

LEISURE TRAVEL

August 2023

Prepared by:

Rosemarie Payne, CDME

Director Leisure Travel

Trade Shows/Missions

August 2023

8/13-17	VSPC Sales Mission - Omaha, Kansas City, St. Louis
8/15-17	AAA Auto Club Group Sales Calls – West Coast, FL
8/19-23	ESTO (Educational Seminar for Tourism Organizations) – Savannah, GA

August 2023

VSPC Sales Mission Omaha, Kansas City, St. Louis

August 13 – 17, 2023

ATTENDANCE: 21 - Travel Advisors Omaha
11 - Travel Advisors Kansas City
28 - Travel Advisors St. Louis

INDUSTRY

PARTICIPATION: Holiday Inn Harbourside, Wyndham Clearwater Beach

COLLATERAL

DISTRIBUTED: 120 Trade Show Bags with Destination Magazines, Assorted Logo Items, Partner Collateral – 16 Additional Boxes of DM's Mailed Post Mission

RESULTS:

- Holiday Inn Harbourside Indian Rocks Beach, Wyndham Grand Clearwater Beach and VSPC did a Midwest Sales Mission to Omaha, Nebraska - Kansas City and St. Louis, Missouri. The goal of this sales mission was to meet face to face with travel advisors from AAA Mid-Atlantic Travel Offices and brick and mortar travel agencies.
- In Omaha, we met with AAA Clocktower, AAA West Center, AAA Bellevue, Your Travel Center, Corporate Travel Management, Enchanted Honeymoons, Vacation Superstore, Celebrate Travel, Bellevue Travel and Pegasus Travel. Highlights from Omaha include a request for five additional boxes of destination magazines for offices, agent booked a weeklong vacation at the Don CeSar with room revenue approx. \$2500.00, and agents said they signed-up for Leisure Travel training through Visit Florida's TravelPro.
- In Kansas City, we met with Aura Travel, AAA Kansas City, Cruise Holidays and Comfort Tours, Shelton Travel Services, AAA Kansas City Broadway, Ascends Travel, Dream Vacations, AAA Overland Park, Ambassador Travel, AAA Lee's Summit, Destination Fun Travel and AAA Independence. Aura Travel has bookings for 2024 in Clearwater. They LOVE Clearwater Beach. The Wyndham is following up with this agency on a booking for spring 2024. Shelton Travel Services has a Florida Specialist that lives in Land O'Lakes. Both partners are sending her an invitation to visit their properties.
- In St. Louis, we met with Suzi Davis Travel out of Columbia, Classic Travel and Tours, AAA Washington, Jeffco Travel Services, AAA St. Louis, Travel Haus, AAA Manchester, Sky High

Travel, Altair Travel & Cruise, Brentwood Travel, Travel Leaders, RSVP Travel, AAA St. Louis Forty Drive, AAA St Peters, Jan's Travel and Cruise, and AAA Florissant. VSPC will send out additional destination magazines to these offices. The AAA offices in the greater St. Louis area host a show called Refined Travel Show in September, we were able to get the contact info and have been invited to attend next year as a supplier. Jan's Travel booked 5 vacations to the destination this year and has three vacations in the works for next year.

- Overall, the agencies were busy, and they were excited to meet with us, there are not any travel advisor specific shows in their area and only Visit Lauderdale and VSPC come up to meet in person.

RECOMMENDATION: VSPC should consider attending the Refined Travel Show in St. Louis in FY24.
STAFFED BY: Darryl Boggess – Sales Manager Leisure Travel

AAA Auto Club Group Sales Calls – West Coast, FL **August 15 - 17, 2023**

ATTENDANCE: 3 - 4 Travel Advisors Each Office
INDUSTRY
PARTICIPATION: Clearwater Marine Aquarium
COLLATERAL
DISTRIBUTED: 48 Trade Show Bags with Destination Magazines, Assorted Logo Items, & Partner Collateral

RESULTS:

- VSPC and the Clearwater Marine Aquarium coordinated sales local sales calls to the local AAA branches along the west coast of Florida. Each of the AAA locations sells admission to most of our museums and attractions.
- AAA no longer issues tour guides, so they love the VSPC Destination Magazine. It is very useful for their members, and they love the map.
- Several offices requested additional magazines and these requests will be fulfilled. In visiting these branches, VSPC and CMA were able to update the travel advisors on what's "New & Now" in St Pete/Clearwater and provided the advisors with our new Destination Training details through Visit Florida.
- Over the 3-days VSPC visited offices North Tampa, Carrollwood, Trinity, Spring Hill, New Port Richey, Brandon, Sun City Center, Lakewood Ranch, Bradenton, Sarasota, Venice, and Port Charlotte.
- Sept 1, the New Port Richey branch is closing, the advisors will be added to the Trinity branch. The Trinity branch has requested a destination presentation in their office sometime in December.
- The Sarasota branch is the top-selling AAA Auto Club South office for both Dali and CMA admission tickets. AAA Lakewood Ranch is scheduling a motorcoach trip to downtown St Petersburg in December for dinner and to see the Christmas lights.

RECOMMENDATION: VSPC Leisure Travel Department will continue to visit the AAA Auto Club Group offices in FL and south GA.

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

ESTO (Education Seminar for Tourism Organizations)

August 19 - 23, 2023

ATTENDANCE: 400 Tourism Industry Professionals

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: N/A – Industry Trade Show

RESULTS:

- ESTO 2023 in Savannah was an excellent Professional Development conference. Benefit to Pinellas County will be new ideas for Leisure Travel sales staff to implement that will increase business in international markets, domestic partnerships, inclusion initiatives, and other trends that will foster best practices that will grow our DMO.
- US Travel Association’s ESTO is the leading annual learning and knowledge-sharing forum for destination marketing professionals featuring four days of dynamic, hands-on learning and content, curated by industry peers.
- The conference is designed to provide VSPC with the tools and insights to challenge our creativity in sales and marketing.
- The conference provides access to exclusive insights, emerging markets, industry trends and a forum to debate pressing issues affecting destinations today.

RECOMMENDATION: VSPC should continue to attend ESTO to stay current with trends/challenges impacting the travel industry.

STAFFED BY: Rosemarie Payne – Director Leisure Travel

International Update

- VSPC met with Brand USA on a call 9/28 to finalize FY24 International Budgets and outline programs by market. Canada, UK/Ireland/Scandinavia, Central Europe, and Latin America.

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

9/6-8 Florida Governor’s Conference on Tourism

9/28-29 ASTA – Raleigh, NC

9/28-30 Delta Vacations University – Milwaukee, WI

UPCOMING FAMS – EDUCATIONAL VISITS

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

11/15-19 UK Trade FAM