

## LEISURE TRAVEL

September 2020

Prepared by:

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### RECAP

Trade Shows/ Missions/ Events

September 2020

*All in-person shows suspended due to COVID-19*

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### Virtual Shows

#### **Travel and Leisure Show Canada – Virtual Trade Show – Sponsored by *The Globe & Mail***

Travel Advisor Show - Thursday – 9/10/20 – 1220 Travel Advisors from across Canada.

- Traipcentral.ca – 1 to 2-week Golf Stay & Play package – this Tour Operator is working on packages for Winter.
- Responded to all agents in the Public Chat – great reviews for our collateral and videos.
- Agents wanted pre and post cruise ideas, wedding venues, romance and foodie travel, museum details and what's "New & Now" in St. Pete/Clearwater. Great interaction the entire day.
- Canadians are anxious for the borders to open and are booking travel after Jan. 1, 2021
- This was a good show – Sonny from Alligator Attraction and Eric from Marriott Sand Key were in the booth with VSPC.

Consumer Show – Saturday – 9/12/20 – 15,000 consumers registered, not as much booth traffic.

- COVID-19 is still a big concern. Interested in safety protocols.
- Consumers did download our Destination Magazine and they loved the Area Map.
- Other Florida exhibitors included Visit Kissimmee and Visit Lauderdale.

#### **Ascend Virtual Conference – September 23 – 24, 2020**

- Apple Leisure Group – Domestic Tour Operator Show – Products include Southwest Airlines Vacations, United Vacations, Apple Vacations, and Funjet Vacations.
- 100 Booths – Las Vegas, Universal Studios, and Visit St. Pete/Clearwater are the only US based suppliers at the show, the remaining were mostly Caribbean and Mexico.
- Peak attendees for Wed. – 896 travel advisors. Travel advisors can view booth content for 2 months.
- Great interaction and questions - COVID safety very important – directed agents to our website for more details.
- Good feedback on Virtual FAM Videos available in the booth. 735 content views.
- Loading into Simpleview contact information on agents that attended our Supplier Showcase for follow-up.
- New ALG Product Manager for Florida Beaches just named – Suzi Stanga – based in Minneapolis, currently working with area hoteliers on rates for 2021 – 2022.

**AAA Northeast “Sessions of Sunshine” – Monday, September 28 – Friday, October 2, 2020**

- Virtual training for AAA Northeast Travel Councilors in 6 states including MA, CT, RI, NH, NJ, & NY.
- Facebook Takeover – engagement numbers – 91 Posts, 705 Comments, 2120 Reactions. Daily posts the week of our takeover were up 314% from the prior week. Each day AAA posted on Beach & Outdoor Activities, Culture & Arts, Dining, and Living Like a Local.
- Dedicated Agent-Facing Webinar – Attendees – 109 Travel Councilors.
- Other Florida partners included Visit Central Florida, Visit Tampa, and Visit Lauderdale.
- Upcoming virtual consumer show - AAA Northeast – Virtual Travel Marketplace – 3000 Consumers – Jan. 29 – 30, 2021

**Visit USA Committee Germany**

- The Leisure Travel Department filmed 4 Insider’s Tip Videos for the Visit USA Committee Germany Virtual Member’s Meeting. This is a virtual Road Show series with Visit Florida and Visit St. Pete/Clearwater was one of the first destinations to present. The videos were part of the overall Visit St. Pete/Clearwater Webinar for members. Great feedback on content.

**Brand USA Global Marketplace - Pod set-up for Travel Week Europe 10/26 – 29**

- Basic Booth set-up for Rosemarie and Marion to attend Travel Week Europe Virtual Appointment Show in October.

**UPCOMING TRADE SHOWS/MISSIONS/EVENTS**

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<i>10/5-9</i>	<i>TTG – Travel Trade Gazette – UK – Virtual Florida Fest</i>
<i>10/14-15</i>	<i>AAA Auto Club Group – MR (Member Representative) Virtual Training</i>
<i>10/26 – 29</i>	<i>Brand USA Global Marketplace – Travel Week Europe – Virtual Trade Show</i>
<i>11/8-11</i>	<i>Connect Marketplace &amp; RTO Summit – Orlando, FL</i>
<i>Dec. TBD</i>	<i>Allegiant Air – Virtual Call Center Training</i>