

CENTRAL EUROPEAN OFFICE

J U N E 2020

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MARKET INTELLIGENCE / TRENDS

Germany

Travel Warning Lifted

After three months, the German government has partially lifted the worldwide travel warning for tourists, giving the launch signal for summer holidays. On Monday (15 June), the Federal Foreign Office removed a warning against traveling for non-essential reasons to 27 European countries. These include popular holiday destinations for Germans such as Italy, Austria, Greece, France and Croatia. The warning has been replaced with detailed travel advice for each country. However, even though there is no blanket warning, the German government has issued strong recommendations. For example, travel to the UK, Ireland and Malta is strongly discouraged on the Federal Foreign Office website, because in these countries a two-week quarantine is still required upon entry.

However, four countries in the EU and the border-free Schengen area still have to wait for the travel warning (issued on March 17th due to the spread of CV-19) to be lifted. Among those countries with a warning still in place is the most popular holiday destination for Germans: Spain. In Spain, like Finland, Norway and Sweden, there is still an entry ban to tourists.

German tour operators and travel agents have welcomed Berlin's decision to end a ban on travel to several European countries. Norbert Fiebig, president of the German Travel Industry Association (DRV), described the government's decision as "an important first step" for the industry. "That gives us a degree of planning certainty again, and the motor can warm up in order to restart travel, since the resumption needs time to prepare," he commented.

Repatriation Promises

Tour operators in Germany are promising to fly holidaymakers home again if a new travel warning is issued for their destination in a bid to convince customers they can travel safely again. But travel to overseas destinations remains banned until the end of August.

A return flight guarantee is already an integral part of a package holiday, but tour operators apparently see the need to emphasize this loudly to consumers who might be worried about travelling abroad this summer. The reassurance move comes as market leaders release more details of their streamlined summer 2020 programs amid hopes of quick comebacks once Germany officially lifts its travel warning for 31 European countries on June 15.

Germans Head for Mediterranean Beaches

German holidaymakers have started taking off again for beach holidays in the Mediterranean after the country's global travel warning was lifted for 27 European destinations on June 15 and tour operators relaunched their summer 2020 programs.

Among the first charter flights on 6/15 was a TUIfly aircraft with 165 German holidaymakers travelling from Düsseldorf to Palma who were enthusiastically greeted in Majorca by local tourism officials and hotel staff. Their arrival on the island generated intensive media coverage both in Germany and Spain. The passengers were the first of about 10,900 Germans to vacation in the Balearics - Majorca, Menorca, Ibiza and Formentera - over the following two weeks as part of a pilot project designed to test hygiene and protection measures.

While Spain opened its borders to members of the EU's Schengen Zone and the UK on June 21, it allowed thousands of Germans to fly to its Balearic Islands for a trial run on June 15 already, waiving its 14-day quarantine for the group as part the pilot project.

Most of the holidaymakers are TUI customers who will stay in several re-opened Riu hotels. TUI Group board member Sebastian Ebel declared: "As a partner of the Balearics we are delighted to support this pilot project that is so important for European tourism as a whole." Meanwhile, TUI Germany is relaunching more of its summer 2020 program with additional flights scheduled to Portugal (Algarve) and Cyprus the second half of June. More flights will follow in July to these destinations and Greece (from July 1).

Similarly, DER Touristik is now seeing rising bookings for summer 2020, with strong demand for holidays in Germany and Austria in June and July. But bookings are also increasing for destinations such as Greece, the Balearics and the Canaries as well as Turkey, Tunisia and the Indian Ocean. Moreover, luxury brand Dertour Deluxe has "very good" bookings, reflecting the high service, hygiene and health standards of luxury hotels, together with features such as a high number of suites and villas as well as private pools.

Germany's second-largest tourism group relaunched its summer 2020 program the first half of June with holidays in Austria, Croatia, Denmark, Italy, Benelux, Poland and Portugal, followed by Cyprus, Spain, Montenegro, Greece and Bulgaria in the second half of June.

European Union

New "Reopen EU" Website

Countries across the EU have begun to reopen their borders, but the complex mixture of sundry rules is baffling would-be travelers. As a result, the EU has launched a website to help people navigate various CV-19 restrictions.

A number of EU governments have started to open their borders after weeks of closure due to the coronavirus pandemic, but no single strategy has been developed to organize this process. Many states have banned countries with worrying coronavirus levels and have developed their own limitations and guidelines for incoming visitors. Various restrictions are being adjusted continuously, the result being that people across Europe are wondering when, where and how they will be able to travel this season.

Given the pace of change, the European Commission has launched a 'Reopen EU' website that allows people thinking about their vacation to search for up-to-date information on which borders are open or are about to open, which destinations accept flights from where, and what means of transport and tourism services are available. The website will also let travelers know whether beaches, museums, bars, and restaurants are open.

With the summer holiday season already underway, the Commission is attempting to save the EU's tourism sector, which accounts for around 10% of the bloc's GDP, so they are trying to encourage people to take summer vacations abroad. The new tool is part of the Commission's Tourism and Transport package, developed to serve the recovery of Europe's travel industry. The Commission has issued recommendations to governments to begin the opening processes from June 15, and most states have done so by selectively opening borders to fellow member states.

Denmark, for example, has only opened to Germany, Iceland, and Norway. France has opened its borders for everyone, but tourists arriving from Spain and the UK will be required to self-isolate for 14 days. In Greece, some passengers will have to undergo mandatory testing upon arrival. Norway, similar to Denmark, will only open to neighboring states, but will exclude Sweden, which was the only country in Europe that followed a 'no-lockdown' strategy in the fight against the pandemic.

The UK's borders are currently open and since June 8, visitors from abroad have been required to self-quarantine for 14 days. Having officially departed the EU at the end of January, the UK was nonetheless welcome to be included in the 'Reopen EU' tool, but did not request it, an EU Commission spokesperson said.

EU Exclusions

The European Union has excluded the United States from its initial "safe list" of countries from which the bloc will allow non-essential travel from Wednesday (01 JUL). The 27-member bloc gave approval on Tuesday to leisure or business travel from 14 countries beyond its borders, the Council of the EU, which represents EU governments, said in a statement.

- The countries are Algeria, Australia, Canada, Georgia, Japan, Montenegro, Morocco, New Zealand, Rwanda, Serbia, South Korea, Thailand, Tunisia and Uruguay.
- China has also been provisionally approved, although travel would only open up if Chinese authorities also allowed in EU visitors. Reciprocity is a condition of being on the list.
- Russia, Brazil and Turkey, along with the United States, are among countries whose containment of the virus is considered worse than that of the EU average and so will have to wait at least two weeks. The bloc will carry out fortnightly reviews.

The move is aimed at supporting the EU travel industry and tourist destinations, particularly countries in southern Europe hardest hit by the CV-19 pandemic. The list needed a "qualified majority" of EU countries to be passed, meaning 15 EU countries representing 65% of the population. It acts as a recommendation to EU members, meaning they could potentially set restrictions on those entering from the 14 nations and will almost certainly not allow access to travelers from other countries.

United States

U.S. Travel Denounces European Travel Ban

"Incredibly disappointing and a step in the wrong direction": U.S. Travel Association addresses the continued European travel ban for American travelers with strong words. The lobby organization sees "major negative implications for an economic recovery".

In response to the formal announcement that the European Union will still exclude most travelers from the U.S.A. as it reopens its borders on July 1, the U.S. Travel Association issued a harsh statement. "The E.U.'s announcement is incredibly disappointing, and a step in the wrong direction as we seek to rebuild our global economy," said Tori Emerson Barnes, Executive Vice President for Public Affairs and Policy of the lobby organization for the U.S. travel trade. "In the U.S. alone, travel-related jobs account for more than a third of lost employment due to the fallout of the pandemic," Barnes declared. "Health is paramount, and

the public has a major role to play by embracing best practices such as wearing masks, but we are at a stage when it should be possible to make progress."

Keeping the travel ban is "unwelcome news"

E.U. officials disclosed that the United States was highly unlikely to make the final list for exceptions from the travel ban as the country has already reported more than 2.5 million coronavirus infections and 125,000 deaths – more than any other country worldwide. Still, U.S. Travel denounces the European decision. According to Barnes, "this unwelcome news will have major negative implications for an economic recovery, particularly if this ban results in cycles of retaliation, as is so often the case."

Situation for tour operators gets worse

U.S. President Donald Trump imposed a ban on arrivals from Europe in March, and according to the White House there are no plans to lift the ban soon. This is bad news for European tour operators specialized in North America who still have innumerable bookings to the U.S. in their systems. U.S. Travel Association and many regional destination management organizations have already prepared for the inevitable and are focusing on the domestic market instead of international business. This will lead to another challenge for European tour operators as they face the loss of valuable marketing support from their long-time U.S. partners.

Aviation

United Airlines announced today that it expects to have total available liquidity of approximately \$17 billion at the end of the third quarter of 2020. This dollar amount reflects committed financing of \$5 billion to be secured by the airline's loyalty program, MileagePlus, that allows the airline to continue to operate, evolve, and grow the program, as well as \$4.5 billion expected to be available to United through the Coronavirus Aid, Relief, and Economic Security Act (the "CARES Act") Loan Program. The company believes it has sufficient slots, gates and routes collateral available to meet the collateral coverage that may be required for the full \$4.5 billion available to the company under the Loan Program. This \$9.5 billion of additional liquidity will provide even more flexibility as the airline navigates the most disruptive financial crisis in the history of aviation.

Austrian Airlines to get 600 million Euro rescue package. An agreement has been reached on a rescue package for Austrian Airlines to the tune of 600 million Euros (\$677 million) to mitigate the effects of the coronavirus pandemic, local media reported on Monday. Austria will provide 450 million Euros, with the rest coming from German giant Lufthansa, of which Austrian Airlines is a subsidiary. The Austrian government will provide 300 million Euros of state-backed loans on top of a 150-million-Euro grant per media reports. However, Austria is not expected to take a formal stake in the airline's ownership.

Condor has published its slimmed-down summer 2020 flight schedule, which will go into effect from June 25 onwards. The airline will operate 300 weekly flights from eight German airports (Frankfurt, Düsseldorf, Munich, Hamburg, Hanover, Stuttgart, Leipzig/Halle and Berlin-Schönefeld) to 29 destinations initially. These comprise 14 destinations in Greece (including Crete, Rhodes, Kos and Corfu), five on the Canary Islands (Tenerife, Fuerteventura, Gran Canaria, Lanzarote, La Palma), two on the Balearic Islands (Majorca, Ibiza) along with Cyprus (Paphos, Larnaca), Andalusia (Jerez), Turkey (Antalya), Croatia (Split), Italy (Lamezia Terme, Olbia) and the German island of Sylt. The airline expects to use

up to 35 of its 50 aircraft, initially operating about 40% of its planned summer program and hopefully increasing this to 55-60% by October as demand rises.

Lufthansa has opened up the following routes from Frankfurt to Florida in their reservations system:

FRA-MCO starting July 1

FRA-MIA starting July 1

FRA-TPA starting July 2

Easyjet, Europe's second-largest budget airline which has grounded the bulk of its fleet due to the CV-19 pandemic, announced it will resume about half of its 1,022 routes from July 1 onwards, increasing to 75% of its route network in August. However, there will be fewer flights per route, so that overall the airline will only offer about 30% of its normal capacity for July – September.

SALES ACTIVITIES

IPW (May 31st-June 3rd)

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.

Updated plan: Due to the continued dramatic spread of CV-19 resulting in mobility and physical gathering restrictions, the show has been canceled this year and will be held May 10th-14th in Las Vegas next year.

Visit Florida Webinar (June 25th, 2020):

We joined forces with the Visit Florida team in Germany to conduct a B2B webinar in cooperation with 8 Florida destination and attraction partners. The webinar was promoted on various channels including the travel trade press. All told, 152 travel advisors participated eagerly absorbing the abundance of information, product highlights and insider tips provided.

Swiss VIP Client Business Development Event (June 30th, 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 9th 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 24th. The situation will be re-evaluated in July.

FTI Freestyle Camp (July 9th-11th, 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 has advised 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 and destination information 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. The tour operator reported the VSPC platform generated close to 900 views this month.

Visit USA Switzerland Road Show (September 22nd - 24th, 2020):

Original plan: Scheduled to be held in St. Gallen, Zurich, Lucerne and Bern, the road show is expected to attract over 200 travel advisors. 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 have been advised that the road show will not be conducted as planned due to the CV-19 restrictions 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 have shared our VSPC eLearning program established on the Brand USA Discovery Program website.

Visit USA Belgium “American Workshop” (October 1st, 2020):

Original plan: This year’s American Workshop will give suppliers the opportunity to present themselves to a select group of travel advisors and tour operators with a vested interest in selling the U.S. A networking session will allow for intensive one-on-one sales discussions. Thereafter, supplier presentations will include comprehensive product training, provision of sales tools and insider tips. Scheduled to be held in Brussels, the workshop is expected to attract over 250 participants from Belgium and the Grand Duchy of Luxembourg.

Updated plan: Due to the continued dramatic spread of CV-19 resulting in mobility and physical gathering restrictions, we’ve been advised the event will not take place as planned this year. Meanwhile, the VUSA Belgium has developed an “All Together” consumer campaign to promote the member’s products. We’ve provided comprehensive destination content as well as our ‘Brighter Days Ahead’ video messaging for posting on their social media channels. In addition, we liaised with our Leisure Sales Department on the development of a 45-second video shot from our award-winning beaches with a personal message of future welcome for Belgian travelers.

USA/Canada Experience, Netherlands (October 29th & 30th, 2020)

Original plan: The “USA-Canada Experience” is a two-day travel trade event giving supplier partners an exceptional opportunity to inform and educate the Dutch travel trade and conduct one-on-one sales meetings directly with product managers and tourism managers. A full-day

workshop will see us holding comprehensive training sessions for over 120 agents from all over The Netherlands. The event will culminate in an exciting contest and travel prize raffle.

Updated plan: Due to the continued dramatic spread of CV-19 resulting in mobility and physical gathering restrictions, we received notification that an in-person event will not be held as planned this fall. However, the VUSA Netherlands has developed a *live community interactive concept* in lieu of the executing the trade show. During the course of two days we will have the opportunity to conduct comprehensive product presentations followed by interactive chat sessions with participating travel advisors. The webinars will be recorded and made available on VUSA Netherlands' website for travel advisors to review. VUSA Netherlands polled its members this month asking for feedback on participation interest, which we responded to with a Yes, of course.

The Travel Club & Your Travel Workshop, Netherlands (November 5th-6th, 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 plan to participate again 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.

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 in person as planned (in May). We therefore plan to participate in the program for which new dates have been established: **November 5th-6th, 2020.**

Additional Travel Advisor Training Webinars (Ongoing):

Due to the impressive participation in B2B webinars conducted to date, we continue to proactively pursue sourcing additional avenues for virtual travel advisor training with various industry partners and have received excellent feedback from partners such as:

- **Knecht Reisen, Switzerland**
- **Visit USA Belgium**
- **Visit USA Netherlands**
- **America Unlimited, Germany**
- **CANUSA Touristik, Germany**

There will be a "webinar pause" during the European vacation months (July & August), so we will focus on gearing up for the next rounds expected to commence this fall and continue into Q1 2021.

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 fairs, 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!

- Participated in this month's virtual **Visit USA Committee Germany** meeting on June 25th.
- Supported our **Visit USA Netherlands** with provision of destination content, videos and imagery in conjunction with the rebuild of their website. In addition, we provided our latest news items for inclusion in their next eNews blast to their consumer database.
- **Website Requests for Destination Magazines:**
8 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 15th – July 31st, 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 26th – March 22nd, 2020
- **Newsletter** – February 26th, March 11th, & 18th, 2020
- **Display ads** – February 24th – March 22nd, 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 sites

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.

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 2020

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.

- **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.

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 5th 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. 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 February through May: 196. Final number of participants to be forthcoming at the conclusion of the program.

- **TSS GROUP** (Germany) *Trade*
 - Travel Inspiration – September

We've secured a fabulous opportunity to participate in an inspirational campaign in cooperation with the TSS Group (Touristic Service System). "Dreaming of tomorrow today" will focus on digital inspirational messaging in conjunction with 3 additional Florida partners: Florida Keys & Key West, Greater Fort Lauderdale and Naples, Marco Island & the Everglades. The campaign will be positioned on the "Ask Your Travel Agency" platform, which is well-established among travel agencies and consumers alike. Comprised of 8 pages, 2 pages per partner: one to contain general/introductory destination information including images and relevant links; the other to contain a dedicated inspirational theme with applicable imagery. The VSPC theme will be dedicated to our award-winning beaches. All assets were provided this month.

Founded in 1993, the TSS GROUP has developed into one of Europe's largest independent travel agency consortiums comprised of 3,500 medium-sized travel agency members and other related service provider partners. The Group acts as a partner for travel agencies, covering virtually all areas relevant to everyday travel agency operations – from legal advice, to tax issues, business plans and product training. In addition, it offers travel agencies assistance when it comes to advertising and customer promotions applying a healthy mix of channel mediums as well as unconventional marketing campaigns, one of which is "Ask Your Travel Agency".

Public Relations:

Kaus Media Services - VSPC's German PR Agency

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

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

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