



Leisure Travel Sales Opportunities April 1-June 30, 2009

APRIL

I-95 Welcome Center Spring Festival-Yulee, FL April 3, 2009

Description: 2.3 million visitors per year stop at the five official Florida Welcome Centers. Take advantage of a free opportunity to showcase your property to a sampling of these visitors by joining VISIT FLORIDA for the Spring Festival at the I-95 Official Florida Welcome Center in Yulee! This is a great way to reach the drive market!
Participation in this event is limited to VISIT FLORIDA partners only

Attendance: 500+
Show Type: Consumer
Sales Manager: Cindy Powell
Participation: Must Register with VISIT FLORIDA
Brochure Dist: \$100 for 100 pieces
Collateral Due: March 20, 2009

Spring Fiesta in the Park-Lake Eola (Orlando), FL April 4-5, 2009

Description: This is our 6th year attending Orlando's largest outdoor arts and crafts festival. Lake Eola provides the beautiful back drop for this event now in its 20th year. Attendees are mostly adults 25-64 with household income of 40,000. Many families, including the family dog, enjoy visiting the 650 booths during this 2-day show. Another great opportunity to reach the in-state, drive market

Attendance: Approx 35,000
Show Type: Consumer
Sales Manager: Cindy Powell
Participation: \$100 for shared booth (Limit 2 partners)
Brochure Dist: \$100 for 100 pieces
Collateral Due: March 20, 2009

Travel South Showcase, Orlando, FL April 4-8, 2009

Description: Showcase is a unique boutique marketplace styled to focus exclusively on the South's world renowned hospitality and leisure product while providing attendees the opportunity to make personal contact with travel buyers from all over the United States.

Attendance: 700
Show Type: Marketplace/Conference
Sales Manager: Gail Yeager
Participation: Register with Travel South
Brochure Dist: N/A
Collateral Due: N/A

National Trade Shows-Pittsburgh, Harrisburg, PA Columbia, MD, McLean, VA April 13-16, 2009

Description: NTS hosts a trade show followed by a dinner seminar for a select group of proven travel agents in each city. During the event, you have 2 opportunities to sell your property first, at the trade show and secondly during the dinner in which you will have the opportunity to showcase your property to the entire group.

Cities/Dates: 4/13 Pittsburgh, PA
4/14 Harrisburg, PA
4/15 Columbia MD
4/16 McLean, VA

Attendance: Approx. 100 travel agents per city

Show Type: Retail

Sales Manager: Rob Price

Participation: \$200 for shared booth per city (Limit 2 partners)

Brochures: \$100 for 100 pieces per city

Collateral Due: March 9, 2009

Sales Mission – Atlanta, GA April 21-22, 2009

Description: We will be targeting the AAA travel agencies and top accounts from our wholesale partners in the greater Atlanta metro area. On 4/21 we will host a formal presentation and travel agent appreciation dinner event followed by sales calls the next day before retuning home.

Attendance: 20 -30 travel agencies represented at the dinner event and 10 sales calls

Show Type: Retail

Sales Manager: Rob Price

Participation: \$200

Brochures: \$100 for 100 pieces

Collateral Due: April 6, 2009

International Women's Show-Nov, MI April 30-May 3, 2009

Description: **NEW!** The Women's Show attracts working women; ages 25-64, self employed, executives, office workers, sales professionals and teachers.

Attendance: 15,000+

Show Type: Consumer

Sales Manager: Gail Yeager

Participation: \$500

Brochure Dist: \$100 for 100 pieces or
\$200 for 250 pieces

Collateral Due: April 17, 2009

US Airways Vacations Sales Agent Training-Tempe, AZ April 30, 2009

Description: **NEW!** US Airways Vacations is a division of US Airways, the world's largest low-fare, full-service airline. Come join us as we meet their friendly and knowledgeable reservations staff for destination training. We will be there from 9:30am to 3:30pm to conduct a series of 30-minute training sessions and provide lunch for the agents.
Open only to those properties contracted with US Airways Vacations as well as attractions and chambers

Attendance: 75-100 Agents

Show Type: Wholesale

Sales Manager: Rosemarie Payne

Participation: **FREE!**

Brochure Dist: \$100 for 100 pieces

MAY

Orbitz.com Call Center – Campbellsville, KY

May 6-7, 2009

Description: **NEW!** Join us as we train the Orbitz call center reservation agents on our destination. On average around 20- 30 percent of all on line bookings are booked by these agents. We will host a lunch and training sessions throughout the day.

Attendance: 50 -75 reservation agents and management staff

Show Type: on line account

Sales Manager: Rob Price

Participation: FREE

Brochure Dist: N/A

Collateral Due: N/A

Pentagon Travel Show-Washington DC

May 12-13, 2009

Description: This consumer show targets over 20,000 civilian and government employees working in the Pentagon, including Air Force, Army, Security Forces, Homeland Security, etc. Additional visitors from other government agencies take advantage of this trade show opportunity. **Note these consumers are looking for personal vacations NOT per diem rates.

Attendance: 20,000

Show Type: Consumer

Sales Manager: Rob Price

Participation: \$200 for ½ booth

Brochure Dist: N/A

Collateral Due: N/A

Travel Professionals of Color-Niagara Falls, NY

May 14-18, 2009

Description: Travel Professionals of Color (TPOC) is an organization that promotes training, networking and support of multi-culture travel professionals. The conference has a tradeshow, seminars, workshops and training.

Attendance: 325

Show Type: Marketplace/Conference

Sales Manager: Gail Yeager

Participation: Register with Visit Florida

Brochure Dist: N/A

Collateral Due: N/A

US Travel Association's International Pow Wow-Miami, FL

May 16-20, 2009

Description: International & Domestic Tour Operator appointment show. Representatives from our UK, Central European, Canadian and Latin American offices will also be attending. Area accommodation and attraction partner booths will be grouped near the CVB booth. In addition to the trade show there are networking opportunities and press events.

Attendance: 3500

Show Type: Appointment

Sales Manager: Rosemarie Payne

Participation: Register direct with TIA

Brochure Dist: N/A

Collateral Due: N/A

Hotelbeds.com Destination Day-Orlando, FL**May 27, 2009**

Description: Meet the reservations and group travel staff with one of the fastest growing accommodation and destination service and leading receptive and business to business provider of incoming travel services to wholesale, travel operators and travel agencies. ***Open only to those properties contracted with Hotelbeds.com as well as attractions and chambers***

Attendance: 40
Show Type: Wholesale
Sales Manager: Gail Yeager
Participation: \$50
Brochure Dist: \$100 for 100 pieces
Collateral Due: Contact Sales Manager for Details

Mark Travel Destination Day-Orlando, FL**May 28, 2009**

Description: Meet the Mark Travel Reservations agents face to face to update them on new and exciting happenings with your property or attraction. Lunch for Brand Managers is included. ***Open only to those properties contracted with Mark Travel as well as attractions and chambers***

Attendance: 150
Show Type: Wholesale
Sales Manager: Gail Yeager
Participation: \$100 includes lunch with Brand Managers
Brochure Dist: \$100 for 100 pieces
Collateral Due: Contact Sales Manager for Details

JUNE**Gay Days, Orlando, FL****June 4-6, 2009**

Description: Join us for our fourth year of attending the Gay Days Orlando. This is the 10th annual GLBT expo for entertainment, business and offers a designated travel destination showcase.

Attendance: 21,000+
Show Type: Consumer
Sales Manager: Gail Yeager
Participation: \$500 for ½ booth (Limit 1 partner)
Brochure Dist: \$100 for 100 pieces or
\$200 for 250 pieces
Collateral Due: May 21, 2009

Sales Mission – Chicago, IL**June 9-11, 2009**

Description: This year we will focus our efforts on three functions targeting all the major leisure accounts in the Chicago area. First we will host a dinner seminar in near Midway Airport that will target Southwest Airlines top travel agencies. Secondly we will host another dinner event in the suburbs near O'hare Airport featuring GOGO Worldwide Vacations top travel agents. And finally we will bring in lunch for the GOGO call center office in Schaumburg as an appreciation of their bookings to our destination.

Attendance: Approx. 30-45 agencies each dinner seminar
10 reservation agents at the GOGO office.

Show Type: Retail

Sales Manager: Rob Price

Participation: \$400 for all three events

Brochure Dist: \$100 for 100 pieces

Collateral Due: June 1, 2009

Vacation.com Annual Conf. & Allegiant Air Call Center Training-Las Vegas, NV**June 17-19, 2009**

Description: The CVB will be exhibiting on the 18th at the Vacation.com conference. The following day we will be training the Allegiant Air reservation agents that book vacation packages. Our presentations will include a hosted lunch and a Power Point presentation.

Attendance: 1000 travel agents-Vacation.com conference
75 employees-Allegiant Air

Show Type: Retail/ Wholesale

Sales Manager: Rob Price

Participation: Must contact Vacation.com directly for exhibit booth
FREE for Allegiant Air only

Brochure Dist: N/A

Collateral Due: N/A

AAA Auto Club South, statewide, Florida**June/July dates TBD**

Description: This is our annual spring blitz to the AAA Auto Club South offices within Florida. Visit with auto counselors to update them on your property or attraction and offer them your summer specials. ***Open only to AAA rated properties, attractions, and chambers***

Attendance: 2-4 agents per office

Show Type: Retail

Sales Manager: Gail Yeager

Participation: \$100 (Limit 3 partners)

Brochure Dist: \$100 for 100 pieces

Collateral Due: TBD (bag stuffing)

Please **CHECK** those opportunities you wish to sign up for on following page and indicate whether you will participate or do brochure distribution.

Thank you!



LEISURE TRAVEL DEPARTMENT PARTICIPATION SIGN-UP SHEET FOR APR 1-JUN 30, 2009

Please check those you wish to participate in. You will be invoiced. All brochure distribution is limited to one piece per participant per quantity indicated and must be delivered to the CVB services building **no later than two weeks prior to show time. Brochures must be bundled, with your Property Name on the outside and clearly marked with the show it is to be used for and must be delivered to the Services Building at the following address: St. Petersburg/Clearwater Area CVB/Attn: Lance Becker and the CVB rep's name c/o St. Petersburg College/14025 58th St. North/Clearwater, FL 33760-3768**

Actual participation is limited to one attendee per company. Space is limited so we request you limit your distribution to one brochure, special flyer (if desired) and business card per quantity indicated. Space in many instances is limited, so first come-first served.

Payments must be received PRIOR TO EVENT and are non-refundable. (Usually 3 weeks in advance unless otherwise directed). If additional time is needed, please contact us to make other arrangements We must do this because we commit to show producers how many booths are needed, and we will be billed ourselves if we have no-shows. You must inform us in writing if you will not be attending or sending brochures. Because we ship early, we must know two weeks in advance or you will be responsible for payment. In the event a show cancels, you will be issued a complete refund or if you prefer credit for a LT event.

PLEASE CHECK YOUR PREFERENCES BELOW AND E-MAIL TO CINDY POWELL IN THE LEISURE TRAVEL DEPT. AT Cindy@VisitSPC.com or FAX: 727-533-2163 OR 727-464-7260!

Name: _____ Company: _____

Phone: _____ Fax: _____

E-mail: _____

	Participation	Brochure Distribution
<input type="checkbox"/> I-95 Welcome Center Spring Festival	<input type="checkbox"/> Register with VISIT FL	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> Spring Fiesta in the Park-Lake Eola	<input type="checkbox"/> \$100 for shared booth	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> NTS-Pittsburg, PA	<input type="checkbox"/> \$200 for shared booth	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> NTS-Harrisburg, PA	<input type="checkbox"/> \$200 for shared booth	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> NTS-Columbia, MD	<input type="checkbox"/> \$200 for shared booth	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> NTS-McLean, VA	<input type="checkbox"/> \$200 for shared booth	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> Sales Mission-Atlanta, GA	<input type="checkbox"/> \$200	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> International Women's Show-Novi, MI	<input type="checkbox"/> \$500	<input type="checkbox"/> \$100 for 100 or \$200 for 250
<input type="checkbox"/> US Airways Vacations Agent Training-Tempe, AZ	<input type="checkbox"/> FREE	<input type="checkbox"/> \$100 for 100

APRIL

**LEISURE TRAVEL DEPARTMENT
PARTICIPATION SIGN-UP SHEET FOR APR 1-JUN 30, 2009 Cont'd**

Participation

Brochure Distribution

MAY

<input type="checkbox"/> <u>Orbitz.com Call Center-Campbellsville, KY</u>	<input type="checkbox"/> FREE	<input type="checkbox"/> N/A
<input type="checkbox"/> <u>Pentagon Travel Show-Washington, DC</u>	<input type="checkbox"/> \$200 for ½ Booth	<input type="checkbox"/> N/A
<input type="checkbox"/> <u>Hotel Beds.com Destination Day-Orlando, FL</u>	<input type="checkbox"/> \$50	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> <u>Mark Travel Destination Day-Orlando, FL</u>	<input type="checkbox"/> \$100	<input type="checkbox"/> \$100 for 100

JUNE

<input type="checkbox"/> <u>Gay Days-Orlando, FL</u>	<input type="checkbox"/> \$500 for ½ Booth	<input type="checkbox"/> \$100 for 100 or \$200 for 250
<input type="checkbox"/> <u>Sales Mission-Chicago, IL</u>	<input type="checkbox"/> \$400	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> <u>Allegiant Air Call Center Training-Las Vegas, NV</u>	<input type="checkbox"/> FREE	<input type="checkbox"/> N/A
<input type="checkbox"/> <u>AAA Auto Club South FL Spring Blitz</u>	<input type="checkbox"/> \$100	<input type="checkbox"/> \$100 for 100

Thank you from your Leisure Travel Team!

**Visit St Petersburg/Clearwater
13805 58th Street North, Suite 2-200
Clearwater, FL 33760**