



Leisure Travel Sales Opportunities July 1-September 30 2009

JULY

New York – Liberty Travel Sales Mission July 14-17, 2009

Description: We will focus on the top leisure travel agencies in the greater New York City area including parts of New Jersey. We will then visit all the Liberty Travel agencies in Manhattan. Liberty Travel primarily books properties that are featured in the GOGO Worldwide Vacations program.

Attendance: 20-40 sales calls

Show Type: Retail

Sales Manager: Rob Price

Participation: **FREE!**

Brochure Dist: N/A

Collateral Due: June 30, 2009

Sales Mission – Nashville, TN July 22-24, 2009

Description: Join us as we visit one of the top Southwest Airline origin cities into our destination. We will conduct 2 ½ days of sales calls focusing on the top leisure travel agencies in the area.

Attendance: 20-40 sales calls

Show Type: Retail

Sales Manager: Rob Price

Participation: **FREE!**

Brochure Dist: \$50 for 100 pieces

Collateral Due: July 8, 2009

Travel Agents of Tennessee Trade Show – Nashville, TN July 25, 2009

Description: Stay on a day after the sales mission and share our booth at this important annual retail trade show. This is a great event to network with leisure agents from around the entire state of Tennessee.

Attendance: 125-175 Travel agents

Show Type: Retail

Sales Manager: Rob Price

Participation: **FREE!**

Brochure Dist: \$50 for 100 pieces

Collateral Due: July 8, 2009

MLT Vacations – Call Center – Minot, ND **July 29-31, 2009**

Description: MLT Vacations is one of the top three producing domestic wholesalers to our county. They sell the Delta Vacations, Continental Vacations, and Worry Free Vacations brands. This is your only chance to educate their reservation call center agents on your property, don't miss out. We will conduct training sessions throughout the day and host an evening function as well. MLT will provide a discounted airfare between Minneapolis and Minot. ***Open only to those properties contracted with MLT Vacations as well as attractions and chambers***

Attendance: 150-225 Reservation agents
Show Type: Wholesale
Sales Manager: Rob Price
Participation: \$50
Brochure Dist: N/A
Collateral Due: July 15, 2009

AUGUST

New England Travel Agent Mission **August 11-13, 2009**

Description: We will host an evening event with local travel agencies in the Providence, RI area. Sales calls will be made to agencies such as AAA, AMEX and Liberty Travel throughout the New England area.

Attendance: 50-75 Agents
Show Type: Retail
Sales Manager: Gail Yeager
Participation: \$100
Brochure Dist: \$100 for 100 pieces
Collateral Due: July 28, 2009

Toronto and Montreal Sales Mission-Canada **August 16-26, 2009**

Description: Toronto & Montreal 2009/2010 Product Launches 8/16 & 8/17 with Thomas Cook Canada. *** Only open to those properties contracted with Thomas Cook Ca and featured in one of their programs.** Sales mission will consist of additional destination training at Air Canada Vacations and CAA Quebec along with possible travel trade/media events in both cities including the Beaches and Baseball event at Rogers Center in Toronto 8/24. More details to follow...

Attendance: Approx 1750 Travel Trade Partners including Canadian Media
Show Type: Retail/Wholesale
Sales Manager: Rosemarie Payne
Participation: Product Launch costs TBD (transportation and accommodations not included)
Brochure Dist: N/A
Collateral Due: Contact Rosemarie for Details

Funjet Vacations Product Launch –Minneapolis, Chicago, St. Louis, Milwaukee August 19-26, 2009

Description: These four trade shows are held every summer to kick off the new 2010 product offerings. The Mark Travel Corporation invites their top “500” travel agencies in each city to attend. ***Open only to those properties contracted with Mark Travel Corp. as well as attractions and chambers***

Cities/Dates: 8/19.Minneapolis, MN
8/20 Chicago, IL
8/24 St Louis, MO
8/25 Milwaukee, WI

Attendance: 275-500 Travel agents per city

Show Type: Wholesale

Sales Manager: Rob Price

Participation: **FREE!** (Limit 3 partners per city)

Brochure Dist: N/A

Collateral Due: July 28, 2009

SEPTEMBER

Total Vacations 2009 Product Launch- Hamilton, Niagara Falls, Toronto September 8-11, 2009

Description: These trade shows / dinners are hosted to showcase the product offering for the upcoming year. Expect to see the top travel agents from the Toronto area. ***Open only to those properties contracted with Total Vacations as well as attractions and chambers***

Attendance: 200 travel agents per city

Show Type: Wholesale

Sales Manager: Rob Price

Participation: \$100 for all 3 events (Limit 2 partners)

Brochure Dist: N/A

Collateral Due: August 25, 2009

Cleveland Travel Agent Dinner September 9 or 10, 2009

Description: We will be co- hosting this Travel Agent Appreciation dinner with Beaches of Sanibel/Ft. Myers VCB. There will be interactive time with the agents from throughout the Cleveland area.

Attendance: 50

Show Type: Travel Agents

Sales Manager: Gail Yeager

Participation: \$100

Brochure Dist: \$100 for 100 pieces

Collateral Due: August 25, 2009

Cleveland Women's Show-Cleveland OH**September 11-13, 2009**

Description: This will be our second year with the Cleveland Women's Show. This is your gateway to a qualified audience and a must for your sales activities. By exhibiting you have the opportunity to talk one-on-one with thousands of women in a festive, fun, sales oriented atmosphere.

Attendance: 15,000

Show Type: Consumer

Sales Manager: Gail Yeager

Participation: \$200

Brochure Dist: \$100 for 100 pieces

Collateral Due: August 25, 2009

Sales Mission and Philadelphia Phillies Event**September 14-17, 2009**

Description: Join us on our annual trip to the city of brotherly love. We will host the area's top travel representatives in a suite at the Phillies game on 9/17 along with a week of travel agency sales calls.

Attendance: 25-30 attending the event and 30- 40 sales calls

Show Type: Retail

Sales Manager: Rob Price

Participation: \$100

Brochure Dist.: \$75 for 150 pieces

Collateral Due: August 31, 2009

Louisville Travel Show & Tastes of the World-Louisville, KY**September 26-27, 2009**

Description: **New!** The Louisville Travel show is a two day consumer event held at the Kentucky Exposition Center. This upscale show consists of 325 travel and culinary based exhibitors, special appearance by celebrity chefs and travel experts.

Attendance: 18,000

Show Type: Consumer

Sales Manager: Gail Yeager

Participation: \$200 (Limit 1 partner)

Brochure Dist: \$100 for 100 pieces

Collateral Due: September 11, 2009

North American Travel Industry Council of Advisors (NATICOA)**September 28-30, 2009**

Description: Our annual council of advisors will consist of representatives from top accounts such as Mark Travel, GOGO Worldwide Vacations, MLT, CAA, Sunwing Vacations, Air Canada Vacations, Expedia and Travelocity to name a few. These highly esteemed individuals come to us from across the US and Canada for discussions with VSPC and area partners. VSPC will host an informal welcome the day of arrival. On Tuesday the Council members will meet with VSPC staff followed by lunch. That evening we invite you to attend the industry networking meeting followed by an appreciation dinner at Hotel Indigo in Downtown St Petersburg. More details to follow....

Attendance: 15 Council Members

Show Type: Wholesale/Retail/Internet

Sales Manager: Rosemarie Payne

Participation: Approx \$45 (To be Confirmed)

Brochure Dist: N/A

Collateral due: N/A



LEISURE TRAVEL DEPARTMENT PARTICIPATION SIGN-UP SHEET FOR JUL 1-SEP 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: **Visit St Pete/Clearwater 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
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JULY

<input type="checkbox"/> <u>New York Liberty Travel Sales Mission</u>	<input type="checkbox"/> FREE	<input type="checkbox"/> N/A
<input type="checkbox"/> <u>Nashville Sales Mission</u>	<input type="checkbox"/> FREE	<input type="checkbox"/> \$50 for 100
<input type="checkbox"/> <u>Travel Agents of TN Tradeshow</u>	<input type="checkbox"/> FREE	<input type="checkbox"/> \$50 for 100
<input type="checkbox"/> <u>MLT Vacations Call Center</u>	<input type="checkbox"/> \$50	<input type="checkbox"/> N/A

AUGUST

<input type="checkbox"/> <u>New England Travel Agent Mission</u>	<input type="checkbox"/> \$100	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> <u>Toronto/Montreal Canada Sales Mission</u>	<input type="checkbox"/> TBD	<input type="checkbox"/> N/A
<input type="checkbox"/> <u>Funjet-Minneapolis, MN</u>	<input type="checkbox"/> FREE	<input type="checkbox"/> N/A
<input type="checkbox"/> <u>Funjet-Chicago, IL</u>	<input type="checkbox"/> FREE	<input type="checkbox"/> N/A
<input type="checkbox"/> <u>Funjet-St Louis, MO</u>	<input type="checkbox"/> FREE	<input type="checkbox"/> N/A
<input type="checkbox"/> <u>Funjet-Milwaukee, WI</u>	<input type="checkbox"/> FREE	<input type="checkbox"/> N/A

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

Participation

Brochure Distribution

SEPTEMBER

<input type="checkbox"/> Total Vacations 2009 Product Launch-Canada	<input type="checkbox"/> \$100	<input type="checkbox"/> N/A
<input type="checkbox"/> Cleveland Travel Agent Dinner	<input type="checkbox"/> \$100	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> Cleveland Women's Show	<input type="checkbox"/> \$200	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> Philadelphia Sales Mission and Phillies Event	<input type="checkbox"/> \$100	<input type="checkbox"/> \$75 for 150
<input type="checkbox"/> Louisville Travel Show and Tastes of the Word	<input type="checkbox"/> \$200	<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**