



ST.PETE CLEARWATER

Meetings & Conventions

FY 2021 BUDGET WORKSHOP



Meetings & Conventions

FY 2020 Sales Plan

RECAP

GOAL 1:

Generate 170,000 definite room nights resulting from the leads generated by the Meetings and Conventions Department.

- As of 4/10/20 we have booked 80,772 room nights.
- We have had 10,570 room nights cancel for an economic impact of \$4.4 Million due to COVID-19.

GOAL 2:

Increase awareness and knowledge of the St. Petersburg/Clearwater area by actively soliciting Request for Proposals (RFP) for industry trade shows to be held in Pinellas County in FY20 or FY21.

- We hosted Connect Florida, 325 room nights in November 2019 at the Renaissance Vinoy Resort.
- We hosted Meetings Today Live, 190 room nights in November 2019 at The Wyndham Grand Clearwater Beach.
- We hosted NorthStar's Independent Planner Education Conference (IPEC), 540 room nights at The Don Cesar.
- We obtained the RFP for SITE Classic, 775 room nights in September of 2021 or 2022. Currently waiting on dates for a site inspection at both The Don Cesar and The Renaissance Vinoy Resort.

GOAL 3:

Increase awareness and knowledge of the St. Petersburg/Clearwater area as a meeting destination to the LGBTQ market.

- We joined LGBT Meeting Planners Association and sponsored a reception prior to the opening reception at the annual meeting for Professional Conference Management Association (PCMA).





- We will sponsor a reception during IMEX in September for the members of LGBT Meeting Planners Association which affords us the opportunity to network and provide a presentation on the destination.

GOAL 4:

Increase awareness and knowledge of the St. Petersburg/Clearwater area as a meeting destination to corporations and associations in the Western United States by exhibiting at trade shows and executing sales missions and client events.

- This is the 6th year we have had a sales mission to Arizona where in addition to sales calls, we held 2 separate client events for Helms Briscoe (HB) and Hospitality Performance Network (HPN). We had 5 hotel partners participate and booked 506 room nights for October 2021 as a direct result of this sales mission.
- We attended Meetings Industry Council of Colorado along with 5 of our hotel partners. This was in late February and we are still following up on leads obtained at this show.
- We have a sales mission planned for Texas this fall where we will target Dallas and Houston for corporate, association and incentive business.

GOAL 5:

Focus on our strategic partnerships with third party meeting planner organizations and identify opportunities to build the brand of St. Petersburg/Clearwater.

- Sent out quarterly New & Now emails through each 3rd party company portal to stay front of mind and up to date on all changes in Pinellas County.
- Held 6th Annual HB/HPN Client events.
- Planning 2 potential FAM's for the fall; one in St Pete and one in Clearwater.
- Both Helms Briscoe and Conference Direct have cancelled their Annual Partner Meetings due to COVID-19. We hope to be able to attend when they reschedule these dates.





Meetings & Conventions FY 2021 Budget Summary

Sales

(33) Trade Shows/Conferences	\$277,500
(14) Sales Missions/Client Events	\$207,000
Contracted Sales Offices	\$256,000
Convention Services & Incentives	\$1,150,000
Other Sales	\$192,250

Total Sales **\$2,082,750**

Travel **\$124,550**

Professional Development **\$14,400**

Total Budget Request **\$2,221,700**

Expected Industry Contribution **(\$54,800)**

Net Budget **\$2,166,900**

FY20 Budget **\$3,092,150**

Variance* **-28%**

*Variance due to Covid-19 reductions.





Meetings & Conventions FY 2021 Budget Request						
	Location	Dates	Travel	Event Sales Cost	Prof. Dev	Total Budget
Trade Shows						
IMEX America (2)	Las Vegas, NV	October	\$6,000	\$150,000		\$156,000
FSAE Education Week	Tallahassee FL	October	\$1,000	\$1,000		\$2,000
Meetings Today Live	tbd	October	\$1,500	\$4,000		\$5,500
Joint CVB Holiday Decorating Event*	Minneapolis, MN	November	\$2,000	\$1,800		\$3,800
CMP Conclave	Colorado Springs, CO	November	\$2,000		\$2,500	\$4,500
Connect Faith	tbd	November	\$2,500	\$5,000		\$7,500
FL Encounter	tbd	November	\$1,500	\$2,500		\$4,000
CVB Reps Holiday Event	Washington, D.C.	December	\$1,200	\$2,000		\$3,200
SITE FL & Caribbean BoD Installation	Ft. Lauderdale	January	\$700	\$150		\$850
Helms Briscoe FL CVB's	Multiple Cities	January	\$4,000	\$8,000		\$12,000
Connect Diversity	tbd	January	\$2,500	\$5,000		\$7,500
RCMA	tbd	January	\$2,500	\$5,000		\$7,500
MPI Monthly Meetings and Events	Tampa, FL	March	\$200	\$1,300		\$1,500
SITE FL & Caribbean Sponsor Event	Miami, FL	March	\$700	\$300		\$1,000
IPEC - Independent Planners Educ Conf	tbd	March	\$2,000			\$2,000
Conference Direct Annual Partner Meeting (2)	Las Vegas, NV	March	\$4,000	\$10,000		\$14,000
SITE Incentive Summit	tbd	April	\$4,000			\$4,000
Incentive Live	Tuscon, AZ	April	\$2,000			\$2,000
Helms Briscoe Annual Partner Meeting (2)	Las Vegas, NV	May	\$4,500			\$4,500
Simpleview Summit	Phoenix, AZ	May	\$1,500		\$3,000	\$4,500





Meetings FY 2021 Budget Request						
	Location	Dates	Travel	Event Sales Cost	Prof. Dev	Total Budget
NYSAE	New York, NY	May	\$2,500	\$8,500		\$11,000
MPI New Jersey/New York	tbd	June	\$2,000	\$4,000		\$6,000
FSAE Annual Meeting	tbd	July	\$1,300	\$1,450		\$2,750
Destinations International Annual Conference	Chicago, IL	July	\$4,000		\$2,500	\$6,500
MPI WEC (2)	Las Vegas, NV	July	\$4,000		\$4,000	\$8,000
MPI SEC (2)	tbd	July	\$1,500		\$2,400	\$3,900
Destination Southeast	tbd	August	\$1,500			\$1,500
Connect Marketplace (3)	New Orleans, LA	August	\$5,000	\$15,000		\$20,000
ASAE	tbd	August	\$3,000	\$12,500		\$15,500
SMART Meetings (5 events)	tbd	tbd	\$10,000	\$35,000		\$45,000
FICP Fall Symposium	Idaho	September	\$2,000	\$4,000		\$6,000
XSITE	tbd	September	\$1,500	\$1,000		\$2,500
SITE Classic	Seattle, WA	September	\$4,000			\$4,000
Total Trade Shows			\$88,600	\$277,500	\$14,400	\$380,500
Sales Missions						
North/South Carolina Sales Mission *	tbd	tbd	\$2,000	\$7,000		\$9,000
Kentucky/Tennessee Sales Mission*	tbd	tbd	\$2,000	\$7,000		\$9,000
Texas Sales Mission	Dallas/Houston	tbd	\$2,000	\$7,000		\$9,000
N.E. Sales Mission	NY/MA	tbd	\$2,000	\$10,000		\$12,000
Wisconsin or Michigan Sales Mission	WI or MI	tbd	\$2,000	\$7,000		\$9,000
Kansas City/ St. Louis Sales Mission *	Missouri	June	\$2,000	\$7,000		\$9,000





Meetings & Conventions FY 2021 Budget Request						
	Location	Dates	Travel	Event Sales Cost	Prof. Dev	Total Budget
Minneapolis Sales Mission & Twins Event	Minneapolis, MN	June	\$2,000	\$13,000		\$15,000
Florida Sales Missions (3)*	Tally, Jax, Orlando	tbd	\$4,000	\$21,000		\$25,000
California Sales Mission	LA/SFO	tbd	\$2,200	\$7,000		\$9,200
Total Sales Missions			\$20,200	\$86,000		\$106,200
Client Events						
Gold Cup Client Event	Washington, DC	May	\$2,000	\$45,000		\$47,000
NE Client Event	New York, NY	tbd	\$2,000	\$12,000		\$14,000
Phillies Annual Client Event	Philadelphia, PA	tbd	\$2,000	\$12,000		\$14,000
Local Client Events Tampa Bay	Tampa Bay Area	quarterly	\$250	\$40,000		\$40,250
HB/HPN Annual Client Event	Phoenix, AZ	October	\$2,000	\$12,000		\$14,000
Total Client Events			\$8,250	\$121,000		\$129,250
Contract Sales Offices						
Washington DC Contract Sales				\$225,000		\$225,000
Washington DC Office Lease				\$31,000		\$31,000
Total Contract Sales Offices				\$256,000		\$256,000
Other						
Helms Briscoe				\$35,000		\$35,000
Northstar				\$67,250		\$67,250
Customer Advisory Group	St Pete/Clearwater			\$25,000		\$25,000
Familiarization Tours *	St. Pete/Clearwater			\$50,000		\$50,000
Local Travel/Sales Calls	Tampa Bay Area		\$7,500	\$5,000		\$12,500





Meetings & Conventions FY 2021 Budget Request						
	Location	Dates	Travel	Event Sales Cost	Prof. Dev	Total Budget
Client Educational Site Visits	St. Pete/Clearwater			\$10,000		\$10,000
Total Other			\$7,500	\$192,250		\$199,750
Total Meetings Sales Activities			\$124,550	\$932,750	\$14,400	\$1,071,700
Convention Services & Incentives						
Event Fulfillment Contract				\$30,000		
Promotional Items				\$20,000		
Convention Bid Development				\$100,000		
Convention Incentives				\$700,000		
Convention Services				\$300,000		
Total Convention Services & Incentives Expense				\$1,150,000		\$1,150,000
*Indicates New Initiative				Total Budget Request		\$2,221,700
				Expected Industry Contribution		(\$54,800)
				Net Budget		\$2,166,900





Meetings and Conventions			
Show/Event	Location	Dates	Benefit
IMEX America	Las Vegas, NV	October	Largest international appointment based meeting and incentive show in N. America. 5 + partners participate. 2019 110 pre set appts. 17 RFP's 8741 room nights
FSAE Education Week	Tallahassee, FL	November	Florida Society of Association Execs, education event. Sales calls with hotels partners and client events.
Meetings Today Live	tbd Florida	November	One to one appointment show with meeting planners looking to place business in Florida. Ratio of buyers to suppliers is 1:1
Joint CVB Holiday Decorating Event*	Minneapolis, MN	November	Client event at Bachman's (home decorating store) hosted by VSPC + 3 add'l CVBs. 4 RFPS/1910 (pending) potential room nights from 2019. 2018: 4 contracted meetings, 1120 definite room nights
CMP Conclave	Colorado Springs, Co	November	Professional development for CMP's to receive credits towards their certification. Opportunity to network with meeting planners. - 1 Mgr has CMP 2 will be testing in 2021
Connect Faith	tbd	November	One on One appointment show with religious conference planners- typically we receive 10 - 15 RFP's . 2019 definite room nights 2839 - sponsor Breakfast with podium time
FL Encounter	tbd	November	Tradeshow of all Florida destinations meeting with planners looking to book meetings in Florida only. 2019 - 1080 possible room nights
CVB Reps Holiday Event	Washington, D.C.	December	Annual Client Event hosted by all of the destinations (CVB's) that have representation based in Washington, DC. - Association
SITE FL & Caribbean BoD Installation	Ft. Lauderdale	January	VSPC staff Serving on the board to serve the incentive travel business and develop awareness to our destination
Helms Briscoe FI CVB's	Multiple cities FI	January	Networking client event hosted by VSPC where HB Associates bring in their customers. Expect 2 - 4 RFP's per event
Connect Diversity	tbd	January	One on one appointment show with meeting planners (SMERF& LGBTQ) 5 + RFPS collected - 30 appts. We received 5 RFP's totaling 7174 rm nights - 1 definite booking of 500 rm nights
RCMA	tbd	January	Largest Religious conference tradeshow in the US, typically 6 or more RFP's, over 15 years - 2019 - we booked 2839 definite room nights
MPI Monthly Meetings and Events	Tampa, FL	March	Monthly Meeting Planners International Tampa Bay chapter meetings. Professional Development and Networking
SITE FL & Caribbean Sponsor Event	Miami	March	Marketing sponsorship to Florida area incentive and corporate planners- expect 1-2 RFP's - Tracy is on the Board. Suzanne was on the Board for 4 years
IPEC - Independent Planner Educational Conference	tbd	March	One on One appointment show with Independent Meeting Planners (3rd parties with no affiliation) - 5 RFP's Hosted at Don Cesar this year. 2019 One Site 750 roomnights,
Conference Direct Annual Partner Meeting	Las Vegas, NV	March	Appointment show and annual meeting of Conference Direct (3rd party) meeting planners. Two comp registrations included in partnership agreement with ConferenceDirect
SITE Incentive Summit	tbd	March	Educational and business development conference of incentive buyers-2019 received 5 leads - converted one for 109 RN
Incentive Live	Tuscon, AZ	April	One on one appointment show with incentive planners, 30 appointments and podium presentation. 2 hotel partners - 4 RFP's 1400 room nights 2019
HelmsBriscoe Annual Partner Conference (ABC)	Las Vegas, NV	May	Annual meeting of largest 3rd party planner organization in the country. Preferred partnership. Booked 46,356 RN in 2019
Simpleview Summit	Phoenix, AZ	May	CRM Database training for staff
NYSAE - NY Society of Association Executives	New York, NY	May	NY Society of Association Executives annual tradeshow and client event. Only event that targets NE assoc meeting planners. 2019 - 1435 Room nights, 3 RFP's. 812 Definite Room nights.
MPI New Jersey/New York	tbd	June	Corporate, Incentive, Association and 3rd party meeting planners. 2019 - 2 definite bookings 937 room nights.
FSAE Annual Meeting	tbd	July	FL Society of Assoc Execs Annual Tradeshow and education event
Destinations International Annual Conference	Chicago, IL	July	Destination Marketing Organization's Annual Education Conference. Professional Development and industry education/networking





Show/Event	Location	Dates	Benefit
MPI World Education Congress	Las Vegas, NV	July	Annual Educational Conference that offers CEU credits to maintain professional designations and affords opportunities for new business connections.
MPI Southeast Conference	tbd	July	Annual Educational Conference that offers CEU credits to maintain professional designations and affords opportunities for new business connections
Destination Southeast	tbd	August	One on One appointment show with CMP planners in the Southeast and educational conference- 2019 4 RFP's with total of 1,052 Room nights
Connect Marketplace	tbd	August	Appointments Association, Corporate, and Specialty Markets. 2019 Assoc - 11 RFP's - 5057 room nights, Corp - 7 RFP's - 4,922 room nights Definite - 2655 room nights. Specialty -
ASAE	Las Vegas, NV	August	American Society of Association Execs Annual education and tradeshow summit 8 RFP's with a 744 definite rm night booking
SMART Meetings (5 events)	tbd	tbd	Appointment based tradeshow (over 85) - 2019 resulted in 2 site visits, 117 qualified RFP's and 1 definite booking for 320 RN
FICP Fall Symposium	Idaho	September	Financial and Insurance Planners (including incentive). Booked incentive group - 715 RN
X-SITE	tbd	September	14 appointments in 2019 - 5 RP's total 2500 room nights. US meetings planners, one to on appointments, and professional development.
SITE Classic	tbd	September	Annual meeting of N. American incentive buyers looking for luxury destinations.VSPC is a sponsor of the event. Bidding to host 2022 or 2023
Sales Missions			
North/South Carolina Sales Mission *	tbd	tbd	Sales calls and destination presentations with hotel partners. we receive 10 or more RFP's from NC & SC w/definite bookings over 2,000 rm nights
Kentucky/Tennessee Sales Mission *	tbd	tbd	Corporate. Emerging Market - 2019- 4,296 rm nts Tennessee - 673 Kentucky - 2018 -1,250 Tennessee - 3,295 Kentucky
Texas Sales Mission	Dallas/Houston	tbd	Sales calls, destination presentations and client events hosted in Texas hosting association and corporate clients.
N.E. Sales Mission	NY/MA	tbd	Sales calls, destination presentations and client events hosted in Ny/Boston hosting association and corporate (medical, financial, Insurance)
Wisconsin or Michigan Mission *	WI or MI	tbd	Association - Emerging Market - 2018 - Room Nts - 5,287 Michigan - 9,292 Wisconsin - 2019 - 1,289 Michigan - 2,369 Wisconsin
Kansas City/ St. Louis Sales Mission *	Missouri	June	Association - Growth Market -2019 -905 Rm nts Missouri, 620 Rm Nts Kansas - 2018 - 99 Rm Nts Missouri, 2,369 rm nts.
Minneapolis Sales Mission & Twins Event	Minneapolis, MN	June	Twins Client Event. 7517 Definite room nights as a result of this program over several years. 2019 - 2 RFP's 914 room nights
Florida Sales Missions *	Tally, Jax, Orlando	tbd	Sales missions performing sales calls and destinations presentations with hotel partners to corporate, association and SMERF clients in the Florida market.
California Sales Mission	California	tbd	Sales calls and destination presentation with hotel partners to meeting planners in California t, Corporate and Incentive - Room nts - 2018 - 7,655 2019 - 16,615 (*)
Client Events			
Gold Cup Client Event	Washington, DC	May	Annual Client Event, 10th year, host DC based planners. 7 partners attending - Over the 1st 6 years 17,000 definite room nights from hotel partners. CVB 2800 definite room nights
New England Client Event	Boston, MA	tbd	Annual client event hosting Boston meeting professional looking to place business in Florida. In conjunction with Visit Tampa Bay - Have not done in a few years. 2018 - room Nts 645 - 2019 474
Phillies Annual Client Event	Philadelphia, PA	tbd	Annual Client Event in the Northeast Co hosted with the leisure department - 3 RFP's 1,000 room nights 2 Definite bookings 700 room nights - Room Nts 2018 - 9,930 - 2019 - 4,126
Local Client Events Tampa Bay	Tampa Bay Area	Quarterly	Host quarterly client facing events in the Tampa Bay area from the association and corporate markets to present and educate on the destination.
HB/HPN Annual Client Event	Phoenix, AZ	tbd	Hosted events for home base of these major 3rd party planner companies. We take 5 partners. 2019 we booked over 51,000 RN from these companies





Show/Event	Location	Dates	Benefit
Contract Sales Offices			
Washington DC Contract Sales			Contract Sales office salary and expenses
Washington DC Office Lease			Office space
Other			
Helms Briscoe/ Conf Direct/HPN Events			Partnership fee/Marketing agreements
Northstar Travel and Meetings		contract	Marketing and Show agreements - See specific shows for description
Customer Advisory Group			Focus Group of meeting planners from different markets hosted in destination for meeting on best practices, trends overall meeting and convention topics.
Familiarization Tours*			2-3 destination tours, in conjunction with our hotel partners for group business
Local Travel/Sales Calls	Tampa Bay Area		Local Mileage for Sales Mgrs and Event expenses for office visits/lunch and learns etc.
Client Educational Site Visits	tbd	tbd	Funds to support bringing clients in for site inspections
Convention Services & Incentives			
Event Fulfillment Contract			Fee for fulfillment center to send out collateral
Promotional Items			Promotional marketing items purchased to be used at industry tradeshows and client events.
Convention Bid Development			Monetary commitments to our hotel partners to secure industry tradeshows to be hosted in St Pete/Clearwater.
Convention Incentives			Monetary commitments to our hotel partners to secure future business - \$800,116 in FY19
Convention Services			237 groups serviced in FY19



Meetings & Conventions

FY 2021 Sales Plan

GOAL 1:

Generate 85,000 - 120,000 definite room nights resulting from the sales and services efforts of the Meetings and Conventions team.

STRATEGIES:

Given the forecast and the economic slowdown, due to COVID 19, it is vital that we look at our sales efforts and adjust accordingly.

- Continue to build and foster relationships with meeting planners, educating them on the St Pete/ Clearwater area, putting an emphasis on attending more targeted client facing trade shows and conferences.
- Stay up to date on social distancing guidelines for meetings and conventions so that we may answer client questions and concerns as they relate to meeting in St. Pete/Clearwater.
- Historically Florida, and more specifically, the Tampa Bay area, has been the number one market for conferences and meetings coming to St Pete/Clearwater. We will build on these relationships by hosting quarterly in-market client facing events and performing sales calls and lunch-and-learn presentations at corporations throughout Tampa Bay.
- In addition, concentration will be on increasing our presence in Florida, by hosting 2 – 4 familiarization trips. Focus will be on the association and corporate markets to re-introduce and educate planners on additional hotel inventory and attractions.
- Focus will be put on establishing and cultivating relationships in our growth and emerging markets in the Southeast and Midwest, through sales calls/missions, FAM's and client facing educational events.
- Showcasing the destination is essential to secure definite business. Developing, and executing site inspections, in person as well as virtually, through collaboration with our hotel partners and stakeholders will be a top priority.



- Collaborate with Visit Tampa Bay in key markets to partner on sales missions and client events.
- Take advantage of marketing and sponsorship opportunities at conferences as a platform to present the destination to a captive audience of meeting planners.
- Partner with Pinellas County and other municipal Economic Development divisions to retarget top industries for meetings and conventions.
- Collaborate with Digital & Communications to extrapolate information from research datasets to help guide decision making on target markets and customer trends.

GOAL 2:

Increase awareness and knowledge of the St. Petersburg/Clearwater area by actively soliciting Request for Proposals (RFP) for industry trade shows to be held in Pinellas County in 2021, 2022 and 2023.

STRATEGIES:

- Obtain the RFP for SMART Meetings 3 – day conference
 - 1:1 appointment show, networking with corporate, association and incentive meeting planners.
 - 75 – 100 meeting planners attend.
 - Provides opportunities for other hotels to showcase their properties during offsite events or activities.
 - 1:1 buyer to supplier ratio.
- Continue working with Society for Incentive Travel Excellence (SITE) on securing SITE Classic 2022 or 2023.
 - 1:1 appointments with incentive buyers from throughout the United States. These are high level planners typically looking for luxury destinations.
 - This show attracts 100 – 150 incentive buyers and looks to place this meeting in September or October.
 - Provides opportunities for other hotels to showcase their properties during offsite events or activities.





- Work with CVENT to obtain the RFP to host one of their Elite Meetings Alliance conferences.
 - 3-day event that brings in 70 pre-qualified Corporate and Association meeting professionals.
 - Preferred dates: Q3 – August/September or Q4 – November.
 - 1:1 Ratio of buyers to suppliers.
 - One to one appointments and networking.
- Solicit the RFP to host a Prevue event.
 - Meet Well RFP – focused around health and wellbeing in convention programs.
 - 1:1 buyer to supplier ratio.
 - Corporate, Incentive, Financial and Medical.
 - Flexible on dates.

GOAL 3:

Meeting Planner Experience, Sales and Services.

STRATEGIES:

The better the experience the better the chance of return. Exemplary customer service is what sets us apart from other CVB's and we aim to meet and surpass these expectations with each conference that is held in St. Pete/Clearwater. In 2019 we serviced 219 groups.

- Maintain a database of cleanliness and social distancing guidelines utilized by our hotel, transportation and attraction partners, to include in RFP submissions and to answer client questions and concerns.
- Communicate with our hotel partners so they are aware of the services that are available for all groups that book in St Pete and Clearwater, even if the lead did not come through the CVB.
- Establish a customer advisory group, consisting of stakeholders and meeting planners, to foster creativity, strategic thinking and overall industry knowledge.



- Authentic and genuine experiences, that leave a lasting impression, continue to be what meeting planners are seeking. We will strive to keep up on new trends, venues, experiences and overall destination knowledge.
- Focus on building a database of sustainability and CSR projects that meeting planners can incorporate into their conferences. Both topics have become staples in meetings programs, from educational sessions to interactive workshops. CSR projects foster networking among attendees while doing good in the local community.
- Wellness and wellbeing topics and themes continue to trend in the meetings market and are being implemented into the agendas at conferences. Update our services database with wellness ideas, activities and experiences that are unique to our destination.
- Collaborate with Advertising Department to create a new meeting planner guide focusing on services, and the overall destination experience.
- Collaborate with the County's Strategic Performance Management Division to create and implement a post conference survey to send to planners, evaluating our services and the destination experience.
- Develop a stronger focus on interacting through social media within the meetings industry. Work with the digital team on ideas for content. Many CVB's have departmental Facebook and Instagram pages that clients subscribe to.

GOAL 4:

Focus on our strategic partnerships with third party meeting planner organizations and identify opportunities to build the brand of St. Petersburg/Clearwater.

- Maintain a strong presence at all annual meetings and client events.
- Utilize the *New and Now* to send out quarterly email blasts through 3rd party portals to promote the destination and our services and incentives.
- Distribute virtual site inspection videos for associates to present the destination when an in-person site inspection cannot happen.
- Collaborate with our hotel partners to organize and execute familiarization tours to educate and update third parties on hotels and attractions in the destination.



- Reach out to Helms Briscoe (HB), Hospitality Performance Network (HPN) and Conference Direct (CD) to discuss opportunities to participate in their regional meetings.
- Highlight the booking incentive available for prospective business.
- Develop an incentive plan for independent meeting planners that rivals the ones offered to the larger well known third parties. Out of all segments, independent planners were affected the most by reductions in commissions from major hotel chains.

