

LEISURE TRAVEL

February 2021

Prepared by:

Rosemarie Payne, CDME
Director Leisure Travel

RECAP

Trade Shows/ Missions/ Events

February 2021

2/4	Brand USA – Focus on Canada – Virtual Show
2/5-7	Pre - Super Bowl FAM
2/8-12	Virtual Florida Huddle

February 2021

Brand USA – Focus on Canada - Virtual Show

February 4, 2021

ATTENDANCE: N/A

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: N/A

RESULTS:

- Marketing Meeting on the Brand USA Global Marketplace platform. 12:00 PM (EST) – 4:30 PM (EST).
- Overview of the Canadian Traveler – Speakers - Chris Thompson, President & CEO – Brand USA – Welcome - Jennifer Hendry, Sr. Research Associate, Conference Board of Canada and Carroll Rheem, VP, Research & Analytics, Brand USA.
- Other topics presented were airline and air travel landscape, Canadian travel media post-pandemic observations.
- Expedia presented an optimistic view on today's Canadian traveler, Tripadvisor gave an update on tourism sentiment in Canada and Brand USA touched on their re-entry into Canada.
- Canadian Tour Operators are enthusiastic about business to Florida and there is significant pent-up demand for the beach. Canadian business will most likely rebound in fall 2021 and winter 2022 should see business levels return to pre-pandemic numbers for St. Pete/Clearwater.
- Working with Brand USA to get more Canadian travel advisors registered for the USA Discovery Program for destination training on St. Pete/Clearwater.

RECOMMENDATION: Visit St. Pete/Clearwater will continue to partner with Brand USA on all market updates on their virtual platform. Next update is the UK & Ireland April 20 – 21.

STAFFED BY: Rosemarie Payne, Director Leisure Travel

Super Bowl FAM

February 5 - 7, 2021

ATTENDANCE: Joseph Sheller – Head of Global Destination Marketing – Hotelbeds
Aaron Boyd – Product Department - Hotelbeds

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: Destination Magazine – Beach & Culture Map

RESULTS:

- Leisure Department hosted 2 VIP clients from Hotelbeds in Orlando for a pre-Super Bowl FAM. Hotelbeds is the largest receptive operator bringing domestic and international visitors to St. Pete/Clearwater. In 2019 Hotelbeds produced room nights for 53 properties in St. Pete/Clearwater. Hotelbeds representatives were among the 8 VIP Leisure & Meetings Department FAM clients invited to tour St. Pete/Clearwater prior to attending the Super Bowl in Tampa.
- FAM itinerary included the Van Gogh Exhibit at the Dali Museum, tour of the James Museum, lunch in downtown St. Pete and a tour of the new St. Pete Pier. Both Hotelbeds clients had not been to St. Pete/Clearwater for 2 years.
- Finalized a Florida Recovery marketing campaign with Hotelbeds that will launch in March 2021.

RECOMMENDATION: Feedback from the FAM was excellent. Hotelbeds will be expanding its portfolio of properties in St. Pete/Clearwater in 2021 & 2022. Looking forward to hosting FAM's in the future. Pre-Florida Huddle FAM planned for January 21 – 24, 2022.

STAFFED BY: Rosemarie Payne, Director Leisure Travel

Florida Huddle (Virtual Show)

February 8 - 12, 2021

ATTENDANCE: 42 Pre-scheduled Appointments

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: Digital Collateral Assets Provided in Post-show Follow-up

RESULTS:

- Monday, 2/8 – Visit Florida Market Updates
- Tuesday, 2/9 – UK & Europe Appointments
- Wednesday, 2/10 – LATAM Appointments – Visit Florida included the Dali in the virtual tour of Florida's most unique galleries and museums.
- Thursday, 2/11 – 8:00 AM – VSPC Golf Demonstration – Hosted by Rosemarie Payne – Visit St. Pete/Clearwater and Dawn Mercer Head Teaching Pro at Innisbrook Resort – video filmed at Innisbrook also featured Visit Florida CEO Dana Young and Visit St. Pete/Clearwater COO – Tim Ramsberger - USA & Canada Appointments.
- Friday, 2/12 – Visit Florida Wrap-up – Links to Visit St. Pete/Clearwater Virtual FAM's provided to all Buyers.
- 50 Suppliers from across Florida – 130 Buyers from key domestic and international markets.
- St. Pete/Clearwater had the largest contingent of suppliers at the show including Alden Suites, Clearwater Beach Marriott, Dolphin Beach Resort, Doubletree by Hilton, Holiday Inn Harbourside, Sheraton Sand Key, Sirata Beach Resort, the Don CeSar, and TRS.
- Key Domestic Accounts included – American Airlines Vacations, Apple Leisure Group, Pleasant Holidays and AAA.
- Canadian Operators included – TravelBrands, WestJet, Air Canada Vacations.
- UK Operators included – Virgin Holidays, British Airways Holidays, Trailfinders, WebBeds, Thomas Cook, Barrhead Travel, USAirtours.
- Irish Operators included – American Holidays, Tour America.
- German Operators included – DERTOUR, Canusa, USA Rejser.

- Receptive Operators were also in attendance and Latin America had 17 Buyers from Brazil.
- Excellent opportunity to connect with these key clients to provide destination updates, discuss travel sentiments, safety protocols in-market, planned marketing and expectations once international borders re-open to leisure travel.
- Room rates for future years were also discussed and availability of inventory in destination.

RECOMMENDATION: Florida Huddle is planned for January 24 – 26, 2022 in Tampa.

STAFFED BY: Rosemarie Payne, Director Leisure Travel, Marion Wolf, Director Central Europe, Andrea Gabel, Sr. Manager Brazil

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

3/4	Expedia TAAP (Travel Agent Affiliate Program) Webinar
3/15-18	Brand USA One-on-One Meetings
3/24-25	AAA Northeast – Flash Sale – Trade Show and Virtual FAM Presentation