



A) ACTIVITIES

TYPE	DETAILS	FIELD
Monthly Activity Report	Provided monthly activity and results report, and media report for April 2011.	Internal Coordination
Monthly Financial Report	Provided monthly financial compilation for April 2011.	Internal Coordination
Monthly Documentation	Produced comprehensive documentation of media coverage and catalogue appearances for April 2011 on a DVD and hand-delivered delivered to state office and CVB colleagues at USTA International Pow Wow in San Francisco (see below).	Internal Coordination
Major Show	USTA International Pow Wow, May 22 nd to 25 th , 2011, San Francisco: Wolfgang Streitboerger finalized scheduling and travel planning and attended, working at the Georgia booth.	Trade
Sales Mission	Continued making arrangements for a Georgia Sales Mission to Germany and Switzerland July 10 th to 15 th , 2011	Trade/Media
Consumer Fulfillment	Fulfilled 85 consumer inquiries for brochures by sending a package with personalized letter. Count for Fiscal Year 2010/2011 one month prior to its conclusion: 1494. The target for the Fiscal Year was: 1000.	Consumers
Consumer Assistance	Advised 4 travelers on the phone.	Consumers
Consumer events	Continued making-arrangements with an Austrian tour operator to speak at a Vienna book store about Civil War tourism destinations on Fourth of July. Booked flights and hotel.	Consumers
Web Development	www.georgia-usa.de , www.georgiaonmymind.de , www.georgia-usa.ch , www.georgia-usa.at : 7336 unique visitors.	Internet
Web Promotion	www.georgia-usa.de : Produced the Special of the Month feature for June 2011. The theme is: 75 th anniversary of Gone With The Wind. See www.georgia-usa.de/neu_jun11.php .	Internet
Web Promotion	www.georgia-usa.de : Drew the raffle winner for the previous month out of 93 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 8445 unique visitors. The figure was unusually high because websites featuring raffles promoted the site.	Internet
Web Development	www.deep-south-usa.de : For the raffle "Southern Comfort", we counted app. 6500 participants, which is very high for the reason above. Besides those legitimate participants who went through the effort of entering manually on their own, we also counted another app. 5000 automated entries, which were generated by robots. We stopped this intrusion with	Internet

TYPE	DETAILS	FIELD
	an alteration in the programming.	
Web Development	www.deep-south-usa.de : Drew the raffle winner for the previous month and sent the Southern Comfort prize. Produced the question for the upcoming month.	Internet
Tour Promotion	Flyer promotion: With a major tour operator in Frankfurt, we finalized preparations for a flyer to promote a Southern fly & drive tour and Georgia.	Trade
Tour Promotion	Finalized work with a major tour operator in Frankfurt on a promotion with a consumer goods company.	Trade
Tour Promotion	Arranged for inclusion of the Georgia logo and address in the Winter 2011/2012 catalogue of a major tour operator based in Munich.	Trade
Tour Operator Assistance	Supplied a golf tour operator near Hamburg with a set of basic brochures.	Trade
Tour Operator Assistance	Supplied tour operator in Hamburg with brochures for clients to travel to Georgia.	Trade
Tour Operator Assistance	A Canusa sales staff member saw sites in Georgia on a FAM and reported her experiences with a blog on the Canusa website while traveling (see below). Reported back that everything worked out fine.	Trade
Press Release	Press Release: Issued a release on the 75 th anniversary of Gone With The Wind and distributed it to 448 media contacts on May 30 th , 2011.	Media
Media Visit	Radio producers of major network visit: The team visited North Georgia on the Memorial Day weekend. The visit was facilitated by the regional tourism industry, including free accommodations, in spite of very high demand for rooms on the holiday. The team reported back to us that the visit was very successful and will result in several stories	Media
Media Visit	Lifestyle magazines visit: Planned for the editor of two lifestyle magazines to visit Georgia in May around Memorial Weekend and 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	Online travel editor: Wolfgang Streitboerger visited him at his office in Bamberg on May 12 th .	Media
Media Networking	We were in contact with 27 other travel writers and producers, including USTA Pow Wow.	Media
Media Database	Added 2 contacts and updated 3 existing contacts. Deleted 1 contact.	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
2011/04/20 (newly detected)	Roadside Magazine	USA travel magazine	<p>The South: 27 pages exclusively about Georgia!</p> <p>Atlanta: Centennial Olympic Park, Hard Rock Cafe, Margaret Mitchell House, Underground Atlanta, Woodruff Park</p> <p>Dahlonega: Dahlonega Gold Museum, Picnic Cafe, Public Square</p> <p>Helen: Oktoberfest</p> <p>Lumpkin: Historic Westville</p> <p>Macon: Georgia Music Hall of Fame, H&H Restaurant, Ocmulgee National Monument, Otis Redding Statue</p> <p>Savannah: Bayou Cafe, Chart House, Riverfront, Tybee Island, Tybee Island Lighthouse</p> <p>Auraria</p> <p>Chattahoochee National Forest</p> <p>Okefenokee Wildlife Refuge</p> <p>Providence Canyon State Park</p> <p>Tallulah Falls</p>	April 2010 we supplied editor Dirk Boehm with brochures and provided detailed information on the phone. Based on this information, he then planned his visit in autumn of 2010 and traveled without our knowledge.	24000	75500
				Circulation:	24000	75500 Euro Fixing May 31 st , 2011: x 1.4404 US\$ 108,700

Online Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
2011/05/31	Gourmet Report	Culinary 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.gourmet-report.de/artikel/338398/75-Jahre-Vom-Winde-verweht-in-Atlanta.html	500
2011/05/31	VUSA Germany	Website of German Visit USA Committee	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.vusa-germany.de/index.php/presse/270-75-jahre-vom-winde-verweht-in-atlanta	200
2011/05/31	BeLocal	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.belocal.de/atlanta/events/75_jahre_vom_winde_verweht/seite_1,61744,17,254733.html	200
2011/05/30	Country Music News International	Special theme blog of country music 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://countrymusicnewsinternational.blogspot.com/2011/05/75-jahre-vom-winde-verweht-in-atlanta.html	100
2011/05/18	Canusa	Website of tour operator	Blog by Canusa sales employee written while traveling Georgia. Jekyll Island: Georgia Sea Turtle Center, Hampton Inn&Suites, Red Bug Motors St. Simons Island: Saltwater Cowboy	Arranged for the FAM and sent brochures and advised over the phone prior to the visit.	http://www.canusa.de/Canusa-Blog/alle-blogs-aus-nordamerika/familienaufreise-georgia-jekyll-island-und-die-anderen-golden-isles/	5000

2011/05/17	Canusa	Website of tour operator	Blog by Canusa sales employee written while traveling Georgia. Savannah: City Market, Fiddler's Crab House, Forsyth Park, Inn at Ellis Square, Old Town Trolley Tours, River Front, Savannah's Candy Kitchen	Arranged for the FAM and sent brochures and advised over the phone prior to the visit.	http://www.canusa.de/Canusa-Blog/alle-blogs-aus-nordamerika/usa-autorundreise-mit-der-familie-historic-savannah/	5000
2011/05/13	Canusa	Website of tour operator	Blog by Canusa sales employee written while traveling Georgia. ing the South Atlanta: Centennial Olympic Park, Hardrock Cafe, Stone Mountain Park, Westin Peachtree Plaza, Vittles, World of Coca-Cola	Arranged for the FAM and sent brochures and advised over the phone prior to the visit.	http://www.canusa.de/Canusa-Blog/alle-blogs-aus-nordamerika/familienautoreise-atlanta-the-big-a/	5000
2011/05/09	Canusa	Website of tour operator	Blog by Canusa sales employee written while traveling Georgia. Atlanta	Arranged for the FAM and sent brochures and advised over the phone prior to the visit.	http://www.canusa.de/Canusa-Blog/alle-blogs-aus-nordamerika/familienautoreise-georgia-tennessee-florida-1-2-3-los/#more-6073	5000
					Total	21000 Euro Fixing May 31 st , 2011: x 1.4404 US\$ 30,200

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

Month	Theme	Link
June 2011	75 th anniversary of Gone With The Wind	http://www.georgiaonmymind.de/neu_jun11.php
May 2011	Tybee Island	http://www.georgiaonmymind.de/neu_mai11.php

C) CATALOGUE RESULTS

As on monthly documentation DVD sent to State offices