



Wolfgang Streitboerger, Tourism Representative Germany, Austria,
Switzerland
Phone: 011-49-521-986-0425 Fax: 011-49-521-986-0411
Email: wstreitboerger@georgia.org

A) ACTIVITIES

TYPE	DETAILS	FIELD
Monthly Activity Report	Provided monthly activity and results report, and media report for May 2010.	Internal Coordination
Monthly Financial Report	Provided monthly financial compilation for May 2010.	Internal Coordination
Monthly Documentation	Produced comprehensive documentation of media coverage and catalogue appearances for May 2010 on a DVD and delivered/shipped copies to state offices and others in Georgia.	Internal Coordination
Consumer Fulfillment	Fulfilled 111 consumer inquiries for brochures by sending a package with personalized letter. The total number for Fiscal Year 2009/2010 is 1620. Target for all of the FY until June 2010 was 1000.	Consumers
Consumer Fulfillment	Student group: Sent them a package to the Georgia European Office in Munich with ten basic sets of brochures for students who will travel to Georgia in August.	Consumers
Consumer Fulfillment	Large group visit: Sent a package with 34 German Georgia brochures, 25 German Atlanta guides and 2 Georgia road maps to a person who organizes a group visit for friends and family. We also consulted with him over the phone.	Consumers
Consumer Assistance	Advised 4 travelers on the phone.	Consumers
Consumer Event	Chamber of Commerce Convention, Bielefeld, June 14 th and 15 th , 2010: Wolfgang Streitboerger staffed a Deep South USA information table with a representative of Delta Air Lines, at a Bielefeld Chamber of Commerce evening event on June 15 th . Distributed 110 each of the German Deep South USA brochure and German Georgia brochure. More than 1700 business executives attended the convention about doing business with the USA. On June 14 th , Wolfgang Streitboerger attended an opening dinner function, at which both the US Ambassador to Germany, and the German Ambassador to the USA spoke.	Consumers
Consumer Event	Potsdam Chamber of Commerce Convention, June 17 th , 2010: We presented the featured city of Chattanooga at this international convention about of "green" business executives at a location near Berlin. The theme was Chattanooga being a "green" city serving as an example to the world, and Rock City being a classic attraction for "green" tourism. Raphael Tenschert installed a Chattanooga photo exhibit he had produced, and manned a tourism information table. He distributed 40 German Georgia brochures, 30 Georgia Vacation Guides and 80 Chattanooga visitor guides. In addition Raphael Tenschert and a German radio producer presented Chattanooga in a special one-hour long speaking event. The Potsdam project was arranged for at ITB, with	Consumers

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	Potsdam CoC approaching us. The photo exhibit was moved to the lobby of a Potsdam hotel after the event for permanent display.	
Consumer Event	Bank and travel bookshop events, November 2010, Vienna, Austria: Continued making pre-arrangements with an Austrian tour operator to present Georgia.	Consumers
Web Development	www.georgia-usa.de , www.georgiaonmymind.de , www.georgia-usa.ch , www.georgia-usa.at : 5520 unique visitors.	Internet
Web Development	www.deep-south-usa.de : The site, which promotes AL, GA, LA, MS and TN, attracted 2472 unique visitors.	Internet
Web Development	www.deep-south-usa.de : For the online raffle, we drew the winner for the previous month and sent the Southern Comfort prize. Produced the question of the upcoming month.	Internet
Web Development	www.georgia-usa.de : Installed a news item on the Gullah-Geechee Dinner-Performance by Savannah Riverboat Cruises. http://www.georgiaonmymind.de/news_geechee.php	Internet
Web Promotion	www.georgia-usa.de : Produced the Special of the Month feature for July 2010. The theme is: The Pirates' House in Savannah. See www.georgia-usa.de/neu_jul10.php .	Internet
Web Promotion	www.georgia-usa.de : Drew the raffle winner for June, and sent the Georgia music CD prize. For the raffle page www.georgia-usa.de/gewinnen.php we produced the question of the month for the upcoming month, featuring The Pirates' House.	Internet
Trade Relations	Sales Mission 2010: The 2010 Georgia Sales Mission talked to 14 tour operator contacts in Germany and Switzerland on a one-week, 1000-mile-drive to discuss projects, and ran 4 media events (results below). Present were Deputy Commissioner for Tourism Kevin Langston, Director of Business Development Joseph Walker, Mindy Shea (Savannah CVB), Brandon Barnes (Atlanta CVB) and Wolfgang Streitboerger (German Georgia office). The talks resulted in numerous sales and marketing opportunities, which all have been followed up immediately after the mission. The group also conducted three in-house travel agent trainings at two tour operators' offices. Taught the participants about Georgia tourism highlights. Mindy Shea added a language class in basic "Southern", which was very well received.	Trade
Tour Development, product analyses	<p>Berge & Meer, Germany: They published their Winter 2010/2011 long-haul catalogue, which covers August 2010 to May 2011.</p> <p>As in Winter 2009/2010, they feature a 16-day package "Suedstaaten & Karibik" (The South and the Caribbean), which starts with a 7-day coach tour of the South from Atlanta and ends with a 8-day Caribbean cruise from New Orleans. The 16th night is the flight back from New Orleans to Germany.</p> <p>Online, they feature a new 13-day coach tour "USA.Osten & Suedstaaten" (USA – East Coast an the South) from New York City to New Orleans with one unspecified overnight in Atlanta and an optional four-day extension from New Orleans to Atlanta with one unspecified overnight in Savannah and one unspecified overnight in Atlanta http://www.berge-meer.de/bm/angebot/rundreisen/usa/4OR21X0/new-york-washington-atlanta-nashville-new-orleans. This package replaces "USA. Suedstaaten" from Winter 2009/2010, which featured two overnights in Atlanta and one overnight in Savannah.</p>	Trade

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Tour Operators	Dertour: Sent a DVD with a TV travel documentary on Georgia's coast which we had produced with a production company in 2009.	Trade
Tour Operators	Bike the Best: Sent a box with brochures. Discussed attractions, hotels and restaurants particularly in Savannah and along the Antebellum Trail.	Trade
Media FAM	Group Press FAM: As planned, three German journalists visited Dahlonega, Athens and Madison on a group FAM escorted by Achim Bokermann. He also produced press photography while on the FAM. One journalist had signed up but could not fly because the passport had flaws. Her newspaper will run the story of another participants, so that story will not be lost. The tour went very well, thanks to the planning and execution by Stefanie Paupeck, Cheryl Smith, Stephen Smith (Dahlonega-Lumpkin County CV), Hannah Smith and Amy Clark (Athens CVB), Andy Williams (Madison CVB), Raphael Tenschert and Achim Bokermann.	Media
Media Visit	Rock City Gardens Reporting: A German freelancer visited Rock City Garden on June 22 to 24 to research a travel story. This was set up as an extension of a group media visit to Tennessee, and has resulted from an ITB 2010 contact.	Media
Media Visit	Magazine writer visit: Continued making arrangements for a writer from Dresden to visit Georgia's coast in September of 2010. Booked the flight.	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
2010/06/18	Schweizer Touristik	Travel trade journal, Switzerland	Sales Mission visits Switzerland	Sales Mission 2010, media breakfast Zurich. June 9, 2010	7000	540
2010/06/17	Travel Inside	Travel trade journal, Switzerland	Sales Mission visits Switzerland	Sales Mission 2010, media breakfast Zurich. June 9, 2010	10700	2000
				Circulation:	17700	2540 Euro Fixing June 30 th , 2010: x 1.2286 US\$ 3,100

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

Month	Theme	Link
July 2010	The Pirates' House, Savannah	www.georgiaonmymind.de/neu_jul10.php
June 2010	CNN, Atlanta	www.georgiaonmymind.de/neu_jun10.php

C) CATALOGUE RESULTS

As on monthly documentation DVD sent to State offices