

LEISURE TRAVEL

November 2022

Prepared by:
Rosemarie Payne, CDME
Director Leisure Travel

RECAP

Trade Shows/ Missions/ Events

November 2022

11/3-4	Cruise World – Fort Lauderdale, FL
11/6-9	WTM (World Travel Market) – London, United Kingdom
11/10-14	Munich Germany Mission
11/15-16	AAA Northeast Threads Conference – Orlando, FL

November 2022

Cruise World – Fort Lauderdale, FL

November 3 - 4, 2022

ATTENDANCE:	800 Travel Advisors
INDUSTRY	
PARTICIPATION:	Holidays Inn & Suites Harbourside
COLLATERAL	
DISTRIBUTED:	100 Destination Magazines, Logo Items

RESULTS:

- Over 800 Travel Advisors attended this year's Cruise World Travel Show. This show is focused on leisure sales and brings in advisors from all over the United States and Canada. Other Florida destinations at the trade show included: Tampa, Miami, Fort Lauderdale, Cape Canaveral, and Orlando. VSPC was invited by advisors attending Cruise World to participate in the 2023 ASTA shows in Raleigh, NC and Pittsburgh, PA.
- VSPC distributed 100 destination magazines and has had requests for additional magazines to be mailed out (most advisors fly in for this show).
- VSPC met with Carey Driscoll from VAX, this is a vacation access portal for booking travel and destination training. There are also advertising opportunities in their Compass Magazine. There are over 118,000 travel advisors that access this vacation tool and VSPC can purchase paid destination training to all the advisors through this site.
- Several advisors have leisure business coming to the destination and About the Memories Travel Agency Network asked to do a FAM for 8 of their advisors in February of 2023. Florida is their largest leisure destination.
- Our accommodation partner Holiday Inn & Suites Harbourside was very pleased with the show and the quality of the advisors that came by our booth.

RECOMMENDATION: Visit St. Pete/Clearwater will continue to support Cruise World. The agents are highly motivated to sell destinations beyond cruises.

STAFFED BY: Darryl Boggess - Sales Manager, Leisure Travel

World Travel Market – London, United Kingdom

November 6 - 9, 2022

ATTENDANCE: 5,000 Exhibitors from 182 Countries and Regions and more than 51,000 Trade Participants

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: *New & Now*, 25 Destination Magazines, Logo Items (most operators do not collect collateral during these business meetings)

RESULTS:

- VSPC had 19 appointments (business meetings) with key UK tour operators, receptive operators, and media over the 2-day show. This is the leading international travel event in the UK connecting travel professionals to suppliers to accelerate the recovery of international travel.
- Attending WTM gives VSPC visibility amongst the biggest names in travel and allows us the opportunity to uncover new travel trends post-pandemic that will play a crucial part in the direction of our business. These partnerships yield thousands of room nights to Pinellas County and many of these operators continue to be loyal to our destination accommodation partners.
- Discussions with operators at the business meetings included updates on available inventory, rates needed through 2024, and ways to increase room night production to St. Pete/Clearwater. Marketing opportunities were also evaluated.
- VSPC was on the Visit Florida stand at this show with other DMO partners including The Florida Keys, Visit Tampa Bay, Experience Kissimmee, Naples, Miami, Crystal River, Visit Central Florida, Visit Lauderdale, and others.
- VSPC was also a Gold Sponsor along with Miami and Visit Tampa for the Visit Florida Signature Dinner at WTM. Our sponsorship was evident throughout the evening including a video of St. Pete/Clearwater featuring Steve Hayes and the dinner was attended by over 150 key UK clients.
- Also attending WTM was Rooster Staff Jayne Brooke, Daisy Hutchinson, and Rosie Crass.

RECOMMENDATION: VSPC staff will evaluate WTM meetings to determine if participation is needed every year.

STAFFED BY: Rosemarie Payne – Director Leisure Travel

Munich Germany Mission

November 10 - 14, 2022

ATTENDANCE: 50 Travel Media, Tour Operator, & Airline Partners

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: 500 Logo Footballs, 100 Destination Magazines

RESULTS:

- VSPC along with Visit Tampa Bay partnered with the NFL to host clients in Munich to experience the Tampa Bay Buccaneers play the Seattle Seahawks at the Allianz Arena. This backdrop allowed for VSPC staff to host several client events during the days leading up to the game. Client meetings, a media dinner, and gameday events were part of this mission to promote St. Pete/Clearwater to consumers and trade in Munich.
- VSPC and VTB set up client meetings at the Hofbräuhaus in central Munich. This venue was the host location for the Bucs and the team mascot and cheerleaders made appearances each day. VSPC was part of the “Touchdown Tampa Bay” giveaway for consumers. Table tents gave details to enter the contest and there were 1426 entries. On Nov. 11th & 12th VSPC hosted media and trade at the Hofbräuhaus for lunch and evening meetings. The atmosphere was so exciting. There are a lot of American Football fans in Germany. The game itself sold out.
- For most of our VIP clients attending the game, this was the first time they had seen American Football live. Many commented on wanting to send clients to the Tampa Bay Area to experience a game in Florida. They are also hoping the NFL will bring another game to Germany in 2023. This was a great occasion to thank key partners for their business over the years and to foster new business opportunities for Pinellas County.
- Also assisting with events in Munich were Commissioner Charlie Justice, Steve Hayes, and Kaus Media Staff – Axel Kaus and Mieke Bozic.

RECOMMENDATION: This NFL event provided a unique backdrop for an event in Germany. VSPC staff will continue to look for opportunities like this in the future.

STAFFED BY: Rosemarie Payne – Director Leisure Travel

AAA Northeast Threads Conference – Orlando, FL November 15 - 16, 2022

ATTENDANCE: 185 Travel Advisors
INDUSTRY
PARTICIPATION: N/A
COLLATERAL
DISTRIBUTED: 120 Destination Magazines, Logo Items

RESULTS:

- Visit St. Pete/Clearwater had the opportunity to host the Florida Lunch at AAA Threads 2022 in Orlando. AAA Northeast brought in 185 of their top selling agents from across the northeast for this event. VSPC gave a Power Point presentation on the destination during the lunch.
- Visit Florida was the primary sponsor for this event and included in our sponsorship package was the lunch presentation and the “Florida Day” trade show and access to all networking events with these key agents.
- Other Florida DMO’s participating included Amelia Island, Space Coast, Fort Lauderdale, Miami, Naples, Visit Tampa Bay, Destin, and Visit Central Florida.

- Meeting these agents allowed VSPC staff the opportunity to answer specific questions on area hotels and attractions, influence new bookings and close business. Specific bookings will be reported by AAA Northeast Headquarters in Rhode Island.

RECOMMENDATION: AAA Northeast Threads 2023 is planned for Miami. Visit St. Pete/Clearwater should once again consider participation in the “Florida Day”.

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

- **CANADIAN UPDATE**

- Visit Florida is once again partnering with BranchUp in Canada for a Florida campaign in February 2023. 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.
- Visit Florida & Vox International are planning a 2023 Spring Sales Mission Across Canada. Dates TBD.

UPCOMING FAM/EDUCATIONAL VISITS

11/2-4	Virgin Atlantic Inaugural Media/VIP FAM
11/10-12	Virgin Holidays FAM
11/29 – 12/1	Virgin Atlantic Mega FAM
11/30	Ocean Florida UK FAM
12/2-5	DERTOUR Germany FAM
12/10	USAirtours UK FAM