



## ACTIVITIES

Type	Details	Field
Trade	Tabloid size 4 page mail shot sent to all regular client base of Travelsphere advertising last minute places on their escorted tours. The “East Coastliner” tour was highlighted which takes in Atlanta and Savannah.	Trade
Press	Trav Media published 2 page press release from JW titled “Georgia’s Antebellum trail celebrates 25 <sup>th</sup> anniversary”. The website is accessed by over 5000 travel writers and used for story ideas. Following the last release that featured GA – on GWTW, numerous phone calls were received for more information and photography and the end result was 2 pieces published in national newspapers	PR
Press	Press release done and sent by JW to UK database on “Georgia’s Antebellum Trail” as above	PR
Press	Sourced photo images of Antebellum Homes for ‘GA Antebellum Trail’ press release	PR
Press	Feature on Savannah Dream Vacations included in the July bulletin of The International Travel Writers Alliance”.	PR
Press	Feature in July ABTA magazine on GWTW 70 <sup>th</sup> anniversary. This was one of the pieces printed as a result of the press release from JW	PR
Press	Photo of the Redneck games featured in The Guardian, one of the UK leading national papers . Headed Bellyflop at Redneck Games.	PR
Press	Full page feature titled “Where they DO give a damn – Gone With The Wind tours go down a storm ”, in Scottish Sunday News of the World. Article was another result from JW press release and was written by Kay Cox, with photos supplied by UK office. The paper is one of the leading Sunday papers in Scotland. The whole feature was also headlines on the travel section on the internet version	PR
Press	Small feature on the Georgia Aquarium in the July edition of Attractions Management magazine. The piece highlighted the opening of the Dolphin Conservation Field Station and went on to talk about the Aquarium	PR

Press	Small piece of editorial highlighting an exchange of students from Brightlingsea Essex and Valdosta Georgia. The piece was featured in the Harwich and Manningtree Standard newspaper	PR
Press	Georgia was mentioned in an interview with Ruth Wilson the actress, entitled "My life in Travel. It came under the heading of Best Holiday , and highlighted as one of her favourite places	PR
Press	Small feature in Selling Longhaul on Kessler collection of hotels. Highlighted fact that more are set to open in Savannah and Atlanta.	PR
Press	Along with Jane Wilson, met with Rob Gibson from Savannah Music Festival. Discussed background to event and how we might work to increase awareness and exposure for the show.	Partner
Press	Met with Jane Wilson to discuss 2010 media strategies and priorities. Set key themes and story lines and laid out plans for media trips.	PR
Media Marketplace	Manned booth at annual Visit USA Media Marketplace which was attended by record number of over 70 travel writers. Good leads for future features on GA, for press and TV	PR
Visit USA Media Awards	Attended Visit USA annual Media Awards evening. Record number of writers attended and evening was well organised on behalf of Visit USA Board	PR
Visit USA Ball	GA hosted table at annual Visit USA Ball in London. This event is the event of the year and attended by high profile travel industry personnel from all over the UK and Ireland. The attendance figure this year was over 230.	Trade
Trade	Attended meeting at Delta HQ to discuss Leisure Sales Forum. Obtained figures for passengers travelling to Atlanta as final destination for all UK gateways, and also for Savannah. Breakdown of the most important operators also obtained. Figures sent to KL to give some idea of the importance of the guests to be invited on the Forum.	Airline
Trade	Meeting with UK Representative for Chelsea Premium Outlets to discuss opportunities for the North Georgia Premium Outlets. Now that the bus has been reinstated we should be able to promote this shopping area more.	Trade
Trade	Met with Travel 2 as part of Deep South contingent. Discussed their reorganisation and various DS product elements. They are looking to consolidate product and are concerned about GA/SC tour.	Trade
Trade	Deep South Meeting. Met with two of the Deep South partners (others on vacation and sick). Discussed upcoming DS Brochure, 2010 consumer shows and overall strategy. Full meeting scheduled for late August to finalise.	Partner

Trade	Supplied promotional items and brochures for the Titan Tours Independence Day celebrations. Competitions were run throughout the day for staff for small items and photographs will be published in their newsletter to clients. Attended prize giving at end of the day and networked with staff.	Tour Operator
Trade	New brochure launched highlighting the new relationship between Titan Tours and tour America in Ireland. Tours featuring GA can be viewed on the website <a href="http://www.touramerica.ie">www.touramerica.ie</a> . The 2 tours included are the "Florida fun in the Sun" and "Sights and Sounds"	Tour Operator
Trade	Invitation to join the Kuoni road show brochure launches in London and Manchester accepted. Kuoni invite all of the top travel agents in both key areas to attend and learn about the destinations featured. Dinner is included and the vents have been a huge success over the last few years.	Tour Operator
Trade	Meeting with MD of Pinnacle Travel Nigel Parker to discuss the proposed conference in Atlanta in 2010. Full details sent on to ACVB and KL as hotels are needed prior to any further discussions taking place. Delta have agreed flight prices and this conference will provide an excellent opportunity to highlight the city .	Tour Operator
Consumer	Details of 2010 consumer shows and breakdown of costs involved received. Discussions now taking place on the benefits of whether we do all of the shows or drop some of them as there is no way of monitoring their value and the attendance figures this year were very poor. The shows are very expensive to exhibit and hotels and air fares make the costs unrealistic in the current economic climate. Further discussions taking place with DS partners.	Consumer
Trade	Meeting with Product Manager Kuoni. Bookings to Atlanta and Savannah are up this year, which is good news as bookings to Memphis and Nashville are down by 139% and 34% respectively! They reported that bookings are coming in late – only 4-16 weeks before departure, which is the first time this has happened. They would like key sales staff to do a fam trip as no one has been to the southern states. BA will give seats and they also now work with DL.	Tour Operator
Trade	Worked with America as you like it on consumer enquiry for Civil Rights Tours in Georgia. Maggi Smit from AAYLI was able to put together a tailor made tour for the customer.	Consumer
Trade	Meeting with Director of Product for Newmarket Travel. He would like to introduce a new tour to cover GWTW and the Antebellum trail. Details of possible places to include were given and contacts for hotels, as Richard likes to contract direct.	Tour Operator

Trade	Invitations sent out to 5 guests for the One Day International Cricket match including hospitality on September 9 <sup>th</sup> . Guests invited from Virgin Holidays, Eagle Golf, Bon Voyage Travel, and British Airways. Advertising on GA round the ground at each match throughout the series has been seen on SKY TV.	Trade
Trade	Sourced Georgia Images for TITAN travel/Virgin Atlantic promotion for bespoke brochure that will be used during the week long event	Trade
Trade	Meeting with Product team of Classic Traveller. Do not currently feature GA as only just starting US product but will look to introduce some new tours next year. They exhibit at the Retirement show rather than Destinations in London as the target audience is more suited to their product. This is something we may look at in 2010 for GA	Tour Operator
Trade	Mail shot received from Great Rail Journeys with variety of booklets on each tour. The "Tracks of the Deep South" tour included 4 days in Atlanta, staying at the Wyndham Garden hotel, and features Cyclorama, Margaret Mitchell House, and sightseeing tour of Atlanta. Most of the seats have sold for 2009 and they hope to expand the tours to take in Savannah.	Tour Operator
Trade	Magazine "The Journey" received from Great Rail Journeys which has been sent out to all clients and potential clients. The Deep South Tour is highlighted in the magazine.	Tour Operator/Consumer/PR
Trade	Contacted ACVB, Savannah CVB and Jekyll Island CVB to arrange contact with Product Manager Virgin Holidays for her contracting trip 29 <sup>th</sup> – 31 <sup>st</sup> July. Meetings set up with Brandon, Mindy, Carey and Eric Garvey	Tour Operator
Trade	Meeting with MD Redskin Marketing to discuss ideas for the re release of the GWTW DVD. Exposure planned to consumers, stores, travel agents, press and radio. Redskin have been appointed by Warner Brothers and now waiting for the budget before moving forward with the ideas discussed	Lateral Marketing
Trade	Opportunity to participate with Bon Voyage in special shopping brochure which only features different cities in the USA, and not the New York and other usual destinations. Negotiated participation in the brochure with ACVB to share the costs for Atlanta.	Tour Operator
Press	Met with Neil Murray travel writer. He will incorporate 2 days in Savannah on a press trip in September. His air fare has been paid so just 2 nights accommodation required plus ground arrangements.	PR
Trade	Received marketing proposal from Premier Travel requesting funding. To be considered but unlikely that we will participate as no exposure in their brochure and they need to increase GA product before any further discussions on funding take place	Tour Operator
Trade	Images requested from Kuoni for their new 2010 brochure. Suitable photography sent to Product Mgr	Tour Operator

Consumer	Stickers for Deep South brochures obtained and stuck onto 1000 copies ready for the Titan, Virgin Atlantic client evenings	Tour Operator/Consumer
Trade	Opportunity to advertise in the new 2010 Visit USA travel planner at reduced rate. Offer declined due to budget restrictions.	Trade/Consumer
Trade	Ongoing help given to Alan Benson for transport and accommodation for the 2010 Masters in Augusta. Liaison with Barry White and Jeannie Buttram for information	Tour Operator
Administration	Prepared monthly report, expense statement, wire forms and invoices	Administration

## A) MEDIA RESULTS

### Newsire Service Broadcasts

Date	Service	Category	Themes	Source	Coverage/Notes

### Print Appearances

Date	Title	Category	Themes	Source	Circulation	AD Value \$
1 July	ABTA magazine	Trade magazine for all tour operators/ Travel agents	Anniversary of Gone With the Wind	Press Release JW	12,780	9,204
13 July	The Guardian	National daily paper	Redneck Games	JW	343,064	11,959
19 July	News of The World Scottish edition	National Sunday paper	Gone with the wind anniversary	JW press release	2,987,418	195,686
1 July	Attraction Managmt	Monthly magazine	Georgia Aquarium	Clipping service	5,000	2,150
1 July	The Journey	Consumer magazine	Rail journey through the USA	Client magazine	8,000	10,600

### 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

### Paid Advertisements

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

## B) CATALOGUE RESULTS