

LEISURE TRAVEL

November 2021

Prepared by:

Rosemarie Payne, CDME

Director Leisure Travel

RECAP

Trade Shows/ Missions/ Events

November 2021

11/2-3	Peninsula Travel Show – AAA Auto Club Group Office Calls – Boca Raton, FL
11/3-5	Travursity – Fort Lauderdale, FL
11/14-17	Travel Agent Owners Forum – Cancun, Mexico
11/15-18	Eastern Travel Association Shows – Harrisburg, Wilkes-Barre, Allentown, PA & CCRA Philadelphia
11/18	Starstuff Travel Webinar

November 2021

Peninsula Travel Show – AAA Auto Club Group Calls – Boca Raton, FL November 2-3, 2021

ATTENDANCE: 89 Travel Advisors – Delray Beach, Brandon & Lakeland AAA Auto Club Group Offices

INDUSTRY

PARTICIPATION: Wyndham Grand

COLLATERAL

DISTRIBUTED: 100 Destination Magazines, Assorted Logo Items

RESULTS:

- Peninsula Travel hosted an educational event in Boca Raton. The show consisted of a trade show, roundtables, and an opportunity to address and give information about the destination to all the travel advisors attending. 89 travel advisors attended; most are home-based.
- The advisors were given our new destination magazine along with the VPSC “New & Now”. Lots of questions about events happening in our area Spring 2022.
- Specific booking discussed at the show included a 3-day/2-night group for the Wyndham Grand during the Sugar Sand Festival in 2022.
- AAA travel advisors said bookings are up and the west coast of Florida is still very popular with their customers. Most are drive clients. Asked a lot of questions about new museums & hotels, the Pier, and upcoming events. Many have clients looking for an alternative to cruising.

RECOMMENDATION: VSPC leisure travel team will consider participation in Spring 2022 Peninsula Travel Shows in key markets.

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

Travursity – Fort Lauderdale, FL**November 3 - 5, 2021**

ATTENDANCE: 45 Travel Advisors
INDUSTRY
PARTICIPATION: N/A
COLLATERAL
DISTRIBUTED: 50 Destination Magazines, Assorted Logo Items

RESULTS:

- Travursity is a show where suppliers can clearly present their products and destinations to the agents. By utilizing video projection and house audio, the agents can fully immerse themselves into the presentations. The shows afford plenty of time for networking, so each event includes a 30–40-minute networking session as well as seats at every table reserved for suppliers to build relationships with the agents between presentations and during dinner.
- This show is a valuable component for any travel agent looking to build their business and increase sales. By attending the showcase, agents can diversify their options and increase their product knowledge providing new choices for their clients.
- There were 4 DMO presenters and 45 travel advisors that attended. VSPC had 2 videos and extensive slide deck for the training. In talking with the travel advisors, potential business is as follows:
 - 2 couples coming to stay in downtown St Pete for New Year’s Eve, looking at the Vinoy and Hyatt Place. Family coming to Clearwater, the travel advisor booked them at the Residence Inn on the Intercoastal. 80th Birthday weekend celebration at the Cambria Suites on Madeira Beach. Going to Johns Pass for the party.
 - Travel advisor looking for fishing charter info, has a fishing group looking on the Gulf side for a trip in March. We told her about Hubbard’s Marina and to look at Viator.
- Most of the advisors send clients coming into Orlando to the east coast of Florida for beaches. Many said that the VSPC presentation will now make them consider St. Pete/Clearwater.

RECOMMENDATION: For the very low price point, this a great show. This show is hosted all over the country and there is a multi-show discount for 2022.

STAFFED BY: Darryl Boggess, Sales Manager, Leisure Travel

ATTENDANCE: 150 Travel Advisors
INDUSTRY
PARTICIPATION: N/A
COLLATERAL
DISTRIBUTED: Post-show Digital Assets & Destination Magazines Provided

RESULTS:

- The Travel Agent Forum Owners Addition is an appointment show with travel advisors that own a storefront agency, are the host agency for a network of travel advisors or are part of a consortia network. Over the 2 days of meetings, VSPC was able to have appointments with 36 agents.
- A snapshot of room night business and destination training includes:
 - 10-room nights (3 bookings - \$3000 in room revenue) booked for Nov. – Dec. 2021 from Blue Water Destinations – Norfolk, Nebraska. Family of 6 and 2 couples. All bookings are for the Wyndham Grand.
 - Noel Zanvetter is in process of booking the Presidential 2-Bedroom Suite at the Don CeSar for a client Dec 19 – 30, 2021. \$1400.00 per night for 11-nights.
 - Sherry Lowe invited VSPC to attend a consortia travel advisor conference on Nov 5 - 6, 2022 for 170 independent contractors who are based across USA with \$15,000,000+ in annual sales.
 - Rhonda Helton invited us to meet with her team when VSPC attends the Travursity meeting in St. Louis in May of 2022.
 - Ann Marie Vuoloco is looking for additional information for group after attending a wedding in Tierra Verde and staying at the new Residence Inn.
 - Jennifer Wayland would like to set up an online destination training for her 25 advisors.
 - Ron Hyeck would like to set up a virtual destination training for his agency of 200 travel advisors. He does monthly training and has Feb or April 2022 open.
 - VSPC is sending Destination Magazines to all 36 Travel Advisors we had appointments with.
 - Toni Mauger would like to do a destination training for her agency with 50 travel advisors.
- This was a great appointment show and there is potential to do additional destination training to 10+ agencies.
- Travel agent from Salt Lake City said she needs beach destinations that do not require COVID vaccinations. Many of her clients will not get the vaccine. Heard the same remarks from travel advisors from Alabama and Tennessee.

RECOMMENDATION: Excellent show with the potential to expand our reach to owners that have a network of advisors.

STAFFED BY: Darryl Boggess, Sales Manager, Leisure Travel

Eastern Travel Association & CCRA Philadelphia**November 15 - 18, 2021**

ATTENDANCE: 258 Travel Advisors – 25 Agents @ CCRA
INDUSTRY
PARTICIPATION: Holiday Inn Harbourside
COLLATERAL
DISTRIBUTED: 290 Destination Magazines, Assorted Logo Items

RESULTS:

- Eastern Travel Association (ETA) celebrated their 65th year of providing professional, quality educational programs and seminars to their members. The Holiday Inn Harbourside joined VSPC for this series of shows at no additional cost.
- 68 travel advisors in Harrisburg, 88 travel advisors in Wilkes-Barre, and 102 travel advisors in Allentown.
- To maximize our efforts in Pennsylvania, VSPC co-hosted a Florida Destination Lunch and Learn for the Philadelphia chapter of CCRA. Visit Central Florida, Beaches of Ft. Myers/Sanibel and Miami CVB participated. There were 25, home-based travel advisors in attendance, and they were excited to learn more about each area. Florida is one of their top selling destinations.
- Participating in these trade shows and trainings afforded VSPC an opportunity to influence new bookings. Most of the advisors reported that they sell through Southwest Vacations and/or book directly with hotel properties.
- New bookings discussed included November 25 - 28 TradeWinds, St. Pete Beach - United Travel Services, Dec 29 - Jan 2 Sandpearl Resort, Clearwater Beach - AAA Eastern Penn.

RECOMMENDATION: ETA & CCRA advisors in this part of the US, book business to our destination on a regular basis. Participation in 2022 is recommended.

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

Starstuff Travel Webinar- Virtual Training**November 18, 2021**

ATTENDANCE: 64 Travel Advisors (Network)
INDUSTRY
PARTICIPATION: Sirata Beach Resort, Sheraton Sand Key, Don CeSar, and TradeWinds Island Resorts
COLLATERAL
DISTRIBUTED: Digital Collateral sent Post-Webinar

RESULTS:

- Met the owner of Starstuff Travel Network at Apple Leisure Group's Ascend Conference. VSPC and partners were invited to present a 30-minute training webinar for their network of travel advisors. VSPC gave a destination overview and each hotelier presented details on their specific resort properties.

- The “Learn More About St. Pete/Clearwater” webinar was recorded so that advisors that could not be on the live call, can reference the presentation anytime.
- Specific business was not discussed on the call, but the list of advisor contacts will be added to Simpleview for future communication.

RECOMMENDATION: VSPC Leisure Travel Department will continue to create no-cost training opportunities for travel advisor groups wanting additional destination information to increase sales.

STAFFED BY: Rosemarie Payne, Director Leisure Travel

Central Europe Update

- VSPC and Tampa International Airport hosted a Eurowings Discover FAM Nov. 15 – 17. Rupert Klaus – Director of Network & Airport Relations for Eurowings Discover and Katharina Tschipper (also with Eurowings Discover Network & Airport Relations) were in St. Pete/Clearwater to learn more about the destination prior to the start of Eurowings Discover flight service from Frankfurt to TPA. Service begins Dec. 16, 2021. Airport Executives stayed at the Don CeSar and met with VSPC staff for a breakfast conference and walking tour of the St. Pete Pier in addition to other meetings in the Tampa Bay area, before departing for Fort Myers.

UK Update

- Brand USA Webinar – 11/17 – UK & Ireland – presenters were Visit St. Pete/Clearwater and Puerto Rico. 29 travel advisors attended the live 30-minute Webinar, digital collateral provided post-event. Webinar is available to travel advisors on the Brand USA Marketplace portal for review anytime. Staff from Rooster PR also attended the webinar.

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

12/8 AAA Auto Club Group – Sales Calls Florida