

LEISURE TRAVEL

July 2023

Prepared by:

Rosemarie Payne, CDME

Director Global Travel

Trade Shows/Missions

July 2023

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

July 2023

AAA Auto Club Group Sales Calls – North & Central Florida

July 11 – 14, 2023

ATTENDANCE: Travel Advisors

INDUSTRY

PARTICIPATION: Wyndham Grand Clearwater Beach

COLLATERAL

DISTRIBUTED: 42 Trade Show Bags with Destination Magazines, Assorted Logo Items, Partner Collateral

RESULTS:

- VSPC and Wyndham Grand Clearwater Beach called on 11 AAA Auto Club Group branches in Central and North Florida. We also stopped to meet with Visit Florida Staff at the I-95 Welcome center in Yulee, FL. AAA Member Representatives were very receptive to the calls and loved the new Destination Magazine. Several requested additional magazines and these requests will be fulfilled.
- There were no specific bookings discussed at the offices, but we had several questions on area museums, CMA, and possible late summer business. VSPC provided the advisors with our new Destination Training details through Visit Florida. We will track how many agents take the training. Many of the advisors hope to visit our area in person, and we extended an invitation to visit us anytime. Our hotel partner was very pleased with the calls and plans to participate in AAA calls later this year to West & South Florida.

RECOMMENDATION: Leisure Travel will continue to visit AAA offices across Florida to update member representatives. AAA also sells attraction tickets.

STAFFED BY: Rosemarie Payne – Director Leisure Travel

ATTENDANCE: 130 Travel Advisors
INDUSTRY
PARTICIPATION: Wyndham Grand Clearwater Beach
COLLATERAL
DISTRIBUTED: 50 Trade Show Bags with Destination Magazines, Assorted Logo Items,
Additional Collateral will be Mailed

RESULTS:

- VSPC participated in the CCRA Washington DC (Tysons Corner, VA) Power Solutions trade show and networking event. This is the first time in 10 years CCRA has hosted this show in the Washington DC suburbs, the turnout was greater than expected with over 130 travel advisors in attendance.
- During the trade show VSPC was able to distribute over 50 destination magazines and will mail out an addition 15 magazines. The Wyndham Grand Clearwater Beach was our partner at this show and were impressed by the quantity and quality of the participating travel advisors.
- Both VSPC and Wyndham were invited by Heiress Travel to be part of a destination training webinar to over 60 independent contract travel advisors under this host agency.
- Additional business discussed included a potential October booking for one week in St Pete Beach (would like adults only property), 4-day booking at the Vinoy, a week booking for the Madeira Bay Resort, a week booking at the Don CeSar, another week booking for St Pete Beach, family with kids (gave them information about properties with kids programing).
- We also had time to do a sales call at the AAA Tysons Corner, which is part of AAA MidAtlantic. The office has increased their travel staff to over 10 full time member representatives. One of the advisors was working on a booking for October for the Hyatt Regency Clearwater Beach Resort and Spa and excited to have our destination magazine for her client.

RECOMMENDATION: Overall, this was a successful CCRA show with a destination training lined up and over \$10,000 in room revenue discussed and/or planned for the area.
VSPC should continue to partner with CCRA in key cities.

STAFFED BY: Darryl Boggess – Sales Manager Leisure Travel

International Update**Germany:**

- Eurowings Discover announced they are rebranding the airline and are now Discover Airlines. They will also be increasing service (Frankfurt to Tampa) from 5 times a week, to daily service starting May 21, 2024.

Canada:

- Tampa International Airport has new options for travelers to and from Canada.
 - WestJet announced they will fly nonstop between Tampa and Calgary once a week beginning Dec. 23, 2023. WestJet currently flies daily between Tampa and Toronto.
 - Porter Airlines announced that it is beginning nonstop service between Tampa and Toronto ahead of the holidays. The low-cost airline is launching jet service to the United States with its new Embraer E195-E2 aircraft, including a new daily roundtrip flight between TPA and Toronto Pearson International Airport (YYZ) set to begin November 1, 2023.
 - Lynx Air announced two nonstop routes Tampa to Toronto and Tampa to Montreal starting this fall. The ultra-low-cost airline will begin serving Toronto Pearson International Airport (YYZ) on November 16, and Montreal-Pierre Trudeau International Airport (YUL) on November 17. Both routes will fly four times per week.
 - With daily service on Air Canada, four airlines offer nonstop service to Tampa from Canada.

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

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)

UPCOMING FAMS – EDUCATIONAL VISITS

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