

LEISURE TRAVEL

April 2010

Rosemarie Payne

Sales Director

RECAP

TRADESHOWS/SALES MISSIONS

APRIL 2010

4/6-8 GOGO Worldwide Vacations Travel Agent Tradeshow – Boston, MA
4/5-7 Sales Mission – Nashville, TN
4/8-12 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

GOGO Worldwide Vacations Tradeshow-Boston April 6-8, 2010

ATTENDANCE: 100 Travel Agents

MATERIALS

DISTRIBUTED: 100 Visitor Guides/100 Area Guides

RESULTS:

- This tradeshow/seminar allows VSPC to promote the destination to GOGO Vacations top travel agents within the Boston area. Most agents are familiar with our destination and over 80 percent of the audience reported booking Pinellas County within the past year.
- By attending these events, VSPC is supporting one of our largest producing domestic tour operators and promoting our destination to a large number of producing travel agents in a cost and time effective manner.

STAFFED BY: Gail Yeager

Sales Mission–Nashville, TN April 5-7, 2010

ATTENDANCE: 25 sales calls were completed

INDUSTRY

SUPPLIERS: Renaissance Vinoy Resort, TradeWinds Island Resorts, Sirata Beach Resort

MATERIALS

DISTRIBUTED: 50 Visitor Guides, 50 Area Guides, 100 logo pens

RESULTS:

- With numerous daily flights to Tampa on Southwest Airlines, the Nashville area continues to be a strong market for leisure travelers to our destination. This year VSPC partnered with Southwest Airlines Vacations to create a promotional flyer that gave a \$75 discount on package bookings to St. Petersburg/ Clearwater which added value to our presentations.
- Sales calls were made to all the top independent travel agencies and national accounts such as AAA, Travel Leaders and American Express. Overall we were well received by the travel agents and with a new flight into Panama City Florida; we need to continue our annual presence in this market.

STAFFED BY: Rob Price

Southern Women's Show - Nashville, TN April 8-12, 2010

ATTENDANCE: 42,000+ Consumers

MATERIALS

DISTRIBUTED: 1000 Visitor Guides, 1200 Area Guides

RESULTS:

- The target audience for this show is women who are between the ages of 25-54, college educated and married. 25 percent plan to purchase travel within the next 6 months, making them a perfect fit for our destination. Florida was represented well, Panama City and the Bradenton Area CVB also exhibited.
- Many people reported having confirmed reservations to our area within the next 90 days and had mostly positive remarks for our destination. With Southwest Airlines low cost fares and the addition of Allegiant Air flying from Chattanooga and Knoxville, direct air service has increased to our area.
- The VSPC exhibit booth and promotional materials were well received and the Nashville area continues to be a strong secondary fly and drive market for our Pinellas County.

STAFFED BY: Gail Yeager

Spring Fiesta in the Park – Lake Eola April 9-11, 2010

ATTENDANCE: 10,000+ Consumers

INDUSTRY

SUPPLIERS:

TradeWinds Island Resorts, Hampton Inn, Alden, TRS,
& the Tarpon Springs Chamber of Commerce

MATERIALS

DISTRIBUTED: 1000 Visitor Guides/1000 Area Guides

RESULTS:

- This is an excellent consumer show that attracts thousands of Orlando residents. This year the VSPC booth featured a “doggy pit stop” to invite customers to learn more about our pet friendly properties.
- The booth was very busy both days and the area partners were very impressed with the quality of consumers that come to this show.
- Because Orlando is such a strong drive market, VSPC will continue to attend these events both in the Spring & Fall.

STAFFED BY: Rosemarie Payne

Professional Travel Agents of North America April 21, 2010

ATTENDANCE: 68 Travel Agents

MATERIALS

DISTRIBUTED: 75 Visitor Guides and 75 Area Guides

RESULTS:

- This was the first year for the Maryland Chapter of PTANA to host a Destination Florida Tradeshow.
- Participating in this event allowed us to showcase our destination to professional travel agents at a minimal cost.
- This event consisted of a tradeshow table-top display for VSPC materials and a 5 minute presentation. Recommend VSPC attend next year.
- Florida’s Space Coast and Sanibel/ Ft. Myers were also represented.

STAFFED BY: Gail Yeager

Southwest Airlines Vacations Annual Travel Agent Retreat- Las Vegas, NV April 26-27, 2010

ATTENDANCE: 60 Travel Agency Managers and Owners

INDUSTRY

PARTICIPANTS: Sirata Beach Resort, TradeWinds Island Resorts, Alden Beach Resort, Sheraton Sand Key Resort

MATERIALS

DISTRIBUTED: 100 Visitor Guides, 100 logo business card holders and 300 Area Guides

RESULTS:

- This is a brand new initiative for our destination. This event consists of Southwest Airlines Vacations hosting their best of the best travel agency managers from around the country to attend a three day retreat. We were a “pit stop” on the scavenger hunt and conducted four presentations during the event as well as having additional networking time during the breakfast and lunch functions.

- The quality of the agents was top notch with many agents asking questions and taking extensive notes during our presentations. This is an extremely exclusive event and VSPC is not only the only Florida destination that attends, but the only beach destination represented. Recommend that VSPC participate in this event in 2011 to continue our long standing partnership with Southwest Airlines Vacations.

STAFFED BY: Rob Price

Allegiant Air Vacations – Call Center Training April 28, 2010

ATTENDANCE: Approx. 100 Reservation Staff and 20 Managers

INDUSTRY

PARTICIPANTS: Sirata Beach Resort, TradeWinds Island Resorts, Alden Beach Resort, Sunset Vistas, Barefoot Beach Resort, Sheraton Sand Key Resort, Holiday Inn and Suites Clearwater Beach

BROCHURE

DISTRIBUTION: Renaissance Vinoy Resort

MATERIALS

DISTRIBUTED: 120 Visitor Guides and 120 Area Guides

RESULTS:

- This is the third consecutive year VSPC conducted destination training at Allegiant Air’s headquarters. VSPC completed 11 Power Point presentations and once again catered in lunch to show our appreciation for this growing account.
- The call center staff was very receptive and asked many questions directed to our hotel partners. The Allegiant business to Pinellas County for 2010 has already surpassed the entire production of 2009. With our continued training and an upcoming destination promo, we expect to see continued gains in the future.

STAFFED BY: Rob Price

International Women’s Show-Novi, Mi April 29-May 2, 2010

ATTENDANCE: 33,000+ Consumers

MATERIALS

DISTRIBUTED: 1200 Visitor Guides, Area Guides, Maps

RESULTS:

- This was the second year VSPC participated in this annual International Women’s Show at Rock Financial Showplace. Given the state of economy, etc, the show continues to be a “must-attend” event for women in the greater Detroit area.
- Families continue to travel with shorter stays and consumers are looking for “great deals” or valued added items such as meals or attraction tickets included with the accommodations.

- Many inquiries regarding girlfriend get-a-ways to include a spa experience and family reunions.
- WXYZ (ABC affiliate) did an outstanding job with their live coverage throughout the event. The Detroit News and Detroit Press promoted all the features and activities throughout the weekend.
- Recommend VSPC continue to attend this show.

STAFFED BY: Gail Yeager

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

UPCOMING

Tradeshows/Sales Missions

May 6 Villages Travel Show
 May 11-12 Pentagon Sun and Fun Travel Show – Washington, DC
 May 12-13 ASTA Southeast Board of Directors Meeting & Tradeshow
 May 15-20 International Pow Wow – Orlando, FL