

LEISURE TRAVEL

January 2022

Prepared by:

Rosemarie Payne, CDME

Director Leisure Travel

RECAP

Trade Shows/ Missions/ Events

January 2022

1/21-23	AAA Pittsburgh Travel Showcase
1/24-26	Florida Huddle – Tampa, FL
1/27-30	Morris Murdock/Columbus Travel Show - Utah
1/29-30	Travel & Adventure Show – NYC
1/31-2/2	RTO (Receptive Tour Operators) Summit East - NYC

January 2022

AAA Pittsburgh Travel Showcase

January 21 - 23, 2022

ATTENDANCE:	2000 Consumers
INDUSTRY	
PARTICIPATION:	N/A
COLLATERAL	
DISTRIBUTED:	300 Destination Magazines, Logo Items

RESULTS:

- The Pittsburgh Travel Showcase was sponsored by AAA Travel. The attendance was less than expected due to an ice/snowstorm during the weekend. VSPC distributed just over 300 destination magazines.
- AAA Travel Advisors were on site booking travel and will report on confirmed vacations booked during the show and follow-up in February. AAA offered partners time to meet with their travel advisors onsite, to update them on everything New & Now in St Pete/Clearwater. AAA travel advisors love our destination magazine, as they no longer publish tour books.
- VSPC was also listed in AAA Pittsburgh's direct mail tabloid (100,000+) and in the official program distributed to all attendees. VSPC was also featured in AAA Motorist Members Publication (2.7 million members in Pennsylvania, Ohio, West Virginia, Kentucky and New York).
- Miami CVB and Visit Central Florida were two other Florida destinations represented during this travel show.
- Bookings and some interesting conversations and take-a-ways from attendees we met with during the show:
 - Upcoming wedding at Sunken Gardens, wedding party and family stayed at the Hampton Inn & Suites downtown St. Pete. Booked accommodations with AAA the wedding directly with Sunken Gardens.

- Retired Navy Veterans booked at the Hilton Clearwater Beach 4 day/3 nights to dive the Veteran's Circle of Heroes Veterans' Memorial and deep-sea fishing. Booked Hilton with AAA.
- Family vacation Holiday Inn Harbourside, Indian Rocks Beach. This was the fourth year they have returned booked with AAA.
- Several senior couples mentioned they have a timeshare with TradeWinds (Blue/Green), and they visit yearly.
- Family of six stayed at Madeira Bay – booked directly with Travel Resort Services.

RECOMMENDATION: Would recommend this show every other year and AAA is considering moving the date to avoid future weather issues.

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

Florida Huddle – Tampa, FL

January 24 - 26, 2022

ATTENDANCE: International & Domestic Tour Operators (Media)

INDUSTRY

PARTICIPATION: 8 Industry Partners – Alligator & Wildlife Attraction, Clearwater Marine Aquarium, Doubletree by Hilton, Holiday Inn Harbourside, Sheraton Sand Key, Sirata, Don CeSar & Wyndham Grand

COLLATERAL

DISTRIBUTED: Post-show Collateral & Digital Assets Sent

RESULTS:

- Visit St. Pete/Clearwater had over 80 appointments over the 2-day show. Excellent meetings with operators from across the US and international markets.
- These meetings with travel buyers allow VSPC to track room night production to the destination, address challenges facing growth including inventory and pricing, strategies for marketing initiatives to increase market share and engage potential new markets for additional business.
- International visitation should grow after April and Canadian markets should also rebound by summer. Will be inputting production numbers from key accounts in Simpleview for tracking and will follow-up on marketing initiatives discussed in our meetings.
- Visit St. Pete/Clearwater UK & Ireland Rep., Jayne Brooke, joined VSPC for meetings at Huddle and a 3-day pre-Huddle SUPER FAM. 27 Buyers from Brazil, Canada, UK, Ireland, Germany & the US attended this educational visit prior to the show in Tampa.
- This is the largest appointment show with Travel Buyers from around the world, that takes place in Florida. This show is exclusively for Suppliers in Florida and is hosted by Visit Florida. This year Florida Huddle took place concurrently with Florida Encounter.

RECOMMENDATION: Visit St. Pete/Clearwater will attend Visit Florida's - Florida Huddle 2023 - February 2- 4 in West Palm Beach.

STAFFED BY: Rosemarie Payne, Director Leisure Travel
Andrea Gabel – Sr. Sales Manager Brazil

ATTENDANCE: 1000+ Consumers

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: 300 Destination Magazines, Logo Items, Partner Collateral

RESULTS:

- This year's show was exceptional, in part because of the desire to plan a vacation after COVID. VSPC shipped over 300 pieces of collateral and completely ran out. We had to use a QR code for a few guides at the end of the show.
- The big news at the show was the NEW Provo flight into PIE. During the entire 2-day show, we only had 3 people that knew about the flight; however, everyone was excited to hear about this discount carrier option. Most people were shocked when we showed them online the rates to fly down during peak season. Another highlight of the show was a group booking at the Sheraton Sand Key, 16 rooms per night for 4 nights in April.
- We are working with several travel advisors from this market to have welcome bags for new bookings to the destination. Here are some other notable room night bookings:
 - Couple looking in Feb, showed them Allegiant flight info and said they will book, 4 nights.
 - Retired couple coming to Treasure Island, 1 week in February.
 - Couple driving an RV camper down, staying one month in Panama City and trying to stay one month St Pete/Clearwater. We gave them info on Fort De Soto, KOA, and Roberts RV park on Gandy.
 - A couple planning a 45-person family reunion, came to the show and would like to book in Florida. I gave them my business card and asked them to reach out. It is over the summer and they are going to start planning this March.
 - Young family going to Orlando in March and wanted beach info for 4 days after Orlando vacation.
 - Daughter planning beach getaway for father with cancer, he would like to go to the beach for one week. Interested in the Don CeSar Beach House Suites.
 - Family of 5, is coming to Clearwater in June, needed hotel suggestions. The father is a Bonvoy Marriott member, they decided on the Springhill Suites across from the Hyatt Regency Clearwater.
 - Single guy was excited to learn about Allegiant to PIE, he must use a travel voucher that he cancelled for a Phoenix flight, said he would like to come to the beach instead.
 - Family of 3, with Autistic child, looking for a beach vacation. Told them about the Tradewinds Autism Program. They were so excited and thought this was a great option.
 - Large group is going to Orlando in June, wanted charter information for a private boat for up to 20 people.

- Family already booked rooms at the Hilton Clearwater in April. Excited to hear about Allegiant and Delta nonstop flights. They have only booked the room at this point.
- This was a great show, and the turnout was more than expected. With the new Allegiant flight and Delta nonstop, this is a growing market for VSPC. In addition, St. Pete/Clearwater had 126 rooms pacing over the next 4 months from the TravelClick Agency 360 report with an ADR of \$581 and \$73,151 in room revenue.

RECOMMENDATION: Visit St Pete/Clearwater will continue to monitor bookings from this market.

STAFFED BY: Darryl Boggess, Leisure Travel Sales Manager

Travel & Adventure Show – NYC

January 29 - 30, 2022

RTO Summit East - NYC

January 31 – Feb. 2, 2022

Due to COVID concerns, RTO was cancelled, and Travel & Adventure was postponed until March.

International Update

- VSPC will participate in a Visit USA Virtual Roadshow in Germany March 7 - 10. Other Florida participants include Visit Florida, Visit Tampa Bay, Kennedy Space Center, Miami CVB, Fort Myers, Naples/Marco Island/Everglades, and Crystal River. Sent a video message from Weedon Island to welcome the agents to the webinar.

Canada Update

- VSPC staff will participate in a Visit Florida Canada Sales Mission, April 25 – 29. This is the first mission since the Pandemic. The mission will include meetings and events with key tour operators and travel media in Toronto and Montreal. Rosemarie Payne will attend for the trade meetings and Mackenzie Comerer will attend the media events.

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

2/5-6	Travel & Adventure Show – Chicago, IL
2/15	AAA Northeast - Club Adventures – Florida Takeover & Roundtable Session – Virtual Webinar Series
2/21-24	Peninsula Travel Shows – Atlanta, Greenville, SC & Charlotte, NC – CCRA Lunch & Learn Charlotte
2/23-25	Travursity – Texas
2/26-27	Travel & Adventure Show – Washington, DC