

LEISURE TRAVEL

May 2023

Prepared by:

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Director Global Travel

Trade Shows/Missions

May 2023

5/12 -13	CCRA Chicago
5/18-21	Phillies & Union Client Events – Philadelphia, PA
5/20-25	IPW – San Antonio, TX

May 2023

CCRA Chicago

May 12 - 13, 2023

ATTENDANCE:	220 Travel Advisors
INDUSTRY	
PARTICIPATION:	N/A
COLLATERAL	
DISTRIBUTED:	220 Trade Show Bags with Destination Magazines, and Assorted Logo Items

RESULTS:

- CCRA Power Solutions Chicago – 220 Travel Advisors from the Chicago area participated in this day- long event. Travel advisor training sessions began at noon and ended with an evening trade show where collateral was distributed to the advisors.
- This show was a very cost-effective way to reach both the home-based and store front travel advisor and this show provided VSPC the opportunity to influence new bookings from agents that previously booked Caribbean cruises or Mexico vacations.
- In conversations with the advisors the majority book our destination with Southwest Airlines Vacations and Delta Vacations.
- CCRA executives have requested our consideration to co-host a FAM with Visit Central Florida for the travel advisors from the Chicago area. This would be a new collaborative initiative with CCRA and provide VSPC with additional booking insights into these agents.

RECOMMENDATION: VSPC should consider coordination this FAM in Fall 2023 and attend CCRA in May 2024.

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

Phillies & Union Client Events – Philadelphia, PA

May 18 - 21, 2023

ATTENDANCE:	11 Travel Advisors
INDUSTRY	
PARTICIPATION:	N/A
COLLATERAL	
DISTRIBUTED:	22 Trade Show Bags with Destination Magazines, Assorted Logo Items

RESULTS:

- Together with the VSPC Meetings and Conferences department and Activations Team, Leisure Travel hosted two events that included a Philadelphia Phillies game at Citizens Bank Park and Philadelphia Union Soccer at Subaru Park. This was a great way to reach the home-based travel advisors that live in the Philadelphia area and have a customer base across the USA.
- VSPC worked with Nina Sherman, President of CCRA PHL Chapter to select the attendees. Decided to offer tickets to the newly elected board members and a some of the long-standing members. This CCRA Chapter is growing in numbers as a few of the smaller travel advisor membership-based organizations in the region that have blended with CCRA.
- 8 leisure travel advisors and their guests attended the Phillies game, and 6 travel advisors and guests attended the Union game. The remainder of tickets were for M&C.
- As a direct result of coordinating this outing with CCRA PHL, VSPC has connected with three of advisors that will be booking their clients in 2024 during spring training games (as soon as the game dates are confirmed).
- Chapter members are excited to learn VSPC will be offering a Destination Specialist training platform through Visit Florida and have shown interested in participating with VSPC in coordinating a FAM for late fall of 2023.
- Most of the travel advisors in attendance book packages from Philadelphia through Southwest Airlines Vacations or American Airlines Vacations. Advisors also support Allegiant flights from Harrisburg, Allentown, and Pittsburgh, PA.

RECOMMENDATION: Leisure Travel will continue to look for ways to partner with other VSPC departments in key markets to influence business from all segments. Partnerships with the Phillies and Union are important to maintain visitation from the greater Philadelphia area.

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

IPW - San Antonio, TX May 20 - 25, 2023

ATTENDANCE: 6000+ Tour Operator Buyers, Domestic US Suppliers, & Travel Industry Media INDUSTRY

PARTICIPATION: TradeWinds Island Resorts, Sheraton Sand Key, Holiday Inn Harbourside, Marriott Suites Sand Key, & Bilmar Beach Resort

COLLATERAL

DISTRIBUTED: Appointment Show – no collateral distribution

RESULTS:

- IPW 2023 was a great success. VSPC had 179 scheduled meetings with Domestic & International Buyers and Media from across all key markets including the US, Canada, UK, Ireland, Scandinavia, Central Europe, and LATAM countries.
- VSPC also had an exclusive meeting with Brand USA to discuss current and future marketing initiatives and our PR rep. met with additional media in the Media Marketplace.

- VSPC also hosted a client reception in the booth at the close of the show. These Buyers bring in thousands of room nights annually to Pinellas County and this show provides a platform to discuss increased business opportunities to grow market share from these key accounts.
- 5 hotel partners joined VSPC in our aisle – Sheraton Sand Key, TradeWinds Island Resorts, Bilmar Beach Resort, Marriott Suites Sand Key, and the Holiday Inn Harbourside. Partners had their own appointments during the show. In addition to myself, Jayne Brooke from our UK office, Axel Kaus from our Central Europe office, VSPC staff Andrea Gabel, Jose Ramirez, and Liz McCann were all on hand to take meetings and welcome customers to our aisle. Steve Hayes, President & CEO of VSPC and Commissioner Janet Long joined us for the show to sit-in on these important business meetings.
- IPW is the single largest Tour Operator Trade Show in the US. Buyers from country’s all around the world come to meet with representatives from Visit St. Pete/Clearwater and industry partners to conduct business meetings that result in thousands of room nights for Pinellas County.
- Benefit to Pinellas County will be increased room night production and increased market-share as a direct result of IPW meetings.
- VSPC will follow-up with all appointments and IPW 2024 will be in Los Angeles, CA May 3 – 7.

RECOMMENDATION: VSPC will attend US Travel’s IPW in Los Angeles May 3 – 7 and invite partners to join us in our themed aisle.

STAFFED BY: Rosemarie Payne – Director Leisure Travel

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

6/1-4	GTM (Global Travel Marketplace) – Hollywood/Fort Lauderdale, FL
6/11-14	TAP (Travel Alliance Partners) – Rochester, NY
6/22-26	Travel Agents Mid-South Conference – Nashville, TN

UPCOMING FAMS – EDUCATIONAL VISITS

6/14-18	UK Trade FAM
6/14-16	FTI Switzerland FAM