

## Georgia Tourism, Germany / Austria / Switzerland

**FISCAL YEAR 2011-2012 (July 2011 - June 2012)**

**UP TO JULY 2011**

# MEDIA WORK, RESULTS

### *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 Hall Antebellum Trail Athens KLM TUI	Work with an editor. We sent photography and provided information	97600	7400
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

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
				Circulation:	<b>334000</b>	<b>11600</b> Euro Fixing July 29 <sup>th</sup> , 2011: x 1.4242 <b>US\$</b> <b>16,500</b>
No advertisements possible in publications marked zero.						

### TV Broadcasts

DATE	NETWORK	THEMES	SOURCE	LENGTH	REACH	AD VALUE EURO
						0
					<b>Total</b>	<b>0</b> Euro Fixing July 29 <sup>th</sup> , 2011: x 1.4242 <b>US\$ 0</b>
No advertisements possible on network marked zero. The real value is high.						

### Radio Broadcasts

DATE	NETWORK	CATEGORY	THEMES	SOURCE	NUMBER OF LISTENERS	ADD VALUE
					0	0
				<b>Total:</b>	<b>0</b>	<b>0</b> Euro Fixing July 29 <sup>th</sup> , 2011: x 1.4242 <b>US\$ 0</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
2011/07/20	Rheinische Post	Website of daily newspaper, Duesseldorf	Cherokee attractions in Tennessee Atlanta: ATL airport	Tennessee synergy	<a href="http://www.rp-online.de/reise/berichte/Amerikas-Pfad-der-Traenen_aid_1014940.html">http://www.rp-online.de/reise/berichte/Amerikas-Pfad-der-Traenen_aid_1014940.html</a>	300
2011/07/19	Offenbach Post	Website of daily newspaper, Offenbach	Cherokee attractions in Tennessee Atlanta: ATL airport	Tennessee synergy	<a href="http://www.op-online.de/reise/reiseziele/nordamerika/amerikas-pfad-traenen-1327930.html">http://www.op-online.de/reise/reiseziele/nordamerika/amerikas-pfad-traenen-1327930.html</a>	100

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
2011/07/19	Web-Nachrichten	News website	Cherokee attractions in Tennessee Atlanta: ATL airport	Tennessee synergy	<a href="http://www.webnachrichten.de/reise/reiseziele/nordamerika/amerikas-pfad-traenen-1327930.html">http://www.webnachrichten.de/reise/reiseziele/nordamerika/amerikas-pfad-traenen-1327930.html</a>	100
2011/07/19	Westfaelischer Anzeiger	Website of daily newspaper, Hamm	Cherokee attractions in Tennessee Atlanta: ATL airport	Tennessee synergy	<a href="http://www.wad.de/reise/reiseziele/nordamerika/amerikas-pfad-traenen-1327930.html">http://www.wad.de/reise/reiseziele/nordamerika/amerikas-pfad-traenen-1327930.html</a>	200
2011/07/19	TZ	Website of daily newspaper, Munich	Cherokee attractions in Tennessee Atlanta: ATL airport	Tennessee synergy	<a href="http://www.tz-online.de/reise/reiseziele/nordamerika/amerikas-pfad-traenen-1327930.html">http://www.tz-online.de/reise/reiseziele/nordamerika/amerikas-pfad-traenen-1327930.html</a>	100
2011/07/19	Soester Anzeiger	Website of daily newspaper, Soest	Cherokee attractions in Tennessee Atlanta: ATL airport	Tennessee synergy	<a href="http://www.soester-anzeiger.de/reise/reiseziele/nordamerika/amerikas-pfad-traenen-1327930.html">http://www.soester-anzeiger.de/reise/reiseziele/nordamerika/amerikas-pfad-traenen-1327930.html</a>	100
2011/07/19	Nikos Weinwelten	Culinary website	Cherokee attractions in Tennessee Atlanta: ATL airport	Tennessee synergy	<a href="http://www.nikos-weinwelten.de/home/beitrag/arc-hive/2011/july/19/auf-den-spuren-der-cherokee-in-tennessee/index.htm">http://www.nikos-weinwelten.de/home/beitrag/arc-hive/2011/july/19/auf-den-spuren-der-cherokee-in-tennessee/index.htm</a>	100
2011/07/19	Muenchener Merkur	Website of daily newspaper, Munich	Cherokee attractions in Tennessee Atlanta: ATL airport	Tennessee synergy	<a href="http://www.merkur-online.de/reise/reiseziele/nordamerika/amerikas-pfad-traenen-1327930.html">http://www.merkur-online.de/reise/reiseziele/nordamerika/amerikas-pfad-traenen-1327930.html</a>	200
2011/07/19	Innsalzach 24	News website	Cherokee attractions in Tennessee Atlanta: ATL airport	Tennessee synergy	<a href="http://www.innsalzach24.de/reise/reiseziele/nordamerika/amerikas-pfad-traenen-1327930.html">http://www.innsalzach24.de/reise/reiseziele/nordamerika/amerikas-pfad-traenen-1327930.html</a>	100
2011/07/19	Rosenheim 24	News website	Cherokee attractions in Tennessee Atlanta: ATL airport	Tennessee synergy	<a href="http://www.rosenheim24.de/reise/reiseziele/nordamerika/amerikas-pfad-traenen-1327930.html">http://www.rosenheim24.de/reise/reiseziele/nordamerika/amerikas-pfad-traenen-1327930.html</a>	100
2011/07/19	Fehmarn 24	News website	Cherokee attractions in Tennessee Atlanta: ATL airport	Tennessee synergy	<a href="http://www.fehmarn24.de:80/reise/reiseziele/nordamerika/amerikas-pfad-traenen-1327930.html?cmp=defrss">http://www.fehmarn24.de:80/reise/reiseziele/nordamerika/amerikas-pfad-traenen-1327930.html?cmp=defrss</a>	100

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

### Podcasts

DATE	NETWORK	THEMES	SOURCE	LENGTH	ADDRESS

### 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
				<b>Total:</b>	<b>24000</b>

***Paid Advertisements***

DATE	TITLE	CATEGORY	THEMES	SOURCE OF \$\$\$	CIRCULATION
					0

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

Month	Theme	Link
August 2011	Jimmy Carter Library & Museum	<a href="http://www.georgiaonmymind.de/neu_aug11.php">http://www.georgiaonmymind.de/neu_aug11.php</a>
July 2011	Spanish Moss	<a href="http://www.georgiaonmymind.de/neu_jul11.php">http://www.georgiaonmymind.de/neu_jul11.php</a>