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A) ACTIVITIES

TYPE	DETAILS	FIELD
Monthly Activity Report	Provided monthly activity and results report, and media report for November 2009.	Internal Coordination
Monthly Financial Report	Provided monthly financial compilation for November 2009.	Internal Coordination
Monthly Documentation	Produced comprehensive documentation of media coverage and catalogue appearances for November 2009 on a DVD and shipped copies to Kevin Langston, David Nicholson, Brandon Barnes, Carey Ferrara and Amy Clark.	Internal Coordination
Web Development	www.deep-south-usa.de : The site, which promotes AL, GA, LA, MS and TN, attracted 3328 unique visitors and produced 66,041 hits.	Internet
Web Development	www.georgia-usa.de : The site attracted 5466 unique visitors. We counted 15,751 page views and 63,664 hits.	Internet
Web Development	www.georgia-usa.de : We added a news story about the opening of the Rental Car Center at Atlanta Hartsfield-Jackson International Airport, http://www.georgia-usa.de/news_mietwagenzentrumatl.php	Internet
Web Development	www.georgia-usa.de : We continued adding and replacing parts of the existing photography on the site with images Wolfgang Streitboerger and Raphael Tenschert took during their October 2009 visits.	Internet
Web Development	www.georgia-usa.de : We updated presentations of Madison, the Savannah Music Festival and the High Museum of Art.	Internet
Web Promotion	www.georgia-usa.de : Produced the Special of the Month feature for January 2010. The featured theme is: Steffen Thomas Museum in Buckhead/Madison. See www.georgia-usa.de/neu_jan10.php .	Internet
Web Promotion	www.georgia-usa.de/gewinnen.php : For the online raffle, we drew the winner for November 2009 and sent the Georgia music CD prize for November. Produced the question of the month for January 2010, featuring the Steffen Thomas Museum.	Internet
Web Promotion	www.deep-south-usa.de : For the online raffle, we drew the winner for November 2009 and sent the Southern Comfort prize for November. Produced the question of January 2010, this time featuring Alabama.	Internet
Consumer Show	Stuttgart, Hamburg and Munich 2010: Engaged in planning work.	Consumers
Consumer Shows	ITB 2010, Planning: Continued planning for the 2010 Berlin show, which also includes two consumer days.	Consumers
Consumer Fulfillment	Fulfilled 100 consumer inquiries for brochures by sending a package with personalized letter. The total number for Fiscal Year 2009/2010 so far is 674.	Consumers

TYPE	DETAILS	FIELD
Consumer Assistance	Advised 13 travelers on the phone	Consumers
Consumer Events	Albisguetli Swiss Country Music Festival, Zurich/Berlin Country Music Show, Jan. 29 to March 21, 2010: We made travel arrangements for Wolfgang Steitboerger to deliver brochures and attend the opening in Zurich, and for Achim Bokermann to staff the Berlin show.	Consumers
Trade Show Planning	VUSA Switzerland Seminar: Continued making preparations for Georgia's participation in this travel agent event scheduled for Feb. 3, 2010 in Zurich, Switzerland. Georgia will share in a booth with Mississippi and Tennessee.	Trade
Trade Show Planning	ITB 2010: Continued making arrangements for ITB 2010 in Berlin, scheduled March 10-14, 2010. Sent the formal registration and managed Georgia's show directory listing. Georgia will share in a booth with Alabama, Mississippi and Tennessee.	Trade
Seasonal Greetings	On December 23, we sent seasonal greetings by E-mail to 97 tour operator contacts and 896 travel agents. The mail featured a seasonal photograph of illuminated Rock City Gardens. The mailing also helped us at identifying faulty E-mail addresses, which are a natural result of high fluctuations of personnel in many travel agencies.	Trade
Tour Development	Ikarus Tours, Germany: They published their print catalogue for coach tours in 2010 covering the Americas from Argentine to Alaska. They continue a 13-day Fly & Drive "Der legendaere Sueden" of the Deep South with two overnights in Atlanta at Midtown Hotel and one overnight in Savannah at Hilton Garden Inn.	Trade
Tour Development	Aeroplan, Germany: They published their print catalogue for Summer 2010 up to March 2011. Features a new Fly & Drive tour of the South. This 15-day tour from and to Atlanta includes two overnights in Atlanta at Midtown Hotel and one overnight in Savannah at Inn at Ellis Square. As in Summer 2009, the catalogue features three hotels in Atlanta: Baymont Inn North, Super 8 Hotel and Hilton Atlanta. In Savannah, they feature two hotels: Days Inn and Comfort Inn & Suites. Furthermore they continue camper and motorcycle rentals from Atlanta. Online they offer further hotels in Georgia.	Trade
Tour Development	AAR Reisen, Germany, Summer 2010, online only: As in the Summer 2009 portfolio, they feature a 13-day Fly & Drive "Georgia – Die Perle der Suedstaaten" of Georgia only. This unique tour from and to Savannah includes two overnights in Savannah at River Street Inn, two overnights on St. Simons Island at King and Prince Beach & Golf Resort, two overnights in Athens at Foundry Inn, one overnight in Dahlenega at Holiday Inn Express, two overnights in Atlanta at Westin Peachtree Plaza and one overnight in Macon at 1842 Inn: http://aartravel.com/reiseverlauf/mietwagentour_georgia_-_die_perle_der_sudstaaten.html . In Summer 2009, they offered the same itinerary as a coach tour, but not in 2010 as of yet. Further they feature a 13-day Fly & Drive "Suedstaaten der USA" of the South with three unspecified overnights in Macon: http://aartravel.com/einzelreisen/sudstaaten_der_usa/sudstaaten_der_usa.html . Furthermore they continue a 13-day Fly & Drive "Highlights im Suedosten" of the South with one unspecified overnight in Atlanta and three unspecified overnights in Macon: http://aartravel.com/reiseverlauf/highlights_im_sudosten.html .	Trade
Tour Development	Ahorn Reisen, Steffen Czerwinski, Germany: We sent them posters of	Trade

TYPE	DETAILS	FIELD
	Georgia for a window display of an unnamed travel agency in Karlsruhe, who started to also sell their tours directly to consumers. They are a tour operator who sell coach tours to local coach travel companies in Germany to include in their local catalogues for a more interesting.	
Tour Development	TUI, Germany: We discussed possible joint promotions in 2010.	Trade
Tour Development	FTI, Germany: We engaged in planning for a travel agent training to take place in March of 2010. Contracted the restaurant and a band.	Trade
Travel Agent	Tauchen & Reisen, Reinhard Kriz, Ingolstadt: Sent information of Atlanta for clients to Atlanta.	Trade
Travel Agent	Neukauf Reisen, Tanja Schneider, Balingen: Sent a basic set of GA brochures and German Deep South USA brochure.	Trade
Press Release	On December 8, we issued a press release about the opening of the Rental Car Center at Atlanta Hartsfield Jackson International Airport. The release went to 433 media contacts in Germany, Austria and Switzerland. It can be viewed at www.georgia-usa.de/presstexte/atlrentalcarcenter.doc .	Media
Newsletter copy	VISIT USA Newsletter: Produced an advance story prior to the press release about the opening of the Rental Car Center at Atlanta Hartsfield Jackson International Airport, to meet their deadline.	Media
Media FAM	Developed the concept for a possible group media FAM in 2010 and reached out to potential industry partners.	Media
Media FAM	Freelance writer, Hamburg, projected visit: He called to inquire about a possible visit to Georgia to report for several newspapers, which he contributes to as a freelancer. Brainstormed ideas, and he will get back to us once he has a clear idea of what he wants to cover, and when he would like to travel.	Media
Media FAM	America Journal: We continued making arrangements with the editor Julia Latka, writer Marion Frahm and photographer Michael Lindner for reporting in Spring of 2010. We worked on a basic itinerary to cover several states, and we booked the flights.	Media
Media FAM	Mitteldeutsche Zeitung, Margit Boeck: We further discussed her possibly reporting on Savannah in 2010 in conjunction with the projected city partnership between Savannah and that newspaper's home city of Magdeburg.	Media
Media FAM follow-up	NDR radio. Knut Benzner: He was in Georgia in 2009. Wolfgang Streitboerger met with him in Hamburg and discussed possible new projects.	Media
Media Assistance	Tele, Natalie Chiavacci: Helped with producing the second story from her July 2009 visit, this time on the Antebellum and Gone with the Wind theme. We assisted by providing information (see "Results", below).	Media
Media Assistance	Welt am Sonntag: We supplied this nationwide Sunday newspaper with photography for a feature story about Savannah (see below).	
Media Assistance	WDR radio: Helped the host of a show on Savannah to be aired in January. Sent information material.	Media
Media Database	We added 4 new contacts and updated 5 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
2009/12/15	Dpa/tmn	The feature and travel news services of dpa, Germany's equivalent of the Associated Press	Hartsfield-Jackson Rental Car Center opened Atlanta: Hartsfield Jackson International Airport	Press Release "Hartsfield-Jackson Rental Car Center", December 8, 2009	Owned by the newspapers. Articles syndicated to most media in Germany and redistributed to partner services in Austria and Switzerland. Some stories translated into English and Spanish and printed all over the world. Based on our press release from December 8, 2009

Print Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
2009/12/24	Die Welt	Daily newspaper, nationwide	Savannah & Charleston Savannah: Savannah Music Festival, River Front, Ghost Tours with a funeral vehicle, architecture Continental, Delta, US Airways Thomas Cook Reisen	Hans Schloemer, Jennifer Johnston, Savannah visit, Feb. 2008	294400	18300
2009/12/12	TELE	TV guide magazine, Switzerland	Travel feature on Georgia "Gone With The Wind" Atlanta: Margaret Mitchell Museum, Westin Peachtree Plaza Antebellum Trail Athens: The Varsity Macon: 1842 Inn Madison: Heritage Hall Marietta: Gone With The Wind Museum Delta Air Lines	FAM Nathalie Chiavacci, July 2009	144600	36900
				Circulation:	439000	55200 Euro Fixing Dec. 31. 2009: x 1.4399 US\$ 79,500

TV Broadcasts

DATE	NETWORK	THEMES	SOURCE	LENGTH	REACH	AD VALUE EURO
2009/12/09 7:00 pm	Arte, the network on culture covering all of Germany and all of France, broadcasted in German and French at the same time	Travel on AMTRAK Atlanta TV portrait of Mr. Armond Morris, the chairman on the Georgia Peanut Commission Board of Directors, and his home region Ocilla: Morehead's Country Store	Producer Dr. Rita Knobel-Ulrich visiting Georgia. We were in touch with her in the past, but were not involved in this production	45'00" Georgia part: 8'00"	All of Germany, France, Switzerland and Austria via cable, all of Europe via free analogue and digital satellites.	0
					Total	0
No advertisements possible on network marked zero. The real value is very high.						

Radio Broadcasts

DATE	NETWORK	CATEGORY	THEMES	SOURCE	NUMBER OF LISTENERS	Ad Value
2009/12/06 12:47 pm	Deutschlandradio	Sunday morning radio travel show, nationwide	The General Atlanta Kennesaw: Library, Southern Museum of Civil War & Locomotive History	FAM Rita and Rudi Schneider June 2008	1500000	0
				Total:	1500000	0
						Euro Fixing Dec. 31. 2009: x 1.4399 US\$ 0
No advertisements possible on networks marked zero. The real value is very high.						

Electronic Newsletters by E-Mail

DATE	TITLE	CATEGORY	THEMES	SOURCE	NO. RECIPIENTS
2009/12/22	Visit USA Committee Winter 2009	Sent twice a year by E-mail to travel agents and tour operators	Hartsfield-Jackson Rental Car Center opened Atlanta: Hartsfield Jackson International Airport, Georgia International Convention Center	Work with the editors, article with pictures suggested, written and supplied by us.	27000
Total:					27000

Online Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
2009/12/18	KA-News	Website of daily newspaper, Karlsruhe	Hartsfield-Jackson Rental Car Center opened Atlanta: Hartsfield Jackson International Airport	Press Release "Hartsfield-Jackson Rental Car Center", December 8, 2009	http://www.ka-news.de/ /tools/pdfpage.html?arid=322397	1000
2009/12/18	Saarbruecker Zeitung	Website of daily newspaper, Saarbruecken	Hartsfield-Jackson Rental Car Center opened Atlanta: Hartsfield Jackson International Airport	Press Release "Hartsfield-Jackson Rental Car Center", December 8, 2009	http://www.saarbruecker-zeitung.de/themenwelt/en/reise/reise-news/Tourismus:art28396,3137180	1000
2009/12/18	Maerkische Allgemeine	Website of daily newspaper, Potsdam	Hartsfield-Jackson Rental Car Center opened Atlanta: Hartsfield Jackson International Airport	Press Release "Hartsfield-Jackson Rental Car Center", December 8, 2009	http://www.maerkische-allgemeine.de/cms/beitrag/11686439/7250091/Urlauber-in-Bewegung-Winter-Raeder-und-neue-Bergbahnen.html	1000
2009/12/15	Rhein-Main Zeitung	Website of daily newspaper, Frankfurt	Hartsfield-Jackson Rental Car Center opened Atlanta: Hartsfield Jackson International Airport	Press Release "Hartsfield-Jackson Rental Car Center", December 8, 2009	http://www.rhein-main.net/sixcms/detail.php/mn01.c.7020397.de	1000
2009/12/14	Travel Inside	Website of travel trade journal, Switzerland	Hartsfield-Jackson Rental Car Center opened Atlanta: Hartsfield Jackson International Airport, Georgia International Convention Center	Press Release "Hartsfield-Jackson Rental Car Center", December 8, 2009	http://www.travelinside.ch/travelinside/de/search/index.php?we_objektID=12678&pid=0	1000
2009/12/10	Nordwest	Website of	Hartsfield-Jackson	Press Release	http://www.nwzonline.d	1000

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
	Zeitung	daily newspaper, Oldenburg	Rental Car Center opened Atlanta: Hartsfield Jackson International Airport	"Hartsfield-Jackson Rental Car Center", December 8, 2009	e/index_aktuelles_ticker_article.php?id=314610	
2009/12/10	Mietwagen-Auskunft	Rental car website	Hartsfield-Jackson Rental Car Center opened Atlanta: Hartsfield Jackson International Airport	Press Release "Hartsfield-Jackson Rental Car Center", December 8, 2009	http://www.mietwagenauskunft.de/blog/beitrag/2834	500
2009/12/09	FineArtReisen	Travel website	Hartsfield-Jackson Rental Car Center opened Atlanta: Hartsfield Jackson International Airport, Georgia International Convention Center	Press Release "Hartsfield-Jackson Rental Car Center", December 8, 2009	http://fineartreisen.de/html/20091209_22611.php	500
2009/12/09	Magazin USA	Travel website	Hartsfield-Jackson Rental Car Center opened Atlanta: Hartsfield Jackson International Airport, Georgia International Convention Center	Press Release "Hartsfield-Jackson Rental Car Center", December 8, 2009	http://www.magazinusa.com/us/cityguide/show.aspx?state=ga&unit=atlanta&doc=100.002&desc=Mietwagenzentrum-Atlanta-Flughafen	500
2009/12/09	Der Mobilitaets Manager	Travel website	Hartsfield-Jackson Rental Car Center opened Atlanta: Hartsfield Jackson International Airport, Georgia International Convention Center	Press Release "Hartsfield-Jackson Rental Car Center", December 8, 2009	http://dmm.travel/news/artikel/lesen/2009/12/neues-mietwagenzentrum-am-airport-von-atlanta-25850/	500
2009/12/08	Amerikareisen	Tour operator site, Austria	Hartsfield-Jackson Rental Car Center opened Atlanta: Hartsfield Jackson International Airport, Georgia International Convention Center	Press Release "Hartsfield-Jackson Rental Car Center", December 8, 2009	http://www.canadareisen.at/amerika-ticker/32-usa/319-bequem-und-schnell-zum-mietwagen-am-grossflughafen-atlanta	500
						8500 Euro Fixing Dec. 31. 2009: x 1.4399 US\$ 12,200

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

Month	Theme	Link
January 2010	Steffen Thomas Museum in Buckhead, Madison	www.georgiaonmymind.de/neu_jan10.php
December 2009	Peach Drop in Atlanta	www.georgiaonmymind.de/neu_dez09.php

C) CATALOGUE RESULTS

As on monthly documentation DVD sent to State offices