

# CENTRAL EUROPEAN OFFICE

J A N U A R Y 2017

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## MARKET INTELLIGENCE / TRENDS

### **Double-Digit Bookings Surge in December**

German travel agents celebrated double-digit revenue growth last month as consumers flocked to book summer 2017 holidays, the latest GfK market trends survey showed. The sales recovery that started in November gathered pace in December with an 11.4% rise in revenues that more than compensated for the 6.4% drop in December 2015, according to analysis of bookings in 1,500 representative travel agencies. The 2016/17 tourism year is now showing a small sales increase of 1% on a cumulative basis.

Winter sales rose by 11.4% in December, and are now only 4% behind last year's level. Bookings for April, including the Easter holidays, are up by 32% which more than compensates for a 13% decline in March. The remaining winter months remain below last year, however.

More importantly, summer sales increased by 13% last month, leaving cumulated sales for 2016/17 showing a 10% increase to date. This, too, outweighs the 6% decline as of December 2015. A high 67% of all revenues in December were for summer 2017 bookings. There is a 31% increase for June, including the Whitsun school holidays, and growth for July, August and September, with only May and October still behind previous year levels.

Similarly, IT services company TATS also registered good December business in its monthly sales review of 2,500 travel agencies. Bookings rose by 4.8% last month, leaving a cumulative increase of 7.1% for advance bookings through to October 2017. There was a 7.6% rise in sales of cruises, which are showing a 17.3% rise for 2016/17 as a whole. For 2016 (January – December) the TATS travel agency survey shows an overall sales increase of 0.3%, including a slight 0.1% drop in leisure travel sales. A strong 10.7% increase in cruise holiday sales compensated for a slump in flight-based package holidays and other trips.

### **Tour Operators Report Good Start to 2017**

German travel agents and tour operators have seen good bookings this month as a recent sales recovery continues into 2017. Germans already started booking their summer 2017 holidays early in November and December and this trend appears to have strengthened in the first few weeks of the new year, which is traditionally the strongest booking period of the calendar year. Market researchers GfK, whose monthly travel agency survey showed a 13% summer

bookings increase in December, said demand had picked up strongly in the second week of January.

Among tour operators, Alltours has a “good” bookings increase compared to last year, while Schauinsland said it had a “very satisfactory” December. Greece specialist Mouzenidis Travel reported strong demand for the destination, while North America specialist Canusa has double-digit growth for Canada and a single-digit rise for the USA. TUI Germany said earlier this month that demand is well ahead of last year and it expected bookings to peak this month. “We are currently seeing a catch-up effect. Many Germans who skipped taking a holiday last year are booking their holiday particularly early,” commented TUI Germany chief Sebastian Ebel. Travel agents are also happy with the start to 2017. For example, Derpart has a sales increase of about 8% compared to last year, while Lufthansa City Center also has a “high single-digit” rise.

In terms of destinations, Greece is seen as this year’s growth winner with strong demand already for Crete, Rhodes, Kos and other islands. TUI, for example, has a 41% rise in bookings for Greece where it has increased capacity on the main islands by 40% for summer 2017. Similarly, Thomas Cook described Greece as an “absolute trend destination” for many different customer groups this year. Spain remains the clear number one destination with stable high demand, while Italy and Portugal are apparently also selling well, and Egypt is making a clear comeback after a dramatic slump this time last year. In contrast, bookings for Turkey are continuing to fall after a heavy decline last year.

Among long-haul destinations, Mexico is performing very strongly with TUI reporting a 71% bookings increase. The market leader also has strong growth for the USA, South Africa, Canada, Mauritius, Seychelles, the Dominican Republic as well as Indonesia.

### **No ‘Trump Effect’ on German Bookings**

Germans are still booking holidays in the USA despite forecasts that the election of Donald Trump as President would dampen demand. In mid-2016, nearly half of all Germans (49%) said in a survey that Trump’s possible election would reduce their desire to visit the country. But now that he is in office there is no sign of a ‘Trump effect’ on demand, according to tour operators.

“We’re currently experiencing the strongest booking weeks of the year,” commented Per Ilian, Dertour product manager. TUI has reported strong demand for the USA at present, while North America specialist Canusa has a single-digit increase in bookings for the USA despite the impact of the strong dollar. Timo Kohlenberg, from specialist America Unlimited, is somewhat surprised about the stable demand. “Not only is there Trump, but there’s still also the strong dollar,” he said. Nevertheless, the direct sales tour operator has had a good start to the year with higher bookings than during the same period last year. “It looks like travel patterns are independent of the political situation and the USA is simply a convincing travel destination,” Kohlenberg said. He admitted there had been a drop in inquiries immediately after the election last November, but emphasized that there had been no cancellations.

Similarly, the tourism marketing organization Brand USA has not seen any ‘Trump effect’ on the German market. There had been “relatively few questions” about the new president from visitors at the recent CMT travel fair in Stuttgart, said Brand USA representative Christian Zerbian. “We had expected more,” he added.

A record number of 2.3 million Germans visited the USA in 2015. Although no figures are yet available for last year, Brand USA expects stable volumes or a slight increase.

### **Package Travel Directive: DRV Hails Government U-turn After Flood of Protest Mails**

The German government is considering changing a key part of its draft law on travel packages following thousands of protests by travel agents. The government is now ready to review whether separate payment of individual travel components is legally necessary, the German Travel Association (DRV) said. A statement confirming this position, made available to the DRV, is the government's official response to a recommendation by the upper house (Bundesrat) in December on this issue. Berlin is also in talks with the European Commission to clarify how much flexibility it has when introducing the European Package Travel Directive into German law. The DRV welcomed both developments as confirming its own position over this issue.

Meanwhile, the DRV has successfully generated 30,000 letters to the government in less than one week to protest against the planned implementation of the draft law, and particularly the clause on separate payment of individual components of a 'combined travel package', such as flights and a hotel. The association launched a campaign last Friday giving travel agents the opportunity to send adapted versions of pre-formulated letters to MPs and justice minister Heiko Maas. DRV director Dirk Inger launched the campaign under the slogan "One holiday, five payments? That's bureaucratic nonsense". The German Parliament is due to debate the draft law this month and aims to pass the law in March.

### **Lufthansa to Hire 3,000 New Staff This Year**

German national carrier Lufthansa aims to hire thousands of new recruits in 2017. As part of the airline's growth strategy, Lufthansa will hire more than 3,000 additional staff in 2017, primarily flight attendants. The new recruits will join the German company's various carriers, with almost half of them, some 1400, to be assigned at the hubs in Frankfurt and Munich alone. Of the new staff, 500 are expected to join Swiss Air, 200 will work for Eurowings and 100 for Austrian Airlines. The Lufthansa Group employs more than 120,000 people.

## **SALES ACTIVITIES**

### **Visit USA Seminar Austria (January 26<sup>th</sup> – 27<sup>th</sup>, 2017):**

Known as Austria's premier travel trade event, the Visit USA Seminar Austria was held in Vienna and attracted 145 agents. The 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 again organized a post-seminar "evaluation breakfast" during which we had the opportunity to provide feedback and discuss future planning.

### **Visit USA Seminar Switzerland (January 31<sup>st</sup> – February 1<sup>st</sup>, 2017):**

This program is Switzerland's premier travel agent training seminar held annually 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. A total of 375 travel agents attended this

year's seminar and were educated on our area's features and benefits as well as the latest news items. We also conducted meetings with several key Swiss tour operator partners.

**German Consumer Shows (January & February 2017):**

We are in the planning stages to present our area at several important consumer shows in Germany in cooperation with Visit Florida. Registration has been completed for the following tourism fairs:

- CMT Stuttgart January 14-22, 2017
- ABF Hannover February 1-5, 2017
- Reisen Hamburg February 8-12, 2017
- f.r.e.e Munich February 22-26, 2017

**Enterprise Holdings/Alamo Familiarization Tour (February 5<sup>th</sup>, 2017):**

One of our strongly dedicated rental car partners is going to be bringing a small group on a whirlwind tour through Florida next year. Mike Luetke, Senior Sales Manager at Enterprise Holdings (Alamo) based in Germany has invited four of his top-selling brokers to experience select Florida destinations – with St. Pete/Clearwater being among them! Mr. Luetke's invitees are based in Greece and cumulatively generate USD 13 million in sales to Florida annually from various markets such as Germany, United Kingdom, Brazil, Australia, New Zealand and Greece.

Accommodations have been secured for the group (2/04-06/2017). This month saw us finalizing arrangements for the group to visit a number of our area's attractions.

**ITB (March 8<sup>th</sup> – 12<sup>th</sup>, 2017):**

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 excited about the participation of an accommodations partner on our stand. Appointment scheduling with key industry partners such as tour operators, airlines and other service providers commenced this month. Logistics concerning accommodations, collateral shipments, securing of entrance badges for our delegation, etc. are in the works.

**Swiss Tour Operator Appreciation Event (March 13<sup>th</sup>, 2017):**

We will again orchestrate an upscale appreciation event for Switzerland's most influential and productive tour operators, with 2017 marking our 5<sup>th</sup> consecutive year. The venue has been selected and applicable paperwork processed. Visit Tampa Bay has agreed to co-host this event.

The dinner menu selection has been finalized in concert with the venue. A guest list was established and a ‘save the date’ notification was deployed this month. Further action items in the works are, invitation creative, an rsvp form (guests will be requested to make a main course selection in advance, per the venue’s policies), function room needs, hotel room block, reservations form development, hospitality gift selection, etc. Updates to be forthcoming.

**Thomas Cook Partner Group College (March 22<sup>nd</sup>, 2017):**

We secured a presentation slot during the Thomas Cook Partner Group College to be held at the tour operator's headquarters office in Germany in March. The one-week event comprises comprehensive travel agent training relative to the tour operator's worldwide products. With the North American slot in hot demand, we joined forces with Visit Orlando to be among the only Florida destinations privileged to participate. During the course of an afternoon, we will present our destination to 90 handpicked, top-selling Thomas Cook travel agents and agency owners. A prize raffle will be included at the conclusion of the event. An industry

opportunity was deployed soliciting interest in donations this month. Again we are most grateful for the support demonstrated by our local partners!

**German Sales Mission (May 14<sup>th</sup> – 19<sup>th</sup>, 2017):**

Visit St. Pete/Clearwater and Visit Orlando will be joining forces to organize and expedite a German Sales Mission to five German cities (Hannover, Bochum, Oberursel, Frankfurt and Munich). The program will comprise holding both product management meeting as well as comprehensive in-house training sessions at top German tour operator offices and service centers, for example at America Unlimited, TUI Germany, Thomas Cook, DER Touristik and FTI. A sales opportunity has been distributed among our industry members. Updates to be forthcoming.

*Additional Activity:*

- We updated our insertion for the **Visit USA Benelux Travel Planner** which is distributed to 15,000 consumers during travel fairs in January and early February.
- We provided **American Vacations**, one of our most active tour operators in the Netherlands, with new images and destination content for purposes of updating their program.

## **MARKETING INITIATIVES**

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

*Tour Operators:*

- AMERICA UNLIMITED (Germany)

➢ **B2C “Climate Box” Campaign** – February

Targeting customers aged 25-65 (couples, families and affluent clientele), the campaign is focused on raising awareness and boosting sales via an excitingly innovative out-of-home initiative to be supported by propagation on multi-channel platforms such as specially designed microsites, social media and media coverage.

Staged in a high-traffic, pedestrian area of one of Germany's metropolitan cities, America Unlimited will create a dedicated transparent 'climate' box of glass. Inside the box, an exciting St. Pete/Clearwater scene will be staged comprised of white beach sand, decorative flora and fauna, beach sun loungers and accessories, while balmy tunes soothe the soul. Customers will be lured inside the warm and tropical climate box to escape Germany's bitter cold winter weather. A promoter team, dressed in shorts and bikinis, will serve as animators for snapshots to be shared on social media. Consumers will be further enticed by viewing VSPC VR videos whilst enjoying the beach atmosphere. Upon exiting the box, visitors will receive promotional flyers depicting VSPC imagery, logo and travel teasers.

The venue for this innovative initiative was secured this month, the climate box construction discussed and agreed upon, layouts for flyers were received and approved.

- Amerikareisen.at (Austria)
  - **B2C Dedicated Direct Mailing** – January 2017
 

Austrian tour operator Amerikareisen will produce 4,600 high-quality, glossy postcards depicting VSPC key visual, intriguing destination description and logo which will be mailed to top clients and distributed at a number of consumer fairs. All creative and content elements were provided, layout received and approved. The mailing piece was deployed this month.
- Canusa Touristik (Germany)
  - **B2C Online Promotion Package** – January 1<sup>st</sup> - February 28<sup>th</sup>, 2017
 

We will join forces with Canusa on an innovative online promotion package initiative focused on attracting new customers and raising awareness for VSPC. Content recommendation ads comprised of key visual and snappy text teaser will link to VSPC content on the tour operator's website and point customers to the booking engine platform. Approx. 5 million ad impressions and 15,000 visits to relevant content are projected.
- DERTOUR (Germany)
  - **B2B “USA News” Newspaper Ad** – January 13<sup>th</sup>, 2017
 

Published monthly, the “USA News” is an 8-page piece distributed to all of Dertour’s travel agencies in Germany and Austria. It is also placed on Dertour’s travel agent portal ‘Come Closer’ and is announced in the weekly ‘Counter Mail’. VSPC will be featured with a ½ page, 4c advertorial including general information, images and logo as well as special travel packages developed by the tour operator.
- Explorer Fernreisen (Germany)
  - **B2C eNewsletter** – December 10<sup>th</sup>, 2016
 

A special St. Pete/Clearwater travel package was advertised in Explorer’s weekly eNews to 30,000 customers. The travel package linked to a dedicated VSPC landing page on the tour operator’s website. The eNews was deployed this month.
  - **B2B2C Storefront Window Display** – December 2016
 

VSPC was featured on an oversized poster with enticing visual, logo and travel offers in the storefronts of all 12 of the tour operator’s dedicated stores for four weeks. Posters were deployed to the agencies and displayed for the entire month.
- Fairflight (Germany)
  - **Catalog Advertorial Page** – January
 

We were offered placement of a full-page advertorial in the tour operator’s new annual special Florida brochure, which will be valid for one year with a print run of 3,000. The brochure will be distributed at five major consumer trade shows in Germany and will also be available online for download. We have provided with applicable content and creative. The catalog will be in-market come January 2017.
  - **Facebook Campaign** – February
 

VSPC will be featured five times on the tour operator’s Facebook page (approx. 5,000 fans) with various posts including images and videos. Input and post ideas were provided this month.

- FTI Touristik (Germany)
  - **B2C & B2B Multi-Channel Memory Card Game** – March-June 2017
 

Together with FTI, we will develop an innovative sweepstakes initiative involving a digital Memory Card Game. The platform will serve to solicit engagement and provide information on VSPC and FTI. The action concludes with a sweepstakes question which must be answered in order to become eligible to win a trip for two to St. Pete/Clearwater as well as one of 1,000 memory card games, which will be specially designed, high-quality boxes of 24 card pairs showing our logos on the back and enticing imagery on the front to match each other. Focused on raising awareness, generating buzz and boosting bookings to St. Pete/Clearwater, the campaign will run for several months. Campaign elements include a number of distribution channels, such as:

    - a) **B2C FTI Standalone Newsletter** – March  
VSPC will be featured within FTI's eNewsletter to 140,000 clients. It includes logo, imagery, text, travel offers and a link to a dedicated VSPC landing page with jump to the sweepstakes.
    - b) **B2C Offpage Package Premium** – March-June  
VSPC and the Memory Sweepstakes will be featured in a high performance-oriented marketing mix with smart placement of advertising material and content in a relevant environment with a guaranteed number of ad impressions and clicks:  
Advertising material (AdBundle) with VSPCs offers and products will be placed on external networks as well as on channels such as google adwords, facebook, etc.  
In addition, a special landing page will be created for VSPC on [www.fti.de](http://www.fti.de).  
Guaranteed ad impressions of 3 million are targeted along with 10,000 guaranteed clicks.
    - c) **B2C FTI Newsletter Premium Teaser** – March  
The sweepstakes banner will also be placed in an eNews blast to 140,000 clients to push the online Memory Card Game. The banner will directly link to the sweepstakes.
- Hotelplan Suisse (Switzerland)
  - **B2C Migros “Glücksgriff” Sweepstakes Promotion** – February  
Migros is Switzerland's largest retail company, its largest supermarket chain and largest employer. The company produces the Migros Magazine including a "Glücksgriff" section, the magazine's dedicated sweepstakes platform (circ. 1.5 million / readership 2.3 million weekly).  
VSPC will be featured with a full page advertorial insertion including imagery, destination content, sweepstakes description and URL call-to-action. The magazine will also be adapted to the Migros website with identical content and URL call-to-action, which will link to a dedicated VSPC landing page on the tour operator's site with travel offers, further destination content and imagery. The layout was received, proofed and approved this month.
  - **B2C eNews Blast** – February  
VSPC teaser placement in support of above (120k subscribers)
- Jan Doets (Netherlands)
  - **B2C Out-of-Home Billboard Campaign** – January  
For four weeks VSPC was featured on 40m<sup>2</sup> highway billboards strategically placed along the A9 north/south autobahn running from Alkmaar to Amsterdam (81,000 vehicles /day) with key visual, logo and call-to-action.

- Jan Doets (Netherlands)
  - **B2C Out-of-Home Airport Advertising** – January & February
 

Destination video clips on large display surfaces in Rotterdam and Eindhoven with Jan Doets' call-to-action:

    - Digital wall XXL at Rotterdam Airport, 40x/hr
    - Digital wall XL at Rotterdam Airport, 30x/hr
    - Digital baggage board at Eindhoven Airportl, 36x/hr
- Knecht Reisen (Switzerland)
  - **B2C Out-of-Home Streetcar Campaign** – February-April
 

We are very pleased to have secured a great opportunity for public transport advertising: 200 posters will placed in the windows of Zurich's main streetcar lines for three months starting in February. Beyond an enticing VSPC image, messaging will include a sweepstakes promo comprised of a week's stay in our area, one-week car rental and flights for two donated by Edelweiss Air, whom we were successful in attracting as a co-sponsor. A curiosity generating vanity URL was created as the call-to-action, i.e. [www.SonnenHungrig.ch](http://www.SonnenHungrig.ch) (SunHungry.ch). Here customers are presented with a VSPC video and enticing destination description before being led to a new page where they are asked to vote for their favorite VSPC beach and answer the all-important sweepstakes question in order to become eligible to participate in the sweepstakes drawing. Layout has been received and approved.
  - **B2C eNewsletters and Social Media** – January/February
 

To support the above out-of-home campaign, the tour operator will promote the sweepstakes on several electronic platforms including eNews blasts to their customers and via social media vehicles.
- Kuoni (Switzerland)
  - **B2C eNewsletter Placement** – January
 

VSPC will be depicted with imagery and content box in an eNews blast to up to 70,000 recipients. Placement will link to the tour operator's VSPC landing page with travel offers. This month, the 'special offer box' layout was received and approved. In addition, the special VSPC landing page was updated and refreshed.
  - **B2B2C Special Destination Flyer** – February
 

Flyers depicting VSPC logo, imagery and destination description will be displayed in 570 retail storefront windows for the entire month of February. Input and layout was discussed and approved this month.
- Meier's Weltreisen (Germany)
  - **B2C Out-of-Home Train Station Infoscreens** – February
 

VSPC will be featured with imagery, logo and slogans on digital info-screens at various train and underground stations in busy cities such as Frankfurt, Düsseldorf and Hamburg. 80 digital screens with 18 spots will be produced with each spot having a duration of 7 seconds and will be aired during prime travel time between 06h00-09h00 and 18h00-21h00.
  - **B2C Online Marketing Package** – February
 

During this four-week campaign complementing the out of home project, VSPC will be featured on several of the tour operator's online channels:

    - 1 week on their homepage: [www.meiers-weltreisen.de](http://www.meiers-weltreisen.de),
    - Placement in the tour operator's eNewsletter
    - 4 further weeks on the tour operator's hotel page

All layouts for both projects were created and approved this month.

- TUI (Germany)

The **TUI Experience Tour (TET)** familiarization tour is among the most important programs TUI Germany orchestrates annually for its top 120 travel agents. Inasmuch, we are exceedingly proud to be part of the 2017 TET to Florida in April.

For 8 months leading up to the TET fam, B2B multi-channel communication initiatives are deployed inspiring curiosity, building awareness and generating bookings. Past TETs have shown that this strategy has proven to be particularly successful among the travel trade and trade press due to its consistency and longevity in the marketplace, making it the “talk of the trade”.

The first initiative to launch:

➤ **B2B eLearning** – November 2016-January 2017

This is an exclusive, destination-dedicated eLearning program for placement on TUI's travel agent website within the North America platform, which is utilized continuously by 30,000 travel agents. Our content will comprise comprehensive VSPC unique selling points such as award-winning beaches, culture, events, dining, nature, excursions and attractions. A test element will also be included, which participants must complete with a minimum test score of 85% in order to be eligible to attend the tour. The eLearning was launched on 11/15 and will run through 1/11/2017.

➤ **B2B2C InStore Digital Screens** – January 9<sup>th</sup> - 22<sup>nd</sup>

VSPC will be featured in 270 retail travel agencies on in-store digital screens with imagery, video, logo and flash animation travel offers for 10 hours/day. The transmission loop will be 6 minutes in length with 10 repetitions per hour. Respective imagery, video and logo materials were provided; layouts have been received and approved.

➤ **B2C Social Media Influencer Sweepstakes Campaign** – January 16<sup>th</sup> - 22<sup>nd</sup>

Instagram competition strategically optimized for interactions and engagement. Placement of the topic “beach” on TUI’s Instagram channel @meinetui plus target of selected influencers to promote the competition. Duration of 1 week followed by 24-hour user vote for the best 4 images. In addition, 3 posts on TUI Germany Instagram with @mention of @vspc (text or tagging on the image) plus accompanying posts on TUI Germany Facebook & TUI Germany Twitter with logo / #EscapeWinter.

The campaign is projected to reach a minimum of 1 million plus user interactions.

Results:

Reach of 3.35 million, 4.42% engagement rate, 70,434 likes, 494 comments

#EscapeWinter Photo Contest respondents: 1,117

➤ **B2B TUI News Ad** – January 19<sup>th</sup>

This activity is part of the B2B multi-channel communication initiatives for the TET. Our ad, comprised of key visual, logo and text hook, will be placed in the TUI News, a print piece with a monthly circ. of 8,000 distributed to TUI’s travel agencies all over Germany. Layout has been received, proofed and approved.

- TUI (Switzerland)

➤ **B2B Incentive Promo** – October & November 2016 through February 2017

In an effort to push new bookings to our area, we’ve developed a B2B incentive promotion including a sweepstakes element in cooperation with this important Swiss tour operator. The challenge: Generate as many new bookings as possible between 11/14/2016 and 02/28/2017 (for travel between 6/01-30/2017 and 09/01-11/15/2017) to become eligible to win a one-week stay in St. Pete/Clearwater + air for two.

➤ **Catalog Advertorial Page**

We were offered placement of a full-page advertorial in the tour operator’s new annual catalog which will be valid April 2017-March 2018 with a print run of 95,000. This

comes to us on a complimentary basis, which is due to our excellent relationship with the tour operator. We have provided with applicable content and creative. The catalog was deployed in-market this month.

➤ **B2B2C Digital Screen – January 2017**

During the last two weeks of January VSPC will be featured on a digital screen in shop windows of 43 TUI ReiseCenter agencies. The image is shown every 3.40 minutes for 20 seconds, 200 times during one day or 2,400 times for the entire period. We assisted the marketing department with the layout beginning of this month.

➤ **B2B2C Flyer TUI Post – January 2017**

VSPC will be featured on a full-page with special offers in the TUI Post (TUI's internal newspaper).

*Travel Trade/Consumer Publications & Portals:*

- America Journal (Germany) – circ. 36,500; readership 145,000 *Consumer*
  - **½ page, 4c Advertorial** – 2/17 issue (ITB Special) Feb. 24<sup>th</sup>  
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.  
VSPC's placement will include logo, imagery and content. Creative elements have been delivered to the publisher; layout has been received, proofed and approved.  
Pub frequency: 6x/yr
- LuxusInsider Digital Magazine (Germany) *Consumer*  
LuxusInsider is a brand new digital magazine speaking specifically to the travel trade focused on selling to the luxury market niche. Emphasis is placed on provision of detailed product, sales and destination tips for the luxury and 'unique experiences' travel segments as well as information on important industry developments in this segment. The features and articles are entertaining and emotional, making reading a pleasure versus a strain. The responsive web technology allows for a perfect display on all devices and can be read online or offline.
- **B2B Newsletter Placements – January-February**  
VSPC will be featured in four newsletters (deployed weekly) during the course of January and February. Our placement will comprise image, content, logo and a link to our VSPC website.
- **B2B Hot Spot Ads – February**  
Hot Spot Ads are very popular among visitors to the website and comprise a destination's key visual with introductory text content along with ten 'vibrating' numbers, behind which the destination's 'hot spots' are described.  
The newsletter ad was approved this month and input was provided for the hot spot ads.
- TIP – Travel Industry Professional (Austria) – circ. 10,500 *Trade*  
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: 26x/yr
  - **½ page 4c advertorial** in the USA Supplement Issue 2017 – January

The publisher will again produce a special USA supplement for distribution in conjunction with the Visit USA Seminar to be held on January 26<sup>th</sup> in Vienna 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.

Our will be featured with logo, imagery and insider information. Layout was received, proofed and approved this month.

➤ **Extra Editorial** in the USA Supplement Issue 2017 – January

In addition to our ½ page advertorial in the USA Supplement, VSPC will also receive extra coverage in the January issue of the TIP magazine with a special article about cuisine. This extra exposure comes to us free of charge due to our long and excellent relationship with the publisher.

- TRAVEL INSIDE (Switzerland) – circ. 8,750

*Trade*

➤ **1/2 page, 4c advertorial** in the USA Counter Inside 2017 – January

In conjunction with this year's Visit USA Seminar on February 1<sup>st</sup>, we secured placement of a half page advertorial for VSPC in the "Counter Inside" supplement. The supplement was printed and distributed 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

- Travelution (Netherlands) – circ. 7,500; readership 10,000

*Trade*

➤ **6-page Destination Feature/Infotorial** – January

A "Florida Special" issue is planned in January for which the publisher has secured a segment on Lufthansa's service to Tampa. We jumped on this bandwagon with an extensive destination feature on our area. In addition, our area was presented on Travelution's website including a VSPC banner ad.

Travelution is the Netherlands' leading travel industry publication with a readership of 10,000. With a personalized cover letter, issues are mailed to all business and leisure travel agents. The magazine is also distributed to all tour operators (product managers, buyers, sales managers and board members), incentive organisers, airlines, tourist boards and NATM members – in short, Travelution reaches close to 100% of the Dutch travel industry. The publication enjoys a long shelf life and research shows travel professionals utilize it as a reference piece due to the up-to-date and high quality information provided. In addition, Travelution has its own website giving a weekly overview of most important news items in the travel industry with cross links to complete press releases. The website boasts approximately 31,407 unique users, 370,684 page views and 1.2 million page impressions monthly.

Pub frequency: 1x/mth

- USA Travel Guide (Germany) – circ. 20,000

*Consumer*

➤ **1 page, 4c Advertorial** – January

With detailed information on all 50 states, a fold-out map and a list of all Visit USA Germany Members, the USA Travel Guide is an ideal complement to Brand USA's image brochure "Travel USA". It was published this month with a circulation of 20,000 and will be distributed at the major German tourism shows, the Visit USA events and through the INFOX "Bestellservice" (order service), which allows travel agents to order the magazines free of charge. In addition, the travel guide is available

online, as a "flipbook" on the Visit USA Germany's website. VSPC was featured here with a full page including text, images and logo.

*Online Aggregators:*

- ASNM New Media AG Newsletter (Germany) – 1.9 million subscribers *Consumer*
  - **Florida Newsletter Campaign** – November 2016 and February 2017  
St. Pete/Clearwater is part of a Florida eNewsletter campaign consisting of eNews blasts on up to 20 online travel portals with a total of 1.9 million 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 SeaWorld Parks & Entertainment, Sarasota, Fort Lauderdale and Alamo.
- Expedia.de & Hotels.com (Germany & Switzerland) – 5.2 million visitors/mth *Consumer*
  - **Placement Campaign** – January 16<sup>th</sup> – March 6<sup>th</sup>, 2017  
This year, VSPC will again be featured on the expedia.de and hotels.com websites in Germany and Switzerland with core offers on both home pages, teaser boxes on run-of-site as well as skyscrapers and teaser boxes on the flight+hotel and click&mix sites. VSPC travel offers, banners and landing pages were developed and went online this month.  
Last FY's 50-day campaign produced 1.3 million views, 1,996 clicks, 0.15% click rate, 1,109 room nights booked during campaign period (+ 23.4% year- on-year), \$ 1170k in sales (+ 29.4% year-on-year).

*Airlines:*

- Edelweiss Air (Switzerland)
  - **B2B Destination Video for Visit USA Seminar**  
For their training and info table at the Visit USA Seminar we sent Edelweiss Air our VSPC destination video to be shown to the participating travel agents on their info screen.
  - **B2C Golf special on Edelweiss Webpage**  
Edelweiss Air created a new segment on their webpage for top golf destinations. We are proud to have placed VSPC under the top 3 featured here with applicable text and images.

*Public Relations:*

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

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

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

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