



UNITED KINGDOM OFFICE

2006 – 2007 SALES PLAN

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INTRODUCTION

Despite an encouraging start to the booking season in late 2005, the downturn in the number of UK residents taking overseas vacations in 2006 forecast in the UK Office Sales Plan for 2005/06 has come to pass.

Whilst the UK economy remains stable, consumer confidence has declined markedly. All sectors of the retail trade are reporting significant reductions in expenditure. Sales of cars, houses and general levels of purchasing on the high streets of Britain are down. The consumer is concerned over the level of debt he is carrying and is less willing to commit to major expenditure than in recent years.

Whilst not at the levels experienced in the past few years, the value of sterling and the euro remain relatively high against the dollar. Despite this, UK tour operators are reporting slow sales to all destinations in 2006. Short-haul destinations like Spain and Portugal are down, the Far East and Australia are down and so is the Caribbean. Price has become all important as reflected in the fact that only Cuba, Egypt and South Africa are up on the 2005 figures.

The consumers focus on price is reflected in the marked growth in the use of budget airlines and the search for cheaper deals on the Internet. For the first time in 2005, the UK consumer cited the Internet as their primary source of research for their vacation destination of choice.

Added to the overall slow down in the market, the St. Petersburg/Clearwater Area is experiencing a temporary reduction in hotel inventory in Clearwater Beach, one of the most popular destinations for European visitors.

The UK office's 2006/07 Sales Plan is designed to at least maintain market share in the expected difficult trading situation envisioned for the coming year.

UNITED KINGDOM GOAL

To maintain the St. Petersburg/Clearwater Area's position as the second most popular Florida destination for the UK holidaymaker.

TRAVEL TRADE STRATEGIES:

- Exhibit at World Travel Market. Expose the St. Petersburg/Clearwater Area to 49,000 trade visitors.
- Maintain close links with senior management in tour operator product and sales departments.
- Host 10-20 senior tour operators at the Travel Luncheon Club Christmas luncheon.
- Co-host tour operator product managers at the Visit Florida Northern and Southern Tour Operator Appreciation Luncheons.
- Invite the private sector in the St. Petersburg/Clearwater Area to participate in a sales mission to the UK and Ireland. Tour operator lunches will be staged in London and Manchester. Tour operator staff training will be arranged where appropriate. Projected date of mission - late October 2006, or March 2007. Anticipated total attendance at the 2 tour operator lunches - 30.



- Stage in-house training for the reservations staff of 8 tour operators. Train 100 reservation staff.
- Participate in 3 agent training days, or consumer shows staged by tour operators, travel agencies, or Visit Florida.
- Encourage tour operators to operate 3 familiarisation tours to the St. Petersburg/Clearwater area.
- Renew membership of the UK Visit USA Association in order to work with the 184 other members in all aspects of promoting tourism to the USA.
- In 2006, the UK office has increased the number of co-op marketing activities undertaken. In order to combat the slow down in the market and increase exposure to the consumer, the UK office will seek out co-operative marketing proposals from 6 UK tour operators/travel entities for submission to the CVB. The objective - to generate reservations to the St. Petersburg/Clearwater area.
- The 200 St. Petersburg/Clearwater area window displays are 3 years old and showing significant signs of wear. The UK office propose to create a new set of 200 window displays using the latest photography.
- Arrange for the placement of the new St. Petersburg/Clearwater area window displays in 600 retail travel agency windows during January, February and March, 2007.
- Use the trained sales force to call on 700 independent travel agencies in December 2006 and January 2007.
- Work with British Airways to increase passenger numbers and frequency on the direct London/Tampa service.
- Once again create a separate budget to support the promotion of the FLYWHO direct service from Birmingham International Airport to the St. Petersburg/Clearwater International Airport. A visit to Birmingham Airport may be included in the sales mission.
- Work with the St. Petersburg/Clearwater International Airport to continue the process of persuading the selected UK tour operators to operate charters into the airport after the completion of the runway extension.
- Continue the process of working with Internet based companies who sell vacation components and offer product in the county.

CONSUMER STRATEGIES:

- The booth pictures used for consumer shows were created more than 6 years ago. In order to present an entirely up to date image of the destination, the UK office propose to have 6 new images and 2 logo panels created for use in the 2007 consumer shows.
- Exhibit at the 2 largest consumer holiday shows in the UK - Manchester and Glasgow. Communicate details of the destination to 120,000 consumers. Attempt to distribute 1500 copies of the 2007 Visitor Guide.
- Join FLYWHO in any consumer show activity they plan for 2007.
- Continue to operate one of the few live destination enquiry services in the UK via the UK office. Service 400 enquiries.
- Provide supplies of the 2007 Visitor Guides for distribution to the public via all travel agencies who respond to the sales calls and all agencies who accept a window display. Attempt to distribute 6000 Visitor Guides.
- Work with any tour operators involved in co-op marketing schemes to gain access to their databases for distribution of destination information.
- Work with the UK PR representative to co-ordinate responses generated by articles placed in consumer publications.



IRELAND GOAL

Maintain the market share of the St. Petersburg/Clearwater Area in the Irish Florida market.

STRATEGIES:

- The Dublin Holiday World consumer show was not well attended in 2006. The UK office therefore plan to concentrate all their efforts behind supporting the presence of the Florida's Beaches consortium at the 2 consumer shows staged by Ireland's leading tour operators to the USA, Tour America and American Holidays. Because of the success of the show, Tour America has increased their show to a 2-day event and American Holidays have re-scheduled their event to take place in early October. Total attendance at both shows 15,000. Attempt to distribute 650 copies of the 2007 Visitor Guide.
- Include Dublin in the proposed sales mission. Attempt to host representatives from all 3 major tour operators featuring Florida to a small lunch. Tour operator staff training will be arranged where appropriate.
- Co-operate with Visit Florida in hosting 30 senior tour operator staff and media representatives for lunch in October 2006.
- Target the 3 Irish tour operators featuring Florida to ensure comprehensive exposure of the St. Petersburg/Clearwater area in their 2007 brochures.
- Provide in-house training for the reservation staff of at least 2 Irish tour operators. Train 25 reservation staff.
- Participate in 2 agent training days staged by tour operators, or the Irish Visit USA Committee.
- Seek out co-operative marketing opportunities from 1 Irish tour operator for submission to the CVB. The objective - to generate reservations for the St. Petersburg/Clearwater area.
- Encourage operators to mount at least 1 familiarisation tour to the St. Petersburg/Clearwater area.
- Renew membership of the Irish Visit USA Committee in order to work with the entire membership in enhancing travel to the USA.

SCANDINAVIA GOAL

Continue to use the Florida's Beaches co-op marketing platform to develop trade and consumer awareness of the St Petersburg/Clearwater Area and thus enhance visitor numbers to the county.

STRATEGIES:

- In 2006 the Florida's Beaches consortium was the only Florida entity active in the Scandinavian market. In 2007, the consortium will maintain its development of the market by exhibiting at Reiseliv, Oslo, Norway; Matka, Helsinki, Finland; Ferie, Copenhagen, Denmark and TUR, Gothenburg, Sweden. Expose the destination to the 200,000 attendees at the shows. Attempt to distribute 600 2007 Visitor Guides at each show, giving a total of 2400.
- Co-host senior tour operators at the annual TUR dinner. Anticipated attendance - 20 tour operator staff from Sweden, Denmark and Norway.
- Provide in-house training for the reservation staff of 2 Scandinavian tour operators. Train 25 reservation staff.
- Participate in 2 travel agent training days, or consumer shows in Scandinavia mounted by tour operators and the Visit USA Committees.



- Encourage tour operators/Visit USA Committees to mount at least 1 familiarisation tour from Scandinavia to the St. Petersburg/Clearwater area.
- Renew membership of the Norwegian Visit USA Committee in the name of The St. Petersburg/Clearwater Area CVB.
- Renew membership of the Denmark See America Committee in the name of Florida's Beaches.
- Seek out co-operative marketing opportunities from 1 tour operator in Norway, or Denmark, for submission to the CVB. The objective – to generate reservations to the St. Petersburg/Clearwater area.