

LEISURE TRAVEL

April 2022

Prepared by:

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Director Leisure Travel

RECAP

Trade Shows/ Missions/ Events

April 2022

4/3-7	Visit Florida Sales Mission – NY & Chicago
4/25 - 29	Visit Florida Canada Sales Mission – Montreal & Toronto

April 2022

Visit Florida Sales Mission – NY & Chicago

April 3 - 7, 2022

ATTENDANCE: 25 Domestic Tour Operator & Digital Travel Buyers – 125+ Travel Advisors

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: 150 Destination Magazines and Logo Items

RESULTS:

- This was Visit Florida's first domestic sales mission in 2 years. It was a combination of vetted travel advisors, Tour Operators, and digital travel buyers. Other Florida destinations attending the mission included, Key West, Naples, West Palm Beach, Orlando, Tampa, Crystal River, and Sarasota.
- A few of the operators that VSPC met with included Groupon Getaways, Delta Vacations, Hopper, Spirit, Amadeo Travel, Virtuoso, Picasso Tours, Vax Vacations, and over 125 pre-qualified travel advisors.
- Discussions with travel advisors included (4) vacation packages coming to the destination in the next couple months and VSPC was approached by Mayflower Tours about a senior bus group looking for 25 rooms per night for 5 nights. Potential dates TBD and once confirmed, the Leisure Travel Department will blast this opportunity out to partners. VSPC also has opportunities to partner with digital travel providers such as Vax Vacations that has access to more than 140,000 travel advisors and will work with us to create destination profiles to facilitate bookings.
- This was an excellent sales mission and Visit Florida will be following up with additional contact information and updates. VSPC will be reaching out to all the contacts to explore additional sales opportunities.

RECOMMENDATION: VSPC will continue to support Visit Florida domestic sales missions in key cities for 2023.

STAFFED BY: Darryl Boggess, Leisure Travel Sales Manager

Visit Florida Canada Sales Mission – Montreal & Toronto**April 25 - 29, 2022**

ATTENDANCE: 54 Tour Operator & Media Partners - Client Appreciation Events (Montreal & Toronto)
180+ Travel Advisors – Trade Show & Dinner Events (Montreal & Toronto)

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: 150 Destination Magazines and Logo Items

RESULTS:

- Visit St. Pete/Clearwater joined 13 Visit Florida partners and VOX International for the first Canada Roadshow since the pandemic. Attendance for events in Montreal & Toronto was excellent. Canadians are looking forward to returning to Florida starting summer 2022, with peak travel beginning fall 2022.
- The tour operators in attendance said Canadian travelers are willing to pay more for winter vacations in 2023. Availability and inventory concerns are a consideration for those wanting to expand their programs.
- Industry updates from airline partners, tour operators, and CAA (Canadian Automobile Association) were very informative. These will lead to discussions on marketing opportunities and co-op ventures with Visit Florida in Canada. VSPC will follow-up with TPA & PIE on possible new air service from Canada.
- Met Christine Geary with Maple Leaf Tours in Ontario. Looking for a bus group block, 25 doubles, 23-night stay 2/8 – 3/3/23. Sending out an RFP to industry partners.
- Mailed 11 follow-up packets of collateral, to travel advisors requesting Destination Magazines for their offices.
- Additional updates from Canada will be reported after meetings at IPW in Orlando, June 5 – 9, 2022.

RECOMMENDATION: Visit St. Pete/Clearwater will continue to support Visit Florida Sales Missions in key international markets.

STAFFED BY: Rosemarie Payne, Director Leisure Travel

International Update

- International Buyers, in Florida for IPW 2022 in Orlando, will be visiting our area on various FAM's (Familiarization Tours) and on their own. The Leisure Travel and Latin America Departments are coordinating these visits.

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

5/4-6	Travursity – St. Louis & Chicago
5/10	TravPro Mobile – Virtual Event
5/17-20	Travel Professionals of Rochester Meet Your Rep. Event – Rochester, NY

UPCOMING FAMS – Educational Visits

6/9-10	Post IPW 2022 – Visit Florida FAM
6/9-12	Post IPW 2022 – Central Europe FAM
7/12-14	FTI Eurowings Discover - German FAM