

LEISURE TRAVEL

September 2022

Prepared by:

Rosemarie Payne, CDME

Director Leisure Travel

RECAP

Trade Shows/ Missions/ Events

September 2022

9/7-9	CCRA Philadelphia
9/12-14	RTO (Receptive Tour Operator) Conference – Kissimmee, FL
9/16-18	Delta Vacations University – Atlanta, GA
9/25-30	Travel Week Europe – Frankfurt, Germany

September 2022

CCRA Philadelphia

September 7 - 9 , 2022

ATTENDANCE:	200 Travel Advisors
INDUSTRY	
PARTICIPATION:	N/A
COLLATERAL	
DISTRIBUTED:	250 Destination Magazines, Logo Items

RESULTS:

- Approximately 200+ Travel Advisors from the Greater Philadelphia area participated in this day- long event. Travel Advisor training sessions began in the afternoon and ended with an evening trade show where collateral was distributed to the advisors.
- Advisors in the Philadelphia area are familiar with our destination for Phillies Spring Training. Participation in this trade show provided VSPC an opportunity to influence new bookings from advisors that previously booked the east coast of Florida. Advisors discussed current bookings to SPC and VSPC helped in closing any new business. Agents are booking St. Pete/Clearwater through tour operator packages and directly with hotel properties.
- This show is a very cost-effective way to reach the home-based travel advisors that live in the Philadelphia area and have a customer base across the USA.
- While in Philadelphia the Leisure Travel Department hosted two (2) client events with the VSPC Meetings Department – Philadelphia Phillies event Sept 7th and the Philadelphia Union event. Sept 10th .

RECOMMENDATION: VSPC will continue to participate in CCRA events in the Philadelphia area.

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

RTO South – Kissimmee, FL**September 12 - 14, 2022**

ATTENDANCE: 80 Receptive Tour Operators
INDUSTRY
PARTICIPATION: TradeWinds Island Resorts, Clearwater Marine Aquarium
COLLATERAL
DISTRIBUTED: 40 Destination Magazines & Logo Items

RESULTS:

- VSPC had over 60+ appointments at RTO South. Jose Ramirez and Rosemarie Payne attended. Also in attendance were Ana Fernandez from TradeWinds Island Resorts and Kylie Diaz with Clearwater Marine Aquarium. Excellent meetings with Receptive Operators based mostly in Florida. Business discussions on production, challenges, market trends, etc.
- Specific business discussed in meetings:
 - BN Berry – online platform hoping to grow product in St. Pete/Clearwater. Wants contacts at Dolphin Beach Resort & the Vinoy. Sending him Mohammed’s contact details for contracting.
 - Travalco is having issues with rates and availability in our area. Setting up a meeting with them here in St. Pete/Clearwater early October to site new properties to feature.
 - Setting up an in-destination meeting for Kayak. Dorothy Davis, formerly with Hotelbeds, wants to contract more independent hotels.
 - Hotelbeds – Beyond the Bed wants to contract StarLite. Sending contact details.
 - VSPC lunch presentation was attended by both Connect Florida (Meeting Planners) and Connect RTO South attendees. Possible growth in both segments for 2023. VSPC should consider sponsoring once again.
 - Buyers were from the USA, Europe, and LATAM markets. Location of the show was the Margaritaville Orlando Resort.

RECOMMENDATION: RTO South remains a strong show with valuable Buyers in attendance. VSPC will continue our partnership with Connect for this annual conference.

STAFFED BY: Rosemarie Payne, Director Leisure Travel

Delta Vacations University – Atlanta, GA**September 16 - 18 , 2022**

ATTENDANCE: 500 Travel Advisors
INDUSTRY
PARTICIPATION: Sheraton Sand Key, TradeWinds Island Resorts, Clearwater Marine Aquarium, & Holiday Inn Harbourside
COLLATERAL
DISTRIBUTED: 250 Destination Magazines, Logo Items, Trade Show Bags

RESULTS:

- DVU was very well attended in Atlanta. 13 Florida partners attended including Visit Florida, Experience Kissimmee, The Florida Keys, Visit Lauderdale, Visit Orlando, Visit Tampa Bay, Space Coast, Universal Studios, Naples, Fort Myers/Sanibel, Visit Miami, & Caribe Royal.
- Specific bookings for St. Pete/Clearwater included:

- Dream Vacations – Indianapolis – group of 20 – 30 coming to Florida for NCAA Men’s Frozen Four Ice Hockey Event in Tampa. Want a beachfront location.
- Anchor & Away Travel from Albany, NY – 3 families for Spring Break 2023. Sending family friendly options. She spoke with TradeWinds about suite options.
- Aloha Travel Inc. in Jackson, MI – wanted info. on options other than Orlando.
- Travel Leaders St Louis – loves SSK & TradeWinds – sending several bookings for early 2023. Will email us details for welcome bags.
- Cruise Planners out of Oregon. Wants to know more about our possible VF Training platform. She sells a lot of Orlando.
- Fairy Tripmother – great agent – loves the Don CeSar and is a Diamond Selling Agent with Delta Vacations.
- Workshop Training with Visit Florida was well attended both days and the DVU Partner Forum with their Leadership Team was excellent. Considering an additional sponsorship in 2023 with DVU to get a “Diamond Forum” with VF to educate premier agents.
- Excellent opportunity to meet face-to-face with top selling agents for Delta Vacations.

RECOMMENDATION: VSPC will look at additional sponsorship opportunities with Delta Vacations University for 2023.

STAFFED BY: Rosemarie Payne, Director Leisure Travel

Travel Week Europe – Frankfurt, Germany

September 25 - 30, 2022

ATTENDANCE: 60+ Tour Operators from across Europe

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: Destination Magazines & other Collateral Mailed Post Show

RESULTS:

- Visit St Pete/Clearwater participated in Brand USA Travel Week Europe in Frankfurt. The Show was split into 3 disciplines: CEO, Media, and Travel Tour Operators. Leisure Travel met with 37 tour operators over the 4 days of the show. Axel Kaus, Director Central Europe, was with us for the meetings and is the local contact for Central Europe.
- Discussions centered on the fact that our destination had enjoyed 2 years of high demand and accelerated rate growth due to the domestic business over the pandemic. Most of the Tour Operators cannot bring in as many groups with the high rates at some of our properties, especially families that typically stay 10-14 days in destination.
- We reassured the operators that with the world opening back up and the USA domestic market traveling abroad, going on cruises, and heading back to the Caribbean, our average room rate will most likely not increase dramatically in 2023.
- The following are the companies that Visit St Pete/Clearwater talked with. There is a long list of action items from the show, and we will be working with Axel Kaus to make sure we follow up. Many of the operators are working on campaigns for 2023 and expressed interest in several properties within our destination:

- Doats Reizen, Knechtreisen, ADAC Reisevertrieb, American Holidays, Gerald en Amerique, USA Rejser, British Airways Holidays, Der Touristik Suisse, Cruising Reise, Charitable Travel, Travix, British Airways, USTravel.NL, CREO, Turlane, On the Road USA, Gototravel GmbH, Tui Deutschland, EURAM, Tui Group, CRD Touristik GmbH, CANUSA Touristik, TUI Netherlands, Argus Reisen, American Tours VOS, Geo Reisen, Little America, Art of Travel, DERTOUR Germany, and De Jong Intra Vakanties.
- We met with USARejser while in Frankfurt and 2 product managers are coming this week to tour hotels and see the destination. We are meeting with them in Downtown St Petersburg for a tour and lunch on Friday.
- Some of the other Florida Destinations that attended the show include, Miami, Fort Lauderdale, Palm Beaches, Naples, Fort Myers, Tampa, Orlando, and Universal Orlando Resorts.

RECOMMENDATION: Overall, it was a great show, and all the operators were excited about business for 2023 (most had a record year in 2022). Some were nervous about the war in Ukraine, the strong dollar and heating costs this winter, but overall optimistic about travelers coming to the states.

STAFFED BY: Darryl Boggess, Leisure Travel Sales Manager

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

10/10-14	ASTA Detroit & Grand Rapids, MI
10/17-20	AWTA – New York
10/18-21	Travel Agent Owners Forum – Las Vegas
10/19-22	Apple Leisure Group Ascend Conference – Cancun, Mexico
10/23-25	AAA/CAA Conference – Bonita Springs, FL

UPCOMING FAMS – EDUCATIONAL VISITS

10/19	Virgin Atlantic Sales FAM
11/2-4	Virgin Atlantic Inaugural Media/VIP FAM
11/10-12	Virgin Holidays FAM
11/29-12/1	Virgin Atlantic MEGA FAM
11/30	Ocean Florida UK FAM
12/2-5	DERTOUR German FAM
12/10	USAirtours UK FAM