LEISURE TRAVEL DEPARTMENT

2010 – 2011 SALES PLAN

GOAL: CONSUMER TRAVEL

Consumer initiatives include increased participation at events throughout Florida to impact the drive market

STRATEGY:

Participation in a variety of quality consumer shows throughout the United States to target a diverse cross-section of potential visitors, including:

- Vacation and recreation shows
- Women's shows
- GLBT travel shows
- In-state travel shows including the Villages Travel Show
- 22 Consumer Shows in 10 states

St. Petersburg/Clearwater will be presented as a distinctive vibrant destination featuring three of the top rated beaches in the United States. The Leisure Travel Department will target leisure consumers with travel preferences for arts & culture, nature based activities, sports enthusiasts and beach vacation travelers.

GOAL: DOMESTIC TRAVEL TRADE MARKET

Target and support key tour operator events and expand VSPC destination specific sales missions to key domestic markets

STRATEGIES:

VSPC will explore new sales strategies for cooperative missions, product launches and tradeshows throughout the year. These sales initiatives will provide the best opportunity to interact with retail travel agents, key domestic wholesalers and tour operators, consortiums and Internet companies that specialize in the leisure travel market.

Develop a collaborative effort to reach the travel industry through events that involve other VSPC departments, airline partners, local colleagues and travel industry specialists.

Attend tradeshows targeting the most productive retail travel agents throughout the United States. Participate in wholesale product launches and conferences which attract high-volume retail agents.

Develop 13 exclusive trade/sales blitzes and missions which allow us to invite select retailers and wholesalers (both USA & Canada) and promote our destination through imaginative oral and visual presentations**.** Attend for the sixth year the Luxury Travel Show to promote the image of a more upscale market.

Schedule two in-state AAA Auto Club South sales missions to call on the majority of the AAA Florida clubs and update them on seasonal offerings. VSPC will once again participate in the annual AAA Superbowl of Knowledge in Charlotte, NC.

Maintain a line-item of opportunity funds in the department budget that will enable Leisure Travel to capitalize on changing market and consumer trends through participation in any last minute sales opportunities. Trends such as new airline service, newly researched shows or events and trade conferences.

Using Simpleview & the VSPC Website the Leisure Travel Department will communicate periodically to our travel industry partners any industry updates and special incentives. The Leisure Travel Department will maintain strong alliances and partnerships with established tour operators, wholesalers, and Internet providers that feature Pinellas County. The team will continue to solicit imaginative co-op programs which are implemented through our Advertising Department.

Leisure Travel staff will attend the American Bus Association tradeshow for Leisure Group Travel. Continue to monitor the ever-changing tourism industry through educational conferences, seminars, trade publications, meetings and interaction with key industry staff, including the state's tourism entity, VISIT FLORIDA.

GOAL: CANADIAN & INTERNATIONAL TRAVEL TRADE MARKET

The Leisure Travel Department will continue & expand sales responsibilities in Canada and execute sales initiatives that support other key international markets

STRATEGIES:

Leisure Travel Department staff will attend all major Canadian product launches, tradeshows and missions in Eastern Canada. The department will continue to support all tour operator, airline and travel industry partnerships throughout the region. Develop and support cooperative missions that include media participation.

Participation in US Travel Association's International Pow Wow, Florida Huddle and (RSAA) Receptive Services Association of America's Annual Conference. Build on our growing partnership with Tampa Bay & Co. to attract visitors from emerging international markets including Latin America.

Develop Canadian Sales Missions with Canadian tour operator partners, Busch Gardens & VISIT FLORIDA. The Leisure Travel Department will look for PR and advertising opportunities that support these sales efforts.

Liaison with our international directors and provide assistance for in-bound site visits and educational trips for the travel industry. Maintain close contact with our International Directors, who provide us with a multitude of further opportunities and industry updates.

GOAL: INTERNET PARTNER TRAINING

Enhance call center destination training for key Internet partners

STRATEGIES:

Key Accounts include Expedia, Travelocity, Hotels.com and Orbitz.

Promote the destination at all call centers with Power Point presentations and sales videos to supplement training. The Leisure Travel department will direct any advertising opportunities with these key accounts to the Advertising Department for review.

Continue to enhance educational programs for airline partners with service into our destination. Offer Pinellas County tourism partners the opportunity to participate in these training sessions to provide education on their particular product or service.

GOAL: PINELLAS COUNTY TOURISM PARTNERS

Review the quarterly sales opportunity cost structure to encourage increased tourism partner participation at key events throughout the year

STRATEGIES:

Attend over 80+ trade and consumer shows in which local tourism partners can join Visit St. Petersburg/Clearwater and/or exhibit in our destination section. Most sales initiatives have a brochure distribution component for those partners that are unable to physically participate in tradeshows or missions.

2011 NATICOA – the date for the North American Travel Industry Council of Advisors is tentatively scheduled for January 2011 (either pre or post Huddle) to review the Leisure Travel Department's ongoing marketing strategies and introduce council members to new additions/changes to the destination including the opening of the new Salvador Dali Museum.

Develop, promote and conduct 13 exclusive Visit St. Petersburg/Clearwater sales missions/blitzes in key domestic/Canadian markets. Partner with leading wholesale tour operators in larger markets. Visit St. Petersburg/Clearwater presentations will be imaginative and memorable events.

Continue to hold Leisure Travel Forums (fiscal year 2010 – 2011) in which industry suppliers can attend and discuss ideas and issues. Tourism experts often attend these meetings to offer educational advice on marketing and sales.

Enhance destination educational visits that showcase our properties, attractions, parks and festivals to both domestic and international travel trade. Work with the marketing staff from both Tampa International Airport and St. Petersburg - Clearwater International Airport to assist in the promotion of air service to increase passenger counts and higher visitation to our destination.