

LEISURE TRAVEL

July 2022

Prepared by:

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Director Leisure Travel

RECAP

Trade Shows/ Missions/ Events

July 2022

7/12 – 13	AAA Auto Club Group Sales Calls
7/12 – 14	ASTA Ohio & Michigan

July 2022

AAA Auto Club Group Sales Calls

July 12 - 13 , 2022

ATTENDANCE: 50 Travel Advisors

INDUSTRY

PARTICIPATION: Wyndham Grand, Alligator & Wildlife Discovery Center, Clearwater Marine Aquarium, & Homewood Suites St. Pete/Clearwater Airport

COLLATERAL

DISTRIBUTED: 50 Destination Magazines, Logo Items

RESULTS:

- VSPC coordinated two days of sales calls to the local AAA branches in Florida. Each of the AAA locations sell admission tickets to most of our museums and attractions.
- Calls to branches in Sarasota, Venice, Bradenton, Brandon, Sun City Center, Lakewood Ranch, Westshore, New Tampa, Carolwood, Trinity, New Port Richey, and Springhill.
- The Sarasota and Venice offices sell day trips by motorcoach to the Dali, The Chihuly Collection, and the Museum of Fine Arts. In visiting the AAA branches we were able to distribute destination magazines and meet with new travel councilors wanting to learn more about our award-winning beach communities.
- AAA is reporting that bookings are strong for in-state travel. Visitors are looking for alternatives to cruises and Caribbean vacations.
- Partners made the most of these in-person visits to discuss their accommodations and attractions.
- Reported bookings: Venice Branch - Sept 2nd Motorcoach trip to the Dali & The James Museum of Western and Wildlife Art. Trinity Branch - Nov 2-5 (family) Sandpearl Resort, Clearwater Beach

RECOMMENDATION: VSPC will continue to call on these AAA Florida Branches in 2023.

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

ASTA Mid-Michigan & Ohio**July 12 - 14, 2022**

ATTENDANCE: 100 Travel Advisors (60 Michigan, 40 Ohio)
INDUSTRY
PARTICIPATION: TradeWinds Island Resorts
COLLATERAL
DISTRIBUTED: 100 Destination Magazines, Logo Items, Partner Collateral

RESULTS:

- ASTA Mid-Michigan and ASTA Ohio had back-to-back Travel Advisor Supplier Trade Shows. VSPC and TradeWinds Island Resorts met with vetted advisors to discuss the destination and beach properties. Both shows had a great turnout with Michigan being larger than the Cleveland show. The other suppliers were a mix of Cruise Ships, Caribbean, Mexican and luxury tour operators.
- Bookings include:
 - Wedding last weekend in February, looking at the TradeWinds Island Grand.
 - Week booking for the Residence Inn Clearwater this September.
 - Booking for a family for 5 days, 8/10 at the Hilton Clearwater Beach Resort & Spa. This advisor attended an ASTA show 4 years ago, I presented at that show, and she has been booking Clearwater Beach ever since.
 - Travel advisor is hosting a wedding show in the fall and asked for a box of guides for the show.
 - Travel agency is opening a storefront in Marion, Ohio. Asked if we could send up guides and swag for the grand opening in September.
 - Wedding block is booked at the Opal Sands Resort in October 15 room block for 4 days.
 - Family coming from Orlando and spending 4 days at Clearwater Beach.
 - Couple booked for a week, Hotel Zamora.
 - A youth band is coming to Clearwater from Indianapolis, would like info about performing on Pier 60 at Sunset, 10-15 room block for 4 days. Does not have hotel set yet.
- Overall, great advisors that are interested in our destination. There are still clients that are nervous to travel abroad and are looking closer to home. Ohio and Michigan are great feeder markets and love the west coast of Florida.

RECOMMENDATION: VSPC Should consider having representation at these shows in 2023.

STAFFED BY: Darryl Boggess - Sales Manager Leisure Travel

International Update

- Visit St. Pete/Clearwater will participate in TTG's Florida Fest Event in the UK on September 14th. This virtual presentation will be for 30 travel advisors and the Masterclass will focus on the LGBTQ+ market. VSPC is paired with Visit Miami for this workshop. The webinar is available online through TTG for 12-months so travel advisors can view the presentations and share them with colleagues and clients.

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

8/24 – 26	ASTA – San Francisco, CA
8/31 – 9/1	Visit Florida Governor's Conference on Tourism

UPCOMING FAMS – EDUCATIONAL VISITS

11/29 – 12/1	Virgin Atlantic Trade FAM
12/2-5	DERTOUR German FAM