



Georgia Department of Economic Development
United Kingdom, Ireland & Scandinavia
September 2010 Report
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<p>Media</p>	<p>Finalised and undertook postponed Press trip to Savannah and Georgia's Antebellum Trail. We hosted three commissioned writers, two from the UK and one from Northern Ireland. Georgia's antebellum trail is being heavily promoted to the trade and this trip is designed to promote awareness and interest from UK consumers. The itinerary commenced in Savannah and ended in Athens.</p> <p>Savannah Upon arrival into Savannah the group transferred to downtown in the early evening and had a light dinner. The following day following breakfast the group undertook a walking tour of the squares followed by a hosted lunch with the GA regional rep and the Savannah CVB. The group were given passes for the trolleys and other downtown activities for the afternoon. In the early evening we transferred to Tybee Island for a tour of the beach and lighthouse area with the local CVB followed by dinner. The following morning transferred to Juliette.</p> <p>Juliette Accompanied by the local regional representative, local CVB and 'owner' of the town the group was hosted at the Whistle Stop Cafe followed by a tour of the towns stores. The proprietors were all extremely friendly and engaged in discussions with all of the journalists. Transferred to Macon.</p> <p>Macon Greeted at the excellent visitors centre by the Macon CVB representative where we were accompanied on a driving tour of the city, a visit to the Hay House and Georgia Music Hall of Fame. Transfer to Milledgeville.</p> <p>Milledgeville Upon arrival at the CVB offices we were re-directed to the Old Government Building for tour accompanied by the local CVB representative. This was followed by a city driving tour and a CVB hosted dinner. Overnight in Milledgeville. The following morning the group were given a tour of the Old Governor's Mansion accompanied also by the CVB. Transfer to Eatonton.</p>	<p>Press trip</p>
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	<p>Eatonton We met the local CVB at the Uncle Remus museum and given a great talk by one of the staff. We then had lunch in downtown Eatonton together with the CVB. Transfer to Madison.</p> <p>Madison Upon arrival at the Madison CVB offices we were taken on a walking tour of the downtown area and show three distinctly different styles of homes dating right back to the establishment of the city in the early 19th century. The group were then able to browse the downtown shops and stores followed by teas and coffee at a local cafe. Transfer to Athens</p> <p>Athens Upon arrival into Athens in the late afternoon we went directly to the hotel and checked in. We were met by the local CVB sales and PR staff and hosted to dinner, taken on a brief walking tour of downtown Athens on a Saturday evening (it started raining), followed by entertainment at the famous Melting Point . The next morning the group met the local CVB at the Athens visitors centre and were taken on a guided bus tour of Athens that included all major point of interest including a special tour of the original part of the State University campus (including the botanical gardens). Transfer to Social Circle.</p> <p>Social Circle Upon arrival at Social Circle we proceeded directly to the Blue Willow Inn where we were hosted for lunch by the owner/proprietor. We were given an in-depth guide to the history of the establishment and town itself. We were even given directions to the locations where the original TV series of the Dukes of Hazard were filmed! Following lunch we transferred to Atlanta Hartsfield Jackson International Airport where one of the journalists departed for his return flight home. The other two journalists had add-on itineraries in Atlanta co-ordinated through the press department of the Atlanta CVB. Additional commissions have been secured for this part of the trip.</p>	
Media	Met with local PR consultant to discuss upcoming PR activity and determine and agree strategy for 2010/11. Upcoming activity includes: ANTOR press event – association of travel representation organisations annual media event.	PR Strategy

	<p>Attendance to meet media and determine value of joining this organisation.</p> <p>AITO Media/Consumer day – following our joining AITO (Association of Independent Tour Operators) we are participating in an October media and consumer event that will be held at London’s Science Museum and will involve both destinations and niche tour operators. We will ensure that all regions of Georgia are included in our monthly press releases with special focus on Georgia’s Antebellum Trail, and niche activities such as bird-watching, outdoor activity and cuisine. This will run in conjunction with building itineraries for these niche products.</p>	
Trade/Media	<p>We have been looking at the possibility of introducing a special Christmas holiday shopping program for Atlanta in the Irish market. The Irish are historically big New York shoppers (Dublin to JFK is only a 6 hour flight), however hotel prices in Manhattan have been rising steadily over the last 2 years and tour operators are looking for alternative destinations. We started discussions with North Georgia Premium outlets (NGPO), Delta Air Lines who operate non-stop daily service from Dublin to Atlanta and Ireland’s largest US tour operator - American Holidays. NGPO offered shopping vouchers and coupons as well as funds to promote and American Holidays were keen to advertise an offer. The sticking point at this time is Delta whose fares to Atlanta are considerably higher than those to New York. Indeed fares to places like Las Vegas running through Atlanta are 200 Euros lower than fares direct to Atlanta. Deltas HQ strategy is that they have a monopoly on Atlanta so don’t need to reduce fares! In order to make the program work we will need lower price points for the airfare and so Delta will liaise with their revenue management department to see if anything can be done.</p>	Shopping program
Media	<p>Following discussions with Mandy McCullough regarding ranching holidays, a copy of a British Airways in flight magazine showing Southern Cross Guest ranch as the best in the US for families was sent to her. We will now be looking to open discussions with niche tour operators specialising in ranching holidays.</p>	Niche product
Consumer	<p>Having now finalised all the ground and flight arrangements for the ‘Creation’ prize winner we have now sent all vouchers and ticket details to the individuals involved. They are very excited and we have asked if they are prepared to let us know how they get on and describe their experience so we can include on our micro site.</p>	Promotional activity
Partnership Marketing	<p>We have agreed that American & Worldwide holidays will feature as our next tour operator of the month on the Deep South website. AAWWH have agreed to provide a special offer and itinerary that will include all Deep South states for this period.</p>	Deep South Activity

Media	Following her trip to Savannah we have followed up with Sheila Flynn who travelled from Ireland to write an article for the Irish Mail on Sunday in relation to Southern debutants. She advised she has written the article and is now waiting for a slot to get this placed and published. She will keep us updated.	Press trip
Trade events	World Travel market is scheduled for the second week of November and is the largest and most visited travel trade and media event in the UK. We have started to make media and operator appointments for this event and will also attend meetings in conjunction with our Deep South partners	WTM
Trade	Kuoni have just launched their 2011 brochure and are planning a series of events throughout the UK to promote this to the travel agency community. We will be attending the Manchester and London events in late October and will have a stand and brochure distribution facility. Kuoni have increased product for 2011 to now include Athens, Macon and increased rooms nights for Atlanta.	Tour operator
Trade	Planning is well underway for the annual Visit USA road-show aimed at promoting the US to individual travel agents. This year's events will be held in Brighton, Norwich and Newcastle. We have provided questions and answers for the competitions and evening activities. We will have a stand and attend a dinner at each venue.	Travel Agency
Trade	Registration and payment has been made for the upcoming Visit USA Ireland training event to be held in Dublin in early October. Agents from all over Ireland will attend and there will also be an evening reception event hosted by the US Deputy Chief of mission at his residence in downtown Dublin.	Travel Agency
Partnership Marketing	Liaised with marketing manager at IWOOT (I want one of those) regarding copy and images for the upcoming competition prize promotion. The copy contains hyperlinks to the Deep South website as well as Bon Voyage our partner tour operator for this activity. If necessary IWOOT will amend the copy to fit their 'style' but will have us sign off on any changes. We are also working on a campaign with Jamie Oliver (celebrity chef) that is due to run in October and are looking to include recipes from all over the Deep South with web links to the restaurants/individuals providing them.	Deep South Affinity Marketing
Trade	Have been in contact with Platinum Travel in Ireland following a meeting during the Deep South mission earlier in the year. Platinum travel is a small niche operator and keen to discuss sports tours and high end bed and breakfast properties throughout the state. Have provided some options for them and will meet with them in early October to discuss further.	Tour Operator
Consumer	We are co-ordinating the registration and setup for the Holiday World show to be held in Dublin in late January 2011.	Consumer Show
Media	Follow up with participating journalists on the recent press trip with contact details and web-links	Press trip

	for some of the properties and destinations as well as general information relating to travel to Georgia from the UK and Ireland as well as climate and background fact on Georgia	
Trade	Working with the GDECD offices in Atlanta we are introducing an informational piece on Gardens and Botanical Festivals throughout Georgia. This will be initially showcased at the AITO media and consumer event in October. We are also looking at Bird-watching as an activity and shall be discussing the requirements of the UK market with specialist operators to determine the viability of this product in Georgia.	Product Development
Press release	Created the release, "Georgia's Green and Golden" which was distributed via the web throughout the UK to over 5,000 media outlets via Trav Media. This was also sent via the web throughout Ireland to over 1,500 outlets via newsformedia.ie.	PR
Press trip	Confirmed all arrangements with the 3 journalists participating on the media fam trip. Sent press facility forms to the participating journalists for details of personal travel requirements and secured commissions: Andrea McVeigh – writing for Escape travel magazine (Ireland) - two features, one on Antebellum Georgia and one on Atlanta, Ulster Tatler or Ulster Bride - 2 page feature www.sugahfix.com - travel piece on Atlanta (city guide) and outlying areas. Lyndsay Sutton - 1800 words on Atlanta (including key elements of Georgia) for Business Traveller the Yorkshire Post John Carter – writing for Woman's Weekly circulation 338,577 Followed up with each journalist following the trip. This itinerary proved excellent for each of them and giving more ideas for coverage in the future.	PR
Journalist Meetings	Met with the new editor, Alex Mead, for Food & Travel magazine to pitch the idea of a feature on Georgia using the Antebellum Trail as the theme and linking with the less known areas of the state. The editor knows Athens and is interested in looking into the idea. I	PR
Event/Meetings	Attended the media networking event on September 15 th at Australia House. Discussed Georgia with the following journalists:	PR

	<ul style="list-style-type: none"> • Chris Coplans – freelance journalist who writes for trade and consumer publications – he would be interested in visiting Georgia. • Petra Shepherd – The Travel Channel – Petra is interested in anniversaries or movies and asked to keep informed. • Robin Nowacki – a freelance writer for Northern Ireland News • Wendy Gomersall – Wendy attended the Media Luncheon and is still interested in pitching a story to the Mail on Sunday as Scarlet O’Hara and reliving the era herself in Georgia. • Paul Wade – writes for the Daily Telegraph and Essentially America • Liz Gill – she has visited Georgia and would like any new information • David Churchill – writes on trade political developments in tourism • Felicity Hawkins – writes for consumer publications • Seamus McDermott – Editorial Assistant for ABTA Magazine – followed up with information on Georgia with contact details 	
Future fam trip	Contacted Edna Hischer (UK Rep for Premium Outlets) regarding a joint Irish fam trip for both trade and press to Atlanta based around a shopping theme due to the direct flights available from Ireland, and working with Premium Outlets. Edna is very happy to support this and JW has advised that once American Holidays agrees to be included, we will contact her to progress a fam trip for operators and media.	PR
Events	Attended the Trav Media reception	PR
Press releases	Sent relevant releases for editorial in the Gatwick Magazine.	PR
Membership	Researched membership of the Association of National Tourist Boards	PR
Tour Operator	Contacted the PR Dept of Kuoni to introduce Georgia and the potential of a future joint media trip as they will be featuring Macon and Athens in the next brochure in October. Sent a number of relevant press releases and a meeting to be scheduled in November to discuss in depth.	PR/Tour Operator
Tour Operator	<p>JP met with General Manager Premier Holidays, Heidi Blades. Heidi reported that although 2010 has been a very tough year for the travel industry, she is delighted to report that Premier Holidays has performed well across all of their products with sales currently showing an overall increase of 23% on 2009.</p> <p>The US programme is selling well with bookings up 30% on 2009. Heidi believes this is a result of the following factors:</p> <ol style="list-style-type: none"> 1. Premier has increased USA product. 	Trade

	<ol style="list-style-type: none"> 2. Expanded product available online for both USA and Faraway 3. Competitive pricing across all of their programmes 4. Experienced reservation staff offering a high level of service 5. Increased direct sales resulting in high repeat business 	
Tour Operator	<p>JP met with Jane Poyser Product Manager Trailfinders. An encouraging start to 2011 with plenty of bookings already for April. The new brochure for 2011 will be released the last week of October.</p>	Trade
Tour Operator training	<p>Virgin Training JP carried out training sessions for all Virgin Call centre staff on the destination. Included in-depth training on all properties they feature and also attractions. Also showed a destination video and provided donuts, muffins, drinks and branded prizes which were all very well received.</p>	Trade
Tour Operator	<p>BA Holidays JP met with Product Manager who reported a good increase in business to Atlanta. They anticipate booking over 500 room nights 2010/11, and are looking to increase areas sold in 2011. Most of the hotels booked are around the airport and the target is to get travellers to extend their stay in Georgia and sell other regions.</p>	Trade
Visit USA board sub committee	<p>Visit USA Events Meeting JP met with the rest of the Committee to discuss arrangements for the forthcoming Travel Agents Road shows in 3 key cities and the Visit USA Independence Ball which will be held at either The Savoy or The Intercontinental, Park Lane in July 2011.</p>	Trade Body
Visit USA	<p>Visit USA Board Meeting and General Meeting JP attended the board and general meetings. Key topics discussed included: The new ESTA charge; virtually no negative publicity received. Website development, training programme, PR, Independence Ball & Road shows. The AGM had several excellent speakers including the Chairman of ABTA, and senior management from Deloitte and Docleaf. The meeting also offered the opportunity to network with other members and tour operators both before and after the meeting.</p>	Trade Body
Event	<p>Charity Golf Day JP provided several branded prizes and displayed a banner destination and golf guides at a local</p>	Trade/Consumer

	<p>golf charity event for a hospice in Brighton. The charity was extremely grateful for the donated prizes and made a record amount of money for the hospice.</p> <p>A number of the golfers showed great interest in the area.</p>	
Tour Operator	<p>Virgin Holidays</p> <p>JP met with Michala Burton. Michala will shortly be visiting Atlanta escorting a fam trip as part of a Deep South fam.</p> <p>Requested appointments with Gary Orr, Angus Bond Mark Meredith and Michala at WTM.</p>	Trade
Tour Operator	<p>Thomas Cook Signature</p> <p>Met with Diane Lander and Jill Townsin. They will no longer be responsible for USA product; it has now been passed to Matt Appleby of Gold Medal who are based in Preston.</p> <p>Requested a meeting with Matt at WTM.</p> <p>Ongoing communications with the marketing department.</p>	Trade
Tour Operator/Travel Agent event	<p>Lake District Travel Agents Dinner</p> <p>JP travelled to the Lake District in the North of England to co-host a dinner for 25 top quality travel agents & owners in the Cumbrian and surrounding areas.</p> <p>An invitation was sent out to 48 agents and a full attendance of 25 braved atrocious weather to come to the event.</p> <p>The agents were extremely appreciative to have a function in their region as the area often gets overlooked for key cities like Manchester and Newcastle.</p> <p>The area is very affluent with a demographic of time rich, older consumers who take a longer than average holiday.</p> <p>A GA poster and POS material were showcased in a reception area where JP mingled with guests for pre dinner drinks.</p> <p>Showed video of destination and gave an overview to each table.</p> <p>Agents left with goodie bags including GA guides, maps, shopping leaflets and various area and attraction brochures. Also included branded giveaways.</p> <p>Following the event, JP had a meeting with Paul Molyneaux of Jetset to discuss expanding product on their tours website and putting some tactical offers together for local press.</p> <p>Paul and Adrian Smyth (Sales Director) are keen to move forward with this. JP has subsequently followed up with suggestions and contact details for properties and attractions.</p>	Trade



Tour Operator	<p>TUI (Jetsave, Hayes & Jarvis & Thomson)</p> <p>JP met with Sarah Lax and Suzanne Harvey. The brand Travel Mood will be closing as it has not proved successful. Currently looking at an aggressive marketing and advertising campaign. JP stated that we are keen to work with TUI to host press trips. Sarah has since been in touch to say that she would like to send a journalist to the area to do a feature for one of the national tabloids. Possibly The Sun, Mirror or The News of the World. Sarah to advise once dates are firmed up. TUI will source flights, GA to sponsor ground arrangements. Sarah is looking at possible training dates and has also invited JP to their new brochure launch and Christmas function where we would be able to have POS material.</p>	Trade
Tour Operator	<p>North American Travel Services (NATS)</p> <p>JP was due to travel to Scotland for 2 days with Keith Worrall of NATS to do joint sales calls and trainings for Scottish agents. Unfortunately Keith had to cancel at the last minute. Relooking at alternative dates in November or December. Discussed the possibility of hosting some joint consumer dinners in the north. Ruby to revert with dates.</p>	Trade
Joint initiatives	<p>Continental Airlines – Scotland</p> <p>JP met with the Sales Manager for Scotland, Nicola Wilkinson at the Lakes Dinner. Nicola is very keen to work on joint sales calls in Scotland and possibly host a fam trip. Due to the merger with United she is unable to confirm tickets just yet but it shouldn't be too long before things are finalised.</p>	Airline
Visit USA Travel Planner	<p>Changed and approved wording and photography for new 2011 Visit USA Travel Planner. The planner is distributed at all trade and consumer shows and sent to consumers via the web site</p>	Trade guide

Gatwick Magazine	Approached by the magazine offering excellent last minute deal for 4 pages featuring Atlanta in the quarterly edition of the magazine. AY approached Delta and everything in place for the December peak booking edition. ACVB have agreed to pay fifty per cent of the costs.	Media
Event	AY invited by Delta to the Airline Public Relations Organisation event, sponsored by Delta.	PR/Airline
Fam trip	Cambridge Business Travel fam delayed as clashed with Virgin Holidays fam on exactly the same dates! BA agreed to come back with alternative dates, which when received will be sent to GDECD for approval prior to organising everything.	Trade/Airline
Essentially America	Page feature on Savannah in the top UK travel magazine for America. Result of fam trip last year done by Editor Mary Moore Mason. Copy to be sent to GDECD.	Press
Selling Longhaul	Quarter of a page including photography "Georgia's highways and byways feature on the new Georgia branded Titan vans. Feature included websites for Georgia and Titan.	Press
The People	Special offer to Atlanta included in "Pack & Go" feature on the weekly travel pages of this national Sunday paper. The offer was promoted by ebookers with call to action website.	Press
Monthly reports	Preparation of monthly reports, expenses, wire forms and invoices	Administration