



A) ACTIVITIES

TYPE	DETAILS	FIELD
Monthly Activity Report	Provided monthly activity and results report, and media report for March 2011.	Internal Coordination
Monthly Financial Report	Provided monthly financial compilation for March 2011.	Internal Coordination
Monthly Documentation	Produced comprehensive documentation of media coverage and catalogue appearances for March 2011 on a DVD and delivered/shipped copies to state offices and others in Georgia.	Internal Coordination
Major Show	USTA International Pow Wow, May 22 nd to 25 th , 2011, San Francisco: Continued making arrangements for the German Georgia presence, including final appointment scheduling, and engaged in continuous work with the German selection committee to process late registrants. Also made travel arrangements for Wolfgang Streitboerger to attend.	Trade
Sales Mission	Made arrangements for a Georgia Sales Mission to Germany and Switzerland July 11 to 15, 2011	Trade/Media
Festival Promotion	Blues Festival Basel, Switzerland, April 12 to 17, 2011: one of the largest blues festivals in Europe with approximately 6000 visitors. We shared a table with Mississippi and Tennessee and staffed it April 14 th and 15 th with Sonja Koellmann. Distributed 197 German Georgia Flyers.	Consumers
Consumer Fulfillment	Fulfilled 103 consumer inquiries for brochures by sending a package with personalized letter. Count for Fiscal Year 2010/2011: 1409. The target was: 1000.	Consumers
Consumer Assistance	Advised 7 travelers on the phone.	Consumers
Consumer events	Made pre-arrangements with an Austrian tour operator to speak at a Vienna book store about Civil War tourism destinations on Fourth of July.	Consumers
Web Development	www.georgia-usa.de , www.georgiaonmymind.de , www.georgia-usa.ch , www.georgia-usa.at : 7223 unique visitors.	Internet
Web Promotion	www.georgia-usa.de : Produced the Special of the Month feature for May 2011. The theme is: Tybee Island. See www.georgia-usa.de/neu_mai11.php .	Internet
Web Promotion	www.georgia-usa.de : Drew the raffle winner for the previous month out of 58 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 2995 unique visitors.	Internet
Web Development	www.deep-south-usa.de : Drew the raffle winner for the previous month	Internet

TYPE	DETAILS	FIELD
	out of 287 participants and sent the Southern Comfort prize. Produced the question for the upcoming month.	
Tour Promotion	Flyer promotion: We completed preparations with a major tour operator, for a flyer to promote a Southern fly & drive tour, with the flyer to highlight Georgia.	Trade
Tour Promotion	Worked with a major tour operator on a promotion with a consumer goods company.	
Tour Operator Assistance	Supplied a major tour operator in Germany with brochures for clients to travel to Georgia.	Trade
Tour Operator Assistance	Made arrangements for a sales staff member of a major tour operator to see sites in Georgia.	Trade
Travel Agent Assistance	Supplied a travel agency in Berlin with 50 German flyers	Trade
Travel Agent Assistance	Supplied a travel agency in Munich with brochures for two parliamentary groups top visit Georgia	Trade
Media Assistance	Major cruise I magazine: He visited Savannah recently without us knowing about it. Due to weather he could not take pictures. We sent him images.	Media
Media Visit	Radio producer of major network: We planned for a visit of North Georgia to take place in May of 2011. Originally, this was to be a self-guided visit to Western Georgia, but then they requested to see the mountains.	Media
Media Visit	Lifestyle magazines visit: Planned for the editor of two lifestyle magazines to visit Georgia in May and June of 2011 to cover golfing.	
Media Networking	We were in contact with 18 other travel writers on several topics, including inquiries on the April tornadoes. We able to sort out a lot of confusion and misconceptions.	Media
Airline Function	Wolfgang Streitboerger attended a function by Delta Air Lines on April 5 th to celebrate 5 years of Dusseldorf-Atlanta service. Distributed 100 Georgia flyers and other material to attendees at a table kindly provided by delta Air Lines.	Media
Media Database	Added 3 and updated 12 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
2011/04/01 (Repeat run)	Dpa/tmn	The feature and travel news services of dpa, Germany's equivalent of the Associated Press	Antebellum Trail Pilgrimage Athens Madison	Press release "Antebellum Trail Pilgrimage", March 16, 2011	Owned by the newspapers. Articles syndicated to most media in Germany and redistributed to partner services in Austria and Switzerland.
2011/03/29	Dpa/tmn	The feature and travel news services of dpa, Germany's equivalent of the Associated Press	Antebellum Trail Pilgrimage Athens Madison	Press release "Antebellum Trail Pilgrimage", March 16, 2011	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
2011/04/09	Recklinghaeuser Zeitung	Daily newspaper, Marl	Dolphin Tales at the Georgia Aquarium Atlanta	Dpa press release "Georgia Aquarium opens dolphin show", March 11, 2011	66000	1000
2011/04/09	Trierischer Volksfreund	Daily newspaper, Trier	Antebellum Trail Pilgrimage Athens Madison	dpa wire service run, April 1, 2011, based on our press release "Antebellum Trail Pilgrimage", March 16, 2011	106400	1500
2011/04/05	Augsburger Allgemeine	Daily newspaper, Augsburg	Antebellum Trail Pilgrimage Athens Madison	dpa wire service run, April 1, 2011, based on our press release "Antebellum Trail Pilgrimage", March 16, 2011	340400	670
2011/04/03	Sonntag Aktuell	Sunday supplement to 33 newspapers in souther Germany	Civil War Sesquicentennial Andersonville Historic Site Delta Air Lines	Work with writer Roland Mischke	880100	600
2011/04/02	Rhein-Main Presse	Group of 22 daily newspapers in the Frankfurt vicinity	Antebellum Trail Pilgrimage Athens Madison	dpa wire service run, April 1, 2011, based on our press release "Antebellum Trail Pilgrimage", March 16, 2011	238600	3000

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
2011/04/02	Giessener Kurier	Daily newspaper, Giessen	Antebellum Trail Pilgrimage Athens Madison	dpa wire service run, April 1, 2011, based on our press release "Antebellum Trail Pilgrimage", March 16, 2011	64900	1200
2011/04/02	Westfaelische Nachrichten	Daily newspaper, Muenster	Antebellum Trail Pilgrimage Athens Madison	dpa wire service run, April 1, 2011, based on our press release "Antebellum Trail Pilgrimage", March 16, 2011	109000	2500
				Circulation:	1805400	10470 Euro Fixing April 29 th , 2011: x 1.4858 US\$ 15,500

Online Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
2011/04/06	Amerikareisen	Tour poerator Amerikareise n.at website. Austria	Dolphin Tales at the Georgia Aquarium Atlanta	Press release "Georgia Aquarium opens dolphin show", April 2, 2011	http://www.canadareise.n.at/blog/blog-usa	200
2011/04/05	Travel Industry Professional	Website of travel trade journal, Austria	Dolphin Tales at the Georgia Aquarium Atlanta	Press release "Georgia Aquarium opens dolphin show", April 2, 2011	http://www.tip-online.at/news/19648/n-eu-in-atlanta-delfinshow-im-aquarium/	300
2011/04/04	VUSA Germany	Website of German Visit USA Committee	Dolphin Tales at the Georgia Aquarium Atlanta	Press release "Georgia Aquarium opens dolphin show", April 2, 2011	http://www.vusa-germany.de/index.php/presse/237-neu-in-atlanta-delfinshow-im-aquarium	200
2011/04/02	BeLocal	Travel website	Dolphin Tales at the Georgia Aquarium Atlanta	Press release "Georgia Aquarium opens dolphin show", April 2, 2011	http://www.belocal.de/atlanta/sehenswertes/georgia_aquarium/seite_1_61744,2.242661.html	200
2011/04/01	Augsburger Allgemeine	Website of daily newspaper, Augsburg	Antebellum Trail Pilgrimage Athens Madison	dpa wire service run, April 1, 2011, based on our press release "Antebellum	http://www.augsburger-allgemeine.de/themenwelten/reise-urlaub/Abheben-oder-in-den-Keller-steigen-Neue-Reiseziele-	300

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
				Trail Pilgrimage", March 16, 2011	id14531666.html	
2011/04/01	Feierabend	Website for senior citizens	Antebellum Trail Pilgrimage Athens Madison	dpa wire service run, April 1, 2011, based on our press release "Antebellum Trail Pilgrimage", March 16, 2011	http://www.feierabend.de/article-dpa_article.htm: dpa_article_pk=287978&origin_channel_node_pk=26324	100
2011/04/01	Frankfurter Neue Presse	Website of daily newspaper, Frankfurt	Antebellum Trail Pilgrimage Athens Madison	dpa wire service run, April 1, 2011, based on our press release "Antebellum Trail Pilgrimage", March 16, 2011	http://www.fnp.de/fnp/ratgeber/reise/abheben-oder-in-den-keller-steigen-neue-reiseziele_rmn01.c.8811737.de.html	300
2011/04/01	Hellweger Anzeiger	Website of daily newspaper, Unna	Antebellum Trail Pilgrimage Athens Madison	dpa wire service run, April 1, 2011, based on our press release "Antebellum Trail Pilgrimage", March 16, 2011	http://www.hellwegeranzeiger.de/leben/Abheben-oder-in-den-Keller-steigen-Neue-Reiseziele;art15457,1238984	200
2011/04/01	Ibbenbuerener Volkszeitung	Website of daily newspaper, Ibbenbueren	Antebellum Trail Pilgrimage Athens Madison	dpa wire service run, April 1, 2011, based on our press release "Antebellum Trail Pilgrimage", March 16, 2011	http://www.ivz-online.de/journal/reise_und_urlaub/neues_aus_den_katalogen/1523296_Abheben_oder_in_den_Keller_steigen_Neue_Reiseziele.html	200
2011/04/01	KA News	Website of daily newspaper, Karlsruhe	Antebellum Trail Pilgrimage Athens Madison	dpa wire service run, April 1, 2011, based on our press release "Antebellum Trail Pilgrimage", March 16, 2011	http://www.ka-news.de/ratgeber/reise/neues_aus_der_reisewelt/Tourismus-Abheben-oder-in-den-Keller-steigen-Neue-Reiseziele;art2946.594024	200
2011/04/01	Lausitzer Rundschau	Website of daily newspaper, Cottbus	Antebellum Trail Pilgrimage Athens	dpa wire service run, April 1, 2011, based on our	http://www.lr-online.de/tipps-und-trends/reise_tourismus/Abheben-oder-in-den-	200

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
			Madison	press release "Antebellum Trail Pilgrimage", March 16, 2011	Keller-steigen-Neue-Reiseziele:art87316,3285928	
2011/04/01	Maerkische Allgemeine	Website of daily newspaper, Potsdam	Antebellum Trail Pilgrimage Athens Madison	dpa wire service run, April 1, 2011, based on our press release "Antebellum Trail Pilgrimage", March 16, 2011	http://www.maerkische-allgemeine.de/cms/beitrag/12051552/7250091/Abheben-oder-in-den-Keller-steigen-Neue-Reiseziele.html	200
2011/04/01	Main Netz	News website	Antebellum Trail Pilgrimage Athens Madison	dpa wire service run, April 1, 2011, based on our press release "Antebellum Trail Pilgrimage", March 16, 2011	http://www.main-netz.de/themen/urlaub-reise/urlaubreise/reise-tourismus/neues_aus_der_reisewelt/art15811,1591649	200
2011/04/01	Mainzer Rhein Zeitung	Website of daily newspaper, Mainz	Antebellum Trail Pilgrimage Athens Madison	dpa wire service run, April 1, 2011, based on our press release "Antebellum Trail Pilgrimage", March 16, 2011	http://www.mainzer-zeitung.de/mainz_artikel,-Abheben-oder-in-den-Keller-steigen-Neue-Reiseziele-aid,227611.html	200
2011/04/01	Muensteraner Volkszeitung	Website of daily newspaper, Muenster	Antebellum Trail Pilgrimage Athens Madison	dpa wire service run, April 1, 2011, based on our press release "Antebellum Trail Pilgrimage", March 16, 2011	http://www.mv-online.de/journal/reise_und_urlaub/neues_aus_den_katalogen/1523296_Abheben_oder_in_den_Keller_steigen_Neue_Reiseziele.html	300
2011/04/01	News	News website	Antebellum Trail Pilgrimage Athens Madison	dpa wire service run, April 1, 2011, based on our press release "Antebellum Trail Pilgrimage", March 16, 2011	http://www.news.de/reisen-und-leben/855152374/abheben-oder-in-den-keller-steigen-neue-reiseziele/1/	200
2011/04/01	Westdeutsche Zeitung	Website of daily	Antebellum Trail Pilgrimage	dpa wire service run,	http://www.wz-newsline.de/home/reise	300

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
		newspaper, Muenster	Athens Madison	April 1, 2011, based on our press release "Antebellum Trail Pilgrimage", March 16, 2011	/abheben-oder-in-den-keller-steigen-neue-reiseziele-1.620604	
2011/04/01	Volksstimme	Website of daily newspaper, Magdeburg	Antebellum Trail Pilgrimage Athens Madison	dpa wire service run, April 1, 2011, based on our press release "Antebellum Trail Pilgrimage", March 16, 2011	http://www.volksstimme.de/vsm/ratgeber/reise/aufgetischt_in.../?sid=7hu4gtphk7issrl9hbfdspthq6&em_cnt=1985546&sid=7hu4gtphk7issrl9hbfdspthq6	200
2011/04/01	Volksfreund	Website of daily newspaper, Trier	Antebellum Trail Pilgrimage Athens Madison	dpa wire service run, April 1, 2011, based on our press release "Antebellum Trail Pilgrimage", March 16, 2011	http://www.volksfreund.de/nachrichten/welt/mehrwert/reisen/tourismus/neues_aus_der_reisewelt/Neues_aus_der_reisewelt-Abheben-oder-in-den-Keller-steigen-Neue-Reiseziele;art162049,2734718	200
2011/04/01	Schwaebische Zeitung	Website of daily newspaper, Leutkirch	Antebellum Trail Pilgrimage Athens Madison	dpa wire service run, April 1, 2011, based on our press release "Antebellum Trail Pilgrimage", March 16, 2011	http://www.schwaebische.de/home_artikel,-Abheben-oder-in-den-Keller-steigen-Neue-Reiseziele-arid,5054198.html	300
2011/04/01	Saarbruecker Zeitung	Website of daily newspaper, Saarbruecken	Antebellum Trail Pilgrimage Athens Madison	dpa wire service run, April 1, 2011, based on our press release "Antebellum Trail Pilgrimage", March 16, 2011	http://www.saarbruecker-zeitung.de/themenwelten/reise/reise-news/Tourismus;art28396.3701748	200
2011/04/01	Ruhr Nachrichten	Website of daily newspaper, Dortmund	Antebellum Trail Pilgrimage Athens Madison	dpa wire service run, April 1, 2011, based on our press release "Antebellum Trail Pilgrimage", March 16, 2011	http://www.ruhrnachrichten.de/leben/reise/neues_aus_der_reisewelt/Abheben-oder-in-den-Keller-steigen-Neue-Reiseziele;art15457,1238984	200

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
2011/04/01	Rhein Zeitung	Website of daily newspaper, Koblenz	Antebellum Trail Pilgrimage Athens Madison	dpa wire service run, April 1, 2011, based on our press release "Antebellum Trail Pilgrimage", March 16, 2011	http://www.rhein-zeitung.de/themenwelten/reise+tourismus/neues-aus-der-reisewelt-artikel-abheben-oder-in-den-Keller-steigen-Neue-Reiseziele-arid.227611.html	200
2011/04/01	Reise und Urlaub	Travel website	Antebellum Trail Pilgrimage Athens Madison	dpa wire service run, April 1, 2011, based on our press release "Antebellum Trail Pilgrimage", March 16, 2011	http://www.bbv-net.de/journal/reise_und_urlaub/neues_aus_den_katalogen/1523296_Abheben_oder_in_den_Keller_steigen_Neue_Reiseziele.html	100
2011/03/29	Westfaelische Nachrichten	Website of daily newspaper, Muenster	Antebellum Trail Pilgrimage Athens Madison	dpa wire service run, April 1, 2011, based on our press release "Antebellum Trail Pilgrimage", March 16, 2011	http://www.westfaelische-nachrichten.de/journal/reise_und_urlaub/neues_aus_den_katalogen/1523296_Abheben_oder_in_den_Keller_steigen_Neue_Reiseziele.html	300
2011/03/29	Ostsee Zeitung	Website of daily newspaper, Rostock	Antebellum Trail Pilgrimage Athens Madison	dpa wire service run, April 1, 2011, based on our press release "Antebellum Trail Pilgrimage", March 16, 2011	http://www.ostsee-zeitung.de/greifswald/index/artikel_komplett.php?SID=c34c232f15e60db0e5f8b3cf14bb70a6&param=news&id=3083071	200
2011/03/29	Nordwest Zeitung	Website of daily newspaper, Oldenburg	Antebellum Trail Pilgrimage Athens Madison	dpa wire service run, April 1, 2011, based on our press release "Antebellum Trail Pilgrimage", March 16, 2011	http://www.nwzonline.de/Aktuelles/Reise/Artikel/475332/Abheben-oder-in-den-Keller-steigen-Neue-Reiseziele.html	200
2011/03/29	Cellesche Zeitung	Website of daily newspaper, Celle	Antebellum Trail Pilgrimage Athens Madison	dpa wire service run, April 1, 2011, based on our press release "Antebellum Trail Pilgrimage", March 16,	http://www.cellesche-zeitung.de/website.php/website/story/187340	200

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
				2011		
					Total	6100 Euro Fixing April 29 th , 2011: x 1.4858 US\$ 9060

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

Month	Theme	Link
May 2011	Tybee Island	http://www.georgiaonmymind.de/neu_mai11.php
April 2011	The Fernbank Museum of Natural History	http://www.georgiaonmymind.de/neu_apr11.php

C) CATALOGUE RESULTS

As on monthly documentation DVD sent to State offices