

LEISURE TRAVEL DEPARTMENT

2009 – 2010 SALES PLAN

GOAL: CONSUMER TRAVEL

New consumer initiatives include increased participation at events throughout Florida to impact the drive market

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
- In-state travel shows
- 25 Consumer Shows in 10 states

The St. Petersburg/Clearwater area will be presented as a distinctive vibrant destination featuring three of the top rated beaches in the United States. The Leisure Travel Department will target leisure consumers with travel preferences for arts & culture, nature based activities, sports enthusiasts and beach vacation travelers.

GOAL: DOMESTIC TRAVEL TRADE MARKET

New approach to enhance Visit St. Petersburg/Clearwater's impact at National Travel Shows in three key markets

STRATEGIES:

For the first time VSPC will sponsor a pre-tradeshow seminars during three weeks of NTS shows in 2010. These key markets include travel agents that book directly with our accommodation partners and sell tour operator products in their respective region. In addition to NTS, VSPC will explore other new sales strategies for cooperative missions, product launches and tradeshow throughout the year. These sales initiatives will provide the best opportunity to interact with retail travel agents, key domestic wholesalers and tour operators, consortiums and Internet companies that specialize in the leisure travel market.

Develop a collaborative effort to reach the travel industry through events that involve other VSPC departments, airline partners, local colleagues and travel industry specialists.

Attend 36+ tradeshow targeting the most productive retail travel agents throughout the United States. Participate in 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 fifth 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. Annual participation in the AAA Superbowl of Knowledge.

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.

Using Simpleview VSPC Leisure Travel Department will 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 American Bus Association tradeshow for Leisure Group Travel. 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

New initiative – the Leisure Travel Department will assume sales responsibilities in Canada

STRATEGIES:

Leisure Travel Department staff will attend all major Canadian product launches, tradeshow and missions in Eastern Canada. The department will continue to support all tour operator, airline and travel industry partnerships throughout the region. Develop and support cooperative missions that include media participation. Work with VISIT FLORIDA Canadian staff to maintain a leadership role in the destination.

Participation in Travel Industry Association's (TIA) International Pow Wow, Florida Huddle and (RSAA) Receptive Services Association of America's Annual Conference.

Build on our growing partnership with Tampa Bay & Co. to attract visitors from emerging international markets including Latin America.

Develop a UK Sales Mission by working with Visit St. Petersburg/Clearwater staff in the United Kingdom, 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: INTERNET PARTNER TRAINING

Enhance call center destination training for key Internet partners

STRATEGIES:

Key Accounts include Expedia, Travelocity, Hotels.com and Orbitz.

Promote the destination at all call centers with Power Point presentations and sales videos 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

New initiative – review sales opportunity cost structure to encourage increased tourism partner participation at key events throughout the year

STRATEGIES:

Attend over 100 trade and consumer shows in which local tourism partners can join 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 tradeshows 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 quarterly Leisure Travel Forums (fiscal year 2009 – 2010) 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.

Enhance destination educational visits that showcase our properties, attractions, parks and festivals to both domestic and international travel trade. 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.