



LEISURE TRAVEL DEPARTMENT

2006 – 2007 SALES GOALS

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The ultimate goal of our department this year is to utilize destination marketing strategies to impact more than one million consumers and trade. Our destination will be presented as a distinctive and vibrant area, one which will appeal to a broad range of leisure travelers.

GOAL: CONSUMER

We shall impact over 1 million potential travelers in proven primary markets by our participation and visibility at 33 consumer shows in 14 states.

STRATEGIES:

- Concentration will be on the leisure consumer markets of adults 25-54, the mature over-55 traveler, cultural enthusiasts, outdoor enthusiasts, golfers, and Gay and Lesbian, Hispanic and African American vertical markets.
- We will participate in a variety of shows to reach a number of different groups of potential visitors, including:
 - 7 Vacation and recreation shows
 - 6 Golf shows
 - 3 Women's shows
 - 4 Festivals and special events
 - 4 Gay/Lesbian targeted shows
 - 2 African American conferences
 - 1 Hispanic festival
 - 6 festivals/events/shows in the state of Florida

GOAL: DOMESTIC TRADE

80+ travel trade shows will be attended to reach preferred retail agencies.

STRATEGIES:

- Our staff will interact with retail travel agents, wholesalers and tour operators, consortiums, and Internet companies employing those working in the leisure market.
- Attend 45+ tradeshows targeting the most productive retail agents.
- Participate in 37 wholesale product launches, which attract high-volume retailers.
- Develop six exclusive trade/ sales blitzes and missions which allow us to invite select retailers and wholesalers and promote our destination through imaginative oral and visual presentations.
- Attend one appointment show targeting domestic group travel.
- Attend Luxury Travel Show to promote the image of a more upscale market.



- Schedule two in-state AAA sales missions to call on the majority of the AAA Florida clubs and update them on seasonal offerings.
- Continue preferred partnership program with Carlson Wagonlit Travel, which provides us access to over 100 retail agencies throughout the country. Special promotions, notices, educational offerings, etc. will be distributed via this channel.
- Utilize funds from “opportunity monies” to cover fast-breaking opportunities such as new airline service, newly researched shows or events, and trade conferences.
- Communicate periodically to our partners through electronic mailings with industry updates, special incentives, promotion of our specialist course, and more.
- Continue strong alliances and partnerships with established tour operators, wholesalers, and Internet providers who sell our area. Continue to solicit imaginative co-op programs which are implemented through our Advertising Department.
- Host our annual advisory board (NATICOA – North American Travel Industry Council of Advisors) whose members provide us with strategic sales advice on current and future travel patterns and how best to position our destination for increased sales.
- Continue to monitor the ever-changing tourism industry through educational conferences, seminars, trade publications, meetings and interaction with key industry staff, including the state’s tourism entity, Visit Florida.

GOAL: INTERNATIONAL

Three international trade events will be attended. We also will conduct two international trade missions.

STRATEGIES:

- Attend Intl. Pow Wow, Florida Huddle and RSAA annual conferences, which attract hundreds of international buyers.
- Actively participate in the Receptive Services Assoc. of America by attending the annual convention and being active in the organization.
- Develop two international trade missions by working with CVB International Directors in the UK and Canada. Recommended targets this year will be UK/Ireland, and northeast Canada.
- Liaison with our international directors and provide assistance for site visits, educational trips, industry updates, etc.
- Maintain close contact with our International Directors, who provide us with a multitude of further opportunities and industry updates.

GOAL: CALL CENTERS

1,000 wholesalers, airline and internet call center employees will receive our sales material, destination education and personal travel incentives.

STRATEGIES:

- Promote the Leisure Travel Department website, Floridasbeachtravel.com, at all call center trainings, with special emphasis given to managers for use in future trainings of new hires.



- Aggressively promote our department website and training program to all call center staffers.
- Provide incentives for personal holidays to call center staff increase interest and knowledge of our area.
- Offer area partners the opportunity to participate and provide education on their product.

GOAL: IN-COUNTY

In-county industry will be provided with over 100 opportunities to promote their properties and companies.

STRATEGIES:

- Participate in over 100 trade and consumer shows in which industry can partner with us or in our destination section.
- Offer participation at 10 reservation call centers: 5 visits to .com centers, 2 to wholesalers and 3 to airlines.
- Develop, promote and conduct four exclusive CVB sales missions/blitzes in key markets.
- Coordinate an exclusive CVB condo-cation sales mission to be offered for our property management companies. Focus will be on how to successfully sell the condo product.
- Provide over 100 different initiatives for those who cannot physically participate in trade shows or missions to promote their product via our brochure distribution program.
- Hold five Tour & Travel Committee Forums in which industry suppliers can attend and provide feedback. Tourism experts often attend these meetings to offer educational advice on marketing and sales.
- Distribute dozens of promotional opportunities filtered to us via wholesalers, agents, airlines and other trade entities to our suppliers for their individual follow-up.
- Showcase our properties, attractions, parks and festivals during in-county educational training trips, to both domestic and international trade.
- Introduce our property and attraction representatives to product buyers during pre-arranged visits to the county.
- Work with the marketing staff from both TPA and PIE to assist in the promotion of air service to increase passenger counts and higher visitation to our area.