

LEISURE TRAVEL

October 2019

Prepared by:

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RECAP

Trade Shows/ Missions/ Events

October 2019

10/7-8	Professional Travel Advisors of North America (PTANA) Trade Shows, VA
10/7-9	CCRA Travel Advisor Trade Show - Miami, FL
10/16	American Society of Travel Advisors (ASTA) Midwest Trade Show - Chicago, IL
10/15-18	American Society of Travel Advisors (ASTA) Travel Trade Show - Portland, ME
10/23-25	Receptive Tour Operators (RTO) Summit, Orlando, Florida
10/25-27	SITV, International Tourism and Travel Show - Montreal, Canada
10/31 - 11/2	CCRA Travel Advisor Trade Show - Los Angeles, CA

Professional Travel Advisors of North America (PTANA) Trade Shows - VA October 7 - 8, 2019

ATTENDANCE: 46 Travel Advisors - Richmond; 38 Travel Advisors - Norfolk, Hampton Roads

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: 100 Destination Magazines, 130 Beach & Culture Maps and Assorted Logo Items

RESULTS:

- This was the fourth year Visit St. Pete/Clearwater participated in the Richmond and Norfolk Virginia trade shows. These shows are dedicated to "Florida only" destinations and hotel partners. Advisors were extremely interested in learning about the St. Pete/Clearwater destination, as many have not been to the area. The information provided new options for their Florida sales initiatives.
- In order to maximize our presence, Visit St. Pete/Clearwater also made sales calls to several of the local AAA Travel branches. These sales calls offer an excellent cost and time effective way to expand the destination knowledge in the region directly with prime retail travel advisors.
- Along with Allegiant Airlines and other major airlines, there are numerous flights to/from Richmond, New Port News and Norfolk.
- Other Florida destinations in attendance: Visit Central Florida, Beaches of Ft. Myers & Sanibel, Visit Panama City Beach and Port Canaveral.

RECOMMENDATION: Visit St. Pete/ Clearwater should continue to participate in the PTANA Chapters Trade Shows. It is a competitive travel marketplace and VSPC should maintain our presence to keep both PTANA Chapters up to date and well informed with all that is new and now in the destination.

STAFFED BY: Gail Yeager, Sr. Sales Manager

CCRA Travel Advisor Trade Show - Miami, FL

October 7-9, 2019

ATTENDANCE: 40 Travel Advisors

INDUSTRY

PARTICIPATION: N/A

BROCHURE

DISTRIBUTION: The Edge Hotel, Clearwater Beach

COLLATERAL

DISTRIBUTED: 75 Destination Magazines, 75 Trade Show Bags, 75 Assorted Logo Items

RESULTS:

- CCRA Miami was not very well attended. The reception was held on Yom Kippur and the weather in Miami was awful that evening.
- The travel advisors that were in attendance know our area well and have clients mostly in FL, NY, Chicago and Canada. During the round-table presentations we were asked a lot about Grand Prix, Clearwater Jazz Holiday and other area events. The travel advisors said that their Florida clients are always looking for new things to discover right here in our own state.
- Several advisors book a lot of Disney and adding on a beach stay is very important to their customers. Many were not aware of our recent Trip Advisor Best Beaches Awards.
- Visit Tampa was also in attendance.

RECOMMENDATION: Visit St. Pete/Clearwater should continue to attend CCRA events. The Trade Show dates will be carefully reviewed to make sure there are no obvious conflicts that might impact attendance.

STAFFED BY: Rosemarie Payne, Director Leisure Travel

ASTA Midwest Trade Show – Chicago, Illinois

October 16, 2019

ATTENDANCE: 125 Retail Travel Advisors

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: 150 Destination Magazines, 150 Beach & Culture Maps, 150 Logo Pens, 2 Beach Towels and 150 Luggage Tags

RESULTS:

- Visit St Pete/Clearwater participates every other year with this show. The show is always in the greater Chicago Suburbs. Over 125 Travel Advisors attend this show. The demand for information was so great that we gave out all collateral brought to the show.
- Cape Canaveral CVB and Miami CVB also attended this show. Other suppliers included Caribbean and Mexico resorts.
- Visit St Pete/Clearwater confirmed 2 bookings due to this show. One for Guy Harvey Resort and one for the Grand Plaza Resort. The booking at the Grand Plaza was for a wedding block and pick-up is anticipated to be over 30 room nights. The Travel Advisors wanted information on current renovations and any new hotels in the area. Most advisors book through wholesale and asked about hotels specials for the beginning of next year.

RECOMMENDATION: Visit St. Pete/Clearwater should continue to attend this show every other year.

STAFFED BY: Darryl Boggess, Leisure Travel Sales Manager

American Society of Travel Advisors (ASTA) - Portland, ME

October 15-18, 2019

ATTENDANCE: 150 Retail Travel Advisors

INDUSTRY

PARTICIPATION: Holiday Inn Harbourside, Sirata Beach Resort, Travel Resort Services (TRS, Inc.)

COLLATERAL

DISTRIBUTED: 135 Destination Magazines, 135 Beach & Culture Maps, 135 Luggage Tags, 135 Logo Pens

RESULTS:

- This is the largest travel advisor trade show in the state of Maine. Many ASTA members travel from New Hampshire and Vermont to attend this event. The opportunity to speak with over 150 agents, both individually and as a group, offers Visit St. Pete/Clearwater an excellent opportunity to provide updated information on the destination.
- Informed travel advisors see our destination as appealingly to many different types of clients and our being at the show keeps our destination “top of mind” and much easier to confidently sell.
- Along with Visit St Pete/Clearwater, Beaches of Ft. Myers & Sanibel, Port Canaveral & Visit Central Florida were represented destinations from Florida.

RECOMMENDATION: Visit St. Pete/Clearwater should continue attendance at ASTA Maine travel trade show. It is also beneficial to include sales calls and destination trainings in the neighboring markets to maximize sales efforts while in the area.

STAFFED BY: Gail Yeager, Sr. Leisure Sales Manager

Receptive Tour Operator (RTO) Summit Florida – Orlando, FL

October 23 - 25, 2019

ATTENDANCE: 39 Receptive Operators

INDUSTRY

PARTICIPATION: N/A

BROCHURE

DISTRIBUTION: N/A

COLLATERAL

DISTRIBUTED: Beach & Culture Maps, Assorted Logo Items

RESULTS:

- This is the first year “Connect” has owned this show. Receptive Operators in attendance were very familiar with Florida and most were based here.
- Visit St. Pete/Clearwater received 16 one-on-one appointments with Receptive Operators and had several opportunities to meet with Operators outside the appointments.
- Visit St. Pete/Clearwater was a title sponsor and presented to all 200 Buyers & Suppliers at lunch which included Power Point & video. Great feedback on the presentation.
- There was a lot of interest in the International Inbound Travel Association (IITA) Summit Conference coming to St. Pete/Clearwater in February 2020. Several Operators plan to attend.

- All notes from these meetings are in Simpleview and contacts were also updated.
- The Round Table Sessions & Symposium were not great, very few Operators attended.
- RTO East is in New York City in April 2020. These operators also sell Florida, VSPC should consider this show.

RECOMMENDATION: Visit St. Pete/Clearwater should consider RTO Florida in 2020 if participation increases for Buyers.

STAFFED BY: Rosemarie Payne, Director Leisure Travel

SITV, International Tourism and Travel Show – Montreal, Canada

October 25-27, 2019

ATTENDANCE: 30,000 Consumers

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: 300 Destination Guide Magazines, 100 Beach and Culture Maps, 150 pens and 150 Luggage tags

RESULTS:

- This was Visit St Pete/Clearwater's second time attending this show. It is a 3-day consumer show in the heart of downtown Montreal and Quebec's largest travel show. Over 30,000 future travelers come to the show. There was not a language barrier, because so many French Canadians speak English, however, Visit St Pete/Clearwater created a French flyer to show our consideration for this important market. 90% of the travelers that stopped by our booth were able to speak and read English.
- Florida was well represented at the show. In attendance were Fort Myers, Miami, Orlando, Tampa, Palm Beaches, Destin, Universal City and Panama City.
- Visit St Pete/Clearwater should continue to attend retail and consumer shows in the Montreal area because Fort Lauderdale continues to get the largest market share of the Quebec market. We did have more interest this year due the non-stop flight from Montreal on Air Canada into Tampa International Airport.

RECOMMENDATION: Visit St Pete/Clearwater should plan on attending this show next year. The interest is there, we just need to keep telling our story to these consumers so that they want to the west coast of Florida.

STAFFED BY: Darryl Boggess, Leisure Travel Sales Manager

ATTENDANCE: Retail - 125 Travel Advisors
INDUSTRY
PARTICIPATION: Don CeSar Hotel
COLLATERAL
DISTRIBUTED: 100 Destination Magazines, 50 Beach & Culture Maps, 100 Logo Pens

RESULTS:

- CCRA is an organization that gives home based Travel Advisors a web-based platform to book travel and receive commissions. The event consists of training and a trade show.
- The Don CeSar Hotel secured 2 strong potential pieces of business; family trip and a family reunion group both were interested in Florida, not interested in going back to Mexico.
- The non-stop flights From LA on Delta and Southwest are a big draw for booking the Visit St. Pete/Clearwater destination. We were able to update travel advisors that did not know non-stop flights into Tampa International Airport were available.
- This was Visit St. Pete/Clearwater's first time attending this show in Los Angeles, California. The show offers an excellent opportunity to provide destination training to travel bookers that do not have brick and mortar stores and are very open to exploring new locations for their clients to travel.

RECOMMENDATION: Visit St Pete/Clearwater should plan to continue working with CCRA to get in front of Independent Travel Advisors that work out of their homes. Visit St. Pete/Clearwater receives a registration discount for combined participation in the 4 regional CCRA show series.

STAFFED BY: Darryl Boggess, Leisure Travel Sales Manager

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

11/1-3 Fall Fiesta in the Park - Lake Eola, Orlando, FL
11/5-7 Working in Travel Services (WITS) - Scotia, New York
11/11-18 Star Tribune Travel and Vacation Experience - Minneapolis, MN
11/18-20 Eastern Travel Association/ETA Trade Shows – Harrisburg, Scranton, Allentown, PA
11/21-23 Maritime Travel National Conference Trade Show - Halifax, Nova Scotia, Canada

EDUCATIONAL VISITS

10/6-9 SeaWorld UK Mega FAM
10/10 US Travel - Netherlands FAM
11/14 Visiteurs French FAM
11/15-17 FTI Touristik Germany FAM
11/15-18 UK/Ireland Product Managers FAM