



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

Type	Details of activity	Field
Partnership	Deep South Meeting. Attendees were Jody Hanson – Louisiana, David Nicholson – Tennessee, Mississippi, Della Tully – Alabama and Peter Hannaford – Georgia. Agenda included finances, Deep South Sales Mission, joint trade activity and affinity marketing	Deep South
Partnership	Deep South – Finances. Della advised that Alabama are unable to contribute towards Deep South financing due to budgetary issues involving the Governor and legislators. This is ongoing and whilst there is hope this may be resolved in the coming weeks it may in fact drag on for months. The affinity marketing project with Touchdown is unaffected as Alabama, having committed to this earlier in the year, will fund this from their local budget. Both TN and MS advised that money is very tight and DS trade activity may have to be cut back.	Deep South
Partnership	Deep South – Sales Mission. The dates for the mission have been confirmed as 7 – 10 June 2010. The mission will comprise a trade lunch at the Ivy on the Monday followed by two days of sales calls in Southern UK followed by a day in Dublin on the Thursday (last day) involving sales calls and an evening reception for trade and press. MS/TN will organise the Ivy, LA/AL the sales calls and GA the function in Dublin. The only US participant scheduled to attend at this time in Kim Priez from New Orleans	Deep South
Partnership	Deep South – Joint trade activity. Having identified 5 partners at the beginning of the fiscal year, budgetary issues now mean that this Deep South area has been effectively put on hold. We did undertake a promotional campaign with Thomas Cook tours following a meeting at WTM but this is all. We will monitor the situation and if a very cost effective opportunity arises then we will consider as a group	Deep South
Partnership	Deep South – Affinity marketing activity. Concern was expressed across the group at the lack of concrete progress with Touchdown Marketing on the joint affinity marketing project we have entered into. It was agreed that we would meet with Touchdown within a week to understand the issues and decide how we proceed.	Deep South

PR	Discussions with Jane Wilson on various press and media opportunities.	Press
PR	Agreed with Jane Wilson, based upon the PR priorities for 2010 the Spring Antebellum Trail press Trip itinerary. This is based upon a late March departure starting in Savannah and ending in Athens.	Press
PR	Following an e-mail from Amy Clarke at the Athens CVB which outlined an Antebellum Trail 'Pilgrimage' being held by the historic heartland district, PH discussed with AC the possibility of combining our upcoming press trip with the 'Pilgrimage' trip.	Press
PR	Discussed Antebellum Trail press trip and other PR initiatives with Stefanie Paupeck. Agreed that our combining forces on the 'Pilgrimage' press trip made sense and that I should liaise with Carey on the Coast and Amy for the historic heartland to move this ahead. The trip will now run in late April to coincide with the pilgrimage trail.	Press
PR	Following discussions with Carey Ferrara and Amy Clark regarding accommodations the press trip itinerary was reworked to run 'South to North'. This itinerary was passed to Jane Wilson for distribution to potential journalists.	Press
PR	Approach by Kirsty Dillury from Deep South regarding a writer – Ben Evans - who has been commissioned by the Times to write an article around literary figures from the Deep South. Discussion held with the journalist and material forwarded to help him draw up his itinerary. A literary trail web link, provided by Carey Ferrara, was also forwarded to Ben who was very enthusiastic. Continued discussions with Ben regarding the itinerary are ongoing.	Press
PR	Worked up an itinerary for Kay Cox at the The Scottish News of the World. This has been passed to Jane Wilson for further discussion with the editor.	Press
Marketing	The 'Creation' Movie DVD promotion has so far drawn over 300 Georgia opt-ins with the campaign still due to run through April 18 th 2010. Working with Carey Ferrara on hotel partner images and copy that will be included on the competition website	Affinity Marketing
Marketing	Met with Touchdown marketing following our Deep South meeting earlier in the month. Expressed our concerns at lack of progress. Touchdown, however were aware of our concerns and presented three potential partnerships at the meeting all of which showed good potential and addressed the right demographics. Based on the scope and reach we agreed to move ahead with a company called Firebox an online high end gadget retailer. We will not only have access to their e-database but also to their homepage and POS packaging.	Affinity Marketing
Marketing	Held discussions with Nerissa Serrano regarding the Last Song who is keen to provide additional support for 'The Last Song' Campaign in the UK market. PH to liaise with Disney and draw up a promotional plan to be fed back to Nerissa.	Affinity Marketing

Marketing	Discussions held with Delta Airlines on possibly partnering on 'The Last Song' project with Georgia Tourism. Delta UK to take this back to HQ in Atlanta and then revert with their decision. Failing this we will approach CO, US and BA to seek partnership opportunities on this project	Affinity Marketing
Partnership	Liaised with Deep South Partners on final copy checking and images for the soon to be release new Deep South website. Final images sourced and forwarded to the group's web designer,	Deep South
Visit USA	Received voting papers and profiles for the elections to the Visit USA board. Discussed situation with chairperson and JP will stand for election as AY has served on the board for five years and would be good to try and get another member of Meridian voted in if possible. JP has been a VUSA member for the last 4 years and attended meetings prior to that for almost 9 years. The competition is stiff this time round with results in March.	Lateral Marketing
Administration	Additional reports requested by Nerissa plus backdated reports and figures. AY working on the annual PR and Tour operator reports which will give all of this information.	Administration
Trade	Approach from Carey regarding a Pow Wow post or pre fam for tour operators. JP has called round the top product managers and has interest from two so far, Karen Niven Bon Voyage and Richard Wimms from The Vacations group. Unfortunately most areas outside of Orlando had already organised fam trips or decided not to as there are so many additional trips being conducted by Orlando and Florida. JP will finalise numbers this week and if the final number is only two Mindy Shea Savannah CVB will escort.	Trade/ Fam Trip
PR	All arrangements for prize winner of The Lady magazine in place. The prize winner – Mr Woollacott and his wife will be travelling to GA on March 18 th . Complimentary air fares given by Delta, and complimentary hotel accommodation sponsored by the following hotels – The Ellis Hotel Atlanta, The 1842 Inn Macon, The Antebellum Inn Milledgeville, The River Street Inn Savannah and The Clarion Hotel Jekyll Island. In addition passes have been obtained from the CVBs in Atlanta, Macon, Milledgeville, Savannah, and Jekyll Island. The car hire was sponsored by Maggi Smit at America as you like it. FYI The money that Mr and Mrs Woollacott were due to spend on a holiday, is being used by them to fund an extra 8 days in GA, which will include 3 days on Cumberland Island!	PR/Consumer
PR	Edwina Langley the Marketing Manager from The Lady magazine has sent a full spreadsheet of the entries for the GA competition who wish to receive further information from us. A mail shot plus GA marketing materials will be sent out to that database. The magazine received a record number of entries and interested consumers as a result of the feature.	PR/Consumer
Partnership	AY liaised with Jane Sowell, Carey Ferrara, Eric Garvey, Ruth Sykes, Angela Millett and Brandon Barnes to obtain hotels and passes for the prizewinners of The Lady competition plus Armin Venencie of Delta and Maggi Smit of America as you like it	PR/Consumer

Partnership	List of potential invitees to the DS Ivy lunch received from the TN/MS office. This was reviewed, corrections made and additional names submitted.	Deep South
North Georgia Premium Outlets	Request received from GM North Georgia outlets to request our help with distributing leaflets at ITB. Wolfgang's details given as UK office does not attend ITB.	Trade/Lateral Marketing
UK Sales Mission	JP put together proposal for UK Sales Mission 2010. This included hosting some trade partners at the Farnborough Air Show on the last day as the GDECD trade office has a booth at the event. Revised dates for the mission will now be 19 th – 24 th July.	Lateral Marketing
Consumer Evening	AY/JP staffed a booth at the Bon Voyage consumer evening in Southampton. The event was attended by over 300 consumers, which exceeded the number expected. The standard of consumers was exceptional as the Bon Voyage database is made up of high end clients. The venue was great- a country hotel and all staff attended including the MD. There was a lot of interest in GA and nearly all marketing materials distributed.	Tour Operator/Consumer
PR	Request received from Group Travel Organiser magazine for 15 packs of information following small pieces of editorial in recent issues of the magazine. All packs sent.	PR/Consumer
Trade ACVB	Numerous calls and e mails with Brandon at ACVB to get assistance for a signed hotel contract for a property featured in Virgin Holidays program. The property was about to be taken "off sale" as no signed contract had been received. All sorted out now and figures for Atlanta properties with VH in 2010 are already up by 52%.	Tour Operator/Lateral Marketing
Trade	New Bon Voyage shopping brochure approved for Atlanta page. The high quality consumer piece should be printed by 8 th March and distributed to their clients and in their Retail outlet. Copies will be sent to GDECD and ACVB as soon as they are received	Tour Operator/Consumer
Visit USA Ball	Sponsorship offered for hosted tables at Visit USA ball. Declined this year as all four Meridian staff will be attending as guests and the main networking is done at the pre dinner reception	Trade body
Press release	JW wrote press release on Antebellum Trail and it was sent to News4media website in Ireland and distributed on their website. Follow up has already been received from writers interested in featuring GA in future press pieces.	PR
Visit USA road shows 2010	Details of the highly successful VUSA road shows for 2010 sent out to destinations who participated in 2009 as they will be given priority. GA will staff a booth again this year and the destinations will be Newcastle in the north, Norwich in the East and Brighton in the South.	Trade/Consumer
Press cuttings	Over 100 press clippings which were received in error from clipping agency were sent to ACVB. They related to Atlanta Airport and Brandon felt they would be an excellent indication of the amount of publicity the airport receives in the UK. Brandon will pass these on to Lauren Jarrell.	PR

Trade show	PH attended Business Travel exhibition in London. Met with senior personnel from hotels, travel agencies and airlines and shared information on GA.	Travel Agency/Hotels/Airlines
Website	New Georgia UK website almost ready for launch. Details to be distributed when site goes live. Designed in house with the expertise of Redskin Marketing the new site can be used for links to tour operators, press and consumers plus as a database for competitions and many other things. Launch should be achieved by 30 th April 2010.	Administration
Marketing	PH and JP met with directors of Redskin Marketing to discuss the following projects;- Website Online newsletter Competition for films Third party involvement and listings The Last Song and Georgia International Films and other third party marketing	Administration
Mailer	Sixteen page sale brochure sent out to all consumers on Travelsphere database. The brochure covered worldwide destinations and the Deep South tour included a night stop in Atlanta	Tour Operator/Consumer
Tour Operator trade evening	Invitation from MD of The Vacations Group to participate in a trade evening for over 100 travel agents. The opportunity was accepted and will include staffing a table top booth for the evening, show a short DVD and do power point presentation on GA. Date set for March 17th	Trade/Tour Operator
Trade Sales call	Wexas- JP met with Justine Egan. The company has got off to a good start to the year. They are not doing another yearly planner until Feb 2011 however there are lots of opportunities to increase product on their new Web-site which is now being opened up to non members. They are strategically pushing tailor made more and are interested in any new and unusual properties in which to feature. Weekly emails are being sent concentrating on strong tactical offers. Vista magazine is still going out quarterly with opportunities for a destination supplement at £1k. Justine is also going to look into doing shopping breaks again. She would have been interested in a pre powwow visit but is at Rendezvous in Canada and will be going straight to Pow Wow afterwards.	Tour operator
Trade Sales call	BA Holidays – JP met with Jennifer Potten. Still adding more product to the website and is interested in adding tours throughout GA and perhaps some twin centre tours with South Carolina. Numbers to the area have increased but still relatively low numbers - more promotional activity is needed to give the numbers a boost. Have contacted Anna Prim, tactical promotions & marketing manager to discuss options	Tour Operator
Trade Sales call	American Sky - Good Dec through Feb with figures considerably up on last year. 2009 wasn't too bad with all things considered, experienced lots of late bookings. The company is expanding and has a new golf dedicated website which is headed up by Steve Cooper, looking for new product. The Irish office isn't	Tour Operator

	doing so well as the economy over there has taken a nose dive in comparison to the UK. Alberto suggested featuring a DS tour in an insert in the Times which they have done successfully with other destinations. Although quite expensive it is very effective. Cost for this would work out at approx £1k per state. Asked about shopping breaks but not economically viable due to low yield. Invited on pre Powwow trip - Alberto to revert.	
Trade Sales call	America as you like it - revamping website and looking for new videos and images. Destination continues to do well. Maggi enquired about Choice reader offer - Jane or Anne to advise regarding \$5000 contribution	Tour operator
Trade Sales call	American and Worldwide Travel - The company was recently bought by Lupas Travel which is now based in the same building and operating as two separate brands. Lupus still concentrates on largely business travel and Awwt leisure. Busy start to the year with many enquiries about Savannah. Suggested we participate in consumer events and other promotional electronic promotions to give the destination a boost to their largely affluent, discerning customers.	Tour Operator
Trade Sales call	MD of Vacations Group Richard Wimms invited to pre Pow Wow fam trip. Richard said he would prefer to take some of his staff out to the area rather than visit prior to Powow as this would be more beneficial as none of them have been to the area before. Arranged shipment of brochures and giveaways for the first of a series of Consumer events. The first one kicks off in London on March 17th	Tour Operator
Trade Show	Powwow- e mails sent out to wish list of potential operators for appointments.	Tour operators/Press
Administration	Collate material for report and prepare monthly expense report and activity report	Administration
Journalists	Simon Horsford : 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.	PR
Journalist	Sent details on Civil War History to Mary Moore Mason from Essentially America and forwarded contact details of the specialist tour operator for Civil War Tours – Old Country Tours. Peter Gasgoyne-Lockwood www.oldcountrytours.com	PR
Journalist	Furthered the 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 come and check out the Savannah Music Festival for a spread. An itinerary has been created as a draft and sent to her. <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

Journalist	<p>Norman Wright – Editor of Choice Magazine. JW followed up after the trip to Georgia. This has been scheduled for publication in the June issue. Choice Magazine will be using it as the main feature in the issue as a travel special, usually with at least 12 pages.</p> <p>They will do Savannah and the Georgia coast as a separate feature later in the year</p>	PR
Journalist	Met with TTG – Katherine Lawley who is now the journalist writing on the US. During the meeting on US coverage we discussed the new movie, The Last Song as an incentive for travel agents in April and the forthcoming press trip and fly/drive option - Antebellum Trail.	PR
Journalist	Sent press information to editor, Susan Harris on Atlanta's cultural offerings to the Scottish Travel Agents News which was featured in their 8 th February issue	PR
Journalist	Sent details on Georgia's Antebellum Pilgrimage Trail to Gill Sayles, Editor, Travel Bulletin	PR
Journalist	<p>Andrea McVeigh contacted the office following the press release on the TravMedia (Ireland) website regarding a Atlanta's developments and the Antebellum Trail. 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.</p> <p>JW responded with details of the press trip in late Spring to highlight the Antebellum Pilgrimage Trail.</p> <p>She is able to secure commissions with:</p> <ul style="list-style-type: none"> • 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. <p>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</p>	PR
Journalist	<p>A draft itinerary has been sent to the following journalists to secure quality commissions with publications targeting the right socio-economic audience appropriate to Georgia's profile:</p> <p>John Carter, freelance, writes for the Mail on Sunday amongst others</p> <p>Nick Haslam, freelance writer who writes for the national papers</p> <p>Marjorie Yue, Travel Editor of Sunday Mirror national newspaper</p> <p>Andrea McVeigh – Publications in Ireland</p>	PR
Press release	Created the release Antebellum Pilgrimage Trail which was sent out over the web and to the trade media database for Georgia. 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.	PR

Saturday	12,227	
Sunday	9,547 (Major snow storm in the morning)	
Number of exhibitors	950 (Including 140 in Golf I Bella)	
Number of Countries	45	
Overall a good show with a high quality, interested and affluent visitor which provided a good vehicle for raising awareness Show dates for 2011 are January 28-30.		

MEDIA RESULTS

Newsire Service Broadcasts

Date	Service	Category	Themes	Source	Coverage/Notes
21 Feb	Trav Media	Newsletter	Antebellum Trail	JW Press release	Distributed to over 5500 travel writers
21 Feb	News4Media	Newsletter	Antebellum Trail	JW Press release	Distributed to over 3500 travel writers
15 Feb	Easier (web)	Newsletter	Georgia's music & Soul	JW contact	Online feature on Georgia's music heritage
3 Feb	Business Wire UK (web)	Newsletter	Atlanta's new downtown Sky Bridge	Press release Atlanta	Coverage N/A
22 Feb	Travel Daily	Newsletter	Zebra chase!	Daily travel newsletter	Editorial about zebra escaping

Print Appearances

Date	Title	Category	Theme	Source	Circulation	Ad Value USD
1 st Feb	Daily Telegraph	Consumer	USA – an insiders holiday guide. GWTW	JW		
13 th Feb	The Sun	Consumer	Academy Abroad. Film "The Blind Side" feature included piece on Atlanta	JW	3,006,565 Readership 7,986,000	46,166
Feb Issue	Selling Longhaul	Trade	Page feature on GA plus part of Deep South feature and photo of Six flags on index page	Fam trip	16,500	18,000
Feb Issue	Essentially America	Consumer	5 page feature on Georgia including music and antebellum trails plus mention in index	Fam trip	50,000 Readership 120,000	121,590
Feb issue	Scottish Travel Agents News	Trade	Feature On Atlanta's cultural offers for 2010	JW	TBA	TBA

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

New Product

Bill Goff Golf Tours New tours to the Masters Practice rounds and the Masters tournaments