

LEISURE TRAVEL – US & CANADA

May 2025

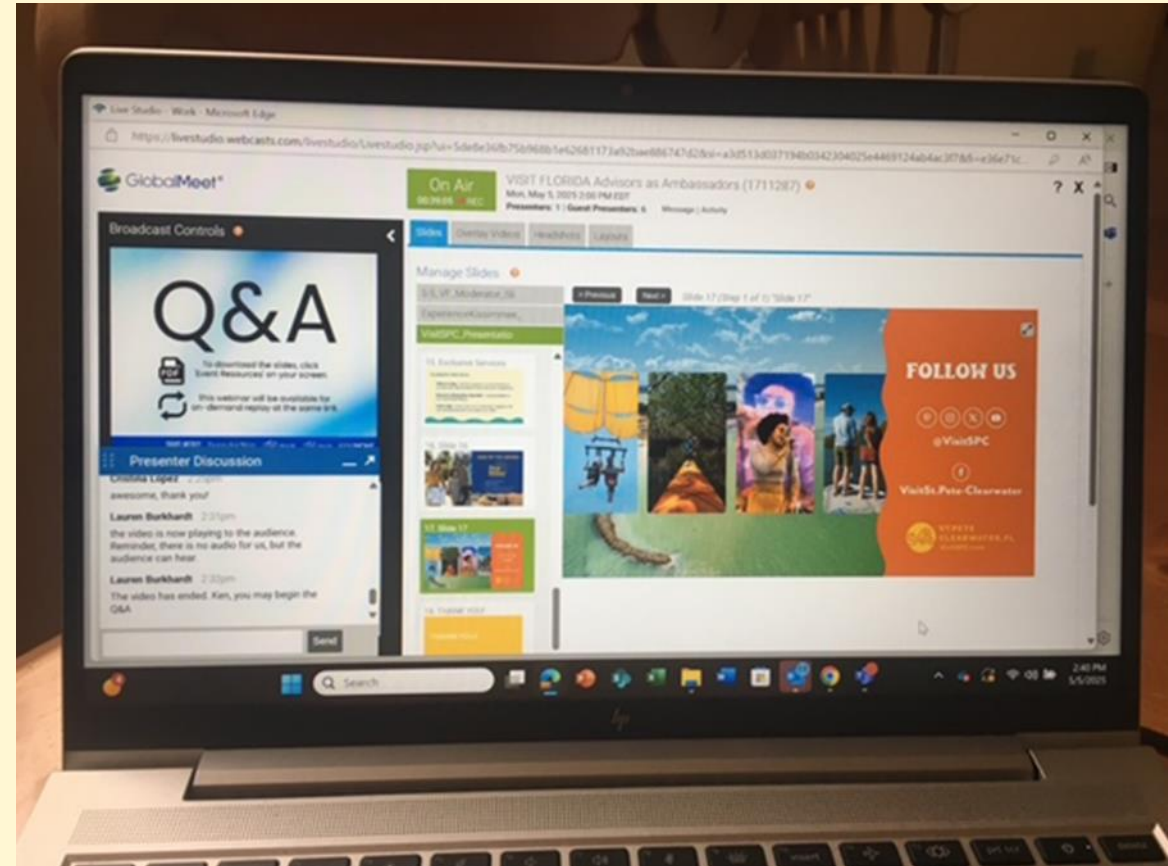
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ST.PETE
CLEARWATER, FL

Northstar/Travel Weekly Webinar

- Advisors as Ambassadors Roundtable Webinar, May 5th
- 449 Live Views for the 30-minute destination presentation – Wyndham Grand Stay was awarded to Nina Groom – Divine Destinations & Beyond – Arvada, CO
- Ambassador Reports from April 22 – 25 FAM
 - Julie de la Fe – Travelmation, Winter Garden, FL
 - Tina Tobin – My Bucket List Vacations, Bel Air, MD



Ohio Sales Mission - Columbus

- Traveled with 9 industry partners to Columbus, Ohio, May 8th for a hosted dinner and destination presentation with 26 Travel Advisors
- In addition, 7 sales calls and distribution of collateral and material to:
 - AAA offices
 - Uniglobe Travel
 - Grandview Travel



Ohio Sales Mission - Cincinnati

- Traveled to Cincinnati, Ohio, May 9th – 10th
 - Riverboat cruise and destination presentation with 36 Travel Advisors
 - VisitSPC also hosted 20 Travel Advisors at the FC (Football Club) Cincinnati soccer game
 - Partner collateral and destination magazines were distributed at all events



ASTA SALT LAKE CITY

- 950 Travel Advisors from across the US attend this annual conference, May 20th
- Participated in a 1-day trade show and distributed 126 bags with partner collateral and destination magazines
- ASTA will provide a contact list of all attendees for follow-up
- Agents were especially interested in our travel advisor specialist and welcome bag programs



Salt Lake City AAA Offices

- Visited 3 local AAA branches with other Florida DMO partners, May 21st
- Provided Travel Councilors in each office a box of Gulf to Bay Magazines for distribution
- Agents said the Delta non-stop service from Salt Lake City to Tampa is very popular especially with families



Upcoming Sales Initiatives & Webinars

- Global Travel Marketplace Webinar – August 6th
 - Minneapolis Sales Mission - August 13th – 16th
 - Atlanta Travel Advisor Dinner – August 27th
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THANK YOU



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