



Georgia Department of Economic Development
United Kingdom, Ireland & Scandinavia
May 2010 Report
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Consumer	Entries closed for the 'Creation' movie DVD on 28 th April and initial competition data is now in. We received a total of 8,048 online entries plus several hundred postal entries. A minor de-duping will be carried out and a winner will then be picked and notified. Well over 15% of the entries opted in to the Georgia database to received additional information.	Direct Marketing
Partnership	Collated the invitation list for the reception to be held in Dublin during the Deep South sales mission in early June. An invitation was also created and this was e-mailed to both trade and press contacts. The reception will be held at the Morrison hotel in Dublin. Have been working with Morrison hotel on function room hire, food and beverage options and also managing the rooming block for all attendees.	Deep South
Media	Following the cancellation of the 'Savannah & Antebellum trail' press trip in April due to the Icelandic ash cloud we looked to reinstate for late May 2010 (26-30). After much dialogue and correspondence we managed to secure the seats with Delta, however due to the dates falling over a holiday weekend in the US, and the lack of resource and room availability, we have now decided to postpone this trip until fall 2010. All writers have been informed and are keen to participate if their schedules permit.	Press Familiarisation Trip
Partnership	Liaising with Touchdown marketing on a second partnership marketing campaign with Wallis a premium fashion brand in the UK. Key factors driving this promotion are: 260 Solus and concession stores across the UK	Deep South

	<p>Cardholder database of over 180,000 100,000 hits to website per week Demographics 35+, female, ABC 1C2 We are looking to put a prize competition on their monthly cardholder statement, which will also sit on their website home page.</p>	
Partnership	<p>April statistics for the new Deep South website have been receive and highlights are as follows: Total visits 1,827 +85% VLY Average Time in site 4.31mins +73% VLY Visits to GA pages 227 +60% VLY Most popular GA page was 'Fly Drives' which was also the most viewed destination page. Following the good results for March 2010, these statistics are starting to show the value of the investment in the site re-design we undertook in January-February this year.</p>	Deep South
Partnership	<p>We have instigated a 'Tour Operator of the Month' on the new Deep South website. For May 2010 this was America as you Like it (AAYLI). This includes links to AAYLI web pages and special offers for customers that have visited the Deep South site (via a voucher code). This also includes a Georgia only tour that includes Atlanta, the Antebellum Trail, Savannah and the Coast.</p>	Deep South
Partnership	<p>Following agreement on mechanics for the Deep South promotion with Wallis a 'Service Level Agreement' was raised and sent for review and approval. With some changes having been made this was then signed on behalf of the Deep South group and returned to Touchdown for signature by Wallis. Once this is in place we will start to work on, and rollout the campaign</p>	Deep South
Trade	<p>Have been contacted by Civil War tour operator 'Old Country Tours' who are undertaking a familiarisation trip just prior to a 150th anniversary tour of Georgia civil war sites and trails. They need assistance on rooms and to speak to local guides for specific information on events and sites on the tour. This is being worked on with the various locations and properties on the route</p>	Tour Operator
Media	<p>Have been in contact with Ginny Dougary regarding a road trip she is undertaking with her sons over the Christmas/New Year holidays 2010/11. The piece will be entitled 'Travels with my sons' and will appear in the Times. The trip will route Philadelphia-New Orleans-Savannah-Atlanta. Ginny is looking for assistance on the Georgia portion and we are working with Stefanie Paupeck on the accommodation and activity for the trip.</p>	Travel Writer
Media	<p>Approached by Sam Cook of Rough guides who are looking to visit Atlanta and Savannah as part of their 10th revision on the US edition. They are travelling to the Deep South and will also incorporate Nashville and Memphis into their trip. Working with Stefanie Paupeck and the Atlanta and Savannah CVB's we have secured them accommodation and access to the most up to date attractions in each city. Sam and her partner Greg have historically done a great job at highlighting</p>	Travel writers

	the best of the cities they visit so we are very keen to support this trip	
Partnership	Touchdown communications have proposed we partner with Hammonds furnishing as a third affinity marketing partner. The demographics are good but the database size and reach is questionable. Have shared this with the other Deep South partners for consideration	Deep South
Partnership	Our promotion with Firebox that was due to run on their website for the month of April has been extended for the whole of May, at their request, due to the uptake and success of the program. The promotion ends on May 28 th at which time the competition will be removed. We do not have final numbers on competition entries or opt ins but have indications that number of entries could be over 10,000. We have also received over 200 hyperlink referrals onto the Deep South website from the Firebox site.	Deep South
Partnership	Chaser e-mail and phone calls undertaken relating to the Irish reception in Dublin as part of the Deep South mission. Many invitees are still away as part of POW WOW but we have still managed to get several additional guests at what is a busy time of the year.	Deep South
Media	Following an initial meeting with 4 Communications regarding a possible joint promotion based around Days Inn and Tybee Island (where Days Inn was founded) received a call from Virginia Webb advising that unfortunately their client no longer wished to proceed with this particular approach. We have agreed to work on future projects especially given the link between their client and Tybee island	Print newspaper/Online promotion
Trade	Attended POW WOW trade and media event in Orlando, FL. Discussions held with the following UK operators/journalists: Virgin Holidays – Tour Operator Miki Travel – receptive Newmarket Travel – Tour Operator North America Vacation Homes – Wholesaler America as you like it – Specialist Tour Operator Thomas Cook Tours – Tour Operator Top 10 Golf Courses – Publication Titan Travel – Tour Operator TUI Specialist – Tour Operator North America Travel Service – Tour Operator The Vacations Group – Tour Operator	Trade Show

	A full show report will be provided by way of follow up to this show	
Media	Met with Gerry Benson of Travelbiz.ie an Irish trade publication that publishes a monthly newsletter to the trade and also provide a yearly travel trade directory/diary. Gerry is looking for Georgia to participate and take space in next year's publication. Depending upon increased product with the trade we will consider this for the next fiscal year.	Trade Publication
Press release	Created the release, "A Film Favourite" This was sent over the web to over 5,000 journalists and also over the web in Ireland. It was sent to two trade databases.	PR
Press trip	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: 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 All very interested but unable to attend due to the dates.	PR
Journalist requests and Pow wow meetings	Discussed press request for Ginny Dougary, writing for The Times who wants to visit during the Christmas period. Freelance writer Lindsay Sutton requested assistance for a media visit to Atlanta to write for Business Traveller – further details to be discussed. Met with the following journalists during Pow Wow to promote various newsworthy angles on Georgia : 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	PR

	Mary Anne Evans – Chairperson of the Guild of Travel Writers UK	
Meeting with Promotions company	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 that a number of well know celebrities originate from Georgia. Press releases on films, music and Hollywood were sent to the PR company.	PR
PR meeting	Followed up with Petra Shepherd of the Travel Channel regarding the interview on The Last Song with freelance writer, Kathy Wade. Sent relevant releases and background details.	PR
PR	Advised on the PR value of Rough Guides in the UK	PR
Visit USA	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	PR
Farnborough Air Show	Ongoing discussions with Keith Rogers and Dee Ford to organise our UK coverage of the booth for the Farnborough air show. We have agreed to cover the show for our trade partners on the Friday and then for tourism over the weekend of July24th and 25 th . We have decided not to change the booth in any way but will showcase tourism marketing materials and press releases during the consumer weekend and invite top clients with promotional tickets.	Trade/Consumer event
Meeting with Delta	AY met with Armin Venencie of Delta Air Lines and he has agreed to give us 2 economy tickets to use in a Georgia promotion at the Farnborough air show in exchange for the Delta logo and details being included in any printed material or links to our UK website.	Airline
Conference call JW	Conference call held with Joseph, AY, PH and JP to discuss upcoming UK sales mission and other matters. A meeting followed to discuss arrangements with JW for the press lunch and JP to arrange the trade calls and training	Administration
Hotel product	Meeting with Michala Burton Virgin Holidays to discuss new product for Savannah hotels as the Planters Inn are not signing a new contract. Alternatives shared and Michala will follow up.	Tour operator
Invitation	JP and AY invited by HO Leisure Continental Airlines to VIP event at Hampton Court Palace in June to exclusive dinner and to see Jackson Browne in concert. Invitations accepted.	Airline
State visit to UK	Help requested by the Governor’s office for ideas on UK sights for Mrs Perdue. PH sent ideas and name of good UK ground operator who can assist.	Lateral Marketing
WTM	Initial enquiries being made in order to secure small GA booth - if practical, for WTM. If too expensive we will cover the show by attending events and walking the show.	Trade show

Visit USA	Signed up for booth at this year's Visit USA Media Marketplace in July. This event is always very popular and it is a case of getting your registration in early.	PR
Pow Wow	Last minute chase up done by phone and e mail to try and increase the number of appointments for GA booth at Pow Wow.	Administration
Pow Wow	PH manned the booth for the GA UK office at Pow Wow. JW and JP were on other booths but had GA related meetings during the show. All follow up is now being conducted. In addition to the organised show events, PH and JP attended the Virgin Holidays 25 th anniversary event and met Sir Richard Branson and other celebrities.	Trade show
Sunday Times online	Feature entitled "25 affordable private islands for hire" included editorial on Eagle Island GA. It included prices, their phone details and their website privateislandsofgeorgia.com .	Press online
Sunday Times	As above in printed version	Press
Selling Longhaul	Feature entitled "Georgia island comes of age" in May issue. The piece was on Tybee Island and the connection with The Last Song film and included photography. Great promotional piece.	Press
Selling Longhaul 2010 Golf and spa supplement	Annual supplement had one page on the USA as it covers worldwide destinations. Georgia was included and only other destinations featured were Arizona, Florida, Texas and Hawaii.	Press
Administration	Preparation of monthly report, expense report and invoices.	Administration