



ST.PETE
CLEARWATER



EUROPE / UK MARKET UPDATE

Rosemarie Payne, Director Leisure
Travel

International Partnerships

- Tour & Receptive Operators
- FAMs – Familiarization/Educational Visits
- Travel Advisors
- International Trade Shows
- Sales Missions
- Brand USA
- Airline Partnerships



FAMs – Educational Visits

- **Virgin Atlantic
Inaugural FAM**
- **Virgin Holidays FAM**
- **Virgin Atlantic Mega
FAM**
- **Ocean Florida UK
FAM**
- **DERTOUR Germany
FAM**
- **USAirtours UK FAM**

The Leisure Travel Department has hosted over 140 travel advisors, industry media, and VIP guests on educational visits to promote the new Virgin Atlantic Service from the UK to Tampa International Airport.



**Florida Huddle
West Palm Beach
Feb. 2 - 4, 2023**

**US Travel IPW
San Antonio, TX
May 20 - 24, 2023**

THANK YOU

