



Wolfgang Streitboerger, Tourism Representative Germany, Austria,
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A) ACTIVITIES

TYPE	DETAILS	FIELD
Monthly Activity Report	Provided monthly activity and results report, and media report for April 2010.	Internal Coordination
Monthly Financial Report	Provided monthly financial compilation for April 2010.	Internal Coordination
Monthly Documentation	Produced comprehensive documentation of media coverage and catalogue appearances for April 2010 on a DVD and shipped copies to state offices and others in Georgia.	Internal Coordination
Major Show	USTA International Pow Wow 2010: Wolfgang Streitboerger continued travel arrangements and appointment scheduling. Attended the convention, which took place in Orlando May 16 to 19. Worked the Georgia booth. Participated in 14 formal meetings with tour operators, and 6 formal meetings with media. Talked to many more informally. On May 16, met with Assistant Commissioner for Tourism Kevin Langston and Director of Business Development Joseph Walker for a planning session. After the show, followed up with contacts.	Trade / Media
Consumer Fulfillment	Fulfilled 168 consumer inquiries for brochures by sending a package with personalized letter. Out of those, 60 inquiries came from the recent Georgia advertisement in America Journal. The total number for Fiscal Year 2009/2010 so far is 1509. Target for all of the FY until June 2010 has been 1000.	Consumers
Consumer Assistance	Advised 4 travelers on the phone.	Consumers
Consumer Event	Chamber of Commerce Event, Bielefeld, June 15: Continued making arrangements for a Deep South USA information table to also feature Georgia at an event for more than 1500 business executives. Provided logos and other information for catalogue and posters. Wolfgang Streitboerger accepted a kind invitation for opening dinner on June 14, at which the American ambassador to Germany and the German ambassador to the USA will both be present.	Consumers
Consumer Event	Chamber of Commerce Event, Potsdam, June 17: Continued making arrangements for a presentation of Rock City Gardens and Chattanooga at an international conference of "green" business executives on June 17 in this city near Berlin. Processed a free advertisement featuring Rock City Gardens and worked on a photo exhibit to also be shown at the event. Made pre-arrangements for a table to feature tourism information to be staffed by Raphael Tenschert. Made arrangements for a renowned German radio journalist from Berlin to speak about Chattanooga and Rock City Gardens at the event.	Consumers
Consumer Event	Bank and travel book events, November 2010: Made pre-arrangements	Consumers

TYPE	DETAILS	FIELD
	with a tour operator to present Georgia.	
Web Development	www.georgia-usa.de , www.georgiaonmymind.de , www.georgia-usa.ch , www.georgia-usa.at : 6338 unique visitors.	Internet
Web Development	www.deep-south-usa.de : The site, which promotes AL, GA, LA, MS and TN, attracted 3166 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 : We installed podcast access to travel documentaries of Georgia as produced by the TRI ERGON production company for leading German TV networks in April 2009. The podcasts are available via the website of the WDR TV network. The links can now be found on the following of our feature stories: www.georgiaonmymind.de/neu_mai10.php (Lady Jane, Capt. Credle) www.georgiaonmymind.de/neu_aug07.php (Savannah) www.georgiaonmymind.de/neu_sep07.php (Okefenokee) www.georgiaonmymind.de/neu_mai08.php (Georgia's Coast) www.georgiaonmymind.de/neu_sep09.php (Peanut Attractions)	Internet
Web Promotion	www.georgia-usa.de : Produced the Special of the Month feature for June 2010. The theme is: CNN Center, Atlanta. See www.georgia-usa.de/neu_jun10.php .	Internet
Web Promotion	www.georgia-usa.de : Drew the raffle winner for May, 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 CNN.	Internet
Tour Development, site inspection	Austrian tour operator: Continued making arrangements for a visit to Georgia after Pow Wow 2010. The visit took place from May 20 to 22 and was much appreciated by the tour operator.	Trade
Tour Development, product analyses	Karawane Reisen; Germany: In their print catalogue 2010, they feature a 19-day Fly & Drive "An der Ostkueste entlang" with one unspecified overnight in Savannah. Furthermore, the catalogue include a 16-day Fly & Drive "Geheimnisse des Suedens" with one unspecified overnight in Atlanta, one unspecified overnight in Savannah and one unspecified overnight in Albany. They feature a 12-day coach tour from and to Atlanta with three unspecified overnights in Atlanta and one unspecified overnight in Savannah. They continue camper and motorcycle rentals from Atlanta. Note: They buy their packages from the German tour operator America Unlimited.	Trade
Trade Relations	Continued making arrangements for a Georgia sales mission to Germany and Switzerland to take place in June of 2010: Further developed itinerary and re-confirmed most meetings, set up hotels and made arrangements with partners. Prepared for 4 press events to take place during the sales mission.	Trade
Travel Agent	Sent supplies to 6 travel agencies.	Trade
Media FAM	Arranged for flights and attended to many details to prepare for the group press FAM in June to Athens, Dhlonega and Madison.	Media
Media FAM	Sent brochures to 3 participants in the upcoming group media FAM in	Media

TYPE	DETAILS	FIELD
	June.	
Media Contact	TV producer in Munich: Sent brochures and generated ideas. They are gathering story ideas for their next productions.	Media
Media Visit	Newspaper visit: Continued making arrangements with a nationwide German newspaper for their reporter to visit Georgia in June of 2010. Planning was completed. The writer then cancelled due to a case of illness in the family.	Media
Media Visit	Radio visit: Continued making arrangements with a nationwide German radio network for their reporter to visit Georgia in May of 2010. The visit took place after Pow Wow from May 20 to 23, and has worked out very well.	Media
Media Visit	Travel Book Writer Visit: Completed planning for a June 2010 visit to Georgia to update this important travel guidebook. The reporter also cancelled due a serious family matter.	Media
Media Visit	Magazine writer visit: Made pre-arrangements for a writer from Dresden to visit Georgia's coast in September of 2010	Media
Media Database	Added 7 new contacts and updated 18 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.

News Wire Service Broadcasts

DATE	SERVICE	CATEGORY	THEMES	SOURCE	COVERAGE / NOTES
2010/05/20	Dpa/tmn	The feature and travel news services of dpa, Germany's equivalent of the Associated Press	Pow Wow: Wolfgang Streitboerger quoted for Georgia prices only half of New York City prices, can also be felt in Atlanta	Dpa/tms reporter Kira Semmler from Pow Wow in Atlanta, interview of Wolfgang Streitboerger.	Owned by the newspapers. Articles syndicated to most media in Germany and redistributed to partner services in Austria and Switzerland. Some stories translated into English and Spanish and printed all over the world. Based on our press release from December 8, 2009

Print Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
2010/05/26	Green Ventures	Catalogue for the Green Ventures convention of business executives in Potsdam on June 17, 2010	Rock City Gardens	Our work with the organizers. We also produced the ad-style presentation	300	3000
2010/05/21	Travel One	Travel trade journal	AMTRAK routes Atlanta: Martin Luther King Jr. National Historic Site	Work with the editors	21000	300
2010/05/08	Schwarz-waelder Bote	Daily newspaper, Oberndorf	Antebellum Trail, Feature Story Athens: University of Georgia, Music clubs, double-barreled cannon Clinton: Old Clinton Eatonton Macon Madison: Heritage Hall Milledgeville Watkinsville	Dpa/gms news service, Christian Roewekamp FAM, May 2008	137200	8000

2010/05/03	Iwanowski's Travel guide 101 USA	Travel guide	Destinations in Georgia Athens: Grand Oaks Manor Atlanta: Atlanta History Center, CNN Center, Cobb Galleria, Georgia Aquarium, High Museum of Art, Mall at Lenox Square, Mall of Georgia, Margaret Mitchell House, Underground, World of Coca Cola Eatonton: Uncle Remus Museum Madison: Historic District Milledgeville: Andalusia Farm, Old Governor's Mansion, Old State Capitol Watkinsville: Eagle Tavern Antebellum Trail Appalachian Trail Okefenokee Wildlife Refuge Waycross	Work with the editors	5000	0
2010/04/30 (detected in May)	Giessener Anzeiger	Daily newspaper, Giessen	New German Atlanta brochure	Press Release "New German Atlanta brochure", January 14, 2010	30800	580
2010/04/30 (detected in May)	Allgemeine Zeitung	Daily newspaper, Mainz	New German Atlanta brochure	Press Release "New German Atlanta brochure", January 14, 2010	59100	250
2010/04/30 (detected in May)	Wiesbadene r Kurier	Daily newspaper, Wiesbaden	New German Atlanta brochure	Press Release "New German Atlanta brochure", January 14, 2010	75300	300
				Circulation:	135500	12430 Euro Fixing May 31, 2010: x 1.2293 US\$ 31,500
No advertisements possible in publications marked zero. The real value is very high.						

Radio Broadcasts

DATE	NETWOR K	CATEGORY	THEMES	SOURCE	NUMBER OF LISTENERS	Ad Value
2010/05/02 11:30 am	Deutsch- landradio	Sunday morning radio travel show, nationwide	Gulla Geechee Savannah Riceborough	FAM Rita and Rudi Schneider June 2008	1500000	0
				Total:	1520000	0 Euro Fixing May 31, 2010: x 1.2293 US\$ 0
No advertisements possible on networks marked zero. The real value is very high.						

Online Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
2010/051/21	Freenet	News section of internet provider	Pow Wow: Wolfgang Streitboerger quoted for Georgia prices only half of New York City prices, can also be felt in Atlanta	Dpa/tmn wire service story from Pow Wow 2010, Kira Semmler, May 20, 2010	http://leben.freenet.de/eisen/usaveranstalter-warten-stabile-hotelpreise_1646864_533042.html	500
2010/051/21	Burstaedter Zeitung	Daily newspaper, Burstaedt	Pow Wow: Wolfgang Streitboerger quoted for Georgia prices only half of New York City prices, can also be felt in Atlanta	Dpa/tmn wire service story from Pow Wow 2010, Kira Semmler, May 20, 2010	http://www.buerstaedter-zeitung.de/ratgeber/reise_tourismus/berichte/8922919.htm	500
2010/051/21	Focus Online	Major news magazine, nationwide	Pow Wow: Wolfgang Streitboerger quoted for Georgia prices only half of New York City prices, can also be felt in Atlanta	Dpa/tmn wire service story from Pow Wow 2010, Kira Semmler, May 20, 2010	http://www.focus.de/reisen/reisefuehrer/tourismus-usa-veranstalter-warten-stabile-hotelpreise_aid_510476.html	2000
2010/051/21	Leipziger Volkszeitung	Daily newspaper, Leipzig	Pow Wow: Wolfgang Streitboerger quoted for Georgia prices only half of New York City prices, can also be felt in Atlanta	Dpa/tmn wire service story from Pow Wow 2010, Kira Semmler, May 20, 2010	http://www.lvz-online.de/ratgeber/content/24900072_midg.html	1000

2010/051/21	Ibbenbuerer Volksblatt	Daily newspaper, Ibbenbueren	Pow Wow: Wolfgang Streitboerger quoted for Georgia prices only half of New York City prices, can also be felt in Atlanta	Dpa/tmn wire service story from Pow Wow 2010, Kira Semmler, May 20, 2010	http://web.ivz-online.de/35.php?file_name=iptc-tmn-20100520-22-dpa_24900072.xml&newsline=service&category=Reise_Tourismus/Berichte&image_position=center&page_type=/35.php&mode=detail&PHPSESSID=4cb04b289573bbacfa55f37dedc71bf	500
2010/051/21	Ratschlag 24	News website	Pow Wow: Wolfgang Streitboerger quoted for Georgia prices only half of New York City prices, can also be felt in Atlanta	Dpa/tmn wire service story from Pow Wow 2010, Kira Semmler, May 20, 2010	http://www.ratschlag24.com/index.php/usaveranstalter-erwarten-stabile-hotelpreise_24900070/	500
2010/051/21	Allgaeu Online	Regional web portal, Allgaeu region	Pow Wow: Wolfgang Streitboerger quoted for Georgia prices only half of New York City prices, can also be felt in Atlanta	Dpa/tmn wire service story from Pow Wow 2010, Kira Semmler, May 20, 2010	http://www.all-in.de/themen/reisen/reise_tourismus/art199,780316	500
2010/051/21	Muenster-laendische Zeitung	Daily newspaper, Muenster region	Pow Wow: Wolfgang Streitboerger quoted for Georgia prices only half of New York City prices, can also be felt in Atlanta	Dpa/tmn wire service story from Pow Wow 2010, Kira Semmler, May 20, 2010	http://www.mv-online.de/journal/reise_und_urlaub/reise_und_tourismus/1323974_USA_Veranstalter_erwarten_stabile_Hotelpreise.html?em_comment=1	500
2010/051/21	Schwaebische Zeitung	Daily newspaper, Leutkirch	Pow Wow: Wolfgang Streitboerger quoted for Georgia prices only half of New York City prices, can also be felt in Atlanta	Dpa/tmn wire service story from Pow Wow 2010, Kira Semmler, May 20, 2010	http://www.schwaebische.de/deutschland+welt/ratgeber/reise_artikel,-USA-Veranstalter-erwarten-stabile-Hotelpreise-arid.4101786.html	500

2010/05/21	Saarbruecker Zeitung	Website of daily newspaper, Saarbrücken	Pow Wow: Wolfgang Streitboerger quoted for Georgia prices only half of New York City prices, can also be felt in Atlanta	Dpa/tmn wire service story from Pow Wow 2010, Kira Semmler, May 20, 2010	http://www.saarbruecker-zeitung.de/themenwelt/en/reise/urlaubstipps/Tourismus-Messen-USA.art4163,3299656	1000
2010/05/21	General-anzeiger	Website of daily newspaper, Bonn	Pow Wow: Wolfgang Streitboerger quoted for Georgia prices only half of New York City prices, can also be felt in Atlanta	Dpa/tmn wire service story from Pow Wow 2010, Kira Semmler, May 20, 2010	http://www.general-anzeiger-bonn.de/index.php?k=reis&itemid=10237&detailid=739276	1000
2010/05/21	Koelnische Rundschau	Website of daily newspaper, Saarbrücken	Pow Wow: Wolfgang Streitboerger quoted for Georgia prices only half of New York City prices, can also be felt in Atlanta	Dpa/tmn wire service story from Pow Wow 2010, Kira Semmler, May 20, 2010	http://www.rundschau-online.de/html/artikel/1273785623343.shtml	1000
2010/05/21	Arcor	Major telecom portal	Pow Wow: Wolfgang Streitboerger quoted for Georgia prices only half of New York City prices, can also be felt in Atlanta	Dpa/rmn wire service story from Pow Wow 2010, Kira Semmler, May 20, 2010	http://www.arcor.de/content/reise/Service_Recht_Gesundheit/Ratgeber_News/79323100,1,content,USA-Veranstalter+erwarten+stabile+Hotelpreise.html	1000
2010/05/21	T-Online	Major telecom portal	Pow Wow: Wolfgang Streitboerger quoted for Georgia prices only half of New York City prices, can also be felt in Atlanta	Dpa/rmn wire service story from Pow Wow 2010, Kira Semmler, May 20, 2010	http://reisen.t-online.de/guenstige-reiselaender-so-viel-ist-der-euro-im-ausland-wert/id_41734616/index	2000
2010/05/20	BeLocal	Travel website	Atlanta: Apex Museum, Atlanta Motor Speedway, Atlanta Symphony, CNN Center, Cyclorama, Fernbank Science Center, Georgia Aquarium, Hartsfield Jackson ATL, High Museum, International Museum of Art	Made contact with the editors at ITB 2010. They pulled the content from the German Tennessee website.	http://www.belocal.de/georgiilledgevilleedgea/index,61742.html From that page, link to other pages and animations	2000

			<p>and Design, Jimmy Carter Library & Museum, Margaret Mitchell House, MARTA, Martin Luther King Jr. National Historic Site, Stone Mountain, World of Coca Cola, Zoo</p> <p>Athens: Double- barreled cannon, music clubs</p> <p>Eatonton: Cuscowilla Golf Resort</p> <p>Golden Isles: Jekyll Island, King & Prince Resort, Little St. Simons Island, Sapelo Island, Sea Turtle Center, St. St Marys, Simons Island, Staybridge Suites</p> <p>Macon: 1842 Inn, Cannonball House, Georgia Music Hall of Fame, Hay House</p> <p>Madison: Madison-Morgan Cultural Center, Morgan County African-American Museum, Oaks Inn, Steffen Thomas Museum</p> <p>Milledgeville: Antebellum Inn, Old Capital Museum, Old Governor's Mansion</p> <p>Savannah: Inn at Ellis Square, Planters Inn, River Street Inn, Savannah Music Festival, Telfair Museum, The Promenade, Sava nnah Historic Suites</p> <p>Waycross: Pond View Inn</p> <p>Augusta</p>			
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			Antebellum Trail Brunswick Conyers Douglasville Folkston Okefenokee			
						14500 Euro Fixing May 31, 2010: x 1.2293 US\$ 17800

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

Month	Theme	Link
June 2010	CNN	www.georgiaonmymind.de/neu_jun10.php
May 2010	Lady Jane, Credle’s Adventures	www.georgiaonmymind.de/neu_mai10.php

C) CATALOGUE RESULTS

As on monthly documentation DVD sent to State offices