



CENTRAL EUROPEAN OFFICE

2006 – 2007 SALES PLAN

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INTRODUCTION

A recent survey conducted by the German research company web-tourismus.de shows that 13% of all Germans, i.e. 9 million, name the United States as their no. 1 long haul destination. Florida, in particular St. Petersburg/Clearwater, is rated among the top destinations of choice in the USA. 2005 can be considered another successful year in regards to visitor numbers from Central Europe. A total of 231,692 guests enjoyed our area – an increase of 5.7% over the previous year.

GOAL

*Even though the outlook for bookings for the first half of 2006 reflects a flat situation – our goal is to **increase the visitor numbers** to St. Petersburg/Clearwater from Central Europe by **another 5% over 2005**.*

STRATEGIES:

We shall continue our successful work in the Central European market and have requested implementation of some new marketing programs for consumers, for and with tour operators as well as for travel agents and the trade press.

• Consumers

- We will be represented at all major German as well as Dutch and Czech Republic consumer fairs through our Visit USA Committee, Visit Florida and local partners. In summation, these fairs are visited by approximately 850,000 potential customers.
- We will continue to serve the general public's requests with the assistance of our mailing house.
- We have requested to produce and execute an e-mail blast to 240,000 German households using the renowned German company Supercomm and their top up-to-date e-mailing list.
- A mailing to the top 5,000 selected USA customers of German tour operator Canusa Touristik is also part of our budget plan. For this mailing we shall produce a special letter and mailing piece all in 4/C.
- If our advertisement budget allows, we would suggest booking a full page ad during the high booking season (January 2007) on the internet provider expedia.de which is the German market leader for online sales. The site had 14.1 million visits in 2005.

• Tour Operators

- We strongly suggest continuing our advertisement program in selected tour operator catalogues. We shall assist tour operators with production and layouts and help with the translations.
- In-house training programs are scheduled at several Dutch tour operator companies together with Visit Florida as well as adhoc events in Germany.
- We shall represent St. Petersburg/Clearwater at Pow Wow and ITB.
- We would like to support various marketing programs by our major tour operators such as:
 - A **window display** program throughout Germany with **Neckermann**. It will be the only USA-themed



display in 2007 and will be visible in the windows of 3,500 German travel agencies for a full month – either January or February 2007.

- With **Dertour**, we suggest a joint advertisement in the onboard magazine of Deutsche Bahn. The **DB Mobil** magazine has a circulation of 500,000 and is placed in all German high speed trains for a full month.
- **Meier's Weltreisen** offers participation in joint advertisement in the **major German newspaper's** travel editions, which we do recommend.
- All major tour operators like **Thomas Cook/Neckermann, FTI, Dertour, Meier's Weltreisen and TUI** conduct road shows to introduce their upcoming summer programs. We are interested in being their partner in as many events as possible.

• Travel Agents

- We intend to again support the Visit USA Committees travel agent workshops in Austria, Switzerland, Belgium and Germany.
- In addition we will continue to participate in Visit USA breakfast seminars for agents throughout Germany.
- We will attend the German Travel Association (DRV) Annual Meeting where approximately 1,000 agents attend.
- Together with Orlando we plan at least three e-mail blitzes targeted to reach 26,000 German travel agents throughout the coming business year.
- Visit Florida plans a Sales Mission to three German cities in April 2007 during which approximately 300 travel agents will be invited. We would like to recommend our participation.
- 8,000 travel agents will attend the Thomas Cook Reisesommer event in Frankfurt. We have applied to have our own booth there.
- We shall continue to promote our own Florida's Beach Specialist e-learning program.

• Trade Press

- We would like to repeat last year's successful Thanksgiving Dinner for trade press journalists.
- During ITB 2007, another press conference together with our Central Florida partners will take place.
- We do enjoy a close relationship to all trade press travel writers and shall supply them with our information in German when available.

GOAL

Destinations impacted by natural disasters registered declines in booking numbers for the latter part of 2005. Even though this has not affected the booking numbers for our area so far, we would like to ensure that all our partners are informed of critical weather conditions as comprehensively and efficiently as possible. We recently learned that some German tour operators are experiencing major declines in booking numbers for the months of August and September 2006, which is attributed to a general apprehension related to hurricane season.

STRATEGIES:

- With the help of head office, we want to be on top of critical situations.
- **We feel that it is most important for our business partners as well as the public to receive first-hand information on the handling of a weather related crisis.**



- Therefore we would like to receive from head office general information on measures taken in case of a hurricane making land fall in our area. This information will be translated and made available to all of our tour operators and other distributors.
- We realize that a mailing list is kept at head office in order to inform all business partners in case of a crisis. However, we feel that the partners in our territory should also be informed by us and see us as their source for immediate answers and assistance in such situations.