

LEISURE TRAVEL

December 2024

Prepared by:

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Director Leisure Travel

Trade Shows/Missions

December 2024

12/3-6 PA Sales Mission – CCRA/ASTA “Lunch & Learn” Events – Bethlehem & Harrisburg

December 2024

PA Sales Mission – CCRA/ASTA Events – Bethlehem & Harrisburg December 3 - 6, 2024

ATTENDANCE: 18 Travel Advisors – Bethlehem, PA
28 Travel Advisors – Harrisburg, PA
8 Travel Councilors – AAA Allentown, PA

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: 84 Destination Magazines, Assorted Logo Items, & Partner Collateral

RESULTS:

- The goal of this sales mission and “lunch & learn” was to educate travel advisors on our destination and to highlight hotels, attractions and major events. This was a great way to meet both home-based and storefront travel advisors that book business to the destination year-round. These events gave VisitSPC an opportunity to find out how the travel advisors book our destination. Most use tour operator or airline packages and some book the hotels directly. We introduced the destination training portal to start the training journey.
- The CCRA and ASTA local chapter presidents combined and coordinated their efforts to offer their membership this training to build on their businesses and attract new customers.
- A lot of these agents have Phillies fans that travel to Clearwater for Spring Training.
- Attending also gave VisitSPC an opportunity to spread the “Still Shining” message post storms and promote the FunShine Savings Passport.
- Visit Miami and Visit Central Florida also participated.
- VisitSPC also called on AAA Travel in Allentown and met with travel councilors to review the destination magazine and answer questions about the destination post hurricanes. Agents were pleased to know that we were recovering quickly.

RECOMMENDATION: Great opportunity to meet with vetted travel advisors in a key market for St. Pete-Clearwater. Potential bookings for Spring Training are possible and CCRA invited VisitSPC to join a webinar in mid-2025 for agents in this region.

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

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

1/23-25	Pittsburgh AAA Travel Showcase
1/24-27	Travel & Adventure Show – New York
1/31 – 2/6	Florida Huddle
1/31 -2/3	Travel & Adventure Show - Chicago

UPCOMING FAMS – EDUCATIONAL VISITS

1/27-29	Internova Plus (Travel Leaders FAM)
5/TBD	Hays Travel UK FAM
6/1-5	UK Trade FAM
6/12-14	Kuoni Germany FAM