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A) ACTIVITIES

TYPE	DETAILS	FIELD
Monthly Activity Report	Provided monthly activity and results report, and media report for August 2010.	Internal Coordination
Monthly Financial Report	Provided monthly financial compilation for August 2010.	Internal Coordination
Monthly Documentation	Produced comprehensive documentation of media coverage and catalogue appearances for August 2010 on a DVD and delivered/shipped copies to state offices and others in Georgia.	Internal Coordination
Consumer Fulfillment	Fulfilled 144 consumer inquiries for brochures by sending a package with personalized letter.	Consumers
Consumer Assistance	Advised 4 travelers on the phone.	Consumers
Consumer Event	Fechenbach-Berufskolleg polytech school: We supplied Norbert Fuhrmann, teacher at this partner school of Atlanta Poly Tech, with brochures for a school event in Detmold. They distributed 21 road maps, 20 Georgia Travel Guides, 9 German Georgia, 4 African American Heritage, 3 Georgia for Kids and 25 German Atlanta.	Consumers
Consumer Event	Augsburg, Americana, September 8 th -12 th , 2010: The tour operator Argus Reisen distributed 450 Deep South USA brochures of the 480 we sent in August. The brochure features Memphis and Mississippi. They will distribute the remaining 30 brochures to customers interested in the South. This is a Deep South USA project operated by us.	Consumers
Web Development	www.georgia-usa.de www.georgiaonmymind.de www.georgia-usa.ch , www.georgia-usa.at : 5898 unique visitors.	Internet
Web Development	www.deep-south-usa.de : The site, which promotes AL, GA, LA, MS and TN, attracted 2876 unique visitors.	Internet
Web Development	www.deep-south-usa.de : Drew the raffle winner for August out of 298 participants and sent the Southern Comfort prize. Produced the question for the upcoming month.	Internet
Web Promotion	www.georgia-usa.de : Produced the Special of the Month feature for October 2010. The theme is: Halloween in Savannah. See www.georgia-usa.de/neu_okt.php .	Internet
Web Promotion	www.georgia-usa.de : Drew the raffle winner for September out of 59 participants and sent the Georgia music CD prize. Produced the question for the upcoming month.	Internet
Tour Operator Assistance	Major Swiss tour operator: Continued making arrangements for a CEO to visit Georgia for a site inspection in November 2010.	Trade

TYPE	DETAILS	FIELD
Tour Operator Assistance	Special-interest tour operator, Germany: They requested Georgia photography. We sent a Georgia photo DVD, the link to the Georgia photo server, and basic information	Trade
Tour Development	Large tour operator, Germany: Sent a photo DVD to prepare for an upcoming media supplement promotion.	Trade
Tour Promotion	Major tour operator, Germany: Made pre-arrangements for a flyer promotion to be operated within the Deep South USA partnership.	Trade
Tour Development, product analyses	Fasten your Seatbelts, Germany, online only: They continue their 12-day coach tour from and to Atlanta for Winter 2010/2011 and Summer 2011 with three overnights in Atlanta at Midtown Hotel and one overnight in Savannah at Springhill Suites by Marriott Historic District Further they continue camper rentals from Atlanta. www.kanadareisen.de/www_main_usa.htm	Trade
Tour Development, product analyses	Best City Travel, Germany, online only: Published their 14-day motorcycle tours for 2011 and 2012 through the Southern States with one unspecified overnight in Savannah www.motorrad-reisewelt.de/touren/usa/	Trade
Tour Development, product analyses	Bike The Best, Germany, online only: Published their 14-day motorcycle tours of the South for 2011 and 2012 with one unspecified overnight in Savannah. www.bikethebest.de/touren/copy_of_gefuehrtesuedstaaten/	Trade
Tour Development, product analyses	Lion Tours, Germany, online only: Published their tours for summer 2011. New is a 12-day coach tour "USA Der Tiefe Sueden" of Southern States with one unspecified overnight in Atlanta and one unspecified overnight in Savannah www.lion-tours.de/katalog/usa/rundreise/usa_der_tiefe_sueden_1098.html .	Trade
Tour Development, product analyses	Reisebuero Kefalas, Germany, online only: Published their 14-day motorcycle tours of Southern States for 2011 and 2012 with one unspecified overnight in Savannah www.us-bike-travel.com/unsere-touren/usa/historic-and-romantic-south	Trade
Tour Development, product analyses	Knecht Reisen, Switzerland: They published their early-booking print catalogue summer 2011 for camper and motorcycles rentals. In this, they offer just two tours, both featuring Georgia. The catalogue also includes an editorial section with Georgia information, Georgia photography, the Georgia logo and more. The cover also is themed Georgia. The highlight of the brochure is Switzerland's first Georgia-only tour by a major tour operator. This 12-day Fly & Drive "Georgia on my mind", includes three overnights in Atlanta at Comfort Inn Downtown or Intercontinental Buckhead (Superior), two overnights in Savannah at Stybridge Suites or River Street (Superior), two overnights on St. Simons Island at The Village Inn or King and Prince Beach (Superior), one overnight in Macon at Ramada or Marriott Macon City Center (Superior), two overnights in Athens at Candlewood Suites or Foundry Inn (Superior) and one overnight in Dahlonega at Days Inn or Historic Smith House Inn (Superior). The tour also includes a visit of Okefenokee National Wildlife Refuge.	Trade

TYPE	DETAILS	FIELD
	<p>The second package is a coach tour "Vom Winde verweht" (Gone with the Wind) with 2 nights in Atlanta at Wyndham Garden Atlanta or of similar quality.</p> <p>Beyond this they sell camper and motorcycle rentals from Atlanta.</p>	
Tour Development, product analyses	<p>Neckermann, Germany: They published their 2010/2011 winter print catalogue.</p> <p>They feature one hotel (down from four in winter 2009/2010) in Atlanta: Baymont Inn & Suites remains.</p> <p>Beyond the print catalogue, they sell various Atlanta and Savannah hotels through their database sales system, which is accessible to travel agencies.</p>	Trade
Tour Development, product analyses	<p>Sea Side Travel, Germany: In cooperation with the country music magazine Western Mail they published their tour "CMA Country Music Festival Nashville 2011" with two unspecified overnights in Atlanta.</p>	Trade
Travel Agent Training	<p>Engaged in planning for a training of 50 travel agents with a major tour operator and a very large airline to take place in Cologne in November. This is a Deep South USA partnership project.</p>	Trade
Travel Agent Training	<p>Made arrangements for a training with 15 to 20 travel agents and a very large airline to take place in Bielefeld in October.</p>	Trade
Travel Agent Training	<p>Made pre-arrangements for a German Visit USA Committee training with up to 150 travel agents in Seeheim near Frankfurt October 29th to 31st, 2010.</p>	Trade
Travel agent Assistance	<p>Large travel agency, Switzerland: Sent material for a client: German brochures Georgia, and Atlanta, Georgia road map, Georgia Travel Guide</p>	Trade
Travel agent Assistance	<p>Travel Agent, Germany: Sent a basic set of brochures and maps for a group tour to Atlanta in April 2011.</p>	Trade
Major Show	<p>ITB 2011, Berlin, March 2011: Made pre-arrangements for the Deep South USA booth.</p>	Trade
Media Assistance	<p>IFPA news agency Austria, Uschi Lang: She requested information to consider projects. We sent the German brochure, road map, Vacation Guide, German Atlanta brochure, Savannah Guide and a Brunswick / Golden Isles CD.</p>	Media
Media Visit	<p>20 Minuten, Switzerland, September 13-17, 2010: Their reporter completed her visit of Atlanta arranged by Stefanie Paupeck and us. She had a very successful visit, and even met with President Jimmy Carter. For follow-up, we provided the writer with Atlanta stock photography.</p>	Media
Media Visit	<p>Capital and several daily newspapers, September 6-25, 2010: Their reporter visited the Coast, including Savannah a Jekyll, St. Simons, Cumberland and Little St. Simons Island. Stefanie Paupeck, Carey Ferrara and we arranged the visit. The writer was very pleased and found all she needs to write even better stories than expected..</p>	Media
Media Database	<p>Added 3 new contacts and updated 4 existing contacts.</p>	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
2010/09/30	Western Mail	Country music magazine, Germany	Promotional page for 2011 readers group tour of the South Atlanta: World of Coca Cola	Work with tour operator Sea Side Travel, and editors	16500	300
2010/09/16	Neue Westfaelische	Daily newspaper, Bielefeld	Three early REM albums remastered Athens: Athens Music Heritage Tour	Group press fam, June 2010, Thomas Klingebiel (extra story, travel story to follow)	279900	500
2010/09/13	Touristik Aktuell	Travel trade magazine	Atlanta Georgia Aquarium, CNN, Jimmy Carter Museum, High Museum of Art, Martin Luther King Jr. National Historic Site, outlet shopping, World of Coca Cola	Ongoing work with the editors. Story written by Joerg-Michael Weiss	30800	4500
2010/09/13	Travel Talk	USA sales supplement of travel trade journal, Germany	Georgia as part of Deep South tour Macon: 1842 Inn, photo and named	Ongoing work with the editors. We supplied photography.	31100	2700
2010/09/11	Weser Kurier	Daily newspaper, Bremen	Plains Peanut Festival 2011	Press release "Plains Peanut Festival", August 31, 2010	184400	6100
2010/09/11	General-Anzeiger	Daily newspaper, Bonn	The Plains Peanut Festival	Press release "Plains Peanut Festival", August 31, 2010	100000	4100
2010/09/04	Landeszeitung	Daily newspaper, Lueneburg	Athens and Dahlenega Athens: Agora, Athfest, Athens Music Heritage Tour, Farm 255 Restaurant, Farmers Market, Jittery Joe's, State Botanical Garden, Town Hall, Weaver D's, Wuxtry Dahlenega: BlackStock Vineyards and Winery, Corkscrew Cafe, Crisson Gold Mine	Group press fam, June 2010, Nicole Wehr	40200	3150

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
			Atlanta: Hartsfield Jackson International Airport Blue Ridge Mountains Delta Air Lines			
2010/09/04	Altmark Zeitung	Daily newspaper, Salzwedel	Athens and Dahlonega Athens: Agora, Athfest, Athens Music Heritage Tour, Farm 255 Restaurant, Farmers Market, Jittery Joe's, State Botanical Garden, Town Hall, Weaver D's, Wuxtry Dahlonega: BlackStock Vineyards and Winery, Corkscrew Cafe, Crisson Gold Mine Atlanta: Hartsfield Jackson International Airport Blue Ridge Mountains Delta Air Lines	Group press fam, June 2010, Nicole Wehr	19900	1900
2010/09/04	Kieler Nachrichten	Daily newspaper, Kiel	Athens and Dahlonega 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 Dahlonega: 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	108800	15100
2010/09/04	Frankfurter Rundschau	Daily newspaper, Frankfurt	The Plains Peanut Festival	Press release "Plains Peanut Festival", August 31, 2010	172900	3600
2010/09/01	America Journal	Travel magazine, Germany	Chattanooga Chanticleer Inn, Rock City Gardens	Visit Marion Frahm and Michal Lindner, March 2010	38500	300
2010/09/01	America Journal	Travel magazine,	Savannah: Forsyth Park Fountain, Mabel Francis	Work with the editors. We	38500	7500

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
		Germany	Potter's Cupcake Emporium, Mrs. Wilkes Boarding House, River Street Sweets, Tybee Island, Wall's BBQ	supplied photography		
2010/08/14	Berliner Zeitung	Daily newspaper, Berlin	Civil War sites Chattanooga: Chickamauga National Military Park	Work with Raufeld Media, the agency who produce the travel section. The writer, Joern Kaesebier, reported on a private visit without requesting support	147900	500
2010/08/14	Frankfurter Rundschau	Daily newspaper, Frankfurt	Civil War sites Chattanooga: Chickamauga National Military Park	Work with Raufeld Media, the agency who produce the travel section. The writer, Joern Kaesebier, reported on a private visit without requesting support	172900	500
				Circulation:	1382300	50750 Euro Fixing September 30, 2010: x 1.365 US\$ 69200

TV Broadcasts

DATE	NETWORK	THEMES	SOURCE	LENGTH	REACH	AD VALUE EURO
2010/09/14	SWR + SR, "Kaffee oder Tee"	Okefenokee Wildlife Refuge	Tri-Ergon filming, April 2009, initiated and escorted by us	5'29"	All of Southwestern Germany (1/4 of German population) on the air, Germany/ Austria/ Switzerland via cable, all of Europe via free analogue and digital satellite.	0
2010/07/20 4:05 pm	SWR + SR, "Kaffee oder Tee"	Bluegrass music with a focus on Tennessee Lookout Mountain, GA: Rock City Gardens	Tri-Ergon filming, April 2009, initiated and escorted by us	5'15" total 0'13' on Rock City Gardens'	All of Southwestern Germany (1/4 of German population) on the air, Germany/ Austria/ Switzerland via cable, all of Europe via free analogue and digital satellite.	0

DATE	NETWORK	THEMES	SOURCE	LENGTH	REACH	AD VALUE EURO
					Total	0
No advertisements possible on network marked zero. The real value is high.						

Radio Broadcasts

DATE	NETWORK	CATEGORY	THEMES	SOURCE	NUMBER OF LISTENERS	Ad Value
2010/09/01 11:30 am	Country Radio Switzerland	Online Radio	Plains Peanut Festival Plains: Plains Inn Americus: Windsor Hotel	Press release "Plains Peanut Festival", August 31, 2010	1500000	500
				Total:	1520000	1500 Euro Fixing September 30, 2010: x 1.365 US\$ 2000

Online Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
2010/09/14	T-Online	Website of Germany's #1 Internet provider	Georgia Aquarium	Work with editor Susanne Ewald. We provided photography	http://reisen.t-online.de/georgia-aquarium-das-groesste-aquarium-der-welt/id_42842888/index	25000
2010/09/13	Touristik Aktuell	Website of travel trade magazine	Atlanta Georgia Aquarium, CNN, Jimmy Carter Museum, High Museum of Art, Martin Luther King Jr. National Historic Site, outlet shopping, World of Coca Cola	Ongoing work with the editors. Story written by Joerg-Michael Weiss	http://www.touristik-aktuell.de/destinationen/nordamerika/news/datum/2010/09/13/atlanta-diese-stadt-schlaeft-nie.html	1000
2010/09/08	Gourmet Report	Culinary website	Plains Peanut Festival Plains: Jimmy Carter National Historic Site, Plains Inn Americus: Windsor Hotel	Press release "Plains Peanut Festival", August 31, 2010	http://www.gourmet-report.de/artikel/336226/Erdnuss-Festival-mit-Jimmy-Carter.html	500
2010/09/07	FineArtReisen	Travel website	Plains Peanut Festival Plains: Jimmy	Press release "Plains Peanut Festival", August 31,	http://fineartreisen.de/html/20100831_26241.php	500

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
			Carter National Historic Site, Plains Inn Americus: Windsor Hotel	2010		
2010/09/01	SWR	Website of TV network, Germany	Okefenokee Wildlife Refuge Folkston Waycross	Tri-Ergon filming, April 2009, initiated and escorted by us	http://www.swr.de/kaffe-e-oder-tee/reise/-/id=2244246/nid=2244246/did=6742342/1pks_z2m/index.html	1000
					Total	28000 Euro Fixing September 30, 2010: x 1.365 US\$ 38,200

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

Month	Theme	Link
October 2010	Halloween in Savannah	http://www.georgiaonmymind.de/neu_okt10.php
September 2010	The Plains Peanut Festival	http://www.georgiaonmymind.de/neu_sep10.php

C) CATALOGUE RESULTS

As on monthly documentation DVD sent to State offices