

## LEISURE TRAVEL

November 2020

Prepared by:  
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### RECAP

Trade Shows/ Missions/ Events

November 2020

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11/8-11

Connect Marketplace & RTO South, Orlando, FL

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#### **Connect Marketplace & RTO South – Orlando, FL**

**November 8 – 11, 2020**

ATTENDANCE: 40 Appointments Receptive Operators and Tour Operators

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: 30 Custom Information Itineraries created for Tour Operators, Destination Magazines

#### RESULTS:

- Most tour companies are suspending group travel until the first part of 2021. There is still a lot of interest in Florida beach destinations. Proximity to Orlando allows for tours to include a beach day with attraction visits.
- The show consisted of 2-days of one-on-one appointments. For now, the Tour Operators are focusing all their sales efforts on domestic travel.
- Receptive Operators are hopeful that Canadian & UK business will rebound in spring/summer 2021, all other international long-haul markets will be slower to return.
- Updated all contacts in Simpleview for follow-up in 2021.
- Other Florida Destinations that attended the show included: Visit Kissimmee, Florida Keys and Miami.

RECOMMENDATION: Connect will be repositioning these shows to coincide with IPW in Las Vegas. Visit St. Pete/Clearwater will take advantage of these additional meetings at IPW.

STAFFED BY: Rosemarie Payne, Director Leisure Travel

#### UK Takeover Complete

- Simpleview contacts updated, Coordinating UK Newsletter with Rooster PR Firm, UK Warehouse inventory updates continue, paid Visit USA Committee Membership Invoices for UK & Ireland.
- Rooster revised the Visit St. Pete/Clearwater Visit USA Committee Profile to include information on the new St. Pete Pier, CMA expansion and other area updates.
- Brand USA – “Focus On” Virtual Trade Show - UK & Ireland – April 20 & 21.

## **UPCOMING TRADE SHOWS/MISSIONS/EVENTS**

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12/9	Virtual Travel & Adventure Show
1/13-14	Brand USA – Focus on Canada – Virtual Show (postponed)
1/26-28	Brand USA – Focus on Mexico – Virtual Show (postponed)
1/29-30	AAA Northeast Virtual Marketplace
2/8-12	Virtual Florida Huddle