

LEISURE TRAVEL

December 2022

Prepared by:
Rosemarie Payne, CDME
Director Leisure Travel

RECAP

FAMs/ Events

December 2022

11/29 – 12/1	Virgin Atlantic Mega FAM
12/2-5	DERTOUR Germany FAM
12/10	USAirtours UK FAM

December 2022

Virgin Atlantic Mega FAM

November 29 – December 1, 2022

ATTENDANCE: 40 Travel Advisors, Virgin Atlantic Sr. Staff

INDUSTRY

PARTICIPATION: Opal Sands, TradeWinds Island Resorts, Chihuly Collection, Dali Museum, The Vinoy, Sheraton Sand Key, Holiday Inn Clearwater Beach, Clearwater Marine Aquarium

COLLATERAL

DISTRIBUTED: 40 Welcome Beach Bags with VSPC/Virgin Atlantic Towels, Destination Magazines, Assorted Logo Items

RESULTS:

- St. Pete/Clearwater got rave reviews for this educational visit. Travel advisors and Virgin Atlantic staff were eager to site hotels, visit the museums, and experience the destination. For almost half of the group, this was their first visit to St. Pete/Clearwater.
- Benefit of hosting this FAM is increased awareness of the destination for potential new clients and increased sales through Virgin Holidays and direct bookings.
- Hosting meal functions, accommodations, and site visits are such a valuable piece of these educational visits. Our goal is to give these agents a glimpse of what their clients can experience in St. Pete/Clearwater and support the new non-stop service into Tampa on Virgin Atlantic.
- These events give the agents the tools they need to influence more room nights into the destination. The FAMs are so valuable, Virgin Atlantic flew all 40 participants over at no cost to these top selling advisors from across the UK.
- Visit St. Pete/Clearwater UK Rep. Daisy Hutchinson also attended, and this FAM was conducted in partnership with Visit Tampa Bay.

RECOMMENDATION: Visit St. Pete/Clearwater will continue to support the new Virgin Atlantic air service from Heathrow into TPA.

STAFFED BY: Rosemarie Payne – Director Leisure Travel
Gail Yeager – Sr. Sales Manager, Leisure Travel
Darryl Boggess - Sales Manager, Leisure Travel

DERTOUR Germany FAM**December 2 - 5, 2022**

ATTENDANCE: 16 Travel Advisors + 1 DERTOUR Escort + VSPC German Rep. Mieke Bizoc
INDUSTRY

PARTICIPATION: Bellwether Beach Resort, Chihuly Collection, Dali Museum, Don CeSar, Sheraton Sand Key

COLLATERAL

DISTRIBUTED: 16 Welcome Beach Bags, Logo Towels, Destination Magazines, Assorted Logo Items

RESULTS:

- The DERTOUR MEGA Educational FAM arrived with Mieke Bizoc, part of the Kaus team in Germany. This educational visit showcased the destination, hotel properties and attractions to German and Austrian travel advisors. Shockingly, out of the entire group only 3 have been to the destination in the past and most have never been to Florida.
- The FAM arrived on Friday with a kickoff dinner at the host hotel, The Bellwether on St. Pete Beach.
- On Saturday, TradeWinds Island Grand Resort had the group over for a tour and breakfast. The group visited the Chihuly Collection and Dali Museum and experienced a live glass-blowing demonstration at the Morean Hot Shop followed by a mural tour. Bella Brava was able to give us the private dining room for lunch after the walking tour of the St. Pete Pier.
- Dinner was at Marina Cantina (they loved Mexican food, not common in Germany) in Clearwater, and had a walking tour of Pier 60 on Clearwater Beach.
- On Sunday, Rose met the FAM at The Don CeSar and the hotel hosted the breakfast and gave a tour of the property.
- The FAM had the afternoon to shop or sightsee. The group was excited to take the new SunRunner Bus from the beach to downtown St Petersburg, because most German travelers use public transportation at home and the ability to take public transportation within the destination is a huge selling feature for their clients.
- On the final evening, Sheraton Sand Key Resort had a beach party with entertainment. Staff gave a tour of the property and talked about upcoming renovations.
- The FAM in our area was part of a larger group of 100 that were spread across Florida and brought back together in Orlando for roundtable presentations on each destination.
- The FAM attendees loved the area and friendliness of our VSPC partners. To measure the success of the FAM, DERTOUR will supply booking numbers and ADR for St Pete/Clearwater in 2023.

RECOMMENDATION: Visit St. Pete/Clearwater will continue to support DERTOUR with fam itineraries in 2023.

STAFFED BY: Darryl Boggess - Sales Manager, Leisure Travel

USAirtours UK FAM**December 10, 2022**

ATTENDANCE: 12 USAirtours Staff
INDUSTRY
PARTICIPATION: RumFish Resort by TradeWinds, Barefoot Beach Club Madeira Beach
COLLATERAL
DISTRIBUTED: 12 Beach Bags with Destination Magazines, Assorted Logo Items

RESULTS:

- VSPC leisure travel department and Rooster (UK) coordinated this FAM for key staff from USAirtours. This was the first time in St. Pete/Clearwater for 11 out of the 12 guests.
- This FAM provided the opportunity for these agents to personally experience our destination and provided valuable sales tools to influence additional room nights into St. Pete/Clearwater. This operator sells Virgin Atlantic flights. The group visited the Saturday Morning Market, walked to the St. Pete Pier, and had lunch at Doc Fords. After lunch there were site visits of RumFish Resort by TradeWinds and Barefoot Beach Club, Madeira Beach.
- Agents loved the combination of beautiful beaches and a thriving arts scene. Even though this was just a 1-day educational FAM, the agents said the information acquired was very valuable.

RECOMMENDATION: Visit St. Pete/Clearwater will continue to support UK FAMs through Rooster.

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

- **CANADIAN UPDATE**

- BranchUp Facebook marketing campaign moved to March.
- Launching Brand USA marketing campaigns with Air Canada and Air Canada Vacations in June 2023.
- Canadian Meetings at Florida Huddle in Feb. still TBD.

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

1/18-23 Pittsburgh AAA Travel Showcase
1/23-25 AAA Auto Club Group Sales Calls – North Florida
1/26-28 ASTA (American Society of Travel Advisors) Central Florida Chapter Meetings/Trade Shows - Orlando & Cocoa Beach