

# CENTRAL EUROPEAN OFFICE

S E P T E M B E R 2020

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## MARKET INTELLIGENCE / TRENDS

### Germany: Global Travel Warning Dropped

09 SEP: The German government decided to end its global travel warning for more than 160 countries outside the European Union on 30 September and replace it with differentiated travel advice for individual countries from 01 October.

The move, which should help a recovery in travel demand, was broadly welcomed by the German travel industry which has long campaigned for such an approach in view of the big differences in how the coronavirus pandemic is affecting countries around the world. But travel bosses called for locally based travel warnings instead of advice for entire countries in future.

- ***Three-tier system for travel advice***

From 01 October onwards, the German foreign ministry will introduce a new three-tier system for travel advice. This can be compared to a 'traffic light' system of 'green for go', 'orange for wait' and 'red for stop'.

- ***New 'traffic light' system***

Berlin will continue to advise against non-essential private travel to all countries which it defines as 'risk areas' with a high risk of coronavirus infection. These are effectively the 'red' destinations.

In addition, the ministry will generally advise against travelling to countries where entry is partly limited, where a quarantine period is required after arrival or where freedom of travel is not permitted. These are the 'orange' destinations.

However, for countries with low levels of Covid-19 infection and no travel restrictions, the government will only advise travelers to take special care. These are therefore the 'green' destinations.

There were mixed responses from the German travel industry to the decision. The German Travel Industry Association (DRV), representing the bulk of the country's tour operators and travel agents, described the decision as 'a timid step in the right direction'. But it remains unclear when German holidaymakers and businesspeople can travel overseas again, according to the association. "Unfortunately, little will change for customers and the travel industry in practical terms," commented DRV president Norbert Fiebig. He called on the government to look very closely at individual countries, regions, districts and even towns and cities and then to assess the infection risk "very carefully". "Only those places and areas that exceed the figures of the Robert Koch Institute (Germany's center for infectious diseases) should be declared as risk areas, but not the rest of the region," he urged. "The foreign ministry must keep a sense of proportion with its travel warnings."

### **ITB Berlin: Live in 2021?**

09 SEP: The world's largest tourism fair should be able to take place as a live physical event again next year thanks to a comprehensive health and safety concept, according to ITB Berlin chief David Ruetz. This year Messe Berlin was forced to cancel ITB just days before the show due to the rapid worldwide spread of the coronavirus in early March. There was widespread uncertainty in the international travel industry about whether the show should go ahead as planned or not. "Under the current planning, ITB 2021 will take place as a 'face-to-face' event," Ruetz said.

The model would be the electronics trade fair IFA, which took place in Berlin last week as a hybrid physical and digital event. The 'IFA 2020 Special Edition' featured three days of presentations and product launches made live to a restricted number of trade participants (6,100) under strict hygiene conditions in Berlin and broadcast worldwide to some 78,000 participants. There were 150 exhibitors live in Berlin and a further 1,350 companies presented themselves online, according to Messe Berlin.

Ruetz admitted that no one could predict what would happen in terms of the COVID-19 pandemic by next March but emphasized there would be no repeat of this year's last-minute cancellation. "That was a real trauma for me," he said. The ITB chief said he sees January 2021 as a date when more can be said about the planning, depending on the corona situation at that time.

### **Travel Advisors See Few Signs of Recovery**

10 SEP: According to the latest figures from IT services company TATS, German travel agencies registered a further drop of revenues in August. With 83.8%, the decrease compared to the same month last year was even higher than in July (82.8%), but a small improvement compared to June (-86%), May (-90%) and April (-93%).

In the height of the summer season with a lot of consumer uncertainty due to worldwide travel alerts, the drop in airline ticket sales for August at 99.6% was even higher than in May (-98%) and April (-99%) when they were down due to the Corona lockdown. June and July saw a slight recovery in this sector with decreases of 'only' 91% and 95%, respectively.

The only moderately positive trend is shown in leisure travel sales including cruises: This sector registered a slight improvement in August – sales were down only by 74.4% compared to 75.5% in July. The same applies to cruise bookings which were down by 75.7% in August in comparison to 76.4% in July.

### **Mediterranean Destinations: Little Hope for the Winter Season**

15 SEP: Destinations in Southern Europe have low expectations for the German market in the coming months due to a combination of weak consumer demand and frequent changes in German government travel advice about COVID-19 risks. Top destinations such as Spain, Greece, Italy and Turkey have already suffered from a dramatic collapse in German tourism this summer even though tour operators offered holidays in the first three countries since June/July after a global travel warning was lifted for EU member states. The warning for Turkey was partly lifted more recently.

Tourism chiefs from the four destinations now have low hopes of a significant improvement in the next few months. One big problem remains how to win back the confidence of German holidaymakers when so few of them are visiting the destinations. They pointed out, for example, that German consumers are not fully informed that airlines, airports, transport companies, hotels and tour operators from the Canaries to Turkey have all successfully implemented strict hygiene and protection measures in order to offer safe holidays.

### **Extended Summer Offers and Lower Prices in 2021**

16 SEP: Tour operators are trying to save what is left of the disrupted summer 2020 season and are expecting to offer cheaper holidays next year. Following weak sales for the peak months of July and August due to the COVID-19 pandemic, short-notice travel warnings and a collapse in consumer confidence, demand for late summer holidays in September and October has been hit by renewed coronavirus outbreaks in various destinations and resulting travel warnings.

Looking further ahead, leading tour operators expect to offer stable or lower package holiday prices next year due to increased hotel and flight capacities. Flight and accommodation costs make up about 80% of package holiday costs.

Market leader **TUI** is promising "attractive" prices for next summer. "The experience of this summer shows that business is more short-term. But since flight capacity can be reactivated for summer 2021, there will be enough available capacity and that at attractive prices," a spokesperson said. TUI's early bookings for next summer are well ahead of the same time last year due to bookings transferred from 2020 to 2021 along with "lots of new bookings" generated by marketing initiatives in recent weeks.

Ingo Burmester, CEO Central Europe for **DER Touristik**, expects lower prices for destinations with weaker demand. "We will pass this on to our customers," he said. Germany's second-largest tour operator is now accepting bookings for all its 84 own-brand hotels as well as many other hotels for summer 2021, enabling families to make very early bookings for school summer holiday dates at discounted prices.

**FTI** sales director Ralph Schiller predicted "very stable" prices in summer 2021. While some of the bookings for next year have been carried over from this summer, there are plenty of new bookings for destinations that were already popular this year, including Germany and neighboring countries, he said.

### **SALES ACTIVITIES**

#### **DER Touristik B2B eTraining (September 2<sup>nd</sup>, 2020):**

After a successful travel advisor training session with DER Touristik focused on Visit St. Pete/Clearwater exclusively in May this year, we conducted another eTraining with this tour operator on September 2<sup>nd</sup>. New destination developments, virtual FAMs, links to various VSPC website platforms (including CV-19 related information) and more were conveyed to approx. 60 travel advisors during our 45-minute dedicated St. Pete/Clearwater presentation. Both the tour operator and travel trade attendees expressed being impressed by our comprehensive deck.

#### **Visit USA Switzerland Road Show (September 22<sup>nd</sup> - 24<sup>th</sup>, 2020):**

Original plan: Scheduled to be held in St. Gallen, Zurich, Lucerne and Bern, the road show is expected to attract over 200 travel advisors. We will have the opportunity to present our area in the more intimate roundtable format during both morning and evening training sessions. By virtue of conducting trainings in four Swiss cities in short order, we will cover a broad catchment area just ahead of the upcoming important fall booking season.

Updated plan: We have been advised that the road show will not be conducted as planned due to the CV-19 restrictions on gatherings of more than 10 persons. Our Visit USA Committee Switzerland thus prompted all members to submit relevant destination education

platforms for placement on the VUSA Switzerland website. We provided our VSPC eLearning program established on the Brand USA Discovery Program website.

**VISIT FLORIDA/Visit USA Germany Virtual Road Show (October 2020):**

The Visit USA Committee Germany has developed a new travel advisor training concept focused on presenting a series of training sessions dedicated to one U.S. State or region at a time. The first execution of this new ‘virtual road show’ concept is scheduled for October with VISIT FLORIDA making the debut. With spots limited to eight VF partners, we registered immediately thereby securing our VSPC participation! The road show will comprise a series of four 60-minute virtual training seminars held each Thursday, whereby two VF partners will be paired up to present during each session.

To break away from ‘traditional’ virtual formats, new twists will be incorporated:

- For example, each session will have a special theme. St. Pete/Clearwater will be the opener on Oct. 8<sup>th</sup> together with The Beaches of Ft. Myers and Sanibel presenting an “Insider Tips” theme.
- Creativity and interaction are key to our standing out and bringing our destination front & center in an extraordinary way. To this end, ‘personalized’ videos shot on location in the destination by Rosemarie Payne and her team featuring hot insider tips will be included in our presentation. An official big Thank You to Rosemarie and team for the exemplary support in developing four fabulous video clips bringing our destination to life!
- Furthermore, we developed a thrillingly interactive ‘Treasure Hunt’ with ensuing live quiz to ensure attentiveness and ramp up the excitement of our innovative presentation.

Invitations for this one-of-a-kind road show have been deployed to 2,600 VUSA Germany trade contacts eager to educate themselves in preparation for meeting pent-up demand once borders between Europe and the U.S. open. Our comprehensive PowerPoint presentation transmitted to VISIT FLORIDA and VUSA Germany this month garnered tremendous praise for its notable creativity and interactive highlights.

**Visit USA Belgium “American Workshop” (October 22<sup>nd</sup>, 2020):**

*Original plan:* This year’s American Workshop will give suppliers the opportunity to present themselves to a select group of travel advisors and tour operators with a vested interest in selling the U.S. A networking session will allow for intensive one-on-one sales discussions. Thereafter, supplier presentations will include comprehensive product training, provision of sales tools and insider tips. Scheduled to be held in Brussels, the workshop is expected to attract over 250 participants from Belgium and the Grand Duchy of Luxembourg.

*Updated plan:* Due to the continued dramatic spread of CV-19 resulting in mobility and physical gathering restrictions, we were advised several months ago that the event scheduled for October 1<sup>st</sup> will not take place as planned this year. Meanwhile, the VUSA Belgium has developed an “All Together” consumer campaign to promote members’ products. We provided comprehensive destination content as well as our ‘Brighter Days Ahead’ video messaging for posting on their social media channels. In addition, we liaised with our Leisure Sales Department on the development of a 45-second video shot from our award-winning beaches with a personal message of future welcome for Belgian travelers. This was very well received generating numerous likes and shares on the Committee’s social media channels.

This month, Visit USA Belgium announced the in-person event is “on” again, now scheduled for October 22<sup>nd</sup>. Preparations for our attendance are thus underway.

**Brand USA Global Marketplace / Travel Week Europe (October 26<sup>th</sup> - 29<sup>th</sup>, 2020):**

Brand USA has introduced its new “Global Marketplace” – an always-on, interactive, one-stop-shop digital platform for B2B engagement between U.S. partners and the global travel industry. The convention-style platform will include a main stage, buyer pavilion, USA

partner pavilions, networking lounge and on-demand ‘featured’ and ‘enrichment’ video content.

Several events are planned through mid-2021, the first of which is the virtual version of *Travel Week Europe* to be held next month. Over 500 participants from across Europe and the USA are expected to attend including over 100 buyers from more than 15 countries. Supplier company ‘pods’ (booths), organized by U.S. region, will be populated with downloadable content, imagery, videos and on/offline communication options. Pre-scheduled one-on-one appointments between buyers and suppliers will be organized as well.

This month saw VSPC registering for participation in the Global Marketplace thereby reinforcing its global footprint and commitment to these important international markets. Our VSPC destination profile and pod content were created and uploaded to the platform. Appointment scheduling for Travel Week Europe will open next month.

### **USA/Canada Experience, Netherlands (October 30<sup>th</sup>, 2020):**

Original plan: The “USA-Canada Experience” is a two-day travel trade event giving supplier partners an exceptional opportunity to inform and educate the Dutch travel trade and conduct one-on-one sales meetings directly with product managers and tourism managers. A full-day workshop will see us holding comprehensive training sessions for over 120 agents from all over The Netherlands. The event will culminate in an exciting contest and travel prize raffle.

Updated plan: Due to the continued dramatic spread of CV-19 resulting in mobility and physical gathering restrictions, we received notification that an in-person event will not be held as planned this fall. In lieu thereof, the organizers have developed a *live community interactive concept* during which we will have the opportunity to conduct comprehensive (virtual) product presentations followed by an interactive chat session with participating travel advisors. Program details were received this month:

- Full-day virtual event
- Four presentation blocks of 60 minutes each, three supplier presentations per block
- Integration of intermittent polls and quiz questions to ensure maximum participation
- Prize raffle at conclusion of event (we will sponsor VSPC beach towels)

The training sessions will be recorded and made available on VUSA Netherlands’ website for travel advisors to review.

### **The Travel Club & Your Travel Workshop, Netherlands (November 5<sup>th</sup>-6<sup>th</sup>, 2020):**

Original plan: After our very successful participation in the above workshop last year, which was staged in conjunction with Delta Air Lines’ inaugural flight from AMS->TPA, we plan to participate again this year in further pursuit of our sales efforts in the Dutch market.

The Travel Club is the largest and fastest growing independent franchise organization for independent travel consultants and business advisors in the Netherlands and Belgium. More than 360 travel agents are members producing an annual turnover of > € 122 million (2019).

Twice a year, The Travel Club organizes the well-known “Workshop Days” during which suppliers have the opportunity to present products and educate agents - 18 sessions of 20 minutes each.

Updated plan: Due to the continued dramatic spread of CV-19 resulting in mobility and physical gathering restrictions, the organizers have advised that this program cannot be conducted in person as planned (in May). We therefore plan to participate in the program for which new dates have been established: November 5<sup>th</sup>-6<sup>th</sup>, 2020.

### **Additional Travel Advisor eTraining (Ongoing):**

Due to the impressive participation in B2B eTraining conducted to date, we continue to proactively source additional avenues for virtual travel advisor training with various industry partners and have received excellent feedback from partners such as:

- **Visit USA Netherlands** (scheduled 10/13/20)
- **Tioga Tours, Netherlands** (scheduled 11/10/20)
- **Visit USA Belgium** (scheduled 12/03/20)
- **Del-Tour, Belgium** (scheduled 01/14/21)
- **America Unlimited, Germany**
- **Knecht Reisen, Switzerland**

### *Additional Activity:*

- Continued to participate in innumerable conference calls, tourism organization webinars, virtual sales calls, ongoing communiqués with our partners regarding situation status.
- Continued deployment of updates to travel trade partners promoting VSPC developments, website resources and VSPC campaigns while offering our ongoing assistance and support.
- Generated updates to HQ on developments around the CV-19 pandemic in Europe, etc.
- **Website Requests for Destination Magazines:**  
3 requests received via the [crm@simpleviewinc.com](mailto:crm@simpleviewinc.com) platform this month.

## **MARKETING INITIATIVES**

Many of our initiatives planned for FY 19/20 have been paused until further notice in the aftermath of the travel ban to the U.S. from Europe's Schengen countries imposed by President Trump on 3/12 as a result of the CV-19 pandemic. Our efforts continued this month in making applicable adjustments as well as sourcing other meaningful cooperative opportunities.

### *Brand USA 'Affinity' Co-Ops:*

- **EXPEDIA AFFINITY PROGRAM** (January 15<sup>th</sup> – July 31<sup>st</sup>, 2020)
  - **Banner Placements** linking to **dedicated landing page** (containing destination content, video and travel offers) will run in three countries across the Expedia Brands Portfolio: Germany 75% (placing 85% on Expedia / 15% on Hotels.com; Switzerland 15% (with 100% placement on Hotels.com), The Netherlands 15% (with 100% placement on Expedia).

Additional campaign scope/details may be referenced in previous monthly reports.

Campaign paused until further notice in the aftermath of the travel ban to the U.S. from Europe's Schengen countries imposed by President Trump on 3/12 as a result of the CV-19 pandemic.

In concert with HQ, the decision has been taken to rollover unrealized funds for use in FY 21.

### *Brand USA 'Originals' Co-Ops:*

- **SPRING GERMAN MULTI-CHANNEL CAMPAIGN** (April/May)
  - **Mobile Takeover Unit:** 200,000 est. impressions / hero image & click-through to destination content
  - **GoogleDisplayNetwork Traffic Gen:** 4,000 clicks

- **Facebook Carousel Ad Unit:** Added value, Tile 3 or 4 position in one unit
- **Expedia Activation Partner Marketing:**
  - Dedicated hotel results page (one page per co-op)
  - 415,000 co-branded display ads driving to a hotel search results page
  - Inclusion on “Visit The USA” landing page linking to our hotel search results page

Additional campaign scope/details may be referenced in previous monthly reports.

Campaign paused until further notice in the aftermath of the travel ban to the U.S. from Europe’s Schengen countries imposed by President Trump on 3/12 as a result of the CV-19 pandemic.

In concert with HQ and Brand USA, the decision has been made to postpone this campaign to an appropriate timeframe in 2021.

*Brand USA ‘Discovery Program’:*

- **DISCOVERY PROGRAM INCENTIVE** (January 15<sup>th</sup> – July 31<sup>st</sup>, 2020)  
To motivate tour operators to engage in this eLearning program, Brand USA is offering an opportunity to actively promote an incentive, whereby we as partners may award prizes from a drawing during a month of our choice to incentivize users to complete their St. Pete/Clearwater badge. We promptly responded selecting the month January 2021 to schedule a German market incentive and liaised with HQ securing items for our prize package. Currently, we are awaiting word/confirmation on the schedule of availability for 2021.

*German National Consumer Campaign:*

- **B2C SOCIAL MEDIA “ESCAPE” CAMPAIGN** (February-April)  
Details on campaign package initiatives may be referenced in previous monthly reports.  
Synopsis of campaign elements/initiatives:
  - Facebook Video Ads and Link Ads
  - Instagram Video Ad, Story Ads and Link Ads
  - Google Search Ads
  - DSP Programmatic Native and Display sites
 Run time on individual campaign elements paused in the aftermath of the travel ban to the U.S. from Europe’s Schengen countries imposed by President Trump on 3/12 as a result of the CV-19 pandemic.  
In concert with HQ and Brand USA, the decision has been taken to rollover unrealized funds for use in FY 21. We will pursue options for appropriate future planning in the coming months.

*Tour Operator Co-Ops:*

- **CANUSA TOURISTIK PROMOTION PACKAGE** (January 2020-open ended)  
Details on campaign package initiatives may be referenced in previous monthly reports.  
Synopsis of campaign elements/initiatives:
  - **You Tube Video** – March-open ended
  - **Social Media Promotion Premium** – mid-March – mid-April 2020
 Run time on individual campaign elements paused in the aftermath of the travel ban to the U.S. from Europe’s Schengen countries imposed by President Trump on 3/12 as a result of the CV-19 pandemic.

In concert with HQ and Brand USA, the decision has been taken to rollover unrealized funds for use in FY 21. We will pursue options for appropriate future planning in the coming months.

- **KNECHT REISEN** (Switzerland)

Details on campaign package initiatives may be referenced in previous monthly reports.

Synopsis of campaign elements/initiatives:

- **Jelmoli Campaign** – January - July 2020

Details on campaign package initiatives may be referenced in previous monthly reports. Synopsis of elements/initiatives:

- January-July 2020: Total campaign runtime
- January-March 2020: Motivation phase with contest teaser
- April 2020: Voting phase and selection of «Miss Jelmoli 2020» winner
- May 2020: Winner trip to St. Pete/Clearwater
  - **Online Store Photo Drawing:** VSPC will be featured with key visual and logo.
  - **Standalone Newsletters:** 2 standalone newsletters, one in January/one in March.
  - **Online:** Presentation of Miss Jelmoli winner in Jelmoli-Versand's online store.
  - **Print Catalog:** Direct mailing containing the Miss Jelmoli contest.
  - **eNewsletters:** The Miss Jelmoli contest featured in five newsletters.
  - **YouTube Trailer:** Trailer for the contest featured on Jelmoli YouTube channel.
  - **Facebook Posts:** Minimum of 5 posts on Jelmoli FB platform.
  - **Instagram Posts:** Minimum of 5 Instagram posts on Jelmoli Insta platform.

On top by **Knecht Reisen: eNewsletters, Facebook & Instagram Posts**

Run time on individual campaign elements paused in the aftermath of the travel ban to the U.S. from Europe's Schengen countries imposed by President Trump on 3/12 as a result of the CV-19 pandemic.

In concert with HQ and Brand USA, the decision has been taken to rollover unrealized funds for use in FY 21. We will pursue options for appropriate future planning in the coming months.

- **TUI GERMANY** (January - May)

Details on campaign package initiatives may be referenced in previous monthly reports.

Synopsis of campaign elements/initiatives:

- **B2B Instagram Story & Raffle** – January
- **B2B TUI Newsletter Teaser** – January
- **B2B2C Instore TV Communication** – January
- **B2C TUI.com Weekly Integration** – February + May
- **B2C TUI.com Hero Teaser** – February

All campaign elements completed except for the TUI.com weekly integration scheduled for May, the launch of which was paused in the aftermath of the travel ban to the U.S. from Europe's Schengen countries imposed by President Trump on 3/12 as a result of the CV-19 pandemic.

In concert with HQ and Brand USA, the decision has been taken to rollover unrealized funds for use in FY 21. We will pursue options for appropriate future planning in the coming months.

Travel Trade/Consumer Publications & Portals:

- **AMERICA JOURNAL** (Germany) – circ. 36,500; readership 145,000 *Consumer*
  - **1 page, 4c Advertorial** –05/20 issue Sep/Oct

This German high-gloss, long shelf-life consumer publication is dedicated exclusively to the USA providing in-depth coverage on American travel, culture and customs as well as insider tips and helpful hints.

After having paused publication runs in March and June, the publisher will present its “Best of America” issue focused on inspiring readers as related to their 2021 vacation plans. A special segment dedicated to Florida will be included. VSPC will be featured with logo, imagery and our “Brighter Days Ahead” messaging. Assets have been delivered to the publisher, layout was received and approved.

Pub frequency: 6x/yr
  
- **INFOX GERMANY** (2019/2020) *Trade*

We negotiated a special deal to deploy several exclusive VSPC eNewsletter blasts via INFOX distribution service within the next 6 months to over 25,000 travel agency and travel advisor contacts.

The first eNews blast launched in December with #Danke2019 (#Thanks2019) theme focused on a VSPC review of the year 2019 coupled with engaging travel advisors by inviting them to share what they were thankful for in 2019 on our social media channels. Best answers received a dolphin beanie as a thank you gift.

Best answers received a dolphin beanie as a thank you gift.

✓ Results of the December blast was an opening rate of 20.86% with a CTR of 4.01 %.

The second blast was deployed May 5<sup>th</sup> with our “Brighter Days Ahead” messaging, introduction of the new Gulf to Bay Magazine and link to subscription for our VSPC eNewsletter.

✓ Results of the May blast was an opening rate of 21.92% with a CTR of 5.22 %

Timing for the third blast is now under consideration for Q1 2021.
  
- **TRAVELUTION – The eTraining Company** (Netherlands) *Trade*
  - Travelution exclusive VSCP eLearning – February-December

The eTraining Company owned by Travelution will create and upload an eLearning program dedicated exclusively to St Pete/Clearwater on the Dutch travel advisor training platform [www.etraveltraining.eu](http://www.etraveltraining.eu). This online eLearning platform targets independent travel professionals who advise travelers in a tailored way utilizing their networks, sharing destination knowledge and experience and are very motivated, being they are all independent entrepreneurs. Comprised of 30 comprehensive destination training modules, VSPC will seize the opportunity to update, educate and inform these advisors in a very targeted and efficient way.

Reach: The Travel Club (approx. 275 agents in the system)  
Travel Counsellors (approx. 230 agents in the system)  
Personal Touch Travel (approx. 165 agents in the system)  
TravelXL (approx. 215 agents in the system)

The eLearning went live in February. With travel advisors eager to educate themselves during the CV-19 pandemic, we agreed to keep the eLearning live with Travelution agreeing on continued pushes of our program via several channels including eNews blasts and social media channels. Participants February through May: 196. Final number of participants to be forthcoming at the conclusion of the program in Q4 2020.

- **TSS GROUP** (Germany)

*Trade*

- Travel Inspiration – September

Secured a fabulous opportunity to participate in an inspirational campaign in cooperation with Germany’s TSS Group (Touristic Service System). “Dreaming of tomorrow today” is focused on digital inspirational messaging in conjunction with 3 additional Florida partners: Florida Keys & Key West, Greater Fort Lauderdale and Naples, Marco Island & the Everglades. The campaign is positioned on the “Ask Your Travel Agency” platform, which is well-established among travel agencies and consumers alike. Comprised of 8 pages, 2 pages per partner: one to contain general/introductory destination information including images and relevant links; the other to contain a dedicated inspirational theme with applicable imagery. The VSPC theme is dedicated to our award-winning beaches.

The campaign went live early this month and has generated 2,351 pageviews to date, whereby VSPC was the most visited at 686 pageviews followed by Naples (640), The Keys (582) and Ft. Lauderdale (443).

Of note: This initiative will remain live for the duration of the CV-19 pandemic and is free of charge to us!

Founded in 1993, the TSS GROUP has developed into one of Europe’s largest independent travel agency consortiums comprised of 3,500 medium-sized travel agency members and other related service provider partners. The Group acts as a partner for travel agencies covering virtually all areas relevant to everyday travel agency operations from legal advice, to tax issues, business plans and product training. In addition, it offers travel agencies assistance when it comes to advertising and customer promotions applying a healthy mix of channel mediums as well as unconventional marketing platforms, one of which is the “Ask Your Travel Agency” site, which generates 255,000 visits monthly.

We continued communication with our vendors this month with a view toward wrapping up this FY’s initiatives, requesting final reports and billing accordingly.

Public Relations:

**Kaus Media Services - VSPC’s German PR Agency**

This month saw us assisting the agency with the following projects:

- **Press Release September:** Proofread and corrected.

All initiatives, activities and programs described herein have been duly completed as described.