



Georgia Department of Economic Development
United Kingdom, Ireland & Scandinavia
June 2011 Report
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Trade	PH and Jonathan Boisjolie, met with Platinum Travel, a small tailor made operator, based in Dublin, specialising in Fly Drive holidays to the US. Platinum are keen to look at adding Savannah and the coast as an area to visit on a touring itinerary from Orlando. They advised that arrival numbers into the USA for 2010 were down 14% YOY and remain down into 2011. Have agreed to get imagery and guides to their offices and will look to undertake some targeted promotional activity in fall 2011.	Tour Operator
Trade	PH and Jonathan Boisjolie met with Delta Air Lines who confirmed the numbers we had been given by Platinum. To offset the decline in the Irish market Delta have been holding more seats for sale exit USA in the early part of 2011. They have also aggressively targeted business in mainland Europe encouraging passengers to flying from Paris and Amsterdam (Skyteam hubs) via Dublin to the USA. This is advantageous as Dublin airport has facilities for pre-clearance for US immigration. Other US carriers are also doing this.	Tour Operator
Trade	PH and Jonathan Boisjolie, met with Tara Flanagan at Sunway Holidays, the 4 th largest tour operator in Ireland. Sunway only have Atlanta as part of a circular Deep South itinerary in terms of product. We discussed opportunities around, Savannah, the Antebellum trail and capturing Orlando business toward the coast and Savannah. Sunway are a strong fly-drive operator so agreed to look at some of these options. They seemed interested in a Savannah/Carolina's option. We will send more information on this and the other areas we discussed. In terms of the market, Tara said that bookings are either in advance of travel or very late. At this time of year most are late bookings – but given the economic situation Tara is pleased they are coming in.	Tour Operator

<p>Press lunch</p>	<p>As part of the Georgia UK sales mission we held our annual Press and Media lunch at Christopher's restaurant in Covent Garden, London. Guests were:</p> <p>Steve Hartridge Editor of Selling Long Haul and has visited Georgia to feature golf <i>Trade Magazine</i></p> <p>Keely Allen Writes for Express Newspapers mainly on celebrity travel <i>Tabloid Paper</i></p> <p>Sue Jolly Freelance writer for the Press Association. Previously worked for the Daily Mirror travel section. <i>Regional consumer newspapers</i></p> <p>Claire Durkin Freelance writer who writes for glossy regional magazines. <i>Consumer magazines</i></p> <p>Howard Carr Specialist writer for the UK travel trade as well as regional radio. Often includes Georgia in US features. <i>Trade magazines and radio</i></p> <p>Anna Selby Freelance writer who writes for both consumer and trade.</p> <p>Chris Leadbeater Freelance writer who writes for the national publications. Has a particular interest in Georgia. <i>National newspapers</i></p> <p>Mary Moore Mason Editor of Essentially America Magazine <i>Consumer Specialist Magazine</i></p>	<p>Sales Mission</p>
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	<p>Olivia Greenway Freelance writer who attended Pow Wow. Has a particular interest in the US. <i>Consumer</i></p> <p>Pat Richardson Freelance writer specialising in editorial for the Telegraph to support supplements such as Escorted Touring. <i>National newspaper</i></p> <p>Cathy Bartrop Editor for Travel Guru TV – produce programmes on destinations for Travel Guru. <i>Broadcast</i></p> <p>Jill Emeny Associate Editor of Frommer’s (Guide Books) Includes editorial on destinations</p> <p>Last minute cancellation due to accident (Apologies sent and press material requested).</p> <p>Anna Hyman Editor of a rapidly growing website www.tour-smart.co.uk and will soon be launching the Foody Traveller <i>Websites</i></p> <p>Having made introductions for the Georgia participants at the Press lunch, a destination video was shown, and followed up with brief speeches from each of the partners and Jonathan Boisjolie on behalf of GDECD.</p>	
Trade event	As part of the Georgia UK sales mission we held an evening reception for key members of the UK travel trade, including airlines, tour operators, OTA’s and US Government Officials. Around 35 guests attended and we selected management of the companies that we were unable to meet with as part of the actual mission. The evening was a great success as the venue was perfect for the size of the group and ideal for networking.	Sales Mission

Trade Sales call	<p>Georgia Sales Missions – Sales Calls</p> <p><u>Virgin Holidays.</u> Introduced Jonathan Boisjolie to Laura Woolley. Discussed production to the area. YTD 2011 (Room nights) Atlanta 158 Macon 5 Savannah 29 Jekyll 0 Fly Drive (American Ring) Cajun Capers 100 Oh Carolinas 8</p> <p>We will look at providing new suggested itineraries to be included in the new brochure. Laura advised they would be coming to Georgia and the Deep South in October. Updated Laura on the new Dolphin show at the Georgia Aquarium. Brandon will re-work the copy for the Atlanta introduction page in their new brochure.</p> <p>Promotional activity: Laura suggested we might look at working with them on a Sunday Times magazine promotion which will be included in their monthly magazine. (£3,500). They are also looking at sending out special designed ‘inspirational e-mails’ possibly on a Deep South basis (£1,500). Also suggested was possible joint activity with Lonely Planet magazine (£3,500).</p> <p>We also agreed to send copies of all our press releases to the Virgin Holidays PR department with a copy to Laura.</p> <p>Deep South Training has been organised for August 2011.</p> <p>Virgin Holidays are opening new stores in the North of England and there may be promotional opportunities around the launches.</p> <p>Virgin Holidays have a frequent Virgin Club that has 65,000 members. They have a well managed and up to date database which we may have the opportunity to access with the right messages.</p> <p>Current sales are not where they should be and in September 2011 we will see a new sales campaign to help to drive more interest and sales. One of their key objectives will be to focus on value added items that provide differentiation.</p>	Tour Operator
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Trade Sales Call	<p><u>British Airways Holidays.</u></p> <p>Met with Mark Tanner and Alex Perez. Introduced Jonathan Boisjolie.</p> <p>With their dynamic packaging fully up and running, key focuses for BA Holidays are Touring (Flydrive), Multicentre and Open Jaw product.</p> <p>BA will be utilising pay-per click SEO to drive consumers around these focus areas.</p> <p>Mark indicated they might be interested in a possible fam trip to Atlanta and Georgia.</p> <p>Room nights booked: Atlanta 250 +29% - mainly Hartsfield/Jackson with 5 of the top 10 hotels but growing downtown product so hopefully this will change.</p> <p>Looking to create a fly drive destination page which we will help them with in terms of content</p>	Tour Operator
Airline Sales Call	<p><u>Continental Airlines.</u></p> <p>Met with Lesley Roberts – Leisure Sales manager.</p> <p>Lesley outlined that whilst capacity had remained flat for 2011, most US airlines had been holding back on UK originating capacity in favour of sales from the US. In effect this was a capacity cut. This strategy seems to have had limited impact and inventory was released for sale again around May which saw a slight dip in fares for a short time.</p> <p>Lesley shared market information with us for the GA routes.</p> <p>Lots of changes happening with United Airlines but hopefully the UK staff will remain intact.</p>	Airline
Trade Sales call	<p><u>Newmarket Holidays.</u></p> <p>Met with Richard Harrington. Richard currently has Savannah product as part of a tour. He has a Deep South tour that produces around 500 room nights but does not include any Georgia product. Currently they arrive in Atlanta and immediately depart for Montgomery to be closer to New Orleans. We discussed adding Atlanta but Richard says the whole set up needs to be addressed as</p>	Tour Operator

	<p>he is having problems with Delta and their group guidelines. He can also access cheaper hotel rates in Montgomery which has been a stumbling block in the past. They are looking at possibly shifting flights to Charlotte or even Orlando with other carriers. Until the Delta situation is resolved (either way) he isn't keen to look at adding Atlanta. Richard will be making a trip to the region in November and we will look to include a tour/discussions around Georgia product when he comes.</p>	
Trade Sales call	<p><u>Funway Holidays</u> Lots of activity at Funway with another new Managing Director onboard for only a few months. Also, with the merger of United and Continental the separate branded United and Continental Vacations setup is being looked at in its entirety. The current contract with both UA and CO Vacations will end as of December 31st 2011. In terms of distribution 80% of Funway sales are through the trade and 20% direct, with a push to add home workers to their mix. Currently they only have 5-6 home workers but this is planned to increase considerably over the coming months. They were interested in looking at targeting repeat Orlando customers for coastal Georgia and Savannah product utilising their consumer database (50,000), and through print and online viral campaigns. Funway demographic is 'mid 30's upwards'. They are happy to receive some new 'suggested itineraries' and agreed to provide baseline number on existing business to GA. Funway will launch a new 'look and feel' to their brand effective the 24th June with an initial soft launch and possible hard launch later in the year.</p>	Tour Operator
Trade Sales call	<p><u>Travel 2</u> Met with Nigel Fell who heads up Travel 2's tourist board sales. Nigel focused on the new Travel 2 academy and training opportunities with their agency community that will follow from this, with access to around 4,000 agencies and 7,000 individual consultants. Included in the training are opportunities to create specific sales offers and 'what's on' information. Travel2.com will be re-launched shortly with a major poster and mini flyer campaign.</p>	Tour Operator
Trade Sales call	<p><u>Bon Voyage</u> Met with Karen Niven and Joanna Still, followed by a training session for 8 of their newest staff. We discussed attracting Orlando customers on an itinerary up through St Augustine onto the Georgia Coast and into Savannah. Karen liked this idea and immediately following our meeting she added an itinerary onto their website. Karen also suggested we look at teaming with South Carolina to widen our product reach. We discussed the new laser show at Stone Mountain, Aska Lodge in the Georgia Mountains and vacation rentals on Tybee Island.</p>	Tour Operator

<p>Deep South Partnership</p>	<p>Participated in the Deep South Sales mission.</p> <p>This year's mission took branded coach from Scotland through to Peterborough ending with a Trade lunch in London on the last day. We started in Edinburgh, travelling to Glasgow, back to Edinburgh, down to York, on to Preston and finally Market Harborough and Peterborough. Participants from the US State offices in Mississippi, Greenville, MS and Tupelo MS joined the UK representatives. All of the visits were to undertake Deep South Training, which were either done on the coach or in the operator's offices. Outside of this and during lunch breaks the travel consultants were invited onto the coach for refreshments and light snacks. The operators covered were:</p> <p>Barrhead (Glasgow) Staff trained - 26 (5 group) Lunch traffic through bus 25 NATS (Edinburgh) - 4 (1 group) Great Rail (York)- 24 (3 groups) Gold Medal (Preston)– 40 (5 groups) Page & Moy/Travelsphere (Market Harborough) - 16 (3 groups) Thomas Cook (Peterborough) - 32 (4 groups) Total staff reached and trained approx : 167</p> <p>On the last day of the mission a trade lunch was held for tour operators, airlines and other trade partners at the Oxford and Cambridge club in Central London. This was a departure from the usual venue – the famous Ivy restaurant which has been used historically for the Deep South lunch. However, feedback was that the Oxford and Cambridge was more than a match for the Ivy and proved considerably more cost effective.</p>	<p>Tour operators</p>
<p>AITO conference</p>	<p>Attended the Association of Independent Tour Operators annual conference. This was a two day event with many industry guest speakers. Highlights included:</p> <p>UK Civil Aviation Authority Update; CAA are going to introduce what will be known as an ATOL certificate. This is a document that tour operators (or their agents) will have to provide to consumers outlining entitlements in the case of problems encountered during a vacation. There was much discussion about the logistics of implementing this new requirement and the possible pitfalls that may be encountered.</p>	<p>Trade Body</p>

	<p>Social Media Presentation; 1 in 6 internet pages currently being opened are Facebook pages. In terms of SEO (search engine optimisation) the LIKE but is now a 'Game Changer'. Historically Google used 'links' as its primary tool but is now also using the LIKE function to determine ranking on their search pages. The LIKE function (with comment version) should be used wherever possible on web pages. Google also utilises Twitter as part of it SEO algorithm as it shows what your friends like and are interested in.</p> <p>Met with 'In the Saddle' a niche tour operator specialising in horseback and ranching holidays. They have lost some product in the west of the USA due to bush fires and are keen to add additional product. We discussed Southern Cross in Madison and that it had won awards as the best family ranch in the US in the British Airways 'Highlife' magazine. Subject to Southern Cross being able to meet some tour operator requirements they are keen to look at working with them. In conjunction with GDEcD we are working through the various requirements to make this happen.</p>	
Press release	<p>Created the release FILMED IN GEORGIA USA</p> <p>This was sent out to over 7,000 media outlets throughout the UK and also distributed to the media in Ireland.</p> <p>The release was also sent to a journalist who specializes in this sector: Nicki Grihault.</p>	PR
Press	Met with Gill Sayles, Deputy editor of Travel Bulletin to discuss Georgia	PR
Press	<p>Contacted by Jon Southall to advise us that Georgia was featured on Easiertravel.com</p> <p>http://www.easier.com/90038-discover-beaches-georgia.html</p>	PR
Press	Sent editorial information to Nicole Jackson who is writing for a new Travel Magazine for the Saturday Guardian (launching in January).	PR
Press	Discussed family features of Georgia with freelance journalist, Lindsey McNeill.	PR
Press	Journalist, John Kampfner contacted Georgia regarding a press visit for The Financial Times. The FT's Travel Editor, Tom Robbins, has commissioned him to write a piece (1400 words) on Georgia's hidden islands, with an accent on the Gullah community, but very much a family/leisure/luxury travel piece at its heart. He is travelling on July 13th and has arranged flights.	PR

<p>Press</p>	<p>Contacted Oliver Gradwell who had contacted Georgia's PR office in the US. He is organising a travel bloggers conference in 2012 (proposed dates: March/April or August/Sept 2012) and is looking to a US city for support ie part funding costs. (He has said he would send an RFP which will outline his expectations). He has run such conferences before with the full support of PR companies, such as BGB in the UK. This conference will be for 250 delegates for 2 days and he hopes the city would include city tours and post conference fam trips. He would want to come out beforehand to conduct a site visit first.</p> <p>Oliver Gradwell is an ex travel agent and has lived and worked in Maryland and visited Atlanta. His telephone number (different from below) is +44 7818 297838.</p>	<p>PR</p>
<p>Press</p>	<p>Wrote copy for preview material for the Visit USA Association Media Marketplace: "Georgia on your mind?" "Maybe it's the cosmopolitan city Atlanta, which hosted the 1996 Olympics and is home to Martin Luther King Jr's Historical Site or the cobbled streets and green squares of historic Savannah. Georgia is renowned for its movies - The Dukes of Hazzard, Fried Green Tomatoes' Whistle Stop Café, Gone With The Wind and Driving Miss Daisy and its music heritage of Ray Charles, Gladys Knight, Otis Redding, R.E.M.as well as the annual international Savannah Music Festival. Georgia's coastline offers a number of unspoilt beaches and natural habitat forming the Golden Isles to include Jekyll Island and Sea Island. In the North East lie the mountains and the Chattahoochee National Forest, home to the first American gold rush in the city of Dahlonega back in 1828 and running from Macon to Athens is the Antebellum Trail following the majestic plantation homes and picturesque main streets. Visit: www.georgiatourismusa.co.uk"</p>	<p>PR</p>
<p>Journalist Request</p>	<p>Sent the release "Filmed in Georgia" to Karen Niven at Bon Voyage for possible use in their e-newsletter. Sent the release "Filmed in Georgia" to Kuoni's PR Department to continue dialogue to send a celebrity to write on Georgia Opened up discussions with the following operators during the Association of Independent Tour Operators Conference :</p> <ul style="list-style-type: none"> • In The Saddle • KE Adventures • Collette Worldwide who is sending details of product and liaising with their PR Dept. 	<p>PR</p>

Trade event	JP attended a Pink Floyd concert in Virgin's box at the O2 in London as a guest of Product Manager Virgin Holidays. Networked prior to the concert with commercial & marketing directors and made good connections with other guests who could work with us on GA product.	Tour Operator
Training	<p>Training British Airways</p> <p>JP attended a "mini World Travel Market" at the BA Call centre to promote and train agents on GA product and attractions.</p> <p>Ran a video, gave away promotional items and brochures which were all taken, and met over 200 agents who were very enthusiastic about the area, and asked many questions.</p>	Airline
Trade	<p>BA product</p> <p>JP met with Gemma Pascal and gave her suggestions for product expansion. Gemma is currently looking at each area and property in depth and will advise which ones she will add to their portfolio.</p>	Airline
Media	<p>JP attended Visit USA Meeting</p> <p>Also achieved the following on behalf of the board</p> <ul style="list-style-type: none"> • Tasting for Visit USA Ball menu at the Intercontinental Hotel London. • Packaged up prizes for the charity raffle. • Secured business class tickets on Delta, Virgin, American and BA. • Secured compere for the evening • Co-ordinating the next Visit USA Road shows in November. 	PR
Trade	<p>Vacations Group</p> <p>JP met with Richard Wimms. They are currently re-branding their name to "Vacations to America". There will be a new transactional web-site working with receptives including Allied, Mark & Hotel Beds</p> <p>Looking to broaden product for the web-site.</p> <p>Increasing investment in on-line marketing.</p> <p>Sent copy and news for the next E-News which will go out to a targeted database of 10,000.</p> <p>Will also be holding trade events later on in the year.</p>	Tour Operator

Trade	<p>Miki Travel JP met with Director, Rupert Tozer. Rupert is Nikki Beszant's boss. Miki are Japanese owned receptive based in London. Currently in the process of adding more properties. Gave Rupert overview of the destination and invited him to visit. He is very interested in visiting and will contact to organise site-inspections when he has decided on a date.</p>	Tour Operator
Trade	<p>Tauck Met with UK sales manager, Aiden Walsh. Aiden is keen to add new destinations and very interested in GA as a possible tour destination. Gave overview of destination and brochures.</p>	Receptive
Trade	<p>Page & Moy Met with new product manager Will Sarson. Gave overview of GA. Page & Moy offer touring holidays around the world. They currently have tours that feature GA and suggestion made that they include Antebellum trail plus itineraries to expand their Orlando product to include Savannah and the Coast.</p>	Tour Operator
Trade	<p>Last Minute.com Met with Scott Humble, Nick Blake and Michelle Heathcoate. Lastminute.com had 54,000 bookings for the US last year. Lastminute are offering a targeted media campaign which would include loading GA ads on flight searches to Atlanta. Scott to send a current list of product & proposal to include in next year's marketing activity plan. Michelle would then contact Travelocity for tactical offers.</p>	Tour Operator
Trade	<p>Tour America Met with Mary Mckenna. Increased business by 70% Opened office in Cork. New website www.touramerica.co.uk</p> <ul style="list-style-type: none"> • Mary has a TV proposal for advertising on daily TV slots. • Sent 200 guides to Mary. 	Tour Operator

Trade event	JP worked with HO Leisure Sales Continental Airlines to establish guest list of senior management from top UK tour operators for day at Wimbledon tennis. VIP list included product directors from the top UK operators plus the VP Europe of Continental and hosted by JP and PH.	Tour Operator/Airline
Media TV crew	AY continued to liaise between SP, Delta and ITV Producers to make the final arrangements for the presenter and crew to travel to Atlanta to film the 8 minute slot on the top UK daytime program. The filming was shown and included MLK centre, and as many different views as they could fit in. ITV have included websites for Atlanta, Georgia and Delta. AY met with the crew and presenter at London Heathrow airport and ensured they got the excess baggage cleared and everything went to plan, plus organised transport for the group on the Sunday.	Media TV
Golf day	AY continued to organise GA teams for Virgin Holidays golf day in aid of "Help the Heroes" charity. It promises to be a good day as 72 players and more than 100 attending the evening event. Jonathan secured 3 prizes from the Masters for the charity raffle.	Trade event
Trade	Golden Holidays contacted AY to discuss adding GA product to their program. Images supplied and follow up being done in 6 weeks when they discuss the final product for their brochure.	Tour Operator
Press	AY requested follow up statement from SP for misinformation in major national newspaper relating to toll roads. Chased up after 3 weeks, and in view of the length of time after the feature went to press JB suggested we send news releases instead. We are still waiting to hear what action if any should be taken to correct this situation. The correct information has been given to the consumer and tour operators who called on the GA consumer line following the publication of the article.	PR
Trade	Cosmos JP met with Rowan Goldthorpe and David Binns. All contracting is done in Calgary however Rowan and David can suggest new product for tours. Gave suggested itineraries and marketing materials.	Tour Operator
Trade	Abercrombie & Kent JP met with Simon Lynch – Regional Manager North America. Abercrombie & Kent are a well established, high end, luxury travel company. Simon is based at their Harrods branch and is keen to add new product to their current US portfolio. He is really only interested in 5* and JP sending details of relevant GA properties.	Tour Operator

Visit USA event	<p>Meet the Media Preparations including press release for the forthcoming Meet the Media event which takes place at a top hotel in central London. Organised shipments of brochures and necklaces for goody bags.</p>	PR
Press	<p>Frank Barrett - Mail on Sunday (National newspaper) Frank Barrett is Travel Editor of the national Mail on Sunday (readership over 5 million!) would like to visit GA. Frank used to be the Editor of the Independent, has presented the Holiday programme and regularly contributes on travel related news on TV and radio. JP to work with the PR department as soon as dates and commission are confirmed.</p>	PR
Administration	Preparation of monthly report, invoices and wire forms, and finalising year end accounts	Admin