



Georgia Department of Economic Development
United Kingdom, Ireland & Scandinavia
March 2011 Report
Anne Young Tourism Representative UK, Ireland & Scandinavia
Phone +44 1444 483767

<p>Press</p>	<p>Created the release on Georgia's Antebellum Pilgrimage Trail. This was sent out to over 5,000 media outlets via Trav Media, with the logo and a list of tour operators featuring the actual trail or parts of the programme.</p> <p><u>Added the following details to the UK press release:</u></p> <p>America as you like it - http://www.americaasyoulikeit...com/ Vacations Group - http://www.vacationsgroup.co.uk Bon Voyage - http://www.bon-voyage.co.uk Kuoni- http://www.kuoni.co.uk North America Travel Service - http://www.northamericatravelservice.co.uk Virgin Holidays - http://www.virginholidays.co.uk/</p>	<p>PR</p>
<p>Press</p>	<p>Also sent it to the Irish TravMedia together with a call to action with several operators. This goes out to over 1,500 media outlets</p> <p><u>Added the following to the Ireland press release:</u></p> <p>Sunway Travel - http://www.sunway.ie/ American Holidays -http://www.americanholidays.com/ Platinum Travel -http://www.platinumtravel.ie/</p>	<p>PR</p>

Social media	Looked into “V travelled” and social media but decided this is not a relevant outlet	PR
Press	Drafted a release on Gardens Events in Georgia but revising to include Gardens around Georgia and tying into a possible tour operator.	PR
Press	Neil Murray requested details on the British links to Georgia for a feature for Essentially America magazine. He also requested images to support the editorial – all sent.	PR
Press	Nolan Media contacted the office having seen the press release and wanted further information.	PR
Press	Contacted by Travel Daily News for statistics on screen tourism, which were provided by Georgia and included in the online report.	PR
Press	Followed up with Sara Wheeler who travelled to Georgia on a press trip for The Times. She has no date for when it will be published but she was very impressed with the itinerary.	PR
Promotional opportunity	Contacted by the Wenham Associates for a DVD and film which is launching the DVD “Get Low” which features Georgia, starring Robert Duval, Bill Murray and Sissy Spacek,. They would like to promote this film with a trip to Georgia. In return for a complimentary trip for two people, including flights, B&B hotel accommodation and transfers, they would credit the hotel, the airline and the tourist board with images and logos in one of the quality national UK newspapers. Discussions are ongoing especially for data capture. We have had initial discussions and are awaiting details of the proposed promotion in the near future.	PR
Trade/PR	Contacted Wexas Travel – awaiting response for a meeting	Tour Operator/PR
Trade/PR	Follow up call to Platinum Travel in Ireland in response to a call to action on release	Tour Operator/PR
Trade show	Attended ITB in Berlin. Met with Brandon who provided up to date information on Atlanta while Joseph will send details on a new trail around Georgia.	Lateral Marketing
Press	Contacted Precise Media Monitoring to set up press cutting service	PR

Trade	<p>BA Holidays PR</p> <p>JP met with Tracy Long, head of PR. Discussed opportunities. Tracy is going to assist with individual press trips.</p>	Tour Operator/PR
Trade	<p>BA Holidays</p> <p>JP met with Head of Product, Caroline Smith. Jennifer Potten has just left the company to live in Israel. Alex Perez is still product executive and will report to Jennifer's replacement, Mark Tanner. Mark is currently in Australia and will be back mid April.</p> <p>Mark, Caroline and someone from the airline (probably Ali Nichols) will be at Powow and look forward to meeting the GA delegates.</p>	Tour Operator
Trade	<p>Premier Holidays</p> <p>JP held meeting with Heidi Blades – General Manager USA & Canada. Business to the US is doing really well (up 30% on last year) USA was a late bookers market last year. Will look at doing some co-op marketing from October 11.</p>	Tour Operator
Trade	<p>Bon Voyage</p> <p>JP manned the stand at the consumer event at the Rose Bowl in Southampton (a major sports and music venue). The event was highly successful with over 550 quality consumers, many of whom had an active interest in GA. There were 3 presentations that included discussions on Georgia and its tourism offerings. Meeting: Met with Karen Niven, Theresa Young and Alan Wilson. Sales up 5% 2010. 2011 is down 2% which is quite normal at the moment. They expect an upturn at the end of the year. Discussed promotional opportunities for the rest of the current fiscal year.</p>	Tour Operator



Trade	<p>Vacations Group</p> <p>Richard decided to cancel the consumer events planned for London, Leeds & Manchester due to lack of response.</p> <p>Met Richard in London to discuss what activity he is thinking of doing with our funding instead of the consumer events. Richard will come up with some marketing ideas and revert.</p>	Tour operator
Trade	<p>Virgin Holidays</p> <p>JP met with Mark Meredith & Angus Bond, head of Product North America. Discussed different product JP viewed during recent fam trip to Atlanta and Savannah and discussed introducing other areas. Bookings for the new W in Atlanta could do with a boost as could the rest of the State so need to do some co-op marketing activities and perhaps an incentive. Mark would like to visit in June or July with product exec, Laura Wooley to see more of the area. Will start working on sites as soon as dates are finalised. Also met with Geoff Dobson of HIP HOTELS and gave several “cool & hip” properties in Atlanta & Savannah to consider adding to their portfolio.</p>	Tour Operator


Trade	<p>Virgin Holidays</p> <p>Meeting with Laura Wooley new Product Executive Purchasing Department</p> <p>Laura attended Travel South and found the show very productive. She met with all the GA exhibitors. Laura also did a tour of Atlanta which included site visits and attractions.</p> <p>Laura would like to return before Powow to plan for the 2012 brochure with product director, Mark Meredith. They would like to visit key areas that they sell: Atlanta, Savannah, Macon & Jekyll.</p> <p>Due to the closure of the Jekyll Island Oceanfront Resort and after recommendation from us and a meeting at travel south, they have decided to replace with the Jekyll Island Club.</p> <p>GA would benefit from some joint co-op marketing to give booking figures a boost. Laura gave JO serious activities to consider.</p>	Tour Operator
Trade	<p>Virgin Holidays</p> <p>JP held all day training sessions for groups from call centre on the whole state. Gave power point presentation and overview of the whole state, spot prizes and showed a 3 minute video. All staff were very enthusiastic and had no idea just how much there was to see in the state. Many asked when the next fam was!</p> <p>Also met with Amanda Wills regarding the Savannah Rock n Roll Marathon. She is interested so will follow up.</p>	Tour Operator
Trade	<p>Wexas Travel</p> <p>JP met Justine Egan - Product Manager North America. Justine is busy working on the new handbook and website. Gave a list of new properties to consider adding and offered to assist with training & co-op initiatives. Justine is away now until mid April and will revert.</p>	Tour Operator

Visit USA	<p>Visit USA Board & General Meeting</p> <p>JP has been re elected to the board of Visit USA for a second term of 2 years. Met with the rest of the board members at the US Embassy.</p> <p>Jo has been elected as co-chair of events with Sarah Lax, Head of purchasing Tui. JP secured free business class seats with BA, AA & DL for prizes at the forthcoming Independence Day ball.</p> <p>General meeting included update on UK-US visitor numbers to the US, Powwow update and featured speakers from C&I & Doc Leaf, Mike Fletcher on Conference & Incentive, Dr David Berg on Crisis Management & Rob Stross on Price Comparison Websites.</p> <p>VUSA - Visitor numbers to US 3.9 million -1% which is good despite ash cloud, strikes, oil prices and other detrimental issues.</p>	Affinity Marketing
Trade	<p>TUI (Jetsave, Hayes & Jarvis, Thomsons)</p> <p>JP met with Sarah Lax at the head office in Gatwick.</p> <p>Forward bookings have slowed for 2011 and it is mainly FL in the US that is suffering Sarah has a new marketing team who have some consumer and trade opportunities for fams to give bookings a much needed boost.</p>	Tour Operator
Trade	<p>London Marathon with Virgin Holidays team, plus the whole group of Virgin companies</p> <p>JP continued with training for the event and has now received team vest with GA, SAV and ATL logos on the back, ready for photo opportunities. Invitations to the Virgin Atlantic VIP event following the Marathon received plus additional invitation by MD of Virgin Holidays to attend their separate function. JP has already raised almost £2000/\$3200.</p>	Event





Delta Launch Party

JP and PH attended the Delta Air Lines inaugural event in Canary Wharf, London to celebrate the launch of new Delta services from London's Heathrow airport effective March 2011. Delta are launching twice daily service from Heathrow to Boston and a daily service to Miami. They continue to offer daily services to Atlanta from London Heathrow, London Gatwick and Manchester. The event was held at the Marriott Canary Wharf and attracted around 100 guests, both corporate, leisure and tourism partners. The new VP of sales, Frank Jahangir hosted the event and gave away top prizes to guests including iPad and holidays! JP presented a prize to Peter Hensley who heads up Centurion travel for Amex (see photo with head of leisure sales, Nadia Clinton)

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Trade	<p>Experience Holidays</p> <p>JP met with owners Peter & Jackie Appleton. Experience Holidays are a Sussex based independent holiday company offering holidays to America, New Zealand, Australia and Africa for the more discerning traveller. Gave overview of the state and offered product recommendations to be included on their website. Will maintain regular contact and offer training once product is loaded.</p>	Travel Agent
Trade	<p>America as you like it.JP met with Maggi Smit and Cath Pusey to discuss the new AAYLI website, marketing activities and PR opportunities.</p>	Tour Operator
Press	<p>Received an 'Antebellum Trail Pilgrimage' release. Worked with PR consultant to communicate to trade and consumer press contacts. Also, working to include this release in an e-newsletter. The pilgrimage runs from April 27 – May 1, 2011.</p>	PR

Event	<p>Savannah Rock n Roll Marathon</p> <p>JP attended breakfast meeting with Peter Englehart - President of the Competitor Group. Since acquiring the popular Rock 'n' Roll Marathon Series in 2008, CGI has expanded the schedule from five events to nineteen races across the country. Providence and Savannah join existing cities of Los Angeles, Chicago, Philadelphia, and Dallas on the 2011 tour.</p> <p>The Rock 'n' Roll Marathon revolutionized the endurance sports industry when it combined entertainment with running in 1998.</p> <p>Race participants are entertained by live bands playing music at every mile along the course, interspersed with themed water stations and cheerleading squads providing motivation to the finish line</p> <p>With charity partners raising over \$233 million at the events to date, the Rock 'n' Roll Marathon Series has become one the most successful charity fundraising platforms in the world.</p> <p>Savannah will host it's first marathon in November which will bring a minimum hotel occupancy of 5,000 rooms for a minimum of 3 nights.</p> <p>Peter is bringing the series to Europe (including the UK) and is keen to work with Virgin, particularly as their current advertising strapline is "service like a Rock Star".</p> <p>Jo has been in touch with Amanda Wills, MD of Virgin who expressed interest in the concept. Regular contact to be maintained.</p>	Affinity Marketing
Trade Deep South	<p>Great Rail Journeys</p> <p>Following them being featured as 'Operator of the Month' on the Deep South website in January we have received and agreed a proposal for promotional marketing with Great Rail Journeys. This will include advertising features in The Times, The Telegraph (and magazine), Independent & Stella magazine. This campaign will run in either April or May 2011 and will focus on the 'Tracks of the Deep South. There will also be e-newsletter, affinity marketing and late availability update activity.</p>	Tour Operator
Trade Deep South	<p>Following a joint online promotion with JamieOliver.com we have now received 5,663 opt in e-mail addresses for use in stand-alone Georgia marketing activity.</p>	Affinity Marketing

TradeDeep South	Following on from the successful IWOOT affinity marketing promotion, and from the subsequent e-mail sent by Bon Voyage, another newsletter was sent to the opt-in database by Deep South. This was to over 50,000 addressees (after de-dupe and opt-outs having been removed). We are awaiting details of click throughs and resulting holiday purchases.	Tour Operator/ Consumer
Trade Deep South	Newmarket Travel was the 'operator of the month' on the Deep South website for March. They will also provide a 'special offer for the month'. This may be extended into April	Tour Operator
Deep South Partnership	<p>February statistics for the Deep South website are in:</p> <ul style="list-style-type: none"> i) Visitor numbers remain around double over the previous year from around 1200 to 2600 ii) UK versus USA visitors split remains around 50/50 iii) Australia visitors still at number 3 after UK and US. iv) The 'Georgia main page' was the most visited followed by 'History & Heritage v) External links into the site: Jamieoliver.com – 109 Dailymail.co.uk – 30 Thisislondon – 13 vi) 182 links to DS animated brochure 	Affinity Marketing
Consumer/ Trade show	<ul style="list-style-type: none"> • Swanson's Travel Consumer Day – Osby, Sweden – 5th March 2011 <div style="display: flex; justify-content: space-around;">   </div> <p>PH attended the show. It is an annual event that is held each year on the first Saturday of March. Swanson's Travel is a family run tour operator, specialising in the US that sells to both the trade</p>	Consumer/Trade show Scandinavia

	<p>and consumer direct. They offer middle and high end product but provide an extremely high level of customer service providing quality information packs and itineraries to all customers. The Swanson's HQ is known as 'Fort Swanson'. Swanson's hold 75% market share of 'packaged' holidays to the US and are therefore a very important player in the Swedish (and marginally the Danish and Norwegian) market. This year a total of 1,175 visitors attended the event which comprised a 'walk-through' of the offices, visiting supplier stands along the way. There were also two 'theatres' set up that held a total of 17 destination and product presentations throughout the day holding 1,628 viewers. Around 40 suppliers were in attendance. 142 packages were booked on the day (plus 20 cruises) with sales revenue of around USD 500,000. In terms of product there are mentions of Brunswick, Savannah, Jekyll Island, Tybee Island, Okefenokee swamp and Atlanta in the introduction text of their 2011 brochure. Atlanta hotels feature also. Next show will be held March 3, 2011.</p>	
Press	<p>Brian Malone, a journalist travelling throughout the Deep South will be visiting Columbus, GA as part of the trip. He is now in direct contact with the Columbus CVB to firm up his program details.</p>	PR
Trade/Consumer	<p>Gathered material for the ACWRT (American Civil War Round Table) conference that Georgia is sponsoring in April 2011. We will provide both ACW materials as well as general Georgia tourism information.</p>	Event
Airline/Deep South	<p>Delta Air Lines have confirmed 4 sets of two tickets for use in joint affinity marketing promotions. In return we will include them in a special e-newsletter highlighting Delta service to Atlanta and beyond into the Deep South region. This will go to our 50,000+ e-mail database.</p>	Airline
Consumer show	<p>Following a query at the Holiday World show in Dublin we were contacted by a consumer regarding the regulations and requirements for getting married in Georgia. They are looking to get married in either September or October 2011. Having investigated on the internet we directed them to http://www.usmarriagelaws.com/search/United_States/georgia/index.shtml which gives a lot of information on the various elements.</p>	Consumer enquiry

Trade	Contacted by Tour America, Dublin enquiring if we would like to participate in their consumer show to be held in October 2011. If we do this it will likely be as a part of a Deep South stand, however despite a concerted effort, Tour America have been very slow to adopt Deep South product. This is largely due to their switch to a focus on volume destinations and away from more niche destinations.	Tour operator/Consumer show
Deep South	Plans for the Deep South mission are progressing. Plans to visit British Airways reservations centre in Newcastle will not take place due to existing plans for other training. Instead we will remain in Edinburgh and undertake training at North America Travel Service. We also have confirmed training with Gold Medal in Preston. The annual dinner, normally held at the Ivy, has been confirmed at the Oxford and Cambridge Club. We are still awaiting details and final costs for the bus we intend to use for the mission.	Sales Mission
Trade	Following our successful participation in the recent Bon Voyage consumer event at the Southampton Rose Bowl, we have been invited to join another consumer event with them at the Gunwharf shopping centre in Portsmouth. We have confirmed our desire to participate due to very positive feedback from previous events and other previous participants. This event will be held over the August Bank holiday, probably on the last Monday of the month.	Tour Operator/Consumer
Trade	Have been approached by Newmarket Travel regarding a possible press sales conference to be held in the US, possibly Georgia. We have made the necessary introductions between Newmarket and the sales management team at Delta in the UK. We are monitoring the development and will support and lobby for the event to be held in Georgia through both Delta and directly with Newmarket Travel.	Tour Operator
Trade show	Have been in contact and are liaising with GDECD offices in the US regarding appointments and scheduling for upcoming POW WOW trade show to be held in San Francisco. We have jointly reviewed the buyer attendees and supplied a list of existing and potential buyer meetings. This also includes Irish and Scandinavian operators. We have also solicited input from the CVB partners that are participating at the show and will ensure their requirements are incorporated into the program. We will also co-ordinate appointments with the Atlanta CVB who are taking a separate, but adjoining, stand at the show.	Trade show

Trade	Have been advised by Bon Voyage that they have added yet another Deep South itinerary to their US program. Called 'Back roads and Bayous of the Deep South' the tour incorporates Atlanta on both the outbound and inbound legs of the itinerary. This brings to 19 the total number of Deep South tours featured by Bon Voyage.	Tour Operator
Marketing opportunity	We have been approached by Premier PR & marketing regarding a possible joint promotion for the release of the DVD for series 1 of 'The Walking Dead' set in Atlanta. They are looking at a newspaper promotion, with a competition prize and also a PR event involving a press trip to Atlanta to write about Atlanta and also join a 'Walking Dead' make up/special effects session hosted by the award winning make-up expert Greg Nicotero who worked on the series. Discussions are progressing on both opportunities in line with the DVD release on May 16, 2011	PR
Trade show	<p>Discover America Trade event – Gothenburg – 1st March 2011</p> <p>PH participated in the Discover America trade event at the Elite Park Avenue hotel in Gothenburg on March 1st 2011. The event was very well run and had a drinks reception followed by a presentation by a representative from Swanson's travel. The theme was 'driving in the USA' – it was given in Swedish and covered the basics right through legal and drivers licence requirements. After this there was a table top networking session where agents and operators visited each supplier to gather information and discuss product specifics. Finally a door-prize giving was held and the guests were sent on their way with a Discover America 'goody bag'. There were 21 suppliers and just short of 90 agents. Feedback from other suppliers was this was the best run, attended and quality Discover event that had been held in Sweden this year.</p>	Trade show Scandinavia
Consumer show	<p>Ferie For Alle – Consumer Show – Herning, Denmark - 25-27 February, 2011</p> <p>PH attended this trade and consumer show in Herning, Denmark. Despite its remote location in Jutland the show attracted a very good attendance (getting on for twice the numbers at the Ferie in Bella in the capital, Copenhagen in early February). Attendance numbers were as follows:</p> <p>Friday: 21,495 (morning trade only)</p> <p>Saturday: 22,945</p> <p>Sunday: 21,672</p> <p>Total: 66,112</p>	Consumer show Scandinavia

	<p>This was around a 3,000 increase (5%) on the 2010 show.</p> <p>The show was opened by the US Ambassador to Denmark on the first day and the USA was the signature destination for the show this year.</p> <p>The trade day was well attended on the Friday with operators and agents making it from all over Denmark with many making the four hour drive from Copenhagen.</p>	
Trade event	<p>Discover America Networking Event – Copenhagen – 28th March 2011</p> <p>Discover America hosted a networking event at the Marriot Copenhagen on the Monday following the Herning event.</p> <p>Around 10 suppliers (most of whom had also attended Herning) provided pop-up stand and materials. Around 30 press and trade were in attendance. Whilst the numbers were not as good as anticipated, the quality was good, with several owners and GM's from the operators and agents in attendance. We have agreed to meet several at POW WOW in San Francisco.</p>	Trade event Scandinavia
Trade	<p>100 of each GA Brochure requested and sent for Travel Councillors, the largest home working company in the UK. They will be used for their in house training programs which are televised every week. Training has been offered from their HQ if we have the opportunity</p>	Tour Operator
Press	<p>Final draft approved for the latest Gatwick Getaway magazine which features Savannah and the Coast. Four pages included plus mention of Savannah on the front cover. Savannah CVB paid for page of advertising , which halved the cost to GA. The magazine is circulated throughout all areas of the airport, to travellers and staff and is used as a coffee table piece after travel.</p>	PR
Press	<p>The Alliance Bulletin March</p> <p>“Bed & Breakfasts of Savannah” headed up the editorial for half a page in the bulletin. It mentions where to stay, when to go, Pet friendly story angles, Business travel story angle, and requirements. Also gives a website. The bulletin goes out to all freelance writers.</p>	PR

<p>Marketing Opportunity</p>	<p>True Blood Promotion</p> <p>JP was offered the opportunity at very last minute for DVD, retail and in-store promotion to promote the Award Winning HBO series 3 of True Blood for the state of Georgia. Contact was made with JB and the CVBs, who pulled out all the stops to get the prize sorted overnight and they are extremely pleased and excited to be involved in this promotion.</p> <p>HBO wanted a travel partner to give holidays to the 'Deep South' areas, where the series is shot, targeting females 18- 40yrs ABC1 (as well as males). JP managed to persuade HBO to just go with GA!</p> <p>The holiday will be the prize for promotions that are in progress Gossard in Debenhams (the leading UK departmental store in the UK), and Timex lindiglo watches.</p> <p>True Blood is a great series that has a massive UK following already, so is highly credible to be associated with.</p> <p>Redskin, the marketing company used will take care of all design, and hosting of the competition online, giving us data capture to add to our own database. Logos will be present on POS in stores too.</p> <p>JP proposed a prize that will include Atlanta, Athens & Savannah.</p> <p>GA will have a FREE ad inside the True Blood DVD Box Set. This insert page will be a straight ad and traffic driving offer – Estimated advertising value £10-20k / \$16k- \$32k.</p> <p>The opportunity also features the promotion on 50k neck collars of Big Tom bottle necks which can be bought in top UK supermarkets: Waitrose, Sainsbury's and Tesco from the first week of May. Estimated advertising value £15- £25k/\$24k- \$40k</p> <p>The prize is 5 nights the winners will do 2 nights in Atlanta, 1 in Athens and 2 in Savannah. More often than not the winners decide to stay on and pay for the extra nights which would be good.</p>	<p>Consumer promotions</p>
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Logos for each destination will be shown on the promotional material for each part of the campaign. See flyer for DVD and the one for bottle neck collars below

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Thanks to a Japanese scientist's invention of synthetic blood, vampires have progressed from legendary monsters to fellow citizens overnight. And while humans have been safely removed from the menu, many remain apprehensive about these creatures "coming out of the coffin". Religious leaders and government officials around the world have chosen their sides, but in the small, southern town of Bon Temps, the jury is still out....

Trade

KUONI

Tour Operator

JP discussed GA with Sarah Jackson. Gave a list of new properties in Atlanta & Savannah and updated on the Antebellum trail and other events & festivals happening throughout the year

Airline event

BA Consumer event.

Held a consumer event at BA'S Headquarters, Waterside. Footfall of around 3,000 throughout the day.

Had a tabletop display (exclusive) to all the HQ staff aimed at raising awareness and knowledge of the State.

Produced 500 flyers promoting a competition for a holiday to Georgia including accomodation in Atlanta, Athens and Savannah.

No flights necessary as BA staff have their concessions and access to daily Atlanta flights.

Inundated throughout the day with lots of enthusiasm and genuine interest in the State.

See winners photo attached

Airline



Press	"Beautiful Georgia is on my mind" in Shropshire Star regional press. Feature by Lindsay Sutton as a result of fam trip, includes great photography and travel facts. Lindsay has several other pieces resulting from fam trip. Details to be sent and copies.	Press
Press	"Southern Belles" feature in Business Traveller Magazine by Lindsay Sutton Great feature on Atlanta resulting from fam trip. Readership 50,237 Ad value \$81,586	Press
Press	"The Golden Isles of Georgia" Feature in Marchl Conde Naste magazine. 2 pages including photography. Circulation 81,045 Ad value \$28,663	Press
Press	"Star in your own Rail Road movie" Feature in Sunday Times Magazine includes mention of stop in Atlanta. Circulation 1,052,414 Ad value \$1000 approximately	Press
Press	Selling Longhaul magazine included piece on the tourist numbers to the USA. Atlanta had the greatest increase of international visitors of the nation's top 20 markets, with an average stay in the city of around 2-3 days. The increase was 9% over the previous year. Copy of piece to be sent to GA and ATL.	Press
Administration	Preparation of monthly reports, invoices and expenses	Administration