

LEISURE TRAVEL

July 2024

Prepared by:

Rosemarie Payne, CDME

Director Leisure Travel

Trade Shows/Missions

7/9-11	ASTA Detroit
7/18-21	GTM (Global Travel Marketplace) – Fort Lauderdale, FL
7/22-24	Canadian Jetlines Dinner - Toronto – “Beaches & Baseball”
7/29 – 8/2	Midwest Sales Mission – Wisconsin & Minnesota

July 2024

ASTA Detroit

July 9 - 11, 2024

ATTENDANCE:	100 Travel Advisors
INDUSTRY	
PARTICIPATION:	N/A
COLLATERAL	
DISTRIBUTED:	100 Destination Magazines, Assorted Logo Items, Partner Collateral

RESULTS:

- The ASTA Mid- Michigan Chapter hosted their annual supplier showcase and lunch July 10th. Over 100 Travel Advisors attended and 30 suppliers including cruise lines, destinations, and resorts from USA, Caribbean, and Mexico.
- VisitSPC was able to distribute over 100 destination guide magazines and hotel partner brochures. Business discussed at the show included:
 - 2 vacations booked at the Bilmar Beach Resort, 2 weeklong vacations at the Wyndham Grand Clearwater Beach, 1 vacation booked at the Hilton Clearwater Beach Resort, 2 vacations booked at the Island Grand at TradeWinds, and 1 Vacation booked at Sirata Beach Resort. This business represents over \$10,000 in room revenue from this ASTA show.
- In addition to the show, VisitSPC was able to meet with 4 Michigan AAA Travel Offices; Farmington Hills, Birmingham, Warren, and Livonia.
- Incredible engagement and interest from the Michigan Advisors.

RECOMMENDATION: Visit St. Pete-Clearwater should consider doing more with this Michigan Chapter. Possible digital communications, trainings, etc.

STAFFED BY: Darryl Boggess – Sales Manager Leisure Travel

GTM (Global Travel Marketplace) - Fort Lauderdale, FL**July 18 - 21, 2024**

ATTENDANCE: 165 Travel Advisors
INDUSTRY
PARTICIPATION: The Vinoy
COLLATERAL
DISTRIBUTED: 50 Destination Magazines, Assorted Logo Items

RESULTS:

- Visit St. Pete-Clearwater had 46 appointments over the 2-day show. 165 well vetted travel advisors that were engaged and wanted to know more about St. Pete-Clearwater. Agents were a combination of home-based advisors and brick & mortar agencies from across the US. Most were part of agency consortiums like Travel Leaders, Nest, Travel Savers, etc.
- The Vinoy was also at the show and had their own set of appointments. They were also very pleased with the quality of agents. So far, we have 5 welcome bags to deliver to TradeWinds for bookings made by agents at GTM and 2 for the Hyatt Regency.
- Other business discussed included a girl's weekend getaway in Dunedin, several families coming to Disney that want to add a beach stay, Phillies Spring Training inquires for next season, and one agent that has six families that book the FL Panhandle and are looking for an alternative beach location.
- Other Florida DMOs in attendance included Visit Tampa Bay, Visit Miami, Visit Lauderdale, and the Florida Keys. Disney also participated. Working with the show producers to see if we can be part of their Boardroom Presentations in 2025. There is a waitlist for these, but we pitched a possible "Sunrise to Sunset" boardroom partnering with other Florida DMOs.
- Benefit to Pinellas County will be increased leisure bookings from travel advisors in attendance. Approx. 40% of the meetings at GTM were with agents that were not familiar with our destination. Continued travel advisor education will result in new business.

RECOMMENDATION: GTM is one of the best travel advisor shows we attend. Already started paperwork for participation in 2025.

STAFFED BY: Rosemarie Payne – Director Leisure Travel

Canadian Jetlines Dinner – "Beaches & Baseball" – Toronto, Canada**July 22 - 24, 2024**

ATTENDANCE: Jetlines Dinner – 6 Executives
"Beaches & Baseball" Client Event – 21 Trade & Media
INDUSTRY
PARTICIPATION: N/A
COLLATERAL
DISTRIBUTED: 27 Destination Magazines & Assorted Logo Items

RESULTS:

- On July 22nd, Visit St. Pete-Clearwater hosted a dinner for Canadian Jetlines in Toronto. The purpose of this dinner was to solidify plans to start non-stop service to PIE from Toronto in

November 2024. Attending the dinner from Jetlines were their Executive Director, Chief Financial Officer, Director of Marketing, Director Airports, and Product Directors. PIE was also represented along with VisitSPC staff - Brian Lowack, President & CEO, Jason Latimer, Director Public Relations, and Rosemarie Payne, Director Leisure Travel.

- Visit St. Pete-Clearwater also hosted 21 guests at the Toronto Blue Jays game on 7/23.
- Guests in attendance included Canadian Jetlines, Porter Air, Air Canada Vacations, Air Miles, Visit Florida/VOX staff, and Sunwing. Media were also invited, and we have already seen excellent coverage of this event in the trade across Canada. Benefit of this event will be increased room nights from tour operator partners, media coverage, and potential new marketing initiatives with the airlines and Air Miles.

RECOMMENDATION: Visit St. Pete-Clearwater should continue to grow our partnership with the Blue Jays, media, and trade partners in Canada. "Beaches & Baseball" is an excellent event for networking with these key partners.

STAFFED BY: Rosemarie Payne – Director Leisure Travel

Midwest Sales Mission – Wisconsin & Minnesota

July 29 – August 2, 2024

ATTENDANCE: 100 Travel Advisors

INDUSTRY

PARTICIPATION: Holiday Inn Harbourside, Don CeSar

COLLATERAL

DISTRIBUTED: 120 Destination Magazines, Assorted Logo Items, & Partner Collateral

RESULTS:

- Visit St Pete Clearwater partnered with the Holiday Inn Harbourside, Indian Rocks Beach and Don CeSar, St Pete Beach to do sales calls from Milwaukee, Wisconsin to Minneapolis, Minnesota.
- In total, we were able to meet with over 100 travel advisors at 38 travel agencies including AAA Travel offices.
- VisitSPC had 11 requests for boxes of destination guide magazines to be mailed after our visits. That is over 500 pieces of additional collateral, not including the 120 piece that we distributed while on the sales calls.
- The following are the agencies that Visit SPC and destination partners met with: AAA Milwaukee South, Latitudes Travel, New Berlin, AAA Waukesha, Fox World Travel, Brookfield, Elm Grove Travel, Elm Grove, Expedia Cruises, Brookfield, First Choice Travel & Cruise, Waukesha, Travel Leaders, Oconomowoc, Germantown Travel, German Town, AAA Grafton, Grafton, Shooting Star Travel, West Bend, Integrity Travel, West Bend, Travel Leaders, Sheboygan, Fox World Travel Sheboygan, Fox World Travel, Fond du Lac, Fox World Travel, Oshkosh, Bon Voyage Boutique Travel, Neenah, Travel Leaders, Menasha, AAA Appleton, Fox World Travel, Appleton, Fox World Travel, De Pere, Destination Travel, De Pere, AAA Green Bay, Travel Leaders Green Bay, Higgins Travel Leaders, Eau Claire, Holiday Vacations, Eau Claire, AAA Eau Claire, Travel Leaders,, Woodbury, Addis Travel, St Paul, MN,

AAA Roseville, MN, Femon Travel and Tours, Brooklyn, AAA Coon Rapids, AAA Minneapolis-Maple Grove, Travel Leaders Maple Grove, AAA Minneapolis – Minnetonka, Carrousel Travel, Minneapolis, A1 Travel, Minneapolis, AAA St. Louis Park and AAA Eden Prairie.

- All the agencies were familiar with the destination and happy to meet with us. Two agencies were working on weeklong family vacations while we were at their offices with over \$3,500 in room revenue.
- Prior to this sales mission, last sales mission to Wisconsin and Minnesota was 5 years ago.

RECOMMENDATION: Coordinating efforts in FY25 with VisitSPC Meetings & Conferences for future sales missions in the Midwest.

STAFFED BY: Darryl Boggess – Sales Manager Leisure Travel

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

8/7-8	AAA Office Sales Calls – West Coast of FL
8/13-14	AAA Offices Sales Calls – North FL
8/26-28	CCRA Washington, DC

UPCOMING FAMS – EDUCATIONAL VISITS

9/15-16	USA Rejser Denmark FAM
10/13-14	Travel Trend Netherlands FAM
11/20-24	UK Trade FAM
11/21-22	Lufthansa eXperts Network Agents German FAM