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## A) ACTIVITIES

TYPE	DETAILS	FIELD
Monthly Activity Report	Provided monthly activity and results report, and media report for July 2010.	Internal Coordination
Monthly Financial Report	Provided monthly financial compilation for July 2010.	Internal Coordination
Monthly Documentation	Produced comprehensive documentation of media coverage and catalogue appearances for July 2010 on a DVD and delivered/shipped copies to state offices and others in Georgia.	Internal Coordination
Consumer Fulfillment	Fulfilled 157 consumer inquiries for brochures by sending a package with personalized letter.	Consumers
Consumer Assistance	Advised 5 travelers on the phone.	Consumers
Consumer Event	German-American Volksfest, Berlin, July 23 <sup>rd</sup> -August 15 <sup>th</sup> , 2010: This country-fair- style series of consumer events evolved during the Cold War in West Berlin as an expression of German-American friendship. The event organizers distributed 150 German Georgia brochures and 400 German Deep South USA brochures free of charge.	Consumers
Web Development	<a href="http://www.georgia-usa.de">www.georgia-usa.de</a> <a href="http://www.georgiaonmymind.de">www.georgiaonmymind.de</a> <a href="http://www.georgia-usa.ch">www.georgia-usa.ch</a> , <a href="http://www.georgia-usa.at">www.georgia-usa.at</a> : 6395 unique visitors.	Internet
Web Development	<a href="http://www.deep-south-usa.de">www.deep-south-usa.de</a> : The site, which promotes AL, GA, LA, MS and TN, attracted 3105 unique visitors.	Internet
Web Development	<a href="http://www.deep-south-usa.de">www.deep-south-usa.de</a> : Drew the raffle winner for August out of 351 participants and sent the Southern Comfort prize. Produced the question for the upcoming month.	Internet
Web Development	<a href="http://www.deep-south-usa.de/downloads.html">www.deep-south-usa.de/downloads.html</a> : Produced two new Georgia desktop pictures for the download section.	Internet
Web Promotion	<a href="http://www.georgia-usa.de">www.georgia-usa.de</a> : Produced the Special of the Month feature for September 2010. The theme is: Plains Peanut Festival. See <a href="http://www.georgia-usa.de/neu_sep.php">www.georgia-usa.de/neu_sep.php</a> .	Internet
Web Promotion	<a href="http://www.georgia-usa.de">www.georgia-usa.de</a> : Drew the raffle winner for August out of 75 participants and sent the Georgia music CD prize. Produced the question for the upcoming month.	Internet
Tour Operator Assistance	Small German incentive tour operator: Sent 5 each of German Georgia brochure, German Atlanta brochure, Georgia road map, German Deep South USA brochure, and one each of Georgia Vacation Guide and Atlanta Tour Manual.	Trade

Tour Operator Assistance	German tour operator for alternative-style tours: Sent 10 German Atlanta brochures and 10 Georgia road maps.	Trade
Tour Operator Assistance	Small online tour operator: Sent photo CD for their website.	Trade
Tour Operator Assistance	German coach travel consolidator: Is planning a coach tour of the South and requested brochures. Sent 50xAtlanta German, 25xDeep South USA German, 4xGeorgia German, 4xGeorgia road map, 4x Georgia Vacation Guide. 1xAtlanta Tour Guide.	Trade
Tour Operator Assistance	Major Swiss tour operator: Made pre-arrangements for a CEO to visit Georgia for a site inspection later in 2010.	Trade
Tour Development, product analyses	Fox-Tours Reisen, Germany: Published their print catalogue Oct. 2010 to April 2011. As last year, the feature a 13-day coach tour from New York City to New Orleans with one unspecified overnight in Atlanta. With an option for a 4-day extension tour from New Orleans with one unspecified overnight each in Savannah and Atlanta.	Trade
Tour Development, product analyses	<p>FTI, Germany: Published their Winter 2010/2011 print catalogue.</p> <p>New as compared to Winter 2009/2010 is an editorial suggestion for a self-guided Fly &amp; Drive tour "Die Suedstaaten Tour" with overnights in Atlanta and Savannah. As in winter 2009/2010 the catalogue includes an editorial suggestion for a self-guided Camper tour "Die Suedstaaten Tour" with overnights in Atlanta and Savannah.</p> <p>Also new is a "Quick Response" application, which sends current hotel prices for Atlanta to mobile phones upon taking a photo of a 2-d code.</p> <p>Beyond this, few changes have been made from a year ago. The catalogue features the German Georgia address and logo. It includes camper and motorcycle rentals from Atlanta and again ten hotels in Atlanta, but with some changes: Quality Hotel &amp; Conference Center, Days Inn Atlanta Downtown, Centennial Inn (new), Midtown Atlanta (new), Atlanta Marriott Marquis, The W Atlanta Downtown (new), Hyatt Place Atlanta Buckhead, Hilton, Omni Hotel at CNN Center, Hotel Indigo Atlanta Midtown and Atlanta City Pass. No longer present are Super 8 Hotel &amp; Conference Center, Baymont Inn &amp; Suites Atlanta Downtown and Wyndham Garden. For Savannah hotels, they again feature two hotels: Inn at Ellis Square and Best Western Promenade Hotel (new). No longer present is La Quinta Inn Savannah.</p> <p>They continue the 15-day winter Fly &amp; Drive "Historischer Sueden" with 2 overnights in Atlanta at Days Inn Atlanta or Hotel Midtown and 1 overnight in Savannah at Super 8 Savannah and Staybridge Suites.</p>	Trade
Tour Development, product analyses	<p>Dertour, Germany: Published their Winter 2010/2011 print catalogue.</p> <p>New as compared to Winter 2009/2010 is a coach tour "Atlantic Dream" from New York to Miami with one overnight in Savannah at Inn at Ellis Square, and one overnight in Atlanta at Wyndham Garden. Also new is one hotel in Savannah: Best Western Promenade.</p> <p>As before, the catalogue includes camper rentals from Atlanta. As in winter 2009/2010, there are no motorcycle rentals either. They feature three hotels in Atlanta, which is one less from Winter 2009/2010: The Ritz-Carlton Atlanta (new), Atlanta Marriott Marquis and Hilton Atlanta (new). No longer present are Wyndham Garden, Westin Peachtree Plaza B.W. and Atlanta Airport South.</p>	Trade

Tour Development, product analyses	<p>Meier's Weltreisen, Germany: Published their 2010/2011 winter print catalogue.</p> <p>New items as compared to are Winter 2009/2010 are: a 18-day coach tour "Supercity, Swing &amp; Sun" from New York to Miami with one overnight in Savannah at Inn at Ellis Square and one overnight in Atlanta at Courtyard by Marriott; an 18-day Fly &amp; Drive "Atlantikkueste von New York bis Florida" with one overnight in Savannah at La Quinta Inn Savannah Midtown or Hampton Inn; and Foundry Park Inn in Athens, as introduced in 2010.</p> <p>As in winter 2009/2010 they feature camper and motorcycle rentals in Atlanta, one hotel in Atlanta (one down from winter 2009/2010): HI Express Atlanta. No longer present is Wyndham Garden. For a Savannah hotel; they again sell just the Inn at Ellis Square.</p>	Trade
Tour Development, product analyses	<p>TUI, Germany: Published their Winter 2010/2011 print catalogue.</p> <p>New are motorcycle rentals from Atlanta now also available in winter..</p> <p>Beyond that, as in 2009/2010 the latest winter edition features camper and car rentals from Atlanta, but no Georgia beyond this. Please note: USA winter catalogues by German tour operators focus on Skiing in the Rockies and warm places such as Southern Florida, Arizona and Hawaii.</p>	Trade
Tour Development, product analyses	<p>ADAC Reisen, Germany: Published their Winter 2010/2011 print catalogue.</p> <p>Features camper and car rentals from Atlanta. Continues to sell a 19-day coach tour "Atlantic Dream" from New York to Miami with one overnight in Savannah at Inn at Ellis Square and one overnight in Atlanta at Wyndham Garden.</p>	Trade
Tour Development, product analyses	<p>Explorer Fernreisen, Germany: For their 40<sup>th</sup> anniversary, they published an additional brochure featuring 15 stopover cities all over the world. Atlanta is one of those. The package includes two overnights in Wyndham Garden and a City Pass.</p>	Trade
Tour Development, new product	<p>Knecht Reisen, Switzerland: A new Fly &amp; Drive to feature Georgia only should has appeared in a special brochure on camper and other motor travel in August. The brochur is in the mail to us for documentation next month.</p>	Trade
Tour Operator, Promotion	<p>Argus Reisen, Bevenden: Made arrangements for them to distribute Deep South USA brochures at the Americana consumer show in Augsburg, September 8-12, 2010. The cost will be shared by 5 states.</p>	Trade
Travel agent Assistance	<p>Large travel agency, Germany: Sent material for a client: German brochures Georgia, Atlanta, Deep South USA; Athens brochure; Georgia road map, Atlanta Tour Manual</p>	Trade
Press Release	<p>Press Release: Issued a release on the „Plains Peanut Festival“ and distributed it to several hundreds media contacts in Germany, Austria and Switzerland on August 31, 2010.</p>	Media
Media Assistance	<p>America Journal: Selected Savannah and Tybee Island images and sent them on a CD for an upcoming article.</p>	Media
Media Assistance	<p>FVW: Sent a CD with Georgia photography for upcoming USA stories in the travel trade journals fvw and Traveltalk.</p>	Media

Media Assistance	Travel book writer: Sent 2 photo CDs with Georgia photography for a new travel book about Florida, which is to appear in September and is to also feature Atlanta and a self-drive itinerary to Savannah: one for the writer, and another one for the publisher. Also sent Atlanta, Georgia and Savannah brochures.	Media
Media FAM	Group Press FAM, June 2010: Continued following up. Stayed in touch with all participating writers.	Media
Media Visit	Magazine writer visit: Continued making arrangements for a writer from Dresden to visit Georgia's coast in September of 2010,	Media
Media Visit	Newspaper writer visit: Continued making arrangements for a writer from Zurich to visit Atlanta in September of 2010,	Media
Media Photography	Produced 9 stock photo DVDs for use by the media and tour operators	Media
Media Database	Added 2 new contacts and updated 3 existing contacts.	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
2010/08/28	Hannoversche Allgemeine Zeitung/ Neue Presse	Daily newspaper, Hannover	Athens and Dahlenega Athens: 40 Watts Club, Agora, Athfest, Athens Music Heritage Tour, Farm 255 Restaurant, Farmers Market, Jittery Joe's, Oconee Hill Cemetery, State Botanical Garden, Town Hall, Weaver D's, Wuxtry  Dahlenega: BlackStock Vineyards and Winery, Corkscrew Cafe, Crisson Gold Mine  Blairsville: Mountain Crossings  Atlanta: Hartsfield Jackson International Airport  Blue Ridge Mountains Delta Air Lines	Group press fam, June 2010, Nicole Wehr	230100	33360
2010/08/28	Schaumburger Nachrichten	Daily newspaper, Bueckeburg	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	17200	2400
2010/08/28	Peiner Allgemeine	Daily newspaper, Peine	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	21800	3150
2010/08/28	Hildesheimer Allgemeine Zeitung	Daily newspaper, Hildesheim	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	47700	6900
2010/08/28	Aller Zeitung/ Wolfsburger Allgemeine	Daily newspaper, Wolfsburg	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	39300	5700
2010/08/28	Die Harke	Daily newspaper, Nienburg	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	21500	3000
2010/08/28	Walsroder Zeitung	Daily newspaper, Walsrode	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	11700	1690
2010/08/28	Cellesche Zeitung	Daily newspaper, Celle	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	34700	5000

2010/08/28	Niedersaech-sisches Tageblatt	Daily newspaper, Lueneburg	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	112900	16400
2010/08/28	Goettinger Tageblatt	Daily newspaper, Goettingen	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	51100	7400
2010/08/28	Taeglicher Anzeiger	Daily newspaper, Holzminden	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	11000	1600
2010/08/28	Seesener Beobachter	Daily newspaper, Seesen	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	5400	780
2010/08/28	Gandersheimer Kreisblatt	Daily newspaper, Gandersheim	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	5000	730
2010/08/28	Alfelder Zeitung	Daily newspaper, Alfeld	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	9100	1300
2010/08/28	Einbecker Morgenpost	Daily newspaper, Einbeck	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	9300	1300
2010/08/28	Schaumburger Zeitung	Daily newspaper, Rinteln	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	8500	1280
2010/08/28	Schaumburger Lippische Landeszeitung	Daily newspaper, Bueckeburg	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	3700	1000
2010/08/28	Deister - Leine Zeitung	Daily newspaper, Barsinghausen	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	5200	750
2010/08/28	Neue Deister Zeitung	Daily newspaper, Springe	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	6300	900
2010/08/28	Deister- und Weserzeitung	Daily newspaper, Hameln	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	37900	5450
2010/08/28	Leine-Deister-Zeitung	Daily newspaper, Gronau	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	5300	760
2010/08/21	Siegener Zeitung	Daily newspaper, Siegen	New German Atlanta brochure CNN Center, Georgia Aquarium, High Museum of Art, Margaret Mitchell House, Martin Luther King Jr National Historic Site, outlet shopping, World of Coca Cola	Press Release "New German Atlanta brochure", January 14, 2010	63800	1500

2010/08/21	Abend-zeitung	Daily newspaper, Munich and Nuremberg	Savannah: carriage rides, mansions. squares, Savannah River Boat Tour, The Georgia Queen, Tybee Island Light Station  Sapelo Island: Gullah culture	Visit Egmont Strigl, continuous work with the editor	141900	13800
				<b>Circulation:</b>	<b>900400</b>	<b>116150</b> Euro Fixing August 31, 2010: x 1.2686 <b>US\$ 147,300</b>

## Online Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
2010/08/31	BeLocal	Travel website	The Plains Peanut Festival  Plains: Jimmy Carter National Historic Site, Plains Inn  Americus: Windsor Hotel	Press release "Plains Peanut Festival", August 31, 2010	<a href="http://www.belocal.de/plains/events/plains_peanut_festival/seite_1,155621,17,245650.html">http://www.belocal.de/plains/events/plains_peanut_festival/seite_1,155621,17,245650.html</a>	500
2010/08/31	VUSA Germany	Website of German Visit USA Committee	The Plains Peanut Festival  Plains: Jimmy Carter National Historic Site, Plains Inn  Americus: Windsor Hotel	Press release "Plains Peanut Festival", August 31, 2010	<a href="http://www.vusa.travel/index.php/presse/122-erdnuss-festival-mit-jimmy-carter">http://www.vusa.travel/index.php/presse/122-erdnuss-festival-mit-jimmy-carter</a>	500
2010/08/31	Magazin USA	Travel website	The Plains Peanut Festival  Plains: Jimmy Carter National Historic Site, Plains Inn  Americus: Windsor Hotel	Press release "Plains Peanut Festival", August 31, 2010	<a href="http://www.zeitgeistusa.de/2010/08/erdnuss-festival-mit-jimmy-carter-in-georgia/">http://www.zeitgeistusa.de/2010/08/erdnuss-festival-mit-jimmy-carter-in-georgia/</a>	500
					<b>Total</b>	<b>1500</b> Euro Fixing August 31, 2010: x 1.2686 <b>US\$ 1,900</b>

## ***Features “Special of the Month” on [www.georgia-usa.de](http://www.georgia-usa.de)***

<b>Month</b>	<b>Theme</b>	<b>Link</b>
September 2010	The Plains Peanut Festival	<a href="http://www.georgiaonmymind.de/neu_sep10.php">http://www.georgiaonmymind.de/neu_sep10.php</a>
August 2010	World of Coca Cola, Atlanta	<a href="http://www.georgiaonmymind.de/neu_aug10.php">http://www.georgiaonmymind.de/neu_aug10.php</a>

## **C) CATALOGUE RESULTS**

As on monthly documentation DVD sent to State offices