

LEISURE TRAVEL

March 2020

Prepared by:

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RECAP

Trade Shows/ Missions/ Events

March 2020

3/6-8	Travel & Adventure Show - Washington, D.C.
3/14	Travel & Adventure Show - Philadelphia, PA – CANCELLED - COVID-19
3/21	Travel & Adventure Show - San Francisco CA – CANCELLED - COVID-19
3/28	Travel & Adventure Show - Dallas, TX – CANCELLED – COVID-19
3/30	Peninsula Shows - Multiple Cities, TX - CANCELLED – COVID-19

Travel & Adventure Show – Washington DC

March 6 - 7, 2020

ATTENDANCE: 18,000 Consumers, Travel Advisors and Media

INDUSTRY

PARTICIPATION: Sirata Beach Resort

COLLATERAL

DISTRIBUTED: 400 Destination Magazines, 300 Trade Show Bags, 300 Luggage Tags and 300 Logo Pens

RESULTS:

- The Travel & Adventure Shows are designed to have active travelers book their next vacation with the attending destinations. The demographics for the consumers are as follows:
 - 90% of attendees are in their peak earning years of 35 and up
 - 72% of attendees earn over \$100,000 in HHI
 - 72% spend over \$5,000 on each trip they take
 - 91% will take 3-9 domestic trips in the next 12 months
- Consumers, Travel Advisors and Travel Media are pre-qualified and **PAY** to get into the show; moreover, 93% of the attendees state the #1 reason for visiting the event is to meet the exhibitors.
- This Travel & Adventure show had fewer attendees due to the Coronavirus outbreak. However, the people we talked with were very excited about the destination and Visit St Pete/Clearwater was able to distribute **all** the destination magazines and collateral at the show.
- This is a breakdown of some of the consumers interested in coming to St. Pete/Clearwater, already have trips booked or came to the show for more information on our destination:
 - Couple looking to come down for 1 month in January of 2021. Gave contact info for TRS, Sunset Vistas and JC Resorts. Budget \$5000.00

- 4 Day Bachelorette Party coming to St Pete Beach in September. Booking with their Travel Advisor.
 - 40th Birthday, coming to St Pete Beach in July for 4 days. Looking for attraction and party information.
 - Family coming in March, downtown St Petersburg, will be staying in an Airbnb.
 - Couple coming for 1 week this June, staying at the Hyatt Regency Clearwater.
 - Family of 4 going to St Pete Beach in April. Have not booked hotel stay yet, Sirata Beach Resort is a strong choice after speaking with hotel partner.
 - Couple coming to visit family in Tarpon Springs for 1 week, looking to stay a week. Have not booked hotel yet, looking at hotels in Dunedin.
 - Couple going to Sheraton Sand Key for 5 days in March. Wanted dining and attraction information.
 - Coming to Treasure Island for 3 days, staying Sunset Vistas, to go to the Rolling Stones Concert in Tampa in July.
 - Mother coming down to visit daughter for 1 week, may book a room downtown St Pete for fun.
- Just from conversations, over \$12,181.00 in room 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 Washington DC show is the largest travel show in the Mid-Atlantic region and is a key demographic for our area.

STAFFED BY: Darryl Boggess, Leisure Travel Sales Manager

Leisure Travel Department Ongoing Sales Initiatives

- Created a listing of 400+ Travel Agencies and AAA Offices for the NEW Destination Magazine Mailing with “Brighter Days Ahead” Messaging – these are Accounts the Leisure Travel Department has had direct contact with since 2019. This list is updated in Simpleview and tagged 2020 Destination Magazine Mailing.
- Virtual FAM Series – 5 Videos – “Sunrise to Sunset”, “Downtown & Dali”, “Throwback Florida”, “All in the Family” and “Clearwater & Company” – educational videos designed for travel industry clients – Travel Advisors, Tour Operators, Receptive Operators – videos designed as training tools for call center staff, travel advisor networks, tour operator educational opportunities. Leisure staff prepared scripts, sourced videos and assisted Visit St. Pete/Clearwater Film Commission with production. First video distributed May 6th. Videos 2 – 5 still in production.
- Visit St. Pete/Clearwater Sales Webinar – Wed. 4/29 - Leisure Travel secured Shari Bailey from Connect Travel to present the Domestic Tour Operator Update, also secured updates from Apple Leisure Group and Delta Vacations (the two largest Domestic Tour Operators that sell St. Pete/Clearwater vacations) – provided the industry with an updated on all Leisure Travel Department sales activities and project updates.

- Vox International – Visit Florida – Canadian Social Media Campaign May 2020 – Webinar June 17th. Lea-Ann Goltz, with Vox International is the Account Manager for Visit Florida in Toronto. She has reached out to Visit St. Pete Clearwater with two FREE initiatives through Visit Florida.
 - Social Media Campaign May 2020. BranchUp is a Canadian travel marketing company that coordinates daily supplier/tourism board posts for Travel Advisor Facebook Business Pages. This service provides lead generation between the agents and their followers/clients. BranchUp will also provide analytics that measure the reach and engagement of each individual post. Visit St. Pete/Clearwater will have 2 posts in the month of May, within the Visit Florida campaign, at no cost. We also sent them our “Brighter Days Ahead” video for use in this campaign.
 - Visit St. Pete/Clearwater hosted Webinar on SpoiledAgent.com that reaches over 16,000+ Travel Advisors across Canada. The 20-minute webinar is scheduled to be online Wednesday, June 17th and will be recorded and housed on the Spoiled Agent website. Steve Hayes will give the Introduction; Rosemarie Payne & Darryl Boggess will Present.
- Tour Operator/Wholesaler Update – What Wholesalers Need NOW from Industry Partners – Leisure Travel Team crafted list of suggestions and ideas Operators are asking partners to consider for the remainder of 2020 and 2021. In listening to several Webinars with Tour Operators, we shared this list directly with partners that contract with these clients and the Visit St. Pete/Clearwater PR Department distributed this information in our April 21 Industry Update.
- AAA Auto Club Group & CAA Strategies – working with Sales Team in the Auto Club Group office in Tampa on sales strategies as their branches reopen.
- The Leisure Travel Department participated in a video PSA Message with the largest Receptive Operator in N. America, Hotelbeds. We recorded our St. Pete/Clearwater message incorporating Hotelbeds’ theme “We are With YOU All the Way” verbiage. The Virtual Campaign was sent out to 6000 Hotelbeds Clients Worldwide in early April.
- Continuing to participate in Webinars each week – Connect Travel, IITA, VSPC, Visit Florida, Destination Analyst, Expedia Travel Solutions and others.
- Leisure Travel Department Volunteer Opportunities - Poll Worker March 17, Narrator - Virtual Commemoration St. Pete Holocaust Museum, Assisting Application Process for the Pinellas Cares Small Business Grant.

UPCOMING TRADE SHOWS/MISSIONS/EVENTS – ALL April Events Cancelled – COVID-19

4/1-3	Spring Fiesta in the Park - Lake Eola, Orlando
4/5-7	Travel Agent Forum
4/14-17	RTO Summit East - New York, NY
4/18-19	Vacation Expo - Pompano Beach, FL
4/23-4/30	Visit Florida - Canada Road Show – Canada

Reviewing Sales Opportunities for the remainder of 2020 on Wednesday, 5/13.

EDUCATIONAL VISITS

3/10-12	WestJet “Winners” – Toronto Blue Jays Spring Training FAM – this FAM was successfully hosted prior to the shutdown of Major League Baseball. Ten “Superfans” and guests were hosted by WestJet Airlines and Visit St. Pete/Clearwater. The Fenway Hotel was the host hotel for this FAM and guests were treated to a “VIP Day” at the Ballpark, one-on-one meetings with players and coaches, autograph sessions and a gorgeous spring day watching the Jays play in their NEW Spring Training home TD Bank Park.
4/19-20	TUI Germany FAM – CANCELLED – COVID-19