



Georgia Department of Economic Development
 United Kingdom, Ireland & Scandinavia
 November 2009 Report
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ACTIVITIES

Type	Details	Field
Trade	PH met with Steve Hartridge (Editor of Selling Long Haul) at WTM. Discussed the development of a 'Georgia Golf Trail'. Steve was very supportive of the idea and is willing to help with advice on drawing this up.	PR
British Guild of Travel Writers Awards Dinner	Attended GBTW awards dinner during WTM. Met with several freelance writers including: Liz Gill (who already visited Georgia in 2009), freelancers Nick Haslam who has relatives that live in Atlanta (has contacts with Daily Express) and Linda Jackson	PR
Travel Writers	Met with Clive Nicholls and Norman Wright at WTM. These journalists have recently visited Georgia. Clive has agreed to provide copies of all his images to us for library purposes. Only stipulation is that these must not be used in rival publications.	PR
Press material	Assisted with compilation of media/press packs for distribution at WTM	PR
Trade	Met with Joanna Thomas and Claire Turner of Titan Hitours at WTM. Discussed the recent take-over of Titan by SAGA Holidays. Further discussions on brand advertising for the back of the Titan vans along with a possible joint promotion with Choice magazine in early 2010.	Tour Operator
Lateral Marketing	Met with Redskin Marketing regarding the development of several joint competition promotions and a UK Georgia micro site. Redskin has a contract with Warner Brothers for movie promotions and also with several key publications including Sainsbury's magazine, through which we may be able to market our destination. Redskin will put together a proposal for us for a series of promotional activities.	Lateral Marketing
Trade	Sunway Holidays Peter met with Tara Flanagan, the product manager at Sunway Holidays. Sunway are an aggressive mid-sized tour operator that have seized upon the opportunity left by the exit of Can America from the Irish market earlier this year. Historically a tailor made operator, Sunway do not have a printed brochure but are able to add product easily and are keen to work with us on possibly adding product for 2010. We have agreed to meet again shortly to decide exactly what activity we can undertake together for the new year.	Tour Operator

Trade	Met with Gold Medal in their HQ in Preston. Discussed how we might work on promotional activity with regards to independent travellers to Georgia. They have a consumer arm – netflights.com – that markets to an online database of 1.8 million. Now being owned by Thomas Cook, Gold Medal/Netflights are keen to build their brand image. We are working on several promotional ideas around brand partnering	Tour Operator/Online retailer
Partnership	Met with Deep South partners on the redesign of the Deep-South-USA.com website. The new site structure has been built and we have now added our specific areas of activity and are working up the new copy to be ready for a launch in early January 2010. Training on website usage and how to upload information will be undertaken in January 2010	Deep South
Partnership	Worked with Touch Down communications who are contracted to provide a series of three consumer brand partnership opportunities. Initial results from their brand affinity filter did not seem to match our needs. With a little adjustment to the demographics we now have a set of acceptable brands that Touchdown will approach to formulate joint marketing activity.	Deep South
Partnership	With the production of the new Deep South brochure complete we have undertaken a mail out of copies through BMI to 4,500 tour operators, independent travel agents and travel agency home workers. Costs for the mailing have been divided between the partners.	Deep South
Trade	Provided Advantage travel group with details of operators featuring Georgia product for a sales brief document in association with the advertisement placed in their recently published consumer magazine.	Travel Agency Consortium
Trade	Provided details and costs to Atlanta CVB for the UK conference and incentive trade show 'Confex' to be held in early 2010. Miami/Houston/New York and other US areas have confirmed for the upcoming show. ACVB will look at budgets to determine if their participation is viable,	MICE
Trade	Sourced, selected and burned DVD of images for Vacations Group a major independent tour operator for their upcoming brochure and for use on their website.	Tour Operator
Trade	Met with Bahamas Tourist Board (BTB) and Delta Air Lines following an introduction at WTM. British Airways only flies to Nassau twice a week so an alternative is via Atlanta on Delta Air Lines. Both Delta and the BTB are keen to promote stopover programs in Atlanta for their customers. Have agreed a promotion to focus on stop-overs with either City-Pass or Shopping themes. Will include a competition to win a trip to Atlanta and Nassau along with a sales offer for consumers, fulfilled by a tour operator partner.	Tourist Board/Partnership
Trade	Discussed and agreed to participate in a consumer evening with Bon Voyage, a major tour operator in the South of the UK. This event will take place in mid February and will be in conjunction with the Deep South Partners	Tour Operator/Deep South
Trade	Met with Pinnacle Travel at WTM to discuss a possible student group trip to Atlanta in either late 2010 or early 2011. We	Tour Operator

	would be looking for the GDECD and Delta along with a key business partner to provide speaker for the group that will focus on business and economic studies. We will also be looking to include add-on packages for the students to further explore Georgia should they wish to do so.	
Trade	Met with Old Country and Historic Tours at WTM. Discussed their upcoming tours to Georgia relating to key civil wars battles and sites. They are keen to also work with us as the 150 th civil war anniversary approaches. We agreed to continue discussions over the coming months.	Tour Operator
Journalist visit	Met with Steve Hartridge (Editor of Selling Long Haul) to discuss his recent trip to Georgia which he arranged personally to play golf. He is willing to assist us in creating a golf trail for Georgia to produce as a travel product in 2010.	PR
British Guild of Travel Writers Awards Dinner	Arranged a ticket for Peter Hannaford to attend on behalf of Georgia Tourism. This event is well attended by Guild Writers and the travel industry prior to WTM. Met with Donna Dailey (freelance writer) and suggested Georgia for her forthcoming features Freelance writer Nick Haslam would be interested in visiting the state. Meeting to be arranged to discuss ideas.	PR
Journalists	Followed up with Gillian Rhys regarding her interest in writing a feature on Georgia.	PR
World Travel Market Media Appointments	Created 15 Media Packs for the International Press Room Arranged the following appointments and met with:- Lindsay Sutton: Freelance writer who will be travelling to Atlanta in 2010 with a commission for Business Traveller Simon Horsford: Commissioning travel editor for the Sunday Telegraph. He will be travelling to the US to Savannah by rail and road. Details to be confirmed. Mary Moore Mason: Updated Mary on new developments. She is interested in learning more on homes owned by famous people in the State e.g. Elton John, Witney Houston in Atlanta. She would like a list of festivals and additional information on resorts for the next issue. Eoghan Corry: Editor of Travel Extra (Ireland) – provided general information. Clive Nichols and Norman Wright – Choice Magazine following their visit to Georgia. Peter requested images for UK usage.	PR
Press release distribution over the web in Ireland	Provided logo and registered to provide press releases on Georgia to the new distribution service to the media. Gone With the Wind release was featured.	PR
WTM	Attended and staffed the booth for PR at the show for Georgia	PR
WTM	Attended the Visit USA Briefing at WTM. The meeting is held as an update on US travel issues and briefs the press and US delegates attending WTM on trends and developments in the UK market for US Bound business. The meeting also included an update on the Travel Promotion Act	Lateral Marketing

Trade	<p>Virgin Holidays</p> <p>Jo met with Gary Orr and Michala Burton. Georgia is holding its own and is not suffering in the current recession as much as other areas. They are going to be doing a big media campaign which kicks off Dec 26 – 31 Jan & will be TV, print, radio and online, targeted for travel in Jan-May and will be offer led. Price has been the key motivating factor in 2009. Customers looking for early booking offers, but concern over level of cancellation last year. Focusing on identifying areas that need pushing – and additional funding!</p>	Tour Operator
Trade	<p>Premier Holidays</p> <p>Jo met with Heidi Blades at WTM. Business picking up but slow for deep south regions with the exception of Memphis and New Orleans. Predominantly tailor made bookings.. 20% of Premier's bookings are made online; brochure is racked with 5000 agencies. Heidi will look at featuring more product for GA in the next brochure as they do not feature any GA product currently in print only on their website.. Heidi to send through a proposal for consumer & trade events and dates for training.</p>	Tour Operator
Lateral Marketing	<p>Travel Uni</p> <p>Jo met with Sally Oakey. Sally gave a presentation of the Travel Uni travel agents destination training programme which they use to train 27,500 travel agents in the UK. The cost is £4k for the smallest module. Requested that Sally makes a proposal to Deep South for consideration as this would bring the cost down considerably. Sally will send a proposal.</p>	Lateral Marketing
Trade	<p>TUI (Charter)</p> <p>Jo and Peter met with Bobby at WTM. New brochure - sales off to a slow start. Bobby expressed the need for early offers to compete with other destinations. Expressed an interest in sponsoring windows in their shops nationwide. Bobby has asked her colleague, Antonia Bucca to send a proposal. Web bookings account for 40%, brochure is still the best tool. Have requested training, booking incentives and joint promotions in order to boost bookings</p>	Tour Operator
Trade	<p>TUI (Scheduled)</p> <p>Jo met Suzanne at WTM. Suzanne is new to her role and is responsible for all US product for the brands - Jetsave, Hayes and Jarvis and Travel Mood. She expressed the needs more financial support to promote bookings to the area. She mentioned support for a tactical brochure. Have asked Suzanne to send a proposal and will see if we can find</p>	Tour Operator

	<p>the money to contribute. Requested sponsorship of 900 shops - Suzanne will send a proposal for this. Requested training - awaiting date. Provided video to send to their call centre in India to familiarise agents with the destination.</p>	
Trade	<p>Bon Voyage</p> <p>Met with Karen at WTM.</p> <p>Low point in business was November 2008 with Nov08-Apr09 being 30% down versus the same period the previous year.</p> <p>May-Sep09 numbers are showing an increase YOY.</p> <p>Agreed to participate in their annual Consumer event in February which usually attracts approximately 350 of their top clients and is advertised in the local press.</p> <p>The new shopping brochure which will include Atlanta will be published shortly.</p>	Tour Operator
Trade	<p>Jetlife</p> <p>Jo met with Nikki Beszant at WTM. Jetlife are not publishing a brochure this year and all bookings will be made through the call centre. They are anticipating that their website will go live in January. Nikki has said she may be able to do an e mail blast to their database with an offer at any properties that they feature.</p>	Tour operator
Trade	<p>America as You Like It</p> <p>Jo met with Cathy Pusey and Maggi Smit. Discussed the forthcoming join promotions we are doing and followed up with images and copy. Maggi has offered free car hire for the Lady competition and will add the Ellis Hotel to her Atlanta hotels for tailor made product.</p>	Tour operator
Trade	<p>American Holidays</p> <p>Peter met with Ciara Corcoran the marketing manager at American Holidays. American holidays are part of the TUI group. Ciara presented a menu of possible promotional activity that can be undertaken to promote sales to GA.</p> <p>We have budgeted funds to work with them and are following up to confirm exact what activity will happen.</p>	Tour operator
Trade	<p>Last Minute.Com</p> <p>Jo met with Scott Humble. Booking numbers are up although still low. This year is the first year that the Last Minute Group has made a profit. They are introducing a hotel acceleration plan which should boost bookings. Travelocity are still contracting however they are</p>	Tour Operator

	<p>looking at increasing third party bookings. They already sell Virgin Holidays. With a database of 2 million (500,000 dormant) they can offer targeted marketing opportunities. Scott said they are also willing to offer barter opportunities for free accommodation in return for Last Minute advertising. They have 50 call centre staff. Requested training, awaiting date from Emma Mitchell.</p>	
Airline	<p>Delta Air Lines</p> <p>Jo met with Nadia Clinton & Jimmy Jillebo. Offered Jimmy the opportunity to participate in forthcoming training at Virgin Holidays in Dec. Agreed to do joint marketing with Gold Medal. Follow up meeting arranged to discuss.</p>	Airline
Trade	<p>Trailfinders</p> <p>Jo met with Michael Thorpe and Jane Poyser.</p> <p>Slow start to 2009, June- August 09 very strong YOY – very late booking window</p> <p>Due to the pick-up now re-hiring staff</p> <p>No demand for early booking offers</p> <p>Have seen strong airline offers during sale periods – indicating weak seat demand</p> <p>Cautiously optimistic for 2010</p>	Tour Operator
Trade	<p>Travel 2</p> <p>Jo met with Paul Celaschi. Paul is just finishing off the brochure. Paul said they have had to slim down the brochure and just feature high profile destinations that sell easily. He will have a look at properties in GA with a view to increase product for all the brands that he is responsible for.</p>	Tour Operator
Trade	<p>Tour America</p> <p>Peter met with Mary Mckenna MD of Tour America a large and very active US centric tour operator. Tour America no longer prints a brochure, product is now online only, and they no longer distribute through the trade. Discussions were held regarding ways in which to feature GA. Mary believes an online promotion to her database would be the most effective format to raise awareness which she will undertake for around USD 6.000. Our concern is that this will do nothing long term or strategically for us with this operator and we would want year round placement on the website as part of any ongoing relationship. Mary agreed to provide costs for this and we will maintain contact as we move forward to the 2010/11 planning season.</p>	Tour Operator

Airline	<p>British Airways</p> <p>Peter met with Anthony Potts and Keith Chuter to discuss possible marketing activity. It became evident that BA's marketing focus is in fact around their main gateways, so the modules on offer were not ideally suited to strategic branding and they are planning to see if there is an opportunity at this level for Atlanta. They then discussed more tactical opportunities available on BA.com which will require the input from the BA Holidays group and follow up is planned with them.</p>	Airline
PR	<p>Gerry Benson</p> <p>Peter met with Gerry Benson the MD of Travelbiz who are publishers of the annual TravelBiz Directory Diary, as well as the weekly Travelbiz e-zine.</p> <p>The Directory Diary is now going in its 9th year of publication. It is widely considered as the Bible of the trade. Some of the key aspects of the publication are:</p> <p>Free distribution to the entire Irish travel trade (6,000 copies)</p> <ul style="list-style-type: none"> - Collection of individual (not company) e-mail details - The diary also lists every travel company, broken down by category, location and contact details plus an atlas of the world plus interesting facts to help agents. - <p>TravelBiz (www.travelbiz.ie) which is a twice monthly e-zine that is sent directly to 6,000 Irish travel staff. It is read by over 53% of the 6,000 as it is full of pictures, details of trade functions, news items as well as launches of new products/destinations. In January 2010 the newly designed TravelBiz will be going out weekly</p> <p>Most US tourist boards are represented in the publication and Gerry is keen to have Georgia participate in 2011 edition. This will be considered for in the 2010/11 budget cycle.</p>	PR
Trade/Lateral Marketing	<p>Online Travel Training</p> <p>Peter met with Nigel McShine Jones to follow up on the launch of their training module in conjunction with the Advantage travel group. This program will launch in December and is targeted at the consultant level of Advantage's 480 high street retail travel agents. The program is nearly complete and will both train and test the agents on their destination knowledge. We also have the ability to update information ourselves, place competitions, prizes and newsletters on our programs site.</p>	Trade/Lateral Marketing
Airline	<p>Scandinavia</p> <p>We are still awaiting feedback from Robin Schoug at Continental on availability of seats for a Scandinavian familiarisation trip.</p>	Airline/Trade

Trade/PR	<p>British Airways Holidays PR</p> <p>Jo met Tracy Long at WTM - she introduced Jo to several high quality editors and journalists who could have an interest in Georgia.</p>	Trade/PR
Trade Event	<p>Virgin Holidays Awards</p> <p>Jo and Peter attended the annual Awards evening. Excellent event as always, with excellent networking opportunities to meet with directors and managers from our best producing operator. Meridian Marketing received 3 invitations and was the only representation company to have all staff on the invitation list. SC and NC were only allowed one.</p>	Tour Operator
Trade Event	<p>Jetset Luncheon – Manchester</p> <p>Sponsored and attended a Jetset thanksgiving luncheon in Manchester held to recognise their retail travel agency customers. We were given the opportunity to have promotional material in a private function room in addition to great networking opportunities with the guests. We will follow up with a communication to all participants together with additional promotional material.</p>	Tour Operator/Travel Agents
Trade Event	<p>Visit USA Road shows</p> <p>Jo is working on arrangements for the forthcoming Visit USA road show events for travel agent training. They will be held in December in Ashford, Liverpool and Belfast.</p> <p>Logos & questions have been submitted for the competitions. Invitations have been sent out. Previous road shows have been a great success with good numbers of attendance of high quality agents. Sharing the stand with Amtrak in order to keep costs down.</p>	Lateral Marketing/Trade
Trade event	<p>Visit USA Road shows</p> <p>Organised shipping of brochures and branded give-aways to each destination: Ashford, Kent, Liverpool and Belfast.</p>	Lateral Marketing/Trade
Trade event	<p>BH&P</p> <p>Delivered boxes of Georgia brochures to BH&P for shipping to the shows</p>	Lateral Marketing/Trade
Training contract	<p>The tour operator.com</p> <p>Meridian was approached to resume the contract for the touroperator.com website. Jo has agreed to be the main contact person and will use the GA module for all training purposes.</p>	Trade
Press release	<p>Press release distributed on “Georgia Sea Turtle Centre” to database. Immediate responses received from several freelance journalists.</p>	PR

Visit USA Travel Planner	New planner distributed at WTM and sent to travel agents and tour operators. Georgia has half a page of tourism information and is the main source of information requests from consumers.	PR/Trade/Consumer
Press	Copies of the Guardian newspaper sent to Ryan Thomas of the Savannah Music Festival. Issue included great feature on the festival with photography.	PR
Trade event	AY invited to participate in Virgin Holidays evening for staff and consumers for a nominal charge. The evening will be themed as a Blind Date event and a well known UK celebrity will attend to host the evening. Agreed that GA will participate as great exposure for GA	Tour operator/Consumer
Press	Many emails and calls to obtain prize for promotional page in Lady Magazine. Sponsorship obtained from The Ellis hotel Atlanta, car hire from America as you like it, and the 1842 Inn in Macon	PR/Consumer
WTM	Preparation of materials for WTM and appointments finalised	Trade
Administration	Preparation of monthly reports and accounts	Administration

MEDIA RESULTS

News Service Broadcasts

Date	Service	Category	Themes	Source	Coverage/Notes

Print Appearances

Date	Title	Category	Themes	Source	Circulation	AD Value \$
Nov Issue	Selling Longhaul	Trade mag	Indigo hotel opens in Atlanta – 2 different features	Meeting with AY	16,500	9375
21 Nov	The Guardian	National press	Savannah music festival	Meetings with Ryan Thomas	402,577	51,811

Radio Broadcasts

Date	Network	Category	Themes	Source	Number of Listeners
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TV Broadcasts

Date	Network	Themes	Source	Length	Reach	AD Value \$

Electronic Newsletters by E-mail

Date	Title	Category	Themes	Source	No of Recipients	Ad Value

Online Appearances

Date	Title	Category	Themes	Source	Recipients	Ad Value

Paid Advertisements

Date	Title	Category	Themes	Source of \$\$\$	Circulation