

LEISURE TRAVEL

FEBRUARY 2010

Rosemarie Payne

Sales Director

RECAP

Recap of Trade Shows/Missions

February 2010

2/3-7	Iceland Air – Mid Atlantic Conference
2/18-19	Atlanta Sales Mission
2/21-23	Boston Globe Travel Show & Travel Agent Luncheon
2/26-28	New York Times Travel Show

TRADESHOWS/SALES MISSIONS

Mid-Atlantic Travel Seminar and Workshop – Icelandair - Reykjavik

Feb 3-7, 2010

ATTENDANCE: Over 500 travel professionals consisting of 140 buyers from US and Canada and 200 travel professionals from Europe

INDUSTRY

PARTICIPATION: TradeWinds Island Resorts

MATERIALS

DISTRIBUTED: 125 Visitor Guides, 150 Area Guides, 150 logo pens

RESULTS:

- This is an annual conference that is hosted by Icelandair which has weekly non-stop flights from Iceland into the Orlando Sanford International Airport. Icelandair has flights that originate in Western Europe with a stop in Iceland and then on to Orlando making a mix of tourists from numerous countries arriving each week. The conference consisted of an appointment style trade show, individual presentations, and evening networking functions.
- In addition to Florida, Canada, Minnesota, Massachusetts and New York held presentations during the conference. Other Florida exhibitors included the Florida's Space Coast Office of Tourism, Orlando Sanford International Airport, numerous Orlando hotels and our local supplier TradeWinds Island Resorts.
- Overall this was a very cost effective sales trip that enabled us to target both the Domestic, Canadian, and European tour operators and travel agents. I recommend that we return in 2011 to continue to strengthen our presence in this market.

STAFFED BY: Rob Price

Atlanta Sales Mission**Feb 18-19, 2010**

ATTENDANCE: 20 leisure travel professionals

INDUSTRY

PARTICIPANTS: TradeWinds Island Resorts, Sirata Beach Resort, Sunset Vistas, Hampton Inn & Suites – Largo and Alden Beach Resort

MATERIALS

DISTRIBUTED: 20 Visitor Guides, 20 Area Guides, 20 logo pens, 20 logo portfolios

RESULTS:

- Every year we target the Atlanta leisure market by hosting a dinner seminar in order to update them on the new and exciting things happening in our destination. This year VSPC was able to partner with Delta Vacations in order to attract a more qualified travel agent audience to our event.
- Due to the declining number of qualified travel agents in this particular market, VSPC should execute a sales blitz to the top agencies including AAA, American Express and Travel Leaders for our next Atlanta initiative and discontinue hosting these evening seminars.

STAFFED BY: Rob Price

Boston Globe Travel Show**Feb 21-23, 2010**ATTENDANCE: 18,000+ Consumer Travel Show
Travel Agent Luncheon and Seminar

ATTENDANCE: 48 agents

INDUSTRY

PARTICIPATION: Don CeSar Beach Resort & Spa, Post Card Inn, Renaissance Vinoy

MATERIALS

DISTRIBUTED: 525 Visitor Guides, 900 Area Guides, 525 Beach Maps

RESULTS:

- This was the fourth year for the Boston Globe Travel Show with over 200 exhibitors & 18,000 attendees. This number marks a nearly 10-percent increase in attendance over the prior year, with over \$2.5 million in travel booked onsite.
- The travel show opened Friday afternoon exclusively to 200 travel industry professionals followed by an opening reception.
- VISIT FLORIDA had a featured showcase with several partners included in the booth.
- The Florida Keys & Key West, Anna Maria Island/Longboat Key, Beaches of Ft. Myers & Sanibel, VSPC and Tampa Bay & Company had individual booth locations.
- Excellent show for our destination. Recommend we continue to attend this show with our key accommodation partners.

STAFFED BY: Gail Yeager

ATTENDANCE: Over 200 leisure travel professionals and 25,000 consumers

INDUSTRY

PARTICIPATION: TradeWinds Island Resorts, Don CeSar Beach Resort & Spa, Plaza Beach Resorts, Renaissance Vinoy and Postcard Inn

MATERIALS

DISTRIBUTED: 450 Visitor Guides, 900 Area Guides

RESULTS:

- This was our sixth consecutive year exhibiting at New York's largest and most prestigious travel show. VSPC took a new approach and designed our booth with images of all our Ambassadors along with new brightly colored table skirts with our logo. By redesigning our display, there was more room within the booth to engage and converse with our audience. In addition, the new look was fresh and exciting which helped draw more attention and people to our booth.
- The biggest change and driving force in showcasing our destination was the new "In Booth" trip give-a-ways. By securing 15 give-a-ways, VSPC was able to draw a trip winner every hour for the entire length of the show. Our partner give-a-ways were promoted through the show website and an email blast that was sent out to over 470,000 consumers.
- Overall the event was a great success and VSPC is planning new ways to continue expanding our presence at this show in 2011.

STAFFED BY: Rob Price

UPCOMING EVENTS

Sales Missions

March 2010

3/5-7	AAA Marketplace – Providence, RI
3/6-7	Adventures in Travel Expo. – Washington DC
3/9-12	Funjet Shows – Houston, San Antonio, Austin - Texas
3/16-18	Peninsula Travel Presentations – Norfolk, VA, Falls Church, VA, Cherry Hill, NJ
3/16-22	Chicago Tribune Travel & Adventure Show, TA Dinner and Sales Calls
3/20-21	RDP-GLBT Travel Show – New York, NY

Educational FAM Trips

5/5-11	FTI Germany
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