



LEISURE TRAVEL INTERNATIONAL UPDATE

Rosemarie Payne

Visit St. Pete/Clearwater



Department Update

Leisure Travel Department

Rosemarie Payne –
Director

Gail Yeager – Sr.
Sales Manager

Darryl Boggess –
Sales Manager





International Support

FAM
Collaboration

Receptive
Operators

Visit Florida
Training
Platform

Florida
Huddle

IPW

UK UPDATE





Jayne Brooke – Account Director
Sales & Marketing



Charlotte Wright – Account Director
Public Relations



Rosie Crass – Senior Account
Executive



Daisy Hutchinson – Marketing
Executive

Key Accomplishments

UK, Ireland Scandinavia

- Headmaster Campaign, month promotion instore across 55 hair salons, email to 140,000, social campaign, 4,720 opted in for VSPC UK newsletter.
- Telegraph Campaign, a six-month targeted awareness campaign with value added competition element.
- The Big Festival, hugely successful outdoor activation, targeting the family market, over 700 entries to the 'Win a holiday' prize during the 3-day festival.
- Trade events and training in the UK, Ireland and Scandinavia, educating key travel partners.
- Virgin Atlantic inaugural and trade mega FAMS, launching the new daily service working with and educating key journalists and trade partners









CENTRAL EUROPE UPDATE



VSPC Account Team

Central Europe



Axel Kaus
Account Director



Ralf Studemann
Sr. Sales & Marketing
Account Manager

VSPC Account Team

Central Europe



Steffen Hager
PR & Social Media
Account Manager



Julia Denny
PR Assistant



Mieke Bozic
Account Support Sales
& Marketing

Key Accomplishments

Central Europe

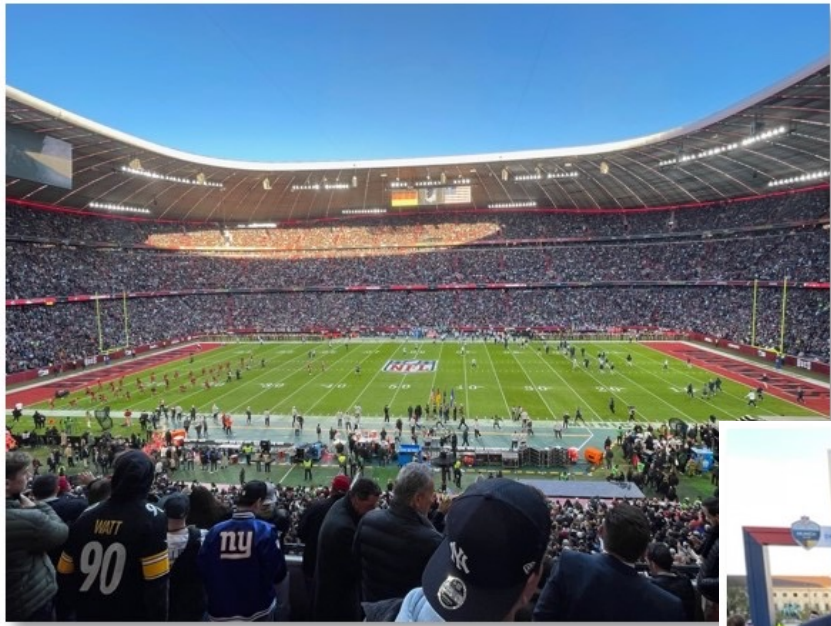
- Visit USA Roadshow with Visit Florida – 4 Cities Across Germany
- Visit USA Travel Advisor Training in Graz, Austria
- Visit USA Trade & Media Event in Hamburg
- Brand USA Travel Week Europe – Frankfurt Germany
- USA & Canada Experience in the Netherlands
- Swiss Tour Operator Promotion with *Knecht Reisen*
- Buccaneer's Promotion in Munich
- Consumer Travel Show in Bremen



FAMs & Trade Shows



Munich Event



CANADA UPDATE



Vox International – Visit Florida

Canada

- Canadian Sales Mission – April 2022 - Toronto & Montreal – Spring 2023 Mission is being planned
- BranchUP – Facebook Initiative
- Brand USA Multichannel Marketing Programs
- **NEW!** Travel Pro - Visit Florida Training Platform
- Product Launch with TravelBrands – coming in April 2023
- Marketing Programs TBD with Air Canada Vacations & WestJet
- Networking at the Canadian Delegation Reception at IPW





- In-Person Trade Shows
- Continue to Offer Virtual Trainings for Home-Based Staff
- Increased FAM Educational Visits to Support Air Service & Tour Operator Programs

What is different Post Pandemic?

- Building on our Relationship with Brand USA
- Partner when applicable with Visit Florida and other Florida DMO's





- Continue to support International Shows like IPW & Florida Huddle
- Monitoring Travel Behavior
- Inflation/Exchange Rates
- Strong Competition from other Global Sun Destinations

What is different Post Pandemic?

- Continued Focus on Affluent Travelers & Savvy Value Travelers
- LGBTQ+ International Travel
- Both B2B and B2C Sales Concentration





THANK YOU!

