



**Georgia Dept of Economic Development
Germany / Austria / Switzerland
November 2009 Report**

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Switzerland**

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A) ACTIVITIES

TYPE	DETAILS	FIELD
Monthly Activity Report	Provided monthly activity and results report, and media report for October 2009.	Internal Coordination
Monthly Financial Report	Provided monthly financial compilation for October 2009.	Internal Coordination
Monthly Documentation	Produced comprehensive documentation of media coverage and catalogue appearances for October 2009 on a DVD and shipped copies to Kevin Langston, David Nicholson, Brandon Barnes, Carey Ferrara and Amy Clark.	Internal Coordination
Planning	Further revised planning for Fiscal Year 2009/2010 to accommodate for uncertainties on the side of some of our Deep South USA marketing partners. These uncertainties did not affect the activities planned for November 2009. Further negotiated upcoming promotions with several tour operators.	Internal Coordination
Trade Association	USTA Pow Wow Selection Committee: On Nov. 13, Wolfgang attended the first session as a newly-appointed member of the German Visit USA Committee selection committee in Frankfurt. The panel decides what delegates from the German media and travel trade will be permitted to Pow Wow. Throughout the month worked with group members on issues that needed to be decided.	Internal Coordination
Trade Association	VUSA Blue List: This is a printed list of USA travel addresses printed by the German Visit USA Committee. Processed the Georgia entry for the 2010 edition.	Internal Coordination
Trade Show Planning	ITB 2010: Continued to make arrangements for ITB 2010 in Berlin, scheduled March 10-14, 2010.	Trade
Trade Show Planning	VUSA Switzerland Seminar: Made 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.	Internal Coordination
Consumer Show Planning	Stuttgart, Hamburg and Munich 2010: Produced artwork for a booth sign showing the new Deep South USA brochure.	Internal Coordination
Web Development	www.georgia-usa.de : The site attracted 5263 unique visitors. We counted 13,686 page views and 63,166 hits.	Internet
Web Development	www.georgia-usa.de : We began adding and replacing parts of the existing photography on the site with images that Wolfgang Streitboerger and Raphael Tenschert took during their October visits.	Internet
Web Monthly Promotion	www.georgia-usa.de : Produced the Special of the Month feature for December 2009. The featured theme is: Peach Drop. See	Internet

TYPE	DETAILS	FIELD
	www.georgia-usa.de/neu_dez09.php .	
Web Monthly Promotion	www.georgia-usa.de/gewinnen.php : For the online raffle we produced the question of the month for December, featuring Peach Drop. We drew the winner for November out of 73 participants, and sent the Georgia music CD prize.	Internet
Web Development	www.deep-south-usa.de : The site, which promotes AL, GA, LA, MS and TN, attracted 3676 unique visitors and produced 87,694 hits.	Internet
Web Development	www.deep-south-usa.de : For the online raffle we produced the question of the month for December and sent the Southern Comfort prize.	Internet
Consumer Fulfillment	Fulfilled 105 consumer inquiries for brochures by sending a package with personalized letter. The total number for Fiscal Year 2009/2010 so far is 574.	Consumers
Consumer Support	Advised 15 travelers on the phone	Consumers
School Travel Support	We supplied Norbert Fuhrmann, teacher at a Fechenbach-Berufskolleg poly-tech school in nearby Detmold, who partner with Atlanta Poly-Tech, with each 22 road maps, Travel Guides, German brochures and "50 Fun Things" Flyers for a group of students to travel to Atlanta.	Consumers
Consumer Show	Leipzig Reisen & Caravaning, Leipzig, Nov. 18 to 22, 2009: Martina Hasewinkel and Achim Bokermann worked the first of 3 large consumer shows for this season, which are operated by the German Visit USA Committee and in which Georgia is part of a Deep South USA booth. Martina Hasewinkel stayed for the entire show, Achim Bokermann for the very busy opening day. We managed the booth for Georgia, Louisiana, Memphis & Mississippi and Tennessee. Distributed 490 Deep South USA brochures and 150 GA books and 50 maps	Consumers
Consumer Show	Consumer shows Stuttgart, Hamburg, and possibly Munich 2010: We produced a picture display for the Deep South USA booth. The design is based on the cover of the new German Deep South USA brochure. We also engaged in other planning work for those shows.	Consumers
Consumer Show	ITB 2010, Planning: Wolfgang continued planning for the 2010 Berlin show, which also includes two consumer days.	Consumers
Consumer Events	Albisguetli Swiss Country Music Festival, Zurich/Berlin Country Music Show, Jan. 29 to March 21, 2010: This is the world's longest country music Festival drawing 500 to 1000 attendees per night 6 nights a week for 6 weeks. The Swiss tour operator Maya Travel Inn / Music Tours International MTI (Maya Hagenbucher) operates a sales booth in the music hall where they fill several of their group tours for the entire year, and talk to many FIT travelers. We agreed to contribute, in exchange for them distributing Georgia brochures. This amount covers a share in booth fee and their time. In the past, the tour operator received a payment from a different sponsor. The contribution from state funding and the same amounts from Memphis & Mississippi and Tennessee have become necessary, because that sponsor cannot do it in 2010. For the Berlin country music show, which will take place from March 12-14, the Grand Ole Opry has kindly agreed to continue their full sponsoring. The Berlin and Zurich events are considered a combined sponsoring, with Georgia and the Grand Ole Opry being featured at both events.	Consumers
Tour Development	Ahorn Reisen, Germany: This tour operator mostly is in wholesale, selling to local and regional German tour operators, who also want international tours in their catalogues. They published their print catalogue for 2010. Features a new 13-day tour of the South from and	Trade

TYPE	DETAILS	FIELD
	to Atlanta. The tour includes three unspecified overnights in Atlanta and one unspecified overnight in Savannah. The new package replaces a tour in the 2009 catalogue, which did not include Georgia.	
Tour Development	Neckermann, Germany: They published their print catalogue for summer 2010. Features a new coach tour of the South. This 13-day tour from and to Atlanta includes two overnights in Atlanta at Wyndham Garden Atlanta Downtown and one overnight in Savannah at Four Points Sheraton Savannah Historic District. Another new entry is Southern Cross Ranch. Furthermore the catalogue continues a 17-day Fly & Drive from New York to Miami with one overnight in Savannah at La Quinta Inn Midtown or at Cambria Suites. The catalogue features six hotels in Atlanta, up from four in summer 2009: Best Western Atlanta Airport East, Quality Hotel Downtown, Days Inn Atlanta Downtown (new), Baymont Inn & Suites, Wyndham Garden (new), and Renaissance Downtown (new). No longer present is Comfort Inn & Suites Atlanta Airport. For Savannah, they now feature two hotels, up from one in summer 2009: Comfort Suites Historic District and Best Western Historic Promenade (new). The catalogue also continues camper and motorcycle rentals from Atlanta.	Trade
Tour Development	Studiosus, Germany: This tour operator specializing in educational tours for adults published their print catalogue 2010/2011. As in 2009/2010, they feature a 18-day coach and train tour "Die Ostkueste" from New York to Miami with two overnights in Savannah at DeSoto Hilton.	Trade
Tour Development	Dertour, Germany: They published their print catalogue for summer 2010. The catalogue continues a 15-day Fly & Drive "Romantischer Sueden" with one overnight in Savannah at La Quinta Savannah Midtown (new), which replaces Inn at Ellis Square. They also continue an 18-day coach tour "Atlantic Dream" from New York to Miami with one overnight each in Atlanta and Savannah. In Atlanta the hotel remains Wyndham Garden, and in Savannah the hotel remains Inn at Ellis Square. In addition the catalogue continuously features 5 hotels in Atlanta: Ritz-Carlton (new), Atlanta Marriott Marquis, Westin Peachtree Plaza (new), Wyndham Garden and Super8 Hotel-Conference Center. They dropped Glenn and W Atlanta Midtown. In Savannah they continuously feature one hotel, the Best Western Promenade. The catalogue continues camper and motorcycle rentals from Atlanta.	Trade
Tour Development	TUI, Germany: They published their print catalogue for summer 2010. As reported in October, they feature two new Southern packages. First is a 14-day Fly & Drive "Faszination der Suedstaaten" from and to Atlanta with 3 overnights in Atlanta at Baymont Inn & Suites and one overnight in Savannah at La Quinta Inn Savannah Southside. Second is a 12-day coach tour "Vom Winde verweht" from and to Atlanta with two overnights in Atlanta at Wyndham Garden Atlanta Downtown and one overnight in Savannah at Four Points Sheraton. The catalogue continues an 18-day Fly & Drive "Eastern Heritage" from New York to Miami with one overnight in Savannah at La Quinta Inn Savannah Southside. The catalogue continues camper and motorcycle rentals from Atlanta. There were no motorcycle rentals in summer 2009.	Trade
Tour Development	Canusa, Germany: They published their print catalogue "Autoreisen" (Fly & Drives) 2010/2011. The catalogue continues a 19-day Fly & Drive "North Carolina, South Carolina & Georgia" from and to Atlanta with two unspecified overnights in Atlanta, one overnight in Savannah (they recommend Historic River Street Inn), one overnight on Jekyll Island (they recommend Jekyll Island Club, which replaces Jekyll Island	Trade

TYPE	DETAILS	FIELD
	Oceanfront Resort), and one unspecified overnight in Macon. The catalogue also continues a 21-day Fly & Drive of the South “Der romantische Sueden” from and to Atlanta with two unspecified overnights in Atlanta, one unspecified overnight in Savannah and one unspecified overnight on Jekyll Island. Furthermore they continue a third F&D tour of Georgia, South Carolina and Florida, the 12-day “Suedstaaten: Haueser mit Charme” from and to Atlanta with 3 unspecified overnights in Atlanta, one overnight in Savannah (new: they recommend Westin Savannah Harbor Resort) and one unspecified overnight in Plains.	
Tour Development	Canusa, Germany: They published their print catalogue “Camper & Motorhomes” 2010/2011. The catalogue continues camper and motorcycle rentals from Atlanta.	Trade
Tour Development	Canusa, Germany, online only: They continue their 7-day Fly & Drive “Best of Georgia”, which is a Georgia-only package. http://www.canusa.de/autoreisen/usa/best-of-georgia.html . They also continue to feature the Historic Plains Inn http://www.canusa.de/hotels/plains-plains-historic-inn.html and Jekyll Island Club http://www.canusa.de/hotels/jekyll-island-club.html .	Trade
Tour Development	Canusa, Germany: Forwarded request about entries new Canus Bonus Card to GDECD.	Trade
Tour Development	FTI, Germany: They published their print catalogue for summer 2010. They feature a new 15-day coach tour “Gone with the wind” of the South with two overnights in Atlanta at Wyndham Garden Downtown and one overnight in Savannah at Four Points Sheraton Savannah. As in summer 2009 the catalogue includes a 15-day Fly & Drive of the South “Historischer Sueden” with two overnights in Atlanta Days Inn Atlanta Downtown or at Hotel Midtown (replaces Wyndham Garden), and one overnight in Savannah to choose from La Quinta Inn or Ellis Square. The catalogue also includes 12 hotels in Atlanta, up from 10 in summer 2009: Quality Hotel & Conference Center, Days Inn Atlanta Downtown, Super 8 Hotel & Conference Center, Baymont Inn & Suites Atlanta Downtown and Wyndham Garden Downtown, Marriott Marquis, Hyatt Place Atlanta Buckhead, Omni Hotel at CNN Center, Indigo Atlanta Midtown (new), Midtown Atlanta (new), Hilton Atlanta and The W Atlanta Downtown (new). They removed Days Inn Northwest. In Savannah they feature three hotels, one more than last summer: La Quinta Inn, Inn at Ellis Square and Best Western Promenade (new). Furthermore the catalogue continues to feature the City Pass Atlanta, as well as camper and motorcycling rentals from Atlanta. Also continues the Georgia logo and address.	Trade
Tour Development	Berge und Meer, Germany: They published their print catalogue for Jan. 2010 to March 2011. Continues a new 13-day coach tour of the South “Suedstaaten” from and to Atlanta with three unspecified overnights in Atlanta and one unspecified overnight in Savannah. A new item is the optional extension Southern Cross Ranch	Trade
Tour Development	Berge und Meer, Germany, online only: They continue “Suedstaatenflair und karibische Straende”, which is a 16-day coach tour of the South followed by a Caribbean cruise. The package contains one unspecified overnight in Atlanta. http://www.berge-meer.de/bm/angebot/kombinationsreisen/kreuzfahrten/8CPD6/usa-suedstaaten-und-karibik-kreuzfahrt	Trade

TYPE	DETAILS	FIELD
Tour Development	Meier's Weltreisen, Germany: They published their print catalogue for summer 2010. For the first time, they feature the Foundry Park Inn in Athens. As in summer 2009 they feature an 18-day couch tour "Supercity, Swing & Sun" from New York to Miami with one overnight in Savannah at Inn at Ellis Square and one overnight in Atlanta at Wyndham Garden. The catalogue also continues an 18-day Fly & Drive "Atlantikkueste" from New York to Miami with one overnight in Savannah to chose between La Quinta Inn and Hampton Inn. Furthermore they continue camper and motorcycles rentals from Atlanta. As in summer 2009 the catalogue features these two Atlanta hotels: Wyndham Garden and Holiday Inn Express. In Savannah they continue featuring one hotel, Inn at Ellis Square.	Trade
Tour Development	America Unlimited, Germany: They published their print catalogue for summer 2010. As in summer 2009 they feature a 12-day coach tour of the South "Hoehepunkte des Suedes" with three unspecified overnights in Atlanta and one unspecified overnight in Savannah. They also continue the 16-day Fly & Drive "Geheimnisse des Suedens" with one unspecified overnight in Atlanta, two unspecified overnights in Savannah and one unspecified overnight in Albany. They continue to feature camper and motorcycles rentals from Atlanta. Their F&D "The South & Panhandle Florida" was in the summer 2009 catalogue, but now moved to online only (see below).	Trade
Tour Development	America Unlimited, Germany, online only: 22-day Fly & Drive "The South & Panhandle Florida" with two unspecified overnights in Atlanta and one unspecified overnight in Savannah. http://www.america-unlimited.de/usa/mietwagenrundreisen/suedstaaten/c-137-angebote-900707-the_south_panhandle_florida.html	Trade
Tour Development	RM Reisetem, Germany: They specialize in motorcycle tours. Published their print catalogue for 2010. As in 2009, they feature a 21-day motorcycle tour "Country Roads Suedosten" of Southern States with one unspecified overnight in Augusta.	Trade
Tour Development	JH Amerika-Heller, Germany: They specialize in motorcycle tours and continue a 13-day tour "Musikalische Suedstaaten" of Southern states with one unspecified overnight in Atlanta.	Trade
Tour Development	IKA-Touristik, Germany: This start-up features a 16-day Fly & Drive "Tiefer Sueden und die British Virgin Islands" from and to Atlanta with an optional extension to the British Virgin Islands. The Southern tour includes two unspecified overnights in Atlanta and one unspecified overnight in Savannah.	Trade
Consumer Event	IKA Touristik and Amerika Heller, tour operators client evening, Wuerzburg, Nov. 16, 2009: Wolfgang Streitboerger presented the Deep South USA states at a consumer evening arranged for by the tour operators IKA Touristik and Amerika Heller. The event only attracted few consumers, rather than the 100 expected, and in that respect was a failure, but at least some booked a tour. We used the opportunity to discuss the tours offered and suggested several improvements to the itineraries and their presentation. Amerika Heller took the 95 surplus sets of brochures to their booth at the then-upcoming Leipzig consumer show and distributed all of them there. The local press "Main-Echo" in Wuerzburg ran an article announcing the event on Nov. 13 featuring Deep South USA (see below). This all considered, be consider the event to be a success.	Consumers / Trade

TYPE	DETAILS	FIELD
Consumer show	ADAC Reisemarkt, Stuttgart by ADAC Wuerttemberg, November 29, 2009: Sent 100 GA books and maps, which they distributed.	Consumers
Travel Agent Training	FTI Deep South USA travel agent training, Stuttgart: We contracted with a restaurant and looked into booking a band.	Trade
Travel Agent	Alternativ Tours, Yvonne Lau, Leipzig: Sent a 100 GA books and 100 German Deep South USA brochures. They distributed all brochures at the consumer show Leipzig Reisen & Caravaning, Leipzig, November 18. -22, 2009 (see above).	Trade
Travel Agent	Touristik Buero Hermann, Sabrina Werner, Dillenburg: Sent a basic set of GA brochures and German Deep South USA brochure.	Trade
Travel Agent	Atlas Reisen, Sandra Koch, Cologne: Sent a basic set of GA brochures and German Deep South USA brochure.	Trade
Travel Agent	Citiy Reisen, Katharina Weber, Pforzheim: Sent 15 GA books, 10 GA maps and 15 German Deep South USA brochures for a USA evening for consumers	Trade
Travel Agent	Reisen & Tauchen, Reinhard Kriz, Ingolstadt: Sent two CD's "Georgia on my mind" and three UBS-sticks for an event for their customers	Trade
Travel Agent	Hotelplan Reisebuero, Kaja Bigler, Solothurn: Sent few posters of Georgia.	Trade
Industry Guidebook	German Travel Industry Guidebook TID: Wolfgang processed the Tennessee entry for the 2010 edition.	Trade / Media
Industry Guidebook	Swiss Travel Handbook: Wolfgang processed the Tennessee entry for the 2010 edition.	Trade / Media
Media Event	Planning ITB 2010: Wolfgang arranged for the restaurant facility in the Fernsehturm tower to be the location of the Deep South USA media breakfast again. The event in the highest-elevated point of public access in Berlin will take place on the ITB opening day, March 10, 2010, from 8.00 to 9.00 am.	Media
Media FAM	America Journal: We continued making arrangements with the editor Julia Latka and the writer Marion Frahm for reporting in spring of 2010. We worked on a basic itinerary to cover several states, and we looked into flights.	Media
Media FAM	Mitteldeutsche Zeitung, Margit Boeck: We 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	Major brand magazine: Made arrangements for the reporters for customer magazine of a major German brand magazine to visit Georgia Georgia. They visited the coast and the story is to appear in 2010	Media
Media Assistance	Tele, Natalie Chiavacci: She started the production of the second story from her July 2009 visit, this time on the Antebellum and Gone with the Wind theme. We assisted by providing information. The story is to appear in December.	Media
Media Database	We added three 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.

Print Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
2009/11/30	Sued-deutsche Zeitung	Daily newspaper, nationwide, readership tours advertisement	Promotional article for TUI readership tour of the South Atlanta Savannah (picture)	Ongoing work with the editors and with TUI. Georgia Sales Mission 2009 visited TUI office	430100	5000
2009/11/13	Main-Press	Daily newspaper, Wuerzburg, local section only	Announcement of Deep South USA promotion on Nov. 16. Deep South USA mentioned.	Work with tour operator IKA Touristik, Ingo Kaden	85700	1600
2009/11/02	Travel Industry Professional	Travel trade magazine, Austria	Story on the South Atlanta: CNN Center, World of Coca Cola Antebellum Trail Athens Golden Isles Macon Savannah	Coop project with tour operator amerikareisen.at. Editorial and other assistance provided by us	10500	3200
2009/11/02	Touristik Aktuell	Travel trade magazine	The new Deep-South-USA brochure	Press Release "The new Deep-South-USA brochure", October 12, 2009	30800	300
				Circulation:	557100	10100 Euro Fixing Oct. 30. 2009: x 1.4804 US\$ 72680

TV Broadcasts

DATE	NETWORK	THEMES	SOURCE	LENGTH	REACH	AD VALUE EURO
2009/11/09 2:30 pm Repeat run of 2009/11/06 show	WDR	Peanut Country in Georgia President Jimmy Carter interview Plains: Bobby Salter's Plain Peanuts, Jimmy	Tri-Ergon filming, April 2009	6'15"	All of the state of Nordrhein-Westfalen (1/4 of German population) on the air, Germany/ Austria/ Switzerland via cable, all of Europe via free analogue and digital	0

DATE	NETWORK	THEMES	SOURCE	LENGTH	REACH	AD VALUE EURO
		Carter National Historic Site, The Peanut Patch, Mom's Kitchen Tifton: University of Georgia Experiment Station, Tifton Quality Peanuts			satellites.	
2009/11/06 6:20 pm	WDR	Peanut Country in Georgia President Jimmy Carter interview Plains: Bobby Salter's Plain Peanuts, Jimmy Carter National Historic Site, The Peanut Patch, Mom's Kitchen Tifton: University of Georgia Experiment Station, Tifton Quality Peanuts	Tri-Ergon filming, April 2009	6'15"	All of the state of Nordrhein-Westfalen (1/4 of German population) on the air, Germany/ Austria/ Switzerland via cable, all of Europe via free analogue and digital satellites.	0
2009/11/03 6:20 pm	WDR	Georgia's Coast Savannah: Chippawa Square, Forsyth Park, Oglethorpe Square, The Pirate's House Folkston: Newell Lodge, Okefenokee National Wildlife Refuge Lady Jane Shrimping Excursions	Tri-Ergon visit, April 2009	9'10"	All of the state of Nordrhein-Westfalen (1/4 of Germany's population) on the air, Germany/Austria/ Switzerland via cable, all of Europe via free analogue and digital satellites.	0
					Total	0
No advertisements possible on channels marked zero. The real value is very high						

Podcasts

DATE	NETWORK	THEMES	SOURCE	LENGTH	ADDRESS
2009/11/06	WDR	Peanut Country in Georgia President Jimmy Carter interview Plains: Bobby Salter's Plain Peanuts, Jimmy	Tri-Ergon filming, April 2009	5'40"	http://www.wdr.de/tv/servicezeit/essen_trinken/sendungsbeitraege/2009/1106/03_erdnuesse_aus_den_usa.jsp

DATE	NETWORK	THEMES	SOURCE	LENGTH	ADDRESS
		Carter National Historic Site, The Peanut Patch, Mom's Kitchen Tifton: University of Georgia Experiment Station, Tifton Quality Peanuts			
2009/11/03	WDR	Georgia's Coast Savannah: Chippawa Square, Forsyth Park, Oglethorpe Square, The Pirate's House Folkston: Newell Lodge, Okefenokee National Wildlife Refuge Lady Jane Shrimping Excursions	Tri-Ergon visit, April 2009	8'20"	http://www.wdr.de/tv/servicezeit/mobil/sendungsbeitraege/2009/1103/03_georgias_kueste.jsp

Online Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
2009/11/06	WDR	Website of TV network	Announcement and summary of TV show on Georgia's Peanut Country Plains: Bobby Salter's Plain Peanuts, Mom's Kitchen Tifton: University of Georgia Experiment Station	Tri-Ergon visit, April 2009	http://www.wdr.de/tv/servicezeit/essen_trinken/sendungsbeitraege/2009/1106/03_erdnuesse_aus_den_usa.jsp	1000
2009/11/03	WDR	Website of TV network	Announcement and summary of TV show on Georgia's Coast Savannah: The Pirate's House Lady Jane Shrimping Excursions Okefenokee National Wildlife Refuge	Tri-Ergon visit, April 2009	http://www.wdr.de/tv/servicezeit/mobil/sendungsbeitraege/2009/1103/03_georgias_kueste.jsp	1000
2009/11/03	VUSA Germany	Website of German Visit USA Committee	New Deep-South-USA brochure	Press Release "The new Deep-South-USA"	http://www.vusa-germany.de/index.php?id=19&tx_ttnews[tt_news]=970&tx_ttnews[b	500

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
				brochure", October 12, 2009	ackPid]=6&cHash=dac8e01d87	
						2500 Euro Fixing Nov. 30. 2009: x 1.5031 US\$ 3750

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

Month	Theme	Link
December 2009	Peach Drop in Atlanta	www.georgiaonmymind.de/neu_dez09.php
November 2009	Stone Mountain	www.georgiaonmymind.de/neu_nov09.php

C) CATALOGUE RESULTS

As on monthly documentation DVD sent to State offices