

CENTRAL EUROPEAN OFFICE

F E B R U A R Y 2021

Prepared by: **Marion S. Wolf**
Director Central Europe

MARKET INTELLIGENCE / TRENDS

NO SPECIAL FREEDOMS FOR THOSE VACCINATED

08 FEB: Germany's ethics council weighed into a global debate over whether COVID-19 curbs can be eased for people who are vaccinated, saying that should be out of the question while it remains unclear, if they can still infect others. A German minister has said those vaccinated should be let into cinemas and restaurants earlier than others, while Chancellor Angela Merkel raised the prospect of restrictions for those who refused doses once there is enough supply for all.

"At the present time, withdrawing state restrictions on freedoms for vaccinated people should not take place as it is not yet possible to reliably assess infectiousness," Ethics Council head Alena Buyx stated during a news conference. Others would perceive such a move as unjust, added Sigrid Graumann, spokeswoman for the Ethics Council's pandemic working group. "We will have to live with contact restrictions for quite some time," she said.

Some companies have already said they will only offer services to those who have been immunized. While private firms have the right to do that in principle, forcing employees to be vaccinated would be illegal, said Ethics Council vice-chairman Volker Lipp. With similar debates around the world as vaccination campaigns gather pace, tourism-dependent Greece is in favor of a European Union-wide certification system.

SAFETY AND PRICING CONCERNS

11 FEB: Germans want to travel again this year, but are concerned whether their trip will be safe amid the continuing coronavirus pandemic and how much it might cost, according to the annual BAT survey. This mixed outlook for 2021 follows a year when the pandemic dramatically disrupted travel, forcing many Germans either to go on holiday within their own country or not travel at all.

In 2020, only 37% of Germans went on a leisure trip of at least 5 days, compared to between 60% and 65% in each of the previous three years, the representative survey of 3,000 adults (conducted in December 2020 and January 2021 by market researchers GfK) found.

Safety is paramount

The survey made clear that one topic dominates how Germans are thinking in terms of travel planning for 2021. About three quarters of respondents said they had an 'unsafe' feeling about

travelling during the corona pandemic. "Safety was, is and remains the basic condition for travel," declared Ulrich Reinhardt, head of the BAT tourism study project.

Concerns about higher prices

At the same time, however, Germans are extremely eager to travel again once the current restrictions are eased, the survey showed. Nearly half of the survey respondents are planning to go on at least one holiday trip this year (compared to 65% last year). One third will await developments over the coming months while 23% plan to stay at home (14% in 2020).

But consumers are also concerned about prices, the BAT study found. A very high 77% of respondents expect holidays to cost more this year. This may be one reason why about two thirds of respondents expect to plan a short-haul trip rather than a holiday outside Europe.

Domestic travel plans

In terms of destinations, Germany was the clear winner last year. Nearly 56% of Germans went on a domestic holiday compared to just 34% in 2019. Most of the top holiday regions in Germany increased their market share, led by Bavaria with 10.8% (+5.3pp), followed by three states offering beach holidays on the North Sea or Baltic Sea coasts: Lower Saxony with 8.9% (+4.1pp), Mecklenburg-Vorpommern with 7.6% (+0.9pp) and Schleswig-Holstein with 6% (+2pp). Germany is again looking popular for this year. More than one third of Germans with definite travel intentions are planning to holiday within the country compared to about one quarter at the same time last year, according to the survey.

Austria overtakes the Mediterranean

Among European destinations, Austria was ranked top last year with a 5.7% share of international trips (+1.5pp) as Germans drove to the Alps instead of flying to the Mediterranean.

The three biggest destinations in Southern Europe all declined: Italy dropped slightly to 5.6%, Spain slumped from 10.6% to just 4.1%, and Greece fell moderately to 3.6%. More positively, however, Spain and Italy top the list of planned destinations this year, followed by Scandinavia, Greece and Austria.

Meanwhile, long-haul destinations lost out heavily in 2020 as international travel became impossible for citizens of many countries. Their share of German main holiday trips dropped from 17% in 2019 to just 6.5%, with Asia and North America declining most of all, according to the BAT study. This comes as no surprise as travel restrictions were imposed by the aforementioned countries in Q1 of 2020.

CONDOR FILES COMPLAINT AGAINST LUFTHANSA

15 FEB: German charter airline Condor has asked the European Court of Justice to stop larger rival Lufthansa from cancelling an agreement between the two firms as a condition of a state rescue package it received last year.

Lufthansa declined to comment. The airline was granted a €9 billion (\$10 billion) government bailout last June that came with conditions to preserve competition including the transfer to rivals of some take-off and landing slots at German airports.

Condor has been complaining that Lufthansa abused its market dominance when it cancelled an agreement last year which allows Condor passengers to use Lufthansa feeder flights as part of their journey to holiday destinations. The smaller airline said it had filed a complaint with Germany's antitrust regulator against the cancellation, which it said amounted to "an abuse of a dominant market position". Lufthansa has previously said the cancellation of the

agreement, which would take effect in June this year, was necessary to prevent underutilization of its plane capacity.

EUROPE'S AIRLINES MAY NEED FINANCIAL REFUELING

17 FEB: The prospect of persistent travel restrictions is threatening to write off a second peak tourism season for Europe's airlines. Despite seemingly plump financial cushions, carriers might do well to load up on liquidity while they can. Europe's airlines make all their money in the summer. This is particularly true for low-cost carriers like Easyjet and Ryanair, whose business models are built on shuttling Northern Europeans to and from the sun as cheaply as possible. In 2019, Easyjet's operating profit for the six months to the end of September was 155% of the full-year total. Long-haul carriers are only slightly less seasonal. The respective ratios for Air France-KLM and Germany's Lufthansa are 122% and 107% respectively.

Another cancelled summer would force airlines to draw on their previously abundant reserves. Take Air France: As of September, Chief Executive Ben Smith had €12 billion at his disposal, thanks to €11 billion of French and Dutch government support. Given a cash burn of €10 million a day and a summer washout, that pile would be down to €9 billion by August and below €7 billion after the winter. That would leave the carrier with cash equivalent to just a quarter of its 2019 operating costs.

Loading up with more debt is problematic, especially if a lean holiday season wipes out earnings. Lufthansa's nearly €9 billion of net debt is already six times the forecast for this year. Some airlines can raise cash by selling and leasing back planes, but this erodes profitability when travel does bounce back.

EUROPEANS PIN HOPES ON EARLY SUMMER VACATIONS

17 FEB: Despite the continuous lockdowns and advice to avoid non-essential trips, Europeans' travel sentiment maintains an upward trajectory, with 54% of respondents planning to travel within the next six months either domestically or to another European country. 1 in 3 Europeans believe that May-July is the most feasible period for their next trip. This is according to the latest report "Monitoring Sentiment for Domestic and Intra-European Travel – Wave 5" published by the European Travel Commission (ETC).

Following the introduction of stricter travel rules across Europe, the possibility of getting quarantined and the rising COVID-19 cases at destinations are now of equal concern (15%) to Europeans wishing to travel. Meanwhile, most respondents (69%) shared that they will feel safer and more relaxed, if destinations have strict health and safety protocols in place, while only 21% of respondents claim that the protocols may spoil the travel experience to some extent.

Ramping up the efficiency of the vaccine rollout remains the crucial factor in kick-starting travel, bringing hope that a mass rollout across Europe will contribute towards tourism recovery. 11% of Europeans indicated that effective COVID-19 vaccine campaigns would play a significant role in their decision to hit the road again, followed by destinations' effectiveness in managing the health crisis (11%) and COVID-19 testing prior to departure (10%).

Europeans' **interest in sun & beach vacations** expands with the warmer months slowly approaching. According to the survey results, over third of Europeans (34%) are optimistic about taking their next trip between May-July 2021. Travelers from Germany, Switzerland, Austria, the UK and France are most enthusiastic about planning a coastal getaway. Notably, Europeans are also most eager now to cross borders with 41% of respondents wishing to travel to another European country, the highest figure since the survey began.

Confidence in air travel continues to gradually improve and supports hope for the recovery of intra-European as well as international travel. The share of Europeans planning to take a plane has progressively increased from 49% in September 2020 to 54% in January 2021, while the percentage of those having health concerns about flying has fallen from 20% to 16%.

MEDITERRANEAN DESTINATIONS READY TO RESTART

18 FEB: Top destinations in the Mediterranean are geared up to relaunch inbound tourism once more progress is made in the battle against the COVID-19 virus and international travel restrictions are lifted, according to senior managers. That was the clear message from tourism chiefs from Spain, Greece and Turkey to an audience of German travel agents and tour operators at the fvw | TravelTalk Counter Days online event this month.

On the Spanish island of **Majorca**, the tourism industry hopes that Palma Airport, hotels and restaurants will be able to re-open at the end of April or beginning of May. But Lucía Escribano, the island's tourism director, declared: "Tourism could only restart once the pandemic was under control." At present, arriving passengers must present a negative PCR test. It is unclear whether this rule will be extended beyond May 9. According to Arturo Ortiz, Turespaña director in Germany, it is an open question whether Spain will support the suggestion from Greece and Cyprus for an EU-wide requirement for a vaccination certificate. He expects reliable and affordable tests to be widely available in future. Ortiz did not expect a renewal of so-called 'safe corridors' for flights to Spain. "There is no need for this. The aim must be for travel to be safe as such, regardless of corridors," he commented.

In general, **Spain, Greece and Turkey** are in a similar situation. Tourism companies in all three countries developed comprehensive hygiene and safety protection measures last year for airports, transfer buses and hotels. Test centers were set up and all tourism industry employees were trained in the new procedures. Now the big holiday destinations are counting on faster vaccinations in their main source markets. "That would drive a pick-up in tourism," asserted Umut Kutlu, Deputy General Manager of the Türkiye Tourism Promotion and Development Agency.

In **Greece**, all workers in the tourism industry are due to be vaccinated by the beginning of May, Nikos Halkiadakis, president of the hotel association in Heraklion, informed the fvw | Travel Talk Counter Days participants. Greece performed better on the German market last year than other Mediterranean destinations with a 'moderate' decline of 70%. The main reason was that the country remained open for international tourism from July until early November, which was longer than other countries. "Visitor memories of last year's holiday could be a small advantage for us," Halkiadakis hopes.

In **Turkey**, tourism chiefs remain optimistic about a comeback this year. Umut Kutlu expects German visitor numbers to double this year compared to 2020. This would be about half of the volumes achieved in 2019.

HOTEL CHAIN SET TO ACCOMMODATE VACCINATED GUESTS ONLY

22 FEB: In the future, Germany's Allsun hotel chain will require guests to be vaccinated against the coronavirus. The new policy for the 35 Allsun hotels, located on the Spanish island of Mallorca, on the Canary Islands and in Greece, is likely to kick in as of 31 October, depending on the progress of Germany's vaccination campaign, Alltours said in a statement this month. That makes it one of few holiday companies that has said it will introduce such a requirement, as governments and tour operators grapple with how and when travel can return to normal, as coronavirus case numbers fall and vaccination rates rise.

"We want to offer all our guests the greatest possible safety so that they can enjoy their holiday," Alltours owner Willi Verhuven said. Until enough people are vaccinated later in the year, the Allsun hotels will require negative PCR or antigen tests that are no older than 48 hours.

Germany-based TUI said in December 2020 that it had no plans to turn away customers who have not had the COVID-19 vaccine. British-based holidays and insurance specialist Saga has stated its customers were required to get fully vaccinated against the coronavirus before boarding its cruises.

MOST COVID-19 INFECTIONS WERE NOT GENERATED BY HOLIDAYMAKERS

23 FEB: Good news for the German tourism industry: A new study by the Robert Koch Institute (RKI), Germany's national public health institute, indicates that based on a ranking of the countries from which most infections were brought to Germany in summer 2020, the majority of infected persons returning to Germany in summer 2020 were not recreational holidaymakers staying in hotels or vacation rentals, but travelers who spent their holidays with family or friends.

Fewer contacts in hotels and resorts

In the study "Consideration of travel-associated Covid-19 cases in summer 2020, taking school vacations, travel activity and testing capacity into account", the RKI concludes "overnight stays in hotels, which were often subject to hygiene regulations last summer, were less risky than originally assumed. In part, this is because travel to holiday destinations resulted in less intensive contact with the local population, and thus a low risk of infection relative to the incidence in the country of travel, for example, in contrast to persons who traveled to their countries of origin for family visits."

Infection rate reports increased due to mandatory testing

According to the RKI, the fact that so many Corona infections were detected at the end of August 2020 was also due to the mandatory tests for returnees from risk areas with which a large proportion of those returning from travel were recorded. From August 8, inbound travelers from all countries could get tested for free at airports or other locations - after September 15, testing was free only for returnees from risk areas.

The probable effect of voluntary, free testing

"Without the broad testing opportunity for inbound travelers, a high proportion of cases detected in this way would have remained hidden and entry into the general population would have been significantly higher," the study authors conclude. According to the RKI, a longer offer of voluntary, free testing to returning travelers might have better captured registrations before and during the fall vacation period, but would not have prevented the second wave of infection.

NO COHERENT SOLUTION FOR VACCINATION CERTIFICATE YET

26 FEB: European Union leaders moved closer to an agreement this month on certificates showing that citizens have been vaccinated against Covid-19, a move that could revive international travel and save this summer's holiday season. Some countries want an EU-wide approach instead of a patchwork of national schemes that in many cases are not intended to serve as travel documents. Halfway through a summit of leaders on the pandemic, officials said "convergence on a harmonized approach" to certificates was emerging.

Here's where several EU member states and other European countries stand on vaccination certificates:

Supporters of an EU-wide certificate

- **Greece** has led calls for an EU-wide vaccine certificate to open summer tourism. It has reached an agreement with Israel, which has launched a digital "Green Pass", to ease travel for those with proof of vaccination. It issues certificates for people who have had twin shots.
- **Spain, Austria and Bulgaria** also support a common EU approach. The government in Vienna says that, if there is no agreement at the EU level by the spring, it will implement its own plan.

Going their own way

- **Denmark** plans to launch a digital passport to document a traveler's vaccination status, designed to be compatible with any future EU-wide scheme.
- **Sweden** plans a similar digital passport by summer, assuming an international standard is in place by then, as does **Finland**.
- **Russian** President Vladimir Putin ordered his government in January to consider issuing certificates to those who had been inoculated with domestic vaccines against Covid-19 for overseas travels.

Thinking about it

- **Britain** is reviewing how Covid-19 status certificates could help reopen the economy. It will consider a system allowing vaccinated individuals to travel abroad more freely once more is known about the efficacy of vaccines against Covid-19 variants. The UK is working with the World Health Organization (WHO) and other countries on an international framework for travel.
- **Portugal** is considering various options to resurrect the travel sector, but has cautioned that an EU-wide passport could lead to "some constraints" given delays in vaccinations.

Still having doubts

- **Germany**, which has restricted travel from neighboring countries with high rates of infection, is still in the early stages of debating the idea of vaccination certificates. There

are widespread concerns that these could result in discrimination against those who choose not to be vaccinated.

CONSUMER SENTIMENT

25 FEB: In the wake of the collapse caused by the lockdown at the beginning of the year, February has seen consumer sentiment start to recover. Both economic and income expectations have increased, along with propensity to buy. As a result, GfK is forecasting a decrease of 12.9 points in consumer sentiment for March 2021, up 2.6 points from February this year (revised from -15.5 points). These are the findings of the GfK Consumer Climate Study in Germany for February 2021.

In addition to increasing income expectations and propensity to buy, the boost in consumer sentiment in Germany was also prompted by a decline in propensity to save. "Consumers are recovering to some extent from the shock they suffered after the tough lockdown in mid-December. The recent dip in infection rates and the launch of the vaccination program are fueling hopes of a speedy easing of measures," says Rolf Bürkl, consumer expert at GfK.

Both economic and income expectations have more than compensated for the previous month's losses. After plummeting by up to 37 points at the beginning of the year, propensity to buy has recovered around one-fifth of its losses from last month, with an increase of 7.4 points. The indicator currently stands at 7.4 points – over 46 points lower than the same time last year.

Bürkl adds: "Consumer sentiment in Germany will only recover sustainably when the strict lockdown ends and shops, hotels and restaurants reopen. If, on the other hand, the measures are extended once again, the chances of a swift recovery will disappear and consumer sentiment will face further tough times ahead."

Income Expectations

After four decreases in a row, income expectations have seen an increase in February. Indeed, this increase has been a significant one, with growth of some 9.4 points recorded. Nevertheless, the indicator is still almost 35 points lower than the same value for the previous year, at just 6.5 points. Amid hopes of an end to the strict lockdown in sight, there are also growing expectations of increases in income. Short-term working could be reversed and it may even be possible to prevent a series of insolvencies. This in turn would quell job loss fears.

Economic Expectations

The economic outlook is brightening once again for German citizens, with the indicator economic expectations rising by 6.7 points to a total of eight points. In contrast to income expectations and propensity to buy, this indicator is actually almost seven points higher than the same value for the previous year. Substantial parts of the German economy, such as the manufacturing sector, are unaffected by the closures and have recently managed to improve their order situation. Consumers are expecting that at least a considerable portion of the growth lost over the past year can be compensated for this year. This will be supported by the positive development of the Chinese domestic market, for example, which will primarily benefit export-oriented companies.

SALES ACTIVITIES

Virtual Florida Huddle (February 9th - 11th, 2021)

Florida Huddle is the official travel trade show for Florida and is the premier appointment tradeshow showcasing all the Sunshine State offers to international and domestic tour operators, wholesalers and media. Held virtually this year, appointments were scheduled on three days: Tuesday, February 9 for the UK and Europe / Wednesday, February 10 for Latin America and Thursday, February 11 for the USA and Canada. This year's virtual edition included educational sessions, destination master classes and virtual mini-FAMs.

We finalized coordination of appointment selections with our Leisure Sales Department at the onset of this month, developed pertinent talking points and confirmed receipt of invitations deployed to our Central European clients to attend our VSPC Virtual Golf Demonstration to be showcased on February 11th.

Key takeaways:

- During the 12-minute appointment sessions, we learned pent-up demand is very high as evidenced by a recent uptick in inquiries.
- Most tour operators anticipate an increase in booking activity to the USA in fall 2021 and Q1 & Q2 of 2022.
- St. Pete/Clearwater destination product offerings have been kept on par.
- Of paramount need: room rates through 2022.
- Marketing initiatives promoting travel to the USA in general are tentatively expected to commence in May, possibly earlier, whereby it was emphasized that inspirational messaging is a key factor in the consumer outreach.

Our immediate post-show follow-up included comprehensive destination news, provision of links for newest videos and imagery, destination travel awareness sites, promoting our travel advisor training on Brand USA's Discovery Program, a 'save the date' notification for Huddle 2022 in Tampa with a view toward a pre-show FAM as well as our continued support, of course.

FVW Virtual Counter Days (February 11th - 12th, 2021):

FVW is the leading travel trade pub and online business portal for tourism providing up-to-date information on current news, industry relevant topics, analyses, backgrounds and practical tips. The online portal boasts more than 380,000 unique users per month trust the competence of FVW Medien.

Traditionally an in-person trade fair, this year's FVW Counter Days were launched virtually and included discussion panels, destination talks and webinars. Over the course of 2 days, we actively engaged with over 140 travel advisors and conducted a 45-minute travel advisor training which was attended by close to 200. Our follow-up, comprised of comprehensive destination information, insider tips and myriad helpful weblinks, was deployed to all contacts immediately following the virtual show.

Focus on Germany (February 23rd, 2021):

This month we attended a "Focus on Germany" virtual event held on Brand USA's Global Marketplace.

Key takeaways:

- There is high pent-up demand for international travel to the USA among Germans. Post-pandemic, they will have the financial capabilities and time to travel.
- Germans are demanding high hygiene standards when they travel, including low infection rates, social distancing (especially among strangers), and the ability to get home easily.

- German travelers seeking to enter the United States from a foreign country are required to produce proof of a recent negative COVID-19 test prior to entry, and must comply with other applicable CDC guidelines.
- Bookings through tour operators and travel agents provide for additional reassurance versus bookings through online portals.
- Preferences include staying in a home rental/self-catered product and travelling in their own (rental) car.
- Content emphasis should be on timeless themes versus festivals and crowds.
- Nature, the outdoors, and ‘off the beaten track’ destinations continue to be strong motivators.
- Information on local government advice and travel protocols are important as is welcoming messaging.
- Digital media (especially video) is key in Germany for purposes of researching destination choices.

CRD Touristik In-House Travel Advisor Training (March 4th, 2021):

We will join forces with VISIT FLORIDA to conduct a virtual in-house travel advisor training with one of the top German tour operators for the U.S., i.e. CRD Touristik. In-house reservation agents are invited to attend a 45-minute presentation comprised of comprehensive destination information, hot news and insider tips along with pointers on recommendations related to visiting our area safely and responsibly.

Development of our presentation and coordination of details with VISIT FLORIDA were finalized this month.

Brand USA One-to-One Business Meetings Event (March 15th - 18th, 2021):

Brand USA has introduced its new “Global Marketplace” – an always-on, interactive, one-stop-shop digital platform for B2B engagement between U.S. partners and the global travel industry. The convention-style platform includes a main stage, buyer pavilion, USA partner pavilions, networking lounge and on-demand ‘featured’ and ‘enrichment’ video content.

Several events are planned through mid-2021, the first of which was the virtual version of *Travel Week Europe* held in October 2020. VSPC registered for participation in the Global Marketplace in September 2020, thereby reinforcing its global footprint and commitment to these important international markets.

In March we will participate in a similar virtual trade fair entitled *One-to-One Business Meetings*. This event provides invited European, UK, Canadian, and Mexican travel trade and U.S. partners who exhibit on Brand USA Global Marketplace the opportunity to meet in a series of one-to-one prescheduled appointments. Appointment scheduling is expected to open on March 1st.

Visit USA Germany Virtual Travel Advisor Training (March 17th, 2021):

We will join forces our Visit USA Committee Germany to conduct an exclusive St. Pete/Clearwater training for travel advisors eager to educate themselves in preparation for meeting pent-up demand once borders between Europe and the U.S. open.

During a 45-minute product presentation, comprehensive destination information, highlights and insider tips will be conveyed. The training will be promoted on various channels including the VUSA website and eNews blasts. It will also be recorded and made available online for future reference on the Visit USA Committee Germany’s travel advisor platform.

Creativity and interaction are key to our standing out and bringing our destination front & center in an extraordinary way. To this end, ‘personalized’ videos shot on location in the destination by Rosemarie Payne and her team featuring hot insider tips will again be included in our presentation. An official big Thank You to Rosemarie and team for the exemplary

support in developing video clips bringing our destination to life! By popular demand, we will again develop a thrillingly interactive ‘Treasure Hunt’ with ensuing live quiz to ensure attentiveness and ramp up the excitement during our innovative presentation. Presentation development is underway. A tech check and test run with the Visit USA Committee are scheduled for next month.

Additional Activity:

- Continued to participate in innumerable conference calls, tourism organization webinars, virtual sales calls, ongoing communiqués with our partners regarding situation status.
- Continued deployment of updates to travel trade partners promoting VSPC developments, website resources and VSPC campaigns while offering our ongoing assistance and support.
- Generated updates to HQ on developments around the CV-19 pandemic in Europe and elsewhere.
- Upon TripAdvisor’s announcement of our no. 1 beach along with other VSPC beaches awards this month, we assisted HQ with German-language updates and translations for the ‘Beaches’ platforms of our website.
- **Website Requests for Destination Magazines:**
2 requests received via the crm@simpleviewinc.com platform this month.

MARKETING INITIATIVES

We continue to proactively engage with clients regarding development of potential initiatives in preparation for re-entry and recovery. We are in ongoing communiqués with industry organizations such as VISIT FLORIDA and Brand USA as well as tour operator partners and Florida destination partners to explore future co-ops.

VISIT FLORIDA Co-Op:

- **CANUSA TOURISTIK** (April-June 2021)
We are pleased to have the opportunity to cooperate with VISIT FLORIDA on marketing initiatives with German tour operator CANUSA Touristik!
Additional Florida partners are: Florida Keys, Naples, Tampa.
 - **B2C Online Campaign** – April 14 – June 14
Placement of a collection of eight travel offers on Travelzoo. Offers will also be run on premium networks (www.zeit.de, www.welt.de etc.) for 2 months. Additional ad placements on Google and Bing including various keywords and text ads leading users to dedicated destination content on www.canusa.de.
Estimated impressions: up to 8M
 - **B2C Social Media Promo & Sweepstakes** – May
Themed “bring Florida into your home”, CANUSA will raffle off gift certificates for a Florida vacation. Holidaymakers will be encouraged to post a picture on social media channels using a specifically created hashtag to create interaction. The Florida themed week on Facebook and Instagram includes 6 posts on each channel, 1 individually created Facebook ad promoting the raffle and 2 individually created Pinterest ads promoting the raffle and content.
Estimated impressions: up to 100k

➤ **B2C Print Direct Mailing** – May

Mailing will feature destination information and product focused content including text, images, travel offers as well as promotion of the social media sweepstakes program.

Estimated impressions: 20K top tier CANUSA customers

Public Relations Support:

Kaus Media Services - VSPC's German PR Agency

This month saw us assisting the agency with the following:

➤ **Press Releases February:** Proofread and corrected

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