



Georgia Dept of Economic Development
United Kingdom / Ireland / (Scandinavia)

August 2009 Report

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ACTIVITIES

Type	Details	Field
Press Releases	Production of: <i>Planet Shark lands in Georgia's Aquarium</i> Sent out over the web and to relevant trade journalists. A number of journalists asked how long the exhibition will be staged in Atlanta.	PR
Copy	Produced copy for the Visit USA Association Travel Planner in its new format with new images of the State. Checked copy before print	PR
Visit USA Consumer Road Show	Logo sent to Visit USA road show organisers to to be included in the promotion of this event to various consumer databases and for in store promotions.	PR
Journalist request	Journalist, Sylvia Kingsley requested a press trip (as part of a group trip) to Georgia – she writes for Jewish Chronicle and Glasgow Herald. Advised that we were not arranging such a trip at this time but sent a number of releases and directed her to the website.	PR
Journalist follow-up	Contacted Colin Mcalpine to request additional copies of Escape magazine for his state feature and to arrange follow-up meeting in December following the Visit USA road show.	PR
Journalist Press Trip	The Lady Magazine – Liaised with writer on itinerary for the magazine to feature as a story angle on Gone With The Wind. The journalist has received ideas for the itinerary to apply for a journalist visa and will visit Atlanta and Savannah. The feature will then be supported by a competition and prize of DVDs of the film. The journalist, Edwina Langley, will travel in October.	PR
Journalists Press trips On-going arrangements:	Clive Nicholls – publisher and editor of Choice Magazine. Working on itinerary for October visit and liaising with other partners for transportation. Will be contacting tour operator, America As You Like It , who wish to formulate a reader offer for this itinerary to readers. Steve Hartridge – Selling Long Haul Finalising his golf itinerary in October.	PR

Journalist Press trips	Katie Bowman (Sunday Times Travel Magazine) – following a discussion at the Media Marketplace and the press release, the magazine has chosen to include Georgia on a “Southern Road Trip” to appear next year. Katie Bowman was in Savannah on Sept 17 th . Arranged overnight accommodation at the Ballastone Inn and meetings with various CVBs E mail feedback received from CF and Katie to say how much Katie had enjoyed her visit.	PR
Press trip	Contacted and negotiated complimentary room for writer from The Lady magazine for press trip in October. She will stay at the Ellis hotel in Atlanta for 3 days at the start of her GWTW trip. Director of Sales delighted to help and will help the UK office with any future requests.	PR
Press trip	Numerous e mails and phone calls to SP, KL and FT to request help with accommodation, ground arrangements and itinerary for the writer from the Lady magazine. Itinerary still to be finalised Negotiated special fare on Delta for Edwina’s air travel.	PR
Air Tickets	Calls and e mails to BA to request special fare or comp tickets for the two writers from Choice Magazine. The writers wanted to include New Orleans and Chicago, however BA will not give free tickets and Chicago will not pay for air fares therefore GA will split the costs with New Orleans CVB.	PR
Delta Forum	Meeting with DL HQ and numerous follow up e mails and calls to DL, KL, MS and BB to continue with sorting out the arrangements for the Delta Leisure sales forum in GA during October. Currently chasing DL for names as hotel need them by 29 th September. Names to date sent to KL. Approved the invitation designed and sent out by Delta	Airline/Lateral Marketing
Visit USA	Received Visit USA board report from last meeting copy sent to KL	Lateral Marketing
Statement to press	Received three days of constant phone calls on trade and consumer line regarding the situation on the floods in Georgia. The situation became a top news item on the national TV and Radio news channels, and in the national press, complete with photos of the Six Flags Theme Park submerged, at which point the UK office had to give statement to one daily newspaper. Recommended to SP that GDECD issue the overseas offices with a statement immediately any future similar situation arises -hopefully it will not, as worried tour operators were calling along with consumers who were due to travel, and of course the press.	PR
Deep South Guide	Alternative photography given for the front cover of the new Deep South guide, plus proof read and final changes made prior to printing.	PR/Consumer

WTM invitation	Invitations received by AY, PH and JP for the Virgin Holidays pre WTM party. As the operator has cut number of invitations to UK offices due to costs, GA is the only destination to get invitations for all 3 UK employees	Tour Operator
Advertising request	Contact from Travel Weekly offering us advertising space as Deep South when they do US feature. Rejected participation as no Deep South areas will be included and trade paper. Money would be better spent on getting fares for writers to do press trips and write features.	PR
Visit USA	AY approved new member applications for membership of Visit USA as board member. Membership has really improved in 2008/9	Lateral Marketing
Press	Phone calls received from Tim Clark of Daily Mail relating to floods in Georgia. Statement from KL sent when received and included in feature in online Travel section by Jo Tweedy.	PR
Visit USA/BMI Publications	Various “pay to play” opportunities received from Visit USA and also BMI Publications – who produce the Visit USA Guide and Selling Longhaul Magazine. Advertising opportunities declined as expensive and we get regular items in Selling Longhaul, and on the online newsletter. GA already get destination information and photography included in the annual Travel Planner as part of the membership fee.	PR/ Lateral Marketing
Photography for Tour Operator	Request for images of all shopping facilities in the Atlanta area sent to ACVB for new Bon Voyage shopping brochure. ACVB sent six new shots which were sent to the manager for inclusion. Brochure in final stages of approval prior to print.	Tour Operator
Athens CVB	Followed up e mails from Athens CVB regarding Financial Times writer and hotel developments	Lateral Marketing
Tour operator	Met with TUI to discuss new product. Calendar of events given for their e newsletters and PR efforts	Tour Operator
Visit USA	Deep South partners considered taking out an extra Visit USA membership for DS as a separate listing. GA declined as we already have a membership and listing for GA.	Lateral Marketing

Athens CVB	Athens CVB requested forward plans for the remainder of 2009 regarding fam trips. Currently the only trip outstanding is one from Scandinavia in December which could go via Athens, but this is under review with Delta	Lateral Marketing
Deep South brochure	Numerous e mails between PH, KL and David Nicholson regarding the new Deep South brochure for the UK and Germany.	Lateral Marketing
Tour Operator product assistance	Meeting with Product Director of Newmarket Travel, follow up calls and e mails with Savannah CVB regarding new hotel product for new tour into Savannah and Atlanta. Discussed hotels with CF and MS and choice made for new brochure.	Tour Operator
GWTW promotion	Meeting with Redskin Marketing to discuss possible promotional ideas for GWTW 70 th anniversary. Promotions in conjunction with Thornton's Cakes and Bon Marche fashion shops being worked on. Further details to be provided when promotions are signed off and in place	Lateral Marketing
Tour Operator meeting	Meeting with Product Manager of Collettes Worldwide Tours. Unfortunately they do not have GA product as the GA/SC tour was pulled by their Stateside product department who make the decisions but the UK manager will do her best to get GA back into the brochure	Tour Operator
Enquiry about Aquarium exhibit	Followed up enquiries with ACVB and GDECD resulting from press release on the exhibit at the GA Aquarium. Enquiries received from Managing Editor of Essentially America and Travel Writer Neil Murray within hours of press release and both will feature this news item at the next opportunity	PR
Training opportunity	Training opportunity offered and accepted by TUI. PH will conduct GA training as part of overall Deep South presentations in November	Tour Operator
Golf operators	Calls with Eagle Golf and Destination Golf to discuss new product and 2010 brochures. Eagle Golf is ready to launch their new website and Destination Golf is now working in partnership with Bon Voyage as their golf specialist company.	Tour Operator
Press pieces	Various excerpts from the GDECD daily news bulletins sent to JW for adaption into future press releases to be drafted for the UK market. These include the recent ones	PR

	including GWTW anniversary, Cumberland Island and the Aquarium exhibit.	
E Bookers opportunity	Joint funding requested from E bookers for marketing with Deep South partners. Declined as GA would get minimum coverage as main objective was to use Atlanta as the gateway, plus it was expensive.	Tour Operator
Cricket advertising	Photography of the advertising boards at the international cricket matches received from promoters and forwarded to KL, SP and Haley Pass. Great promotional opportunity as the cricket series was filmed on SKY TV throughout the Summer	Lateral Marketing
Cricket Day	GA hosted four top tour operators and BA to one of the five international cricket matches between England and Australia. The day included an after lunch speech by Sir Ian Botham and other top personalities. The guests really enjoyed the day in spite of the fact that England lost the match!	Lateral Marketing
Tour Operator	Supplied Calendar of Events to the PR Director of Virgin Holidays for future use. She will include the GWTW and Aquarium press releases in a future press pack to their top clients	Tour Operator
Tour Operator lunch	Opportunity to conduct presentations to travel agents at special Thanksgiving lunch hosted by Jetset Tours and Continental Airlines on 26 th November. Invitation accepted and PH/JP will travel to Manchester to attend	Tour Operator
Scandinavian writer	Followed up with Anders Nielson the travel writer from Sweden to establish when feature on Savannah and the coast would appear. This should happen in the next few months and he will send copies when published.	PR
Tour Operator opportunities	Opportunities for online marketing presented by Virgin Holidays for Deep South tours. GA will participate as the costs are split dependant on the number of night stops.	Tour Operator
Promotional follow up	Continuous e mails and calls to establish final guest list and arrangements for the clients attending the VIP cricket event. Follow up also done on the ground advertising	Lateral Marketing

Tour Operator brochure launches	PH attended brochure launch events in London and Manchester for the new Kuoni Holidays brochure. Both events were very successful with over 80 travel agents attending each evening. Opportunity at both events to join the agents and Kuoni product management for dinner at the end of both events	Tour Operator
Advantage Travel Opportunity		
Staff Meeting	Day staff meeting with PH, JP, JW and AY attending. Items on the agenda included WTM and WTM coverage, appointments and events, shipment of brochures for press packs, sales calls, press trips, press coverage, planned activities - including Amtrak evening, Visit USA meeting and board meeting, GA images, Advantage road show, Visit USA road show, Consumer shows, Tour operator audit, Delta Forum, Deep South, GWTW, Scandinavia fam trip and fam trips during next 3 months.	Lateral Marketing
Tour Operator marketing	Titan Tours had to cancel the consumer days at the Virgin Atlantic HQ. The funding should be refunded to the Deep South partners for use on another promotion in the future. Follow up to be done regarding the artwork on the Titan buses.	Tour Operator
Touchdown		
Travel Agent opportunity	Contact with ACVB to establish if there would be any interest in working with HC Travel who specialise in motorcycle tours. They do not currently do so but expressed interest in future opportunities. Follow up to be done with other areas of GA especially the mountain area to see if we can work with the company.	Tour Operator

A) MEDIA RESULTS

Newsire Service Broadcasts

Date	Service	Category	Themes	Source	Coverage/Notes

Print Appearances

Date	Title	Category	Themes	Source	Circulation	AD Value \$
Sep 2009	Essentially America	Quarterly specialist magazine	"Whats New in Travel", column on GWTW	Fam trip by editor		
10 Sep	Essex Chronicle	Regional press	"Jamie takes on America"	Clipping service	30,238	\$5,190
11 Sep	Kent & Sussex Chronicle	Regional press	"Jamie takes on America"	Clipping Service	28,532	\$4,846
10 Sep	Daily Mail	National press	"Music and the Deep South"	Meeting at Media Market Place	2,191,524	\$88,776
12 Sep	Financial Times	National press	"Southern Charmers" Feature on Atlanta historic district	Follow up from meeting with JW	415,518	\$143,270
12 Sep	Eastern Daily press	Regional press	"Slice of Jamie's American Pie"	Clipping Service	60,579	\$9,699
12 Sep	East Anglia Daily Times	Regional press	"Jamie Goes Stateside"	Clipping Service	31,485	\$4,640
12 Sep	The Daily Telegraph	National press	"Bag a bargain abroad"	Clipping Service	825,917	\$50,446
12 Sep	Belfast Telegraph	Evening regional press	"Academics at US Conference"	Clipping Service	68,024	\$1,597
12 Sep	Oxford Mail	Regional press	"Real Whale of a tme"	Clipping Service	22,830	\$6,705
27 Sep	News of the World	National press	"American Way" 2 pages including photography	Fam trip	3,010,714	\$240,221

Radio Broadcasts

Date	Network	Category	Themes	Source	Number of Listeners

TV Broadcasts

Date	Network	Themes	Source	Length	Reach	AD Value \$
4 th Sep	BBC One	Jonathan Ross chat show. Jamie Oliver cooking road trip		3 mins on GA		

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
16 Sep	Trav Media	Travel Website	"Planet Shark lands in Georgia's Aquarium"	Press release from JW	Over 5,000 travel writers	
24 Sep	Daily Mail online	Travel pages	"Six Flags over Georgia theme park submerged in Atlanta floods"	Feature by well known travel writer in response to the national news on the floods in Georgia on TV and in the press	Over 1 million consumers	None !!

Paid Advertisements

Date	Title	Category	Themes	Source of \$\$\$	Circulation
October 2009	Classic FM magazine	Monthly magazine	Ad for Deep South tour with Thomas Cooks	\$1200	

B) CATALOGUE RESULTS