

LEISURE TRAVEL

June 2023

Prepared by:

Rosemarie Payne, CDME

Director Leisure Travel

Trade Shows/Missions

June 2023

6/1-4	GTM (Global Travel Marketplace) – Hollywood/Fort Lauderdale, FL
6/11-14	TAP (Travel Alliance Partners) – Rochester, NY
6/22-26	Travel Agents Mid-South Conference – Nashville, TN

June 2023

GTM (Global Travel Marketplace) – Hollywood/Fort Lauderdale, FL

June 1 - 4, 2023

ATTENDANCE: 49 Travel Advisors

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED:

RESULTS: Appointment Show – No Collateral Distributed at the Show

- GTM 2023 was an excellent show. VSPC had 49 one-on-one appointments during the 3-day conference and met with several other travel advisors during meal functions throughout the event. These vetted travel advisors have sent business to St. Pete/Clearwater and these relationships have resulted in direct bookings for the destination. Samples of specific bookings discussed:
 - Rope Drop Travel in NJ – has 60 contractors and specializes in family travel – booking TradeWinds for a family this summer.
 - Paradise in Your Palm – Merritt Island, FL – books a lot of SPC, especially after COVID. Loves the Holiday Inn Clearwater Beach. Has a couple booked for the 4th of July.
 - Carry On the Magic Vacations – based in CT – has 33 agents in 17 states – wants a webinar with VSPC – sells the Don CeSar a lot and wanted more information on destination weddings.
- GTM provides a spreadsheet with travel advisor contact information. Notes from meetings and the spreadsheet will be put into Simpleview. Sending follow-up thank you emails to the advisors along with links to our new Destination Magazines and Visit Florida Travel Pro training. Working with GTM to host a pre-conference Mega FAM for 2024.
- GTM is presented by *Travel Weekly* and the Northstar Travel Group. This is their flagship event and highly vetted travel advisors with 1M+ in sales are invited. 125 advisors, 125 suppliers. Advisors are from across the USA.

RECOMMENDATION: VSPC should participate in GTM 2024. Working on additional sponsorship opportunities pre and post show.

STAFFED BY: Rosemarie Payne, Director Leisure Travel

TAP (Travel Alliance Partners) – Rochester, NY**June 11 - 14, 2023**

ATTENDANCE: 60 Tour Operators
INDUSTRY
PARTICIPATION: N/A
COLLATERAL
DISTRIBUTED: 60 Destination Magazines, Assorted Logo Items

RESULTS:

- This is the Travel Alliance Partners Annual TAP Dance Conference. The conference consists of meetings between North American Tour Operators and destinations over 2 full days with networking opportunities. Tour Operators that are part of TAP, share destination itineraries with other TAP Operators making it easier to create and distribute vacation itineraries to their clients. This conference is smaller than most but affords more collaboration and possible bookings into the destination.
- This show also affords VSPC placement into TAP's *Departure* magazine.
- TAP Dance is the annual meeting for Travel Alliance Partners and Destinations. The meeting consists of one-on-one meetings with domestic tour operators to discuss opportunities, updates, and features of the destination. Business discussed at the show included:
 - Sports Travel and Tours is looking for a hotel to offer 6 rooms every day for the entire month of March in 2024, the tour operator is bringing down fans to attend the Phillies Spring Training.
 - Wade Tours would like to bring down a high school youth group by motor coach for 4 days, working with local schools to host a musical invitation.
 - Trailways Travel is sending a group to Clearwater 1/22-2/4, this is a senior motor coach group coming to get out of the Iowa winter weather.
 - Making Memories Tours has a group coming for 16 days in February 2024 to Clearwater Beach, the tour is already half full and will peak at 42 travelers.
- One of the key building blocks of this organization is if a tour operator does not specialize in Florida beach vacations, they refer the business to another TAP member and the original operator will still get a commission from the tour operator that books the group. This way the business is still booked and both operators are compensated.

RECOMMENDATION: VSPC should consider attending this tour operator show in 2024.

STAFFED BY: Darryl Boggess - Sales Manager, Leisure Travel

ATTENDANCE: 185 Travel Advisors
INDUSTRY
PARTICIPATION: N/A
COLLATERAL
DISTRIBUTED: Destination Magazines, Logo Items

RESULTS:

- The Mid-South conference was well attended with 185 travel advisors.
- Thursday, sales calls to the AAA offices located in Franklin and Cool Springs. In each office there were 2 travel advisors and 2 auto travel counselors – VSPC was able to give updates on the destination and distribute VSPC 2023 destination magazines. AAA no longer prints state travel guides, so the advisors appreciated receiving the magazine as it makes a great sales tool to offer their clients when they are considering a Florida vacation. Both offices requested additional destination magazines be sent to them.
- On the Friday morning before Mid-South, VSPC went to Main Street Travel in Murfreesboro, and set-up destination training. VSPC was able to present our current power point along with time for questions from the travel advisors. Participating in this destination training gave VSPC the opportunity to educate an additional 32 travel advisors that were not attending the conference
- Opening evening event was “Florida Friday” with “Sips of Sunshine” destination training. VSPC presented along with Visit Central Florida, Florida Space Coast and Ft Myers VCB.
- On Saturday, the travel advisor trade show gave VSPC the opportunity to speak with the travel advisors individually and distribute destination magazines. Numerous questions about new hotel openings and the advisors were very interested in VSPC’s new Florida Travel PRO training.
- As a direct result of VSPC participation in the 2022 conference the following travel advisors booked clients to St. Pete/Clearwater:
 - May 5-7 Sandpearl Resort Clearwater Beach, a beach wedding booking 22 rooms for guests - Latitudes Travel.
 - May 26-29 TradeWinds Island Grand St. Pete Beach, 6 rooms family reunion - Vacation Guru.

RECOMMENDATION: Recommend VSPC participate in this cost-effective travel show in 2024.

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

Canada Update

- A new ultra-low-cost airline, Lynx, will offer nonstop flights from Tampa to two Canadian cities later this year. Tampa International Airport announced that it partnered with Lynx Air and the airline will begin serving Toronto Pearson International Airport (YYZ) on Nov. 16, and Montreal-Pierre Trudeau International Airport (YUL) on Nov. 17.

Both routes will fly out of Tampa on Sundays, Mondays, Thursdays, and Fridays.

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

7/11-14 AAA Auto Club Group Sales Calls – North & Central Florida
7/18-19 CCRA - Washington DC/Virginia

UPCOMING FAMS – EDUCATIONAL VISITS

11/6-9 Visit Florida - CAA (Canadian Automobile Association) & AMA (Alberta Motor Association) FAM