

# LEISURE TRAVEL

January 2020

Prepared by:

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Director Leisure Travel, USA & Canada

## RECAP

### Trade Shows/ Missions/ Events

January 2020

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1/10-12	Travel & Adventure Show – Boston, MA
1/13-15	Travel Expo the Villages – FL
1/18-19	Travel & Adventure Show – San Diego, CA
1/22-25	Morris Murdock Travel Shows – St. George & Salt Lake City, UT
1/24-26	New York Times Travel Show – New York, NY
1/29 – 2/01	Florida Huddle – Jacksonville, FL

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### Travel & Adventure Show – Boston, MA

January 10-12, 2020

ATTENDANCE: 26,500 Consumers/200+ Travel Trade

INDUSTRY

PARTICIPATION: Holiday Inn & Suites Harbourside, The Alden Beach Resort, Travel Resort Services

COLATERAL

DISTRIBUTED: 900 Destination Magazines and 200 Beach & Culture Maps

RESULTS:

- This was a first-time show for Visit St Pete/Clearwater and only the second year that Travel & Adventure held this consumer show in Boston.
- The Boston market also reaches consumers from throughout the New England Corridor. Southwest offers non-stop flights from Providence, RI.
- Florida was well represented with ten other Florida destinations and their hotel and attraction partners in attendance.
- Consumers were very interested in summer vacations, attractions & museums and new restaurants, etc. in the area. Industry partners had several specific inquiries for stays.
- Excellent attendance both days of the show.

RECOMMENDATION: Visit St. Pete/ Clearwater will consider participation in the 2021 show. Boston is a Top 20 Market for St. Pete/Clearwater and show producers bring in highly motivated consumers.

### Travel Expo at The Villages – AAA Sales Calls

January 13-15, 2020

ATTENDANCE: 500 Consumers - Visited 6 AAA offices, spoke to 20 Travel Counselors and Member Representatives

INDUSTRY

PARTICIPATION: Sunset Vistas (at their own table)

COLLATERAL

DISTRIBUTED: 300 Trade Show Bags containing 2019 Destination Magazines, Logo items: Luggage Tags, Nail Files, Pens. Two Canvas Beach Bag Giveaways: Destination Magazine, Beach & Culture Map and Assorted Area Information.

RESULTS:

- The attendees at the Expo that came by the Visit St. Pete/Clearwater table were, for the most part, somewhat familiar with the Clearwater and St. Petersburg area. They were extremely interested in accommodations options, sports and cultural offerings!
- Beaches are a welcome vacation option for these landlocked residents. Travel time to the destination is another appealing option for them. These consumers represent a great drive market of overnight and day visitors.
- Visit St. Pete/Clearwater's presence brought front of mind awareness of the downtown St. Petersburg art district's new additions of the James Museum, Imagine Museum and the soon to be reopened St. Petersburg Pier.
- Visit St. Pete/Clearwater received a listing from the Expo Organizers of 385 attendees that signed up for the giveaways and showed interest in receiving additional information.
- Contacts at the AAA offices at Leesburg, AAA Lady Lake and AAA The Villages, AAA Ocala, AAA North Dale Mabry and AAA Westshore were very interested in receiving additional St. Pete/Clearwater collateral. We will send boxes of 2020 Destination Guides when available and also forward the link to the "Brand USA Travel Advisor Training" once that program is established.

**RECOMMENDATION:** The Travel Expo targets traveler interests of the approximately 130,000 residents of the booming retirement area of The Villages. These active retirees are avid vacationers with the time and money to spend and will be looking for interesting and fun locations to visit. Visit St. Pete/Clearwater should continue to attend this annual expo.

**STAFFED BY:** Michelle Poyet, Leisure Travel Sales Representative

**Travel and Adventure Show – San Diego, CA**

**January 18-19, 2020**

**ATTENDANCE:** 15,000 Consumers, Travel Advisors and Media

**INDUSTRY**

**PARTICIPATION:** N/A

**COLLATERAL**

**DISTRIBUTED:** 400 Destination Guide Magazines, 400 Tradeshow Bags, 400 Luggage Tags, 300 Pens

**RESULTS:**

- The Travel and Adventure San Diego show attendance was in-line with previous years, even though it was a 3-day weekend. Visit St Pete Clearwater was able to give out all the collateral ordered, except for 30 large Destination Magazines. This is a smaller show; however, the turnout was fantastic, and the destination had travelers that already had vacations booked.
- This is a breakdown of consumers interested in coming or already have trips booked and came to the booth for information on the destination.
  - 2 couples coming for a week in April
  - 1 couple looking for a condo for a week this summer
  - 1 couple coming to Oldsmar for a week
  - 1 couple bringing friends to downtown St Pete for the museums, will not be staying in the destination. Friends in Sarasota
  - 1 couple coming to Clearwater for 3 weeks in April
  - 1 couple staying downtown St Petersburg for 4 days. Coming for the Art and Museums

- Family booked a cruise out of Tampa, extending stay for 4 days at the St Pete beach. Wanted charter fishing information.
- Single guest coming to St Petersburg for the AIEE conference at Vinoy, extending her stay, booking a hotel at the beach
- Family of 4 going to Orlando and looking for hotel to book 3 days afterwards. Liked Holiday Inn Harborside, booking in May.
- Couple coming in June, have not booked yet and looking for retirement options.
- Family going to Disney in June, has not finalized plans, now booking 3 days at the beach afterwards
- 3 girlfriends coming in March, came to the show to get information from us for their girl's long weekend getaway
- Gave Out info for digital and media marketing to China representative and a travel blogger
- Several consumers thought the destination magazine was too large.
- Just from our conversations with consumers, we calculated over \$13,625.00 in revenue is expected from the list above. This does not represent the overall potential from the show.

RECOMMENDATION: Visit St Pete Clearwater should continue partnering with the Travel and Adventure shows, the San Diego show is about growing the market and pushing the direct flight to Tampa International Airport.

STAFFED BY: Darryl Boggess, Leisure Travel Sales Manager

**Morris Murdock Travel Show – St George and Sandy, UT January 22 - 25, 2020**

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

INDUSTRY

PARTICIPATION: Sirata Beach Resort

COLLATERAL

DISTRIBUTED Trade Show Bags, 300 Luggage Tags and 300 Pens

RESULTS:

- This is the 24<sup>th</sup> Annual Morris Murdock Travel Show. This is the largest and longest-running Travel Show in the Intermountain West. There are over 30 Travel Advisors ready to book travel at the show. Over 3.1 million booking sales are generated at the show. Consistently there are over 11,000 attendees at the shows. Marketing and promotions for the shows are on radio, television, billboards and newspaper show guide inserts. Visit St Pete/Clearwater will be promoting the access to nonstop flights out of Las Vegas (2-hour drive from St George) and Salt Lake City.
- Both shows increased attendance over last year. Visit St Pete Clearwater distributed all the collateral for both shows. The St George show had more retired consumers and the Salt Lake City show had more families.
- **St George, Utah**
  - Girls Getaway, Cruise and Beach, 4 nights this summer
  - Family Cruise, 3 days at the beach
  - Family going to Indian Rocks Beach, 5 Days

- 4 friends for a week, St Pete Beach
- Couple going on a week vacation, Family is local
- Family of 4, week vacation on St Pete Beach
- Family Reunion, 1 week with 3-5 rooms
- **Salt Lake City, Utah**
  - Grandparents looking in Florida for beach vacation, 5 days
  - Family of 4, with teenagers, in June or July
  - Family vacation for June 2020, deciding between St Pete and Hawaii. Happy to get info
  - Going to Marriott Sand Key for conference, adding on 4 days for the family
  - Couple heading to St Pete Beach for 3 days
  - Couple coming down in September, visiting family, will stay at the beach
  - Family of 5, coming in June to St Pete Beach
  - Single traveler coming down for a week and interested in Condos
  - Work in St Petersburg, extending the stay by 3 days in June
  - Family of 6 coming in May, St Pete Beach
  - 3 months stay in Condo on the beach, 5,000 per month budget, looking at TRS
  - 70<sup>th</sup> birthday, 1 week to St Pete Beach
  - Family of 4, coming in October, booked with advisors at the show
  - Couple coming in May, 1 week
- From the conversations above, we calculated over \$37,554.00 in potential room revenue. This does not represent the overall potential for the show.

RECOMMENDATION: Because of the interest and excitement about the destination, Visit St Pete Clearwater should continue participating with the Morris Murdock show. The non-stop flights definitely peaked interest in the destination.

STAFFED BY: Darryl Boggess, Leisure Travel Sales Manager

**NY Times Travel Show- New York, NY**

**January 24-26, 2020**

ATTENDANCE: 11,800 Trade attendees (including 1,051 travel journalists)  
26,812 Consumer attendees

INDUSTRY

PARTICIPATION: Alden Suites, Travel Resort Services, Alligator Attraction Wildlife Learning Center

COLLATERAL

DISTRIBUTED: 1,200 Destination Magazines, 850 Beach & Culture Maps

RESULTS:

- This is the largest travel trade/consumer travel show held at the Jacob K Javits Convention Center in New York City each year. Visit St. Pete/Clearwater was one of twenty booths in the VISIT FLORIDA section. The Travel Show has grown over the last 17 years with over 700 exhibiting companies from over 176 countries.
- The timing of the show coincided with the launch of VSPC's new NYC ad campaign and to reinforce our campaign messaging, our booth had signage on display promoting the new winter campaign.

- A total of 20 Florida destinations were represented in the Florida aisle. Miami, Ft Lauderdale, Visit Tampa Bay, Visit Central Florida and Beaches of Ft. Myers & Sanibel are just to name a few.
- There was a greater awareness of our area according to the consumers we interacted with, many seeing our subway ads. Numerous attendees mentioned they were interested in visiting our destination and many were aware of our Trip Advisor award winning beaches designation.

RECOMMENDATION: Visit St. Pete/Clearwater should return to this show in 2021 as it is currently the only consumer travel show in Manhattan.

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

**Florida Huddle – Jacksonville, FL**

**January 29 – March 1, 2020**

ATTENDANCE: 125 Buyers/Tour Operators, 95 Industry Suppliers and Travel Media

INDUSTRY

PARTICIPATION: Barefoot Beach Resort, Alden Beach Resort, Clearwater Marine Aquarium, Dolphin Beach Resort, Don CeSar, Doubletree, Holiday Inn Harbourside, Postcard Inn, Sheraton Sand Key, Sirata Beach Resort, TRS (Travel Resort Services)

BROCHURE

DISTRIBUTION: N/A

COLLATERAL

DISTRIBUTED: Beach & Culture Maps, Assorted Logo Items

RESULTS:

- Over 40 One-on-one appointments with Operators. Smaller show, than previous years, but key clients were in attendance. Booking pace is looking good for Spring & Summer 2020.
- Domestic and Canadian Operators will be providing updated 2019 room night production for tracking in Simpleview.
- ALG – our largest Domestic Tour Operator is still going through growing pains as their company concludes the merger. No Product Manager for our area is also concerning.
- Client event – attended by 30 operators. Opportunity to update and educate key clients on everything “New & Now” in St. Pete/Clearwater. Clients were appreciative of this event and the chance to collaborate with staff on how to increase bookings to St. Pete/Clearwater.

RECOMMENDATION: Visit St. Pete/Clearwater will participate in Florida Huddle 2021. Location TBD.

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

## **UPCOMING TRADE SHOWS/MISSIONS/EVENTS**

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2/01-07 International Inbound Travel Association (IITA) Summit  
2/06-10 AAA Columbus - Ohio  
2/08-10 Travel & Adventure Show - Chicago  
2/15-17 Travel & Adventure Show - Los Angeles  
2/19-22 Connect Travel Marketplace  
2/24-3/02 Peninsula Show - GA , NC, SC plus Travel & Adventure Show - Atlanta, GA

## **EDUCATIONAL VISITS**

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1/27-28 British Airways Holidays - Kara Widdows – Site Inspections  
2/6-7 IITA Post-Summit FAM  
3/10-12 WestJet “Winners” – Toronto Blue Jays Spring Training FAM