

# **CENTRAL EUROPEAN OFFICE**

**A P R I L 2021**

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## **MARKET INTELLIGENCE / TRENDS**

### **DER TOURISTIK LOOKING TO NEXT WINTER SEASON**

01 APR: Germany's second-largest tour operator has started taking bookings for next winter amid continuing uncertainty about prospects for summer holidays this year. DER Touristik is now accepting reservations for an initial part of its planned winter 2021/22 program, with a wide range of early booking discounts.

Among long-haul destinations, customers can book virtually all the hotels on offer for Mauritius, the Seychelles and La Reunion, while about 60% of hotels offered in Thailand by the group's tour operator brands Dertour, ITS, Jahn Reisen and Meiers Weltreisen are available. In addition, DER Touristik has opened its entire program for the USA and Canada as well as about half of its winter program for Latin America, the Caribbean, Australia and New Zealand.

In terms of short-haul destinations, about 100 hotels on the Canary Islands can be booked, either as package holidays including flights or as a hotel-only reservation. In Germany, the tour operator is offering 50 hotels for holidays next winter, with nearly all of them also already bookable for summer 2022. Several ski resorts in Austria in popular destinations are also open for reservations along with selected hotels and tours in Nordic countries (Norway, Sweden, Finland and Iceland).

### **LUFTHANSA OFFERS HEALTH DATA APP ON U.S. FLIGHTS**

01 APR: Lufthansa introduces a new offer for travel to the U.S.: Passengers who have had a Covid-19 test done at Lufthansa's testing site partner Centogene Frankfurt Airport before departure can now conveniently receive their test results in the internationally recognized app Common Pass. This applies to all Lufthansa flights from Frankfurt to the United States as well as the corresponding feeder flights via Frankfurt from Hamburg, Cologne, Berlin and Düsseldorf.

Lufthansa thus takes another step in the digitization of test certificates, making travel easier in times of pandemic. In addition to the new digital certificate, the airline recommends that its guests continue to carry their original printed certificates with them when traveling until further notice.

## **GERMANY PUTS NETHERLANDS ON ITS HIGH-RISK LIST**

05 APR: The Netherlands is now deemed "at particularly high risk of infection due to a particularly high number of cases," Germany's public health body said. This means that from Tuesday anyone who wants to enter Germany from the Netherlands will need to provide documentation of a negative Covid test. The test has had to have been carried out no longer than 48 hours before entry.

People entering Germany from the Netherlands must also register on [einreiseanmeldung.de](https://www.einreiseanmeldung.de) before arrival. Moreover, those arriving from the Netherlands will also need to comply with Germany's quarantine requirements: a mandatory ten-day quarantine with the option to end the quarantine period early, if a Covid test after at least five days is negative.

The Netherlands is the fourth neighboring country of Germany – after Czech Republic, France and Poland – that Germany has designated as an area of particularly high risk. According to the Robert Koch Institute, a country is designated as a particularly high-risk area when it has more than 200 new infections per 100,000 residents within the last seven-day period. Out of 26 EU partner countries, 13 have been declared high risk areas by the German public health body.

## **PRIVACY WATCHDOGS SET HIGH STANDARDS FOR DIGITAL CERTIFICATES**

07 APR: Plans by European Union countries to issue certificates showing that citizens have been vaccinated against Covid-19 should have a legal basis to ensure that they are necessary and proportionate, the bloc's privacy watchdogs said on Tuesday. The European Data Protection Board (EDPB) and the European Data Protection Supervisor (EDPS) also warned against using data in such travel documents to create a central EU database.

Tourism-reliant countries such as Greece, Spain and Portugal are hoping that vaccine certificates will revive international travel and save this summer's holiday season. While some countries want an EU-wide approach to the issue, others are planning national schemes.

"Any measure adopted at national or EU level that involves processing of personal data must respect the general principles of effectiveness, necessity and proportionality," EDPB head Andrea Jelinek said in a statement. "Therefore, the EDPB and the EDPS recommend that any further use of the Digital Green Certificate by the member states must have an appropriate legal basis in the member states and all the necessary safeguards must be in place."

The head of the EDPS Wojciech Wiewiorowski said the use of the documents should be restricted and that they should be scrapped once the pandemic is over. "It must be made clear that the proposal does not allow for – and must not lead to – the creation of any sort of central database of personal data at EU level," he said.

The watchdogs say EU countries should allow for three types of vaccine certificates – for people who have been vaccinated, have recovered or have been tested – to avoid discrimination based on health data and hence a breach of fundamental rights.

## PENT-UP DEMAND -> EAGERNESS TO TRAVEL THIS YEAR

14 APR: Many Germans are eager to go on vacation this year while a clear majority support the idea of 'green passports' to ease travel restrictions, according to new surveys. Nearly five out of 10 Germans (50%) are planning on taking a holiday this year despite all the difficulties resulting from travel restrictions related to the Covid-19 pandemic. This was the key result of a GfK survey of more than 2,000 adults on behalf of the Bavarian Tourism Center. A relatively small 13% are no longer planning with a holiday in 2021 while a further 28% are still waiting to see if travel will be possible or not. Many of these respondents named quarantine rules and possible cancellation costs as the main arguments against travelling.

Most of those who plan to go on holiday will head for destinations in Germany, with Bavaria, Mecklenburg-Vorpommern and Schleswig-Holstein as the favorite holiday regions, the GfK survey found. A further 18% of respondents want to travel to a European destination, with Spain, Italy and Austria as the most popular destinations, while only 5% are considering a country outside Europe.

In terms of transportation, unsurprisingly the majority of holidaymakers plan to travel by car – 80% to German destinations and 71% to European destinations. Holiday apartments and holiday homes are the most popular form of accommodation.

Meanwhile, four out of five Germans (82%) support the idea of a digital vaccination 'passport' and would use it for travel purposes, according to a Censuswide survey for Amadeus in various countries around the world. The overall worldwide figure was as high as 91%. Germans were generally concerned about storing confidential health data in a digital app, the survey found. However, they would be prepared to do this, if it helped them to travel more easily. The European Commission is aiming to launch a so-called 'digital green passport' by June to enable people who are immune against Covid-19 (vaccinated or recovered from infection) to travel between European countries more easily this summer. Brussels wants to coordinate different national solutions to create a methodology that is recognized in all member states.

## EUROWINGS DISCOVER ROUTE EXPANSION

21 APR: The new Lufthansa subsidiary Eurowings Discover is planning to station four A330s and three A320s at Frankfurt Airport for winter 2021/22. The long-haul planes would fly to destinations in North America, the Caribbean and Africa, while the smaller jets would serve diverse short-haul destinations, including the Canary Islands.

Starting in March 2022, Eurowings Discover will offer three flights a week from FRA to **Fort Myers** Southwest Florida International Airport (RSW). In addition, **Salt Lake City** (SLC) will be on the flight schedule from FRA for the first time starting in May 2022 with three flights per week. Also starting in March 2022, Eurowings Discover will fly to **Las Vegas** McCarran International Airport (LAS) from MUC twice a week. Service will be onboard Airbus A340-300s. The new routes will be published with Lufthansa flight numbers initially on May 26.

## **U.S. ADDS 116 COUNTRIES TO ITS 'DO NOT TRAVEL' ADVISORY LIST**

22 APR: The U.S. State Department has added at least 116 countries this week to its "Level Four: Do Not Travel" advisory list, putting the UK, Canada, France, Israel, Mexico, Germany and others on the list, citing a "very high level of Covid-19."

On Monday, the State Department said it would boost the number of countries receiving its highest advisory rating to about 80% of countries worldwide. Before Tuesday, the State Department listed 34 out of about 200 countries as "Do Not Travel." The State Department now lists 150 countries at Level Four. It declined to say when it would complete the updates.

The State Department said on Monday the move did not imply a reassessment of current health situations in some countries, but rather "reflects an adjustment in the State Department's Travel Advisory system to rely more on the U.S. Centers for Disease Control and Prevention's existing epidemiological assessments." The recommendations are not mandatory and do not bar Americans from travel.

Other countries in the "Do Not Travel" list include Finland, Egypt, Belgium, Turkey, Italy, Sweden, Switzerland and Spain. Some countries like China and Japan remain at Level 3: Reconsider Travel."

Most Americans have already been prevented from traveling to much of Europe because of Covid-19 restrictions. Washington has barred nearly all non-U.S. citizens who have recently been in most of Europe, China, Brazil, Iran and South Africa. On Tuesday, the United States extended by a further 30 days restrictions in place for 13 months that bar non-essential travel at its Canadian and Mexican borders.

## **TOUR OPERATORS EXTEND FLEXIBLE CANCELLATION OFFERS**

29 APR: Leading tour operators in Germany are extending their flexible booking options with generous cancellation conditions for the coming months in a move to generate new sales amid the ongoing ban on travel to many destinations during the Covid-19 pandemic. Over the last few months, virtually all German tour operators have tried to encourage package holiday bookings by offering so-called flex-tariffs. These include cancellations or re-bookings at short notice. These have generally proven popular, but overall bookings have remained at low levels due to the large number of international travel restrictions, including requirements for Covid-19 tests and quarantine periods, which are still in place for many destinations around the world.

**DER Touristik** is taking the biggest step and has decided to extend its flexible booking option for another 12 months. Customers who book its 'Flexpaket' for €59 extra can cancel packages, hotel stays and tours up to 14 days before departure, for any trip before April 30, 2022. Germany sales chief Mark Tantz said: "With the extension of this action, we are offering our customers maximum flexibility for a whole year. In this way, our guests can plan their forthcoming summer, autumn, winter and even Easter holidays without worries and secure themselves a free rebooking and cancellation option for a very low extra charge." Elsewhere, market leader **TUI** offers customers who book its Flex-Tariff the option of cancelling or rebooking a holiday free of charge up to 14 days before departure.

**FTI** is currently offering a Flex-Plus tariff, costing 3% of the total holiday price, for trips up to December 18 this year. This enables customers to re-book or cancel up to 15 days before departure.

## **CONSUMER SENTIMENT**

28 APR: Rising infection rates and the need to tighten the lockdown restrictions are weighing on the consumer climate in Germany. While the propensity to buy again increased moderately, economic and income expectations decreased significantly. As a result, GfK is forecasting a decrease of 8.8 points in consumer confidence for May 2021, down 2.7 points from April this year (revised from -6.1 points). These are the findings of the GfK Consumer Climate Study in Germany for April 2021.

Hopes for further easing of restrictions and a revival of consumption have been noticeably dampened. Above all, the tightening of contact restrictions left its mark on economic and income expectations in April. In the previous month, hopes were still high that consumer confidence - also supported by increasing vaccination numbers - could recover more quickly.

Rolf Bürkl, GfK consumer expert comments on the subject: “The recovery of the domestic economy will continue to lag due to the third wave. As in 2020, consumption will not be a pillar of the economy this year. In the years before the pandemic, private consumer spending had still made an important contribution to the growth of the German economy.” As recently as last fall, researchers were still forecasting consumption growth of 4.9% for this year.

The forecasts for 2022 are raised significantly, with real private consumption expected to increase by 8.5%.

### *Income Expectations*

The sharp decline in income expectations contributes to the fact that consumer confidence is again decreasing after two consecutive increases. The income indicator dropped by thirteen points, slipping to 9.3 points. This means that it has almost entirely lost the previous month's significant gains (+15.8 points). At the time of the survey in the first half of March, hopes were still rising among many employees in the retail sector that furloughs would end when stores reopened, thus noticeably improving their income situation. These hopes have now been shattered due to tightening of lockdowns and has reignited unemployment fears.

### *Propensity to Buy*

Contrary to income expectations, the propensity to buy is still resisting the third wave. After an increase of five points, the indicator rises to 17.3 points. This is the third increase in a row. This represents an increase of almost 22 points compared to the same period of the previous year. Given the tighter lockdowns, this development initially seems somewhat surprising. However, the exceedingly high savings rate of currently around 16% shows that many households have considerable financial resources available for consumption. High on the spending priority list is travel once restrictions are lifted and borders open globally.

### *Economic Expectations*

The economic outlook in April paints a similar picture as the income expectations, losing its gain from the previous month. After a drop of 10.4 points, the economic outlook slips to 7.3 points. However, this still represents an impressive plus of almost 29 points compared to the previous year. Due to the lagging recovery in private consumption this year, many consumers apparently also see a weaker development of the economy as a whole. Although exports are rising, especially to China and the USA, weak consumer spending is proving to slow down

the economy this year. That is why economic research institutes have also downgraded the growth outlook for the gross domestic product (GDP) for 2021 in their current spring forecast by one percentage point from 4.7 to 3.7% compared to the fall 2020 forecast.

## **SALES ACTIVITIES**

### **Tioga Tours Road Rally with Visit USA Netherlands (April 15<sup>th</sup>, 2021):**

A one-day “Back on the Road” event was held for travel advisors by tour operator Tioga Tours and Visit USA Netherlands this month. The road rally format took place in and around Zwolle, Netherlands whereby teams of two travel advisors drove off every 10 minutes to complete a rally tour of eight stops. Each of the tented outdoor stops was themed – one of which being Florida.

As physical travel to/from The Netherlands was prohibited from Germany due to Covid, we collaborated with The Florida Keys and Visit Tampa Bay to produce a dedicated *Best of Florida* roll-up, provision of beach/pool props, our collateral material and several small giveaways. In addition, the tour operator presented tactical offers to our destinations.

With an attendance of close to 60 travel advisors, the event was very successful!

### **Visit USA Germany Virtual Travel Advisor Calendar (April 19<sup>th</sup>- 25<sup>th</sup>, 2021):**

We participated in the first-ever B2B virtual calendar on the Visit USA Germany website. This is a complimentary opportunity for all VUSA Germany members to connect with travel advisors in an interactive and creative way with a view toward building awareness and keeping our destination top-of-mind.

Based on an Advent calendar concept, travel advisors find five new “doors” to open Monday through Friday each week, behind which members’ content, news, competitions, quizzes and/or interactive games are disclosed. Each member fills one door with dedicated content comprised of several ‘slides’.

We eagerly jumped on this opportunity and were thus among the first to be featured upon launch of the program the week of 4/19. Six VSPC ‘slides’ were presented behind our “door” containing welcome text, enticing imagery combined with a description of destination highlights and a creative word pair game to win a beach bag and register for our VSPC newsletter. 309 travel advisors participated in our “door” and sweepstakes!

### **Virtual B2C Travel Fair “Land in Sicht” / Land Ahoy! (April 22<sup>nd</sup> - 25<sup>th</sup>, 2021):**

We participated in the first-ever B2C virtual holiday fair in Switzerland “Land in Sicht” / Land Ahoy!. Visually designed to replicate a real travel fair, consumers created their own avatars to ‘physically’ visit exhibitors in several halls, gather information and materials from destinations, tour operators and other travel providers as well as attend several informative presentations in uniquely designed auditoriums.

During the 4-day fair, we held a total of twelve 30-minute destination presentations after which we had the opportunity to engage with consumers during Q&A chat room sessions. In addition, we actively pursued collaboration with several Swiss tour operators attending the fair to include our destination video and/or special VSPC product offering at their own stands and in turn, encouraged the audience to visit these partners.

### **Virtual fvw Counter Days with Visit USA Germany (April 29<sup>th</sup> - 30<sup>th</sup>, 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 who trust the competence of fvw Medien.

Traditionally an in-person travel trade fair, fvw Medien launched their first 2-day virtual “Counter Days” event in February which included discussion panels, destination talks and webinars. The positive feedback from travel advisors and travel industry partners alike was phenomenal. During the February event, we actively engaged with over 140 travel advisors and conducted a 45-minute travel advisor training which was attended by close to 200.

For the 2<sup>nd</sup> edition of the virtual fvw Counter Days held this month, we collaborated with our Visit USA Committee Germany, participating within a dedicated “USA Hall” which ensured yet more exposure. With 14,298 Visits / 4,280 Chats / 9,163 messages received and 591 participants in the webinars, the USA Hall engagement was outstanding.

#### **Visit USA Belgium Travel Advisor Training (May 8<sup>th</sup>, 2021):**

Due to the impressive participation in several B2B eTrainings conducted by our Visit USA Committees to date, we continue to proactively source additional avenues for virtual travel advisor training with various industry partners.

This month we secured yet another opportunity to present our destination by joining forces with Visit USA Belgium. We will conduct a Florida-themed travel advisor training in cooperation with additional Florida partners: Kissimmee, Miami, Naples, and Universal. The training session will be recorded and available on YouTube indefinitely.

By popular demand, we will again include an interactive ‘treasure hunt’, which has become greatly valued by the travel trade and is meanwhile known as a VSPC signature element, setting ourselves apart from other Florida partners’ formats.

#### **DER Touristik Travel Advisor Training (May 11<sup>th</sup>, 2020):**

After successful travel advisor training sessions with DER Touristik focused on Visit St. Pete/Clearwater exclusively in May and September last year, we will continue this format with this tour operator again this year on May 11<sup>th</sup>.

Registration has been completed and presentation preparation is in the works.

#### *Additional Activity:*

- Continued to participate in innumerable conference calls, tourism organization webinars, virtual sales calls and ongoing communiqués with our partners industry movements.
- 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.
- Provided the **Visit USA Committee Germany** with input for this month’s newsletter to 21,800 travel trade subscribers. Our segment highlighted our **St. Pete Pride Festival**.
- Assisted HQ with updates for German website.
- **Website Requests for Destination Magazines:**
  - 1 request received via the [crm@simpleviewinc.com](mailto: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 communications 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.

### Brand USA Co-Ops:

- **BRAND USA DISCOVERY PROGRAM - INCENTIVE** (May 1-31, 2021) *Trade*  
The Brand USA Discovery Program is an innovative and interactive B2B online training platform providing travel advisors with the knowledge and skills needed to sell trips to the USA more effectively. Travel advisors can learn in their own time with bite-sized training and quizzes broken down into different modules such as regions or experiences. After passing a set of quizzes, the travel advisor is considered a specialist in that area and earns the applicable badge.  
The program also offers an incentive element with a view toward strongly motivating travel advisors to engage with the platform and complete badges within a specific timeframe. In Germany, Visit St. Pete/Clearwater has been selected for the incentive program and will be promoted exclusively for the month of May.  
This month we provided Miles Partnership with required assets for the incentive (German language copy, destination image, prize descriptions and necessary forms).

### VISIT FLORIDA Co-Op:

- **AMERICA UNLIMITED** (May-June 2021) *Trade/Consumer*  
We are pleased to have secured an opportunity to collaborate with VISIT FLORIDA on several marketing initiatives with German tour operator America Unlimited!  
Additional Florida partners are: The Palm Beaches, Ft. Myers, Tampa
  - **B2C Video/Podcast “Sunshine Series”** – May 31 – June 30  
Each Florida partner will have the opportunity to record a dedicated 30-minute video/podcast episode as part of the *Sunshine Series*. The professionally recorded episodes will be made available on platforms such as Apple Podcasts and Spotify. In addition, a video recording of the destination partner’s interview will be available on YouTube. Each episode of the Sunshine Series will be published in succession on a weekly basis and will be promoted as ‘recommended video’ on users’ search history. YouTube discovery ads will target new customers with an interest in travel, the U.S. and between the ages of 30 and 49.  
The recording of our St. Pete/Clearwater interview session is scheduled next month at the tour operator’s office in Hannover.  
Estimated views: expected total YouTube views for *Sunshine Series* is 60k
  - **B2C Microsite & Sweepstakes** – May 31 – June 30  
America Unlimited will build a dedicated microsite including subpages for each participating partner, displaying highlights of each region including travel offer. Social Media posts, YouTube description and Podcast show notes will link to microsite. The landing page will encourage visitors to answer questions about USPs as part of a quiz. There will be one question dedicated to each partner.  
Impressions: approx. 160,000 per month

- **AMERICA UNLIMITED** (May-June 2021) *Trade/Consumer*

  - **B2C Social Media Campaign** – May 31 – June 15  
 For the duration of two weeks America Unlimited will create and post Florida-themed content to new and existing customers including a call-to-action (raffle participation), appealing visuals, educational information, stories and interactive posts. 3 social media posts will be created for each participating partner and will be featured on the tour operator’s Facebook and Instagram platforms.  
 Impressions: approx. 5.3 million  
 An initial set of assets and input were transmitted this month.
  
- **CANUSA TOURISTIK** (April-June 2021) *Trade/Consumer*

We are pleased to have secured an opportunity to collaborate with VISIT FLORIDA on several 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  
 Relevant assets and input for the B2C Online Campaign have been transmitted to both VISIT FLORIDA and CANUSA. The B2C online campaign went live this month.
  
- **AMERICA JOURNAL** (Germany) *Trade/Consumer*

Publication Brief:

  - A German high-gloss consumer publication dedicated exclusively to the USA providing in-depth coverage on American travel, culture and customs as well as insider tips and helpful hints.
  - Published four times this year, the pub enjoys a long shelf-life with a monthly readership of 140,000 USA loyalists from high-income households.
  - Available at newsstands and several public facilities throughout Germany, Austria and Switzerland as well as to over 36,000 subscribers.
  - On average, 75% of the readership takes at least 1 trip to the U.S. per year.
  - Readers retain AMERICA Journal magazines for up to 4 years.

- **AMERICA JOURNAL** (Germany)

Trade/Consumer

“Florida’s Fabulous Four” Campaign:

In collaboration with America Journal, three Florida destination partners (Keys, Naples and Tampa) in addition to a CTA partner (German tour operator FTI Touristik), we will launch a dynamic 3-month campaign entitled “Florida’s Fabulous Four”.

FTI Touristik will create a dedicated “Florida’s Fabulous Four” landing page for this campaign featuring imagery, content and two tactical offers for each Florida partner:

[www.fti.de/floridas-fabulous-four](http://www.fti.de/floridas-fabulous-four)

The campaign will consist of the following elements:

- **Print** – Issue #1/21 April 30<sup>th</sup>, 2021
  - **2/1 pages** (inside front cover U2 + p. 3 as special eye catcher)
    - Each destination partner receives equal content coverage (brief advertorial, imagery, logo) and will be designed in route-style along Florida’s western region from Tampa to the Florida Keys.
    - FTI Touristik will be included with a brief mention and campaign URL.
- **Online** – May-June 2021
  - **Skyscraper** on AJ website 3-month campaign duration, i.e. 4/30-7/31
    - The skyscraper will be designed to mirror the elements of the print ad and will link to the FTI Touristik dedicated landing page
  - **Stand-alone B2C eNewsletter** – end of May
    - Each destination partner receives an individual digital ad (teaser box), imagery equal content with link to destination website
    - FTI Touristik will be included here as well in a minimized format including link to dedicated campaign landing page
    - (Note: The AJ eNews has just recently been developed; subscribers approx. 2,000 and growing weekly)*
  - **Virtual B2C Event Presentation** – June 17<sup>th</sup>, 2021
    - America Journal will host a virtual evening event inviting customers to participate in an interactive presentation featuring ‘Florida’s Fabulous Four’ destinations. By popular demand, our signature ‘treasure hunt’ will be incorporated with a view toward engaging customers and ensuring attentiveness. A quiz and live chat will be included.
    - This virtual consumer event is a first for America Journal and of particular value to the Florida partners as it targets a focused consumer demographic.
    - Anticipated duration: 2 hours
    - Anticipated attendance: 50-80 loyal USA readers from high-income households

All relevant elements and assets have been delivered.

This month, the #1/21 issue was published and the FTI Touristik dedicated “Florida’s Fabulous Four” landing page went live.

Public Relations Support:

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

This month saw us assisting the agency with the following:

- **Press Release April:** Proofread/corrected

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