

CENTRAL EUROPEAN OFFICE

M A Y 2019

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MARKET INTELLIGENCE / TRENDS

Easter Drives April Sales

German travel agents increased their overall sales (in terms of booked revenues) by 3% last month, according to the monthly Tats travel agency monitor. The improvement was generated by a strong 11% rise in leisure travel sales, which was in turn driven by a dramatic 32% rise in cruise holiday bookings. In contrast, sales of airline tickets dropped by 2.5%. However, this strong growth is likely to have been generated by this year's late Easter holiday, which was in April rather than in March like last year. This is borne out by the 4.4% drop in sales in March, including a 12% drop in leisure travel revenues.

Overall, German travel agents thus had flat revenues in the first four months of this year, according to the long-running sales analysis. Leisure travel sales are still down by 4%; even cruise sales are up by 14%, while flight sales are only showing moderate growth.

Looking ahead, leisure travel demand for the rest of this year also picked up slightly, judging by advance bookings for trips with later departure dates. Advance bookings were 5.5% lower in April, but this was better than in March, which showed an 11% decline. Overall bookings for the 2018/19 tourism year (with departures between November 2018 and October 2019) are down by 2.2% at present, the Tats survey showed.

Lufthansa Bids for Condor

Lufthansa has officially bid for Thomas Cook Group's German airline Condor with the option of taking over all of the struggling British tourism group's airlines. The confirmation by CEO Carsten Spohr at the company's annual general meeting follows reports that Thomas Cook had set a deadline of May 7th for offers and after weeks of speculation that Lufthansa would make a move for its former subsidiary.

"We have made a non-binding offer for Condor, with the option of extending it to all Thomas Cook airlines," Spohr said. However, he admitted it was unlikely that a single buyer would be permitted to buy all of the tourism group's airlines due to anti-trust regulations.

Thomas Cook Group put its airlines, comprising Condor, Thomas Cook Airlines UK, the Scandinavian business and the small Spanish operation, up for sale in February in an effort to raise cash to cut debts and invest in its hotels business.

Thomas Cook Group Airlines has annual turnover of about £3.5 billion, flying more than 19 million passengers to 120 destinations worldwide, and will operate a fleet of 105 planes this summer. Condor is the largest airline with 58 planes (including 17 long-haul jets) while Thomas Cook Airlines UK operates 35 planes. According to experts, Lufthansa, which already owned Condor once until 2009, could combine the German leisure airline with its budget subsidiary Eurowings to create a leisure travel-focused business with a wide range of European city and beach destinations and long-haul tourist routes.

Condor's strong position at its home base of Frankfurt, its long-haul flights from Munich and overall route network from seven German airports make it an attractive takeover target. The airline returned to profit last year following a cost reduction program. Meanwhile, analysts are speculating that a sale of the airlines, which need to be under EU and UK ownership respectively to retain traffic rights, could pave the way for Chinese group Fosun, which already owns an 18% stake in Thomas Cook Group, to make a takeover offer for the listed British tourism group.

Consumer Mood Almost Unchanged in May

The mood among consumers appears only slightly changed in May 2019. While income expectations improved slightly, economic outlook and propensity to buy declined somewhat. For June, GfK is predicting a consumer climate value of 10.1 points, following a revised May figure of 10.2 points.

Following a period of stability, the consumer climate was forced to take a small hit once more. While income expectation appears relatively stable and is increasing again from an already very high level, the economic outlook is continuing its downward trend, albeit less rapidly. Propensity to buy has also had to concede some of its excellent level. The gap between economic outlook and income expectations therefore continues to widen in this month, too.

Economic outlook's downward trend slowing: The downward spiral of the economic outlook has continued in May. However, it has significantly reduced its speed. The indicator fell to 1.7 points following a comparatively small loss of 1.3 points. The economic outlook has therefore lost almost 32 points within a twelve-month period. The global cooling off of the economy, the endless discussions around Brexit, and the risk of an escalation of the trade conflict with the USA have also put a noticeable brake on the economic outlook of consumers. Persistent trade conflicts pose a particular threat to the export nation of Germany. Weak periods of economic activity have a similar effect on export markets. As a result, the growth prognoses for Germany were recently reduced by around 0.5 percent. However, the German economy got off to a surprisingly good start in 2019. According to data from the Federal Statistical Office of Germany, GDP grew by 0.4% in the first quarter compared to same period of the previous year. Germany's economic performance stagnated in the last quarter of 2018 (0.0%), and even declined somewhat in the third quarter by -0.2%.

Income expectations show slight increase: Contrary to the weakening economic outlook, income expectations among consumers continue to remain largely stable at an already very high level. The indicator rose by 0.9 points and now stands at 57.7 points. It is also five points higher than at the same time last year. The gap between economic and income expectations has therefore widened again. The income indicator has benefited in particular from an excellent job market. For example, the number of persons in employment in the first

quarter of 2019 rose by 1.1% compared to the same quarter last year. According to statistics of the Federal Statistical Office of Germany, 44.9 million people are currently in employment, the highest it has been since the reunification of East and West Germany. The strong demand for workers is also leading to a significant increase in employees' incomes. Pensioners can also profit from this since the progress of their income is linked to wage trends.

Propensity to buy loses some of previous month's gains: In contrast to the economic outlook, propensity to buy has suffered moderate losses in May. Following a decrease of 2.6 points, the indicator currently stands at 50.5 points. It was therefore forced to concede part of the gains it recorded in the previous month. The continuing high level of propensity to buy proves that the mood among consumers remains unchanged. This is very positive news in light of the general economic uncertainty. This optimism is most certainly due in part to the good and stable situation on the job market. If this positive consumer mood is to continue, it is essential that employees remain certain regarding the security of their jobs. However, if employees begin to increasingly doubt the security of their jobs, this would put a strain on consumer mood.

Mild deterioration in consumer climate: For June, the consumer climate is exhibiting a value of 10.1 points, 0.1 points lower than May. Despite this slight decrease, consumer climate continues to look positive and stable. As before, GfK is predicting that real private consumer spending in 2019 will increase by around 1.5%. Domestic demand will form an important pillar of the economy. For this to remain the case in future, it is necessary that the uncertainty caused by the trade conflict with the USA and discussions around Brexit do not increase any further. Should this happen, it would put a dampener on the consumer climate and the current prognosis would certainly no longer be sustainable.

SALES ACTIVITIES

Germany/Switzerland Sales Mission (May 13th - 17th, 2019):

Visit St. Pete/Clearwater and Visit Orlando joined forces to organize and expedite a Sales Mission to Germany and Switzerland in the following cities: Hanover, Oberursel, Frankfurt and Zurich. The program comprised holding both product management meetings as well as comprehensive in-house reservations agent training sessions at top German and Swiss tour operator offices: America Unlimited, TUI Germany, Thomas Cook, DER Touristik, FTI Touristik, Hotelplan Suisse and Knecht Reisen. In addition, product directors and managers were invited to participate in further business development sessions.

Tour operators reported that the USA is still among the top long-haul destinations for German and Swiss travelers. Summer bookings are currently relatively stable to U.S. whereby VSPC is pacing slightly ahead of other FL destinations. The strength of the USD relative to the EUR and CHF, lingering perceptions of Red Tide issues, and a “wait and see” attitude among consumers related to whether the summer weather in Europe will be as “glorious” as last year are all affecting booking behavior. As a matter of clarity regarding the weather: In 2018, continental Europe went straight into fabulous summer weather as early as April lasting until late September. “Stay-cations” became the trend vs. long-haul “Va-cations”. Inasmuch, the expectation is that this year, a wave of last-minute vacation booking will be the rule rather than the exception. There is also an increasing demand for travel inspiration, i.e. customers are looking for unique experiences and soft adventure. While consumers utilize the internet heavily to research a potential vacation destination, offline bookings (i.e. via a travel agency) still far outweigh online bookings (e.g. via OTA’s) to the tune of 3:1.

Visit USA Germany Bowling Workshops (May 14th & 16th, 2019):

We participated in the innovative bowling workshops in Stuttgart and Cologne this month. This educational and interactive forum for travel agents was a cooperative effort organized by the Visit USA Germany Committee and Brand USA. During these programs, we had the opportunity to train over than 125 travel agents, who were divided into smaller groups of up to 10 persons upon registration. Each travel agent group participated in a comprehensive 10-minute training workshop followed by an interactive bowling tournament along with American buffet. Our sponsoring VSPC beach bags for both events resulted in considerable additional exposure and mentions during the award ceremony for the best bowling team at the conclusion of the evenings.

The Travel Club & Your Travel Workshop, Netherlands (May 24th, 2019):

In further pursuit of our sales efforts in the Dutch market – particularly with Delta’s new TPA-AMS service starting May 23rd – we participated in a special, high-quality travel agent training program at the Travel Club & Your Travel Workshop in Ermelo, Netherlands.

The Travel Club is the largest and fastest growing independent franchise organization for independent travel consultants and business advisors in the Netherlands and Belgium. More than 360 travel agents are members producing an annual turnover of > €122 million (2018).

Twice a year The Travel Club organizes the well-known “Workshop Days” during which suppliers have the opportunity to present products and educate agents - 18 sessions of 20 minutes each.

The May event was a great success whereby we presented the many features and benefits of our area to over 100 retail agents. Everyone was eager to learn more about Delta’s new service from AMS->TPA!

IPW (June 1st - 6th, 2019):

U.S. Travel Association’s IPW is the leading international inbound travel trade show driving \$4.7 billion in future travel to the United States. It is a national showcase of America, where U.S. travel exhibitors connect with travel buyers and media from more than 70 countries to promote their products, negotiate future business and build relationships. IPW secures America’s position as a foremost global travel destination by increasing international visitation and showing the world the best of what the U.S. has to offer. This year’s show will be held in Anaheim, California.

This month we finalized our appointment schedules and made all further necessary arrangements for attending this important travel trade show.

Swiss VIP Client Business Development Event (July 9th, 2019):

We will again orchestrate an upscale business development event for Switzerland’s most productive tour operators and travel trade media with 2019 marking our 8th consecutive year. We are pleased that Visit Tampa Bay will again be our co-host this year.

In past years, this event was held in March directly following ITB. Last year both CVB’s agreed to shift the timing of this year’s event to the summer. This new timing lends itself well to incorporating an interactive outdoor activity, the focus of which will be destination education.

The venue has been secured. Event logistics such as function room space and set-up details, menu selection, room rate negotiation and block, guest hospitality gifts, collateral shipping, compilation of the guest list, deployment of invitations with Rsvp deadline of 6/19 and a myriad other details were all conducted this month. In addition, we worked on the fine-tuning related to the interactive outdoor element of the program.

Cruising Reise Retail Travel Agent Training Event (August 29th, 2019):

Due to our very good relationship with Dirk Zielinski, Product Manager North America of Cruising Reise GmbH, we have been invited to participate in a special retail travel agent training event to be held in Hannover, Germany – where available spots were extremely limited. This month we successfully negotiated an expansion of the tour operator's VSPC product offers in conjunction with our partaking in this event.

Visit USA Road Show Netherlands (September 16th – 18th, 2019):

For the second time, the Visit USA Netherlands will organize a B2B road show, which will include training events in three cities: Zwolle, Den Bosch and Rotterdam. The road show is expected to attract over than 150 travel agents. The training format will include intensive speed dating sessions for all agents. As space is limited, we registered early to secure our participation.

Visit USA Switzerland Road Show (September 24th – 26th, 2019):

Scheduled to be held in St. Gallen, Zurich, Lucerne and Bern, the road show is expected to attract over 200 travel agents. Both morning and evening training sessions are being scheduled during which we will have the opportunity to present our area in the more intimate roundtable format. By virtue of conducting trainings in four Swiss cities in short order, we will cover a broad catchment area just ahead of the upcoming important fall booking season. Space was limited for these training events allowing for only 10 suppliers; thus, we are pleased to have secured this excellent exposure and engagement opportunity by means of our early registration.

Del-Tour Belgium B2B Workshop (October 17th, 2019):

After last year's successful program, we will again participate in Del-Tour's B2B workshop due to be held in Liège, Belgium. The B2B event is expected to attract agents from the French-speaking part of Belgium as well as agents from neighboring Luxembourg. During the full-day workshop, agents will be trained in small groups in 15-minute sessions. In addition, a VR booth will be set up giving agents a virtual experience. Furthermore a photo gallery of the workshop will be projected live on social media through Eventer, a geolocation based app. Registration was completed this month to secure our participation at an early-bird rate.

Visit USA Germany Seminar & Halloween Event 2019 (October 25th – 27th, 2019):

For the tenth consecutive year, we will participate in the annual Visit USA Germany Seminar & Halloween Event. This year's seminar weekend will take place at the Hilton Garden Inn Frankfurt Airport.

VSPC will share a seminar training session with Visit Orlando and SeaWorld Parks & Entertainment, jointly conducting ten intensive training sessions throughout the course of a full day. An evening Halloween extravaganza is planned as the highlight of the weekend.

We registered early for this event in order to secure one of the coveted presentation slots and contacted Visit Orlando and SeaWorld Parks & Entertainment accordingly to initiate coordination of our joint training session.

USA-Canada Experience Netherlands (October 31st - November 1st, 2019):

The Dutch travel trade event "*USA-Canada Experience*" is a two-day event providing supplier partners with an exceptional opportunity to inform and educate the Dutch travel trade and conduct one-on-one sales meetings directly with product managers and media. A full-day workshop will see us holding comprehensive training sessions for over 100 agents from all over The Netherlands. The event will culminate in an exciting contest and travel prize raffle.

This month registration was completed to secure our participation at an early-bird reduced rate.

Visit USA Austria Seminar (November 14th – 15th, 2019):

Known as Austria's premier travel trade event, the Visit USA Seminar Austria will be held in Vienna this fall and is expected to attract up to 140 agents. The format will comprise an afternoon comprehensive educational seminar with an ensuing evening event. The seminar program will include a table top marketplace and an on-stage "interview" session with each exhibitor. The Visit USA Committee Austria will again organize a post-seminar "evaluation breakfast" during which we will have the opportunity to provide feedback and discuss future planning. Our 'early-bird' registration has been submitted thereby securing a discounted participation fee.

Additional Activity:

- Following the **Visit USA Germany B2B webinar training** conducted on 4/25, we received requests from over 30 travel agents for additional insider tips and Gulf to Bay destination magazines this month!
- We supported retail travel agency **Reisebüro Stiefvater in Freiburg, Germany** anew with collateral material for distribution among their customers who are planning pre/post cruise visits to our area.
- The **Visit USA Belgium** modernized their logo and revitalized their website to exude a new look & feel related to promoting the USA. We supplied the organization with inspiring content, imagery and our logo for promotion of our destination via their channels.
- German tour operator **CANUSA Touristik** was provided with a stock of 500 Gulf to Bay destination magazines for distribution among their clients.

MARKETING INITIATIVES

Our efforts continued this month in developing/expediting marketing initiatives and advertising programs, which included:

German National Consumer Campaign:

- **YOUR NEW HOTSPOT! DIGITAL & CROSS MEDIA CAMPAIGNS** (April-June)
This is a brand new and exciting campaign strategy custom-designed for VSPC!
In today's digital environment, consumers continuously seek hotspot connectivity to facilitate communication. This was the impetus to develop a campaign designed to capture our target group in their workaday lives and drive them to our destination, i.e. by promoting our destination as "Your New HOTSPOT" ... in German "Dein neuer Hotspot".
 - **Digital / Social Media Campaign**
 - Target Group:*
 - ✓ Consumers, male/female, age 35-60, couples, families, mid/high income, located in bigger cities (1 M pop.), interested in traveling, USA
 - Social Channels:*
 - ✓ Facebook and Instagram

Planned Formats:

- ✓ Carousel Ad, Video Ad, Instagram Story Ad
- ✓ Link Ad each in Instagram and Facebook
- ✓ Google Search Engine Ads

General Execution - Phase 1:

- ✓ 2 x Videos (2 on each social channel for A/B testing) - Facebook and Instagram

General Execution - Phase 2:

- ✓ Retarget all video watches based on Phase 1 with Carousel Ad, Link Ad (FB/Insta) and Story Ad

Estimated reach is 6.4 million over the campaign period.

Expedia is our activation partner on this campaign.

Results to be forthcoming.

➤ **Cross Media Campaign (In-Store, Print & Digital)**

To expand our scope, we will integrate a cross media promotion with a partner that has a widespread network: Expert electronics stores. Founded in 1962, Expert is a cooperation of retailers for consumer electronics, information technology, telecommunications, home entertainment and electrical appliances. Known as a leading German brand in the consumer electronics industry, Expert's scope comprises 210 independent retailers with 443 sites belonging to the powerful Expert group.

The initiatives with Expert will include in-store, print and digital elements:

• **In-Store**

A St. Pete/Clearwater "Beach Box" will be produced containing cool gadgets such as a power bank, stereo earphones, selfie-stick, mobile device waterproof case, travel adapter and mobile device holder. 5,000 limited edition beach boxes showing our imagery, logo, the gadgets and a sweepstakes element will be retailed in all Expert stores.

Furthermore, point-of-sale promotion includes display on in-store TV screens, i.e. Ø 100 TVs in each store with 50 rotations every day per store.

Estimated reach is 14 million contacts each month in each store.

Of note:

The beach box sweepstakes element for a chance to win a trip to St. Pete/Clearwater will include an 'enter-to-win' vanity URL (expert.de/strandoase). Accessing the site will lead to a dedicated Expert microsite, which will include a link to America Unlimited, our activation partner. America Unlimited's link will lead to a dedicated St. Pete/Clearwater microsite with destination information and travel offers.

• **Print - Newspaper Inserts**

Print inserts featuring the beach box and sweepstakes element will be included four times in several newspapers with a cumulative circulation of 77.2 million.

• **Digital Channels**

In addition, Expert will promote our beach box (including the sweepstakes) through their own online channels:

Expert Website:	1.5 million unique visitors per month
Expert Newsletter:	200,000 subscribers
facebook:	170,000 active users
KaufDa:	2.5 million readers

Estimated reach for the cross media promotion is 10.2 million. Results to be forthcoming.

Brand USA 'Affinity' Co-Ops:

- **EXPEDIA AFFINITY PROGRAM** (January 15th – May 31st, 2019)
Expedia's network of sites attracts a monthly audience of tens of millions of unique visitors. With Expedia being our activation partner for this campaign, we will focus on an integrated marketing approach to engage consumers with the right messaging at the right time with a view toward driving activation.
The campaign comprised of **banner placements** linking to a **dedicated landing page** (containing destination content, video and travel offers) will run in three countries across the Expedia Brands Portfolio. Based on market intelligence related to booking behavior, portal placements will be allocated as follows: Germany - 75% Expedia / 25% on Hotels.com, Switzerland - 100% on Hotels.com, The Netherlands - 100% on Expedia.
Liaising closely with Linda Zimmerman and Lan Luu of Expedia, all assets required for creative development of banners and landing page have been delivered, proofed and approved. Expedia suggested a portion of the campaign be extended to May 31st. Results to be forthcoming.

VISIT FLORIDA Co-Ops:

- **GREAT OUTDOOR ADVENTURES & BEACHES** (April/May)
This is Brand USA's Florida-focused multi-channel co-op program for Germany. It consists of content thematically built around the many fabulous outdoor experiences available to travelers in Florida with rich storytelling and a targeted distribution strategy.
 - **Multi-Channel Program**
Consisting of digital and print insert, Google Display Network (5,750 guaranteed clicks), Facebook carousel ad unit (1 dedicated tile), Expedia activation (highlighted in custom Florida Expedia campaign).
 - **Content Creation & Distribution**
Consisting of video content (2-minute video), media iQ (195,000 video teaser views), dedicated destination experience page (in German) on visittheusa.com, outbrain (4,000 guaranteed clicks to experience page). On site video shoot completed this month. Music options for the video were presented by Miles Partnership. We made recommendations as to what would work best in the marketplace.
 - **Digital Magazine**
Inclusion in dedicated Visit Florida edition with content featured across all modules (itinerary, travel spotlight, what's new).
 - **Expedia Media Engagement**
Estimated 9 million impressions driving to Florida content and booking opportunities across Expedia passport ads, banners and travel emails.
All assets have been delivered. Results to be forthcoming.

Tour Operator Co-Ops:

- **CANUSA TOURISTIK PROMOTION PACKAGE** (January-April)
We have joined forces with Canusa Touristik on an innovative digital promotion focused on raising awareness, attracting new customers and generating bookings for VSPC on several platforms:

- **Content Package 96h in St. Pete/Clearwater** – January 15th, 2019 - open ended

A 3-day/96-hour itinerary has been developed giving potential customers an inspiration for their next trip to VSCP. The package will include maps, destination content, daily suggestions highlighting exciting area attractions, insider tips, special offers, images and videos. Canusa.de boasts 1.3 million unique website visitors yearly.

All required assets have been delivered, layouts received, proofed and approved.
- **Promotion Package Content** – January 16th - March 16th, 2019

The goal of this element is to reach new customers with an enticing content campaign. Existing content on the CANUSA website will be combined with attractive, representative travel packages in individual recommendation ads. Approx. 1.5 million ad impressions on premium websites.

All required assets have been delivered, layouts received, proofed and approved.
- **Exclusive Newsletter**– April 16th, 2019

An exclusive VSPC newsletter will be deployed to 50k targeted readers and will include 3 newly created travel packages.

Wrap up ...

Total Reach 31,274 website visitors
 1.5 million ad impressions
 50,000 newsletter subscribers / opening rate of 30% / click rate: 2.9 %
 366 booking requests during the campaign period
- **DERTOUR** (May-June)
 - **B2C Landing Page** – May 3rd - May 31st, 2019

Dertour created a dedicated landing page to promote our area. In addition to general destination information and imagery, it also features six travel teasers. The landing page is positioned on the North America platform on the dertour.de website with an expected 8,000 visits.
 - **B2B2C Homepage Teaser Box** – May 3rd - May 31st, 2019

Prime positioning of a teaser box on the USA Reisen platform. Box contained VSPC logo and key visual and linked to the landing page. 700,000 page impressions per month.
 - **B2C Facebook Ads** – May 3rd - May 31st, 2019

Two Facebook posts dedicated to VSPC were launched this month linking to the St. Pete/Clearwater dedicated landing page. Dertour's Facebook page has 85,000 fans/followers.
 - **B2C eNewsletter Teaser** – May 19th, 2019

A VSPC teaser with logo and travel offer was placed in Dertour's eNewsletter. The teaser linked to the respective landing page. The newsletter was deployed to 53,000 subscribers.
 - **B2C eNewsletter** – June 27th, 2019

VSPC will be featured in a one-off dedicated eNewsletter including 4 tactical travel offers and enticing travel tips. The newsletter will be deployed to 53,000 subscribers and linked to the landing page.

Landing Page, Teasers and Facebook ads were approved and launched.
- **FTI TOURISTIK ACADEMY** (March-December 2019)

We are excited to be part of FTI's very successful eLearning academy together with 3 additional Florida partners: Greater Fort Lauderdale, Naples, Marco Island & Everglades and Sarasota. Themed as "Florida's Best Beaches!", each destination partner is presented on 3 pages containing comprehensive content, imagery and video.

The FTI Academy is one of the most prominent tourism eLearning vehicles in the German and Austrian markets. With 14,000 registered users, the FTI Academy is also one of the largest eLearning providers. The educational program is promoted via several channels such as newsletters, press releases and raffles. Furthermore, it will be accessible 24/7 for 8 months!

- **TENZING TRAVEL** (Netherlands)
 - With Tenzing Travel – one of Netherland’s top tour operators – and Brand USA, we will promote our area in addition to creating awareness for Delta’s new service from Amsterdam to Tampa on several platforms:
 - **TENZING TRAVEL B2B MEDIA** –April/May 2019
 - **2x Facebook Posts** (2,048 followers, 90% reach in target audience)
 - **1x Teaser in eNewsletter** (to 7,000 subscribers) with link to dedicated landing page (incl. logo placement)
 - **Placement of destination in “Tenzing Miles” eLearning program** (incl. logo placement)
 - **THE TRAVEL CLUB B2C MEDIA** –April/May 2019
 - **Inclusion in eNewsletter** (to 90,000 subscribers) with link to dedicated landing page (incl. logo placement)
 - **Homepage Integration for 1 month** (est. 20,000 ad impressions)
 - **3x Social Media Posts** (150,000 reach)
- All elements have been created and have launched.

Travel Trade/Consumer Publications & Portals:

- **TRAVELUTION** (Netherlands) – circ. 7,500; readership 10,000 *Trade*
 - Travelution Media Circle – April - June
 - Two ‘Media Circle’ initiatives will be launched including the following elements:
 - **Dedicated eNews Blast** of VSPC offers to their retail trade database including all mobile travel agents at home and incentive organizers (7,500+). In addition, 475 media specialists at national and regional media will be target. Furthermore, the mailing will be deployed to 3,000 Dutch-speaking agents in Belgium.
 - Publication of a **‘Spotlight’ article** in on www.travelution.nl (average 2018 = 7,568 unique visitors monthly, 37,846 monthly page views). The article will also be shared with Dutch LinkedIn connections.
 - Tweet on the Travelution **Twitter** account
 - Post on the Travelution **Facebook** account
 - Post on the Travelution **Instagram** account

Travelution is the Netherlands’ leading travel industry publication with a readership of 10,000. With a personalized cover letter, issues are mailed to all business and leisure travel agents. The magazine is also distributed to all tour operator product managers, buyers, sales managers and board members, incentive organizers, airlines and tourist boards – in short, Travelution reaches close to 100% of the Dutch travel industry. The publication enjoys a long shelf life and research shows travel professionals utilize it as a reference piece due to the accurate and high-quality information provided. In addition, Travelution has his own website giving a weekly overview of most important news items in the travel industry with cross links to complete press releases. The

website boasts approximately 31,407 unique users, 370,684 page views and 1.2 million page impressions monthly.
Pub frequency: 1x/mth

Public Relations:

Kaus Media Services - VSPC's German PR Agency

This month saw us assisting the agency with the following tasks:

- **Newsletter May:** Proofread and corrected.
- **Press Release May:** Proofread and corrected.
- **New & Now:** Translation was proofread and approved.

All initiatives, activities and programs described herein have been duly completed as described.