



# MONTHLY REPORT CENTRAL EUROPE JULY 2022



**ST.PETE  
CLEARWATER**

**KAUS  
MEDIA  
SERVICES**



Marketing  
Communications  
Consulting

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# **1. Current State of the Tourism Industry in Central Europe**



At international level, the *2022 Global Travel Trends Report* by American Express Travel outlines four main trends. First, vacations will be increasingly motivational, and travelers will take more account of their impact, including social impact, on the destination. There is also a great return of family travel seen as an opportunity to experience quality time with loved ones after the pandemic. In parallel, a growing number of travelers want to take advantage of the return to near-normality to finally take their dream trip. Finally, experiential travel will move toward even greater immersion in local culture.

Overall, three-quarters of respondents say they plan to book at least one trip. Slowing the recovery could be air traffic issues - an estimated 16,000 flights in Europe alone will be canceled in August - and staff shortages.

GlobalData's latest report, 'Poland Source Tourism Insight, 2022 Update', reveals that outbound travel from Poland is projected to recover to pre-pandemic levels by 2024, with international departures forecast to grow at a compound annual growth rate (CAGR) of 7.9% from 13.2 million projected international departures in 2022, to 18 million by 2025.

Weakened traveler confidence, combined with strict COVID-19 measures, saw Poland's outbound tourism numbers shrink to a fraction of what they were in 2019, says GlobalData. Figures from the leading data and analytics company reveal that outbound tourism from Poland declined by 62.7% year-on-year (YoY) from 2019 to 2020, to just 6.8 million international departures. However, international visits are projected to grow in 2022 and beyond as restrictions are eased across the globe.

GlobalData's latest report, 'Poland Source Tourism Insight, 2022 Update', reveals that outbound travel from Poland is projected to recover to pre-pandemic levels by 2024, with international departures forecast to grow at a compound annual growth rate (CAGR) of 7.9% from 13.2 million projected international departures in 2022, to 18 million by 2025.

Megan Cross, Associate Travel and Tourism Analyst at GlobalData, comments: "Poland is a source market that is growing in importance due to its uptake of budget-friendly options, such as low-cost carriers (LCCs). GlobalData's survey found that \*65% of Polish respondents identified affordability as a main factor in deciding where to go on holiday.

Additionally, digitalized services and products are now of the utmost importance when attracting the Polish market. Over a quarter (\*\*26%) of Polish respondents stated that they typically use online travel agents when booking a trip, which was the most popular booking method.”

Polish tourists are also showing a strong preference for sun and beach destinations, with \*60% of respondents saying they typically take holidays of this type. In comparison, just \*20% of respondents in the survey said they went on city break holidays in 2021, a small number, especially when compared to the rest of Europe, which averages \*39%. This could be due to concerns regarding the pandemic remaining among travelers, with only \*\*4% of Polish travelers responding that they are not concerned about the spread of the virus.

Cross adds: “Demand for city break holidays is likely to be altered in the short term due to lingering COVID-19 fears of infection, which may drive desires to visit more rural areas. Croatia beat Italy as the number one outbound destination for Polish tourists, with easy, direct travel routes between the two countries, and many rural destinations, such as Rastoke for travelers looking for appealing active outdoor holidays.

“Polish tourists are displaying distinct preferences which travel industry players such as destination management organizations, tourism boards and hotels would be remiss not to recognize considering the impact of the pandemic on the tourism industry.”

\*GlobalData’s Q3 2021 Consumer Survey

\*\*GlobalData’s Q4 2021 consumer survey

Source: Travel Daily News

## **WTTC reveals new data signaling the recovery of international travel to the U.S.**

New data released today by the World Travel & Tourism Council (WTTC) and its partner ForwardKeys on international flight booking trends, reveals the long-awaited recovery of international traveler spending in the U.S. is finally underway.

According to the research, inbound travelers are returning in droves after the U.S. government dropped the requirement to COVID test before entry.

But while ForwardKeys' data shows bookings increased by 93% during the past six weeks compared to the same period last year, international spending in the U.S. is still lagging other destinations and is not expected to reach pre-pandemic levels until 2025.

"The spike in inbound bookings validates the U.S. government's decision to ease travel restrictions by scrapping testing for visitors and returning U.S. citizens – something other economies did long ago," said Julia Simpson, WTTC President & CEO.

"The year-over-year improvement is promising, but there is still a way to go for travel to the U.S. At the current rate of recovery, international visitor spending will not reach pre-pandemic levels until 2025."

Simpson continued: "This finding echoes our previous study showing the U.S. lagging other countries in international visitors, resulting in a slower-than-expected recovery of international tourism revenue."

WTTC's latest annual Economic Impact Report (EIR) showed 2021 international visitor spending growing only 1.4%, reaching \$40.3 billion, but falling far short of 2019's total of \$190.9 billion. The report predicts that many countries' Travel & Tourism sectors will bounce back to pre-pandemic numbers next year, but the U.S. is not expected to fully recover until 2025.

### Iconic U.S. Cities Remain Popular Destinations

According to latest flight booking data, iconic American cities remain popular destinations for visitors to the U.S., including New York, San Francisco, Los Angeles, Miami, and Orlando leading the way.

During the past four weeks, there has also been a strong uptick in inbound flight bookings to Ft. Lauderdale, increasing 7% since this time last month.

The top source markets for inbound international travel are Canada, Germany, France, and Brazil. Chile and Japan also recently joined the top origination markets with inbound flight bookings increasing significantly during the past four weeks by 28% and 8%, respectively.

Source: Cision PR Newswire

## 2. Overview of Regional Activities



## Germany

- In coordination with Visit Florida, VSPC and FTI Touristik, we continued supporting VSPC with the organization of a travel trade trip of the German tour wholesaler FTI Touristik to Florida. The fam group visited our destination from July 12-14, 2022. The fam trip was attended by 18 top selling travel agents and two FTI escorts. After the fam trip, we were in contact with the operator that was truly delighted about the support that they received from the tourism partners in our destination as well as VSPC's comprehensive support.
- After a conference call regarding our draft proposal for the promotion of the Tampa Bay Buccaneers' first game in Germany on November 13, 2022, we started contacting a large number of locations in Munich (retailers, malls, sports bars etc.) and requested their proposals for potential promotions. In addition, we developed VIP media and trade guest list for a promotion at the stadium and during the game. The goal of the joint promotion is to highlight our destination to a broad audience of potential travelers to St. Pete / Clearwater in Germany.
- After approval from VSPC, we registered for the travel consumer show ReiseLust Bremen that will take place from November 04-06, 2022.
- In coordination with VSPC, we evaluated several pre-negotiated proposals from Brand USA that were offered for the German market. The proposals included offers from the tour operators TUI, FTI and Canusa Touristik. We evaluated all proposals and sent our feedback to VSPC.
- We evaluated the tentative results from the ongoing campaign with Hotelbeds and sent our feedback regarding the German market to VSPC.
- Dertouristik is the German speaking markets' largest travel seller for the U.S. using the build block principle. A follow up meeting with Katja Wager, whom we also met at IPW, was completed to receive a proposal to market our destination to potential travelers and to increase bookings for the upcoming fall/winter season. There will be a combination of both B2B educational trainings on the region and products creating knowledge as well as a B2C consumer awareness campaign, creating simultaneous demand. The proposal will be designed as a complete market campaign to include Germany, Austria and Switzerland.
- In addition, Dertouristik also contacted us and offered a collaboration for a travel agent fam trip around their "Campus Live" event in December 2022. Campus Live is a multi-day travel agent educational event taking place internationally. This years event will take place at World Disney in Orlando from December 6-9, 2022. Dertouristik awaits about 100 travel agents for the event. The requested fam is for 16 top selling travel agents and a Dertouristik escort to visit our destination for site inspections from December 2-5, 2022. VSPC will offer the participation to its partners in our destination.

- We continued preparations for Brand USA's Travel Week taking place in Frankfurt, Germany from September 26-29, 2022.
- We received a proposal from the company "Diversity Tourism" that is specialized in the LGBTQ+ market. After evaluation, we forwarded it to VSPC for review.
- We continued organizing VSPC's promotion at the Visit Florida Road Show in Germany from September 5-8, 2022. We attended a preparation conference call with Visit Florida and discussed the promotional opportunities during the show. We are prepared to participate for the roadshow and have already provided materials needed such as booklet entry, logo in PNG as well as hotel reservation details. They are expecting anywhere between 30-50 agents depending on the city and FTI will provide the invites for the agents. Individual workshops will be held as partners move from table to table training agents on the various regions of Florida. The event will be held during the evening hours from 6:30pm – 10:30pm and partners will stay overnight in the hosting city, moving from venue to venue in the following morning hours. Partners include: Greater Miami, Naples, Marco Island & Everglades, Fort Meyers Islands, Beaches & Neighborhoods, Visit Sarasota, Visit Tampa Bay, SeaWorld Parks & Entertainment, Universal Parks & Resorts. We also started booking hotels for the road show. In addition, VSPC requested donations for prizes that we can raffle throughout the road show.
- After approval from VSPC, we drafted and distributed a travel trade newsletter to a very large number of travel agencies in Germany, Switzerland, Austria, the Netherlands, Belgium, Poland, the Czech Republic and Hungary.
- In July 2022, we drafted another travel trade newsletter focusing on water sport in St. Pete/Clearwater (title: „Cool down with exciting water sport experiences in St. Pete/Clearwater"). For the of the newsletter, we researched suitable texts and photos. After approval from VSPC, we distributed to a very large number of travel agencies in Germany, Switzerland, Austria, the Netherlands, Belgium, Poland, the Czech Republic and Hungary.
- We also developed and forwarded the content of this trade newsletter to the Visit USA Committee in Germany (VUSA). As a direct result, VUSA used the newsletter content for its own trade newsletter.
- We continued following up on all trade meetings and trade and media contacts that we met at the travel trade show ipw in Orlando, Florida, which took place from June 4-8, 2022.
- We continued following up on all participants of the designated travel trade fam trip to St. Pete / Clearwater from June 09-12, 2022. The group consisted of product managers of seven key tour operators and wholesalers from Central Europe.
- We researched further travel trade training opportunities – either as a virtual or in-person events in the future.

- We received a proposal from "reisereporter" an online magazine from the publishing house Madsack, which owns 13 regional daily newspapers in Germany. After evaluation, we forwarded it to VSPC for review.
- We received new programs and promotional opportunities from the Visit USA Committee Germany including two media and trade events in Hamburg on October 10, 2022 and in Munich on October 18, 2022, Breakfast & Lunch Workshops in several German cities between October 11-13 and a Visit USA Cinema Road Show from November 14-16, 2022. After approval from VSPC, we will register our destination as soon as we will received the registration forms.
- After we received a proposal for a promotion with American Unlimited in Germany, we requested additional information from the tour operator. We forwarded the offer to VSPC after we received America Unlimited's answers.
- KMS completed a conference call with Visit Tampa's representative in Germany in order to discuss joint opportunities for non-competing promotional activities.
- We attended the bi-weekly coordination calls with VSPC in July 2022 in order to synchronize our activities and to discuss upcoming promotions.
- We coordinated the warehouse that we have subcontracted on behalf of VSPC, proofread their inventory report for July 2022 and forwarded it to VSPC.

## Switzerland

- We received a proposal for multichannel joint marketing activities from the Swiss tour operator Knecht Reisen. After evaluation and the clarification of our request for additional information, we forwarded the proposal to VSPC. After VSPC's approval, we confirmed the campaign with the tour operator.
- In June 2022, we drafted the travel trade newsletter focusing on watersports in our destination („Cool down with exciting water sport experiences in St. Pete/Clearwater"), researched suitable topics and photos and drafted the texts. After approval from VSPC, we distributed the newsletter to approximately 400 travel agencies in Switzerland.
- We continued following up on all trade meetings and Swiss trade and media contacts that we met at the travel trade show ipw in Orlando, Florida, which took place from June 4-8, 2022.
- We received a proposal from VUSA Switzerland with an overview about travel trade events in 2023. After our evaluation, we forwarded it to VSPC with recommendations.

- We were in contact with the Swiss travel trade fair TTW to find out whether or whether not the show will take place. TTW is the biggest travel agent training event in Switzerland. We were informed that TTW currently does not accept any registrations because it was not decided if the show will take place in October 2022 due to the Covid-19 pandemic situation.

## Austria

- In July 2022, we drafted the travel trade newsletter focusing on water sports in our destination („Cool down with exciting water sport experiences in St. Pete/Clearwater "), researched suitable topics and photos and drafted the texts. After approval from VSPC, we distributed the newsletter to approximately 800 travel agencies in Austria.
- After approval from VSPC, we registered VSPC for the Visit USA Workshop in Graz on November 10, 2022.
- KMS continued following up on all travel trade sales calls and media calls that we met in Vienna, Austria in April 2022.
- We continued following up on all trade meetings and Swiss trade and media contacts that we met at the travel trade show ipw in Orlando, Florida, which took place from June 4-8, 2022.

## The Netherlands

- We completed a conference call with Secret Escapes Netherlands. The company is looking to cooperate on a full scale B2C Dutch promotion (possibility to include the German speaking countries at the same time). Unlike a Booking.com customer who already has a concrete destination in mind, the majority of Secret Escapes customers have not yet decided on a destination and allow themselves to be inspired. The promotion would include a dedicated landing page with various categories: e.g. luxury, adventure, beach etc.

It would offer information on the various attractions found in St. Pete / Clearwater, including but not limited to culture, the arts, food and beaches among others. Scrolling through the landing page, visitors have the possibility to view offers that are either directly contracted through Secret Escapes local offices in Florida or taken from larger operators that they have a direct relationship with.

Their reach generates over one million impressions with members spending about seven minutes on the website on average. The campaign would be in conjunction with Display ad bundles as well as include a standalone newsletter and a Secret Escapes homepage take over for the length of the one week long campaign. Total investment is about \$8,000.00.

- After drafting our travel trade newsletter focusing on water sports in our destination („Cool down with exciting water sport experiences in St. Pete/Clearwater "), and receiving approval from VSPC, we distributed the newsletter to approximately 750 travel agencies in the Netherlands.
- We asked Visit USA Committee Netherlands for information about the planned Visit USA Road Show in spring 2023 and the trade show Vakantiebeurs in January 2023. Visit USA Netherlands does not have any information about the events at this time. They currently work on the plans and will send them to us in September 2022.
- We received and evaluated a marketing proposal of the travel trade magazine „Travelution" and forwarded it to VSPC with recommendations. Travelution mainly offers print ads, social media and newsletter in their proposal.
- We continued following up on all trade meetings and Dutch trade and media contacts that we met at the travel trade show ipw in Orlando, Florida, which took place from June 4-8, 2022.
- We received and evaluated a marketing proposal from the travel consumer magazine „America Magazine". America Magazine is an exclusive travel magazine in the Netherlands and the Flemish part of Belgium focusing the U.S. and Canada. Its circulation is 15,000 copies and the readership is about 45,000.
- We also requested a marketing proposal from the travel consumer magazine „Columbus", which is the largest travel magazine in the Netherlands.

## Belgium

- KMS received information about the travel show „Joker Travel Event USA & Canada" in Belgium, which takes place on October 23, 2022. This is a travel trade show, which was organized in 2019 the last time and attended by 2,500 visitors.
- After drafting our travel trade newsletter focusing on water sports in our destination („Cool down with exciting water sport experiences in St. Pete/Clearwater "), and receiving approval from VSPC, we distributed the newsletter to approximately 450 travel agencies in Belgium and 50 in Luxemburg.



- Gerald en Amerique is a tour operator specialized in travels to the U.S. and offers its tours in the French speaking part of Belgium. It is one of the more well-known operators with support from VUSA and several other tourism entities within the USA. The company's July 2022 newsletter featured a full multi-page VSPC campaign as part of a round-trip through Florida. Below please find the screen shots.



**FLORIDE, ENTRE PLAGE ET NATURE**

**ST. PETERSBURG  
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ACCUEIL PRÉSENTATION DESTINATIONS HÉBERGEMENT PROGRAMME CARTE TRANSPORT INFORMATIONS

**CLEARWATER** JOURS 7-9

Une destination plage qui plaît à coup sûr

Située sur une péninsule baignée de soleil séparant le golfe du Mexique de Tampa Bay, St. Pete/Clearwater est la destination idéale pour une escapade paradisiaque, avec ses 56 kilomètres de plages de sable blanc et son offre culturelle dynamique. Pour profiter de la brise rafraîchissante du golfe et des couchers de soleil flamboyants de la Floride, direction Clearwater Beach, élus meilleure plage aux États-Unis en 2018 et en 2019 par TripAdvisor. Envie de découvrir d'autres plages de sable fin, de profiter d'une ambiance rappelant la Floride d'antan ou d'explorer des merveilles naturelles préservées ? Chacun trouvera la plage de ses rêves à St. Pete/Clearwater.

**Plages, îles et quartiers**

Commencez la journée sur une note sportive en pratiquant la planche à voile, le jet-ski ou le parachute ascensionnel à St. Pete Beach. Pour faire du shopping et se restaurer à St. Pete, direction Central Avenue, réputé pour son côté déjanté et son ambiance artistique et dédoublée. Envie d'une ambiance tropicale ? Rejoignez Egmont Key en jet-ski pour explorer les ruines englouties au tube ou prenez la direction du nord pour découvrir l'île préservée d'Anomymous Island. Pour profiter d'activités en famille ou déguster des fruits de mer fraîchement pêchés, rendez-vous à Madeira Beach pour découvrir les boutiques qui bordent John's Pass Village & Boardwalk, ou explorez Fort De Soto au sud.

Pour découvrir la vie marine locale et échapper au soleil, visitez le Clearwater Marine Aquarium, à quelques minutes en voiture du cœur de Clearwater Beach. Vous pouvez également passer la journée à voyager le long de la « Gulf Coast », la route des bières artisanales locales où vous découvrirez plus de 40 brasseries locales proposant des bières artisanales produites sur place. En chemin, n'oubliez pas de goûter à la « Florida Weisse ». Cette bière acidulée, peu alcoolisée et fortement carbonatée s'inspire de la Berliner Weisse. Les brasseurs locaux y ajoutent leur touche tropicale personnelle, avec par exemple du citron vert, du fruit du dragon ou du fruit de la passion.

**Offre artistique du centre-ville**

St. Pete/Clearwater pourrait se résumer à la splendeur de son littoral, mais c'est loin d'être le cas. Elle abrite également des musées de premier plan et propose une scène artistique urbaine florissante. Ne manquez pas le Dalí Museum, qui possède la plus grande collection d'œuvres du peintre surréaliste Salvador Dalí, hors Espagne. Ensuite, direction le Murren Arts Center pour découvrir la collection permanente du célèbre souffleur de verre Dale Chihuly. Ces deux attractions se trouvent au cœur du centre-ville de St. Pete. Si vous avez une préférence pour l'art urbain, vous trouverez des centaines de fresques, aussi splendides les unes que les autres, tout au long du centre-ville de St. Pete et de ses alentours.

**Accès et déplacements**

Il est très facile de se rendre aux plus belles plages de St. Pete/Clearwater et de découvrir ses communautés chaleureuses. Il existe près de 100 options de vols directs vers deux aéroports internationaux locaux. Par ailleurs, Orlando n'est pas très loin en voiture. Une fois arrivé à St. Pete/Clearwater, les aménagements piétons et le fantastique réseau de transport public vous permettront de vous déplacer facilement dans la région ; vous profiterez ainsi au mieux de vos vacances en Floride et de la côte du Golfe.

HÉBERGEMENT	DESTINATION	DURÉE	FORMULE
1818 Madison House	Madison Beach	3 nuits	CS
Heavenly Cabana	Key West	2 nuits	CS
Naples Bay Resort	Naples	1 nuit	CS
Wyndham Grand Clearwater Beach	Clearwater	3 nuits	CS
Voyage de nuit		1 nuit	

**DETAILS**

CS : Chaire d'appoint

**PREZ** **PREZ**

A partir de 2195 € / personne

INFORMATIONS RAPIDES

INCLUT

NON INCLUT

## Czech Republic

- After drafting our travel trade newsletter focusing on water sports in our destination („Cool down with exciting water sport experiences in St. Pete/Clearwater"), and receiving approval from VSPC, we distributed the newsletter to approximately 510 travel agencies in the Czech Republic.
- We continued following up on all trade meetings and Czech trade and media contacts that we met at the travel trade show ipw in Orlando, Florida, which took place from June 4-8, 2022.

## Hungary

- In July 2022, we drafted the travel trade newsletter focusing on the water sports in our destination („Cool down with exciting water sport experiences in St. Pete/Clearwater"), researched suitable topics and photos and drafted the texts. After approval from VSPC, we distributed the newsletter to travel agencies in Hungary.

## Poland

- We contacted the US Commercial Service Poland and requested information about travel trade events in the Polish market in 2022 and 2023 where VSPC can participate in.
- We established a contact to the Visit USA Committee team in Poland and requested information about travel trade events in the Polish market in 2022 and 2023 where VSPC can participate in. They informed us that they are in the process of preparing new activities at the moment. An overview of their planned marketing activities with participation opportunities will be sent to us as soon as possible.
- Albatros Travel PL is originally a Scandinavian company, in the meantime the company has grown into a multi-country tour operator with Poland outbound operations commencing in 2017. They are an adventure company with very off-the-beaten-path offers. They are currently not selling Florida but they were interested in exploring future possibilities to offer the State.
- Coral Travel PL is part of a larger scale tour operating business with offices in over ten Central and Eastern European countries. They specialize exclusively in North Africa (Tunisia, Egypt etc.), Turkey and other parts of Southern Europe. They currently do not offer any tours outside of these areas, however, they were interested to receive our contact and product information to internally discuss a product expansion.
- Ecco Travel PL has a larger and more comprehensive program than the aforementioned operators, however, their main focus lies on Florida's main point of entry, Miami. They have over 30 hotels in their Miami program but at this time, they do not feature anything on Florida's west coast. We will continue our discussions after the vacation period to see if we can work on setting up a program to include St. Pete / Clearwater. Mr. Bukowski will be available sometime early September.

- Foster Travel PL is a larger agency chain working with operators such as TUI PL (through DE office), Coral Travel, and Exim Tours to name a few only. Therefore, they currently do not contract their own hotels, but use various channels to find the best offer. St. Pete / Clearwater is not featured but they are interested in expanding their Florida program. We offered further assistance.
- After drafting our travel trade newsletter focusing on water sports in our destination („Cool down with exciting water sport experiences in St. Pete/Clearwater"), and receiving approval from VSPC, we distributed the newsletter to approximately 430 travel agencies in Poland.



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### **3. Status of Sales Activities and Promotions**

### **Visit Florida Road Show (September 05-09, 2022)**

- In cooperation with the tour operator FTI Touristik, Visit Florida will organize a road show to Leipzig, Hannover, Osnabrueck and Dortmund. The road show will be open for eight Florida partners that will have the opportunity to network and present their products to approximately 30 -50 travel agents in each city in a round table format of 10-minute sessions to ensure an active and engaging dialog with the travel trade professionals. FTI Touristik is one of the largest tour operators for travels to the U.S. and to Florida. VSPC will highlight our destination during the road show.

### **Brand USA Travel Week Europe (September 26-29, 2022)**

- The Brand USA Travel Week Europe 2022 is designed to showcase the diverse range of travel experiences available throughout the U.S.. Registration is open to all tourism industry entities operating export-ready tourism services in the U.S. After approval from VSPC, we informed Brand USA about our interest to attend the event.

### **USA-Canada Experience, The Netherlands (November 03-04, 2022)**

- A B2B event is a combined two days long workshop for media, tour operators and travel agents. During the two days there will be a marketplace where the American and Canadian suppliers meet the Dutch tour operators, media, travel agents and reservation staff operating in the Dutch market.

### **Visit USA Committee Germany's Media and Trade Networking Event (October 10, 2022)**

- A B2B networking event designated to connect with media professionals for half a day as well as travel trade professionals for the other half of the day. All participating Visit USA members will receive an individual table that can be used for discussions with the attending journalists and travel agents. The event will take place at the Hard Rock Café in Hamburg.



### **USA-Canada Experience, The Netherlands (November 03-04, 2022)**

- A B2B event is a combined two days long workshop for media, tour operators and travel agents. During the two days there will be a marketplace where the American and Canadian suppliers meet the Dutch tour operators, media, travel agents and reservation staff operating in the Dutch market.
- Planned to occur immediately prior to World Travel Market in London, this program provides American and Canadian PMO's, DMO's, Airline partners and supplier partners with an opportunity to inform and educate the Dutch travel trade as well as meeting directly with product managers and media.

### **USA & Canada Reisbeurs, The Netherlands (November 05-06, 2022)**

- For the 10th time this largest North America travel fair will be organized for consumers as a dedicated travel show for North American suppliers.
- Location the USA & Canada travel show will take place at a central location in the middle of the country to allow easy accessible by car and train.
- Detailed information can be found at [www.usacanadareisbeurs.nl](http://www.usacanadareisbeurs.nl).
- There will be product presentations of 20 minutes so that we can present our destination to potential travelers in the Netherlands.

### **ReiseLust Bremen (November 04-06, 2022)**

- In cooperation with the specialized U.S. and Canada tour operator America Unlimited, we will promote our destination at the travel consumer show "ReiseLust" in the City of Bremen, German in the Northern part of Germany.
- The show was visited by approximately 30,000 visitors in 2021. This year's show will highlight the U.S. as its "Partner Country 2022" so that there will be a strong focus on the U.S. exhibitors.

### **Visit USA Seminar 2022, Austria (November 10, 2022)**

- We will promote St. Pete / Clearwater at the Visit USA Seminar with an own booth and travel trade training opportunities in Graz, Styria on November 10, 2022. About 80-100 travel agents as well as further tour operators and media professionals are expected to attend the event and learn about our destination.

### **NFL Game Tampa Bay Buccaneers vs. Seattle Seahawks in Munich, Germany (November 13, 2022)**

- In cooperation with Visit Tampa, we plan target promotions in regard to the Tampa Bay Buccaneers' first game in Germany on November 13, 2022. The goal of the joint promotion is to highlight our destination to a broad audience of potential travelers to St. Pete / Clearwater in Germany.

### **Dertouristik Trade Fam Trip (December 02-05, 2022)**

- We will support a travel trade trip of the German tour wholesaler Dertouristik to Florida and the fam group will be in our destination from December 02-05, 2022. Dertouristik is the largest Central European tour operator for travels to the U.S. and to Florida. The fam trip will be attended by 16 top selling travel agents, one Dertouristik escort and a KMS escort. VSPC will highlight our destination during the fam trip.

Further sales activities and promotions will be added after approval.

## 4. Public Relations Activities

Please see our separate PR Activity Plan for an overview of all our public relations and media relations activities in July 2022.

## 5. Market Updates

## **FTI chief sees "gentle trend toward longer-term bookings"**

Although the majority of demand is still focused on the summer and fall vacations, the number of bookings for trips in winter is increasing, says FTI CEO Ralph Schiller. The behavior of the clientele is reasonable, because a further price increase is foreseeable.

Like its competitors, FTI is counting on the strong demand in summer not remaining a flash in the pan. Despite the threat of an increase in Corona infection numbers in the fall and winter and current inflation concerns, the upcoming winter season will be good in terms of both demand and organizational conditions, Schiller believes. "We firmly believe that there will be a full winter season again in 2022/23," explains the FTI boss.

For the Munich-based tour operator, which still had to put up with a revenue deficit of around one-third and a 40 percent drop in customers compared to pre-crisis levels in the winter, business is currently excellent, Schiller emphasizes. Bookings are stable above the level of the pre-pandemic year. "In this respect, we are optimistic about the end of the fiscal year," says Schiller, who, however, does not want to give a more precise economic forecast.

## **Prices rise first at airlines, then in the hotel industry**

Looking at the price trend, the tour operator boss confirms: "It's getting more expensive." It is not possible to give a reliable percentage figure for the current and even more so for the future increase, he says; events in the individual destinations differ too greatly for that. "At the moment, the fuel price in particular is increasing. Airlines will pass this on to customers, making long-haul flights in particular more expensive," he predicts. Hotel prices are currently still based on last year's negotiations, he said. But here, too, it can be assumed that the higher energy prices and general inflation will be factored into the calculation in future negotiations.

Although the much-described flight chaos is annoying, it does not affect the generally good forecast for FTI, says Schiller. The problems do not affect all airports or all airlines. The vacation airlines in particular were keeping their planned flight schedules largely stable. Nevertheless, long waiting times and frequent flight schedule changes are not acceptable.

(Source: [www.reisevor9.de](http://www.reisevor9.de))



## **Federal government adopts strategy for tourism relaunch**

On the one hand, structures need to be strengthened and made competitive after the Corona pandemic. On the other hand, the aim is to make the industry climate-neutral, sustainable and fit for the future, according to a statement on the cabinet decision. Cornerstones were adopted for this purpose. The DRV welcomes the approach in essence, but calls for greater consideration of foreign tourism.

The "Cornerstones for the Further Development of the National Tourism Strategy - Making Sustainable Tourism Competitive" adopted by the cabinet are intended to lay the foundation for the further development of the National Tourism Strategy envisaged in the coalition agreement, which supports the tourism industry in the challenge of a double new start. On the one hand, the diverse structures that were saved through the Corona crisis should be preserved and resilience and competitiveness strengthened, the paper says. On the other, the transformation of the industry should be supported to make it climate-neutral, sustainable and fit for the future, it says.

The key points form the basis for the German government's planned work program with concrete measures that are both cross-sectoral and sector-specific in nature and suitable for setting the right framework conditions for the new start of the tourism industry, it says.

### **"Coordinate interaction"**

As a cross-cutting task, an effective tourism policy requires the commitment and interaction of different levels and stakeholders, the government added. It sees its task as "coordinating this interaction, and better networking and thus strengthening the commitment of stakeholders at the federal, state and tourism industry levels, as well as of consumers."

As a central instrument, a national platform "Future of Tourism" is to be established in a multi-stage process. To this end, a steering committee has been established in which the relevant departments are represented at a high level. In consultation with the steering group, the federal government will draw up a work program with concrete measures under the leadership of the coordinator for maritime economy and tourism, Claudia Müller. The federal ministries will contribute to this in their respective areas of responsibility.

### **Approaches "very unspecific"**

The DRV welcomes the core of the federal government's approach, as it put it in an initial statement. However, the federal government remains "very unspecific with regard to the approaches and measures". From the key points, the travel industry cannot yet see exactly what course the government is pursuing. For this, it would have to present its concrete steps, initiatives and measures. "We are reaching out for this," said DRV President Norbert Fiebig. He added that the travel industry was "ready for intensive cooperation in a spirit of partnership."

The importance of foreign business is only mentioned in the paper, the association criticizes. The goal of the National Tourism Strategy, however, is to "define a comprehensive framework of responsibilities and actions for tourism so that the sector's potential can be fully exploited. The German government and the states would have a much stronger focus on domestic tourism. Nonetheless, he said, foreign tourism is of equal importance, with two-thirds of all German travel going abroad. "Tourism is not just tourism to Germany. The tourism strategy must take this into account," Fiebig demands.

In addition to tourism megatopics, greater attention must be paid to the special features of foreign tourism, for example with regard to the regulation of border traffic and the tourism development of destination areas. In addition, Fiebig believes that close cooperation is needed between tourism and governmental development cooperation. In many countries, tourism is one of the most important economic factors. These topics should also be included in the national tourism strategy.

(Source: [www.reisevor9.de](http://www.reisevor9.de))

### **More than half of Germans find advertising boring**

According to a Yougov survey, people find advertising increasingly uninteresting. This is a global problem. Advertising, especially online advertising, has a problem with efficiency: Visibility is falling, users are annoyed, and creatives no longer seem to be attracting interest. The latter is confirmed by a Yougov survey that asked the question: Do you think advertising is less interesting than it used to be?

### **Germans find advertising uninteresting**

The problem not only affects other countries, but also Germany: 54 percent of the Germans surveyed agreed with the statement that advertising is no longer as interesting as it once was. 33 percent could neither agree nor disagree with the statement. 13 percent could not confirm the statement; for them, advertising is still as exciting as it used to be.

People in other European countries also feel that advertising is no longer exciting: in France and Denmark, 54 percent agree, in Sweden 52 percent, and in the UK 51 percent. Indonesian respondents were the least disinterested: only 38 percent agreed, 46 percent had no opinion and 16 percent disagreed that advertising had become uninteresting.

### **The older, the more tired**

The older the respondents, the less interesting they find advertising. Of respondents aged 18 to 24, only 48 percent agreed. The highest rate of 52 percent agreement was among respondents over the age of 55.

### **Why are people getting tired of advertising?**

One big problem could be that most media are simply overloaded with advertising, be it print, television, radio or podcast. But especially online, the amount of ads is increasing immeasurably.

Instagram doubled its ad space in 2019 and increased daily limits again in 2022. Even areas that were previously explicitly ad-free, such as messengers, could include ads in the near future, as is foreseeable with Telegram. Ads that are perceived as annoying formats, such as autoplay videos or ads that obscure the desired content - for example, due to poorly placed ad zones - are used too often. Finally, there is also an image problem: advertisers such as advertising platforms, including Google, are associated with funding harmful content with their ads, such as conspiracy narratives or right-wing extremist content.

To counter this, it helps to be a marketer: in absolutely to deal with current events so as not to put your foot in your mouth with a "golden idea" or strike the wrong tone altogether.

Provocative advertising should be examined particularly carefully - and it is here that creativity is needed. Most often, provocation takes place on levels that have already been discussed - and are therefore no longer funny. Examples of this would be sarcastic-sexist ads.

Finally, marketers need to really engage with their target audience and get to know them - personally, if possible. Only when advertising is produced for people instead of numbers can advertising be exciting.

(Source: [www.t3n.de](http://www.t3n.de))

### **Consumers save on food, but not yet on travel**

Consumers are tightening their belts when it comes to everyday necessities such as food and personal care products, explains market research company GfK. However, they are not yet saving on travel this summer.

According to the Deutsche Presse-Agentur, based on information from GfK, everyday consumer goods experienced a sharp decline from January to May. For example, 8.2 percent less meat and sausage products, 8.5 percent less fresh fruit and vegetables and seven percent less baked goods were purchased.

According to GfK, not only is less being bought, but people are also turning more frequently to special offers or manufacturers' own brands. The share of private labels in total sales grew by 35 percent in the first quarter. For more than a third of people, price is currently the most important criterion when making a purchase decision.

The travel industry, on the other hand, has so far developed in a completely different way. After more than two years of the Corona pandemic, consumers have a lot of catching up to do. The booking figures for private vacation trips in the current summer season are comparable to the last pre-pandemic year 2019, in some cases even exceeding it.

(Source: [www.reisevor9.de](http://www.reisevor9.de))

## **A quarter of Germans forgo summer vacation due to inflation**

An exclusive survey by the opinion research institute Civey for Business Insider has revealed that a quarter of all Germans want to forgo their vacation this year due to inflation. Women are more frugal and more likely to forgo vacation planning, according to the survey. The figure is 22 percent for men and 28 percent for women. In fact, travel is becoming significantly more expensive: a study by the comparison portal Idealo showed that a vacation to Mallorca is around 46 percent more expensive this year than it was last year.

After two years Corona pandemic the travel desire is with many humans as large as never before. But apparently also this year for many the vacation is cancelled. The reason is inflation and the resulting rise in the cost of food, energy and fuel.

A total of a quarter of Germans are therefore foregoing their vacation this year. This was the result of a representative survey conducted by the opinion research institute Civey exclusively for Business Insider.

In addition, the survey reveals that 13 percent of respondents are taking fewer vacations due to inflation and five percent are planning a cheap vacation. For 57 percent of all Germans, however, nothing has changed in terms of vacation planning despite rising prices.

### **Study shows a difference between men and women**

The survey also shows that women are slightly more likely to forgo vacations than men. While 22 percent of men forgo a trip because of inflation, the figure for women is 28 percent. Even taking into account the statistical error of up to 3.6 percent, the difference remains clear.

One reason for this could be the gender pay gap. For even last year, the average hourly wage of men was 18 percent higher than that of women. Working women in Germany therefore have to get by with significantly less income on average, and inflation hits them harder. Women also receive hundreds of euros less in average pensions than men.

### **Travel costs have risen sharply this year**

A reason for the vacation renouncement could be apart from the energy and food prices also the rising travel costs. In June, the comparison portal Idealo calculated how much the cost of summer vacations in 2022 has risen compared to last year.

According to the analysis, a vacation to Majorca is about 46 percent more expensive this year than last year. In 2021, a round-trip flight to Palma de Mallorca in August cost an average of 65 euros per person, according to the study. This summer, the trip will cost 41 percent more. That means the average price for the round-trip flight is around 92 euros.

(Source: [www.businessinsider.de](http://www.businessinsider.de))

### **Germany leads Europe in flight cancellations**

In a Europe-wide comparison, the most flights are currently cancelled in Germany. This is the result of an analysis by the data service provider and consultancy Mabrian. According to the online travel agency Hopper, Germany's largest airport, Frankfurt, is among the leaders in terms of delays, based on data from the service provider OAG.

According to the Mabrian list, Germany leads the negative top ten with a share of around 6.1 per cent of cancelled departures, followed by Austria with 4.5 per cent, the Netherlands with 3.5 per cent and Great Britain with 3.2 per cent. Germany also tops the list in terms of the absolute number of cancelled flights, with almost 1,500 cancellations; the UK comes in second with 1,060.

For the study, Mabrian compared the number of flights scheduled on 14 June for the period from 1 to 15 July with the flight schedules on 5 July. From this, the number of cancellations and their percentage share of the originally planned flights were determined and assigned to the countries.

According to the Mabrian analysis, Turkish Airlines performed the worst among the airlines with a share of 6.7 per cent of cancelled flights. Easyjet follows behind. The low-cost carrier had 5.5 per cent of its connections cancelled.

According to Hopper, Brussels Airport recorded the highest proportion of delayed flights with a share of 72 per cent, ahead of Frankfurt with 68 per cent, Eindhoven with 67 per cent and London-Luton with 66 per cent. Budapest, Lisbon, Paris Charles de Gaulle, Amsterdam and Nice also have delay rates of over 60 per cent. The best performing airports in this respect were Bergamo (3%), Gran Canaria (8%) and Bucharest (10%). Hopper analysed OAG data for the first third of July.

(Source: [www.reisevor9.de](http://www.reisevor9.de))

### **Warning strike at Lufthansa: Numerous passengers stranded at the terminal**

Frankfurt is closed for the time being - transit passengers in particular will probably not be able to get any further. At the smaller Stuttgart airport, however, Ver.di can report a success: Around 300 employees are to receive more money.

According to the trade union Ver.di, around 300 ground staff at Stuttgart Airport will receive more money from August onwards. Due to the agreement in the collective bargaining with a subsidiary of the airport, warning strikes there are "off the table", announced the regional association of the union in Stuttgart. The warning strike at Lufthansa would have little impact at Stuttgart Airport, because the airline employs only a few people there.

On Monday, it was agreed that employees who work at check-in and handle baggage, for example, should receive more than 18 percent higher wages in two stages. According to the union, the new collective agreement runs until the end of June 2023.

The agreement was possible "because the employer here in Stuttgart, also under the impression of the warning strike at Lufthansa, understood what a collective agreement result in 2022 at an airport must look like," said Ver.di negotiator Jan Bleckert. "Wage increases that genuinely and fully compensate for inflation and even additionally upgrade the professions a bit. Only in this way will there be a chance of filling vacancies again."



**In Frankfurt, numerous travelers do not get on**

Because of the warning strike of the ground staff at Lufthansa, however, numerous passengers were stranded at Frankfurt Airport. After initial emptiness in the terminal, long lines of travelers formed in front of the few manned counters on Wednesday morning. According to eyewitnesses, these were mostly foreign tourists who wanted to rebook their onward flights. Lufthansa had already asked passengers the day before to contact the company digitally if possible in order to organize new flights or interim accommodation.

At Germany's largest airport, 725 of 1160 scheduled flights were canceled Wednesday, according to a spokesman for operator Fraport. This means that flights operated by other airlines, which are usually assisted by Lufthansa ground staff, are also affected. Lufthansa itself had given the number of 646 strike-related flight cancellations for Wednesday. Flights of Lufthansa Group companies such as Swiss, Austria, Brussels or Air Dolomiti were also canceled. In addition, aircraft from Croatian, United, Air Canada and Poland's LOT were also unable to take off.

Ver.di and Lufthansa accused each other of being responsible for the situation. Lufthansa deliberately refrained from negotiating again after the warning strike announcement, said Ver.di strike leader Marvin Reschinsky. He now hopes for a quick, good result.

**"Lufthansa provoked this itself"**

In an interview with Bayerischer Rundfunk radio, Dennis Dacke of the aviation department in the national office of the Ver.di union defended the warning strikes: "Lufthansa provoked that itself."

At first glance, the second round of negotiations presented an offer that did not come close to compensating for inflation, Dacke said. "Lufthansa really didn't show any fundamental willingness to accommodate us within the negotiations either." Of course, one talks about compromises in collective bargaining. "But if you don't show a willingness to compromise, you have to live with the consequences as an airline at this point."

(Source: [www.spiegel.de](http://www.spiegel.de))

## **Car rental prices have increased again in June**

An analysis by car rental broker Sunny Cars attests to an average increase of 86 percent in the prices of vacation cars compared to 2019. In June, the average price was also 1.4 percent higher than in May. The number of bookings in June was well below the level of 2019.

In June 2022, the average price per booking at Sunny Cars was 658 euros, compared to 354 euros in June 2019. Expressed as a percentage, the average price thus increased by a whopping 86 percent. At the same time, significantly fewer rental cars were brokered than three years ago. At just under 50,000, the number of bookings was a good fifth lower than in 2019.

Short-term bookings are still the order of the day in the rental car sector despite the lack of capacity, says Thorsten Lehmann, managing partner of Sunny Cars. Around half of all bookings received by Sunny Cars in June were for the start of rentals in June and July this year, he said. This creates a problem for the industry: "Not only does the ability of car rental companies to plan suffer from the bookings received at short notice, but there are often no more vehicles available or they are only available at very high prices," warns the car rental professional.

(Source: [www.reisevor9.de](http://www.reisevor9.de))

## **Younger customers avoid travel agencies**

The younger customers are, the more they tend to book online, according to a survey by the digital association Bitkom. Two-thirds of respondents between the ages of 16 and 29 said they preferred to book online. Among older people aged 65 and over, only a quarter show this booking behavior.

Overall, more vacation travelers preferred booking vacation services via online platforms (53%) than via travel agencies (45%), according to the digital association. Two-thirds of Germans, according to the survey, expect international online platforms to dominate travel bookings in 2030. Travel agencies, on the other hand, would lose importance, according to 65 percent - and even 78 percent of younger people between the ages of 16 and 29.

According to Bitkom, younger people in particular prefer to book their vacations online. Thus, 65 percent of 16- to 29-year-olds said they prefer to book on online platforms, while only a quarter prefer to visit a local travel agency. Among older people aged 65 and over, it's the other way around: 59 percent prefer a travel agency and only 26 percent book via an online platform.

### **Customers appreciate independence from opening hours**

According to the Bitkom survey, consumers see many advantages in booking their vacations online. Among the most important are independence from opening hours (86%) and a presumed better comparability of travel offers (84%). In addition, 60 percent of respondents see an advantage in the wider range of offers as well as in the supposed time savings (58%). 33 percent like the fact that they can read reviews from other travelers. 31 percent think that travel offers are cheaper on the Internet.

However, many also miss service and advice when booking online. 58 percent lack personal contact when booking online, 47 percent do not want to have to take care of the booking themselves. For one in three, online booking is too complicated or they are simply used to booking trips via channels other than the Internet. About the same number are concerned that they won't find a contact person in case of problems (29%) or that their personal data will fall into the wrong hands (28%).

(Source: [www.reisevor9.de](http://www.reisevor9.de))

### **Catch-up in stationary sales continues in June**

The total invoiced turnover of the agencies recorded in the travel agency mirror of the back office service provider Tats is almost eight percent lower in June than in the comparable month in 2019. In contrast, the incoming orders in the tourism industry are plus 15 percent in the monthly comparison to 2019.

Settled tourism sales in June are down 13 percent from 2019, while air travel sales are down nearly eight percent for the month. Other revenue is up 18 percent in June 2022 compared to 2019, with revenue from the cruises tourism subdivision hovering 17 percent below revenue three years ago.

On a cumulative basis, total billed travel agency sales for January through June are still one-third lower than 2019, with tourism down 31 percent and air sales down 39 percent. Cruises are down 40 percent compared to 2019.

### **Incoming orders improve**

Tourism order entry is up 15 percent month-over-month in June 2022 compared to 2019, but tourism order backlog by travel date through October 2022 still lags by 32 percent. For cruises, new orders improve by nearly a quarter compared to 2019, but backlog still lags by 40 percent.

Tats is a back-office service provider to the tourism industry. The booking and accounting data of around 2,500 affiliated travel agencies is collected for the monthly travel agency review.

(Source: [www.reisevor9.de](http://www.reisevor9.de))

# PLEASE CONTACT US.



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