



A) ACTIVITIES

Type	Details	Field
Media	Delivered and set up stand for press lunch at Christopher's in London along with Georgia loop DVD on laptop through the function.	PR
Trade/Media	Accompanied GA sales mission to Dublin for press lunch and trade dinner – 2 June 2009	PR/Tour Operator
Media	Set up room at one Pico, Dublin from press lunch (Stand/DVD). Introduced guests during the lunch.	PR
Trade	Set Up room at Trophy Room, Shelbourne Hotel, Dublin for Tour Op dinner. Guests included Delta Air Lines and Thriftway Holidays in Northern Ireland.	PR
Trade	Accompanied Sales Mission to sales calls in Bromley. Met with Gosia Toogood at Cosmos and Lee Burns at Funway. Discussions around the state of the market and promotional opportunities for the remainder of 2009 and into 2010. Positive feedback around GA from both operators. 4 June 2009	Tour Operator
Trade	Accompanied Sales Mission on sales calls in Central London. Met with Annette Sherrard at Advantage travel, an agency consortium. Discussed how Advantage works and what promotional opportunities may be available. Also met with Steve Wakeling at WAYN a dedicated travel social media website. Steve explained how the site worked and how it can link to other SM sites and opportunities.	Travel Agent consortium / Social Media
Trade	General logistical support given to sales mission participants through the week.	General
Trade	Attended Deep South Ivy lunch in London as part of Deep South Mission	Tour Operator
Trade	Accompanied Kim Priez from New Orleans CVB to Leeds to sales call with North American Travel Service. Met with Karen Farrar, Head of Product and Marketing. Discussed market conditions and existing product. Agreed to provide details on Cuscowilla and any new images we have. Marketing has changed due to shortened booking windows with much more tactical activity.	Tour Operator
Trade	Accompanied Deep South mission on sales calls in Central London. Met with Alex Law at Miki Travel. Miki are a largely Asian receptive but moving strongly to US market. Have global reach and are looking for two	Tour Operator

	properties from each DS city to get product offering underway. Also met with Jane Poyser at Trailfinders. Atlanta room nights up 278% but Savannah down 16%. Mean overall for the US is down 20%. Discussed marketing opportunities.	
Press Releases	Production of: Gone With The Wind Release "Georgia's Relationship with Scarlett and Rhett" Sent out over the web (The release attracted numerous calls from publications as well as advertising opportunities)	PR
Press packs	Produced press packs for each of the media luncheons: Releases included: Gone With The Wind, Lights, Camera, Action, Swing into Georgia (Golf), Feature Ideas	PR
Copy	Provided 200 words for The Visit USA Association Media Marketplace press information in preparation for the event on July 7 th .	PR
Media Mission London Media Luncheon:	<i>Attended pre Mission meeting to give brief on journalist profiles:</i> Clive Nichols, Publisher of Choice Magazine has offered to write a feature of up to 12 pages on Georgia but would require two flights for solo trip and assistance with itinerary and accommodation along the way centered around the Savannah Music Festival Maggi Smit (Tour Operator) has contacted Clive Nichols to offer the facility of a reader offer to support his feature. Anna Selby requested further details to be forwarded to her following the lunch.	PR
Media Mission Dublin Media Luncheon	Arranged for trade photograph with GforGo online e-newsletter. Confirmed attendance of No Frontiers (Travel TV production company in Ireland) to discuss Savannah for future features.	PR
Responsible Tourism.com conference	Tourist board invitation to attend the Responsible Tourism.com conference, to hear of the latest developments and issues to promote a destination through sustainable development – JW attended.	PR
Journalist follow-up	Liaised with Gillian Rhys re Sainsbury's Magazine about feature on Georgia. She requested a solo press trip and has expressed her intention to travel and write the feature once approval is confirmed by new editor.	PR

Journalist request	Kay Cox, writing for the Scottish News of the World requested lead in prices and tour operators offering Gone With The Wind tours.	PR
Journalist follow-up	Colin McAlpin (Northern Ireland) Travel Trade News and their all-Ireland glossy magazine - circulation of 23,000: collation of copies of News Letters with Georgia features	PR
Promotion request	Worldtravelguide.net contacted the office to offer advertising and promotion opportunity on the website.	PR
Publication meeting	Met with Food & Travel Magazine re future feature opportunities but they are seeking advertising support.	PR
Conference	Jane Wilson attended The Institute of Travel & Tourism Conference	PR
Trade	Opportunity to participate in coop marketing with Thomas Cook Signature to push last minute sales with a mail shot to all of their UK shops, highlighting the tours. Share of costs with other DS partners. To be discussed at next DS meeting	Tour Operator
Trade	Opportunity to participate with other Deep South partners on campaign with Last Minute.com. To be discussed as GA/ACVB already conducted a campaign in late December	Tour operator
Trade	Opportunity to participate in sales incentive for Virgin Holidays staff to push sales on the Deep South tours. Approved as only cost is £50 for M&S vouchers for the winner of the week. Each state will do the same throughout the month of July	Tour operator
Trade/Press	Organised and conducted Georgia Sales mission for 5 days. All sides of the market covered and every event and call were successful. Leads to be followed up in July	Trade/Press/Lateral Marketing
ACVB/GDECD/SAV CVB	Sent all contact details for every guest at each function organised during the sales mission, plus every sales call. Thanks received from Brandon and Mindy	Lateral Marketing
Trade press	Opportunity for half page in Travel News USA, produced by BMI for Visit USA. Go ahead given and price for inclusion in this newsletter shared between Deep South States	PR
Trade	Stock of maps requested and sent to The Vacations Group. They will be sent out to every customer booking a GA tour.	Tour Operator
Visit USA	Attended Visit USA board meeting. New chairman appointed as Peter Moss is retiring. Minutes to be sent to KL	Trade
Consumer enquiries	Sent packs of GA information to over 50 consumers this month. Enquiries by phone and via Visit USA website have picked up again. Enquiries also received in response to press features from writers on recent fam trip	Consumer
Trade	Helped DN's office to organise table plan and arrangements for the Ivy lunch. The lunch was held on the first day of the Deep South Sales mission but	Trade

	attendance not so good as other years	
Trade	Negotiated costs and paid deposit for GA branding on backs of Titan minibuses. Opportunity to brand one of them with a scene from GWTW, and ACVB and Savannah CVBs are interested in paying for a van each and branding them accordingly	Tour Operator
Consumer	Discussions taking place on reproduction of new Deep South brochures as the stocks are nearly out. The brochure is the main marketing piece used for consumer shows, plus they are included in fulfilment packs for consumer requests.	Deep South brochure
Lateral Marketing	E mails between AY, BB and Dawn Truemper of the St Regis hotel Atlanta relating to the Delta Leisure Sales forum. Figures of business mix to be supplied to Dawn.	Hotel
Trade	Planned training for Newmarket Travel, due to take place on July 8 th cancelled due to lack of support from new UK representative for SC. The training was due to promote a tour which takes in Chattanooga, North Carolina, South Carolina and Georgia. The Product Director at Newmarket will be taking this up with SC as he has had no response from the UK company about any projects that were in progress.	Tour Operator
Trade	Guest list for Delta Leisure Forum sent to KL, BB, JM and MS. Few queries answered and sales figures to be obtained from DL to back up the case for the invites	Airline
Trade	Work done on finalising the itinerary for the Deep South sales mission. Difficult to get appointments agreed as too soon after the GA mission and Pow Wow. No training sessions approved this year as tour operators too busy to let staff attend	Tour Operator
Trade	Invitations sent out to top operators attending the Visit USA ball as GA guests	Tour Operator
Trade	Opportunity to support and attend Independence day celebrations and promotional day at Titan Travel HO. Promotional items and GA marketing materials delivered to Titan.	Tour Operator
Press	GA logo requested and sent to Travelbiz.ie for inclusion on a piece on the press lunch. Copy to be sent	PR Ireland
Trade	Meeting with Rob Carroll Sales Director of Great Rail Journeys to discuss extending tours and sales of the current tour into GA. Departures almost full which is encouraging as high end business	Tour Operator
Press	Letter done and sent to the US Embassy for respected UK travel writer as back up for her visa application. Visa granted.	PR
Trade	Opportunity offered to conduct fam trip for corporate clients of Cambridge Business Travel. BA had offered Club seats, and the Hilton hotel in Atlanta had offered rooms so only ground arrangements and escort required. AY started the negotiations with BB at ACVB but unfortunately BA had to withdraw the seats due to their current financial situation. The trip may be renegotiated	Corporate fam trip

	at a later date and first opportunity will be given to ATL	
Press	Excellent half page coverage of the 70 th anniversary of GWTW in London Lite daily free newspaper. The piece was written by travel writer Olivia Walmsley who received the press release from JW. Circulation 400,387 daily and ad value USD20,048.	PR
Press	Trav Media featured press release from JW on GWTW anniversary. This broadcast goes out to over 5000 travel writers in the UK and several writers have followed up and there should be a few features appearing as a result. The feature in London Lite is one of these pieces.	PR
Press	Page in major Belfast publication "Newsletter". Feature was as a result of the fam trip conducted by PH and the writer Colin MCAlpine wrote a wonderful piece on the trip and included Atlanta, Savannah and Tybee Island. Colin has also had several broadcasts since his return. The circulation is 26,803 and the advertising value was USD16,833	PR
Press	Two pages on GWTW 70 th anniversary in Saturday 20 th June edition of Daily Express. The travel writer Brian Pedley went on recent fam trip with PH and loved the whole concept and area. Copies to be sent to GA. The feature covered every aspect of Brian's trip and numerous consumer calls have been received a result. Circulation 730,314 advertising value USD132,055	PR
Trade/Consumer/Press	BB contacted AY to see if the UK office could store some brochures for the Atlanta attractions and send them out in appropriate consumer packs and distribute at training for tour operators and at consumer shows. They can also be used in appropriate press packs. AY agreed and World of Coca Cola brochures have been received	Consumer/Trade/Press
Trade/Consumer	Opportunity received from Thomas Cook Tours for ad campaigns with Classic FM Radio to promote the Deep South Tours. Cost would be £462/\$740 for GA. The subject will be discussed at next DS meeting	Trade/Consumer
Trade/Consumer	Opportunity to participate in week of consumer evenings to promote the new tours with Titan Travel and Virgin Atlantic. AY and PH agreed to staff the booth at Virgin Atlantic HQ in September as excellent opportunity to meet 150 dedicated Titan clients per day total over 1000 clients.	Tour Operator/Airline/Consumer
Trade/Lateral Marketing	Regular contact with tour operator based in Ireland and Barry White of the Augusta CVB, and Jeannie Buttram as owner is organising trip to the Masters in 2010 and needs help with coach hire and accommodation. Ongoing as he is still trying to sort his arrangements	Tour operator/CVB/GDECD
Trade	AY/PH attended days of calls and meetings during Deep South sales mission. Only Deep South partner to attend from USA was Kim Priez from LA and both AY and PH escorted Kim to meetings on different days. Mission was disappointing as no training this year and few appointments. Meetings conducted by AY and PH with	Tour operator

	Great Rail Journeys, Newmarket Travel, TUI Group, Titan, Classic Collection, Kuoni and North American Travel Service. The Ivy lunch was attended by 29 tour operators.	
Trade	Titan have included the "Florida Fun in the Sun" tour in a small selection of tours sent out in brochure form to all of their regular clients on their database. The tour takes in 2 days and 1 night in Atlanta and is one of only 2 tours that feature America, as it is from their Worldwide brochure	Tour operator
Press	Press lunch held in London for 16 top journalists during UK Georgia Sales mission. The lunch was held in private room and broad cross section of publications represented including a golf writer, a retirement magazine, several national newspapers, woman's magazine and regional press. Excellent feedback and follow up being conducted currently. Presentations conducted by KL, BB and MS. Excellent opportunity for networking prior and during lunch	PR
Press	Press lunch held in Dublin for 12 top journalists during the Georgia UK sales mission. Lots of interest. Press packs distributed and follow up calls received. Follow up being conducted. Presentations given by KL, BB and MS	PR
Trade	Dinner and theatre evening for top tour operators during the Georgia UK sales mission. The evening was co hosted and 50% funded by Delta and 40 guests attended. Following dinner and the show the guests were given the opportunity to meet the cast and talk to them about the theatre. Huge success and great guest list from the trade.	Tour Operator/ Airline
Trade	Lunch for top tour operators and airlines from the area surrounding Gatwick Airport. Twenty senior guests from the top operators in the area attended plus a well known journalist, and senior managers from Delta, Continental Airlines and US Airways. Presentations made by KL, BB and MS	Tour operator/Airline/PR
Trade	Dinner held in Dublin during Sales mission for small group of top tour operators and the Delta Sales Manager for Ireland. Presentations conducted by KL, BB and MS	Trade/Airline
Trade	Golf day during UK Sales mission was attended by top tour operators and had excellent feedback. The event was done on a much smaller scale this year due to budget constraints but the participants have all sent messages or letters saying how glad they are that GA is still visible in the market and managed to pull together a successful day to support the UK market	Tour Operator

B) MEDIA RESULTS

Newsire Service Broadcasts

Date	Service	Category	Themes	Source	Coverage/Notes

Print Appearances

Date	Title	Category	Themes	Source	Circulation	AD Value \$
29 June	London Lite	Daily London press	70 th anniversary GWTW	JW press release	400,387	20,048
6 June	Belfast News	Daily Belfast press	History in GA, plus civil war, 70 th anniversary, Alanta and Savannah	UK fam trip	26,803	16,833
20 Jun	Daily Express	Saturday edition of top national press	70 th anniversary GWTW	UK fam trip	730,314	132,055

Radio Broadcasts

Date	Network	Category	Themes	Source	Number of Listeners
May 22	BBC Radio Ulster	Consumer	GWTW 70 th anniversary	UK/Ireland fam trip travel writer Colin Mcalpin	517,000

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
June	Travel News USA	Newsletter to targeted database with	GA as part of Deep South, highlighting history,	Press release to Visit USA	11,000	2,640

		interest in USA	beaches, mountains			
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Online Appearances

Date	Title	Category	Themes	Source	Recipients	Ad Value

Paid Advertisements

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

C) CATALOGUE RESULTS