



ST.PETE CLEARWATER

UK, Ireland, Scandinavia

FY 2021 BUDGET WORKSHOP



UK, Ireland & Scandinavia Office FY 2020 Sales Plan

RECAP

GOAL 1:

Proactively and innovatively engage with the travel trade to maximize room nights, increase market share and position St Pete/Clearwater as the premier beach destination.

- Conduct tour operator sales calls to expand, develop and improve existing business. Conducted 25 sales calls from 01 October – 23 March 2020.
- Conduct regular presentations to tour operator reservations & sales staff. Conducted 6 training sessions from 01 October 2019 – 23 March 2020. Trainings planned for April/May postponed.
- Assist our tour operator partners with their own internal staff familiarisation tours of the destination. To date we have assisted Kenwood Travel with an internal staff fam trip.
- Offer, coordinate and conduct tour operator partner in-house staff incentives to push sales to our area. In-house staff incentives arranged with Tour America, USAirtours, Travel Planners and Ocean Holidays - placed on hold due to coronavirus.
- Host VIP tour operator event. Planned event at Hound Lodge on the 14th May -postponed due to coronavirus and UK lockdown restrictions.
- Attend the annual IPW trade show – Scheduled for June 2020.

GOAL 2:

Continue to work closely with our retail travel trade via our tour operator and other trade partners in order to hit the high street consumer directly in a targeted and cost-effective manner.

- Continue our partnership and sponsorship of the Virgin Retail Store in Braehead, Glasgow. Results to date: Quarterly visits conducted, hosted Christmas party in December, in constant contact providing regular updates to staff. Postponed next planned visit, proposed joint event in Braehead Mall and organisation of in-house fam due to coronavirus, store closed until further notice due to UK lockdown requirements.
- Initiate joint national in-store retail campaigns with our tour operator partners to access their retail agency or independent travel agency chains to highlight key messages. Results to date: Joint Gold Medal & Visit Florida Agent initiative 4th quarter 2019. Secured second





campaign (solus initiative) with Gold Medal independent agencies taking place late August to late September 2020.

- Sponsorship of Virgin Holidays Peaks Brochure Launch with 200 top selling Virgin Retail Travel Agents (one of approximately 25 sponsors) as Virgin Holidays is our top producing tour operator – Event took place December 2019. Trained 200 sales staff utilising cornhole game and virtual reality headsets and networked with agents and head office personnel.
- Educate a selection of front-line sales staff on our destination via dedicated training sessions and keep Visit St Pete/Clearwater forefront in their mind as a premier beach destination in Florida. Glen Travel trained November 2019, other agency trainings postponed because of coronavirus.

GOAL 3:

Participate in general travel industry opportunities to ensure we are maximizing our partners in the trade via innovative and diverse ways to distribute our message.

- Attend the Scandinavian Trade Shows as part of the Florida Beaches partnership in conjunction with Fort Lauderdale, Palm Beach County and The Beaches of Fort Myers & Sanibel – Results to date: Attended Explore The World in Oslo, Matka in Helsinki and Ferie for Alle in Denmark January & February 2020. Also attended Swanson's Sweden and FDM Denmark consumer shows in conjunction with Fort Lauderdale.
- Host travel agent and tour operator familiarisation trips for firsthand destination knowledge. Results to date include hosting SeaWorld Mega fam (October 2019) and Product Manager's fam in partnership with Experience Kissimmee (November 2019).
- Conduct joint sales and training mission with Florida partners. Postponed joint week-long training mission with Experience Kissimmee, Visit Tampa Bay and SeaWorld Parks & Entertainment in April 2020 due to coronavirus outbreak.
- Maintain membership and co-ordinate promotional activity with the UK, Irish and Scandinavian Visit USA Committees as well as attending roadshows in conjunction with these committees – Results to date: Attended Discover America Stockholm trade event in January 2020.
- Continue to work closely with the Visit Florida UK & Ireland office on any co-op opportunities. Confirmed participation in the travel trade partners sailing event (June 2020).
- Initiate a series of Irish initiatives such as membership of Travelbiz Directory, participation in the Irish Visit USA workshop (postponed until second half of 2020 dates tbc) and general outreach.





GOAL 4:

Continue with our very proactive tour operator co-op marketing initiatives to maximize destination awareness, increase room nights, promote twin-centre messaging and increase market share.

- Target our top producing tour operators and work with them on bespoke marketing plans to target their consumers and retail trade partners. Co-ops launched with Expedia, Tour America and USAirtours. Co-ops confirmed with BA Holidays, Ocean Holidays, Funway Holidays and Virgin Holidays currently on hold.





**UK, Ireland & Scandinavia Office
FY 2021 Budget Summary**

Sales

(8) Trade Shows/Conferences	\$25,400
Travel Industry Initiatives & Retail	\$97,550
Memberships	\$8,500
Operations	\$168,550
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Total Contract	\$300,000





Global Travel Marketing- UK, Ireland & Scandinavia FY 2021 Budget					
		Dates	Other	Event Sales Cost	Total
Trade Shows					
Travel Bulletin Trade Roadshows	1 USA Roadshow/1 Luxury Travel Roadshow	February/March		\$4,200	
Scandinavian Discover America Initiatives	Visit USA Copenhagen/Stockholm/Malmo & Ad Hoc Opportunities	January/February/March		\$7,200	
Nordic	Florida's Beaches Shows/FDM/Swanson's	January/February/March		\$8,500	
USA Trade Shows	IPW & Annual VSPPC trip	June/October		\$5,500	
Total Trade Shows					\$25,400
Travel Agent Training/Visit Florida Initiatives/Retail In-store Promotions					
Tour Operator VIP Event	UK event	May		\$19,800	
National Retail In-Store Promotions	2 in-store travel agent promotions	December/April		\$22,500	
Visit Florida Initiatives	Trade partner event	June		\$4,250	
Virgin Retail Braehead	party sponsorship	October - September		\$11,540	
Operator/Trade Liaison	UK & Ireland	October - September		\$14,950	
Travel Trade Incentive Prizes & Sweepstakes Holiday	4 x tour operator in-house sales staff incentives & prize giveaway	Any time throughout the fiscal year		\$10,000	
Tour Operator Trade Opportunities	Training days, lunch sponsorships, tour operator treats visits	Any time throughout the fiscal year		\$5,790	
Ireland Initiatives	Travelbiz directory, Visit USA Roadshow, ad hoc Visit USA opportunities	December/April		\$8,720	
Total Travel Agent Training/Visit Florida Initiatives/In-store Promotions					\$97,550
Memberships					
Visit USA Memberships	UK, Ireland & Nordic			\$8,500	
Total Memberships					\$8,500
Operations					
Travel Trade Fams	1 solus/1 partner/ad hoc requests from tour operator partners		\$12,050		
Operational Expenses	Phone, rental, usage		\$6,500		
Branded Giveaways	Sourcing and production of specific items pertinent to the UK, Irish & Scandinavian travel trade		\$3,000		
UK & Ireland Office Services Fee			\$147,000		
Total Operations					\$168,550
Total Contract Budget			\$168,550	\$131,450	\$300,000





Global Travel Marketing - UK, Ireland & Scandinavia

FY 2021 Action Plan Justification

	Location	Date	Intended Audience/ Target Market	Anticipated Outcome	Measures of Effectiveness
Trade Shows					
Travel Bulletin Trade Roadshows	UK	February/March	120 agents to be trained (approximately 60 per show)	Destination awareness and increased bookings	Room nights booked v previous year, engagement with website and social media channels
Scandinavian Discover America Initiatives	Nordic	Jan/Feb/March	240 Travel agents/sales agents: Malmo = 80, DA Stockholm = 80, DA Gothenburg = 80	Destination awareness and increased bookings	Room nights booked v previous year, engagement with website and social media channels
Consumer Shows Nordic	Nordic	Jan/Feb/March	Consumers: Explore The World = 1,800, Swanson's = 1,350, FDM = 4,000, Ferie For Alle = 63,350 and Matka = 68,300 Total 138,800 consumers	Destination awareness and increased bookings	Room nights booked v previous year, engagement with website and social media channels
IPW	USA	May	18 - 20 Trade partner meetings UK, Ireland & Scandinavia	Provide destination updates with a view to increase product and room nights	Increase product and room nights booked v previous year - increase chances of partnerships
Travel Agent Training/Visit Florida Initiatives/Retail In-store Promotions					
Tour Operator VIP Event	UK	May	Target 15 key Tour Operator & trade partners	Provide destination updates with a view to increase product and room nights / thank you for continued business and partnership	Increase product and room nights booked v previous year - increase chances of partnerships
National Retail In-Store Promotions	UK	December/April	Retail travel agents & consumers: 2 solus campaigns - consumer reach 42,000 / trade reach 700 travel agents	Destination awareness, area updates, increased bookings	Increase in room nights booked v previous year, direct marketing
Visit Florida Initiatives	UK & Ireland	June & July	Tour operators & trade partners: 42 key travel trade personnel attend the sailing event/ 1 consumer event targeting approximately 40,000 consumers	Destination awareness, area updates, increased bookings	Increase product and room nights booked v previous year - increase chances of partnerships
Virgin Retail Braehead (additional opportunities, promotions, in-house staff fam trips training visits, xmas party)	UK	October - September	In house staff & consumers: Shopping centre footfall per annum = 16 million consumers / total staff members in store = 11 sales agents	Increased bookings & destination awareness, in-store promotional opportunity attendance	Increase in room nights booked v previous year
Travel Trade Incentive Prizes	UK & Ireland	4 events throughout the year	Tour operator reservations/sales agents & consumer prize giveaway	Increased bookings & prizes	Increase in room nights booked v previous year





	Location	Date	Intended Audience/ Target Market	Anticipated Outcome	Measures of Effectiveness
Tour Operator Trade Opportunities	UK & Ireland	Quarterly/Jan/ April	Tour operator trade partners: Visit our top operators on a quarterly basis to update staff on our area (approximately 175 staff seen every quarter) and continue to sponsor and or send sweet treats to 100 Virgin Holidays and 100 British Airways call centre staff on a quarterly basis // Tour Operator training mission will target 87 tour operators that will cover training for 110 front line sales staff.	Destination awareness, area updates, increased bookings	Increase in room nights booked v previous year
Ireland Initiatives	Ireland	December/April	Trade Opportunities: Travelbiz annual trade directory distributed to 6,230 Travel Agencies in Ireland // Visit USA Ireland Road Show; two events to be held in Dublin and Cork targeting senior managers, product developers and owner/operators of travel agencies - total of 70 key personal will be trained.	Destination awareness, area updates, increased bookings, advertising	Increase product and room nights booked v previous year - increase chances of partnerships
Memberships					
Visit USA Memberships	UK, Ireland, Nordic	Annual	Travel Trade	Essential industry memberships, chance to participate in joint activities, roadshows etc	Increase product and room nights booked, engagement with website and trade partnerships
Operational					
Travel Trade Fams	UK & Ireland	October/June	Target 35 travel industry professionals: UK & Ireland travel agents/reservations agents or product managers	Increased product and increased economic impact in destination	Room night booked v previous year
Branded Giveaways	UK, Ireland & Scandinavia	Oct- Sept	UK, Irish & Scandinavian travel trade personnel		



UK, Ireland & Scandinavia 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, Global Travel Marketing will seek to identify opportunities to promote and grow the brand of St. Pete/Clearwater throughout the UK, Ireland and Scandinavia. The strategies below are based on pre-COVID-19 projections.

OVERALL GOAL:

Increase room nights generated from UK, Ireland & Scandinavian top tour operators by 3% from 42,000 to 43,260.

GOAL 1:

Proactively and innovatively engage with our tour operator partners to maximize room nights and position St. Pete/Clearwater as the premier Florida beach destination.

STRATEGIES:

- Conduct 35 tour operator sales calls to expand, develop and improve existing business
- Conduct 14 presentations to tour operator reservations & sales staff to keep them updated on our product
- Assist our tour operator partners with their own internal staff familiarisation tours of the destination - 3 in total
- Nurture our top tour operators by visiting their call centres on a quarterly basis to provide update trainings (approximately 175 agents per quarter), participate in tour operator trade opportunities including call centre sponsorships and conduct a training sales mission in conjunction with other Florida partners (Approximately 7 operators visited and 110 agents met and trained face to face)
- Offer, coordinate and conduct 4 x tour operator partner in-house staff incentives to push sales to our area
- Attend IPW and meet with UK, Irish & Scandinavian tour operator partners and other trade suppliers including airlines



GOAL 2:

Continue to work closely with the retail travel trade via our tour operator and other trade partners in order to hit the high street consumer directly in a targeted and cost-effective manner.

STRATEGIES:

- Continue our partnership and sponsorship of the Virgin Retail Vroom Store in Braehead, Glasgow – Store located in Braehead Shopping Mall with a footfall of 16 million consumers per annum. Sponsorship includes hosting in-store events, conducting shopping centre promotions, in-house trainings, quarterly visit to the store to re-train/update staff, provide staff with personal fam trips to destination
- Initiate 2 solus joint national in-store retail campaigns with our tour operator partners to access their retail agency or independent travel agency chains to highlight key messages – Consumer reach estimated at a total of 42,000 and trade reach approximately 700 agents
- Sponsorship of Virgin Holidays Peaks Brochure Launch with 200 top selling Virgin Retail Travel Agents
- Educate a selection of front-line sales staff on our destination via 4 dedicated training sessions and keep St. Pete/Clearwater forefront in their mind as the premier beach destination in Florida reaching a total of approximately 125 travel agents

GOAL 3:

Initiate general travel industry opportunities to ensure we are maximizing our trade partnerships via innovative and diverse ways

STRATEGIES:

- **Trade shows**
 - Participate in 2 travel agent road shows organised by Travel Bulletin a UK Travel Trade Publication reaching a total of approximately 120 front line travel agents.
 - Attend the major Scandinavian Consumer Shows, some as a stand-alone entity and others as part of the Florida Beaches partnership in conjunction with Fort



Lauderdale, Palm Beach County and The Beaches of Fort Myers & Sanibel – A total of 138,800 consumers attend these shows

- **Fam Trips**
 - Host 2 fam trips; 1 standalone and 1 in partnership with a central Florida destination partner hosting a total of 35 travel industry professionals
- **Events**
 - Host key VIP event to thank our trade contacts for their continued partnerships. Target 15 key partners
- **Memberships**
 - Maintain membership and co-ordinate promotional activity with the UK, Irish and Scandinavian Visit USA Committees
 - Continue to work closely with the Visit Florida UK & Ireland office on 2 major co-op opportunities per year
 - Continue our membership of the Ireland Travelbiz Directory, the premier information source for the Irish travel trade

GOAL 4:

Continue with our very proactive tour operator co-op marketing initiatives to maximize destination awareness, increase room nights, promote twin-centre messaging and increase market share.*

STRATEGIES:

- Target our top producing tour operators and work with them on bespoke marketing plans to target their consumers and retail trade partners
 - Operators to target will include Expedia, Virgin Holidays, BA Holidays, Ocean Holidays, Funway Holidays, Tour America, USAirtours and Trailfinders

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