

UK OFFICE

JUNE 2010 REPORT

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TOUR OPERATORS

North America Travel Service (NATS)/Key to America (KTA)

A meeting was held with Karen Farrar, Product Manager at NATS & KTA to discuss area updates etc. We were advised that US sales for 2010 are up by 10% over 2009 year to date. NATS currently feature the Hyatt Regency Resort & Spa in Clearwater and that KTA feature the Don CeSar, The Sheraton Sand Key and the Hilton Clearwater Beach in their respective brochures and this product will remain the same for 2011. We were advised that their top selling hotel for KTA is the Don CeSar Resort due to their free night's promotions. Room night stats were unfortunately unavailable.

Co-operative Travel Group (Escape Brand)

Meeting held with Elise Lewis, Product Manager at Escape to discuss our area and offer assistance if needed. Co-op Travelcare advised us that Florida product outside of Orlando is almost non-existent with Florida Homes being the main core of their accommodation business. Follow up to Elise will include details of condos in the Clearwater/St. Pete area to see if they would be interested in contracting with these.

1st Class Holidays

A meeting took place with Sharon Mason, Product Manager at 1st Class Holidays to discuss our area and provide updates etc. 1st Class Holidays currently take 90% of their bookings from UK travel agents and do not produce an actual brochure but offer an online digital version that their travel agencies can then download to check product. 1st Class Holidays was set up in Manchester (England) during 1996 and has quickly become a market leader for travel to Canada. Since that time, America and New Zealand have been added to their range of destinations. They currently feature 1 night in Clearwater/St. Pete as part of their Florida Fantastic fly-drive tour and offer accommodation at either La Quinta Inn or Sirata Beach.

Lastminute.com

Meeting held with Scott Humble to talk about VSPC product and how to increase bookings. Lastminute.com are owned by Travelocity and the product shown by Lastminute did not tally with what we know is featured in VSPC by Travelocity. Upon further investigation, Lastminute realised they were reporting room night stats incorrectly and this problem is currently being rectified. Once product is featured correctly we can move forward with discussion on co-op marketing.

OTHER MEETINGS

Orlando Tourism

Meeting held with Zoe Ward Waring, Orlando Tourism re ongoing joint co-op. Due to the oil spill, Orlando Tourism are keen to support us as they see us as their beach. They want to

ensure that potential 2nd or 3rd time visitors to Orlando, who want to spend time at the beach, are not discouraged from coming. Decided to move ahead with joint co-op opportunities in September and have targeted TUI (First Choice and Jetsave brands) and Barrhead Travel in Scotland who also have a large number of retail outlets throughout Scotland. Currently awaiting proposals from all parties.

Fleishmann-Hillard

Meeting held during DT's UK visit for a recap of activity that has taken place and future plans.

TRADE LIAISON

- Ongoing liaison with Fleishmann-Hillard and UK tour operators re possible effects of oil spill. Tour operators continue to report that they have not received enquiries or cancellations as a result of the spill. They have requested that we continue with a reactive PR response.
- Amberley Castle – The VIP event in conjunction with Busch Gardens took place on 24th June. The following tour operators attended.
 - Gary Orr – Virgin Holidays
 - Alison Leslie – Virgin Holidays
 - Carol Williams – Travel City Direct
 - Lee Burns – Funway Holidays
 - Caroline Smith – BA Holidays
 - Kathryn Brownrigg – BA Holidays
 - Suzanne Harvey – Jetsave/TUI
 - Neil Garner – Cosmos
 - Heidi Blades – Premier Holidays
 - Dee Burdock – American Holidays
 - Diane Lander – Thomas Cook Signature
 - David Gawn – Attraction Tickets Direct
- Attended the BA Holidays/BA key client event hosted by Visit Florida. Attendees from BA and BA Holidays included product, marketing and network planning as well as the Managing Director of BA Holidays.
- Update meeting held with DT during his trip to London
- Co-op activity took place in May/June with Virgin Holidays as part of their national Florida integrated campaign. Adverts were included in the Times and Metro national newspapers.
- Results from the April/May co-op activity with Travel City Direct and Orlando Tourism have been received.

Direct Mail :

Total Calls Received - 1356 Calls
Total Bookings Direct - 108 bookings /466 pax

Email Campaign :

The email open rate was 30% (10,500 opened email) with a click through rate of 8%, both of which compare favourably with TCD tactical email activity performance

Total Booking Online: 19 bookings / 76 pax

Total Bookings from DM & EM campaign : 127 bookings / 546 pax

- TUI Specialist (Jetsave Florida) – Jetsave Florida have extended and are continuing to promote the co-op marketing activity we have scheduled with them, free of charge. The banner ad on the main homepage is still running and continues to go through to the dedicated landing page and this still features free inclusion of video footage on their website. We also re-arranged training for their call centre staff which took place on the 1st June to coincide with the marketing activity. Twenty Five call centre staff were trained on all aspects of our area and were also provided with literature including key selling points and area maps. Final results to follow in next month.
- Premier Holidays Update – The promotion that we have running with Premier Holidays is continuing into the month of July. The promotion includes a discount for couples booking a package that includes a stay in St. Pete/Clearwater as well as in-store posters for the retail travel trade, a staff incentive, an e-newsletter and a link to offer pages in the dealchecker.co.uk travel e-newsletter.
- Registration for WTM 2010 has been completed and VSPC will take the same space as 2009. Alternatives to sponsorship of the coat check area are currently being investigated.
- VSPC hosted a Virgin Holidays fam of 33 agents that came to the area in June. The group participated on a dolphin cruise.
- Travel Uni Update – The draw was made for the 10 prize winners from the recent Travel Uni competition and goody bags have now been distributed. The goody bags consisted of VSPC giveaways including pens, note pads, key rings etc.
- Trailfinders Update – The promotion which included a marketing email to their consumer database of over 350k consumers, offers to the area promoted on trailfinders.com and also on the Trailfinders plasma screens in 22 travel centres has now been completed. Results to follow shortly.
- Travel Counsellors – Discussions taking place with Simon Ward at Travel Counsellors with regards to co-op marketing opportunities to include a full page advertorial in their September newsletter to 60,000 consumers on their database. We have also been offered a free 30 minute slot on Travel Counsellor's TV to train Travel Counsellor's around the UK.
- Selling Long Haul (SLH) – Full page ads will appear in the July/August/September editions of Selling Long Haul promoting proximity to Orlando and the diversity of activity available in VSPC. Adverts will also run on the SLH website during this time linking to a competition page. In addition we have been given a double-page editorial spread free of charge in the September edition of the magazine.
- Virgin Holidays Staff Incentive – The Virgin Holidays reservation staff incentive was confirmed and commenced in the month of June. Reservations agents have the

chance to win (based on sales with a minimum of ten bookings) one of three prizes, an iPad, iPod Touch or an iPod Nano. Results to follow.

- Travel City Direct – The TDC staff incentive for their reservations agents during the months of June and July has commenced. Again the prizes will be the same as the Virgin Holidays incentive but will run for a period of two months due to lower sales volumes.
- Virgin Travel Centres – A Virgin Holidays Travel Agency staff incentive has been finalised. All 30 travel centres around the UK will be participating in the incentive with the top three prizes on offer being an iPad, iPod Touch and an iPod Nano. The agents have to make a minimum number of 5 bookings to qualify. The retail store incentive launched on the 16th June and will run for a period of six weeks.
- STA Travel – A meeting has been scheduled with Paul Celaschi, Contracting Manager for North America at STA Travel to discuss area updates and possible training/marketing opportunities.
- Visit USA Association UK – St. Petersburg/Clearwater featured in the VUSA monthly trade e-newsletter with details of the new Hyatt Regency Resort on Clearwater Beach and the brand new Salvador Dali Museum Facility due to open in 2011. The e-newsletter is distributed to 25,000 trade personnel in the UK.
- Visit USA Committee Ireland – Provided details of our award winning beaches to the VUSA committee in Ireland for their Visit USA Summit luncheon which both trade personnel and press attend.
- Bon Voyage Travel & Tours – Bon Voyage featured Fabulous Florida Retreats in their consumer e-mail newsletter and included details on the Sandpearl Resort in Clearwater.
- Barrhead Travel – Provided Barrhead Travel with the most up to date copy, logo's, key selling points and details of how to obtain up to date images for our area.

ENQUIRIES:

Telephone/website enquiries for information and/or literature 58

MARKET INTELLIGENCE:

02 June 2010 – Source Travelmole

Cost of Living survey unveils cheapest holiday destinations

Thomas Cook has revealed where holiday spending money goes the furthest in its Cost of Living survey 2010. Costs have dropped in a number of locations, including mainland Spain, the Canaries and Balearic Islands. Daily costs in Morocco, meanwhile, come to just £29.42 - nearly £20 cheaper than the UK. The ever-popular Egypt and eastern med favourite, Turkey, continue to be great value for money mid haul destinations, while India

remains the cheapest destination overall, with a beer costing just 68p. Here is the full list:

Top Seven Short and Medium Haul Destinations

1. Morocco £29.42 Cheaper in 2010 by £6.75
2. Egypt £30.45 Cheaper in 2010 by £3.56
3. Mainland Spain £31.27 Cheaper in 2010 by £3.39
4. Turkey £34.95 More in 2010 by £1.21
5. Canary Islands £36.18 Cheaper in 2010 by £5.92
6. Tunisia £36.75 More in 2010 by £3.70
7. Balearic Islands £38.36 Cheaper in 2010 by £4.14

Top Seven Long Haul Destinations

(Destination/Three Course Meal/Beer/Total Daily Expenses)

1. India £5.48 £0.68 £17.10
 2. Cuba £10.00 £1.07 £24.23
 3. Malaysia £14.00 £2.24 £31.33
 4. Mexico £25.00 £1.80 £39.80
 5. South Africa £17.00 £1.16 £40.34
 6. Canada £19.50 £2.40 £45.60
 7. USA £15.90 £2.55 £46.95
- UK daily expenses total £48.82

Thomas Cook UK & Ireland chief executive Ian Derbyshire said: “The fantastic news for travellers this year is that the cost of everyday essentials have gone down in many resorts so those looking to enjoy themselves on excursions and evening entertainment will be able to do exactly that. “Medium haul destinations like Turkey and Egypt are still extremely good value compared to the UK, and with holidaymakers having the option of all-inclusive packages, daily expenses are being cut down even further.”

02 June 2010 – Source Travelmole

Kuoni opens store number nine

Kuoni has opened its ninth luxury travel store this week in Cheltenham. Customers can expect in-store refreshments made to order, natural wood desks, leather seating, and interactive video screening to showcase far flung destinations. Roberto Balasco has relocated from the Bristol shop to become store manager. Kuoni distribution director Derek Jones said: “Kuoni Cheltenham is our ninth travel store and in our running total we have not included our luxury travel pop-up pod in Westfield. “The Cheltenham store follows hot on the heels of the Solihull opening and we hope to be able to soon announce the next city destination for store number 10.”

03 June 2010 – Source Travelmole

Optimistic traditional agents using technology to beat OTAs

Irish business and leisure agents are displaying an optimistic outlook over the next three months, according to new figures from technology supplier Amadeus. More than half of these agents foresee bookings picking up by 20% from now to the end of August, compared to the same period last year. Some 58% of leisure agents and 67% of business travel agents

see the future as rosier than 2009. The Amadeus survey also showed that agents felt improved travel technology systems were allowing them to spend time being more attentive to customers. But some 54% of leisure agents and 82% of business travel agents said further automation of back office tasks could speed up the time it takes to do them by a quarter. Amadeus completed the survey to underline how traditional agents could steal ahead from online competitors by using technology to buy time which could be spent talking with their customers. Said Amadeus Ireland's general manager Volker Lorenz: "One key competitive advantage for traditional travel agencies is being able to offer the personal touch when they interact with customers. "The research demonstrates more travel agents see that technology enables them to deliver the superior customer service that builds loyalty. As a result, we are seeing what we describe as a growing "agents for change" community in Ireland: travel agents who embrace technology as never before to enable greater customer focus through increased automation." Lorenz highlighted Amadeus All Fares, which helps agents find best offers available on a single screen, Amadeus Ticket Changer, which automates the reissuing of tickets and Unused E-Ticket Tracking Report as examples of how agents can reclaim time.

03 June 2010 – Source Travelmole

Brits will go into red to fund a holiday, says Lonely Planet survey

A third of Brits are willing to get into debt in order to take a holiday, according to a survey by Lonely Planet. And nine out of ten of its respondents said they value travel and experiences higher than they do material possessions. Some 35% of the people surveyed said they would put the cost of a holiday on a credit card and 24% said they would sell possessions in order to raise the money for a trip away. A further 10% said they would take out a loan or overdraft to raise the funds necessary. Just 1% said they would not take a holiday because they didn't have enough money. But before you put your head in your hands at the nation's lack of financial prudence, the survey also showed that 63% said they adjusted their lifestyle and spent less in order to afford a holiday and 61% said they would raid their savings. The survey revealed that almost everyone put cultural sites at the top of their to-do lists with scenery and nature coming next (89%). Food and drink was an important factor, with 83% saying they rated this aspect of the holiday highly. Only 32% said chilling by the pool was an important part of their holiday. Lonely Planet readers clearly are not the romantic types either – only 12% said finding love was important while away. Lonely Planet commissioned the survey to celebrate the launch of its new full-colour guidebook series Discover.

08 June 2010 – Source Travolution

Virgin signs up Digital Visitor for social media play

Virgin Holidays has joined forces with Digital Visitor to unveil a social media application for its website. From July, the website will feature a white label version of Digital Visitor's Visitor Review platform enabling customers to upload and share pictures, videos and reviews of their holiday experiences. The tour operator is seeking a return on its investment through increased enquiries and conversions from new and existing customers via the new application. Virgin Holidays is also hoping to achieve greater browsing time and a rise in organic traffic through the tie-up. Digital Visitor already works with Visit Britain and signed a deal with Flight Centre earlier this year.

09 June 2010 – Source Travelmole

BA strikers feeling the pinch

Hard up British Airways cabin crew are beginning to wane in their support for the strikes, according to reports. As union Unite completes its 22nd day of industrial action today, and ends the current five-day walk out at least until after the World Cup, there are whispers that chief executive Willie Walsh might be winning his war of attrition with crew. A Unite spokesman told the Financial Times people were “skint” and needed to go back to work although many still believed it was important to use the leverage so far achieved by the industrial action. Meanwhile University of Hertfordshire industrial relations expert Gregor Gall told the FT that there was a “hard core” who wanted to keep the strikes going and a “far less enthusiastic group who are wearying under the financial hardship.” Walsh has repeatedly sought to undermine the strikes by hiring extra crew, encouraging cabin crew to cross the picket lines and revealing better than expected scheduled take-off figures out of Heathrow. Conciliation service ACAS has pencilled in dates for talks but no resolution is in sight as the two parties are in deadlock over the restoration of travel perks taken from strikers by Walsh. Ironically, most other disputes about pay and conditions have now been settled. Walsh says his determination to stand firm against the strikes comes from a need to be able to be free to make further cost cuts in future, in order to balance the carrier’s books again, without fearing instant strikes. Meanwhile Unite must now decide whether it plans to ballot crew again for July strikes.

15 June 2010 – Source Travelmole

Acas tries to stop further BA strike action

Acas has stepped in to try to resolve the dispute between British Airways and its cabin crew. Peter Harwood, chief conciliator for the employment dispute organisation, has confirmed it has put new proposals on the table in a bid to prevent further strike action.

"This is a very damaging dispute for all concerned," he said. "The proposals we have put forward must understandably remain confidential, however, to enable the parties to reflect on them without the glare of publicity." Industry observers believe the new proposals involve travel perks being reinstated for BA staff. Harwood said he expects BA bosses to meet with Unite chiefs early this week, but added: "Given past events I hope everyone understands that the timing of any meetings and their location will be kept secret."

Meanwhile, BA has announced the launch of Gatwick-Cancun flights and a private jet service for customers in North America and the Caribbean.

18 June 2010 – Source Travolution

Facebook the new ‘window to the web’, says Firebrand

Facebook is the social media channel travel companies should be focussing on, according to Graham Lee, chief executive of specialist agency Firebrand. Lee told senior travel industry execs at a conference on London this week: "Facebook currently offers the greatest opportunities for travel companies." He explained that Facebook was emerging "as the window to the web, rather than Google" referring to last week’s Hitwise UK stats which said that social media networks drove more web traffic in May than search engines.

"Companies are using Facebook as a platform rather than building their own," he went on. "Display adverts are now directing people to the brands’ Facebook page rather than its web site." Travel companies were told that they were already leading the way in the UK, in terms of social media adoption. "The biggest appetite for social media comes from the travel sector, and in some pockets travel is the most advanced." Senior UK travel execs on

a separate panel were asked about their companies' use of social media. Paul Evans, chief executive of Low Cost Travel Group, said that his business had noted "the changing dynamics of Facebook as the entry point to the web", while Monarch Airlines' managing director Tim Jeans said that the business now had dedicated resources specifically for the channels. Nick Longman, TUI UK & Ireland distribution director hinted that "mobile, going forward, will become increasingly important for the research and booking travel as the quality of handsets continues to improve". And Carol Marlow, managing director of P&O Cruises, acknowledged that while very little cruise business is transacted online, the cruising community is very active in social networks, referring to brands such as cruise.co.uk and Cruise Critic. Another session at the WTM Vision conference was devoted to new research from Euromonitor International. Its head of travel and tourism Caroline Bremner said that by 2014, 25% of all travel sales globally will be transacted online.

18 June 2010 – Source Travelmole

Two new Virgins...

Myhotels director of operations Tristin Swales has been hired by luxury retreat brand Virgin Limited Edition as its new group operations manager. Swales will be responsible for the everyday running of the entire collection and will work on new developments worldwide. Meanwhile Low Cost Holidays' Richard Bodin has also entered the Branson fold and will become interim director of corporate development for Virgin Holidays. He will work across the brands Virgin Holiday Cruises, Virgin Holidays + HIP Hotels, Travel City Direct and Bales Worldwide.

21 June 2010 – Source Travelmole

Industry concern over Budget tax reforms

The travel industry is anticipating Tuesday's emergency Budget with alarm as many fear the move to a per plane tax could mean a massive hike in air fares. The trade has never been happy with APD levels but now fear the Liberal Democrats have persuaded Cameron's coalition government to tax travellers hard. ABTA has said that the move away from APD to the per plane levy could be just the excuse the government needs to raise some much-needed finances as chancellor George Osborne casts around for ways to make savings.

24 June 2010 – Source Travelmole

BA launches recruitment drive

British Airways has thrown itself into a huge recruitment programme in a bid to scupper union Unite's plans for summer strikes. The airline plans to take on more than 1000 new staff initially and will pay rookies £18000 for short haul work and long haul crew £35,000. Adverts for the new BA roles will go public today. Unite told the airline on Tuesday that it was planning to ballot members on new strike action which could mean walk-outs at the start of August. Currently, neither side will back down over a dispute that essentially boils down to crew being angry about travel perks that were withdrawn from strikers back in March.

28 June 2010 – Source Travelmole

World Cup disaster means busy week for trade

England crashing out of the World Cup yesterday was bad news for football fans but great news for the UK travel industry. Operators are expecting a surge in bookings this week now that England supporters will no longer be glued to their TV screens. Within an hour of England's defeat to Germany, lowcostholidays.com reported a sudden surge in web traffic, around 40% increase compared to the previous week. Matt Hall, head of product, said: "We knew that many customers were waiting to see how far England progressed before they committed to a holiday in the sun and the huge disappointment of England's defeat meant that they didn't waste any time." Its good news, too, for diehard football fans content to watch any national team play live as tour operators yesterday slashed the price of quarter-final packages. Thomas Cook Sport, one of the participating tour operators, has knocked more than £600 off its remaining four-day packages to South Africa for the quarter finals later this week. A company spokesman said the operator had a handful of ticket-inclusive packages remaining at the knock-down prices. "We expect to sell out, even though England won't be playing, because this is a great chance to see teams like Brazil and Argentina play live," he added.

28 June 2010 – Source Travelmole

BA makes 'final' offer to cabin crew

British Airways could be spared a summer of misery as its cabin crew have delayed a ballot on further industrial action. They are considering the management's 'final' offer to settle their long-running dispute. The cabin crew's union Unite said it is not recommending members accept the offer from management, but it has postponed the strike ballot that was due to begin tomorrow to give crew time to consider the management's proposal. Unite joint general secretary Tony Woodley, said: "As a consequence of the company's last and final offer the union and its representatives will have no choice but to delay our vote in order to allow our members to consult on the offer. "The company has made it clear that the offer on the table will be removed if the strike ballot starts on Tuesday. "It would therefore be inexplicable if we did not put this offer to our members, and I expect this course of action will be confirmed by our cabin crew representatives when they meet tomorrow." However, Unite has warned that it is not in a position to recommend the BA proposal to members because it does not fully reinstate staff travel arrangements stripped from crew who took lawful industrial strike action in March and May.

29 June 2010 – Source Travolution

Google stats hint at move away from late bookings

Britons are planning their 2010 breaks earlier than last year, according to Google's UK travel team. A white paper posted onto Google's UK travel blog looked at query and click trends during the first five months of the year. Overall travel queries are 20% ahead year-on-year, although the same period last year was during the height of the recession. Air is outperforming other sectors and is 24% ahead. However, Google notes that this includes a lot of ash-related queries, which were of little use to travel product advertisers. Clicks on travel ads are up 13% year-on-year while the cost per click for advertisers is down by 4% with hotels and car hire seeing CPC falls of 7%. "The drop in CPCs reflects the fact that auctions are less competitive as advertiser depth has declined by an average of 2% year-on-year," Google said. Advertiser depth is defined as the number of impression per matched query. The paper also referred to trends "which mark the departure of reliance on the lates market" based on a look at the two UK public holidays in May. This year, travel queries

peaked 11 days before the first holiday and 12 before the second. Last year, queries peaked only four days before for both. The trends reflect 2007 and 2008 patterns. Google suggests that interest in travel around the August holiday will peak a lot earlier than last year and advises travel companies to consider this when allocating budgets. It also suggest that travel queries relating to travel during school summer breaks would be more in line with 2007 and 2008 than 2009. In terms of destinations Paris is leading city break queries, with Spain and Turkey ahead for short haul holiday destinations. Queries for euro zone destinations are ahead, with interest in city break destinations strong. Despite their economic and environmental concerns, travel searches for Greece and Florida are up 23% and 31% respectively.

30 June 2010 – Source Travelmole

Travelmole Guest Comment: Oil spills over tourism in the Sunshine State

As summer arrives and Florida hopes to make up for the losses seen during the economic slowdown, the US state is threatened by the oil spilling out into the Gulf of Mexico.

According to the US Coast Guard, strands of the spill entered the Gulf's current and are moving towards popular tourist destinations in Florida including the Florida Keys and even Miami beaches and distressing a US\$60 billion tourism industry. Lisandra Minussi, Travel and Tourism Analyst at Euromonitor International investigates.

Recession hurt Florida first:

Before the Gulf of Mexico oil spill, Florida was already struggling due to the major slowdown seen in tourism flows as the global economic crisis hit the US and the "AIG Effect" that severely hurt business tourism to resort areas in Florida in 2009. Indeed, the number of domestic trips to the Florida state declined 4% in 2009, from 92 million to only 89 million. International arrivals were also impacted in 2009. The city of Miami, for example, saw the number of international tourist arrivals fall 9% in 2009, from 5.7 million to 5.2 million people.

Oil spill impacts consumer perception:

So far, there have been no reports of Deepwater Horizon Oil Spill-related oil products reaching the shore beyond Northwest Florida and no indication that the rest of the state will be impacted until the first week of July. However, cancellations began in June despite the lack of oil on beaches. In West Florida, for example, which takes in 90% of its crucial tourism revenue during the summer, hotels have already seen 50% of bookings cancelled.

Coping strategies:

In an attempt to alleviate oil spill concerns, the Department of Tourism in Florida started posting information about its destinations in real time on the web. Overall, tourists are able to see real-time images, webcams, Twitter feeds, beach condition updates and videos from people in Florida anytime at Florida Live - <http://www.visitflorida.com/floridalive>.

Additionally, the Department of Tourism launched a brand new advertising campaign, featuring two ads entitled "More Than Enough" and "Need to Know" aimed at diminishing consumer scepticism and misinformation in regards to the oil spill and its potential impact in Florida. In order to avoid losing sales during summertime, travel and tourism businesses have introduced a number of guarantees similar to the ones seen in the H1N1 outbreak. The "Open Beach Guarantee" from Orbitz, for example, offers full refunds on hotel stays if government authorities close a beach within 20 miles of the property or declares it dangerous. Hilton Worldwide is also offering a "Beach Satisfaction Guarantee" that waives

cancellation and early departure fees if guests stay at a hotel that is impacted by the oil spill in the Gulf.

Uncertain outlook:

Orlando, in the middle of the state, draws in many tourists to Florida and it will not be impacted by the oil spill. In fact, The Wizarding World of Harry Potter at Universal opened in June to great success, so travel to the city may increase this year thanks to new attractions. However, it's not likely to compensate for the loss of coastal tourists. While the oil-spill guarantees and discounts may lure tourists, it is uncertain when and if the oil washes up onto the shore. For now, government authorities have reported a change in ocean currents, which have minimized the impact risks from the oil spill in the Florida Keys and most part of the state peninsula. If the oil spill reaches the shore, however, it will likely encourage tourists to choose other sun and sea destinations that do not involve this risk. Furthermore, once there, it is uncertain how long it will take for cleanup crews to control the situation and how the environment will react to the chemicals use. This is very concerning as it could cast a shadow over the next two years on Florida's beach tourism industry.