

CENTRAL EUROPEAN OFFICE

M A Y 2021

Prepared by: Marion S. Wolf
Director Central Europe

MARKET INTELLIGENCE / TRENDS

FTI GROUP: EXTENSION OF ITS CORONA TRAVEL PROTECTION

03 MAY: From May 1 to 31, newly booked FTI package tours now include the 'Corona Travel Promise'. Besides the current protection, it includes additional coverage during the holidays: Should holidaymakers be refused entry locally due to a positive Covid-19 test, or should they test positive for Covid-19 during the further course of their holidays, the tour operator will cover additional accommodation costs in case of an officially ordered quarantine (up to 14 days) as well as costs for the rebooking of the return flight up to €500 per person or €3,500 per booking. The offer is valid for trips with the latest return date of October 31, 2021.

TUI: 'GREENER AND FAIRER' HOLIDAYS

03 MAY: When TUI's 'Better holidays, better world' sustainability strategy was rolled out across the business in 2015, the ambitious goal to deliver 10 million 'greener and fairer' holidays per year by 2020 was set. This goal was achieved according to the group's latest sustainability report.

The data reveal that e.g., in 2019 some 10.3 million customers stayed in hotels with sustainability certifications. Over the course of six years (2015 to 2020), 43 million 'greener and fairer' holidays had been booked.

TUI reports that hotels were the driving force for improving the travel group's sustainability performance in destinations. According to TUI, 'greener and fairer' holidays include a stay at a hotel "which has achieved a credible independent sustainability certification" showing the accommodation demonstrates social and environmental good practices that meet global sustainability standards.

The travel group quotes an analysis of 300 hotels that showed that hotels with sustainability certifications out-performed non-certified hotels on environmental performance – demonstrating 10% lower CO₂ emissions, 24% lower waste volume, 19% less fresh water per guest night and 23% higher use of green energy. According to TUI, these 'greener' hotels also delivered higher quality and customer satisfaction. "43 million greener and fairer holidays are a strong starting point for TUI Group's commitment to sustainability," said Thomas Ellerbeck, member of the Group Executive Committee and Chief Sustainability Officer of TUI Group.

Over the years many labels have been developed to help hotels manage sustainability. To make things clearer, the Global Sustainable Tourism Council (GSTC) has set a standard for all certifications. The criteria are organized around four main themes: effective sustainability planning, maximizing social and economic benefits for the local community, enhancing cultural heritage and reducing negative impacts to the environment.

To ensure high standards, TUI prioritizes certifications aligned with the GSTC. Currently over 30 standards have achieved GSTC recognition or accreditation status, such as Green Globe, EarthCheck, Rainforest Alliance standard for tourism operations and Travelife. TUI is a strong advocate of the Travelife sustainability certification scheme.

TOUR OPERATORS PREDICT BOOKINGS BOOM

06 MAY: Tour operators in Germany and other EU countries are optimistic about a quick pick-up in bookings once the EU's Covid-19 'travel pass' comes into effect next month, and some are even forecasting a boom given the massive pent-up travel demand among consumers.

The European Commission aims to implement the 'EU Covid-19 Certificate' for people who have been vaccinated or recovered from Covid-19 during June. This document would enable countries to ease travel restrictions for this group of people, which is steadily growing as vaccinations are rolled out more extensively across Europe. In Germany, for example, several regional states are starting to enable domestic travel again by permitting accommodation providers with areas with low infection rates to re-open.

TUI Group CEO Fritz Jousen welcomed moves by German authorities to restore civil liberties, including freedom to travel, and the ending of testing and quarantine regulations for people who have been vaccinated against Covid-19. "Summer holidays in Germany and southern Europe will be possible in 2021," he declared. "Freedom and responsibility are not contradictory. Holidaymakers, tour operators and hoteliers take protection and hygiene very seriously. The positive experiences on the Canaries in the winter and on Majorca over Easter have shown this." But the TUI chief stressed: "For summer 2021, holidaymakers, the tourism industry, hotels and caterers now need the ability to plan and reliability. Holidaymakers are sitting on packed suitcases. And the tourism industry is ready to make a safe holiday possible in 2021."

Germans are now responding to the improving outlook for summer holidays and are starting to make bookings, the news agency DPA reported. Traditional destinations such as Spain, Greece and Italy are in demand and prices are likely to be generally stable, according to tour operators. "The vaccination campaign has picked up speed dramatically in Germany, and bookings are rising continuously," a TUI spokesperson told the news agency. "Many people are booking longer trips as they have had to wait a very long time for their holiday. There is a trend to hotels in higher categories and larger rooms with a better location."

Similarly, the country's second-largest tour operator, DER Touristik, is seeing "a significant rise" in bookings at present. "People want to travel and do so as safely and as quickly as possible," said Central Europe chief Ingo Burmester. Holidays will remain low-priced this year, he said. "The very attractive price offers resulting from the very low demand at the beginning of the year are still available for trips in July in some cases," he pointed out.

FTI Group managing director Ralph Schiller expects a travel boom as soon as restrictions are eased. "We can see how big the desire to travel is from the fact that demand for Majorca and the Dominican Republic – destinations where there are no travel warnings at present – has increased strongly for trips in May and June 2021," he pointed out. Schiller reported that customers are opting for up-market hotels and predicted "very stable" price trends for this summer. But he warned: "If the expected bookings boom for the main summer holiday period occurs, then capacity could get tight and there may be rising prices in some areas."

RELAUNCH OF HOLIDAYS TO GREECE

06 MAY: German tour operators set to relaunch holidays to Greece this month with an expanded portfolio as the Mediterranean destination re-opens for international tourism.

DER Touristik is offering 750 hotels in all categories starting on May 14th in all major Greek destinations, including Crete, Rhodes, Kos and Corfu as well as smaller islands and coastal areas on the mainland. A total of 69 properties are exclusively available through the group's tour operator brands. In addition, flight capacity from Germany will be expanded by 20% compared to last summer.

TUI is offering large-scale programs for Greece this summer, starting on May 14, with more than 3,000 hotels and apartments on 21 islands and a large number of TUIfly flights from different German airports.

FTI Touristik has expanded its portfolio by 20% compared to the pre-corona year of 2019 and is planning exclusive charter flights to Rhodes, Kos and Corfu during the summer school holidays in several German regions.

LUFTHANSA EXTENDS REBOOKING OPTION WITHOUT A FEE

12 MAY: The Lufthansa Group continues to support anyone planning a trip in the coming weeks and months: Travelers can book flights with Lufthansa, Swiss, Austrian Airlines, Brussels Airlines and Eurowings with flexible rebooking options.

Since the end of August 2020, all fares of Lufthansa Group airlines can be rebooked without a rebooking fee. This fare offer was valid for both new and rebooking until the end of May. The offer has now been extended: all airline fares can still be rebooked free of charge as often as desired until July 31, 2021, if the rebooking is also made before that date.

After that, another rebooking is possible free of charge. The newly booked flight can be booked within the entire ticket validity up to one year in the future. Customers can also change their itinerary as they wish, depending on availability, and, for example, fly from Munich to New York instead of Frankfurt to Rio de Janeiro.

Passengers who would like to postpone their original trip but cannot yet decide on a new date and destination can initially cancel their booking without committing to a new travel date. The customer's ticket remains in the system as a credit until they decide to make a new reservation and thus redeem it. The new booking must then be made by August 31, 2021. Departure date in this case must be by July 31, 2022.

However, it must be noted that additional costs may arise for rebooking if, for example, the original booking class is no longer available when rebooking to a different date or to a different destination.

QUARANTINE REGULATION LIFTED FOR THOSE TESTED OR VACCINATED

17 MAY: The German government has changed the entry regulations as of May 13. A mandatory quarantine is lifted for returnees who are vaccinated, have recovered from Covid-19 or carry a negative test – with a few exceptions.

Proof of vaccination or of recovery from Covid-19 can now replace a negative test certificate and exempt travelers from quarantine on entry, but this does not apply if they have spent time in an area of variant of concern prior to entry.

Upon entering Germany, travelers aged six years or older now have to comply with these restrictions upon entering Germany:

- **Area of variant of concern:**
Having stayed in one of these currently 11 areas (e.g. Brazil, India or South Africa) in the last 10 days, travelers must present a negative Covid-19 test result. This proof must be held prior to entering the country and must be presented to the airline before departure where applicable. Travelers must self-isolate for 14 days after arrival – without any exemption.
- **High incidence area:**
After a stay (not just transferring) in a high incidence area with a seven-day incidence rate of 200 or more such as currently in Croatia, Cyprus, Egypt, Tunisia or Turkey in the last 10 days, travelers must present a negative Covid-19 test result, proof of a full Covid-19 vaccination or proof of recovery from an infection. This proof must be held prior to entering the country and must be presented to the airline before departure where applicable. Travelers must self-isolate there for 10 days, but the quarantine period may be ended on the basis of a negative test carried out no earlier than five days after entry.
- **Risk area** (not an area of variant of concern or a high incidence area):
When entering by land or sea (e.g. by car or ship) from an area with a seven-day incidence between 50 and 200 (currently some 100 countries worldwide), travelers must present a negative Covid-19 test result or proof of vaccination or recovery from an infection. This proof must be presented no later than 48 hours after entry to avoid the obligation to quarantine.
- **Arrivals by air:**
Travelers entering Germany by air must – irrespective of whether or not they have spent time in a risk area – present a negative Covid-19 test result, proof of a full Covid-19 vaccination or proof of recovery from an infection. This proof must be held prior to entering the country and must be presented to the airline before departure.

Whereas the German Travel Industry Association (DRV) regards the abolition of a mandatory quarantine for returnees from risk areas as a success, travel trade officials criticize the general obligation on travelers entering the country by air to furnish proof of testing, even if returning from 'safe' areas. Keeping this restriction seems incomprehensible especially as it only applies to air travelers but not to those travelling by car, train or ship.

LUFTHANSA CALLS FOR CLEAR SIGNAL FOR USA TRAVEL

19 MAY: As a result of rising vaccination figures, declining infection rates and lifting of German entry rules, Lufthansa Group airlines report a significantly increasing demand for tickets. The airline group stresses that "we now need a clear perspective on how travel between the USA and Europe can return on a larger scale".

Increases of up to 300% for popular US destinations

As a result of the improving travel mood, Lufthansa Group airlines report a significantly increasing demand for tickets. For example, in the past two weeks there has been much more demand for summer flights to the USA than in previous months with booking increases of up to 300% for connections to New York City, Miami and Los Angeles. Therefore, the Lufthansa Group airlines expect to further increase their capacity to and from the USA as of June and will be resuming flights to attractive destinations such as Orlando and Atlanta.

Expanding flight schedule according to demand

Lufthansa announced it would also expand its flight schedule on short notice if demand continues to increase. With more than 100 vacation destinations, Lufthansa and Eurowings are offering more vacation destinations this summer than ever before.

Flights to leading leisure long-haul destinations such as Male (Maldives), Cancún (Mexico) and Punta Cana (Dominican Republic) have already been showing a strong increase in demand for weeks.

In addition, the Lufthansa Group has announced new **Eurowings Discover** flight service from Frankfurt (FRA) to Southwest Florida International Airport (RSW). The service is scheduled to commence in March 2022 three times/week onboard Airbus A340-300s. Tickets are bookable as of May 26, 2021.

Also starting in March 2022, Las Vegas will be serviced from Frankfurt twice/week and Salt Lake City, Utah will be on the flight schedule for the first time starting in May 2022 three time/week.

Eurowings Discover is a Lufthansa Group new airline specializing in leisure/tourist travel from the Frankfurt and Munich hubs.

MOOD IN TRAVEL AGENCIES IMPROVES MARKEDLY

27 MAY: Easing of restrictions, proceeding vaccination, fewer travel warnings and destinations declared as risk areas: The framework conditions for travel have improved in recent weeks – and this is mirrored in the tourism and travel trade. More and more destinations are open for business, and both tour operators and suppliers such as airlines, cruise companies and hotel chains announce an extension of their offerings. Consequently, the mood in German travel agencies has improved significantly in May.

For the first time for more than a year, there are travel agents who describe their current sales situation as "good". Moreover, the share of agents assessing the situation as satisfying more than tripled from 2.3% to 8.3%. The percentage of "bad" answers has decreased from 97.7% to 90.8% according to the current tourism sales climate index for April 2021 recorded by consulting agency Dr. Fried & Partner.

The rising optimism is especially reflected by the assessment of future demand: The percentage of respondents who expect demand for travel services to rise in the next 6 months

has more than doubled from 21.4% in April to 45.9% in May. Only 33.9% (April 56.5%) still expect demand to fall in the next 6 months compared to the previous year. Travel agent's assessment of their future earnings situation has also improved markedly. Almost one third of all agents (31,5% compared to 11.5% in March) expect an improvement within the next 6 months.

THOMAS COOK SEEKS EUROPEAN COMEBACK

27 MAY: Chinese group Fosun is planning a major relaunch for Thomas Cook in Europe with new tour operator activities and rapid expansion of popular hotel brands Casa Cook and Cook's Club, according to top executive Alessandro Dassi.

In the aftermath of Thomas Cook Group's spectacular insolvency in autumn 2019, Fosun, formerly the British group's biggest shareholder, snapped up the brand rights for Thomas Cook, Cook's Club and Casa Cook for just €13 million. After getting through the worst of the coronavirus pandemic last year, the Chinese conglomerate, which also owns Club Med, is now planning a comeback for one of the world's most famous travel brands. Alessandro Dassi, head of Thomas Cook China and also responsible for the international strategy, said "Fosun thinks long-term. Our aim is to become a significant player in worldwide tourism."

- *UK Relaunch*

While one part of this strategy will be the resumption of foreign travel by Chinese consumers once the current restrictions are lifted, Fosun also aims to revive Thomas Cook as a tour operator in Europe. The start will be in the UK, where the company was re-established with former staff and the Sunny Heart logo last September. Instead of trying to return as a traditional tour operator, the new Thomas Cook UK will have a different business model and will offer dynamic packages combining flights and hotels.

- *Continental Europe Next*

Fosun also wants to revive the famous brand in other European outbound markets. The group is looking at Belgium and the Netherlands as the next countries for a relaunch, and then Germany at a later stage. These were the tour operator's former core markets in continental Europe.

However, it remains to be seen how strong the Thomas Cook brand still is in these markets following the insolvency in 2019. Nevertheless, Fosun clearly believes that a relaunch is worth a try as part of its international tourism ambitions.

CONSUMER SENTIMENT

27 MAY: German consumer sentiment was rather bright during the month of May. Economic and income expectations are on the rise. By contrast, the propensity to buy suffered moderate losses after three consecutive increases. As a result, GfK is forecasting a value of -7.0 points in consumer confidence for June 2021, up 1.6 points from May this year (revised from -8.6 points). These are the findings of the GfK Consumer Climate Study Germany for May 2021.

Rolf Bürkl, GfK consumer expert comments on the subject: "We are leaving the third wave behind us more and more, the incidence values have been decreasing significantly for several weeks. And we are also making great progress when it comes to vaccination. As a result,

loosening of restrictions and a reversal of strict lockdowns are possible. These factors fuel economic optimism.”

The conditions for a significant recovery in consumer sentiment are good. As a result of the lockdowns, broad sections of private households have substantial financial reserves. This is reflected in the increased savings rate of private households, which rose to about 16% during the pandemic. In 2019, it was still between 10% and 11%. This means that considerable funds are available for spending on pent-up demand for services and travel.

Income Expectations

In the wake of a sharp rise in the economic outlook, income expectations also increased in May. After an increase of 10.2 points, the indicator climbs to 19.5 points. This compensates for a substantial part of the previous month's losses (-13 points). This represents an increase of currently more than 25 points compared to the same period of the previous year. The loosening of restrictions or openings - for example, in the restaurant and hotel industries - will lead to a reduction in employees' short-time work. This also raises hopes of a better income trend.

Propensity to Buy

In contrast to income expectations, the propensity to buy is apparently unable to benefit from the sharp rise in economic optimism. After three consecutive increases, the propensity to buy suffered moderate losses, with the indicator dropping 7.3 points to a current value of 10 points. This is still 4.5 points higher than the corresponding figure for the previous year. Despite the openings and relaxations that have been made or announced to date, a number of consumption options, especially in service sectors, are still not possible or only possible to a very limited extent. This is likely to slow down a noticeable recovery in propensity to buy at present.

Economic Expectations

The good news is that German consumer confidence about the economy appears to be returning. The economic expectations indicator rises significantly in May. After rising by almost 34 points, it jumped to 41.1 points, its highest level in more than three years. The measurement in March 2018 was 42.8 points. The sudden increase in the economic outlook also fuels hopes that consumer sentiment will also benefit more in the second half of the year and that private consumption can recover. At the moment, the German economy is being supported primarily by the positive export development, especially in the goods and services trade with China and the USA.

SALES ACTIVITIES

Visit USA Germany Virtual Travel Advisor Calendar (April 19th- 25th, 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!

This month we deployed a travel advisor follow-up containing comprehensive destination information, contacted sweepstakes prize winners and mailed them our prize packages.

Virtual fvw Counter Days with Visit USA Germany (April 29th - 30th, 2021):

fwv 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 fwv Medien.

Traditionally an in-person travel trade fair, fwv 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 2nd edition of the virtual fwv 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.

This month we deployed our travel advisor follow-up containing comprehensive destination information.

DER Touristik Travel Advisor Training (May 11th, 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 11th.

120 travel advisors participated in the training, were very engaged and eager to learn about what’s new in our area. Several travel advisors reported a marked uptick in inquiries for travel to the US and Florida in particular. We also received several compliments for our innovative destination presentation.

Visit USA Belgium Travel Advisor Training (May 18th, 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.

We secured an opportunity to present our destination by joining forces with Visit USA Belgium, conducting a Florida-themed travel advisor training in collaboration with additional Florida partners: Kissimmee, Miami, Naples, and Universal.

75 travel advisors plus three of Belgium’s top tour operators attended the training session (USA Travel, Wings ‘n Wheels and Del-Tour) during which our innovative destination presentation received accolades – particularly for our creative elements, e.g. 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.

The training session was recorded and will be available on YouTube indefinitely. A comprehensive email follow-up was deployed to all attendees.

Furthermore, this webinar was part of the Visit USA Belgium Specialist program, for which the travel advisors can apply and participate by answering several quiz questions. VSPC is

one of the partners in this program wherein our destination quiz questions are included accordingly.

Visit USA Germany/Visit Florida Virtual Travel Advisor Training (June 2021):

In collaboration with the Visit USA Committee Germany, Visit Florida will conduct a series of three Florida training sessions with six Florida partners for travel advisors. With spots being limited, we again jumped on the chance to participate, successfully secured a presentation session for VSPC and will partner with Universal Orlando on June 30th.

All partners were asked to be creative and present insider tips to well-informed travel advisors. Therefore, we again asked Rosemarie Payne for ‘personalized’ videos shot on location in the destination featuring hot insider tips to be included in our presentation. Our gratitude goes out to Rosemarie and her team for the fabulous support!

Brand USA Global Marketplace – Pod Assets Update (July 2021):

Brand USA’s “Global Marketplace” is 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.

Having participated in several successful virtual events on the platform since its inception in Q4 2020, HQ advised the end of this month that VSPC will renew its partnership for the next iteration of “Global Marketplace” for the period July 1, 2021 - June 30, 2022. We will have the opportunity to update our pod assets, i.e. the content of our virtual stand which includes downloadable PDF documents, imagery and video material. We shall be conferring closely HQ to coordinate applicable updates the beginning of June.

DER Touristik Florida Gulf Coast Podcast (August 12th, 2021):

After the successful travel advisor training with DER Touristik this month, we pursued additional promotional avenues with DER Touristik and were offered an opportunity to participate in a Florida Gulf Coast podcast in collaboration with two additional Florida partners (Ft. Myers and Naples).

All partners participated in a ‘kick-off’ call this month to discuss focus, agree on destination presentation order and content, recording timing, etc. In the aftermath, our innovative ideas with a view toward setting ourselves apart included usage of one of our destination video jingles. Our gratitude goes out to Katie Bridges for supplying us with the applicable soundtrack!

The podcast recording has been scheduled for next month and will go live on August 12th. It will be promoted in Germany and Austria via several channels such as DER Touristik’s “Come Closer” intranet portal, eNews to 10,000 travel advisors, a B2B Facebook group (6,000 followers) and will be aired on streaming portals such as Apple & Google Podcasts, Spotify, Deezer, Amazon Music and Audible. Once live, the podcast will be accessible for 52 weeks straight (until August 11th, 2022).

Additional Activity:

- Continued to participate in innumerable conference calls, tourism organization webinars, virtual sales calls and ongoing communiqués with our travel industry partners.
- 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 as applicable.

- Provided the **Visit USA Committee Belgium** with VSPC news to be published in their next eNews blast to 2,000+ subscribers, for inclusion in their social media channels and on the Visit USA Belgium website
- Assisted HQ with German translations for the “best of” winners on the VSPC website.
- **Website Requests for Destination Magazines:**
1 request 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 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.
Miles Partnership was provided with all required assets for the incentive (German language copy, destination image, prize descriptions and necessary forms) last month. Final program results are expected next month.

VISIT FLORIDA Co-Ops:

- **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 was successfully completed this month at the tour operator’s office in Hannover.

Estimated views: 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

➤ **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

All required assets have been provided. Layouts for microsite, sweepstakes and social media have been approved.

• **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

All relevant assets and input have been transmitted to both VISIT FLORIDA and CANUSA. Awaiting final report.

Travel Trade/Consumer Publications & Portals:

- **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.

“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

The campaign will consist of the following elements:

- **Print** – Issue #1/21 April 30th, 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** – 6/02
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 17th, 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.

The #1/21 issue was published, the digital elements have launched/been deployed, the FTI Touristik dedicated “Florida’s Fabulous Four” landing page has gone live.

Further preparations for the B2C virtual event presentation were coordinated with all partners this month.

Public Relations Support:

Kaus Media Services - VSPC’s German PR Agency

This month saw us assisting the agency with the following:

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

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