



CENTRAL EUROPEAN OFFICE

2006 – 2007 ACTION PLAN

Presented by:
Barbara Schuch-Beckers
Director, Central European Office

| 2006 DATES | EVENT | LOCATION |
|------------|--------------------------------------|--------------------------|
| October | VUSA Austria Breakfast Seminars | Austria – Three Cities |
| | UVSA Germany Breakfast Seminars | Germany – Three Cities |
| | TUI Training Trip | Germany |
| | TTW Trade Fair | Montreux, Switzerland |
| November | Thomas Cook Reisesommer | Frankfurt, Germany |
| | DRV Annual Meeting | Tenerife, Spain |
| | Thanksgiving Dinner with Trade Press | Frankfurt, Germany |
| | CANUSA Consumer Mailing | Germany |
| | Touristik Fair | Leipzig, Germany |
| | Travel Fair | Friedrichshafen, Germany |
| December | Willy Scharnow Training Trip | Germany |
| | Touristik Fair | Cologne, Germany |

| 2007 DATES | EVENT | LOCATION |
|-------------------------|-----------------------------------|-----------------------|
| January | Supercomm E-mail Blast/Consumer | Germany |
| | E-mail Blitz x 3 Travel Agents | Germany |
| | Vakantiebeurs Fair | Utrecht, Holland |
| | Travel Agents Roundtable | Berlin, Germany |
| | CMT Fair | Stuttgart, Germany |
| | Travel Agents Roundtable | Cottbus, Germany |
| February | Visit USA Seminar | Switzerland |
| | Visit North America Seminar | Austria |
| | Holiday World Fair | Prague Czech Republic |
| | Travel Fair | Hamburg, Germany |
| | CBR Fair | Munich, Germany |
| | Dertour Bowling Events – 3 Cities | Germany |
| FTI Roadshow – 3 Cities | Germany | |



| 2007 DATES | EVENT | LOCATION |
|------------|---|--------------------|
| March | VUSA Workshop | Brussels, Belgium |
| | ITB | Berlin, Germany |
| | UTAZAS Fair | Budapest, Hungary |
| | Neckermann Roadshow | Germany |
| April | Travel Agent Training Trip with FTI and United Airlines | Germany |
| | Visit Florida Sales Mission – 3 Cities | Germany |
| May | Pow Wow | Anaheim, USA |
| | Visit USA Breakfast Seminars – 3 Cities | Germany |
| | Travel Agent Roundtable Seminar | Magdeburg, Germany |
| June | Meier’s Weltreisen Training Trip | Germany |
| July | | |
| August | Travel Agent Event + Tour Operator In-house Trainings | Holland |
| September | FVW Congress Future | Germany |
| | Travel Agent Training Trip | Holland |

In addition to the activities listed in the Action Plan we are engaged in the following tasks:

ADHOC

By granting an ADHOC Budget, St. Petersburg/Clearwater has been able to participate in a number of very interesting and successful events, which were offered throughout the year on the Central European market. We therefore recommend to continue putting aside some funds again for ‘Last Minute’ marketing opportunities.

VUSA COMMITTEES

St. Petersburg/Clearwater holds memberships in the Visit USA Committees Germany, Holland, Switzerland, Belgium and Austria. We regularly attend the German committee meetings, but also participate in those of the others whenever our travel plans allow.

VISIT FLORIDA

Visit Florida closed its German office in 2003. Since then, their Paris office is responsible for all of Central Europe. We join in Visit Florida’s marketing events such as a Florida Road Show throughout Germany or Tour Operator In-House Training programs.

MEMBERSHIPS

In addition to the Visit USA Committees, St. Petersburg/Clearwater is a member of the DRV-German Travel Agency Association. Besides our participation in their annual meetings, we actively support the Willy Scharnow Foundation, which is part of the organization. We are also members of the German/American Business Club Germany and attend their monthly meetings. Special AGBC promotions are supported by us when appropriate.



POW WOW SELECTION COMMITTEE

For several years we have had the honor of being chosen as a Pow Wow Selection Committee member. In this function we take part in several meetings in order to determine which tour operators and press representatives are to be invited to Pow Wow.

PARTNERSHIPS

We enjoy a very close relationship to the Orlando Tourism Office in Germany. Many of our marketing activities are joint projects such as training trips for travel agents and journalists, training programs for travel agents, joint sales calls, etc. Orlando's attraction coupled with St. Petersburg/Clearwater's beaches are highly recognized in the German market as a well-rounded vacation offer combination.

In addition, we frequently partner with Anheuser Busch Adventure Parks as well as Walt Disney Resorts. When presenting/promoting ourselves collectively in the marketplace, we do so as 'Central Florida'.

INTERLINE

The US airline representatives are very important partners as well. Therefore, we maintain close relationships with all of them and will again conduct many joint promotions.

PUBLIC RELATIONS AND ADVERTISEMENTS

We work closely with our Public Relations department in arranging individual press trips for travel writers to our area. We also translate and communicate our news releases to the trade press.

We contract with our major tour operators for full page advertisements in their summer and winter catalogues and we assist with the translations as well as the layout for those pages.

REPORTS

We provide a bi-monthly contribution to the E-news program as requested by head office. We also produce our monthly report, which contains subjects such as market trends, sales activities, training trip programs as well as public relations work. In addition, the annual sales/budget plan is prepared.

AWARENESS AND REPUTATION

St. Petersburg/Clearwater enjoys an excellent reputation among all industry partners in the Central European market. The awareness and popularity of Florida's Beach has been built and nurtured over many years, resulting in increased interest not only from the trade, but the consumers as well. We shall continue to put all of our efforts into this work and seek every opportunity to maintain and enhance those high standards.

With the excellent cooperation and assistance from head office we shall keep up our high standards and the recognition of our market.