



**Georgia Department of Economic Development**  
**United Kingdom, Ireland & Scandinavia**  
**November 2010 Report**  
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Tour Operator	<p><b><u>Cassidy Travel – Fiona Dobbyn</u></b>  Cassidy Travel have historically relied upon their retail shops and distributed other operator’s non European products. With the demise of Canamerica , and Sunway expansion , Cassidy are now looking to create their own long haul product. Fiona is keen to understand the Georgia product offering and also looking for area and properties for their Classic resorts sub brand.</p>	WTM meeting
Tour Operator	<p><b><u>American Holidays (Norway) – Widar Jensen</u></b>  American Holidays was opened in January 2010 and sells both directly to consumers but also through the trade. There is no printed brochure and all product is held on their website. Widar doesn’t know Georgia very well but is keen to expand product.</p>	WTM meeting
Press	<p><b><u>Lindsay Sutton – Freelance Journalist</u></b>  Lindsay was one of the journalists on our press trip to Georgia in September and our meeting was to follow up on the commissions and publications plus to look at further opportunities for him to feature Georgia. Lindsay has already had one piece published in the Shropshire Star (circ. 70,000). He also has pieces upcoming in the Portsmouth News (circ. 60,000), Newcastle Chronicle (circ. 67,000) and Sheffield Star (circ. 50,000). He also has a separate piece, on Atlanta, featuring in the Business Traveller magazine in Q1 2011. Lindsay is keen to do more on Georgia and in particular historic homes and gardens (Long weekend open in Savannah) and also Civil War anniversary events and activities. We will continue to work closely with Lindsay as he is a good advocate for</p>	WTM meeting

	the area.	
Tour Operator	<p><b><u>Sunway Holidays – Tara Flanagan</u></b></p> <p>Tara confirmed that she has included all of the Deep South areas into the brochure for 2011. Sunway have two tours for next year – ‘Pralines to Grits’ and ‘Deep South Discovery’. Atlanta is the gateway for both of these tours. She is keen to undertake promotional activity and suggested one of major Irish newspapers and will look at getting a reduced rate if we confirm a full page. We are looking at March 2011 for this activity.</p>	WTM meeting
Tour Operator	<p><b><u>Vacations Group – Richard Wimms</u></b></p> <p>The discussions centred around the marketing proposal that Richard has forwarded prior to WTM. The proposal was a comprehensive plan comprising trade, consumer and web based activity but the size and cost were prohibitive. A scaled down plan was agreed as follows:</p> <p><i><u>Travel Agents evenings:</u></i> 1 x London + 1 x Manchester  <i><u>Merchandising:</u></i> 1 x 6 months of travel agency activity. Another 6 months period funded subject to positive feedback and reports.  <i><u>Consumer Evenings:</u></i> 1 x London + 1 x Manchester  <i><u>E-Newsletters:</u></i> 2 x consumer newsletters</p> <p>The activity will kick off in December with either a consumer or trade evening. Richard is keen to work with Select Registry who are providing him with ‘mini itineraries’ based around individual or clusters of their properties</p>	WTM meeting
Tour Operator	<p>Trek America –  Met with ???. Trek America have just introduced a new Deep South tour that will include three nights in Atlanta. ??? advised that the average age for their US customers is 42 years which fits our product well.  Trek America have just been awarded the Best Tour Operator to the USA at the recent British Travel Awards and are creating a lot of PR activity around this including the DS website.  Trek America are providing the prize for a joint Deep South promotion with the Jamie Oliver magazine (sourced by Touchdown Communications). As the prize is an escorted tour the prize will have to be specific to a guaranteed departure. ??? to provide the dates for the confirmed</p>	WTM meeting

	departure. This promotion will likely run in January or February 2011. Training for the Trek America team (of about 5 people) will be undertaken in December 2010.	
Tour Operator	<b><u>Mikki Travel – Alex Law</u></b> Alex has advised that since we last met in Summer 2010 their US business has increased dramatically. They have handled over 10,000 rooms nights for New York, Chicago, Boston and Washington. Philadelphia was put online on September of this year and New Orleans and Atlanta in October. Alex had visited Atlanta and numerous properties in October. Mikki continues to prioritise based around room night numbers but were lobbied hard to include other Georgia cities/properties as soon as possible.	WTM meeting
Tour Operator	<b><u>Purely America – Andrew Bird</u></b> Purely America are introducing a new Southern Tour for 2011 that will be a 10 day self-drive (priced at £ 2,300 pp) and will include overnights in Atlanta. To illustrate how their business has developed for new product New England numbers have increased by 40% in 2009 and another 20% in 2010. Both Discover New England and the Capitol Region have each provided £ 10K in marketing support funds to drive the new product. The Deep South group will discuss and determine what if any support we will provide to promote this product.	WTM meeting
Tour Operator	<b><u>TUI (JetSave) – Sarah Lax</u></b> Sarah advised that the Long Haul and Short Haul teams have been merged under yet another TUI re-organisation (third this year). Sarah will retain the purchasing role for USA and Canada but will also include the Irish Republic arm (American Holidays). Day to day product responsibility for Ireland will remain with Dee Burdock. TUI are launching an online brand Americanholidays.co.uk , which is a mirror to the American Holidays Irish site. In terms of current product the Southern Dixie tours continues to sell well and we will undertake a separate discussion on further joint promotional activity to support this tour	WTM meeting
Tour Operator	<b><u>Tour America (Ireland) – Liz Wright</u></b> Tour America has included Deep South product (Atlanta) as a whole for the first time in for 2010. They have also gone back to producing a brochure for 2011 having removed this for the last two years. Much more information on the tour and area is available on the Tour America website. Liz advised that they have set up a 'Virtual Consultant' on Facebook and also provide weekly YouTube videos for customer consumption as well as a 65,000 circulation weekly e-mail shot.	WTM Meeting
Tour Operator	<b><u>Travel 2 – Nigel Fell</u></b> Met with Nigel who is now working 2 days a week for Travel 2 as a consultant on Tourist Board	WTM meeting

	<p>activity. Nigel will provide a 'Southern' focus on this activity and showed some outline areas, primarily webs based, in which we might want to access their trade base. We agreed upon a further meeting to discuss further and better understand what might work for GA and what cost may be involved.</p>	
Tour Operator	<p><b><u>Black Tomato – Amanda Style</u></b>  Black Tomato are a relatively new UK tour operation which bases their operation around 'Lifestyles' and is primarily editorial driven. Their customer base is primarily 30-55 years old couples who have on average \$ 12 – 14 thousand to spend per trip. They see themselves as a glossy online tailor made tour operator. They have 15 people in their sales team and we have agreed to undertake product training in early 2011. We have also discussed a bigger (probably Deep South) product push that will involve the creation of a micro-site that sits within their main site. This will be an expensive undertaking and Black Tomato do not have the resources to build this until 2010. We will discuss as a Deep South team but initial concerns are that this will distract from our own Deep South website.</p>	WTM meeting
Tour Operator	<p><b><u>Kuoni – Laura Neasham/Sarah Jackson</u></b>  Sarah confirmed that all UK product is now handled out of Zurich whilst the UK marketing activity is to be remain in Dorking.  Laura confirmed that new shops will be opened in Sheffield and Liverpool in December with 20 in total by Summer 2011.  Numbers to the US are down 5% for 2010 with a weak outlook and focus on a late market. Kuoni too are focusing on Facbook with 3,000 UK fans ( 267 behind Virgin Holidays with TUI on 8,000). Sarah will work up a promotional plan and forward to us within the next two weeks.</p>	WTM meeting
Press	<p><b><u>Food and Travel Magazine – Gregor Rankin</u></b>  Following a discussion at the press lunch during the Georgia UK sales mission in the summer, a meeting at WTM to discuss further opportunities. Food and Travel has 10 issues per year with 20 potential travel slots (2 per issue). They also now have a German version (potential joint activity providing possible cost savings) and the magazine is distributed in 44 countries in three languages. We discussed areas that might be of interest including the coast, antebellum trail, Atlanta and mountains. If we can agree a topic that interests Food and Travel they would require us to host a journalist and photographer for around a week in destination.  Food and Travel also have a 'Round Up' section which is for travel 'bites'. We have included them</p>	WTM meeting

	on our PR mailing list.	
Press	<p><b><u>Essentially America – Mary Moore-Mason</u></b></p> <p>Having focused on the coast and Antebellum trial on her last visit to Georgia Mary is keen to explore other area of the State. We discussed and agreed that ‘themes’ rather than areas would be a good way to proceed. This might include Garden features, B&amp;B focus, Civil War, History &amp; Heritage (including the Gullah/Geechee Heritage Corridor). Mary is keen to receive any specific travel news that emanates from Georgia. Will narrow the choice of themes and agree a topic prior to the end of 2010.</p>	WTM meeting
Trade	<p>Attended the <b>annual Association of Independent Tour Operators overseas conference</b> in Brussels from 19-21 November 2010. 150 Specialist/Niche Tour Operators along with a limited number of suppliers/press (Technology Providers/Tourist Boards) attended a two day business meeting to discuss industry development, share best practices and hear from change management consultants and Economists. The business sessions were highly interactive and the associated networking sessions were very interactive. The evening dinners also provided excellent opportunities to interact with both operators and press. I was seated with Jane Knight the Travel editor of the Times (Saturday) on the Saturday evening. Jane seemed genuinely interested in Georgia and said she will look to incorporate a piece at some point in 2011. Overall this event and organisation provide great opportunities for niche products and to increase visitor numbers to the State but will have to be ‘worked’ to establish the necessary relationships to deliver this potential</p>	Tour Operator Conference
Press	<p>Participated in the November <b>Travel Media.ie media networking event</b> in Dublin. This is the premier media association in Ireland and these events are held on a quarterly basis. Around 50 press/media were in attendance with about 20 suppliers – a very good press to supplier ratio. Presentations from Philadelphia and American Holidays provided a good insight to current activity be undertaken in the Irish market and how the state of the economy is affecting the travel sector. Many smaller trips including shopping trips to New York are being curtailed but main holidays are not affected at this time. The Irish media community has historically been very concentrated but there is a new wave of younger web savvy journalists, focusing on blogging and social media outlets entering the travel sector. Several very useful new contacts were made.</p>	Media event

Press release	Created the release, "Take To The North Georgia Mountains This Winter", which was distributed via the web throughout the UK to over 5,000 media outlets. This was also sent via the web throughout Ireland to over 1,500 outlets.	Media
Press enquiry	<b>Brian Pedley</b> Sent details on The Legacy of the Olympics to Brian	Media
Press enquiry	<b>Meera Dattani</b> Travel and lifestyle writer with a special interest in eco tourism and travel with a local flavour. She writes for a range of publications including The Guardian, The independent, whatsonwhere.com and Orange. She recently travelled to the Capital region for Travel Weekly on the subject of Civil War. Details on the Civil War Trail in Georgia were forwarded to her.	Media
Press follow up	<b>Anna Selby</b> Followed up with Anna who has been commissioned to write on escorted tours for The Telegraph Supplement.	Media
Press follow up	<b>Andrea McVeigh</b> Andrea contacted the office to advise us that the feature on Georgia will be published in Ulster Bride in December.	Media
Press follow up	<b>Simon Horsford</b> Liaised with Simon following his visit to Savannah on Amtrak. His feature was published on 14 <sup>th</sup> November in the Sunday Telegraph. JW contacted him to thank him for the coverage.	Media
Press enquiry	<b>Katy Dartford - freelance</b> Following the publication of the release on North Georgia Mountains, Katy contacted the office. She is interested in writing about soft adventure and unusual places in the US and future press visits.	Media

Press enquiry	<b>Rupert Parker – freelance</b> Rupert contacted the office and asked to receive future releases and details on Georgia.	Media
Editorial	Sent details to Travel Trade Gazette on “Adrenaline in the US” - North Georgia Canopy Tours, Historic Banning Mills, White Water Rafting on the Chattooga River and Six Flags.	Media
Trade event	Jane Wilson attended The AITO Conference in Brussels – November 19 – 22 <sup>nd</sup> .  Jane Knight, Travel Editor of The Times attended. We discussed Georgia and she would be interested in the destination if positioned from a unique perspective/story	AITO conference
Press meetings	<b>World Travel Market</b>  Arranged the following media appointments for Georgia although the state did not have a stand: <ul style="list-style-type: none"> <li>• Chris Leadbeater - Freelance writer for the national consumer media interested in Georgia</li> <li>• Mary Moore Mason – Editor of Essentially America – new developments</li> <li>• Lindsay Sutton - she participated in Georgia’s press trip and wanted to discuss further ideas on Atlanta.</li> <li>• Food and Travel Magazine – to discuss the possibility of a feature/and or promotion in 2011</li> </ul>	WTM
Tour Operator	<b>TUI</b> JP met with Sarah Lax and Suzanne Harvey. Gave Suzanne presentation on GA so that she can train all Indian call centre staff on the area during her visit in December. Sarah is now overseeing American Holidays which has huge potential to push bookings to GA. JP has given Sarah list of potential hotels. Currently working on joint marketing activities to give bookings a boost.	Trade meeting
Trade event	<b>WTM - London</b> The show went well. JP held back to back meetings with good quality key operators and several	WTM

	<p>new leads made.  JP &amp; PH attended the Virgin Awards party which was by invitation only and only selected UK representatives were invited this year</p>	
Tour Operator	<p><b>MIKI TRAVEL</b>  JP met with Niki Beszant – Product Manager  JP visited their large head office in London and was taken on a tour including the call centre.  Miki are very keen to expand product in GA</p>	Trade meeting
Tour Operator	<p><b>Funway/Continental Vacations</b>  JP met with Viara Challier and Casey Hurford.  Bookings to Deep South destinations are holding steady compared with other US destinations.  Looking to do joint ads in press and online activities in Jan &amp; Feb.  Forecast for next year is looking better.</p>	Trade meeting
Press	<p><b>Sally Dowling</b>  JP met with Sally who has won top awards for her travel pieces. Sally presented an opportunity to feature Georgia (or shared with a UK tour operator) in the Spring Special edition of Take a Break, on sale 7 April for 6 weeks.  The 'Special' issues of Take a Break are additional, bumper issues of the top selling women's weekly magazine, Take A Break and have a circulation of approx. 500,000. The issues are on sale for 6 weeks and are aimed at the same target audience as the main magazine but with the benefit of a longer shelf life. The magazine has mass market appeal although the competition element appeals to a complete cross section of readers in terms of both age and demographic groups.  This opportunity is for a Star Prize feature. This is a standalone double page spread and one of the most popular promotions in the magazine. The content of the prize is flexible but it would need to be taken in 2011/ 2012 and have a gross value of up to £4,000.</p>	PR meeting
Press	<p><b>Travel Guru</b>  JP met with Cathy Bartrop to discuss video production opportunities for GA.  Travelguru work with partners to create video content not just for their site but for the fast emerging online opportunities as well as more traditional broadcast outlets. These include featuring promos on BA's in-flight entertainment and Tripadvisor.</p>	PR Meeting

Tour Operator	<p><b>America as you like it</b>  JP met with Maggi Smit and Cath Pusey.  Joint marketing in December with tactical offer. JP liaising with Katrina Saloker regarding the tactical offer for press ads.</p>	Trade meeting
Tour Operator	<p><b>Travel Zoo</b>  JP met with Viktoria Loewenthal.  Viktoria gave a general overview about Travelzoo and the products they have that cater for destination marketers, as well as an advertising proposal for 2011.  Having discussed with PH, it was decided to relook at the proposal for 2012 due to the high cost involved.</p>	Trade meeting
Marketing opportunity	<p><b>Ubiquitous Taxis</b>  JP met Joe Butler to discuss branding opportunities for branding GA on London cabs.  Joe gave a presentation with various flexible options at very reasonable prices.  Consideration will be given for next year's marketing activities.</p>	Trade meeting
Media	<p><b>The Travel Channel</b>  JP arranged an interview with Petra Shepherd for the Travel Channel at WTM</p>	PR meeting
Press	<p><b>Press Lunch</b>  JP organised lunch at Le Pont De La Tour for 8 key journalists. The lunch went very well with great feedback received.</p>	Media event
Media	<p>Georgia was featured on Radio 2 broadcast Tim Rice's American Pie and its chosen state was... Georgia. It was also kept on the BBC site for another 6 days. Copy to be obtained for GDECD</p>	Radio coverage
Tour Operator	<p>Urgent request received on a Friday night from Newmarket Travel asking for help with 20 rooms for 37 passengers at Atlanta airport. The rooms were for the following night and due to Delta rescheduling their flight from Manchester which meant the passengers missing their connection to Los Angeles. AY managed to get hold of Brandon who sent out request and gave AY as direct contact to save time. The interested hotels came up with excellent rates, business booked with Hilton and AY went back to all responses thanking the hotels for their quick replies. Newmarket Travel will now consider placing extra business into Atlanta as many of their coach tours go straight to AL as hotels are cheaper.</p>	Sales opportunity

Press	Wording and photography given to publisher for December issue of Gatwick magazine. This issue will feature golf in GA. Copies to be sent to GDECD when published	Magazine feature
Fam trip	Continued efforts to get delayed fam trip for Cambridge Business Travel sorted out. New dates now been given by BA for February and ACVB working on hotel rooms before any invitations are sent out..	Trade opportunity
Tour Operator	Invitations received by AY and JP from Virgin Holidays to attend concert on December 9th in their VIP box at the O2 centre.	Trade event
Tour Operator	Atlanta now has it's own destination page on the BA.COM website: <a href="http://www.britishairways.com/travel/atlanta/public/en_gb">http://www.britishairways.com/travel/atlanta/public/en_gb</a> This has been negotiated as a result of the constant sales calls to the BA Holidays HQ	Tour op Website
Tour Operator	<p>Training done at THG Holidays, Swansea on GA.</p> <p>They currently sell Deep South tours using American Driving Vacations. Tour includes Atlanta day 1 at Best Western, airport.</p> <p>Looking for more product to feature on Website now and will start work on next brochure in May.</p> <p>THG currently have product in TN and AL in brochure using Sweet Magnolias.</p> <p>Opportunities to run ads in South Wales Evening post and a press trip.</p>	Training and meeting
Hotel	Meetings set up for Director of Sales Ellis Hotel Atlanta for WTM. Jointmeetings conducted where possible opportunities existed.	WTM meetings with hotelier
Monthly reports	Preparation of monthly reports, expenses, wire forms and invoices	Administration