

# LEISURE TRAVEL

October 2018

Prepared by:

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## RECAP

Trade Shows/ Missions/ Events

October 2018

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10/1-2	Professional Travel Agents of North America (PTANA)-Richmond & Norfolk, VA
10/2-3	ASTA Great Lakes - Detroit & Grand Rapids, MI
10/8	Peninsula Travel Show-Ft. Myers, FL
10/9-11	Travel Industry Exchange - West Palm Beach, FL
10/16-17	ASTA Travel Agent Trade Show - Portland, ME
10/18-22	SITV and US Dept of Commerce Luncheon - Montreal, Canada
10/26	I-75 Visit Florida Welcome Center Festival – Jennings, FL

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## Professional Travel Agents of North (PTANA) -Richmond & Norfolk, VA      October 1-2, 2018

ATTENDANCE:            48 Travel Advisors - Richmond and 82 Travel Advisors - Norfolk, Hampton Roads

INDUSTRY

PARTICIPATION:      N/A

COLLATERAL

DISTRIBUTED:            130 Visitor Guides, 130 Beach & Culture Maps and Assorted Logo Items

RESULTS:

- This was the 3<sup>rd</sup> year Visit St. Pete/Clearwater participated in the Richmond and Norfolk VA trade shows. Advisors were very interested in learning about the St. Pete/Clearwater, as many have never been to our destination. Learning about the area gave them new options in selling Florida.
- To maximize our sales efforts in this region of the country, we made sales calls to several local AAA Travel branches. These sales initiatives were an excellent way to reach the entire region's base of retail travel advisors in a cost and time effective manner. There is excellent air service from these markets into TPA on legacy carriers and PIE on Allegiant Airlines.
- Other Florida destinations that were in attendance: Visit Central Florida, Beaches of Ft. Myers & Sanibel, Daytona CVB, Visit Panama City Beach and Port Canaveral.

RECOMMENDATION: Visit St. Pete/Clearwater should return in 2019 to attend this event or consider co-hosting a Florida night with other Florida destinations for both PTANA Chapters in Virginia.

STAFFED BY:            Gail Yeager, Sr. Sales Manager

ATTENDANCE: Detroit 130 Travel Advisors and Grand Rapids 100 Travel Advisors  
 INDUSTRY  
 PARTICIPATION: Sirata Beach Resort and TradeWinds Island Resorts Participated on Their Own  
 COLLATERAL  
 DISTRIBUTED: 200 Destination Magazines, 200 Beach & Culture Maps, 200 Luggage Tags and 200 Pens.

**RESULTS:**

- The Detroit show was held in the Northern Suburbs of Detroit and the Travel Advisor turnout was better than last year. There is always an interest in the destination because of the number of direct flights. All the collateral was taken and Visit St Pete/Clearwater was able to give a 5-minute destination update at the end of the evening.
- The Grand Rapids show had more Travel Advisors than last year and had to be moved to a new venue to accommodate the additional participation. Grand Rapids has Southwest and Allegiant direct flights and several advisors told me the travelers are not opposed to driving to South Bend or Fort Wayne to catch a flight to (PIE).
- TradeWinds Island Resorts and the Sirata Beach Resort both had hotel bookings at each show and were impressed by the turnout. Visit St Pete/Clearwater was able to assist in transportation between shows and to and from the airport.

RECOMMENDATION: This continues to be the only Travel Advisor show in the Michigan market and the number of Travel Advisors coming to each show is growing year over year. Visit St Pete/Clearwater should continue to participate with ASTA Great Lakes shows; however, we should skip 2019. The reason is next year Delta Vacations annual show will be in Detroit in September, this show brings in over 1,000 Travel Advisors. The shows are only a month apart and there will probably be a lot of overlap with Travel Advisors.

STAFFED BY: Darryl Boggess, Leisure Travel Sales Manager

**Peninsula Travel Show-Ft. Myers, FL**

**October 8, 2018**

ATTENDANCE: 38 Travel Advisors  
 INDUSTRY  
 PARTICIPATION: N/A  
 COLLATERAL  
 DISTRIBUTED: 40 Destination Magazines and 40 Beach & Culture Maps

**RESULTS:**

- In-state opportunity - Peninsula Travel Show hosted a round table trade show for travel advisors from the Ft. Myers/Sanibel area. Visit St. Pete/Clearwater also had the opportunity give a destination presentation.
- Agents were very receptive and had a lot of great destination questions. Many book clients from outside of FL and information on our area is helpful.
- Visit Tampa Bay, Port Canaveral & Visit Central Florida were other Florida destinations represented during this show giving us a vast amount of exposure and attention.
- While in the area we scheduled destination trainings the AAA office in Ft. Myers. The travel counselors book hotel accommodations directly with contracted hotel partners in our destination.

RECOMMENDATION: The Leisure Travel Department will participate in select Peninsula Travel Shows in 2019.

STAFFED BY: Gail Yeager, Sr. Sales Manager

**Travel Industry Exchange – West Palm Beach, FL**

**October 9-11, 2018**

ATTENDANCE: 150 Travel Advisors

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: 150 Destination Magazines, 150 Beach & Culture Maps, Trade Show Bags with Assorted Logo Items

RESULTS:

- Visit St. Pete/Clearwater was on a Panel Discussion for 25 Travel Advisors addressing Romance Travel, Destination Weddings. The advisors, who were from all over the USA & Canada, do not make much commission on domestic weddings, but have a lot of honeymoon clients with no passport and want a domestic option.
- They were very impressed with the luxury properties available in our area.
- The show also featured one-on-one appointments, 45 over the 2-day conference and the advisors wanted our collateral and asked very detailed questions about arts & culture and our proximity to Disney.
- The show also provided great networking meal functions to interact with these very knowledgeable travel advisors.

RECOMMENDATION: Visit St. Pete/Clearwater should continue to partner with Travel Industry Exchange in 2019 and have requested a Panel on Selling Family Travel.

STAFFED BY: Rosemarie Payne, Director Leisure Travel, USA & Canada

**ASTA Travel Agent Trade Show - Portland, ME**

**October 16-17, 2018**

ATTENDANCE: 135 Travel Advisors

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: 135 Destination Magazines, 135 Beach & Culture Maps, 135 Luggage Tags, 135 Pens

RESULTS:

- This is the largest Travel Advisor show in the state of Maine. ASTA members travel from New Hampshire and Vermont to attend this annual event. Visit St. Pete/Clearwater had the opportunity to speak with over 100 agents face-to-face and as a group.
- The format of this show offers us a way to keep the agents updated and informed, making our destination top of mind and easy to sell.
- Along with Visit St Pete/Clearwater, the Beaches of Ft. Myers & Sanibel and Port Canaveral were represented from Florida.

RECOMMENDATION: Visit St Pete Clearwater should continue attending this show in 2019 and include additional sales calls in the neighboring markets to maximize our efforts while in the area.

STAFFED BY: Gail Yeager, Sr. Leisure Sales Manager

**SITV and US Dept of Commerce Luncheon – Montreal, Canada** **October 18-22, 2018**

ATTENDANCE: US Department of Commerce - 40 Travel Advisors and Media  
The SITV Consumer Show – 36,000 Consumers, Media and Travel Advisors

INDUSTRY

PARTICIPATION: N/A (Participants registered directly through Visit Florida)

COLLATERAL

DISTRIBUTED: 400 Destination Magazines and 400 Beach & Culture Maps

RESULTS:

- The US Department of Commerce luncheon was comprised of a trade show and an actual presentation to Montreal Travel Media and Travel Advisors. This luncheon is held every year just before the SITV Travel and Tourism Consumer show. The Advisors wanted more information and are very excited to have a direct flight into Tampa from Air Transat starting in December.
- The SITV Show with Visit Florida was a great Consumer Show for the destination. Most of the travelers speak and read English, so the communication was easier than anticipated. The Allegiant Plattsburgh flight and the NEW Air Transat flights were helpful in selling the destination... Canadians hate to connect.
- Several consumers were interested in coming to the west coast of Florida after going to Fort Lauderdale and Hallandale Beach year after year. Most are looking for a more budget friendly alternative.

RECOMMENDATION: Visit Florida attends the SITV Consumer Show and US Department of Commerce Luncheon every year. The value for price is exceptional and Visit St Pete/Clearwater should continue to participate to increase destination awareness and promote the new direct flight into Tampa International Airport.

STAFFED BY: Darryl Boggess, Leisure Travel Sales Manager

**I-75 Visit Florida Welcome Center Festival – Jennings, FL** **October 26, 2018**

ATTENDANCE: 300 Drive Market Consumers

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: 150 Destination Magazines, 100 Beach & Culture Maps, 100 Luggage Tags and 100 Pens.

RESULTS:

- This is an annual festival that Visit Florida coordinates at the I-75 Welcome Center. There were over 10 Convention and Visitors Bureaus at the Festival. Most of the travelers had their hotel already reserved but did not have any information on attractions and beaches.

- There was a lot of interest in the Condo market for seasonal living, RV parks and camping.
- The Red Tide was a big topic of discussion, travelers were worried that they would not be able to go to the beach.

RECOMMENDATION: Visit St. Pete/Clearwater should try to make this one-day event every year. The price to attend is very affordable and the information that is given to the travelers will make their vacation more exciting and memorable.

STAFFED BY: Darryl Boggess, Leisure Travel Sales Manager

#### **UPCOMING TRADE SHOWS/MISSIONS/EVENTS**

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11/2-4	Fall Fiesta in the Park
11/5-12	Sun Country Presentations, Star Tribune Trade Show
11/6-8	Working in Travel Services (WITS) – “Meet your Rep” Trade Show
11/12-15	Eastern Travel Association (ETA) Travel Show

#### **EDUCATIONAL VISITS**

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10/7-10	SeaWorld UK and Ireland Mega FAM
10/21-23	Tenzing German FAM
10/21-24	Willy Scharnow German FAM

RMP/mlp