

## LEISURE TRAVEL

August 2022

Prepared by:

Rosemarie Payne, CDME

Director Leisure Travel

### RECAP

#### Trade Shows/ Missions/ Events

August 2022

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8/24 – 26	ASTA – San Francisco, CA
8/31 – 9/1	Visit Florida Governor's Conference on Tourism

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### August 2022

#### ASTA (American Society of Travel Advisors) Global Conf. – San Francisco August 24 - 26 , 2022

ATTENDANCE: 150 Travel Advisors

INDUSTRY

PARTICIPATION: TradeWinds Island Resorts

COLLATERAL

DISTRIBUTED: 70 Destination Magazines, Logo Items

#### RESULTS:

- American Society of Travel Advisors is the leading global advocate for the travel advisor, the travel industry, and the traveling public. ASTA's 14,500 members have, on average, 31 years of experience and include independent contractors, brick-and-mortar agencies, host agencies, consortia, travel management companies and online companies.
- This year's show is expected to be the largest ASTA annual conference and VSPC will be next to Visit Tampa at the 2-day trade show to showcase the entire Tampa Bay destination. The conference has one-on-one appointments and a trade show along with several networking opportunities. Travel Advisors come from all over the USA and Canada to attend the annual conference.
- The goal of the Global Conference is to advocate for the Travel Advisor and their businesses. The show consists of general sessions, lunch and learn, trade shows and networking.
- During one-on-one meetings Visit St Pete/Clearwater was asked to attend 7 ASTA Chapter trade shows or events in Southern California, Houston, Dallas, Mid-Michigan, New Jersey, Central Florida, 3 rivers Chapter in Pennsylvania, and New York. We were also able to meet with the AAA Auto Group (Colorado, **Florida**, Georgia, Iowa, Michigan, Nebraska, North Carolina, North Dakota, South Carolina, Tennessee, Wisconsin, Puerto Rico, the U.S. Virgin Islands, most of Illinois and Minnesota, a portion of Indiana, and the province of Quebec) to talk about advisor webinars, connecting to at home advisors, and marketing partnerships. The club will be attending the AAA/CAA conference in November.
- TradeWinds Resorts also attended, and an email blast was sent to all the attendees prior to the show, at least 25 advisors signed up for resort training on the property.

- Specific business discussed included a meeting with Christina Mehan with Escapes for Everyone. She requested DMs be mailed to her storefront. She is expecting 5-8 vacations for spring 2023 to come our way. Stacy Mack with Dream Experience Travel has a family coming to Clearwater for a week the 1<sup>st</sup> week of November and would like attraction information. Le Travel Boutique in St Petersburg asked for a case of guides for her storefront close to downtown. She has 9 rooms for 3 days for a golf outing coming to Clearwater in Mid-October. Lindsey Sauer with Outlander Travel asked for guides to be sent to her Washington location outside of Seattle. I asked if she was getting interest in Florida, and she said that she has had more requests for Florida in the past six months than ever before.

RECOMMENDATION: This is always a great conference and will be in Puerto Rico in 2023. This location will be stronger for Florida destinations since it will bring more advisors from the eastern and southern parts of the US.

STAFFED BY: Darryl Boggess, Leisure Travel Sales Manager

**Visit Florida Governor’s Conference on Tourism August 31 – Sept. 1, 2022**

ATTENDANCE: Travel Industry Professionals

INDUSTRY

PARTICIPATION: St. Pete/Clearwater had Hotel, Attraction, Airport, and Chamber Partners in Attendance

COLLATERAL

DISTRIBUTED: N/A

RESULTS:

- There were 800 attendees at the 2022 Florida Governor’s Conference on Tourism. Met with several vendors at the show to discuss trends and potential sales opportunities for leisure travel. Also met with Simpleview to talk strategy in using CRM more effectively in leisure.
- DMO Spotlight Sessions and Breakouts provided good insight on industry trends. Keynote address focused on being real & honest. Vulnerability in our approach to sales is vital when trying to influence buying decisions, relationship building, and creating brand loyalty. Being great storytellers will help us to “revolt against the routine”. Speakers also focused on the value of having clients experience our destination so they can sell it better. “Hearing something a thousand times is less impactful than experiencing it once.”
- Several St. Pete/Clearwater industry partners in attendance included BVK, Miles Partnership, CMA, Alligator and Wildlife Discovery Center, Sheraton Sand Key, Tampa Bay Beaches Chamber of Commerce, PIE, and others.

- The Annual Governor’s Conference on Tourism is the premier educational conference for the Florida tourism industry. The conference brings together tourism industry professional to explore the latest trends and opportunities for the industry. New for 2022 are the DMO Spotlight Sessions giving insight into how other DMO’s in the state stay on the cutting edge of destination development, research, and responsible tourism. Valuable information that can be used to grow visitors to St. Pete/Clearwater.
- This educational opportunity also allows for networking and strategizing with Visit Florida staff on domestic and international sales initiatives for the Leisure Travel Department.
- The 2022 Flagler Awards recognized outstanding tourism marketing in Florida. First place, The Henry was awarded to the St. Pete-Clearwater International Airport for Creativity in Public Relations and the Clearwater Marine Aquarium for Sustainable Tourism Marketing. Bronze awards went to The Alligator & Wildlife Discovery Center for Niche Marketing and Best of Show (annual marketing budget less than \$500,000) and VSPC was also awarded bronze for Resource/Promotional Material – Consumer – *Gulf to Bay* Magazine.

RECOMMENDATION: VSPC will attend the 2023 Governor’s Conference. Location TBD.

STAFFED BY: Rosemarie Payne, Director Leisure Travel

### International Update

- TTG’s Florida Fest Event in the UK has been postponed until later in 2022. This virtual presentation will for 30 travel advisors and the Masterclass will focus on the LGBTQ+ market. VSPC is paired with Visit Miami for this workshop. The webinar is available online for 12-months so travel advisors can view the presentations and share them with colleagues and clients.

### UPCOMING TRADE SHOWS/MISSIONS/EVENTS

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9/7-9	CCRA Philadelphia
9/12-14	RTO (Receptive Tour Operator) Conference – Kissimmee, FL
9/16-18	Delta Vacations University – Atlanta, GA
9/25-30	Travel Week Europe – Frankfurt, Germany

### UPCOMING FAMS – EDUCATIONAL VISITS

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10/19	Virgin Atlantic Sales FAM
11/2-4	Virgin Atlantic Inaugural Media/VIP FAM
11/10-12	Virgin Holidays FAM
11/29-12/1	Virgin Atlantic MEGA FAM
11/30	Ocean Florida UK FAM
12/2-5	DERTOUR German FAM
12/10	US Airtours UK FAM