



Georgia Department of Economic Development
United Kingdom, Ireland & Scandinavia
April 2010 Report
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Marketing Activities

PR	PH held discussions with Sarah Baxter, freelance writer who needed specific information regarding tours undertaken by a company called 'The Savannah Walks'. Sarah's deadline was tight and she needed our assistance to obtain the information. We were in contact with both the Savannah CVB and Brad Spinks at Savannah Walks who was supplying the necessary information to Sarah on the Saturday morning as she was about to write the article. Images also supplied.	Media
Promotion	PH created PDF invitation for private screening of 'The Last Song' to be held on April 28 th at the UK Disney headquarters in central London. Master invitation list created and sent to media, trade and partners. An allocation of seats was given to Delta Air Lines sales in the UK as part of our co-operation. Delta will invite key customers to the event. The theatre will take a maximum of 80 guests.	Marketing
Partnership	PH co-ordinated the affinity promotion with Firebox.com and online gift retailers, specialising in unique 'quirky' items. We are supplying a 14 Night Cajun Capers holiday in conjunction with Virgin Holidays and American Ring Travel Inc. This competition will sit on the Firebox home page for the month of April with a separate completion page. The pages contain many hyperlinks to the Deep South website but also to the Virgin Holidays site. The competition is also being highlighted in a special mail shot and the Firebox online weekly newsletter. We have an opt-in box to gather consumer details for future marketing activity. Georgia co-ordinated the supply of copy, competition questions & images for the promotion as well as the terms and conditions and various web links. For more details visit: http://www.firebox.com/competitions/competition181deepsouth	Deep South
Partnership	PH working with Touchdown marketing on a possible affinity promotion with Wallis, a British women's clothing retailer (134 stores & 126 concessions). We are looking to participate in a holiday prize completion via the Wallis store card statements as well as their e-mail database. The competition will be hosted on the Wallis website. Touchdown is working on an SLA (service level agreement) which will stipulate the terms and conditions of the partnership. If agreed the promotion will run for the	Deep South

	month of June	
PR	We have been approached by a well known Journalist – Ginny Dougray – regarding a trip she is taking over the Year period later this year. Ginny’s article will run in the Saturday Times and will be themed on her travels with her sons and will start from New York go through Louisiana and Georgia, ending up in Miami. Ginny is interested particularly in Atlanta and Savannah. PH in contact with Stefanie Paupeck and will determine if we can support this in conjunction with our Deep South colleagues in Louisiana.	Deep South
PR	PH In contact with Simon Horsford the commissioning travel editor for the Sunday Telegraph. He will be on a rail and road trip down the Eastern sea board, and will have 36 hours in Savannah. Working with Erica Backus at the Savannah CVB, we have arranged passes for him to visit at the Ralph Mark Gilbert Museum.	Media
PR	PH approached by Kay Cox of the Scottish News of the World for fact box details for the article written on Savannah/Tybee following Barry Nicholson’s visit during the Savannah Music Festival. Worked with Alan Glen MD of Scottish Operator Glen travel to provide lead in prices for trips to Savannah. Kay has included Glen travel contact details as part of the feature. The article is also online at http://www.newsoftheworld.co.uk/scottish/scottish_news/785455/Savannah-is-sleepy-by-day-and-rowdy-by-night.html	Media
PR	PH proof read and amended article appearing in the second edition of the Getaway Magazine, a quality complimentary publication for travellers and businesses in and around the Gatwick Airport area. The four page article covered Atlanta and surrounding area along with the Antebellum Trail, Georgia golfing and Savannah. Web addresses for the various areas, and contact details in the UK for further information were also added.	Media
Promotion	PH proof read details for postcard that was created to promote the upcoming movie The Last song. The half million postcard run has been printed by Cineworld who will distribute the card (showing the Georgia logo and web address) throughout their 75 multiplex movie theatres during April. Images of the postcards have been sent to GDECD, plus Savannah and Tybee Island CVB’s	Marketing
PR	We have been approached by ‘In’ a U.K based coalition of award-winning, top rank journalists from London, New York, Hong Kong and Los Angeles. This agency creates top quality copy, video and pictures covering lifestyle, motoring, business, design, environment and technology. Their latest project involves a film, editorial and online piece surrounding Brian Johnson, lead singer of AC/DC which will involve us filming him driving a Rolls Phantom in three different cities around the world one of which is Atlanta. After initial discussions with GDECD and Atlanta CVB, the ACVB are now working directly with ‘In’. The filming team will be in Atlanta in early May 2010.	Media

Partnership	PH attended, in conjunction with Delta Air Lines, two meetings of the Gatwick Diamond group regarding an inbound trade mission to the UK. Helped to proof and vet the invitee list and will receive the Gatwick Diamond database over the coming months on outbound e-mails and newsletter campaigns in association with Delta.	Airline
Partnership	Meetings with Delta Air Lines to discuss their participation in several promotions related to the release of Touchstone Pictures 'The Last Song' which is set entirely in Georgia. After a lot of negotiations we agreed a format that met Delta's needs to promote sign-up to its SkyMiles database in return for 8 transatlantic tickets to be used as competition prizes in our various associated promotional activities. Delta logo and web links (where promotion appears online) to be included in all partner promotions.	Airlines
Partnership	Following the launch of the new Deep South website we now have some initial statistics. The launch of the website was promoted through PRWeb a media distribution network (cost \$ 60 divided by 5 states). In the first 20 days the press release was downloaded 610 times directly from the site, with more downloads through partner sites. In terms of the new website itself we have seen a 100% increase in visits to the website and an 80% increase to the main Georgia page. For the various actual page visits 'Georgia Music' came in at #4 - behind generic pages 'request more information', 'maps' & 'Tour Operator of the month'. 'Georgia – Family Fun' and 'Georgia Fly-drive' came in at #11 #12 respectively. Another positive is that average time spent on the site has risen from 2m:49s to 4m:11s which is attributable to the improved navigation and content of the site.	Deep South
Promotion	PH worked with the Tybee Island Tourism Council, Savannah CVB and Atlanta CVB to identify specific properties that will support the 'Last Song' competition prize promotions. This included obtaining logos, images and 50 words of copy for each partner. The timeline for turnaround was very short and each tourism entity was very responsive and we were able to meet the deadlines for the promotional launch. Partners sourced include Tybee Vacation Rentals, Mermaid Cottages vacation rentals (Tybee), Staybridge Suites (savannah) and Hilton (Atlanta)	Marketing
Promotion	PH received and distributed tickets for London premiere screening of Touchstone pictures The Last Song. Tickets were taken by Virgin Holidays as part of a staff draw and by 8 journalists accompanied by JW. Miley Cyrus who stars in the movie was due to attend was unable to do so due to the flight disruption caused by the volcanic ash cloud in Iceland.	Marketing
Promotion	Advised with one week out that due to technical issues with the screening room at the Disney HQ in London, the private screening set for the 28 th April would have to be move back by one day to the 29 th April. Alternate plans to hire a movie theatre on the 28 th did not work out so we had to contact all invitees, advise of the change of date and send out new information. Fortunately all but a few of those that had accepted were still able to make the screening. Advised all partners in the US of the	Marketing

	change of date also.	
Promotion	Discussed and secured promotional items from Tybee Island Tourism Council and the Atlanta CVB to be included in 'Goodie' bags to be given out to guests at the private screening of 'The Last Song'. Tybee Island has already sent a supply of Tybee visitor guides and also dispatched Tybee Logoed beach bags. Atlanta CVB arranged in conjunction with the Georgia Aquarium to supply and dispatch small aquarium 'giveaway' items. Delta will supply plain quality bags and chocolates.	Marketing
PR	PH finalised itinerary for 'Savannah / Antebellum Trail' press trip for participants from UK & Ireland. A revised document giving details of all venues, activities and restaurants distributed to each participant along with flight, immigration, meeting instructions and forecasted weather for the trip.	Media
PR	Following a volcanic eruption in Iceland and due to the resultant ash cloud spreading south east over the UK airspace was closed on the 15 th April for almost a week. The 'Savannah / Antebellum trail' was cancelled late on the 20 th April due to the ongoing disruption and uncertainty surrounding resumption of flights and has been postponed, hopefully to be undertaken in late May 2010. All flights bookings were cancelled, along with car hire and hotel accommodation. Each partner was contacted by phone and e-mail to explain the circumstances around the postponement. We are working with the journalists on their upcoming schedules to try and agree a date for a new trip.	Media
Partnership	Following the launch of the Deep South online promotion with Firebox.com we have received some initial feedback on numbers from them. The promotion runs throughout the month of April and numbers are as follows: As of 15 th April 2,250 entries As of 21 st April 5,100 entries We are currently getting approximately a 34% opt in rate.	Deep South
PR/Partnership	We have been approached by Four Communications who represent Days Inn in the UK market. They have seen our activity with The Last Song and are keen on a possible tie up as Days Inn was founded on Tybee Island and are celebrating 40 years of operation this year. Their prime aim, is to promote Days Inn UK properties but are keen to work the association with Tybee. We are too late to include them in our current promotional activity relating to the Last Song movie release but have discussed the possibility of working together on the DVD release of the movie which should be in about 14 weeks following the release to the theatres. We shall be meeting again in early May to discuss opportunities in more detail.	Marketing
Promotion	PH provided images to Titan travel for van back promotion that is being undertaken by Georgia, Savannah and Atlanta. Titan have mocked up the images and fed these back for approval. Logo placement and tag lines have been queried as well as perspective of images. Titan are re-working several layouts so we can have different options to review.	Trade

Partnership	Georgia has taken responsibility for organisation and set up of the Republic of Ireland segment of the upcoming Deep South mission in early June. We will be undertaking agents training and meetings on the morning of the 10 th June and a press and trade reception on the evening of the 10 th . More agency training will be undertaken on the morning of the 11 th June after which point the mission will end. We have chosen a venue for the reception – The Morrison Hotel, Dublin and also secured a room block for participants. We have also drawn up a press and trade invitation list along with an official invitation. These have been sent out and responses are starting to come back already.	Deep South
Promotion	PH liaised with Disney and Cineworld on design and layout for Cineworld online competition prize related to 'The Last Song'. We have Delta and Georgia logos on both the main competition pages as well as a link through to georgiatourismusa.co.uk website which feature the partner websites supporting the prizes. Cineworld is the largest chain of multiplex movie theatres in the UK with over 75 locations throughout the UK.	Marketing
Promotion	PH worked through and approved copy for Daily Mail prize competition for the release of 'The Last Song' movie set on Tybee Island Georgia. The Daily Mail has the second largest circulation of any newspaper in the UK and is by far the closest in terms of demographic for potential visitors to Georgia. Included in the online version are the Tybee Island, Georgia and Delta logos together with a hyper-link through to the Georgia microsite which carries images, copy and further links through to the partners supporting the prizes.	Marketing
Promotion	PH oversaw the development of the stand alone competition prize linked to the release of the Touchstone pictures movie 'The Last Song' held on the www.georgiatourismusa.co.uk website. There is a link to the competition on the home page, and once on the competition page images, copy and links to the partners supporting the prize. We are also carrying opt in boxes for Georgia Tourism and Delta Air Lines. This competition is being promoted through numerous PR channels as well as specialised competition website channels.	Marketing
Promotion	Held a private screening for key press and trade clients on the 29 th April at the Disney HQ in central London. The 80 seat theatre was almost full and the guests were invited to a small reception before the screening. Georgia tourism provided goody bags, which had to be packed by us, food and drinks for the event, as this was not provided by Disney. The hospitality was very well received and we received good feedback on the movie but more importantly about the locations shown in the movie itself, namely Tybee Island, Wormsloe Plantation and the Georgia Aquarium. The goody bags provided plenty of information relating to Tybee, Savannah, The Georgia Aquarium and included a copy of the Georgia guide. Disney provided a copy of the "Last Song" book for each guest, to be included in the bags. AY, JP and PH attended the event, which was enjoyed by all of the tour operators and press in attendance	Marketing

PR	PH contacted by Kirsty Dillury at Louisiana Tourism regarding a Deep South press trip undertaken by a UK journalist, Ben Evans that included Georgia and Century literary figures in the Deep South. Kirsty wanted details of the properties that Ben stayed in during his trip to be included in a 'fact box' within the article. A further suggestion was that we create a separate 'landing page' on the Deep South website and a link to Ben's article. This has now been agreed and work will start on the landing page in the publication. The feature will be in a Saturday edition of The Times, in the travel pages of the Weekend section.	Media
Journalists – Press Trips	Kay Cox , travel editor of the Scottish News of the World requested FactBox information and lead in prices to support the feature written by Barry Nicolson who travelled to the state and attended the Savannah Music Festival, and visited Tybee Island and Savannah area. <i>The Scottish edition of the News of the World currently has a circulation of around 320,000 and the feature would also appear on the website, giving access to an area which is increasingly popular.</i>	PR
Information requests	Choice magazine, editor, Norman Wright requested FactBox information to support their forthcoming feature following his press trip to Georgia last October.	PR
Journalists on press trip	PRESS TRIP PARTICIPANTS: Liaised with the journalists with itinerary details. Andrea McVeigh , freelance consumer writer. She has secured commissions with: Escape travel magazine, Ireland's premier glossy travel mag, readers: 50,000+ ABC1 Ulster Bride or its sister publication Ulster Tatler. Sugahfix.com - online magazine for women, 4.5million+ unique users since launch. However Andrea would like to write a separate feature on Atlanta. JW is liaising with her on a separate itinerary to propose to the CVB Felicity Hawkins , freelance consumer writer has a commission with The Grove Magazine which is a very popular, upmarket, glossy magazine that is distributed directly to households in some of the smartest parts of Notting Hill/West London. Website link: http://grove.greatbritishlife.co.uk/ She also has established provisional interest in Georgia/The Antebellum Trail from a variety of other publications including The Independent and History today - depending on the story angles that might arise during her visit. James Woodward is a journalist for the Press Association., the largest press agency in Britain. Most major national newspapers, websites, TV and radio stations subscribe to this wire, including the BBC. The copy also runs as part of Google's news service. The Press Association also has contracts with Yahoo and MSN who carry copy on their homepages. In addition, material is taken up by several government, commercial and not-for-profit organisations. http://www.pressassociation.com/about-us.html John Carter is a well respected journalist and has been commissioned by a national consumer woman's magazine, Womans Weekly which has a circulation of 340,635	PR

<p>Invitations to the Premiere of The Last Song</p>	<p>Invited the following journalists to this event as most of them are aiming to place editorial on the movie and Georgia:</p> <p>Mary Moore Mason – Editor of Essentially America. JW discussed the opportunity of a promotion in the Autumn issue on Georgia’s Tybee Island and movies in Georgia. We have agreed to give away 3 DVDs.</p> <p>Petra Shepherd- Producer of The Travel Channel. JW met with Petra to discuss coverage opportunities for this movie. The presenter has attended an earlier screening. Petra is seeking a specialist on Georgia who would be ideal to promote the Georgian coastline on camera. John Carter was proposed as he is participating in the group press trip and was a holiday presenter on TV. Petra has discussed the opportunity with John who will be retuning in time to broadcast on April 28th.</p> <p>Chris Coplans: A freelance writer who is seeking opportunities to place an article with the UK media. (Chris Coplans specialises in writing on the US)</p> <p>Gill Upton – Editor of the Business Travel Magazine</p> <p>Felicity Hawkins is travelling with the press group to Georgia. She is a consumer travel writer and is aiming to place articles on Tybee Island in lifestyle magazines.</p> <p>Liz Gill – Freelance writer who has travelled to Georgia and experienced Tybee Island on a previous press trip.</p> <p>(Invited specialist writers on the US, Kathy Arnold and Paul Wade to attend but unfortunately they were in the US)</p> <p>JW arranged to meet the journalists to provide the tickets and attend with them.</p> <p>Followed up with press releases for each journalist</p> <p>Discussed broadcast interview which is being planned with The Travel Channel – The Producer, Petra Shepherd has asked Kathy Arnold, freelance journalist, to be interviewed in early May.</p>	<p>PR</p>
<p>Press release</p>	<p>Created the release on <i>Georgia’s Tybee Island Hits The Movies</i>. The release had to be approved by Disney/Touchstone before being released.</p> <p>This was sent over the web to over 5,000 journalists and also over the web in Ireland. It was sent to a trade database.</p>	<p>PR</p>
<p>The Last Song</p>	<p>Travel Weekly Promotion: Contacted the publication to propose a competition or promotion on the movie to assist in promoting Georgia to the travel trade. Liaised with PH on web links which were then developed directly with the journalist.</p>	<p>PR</p>
<p>The Last Song</p>	<p>Invitation List: Media: Created a targeted list to invite to the private screening evening hosted by Georgia Tourism.</p>	<p>PR</p>

Journalist Requests	<p>Advised on press request for Ginny Dougary, writing for The Times who wants to visit during the Christmas period.</p> <p>Media Opportunities: Sent details on Georgia to Amanda Hyde, writing for the Sunday Times Travel Magazine (July) on places and movies.</p> <p>Junior Magazine requested details on Tybee Island for the article they are writing. Liaised with Peter Hannaford to supply a selection of images</p> <p>Editor of Selling Long Haul – sent release and two images for an article</p> <p>Sent details of a Georgia package with The Vacations Group to Chris Haslam of the Sunday Times, writing on USA in the Summer</p>	PR
Visit USA	Advised on entry nominations for the Visit USA Association Travel Media Awards after discussion with AY..	PR
Tour operator	Help given to Senior Travel Advisor with America Direct in Ireland for sightseeing in Atlanta. Pass provided for GWTW attractions and contact made with ACVB to establish contacts for this lady.	Trade
Meeting	AY attended meeting and lunch with Armin Venencie Regional Director for Delta Airlines. Topics discussed included possibility of expansion in 2011 into London, promotions, PR opportunities, Sales mission, Pow Wow and internal changes at Delta. Armin has since asked AY to invite KL to dinner with the Delta Regional Director for the other part of Europe and himself during Pow Wow. Invitation passed on to KL.	Airline
Conference calls	<p>Two calls with Joseph Walker, the first one with PH and AY present and second included AY, PH and JP. The first call was an introductory call and Joseph explained that he wanted to focus more on trade, especially sports groups AY and PH explained how we worked and promised to send tour operators profiles to date to help him see who we worked with, and what product we have with these operators. We have sent these profiles.</p> <p>The second call went along the same lines and Joseph explained that he would be working on itineraries for the tour operators and travel agents to sell, and he sent us a lead for a UK based company who organise rugby tours, as sports tours will be our focus as group business. The lead was followed up and the director has said that he will meet up with us during the sales mission for a chat. An updated schedule for Pow Wow was requested for the UK office in order for PH to prepare for the show. Joseph asked to be copied in to any e mails requesting help with press fam trips or any other relevant matters related to GDECD.</p>	Lateral Marketing
Last song thank you e mails & calls	E mails received by everyone in the UK office thanking us for the evening at Disney UK headquarters to see a private viewing of The Last Song. Most of the calls and e mails pointed out that they loved the area in the film and would be making every effort to promote it to their clients.	Trade/PR
Invitation	<p>Invitations received by JP and AY to the 25th anniversary party hosted by Virgin Holidays during Pow Wow show in Orlando. Sir Richard Branson, the owner of all the Virgin companies will be attending. JP will attend on behalf of the Georgia UK office. Sir Richard Branson is one of the highest profile figures in the UK – not just in the travel industry but in the financial field, media, TV, music and airlines, to name but a few of his business interests.</p> <p>This year marks the 25th anniversary of Virgin Holidays and they have hosted several high profile events to mark the occasion. See notes in report. UK office has been lucky to be invited to all of the events.</p>	Trade

Invitation	Invitations received by JP and AY plus families, to attend an all day event on board a boat on the River Thames in London to celebrate the 25 th year of Virgin Holidays, and the London Marathon. Sir Richard Branson was the sponsor for the first time this year with his Virgin Money company. JP and her family attended on behalf of the UK office, and networked with VIP guests. JP and AY were the only UK representatives to be invited to this VIP event. The event was also used to support the competitors who were running to support Virgin Holidays nominated charities. JY met several new contacts at the event and is currently following up with them.	Trade
Visit USA	New Visit USA website was launched and includes possibility of seeing link to online video coverage of areas for consumer requests. Details being investigated to establish costs if any, and if so whether the expenditure will be worth it.	Visit USA
Partnership	Deep South newsletter will feature offers with selected tour operators. The first ones to be highlighted will be America as you like it, Thomas Cook, Virgin Holidays and the Vacations group. These operators all sell tours featuring good GA product.	Deep South/Trade
Invitation	JP invited to the London Whitney Houston concert at the O2 arena by Virgin Holidays who hosted a VIP box at the event. Jo attended along with reps from Continental Airlines, Delta, and VIPs from Virgin Holidays. Atlanta received several mentions!	Trade
Visit USA	AY assisted Delta to process their application to join Visit USA as their application had not been processed. They were given a month's discount off the annual membership to compensate.	Airline
Tour Operator problem	JP was contacted over a weekend to assist with passengers Bastin family who had booked river view rooms at the River Street Inn in Savannah and had been given street view rooms. They had refused to accept the alternative rooms and the situation was not good. Jo contacted the hotel and spoke to the sales director but could not get the rooms changed as there was a conference group in town. She resolved the situation by contacting the CVB and they went across and gave the 4 guests free city passes for the trolley tour and various other attractions. The problem was resolved and Virgin Holidays the tour operator was very happy!	Trade/Consumer
Hosted DS overseas managers	JP/ AY contacted by Shirley Connor from Graceland Memphis and Kristen McCaskill Director of Sales for the Mississippi Dept of Economic Development who were stuck for an extra week in the UK due to the volcano problem. AY hosted them for the afternoon and caught up with DS matters and then tried to assist Kristen to return to the US at the earliest opportunity. Kristen and Shirley had both been participating in TN/MS sales mission.	Deep South
Visit USA Newsletter	Piece about The Last Song film extracted from JW press release and included in the Visit USA online newsletter.	Visit USA

Travel writer	Letter and phone call received by AY from Margaret Cunningham the writer from Ireland who conducted extensive fam trip 18 months ago. She has since had three double page features published and had radio air time. Copies sent to GDECD. Margaret will use the pieces for future reference during radio broadcasts which she conducts on a regular basis and will send discs of the recordings.	Media
Tour operator	Assistance given by AY to Justine Egan Product Manager Wexas International, for client wanting to book golf packages built around the Masters in 2011. Thank you e mail received as referral taken up and client booked package.	Trade
Online training program	Details of second year for Online Travel Training program received. Declined unless costs come down as we now have the Deep South website training program available plus Visit USA training program, and we conduct our own training sessions for tour operators and travel agents. Waiting to establish whether the costs will be reduced as part of the Deep South before a final decision is made.	Trade
Deep South website	Tour operator of the month featured Bon Voyage Travel on the new Deep South website. Tours including GA product were highlighted.	Trade/Deep South
Promotion	JP organised catering for 75 guests at the very last minute (the night before) for the Last Song promotion, then collected it and delivered to London before the guests arrived! We found out at the last minute that Disney's idea of catering was 5 bowls of potato chips and a few nuts! Not good when the guests had travelled from all over the UK, and came straight from work. As a result guests enjoyed the buffet prior to the film!	PR
Mail shot	JP sent out "What's new" and "New hotels" releases to key tour operators including Thomas Cook, Virgin Holidays, Kuoni, BA Holidays and Titan based on press releases and information from GDECD.	PR
Fulfilment	Good number of GA fulfilment packages sent out again in April to the trade in addition to consumers. Lots of enquiries still about GWTW themed tours, and a lot of these have turned into bookings via America as you like it. Many enquiries still come in from the Visit USA travel planner or website.	Consumer
Hotel	JP held discussions with UK Director of Sales for Hilton worldwide to discuss joint efforts to promote Hilton properties in GA. Meeting arranged for Pow Wow.	Trade
Hotel	JP met with Liz Shaw of Hyatt International to discuss joint efforts to promote Hyatt properties in GA. Further meeting planned for May. AY has previously worked through Liz for promotions at the Hyatt in Atlanta.	Trade
Pow Wow	JP sent e mail blast out to operators not on schedule for Pow Wow to see if they can meet during the show	Trade

Sales efforts	Unfortunately many sales call appointments were cancelled over the last few weeks due to the effects of the Volcano. All of the Tour operators were working round the clock to try and get passengers home or rebooking others on later dates. The consumer line has been very active during this time with questions about GA passengers when they could not reach the airline or tour operator.	Trade
Visit USA	JP has worked with Events committee of Visit USA to sort out arrangements for Visit USA ball, Media Marketplace and other events. She managed to secure 2 tickets on Delta and 2 tickets on Continental Airlines for prizes at the ball. The ball is always oversubscribed as so popular and is the event of the year.	Trade
Tour Operator	AY attended meeting and dinner with Maggi Smit MD of America as you like it. Discussions included help with travel writers, joint advertising, joint promotions, new product and bookings received through their new website.	Trade
Tour Operator	JP met with Richard Harrington GM Product Newmarket Travel. Their bookings are up this year, and staff received a bonus! The Deep South tour is doing very well, however current Savannah /Charleston tour not doing so well. Richard is keen to add a new tour for 2011 incorporating Virginia, Smoky Mountains, Savannah and Charleston, and possibly Jekyll Island. He is looking at 3-4 nights in Savannah. Jo spoke to Mindy who is very excited. Richard is looking for hotel leads, he does not mind chain hotels as long as they are group friendly. He will attend a meeting at Pow Wow to discuss.	Trade
Tour operator	Received copies of new Bon Voyage Travel & Tours shopping brochure which includes page on Atlanta. Copies to be sent to ACVB and GDECD when more received	Trade
Tour Operator	Following a lead from GDEcD Director of Business Development – Tourism PH made contact with TOURS4 a UK group specialist based in Manchester, England. TOURS4 are primarily an outbound sports tour operator specialising in Rigby, Cricket, soccer and Hockey trips. They also focus on school and University group tours revolving around sports, history and geography. Discussions with Sam Jennings were very positive and he is looking for ‘added value’ from Georgia in terms of access to high profile sports stars (to provide coaching and advice) as well as add-on tourism venues and destinations that can also be sold in. Feedback provided to Joseph Walker and we will discuss next steps in the coming weeks and revert to Sam.	Trade
Administration	AY Prepared monthly report accounts and invoicing	Admin

MEDIA RESULTS

Newswire Service Broadcasts

Date	Service	Category	Themes	Source	Coverage/Notes
6 April	Trav Media	Newsletter	Georgia's Tybee Island Hits the Movies	JW press release	Distributed to over 5500 travel writers
6 April	News4media	Newsletter	Georgia's Tybee Island Hits the Movies	JW press release	Distributed to over 3500 travel writers
23 April	Visit USA Online	Newsletter	"Georgia island comes of age for Hollywood" feature on the Last Song	JW press release	Distributed to all Visit USA members plus consumer database

Print Appearances

Date	Title	Category	Themes	Source	Circulation	AD Value \$
Spring 2010	Essentially America	Consumer Magazine	Atlanta botanical gardens Canopy walk	UK office		
Spring 2010	Essentially America	Consumer Magazine	Page on Savannah Lights camera action	JW press release		
April	Selling Longhaul	Trade Magazine	Editorial on new Deep South website	Visit USA/DS		
30 April for 10 days	Daily Mail	National daily paper	Quarter page each day for 10 day campaign. Based on competition for The Last Song, the piece is editorial Promoting Tybee Island including new UK weblink for Georgia UK	UK office promotion	2.1 million per day	\$325,000
April 16	News of the World Scotland	National Sunday Scottish paper	Four pages "Georgia on my mind" featuring Savannah and the music festival	UK office	320,000	\$393,696
Mar 12	The Independent	Daily National paper	Feature on "Allure of the Automobile" exhibit at the High Museum of Art n Atlanta	Press release from ACVB	184,137	15,640
Mar 5	The Independent	Daily National paper	As above	Press release from ACVB	184,137	15,640

Mar 6	The Independent	Daily National paper	"The Design lover's dream restaurants and bars" Features W Atlanta Downtown as one of the choices- small piece	Press release from ACVB	184,137	890
Jan 26	The Independent	Daily National paper	"Seven boutique resorts chosen for luxury hotel collection" Features The Mansion on Forsyth Park and The Bohemian Hotel	Press release on Marriott hotels worldwide	184,137	1,780
April 10	Getaway Magazine	Gatwick Airport and SE UK	Four colour pages of editorial about most areas of GA.	UK office	35,000	\$153,600
April	Travel Weekly	Weekly Trade paper	Third of a page about the film, including completion for tickets to the premiere	UK office	16,157	\$4,000

Electronic Newsletters by E-mail

Date	Title	Category	Themes	Source	No of Recipients	Ad Value

Online Appearances

Date	Title	Category	Themes	Source	Recipients	Ad Value
4 Apr	Mail online	National press	Whole page on Charleston and Savannah tour	JP/Tour operator Newmarket Travel	2.1 million	\$108,025
3 Apr	Times online	National press	London hotel to equip concierges with Ipads	Hotel group	1.2 million	\$980
28 Mar	Telegraph.co.uk	National press	Story on family who gave their home away in Atlanta to charity	Writer Emily Hohler	1.7million	\$84,800

Radio Broadcasts

Date	Network	Category	Themes	Source	Number of Listeners
April 27	LBC London	London & SE New program	Simon Calder travel &TV journalist spoke at length on the Georgia Aquarium during Travel clinic	UK office	120,142

TV Broadcasts

Date	Network	Themes	Source	Length	Reach	AD Value \$

Paid Advertisements

Date	Title	Category	Themes	Source of \$\$\$	Circulation

AY – Anne Young

PH – Peter Hannaford

JP – Jo Piani

JW – Jane Wilson