

## LEISURE TRAVEL

May 2024

Prepared by:

Rosemarie Payne, CDME

Director Leisure Travel

### Trade Shows/Missions

May 2024

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5/1-8	IPW - Los Angeles/Visit Florida West Coast Sales Mission
5/13-17	Illinois Sales Mission
5/21-22	ASTA Southern New England

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### May 2024

#### IPW – Los Angeles/Visit Florida West Coast Sales Mission

May 1 – 8, 2024

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ATTENDANCE:	201 Appointments IPW – 80 Travel Advisors Sales Mission
INDUSTRY	
PARTICIPATION:	Sheraton Sand Key, Bilmar Beach Resort, Holiday Inn Harbourside
COLLATERAL	
DISTRIBUTED:	80 Destination Magazines, Assorted Logo Items, Partner Collateral

#### RESULTS:

- The Visit Florida Sales Mission to LA was a great success. Over 80 travel advisors from across the greater LA area attended the event in West Hollywood. VSPC was joined by Visit Miami, The Keys & Key West, Visit St. Augustine, Visit Central Florida, and Visit Florida staff at this reception and trade show. Advisors had a lot of questions about our destination and have clients interested in visiting. The major benefit of attending was being able to educate these advisors on our area, reminding them of the non-stop air service into TPA. Ifung Mahatita from Funtastic Travel was the winner of The Mint House stay certificate. The agents were very enthusiastic about Florida and VisitSPC will benefit from this opportunity in the future. This was Visit Florida's first west coast sales mission and because of the excellent attendance and enthusiastic agents, they plan to repeat this initiative in other west coast markets.
- IPW Los Angeles was a very busy and successful show. Visit St. Pete – Clearwater had 201 scheduled appointments with domestic and international buyers and media from across all key markets including the US, Canada, UK, Ireland, Scandinavia, Central Europe and LATAM countries. 5700 delegates from 70 countries attended IPW in Los Angeles. The buyers we met with bring thousands of room nights annually to Pinellas County and this show provides a platform to discuss industry trends and marketing opportunities that will generate increased market share for our destination. 3 hotel partners joined VSPC in our aisle – Sheraton Sand Key, Holiday Inn Harbourside, & Bilmar Beach Resort.

- VisitSPC staff attending IPW were Rosemarie Payne, Andrea Gabel, Liz McCann, Brian Lowack, Jason Latimer, Jayne Brooke from Rooster, and Axel Kaus from Kaus Media.
  - IPW is the single largest Tour Operator Trade Show in the US. Buyers from country's all around the world come to meet with representatives from Visit St. Pete - Clearwater and industry partners.
- VisitSPC also had staff attend the Media Marketplace for appointments with international travel media.

RECOMMENDATION: VisitSPC will participate with industry partners at IPW in Chicago 2025.

STAFFED BY: Rosemarie Payne – Director Leisure Travel

### **Illinois Sales Mission**

**May 13 - 17, 2024**

ATTENDANCE: 85 Travel Advisors

INDUSTRY

PARTICIPATION: Holiday Inn Harbourside, The Hiatus Clearwater Beach

COLLATERAL

DISTRIBUTED: 150 Destination Magazines, Assorted Logo Items, Partner Collateral  
(250 Destination Magazines mailed post-mission)

### **RESULTS:**

- The Midwest has always been a key feeder market, and PIE has nonstop flights coming into St. Pete – Clearwater on Allegiant from Peoria, Bloomington, Springfield, and the Quad Cities and Southwest Airlines out of St. Louis flies into TPA.
- VisitSPC had 2 partners on this mission the Holiday Inn Harbourside Indian Rocks Beach, and The Hiatus Clearwater Beach Resort and we were able to meet with 29 agencies across Illinois, Indiana, Iowa, and Missouri. VisitSPC was asked to send over 250 Destination Magazines after meeting with the agencies, this is on top of the 150 guides that were dropped off during the sales calls.
- Some highlights from the mission include Peoria Charter Travel was having a consumer show on May 18<sup>th</sup> and asked us to send a box of DM's so that she could push the destination during her consumer show. VisitSPC was also invited to attend next year's show if we had the budget.
- Gemini Travel out of Keokuk, IA was working on booking a multigenerational week vacation with the Holiday Inn Harbourside Indian Rocks Beach. Provided additional swag bags for her clients.
- Trailways Travel of Burlington, IA is moving a group from Mrytle Beach to Clearwater Beach for Fall of 2025, 15 rooms for 6 days.

RECOMMENDATION: Overall, this was an excellent sales mission and feedback from partners is that they would like to participate in more sales missions in key markets. Midwest should be visited every other year.

STAFFED BY: Darryl Boggess – Sales Manager Leisure Travel

**ASTA (American Society of Travel Advisors) Southern New England** **May 21 – 22, 2024**

ATTENDANCE: 131 Travel Advisors

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: 131 Destination Magazines, Assorted Logo Items, Partner Collateral

**RESULTS:**

- Southern New England ASTA hosted their annual “Meet Your Rep” event in Hartford, CT. Limited to 40 suppliers with 131 travel advisors in attendance from their membership base. This was a great way to meet both home-based and store front travel advisors that book business to the destination year-round.
- The Travel Advisors mostly book through American Airlines Vacations and Southwest Airlines Vacations. Introduced and encouraged the advisors to earn destination certification through the VisitSPC training portal on the Visit Florida website.
- Miami and Visit Central Florida also represented Florida in the event. I highly recommend for Visit St Pete-Clearwater Leisure Travel team to participate in this event for 2025 and to spend time incorporating destination trainings with the two local AAA offices and travel agency sales calls.
- Reported bookings:
  - Don CeSar May 30 - June 2 wedding party (wedding + 9 rooms) – AAA Southington, CT
  - Wyndham Grand - August 31- Sept4 Honeymoon - Ardis Travel

RECOMMENDATION: VisitSPC should participate in this event in 2025 and incorporate destination trainings with the two local AAA offices and additional travel agency sales calls.

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

**CANADIAN UPDATE**

- Canadian Jetlines confirmed new service from Toronto into PIE will begin in November. Visit St. Pete – Clearwater and airport staff hosting a dinner in Toronto for Jetlines executives July 22<sup>nd</sup>.

**UPCOMING TRADE SHOWS/MISSIONS/EVENTS**

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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 of Mid-South Conference – Nashville, TN

**UPCOMING FAMS – EDUCATIONAL VISITS**

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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

