



## ACTIVITIES

Type	Details	Field
Press Releases	Production of: <b>Georgia's Warm Springs</b> Sent out over the web and to relevant trade and consumer journalists	PR
Copy	Produced copy on Georgia's Antebellum Trail Anniversary, with images, for the Visit USA Ireland September e-newsletter	PR
Visit USA Assoc. Website	Uploaded press releases onto the Visit USA press site: Swing into Georgia (Golf) Gone with the Wind Anniversary	PR
Consumer promotional evening	Presented Georgia Tourism with the opportunity to attend an evening in the West End of London to be held at a tour operator's venue, themed around Amtrak's routes. The evening will be heavily promoted to an established database and bookings can be made during the evening. Georgia will staff a booth to display the destination and meet with high end consumers.	Trade/Consumer
Journalists Press trips	<b>Clive Nicholls</b> – publisher and editor of Choice Magazine. Working on itinerary for October visit and liaising with other partners for transportation. Maggi Smit MD of America as you like it has offered to create a special offer to GA for the readers, which will include a call to action number and the UK GA office number for follow up enquiries.  <b>Steve Hartridge</b> – Selling Long Haul Assisting with his golf itinerary in October.	PR/Trade
Journalist requests	Katie Bowman (Sunday Times Travel Magazine) – following a discussion at the Media Marketplace and the press release, Katie will be travelling to write on a "Southern Road Trip" to appear next year. She plans to be in Savannah on Sept 17 <sup>th</sup> .  Donnie Buckland contacted Stephanie Paupeck expressing interest in visiting the state – JW followed up in the UK (awaiting response).  Contacted by freelance journalist Lyndsay Sutton who requested further details on Savannah and hopes to visit in 2010.	PR

Visit USA	Approval given by AY to the board of Visit USA for website upgrade. Queries on the site answered and site should be upgraded in the near future.	Lateral Marketing
Promotion	Follow up on cricket invitees and travel arrangements advised to the participants. Event will be even more prestigious due to England winning the Ashes! The day will include lunch with Sir Ian Botham and other top cricket personalities, charity auction, the match and afternoon tea, and GA have VIP guests attending	Trade
Trade request	Numerous e mails and conversations with Alan Benson, Irish tour operator regarding information on hotels, local towns and facilities in Augusta. Emails sent to Barry White for additional information and fed back to Alan.	Trade
Advertising request	Opportunity offered by Selling Longhaul for half page ad as Deep South in Visit USA online news. Declined as GA have editorial already and other Deep South states declined	Trade/Consumer
Advertising	The Advantage Travel group gave GA the opportunity to advertise in their "Escape" magazine at minimal cost. They produced a very good advert for GA, and after several changes, approval was given and the magazine will be distributed to their huge network of independent Travel Agents and their consumer clients.	Trade/Consumer
Advertising	Requested and received EPS & JPG format logos from GDECD media department for Advantage magazine advertisement	Trade/Consumer
Press	All interesting pieces sent by GDECD in the daily news bulletins, extracted and sent to JW for future press releases.	PR
Press	Press release from Brandon Barnes ACVB on Car show sent to JW for future release. This one will also be used on sales calls to relevant tour operators who may be able to include the event in a tour.	PR/Trade
Tour Operator	Following meeting with Newmarket Travel and discussions on GWTW, the Product Director will start a new tour in the next brochure to be launched in the next month. Negotiations proceeding through ACVB and Savannah CVB for rooms. Images sent for brochure.	Trade
Airline/Lateral Marketing	Ongoing meetings, conference calls, and follow up on Delta European Leisure Sales Forum. Guests have been verbally invited, hotels, theatre tickets, discount vouchers and other parts of the trip arranged and ongoing with ACVB, GDECD and Savannah CVB	Airline/Trade/Lateral Marketing

Press	Final arrangements now being made for Steve Hartridge Senior Editor Selling Longhaul press trip in October. Hotel in Atlanta changed to Harbour Creek with golf in the National Park.	PR
Banner advertising	Proofs sent to Deep South partners by Thomas Cook for approval. Unhappy with the photography and wording for GA, so alternatives for both sent and copy adapted before proofs approved. All other states had some issues and had their photography changed. The banner advertising is in conjunction with the new Thomas Cook Signature brochure.	Trade
Delta Forum	E mails with Joe Marinelli regarding profiles of guests attending the Delta Leisure Sales Forum in October. AY to send full profiles and details prior to end of September.	Trade
Press	Request received from Ruth Brindle travel writer with The Star and regional press, for fam trip to GA and SC. Request rejected as Ruth has recently conducted a GA fam trip and we have to spread the funding for air tickets and other expenses to a wider choice of writers.	PR
Consumer/Admin	Wording done for new Deep South brochure, photography supplied and facts given on new attractions. Proof reading of GA product in various sections of new brochure and changes made to wording and photography prior to approval by GDECD US.	Consumer
Visit USA	Minutes read and approved from last Visit USA board meeting. Next board meeting and general meeting will be attended on October 1 <sup>st</sup>	Lateral Marketing
Trade	Marketing opportunities for banner advertising and promotional opportunities for new Virgin Holidays program offered to Deep South partners. AL and LA declined and VH still waiting for response for TN and MS. GA will not participate in this opportunity unless all 5 states co fund. GA have more product in the new program than any other Deep South state so we will conduct separate marketing efforts with them.	Trade
Press	Invitation received to the British Guild of Travel Writers awards during WTM. Consideration being given to sponsoring an award for GA which will give us free display of GA logo on all printed material plus opportunity to present GA sponsored award on the night. The event also gives great networking opportunity with top writers in the UK industry.	PR
Trade	Ongoing preparation work being done for Visit USA road shows in December throughout the UK. Logos sent for invitations and banners	Trade
Trade/PR	Opportunity to advertise in the Scottish Travel Agents News declined due to costs.	PR
Trade	New images requested for Savannah by Virgin Holidays as current ones do not depict the beauty of the city. Request sent to Mindy at the CVB who will send alternative images	Trade

Trade	Meeting and e mails with Newmarket Travel to plan a new GWTW tour in their 2010 brochure. Product Director now in touch with Mindy to get best hotel for his type of coach tour. He already has rooms booked in Atlanta. E mails and calls made to Beth at GWTW to book the tours.	Trade
Trade	Requests for images of GWTW sent to Beth Bailey for Newmarket Tours. They have been sent and will be included in the new brochure	Trade
Trade/Airline Nordic fam trip	Delta UK offered GA UK office seats for top travel agents fam trip from the Nordic region. Opportunity accepted and negotiations now taking place with DL GSA and DL UK office to establish best guest list prior to sorting out hotels and ground arrangements.	Trade
Trade /Consumer	Proposal sent to GDEcD US/ACVB/Savannah CVB outlining strategy for WAYN promotion, ACVB keen to proceed subject to approval from IT/Media departments. Awaiting feedback from GDEcD and Savannah CVB	Consumer
Trade/Consumer	Meeting held with Deep South Partners. Agreed to layout and format changes. Agreed not to attend consumer shows apart from Dublin. Money to be diverted to direct consumer promotions. Discussions on Deep South website update. Further data analysis required before we can agree a way forward.	Trade
Trade	Request for staff training on Deep South product received from Thomas Cook HO. This training will be conducted on 26 <sup>th</sup> November.	Trade
Trade	Plans for September consumer evenings at the Virgin Atlantic HQ in conjunction with Titan Travel have been cancelled. This was due to BA wanting the main share of the flight bookings and to have continued with the promotional evenings would have impacted on the Titan worldwide agreement with BA.	Trade
Trade/ Delta Forum	Conference call with Heather Woemmel Intercontinental Hotels, ACVB and KL to discuss rooms for the forum in October. Figures for passengers from the UK into Atlanta shared with Heather following the call.	Trade
Trade	Details of new VH brochure sent to ACVB and Savannah CVB. GA have 5 main pages plus 2 separate tours in the 2010 brochure which is more than all 4 other Deep South states. This is the first time we have exceeded brochure space for LA and TN.	Trade
Consumer	Brochures received from CNN, and the Georgia Aquarium for inclusion in consumer fulfilment packs	Consumer
Airline	Meeting and lunch with HO Leisure Sales CO and Leisure Sales Manager CO to discuss seats for future fam trips to GA. They will give seats for twin city destinations.	Airline
Press	Wording for new Visit USA Travel Planner done and approved for GA entry. Initial print run over 10,000 and the planner is the largest source of consumer enquiries.	PR
Administration	Monthly sales meeting to discuss and format annual marketing budget, in line with budget cuts by GDECD	Administration

Administration	Prepared monthly report, expense statement, wire forms and invoices	Administration
Online Media	As a result of JW press release on Warm Springs, the release was included in the August edition of Visit USA online newsletter. Web links to the attractions included	PR
Press/Trade	Half page in Travelsphere Consumer magazine on "Southern Comfort" coach tour, which includes Atlanta. The magazine is sent out to the whole consumer database of regular clients as they are a direct sell operator.	PR/Trade
Press/Trade	Advert highlighting Georgia placed in August 1 <sup>st</sup> edition of Daily Mail travel pages by America as you like it. MD paid for half the costs and produced a flyer to send to interested clients	PR/Trade
Press	Georgia had mention in a Guardian feature highlighting property investments in the USA. The paper is one of the leading financial publications in the UK	PR
Press	Georgia highlighted in travel pages of The Sunday Times titled "My Holidays"	PR
Press	Same feature appeared in The Irish edition of the Sunday Times	PR
Press	Feature in July edition of the International Travel Writers Alliance Bulletin highlighting "Savannah Dream Vacations"	PR
Press	Feature in August edition of the International Travel Writers Alliance Bulletin highlighting Aska Lodge In Georgia Mountain area	PR
Press	Feature in Delicious Magazine features Jamie Oliver's new book "Jamies's America" and highlights Georgia.	PR
Press	Feature in The Sunday Times travel pages travel clinic section. The feature highlighted the Deep South states and GA had most of the wording. North America Travel Service and North American Highways were listed as the call to action for bookings.	PR

## A) MEDIA RESULTS

### Newsire Service Broadcasts

Date	Service	Category	Themes	Source	Coverage/Notes

## Print Appearances

Date	Title	Category	Themes	Source	Circulation	AD Value \$
1 <sup>st</sup> Aug	The Guardian	National daily paper	Bagging a bargain in the Sunshine state	Writer	343,064	5,998
2 <sup>nd</sup> Aug	The Sunday Times	National Sunday paper	My Hols	Writer	1,205,263	30,462
2 <sup>nd</sup> Aug	The Sunday Times Ireland	Ireland National Sunday Paper	My Hols	Writer	111,265	30,512
9 <sup>th</sup> Aug	The Sunday Times	Sunday paper	Travel   North America	Writer	1,205,263	30,462
August	Delicious Magazine	Monthly magazine	Book of the month	Writer	105,560	15,447
30 <sup>th</sup> Aug	The Sunday Times	National Sunday Newspaper	Travel Clinic	Tour Operator	1,205,263	30,462
30 <sup>th</sup> Aug	The Sunday Times Ireland	Ireland National Sunday Paper	Travel Clinic	Tour Operator	111,265	23,960
August	Escape	5 pages NI Premier Travel Magazine	Antebellum Trail	Writer fam trip	25,000	37,500

## Radio Broadcasts

Date	Network	Category	Themes	Source	Number of Listeners

## 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
31 Aug	Visit USA Online News	Trade Consumer	Warm Springs	Press Release JW	10,000 consumers plus trade members	!2,000

## Paid Advertisements

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

## B) CATALOGUE RESULTS