

LEISURE TRAVEL

September 2023

Prepared by:
Rosemarie Payne, CDME
Director Leisure Travel

Trade Shows/Missions

September 2023

9/6-8	Florida Governor's Conference on Tourism – Orlando, FL
9/28-29	ASTA – Raleigh, NC
9/28-30	Delta Vacations University – Milwaukee, WI

September 2023

Florida Governor's Conference on Tourism

September 6 - 8, 2023

ATTENDANCE:	820 Travel Industry Professionals
INDUSTRY	
PARTICIPATION:	N/A
COLLATERAL	
DISTRIBUTED:	N/A – Educational Conference

RESULTS:

- Excellent breakout sessions and DMO spotlight updates.
- Will share thoughts/notes with VSPC team on culinary tourism, supporting the local community, small towns/big stories, rural marketing, research, and updates/insights on the state of travel to Florida. Value of this conference to Pinellas County is that content shared throughout the program allows VSPC staff to stay current on industry trends that can assist our efforts in maintaining current customers and fresh ideas we can use to attract new visitors to the destination.
- The Annual Governor's Conference on Tourism is the premier educational conference for the Florida tourism industry. The conference brings together tourism industry professionals to explore the latest trends and opportunities for the industry. The DMO Spotlight Sessions give insight into how other DMO's in the state stay on the cutting edge of destination development, research, and responsible tourism.
- This educational opportunity also allows for networking and strategizing with Visit Florida staff on domestic and international sales initiatives for the Leisure Travel Department.

RECOMMENDATION: VSPC will attend the 2024 Governor's Conference on Tourism. Encourage industry participation.

STAFFED BY: Rosemarie Payne – Director Leisure Travel

ASTA – Raleigh, NC**September 28 - 29, 2023**

ATTENDANCE: 85 Travel Advisors
INDUSTRY
PARTICIPATION: N/A
COLLATERAL
DISTRIBUTED: 85 Trade Show Bags with Destination Magazines, Assorted Logo Items, & Partner Collateral

RESULTS:

- Great opportunity to be a part of the Raleigh ASTA travel advisor trade show. This ASTA Chapter had a supplier showcase event for 85 local travel advisors. This event offered a trade show to distribute collateral and breakout sessions for destination presentations.
- This show is a very cost-effective way to reach both the home-based and store front advisors. Delta and Southwest Airlines offer non-stop flights into Tampa International Airport and agents noted great pricing for Southwest Airlines Vacation Packages to our destination.
- Lots of questions about holiday activities in our area.
- Agents in the Raleigh area are familiar with St. Pete/Clearwater. Agents did not mention any current bookings, but we offered assistance in closing any new business. This show will set a benchmark for future visits and possible virtual trainings and FAM opportunities.
- Introduced the agents to the TravPro training portal.

RECOMMENDATION: VSPC Leisure Travel Department will continue to support this chapter with visits every other year.

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

Delta Vacations University – Milwaukee, WI**September 28 - 30, 2023**

ATTENDANCE: 800 Travel Advisors
INDUSTRY
PARTICIPATION: TradeWinds Island Resorts & Holiday Inn Harbourside – Sheraton Sand Key, Wyndham Grand, & JW Marriot attend with their own brands
COLLATERAL
DISTRIBUTED: 100 Trade Show Bags, Destination Magazines, Partner Collateral, 180 “Let’s Shine” T-shirts

RESULTS:

- Delta Vacations University had an incredible turn out of travel advisors, over 800 in attendance. Delta Vacations has a Diamond Program for advisors that is grouped by Select (500K to 1 million), Preferred (1 million to 5 million) and Diamond (5 million to 10 million). The advisors invited to DVU are vetted and looking to grow and increase their booking revenue.
- Along with VSPC, the DMO’s from Florida included: Miami, Tampa, Fort Lauderdale, Naples, and Orlando.

- VSPC distributed 110 destination magazines and will be mailing out an additional 20. To increase brand awareness at the show, VSPC distributed 180 “Let’s Shine” t-shirts.
- Travel advisor bookings that are coming to the destination include: tour group coming in February for 7 days with 9 rooms per night, family coming to the Edge Hotel in Clearwater for 5 days over Thanksgiving holiday, couple booked one week in March on Treasure Island, and a family booked a condo on St Pete Beach for February. VSPC will be sending follow-up messaging to the advisors we met at the trade show regarding our TravPro training.
- There are additional destination marketing opportunities with Delta Vacations and our Delta partner representative will be reaching out to discuss options for advisors and consumers.

RECOMMENDATION: VSPC should attend Delta Vacations University each year. Cost effective way to get out in front of Delta’s top selling travel advisors.

STAFFED BY: Darryl Boggess – Sales Manager Leisure Travel

Domestic Update

- VSPC will be participating with Visit Florida in three co-op marketing campaigns:
 - ❖ VAX - Apple Leisure Group – 5 of their brands feature St. Pete/Clearwater - Apple Vacations, Funjet Vacations, Southwest Airlines Vacations, United Vacations, and Travel Impressions.
 - ❖ Delta Vacations
 - ❖ Travel Leaders Network – 55,000 travel advisor members in the US, 2500 in Canada

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

10/11-13	Destination Florida Annual Meeting – New Smyrna Beach, FL
10/9-12	ASTA Great Lakes – Warren & Grand Rapids, MI
10/18-21	Apple Leisure Group’s Ascend Conference - Cancun
10/15-20	Brand USA – Travel Week Europe - London
10/26-28	Allegiant Partner Day – Reservation Center Training – AAA Calls – Las Vegas, NV

UPCOMING FAMS – EDUCATIONAL VISITS

11/6-9	Visit Florida - CAA (Canadian Automobile Association) & AMA (Alberta Motor Association) FAM
11/15-19	UK Trade FAM