

# CENTRAL EUROPEAN OFFICE

M A Y 2020

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## MARKET INTELLIGENCE / TRENDS

Market news this month continued to revolve primarily around COVID-19. Following is a snapshot of developments over the course of the month:

### Mobility News

#### **Austria**

- Bigger shops and hairdressers may open and gatherings of up to 10 permitted from 1 May.
- Restaurants open under certain conditions from 15 May.
- Hotels and swimming pools open from 29 May.
- The border with Germany is to be fully opened again on 15 June. From 15 May there will also be only random checks at the borders.

#### **Belgium**

- Shops to open from 11 May.
- Schools to start again from 18 May, but with caps on number of pupils in each class.

#### **France**

- Shops, nurseries and primary schools to open on 11 May. Some middle schools to open on 18 May.

#### **Germany**

- Playgrounds, museums and churches to open from 4 May. Physical distancing measures to remain in place until at least 10 May.
- Decision on 6 May about schools opening.
- No larger events such as concerts and major sporting events allowed before 31 August.

#### **Greece**

- More shops permitted to open from 4 May, including bookshops and hair salons, and most restrictions on citizens' movements lifted.
- Schools to open gradually from 11 May.

#### **Italy**

- From 4 May, citizens are permitted to visit relatives in small numbers.
- Parks, factories and building sites open along with bars and restaurants for takeout service.
- Museums, libraries, and more retail shops reopen on 18 May.
- Hair and beauty salons reopen on 1 June.

#### **Netherlands**

- Primary schools and nurseries to open on 11 May, secondary schools on 2 June.
- Bars, restaurants, fitness clubs, museums, theaters to remain closed until at least 19 May.

## **Portugal**

- From 4 May, a three-phase plan to open up different sectors of the economy every 15 days starts with small shops, hairdressers, car dealerships and bookshops. Individual sports can resume on the same date. Face masks are compulsory in various public spaces.

## **Spain**

- From 4 May, restaurant takeout services, hairdressers and other businesses that operate via appointment reopen.
- From 11 May, bar terraces reopen at a third of capacity, healthy people may socialize in small groups and families can attend funerals. Two phases to follow.

## **Switzerland**

- Garden centers and hairdressers may open on 4 May, followed by schools and shops selling items other than food on 11 May.
- Gatherings of more than five permitted from 8 June.

## **Sicily**

- The southern Italian island of Sicily has announced it will offer to pay half of visitors' flight costs and a third of hotel expenses to entice tourists to return post-CV-19. Sicily will also provide free tickets to many of its museums and archaeological sites.

## **Border openings: Germany will allow holidays in Europe this summer**

The German government plans to end its global travel warning in mid-June and permit holidays in many European destinations this summer under certain conditions. After a video conference with colleagues from 10 popular EU destinations on Monday, German foreign minister Heiko Maas said the countries had agreed on a "coordinated and gradual" approach to opening their borders for international visitors. These are Austria, Italy, Spain, Portugal, Slovenia, Croatia, Greece, Bulgaria, Malta and Cyprus. Maas said he hopes to lift the blanket ban on international travel, which currently runs until June 14, for EU destinations. Individual travel advice about potential risks in each country would resume instead. Berlin is also considering reinstating specific travel advisories for some non-EU destinations, such as Turkey. However, it is still unclear what kind of quarantine arrangements German visitors might have to undergo in these destinations, most of which currently have 14-day quarantine periods for any international arrivals. In addition, travel arrangements for airports, airlines, ground transport and hotels also need to be clarified before cross-border leisure travel can resume properly.

*Mediterranean countries take different approaches:*

Major Mediterranean destinations where German visitors play an important role are taking different approaches to relaunching their tourism industries.

**Italy**, which has been hit particularly hard by the CV-19 pandemic, is aiming for a quick recovery and wants to reopen its border for tourists from 3 June onwards. The two-week quarantine will be lifted. Prime Minister Giuseppe Conte admitted it was a "calculated risk", but stressed the country's tourism industry "cannot wait for a vaccine".

**Greece** plans to follow soon afterwards and welcome international tourists from the start of July onwards. The country's beaches have already reopened with strict social distancing measures, bars and restaurants are due to follow on 25 May and hotels on 1 June. Foreign Minister Nikos Dendias declared: "Freedom of movement within the country will be restored, our hotels are preparing to reopen, the beaches are accessible again and archeological sites are reopening again to the public."

Mehr dazu

In **Portugal**, which was hit only mildly by the pandemic, the Algarve region is preparing to reboot its tourism business quickly. About 75% of the region's hotels should be open in June

and the remainder will follow in July. The regional tourism authority is currently drawing up measures to regulate access to beaches.

**Turkey** also wants to welcome foreign tourists again next month and hotels are implementing detailed governmental safe tourism concepts at present.

### Aviation

The **Lufthansa Group** is extending its free rebooking period until the end of 2021. Starting in June, Lufthansa, Eurowings and Swiss will expand their flight schedule. Moreover, the German carrier has disclosed its subsidiaries in "tax havens" in order to obtain state aid.

Passengers who wish to change their travel date are offered a one-time rebooking free of charge for the same route and the same class of travel. The new travel date must be before 31 December 2021. The new rule enabling clients of Lufthansa, Swiss, Austrian Airlines, Brussels Airlines and Air Dolomiti to postpone their summer holidays from 2020 to 2021 applies to tickets booked up to and including 30 June 2020 and with a confirmed travel date up to and including 30 April 2021. Flights must be rebooked prior to the originally planned start of travel.

Starting in June, Lufthansa, Eurowings and Swiss will be offering monthly restart schedules with 1,800 weekly flights to more than 130 destinations worldwide. The repatriation schedules will thus end on 31 May. A total of 160 aircraft, twice as many as in May, will serve 106 airports in Germany and Europe including sunny destinations such as Majorca, Sylt, Rostock and Crete.

In the first half of June, the flight schedule will also include 19 long-haul destinations, 14 more than in May. In total, the three airlines will thus be offering more than 70 weekly frequencies until mid-June, almost four times as many as in May. Further resumption of Lufthansa long-haul flights is planned for the second half of June as many European governments are expected to lift the travel bans effective until June 15.

Restrictions will be implemented with stricter hygiene and security regulations, which will also result in longer waiting times at the airport security checks. The catering offered will be limited until further notice. In addition, passengers will be required to wear a protective mask onboard during the entire flight.

Meanwhile, Lufthansa is negotiating a stabilization package worth € billion with the German Federal Economic Stabilization Fund including a silent participation, a secured loan and possibly a stake by the German government in the company's share capital. Conditions also have to be in accordance with the EU Temporary Framework, including the waiver of future dividend payments.

Leisure carrier **Condor** will receive a €550 million loan from the German government's corona shield program which is guaranteed by the Federal Republic of Germany and the German state of Hesse. The EU Commission has already given its approval. The airline had applied for the guarantee in order to prevent liquidity bottlenecks caused by the impact of the Corona crisis on air traffic and to repay the existing €380 million bridging loan the airline received in autumn of 2019. The loan consists of two parts – €294 million as Corona aid plus €256 million to refinance the bridging loan the airline received after the bankruptcy of its parent company Thomas Cook in late 2019.

After the Cook collapse, Condor secured a deal last year for a sale to Polish Aviation Group (PGL), the owner of Polish airline LOT. But PGL cancelled the agreement earlier in April as it is in severe financial difficulties, too.

## Travel Trade

### **Rescue fund demands: Travel trade hitting the streets**

For almost four weeks now, German travel agents have been taking to the streets demanding state support in a desperate situation. Small firms in particular have been hit hard by booking cancellations and clients demanding repayments. From Hamburg to Munich and Dusseldorf to Berlin, travel industry professionals are publically complaining about their desperate situation due to the Corona crisis. With hardly any new revenues and commissions, while suffering from ongoing operating costs and customers demanding repayments of cancelled trips, several travel agencies are threatened with insolvency. As the European Union declined to accept a mandatory voucher scheme to prevent large-scale customer repayments, travel companies are now seeking an instant aid program from the German government. In order to add weight to the demands of the travel trade, a classical grassroots movement has organized protests in over 50 German cities with more than 8,000 travel professionals focused on taking charge of their own destinies. The public protests have generated considerable media coverage online, in daily newspapers and even on TV. Moreover, high-ranking politicians have joined the protesters and kept hopes high that the German government will promise financial support. Protests are expected to continue over the coming weeks.

### **Destinations reloaded: Travel trade welcomes careful comeback plans**

Tourism managers in Germany are welcoming plans by Mediterranean and other European destinations to start carefully resuming business as CV-19 lockdown restrictions are eased and borders are re-opened. On 13 May, the European Commission presented a concept for EU states to permit cross-border travel again, for hotels to reopen if they meet strict hygiene and social distancing requirements, and for holidays to be permitted in areas where there is sufficient medical care capacity for guests if necessary. However, individual European countries will be responsible for deciding whether, when and how to implement these measures.

### **Re-opening plans: TUI and DER Touristik present hygiene concepts**

Europe's two biggest tour operator groups, TUI and DER Touristik, have each presented their concepts for how their own properties as well as partner hotels can operate safely and hygienically in future to combat any spread of the CV-19. Key measures include intensive cleaning, social distancing between staff and guests, virtually no food buffets and fewer entertainment or sports activities. "Customer surveys clearly indicate that safety and hygiene will be of paramount importance for holidaymakers after the lockdown," explained Sebastian Ebel, TUI's board member responsible for Holiday Experiences. "With our group-wide, integrated health and safety management system, we can ensure that our hotels meet guests' high expectations and offer the best possible protection against infections during these unusual times."

**TUI's 10-point plan**, with a set of measures and standards, will be implemented in the 400 properties of its own brands such as TUI Blue, Robinson and TUI Magic Life and made available to joint venture and hotel partners. Here is the plan in detail:

#### *Hotel organization*

- 1) **ONLINE CHECK-IN:** Holidaymakers can make check-in contactless at many hotels by checking in online via the hotel's website or via their smartphone.
- 2) **DISTANCE RULE:** In public areas such as in the restaurants, corridors or gyms, all employees are required to keep a distance of 1.5 to two metres between them and the guests. For example, tables in restaurants will only be cleaned when guests have vacated them.
- 3) **PERSONNEL PLANNING:** Staff will work together in fixed teams in order to reconstruct possible infection chains.

### *Capacity adjustment*

- 4) **RESTAURANT:** To limit the number of guests in restaurants capacities will be significantly reduced. Tables will be set up at a minimum distance of 1.5 metres apart.
- 5) **EXTENSION OF OPENING HOURS:** In order to provide sufficient space for all guests, the opening hours of restaurants and other hotel facilities will be extended.
- 6) **ENTERTAINMENT AND ACTIVITIES:** Only events, sports and entertainments involving a small number of participants and without close contact will be made available. The spa offer will be adapted and childcare will be organised according to new standards.

### *Hygiene and disinfection*

- 7) **EXPANSION OF DISINFECTANT DISPENSERS:** The number of dispensers will be significantly increased so that guests and employees can disinfect their hands at all important contact points.
- 8) **ROOM CLEANING:** all rooms will be thoroughly 'deep cleaned' before the arrival and after the departure of all guests.
- 9) **RESTRICTION OF SELF-SERVICE:** Self-service offers such as buffets will be reduced to a minimum. Wherever possible, food and beverages will be served to guests by staff wearing protective masks.

### *Extensive training program*

- 10) **TRAINING BY INDEPENDENT AUDITORS:** TUI will train all employees in its own hotels. There will be a comprehensive independent training and inspection programme for partner hotels.

For its part, **DER Touristik** is preparing to relaunch its travel program with adapted rules for distance and hygiene throughout the entire trip. This includes a concept developed by its hotels unit DER Touristik Hotels & Resorts (DTHR) together with international experts for employees, guests and partners of its own hotel brands Sentido, LTI, Calimera, Primasol, Cooee and Playitas.

Besides upgraded disinfectant plans, the concept also recommends spatial adjustments in hotel communal areas. For example, distances between seating areas are to be increased and, where necessary, receptions will be equipped with protective barriers made of plexiglass. In the restaurant areas, instead of buffets, alternative forms of catering are recommended in order to comply with the adapted rules on distance and hygiene.

“We are conscious of our responsibility for relaunching the extensive value chain of tourist hotels, with their guests, employees and partners, and want to use this awareness raising document to ensure that the relaunch for our hotels takes place as quickly and seamlessly as possible,” explained Christian Grage, Managing Director of DER Touristik Hotels & Resorts.

## **SALES ACTIVITIES**

### **Visit USA Germany Bowling Workshops (May 5<sup>th</sup>-7<sup>th</sup>, 2020):**

Original plan: The Visit USA Committee and Brand USA will join forces in staging an educational and interactive forum for travel advisors in Hamburg and Berlin. Up to 80 travel agents can participate in the evening events and will be divided into 8 groups of up to 10 agents upon registration. Each partner will hold a 10-minute workshop for each of the 8 travel agent groups followed by an interactive 60-minute bowling tournament and ensuing American buffet. With only 8 presenting partner slots, we registered promptly.

Updated plan: Due to the continued dramatic spread of CV-19 resulting in mobility and physical gathering restrictions, the organizers advised on 4/03 that this program could not be conducted as planned. Instead, a virtual alternative was established.

There is currently great interest and willingness among travel advisors to educate themselves. With past Visit USA Germany webinars being so successful, the Visit USA Committee invited all Bowling Workshop registrants to become part of their first-ever "**virtual road show**", which comprised a series of webinar blocks to be held by those of us who had originally registered to participate in the Bowling Workshops. Two blocks of webinars per day were conducted (morning and afternoon) with 3-4 partners each on three consecutive days (May 5-7). Each supplier partner had a 15-minute presentation platform plus 5 minutes' time for Q&A.

Our VSPC presentation was conducted on Wednesday, May 6<sup>th</sup> and was attended by 174 travel advisors in a block together with Naples, Marco Island & The Everglades and The Florida Keys. All travel advisor participants have received a recording of the presentation.

#### **DER Touristik Webinar (May 19<sup>th</sup>, 2020):**

This month we conducted a B2B webinar with DER Touristik focused on Visit St. Pete/Clearwater exclusively. The many features, benefits and myriad experiences in VSPC were the focus of the 45-minute presentation. Due to market sensitivities in conjunction with the explosive spread of the CV-19 coupled with massive customer repatriation and rebooking efforts across tour operator and travel agency platforms, the webinar was postponed from March 31<sup>st</sup> to May 19<sup>th</sup>. This ended up being an astute decision as we ended reaching an impressive 239 travel advisor participants this month, considerably more than we would have reach in March! All travel advisor participants have received a recording of the presentation.

#### **The Travel Club & Your Travel Workshop, Netherlands (May 15<sup>th</sup>-16<sup>th</sup>, 2020):**

Original plan: After our very successful participation in the above workshop last year, which was staged in conjunction with Delta Air Lines' inaugural flight from AMS->TPA, we will again participate this year in further pursuit of our sales efforts in the Dutch market.

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 (2019).

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. We are very pleased to have secured one of the coveted participation slots for the May workshop forum!

#### Updated plan:

Due to the continued dramatic spread of CV-19 resulting in mobility and physical gathering restrictions, the organizers have advised that this program cannot be conducted as planned as originally planned, i.e. in person. We will therefore plan to participate in the program for which new dates have been established: **November 5<sup>th</sup>-6<sup>th</sup>, 2020.**

#### **IPW (May 31<sup>st</sup>-June 3<sup>rd</sup>)**

Original plan: 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 Las Vegas, Nevada.

Supplier appointment scheduling was due to open 3/16. After President Trump announced a travel ban to the U.S. from Europe's Schengen countries on 3/12, IPW's General Manager deployed the following notification:

*We understand the tremendous impact last night's announcement to temporarily suspend air travel from Europe will place on IPW buyers, media, exhibitors and the entire travel industry both abroad and here in the U.S. We are hopeful that the government's aggressive actions will quickly resolve the worst of concerns about CV-19. We plan to issue an update about the status of IPW no later than April 3 and are looking at all scenarios to preserve this event for 2020.*

Updated plan: Due to the continued dramatic spread of CV-19 resulting in mobility and physical gathering restrictions, we received word from the organizers on 4/15 as follows: *We are saddened that circumstances of the CV-19 pandemic including global travel restrictions, flight reductions, mandated social distancing and stay-at-home orders both in the U.S. and abroad have made this year's event impossible to execute.*

**Visit Florida Webinar (June 25<sup>th</sup>, 2020):**

We will join forces with the Visit Florida to conduct a B2B webinar together with 8 Florida partners during 4 days. The webinar will be promoted on various channels including the travel trade media such as FVW, Travel Talk and TIP Austria. Comprehensive destination information, product highlights and insider tips will be presented to travel advisors during 45-minute sessions. Two destination partners will share each 45-minute presentation segment. We will hold the webinar on June 25<sup>th</sup> with VF partner Visit Tampa. Our webinar presentation was developed this month and transmitted to Visit Florida.

**Swiss VIP Client Business Development Event (June 30<sup>th</sup>, 2020):**

Original plan: We will again orchestrate an upscale business development event for Switzerland's top producing tour operators and travel trade media with 2020 marking our 9<sup>th</sup> consecutive year. We are pleased to welcome Visit Florida as our co-host this year. As last year, we will continue with the summer timing incorporating an innovative and interactive outdoor activity focused on destination education. The event also focuses on expressing our gratitude for continued partnership and business to the destination. The venue has been secured. Event logistics are in the planning stages.

Updated plan: Due to the continued dramatic spread of CV-19, mobility and physical gathering restrictions are slated to remain in place until the end of June. We have therefore tentatively postponed the event to August 24<sup>th</sup>. The situation will be re-evaluated in July.

**FTI Freestyle Camp (July 9<sup>th</sup>-11<sup>th</sup>, 2020):**

Original plan: FTI will be launching a brand new B2B educational program this year. The "Freestyle Camp" is a full weekend event during which suppliers will meet with agency owners, decision makers and over 280 of Germany's top agents with highest turnovers for the FTI Group. Innovative and experiential activities will ensure a highly concentrated engagement with travel advisors, in addition to entertaining networking events making for lasting impressions. Pre/post marketing initiatives will enhance the impact of the event, ensuring repeated VSPC presence and messaging on FTI's channels. We registered for this one-of-a-kind opportunity in cooperation with Visit Orlando (shared stand).

Updated plan: Due to the continued dramatic spread of CV-19 resulting in mobility and physical gathering restrictions, FTI advised last month that this program could not be conducted as planned and has been postponed until the summer of 2021.

As compensation for the postponed 2020 event, FTI offered us the possibility to publish actual VSPC offers/infos on their B2B service webpage. We provided the tour operator with respective destination input including our "Brighter Days Ahead" campaign, the recording of the recently conducted Visit USA Committee Germany webinar as well as the link to our Brand USA eLearning.

### **Visit USA Switzerland Road Show (September 22<sup>nd</sup> - 24<sup>th</sup>, 2020):**

Original plan: Scheduled to be held in St. Gallen, Zurich, Lucerne and Bern, the road show is expected to attract over 200 travel agents. We will have the opportunity to present our area in the more intimate roundtable format during both morning and evening training sessions. 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.

Updated plan: We were advised this month that the road show will not be conducted as planned due to the CV-19 restriction on gatherings of more than 10 persons. Our **Visit USA Committee Switzerland** thus prompted all members to submit relevant destination education platforms for placement on the VUSA Switzerland website. We promptly shared our VSPC eLearning program established on the Brand USA Discovery Program website.

#### *Additional Activity:*

- Continued to participate in innumerable conference calls, tourism organization webinars, sales calls, deployed updates to key clients with VSPC destination information links, sent communiqués to HQ on developments around the CV-19 pandemic in Europe, etc.
- Continued to deploy email updates to travel trade partners promoting developments and campaigns in VSPC (e.g. Brighter Days Ahead, virtual fams, VSPC travel trade website resources, etc.) and at the same time, offered our assistance and support. Feedback from our travel trade partners regarding our campaigns and comprehensive website content has been extremely favorable and much appreciated!
- As the Q1, in-person **Visit USA Committee Germany** meeting scheduled for March 18<sup>th</sup> was cancelled due to CV-19, a survey was deployed among all members this month inquiring about interest in participation in a virtual meeting to be held in June. We responded with a ‘Yes’ for the proposed date of June 25<sup>th</sup>.
- Supported our **Visit USA Belgium** with development of their new “All Together Campaign” for which a 45-second destination video with a personal message for Belgian travelers was requested. Our thanks to Rosemarie Payne for her effort in creating the personalized video directly from our fabulous sugar sand beaches!
- Dutch Tour operator **USTRavel.nl** updated their customer travel app for which we provided a comprehensive set of VSPC images as well as content.
- We assisted HQ with the **translation** of the “**Beach for every Mood**” pages on the VSPC website.
- **Website Requests for Destination Magazines:**  
41 requests received via the crm@simpleviewinc.com platform this month.

## **MARKETING INITIATIVES**

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

#### Brand USA ‘Affinity’ Co-Ops:

- **EXPEDIA AFFINITY PROGRAM** (January 15<sup>th</sup> – July 31<sup>st</sup>, 2020)
  - **Banner Placements** linking to **dedicated landing page** (containing destination content, video and travel offers) will run in three countries across the Expedia Brands Portfolio: Germany 75% (placing 85% on Expedia / 15% on Hotels.com; Switzerland



15% (with 100% placement on Hotels.com), The Netherlands 15% (with 100% placement on Expedia).  
Additional campaign scope/details may be referenced in previous monthly reports.  
Campaign paused until further notice in the aftermath of the travel ban to the U.S. from Europe's Schengen countries imposed by President Trump on 3/12 as a result of the CV-19 pandemic.

Brand USA 'Originals' Co-Ops:

- **SPRING GERMAN MULTI-CHANNEL CAMPAIGN** (April/May)
  - **Mobile Takeover Unit:** 200,000 est. impressions / hero image & click-through to destination content
  - **GoogleDisplayNetwork Traffic Gen:** 4,000 clicks
  - **Facebook Carousel Ad Unit:** Added value, Tile 3 or 4 position in one unit
  - **Expedia Activation Partner Marketing:**
    - Dedicated hotel results page (one page per co-op)
    - 415,000 co-branded display ads driving to a hotel search results page
    - Inclusion on "Visit The USA" landing page linking to our hotel search results page

Additional campaign scope/details may be referenced in previous monthly reports.  
Campaign paused until further notice in the aftermath of the travel ban to the U.S. from Europe's Schengen countries imposed by President Trump on 3/12 as a result of the CV-19 pandemic.

VISIT FLORIDA Co-Ops:

- **CANUSA TOURISTIK** (November 2019/June 2020)  
Details on campaign package initiatives may be referenced in previous monthly reports.  
Synopsis of campaign elements/initiatives:
  - **B2C CANUSA Magazine** – November 2019
  - **B2C CANUSA eNewsletter** – December 2019
  - **B2C Ad Placement in GEO Saison Magazine** – January 2020
  - **B2C Out-of-Home Bus Wrap**– February-June, 2020
  - **B2C Ad Placement on Social Media Platforms** – March 2020

Individual campaign elements (social media) paused until further notice in the aftermath of the travel ban to the U.S. from Europe's Schengen countries imposed by President Trump on 3/12 as a result of the CV-19 pandemic.

- **SECRET ESCAPES** (February/March)  
Details on campaign package initiatives may be referenced in previous monthly reports.  
Synopsis of campaign elements/initiatives:
  - **Microsite** – February 26<sup>th</sup> – March 22<sup>nd</sup>, 2020
  - **Newsletter** – February 26<sup>th</sup>, March 11<sup>th</sup>, & 18<sup>th</sup>, 2020
  - **Display ads** – February 24<sup>th</sup> – March 22<sup>nd</sup>, 2020

Run time on individual campaign elements (microsite & display ads) paused in the aftermath of the travel ban to the U.S. from Europe's Schengen countries imposed by President Trump on 3/12 as a result of the CV-19 pandemic.

German National Consumer Campaign:

- **B2C SOCIAL MEDIA “ESCAPE” CAMPAIGN** (February-April)  
Details on campaign package initiatives may be referenced in previous monthly reports.  
Synopsis of campaign elements/initiatives:
  - Facebook Video Ads and Link Ads
  - Instagram Video Ad, Story Ads and Link Ads
  - Google Search Ads
  - DSP Programmatic Native and Display sitesRun time on individual campaign elements paused in the aftermath of the travel ban to the U.S. from Europe’s Schengen countries imposed by President Trump on 3/12 as a result of the CV-19 pandemic.

Tour Operator Co-Ops:

- **CANUSA TOURISTIK PROMOTION PACKAGE** (January 2020-open ended)  
Details on campaign package initiatives may be referenced in previous monthly reports.  
Synopsis of campaign elements/initiatives:
  - **You Tube Video** – March-open ended
  - **Social Media Promotion Premium** – mid-March – mid-April 2020Run time on individual campaign elements paused in the aftermath of the travel ban to the U.S. from Europe’s Schengen countries imposed by President Trump on 3/12 as a result of the CV-19 pandemic.
- **KNECHT REISEN** (Switzerland)  
Details on campaign package initiatives may be referenced in previous monthly reports.  
Synopsis of campaign elements/initiatives:
  - **Jelmoli Campaign** – January - July 2020  
Details on campaign package initiatives may be referenced in previous monthly reports. Synopsis of elements/initiatives:
    - January-July 2020: Total campaign runtime
    - January-March 2020: Motivation phase with contest teaser
    - April 2020: Voting phase and selection of «Miss Jelmoli 2020» winner
    - May 2020: Winner trip to St. Pete/Clearwater
      - **Online Store Photo Drawing:** VSPC will be featured with key visual and logo.
      - **Standalone Newsletters:** 2 standalone newsletters, one in January/one in March.
      - **Online:** Presentation of Miss Jelmoli winner in Jelmoli-Versand’s online store.
      - **Print Catalog:** Direct mailing containing the Miss Jelmoli contest.
      - **eNewsletters:** The Miss Jelmoli contest featured in five newsletters.
      - **YouTube Trailer:** Trailer for the contest featured on Jelmoli YouTube channel.
      - **Facebook Posts:** Minimum of 5 posts on Jelmoli FB platform.
      - **Instagram Posts:** Minimum of 5 Instagram posts on Jelmoli Insta platform.On top by **Knecht Reisen: eNewsletters, Facebook & Instagram Posts**  
Run time on individual campaign elements paused in the aftermath of the travel ban to the U.S. from Europe’s Schengen countries imposed by President Trump on 3/12 as a result of the CV-19 pandemic.

- **TUI GERMANY** (January - May)  
Details on campaign package initiatives may be referenced in previous monthly reports.  
Synopsis of campaign elements/initiatives:
  - **B2B Instagram Story & Raffle** – January
  - **B2B TUI Newsletter Teaser** – January
  - **B2B2C Instore TV Communication** – January
  - **B2C TUI.com Weekly Integration** – February + May
  - **B2C TUI.com Hero Teaser** – February
 All campaign elements completed except for the TUI.com weekly integration scheduled for May, the launch of which was paused in the aftermath of the travel ban to the U.S. from Europe's Schengen countries imposed by President Trump on 3/12 as a result of the CV-19 pandemic.

Travel Trade/Consumer Publications & Portals:

- **INFOX GERMANY** (2019/2020) *Trade*  
We negotiated a special deal to deploy a number of exclusive VSPC eNewsletter blasts via INFOX distribution service within the next 6 months to over 25,000 travel agency and travel advisor contacts.  
The first eNews blast launched in December with #Danke2019 (#Thanks2019) theme focused on a VSPC review of the year 2019 coupled with engaging travel advisors by inviting them to share what they were thankful for in 2019 on our social media channels. Best answers received a dolphin beanie as a thank you gift.
  - ✓ Results of the December blast was an opening rate of 20.86% with a CTR of 4.01 %.
 The second blast was deployed May 5<sup>th</sup> with our “Brighter Days Ahead” messaging, introduction of the new Gulf to Bay Magazine and link to subscription for our VSPC eNewsletter.
  - ✓ Results of the May blast was an opening rate of 21.92% with a CTR of 5.22 %
 Timing for the third blast is currently being negotiated. Estimated timing is fall 2020.
- **TRAVELUTION – The eTraining Company** (Netherlands) *Trade*
  - Travelution exclusive VSCP eLearning – February-December  
The eTraining Company owned by Travelution will create and upload an eLearning program dedicated exclusively to St Pete/Clearwater on the Dutch travel advisor training platform [www.etraveltraining.eu](http://www.etraveltraining.eu). This online eLearning platform targets independent travel professionals who advise travelers in a tailored way utilizing their networks, sharing destination knowledge and experience and are very motivated, being they are all independent entrepreneurs. Comprised of 30 comprehensive destination training modules, VSPC will seize the opportunity to update, educate and inform these advisors in a very targeted and efficient way.  
Reach: The Travel Club (approx. 275 agents in the system)  
Travel Counsellors (approx. 230 agents in the system)  
Personal Touch Travel (approx. 165 agents in the system)  
TravelXL (approx. 215 agents in the system)  
The eLearning went live in February. With travel advisors eager to educate themselves during the CV-19 pandemic, we agreed to keep the eLearning live with Travelution agreeing on continued pushes of our program via several channels including eNews blasts and social media channels. Participants to date: 196.

Our efforts continue every month in negotiating and fine-tuning marketing initiatives with our vendors of choice. With St. Pete/Clearwater being a long-haul travel destination for the Central European markets, it is to be kept in mind that the positive effect of launched campaigns continues beyond the actual placement timeframes due to the lead time between inspiration, consideration and effective booking by consumers.

Given we are strongly focused on optimizing our area's placement in the marketplace, considerable time and effort is spent on intensive communication with our vendors with a view toward ensuring the best possible positioning for St. Pete/Clearwater in the marketplace. This effort is conducted in addition to our regular scope of work.

Public Relations:

**Kaus Media Services - VSPC's German PR Agency**

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

- **Press Release May:** Proofread and corrected.

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