

## LEISURE TRAVEL

February 2023

Prepared by:

Rosemarie Payne, CDME

Director Leisure Travel

### Trade Shows/Missions

February 2023

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|------------|---|
| 2/2-5      | Florida Huddle – West Palm Beach, FL                            |
| 2/12-14    | IITA (International Inbound Travel Association) – San Diego, CA |
| 2/28 – 3/1 | Peninsula Travel Shows – Orlando, Melbourne, Jacksonville, FL   |

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### February 2023

#### Florida Huddle – West Palm Beach, FL

February 2 - 5, 2023

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|----------------|---|
| ATTENDANCE:    | 600 Buyers, Suppliers, & Travel Media                           |
| INDUSTRY       |   |
| PARTICIPATION: | Industry Partners Registered Booths Directly with Visit Florida |
| COLLATERAL     |   |
| DISTRIBUTED:   | N/A – Appointment Show  |

#### RESULTS:

- Over 600 Buyers, Suppliers, and Travel Media attended Florida Huddle. VSPC had 42 appointments during the 2-day show and these tour operators reported increased sales from Canada, UK/Ireland, and key domestic markets.
- New programs for travel advisors discussed with Movement Marketing and AAA is crafting a national campaign with all 5 of the clubs across the USA in conjunction with Visit Florida. Hopper campaign is going well, and they will send results including bookings.
- Hotelbeds 8-month campaign just launched. Excellent room night production from this partner and their annual trade show, Market Hub is coming back in October. Sponsorships were also discussed with Delta Vacations for Delta Vacations University and Apple Leisure Group for their Ascend Conference.
- Launching Brand USA Campaigns with Air Canada and Air Canada Vacations this summer. Their brand is trying to bring Canadian business to our destination year-round, not just winter months.
- Produced by Visit Florida this is the largest appointment show with Travel Buyers from around the world, that takes place in Florida. Once again, Florida Huddle took place concurrently with Florida Encounter.

RECOMMENDATION: Florida Huddle is moving to June in 2024. Because of this date change, VSPC will send only one Global Travel representative to the show in Miami.

STAFFED BY: Rosemarie Payne – Director Leisure Travel  
Andrea Gabel – Sr. Manager Latin America

**IITA – International Inbound Travel Association**

**February 12 - 14, 2023**

ATTENDANCE: 75 Inbound Tour Operators  
INDUSTRY  
PARTICIPATION: N/A  
COLLATERAL  
DISTRIBUTED: N/A – Appointment Show

**RESULTS:**

- IITA, International Inbound Travel Association, had its annual summit in San Diego this year after hosting it at the Sirata Beach Resort, St. Pete Beach three years ago. This is an appointment, educational and networking show designed specifically to bring international visitors to the destination.
- Educational highlights of the show include, IITA’s Steps to Success training. Jennifer Ackerson with Alon Tourism Solutions helps destinations train hotel sales and revenue managers to work with inbound tour operators. The Leisure Team will investigate how to use this tool to educate our hotel partners.
- Geoff Freeman, the President, and CEO of the U.S. Travel Association gave a presentation about the four engagements in travel. Domestic leisure travel is and will be the number one segment for a while. International Inbound, Group and Business Transient are coming back but will not be at the numbers pre 2019 until 2024/2025.
- Discussions with tour operators included: American Tours International, believes high-end German travel is poised to rebound this summer and fall and travelers are willing to spend more for luxury products and services.
- Bonotel, would like to create a marketing campaign with VSPC if there is an opportunity on our end. Dream Vacation Builders just started booking into the Florida market and it is quickly becoming a leading destination for the California market. Group Travel Odyssey is a portal for destination information for tour operators, VSPC will be able to send photos, editorial and information to market the destination for free. Onstage Academy is looking to partner with VSPC for a sailing program for their LATAM markets.

**RECOMMENDATION:** Overall, this is a great association to partner with and this summit has both educational and business opportunities that are useful to VSPC.

**STAFFED BY:** Darryl Boggess – Sales Manager Leisure Travel

**Peninsula Travel Shows****Feb. 28 – March 1, 2023**

ATTENDANCE: 45 – 50 Travel Advisors Each City  
 INDUSTRY  
 PARTICIPATION: N/A  
 COLLATERAL  
 DISTRIBUTED: 150 Destination Magazines, Logo Items

**RESULTS:**

- Participating in these travel advisor shows in Orlando, Melbourne, and Jacksonville afforded VSPC the opportunity to educate and update in-state agents that have the potential to bring new business and continuing room nights to Pinellas County hotel properties. Most of these travel advisors are home-based and book directly with hotels and resorts.
- Other Florida destinations represented at the shows were Ft. Lauderdale, Visit Central Florida, Miami, Ft. Myers/Sanibel, and Port Canaveral.
- Travel advisors VSPC met during the show discussed the following bookings for 2023. Training these advisors has had a direct benefit to Pinellas County.
  - May 26-29 TradeWinds Island Resorts, St. Pete Beach, (family) - Applause Travel Services, Winter Springs
  - June 23-25 Doubletree Resort, Redington Shores, (wedding) - All about Travel, Winter Park
  - June 29- July 6 Madeira Bay -Travel Resort Services (family) - The Travel Center, Merritt Island
  - Sept 5-7 Sheraton Sand Key (family – pre-cruise Tampa) - Cruise Planners, Jacksonville.

RECOMMENDATION: Recommend VSPC participate in these cost-effective travel shows in 2024.

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

**Domestic Update**

- Visit St. Pete/Clearwater will participate, with Travel Weekly on their Summer Escapes Co-op Roundtable Webinar April 24<sup>th</sup>. Travel Weekly guarantees 600 registrants for the webinar and the series is hosted on TravelWeekly.com for a year. Advisors are already receiving requests for summer travel and expect this to peak after the Easter holiday. Many advisors have expressed increased booking activity from their customers for summer getaways and see a strong demand for Florida. This webinar is limited to 6 Florida DMO partners.

**UPCOMING TRADE SHOWS/MISSIONS/EVENTS**

3/13-17 Peninsula Travel Shows – Atlanta, GA, Greenville, SC, Charlotte, NC  
 3/27-30 Peninsula Travel Shows – Dallas, Austin, San Antonio, Houston, TX  
 3/29-4/3 Visit Florida Canadian Sales Mission and Ottawa Travel & Vacation Show

**UPCOMING FAMS – EDUCATIONAL VISITS**

6/14-18 UK Trade FAM