

LEISURE TRAVEL

April 2025

Prepared by:

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Trade Shows/Missions

April 2025

4/21-23	Peninsula Travel Shows – Baltimore, MD - Lancaster, PA – Cherry Hill, NJ
4/21-23	Visit Florida Delta Vacations Travel Advisor Event – Minneapolis, MN
4/28-30	Peninsula Travel Shows – Boston, MA – Providence, RI

April 2025

Peninsula Travel Shows – Baltimore, MD – Lancaster, PA – Cherry Hill, NJ

April 21 – 23, 2025

ATTENDANCE: 98 Travel Advisors - Baltimore
45 Travel Advisors – Lancaster
96 Travel Advisors – Cherry Hill

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: 230 Destination Magazines, Assorted Logo Items, Partner Collateral

RESULTS:

- Peninsula Travel Shows reach both retail travel advisors and home-based agents. All three shows were well attended and Visit St. Pete-Clearwater participated in the table-top trade show and roundtable presentations.
- Had a lot of questions about area museums, wedding venues, girlfriend spa getaways, and St. Pete Pride.
- Business discussed included an agent with a client looking to book the Wyndham Grand, Sept 5-8 for a small family reunion.
- While we were in PA, Visit St. Pete-Clearwater hosted a local CCRA Philadelphia Chapter Lunch & Learn meeting. 23 advisors were in attendance and Nina Sherman the chairman of this chapter is highly dedicated to continuing education for their travel advisors.
- CCRA bookings included:
 - RumFish St. Pete Beach – family for May 23-27 - Telgarsky Travel
 - Holiday Inn & Suites Harbourside – wedding August 1-3 - Cedar Creek Travel
 - Sandpearl – family for July 3-7 – BNT Travel

RECOMMENDATION: Visit St. Pete-Clearwater should consider these shows every other year to update advisors.

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

Visit Florida - Delta Vacations Travel Advisor Event – Minneapolis, MN**April 21 - 23, 2025**

ATTENDANCE: 38 Travel Advisors
INDUSTRY
PARTICIPATION: N/A
COLLATERAL
DISTRIBUTED: 50 Destination Magazines, Assorted Logo Items

RESULTS:

- The Visit Florida - Delta Vacations travel advisor initiative was a successful dinner event with 25 travel advisors attending. This event was hosted by Visit Florida and the Delta Vacations Business Development Manager for the area.
- Visit St. Pete-Clearwater and Visit Orlando were the only 2 destinations participating. VisitSPC was able to present and educate the advisors on what is new in our area, Destination Specialist Training and our welcome bag program for their clients.
- Visit Florida also provided a contact list of 20 agencies that were invited but could not attend.
- In addition to the dinner, VisitSPC made 6 sales calls to travel agencies (3 AAA offices, Riverdale Travel, Pique Travel Design, Travel Experts) that were not attending the dinner event and spoke with 13 travel advisors at these offices.
- Highlights and business discussed at the show included a booking for the Hilton Clearwater Beach for 2 rooms for 3 nights 5/1-4. Leisure Travel will drop off 2 welcome bags for these guests.
- Leisure Travel will be sending a follow up email to the advisors, and we will be able to track room night/revenue when agents send over the requests for welcome bags.

RECOMMENDATION: The Leisure Travel Department will continue to participate in Visit Florida co-op initiatives and work with Delta Vacations BDMs to secure additional training in key markets.

STAFFED BY: Melissa Bonacore – Sales Manager, Leisure Travel

Peninsula Travel Shows – Boston, MA – Providence, RI**April 28 - 30, 2025**

ATTENDANCE: 96 Travel Advisors - Boston
67 Travel Advisors – Providence

INDUSTRY
PARTICIPATION: N/A
COLLATERAL
DISTRIBUTED: 160 Destination Magazines, Assorted Logo Items, Partner Collateral

RESULTS:

- Peninsula Travel Shows added two new cities this year Boston, MA and Providence, RI. Southwest Airlines has non-stop flights daily into Tampa from Providence and Delta and JetBlue also offer year-round non-stop flights daily into Tampa.

- Peninsula shows are longstanding trade shows that reach both retail travel advisors, home based advisors and store front agents.
- Participating in these trade shows offered St. Pete-Clearwater the opportunity to update these travel professionals on what's "new & now" in SPC including our inclusion in the Michelin Guide Florida and allows our destination to be top of mind with agents selling Florida.
- Business discussed included:
 - Residence Inn Treasure Island – family looking at May dates – Sun Travel Providence
 - The Vinoy – June Pride Festival booking - A Travel Bazar
- Other Florida destinations exhibiting in this series of trade shows included Miami, Visit Central Florida, and Ft. Myers/Sanibel.
- While in Providence, Visit St. Pete-Clearwater met with Ken Theroux, Manager of Strategic Partnerships for AAA Northeast. We discussed numerous sponsorship plans and a possible FAM for early 2026.

RECOMMENDATION: Visit St. Pete-Clearwater should continue to participate in this series of shows and develop a strategic plan to work more closely with AAA Northeast.

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

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

5/7-11	Ohio Sales Mission – Columbus and Cincinnati, OH
5/19-22	ASTA (American Society of Travel Advisors) Annual Conference – Salt Lake City, UT

UPCOMING EDUCATIONAL FAMs/WEBINARS

5/5	Travel Weekly – Northstar Webinar
6/1-5	UK Trade Mission
7/17	Travelweek Canada Webinar