

LEISURE TRAVEL

June 2022

Prepared by:

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Director Leisure Travel

RECAP

Trade Shows/ Missions/ Events

June 2022

6/4 – 5	Connect THRIVE – Orlando, FL
6/5 – 9	US Travel Association IPW – Orlando, FL
6/21-23	Travel Agent Forum – Las Vegas, NV
6/24-26	Travel Advisors Mid-South - Nashville, TN

June 2022

Connect THRIVE – Orlando, FL

June 4 - 5, 2022

ATTENDANCE: 100 Travel Buyers

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: VSPC was a Sponsor for the event and created T-shirts for the Attendees

RESULTS:

- Connect Travel's THRIVE event fosters community development through LGBTQ+ travel. This one-of-a-kind summit features dynamic General Sessions alongside a series of pre-scheduled one-on-one meeting with Buyers.
- Meeting with Communify. This organization works with destinations to highlight and market to the LGBTQ+ market and offered to work with the VSPC on our messaging to this community.
- Other successful meetings included GBTN (Gay Travel Business Network) that offered VSPC advertising and marketing opportunities to its members on its social media platforms and Pride Journeys featured St Petersburg Pride Festival in their online Pride Publication.

RECOMMENDATION: Visit St. Pete/Clearwater will continue to support the LGBTQ+ community and grow our partnership with the specialized travel buyers that attend THRIVE each year. Location for 2023 TBD.

STAFFED BY: Darryl Boggess - Sales Manager, Leisure Travel

US Travel Association IPW – Orlando, FL**June 5 - 9, 2022**

ATTENDANCE: 4600 International Travel Buyers, Media, and US Suppliers

INDUSTRY

PARTICIPATION: Sirata Beach Resort, Sunset Vistas, Marriott Sand Key, Sheraton Sand Key, Holiday Inn Harbourside, & Alligator & Wildlife Attraction

COLLATERAL

DISTRIBUTED: Timed Industry Meetings – Sales Support sent Post IPW

RESULTS:

- Visit St. Pete/Clearwater and 6 Industry Partners (Sirata Beach Resort, Alligator & Wildlife Attraction, Sunset Vistas, Marriott Sand Key, Sheraton Sand Key, Holiday Inn Harbourside and Don CeSar) attended IPW in Orlando, June 5 – 9.
- 4600 Buyers, Suppliers, and Travel Industry Media from across the globe attend this show. VSPC staff, including our new Central Europe Rep. Axel Kaus and new UK/Ireland/Scandinavia Rep. Jayne Brooke, had over 150 one-on-one appointments with Buyers from the US, Canada, UK, Ireland, Germany, Switzerland, Mexico, Central Europe, and Latin American markets. VSPC also had appointments with travel industry media.
- Meetings at IPW allowed VSPC and partners the opportunity to discuss market trends, pricing, production numbers, marketing opportunities and other initiatives designed to keep St. Pete/Clearwater successful in these domestic and international markets. Increased room night production from these tour operators will result from relationships built during the important one-on-one discussions.
- VSPC also hosted an activation booth in the Visit Florida “Orange Grove”. This additional activation space allowed VSPC to network with all IPW attendees outside of the appointments. IPW 2023 will be May 20 – 24 in San Antonio, Texas.

RECOMMENDATION: Visit St. Pete/Clearwater and partners will attend IPW 2023 in San Antonio, TX – May 20 – 24.

STAFFED BY: Rosemarie Payne – Director Leisure Travel
Darryl Boggess - Sales Manager, Leisure Travel**Travel Agent Forum – Las Vegas, NV****June 21 - 23, 2022**

ATTENDANCE: 800 Travel Advisors

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: 75 Destination Magazines, 100 Luggage Tags, and 100 pens

RESULTS:

- The Travel Agent Forum is a large travel advisor show with roundtable discussions and a 2-day trade show. The roundtable discussions gave VSPC the opportunity to meet with over 75 advisors for 10-minute speed dating sessions. The trade show was full of activity. VSPC

was able to distribute 60 concierge guides and will be mailing out additional guides. (Travel advisors fly in for this show, most do not take collateral).

- Some significant bookings from this show include, a senior class booking for 20 rooms per day for 6 nights (3/26-4/1/2023), couple coming to Clearwater looking for a 2 week stay in January and looking at Hyatt Regency Clearwater Beach Resort and Sheraton Sand Key, couple looking at a 2-bedroom Gulf-front suite for a week this October for the Hyatt Regency Clearwater Beach, advisor booking a family from Dallas, TX for Clearwater and pricing the Residence Inn/Springhill Suites Clearwater Beach and the Edge Hotel Clearwater Beach for a week in November, family reunion looking at downtown St. Petersburg for 4 to 6 two-bedroom suite rooms at The Vinoy Renaissance St Petersburg Resort and Golf Club for 6 nights (would like to rent out the private room at the golf club for a dinner function), family coming to the Postcard in on the Beach, St Pete Beach in August for 1 week, family of 5 coming to TradeWinds Island Grand Beach Resort next week. With the ADR at \$250+, room revenue just from these bookings is over \$46,500.
- Other Florida destinations that attended the show were Visit Fort Lauderdale, Visit Tampa Bay, Visit Sarasota, Greater Miami and Miami Beach, Universal Studios, Ormand Beach, and a couple of large Orlando hotels.
- The show also had Expedia TAAP (Travel Agent Affiliate Program), reps. on hand trying to sign-up advisers up to go through the Expedia booking platform. CCRA, Travel Advisors Global Network, & Travel Leaders Consortium also had representatives with trade show booths.

RECOMMENDATION: Visit St. Pete/Clearwater will attend the Travel Agent Forum in 2023. Show organizers invite different agents each year.

STAFFED BY: Darryl Boggess - Sales Manager, Leisure Travel

Travel Advisors Mid-South – Nashville, TN

June 24 - 26, 2022

ATTENDANCE: 178 Travel Advisors
INDUSTRY
PARTICIPATION: N/A
COLLATERAL
DISTRIBUTED: 180 Destination Magazines & Assorted Logo Items

RESULTS:

- Travel Advisors Mid-South started as Travel Agents of Tennessee and is a trade association dedicated to advancement of the professional and economic interests of its travel advisor membership.
- The 2022 Conference included round-table destination trainings and a trade show.
- VSPC, Visit Central Florida, Fort Myers, and Port Canaveral sponsored the Friday night dinner event for the conference. The theme was “Florida Friday with Sips of Sunshine Bingo”. Each partner presented a destination overview along with time for questions from

the travel advisors. Included in our sponsorship VSPC participated in the trade show and a breakout session during the conference.

- No specific customer bookings discussed during the event, but agents from TN & Kentucky attended the conference. This association hopes to grow its base over the next year and advisors are very interested in DMO training programs to grow their business.

RECOMMENDATION: Visit St. Pete/Clearwater will participate in the 2023 conference and will consider future sponsorships with other Florida DMO's.

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

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

7/12 -13	AAA Auto Club Group – Branch Office Visits
7/12-14	ASTA Michigan & Ohio Chapter Trade Shows
8/24-26	ASTA Global Conference

FAM – EDUCATIONAL VISITS

7/12-14	FTI Germany – Eurowings Discover FAM
10/16 – 19	UK Trade FAM
12/2 – 5	DERTOUR Germany FAM