



**Georgia Department of Economic Development**  
**United Kingdom, Ireland & Scandinavia**  
**June 2010 Report**  
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Partnership Marketing	<p>Held a Deep South partners meeting to discuss late 2010 and 2011 activity plus follow up from the mission held earlier in the Summer. Topics discussed were:</p> <ul style="list-style-type: none"> <li>a) Affinity marketing: General agreement that the Firebox promotion went well and the results were in line with our expectations in terms of entries and opt-in data.</li> <li>b) Wallis promotion has run into timing issues and we will hold off payments until these are resolved.</li> <li>c) Considering a promotion with IWOOT (I want one of those). Peter Hannaford to meet with IWOOT to agree set up and terms of the promotion</li> <li>d) Future affinity promotions will be source 'in-house' with funding going to provide prizes as these have been difficult to source via the trade.</li> <li>e) Tour America – Ireland. Tour America have agreed to add Deep South product back into their brochure/website after an absence of three years. They would like Deep South to participate at their consumer show in the first week of October</li> <li>f) American Holidays – following our visit Dee Burdock has request co-op funding that will be matched by them. Agreed to funding</li> <li>g) We will check stock of Deep South brochures and depending upon levels will consider an additional print run</li> </ul>	Deep South
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Trade/Media	<p>Attended the Visit USA Meet the media event on the 5th July at the Park Plaza Riverbank Hotel in London. There were 40 destinations and operators represented and 117 invited journalist/media participants.</p> <p>The event was scheduled as follows:</p> <p>5:30pm – 7:15pm – Refreshments and media market place  7:15pm – 7:40pm – Presentations from Visit USA and TTG on state of the market  7:40pm - 8:00pm – Media awards  8:00pm – 8:30pm – Networking</p> <p>Many journalists attended the stand and the following are very interested in doing future features;-</p> <p>Peter Ellegard – TLM Media Ltd  Lyssiemay Annoh – Executive Traveller  Neil Murray – Freelance and Essentially America contributor  Daniel Pearce – Editor, TTG</p>	Visit USA
Consumer Marketing	<p>Held discussions with Touchdown regarding ongoing promotion with Wallis and future partnership with IWOOT.</p> <p>The Wallis promotion was rolled out prior to a prize partner being confirmed. We have approached several suppliers (Continental/Bon Voyage/American Ring) all of which are not willing to participate now the project is under way. We have pushed the issue back to Touchdown for resolution.</p> <p>We also agreed a meeting with IWOOT to discuss a joint promotion.</p>	Affinity Partnerships
Consumer Marketing	<p>Liaised with Coastal representative regarding prize winners for 'Creation' online competition run earlier in the year. Flights have now been secured and we are working on transfers and firming up hotel reservations in Savannah and on Jekyll Island . We will also provide additional value added items such as attraction passes.</p>	Affinity Partnerships

Consumer Marketing	Following the extensive promotional activity around the Last Song movie release we have now received notification of our first prize winner. This was for a family of four relating to the Daily Mail competition (Circulation 2 million). In reality it was won by a couple so our liability was significantly reduced. Have liaised with coastal and Tybee representative to firm up accommodation and secured additional paid lodging as the winners have extended their trip by 4 nights.	Competition Prize
Trade advertising	Received initial images for the three Titan Travel branded vehicles. We have secured 1 x Atlanta 1 x Savannah and 1 x Georgia. We will be holding a photo shoot during the upcoming sales mission and intend to distribute the images along with a press release to the trade media.	Trade Marketing
Partnership Marketing	The featured Deep South website operator of the month for July is Virgin Holidays. Due to the timing they will not be providing a special travel offer but will feature the Cajun Capers tour will hyperlinks back to the Virgin Holidays website.	Deep South
Partnership Marketing	We have had the highest number of UK visits this month with 729 visits. This is probably helped by the fact that our eNewsletter was sent out on 23rd June to 3221 members, and 670 members opened the email with 141 visits to the site on that day. Visit USA also sent their email out on 28th June and there were 160 visits on that day.  We have also had the lowest bounce rate, which means people aren't looking at the site and instantly closing it.  The gulf coast latest news page has also made it into the top 50 most visited pages with 48 visits in June which is almost certainly 'oil spill' related.	Deep South
Media	Firming up travel plans for Sheila Flyn and Conor Murphy both based in Dublin and from the Irish Mail on Sunday. Both are writing travel pieces, Sheila on the debutant scene in and around Savannah and Conor on '6 best things to do in Atlanta'. We have requested Conor to focus on shopping as there is a great opportunity with a non stop flight from Dublin and hotel rate in New York (the traditional Irish shopping destination) rising sharply over the last few months. Atlanta and Savannah CVB's along with our coastal rep will also work directly with these journalists on the content,	Press trip
Partnership Marketing	Following an initial meeting at POW WOW with American Driving Vacations we have received a formal proposal that has been forwarded to the International Tourism Director for review. American Driving vacations put together in state/regional ground itineraries for destinations who then sell to tour operators. They are looking to charge \$ 10K for the program that would be split	Deep South

	between the five states. After consultation with Joseph we have at this stage declined to participate and focus instead on developing our own Georgia itineraries.	
Consumer Marketing	<p>We have received Google analytic data for the website relating to the Last Song. The data capture information was as follows: Delta = 765 names Georgia = 1017 names</p> <p>The breakdown of the website information is as follows:</p> <p><b>Past 120 Days</b></p> <p>Number of Pageviews for the site: <b>5244</b></p> <p>Number of Pageviews for Competition <b>4698</b></p> <p>Number of click-throughs to the partners:</p> <p>Tybee Island: <b>680</b> Delta: <b>578</b> Mermaid: <b>360</b> Staybridge: <b>211</b> Hilton: <b>189</b></p>	Web Promotional Activity
Trade	We have been approached by American Sky, a UK based tour operator regarding a trip to the US by two of their board members in the fall. They will be travelling from Washington down through the Carolinas and into Georgia. They are looking for up market boutique style properties. Working with the coast, and Historic Heartland reps, along with the Atlanta CVB we provided a varied selection of properties in Savannah, along the Antebellum Trail and Atlanta. American Sky have come back with a request for a B&B in Savannah and are considering other options. We will work with them directly to secure as much of the itinerary as possible.	Tour operator
Trade Media	Received a request from TTG regarding Olympic legacy relating to the 1996 Olympics. London hosts the 2012 Olympics so there is growing interest. We have also created a related press release as we are exactly at the "two years to go" mark for the London Olympics and this has been marked by considerable media interest.	Media

Trade event	Attended the Annual Visit USA ball in central London. This 'black tie' event is attended by all key executives from the US travel trade. Sat with British Airways, Virgin Holidays and American Sky.	Visit USA
Media	Received a request from Mary Moore Mason at Essentially America regarding a colleague wishing to visit Savannah in the fall. This was followed up with an email containing web links and also an information pack was sent. We may get a request for additional information as the individual's itinerary starts to firm up	Consumer Request
Trade Organisation	Having joined AITO (Association of independent tour operators) in June, I attended a general meeting that included lunch, the general session followed by a networking session. Various contacts were made including a sports tour operator, a Latin American operator looking for stop over's in Atlanta and several individuals interested in visiting the State. The general session was informative and relevant to the business needs of small operators. Initial response is positive as there may well be additional business we can develop with this group.	AITO
Media	Have been approached by two of the journalists who were slated to participate in the press trip earlier in the year that was cancelled due to the Ash Cloud incident. They are keen to visit as they have commissions secured and waiting. We are looking at the second week of September and are awaiting feedback from the original partner as to whether they can support at this time.	Media
Media	UK Sales Mission – Media Press Lunch – 19 <sup>th</sup> July 2010 As part of the UK sales mission we held a press lunch for the second year at Christopher's grill in London. Representatives from the state office, Atlanta and Savannah CVBs were there from the US. A varied group of 15 journalists attended from publisher to freelance. There was much interest in the State and its offerings and in particular the Antebellum Trail as well as the Coast and Mountain regions. Several offers of stories and articles have already come through and more follow up will be made as a result of this event.	Press lunch
Trade mission	Finalised the ground tour arrangements for Governor Perdue whilst on his trip to the UK. Liaised with the state office on payment, logistic and contact details.	Administration
Trade	UK Sales Mission – Trade Calls – 20 <sup>th</sup> July 2010 Joseph Walker and Peter Hannaford met with Pro Sports Travel in Radlett, Hertfordshire. This company organises professional sports groups of all kinds plus consumer trips to paid venues. They were particularly interested in the State supporting professional soccer training camps for Premiership Teams from the UK. The process involves the state sponsoring the trip but recouping costs through gate receipts and TV revenues on the back end from organised exhibition matches. Joseph will take this to the various bodies involved for consideration and response. They were also	Sports operators

	interested in groups travelling to the Masters in Augusta and details of operators already providing this service have been sent by way of follow up.	
Trade	UK Sales Mission – Trade Calls – 20 <sup>th</sup> July 2010 Met with Sam Jennings of Tours4, a Manchester based sports group tour operator. We discussed the setting up of itineraries and the need to provide interesting ‘hooks’ that can be sold into schools – where most of the groups will come from. The main themes were 5 day city based trips, or more likely for Georgia 8-10 day twin centred – possibly Atlanta and Tybee Island. Sam also needs a steer on air fare levels by season on a group basis. Delta have already been contacted and this will be fed back as soon as possible.	Sports operators
Trade Organisation	UK Sales Mission – Trade Calls – 20 <sup>th</sup> July 2010 Met with Derek Moore who is the Chairman of AITO (Association of Independent Tour Operator). Derek took us through the set up and background to AITO and his personal role as a small tour operator. Derek spent some time explaining how independent tour operators might best be sold to in regards the state of Georgia, focusing on niche activities. Many of the AITO membership cater to very niche activity and whilst this might not individually produce large numbers, as a whole the impact might be quite considerable. Derek will help with introductions to relevant members. He also asked if Georgia might be interested in sponsoring the AITO conference in 2010.	AITO
Trade	UK Sales Mission – Trade Calls – 21 <sup>th</sup> July 2010 Met with Titan Travel a major escorted tour operator for the UK and Ireland. Georgia, Savannah and Atlanta have each sponsored a Titan van (used for customer pick up and transfers). The vans were on site for the meeting and Titan provided a professional photographer to take shots of the US delegates from each of the areas with the vehicles. These have been placed, together with a press release with several travel trade publications. A brief tour of the vehicle control room was also undertaken. In the associated meeting the following topics were discussed. <ul style="list-style-type: none"> <li>a) The possibility of placing destination brochures in the relevant vans – TBC</li> <li>b) Possibility of a ‘Van spotter’ promotion to be undertaken to promote the destinations.</li> <li>c) Requested Titan’s participation at Travel South show in Atlanta in February 2011</li> <li>d) Copy of new brochure will be available in October – a copy will be sent to everyone</li> </ul>	Tour operator
Trade	UK Sales Mission – Trade Calls – 21 <sup>th</sup> July 2010 Met with BA holidays who now exclusively distribute through BA.COM - the airline’s website. Dynamic packaging, which was introduced about a year ago has increased the amount of Georgia	Tour operator/Airline

	<p>product – mainly through other systems and networks. Booking numbers are increasing rapidly, albeit from a low start and do centre around Atlanta airport properties. 140 room nights in the whole of 2009 versus 170 since April 2010. Currently BA.COM does not have multi centre booking facilities (which suits our product) but this is due to roll out as what they call ‘touring’ in the Autumn. For when this does happen they are looking to us for sample itineraries and attractions (currently sourced from VIATOUR). Discussed the possibility of advertising product in the new BA staff magazine which is published twice monthly.</p>	
Trade	<p>UK Sales Mission – Trade Calls – 21<sup>th</sup> July 2010 Met with Sarah Lax at TUI which oversees the Jetsave America &amp; Canada / Hayes &amp; Jarvis America and Thomson America brands. Topics discussed were:</p> <ul style="list-style-type: none"> <li>a) On an FIT basis - 145 rooms nights for 2009</li> <li>b) Looking for itineraries from us for various unusual activities</li> <li>c) Require additional images for brochures. This is a key ongoing requirement for TUI as they like to refresh their web pages regularly.</li> <li>d) Discussed the possibility of adding video content to their website. There is a £700 ‘hosting’ charge that will include editing and the addition of TUI footage at the start and finish.</li> </ul>	Tour operator
Trade	<p>UK Sales Mission – Trade Calls – 22<sup>th</sup> July 2010 Met with Mandy McGlade at Kuoni Travel. Following a Deep South meeting earlier in the Summer Mandy is keen to update the brochure (with addition properties/images) and itineraries. Timing was good as she had to submit final amendments the following day.</p> <p>Following a long discussion we got agreement to:</p> <ul style="list-style-type: none"> <li>a) Increase the South Carolina &amp; Georgia tour from 5 to 8 nights</li> <li>b) Replace Hilton Head with Athens &amp; Macon</li> <li>c) Increase Atlanta by one night</li> </ul> <p>The tour will now run: Atlanta – 1 night Macon – 1 night Savannah - 2 nights Charleston – 2 nights</p>	Tour operator

	<p>Athens – 1 night Atlanta - 1 night</p> <p>We also provided dates for the website on: Cherry Blossom Festival Macon St Patricks Days Parade Savannah Savannah Music Festival</p> <p>Kuoni were also pleased that we participated in their travel agents events and generally support this area as 80% of US product is sold through this channel.</p>	
Trade	<p>UK Sales Mission – Trade Calls – 22<sup>th</sup> July 2010 Met with Phil Newcombe – GM at Bon Voyage, a tailor made tour operator based in Southampton. We also undertook two training sessions. The training sessions were timely as three new staff members have recently joined and were keen to learn more about the Georgia product. Joanna Still – Operations Manager also requested information on accommodation in Dahlongega as well as on the Blue Willow Inn in Social Circle and The Whistle Stop Cafe in Juliette.</p>	Tour Operator
Trade	<p>UK Sales Mission – Trade Calls – 21<sup>th</sup> July 2010 Joseph Walker and Peter Hannaford met with Peter and Liz Gascoygne-Lockwood of Old Country Tours – a niche military and war tour operator. Peter has undertaken several civil war tours in the past and is setting up another for this coming October that will include Georgia called ‘Fort Sumter to Atlanta’. After quite a lot of discussion it was agreed that Joseph will take on working with the state office ‘civil war’ expert and various communities in the US to bring the tour together. The main places to be visited are: Savannah/Americus/Andersonville /Columbus/Rome/Dalton/Cartersville/Atlanta. We have sponsored the UK American Civil War Round table conference in 2011 and will provide a speaker and advertising (included) in their publication ‘Crossfire’</p>	Tour operator
Press release	<p>Created the release, “Georgia Brightens Up The UK Highways” – announcing Georgia’s sponsorship of Titan Vans to promote the destination.</p>	Media
Press lunch	<p>Secured the following travel writers for the Press lunch at start of UK mission;- <b>Mary Moore Mason</b> - Editor of Essentially America. A consumer magazine which specialises in travel to the US. Frequently covers Georgia. <b>Steve Hartridge</b> – Editor of Selling Long Haul. This is a monthly trade publication providing factual</p>	PR - Sales Mission

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.

**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.

**John Carter** – John is well known in the travel industry as he was the key television presenter of 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.

**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.

**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.

**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.

**Peter Morrell** – Editor of a successful website – aboutmygeneration.com. He has a particular interest in the US.

**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!

**Daniel Andrews** – Travel Reporter at the online news provider Adfero and is always seeking comments and thoughts!

**Melissa Shales** – Chairperson of the British Guild of Travel Writers and editor of over 100 guidebooks and editorial director of wherenow.co.uk

**Lynn Houton** - Freelance consumer writer. Attended Pow Wow with the UK media delegation. Interested in anniversaries.

**Gregor Rankin** – Publisher, Food & Travel Magazine. We have previously discussed including Georgia in the Features list.

**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.	
Press releases	<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"> <li>• Feature Ideas</li> <li>• Atlanta</li> <li>• Savannah</li> <li>• Georgia Antebellum Trail</li> <li>• A Film Favourite</li> <li>• Lights, Camera, Action</li> <li>• The Georgia Sea Turtle Center</li> <li>• Swing Into Georgia</li> <li>• Tour Operator List</li> </ul> <p>Finalised the participating list of journalists for the Press Luncheon on July 19<sup>th</sup>. Produced profile on each of the journalists attending the Media Luncheon Confirmed meeting with the Chairman of the Association of Independent Tour Operators to discuss the destination and the benefits of the Association. David Hall of Gullivers Sports Travel contacted the office but unable to meet with Joseph Walker during the Sales Mission</p>	Press lunch
Journalist requests	<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>	Media
Media Marketplace	<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>Send details on Georgia to Nick Dalton</p>	Visit USA
British Guild of Travel Writers	<p>Attended this event and pitched Georgia as a feature idea to the following:</p> <p>Peter Hughes – award-winning consumer writer</p>	PR

reception	John Bell – producer for broadcast Alan Hart – winner of last year’s Guild award Donna Dailey – writes on the US	
AITO Summer media reception	Discussed Georgia with the following journalists: Joanne O’Connor – The Observer Newspaper Annabelle Thorpe – Freelance consumer writer Carole Wright – writes for high-end publications such as the Hong Kong Tatler	PR/Trade organisation
Trade	Requested information for the press release and quote for supporting images on the Titan vans.	Tour operator/PR
AITO Bulletin	Provided copy for the AITO Bulletin for publication	Trade organisation/PR
Trade	BA Holidays JP met with Roslyn Stewart and new Partnerships Promotions and Marketing Manager Amanda Lakin to discuss product and new marketing and promotional ideas. Great news is the introduction of a new systems functionality that will allow BA Customers to put together holidays including open jaw flights, e.g. into Atlanta & out of Savannah. They are confident that there will be a significant increase in business when this comes onboard in August. They are also working on revamping all of their Destination Guides on ba.com. Discussed digital activity on BA.com to help drive more visitors to search and book Georgia product, by building greater awareness of the destination. Expressed a desire to feature an ad with editorial in the BA in-flight magazine, Highlife which Amanda initially said would be almost impossible to place due to the high price tag and availability(as the audience is so huge). Planned digital activities to be spread over the forthcoming months.	Tour Operator
Trade	JP and AY met with Michala Burton during Sales Mission to discuss product and new marketing and promotional activities. The new booking system they use, travelbox, has been enhanced to enable more dynamic packaging which should increase sales significantly. Discussed objectives: To increase consumer awareness and bookings to the area. Push sales for remainder of 2010 and encourage forward sales for 2011. Ensure KSP’s are communicated effectively. Incorporate a mix of activity including consumer emails and print advertising. New product contracted for Atlanta includes The Doubletree and the W hotels. Room nights for Atlanta and Macon are up but Savannah down slightly due to change in a hotel.	Tour Operator

	There are many opportunities in the instore Virgin Holidays shops which are located in over 40 branches of Debenhams, Tescos, House of Fraser throughout the UK.	
Sales mission	<p>JP and AY, BB and MS met with Lesley Roberts Head of Leisure Sales <b>Continental Airlines</b> during the sales mission.</p> <p>The company is currently going through major changes with its merger with United, which will make it the largest airline in the world.</p> <p>The regional routes are all doing well apart from Bristol which will cease operation in September. Lesley is keen to do another joint event at some point next year and possibly a fam however this all depends on what happens with the merger.</p>	Airline
Trade	<p><b>Funway Holidays/Continental Vacations</b></p> <p>JP had a meeting with Viara Challier &amp; Casey Hurford. Casey has taken Lee Burn's place as new Product Manager for Continental Vacations and Funway.</p> <p>Bookings are very slow but holding steady, however they are not seeing any growth. Further meeting in August to discuss possible joint marketing activities and training.</p>	Tour Operator
Trade	<p><b>North America Travel Service</b></p> <p>JP met Ruby Briggs and Keith Worrall.</p> <p>JP and Keith will be doing a joint sales blitz in Scotland for their top selling travel agents in September and the North in October. These will include product update, trainings and consumer dinners/lunches.</p> <p>JP is in talks with Jane Riddington (south of England) to do a similar blitz in the South.</p> <p>Ruby has offered the opportunity of co-sponsoring some consumer dinners as they have been successful in generating business in the past.</p>	Tour operator
Trade	<p><b>Affordable Car Hire</b></p> <p>JP had an introduction to the company and met with Jodie Scullian, Business Development Executive and Bill Maxwell, Director.</p> <p>Gave overview of the destination and discussed possible marketing to their data-base.</p>	Car Hire
Trade	<p><b>Jetset Holidays</b></p> <p>JP met with Paul Molyneaux and was offered the opportunity to come up with a good tactical offer for Jetset Holidays to be featured in the Manchester Evening News (and the good news is it won't cost us a penny)!</p> <p>Sent details to BB and MS as they were the areas mentioned and they are looking for a good rate at an Atlanta Hotel for 3 nights &amp; a hotel rate in Savannah for 5 nights so that Jetset can package up with some flights and put out as a tactical offer.</p>	Tour Operator/Media

	Anything value added, for example a free upgrade, free breakfast, round of golf, shopping vouchers to make the offer more attractive would be welcomed.	
Consumer event	Manned Georgia booth at Farnborough air show during consumer days. All brochures and maps went during the weekend and lots of follow up calls received on consumer line.	Consumer
Research information	Research and figures for Delta flights into Georgia obtained and provided to GDECD. Delta flights to Atlanta are 10% up on 2009.	Airline
TV	Program on one of the UK's best loved celebrities - Bruce Forsyth's predecessors showed extensive coverage of Atlanta. Places featured included The Carter centre, MM house, History Centre, Piedmont Park and other sites. His Great Grandfather lived in Georgia in the late 1800s. The program was shown at peak time on one of the 3 main TV stations.	Media
Press	Double page feature on Savannah in weekend edition of Daily Mail, a major UK paper. The circulation is over 2 million, and the media value was \$297,600. The feature was generated by Product Executive at Virgin Holidays who suggested the travel writer may like to visit Savannah on his way to a wedding in South Carolina and he not only changed his travel plans, but then gave GA great coverage on his return.	Press/Tour Operator
Press	Quarter page on Martin Luther King in the Mail on Sunday. The Feature was titled "Ten of the greatest speeches" and also included an image of Dr King making the speech. Media value \$30,968	Press
Press	Page and a half on Heart n' Soul tour of Deep South. Tour started in Atlanta with coverage of all the sights and went on through other Deep South states. Media value TBA	Press
Press	Paragraph entitled "Georgia state tourism bosses set to visit UK" appeared in Travel weekly prior to the sales mission.	Trade Press
Press	Small feature on The Old South in The Sunday Times. The information and coverage was supplied by The Vacations Group including a call to action for bookings.	Press/Tour operator
Press	Twelve pages on Georgia in July issue of Choice magazine. Brilliant coverage of the state and great photography, and the feature was the second one resulting from last year's press lunch followed by a press trip. Copies sent to GA and media value TBA	Press
Administration	Final preparation of itinerary, transport and files for UK Sales Mission. All four UK staff participated during the successful mission.	UK Sales mission
Administration	Preparation of monthly report, expense report and invoices.	Administration