



A) ACTIVITIES

TYPE	DETAILS	FIELD
Monthly Activity Report	Provided monthly activity and results report, and media report for September 2009.	Internal Coordination
Monthly Financial Report	Provided monthly financial compilation for September 2009.	Internal Coordination
Monthly Documentation	Produced comprehensive documentation of media coverage and catalogue appearances for September 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 new financial circumstances and for uncertainties on the side of some of our Deep South USA marketing partners. These uncertainties did not affect the activities planned for fall of 2009. Negotiated promotions with several tour operators.	Internal Coordination
Trade Association	Visit USA Committee Germany: Wolfgang Streitboerger was invited in the selection committee for media to attend USTA Pow Wow 2010 and accepted. The first meeting is scheduled for November.	Internal Coordination
Trade Show Planning	ITB 2010: We made arrangements for ITB 2010 in Berlin, scheduled for March 10-14, 2010. Registered for the show and processed payments to the show organizers. Also coordinated with the booth partners Alabama, Louisiana, Mississippi and Tennessee.	Internal Coordination
Site Inspections	Wolfgang Streitboerger visited Savannah, Little St. Simons, Brunswick, and Jekyll from October 6 to 9. Carey Ferrara and Patrick Saylor arranged for a very informative Golden Isles visit.	Internal Coordination
Site Inspections	Raphael Tenschert toured Georgia from September 3 to 10 and produced photography of Savannah, Macon, Athens and Atlanta.	Internal Coordination
Planning	Wolfgang Streitboerger met with Kevin Langston in Atlanta on October 9.	Internal Coordination
Publications	Atlanta brochure: We proofread and partially re-wrote the copy for a new Atlanta brochure in German.	Internal Coordination
Web Development	www.georgia-usa.de : The site attracted 6285 unique visitors. We counted 19,426 page views and 76,124 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 and Raphael took on their October visits.	Internet
Web Monthly Promotion	www.georgia-usa.de : Produced the Special of the Month feature for November 2009. The featured theme is: Stone Mountain. See	Internet

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	www.georgia-usa.de/neu_nov09.php	
Web Monthly Promotion	www.georgia-usa.de/gewinnen.php : For the online raffle we produced the question of the month for November, featuring Stone Mountain. We drew the winner for October out of 50 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 4045 unique visitors and produced 94,689 hits.	Internet
Web Development	www.deep-south-usa.de : For the online raffle we produced the question of the month for November and sent the Southern Comfort prize.	Internet
Consumer Fulfillment	Fulfilled 107 consumer inquiries for brochures by sending a package with personalized letter. The total number for Fiscal Year 2009/2010 so far is 469. Note: In September, we reported 86, but the actual number was only 86. The correction is figured into the number of 469 consumer served with letters in the current Fiscal Year.	Consumers
Consumer Support	Advised 17 travelers on the phone	Consumers
Tour Development	TUI Germany: At the Hamburg and Munich Visit USA Committee travel agent events (see below), TUI announced they will feature two new Southern packages in the Summer 2010 catalogue to appear in November 2009, out of 4 new USA tours all together. The new Southern packages are two versions of ATI's "Grand Ole South": one as coach (add-on, guaranteed with at least 2 participants), and another one a F&D. Both include overnights in Atlanta and Savannah. At the events and thereafter we have talked to TUI about possible sales promotions for these new products. The Georgia sales mission visited with TUI in July 2009. Even though no direct link should be constructed, there is this coincidence. In September, we supplied images of Savannah to illustrate their Summer 2010 catalogue.	Trade
Tour Development	TUI Special Tours, Germany: They published a 13-day readers coach tour of the South for the national daily Sueddeutsche Zeitung. The tour "Auf den Spuren der amerikanischen Geschichte" is scheduled for May 9 to 22, 2010. 2 overnights in Atlanta, Wyndham Garden Downtown, 1 overnight in Savannah, Springhill Suites by Marriott Historic District. The tour was also promoted in a readers tours supplement that was carried in the October 9 edition of this newspaper, see below "Media Results: Print appearances". The Georgia sales mission visited with TUI in July 2009. Even though no direct link should be constructed, there is this coincidence	Trade
Travel Agent Training	Dertour/ADAC Reisen Deep South USA travel agent training with Dertour & ADAC Reisen, October 29, Mannheim: The event took place at Benjamin's American Diner. Delta Air Lines and the Deep South USA partner states sponsored, and the tour operator Dertour sent out the invitations. 50 travel agents and travel agency owners were treated to a southern buffet, live country music and presentations from Deep South USA, Delta Air Lines and Dertour. Each take-away bag included a German Georgia book, Georgia map and German Deep South brochure. For the 13 door prizes Georgia contributed 5 "Georgia on my Mind" music CD's. Wolfgang Streitboerger presented Georgia. Tennessee and Mississippi coordinated this event on behalf of the Deep South USA partnership.	Trade
Travel Agent Training	FTI Deep South USA travel agent training, Stuttgart: We further researched possible locations for a Deep South USA partnership travel	Trade

TYPE	DETAILS	FIELD
	agent training to take place in Stuttgart in March 2010. We have started negotiations with restaurants. One location that turned out to be very promising produced suggestions.	
Travel Agents	VUSA Travel Agent Evening Hamburg October 13, 2009: Georgia was represented at the table "Deep South USA", which was staffed by Wolfgang Streitboerger on behalf of the partnership. 113 travel agents attended the event. Most of them visited the table. Combined with the media breakfast the same morning, we distributed 70 German Deep South USA brochures, 70 German GA books, 58 GA maps.	Trade
Travel Agent Training	VUSA Travel Agent Evening Munich October 20, 2009: Georgia was represented at the table "Deep South USA", which was staffed by Louisiana on behalf of the partnership. 153 travel agents attended the event. Most of them visited the table. Combined with the media breakfast the same morning, we distributed 139 German Deep South USA brochures, 139 German GA books, 63 GA maps	Trade
Travel Agent Tool	New Presentation Deep South USA: The partnership agreed that the existing Power Point presentation used for joint presentations of the four Deep South USA states should not be updated any more, but that we should have a completely new presentation. The Louisiana representatives produced a first draft, which now needs to be refined.	Trade
Travel Agent	DER Reisebuero, Kerstin Meier, Langen: Sent a basic set of GA brochures and German Deep South USA brochure.	Trade
Travel Agent	Tauchen & Reisen Kriz, Reinhard Kriz, Ingolstadt: Sent a basic set of GA brochures and German Deep South USA brochure.	Trade
Travel Agent	CAulting, Christophe Assmann, Freising: Sent a basic set of GA brochures and German Deep South USA brochure.	Trade
Travel Agent	Reisebuero Biehl, Christiane Holm, Heide: Sent a basic set of GA brochures and German Deep South USA brochure.	Trade
Travel Agent	Travelagentur Beck, Lydia Beck, Oldenburg: Sent a basic set of GA brochures and German Deep South USA brochure.	Trade
Travel Agent	DER Deutsches Reisebuero, Mr. Wedde, Meissen: Sent a basic set of GA brochures and German Deep South USA brochure.	Trade
Travel Agent	RSI Reiseservice, Torsten Höber, Duesseldorf: Sent a basic set of GA brochures and German Deep South USA brochure.	Trade
Travel Agent	Primus Tours/RDW, Elisabeth Mack, Frankfurt: Sent a basic set of GA brochures and German Deep South USA brochure.	Trade
Travel Agent	FCm Travel Solutions, DER Deutsches Reisebuero, Jan Miklis, Munich: Sent two basic sets of GA brochures.	Trade
Media FAM	America Journal, Georia reporting: Made pre-arrangements with the editor Julia Latka and the writer Marion Frahm for possible reporting in spring of 2010.	Media
Media FAM	Major brand magazine: The customer magazine of a major German brand magazine contacted us about a possible visit to Georgia. We worked on turning this in a possible real visit.	Media
Media Assistance	Tele, Natalie Chiavacci: She started the production of the first story from her July 2009 visit. We assisted by providing information and fact checking. The article appeared on October 10 (see below: Media	Media

TYPE	DETAILS	FIELD
	Results: Print Appearances")	
Media Database	Database Overhaul: We continued a complete check of all 500+ contacts. The number of calls made or contacts screened via E-mail by the end of October has been 132.	Media
Brochure production	Deep South USA guide, German edition: The new brochure was printed in England as planned. Martina Hasewinkel arranged for shipment to Germany, delivery to our storage, and for re-distribution to the representatives of the partner states Alabama and Louisiana.	Media / Trade / Consumers
Press Release	Press release on new Deep South USA brochure: On October 12, we issued a press release about the new brochure to 401 media contacts. We produced the release on behalf of the Deep South USA partnership (Tennessee synergy). We sent several hard copies to editors who requested them.	Media
Media Events	VUSA Media Breakfast Hamburg, October 13, 2009: Georgia was represented at the table "Deep South USA", which was staffed by Wolfgang Streitboerger on behalf of the partnership. 20 media representatives attended the event. With nine of them, we held intensive talks	Media
Media Events	VUSA Media Breakfast Munich, October 20, 2009: Georgia was represented at the table "Deep South USA", which was staffed by Wolfgang Streitboerger on behalf of the partnership. 43 media representatives attended the event. With 15 of them, we held intensive talks. KarlsTeuschl reported that broadcasts of his Georgia films are to be expected for early 2010.	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
2009/10/23	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,	FAM Nathalie Chiavacci, July 2009	144600	42100

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
			Bedford's Savannah, River Front Sweets			
2009/10/09	Sued-deutsche 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
2009/10/01	Iwanowski's USA-Ostkueste	Travel Guidebook	The East Coast, from Maine to Florida 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, Fembank 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 Gordon House	Work with the authors Dr. Margit Brinke, Dr. Peter Kraenzle	5000	0

			<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-Tubman Museum, Hay House, Woodruff House</p> <p>Madison: Morgan Cultural Center, Steffen Thomas Museum</p> <p>Milledgeville: Andalusia Farm, Old Governor's Mansion, Old State Capitol</p> <p>Watkinsville: Eagle Tavern</p> <p>Marietta: Kennesaw Mountain National Battlefield Park</p> <p>Dahlonega</p> <p>Helen</p> <p>Okefenokee</p> <p>Plains</p> <p>Stone Mountain Park</p>			
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			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			
				Circulation:	586700	49100 Euro Fixing Oct. 30. 2009: x 1.4804 US\$ 72680

Electronic Newsletter by E-Mail

DATE	TITLE	CATEGORY	THEMES	SOURCE	NO. RECIPIENTS
2009/10/13	Travel One Morning News	Newsletter of travel trade journal Travel One	New Deep-South-USA brochure	Press Release "New Deep-South-USA brochure", October 12, 2009	14000

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

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
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
						4500 Euro Fixing Oct. 30. 2009: x 1.4804 US\$ 6660

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

C) CATALOGUE RESULTS

As on monthly documentation DVD sent to State offices