



**Georgia Department of Economic Development**  
**United Kingdom, Ireland & Scandinavia**  
**February 2011 Report**  
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Airline	Met with Delta Air Lines VP of Sales for Europe, Frank Jahangir along with the UK sales manager Nadia Clinton. Discussed possible joint promotional activity. There are several new routes that Delta are commencing in March 2011 – 2 flights a day to Boston and a new flight to Miami with connections to Atlanta. Both will operate from London’s Heathrow airport. Frank advised that load factors on the Atlanta flights are not as strong as in 2010 so they would be keen to undertake promotional activity and possibly a familiarisation trip to boost the loads on the Atlanta flights. Both were keen to access our 50,000 plus database and undertake a joint newsletter. We will work on this in the coming weeks.	Lateral Marketing
Press	Discussions with Mary Moore Mason regarding an upcoming article in Essentially America. The article will cover associations and links between the UK and US in and around the Georgia coastal area. Provided information on links along with images to Neil Murray who is writing the article.	PR
Promotion	ASDA promotion. We are working with ASDA one of the UK’s leading supermarket chains (owned by Walmart) on a partnership promotion. Discussions and campaign logistics ongoing	Lateral Marketing
Press/Deep South	‘USA Desk- Scotland News’ has featured Deep South as front page destination in their latest edition. We will continue to utilise this publication over the months as a key channel to the travel trade in Scotland	PR

<p>Deep South Partnership</p>	<p>Met with Deep South partners to discuss promotional activity and Deep South Mission details:</p> <ul style="list-style-type: none"> <li>i) Clarified which operators we had agreed to work with. These are US Airtours/Newmarket Travel/American &amp; Worldwide Travel and possibly Leger. We did have America as You Like it but due to overall spending this fiscal year we have substituted this for the ASDA campaign. There are other activities that are being considered but these may depend upon replacing one of the above operators depending upon the best return on investment.</li> <li>ii) The Jamie Oliver campaign is shaping up to be quite a success in terms of click throughs/opt ins and overall exposure. As a group we are keen to continue with this type of program as it is helping to build a considerable consumer database. However there was considerable work involved and there is concern that we do not have the resources to undertake this on a regular basis. Having worked on the last two campaigns Georgia felt that most of the work (agreeing terms and conditions, web images, copy for the competition pages etc) has been done and this can be managed. We will have to ensure that other partners seeking to 'charge' for this work are not considered</li> <li>iii) Deep South Mission – The Gibson bus is not available for the week in question. There was discussion of pushing the event a week earlier or later. We advised that the GA mission would be the week before so this would not be possible. The group, LA in particular were not that happy at the timing of our mission but appreciated our letting them know. Given this we will now look for cost for a standalone bus (Gibson bus would be provided gratis). The mission itinerary is slated to run as follows: Day 1 Glasgow/Edinburgh. Day 2 Newcastle (possibly York) Day 3 Manchester/Preston Day 4 Peterborough/Cambridge Day 5 Lunch at the Ivy. We are also looking at a possibility of utilising the Oxford &amp; Cambridge club instead of the Ivy due to space and costs. We hold a provisional booking at the Ivy and will need to see if we can get out of this. At this stage we have the following participants from the US. 3 x TN / 1 x AL / 2 x LA (possibly 1).</li> <li>iv)</li> </ul>	<p>Lateral Marketing</p>
<p>Promotions</p>	<p>Met with Rebel PR who are a music related marketing and PR first who put together low cost third party promotions. They now understand our proposition and will look for complimentary opportunities which we can work with.</p>	<p>PR</p>

Press	Following the untimely passing of Louis Van Dyke, the proprietor of the Blue Willow Inn in Social Circle I made contact with the journalists from our press trip who met with him to advise the news. Each advise they had upcoming articles that included mention of the Blue Willow - Andrea McVeigh – Travel Extra and Lindsay Sutton – Gwent Times. If possible they will include mention of Louis in their articles. Both have further pieces they are planning to write as a result of the trip,	PR
Trade	Discussion with Black Tomato a new and aggressive ‘web content based’ tour operator are ongoing. BT are looking to create a micro site for Deep South that will strongly engage consumers who then move to purchase travel. High proposed costs have been negotiated down but the likely-hood is that any activity will have to now take place in the next fiscal year.	Tour Operator
Trade/Deep South	Great Rail Journeys were the ‘operator of the month’ on the Deep South website for January. They have approached us to undertake a promotional campaign that will access their extensive database and feature advertising campaign in several national newspapers. Cost to Georgia based upon nights in state on the GRJ tour.	Tour Operator
Press	Brian Schofield has been put directly in contact with Stefanie who continues to work on his itinerary to Columbus.	PR
Trade	Attended the Collettes Worldwide consumer day. Despite a lot of efforts from Collettes the event was poorly attended. We are unsure why this is as there is an extensive and dedicated database of consumers for this operator. Collettes have promised a joint e-mail campaign to try to make up for this poor showing	Tour Operator
Trade	Have been working with Tara Flanagan at Sunway in Ireland on promotional activity for Georgia product. Tara is running national press advertising that will include our product and is expecting a good response during the key booking period currently underway.	Tour Operator
Deep South Website	January statistics for the Deep South website are: i) Visitor numbers have almost doubled versus both December 2009 and January 2010 last year – Up from around 1400 to nearly 2800 ii) UK v USA visitor split remains around 50/50 iii) Interestingly Australia visitors come in at number 3 albeit at around 5% of overall	Lateral Marketing

	<p>numbers</p> <p>iv) For Georgia the 'Georgia main page' was the most visited followed by 'History &amp; Heritage', 'Fly-drives', 'Fly Drives/Antebellum-trail' and 'Culture &amp; cuisine'</p> <p>v)</p>	
Trade/Consumer	Bon Voyage who participated in the IWOOT campaign have sent a follow-up promotional e-mail to the 50,000+ opt in customers. We are awaiting details of click throughs and resulting holiday purchases.	Tour Operator
Trade	Made contact with prize winner of the campaign to notify them and put them in contact with Bon Voyage who will act as the agent and fulfil the prize. The winners were absolutely delighted with their upcoming trip.	Tour Operator
Trade	Having sponsored the American Civil War Round Table UK conference to be held in April. We have been requested to provide promotional material for the event. We have requested Georgia Civil War trail maps and a book on the War that will be raffled at the event. We have also received an invitation to attend the conference.	Lateral Marketing
Press	Created press release on " <b>Georgia's a hit with international visitors</b> " and sent out to over 3,000 media outlets	PR
Press	Created the release, " <b>Spend St Patrick's Day in Savannah</b> ". Sent last month's festival release to Scottish Travel Agent News	PR
Press	Edited copy sent in from Georgia on the growth of international visitors	PR
Press	Contacted <b>Choice Magazine</b> who sent the feature which was published in December following the press trip.	PR
Press	Communicated with <b>Andrea McVeigh</b> following her press visit to Georgia. She sent her feature in Ulster Brides and Northern Ireland News (Atlanta)	PR
Press	Followed up with freelance journalist, <b>Claire Durkin</b> , who requested to be included on future press trips for the Cream Group of Magazines (Upmarket lifestyle publications) following receipt of the press release on festivals in Georgia.	PR

Press	<b>Neil Murray</b> requested details on the British links to Georgia for a feature for Essentially America magazine. He also requested images to support the editorial.	PR
Press	Freelance <b>Rupert Parker</b> contacted the office following receipt of the press release on increase in Georgia visitation. He writes on food and travel and would be interested in receiving more details and participating on a future press trip.	PR
Press	Met with the editor of Travel Weekly, <b>Lucy Huckley</b> to discuss Georgia. She would be interested in details of the increase in trade activity, number of tour operators and trade incentives. We also discussed the benefits of Destination Connect, a new service for tourist boards and the information website which is linked to all travel agents. To follow up with statistics.	PR
Press	Liaised with New Orleans CVB and Alabama CVB on the press trip for <b>Brian Schofield</b> , writer for the Sunday Times Travel section for a feature trip, 'A Thinking Person's Road Trip' between New Orleans and Atlanta. This pitch is that the Deep South is the road trip destination of choice for the thoughtful, curious "Americanophile". It would include one full day in Columbus, GA, unwinding a little and sampling the 'New South'. He is travelling 25- 30 March.	PR
Press	Received product details on Georgia from the <b>Vacations Group</b> for a future joint press release to go out to the consumer to encourage bookings and increase awareness of the destination. Press release drafted but awaiting further factual details.	PR/Tour Operator
Trade	Met with <b>America As You Like It</b> to formulate a consumer release on Georgia to be sent out to increase awareness and drive bookings. Awaiting details from the operator.	Tour Operator
Trade	Jemma Purvis, PR for <b>Kuoni</b> contacted us following our meeting on January 18 <sup>th</sup> to discuss the possibility of sending a celebrity-status journalist to Georgia to follow one of the Kuoni programmes. They are short staffed at the moment but have invited Georgia to submit celebrity names relevant for their programmes and they will assist with the arrangements.	PR/Tour Operator
Trade	Contacted <b>Platinum Travel</b> for packages prices to Georgia to include as a call to action on the press release in Ireland.	PR/Tour Operator

Trade	Attended the Adventure Show and met with Chairman of Association of Tour Operators to discuss opportunity of hosting the overseas conference in Georgia in 2012 (June). He requested that Georgia sent a letter endorsing their interest.	Tour Operator
Visit USA	Attended the Visit USA Association Meet the Media event on February 07 <sup>th</sup> . Relevant to Georgia, met with freelance writers Paul Wade and Kathy Arnold, Liz Gill, Neil Murray, Marcus Scriven, Marjorie Yue – The Sunday Mirror and Paul Harris - Jewish Telegraph, Karl Cushing – Travel Weekly, Alison Tay – Now Magazine	PR event
Trade	Attended the Business Travel Show Met with freelance journalist – David Churchill and Editor of The Business Travel Magazine – Gill Upton	PR
Trade	<b>Grand Journeys</b> Grand Journeys is a tailor made operator specialising in high end trips to the US & Canada. JP met with Richard Harrington to discuss GA. Gave Richard an overview including hotel and attraction recommendations.	Tour Operator
Trade	<b>US Airtours</b> Ongoing communication with Linda to feature GA as part of their Spring Travel Agents Promotion as “Destination of the Month” with a competition featured on 5000 large posters for agents to win a free holiday.	Tour Operator
Airline	<b>British Airways</b> JP met new Sales manager, Mark Eastwood. Mark is very keen to assist in promoting GA as they have a daily direct service to Atlanta which is not doing as well as last year. Meeting arranged in March with Sara Dolan and Daisy Donovan to discuss marketing and promotional opportunities. JP is holding an event at British Airways HQ in March which will get a footfall of between 1000 and 3,000 throughout the day. There will be a tabletop display and pop up banners and JP will run a laptop of rolling images for all the HQ staff with the objective of raising awareness and knowledge of the destination. A competition will be held to win a holiday in GA. JP working with GDECD to obtain suitable prize.	Airline

<p>Trade</p>	<p><b>Bon Voyage</b>          Arranged shipment to Southampton for the consumer event on Feb 24.          JP will be manning a stand for GA at this hugely successful annual event held in Southampton's Rose Bowl (a major sports and music venue). The evening was attended by 573 consumers. Picture below</p>  <p>The photograph shows two women standing in front of a booth at an event. The woman on the left is smiling and holding a magazine titled 'Georgia Travel &amp; Tourism'. The woman on the right is wearing a black cowboy hat and a black t-shirt with the 'Bon Voyage' logo. The background features red and white balloons and a blue carpet.</p>	<p>Trade/Consumer</p>
<p>Trade</p>	<p><b>North American Travel Services</b>          Ongoing communication with Marketing manager, Karen Ferrar and Ruby Briggs regarding co-op marketing, product and training.          Currently negotiating e-flyers and online advertising featuring GA as "Destination of the Month".          Follow up meeting and training in March.</p>	<p>Tour Operator</p>

Trade	<p><b>TUI</b> Ongoing discussions with Sarah Lax and Suzanne Harvey regarding co-op marketing.</p>	Tour Operator
Trade	<p><b>Travelsphere</b> Emily is unable to meet until Powwow however have sent property recommendations including group friendly properties.</p>	Tour Operator
Trade	<p><b>Saga</b> Made contact with Denis Ilic and sent KSP's, attraction details and list of possible group friendly properties. Requested a follow up meeting to discuss further.</p>	Tour Operator
Trade	<p><b>Virgin Holidays.</b>  GA have agreed to sponsor the Virgin Holidays golf day on July 8<sup>th</sup> The day will include playing on two courses, Kingfisher and Waterfall – normally reserved for society members only, shot gun start on both morning and afternoon session. Breakfast, buffet lunch and 3 course dinner. Invitations will be sent to key industry people and the 2 GA teams will play against each other. The package includes;- Personalised Lockers and Towels, Full tournament administration Branding on Buggies All green fees included Exclusive use of the driving range, with PGA coaching</p>	Tour Operator
Trade	<p><b>Virgin Holidays</b>  JP met with Laura Woolley Product Executive  Laura attended Travel South and found the show very productive. She met with all the GA</p>	Tour Operator

exhibitors. Laura also did a tour of Atlanta which included site visits and attractions.

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.

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.

GA would benefit from some joint co-op marketing to give booking figures a boost. Laura gave Jo various activities to consider.

**Booking Figures for 2011 to date**

Atlanta - up 60% 111 passengers - 123 room nights compared to 67 room nights this time last year.

Breakdown as follows:

Sheraton (best seller) - 76

Midtown- 26

W - 4

Savannah - 26 passengers 42 room nights (+200%) Length of stay is longer

Macon - 4 room nights

**Virgin Holidays**

Held training sessions for groups from call centre, on the whole state. Gave power point presentation and overview of GA, gave spot prizes for quiz and showed a 3 minute video. All staff were very enthusiastic and had no idea just how much was on offer in the state. Many asked when

	<p>the next fam was!</p> <p>Follow up: Ongoing discussions with Laura and Mark regarding a possible incentive, in-store promotions and co-op marketing.</p> <p>I also met with the MD, Amanda Wills and told her about the Rock n Roll marathon in Savannah. She was very interested and asked me to send her more info. I have sent her information about the event including sponsorship opportunities and offered to introduce her to the event organizer, who is visiting London at the end of March.</p>	
Trade/Airline	<p><b>CBT/British Airways Fam trip</b></p> <p>JP escorted a VIP fam trip with Sales Manager of BA, and the two owners of CBT, the top business travel agency in the whole of the Cambridge area. They were accompanied by 6 of their top corporate clients. They saw all of the major sites in Atlanta, plus an afternoon at the Nth Georgia Premium Outlets, and did site inspections of two hotels. On the first morning they met with some invited guests prior to breakfast and shared with them and Brandon of ACVB their various businesses.</p> <p>The trip was sponsored and arrangements made by ACVB for all of the ground arrangements , with Brandon and his assistant accompanying the group and the feedback from the group, the travel agents and BA has been brilliant. It was the first time BA have given tickets for a fam and we look forward to working with them again in the future. JP has followed up with the clients since the trip.</p>	Travel Agent/Airline/ Lateral Marketing
UK Rep fam trip	<p><b>GA CVB Winter meeting in Savannah</b></p> <p>JP attended the CVB meeting on behalf of the UK office. Meetings took place with Fay Trip, Joe Marinelli, and as many of the CVBs as time allowed during the three days. All the events were attended and following the meeting Carey and Mindy escorted JP on tour of key places in Savannah and a meeting took place with the organiser of the Savannah Music Festival.</p> <p>The whole event was extremely useful for JP as she got to meet the key players in Savannah and they have another contact here in the UK.</p> <p>Many nice emails received by JP from the CVBs since her return.</p>	Lateral Marketing

Consumer show	<p><b>Scandinavia</b></p> <p><b>Ferie For Alle – Consumer Show – Herning, Denmark</b>  PH participated in show. Despite an isolated location, the Herning show attracts over 60,000 visitors . The show ran from 25<sup>th</sup> -27<sup>th</sup> February 2011.  Organised marketing materials for show.</p>	Consumer
Trade	<p><b>Meeting with Spies (Thomas Cook), Copenhagen – 1<sup>st</sup> February 2011</b>  PH met with Michael Jensen, Product Manager of Spies at their offices in Copenhagen.  Michael is also head of product for the whole Nordic region for the Thomas Cook group, although the businesses themselves run independently. Michael was very helpful and outlined some of the main drivers and influencers for the Danish market to the US.  Air carriers used to USA– SAS, Lufthansa, British Airways and Delta  Miami is the number one US destination followed by New York  Work only through receptives – Travalco, Allied TPro, GTA  Key travel periods to the US – June through to Mid August followed by Jan-Mar (65/35 split)  Key booking period – 1<sup>st</sup> January (at 10am sharp) through to late March.  100% consumer direct (no trade)</p>	Tour Operator
Consumer show	<p><b>Ferie i Bella – Bella Center, Copenhagen, Denmark</b>  There were 39,086 attendees at this year’s show up 25% on last year. Despite the positive numbers traffic to the US area was considered lighter than in previous years; however those that came were very interested and engaged well asking plenty of specific questions be looked at closely. Liaised with BH&amp;P on the delivery of materials to the Swanson’s show in Osby, Sweden set for 5<sup>th</sup> March 2011.</p>	Consumer
Visit USA website	Deep South tours and links to website included in February e mail blast for Visit USA tours to USA	PR
Visit USA	JP voted onto Visit USA board by members for second term	Lateral Marketing
Trade	Savannah and Georgia logos supplied to Virgin Holidays for inclusion on JP’s vest for London Marathon	PR

Press	AY worked with publishers of the Getaway magazine for content of April edition, and obtained co sponsorship of costs from Savannah CVB. Issue to be published in April	PR
Trade	Hotels and advice given to Product Director of Newmarket Travel for new Savannah tour.	Tour Operator
Press	Atlanta was featured in lifestyle section of Weekend Express magazine, which is a supplement of The Daily Express weekend edition. The publication is one of the top national newspapers in the UK. The editorial featured an image of the Aquarium, plus mentions of the MLK centre and hotel. Circulation figures and ad value to be advised.	PR
Press	Irish Daily Star featured article on the Deep South and the potential for fly drive tours that encompass the state. Circulation and ad value to be advised.	PR
Press	Five page feature on Savannah and the coast in Choice Magazine. The article was written by Norman Wright who conducted a fam trip in 2010. Excellent photography and wording, copy to be sent to GDECD. Circulation and ad value to be advised	PR
Press	Half page in ABTA magazine on the Masters tournament in Augusta. Circulation and ad value TBA	PR
Press	Quarter page in ABTA annual Golf magazine on Masters tournament. Circulation and ad value TBA	PR
Trade	New package to Masters tournament highlighted in upmarket magazine for ITC Sports company. Package for 9 nights sells at £12,995/USD20792!! Copy sent out with subscribers to Conde Naste Travel magazine. Circulation and ad value TBA	PR/Trade
Trade	Rhythms of the South tours featured in Travelsphere consumer magazine which is sent out to all of their clients on the database. The operator is one of the top group tour operators n the UK.	Tour Operator/PR
Press	Four page feature on The South in Selling Longhaul. Featured Civil War, Antebellum Trail and what is new in the State, plus an interview with PH and call to action companies to book the tours. Circulation and ad value TBA	PR
Monthly reports	Preparation of monthly reports, expenses, wire forms and invoices	Administration