



Georgia Department of Economic Development
United Kingdom, Ireland & Scandinavia
June 2010 Report
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Partnership Marketing	<p>The week of 7th to 11th June participated in Deep South Sales Mission to UK and Ireland. The itinerary and meetings were as follows:</p> <p>Monday 7th June – Tour Operator Lunch at the Ivy, one of London’s most fashionable restaurants. 30+ guests along with 7 Deep South host delegates.</p> <p>Tuesday 8th June – Tour operator meetings with; American & Worldwide Travel – Sarah Punter, Cosmos Holidays – Gosia Toogood, Funway Holidays – Morag Hendry & Eva Towli, Carolina Vacations – Richard Wimms.</p> <p>Wednesday 9th June – Tour Operator Meetings with; Kuoni – Mandy McGlade (including training sessions), Titan Travel – Jo Thomas & Claire Turner</p> <p>Thursday 10th June (Dublin) – Tour operator Meeting with; Sunway Holidays – Tara Flanagan (including training sessions); American Holidays – Dee Burdock (including training sessions), Tour America – Liz Wright, Platinum Travel – Ciara Foley & Austin Carroll. This was followed by an evening drinks reception at the Morrison Hotel where 30+ attendees included staff from tour operators, press, airlines, travel agencies, Visit USA and the US Embassy. Speeches were made by all Deep South partners including those from the US</p>	Deep South Alliance
Partnership	Received proposals from Touchdown marketing for a brand affinity campaign with Hammond’s, an	Deep South Alliance

Marketing	up marketing furniture manufacturer. The demographics were good (ABC1 aged 40+) but the database size and reach were not that good. Following discussions with Touchdown and the Deep South partners we decided to decline this opportunity and seek an alternative.	
Partnership Marketing	Following the success of the Firebox.com promotion we are looking at a similar brand partner called IWOOT (I want one of those). We are awaiting a full demographic breakdown but are being told the profile is as good if not better than Firebox.com.	Deep South Alliance
Partnership Marketing	Received final results for the affinity marketing campaign with Firebox.com. The outcome was as follows: Total entries to the Deep South Competition (after removal of duplicates) 11,392 Total opt-ins to receive DS information 3,039 Click-through from Firebox.com to DS website – 239 Click-through from Firebox.com to Virgin Holidays (DS page) – 101 Firebox have advised us this was a very good result with a very high opt-in ratio (27%). Work is already underway to produce and send a follow up e-mail to the opt-in group	Deep South Alliance
Trade Organisation	Attended a VISIT USA Ireland media lunch on June 3 rd at the Morrison hotel in Dublin. Around 40 members from travel related press, tour operators, suppliers and tourist offices attended and were given an update on the Irish market by the chairman of VUSA Ireland and also an update on the travel promotion act by the Deputy Head of Mission from the US Embassy. Several contacts made which have been followed up since returning.	Visit USA Ireland
Trade Organisation	On behalf of GDECD have joined AITO (Association of Independent Tour Operators). AITO are primarily made up of niche destination operators and this fits well with Georgia's position in the UK market where we are looking to further expand product. We have received a list of marketing opportunities as well as a schedule of events and meetings. We will be looking to meet with the AITO executive to better understand how we can make this membership work. To date we are one of a handful of US destination members, most being national tourism offices from around the World.	AITO
Trade	Ongoing discussions with Old Country Tours regarding an upcoming familiarisation trip and tour series relating to the 150 th anniversary of the American Civil War. We will be trying also to set up a	Tour Operator

	meeting with the owner of this operator during the upcoming UK Sales mission in July.	
Trade	Following the successful online promotion in conjunction with the release of the release of the 'Creation' DVD and Readers Digest , we have been working with the competition prize winners on their trip including; flight itineraries, hotel accommodation and transfers for proposed travel in September 2010	Affinity Marketing
Consumer	Have been in discussion with two journalists from Dublin, Ireland regarding a proposed press trip to Georgia in August 2010. One commission with revolve around 'The Top 6 things to do in Atlanta' with a special focus on shopping. The Irish market historically shops in New York during the Christmas period but hotel prices here have risen sharply recently and so operators are looking for alternatives. The second commission is looking at Southern Charm and the debutant scene in and around Savannah. Final discussions are being held to determine the best fit for this particular story.	Press trip
Trade Partnership	Worked in conjunction with Deep South partners on 'fact box' information for article being written by Ben Evans who visited Georgia in April as part of a literary trail piece for the Saturday Times that ran June 24 th 2010. Featured properties were Georgian Terrace Atlanta and Westin Savannah	Deep South Alliance
Trade	Worked with Wexas on copy for upcoming customer communication piece that featured New Orleans and Savannah. This will be sent to the entire Wexas database along with a call to action for customer to book a trip.	Consumer promotion
Trade Partnership	Agreed to participate in a trade consumer 'point of sale' promotion with Bon Voyage travel at a large regional shopping centre in the Southern UK. The tour operator will be on hand to take bookings directly at the shopping mall and itineraries will involve all five Deep South States.	Deep South Alliance
Trade	The Deep South 'Tour Operator of the Month' to appear on the DS website for June is Travelsphere which includes two Deep South tours. They are also offering a special £50 off with each booking made during the promotional period.	Deep South Alliance
Trade	Have received a request from American Sky and Southern based Tour Operator regarding a	Tour operator

	bespoke trip for two members of their board travelling to the Carolinas and Georgia in the fall of 2010. They are looking specifically for unique bed and breakfast properties and various options have been supplied. We will be looking to American Sky to feature more general product as we work through the itinerary with them.	
Trade	Received a request from the Atlanta CVB regarding a proposed promotion campaign with a travel agency in the Republic of Ireland. The agency, Club Travel, the largest in Ireland are very much a volume producer so we will need to ensure the mechanics and target audience they use are right for any promotion we undertake. Club Travel are to work up a proposal and forward to the ACVB	Travel Agent
Trade Partnership	Following a meeting between the Deep South partners we have agreed not to continue our contract with the Online Travel Training group as this is seem as expensive even when shared between five states. The level of usage was also questionable and we feel we may be able to use our revised website in some way as a training tool for a minimal cost outlay	Deep South Alliance
Consumer Marketing	Following our promotional activity with the Daily Mail during the release of 'The Last Song' movie the winner of the prize competition has been contacted and discussions on flight itineraries and dates of travel have been undertaken. Although a prize for a family, the winners are actually a couple and will be travelling alone freeing up airline and accommodation costs. The winners have also requested that they be able to extend their trip, at their cost for accommodation, which as it does not impact air fares has been agreed to.	Affinity marketing
Trade Media	Liaised with Atlanta CVB on a request from the UK travel trade paper 'The Travel Trade Gazette' (TTG). TTG are running a story on the London Olympics taking a look at the way travel has impacted other cities that have hosted a summer Olympic games in recent years. The PR department of the ACVB are providing a response as they have been requested for similar information in previous years and expect this may continue right up to 2012.	Media
Trade	Undertaking setup of part of the Georgia UK Sales mission including booking and deposit for the Press Lunch in Central London; Press Invitation, guest list and sending / management of invitations. Also setting up meetings with Sports Group and other niche operators. Have also liaised with trade colleagues in Georgia regarding the booth at the Farnborough air show and provided information to support Governor Perdue's itinerary whilst on his visit to the UK in July	Sales Mission

Press release	<p>Created the release, "A Film Favourite"</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>	PR
Press Trip Invitation	<p>Following the postponement of the media trip due to the ash cloud, Jane Wilson contacted other interested journalists to participate in the next trip, should it have been possible to travel soon after. The list included:</p> <p>Anna Selby – Freelance consumer and trade writer Sarah Tucker - writes for Wexas and glossy residential magazines Gaby Huddart - Travel editor of Woman & Home Kieran Meekes – Freelance writer for national newspapers</p> <p>All very interested but unable to attend due to the dates.</p>	PR
Press lunch Sales Mission	<p>Researched key publications and journalists to invite for the Press Luncheon on July 19th. They include:</p> <p>TTG - Editor Daniel Pearce - Email: dpearce@ttglive.com TWGroup - Features Deputy Editor - Email: joanna.booth@travelweekly.co.uk ABTA Magazine - Editor - Pat Riddell - Email: pat.riddell@absolutepublishing.com Essentially America - Mary Moore Mason - Editor of Essentially America - Email: marymooremason@phoenixip.com Martin Symington - Freelance writer (nationals) Email: Martinsymington@aol.com Gaby Huddart - Travel Editor of Woman & Home - Email: gaby_huddart@ipcmedia.com Paul Wade - Freelance writer on US - Email: pj@teamwade.demon.co.uk Kathy Arnold - Freelance writer on US - Email: ka@teamwade.demon.co.uk Steve Hartridge - Editor of Selling Long Haul - Email: steve.hartridge@bmipublications.com Andy Newmarch - golf website - Top 100 Golf Courses - Email: andy@top100golfcourses.co.uk Lisa Minot - Travel Editor of The Sun - Email: lisa.minot@the-sun.co.uk Wendy Gommersall- freelance consumer writer - Email - pipsi@globalnet.co.uk John Carter - was scheduled for last fam trip - Email - thejohncarter@aol.com Wendy Driver - Deputy Travel writer on Mail on Sunday -Email: wendy.driver@mailonsunday.co.uk House & Garden Magazine - Travel Editor - Pamela Goodman - Email: pamela.goodman@condenast.co.uk Sainsburys Magazine - Travel editor - Sharon Ring - Email: sha@pagwal.demon.co.uk Jeremy Gates - Press Association - Editor - jeremy.gates@pressassociation.com Lisa Scott - Travel Editor, The Metro - Email: lisa.scott@ukmetro.co.uk</p>	PR

	<p>Nick Dalton - freelance writer and covers itineraries with America As You Like It- Email: nick.dalton@virgin.net Will Hide - writes for The Times - Email will_hide@yahoo.co.uk Nikki Davis - Marketing Manager, Trailfinders, Email: nikkid@trailfinders.com Saga Magazine - tbc John Lewis Magazine - tbc</p> <p>Contacted the Chairman of the Association of Independent Tour Operators to discuss the destination and to arrange an appointment during the Sales Mission</p> <p>Contacted David Hall of Gullivers Sports Travel to set up meeting with Joseph Walker during the Sales Mission</p>	
Journalist requests	<p>Discussed press request for Ginny Dougary, writing for The Times who wants to visit during the Christmas period.</p> <p>Freelance writer Lindsay Sutton requested assistance for a media visit to Atlanta to write for Business Traveller – further details to be discussed. Kathy Arnold contacted the office regarding the article she was writing in the Telegraph.co.uk with a mention on Georgia.</p>	PR
4 Communications	<p>Attended a meeting with 4 Communications, in Leicester Square London, to discuss a possible joint promotion with Days Inn and Tybee Island at the launch of the DVD of the Last Song. This would highlight the anniversary of Days Inn which started in Georgia (Tybee Island). The Sun Newspaper has already expressed interest in running a promotion. Jane Wilson suggested linking the story with celebrities given a number of well know celebrities originate from Georgia. Press releases on films, music and Hollywood were sent to the PR company.</p>	PR
The Last Song	<p>Followed up with Petra Shepherd of the Travel Channel and the interview on The Last Song with freelance writer, Kathy Wade. Sent relevant releases and background details.</p>	PR
Promotions	<p>Advised on the PR value of Rough Guides in the UK</p>	PR
Visit USA Association	<p>Uploaded two recent press releases onto the Georgia press section on the Visit USA Association Website. They included: The Georgia Sea Turtle Center, Tybee Island and The Last Song</p>	PR
Pow Wow	<p>Met with the following journalists during Pow Wow to promote various newsworthy angles on Georgia :</p>	PR

	<p>Eoghan Corry – Editor of Travel Extra in Ireland, and radio journalist (very keen to visit Savannah): Philip Nolan, Freelance writer for the Irish Mail and would like to travel to Georgia to write a feature Andy Newmarch – He is creating a website dedicated to the best courses – The Top 100 Golf Courses – discussed golf in Georgia and will send details Lyn Houghton – freelance writer who would like to feature the movies in Georgia Will Hide – The Times. (Tybee Island and coastal areas) Helen Ochyra – Freelance writer – to follow up with relevant releases Mary Anne Evans – Chairperson of the Guild of Travel Writers UK</p>	
Institute of Travel & Tourism	<p>Jane Wilson attended this conference and met with the following trade publications with regard to Georgia:</p> <p>Chloe Berman – Travel Weekly - discussed placing a photograph of the branded vehicles with representatives from Titan and Georgia. Images to be sent in. Daniel Pearce – The new Editor of Travel Trade Gazette – he mentioned that they will be launching new virtual trade roadshows</p>	PR
Trade	<p>Working on tour operator, sports operator, and airline parts of the sales mission. Hotels booked for MS and BB and other elements of the mission being worked on. Tentative invitations discussed with top operators for a day at Farnborough air show but no confirmations given as tickets not received from GA . Final parts of mission coming together ready for sharing with the partners next week.</p>	Sales Mission
Trade	<p>Preview of Titan vans sent for approval prior to painting. They look great and may be used for VIP airport transfers if appropriate. JW, BB and MS will accompany UK staff to view for the first time during the mission.</p>	Tour operator
Trade Event	<p>PH and JP entertained 20 tour operators to a corporate day at Wimbledon tennis. The costs and guest list was shared with Delta Air Lines and was very successful. MD level or Senior Product Managers invited from Virgin Holidays, America as you like it, TUI, Major Travel, and other top operators. Delta’s Regional Director for Europe, Middle East and Africa hosted his guests along with their UK Sales Manager</p>	Tour Operator/Airline
Visit USA	<p>Opportunity extended to invite Governor Perdue and his wife to a VIP reception at the UK Ambassador’s residence in London. Information passed on through KL and Invitation already been received through the trade office.</p>	Affinity Marketing

Visit USA	Deep South newsletter featured in this month's e newsletter which is sent out via e mail to all Visit USA members and consumers on their extensive data base. The newsletter has direct links to the Georgia website.	Trade/Consumer /Media
Press release	Created release for the travel trade "Georgia targets the travel trade" and sent out to the travel trade Wrote 200 - copy for the Visit USA Association Media Marketplace to promote Georgia to the 120 journalists attending the event on 4 th July	Press
Hotel product	Virgin Holidays alerted UK office that the Wyndham Garden and sister property in Atlanta will cease trading in early August. Liaison with Brandon Barnes followed to try and salvage the situation with alternative hotels as VH were about to finalise their brochure. Ronald Taylor the GM of the 2 hotels sent out letter to all of the operators featuring his hotels to warn them. Hopefully the UK operators will all be able to make alternative arrangements prior to bookings coming in as the properties are featured in at least 18 UK tour operator brochures. Brandon managed to achieve a suitable alternative hotel for VH.	Trade/Affinity Marketing
Consumer	Marketing materials and promotional items sent to Liverpool Community College following a request from their staff. They are doing a study on the South especially Georgia and GWTW.	Consumer
Trade event	JP and AY attended VIP trade event at Hampton Court Palace as guests of Continental Airlines. The event included champagne reception, dinner in the palace followed by Jackson Browne in concert and was hosted by the Head of Leisure.	Trade/Airline
TV program	Hour long "Graham Norton" program on prime BBC channel had Usher as main guest, plus Miley Cyrus. Usher spoke extensively about his life in Atlanta and what a great city it is, and how good the music scene is, and Miley spoke about her film "The Last Song" and being filmed in GA. There were even guests identified in the audience who had come over from Atlanta. Great coverage for the city of Atlanta and to promote the film.	PR
Press coverage	Choice magazine published a 12 page feature on GA including wonderful colour photography. The media value is \$192,256, and accomplished thanks to a successful press trip last year undertaken by Clive and Norman	Press

Trade	New golf product with www.yourgolftravel.com for Masters packages. Follow up being done to try and get other GA golf product included.	Tour operator
Press	Small piece of editorial on Premium Outlets includes the outlet in Atlanta in June Selling Longhaul	Press
Press	Feature in Daily Telegraph on travelling through America in an RV. Included editorial coverage on GA and SC. Details of 14 day tours sold through Trailfinders given, including booking details and prices.	Press
Meeting	Meeting with CEO of US Airtours to discuss GA product. He has agreed to give us 2 pages n his new brochure due out in the Autumn.	Tour Operator
Meeting	Meeting with E Bookers HO Category Management Hotels for UK, France and Ireland to discuss including more GA product. Trying to arrange a further meeting during the mission to discuss.	Tour operator
Trade	Liaised with Mindy Shea regarding alternative hotel product for Virgin Holidays plus new product for Newmarket Travel. Mindy is getting rates for both tour operators	Tour operator/Lateral Marketing
Trade/Consumer	America as you like it co opted advertising with GA in the Saturday 19 th June issue of the Daily Mail. Estimated value \$24,000. Daily Circulation 2 million. Call to action number and website included.	Tour Operator/Consumer
Press	A Deep South feature appeared in the 24th June issue of Time Magazine in the travel section. Article name 'Southern Belles, porch swings and mint juleps' by Benjamin Evans. Focused on the Deep South Literary trails. For Georgia this included Margaret Mitchell in Atlanta and Flannery O'Connor in Milledgeville and Savannah. Nice upbeat section on Savannah. Circulation 500,000 and advertising value 1.5 pages total \$136,000. Result of fam trip by journalist	Press
Administration	Completion of final annual accounts for 2009/2010 year end, including submitting all copies of invoices and forms in the set time guide line of 21 st June.	Administration
Administration	Preparation of monthly report, expense report and invoices.	Administration