
SALES OBJECTIVES 2007-2008 CENTRAL EUROPEAN OFFICE

While final official international visitation figures to the United States have not yet been released for 2006, estimates indicate that travel to the U.S. from Europe is down in general by approximately 3 to 6 percent over 2005. The relatively high taxation on air travel as well as image, immigration and visa issues have contributed to the decline. Additionally, 2005's severe hurricane season adversely affected 2006 bookings to Florida in particular. The St. Petersburg/Clearwater Area hosted 220,250 visitors from Central Europe (German-speaking) in 2006.

GOAL #1

With a rebounding economic trend across Europe, an encouraging winter 2006/07 booking status so far, early signs of a good start to summer 2007 bookings (as reported by many tour operators) as well as the strength of the Euro relative to the U.S. Dollar, the outlook for 2007 into 2008 is favorable. In combination with the above-mentioned goals, we will aim to **increase visitation** to the St. Petersburg/Clearwater Area by approximately **5% over 2006**, i.e. to 230,000 visitors.

STRATEGIES

We will effectively and efficiently focus our efforts on promoting the St. Petersburg/Clearwater Area as a premier vacation destination, building on its strongly established reputation in the marketplace by *employing the strategies mentioned in Goals 2 and 3 below*. In addition, on an ongoing basis, we will:

Pursue close collaboration with tour operators related to trade promotions and ad hoc projects in cooperation with industry partners including in-house training programs as applicable. We will assist with the placement, layout and translation of advertisements in tour operator summer and winter catalogs.

Cultivate a close relationship to the travel trade press and shall supply them with detailed information in German as available. We will work closely with the Public Relations department in organizing special events, publicity opportunities and individual press trips for travel writers.

Maintain active memberships in tourism organizations within Central Europe such as the Visit USA Committees, the German Association of Travel Agents and Tour Operators (DRV), the American German Business Club (AGBC), the Willy-Scharnow Foundation, as well as focusing on close contact to the U.S. Consulates/Foreign Commercial Service in all countries and last, but certainly not least, continuing an ongoing strong partnership with the Orlando/Orange County Convention and Visitors Bureau.

Participate in the development of international 'Florida's Beach' homepages, as the internet is growing rapidly in importance in Central Europe.

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GOAL #2

Although the internet is gaining importance rapidly, a surprisingly high percentage of consumers consider travel agencies as the primary booking vehicle and information source citing personal contact to agents, reliability, accountability and tangible travel documentation as the most important criteria. Therefore, the retail trade represents a key distribution channel and it will be our objective to place emphasis on travel agent *training* and *information distribution*. We will aim to **reach 69,860 travel agents** during the 2007/2008 period.

STRATEGIES

Training:

Participate in travel agent training programs in Germany, Austria, Switzerland and Belgium organized by the respective Visit USA Committees (estimated attendance 1,100 agents).

Participate in Roundtable seminars (3 German cities, total estimated attendance 300 agents).

Participate in DERTOUR's "Top 100" program – an event during which the operator's top 100 retail agents will visit the St. Petersburg/Clearwater Area in the spring of 2008 (estimated attendance 100 agents).

Coordinate up to four familiarization trips with a total of approximately 60 participating agents.

Participate in the Visit USA Committee Germany's Online Training program (approximately 500 new agents are expected to register).

Information Distribution:

We will exhibit at the Thomas Cook Reisesommer event in Frankfurt, Germany (estimated attendance 6,000 agents) and participate in a number of further exposure opportunities (described in the Action Plan Schedule, 'Trade Activity' section, page 9).

We will attend major travel trade annual conventions, such as the (DRV) German Association of Travel Agents and Tour Operators and the FVW Kongress Zukunft (estimated attendance 1,800 decision makers).

We will conduct three retail trade mailings/eMail blasts in cooperation with industry partners such as Orlando, tour operators such as DERTOUR, FTI and via distribution channels such as SuperComm and INFOX targeting approximately 60,000 agents.

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GOAL #3

With the Central European market being strongly consumer driven, we will steer public exposure with a view toward aiming to **reach 1,589,900 consumers** during the 2007/2008 period.

STRATEGIES

We will secure representation of the St. Petersburg/Clearwater Area at all major consumer fairs in Germany, Switzerland, Austria, Belgium, the Netherlands, Luxembourg, Hungary, Poland and the Czech Republic via our Visit USA Committees, VISIT FLORIDA and local partners. These fairs are expected to attract a total of 1,289,900 potential customers collectively.

We will conduct three consumer mailings/eMail blasts in cooperation with tour operators (e.g. Canusa) and via distribution channels such as SuperComm to selected and potential USA customers. Approximately 300,000 customers will be reached.

We will service consumer information requests with the assistance of the designated fulfillment house on an ongoing basis.