



A) ACTIVITIES

Type	Details	Field
Trade	Liaised with Rosewood hotels on rooms for Delta Air Lines key account forum in October. Outline discussions only and will supply detailed requirements following discussions with Delta at POW WOW	Tour Op/Airline
Media	Sourced and booked ticket for Jane Wilson to accompany sales mission group to Dublin	PR
Media	Made up and collated full final itineraries and information packs for writers upon arrival in Atlanta.	PR
Media	Call to discuss menus and wine list with On Pico restaurant the chosen venue to the Dublin press lunch	PR
Trade	Call to discuss menus and wines list for Tour Operator dinner in the Trophy Room at Shelbourne Hotel Dublin as part of GA Sales mission in conjunction with Delta Air Lines	Tour Op/Airline
Lateral Marketing	Developed power point presentation for Athens International travel workshop on 16 th April.	Lateral Marketing
Trade	Co-ordinated e-mail responses for Hairspray event passing information to A Young who controls overall guest list and event activity	Tour Op
Trade	Met with Dee Burdock of American Holidays, Dublin – the largest US TO in Ireland. As part of TUI group AH have considerable GA product including Deep South Fly Drive & Tours and also GA in conjunction with S Carolina. Agreed to follow up with discussions on marketing opportunities with Ciara Corcoran their Marketing manager	Tour Op
Trade	Met with Deirdre O'Connor at Tour America, Dublin – the second largest TO in Ireland. Unfortunately no GA product, only Memphis, Nashville & New Orleans. With the Irish economy in very bad shape TA are consolidating around existing product and are unwilling to add new product at this time. We will try to create flyer for TA Red Cow consumer event in which case we will agree participation	Tour Op
Media	Site Inspection for One Pico restaurant Dublin to be used for the Irish press lunch on the 2 nd June. The upstairs room is definitely sufficient for the expected 16 guests. The restaurant is renowned for its food and the staff very accommodating. Delta and Skyteam have used this venue and it is used for many events. This venue meets	PR

	all our needs so confirmation given to proceed.	
Trade	Site inspection of Trophy room in the Saddle room restaurant at the Shelbourne Hotel in Dublin. There is no additional cost for the use of this room and the 5 star Shelbourne's Saddle room has an excellent if pricey reputation. A limited choice (4 options) a la carte special menu is available at a VERY reasonable price. The saddle room food is highly rated and a big draw in Dublin. Confirmation to proceed given.	Lateral Marketing
Trade	Met with Murray Travel, Edinburgh Scotland. This is an independent travel agent in the centre of Edinburgh. Met with the CEO, David Murray. David advises that business is down but people are still travelling and that as with the rest of the UK the booking windows are very short. Disappointed at the reduction in US carrier uplift to the US, especially Edinburgh to Atlanta. Very knowledgeable about Deep South, indeed they have a Deep South/KLM display stand in their entrance. Left updated guides and maps.	Travel Agent
Trade	Discussions with Delta and Continental sales staff on future Scotland promotional and sales activity. Colin Clark for Delta and Emma Schrader for CO. Slated September/October for possible activity.	Airline
Trade	Worked with Karen Paskins on Product and Media reports for 2008/9.	Media/Trade
Media	Worked with Carey Ferrara to obtain photo images for Jane Wilson and Colin McAlpin for his upcoming GWTW/Georgia article	PR
Trade	Set up meetings with Advantage Travel Group and WAYN for June 5 th as part of upcoming Georgia Sales mission	Travel Agent consortium / Social Media
Trade	Attended Pow Wow and attended full appointment schedule with UK, Chinese and other tour operators, receptive operators, and press. Most operators are suffering this year but determined to bounce back by next year. Separate Pow Wow report being worked on	Trade/Media
Trade	Planning for the four trade events during the Georgia Sales mission. Constant liaison with restaurants, Theatre company, the golf club, and Delta Airlines prior to guests being invited. Restaurants inspected, menus planned, seating arrangements, wine lists, promotional items, prizes for golf day, and everything else that needed to be done prior to the mission.	Lateral Marketing
Press	Planning for the two press lunches during the Georgia Sales mission. Liaison with venues, menus planned, GA loop DVD obtained, seating arrangements, wine lists, promotional items, and all other arrangements made. Worked with JW on guest list plus contacts from rep's UK database ensured an excellent guest list. Press packs put together including the 5 most current press releases and ideas for press trips.	PR

Trade	Invitation letters sent out to top tour operators and golf operators regarding the golf day during the UK sales mission. Number limited to 16 this year but top people have accepted. Follow up letters requesting handicaps and meal requirements sent. Golf teams planned, trophies purchased, flower arrangements ordered for the tables at the presentation dinner.	Tour ops
Trade	Meetings secured for KL, BB and MS during UK sales mission, also excellent response for all events during the mission. Top people from the trade will meet with the delegates at different times during the week.	Trade/Media
Media	Recommendation letter done for travel writer from national press who has a commission to travel to Georgia later this year and write a feature on the area.	PR
Press	Press release from JW relating to the GWTW anniversary published on the Trav Media website. Numerous calls and e mails expressing interest have been received as a result. Follow up being conducted by JW.	PR
Trade	Meeting with Titan Tours to discuss special offer for advertising on their tour buses for a year. Total of £7500 which will cover one year of advertising agreed for 5 buses. Titan are the most popular coach operator in the UK and do escorted trips to and from the airports for their passengers in their buses, and can be seen all over the UK, and apparently in the USA. ACVB will contribute funding towards the total cost.	Tour Ops
Lateral Marketing	Liaised with Nija Torrence in Atlanta and Mindy Shea in Savannah to organise shipments of promotional items and brochures in preparation for the sales mission. Arranged carriage of the items to the venues involved in the mission.	Lateral Marketing
Trade	Meeting with Swansons Travel in Sweden to discuss participation in Consumer day. Very keen to participate as they are the largest operator in Sweden with 75% of the market. PH to follow up	Travel Agent
Media	Discussions with Gillian Rhys of Sainsburys Magazine relating to possible GWTW press trip later in the year followed by feature in their monthly magazine	PR
Trade/Consumer	Following discussions with DS partners, agreement was reached to participate in a targeted consumer campaign to launch a new program with Titan Tours using Virgin Atlantic flights. One of the tours featured will be the Southern Spectacular which features Georgia. Titan are developing a 32 page mini brochure featuring this key tour and this will be sent out to 30,000 hot prospect enquirers from the Titan database. They will also use the run on as an insert to the Daily Telegraph and the Times. In addition we will be able to do presentations on GA for 7 days in the Autumn for 150-200 consumers per day, both PH and AY will attend these days and they will be conducted at the HQ of Virgin Atlantic Airways, which is	Trade/Consumer

	a huge draw for a good target audience.	
Trade	Opportunity offered to AY for fam trip to Atlanta during October. BA had offered 10 seats for the top corporate clients of the leading business travel agency in the Cambridge/East Anglia area, which would also include a seat for a Hyatt rep and GA rep as escorts. The procedure to select the very top guests commenced but unfortunately due to BA cutbacks they have since withdrawn the offer until their flights start showing a profit again. The trip has therefore been put on hold until that time.	Travel agent/Airline
Trade	The Online Travel Training site for Georgia and the Deep South went live on 27 May. Online Travel Training is the largest training portal in the UK reaching a trade target audience (agents, home workers, tour operators) in excess of 70,000 travel staff .	Travel Agents/Tour Ops
Lateral Marketing/Media	Regular phone and e mail contact with Hannah, and Amy of the Athens CVB and Ruth from the Macon CVB relating to the fam trip for Mary Moore Mason post Pow Wow.	Lateral Marketing/PR
Trade/Consumer	Contact with World Sports organisation regarding another excellent promotional offer which we declined as too expensive. More contact to obtain the TV schedules for the advertising already agreed plus the guest list for the gala dinner in September	Trade/Consumer
Media	Photography and details of the Atlanta gay website given to gay publication Boyz. Contacted Lauren Jarrell for additional information on the gay market for the editor and fed it back to him. Image disc of Atlanta sent.	PR
Trade	Discussed WTM with the organisers and other Deep South and US partners and confirmed that we will not take space this year. Other states to drop out include TN, MS, and AL. Instead of taking booth space PH and AY will attend every day and make appointments in the hall to meet with clients. This will save vast sums of money for the booth and on hotels and transport	Trade
Media	Working on golf fam trip in October for Steve Hartidge, editor of Selling Longhaul, and a colleague. Most nights sorted out plus golf, and they have paid their own air fares. The resulting features will be in Selling Longhaul, Business Travel Magazine and the annual Worldwide Golf & Spa breaks edition.	PR
Lateral Marketing	Regular contact with Brandon and Mindy regarding the Sales mission, including conference calls, transport, promotional items, brochures and hotel arrangements	Lateral Marketing
Trade	Brochures and promotional items sent to American Travel Service Norway following conversations with the management	Travel Agent
Trade	Meeting with Redskin Marketing, the contracted company for the re launch of the GWTW DVD in October. They will be doing a DVD insert for an initial run of 100,000 copies, plus various other promotions with	Lateral Marketing

	the trade, consumers and press	
Media	Meetings at Pow Wow for Georgia - JW Ian Murray reiterated request for assistance with his visit to Savannah in October – had met with Georgia in the media marketplace	PR
Trade	JW met with Richard Wimms, The Vacations Group – suggested working together on product optimisation with the media. A meeting to be arranged to focus on a niche media angle and creation of press release to be sent over the web and also to be included in his e-newsletter.	Tour Ops/PR
Media	Met with Delta Airlines to discuss joint activities – suggested including their details on press releases. Will meet with their communication department to ensure correct wording/details. They are also willing to work on PR projects in the future.	PR/Airline
Media	Followed up with journalists following the press trip Followed up with images requested from: <ul style="list-style-type: none"> • Travel Weekly • The Newsletter (N.Ireland) Ensured delivery of fact box details together with web links, and contact details	PR
Media	Creation of Gone With The Wind release this month and to be included in press packs for sales mission (press lunches) Sent out release via web which reaches over 5,000 journalists Updated release on golf which will also be included in press packs for press lunches	PR
Media	Compiled list of appropriate media to attend the lunches and contacted a number of key press in advance.	PR
Media	Contacted Editor at Large Arline Usden regarding future coverage for Georgia. Invited her to press lunch but she was unable to attend due to prior commitments	PR
Media	Front cover plus 4 page feature in Travel Weekly as result of GWTW press trip. Issue also included 2 positive paragraphs from the editor on his page relating to the story. Excellent coverage and the travel writer Janine Kelso will be writing further pieces on the trip for other publications. The feature was also on the Travel Weekly website	PR
Media	Mary Moore Mason Editor of Essentially America contacted 26 journalists and TV channels to say how much she was enjoying her Georgia press trip. All good PR for us as these people are all key players in the UK market	Media
Media/Trade	AY had discussions with MD of website at Pow Wow “top100golfcourses.co.uk”, who wishes to create a tie up between Georgia and his website. He also wants to link the Georgia website with this one. Further discussions to take place	PR

Media	Contact from East European travel website "charlottesweb.com" as a result of the press releases sent out by JW. The editor Charlotte Jones is interested in GWTW for her website and also for another website called Glam. She will write the feature and we will supply information and photography	PR
Media	Another response from Trav Media press releases – www.heartbeatguides.com . They are interested in making a series of podcasts of the area. The editor has made 36 audio guides for Visit Britain and Enjoy England websites and wants to expand into the USA. He already did one piece for a website on Atlanta which featured on www.yousendit.com for BBC Wales, and has interest from Washington DC, Virginia and Maryland.	PR
Media	Another response from the press release on trav media. Freelance writer Jenny Boden who writes for the magazine "Cheshire Style" Magazine interested in writing about GWTW and any future press trips	PR
Media	Editorial on The Kangaroo Conservation centre in the Group Travel organiser Magazine, and on their website. Gave all details including fact about group discounts and their phone number	PR
Media	Editorial on Georgia golf in the Worldwide Golf and Spa guide 2009. Golf courses featured included Calloway Gardens, The Lodge, Reynolds Plantation, Ritz Carlton lodge and Barnsley Gardens.	PR
Media	"Jewels of the South" tour featured in Wexas monthly magazine Vista for their clients. This tour features Savannah and the coastal area of GA combined with South Carolina. The holiday brochure only includes 4 pages for America, making the tour more important than being in a tour brochure	PR/Tour Op
Media	Finalised the itinerary and changed some of the details for the press trip for Mary Moore Mason. AY introduced Mary to Amy from Athens so that they could tailor make the trip round Mary's requirements.	PR
Trade	Finalised travel arrangements, appointments and Ivy lunch for Deep South sales mission in June. AY and PH both attending.	Trade
Consumer	Sent out 41 packs of information to consumers	Consumer
Administration	Prepared monthly report And financial statements	Administration

B) MEDIA RESULTS

Newswire Service Broadcasts

Date	Service	Category	Themes	Source	Coverage/Notes

Print Appearances

Date	Title	Category	Themes	Source	Circulation	AD Value \$
1 May	Pilot	Magazine	"Down South"	Trav media	18705	19169
8 May	Travel Weekly	Trade Paper	"Frankly my dear" 5 pages & front cover	AY/PH/JW Fam trip	20,551`	55,854
8 May	Travel Weekly	Trade Paper	"Hats off to Marketing" Third of page on feature in editors comments	AY/PH/JW Fam trip	20,551	7937
12 May	The Times	National press	City Diary Column on increase in tourism to GA due to GWTW	AY/PH/JW Press release	619599	5203
1 May	Selling Longhaul	Trade magazine	Column on golf in various destinations in GA	AY/PH/JW Press release	16500	17,338
1 May	Logistics Magazine	Business Magazine	Four page feature on Atlanta airport	N/A	11000	49,144
18 May	The London Metro	Daily paper	Two page feature on GWTW and GA "Going where the wind blows free"	AY/PH/JW Fam trip	734488	97,479
1 May	Group Travel Organiser	Monthly consumer and trade magazine	Column on The Kangaroo Conservation Centre i Dawsonville	AY/PH/JW	9896	12645

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

C) CATALOGUE RESULTS