

# LEISURE TRAVEL

MAY 2010

Prepared By:

Rosemarie Payne, CHME

Director Leisure Travel, USA & Canada

## RECAP

### Trade Shows/Missions

May 2010

5/11-12	Pentagon Sun and Fun Travel Show – Washington, DC
5/14	The Villages Summer Travel Expo
5/15-20	International Pow Wow – Orlando, FL
5/20	ASTA Southeast Board of Directors Meeting & Tradeshow

---

## TRADESHOWS/SALES MISSIONS

### Pentagon Sun and Fun Travel Show – Washington D.C.

May 11-12, 2010

ATTENDANCE: Approximately 20,000 military personnel and civilian contractors  
INDUSTRY  
PARTICIPATION: Sirata Beach Resort  
COLLATERAL  
DISTRIBUTED: 200 Visitor Guides and 300 Area Guides

#### RESULTS:

- As an exhibitor at this annual show, VSPC was able to target government professionals for the summer travel season and to reassure them that Pinellas County beaches have not been impacted by the Gulf oil spill. Over sixty exhibitors attended this sold out event, with many Florida suppliers including a local representative from our Superior Small Lodging program.
- The proximity to MacDill Air Force Base, Orlando attractions, golfing, and our great beaches were the top reasons for interest in our destination. Overall, traffic at this show was the best it has ever been. This is an inexpensive show that allows VSPC another distribution channel to promote our destination in the D.C. market.

RECOMMENDATION: VSPC should return to this show in 2011.

STAFFED BY: Rob Price

**The Villages Summer Travel Expo – The Villages, FL**

**May 14, 2010**

ATTENDANCE: 2,500+ consumers

COLLATERAL

DISTRIBUTED: 300 Visitor Guides, 1,000 Area Guides, 300 Beach Guides

RESULTS:

- This summer travel expo was the first to be held in The Villages. Many of the attendees were newly retired and just moved to Florida and are eager to hear about our beaches and upcoming events.
- This in-state drive market consists of the senior demographic. VSPC received a number of inquiries regarding day trips to Dunedin and downtown St. Petersburg for shopping, antiques and the arts.
- The residents of The Villages are also interested in learning more about family activities, for visiting relatives with children/grandchildren that vacation together.

RECOMMENDATION: Advise returning in 2011.

STAFFED BY: Gail Yeager

**International Pow Wow – Orlando, FL**

**May 15-20, 2010**

ATTENDANCE: Approximately 4000 Buyers, Suppliers & Travel Industry Media

INDUSTRY

PARTICIPATION: 15 Area Accommodation Partners also exhibited at the show

COLLATERAL

DISTRIBUTED: 5000 Visitor Guides were distributed to all Pow Wow attendees with their conference materials. Visit St. Pete/Clearwater (VSPC) also sponsored the delegate badge holders.

RESULTS:

- VSPC was very busy at the show completing 80 scheduled appointments with buyers and PR conducted several live media interviews on the destination from our tradeshow booth.
- The PR Department also participated in the Pow Wow Media Marketplace during the 3-day show.
- VSPC and Lee County hosted a private networking event for key clients during the open Tuesday night at Pow Wow. The event was very well attended by top producing tour operator clients from the US, Canada, Germany and the United Kingdom. Pow Wow is the largest tour operator event VSPC attends each year.
- The business appointments provide a valuable format to discuss current and future business opportunities with new and existing leisure travel customers.

RECOMMENDATION: VSPC will attend International Pow Wow 2011, being held in San Francisco, May 21-25.

STAFFED BY: Rosemarie Payne, DT Minich, David Downing, Venessa Alexander and Marion Wolf

ATTENDANCE: 56 Travel Agents

COLLATERAL

DISTRIBUTED: 56 Visitor Guides, Area Guides, Beach Guides

**RESULTS:**

- This tradeshow was hosted by the Southeast Chapter of the American Society of Travel Agents which ensured qualified proven travel professionals in attendance.
- VSPC was also allowed the opportunity to give a short presentation to discuss upcoming events and website information.
- Many of the agents said their clients were looking for weekend get-a-ways, spa vacations and family reunions for the summer.

RECOMMENDATION: Excellent show, VSPC should return in 2011.

STAFFED BY: Gail Yeager

**CANADIAN MARKET UPDATE**

- Leisure Travel, PR, Sports Commission & Busch Gardens Tampa Bay will host the 8<sup>th</sup> Annual "Beaches & Baseball" event for 80 travel industry and media clients at the Rays vs. Jays game August 6<sup>th</sup> in Toronto.
- Prior to the game, VSPC Leisure Travel Department staff and accommodation partners will conduct tour operator call center training at Transat Holidays and Sunwing Holidays in Toronto, as well as Thomas Cook Canada in Montreal.
- On August 16 – 19 the VSPC Leisure Department and accommodation partners will attend the Thomas Cook Product Launch in Toronto & Montreal.
- June 13 – 15 VSPC hosted Maureen Maheu the Product Manager from Sunwing Holidays Canada and 5 managers for a 3-day FAM visit to St. Pete/Clearwater. This was the first visit to our destination for three of the attendees and they are all eager to report back to their staff the wonderful condition of our beaches.
- The annual Discover America Day media event in Canada October 18<sup>th</sup> will be attend by Mary Haban and the annual Addison Travel Shows in Toronto, Montreal, London & Ottawa October 4-8 will be attended by Rosemarie Payne.

## UPCOMING EVENTS

### Sales Missions

**June 2010**

6/2-3	AAA Auto Club South Sales Blitz – Tampa, Bradenton, Sarasota
6/9-10	AAA Auto Club South Sales Blitz – Villages, Gainesville, Ponte Vedra, Daytona
6/13-14	GOGO Vacations Call Center/Destination Training – Chicago, IL
6/16-17	AAA Auto Club South Sales Blitz – Vero Beach, Ft. Pierce, Palm Beach, Delray Beach, Pompano Beach, Naples, Ft. Myers, Venice, Port Charlotte
6/17	GOGO Vacations Meeting/Destination Training – Baltimore, MD
6/22	Tampa Bay Beaches Chamber Client Event – Orlando
6/24	Mark Travel Destination Day – Orlando
6/25	Hotelbeds.com Destination Day – Orlando
6/28	Vacation.com Annual Tradeshow - Orlando

### Educational FAM Trips

6/13-15	Sunwing Holidays Canada
9/28	Florida Motorcoach Association
10/5	Co-hosting DeNur Tours Canada FAM Dinner with TradeWinds Sandpiper