



**Georgia Department of Economic Development**  
**United Kingdom, Ireland & Scandinavia**  
**May 2011 Report**  
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Trade show	<p><b>POW WOW 2012 – San Francisco</b>          Attended show with Joseph Walker/Jonathan Boisjolie/Pam Kruseck and Stefanie Paupeck – GDECD and Amy Clark (Athens) and Mindy Shea (Savannah). The GA stand was again opposite the Atlanta stand and some meetings were held jointly. Meetings summary as follows:</p>	Trade
Trade show	<p><b><u>Thomas Cook Tours – Colin Chapman</u></b>. Colin opened the meeting advising that October 10 – September 11 bookings are 5% down YOY but that 2012 tour numbers are currently 15% up. Atlanta only product at this time, but looking for a story to help ‘PR’ the Georgia element. We discussed doing something on the 1996 Olympic Legacy as this is topical with the London Olympics being held next year. Looking to place editorial in a targeted TC magazine (20,000 circulation) for Q1 2012. To follow up during the sales mission in June.</p>	Tour Operator
Trade show	<p><b><u>Travel 2 – Nigel Fell</u></b>. Nigel outlined that Travel2 is the B2B company and Travelbag is the B2C organisation under the Stella Travel umbrella. Nigel briefly outlined a modular approach to promotional activity that can be undertaken with Travel 2. These would each be for a 1 month duration and would have a 4-6 week follow up report on effectiveness and would contain full measurements. We have a follow up meeting planned wit Nigel during our upcoming sales mission.</p>	Tour Operator

Trade show	<b><u>STA – Anna Bothwick.</u></b> STA are aggressively going after the post-student business and are particularly interested in the USA at this time. They had numerous meetings at POW WOW with other destinations. They have introduced a three tier hotel product approach. One a basic level that will appeal to their existing student clientele, one mid-market and another high end. Anna was keep to obtain suitable suggestions for each of our key cities. Follow up to take place after the show.	Tour Operator
Trade Show	<b><u>Selling Long Haul – Sally Parker.</u></b> Sally advised that there are new opportunities with the 2012 travel planner , with 12 new pages plus online and newsletter offerings. They have also brought onboard a new agency call Engage so expect an improved PR and marketing output. We are looking to meet with Sally during our sales mission to follow up.	Publisher
Trade Show	<b><u>Titan Travel – Jo Thomas.</u></b> Titan did 16,000 room nights to Georgia last year across all the tours they operate. They are introducing a New Mississippi tour in the region that has an overnight in Atlanta (Hyatt Place). Jo was very excited to announce that Titan have re-branded to ‘Titan Travel’ together with a new logo. They have a new website up and running are averaging an 18 minute stay on the site. They are very active on Facebook and running various campaigns. Through associations with the RHS they have over 7,000 friends. They have also executed an 80,000 informational DVD mailing and will be sending others in the future. We will provide Jo with key calendar zed event information such as the Cherry Blossom festival and Savannah music festival. Jo and Claire will be joining us for our evening reception during our upcoming UK sales mission.	Tour Operator
Trade Show	<b><u>America as You Like It – Maggi Smit.</u></b> The AALYI brochure has been delayed and will now include new updated imagery and information. They have also just launched their new website which includes XML links and so an ability to significantly increase their hotel product offering. Hotels addition discussions included the Bohemian in Savannah (Rocks on the River and Rocks on the Roof). Options in Athens were also discussed. We also discussed the Tall Ships event in Savannah (May 2012). Will be meeting Maggi again in London in early June for follow up.	Tour Operator
Trade Show	<b><u>Newmarket Travel – Richard Harrington.</u></b> Richard is looking to come to Georgia later in 2012 and is interested in a possible visit to Athens. Very interested in the ‘Savannah Dan Tours’ and our providing Fly Drive options for him along with any new imaging we might have. We advised that a photographer was currently touring Georgia and we should have new images by the end of the	Tour Operator

	summer. We also made contact at the show between Richard and one of the European Regional Directors from Delta who will follow up on some group reservations issues that he is having with the airline. Will be meeting Richard again in London during the sales mission.	
Trade Show	<b><u>Vacations Group – Richard Wimms.</u></b> Minimal numbers for 2010 – 80 for Savannah but this was a 50% increase over the previous year. Richard has just signed an exclusive representation agreement with Select Registry and is using this relationship to push B&B and Inn traffic in our area. Richard has presented a promotional proposal for 2012 which we will now evaluate and respond to.	Tour Operator
Trade Show	<b><u>British Airways- Alison Nicholls.</u></b> This was a Deep South meeting. Dynamic packaging is now fully up and functioning so Alison is looking for possible fly-drive opportunities (uses Avis as a main car partner as well as ADV and Allied T-pro). She is looking at a possible promotion with the grouping in the Feb/Mar 2012 timeframe. We will be getting a full proposal which each partner will evaluate	Airline
Trade Show	<b><u>NATS – Robert Myers.</u></b> Are looking for possible changes to properties and or itineraries and would welcome suggestions from us as soon as possible. Also looking for new imagery – advise on the new photographs that are being produced.	Tour Operator
Trade Body	Have registered for the AITO (association of Independent Tours Operators) annual conference in Vilnius, Lithuania starting on the 16 <sup>th</sup> June 2011. A three day event which includes the key UK niche tour operators and their top travel agents. The event also attracts the top press and media contacts and is an excellently run and effective event.	Trade
Promotion	The promotion ran in 2010 in association with the release of the Tybee Island/Atlanta located movie, The Last Song, has been entered for a media award in the US. Worked with the GDECD office to provide background and supporting information to help with this submission	Afinity Marketing
Promotion	Finalised activity associated with the promotion of the DVD release of the Georgia located movie ‘Get Low’ starring Sissy Spacek, Bill Murray and Robert Duvall. The promotion, taking the form of a competition for a trip to Georgia, was run in the UK’s Daily Mirror paper on consecutive weekends in both the travel and celebrity supplements. We will also obtain opt-in data from this promotion.	Affinity Marketing

Sales Mission	Working on the scheduling and logistics for the Deep South Sales mission that will be taking place of the week commencing 13 <sup>th</sup> June. We will be taking a promotional coach through Scotland and down through England ending up with a trade lunch in London on the Friday. We are organising the catering and refreshments as well as the Edinburgh sections of the call schedule.	Partnership Marketing
Sales Mission	Finalising the schedule and events for the upcoming Georgia sales mission commencing on June 6 <sup>th</sup> 2011 in London. Together with colleagues from Atlanta and Savannah we will hold a Press Lunch, trade reception and full week of trade sales calls.	Trade/PR
Media	Have been approached regarding support for a writer travelling to Georgia commissioned to write an article on the Antebellum Trail, Savannah and Georgia coast for the Irish News and major publication in both North and South Ireland. Working with colleagues in State to gain support from partners for this trip.	Press
Press Release	Created the release on The Beaches of Georgia This was sent out to over 7,000 media outlets throughout the UK and also distributed to the media in Ireland. Uploaded press releases to the Visit USA Association website (in time for Pow Wow due to the increased number of hits the site will receive during the event). These included: Stone Mountain Park Debuts New Laser show Spectaculartum in Mountainvision and Rare Pieces of Gone With The Wind Manuscript Return to Atlanta.	PR
Journalist Request	Suggested Atlanta as a stop off for award winning UK journalist Nigel Tisdall who is travelling on a press trip on Amtrak on The Crescent route. However he is unable to accept the invitation.	PR
Journalist Requests	Images were requested by Jane Knight, editor of The Times for the forthcoming feature following Sara Wheeler's press trip to Georgia. Submitted Stone Mountain press release to the e-newsletter, DiscoverAmerica.com	PR
Tour Operator request	Liaised with Bon Voyage regarding a package on Beaches of Georgia	PR

Media Promotion VUSA	In relation to the Visit USA Association Media awards, ensured the 7 page feature on Georgia in Choice Magazine was submitted.	PR
Media	Discussed Georgia with the following media: Olivia Greenway, freelance Jane Memmler, travel editor of the Daily Express Lisa Minot, travel editor of The Sun	PR
PR event	Attended the journalist reception in London. Met with Matt Carolle to discuss the possibility of video coverage linked to national features. Meeting to be set up with Peter Hannaford	PR
Trade PR	Met with Kuoni PR and still discussing high profile celebrity to place a feature.	PR
Sales Mission Lunch	<p>Following up on the journalist invitations to the Georgia Lunch:</p> <p><b>Trade/Specialist USA</b> Steve Hartridge - Selling Long Chloe Bergman - Travel Weekly Katherine Lawrey - Travel Trade Gazette</p> <p><b>Consumer Magazines</b> Mary Moore Mason- Essentially America Glen Mutel Editor, ABTA Magazine Dan Hayes, CNN Traveller, Kelly Allen – Express Newspapers (Celebrities) Wanderlust: Lyn Hughes</p> <p><b>Freelance writers</b> Ruth Supple - editor of a regional lifestyle magazines called Image Susan Jolly - (freelance for Press Association) Claire Durkin - (freelance for Waterfront Magazine) Howard Carr, (freelance for TTG and radio) Martin Symington - (writes for several nationals)</p>	PR

	<p>Anna Selby - (freelance for trade and consumer) Sarah Wheeler (recently travelled to Georgia)</p> <p><b>Online</b> Rupert Parker – freelance</p> <p>Submitted further relevant journalists to attend:</p> <p>Olivia Greenway – freelance writer for nationals, attended Pow Wow Meera Dattani - freelance journalist travel + lifestyle Chris Leadbeater – freelance consumer Peter Hughes – freelance consumer Nigel Thompson (Travel Editor of The Mirror) Lisa Minot (Travel Editor of The Sun), attended Pow Wow Matt Caroll – freelance consumer Anna Hyman – Editor of website: Tour-Smart Mark Henshall – Commissioning Editor, Frommers Rebecca Ford – freelance writer Gill Upton, editor of The Business Traveller Paul Wade, freelance Kathy Arnold, freelance Neil Murray, freelance writer, attended Pow Wow James Scott, Kent Messenger</p>	
Sales Mission planning	JP met with Karen Tippet who represents the Soho Sanctum Hotel. A tour of the property was conducted and introduction to the manager and events organiser, in order to establish suitability for the UK Sales Mission. A price was given which JP negotiated down, saving GDeCD a lot of money, and presented a great location for the evening event. Rates for the delegates from GA were also discussed and the hotel was subsequently booked for the mission	Trade event

Sales Mission Planning	JP worked on appointments and created schedule for the UK sales mission. Difficult this year to secure appointments as so close to Pow Wow and just before the Deep South Mission. May be wise to plan dates for 2012 prior to Pow Wow. Guest lists and E mail addresses submitted to PH for all of the evening invitations in order of importance. AY chased up replies prior to the event.	Administration
Trade	JP spent day of training for reservations call centre staff at BA headquarters in Newcastle in the north of England. Brochures and other materials distributed and follow up call done. The centre houses the BA office and BA Holidays and the day presented a great opportunity to share information face to face with these key staff	Tour Operator
Visit USA Board	JP attended Visit USA board meeting, followed by menu tasting sessions at the venue which will be used for the Visit USA Ball in July	Affinity Marketing
Trade	JP Attended Pink Floyd concert at the O2 as guest of Senior Management of Virgin Holidays. Great opportunity to network with other guests as the event was held in their VIP box. Only one other destination rep in attendance. Other guests included travel agents, hotels and airlines.	Tour Operator
Trade Show	JP met with Joseph at Powwow and shared all the POS materials for the True Blood Georgia promotion. Discussions held for future opportunities and marketing.	GDECD Meeting
Trade	JP met with Laura Woolley Product Executive Virgin Holidays to discuss the problems Laura has been experiencing with the 1842 Inn in Macon. This has subsequently been resolved and they have signed the new contract. Liaised with Jonathan to see what alternatives there would be in Macon if there are future problems with the 1842.	Tour Operator
Trade	JP contacted group operators: Saga, Travelsphere, Titan and Cosmos to arrange appointments. Will continue to target these operators as the business is trackable.	Tour Operator

Trade	JP contacted Liverpool football club to try and negotiate some pre-season football groups to GA and discuss sending more schools and college groups there. Will follow up with appointment if interested.	Affinity Marketing
TV opportunity	ACVB sent great opportunity to work with "This Morning" program for an 8 minute slot featuring chef Momma Cheri and based on Southern food and Georgia. AY took on project and approached Delta for free tickets and excess baggage which was approved. BB and TP negotiated free rooms at the Springfield Inn at Buckhead for the crew of 4 plus a cameraman from NC. Work continued throughout May on helping with information for their I visas, liaison with the Delta PR, Sales and Airport Managers, SP for help with the itinerary and ACVB for the hotel. The advertising value alone will be approximately \$550,000 and if it is repeated on their weekend shows a lot more as the show is the top daytime show, winning the National TV award recently, and the audience is even larger at weekends. There will also be opportunities to put information and thank you messages on their website following the show. The airing will be on June 20 <sup>th</sup> and copy of program will be sent to GDECD and partners.	PR
Trade/Press	Phone calls from consumers and tour operators following incorrect information given in the travel pages of the Saturday edition of the Daily Telegraph relating to toll roads in Georgia and other states. Shared with GDECD and waiting for retraction statement from SP to send to publication.	PR
Trade	AY continued to work with Virgin Holidays on upcoming golf day which they are co sponsoring. JB obtained 3 items from The Masters as a prize for our hole at the tournament. Final participants and teams now being worked on for the event on July 8 <sup>th</sup> .	Tour Operator
Competition	AY proof read and changed a few details for the Daily Mirror "Get Low" competition as timeline was imminent. Competition has since appeared in issue of the Daily Mirror and Sunday Mirror.	PR
Press	Quarter of a page in May Selling Longhaul featuring Stone Mountain "Mountainvision" show. Website for Stone Mountain Park given at end of editorial and photo.	PR

Press	Piece on "Coca Cola Keeping the fizz in Atlanta" appeared in Sunday Telegraph a major national broadsheet newspaper. Although the piece was about the history of Coca Cola it is a whole page and constantly refers to the HQ in Atlanta and history with the city.	PR
Press	Piece on "This week's dream, the idyllic islands of Old Georgia". Great piece on Savannah and the Golden Isles and gives information and prices for Jekyll Island Club, and Greyfield Inn. Readers 541, 502 ad value \$14,736	PR
Press	Feature headed "My kind of town Charleston" in the Sunday Telegraph gave details of packages into Savannah, Athens and Atlanta sold by Kuoni.	PR
Press	Feature in Womans Weekly as result of press trip conducted by John Carter. He covered the Antebellum trail and Savannah, and the piece included great photography. Readers 1,032,204 advertising value \$114,605. Copy to be sent to GDECD	PR
Administration	Preparation of monthly invoices and reports	Administration