

LEISURE TRAVEL

October 2024

Prepared by:

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Trade Shows/Missions

October 2024

10/2-4	Travursity – Chicago, IL & Indianapolis, IN
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

October 2024

Travursity – Chicago, IL & Indianapolis, IN

October 2 - 4, 2024

ATTENDANCE: 25 Travel Advisors - Chicago
32 Travel Advisors - Indianapolis

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: 57 Destination Magazines, Assorted Logo Items, & Partner Collateral

RESULTS:

- The Travursity Travel Showcase provides a platform for VisitSPC to present a 10-minute Power Point training session for travel advisors followed by an evening trade show and networking. Chicago and Indianapolis are key domestic markets for Pinellas County and updating these agents will result in increased bookings to the area.
- Travursity strategically partners with leading travel industry marketing firms to reach their database of over 100,000+ travel advisors nationwide with promotions and additional marketing opportunities that allow agents to grow their client base.
- All suppliers and vendors receive continuous marketing exposure to this network of agents post-show with a live link on Travursity's website. Additional exposure is obtained through multiple email marketing promotions to travel advisors all year long, as well as social media posts.

RECOMMENDATION: Great opportunity to sell to vetted travel advisors in two top producing Midwest markets.

STAFFED BY: Darryl Boggess - Sales Manager Leisure Travel

ASTA – Portland, ME & Boston, MA**October 15 - 18, 2024**

ATTENDANCE: 89 Travel Advisors – Portland
92 Travel Advisors - Boston

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: 181 Destination Magazines, Assorted Logo Items, & Partner Collateral

RESULTS:

- ASTA Maine (Portland) and New England (Boston) shows are held annually. These trade shows offer their membership base the opportunity to learn or enhance their knowledge of selling Florida. The goal is to increase sales and expand their customer base.
- The Tuesday prior to the show, VisitSPC made sales calls to (2) of the AAA offices located in Portland and South Portland. In each office we presented to 3-4 travel advisors and 2-3 auto travel counselors to give them updates on the destination and distribute our 2024 destination magazine. AAA no longer prints state travel guides, so the advisors always appreciate receiving the magazine as it makes a great sales tool to offer their clients when selecting a Florida vacation.
- Other Florida destinations attending these trade shows were Miami, Ft. Lauderdale, and Visit Central Florida.

RECOMMENDATION: ASTA is very active in these markets. Working with the chapter chairpersons to see what other opportunities might be available for Visit St. Pete-Clearwater to engage with these travel advisors.

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

Apple Leisure Group Ascend Conference – Cancun, Mexico**October 15 - 18, 2024**

ATTENDANCE: 760 Travel Advisors

INDUSTRY

PARTICIPATION: Vinoy Resort & Golf Club

COLLATERAL

DISTRIBUTED: 175 Destination Magazines, Assorted Logo Items, Partner Collateral

RESULTS:

- Apple Leisure Group's Ascend Conference 2024 was the largest conference to date. Over 760 travel advisors and 149 suppliers attended. The Vinoy Resort and Golf Club participated in the show with VisitSPC, and the trade show was spread over 2-days this year compared to a 1-day show at previous conferences. The goal of Ascend is to amplify conversations about travel and build business opportunities for the advisors.
- The big discussion was hurricane updates and if the destination will be ready for travelers starting in January 2025. Almost all the advisors felt good about sending travelers to

St. Pete-Clearwater for the late winter and spring break season. It is not believed the hurricane will scare off future business, as not one advisor said they would not book the destination.

- Post-show we will mail out 15 destination magazines to advisors that did not want to carry them home in their luggage. We also have 60 business cards for future communication and updates. We met directly with 175 travel advisors over the 2-day trade show, receptions, and networking events.
- The Greater Miami Convention and Visitor's Bureau, Visit Orlando, and Disney Resorts also attended the conference.
- Business discussed directly at the show included – a meeting with Bridget Boders with Blue Water Destinations. She has reached out several times last year for welcome bags for her clients staying in Pinellas County and has more to come. Also met with an agent about a booking at the Holiday Inn Harbourside Indian Rocks Beach for later in October.

RECOMMENDATION: Overall, the conference had amazing, vetted advisors and they wanted to discuss leisure travel options in the US vs. the Caribbean, and Mexico. Apple Leisure Group continues to be one of Visit St. Pete-Clearwater's top selling domestic tour operator partners. VisitSPC will attend Ascend in 2025.

STAFFED BY: Darryl Boggess - Sales Manager Leisure Travel

Allegiant Partner Day – Las Vegas, NV

October 24 - 25, 2024

ATTENDANCE: 150 Allegiant Call Center Staff & Allegiant Employees

INDUSTRY

PARTICIPATION: St. Pete-Clearwater International Airport (PIE)

COLLATERAL

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

RESULTS:

- Visit St. Pete-Clearwater and the St. Pete-Clearwater International Airport (PIE) met with the executive team at Allegiant and visited the reservation call center to update staff on the destination. It is always valuable to provide these frontline team members with what is "new & now" in St. Pete-Clearwater to share with potential customers.
- In Addition, we were invited to participate in the Allegiant Partner Day for the entire Las Vegas office. VisitSPC met directly with over 150 people during the event and distributed 150 pieces of collateral and destination magazines.
- Unfortunately, the hotels and attractions that were schedule to attend this event cancelled due to hurricane Milton.

RECOMMENDATION: Overall, this was a great opportunity to increase destination knowledge with the call center team and support the relationship with Allegiant and the St Pete-Clearwater International Airport to increase sales.

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

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

11/7-9 CruiseWorld – Fort Lauderdale, FL
11/18-21 Travel Agents Owners Forum – Bridgetown, Barbados

UPCOMING FAMS – EDUCATIONAL VISITS

11/21-22 Lufthansa eXperts Network Agents German FAM
3/3-7 UK Trade FAM