



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

Partnership Marketing	<p>Deep South Meeting – 7th July 2011</p> <p> David Nicholson – TN,MS Jody Hanson – LA Della Tully – AL Peter Hannaford – GA </p> <p> Purpose of meeting: To discuss 2012 activity and understand constraints for each partner. Alabama advised that the state budget has not been confirmed and so are unable to commit any funding at this time. Despite this it was agreed that we would continue discussions on the assumption that funding would be forthcoming. From a Georgia position we advised that funding would be limited as we had other needs to fulfil and so would need to focus on the most important and critical activity prioritising between PRIMARY and SECONDARY priority. The activity that was proposed included: </p> <ul style="list-style-type: none"> • Second Affinity program with ASDA supermarket. (Secondary) • Tour America Show – Dublin (Primary) • VUSA training – Dublin (Primary) • Bon Voyage – Consumer Event (Primary) • Jazz FM promotion (Secondary) • American & World Wide(HOLD) • Cheltenham Jazz Festival (Secondary) 	Deep SOuth
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	<ul style="list-style-type: none"> • Deep South Mission(Primary) • New Deep South Brochure(Secondary) <p>David Nicholson advised that two Mississippi cruise are due to come back into operation one of which is run by Cruise West the other by the Old Delta Steamboat company. It has been proposed that the Deep South Mission be slotted in for the week of 11-15 June 2012.</p>	
Consumer	Have been liaising with Jonathan Boisjolie regarding the prize for the winner of the 'Get Low' movie promotion we ran in May this year. The winner wants to travel in October and we have been working to secure the accommodation so that the flights can be booked and the customers can take the necessary time off from work.	Affinity Marketing
Trade	The Vacations group have run a Georgia piece in their newsletter, containing state wide copy and a link through to the explore Georgia website and back to their Georgia page on the Vacations group website. The e-newsletter goes out to over 20,000 qualified consumers.	Tour Operator
Partnership Marketing	Have been approached by David Nicholson at TN/MS regarding a Deep South opportunity for the British Airways in-flight magazine – 'Highlife'. The group were quite keen but the requirement is for the group to fund two full holidays to the Deep South. For GA there is limited exposure as most of the attention will be on Graceland/Nashville and New Orleans. Not recommended for participation on basis of poor ROI.	Deep South
Partnership Marketing	A good month for Deep South web statistics This was largely driven by the effects of the ASDA supermarket promotion. This was distributed via the ASDA site but also through their many affiliate sites, including moneysavingexpert.com. 75% of people went directly to the competition page but only 35% exited the site on this page indicating they navigated on once finished with the competition. A newsletter was also e-mailed out on the 29 th June: E-mailed to 7,837 contacts, of which 1862 were opened. Numbers to the site will probably drop over the next two months as the ASDA promotion has ended but also July and August are holiday months in the UK.	Deep South

PR	<p>Participated in the Visit USA Media market place event at the St Ermins Hotel in Victoria on July 6th. Over 70 journalists attended and worked their way around the various destination tables. The meeting session was followed by the VUSA Media awards and closed following by further networking. Key individuals met were:</p> <ul style="list-style-type: none"> • Paul Sharman – Fish & Fly (Print and Online magazine) – Re-launching the magazine and very keen on US fishing destinations and knows the North Georgia Mountains well • Sabine Zetteler – PR Manager Mr & Mrs Smith Hotel Collection. No US product but keen to receive information and ideas for possible future addition. • Mellissa Shales – Freelance Journalist – Keen to better understand the destination and unique story ideas that can be sold into publications. Has a strong travel background • Mary Moore Mason – editor of Essentially America • Roger ST Pierre – freelance • Kerry Thomas – Fused Magazine • Amanda Greenwood – Travel Daily UK • Jolyon Attwood – Telegraph • Paul Croughton – The Sunday Times <p>Prepared display material for the table</p>	Media Event
Media	<p>Working with colleagues in GDEcD, have finalised a coastal trip for John Kemfner who is writing for the Financial Times. John has been quite demanding but the coastal rep has worked hard to accommodate his request and we expect a good piece to follow from this. We have secured the buy-in to utilise Bon Voyage to act as a ‘call to action’ for this article. They will also create a special itinerary and create a special page on their website</p>	Press trip

PR	<p>Created the releases to capture “Olympic Fever” in the UK as July 27th marks the one year anniversary to the opening of London Olympics in 2012</p> <ul style="list-style-type: none"> • Georgia Olympics • Facts: The Centennial Olympic Park • Atlanta’s Centennial Olympic Games Museum <p>Updated a release on Atlanta These were sent out to over 7,000 media outlets throughout the UK and also distributed to the media in Ireland.</p> <p>The releases were also sent out to a specialist database of journalists writing on America.</p> <p>The Georgia Olympics release was sent to the editor for The Press Association</p>	Press release
PR	<p>Contacted freelance writer, Nikki Grihault and sent details of movies made and to be filmed in Georgia Sent updated releases to online journalist, Anna Hyman.</p> <p>Sent recent releases to the USA Desk – Scottish News.</p> <p>Met with Rob Ryan, journalist for the Sunday Times.</p> <p>Contacted Tim Jepson – Sunday Telegraph to pitch ideas on Georgia.</p> <p>Arranged for images of Coca Cola to be sent to Travel Trade Gazette to support Howard Carr’s feature on the US</p> <p>Met with Andy Pietrasik, travel editor of the Guardian with an update on Georgia</p> <p>Sent over details of the number of tour operators featuring Georgia for Travel Weekly</p> <p>Sent details on Sea Island and The Cloisters to the Sunday Times Travel Magazine.</p>	Journalist requests


Trade	Contacted by 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 i.e. part funding costs. The proposal was received and this was forwarded.	Conference request
Trade	Met with Travel Trade Gazette to see a presentation on the new Virtual Roadshow for destinations. They are planning one specifically for the US. Discussions around setting up regional booths to save costs. Awaiting update with costs to assess benefits for Georgia.	Virtual roadshow
PR	Contacted Anna Dewinter from Publishers Network Blog – awaiting a return call	Social Media
Trade	Sent journalist request for Deep South packages (emphasising Georgia product) to key operators – Karen Niven at Bon Voyage and Ruby Briggs, North America Travel Service.	Tour operator
Trade	JP attended the BA sponsored Wireless Music festival in London's Hyde Park as guest of Alison Nicholls, Sara Dolan, Kathryn Brownrigg and Caroline Smith from BA. Only other UK representatives invited were from California, Philadelphia, New York, and PR for Visit Florida. Top music stars performed including Black Eyed Peas and Bruno Mars. Great opportunity to network with top BA staff and some of their leisure and corporate clients. Shared business cards with some of the guests during the reception.	Airline
Visit USA	JP attended the VISIT USA BOARD MEETING Main points in discussion were;- The Visit USA Website is running 40% up on last year, and the new site will be launched on Oct 1 st 2011. Visit USA Travel Planner - following a planning meeting to review the 2011 edition of the Travel Planner, several changes to freshen the design and feel of the brochure will be made to the 2012 edition, including a new title and a number of layout changes. A new incentive programme combining Travel Planner Advertising with additional advertising on the VUSA website and in the consumer newsletter, 'Travel News USA, had a good impact when sold in by BMI at Pow Wow, but it is too early in the selling cycle to determine if this positive feedback has followed through into ad sales.	Board Meeting

The new CEO of the recently formed CTP, Jim Evans, has started work and is beginning to develop the organisation plans required to implement the Travel Promotion Act.

US International Arrivals

- Arrivals up to end April are shown below and, after a slow start, are now beginning to improve as far as the UK is concerned. The UK is still way out ahead with numbers of visitors, the total from the UK equals the total of Germany, Italy and France added together!

	Jan		Feb		Mar		Apr		Year to date	
UK	193.2	2.0	237.4	1.0	267.3	-11.7	406.3	29.3	1104.1	6.0
Germany	84.4	-2.6	89.6	-3.0	132.4	-20.8	171.6	47.4	478.0	3.1
France	70.0	19.2	95.0	16.3	93.1	24.2	165.1	42.2	423.3	27.7
Italy	48.9	8.6	36.6	1.5	60.3	7.5	63.7	27.7	211.5	11.9
Holland	29.2	3.4	33.0	-1.9	40.6	18.9	55.2	19.1	157.9	11.0
Spain	32.6	9.7	33.4	12.8	46.5	-20.4	63.7	52.7	176.2	10.5
Sweden	24.6	6.0	28.9	16.0	34.0	0.7	49.6	76.8	137.2	24.7
Swiss	20.1	1.9	22.6	4.1	27.2	-1.8	50.9	57.4	170.9	19.4
W Eur	592.6	3.2	683.8	2.1	829.1	-9.0	1201.9	39.5	3307.5	9.6
Japan	267.7	4.1	287.4	2.8	284.3	-10.5	195.1	-13.4	1034.4	-4.2
O'seas	1821.	9.2	1675.	9.2	1913.	-5.9	23680.	23.7	7779.7	7.5
Total	9		9		9		0			

	<p>VISIT USA BALL</p> <p>JP and PH attended the 2011 Visit USA ball. The 2011 ball was the most successful ever. The event was completely sold out and positive feedback was received about all aspects of the event.</p> <p>JP - as co chair of the events committee on the Visit USA board, organised the MC, and many of the arrangements for the night, including securing airline tickets from four major airlines and accommodation. The event was attended by representatives from all of the top travel industry companies, and many of their counterparts from the USA. This photo appeared in Travel Weekly</p> 	
Trade	<p>VIRGIN HOLIDAYS GOLF DAY</p> <p>JP and AY attended the event and GA sponsored 2 teams at this fundraising event for “Help the Heroes”. We managed to get directors from Flightcentre, Eagle Golf, Bon Voyage, Selling Longhaul, Head of Visit USA, Touchdown Holidays, Delta Air Lines, and the Head of The USA National Tourist Office who was over for the ball from Washington.</p> <p>Despite horrendous weather, the players had a fantastic day and over £10,000 was raised with a prize of Masters items featured as the main prizes in the auction which followed the presentation dinner.</p> <p>Details of the day and pictures were also posted on Facebook and Twitter by Virgin Holidays.</p>	Tour Operator



Golf in the rain! Some of the GA players including Helen Morano from Washington and Alan Wardell who heads up Visit USA in the UK. Two of the buggies were branded with Georgia. A total of 92 golfers played and 120 guests attended the presentation dinner and auction. Georgia golf guides went onto every place setting at the dinner.

Trade

JETSET VIP TRAVEL AGENTS LUNCH – GLOBE THEATER

JP attended a lunch for 30 top Southern agents - the VIP event included senior people from independent agencies, the Low Cost Travel Group, owners of individual travel agents, press (TTG) and some heads of consortia in attendance.

The venue was the famous Globe theatre which is situated on the banks of the Thames. The room where the lunch was held was extremely impressive with amazing views of St Pauls, The Gherkin, The Shard and the rest of the city.


Prior to the lunch there was an opportunity to have a table and stand (Expo style) during 45 minutes of pre dinner drinks on the Mezzanine floor. .

Additionally there was an opportunity to talk over coffee to address all guests about GA

Jetset also launched their new development (**Package Pal**) which enables agents to create a package consisting of flights, cars, transfers and accommodation in six simple steps - all fully flexible and fully protected which sits nicely with selling product in GA



Travel Agents

Trade	<p>VIRGIN HOLIDAYS RACE EVENT</p> <p>JP attended the Virgin Holidays sponsored horse racing event. Met with several suppliers including Touchdown, Press and key members of staff from both marketing and purchasing.</p>	Tour Operator
Trade	<p>WIMBLEDON</p> <ul style="list-style-type: none"> • JP and PH Co-Hosted a VIP event for top producing operators into GA with Lesley Roberts Head of Leisure and the Vice President Europe, for Continental/United Airlines. • Guests included: Ruby Briggs, NATS, Sarah Lax, TUI, Angus Bond, Virgin Holidays, Heidi Blades, Premier, Jane Poyser, Trailfinders, David Robinson Thomas Cook, Viarra Challier Funway and Continental Holidays, Rachel Wislon Expedia, Peter Kelly EBookers, Tony Griffiths Lotus, Simon Woodford Stella Travel, Katherine Clarke Lastminute.com, Michael Bennett Flightcentre, Steve Bresh Kuoni, and Guy Novik US Airtours. All of these guests were senior Management or directors offering excellent networking opportunities throughout the day. 	Tour Operator/Airline

Trade	<p>JP attended an event as a guest of the VP's of Europe for AA and BA at the Wardolf Astoria in London to launch the BA/AA Partnership. Afternoon tea (and disco for the kids!) was followed by the Shrek Matinee.</p> <p>Made several good contacts including a couple of MICE buyers at our table and other Business and Leisure companies and also networked with senior management from both airlines.</p>	Airline
PR	<p>Frank Barrett - Mail on Sunday (National newspaper)</p> <p>JP has been in contact with Frank Barrett, Travel Editor of the national Mail on Sunday (readership over 5 million!)</p> <p>Frank would like to visit GA if he can obtain a worthwhile commission..</p> <p>Frank used to be the Editor of the Independent – a major broadsheet, and has presented the Holiday programme. He regularly contributes on travel related news on TV and radio.</p>	Media
Promotional opportunity	<p>Meeting with Affinity Angels</p> <p>JP had meeting with owner of company to discuss promotional opportunities with films and magazines, and in the future other branding promotions.</p> <p>They have been offered a promotion for the film “Footloose”, which would include full page in Hello magazine and half pages in other top Women’s weekly publications. Holidays would be needed to fulfil the prizes and it is possible airlines may work with us, but failing that a tour operator may help towards the prize. A few details pasted below and follow up to be done at end of August.</p> <p>Regarding Paramount Pictures and the forthcoming film 'Footloose', which is a remake of the original made in the 80's. The film is coming out in the UK later on this year and launched on 14th October 2011. To promote the film they are looking to run competition pages in key titles, such as Hello Magazine, Woman’s Journal as well as newspaper supplements like Take it Easy and Celebs on Sunday. They will also look at some on-line activity too which is great for clicking back through to sites.</p> <p>They are looking for holidays to use on the pages, i.e. flights and accommodation. However, if we were to secure more holidays then they do have a budget for the flights.</p> <p>As part of the deal I will secure data capture, dedicated reader offers, click through on on-line</p>	Partnership Marketing

activity. Call to action would be a booking engine, hotel direct website or tour operator partner dedicated number.

In addition to the above there is also the opportunity to do a private screening at their studio in Golden Square, Soho, where you can invite partners for an evening event etc. You can also make PR use of the film association with the Trade publications and Facebook etc.

EXCLUSIVE READER PROMOTION

WIN A LUXURY HOLIDAY TO BARBADOS

You and a friend could enjoy a heavenly seven-night VIP Caribbean break at the Almond Casserina Beach Resort, courtesy of new romantic comedy *Morning Glory*

WHAT YOU CAN WIN

A return economy flight from London to Barbados in November 2010, plus a 7-night stay in a deluxe room at the Almond Casserina Beach Resort, including all meals, premium brand drinks, water, sports equipment, spa and certain resort fees.

HOW TO ENTER


Simply enter your name and address on the entry form at www.almond.com by 11.59pm on 23 October 2009. The draw will take place on 24 October 2009.

Almond

Partnership Marketing

DVDs of ITV This Morning program received by AY and copies sent to ACVB, SP and JW. The program was repeated again on July 24th during peak viewing time for people that could not see it first time round due to work. Fulfilment request went up for information on GA within days of program being aired, with callers mainly interested in Antebellum homes, shopping and MLK historical sites. AY followed up to discuss potential future slots on the program for travel promotions with Lynsey Evans the Director. She is very interested in working with us again and the program has huge potential for GA relating to history, films, coast, mountains, sporting events and many other subjects.

TV

Trade	AY liaised with Danielle Waters Virgin Holidays to provide information, brochures, banner and logo for the brochure launch at their HQ.	Tour Operator
Trade/Deep South Partnership	<p>JP attended day at Virgin Holidays HQ with UK rep for Louisiana and networked with staff and senior management for their new brochure launch. Deep South sponsored a US style hotdog stand which was branded with DS, plus there were posters of DS and GA throughout their building.</p> 	Tour Operator
Trade/Deep South Partnership	JP conducted Deep South training along with the UK rep for Louisiana for reservations sales and product staff at Virgin Holidays HQ the day after the brochure launch in order to keep the product fresh in their minds when answering the calls. 15 groups attended the power point presentations.	Tour Operator
Consumer enquiry	AY liaised with JB and consumer regarding the cycling laws in GA as apparently they differ between states. Answers obtained by JB and fed back to the cyclist by AY. He will be doing a charity ride through the USA later in the year.	Consumer
PR	AY presented with an opportunity to advertise and get 4 pages of editorial in the new Gatwick Magazine, which will be rebranded as Select Traveller Magazine. The opportunity will be held at the same price as before but the print run will increase as they will also distribute to all local supermarkets in the Gatwick area including 2 major branches of Tesco's. Decision to be made and if possible co sponsorship achieved.	Media

Trade	AY and partner invited to VIP box at the O2 arena to see Neil Diamond as guests of the management of Virgin Holidays and Virgin Atlantic Airways. Besides the obvious bonus of getting to see Neil Diamond, the evening presented an excellent opportunity to network with the MD, and other senior management, plus their other guests from airlines and travel agencies.	Tour Operator/Airline
Trade	AY met with Armin Venencie Delta Air Lines/ Air France during his recent visit from Paris. Delta now only have one employee left for in the UK, Nadia Clinton, and everything is now controlled by Air France in Paris. Armin is a useful contact to have as he still gets involved in some projects for the UK market and can try and help us in the UK if we need him. There is also a chance that he may be relocated back to the UK in less than 2 years which would be good. Since the UK sales mission the three sales staff in the UK have been made redundant!	Airline
PR	Pictures and editorial appeared in the Sun on July 11 th featuring the Redneck Games in Dublin GA. Not exactly the image we portray of GA but quite amusing! Copy to be sent to JW.	Media
PR	Selling Longhaul June issue featured a quarter of a page- including the famous GWTW photo, on Atlanta and the historical attractions around that period of time. It mentions the last four chapters of GWTW which will be displayed at the Atlanta History Centre, plus web links.	Media
PR	Selling Longhaul July issue features a quarter of a page including a photo, of the Deep South sales mission 2011. It mentions tour operators covered during the mission plus an example of a tour sold by Titan Hitours as their call to action.	Media
PR	TTG USA feature included a photo of the World of Coca Cola plus almost a page on the attraction. It gave an example of a tour which includes the attraction sold by Virgin Holidays as their call to action.	Media
Administration	AY prepared and of month accounts and report.	Admin