

LEISURE TRAVEL

March 2010

**Rosemarie Payne
Sales Director**

RECAP

Recap of Trade Shows/Missions March 2010

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|---------|---|
| 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 |

TRADESHOWS/SALES MISSIONS

AAA Travel Marketplace – Providence, RI March 5-7, 2010

ATTENDANCE: 17,000+

MATERIALS

DISTRIBUTED: 900 Visitor Guides, 1,000 Area Guides, 400 Beaches Guides

RESULTS:

AAA Travel Marketplace is a consumer travel show for the high end traveler living in New England or the Northeast US corridor. This was the fifth year VSPC participated with AAA Southern New England.

- Attendance was up 11% from 2009, a record for this show
- Interest in the destination for beach accommodations with family activities and the senior market interested in seasonal condo weekly or monthly rentals
- Air service for this region covers Providence, RI and Boston with non- stop flights on JetBlue and Southwest
- Additional Florida partners attending the show were Sanibel/Ft Myers VCB, Busch Gardens and Universal Studios Orlando

STAFFED BY: Gail Yeager

Adventures in Travel Expo – Washington, DC

3/5-7, 2010

ATTENDANCE: Over 400 Travel Professionals and 15,000 Consumers
MATERIALS
DISTRIBUTED: 500 Visitor guides, 700 Area Guides, 300 Beaches Guides

BROCHURE
DISTRIBUTION: Sirata Beach Resort
INDUSTRY
PARTICIPATION: Plaza Beach Resorts

Results:

- This was the third year VSPC exhibited at this show and the attendance was substantially increased due to more TV and radio advertising by the show producer. People attributed Spring Training, top beaches and having a colder than average winter as top reasons for taking a vacation to our area
- Affluent and budget consumers attend this show and have interest in Florida
- Other Florida exhibitors included VISIT FLORIDA, Martin County, New Smyrna CVB, Space Coast and the Florida Keys Convention and Visitors Bureau. This event continues to increase in attendance and therefore I recommend VSPC continue to exhibit again in 2011

STAFFED BY: Rob Price

Funjet Vacations Product Launch - Houston, San Antonio and Austin, Texas
March 9-11, 2010

ATTENDANCE: Houston: Approximately 300 agents
San Antonio and Austin: Approximately 100 agents per city

INDUSTRY
PARTICIPANTS: Don CeSar, Sirata Beach Resort, TradeWinds Island Resorts
MATERIALS
DISTRIBUTED: 400 Visitor Guides and 400 Area Guides

RESULTS:

- Funjet Vacations top VIP agents were given access to the tradeshow prior to the official start time. This allowed more one on one time with the travel agents for a destination

overview regarding upcoming events such as the Honda Grand Prix and Spring Training baseball

- Other Florida exhibitors included hotels and attractions from Orlando. VSPC receives complementary booth space at these important Texas tradeshow. This significantly lowers our travel costs and provides our industry partners a low cost sales opportunity to promote their individual properties

STAFFED BY: Rob Price

**Peninsula Round Table Travel Shows – Norfolk, VA, -Tysons Corner, VA- Cherry Hill, NJ
March 16-18, 2010**

ATTENDANCE: Approximately 60-85 Travel Agents per city

BROCHURE

DISTRIBUTION: Sirata Beach Resort

MATERIALS

DISTRIBUTED: 300 Visitor Guides and 300 Area Guides

RESULTS:

- This is a new initiative that consists of a series of travel agent roundtable/ mini tradeshow events. The roundtable format allowed VSPC to promote the destination in a more personal and in-depth way than a traditional tradeshow.
- Overall, the quality of the travel agents was excellent with many AAA, Amex, and Liberty Travel offices represented
- Other Florida exhibitors included hotels from Orlando and the Space Coast. These shows were a successful vehicle to target these regions of the US which have strong air service into our area. VSPC should attend these shows in 2011

STAFFED BY: Rob Price

Adventures in Travel Expo. & Sales Mission – Chicago, IL March 16 - 22, 2010

ATTENDANCE: Travel Expo invites 100 travel professionals to the first day of the show, 43,000 consumers also attend. Sales calls to 20 top agencies in the greater Chicago are, VIP dinner for 30 key agents downtown Chicago. 80 agents at the VISIT FLORIDA luncheon.

INDUSTRY

PARTICIPATION: TradeWinds Island Resorts, Sirata Beach Resort, Renaissance Vinoy & Plaza Beach Resorts

MATERIALS

DISTRIBUTED: 600 Visitor Guides, 600 Area Guides, Partner Materials

RESULTS:

- The week started with agency visits to our key travel professionals in the outlying Chicago suburbs. VSPC & accommodation partners were received by some old friends and also met new agents. These face-to-face visits are very important to keep our destination fresh in the agent's minds and an excellent opportunity to update them on our beautiful destination
- VSPC hosted a VIP dinner at Smith & Wollensky in downtown Chicago on St. Patrick's night. The event was attended by 30 top travel professionals in the Chicago area. It was important to have the full attention of the agents who were very impressed with our presentation happy to spend one-on-one time with our industry partners
- VSPC attended on behalf of the mission partners the annual Chicago Travel Agent Luncheon hosted by VISIT FLORIDA on 3/18. The event in Oak Brook, IL was attended by 80 top travel agents from throughout the Chicago area. Accommodation partners spent that day walking the loop dispensing mission partner collateral to the top rated agencies in downtown Chicago
- The Chicago Tribune Travel & Adventure Show was very well attended both days. VSPC and accommodation partners distributed over 400 bags of collateral during the 2-day show, as well as additional brochures and give-a-ways. Recommend VSPC continue to attend this show each year, as the destination receives a lot of positive feedback from consumers and agents and industry partners see the value of spending time in this important market
- Other Florida destinations that participated in the Travel Expo and had booths in the Florida section: Anna Maria Island – Longboat Key CVB, Citrus County CVB, Disney Vacation Club, Florida Keys & Key West, Florida's Space Coast, Greater Miami CVB, Stuart/Martin County CVB & VISIT FLORIDA

STAFFED BY: Rosemarie Payne

GLBT Expo - New York, New York

March 20-21, 2010

ATTENDANCE: 8,000+

MATERIALS

DISTRIBUTED: 400 Visitor Guides/400 area guides

INDUSTRY

PARTICIPATION: Chris Rudisill, Executive Director St. Pete Gay Pride

RESULTS:

This was the second year VSPC attended the Annual New York Gay & Lesbian Expo now in its 17th year.

- The Florida Pavilion included VSPC together with Key West and Miami. The booths were decorated with beach chairs, towels, games and palm trees
- By attending the show VSPC helped facilitate numerous sponsorships for St. Pete Gay Pride being held in St. Petersburg this June. Companies such as JetBlue Airways, Instinct Magazine, Budweiser/Anheuser-Busch, Inc. will participate as sponsors
- Continental & JetBlue were the two domestic air carriers that were represented at the show
- Attendees were particularly interested in bed & breakfast accommodations or small lodging options in Pinellas County

STAFFED BY: Gail Yeager

UPCOMING EVENTS

Sales Missions

March 2009

4/6-8 GOGO Worldwide Vacations Travel Agent Tradeshow – Boston, MA
4/6-12 Sales Mission & Southern Women’s Show – Nashville, TN
4/9-11 Spring Fiesta in the Park-Lake Eola – Orlando, FL
4/20-22 PTANA – Baltimore Chapter Tradeshow – Baltimore, MD
4/26-27 Southwest Airlines Vacations Top Producer Retreat – Las Vegas, NV
4/28 Allegiant Airlines Call Center Training – Las Vegas, NV
4/29-5/2 International Women’s Show – Novi, MI

Educational FAM Trips

4/13 America Tours – Czech Republic
4/19 UK FAM (unscheduled – group escorted by member of our UK Office staff – stuck in Pinellas County due to the volcanic ash)
5/5-11 FTI Germany