



Georgia Department of Economic Development
United Kingdom, Ireland & Scandinavia
August 2010 Report
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Trade	Worked with GDECD office to provide Peter Lockwood at Old Country tours with support information for his up-coming familiarisation trip and client tour set to run in October 2010. The 150 th Anniversary Civil War tour runs from Savannah across the State through Americus and Columbus up through to Atlanta. We are working with a US based ground operator to provide advice, pricing and technical support. Peter is travelling to the US in mid August on a 'recon' tour so is looking to have the itinerary and accommodation in place at the end of this trip	Tour Operator
Trade	Received a request from Verity Wilkinson at TUI for Savannah and Atlanta images to update the Deep south pages on their upcoming brochure. Sourced and provided around thirty new images mainly of downtown Savannah and Atlanta but also for WOCC/GA Aquarium/CNN and Stone Mountain National Park,	Tour Operator
Trade	Meridien staff attended a supplier event held by UK tour operator – American Sky to celebrate their fifth anniversary of operation. Around 150 suppliers and American Sky staff were in attendance with refreshments and food being supplied. Speeches from their CEO thanked all suppliers for their support and destinations were particularly mentioned. Alberto Boeri – our main contact also asked for a follow up meeting to discuss his shareholder visit to Savannah in October (PH & Carey are handling this)	Tour Operator
Media	Finalising flight and itinerary details with Stefanie Paupeck at GDeCD for press trip. PH will drive both the participants and host CVB staff in each destination as needed. All details have been	Press Trip

	shared with the participants so they can finalise their travel arrangements.	
Partnership	Agreed on final partnership marketing project with Touchdown communications – IWOOT. Potential trade partner – Bon Voyage to be confirmed pending agreement on provision of opt-in data. The campaign is set to go live at the beginning of October 2010 and run throughout the month.	Deep South
Press release	Created the release, “Georgia Brightens Up The UK Highways” – announcing Georgia’s sponsorship of Titan Vans to promote the destination.	PR/Tour Operator
Preparation for Sales mission	<p>Collated a selection of press releases to be copied on memory sticks for the journalists for the media luncheon. They included the following:</p> <ul style="list-style-type: none"> • Feature Ideas • Atlanta • Savannah • Georgia Antebellum Trail • A Film Favourite • Lights, Camera, Action • The Georgia Sea Turtle Centre • Swing Into Georgia • Tour Operator List <p>Finalised the participating list of journalists for the Press Luncheon on July 19th.</p> <p>Produced profile on each of the journalists attending the Media Luncheon (see below)</p> <p>Mary Moore Mason - Editor of Essentially America. A consumer magazine which specialises in travel to the US. Frequently covers Georgia.</p> <p>Steve Hartridge – Editor of Selling Long Haul. This is a monthly trade publication providing factual features on selling destinations as well as a tour operator focus. Steve travelled to Georgia last year and produced a good feature on the state. He is very knowledgeable on golf.</p> <p>Wendy Gommersall – Freelance consumer writer and editor, contributing to the Mail on Sunday, Sainsbury’s magazine, TravelMail.co.uk, ABTA magazine and other assorted newspapers and magazines. Specific areas of interest include spas, cultural tourism and soft adventure as well as the unique and unusual! Writes for “Fabulous Magazine” – News of the World.</p> <p>John Carter – John is well known in the travel industry as he was the key television presenter of</p>	PR

	<p>the Travel Show. He is now a freelance writer mainly for the Mail on Sunday. John is scheduled to participate on the next Georgia media fam trip.</p> <p>Nick Dalton – Freelance consumer writer who contributes to the Daily Telegraph newspaper, Essentially America and The Independent as well as the website takethefamily.com. Has a specific interest in music and has travelled to Georgia previously but would like to learn more on this subject and of recent developments.</p> <p>Petra Shepherd – Petra is Head of Research at The Travel Channel, which broadcasts in 15 languages to 117 countries across Europe, the Middle East and Africa.</p> <p>Howard Carr – Freelance trade writer for Travel Trade Gazette as well as a radio journalist in the South of England. He specialises in the US and has recently won the Visit USA Association trade media trade award for his feature on Retro America in which he included Georgia.</p> <p>Peter Morrell – Editor of a successful website – aboutmygeneration.com. He has a particular interest in the US.</p> <p>Felicity Hawkins – Freelance consumer writer. Has written for the Readers Digest as well as high end glossy magazines distributed in Chelsea, Knightsbridge and throughout areas of central London. Felicity was scheduled to join the Georgia media trip but this was postponed due to the ash cloud!</p> <p>Daniel Andrews – Travel Reporter at the online news provider Adfero and is always seeking comments and thoughts!</p> <p>Melissa Shales – Chairperson of the British Guild of Travel Writers and editor of over 100 guidebooks and editorial director of wherenow.co.uk</p> <p>Lynn Houton - Freelance consumer writer. Attended Pow Wow with the UK media delegation. Interested in anniversaries.</p> <p>Gregor Rankin – Publisher, Food & Travel Magazine. We have previously discussed including Georgia in the Features list.</p> <p>Katherine Lawrey – Features Reporter for one of the key trade newspapers – Travel Trade Gazette. The paper, in unison with the Visit USA Association, which has just published a trade survey on US Travel.</p>	
AITO	Confirmed meeting with the Chairman of the Association of Independent Tour Operators to discuss the destination and the benefits of the Association.	Trade body
Meeting	David Hall of Gullivers Sports Travel contacted the office but unable to meet with Joseph Walker	Tour Operator

	during the Sales Mission	
Journalist requests & contacts	<p>Contacted Martin Ferguson, Editor of Buying Business Travel who asked for specific information on conference and meeting venues/developments in Atlanta.</p> <p>Following the media luncheon, sent Wendy Gommersall the release on Gone With The Wind, images, Peter Bonner tour and details on The Georgian Terrace with rates for her article on “Book Inspired Breaks” in the magazine “Fabulous”. She would also be very interested in pitching the idea of becoming Scarlett for the Mail on Sunday!</p> <p>Melissa Shales asked if the State would be interested in offering a raffle prize for the British Guild of Travel Writers Dinner prior to the World Travel Market in November.</p> <p>Prepared materials for the media marketplace for display</p> <p>Discussed Georgia and forwarded material to Anna Hyman of Tour Smart website</p> <p>Sent details on Georgia to Nick Dalton</p>	PR
British Guild of Travel Writers reception	<p>Attended this event and pitched Georgia as a feature idea to the following:</p> <p>Peter Hughes – award-winning consumer writer</p> <p>John Bell – producer for broadcast</p> <p>Alan Hart – winner of last year’s Guild award</p> <p>Donna Dailey – writes on the US</p>	PR
Journalist Contacts	<p>Discussed Georgia with the following journalists:</p> <p>Joanne O’Connor – The Observer Newspaper</p> <p>Annabelle Thorpe – Freelance consumer writer</p> <p>Carole Wright – writes for high-end publications such as the Hong Kong Tatler</p>	PR
Press release	Requested information for the press release and quote for supporting images on the Titan vans.	PR/Tour Operator
AITO	Provided copy for the AITO Bulletin for publication	PR
Consumer weekend	<p>Bon Voyage Travel</p> <p>JP travelled to Portsmouth and attended this highly successful event at a premier shopping complex, Gunwharf Quay.</p> <p>The kiosk was manned from July 30 - 01 August from 9am – 7pm. Footfall for this time period is</p>	Tour Operator/Consumer

	<p>75,000 per day, so in terms of ROI the reach is very good!</p> <p>The Deep South and Georgia marketing materials were distributed plus special offer leaflets. JP also provided fun give-aways, stand decorations & a pop up banner.</p> <p>The event was very successful with many enquiries and bookings made as a result. Would highly recommend for 2011.</p>	
Sales call	<p>Funway Holidas/Continental Vacations/ United Vacations</p> <p>JP met with Casey Hurford and Viara Challier.</p> <p>Casey is the new Product Manager for North America & Canada. Viara is the Marketing Director for all three brands.</p> <p>Gave Casey and Viara an overview of the area as neither have ever visited GA before.</p> <p>Viara presented a co-op marketing proposal for joint activities with the objective to increase consumer awareness and drive bookings to the area.</p> <p>Looking to start digital and press advertising in November in order to capture the busy booking period.</p>	Tour Operator
Marketing opportunities	<p>British Airways Holidays</p> <p>Currently working with Amanda Lakin and Rebecca Large on the following joint marketing activities.</p> <p>Online: BA.com sees an average of 4 million UK unique users per month and almost 10 million visitors in total. A customer focused site, they are constantly looking at new ways to develop and enhance the experience at BA.com, which is currently rated as the top travel website for usability (source: Webcredible 2010 Flights Online Report).</p> <p>To enhance conversion of traffic clicking through from the features above, GA could have a dedicated page on BA.com.</p> <p>Advert in Highlife Magazine - Highlife is BA's onboard monthly magazine available in all class cabins. It has a circulation of 199,000 and contains a mix of travel editorial, celebrity features and inspirational stories. BA have a specialist digital marketing team and can build and manage ad hoc paid search campaigns.</p>	Tour Operator
Tour Operator magazine	<p>Virgin Holidays</p> <p>Currently working on a feature for the Virgin magazine "Rock N Roam" which goes out to the</p>	Tour Operator

	entire Virgin Holidays database and is racked in all the Virgin lounges. Proof sent for approval to AY and changes being made prior to final proof going to print	
Marketing opportunities	<p>Thomas Cook Signature Due to the merger with Gold Medal Travel, the product department will be relocated to Gold Medal in Preston with Matt Appleby now being responsible for all North American product. Currently looking at working with Jessica Tutte on the following possible promotional activities dependant on costs:</p> <p>Press Insert 4pp, A5 landscape press insert into the prestigious Sunday Times Travel Magazine, Nov (on sale Oct). Circulation c. 70k.</p> <p>Instore Leaflet 40k run on of above press insert, to be distributed to all 800 Thomas Cook and Going Places stores nationwide and racked where possible with relevant Signature brochure. This will be distributed in stores for the month of Oct in line with the press insert in the Sunday Times Travel Magazine above</p> <p>Trade Communications Dedicated screensaver and e shot to be sent to all c.800 Thomas Cook and Going Places stores nationwide, plus inclusion of bespoke offer in the weekly special offers which also are sent to stores, highlighting our best offers of that week. Again, these will coincide with the press insert and in store leaflet to ensure consistency and increase awareness for both agents and customers alike.</p> <p>Public Relations Bespoke press releases sent out to relevant national and regional press and magazines. Press releases will be sent in the month of Oct.</p>	Tour operator
Visit USA Travel Planner	Confirmed wording and images for the travel planner. Gave extra images for selection although have given preference to Antebellum home image as we are currently focusing on the Antebellum Trail	PR

Fam trip	Directors of Cambridge Business Travel have been offered 10 seats plus 2 for escorts to host a fam trip to the USA. They chose Atlanta as they would like to promote the city to their high level corporate clients. Dates decided but will change as Atlanta has another UK fam now booked that weekend. BA will come back with new dates for this side of Christmas. Liaised with JW and BB and informed them of changes.	Travel Agent
Selling Longhaul	AY helped editor of Selling Longhaul with photos and wording for article in Selling Longhaul for September edition.	Press
WTM	Discussed WTM with Brandon Barnes to establish whether he would be coming over and if he wanted any booth space, or to attend Virgin Holidays party. He will not be over this year but hopes to be back in 2011.	Lateral Marketing
Sunday Times Travel Magazine	Georgia featured in 10 page article in this top travel magazine. Pages scanned and sent to CF as mainly about Savannah and the coastal area.	Press
Brochure wording	AY gave updated information and photography to Mandy Mcglade of Kuoni Travel for their new brochure. They will be including Athens in this edition following the UK sales mission	Tour Operator
Images	AY sent new images to Virgin Holidays for their second edition of the brochure. Once again GA have more pages than any other Deep South state.	Tour Operator
Invitation	Invitation received to attend a USA consumer evening in Belfast with American Holidays on 30 th September. The booths will be manned by hotels, destinations and airlines.	Tour Operator
Magazine	AY selected to do survey on Essentially America Magazine. Completed and sent off to the publishers and may be on a future panel to discuss the magazine and content.	Press
Athens CVB	AY completed detailed information for Amy Clark in preparation for the 2010 Governors Conference. Information included an overview of the UK & Irish markets, numbers and types of tour operators and various achievements in the area. Amy was very happy with the finished piece.	Lateral Marketing
Press trip	Assisted PH in his absence to discuss the upcoming press fam trip and sent additional information to some of them.	PR
Virgin Holidays party	Invitation received for the annual Virgin Holidays party which is the event of the year during WTM. Gave names of the UK team and JW as no one else from the USA attending this year.	Tour Operator
AITO Supplement	Offered an opportunity to be included in a 16 page supplement for AITO members. Offer declined this year as too expensive and not enough ROI.	Lateral Marketing
Deep South	AY & JP met with Jody Hanson and Kirsty Delury from the Louisiana dept of Tourism and discussed sharing various opportunities including the Bon Voyage events in August.	Lateral Marketing

Meeting	AY had meeting with Michala Burton and team to discuss the November edition of Rock & Roam their consumer magazine, plus in store racking. Proof sent for next issue. Various changes will be taking place over the next month within the department and Michala and Gary will keep AY up to date as they happen.	Tour operator
Airline Dinner	AY invited to an annual dinner hosted by the major airlines based in the UK, including BA, DL, CO, SAA, JL, AA,UA,AC/TG and others..	Airline
Travel Agency	AY met with the directors of Pressplan Travel to discuss a potential VIP medical group interested in visiting Atlanta. Information shared and all relevant brochures given. Pressplan's core business is medical groups and it will be good business for GA if they decide to visit.	
ABTA Magazine	USA feature in August ABTA Magazine included section on Deep South states including wording on GA golf and tours.	Press
Travel Weekly	Photo of the GA UK team plus JW,BB and MS alongside the new Titan Tours branded buses. Photo and explanation was included in the "Caught on Camera" page.	Press
Trav Media website	Press releases for "Georgia and Titan Hitours Brighten up the Roads" and "The Olympic legacy lives on in Atlanta Georgia" were featured on the Trav Media daily bulletin which goes out to over 700 UK travel writers. Lots of interest received as a result.	Press
Monthly reports	Preparation of monthly reports, expenses, wire forms and invoices	Administration