

# LEISURE TRAVEL

September 2018

Prepared by:

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Director Leisure Travel, USA & Canada

## RECAP

### Trade Shows/ Missions/ Events

September 2018

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9/5-8	CCRA Philadelphia - Team America Receptive Operator Meeting, NYC
9/21-24	Delta Vacations University - Minneapolis, MN
9/25-27	Peninsula Travel Show – Cleveland, Ohio
9/26-29	Mark Travel TMTC Summit - Cancun, Mexico

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### CCRA Philadelphia – Team America Receptive Operator Meeting, NYC      September 5-8, 2018

ATTENDANCE:            20 Team America Office Staff – 95 Travel Advisors CCRA Philadelphia

INDUSTRY

PARTICIPATION:      The Edge Resort – Clearwater Beach

COLLATERAL

DISTRIBUTED:        125 Destination Magazines, 125 Beach & Culture Maps, Logo Bags

RESULTS:

- Lunch Meeting and Destination Training at Team America’s NY Office in Manhattan. The contracting team is based in their Miami office, but the NY Office supports all their platforms and training is essential to keep them up to date with our product.
- Lots of great questions from staff, collateral distributed to Team America’s group sales team and global sales managers.
- CCRA Philadelphia - 95+ Travel Advisors from the greater Philadelphia Area. Table Top Presentations allowed for additional time with the advisors, to review key selling features of our area.
- Trade Show followed, and the travel consultants were anxious to collect our collateral. Many have customers coming to our area for Phillies Spring Training.

RECOMMENDATION: Visit St Pete Clearwater should continue to partner with CCRA in key markets in 2019.

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

### Delta Vacations University – Minneapolis, MN

September 21 - 24, 2018

ATTENDANCE:            700 Travel Advisors

INDUSTRY

PARTICIPATION:      Sheraton Sand Key, TradeWinds Island Resorts, Sirata Beach Resort & Holiday Inn Harbourside

COLLATERAL

DISTRIBUTED:        500 Destination Magazines, 500 Beach & Culture Maps, 500 Trade Show Bags with Assorted Logo Items

**RESULTS:**

- As a major Sponsor for the University this year, Visit St. Pete/Clearwater was one of only two Florida Destinations asked to participate in a classroom training session for the travel advisors.
- 700 travel advisors are invited to attend the conference, because they are top producing agents for the Delta Vacations product.
- Over the 2-day conference, Visit St. Pete/Clearwater presented to over 80+ agents and the feedback from Delta University was that our classroom was one of the best received by the advisors and we have been asked to present again next year when the University moves to Detroit, Michigan. (another Delta Hub).
- In addition to the classroom, Visit St. Pete/Clearwater and partners participated in a trade show for all the travel advisors. We had great traffic come by our booth to talk with both staff and industry partners about their properties.
- Very engaging advisors from across the US, eager to learn more about our area. Many already know our destination and sell it often.

**RECOMMENDATION:** Visit St Pete/Clearwater should continue to partner with Delta Vacations University in Detroit, Michigan Sept. 2019.

**STAFFED BY:** Rosemarie Payne, Director Leisure Travel - USA & Canada  
Darryl Boggess, Leisure Travel Sales Manger

**Peninsula Travel Show-Cleveland, OH**

**September 25-27, 2018**

**ATTENDANCE:** 73 Travel Advisors

**INDUSTRY**

**PARTICIPATION:** N/A

**COLLATERAL**

**DISTRIBUTED:** 100 Destination Magazines and 100 Beach & Culture Maps

**RESULTS:**

- Peninsula Travel Show hosted the round table trade show for travel advisors from the Cleveland area. Visit St. Pete/Clearwater also had the opportunity give a destination presentation. Allegiant Airlines has non-stop service from Cleveland Hopkins Airport into St. Pete/Clearwater. Delta, Southwest and American also offer numerous connecting flights into Tampa International Airport.
- Visit Tampa Bay, Beaches of Ft. Myers/Sanibel and Port Canaveral were other Florida destinations represented during this show giving Florida great exposure and attention.
- While in the area, Visit St. Pete/Clearwater scheduled destination trainings with four AAA offices and made sales call on three local Travel Agencies. AAA Travel Advisors in this area sell Southwest Vacations, Delta Vacations and JetBlue Vacations. The hotel reservations staff books hotel accommodations directly with contracted hotel partners in our destination.

**RECOMMENDATION:** The Leisure Travel Department should continue to participate with the Peninsula Travel Shows for the spring of 2019.

**STAFFED BY:** Gail Yeager, Sr. Sales Manager

ATTENDANCE: 600 Travel Advisors

INDUSTRY

PARTICIPATION: Sunset Vistas Beachfront Suites, The Don CeSar  
and TradeWinds Island Resorts

COLLATERAL

DISTRIBUTED: 150 Destination Magazines, 200 Beach & Culture Maps, 100  
Luggage Tags and 100 Pens

RESULTS:

- This is the last year for the TMTC Summit, with the merger of Apple Vacations, Mark Travel will no longer be the umbrella company. There will continue to be travel advisor engagements with the individual companies of Southwest Vacations, United Airlines Vacations and FunJet Vacations.
- The advisor turnout was incredible and all three of our travel industry partners ran out of collateral. Visit St Pete/Clearwater secured a double booth on the end of the isle for maximin exposure.
- The Postcard Inn and Sheraton Sand Key had vacations booked and after the conference and Visit St Pete/Clearwater dropped off welcome bags for travelers coming to both resorts.
- All three partners had interest and potential future travel bookings from this event. In addition, the partner hotels were able to gain travel advisor contact information from the show.

RECOMMENDATION: This is the last year for TMTC, however, there will be new shows created to replace this one. Mark Travel will advise.

STAFFED BY: Darryl Boggess, Leisure Travel Sales Manager

**UPCOMING TRADE SHOWS/MISSIONS/EVENTS**

10/1-3	PTANA Richmond & New Port News, VA
10/1-4	ASTA Great Lakes, & Detroit, MI
10/7-9	Peninsula Travel Show, Naples, FL
10/9-11	Travel Industry Exchange, West Palm Beach, FL
10/16-18	ASTA Travel Advisor Trade Show, Portland, ME
10/17-22	SITV International Tourism & Travel Show - Montreal, Canada
10/25-27	North Florida I-75 Welcome Center Training

**EDUCATIONAL VISITS**

9/25-27	Icelandair FAM
10/7-10	SeaWorld UK and Ireland Mega FAM
10/21-23	Tenzing German FAM
10/21-24	Willy Scharnow German FAM