



ST.PETE CLEARWATER

Leisure Travel

FY 2021 BUDGET WORKSHOP



Leisure Travel FY 2020 Sales Plan

RECAP

GOAL 1:

Consumer Travel: Increase consumer travel to the destination via participation in 18 consumer initiatives throughout the USA and Canada.

- By the beginning of March 2020, the Leisure Travel Sales Department participated in 13 consumer shows for FY19/20 and distributed over 10,450 Destination Magazines and partner collateral - directly into the hands of consumers (most paid to be at these travel shows).
 - Travel & Adventure Shows – Boston, Chicago, LA, San Diego, Atlanta, DC
 - New York Times Travel Show
 - Travel Expo - Villages / Fall Fiesta in the Park – Orlando
 - Minneapolis Star Tribune Show, AAA Columbus, OH, Morris Murdock Travel Show, Utah, SITV Montreal
- Visit St. Pete/Clearwater had 100% Travel Industry Partner Participation in all shows – either paid brochure distribution or physical participation in each city. Participated in consumer shows in 9 States and Montreal, Canada.
- Travel & Adventure Shows saw a 21% growth in exhibit participation series wide with all their shows forecasting record attendance. Stats from Travel & Adventure – consumer detail:
 - 90% of attendees are in their peak earning years of 35 and up
 - 72% of attendees earn over \$100,000
 - 72% of consumers spend over \$5,000 on each trip
 - 91% will take 3-9 domestic trips in the next 12 months
- Why these shows, why these markets? Non-stop air service to TPA or PIE from all markets, DMO competition attending these shows (Visit Tampa, Fort Myers Sanibel, Fort Lauderdale, Miami, The Keys, Visit Central Florida, Naples and more). Benefit to Pinellas County Hotels & Attractions – increased room revenue potential and overall visitation.
- Market trends – Girlfriend Get-a-ways, Guys' Golf Trips, Extending after Business Trip, Single Travel, Milestone Birthday Celebrations and Destination Weddings.





- After diligent review of all data, these markets are considered for participation based on cost and potential to inspire travel, resulting in increased room nights to St. Pete/Clearwater.
- At 5 of our major consumer shows in FY20, we were able to estimate direct consumer expenditures in our area using room night calculations obtained from consumer feedback at that specific show. This number includes ONLY those clients that relayed their specific travel plans, NOT the overall potential from exhibiting at that show. This was the first year the Leisure Travel Department compiled this information to justify the ROI of these events. The total estimated room night revenue for the 5 shows was \$111,000 and the cost to exhibit at these shows was less than \$11,000. The Leisure Travel Department attended 13 consumer shows in FY20 before COVID-19 and industry partners have confirmed room nights were generated as a direct result of their participation at each event. We will continue to capture these numbers at all consumer shows moving forward.
- St. Pete/Clearwater was presented to consumers as a distinctive, vibrant destination featuring America's #1 Beach, by TripAdvisor in 2018 & 2019. The Leisure Travel Department targeted leisure consumers with travel preferences for family vacations, arts and culture, nature-based activities, sports enthusiasts and beach vacation travelers. Additionally, the Leisure Team was proactive in promoting the diverse accommodation options and attractions available to consumers who visit Pinellas County.
- Due to COVID-19 – all travel was postponed in mid-March.

GOAL 2:

Domestic Travel Trade Market: Participation in 50+ Travel Industry/Tour Operator Trade Shows across USA. Execute Visit St. Pete/Clearwater destination specific sales missions to 11+ top producing domestic markets including Allegiant Air, Southwest Airlines and Alaska Air cities. Create and/or utilize these opportunities to educate the travel industry professional on our destination, accommodation choices, arts & attractions and the benefits of selling St. Pete/Clearwater to their customers.

- Visit St. Pete/Clearwater attended the following Travel Advisor & Tour Operator Shows:
 - ASTA Midwest, ASTA Maine, PTANA Virginia, CCRA Miami & LA, Eastern Travel Assoc., PA – WITS, NY – Peninsula Travel Shows Carolinas & Maritime Travel Show, Halifax, Newfoundland, Canada
 - Florida Huddle Jacksonville, RTO Summit Orlando, Connect Travel Marketplace, Kissimmee & Visit St. Pete/Clearwater Hosted IITA 2020 Summit St. Pete Beach
 - Met with over 1,700 Travel Advisors at these shows and had 280+ one-on-one meetings with tour operators to discuss business for St. Pete/Clearwater. Visit St.





Pete/Clearwater Leisure Staff discussed new sales strategies and potential cooperative marketing opportunities with these partners.

- 2018 Key Tour Operator Production numbers (2019 not in yet) – Apple Leisure Group 36,000 Room Nights, Allegiant 32,000, Hotelbeds 15,000, Delta Vacations 10,000, JetBlue 5,500, Bonotel 4,000, and Sunwing 3,000. Will source these numbers and enter in Simpleview.
- Visit St. Pete/Clearwater Leisure Staff called on 6 AAA Auto Club Group Branch Offices. AAA Auto Club Group covers 13 states and includes 46 Branch Offices in FL with 13.5 million members with headquarters in Tampa, Charlotte, NC and Dearborn, MI. Leisure Travel is working on a sales training platform for AAA's Florida Specialist Program which is being created by the Tampa Sales Support Team. Future visits to AAA Auto Club Group Branch Offices are on-hold due to COVID-19.
- Strategic Tour Operator Shows 2020:
 - Florida Huddle in Jacksonville in January 2020 - **Attended**
 - Connect Travel Marketplace in Orlando in February 2020 - **Attended**
 - IPW in Las Vegas in June 2020 – **Cancelled**
 - Delta University – Atlanta - September 2020 - **Cancelled**
 - Hotelbeds Market Hub Americas in Cancun - Spring 2020 – **Postponed Indefinitely**
 - Apple Leisure Group Summit – City TBD - Summer 2020 – **Postponed**
- Visit St. Pete/Clearwater Hosted the 2020 IITA (International Inbound Travel Association) Receptive Operator Summit - Feb. 1 – 7, St. Pete Beach. Over 300 participants traveled to Sirata Beach Resort for 3-days of meetings, presentations and educational seminars with top selling Receptive Operators from across the USA.
 - Visit St. Pete/Clearwater had one-on-one appointments with 30 operators during the show to discuss potential new business for Pinellas County. Not all Operators at the Summit sell Florida programs, making some meetings unproductive for the destination. IITA is trying to grow the number of Operators that attend each year.
 - Visit St. Pete/Clearwater hosted 3 FAM's during the conference to allow participants the opportunity to learn more about the destination beyond the beach. FAM itineraries included stops at the Dali, Chihuly Collection, James Museum, St. Pete Shuffleboard Courts, Sunken Gardens and a history tour at the Renaissance Vinoy.
 - Visit St. Pete/Clearwater and Visit Tampa Bay also co-hosted a Post FAM for 6 Operators wanting to learn more about the destination for their clients.





- All sales initiatives were suspended mid-March due to COVID-19. The Leisure Travel Department will monitor the ever-changing tourism industry landscape through this crisis and advise industry sales initiatives will be rescheduled for first quarter FY21.

GOAL 3:

Canadian & International Travel Trade Market: The Leisure Travel Department will participate in Tour Operator Product Launches in 10 cities across Canada and execute an annual International Sales Mission that supports other key international markets; explore digital marketing opportunities with Hotelbeds and other key Receptive Tour Operators.

- All major Canadian Product Launches – suspended due to COVID-19. Trade shows, wholesale call center training and missions in Canada postponed. Sunwing Vacations Product Launch, Visit Florida Canada Road Show, WestJet Call Center Training - all moving to fall 2020 or early 2021.
- Liaise with International Directors in the UK and Germany to assist with creating **VIRTUAL FAM** visits and educational trips for the travel industry during this period of restricted travel.

GOAL 4:

Online Partnerships: Work with the Media & Advertising Departments to develop new marketing strategies for Visit St. Pete/Clearwater's online industry partners. Following the direction of Visit St. Pete/Clearwater's national advertising campaigns, will give these online initiatives enhanced brand messaging and increased partner visibility.

- Digital and Advertising Departments are developing all advertising and marketing opportunities with online travel partners for enhanced industry positioning on these travel websites. Visit St. Pete/Clearwater's strategy with Expedia continues to evolve into a global sales effort.
- Continuing to explore opportunities with Asia based Agoda, Priceline's Global Partner Services, to foster a beneficial collaboration with this online partner. Leisure Travel will work with the local Market Manager to identify ways to increase room night production into St. Pete/Clearwater. Initiative on-hold due to COVID-19.





GOAL 5:

Pinellas County Tourism Partnerships: Initiate and execute 71+ creative sales opportunities to reach key Travel Advisors, Receptive Operators, Consumers and Tour Operator partners.

- Invite local tourism partners to attend trade and consumer shows across the USA and Canada with Visit St/ Pete/Clearwater. As of the first week in March, the Leisure Travel Department completed 26 Sales Initiatives.
- As of March 2020, we had 38 Partner Participants and 45 Properties Paying for Collateral Distribution in various cities. All invoicing is current.
- Benchmark the success of Sales Opportunities: **ONGOING**
 - Partner Barometer – Calculated (when available), projected room night production obtained at consumer shows. This information is being entered in Simpleview and has been added to monthly reports.
 - Tour Operator/OTA (Online Travel Agents) - Room Night Production Numbers Available – sourcing 2019 numbers
 - Sales Reports – continue to use consumer feedback, Trade Show Analysis, and Competitive Set to gauge the ROI and success in these markets.
 - VSPC Research Tools – continue to use tools in Chartio to identify key markets and leisure travel trends.
- Create **VIRTUAL FAM'S** that showcase our unique properties, attractions, parks and festivals to both domestic and international travel trade. Benchmark success of these educational opportunities through participant surveys.
- The Leisure Travel Department is “rethinking” and re-evaluating sales strategy for 4th Quarter FY20 (July – Sept.) and 1st Quarter FY21 (Oct. – Dec). How can VSPC help properties that budget on a calendar year recoup some losses for this year?





Leisure Travel FY 2021 Budget Summary

Sales

(24) Trade Shows/Conferences **\$90,100**

(16) Sales Missions/Other Sales **\$161,800**

Total Sales \$ 251,900

Travel \$46,900

Professional Development \$ 500

Total Budget Request \$ 299,300

FY20 Budget \$ 498,600

Variance* **-40.0%**

*Variance due to shifting focus to AAA and larger shows and reductions due to Covid.





Leisure Travel FY 2021 Budget Request						
Show/Event	Location	Dates	Travel	Event Sales Cost	Professional Development	Total
Trade Shows / Conferences						
Fall Fiesta in the Park	Orlando, FL	November	\$1,000	\$3,500		\$4,500
Maritime Travel Annual Conference	Halifax, NS	November	\$1,000	\$2,500		\$3,500
AAA Great Vacations	Columbus, OH	January	\$1,500	\$1,500		\$3,000
AAA Hoosier Travel Expo*	Indianapolis, IN	January	\$1,000	\$1,500		\$2,500
Florida Huddle	City TBD	January	\$1,000	\$5,000		\$6,000
Travel & Adventure Show	Boston, MA	January	\$1,500	\$3,600		\$5,100
Travel & Adventure Show	Chicago, IL	January	\$1,500	\$6,500		\$8,000
Connect Travel Marketplace	Orlando, FL	February	\$1,000	\$3,500		\$4,500
The Villages Travel Expo	The Villages, FL	February	\$600	\$600		\$1,200
Travel & Adventure Show	Atlanta, GA	February	\$1,500	\$3,600		\$5,100
AAA Marketplace	Foxborough, MA	March	\$2,000	\$2,500		\$4,500
Travel & Adventure Show	Dallas, TX	March	\$2,000	\$3,600		\$5,600
Travel & Adventure Show*	Tampa, FL	March	\$500	\$3,600		\$4,100
Travel & Adventure Show	Philadelphia	March	\$2,000	\$3,600		\$5,600
IPW (paid \$22,905)	Las Vegas, Nevada May 10-14, 2021	May	\$3,000	\$5,000		\$8,000
Spring Fiesta in the Park	Orlando, FL	April	\$1,000	\$3,500		\$4,500
TravelBrands Agent Appreciation (6 cities)	Toronto, Montreal, Ottawa, Quebec City, Winnipeg, St Johns - Canada	April	\$3,000	\$5,000		\$8,000
Hotelbeds Market Hub Americas	TBD	May	\$2,000	\$7,000		\$9,000
Sunwing Travel Shows (3 cities)	Halifax, Winnipeg & Montreal - Canada	May	\$2,000	\$5,000		\$7,000
Travel Agents of Tennessee (TAT)	Nashville, TN	June	\$1,200	\$2,000		\$3,200
Apple Leisure Group Ascend	Chicago	September	\$1,000	\$2,500		\$3,500
Apple Leisure Group Ascend	King of Prussia	September	\$1,000	\$2,500		\$3,500
Apple Leisure Group Ascend	Milwaukee	September	\$1,000	\$2,500		\$3,500





**Leisure Travel
FY 2021 Budget Request**

Show/Event	Location	Dates	Travel	Event Sales Cost	Professional Development	Total
Delta University	City TBD - Delta Hub City	September	\$2,000	\$10,000		\$12,000
Total Trade Shows / Conferences			\$35,300	\$90,100		\$125,400
Sales Missions						
Visit Florida Welcome Centers Showcase	I-75 Florida	November	\$500	\$700		\$1,200
AAA Auto Club Group Reception - T&AD.	Chicago Suburbs	January		\$1,000		\$1,000
AAA Auto Club Group Reception - T&AD.	Atlanta, GA	February		\$1,000		\$1,000
Receptive Operator Meetings - Spring	Orlando, FL	March	\$300	\$2,000		\$2,300
AAA/Travel Advisor In-Market Educational Training*	Indiana	April	\$1,000	\$2,000		\$3,000
Allegiant Call Center	Las Vegas, NV	April	\$1,200	\$1,000		\$2,200
AAA/Travel Advisor In-Market Educational Training*	Chicago	May	\$1,000	\$2,000		\$3,000
AAA/Travel Advisor In-Market Educational Training*	Raleigh/Durham/Charlotte	May	\$1,500	\$2,500		\$4,000
Visit Florida Welcome Centers Showcase	I-95 Florida	May	\$500	\$700		\$1,200
AAA/Travel Advisor In-Market Educational Training*	Detroit	June	\$1,000	\$2,000		\$3,000
AAA/Travel Advisor In-Market Educational Training*	Nashville, TN	June	\$1,000	\$2,000		\$3,000
AAA/Travel Advisor In-Market Educational Training*	Minneapolis, MN	July	\$1,000	\$2,000		\$3,000
AAA/Travel Advisor In-Market Educational Training*	Atlanta	August	\$1,000	\$2,000		\$3,000
AAA Auto Club Group Office Visits	Georgia	TBD	\$400	\$300		\$700
AAA Auto Club Group Office Visits	South Florida	TBD	\$400	\$300		\$700
AAA Auto Club Group Office Visits	North Florida	TBD	\$400	\$300		\$700
Total Sales Missions			\$11,200	\$21,800		\$33,000





Leisure Travel FY 2021 Budget Request						
Show/Event	Location	Dates	Travel	Event Sales Cost	Professional Development	Total
Other						
FL Governor's Conference (1 Rep)	Florida	August	\$400	\$0	\$500	\$900
Customer Advisory Group*	Winter & Fall	TBD		\$25,000		\$25,000
AAA Auto Club Group/CAA Sponsorship*	TBD	TBD		\$100,000		\$100,000
Educational Site Visits	TBD	TBD		\$15,000		\$15,000
Total Other			\$400	\$140,000	\$500	\$140,900
Totals			\$46,900	\$251,900	\$500	\$299,300
*Indicates New Initiative				Total Budget Request		\$299,300





Leisure Travel			
Trade Shows / Conferences	Location	Dates	Benefit
Fall Fiesta in the Park	Orlando, FL	November	Orlando is the #1 drive market for our area. Approximately 100,000 higher income consumers attend Fall Fiesta over 2-days. Visit St. Pete/Clearwater and partners may distribute over 1,000 pieces of collateral and will engage consumers in discussions about the benefits of travel to this area.
Maritime Travel Annual Conference	Halifax, NS	November	Maritime Travel is a well known Canadian travel agency with multiple office locations across Canada. This conference is mandatory for the 400 plus Maritime Travel Advisors. During the 3-day conference, the advisors will be required to attend the trade show. Canada represents 57% of all inbound International Travel to the VSPC area.
AAA Great Vacations	Columbus, OH	January	AAA Great Vacations, Ohio, draws approximately 18,000 travelers to the trade show. Exclusive deals and same day bookings at the trade show with AAA Travel Advisors provides a great incentive to these potential travelers.
AAA Hoosier Travel Expo*	Indianapolis, IN	January	NEW! AAA Hoosier Travel Expo is the largest leisure travel show in Indiana. This show allows consumers to plan their next vacation and AAA Travel Advisors are on location to book it for them. Nonstop flights from Indy include Southwest & Spirit.
Florida Huddle	City TBD	January	Largest international & domestic tour operator appointment show in Florida. Buyers from all around the world attend both the trade show. Visit St. Pete/Clearwater will have 80 appointments over the 2-day show.
Travel & Adventure Show	Boston	January	Travel & Adventure Shows are among the most well recognized consumer travel show series. This show is marketing through radio, print and TV. The Boston Show drew approximately 28,000+ in attendance last year. This is ultimately an amazing opportunity to directly influence travelers. VSPC expects to contact approx. 100 travel advisors at the opening of this show.
Travel & Adventure Show	Chicago, IL	January	Travel & Adventure Shows are among the most well recognized consumer travel show series. This show is marketing through radio, print and TV. On average, this show brings in 20,000 to 30,000 consumers. Chicago is one of the top feeder markets to our destination with 15 nonstop flights into Tampa International Airport (TPA).
Connect Travel Marketplace	Orlando, FL	February	3rd year for this international tour operator show. 40 - one-on-one appointments with buyers from key markets including the UK, Ireland, China, India and Latin America.
The Villages Travel Expo	The Villages, FL	February	residents (85,000 permanent residents) of this exclusive and very affluent retirement community. The travel time of less than two hours is another appealing option for drive market, overnight and day tripper visitors.
Travel & Adventure Show	Atlanta, GA	February	Travel & Adventure Shows are among the most well recognized consumer travel show series. This show is marketing through radio, print and TV. On average, each show brings in 15,000 to 20,000 consumers.
AAA Marketplace	Foxborough, MA	March	AAA Marketplace is one of AAA's most popular travel shows in Massachusetts. Exclusive deals and same day bookings at the trade show draw approximately 28,000 consumers and more than 200 travel advisors.
Travel & Adventure Show	Dallas, TX	March	Travel & Adventure Shows are among the most well recognized consumer travel show series. This show is marketing through radio, print and TV. On average, each show brings in 15,000 to 20,000 consumers. Dallas is a growing market to our destination with nonstop flights into Tampa International Airport (TPA) on Southwest, American and Spirit.
Travel & Adventure Show*	Tampa	March	NEW! Travel & Adventure Shows are among the most well recognized consumer travel show series. This is a new show in the series.





Travel & Adventure Show	Washington DC	March	Travel & Adventure Shows are among the most well recognized consumer show series, this show is marketed through radio, print and TV. On average, this show draws 15,000 to 20,000 consumers. Washington D.C. is an established market to the destination with 9 nonstop flights into Tampa International Airport (TPA).
IPW	Chicago, IL	April	US Travel Association - largest domestic & international travel industry trade show in the USA. 160+ business meeting appointments with travel industry buyers and media from around the world and all major US & International markets for St. Pete/Clearwater.
Spring Fiesta in the Park	Orlando, FL	April	Orlando is the #1 drive market for our area. Approximately 100,000 higher income consumers attend Fall Fiesta over 2-days. Visit St. Pete/Clearwater and partners may distribute over 1,000 pieces of collateral and will engage consumers in discussions about the benefits of travel to this area.
TravelBrands Travel Advisor Appreciation	Toronto, Montreal, Ottawa, Quebec City, Edmonton, Vancouver, Canada	April	This trade show series is specific to TravelBrands top selling Travel Advisors. Visit St. Pete/Clearwater will connect with approximately 1,800 Advisors total. Canada accounts for over 57% of all the International Travelers coming to the destination. There are direct flights from Toronto and Montreal into the destination.
Hotelbeds Market Hub Americas	TBD	May	Hotelbeds is the largest Receptive Operator bringing in close to 53,000 room nights to St. Pete/Clearwater. Market Hub Americas brings in 350 of Hotelbeds top clients from 21 markets. Trade Show and Destination Training.
Sunwing Travel Shows	Montreal, Halifax, Winnipeg, Canada	May	Visit St. Pete/Clearwater will have the opportunity to provide destination training and travel advisor updates to approximately 500 travel advisors. PIE is attending the shows in Toronto and VSPC will attending the shows in Montreal, Winnipeg and Halifax - cities with nonstop flights.
Travel Agents of Tennessee (TAT)	Nashville, TN	June	150 Top Selling Travel Advisors - very cost effective way to reach Advisors in this market. Key Southwest airlines city.
Apple Leisure Group Ascend - Chicago	Chicago/King of Prussia/Milwaukee	September	300-400 Top Selling Travel Advisors for ALG. Trade Show format.
Delta University	TBD - Delta Hub City	September	Delta University - 1,000 top booking Travel Advisors attend. Visit St. Pete/Clearwater sponsorship includes training classes and trade show. Hotel partners attend with Visit St. Pete/Clearwater.
Sales Missions	Location	Dates	Benefit
Visit Florida Welcome Center Showcase Events	I-75 Florida	November	2.7 Million Travelers pass through the 5 Florida Welcome Centers Annually. Visit St. Pete/Clearwater will provide Welcome Center Staff training and updates to onsite collateral materials. Many of the travelers that enter Florida on this major highway stop at the Visitor Centers without firm plans for where they intend to go while visiting the State. They defer to the Florida Travel Specialists of the welcome centers for inspiration and advice.
AAA Reception - T&AD. - with VTB	Chicago Suburbs	January	Leisure Travel will partner with Visit Tampa Bay to host a AAA Reception at the Travel & Adventure Show in Chicago 2021.
AAA Reception - T&AD. - with VTB	Atlanta	February	Leisure Travel will partner with Visit Tampa Bay to host a AAA reception in at the Travel & Adventure Show Atlanta 2021.
Receptive Operator Meetings ORL - Spring	Orlando, FL	March	Annual lunch meeting to update key Receptive Operators, based in Orlando, about our area. New business opportunities are explored. Connect with 30-35 Operators.
AAA Auto Club Group - In-Market Educational Training*	Indiana/Chicago/Raleigh/Charlotte	April/May	In-market training opportunity with AAA Branch Offices - Membership Reps., Travel Advisors and Leadership Teams. Coordinating these efforts through the Travel Sales Support Team headquarters in Tampa.
Allegiant Call Center	Las Vegas, NV	April	Call Center training for 100 Staff. This sales mission provides a way for the hotels and attractions to give updates to the Call Center agents. The Call Center accounts for only 7% of direct sales, so destination training is designed to provide additional support for customer service inquires.





Visit Florida Welcome Center Showcase Events	I-95 Florida	May	2.7 Million Travelers pass through the 5 Florida Welcome Centers Annually. Visit St. Pete/Clearwater will provide Welcome Center Staff training and updates to onsite collateral materials. Many of the travelers that enter Florida on this major highway stop at the Visitor Centers without firm plans for where they intend to go while visiting the State. They defer to the Florida Travel Specialists at the welcome centers for inspiration and advice.
AAA Auto Club Group - In-Market Educational Training*	Detroit, MI/Nashville TN/Minneapolis, MN/Atlanta, GA	June/July/ August	In-market training opportunities with AAA Branch Offices - Membership Reps., Travel Advisors and Leadership Teams. Coordinating these efforts through the Travel Sales Support Team headquarters in Tampa.
AAA Auto Club Group Office Visits	Florida/Georgia	TBD	AAA Auto Club Group was founded over 100 years ago for the purpose of lobbying for driver and passenger rights, fair laws and safer vehicles. Since then, AAA Auto Club Group has grown to over 13.5 million members. Leisure Travel continues to maintain our relationships with the influential AAA Travel Advisors in the State of Florida and GA.
Other	Location	Dates	Benefit
FL Governor's Conference (2)	Florida	August	Professional Development/Continuing Education
Customer Advisory Group*	TBD	TBD	Collaboration with customers to improve delivery of Leisure Travel services. Involves hosting clients in the destination twice yearly to discuss trends, areas for improvement, etc.
AAA Auto Club Group Sponsorship*	TBD	TBD	Visibility in branch offices, call to action, incentive plan for top selling branches, highest revenue producing offices, possible Annual Meeting Sponsorship.
Educational Site Visits - FAM	In County	TBD	development of itineraries for vetted domestic and international travel trade professionals that visit the destination for business educational opportunities. Leisure Travel strives to create a memorable and educational experience for FAM participants in a focused effort to successfully promote the St.Pete/Clearwater area for its excellence as a tourism destination. VSPC averages up to 20 FAM tours per year.
*Indicates New Initiative			



Leisure Travel FY 2021 Sales Plan

GOAL 1:

Consumer Travel: Increase consumer travel to the destination via participation in consumer initiatives throughout the USA and Canada.

STRATEGIES:

- Participate in a variety of quality consumer shows throughout the United States and Canada to target a diverse cross-section of potential visitors. The Leisure Travel Department has narrowed its focus on consumer shows that have direct air service into TPA and cities that are ranked in the Top-20 markets for overnight visitor numbers. The Leisure Travel Department also evaluates each market with regards to consumer demographics, travel advisor participation, Tour Operator/OTA (Online Travel Agents) Production Numbers, Partner Stats/Participation and Competition. After diligent review of all data, these markets are considered for participation based on cost and potential to inspire travel, resulting in increased room nights to St. Pete/Clearwater.
 - Travel & Adventure Shows
 - ♦ Chicago
 - ♦ Boston
 - ♦ Atlanta
 - ♦ Philadelphia
 - ♦ Dallas
 - ♦ **NEW** Tampa
 - AAA Travel Shows – Columbus, OH, Indianapolis, Greater Boston/New England Area.
 - In-state Travel Shows including Spring and Fall Fiesta in the Park, Lake Eola/Orlando Festivals, I-75 and I-95 Welcome Center Events, and Villages Travel Show.



- Estimate direct consumer expenditures in our area by calculating room nights based on consumer feedback at specific shows. This number is based on specific travel plans discussed with consumers at the show, NOT the overall potential from exhibiting. This will be the 2nd Year the Leisure Travel Department has compiled this information to evaluate success and justify the ROI of these events.
- St. Pete/Clearwater will be presented as a distinctive, vibrant destination featuring America's Best Beaches – St. Pete Beach #2 by TripAdvisor, Clearwater #5, coming off #1 in 2018 and 2019. The Leisure Travel Department will target leisure consumers with travel preferences for family vacations, arts and culture, nature-based activities, sports enthusiasts and beach vacation travelers. Additionally, the Leisure Team will be proactive in promoting the diverse accommodation options and attractions available to consumers who visit Pinellas County.
- Each year the Leisure Travel Department reviews new consumer sales initiatives based on criteria outlined, market trends, ongoing research and ROI.
- The team will evaluate the attendance, consumer demographics, market potential and feedback received from surveys at all Consumer Shows to measure the effectiveness of motivating potential customers to action during recovery. Cost vs. value of these face-to-face interactions.

GOAL 2:

Domestic Travel Trade Market: Participate in Travel Industry/Tour Operator Trade Shows in key markets across USA. Execute Visit St. Pete/Clearwater - AAA Auto Club Group destination specific sales training to educate AAA travel industry professionals on our destination, accommodation choices, arts & attractions and the benefits of selling St. Pete/Clearwater to their customers.

STRATEGIES:

- Partnering with select professional travel industry associations including Travel Agents of Tennessee for continuing education and/or destination accreditation for members. Call Center Training planned for Allegiant in Las Vegas.
- Creating a new partnership with AAA Auto Club group to educate travel advisors in key markets. The new club includes **FL, GA, TN, IL, IN, MI, IA, MN, ND, NC, SC, WI**. Planning in-market trainings for Membership Reps, Travel Advisors and Leadership Teams for those states highlighted above. Coordinating these efforts through the AAA Travel Sales Support Team headquartered in Tampa.



- Working with AAA on a new Expertise Track – Florida Expert. Possible AAA Branch Office incentives and Annual Meeting Sponsorship. Three new headquarters for this AAA Auto Club – Tampa, FL, Dearborn, MI & Charlotte, NC.
- Strategic Tour Operator Shows 2021:
 - Florida Huddle in January 2021
 - Connect Travel Marketplace in Orlando - February 2021
 - IPW in Las Vegas – May 2021
 - Delta Vacations University in Atlanta - September 2021
 - Hotelbeds Market Hub Americas in Cancun - Spring 2021
 - Apple Leisure Group / Ascend Shows in Chicago, King of Prussia, PA and Milwaukee - Summer 2021
- Develop a collaborative effort to reach the travel industry through events that involve other Visit St. Pete/Clearwater departments, airline partners, local colleagues and travel industry specialists.
- Participate in wholesale product launches and conferences, which attract high-volume retail travel advisors.
- Capitalize on strategic partnerships with Southwest Airlines Vacations, Delta Vacations, JetBlue Vacations, WestJet Vacations, Sunwing Vacations and other domestic/Canadian operators to target their top selling travel advisor partners.
- Schedule in-state AAA Auto Club Group sales calls to meet with the majority of AAA Florida Clubs and update them on seasonal offerings. AAA Travel Counselors sell both Daytripper's and overnight visitors to our area.
- Use ARC (Airline Reporting Company) Global Agency Pro to measure, track, promote and grow Travel Advisor bookings into St. Pete/Clearwater and track Tour Operator & Receptive Operator Room Night production for rebound analysis.
 - Tools like ARC's Global Agency Pro will provide Visit St. Pete/Clearwater a view of global agency distribution, destination performance and market potential. Custom reports can analyze travel agency partnership growth and performance measurements and benchmarking. Leisure Travel Department recommends getting this tool for additional Travel Advisor Research.

- Visit St. Pete/Clearwater will continue to identify what percentage of Tour Operator business comes from Travel Advisors vs. Consumer Direct and poll area hotels to determine market mix including direct Travel Advisor bookings.
- Customer Advisory Council – Collaborate with key Travel Advisors, Tour Operators and RTO's (Receptive Tour Operators) to improve delivery of Leisure Travel Services. Involves hosting clients in the destination twice yearly to discuss trends, areas for improvement, etc.
- Monitor the ever-changing tourism industry through educational conferences, seminars, trade publications, meetings and interaction with key industry staff, including the state's tourism entity, Visit Florida. Maintain an open dialog with other Visit St. Pete/Clearwater Departments and travel industry partners to evaluate new opportunities to increase room night production through our Domestic Travel Trade Partners.

GOAL 3:

Canadian & International Travel Trade Market: The Leisure Travel Department will participate in Tour Operator Product Launches in 10 cities across Canada and execute an annual International Sales Mission that supports other key international markets. Explore new sales initiatives with Hotelbeds and other key Receptive Tour Operators.

STRATEGIES:

- Attend all major Canadian product launches, trade shows, wholesale call center training and missions in Canada. Once again, Visit St. Pete/Clearwater and the St. Pete – Clearwater International Airport (PIE) will partner at events in Halifax and Toronto to support Sunwing Vacations.
- Evaluate production numbers from key operators - Sunwing, Air Canada Vacations, TravelBrands, WestJet Vacations and Air Transat Vacations. Evaluate strategic marketing opportunities (both traditional advertising and digital) with these partners and evaluate travel trends impacting Canadian travel to St. Pete/Clearwater.
- Continue to participate in U.S. Travel Association's IPW, Florida Huddle, and Connect Travel Marketplace.
- Collaborate with VSPC's Latin America Department to host Receptive Operator training initiatives planned for Orlando and Miami.



- UK Sales Mission for 2021. UK & Ireland Call Center Trainings with key tour operators in the region. Opportunity for travel industry partners to present their product or attraction to key staff and product managers.
- Liaise with International Directors in the UK and Germany to assist with in-bound site visits and educational trips for the travel industry; maintain close contact with International Directors for industry updates and additional sales opportunities.
- Continue to track Canadian Tour Operator business to St. Pete/Clearwater and work with CAA (Canadian Automobile Association) on drive traffic statistics for the Tampa Bay Region during recovery.

GOAL 4:

Pinellas County Tourism Partnerships: Initiate and execute creative sales opportunities to reach key Travel Advisors, Receptive Operators, Consumers and Tour Operator partners in top performing markets.

STRATEGIES:

- Invite local tourism partners to attend trade and consumer shows with Visit St/Pete/Clearwater in key markets across the USA and Canada. Create and initiate sales opportunities that will engage industry participation and allow room night production growth for partners. Continue to provide sales initiatives that have a brochure distribution component for partners that are unable to travel to these trade shows and/or missions.
- Retain or grow partner participation in all sales initiatives throughout the fiscal year. Provide strategies to maximize their exposure at shows and industry events. Create a Customer Advisory Group to develop and customize sales strategies during the year.
- Continue to create imaginative and educational FAM events for the travel industry, to provide them with better tools to sell our destination. Investigate opportunities to co-op these FAM's with other Florida DMO's (Destination Marketing Organizations) including Visit Tampa and Visit Florida when appropriate. Benchmark success of these educational opportunities through participant surveys.
- Evaluate the success of Sales Opportunities:





- Partner Barometer – Room Night Production in top Origin Markets, Key Accounts List, Participation, and Emerging Market Opportunities. Host Leisure Travel Forum to evaluate strategies outlined.
 - Tour Operator/OTA - Room Night Production in top Origin Markets, Market Trends/Opportunities/Challenges.
 - Sales Reports – Use Consumer Feedback, Trade Show Analysis, and Competitive Set to evaluate the success of sales opportunities. Utilize in-house research tools and other travel research reporting.
- Collaborate with VSPC Departments and the marketing staff from both, Tampa International Airport and St. Pete - Clearwater International Airport, to assist in the promotion of air service for increased passenger counts and visitation to the destination.
 - Engage stakeholders to evaluate their goals and challenges, create a Council of Travel Industry Advisors to assist Visit St. Pete/Clearwater in short term and long-range Leisure Travel sales planning as markets reopen.

