

## **Eurowings Discover Night Market**

**June 22 & June 24, 2022**

### **-Report-**

Eurowings Discover is the new subsidiary airline of Germany's national carrier Lufthansa. After Lufthansa served the Tampa Bay Airport (TPA) from Frankfurt (FRA) in the past, the flights were temporarily paused during the Covid-19 pandemic. With its new subsidiary airline Eurowings Discover, the Lufthansa Group resumed service from Frankfurt to Tampa Bay in December 2021. At this time, Eurowings Discover is the only airline offering non-stop service from Germany to Tampa Bay.

In order to continue promoting its global routes to travel industry partners in the German speaking countries, Eurowings Discover organized a 2-night event that took place June 22 and June 24, 2022.

Lufthansa's new leisure carrier, which operates from Frankfurt and Munich, has now celebrated its first partner event in Mainz. A good 200 people came together at the "Alte Postlager" in Mainz. Eurowings Discover, internally known as Discover for short, had a lot to offer on that evening. For the invited guests from travel agency chains, tour operators to tourist offices and airports, the airline had a night market set up, as is familiar from long-haul destinations such as Thailand. Guests could eat their fill of culinary highlights from Discover's destinations at various stalls.

St Pete / Clearwater in cooperation with Tampa Bay offered the attending industry high quality ice cream for which several came back for seconds. The ice cream flavors included vanilla, dark chocolate, mango and coconut which received the catchy names, see image below. Our stand was one of the most popular as we were the only ones offering dessert. The other vendors all offered main courses, so that lead to nearly everyone visiting the booth toward the latter part of the evening.

The guests were welcomed by Discover CCO Helmut Wölfel: "There is no substitute for personal exchange, and this applies all the more in a family industry like tourism. Eurowings Discover has arrived on the market just under a year after its first flight. For this, our thanks go to the entire industry - for the trust shown, the understanding and the patience in challenging times."

Eurowings Discover celebrated its first anniversary with the partner event. The airline had presented itself to the public for the first time on July 15, 2021 and demonstrated its fleet to partners. The event then took place in the hangar, with an Airbus 330 from Eurowings Discover taking center stage. The first flight then took off from Frankfurt to Mombasa a few days later, on July 24.

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The Night Market this year was intended to serve as a platform for guests to exchange ideas, network, and also discover Eurowings Discover and its destinations. These include a number of destinations in Africa, Greece, Morocco, the USA, Canada and Jamaica.

In conclusion, the Eurowings Discover Night Market was very important and productive for VSPC and the St. Pete / Clearwater area in order to promote our destination and the new Eurowings Discover flight to Tampa Bay, to demonstrate our commitment and partnership to Eurowings Discover, to stay ahead of the competition with other U.S. destinations and to increase visitation from the Central European countries for St. Pete / Clearwater.

June 2022

Axel Kaus, M.A.  
Visit St. Pete / Clearwater Central European Office  
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## Photos from the Eurowings Discover Night Market



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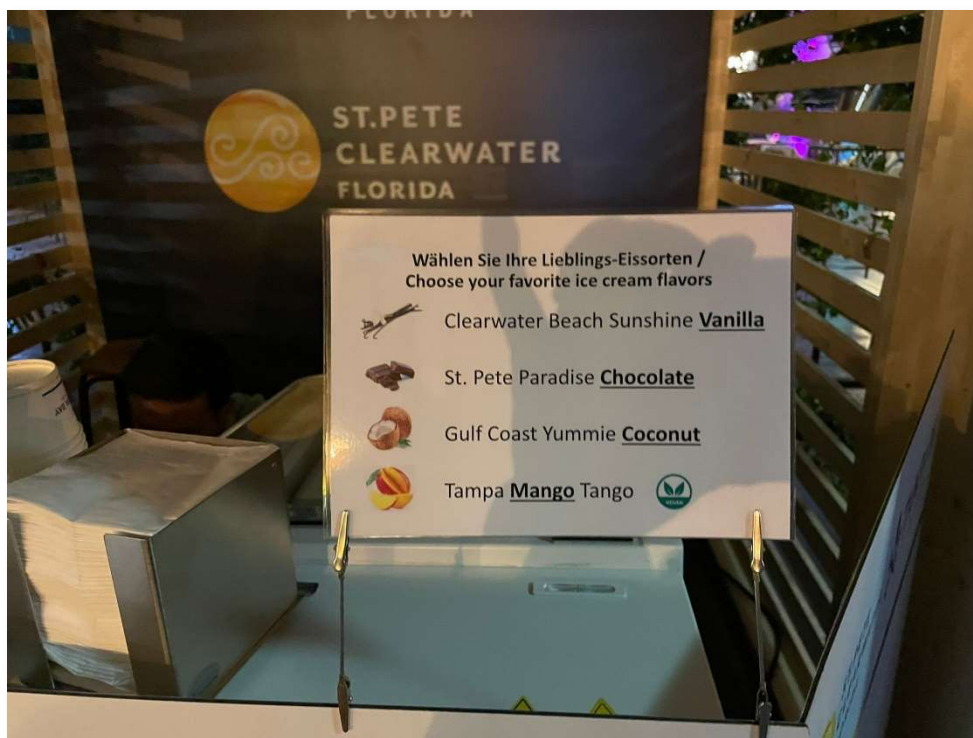


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