

## LEISURE TRAVEL

February 2025

Prepared by:

Rosemarie Payne, CDME

Director Leisure Travel

### Trade Shows/Missions

February 2025

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

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### February 2025

#### Travel & Adventure Show – Chicago

February 1 - 3, 2025

ATTENDANCE: 250 Travel Advisors  
20,000 Consumers

#### INDUSTRY

PARTICIPATION: N/A

#### COLLATERAL

DISTRIBUTED: 600 Destination Magazines, Assorted Logo Items, & Partner Collateral

#### RESULTS:

- This consumer show continues to grow with over 20,000 attendees. Visit St. Pete-Clearwater was able to distribute over 600 destination guide magazines and collateral.
- Other major Florida destinations at the show included Daytona Beach CVB, Destin-Fort Walton Beach, Florida Keys and Key West, Fort Myers, Greater Miami CVB, Gulf County Florida, Okeechobee County TDC, Punta Gorda/Englewood Beach CVB, The Palm Beaches, The Treasure Coast Florida, Visit Central Florida, Visit Lauderdale, Visit Panama City Beach, Visit South Walton TDC, and Visit Tampa Bay.
- Visit St. Pete-Clearwater did not participate in the FAM-TAS Travel Advisor program this year. This additional expense should be considered in FY26 so advisors can be added to the distribution list for the new Leisure Travel newsletter. Many of the advisors that stopped by the booth are familiar with St Pete-Clearwater and we had the opportunity to update them after hurricanes Helene & Milton.
- Many asked for updates on hotels coming back online in the destination.
- Florida Huddle was during the same dates at this show, so we did not have any hotel or attraction partners participate.

RECOMMENDATION: The Leisure Travel Department should review this show series for FY26. The show producer that has worked with Florida for years just left the organization. Will consider the best options for St. Pete-Clearwater next year.

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

**Florida Huddle – Ocala, FL****February 3 - 6, 2025**

ATTENDANCE: 390 Tour Operators, Suppliers & Travel Industry Media  
INDUSTRY  
PARTICIPATION: N/A – Partners purchased their own booths.  
COLLATERAL  
DISTRIBUTED: N/A - Appointment Show

**RESULTS:**

- Again, this year Visit Florida combined Florida Huddle and Florida Encounter in Ocala. There were 390 leisure travel suppliers, buyers, and trade media in attendance. Visit St. Pete-Clearwater had 2-full days of one-on-one appointments. 80 meetings from the US, Canada, UK, Scandinavia, Central Europe, and LATAM markets. VisitSPC staff and partners also networked with attendees at evening events and had a VIP dinner with Air Miles Loyalty Program buyers from Canada.
- Excellent conversations with domestic operators including ALG Vacations, Delta Airlines Vacations, Pleasant Holidays, and Bluegreen Vacations. Waiting on room night production numbers to jumpstart marketing conversations to grow room nights.
- Receptive Operators like Webbeds and Hotelbeds have great potential to grow room nights domestically and in Canada. Canadian Operators including Air Miles, Air Canada Vacations, and WestJet Vacations, are paying attention to the current political climate, and we are in discussions about the timing of any future trade and consumer marketing initiatives. Coordinating these efforts with the Visit St. Pete-Clearwater marketing and PR teams.
- St. Pete-Clearwater hotel partners that attended included the Wyndham Grand, Don CeSar, Bilmar, Holiday Inn Harbourside, Holiday Inn Clearwater Beach, and The Vinoy.
- Florida Huddle 2026 will be at the Hilton in Orlando.

RECOMMENDATION: Visit St. Pete-Clearwater will participate in Florida Huddle 2026. Looking at potential pre or post FAMs.

STAFFED BY: Rosemarie Payne – Director, Leisure Sales – US & Canada  
Andrea Gabel – Director, Leisure Sales – International

**UPCOMING TRADE SHOWS/MISSIONS/EVENTS**

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3/1-7 UK Sales Mission – London & Manchester  
3/3-5 Peninsula Travel Shows – Jacksonville, Cocoa Beach/Melbourne, Orlando, FL  
3/28-31 Travel & Adventure Show – Washington, DC

**UPCOMING FAMs – EDUCATIONAL VISITS**

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4/22-25 Travel Weekly – Advisors as Ambassadors FAM  
6/1-5 UK Trade FAM