

CENTRAL EUROPEAN OFFICE

N O V E M B E R 2012

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MARKET INTELLIGENCE / TRENDS

German Market Trends: Another Record Sales Year

The German tourism industry has ended the 2011-12 business year with strong sales growth to crown the third record year in a row, according to market researchers. Travel agents in Germany increased tourism sales by 8.8% in the year ending October 2012, according to the monthly survey of 1,200 agencies by market research company GfK. The summer 2012 season generated a 9% increase in revenues, while last winter ended with an 8.3% rise. This represented the third year in a row with overall record sales, GfK commented. October itself pulled the figures down slightly, however, due to weak late sales.

Looking ahead, trends for the winter 2012-13 season are unclear at present. According to GfK, winter sales also slowed in October after good earlier bookings. The winter season is now showing a 9% revenue increase as of the end of October compared to 10.2% growth at the end of September. In contrast, Germans are seemingly already booking ahead in good numbers for next summer. Early bookings for summer 2013 were 6.4% higher last month than 12 months previously, and represented well over 33% of all sales in October.

The positive trends were also confirmed by the latest monthly TATS agency survey. It found that leisure travel sales grew by 7% last month in terms of booked revenues while airline ticket sales went up by 16%, driven by higher prices given that ticket volumes were only 5% higher. Looking ahead, advance leisure travel bookings in October were 9.6% higher, with the bulk of these for the forthcoming winter season, according to TATS.

DRV: Solid Growth for German Tour Operators and Agents in 2012

Tour operators and travel agents in Germany have generated solid growth this year, but sales are likely to be slower next year, according to the German Travel Association (DRV). DRV president Jürgen Büchy told delegates at the association's annual conference in Montenegro that tour operator sales are expected to have grown about 4% to a new record of €24.2 billion in the year ending October 2012, while customer volumes increased nearly 3% to 40 million trips. "We are still moving forward with a slight upward trend at a high level," he declared. Travel agents also profited well from holiday demand this year, according to the DRV figures. Their sales of tourism products are estimated to have increased by 3.5-4% this year. This is significant as tour operators regularly grew more strongly than travel agents in recent years, as their online and direct bookings increased. But now agents are holding their own with similar

growth rates again. Business travel sales weakened this year, however, as firms started to cut back their travel spending again.

Looking at this year's trends, Büchy said holiday sales were particularly strong for short and medium-haul destinations with a 7% increase. Long-haul sales stagnated, however. Air-based holidays thus grew 5-6% in total. Cruise sales grew by a single-digit figure, but this was below the double-digit growth rates of recent years, largely due to the impact of the Costa Concordia disaster at the start of the year. Bookings for self-drive destinations stagnated, especially due to bad summer weather in Germany, according to the DRV.

For 2013, Büchy predicted only "moderate" growth for tour operators and travel agents, which would depend on economic trends in Germany. The outlook was positive, however, given factors such as a good environment for consumer spending.

The number of travel agents in Germany fell back slightly this year to below the 10,000 number, although this is still much higher than the rest of Europe, including the UK and France. According to the DRV, there are more than 2,600 "full-service" travel agencies with IATA and Deutsche Bahn licenses, more than 6,500 tourism-focused agencies and more than 770 agencies specialized in business travel.

REWE: Greater Focus on Individual Travelers

Rewe's specialist tour operators Dertour, Meier's Weltreisen and ADAC Reisen will focus more on individual travelers and long-haul offers next year after low growth in 2012. The three brands, which form the group's Frankfurt-based specialist tour operators division, increased their combined revenues by 1.8% to €1.73 billion in the year ending October 31, 2012. Top growth product was ocean cruises with a 13% increase; Ireland, the UK and Northern Europe grew by 8% and sales of Mediterranean destinations increased by 5%. Long-haul sales increased just 1% this year, however. Demand has picked up strongly in recent weeks, said managing director Michael Frese. "The start to the winter season was miserable, to put it bluntly. Since August that has changed suddenly, but no one knows why."

For next year, the three brands will focus on individual travelers with a substantial capacity expansion. Dertour has added 6,000 hotels in more than 700 cities for its city breaks program. In addition, the group will benefit from Dertour's new stake in accommodation provider Holidayinsider, which offers more than 190,000 accommodations in German-speaking countries. "With this step we will reach customers who do not book in travel agencies. The portal is an ideal complement to our products and makes us the only all-round provider in this segment in Germany," Frese commented. Nevertheless, travel agencies will remain the group's dominant sales channel, accounting for about 89% of its bookings.

The three specialist brands will keep pricing for short-haul destinations largely unchanged next year, but medium and long-haul destinations will generally be more expensive. Prices for Germany, Greece, mainland Spain and North Africa will be stable, but there will be increases of 3% for Austria, Benelux, France, Turkey, the Canary Islands and other parts of the Mediterranean. Scandinavia will be 7-8% more expensive and the UK will go up by 10% due to exchange rate effects. Prices for long-haul holidays in the Americas and parts of Asia will rise by up to 10% due to the higher dollar exchange rate. However, Frese optimistically stated: "Price increases due to exchange rate fluctuations are nothing new and do not hold

customers back from a long-haul holiday.” Customers generally adjusted their travel plans within their overall travel budget, he explained.

TUI Germany: More Differentiated Products for Next Summer

New TUI Germany chief Christian Clemens has unveiled more differentiated products, more long-haul offers, seven ‘holiday worlds’ and stable prices as the market leader’s key measures for summer 2013. At the summer 2013 product launch in Dubai this month, the manager stressed that product differentiation was a vital step to the objective of increasing the proportion of customers in exclusive hotels from 60% to 80% by 2015. TUI has increased the number of exclusively offered hotel beds by 30,000 to 150,000 for next summer. “We are developing from traditional travel producers into creative holiday designers. We offer our customers flexible and strongly individualized travel offers,” he commented. “Our growth drivers remain long-haul travel and differentiated products.”

TUI Germany already announced in advance it will organize its 900 hotel products into seven different ‘holiday worlds’: Classic, Beach, Lifestyle, Nature, Scene, Premium and Vital. TUI Germany described the shake-up as “the start of a new era for tour operator holidays”, claiming that the new approach reflects the more individual wishes and needs of modern consumers.

Prices will remain stable for summer 2013, although the Balearic Islands and Turkey will go up by 2.5% and 2% respectively. “In view of the good conditions for the leisure sector in Germany I expect further growth,” Clemens predicted. This winter TUI is growing well with a 9% revenue increase, as of end-September. Long-haul holidays are booming with a 42% increase, driven by dynamic demand for North America, Thailand and the UAE. “We are continually winning market share here and are now the second-strongest operator,” Clemens said. Long-haul market leader is Rewe (Dertour, Meier’s Weltreisen and ADAC Reisen). Demand for short-haul destinations this winter is weaker, with Egypt, the Canary Islands and Turkey below last year’s levels.

Thomas Cook Germany: New Hotel Brands and More Differentiated Products

Thomas Cook has stepped up its product differentiation drive in Germany for summer 2013 with two new hotel brands and more exclusive offers. The country’s second-largest tourism group is introducing Sunprime, an adults-only hotel brand, on the German market, and is launching the budget hotel brand Smartline for price-sensitive customers. In addition, there are more Sentido resorts and exclusively-offered hotels. Summer 2013 prices on the German market will be largely stable.

The six Sunprime Resorts, which are already offered by Thomas Cook in Scandinavia, feature products such as extensive wellness facilities, can only be booked for persons aged 16+ and are targeted largely at up-market couples. In addition, the Sentido franchise hotels are expanding by 13 properties to 44 resorts, including seven adults-only and six family-oriented ones. In the mass-market, the company is offering 22 Smartline hotels in the three- and four-star category through its mainstream operator Neckermann Reisen.

At the same time, Thomas Cook has moved ahead with its ‘two-pillar’ product differentiation strategy. It has expanded the range of target segment-focused holiday offers that are only marketed through its main tour operator brands, while also increasing the volume of ‘basic’

offers for price-conscious holidaymakers that are only marketed online and through other sales channels. Among the exclusive tour operator offers are 136 'TOP Favorite' hotels, with additional services for Cook customers, and more than 250 'Favorite' hotels. The 'basic' offers cover some 7,650 hotels that Cook only offers online or in travel agency booking systems and which are not displayed in catalogs. Overall, the company has increased the number of bookable hotels for summer 2013 by 30% to 17,260 properties.

Thomas Cook said it was satisfied with business in Germany this summer with higher bookings and revenues. "The desire of Germans to travel has not suffered from the discussion about the Euro and the costs of the financial crisis," stressed Germany chief Michael Tenzer. "People can still rely on the world's travel champions even in difficult times." In terms of destinations, Spain, Turkey and Germany remained Cook's top three, while Greece defended its fourth place thanks to strong late sales. Tunisia recovered to pre-revolution 2010 levels, but Egypt and Morocco remained impacted by the crisis in the region. Sales of luxury and long-haul holidays grew strongly and these offers will be extended next summer.

SALES ACTIVITIES

Visit Florida Germany Meeting (November 7th, 2012):

After a 9-year absence in continental Europe, Visit Florida has recently secured representation responsible for the German-speaking countries of Europe. Lieb Management, based in Munich, will spearhead Visit Florida's marketing efforts and initiated their German presence with a general Visit Florida Partner's meeting in Frankfurt. Germany-based Florida destination and attractions representatives had the opportunity to confer with the German Visit Florida team on programs of value, needs and wishes for Visit Florida's future support and involvement. We now eagerly await more detail on upcoming programs, such as a German/Swiss Roadshow and a menu of marketing initiatives focused on the consumer.

America Tage (November 9th – 11th, 2012):

We participated in this weekend event as a silver partner, which included a table at the exhibition as well as a consumer presentation during the public days. Friday was dedicated exclusively to the travel trade and media with roundtable discussions followed by individual meetings at the exhibition tables. 120 exhibitors, tourism professionals and journalists attended the opening workshop and the networking event on Friday. Saturday and Sunday, the event continued with a two-day exhibition for prequalified consumers (frequent travelers to North America), enhanced by speeches, presentations, food and entertainment. During these two days approximately 980 visitors attended the event. On Sunday, we conducted a one-hour destination presentation to over 100 interested visitors in a separate room.

The J. Latka Verlag, publisher of the German language destination magazine America Journal, organized its first-ever "America Tage" (America Days) travel fair this year, which took place in Hamburg. America Journal, Germany's quality magazine for travel, lifestyle and business in the USA, Canada and the Caribbean invited its readers, the regional travel trade and related industries to participate in this upscale product and services show, which included lectures, presentations and a variety of networking opportunities with both industry partners and upmarket consumers. The city of Hamburg and its greater urban area is home to a large concentration of opinion leaders with high levels of disposable income and strong interest in North America, in high-quality travel and exclusive products and services.

Wereldcontact Reizen Travel Market (November 10th, 2012):

ITG/Wereldcontact again organized their Wereldcontact Travel Market held in 's-Hertogenbosch, Netherlands. A record 3,400 visitors spent a full day at this event, "travelling" 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. Visitors also had a chance to view the world from space, during the inspiring presentations by Dutch ESA-astronaut André Kuipers. This annual travel market, now in its 20th year, has proven to be one of the most important tools for this important Dutch tour operator to promote itself and its exciting destination product offers. We participated in this unique opportunity in cooperation with Visit Orlando and Visit Florida.

The majority of visitors already had plans to travel in 2013 and 2014. The purpose-built travel agency at the event was the largest travel agency in the Netherlands that day, with a total of 130 appointments! These resulted in at least the same amount of quotations requests and even bookings. ITG/Wereldcontact has reported that additional business is certain to be generated in the coming weeks because of the event.

See America Workshop Netherlands (November 13th, 2012):

We participated in this important Dutch travel trade event, which is now in its 5th year. The workshop was held in Den Bosch at the Orangerie, a beautiful historical building and popular business venue. Visit St. Pete/Clearwater was featured during a tabletop marketplace and intensive agent training sessions. The highlight was the exciting travel prize raffle with Florida being one of the top prizes. 60 retail travel agents were in attendance.

DRV Annual Convention (November 14th – 18th, 2012):

We attended attend this year's convention of the German Association of Tour Operators and Travel Agents again this year. It is a platform during which highly reputable speakers and panel participants address market barometers and trendsetting topics moving the German travel industry. German industry executives presented the latest information and current challenges during various plenary sessions and panel discussions. Our participation in the convention presents a valuable networking opportunity, giving us one-on-one face time with industry decision makers.

Dertour Academy (December 10th – 18th, 2012):

The Dertour Academy is a training and incentive event for the tour operator's top travel agents. It provides a training platform for 576 agents and serves as the framework for presentation of the new Dertour summer programs including its new products. The Dertour Academy is very well known within the industry and is considered an invaluable training event for travel agency staff.

With a view toward imparting product knowledge and generating a subsequent increase in sales by providing an opportunity for those attending to familiarize themselves with the destinations and tourism partners, workshops and roundtable sessions provide the agents with in-depth product insight and the skills they need to operate effectively at the counter.

This month, we received final documentation from the tour operator including the intensive training schedule comprised of 30 presentations per day. Further preparations were finalized including shipment of materials and gift certificates as well as final travel arrangements. The Dertour Academy will be held in Dubai this year.

Brussels Travel Expo (December 12th – 13th, 2012):

As the first Visit USA Workshop at BTEXpo was such a success in 2011, the Visit USA Committee BeLux (Belgium & Luxembourg) has decided to pursue its cooperation with

BTEXpo for this year's travel agent training workshop. Special conditions were again negotiated exclusively for Visit USA members for greater exposure and a wider range of services in an innovative travel platform. BTEXpo is known as one of Belgium's most successful travel trade fairs attracting some 3,950 travel trade professionals, meeting planners and media. Visit St. Petersburg/Clearwater will participate with a workshop training table and will join a networking lunch on Dec. 13th. This month, we initiated applicable collateral shipping and finalized travel arrangements for this event.

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

We will again participate in the Visit Florida stand at this important Dutch travel fair which attracts over 125,000 visitors from throughout the Netherlands. Registration formalities were completed this month.

Of note is that Visit Florida will not be organizing a tour operator luncheon next year citing reports of reluctance by the operators to dedicate time to attend the traditional luncheon. Visit Florida has advised they will plan a separate in-country event for the Dutch tour operators at a later date.

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

Known as one of Germany's largest and most important consumer shows, CMT Stuttgart attracted over 225,000 visitors this year. In addition to our joining forces with the Visit USA Committee Germany in promoting our product via brochure distribution to consumers, we 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 2012 when the official sweepstakes website goes live.

More good news ...

- With Delta Air Lines sponsoring flights to our area for four (STR-TPA-STR), Holiday Autos sponsoring a rental car and two 7-night stays plus a dinner cruise in St. Pete/Clearwater, our sweepstakes prize package will be positioned as #2 of 124 behind the featured destination Australia. Our industry sponsors have also agreed to extend their donations to four pax. The organizer has been sent all relevant materials (VSPC logo, destination description, sweepstakes questions, hotel sponsor logos) for inclusion in printed materials.
- In order maximize the publicity for our industry, 1,000 flyers will be created by Karawane Reisen, the tour operator involved with the sweepstakes, promoting a travel package containing elements similar to the sweepstakes travel prize. The package will be bookable via Karawane Reisen. We contacted our industry asking they communicate with the tour operator directly concerning their net rate offers.

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

Registration has been completed for our attendance at this important Swiss trade event. Next year, we will join forces with Edelweiss Air in sharing our exhibit space at Switzerland's premier travel agent training seminar to be held in Zurich. The seminar's main goal is to provide the local trade with more insider knowledge as well as the needed contacts and sources of information. An estimated 400 travel agents are expected to attend this important Swiss event. Over the course of an entire day, we will participate in the seminar workshop distributing material and engaging in sales discussions with top tour operators, airlines and travel agency decision makers.

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

Known as Austria's premier travel trade event, the Visit USA Seminar Austria will be held in Vienna and is expected to attract up to 150 agents. The format comprises 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. The Visit USA Committee Austria will again organize a post-seminar "evaluation breakfast" the following morning during which we will have the opportunity to provide feedback and discuss future planning. Registration has been completed early in order to take advantage of a discounted 'early-bird' participation fee.

ITB (March 6th – 10th, 2013):

The beginning of the month saw us distributing a participation opportunity among our industry members in preparation for the "world's largest tourism fair". We are pleased to report that three accommodations partners will be joining us at ITB next year!

Toward the end of the month, we finally received registration documentation from Visit Florida, allowing us to move forward with formal booking of our space requirements. Next year, we will occupy 30 square meters with Tampa Bay and Company and SeaWorld Parks and Entertainment as our co-exhibitors. We have again requested positioning next to Visit Orlando.

We submitted the required list of exhibitor and co-exhibitor organization names including complete contact details and desired catalog listing information to Visit Florida. Hotel reservations forms have been distributed to VSPC staff and our co-exhibiting accommodations partners. Appointment scheduling documentation was developed in preparation for distribution in January. Updates to be forthcoming.

2014: DERTOUR Country Special Mega Fam

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

Additional Activity:

- We assisted Sandra Melzer of **FTI** in Munich with her own plans to visit our area November 19th-24th. Sandra was part of the team who helped organize the "Highlight of the Year" travel agent Fam which was hosted in our area in May 2012. Together with our Leisure Sales Department, arrangements were made for visits to several attractions. Feedback received from Sandra upon her return to Germany was most positive and she expressed her gratitude to us for our support.
- After their very successful consumer event last year, we again supported **Tauchen & Reisen Kriz** in **Ingolstadt**, who will invite 80-100 customers to their 'Open House' event on Dec. 1st, 2012. Mr. Kriz, owner of this agency specializing in travel related to scuba diving and beach holidays, is an avid promoter of VSPC. We provided him with decorative materials, giveaways as well as an ample supply of our brochures.
- **Schmetterling Reisebüro** in **Bad Soden-Salmünster** contacted us for support regarding a client promotion planned on December 9th at the local Christmas market, which is frequented by over 5,000 visitors annually. The travel agency has secured very prominent placement at the Christmas market and will focus on promoting travel

to sunny destinations. We supported the agency's efforts by providing posters, visitor guides, area maps as well as a number of small giveaways for their raffle.

- We were pleased to welcome Russ Kimball to Frankfurt this month! On November 1st, a very productive meeting was held with Per Illian of Dertour during Mr. Kimball's brief sojourn.
- We continued our series of industry gratitude events this month, hosting United Airlines in cooperation with Visit Orlando and SeaWorld Parks & Entertainment.

MARKETING INITIATIVES

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

Tour Operators:

- CANUSA (Germany)
 - **Online “Insider Community” Campaign** – July thru December 2012
VSPC is a participant in the tour operator's innovative “Insider Community” initiative together with a number of Florida partners. Focused on attracting the attention of repeat customers and new travelers to a destination, this platform offers a modern and versatile stage for travelers and potential customers to communicate actively about a destination, whereby emotional experiences motivate the desire to visit the destination. An introductory sequence explains contents of the platform. This includes map orientation and the selection of various topics, e.g. accommodations, attractions, activities dining and shopping. “Insider Tips” are a key tool and are marked on the map. By mouse-over, a superscription provides information on the tip which can be clicked to view details (in text, images or videos). Insider Tips are rated by the community. Ratings are the key to winning a raffle at the conclusion of the 6-month campaign (a two-week stay in Florida). Call-to-action offers developed by Canusa will be included in the platform.
At the beginning of the campaign, a special eNewsletter was distributed to Canusa's database of 520,000 customers with follow-up newsletters during the course of the 6-month campaign in an effort to reinforce the promotional message. Website marketing (homepage and subpage banners), social media, affiliate and search engine marketing round out the communication tools. The tour operator estimates 20,000 site visits per month. We have requested a status update and are still awaiting response.
- DERTOUR (Germany)
 - **“Best Places to Be” Campaign** – November 2012 – April 2013
Focused on promoting summer 2013, this campaign will consist of multi-channel communication targeting both B2C and B2B platforms.
 - Dispenser/Flyer:** 750 travel agencies will each be sent 100 specially developed VSPC flyers along with a dispenser for placement, which will be displayed for two weeks between November and January.
 - Postcard Mailing:** 5,000 postcards will be produced containing our imagery, logo and text which travel agents can order free of charge for use in their own mailings to clients. Planned execution: November.

- Online:** **Landing Page:** VSPC destination information will be included in a special landing page on Dertour's homepage (dertour.de) for four weeks. Additional co-op partners included are Visit Orlando and SeaWorld Parks & Entertainment.
eNewsletter: VSPC will be included in an eNews blast to 200k customers. Additional co-op partners included are Visit Orlando and SeaWorld Parks & Entertainment.
- Teaser:** A two-column VSPC teaser will be on Dertour's homepage (dertour.de) for two weeks in April.
- Poster:** A window display poster featuring VSPC imagery, logo and travel teaser will be distributed to 8,900 travel agencies.
- Print Ad:** Travel agencies will place ads in regional newspapers promoting VSPC. Dertour supports the agencies in this effort with an 80% cost contribution.

In addition, Dertour will support the promotion of the "Best Places To Be" campaign in the following manner:

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

- FLEX TRAVEL/TUI SUISSE (Switzerland)

- **Imagine Magazine Insertion** – December

We will pool resources with TUI, Edelweiss Air and Brand USA for a 1/1 page advertorial to include our logo, imagery (as key visual) and travel teaser. All creative elements have been delivered, layout approved.

Imagine Magazine is a high-end, glossy publication produced 4x/year with a circ. of 15,000 per issue. Distribution is to all Swiss International airline lounges (First, Business & Senator); 80 5-star hotels; high-end restaurants and clubs; golf & tennis clubs; haute coiffure; physician, attorney & notary waiting rooms; premium boutiques, jewelry & watch stores.

- FTI (Germany)

- **Mega Consumer Campaign 2013**

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

Initial print creative has been developed; details related to the media plan are currently being finalized.

- JAN DOETS (Netherlands)

- **Telegraaf Online Network Promotion** – November 2012

Holland's "Daily Telegraph" newspaper is an important Jan Doets partner with 2-3 million readers per day. Over the years the Telegraph has added online companies to its network, which currently comprises 29 very powerful websites boasting 5 million page views per month. VSPC will be included in banner advertising to be placed on all 29 Telegraaf network websites for four weeks and will include our logo, imagery, travel offer and dedicated landing page. Layouts were forwarded and approved by HQ this month. Launch was 11/1. Promotion results to be forthcoming early 2013.

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

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

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

TUI News is the tour operator’s B2B publication distributed to 11,000 agencies (2/07). VSPC will be featured exclusively with imagery, logo and product news text.
 - **3/1 pg Advertorial in TUIfly and Welcome! Magazines** – March-June

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

Travel Trade/Consumer Publications:

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

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

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

Now in its second year, “Fit for USA” is an independent, online training program designed to increase tourism arrivals to the USA and includes individual course units covering 6 to 8 pages of subject matter for travel agents to read at their leisure. Each course unit ends with a knowledge test. Agents who successfully complete all course units and tests receive a “Fit for USA Specialist” diploma.

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

Having supplied the editor with comprehensive information in preparation for the development of our VSPC training course including texts, imagery and logo last month, we approved all content and layouts. In addition, a special VSPC banner will be produced for placement on the eLearning website on a rotational basis, for which we provided applicable creative this month.

- TRAVEL INSIDE (Switzerland) – circ. 8,750 *Trade*
 - **1 page, 4c advertorial** in the USA Supplement Issue 1/27/2013

In conjunction with this year’s Visit USA Seminar on January 30th, we secured placement of a one page advertorial for VSPC together with Edelweiss Air to promote their Zurich-Tampa flight. We have submitted all elements required for graphic development; layout is expected next month.

Known as Switzerland’s leading travel trade magazine, TI is tailored to the needs of travel professionals combining competent reporting on relevant tourism industry subjects with trend and development reports, analyses and comments from the experts. Pub frequency: Weekly

- TIP – Travel Industry Professional (Austria) – circ. 10,500 *Trade*
 - **½ page 4c advertorial** in the USA Supplement Issue 1/30/2012

Based on last year’s success, the publisher will again produce a special USA supplement for distribution in conjunction with the Visit USA Seminar to be held on February 1st, with an overrun of 16,000 copies for additional distribution at travel trade outlets. Austrian travel agencies may also order additional issues free of charge to utilize in POS and mailings to their customers.

We provided the publisher with all materials need for layout development; layout to be forthcoming. Our area will be featured with logo, images and up-to-date destination 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, 50x/yr

Online Aggregators:

- ASNM New Media AG Newsletter (Germany) – 740,000 German subscribers *Trade*
 - **Florida Newsletter Campaign** – Nov. 29 – Dec. 12, 2012 and Feb 7-20, 2013

St. Petersburg/Clearwater will be part of a Florida eNewsletter campaign featuring two eNewsletters on up to 12 online travel portals with a total of 740,000 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 all available Facebook sites with approx. 20,000 “Likes”. We provided the publisher with our logo, images and texts for graphic development. This initiative is being conducted in cooperation with Naples, Panama City, Visit Florida and Alamo.

- Travelzoo Europe – 1.3 million German subscribers *Consumer*
 - **eNews Blast** – November/December 2012

November 14th we launched an eNews blast to 1.3 million German Travelzoo subscribers. The eNews contained our imagery and logo along with several travel teasers to our area. In addition, special buttons for topics such as arts & culture, beaches & nature will be included and linked to applicable comprehensive content which will remain online for four weeks. A tabulation of final results is expected in January.

Due to Travelzoo Germany’s special agreement with Brand USA, we were able to leverage Brand USA monies for this campaign – long before Germany is officially phased into Brand USA funding.

Public Relations:

Peter Soete, whom we met last year at the BTEXpo in Brussels, sent us a special message of gratitude upon returning from his trip to our area, expressing his appreciation for our support over the past year and for the excellent area experience based on several arrangements we had made for him in concert with Kaus Media Services.

On short notice, we made arrangements for **Anita Goldmann** of Mikulla Goldmann PR (Visit Florida's German PR agency) to visit our area 11/30-12/02, securing accommodations for her as well as visits to several attractions.

Kaus Media Services - VSPC's German PR Agency

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

- **Press release November:** Provided content ideas, proofread and corrected.
- Facilitated communication between KMS and Edelweiss Air regarding **Edelweiss Air German Press Fam** – November 30-December 7, 2012.
- Liaised regarding status of German Facebook activity including posting plans and input for increasing Likes.

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