

## LEISURE TRAVEL

**September 2024**

**Prepared by:**

**Rosemarie Payne, CDME**

**Director Leisure Travel**

### Trade Shows/Missions

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9/9-13	Upstate NY Sales Mission – Buffalo, Rochester, Syracuse, Albany - NY
9/11-12	Brand USA – USA Pavilion - ACTA (Association of Canadian Travel Advisors) – Toronto, Canada
9/18-20	Travursity – Austin & Dallas, TX
9/23-27	NC Sales Mission – Raleigh, Charlotte, Greensboro, Durham - NC
9/24-25	Brand USA – USA Pavilion - ACTA – Montreal, Canada
9/26-27	Air Canada Vacations Product Showcase – Toronto, Canada
9/28-29	Vancouver Canada Travel Expo – Vancouver, Canada

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### September 2024

#### **Upstate NY Sales Mission – Buffalo, Rochester, Syracuse - NY**

**September 9 - 13, 2024**

ATTENDANCE: 90 Travel Advisors

INDUSTRY

PARTICIPATION: Holiday Inn Harbourside, Wyndham Grand, & Don CeSar

COLLATERAL

DISTRIBUTED: 100 Destination Magazines, Assorted Logo Items, Partner Collateral

#### RESULTS:

- To maximize our time and efforts during this sales mission, VisitSPC called on travel advisors in Buffalo, Rochester, and Albany, all within the capitol region of New York State. There were destination trainings and sales calls focused on AAA offices in the area and larger producing travel agencies.
- W.I.T.S. event (Albany) – the Working in Travel Services - All America Picnic had 68 travel advisors in attendance. The event offered an opportunity to educate these travel professionals, providing updated information on our destination. Tools to keep St. Pete-Clearwater “top of mind” when selling Florida.
- Industry Partners that joined us were the Holiday Inn & Suites Harbourside, Wyndham Grand, and the Don CeSar.
- Itinerary
  - Sept 9 Tampa to Buffalo – sales calls to AAA Orchard Park, AAA Ken-Ton, & AAA Amherst
  - Sept 10 Travel Buffalo to Rochester – sales calls to AAA Penfield, AAA Rochester, AAA Pittsford, AAA Greece, De Prez Group Travel, Bean Cruises & Travel, & AAA Utica

- Sept. 11 Travel Rochester to Albany – sales calls to AAA Camillus, AAA DeWitt, First Choice Travel, Travel Leaders, & Working in Travel Services (W.I.T.S) travel advisor event
- Sept 12 Sales call to AAA Albany, AAA Troy, AAA Schenectady, AAA Saratoga Springs, & AAA Clifton Park

RECOMMENDATION: Visit St. Pete-Clearwater should continue building on the relationships with AAA offices and travel advisors in this region of NY.

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

**Brand USA – USA Pavilion - ACTA (Association of Canadian Travel Advisors) – Toronto, Canada  
September 11 - 12, 2024**

ATTENDANCE: 200 Travel Advisors

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

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

**RESULTS:**

- Brand USA partnered with ACTA (Association of Canadian Travel Advisors) to participate in their Toronto Travel Industry Summit. Other destinations from Florida that participated in the summit included Orlando, Miami, and Ft. Myers.
- Over 200 travel advisors from the greater Toronto area participated in the event. VisitSPC got great feedback and lots of interest from participating advisors. Canada has a lot of new travel advisors, so this event helped educate them on the destination, along with hotel properties and attractions.
- Potential business coming to the destination included:
  - 6-week stay in Jan-Feb 2025. Connected the advisor with TRS (45 days usually runs \$6,500 - \$8,000 for entire stay).
  - Cruise group coming to Port Tampa in January, 5 couples, looking to spend 2 days prior to boarding at St. Pete Beach, the hotel has not been selected yet.
  - Family coming to TradeWinds Island Grand for 5 days in November.
  - Opal Sands booking for a week in February.
  - Family looking for a week-long stay at either the Don CeSar or the Sirata Beach Resort for December.
  - Golf club is looking for golf resorts for February or March next year, very interested in the Vinoy Resort and Golf Club, this would be for 4 nights 15 rooms per night.
  - March booking for the Doubletree Beach Resort Redington Beach for a week stay. This is just a snapshot of the business potential for the destination.
- ACTA will be providing a travel advisor list with contact information.

RECOMMENDATION: Visit St. Pete-Clearwater should support this event every year in Toronto.  
Very qualified travel advisors and good potential for new business.  
STAFFED BY: Darryl Boggess – Sales Manager Leisure Travel

**Travursity – Austin & Dallas, TX**

**September 18 – 20, 2024**

ATTENDANCE: 100 Travel Advisors Austin – 100 Travel Advisors Dallas  
INDUSTRY  
PARTICIPATION: N/A  
COLLATERAL  
DISTRIBUTED: 200 Destination Magazines, Assorted Logo Items, Partner Collateral

**RESULTS:**

- The Travursity Travel Showcase in Austin and Dallas hosted over 100 travel advisors in each city. VisitSPC distributed over 100 destination magazines at both shows and did a full destination training after the trade show. We had several Austin and Dallas advisors that have travelers coming to the destination already and have booked at Wyndham Grand, the Vinoy Resort and Golf Club, and Don CeSar. Over \$20,000 in room night revenue. Texas has a lot of travelers without passports, and they are looking for alternatives to the Florida panhandle.
- Overall, the Travursity Travel Showcase is an affordable show, and the platform allows for a full 15-minute presentation with video and slide deck and face-to-face meetings before and after the presentation. VisitSPC has all the contact information for both cities.
- This is an email from an advisor that attended the Dallas show.  
Hi Darryl,

It was a pleasure meeting you in Dallas on Thursday. I hope you had a safe trip back home or on to your next event. I visited St. Pete-Clearwater some years ago and really have not thought about going back until your presentation. I don't really recommend it, but I sure will now. I love seeing all the updates. I am going to dive into the training and see what I can learn. As I mentioned I have a trip to the area in November and have planned to stay in Port Charlotte, Fort Myers and then head up to the Sarasota area and visit Anna Marie Island. Now I am adding St. Pete-Clearwater to the trip, even extending a night to make it happen. I would love your recommendations of places to stay and eat. Thanks so much for the information you shared on Thursday, and I look forward to learning more. I will be in your area 11/14 and/or 11/15.  
Thanks so much,  
Rebecca Law  
817-996-7575

RECOMMENDATION: Visit St. Pete-Clearwater should continue to invest in shows like Travursity in the Texas market. Good potential to grow business from this region.  
STAFFED BY: Darryl Boggess - Sales Manager Leisure Travel

**NC Sales Mission – Raleigh, Charlotte, Greensboro, Durham - NC** **September 23 - 27, 2024**

ATTENDANCE: 84 Travel Advisors  
INDUSTRY  
PARTICIPATION: The Hiatus  
COLLATERAL  
DISTRIBUTED: 84 Destination Magazines, Assorted Logo Items, Partner Collateral

RESULTS:

- Visit St. Pete-Clearwater was able to drive to 17 travel agencies in Charlotte, Greensboro, Durham, and Raleigh, NC on this 3-day mission. VisitSPC staff and hotel partner distributed 84 Destination Magazines, and partner collateral to travel advisors in these offices. Most were very familiar with our destination and have both fly & drive clients. Sheraton Sand Key cancelled participation due to Hurricane Helene.
- AAA offices in this region have a lot of new staff, so our visit was most welcome. We were told business is picking-up and new staff are needed.
- Have several agencies request additional information on golf resorts and pet friendly accommodations in the area. Golf seemed like a hot topic in this part of NC. Shared information on several hotels including Innisbrook & Vinoy and promoted the Valspar tournament.
- Great meeting with Travel Experts in Raleigh. They shared with us their list of 300+ agents in their network that have agreed to opt-in for any information on our area. Will put in Simpleview for new Leisure Travel Newsletter.

RECOMMENDATION: Visit St. Pete-Clearwater should consider visiting this region every other year and working with Delta City Rep. Nicole Sheedy on possible cooperative initiatives.

STAFFED BY: Rosemarie Payne – Director Leisure Travel

**Brand USA – USA Pavilion - ACTA – Montreal, Canada** **September 24 - 25, 2024**

ATTENDANCE: 50 Travel Advisors  
INDUSTRY  
PARTICIPATION: N/A  
COLLATERAL  
DISTRIBUTED: 50 Destination Magazines, Assorted Logo Items, Partner Collateral

## RESULTS:

- VisitSPC Leisure Travel Department had a Canadian push with three back-to-back shows. The first show was the USA Pavilion with Brand USA at the ACTA (Association of Canadian Travel Advisors) Montreal show, the next event was the Product Showcase in Toronto with Air Canada followed by the Vancouver Travel Expo Show.

### Show #1

- Brand USA partnered once again with the Association of Canadian Travel Advisors (ACTA) to host a Travel Industry Summit in Montreal. This show in Quebec is the second ACTA show Visits has attended. VisitSPC had a trade show booth and participated in presentations and networking receptions.
- The attendees of the summit were ACTA members and travel advisor leaders, ACTA corporate partners, frontline travel advisors, independent travel advisors, host agencies, and consortia partners.
- This partnership with Brand USA is an affordable way to get the destination in front of vetted Canadian travel advisors. This is the first-time VisitSPC has participated with Brand USA & ACTA in Canada.

RECOMMENDATION: Visit St. Pete-Clearwater should continue to work with Brand USA to build stronger relationships with travel advisors across eastern Canada.

STAFFED BY: Darryl Boggess – Sales Manager Leisure Travel

### **Air Canada Vacations Product Showcase – Toronto, Canada**

**September 26 - 27, 2024**

ATTENDANCE: 2000+ Travel Advisors

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: 100 Destination Magazines, Assorted Logo Items, Partner Collateral

## RESULTS:

- Show #2 in Canada - Air Canada Vacations hosted their ACV Dream Makers Product Showcase in Toronto. This event is designed to increase awareness of sun destinations and introduce travel advisors to new hotels and attractions and to build confidence in booking St. Pete-Clearwater.
- Many of these agents are familiar with our destination and had questions about new accommodations and attractions.

- The Toronto showcase is the largest show in their series with 2000+ travel advisors in attendance. For the first year, St Pete-Clearwater is featured in the Air Canada Vacations Sun Brochure to give the destination a stronger presence in their product portfolio.
- Visit St. Pete-Clearwater interacted directly with 100 advisors to discuss specifics on the destination and distribute collateral.

RECOMMENDATION: Visit St. Pete-Clearwater will continue to support ACV and is working with their product team to develop a stronger offering of hotel choices in St. Pete-Clearwater.

STAFFED BY: Darryl Boggess – Sales Manager Leisure Travel

#### **Vancouver Canada Travel Expo – Vancouver, Canada**

**September 28 - 29, 2024**

ATTENDANCE: 150 Travel Advisors, 9000 Consumers

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: 150 Destination Magazines, Assorted Logo Items, Partner Collateral

#### **RESULTS:**

- Show #3 in Canada - The Vancouver International Travel Expo had 150 travel advisors for the B2B tourism presentations and 9,000 consumers for the trade show. Visit St. Pete-Clearwater was excited to showcase the destination to western Canadian travelers and to meet face-to-face with travel advisors that are looking for options other than Mexico and Hawaii.
- The Greater Miami Convention and Visitors Bureau was also in attendance representing the southeast region of Florida.
- Past exhibitors have included airlines, tour operators, independent hotels & hotel/resort companies, travel agencies, cruise lines, tourism boards, attractions, and related services.
- Our destination is new to most of these consumers and travel advisors, so we were able to educate them on our award-winning beaches, arts & culture, and more. Many said our destination magazine was an excellent resource to learn more about our area.

RECOMMENDATION: Visit St. Pete-Clearwater should continue to find ways of reaching travel advisors in this market to grow our footprint in western Canada.

STAFFED BY: Darryl Boggess – Sales Manager Leisure Travel

**UPCOMING TRADE SHOWS/MISSIONS/EVENTS**

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10/2-4	Travursity – Chicago & Indianapolis
10/15-18	ASTA – Portland, ME & Boston, MA
10/22-25	Apple Leisure Group Ascend Conference – Cancun, Mexico
10/24-25	Allegiant Partner Day – Las Vegas, NV

**UPCOMING FAMS – EDUCATIONAL VISITS**

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10/30	DERTOUR Germany
11/21-22	Lufthansa eXperts Network Agents German FAM
1/31 – 2/2	Pre-Huddle FAM