

LEISURE TRAVEL

August 2018

Prepared by:

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RECAP

Trade Shows/ Missions/ Events

August 2018

8/7	CCRA - Chicago, IL
8/14-16	Midwest Sales Mission – Kansas City, Omaha & Des Moines

CCRA – Chicago, IL

August 7, 2018

ATTENDANCE:	125 Travel Agents
INDUSTRY	
PARTICIPATION:	N/A
COLLATERAL	
DISTRIBUTED:	125 Destination Magazines, 125 Beach & Culture Maps, 125 Pens, 50 Luggage Tags

RESULTS:

- CCRA Chicago had a large turnout of mostly home-based Travel Advisors. All the collateral offered was taken and several advisors had bookings in the destination or had clients interested in Florida for spring 2019.
- Visit St Pete/Clearwater was one of three Florida Destinations participating in this trade show. Visit Tampa and Fort Lauderdale CVB were also exhibiting.
- CCRA continues to grow and the organization will have its first National Trade Show in February 2019, with more than 500 Travel Advisors expected in attendance. Location is still to be determined.

RECOMMENDATION: Visit St Pete/Clearwater should continue to partner with CCRA. This organization is successfully growing with the independent Travel Advisors and is expecting larger numbers for events in 2019.

STAFFED BY: Darryl Boggess, Leisure Travel Sales Manager

Midwest Sales Mission – Kansas City, Omaha & Des Moines

August 14-16, 2018

ATTENDANCE:	125 Travel Agents
INDUSTRY	
PARTICIPATION:	The Edge Hotel and Travel Resort Services
COLLATERAL	
DISTRIBUTED:	125 Destination Magazines, 125 Beach & Culture Maps and 125 Pens

RESULTS:

- Visit St Pete/Clearwater met with 11 Travel Agencies in Omaha, 9 Travel Agencies in Des Moines and 7 Travel Agencies in Kansas City.
- This was a great Sales Mission with destination training and updates on current beach conditions (national news gave incorrect info about the Red Tide and some travel advisors thought Pinellas County was as bad as Lee County)
- This trip was also an opportunity to promote Allegiant’s new Travel Agent program and share news about St. Petersburg Clearwater- International Airport (PIE).
- These three cities are in the Top-10 room night producers for Allegiant through their website and call center.

RECOMMENDATION: Visit St Pete/Clearwater should continue doing independent sales missions in the Midwest, as there are no association trade shows to attend. Travel Industry Partners agree that we should maintain our sales efforts in these markets.

STAFFED BY: Darryl Boggess, Leisure Travel Sales Manager

CANADIAN UPDATE

- Swoop, a low cost Canadian Airline, will begin service from Hamilton, Ontario (YHM) into Tampa starting October 20th. Service will be Wed., Thurs. and Saturday. The team at YHM is working with Visit Florida to put together a Media/Travel Industry Event in Hamilton on Nov. 20th to promote their new service into several Florida Markets.
- Flair, is another low cost Canadian Airline that will begin service into PIE from Winnipeg on December 17th. Service will be Mondays and Fridays. Visit St. Pete/Clearwater and PIE met with Julie Rempel from Flair to discuss a possible Travel Agent event in Winnipeg. Flair does work with agents and even has a dedicated Travel Agent Specialist in their Call Center.

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

9/12-14	Air Canada Vacations Product Launch - Montreal, Canada
9/17-19	CCRA Travel Agent Show - Philadelphia, PA
9/21-24	Delta Vacations University - Minneapolis, MN
9/26-28	Peninsula Trade Show – Travel Agent Training - Ohio
9/26-29	Mark Travel Summit - Cancun, Mexico

EDUCATIONAL VISITS

8/23-26	Allegiant Super Summer FAM
9/25-27	Icelandair FAM
10/7-10	SeaWorld/VSPC Mega FAM
10/21-23	Tenzing German FAM
10/21-24	Willy Scharnow German FAM