




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

Type	Details	Field
Press Trip	Met with Edwina Langley from the Lady magazine to see her off on her trip to Georgia at T4 Heathrow. Ran through the itinerary and provided an information folder. Managed to have Edwina upgraded for the outbound leg of her trip.	Media
Trade	Attended Visit USA General Meeting at GreyCoat Place London. Chair of meeting advise that June USA visitation numbers were down 7% and YTD down 17%	Trade
Deep South	Held meeting of Deep South Partners in London on 14 <sup>th</sup> October. Discussed brochure costs and distribution, consumer activity, small activity participation, trade partner activity, WTM and updated Deep South Website.	Lateral Marketing
Deep South	Met with Touchdown marketing for a 'brand workshop' to discuss how the Deep South can be best fitted to potential brand partners as part of our consumer campaign. The session took around two hours and Touchdown will follow up with meeting notes, next steps and timeframes.	Consumer
Meetings	Met with Social Media Library. This organisation is able to identify social media opportunities (Bloggers, Social media networks etc) based upon relevance to a particular activity or interest. This works particularly well for travel. We are currently looking at viability for GA	Media
Media	Provided contact details for Savannah music festival for Mary Moore Mason following her 'music' trip to Georgia in the late summer. Mary is looking to include the Savannah Music Festival in her upcoming article on Georgia Music Trails	Media
MICE	Provided details of 2010 Confex show to ACVB for consideration of participation	Trade
Deep South	Collected Georgia portion of Deep South UK brochures from Lofthouse Marketing and delivered them for storage and fulfilment purposes.	Consumer
Tour Operator	Participated in Deep South training session at TUI offices in Crawley. Around 30 agents received Georgia training and brochure collateral. There was a lot of interest and the agents all took notes, especially around attractions and information around driving distances. Looking to repeat this event and will discuss with TUI during WTM	Trade

Trade	Set up various Deep South, Georgia and Media appointments for WTM	Trade/Media
Trade	Booked hotel and travel arrangements for upcoming Visit USA travel agents road shows in Ashford, Liverpool and Belfast .	Travel Agency
Press Trip	Choice Magazine Liaised with Clive Nicholls and Norman Wright with itinerary details and arrangements for their trip to Georgia. Co-ordinated all arrangements with UK Partners, New Orleans CVB and Amtrak The trip was a huge success!	Media
Press Trip	The Lady Liaised with Edwina Langley writing for the Lady regarding itinerary details and arrangements.	Media
Media Trip	Steve Hartridge (Editor of Selling Long Haul) Checked that his own arrangements for trip to Georgia were complete.	Media
Press release	Distribution of press release Georgia's Rock Solid Attractions (Stone Mountain) via Trav Media to over 5,000 journalists	Media
Journalists	Received extra copies of Escape Magazine from journalist Colin MacAlpin	Media
Journalist request	Mary Moore Mason, editor of Essentially America requested images for the Driving Trail for the next issue	Media
Journalist request	Howard Carr contacted the office for Retro information on Georgia for the TTG USA Supplement	Media
British Guild of Travel Writers	Requested the possibility of sponsorship of an award which would provide excellent exposure for the State. However, this year there is no availability but probably in 2010.	Media
British Guild of Travel Writers Yearbook	Provided details for entry into the year book	Media
Visit USA Association -Travel Planner	Checked the re-written copy for this Directory and submitted photography.	Media
Daily Mail on-line	Contacted the online editor and provided updated news, developments and quote on the Floods in Georgia	Media
Meetings	Met with Touchdown Marketing Met with Social Media Library Attended the Visit USA Association AGM	Media
Events	Arranged a table for GA at the Amtrak consumer evening in London's west end (50 consumers in attendance)	Trade/Consumer
The Times	Julia Brooks from the Times asked for guide book recommendations resulting from a reader's letter	
Events	Attended ABTA Convention and the media reception. Met with interested parties for GA	Trade/Media
Meeting	Meeting with Jimmy Jillebo Account Manager Leisure Sales Delta Air Lines to discuss joint promotional opportunities and to obtain latest market data	Airline

Meeting	<p>Jo met with Adrian Smyth – Marketing Director and John Bond Managing Director of Jetset Holidays. New online booking system has been introduced which is used by 3000 registered travel agents with air fares and hotels in Georgia.</p> <p>Opportunities to have advertising on the website - which Adrian said he would not charge us for.</p>	Trade
Meeting	<p>British Airways Holidays PR Charlotte and Tracy Long hosted Jo for lunch and gave leads on journalists and upcoming events with BA. Gave both managers latest updates on accommodation openings and festivals. Tracy was very interested in promoting the 70<sup>th</sup> anniversary of GWTW so follow up done with GWTW press release. Tracy will put the idea out to national press</p>	Trade/PR
Training	<p>Visit USA Training – Morrisons Hotel, Dublin, Ireland</p> <p>Fifteen destinations and airlines participated in a VUSA training workshop. The format was 10 minute sessions with groups of between 2 and 5 agency/operator staff. There was a lot of interest in the area and each participant was given promotional material to take away. Around 70 agency/operator staff attended the training. A whole group from the newly opened Tour America offices in Cork also attended, ahead of their show over the following weekend.</p>	Trade
Tour America Show Ireland	<p>Tour America Show Ireland Peter attended the Tour America Show, - 3<sup>rd</sup> - 4<sup>th</sup> October 2009, Red Cow, Dublin</p> <p>Visitors:15,840</p> <p>Passengers booked at show: 3,529</p> <p>Booked revenue at show: EUR 2,964,450 (Average EUR 840)</p> <p>The show format was to have exhibitors around the outside of the hall and the Tour America booking area in the centre. Saturday was below numbers for last year but despite this the bookings agents were fully occupied all day. Sunday was busier and exceeded expectations. Improved system integrity enabled Tour America to produce double the quotes this year versus last year.</p>	Trade/Consumer

Trade/Consumer	<p>Consumer Evening - Amtrak</p> <p>Jo manned the booth at a consumer evening in central London, organised by Amtrak Rail &amp; Peoples Travel. Georgia had an excellent position for the booth, with banners, posters, brochures and promotional items. The event included canapés, drinks and entertainment. Met a number of high quality consumers who expressed great interest in the area.</p> 	Trade/Consumer
Training	<p>Jetset Training. Jo held training sessions for eight groups of agents along with the sales rep from Continental airlines. Great enthusiasm and interest from the group. Collateral material shared.</p>	Trade
Visit USA road shows	<p>Visit USA Road shows. 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. Logos &amp; 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.</p>	Trade
Tour operator	<p>Request for images from MD of the Vacations Group for possible inclusion on the front page of their new brochure. Images sent</p>	Trade
Travel Writer	<p>Constant e mails and phone calls GDECD, ACVB, Ellis hotel, and others, to achieve itinerary for travel writer from The Lady magazine. Itinerary received the day before departure.</p>	PR
Travel Writer	<p>Follow up with the writer from The Lady to see how trip went and now working on promotional page for competition to win holiday in Georgia.</p>	PR

Travel Writers	Constant e mails and calls between the writers and GDECD to achieve itinerary for travel writers from Choice magazine. Itinerary arrived day before departure. Follow up received and trip went very well.	PR
Promotional opportunity	Sent details of the new film "The last song" to Redskin Marketing to establish if there would be any way of promoting the film when it is launched.	PR
Travel Website	Jane listed Georgia for a new Irish travel media website "News4Media.ie. It is the Irish equivalent of Trav Media in the UK and breaks news to the Irish media. They send news to over 42,000 journalists and receive news from more than 14,500 PRs.	PR
Delta Forum	Numerous e mails, conference calls, telephone calls and meetings with Delta. Result was a very successful forum for the top tour operators from across Europe, plus 6 of the Delta Directors and VP attending. Excellent networking opportunities for GDECD, ACVB and Savannah CVB and the itinerary provided by the 2 CVBs was outstanding.	Trade/Airline
PR	Information on GA sent to new web company Dinosaur Digital Ltd. They do work for the woman's magazines "Closer" and "Take it easy"	PR
Travel agent	Sent 20 pieces of each collateral piece to HC Travel company to distribute to interested customers	Trade
Tour operator	Meeting with Product Manager from Collettes Worldwide Travel to update her with latest news from GA to pass on to their negotiations team in the USA.	Trade
Tour Operator	Savannah CVB and Jekyll Island hosted one night and 2 days of a Virgin Holidays fam trip for the sales and reservations team. They were going on to SC but the feedback from the group was that they preferred GA! CF and Mindy Shea looked after the group and delivered them to Hilton Head	Trade
Press	Last minute request for images from Howard Carr for TTG feature on Retro America. Request sent to ACVB, Athens, Savannah, and other CVBs plus SP. ACVB responded immediately with several great images and others followed. All sent on to Howard. Feature will be published in November	PR
Delta forum	Profiles of delegates on Delta forum requested and sent to KL, BB and JM. Also sent to the Director of Sales at the Intercontinental hotel in Buckhead.	Trade/Airline
Shopping brochure	Wording and images sent for approval by Bon Voyage for their new shopping brochure. AY and BB changed a few minor details and approved copy. ACVB and UK GA office coop funding the project	Trade
Tour operator event	Virgin Holidays are hosting a major charity event at the end of November for clients from their database. It will be part of a very large campaign headed by Richard Branson and involves all of his Virgin companies. GA is sponsoring a booth at the event and will get great exposure to their consumers.	Trade

Lateral Marketing	E mail exchanges with Henk Evers of Chateau Elan offering to help us with any upcoming opportunities. AY will contact with any relevant potential opportunities in the near future.	Lateral Marketing
Trade	Approach from Premier Holidays to DS for marketing support. The other DS states are keen to spend dollars but GA currently has no product in the 2 tours they sell- they have Washington The Carolinas and parts of Florida but not GA. A meeting will take place at WTM to discuss but no commitment will be made unless there is far more GA product included	Trade
Event	Attended film event hosted by Delta for top clients. It was a private screening of the 17 <sup>th</sup> Rain dance Film festival held in London. Good networking opportunity.	Trade/Airline
Tour Operator	Cruise America has added Savannah to a new tour "Florida plus". The tour covers Savannah, and Stone Mountain Park. A copy of the new brochure will be sent when received. The tour is on the website <a href="http://www.cruiseamerica.com">www.cruiseamerica.com</a>	Trade
Visit USA	<p>Unable to attend board meeting as in hospital but minutes received. A few bullet points from meeting;-</p> <p>Hits on Visit USA website up 284% on last year, 6.75 million hits</p> <p>Users of website up by 239% with 213,000 users</p> <p>Upgrades on website taking place</p> <p>Consumer line – which then comes on to GA 31.1% up on 2008</p> <p>Visit USA electronic newsletter will increase to over 50,000 at a cost of only £100 to participate</p> <p>Training going well with 1803 students now enrolled in the web based program. AY is on board sub committee</p> <p>Members of the Advantage Travel Group now enrolled with Visit USA Travel partner Program.</p>	Lateral Marketing
Tour Operator	Half a page in the Virgin magazine "Rock & Roam" which goes out to all of their top client base. The subject was Savannah which featured in the book and TV program "Jamie does the US" and Georgia had a whole hour episode.	Tour operator/Press
Travel Agency	Half page advert appeared in the winter version of the Advantage Travel magazine. The magazine was distributed with over 2million copies of The Mail on Sunday, the most popular Sunday newspaper in the UK.	Trade/Press
Administration	Preparation of monthly invoices and report	Administration

## MEDIA RESULTS

### Newswire Service Broadcasts

Date	Service	Category	Themes	Source	Coverage/Notes
24 Oct	Travmedia.com	Writers website	Georgia's Rock Solid Attraction	JW press release	Goes out to travel writers database
31 Oct	Contactmusic	Music website	Sean P Diddy urges fans to vote pal as mayor	Clipping service	Circ 69,530 Ad value 8947
23 Oct	Yahoo UK & Ireland	Website	Top 13 most scary US haunted attractions. Included Netherwood House Atlanta	Clipping Service	Circulation 538,109 Ad value 69,254
23 Oct	Reuters UK Website	Website	Same piece as above	Clipping Service	Circulation 596,158 Ad value 76,723

### Print Appearances

Date	Title	Category	Themes	Source	Circulation	AD Value \$
Oct	Group Travel Organiser	Consumer/Trade	Column in October issue "Northeastern history trail"	JW	10,023	TBA
Sep 26	Irish Times	Irish national press	One & a half pages on Sea Island. Included Savannah, Golden Isles and Okefenokee Swamp	PR meeting with PH	TBA	TBA
Oct	Rock & Roam	Tour operator consumer magazine	Half a page on Savannah as part of Jamie Oliver's road trip	Meeting with AY	Circulation 65,000 households 100,000 in Virgin lounges	24,500
10 Oct	Financial Times	National press	Three quarters of a page on music in Macon and Athens	Enquiry to SP and follow up	395,845	72,131
15 Oct	St Helens Star	Regional press	Page on writer's trip to Antebellum trail.	Press release JW	76,262	3,103
1 Oct	Daily Express	National Press	Feature on football fan who travelled from Columbus, Georgia to UK for soccer game!	Clipping service	N/A	N/A
8 Oct	Coventry Telegraph	Regional press	Journey through America's heartland	Clipping Service	41,152	5,256

10 Oct	Financial Times	National Press	Georgia's carved giants. Feature on Stone Mountain	JW	395,845	30,812
31 Oct	Belfast News Letter	N. Ireland press	Piece on visit to Scottish Highland Games in Atlanta, by Mayor of Belfast, including photograph	Clipping Service	26,803	775

### 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

## A) CATALOGUE RESULTS