



Georgia Dept of Economic Development  
Germany / Austria / Switzerland  
January 2010 Report

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## A) ACTIVITIES

TYPE	DETAILS	FIELD
Monthly Activity Report	Provided monthly activity and results report, and media report for December 2009.	Internal Coordination
Monthly Financial Report	Provided monthly financial compilation for December 2009.	Internal Coordination
Monthly Documentation	Produced comprehensive documentation of media coverage and catalogue appearances for December 2009 on a DVD and shipped copies to Kevin Langston, David Nicholson, Brandon Barnes, Carey Ferrara and Amy Clark.	Internal Coordination
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 3373 unique visitors and produced 97,944 hits.	Internet
Web Development	<a href="http://www.georgia-usa.de">www.georgia-usa.de</a> : The site attracted 6267 unique visitors. We counted 15,751 page views and 84,197 hits.	Internet
Web Development	<a href="http://www.georgia-usa.de">www.georgia-usa.de</a> : Produced and installed a comprehensive update of the page explaining about entry to the USA including ESTA, and customs, <a href="http://www.georgia-usa.de/kon_einreise_zoll.php">http://www.georgia-usa.de/kon_einreise_zoll.php</a> . The update became necessary because advance online registration is now mandatory for travelers without a visa.	Internet
Web Development	<a href="http://www.georgia-usa.de">www.georgia-usa.de</a> : We added a news story about the new German Atlanta brochure on to the home page and on <a href="http://www.georgia-usa.de/news_atlanta2010.php">http://www.georgia-usa.de/news_atlanta2010.php</a>	Internet
Web Development	<a href="http://www.georgia-usa.de">www.georgia-usa.de</a> : We updated presentations the Georgia Music Hall of Fame and the High Museum of Art on the home page.	Internet
Web Promotion	<a href="http://www.georgia-usa.de">www.georgia-usa.de</a> : Produced the Special of the Month feature for February 2010. The featured theme is: Savannah Music Festival 2010. See <a href="http://www.georgia-usa.de/neu_feb10.php">www.georgia-usa.de/neu_feb10.php</a> .	Internet
Web Promotion	<a href="http://www.georgia-usa.de">www.georgia-usa.de</a> : On the welcome page we introduced a feature highlight item on the Georgia Music Hall of Fame, featuring the Johnny Mercer exhibit	Internet
Web Promotion	<a href="http://www.georgia-usa.de/gewinnen.php">www.georgia-usa.de/gewinnen.php</a> : We drew the raffle winner for January out of 108 participants, and sent the Georgia music CD prize. Produced the question of the month for February 2010, featuring the Savannah Music Festival.	Internet
Web Promotion	<a href="http://www.deep-south-usa.de">www.deep-south-usa.de</a> : For the online raffle, we drew the winner for January 2010 and sent the Southern Comfort prize for January. Produced the question of January 2010, featuring Georgia.	Internet
Consumer Events	CMT, Stuttgart Jan, 16 to 24, 2010: Georgia, Louisiana, Memphis & Mississippi and Tennessee share a Deep South USA booth at the Visit	Consumers

TYPE	DETAILS	FIELD
	USA pavilion at 4 consumer shows. This was the second show of the season. Achim Bokermann staffed the booth at this 9-day show for 7 days, starting on Jan. 18 <sup>th</sup> , after our Louisiana partners had staffed it the first two days. Our Louisiana partners and we distributed 840 German Deep South USA brochures, 315 German Georgia brochures, 25 Georgia African American Heritage brochures, 75 Atlanta Heritage brochures, 75 Atlanta Downtown/Midtown brochures, 20 GA State Park brochures, 50 50 Fun Things to Do in Atlanta brochures, 75 German Atlanta brochures and 200 Antebellum Trail brochures. Most important, we held many talks with consumers.	
Consumer Show	Hamburg 2010: Made arrangements for the February show, which is the third in the season's series.	Consumers
Consumer Show	Munich 2010: Made pre-arrangements for the February show, which is the third in the season's series.	Consumers
Consumer Shows	ITB 2010, Planning: Continued planning for the 2010 Berlin show, which also includes two consumer days.	Consumers
Consumer Fulfillment	Fulfilled 156 consumer inquiries for brochures by sending a package with personalized letter. The total number for Fiscal Year 2009/2010 so far is 830.	Consumers
Consumer Assistance	Advised 21 travelers on the phone	Consumers
Consumer Events	Albisguetli Country Music Festival, Zurich: This is the longest country music festival in the world. For six weeks, six nights a week, it attracts 500 to 1000 people. The tour operator Music Tours International (Maya Hagenbucher) runs a sales and information booth in the concert hall every night of the festival. Georgia contributes to her hefty booth cost, in exchange for the German Georgia brochures being distributed by them. Other sponsors are Mississippi, Tennessee and the Grand Ole Opry. Wolfgang Streitboerger drove to the opening night on January 29 <sup>th</sup> and delivered 900 German Georgia brochures. The visit also served for a site inspection to ensure that the investment will result in special exposure, which we found it does, and to supply the tour operator for the year.	Consumers
High school	Supplies for highschool: Gerhardinger Realschule in Cham, Sven Ploetz, requested and received two posters of Georgia for a USA project.	Consumers
Trade Show Planning	VUSA Switzerland Seminar: Continued preparations for Georgia's participation in this travel agent event scheduled for Feb. 3, 2010 in Zurich, Switzerland. Georgia to share in a booth with Tennessee and Mississippi. Wolfgang Streitboerger delivered brochures to the event location in Zurich on his drive to the Albisguetli country music festival opening that night in Zurich (see above).	Trade
Trade Show Planning	Continued general planning for the 2010 Berlin show, which is also a sales show. Ordered booth equipment and coordinated with partners.	Trade
Tour Development	Skytours, Switzerland: They published their print catalogue for 2010 up to March 2011. Features a new 12-day coach tour "Suedstaatentraeume" of Southern states with two unspecified overnights in Atlanta and one unspecified overnight in Savanna. Furthermore they feature a new 14-day Fly & Drive "Spirit of the South" through Southern states with two unspecified overnights in Atlanta and one unspecified overnight in Savannah. No longer present is a 13-day Southern Fly & Drive "Beautiful South". The catalogue contains four	Trade

TYPE	DETAILS	FIELD
	hotels in Atlanta: Best Western Atlanta Airport East, Hilton, The Glenn (new) and Westin Peachtree Plaza. No longer present is Marriott Marquis Atlanta. As in 2009, they feature one hotel in Savannah: River Street Inn. No longer present is Mullberry Inn. They continue camper and motorcycle rentals from Atlanta.	
Tour Development	Flextravel, Switzerland: They published their print catalogue for 2010 up to March 2011. Features a new 15-day van tour "Eastern Shores" from New York to Miami with one unspecified overnight in Savannah. They continue a 15-day Fly & Drive "Die historischen Suedstaaten" of Southern states with two overnights in Atlanta at Days Inn Downtown or Sheraton and one overnight in Savannah at La Quinta Inn or Hilton Garden Inn. No longer present is Holiday Inn Riverview. Furthermore they feature a 19-day Fly & Drive "Stern des Ostens" from New York to Miami with one overnight in Savannah at La Quinta Inn and one overnight in Atlanta at Days Inn Downtown. As in 2009, the catalogue contains seven hotels in Atlanta: Best Western Atlanta Airport East, Super 8 Hotel & Conference Center, Wyndham Garden Downtown, Indigo Midtown (new), Hilton, Four Seasons (new), Marriott Marquis. No longer present are Quality Hotel & Conference Center and Hyatt Place Atlanta Buckhead. They feature two hotels in Savannah: Mansion on Forsyth Park (new) and Inn at Ellis Square. They continue camper and motorcycle rentals from Atlanta.	Trade
Tour Development	Knecht Reisen, Switzerland: They published their print catalogue for 2010 up to March 2011. Features a new 11-day coach tour "Gone with the Wind" of Southern states with two unspecified overnights in Atlanta and one unspecified overnight in Savannah. As in 2009, they continue a 18-day coach tour "Vom Times Square nach South Beach" with one overnight in Savannah at Inn at Ellis Square. They feature an 18-day Fly & Drive "Hoehepunkte entlang der Ostkueste" from New York to Miami with one overnight in Savannah at La Quinta Inn Midtown. Furthermore they feature a 19-day Fly & Drive "Suedstaaten-Romantik" of Southern states with one overnight in Atlanta at La Quinta Inn, one overnight in Macon at La Quinta Inn Midtown and one overnight in Savannah at La Quinta Inn North. They continue camper and motorcycle rentals from Atlanta. The catalogue features just one hotel in Atlanta, the Marriott Marquis. In 2009, they still featured three hotels in Atlanta. No longer present are Crowne Plaza Resort and Holiday Inn Express Airport. As in 2009, they feature one hotel in Savannah: The Mulberry Inn (new). No longer present is Doubletree Savannah. No longer present in the catalogue is Jekyll Island.	Trade
Tour Development	Hotelplan, Switzerland: They published their print catalogue for 2010 up to March 2011. Features a new 11-day coach tour "Gone with the Wind" of Southern states with two overnights in Atlanta at Wyndham Garden Downtown and one overnight in Savannah at Four Points Sheraton Historic District. As in 2009, they continue a 15-day Fly & Drive "Southern Comfort" of Southern States with two unspecified overnights in Atlanta and one unspecified overnight in Savannah. They continue a 16-day Fly & Drive "Atlantic Coast Explorer" from New York to Miami with one unspecified overnight in Savannah. Furthermore they continue camper and motorcycle rentals from Atlanta. As in 2009, they feature three hotels in Atlanta: Best Western Atlanta Airport East, Marriott Marquis and Hilton Atlanta. In Savannah they continue to feature the Inn at Ellis Square Days Inn.	Trade
Tour Development	Kuoni Reisen, Switzerland: They published their print catalogue for 2010	Trade

TYPE	DETAILS	FIELD
	up to March 2011. Features a new 8-day motorcycle tour of Southern states with one unspecified overnight in Atlanta and one unspecified overnight in Savannah. As in 2009, they continue a 12-day coach tour "Suedstaaten" of Southern states with three unspecified overnights in Atlanta and one unspecified overnight in Savannah. The catalogue contains a 14-day Fly & Drive "Eastern Trails" from New York to Miami with one unspecified overnight in Savannah. Furthermore they feature a 15-day Fly & Drive "Southern Experience" of Southern States with one unspecified overnight in Atlanta and one unspecified overnight in Savannah. They continue camper and motorcycle rentals from Atlanta. As in 2009, they feature two hotels in Atlanta: Best Western Airport East and Marriott Marquis. In Savannah they continue to feature the Westin Savannah Harbor Golf Resort.	
Tour Development	CRD International GmbH, Germany: They published their print catalogue for Summer 2010. As in Summer 2009, they feature a 17-day Fly & Drive "Von New York in die Sonne Floridas" with one overnight in Savannah at La Quinta Inn & Suites.	Trade
Tour Development	Indianerreisen, Germany: They are a tour operator specializing in tours with a focus on native Americans. They published their 2010 catalogue. As in 2009, the catalogue includes a 16-day Fly & Drive "Southern Escape" from Atlanta to Miami with two overnights in Atlanta at W Atlanta Downtown and one in Savannah at A Historic Savannah Hotel and a stop at the New Echota Historic Site.	
Tour Development	TUI, Germany: Prepared for a poster, magazine and PEP promotion to start in February of 2010..	Trade
Tour Development	FTI, Germany: We engaged in planning for a travel agent training to take place in March of 2010.	Trade
Travel Agent	RT-Reisen, Burghausen, Johanna Gartmeier: Sent new German Atlanta brochure and a basic set of GA brochures.	Trade
Travel Agent	Reisebuero Sonja Mester, Werther: Sent new German Atlanta brochure and a basic set of GA brochures.	Trade
Travel Agent	DER Reisebuero, Neumarkt, Cornelia Krause: Sent new German Atlanta brochure and a basic set of GA brochures.	Trade
Travel Agent	Reisewelt Schneider, Oerlenbach, Wolfgang Schneider: Sent new German Atlanta brochure and a basic set of GA brochures.	Trade
Travel Agent	Mobile Reiseagentur Siebert, Neuenhagen, Ulrich Siebert: Sent new German Atlanta brochure and a basic set of GA brochures.	Trade
Travel Agent	Titanic Reisen, Berlin, Karen Beblo: Sent new German Atlanta brochure and a basic set of GA brochures.	Trade
Travel Agent	Holidayland Reise-Insel, Donzdorf, Brunhilde Schramm: Sent new German Atlanta brochure and a basic set of GA brochures.	Trade
Travel Agent	Reisewelt, Neuhof, Diana Reith: Sent new German Atlanta brochure and a basic set of GA brochures.	Trade
Travel Agent	Carlson Wagonlit c/o McKinsey, Düsseldorf, Ines Hartmann: Sent new German Atlanta brochure and a basic set of GA brochures.	Trade
Travel Agent	Power Travel, Hof, Lothar Herrmann: Sent new German Atlanta brochure and a basic set of GA brochures.	Trade

<b>TYPE</b>	<b>DETAILS</b>	<b>FIELD</b>
Travel Agent	Ihr Reiseladen, Lilienthal, Friederike Oelzen: Sent ten of the new German Atlanta brochures and a basic set of GA brochures.	Trade
Travel Agent	Kuoni Reisen AG, St. Gallen, Vivien Grossmann: Sent new German Atlanta brochure and a basic set of GA brochures.	Trade
Travel Agent	Moeckel Reisen Gmbh; Munich, Heidi Moeckel: Is interested in golfing on Sea Island for a client. Referred her to Susan Kelly on Sea Island to arrange for a booking and offered to send printed general Georgia material. We sent them brochures for 2010.	Trade
Travel Agent	Ferienfabrik, Erfurt, Monika Suelzenbrueck: Sent a basic set of GA brochures.	Trade
Travel Agent	Internationale Touristik Reisen GmbH, Kleinwallstadt, Jennifer Stapf: Sent a basic set of GA brochures.	Trade
Travel Agent	Leonard Asbach Reisebüro, Koeln, Leonard Asbach: Sent five copies of the new German Atlanta brochure and a basic set of GA brochures.	Trade
Travel Agent	Moeckel-Reisen, Muenchen, Heidi Moeckel: Sent Golden Isles brochures and a basic set of GA brochures.	Trade
Travel Agent	Reisebuero Cosanne, Dorsten, Szesny: Sent a basic set of GA brochures.	Trade
Tour Operator	Sea Side Travel, Berlin, Kornelia Lau: Sent ten of the new German Atlanta brochures.	Trade
Tour Operator	Dertour, Frankfurt, Anja Bochnig: Produced and sent a DVD with high-resolution Georgia images for catalogue illustration and recommended the state's photo server.	Trade
Press Release	On January 14, we issued a press release about the new German Atlanta brochure. The release went to 477 media contacts in Germany, Austria and Switzerland. Out of this, 197 were sent by postal service with the brochure for viewing. E-mail recipients received a link to a PDF of the brochure, as produced by us, for viewing. The release can be viewed at <a href="http://www.georgia-usa.de/presstexte/atlanta2010.doc">www.georgia-usa.de/presstexte/atlanta2010.doc</a> .	Media
Radio Interview	On January 20, Country Radio Switzerland interviewed Wolfgang Streitboerger live about travel to Georgia. This is an online radio station at <a href="http://www.georgia-usa.ch">www.georgia-usa.ch</a> . See the listing below. The interview resulted from the press release about the German Atlanta guide and thus focused on Atlanta, but it also addressed the Golden Isles, Savannah and the Antebellum Trail.	Media
Media FAM	Continued planning for a group media FAM to Atlanta in March of 2010 and reached out to potential industry partners.	Media
Media FAM	Continued planning for a group media FAM to Athens in June of 2010 and reached out to potential industry partners.	Media
Media Visit	America Journal, Hannes Klug: With the help of Brandon Barnes, we set up visit to Atlanta on Jan. 15 <sup>th</sup> and 16 <sup>th</sup> , which came on very short notice. Hannes Klug reported back that this will produce a good story in their upcoming special on AMTRAK travel.	Media
Media Visit	America Journal, Marion Frahm and Michael Lindner: Wolfgang Streitboerger met with Marion Frahm in Hamburg on January 26th to plan for their March 2010 FAM to Georgia and to develop story ideas.	Media
Media Visit	Axel Pinck, freelancer: Talked about the upcoming edition of the	Media

<b>TYPE</b>	<b>DETAILS</b>	<b>FIELD</b>
	DuMont travel guide	
Media Visit	Deutschlandradio. Made pre-arrangements for a visit of Georgia's coast.	Media
Media Relations	DPA/tmn, Christian Rowekamp: Wolfgang Streitboerger visited with him at this news agency's Hamburg headquarters on January 26 <sup>th</sup> .	Media
Media Relations	Geo Saison, Michael Friedrich: Wolfgang Streitboerger visited with him at their travel magazine headquarters in Hamburg on January 26 <sup>th</sup> .	Media
Media Relations	USTA International Pow Wow media invitations: Serving USTA and the German Visit USA Committee as a member of the selection board on USTA Pow Wow attendants, Wolfgang Streitboerger issued invitations to 4 journalists.	Media
Media Relations	Nathalie Chiavacci, Tele: On January 29 <sup>th</sup> , Wolfgang Streitboerger met with this travel editor of the leading Swiss TV guide magazine Tele in Zurich to follow up on her July 2009 visit of Georgia.	Media
Show Planning	ITB 2010: Set up for Georgia having a table at the press event organized by the Visit USA/USTA on March 12, 2010.	Media
Show Planning	ITB 2010: Planned for Georgia to participate in the Deep South USA press event on the opening day of the show at the Fernsehturm tower restaurant	Media
Media Assistance	Mitteldeutsche Zeitung, Margit Boeck. Sent German Atlanta brochure and discussed possible reporting about the city partnership Savannah/Halle.	Media
Media Assistance	Renate Wolf-Goetz, freelance writer. Sent German Atlanta brochure and discussed possible reporting about the city partnership Savannah/Halle.	Media
Media Assistance	Dr. Elke Reinhard, SWR: We provided information on the Okefenokee Wildlife Refuge. She prepares the online announcement for the next TRI ERGON TV broadcast, for which the date has not yet been set.	Media
Media Assistance	WDR 5 radio: Continued to help Thomas Breuer, the TV celebrity host of a show on Savannah, see the result below.	Media
Media Guidebook	Touristik PR, travel PR guidebook: Processed the Georgia entry for 2010.	
Media Database	We added 3 new contacts and updated 22 existing tour operator and 15 existing travel agency contacts.	Media
Advertisement	Made arrangements for an advertorial in TIP Travel Industry Professional, Austria's leading travel trade journal to feature Georgia to Austrian travel agents	Media
Movie Promotion	The German version of "The Last Song", named "Mit Dir an meiner Seite", will debut at the movie theaters on April 29 <sup>th</sup> . We have been in touch with Disney Germany and several writers about ways to co-promote the movie and Savannah as tourism destination.	Media / Consumers / Internet

# 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
2010/01/30	Delmenhorster Kreisblatt	Daily newspaper, Delmenhorst	New German Atlanta brochure	Press Release "New German Atlanta brochure", January 14, 2010	20400	300
2010/01/28	Travel Inside, USA Supplement 10700 to subscribers, plus extras for Swiss VUSA Seminar 2010	Travel trade journal, Switzerland	New German Atlanta brochure	Press Release "New German Atlanta brochure", January 14, 2010	10700	500
2010/01/28	Travel Inside USA Supplement 10700 to subscribers, plus extras for Swiss VUSA Seminar 2010	Travel trade journal, Switzerland	Hartsfield-Jackson Rental Car Center opened  Atlanta: Hartsfield Jackson International Airport, Georgia International Convention Center  Delta Air Lines	Press Release "Hartsfield-Jackson Rental Car Center", December 8, 2009	10700	2000
2010/01/28	Travel Industry Professional TIP, USA Supplement 8500 to subscribers, 10000 extras for Swiss VUSA Seminar 2010 and Austrian shows	Travel trade journal, Austria	Atlanta	Press Release "New German Atlanta brochure", January 14, 2010	18500	500
2009/12/29 (not listed in Dec. 2010 report, newly	Welt Kompakt	Daily newspaper, Berlin	Travel feature on Savannah and Charleston  Savannah: Savannah Music Festival, River Front, Ghost Tours with a funeral vehicle,	Hans Schloemer, Jennifer Johnston, Savannah visit, Feb. 2008	260000	12400

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
detected)			architecture Continental Delta Air Lines US Airways Thomas Cook Reisen			
2009/12/24 (not listed in Dec. 2010 report, newly detected)	Berliner Morgenpost	Daily newspaper, Berlin	Travel feature on Savannah and Charleston  Savannah: Savannah Music Festival, River Front, Ghost Tours with a funeral vehicle, architecture Continental Delta Air Lines Thomas Cook Reisen	Hans Schloemer, Jennifer Johnston, Savannah visit, Feb. 2008	145500	3900
				<b>Circulation:</b>	<b>465800</b>	<b>19600</b> Euro Fixing Jan. 29. 2010: x 1.3963 <b>US\$ 27,300</b>

## TV Broadcasts

DATE	NETWORK	THEMES	SOURCE	LENGTH	REACH	AD VALUE EURO
2009/03/05 5:05 pm (not listed in March 2009 report, newly detected) Rerun of show aired 2008/10/11	Suedwest Rundfunk, SWR	Savannah: Oglethorpe Square, Forsyth Park, Trolley tours, Mansions, College for Art and Design, River Front, River Grill, Dockside Seafood	Project Karl Teuschl, April 2008	5'00"	All of Southwestern Germany on the air, all of Germany/Austria/Switzerland via cable, all of Europe via free analogue and digital satellites	15000
					<b>Total</b>	<b>15000</b> Euro Fixing Jan. 29. 2010: x 1.3963 <b>US\$ 20,900</b>

## Radio Broadcasts

DATE	NETWORK	CATEGORY	THEMES	SOURCE	NUMBER OF LISTENERS	Ad Value
2010/01/24 8:00 pm	WDR 5	Sunday Show	Savannah's cultural history Best Western River Front, Colonial Park Cemetery, DeSoto Hilton, Johnny Mercer House, Lafayette Square, Monterey Square, Ramada Inn, River Front Sea Island	Work with editor Thomas C. Breuer	150000	0
2010/01/20 10:30 am	Country Radio Switzer-land	Online Radio	Interview with Wolfgang Streitboerger  Atlanta: Centennial Olympic Park, CNN Center, Georgia Aquarium, Margaret Mitchell House, Martin Luther King Jr National Historic Site, Pitty Pat's Porch, World of Coca Cola  Marietta: Gone With the Wind Museum  Golden Isles: Jekyll Island, Sweet Georgia Shrimp Festival, St. Simons Island  Savannah Delta Air Lines	Ongoing work with producer David Bolli	20000	1000
				<b>Total:</b>	<b>170000</b>	<b>1000</b> Euro Fixing Jan. 29. 2010: x 1.3963 <b>US\$ 1,400</b>
No advertisements possible on networks marked zero. The real value is very high.						

## Online Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
2009/01/14	VUSA Germany	Website of German Visit USA Committee	New German Atlanta brochure CNN Center, Georgia Aquarium, High Museum of Art, Margaret Mitchell House,	Press Release "New German Atlanta brochure", January 14, 2010	<a href="http://www.vusa-germany.de/index.php?id=19&amp;tx_ttnews%5Btt_news%5D=992&amp;tx_ttnews%5BbackPid%5D=6&amp;cHash=7602ce3c04">http://www.vusa-germany.de/index.php?id=19&amp;tx_ttnews%5Btt_news%5D=992&amp;tx_ttnews%5BbackPid%5D=6&amp;cHash=7602ce3c04</a>	500

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
			Martin Luther King Jr National Historic Site, outlet shopping, World of Coca Cola			
2009/01/14	Reise-fernsehen	Travel website	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	<a href="http://www.reisefernsehen.com/amerika/reise-news-amerika/3434289d010b2ce06-usa-reiseplaner-atlanta-2010-in-deutsch.php">http://www.reisefernsehen.com/amerika/reise-news-amerika/3434289d010b2ce06-usa-reiseplaner-atlanta-2010-in-deutsch.php</a>	500
2009/01/14	Gourmet Report	Culinary site	New German Atlanta brochure CNN Center, Georgia Aquarium, High Museum of Art, Margaret Mitchell House, MARTA, Martin Luther King Jr National Historic Site, outlet shopping, World of Coca Cola	Press Release "New German Atlanta brochure", January 14, 2010	<a href="http://www.gourmet-report.de/artikel/333461/Reiseplaner-Atlanta-fuer-2010-in-deutscher-Sprache.html">http://www.gourmet-report.de/artikel/333461/Reiseplaner-Atlanta-fuer-2010-in-deutscher-Sprache.html</a>	500
2009/01/14	Travel One	Travel website	New German Atlanta brochure MARTA, outlet shopping	Press Release "New German Atlanta brochure", January 14, 2010	<a href="http://www.travel-one.net/search/85/articel/23/kostenloser-reiseplaner-fuer-atlanta.html">http://www.travel-one.net/search/85/articel/23/kostenloser-reiseplaner-fuer-atlanta.html</a>	500
2009/01/14	FineArtReisen	Travel website	New German Atlanta brochure CNN Center, Georgia Aquarium, High Museum of Art, Margaret Mitchell House, MARTA, Martin Luther King Jr National Historic Site, outlet shopping, World of Coca Cola	Press Release "New German Atlanta brochure", January 14, 2010	<a href="http://www.fineartreisen.de/html/20100117_23145.php">http://www.fineartreisen.de/html/20100117_23145.php</a>	500
2009/01/14	Elke Backert	Travel website	New German Atlanta brochure CNN Center, Georgia Aquarium, High Museum of Art, Margaret Mitchell House, MARTA, Martin Luther King Jr.	Press Release "New German Atlanta brochure", January 14, 2010	<a href="http://www.elkebackert.de/index.php?page=aktuell&amp;id=597">http://www.elkebackert.de/index.php?page=aktuell&amp;id=597</a>	200

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
			National Historic Site, outlet shopping, World of Coca Cola			
						<b>2700</b> Euro Fixing Jan. 29. 2010: x 1.3963 <b>US\$ 3,700</b>

## ***Paid Advertisement***

DATE	TITLE	CATEGORY	THEMES	SOURCE OF \$\$\$	CIRCULATION
2010/02/27	Professional TIP, USA Supplement 8500 to subscribers, 10,000 extras for Austrian VUSA Seminar 2010 and Austrian shows	Trave trade journal, Austria	Georgia overview for travel agents.	GDECD	18500

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

Month	Theme	Link
February 2010	Savannah Music Festival 2010	<a href="http://www.georgiaonmymind.de/neu_feb10.php">www.georgiaonmymind.de/neu_feb10.php</a>
January 2010	Steffen Thomas Museum in Buckhead, Madison	<a href="http://www.georgiaonmymind.de/neu_jan10.php">www.georgiaonmymind.de/neu_jan10.php</a>

# **C) CATALOGUE RESULTS**

As on monthly documentation DVD sent to State offices