

UK OFFICE

JANUARY 2010 REPORT

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UK Director

TOUR OPERATORS

Virgin Holidays

Meeting held with Andy Reekie, Marketing Manager to finalise the VSPC co-op marketing activity to take place between February and September 2010. Activity will include online ads, national press campaign, targeted e-mail and direct mail activity and video in the Virgin Holidays retail stores throughout the UK.

Travel City Direct

Meeting held with Carol Williams, Marketing Director and Zoe Ward-Waring of Orlando Tourism to discuss joint co-op activity. Activity will include a major direct mail piece, e-mail and national press advertising due to start on March 15th.

Expedia

Meeting held with Vicki Wickens, Head of Media Solutions re co-op due to start early April. Currently awaiting final proposal from Expedia.

THG Holidays

Meeting was held with John Bowden, Product Manager at THG Holidays in Swansea to discuss the area in detail and to provide additional information and assistance where necessary. THG Holidays produce an annual Florida brochure and feature four of our area hotels: Hilton Clearwater Beach, Holiday Inn & Suites Clearwater Beach, The Sirata Beach Resort and the Tradewinds Sandpiper Beach Resort. John also requested assistance to arrange a meeting at Huddle with both the Sirata Resort and the Tradewinds Resorts which was confirmed. We provided the marketing/web/product department with copy and how to obtain images for the future as well as sending our key selling points for them to utilise. We also trained 10 of their key front line travel agents/reservations staff and provided them with area literature, maps, key selling points as well as details of our dedicated UK based training website.

TRADE LIAISON

- Florida Huddle, pre-Huddle fam trip and operator site inspections. Venessa Alexander attended Florida Huddle and hosted a pre-Huddle fam for 7 major UK tour operators which took place in the South of the County. In addition Venessa arranged and escorted a number of tour operators on individual hotel site inspections per their requests.
- Funway Holidays – A co-op marketing proposal has been received and activity confirmed with Funway Holidays starting at the end of January 2010 which is traditionally the peak booking period in the UK. Activity includes a full colour, four-page A4 mini brochure which is distributed to their trade database to rack in store as well as also being distributed to their consumer database. 50,000 copies will be produced and will cover both Orlando and St. Pete's/Clearwater as the perfect Florida twin centre holiday. The brochure will also feature excellent offers at our area hotels. Activity will also include homepage banner ads linking to a dedicated landing page on both the trade & consumer website, e-mail postcards to both trade and consumer databases and ads on Travelzoo.
- TUI – Work commenced and finalised on the joint in-store promotion with the Orlando Tourism Bureau and First Choice Retail outlets. The promotion will run in February 2010 and will consist of an in-store Tri Tower (in 352 stores nationwide) and a staff fact sheet with Key Selling Points etc listed to each First Choice Retail Agent.
- Thomas Cook Signature – Co-op activity has changed slightly since the last report and the press insert will now be placed in three national newspapers instead of one, these being the Sunday Times, Sunday Express and the Mail on Sunday. Coverage will now be much higher with inserts reaching a circulation of 1.6 million. Along with this activity we will be featured in the Sales Brochure which launches in February and is racked in every Thomas Cook and Going Places Retail Travel Agency, two e-shots promoting our destinations and a screensaver on every computer terminal throughout their retail distribution again promoting the destinations. Work has now commenced on the joint activity and will continue into next month.
- VIP Tour operator event in conjunction with Busch Gardens has been confirmed for 24th June 2010.
- Visit USA Ireland E-newsletter – St. Petersburg/Clearwater featured within the Visit USA Ireland E-newsletter with an article titled 'AMERICA'S AWARD WINNING BEACHES – THE PREMIER GULF COAST DESTINATION'. The newsletter is distributed to both their travel trade and consumer databases.
- UK Sales Mission Prize Winners – Provided the winners at Gold Medal Travel in Preston with details of their winning prize after having received gift certificates from the hoteliers who had kindly provided prizes. Hotel gift stay certificates and complimentary Busch Gardens Tampa tickets will be sent to the winners in due course.

- Trade Travel Requests – Received specific requests for travel industry rates at certain area hotels from staff at both Travel Republic and THG Holidays who are planning on visiting our area on their own personal vacations. Provided details to the agents of the relevant reservation teams to contact and obtain travel industry rates where possible.
- Expedia – After our recent training held with Expedia in November, we were asked to provide literature including Visitor’s Guides, Area Maps, Key Selling Points etc to a new office that is opening in Egypt. A selection of guides etc were sent.
- Fleishman Hillard – We provided Fleishman Hillard in the UK with a recommendation for a UK tour operator to be featured within a press release for the News Of The World, a national Sunday newspaper, in relation to Kayogo holidays in the St. Petersburg/Clearwater area. Bon Voyage Travel & Tours were recommended and featured within the press release.
- Thomson January Sale E-newsletter – Thomson.co.uk featured Florida in a January Sale E-newsletter and when entering the Florida section mentions St. Petersburg & Clearwater Beach as a favourite Florida Beach destination.

TRADE SHOWS

Holiday & Travel Show, Manchester 15 – 17 January 2010

The UK office attended The Holiday & Travel Show in Manchester from 15th – 17th January 2010. A total of 38,521 consumers attended the show this year which is down year on year as just over 56,000 consumers attended the show in 2009, however, the quality of the consumers and the enquiries that we received proved that it was still a show to consider attending as long as visitor numbers didn’t continue to decline in the future. There were only a few USA exhibitors attending the show and apart from our area of Florida, Discover New England and the Capital Region USA were the only other area’s represented from North America. As always we saw a good number of consumers interested in St. Pete/Clearwater with some consumers already having booked to travel to our area in 2010 seeking information about what to see and do within our county. The Holiday & Travel Show in Manchester has been running for the past 18 years and is one of the largest and most established consumer events of its kind in the UK. Other exhibitors included tour operators, travel agencies, airlines, tourist information organisations and places of special interest.

REISELIV, Oslo, Norway 14-17 January 2010

Florida’s Beaches attended Reiseliv the stand manned by Peter Moss and Alfredo Gonzalez. The “Discover America” Pavilion was well supported with 25 companies represented. As usual the first two days were designated as “trade days”. Unfortunately the attendance was very low which mirrors other exhibition “trade days” of this type. Fortunately the two consumer days were extremely busy with high interest levels in travel to the USA, especially Florida.

I am pleased to report that with some control we managed total brochure distribution, apart from a box each of brochures from St.Pete/Ft.Myers and Ft.Lauderdale, which were given to one of the tour operators.

From a tour operator standpoint both Nordman's Reiser and USA Specialisten were exhibiting along with the recently formed American Holidays AS. This company has been set up by Widar Jensen (Chair of the Discover America Committee) and Jaye Smith formerly with Flyaway Tours. To confuse things Lasse Hjorthen the former MD of Flyaway has also set up a new company called "America Tours".

Business to the USA from Norway suffered in 2009 however the recession did not have as much effect as in other European countries and operators are reporting a much healthier situation than at this time last year.

MATKA travel trade and consumer show in Helsinki, Finland 21-24 January 2010.

Florida's Beaches attended MATKA which is the biggest travel fair in the Nordic Countries. The Florida's Beaches stand was manned by Peter Hannaford and Alfredo Gonzalez. The first two days of the show were for the trade with the second half of the second day being opened to the public also. The last two days were consumer days. Florida's Beaches were situated in the Discover America area with a total of 10 exhibitors in the area. US Airways / Euros USA (receptive) / Carnival Costa /Matkan (CO GSA) / Hertz / Wellington International (NYC Hotel) / Discover America / Beacon Intl (NYC Hotel) / Florida's Beaches. The first day was much quieter than the rest but there was a lot of interest in our destinations. Friday (Day 2) was busy (busier than 2008) and Saturday the busiest of the show. Sunday was quieter than 2008 and very quiet in the morning. This is likely due to a snow storm in the morning which kept people away until around 1pm. In terms of destinations and brochures there was interest in all areas. All Miami material was gone by late Saturday evening.

Show statistics were as follows:

Total Numbers	81,537	(85,669 in 2008).
Thursday	8,276	(8,603)
Friday	21,233	(20,411)
Saturday	31,550	(32,665)
Sunday	20,478	(23,990)

Overall the show was a definite success and provides a good value method of promoting each of our areas. The Finns are definitely interested in Florida and options to twin centre with Orlando (Disney/Universal). Due to the number of visitors I would still recommend two people attend this event. Show dates for 2011 are 20th – 23rd January.

ENQUIRIES:

Telephone/website enquiries for information and/or literature 133

MARKET INTELLIGENCE:

03 January 2010 – Source Travel Daily

British airports set to ramp up security

Passengers have been warned to expect tighter baggage laws on US flights following the Detroit terror scare. According to the Times, new regulations are being introduced in British airports to ensure travellers bound for the US have only one carry-on bag. The guidelines, which have been brought in at the request of the US Government, were given to all airlines operating from the UK following the failed bomb attempt on a Northwest Airlines flight from Amsterdam in the Netherlands. A spokesman for BAA, which operates several airports including Heathrow, said: "The majority of air passengers will just go through airport security as normal. Previously, on US bound flights a certain proportion of passengers have been obliged to undergo a secondary search just before boarding their flight. What has changed is that this secondary search is now mandatory for all passengers. They - and their luggage - will be searched a second time at the gate by their airline." Meanwhile, the Telegraph reported that pressure is growing for the introduction of full body scanners at all UK airports after the Dutch Government announced that they will be using them on flights within the next month. By projecting an image of the passenger's body on to a screen, the scanners can see far more than the traditional metal detectors. However, the new device has caused considerable controversy amongst privacy advocates who claim the new products are invasive and shouldn't be used in airport security.

04 January 2010 – Source Travelmole

Body scanners for UK airports

Full body scanners are to be introduced at UK airports. The measure has been demanded by prime minister Gordon Brown in the wake of the foiled bombing of an aircraft flying from Amsterdam to Detroit on Christmas Day. Increased security covering travellers from 14 countries to the US has also been introduced. But critics of Brown claimed the kneejerk response to the Detroit incident would do little to prevent terrorists passing through airports carrying sophisticated explosives strapped to their bodies.

04 January 2010 – Source Travelmole

Stuff the staycation

Many people who took domestic holidays in 2009 are set to abandon the UK this year, a new study shows. More than half of those who holidayed in the UK last year plan to travel abroad in 2010. The poll of 3,000 consumers by travel site www.simonseeks.com found that people are prepared to cut back on areas such as going out and buying new clothes in order to take an overseas holiday. Fifty six per cent of those surveyed are to turn their backs on 'staycations' in 2010 and plan to head for sun, sea and warmer climates, with Spain, USA and France emerging as travel hotspots. But 41% will cut back on this year's holiday budget, saving an average of £391. People are opting to compromise in order to pay for their 2010 holiday. The survey found holidaymakers will spend an average of five days researching and comparing prices before booking their holiday. They are also particularly keen on money-saving schemes, and two thirds would be happy to wait until the last minute to book if it meant finding a cheaper deal. But they won't cut the holiday short or downgrade their destination to save money. Company commercial director Chris Nixon said: "The research reveals a real determination to travel - especially among those who didn't take a holiday overseas in 2009. "Staycation was the buzz word of 2009 but it

seems that 2010 is will be more about a compromise culture, with people giving up short terms benefits to ensure they can afford that holiday abroad.”

05 January 2010 – Source Travel Daily

New York named as top US destination in 2009

New York City was the most popular US tourist destination in 2009, and visitor levels may increase this year, the city’s mayor, Michael Bloomberg, said. According to a Bloomberg report, citing the city’s marketing office, NYC & Co, New York’s 45.25million visitors surpassed Orlando after finishing second in 2008.

06 January 2010 – Source Travelmole

Spain dominates top 2010 travel spots

The top 50 most searched for destinations from UK airports for travel in 2010 have been revealed. Malaga is in the top spot, moving up one place from last year. Tenerife and Alicante are second and third, meaning Spain takes the top three positions, according to the data from travel search site Skyscanner. Spain is yet again the most popular country for Britons to visit, with 11 Spanish destinations within the top 50, five of which are in the top 10. Orlando is a new entry into the top ten (4th), rising 12 places since last year. Dalaman holds its position as the 5th most searched for destination for a second year in a row. New York breaks into the top 10, up five positions from last year. Palma comes in 8th, down one place since last year; Lanzarote is ninth, rising four places, and Geneva is 10th, dropping two places. New entries to the top 10 are Johannesburg and Cape Town, which will be hosting the World Cup in 2010. Melbourne, Kuala Lumpur and Hong Kong also entered the top 50. Destinations dropping most in search volume are Edinburgh, Salzburg, Murcia, London and Fuerteventura. Skyscanner co-founder and business director Barry Smith said: “These early indications show that Spain is still by far the most popular destination for British travellers. “Medium and long haul locations also seem to be on the rise compared to last year, suggesting that holiday budgets may be growing after a tough financial year.”

07 January 2010 – Source Travel Weekly

Agents ‘cautiously optimistic’ about summer sales

Agents are “cautiously optimistic” about summer holiday sales at the start of the peaks period – but winter holidays continue to suffer. Sales were mostly for summer 2010 rather than winter holidays, with all-inclusive and non-euro destinations remaining strong. Advantage Travel Centres commercial director Julia Lo Bue-Said said the current winter market was not performing well, with Advantage agents seeing peak sales drop by 10%. However, Advantage saw sales of summer 2010 packages increase 20% for the first week after Christmas, partially driven by a 40% increase for eastern Mediterranean sales. “The enquiry levels are up and agents are very positive as the conversions are there in very significant numbers,” said Lo Bue-Said. Many agencies opened for three or four days over the Christmas period, with Saturday January 2 reported as the busiest day. Daniele Broccoli, owner of Britaly Travel in Peterborough, and trade-only tour operation Typically Italian, said: “It is a pretty steady sell at the moment and I am cautiously optimistic.”

Wetherby-based Spa Travel owner Paul Dayson said sales were up 24%, but complained that some independent tour operators were not available to deal with enquiries. "We were really busy on Saturday [January 2] and I couldn't get through to some operators, while some closed at 1pm," he said. Worldchoice said pricing was holding up, with an average booking price after December 29 2009 of £1,000 per person, up from £570 last year. Operations director Bill Pickering said: "Flight-only and cruise did well and represented more than half of the bookings." On the Beach commercial director Johnny Pollard said: "We are up around 70% year on year so far. There are a lot of bargains out there and people are taking advantage. It has been all summer holidays so far, no late winter bookings. Turkey and Egypt are very busy and all-inclusive is ahead of everything else." Despite some positive reports, a note of caution came from a consumer survey for Travel Weekly by market research company TNS. It revealed that almost four in 10 customers do not plan to take a holiday in 2010. Of those planning a holiday, half said they would take only one trip, while just one in five will take three or more. [TNS head of travel and tourism](#) Tom Costley said: "The overall picture of 2010 holiday plans seems very similar to last year, but we know from experience that people's intentions can differ quite substantially to what they eventually choose to do."

12 January 2010 – Source Travel Daily

2009 Airport figures drop; BAA predicts turbulent year

Airline passenger numbers dropped in 2009, as a result of the recession and 'staycation' effect. The Telegraph reported that there were 4.7 million less travellers passing through airports last year compared to 2008. The 4.1% drop, which was announced by BAA, supposedly reflects the credit crunch and high demand for British holidays. The worst hit hub was Stansted, with a 2.3 million drop, which management has argued is the direct result of Ryanair and EasyJet's cut back on capacity. Passenger numbers began to dwindle significantly during the first half of the year, after the Met Office predicted a 'BBQ summer' and people across the UK felt the effects of recession. However, when the aforementioned hot weather failed to arrive, Stansted, and other airports across the country, experienced a surge in traffic. A spokesperson for Stansted, which is heavily dependent on holiday passengers, described 2009 as a "game of two halves". Meanwhile Glasgow Airport also felt the pinch last year, with an 11.3% fall in numbers. The Scottish hub ran into further problems following the collapse of Globespan at the end of 2009. "2009 was a difficult year for our airline customers," said Colin Matthews, BAA's Chief Executive. "Towards the end of the year, we saw signs of improvements, particularly at Heathrow, but there are more challenging times ahead in 2010."

12 January 2010 – Source Travel Daily

Flight schedules rise in January 2010

This month's analysis of the OAG (Official Airline Guide) schedules database indicates that airlines worldwide will operate 2% more flights in January 2010 than in January 2009. The total number of scheduled flights operating this month is 2,370,027, with an overall seat offering of 294,636,429 – a year-on-year increase of 3%. Flight operations within Europe have reduced by 2% and there is a marginal increase of 1% in the offered seats. January 2010 has a decline of 8,825 flights and an increase of 377,416 seats compared to January 2009. Traffic to/from Europe though shows a positive growth with an

increase of 5% in number of flights and 3% in offered seats. Several regions, including Asia, the Middle East and Africa saw strong improvements this month, however worldwide performance was pegged back by declines within Europe and North America (-3%).

14 January 2010 – Source Travel Weekly

US ESTA forms to become compulsory next week

Brits wanting to visit the US will have to receive approval to travel in advance from the Electronic System for Travel Authorisation as of Wednesday January 20. Although the scheme was introduced in January last year it wasn't compulsory until now. The online ESTA form replaces the green card that was filled out by passengers on board their US flight, and it is recommended travellers fill it out at least 72 hours before their departure. British Airways director of customer service Silla Maizey urged travellers to make sure they are approved before departing, adding: "It only takes 15 minutes to complete an ESTA and the vast majority of applicants will receive approval for travel within minutes, although it can take up to 72 hours. "Under the new regulations, we will not be able to accept US-bound customers for their flight if they have not received ESTA approval or if they do not hold a valid visa or Green Card. Most of our customers are already familiar with ESTA as it has been in place for more than a year, although not fully implemented." The trade has expressed concerns that the ESTA form may deter consumers from visiting the US, while there are also concerns over a possible \$10 charge for filling out the form.

19 January 2010 – Source Travel Daily

International tourism to rebound in 2010 – UNWTO

Growth returned to international tourism in the last quarter of 2009, contributing to better than expected full-year results, according to the latest edition of the UNWTO World Tourism Barometer. International tourist arrivals fell by an estimated 4% in 2009. Prospects have also improved with arrivals now forecast to grow 3-4% in 2010. International tourist arrivals for business, leisure and other purposes are estimated to have declined worldwide by 4% in 2009 to 880 million. This represents a slight improvement on the previous estimate as a result of the 2% upswing in the last quarter of 2009. In contrast, international tourist arrivals shrank by 10%, 7% and 2% in the first three quarters respectively. Asia Pacific and the Middle East led the recovery with growth already turning positive in both regions in the second half of 2009. Europe ended 2009 down 6% after a very complicated first half (-10%). Destinations in Central, Eastern and Northern Europe were particularly badly hit, while results in Western, Southern and Mediterranean Europe were relatively better. The UNWTO has forecast a growth in international tourist arrivals of 3-4% in 2010. By region, Asia is expected to continue showing the strongest rebound, while Europe and the Americas are likely to recover at a more moderate pace. Growth is expected to return to the Middle East while Africa will continue its positive trend benefiting from the extra boost provided by the 2010 FIFA World Cup in South Africa.

19 January 2010 – Source Travelmole

Travel Counsellors smashes sales records

Travel Counsellors beat all previous sales records last Friday, achieving sales of £1.86

million. This beat the previous best day of £1.52 million in January 2008 by 22%. The total number of bookings contributing to the sales figure was 1,003, a company record, with the average booking value at £1,915. Travel Counsellors recorded its third highest sales day on January 12 of £1.49 million followed by sales of £1.45 million on January 14, when it also experienced its best ever sales day for in-house dynamic packaging system Phenix. The home working agency group went on to achieve its second best ever sales day yesterday (Monday) with sales of £1.58 million. All together the company has reported seven of its top ten sales days in its history during January 2010. Since the start of its financial year on November 1, 2009 Travel Counsellors has achieved sales of more than £50 million, 38% up on the previous year and 26% on 2007. UK sales are 23% up on the previous year, with the average booking value up by seven per cent. The company, which now operates in seven countries and has over 1,100 agents worldwide, has reported its international sales are 100% on last year and 300% up on 2007. Overseas sales now account for 50% of growth on last year and 90% of growth on 2007. Its international sales account for 26% of total sales so far this year. Travel Counsellors operates in the UK, Ireland, the Netherlands, the US, South Africa, Australia and Canada. The company's global sales for the financial year ending last October were £255 million, a five per cent increase on the previous year, and forecasts turnover of £315 million for 2010. It also expects to recruit a further 200 Travel Counsellors over the next 12 months, as more travel professionals look to increase their earning potential running their own travel businesses from home.

22 January 2010 – Source Travel Daily

Florida Gulf gets new branding

Florida Bradenton Area CVB, also referred to as Florida's Gulf Islands, has transformed into 'Anna Maria Island and Longboat Key'. The changes have been made under a new UK branding campaign, which is set to start in February 2010. With an increase in investment in the UK market and a new US website, the UK trade presence of Anna Maria Island and Longboat Key is set to grow.

22 January 2010 – Source Travelmole

Apartments Abroad collapses

Long established accommodation only company Apartments Abroad has ceased trading despite last-ditch efforts to sell the business. The Stoke on Trent-based firm, which handled 100,000 customers a year via its apartmentsabroad.com trading division, failed yesterday. Steve Currie, a director at the Stoke office of business rescue, recovery and restructuring specialists Begbies Traynor, confirmed that attempts to establish a rescue package for the company had failed and it had ceased trading.

26 January 2010 – Source Travelmole

Rebound in travel optimism claimed

More than three quarters of senior travel industry buyers claim to be optimistic for the prospects for the trade in 2010. A poll of members of World Travel Market's Meridian Club, the business club for the travel industry's most senior buyers, found that 84% are

showing optimism. More than six out of ten of the 659 senior buyers surveyed say the industry will perform better in 2010 than in 2009, with a further 33% believing the industry performance will be on a par with last year. Six per cent fear 2010 will see the industry perform worse than it did in 2009. Meridian Club members have even more confidence in their company's performance in 2010 with 92% stating they are optimistic about their organisation's performance this year. Seven out of ten say they believe their company will perform better in 2010 than it did in 2009, with a further 27% expecting it to perform broadly the same as last year. A minority of three per cent expect their organisation to perform worse in 2010 than it did in 2009. Prior to the economic downturn the industry was expected to grow by four per cent in 2009, according to research by Euromonitor International unveiled at WTM. But the industry shrank last year with the World Travel & Tourism Council stating the industry's global Gross Domestic Product declined by 3.6%. Meridian Club marketing manager Mark Jakobsen said: "It is great news for the industry that it's most senior buyers expect it to bounce back this year. "The global financial downturn has had a significant impact on a number of industries including travel and tourism. "Consumer confidence is starting to recover and Meridian Club members say this is reflected in bookings so far in 2010 and are confident this will continue throughout the year."

28 January 2010 – Source Travel Daily

2009: aviation's worst ever decline – IATA

But hope for 2010 as Q4 sees signs of improvement... The International Air Transport Association (IATA) has reported the full year 2009 demand statistics for international scheduled air traffic, showing that the industry ended 2009 with its largest ever post-war decline. Passenger demand for the full year was down 3.5% with an average load factor of 75.6%. In December 2009 however, passenger demand recorded a 4.5% improvement compared to December 2008, with a load factor of 77.6%. While this is an 8.4% demand improvement from the February 2009 low point, it is still 3.4% below the early 2008 peak. Carriers in Asia-Pacific, Europe and North America recorded year-on-year declines in passenger demand of 5.6%, 5.0% and 5.6% respectively in 2009. Asia-Pacific carriers stand out as benefitting most from the year-end upturn with an 8.0% year-on-year improvement in December. This reflects their 35% contribution to the year-end rise boosted by the significant economic upturn in the region. Middle Eastern carriers generated the fastest growth in passenger traffic at the end of the year with a 19.1% increase in December (and 11.2% growth for the entire year). These gains result from Middle Eastern carriers taking a larger share of long-haul connecting traffic through their hubs. "In terms of demand, 2009 goes into the history books as the worst year the industry has ever seen. We have permanently lost 2.5 years of growth in passenger markets and 3.5 years of growth in the freight business," said Giovanni Bisignani, IATA's Director General and CEO.

28 January 2010 – Source Travel Weekly

Travel trade enjoys best week for summer 2010 sales

The week ending January 23 was the strongest yet for summer 2010 holidays bookings, according to the latest official booking data from GfK Ascent-MI. Year-on-year comparisons showed that 34,000 more sales were made than in the same week in 2009.

There were also signs of a revival in the family market after it accounted for about one-third of bookings made. The Co-operative Travel director for retail distribution Trevor Davis confirmed the week had been a success after the chain recorded its best-ever day of trading on January 16, followed by its second best on January 23. He said business picked up last week as the bad weather abated and consumers who did not take a foreign holiday last year decided to book this year. Davis said: "Consumers want summer sunshine and the only way of being sure of getting that is to go overseas." Advantage Travel Centres commercial director Julia Lo Bue-Said said the number of passengers booking summer 2010 package holidays last week was 20% ahead of the previous year, with Turkey and Egypt proving strong. She added that this was largely due to concerted consumer advertising and marketing campaigns by tour operators and retailers. Worldchoice operations director Bill Pickering said the consortium was yet to see a resurgence in the family market as couples were dominating sales. But he added that overall passenger numbers for summer 2010 were 15.5% ahead of this time last year. Global Travel Group managing director Dave Clayton said summer 2010 sales last week were 22.6% up. GfK Ascent-MI managing director Sarah Smalley said although passenger numbers for summer 2010 remained 6% down year on year, revenue was up 1% as travel companies targeted profit over volume. She added: "This is a performance that those operators and retailers driving it should be very proud of."