



## CANADIAN OFFICE

### 2006 – 2007 SALES PLAN

Presented by:

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## GOAL

*Increase visitation to the St. Petersburg/Clearwater Area by 3 percent via joint marketing efforts with travel partners.*

## STRATEGIES:

- Launch and expand the Fourth Annual CAA (Canadian Automobile Association) Sweepstake sales blitz training program during the fall months to introduce the Fourth Annual Florida's Beach Sweepstake Promotion to over 3.2 million consumer members. A sales blitz and training seminar series will be conducted on 150 offices in the provinces of Alberta, B.C., Manitoba, Ontario and the Maritimes. The program will be augmented by personal sales calls, member presentations, co-operative advertising, and educational familiarization tours, in addition to attending six CAA Travel Shows in the GTA (Greater Toronto and Area) reaching over 3 million members.
- Continue to promote our Website to the travel trade market by encouraging tour operators and consortiums to join our web link, reaching a high number of consumers across Canada planning a vacation with these tour companies.
- Partner with key tour operators in Eastern Canada on cooperative marketing efforts targeting the consumer directly in key primary markets in Ontario, Quebec and the Maritimes. Develop local radio promotions, destination training sessions, educational trips and Florida's Beach nights, reaching an estimated 5000 travel agents and millions of consumers.
- Develop penetration in the secondary market of Western Canada by aligning with airlines and tour operators which are growing their product in Florida via product launches and consumer promotions.
- Enhance partnerships with competitive retail consortium chain(s) by continuing the Florida's Beach Window Display blitz and by attending select agency consumer shows from October to December, targeting a total of 100 travel agencies in Ontario reaching a population of 3,000,000.
- Build upon established relationships with the Internet suppliers and retailers in Canada by developing programs and promotions to augment the destination. Develop call centre training sessions on a bi-annual basis targeting over 500 agents.
- Continue to support all local inquiries and leads from meeting and incentive planners to promote the destination, working closely with the CVB Convention Sales and/or Services Departments.
- Encourage airline partners to promote the destination by targeting both scheduled and chartered carriers servicing the St. Petersburg/Clearwater – Tampa areas via reservation staff training, educational training trips, and via distribution of our annual Visitor Guide at airport check-in locations in Toronto, Hamilton and Halifax.
- Pursue incremental business and increase sales efforts in Eastern and Western Canada by sponsoring four "FLY2PIE" Events in the cities of Toronto, Halifax, St. John's, and Calgary in partnership with the St. Petersburg/Clearwater International Airport. Concentration would be directed towards the local tour operators and retail travel agents, reaching over 500 clients.



- Partner with the Visit Florida Canadian office by participating in select trade and consumer events in the Ontario and Quebec markets, in collaboration with retail chains, wholesalers and tour operators, to enhance Florida and the St. Petersburg/Clearwater Area as the ideal vacation destination for Canadians, while meeting with over 5,000 travel agents and 45,000 consumers.
- Promote our destination and Web site to both the trade and consumer markets via joint sales missions, trade promotions, e-commerce, mailings, and in-house presentations to the large agency consortiums, attendance at trade and consumer shows, and scheduled personal sales calls on travel agents across Canada.

## GOAL

*Focus on educating travel agents across Canada by increasing sales contacts by 3 percent.*

### STRATEGIES:

- Launch a "Mystery Shopper" contest in the Greater Toronto Area (GTA) by visiting 500 travel agencies during a dedicated four week period, whereby "Florida's Beach" is the featured Destination of the Month, and is the recommended destination of choice. This promotion would be supported by an airline and hotel partner, and would encourage "top of mind" with travel agents.
- Continue to promote the Florida's Beach Palmer theme to the travel trade in Canada via personal sales calls, destination presentations, media releases, trade shows, and electronic mailings. At the same time, reinforce the Florida's Beach Specialist course online via the website for travel agents across Canada to learn and become knowledgeable about the destination.
- Introduce a "Taste of PIE" to 50 CAA Travel offices in Ontario by delivering "pies" to agencies via personal sales calls. Partner with a key tour operator to conduct destination training seminars, reaching over 500 employees, in addition to conducting a Window Display Blitz on 50 CAA offices in Ontario. The entire CAA program will be enhanced with continued sales and marketing efforts, while at the same time positioning our brand, "Florida's Beach".
- Launch an educational "condo-cation" seminar series in 6 cities across Canada in cooperation with the Addison Trade shows targeting over 600 travel agents who will learn "How to Sell" the destination accommodation products.
- Enhance the Open Jaw Learn-O-Matic educational session online to travel agents across Canada, while at the same time promoting "Find Palmer" on the Open Jaw Pink Perks program, reaching over 5000 travel agents.
- Concentrate on the primary market of Ontario, and the secondary markets of Atlantic Canada and Alberta, with the assistance of local area suppliers to blitz and promote the destination, sales programs and new highlights, by hosting four major FLY2PIE events in Toronto, Ontario; Halifax, N.S., St. John's, Nfld., and Calgary, Alberta targeting the travel trade and reaching 500 potential clients.
- Partner with Visit Florida on joint trade shows in the province of Quebec to increase business from the French Canadian market targeting a potential 200 new clients.
- Continue to support the Travel South Trade Show in Toronto, as well as the Addison Trade Shows in seven cities in Ontario, Quebec, the Maritimes and Alberta. Both show series target a total of 2500 travel agents increasing potential business for the spring, summer and fall seasons.
- Enhance relationships with key consortiums and retail chains by supporting and/or sponsoring elements of their Annual General Meetings and Conferences. The "Florida's Beach Palmer Brand" would continue



to be introduced during events and presentations, incorporating all major consortiums and chains in the southern Ontario region targeting a total of 100 travel agencies.

- Continue to participate in two tour operator educational seminars/product launch events to further penetrate the retail market in both Toronto and Montreal by reaching over 3,000 travel agents.
- Partner with a key tour operator to co-sponsor the Sixth Annual Travel Courier Travel Agent Contest, targeting all 5500 agencies across Canada, to win a trip to the destination.
- Promote our website and brand via product presentations, educational seminars, co-operative marketing and advertising, while continuing to enhance relationships with travel agents across Canada.
- Host two educational training trips, in cooperation with key tour operator partners, airline partners, retail consortiums and chains, and corporate sponsors, targeting our primary markets of Ontario, Quebec, and Atlantic Canada to further promote the St. Petersburg/Clearwater Area to 50+ travel agents.
- Continue to focus on the educational aspect of the destination by distributing detailed sales material to travel agents via 50 personal sales calls per month. In addition, continue to distribute the travel agent information package via fulfillment and mailings.

## GOAL

*Increase penetration to consumers via existing and new sales programs.*

## STRATEGIES:

- Promote the Fourth Annual CAA Florida's Beach Sweepstake Campaign to over 3 million consumers and members in the provinces of British Columbia, Alberta, Manitoba, Ontario and the Maritimes in partnership with Leisureways, Going Places, BCAA, AMA and Journeys magazines, and key travel trade partners.
- Create a CAA Show Your Card and Save trip tik insert featuring our local area attractions which chose to participate and promote the destination nationally (excluding Saskatchewan and Quebec) to all 150+ CAA offices reaching all primary consumer members who request a Florida routing.
- Coordinate a cooperative promotion with a major internet supplier to create awareness of the destination and increase sales to the area by targeting millions of Canadian consumers.
- Expand the outreach to the Canadian consumer by continuing a Florida's Beach Window Display Blitz, in 100 key travel agency consortium offices, targeting a population of 3,000,000 consumers in Ontario.
- Build awareness of the St. Petersburg/Clearwater Area by aligning with both scheduled and charter airline partners to promote the destination on cooperative marketing programs, in addition to supplying our Visitor Guide at all airline check-in positions for flights to our destination.
- Continue to build a strong strategic alliance with the Toronto Blue Jays Baseball Club by partnering with the club on local area consumer promotions, radio contests, in-stadium programs and season ticket holder mailings. Direct marketing efforts will influence thousands of consumers in the Greater Toronto Area and region.
- Expand the consumer market segment by participating in six key CAA Travel Shows, reaching approximately 8,000 consumers in Southern Ontario.
- Participate in ten key golf shows in the provinces of Ontario and Quebec, in partnership with two key golf tour operators, reaching over 75,000 consumers who are key golf vacation travelers. Continue to promote all golf facilities via Canadian golf associations, clubs, organizations and golf tour operators.



- Continue to support the two largest consumer Travel Shows in Canada, namely, the SITV PromExpo show in Montreal and the Travel & Leisure Fall shows in Toronto, penetrating over 50,000 consumers.
- Pursue opportunities with special interest groups in the areas of sports (major league, Indy car races), outdoor activities (hiking, biking, canoeing), cultural organizations, the rainbow market, spa vacations, weddings, and the arts (Jazz festivals) via sales and presentation meetings, consumer shows and mailings.
- Continue to be receptive to cooperative advertising promotional opportunities by working closely with our major tour operators and key retail agency consortiums targeting the consumer market.
- Partner with Visit Florida on two consumer shows, namely the Outdoor Adventure Travel Show in Toronto and the Vacation Travel Show in Ottawa, to increase penetration in our primary and secondary markets.

## GOAL

*Seek promotional opportunities in both mature and emerging markets by aligning with partners for long-term relationships.*

## STRATEGIES:

- Continue to develop regional co-operative sales and marketing campaigns with all major tour operators, wholesalers and internet providers in Ontario, the Maritimes, Alberta and Quebec, in order to enhance the awareness of the Florida's Beach destination.
- Establish strong relationships with all major retail consortiums and chains, promoting the "Florida's Beach" brand and the Palmer Mascot by promoting the St. Petersburg/Clearwater Area at their local regional meetings and annual conferences, golf tournaments and educational sessions.
- Continue to play a prominent role within the SeeAmerica Committee Canada, while at the same time promoting the St. Petersburg/Clearwater Area.
- Continue to support the Visit Florida office staff in Toronto by co-hosting educational training trips to the Gulf Coast region, by aligning with their staff on joint trade and consumer shows, sales seminars and presentations, by examining promotional opportunities targeted towards the consumer and by supporting public relations campaigns, which are targeted towards Pinellas County.
- Encourage the Canadian Travel Advisory Committee, made up of travel industry representatives from the tour operator and airline sectors, to continue to share ideas with our local area suppliers to enhance the knowledge of the Canadian marketplace and the specifics required to increase visitation to our area.
- Assist the Director of Public Relations, the Director of Advertising, the Director of Convention Services and the advertising agency with Canadian contacts and opportunities.
- Maintain membership in the following trade associations:
  - ACTA (Alliance of Canadian Travel Agents) National
  - International Federation of Women in Travel (CHIMO)
  - SKAL International Hamilton
  - SeeAmerica Committee Canada
  - Travel Media Association of Canada (TMAC)