

# CENTRAL EUROPEAN OFFICE

S E P T E M B E R 2021

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## MARKET INTELLIGENCE / TRENDS

### TRAVEL INDUSTRY WILL RUN NEW INSOLVENCY PROTECTION SCHEME

01 SEP: German consumers will be protected against tour operator insolvencies in future by a new fund managed by the travel industry itself. The country's justice ministry has contracted a consortium of industry associations to run the fund with effect from November 1.

The consortium members of the new German Travel Protection Fund - Deutscher Reisesicherungsfonds (DRSF) - are the German Travel Industry Association (DRV, 78% stake), the coach operators association RDA (10%) and three smaller associations, Forum anders reisen (FAR), Verband Internet Reisevertrieb (VIR) and ASR. However, they are open for other travel associations to join as shareholders.

Tour operators with turnover of more than €10 million will be obliged to make financial contributions to the new fund, which aims to build up capital of €750 million by October 31, 2027. Smaller companies can continue to cover themselves with insurance policies or bank guarantees.

*Consumer protection:* The fund will take over the role of providing insolvency protection for tour operators and for refunding customers for cancelled holidays if their tour operator should declare bankruptcy. It will have consumer protection as its single purpose and would also be responsible for repatriating any customers stranded by a tour operator insolvency.

The DRSF will be overseen by the justice ministry while an 11-person advisory board representing consumer interests as well as the state and the travel industry will also be created to advise and support the fund's management.

"We are well aware of our responsibility for the (travel) industry," the DRSF consortium members said. "In the midst of the corona pandemic, better protection for travelers is a financial challenge for the vast majority of travel companies. The cooperation by the associations aims to provide the best possible protection resulting from the state mandate at the lowest possible administrative costs."

*Tight deadline:* DRSF managing director Andreas Gent estimated that about 150 tour operators with turnover of more than €10 million would have to join the fund, while a further 150 smaller companies could do so voluntarily. Commenting on the tight 2-month deadline to get the fund up and running, he said: "The clock is ticking. But we can do it." He praised the industry-wide cooperation as a great success with the words: "The travel industry can be proud of this joint solution."

### **AIR TRAVEL NUMBERS REACH ONLY HALF OF PRE-PANDEMIC LEVEL**

02 SEP: International and domestic travel demand showed "significant momentum" in July compared to the previous month but overall, remained 53% below what was recorded in July 2019, according to the International Air Transport Association (IATA).

The IATA, which represents almost 300 airlines carrying eight in 10 of the world's passengers, reported that "extensive government-imposed travel restrictions continue to delay recovery in international markets." There were huge differences between some regions and between domestic travel, which by July had recovered to within around 15% of pre-pandemic levels, and international travel, where the difference was a whopping 73.6%. In June, domestic travel was 22% less than the same month two years ago, while international travel was down nearly 81%.

The hardest-hit region remains Asia-Pacific, which in July saw a 94% fall in international traffic compared to before the pandemic. Many countries in the region have kept their borders closed since March 2020, with prospects of reopening dimming again in recent months as tourism-dependent countries such as Australia, Malaysia and Thailand report record virus numbers.

### **LUFTHANSA DAMPENS HOPE THAT USA EASES ENTRY BAN SOON**

03 SEP: European travelers will probably not be allowed to enter the U.S. again until around Christmas, Lufthansa board member Harry Hohmeister said at this month's fvw | TravelTalk Kongress. Some at Lufthansa had hoped that the ban on European non-essential travel, which has been in place since March 2020, would be lifted by this July. CEO Carsten Spohr then set his sights on September, but recently said he no longer trusted himself to make a prediction.

The EU lifted its restrictions on American travelers in June. Hohmeister said he could not understand the logic behind the U.S. decision to maintain an entry ban on Europeans, because the vaccination rate in the U.S. and many countries in Europe is at a comparable level.

The fact that U.S. flights remain profitable for Lufthansa – despite the comparatively low demand – is due not only to U.S. citizens taking transatlantic flights, but also a boom in the cargo business. Lufthansa packs its passenger jets "to the rafters with cargo," said Hohmeister. A few days ago, Spohr had predicted a "long, cold winter" for the airline group, especially since China is also unlikely to relax travel restrictions until the second quarter of 2022. Lufthansa generates a large portion of its profits from long-haul flights to North America and Asia in normal years.

### **MAJORCA FURTHER EASES ITS COVID-19 RESTRICTIONS**

07 SEP: In view of falling coronavirus infection numbers, the restrictions on the Spanish island of Majorca are to be further relaxed. As of Tuesday, September 7 people from different households are allowed to get together again for all-night parties.

Since the end of July, such gatherings were initially prohibited between 1 am and 6 am, and then from 2 am. From now on, up to eight people can be served at the same table indoors in restaurants and up to 12 outdoors, the regional government of the Mediterranean island – one

of Germans' favorite destinations – said on Monday. On nearby Ibiza, another Balearic Island, the party ban remains in force for the time being due to the higher infection rate.

According to new figures released by the Spanish Ministry of Health, the seven-day incidence on the Balearic Islands currently stands at 88 with a downward trend. Around 17% of the beds in intensive care units on the islands are occupied by patients with Covid-19.

Spain has fully vaccinated 71.5% of its population to date, while 77% have received at least one jab. For the Balearic Islands, these figures are 67% and 70%, respectively. Just for comparison: In Germany, 66% of the population have received their first vaccination, 61% have full Covid-19 protection.

A week ago, Germany removed Spain from its list of high-risk areas. On the contrary, Spain put Germany on its list of risk areas due to rising Covid-19 infection rates.

### **AUGUST SALES – GLIMMER OF HOPE**

08 SEP: In August 2021, invoiced travel revenues in German travel agencies showed a high double-digit increase compared to the same month in 2020. But in comparison to August 2019 business is still down by more than 60% – and for the first eight months of 2021 the balance is still deeply in the red.

According to the latest figures from IT services company TATS, German travel agencies registered fundamental increases of their revenue in the important holiday month of August. Overall business was up by 84% compared to the level one year ago, with all segments growing by more than 50% and cruises (where ocean cruise business was almost entirely down in summer 2020) almost tripling revenues. But the comparison to August 2019 is sobering: Overall travel revenues were down by almost two thirds with airline ticket sales especially being deeply in the red. Looking at the first eight months of the year, travel agencies complained about a 27% decrease in 2021 in comparison to the same period in 2020.

However, the volume of orders showed a positive trend at least for cruises: For departures until October 2021, the volume now is just 1.6% b lower than the 2019 level. A month ago, there was still a backlog of 71% for cruise sales.

### **FRANKFURT AIRPORT REPORTS BEST MONTH DURING COVID-19 CRISIS**

13 SEP: Summer holiday travel boosted passenger numbers at Frankfurt Airport in August 2021. The largest German airport registered the highest demand since the beginning of the pandemic. Fraport's other airports worldwide also report a positive performance.

Frankfurt Airport (FRA) welcomed some 3.37 million passengers in August 2021. This represents a 122.9% increase year-on-year, albeit based on a very weak August in 2020. This recovery was driven mainly by summer holiday traffic to European tourist destinations, while intercontinental traffic remained very low due to ongoing travel restrictions.

A comparison with August 2019 shows that FRA's passenger traffic in the reporting month nearly reached half the pre-pandemic level (-51.3%). About 12.7 million passengers flew via Frankfurt in the January-to-August 2021 period – with the summer holiday season (June to

August) accounting for some 8 million passengers alone. During the first eight months of 2021, FRA's passenger traffic declined by 15.3% year-on-year, versus a 73.2% drop when comparing the same traffic period in 2019. FRA's cargo throughput (comprising airfreight and airmail) maintained its growth trend in August 2021, rising by 13.3% year-on-year to some 182,000 metric tons. Compared to August 2019, cargo tonnage gained 5.3% in the reporting month.

### **CANARY ISLANDS ENJOY STRONG INCREASE OF BOOKINGS**

15 SEP: The fact that Spain is no longer on the high-risk list is paying off. Holidaymakers are also switching to the Canary Islands for autumn and winter because many long-haul destinations are not yet available. There are also good flight capacities.

Unvaccinated holidaymakers in Spain no longer have to go into quarantine after returning to Germany – a relief especially for families whose children would otherwise be in danger of missing a few days of school. "This gives families another push," says TUI. The tour operator is noticing a significant increase in demand for the Canary Islands. It is already becoming apparent that the archipelago will once again be the top travel destination in winter. Almost every second TUI guest on the medium-haul route opts for one of the Atlantic islands. The tour operators unanimously praise the good hygiene concepts.

At DER Touristik, two islands score particularly well: on Fuerteventura, with its very long and wide beaches, "keeping your distance is easy", says Nils Lübbe, Director Western Mediterranean. The green island of La Palma is also very popular because it offers enough space for all holidaymakers and nature lovers and fewer tourist crowds in one place. At TUI, Fuerteventura also currently leads the ranking, followed by Gran Canaria and Tenerife.

Since many travelers had to forego their holidays because of the pandemic, there is a marked pent-up demand and customers are prepared to spend more money on travel. According to TUI, holidaymakers now spend about 25% more on their trips with the German market leader. Germans also tended to book longer trips. Instead of eight to ten days, the average holiday was more likely to be 10 to 14 days. Upgrades are also in demand: nicer hotels, higher categories, larger rooms with ocean views or additional meals are at the top of the list, according to TUI.

Last minute bookings are increasing. At DER Touristik, for example, three quarters of incoming bookings for the Canaries are for the current summer, and just one quarter for the coming winter. The reason is obvious: the dynamic pandemic is still determining the booking situation, says DER Touristik manager Lübbe.

### **LONG-HAUL DESTINATIONS CELEBRATE COMEBACK**

20 SEP: Relaxed entry requirements, competitive prices, flexible booking options: Long-haul travel to sunny destinations is currently at the top of German travelers' wish lists. This is shown by the current data analysis of the online travel portal Skyscanner. According to Skyscanner, the most popular countries when looking for long-haul flights are the USA, Thailand, Mexico, the United Arab Emirates and Egypt. This is also reflected in the most searched cities: Cancun takes first place ahead of New York, Bangkok, Dubai and Phuket.

Skyscanner's data analysis shows clear parallels with the pre-Corona year 2019: two years ago, the USA and Thailand were also the most popular long-haul destinations. The cities of New York, Dubai and Bangkok as well as the beach destinations Cancun and Bali are represented in the top ten of the most frequent flight searches in both years of comparison.

The bookings show that many travelers have already secured their long-haul trips: Mexico, Egypt, the USA, India and Russia are the top five most-booked long-haul destinations for travel until the end of the year. Bookers currently pay an average of €558 and €550 respectively for a roundtrip flight to Mexico and the USA.

### **U.S. TO LIFT ENTRY RESTRICTIONS IN NOVEMBER**

22 SEP: The United States will lift travel restrictions on fully vaccinated persons from countries such as Germany starting in early November. The White House statement was met with joy and relief by tour operators and corporate travelers after the borders have been closed since March 2020. The United States currently bars entry for most non-citizens from 33 countries, including European Union members, Britain, India, China, Brazil, South Africa and Iran.

Many Europeans have been frustrated by the exclusion, especially after the EU's executive body recommended in June that member states lift restrictions on entry by U.S. citizens. European Commissioner Thierry Breton called Monday's announcement by the White House "a logical decision given the success of our EU vaccination campaign."

Although it took the Biden administration a long time to come to this decision, the timing was perfect: IPW, the first international, large-scale travel meeting to convene live in the United States since the start of the pandemic, took place as the Biden administration announced it would reopen the country to international air travel. "The November reopening of international air travel to vaccinated travelers is a critical turning point in our industry's recovery – and the announcement couldn't have come at a more perfect time, on the opening day of IPW," said US Travel Association President and CEO Roger Dow. "IPW is not only reuniting the world, it's a stage for rebuilding relationships and conducting business that will lead to the full return of inbound travel."

"The removal of travel restrictions to the USA is not only a major step out of the crisis for our airlines, but also terrific news for the transatlantic partnership," said Carsten Spohr, CEO of Lufthansa: Shortly after the U.S. administration's announcement, the airline reported a 40% booking increase over the previous week "because the Lufthansa Group Airlines are optimally prepared for the reopening".

The International Air Transport Association (IATA) welcomed the decision by the Biden Administration as "a major step forward". Willie Walsh, IATA's Director General, sees three positive effects: "This is excellent news for families and loved ones who have suffered through the heartache and loneliness of separation. It's good for the millions of livelihoods in the US that depend on global tourism. And it will boost the economic recovery by enabling some key business travel markets. The next challenge is finding a system to manage the risks for travelers who do not have access to vaccinations," said Walsh. "Data points to testing as a solution. But it is also critical that governments accelerate the global rollout of vaccines and agree a global framework for travel where testing resources are focused on unvaccinated travelers. We must get back to a situation where the freedom to travel is available to all."

In announcing the lifting of the travel ban, White House Covid-19 coordinator Jeffrey Zients also said U.S.-bound travelers will also face new testing protocols. In addition to demonstrating proof of being fully vaccinated, foreign nationals must also show a negative test result within three days of the arrival in the U.S. There will be no quarantine requirements upon arrival.

### **TOUR OPERATORS REGISTER A RUSH OF INQUIRIES**

30 SEP: With the USA planning to open its borders for citizens of the European Union the beginning of November, German tour operators are reporting a rush of inquiries – mostly for 2022. The 2021 business year, on the other hand, is as good as done.

The timing couldn't have been better – at least for IPW organizers and participants. On the first day of the big U.S. incoming fair, which was held live for the first time in more than two years, the U.S. government announced the long-awaited opening of the borders for vaccinated EU citizens as of the beginning of November. Finally, one might say, after Canada, which tends to be more cautious, had rushed ahead two months earlier with the lifting of the entry ban.

The reaction of the customers? "As if a switch had been flipped," says the adventure tour operator Intrepid Group. The competitors felt the same way: America Unlimited reported a "real rush of inquiries" with a 40% increase over the already rising numbers of the previous weeks. Competitor Canusa Touristik said, "it started immediately the night after the announcement" with "as many inquiries as usual in a fortnight".

But it should be noted that only the two big players TUI ("sharp increase") and DER Touristik ("a multiple of the previous weeks") are talking about rising new bookings. The majority of tour operators are merely registering a strong increase in demand.

"As soon as detailed information is available, we expect a lot of bookings," says CRD Touristik, referring to the open questions. When will the borders be open? Which vaccines are accepted – and what about cross-vaccinations? Which rule applies to children? Which forms have to be filled out? And what does the U.S. health authority CDC prescribe for bus tours?

DER Touristik is therefore announcing an information center especially for trips to the USA to support customers with the entry formalities via a website including a filling-in aid, podcasts, flyers and live broadcasts from the USA. The need for advice is great, according to Explorer Fernreisen: "Customers are asking: What happens when the USA closes the borders again?" The uncertainty of the past 18 months is still very much in people's minds.

It is therefore not surprising that most enquiries and bookings are for 2022. After all, market leader TUI is already registering strong demand for November and the winter months. "Xmas shopping in New York will be trendy again" – not least because of the new Condor flight, according to Explorer Reisen.

The sun destinations Florida and Hawaii are also in demand with tour operators in winter. At the moment, demand is more for shorter city breaks, reports DER Touristik: "The extensive round trips will only gradually be rescheduled" as soon as the exact entry regulations are known.

A trend towards round trips in the West is emerging for 2022. "Most U.S. holidaymakers want to discover as much as possible on their own," comments the FTI Group. Camper and rental car trips are the bestsellers, according to Explorer, especially since this way "you can reduce contacts and keep them under control".

Despite the boom in demand: "2021 is out," regrets Argus Reisen. With luck, 5% of the 2019 volume is still possible, the tour operator agrees with America Unlimited. Canusa expects "hardly any more major booking volume". CRD has "written off the year" and is "happy about every booking". Ten months without any business cannot be compensated, explains DER Touristik.

In 2022, tight capacities and higher prices for flights and vehicles are looming, but things should "go back towards normality in big steps", says Detmer. Forecasts range from 60% (Argus) to 70% (America Unlimited) and 75% (Canusa) to 90% (CRD) of 2019 volumes. However, all tour operators are likely to agree to FTI Group's assessment: "We expect a strong USA year in 2022."

## **CONSUMER SENTIMENT**

28 SEP: Consumer confidence in Germany increases again in September. Both economic and income expectations are increasing, along with propensity to buy. Consequently, GfK is forecasting a value of 0.3 points in consumer sentiment for October, up 1.4 points from September of this year (revised from -1.1 points). These are the findings of the GfK Consumer Sentiment Study for September 2021.

The current rise in income prospects and propensity to consume, as well as a decreasing propensity to save, are contributing to the recovery of consumer sentiment in Germany. As a result, consumer sentiment is higher than it has been for the last year and a half. A higher value was last measured in April 2020, at 2.3 points.

"At the time of the survey, the Covid-19 incidence increase had noticeably slowed and currently, values are even declining slightly. As a result, consumers are more optimistic that the fourth wave will be less pronounced than many feared. That is why many consumers can once again see scope for restrictions to be eased further" explains Rolf Bürkl, GfK consumer expert. "Even if the consumer sentiment has almost reached its pre-crisis level, it is still too early for talk of a fundamental trend shift. Instead, we must first see how the infection situation develops in the winter months and if new restrictions become necessary. "

### *Economic Expectations*

After two months with losses that were in some cases noticeable, the consumer sentiment picked up again in September with the indicator economic expectations rising by 7.7 points to a total of 48.5 points. Consequently, half of the previous month's losses in excess of 13.8% can be compensated. This represents an increase of currently 24 points compared to the same period of the previous year. The growing consumer optimism signals that consumers consider the German economy on course for recovery, although the momentum is somewhat more moderate than expected a few months ago. A stable labor market also contributes significantly to the high level of economic expectations.

### *Income Expectations*

After income prospects had stagnated in the previous month, they noticeably picked up again in September. After an increase of 6.9 points, the income indicator rises to 37.4 points. A higher value of 41.2 points was last measured in February 2020, i.e. before the Covid-19 crisis. This represents an increase of 21 points compared to September 2020. Upcoming discussions about inflation have no significant influence on income expectations. This also shows the fact that consumer price expectations even decreased marginally in September. In addition, extremely stable employment figures ensure that unemployment fears and the associated worry about loss of earnings do not currently play a notable role.

### *Propensity to Buy*

In addition to rising income prospects, the propensity to buy gains slightly. After an increase of 3.1 points, the indicator currently stands at 13.4 points. In contrast to economic and income expectations, the propensity to consume is however at a low level. Comparison with the previous year also shows this. This represents a decrease of 25 points compared to September 2020. This comparatively low level is no surprise, as despite well-filled wallets, the obligation to wear masks and maintain social distancing rules dampen any enthusiasm to shop. The propensity to consume will only be able to recover sustainably once these restrictions cease to exist.

## **SALES ACTIVITIES**

### **DER Touristik Florida Gulf Coast Podcast (August 12<sup>th</sup>, 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 was 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 12<sup>th</sup>, the podcast will be accessible for 52 weeks straight (until August 11<sup>th</sup>, 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 was successfully recorded and launched last month.

An e-Newsletter was deployed to 8,000 travel advisors promoting the podcast this month. Thus far, downloads and streams of the podcast have been recorded as 68.

### **Virtual fvw Counter Days with Visit USA Germany (August 31<sup>st</sup> – September 2<sup>nd</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.

After the phenomenal success of two previous virtual "Counter Days" events in February and April (reference July's report), fvw has decided to continue this concept and will be staging a 3<sup>rd</sup> event the end of this month. We will again collaborate with our Visit USA Committee Germany, participating within a dedicated "USA Hall". In addition, we will conduct a



comprehensive travel advisor training and will also contribute to a sweepstakes with VSPC giveaways.

During this third edition we had 241 visitors at our stand and 71 travel advisors participated in our VSPC exclusive webinar.

**Eurowings Discover Meeting (September 16, 2021):**

An introductory virtual meeting was held between Eurowings Discover, U.S.-based Lufthansa Group participants and Tampa Bay community partners: TPA International Airport, Visit Tampa Bay and Visit St. Pete/Clearwater. Eurowings Discover plans to officially announce its service from Frankfurt to Tampa later this month. The route is expected to launch in December with a frequency of 4x/week.

**IPW (September 18<sup>th</sup> – 22<sup>nd</sup>, 2021):**

U.S. Travel Association's IPW is the leading international inbound travel trade show driving business to the United States and will be held in Las Vegas this year. It is a national showcase of America, where U.S. travel exhibitors generally connect with travel buyers and media from more than 70 countries to promote their products and negotiate future business and build relationships. IPW secures America's position as a foremost global travel destination by increasing international visitation and showing the world the best of what the U.S. has to offer.

After 2020's show was cancelled due to the pandemic, this year's show was among the first international trade fairs to be conducted in person. While the U.S. had not opened its borders to Europeans yet, U.S. Travel is working with U.S. Customs and Border Patrol to secure the acceptance of an NIE (National Interest Exception) application for European buyers.

The onset of the month saw us liaising closely with our Leisure Travel Department regarding appointment adjustments, compiling a master appointment list for our team and finalizing all necessary arrangements. 25 appointments were held with key industry partners, all of whom reported strong pent-up demand for travel to the U.S. During the show, news of U.S. borders opening to foreign nationals in November was a long-awaited development and much welcomed as vital to the continued recovery for all segments of our industry. On site, tour operators reported a strong uptick in bookings within all of 24 hours of the announcement!

*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 Germany** with input for this month's eNewsletter to 21,800 travel trade subscribers. Our segment highlighted the **new hotels in VSPC**.
- **Website Requests for Destination Magazines:**  
6 requests 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, Florida destination partners and our Visit USA Committees 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 of the program.

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.

### 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  
 All required assets were delivered this month. Updates will be forthcoming next month.
- **KNECHT REISEN** (September-November 2021) *Trade/Consumer*  
 In cooperation with the Naples, the Florida Keys and Fort Myers, we will join in the “Welcome Back America” project - a re-entry focused coop campaign opportunity with Swiss tour operator Knecht Reisen.
- **Video Clip on Social Media – September 2021**  
 1-minute video clip per partner presented by on of Knecht Reisen’s travel experts as his/her personal «top recommendation» for social media.  
 Expected reach: 10,000 – 15,000 impressions per video (Knecht Reisen will work with paid ads)  
 Facebook: 3,300 followers  
 Instagram: 900 followers
- **4 Catalog Pages – 2021/22**  
 VSPC will get 2 editorial and 2 product pages in the new Knecht Reisen catalog 2021/22.
- **eNewsletter – October 7<sup>th</sup>, 2021**  
 In a dedicated USA eNews blast to 70,000 contacts, all «top recommendations» will be presented in conjunction with a travel offer tip such as «Visit St. Pete/Clearwater on the self-drive tour Best of the USA».
- **Window Screen – October/November 2021**  
 The 1-minute video clips of all partners will be run on 17 Knecht Reisen retail agency storefront video screens for one month.

➤ **Client Stopper** – October/November 2021

Outdoor client stoppers presenting all partners will be set up at 17 Knecht Reisen retail agencies for one month.

All assets were delivered 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 September:** Proofread/corrected

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