

LEISURE TRAVEL

January 2019

Prepared by:

Rosemarie Payne, CDME

Director Leisure Travel, USA & Canada

RECAP

Trade Shows/ Missions/ Events

January 2019

1/08-11	Florida Huddle, Daytona Beach, FL
1/12-13	Travel & Adventure Show – Chicago, IL
1/18-20	Boston Globe Travel Show - Boston, MA
1/19-20	Travel & Adventure Show - San Diego, CA
1/23-26	Morris Murdock Travel Show - St. George and Sandy, UT
1/24-27	New York Times Travel Show - New York, NY

Florida Huddle – Daytona Beach, FL

January 8 - 11, 2019

ATTENDANCE: 500 Travel Buyers, Suppliers and Media

INDUSTRY

PARTICIPATION: 13 Travel Industry Partners Registered

BROCHURE

DISTRIBUTION: N/A

COLLATERAL

DISTRIBUTED: 100 Destination Magazines, 100 Beach & Culture Maps

RESULTS:

- Florida Huddle is an appointment-based travel show that showcases Florida to international and domestic Tour Operators & Wholesalers. Visit Florida presented a much more unified show in Daytona with educational content at all meal functions. Visit St. Pete/Clearwater had 2-sets of full appointments during the 2-day conference; 80 meetings total.
- Appointments were very productive. Discussed potential marketing with major Receptive Operators including Apple Leisure Group and Hotelbeds. For the International markets – the UK, Ireland and Germany are rebounding for 2019. Canadian Market is still flat, due to currency issues.
- Excellent meetings with domestic operators, including MLT. We discussed the success of our training session at Delta University and talked about plans for the 2019 event.
- Possible inbound FAM's were also discussed for fall 2019 from several markets including a Product Managers FAM from the UK & Ireland.
- Visit St. Pete/Clearwater client event was attended by 11 clients and provided an opportunity to discuss ongoing product development.

RECOMMENDATION: Visit St. Pete/Clearwater and Travel Industry Partners will attend Florida Huddle in Jacksonville, FL January 2020.

STAFFED BY: Rosemarie Payne, Director Leisure Travel

Travel & Adventure Show – Chicago, IL

January 12 - 13, 2019

ATTENDANCE: 27,863 Total Attendance, 607 Travel Advisors, 2,099 Travel Trade and 118 Travel Press

INDUSTRY

PARTICIPATION: The Edge Hotel Clearwater Beach and Alden Suites Beachfront Resort

COLLATERAL

DISTRIBUTED: 375 Destination Magazines, 400 Beach & Culture Maps, 300 Trade Show Bags, 400 Luggage Tags and 400 Pens

RESULTS:

- The number of attendees at the Travel & Adventure Show-Chicago increased by 3,400 over last year.
- Television, Radio, Billboards, digital and social media marketing contributed to the overwhelming success of this show. Over- all, a million dollars in travel was booked.
- The Visit St. Pete/Clearwater booth was part of a “Florida” Section with thirteen other Florida destinations represented.
- Both of our Industry Partners, The Edge Hotel and Alden Suites Beachfront Resort, had very successful booking experiences at this show.

RECOMMENDATION: Visit St Pete/Clearwater should continue partnering with the Travel & Adventure shows, especially Chicago, as it is a key tourism market for the destination.

STAFFED BY: Darryl Boggess, Sales Manager

Boston Globe Travel Show – Boston, MA

January 18 - 20 2019

ATTENDANCE: 25,200 Consumers / 375 Travel Trade

INDUSTRY

PARTICIPATION: Holiday Inn & Suites Harbourside

COLATERAL

DISTRIBUTED: 900 Destination Magazines and 700 Beach & Culture Maps

RESULTS:

- This was the 14th year Visit St. Pete/Clearwater participated in the Boston Globe Travel Show and it was the best attended show in several years.
- Friday afternoon the show opened exclusively to travel industry professionals in conjunction with an opening reception.
- The Boston market reaches consumers from throughout the New England corridor. JetBlue offers non-stop flights to Tampa from Boston and Southwest offers non-stop flights from Providence, RI.
- Florida was well represented with attendance by fifteen other Florida destinations and their hotel and attraction partners.

RECOMMENDATION: Visit St. Pete/Clearwater should continue to participate in the Boston Globe Travel Show in 2020. It is the largest consumer travel show in New England and provides an excellent opportunity to showcase the destination.

STAFFED BY: Gail Yeager, Sr. Sales Manager

ATTENDANCE: 15,311 Total Attendance, 391 Travel Advisors, 1,275 Travel Trade and 93 Travel Press

INDUSTRY

PARTICIPATION: Sirata Beach Resort

COLLATERAL

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

RESULTS:

- The event was held on one of the best weather weekends that San Diego has seen in a while. Despite being a smaller show, the turnout was fantastic! The number of attendees increased by approximately 79 over last year's show.
- The show receives extensive marketing through television, radio, billboards, digital and social-media which further enhances the impact of attendance.
- Visit St. Pete/Clearwater distributed all collateral brought to the show.
- Sirata Beach Resort received several inquiries from interested travelers regarding their property.
- Many consumers commented that they already had vacations to our area booked!

RECOMMENDATION: Visit St. Pete/Clearwater will benefit by continuing partnering with the Travel & Adventure Shows. The San Diego show offers the opportunity to expand the market and raise traveler awareness of the direct flights available through Tampa International Airport.

STAFFED BY: Darryl Boggess, Sales Manger

Morris Murdock Travel Show – St George and Sandy, UT**January 23 - 26, 2019**

ATTENDANCE: 800 Consumers / St. George and 3,000 Consumers / Sandy (Salt Lake City)

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: 288 Destination Magazines, 300 Beach & Culture Maps, 300 Trade Show Bags, 200 Luggage Tags, 200 Sunglasses and 300 Pens

RESULTS:

- This was the first year that Visit St. Pete/Clearwater participated in the Morris Murdock show in St. George and Sandy, UT. This is the largest and oldest travel show in the State of Utah.
- Most travelers from St. George said they take advantage of the availability of three non-stop flights into Tampa International Airport out of Las Vegas. There were many consumer comments that they had vacations already booked to our destination!
- The Sandy, UT show also had a great turnout and Visit St. Pete/Clearwater distributed all collateral we brought, which included Destination Magazines and Beach & Culture maps. The attendees were pleased to learn that Delta flies non-stop to Tampa International Airport.
- Several consumer inquiries were received about resorts and condo options with multiple rooms to accommodate large families.

RECOMMENDATION: Because of the interest and excitement about the destination, Visit St. Pete/ Clearwater should continue participating in the Morris Murdock show. The non-stop flights to Tampa International sparked greater interest in the destination.

STAFFED BY: Darryl Boggess, Sales Manager

New York Times Travel Show - New York, NY

January 25 - 27, 2019

ATTENDANCE: Over 28,000 Consumers and 450 Travel Professionals

INDUSTRY

PARTICIPATION: Alden Suites Beach Resort, Travel Resort Services (TRS)

COLLATERAL

DISTRIBUTED: 800 Destination Magazines, 750 Beach & Culture Maps

RESULTS:

- The New York Times Travel Show is the largest annual travel trade / consumer show held in New York City. Visit St. Pete/Clearwater was one of eighteen booths in the Visit Florida section.
- The timing of the show coincided with the launch of the Visit St. Pete/Clearwater New York City winter ad campaign. Signs promoting the campaign were part of the display at the New York Times Show to reinforce the theme and tourism messaging to New Yorkers.
- Many consumers commented that the subway advertising/marketing effort had contributed to a greater awareness of the destination. Numerous attendees mentioned they were interested in visiting the area, having read about TripAdvisor ranking of our award-winning beaches.
- Personal interaction with consumers in this market was excellent. Many said they visit our area often and are always eager to learn what is new in the destination.

RECOMMENDATION: Visit St. Pete/Clearwater should maintain a presence at the New York Times Travel Show in 2020. It is currently the only consumer travel show in Manhattan and it solidly reinforces our tourism marketing efforts in New York.

STAFFED BY: Gail Yeager, Sr. Sales Manager

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

2/3-7	IITA Savannah, GA
2/7-10	CCRA Power Solutions Global Industry Conference
2/8-10	AAA Columbus, OH
2/15-18	Travel & Adventure - Los Angeles, CA
2/19-23	Connect Marketplace
2/22-25	Travel & Adventure - Denver, CO
2/28-3/03	AAA Marketplace – Foxborough, MA

RMP/mlp