

LEISURE TRAVEL

June 2018

Prepared by:

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RECAP

Trade Shows/ Missions/ Events

June 2018

6/22 CCRA Power Solutions Travel Trade Show - New York, NY
6/25-27 Allegiant Call Center Training - Las Vegas, NV

CCRA Power Solutions Travel Trade Show - New York City, NY

June 22, 2017

ATTENDANCE: 168 Travel Agents

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: 170 Destination Magazines and 170 Beach & Culture Maps

RESULTS:

- Visit St. Pete/Clearwater attended CCRA's Power Solutions in New York City. This is one of four events nationwide Visit St. Pete/Clearwater will be attending with CCRA.
- CCRA originally stood for Computerized Corporate Rate Association but has outgrown the acronym. CCRA has evolved into a resource for travel professionals with marketing programs, booking tools, call center solutions, and educational sessions.
- The event consists of a round table session with the agents, followed by a supplier trade show.
- The event was well attended, and many agents mentioned that there is an increase in interest for Florida, especially beach weddings and golf vacations.

RECOMMENDATION: Visit St. Pete/Clearwater should continue to attend the CCRA Power Solutions series in 2019.

STAFFED BY: Gail Yeager, Sr. Sales Manager

Allegiant Call Center Training – Las Vegas, NV

June 25-27, 2018

ATTENDANCE: 100 Call Center Staff

INDUSTRY

PARTICIPATION: Sunset Vistas Beachfront Suites, Bilmar Beach Resort, Holiday Inn Clearwater Beach, Treasure Island Beach Resort, Holiday Inn Harbourside, Postcard Inn on the Beach, St. Pete – Clearwater International Airport (PIE) and the Alden Beachfront Resort

COLLATERAL

DISTRIBUTED: 100 Destination Magazines, 100 Beach & Culture Maps, 100 Pens

RESULTS:

- This is an annual event for Visit St. Pete/ Clearwater at the Allegiant Call Center. Hotel partners and PIE set-up an informational trade show for the call center agents. The main purpose is to give updates on the destination and the properties for new agents and give refresher training to existing agents.
- In addition, Visit St. Pete/ Clearwater and PIE host lunch for the agents in their break room and in the evening host a reception for the Call Center Operations Management Staff and the Marketing Department.

RECOMMENDATION: Visit St. Pete/ Clearwater should continue to partner with Travel Allegiant Call Center to ensure the agents have the most up to date information on the destination.

STAFFED BY: Darryl Boggess, Sales Manager

CANADIAN UPDATE

- Visit St. Pete/Clearwater will attend the International Tourism & Travel Show in Montreal, Canada this coming October. This impressive consumer show attracts over 36,000 Canadians from across Quebec and will celebrate its 30th year in 2018. The show is also attended by travel agents from across the region, giving us the opportunity to educate the travel industry, as well as consumers at this 3-day event.
- Globe-Trotter Tours in Montreal is Receptive Operator with Fly/Drive clients coming to our area. Currently they work with Barefoot Beach Resort and Postcard Inn. They will be adding to their itinerary with stops along the “Gulp Coast” and walking tours of Dunedin, as well as contracting additional boutique properties in Pinellas County.

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

7/12-15	Global Travel Marketplace – Ft. Lauderdale, FL
7/27-29	Travel Agents of Tennessee Trade Show, (TAT)

EDUCATIONAL VISITS

6/08-09	TUI Suisse FAM
7/13	TUI Germany FAM
7/22-24	Virgin Holidays UK FAM