

# CENTRAL EUROPEAN OFFICE

N O V E M B E R 2014

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## MARKET INTELLIGENCE / TRENDS

### Tourism Business Year Ends with 2% Growth

Travel agents in Germany increased sales by short of 2% in the 2013/14 year after strong late sales rescued a weak summer season, according to market researchers.

Summer holiday sales increased by 1.9% as of October's end with sales after the World Cup compensating for a drop in bookings in May and June, according to the latest monthly survey of travel agents by market researchers GfK. Together with the 2.5% increase in sales last winter, the overall 2013/14 tourism year thus ended with growth of 2.1%.

For the 2014/15 tourism business year, winter bookings performed poorly last month, according to the GfK survey. Sales revenues for the forthcoming winter were 6.2% lower than the same time last year, and the cumulative growth rate dropped back to 2.6%. In particular, demand for Christmas and New Year's holidays was weak, with a 6.8% drop on the same period last year.

However, cruises during the winter are in strong demand at present with a 33% rise in booked revenue up to October 24, according to separate figures from GfK. The comeback of Egypt and Greece was also reflected in figures from IT company Traveltainment, which showed that bookings for winter package holidays to Hurghada rose by 23% and to Crete (Heraklion) by 30% last month. In contrast, bookings for Antalya, Palma, Enfidha (Tunisia) and some of the Canary Islands were all lower.

Meanwhile, Germans were busy making early summer holiday bookings last month, the monthly GfK survey showed. As much as 40% of sales revenue last month was generated by bookings for summer 2015 following the recent release of summer brochures by tour operators. By comparison, summer 2015 sales accounted for only 14% of all bookings in September.

### DER Touristik: Optimistic Outlook for 2015

DER Touristik's individual holidays division is looking ahead optimistically to 2015 despite relatively low growth this year.

The Frankfurt-based division, which operates the Dertour, Meier's Weltreisen and ADAC Reisen brands, increased sales by only 1.5% this year. Divisional chief Michael Frese said that numerous crises, ranging from Syria to West Africa, held back bookings. Long-haul holidays grew by 2%, with strong growth for the Caribbean (+34%) and the Indian Ocean

(+6%). Mediterranean destinations were stable, including good growth for Tunisia, Portugal and Greece, while the luxury product line Dertour Deluxe increased revenues by over 6%.

Frese is more optimistic for next year. “The current bookings are higher than last year. Admittedly not double-digit growth, but high enough to be satisfied,” he said. The experienced manager expects a year of early bookings and good demand for long-haul travel.

Thanks to early currency hedging, DER Touristik can offer prices for next summer that would no longer be possible at the current exchange rates, Frese pointed out. For example, prices in the USA are 3-5% cheaper and in Canada by up to 10% lower while other destinations such as southern Africa (-7%), Thailand and Bali (both -5%) are also cheaper. In contrast, Mediterranean destinations will be about 3% more expensive.

For summer 2015, the division has released 53 different brochures covering diverse destinations and customer segments. Among the product innovations are a ‘World Cup champions tour’ through Brazil, separate brochures for the USA and Canada, and more than 1,500 different tours, the largest number in the company’s history.

### **TUI: Mobile Communications and More Concept Hotels**

TUI will start selling mobile data packages to holidaymakers to reduce their communications costs and encourage more use of smartphones and tablet computers on holiday in its latest product innovation.

The German market leader, which unveiled the new offer at its summer 2015 brochure presentation, sees the mobile communications offer as another product to differentiate itself from competitors and increase customer loyalty. As of December, a new business unit ‘TUI Connect’ will offer an ‘all-inclusive’ communications package for travel in EU countries under the name ‘Travel & Connect’, in cooperation with Spanish operator Telefónica and its partners. Data packages for non-EU countries are planned to be offered next year.

The aim is to reduce communications costs for travelers to other countries by avoiding high roaming charges, and also to encourage more use of smartphones and tablet computers in destinations, whether in the hotel or elsewhere. The new service ties in with TUI’s app providing holidaymakers with destination information, offers for local activities and excursions, and other services. Many holidaymakers currently switch off their data connections while abroad due to high roaming charges. TUI Connect will sell the data package together with a SIM card through all customer contact points, including travel agencies, on flights and in hotels.

Kai Czeschlik, Managing Director of TUI Connect, said: “Mobile communications has become a crucial component of the travel experience. International roaming costs are perceived as a major element of uncertainty by our customers. TUI Connect will open up the opportunity for holidaymakers to use their tablets and smartphones abroad just as they would do at home.”

Meanwhile, TUI Germany has exceeded its targets in 2013/14 and expects a record year thanks to strong late sales, while it has also made a good start to the new tourism year with a 4% bookings rise in October, according to CEO Christian Clemens.

Among the winter season trends are a strong comeback for Egypt with a 26% rise in bookings, good demand for the Caribbean and USA, but a drop in bookings for Thailand, Kenya and the Maldives, where prices are high.

For summer 2015, TUI will open a further 23 concept hotels, giving it a portfolio of 106 branded properties. Prices will be generally stable, including for Turkey and Tunisia, while Spain will be slightly more expensive, but Egypt and long-haul holidays will be cheaper. Budget brand 1-2-Fly will offer more destinations and exclusive club hotels; luxury brand Airtours will have more family offers, and TUIfly will add more Mediterranean destinations.

On the technology front, TUI is testing online check-ins for its Magic Life club hotels, free internet access will be offered on transfer buses and the My TUI app with personalized holiday information is now used by more than 600,000 holidaymakers, tourism director Oliver Dörschuck said. TUI will also modernize its 450 own travel agencies by offering a mix of lobby/café layout with iPads and flat screens to merge the online and offline worlds.

### **Thomas Cook: On Target Despite Fluctuating Sales**

Thomas Cook Germany has seen sales rise and fall this year, but it will meet its financial targets, CEO Michael Tenzer told fvw in an interview.

Germany's third-largest tour operator had an "excellent" start to 2013/14 with "an unusually strong share of early bookings", saw a sales consolidation as planned during the season and then a bookings pick-up after the World Cup, he said. "We have more moderate growth rates at present, but are still positive."

In its Q3 results, Thomas Cook Group said that the Central Europe region, comprising Germany and Austria, had a 2% rise in bookings with stable prices. However, in a pre-close trading update in September, the company noted that Germany bookings had "recently moderated, reflecting a less optimistic consumer climate due to geopolitical events, as well as a more subdued economic outlook. As a consequence, our German business has experienced weaker margins in the fourth quarter of the year due to a combination of reduced demand and excess market capacity."

Tenzer also highlighted the forthcoming digital innovations in travel agencies to give customers new opportunities for travel "inspiration" and also to help overcome psychological barriers among younger people about entering a travel agency. Thomas Cook will introduce "comfort zones" with tablets and digital information touchscreens in its 130 own travel agencies in Germany in the first quarter of next year.

### **Lufthansa: First Lufthansa Direct Connection to Tampa**

Lufthansa continues to expand its network in the United States. For the very first time in its history, Lufthansa will offer service to the Tampa Bay area, the gateway to the West Coast of Florida. The new nonstop service from Frankfurt will begin on September 25, 2015. The airline will be operating five weekly flights in summer and four weekly in winter on the Airbus A340-300 on the route between Frankfurt and Tampa. Tampa Bay joins Miami and Orlando as Lufthansa's third destination in Florida. The Tampa-St. Petersburg/Clearwater area, a rapidly growing metropolitan region with nearly three million residents, is situated on the Gulf of Mexico and boasts some of America's best beaches.

Flight LH 482 will leave Lufthansa's Frankfurt hub and arrive in Tampa in the afternoon (local time) after a flight of nearly eleven hours. The return from Florida is a night flight, which will depart in the early evening and touch down at Frankfurt Airport in the morning of the following day. The A340-300 seats a total of 298 passengers in Business, Premium Economy and Economy Class offering the comforts and quality that Lufthansa is known for, with the newest cabin layout in all traveling classes: Seats in the new Business Class extend horizontally at the touch of a button into a flat and comfortable bed 1.98 meters (6.5 feet) in length, and the recently introduced Premium Economy Class offers more personal space and more legroom. In all classes, passengers will enjoy an individual inflight entertainment system with a plethora of offerings, along with fast broadband Internet connectivity via the FlyNet Wi-Fi hotspot onboard.

"We're delighted that our passengers will soon be able to fly in comfort non-stop to the West Coast of Florida on flights to our new U.S. destination at Tampa," said Karl Ulrich Garnadt, Lufthansa Board Member and CEO Lufthansa German Airlines. "We're expecting the new direct connection to elicit huge interest and demand, especially from leisure travelers." Tampa and its surroundings abound with attractions for holidaymakers to visit and enjoy, such as the Busch Gardens, Adventure Island, the Florida Aquarium and the Legoland theme park. Cultural highlights include the Dalí Museum and the white-sand beaches around Clearwater and St. Petersburg attract a never-ending stream of tourists to the region, as do its outstanding golf courses. "We see a promising growth potential on long-haul in the leisure travel business and Lufthansa intends to be more committed to this segment in the future. The new flight to Tampa is a first step in that direction, and further attractive offerings will soon follow," emphasized Karl Ulrich Garnadt.

Tampa is known as the birthplace of commercial aviation. 100 years ago, the first commercial flight in history occurred between St. Petersburg and Tampa on 1 January 1914.

## **SALES ACTIVITIES**

### **ITG Companies "ReisExperience" Travel Market (November 8<sup>th</sup>, 2014):**

ITG Companies, formerly known as Wereldcontact Reizen, again organized their "ReisExperience" Travel Market held in 's-Hertogenbosch, Netherlands in which we participated in cooperation with Visit Florida and Visit Orlando.

This year's focus was to create an interesting experience for the visitors in that they "traveled" around the world by visiting presentations, walking through the different "continents", sharing experiences with past travelers and gathering valuable product information and travel inspiration from exhibitors.

The event was attended by 2,200 visitors this year, which is on par with last year's attendance. The tour operator also reported a striking conversion on leads. Where the Vakantiebeurs (the Netherlands' annual consumer fair) usually generates about 25-30% conversion on leads, the Reisexperience resulted in 75%.

### **TUI Germany In-House Training and Sales Meeting (November 10<sup>th</sup> – 11<sup>th</sup>, 2014):**

We held an in-house training for reservations agents and key sales staff in cooperation with Visit Orlando and SeaWorld Parks & Entertainment this month. In addition, we met with TUI's senior product and marketing management staff. The following was shared with us:

TUI is very much B2B orientated and works with approx. 10,000 travel agencies in Germany which converts to 30,000 travel agent contacts. They are considering organization of a North American roadshow in April 2015, which promises to attract a minimum of 400 travel agents. 95% of TUI bookings are via their travel agents; 5% is online. The online percentage is growing, albeit slowly. Long-haul, however, is usually booked via the travel agents due to the higher costs involved and the need for consumer's personal contact with agents.

TUI Germany has moved to an annual product brochure production (similar to Thomas Cook) and will now use the same brochure in Switzerland. Product pricing is published in Euros, whereby the Swiss consumer will pay in Swiss Francs.

**FTI and Hotelplan Suisse In-House Trainings (November 27<sup>th</sup>, 2014):**

With FTI having moved their product management to Zurich recently, we visited the new offices, were acquainted with the new product management team and held an in-house training for reservations agents and key sales staff. Same was conducted at Hotelplan Suisse in Zurich. Both sessions were conducted in cooperation with SeaWorld Parks & Entertainment.

**TUI Netherlands In-House Training (December 2<sup>nd</sup>, 2014):**

TUI Netherlands has offered several U.S. partners an opportunity to conduct an extensive in-house training for reservations staff and local travel agents at their head office in Enschede, Netherlands. The training will be held in a 'speed dating' format, with the advantage that we will have the full attention of small groups of 2-4 for intensive 10-minute face-to-face presentations. Approximately 75 agents are expected to attend. We confirmed our participation and made the respective travel arrangements last month, developing our training presentation and handling applicable material shipping arrangements this month.

**TUI Germany Fam (December 6<sup>th</sup> – 8<sup>th</sup>, 2014):**

Carmen Knieps, Senior Product Manager USA East and Product Manager North America will include VSPC in a Florida fam tour scheduled in December 2014. The group of 16 pax (14 agents + 2 TUI staff) will visit Orlando prior to coming to our area. Thereafter, the group will proceed to Miami. Accommodations have been secured and arrangements were made for the group's on-site attraction excursions specifically requested by Ms. Knieps. No ground transportation is required as the group will be traveling in rental cars.

**CMT Stuttgart Super Sweepstakes (January 17<sup>th</sup> – 25<sup>th</sup>, 2015):**

Known as one of Germany's largest and most important consumer shows, CMT Stuttgart attracted over 241,000 vacation hungry 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 will again co-sponsor the popular CMT Super Sweepstakes.

The sweepstakes will be published in a 12-page, 4-color visitor brochure (circulation 350,000) which will be distributed at 1,800 outlets throughout the State of Baden Württemberg prior to the show and among consumers visiting the fair. The sweepstakes will also be advertised in the fair catalog (circulation 10,000) and promoted to the media. Active promotion of the CMT Super Sweepstakes will start in November 2014 when the official sweepstakes website goes live.

Two travel stays in St. Petersburg/Clearwater will be included. We are again most grateful for the generous support of our industry partners! Sponsors' images and logos have been forwarded to the organizer and the collateral material publisher. Layouts have been received and approved. The program went live (online) this month.

**Visit USA Seminar Austria (January 28<sup>th</sup>-29<sup>th</sup>, 2015):**

Known as Austria's premier travel trade event, the Visit USA Seminar Austria will be held in Vienna and Salzburg next year and is expected to attract up to 150 agents cumulatively. The format will comprise an afternoon seminar with an ensuing evening event in each city. The seminar program will include a table top marketplace and an on-stage "interview" session with each exhibitor. The Visit USA Committee Austria will again organize a post-seminar "evaluation breakfast" during which we will have the opportunity to provide feedback and discuss future planning. Our 'early-bird' registration has been submitted thereby securing a discounted participation fee.

**Visit USA Seminar Switzerland (February 4<sup>th</sup>, 2015):**

This program is Switzerland's premier travel agent training seminar held in Zurich annually. 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. An estimated 400 travel agents are expected to attend this important Swiss event. Our 'early-bird' registration has been submitted thereby securing a discounted participation fee.

Per the organizer's request, we have delivered several items including destination-oriented questions for an online knowledge test which went live this month, contributions to a questionnaire to be distributed during the event, imagery for development of new stand backdrops, etc.

**ITB (March 4<sup>th</sup> – 8<sup>th</sup>, 2015):**

Known as the "world's largest tourism fair" held annually in Berlin, Germany, we again plan to exhibit within the Visit Florida Pavilion. We reconfirmed our co-exhibiting company's space needs (SeaWorld Parks & Entertainment at 8<sup>2</sup> + Visit Tampa Bay at 6<sup>2</sup>), number of participating VSPC accommodations partners and submitted our registration form to Visit Florida promptly. We have been advised by Visit Florida that credit card payments in excess of \$10k will no longer be accepted. This presents us with undue hardship.

Other items are underway, i.e. partner invoicing was completed, a hotel room block secured, applicable hotel reservations form for the VSPC delegation created and distributed accordingly, communiqués with our co-exhibitors on logistics, communication with Visit Florida related to our stand needs, etc. Updates to be forthcoming.

**Thomas Cook AG Germany "QUIP" Fam (April 21<sup>st</sup> – 24<sup>th</sup>, 2015):**

Thomas Cook AG Germany would like to bring this VIP Fam to our area for 3 nights in combination with a sojourn in Orlando.

"QUIP" is a program in which Thomas Cook's travel agency chains participate. Over the period of 12 months, agencies collect points. The points are awarded based on total turnover as well as sales activities generating the turnover, e.g. marketing campaigns, exceptional homepage development and Facebook innovation. Based on accumulated points, 21 top agencies are selected to take part in the annual "QUIP" Fam. As a rule the agency's Managing Directors participate (from both brands, i.e. Neckermann Reisen and Thomas Cook Reisen). Total pax will be 26 comprised of agents and Thomas Cook AG staff (latter including regional directors). Approximately 17 rooms will be required (9 dbls/8 sgls or 10 dbls/7 sgls).

Being sensitive to our capacities in April, we did inquire whether this program could be moved to another month in 2015. Thomas Cook responded citing several reasons for the April timeframe. Orlando has confirmed their commitment to host the group April 24-28.

We have sourced and secured accommodations for this group and provided our Leisure Travel Department with the requested itinerary suggestions.

### **FTI “Destination Professional” Fam (April 23<sup>rd</sup> – 26<sup>th</sup>, 2015):**

In conjunction with Florida being chosen as FTI’s “Highlight of the Year” destination for 2015, VSPC has been offered a premium partnership opportunity in becoming a ‘regional host’ for the “Destination Professional” fam tour scheduled to take place in April 2015. This entails hosting a small group of 16 pax for 3 nights in our area prior to the group proceeding to Orlando for a 4-day round-up session. No ground transportation will be required.

Of note: We have advised FTI that the selected dates are challenging in terms of our accommodations capacities. Last month we liaised closely with our Leisure Travel Department regarding the development and circulation of a sponsorship opportunity among our industry members. We were notified this month that accommodations could not be secured. Therefore, we declined this program.

The ‘regional host’ destinations will now be Bradenton, Ft. Lauderdale, Ft. Myers, Naples, Orlando and Tampa.

#### *Additional Activity:*

- We sent **See America Netherlands** our input including details on the Dalí-Picasso exhibition for their next newsletter to 1,500 consumers.
- We supported travel agent Helga Grissenberger of **Ruefa Austria** with her own travel plans to our area. She participated in the Visit USA Austria training seminars last year which moved her select St. Pete/Clearwater as her preferred vacation destination.

## **MARKETING INITIATIVES**

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

#### *Tour Operators:*

- DERTOUR (Germany)  
**Movie Promotion Dolphin Tale 2 – October**  
With *Dolphin Tale 2* set for launch in Germany on October 9<sup>th</sup>, 2014, we will partner with Dertour on a multi-channel campaign to include:

#### **B2B:**

##### ➤ **Movie Ticket Sweepstakes:**

Fax and eNews blast to 8,900 agencies (30,000 agents) with a call-to-action to creatively promote VSPC via storefront window displays, local newspaper ads, open house customer events, etc., i.e. “Submit your best promotional ideas (to Dertour HQ) and be eligible to win movie tickets for yourselves and your clients”. 200 tickets were awarded agencies with the best promotional initiatives.

- ##### ➤ Provision of **sales informational packet** to 8,900 agencies (30,000 agents) including official Dolphin Tale 2 movie poster for storefront window display, exclusive VSPC window display poster with travel teaser, exclusive VSPC special travel offers flyer.

- ##### ➤ **Special eNews blast** specifically to all participants of this year’s Dertour Destination Special Mega Fam (May 2014) with same call-to-action.

##### ➤ **Cinema Event:**

Personalized invitations were distributed to 90 agents (+ 1 escort each) to attend exclusive Dolphin Tale 2 viewing in Frankfurt on October 9<sup>th</sup> including provision of popcorn, soft drinks and collateral material.

110 guests attended the event held in one of Frankfurt's largest cinema complexes. Together with Dertour, a brief product presentation was held prior to the movie's commencement. At the conclusion of the event, all guests were presented with a VSPC Dolphin pen memento.

**B2C:**

- **Homepage teaser placement on dertour.de:**  
VSPC image, logo, teaser text (1 week) linking to dedicated landing page.
- **Dedicated landing page (4 weeks)** with travel offers and special sweepstakes element (prizes include Dolphin Tale DVD, cuddly VSPC plush dolphin).
- **VSPC teaser placement** on the tour operator's "USA/Canada" webpage with image, logo and teaser text.
- **VSPC teaser placement** in Dertour's eNewsletter to 20,000 customers.
  
- Jan Doets (Netherlands)
  - **B2C Telegraaf Online Network** – November  
Holland's daily "Telegraaf" newspaper is an important Jan Doets partner with 3 million readers per day. Over the years, the Telegraaf has added online companies to its network, which currently comprises 29 very powerful websites boasting 5 million page views per month.  
Banner advertising (including our logo, imagery, travel teaser and link to a dedicated landing page) was placed on all 29 Telegraaf network websites this month.
  - **B2C eNewsletter Blasts** – November & February  
Jan Doets travel offers to VSPC will be distributed twice to 21,000 jandoets.nl eNews subscribers and will include our logo and imagery.
  
- KUONI (Netherlands)
  - **B2B eNews Blast** – January  
VSPC will be incorporated in Kuoni's retail eNews blast with a teaser box including our logo, which will link to a dedicated St. Petersburg/Clearwater destination page with packages, general information and tips on the area. The Kuoni retail newsletter is sent every other week to 1,200 travel agencies. Respective input was sent to Kuoni this month.
  
- Meier's Weltreisen (Germany)
  - **B2B2C "Customer Catcher"** – January/February  
This out-of-home direct sales tool is an effective way to attract attention and generate inquisitiveness among consumers. The two-sided easels, placed outside 650 travel agencies located in center-city, high-traffic pedestrian areas for four weeks, will display posters depicting enticing VCPC imagery, logo and travel teaser. "Come in and find out" is the strategy behind this tool, luring customers to inquire about the offer.
  - **B2B2C Counter Display** – January/February  
In conjunction with the above initiative, the same 650 travel agencies will display a smaller version of the poster on their counters, i.e. solely our VSPC teaser will be on display for four weeks.  
We provided ideas and respective material such as imagery, logo and text for both displays.

- TUI (Germany)  
**B2B Communications Package** – January-April
  - **TUI Newsnet:**  
 This is the tour operator’s intranet platform providing up-to-date information and news exclusively to the tour operator’s 30,000 travel agents. VSPC will be featured for four weeks in both January and April with logo, imagery and comprehensive content.
  - **TUI News:**  
 Published every three weeks, this 24-page trade magazine provides agencies with the latest product information/updates as well as sales tips and tools. It is distributed to 8,900 agencies and enjoys a readership of 25,000. VSPC will be featured with a full page advertorial including logo, imagery and comprehensive content (April issue).
  - **TUI News USA “Extra”:**  
 The monthly ‘extra’ publications of approx. 16 pages focus on highlighting a particular destination, region or attraction. Distribution to 8,900 agencies with a readership of 25,000. It is also included in an online archive on the TUI Newsnet platform for 10 months. VSPC will be featured with a full page advertorial including logo, imagery and comprehensive content (January issue). Our region will be the only Florida destination presented!  
 Respective input such as imagery, logo, insider tips and texts have been provided for the above initiatives.

*Travel Trade/Consumer Publications/Portals:*

- America Journal (Germany) – circ. 42,000, readership 140,000 *Consumer*
  - **½ page, 4c Advertorial** –1/15 issue (25<sup>th</sup> anniversary Special)  
 We provided the publisher with our logo, destination text and a selection of images this month.  
 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 Academy (Germany) *Trade*
  - **Platform Transfer** – as of May 2014  
 “FVW Academy” is a successful online training program, which is 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.  
 The FVW Academy has more than 5,000 visitors and 112,242 PIs.  
 In conjunction with the start of our new course on the FVW Academy platform, we sent all necessary elements to the publishing house for development of the pages.
  
  - The FVW Academy eLearning program will also 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).

- Sunflyer – Edelweiss Air’s Inflight Magazine (Switzerland) – circ. 50,000 *Consumer*
  - **Cover Page, 4c image** in the Winter 2014/2015 issue  
Edelweiss Air’s free inflight magazine is published twice a year with one winter and one summer edition. We are very pleased that this winter edition will feature VSPC on the cover page with a 4c image. We provided their marketing department with applicable high-resolution imagery.
  
- TIP – Travel Industry Professional (Austria) – circ. 10,500 *Trade*
  - **½ page 4c advertorial** in the USA Supplement Issue 2015  
The publisher will again produce a special USA supplement for distribution in conjunction with the Visit USA Seminars to be held on January 28<sup>th</sup> and 29<sup>th</sup> in Vienna and Salzburg 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, imagery and insider information.

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

*Online Aggregators:*

- ASNM New Media AG Newsletter (Germany) – 910,000 subscribers *Trade*
  - **Florida Newsletter Campaign** – November 2014 and February 2015  
St. Petersburg/Clearwater is part of a Florida eNewsletter campaign consisting of eNews blasts on up to 12 online travel portals with a total of 910,000 subscribers. In addition, the news will be integrated repeatedly into the search engine optimized news portals of flugprofis.de as well as being posted on Facebook sites with approx. 20,000 “Likes”. This initiative is being conducted in cooperation with Fort Myers, Panama City Beach, SeaWorld Parks & Entertainment, Visit Florida, Visit Tampa Bay and Alamo.  
The November newsletter was developed and approved this month.
  
- Expedia (Germany) – 1.4 million German subscribers *Consumer*
  - **Placement Campaign** – January 9<sup>th</sup> – February 15<sup>th</sup>, 2015  
With 2.09 million monthly unique visitors and more than 5 million impressions, Expedia Germany is the leading online travel provider in the country. VSPC will be featured on the Expedia Germany website with core offers on the Expedia home page, teaser boxes on run-of-site as well as skyscrapers and teaser boxes on the flight+hotel and click&mix sites.  
We provided all necessary elements for platform development this month.

We have kept abreast of disseminating applicable billing instructions to our marketing initiative partners/vendors as well as following up on the status of invoices with proof of performance documentation needed. HQ and BVK have been kept updated as to media plan developments and status as applicable.

*Public Relations:*

**Kaus Media Services - VSPC's German PR Agency**

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

- **Press Release November:** Proofread and corrected.
- **Newsletter November:** Provided content ideas, proofread and corrected.
- **Program Liaison:** Liaised with the agency on upcoming programs.

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