

LEISURE TRAVEL

August 2021

Prepared by:

Rosemarie Payne, CDME

Director Leisure Travel

RECAP

Trade Shows/ Missions/ Events

August 2021

8/12	<i>Tampa Bay Beaches Chamber Event - Orlando</i>
8/16-19	<i>Ohio Sales Mission – Cincinnati, Dayton, Columbus</i>
8/23-26	<i>ASTA (American Society of Travel Advisors) Global Conference – Chicago, IL</i>
8/29-30	<i>RTO Summit South - Tampa</i>

August 2021

Tampa Bay Beaches Chamber Reception – Orlando

August 12, 2021

ATTENDANCE:	19 Receptive and International Inbound Tour Operators based in Orlando
INDUSTRY	
PARTICIPATION:	10 St. Pete/Clearwater Hotel & Attraction Partners
COLLATERAL	
DISTRIBUTED:	20 Destination Magazines, VIP Beach Bags with Partner Collateral

RESULTS:

- Tampa Bay Beaches Chamber event is coordinated by the Chamber Tourism Committee each year. Visit St. Pete/Clearwater assists in providing updated contact lists for invites and gave a destination update during the reception.
- VSPC highlighted training opportunities for call center staff and digital assets available to increase sales when international borders re-open for leisure travel.
- Clients attending included Hotelbeds, OTS Globe, FM Tours, Meeting Point North America and WebBeds.
- Spoke with Hotelbeds team about the success of our current domestic marketing campaigns (bookings are up 32% compared to 2019 numbers – the rest of Florida is only up 13%) and strategized about holding off on the international campaign component until Nov. 2021.
- OTS Globe and WebBeds said that bookings from their largest market, the UK, look excellent for the early part of 2022.
- Most of these operators will be attending IPW in Las Vegas, where VSPC will have an additional opportunity for formal meetings to discuss sales strategies for the remainder of 2021 and beyond.

RECOMMENDATION: Visit St. Pete/Clearwater will continue to support the TBCC Tourism Committee events in Orlando.

STAFFED BY: Rosemarie Payne, Director Leisure Travel

Ohio Sales Mission – Cincinnati, Dayton & Columbus**August 16 - 19, 2021**

ATTENDANCE: 16 AAA Branches – 7 Travel Agencies
INDUSTRY
PARTICIPATION: N/A
COLLATERAL
DISTRIBUTED: 50 Destination Magazines, Logo Items

RESULTS:

- Visit St. Pete/Clearwater called on sixteen AAA Club Branches and seven independent travel agencies over the 3-day sales mission. Southern Ohio area travel advisors sell St. Pete/Clearwater hotel packages primarily through Delta Vacations and Travel Impressions.
- Travel advisors were excited to receive VSPC's new destination magazines and were especially interested in Leisure Travel's Virtual FAM Series on our website. Several owners said they would share FAM videos with their home-based agents.
- AAA Cincinnati had several bookings for our area including vacations at Hilton Clearwater Beach, Sandpearl, Don CeSar and Doubletree.
- Brown's Travel in Cincinnati also has a repeat family (10-years) that stays at Sheraton Sand Key every summer.
- Allegiant flies from Cincinnati and Dayton into PIE and Southwest has non-stop flights from Columbus & Cincinnati. Excellent, direct air service from these key gateway cities.

RECOMMENDATION: Visit St. Pete/Clearwater will continue to look for sales opportunities to meet with travel advisors in this region.

STAFFED BY: Gail Yeager, Leisure Travel Sr. Sales Manager

ASTA Global Conference – Chicago, IL**August 23 - 26, 2021**

ATTENDANCE: 600 Travel Advisors
INDUSTRY
PARTICIPATION: N/A
COLLATERAL
DISTRIBUTED: 52 Destination Magazines – Digital Sales Assets Post-Show

RESULTS:

- The American Society of Travel Advisors Global Conference brings in 600 travel advisors from around the US for face-to-face meetings with peers and destination suppliers. The trade show is held over 2 days and there are several other networking opportunities during the conference.
- VSPC was able to give updates and information about the destination, accommodation options, attractions, the arts and more to 52 travel advisors from across the USA. In addition, VSPC met with ASTA Chapter presidents and board members.
- Confirmed business from meetings included bookings at Safety Harbor Resort & Spa (ladies retreat in Nov.), 2 vacations booked for Wyndham Grand on Clearwater Beach for October, Hyatt Regency Clearwater Beach, Alden Suites, and VSPC leisure travel department will drop off welcome bags at the Don CeSar for an Oct. 14-17 girls' trip.

- Other Florida DMO's that attended the conference were Visit Tampa Bay, Visit Miami, Visit Fort Lauderdale, and The Palm Beaches.

RECOMMENDATION: VSPC should consider attending the conference next year, which will be larger without the threat of COVID. Connections made at this event will bring new opportunities for destination training with ASTA chapters across the USA.

STAFFED BY: Darryl Boggess, Leisure Travel Sales Manager

RTO Summit South – Tampa, FL

August 29 - 30, 2021

ATTENDANCE: 150 International & Domestic Receptive Operators and Destination Suppliers

INDUSTRY

PARTICIPATION: CMA (Registered on their own)

COLLATERAL

DISTRIBUTED: Digital Assets Provided Post Show – VSPC Photo Booth at the Lunch

RESULTS:

- Visit St. Pete/Clearwater was a sponsor for this 1-day appointment show. VSPC had 36 meetings with receptive and tour operators.
- Majority of these operators rely entirely on international inbound business, so they are currently focused on bookings for 2022 and training for their staff until borders re-open. Lots of interest in the Leisure Travel Virtual FAM Series.
- Because of COVID, many key operators did not attend this in-person show.
- Markets with strong forward bookings for SPC are Canada, UK, Germany and LATAM countries.
- Operators with domestic business were reporting that SPC is doing better than most Florida destinations. Bookings are up with Hotelbeds for 2021.
- VSPC was the lunch sponsor and gave a Power Point presentation to the entire conference with destination updates.

RECOMMENDATION: RTO South was moved from the Vinoy to Tampa in 2021 due to construction issues. RTO will return to St. Pete in 2022.

STAFFED BY: Rosemarie Payne – Director Leisure Travel

UK Update

- VSPC's UK PR Firm Rooster confirmed a last-minute opportunity to partner with the annual Manchester Pride event August 27 – 30, 2021. This is the largest LGBTQ+ event in the UK. The title sponsor was Virgin Atlantic and festival goers were invited to stop by the Virgin Pop-up Store to register to win a 7-night stay at Sirata Beach Resort and 2-round-trip tickets on Virgin Atlantic to attend the St. Pete Pride event in June 2022. VSPC was the sole Florida destination partner as part of this campaign and promotion of this competition was mentioned on Virgin Atlantic's social media channels, Hits Radio, Manchester Evening News, and other local media outlets. Staff from Rooster attended the event representing VSPC.

Canada Update

- Longtime VSPC supporters and Sunwing Canada Florida Product Managers, Reg Mendes and Maureen Maheu-Mendes have retired from the industry. Sunwing will no longer be selling Florida but will concentrate on flight service and hotels they own in the Caribbean.

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

9/8-10	Florida Governor's Conference on Tourism – Hollywood, FL
9/9	Air Canada Vacations (ACV) Virtual Product Launch - Canada
9/10-13	Travel & Adventure Show – Dallas, TX
9/18-23	US Travel's IPW – Las Vegas, NV
9/24-25	AAA Northeast Virtual Fall Marketplace
9/27-30	Travel Agent Forum – Las Vegas, NV
9/30-10/2	CCRA – NY & NJ