

## LEISURE TRAVEL

January 2025

Prepared by:

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### Trade Shows/Missions

January 2025

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1/23-25	Pittsburgh AAA Travel Showcase
1/24-27	Travel & Adventure Show – New York

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### January 2025

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#### Pittsburgh AAA Travel Showcase

January 23 - 25, 2025

ATTENDANCE: 38 AAA Travel Councilors  
600 AAA Members

#### INDUSTRY

PARTICIPATION: N/A

#### COLLATERAL

DISTRIBUTED: 400 Destination Magazines, Assorted Logo Items, & Partner Collateral

#### RESULTS:

- One hour prior to the show, Visit St. Pete-Clearwater met with 38 AAA Travel Advisors to update them on the destination and our recovery. Most were very familiar with our area and were excited that we were once again participating in this showcase.
- The AAA Travel Showcase itself was a very busy show that took place Friday, Saturday & Sunday. VisitSPC handed out all 400 of our destination magazines and answered hundreds of questions about our destination.
- Many consumers were genuinely concerned about how the destination was doing after the hurricanes, and some were surprised that so many businesses and hotels were back open.
- A lot of people we spoke to have already booked visits to our area for February, March, April & May 2025; staying in hotels, Airbnb's, friends or relatives and a lot were going to book for 2025.
- No specific bookings discussed, talked about events happening this spring/summer and promoted the Sunshine Savings Passport.
- Visit Central Florida also exhibited.

RECOMMENDATION: The Leisure Travel Department should consider attending this event every year. Great opportunity to get in front of consumers in this key market.

STAFFED BY: Stephanie Alexander – Sales Manager, Meetings & Conferences (assisting Leisure Travel to cover this show).

**Travel & Adventure Show – New York****January 24 - 27, 2025**

ATTENDANCE: 23,453 Consumers  
641 Travel Advisors (35 Direct Engagement)  
4 Team America Representatives, 3 AAA Travel Councilors

INDUSTRY

PARTICIPATION: Bilmar Beach Resort, Wyndham Grand, Sheraton Sand Key

COLLATERAL

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

**RESULTS:**

- Prior to the show Visit St. Pete-Clearwater, Miami CVB and Visit Central Florida coordinated two sales meetings that included four members from Team America and three travel advisors with AAA Columbus Circle. Team America is a full-service Receptive Tour Operator that specializes in luxury travel. These meetings offered Visit St Pete-Clearwater the opportunity to update the advisors on our destination keeping us top of mind when selling Florida.
- Travel & Adventure NYC was an exceptional show this year, pre-ticket sales sold out before the show started. Attendees came in from neighboring states such as New Jersey and Pennsylvania to attend the show. Other Florida destinations exhibiting included the d
- Reported attendance from Travel & Adventure: 23,453 consumers, 641 Travel Trade, 294 media.
- Many of the attendees have either been to St Pete-Clearwater or planning to visit for spring break and Spring Training games. Spoke with a consumer planning a June 14th wedding at the Sandpearl with a 30 room block for the wedding party and guests.

RECOMMENDATION: This show provides excellent access to consumers and travel advisors in this key market for Visit St. Pete-Clearwater. Partners were also very pleased with this event

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

**UPCOMING TRADE SHOWS/MISSIONS/EVENTS**

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2/1-3 Travel & Adventure Show – Chicago  
2/3-6 Florida Huddle – Ocala, FL

**UPCOMING FAMS – EDUCATIONAL VISITS**

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5/TBD Hays Travel UK FAM  
6/1-5 UK Trade FAM  
6/12-14 Kuoni Germany FAM