

## LEISURE TRAVEL

September 2021

Prepared by:

Rosemarie Payne, CDME

Director Leisure Travel

### RECAP

#### Trade Shows/ Missions/ Events

September 2021

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9/9	Air Canada Vacations (ACV) Virtual Product Launch - Canada
9/10-13	Travel & Adventure Show – Dallas, TX
9/18-23	US Travel's IPW – Las Vegas, NV
9/24-25	AAA Northeast Virtual Fall Marketplace
9/27-30	Travel Agent Forum – Las Vegas, NV
9/30-10/1	CCRA – NY & NJ

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### September 2021

#### Air Canada Vacations Virtual Product Launch

September 9, 2021

ATTENDANCE:	150 Travel Advisors
INDUSTRY	
PARTICIPATION:	N/A
COLLATERAL	
DISTRIBUTED:	Digital Collateral Sent Post-Show

#### RESULTS:

- Virtual show did not get the participation expected. Travel advisors are awaiting opportunities to meet in person.
- Travel Advisors in Canada are anxious for borders to reopen for clients wanting to visit family & friends for the holidays and travel this winter for vacation. Travel advisors wanted to know what was “new & now” in St. Pete/Clearwater for return visitors.
- Direct air service on Air Canada into Tampa very important for visitors wanting ease of travel. The loss of Sunwing into PIE will make this non-stop service even more important.
- Production numbers for ACV has been decreasing, even prior to the Pandemic. Looking at potential co-op marketing opportunities with Visit Tampa Bay & Visit Florida (VOX) to increase package bookings for area accommodation stakeholders.

RECOMMENDATION: Visit St. Pete/Clearwater will continue to partner with Air Canada Vacations on future travel advisor in-person shows.

STAFFED BY: Darryl Boggess, Leisure Travel Sales Manager

ATTENDANCE: 3500 Consumers – 300 Travel Advisors  
INDUSTRY  
PARTICIPATION: N/A  
COLLATERAL  
DISTRIBUTED: 200 Destination Magazines, Assorted Logo Items

**RESULTS:**

- For the first consumer show since the Pandemic, the attendance was not bad. Sunday was not as busy as Saturday due to local football games.
- This was the first live Travel & Adventure show since March of 2020. The show required suppliers and attendees to wear masks which did not deter people from attending the show. Listed is some of the potential business discussed at the show.
- Family coming to Clearwater in January, discussed properties and Hyatt Regency Clearwater Beach Resort is their 1<sup>st</sup> choice.
- A traveler is looking to come down in December, currently he has a home in Destin, looking to sell that home because he is bored of the panhandle. He was really interested in the arts, nightlife, and destination attractions.
- Beth from Engage Tourism stopped by, she came to the show from Tampa, she is a travel advisor and would like VSPC to conduct destination training for a Travel Advisor afterwork mixer.
- Couple coming to downtown St Pete in December, staying for a few days, also interested in looking property in the Old Northeast neighborhood.
- Travel advisor that came to Dallas specifically to attend the show, she lives in Sarasota and is a part of Suncoast Travel Industry Association, which is in the Tampa Bay area. Asked VSPC to conduct a destination training at a monthly meeting.
- Family Reunion coming to Clearwater over MLK weekend, liked the Wyndham Grand, gave them contact info for the hotel. This booking will be 4-nights, 8-10 rooms.
- Family with 3 kids looking at St Pete Beach in March for 1 week.
- Couple looking at downtown St Pete for a long weekend to go to the Salvador Dali Museum, talked about all the museums.
- Connected a consumer with Travel Resort Services for a 2-month rental, liked Madeira Beach. Will be coming in January and February.
- Family of 5 looking to come over Christmas, discussed hotels and beaches that would be a good fit for teenagers.
- Family of 4 coming to St Petersburg to charter a sailboat for a week. Already in discussion with the St Pete Yacht Club.
- Family coming to the Sheraton Sand Key, Sept 30- Oct 4, they came to the show specifically to get information from VSPC and learn about the destination

RECOMMENDATION: Visit St. Pete/Clearwater will continue to attend Travel & Adventure Shows in developing markets like Texas.

STAFFED BY: Darryl Boggess, Leisure Travel Sales Manager

**US Travel's IPW – Las Vegas, NV****September 18 – 23, 2021**

ATTENDANCE: 3000 International & Domestic Buyers, US Suppliers and Travel Media  
INDUSTRY  
PARTICIPATION: Sheraton Sand Key, TradeWinds Island Resorts, Sirata Beach Resort, Holiday Inn Harbourside, Alligator and Wildlife Attraction, & Marriott Sand Key  
COLLATERAL  
DISTRIBUTED: 50 Destination Magazines, Logo Items

**RESULTS:**

- Visit St. Pete/Clearwater had 6 partners in our aisle for IPW in Las Vegas and this was the first, large-scale, in-person travel industry show since the Pandemic restricted travel. US Travel Association provided International Buyers with NIE (National Interest Exemption) status to allow travel to the conference.
- CSPC had 6 virtual appointments prior to the show and 111 in-person meetings over the 3-day show.
- Meetings from top-producing markets including the USA, Canada, UK, Germany, Switzerland, Brazil, Mexico, Argentina, Sweden, Columbia, and the Netherlands.
- The announcement of the US opening international in-bound travel starting November 8<sup>th</sup>, was welcome news and of critical importance to the restart of international visitation to St. Pete/Clearwater. Operators very enthusiastic about travel returning to Florida and bookings for the remainder of 2021 will be mainly visitors coming to see family and friends with holiday/vacation bookings returning after the first of the year.
- Sales initiatives and marketing opportunities were also discussed and VSPC had staff in the media marketplace at the show.
- Digital assets, collateral, and details on a Pre-Florida Huddle FAM sent to product managers post-show. Meeting notes will be added in Simpleview.

RECOMMENDATION: Visit St. Pete/Clearwater will attend IPW 2022 – Orlando, FL June 4 – 8.

STAFFED BY: Rosemarie Payne, Director Leisure Travel – Darryl Boggess, Leisure Travel Sales Manager

**AAA Northeast Virtual Fall Marketplace****September 24 - 25, 2021**

ATTENDANCE: 3000 Pre-Registered Consumers  
INDUSTRY  
PARTICIPATION: N/A  
COLLATERAL  
DISTRIBUTED: Digital Assets – Destination Magazine, Videos – available in Virtual Booth

**RESULTS:**

- Visit Pete/Clearwater had 154 Booth Visits, 186 Video Views, and 121 Booth Chats with consumers from across the Northeast US. (Rhode Island, Mass., NH, NY, NJ) during the 2-day show. Assets in the virtual booth are still available for AAA Travel Councilors to access.
- Clients were asking questions about the new St. Pete Pier, CMA, the Dali, and outdoor restaurants. Many were planning holiday getaways to Florida and prefer to stay in the USA vs. traveling to Mexico or the Caribbean.

- General feeling that our part of FL is safe and COVID protocols are still in place, even if they are optional.
- VSPC had a 30-minute presentation on the destination and AAA confirmed \$7500 in sales to St. Pete/Clearwater during the show.

RECOMMENDATION: VSPC will continue to cultivate our partnership with AAA Northeast and grow room night production from travel advisors in this region of the US.

STAFFED BY: Rosemarie Payne, Director Leisure Travel & Darryl Boggess, Leisure Travel Sales Manager

**Travel Agent Forum – Las Vegas, NV**

**September 27 - 30, 2021**

ATTENDANCE: 800 Travel Advisors  
 INDUSTRY  
 PARTICIPATION: N/A  
 COLLATERAL  
 DISTRIBUTED: 150 Destination Magazines

RESULTS:

- The Travel Agent Forum had a great turnout. Pre-COVID this show brought in 1000 Travel Advisors and this year was better than expected with 800 travel professionals in attendance. VSPC was able to give destination updates at the round table session to over 100 agents and the trade show was a success. VSPC distributed over 150 Destination Magazines which is more than expected since the advisors fly to this show from all over the USA and typically do not like to take a lot of collateral back on the plane.
- Business coming to the destination includes - Golf Weekend for 10 Jan. 2022, going to the Vinoy downtown St Pete, 5-day beach trip with family looking to come to Clearwater after being in Orlando for a few days, looking at Hyatt and Wyndham, 2 rooms for 4-nights staying at the new Residence Inn in Tierra Verde, honeymoon couple 5-nights coming to Don CeSar, asked to create a webinar for PTANA Louisiana Chapter - 125 members, couple booked at the Holiday Inn Harborside from Detroit October 17<sup>th</sup> for 3-nights, family coming from Austin Texas, booked 6-nights at Rumfish, travel advisor from Indiana coming down in November, will set up hotel tours and travel advisor from Wisconsin looking to book a honeymoon couple after Thanksgiving, looking at Sandpearl or Opal Sands.
- This is only a fraction of the potential business from the show. These were just bookings mentioned.

RECOMMENDATION: Visit St. Pete/Clearwater will continue to attend Travel Agent Forum Shows in 2022. Family Travel Forum is their second largest show. Dates to be announced.

STAFFED BY: Darryl Boggess, Leisure Travel Sales Manager

**CCRA – NY & NJ****September 30 – October 1, 2021**

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

**RESULTS:**

- Approximately 138+ Travel Advisors from the greater New York City area and southern NJ 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 these home-based agents.
- Advisors from the NY area book more of Florida's east coast, so they were very receptive to learning more about our area. Participating in the event provided VSPC an opportunity to influence new bookings from advisors that sell a lot of Disney vacations.
- These advisors are booking St. Pete/Clearwater properties through Southwest Airlines, JetBlue, and Delta Vacations. This show was a very cost-effective way to reach the home-based travel advisors that live in the northeast area and have a customer base across the USA.
- As a direct result of participating in this event, VSPC was invited to co-host a Florida Lunch & Learn with the Philadelphia CCRA Chapter confirmed for November 19. This new event will complete a week of sales initiatives in the PA market including the Eastern Travel Association trade shows November 15-17 in Harrisburg, Wilkes-Barre, and Allentown, Pennsylvania.
- Reported bookings at the show included - 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 in key markets to reach home-based travel advisors.

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

**UPCOMING TRADE SHOWS/MISSIONS/EVENTS**

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10/14-17 Apple Leisure Group Ascend Conference – Cancun, Mexico  
10/15-18 Travel & Adventure Show – Atlanta, GA  
10/23-24 Travel & Adventure Show – San Francisco Bay Area - California