



Wolfgang Streitboerger, Tourism Representative Germany , Austria,
Switzerland

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A) ACTIVITIES

TYPE	DETAILS	FIELD
Monthly Activity Report	Provided monthly activity and results report, and media report for August 2009.	Internal Coordination
Monthly Financial Report	Provided monthly financial compilation for August 2009.	Internal Coordination
Monthly Documentation	Produced comprehensive documentation of media coverage and catalogue appearances for August 2009 on a DVD and shipped copies to Kevin Langston, David Nicholson, Brandon Barnes, Carey Ferrara and Amy Clark.	Internal Coordination
Planning	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 late summer and fall of 2009. Negotiated promotions with several tour operators.	Internal Coordination
Trade Association	Visit USA Committee Germany: Wolfgang Streitboerger attended the membership meeting in Frankfurt on September 1, 2009.	Internal Coordination
Trade Show Planning	ITB 2010: The Deep South USA partnership assigned us to set up the booth for 2010. We started the registration and coordination process.	Internal Coordination
Site Inspections	Made further arrangements with Carey Ferrara for Wolfgang Streitboerger to see more of the Golden Isles in October 2009 while traveling through Georgia.	Internal Coordination
Copy Check for B&B	President Quarters, Savannah: We checked the German copy for the website of this B&B as produced by an American agency.	Internal Coordination
Web Development	www.georgia-usa.de : The site attracted 5945 unique visitors. We counted 15,334 page views and 74,178 hits.	Internet
Web Monthly Promotion	www.georgia-usa.de : Produced the Special of the Month feature for October 2009. The featured theme is: The Georgia Aquarium in Atlanta. See www.georgia-usa.de/neu_okt09.php	Internet
Web Monthly Promotion	www.georgia-usa.de/gewinnen.php : For the online raffle we produced the question of the month for October, featuring the Georgia Aquarium in Atlanta. We drew the winner for September 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 2900 unique visitors and produced 71,864 hits.	Internet
Web Development	www.deep-south-usa.de : For the online raffle we produced the question of the month for September and sent the Southern Comfort prize.	Internet
Consumer Fulfillment	Fulfilled 86 consumer inquiries for brochures by sending package with	Consumers

TYPE	DETAILS	FIELD
	personalized letter. The total number for Fiscal Year 2009/2010 so far is 368. Note: Target was 250. Interest in Georgia remains to be very high.	
Tour Development	Best City Travel, Germany: This tour operator specializes in motorcycle tours. They only sells online and by phone or at their counter, but not with a catalogue. For the year 2010/2011 they feature a 14-day motorcycle tour "Great Old South" from New Orleans to Orlando with one overnight in Savannah. They work with Harley Davidson.	Trade
Tour Development	Exit Reisen, Germany: This tour operator, who only sells online and by phone or personal visit, but not with a catalogue, features a 14-day Fly & Drive tour "Suedstaaten-Träume" in Winter 2009/2010. The tour includes two overnights in the hotel Atlanta Hilton & Towers in Atlanta and one overnight in the hotel Holiday Inn Midtown in Savannah.	Trade
Travel Agent Training	We made pre-arrangements for a Deep South USA partnership travel agent training to take place in Mannheim on October 29, 2009. This training is being organized by Tennessee on behalf of the partnership.	Trade
Travel Agent Training	We researched possible locations for a Deep South USA partnership travel agent training to take place in Stuttgart in March 2010. Wolfgang Streitboerger detoured to Stuttgart on September 27 on his way to Frankfurt airport for his visit to the USA to inspect two locations, which looked feasible and talked to their managements. One location turned out to be very promising.	Trade
Tour Development	TUI, Germany, Sylvia Seidel: We supplied Sylvia Seidel her with images of Savannah to illustrate the summer 2010 catalogue.	Trade
Tour Development	Skytours AG, Switzerland, Glattbrugg: Their 25 th anniversary Party on September 17 near Zurich took place as planned and by the account of Skytours was success. Georgia contributed funding in exchange of having information on the invitation, the confirmation and the Thank You letters and on the cocktail card, and for them including Georgia brochures in the package of all participants. Skytours reported that 52 Skytour travel agency attended, und 93 travel agents from agencies not owned by them, who also sell Skytour products. In addition, their own team of travel agent managers and 5 representatives from the Swiss trade press attended.	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 agreed to coordinate the production. For a first step, Rachel elected photography and supplied it to them.	Trade
Media Assistance	Tele, Natalie Chiavacci: She started the production of the first story from her July 2009 visit. We assisted by providing stock photography and some basic tourism information, such as our addresses for readers to request brochures.	Media
Media Networking	Munich Media Function: One attendant to the Georgia media lunch in July invited Wolfgang Streitboerger to a private gathering of Munich-based media people on the occasion of her birthday. Wolfgang Streitboerger attended and used this networking opportunity to talk to her and several others, such as Heinz Hoffmann (see below), Marion Trutter and Elsa-Maria Honecker, the executive editor of Albrecht Golf Publishing. On the occasion, Wolfgang Streitboerger also visited with a media office in Munich.	Media

TYPE	DETAILS	FIELD
Media Information	IPA International Press Agency, Heinz Hoffmann: He runs a media agency based in Munich and Las Vegas, focusing on golf and travel reporting. Wolfgang Streitboerfger discussed with him possible Georgia reporting at the Munich media evening and sent a package of information afterwards. Also entered him in the media database.	Media
Media Database	Database Overhaul: We started a major effort at re-organizing our database of editorial contacts in Germany, Austria and Switzerland. We consolidated various specialized databases we had into one large database and installed a new computer program, which now allows us to send press releases directly from the database. We also started a complete check of all 500+ contacts. This involved calls or E-mails to 47 contacts in September	Media
Brochure production	Deep South USA guide, German edition: We coordinated the production of content for the German edition of the new guide brochure to appear in early October, which features the Deep-South-USA partners Alabama, Georgia, Louisiana, Mississippi and Tennessee. This involved coordination between the representatives of the states involved, and with the British layout artist. Also produced the German copy and did several rounds of proofreading. Martina made pre-arrangements for shipping the new brochure from the British print shop to Germany.	Media / Trade / Consumers
Press Release	Press Release on new Deep South USA guide: We prepared a press release, which is to be issued once the new brochure arrives in Germany.	Media
Media Events	Further planned for VISIT USA Committee media events in Hamburg and Munich in October 2009.	Media
Media Warning	The advertisement agent of a German magazine approached us in the disguise of being interested in editorial information actually asking us to compile information, which they knew from the beginning they would not use. We caught that and issued a warning to the German Visit USA Committee.	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
2009/09/12	Westfalen Blatt	Daily newspaper, Bielefeld	Reopening of the Jimmy Carter Library and Museum Atlanta: Jimmy Carter Library and Museum	Press release "Jimmy Carter Museum reopens", August 17, 2009	152400	1000
2009/09/05	Maerkische Oderzeitung	Daily newspaper, Frankfurt on	Antebellum Trail, Feature Story Athens: University	Dpa/gms news service, Christian	99900	18900

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
		the Oder river	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	Roewekamp FAM, May 2008		
				Circulation:	252300	19900 Euro Fixing Aug. 31. 2009: x 1.4276 US\$ 5280

Online Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
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
						1000 Euro Fixing Aug. 31. 2009: x 1.4276 US\$ 1,420

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

Month	Theme	Link
October 2009	The Georgia Aquarium	www.georgiaonmymind.de/neu_okt09.php
September 2009	Peanuts-related attractions in Georgia	www.georgiaonmymind.de/neu_sep09.php

C) CATALOGUE RESULTS

As on monthly documentation DVD sent to State offices