

LEISURE TRAVEL

October 2021

Prepared by:

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Director Leisure Travel

RECAP

Trade Shows/ Missions/ Events

October 2021

10/1-2	CCRA – NY & NJ
10/14-17	Apple Leisure Group Ascend Conference – Cancun, Mexico
10/16-17	Travel & Adventure Show – Atlanta, GA
10/23-24	Travel & Adventure Show – San Francisco, CA
10/26-29	CCRA - Chicago

October 2021

CCRA – NY & NJ

October 1 - 2, 2021

ATTENDANCE:	138+ Travel Advisors
INDUSTRY	
PARTICIPATION:	N/A
COLLATERAL	
DISTRIBUTED:	150 Destination Magazines, Logo Items

RESULTS:

- CCRA Power Solutions New York/ New Jersey – Approximately 138+ Travel Advisors from the Greater New York City area participated in this day- long event. Travel Advisor training sessions began in the afternoon and ended with an evening trade show where collateral was distributed to the advisors.
- Advisors in the New York area were more familiar with Florida’s east coast than our destination. Participating in the event provided VSPC an opportunity to influence new bookings from advisors that previously booked the SE Florida. These advisors are booking St. Pete/Clearwater through Southwest Vacations, JetBlue, and Delta Vacations. This show was a very cost-effective way to reach the home-based travel advisors that live in the NY/NJ area and have a customer base across the USA.
- As a direct result of participating in the event VSPC was invited to co-host a Florida Lunch & Learn with the Philadelphia CCRA Chapter confirmed for November 19. This will complete a week of sales missions in conjunction to the Eastern Travel Association Trade Shows being held November 15-17 in Harrisburg, Wilkes-Barre, and Allentown Pennsylvania.
- Reported bookings:
 - Sept 3-6 Sheraton Sand Key Resort (family) – Adventures by Amy
 - Nov 24-28 The Don Cesar (couple)- Ardis Travel
 - Nov 21-28 Shepard’s Beach Resort (family-repeat clients) - Helimac Travel
 - Dec 02-25 Sandpearl (family/wedding party) - SunRay Travel

RECOMMENDATION: Visit St. Pete/Clearwater will continue to partner with CCRA to reach home-based travel advisors in key markets,
STAFFED BY: Gail Yeager, Sr. Leisure Travel Sales Manager

Apple Leisure Group Ascend Conference – Cancun, Mexico October 14 - 17, 2021

ATTENDANCE: 500 Travel Advisors
INDUSTRY
PARTICIPATION: Don CeSar, Sirata, Sheraton Sand Key, and TradeWinds Island Resorts
COLLATERAL
DISTRIBUTED: Post-show Collateral (VSPC & Partners) Shipped Direct to Customers

RESULTS:

- Visit St. Pete/Clearwater Traveled to Ascend with 3 St. Pete/Clearwater partners - the Don CeSar, TradeWinds and Sirata Beach Resort.
- ALGV proclaimed 2021 "The Year of the Travel Advisor" (YOTTA) because of the many ways agents went above and beyond, helping not only their own customers, but travelers who reached out needing assistance.
- Apple Leisure Group helped advisors by providing webinars, expanded BDM support, more marketing assets on ALGV360 and consumer-facing assets to market themselves and expand their networks. Florida, Hawaii, and Las Vegas are ALGV's top selling domestic destinations, Mexico and the Caribbean are their top international markets.
- Trade show was excellent. 90+ agents stopped by our booth to discuss business. Networking opportunities allowed for interaction and meetings with the 500+ travel advisors that attended the conference. Canary Travel in Cleveland Ohio is looking at a booking for 10 ladies in May 2022, and Kathleen Anckner with Polka Dot Bow Adventures sent us a photo of her and her family who visited Fort De Soto this past summer. Over a dozen agents had specific questions regarding future bookings and VSPC will follow-up by mailing trade show bags with collateral to the agents that visited our booth.
- Excellent meeting with Melissa Backus, Marketing for ALGV, about potential co-op marketing programs for summer 2022.
- Confirmed Starstuff Webinar for November. 60+ travel advisors in their network.

RECOMMENDATION: Visit St. Pete/Clearwater will continue to support Apple Leisure Group and the Ascend Conference in 2022. Proposed adding a "Florida Beaches" training component to the event next year.

STAFFED BY: Rosemarie Payne, Director Leisure Travel

Travel & Adventure Show – Atlanta, GA**October 16 - 17, 2021**

ATTENDANCE: 35,000+ Consumers
INDUSTRY
PARTICIPATION: Wildlife Discovery Center & Alligator Attraction, Clearwater Marine Aquarium, & Holiday Inn Harbourside
COLLATERAL
DISTRIBUTED: 200 Destination Magazines, Logo Items, Partner Collateral

RESULTS:

- This was the second time VSPC attended the Travel & Adventure Atlanta show. The previous show was located at the Cobb Center in the Northwest suburbs outside of the 285-outerbelt. This year the show was at Georgia World Congress Center located downtown and location was a big factor as to why the show was slower than the previous year. VSPC had 3 partners attending the show and was able to distribute over 200 Destination Magazines and partner collateral. Other FL destinations in attendance included Ft Myers, Miami, Key West, Treasure Coast, Punta Gorda, North Florida – Springs’s area, St Augustine, Destin, and Orlando. Most of the consumers were familiar with St. Pete/Clearwater but many had questions about attractions and accommodations.
- Potential bookings include:
 - 10 days in Feb at Don Cesar or Vinoy hotel, family looking to book Hilton Clearwater and go the CMA, 7 days over Thanksgiving.
 - 7 days to downtown St Pete, looking at Hyatt Place or Vinoy, 5-day men’s golf outing 3 rooms at Innisbrook Golf Resort in Jan. - 3-day spa getaway for 2 rooms at Safety Harbor Resort & Spa.

RECOMMENDATION: Visit St Pete/Clearwater should consider the Atlanta show if producers move it back to the suburbs in 2022.

STAFFED BY: Darryl Boggess, Leisure Travel Sales Manager

Travel & Adventure Show – San Francisco, CA**October 23 - 24, 2021**

ATTENDANCE: 20,000+ Consumers
INDUSTRY
PARTICIPATION: Wildlife Discovery Center & Alligator Attraction
COLLATERAL
DISTRIBUTED: 200 Destination Magazines, Logo Items, Partner Collateral

RESULTS:

- The Travel & Adventure Show SF Bay Area (Santa Clara) was the most attended show of the 3 shows that came back in 2021. VSPC sent 172 Destination Guide Magazines and gave almost all out on the first day of the show.
- The Alligator Attraction and Discovery Center partnered with VSPC and was extremely happy with the turnout. The common topic with consumers was not wanting to go to

Mexico and how expensive Hawaii is and looking for beach alternatives. The other Florida Destinations that attended the show were Fort Myers, Miami Beach and Key West.

- Potential bookings coming to the destination include:
 - Couple coming to St Pete Beach in March for 1 week, meeting east coast friends.
 - Couple coming down to attend a wedding at Shephard's Beach Resort
 - Individual traveler coming to visit family from Kenneth City, staying Hyatt Place downtown St Petersburg
 - Family coming to Clearwater to visit cousins that live in the area for 2 weeks
 - Couple coming to Dunedin for a week vacation and to look at potential retirement possibilities in Palm Harbor
 - 2 couples coming to go on a cruise in December, looking to stay 2 nights in downtown St Petersburg
 - Traveler heading to Orlando for a conference and looking to stay an extra 4 days in Clearwater beach. Interested in the Wyndham Suites and Hilton Clearwater Beach
 - Couple coming to see a brother in Venice and would like to stay a week at St Pete Beach, looking at the Don Cesar
- In addition, VSPC was able to meet with Greg Eckhart, Director of Global Sales for Travel Oregon to discuss coming to Portland to kick off the new Alaska Airlines flight from Tampa in December. He was able to give VSPC the contact info for the local ASTA Chapter President to set up a destination training at a chapter meeting.

RECOMMENDATION: Visit St Pete/Clearwater should consider the west coast Travel & Adventure shows each year. Los Angeles for 2022.

STAFFED BY: Darryl Boggess, Leisure Travel Sales Manager

CCRA – Chicago, IL

October 27 - 28, 2021

ATTENDANCE: 88+ Travel Advisors

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: 100 Destination Magazines, Logo Items

RESULTS:

- CCRA Power Solutions Chicago – Approximately 88+ Travel Advisors from the Chicago area participated in this 1-day event. Travel advisor training sessions began at 2pm 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 advisors.
- Agents in the Chicago area are familiar with our destination. Most book vacation packages through Southwest Vacations and/or directly with the hotels. Attending this show gave VSPC a benchmark for future visits and possible virtual trainings and FAM visits.
- Reported bookings for Visit St. Pete/Clearwater:
 - Nov 21-27 Travel Resort Services – Gulf Strand Resort (family) - Windy City Travel.
 - Nov 24-28 TradeWinds (couple) - Sunset Travel

RECOMMENDATION: Visit St Pete/Clearwater should continue to partner with CCRA. This organization is successfully growing with the independent Travel Advisors and is expecting larger numbers for events in 2022.

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

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

11/2	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
11/17	Brand USA Webinar – UK & Ireland (VSPC & Puerto Rico)
11/18	Starstuff Travel Webinar