

Georgia Tourism, Germany / Austria / Switzerland

FISCAL YEAR 2009-2010 (July 2009-June 2010)

UP TO OCTOBER 31, 2009

MEDIA WORK, RESULTS

News Wire Service Broadcasts

DATE	SERVICE	CATEGORY	THEMES	SOURCE	COVERAGE / NOTES

Print Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
2009/10/23	Schweizer Touristik	Travel trade journal, Switzerland	New Deep South USA brochure	Press Release "New Deep South USA brochure", October 12, 2009	7000	500
2009/10/10	TELE	TV guide, Switzerland	Haunted Savannah River Queen, Lafayette Square, Madison Square, Marshall House, Wright Square, Moon River Bar, River Front, Pink House, American Ghost Tours, Savannah Music Festival, Soho South Art Cafe, Bedford's Savannah, River Front Sweets	FAM Nathalie Chiavacci, July 2009	144600	42100
2009/10/09	Sueddeutsche Zeitung	Daily newspaper, nationwide, readership tours supplement	TUI readership tour through the South Atlanta: World of Coca Cola Savannah	Ongoing work with the editors and with TUI. Georgia Sales Mission 2009 visited TUI office	430100	6500

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
2009/10/01	Iwanowski's USA- Ostkueste	Travel Guidebook	<p>The East Coast, from Maine to Florida</p> <p>Atlanta: APEX, Artmore Hotel, Blind Willie's, Blue Ridge Grill, Blues Harbor, Busy Bee, Cafe 290, Centennial Olympic Museum, Children's Museum, CNN, Cobb Galleria, Comfort Inn Airport Central, Cyclorama, Days Inn, Fernbank Museum, Fox Theatre, Gaslight Inn, GA Aquarium, GA Dome, Havannah Club, High Museum, Hilton, Horseradish Grill, Hyatt Regency, Jimmy Carter Presidential Library & Museum, Jocks & Jill Grill, Mary Mac's, Mall at Lenox Square, Mall of GA, Margaret Mitchell House, Max Lager's Grill, Michael C. Carlos Museum, MLK Historic Site, Murphy's, Perimeter Mall, Phillips Arena, Rupert's, South City Kitchen, The Abbey, The Varsity, Turner Field, Virginia Highland B&B, Westin Peachtree Plaza Hotel, World of Coca Cola, Atlanta Zoo</p> <p>Savannah: Andrew Low House, Boar's Head, Bottom Line, Carriage Tours of Savannah, Crab Shack, Crystal Beer Parlor, Davenport House, DeSoto Hilton, Fairfield Inn, Fort Pulaski, Green-Meldrim House, Hamilton Turner Mansion, Hanna's East, History Museum, Lady and Sons, Moon River Brewery, Mrs. Wilkes, Olde Pink House, Owens- Thomas House, Pirate's House President's Quarters, Riverboat Cruises, River Street Inn, Ships of the Sea Museum, Telfair Mansion and Museum, Tybee Island, Uncle Bubba's, Wayne- Gordon House</p>	Work with the authors Dr. Margit Brinke, Dr. Peter Kraenzle	5000	0

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
			Brunswick: Georgia Pig, Royal Cafe, Spanky's Marshside Jekyll Island: Jekyll Island Club and Hotel, GA Sea Turtle Center Sea Island: The Cloister St. Simons: Fort Frederica Cumberland Island Waycross Antebellum Trail Athens: Colonels on Angel Oaks Farm, Grand Oaks Manor, Springhouse BBQ, The Varsity, Weaver D's, Wilson's Soul Food Eatonton: Uncle Remus Museum Macon: Cannonball House, Confederate Museum, GA Music Hall of Fame, GA Sports Hall of Fame, Harriet Tubman Museum, Hay House, Woodruff House Madison: Morgan Cultural Center, Steffen Thomas Museum Milledgeville: Andalusia Farm, Old Governor's Mansion, Old State Capitol Watkinsville: Eagle Tavern Marietta: Kennesaw Mountain National Battlefield Park Dahlonega Helen Okefenokee Plains Stone Mountain Park			
2009/09/12	Westfalen Blatt	Daily newspaper, Bielefeld	Reopening of the Jimmy Carter Library & Museum Atlanta: Jimmy Carter Library and Museum	Press release "Jimmy Carter Museum reopens", August 17, 2009	152400	1000

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
2009/09/05	Maerkische Oderzeitung	Daily newspaper, Frankfurt on the Oder river	Antebellum Trail, Feature Story Athens: University of Georgia, music clubs, Wuxtry, Double-Barreled Cannon, Waddel Brumby House, T.R.R. Cobb House Clinton: Old Clinton Eatonton Macon Madison: Heritage Hall, Kolb-Foster House Milledgeville: Old Capitol Building, Old Governor's Mansion Watkinsville	Dpa/gms news service, Christian Roewekamp FAM, May 2008	99900	18900
2009/08/29	Die Welt	Daily newspaper, nationwide	Southern Literary Trail: Atlanta: Margaret Mitchell House Columbus: Carson McCullers Center Milledgeville: Andalusia	Work with editors	294400	8400
2009/08/13	Speyerer Morgenpost	Daily newspaper, Speyer	Coca Cola in Atlanta Atlanta: World of Coca Cola, CNN Center, Georgia Aquarium, Lenox Square, Martin Luther King Jr. National Historic Site	Work with editors	6000	1500
2009/08/08	Rhein-Neckar Zeitung	Daily newspaper, Heidelberg	Georgia Coast: Golden Isles, Okefenokee Wildlife Refuge	Press release "Georgia's shrimp coast", July 29, 2009	121000	1700
2009/08/01	Western Mail	Country music magazine	Atlanta: Centennial Olympic Park, World of Coca Cola, Stone Mountain Park, The Westin Peachtree Plaza	Work with the editor Kai Ulatowski	16500	500

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
2009/08/01	ADAC Reisefuehrer USA- Suedstaaten	Travel book	<p>17 pages Georgia</p> <p>Atlanta: CVB, Atlanta History Center, Atlanta Int. Hostel, Atlantic Station, Centennial Park, CNN, Drury Inn Airport, Ebenezer Baptist Church, Fernbank, GA Aquarium, GA Railroad Freight Depot, State Capitol, Governor's Mansion, Hartsfield-Jackson, Highland Tap, High, Jimmy Carter Library & Museum, Margaret Mitchell House, Marriot Stone Mountain Inn, MARTA, MLK Jr. attractions, Mary Mac's, Memorial Hall, World of Coca Cola, Six Flags, Stone Mountain Park, Taurus, Underground, Varsity, Virginia Highland, Westin Peachtree Plaza</p> <p>Columbus: Columbus Museum, Riverwalk, Goetchius, Marriott, Civil War Naval Museum, Visitors Ctr.</p> <p>Golden Isles: Visitors Bureau, Fort Frederica, Frederica House, Golfing, Jekyll Historic District, Jekyll, St. Simons, Villas by the Sea</p> <p>Macon: Georgia Music Hall of Fame, Cannonball House, Hay House, CVB, Ocmulgee Monument</p> <p>Savannah: Factors Walk, Isaiah Davenport House, Foley House Inn, Mercury Lounge, Mrs. Wilkes, Owens-Thomas, Riverfront Plaza, River Street, Sav. History Museum, Sav. Hostel & Pension, Ships of the Sea Museum, Telfair, Visitors Center, William Scarborough House</p> <p>Callaway Gardens</p> <p>Providence Canyon State Park</p>	Work with the editors	10000	0

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
				Circulation:	0	81100 Euro Fixing Oct. 30. 2009: x 1.4804 US\$ 120,000
				No advertisements possible in travel guidebooks marked zero. The real value is very high.		

Radio Broadcasts

DATE	NETWORK	CATEGORY	THEMES	SOURCE	LISTENERS	Ad Value
2009/08/21 10:00 am	Country Radio Switzerland	Online Radio	Georgia Coast: Brunswick, Golden Isles, Okefenokee Wildlife Refuge, Savannah	Press release "Georgia's shrimp coast", July 29, 2009	20000	500
				Total:	20000	500 Euro Fixing Oct. 30. 2009: x 1.4804 US\$ 740

TV Broadcasts

DATE	NETWORK	THEMES	SOURCE	LENGTH	REACH	AD VALUE EURO
2009/08/12 11:55pm Repeat run of 2008/08/06 show	Kabel 1	Documentary „Ocean behind bulletproof glass” Atlanta: Georgia Aquarium, Centennial Olympic Park	Producer Kai Boecking contacted us in August 2007, requesting assistance for this project, as reported Sept. 2007. We handed the project over to Stefanie Paupeck for handling.	43'00"	All of Germany/Austria/Switzerland on the air and via cable, all of Europe via free analogue and digital satellites	234700
2009/08/06 11:05pm	Kabel 1	Documentary „Ocean behind bulletproof glass” Atlanta: Georgia Aquarium, Centennial Olympic Park	Producer Kai Boecking contacted us in August 2007, requesting assistance for this project, as reported Sept. 2007. We handed the project over to Stefanie Paupeck for handling.	43'00"	All of Germany/Austria/Switzerland on the air and via cable, all of Europe via free analogue and digital satellites	310600

DATE	NETWORK	THEMES	SOURCE	LENGTH	REACH	AD VALUE EURO
2009/08/02 12:00 noon Repeat run of 2008/08/09 show	NTV	Travel show "Der Reise Shop": Atlanta Savannah	Travel show "Der Reise Shop" produced by tour operator Berge & Meer to promote their Southern F&D "USA/Suedstaaten" . We contributed photography and information	4'30" total Georgia part: app 0'40"	All of Germany/Austria/ Switzerland on the air and via cable, all of Europe via free analogue and digital satellites	1800
2009/08/01 11:30 am Repeat run of 2008/08/09 show	NTV	Travel show "Der Reise Shop": Atlanta Savannah	Travel show "Der Reise Shop" produced by tour operator Berge & Meer to promote their Southern F&D "USA/Suedstaaten" . We contributed photography and information	4'30" total Georgia part: app 0'40"	All of Germany/Austria/ Switzerland on the air and via cable, all of Europe via free analogue and digital satellites	1800
					Total	548900 Euro Fixing Oct. 30. 2009: x 1.4804 US\$ 812,600
No advertisements possible on channels marked zero. The real value is very high						

Electronic Newsletters by E-Mail

DATE	TITLE	CATEGORY	THEMES	SOURCE	NO. RECIPIENTS
2009/10/13	Travel One Morning News	Morning newsletter of the leading travel trade journal Travel One	New Deep-South-USA brochure	Press Release "New Deep-South- USA brochure", October 12, 2009	14000
2009/07/15	FVW Newsline	Leading travel trade newsletter by travel trade journal fw	Georgia Sales Mission 2009 in Hamburg: Antebellum Trail: Athens, Macon Atlanta: Carter Center for Civil and Human Rights, Georgia Aquarium Folkston: Okefenokee Wildlife Refuge Golden Isles: Jekyll Island, Sea Island, St. Simons Island Reed Creek Park Savannah Civil War Sesquicentennial Warm Springs: Little White House	FVW at Georgia sales mission media dinner	12000
				Total:	12000

Online Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
2009/10/17	International Press Agency	Travel news agency site	New Deep-South-USA brochure	Press Release "New Deep-South-USA brochure", October 12, 2009	http://www.ipa-pressagency.com/pageID_8683793.html	500
2009/10/15	Blues News	Website of Germany's leading blues magazine	New Deep-South-USA brochure	Press Release "New Deep-South-USA brochure", October 12, 2009	http://www.bluesnews.de	500
2009/10/13	Reise-Fernsehen	Travel website	New Deep-South-USA brochure	Press Release "New Deep-South-USA brochure", October 12, 2009	http://www.reisefernsehen.com/amerika/reise-news-amerika/3434289ca40ca8d05-usa-neuer-reiseplaner-fuer-die-suedstaaten.php	500
2009/10/13	USA Reise	Travel website	New Deep-South-USA brochure	Press Release "New Deep-South-USA brochure", October 12, 2009	http://www.usa-reise.de/index.php?option=com_content&task=view&id=739&Itemid=45	1000
2009/10/13	Touristik Aktuell	Website of leading travel trade journal Touristik Aktuell, Germany	New Deep-South-USA brochure	Press Release "New Deep-South-USA brochure", October 12, 2009	http://www.touristik-aktuell.de/nachrichten/destinationen/news/datum/2009/10/13/neuer-reiseplaner-fuer-die-suedstaaten.html	1000
2009/10/13	Travel Industry Professional	Website of leading travel trade journal Travel Industry Professional, Austria	New Deep-South-USA brochure	Press Release "New Deep-South-USA brochure", October 12, 2009	http://www.tip-online.at/news/destination/reiseplaner-fuer-suedstaaten/	500
2009/10/12	Fine Art Reisen	Travel website	New Deep-South-USA brochure	Press Release "New Deep-South-USA brochure", October 12, 2009	http://fineartreisen.de/html/20091012_21715.php	500
2009/08/29	Die Welt	Daily newspaper, nationwide	Southern Literary Trail: Atlanta: Margaret Mitchell House Columbus: Carson McCullers Center Milledgeville: Andalusia	Work with editors	http://www.welt.de/die-welt/kultur/literatur/article4420778/Die-Haeuser-des-Suedens.html	1000
2009/08/24	Amerikareisen	Tour operator site, Austria	Reopening of the Jimmy Carter Library and Museum Atlanta: Jimmy Carter Library and Museum Plains: Jimmy Carter National Historic Site	Press release "Jimmy Carter Museum reopens", August 17, 2009	http://www.canadareisen.at/content/blogsection/730/	200

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
2009/08/19	Tourism Insider	Travel site, Germany	Reopening of the Jimmy Carter Library and Museum Atlanta: Jimmy Carter Library and Museum Plains: Jimmy Carter National Historic Site	Press release "Jimmy Carter Museum reopens", August 17, 2009	http://tourism-insider.com/reise-news/vor-barack-obama-regierte-jimmy/#post-3137	500
2009/08/18	Fine Art Reisen	Travel site, Germany	Reopening of the Jimmy Carter Library and Museum Atlanta: Jimmy Carter Library and Museum Plains: Jimmy Carter National Historic Site	Press release "Jimmy Carter Museum reopens", August 17, 2009	http://fineartreise.n.de/html/20090818_20830.php	500
2009/08/17	VUSA Germany	Website of German Visit USA Committee	Reopening of the Jimmy Carter Library and Museum Atlanta: Jimmy Carter Library and Museum Plains: Jimmy Carter National Historic Site	Press release "Jimmy Carter Museum reopens", August 17, 2009	http://www.vusa-germany.de/index.php?id=19&tx_ttnews[tt_news]=957&tx_ttnews[backPid]=6&cHash=00e5616932	500
2009/08/03	VUSA Germany	Website of German Visit USA Committee	Georgia Coast: Brunswick, Credle's Adventures, Golden Isles, Okefenokee Wildlife Refuge, Savannah	Press release "Georgia's shrimp coast", July 29, 2009	http://www.vusa-germany.de/index.php?id=19&tx_ttnews[tt_news]=940&tx_ttnews[backPid]=30&cHash=8db9a5eada	500
2009/08/01	Kabel 1	Website of TVstation	Description of the tv show on the Georgia Aquarium on August 6 and the rerun on August 12	Producer Kai Boecking contacted us in August 2007, requesting assistance for this project, as reported Sept. 2007. We handed the project over to Stefanie Paupeck for handling.	http://www.kabel eins.de/php-bin/functions/TV/Programm/index_popup.php?action=onDetail&id=11241231	500
2009/08/01	Kabel 1	Website of TV station	Announcement of tv show on the Georgia Aquarium on August 6 and the rerun on August 12	Producer Kai Boecking contacted us in August 2007, requesting assistance for this project, as reported Sept. 2007. We handed the project over to Stefanie Paupeck for handling.	http://www.kabel eins.de/doku_reportage/k1_doku/	500

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2009/08/01	Berge & Meer	Website of Travel show	Atlanta Savannah	"Der Reise Shop" produced by tour operator Berge & Meer to promote their Southern F&D "USA/Suedstaaten". We contributed photography and information	http://www.berge-meer.de/C1256BB00329F9C/vwContentByKey/W27SHEA6261NATHDE?Open&vp=180000&agn=180008	500
2009/07/31	Magazin USA	Travel site, Germany	Georgia Coast: Brunswick, Credle's Adventures, Golden Isles, Okefenokee Wildlife Refuge, Savannah	Press release "Georgia's shrimp coast", July 29, 2009	http://www.magazinusa.com/us/states/show.aspx?state=ga&doc=28&dsc=Georgia-Kueste	500
2009/07/31	Magazin USA	Travel site, Germany	Georgia Coast: Golden Isles, The Wild Georgia Shrimp Festival	Press release "Georgia's shrimp coast", July 29, 2009	http://www.zeitgeistusa.de/2009/07/jekyll-island-georgia-garnelen-shrimp-festival-im-september/	500
2009/07/29	Fine Art Reisen	Travel site, Germany	Georgia Coast: Brunswick, Credle's Adventures, Golden Isles, Okefenokee Wildlife Refuge, Savannah	Press release "Georgia's shrimp coast", July 29, 2009	http://www.fineartreisen.de/html/20090729_20516.php	500
2009/07/29	Gourmet Report	Culinary site, Germany	Georgia Coast: Brunswick, Credle's Adventures, Golden Isles, Okefenokee Wildlife Refuge, Savannah	Press release "Georgia's shrimp coast", July 29, 2009	http://www.gourmetreport.de/artikel/29810/Georgias-Kueste-der-suessen-Garnelen.html	500
2009/07/29	Amerikareisen	Tour operator site, Austria	Georgia Coast: Brunswick, Credle's Adventures, Golden Isles, Okefenokee Wildlife Refuge, Savannah	Press release "Georgia's shrimp coast", July 29, 2009	http://www.amerikareisen.at/content/blogsection/7/30/	500
2009/07/15	FVW	Travel trade journal site	Antebellum Trail: Athens, Macon Atlanta: Carter Center, Center for Civil and Human Rights, Georgia Aquarium Folkston: Okefenokee Wildlife Refuge Golden Isles: Jekyll Island, Sea Island, St. Simons Island Reed Creek Park Savannah Civil War Sesquicentennial Warm Springs: Little White House Ziplining at Banning Mills	Sales mission July 2009, Hamburg media dinner	http://www.fvw.de/index.cfm?objectid=7E1B2926-D865-CDBB-39CCA2375F1E6FC7	2000

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
						13700 Euro Fixing Oct. 30. 2009: x 1.4804 US\$ 20,200

Paid Advertisements

DATE	TITLE	CATEGORY	THEMES	SOURCE OF \$\$\$	CIRCULATION
2009/07/01	America Journal	Travel magazine, Germany	All of Georgia	GDECD	38500

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

Month	Theme	Link
November 2009	Stone Mountain	www.georgiaonmymind.de/neu_nov09.php
October 2009	Georgia Aquarium	www.georgiaonmymind.de/neu_okt09.php
September 2009	Peanuts-Related Attractions in Georgia	www.georgiaonmymind.de/neu_sep09.php
August 2009	Movie Locations in Georgia	www.georgiaonmymind.de/neu_aug09.php
July 2009	Callaway Gardens Stimulus Package	www.georgiaonmymind.de/neu_jul09.php