

LEISURE TRAVEL

February 2022

Prepared by:

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Director Leisure Travel

RECAP

Trade Shows/ Missions/ Events

February 2022

2/5-6	Travel & Adventure Show – Chicago, IL
2/15	AAA Northeast - Club Adventures – Florida Takeover & Roundtable Session – Virtual Webinar Series
2/21-24	Peninsula Travel Shows – Atlanta, Greenville, SC & Charlotte, NC – ASTA Lunch & Learn Charlotte
2/23-25	Travursity – Texas
2/26-27	Travel & Adventure Show – Washington, DC

February 2022

Travel & Adventure Show – Chicago, IL

February 5 - 6, 2022

ATTENDANCE:	12,000 Consumers
INDUSTRY	
PARTICIPATION:	Holiday Inn Harbourside, Sirata Beach Resort
COLLATERAL	
DISTRIBUTED:	400 Destination Magazines, Logo Items

RESULTS:

- This is the first year VSPC has participated in the FAM - TAS program, this brings travel advisors attending the show directly to the booth. VSPC had 50-75 advisors come by and learn about the destination.
- The consumer attendance was greater than expected, VSPC was able to distribute all 400 pieces of collateral and had a QR code available so consumers could order the DM directly. The other destinations in the Florida row included Pensacola, South Walton, Panama City, Punta Gorda, Key West, Miami, Central Florida, Fort Myers, and Gulf County (Panhandle). All the destinations are coming back for the Chicago Show in 2023.
- Potential and actual business from the show:
 - Girl's weekend, booking with Cruise Planners' agency at the show, Holiday Inn Harbourside in April.
 - Senior coming to visit family, staying in Condo St Pete Beach in March, 1 week.
 - Couple coming in May 1 week, have not booked hotel yet but were interested in Sirata Beach Resort. Family coming for 1 week in March, St Pete Beach.
 - Couple coming to Treasure Island, 1 month at an Airbnb, Couple coming to stay in a condo, St Pete Beach Easter week.

- Couple coming for 2 weeks in May, they have been going to Fort Myers for 15 years and heard that St. Pete/Clearwater has more to do. Staying on St Pete Beach.
- Friends rented a condo for 1 month in May, St Pete Beach.
- Met with DJ Doran with GAYCATIONS, would like to feature St. Pete/Clearwater as a featured destination through video, print and podcast. There will be an LGBTQ pavilion at the Chicago and New York show next year. The Miami CVB had their LGBTQ salesperson do a presentation at the show on one of the presentation stages.
- From the business discussed over \$40,000 in potential room night revenue.

RECOMMENDATION: VSPC should consider representation at this show in 2023.

STAFFED BY: Darryl Boggess, Leisure Travel Sales Manager

AAA Northeast – Club Adventures – Florida Takeover & Roundtable Session February 15, 2022

ATTENDANCE: 53 Travel Advisors for the Webinar
75 Travel Advisors for the Roundtable Discussion

INDUSTRY

PARTICIPATION: Industry Partners – Visit Tampa Bay, Naples/Marco Island/Everglades, Martin County, and Visit Florida.

COLLATERAL

DISTRIBUTED: Post-show Collateral & Digital Assets Sent

RESULTS:

- First ever national “AAA Club Adventure” travel advisor training campaign in partnership with AAA Northeast. The campaign reached travel advisors across the USA and included DMO webinars, and social media posts on AAA’s Facebook Page and a portal for advisors to view videos, images, and digital collateral.
- 4 DMO’s were part of the takeover. VSPC, Visit Tampa, Naples/Marco Island, and Martin County. Visit Florida also participated.
- February takeover - “For the Love of Sunshine – Adventure in St. Pete/Clearwater” – virtual training session was week-3 of the campaign. 53 travel advisors were on the live webinar.
- Round Table Discussion – wrap-up session March 1st.
- This initiative piggybacks on similar training to AAA Northeast travel advisors, but this is a focus on adventure travel. AAA Club Adventures has 3000 members in 6 states. The webinars will be live on the site for the remainder of 2022.

RECOMMENDATION: Visit St. Pete/Clearwater will continue to participate with AAA Northeast. The Fall Marketplace is set for September 2022 and could potentially be an in-person event.

STAFFED BY: Rosemarie Payne, Director Leisure Travel

Peninsula Travel Shows – ASTA Lunch & Learn Event

February 21 - 24, 2022

ATTENDANCE: 97 Travel Advisors - Atlanta, GA
78 Travel Advisors - Greenville, SC
82 Travel Advisors - Charlotte, NC
9 Travel Advisors - ASTA Lunch & Learn - Charlotte

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: 300 Destination Magazines, Logo Items, Partner Collateral

RESULTS:

- The Peninsula Travel Show series was a 3-city roadshow with 15 destination suppliers and 257 local travel advisors. There was a trade show in each city with destination presentation time during the events. Tampa International has non-stop flights out of Atlanta and Charlotte with connecting flights from Greenville. The three cities are only a few hours apart and both Atlanta, Charlotte are on the list of top 20 arrivals for St. Pete/Clearwater in 2020 & 2021. These cities are also excellent drive markets for our destination.
- All three shows were very well attended. According to the show producer each city had the highest attendance of travel advisors since 2018. Several travel advisors in attendance have been on a Visit St. Pete/Clearwater FAM and sell our destination mostly through Delta and Southwest Vacations. The travel advisors work directly with the individual hotel properties when the clients are driving to St. Pete/Clearwater.
- In 2021 while attending the Peninsula Show in Charlotte the President of the ASTA Charlotte Chapter invited VSPC to host a Florida destination event in 2022. This Lunch & Learn was co-hosted with Visit Central Florida. 9 Travel Advisors attended. As a direct result of this Lunch & Learn the following bookings were secured.
 - April 18- 25, 2022 Madeira Bay (TRS) a family of three sisters - Ivy League Travel.
 - October 21, 2022 small wedding with 20 people. Newlyweds honeymoon Oct 21-25, 2022 – Susan Shure Travel.

RECOMMENDATION: Visit St Pete/Clearwater will continue to partner with the Peninsula Travel Shows in key cities and build on our relationship with ASTA in this region.

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

Travursity – Texas**February 23 - 25, 2022**

ATTENDANCE: 60 Travel Advisors – Houston
35 Travel Advisors - Austin

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: 100 Destination Magazines, Logo Items, Partner Collateral

RESULTS:

- The weather did not cooperate for this trip. The travel advisor turnout could have been better but there was a major cold snap and an ice advisory in Texas that deterred some advisors from attending.
- This travel advisor training took place in Houston and Austin. VSPC was able to connect with 90+ travel advisors and was also able to mail our Destination Magazine to those that could not attend in person.
- This show gave VSPC the opportunity to do a full presentation on the destination with Power Point and video. During the show VSPC assisted with information for 3 trips coming to St Pete Beach and 2 trips coming to Clearwater.
- There is still a huge need for beach vacations in the USA from the Texas market. Travel advisors have clients that do not have vaccination cards and cannot go out of the country. With only 6 other presenters this show has great value for the inexpensive registration fee.

RECOMMENDATION: Visit St Pete/Clearwater will continue to partner with Travursity in key markets.

STAFFED BY: Darryl Boggess, Leisure Travel Sales Manager

Travel & Adventure Show – Washington, DC**February 5 - 6, 2022**

ATTENDANCE: 10,000+ Consumers

INDUSTRY

PARTICIPATION: Alligator & Wildlife Attraction, Holiday Inn Harbourside

COLLATERAL

DISTRIBUTED: 300 Destination Magazines, Logo Items

RESULTS:

- The Travel and Adventure Show in Washington DC hosted more than 10,000 attendees. As part of the FAM - TAS program, VSPC was able to meet with over 75 travel advisors. Other Florida destinations that participated in this show included Florida Keys, Miami, Central Florida, Panama City, Navarre Beach, and Punta Gorda.
- Business discussed during the show:
 - Couple coming to St Pete Beach in May for 5 days, have not booked hotel. Considering Don CeSar, Bellwether and Sirata Beach Resort.
 - Discussed a booking for 10 rooms for 60th Birthday celebration 3 to 4 days in May.

- Couple looking at Clearwater, they have friends in the area. Only for 5 days and do not have a hotel booked at this time.
- Travel Advisor looking for a Beach Vacation for a girl's trip, 5 days. 3-5 rooms, doubles.
- Travel Agent is booking a family at the Hilton Clearwater hotel 1 week.
- Travel Advisor booking for an elderly couple beach vacation. Looked at St Pete and Madeira, 1 week.
- Couple booked at Holiday Inn Harbourside, daughter goes to the University of Tampa, decided to come to the beach.
- Roughly \$35,000 in room night revenue just from discussions at the show.

RECOMMENDATION: VSPC should consider having representation at this show in 2023.

STAFFED BY: Darryl Boggess, Leisure Travel Sales Manager

International Update

- International & Domestic campaigns launched with Hotelbeds. This is Hotelbeds & Brand USA Forever Florida Co-op. Industry partners also participating are Visit Lauderdale, Kissimmee, Palm Beach, Visit Tampa Bay and VSPC. The 8-month domestic & international campaign launched in Feb. 2022 in the US, Canada, UK/Ireland, Germany, and LATAM markets. Hotelbeds is the largest receptive tour operator bringing business to Pinellas County and they work with 40+ properties in St. Pete/Clearwater.

Canada Update

- Visit Florida is once again partnering with BranchUp in Canada for a Florida campaign in May 2022. BranchUp is a no-cost Facebook marketing tool for travel advisors across Canada. This portal allows the agents to learn more about St. Pete/Clearwater and grow their business at the same time. VSPC will have a landing page, video link, and three Facebook posts during this free initiative with Visit Florida.

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

3/2-3	Peninsula Travel Show – Orlando
3/5-6	Travel & Adventure Show – Boston
3/19-20	Travel & Adventure Show – NY
3/31 – 4/1	Cruise 360 – Fort Lauderdale, FL