

CENTRAL EUROPEAN OFFICE

J U L Y 2021

Prepared by: Marion S. Wolf
Director Central Europe

MARKET INTELLIGENCE / TRENDS

BAN LIFTED FOR TRAVELERS FROM PORTUGAL, UK AND INDIA

06 JULY: Germany is easing travel rules for five countries where the Delta variant is widespread. Portugal, Britain and Northern Ireland, Russia, India and Nepal will be removed from the 'virus variant' list from Wednesday, July 7. They will be marked as 'high incidence' areas instead, the Robert Koch Institute, Germany's national public health body, announced on Monday. Just a week ago, Germany had declared Portugal as an area of variant concern which came as a shock to the tourism industry and led to rash departures from the country among many German holidaymakers.

Going forward: Travelers entering Germany from high incidence areas who are fully vaccinated or have recovered from Covid-19 will be released from a mandatory 14-day quarantine on the basis that proof of vaccination/recovery is presented prior to boarding a flight to Germany. Other returnees have to present a negative Covid test before departure to Germany and can shorten their 10-day quarantine to only five days with another negative Covid test.

DELTA VARIANT EFFECT ON BOOKINGS

08 JULY: The coronavirus Delta variant has not yet had any major impact on bookings as Germans rush to secure their summer holidays in popular destinations on short notice, according to tour operators. At the same time, the German travel industry is monitoring developments closely as travel restrictions are re-imposed in some areas to prevent a rapid spread of the highly infectious virus variant. For example, many holidaymakers quickly left Portugal last week after German authorities declared the country to be an area of 'virus variant concern'. This status was eased to 'high incidence area' at the start of this week, removing the need for quarantines.

People's desire to travel is "unbroken", the German Travel Association (DRV) told the DPA news agency. Bookings in June were double the levels of last year, according to the latest monthly TATS travel agency sales survey, although June 2020 sales volumes were of course much lower than 12 months previously. "We continue to see very high demand for last-minute trips for the summer holidays," commented FTI chief Ralph Schiller. There was no increase in cancellations for Mallorca, for example, despite media reports about rising infection levels.

Similarly, **DER Touristik** cannot see any sign of 'increased cancellations' at present. On the contrary, the high number of last-minute bookings proves that many customers want to catch up after missing out on a summer holiday last year, Germany chief Ingo Burmester explained. Germany's second-largest tour operator reported a continuous rise in demand since April "with a clear pick-up from the start of May and a real run since Pentecost" as travel restrictions are eased for major destinations. In terms of destinations, 75% of bookings are for the Mediterranean, with Turkey (Antalya), Spain (Balearics/Majorca), the Greek islands, Germany, Croatia and Italy topping the current ranking.

Meanwhile, **TUI** is resuming holidays in Portugal this week after the latest travel restrictions were eased again. The German market leader had cancelled trips there after German authorities upgraded their travel advice due to the rapid spread of Delta variant in recent weeks. Germany CEO Marek Andryszak said: "With everchanging reports on restrictions, holidaymakers are awaiting the latest developments and book on short notice."

DER TOURISTIK FOCUSES ON WINTER SUN HOLIDAYS

15 JULY: DER Touristik's tour operator brands are already seeing good demand for winter sun destinations such as Turkey, the Canaries and Egypt for the 2021/22 season. In contrast, popular long-haul destinations such as Thailand, the Indian Ocean and the Caribbean are being held back by travel restrictions. The tourism group is promising stable prices for the coming winter for Turkey, the Canaries, Egypt and Tunisia, while there are price reductions of 3-7% for various long-haul destinations.

The recent trend for tours in smaller groups or even individually has gathered strength during the pandemic. In response, DER Touristik has re-structured its program of more than 1,000 tours and will offer 20% of them as small groups and over 10% as private trips. In addition, a new 'tour planner' tool for self-drive holidays has been launched, enabling travel agents to create individual routes with appropriate hotel bookings and excursions for their customers.

U.S. REVIEWING TRANSATLANTIC TRAVEL RESTRICTIONS

16 JULY: U.S. President Joe Biden has promised to address the ongoing transatlantic travel ban. After talks with German Chancellor Angela Merkel this month, Biden will make a decision 'in a matter of days' on when U.S.-Europe non-essential travel can restart. "It's in process now. I'm waiting to hear from our folks in our COVID team as to when that should be done," Biden said.

Although Europe has eased travel restrictions for inbound American travelers, the U.S. has kept strict travel restrictions in place that were imposed under former President Donald Trump. "We welcome the President's remark, delivered today with German Chancellor Angela Merkel that more information on the timing for lifting international travel bans could come 'within the next several days,'" said U.S. Travel Association Executive Vice President of Public Affairs, Tori Emerson Barnes. "The science says we can safely reopen international travel now, particularly for countries that have made considerable progress toward vaccinating their citizens."

Biden's hint at a relaxation of the ban is the clearest signal yet that it may be coming to an end soon. In answering Merkel's query, it relates specifically to EU passenger flights, but any relaxation of restrictions will likely include the UK.

FTI FOCUSES ON PROFITABLE GROWTH

21 JULY: German tour operator FTI will concentrate more strongly on profitable growth and repayment of state loans under new CEO Ralph Schiller, including more up-market holidays for the coming winter season. The Munich-based group, which also owns travel agencies, hotels and incoming agencies, has entered a new era following the management handover from founder Dietmar Gunz to long-serving number two Schiller at the end of last year.

During the pandemic year of 2020, the group was forced to secure loans from majority owner Samih Sawiris, its house bank Unicredit and the German state's financial support scheme. Schiller declared: "We want to pay back all the financial aid we have received in the next few years."

Fundamentally, the company will focus more on the bottom line than the top line. "We want to grow profitably," the sales and marketing expert emphasized. One priority will be to deepen cooperation between the tour operator business and the group's hotel activities and destination management operations, he noted.

Meanwhile, the 'profitable growth' focus is already apparent in FTI's program for winter 2021-22, with a mix of more five-star hotels and a broader portfolio. Prices will remain stable, however, the company stressed. This portfolio corresponds to current demand patterns, Schiller said. Average selling prices are 20% higher at present than in the comparable period of 2019 because customers are booking more expensive accommodation and staying longer on average, he explained.

SPAIN AND NETHERLANDS DECLARED HIGH-RISK AREAS

26 JULY: As of Tuesday 7/27, Spain and the Netherlands are high-incidence areas for German travelers. With this classification, returning from these countries means a mandatory 10-day quarantine which can be halved by a negative Covid-19 test. The decision of the Robert Koch Institute (RKI), the public health institute in Germany, reflects country's attempt to slow new Covid-19 cases in the face of the rapid spread of the highly contagious Delta variant in the middle of the summer tourism season.

Spain's tourism industry planned a strong recovery this summer, but now tourism officials are afraid that increased restrictions could deter German visitors. This would affect the Balearic Islands (Mallorca, Menorca, Ibiza and Formentera) and the Canary Islands particularly, where tourism accounts for more than one third of the economic output.

Since the end of June, Covid numbers have skyrocketed practically everywhere in Spain. Consequently, the German government already moved Spain onto its basic risk list on July 11th. Now the seven-day incidence of infections per 100,000 people in Spain rose from 42 in June to 333 on Friday. Meanwhile the seven-day incidence in the Netherlands – on the basic risk list since July 16th – is currently over 400 after hastily reopening public life and the Delta

variant gaining ground. Thus, both countries significantly exceed the 200 level at which Germany can declare a country a high-incidence area.

TUI EXTENDS €4.7 BILLION CREDIT LINES UNTIL 2024

28 JULY: TUI has agreed with the 19 private banks to extend the maturity of the credit line totaling €4.7 billion by two years to summer 2024. This gives the travel group more time and flexibility and strengthens the world's largest tourism company in a market environment still impacted by Corona restrictions. The travel group stresses that its "objective remains a rapid repayment of the government loans as soon as more holiday destinations can be travelled to in a stable manner again and the successful relaunch of tourism continues in a sustainable manner".

According to TUI, demand and interest in travel remain at gratifyingly high levels in Europe and TUI's international markets. "Vaccinations continue to be the key to more freedom for all and also for travel," stresses CEO Fritz Jousen. He specifies that after a good start, summer business is currently focused on a few destinations such as Greece, Spain and Cyprus, domestic tourism and cruises.

According to the CEO, the extension of the credit lines shows that "the banks support our strategy, our path of transformation and see TUI's strengths after the Corona crisis."

EUROWINGS DISCOVER STARTS OPERATION ON SCHEDULE

28 JULY: On July 24, Eurowings Discover departed on its inaugural flight according to schedule. Operated by an Airbus 330-200, Lufthansa Group's new leisure airline flew from Frankfurt to Mombasa and onward to the island of Zanzibar.

In addition to the Mombasa and Zanzibar, Eurowings Discover will be flying to Punta Cana (Dominican Republic) from August 9th and to Windhoek (Namibia) starting August 10th. On September 30th the airline will start operating from Frankfurt to Las Vegas and from October 1st to Mauritius. In early November, Bridgetown, Cancún, Varadero and Montego Bay will also be added to the winter flight schedule.

The airline will also start offering medium-haul routes in November 2021, with flights from Frankfurt to the Canary Islands of Fuerteventura, Gran Canaria, Lanzarote and Tenerife, as well as to Hurgada and Marsa Alam in Egypt, and Marrakech in Morocco. From summer 2022 onwards, there will also be short-, medium- and long-haul flights out of the Munich hub. **Starting in March 2022, Eurowings Discover will offer three flights a week from Frankfurt (FRA) to Fort Myers (RSW) in Florida.**

GERMANY PLANS MANDATORY TESTS FOR ALL TRAVELERS

29 JULY: Because of rising infection rates due to the Delta variant of the Corona virus, the German government plans to establish a mandatory test for all arriving travelers regardless of their mode of transport. So far there is only a test obligation for all travelers arriving by plane.

According to a new draft regulation of the German Ministry of Health, all travelers entering Germany who have not been fully vaccinated will have to provide a negative Covid test as of August 1st. This applies to all arriving travelers no matter where they are coming from and which means of transport they use.

CONSUMER SENTIMENT

28 JULY: After the recent uptick in interest, consumer confidence is taking a breather in July. Both economic and income expectations show moderate losses, while the propensity to buy may again be increasing slightly. As a result, GfK forecasts a -0.3-point change in consumer sentiment in August, the same value as in July of this year. This is what the GfK Consumer Climate Study found for July 2021.

Rolf Bürkl, a GfK consumer expert commented: "The phase of a decrease in CV-19 infection rates is over and those figures are again on the rise. In addition, the momentum for vaccination has recently slowed down considerably, despite there being sufficient quantities of the vaccine available. This is currently preventing any further significant increase as it pertains to consumer sentiment."

Economic Expectations

After climbing to a 10-year high in the previous month, economic expectations were somewhat more moderate in July. The indicator dropped 3.8 points and currently stands at 54.6. The level, which is still extremely high, is also evidenced by the fact that the economic outlook is 44 points higher than the corresponding figure from the previous year. Consumers continue to view the German economy as being on the upswing which will increasingly contribute to positive development.

Income Expectations

Income expectations are in line with economic outlook showing a moderate decline in July. The indicator dropped 5.1 points and now stands at 29. Here, too, the level is satisfactory, as evidenced by the increase of a good 10 points compared to the corresponding figure from the previous year. One reason for income expectations developing more moderately is most likely due to the issue of inflation. In the eyes of consumers, it once again seems to be rising significantly. Due to higher energy prices and the introduction of CO2 pricing, the rate of inflation has recently risen to over 2.5%. In addition, inflation will continue to rise over the course of the next few months (3.8% projected) because the base effect of the VAT cut from July-December 2020 (from 19% to 16%) will now take effect and will most likely continue to affect the outlook on income.

Propensity to Buy

In contrast to economic and income expectations, the propensity to buy is rising slightly. After an increase of 1.4 points, the indicator has climbed to 14.8. Compared to the same period last year, consumption propensity is down by almost 28 points.

Unlike before, the joy that consumption brings has been clouded by the current situation. Although the wallets of many consumers are currently full, wearing masks and social-distancing rules have prevented them from having an unhindered shopping experience thus far.

SALES ACTIVITIES

Follow-up on past programs (please reference applicable monthly reports for program details):

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

This month we received the final report with very positive visitor numbers:

Total of 12,417 visits

4,849 unique visitors

Virtual length of stay: 48 minutes (which is an excellent value for a virtual consumer fair)

Visit USA Germany/Visit Florida Virtual Travel Advisor Training (June 30th, 2021):

This month we deployed a comprehensive follow-up communiqué to all 221 travel advisor participants comprised of general destination overview, insider tips, several relevant website links including our YouTube videos, eNews subscription option and brochure order.

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 May that VSPC will renew its partnership for the next iteration of “Global Marketplace” for the period July 1, 2021 - June 30, 2022. We 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. Having conferred closely with HQ to coordinate applicable updates, our new pod assets were delivered to Miles Partnership with final approval by HQ effected this month.

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 secured an opportunity to participate in a Florida Gulf Coast podcast in collaboration with two additional Florida partners (Ft. Myers and Naples).

The podcast 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 on August 12th, the podcast will be accessible for 52 weeks straight (until August 11th, 2022).

Our innovative ideas with a view toward setting ourselves apart included integration of one of our destination video jingles (Solar Powered). Our gratitude goes out to Katie Bridges for supplying us with the applicable soundtrack. The podcast has been successfully recorded and will launch on all channels next month.

Virtual fww Counter Days with Visit USA Germany (August 31st – September 2nd, 2021):

fww 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 fww Medien.

fww 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. The 2nd edition was conducted the end of April during which 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 webinar participants, the USA Hall engagement was outstanding.

This month we registered for a 3rd edition to be held for 3 days starting the end of August. We will again collaborate with our Visit USA Committee Germany by participating within a dedicated “USA Hall”. In addition, we have registered to conduct a comprehensive travel advisor training and will also contribute to a sweepstakes with VSPC giveaways.

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 Netherlands** with VSPC news to be published in their July eNews blast themed “Summer Vibes” to 2,800+ subscribers, inclusion in their social media channels and on the Visit USA Netherlands website
- **Website Requests for Destination Magazines:**
No activity due to European summer vacation period.
0 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.

Brand USA Co-Ops:

- **BRAND USA DISCOVERY PROGRAM - INCENTIVE** (Aug. 16-Sep. 30, 2021) *Trade*
After our Brand USA Discovery Program incentive dedicated to VSPC exclusively in May, which garnered outstanding results (20 badges completed!), our destination will be included in a new incentive themed “The USA’s Midwest and Southeast”. During this round, travel advisors are required to complete four badges in a destination of their choosing:

Destination Options - Midwest:

- Bloomington
- Chicago
- Illinois
- Michigan
- Minnesota
- North Dakota
- South Dakota

Destination Options - Southeast:

- Florida's Paradise Coast
- Kentucky
- New Orleans
- Puerto Rico
- St. Pete/Clearwater
- Tampa Bay
- The Beaches of Fort Myers & Sanibel

This additional inclusion – at no extra charge – greatly benefits our destination! Results will be forthcoming upon conclusion.

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.

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 had the opportunity to record a dedicated 30-minute video/podcast episode as part of the *Sunshine Series*. The professionally recorded episodes were made available on platforms such as Apple Podcasts and Spotify. In addition, a video recording of the destination partner's interview is available on YouTube. Each episode of the Sunshine Series was published in succession on a weekly basis and was promoted as 'recommended video' on users' search history. YouTube discovery ads targeted new customers between the ages of 30 and 49 with an interest in travel, the U.S.
The recording of our St. Pete/Clearwater interview session was successfully completed last 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 built 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 linked to the microsite. The landing page included a quiz encouraging visitors to answer questions about USPs (one quiz 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 created and posted Florida-themed content to new and existing customers including a call-to-action (raffle participation), appealing visuals, educational information, stories and interactive posts. Three social

media posts were created for each participating partner and were featured on the tour operator's Facebook and Instagram platforms.

Impressions: approx. 5.3 million

➤ **B2C Virtual In-House Travel Advisor Training** – June 17

An added campaign bonus was integrated this month in that we had the opportunity to conduct a comprehensive virtual destination training for the tour operator's in-house reservations staff putting VSPC front & center in preparation for servicing pent-up demand once the U.S. border opens to European travelers.

Awaiting final campaign report – expected in August.

• **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 the Florida Keys, Naples and Tampa.

➤ **B2C Online Campaign** – April 14 – June 14

Placement of a collection of eight travel offers on Travelzoo and also ran 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 raffled off gift certificates for a Florida vacation. Holidaymakers were 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 included 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 featured destination information and product-focused content including copy, images, travel offers as well as promotion of the social media sweepstakes program.

Estimated impressions: 20K top tier CANUSA customers

Awaiting final campaign report – expected in August.

Tour Operator Co-Ops:

• **CANUSA TOURISTIK** (September 2021)

Trade/Consumer

In cooperation with the Naples, Marco Island, Everglades CVB, we have we have secured another opportunity to collaborate on a digital marketing campaign with German tour operator CANUSA Touristik!

➤ **Landing Page of “Top 7”** – September 2021

A selection of VSPC's “Top 7” topics will be featured with a key words, description and commensurately enticing imagery in a dedicated landing page targeting customers, both existing and potential, with inspirational messaging. Our topics will include 2021 # 1 Beach, The Pier, the arts, nature preserves, communities, attractions (CMA) and culinary.

Canusa.de boasts 1.3 million unique website visitors yearly.

All required assets have been delivered.

➤ **Social Media Promotion Package** – September 2021

The goal of this element is to reach regular CANUSA fans and followers with editorial posts:

- 2 individually created Facebook posts – 1 each destination (73,000+ fans on Facebook)
- 2 individually created Instagram posts – 1 each destination (8,500+ followers on Instagram)
- 1 individually created Facebook ad – for VSPC (approx. 100,000 ad impressions on Facebook)

CANUSA has the largest active North America travel community in Germany.

➤ **Exclusive Newsletter**– September 2021

One themed VSPC article will be featured in the weekly CANUSA newsletter to promote our destination. Article will link to a dedicated content page for VSPC.

Reach: 400,000 subscribers

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 consists 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). The creative is designed in route-style along Florida’s western region from Tampa to the Florida Keys.

FTI Touristik is included with a brief mention and campaign URL.

➤ **Online** – May-July 2021

- **Skyscraper** on AJ website 3-month campaign duration, i.e. 4/30-7/31

The skyscraper is designed to mirror the elements of the print ad and will link to the FTI Touristik dedicated landing page.

Click-through-rate: 0.26%

- **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 is included here as well in a minimized format with link to dedicated campaign landing page.

(Note: The AJ eNews has just recently been developed; subscribers approx. 2,000 and growing weekly)

eNewsletter opening rate: 85%

- **Virtual B2C Event Presentation** – June 17th, 2021

- America Journal hosted 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’ was incorporated with a view toward engaging customers and ensuring attentiveness. A quiz and live chat were included as well.

This virtual consumer event lasting two hours was a first for America Journal and of immense value to the Florida partners as it targets a clientele strongly dedicated to the USA specifically.

Attendance: Initially estimated at between 50 and 80 loyal USA readers from high-income households, this virtual event exceeded expectations by attracting 126 customers!

Awaiting a campaign report – expected in August.

Public Relations Support:

Kaus Media Services - VSPC’s German PR Agency

This month saw us assisting the agency with the following:

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

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