

LEISURE TRAVEL

November 2023

Prepared by:
Rosemarie Payne, CDME
Director Leisure Travel

Trade Shows/Missions

November 2023

11/1-3	CruiseWorld – Fort Lauderdale, FL
11/4-9	WTM – World Travel Market – London
11/13-16	AAA Threads Conference – Providence, RI

November 2023

CruiseWorld – Fort Lauderdale, FL

November 1 - 3, 2023

ATTENDANCE:	800 Travel Advisors
INDUSTRY	
PARTICIPATION:	Clearwater Marine Aquarium, Holiday Harbourside Indian Rocks Beach
COLLATERAL	
DISTRIBUTED:	125 Destination Magazines, Logo Items, Partner Collateral

RESULTS:

- CruiseWorld was busier than ever, the travel trade show featured both appointment-based and general trade show floor environments. VSPC connected with pre-qualified travel advisors during pre-scheduled, one-on-one meetings, and met with advisors during the Exhibitor Showcase.
- VSPC and partners distributed over 125 destination magazines and collateral. VSPC had one on-one-appointments with 10 travel advisors virtually before the trade show and then met in person with others at the show. The Wyndham Grand Beach Resort offered a 2-night stay for a contest centered around pre & post stays in Florida. 3 out of the top 10 winners created stays in the Tampa Bay area and one included downtown St. Pete. Amy Pruitt from 3D Travel won the stay, and we were able to give her a swag-beach bag and had a photo op. Because most advisors are invited to cruise after the show, additional collateral will be mailed post-show.
- Travel that was discussed during the show included a 30-room senior group coming to see the museums in downtown St Petersburg, 7-night stay at the RumFish Beach Resort, 6-night stay at the TradeWinds Island Grand, 4-night stay at Opal Sands Resort Clearwater Beach. VSPC was also invited to be a supplier at a new Travel Show in Memphis, TN called the Port of Go International Destination and Travel Expo, the show takes place on September 21 & 22 at the Renasant Convention Center in downtown Memphis. VSPC also had a meeting with IGLTA about restarting our involvement with this organization.

- Other Florida destinations at the show included Visit Lauderdale, Visit Tampa Bay, Miami CVB, and Visit Florida’s Space Coast.

RECOMMENDATION: CruiseWorld advisors are from across the USA and are very knowledgeable about travel beyond cruises. VSPC should keep this quality show in our opportunities for FY24.

STAFFED BY: Darryl Boggess - Sales Manager Leisure Travel

WTM – World Travel Market – London November 4 - 9, 2023

ATTENDANCE: 16 Tour Operator Appointments – Rooster Office Presentation

INDUSTRY

PARTICIPATION: Commissioner Janet Long, Mayor Brian Aungst, Sr. – Mayor of Clearwater

COLLATERAL

DISTRIBUTED: Appointment Show – Collateral was provided in the VSPC Stand at WTM

RESULTS:

- Visit St. Pete/Clearwater participated in World Travel Market (London) Nov. 4 – 9, 2023. WTM is the largest most visited trade show in the UK. The three-day event at London Excel attracts exhibitors from around the globe from airlines to destinations who wish to connect with key industry partners.
- Visit St. Pete/Clearwater will be located on the Visit Florida stand, where the main objective is to meet with both existing partners (airlines and tour operators) along with new potential travel industry organisations to continue to build the awareness of the destination and develop marketing plans to reach core audiences. We will secure appointments prior to the show and capitalize on passing traffic to promote the destination’s key selling points.
- This year Visit Florida has invited key German Tour Operators to the show and the VF Signature Dinner. VSPC will be one of 10 Gold Sponsors for this evening event for operators and travel media.
- 16 meetings were held on the stand over the first 2-days of the show. Appointments with key clients included Virgin Atlantic Airways, Virgin Holidays, British Airways Holidays, TUI Germany, Canusa Germany, and Edelweiss Air.
- VSPC also had a meeting with the Visit Florida team to discuss marketing and co-op advertising initiatives.
- In addition to myself, the meetings were also attended by Brian Lowack, Commissioner Janet Long, and Clearwater Mayor Brian Aungst. Rooster staff was also on the stand and Axel Kaus from Kaus Media in Germany.
- VSPC also visited Rooster’s office for an end of year wrap-up review and forward planning presentation.

- Rooster & Kaus are following-up on the meetings and the benefit to Pinellas County from attending WTM will be stronger partnerships with key tour operators and new marketing opportunities that will lead to increased room night production from partners in these key markets.

RECOMMENDATION: VSPC will evaluate the cost of WTM vs. Travel Week Europe in 2024 since they are both in London, only weeks apart, and both shows attract the same operators.

STAFFED BY: Rosemarie Payne – Director Leisure Travel
 Brian Lowack – President & CEO

AAA Threads Conference – Providence, RI

November 13 - 16, 2023

ATTENDANCE: 200 Travel Advisors
 INDUSTRY
 PARTICIPATION: N/A
 COLLATERAL
 DISTRIBUTED: 200 Destination Magazines, Logo Items

RESULTS:

- Visit St. Pete/Clearwater had an opportunity to attend AAA THREADS 2023 in Providence, RI.
- AAA Northeast has 68 offices and brought in 200 of their top selling advisors from across the northeast for this event. This trade-focused show is an opportunity for VSPC to connect face-to-face with AAA advisors and travel team representatives by participating in a variety of professional development and learning opportunities.
- Meeting these agents allowed VSPC staff the opportunity to educate them on the destination, answer specific questions on area hotels and attractions, influence new bookings, and close business.
- The branch offices all have at least two travel advisors full time in-office. All branches have three to four home-based travel advisors.
- During the destination round table discussion the advisors were encouraged to complete the Florida Travel PRO destination training with VISIT FLORIDA to earn the VSPC certification.
- VSPC is working with Ken Theroux, Manager of Strategic Partnerships with AAA Northeast, and we discussed additional educational opportunities and are looking at coordinating a Florida FAM for their top selling advisors and/or new advisors. This would be scheduled for the fall of 2023.

RECOMMENDATION: VSPC will continue to partner with AAA Northeast to confirm training on the VSPC platform and finalize a FAM for fall 2024.

STAFFED BY: Gail Yeager – Sr. Manager Leisure Travel

Canadian Update

- VSPC is participating with Visit Florida in a trade marketing campaign with AMA (Alberta Motor Association) Jan. 2 – May 31, 2024. WestJet began direct air service from Calgary, Alberta, Canada to Tampa International Dec. 23, 2023, and our messaging will promote this new route. Working with BVK on this initiative.
- VSPC is also working on Canadian marketing programs with Air Canada, Air Canada Vacations and Rogers Media through our partnership with Brand USA.

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

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