

LEISURE TRAVEL

June 2024

Prepared by:

Rosemarie Payne, CDME

Director Leisure Travel

Trade Shows/Missions

6/3-7	Brand USA Canadian Sales Mission – Toronto/Montreal/Calgary
6/8-12	Travel Leaders Edge Conference – Washington, DC
6/22-24	Travel Advisors Mid-South Conference – Nashville, TN

June 2024

Brand USA Canadian Sales Mission

June 3 - 7, 2024

ATTENDANCE: 30 One-on-One Meetings Tour Operators – Toronto
50 Travel Advisors – Montreal
50 Travel Advisors - Calgary

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: 130 Destination Magazines, Assorted Logo Items

RESULTS:

- Brand USA's Canada Connect was their inaugural sales mission to Canada targeting Toronto, Montreal, and Calgary. Participation included 35 destinations from across the USA, with Experience Kissimmee, Visit Fort Myers, Universal Orlando Resorts, Visit Lauderdale, and VisitSPC representing the state of Florida. Brand USA had Jackie Ennis – VP Global Trade Development, Casey Canevari – Sr. Manager Global Trade Development Canada, and Katie Streater – Sr. Coordinator spearheading this mission.
- In Toronto there was a panel discussion on the State of the Canadian Traveler and 30 one-on-one meetings with representatives from Air Canada Vacations, Air Miles, Alberta Motor Association, Baxter Media, CAA, Collette Tours, Ensemble Travel, GOWay, TravelBrands, PAX Global Media, Porter Airlines, TravelWeek, Virtuoso Canada, WestJet, and the Association of Canadian Travel Agencies.
- In Montreal and Calgary, VisitSPC participated in travel advisor trade shows. VisitSPC was able to meet with 50+ travel advisors each evening. The Hiatus and Holiday Inn Harbourside provided stay certificates we packaged with VIP gift bags for prizes at each event.
- Agents showed a lot of interest in our destination for winter and summer travel. Spring training was also a popular topic. WestJet's new service from Calgary to Tampa will help to grow this new market for St. Pete-Clearwater.

RECOMMENDATION: Visit St. Pete-Clearwater will partner with Brand USA in Canada again next year. The mission was very well received by customers across the region.

STAFFED BY: Darryl Boggess – Sales Manager Leisure Travel

Travel Leaders Edge Conference – Washington, DC**June 8 - 12, 2024****ATTENDANCE:** 500 Travel Advisors**INDUSTRY****PARTICIPATION:** N/A**COLLATERAL****DISTRIBUTED:** 200 Destination Magazines, Assorted Logo Items, Partner Collateral
(23 Destination Magazines mailed post-mission)**RESULTS:**

- Travel Leaders Conference in National Harbor, MD (just outside of Washington, DC) was a huge success. The travel advisors are well vetted and Travel Leaders provides them with excellent training. VisitSPC participated in a Visit Florida Workshop with Visit Miami, Naples/Marco Island, and Martin County. We were joined at the trade show by Visit Tampa Bay, Visit Central Florida, and Visit Orlando. Universal Studios also attended. Distributed over 200 Destination Magazines and partner collateral. Need to mail out an additional 23 magazines to advisors that missed the trade show.
- Specific business discussed included Tonya Blunt, Elite Travel Inc. & Cruise, Jefferson City, Mo. 2-rooms for 5-nights at RumFish 6/17 – 21/24. Dropped off welcome bags for this family. Sarah Sanfilippo – Travel Leaders, Oconomowoc, WI - looking for a luxury honeymoon location for December. Gave information on several properties and need to mail her a DM. Travel Leaders is bringing Internova Plus+ to the Vinoy St. in January. 300 people including 125 Luxury Travel Advisor Specialists. Working with Travel Leaders on possible sponsorship opportunities at this conference.
- Educating these travel advisors on our destination will result in new bookings and increased room nights to Pinellas County.

RECOMMENDATION: Travel Leaders is one of the largest travel advisor consortiums. 6000+ travel advisors. Working with Brooke Vergona and her team to grow our partnership with Travel Leaders.

STAFFED BY: Rosemarie Payne – Director Leisure Travel

Travel Advisors Mid-South Conference – Nashville, TN**June 22 - 24, 2024**

ATTENDANCE: 227 Travel Advisors

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: 200 Destination Magazines, Assorted Logo Items, Partner Collateral

RESULTS:

- Travel Advisors of Midsouth held their annual meeting in Murfreesboro (just outside of Nashville). This conference offers their membership educational opportunities to enhance their knowledge of selling Florida to increase sales and grow their customer base. 2024 membership is at 205 travel advisors. 185 members and 42 new non -members attended the conference.
- Prior to the conference, VisitSPC conducted sales to (2) of the AAA offices located in Franklin and Cool Springs. In each office there were 4-5 travel advisors and 2-3 auto travel counselors. VisitSPC was able to spend time providing updates on the destination and distributing our destination magazine. AAA no longer prints state travel guides, so the advisors always appreciate receiving the magazine as it is an excellent sales tool to offer their clients considering a Florida vacation.
- The night prior to the conference there was a Florida Destination Dinner. The evening consisted of round table sessions and Power Point presentation. Joining VisitSPC were Visit Central Florida, and Fort Myers.
- The travel advisor trade show gave VisitSPC the opportunity to speak with the travel advisors individually and distribute the new 2024 destination magazines.
- As a direct result of Visit St-Pete Clearwater's participation last year, the following travel advisors booked clients to St. Pete-Clearwater:

Dec 1-4, 2023 Safety Harbor Spa - small wedding and wedding party – Tailored Travel

July 1-5, 2024 Hilton Clearwater Beach - family – Travel Designers

Aug. 24-26, 2024 DoubleTree, Redington Shores - mother daughter trip - PKS Cruises & Tours

Sept. 1-5, 2024 Sheraton Sand Key – family - A Dream Away Travel

RECOMMENDATION: The greater Nashville market is strong for St. Pete-Clearwater and travel advisors from this area have business for our area hotels and attractions. VisitSPC will continue to participate in this event, as new advisors attend each year.

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

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

7/9-11 ASTA Detroit
7/18-20 Canadian Jetlines Dinner - Toronto – “Beaches & Baseball”
7/29 – 8/2 Midwest Sales Mission – Wisconsin & Minnesota

UPCOMING FAMS – EDUCATIONAL VISITS

8/25-27 Knecht Reisen Switzerland FAM
9/15-16 USA Rejser Denmark FAM
10/13-14 Travel Trend Netherlands FAM
11/21-22 Lufthansa eXperts Network Agents German FAM