



Wolfgang Streitboerger, Tourism Representative Germany, Austria,
Switzerland

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A) ACTIVITIES

TYPE	DETAILS	FIELD
Monthly Activity Report	Provided monthly activity and results report, and media report for December 2010.	Internal Coordination
Monthly Financial Report	Provided monthly financial compilation for December 2010.	Internal Coordination
Monthly Documentation	Produced comprehensive documentation of media coverage and catalogue appearances for December 2010 on a DVD and delivered/shipped copies to state offices and others in Georgia.	Internal Coordination
Consumer Fulfillment	Fulfilled 220 consumer inquiries for brochures by sending a package with personalized letter.	Consumers
Consumer Assistance	Advised 3 travelers on the phone.	Consumers
Consumer Show	CMT, January 15 th to 23 rd , 2011, Stuttgart: Georgia, Louisiana, Memphis & Mississippi and Tennessee share a Deep South USA booth at the Visit USA pavilion at 2 consumer shows. This was the first of the two shows in this setting in the current season in which Georgia participates. Raphael Tenschert staffed the booth at this 9-day show for 6 days, starting on Jan. 17 th , after our Louisiana partners had staffed it the first two days. The Louisiana partners and we distributed 640 German Deep South USA brochures, 300 German Georgia brochures, 130 German Georgia flyers, 100 German Atlanta flyers, 50 "50 Fun Things to do in Atlanta", and 25 Georgia African American Heritage Guides. In addition we distributed flyers of several tour operators promoting destinations in Georgia: 70 by America Unlimited, 455 by CANUSA and 370 by TUI. Most important, we held many talks with consumers. We noted a newfound enthusiasm for southern destinations.	Consumers
Consumer Show	Reisen Hamburg, February 9 th to 14 th , 2011, preparations: Made arrangements for the Deep South USA booth.	Consumers
Consumer Show	Travel Expo, Luzern, Switzerland, January 6 th to 9 th , 2011: At that consumer show, a Swiss tour operator and a Swiss tourism promoter distributed our 150 German Georgia flyers free of charge.	Consumers
Consumer Event	Blues Festival Basel, Switzerland, April 12 th to 17 th , 2011: We continued making arrangements for our information table. Wolfgang Streitboerger delivered brochures on January 28 th while on his way to Zurich. See www.blues-festival-basel.ch/en/index.php for English-language information.	Consumers
Consumer Event	Elvis Evening, Bielefeld, January 14 th , 2011: The Bielefeld Jazz Club featured bands playing Elvis music. There was neither impersonating, nor Elvis jumpsuits, but simply great interpretations of his music. Achim	Consumers

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	Bokermann and Wolfgang Streitboerger attended. After the show, they distributed 30 each of the German Georgia flyers to other guests on their way out.	
Consumer Event	Elvis in Kulmbach, Kulmbach, January 21 st , 2011: This fan event featured the original TCB-Band. A tour operator ran an information table. Distributed 270 each of the German Deep South USA brochures featuring Georgia.	Consumers
Consumer Event	Swiss Country Music Festival "Albisguetli", Zurich, Jan. 28 th to March 18 th . 2011: Wolfgang Streutboerger delivered the brochures and attended the opening night of this 6-week festival. He saw that the German Georgia flyers were being properly displayed and distributed by a tour operator at their booth. We set this up with the tour operator in January. The cost is being shared by Memphis & Mississippi, the State of Georgia, the State of Tennessee, and the Grand Ole Opry.	Consumers
Consumer Event	Country Music Meeting, Berlin, Feb. 4 th to 6 th , 2011: Made further pre-arrangements for our presence with an information table staffed by us. The cost is being shared by Memphis & Mississippi, the State of Georgia, the State of Tennessee, and the Grand Ole Opry.	Consumers
Consumer Event	Consumer events and a media call in Austria January 19 th and 20 th , 2011: This was a project with the Austrian tour operator amerikareisen.at. On Jan. 19th, Wolfgang Streitboerger was a featured speaker at the large Thalia bookstore in Vienna. 120 guests attended his presentation on the Deep South. On Jan. 20th, he spoke about the South to app. 90 students and teachers at a highschool in Klosterneuberg. That evening, his third speaking engagement was to 70 clients of a local bank. The bank invited the guests, provided their large conference room and sponsored the catering for the event. Also on Jan. 20 th , Wolfgang Streitboerger visited the Austrian travel trade journal Travel Industry Professional (TIP) and the President of the Austrian Visit USA Committee, Werner Marschall, at the travel agency Verkehrsbuero Reisen in Vienna.	Consumers
Web Development	www.georgia-usa.de , www.georgiaonmymind.de , www.georgia-usa.ch , www.georgia-usa.at : 9634 unique visitors. This was the highest number ever.	Internet
Web Promotion	www.georgia-usa.de : Produced the Special of the Month feature for February 2011. The theme is: Georgia's Civil War Sesquicentennial. See www.georgia-usa.de/neu_feb11.php .	
Web Promotion	www.georgia-usa.de : Drew the raffle prize winner for the previous month out of 118 participants and sent the Georgia music CD prize. Produced the question for the upcoming month.	
Web Development	www.deep-south-usa.de : The site, which promotes AL, GA, LA, MS and TN, attracted 3567 unique visitors.	Internet
Web Development	www.deep-south-usa.de : Drew the raffle winner for the previous month out of 288 participants and sent the Southern Comfort prize. Produced the question for the upcoming month.	Internet
Tour Development, Product Analyses	Indianerreisen, Germany: They are a tour operator specializing in tours with a focus on native Americans. They published their 2011 catalogue. As in 2010, the catalogue includes a 16-day Fly & Drive "Southern Escape" from Atlanta to Miami with two overnights in Atlanta at W Atlanta Downtown and one in Savannah at Doubletree Historic	Trade

TYPE	DETAILS	FIELD
	Savannah Hotel and a stop at the New Echota Historic Site.	
Tour Development, Product Analyses	Fox-Tours, Germany: They published their print catalogue for Summer 2011. Continues a 13-day Fly & Drive "Suedstaatenromantik" with three unspecified overnights in Atlanta and one unspecified overnight in Savannah.	Trade
Tour Development, Product Analyses	<p>Knecht Reisen, Switzerland: They published their print catalogue for 2011 up to March 2012:</p> <p>Features a <u>new</u> 12-day Fly & Drive "Georgia on my mind" with two overnights in Savannah at Staybridge Suites or River Street Inn, two overnights on St. Simon Island at Village Inn or King and Prince Beach & Golf Resort, one overnight in Macon at Ramada Macon or Marriott MaconCity Center, two overnights in Athens at Candlewood Suites or Foundry Inn, one overnight in Dahlonega at Days Inn or Historic Smith House and three overnights in Atlanta at Comfort Inn Downtown or Intercontinental Buckhead. This is the first Georgia-only package with a major Swiss tour operator, which we developed with them.</p> <p>As in 2010, they continue a 18-day coach tour "Vom Times Square nach South Beach" from New York City to Miami with one overnight in Savannah at Inn at Ellis Square. They also continue an 18-day Fly & Drive "Hoehepunkte entlang der Ostkueste" from New York to Fort Lauderdale with one overnight in Savannah at La Quinta Inn or Hampton Inn. Furthermore, they continue a 19-day Fly & Drive "Suedstaaten-Romantik" of Southern states with one overnight in Atlanta at La Quinta Inn, one overnight in Macon at La Quinta Inn and one overnight in Savannah at La Quinta Inn Midtown. No longer present is the 11-day coach tour of the South "Gone with the Wind".</p> <p>They continue camper and motorcycle rentals from Atlanta. The catalogue also continues to feature one hotel in Atlanta, the Marriott Marquis. As in 2010, they feature one hotel in Savannah, The Staybridge Suites (replaces Mulberry Inn).</p>	Trade
Tour Development, Product Analyses	<p>CRD International GmbH, Germany: They published their print catalogue "CRD Highlights" for Summer 2011. Features a <u>new</u> 16-day Fly & Drive "Jazz, Blues und Romantik im alten Sueden" with two overnights in Atlanta at Days Inn Atlanta Downtown and one overnight in Savannah at Quality Inn Savannah Midtown.</p> <p>As in Summer 2010, they feature a 17-day Fly & Drive "Von New York in die Sonne Floridas" with one overnight in Savannah at La Quinta Inn & Suites.</p>	Trade
Tour Development, Product Analyses	CRD International GmbH, Germany: They published their "CRD Bahn" (train travel) print catalogue for Summer 2011. It continues the Amtrak tour "Atlantic Stars" from New York to Miami with two overnights in Savannah at Savannah Garden Inn or River Street Inn.	Trade
Tour Development, Product Analyses	<p>Hotelplan, Switzerland: They published the print catalogue for 2011 up to March 2012:</p> <p>They continue a 11-day coach tour "Gone with the Wind" of Southern states with two overnights in Atlanta at Midtown Atlanta (replaces Wyndham Garden Downtown) and one overnight in Savannah at Four Points Sheraton Historic District. They also continue a 16-day Fly & Drive "Atlantic Coast Explorer" from New York to Miami with one unspecified overnight in Savannah.</p> <p>Furthermore they continue camper rentals from Atlanta. They feature</p>	Trade

TYPE	DETAILS	FIELD
	<p>two hotels (one down) in Atlanta: Best Western Atlanta Airport East and Marriott Marquis. They dropped Hilton Atlanta. In Savannah they continue to feature the Inn at Ellis Square Days Inn.</p> <p>No longer present is the 15-day Fly & Drive "Southern Comfort" of Southern States with two unspecified overnights in Atlanta and one unspecified overnight in Savannah. Also motorcycle rentals from Atlanta are no longer available.</p>	
Tour Development, Product Analyses	<p>Kuoni Reisen, Switzerland, print catalogue: They published for for 2011 up to March 2012:</p> <p>Features a new 8-day motorcycle tour of Southern states with one unspecified overnight in Atlanta and one unspecified overnight in Savannah. As in 2009, they continue a 12-day coach tour "Suedstaaten" of Southern states with three unspecified overnights in Atlanta and one unspecified overnight in Savannah. The catalogue continues a 14-day Fly & Drive "Eastern Trails" from New York to Miami with one unspecified overnight in Savannah. Furthermore they feature a 15-day Fly & Drive "Southern Experience" of Southern States with one unspecified overnight in Atlanta and one unspecified overnight in Savannah.</p> <p>They continue camper and motorcycle rentals from Atlanta.</p> <p>As in 2009, they feature two hotels in Atlanta: Best Western Airport East and Marriott Marquis. In Savannah they continue to feature the Westin Savannah Harbor Golf Resort.</p>	Trade
Tour Development, Product Analyses	<p>Exit Reisen, Germany, online only: They feature a <u>new</u> 14-day beach holiday on Jekyll Island at Hampton Inn & Suites or Jekyll Island Club www.exit-reisen.de/reisen/Ostkueste/jekyll_island_strandurlaub.html.</p> <p>They continue a 14-day Fly & Drive "Suedstaaten Traeume" with one overnight in Savannah at Doubletree and two overnights in Atlanta at Sheraton www.exit-reisen.de/reisen/florida/florida_suedstaatentraeume.html.</p> <p>They also continue a 14-day Fly & Drive "Romantischer Suedosten" with three overnights in Atlanta at Hyatt Regency and one overnight in Savannah at Inn at Ellis Square www.exit-reisen.de/reisen/Ostkueste/romantischer_suedosten.html.</p> <p>They also continue a 17-day Fly & Drive "East meets South" with one overnight in Savannah at Doubletree www.exit-reisen.de/reisen/Ostkueste/romantischer_suedosten.html.</p> <p>They also continue a 14-day Fly & Drive "Southern Accents" with two overnights in Atlanta at Hyatt Regency and one overnight in Savannah at Inn at Ellis Square www.exit-reisen.de/reisen/Texas_Suedstaaten/Southern_accents.html.</p>	Trade
Industry Alert	Clarion Ocenfront Hotel to close: We analyzed what tour operator in Germany, Austria and Switzerland feature it and sent an alert to all of them.	Trade
Trade Show	ITB 2011, Berlin, March 9 th to 13 th , 2011: Continued coordinating work for the Deep South USA partnership booth.	Trade
Trade Show	Swiss VUSA travel agent show, Feb. 2 nd , Zurich: Made arrangements for our presence	Trade
Trade Show	Austrian VUSA travel agent show, Feb. 3 rd , Vienna: Made arrangements	Trade

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	for our presence.	
Trade Show	Travel South Showcase, Atlanta, Feb. 22 nd to 23 rd , 2011: Made arrangements for the German presence. Planned for a pre-show familiarization visit of Georgia by Wolfgang Streitboerger.	Trade
Trade Show	USTA International Pow Wow, May 22 nd to 25 th , 2011, San Francisco: Made arrangements for the German presence and engaged in work with the German selection committee.	Trade
Travel Agent Assistance	Supplied one travel agency in Heilbronn with 50 German Georgia brochures. We also sent 5 GA pens, 1 GA thermo bag and 1 GA travel alarm clock as prizes for a client event on Feb 5 th and 6 th , 2011.	Trade
Advertisement	Travel Industry Professional (TIP) Advertorial: We developed the content for appearance in a special issue for the VUSA travel agent show on February 3 rd (see above), and oversaw the production process.	Media
Group Media Visit	We we offered the opportunity of a group media visit to Atlanta by a major technology corpotation, a major telecom corporation and a major airline, for February. Engaged in planning work.	Media
Media Visit	Team of two freelancers for wire service and newspapers: Started planning a reporting visit of Georgia with pre-reporting on Savannah Music Festival in March of 2011.	Media
Media Visit	Radio producer of major network: Continued discussing a possible visit in May of 2011.	Media
Media Visit	Travel book writer: Is to update a very important tavel guidebook about the South, and in the process also plans to visit Georgia. We started pre planning.	Media
Media Networking	We were in contact with 16 other travel writers on several topics.	Media
Media Database	Updated 6 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

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
2011/01/30	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
2011/01/28	Travel One	Travel trade magazine	Announcement of Georgia travel show 100% Urlaub airing Feb. 2nd	Visit Karl Teuschl, April 2008	21000	300
2011/01/27	Travel Inside	USA sales supplement of travel trade magazine, Austria	Georgia Coast Savannah: Town squares, Tybee Island, Jekyll Island: Jekyll Island Club Hotel Sea Island: The Cloister St. Simons Island: Fort Frederica, Museum of Coastal History Little St. Simons Island Blackbeard Island National Wildlife Refuge Brunswick Darien Eulonia Fort King George Historic Site Ossabaw Island Valona	Constant work with the editors	10700	3900
2011/01/19	Klosterneuburger Nachrichten	Daily newspaper, Klosterneuburg, Austria	Announcement of the amerikareisen.at Deep South consumer event, Jan.20, 2011 Georgia Coast	amerikareisen.at presentation Jan. 20, 2011	2800	300
2011/01/17	Travel Industry Professional	Travel trade journal, Austria	Announcement of the Visit USA Seminar, Feb.3, 2011 in Vienna Georgia	Visit USA presentation, Feb.3, 2011	8500	300
2011/01/13	Traveller	Travel trade journal, Austria	Announcement for the Visit USA presentation, Feb.3, 2011 in Vienna	Visit USA presentation, Feb.3, 2011	7500	300

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
2011/01/01	Golf Fee Card Guide 2011-2012	Golf Travel Guide published by Mastercard	Braselton: Château Élan Winery&Resort Bainbridge: PinesGolf Course Hoschton: Reunion Golf Club Macon: Oakview Golf & Country Club McDonough: Cotton Field Golf Club Richmond Hill: Waterfront Landing Vidalia: Rocky Creek Golf Club Warner Robbins: The Landings Golf Club	Editorial contact + their own research (selection on entry by them)	62000	5200
2011/12/16 (not reported in December 2010 report)	Zeit Magazin	Weekly newspaper, nationwide	Hip Hop scene in Atlanta Club Fusion, Club Ritz, CNN, Lavish Lounge, Pool Palace, Studio 72,	Constant work with the editors	494000	117200
2010/09/25 (not reported in September 2010 report)	Voralberger Nachrichten	Daily newspaper, Voralberg, Austria	Savannah: Carriage rides, mansions, squares, Savannah River Boat Tour Sapelo Island: Gullah culture Tybee Island: Lighthouse	Visit Egmont Strigl, continuous work with the editor	63500	3100
2010/07/25 (not reported in July 2010 report)	Badische Neueste Nachrichten	Daily newspaper, Karlsruhe	Savannah: Carriage rides, mansions, squares, Savannah River Boat Tour Sapelo Island: Gullah culture Tybee Island: Lighthouse	Visit Egmont Strigl, continuous work with the editor	133700	15950
				Circulation:	820200	146850 Euro Fixing January 31, 2011: x 1.3669 US\$ 200,700

Radio Broadcasts

DATE	NETWORK	CATEGORY	THEMES	SOURCE	NUMBER OF LISTENERS	Ad Value
2011/01/10-15	Radio 21	Radio network, state of Lower Saxony with Hannover	One-week Atlanta promotion, with TUI Radio quiz, the price being a four	TUI and our work with TUI	100,000	20000

DATE	NETWOR K	CATEGORY	THEMES	SOURCE	NUMBER OF LISTENERS	Ad Value
			day trip to Atlanta Georgia Aquarium, Centennial Olympic Park, CNN, Philips Arena, Piedmont Park, Ritz Carlton, World of Coca Cola The attractions were promoted many times over the course of five days.			
				Total:	100	20000 Euro Fixing January 31, 2011: x 1.3669 US\$ 27,300

Online Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
2011/01/30	Radio 21	Website of radio network, state of Lower Saxony with Hannover	Winner of the radio quiz in Atlanta with a slide show: Der Biergarten, Georgia Aquarium, Hard Rock Cafe, Philips Arena, World of Coca Cola	TUI and our work with TUI	http://www.radio21.de/ cms/index.php?id=845	1000
					Total	2000 Euro Fixing January 31, 2011: x 1.3669 US\$ 1300

Paid Advertisements

DATE	TITLE	CATEGORY	THEMES	SOURCE OF \$\$\$	CIRCULATION
2010/12/13 (not reported in December 2010 report)	America Journal	Travel magazine, Germany	Savannah	Visit Savannah	38500
2010/12/01 (not reported in December 2010 report)	Meiers Welt	VIP magazine by major tour operator Meier's Weltreisen, Germany Note: This is extra to the paif	Georgia Special Athens: Music Clubs Atlanta: Martin Luther King Jr. National Historic Site, Stone Mountain	State of Georgia	7000

		page in the same issue	Plains: Jimmy Carter National Historic Site Savannah: Savannah Music Festival Antebellum Trail Chickamauga National Military Park Golden Isles Macon New Echota Cherokee Capital Historic Site Okefenokee Wildlife Refuge		
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Features “Special of the Month” on www.georgia-usa.de

Month	Theme	Link
February 2011	Georgia Civil War Sesquicentennial	http://www.georgiaonmymind.de/neu_feb11.php
January 2011	Jekyll Island Club Hotel	http://www.georgiaonmymind.de/neu_jan11.php

C) CATALOGUE RESULTS

As on monthly documentation DVD sent to State offices