

LEISURE TRAVEL

July 2021

Prepared by:

Rosemarie Payne, CDME

Director Leisure Travel

RECAP

Trade Shows/ Missions/ Events

July 2021

7/8-11	GTM – Global Travel Marketplace – Fort Lauderdale, FL
7/12-16	TTG – Florida Fest 2021 - Virtual Training- UK
7/29-30	Cruise 360 – Fort Lauderdale, FL

July 2021

GTM – Global Travel Marketplace – Fort Lauderdale, FL

July 8 - 11, 2021

ATTENDANCE: 55 One-on-One Appointments – Travel Advisors
INDUSTRY
PARTICIPATION: N/A
COLLATERAL
DISTRIBUTED: Destination Magazines – Digital Assets sent Post-show

RESULTS:

- 900 travel advisors applied for the show, only 110 were invited to attend. Advisors can only qualify for 2-years and then must take a 5-year break. This is how show producers provide suppliers access to new, top selling travel advisors from across the USA each year.
- Majority of travel advisors are home-based agents and GTM provides a cost-effective way to meet with these advisors in one location.
- Ardis Travel, NJ - invited Visit St. Pete/Clearwater to participate in their fall travel show in New Jersey.
- Additional business confirmed:
 - Outlander Travel, Carey, NC has two bookings coming in the fall looking at TradeWinds or Sirata.
 - Yellow Shoe Travel, Roswell, GA has booked six vacations at Sandpearl, discussed two additional bookings for October looking at St. Pete Beach.
 - Pixie Dust Travel (specializes in Disney vacations) is coming to do a site visit in August. Would like to see both Clearwater and St Pete.
 - Travel Haus, St. Louis, MO is going to book the Don CeSar for a week's stay. Dates still TBD.
 - Getaway-Dream Vacations (franchisee is from NY) is booking a group of 20 (10 rooms) for six nights in October, working on helping her select hotel options.
 - Additional meetings included discussions for two vacations for next year, Sandpearl or Don CeSar (high end Virtuoso agency), six bookings for Clearwater Beach, two bookings for Treasure Island, Thanksgiving, and destination wedding bookings.

- Orca Travel out of Dallas booked a vacation at the TradeWinds after meeting with VSPC at the Peninsula show in April and Simply Enchanted Travel asked us to do a destination training for her agency.
- Coasters and Castles Agency in MA asked us to participate in a podcast in October that will sit on their website and Magic Plus Travel in PA will book five guestrooms for 5-nights for a Phillies Spring Training game and Bachelor party. Gave them options near the ballpark.
- Based on approx. room night calculations during our meetings at GTM, St. Pete/Clearwater can expect over \$50,000, in future bookings from travel advisors engaged during the show.
- Four agencies have requested a box of DM's be mailed to their location to be shared with additional agents.
- Miami, Fort Lauderdale, Naples, Palm Beaches, Alaska, Las Vegas, Tampa Bay, Ireland, and Hawaii were some other destinations that participated in the show.

RECOMMENDATION: Visit St. Pete/Clearwater will continue to attend GTM Marketplace in 2022.

STAFFED BY: Darryl Boggess, Leisure Travel Sales Manager

TTG – Florida Fest 2021 – Virtual Training – UK July 12 - 16, 2021

ATTENDANCE: 309 Travel Advisors (5-day Show)

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: Digital Collateral Links Provided

RESULTS:

- Event sponsored by *TTG – Travel Trade Gazette* and Visit Florida. This week-long series of online events was designed to provide travel agents, product managers and operators from across the UK & Ireland with the insight, contacts, and tools they need to sell holidays to Florida.
- The 5-day show featured Visit Florida & TTG Updates, Panel Discussions, (18) Visit Florida Partner Zone Booths with downloadable marketing collateral, Masterclass Training Sessions and Partner Presentations.
- Visit St. Pete/Clearwater was featured in the 50-minute Florida for Road Tripper's Masterclass with Crystal River, FL. Our presentation touched on twin-center holidays and our proximity to Orlando, best beaches in America, arts and culture scene, neighborhoods, the Pinellas Trail and our "Gulp Coast" craft beer trail. 79+ agents attended the class and the agents had a lot of good questions about the area during the Q&A Session. Many agents remarked that they had forgotten how accessible St. Pete/Clearwater is from anywhere in Florida.
- VSPC was one of only 5 DMO's (Florida Keys, Daytona, Visit Tampa Bay & Visit Central Florida) that had their Virtual FAM's on the platform for agents to view during the week of events.

- Networking was also available on the platform each day for additional interaction with agents and operators attending the show.
- Representatives from VSPC's UK PR Firm - Rooster also attended the virtual event.

RECOMMENDATION: Visit St. Pete/Clearwater will continue to partner with
Visit Florida on initiatives for the travel industry in the UK & Ireland.

STAFFED BY: Rosemarie Payne, Director Leisure Travel

Cruise 360 – Fort Lauderdale, FL

July 29 – 30, 2021

ATTENDANCE: 200 Travel Advisors

INDUSTRY

PARTICIPATION: Brochure Distribution – Clearwater Marine Aquarium, Alligator & Wildlife Attraction, Sirata Beach Resort, and Holiday Inn Harbourside

COLLATERAL

DISTRIBUTED: Destination Magazines, Logo Items, Digital Collateral/Asset links provided post-show

RESULTS:

- Travel advisors attending Cruise 360 specialize in cruises, but because of COVID they are wanting to learn more about alternatives for land vacations. Travel advisors from across the USA. Great traffic by our booth both days.
- Business opportunities for the destination included:
 - Meeting with the Director of Strategic Partnerships for TravelSavers Travel Agency Consortia, who invited VSPC to attend their September event that will have over 2,000 advisors in attendance. Researching this opportunity.
- Other bookings discussed - 20 room nights for a family reunion, hotel has not been decided on yet, would like a property on St Pete Beach. One month booking for Condo hotel, looking at Sunset Vistas for February. Also suggested TRS and gave contact information. 14-room night booking for TradeWinds, 5-night booking for the NEW Bellwether Resort for October, and a 5-night booking from the same travel advisor for January, Shepard's Beach Resort.
- This is only a snapshot of the potential business that could result from VSPC's participation. Travel advisors also book tour operator packages, and through OTA, GDS, and property direct channels.

RECOMMENDATION: Visit St. Pete/Clearwater will consider Cruise 360 for possible participation in 2022.

STAFFED BY: Darryl Boggess, Leisure Travel Sales Manager

Canada Update

- Air Canada Vacations Virtual Product Launch – Thursday, Sept. 9th. Visit St. Pete/Clearwater booth will include digital assets including the new Destination Magazine and two new video training tools created specifically for Air Canada Vacations. 5-minute Virtual Tour that highlights Toronto Blue Jays Spring Training and a 5-minute Breakout Session that focuses on what is “New & Now” in the destination.

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

<i>8/12</i>	<i>Tampa Bay Beaches Chamber of Commerce (TBBCC) Orlando Reception</i>
<i>8/16-20</i>	<i>Ohio Sales Mission</i>
<i>8/23-26</i>	<i>ASTA (American Society of Travel Advisors) Annual Convention – Chicago, IL</i>
<i>8/30</i>	<i>RTO (Receptive Tour Operator) Summit South – Tampa, FL</i>