

# UK ROADSHOW

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US & Canada



**ST.PETE  
CLEARWATER, FL**

# UK ROADSHOW

- March 3 – 5, 2025
- London & Manchester
- Roadshow Participants:
  - ❖ Rosemarie Payne – Visit St. Pete-Clearwater
  - ❖ Brian Lowack – Visit St. Pete-Clearwater
  - ❖ Vince Nowicki – Pinellas County Commissioner
  - ❖ Ana Fernandez – Wyndham Grand
  - ❖ Jamie Hauser – Sheraton Sand Key







# TOUR OPERATOR TRAININGS

# London – Virtual & In-Person Trainings

## Ocean Holidays

- 11 Call Center Staff attended the Virtual Training
- Strong Focus on St. Pete-Clearwater
- Destination & Hotel Partner Updates



## Virgin Atlantic Holidays

- 30 Call Center Staff at Virgin Atlantic's HQ in Crawley
- Large Volume of Passengers to St. Pete-Clearwater
- Updates Post Hurricanes







# TOUR OPERATOR & TRAVEL ADVISOR EVENTS



# London – The Ampersand Hotel

## Tour Operator Dinner

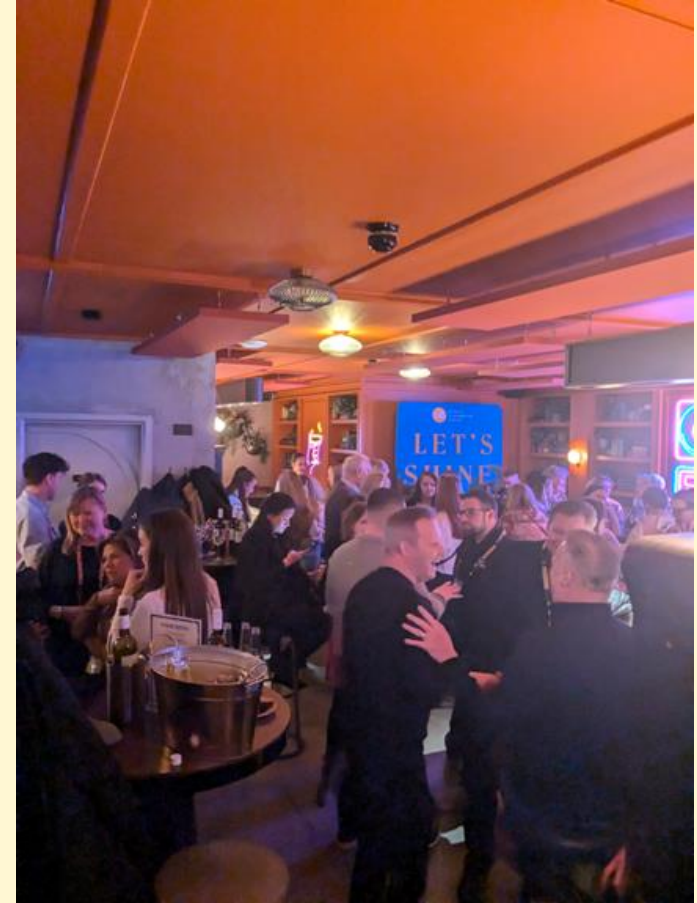
- 7 Key Tour Operators
  - ❖ Trailfinders
  - ❖ British Airways Holidays
  - ❖ Hays Travel
  - ❖ Thomas Cook
  - ❖ Tropical SKY
  - ❖ Ocean Holidays
  - ❖ Travel Republic
- Product Managers for St. Pete-Clearwater
- Destination Updates
- Discussion on Insights & Trends



# Manchester – Electric Shuffle

## Interactive Shuffleboard

- 8 Tour Operators & 38 Travel Advisors
- Destination Presentation & Hotel Partner Updates
- Relationship Building
- Quiz
- Prizes





# London – Swingers

## Team Building Crazy Golf


- 12 Tour Operators & 48 Travel Advisors
- Destination Presentation & Hotel Partner Updates
- Importance of In-Person Events
- Travel Gossip Website & FB





# Next Steps

Rooster follow-up to the roadshow:

- Share the St. Pete-Clearwater PowerPoint Update
  - Follow-up with key attendees who requested additional training
  - Offer training for agents who were unable to attend the Manchester and London events
  - Add all attendees to monthly newsletter
  - Continue to send through the latest destination information, links to content, imagery and key selling points
  - Scope additional events to feature throughout 2025
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# Feedback

“Thanks to you for a wonderful evening! It was so lovely to spend time chatting and hear more about the destination. Looking forward to seeing what more we can achieve this year!”

**Megan Harris**

Destination Manager Travel  
Republic

“A great venue, a great team, promoting a great destination and its properties.

I thought the format of the evening was great, casual & fun but informative too and the interactive quiz at end was a really cool end to the event, well done 🙌”

**Stuart Barrett**  
Icelolly/Travel Supermarket



# Feedback

“I would like to thank you all for arranging the VSPC UK Sales Mission for us. I really appreciate you sharing detailed information ahead of the events, a big help in organizing the trip schedule and preparing for our presentations and events. Thank you for all the good work and effort, it was a success, so much accomplished in so little time!”

**Ana Fernandez**

Wyndham Clearwater Beach

“I wanted to thank you and the team for everything you did for us last week. The events were fantastic, and Pete and Ben truly knocked it out of the park representing our destination. Getting in front of the agents was invaluable and will be incredibly beneficial in growing both the Sheraton’s UK guest base and the market overall.”

**Jamie Hauser**

Sheraton Sand Key Resort







Thank You



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