



Wolfgang Streitboerger, Tourism Representative Germany, Austria,
Switzerland
Phone: 011-49-521-986-0425 Fax: 011-49-521-986-0411
Email: wstreitboerger@georgia.org

A) ACTIVITIES

TYPE	DETAILS	FIELD
Monthly Activity Report	Provided monthly activity and results report, and media report for May 2011.	Internal Coordination
Monthly Financial Report	Provided monthly financial compilation for May 2011.	Internal Coordination
Annual Financial	Made all necessary arrangements to close the Fiscal Year 2010/2011 budget.	Internal Coordination
Monthly Documentation	Produced comprehensive documentation of media coverage and catalogue appearances for May 2011 on a DVD and delivered/shipped copies to state offices and others in Georgia.	Internal Coordination
Visit USA Committee	On June 28 th , Wolfgang Streitboerger represented Georgia at the German Visit USA Committee membership meeting in Frankfurt.	Internal Coordination
Major Show	USTA International Pow Wow, May 22 nd to 25 th , 2011, San Francisco: Wolfgang Streitboerger finalized follow-up for the Visit USA Committee selection committee and on Georgia business.	Trade/Media
Sales Mission	Continued making arrangements for the Georgia Sales Mission to Germany and Switzerland July 10 th to 15 th , 2011	Trade/Media
Consumer Fulfillment	Fulfilled 101 consumer inquiries for brochures by sending a package with personalized letter. Final count for Fiscal Year 2010/2011: 1595. The target for the Fiscal Year was: 1000.	Consumers
Consumer Assistance	Advised 4 travelers on the phone.	Consumers
Consumer events	Supplied the organizer of events at several German Women's Soccer Championship venues with brochures. We sent 100 German Georgia flyers and 100 German Deep South USA brochures.	Consumers
Consumer events	Continued making-arrangements with an Austrian tour operator for Wolfgang Streitboerger to speak at a Vienna book store about Civil War tourism destinations in the Deep South USA states on Fourth of July, 2011.	Consumers
Web Development	www.georgia-usa.de , www.georgiaonmymind.de , www.georgia-usa.ch , www.georgia-usa.at : 6650 unique visitors.	Internet
Web Development	Adapted the site to the closure of Georgia Music Hall of Fame.	Internet
Web Promotion	www.georgia-usa.de : Produced the Special of the Month feature for July 2011. The theme is: Spanish Moss. See www.georgia-usa.de/neu_jul11.php .	Internet
Web Promotion	www.georgia-usa.de : Drew the raffle winner for the previous month out of 92 participants and sent the Georgia music CD prize. Produced the	Internet

TYPE	DETAILS	FIELD
	question for the upcoming month.	
Web Development	www.deep-south-usa.de : The site, which promotes AL, GA, LA, MS and TN, attracted 3138 unique visitors.	Internet
Web Development	www.deep-south-usa.de : Drew the raffle winner for the previous month out of 329 participants and sent the Southern Comfort prize. Produced the question for the upcoming month.	Internet
Tour Promotion	Dertour Stopover Program: On June 26 th , Dertour distributed a folder featuring Germany's first Atlanta stopover programs. The folder went to 500 travel agencies, who each received 100 copies. Each agency also received a promotional letter. The program features an Atlanta stop-over and another one covering most of Georgia. The stopovers also became available online. Consumers can choose from hotel options. Contributing partners were Atlanta CVB with MARTA, Delta Air Lines and GDEcD.	Trade
Destination Promotion	Dertour/Coca Cola: As part of the 125th anniversary of Coca-Cola, Dertour and Coca-Cola launched an online promotion featuring Georgia on their German Coke site. The promotion features Atlanta, Savannah and Newell Lodge. It includes 4 price trips for families of 4 persons to these locations. GDEcD contributed to purchasing hotel nights for the price trips. The promotion also includes a link to the German Georgia site www.georgia-usa.de . The promotion will be online until the end of July, 2011. See media listing below to view the two web pages.	Trade/Media/ Internet
Tour Operator Assistance	Supplied a tour operator in Kiel with our photo DVD.	Trade
Group Visit	Made pre-arrangements for members of the Austrian Visit USA Committee to visit Georgia in September of 2011.	Trade/Media
Media Assistance	Producer of travel sections for several newspapers and magazines: Sent them our photo DVD and a basic set of brochures for an upcoming story on Atlanta. We also offered them our assistance in case they need additional information.	Media
Media Assistance	Sonntag Aktuell: Sent them Athens images for a story written by a different writer. Their own reporter could not be on the Athens FAM in June 2010 due to passport issues. The other participant supplied his story free of charge thus saving us a significant circulation.	Media
Media Assistance	Daily newspaper: Sent them Atlanta Airport images for an upcoming story on airports. We also offered them our assistance in case they need additional information.	Media
Media Visit	Lifestyle magazines visit: The editor of two lifestyle magazines visited Georgia in May around Memorial Day Weekend and in early June 2011 to cover golfing. That visit also worked out very well, with a lot of detail work performed by Stefanie Paupeck.	Media
Media Networking	We were in contact with 42 other travel writers and producers.	Media
Media Database	Added 2 contacts and updated 4 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
2011/06/19	Sonntag Aktuell	Sunday supplement to 33 newspapers in south-western Germany	Athens & vicinity Athens: AthFest, Athens Music History Tour, City Hall, Farm 255, Hotel Indigo, Oconee Hill Cemetery, Railroad Trestle, Terrapin Brewery, The Grit, Weaver D's Dahlonaga: Black Stock Vineyards & Winery Antebellum Trail Macon Delta Air Lines Meier's Weltreisen	Group press FAM, June 2010, Thomas Klingebiel	880100	19450
2011/06/06	Touristik Aktuell	Travel trade magazine	Dolphin Tales at the Georgia Aquarium Atlanta	Dpa press release "Georgia Aquarium opens dolphin show", March 11, 2011, based on talk with Kevin Langston at ITB 2011.	30800	300

2011/06/01	Iwanowski's USA Sueden	Travel guidebook featuring the South	Atlanta: Alfredo's, Apex Museum, Atkins Park, Atlanta Preservation Center, Beverly Hills Inn, Blind Willie's, Botanical Garden, Buckhead Diner, Centennial Olympic Park, Center for Puppetry Arts, Churchill Grounds, CNN Center, Cyclorama, Dante's Down the Hatch, Dark Horse Saloon, DeKalb Farmers Market, Discover Mills Mall, Doubletree Hotel, Eddie's Attic, Embassy Suites, Fadó, Fox Theatre, Gaslight Inn, Georgia Aquarium, Georgian Terrace, Grey Line, Hartsfield Jackson Airport, Heritage Row, High Museum, History Center, Holiday Inn Downtown, Hyatt Regency, Inn at the Peachtrees, Jimmy Carter Library, J.W. Marriott, La Grotta Ristorante Italiano, Lenox Square, Little Five Points, Maggiano's Little Italy, Manuel's Tavern, Margaret Mitchell House, Marriot Marquis, MARTA, Martin Luther King Jr. Historic Site, Max Lager's Grill & Brewery, Michael C. Carlos Museum, Pal's Lounge, Ritz-Carlton, Peachtree Center, Rolling Bones BBQ, Underground Atlanta, Westin Peachtree Plaza, Woodruff Park, World of Coca-Cola, Quality Hotel, Ray's on the River, Sierra Suites Lenox North, Stone Mountain, Sun Dial Restaurant, Sweet Auburn Curb Market, The Abbey, The Bar, The Dining Room, The Shellmont, The Varsity	Work with the writer	5000	0
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			<p>Athens: 40 Watt Club, Best Western Colonial Inn, Globe, Harry Bisset's Bayou Grill, Holiday Inn, Rivendell B&B, The Colonels on Angel Oaks Farm, Weaver D's</p> <p>Brunswick: Best Western, Brunswick Manor, Brunswick Station, Hofwyl Broadfield Plantation, P.G. Archibald's</p> <p>Columbus: Coca-Cola Space Center, Columbus Museum, Garlic Clove, Houlihans, Magnolia Hall, Marriott, National Civil War Museum, Rothschild Pound House</p> <p>Cumberland Island: Dungeness, Greyfield Inn, Plum Orchard</p> <p>Dahlonega: Appalachian Outfitters, Blood Mountain Cabins, Consolidated Gold Mine, Dahlonega Gold Museum, Forrest Hills Mountain Resort, The Smith House</p> <p>Flovilla: Indian Springs State Park</p> <p>Folkston: Inn at Folkston, Quality Inn & Suites, Stephen C. Foster State Park, Suwannee Canal Recreation Area</p> <p>Helen: Colonial Pines Inn, Betty's Country Store, Hofbrau Riverfront Hotel, Quality Inn, Smith House</p>			
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			<p>Kennesaw: Southern Museum</p> <p>Lookout Mountain: Chanticleer Inn</p> <p>Macon: 1842 Inn, Cannonball House & Civil War Museum, Cherry Blossom Festival, Fincher's BBQ, Grand Opera House, Hay House, Jarrell Plantation, Ocmulgee National Monument, Rodeway Inn, Satterfield's, The Back Burner Restaurant, Tubman African American Museum</p> <p>Madison: Farmhouse Inn</p> <p>St. Mary's : The Spencer House Inn,</p> <p>Jekyll Island: Days Inn, Jekyll Inn Ocean Front Resort, Jekyll Island Club Hotel, Seajay's Waterfront Cafe, The Grand Dining Room</p> <p>Juliette: Whistle Stop Cafe</p> <p>Little St. Simon's Island: The Lodge & packages</p> <p>Milledgeville: Antebellum Inn, Comfort Suites, The Old Governor's Mansion</p> <p>Okefenokee Wildlife Refuge: Okefenokee Adventures</p> <p>Pine Mountain: Callaway Gardens, Days Inn, Franklin D. Roosevelt State Park, Pine Mountain Club Chalets, San Marcos Mexican Restaurant, Wild Animal Park</p> <p>Plains: Jimmy Carter National Historic Site, Plains Historic Inn, Windsor Hotel</p> <p>Richmond Hill Fort McAllister Historical Park</p>			
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			<p>Savannah: Andrew Low House, Bar Bar, Bayou Cafe & Blues Bar, City Market, Colonial Park Cemetery, DeSoto Hilton, Elisabeth on 37th, Factors Walk, History Museum, Fort Pulaski, Hyatt Regency, Isaiah Davenport House, Juliette Gordon Low Birthplace, Kehoe House, Kevin Barry's Irish Pub, King-Tisdell Cottage, Kroger Supermarket, Marshall House, Mrs. Wilkes Dining Room, Mulberry Inn, Olde Harbour Inn, Olde Pink House, Pirate's House, Ralph Mark Gilbert Civil Rights Museum, Railroad Museum, River Front, River Street Inn, Savannah B&B Inn, Savannah Int. Youth Hostel, Savannah Mall, Ships of the Sea Museum, Shrimp Factory, Telfair Museum of Art, Telfair's Owens Thomas House, The Gastonian, The Inn at Ellis Square, The Lady and Sons, Quality Inn, Vic's on the River, Vu Lounge, Wiley's Championship BBQ, Wormsloe Historic Site</p>			
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			<p>Sea Island: The Cloister</p> <p>St Simon's Island: Barbara Jean's, Bennie's Red Barn, Best Western Island Inn, CJ's Italian Restaurant, Fort Frederica, J. Mac's Island Restaurant, King & Prince Resort, Murphy's Tavern, Museum of Costal History, Rafter's Blues Bar, Sea Palms Golf&Tennis Resort</p> <p>Thomasville: Pebble Hill Plantation</p> <p>Tybee Island: DeSoto Beach Hotel, Doc's Bar, Howard Johnson Admiral's Inn, Hunter House Inn, Lighthouse, Sandcastle Inn</p> <p>Valdosta: The Cresent</p> <p>Warm Springs: Hotel Warm Springs, Little White House, Oscar's Steak and Seafood, Magnolia Hall, Pine Mountain Camp Ground</p> <p>Westville: Historic Village</p> <p>Antebellum Trail: Old Clinton, Watkinville</p> <p>Indian Springs State Park</p> <p>Americus</p> <p>Providence Canyon State Park</p> <p>Waycross</p>			
				Circulation:	915900	19750
						Euro Fixing June 30 th , 2011: x 1.4473 US\$ 28,500
No advertisements possible in publications marked zero.						

Radio Broadcasts

DATE	NETWORK	CATEGORY	THEMES	SOURCE	NUMBER OF LISTENERS	ADD VALUE
2011/06/05 11:30 am	Deutschland -radio	One of two channels of Germany's only nationwide radio network	Little St. Simons Island Hunting Lodge and overall experience	Visit Bettina Schmieding May 2010	1500000	0
No advertisements possible on networks marked zero. The real value is very high.						

Online Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
2011/06/20	Coke	Website by Coca-Cola in Germany	Raffle promotion "Georgia" for Coca-Cola's 125th birthday Atlanta: Hilton, World of Coca Cola Folkston: Newell Lodge Savannah Dertour Delta Air Lines	Promotion in which GDEcD participated through Dertour.	http://meincokebonus.de/MCB/Punkte_einloesen_gesamt.html?itemId=13789	20000
2011/06/20	Stuttgarter Nachrichten	Sunday supplement to 33 newspapers in south-western Germany	Athens & vicinity Athens: AthFest, Athens Music History Tour, City Hall, Farm 255, Hotel Indigo, Oconee Hill Cemetery, Railroad Trestle, Terrapin Brewery, The Grit, Weaver D's Dahlonoga: Black Stock Vineyards & Winery Antebellum Trail Macon Delta Air Lines Meier's Weltreisen	Group press fam, June 2010, Thomas Klingebiel	http://www.stuttgarter-nachrichten.de/inhalt.us-a-deftiger-rock.50daef53-2d1f-40e9-9d83-2352d5deaa4f.html	5000

2011/06/10	Reisefernsehen	Travel website	75th anniversary Gone With The Wind Atlanta: Ansley Park Playhouse, Atlanta Fulton Central Library, Atlanta History Center, Margaret Mitchell House	Press release "75th anniversary Gone With The Wind", May 30, 2011	http://www.reisefernsehen.com/amerika/reise-news-amerika/3434289ef70e6cf2e-usa-75-jahre-vom-winde-verweht-in-atlanta.php	200
2011/06/03	Fineartreisen	Travel website	75th anniversary Gone With The Wind Atlanta: Ansley Park Playhouse, Atlanta Fulton Central Library, Atlanta History Center, Margaret Mitchell House	Press release "75th anniversary Gone With The Wind", May 30, 2011	http://fineartreisen.de/html/20110603_29178.php	200
2011/06/01	Amerikareisen	Tour operator Amerikareisen.at website. Austria	75th anniversary Gone With The Wind Atlanta: Ansley Park Playhouse, Atlanta Fulton Central Library, Atlanta History Center, Margaret Mitchell House	Press release "75th anniversary Gone With The Wind", May 30, 2011	http://www.canadareisen.at/blog/blog-usa	200
					Total	25600 Euro Fixing June 30 th , 2011: x 1.4473 US\$ 37,000

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

Month	Theme	Link
July 2011	Spanish Moss	http://www.georgiaonmymind.de/neu_jul11.php
June 2011	75 th anniversary of Gone With The Wind	http://www.georgiaonmymind.de/neu_jun11.php

C) CATALOGUE RESULTS

As on monthly documentation DVD sent to State offices