

LEISURE TRAVEL

March 2024

Prepared by:

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Director Leisure Travel

Trade Shows/Missions

March 2024

3/9-11	Travel & Adventure Show – Atlanta, GA
3/11-14	Peninsula Travel Shows – Atlanta, GA - Greenville, SC - Charlotte, NC
3/24-27	Travel Agent Forum – Las Vegas, NV

February 2024

Travel & Adventure Show – Atlanta, GA

March 9 - 11, 2024

ATTENDANCE:	10,000 Consumers, 400 Travel Advisors
INDUSTRY	
PARTICIPATION:	Holiday Inn Harbourside, Tampa Bay Rescues, & the Bilmar Beach Resort
COLLATERAL	
DISTRIBUTED:	550 Destination Magazines, Assorted Logo Items, Partner Collateral

RESULTS:

- Atlanta is one of the strongest markets coming to the destination, and the greater Atlanta Travel & Adventure Show did not disappoint. This show was moved to the Cobb Center in the suburbs with access to more affluent attendees from downtown.
- VSPC participated in the FAM-TAS program that targets travel advisors attending the show and directs them to our booth with a show passport. This allowed VSPC and partners to have a conversation about the destination with these valued agents. This year VSPC had over 400 travel advisors meet with VSPC, and we distributed over 550 destination magazines and collateral. The show had more than 10,000 attendees.
- Specific business discussed at the show included: family reunion coming Clearwater in November, 10 rooms for 4 days. Have not picked a hotel yet leaning towards the Hyatt Regency Clearwater Beach Resort and Spa. Couple coming to the Hilton St Petersburg Bayfront in March, 1 week for work and fun. Couple coming to the Wyndham Grand Clearwater Beach for 8 weeks, rented a time share for a 2 month stay. Wedding coming to St Pete Beach in Nov, 5 days, 20 room block at the Postcard Inn on the Beach. Couple booked the Bilmar Beach Resort for 1 week in April and a family booked the Holiday Inn & Suite Harbourside for 1 week in April.

RECOMMENDATION: Overall, this travel show was a huge success with over \$50,000 in potential room night production coming to the destination this year. VSPC was also able to get contact information from more than 45 travel advisors to be part of our communication initiatives.

STAFFED BY: Darryl Boggess – Sales Manager Leisure Travel

Peninsula Travel Shows – Atlanta, Greenville, Charlotte**March 11 - 14, 2024**

ATTENDANCE: 98 Travel Advisors Atlanta, 88 Greenville, 101 Charlotte
INDUSTRY
PARTICIPATION: N/A
COLLATERAL
DISTRIBUTED: 175 Destination Magazines, Assorted Logo Items, Partner Collateral

RESULTS:

- Peninsula Travel Shows are the leading roundtable travel trade shows that reach retail travel advisors – home-based and store front. Participating in these trade shows offered St Pete/Clearwater an opportunity to keep these travel professionals updated and informed and St Pete/Clearwater “top of mind” when selling Florida.
- Atlanta and Charlotte are major hubs with non-stop air service on Delta and American. Most of the travel advisors said they sell packages with Delta Vacations, American Airlines and Southwest Airlines Vacations. Allegiant Airlines offers daily non-stop from Charlotte (Concord) into PIE.
- Other Florida destinations in attendance included Visit Miami, Visit Central Florida, The Beaches of Ft Myers/Sanibel, Port Canaveral, and Key West.
- Travel advisor attendance in all cities was strong and agents were very interested in learning more about the VSPC travel advisor training on the Visit Florida site.
- Business discussed at the show included: June 20-25, 2024 - Don CeSar (repeat clients for St Pete Pride)- All World Travel Atlanta, Dec. 1-4, 2025 - Sandpearl Resort (small wedding party) – Cruise Planners Charlotte, March 1- 4, 2024 - Rumfish (family spring break) - Travel Finders International Atlanta, March 2-9, 2024 - TradeWinds Island Resort (Repeat clients with family) – All World Travel Atlanta.

RECOMMENDATION: The format and low cost of these shows makes them an excellent vehicle to reach many agents from key cities in the southeast. VSPC should participate in 2025.

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

Travel Agent Forum – Las Vegas, NV**March 24 - 27, 2024**

ATTENDANCE: 800 Travel Advisors
INDUSTRY
PARTICIPATION: JW Marriott Clearwater Beach
COLLATERAL
DISTRIBUTED: 75 Destination Magazines, Assorted Logo Items, Partner Collateral.
Additional Materials sent post-show.

RESULTS:

- Travel Agent Forum Las Vegas 2024 was a successful show with over 800 attendees, the JW Marriott partnered with VSPC for this show.
- VSPC conducted roundtable training to 136 travel advisors, and we had a QR code for agents to order our destination magazine. (Most of the advisors fly into the show and do not want to take a lot of collateral). VSPC had over 60 destination guide magazines requested over the 3 days of the show, and we distributed over 75 pieces of collateral in

person. Over 200 advisors visited our booth and most said they are interested in our destination training portal. KHM Travel Group invited VSPC to be a supplier at their host agency show in March of 2025.

- Highlights and business from the show includes 3 leisure travel bookings to the JW Marriott Clearwater Beach Resort and Spa worth over \$7500 in room revenue, a family reunion is coming to Clearwater Beach in June for 4 nights, 10 rooms per night worth over \$8,000 in room revenue. Travel Advisor booked 1 week for a couple coming to Treasure Island in April. VSPC got a room block inquiry for a few music festivals coming to Vinoy Park in downtown St Petersburg this summer, the travel advisor was not sure about the number of rooms needed per night but will reach out in April to discuss hotels and availability.
- Questex has an annual show called the Ultra Luxury Summit and VSPC now has enough 4-star properties to make this show an option for our resort partners. The owner of Tzell Host Agency gave us the info about this luxury travel show.

RECOMMENDATION: Overall, this was a great event, there is an option to do one-on-one appointments along with the destination roundtables and the trade show next year. VSPC was asked to participate in their Travel Agency Owners Forum in November 2024.

STAFFED BY: Darryl Boggess – Sales Manager Leisure Travel

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

4/1-4	Visit Florida – NY & Chicago Sales Mission
4/3-5	Destinations Florida Marketing Summit – Sheraton Sand Key
4/5-11	Ottawa Travel & Vacation Show – TravelBrands Product Launch – Toronto & Montreal
4/17-19	Peninsula Travel Show – Cherry Hill, NJ – ASTA Philadelphia
4/29-30	ASTA South Florida Spring Event

UPCOMING FAMS – EDUCATIONAL VISITS

4/29 – 5/1	Northstar Advisor Ambassadors FAM
8/25-27	Knecht Reisen German FAM
	UK FAM – Dates TBD – September