

LEISURE TRAVEL

January 2024

Prepared by:

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Director Leisure Travel

Trade Shows/Missions

January 2024

1/13-14 Travel & Adventure Show – Chicago, IL
1/19-21 Pittsburgh AAA Travel Showcase
1/20-21 Travel & Adventure Show – Denver, CO
1/27-28 Travel & Adventure Show – New York, NY

January 2024

Travel & Adventure Show – Chicago, IL

January 13 - 14, 2024

ATTENDANCE: 18,000 Consumers
100 Travel Advisors

INDUSTRY

PARTICIPATION: Holiday Inn Harbourside, Bilmar Beach Resort, Tampa Bay Recues

COLLATERAL

DISTRIBUTED: 450 Trade Show Bags with Destination Magazines, Assorted Logo Items,
Partner Collateral

RESULTS:

- Great travel show! VSPC and 3 partners attended the Chicago Travel & Adventure Show at the Rosemont Convention Center. Although the weather was terrible with a huge winter storm, the attendance was great. VSPC was able to distribute over 450 destination magazines and collateral. Other Florida Destinations at the show included Daytona Beach CVB, Destin-Fort Walton Beach, Florida Keys and Key West, Fort Myers (no show due to weather), Greater Miami CVB, Gulf County Florida, Okeechobee County TDC, Punta Gorda/Englewood Beach CVB, The Palm Beaches, The Treasure Coast Florida, Visit Central Florida, Visit Lauderdale, Visit Panama City Beach, Visit South Walton TDC, and Visit Tampa Bay. (Ana with Wyndham Grand was in the Fort Lauderdale Booth).
- VSPC also participated in the FAM-TAS Travel Advisor program and met with over 100 travel advisors. The partners were very excited to talk with the advisors and vacations were booked!
- We talked with a lot of consumers and here are a few vacations coming to the destination. Family coming today and booked 4 days at the Bilmar Beach Resort, family coming for 10 days and booked at the Marriott Sand Key Clearwater Beach, beach wedding with 20 rooms coming to the Hyatt Clearwater Beach Resort, another wedding booked at the TradeWinds Island Grand for February 1st for 5 night with 10 rooms per night, couple coming to the Hollander Hotel Downtown St Petersburg, couple booked at the JW Marriot Clearwater Beach Resort & Spa, couple coming the Hilton Clearwater Beach Resort & Spa, Redington Beach booking for 6 days Feb 1st, Sheraton Sand Key Resort booking for 1 week in February,

another booking for a week at the TradeWinds Island Grand Beach Resort, Airbnb booked for a few weeks at Indian Rocks Beach, week booked at the Bon-Aire Resort, couple coming for 2 weeks in February and still looking for a hotel both the Holiday Inn Harbourside Indian Rocks Beach and the Bilmar Beach Resort offered availability and rate.

- Overall, it was a great show with at least \$60,000 worth of room night revenue coming to the destination.

RECOMMENDATION: VSPC Leisure Travel Department should consider keeping these consumer/travel advisor shows in our budget for FY25. Stakeholders can assess the value in attending with VSPC in key markets.

STAFFED BY: Darryl Boggess – Sales Manager Leisure Travel

Pittsburgh AAA Travel Showcase

January 19 - 21, 2024

ATTENDANCE: 72 Travel Advisors
5000 AAA Members

INDUSTRY

PARTICIPATION: Sheraton Sand Key, Holiday Inn & Suites Clearwater Beach

COLLATERAL

DISTRIBUTED: 420 Trade Show Bags with Destination Magazines, Assorted Logo Items, & Partner Collateral

RESULTS:

- AAA Travel is recognized as one of the county's largest travel agencies specializing in vacation planning. For more than 100 years, members have known to turn to AAA Travel and "Travel with Someone You Trust". AAA travel industry experts provide a wealth of information, personal service, and book vacations throughout the showcase. Pittsburgh-based AAA East Central operates 72 offices in Pennsylvania, Kentucky, Ohio, and West Virginia. Over 5,000+ AAA members attend the show.
- Travel Advisors were assigned to sell Florida destinations during the show with several bookings completed. Booking for Innisbrook Golf Resort, Palm Harbor for Valspar, 2024. Wyndham Grand Clearwater Beach May 10 – 13 Mother's Day family weekend.
- VSPC had the opportunity to meet the AAA Executive team to discuss future opportunities for destination training for new hire travel advisors and coordinate a fall 2024 familiarization trip.
- Other Florida destinations represented during this show were Tampa Bay, Miami, Naples, & Daytona Beach.

RECOMMENDATION: VSPC Leisure Travel Department should participate in the Jan. 2025 Showcase.

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

Travel & Adventure Show – Denver, CO**January 20 - 21, 2024**

ATTENDANCE: 10,000 Consumers
50 Travel Advisors

INDUSTRY

PARTICIPATION: TradeWinds Island Resorts, Tampa Bay Recues, Holiday Inn Harbourside

COLLATERAL

DISTRIBUTED: 350 Trade Show Bags with Destination Magazines, Assorted Logo Items,
Partner Collateral

RESULTS:

- The Leisure Travel Department was excited to be part of the Denver Travel and Adventure Show 2024. The last time VSPC was in the Denver market was over 5 years ago. This was great show, VSPC distributed over 350 pieces of collateral and met with over 500 consumers. VSPC had 3 local partners attend the show with us in our booth. Tampa Bay Rescues, TradeWinds Island Resorts, and Holiday Inn Harbourside. Other Florida destinations that attended include Florida Keys and Key West, Gulf County Florida, Visit Pensacola, and Visit South Walton.
- As part of the FAM-TAS Travel Advisor program we met with over 50 travel advisors. Jeof Oyster with Outward Travel is on the board of the Rocky Mountain ASTA chapter. He invited VSPC to be part of their annual ASTA supplier showcase in October. VSPC will have an opportunity to present and meet with over 100 advisors from Colorado and Wyoming.
- Snapshot of business discussed for the destination includes: 4 days in February at the Opal Sands Resort, Hilton Clearwater Beach has 2 rooms coming in February for 4 nights, Sandpearl Resort has a conference coming in May 2024, 1 room for a week at the end of February Clearwater Beach Marriott Suites on Sand Key, The Don CeSar one room for a week, last week of February, Girls Trip 3 rooms 4 nights in April looking at Clearwater Beach properties, Content Creator coming to AC Hotel by Marriott Clearwater Beach in February, couple rented an Airbnb for a week over Christmas 2024, and a few RV campers, 3 weeks in March at Avalon RV Park and Holiday Isle RV Park.
- Overall, it was a great show and VSPC had a lot of interest in the destination and at least \$25,000 in room revenue discussed at the show.

RECOMMENDATION: VSPC Leisure Travel Department should consider keeping these consumer/travel advisor shows in our budget for FY25. Stakeholders can assess the value in attending with VSPC in key markets.

STAFFED BY: Darryl Boggess – Sales Manager Leisure Travel

Travel & Adventure Show – New York, NY**January 27 - 28, 2024**

ATTENDANCE: 15,000 Consumers
300+ Travel Advisors

INDUSTRY

PARTICIPATION: Sheraton Sand Key, JW Marriott, Wyndham Grand

COLLATERAL

DISTRIBUTED: 750 Trade Show Bags with Destination Magazines, Assorted Logo Items,
Partner Collateral

RESULTS:

- The Travel & Adventure NYC was an exceptionable show this year, pre-ticket sales sold out before the show started and the number of travel advisors that came by the VSPC booth exceeded 300. Sheraton Sand Key Resort, Wyndham Grand Clearwater Beach, the JW Marriott Clearwater Beach shared a booth with VSPC and Tampa Bay Rescues and Bilmar Beach Resort had a booth next door. In total over 750 pieces of collateral, partner brochures and destination magazines were distributed. In all, over 1,000 travel consumers discussed vacations at our booth. Other Florida destinations in attendance included the Greater Miami Convention & Visitor Bureau, Florida Keys & Key West, Visit Tampa Bay, Gulf County, Visit Lauderdale, Visit Central Florida, Visit Fort Myers, Visit Naples, Marco Island, Everglades CVB, and all the major DMO's from the FL panhandle.
- There was a great deal of business from New York discussed at the show including, VRBO booking in St Pete Beach for one month in March, one week stay at the Wyndham Grand Clearwater Beach over Thanksgiving, wellness retreat coming the JW Marriott Clearwater Beach Resort & Spa, couple coming for a week in March and staying at the Vinoy Resort & Golf Club, a staff retreat was booked at a 5 bedroom house on Airbnb in downtown St Petersburg for 4 days, couple coming to stay at the Hyatt Place downtown St Petersburg for 4 days in March, family staying at the TradeWinds Island Grand in March for 1 week and more! This is just a sample of business opportunities for the destination.
- VSPC was also approached by several media and content creators and contact info was sent to VSPC's public relations director.
- Wyndham Grand Clearwater Beach was asked to do a webinar training for a luxury travel agency, Fora Travel.
- VSPC was also asked to participate in the Lehigh Valley, PA Vacation Expo in February 2024.
- Overall, this was a great advisor and consumer show with 5 partners from the destination participating. With all the potential vacations coming to the destination, the room night revenue discussed is estimated at \$50,000+.

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STAFFED BY: Darryl Boggess – Sales Manager Leisure Travel

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

2/4-7 Florida Huddle – Miami Beach, FL
2/9-11 IITA (International Inbound Travel Association) – Memphis, TN
2/26-29 Peninsula Travel Shows – Jacksonville, Melbourne, Orlando, FL

UPCOMING FAMS – EDUCATIONAL VISITS

3/11-15 WestJet – Toronto Blue Jays - Marketing/Trade FAM