

CENTRAL EUROPEAN OFFICE

OCTOBER 2021

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

MARKET INTELLIGENCE / TRENDS

LUFTHANSA OFFERS 130 ADDITIONAL FLIGHTS

04 OCT: Deutsche Lufthansa AG announced 130 additional flights to sunny destinations for the upcoming autumn holidays, citing increasing demand. The additional flights to leisure destinations are from Frankfurt and Munich.

After August, October shows the highest increase in bookings to sunny, European destinations. Under the expanded flight program, there will be more than 80 additional flights from Frankfurt Rhein-Main Airport and over 50 additional flights from Munich to the most important European vacation destinations. The airline is now offering additional flights to destinations in Spain, including Palma de Mallorca, Gran Canaria, Fuerteventura, Malaga and Seville. Portugal, Italy and Greece also remain particularly popular.

Lufthansa is also offering additional flights to popular destinations in Portugal, Italy and Greece during the fall vacation time period. In addition, demand for air travel continues to grow strongly for business travel. Lufthansa will continue to expand its domestic flight offer on routes that are particularly important for business travelers.

The airline had already expanded its services for October by 45% on certain routes over the last few weeks compared to July. As of October, there will be up to eleven daily connections from Frankfurt to Berlin instead of nine daily connections.

GERMANS CONTINUE BOOKING HOLIDAY ON SHORT NOTICE

08 OCT: Consumers in Germany are continuing to book holidays on very short notice depending on the latest travel restrictions, according to the latest sales analysis from researchers TDA. By the end of August 2021, the cumulative decline in sales for this year's summer season compared to the pre-Corona summer of 2019 has further decreased by three percentage points to a minus of 59% compared to the previous month, TDA said. Since May, when holiday bookings visibly picked up again with fewer restrictions for traveling, the decline in summer sales has steadily been reduced from month to month, from minus 75% then to minus 59% currently.

However, even if the gap to pre-pandemic levels is expected to shrink somewhat further in the remaining two booking months of the season, the organized travel industry will have to cope with another season with high losses, the research company pointed out. More positively, this

year's sales revenues will be well ahead of the minimal levels seen in 2020. The current increase of 144% year-on-year corresponds to almost €2.8 billion more turnover for tour operator holidays organized on a package or modular basis this summer.

Travel decisions continue to be made predominantly on short notice, TDA explained. A quarter of the booking turnover in August departed in the same month. Another 48% of revenues were for holidays in September and for the autumn holidays in October. The focus was on the Canary Islands and Greece as well as Turkey and the Balearic Islands.

In contrast, advance bookings for the upcoming winter season 2021/22 are still below average with a turnover share of 17%. "Holidaymakers lack planning certainty and some of the popular long-haul destinations, especially in the winter half-year, were hardly bookable in August due to existing travel restrictions," the market researchers commented. As a result, the 2021/22 winter season cumulatively shows 51% less turnover than the 2019/20 winter season at the current booking level. The losses have increased by two percentage points compared to the previous month.

However, it is foreseeable that the tide could soon turn, TDA predicted. The USA, for example, will allow foreign tourists back into the country just in time for the winter season. And more and more destinations are loosening their restrictions, especially for those who have been vaccinated. According to current bookings, the Canary Islands are by far the most popular winter destination. Notably, the Maldives (ranked second) as well as the Dominican Republic (ranked fourth) have almost reached pre-pandemic levels. The TDA figures are based on booking data from some 1,750 travel agencies as well as leading travel portals and tour operator websites.

BOEING EXPECTS LARGE DEMAND FROM EUROPEAN CARRIERS

14 OCT: U.S. aviation giant Boeing expects Europe's commercial aviation fleet to need 8,705 new airplanes through 2040 to cater to the growing leisure travel market in the region and fleet replacements with more fuel-efficient models, according to a recent forecast. This requirement is valued at €1.25 trillion (\$1.44 trillion). The total demand is expected to be for 7,100 single-aisle airplanes to meet the continued growth in the low-cost carrier segment, which now accounts for more than 50% of intra-Europe capacity. Further, there will be demand for 1,545 new widebodies, including passenger and freighter models, to serve long-haul networks.

The aircraft manufacturer anticipates steady growth and greater sustainability for Europe's commercial aviation fleet over the next 20 years as health and travel restrictions ease, followed by long-haul travel's return to pre-pandemic levels by 2023 to 2024. Passenger traffic is projected to grow by 3.1% annually, with fleet growth of 2.7%, through 2040. The global freighter fleet is expected to grow by 70% in the 20-year forecast period, including demand for 85 new freighters in Europe.

Boeing said it will be focused on a multi-faceted approach to decarbonizing aviation by designing and delivering more fuel-efficient airplanes as well as actively enabling the industry's transition to renewable energies with a focus on sustainable aviation fuels and advanced technologies.

AUTUMN HOLIDAYS LIFT TRAVEL AGENCY SPIRITS IN OCTOBER

18 OCT: The recovery continues: The positive development in German travel agencies which was observed in September has become stronger in October. German wanderlust has increased and bookings for the autumn holidays in October have been booming. This led to an improvement of the assessment of the current sales situation as well as of future expectations.

According to the recent tourism sales climate index recorded by consulting agency Dr. Fried & Partner, the current sales situation improved significantly in October: While May marked the first month since spring 2020 when travel agents described their current sales situation as "good" with the percentage increasing rapidly from 0.9% to 15.6% in June and to 9.9% in July, it fell below the 2% mark in August but rose again to 8.4% in September. Now, in October, even 12.4% share this view. The majority (53.1%) of travel agents is assessing the current situation as satisfying (36.4% in September, 35.1% in August, 40.4% in June, 50% in July). The percentage of "bad" answers dropped below the 50%-mark and is now "just" at 34.5%.

Regarding the sale of travel services in the last two to three months compared to the previous year, the majority (approximately 74%) state that this has increased (September: 48.6%). About 20% rate sales as unchanged compared to the previous year. Only 6.2% (September: 19.6%) of the participants state that sales of travel services have decreased in the last two to three months compared to the previous year.

Travel agents' expectations for the future were also extremely positive, reaching the second highest level since the survey of the Tourism Sales Climate Index started. Expectations were only higher in June 2021. Thus, about 58% of the participating travel agencies expect the demand for travel services to increase in the next six months compared to the previous year.

Regarding the earnings situation in the next six months, 46% – after only 27% in September – expect an improvement. As in September, some 41% of the participating travel agencies believe that the earnings situation will remain unchanged. Only 13.3% estimate that the situation will worsen – in September this figure was still at 31.8%.

UNITED AIRLINES PLANS BIGGEST TRANSATLANTIC EXPANSION

20 OCT: Good news for German travelers to the United States: United Airlines announced the largest transatlantic expansion in its history, including new flights from Berlin to Washington DC and from Munich to Denver. Taken as a whole, United announced 10 new flights and five new vogue destinations. All the new routes are set for opening in spring 2022.

The airline will now offer its air service to Amman, Jordan; Bergen, Norway; Azores, Portugal; Palma de Mallorca, Spain, and Tenerife in the Spanish Canary Islands. Additionally, next year, United aims to add new flights to five popular European destinations, including Berlin, Dublin, Milan, Munich, and Rome.

In addition, the air travel service provider is scheduled to resume flights in seven routes that were interrupted due to the pandemic, including Bengaluru, Frankfurt, Tokyo's Haneda Airport, Nice, and Zurich. All flight services are subject to government approval, the American airline company said in a statement.

- United will begin new capital to capital service between Washington DC and Amman, Jordan starting May 5, 2022.
- As of May 13, 2022, the carrier is set to add a third Portuguese destination to its global network with new flights between New York/Newark and Ponta Delgada in the Azores.
- Beginning May 20, 2022, United is expected to become the only U.S. carrier to fly to Norway with flights launching between New York/Newark and Bergen.
- It is also expanding its Spanish beach getaway destinations with three times weekly flights between New York/Newark and Palma de Mallorca in the Balearic Islands, launching on June 2, 2022.
- As of June 9, 2022, a new flight from New York/Newark to Tenerife will be launched. The airline will fly directly between the Canary Islands and North America with three-time weekly service

New daily flights between Denver and Munich are also joining the existing service from Denver to Frankfurt and London which will be resumed in March.

- Daily flights between San Francisco and Bengaluru will start from May 26, 2022 followed by New York/Newark and Nice from April 29, 2022 and Chicago and Zurich beginning April 23, 2022.
- A second daily flight between New York/Newark and Frankfurt is set to start from April 23, 2022, while flights from Washington DC, Los Angeles and New York/Newark to Tokyo's Haneda airport are expected to begin by March 26, 2022.

ENVIRONMENTAL GROUPS URGE BAN ON SHORT-HAUL FLIGHTS

21 OCT: Several German environmental groups have urged an immediate end to all short-haul flights nationwide, up to a distance of 600 kilometers that could otherwise be reached by train. The ban would save more than 1 million tons of carbon dioxide annually and provide greater protection for the climate, the groups said in a call published on Wednesday and addressed to the country's next government.

"Half of all domestic German flights can already be replaced by a train journey of a maximum of four hours, thus saving 1.6 million tons of CO₂ annually," said Werner Reh of the German environmentalist group BUND. Other groups who contributed to the paper include Robin Wood, another environmental organization, the Federal Association against Aircraft Noise (BVF) and regional groups. It is "completely incomprehensible why ultra-short-haul flights are still allowed at all, given the climate crisis," said Reh. Flights of up to 600 kilometers should be abolished if people can reach their destination in a four-hour journey on a high-speed train instead, they said. The groups said in a further step, efforts should be made to render short-haul flights up to 1,500 kilometers superfluous.

Domestic air travel in Germany generates some 2 million tons of CO₂ annually, but this does not include flights that take off or land in Germany from abroad. Scientists say air traffic is

three times more damaging than the effect of CO₂ emissions alone due to additional effects and emissions such as nitrogen oxides, which can also contribute to global warming.

The groups demanded a major shift away from air traffic in favor of rail transport and an end to state subsidies for airports. The incoming government must set the course for more attractive and cheaper rail transport, they said.

The calls were opposed by the German Airports Association SDV. There are limits to how far air traffic can be shifted to rail, the group's boss Ralph Beisel told DPA. If such measures go ahead, the rail network and frequency of trains would have to be significantly increased, he said. Even if this were the case, "domestic air transport would remain an important pillar in the German mobility system," he said, noting day-long business trips were often only feasible by air. Furthermore, a good third of passengers use domestic German flights to connect to international flights, Beisel said. "Unilateral restrictions would weaken Germany's position as an aviation location in international competition - this would do nothing for the climate," said Beisel. He said any ban on domestic German flights would increase emissions by generating "additional detours."

USA ANNOUNCE DETAILS OF ENTRY REGULATIONS

27 OCT: For over 18 months, Europeans could not fly to the USA due to the pandemic, with a few exceptions. In a few days, the rigorous travel ban will come to an end. The U.S. government is now providing more details on what foreign travelers will have to comply with.

As of November 8, foreigners will be able to re-enter the U.S. if they are fully vaccinated against the coronavirus with internationally recognized vaccines. Vaccines that have received approval or emergency approval from the U.S. Food and Drug Administration (FDA) or the World Health Organization (WHO) will be accepted, the White House announced Monday in Washington.

This currently applies to vaccines from BionTech/Pfizer, AstraZeneca, Moderna, Johnson & Johnson, Sinopharm and Sinovac. Travelers must prove their vaccination status to the respective airline before boarding a plane to the U.S. Accordingly, people are considered fully vaccinated at least two weeks after receiving their last required shot. The White House stressed that a combination of two different vaccines would also be acceptable if the preparations were approved by the FDA or WHO.

There are few exceptions to the vaccination requirement for international travelers, such as children or people who cannot be vaccinated for health reasons. U.S. citizens are exempt from vaccination requirements for entry anyway.

Travelers generally must present a negative corona test no more than three days old in addition to their proof of vaccination, according to the U.S. government. For the unvaccinated who fall under the allowable exemptions, the test must be no more than one day old. Airlines will also be required to keep contact information for passengers so they can be notified after any Corona cases have been reported.

GERMAN TOUR OPERATOR SALES REMAIN AT LOW LEVEL IN 2021

28 OCT: For the second year running, sales of tour operator holidays were about two-thirds lower than the pre-pandemic year of 2019, DRV president Norbert Fiebig said ahead of the association's annual conference this week. In 2019, according to DRV figures, the German tour operator market had turnover of €35.4 billion.

This year, with travel restrictions continuing to affect many countries around the world, sales were about 69% lower than 2019 up to the end of September, according to figures provided by researchers Travel Data + Analytics (TDA). The TDA figures, which are based on sales made through 1,750 travel agencies, major tour operator websites and Online Travel Agencies (OTA), do not yet include the final month of the 2020/21 tourism year, which runs until October 31, 2021.

Fiebig explained that the complete loss of the winter 2021/21 season and the lockdown in Germany until the spring had hit the travel industry especially hard. These lost sales could not be compensated by a late bookings upturn over the last few months, he underlined. Sales for the summer 2021 season (May – October) are currently 56% lower than for the same period of 2019, the TDA figures show.

Looking ahead to the forthcoming 2021/22 tourism year, Fiebig was optimistic that the German travel industry has reached a 'turning-point' due to the combination of high levels of vaccinated travelers, more destinations opening up and travel restrictions eased. Sales for winter 2021/22 are still 53% behind the level of two years ago but have picked up since September with many bookings on short notice, Fiebig said. "It looks like people want to travel this winter and will seize the chance when it comes," he declared.

Demand is strong for traditional 'winter sun' destinations such as the Canaries (with about one third of booked revenues alone), slightly higher than 2019 for the Dominican Republic and the Maldives and improving for Egypt, Turkey and the UAE. In contrast, many long-haul destinations traditionally popular in the winter, including the USA (Florida), Cuba and South Africa, are well behind 2019 levels while travel to many countries in Asia Pacific remains difficult or effectively impossible.

Fiebig said it was impossible at present to make a forecast for the full 2021/22 tourism year (until next October) as this depends on how the pandemic develops in Germany and other important destinations. "We anticipate a pick-up in the second quarter of 2022. Turnover close to that of before the pandemic will most likely come in 2023 at the earliest," he predicted.

FRANKFURT AIRPORT MARKEDLY EXPANDS WINTER SCHEDULE

29 OCT: A new winter schedule comes into effect at Frankfurt Airport (FRA) on October 31. The timetable features a total of 83 airlines operating passenger flights to 244 destinations in 92 countries worldwide.

With the gradual lifting of pandemic-related travel restrictions, more destinations and airlines may be added to the schedule on short notice. Compared with other airports in Germany, FRA will again provide the broadest choice of connections this winter. According to the airport management "this underscores Frankfurt's role as the country's largest and most important

international aviation hub". The new winter schedule will remain in place until March 26, 2022.

A total of 2,970 weekly flights (departures), on average, are planned for the beginning of the winter period in November. That is still 30% less than the equivalent 2019/20 season (pre-pandemic), but 180% more than in the winter of 2020/21. The total number of scheduled flights includes 380 domestic services, 620 intercontinental flights, and 1,970 European connections. A total of some 520,000 seats are available per week – around 36% below the figure for 2019/20.

The number of flights to the U.S. has risen significantly, driven in particular by the United States' announcement to open the country to foreign guests as of 08 November – provided they are fully vaccinated and present a negative Covid-19 test prior to departure. There are regular connections from FRA to 17 U.S. destinations in the coming winter period.

Lufthansa (LH), United Airlines (UA) and Singapore Airlines (SQ) will be taking off to New York City daily. In addition, German leisure carrier Condor (DE) will be operating five flights weekly to the Big Apple from November 1. As a result, there will be a total of up to five flights a day from FRA to either John F. Kennedy (JFK) or Newark (EWR). Delta Air Lines (DL) will also be flying daily to New York-JFK from mid-December.

Moreover, United Airlines and Lufthansa will be providing 20 flights a week to Chicago (ORD) and Washington DC (IAD). Lufthansa and United will both be flying every day to San Francisco (SFO) and Houston (IAH), and to Denver twelve times weekly. Lufthansa and Delta will be operating flights to Atlanta (ATL) ten times a week.

Other U.S. destinations include Dallas (DFW) and Seattle (SEA) (served by Lufthansa and Condor), and Boston (BOS), Los Angeles (LAX) and Miami (MIA) (served by Lufthansa). Furthermore, Lufthansa will be providing a six-times-weekly service to Orlando (MCO) and a five-times-weekly service to Detroit (DTW) and will be flying to Philadelphia (PHL) three times a week. Starting mid-December, German carrier Eurowings Discover (4Y) will be operating flights to Tampa (TPA) four times a week.

FRA's new timetable features a rich variety of destinations in Central America and the Caribbean. For example, Condor, Lufthansa and Eurowings Discover will be providing services to attractive holiday destinations in Mexico, Jamaica, Barbados, Costa Rica and the Dominican Republic. This includes frequent flights to Punta Cana (PUJ; 16 times a week) and Cancún (CUN; up to two daily). Many airlines continue to offer flights from Frankfurt to destinations in the Middle and Far East. Depending on the development of Covid-19 travel restrictions imposed by some Asian countries, the number of connections to the Far East might increase further.

Most airlines have resumed services to European destinations from FRA this summer. These will now be continued during the winter. It will be possible to fly from FRA to all major European cities multiple times a day. The winter schedule also includes a number of popular tourist destinations within Europe, including the Balearic Islands, the Canaries, Greece, Portugal and Turkey.

CONSUMER SENTIMENT

27 OCT: Consumer sentiment in October painted an inconsistent picture. The propensity to buy again increased, while economic and income expectations decreased. As the propensity to save has noticeably fallen, GfK is forecasting a value of 0.9 points in consumer sentiment for November, up 0.5 points from October of this year (revised from 0.4 points). These are the findings of the GfK Consumer Climate Study for October 2021.

The consumer sentiment is rising again. Above all, this is due to the increasing propensity to consume and the declining propensity to save. The latter lost 13 points in October in contrast to the previous month and now stands at -45.2 points. A higher value for consumer sentiment was last measured in April 2020, at 2.3 points.

"This second decrease to consumer sentiment in a row defies increasing inflation. German citizens are clearly expecting further price increases. That is why they consider making purchases to avoid even higher prices", explains Rolf Bürkl, GfK consumer expert. "If the surge in prices continues, it would put a strain on consumer sentiment and a fundamental recovery would likely be further delayed. "

Economic Expectations

Following the rise in the previous month, economic expectations must accept a small setback. The indicator drops 1.9 points. It is however still at a very high level, currently standing at 46.6 points. This represents an increase of almost 40 points compared to the previous year. The good level indicates that consumers remain confident about the recovery of the German economy. However, the economic picture is somewhat clouded by the fact that some companies, e.g. in the automotive industry, have to cut back on their production due to a lack of supplier parts.

Income Expectations

The income expectations must accept a noticeable setback after a positive previous month. The indicator drops 14.1 points to 23.3 points. This is an increase of 13.5 points compared to the same period of the previous year. This indicator currently appears to be suffering the most from mounting inflation costs. Higher prices reduce the purchasing powers of incomes. In addition, the employed fear loss of earnings from short-time work, because companies are having to cut back their production due to interrupted supply chains.

Propensity to Buy

Despite falling economic and income expectations, in October the propensity to buy increased for the second time in a row. After an increase of 6 points, the indicator currently stands at 19.4 points. This is the best value in ten months. The measurement in December 2020 was 36.6 points. Comparison with the previous year shows a decrease of 17.6 points.

SALES ACTIVITIES

IPW (September 18th – 22nd, 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!

Follow-up with our clients was completed this month.

Visit USA Belgium B2B American Workshop (October 14th, 2021):

We participated in the third edition of the Visit USA B2B American Workshop on the Belgian market. During this afternoon and evening we were able to provide the agents with the newest information about VSPC by one-to-one discussions. 63 travel agents participated from Belgium and the Grand Duchy of Luxembourg.

- **Travmedia, Belgium (Oct. 22nd, 2021)**

In conjunction our attendance at the Visit USA Belgium American Workshop, we secured a complementary offer from TravMagazine Belux. This is a new merger between Travmagazine Netherlands and Travel 360 Benelux. www.travmagazine.be

A 4-page USA segment is planned in their next B2B print edition with a report on the American Workshop and the destination participants. Deployment to 2,300 subscribers.

We provided them with comprehensive VSPC information and imagery accordingly.

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.
- Provided the **Visit USA Committee Germany** with input for this month's eNewsletter to 21,800 travel trade subscribers. Our segment highlighted the **new VSPC website**.
- Provided the **Visit USA Committee Belgium** with VSPC news to be published in their September eNews blast to 2,000+ subscribers, for inclusion in their social media channels and on the Visit USA Belgium website
- **Assisted HQ** with German-language translation of our website.
- Send comprehensive information about sustainability and eco-tourism in VSPC to Mr. Verbruggen, Product Manager Individual Tours at **Joker in Belgium**.
- **Website Requests for Destination Magazines:**
2 requests received via the crm@simpleviewinc.com platform this month

MARKETING INITIATIVES

We continue to proactively engage with clients regarding development of potential initiatives in preparation for re-entry and recovery. We are in ongoing 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.

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.

Per status of 10/22, the campaign has produced 128 inquiries, 153 room nights plus the following results:

SOCIAL MEDIA PROMOTION BASIC		NEWSLETTER ARTICLE INCL. SOCIAL MEDIA POSTS	
Upload Posts:	Sep. 4th & 5th, 2021	Upload NL Article:	Sep. 26th, 2021
Runtime Ads:	Sep. 1st – Oct. 1st, 2021	Newsletter readers:	400.000
Facebook fans:	73,000	Opening rate:	21,58 %
Instagram followers:	8,600	Click rate:	2,10 %
Paid FB reach:	235,794	Upload Post:	Sep. 7th, 2021
Organic FB reach:	6,169	Organic FB reach:	2,481
Organic IG reach:	7,413	Organic IG reach:	3,878

St. Pete Newsletter Article

- **GO2TRAVEL** (November 2021 – May 2022) *Trade/Consumer*

We connected with Robin Engel and Michael Bötschi of go2travel at IPW. We have worked with Robin and Michael for many years during their tenure at Knecht Reisen in Switzerland. They have now founded go2travel, which specializes in travel to North America and sells tailor-made packages through independent travel agents (B2B) in Switzerland’s German-speaking market.

Due to our excellent relationship, we are being offered an exclusive VSPC podcast opportunity – a valuable chance to position our destination front & center ahead of any other Florida destinations come November when borders to the U.S. will open to European travelers:

A 20-minute podcast, professionally recorded by Engel and Bötschi, will be broadcast on Spotify, Apple Music, Google Podcasts (and many more), on their own «go2travel» Podcast Channel and social media channels (Facebook, Insta & LinkedIn) as well as on their website.

We supplied comprehensive destination USPs in German language for the podcast recording, which was completed this month and is due to launch the first half of November.

- **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 7th, 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 have been delivered. Final campaign report anticipated in December.

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