

CENTRAL EUROPEAN OFFICE

N O V E M B E R 2017

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MARKET INTELLIGENCE / TRENDS

No “Trump Effect”, Say German Tour Operators

Germans are continuing to go on holiday to the USA this year, countering fears they would stay away due to President Donald Trump’s controversial comments and policies, according to top travel firms. The election of Donald Trump as U.S. President one year ago generated worries that foreign tourists would be put off by policies such as bans on visitors from some Muslim countries. The USA is the top overseas destination for Germans with about two million visitors a year. But this is not the case for organized holidays where demand remains good thanks to the stronger Euro, German tour operators told DPA (Deutsche Presse Agentur).

TUI said it saw a “fulminant” start to the 2017 summer season which then weakened during the year. But U.S. bookings remain higher than last year overall. “Looking at our figures we cannot see any ‘Trump effect’. We had a strong USA year,” said a spokeswoman. It is too early to make any forecasts for 2018, however, she added.

DER Touristik is seeing good demand for USA holidays in winter 2017/18. “We have a single-digit increase for our brands Dertour and Meier’s Weltreisen. Summer 2018 is also well booked. So we cannot observe any influence of Donald Trump’s presidency on booking decisions,” said Jörn Krauß, head of long-haul holidays. “Above all, customers are interested in what they get for their travel budget. The holiday price and the exchange rate play a much bigger role than politics or the behavior of the president.”

Munich-based **FTI** said it is very satisfied with the summer 2017 season and currently has a double-digit rise in bookings for next summer. “We cannot see any slump in demand for USA trips and therefore no great Trump effect,” commented North America product manager Fabio Negro.

Among other major tour operators, **Thomas Cook** described demand for the USA as stable. But two leading specialists for North American holidays see this year’s trends very differently.

Canusa Touristik owner Tilo Krause-Dünow commented diplomatically: “With our efforts to promote the USA emotionally positively, we are unfortunately left standing without the help of the White House.” The tour operator heard doubts from customers at the start of this year, but this changed over the last few months. “In our experience, Germans still want to go to New York, San Francisco, Hawaii, Miami and the National Parks, and experience the

beaches and a lot more.” In contrast, Canada had much higher double-digit growth in visitor numbers this year. “That will continue for Canada in 2018, while we expect USA demand at the level of 2017,” he added.

America Unlimited managing director Timo Kohlenberg had a clear opinion. “Yes, the Trump Effect could be felt,” he declared. The tour operator’s U.S. business dropped by between 5 and 10% at different phases this year, while Canada had profited. More recently, though, U.S. bookings have picked up again. Kohlenberg believes there might even be a positive Trump effect now. “The initial euphoria and belief in Trump’s political aims have disappeared into thin air and the Euro has strengthened well against the dollar,” he said. As a result, U.S. trips are cheaper again.

Gen Z Redefines ‘Luxury’, But Still Wants to Book Through Travel Agents

German travel agents are profiting from rising bookings of luxury trips and can expect this trend to continue with Gen Z customers in the future, according to two very different surveys. How do 16-22 year-olds of the so-called ‘Gen Z’ see luxury and what do their views mean for the travel industry? Those were among the key questions of a new multi-generation survey of 678 German consumers with high affinity to luxury products, and the results contain several surprises.

Although these young adults are not yet luxury customers, they are expected to represent more than 30% of German incomes by 2025. Moreover, they have growing influence over their parents’ generations, and especially baby boomers aged 51-70, according to the survey by market researcher Jörg Meurer and Munich-based luxury ‘think-tank’ Inlux.

One key finding is that Gen Z defines luxury differently to older generations. Rather than expensive cars or other status symbols, 77% see luxury as meaning “more time for friends and family” and 75% as “more time for myself” and “self-improvement”. A high 71% also defines “unusual trips” as being part of luxury. Similarly, 63% say that special experiences and diversity are an important part of a trip, while 67% also stress the importance of relaxation while travelling. As many as 47%, for example, can imagine going on a luxury cruise holiday compared to just 40% for the baby boomer generation.

Meurer says this seeming contradiction has a simple explanation. “Gen Z lives under a high stress level,” he explained. Many have already done international work placements, while virtually all of them are permanently online in social media where experiences are constantly shared and compared.

In one area, however, this generation remains traditional, the survey showed. Even though they are digital natives and intensive smartphone users, a significant 43% of them still prefer to book high-value holidays through a specialist tour operator or a trusted travel agent. “We certainly didn’t expect such a high percentage,” Meurer admitted. Relationships, personal advice, quality and service apparently remain key for young well-off consumers, too.

This good news for travel agents has been reinforced by the results of a separate analysis of international luxury travel trends from the World Travel Monitor, conducted by IPK International and commissioned by ITB Berlin, which also highlighted the importance of Germany both as a source market and destination for premium travel.

This analysis found that 51% of all luxury travelers worldwide use travel agencies to plan their trips and 40% of all international luxury trips are booked through a travel agency.

Overall, luxury travel is booming around the world with an 18% rise in luxury trips since 2014, which is about twice the overall growth rate for international travel, according to the World Travel Monitor. (The analysis defined international luxury trips as all outbound short trips of up to three nights with a spending of more than €750 per night as well as all outbound long trips of four nights and more and spending of more than €500 per night.)

In 2016, the world population undertook about 54 million international luxury trips, increasing the segment's market share to around 7% per cent of the international travel. City trips, tours and sun & beach holidays were the main types of international luxury travel for leisure.

According to the World Travel Monitor, the largest source markets for luxury travel are the USA, with 13.7 million foreign luxury trips, and China, with 10 million. In Europe, most luxury trips are undertaken by the British with 3.6 million trips, ahead of the French and the Germans. The most popular luxury travel destination by far was the USA, with 8.1 million trips, ahead of Canada and Germany. In Europe, Germany received nearly 4 million luxury travel visitors in 2016, followed by France, Italy and Great Britain.

Airlines Add Flights from Germany to Exotic Destinations

Condor, Lufthansa, Eurowings and various international airlines have launched new long-haul flights from Germany this winter. The German carriers have moved quickly to fill the gap left by the disappearance of Air Berlin from international flight schedules this winter, offering various routes formerly operated by the bankrupt carrier as well as other intercontinental destinations.

Condor has various new routes this winter. The Thomas Cook airline has started weekly flights from Frankfurt to Nassau (Bahamas) and Samana in the Dominican Republic, as well as from Munich to Martinique, Dubai and Recife in Brazil. In Düsseldorf, Condor is launching several Caribbean routes this month, including Punta Cana (twice-weekly) and weekly services to La Romana (Dominican Republic), Cancun, Montego Bay and Barbados. In addition, it is operating full charter flights for tour operator FTI from three airports to Dubai this winter.

Lufthansa has launched five weekly long-haul flights from Berlin to New York and three weekly flights from Düsseldorf to Miami, both former Air Berlin routes. In addition, it has increased weekly flights from Frankfurt to Cape Town from three to five and added a seventh weekly flight to Rio de Janeiro. From Munich, Germany's largest airline has increased flights to Charlotte, Denver and Tokyo to daily.

Budget subsidiary **Eurowings** has launched weekly flights from Cologne to Cape Town in addition to the Namibia route which it started last spring. From Düsseldorf, the airline will be operating flights to four Caribbean destinations: Punta Cana and Puerto Plata twice-weekly and (from December 18) Cancun weekly.

Consumer Climate Stable at a Good Level

German consumer mood is at a very good level with no indication of any significant changes. Economic expectations are rising slightly, whereas income expectations and propensity to buy have fallen slightly. GfK forecasts that the consumer climate in December will remain unchanged in comparison to the previous month at 10.7 points.

Consumers are still of the opinion that the German economy is clearly continuing to grow. Economic expectations have been confirmed at a very good level and have even improved slightly. Income expectations and propensity to buy can also hold their own in November, even if they have fallen slightly. These indicators are also at an extremely high level.

Economic expectations are stable: After clear growth the previous month, economic expectations rose only slightly in November. The indicator increased by 0.8 points, rising to 44.3 points. The increase is 29 points in comparison to the same period last year.

Consumers are not alone in having this optimistic economic outlook. Both companies and economic experts assume that the gross domestic product (GDP) will rise by around 2% this year. At the beginning of this year the forecasts were only around 1.5%. This upturn is also expected to continue in the coming year at around the same rate.

One reason for this momentum is certainly the upturn currently based on very broad foundations, because consumption, increased investment and exports all contribute to good GDP growth. This is demonstrated by the recently published figures from the German Federal Office of Statistics for GDP in the third quarter. According to these figures, company investments in plant and equipment are another main reason for the real growth of 2.3% in comparison with last year.

Income expectations largely unchanged: Income expectations also look very positive. Even though the indicator fell slightly by 0.8 points in November, it is still currently at a high level of 47.9 points. This is an increase of 3.4 points on last year. The basis for the distinct optimism regarding income continues to be the excellent condition of the labor market in Germany. Employment is rising steadily. For example, there were 44.5 million people in gainful employment in the third quarter. This is almost 670,000 or 1.5% more than one year ago and the high demand for workers (– in October 2017, 780,000 jobs were registered at the Federal Employment Agency –) will also ensure that wages and salaries will continue to rise considerably. Statutory old-age pensions, which are guided by wage trends, will also follow suit later. Therefore, according to initial estimates by the German Pension Fund, old-age pensions are expected to rise by a good 3%.

As inflation in Germany will continue to be moderate – prices rose by 1.5% in October – employees and pensioners will also have more in their wallets in real terms.

Propensity to buy stable at an excellent level: German citizens' propensity to buy has not fluctuated much and is at an excellent level. The indicator did lose 0.7 points in November, but is still currently at a very high level of 58.5 points. In comparison to last year, the increase is currently a good 7 points.

Excellent job prospects ensure that employees in Germany have a high level of job security. The resultant planning security in combination with good income growth clearly leads to consumers being happy to spend. In any case, this is proven by the figures for retail revenue trends, according to which, retail revenues rose from January to September 2017 by a nominal amount of 4.8% (+3.0% in real terms) in comparison with the previous year according to figures from the German Federal Office of Statistics. Trade will, therefore, play a disproportionate role in the positive development of private consumption this year.

SALES ACTIVITIES

USA-Canada Experience Netherlands (November 2nd – 3rd, 2017):

The “*USA-Canada Experience*” is a two-day event providing supplier partners with an exceptional opportunity to inform and educate the Dutch travel trade and conduct one-on-one sales meetings directly with product managers and media. A full-day workshop saw us holding comprehensive training sessions for over 100 agents from all over The Netherlands. The event culminated in an exciting contest and travel prize raffle.

Thomas Cook TravelConneXion (November 4th, 2017):

The Thomas Cook TravelConneXion exhibition has become a very successful event over the past several years attracting up to 2,600 travel professionals. Exhibitors are given the opportunity to educate attendees by holding comprehensive training sessions, interactive presentations and especially during one-on-one sales meetings.

We participated with Brand USA Germany, who organized a USA stand at the exhibition this year. During this full day event, we informed myriad interested agents about our area and distributed respective destination materials.

Mall of Switzerland Opening (November 8th – 11th, 2017):

The brand new *Mall of Switzerland* opened its doors to the public this month. Known as “the heart of Switzerland”, Lucerne is among the most important tourism areas of the country with a considerable catchment area. The mall is considered Central Switzerland’s largest shopping center and entertainment complex boasting 65,000 square meters with 150 shops and restaurants as well as indoor surfing, a fitness center and xxl cinema. The facility is expected to attract 5 million visitors annually,

TUI Suisse will be among the commercial enterprises at the mall with the opening of their 71st retail agency. We partnered with TUI Suisse during the celebratory opening events over the course of three days, effecting destination promotional initiatives including a sweepstakes and brochure distribution for 800 TUI clients.

Knecht Reisen “Reisewelten” (November 25th – 27th, 2017):

Renowned Swiss tour operator Knecht Reisen orchestrated their popular “Reisewelten” trade show at their headquarters in Windisch near Zurich. The three-day show comprised a two-day consumer exhibition attracting close to 5,000 visitors. With 1800m² exhibition space available, the consumer show included various impressive theme worlds such as South Pacific, Africa, Latin America, Caribbean, North America, cruises, recreational vehicles and sports travel, making this a veritable holiday and travel show. The third day was dedicated solely to the travel trade during which we conducted comprehensive training seminars for approx. 200 agents.

DER Touristik Campus LIVE 2017 (December 5th – 8th, 2017):

The “Campus LIVE” tour is among the most important events DER Touristik orchestrates annually for its top travel agents. While the main event will be held in Orlando from December 8th-12th, 2017 for 90 top-selling German travel agents, DER Touristik is keen to give agents the opportunity to experience different regions of Florida during 5 Pre-Tours consisting of 18 agents each. These are intended to convey in-depth product knowledge and experiential takeaways from each region’s attractions and unique selling points.

We continued to liaise closely with our Leisure Travel department regarding itinerary development and further program arrangements including ground transportation, welcome amenities, etc.

Alamo/ADAC Familiarization Tour (December 6th – 7th, 2017):

Our strongly dedicated rental car partner Alamo is going to be bringing a small group on a whirlwind tour through Florida again in December this year. Mike Luetke, Senior Sales Manager at Enterprise Holdings (Alamo) based in Germany has invited 11 of his top-selling ADAC agents to experience select Florida destinations – with St. Pete/Clearwater being among them!

ADAC is a German tour operator with several travel agency offices in Germany. The company belongs to the REWE Group, which includes DER Touristik and Meier's Weltreisen. Qualification for participation in the tour includes a per agency sales increase of at least 10% in Florida product within a 6-month period this year, which equates to an estimated 10 million Euros in revenue. The selected agents are thus all top sellers of Florida product and are coming to us from the German State of North Rhine-Westphalia, one of Germany's most populous regions.

After having sourced activities and program elements for the group previously, we continued our efforts relative to finalizing the arrangements for this group and liaised closely with our Leisure Travel Department on the details.

CANUSA Touristik "Pow Wow" (December 6th – 7th, 2017):

German tour operator CANUSA Touristik will stage their very own "Pow Wow" event at their headquarters in Hamburg. This year's event theme is dedicated to Florida. As supplier spots were limited, we eagerly registered promptly last month. Over 80 agents coming from CANUSA's seven German retail offices will engage with Florida destination and attractions representatives in one-on-one sales meetings and absorb in-depth product knowledge during a series of comprehensive training sessions over the course of two days. The "Pow Wow" event will culminate in an evening extravaganza at a 'beach' venue during which our area will be highlighted again, this time as a co-sponsor. All arrangements for our participation were finalized this month.

Visit USA Seminar Austria (January 24th – 25th, 2018):

Known as Austria's premier travel trade event, the Visit USA Seminar Austria will be held in Linz on 1/24 with an additional seminar in Graz on 1/25. Up to 200 agents are expected to attend cumulatively. The format in Linz will comprise an afternoon seminar with an ensuing evening event. The seminar program will include a table top marketplace and an on-stage "interview" session with each exhibitor. In Graz, a unique 'speed-dating' workshop is planned, which has proven most effective in past years. Our 'early-bird' registration has been submitted thereby securing a discounted participation fee.

Visit USA Seminar Switzerland (January 30th – 31st, 2018):

This program is Switzerland's premier travel agent training seminar held annually in Zurich. The seminar platform provides 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.

Delivery of requested assets including destination-oriented questions for an online knowledge test, query contributions to a questionnaire to be distributed during the event, imagery for development of new stand backdrops, etc. has been completed.

German Consumer Shows (January & February 2018):

Our area will be presented at several important consumer shows in Germany in cooperation with the Visit USA Committee Germany. Registration has been completed for the following tourism fairs attracting 441,000 consumers cumulatively:

- CMT Stuttgart January 13-21, 2018
- Reisen Hamburg February 7-11, 2018
- f.r.e.e Munich February 21-25, 2018

ITB (March 7th – 11th, 2018):

Known as the “world’s largest tourism fair” held annually in Berlin, Germany, we again plan to exhibit within the Visit Florida Pavilion. Registration has been completed and we are pleased that we will be joined by a VSPC accommodations partner. Strategic planning and logistics management are underway.

Swiss Tour Operator Appreciation Event (March 12th, 2018):

We will again orchestrate an upscale appreciation event for Switzerland’s most influential and productive tour operators, with 2018 marking our 6th consecutive year. We are pleased to report that Visit Tampa Bay will again co-host this event.

With the venue having been identified and secured, upcoming tasks in the works include menu selection, guest list identification, invitation creative, function room needs, hotel room block, reservations form development, hospitality gift selection, etc.

Additional Activity:

- Occasionally, travel agencies open for business on Sunday’s in Germany enticing customers to browse an array of travel offers. This month **Reisebüro Mitterer** in Straubing, Germany conducted a big sales event during the ‘open for business’ Sunday focused on Florida holidays. In order to enhance promotion of our area, we provided comprehensive information, a supply of brochures as well as a few small giveaways for a raffle.
- Travel agency **Tauchen und Reisen Kriz** in Ingolstadt, Germany was supported by us with giveaways and collateral material for an agency open house event in December which will include a prize raffle. 80 clients have been invited to attend.
- One of our major tour operators **FTI Touristik** is in the early stages of designing a new sales tool on their website “Design your Trip FTI 360”. As they are eager to build our area into the platform, we provided extensive input on VSPC. The sales tool is expected to go live early next year.

MARKETING INITIATIVES

Our efforts continued this month in conducting marketing initiatives and advertising programs, which included ...

Tour Operators:

- Fairflight (Germany)
 - **Catalog Pages** – JanuaryVSPC will be featured on two full-pages in the tour operator’s new annual special Florida brochure, which will be valid for one year with a print run of 4,000. The brochure will be distributed at five major consumer trade shows in Germany and will

also be available online for download. All layouts were received and approved this month. The catalog will be in-market come January 2018.

- Faszination Fernweh (Germany)
 - **B2C eNews Blast** – November
VSPC will be featured in a “post Irma” eNewsletter with imagery and destination content, which will be sent to the tour operator’s database of more than 67,000 customers. This newsletter was free of charge to all interested Florida partners in order to encourage the customers to book Florida. All necessary assets were provided, layout was received and approved. The blast was deployed and sent out this month.

- Hotelplan (Switzerland)
 - **B2C Travel Blog**– January
VSPC will be featured in the tour operator’s travel blog in the high booking month of January. The Hotelplan blog is available in German and French and will link to the VSPC destination and hotel page on the Hotelplan website. Story ideas were sent to the tour operator this month. Blog readers per month: 23,000.

- Jan Doets (Netherlands)
 - **B2C Inspirational Sensory Events** – October 1st & November 19th
We are partnering with tour operator Jan Doets on two unique B2C inspirational “sensory” promotional events being held at Jan Doets’ offices in Heerhugoward. Beyond comprehensive presentations on several U.S. and Canadian vacation destinations, the full-day events will include several games stations, musical ‘discovery’ stations for kids, a dance floor with DJ for adults, American beverage tastings and even a Thanksgiving turkey grilled in an authentic Green Egg in November. Last, but not least, a treasure hunt/digging contest in a beachy Florida sand garden for young and old will be staged. Over 1,000 customers are expected at each of these events, where travel can be booked on the spot. We’ve provided the tour operator with our popular Reef Safe sunscreen as a giveaway for the ‘treasure digging’ as well as collateral material.
The second event took place this month and was as successful as the first event. We are awaiting a final report from the tour operator.
 - **B2C Online Banner Campaign** – November
This year we will join Jan Doets in a digital campaign with the De Persgroep, which is the largest media organization in the Benelux. The campaign comprises placement of dedicated banners for 4 weeks on the De Persgroep’s online network of 11 daily regional newspaper websites: AD, de Volkskrant, Trouw, Het Parool, BN DeStem, Brabants Dagblad, de Gelderlander, de Stentor, Eindhovens Dagblad, PZC & De Twentsche Courant Tubantia. Total reach per day is 3.9 million contacts (desktop, tablet and mobile devices).
Creative layouts were received, adjusted as necessary and approved this month.
 - **B2C eNewsletter** – December
In addition to the very strong Jan Doets Online Marketing campaign with De Persgroep, VSPC will be featured together with SeaWorld Parks & Entertainment in an exclusive eNewsletter next month. The aim is to create awareness and bookings on the specially designed VSPC landing page on JanDoets website. The newsletter will be deployed to the tour operator’s 17,000 subscribers.
Creative layouts were received, adjusted as necessary and approved this month.

- Knecht Reisen (Switzerland)
 - **Cover Page Placement for 2018/19 Catalog** – circ. 50,000

Due to our excellent relationship with this active Swiss tour operator, we were offered exclusive placement of a VSPC image on the cover of the tour operator’s next annual USA catalog (valid April 2018 thru March 2019) – including special photo credit within the brochure – free of charge!

Thanks to the amazing talent of our Creative Manager at HQ, we were able to provide an enticing key visual in the applicable resolution. Final layout has been received and approved.
 - **B2B2C Catalog Editorial 2018/19**

In addition to the cover page placement, VSPC will receive prime exposure comprised of two full pages of dedicated editorial content plus imagery positioned as lead-in to Florida’s Gulf Coast region. Layout was received, corrected and approved.

- Thomas Cook – Neckermann Reisen (Germany)
 - **Cover Page Placement for 2018/19 Catalog** – circ. 650,000

We were most pleased to have secured premier exposure for VSPC on the cover page of Neckermann Reisen’s annual 2018/19 North America catalog with a validity of April 2018-March 2019! To put the importance of this placement into perspective: The decision as to which image adorns a catalog cover is a lengthy process and subject to scrutiny by various management levels, with Executive Management ultimately making the final call. Neckermann Reisen offers over 30,000 vacation products, several thousand of which are in the United States. In Florida alone, Neckermann Reisen offers over 200 supplier products. Considering the tremendous competition, the tour operator’s management team is clearly confident that Visit St. Pete/Clearwater is ranked first class! It is therefore a great privilege and huge exposure opportunity for us.

In addition to being featured on the cover, VSPC will also be highlighted on page one of the catalog with an informational text box comprised of visual, brief destination description and travel offer page reference. Having approved creative layouts last month, the catalog was deployed in-market this month.

- TUI Suisse (Switzerland)
 - **Catalog Advertorial Page** – circ. 95,000

We were offered placement of a full-page dedicated destination advertorial in the tour operator’s new annual catalog which will be valid April 2018-March 2019 with a print run of 95,000. This comes to us on a complimentary basis, which is largely due to our excellent relationship with the tour operator. Page layout has been approved. The catalog will be in-market come January 2018.

Travel Trade/Consumer Publications & Portals:

- IMAGINE Magazine (Switzerland) – circ. 35,000 *Consumer/Trade*
 - **1/1 page, 4c advertorial** in Winter Issue 2017/8 – December-February

VSPC will be featured on a full 4c page in this high-class magazine for the winter edition due in-market 12/19. Placement timing is ideal, creating awareness for the destination as the winter booking season is in full swing and customers spend the winter months gathering initial ideas for the following summer’s travel plans.

The high-end travel magazine defines traveling in extraordinary ways, capturing moments and experiences for its readers making them personal and inspiring. The publication offers a wealth of fascinating travel reports, interviews and photo spreads on and about the most beautiful places in our world, from the Arctic to Australia. With a quarterly circulation of 35,000, the pub is sold at press and book shops, distributed to over 110 five and four-star superior hotels throughout the country, available at tour operator and travel agent offices, at prime venues such as medical practices, attorney's offices, high-end watch retailers, golf and tennis clubs, as well as at all gates at Switzerland's major airports. In addition, publication can be read online at: <http://www.prestigelibrary.com/>
Creative has been designed and approved this month.

Online Aggregators:

- ASNM New Media AG Newsletter (Germany) – 900,000 subscribers *Consumer*
 - **Florida Newsletter Campaign** – December 2017 and February 2018
St. Pete/Clearwater is part of a Florida eNewsletter campaign consisting of eNews blasts on 6 online travel portals with a total of 900,000 subscribers. This initiative is being conducted in cooperation with SeaWorld Parks & Entertainment, Tampa Bay, Sarasota and Fort Lauderdale.
Assets were provided for the creative development of the December eNewsletter this month. Awaiting final layout for approval.

- Travelzoo Europe (Germany) – 2.5 million subscribers *Consumer*
 - **Destination Microsite** – December-January
After a very successful campaign with Travelzoo last year we initiated with them this time a special package with the following elements:
 - **Destination microsite with travel offers:** An exclusive page will be created for VSPC containing editorial write-ups, videos, images, branding opportunities, links to the VSPC website and 10 compelling travel deals.
 - **“Destination of the Week” within TOP 20:** This will reach up to 2.5 million Travelzoo readers and will directly link to our destination profile within the Travelzoo platform
 - **Alternating weekly website placements on Travelzoo:** Duration will be 4 weeks with 1.3 million unique visitors per month including imagery, text & direct link.
 - **Alternating weekly social media posts:** Duration will also be 4 weeks and posts will show on Facebook, Instagram, Pinterest and Twitter with more than 600,000 pan-European social media fans.
 - **“Special Website Collection”:** VSPC will be featured for 4 weeks with large website placements of researched travel offers to the area on the Travelzoo start page to highlight the destination, increase traffic & direct bookings to more than 1.3 million unique visitors per month.All creative elements were delivered to Travelzoo this month.

Public Relations:

Kaus Media Services - VSPC's German PR Agency

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

- **Press Release November:** Proofread and corrected.
- **Newsletter November:** Proofread and corrected.

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