

LEISURE TRAVEL

February 2020

Prepared by:

Rosemarie Payne, CDME

Director Leisure Travel, USA & Canada

RECAP

Trade Shows/ Missions/ Events

February 2020

2/02-07	IITA (International Inbound Travel Association) 2020 Summit – St. Pete Bch
2/07-9	AAA Great Vacations Travel Expo - Columbus, OH
2/08-09	Travel & Adventure Show - Chicago, IL
2/15-16	Travel & Adventure Show - Los Angeles, CA
2/19-22	Connect Travel Marketplace - Kissimmee, FL
2/24-3/02	Peninsula Shows - GA & Carolinas - Travel & Adventure Show - Atlanta, GA

IITA (international Inbound Travel Association) 2020 Summit – St. Pete Beach Feb. 2 - 7, 2020

ATTENDANCE: 300+ Travel Industry Receptive Operator Buyers & Industry Suppliers from across the USA

INDUSTRY

PARTICIPATION: Summit Sponsors - Sirata Beach Resort, Renaissance Vinoy, TradeWinds Island Resorts, Visit Tampa Bay and Visit Florida

COLLATERAL

DISTRIBUTED: 100 Destination Magazines, Beach & Culture Maps

RESULTS:

- St. Pete/Clearwater was the host destination for this conference. Over 300 participants traveled to Sirata Beach Resort for 3-days of meetings, presentations and educational seminars with top selling Receptive Operators from across the USA. For many Operators, this was their first visit to St. Pete/Clearwater. The association selected Sirata Beach Resort as the host property and the resort provided exceptional hospitality to all attendees.
- Visit St. Pete/Clearwater had one-on-one appointments with 30 operators during the show to discuss potential new business for Pinellas County. Not all the Operators at the Summit sell Florida programs, so some meetings were not productive for our destination. IITA is trying to grow the number of Operators that attend each year.
- Visit St. Pete/Clearwater hosted 3 FAM's during the conference to allow participants the opportunity to learn more about the destination beyond the beach. FAM itineraries included stops at the Dali, Chihuly Collection, James Museum, St. Pete Shuffleboard Courts, Sunken Gardens and a history tour at the Renaissance Vinoy.
- Along with co-sponsors, Visit St. Pete/Clearwater hosted a Super Bowl Pre-Summit event, Opening Night Dinner on St. Pete Beach and closing night event at the Renaissance Vinoy.
- Visit St. Pete/Clearwater and Visit Tampa Bay also co-hosted a Post FAM for 6 Operators wanting to learn more about the destination for their clients.
- Overall, comments about the Summit from all participants were extremely positive. Several Orlando based Operators and even a few suppliers have planned return visits on their own to explore the destination with their families.

RECOMMENDATION: Visit St. Pete/Clearwater will attend IITA 2021 Summit in San Diego, CA to determine if IITA has successfully grown the number of quality Operators that attend this annual summit.

STAFFED BY: Rosemarie Payne, Director Leisure Travel
Michelle Poyet, Leisure Travel Sales Representative

AAA Great Vacations Travel Expo – Columbus, OH

February 7 - 9, 2020

ATTENDANCE: 32,000+ Consumers

INDUSTRY

PARTICIPATION: Travel Resort Services (TRS, Inc.)

COLLATERAL

DISTRIBUTED: 1,000 Destination Magazines

RESULTS:

- This was the 13th 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. With the Ohio market being so strong for Florida, AAA dedicates an entire section to 12 top Florida destinations and attractions.
- 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 several potential travelers come out to show and come by the booth because of the news coverage.
- TRS had several direct inquiries for vacation stays at the show.

RECOMMENDATION: Visit St. Pete/Clearwater should continue to partner with the AAA Great Vacations Travel Expo due to the number of travelers in the central Ohio region that come to the west coast of Florida annually.

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

Travel & Adventure Show – Chicago, IL

February 8 - 9, 2020

ATTENDANCE: 28,000 Consumers, Travel Advisors and Media

INDUSTRY

PARTICIPATION: Sirata Beach Resort, Alden Beach Resort and Alligator Attraction, John's Pass Village

COLLATERAL

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

RESULTS:

- The Travel & Adventure Chicago show had over 1,000 consumers waiting in line before the doors opened on Saturday.
- Sixteen other Florida Destinations participated in the show and we were able to have an entire Florida section. The show is marketed through Television, Radio, Billboards, digital and on social media.
- One Travel Advisor at the show has a group - 50 rooms - 3 nights at the Sirata for August this year.
- Consumer notes - family is booking Clearwater for 1 week in June - couple is coming down for the Philly's spring training, staying 4 days at the Holiday Inn Clearwater.
- Family coming to Clearwater in March, came to get hotel information - family of 4 is coming to St Pete Beach for 1 week in February, wanted to get fishing information for father and

son - couple is coming to Tampa for work and extending the trip for 3 additional days, going to Treasure Island.

- Single traveler coming to downtown St Petersburg just to go to the museums.
- Couple coming to St Petersburg for the Grand Prix, staying at an Airbnb for 4 nights.
- Couple looking for retirement options coming for a week in the summer to scout the area.
- Just from conversations, over \$34,368.00 in revenue from the consumers listed above. This does not represent the overall potential from the show.

RECOMMENDATION: Visit St. Pete/Clearwater should continue partnering with the Travel & Adventure Shows, especially Chicago, because it is one of the largest markets for the destination.

STAFFED BY: Darryl Boggess

Travel & Adventure Show – Los Angeles, CA

February 15 - 16, 2020

ATTENDANCE: 32,000 Consumers, Travel Advisors and Media

INDUSTRY

PARTICIPATION: Holiday Inn Harbourside

COLLATERAL

DISTRIBUTED: 420 Destination Magazines, 400 Trade Show Bags, 400 Luggage Tags and 400 Logo Pens

RESULTS:

- Travel & Adventure Show - Los Angeles - attendees decreased by 5,000 from last year's show. The reason given included a Kobe Bryant Event on Sunday of the show at the Stapleton Center next door; Coronavirus had already been detected in California and conflicting dates with the Valentine's Day and Presidents Day combination.
- More Media buy started when pre-ticket sales did not come in at the same number as last year.
- Many consumers who came to the booth expressed interest in coming or already have trips booked and wanted information on the destination such as:
- Couple coming into Tampa for work, would like to add on an extra 3 days, looking at the Don CeSar on St. Pete Beach – consumer currently has a condo in New Port Richie, wanted attraction information for family coming in - couple relocating to Clearwater Beach, medical resident, wanted info on where to live.
- Couple booking a week at Fort Desoto Campgrounds, originally from Canada - family coming for a week stay in March - family Reunion, looking at St. Pete and Clearwater Beach, they have family living at the Villages. 7 days
- Family coming in for Grand Prix, 1 week, would like to stay on St. Pete Beach – consumer coming in for a Citibank Conference at the Vinoy, looking for attraction and beach information – couple coming to Sarasota but wanted to get Museum updates for our area - couple staying at an Airbnb in Clearwater for 7 days.
- Family coming for a week vacation, renting a house, looking at Madeira and Indian Rocks - couple coming to vacation in St Pete and run the Rock and Roll marathon in downtown.
- Older couple coming to visit their daughter in New Port Richie, wanted hotel information on Clearwater Beach, 1 week – couple driving from Destin to St Pete, spending 2 days at the museums.
- Just from conversations, over \$13,425.00 in revenue from the consumers listed above. This does not represent the overall potential from the show.

RECOMMENDATION: Visit St Pete Clearwater should continue partnering with the Travel & Adventure Shows. The Los Angeles show is the largest show on the west coast and these consumers 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 Travel Sales Manager

Connect Travel Marketplace – Kissimmee, FL February 19 - 22, 2020

ATTENDANCE: 350 Tour Operators and Travel Industry Suppliers

INDUSTRY

PARTICIPATION: Don CeSar (Several Other Properties & Attractions Signed-up Directly with Connect)

COLLATERAL

DISTRIBUTED: 50 Destination Magazines

RESULTS:

- This was the 3rd-year Visit St. Pete/Clearwater has participated in this show located in Kissimmee. Over the 2-day conference at Gaylord Palms, Connect provides networking and educational components to this show, in addition to pre-scheduled appointments. Leisure Travel & Latin America Departments participate with separate appointments.
- Connect invites tour operators from several major markets including the UK, Ireland, Germany, Canada, Latin America and India to participate. Many of these operators did not attend Florida Huddle. Chinese delegates absent this year, due to COVID-19 outbreak, that was just surfacing in China.
- Visit St. Pete/Clearwater had 40 one-on-one shared appointments with the Don CeSar. Most tour operators/wholesalers know St. Pete/Clearwater and wanted information on what is new in the area. We distributed the “New & Now” newsletter to operators wanting more information. Most of these operators buy hotel rates through bed banks like Hotelbeds, Bonotel, etc.
- Business to St. Pete/Clearwater is looking strong from all markets and several operators want to plan FAM visits to our area.
- Notes from meetings updated in Simpleview.

RECOMMENDATION: Visit St. Pete/Clearwater will attend Connect Marketplace in 2021 along with Latin America department.

STAFFED BY: Rosemarie Payne, Director Leisure Travel
Andrea Gabel, Sales Manager Latin America

Peninsula Shows, GA & Carolinas – Travel & Ad. Show – Atlanta, GA Feb. 24 – March 2, 2020

ATTENDANCE: 80 Travel Advisors (each city) Peninsula Shows – Atlanta, Greenville, SC, Charlotte, NC, Greensboro, NC – Travel & Adventure Show - 11,837 Consumers, Travel Advisors and Media

INDUSTRY Retail Travel Advisor - Consumer

PARTICIPATION: Sirata, Holiday Inn Harbourside, TRS (Travel Resort Services), Clearwater Marine Aquarium & Alligator Attraction

COLLATERAL

DISTRIBUTED: 900 Destination Magazines, Logo Items, Trade Show Bags

RESULTS:

- Peninsula Travel Shows in Atlanta and the Carolinas were excellent. Attendance was above RSVP's in all cities and the travel advisors are very enthusiastic about collecting collateral at the trade show and asking questions during the round-table training sessions. Industry partners were able to talk about their property updates and other special offers for summer travel.
- Most of these agents know our area but want to visit our new Travel Advisor Training Portal through Brand USA, when it launches in April 2020. All travel advisor contact information loaded into Simpleview.
- This was the first year for the Travel & Adventure Show in Atlanta. Crowds were amazing both days and Visit St. Pete/Clearwater and industry partners distributed all collateral shipped to the show. For 2021, plan on 800 trade show bags.
- Other Florida participants were South Walton Beach, Central Florida CVB, Fort Myers Sanibel, Visit Tampa Bay, Sports Coast, Treasure Coast, Visit Tallahassee, Naples, New Smyrna Beach, Visit North Florida, Daytona, Miami CVB and Florida Keys.
- In addition to the trade show, Visit St. Pete/Clearwater co-hosted a reception for AAA Auto Club Group Travel Specialists from branches across GA. The 1-hour reception allowed for brief destination training and Visit Tampa Bay and Central Florida CVB were the other hosts. AAA Auto Club Group is creating a Florida Expert Track for Travel Specialists across all their branches. Working with Jessica Brady, Manager, Travel Sales Support in the Tampa Headquarters Office to facilitate this training.

RECOMMENDATION: Visit St. Pete/Clearwater will continue to participate in Peninsula Travel Shows in key cities and Travel & Adventure Show in Atlanta Feb. 2021.

STAFFED BY: Rosemarie Payne, Director, Leisure Travel

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

3/7	Travel & Adventure Show Washington, D.C.
3/14	Travel & Adventure Show Philadelphia, PA
3/21	Travel & Adventure Show San Francisco, CA
3/28	Travel & Adventure Show Dallas, TX
3/30	Peninsula Shows, TX

EDUCATIONAL VISITS

2/6-7	IITA Post-Summit FAM
3/10-12	WestJet "Winners" – Toronto Blue Jays Spring Training FAM