

LEISURE TRAVEL

December 2021

Prepared by:
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Director Leisure Travel

RECAP

Trade Shows/ Missions/ Events

December 2021

12/8 AAA Auto Club Group – Sales Calls - FL

December 2021

AAA Auto Club Group – Sales Calls - FL

December 8, 2021

ATTENDANCE: 20 AAA Travel Advisors

INDUSTRY

PARTICIPATION: Clearwater Marine Aquarium, Homewood Suites by Hilton,
Wyndham Grand

COLLATERAL

DISTRIBUTED: 20 Trade Show Bags with Destination Magazines, Partner Collateral, Assorted
Logo Items

RESULTS:

- VSPC updated the advisors on what's "New & Now" in St. Pete/Clearwater. Visiting the local offices gave VSPC and partners the opportunity to personally meet new office staff and learn more about AAA's new strategies for selling local attraction tickets and booking Florida hotels in their reservations system.
- Visited offices in North Tampa (2), Spring Hill, Port Richey, and Trinity.
- The Clearwater Marine Aquarium and the Dali are two of the best sellers for attraction/museum admission tickets in Pinellas County.
- Travel advisors welcomed these in-person visits and their business is booming. Many clients still looking for alternatives to cruises, Mexico, and Caribbean vacations. Strong drive market from these offices. No specific business to report, but a good deal of interest especially for spring 2022.
- VSPC had three partners on this mission- Wyndham Grand, Homewood Suites by Hilton, Clearwater Marine Aquarium. Offices requested boxes of Destination Magazines be shipped. AAA no longer printing their Tour Books, our collateral is ideal for their clients.

RECOMMENDATION: Visit St. Pete/Clearwater will continue to build on our business relationship with AAA Auto Club Group to influence market share from these offices.

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

Receptive Operator Update

- Hotelbeds – Forever Florida Co-op Campaign ended in December 2021. Source markets were the Domestic US, Canada, United Kingdom, Germany and Brazil. Most of the bookings were from domestic sources and room night production from this campaign was up 118% over 2020 and 68% over 2019 room nights production. VSPC will be working with Hotelbeds again in 2022 on a Forever Florida Co-op and new for 2022, Brand USA will also participate in the international markets.

Central Europe Update

- In-market visits from Belgium and Germany:
 - Penta Reizen Belgium – Sheraton Sand Key just hosted a film crew and the Product Manager from Penta Reizen here to film the destination for Belgium TV. They were in town over Thanksgiving. Visit St. Pete Clearwater’s Film Commissioner, Tony Armer, assisted them with everything they needed for filming and SSK provided the rooms. Florida will be part of their USA series to be shown on TV and on their social media channels. VSPC to offer support for any post editing needs. Air dates TBD.
 - Katja Wagner – Product Manager for DERTOUR was also in St. Pete/Clearwater on vacation in November. We set her up with a day at the Morean Arts Center and Chihuly Collection. She was very excited to view the collection in person.
 - Visit Florida has advised that because of ongoing COVID restrictions in Germany, FTI will be the only major German Tour Operator at Florida Huddle.

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

1/21-23	AAA Pittsburg Travel Showcase
1/24-26	Florida Huddle – Tampa, FL
1/27-30	Morris Murdock/Columbus Travel Show - Utah
1/29-30	Travel & Adventure Show – NYC

FAM – EDUCATIONAL VISITS

1/21-24	Florida Huddle/Encounter FAM
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