

LEISURE TRAVEL

December 2023

Prepared by:

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Director Leisure Travel

Trade Shows/Missions

December 2023

12/3-7	Ohio Sales Mission
12/5-6	CCRA Power Solutions – New York

December 2023

Ohio Sales Mission

December 3 - 7, 2023

ATTENDANCE: 61 Travel Advisors

INDUSTRY

PARTICIPATION: Holiday Inn & Suites Harbourside, Wyndham Grand, TradeWinds Island Resorts

COLLATERAL

DISTRIBUTED: 1100 Destination Magazines, Logo Items, Partner Collateral (most materials distributed post mission)

RESULTS:

- The Ohio Sales Mission concentrated on travel advisors in the region and started in Kentucky (Cincinnati Suburbs) and ended in Cleveland, Ohio. VSPC had 3 partners from the destination, Wyndham Grand Clearwater Beach, Holiday Inn & Suites Harbourside, Indian Rocks Beach, and TradeWinds Island Resorts.
- In Cincinnati and Columbus, VSPC met with 12 agencies and 7 offices requested a box of Destination Magazines. In Cleveland, VSPC met with 17 agencies and 9 boxes of Destination Magazine were requested.
- Overall, VSPC will be distributing over 1,100 DMs into the Ohio market.
- AAA Strongsville has ready booked 2 rooms for a 5-night stay at the Hilton Clearwater Beach for the end of the month.
- Travel Partners (an agent in Dublin, OH) is working on a week-long vacation for St Pete Beach, still deciding on which property to book.
- AAA Grandview was booking a week-long vacation while we were at the office. VSPC was able to give the traveler our destination information.
- Creative Vacations is working on a 120-person group for April of next year. Partners on the sales mission are following up with rates and availability.
- Partners were very pleased with the sales mission, and we now have 61 new Travel Advisors from the Ohio market in Simpleview. VSPC will follow-up to have these agents complete our online training specialist course with Visit Florida.

RECOMMENDATION: VSPC will continue to create and execute sales missions in strategic markets for the destination. Partner participation and feedback will be helpful in planning future initiatives.

STAFFED BY: Darryl Boggess - Sales Manager Leisure Travel

CCRA Power Solutions – New York

December 5 - 6, 2023

ATTENDANCE: 200+ Travel Advisors

INDUSTRY

PARTICIPATION: Holiday Inn & Suites Clearwater Beach

COLLATERAL

DISTRIBUTED: 200 Destination Magazines, Logo Items

RESULTS:

- CCRA Power Solutions had travel advisors from both New York and New Jersey. Over 200+ participated in this day- long event. Travel Advisor training sessions began in the afternoon and ended with the evening trade show where collateral was distributed to the advisors.
- Advisors from these NE markets are booking St. Pete/Clearwater through Delta Vacations, Southwest Vacations and JetBlue Vacations. This event was a very cost -effective way to reach the home-based travel advisors that live in the New York/NJ area and have a customer base across the USA.
- Holiday Inn & Suites, Clearwater Beach joined VSPC during the trade show.
- Business discussed at the show included the following bookings:
 - May 25-29 Sandpearl Resort Clearwater Beach- family vacation- AAA Manhattan
 - June- 22-26 Hilton St Petersburg Bayfront- St Pete Pride- AAA Manhattan
 - Aug 31-Sept 5 Don CeSar St Pete Beach- wedding party- Travel Leaders
- CCRA is now providing room night production numbers from across their network to provide ROI for VSPC's participation in these events.

RECOMMENDATION: VSPC will continue to support CCRA and these home-based travel advisors. They have loyal customers with a demand for our destination.

STAFFED BY: Gail Yeager – Sr. Sales Manager Leisure Travel

CANADIAN UPDATE

- VSPC Leisure Travel & PR Departments are working with WestJet on a contest with the Toronto Blue Jays. The contest will run from Feb. 10th through the end of the month. Fans can win a trip to St. Pete/Clearwater with airfare. In addition to the fans, two Canadian influencers Kevin Wendt his wife Astrid Loch will be traveling with the group for a Spring Training game. The Influencer and fans will tag the host hotel (Fenway) & @visitspc and content will include hotel stories (room, resort etc.). Up to 10 stories total. WestJet will also be sending some marketing staff and they will tag the host hotel (hotel content) & @visitspc in stories, and video content as an official destination partner. WestJet will be hosting this FAM/Influencer group (16 pax) at a Toronto Blue Jays Spring Training Game on March 12th.

DOMESTIC UPDATE

- In addition to a co-op marketing campaign with Visit Florida and Travel Leaders, VSPC will conduct a webinar for Travel Leaders travel advisors on March 19th. They have 60,000 agents in their USA network and 3000 across Canada. The webinar will be evergreen and live on their Agent Universe Page for one year.

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

1/13-14	Travel & Adventure Show – Chicago, IL
1/19-21	Pittsburgh AAA Travel Showcase
1/20-21	Travel & Adventure Show – Denver, CO
1/27-28	Travel & Adventure Show – New York, NY