

Brand USA Travel Week + Amsterdam Inaugural Flight



**ST.PETE
CLEARWATER, FL
VisitSPC.com**

BRAND USA TRAVEL WEEK

Premier event connecting U.S. tourism professionals with travel industry leaders from all around Europe

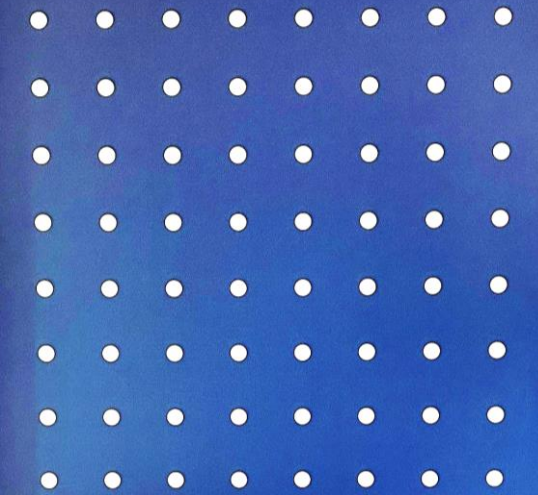
- B2B meetings
- Media meetings
- Networking opportunities
- Thought leadership sessions

Trade Summit: Scheduled individual meetings with trade partners

Media Forum: Brought together destination PR representatives and media from across Europe for scheduled individual meetings and additional networking opportunities

CEO Summit: United top industry executives for exclusive market-specific discussions and strategic insights

WELCOME



BRAND USA
TRAVEL WEEK



U.K. & EUROPE 2024

BRAND USA TRAVEL WEEK: Trade Summit

- **30 appointments** with trade partners to share destination updates, discuss market trends, discuss opportunities to increase awareness of and drive sales to St. Pete-Clearwater.
- Inform all parties we are **Still Shining!**
- Chair Peters was able to join meetings to provide a unique insight and perspective on assets within the destination.
- **Key meetings:**

British Airways Holidays, Hays Travel, Trailfinders, Barrhead Travel, Ocean Holidays, Swanson's Travel, Thomas Cook, FDM Travel, TUI, USAirtours Holidays, USA Rejser



BRAND USA TRAVEL WEEK

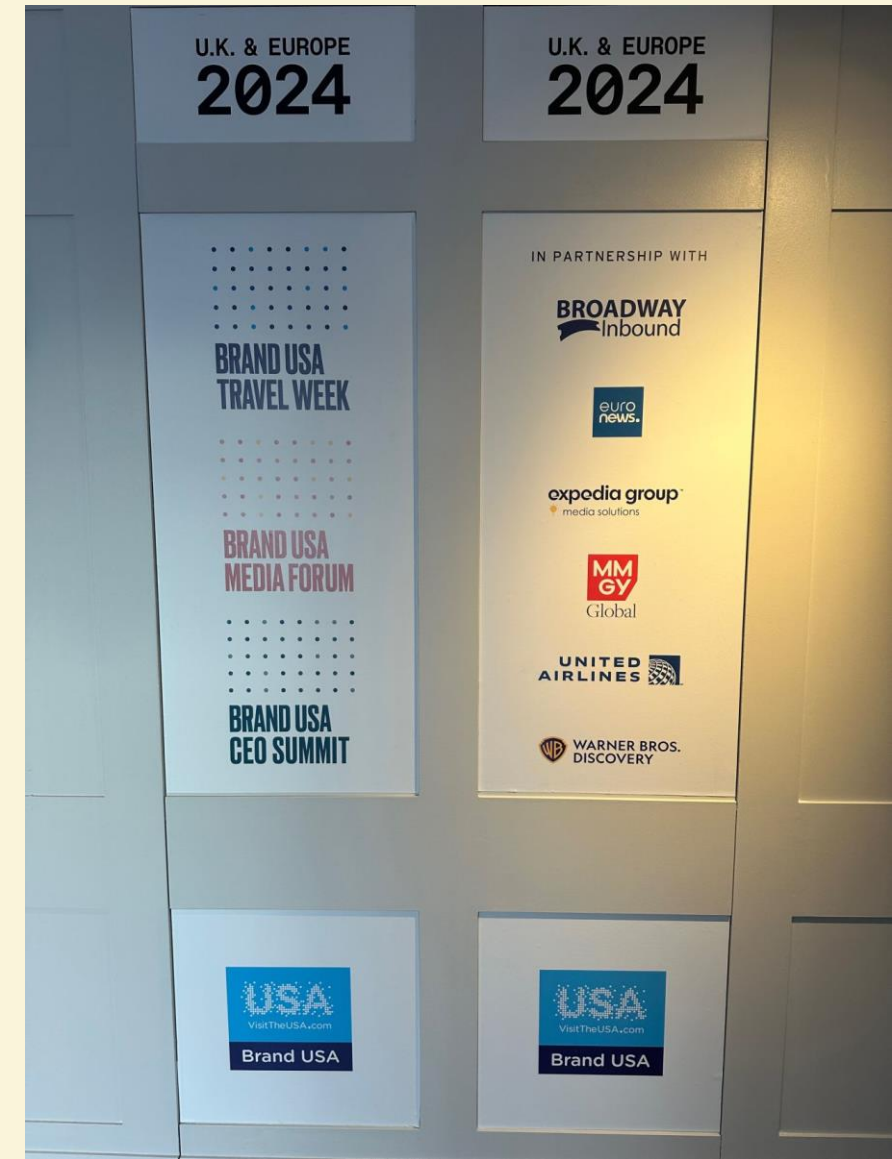
Media Summit

- More than 30 individual meetings with media from UK, Ireland, Germany, Netherlands, Spain, Denmark, Italy and Austria
- Prior to start of the meetings, we sent out a press release in the UK and Central Europe to spread our Still Shining message
- Chair Peters able to join some meetings



BRAND USA TRAVEL WEEK CEO Summit

- Brian was able to associate with other destination leaders in select events
- Brian was requested for 5 additional media interviews with publications across Europe – allowed us to further spread our Still Shining message
- Brian and Chair Peters able to meet with Brand USA leadership



Electric Shuffle Event

- Organized our own private event while in London to expand meeting opportunities and further deepen conversations with trade partners and media members. Allowed us to share to news that we were Still Shining!
- Tied in the 100th Anniversary of the St. Pete Shuffleboard Club to create some friendly competition among attendees playing the electric tabletop version.



Electric Shuffle Event

50 attendees from travel trade and
consumer media



Electric Shuffle Event

A high-quality event with low-quality shuffleboard! It was really pleasing to hear about the recovery in the region and I'd be very keen to share more about this in one of our upcoming trade emails going out.

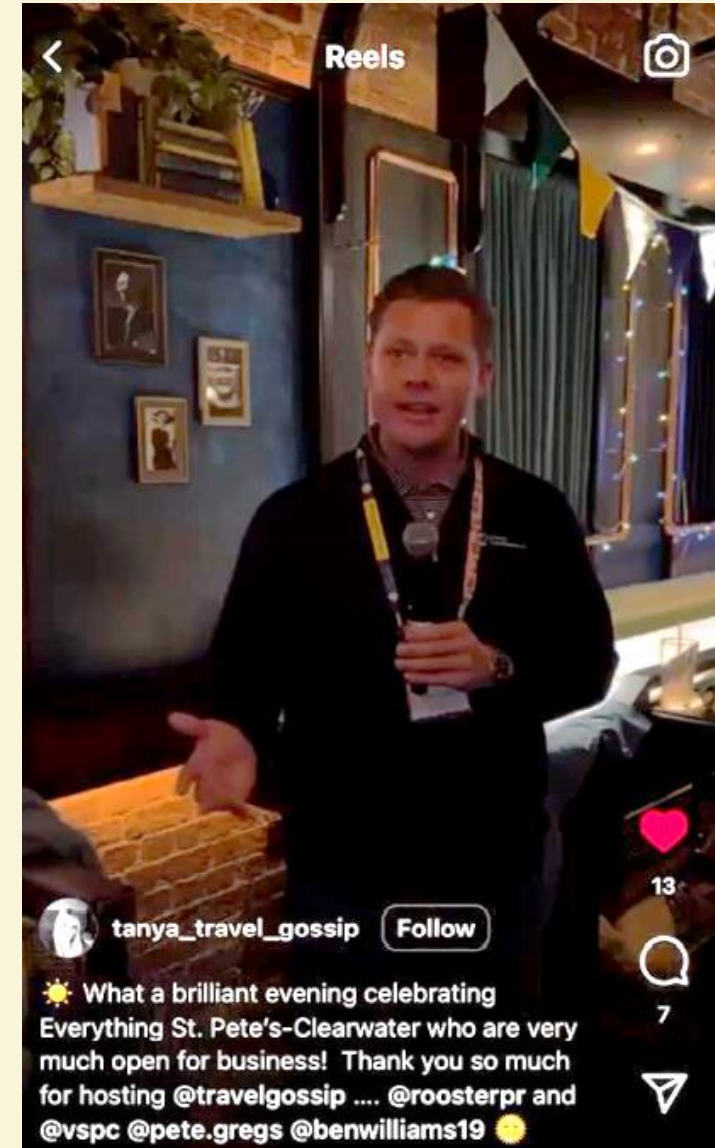
– Lockie Kerr, Head of Partnerships, Ocean Florida



Electric Shuffle Event

It was a fantastic night. Good company, good food and good entertainment. Brian and Jason are such good people to be leading the line over in St. Pete. Really enjoyed meeting them both.

– Chris Beeson, Destination Executive, British Airways Holidays.



Amsterdam Inaugural Flight



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AMSTERDAM -> TPA

VisitSPC celebrated the launch of the return of nonstop service from Amsterdam's Schiphol International Airport to Tampa International Airport

- The evening before the inaugural flight, joined Delta executives, Schiphol Airport executive, key Dutch tour operators, and Dutch consumer and travel trade media at the Conservatorium private dining room in Amsterdam for a dinner.
- Chair Peters presented a Key to Pinellas County to:
 - Clare Black – Delta, GM Home Markets
 - Marcel Lekkerkerk – Schiphol, Airline Partnerships Dir.



AMSTERDAM -> TPA



Stopped by our in-airport advertisement right by the high-traffic customs gate line!



Inaugural flight ribbon cutting gate ceremony.

Guests on the flight received an Amsterdam tulip as they entered the flight and were greeted by VisitSPC staff on the ground at Tampa International Airport upon arrival with a goodie bag to get them beach ready!

AMSTERDAM -> TPA

Originally seasonal flight from October to March.

Delta has already committed to extending this flight route through May.

We are hopeful to hear of additional extension in near future

