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## A) ACTIVITIES

| TYPE                     | DETAILS   | FIELD                 |
|--------------------------|---|-----------------------|
| Monthly Activity Report  | Provided monthly activity and results report, and media report for November 2010.   | Internal Coordination |
| Monthly Financial Report | Provided monthly financial compilation for November 2010.   | Internal Coordination |
| Monthly Documentation    | Produced comprehensive documentation of media coverage and catalogue appearances for November 2010 on a DVD and delivered/shipped copies to state offices and others in Georgia.  | Internal Coordination |
| Screen Presentation      | Produced DVD's featuring Georgia images, text and the image video "Come, See, Explore Georgia" for use on TV screens in Swiss and Austrian travel agencies, and at consumer events in these two countries. This complements an earlier production for the German market. The presentations run in an endless loop.  | Marketing Tool        |
| Consumer Fulfillment     | Fulfilled 72 consumer inquiries for brochures by sending a package with personalized letter.  | Consumers             |
| Consumer Assistance      | Advised 8 travelers on the phone.   | Consumers             |
| Consumer Show            | Blues Festival Basel, Switzerland, April 12 <sup>th</sup> -17 <sup>th</sup> , 2011: Made pre-arrangements to be present with an information table. See <a href="http://www.blues-festival-basel.ch/en/index.php">www.blues-festival-basel.ch/en/index.php</a> for English-language information.   | Consumers             |
| Consumer Show            | CMT Stuttgart, Jan. 15 <sup>th</sup> -23 <sup>rd</sup> , 2011: Made arrangements for our presence at the Deep South USA booth.  | Consumers             |
| Consumer Show            | Reisen Hamburg, Feb. 9 <sup>th</sup> to 14 <sup>th</sup> , 2011: Made pre arrangements for our presence at the Deep South USA booth.  | Consumers             |
| Consumer Show            | Swiss Country Music Festival "Albisguetli", Zurich, Jan. 28 <sup>th</sup> to March 18 <sup>th</sup> . 2010: Made pre arrangements for our presence with brochure distribution at a tour operator booth. Wolfgang will attend the opening night for brochure delivery and a site inspection.   | Consumers             |
| Consumer Show            | Country Music Meeting, Berlin, Feb. 4 <sup>th</sup> to 6 <sup>th</sup> , 2010: Made pre-arrangements for our presence with an information table staffed by us. This replaces the German "Fan Fair" in Berlin, which we participated in for in the past, but was disappointing in 2010 due to a poor new location. The new show takes place at the proven old location and is being staged for the first time. | Consumers             |
| Consumer Show            | Consumer events in Vienna with an Austrian tour operator, Jan. 19 <sup>th</sup> and 20 <sup>th</sup> , 2011: Made arrangements for presentations at a large bookstore, at a bank and at a school.   | Consumers             |

| TYPE                               | DETAILS  | FIELD    |
|------------------------------------|--|----------|
| 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> : 7720 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 2844 unique visitors.   | Internet |
| Web Development                    | <a href="http://www.deep-south-usa.de">www.deep-south-usa.de</a> : Drew the raffle winner for the previous month out of 361 participants and sent the Southern Comfort prize. Produced the question for the upcoming month.  | Internet |
| Web Promotion                      | <a href="http://www.georgia-usa.de">www.georgia-usa.de</a> : Produced the Special of the Month feature for January 2011. The theme is: Jekyll Island Club Hotel. See <a href="http://www.georgia-usa.de/neu_jan11.php">www.georgia-usa.de/neu_jan11.php</a> .  | Internet |
| Web Promotion                      | <a href="http://www.georgia-usa.de">www.georgia-usa.de</a> : Drew the raffle winner for the previous month out of 94 participants and sent the Georgia music CD prize. Produced the question for the upcoming month.   | Internet |
| Tour Promotion                     | Major tour operator, Germany: 4 page flyer promotion: Produced copy for and made final corrections for the Georgia part of this Mississippi, Tennessee and Georgia flyer to be distributed at consumers shows and sent to the tour operator's customers. A full page will feature the FIT package "Georgia-only" (see above), in addition 2 Georgia hotels will be featured.   | Trade    |
| Tour Development, Product Analyses | <p>Explorer Fernreisen, Germany: In their print catalogue covering April 2011 to March 2012 they continue their 13-day Fly &amp; Drive of the South "Durch den tiefen Sueden" with two unspecified overnights in Atlanta and one unspecified overnight in Savannah. As in 2010 to 2011, they feature four hotels in Atlanta: Marriott Marquis, Hilton (replaced Wyndham Garden), Days Inn Downtown and Best Western Airport East. In Savannah, they continuously feature three hotels: Hilton Garden Inn Historic District, Doubletree and Comfort Suites Historic District. Furthermore they continue camper and motorcycle rentals from Atlanta.</p> <p>In addition to their print catalogue, they feature a 12-day Fly &amp; Drive "Hoehepunkte des Suedens" of the Deep South online <a href="http://www.explorer.de/service/suche/detail/reise/hoehpunkte-des-suedens/reiseablauf/">www.explorer.de/service/suche/detail/reise/hoehpunkte-des-suedens/reiseablauf/</a>, with three unspecified overnights in Atlanta and one unspecified overnight in Savannah.</p>   | Trade    |
| Tour Development, Product Analyses | <p>Amerikareisen.at, Austria, online only: They feauture a new 22-day Fly &amp; Drive "Country, Jazz &amp; Blues" with three overnights in Atlanta at Wellesly Inn and one overnight in Savannah at La Quinta Inn <a href="http://www.amerikareisen.at/mietwagentouren-neu/suedost/405-country-jazz-a-blues-m101-22-tage-21-naechte">www.amerikareisen.at/mietwagentouren-neu/suedost/405-country-jazz-a-blues-m101-22-tage-21-naechte</a>.</p> <p>Also new is a 15-day Fly &amp; Drive "Charme der Suedstaaten" of Southern states with one overnight in Savannah at La Quinta Inn <a href="http://www.amerikareisen.at/mietwagentouren-neu/suedost/410-der-charme-der-suedstaaten-m154-15-tage-14-naechte">www.amerikareisen.at/mietwagentouren-neu/suedost/410-der-charme-der-suedstaaten-m154-15-tage-14-naechte</a>.</p> <p>They continue a 15-day Fly &amp; Drive "Vom Winde verweht" (German title of "Gone with the Wind") of Southern States from and to Atlanta with three overnights in Atlanta at Hilton <a href="http://www.amerikareisen.at/mietwagentouren-neu/suedost/404-vom-winde-verweht-m100-15-tage-14-naechte">www.amerikareisen.at/mietwagentouren-neu/suedost/404-vom-winde-verweht-m100-15-tage-14-naechte</a></p> <p>They also continue a 22-day Fly &amp; Drive "Eastcoast Entdecker" from New York to Miami with two different itineraries: Tour A is with one overnight in Savannah at La Quinta Inn and two overnights on Jekyll Island at Clarion Oceanfront Resort</p> | Trade    |

| TYPE                               | DETAILS  | FIELD |
|------------------------------------|--|-------|
|                                    | <p><a href="http://www.amerikareisen.at/mietwagentouren-neu/suedost/401-eastcoast-entdecker-i-m79-22-tage-21-naechte">www.amerikareisen.at/mietwagentouren-neu/suedost/401-eastcoast-entdecker-i-m79-22-tage-21-naechte</a>. Tour B is with two overnights in Atlanta at Marriott and one overnight in Savannah at La Quinta Inn</p> <p><a href="http://www.amerikareisen.at/mietwagentouren-neu/suedost/413-eastcoast-entdecker-m80-22-tage">www.amerikareisen.at/mietwagentouren-neu/suedost/413-eastcoast-entdecker-m80-22-tage</a>.</p> <p>No longer present is the 15-day Fly &amp; Drive "Suedstaatentour Southern Flair" with overnights in Atlanta and Savannah.</p> |       |
| Tour Development, Product Analyses | Canusa, Germany, online only: They feature a newly-composed 7-day FIT tour "Georgia on my mind" with two unspecified overnights in Savannah, one overnight on Jekyll Island, one in Macon and two overnights in Atlanta <a href="http://www.canusa.de/autoreisen/georgia-on-my-mind.html">http://www.canusa.de/autoreisen/georgia-on-my-mind.html</a> .  | Trade |
| Tour Development, Sales Call       | Specialized tour operator, northern Germany: Wolfgang Streitboerger discussed with them possible new packages for 2012. Followed up with sending more printed information.   | Trade |
| Travel Agent Assistance            | Supplied one travel agent in Falkensee, Germany: Sent basic set of brochures.  | Trade |
| Major Show                         | Travel South Showcase, Atlanta: Followed up with several invitees and made pre arrangements for Wolfgang Streitboerger's attendance. Made pre arrangements for sales manager of a major German tour operator to conduct site inspections in Georgia after the show.  | Trade |
| Major Show                         | ITB 2011, Berlin, March 9 <sup>th</sup> to 13 <sup>th</sup> , 2011: Continued coordinating work for the Deep South USA partnership booth.  | Trade |
| Major Show                         | Swiss VUSA travel agent show, Feb. 2 <sup>nd</sup> , Zurich: Made arrangements for our presence.   | Trade |
| Major Show                         | Swiss VUSA travel agent show, Feb. 3 <sup>rd</sup> , Vienna: Made pre-arrangements for our presence.   | Trade |
| Advertisement                      | Key German travel magazine: Completed placement of an advertisement for Savannah CVB and processed German copy.  | Media |
| Advertisement                      | Austrian travel trade journal: Made arrangements for an advertorial to appear at the Austria Visit USA travel agent show on February 3 <sup>rd</sup> , 2011.   | Media |
| Media Visit                        | Team of two freelancers for wire service and newspapers: Pre-discussed a possible reporting visit of Georgia with Savannah Music Festival in March of 2011.  | Media |
| Media Visit                        | Radio producer of major network: Discussed a possible visit in 2011.   | Media |
| Media Networking                   | We were in contact with 17 other travel writers on several topics.   | Media |
| Media Database                     | Updated 8 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 |
|------------|-----------------------------|---|---|--|-------------|---------------|
| 2010/12/22 | Skal Journal Germany        | Tourism Association membership journal                      | Georgia theme night in Bielefeld with AAR and Delta Air Lines<br><br>Atlanta: CNN, Georgia Aquarium, World of Coca Cola<br><br>Golden Isles<br>Savannah<br>AAR<br>Delta Air Lines   | Article written by Wolfgang Streitboerger, photography produced by Raphael Tenschert | 5000        | 1000          |
| 2010/12/18 | Sued-thueringer Presse Plus | Travel section of four newspapers in the state of Thuringia | Sea Island among National Geographic's list of the most beautiful beaches   | Constant work with the editors   | 124300      | 2000          |
| 2010/12/13 | America Journal             | Travel magazine, Germany                                    | Jekyll Island<br>Credle Adventure Tours, Jekyll Island Club and Hotel, Jekyll Island Museum, Georgia Sea Turtle Center, Sea Jay's in the Jekyll Harbor Marina, St. Andrews Beach, The Driftwood Bistro at Villas by the Sea | Visit Marion Frahm and Michal Lindner, March 2010                                    | 38500       | 32350         |
| 2010/12/01 | Fifty                       | Magazine for the 50+ years target group                     | Golden Isles<br>Cumberland Island: Greyfield Inn<br>Jekyll Island: Jekyll Island Club Hotel<br>Little St. Simons Island<br>Atlanta<br>Brunswick<br>Delta Air Lines  | Visits Beate Baum, September, 2010, and Imke Lass, October 2010                      | 301000      | 59200         |

|            |             |   |  |                     |               |   |
|------------|-------------|---|--|---------------------|---------------|---|
| 2010/12/01 | Meiers Welt | VIP magazine by major tour operator Meier's Weltreisen, Germany<br>Note: This is extra to the paid page in the same issue | The South:<br>Atlanta: CNN, Georgia Aquarium, Margaret Mitchell House, Martin Luther King Jr. National Historic Site, World of Coca Cola<br>Antebellum Trail<br>Athens | Sales synergy       | 7000          | 650   |
|            |             |   |  | <b>Circulation:</b> | <b>487800</b> | <b>95200</b><br>Euro Fixing<br>December<br>31, 2010: x<br>1.3384<br><b>US\$</b><br><b>127,400</b> |

## Online Appearances

| DATE       | TITLE   | CATEGORY                                     | THEMES  | SOURCE  | ADDRESS   | AD VALUE EURO   |
|------------|---------|--|---|---|---|---|
| 2010/12/28 | Capital | Website of public-interest business magazine | Golden Isles<br>Cumberland Island:<br>Greyfield Inn<br>Jekyll Island: Jekyll Island Club Hotel<br>Little St. Simons Island<br>Sea Island: The Cloister<br>Atlanta<br>Brunswick<br>Delta Air Lines | Visits Beate Baum, September, 2010, and Imke Lass, October 2010 | <a href="http://www.capital.de/guide/:Jekyll-Island--Geburtsort-einer-Geldmacht/100035094.html">http://www.capital.de/guide/:Jekyll-Island--Geburtsort-einer-Geldmacht/100035094.html</a> | 2000  |
|            |         |  |   |   | <b>Total</b>  | <b>2000</b><br>Euro Fixing<br>December<br>31, 2010: x<br>1.3384<br><b>US\$ 2600</b> |

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

| Month         | Theme                    | Link  |
|---------------|--------------------------|---|
| January 2011  | Jekyll Island Club Hotel | <a href="http://www.georgiaonmymind.de/neu_jan11.php">http://www.georgiaonmymind.de/neu_jan11.php</a> |
| December 2010 | Marietta                 | <a href="http://www.georgiaonmymind.de/neu_dez10.php">http://www.georgiaonmymind.de/neu_dez10.php</a> |

# **C) CATALOGUE RESULTS**

As on monthly documentation DVD sent to State offices