

LEISURE TRAVEL

June 2019

Prepared by:

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RECAP

Trade Shows/ Missions/ Events

June 2019

6/9-13	Travel Alliance Partners (TAP) Travel Show - Cheyenne, WY
6/12	CCRA Power Solutions - New York City, NY
6/20	AAA Sales Calls - South Florida
6/21-22	Travel Agents of Tennessee Travel Show - Brentwood, TN

Travel Alliance Partners (TAP) Travel Show – Cheyenne, WY

June 9 – 13, 2019

ATTENDANCE:	28 Tour Companies Associated with TAP
INDUSTRY	
PARTICIPATION:	N/A
COLLATERAL	
DISTRIBUTED:	28 Beach & Culture Maps & Destination Magazines

RESULTS:

- TAP is an acronym for Travel Alliance Partners, which is an umbrella company for tour operators to create and market travel vacation packages.
- TAP produces a guaranteed *Departures Magazine* for all the TAP partners to market to their travelers.
- DeNure Tours, out of Canada, partnered with the TradeWinds Island Grand Resort on week long packages and has sold 20 packages at \$1,949 pp., each package.
- Tour company, Sports Travel and Tours, is creating spring training packages with the Philly's for 2020. Michael Coldesina is looking at contracting hotels close to the Phillies Spring Training ballpark.
- Some other destinations at the show included, Alabama Tourism Department, St Augustine, Georgia Tourism, Maryland Tourism and Explore Minnesota.

RECOMMENDATION: VSPC should attend next year, if we can get additional hotels and resorts interested in packaging with TAP Tour Organizations.

STAFFED BY: Darryl Boggess, Sales Manager

ATTENDANCE: 178 Travel Advisors
INDUSTRY
PARTICIPATION: N/A
COLLATERAL
DISTRIBUTED: 180 Destination Magazines and 170 Beach & Culture Maps
RESULTS:

- CCRA originally stood for *Computerized Corporate Rate Association* but has outgrown the acronym.
- CCRA has evolved into a resource for travel professionals with marketing programs, booking tools, call center solutions, and educational sessions.
- The event consists of a series of round table sessions with the travel advisors followed by a supplier trade show.
- The event was well attended, and many agents mentioned that there is an increased interest in destination weddings in Florida.
- CCRA's Power Solutions in New York City is one of two events nationwide Visit St. Pete/Clearwater will be attending.

RECOMMENDATION: Visit St. Pete/Clearwater should continue to attend the CCRA Power Solutions series in 2020.

STAFFED BY: Gail Yeager, Sr. Sales Manager

AAA Sales Calls - South Florida

June 20, 2019

ATTENDANCE: 18 Travel Advisors at AAA Offices
INDUSTRY
PARTICIPATION: Sirata Beach Resort, TradeWinds Island Resorts, The Edge Clearwater Beach
COLLATERAL
DISTRIBUTED: 18 Cooler Bags containing Beach & Culture Maps, Seven Arts/One Destination brochure, 2019 Destination Magazines, Love the Beach Koozies, Luggage Tags and Reef Safe Sunscreen Samples

- RESULTS:
- The travel advisors we met, were extremely interested in learning more about the destination. Many are aware of the St. Pete/Clearwater area, but have personally visited. Several said they have booked clients at the newer hotels on Clearwater Beach.
 - The proximity to Orlando was a topic of great interest, as was our #1 Beach designation by TripAdvisor.
 - Visit St. Pete/Clearwater and partners discussed the growing downtown St. Petersburg arts district and the new additions of the James Museum and Imagine Museum. This created an interest in visiting for an extended stay.
 - An order for Destination Magazines was placed for the Brandon AAA office.

RECOMMENDATION: Visit St. Pete/Clearwater should continue our partnership with the Florida/Georgia AAA offices. Keeping the destination front of mind with these travel influencers has proven to be very beneficial.

STAFFED BY: Michelle Poyet, Leisure Travel Sales Representative

ATTENDANCE: 158 Travel Advisors
INDUSTRY
PARTICIPATION: N/A
COLLATERAL
DISTRIBUTED: 160 Destination Magazines/Beach & Cultural Maps
RESULTS:

- This was the third year Visit St. Pete/Clearwater attended this event and the TAT Travel Show continues to grow. Travel advisors from Kentucky, Northern Alabama and from all over Tennessee approached our booth with numerous inquiries about properties and attractions.
- In addition to the trade show, Visit St. Pete/Clearwater co-sponsored “Florida” Round Table presentations along with Beaches of Ft. Myers, Visit Central Florida and Port Canaveral.
- Visit St Pete/Clearwater was able to market both Allegiant nonstop flights to/from St Pete Clearwater and Southwest flights to/from Tampa International to the advisors at the show.

RECOMMENDATION: Visit St Pete/Clearwater should continue to partner with Travel Agents of Tennessee at this well attended show. It represents a strong market for both fly/drives, having multiple direct flights into PIE & TPA.

STAFFED BY: Gail Yeager, Sr. Sales Manager

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

7/15-19 Allegiant Travel Agency Sales Mission, MN
7/29-8/02 Allegiant Travel Agency Sales Mission, IL

EDUCATIONAL VISITS

7/12-14 Virgin Holidays UK
7/16-18 IITA Conference Site Inspection FAM
7/30 Best4Travel Site Visit