



**Georgia Dept of Economic Development
Germany / Austria / Switzerland
August 2009 Report**

**Wolfgang Streitboerger, Tourism Representative Germany , Austria,
Switzerland**

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A) ACTIVITIES

TYPE	DETAILS	FIELD
Monthly Activity Report	Provided monthly activity and results report, and media report for July 2009.	Internal Coordination
Documentation	Produced comprehensive documentation of media coverage and catalogue appearances for July 2009 on a DVD and shipped copies to Kevin Langston, David Nicholson, Brandon Barnes, Carey Ferraro and Amy Clark.	Internal Coordination
Monthly Financial Report	Provided monthly financial compilation for July 2009.	Internal Coordination
Planning	Engaged in planning for new Fiscal Year 2009/2010. This included a planning meeting with the representatives of the partner states Louisiana, Mississippi and Tennessee on Frankfurt August 24, prepared and attended by Wolfgang Streitboerger. In the follow-up, Georgia Tourism produced a draft plan for joint promotions in 2009 and 2010.	Internal Coordination
Site Inspections	Made pre-arrangements with Carey Ferrara for Wolfgang Streitboerger to see new Golden Isles attractions in October 2009 while traveling through Georgia.	Internal Coordination
Web Development	www.georgia-usa.de : The site attracted 5970 unique visitors. We counted 15,334 page views and 77,127 hits.	Internet
Web Monthly Promotion	www.georgia-usa.de : Produced the Special of the Month feature for September 2009. The featured theme is: Peanuts-related attractions in Georgia. See www.georgia-usa.de/neu_sep09.php	Internet
Web Monthly Promotion	www.georgia-usa.de/gewinnen.php : For the online raffle we produced the question of the month for September, featuring Plains. We drew the winner for August out of 88 participants, and sent the Georgia music CD prize.	Internet
Web Development	www.georgia-usa.de : Installed a news item about the "re-opening of the Jimmy Carter Library and Museum", as to be seen on http://www.georgiaonmymind.de/news_jimmycarter.php	Internet
Web Development	www.deep-south-usa.de : The site, which promotes AL, GA, LA, MS and TN, attracted 2742 unique visitors, 6785 page views and 69,924 hits.	Internet
Web Development	www.deep-south-usa.de : For the online raffle we produced the question of the month for September and sent the Southern Comfort prize.	Internet
Web Development	www.georgiaonmymind.de/neu_news.php : We added links to attractions to most articles in the news section.	Internet
Consumer Fulfillment	Fulfilled 181 consumer inquiries for brochures by sending package with personalized letter. The total number for Fiscal Year 2009/2010 is 282	Consumers

TYPE	DETAILS	FIELD
Tour Development	<p>Sareiter Reisen, Germany: This tour operator, who only sells online and by phone or personal visit, but not with a catalogue, now features several Georgia packages:</p> <p>A year-round 14-night Fly & Drive "Dixie Dreamin" from and to Atlanta with one overnight each in Atlanta and Savannah, www.sareiter.de/sareiter/frm_reise_detail.asp?Trvl_ID=1200</p> <p>A 13-night Fly & Drive themed "Georgia", which actually goes to Georgia and South Carolina: www.sareiter.de/sareiter/frm_reise_detail.asp?Trvl_ID=1201. Overnights are 2 Atlanta, 1 Macon, 1 Cordele, 3 Jekyll, 2 Savannah, 1 Augusta. 2 Hilton Head, 1 Charleston.</p> <p>The Plains Inn also is being featured, www.sareiter.de/sareiter/frm_reise_detail.asp?Trvl_ID=1035</p>	Trade
Tour Development	<p>TUI, Germany: They published their 2009/2010 winter print catalogue. As in 2008/2009, the winter edition features camper and car rentals from Atlanta, but nothing Georgia beyond. Note: Winter catalogues by German tour operators mostly focus on Skiing in the Rockies and warm destinations such as Arizona and Hawaii.</p>	Trade
Tour Development	<p>Neckermann, Germany: They published their 2009/2010 winter print catalogue.</p> <p>A new section "American Dream Sportstraeume", sells American sports. In this, they also sell tickets to NBA games in Atlanta's Philips Arena to see the Atlanta Hawks. Tickets sell for 21 Euros, which equals app 30 dollars. They only sell the cheapest type of seats.</p> <p>As in 2008/2009, they sell four Atlanta hotels: Best Western Airport, Quality Hotel Downtown, Baymont Inn & Suites and Wyndham Garden.</p> <p>Beyond the print catalogue, they sell various Atlanta and Savannah hotels through their database sales system, which is accessible to travel agencies.</p>	Trade
Tour Development	<p>Meier's Weltreisen, Germany: They published their 2009/2010 winter print catalogue.</p> <p>A new item are motorcycle rentals in Atlanta by Eagle Rider.</p> <p>As in winter 2008/2009 they feature camper and car rentals in Atlanta, and two Atlanta hotels: Wyndham Garden (replaces Marriott Marquis) and Holiday Inn Express, and Savannah's Inn at Ellis Square in Savannah.</p>	Trade
Tour Operator Supplies	<p>Skytours AG, Switzerland, Glattbrugg: Sent 200 German GA books for the tour operator's 25 anniversary Party on September 17 near Zurich. The brochure will be included in each guest's welcome bag.</p>	Trade
Travel Agent	<p>Reisebuero Thomas Diez, Metzingen: Sent a basic set of GA brochures.</p>	Trade
Travel Agent	<p>IMR Reisen, Kamp-Lintfort, Peter Hundt: Sent a basic set of GA brochures.</p>	Trade
Press Release	<p>On August 17, we issued a press release about the re-opening of the Jimmy Carter Library and Museum. The release went to 322 media contacts in Germany, Austria and Switzerland. It can be viewed at www.georgia-usa.de/presstexte/jimmycarter.doc.</p>	Media
Newsletter copy	<p>VISIT USA Newsletter: Produced Georgia stories for possible inclusion</p>	Media

TYPE	DETAILS	FIELD
	in the September newsletter to the trade and consumers.	
Media Database	Intensively updated our media database.	Media
Media Events	Registered for VISIT USA Committee media events in Hamburg and Munich in October, 2009, and made travel arrangements for low fares.	Media

B) MEDIA RESULTS

Note: Below we list media results from this month. Proofs of all articles and other media appearances are of the Fiscal Year on the monthly documentation DVD sent to state office, but can also be requested one-by one for transmission via E-mail.

Print Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
2009/08/13	Speyerer Morgenpost	Daily newspaper, Speyer	Coca Cola in Atlanta Atlanta: CNN Center, Georgia Aquarium, Lenox Square, Martin Luther King Jr. National Historic Site, New World of Coca Cola	Work with editors	6000	1500
2009/08/08	Rhein-Neckar Zeitung	Daily newspaper, Heidelberg	Georgia Coast: Golden Isles, Okefenokee Wildlife Refuge	Press release "Georgia's shrimp coast", July 29, 2009	121000	1700
2009/08/01	Western Mail	Country music magazine	Atlanta: Centennial Olympic Park, World of Coca Cola, Stone Mountain Park, The Westin Peachtree Plaza	Work with the editor Kai Ulatowski	16500	500
2009/08/01	ADAC Reisefuehrer USA-Suedstaaten	Travel book	17 pages Georgia Atlanta: CVB, Atlanta History Center, Atlanta Int. Hostel, Atlantic Station, Centennial Park, CNN, Drury Inn Airport, Ebenezer Baptist Church, Fernbank, GA Aquarium, GA Railroad Freight Depot, State Capitol, Governor's Mansion, Hartsfield-Jackson, Highland Tap, High, Jimmy Carter Library & Museum, Margaret Mitchell House,	Work with the writer Heike Wagner	10000	0

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
			<p>Marriot Stone Mountain Inn, MARTA, MLK Jr. attractions, Mary Mac's, Memorial Hall, World of Coca Cola, Six Flags, Stone Mountain Park, Taurus, Underground, Varsity, Virginia Highland, Westin Peachtree Plaza</p> <p>Columbus: Columbus Museum, Riverwalk, Goetchius, Marriott, Civil War Naval Museum, Visitors Ctr.</p> <p>Golden Isles: Visitors Bureau, Fort Frederica, Frederica House, Golfing, Jekyll Historic District, Jekyll, St. Simons, Villas by the Sea</p> <p>Macon: Georgia Music Hall of Fame, Cannonball House, Hay House, CVB, Ocmulgee Monument</p> <p>Savannah: Factors Walk, Isaiah Davenport House, Foley House Inn, Mercury Lounge, Mrs. Wilkes, Owens-Thomas, Riverfront Plaza, River Street, Sav. History Museum, Sav. Hostel & Pension, Ships of the Sea Museum, Telfair, Visitors Center, William Scarborough House Callaway Gardens Providence Canyon State Park</p>			
				Circulation:	0	3700
						Euro Fixing Aug. 31. 2009: x 1.4276

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
						US\$ 5280

Radio Broadcasts

DATE	NETWORK	CATEGORY	THEMES	SOURCE	LISTENERS	Ad Value
2009/08/21 10:00 am	Country Radio Switzerland	Online Radio	Georgia Coast: Brunswick, Golden Isles, Okefenokee Wildlife Refuge, Savannah	Press release "Georgia's shrimp coast", July 29, 2009	20,000	500
				Total:	20,000	500 Euro Fixing Aug. 31. 2009: x 1.4276 US\$ 710
					No advertisements on channel marked 0	

TV Broadcasts

DATE	NETWORK	THEMES	SOURCE	LENGTH	REACH	AD VALUE EURO
2009/08/12 11:55pm Repeat run of 2008/08/06 show	Kabel 1	Documentary „Ocean behind bulletproof glass” Atlanta: Georgia Aquarium, Centennial Olympic Park	Producer Kai Boecking contacted us in August 2007, requesting assistance for this project, as reported Sept. 2007. We handed the project over to Stefanie Paupeck for handling.	43'00"	All of Germany/Austria/ Switzerland on the air and via cable, all of Europe via free analogue and digital satellites	234700
2009/08/06 11:05pm	Kabel 1	Documentary „Ocean behind bulletproof glass” Atlanta: Georgia Aquarium, Centennial Olympic Park	Producer Kai Boecking contacted us in August 2007, requesting assistance for this project, as reported Sept. 2007. We handed the project over to Stefanie Paupeck for handling.	43'00"	All of Germany/Austria/ Switzerland on the air and via cable, all of Europe via free analogue and digital satellites	310600
2009/08/02	NTV	Travel show "Der Reise Shop":	Travel show "Der Reise	4'30" total Georgia	All of Germany/Austria	1800

DATE	NETWORK	THEMES	SOURCE	LENGTH	REACH	AD VALUE EURO
12:00 noon Repeat run of 2008/08/09 show		Atlanta Savannah	Shop" produced by tour operator Berge & Meer to promote their Southern F&D "USA/Suedstaat en". We contributed photography and information	part: app 0'40"	a/ Switzerland on the air and via cable, all of Europe via free analogue and digital satellites	
2009/08/01 11:30 am Repeat run of 2008/08/09 show	NTV	Travel show "Der Reise Shop": Atlanta Savannah	Travel show "Der Reise Shop" produced by tour operator Berge & Meer to promote their Southern F&D "USA/Suedstaat en". We contributed photography and information	4'30" total Georgia part: app 0'40"	All of Germany/Austria/ Switzerland on the air and via cable, all of Europe via free analogue and digital satellites	1800
					Total	548900 Euro Fixing Aug. 31. 2009: x 1.4276 US\$ 783,600

Online Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
2009/08/24	Amerikareisen	Tour operator site, Austria	Reopening of the Jimmy Carter Library and Museum Atlanta: Jimmy Carter Library and Museum Plains: Jimmy Carter National Historic Site	Press release "Jimmy Carter Museum reopens", August 17, 2009	http://www.canadareisen.at/content/blogsection/7/30/	500
2009/08/19	Tourism-Insider	Travel site, Germany	Reopening of the Jimmy Carter Library and Museum Atlanta: Jimmy Carter Library and Museum Plains: Jimmy Carter National Historic Site	Press release "Jimmy Carter Museum reopens", August 17, 2009	http://tourism-insider.com/reisenews/vor-barack-obama-regierte-jimmy/#post-3137	500

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
2009/08/18	Fine Art Reisen	Travel site, Germany	Reopening of the Jimmy Carter Library and Museum Atlanta: Jimmy Carter Library and Museum Plains: Jimmy Carter National Historic Site	Press release "Jimmy Carter Museum reopens", August 17, 2009	http://fineartreisen.de/html/20090818_20830.php	500
2009/08/17	VUSA Germany	Website of German Visit USA Committee	Reopening of the Jimmy Carter Library and Museum Atlanta: Jimmy Carter Library and Museum Plains: Jimmy Carter National Historic Site	Press release "Jimmy Carter Museum reopens", August 17, 2009	http://www.vusa-germany.de/index.php?id=19&tx_ttnews[tt_news]=957&tx_ttnews[backPid]=6&cHash=00e5616932	500
2009/08/03	VUSA Germany	Website of German Visit USA Committee	Georgia Coast: Brunswick, Credle's Adventures, Golden Isles, Okefenokee Wildlife Refuge, Savannah	Press release "Georgia's shrimp coast", July 29, 2009	http://www.vusa-germany.de/index.php?id=19&tx_ttnews[tt_news]=940&tx_ttnews[backPid]=30&cHash=8db9a5eada	500
2009/08/01	Kabel 1	Website of TVstation	Description of the tv show on the Georgia Aquarium on August 6 and the rerun on August 12	Producer Kai Boecking contacted us in August 2007, requesting assistance for this project, as reported Sept. 2007. We handed the project over to Stefanie Paupeck for handling.	http://www.kabeleins.de/php-bin/functions/TVProgramm/index_popup.php?action=onDetail&id=11241231	500
2009/08/01	Kabel 1	Website of TV station	Announcement of tv show on the Georgia Aquarium on August 6 and the rerun on August 12	Producer Kai Boecking contacted us in August 2007, requesting assistance for this project, as reported Sept. 2007. We handed the project over to Stefanie Paupeck for	http://www.kabeleins.de/doku_reportage/k1_doku/	500

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
				handling.		
2009/08/01	Berge & Meer	Website of Travel show	Atlanta Savannah	"Der Reise Shop" produced by tour operator Berge & Meer to promote their Southern F&D "USA/Suedstaaten". We contributed photography and information	http://www.berge-meer.de/C1256BBB00329F9C/vwContentByKey/W27SHEA6261NATHDE?Open&vp=180000&agn=180008	500
						4000 Euro Fixing Aug. 31. 2009: x 1.4276 US\$ 5,700

Paid Advertisements

DATE	TITLE	CATEGORY	THEMES	SOURCE OF \$\$\$	CIRCULATION
2009/07/01	America Journal	Travel magazine, Germany	All of Georgia	GDECD	38500

Features "Special of the Month" on www.georgia-usa.de

Month	Theme	Link
September 2009	Peanuts-related attractions in Georgia	www.georgiaonmymind.de/neu_sep09.php
August 2009	Movie Locations in Georgia	www.georgiaonmymind.de/neu_aug09.php
July 2009	Callaway Gardens Stimulus Package	www.georgiaonmymind.de/neu_jul09.php

C) CATALOGUE RESULTS

As on monthly documentation DVD sent to State offices