

LEISURE TRAVEL

February 2019

Prepared by:

Rosemarie Payne, CDME

Director Leisure Travel, USA & Canada

RECAP

Trade Shows/ Missions/ Events

February 2019

2/3-7	IITA Summit - Savannah, GA
2/7-10	CCRA Power Solutions Global Industry Conference
2/8-10	AAA Columbus, OH
2/16-17	Travel & Adventure - Los Angeles, CA
2/20-23	Connect Marketplace
2/23-24	Travel & Adventure - Denver, CO

IITA Summit – Savannah, GA

February 3 - 7, 2019

ATTENDANCE: 50- Receptive Operators

INDUSTRY

PARTICIPATION: Sirata Beach Resort

BROCHURE

DISTRIBUTION: N/A

COLLATERAL

DISTRIBUTED: 50 Destination Magazines, 50 Beach & Culture Maps,

RESULTS:

- 2-day Appointment Show with Receptive Tour Operators from across the USA. IITA is a growing association and their team is hoping to get the number of Operator Members up to 80 by 2020. Several of the more established Receptive Operators, that know our area and sell our product, are members and attend this Summit each year. This Summit provides an opportunity to discuss industry trends and explore new opportunities to bring more room nights to Pinellas County. Several excellent meetings with new Operators wanting to feature St. Pete/Clearwater as part of their program. Our TripAdvisor #1 Beach in the USA designation was of interest to several operators.
- Visit St. Pete/Clearwater and Sirata Beach Resort gave a 40-minute destination training session during breakfast at the Summit to 45+ Operators and IITA Board Members.
- 2020 Summit – Sirata Beach Resort, St. Pete Beach – 2/1 -7/20.
- Post Summit FAM's in 2020 – 10 – 15 Operators. Itinerary TBD.

RECOMMENDATION: VSPC will host 2020 Summit at Sirata Beach Resort, St. Pete Beach, Feb. 2020

STAFFED BY: Rosemarie Payne, Director Leisure Travel

CCRA Global Solutions National Conference – Washington DC

February 7 - 10, 2019

ATTENDANCE: 700 Travel Advisors and Travel Suppliers

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: 250 Beach & Culture Maps, Destination Magazines, Pens and Luggage Tags

RESULTS:

- CCRA hosted its first national conference with over 700 participants, 500 being Travel Advisors. This show gave Visit St. Pete/Clearwater the opportunity to participate in one-on-one appointments with Travel Advisors, a Trade Show and a 15-minute Destination Training session. In addition, VSPC had an ad in the conference guide magazine.
- The Conference hosted an award ceremony on the last night and Visit St Pete/Clearwater received the Supplier of the Year 2019, These home-based travel advisors sell Orlando on a regular basis and have the potential to sell even more two-center vacations featuring ORL and St. Pete/Clearwater.
- This show is also a way for Visit St. Pete/Clearwater to promote Tour Operator Programs in the markets these travel professionals have customers.

RECOMMENDATION: Visit St Pete/Clearwater should continue partnering with CCRA and participate in the National conference and regional PowerSolutions meetings.

STAFFED BY: Darryl Boggess, Leisure Sales Manager

AAA Great Vacations Travel Expo – Columbus, OH

February 8 -10, 2019

ATTENDANCE: 25,000

INDUSTRY Consumer

PARTICIPATION: The Don Cesar

COLLATERAL

DISTRIBUTED: 975 Destination Magazines, 1,000 Beach & Culture Maps

RESULTS:

- This was the 12th year Visit St Pete/Clearwater has participated in this show. The show is the largest Travel Show in the State of Ohio and AAA advisors are stationed throughout the show to book travel after the consumers visit the destinations. Ohio is consistently ranked in the top 20 Visitor Origin Markets for St. Pete/Clearwater.
- 14 Florida Destinations and Attractions also attended this show.
- Visit St Pete/Clearwater was able to be a part of the Local News station (WSYX-ABC) for a live 2- minute segment before the show kicked off. Visit St Pete/Clearwater had the opportunity to promote our #1 Beach Designation by Trip Advisor during the interview.

RECOMMENDATION: Visit St Pete/Clearwater is working with AAA Great Vacations Travel Expo to secure stronger metrics for future review when considering the cost of the show and return in room night production.

STAFFED BY: Gail Yeager, Sr. Leisure Sales Manager

Travel & Adventure Show – Los Angeles, CA**February 16 - 17, 2019**

ATTENDANCE: 37,912 Total Attendance, 923 Travel Advisors, 4,121 Travel Trade and 231 Travel Press

INDUSTRY

PARTICIPATION: Sirata Beach Resort

COLLATERAL

DISTRIBUTED: 415 Destination Guide Magazines, 400 Beach & Culture Maps, 400 Trade Show Bags, 400 Luggage Tags, 200 Glasses and 200 Pens

RESULTS:

- The Travel & Adventure Los Angeles show increased the number of attendees by 1,799 from last year's show and it is one of the largest Travel Shows in the USA.
- Visit St Pete/Clearwater was able to distribute over 500 pieces of collateral directly to consumers interested in visiting our area. Sirata Beach Resort had several specific inquiries about their property.
- This show gave Visit St. Pete/Clearwater the ability to promote the 3 nonstop flights from LA into TPA and provide alternative options for consumers no longer interested in Hawaii and Mexico. California continues to be in VSPC's Top 21 Visitor Origins.
- The show is marketed through Television, Radio, Billboards, Digital and Social Media and Consumers pay to attend.

RECOMMENDATION: Visit St Pete/Clearwater should continue partnering with the Travel & Adventure shows. This is the largest travel show on the west coast of the USA and consumers in this market have one of the highest Travel Expenditures with 66% spending over \$5,000.00 on travel. VSPC should continue to work this market.

STAFFED BY: Darryl Boggess, Leisure Sales Manager

Connect Travel Marketplace – Gaylord Palms, Kissimmee, FL**February 20 – 23, 2019**

ATTENDANCE: 500 Buyers & Suppliers

INDUSTRY

PARTICIPATION: Sirata Beach Resort, TradeWinds Island Resorts

BROCHURE

DISTRIBUTION: N/A

COLLATERAL

DISTRIBUTED: 50 Destination Magazines, 100 Beach & Culture Maps, 100 Assorted Logo Items

RESULTS:

- Visit St. Pete/Clearwater had a Sponsor Table on the trade show floor and the digital time clock featured our logo. This was part of our Sponsorship package. Jim Dean also addressed the group to promote our participation.
- Visit St. Pete/Clearwater conducted 40 Appointments during the reverse trade show.
- Many appointments were with emerging markets like Chinese and Indian, but key Operators from the UK and Ireland also attend.

- Suppliers are from across the USA, so this trade show is like IPW, just on a much smaller scale.
- The International Travel Marketplace was held in conjunction with Connect Marketing and Connect Business Travel. Meal functions brought all three groups together.
- Visit St. Pete/Clearwater's overall Sponsorship Agreement with Connect for their meeting shows provides an economical way to participate in this Leisure Show based in Florida.

RECOMMENDATION: Visit St. Pete/Clearwater and partners will consider Connect Travel Marketplace in Kissimmee – Feb.2020.

STAFFED BY: Rosemarie Payne, Director Leisure Travel

Travel & Adventure Show – Denver, CO

February 23 - 24, 2019

ATTENDANCE: 15,253 Total Attendance, 237 Travel Advisors, 1,346 Travel Trade and 68 Travel Press

INDUSTRY

PARTICIPATION: Holiday Inn Harbourside, Indian Rocks Beach and Travel Resort Services

COLLATERAL

DISTRIBUTED: 415 Destination Magazines, 400 Beach & Culture Maps, 400 Trade Show Bags, 400 Luggage Tags, 200 Glasses and 200 Pens

RESULTS:

- The Travel & Adventure Denver show increased the number of attendees by 406 from last year's show and is the only Travel Show in the Denver area. Visit St Pete/Clearwater was able to distribute collateral to over 500 consumers and engage in destination training for interested travelers. Both industry partners had several specific inquiries about their properties.
- This show gave Visit St. Pete/Clearwater the ability to promote the 3 nonstop flights into TPA from Denver on United, Southwest and Frontier and provide advisors with reasons to choose our destination over Cancun and other sun destinations.
- Because of the outdoor lifestyle in Denver, our booth had interest from advisors that sell eco-tourism and nature inspired travel.
- The show is marketed through Television, Radio, Billboards, Digital and on Social Media. Consumer pay to attend this show.

RECOMMENDATION: Visit St Pete/Clearwater should continue partnering with the Travel & Adventure Shows. The Denver show is the largest travel show in Colorado and consumers in this market have one of the highest Travel Expenditures with 66% spending over \$5,000.00 on travel. VSPC should continue to grow this market.

STAFFED BY: Darryl Boggess, Leisure Sales Manager

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

3/01-03	AAA Marketplace, Foxborough, MA
3/8-11	Travel & Adventure Show – Philadelphia
3/15-18	Travel & Adventure Show – Washington DC
3/19-21	JetBlue Call Center Training, Orlando, FL – AAA Visits, FL
3/22-25	Travel & Adventure Show - San Francisco, CA
3/29-31	Travel & Adventure Show – Dallas, TX

EDUCATIONAL VISITS

3/22-24	Gold Medal UK FAM
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