

## LEISURE TRAVEL

May 2022

Prepared by:

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### RECAP

#### Trade Shows/ Missions/ Events

May 2022

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5/3-6	Travursity – Chicago, IL & St. Louis, MO
5/17-20	Rochester Travel Professionals “Meet Your Rep” Event – AAA Sales Calls, Rochester, NY

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### May 2022

#### Travursity – Chicago, IL & St. Louis, MO

May 3 – 6, 2022

ATTENDANCE: 54 Travel Advisors

INDUSTRY

PARTICIPATION: Sirata Beach Resort

COLLATERAL

DISTRIBUTED: 75 Trade Show Bags with Destination Magazines, Partner Collateral, Assorted Logo Items

#### RESULTS:

- Travursity Showcase hosts trade shows with power point presentations in multiple locations across the county with vetted travel advisors coming to meet with travel destinations and travel product suppliers.
- For the Chicago/ St. Louis series a total of 54 Travel Advisors attended. Sirata Beach Resort also participated in the show series. Travursity will only allow a maximum of 8 suppliers to guarantee the ability to give full presentations and have time for follow-up from the attendees. Notable bookings include:
  - Association of Black Accountants booking 10-15 rooms for 4 nights in August at the Tradewinds Island Grand Resort.
  - Family coming to Wyndham Grand Clearwater Beach Resort on June 14<sup>th</sup> for 6- nights.
  - Family booking for September, the clients are looking for an upscale experience, I gave contact information for The Don CeSar, Sandpearl Resort, and the Opal Sands Resort.
- Host agency in Chicago asked if she could share my contact information with her travel advisor network that books Florida leisure travel.
- Listening to the agents, Chicago market is traveling abroad to Europe, Mexico and starting to book cruises again. However, the St. Louis Market is still booking domestic and continues to have clients that are not vaccinated.

RECOMMENDATION: Visit St. Pete/Clearwater will continue to partner with Travursity in key cities. These trade shows are a great value for the money with an opportunity to showcase the destination with training, collateral, and networking.  
STAFFED BY: Darryl Boggess - Sales Manager, Leisure Travel

**Rochester “Meet Your Rep” Event & AAA Sales Calls – Rochester, NY May 17 – 20, 2022**

ATTENDANCE: 92 Travel Advisors – Meet Your Rep. Event, 20 Travel Councilors AAA Offices  
INDUSTRY  
PARTICIPATION: N/A  
COLLATERAL  
DISTRIBUTED: 120 Trade Show Bags with Destination Magazines, & Assorted Logo Items

RESULTS:

- This travel organization is membership based and reaches both retail travel advisors, home based and store front. Expected attendance for this event was less than expected with 92 travel advisors with 4 additional agents that traveled from Buffalo, NY.
- Participating in the event gave VSPC an opportunity to keep these travel professionals updated on destination information keeping St. Pete/Clearwater “top of mind” when selling Florida. These advisors sell St. Pete/Clearwater packages through Delta Vacations and Southwest Airlines Vacations.
- Other Florida destinations represented were Miami, Visit Central Florida, and the Beaches of Fort Myers/Sanibel.
- To maximize our time and efforts, while in the Rochester area, we scheduled Florida destination trainings with the local AAA Travel Offices in Pittsford, Rochester, and Penfield. There were 6 to 8 travel advisors in each agency.
- VSPC updated the advisors on what’s “New & Now” in St. Pete/Clearwater. Visiting the local offices gave VSPC and partners the opportunity to personally meet new office staff and learn more about AAA’s new strategies for selling local attraction tickets and booking Florida hotels in their reservations system.

RECOMMENDATION: Visit St. Pete/Clearwater will continue to partner with this travel organization to keep advisors from the NY area updated on St. Pete/Clearwater.  
STAFFED BY: Gail Yeager, Sr. Sales Manager, Leisure Travel

## Receptive Operator Update

- Hotelbeds – Forever Florida Co-op Campaign 2022 continues. In addition to domestic bookings, Brand USA is once again part of this marketing initiative in key international markets. At the 4-month update, Domestic bookings are up and bookings from the UK & Germany are growing significantly. LATAM markets are also doing well especially Brazil & Mexico. In total, business is up 109% to 2021.

## Canadian Update

- BranchUp Canada May/June campaign with Visit Florida/VOX International. Of the 9 Visit Florida Posts, VSPC's "Beaches & Baseball" post received the highest engagement. The post focused on the Toronto Blue Jays Spring Training in Dunedin. Our other Post "Beyond the Beach" also received a higher-than-average clickthrough rate. BranchUp is a Canadian travel marketing company that coordinates and schedules daily supplier/tourism board posts for travel advisor Facebook business pages. The BranchUp membership is complimentary for travel advisors, their service provides social media lead generation and engagement between the travel advisor and their followers/clients. Suppliers provide creative content for a fee, and in turn, BranchUp provides detailed analytics that measure the reach, engagement, and click-through of each post.
- Kristine Geary, President and CEO of Maple Leaf Tours out of Ottawa, Canada reached out regarding a motorcoach group for February 2023. VSPC provided contact information for area condo resorts and Maple Leaf Tours reached out to Anisette Lintz at Sunset Vistas and they booked this 50-room, 23-day stay at their property.

## UPCOMING TRADE SHOWS/MISSIONS/EVENTS

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

## FAM – EDUCATIONAL VISITS

6/9-11	Post IPW Visit Florida FAM
6/9-12	Post IPW Central Europe FAM
7/12-14	FTI Germany – Eurowings Discover FAM