

# LEISURE TRAVEL

January 2010

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Sales Director

## RECAP

### TRADESHOWS/SALES MISSIONS

1/11-13 Allegiant Air Vacations Travel Agent Event - Bangor, ME  
1/15-18 American Bus Association Conference - National Harbor, MD  
1/20 Travel Show at the Villages - Villages, FL  
1/24-26 Florida Huddle 2010 – Clearwater, FL  
1/26-27 Snowbird Extravaganza - Lakeland, FL

### Tradeshows/Sales Missions

#### Allegiant Air Travel Agent Dinner Presentation-Bangor, ME January 11-13, 2010

Attendance: 40 attendees consisting of Bangor Airport management, travel agents, and Allegiant Air staff

Materials Distributed: 75 Visitor Guides, 75 Area Guides, 75 logo bags

Industry Participation: TradeWinds Island Resorts, Holiday Inn Clearwater Beach, Don CeSar, St. Petersburg Clearwater International Airport

#### Results:

- VSPC traveled to Bangor to educate the travel agent community in Maine, as well as Canada, on our destination. The evening consisted of a reception and presentation by all the hosts.
- The grand prize giveaway was a vacation for two including airfare to our area. This event was also sponsored by Allegiant Airlines that gave participants complementary airfare to participate.
- Allegiant and PIE continue to be valued partners and the Leisure Travel Department will continue to support their efforts in developing new business.

Staffed by: Rob Price, Sr. Sales Manager

**American Bus Association Marketplace – National Harbor, MD**

**January 14-18, 2010**

Attendance:

The American Bus Association Marketplace is a tradeshow for leisure and SMERF group travel. Appointments are the core of the show and allow buyers and sellers to meet face to face with prescheduled seven-minute appointments. In addition to the appointments

ABA offers professional educational seminars and numerous networking opportunities.

- The latest trends appear to be programs geared towards military groups, student groups, music performances, culinary, eco-tourism and history related travel.
- Shorter trips scheduled with air/motorcoach combination are also popular for our destination.
- The Green Movement is increasing in popularity for motorcoach travel.
- Hub & Spoke travel is preferred by the senior market due to packing and unpacking each travel day.
- VSPC had fifty three prescheduled appointments and four were added during the show.

Staffed by: Gail Yeager, Sales Manager

**The Villages Travel Expo - Villages, FL**

**January 20, 2010**

Attendance: over 3,000 consumers

Materials distributed: 350 Visitor Guides, 900 Beach Guides, 1500 Area Guides

Industry Participation: TradeWinds Island Resorts, Plaza Beach Resorts, Sirata Beach Resort

Results:

- This was VSPC's first time exhibiting at this event and the response was overwhelming. The crowd was nonstop all day long. This affluent retirement community is a perfect market to showcase our area to for gateway stays. Spring training, museums and the beaches were the most talked about attributes of our destination.
- Next year we will look to expand our exhibit space and bring even more of our local partners to this event.

Staffed by: Rob Price, Sr. Sales Manager

Attendance:                      Approx. 450

Industry Participation: The following travel industry partners had booths at the show:

TRS, Alden, Sunset Vistas, Dolphin Beach Resort, TradeWinds, Sheraton Sans Key, Sirata, Sandpearl, Doubletree N. Redington Beach, Marriott Sand Key, Holiday Inn & Suites Clearwater Beach, Holiday Inn Marina Cove, Safety Harbor Resort, Postcard Inn, Beachview Inn, Condo Alliance, Global Hospitality Marketing, Don CeSar, Red Roof Inns, EagleRider Motorcycle Tours, Renaissance Vinoy and Innisbrook

Results:

- Florida Huddle 2010 was attended by 144 international & domestic Buyers representing 93 different companies from 7 countries, approximately 40 domestic & international Travel Press and 250 Suppliers.
- Suppliers purchased 170 booths at the Harborview Center in Clearwater for appointments.
- VSPC conducted 26 appointments during this day and a half tradeshow event. Key clients included DERTOUR, Orbitz, Expedia, Thomas Cook Canada, Mark Travel, Travel City Direct by Virgin Holidays, American Holidays Ireland, Meier's Weltreisen & GOGO Worldwide Vacations.
- VSPC co-hosted two evening events during Huddle. The opening night was a progressive cocktail party also hosted by the Sandpearl Resort, Hilton Clearwater Beach Resort and Sheraton Sand Key Resort. Huddle delegates were treated to spectacular food, wonderful entertainment, dessert under the stars and an unbelievable fireworks display to close out the event. Clients commented on how the function showcased beautiful Clearwater Beach and many loved seeing "Beach Walk" for the first time.
- The second night at Huddle VSPC co-hosted a party at the Hyatt Regency Clearwater Beach. Although the hotel was not open to guests, they opened their doors to Huddle attendees. Lights, music, food and entertainment greeted guests as they arrived. They Hyatt staff gave tours of the 8<sup>th</sup> floor pool area, cabanas and several room types. Clients loved this new property and many key tour operators attending Huddle plan to include the property in their programs.
- TWIGS was hosted at Innisbrook Resort and over 80 Buyers and Suppliers participated in the golf tournament.
- VSPC & the Holiday Inn Hotel & Suites Clearwater Beach hosted a PR/Press breakfast featuring a presentation by the Salvador Dali Museum.
- Huddle was a great success for St. Petersburg/Clearwater and the positive comments keep coming in!
- On behalf of the Leisure Travel Department thank you to our entire industry for their support of this prestigious show.

Staffed by:     Rosemarie Payne, Rob Price, DT Minich, David Downing, Venessa Alexander, Marion Wolf

Attendance: 38,000+

Industry Participation: MOSI

- Attendees were mostly seniors and their winter residence is in and around the Lakeland/Orlando area during the months of October through April.
- This market is great for customers looking for quick get-a-ways. VSPC received a number of enquiries from winter residents who plan to bring their families to Pinellas County for a day or long weekend.
- Several “group leaders or travel escorts” from mobile home parks were interested in the area museums and attractions for day trips.
- FOX News covered this event live both days. This definitely increased the exposure and attendance for this show.

Staffed by: Gail Yeager, Sales Manager

**EDUCATIONAL FAM TRIPS**

1/21 – 24 Pre-Huddle VIP German FAM Visit – hosted by Marion Wolf (5 VIP guests)

1/22 – 24 Pre-Huddle VIP UK FAM Visit – hosted by Venessa Alexander (7 VIP guests)