

LEISURE TRAVEL

November 2018

Prepared by:

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RECAP

Trade Shows/ Missions/ Events

November 2018

11/2-4	Fall Fiesta in the Park
11/5-12	Sun Country Presentation & Star Tribune Trade Show
11/6-7	Working in Travel Services (WITS)
11/12-14	Eastern Travel Association

Fall Fiesta in the Park – Lake Eola, Orlando, FL

November 2 - 4, 2018

ATTENDANCE: 100,000+ Consumers

INDUSTRY

PARTICIPATION: Alden Suites, Clearwater Marine Aquarium

BROCHURE

DISTRIBUTION: Hilton Clearwater Beach

COLLATERAL

DISTRIBUTED: 800 Destination Magazines, 800 Beach & Culture Maps,
800 Trade Show Bags, 800 Assorted Logo Items

RESULTS:

- This year we had excellent weather on both Saturday & Sunday and the crowds were huge! Consumers love the smaller Destination Magazine, and many mentioned receiving the full-size version in the mail. Lots of consumers that we saw last year, stopped by again this year and the Beaches of Orlando give-a-ways were very well received.
- Many wanted information on new hotels, restaurants, pet friendly properties and everyone wanted the map of the area.
- Always such positive feedback on our destination from these important, drive customers in Orlando. Promoted the URL BechesofOrlando.com.
- Next year, increase collateral to 1000 pieces. Such great demand for info on St. Pete/Clearwater and look at possible Activations participation as well.

RECOMMENDATION: VSPC and partners will continue to attend this consumer event in both the spring & fall of 2019.

STAFFED BY: Rosemarie Payne, Director Leisure Travel

Sun Country Presentation & Star Tribune Trade Show—Minneapolis, MN November 5 - 12, 2018

ATTENDANCE: Consumer and Retail (Call Center Agents)

INDUSTRY

PARTICIPATION: Sirata Beach Resort and Travel Resort Services (TRS)

COLLATERAL

DISTRIBUTED: Sun Country Call Center Presentation: 185 Trade Show Bags, 185 Sunglasses, 192 Destination Magazines, 200 Beach & Culture Maps and 200 Luggage Tags. Star Tribune Vacation and Travel Experience Show: 400 Trade Show Bags, 400 Beach & Culture Maps, 288 Destination Magazines, 300 Pens and 400 Luggage Tags.

RESULTS:

- Sun Country Airline presentation and destination training was a great success. The training was for the call center staff that assists with hotel bookings through the website and direct call-in center. We conducted 9 thirty-minute training sessions with 20 to 30 call center staff in each class throughout the day. The next day, we went to preset to Travel Advisor Offices with a Sun Country Representative to give presentations about the destination. We were able to go to 6 offices in the greater Minneapolis Suburbs.
- The Star Tribune Vacation and Travel Experience is the only Travel Consumer show in Minnesota and is a 2-part show, including a Travel Advisor mixer on Friday and a Consumer show on Saturday and Sunday. This is only the 2nd year for the show and the turnout was better than last year. The Star Tribune Organization increased the marketing of the show with television, billboard, newspaper and magazine print and radio commercials. There was interest regarding Red Tide and the effects, a local Minneapolis news station did a piece on the tide and consumers were nervous to travel to the west coast of Florida. Overall, the show had travelers that were very interested in the Destination and Travel Resort Services was able to book vacations with some of the condo accommodations. Sirata Beach Resort was able to update travelers on the new renovations and specials for the spring break season.

RECOMMENDATION: Visit St Pete/Clearwater should continue to partner with the Star Tribune Vacation and Travel Experience show in 2019.

STAFFED BY: Darryl Boggess, Leisure Travel Sales Manager

Working in Travel Services (WITS) – Albany, N Y

November 6 - 7, 2018

ATTENDANCE: 156 Travel Advocates

INDUSTRY

PARTICIPATION: Travel Resort Services (TRS)

COLLATERAL

DISTRIBUTED: 175 Destination Magazines and Beach & Culture Maps

RESULTS:

- Working in Travel is a Travel Advocate, membership-based organization in the Capital District of New York. This region encompasses Albany, Troy, Schenectady and surround areas. This annual program is the largest travel trade event held in this area and brings together agents and suppliers for a day-long series of educational seminars and an evening trade show.

- Visit St. Pete/Clearwater co-host the annual “Florida Sunshine” lunch together with Ft. Myers/Sanibel and Visit Central Florida. Destination presentations were made along with a question and answer period during the luncheon.
- In maximizing our efforts, we visited two AAA Hudson Valley locations, two Liberty Travel branches giving them our Destination Magazines and Beach & Culture Maps.

RECOMMENDATION: Visit St. Pete/Clearwater should continue to support WITS for 2019 during their Professional Enhancement Day by participating in both the luncheon sponsorship and evening trade show. These travel professionals are dedicated to participating in educational events to enhance their destination knowledge.

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

Eastern Travel Association -Harrisburg, Scranton, Allentown, PA November 12-14, 2018

ATTENDANCE: 300 Retail Travel Advocates

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: 330 Destination Magazines, Beach & Cultural Maps

RESULTS:

- This travel organization is membership-based and reaches both retail travel advocates with store front locations and home-based agents. By partnering with Eastern Travel Association, Visit St. Pete/Clearwater had the opportunity to showcase our destination to top producing agents within this region of Pennsylvania.
- The program consisted of a table top trade show along with ample time for discussing destination highlights with each of the individual participants.
- Florida was well represented with the Miami CVB, Visit Central Florida, Beaches of Ft. Myers & Sanibel, Ft. Lauderdale and Port Canaveral all in attendance.

RECOMMENDATION: VSPC Leisure Travel will budget to participate in 2019 as it offers the destination an opportunity to keep these travel professionals updated and informed and Visit St. Pete/Clearwater “top of mind” when selling Florida.

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

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

12/3-4	Allegiant and Expedia Training Mission
12/17-19	CCRA Orlando – Receptive Operators Event

RMP/mlp