

CENTRAL EUROPEAN OFFICE

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MARKET INTELLIGENCE / TRENDS

Pick-Up in January After Weak December

Holiday bookings in Germany have picked up strongly in January after a weak sales trend in December, according to industry sources and market surveys. Travel agents have seen a flood of bookings in the first few weeks of 2013 and all major tour operators, apart from Rewe Touristik, have high growth rates at present, according to fvw information. The positive trend is good news after a surprisingly weak December. The two monthly surveys of travel agency sales in Germany both reported a downturn last month.

According to market researchers GfK, holiday bookings dropped by 2.1% last month – although this was on the basis of a very strong 30% rise in December 2011. The weak demand affected winter holidays, above all, and has left winter season sales up by just 4.6% compared to an 8.2% increase at the end of November. Similarly, IT services company TATS reported a 3.5% fall in December revenues by travel agents using its IBIZA booking system. Leisure travel sales were down 3% while airline ticket sales fell 6.4%. For 2012 as a whole, however, German travel agents performed well with a 9% sales increase, according to the survey. Leisure travel sales were 3.4% higher while flights rose by 11.7%.

Positive Outlook for 2013

The German tourism market is heading for another good year in 2013 with stable consumer demand, according to the annual Reiseanalyse survey. Market researchers FUR, who conducted the survey for the Stuttgart travel fair CMT, said the results of the online survey pointed to strong demand this year. “The holiday indicators are lying at the high level of last year,” commented Martin Lohmann, FUR adviser and author of the Reiseanalyse.

According to the survey, 53% of Germans say they can afford to take a holiday this year and 59% say they will have the time to go away. About 24% want to travel more than last year and 28% will spend more, while only 17% will travel less and 18% will spend less.

Germans are also confident about the economic conditions for 2013, with the number who expect the economy to worsen dropping to 47% from 53% last year. Only 24% expect their personal financial situation to worsen compared to 26% last year, 51% expect a stable private year and 24% believe their private situation will improve. “Overall, this indicates a slight improvement,” Lohmann said.

In terms of destinations, no major changes are likely this year, according to the Reiseanalyse survey. Germany itself will remain the top destination (30%) ahead of Spain, Italy, Turkey and Austria, which collectively account for two-thirds of all holidays taken by Germans. However, long-haul destinations, the Mediterranean and Scandinavia can hope for higher German bookings this year, the results showed.

TUI: German Parent Eyes British Subsidiary

German-based TUI AG has held talks with UK subsidiary TUI Travel over a possible merger of the two companies to end the group's split, although many analysts and observers believe a deal remains unlikely. TUI AG owns a 56% share in TUI Travel, which was created through the merger of TUI's tourism business and Britain's First Choice in 2007, while former First Choice shareholders, including financial and strategic investors, own the remaining 44%.

TUI Travel generates an overwhelming proportion of TUI AG's revenues (80%) and profits and is fully consolidated financially into the German parent company. However, it is independently listed on the London Stock Exchange, meaning that the "two TUIs" each have to bear the costs and obligations of stock exchange listing. Many analysts have long criticized this split, claiming that the company's overall valuation suffers as a result, while some TUI AG shareholders, including Russian investor Alexej Mordachov and Norwegian shipping magnate John Fredriksen, are reportedly also unhappy about the impact.

Last week TUI Travel announced that its independent directors "have recently received an approach from TUI AG which may or may not result in a combination of the two companies. Discussions are at a very early stage, but are on the basis that any such combination, if effected, would be achieved not by a reverse takeover but by means of a nil premium all-share merger." The statement followed media speculation that TUI Travel, which is valued about twice as high as its parent company, might even try to acquire TUI AG under a so-called 'reverse takeover'. The reference to a 'nil premium all-share merger' means that the two companies' shares would be equally valued in a merger agreement

The announcement of TUI AG's approach to TUI Travel directors, which was made without the consent of TUI AG, means that under British company law the German company must now make a formal offer by February 13th or drop the plan completely. This is a significant date as it is when TUI AG will hold its annual shareholder meeting in Hannover where Fritz Jousen will take over as company chairman from long-serving Michael Frenzel. If terms are agreed, then an official offer could be announced at the AGM and presented as a successful deal by both Frenzel and Jousen.

The idea of a merger makes sense in that TUI AG cannot afford the high price of buying out the TUI Travel minority shareholders to gain full 100% ownership. A merger through a share exchange deal would be much more attractive in financial terms and would leave TUI Travel minority shareholders with holdings in a new single company instead. Above all, TUI AG shareholders Mordachov and Fredriksen reportedly hope to reduce the group's costs by up to €500 million through a merger, thus increasing company profits, potentially improving the dividend and helping to push up the share price.

But a merger also raises tricky questions. Would the new company be German or British? Where would the head office be and would the company be listed in London or Frankfurt? And who would be CEO: incoming TUI AG chairman Fritz Jousen or TUI Travel CEO Peter

Long? Some analysts believe these issues will block any merger agreement. Any 'nil premium' offer would be unattractive for TUI Travel shareholders since they would receive lower-value shares without any sale premium, they point out. Moreover, the appointment of Jousen as CEO of TUI AG was only supported by the company's works council under the condition that the company head office remains in Hannover. A London listing would inevitably strengthen the position of Peter Long and his designated successor Johan Lundgren, who is already responsible for TUI's entire package holidays business.

Airlines Demand Tegel Modernisation

International airlines are demanding urgent modernization of Berlin's over-filled Tegel Airport following the embarrassing decision to postpone the opening of the German capital's new airport for the fourth time due to continuing technical problems. The opening of the new Berlin-Brandenburg International Airport (BER) had already been postponed from the original date of winter 2011 to spring 2012, summer 2012 and then winter 2013 due to severe construction problems. In particular, the highly complex fire prevention systems were not ready for use.

This month it became clear that the (BER) airport will still not be ready for an operational opening in October 2013. The airport's recently appointed technical director, Horst Amann, described the problems as "grave and nearly appalling" and declined to predict when BER might be ready to open. Berlin mayor Klaus Wowereit has resigned as the airport's supervisory board chairman and Rainer Schwarz, head of the Berlin airport holding company, is expected to be replaced. The costs of the new airport, which lies alongside the small Berlin-Schoenefeld airport, are estimated to have soared to more than €4.3 billion from the original figure of €2 billion.

The latest delay poses major problems for airlines in Berlin which have been forced to continue using the outdated and overflowing Tegel Airport much longer than expected. The airport, scheduled to be closed once BER opens, suffers insufficient and ageing infrastructure, especially in terms of baggage handling after a lack of investment in recent years. In 2012, Tegel had to cope with a record 18 million passengers. Now Air Berlin and Lufthansa, by far the two largest airlines in Berlin, are demanding that capacity at Tegel Airport be expanded in order to cope with passenger volumes until the new airport is opened.

SALES ACTIVITIES

Vakantiebeurs (January 8th – 13th, 2013):

We participated in the Visit Florida stand at this important Dutch travel fair which attracted 102,393 visitors this year, a decline of 19.1% over last year. The Trade Day, however, saw an increase of 4.7% compared to last year. A visitor survey showed a mark of 7.5 (on a scale of 1-10) on the overall assessment of the fair. 73% of the consumers visited the show to obtain information about a vacation yet to be booked, 44% visited the fair to make a fun day of it, 24% came to choose a vacation destination, 20% were there to obtain information about a vacation already booked and 5% visited the fair to book a vacation. Upon being asked where their longest vacation would be spent in 2013, 47% stated Europe, 43% stated outside of Europe, 2% plan to vacation in the Netherlands and 8% had not yet made a decision. The survey also showed that 2.4 was the average number of vacations taken per year and EUR 3,493.00 is the average per person spend whilst on vacation.

Of note is that Visit Florida refrained from hosting the traditional tour operator luncheon this year, citing reports of reluctance by the operators to dedicate time to attend the event. Visit Florida has advised they will plan a separate in-country event for the Dutch tour operators at a later date.

CMT Stuttgart Super Sweepstakes (January 12th – 20th, 2013):

Known as one of Germany's largest and most important consumer shows, CMT Stuttgart attracted 211,000 visitors this year. In addition to our joining forces with the Visit USA Committee Germany in promoting our product via brochure distribution to consumers, we again co-sponsored the popular **CMT Super Sweepstakes**.

The sweepstakes was published in a 12-page, 4-color visitor brochure (circulation 350,000) which was distributed at 1,800 outlets throughout the State of Baden Württemberg prior to the show and among consumers visiting the fair. The sweepstakes was also advertised in the fair catalog (circulation 10,000) and promoted to the media. A special sweepstakes flyer was distributed, which included our VSPC logo (circ. 26,000). Furthermore, our logo was placed on the official CMT Super Sweepstakes homepage with a link to our website.

Active promotion of the CMT Super Sweepstakes began in November when the official sweepstakes website went live, highlighting 124 available prizes. With Delta Air Lines sponsoring flights to our area for four (STR-TPA-STR), Holiday Autos sponsoring a rental car and two 7-night stays plus a dinner cruise in St. Pete/Clearwater, our sweepstakes prize package was positioned as #2 of 124 behind the featured destination Australia. This gave us excellent exposure for 10 weeks leading up to the show. 18,000 customers participated in the CMT Super Sweepstakes, which was a record this year.

Additional exposure was garnered thanks to our contact with Delta Air Lines: large posters featuring our joint sweepstakes were produced for display at their booth and in numerous high-traffic areas across the fairgrounds.

Travel Expo Switzerland (January 25th – 27th, 2013):

After its success last year, this Swiss travel fair will be held Luzern again, one of Switzerland's most affluent regions. Geographically arranged exhibits presented destination products from Africa, Asia, Europe, North and South America, Oceania and the Arctic. 22,000 consumers visited the fair, slightly less than last year, which was primarily due to the weekend's beautiful weather. The North American section was very busy, however, underscoring the continued popularity of the region. Consumers interviewed showed greatest interest for New York, California and Florida.

Visit USA Seminar Switzerland (January 30th, 2013):

We joined forces with Edelweiss Air in sharing our exhibit space at Switzerland's premier travel agent training seminar to be held in Zurich. The seminar's main goal is to provide the local trade with more insider knowledge as well as the needed contacts and sources of information. Over the course of an entire day, we participated in the seminar workshop distributing material and engaging in sales discussions with top tour operators, airlines and travel agency decision makers. The seminar culminated in an exciting travel prize raffle held on stage, during which our destination was prominently highlighted together with Edelweiss Air and SeaWorld Parks & Entertainment. As always, we are grateful to our industry for the donation of a 7-night stay. Over 400 travel agents attended the seminar this year and feedback from all target groups, i.e. travel agents, media, tour operators and suppliers) was very positive. are expected to attend this important Swiss event.

Visit USA Seminar Austria (January 31st, 2013):

Known as Austria's premier travel trade event, the Visit USA Seminar Austria was held in Vienna this year and attracted over 160 travel agents. The event format comprised an afternoon seminar with an ensuing evening event. The seminar program included a table top marketplace and an on-stage "interview" session with each exhibitor. The Visit USA Committee Austria organized a post-seminar "evaluation breakfast" the following morning during which we took the opportunity to provide feedback and discuss future planning. Graz, located in western Austria, is under consideration for next year's seminar location.

ITB (March 6th – 10th, 2013):

Preparation is in full swing for the "world's largest tourism fair"! We launched our appointment scheduling activity this month, announcing the participation of our three hotel partners. A second co-exhibitor info document containing information as to show hours, registration details, badge information, appointment methodology and recommendations, event information as well as shipping instructions was developed and distributed to our co-exhibitors. Pertinent information contained in Visit Florida's exhibitor update was shared with our partners accordingly. Hotel reservations were made for VSPC staff. A badge list was compiled and submitted. Visit Florida was reminded of our stand needs and positioning request next to Visit Orlando. Registration for Visit Florida's "Germany Night" event at Berlin's PanAm Lounge was completed. "Wake Up @ USA" media breakfast registration information was forwarded to our PR agency. A venue was selected and reservation made for our VSPC Stand Partners' Dinner. We also Rsvp'd to the first of several evening event invitations received from our tour operator friends.

We will occupy 30 square meters within the Visit Florida Pavilion with Tampa Bay & Company and SeaWorld Parks & Entertainment as our co-exhibiting companies. We liaised closely with our co-exhibiting companies this month, keeping them abreast of all pertinent information and deadlines. Updates to be forthcoming.

Post-ITB Programs in Zurich (March 11th – 12th, 2013):

We will hold two events in Zurich following ITB:

➤ *Travel Agent Extravaganza – March 11th*

To be held at one of Zurich's newest venues "Aura", we shall stage an exciting evening event for travel agents and the Swiss media in cooperation with Edelweiss Air, Tampa Bay & Company, Tampa International Airport and Visit Florida. First and foremost, an invitation document was developed/finalized in concert with Edelweiss Air for placement in the January 27th issue of Travel Inside, Switzerland's premier travel trade publication. The document was approved by all stakeholders. An initial event concept was developed and distributed to all stakeholders. Conference calls were held among ourselves, Edelweiss Air and Ferris Bühler Communications relative to event fine-tuning. A site inspection of the venue is planned early next month. Updates to be forthcoming.

➤ *Tour Operator Appreciation Dinner – March 12th*

A special appreciation dinner will be hosted by Edelweiss Air, VSPC, Tampa Bay & Company, Tampa International Airport and Visit Florida for the product management teams of Switzerland's most influential tour operators. Upon venue selection last month, we received a comprehensive banquet proposal this month, which was reviewed, tweaked to meet our needs and lastly signed/submitted. An invitation document was developed/finalized in concert with Edelweiss Air and sent out. Stakeholders were contacted with an update, a request for hotel reservation details and other action items. Updates to be forthcoming.

Additional Activity:

- Pursuant to a contact generated during the See America Workshop in the Netherlands last fall, we provided **Beleef Reizen**, a smaller Dutch tour operator, with comprehensive information about our area. Beleef Reizen offers trips to the United States, Canada, South Africa, Australia and New Zealand. They will highlight our area utilizing our imagery and videos in their travel shop and on their website.
- We assisted a tour operator offering foreign language study travel, **Carl Duisberg Centren ITC GmbH, Cologne** with provision of comprehensive destination information and a supply of our collateral material for distribution to their customers.
- Travel agent Renate Bos of **Globe Travel Agency Amsterdam** asked us for assistance in planning her visit to our area in April/May this year. We met her at the See America Workshop in the Netherlands and she seems to like what she had learned there about Visit St. Pete/Clearwater.

2014: DERTOUR Country Special Mega Fam

After several months of negotiation, we are very pleased to report that we have firmly secured another DERTOUR Country Special Mega Fam for our area in combination with Orlando for May of 2014! Last hosted in 2008, we will again have the opportunity to showcase our area to 100 of DERTOUR's top travel agents, which promises to generate additional visitation increases to St. Petersburg/Clearwater in the future. Initial planning topics will be discussed during ITB.

MARKETING INITIATIVES

Our efforts continued again this month in developing and completing marketing promotions and advertising programs, which included:

Tour Operators:

- CANUSA (Germany)
 - **Online “Insider Community” Campaign** – July thru December
- VSPC is a participant in the tour operator's innovative “Insider Community” initiative together with a number of Florida partners. Focused on attracting the attention of repeat customers and new travelers to a destination, this platform offers a modern and versatile stage for travelers and potential customers to communicate actively about a destination, whereby emotional experiences motivate the desire to visit the destination. An introductory sequence explains contents of the platform. This includes map orientation and the selection of various topics, e.g. accommodations, attractions, activities dining and shopping. “Insider Tips” are a key tool and are marked on the map. By mouse-over, a superscription provides information on the tip which can be clicked to view details (in text, images or videos). Insider Tips are rated by the community. Ratings are the key to winning a raffle at the conclusion of the 6-month campaign (a two-week stay in Florida). Call-to-action offers developed by Canusa were included in the platform.
- At the beginning of the campaign, a special eNewsletter was distributed to Canusa's database of 520,000 customers with follow-up newsletters during the course of the 6-

month campaign in an effort to reinforce the promotional message. Website marketing (homepage and subpage banners), social media, affiliate and search engine marketing round out the communication tools. The tour operator estimates 20,000 site visits per month.

This month the tour operator announced the winner of the sweepstakes. Our accommodations sponsor was informed accordingly

- DERTOUR (Germany)

- **“Best Places to Be” Campaign** – November 2012 – April 2013

Focused on promoting summer 2013, this campaign will consist of multi-channel communication targeting both B2C and B2B platforms.

Dispenser/Flyer: 750 travel agencies will each be sent 100 specially developed VSPC flyers along with a dispenser for placement, which will be displayed for two weeks between November and January.

Postcard Mailing: 5,000 postcards will be produced containing our imagery, logo and text which travel agents can order free of charge for use in their own mailings to clients. Planned execution: November.

Online: **Landing Page:** VSPC destination information will be included in a special landing page on Dertour’s homepage (dertour.de) for four weeks. Additional co-op partners included are Visit Orlando and SeaWorld Parks & Entertainment.

eNewsletter: VSPC will be included in an eNews blast to 200k customers. Additional co-op partners included are Visit Orlando and SeaWorld Parks & Entertainment.

Teaser: A two-column VSPC teaser will be on Dertour’s homepage (dertour.de) for two weeks in April.

Poster: A window display poster featuring VSPC imagery, logo and travel teaser will be distributed to 8,900 travel agencies.

Print Ad: Travel agencies will place ads in regional newspapers promoting VSPC. Dertour supports the agencies in this effort with an 80% cost contribution.

This month the dispenser and the landing page was created and approved.

In addition, Dertour is supporting the promotion of the “Best Places To Be” campaign in the following manner:

- ◆ Double page in the USA Canada Summer 2013 catalog to introduce all participating partners and the “Best Places To Be” promotion
- ◆ Description in Dertour “News & Facts”
- ◆ Press release, communication via Dertour press office (to consumer and retail trade media)
- ◆ Advertisements in travel trade magazines (FVW, Travel One, Travel Talk, Touristik Aktuell)
- ◆ Special counter mail to all travel agencies
- ◆ Raffle on makingexperts.de (travel agent’s portal)
- ◆ Folder (DIN long, six pages) for all travel agencies
- ◆ Publishing date for the above activities: Nov/Dec 2012

- FLEX TRAVEL/TUI SUISSE (Switzerland)

- **B2C eNews Blast** – January

VSPC destination text, logo and imagery with link to dedicated landing page on tui.ch. Distribution to 80,000 customers.

All elements were received and approved this month.

- **Travel Agent Window Display Poster** – February

VSPC logo, imagery and travel teasers will be included on this A1-sized poster, which is distributed to 350 travel agencies via the TUI Suisse News platform for a four-week display in storefront windows.

All elements were received and approved this month.

- FTI (Germany)
 - **Consumer Campaign 2013** – February/March

Visit St. Pete/Clearwater and Visit Orlando are joining forces to launch a consumer advertising campaign in Germany, which will be executed in cooperation with Visit Florida, Brand USA and tour operator, FTI Touristik. The campaign will run during the period February – March 2013 and will appear in leading news magazines, a news online portal and on digital screens in German railway stations.

Initial print creative has been developed and has been approved; a media plan is in place; details were finalized this month.

- HOTELPLAN SUISSE (Switzerland)
 - Two brands “Hotelplan” and “Travelhouse/Skytours”
 - HOTELPLAN
 - ◆ **Consumer Online Promo “Migros Ferien”** – November-February

Three-month online promo featuring VSPC imagery, destination description and two travel packages inclusive of airfare by Edelweiss (11/02/12-2/02/13). Founded in 1925, Migros has developed into a conglomerate of supermarkets, non-food specialty stores and online shops. Hotelplan Suisse belongs to Migros. “Migros Ferien” is an online travel shop offering exciting travel packages around the globe.
 - TRAVELHOUSE / SKYTOURS
 - ◆ **Travel Agent Storefront Window Display Poster** – February-March

Large storefront window display posters will be placed in 100 key Travelhouse agencies located in high volume city locations 2/11-3/17). VSPC imagery, logo and travel teaser will be included.
 - ◆ **Consumer eNews Blasts** – April & September

eNews blast to 65,000 consumers in German-speaking Switzerland to include VSPC imagery, logo, destination description and travel teasers.

- KNECHT REISEN (Switzerland)
 - **2013/14 Catalog Placement** – January (circ. 55,000)

Two editorial pages dedicated to VSPC in the 2013/14 catalog (launch January 2013; valid April '13-March '14). Two additional VSPC product pages in the 2013/14 catalog with more accommodations, attractions, fly/drive packages.
 - **TTS Ferienwelt 1/1 Page Placement** – January

The TTS Group is an association of 80 Swiss travel agencies, whose official travel magazine “Ferienwelt” is distributed twice annually (fall and spring) to 600,000 customers throughout German-speaking Switzerland. Comprised of 24 pages, the piece contains a comprehensive mix of travel offers to several destinations. VSPC’s full page will include imagery, logo, destination text, travel offers developed by the tour operator to include Edelweiss Air flights to Tampa.
 - **“Top Beaches” Flyer** – January (circ. 6,000)

Two-sided, full color flyer to be distributed by the tour operator at travel fairs in Bern, Luzern and Zurich attended by approx. 150,000 visitors cumulatively. VSPC imagery, logo, destination text and travel offers to be included.
 - **Website Promotion** – January-April

VSPC imagery with travel teaser placement on the North America page of the knecht-reisen.ch website with link to a VSPC dedicated landing page.
 - **B2B eNews and Mailing** – February

- An electronic version of the “Top Beaches” piece will be emailed to 1,000 agencies. The printed version will also be distributed to 1,000 agencies for use in point-of-sale.
- **B2C eNews Blast** – February
 - An electronic version of the “Top Beaches” piece will be emailed to 35,000 customers promoting special travel packages to VSPC.
 - The tour operator has been provided with all elements necessary for layout development and approvals have been provided as applicable.

 - **KUONI (Switzerland)**
 - **Consumer eNews Blast** – January
 - To 78,100 subscribers with VSPC image banner + text hook with link to Kuoni’s website platform containing VSPC hotel offers + Edelweiss Air flights. All elements were received and approved.
 - **Homepage Consumer Promo** – January
 - Image banner on footer of kuoni.ch homepage for two weeks linking to the website’s VSPC hotel offers + Edelweiss Air flights. All elements received and approved.
 - **2x Travel Agency Special Offer Flyer** – February & March
 - Flyers to depict VSPC logo, imagery and special hotel offer in combination with Edelweiss Air flight. To be displayed in 273 storefront windows; print run of 746. All elements necessary for layout development were provided this month.

 - **MEIER’S WELTREISEN (Germany)**
 - **Moving Transit Campaign** – February
 - A 12’x8’ area on the sides of 6 Frankfurt inner city busses will depict VSPC imagery, logo and travel teaser. Call-to-action will be the Meier’s URL. Duration will be 4 weeks. Estimated sightings: approx. 100,000. All elements have been received and approved.

 - **NECKERMANN REISEN (Germany)**
 - **RollAd Truck Campaign** – March
 - With 12,550 kilometers of motorway, Germany boasts one of the densest motorway networks in the world. 34.4 million automobile drivers spend 3-5 hours traveling the German “Autobahn” daily. This “rolling” consumer campaign entails an enticing VSPC image, logo, text hook and travel teaser being adhered to large canvases affixed to the rear of four 18-wheeler trucks for a duration of four weeks. Estimated sightings for consumers aged 18 and over: 58 million/100 trucks.
 - Together with Neckermann’s product management team, we developed a layout draft including teaser text, text hooks and image selection for this very unique campaign. First layouts were received this month, which were proofed, corrected and optimized by us.
 - **Consumer Mailing** – September 2012
 - A multifold, postcard sized mailing piece containing VSPC destination information, logo, imagery and travel teaser was mailed to 15,000 top customers in September 2012. The piece also included a sweepstakes element for which – thanks to our generous industry – a one-week VSPC stay was included. We pooled resources with Visit Orlando and SeaWorld Parks & Entertainment for this initiative.
 - This month Neckermann Reisen announced the winner for the sweepstakes, whom we assisted with his hotel booking.

- THOMAS COOK REISEN (Germany)
 - **Illuminated Travel Agency Display** – March/April 2013

A brand new initiative offered exclusively by Thomas Cook Reisen, this illuminated display will be visible in 200 top selling agencies for six weeks and will include our imagery, logo, text hook and destination bullet point USP's.

All elements necessary for layout development were provided this month.

- TUI (Germany)
 - **TLT Promotion – TUI Reisecenter Projection Screens** – January/February

Large projection screens depicting VSPC's imagery, logo and special offers will be visible in 200 TUI travel agencies for four weeks (1/16-2/27). Projection screens are comprised of four or 12 panel components (depending on travel agency space). We have supplied the tour operator with all required elements in preparation for development. Layout received and approved.

TUI's North America department has been awarded only one slot for this program in 2013; thus, an excellent opportunity for a VSPC-exclusive presence, particularly since this B2B platform is strongly coveted by destination partners around the globe.
 - **1/1 pg Advertorial in TUI News Magazine** – February

TUI News is the tour operator's B2B publication distributed to 11,000 agencies (2/07). VSPC will be featured exclusively with imagery, logo and product news text.

This month the layout for the advertorial was corrected and approved.
 - **3/1 pg Advertorial in TUIfly and Welcome! Magazines** – March-June

Magazine distribution on board TUIfly fleet of 22 aircraft with 450k passengers/month and via direct mail to TUI customers. Welcome! Magazine is a publication for 'World of TUI' credit card holders, i.e. affluent customers who travel more than average. Readership for both publications combined is 1.8-2 million. Both are produced 4x/year. Insertion will be launched March 21st and run for three months until June 21st. VSPC will be the only U.S. destination featured which gives us very unique exposure. Others include Croatia, Gran Canaria, Greece, Indonesia, Rome and Turkey.

Travel Trade/Consumer Publications:

- America Journal (Germany) – circ. 42,000, readership 140,000 *Consumer*
 - **1/2 page, 4c Advertorial** – 2/13 issue (Feb/Mar ITB Special)

We provided the publisher with our logo, destination text and a selection of images. Final layout was received and approved.

This German high-gloss consumer publication is dedicated exclusively to the USA providing in-depth coverage on American travel, culture and customs as well as insider tips and helpful hints.

Pub frequency: 6x/yr

- FVW's "Fit for USA" eLearning Program (Germany) – circ. 30,860 *Trade*
 - **Online travel agent training campaign** from October 2012 – September 2013

"Fit for USA" is an eLearning course developed by the FVW Mediengruppe (publishers of travel trade magazines) and is endorsed by the Visit USA Committee Germany and Brand USA.

The 2012 program produced excellent results: 3,003 registered users, over 19,000 unique visitors and close to 1.2 million page impressions.

Now in its second year, "Fit for USA" is an independent, online training program designed to increase tourism arrivals to the USA and includes individual course units

covering 6 to 8 pages of subject matter for travel agents to read at their leisure. Each course unit ends with a knowledge test. Agents who successfully complete all course units and tests receive a “Fit for USA Specialist” diploma.

The program will again be promoted frequently through advertisements in the travel trade magazines FVW (circ. 32,000 biweekly) and Travel Talk (circ. 31,000 biweekly) as well as on the respective websites: fvw.de (150,000 PIs/mth) and traveltalk.de (200,000 PIs/mth). The eLearning program will be online for 12 months with sweepstakes included at regular intervals. Special prizes such as hotel stays or flight tickets will be promoted additionally with images, logos and descriptive content.

This month we were contacted by the editor for special tips regarding movie locations and behind-the-scenes tours. Besides Winter’s Dolphin Tale Adventure, we provided comprehensive information on other movies being filmed in our area.

- COMMUNIGAYTE (GLBT) (Germany) *Consumer*

- **“Rainbow Reporter“ Promotion**

Communigayte is a GLBT marketing agency in Germany with whom we have worked very successfully in the past, conducting various marketing initiatives in cooperation with Visit Orlando. This year, we’ll be working on the “Rainbow Reporter” project again in cooperation with Visit Orlando.

Program Overview:

1. **Acquisition/Application Phase** – January-March

Placement on queer.de and will build excitement/hype for the destination.

Coverage will include:

- 1 article per destination - reach 10,000 contacts
- 3 months of banners - reach 250,000 contacts
- 1 eNewsletter to 18,000 contacts

Plus 2 months of banners via Publigayte (Inqueery, Hinner, Leo) - reach 125,000 contacts

- 1 eNewsletter to 10,000 contacts and
- 2 months of banners on Schwulissimo – reach 200,000 contacts
- plus 1 eNewsletter to 30,000 contacts

2. **Announcement of Winner** – April

Will include ‘winner announcement’ article - reach 10,000 contacts

3. **Depth of Reporting Phase** – September

Daily blog written by the Rainbow Reporter during his sojourn in the destination.

- Blog reach 400,000 contacts

Total reach for the project: 1,053,000 contacts.

Accommodations for the Rainbow Reporter have been secured in our area September 15-19, 2013. We are most grateful to our accommodations partners for sponsoring housing! Airline and car rental partners were also secured this month.

- NATIONAL GEOGRAPHIC (Germany) – circ. 99,250 *Consumer*

- **“Das Erbe Unserer Welt” Special Collector’s Salvador Dalí Edition** – May

5-pg editorial + 1-pg ad in the special collector’s edition of “Das Erbe unserer Welt” (Heritage of our World). Produced twice a year (May & November), the publication focuses on the world’s history and heritage, with arts, culture and travel the main topics. The May 2013 edition will be known as the Dalí special collector’s edition, with the great artist depicted on the cover. The editorial feature will contain descriptions of his works and talents. The special collector’s edition is a gift to

National Geographic Germany subscribers and is poly bagged alongside the regular magazine.

The 1-page ad was developed and approved this month by our office and HQ. Our PR agency is in the process of developing input for the 5-page editorial.

- Tom On Tour USA Guide (Germany) – circ. 120,000
 - **1/1 page, 4c advertorial**
Published annually, the “Tom on Tour USA Guide” is a 64-page publication highlighting gay friendly destinations throughout the USA including gay hot spots, web links, events and tourism information. The publication is distributed free of charge at selected European gay locations, events and consumer shows and can also be ordered online. This year Brand USA will support the guide, thus enabling the publisher to double the circulation from 60,000 to 120,000.
Pub frequency: 1x/yr
We send the publisher our input with texts, images and logo this month and expect to receive final layout in February. The guide will be published in time for ITB in Berlin.

- TRAVEL INSIDE (Switzerland) – circ. 8,750 *Trade*
 - **1 page, 4c advertorial** in the USA Supplement Issue 1/27/2013
On the occasion of this year’s Visit USA Seminar on January 30th, we secured placement of a one page advertorial for VSPC together with Edelweiss Air to promote their Zurich-Tampa flight. All elements required for graphic development were submitted last month. Layout received and approved this month.
Known as Switzerland’s leading travel trade magazine, TI is tailored to the needs of travel professionals combining competent reporting on relevant tourism industry subjects with trend and development reports, analyses and comments from the experts.
Pub frequency: Weekly

- TIP – Travel Industry Professional (Austria) – circ. 10,500 *Trade*
 - **½ page 4c advertorial** in the USA Supplement Issue 1/30/2012
Based on last year’s success, the publisher will again produce a special USA supplement for distribution in conjunction with the Visit USA Seminar to be held on February 1st, with an overrun of 16,000 copies for additional distribution at travel trade outlets. Austrian travel agencies may also order additional issues free of charge to utilize in POS and mailings to their customers.
We provided the publisher with all materials needed for layout development. Our area is featured with logo, images and insider information. Final layout was received and approved this month.
Profi Reisen is the publisher of Austria’s leading travel trade and tourism industry publication TIP, which targets travel agency decision makers and counter staff alike and is known for its precise reporting of current events, insider tips and background information.
Pub frequency: Weekly

- USA Guide of Visit USA (Germany) – circ. 15,000 *Consumer/Trade*
 - **1 page, 4c advertorial**
The Visit USA Committee Germany is producing a 48-page USA Guide featuring general information of all 50 U.S. states. The guide will be distributed at travel fairs, in the U.S. embassy and other U.S. related locations. VSPC will be featured with a full page advertorial in this comprehensive book. America Journal will be the

publisher for this piece and has been provided with all necessary materials such as images, logos and texts.

Online Aggregators:

- ASNM New Media AG Newsletter (Germany) – 740,000 German subscribers *Trade*
 - **Florida Newsletter Campaign** – Nov. 29 – Dec. 12, 2012 and Feb 7-20, 2013
St. Petersburg/Clearwater will be part of a Florida eNewsletter campaign consisting of two eNewsletters on up to 12 online travel portals with a total of 740,000 subscribers. In addition, the eNews will be integrated repeatedly into the search engine optimized news portals of flugprofis.de and will be posted on all available Facebook sites with approx. 20,000 “Likes”.
This month we provided the publisher special information including images and texts for beach and outdoor activities featured in the February newsletter.
This initiative is being conducted in cooperation with Naples, Panama City, Visit Florida and Alamo.

Public Relations:

Kaus Media Services - VSPC's German PR Agency

This month saw us assisting the agency with the following projects:

- **Swiss PR Activity:** In conjunction with our Edelweiss Air marketing plan, a group comprised of former Mr. Switzerland and camera team will visit Tampa Bay and our area on the occasion of Tampa's Gasparilla Festival. The group spent two nights in our area (1/30 & 1/31). We sourced and secured accommodations for the group and liaised with our PR agency regarding the on-site itinerary.
- **Newsletter January:** Provided content ideas, proofread and corrected.

All activities, projects and programs described herein have been duly completed as described.