

LEISURE TRAVEL DEPARTMENT

2008 – 2009 SALES PLAN

GOAL: CONSUMER TRAVEL

To impact nearly 500,000 traveling consumers in proven primary markets by exhibiting at consumer shows.

STRATEGY:

Participation in a variety of quality consumer shows throughout the United States to target a diverse cross-section of potential visitors, including:

- Vacation and recreation shows
- Women's shows
- GLBT travel shows
- African American & Hispanic festivals/travel shows
- In-state Senior Market shows
- 28 Consumer Shows total in 12 states

Target the following leisure consumer demographics and travel preferences:

- Adults 25 – 54 (Families & Couples)
- Mature over 55-traveler
- Arts & Cultural
- Nature based activities
- Golfers and sporting enthusiasts

GOAL: DOMESTIC TRAVEL TRADE MARKET

Attend 70+ travel tradeshows to influence and educate over 20,000 preferred retail travel agents.

STRATEGIES:

Interact with retail travel agents, key domestic wholesalers and tour operators, consortiums and Internet companies that specialize in the leisure travel market via product launches and sales missions.

Develop a collaborative effort to reach the travel industry through events that involve Visit St. Petersburg/Clearwater Meetings & Conventions Department, Sports Department and Public Relations in our top origin markets of New York and Chicago.

Attend 45+ tradeshows targeting the most productive retail agents throughout the US. Participate in 29 wholesale product launches, which attract high-volume retail agents.

Develop 10 exclusive trade/ sales blitzes and missions which allow us to invite select retailers and wholesalers and promote our destination through imaginative oral and visual presentations. Attend for the forth year the Luxury Travel Show to promote the image of a more upscale market.

Schedule two in-state AAA Auto Club South sales missions to call on the majority of the AAA Florida clubs and update them on seasonal offerings. Participate in the AAA Superbowl of Knowledge event November 2008.

Continue preferred partnership program with Carlson Wagonlit Travel, which provides us access to over 100 retail agencies throughout the country. Special promotions, notices, educational offerings, etc. will be distributed via this channel.

Maintain a line-item of opportunity funds in the department budget that will enable Leisure Travel to capitalize on changing market and consumer trends through participation in any last minute sales opportunities. Trends such as new airline service, newly researched shows or events and trade conferences.

Communicate periodically to our travel industry partners through electronic mailings with industry updates and special incentives. Continue strong alliances and partnerships with established tour operators, wholesalers, and Internet providers that feature Pinellas County. Continue to solicit imaginative co-op programs which are implemented through our Advertising Department.

Attend tradeshows for Leisure Group Travel – Florida Motorcoach, American Bus Association and Travel South. Continue to monitor the ever-changing tourism industry through educational conferences, seminars, trade publications, meetings and interaction with key industry staff, including the state’s tourism entity, VISIT FLORIDA.

GOAL: INTERNATIONAL TRAVEL TRADE MARKET

Attend four international trade events and conduct three international trade missions.

STRATEGIES:

Participation in Travel Industry Association's (TIA) International Pow Wow, Florida Huddle, La Cumbre and (RSAA) Receptive Services Association of America's Annual Conference. Participate in tradeshow that focus on attracting visitors from emerging international markets including Latin America. These trade events attract hundreds of international buyers and travel professionals.

Actively participate in RSAA by attending the annual convention and continue participation as an Associate Member of their Board.

Develop three international trade missions by working with Visit St. Petersburg/Clearwater International Directors in Central Europe, United Kingdom and Canada, as well as our partners with VISIT FLORIDA. Liaison with our international directors and provide assistance for in-bound site visits and educational trips for the travel industry. Maintain close contact with our International Directors, who provide us with a multitude of further opportunities and industry updates.

GOAL: CALL CENTER TRAINING

Develop wholesale and retail call center destination training for key tour operator, receptive operator and Internet partners.

STRATEGIES:

Key Accounts include The Mark Travel Corporation and other Receptive Operators in Orlando and key Internet accounts including Expedia, Travelocity, Hotels.com and Orbitz.

Promote the Leisure Travel Department website at all call center trainings, with special emphasis given to managers for use in future education of new hires. Leisure Travel Power Point Presentation and sales video are available to supplement training.

Continue to enhance educational programs for airline partners with service into our destination. Provide incentives and encourage staff to visit and experience St. Petersburg/Clearwater first-hand. Offer Pinellas County tourism partners the opportunity to participate in these training sessions to provide education on their particular product or service.

GOAL: PINELLAS COUNTY TOURISM PARTNERS

Participate in sales opportunities that provide Pinellas County tourism partners an avenue to promote their property, attraction and/or travel industry related product or service.

STRATEGIES:

Attend over 100 trade and consumer shows in which local tourism partners can partner with Visit St. Petersburg/Clearwater and/or exhibit in our destination section. Most sales initiatives have a brochure distribution component for those partners that are unable to physically participate in tradeshow or missions.

Develop, promote and conduct 10 exclusive Visit St. Petersburg/Clearwater sales missions/blitzes in key domestic markets. Partner with leading wholesale tour operators in larger markets. Visit St. Petersburg/Clearwater presentations will be imaginative and memorable events.

Continue to hold 5 to 6 Leisure Travel Forums (fiscal year 2008 – 2009) in which industry suppliers can attend and discuss ideas and issues. Tourism experts often attend these meetings to offer educational advice on marketing and sales.

Showcase our properties, attractions, parks and festivals during in-county educational training trips, to both domestic and international travel trade. Creating “Specialty FAMS” for interactive dialogue on the destination that will be featured on the Travel Industry section of our website. Introduce our property and attraction representatives to travel product buyers during pre-arranged visits to the County.

Work with the marketing staff from both Tampa International Airport and St. Petersburg – Clearwater International Airport to assist in the promotion of air service to increase passenger counts and higher visitation to our destination.