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A) ACTIVITIES

TYPE	DETAILS	FIELD
Monthly Activity Report	Provided monthly activity and results report, and media report for June 2011.	Internal Coordination
Monthly Documentation	Produced comprehensive documentation of media coverage and catalogue appearances for June 2011 on a DVD and delivered/shipped copies to state offices and others in Georgia.	Internal Coordination
Monthly Financial Report	Provided monthly financial compilation for June 2011.	Internal Coordination
Annual Financial	Closed the fiscal year 2010/2011 budget and completed all paperwork and invoicing associated with it.	Internal Coordination
Annual Financial	Produced financial plan for marketing activities in in the new fiscal year.	Internal Coordination
Planning	The Georgia Sales Mission to Germany and Switzerland took place as planned from July 10 th to 15 th , 2011. Participants were Mindy Shea of Savannah Travel, Brandon Barnes on Atlanta CVB, Jonathan Boisjolie of GDECD and Wolfgang Streitboerger. In the beginning of the month, Wolfgang Streitboerger finalized planning. He escorted the tour, drove the van and carried out intensive follow-up after the meetings. The sales mission included meetings with 12 tour operators, two airline meetings, a visit to the offices of a travel trade journal, two group media events, and 3 travel agent trainings.	Trade/Media
Planning	Wolfgang Streitboerger worked out a marketing plan for the new Fiscal Year based on agreements reached with many industry partners at ITB Berlin, USTA International Pow Wow, at meetings during the sales mission, at the Deep South USA partnership meeting (see below) and intensive communications with other partners. Georgia now has a solid and effective plan in place to structure travel promotions in Germany, Austria and Switzerland for the new fiscal year	Internal Coordination
Partnerships	On July 22 nd , Wolfgang Streitboerger represented Georgia at a Deep South USA marketing partnership meeting in Frankfurt. Within Deep South USA, Georgia cooperates with Louisiana, Mississippi and Tennessee in selected joint projects.	Internal Coordination
Tools	Started planning work for a reprint of the German Georgia brochure	Internal Coordination
Consumer Fulfillment	Fulfilled 119 consumer inquiries for brochures by sending a package with personalized letter. The count for Fiscal Year 2011/2012: 119	Consumers
Consumer Assistance	Advised 9 travelers on the phone.	Consumers

TYPE	DETAILS	FIELD
Consumer events	World Women's Soccer Championship, June 26 th to July 17 th , 2011: The company Space Enterprises had received brochures from us for distribution at events that featured the countries participating at several venues of the games. We sent 100 German Georgia flyers and 100 German Deep South USA brochures. The entire supply has been distributed.	Consumers
Consumer events	Fourth of July Sesquicentennial speaking engagement in Vienna: Wolfgang Streitboerger lectured to 52 customers at the Vienna Thalia book store about Civil War history and associated tourism destinations in Georgia and in the South. For this, he produced a PowerPoint about travel in the South around the Sesquicentennial theme. The event was set up by the Austrian tour operator Amerikareisen.at. Wolfgang Streitboerger also met with a journalist of a trade journal and with a tour operator who set up the event. Also met with Werner Marschall, the President of the Austrian Visit USA Committee.	Consumers
Consumer events	Country Open Air Klewenalp, Switzerland, July 22 nd to 24 th , 2011: A Swiss tour operator distributed 500 German Georgia brochures at this festival, which attracted app. 4000 visitors.	Consumers
Web Development	www.georgia-usa.de , www.georgiaonmymind.de , www.georgia-usa.ch , www.georgia-usa.at : 7533 unique visitors.	Internet
Web Promotion	www.georgia-usa.de : Produced the Special of the Month feature for August 2011. The theme is: Jimmy Carter Library & Museum. See www.georgia-usa.de/neu_aug11.php .	Internet
Web Promotion	www.georgia-usa.de : Drew the raffle winner for the previous month out of 82 participants and sent the Georgia music CD prize. Produced the question for the upcoming month.	Internet
Web Development	www.deep-south-usa.de : The site, which promotes AL, GA, LA, MS and TN, attracted 7627 unique visitors. The figure was unusually high because websites featuring raffles promoted the site.	Internet
Web Development	www.deep-south-usa.de : Drew the raffle winner for the previous month out of 390 participants and sent the Southern Comfort prize. Produced the question for the upcoming month.	Internet
Tour Operator product analyses	<p>FTI, Germany: Published their Winter 2011/2012 print catalogue. Nothing has changed from a year ago. The catalogue includes:</p> <p>The 15-day winter Fly & Drive "Historischer Sueden" with 2 overnights in Atlanta at Days Inn Atlanta or Hotel Midtown and 1 overnight in Savannah at La Quinta Inn and Staybridge Suites.</p> <p>Camper and motorcycle rentals from Atlanta.</p> <p>Ten hotels in Atlanta: Quality Hotel & Conference Center, Days Inn Atlanta Downtown, Centennial InnMidtown Atlanta, Atlanta Marriott Marquis, The W Atlanta Downtown, Hyatt Place Atlanta Buckhead, Hilton, Omni Hotel at CNN Center, Hotel Indigo Atlanta Midtown.</p> <p>Two hotels in Savannah: Inn at Ellis Square and Best Western Promenade Hotel.</p> <p>Atlanta City Pass.</p> <p>Editorial suggestion for a self-guided fly & drive or camper tour on the same routing as "Historischer Sueden" with overnights in Atlanta and Savannah.</p> <p>A "Quick Response" application, which sends current hotel prices for</p>	Trade

TYPE	DETAILS	FIELD
	<p>Atlanta to mobile phones upon taking a photo of a 2-d code.</p> <p>The German Georgia address and logo.</p> <p>Please note: USA winter catalogues by German tour operators typically focus on Skiing in the Rockies and warm places such as Southern Florida, Arizona and Hawaii.</p>	
Tour Operator product analyses	<p>Dertour, Germany: Published their Winter 2011/2012 print catalogue.</p> <p>They dropped the coach tour “Atlantic Dream” from New York to Miami with one overnight in Savannah and one overnight in Atlanta.</p> <p>They feature four hotels in Atlanta, which is one up from Winter 2010/2011: Comfort Suites Downtown (new), Atlanta Marriott Marquis (remains), Best Western Plus Atlanta Airport Suites (new). No longer present is Ritz-Carlton Atlanta.</p> <p>In Savannah they continue to feature one hotel: Springhill Suites Savannah.</p> <p>Continues camper rentals from Atlanta.</p>	Trade
Tour Operator product analyses	<p>TUI, Germany: Published their Winter 2011/2012 print catalogue.</p> <p>As in 2010/2011, features camper and motorcycle rentals from Atlanta, but no Georgia beyond this.</p>	Trade
Tour Operator product analyses	<p>Meier’s Weltreisen, Germany: Published their 2011/2012 Winter print catalogue.</p> <p>They dropped the 18-day winter coach tour “Supercity, Swing & Sun” from New York to Miami with one overnight in Savannah and one overnight in Atlanta.</p> <p>As in Winter 2010/2011, the catalogue includes an 18-day Fly & Drive “Atlantikkueste von New York bis Florida” with one overnight in Savannah at La Quinta Inn Savannah Midtown or Hampton Inn.</p> <p>As in Winter 2010/2011 they feature camper and motorcycle rentals in Atlanta, one hotel in Atlanta: HI Express Atlanta. For a Savannah hotel; they again sell just the Inn at Ellis Square.</p>	Trade
Tour Operator product analyses	<p>Lion Tours, Germany, online only: Published their tours for spring and summer 2012.</p> <p>They continue a 11-day coach tour “USA Der Tiefe Sueden” of southern states with one unspecified overnight in Atlanta and one unspecified overnight in Savannah</p> <p>www.lion-tours.de/katalog/usa/rundreise/usa_der_tiefe_sueden_1098.html.</p>	Trade
Tour Operator product analyses	<p>Gebeco, Germany, online: Published tour dates for Winter 2011/2012.</p> <p>As in 2010/2011, they feature a 13-day minibus tour “Suedstaaten-Sinfonie” with three unspecified overnights in Atlanta and one unspecified overnight in Savannah.</p> <p>www.gebeco.de/reisen/3829007#.</p>	Trade
Tour Operator product analyses	<p>Reisebuero Kefalas, Germany, online only: Published their summer 2012 tours:</p> <p>As in 2011 they feature a 14-day motorcycle tour of Southern States with one unspecified overnight in Savannah.</p>	Trade

TYPE	DETAILS	FIELD
	www.us-bike-travel.com/unsere-touren/usa/historic-and-romantic-south .	
Tour Operator product analyses	<p>Berge und Meer, Germany, online only: Published their 16-day coach tour "USA. Die Suedstaaten" for winter 2011/2012 with two unspecified overnights in Atlanta and one unspecified overnight in Savannah.</p> <p>www.berge-meer.de/bm/angebot/rundreisen/usa/4SR09X0-1/atlanta-nashville-memphis-new-orleans.</p>	Trade
Tour Operator product analyses	<p>Meso Reisen, Germany, online only, published Winter 2011/2012 tours:</p> <p>As in 2010/2011, they feature a 15-day Fly & Drive "Vom Winde verweht" with two overnights in Atlanta at Hotel Midtown and one overnight in Savannah at Inn at Ellis Square.</p> <p>www.meso-berlin.de/usa/index.php?reise=2809.</p>	Trade
Tour Operator product analyses	<p>Exit Reisen, Germany, online only: They published their Winter 2011/2012 and Summer 2012 tours.</p> <p>They continue a 14-day Fly & Drive "Romantischer Suedosten" of southern states with two overnights in Atlanta at Hyatt Regency and one overnight in Savannah at Inn at Ellis Square.</p> <p>www.exit-reisen.de/reisen/Ostkueste/romantischer_suedosten.html.</p> <p>They continue a 14-day Fly & Drive "Southern Accents" of southern states with two overnights in Atlanta at Hyatt Regency and one overnight in Savannah at Inn at Ellis Square.</p> <p>www.exit-reisen.de/reisen/Texas_Suedstaaten/Southern_accents.html.</p> <p>They continues 14-day Fly & Drive "Suedstaaten Traeume" of Southern States with two overnights in Atlanta at the Sheraton and one overnight in Savannah at the Doubletree.</p> <p>www.exit-reisen.de/reisen/florida/florida_suedstaatentraeume.html.</p> <p>They also continues a 14-day Fly & Drive "East meets South" from New York to Miami with one overnight in Savannah at Doubletree.</p> <p>www.exit-reisen.de/reisen/Ostkueste/east_meets_south.html.</p>	Trade
Tour Operator product analyses	<p>Neckermann, Germany: Published their Winter 2011/2012 print catalogue.</p> <p>They feature two hotels (up from one in winter 2010/2011) in Atlanta: Days Inn Downtown and The Midtown (dropped Baymont Inn & Suites).</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 Operator product analyses	<p>ADAC Reisen, Germany: Published their Winter 2011/2012 print catalogue.</p> <p>They dropped the coach tour "Atlantic Dream" from New York to Miami with one overnight in Savannah and one overnight in Atlanta.</p> <p>As in winter 2010/2011 they feature camper and car rentals from Atlanta.</p>	Trade
Tour Operator product analyses	<p>Thomas Cook, Germany: Published their 2011/2012 winter print catalogue.</p> <p>They continue an 18-day Fly& Drive "Entlang der Atlantikkueste" with one overnight in Savannah at La Quinta Inn (Superior) or Desoto Hilton</p>	Trade

TYPE	DETAILS	FIELD
	(Deluxe). Beyond the print catalogue, they sell various Atlanta and Savannah hotels through their database sales system, which is accessible to travel agencies.	
Travel Agent Assistance	Supplied a tour travel agent in Burgdorf, Switzerland with brochures.	Trade
Travel Agent Assistance	Supplied a tour travel agent in Loerrach with brochures.	Trade
Group Visit	Made arrangements for members of the Austrian Visit USA Committee to visit Georgia in September of 2011	Trade/Media
Media Assistance	News wire service: Sent several images to their photo editor for an possible Georgia story.	Media
Media Networking	We were in contact with several other travel writers and producers.	Media
Media Database	Added 1 contact and updated 14 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

News Wire Service Broadcasts

DATE	SERVICE	CATEGORY	THEMES	SOURCE	COVERAGE / NOTES
2011/07/19	Dpa/tmn	The feature and travel news service of dpa, Germany's equivalent of the Associated Press	Cherokee attractions in Tennessee Atlanta: ATL airport	Tennessee synergy	Owned by the newspapers. Articles syndicated to most media in Germany and redistributed to partner services in Austria and Switzerland.

Print Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
2011/07/27	Mini	Women's magazine	Atlanta: "Atlanta's Book" exhibit, Best Western Hotel Airport, Atlanta History Center, Margaret Mitchell House Madison: Heritage	Work with an editor. We sent photography and provided information	97600	7400

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
			Hall Antebellum Trail Athens KLM TUI			
2011/07/23	Schleswig-Holsteinischer Zeitungsverlag	Group of 15 newspapers in the state of Schleswig Holstein	Cherokee attractions in Tennessee Atlanta: ATL airport	Tennessee synergy	215800	500
2011/07/22	TravelOne	Travel trade magazine	New Atlanta stopovers by Dertour Quote by Jonathan Boisjolie Folkston: Okefenokee Wildlife Refuge Atlanta Savannah	Work with tour operator Dertour, and Frankfurt press event at German/Swiss Georgia sales mission 2011	20600	3700
				Circulation:	334000	11600 Euro Fixing July 29 th , 2011: x 1.4242 US\$ 16,500

Online Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
2011/07/20	Rheinische Post	Website of daily newspaper, Duesseldorf	Cherokee attractions in Tennessee Atlanta: ATL airport	Tennessee synergy	http://www.rp-online.de/reise/berichte/Amerikas-Pfad-der-Traenen_aid_1014940.html	300
2011/07/19	Offenbach Post	Website of daily newspaper, Offenbach	Cherokee attractions in Tennessee Atlanta: ATL airport	Tennessee synergy	http://www.op-online.de/reise/reiseziele/nordamerika/amerikas-pfad-traenen-1327930.html	100
2011/07/19	Web-Nachrichten	News website	Cherokee attractions in Tennessee Atlanta: ATL airport	Tennessee synergy	http://www.webnachrichten.de/reise/reiseziele/nordamerika/amerikas-pfad-traenen-1327930.html	100
2011/07/19	Westfaelischer Anzeiger	Website of daily newspaper,	Cherokee attractions in	Tennessee synergy	http://www.wa.de/reise/reiseziele/nordamerika/am	200

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
		Hamm	Tennessee Atlanta: ATL airport		erikas-pfad-traenen-1327930.html	
2011/07/19	TZ	Website of daily newspaper, Munich	Cherokee attractions in Tennessee Atlanta: ATL airport	Tennessee synergy	http://www.tz-online.de/reise/reiseziele/nordamerika/amerikas-pfad-traenen-1327930.html	100
2011/07/19	Soester Anzeiger	Website of daily newspaper, Soest	Cherokee attractions in Tennessee Atlanta: ATL airport	Tennessee synergy	http://www.soester-anzeiger.de/reise/reiseziele/nordamerika/amerikas-pfad-traenen-1327930.html	100
2011/07/19	Nikos Weinwelten	Culinary website	Cherokee attractions in Tennessee Atlanta: ATL airport	Tennessee synergy	http://www.nikos-weinwelten.de/home/beitrag/archive/2011/july/19/auf_den_spuren_der_cherokee_in_tennessee/index.htm	100
2011/07/19	Muenchener Merkur	Website of daily newspaper, Munich	Cherokee attractions in Tennessee Atlanta: ATL airport	Tennessee synergy	http://www.merkur-online.de/reise/reiseziele/nordamerika/amerikas-pfad-traenen-1327930.html	200
2011/07/19	Innsalzach 24	News website	Cherokee attractions in Tennessee Atlanta: ATL airport	Tennessee synergy	http://www.innsalzach24.de/reise/reiseziele/nordamerika/amerikas-pfad-traenen-1327930.html	100
2011/07/19	Rosenheim 24	News website	Cherokee attractions in Tennessee Atlanta: ATL airport	Tennessee synergy	http://www.rosenheim24.de/reise/reiseziele/nordamerika/amerikas-pfad-traenen-1327930.html	100
2011/07/19	Fehmarn 24	News website	Cherokee attractions in Tennessee Atlanta: ATL airport	Tennessee synergy	http://www.fehmarn24.de:80/reise/reiseziele/nordamerika/amerikas-pfad-traenen-1327930.html?cmp=defrss	100
2011/07/19	HNA	Website of daily newspaper, Kassel	Cherokee attractions in Tennessee Atlanta: ATL airport	Tennessee synergy	http://www.hna.de/reise/reiseziele/nordamerika/amerikas-pfad-traenen-1327930.html	200
2011/07/19	Hersfelder Zeitung	Website of daily newspaper, Bad Hersfeld	Cherokee attractions in Tennessee Atlanta: ATL airport	Tennessee synergy	http://www.hersfelder-zeitung.de/reise/reiseziele/nordamerika/amerikas-pfad-traenen-	100

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
					1327930.html	
2011/07/19	Come On	Website of daily newspaper, Lueden-scheid	Cherokee attractions in Tennessee Atlanta: ATL airport	Tennessee synergy	http://www.come-on.de/reise/reiseziele/nordamerika/amerikas-pfad-traenen-1327930.html	100
2011/07/19	Maerkische Allgemeine	Website of daily newspaper, Oranienburg	Cherokee attractions in Tennessee Atlanta: ATL airport	Tennessee synergy	http://www.die-mark-online.de/reise/reiseziele/nordamerika/amerikas-pfad-traenen-1327930.html	200
2011/07/19	Allgemeine Zeitung	Website of daily newspaper, Uelzen	Cherokee attractions in Tennessee Atlanta: ATL airport	Tennessee synergy	http://www.az-online.de/reise/reiseziele/nordamerika/amerikas-pfad-traenen-1327930.html	100
					Total	2200 Euro Fixing July 29 th , 2011: x 1.4242 US\$ 0

Electronic Newsletters by E-Mail

DATE	TITLE	CATEGORY	THEMES	SOURCE	NO. RECIPIENTS
2011/07/13	FVW am Morgen	Morning news ticker by Germany's leading travel trade journal, fvw	New Atlanta stopovers by Dertour Quotes by Jonathan Boisjolie and Wolfgang Streitboerger Marriott Marquis MARTA Delta Air Lines	Work with tour operator Dertour, and visit at the editorial offices during the German/Swiss Georgia sales mission 2011	12000
2011/07/12	FVW Newsline	Morning news ticker by Germany's leading travel trade journal, fvw	New Atlanta stopovers by Dertour Quotes by Jonathan Boisjolie and Wolfgang Streitboerger Marriott Marquis MARTA Delta Air Lines	Work with tour operator Dertour, and visit at the editorial offices during the German/Swiss Georgia sales mission 2011	12000
				Total:	24000

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

Month	Theme	Link
August 2011	Jimmy Carter Library & Museum	http://www.georgiaonmymind.de/neu_aug11.php
July 2011	Spanish Moss	http://www.georgiaonmymind.de/neu_jul11.php

C) CATALOGUE RESULTS

As on monthly documentation DVD sent to State offices