

CENTRAL EUROPEAN OFFICE

J U L Y 2020

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MARKET INTELLIGENCE / TRENDS

European Borders

The situation is ‘calming down’ a bit in Europe, i.e. the number of new CV-19 cases are not increasing dramatically. Borders between EU countries are open for travel with only few restrictions. The summer vacation periods have begun in several EU countries. In Germany, where the onset of summer vacation periods is staggered among the different States, 9 of 16 States have commenced their vacation periods to date, with the States of Hamburg and Berlin beginning as early as 6/25.

Beach Vacations Most Sought After

Consumers are itching to get to the beaches with reports of accommodations in coastal regions of Germany, Netherlands, France and the Balearic Islands having sold out quickly. This is a clear indication that the thirst for beach vacations is among consumers’ top priorities. The prospect of attracting customers to OUR award-winning beaches is anticipated as favorable, pending an end to the travel ban from Europe to the United States imposed by Mr. Trump on March 12th, 2020.

Booking Update

Many of our tour operator partners have reported that a solid 50% of vacations planned for summer 2020 have been rebooked for summer 2021. While new bookings to the U.S. for fall 2020 and summer 2021 have stagnated, of course, consumers are indeed already researching and submitting inquiries for 2021 travel. At same time, we’re hearing that uncertainty prevails among consumers related to making a booking commitment, due to several factors ... among them the recent development of several U.S. States imposing their own / individual quarantine regulations – a patchwork of restrictions that seems to change every day – making forward bookings difficult at best.

Our tour operators are also busy with catalog production for summer 2021. We understand from our key accounts that our VSPC hoteliers have kept rates flat and have been responsive regarding supplying rates. Operators producing printed 2021 catalogs for North America expect these to be in-market a bit later than usual, meaning the end of November versus the usual timing of late August.

Top Priorities: Health and Safety

According to various industry reports, travelers are placing more emphasis on well-being by looking for indications from restaurants, hotels and attractions that they are committed to prioritizing travelers’ health and safety. Specifically, the hospitality and hotel industries need to disclose specific cleanliness procedures to address health and safety concerns associated with the pandemic. This is essential to regaining customer confidence and giving guests added peace of mind when booking a stay.

Monitoring

The EU Commission continues to monitor global infection rates in conjunction with allowing and or restricting entry into the EU. Decision-making is strictly scientifically based (not politically), i.e. countries whose progression of CV-19 cases number more than 16 per 100,000 inhabitants within a 14-day period are on the 'restricted' list. Currently listed are Russia, Saudi Arabia, Brazil and the U.S.

UN Conference on Trade and Development

According to a calculation by the UN Conference on Trade and Development (Unctad), Germany is among the top five losers in absolute numbers from the fall in travel due to CV-19 restrictions. However, the consequences for poorer countries are more dramatic, because tourism there often represents a very large share of their total economic output.

In the most optimistic scenario of Unctad, the USA experienced the greatest slump due to the standstill in international tourism: The economy has directly and indirectly lost \$187 billion. China can expect a loss of \$104.7 billion, followed by Thailand, France and Germany (minus \$46.2 billion). In this scenario, economists assume that countries will lose a third of their revenue from business with foreign guests within a year.

Measured by gross domestic product (GDP), Jamaica will be most affected in this scenario, with a slump in GDP of 11%. Thailand, Croatia, Portugal and the Dominican Republic follow (minus 5% of total GDP). In addition to the hotel, restaurant and transport industries, trade, insurance, communication and other economic sectors are also affected.

All countries together have already lost \$1.2 trillion in revenue, but if international tourism remains practically idle for an entire year, the losses could be \$3.3 trillion worldwide. That would correspond to a global slump in GDP of 4.2%.

German Entry Restrictions

Germany is once again granting unrestricted entry to people from eleven countries outside the European Union. According to a government decision, this applies to travelers from Australia, Georgia, Canada, Montenegro, New Zealand, Thailand, Tunisia and Uruguay. Japan, South Korea and China are subject to the easing of the restrictions imposed in mid-March, provided these countries also allow people from Germany to enter again.

The Federal Government is thus largely following a decision by the EU member states announced the beginning of the month. The list will be reviewed and updated every two weeks. In the future, the number of new CV-19 infections in the past 14 days will be decisive for easing entry restrictions. In addition, the trend over the same period and how the respective state deals with the pandemic will play a role. For travelers arriving from high-risk areas, a 14-day quarantine obligation continues to apply if they cannot present a negative test result for the coronavirus not older than 48 hours.

Demand for International Travel

The German Travel Association sees signs for increased international travel bookings for vacations in July and August by consumers. A distinct change to May when almost all bookings were for domestic destinations.

Tour operators are reporting significant new bookings for the Spanish Balearic and Canary Islands. Of all new bookings the beginning of July, 15% were for the Balearic Islands (Mallorca & Ibiza) and 11% chose the Canary Islands. Destinations in Germany were chosen by 25%. Greece was booked by 21%. For the upcoming German summer school holidays however, bookings for Austria, Italy and Croatia are also increasing in the single-digit range. Despite this upward trend, the total number of bookings is still significantly below previous record numbers - they correspond to about a quarter of the previous year.

Demand for Reliable Flight Schedules

Tour operators need reliable flight schedules from airline partners as they relaunch summer holidays following the easing of CV-19 restrictions, DER Touristik's Sven Schikarsky told fwW in an interview. German tour operators are urgently reorganizing summer holiday planning at present as destinations re-open for international tourism, hotels restart operations and airlines resume flights. Many bookings need to be rescheduled due to flight changes or some hotels remaining closed.

Schikarsky, DER Touristik Central Europe's head of sun and beach holidays, explained: "When a destination re-opens, it takes two to three weeks until it is running stably again. We must consider the latest flight schedules and inform customers about changes. DER Touristik is having to adjust about 80-90% of its current bookings because of changes, Schikarsky estimated. This results in "an immense workload" for tour operators and travel agents, he pointed out. "So we are constantly appealing to our suppliers to provide a stable flight schedule, such as Condor is doing in an exemplary manner. The same applies for hotels. If tour operators cannot ensure a stable offering, then customers will cancel again, and tourism will not get moving."

Asked about new bookings for this summer, Schikarsky said: "At present we have high levels of incoming bookings for some destinations such as Majorca, Italy or Croatia that are partly above last year's weekly levels. "There is also strong demand for Turkey in the autumn.

On the question of whether there might be a last-minute price slump this summer, Schikarsky said DER Touristik has "attractive" prices as it is getting "many special prices from hotels to revive business" that it is passing on to customers. "But in my view, it doesn't make sense just to revive business through cheap prices. Customers are more concerned about other issues concerning health and safety," he pointed out.

Condor to Fly 50% of Original Summer Schedule

German leisure airline Condor plans to fly up to half of its original schedule this summer and then relaunch long-haul flights in October, CEO Ralf Teckentrup told fwW. The former Thomas Cook subsidiary is aiming to combine a reliable schedule for tour operators and travel agents with significant cost savings, the long-serving airline chief explained.

"Demand has surged since it became clear that the travel warning for European destinations would be lifted," he said. "We are relying on our experience and are forecasting what we expect for individual destinations. Based on that we have drawn up a new flight schedule. In contrast to some other airlines, this only contains flights that we expect to operate with 98% probability." If demand remains below forecasts, then the airline will combine nonstop services into 'triangular' flights, such as Hamburg-Gran Canaria-Fuerteventura, he continued. "Then at least the flights take place, and tour operators and travel agents will not have to re-book again."

Condor currently plans to operate a total of 600 flights this month, which would be a third of July 2019 levels on short- and medium-haul routes, and then increase to about half of the normal volume in August. "What happens after that depends on when the travel warning is lifted for other destinations. We have kept flights to Turkey and Egypt in the schedule for August and September," he pointed out. On this basis, Condor plans to operate about half of its short- and medium-haul fleet this summer.

Looking further ahead, Teckentrup continued: "From October onwards we want to offer long-haul routes again. We're convinced this will be possible again for destinations like the Dominican Republic, Cuba and Cancún. Then we will expand this (schedule) in November."

In parallel, Condor needs to keep reducing operating costs amid continued governmental financial support after the collapse of the planned acquisition by Poland's LOT/PGL earlier this year. "Condor capacity will be about 20-25% less in summer 2021. In terms of aircraft, that is 8 to 10 planes fewer out of the current 50," the CEO explained. "We are in

constructive talks with unions and works councils about this. The aim is to keep as many staff as possible. It is better to be on a reduced work schedule at Condor than unemployed.” In another cost-saving measure, the airline will move its head office, where some 500 employees work, from Frankfurt Airport’s Gateway Gardens to the nearby town of Neu-Isenburg in August.

Lufthansa Sets Up New Leisure Flights Subsidiary

Lufthansa has set up a new unit for leisure flights as it focuses more strongly on tourism amid a dramatic slump in business travel due to the coronavirus pandemic. The German aviation group sees tourists as an attractive growth segment given uncertain expectations for a comeback by corporate travelers in the coming months and tough competition for budget flights to city destinations. The new Frankfurt-based *Ocean GmbH* will bundle the group’s leisure flights to short- and long-haul destinations. It will not be a new brand, but will hold an operating license, according to media reports. Lufthansa sales chief Heike Birlenbach explained the aim of the new subsidiary will be “to complement the portfolio of Lufthansa and Eurowings”. Lufthansa focuses mostly on business travelers while Eurowings primarily operates budget flights on city routes, but both also fly tourists to holiday destinations.

“Tourist and private trips are a growth segment that we want to participate in,” she explained. “This is where we see the fastest recovery after corona.”

The main idea of the new subsidiary is to have a single organization responsible for coordinating flights for the tourism market instead of the current complex mix of different responsibilities. This should improve efficiency and reduce costs.

Overall, the Lufthansa Group currently plans to operate about 70% of its European routes and about half of its long-haul routes, but with fewer frequencies this summer, Birlenbach said. This could then increase to 90% of European routes and 70% of long-haul routes in the winter, depending on how passenger demand recovers, she added. “We expect business travel demand to pick up in the autumn,” she commented. In future, Lufthansa wants to develop products “from a customer focus” and create offers “that cover all relevant segments”.

Easyjet Ends Flights Within Germany

Easyjet is dropping all its domestic flights within Germany in a major cost-saving move, leaving Lufthansa with a quasi-monopoly. Before the corona crisis decimated demand and forced airlines to ground most of their planes, the British low-cost carrier flew a handful of routes within Germany that it had taken over from Air Berlin. These included flights from Berlin to Düsseldorf, Cologne/Bonn, Munich, Stuttgart and the North Sea holiday island of Sylt (during the summer season).

Easyjet has now decided not to resume flights on these routes and to drop them completely from its schedule. The main reason is that most of the demand came from business travelers, and the airline does not expect any short-term recovery in this segment. Instead, the airline will focus on operating leisure routes from Berlin to European beach destinations. It resumed services from the German capital earlier this month to destinations such as Majorca, the Canaries and the Greek islands. Overall, Easyjet plans to halve the number of planes stationed in Berlin to 18 from the pre-crisis number of 34 aircraft. This downsizing measure is part of the airline’s overall cost-saving measures.

The tactical withdrawal from the domestic German market means that Lufthansa and its budget subsidiary Eurowings will be the only airlines operating on major domestic routes in the foreseeable future.

SALES ACTIVITIES

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 on the Discovery Program platform. The tour operator reported the VSPC platform generated close to 700 views this month.

DER Touristik B2B eTraining (September 2nd, 2020):

After the successful B2B eTraining session with DER Touristik focused on Visit St. Pete/Clearwater exclusively in May this year with 239 participants, we will conduct a new eTraining with this tour operator on September 2nd. During a 45-minute dedicated St. Pete/Clearwater presentation we will portray new developments in our destination and integrate information on recommendations related to visiting our area safely and responsibly.

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 members’ products. We 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. This was very well received generating numerous likes and shares on the Committee's social media channels.

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. We will have the opportunity to conduct comprehensive product presentations followed by interactive chat sessions with participating travel advisors. The training sessions will be recorded and made available on VUSA Netherlands' website for travel advisors to review. Further production details to be forthcoming in September.

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 eTraining (Ongoing):

Due to the impressive participation in B2B eTraining conducted to date, we continue to proactively source 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**

We have been advise there will be an "eTraining pause" during the European vacation months (July & August); thus, we are focused on gearing up for the next rounds expected to commence this fall and continue into Q1 2021. Updates to be forthcoming.

Additional Activity:

- Continued to participate in innumerable conference calls, tourism organization webinars, virtual sales calls, and generated communiqués to HQ on developments around the CV-19 pandemic in Europe, etc.
- Continued to deploy updates to travel trade partners promoting developments and campaigns in VSPC (e.g. Brighter Days Ahead, virtual fairs, Sunshine Steward, 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 a **VISIT FLORIDA** Zoom meeting coordinated by their German office during which the State's four-phase recovery plan / international strategy was presented. Markets VF plans to focus on are Brazil, Canada, Colombia, Germany, Mexico and the UK. In Germany, target markets have been identified as follows: Frankfurt, Munich, Hamburg, Düsseldorf, Cologne, Berlin and Stuttgart. Awaiting notification regarding action/implementation timing.
- Supported our **Visit USA Belgium** with provision of destination content, videos, imagery and news in preparation for inclusion in their upcoming August eNews blast to their B2B database of over 2,000 contacts.
- We assisted HQ with German translation for an update to the **VSPC website banners**.
- **Website Requests for Destination Magazines:**
9 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.

In concert with HQ and Brand USA, the decision has been made to postpone this campaign to an appropriate timeframe in 2021.

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.

We are in contact with Canusa Touristik regarding options for appropriate future planning.

- **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.

We are in contact with Knecht Reisen regarding options for appropriate future planning.

- **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.

It has been agreed with HQ that the value of the unrealized campaign element will be rolled over into FY20/21 Central European advertising budget.

Travel Trade/Consumer Publications & Portals:

- **INFOX GERMANY** (2019/2020) *Trade*

We negotiated a special deal to deploy several 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 under consideration for either Q4 2020 or Q1 2021.
- **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 in Q4 2020.

- **TSS GROUP** (Germany)

Trade

- Travel Inspiration – September

We've secured a fabulous opportunity to participate in an inspirational campaign in cooperation with Germany's 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 have been provided and layout approved.

Of note: This initiative will remain live for the duration of the CV-19 pandemic and is free of charge to us!

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 platforms, one of which is the "Ask Your Travel Agency" site, which generates 255,000 visits monthly.

Public Relations:

Kaus Media Services - VSPC's German PR Agency

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

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

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