

# LEISURE TRAVEL

December 2018

Prepared by:

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## RECAP

Trade Shows/ Missions/ Events

December 2018

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12/3	Allegiant Call Center Training - Las Vegas, NV
12/17-19	CCRA Orlando – Receptive Operators Lunch

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**Allegiant Call Center Training – Las Vegas, NV**

**December 3, 2018**

ATTENDANCE: 125 Allegiant Call Center Agents

INDUSTRY

PARTICIPATION: 10 Hotel Partners from the Destination

COLLATERAL

DISTRIBUTED: 125 Destination Magazines and 125 Beach & Culture Maps

RESULTS:

- The Allegiant Call Center Training was organized by the Tampa Bay Beaches Chamber of Commerce. Visit St. Pete/Clearwater, 10 hotel representatives and Jeff Clauss, Director of Air Service Development and Marketing with the St. Petersburg - Clearwater Airport participated. The Call Center agents are always excited to receive up-to-date information about the destination because they all sell vacations, even though over 80% of them have never been to the St Pete/Clearwater area.
- This training was extra important because the seasonal Allegiant June Call Center trainings have been discontinued due to the high summertime call volume.

RECOMMENDATION: Allegiant is the major airline for the St. Petersburg - Clearwater Airport. The importance cannot be underestimated of the opportunity to be in front of the Call Center Agents and provide updated information. That relationship is crucial to the success of our hotel, resort and attraction partners.

Visit St Pete/Clearwater should continue partnering with the Tampa Bay Beaches Chamber on this event.

STAFFED BY: Darryl Boggess, Sales Manager

**CCRA Orlando – Receptive Operators Lunch**

**December 17-19, 2018**

ATTENDANCE: CCRA – 100 Travel Advisors – 32 Receptive Operators

INDUSTRY

PARTICIPATION: TradeWinds Island Resorts, Sirata Beach Resort, Holiday Inn Harbourside

BROCHURE

DISTRIBUTION: The Edge, Holiday Inn Hotel & Suites Clearwater Beach, Hilton Clearwater Beach

COLLATERAL

DISTRIBUTED: 100 Destination Magazines, 100 Beach & Culture Maps, 100 Trade Show Bags, 100 Assorted Logo Items

RESULTS:

- The Receptive Operator Lunch held in Orlando was very well received. The top Tour Operators for the partners involved in this mission were present at the lunch.
- With all the Receptive Operator mergers in 2018, it was an excellent opportunity to meet with new product managers to discuss business for 2019 and strategize how Visit St. Pete/Clearwater can work closer with them to bring in more business. Andrea Gabel, Sr. Sales Manager with Visit St. Pete/Clearwater Latin America Department, joined the Leisure Travel Department at the event.
- CCRA Orlando was very busy with round table presentations to travel advisors and a trade show. Additionally, TradeWinds Island Resorts purchased a booth and provided updates on their properties.
- There were numerous questions regarding Red Tide, however most agents know the geography of Florida and understood the extent our area was impacted. They capably fielded many of the Red Tide questions from clients across the US with regards to current and future bookings.
- These agents book a lot of Disney and adding on a beach stay is very important to many of their customers. These advocates visit our area regularly and our proximity to Orlando, **PLUS** Trip Advisor Awards, make our beaches ideal for their client base.

RECOMMENDATION: Visit St. Pete/Clearwater and partners will continue to attend CCRA in Orlando and the Leisure Travel Department will maintain a close relationship with Receptive Operators in both Orlando & Miami.

STAFFED BY: Rosemarie Payne, Director Leisure Travel

**UPCOMING TRADE SHOWS/MISSIONS/EVENTS**

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01/18-20	Boston Globe Travel Show
01/19-21	Travel & Adventure Show, San Diego, CA
01/22-27	Morris Murdock, UT
1/24-28	New York Times Travel Show

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