

LEISURE TRAVEL

July 2018

Prepared by:

Rosemarie Payne, CDME

Director Leisure Travel, USA & Canada

RECAP

Trade Shows/ Missions/ Events

July 2018

7/12-15	Global Travel Marketplace – Hollywood, FL
7/27-29	Travel Agents of Tennessee Trade Show, (TAT) - Brentwood, TN

Global Travel Marketplace – Hollywood, FL

July 12-14, 2018

ATTENDANCE:	500
INDUSTRY	Retail Travel Agents
PARTICIPATION:	Don CeSar
COLLATERAL	
DISTRIBUTED:	N/A Appointment Show

RESULTS:

- Global Travel Marketplace connects travel advisors to global travel suppliers. This is an appointment-based show to educate, network and build partnerships with prequalified travel agents.
- Visit St Pete/Clearwater was able to secure 48 appointments over the 2-day conference. In addition, there were receptions and dinners to network with the agents.
- The agents asked a lot of great questions about our area and were particularly interested in learning more about new museums opening in downtown St. Pete.
- The Don CeSar was able to book a piece of group business and a potential wedding celebration.

RECOMMENDATION: Visit St Pete/Clearwater should continue to partner with Global Travel Marketplace because the agents that attended have a proven booking record in the leisure market.

STAFFED BY: Darryl Boggess, Leisure Travel Sales Manager

Travel Agents of Tennessee Trade Show (TAT) – Brentwood, TN

July 27-29, 2018

ATTENDANCE:	125
INDUSTRY	Retail Travel Agents
PARTICIPATION:	Holiday Inn Clearwater Beach
COLLATERAL	
DISTRIBUTED:	125 Destination Magazines, 125 Beach & Culture Maps, 125 Pens, 50 Luggage Tags

RESULTS:

- This Travel Agent show continues to grow, and this was the second year at this location.

- Travel agents from Tennessee were joined by agents from Kentucky, as well as Northern Alabama. We had several inquiries about properties and attractions after attending. This show consists of a trade show, reception, dinners and networking. This is the only Travel Agent show in the Nashville, TN area.
- Visit St Pete/Clearwater was able to market the new Allegiant nonstop flight from Nashville to PIE.
- After the show, Visit St Pete/Clearwater was able get 7 agents down to attend the Allegiant Super Summer FAM.

RECOMMENDATION: Visit St Pete/Clearwater should continue to partner with Travel Agents of Tennessee. This is a strong market with multiple direct flights on Southwest and Allegiant.

STAFFED BY: Darryl Boggess, Leisure Travel Sales Manager

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

8/6-8	CCRA Chicago, IL
8/13-17	Travel Agency Road Show Sales Mission - Kansas Omaha and Des Moines

EDUCATIONAL VISITS

7/13	TUI Germany FAM
7/22-24	Virgin Holidays UK FAM
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