

## LEISURE TRAVEL

March 2022

Prepared by:

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Director Leisure Travel

### RECAP

#### Trade Shows/ Missions/ Events

March 2022

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3/2-3	Peninsula Travel Show – Orlando
3/5-6	Travel & Adventure Show – Boston
3/19-20	Travel & Adventure Show – NY
3/31 – 4/1	Cruise 360 – Fort Lauderdale, FL

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### March 2022

#### Peninsula Travel Show – Orlando, FL

March 2 – 3 , 2022

ATTENDANCE:	86 Travel Advisors
INDUSTRY	
PARTICIPATION:	TradeWinds Island Resorts
COLLATERAL	
DISTRIBUTED:	100 Destination Magazines, Logo Items

#### RESULTS:

- Peninsula Travel hosted an educational event in Altamonte Springs. The show consisted of a trade show and roundtable presentation on the destination to the 86 travel advisors in attendance.
- VSPC distributed 100 destination magazines along with VSPC's *New & Now* for March 2022.
- TradeWinds Island Resorts was VSPC's hotel partner for this trade show.
- Reported bookings:
  - Oct 22-24, 2022 - Sandpearl Resort- wedding party of 6 – Dreams & Destinations
  - Jul 22-25, 2022 - Bilmar Beach Resort - family of 3 – Applause Travel Service
- VSPC scheduled a sales call to the Winter Park AAA branch giving us the opportunity to speak with 2 travel counselors in the office. These travel advisors were familiar with the St. Pete/Clearwater area; however, it has been a few years since they have visited.
- AAA reported a booking for a family of 4 at the Sheraton Sand Key Resort May 26-29, 2022.

RECOMMENDATION: Orlando travel advisors continue to have business for our destination. VSPC should consider attending future Peninsula Shows in Florida for 2023.

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

ATTENDANCE: 5000 Consumers  
INDUSTRY  
PARTICIPATION: Alligator & Wildlife Discovery Center & TradeWinds Island Resorts  
COLLATERAL  
DISTRIBUTED: 650 Destination Magazines, Logo Items, Partner Collateral

**RESULTS:**

- The Travel & Adventure Show was well addended and this was the first year returning to Boston since 2020. This is Boston’s only Travel Show.
- AAA Northeast travel advisors were on-site to take bookings and will report on confirmed vacations booked during the show and will follow-up in April with any added bookings.
- In addition to the trade show, AAA offered suppliers time to meet with the travel advisors to update them on everything new in St Pete/Clearwater and we distributed our destination magazines for them to use a selling reference. AAA no longer publishes tour books, so the magazines are well received.
- Other Florida destinations exhibiting included Miami, Fort Lauderdale, Key West and the Florida Keys, Visit Central Florida, Naples, Fort Myers/Sanibel, South Walton Beach and the Florida Treasure Coast.
- Bookings and take-a-ways from attendees we spoke with:
  - April 17 - 23 Treasure Bay Resort (after NCL cruise Norwegian Dawn- senior couple) Cruise Planers/AMEX Travel
  - May 5 - 8 Cambria (couple attending a wedding)- booked directly with Cambria
  - Jun 30 - July 5 Marriott Sand Key- booked with AAA Northeast
  - Several attendees mentioned they visit yearly staying at the TradeWinds (Blue/Green)
  - One couple we spoke with had their wedding at the Don CeSar in 2005 and every five years they have returned to the Don CeSar for vacation.
- More interest shown in visiting during May, September and October for lower hotel rates, airline fares and less tourist congestion.

RECOMMENDATION: VSPC Should consider having representation at this show in 2023.

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

**Travel & Adventure Show - NY****March 10 – 20 , 2022**

ATTENDANCE: 810 Travel Advisors  
13,972 Consumers  
254 Travel Industry Press

## INDUSTRY

PARTICIPATION: TradeWinds Island Resorts, Sirata Beach Resort, & Alligator & Wildlife  
Discovery Center

## COLLATERAL

DISTRIBUTED: 650 Destination Magazines, Logo Items, Partner Collateral

## RESULTS:

- Travel & Adventure Show, New York City was the largest consumer travel show being held in 2022. This organization replaced the New York Times show. Travel & Adventure focused completely on consumers and travel advisors, verses advertising and media like New York Times Travel Show.
- Objectives for the Travel & Adventure show included influencing consumer consideration of St. Pete/Clearwater for their next leisure vacation or business trip.
- AAA Northeast had travel counselors on-site for bookings made during the show.
- There was a lot on interest in St Pete/Clearwater both from the consumer and the travel advisors. No specific destination bookings discussed during the show, however, VSPC partners did have several inquiries for summer.
- VSPC's Craft Beer Trail "Gulp Coast" was mentioned numerous times by individuals that have visited recently.
- St Pete Pride Parade and the Sugar Sand Festival were among the top festivals mentioned.

RECOMMENDATION: VSPC Should consider having representation at this show in 2023.

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

**Cruise 360 – Fort Lauderdale, FL****March 31 – April 1, 2022**

ATTENDANCE: 800 Travel Advisors

## INDUSTRY

PARTICIPATION: N/A

## COLLATERAL

DISTRIBUTED: 150 Destination Magazines, Logo Items, Partner Collateral

## RESULTS:

- The Cruise 360 show brings in travel advisors that specialize in leisure bookings for cruises and land-based travel. VSPC had a booth next to Visit Tampa Bay and were able to cross sell the entire Tampa Bay area. Other Florida destinations that attended were Visit Ft. Lauderdale, Greater Miami, Visit Tampa Bay, Space Coast, and Visit Orlando.

- Some highlights from Travel Advisors include:
  - Nashville homebased travel advisor booked 10 vacations (5-nights being the average length of stay) in St Pete and Clearwater just this year.
  - A North Dakota based travel advisor booked 3 vacations and has 2 coming in April and May. This Advisor does book Allegiant with no commission but gets commission from hotel bookings. Allegiant is the only nonstop to the destination at her client's price point.
  - Wisconsin travel advisor has 5 rooms for 4 nights booked at the Treasure Island Beach Resort.
  - Travel advisor out of Ocala is bringing a day-group from Ocala to go to the Sugar Sand Festival, VSPC assisted with getting a group booking at the Palm Pavilion for lunch.
  - Virtuoso travel advisor booked 10-person group, 5 rooms for 3 nights in May.
  - Travel advisor booked clients at the Marriott Courtyard downtown St Petersburg. VSPC provided museum and the Pier recommendations for activities.
- Overall, a great show and a lot of interest in the destination. The travel advisors were happy to discuss hotels and attraction options and pre and post cruise beach/culture itineraries.

RECOMMENDATION: Cruise World is a show produced by Travel Weekly. This show is similar in format to Cruise 360 and has vetted travel agents that attend. VSPC should consider alternating between Cruise 360 & Cruise World moving forward.

STAFFED BY: Darryl Boggess, Leisure Travel Sales Manager

### **Canadian Update**

- VSPC will once again partner with Visit Florida for BranchUP Canada in May 2022. This month-long digital campaign will allow VSPC to submit 3 posts on Culture, the Beaches and Spring Training 2023. BranchUP is a free, professional Facebook marketing tool for travel professionals that engages their customers and generates leads.
- VSPC will attend the Discover America Canada reception at IPW 2022 in Orlando.

### **Domestic Update**

- Visit St. Pete/Clearwater participated in *Travel Weekly's* Florida Summer Escapes Co-op Webinar on April 11<sup>th</sup>. 809 travel advisors registered for this hour-long webinar that featured presentations from VSPC, Fort Myers, Palm Beaches, Naples, and Fort Lauderdale. 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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4/3-7 Visit Florida Sales Mission – NY & Chicago  
4/25-29 Visit Florida Sales Mission – Canada (Toronto & Montreal)

**UPCOMING FAMS – EDUCATIONAL VISITS**

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6/9-10 Post IPW - Visit Florida Educational FAM  
6/9-12 Post IPW – Central Europe FAM  
7/12-14 FTI – Eurowings Discover German FAM