



ST.PETE CLEARWATER

Central Europe

FY 2021 BUDGET WORKSHOP

FY 2020 Sales Plan

RECAP

GOAL 1: Travel Trade Training

Engage with travel professionals to educate them on the many features, benefits and unique selling points of the destination, providing them with tools and the confidence to sell St. Pete/Clearwater effectively.

- October: Training workshop in cooperation with tour operator DelTour in Belgium for 100 travel advisors.
- October: USA/Canada Experience in The Netherlands for 87 travel advisors.
- November: Reisewelten training event with tour operator Knecht Reisen in Switzerland for 80 travel advisors.
- December: Visit Florida Road Show in cooperation with FTI Touristik to Zurich, Basel, Heidelberg and Frankfurt training over 200 travel advisors cumulatively.
- December: In-house reservations agent training conducted at Hotelplan Suisse in Switzerland (10 agents).
- December: In-house reservations agent training conducted at DER Touristik Suisse in Switzerland (8 agents).
- January: TUI North America Road Show to three German cities (Stuttgart, Saarbrücken, Pforzheim) training 135 agents cumulatively.
- February: In-house reservations agent training conducted at FTI Touristik in Switzerland (12 agents).
- April: Visit USA Committee Germany dedicated St. Pete/Clearwater eLearning webinar conducted for 172 agents.
- April: TUI Germany fam planned 4/19-20 postponed due to coronavirus.
- Maintain industry memberships and coordinate initiatives with the Visit USA Committees in Germany, Austria, Switzerland, Belgium and Netherlands and attending educational seminars, workshops and road shows in cooperation with these organizations, ensuring cost efficiency. To date: conducted travel advisor training in Germany (October), Austria (November) and Switzerland (February), training 510 travel advisors cumulatively.

GOAL 2: Travel Trade Outreach

Maintain and further develop market visibility and relationships by promoting the destination to key customers at significant travel fairs, conferences and events, ensuring St. Pete/Clearwater is brought front-of-mind.

- Germany: ITB, the world's largest tourism fair scheduled in Berlin March 4th-8th, was cancelled late on the evening of 2/28/20 due to the coronavirus. Preparation for this show is lengthy and quite intensive, starting 6 months out. The annulment sent a shockwave through the tourism industry, as this was among the first major tourism industry related cancellations prompted by the virus. In the aftermath, we conducted 38 scheduled ITB appointments by phone over the course of two ensuing weeks.
- Results of post-ITB communiqués: All tour operators partners reported 2020 was off to an excellent start with bookings to the United States up on 2019, YTD bookings to Florida clearly above 2019's status (+20%), whereby St. Pete/Clearwater tracking ahead of other FL destinations and ranked among top destinations on the Gulf Coast. Generally speaking, it was anticipated that 2020 would become a 'banner year' for travel to the United States based on early 2020-season booking indicators.
- Netherlands: In February, a VIP Client Event for 30 select Dutch travel trade, airline and media partners was hosted in cooperation with Visit Tampa Bay and Tampa International Airport, which was focused on supporting Delta Air Lines' seasonal air service from Amsterdam to Tampa. Tour operators reported January 2020 YTD bookings to the U.S. being ahead of 2019's (approx. 9%). While the first coronavirus case wasn't reported in The Netherlands until 2/27, tour operators indicated having observed a slight flattening of booking activity the middle of February as news of the global (virus) spread began to make headlines.
- USA: IPW scheduled May 31st to June 3rd in Las Vegas was cancelled on 4/15/20 due to the coronavirus.
- Switzerland: Annual VIP Client Event for Swiss tour operator clients scheduled June 30th has been in the preparatory stages since February. With the onset of the coronavirus, the event has been tentatively postponed to August 24th. Co-op partner this year is Visit Florida.
- On an ongoing basis, assisted tour operators, retail travel advisors and industry organizations with their needs for destination information, collateral material, updates, imagery and videos, etc.



GOAL 3: Consumer Outreach

Strive to optimize an increase in consumer awareness, inspire imagination and motivate travel to St. Pete/Clearwater by presenting the destination at key consumer shows.

- Between October and March, St. Pete/Clearwater was presented at the following consumer fairs in cooperation with our Visit USA Committees and VIA Urlaubservice:

▪ Reiselust Bremen (DE)	November 6-8, 2019	40,205 visitors
▪ T&C Leipzig (DE)	November 18-22, 2019	67,000 visitors
▪ CMT Stuttgart (DE)	January 11-19, 2020	260,000 visitors
▪ Vakantiebeurs (NL)	January 15-19, 2020	103,300 visitors
▪ Vakanz (LU)	January 17-19, 2020	29,000 visitors
▪ ABF Hannover (DE)	January 29-February 2, 2020	90,000 visitors
▪ Reisen Hamburg (DE)	February 5-9, 2020	80,000 visitors
▪ Brussels Holiday Fair (BE)	February 6-9, 2020	100,000 visitors
▪ f.r.e.e Munich (DE)	February 19-23, 2020	140,000 visitors
▪ R & C Essen (DE)	February 26-March 1, 2020	95,000 visitors
- New this year was the development of tactical offer flyers in cooperation with tour operator Cruising Reise for distribution to consumers at fairs. Several thousand destination magazines made it into the happy hands of travel-hungry customers.
- Continental European consumers continue to rate beach vacations a top priority with Florida being among the U.S. States of primary interest. Spending at least two weeks on their main annual vacation, consumers travel through the State visiting and exploring several destinations and are known for putting more miles on rental cars than many other nationalities. With direct air service to Florida from a number of continental European hubs, St. Pete/Clearwater is easy to reach. A presence at consumer fairs ensures increased awareness for the destination and boosts the potential for increased visitation.



GOAL 4: Cooperative Marketing

Actively leverage partnerships with key travel industry partners to effectively position St. Pete/Clearwater as the premier beach destination on Florida's Gulf Coast, ensuring maximization of budget resources, an increase in awareness bringing the destination front-of-mind and capturing a broad audience with our messaging.

- Between October and March, numerous marketing initiatives have been developed and launched with several co-op partners:
 - Brand USA – Fall Multi-Channel Campaign
 - Brand USA – Spring Multi-Channel Campaign*
 - Brand USA – Expedia Affinity Program*
 - America Unlimited, Germany
 - Canusa Touristik, Germany*
 - DW&T (LGBTQ+), Germany
 - FTI Touristik, Germany
 - Secret Escapes, Germany*
 - TUI, Germany
 - USA Reisen, Germany*
 - Hotelplan Suisse, Switzerland
 - Knecht Reisen, Switzerland
 - Jan Doets, Netherlands*
 - Tenzing Travel, Netherlands
 - The eTraining Company, Netherlands
 - Digital national consumer campaign, Germany*
- With the announcement of President Trump's travel ban from Europe's Schengen countries to the United States on March 12th, a number of programs underway were paused (reference the asterisk) and will be resumed at the appropriate time.
- Tour operator partners reported 2020 was off to an excellent start with bookings to the United States up on 2019, YTD bookings to Florida clearly above 2019's status (+20%), St. Pete/Clearwater tracking ahead of other FL destinations (between + 3% and 5%) and ranked among top destinations on Florida's Gulf Coast.



Central European Office FY 2021 Budget Summary

Sales

(16) Consumer/Trade Shows	\$	42,015
(19) Travel Trade Initiatives & Training	\$	72,895
Memberships	\$	3,490
Operational	\$	181,600

Total Sales		\$ 300,000
--------------------	--	-------------------

Total Sales Budget Request	\$ 300,000
-----------------------------------	-------------------





Central Europe
FY 2021 Sales Budget

Activity	Country	Month	Event Sales Cost	Travel	Other	Total
Consumer Shows						
Reiselust Bremen	Germany	November	\$ 547			\$ 547
T&C Leipzig	Germany	November	\$ 855			\$ 855
Reisemarkt Dresden	Germany	January	\$ 513			\$ 513
CMT Stuttgart	Germany	January	\$ 547			\$ 547
Vakanz	Luxembourg	January	\$ 568			\$ 568
Reisen Hamburg	Germany	February	\$ 479			\$ 479
ABF Reisemesse Hannover	Germany	February	\$ 855			\$ 855
f.re.e Munich	Germany	February	\$ 479			\$ 479
Reise & Camping Essen	Germany	February	\$ 855			\$ 855
Brussels Holiday Show	Belgium	February	\$ 403			\$ 403
Trade Shows / Conferences / Events / Biz Development						
DRV 70th Annual Convention	Germany	December	\$ 1,347	\$ 477		\$ 1,824
Vakantiebeurs	Netherlands	January	\$ 1,323	\$ 564		\$ 1,887
International Pow Wow	USA	May	\$ -	\$ 3,766		\$ 3,766
VSPC Sales Visit	USA	May	\$ -	\$ 3,330		\$ 3,330
VIP Client Event [Co-op Partner: TBA]	Switzerland	June	\$ 6,440	\$ 1,754		\$ 8,194
Brand USA Travel Week Europe	Germany	September	\$ 9,500	\$ 713		\$ 10,213
Business Development	Various	Ongoing	\$ 6,700	\$ -		\$ 6,700
Total Consumer / Trade Shows			\$ 31,411	\$ 10,604		\$ 42,015





Central Europe
FY 2021 Sales Budget

Activity	Country	Month	Event Sales Cost	Travel	Other	Total
Travel Trade Initiatives, Education & Training						
Visit USA Workshop	Belgium	October	\$ 575	\$ 368		\$ 943
FTI North America Road Show	Germany	October	\$ 8,211	\$ 219		\$ 8,430
Visit USA Workshop	Germany	October	\$ 3,558	\$ 69		\$ 3,627
Travel Club Workshop	Netherlands	November	\$ 1,029	\$ 437		\$ 1,466
Visit USA Seminar	Austria	November	\$ 2,013	\$ 656		\$ 2,669
Visit Florida Germany Road Show	Germany	November	\$ 4,759	\$ 1,306		\$ 6,065
Visit USA Seminar	Switzerland	February	\$ 2,760	\$ 1,259		\$ 4,019
Hotelplan Suisse Road Show	Switzerland	February	\$ 2,990	\$ 851		\$ 3,841
TUI North America Road Show	Germany	March	\$ 5,281	\$ 960		\$ 6,241
DER Touristik Webinar	Germany	March	\$ 2,053	\$ -		\$ 2,053
Visit USA Webinar	Germany	April	\$ 411	\$ -		\$ 411
Visit USA Bowling Road Show	Germany	May	\$ 2,326	\$ 666		\$ 2,992
Visit Florida Pan-European Road Show	CH & NL	June	\$ 4,759	\$ 1,691		\$ 6,450
FTI Freestyle Camp	Germany	July	\$ 6,843	\$ 138		\$ 6,981
Cruising Reise USA Workshop	Germany	August	\$ 2,185	\$ 328		\$ 2,513
Visit USA Cinema Road Show	Germany	September	\$ 2,326	\$ 673		\$ 2,999
Visit USA Road Show	Switzerland	September	\$ 3,105	\$ 1,001		\$ 4,106
Visit USA Road Show	Netherlands	September	\$ 1,208	\$ 1,081		\$ 2,289
VSPC FAM Trips	USA	TBD	\$ 4,800	\$ -		\$ 4,800
Total Travel Advisor Education & Training			\$ 61,192	\$ 11,703		\$ 72,895





Central Europe
FY 2021 Sales Budget

Activity	Country	Month	Event Sales Cost	Travel	Other	Total
Other: Memberships						
Visit USA Committees Germany, Switzerland, Austria					\$ 1,553	\$ 1,553
Visit USA Committee Belgium					\$ 633	\$ 633
Visit USA Committee Netherlands					\$ 690	\$ 690
DRV (Assn of German Tour Operators & Travel Agents)					\$ 614	\$ 614
Total Memberships						\$ 3,490
Other: Operational Expenses						
IT & Communications, Office Supplies, Printing, Postage, etc.					\$ 6,600	\$ 6,600
Promo Items (branded / special use)					\$ 2,000	\$ 2,000
Central Europe Marketing Services Fee					\$ 173,000	\$ 173,000
Total Operational						\$ 181,600
Total Budget			\$ 92,603	\$ 22,307	\$ 185,090	\$ 300,000





Activity	Country	Month	Justification
Consumer Shows			
Reiselust Bremen	Germany	November	Increase destination awareness / generate travel inspiration. Located in the hanseatic city of Bremen near the northern coast, this travel fair attracts 40,000 visitors over three days.
T&C Leipzig	Germany	November	Increase destination awareness / generate travel inspiration. Among the most important fairs located in the eastern state of Saxony attracting 67,000 visitors over five days.
Reisemarkt Dresden	Germany	January	Increase destination awareness / generate travel inspiration. Another top fair located in the eastern state of Saxony attracting 35,000 visitors over three days.
CMT Stuttgart	Germany	January	Increase destination awareness / generate travel inspiration. Located in the state of Baden-Württemberg, this travel fair is among Germany's largest attracting 267,000 visitors over 10 days.
Vakanz	Luxembourg	January	Increase destination awareness / generate travel inspiration. Luxembourg's top travel fair attracting 30,000 visitors over three days.
Reisen Hamburg	Germany	February	Increase destination awareness / generate travel inspiration. Top travel fair located in northern Germany attracting 80,000 visitors over the course of five days.
ABF Reisemesse Hannover	Germany	February	Increase destination awareness / generate travel inspiration. Top travel fair located in northern Germany attracting 90,000 visitors over the course of five days.
f.re.e Munich	Germany	February	Increase destination awareness / generate travel inspiration. Southern Germany's most important travel fair attracting 140,000 visitors over five days in the state of Bavaria.
Reise & Camping Essen	Germany	February	Increase destination awareness / generate travel inspiration. Located in the populous state of Northrhine-Westphalia, this travel fair attracts 95,000 visitors over five days.
Brussels Holiday Show	Belgium	February	Increase destination awareness / generate travel inspiration. Belgium's most important travel fair attracting 120,000 visitors over four days.
Trade Shows / Conferences / Events / Biz Development			
DRV 70th Annual Convention	Germany	December	Engage with key multipliers, further develop awareness, provide destination updates, sales support, encourage booking increases. DRV Deutscher Reiseverband (German Travel Association) is a key networking conference of 800 - 1,000 attendees during which tourism industry leaders engage related to hot topics and industry challenges. Leads to expanding our scope, leveraging partnerships with several industry sectors (tour operators, airlines, car rental, associations, etc.) and promoting our destination to top-line professionals.
Vakantiebeurs	Netherlands	January	Engage with key multipliers, further develop awareness, provide destination updates, sales support, encourage booking increases. The Netherlands' premier travel trade show attracting 12,200 travel professionals and 101,000 consumers. In cooperation with the Visit USA Committee Netherlands; participation in "Best of Florida" stand.
International Pow Wow	USA	May	Engage with key multipliers, further develop awareness, provide destination updates, sales support, encourage booking increases. US Travel Association's premier travel industry trade fair for approx. 5,000 suppliers and buyers across the globe. Three days of pre-scheduled appointments with key industry partners from our markets.
VSPC Sales Visit	USA	May	Engage with HQ and local industry members related to updates, hot news, site inspections, etc., maintain and further develop relationships essential to promoting the destination in Europe.
VIP Client Event [Co-op Partner: TBA]	Switzerland	June	Engage with key multipliers, further develop awareness, provide destination updates, sales support, encourage booking increases. Annual VIP event staged for premier Swiss tour operators and select media. Includes interactive product presentation with a view toward increasing product offers as well as expressing gratitude for continued partnership and business. Anticipated attendance: 15-20 VIP clients.



Central Europe
FY 2021 Action Plan Justification

Activity	Country	Month	Justification
Brand USA Travel Week Europe	Germany	September	Engage with key multipliers, further develop awareness, provide destination updates, sales support, encourage booking increases. Focused on showcasing the diverse range of U.S. travel experiences, the show provides suppliers an efficient platform in which to engage with buyers from across Europe (# of attendees TBA). Three days of pre-schedule appointments with key industry partners from our markets.
Business Development	Various	Ongoing	Engage with key multipliers, further develop awareness, provide destination updates, sales support, encourage booking increases. Participation in travel trade opportunities on an adhoc basis, e.g. in-house reservations agent trainings, sponsorships, sales visits, meetings with travel trade multipliers, pursuit of new opportunities, etc.
Travel Trade Initiatives, Education & Training			
Visit USA Workshop	Belgium	October	Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with Visit USA Committee Belgium. Premier training platform. Full-day engagement with +/- 100 retail agents.
FTI North America Road Show	Germany	October	Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with FTI (among Germany's top tour operators). 5 cities; 60-80 dedicated FTI retail agents/city (+/- 350 total).
Visit USA Workshop	Germany	October	Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with Visit USA Committee Germany. Full workshop weekend with Halloween extravaganza. Raffle incorporation. +/- 130 retail agents expected.
Travel Club Workshop	Netherlands	November	Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with Travel Club, a consortium of independent travel agencies. Full-day engagement with +/- 70 retail agents.
Visit USA Seminar	Austria	November	Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with Visit USA Committee Austria. Premier training platform. Full-day engagement with +/- 100 retail agents.
Visit Florida Germany Road Show	Germany	November	Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with Visit Florida. 5 German cities; 80-90 retail agents/city (+/- 425 total).
Visit USA Seminar	Switzerland	February	Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with Visit USA Committee Switzerland. Premier training platform. Full-day engagement with +/- 400 retail agents.
Hotelplan Suisse Road Show	Switzerland	February	Engage with travel advisors and consumers to educate, provide destination updates, sales support, encourage booking increases. In cooperation with Hotelplan Suisse (among Switzerland's top tour operators). Brand new Florida-dedicated initiative. B2B2C platform: Hotelplan's top agencies invite their VIP customers. 2 cities; +/- 200 total.
TUI North America Road Show	Germany	March	Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with TUI (among Germany's top tour operators). 3 cities; 70-80 retail agents/city (+/- 225 total).
DER Touristik Webinar	Germany	March	Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with DER Touristik (among Germany's top tour operators). 45-minute destination presentation; +/- 120 agents.
Visit USA Webinar	Germany	April	Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with Visit USA Committee Germany. 45-minute in-depth destination presentation; +/- 170 agents.
Visit USA Bowling Road Show	Germany	May	Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with Visit USA Committee Germany. Interactive educational platform. 2-3 cities; 50-60 retail agents/city (+/- 165).
Visit Florida Pan-European Road Show	CH & NL	June	Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with Visit Florida. 2 Swiss, 2 Dutch cities; 40-50 retail agents/city (+/- 180 total).
FTI Freestyle Camp	Germany	July	Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with FTI (among Germany's top tour operators). Brand new interactive educational program. Full training weekend. Pre/post marketing activities enhance impact of the event, ensuring repeated VSPC presence on FTI's channels. +/- 280 dedicated FTI retail agents, hand-picked, top turnover producers for the FTI Group.





Central Europe
FY 2021 Action Plan Justification

Activity	Country	Month	Justification
Cruising Reise USA Workshop	Germany	August	Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with Cruising Reise, a medium-sized tour operator with new USA program. Full-day workshop with +/- 70 agents.
Visit USA Cinema Road Show	Germany	September	Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with Visit USA Committee Germany. Innovative movie theater presentations. 2 cities; 50-60 agents/city (+/- 110 total).
Visit USA Road Show	Switzerland	September	Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with Visit USA Committee Switzerland. 4 cities; 40-50 retail agents/city (+/- 180 total).
Visit USA Road Show	Netherlands	September	Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with Visit USA Committee Netherlands. 4 cities; 30-40 retail agents/city (+/- 140 total).
VSPC FAM Trips	USA	TBD	Seeing is believing! Intensify awareness, educate, update, introduce destination characteristics on a firsthand basis with a view toward increasing bookings. 2 FAMs of approx. 20 top-selling agents each in cooperation with tour operator partners. Budget request to help offset accommodations cost in the aftermath of the Coronavirus crisis 2020.
Other: Memberships			
Visit USA Committees Germany, Switzerland, Austria			Memberships in key in-market tourism organizations are essential to leveraging partnerships and maximizing budget resources allowing us to participate in joint programs, thereby broadening messaging and network reach.
Visit USA Committee Belgium			
Visit USA Committee Netherlands			
DRV (Assn of German Tour Operators & Travel Agents)			



Central European Office FY 2021 Sales Plan

Depending upon the timing and level of which business resumes to the U.S. from international markets post-COVID-19, MSWolf Marketing will seek to identify opportunities to promote and grow the brand of St. Pete/Clearwater throughout Central European countries. The strategies below are based on pre-COVID-19 projections.

OVERALL GOAL

Increase room nights generated from European top tour operators by up to 3% from 27,000 to 27,810.

GOAL 1: Travel Trade Training

Engage with travel professionals to educate them on the many features, benefits and unique selling points of the destination, providing them with tools and the confidence to sell St. Pete/Clearwater effectively.

STRATEGIES:

- Collaborate with Visit Florida to participate in missions, educational seminars and road shows bringing St. Pete/Clearwater front-of-mind to a top-level audience of retail travel advisors. FY21: Two educational missions planned.
- Pool resources in partnering with tour operators and other industry organizations on programs such as road shows, interactive roundtables and events to conduct comprehensive training of select retail travel advisors. FY21: Three road shows (2x Germany, 1x Switzerland) and three seminar/workshop events (2x Germany, 1x Netherlands) planned.
- Conduct tour operator sales trainings with in-house reservations staff to keep agents abreast of our newest product offerings. FY21: Four planned.
- Partner with tour operators as well as our Visit USA Committees in conducting dedicated eLearnings. FY21: One-two planned.
- Solicit dedicated fam trip opportunities with tour operators to intensify agent's product knowledge by virtue of firsthand experiences. Explore possibilities to coordinate efforts with Central Florida DMO's (such as Visit Orlando, Visit Tampa



Bay) and attraction partners (such as SeaWorld Parks & Entertainment) to foster multi-center holiday communication. FY21: One-two planned.

- Maintain active industry memberships and coordinate initiatives with the Visit USA Committees in Germany, Austria, Switzerland, Belgium and The Netherlands, participating in and conducting comprehensive educational seminars, workshops and road shows in cooperation with these organizations bringing St. Pete/Clearwater to the forefront to a top-level audience of retail travel advisors while ensuring cost efficiency. FY21: Eight programs planned (1x Austria, 1x Belgium, 3x Germany, 1x Netherlands, 2x Switzerland).

GOAL 2: Travel Trade Outreach

Maintain and further develop market visibility and relationships by promoting the destination to key customers at significant travel fairs, conferences and events, ensuring St. Pete/Clearwater is brought front-of-mind.

STRATEGIES:

- Engage with tourism professionals at important travel trade shows and conferences such as IPW in the United States and Brand USA Travel Week Europe to maximize exposure, provide destination updates, discuss business opportunities and partnership programs.
- Host exclusive VIP event for top clients to preserve and strengthen our relationships and express our appreciation for their strong partnerships. FY21: One planned.
- Support and assist tour operators, retail travel advisors and industry organizations with their needs for destination information, collateral material, updates, imagery and videos, etc. on an ongoing basis.

GOAL 3: Consumer Outreach

Optimize an increase in consumer awareness, inspire imagination and motivate travel to St. Pete/Clearwater by presenting the destination at key consumer shows.

STRATEGIES:

- With the markets being strongly consumer driven and vacations being among European's top priorities (after the necessities of food and shelter), consumers are eager to visit tourism exhibitions for sourcing product, comparing suppliers



and discovering new vacation offers. In cooperation with our Visit USA Committees, we will concentrate efforts on at presence at the most important consumer fairs. FY21: Ten planned.

- Collaborate with strong tour operator multipliers to develop dedicated tactical offer flyers for distribution at consumer fairs to increase awareness and boost potential visitation.

GOAL 4: Cooperative Marketing

Actively leverage partnerships with key travel industry partners to effectively position St. Pete/Clearwater as the premier beach destination on Florida's Gulf Coast, ensuring maximization of budget resources, an increase in awareness bringing the destination front-of-mind and capturing a broad audience with our messaging. *

STRATEGIES:

- Continue to secure alliances and capitalize on relationships with top producing partners who have superior reputations and credibility in the marketplace and have a vested interest in promoting U.S. and Florida product.
- Identify, initiate and develop fully integrated, innovative co-op marketing plans and advertising programs with top partners targeting both consumer and retail trade with a view toward maximizing messaging reach, optimizing budget resources, driving business and ensuring premier positioning for St. Pete/Clearwater.

*Funding to support this goal is through the VSPC Advertising & Promotions budget.

