



**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 February 2011.	Internal Coordination
Monthly Financial Report	Provided monthly financial compilation for February 2011.	Internal Coordination
Monthly Documentation	Produced comprehensive documentation of media coverage and catalogue appearances for February 2011 on a DVD and delivered/shipped copies to state offices and others in Georgia.	Internal Coordination
Major Show	ITB: Georgia was present at the World's largest tourism show, ITB Berlin from March 9 to 13, at a joint Deep South USA booth shared with Alabama, Mississippi and Tennessee. Kevin Langston, Joseph Walker of GDECD and Brandon Barnes of Atlanta CVB worked the booth. Wolfgang Streitboerger and Raphael Tenschert traveled to Berlin on March 8 to set up the booth. Raphael Tenschert stayed through the entire show. Wolfgang Streitboerger left on March 12. Sophie Streitboerger and Jessica Tarkowski helped distribute brochures on the general-public days, Saturday and Sunday, March 12 and 13. Several noteworthy ITB projects and results are listed in the categories below and marked as originating from the show with "ITB".	Consumers / Trade / Media
Major Show	ITB: Conducted 20 trade meetings at the booth with tour operators and airlines, and held many informal talks.	Trade
Major Show	ITB: Conducted 25 media meetings at the booth and at the press events below, and held many informal talks.	Media
Major Show	ITB: Deep South USA Media Breakfast, March 9, 2010: This was the fourth event in this format since we inaugurated it in 2008, again at the landmark Fernsehturm restaurant. Alabama, Georgia, Mississippi and Tennessee each had one journalist/producer presenting the respective state to the colleagues present. For Georgia, a German reporter talked about Dahlenega and Atnens. Kevin Langston, Joseph Walker, Brandon Barnes, Wolfgang Streitboerger and Raphael Tenschert represented Georgia. 18 journalists attended.	Media
Major Show	ITB: Deep South USA/USTA Media Breakfast, March 11, 2011: Georgia had bought a table, which was staffed by Kevin Langston and Wolfgang Streitboerger.	Media
Major Show	ITB: We distributed 450 German GA brochures, 200 German Georgia flyers, 720 German Deep South USA featuring Georgia, 450 German Atlanta Flyers, 510 "50 Fun Things to do in Atlanta" flyers, and 250 Atlanta Downtown & Midtown flyers and. Most of brochure distribution took place mostly on the consumer days on March 12 and 13, serving as a consumer show within ITB.	Consumers

TYPE	DETAILS	FIELD
Major Show	USTA International Pow Wow, May 22 nd to 25 th , 2011, San Francisco: Continued making arrangements for the German Georgia presence and engaged in continuous work with the German selection committee.	Trade
Sales Mission	Made pre-arrangements for a Georgia Sales Mission in 2011	Trade/Media
Festival Promotion	Swiss Country Music Festival, Zurich, January 28 to March 18, 2011: This is the longest country music festival in the world. For six weeks, it attracted 500 to 1000 people per night. A tour operator ran a sales and information booth in the concert hall every night of the festival. Georgia contributed a small fee to the booth cost, in exchange for our German brochures being distributed by them. Besides Georgia, other sponsors were Tennessee, Memphis & Mississippi and a country music entity from Nashville. Most of the 900 German Georgia brochures we shipped were distributed. The tour operator will use the remaining supplies. See January 2011 report for details.	Consumers
Consumer Fulfillment	Fulfilled 142 consumer inquiries for brochures by sending a package with personalized letter.	Consumers
Consumer Assistance	Advised 6 travelers on the phone.	Consumers
Web Development	www.georgia-usa.de , www.georgiaonmymind.de , www.georgia-usa.ch , www.georgia-usa.at : 7424 unique visitors.	Internet
Web Promotion	www.georgia-usa.de : Produced the Special of the Month feature for April 2011. The theme is: Fernbank Museum of Natural History. See www.georgia-usa.de/neu_apr11.php .	Internet
Web Promotion	www.georgia-usa.de : Drew the raffle winner for the previous month out of 109 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 3410 unique visitors.	Internet
Web Development	www.deep-south-usa.de : Drew the raffle winner for the previous month out of 304 participants and sent the Southern Comfort prize. Produced the question for the upcoming month.	Internet
Tour Operator Assistance	Supplied a major tour operator in Germany with photography of Atlanta and Savannah. The images are going to be used on a flyer promoting a Southern fly & drive tour, highlighting Georgia.	Trade
Tour Operator Assistance	Supplied a major tour operator in Germany with 100 Highway & Transportation Maps for clients to travel to Georgia.	Trade
Tour Operator Assistance	Supplied a specialized tour operator in Frankfurt with Highway & Transportation Map, Atlanta Tour Manual and Savannah Brochure.	Trade
Tour Operator Assistance	Supplied a specialized tour operator in Germany with 20 each of: Georgia German brochure, Highway & Transportation Map, German Atlanta brochure and Deep South USA German brochure.	Trade
Travel Agent Assistance	Supplied a travel agency in Stuttgart with 2 basic sets of brochures	Trade
Travel Agent Assistance	Supplied a travel agency in Rotenburg an der Fulda with 2 basic sets of brochures	Trade
Travel Agent Assistance	Supplied a travel agency in Kaiserslautern with basic set brochures	Trade

TYPE	DETAILS	FIELD
Travel Agent Assistance	Supplied a travel agency in Pforzheim with basic brochures and posters.	Trade
Travel Agent Assistance	Supplied a travel agency in Norderstedt with basic brochures.	Trade
Travel Agent Assistance	Supplied a travel agency in Loerrach with two sets of basic brochures.	Trade
Travel Agent Assistance	Supplied a travel agency in Norderstedt with basic brochures.	Trade
Travel Agent Assistance	Supplied a travel agency in Neuhaus with 25 German Georgia flyers, 25 German Atlanta brochures and 4 posters.	Trade
Travel Agent Assistance	Helped a travel account manager for a major airline in Frankfurt to plan her personal visit of Georgia to take place in April.	Trade
Travel Agent Assistance	A travel agent from near Berlin visited Savannah and reported back that he was very happy with what he experienced.	Trade
Press Release	Press Release: Issued a release on the „The Antebellum Trail Pilgrimage“ and distributed it to 492 media contacts in Germany, Austria and Switzerland on March 16, 2011.	Media
Media Visit	Team of two freelancers for wire service and newspapers: We continued planning a reporting visit of Georgia to take place in March of 2011. Met the writers at ITB, and they left for Georgia on the last day of the show. Their visit went very well.	Media
Media Visit	Radio producer of major network: Continued planning for a self-guided visit of Western Georgia to take place in May of 2011.	Media
Media Visit	Radio producer of Swiss country music network: Planned for a self-guided visit of Atlanta in April of 2011.	Media
Media Visit	Travel book writer: Continued planning for the Georgia leg of travel to update a very important travel guidebook about the South. The writer visited Savannah and reported back that he was very pleased.	Media
Media Networking	We were in contact with 3 other travel writers on several topics.	Media
Media Visit	Wolfgang Streitboerger visited the media department of a major airline in Frankfurt on March 23 rd .	Media
Media Database	Added 6 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.

News Wire Service Broadcasts

DATE	SERVICE	CATEGORY	THEMES	SOURCE	COVERAGE / NOTES
2011/03/11	Dpa/tmn	The feature and travel news services of dpa, Germany's equivalent of the Associated Press	Announcement of the "Dolphin Tales" show Atlanta: Georgia Aquarium	ITB meeting with Kevin Langston	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
2011/03/23	Aerzte Zeitung	Daily newspaper for physicians	Antebellum Trail Pilgrimage Macon: 1842 Inn Madison: Heritage Hall, Madison Oaks Milledgeville: Old Governor's Mansion	Press release "Antebellum Trail Pilgrimage", March 16, 2011	60000	1200
2011/03/20	OWL am Sonntag	Sunday newspaper, Bielefeld	Antebellum Trail Pilgrimage	Press release "Antebellum Trail Pilgrimage", March 16, 2011	295400	400
2011/03/19	Hanauer Anzeiger	Daily newspaper, Hanau	TUI's fly & drive of the South Atlanta Savannah	Press release e-Kolumbus, November 23, 2011, based on project we supported	17600	320
2011/03/19	Hamburger Morgenpost	Daily newspaper, Hamburg	Antebellum Trail Pilgrimage Macon: 1842 Inn, Cannonball House Madison: Heritage Hall Athens	Press release "Antebellum Trail Pilgrimage", March 16, 2011	126200	6390
				Circulation:	499200	8310 Euro Fixing March 31st, 2011: x 1.4204 US\$ 11,800

TV Broadcasts

DATE	NETWORK	THEMES	SOURCE	LENGTH	REACH	AD VALUE EURO
2011/03/07 3:15 pm Rerun of show aired 2011/03/04	n-tv News network, nationwide	Story on WIFI technology on Lufthansa flights Atlanta: Georgia Aquarium	Lufthansa FAM, February 2011, Anna Schubert	4'53" total 0'40' on Atlanta	All of Germany, Austria and Switzerland via cable, all of Europe via free direct satellite, worldwide via internet live stream	1560
2011/03/05 8:30 am Rerun of show aired 2011/03/04	n-tv News network, nationwide	Story on WIFI technology on Lufthansa flights Atlanta: Georgia Aquarium	Lufthansa FAM, February 2011, Anna Schubert	4'53" total 0'40' on Atlanta	All of Germany, Austria and Switzerland via cable, all of Europe via free direct satellite, worldwide via internet live stream	760
2011/03/04 6:30 pm	n-tv News network, nationwide	Story on WIFI technology on Lufthansa flights Atlanta: Georgia Aquarium	Lufthansa FAM, February 2011, Anna Schubert	4'53" total 0'40' on Atlanta	All of Germany, Austria and Switzerland via cable, all of Europe via free direct satellite, worldwide via internet live stream	2120
					Total	4440
						Euro Fixing March 31st, 2011: x 1.4204 US\$ 6,300

Online Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
2011/03/17	Fineartreisen	Travel website	Antebellum Trail Pilgrimage Macon: 1842 Inn, Cannonball House Madison: Heritage Hall Athens	Press release "Antebellum Trail Pilgrimage", March 16, 2011	http://fineartreisen.de/html/20110317_28334.php	500
2011/03/16	VUSA Germany	Website of German Visit USA Committee	Antebellum Trail Pilgrimage Macon: 1842 Inn, Cannonball House Madison: Heritage Hall Athens	Press release "Antebellum Trail Pilgrimage", March 16, 2011	http://www.vusa.travel/index.php/presse/221-suedstaatenvillen-oeffnen-ihre-tueren	500
2011/03/16	Magazin USA	Travel website	Antebellum Trail Pilgrimage	Press release "Antebellum	http://www.zeitgeistsa.de/2011/03/sudst	500

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
			Macon: 1842 Inn, Cannonball House Madison: Heritage Hall Athens	Trail Pilgrimage", March 16, 2011	aatenvillen-offnen-ihre-turen/#more-1655	
2011/03/16	Amerikareisen	Tour operator website,. Austria	Antebellum Trail Pilgrimage Macon: 1842 Inn, Cannonball House Madison: Heritage Hall Athens	Press release "Antebellum Trail Pilgrimage", March 16, 2011	http://www.canadareisen.at/blog/blog-usa/764-georgia-suedstaatenvillen-oeffnen-ihre-tueren	200
2011/03/16	BeLocal	Travel website	Antebellum Trail Pilgrimage Macon: 1842 Inn, Cannonball House Madison: Heritage Hall Athens	Press release "Antebellum Trail Pilgrimage", March 16, 2011	http://www.belocal.de/georgia/events/georgias_antebellum_trail_pilgrimage/seite_1_61742,17,252654.html	500
2011/03/11	Frankfurt Airport	Website of Frankfurt airport	Announcement of the "Dolphin Tales" show Atlanta: Georgia Aquarium	Dpa press release "Georgia Aquarium opens dolphin show", March 11, 2011	http://www.frankfurt-airport.de/content/frankfurt_airport/de/news/20110311-georgia_aquarium.html	1000
2011/03/01	Amerikareisen	Tour operator website,. Austria	Cherry Blossom Festival Macon: Central City Park, Georgia Music Hall of Fame, Hay House, New Fellowship Missionary Baptist Church Antebellum Trail	Our special of the month for March 2011	http://www.canadareisen.at/blog/blog-usa/751-georgia-kirschbluete-in-macon-das-cherry-blossom-festival	200
2011/01/10 (detected in March)	Amerikareisen	Tour operator website,. Austria	Georgia's Civil War history Atlanta: Cyclorama, Margaret Mitchell House, Stone Mountain Fort MacAllister Resaca Tunnel Hill	Our Special of the Month for February 2011	http://www.amerikareisen.at/blog/blog-usa/725-georgia-erinnert-an-den-buergerkrieg	200
2011/01/10 (detected in March)	Amerikareisen	Tour operator website,. Austria	Jekyll Island Club Hotel Jekyll Island: Credle's Adventures, Georgia Sea Turtle Center, Great Dunes Golf Course,	Our Special of the Month for January 2011	http://www.amerikareisen.at/blog/blog-usa/702-georgia-das-jekyll-island-club-hotel-urlaub-im-stil-der-alten-millionaere	200

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
			Indian Mound Course, Jekyll Island Club, Oleander Course, Pine Lakes Course Brunswick Cumberland Island Little St. Simons Island Savannah Sea Island			
2011/12/22 (detected in March)	Amerikareisen	Tour operator website,. Austria	Georgia Music Hall of Fame Macon: Georgia Music Hall of Fame	Our special of the month for November 2007	http://www.amerikareisen.at/blog/blog-usa/697-musiklegenden-in-der-georgia-music-hall-of-fame	200
2010/12/22 (detected in March)	Amerikareisen	Tour operator website,. Austria	High Museum of Art Atlanta: High Museum of Art	Our Special of the Month for November 2008	http://www.amerikareisen.at/blog/blog-usa/696-georgia-das-high-museum-of-art-kunst-auf-weltniveau	200
2010/12/01 (detected in March)	Amerikareisen	Tour operator website,. Austria	CNN votes the Cumberland Island National Seashore one of the most beautiful beaches in the US	Our online news story for October 2010	http://www.amerikareisen.at/blog/blog-usa/634-georgia-cumberland-island	200
2010/12/01 (detected in March)	Amerikareisen	Tour operator website,. Austria	Marietta Atlanta: Margaret Mitchell House Marietta: Archibald Howell House, Benson-Hardin-Mills House, Gone With the Wind Museum, Gordon-Padgett-Owens House, Marietta Conderate Cemetery, Marietta National Cemetery, McLellan-Apple-Bullington House, Millwood-Luxemburger-Kinney House, Reese-Romijn-Powell House	Our Special of the Month for December 2010	http://www.amerikareisen.at/blog/blog-usa/633-georgia-marietta-atlantas-huebsche-nachbarin	200
2010/12/01 (detected in March)	Amerikareisen	Tour operator website,. Austria	Columbus Columbus: Cannon Brew Pub, Coca Cola Science Space Center, Springer Opera	Our Special of the Month for November 2010	http://www.amerikareisen.at/blog/blog-usa/632-georgia-columbus-grosses-herz-aus-stahl	200

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
			House, Warm Springs: Little White House Andersonville National Historic Site			
2010/12/01 (detected in March)	Frankfurt Live	Lifestyle website	TUI's fly & drive of the South Atlanta Savannah	Press release by online travel agency e-Kolumbus, November 23, 2011, based on project we supported	http://www.frankfurt-live.com/front_content.php?idcat=185&idart=47421	1000
2010/11/23 (detected in March)	Reisenews Online	Travel website	TUI's fly & drive of the South Atlanta Savannah	Press release by online travel agency e-Kolumbus, November 23, 2011, based on project we supported	http://www.reisenews-online.de/2010/11/23/amerikas-suedstaaten-die-heimat-von-scarlett-o-hara/	500
2010/11/23 (detected in March)	Abenteuer und Reisen	Travel website	TUI's fly & drive of the South Atlanta Savannah	Press release by online travel agency e-Kolumbus, November 23, 2011, based on project we supported	http://www.abenteuer-reisen.de/node/32058	500
2010/11/23 (detected in March)	Open PR	Public relations website	TUI's fly & drive of the South Atlanta Savannah	Press release by online travel agency e-Kolumbus, November 23, 2011, based on project we supported	http://www.openpr.de/drucken/488513/Auf-den-Spuren-von-Scarlett-O-Hara-Zeitreise-in-die-Vergangenheit-und-Gegenwart-des-Grand-Old-South.html	500
2010/10/28 (detected in March)	Amerikareisen	Tour operator website, Austria	Halloween in Savannah Colonial Park Cemetery, Ghost Tours, Old Pink House	Our Special of the Month for October 2010	http://www.amerikareisen.at/blog/blog-usa/568-halloween-erwunschenes-savannah	200
					Total	7500
						Euro Fixing March 31st, 2011: x 1.4204 US\$ 10,600

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

Month	Theme	Link
April 2011	The Fernbank Museum of Natural History	http://www.georgiaonmymind.de/neu_apr11.php
March 2011	Cherry Blossom Festival 2011in Macon	http://www.georgiaonmymind.de/neu_mar11.php

C) CATALOGUE RESULTS

As on monthly documentation DVD sent to State offices