

LEISURE TRAVEL

July 2020

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RECAP

Trade Shows/ Missions/ Events

July 2020

7/31-8/2

GTM Ft. Lauderdale - Cancelled due to Corona Virus

Month of July 2020

- Travel Advisor – Client Visits
 - DWB Vacations, LLC – Shannon Sykes-Wright – Travel Advisor - Hartsville, TN: Booked a couple for 1-week in July 2020 at the Don CeSar. The agent was on our Allegiant FAM – Visit St. Pete/Clearwater Leisure Team delivered welcome bag for client arrival.
 - As You Wish Luxury Travel – AJ Clons – Owner – Cleveland, OH: Booked a honeymoon couple at Opal Sands for July 2020. The agent has met with the Leisure Travel Team at several trade shows. Visit St. Pete/Clearwater Leisure Team advised Opal Sands of client arrival and the hotel provided a complimentary champagne as a special guest welcome.
- The July 21, 2020, Delta University Webinar was very successful. 300 Travel Advisors across the USA took part in the training. Two winners of the travel advisor contest have come to the destination complements of the Bilmar and Sirata Beach Resorts. Also, special thanks to Clearwater Marine Aquarium, the Chihuly Collection and James Museum of Western Art for hosting visits for these advisors when they were in-market.
- 2020 Brand USA Training Portal and Virtual FAM Travel Advisor Sweepstakes – launch date October 2020. The Leisure Travel Department is working in Simpleview to pull together a list of 2800+ travel advisor contacts we have previously engaged at travel shows. We will invite this group of US based travel advisors to view the Virtual FAM's located on the Travel Trade portal of the VSPC website and complete the Brand USA training to qualify for prizes. The goal of this initiative is to educate agents on the destination and provide tools for them to use to increase sales to our area. The sweepstakes will run through December and partners have donated hotel stays to engage these agents.

Partners currently included in this initiative are:

- ❖ Barefoot Beach Resort
- ❖ Holiday Inn Harbourside
- ❖ Marriott Suites Sand Key
- ❖ Postcard Inn on the Beach
- ❖ Sandpearl Resort
- ❖ Sheraton Sand Key

- ❖ Sirata Beach Resort
- ❖ Sunset Vistas
- ❖ Wyndham, Clearwater Beach

- Travel Professional and Partner Relationship Check-ins - Leisure Travel has identified 50 very high-profile Tour Operator, Travel Agency and Receptive Operator accounts that we will be sending a hand signed note along with the Visit St. Pete/Clearwater visit responsibly wellness kit. This initiative is intended to keep our destination front of mind with these key partners and reinforce our efforts to maintain safe and responsible tourism.
- Virtual Lunch – Receptive Operators in Orlando & Miami – Leisure Travel and Latin America – working on setting up this working lunch to update Receptive Operators, based in Florida, on everything “New & Now” in St. Pete/Clearwater. This Zoom event will serve as a Virtual Webinar for these key partners. Date, TBD – mist likely Dec. 2020.
- The Leisure Team forwarded an industry blast to area hotel partners asking for 2021 Tour Operator Rates for key international markets selling Summer 2021 NOW – especially the UK selling twin-center holidays with Orlando.
- Leisure Team is continuing to update Accounts in Simpleview. Staff is defining recommendations for improvements to the Leisure Travel Module.

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

<i>8/7-10</i>	<i>Travel & Adventure Show - Dallas, TX – Postponed due to Corona Virus</i>
<i>8/7-9</i>	<i>Travel Quest World Annual Conference – Cancelled due to Corona Virus</i>
<i>8/17/20</i>	<i>Connect Tour - New Orleans, LA – Postponed to Nov. 2020 – Orlando, FL</i>