



Georgia Department of Economic Development
United Kingdom, Ireland & Scandinavia
January 2010 Report
Anne Young Tourism Representative UK, Ireland & Scandinavia
Phone +44 1444 483767
E mail anne-young.georgia@virgin.net

Marketing Activities

Partnership	Discussions held with other Deep South Partners regarding 2010 DS sales mission. There is a proposal to bring a hospitality coach in from Germany to tour the UK. There will be no cost for the coach but we will have to provide drivers and the cost for bringing the vehicle from where it will be based, in Germany. We also discussed the annual Ivy lunch with proposed dates of the 7 th or 9 th June 2010. Alabama have issues with funding at present so cannot commit to any DS activity. The decision was made to provisionally hold Monday 7 th June for the Ivy lunch.	Deep South
Trade	Received a request from Virgin Holidays relating to a summer Deep South FAM trip that will include a stay in Atlanta. Virgin need to understand any significant events or activities during June and July that might impact the trip. Liaised with Brandon Barnes and Amanda Latson at the Atlanta CVB who provided a list of events over the summer that was shared with Virgin Holidays.	Tour Operator
PR	Discussions with Carey Ferrara regarding the Spring release of the movie 'The Last Song' which was filmed on Tybee Island, GA. Carey outlined which partners would be willing to provide support for promotional activity associated with the release in late April. We are liaising with agencies working on behalf of Disney regarding the opportunities to promote Tybee Island and Savannah.	Media/Promotion
Trade	Request from Bon Voyage for GA destination videos for upload onto their website. Discussed with Carey Ferrara who advised there are now videos for each of the Georgia regions on the exploregeorgia.org website that have been sourced and filmed by GPB. Carey will contact GPB to obtain DVD/file copies for our use in the UK	Tour Operator
PR	Worked with Carey Ferrara on prizes for our joint promotion on the release of the DVD movie release of 'Creation' starring Paul Bettany and Jennifer Connolly, Carey is working to source accommodation and attraction tickets to be used to encourage 'opt-in' to obtain names and contact details for future promotional/newsletter activity.	Promotional

Consumer	Set up meeting on behalf of Deep South partners with Touchdown marketing regarding affinity marketing opportunities. Advised that our account manager had left Touchdown in December, hence the lack of contact. Ran through the Deep South introduction and background document and altered the target market to a much more focussed grouping. Also went through the affinity filter that is aimed to match DS and potential partner brands. Eliminated and added several companies to the list. Also updated the 'sales' document with additional previous examples of DS promotional work. Revised documents shared with the partners for sign off. Next meeting scheduled for mid February.	Affinity Marketing
Consumer	Took on the co-ordination of delivery of DS collateral material and stands to the Holiday World Show in Dublin in late January. Agreed that the new DS guides would be the only brochures to be sent along with the DS 'pop-up' stand. Liaised with BH&P to located the pop-up and agreed numbers, timings and location for the material to be sent	Consumer Shows
PR	Discussions with Karen Paskins regarding brochures and capture of information on tour operator/travel agency product in the UK market. Identified outstanding publications and plan to secure copies. Also agreed format for inclusion of capture of information for specific GA tour and also DS tours	Media
Partnership	As part of the development for the new UK Deep South website a section on fly-drive itineraries is being developed. We have already included the Antebellum Trail but wanted to also add some additional itineraries. Liaised with Carey Ferrara on both a Savannah and Coastal trail as well as an already developed Okefenokee swamp trail. These details will be included in the fly drive section of the new website	Deep South
Partnership	Completed the revised copy for the new Deep South website. This has required a total revamp of the site and the various sections, tabs and navigation for the site. It has also meant that the copy has been totally changed and updated to accommodate the new structure for the site. Launch date scheduled for mid February.	Deep South
Partnership	Sourced and provided the web designer with new images for each section of the new Deep South website.	Deep South
PR	Responded to a request from Brandon Barnes regarding Atlanta CVB interest in advertising in the Selling Longhaul magazine US feature. We have advised this is an expensive option for a trade only publication and that consumer drive activity would be a preferred option	Media/Trade
Trade	Provided contact details for Old Country Tours managing director. Subsequently received material in the post regarding upcoming tours to mark the anniversary for the start of the US Civil war. Have agreed that we will keep in contact for any additional news or information that assists the development of his tours.	Tour Operator

Consumer	Liaised with Redskin marketing on format and copy for UK micro site being used to promote 'Creation' DVD movie release. Have largely used the Georgia copy used for the new Deep South website as a basis for this project.	Digital Marketing
Consumer	Agreed to physically attend Bon Voyage consumer evening on behalf of Deep South in February along with representative from Louisiana	Deep South
Consumer	Approach again by WAYN.COM as to Georgia's interest in social media promotion. Advised them that no budget at this time but will review again in the planning cycle for 2010/11	Digital Marketing
Partnership	Two abortive attempts to attend and undertake website training for the system that will drive the new Deep South website. Once trained we will be able to make changes to copy, images and other information on the Georgia pages of this website. Snow prevented the training going ahead on both occasions. A new date of March 17 th has been agreed.	Deep South
Consumer	Worked with Redskin marketing on additional terms and conditions for 'Creation' DVD movies promotion. This will ensure that the destination partners are able to get the best benefit from the promotion and gain maximum exposure for the support they are providing.	Promotional
Trade	Liaised with Titan Tours regarding loss of Atlanta product due to the hotel they have historically worked with pulling their contract. Titan to forward details of their requirements which will then be shared with suitable hotel partners via the Atlanta CVB. Ongoing.	Tour Operator
PR	Simon Horsford: Meeting with Commissioning travel editor for the Sunday Telegraph. He will be travelling to the US to Savannah by rail and road. The feature article will run in the Sunday Telegraph travel section and consist of the train journey from Boston to Charlottesville and from there to Savannah. He is hoping to travel between April 11th and the 20th.	Press
PR	Met with Mary Moore Mason from Essentially America and discussed Retro America feature idea and also the recent release on Atlanta events.	Press
PR	Responded to Tim Richards who enquired if Georgia wanted podcasts. He has previously produced one for Atlanta but this is not a service required.	Media
PR	Received a request from Paul Wade and Kathy Arnold requesting details of any planned events in 2011 on Civil War History and the commemoration of the 150 th Anniversary next year. They will be pitching ideas to the national newspapers.	Press
PR	Followed up with Howard Carr on his feature on Retro America when he included Georgia. JW has proposed this feature angle to the magazine Essentially America, recommending Howard. This would create additional coverage for Georgia.	Press

PR	<p>Contacted Roger St Pierre, freelance journalist writing for Selling Long Haul. Sent full details - press releases included:</p> <ul style="list-style-type: none"> • Sea Turtle Centre, • Feature Ideas, • Antebellum Trail • Georgia on my Mind <p>Liaised with PH on new operators and trends in travel to this area of the U.S.</p>	Press
PR	<p>Received a request from Kay Cox, travel editor of the Scottish News of the World who would like to feature Georgia again in the paper. She would like to set up a press trip for someone to go and check out the Savannah Music Festival for a spread.</p> <p>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.</p>	Press
PR	<p>Kate Stanton, Contents Editor of Living Magazine requested an image to include Georgia – Savannah St Patricks Day for the 2010 events in the travel pages of the magazine. Living Magazine is a prime lifestyle magazine</p>	Press
PR	<p>Harriet O'Brien, journalist for The Independent contacted the office for specific details on Atlanta. The newspaper will be writing a feature on 48 hours in the city. Harriet requested more details on the new developments and recommendations on what to do and see in the City.</p>	Press
PR	<p>Neil Murray sent over a copy of his feature article on Georgia in the Sunday Mail in Scotland</p>	Press
PR	<p>Norman Wright – Editor of Choice Magazine. JW followed up after his trip to Georgia with Publisher Clive Nichols. Maggi Smit of America As You Like It had expressed interest in running a Reader Offer but this would be outside the editorial contract and would therefore incur an extra advertisement charge.</p>	Press
PR	<p>Andrea McVeigh contacted the office following the coverage on the TravMedia (Ireland) website regarding a facilitated press trip to Atlanta/ Georgia. She is keen to feature the state, given that the USA attracts increasing traffic between Ireland and America as well as having close emigration links. JW responded with details of a proposed trip in late Spring to highlight the Antebellum Trail.</p> <p>She is able to secure commissions with:</p> <p>Escape travel magazine, Ireland's premier glossy travel mag, readers: 50,000+ ABC1</p> <p>Ulster Bride or its sister publication Ulster Tatler.</p> <p>Sugahfix.com - online magazine for women, 4.5million+ unique users since launch.</p> <p>Details of the trip to be confirmed.</p>	Press

PR Visit USA	<p>Visit USA Association Road Show</p> <p>Attended the Meet the Media event arranged by the Visit USA Association in London on January 20th at the Courthouse Doubletree, Great Marlborough Street, London W1F 7HL. This event was exceptionally well attended by the media. JW met with the following journalists during the event to promote aspects of Georgia Tourism:</p> <ul style="list-style-type: none"> • Nigel Thompson – new travel editor for the Daily Mirror • Mary Moore Mason – editor of Essentially America • Alan Orbell – Managing editor of Selling Long Haul, and Visit USA Association’s publications • Sara Macefield – Freelance writer • Neil Murray – Freelance writer • Marjorie Yue – new travel editor for the Sunday Mirror • Liz Gill – Freelance writer • Roger St Pierre – Freelance writer • Petra Shepherd – Producer, Travel Channel • Katherine Lawley – new Features Editor for Travel Trade Gazette • Natasha von Geldren – travel editor of Travelbite • Matt Hampton – Freelance writer • Howard Carr – Freelance writer 	PR
PR	<p>Created the release Atlanta 2010. The release was distributed to over 5,000 journalists over TravMedia in the UK and also on the web throughout Ireland and to Georgia’s own database.</p> <p>Recommended placement of editorial in this publication.</p>	PR
PR	<p>Requested any information on events for 2011 in Georgia with reference to the 150th Anniversary of the Civil War.</p>	PR
Meeting	<p>NATS</p> <p>Met with Karen Farrar to discuss joint marketing. Their website www.northamericatravelservice.co.uk averages 4,388 visitors a month, with an average of 3,454 (or 77%) being unique visitors. In-focus will focus on the destination and provide additional information on specific product to encourage sales. Discussed potential for future exposure on the site.</p>	Tour Operator
Trade	<p>British Airways Holidays</p> <p>Met with Sarah Boyett and Ros Stewart. They expressed the need more than ever to do more in the way of co-op marketing, whether it is in their High Life magazine, e-shots or trade or consumer advertising to give the destination the push it needs to compete with other USA destinations.</p>	Tour Operator

Trade	<p>Bon Voyage JY & PH participating in a consumer evening at a hotel in Southampton in February with the opportunity to meet Bon Voyage clients face to face and talk about the destination and give out promotional items and brochures. Met with Teresa Young to discuss new shopping brochure featuring Atlanta. Teresa is waiting for the last destination involved to come back with information and images</p>	Tour Operator						
Lateral Marketing	<p>Delta Jo met with Jimmy Jillebo. Discussed the possibility of hosting a joint FAM in March for Visit USA training agents. The agents who have completed all modules are US dedicated and good quality travel agents. Jimmy is very keen to do this but is still awaiting approval for the tickets.</p>	Airline						
Trade	<p>Jetlife Sent copy and images to Adrian so that he can include GA on the Jetlife website which has thousands of daily hits from travel agents.</p>	Tour Operator						
Trade/Consumer Show	<p><u>REISELIV, Oslo, Norway 14-17 JANUARY 2010</u></p> <p>The “Discover America” Pavilion was well supported with 25 companies represented. As usual the first two days were designated as “trade days”. Unfortunately the attendance was very low which mirrors other exhibition “trade days” of this type. Fortunately the two consumer days were extremely busy with high interest levels in travel to the USA. From a tour operator standpoint – both Nordman’s Reiser and USA Specialisten were exhibiting along with the recently formed American Holidays AS. This company has been set up by Widar Jensen (Chair of the Discover America Committee) and Jaye Smith formerly with Flyaway Tours. To confuse things Lasse Hjorthen the former MD of Flyaway has also set up a new company called “America Tours”. Business to the USA from Norway suffered in 2009 however the recession did not have as much effect as in other European countries and operators are reporting a much healthier situation than at this time last year. Attendance figures</p> <table data-bbox="421 1630 911 1733"> <tr> <td>Friday</td> <td>21,233 (20,411)</td> </tr> <tr> <td>Saturday</td> <td>31,550 (32,665)</td> </tr> <tr> <td>Sunday</td> <td>20,478 (23,990)</td> </tr> </table>	Friday	21,233 (20,411)	Saturday	31,550 (32,665)	Sunday	20,478 (23,990)	Trade/Consumer
Friday	21,233 (20,411)							
Saturday	31,550 (32,665)							
Sunday	20,478 (23,990)							

Trade/Consumer show	<p><u>MATKA –Helsinki, Finland 21-24 January 2010.</u></p> <p>MATKA is the biggest travel fair in the Nordic Countries. The first two days of the show were for the trade, with the second half of the second day being opened to the public also. The last two days were consumer days.</p> <p>Discover America area had a total of 10 exhibitors in the area. The first day was much quieter than the other days but there was a lot of interest in the USA. Friday (Day 2) was busy, (busier than 2008) and Saturday the busiest of the show. Sunday was quieter than 2008 and very quiet in the morning. This is likely due to a snow storm in the morning which kept people away until around 1pm.</p> <p>Show statistics were as follows:</p> <p>Total Numbers 81,537 (85,669 in 2008). Of the 2009 overall numbers 17,868 visitors were trade. Thursday 8,276 (8,603)</p> <p>Overall the show was a definite success and provides a good value method of promoting each of our areas. Show dates for 2011 are 20th – 23rd January.</p> <p>Will be attending Ferie show in Copenhagen, Demark which runs from 29th – 31st January 2010. Details from this event will be given in the February 2010 report.</p>	Trade/Consumer
Trade/PR	Discussions with Maggi Smit America as you like it regarding joint promotions in The Lady and Choice Magazines	Tour Operator/PR
PR	Fantastic double page feature “48 hours in Atlanta” by Harriet O’Brien in the Independant newspaper as a result of meeting with JW. This was followed by relevant press releases and images being sent. Copies will be sent to ACVB and GDECD	Press
Trade	Opportunity presented by Jetset Holidays for GA to participate in their trade golf day, along with a few other destinations – mainly Florida. Costs for small participation more than the whole GA golf day costs so offer declined.	Tour operator
Trade/Press	Ongoing preparation on annual tour operator and press reports, including gathering last minute brochures and photocopying whole project once completed for GDECD.	Administration
Visit USA	Board elections taking place for new board. AY nominated for GA. JY and PH may stand if rules allow.	Lateral Marketing
PR	Opportunity to participate in brand new Gatwick Airport Magazine “Getaway” negotiated at third of original price. Editor will write the piece from press releases and submit to JW prior to printing, and advertising will be included. Images and press releases submitted. Magazine is distributed at every point throughout the airport, including landside, airside, lounges, shops and to all staff working at the airport, a circulation of over 35,000, which is then taken home or onto the plane and passed onto others.	Press

Administration	Updated marketing plans and budgets for 6 month review meeting. PH, JP and AY will meet on 16 th Feb to discuss strategy for the remainder of year, and start planning sales mission.	Administration
Visit USA	US arrivals information sent to KL	Administration
Lateral Marketing	Information on all GWTW activity sent to ACVB to be passed on to William Pate for a meeting he was attending. This included GWTW tours and press coverage.	Lateral Marketing
Trade/PR	Numerous calls from MD of "press 4travel", a travel website, wanting to discuss joint marketing. This is not in our plans for this year and too expensive.	Tour operator/PR
PR	Information from Janet Cochran on the plans for the anniversary of the Civil war activity sent to JW for use in press releases and feedback to press enquiries.	PR
Lateral Marketing	Contact from Andrew Ward asking for feedback on new magazine "Imagine" prior to signing a contract with Mike Robinson in the UK. Enquiries made but not terribly positive as so many similar projects in the UK and not producing too many results for GA.	Lateral Marketing
PR	Meeting with TTG. They are interested in featuring new Miley Cyrus movie and need images of Miley in the area being filmed.	Press
PR	The Americus Garden Inn B&B was named as #3 in the top ten B&Bs in the world by Travelers Choice 2010 on Trip Advisor! Information passed on to KL	PR
Trade	Meeting with MD of Eagle Golf Tours to discuss photography and content for new website covering numerous golf properties in GA. JP to follow up.	Tour Operator
Administration	Collate material for report and prepare monthly expense report and activity report	Administration

MEDIA RESULTS

Newsire Service Broadcasts

Date	Service	Category	Themes	Source	Coverage/Notes
21 Jan	Trav Media	Newsletter	Atlanta Georgia 2010	JW Press release	Distributed to over 5500 travel writers
21 Jan	News4Media	Newsletter	Atlanta Georgia 2010	JW Press release	Distributed to over 3500 travel writers
30 Jan	Travelers Choice	News broadcast	Top 10 B&Bs and Inns in the world. Americus B&B came 3 rd	Trip Advisor	On worldwide Trip advisor site

Print Appearances

Date	Title	Category	Theme	Source	Circulation	Ad Value USD
1 st Jan	Choice Mag	Consumer	Musical treats in Savannah	FAM trip	85,000	3,421
10 th Jan included 7 days	Sunday Mail	Consumer	Georgia on my mind	FAM trip	416,634	220,497
1 st Jan	Northern Ireland travel News	Consumer & Trade	Millionaires & Southern Belles Feature on Savannah & coast	FAM trip	23,000	6,992
Jan issue	Essentially America	Consumer and Trade	Salute to Scarlet Editorial on GWTW tours	FAM trip	TBA	TBA
Jan Issue	Essentially America	Consumer & Trade	Paragraph on Callaway Gardens in feature on environment	Info from JW	TBA	TBA
29 th Jan	The Independant	Consumer	"48 hours in Atlanta" Double page feature on city	Meeting and Info from JW	636,000	66,700
15 th Dec	The Lady	Consumer	2 pages on Gone with the wind, plus page on the coast	Meeting with AY and FAM trip	TBA	TBA

Electronic Newsletters by E-mail

Date	Title	Category	Themes	Source	No of Recipients	Ad Value
20 th Jan	Business Wire UK	Web	Vacations rental Website	Clipping Service	41,621	3,564
8 th Jan	Breaking Travel News	Web	Jekyll Island celebrates opening of Hampton Inn & Suites	Clipping Service	5,619	480

Online Appearances

Date	Title	Category	Themes	Source	Recipients	Ad Value