

CENTRAL EUROPEAN OFFICE

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MARKET INTELLIGENCE / TRENDS

German Heatwave Affects Holiday Bookings

Holiday bookings wilted in the heat in Germany in July as consumers stayed close to home and skipped last-minute holidays in the Mediterranean sun for example, according to market surveys. The extreme temperatures of 30°-35° C (85-95° F) drove Germans to nearby destinations such as the North and Baltic sea coastlines or the Alps and kept them out of travel agencies. These destinations are mostly booked direct. As a result, bookings were 5% down year-on-year, the latest monthly survey of 1,200 travel agencies by market researchers GfK showed.

However, there were also other facts behind decline in sales. Bookings had soared nearly 15% during a rainy July 2012 as consumers booked holidays after the European soccer championships. In addition, there was relatively little excess capacity on the market for last-minute cheap holidays this summer following the collapse of Sky Airlines and Air Berlin's capacity cuts. As a result, only 9% of bookings made in July were for departures in the same month. Nevertheless, nearly 22% of bookings were for August.

As a result, summer 2013 sales are now 4.7% higher than last year on a cumulative basis. October has the highest growth rate with 14%, but there are mixed figures for the peak months of July (-4%) and August (+5.6%). Meanwhile, early bookings for the coming winter season remained strong in July with nearly 40% of bookings made for November 2013 onwards, the GfK figures showed. Lower demand was also registered by the TATS monthly survey, which showed an overall 3.4% drop in travel agency revenues in July. Tourism sales dropped 1.6% while airline ticket sales fell 3.4%. Over the first seven months of the year, agency revenues have declined by 1.4%, with a 1.7% rise in tourism sales outweighed by a 2.6% drop in airline ticket sales.

FTI: Franchise Hotels and French Tour Operator

German tour operator FTI is taking two more steps in its international expansion with the launch of a hotel franchise partnership and expansion of its French tour operator business. The Munich-based group, with annual revenues of €1.8 billion, has grown in the last few years into the fourth-largest German tour operator with a small travel agency chain, a travel TV station and diverse other businesses. It has expanded internationally with the establishment of Dubai-based destination management company Meeting Point International (MPI) and the acquisition of UK-based You Travel.

From November, MPI Hotels, which operates nine properties, will cooperate with Greek hotel chain Aquis on a franchise basis. Its nine hotels will be added to the 10 properties of Aquis on Corfu, Kos and Crete and will gain the Aquis brand name. The deal will enable the Greek hotel group to expand into new international markets and offer properties in Turkey, Italy, Malta and the Canary Islands.

However, FTI chief Dietmar Gunz told fvw: “In contrast to the hotel brands of other German tour operators we are not planning a concept with common standards. The MPI hotels are different. Many hoteliers do not want to bind themselves, but act freely in the market.”

Meanwhile, FTI is also venturing across the Rhine into France with the creation of FTI Voyages, a new tour operator that will offer Mediterranean and long-haul holidays from airports across the country this winter. The new brand will be developed by Starter, the Alsace-based regional tour operator bought by FTI last year which has some 150,000 customers in the border region. The expansion move contrasts with the current downscaling of TUI and Thomas Cook activities in the difficult French market.

Gunz also stressed to fvw that FTI is financially solid and has always been profitable in recent years. He said he was “very satisfied” with an EBITA margin of well over 1%. “We don’t promise any margins of 4% or 5% because we don’t want to take any excessive risks. We are probably the tourism group with the lowest risks as we don’t have our own airline and can act very flexibly in procuring flight and hotel capacity,” he stressed. “We are not growing excessively but organically at above 10% a year.”

TUI: Agents Test Own Products-Only Sales

TUI has launched a low-profile trial of selling only in-house products in some German travel agencies to test market reactions. For the last three weeks 10 carefully-selected TUI travel agencies have been selling only holidays from TUI’s own product portfolio. Counter staff do not have access to the industry-leading Bistro system, which compares tour operator package prices, and book directly through TUI’s own system. The aim of the experiment is to encourage staff in TUI’s own travel agencies to book more in-house products rather than relying excessively on the price comparison system.

At present, TUI products account for about 60% of sales in the TUI Leisure Travel network of 1,539 travel agencies, which include 465 branches, 630 franchises and 435 cooperation partners. Chief Ralf Horter aims to increase the in-house sales share to 70% in the medium-term. However, he recognizes that, in contrast to Scandinavia or the UK, TUI agencies in Germany cannot fully steer all bookings to TUI holidays due to product gaps in various segments.

KUONI: Better Figures After Disposals

Kuoni has improved its financial results significantly after selling off various loss-making European tour operator businesses. The Swiss-based group returned to the black with an operating profit of CHF 16.2 million in the first six months of 2013 compared to the previous year’s CHF 31.2 million deficit. The EBIT margin improved to 0.6% on stable revenues of CHF 2.64 billion from a 1.2% negative figure last year.

The turnaround was largely due to the disposal of loss-making tour operator activities in several European markets, including Italy, France, Spain, Belgium, the Netherlands and Russia, as well as the closure of hotels portal Octopustravel. These disposals had a CHF 47 million impact on overall results, leaving the half-year loss slightly lower at CHF 47.4 million.

Kuoni said its current bookings are higher in all business areas both in terms of Swiss francs and local currencies. The Nordic outbound business is up 2% in local currency terms, while the Europe/Asia outbound business, including Switzerland and the UK, has a 3% increase. Interim chief Peter Meier, the group's CFO, said the group expects to achieve higher operating profits for the year as a whole. Kuoni expects EBIT of between CHF 135 and 145 million.

German Operators Eye Quick Return to Egypt

Major tour operators in Germany who cancelled Egypt departures until mid-September are planning a rapid resumption of holidays in the crisis-hit destination after smaller rivals kept flying. Charter flights will now be more heavily subsidized until the end of October, according to tourism minister Hisham Zaazou.

TUI, Thomas Cook, DER Touristik and Alltours all decided to cancel new departures to the conflict-ridden destination until September 15 after the German foreign ministry "advised" against travel to the Red Sea coast and the rest of the country. However, the ministry did not officially "warn" against travelling to Egypt, thus meaning that tour operators were not legally obliged to cancel holidays and to fly customers home early at considerable expense.

The estimated 45,000 Germans currently on holiday in Egypt are due to return home as scheduled by the end of August. In the meantime, customers of TUI, Thomas Cook, DER Touristik and Alltours whose Egypt holidays were cancelled appear to have chosen Spain, Greece, Turkey and the Emirates as their alternatives. TUIfly, for example, is operating various flights to Turkey and Crete instead of Egypt.

In contrast, FTI, Schauinsland Reisen and specialist ETI, which all have extensive Egypt programs, decided to continue offering Egypt while giving customers the option of re-booking free of charge to an alternative destination. FTI chief Dietmar Gunz told fvw there was "no legal basis" to cancel holiday contracts and the company wanted to let customers decide for themselves whether to go to Egypt or not. "There are plenty of customers who want to travel to Egypt and know that the situation in the holiday destinations is calm and that Cairo is 600km away," he said.

Today, however, DER Touristik confirmed that it will resume departures to Egypt on September 16. "Contrary to fears, it has remained calm in the holiday resorts on the Red Sea during the last 10 days," explained Sören Hartmann, head of DER Touristik's package holidays business. "We expect it to remain like this and so we will offer an extensive Egypt program from September 16 onwards. We believe tourism will recover quickly." Hartmann had earlier told fvw that the ministry should review its travel advisory to enable the large tour operators to resume holidays even earlier.

Egyptian tourism minister Hisham Zaazou told fvw that he wanted the German foreign ministry to "soften" its travel advice for the Red Sea coast to enable tour operators to resume

departures before September 15. But foreign ministry officials told German tour operators on Friday that the ministry would not yet revise the current travel advisory. They also criticized those operators which had not cancelled Egypt holidays in response to the government advice.

Meanwhile, Egypt has decided to subsidize charter flights heavily to avoid a collapse in the vital tourism industry. As soon as a flight reaches a 40% load factor the tourism ministry will pay the difference in revenues up to an 85% load factor, the minister explained. The subsidies previously applied once flights reached a 65% load factor. The measure covers flights to Hurgada, Marsa Alam, Sharm El Sheikh, Luxor, Taba and Aswan, until the end of October.

SALES ACTIVITIES

Business Development Switzerland (September 3rd – 6th, 2013):

Edelweiss Air is scheduled to hold a press conference the first week of September during which their new business class product will be presented as well as announcements as to their upcoming winter flight schedule. We have been invited to participate in the press conference on September 6th and will utilize the week to hold individual meetings with several tour operators partners such as Hotelplan Suisse, Knecht Reisen, Kuoni and TUI Suisse.

This month, we organized tour operator meetings, secured meeting venues, made hotel and transportation arrangements and supplied information needed in preparation for the press conference.

Travel Agent Roundtables (September 24th – 26th, 2013):

Preparations continued this month for our Travel Agent Roundtables in Berlin, Leipzig and Dresden in cooperation with Visit Orlando and SeaWorld Parks & Entertainment. Venues have been selected and secured; invitations have been distributed to travel agents and applicable travel arrangements have been made. The roundtable events will comprise intensive training sessions followed by an exciting travel prize raffle. We circulated an industry opportunity this month and are most grateful to our generous industry partners for their stay-donations in each of the three cities. Over 150 agents are expected to attend the roundtable events cumulatively.

Willy Scharnow Foundation Fam (October 5th – 8th, 2013):

Similar to ASTA in the U.S., the German institute for travel education known as the "Willy Scharnow Foundation" was founded in 1953 to grant better professional opportunities in tourism to German travel agents. They do this through several means, one of which is educational Fam trips and seminars.

This year's trip marks the 20th annual Willy Scharnow Foundation Fam tour to our area. The group will be comprised of handpicked agents from travel agencies affiliated with the following tour operators specifically: Dertour, Explorer Fernreisen, FTI, Meier's Weltreisen, Neckermann Reisen, Thomas Cook Reisen and TUI – all of which feature our area's accommodations products. Our destination partner will be Orlando with United Airlines being our cosponsoring carrier. UA will sponsor 21 seats (20 agents + 1 WSF escort).

As Rosemarie Payne and her team are currently extremely busy, we were notified the end of the month that we would be required to organize this tour in its entirety. Since the Foundation needs the program itinerary by mid-September to include with their travel documentation, we quickly sprang into action contacting several industry partners regarding sponsorship of this program. Itinerary development is in the process, as is the coordination of ground transportation with our destination partner, Orlando.

VSPC Sales Visit (October 14th – 18th, 2013):

Planning for our upcoming visit to the county commenced this month. Correspondence with several industry partners regarding appointment requests was launched; travel and accommodations arrangements are in the process.

Visit USA Germany Halloween Event 2013 (October 25th – 27th, 2013):

For the fourth consecutive year, we will participate in the annual Visit USA Germany Halloween Event. After three very successful events in Seeheim, Düsseldorf/Neuss and Frankfurt Airport the last three years, this year's seminar weekend will take place at the Hilton Garden Inn Frankfurt Airport again.

VSPC will be sharing a seminar training session with Visit Orlando and SeaWorld Parks & Entertainment, jointly conducting ten intensive training sessions throughout the course of the day. Registration has been completed. This month's efforts focused on developing an innovative training program in cooperation with our two presenting partners.

British Airways SpeedBird Club Promotion (November/December 2013):

We continued to liaise with British Airways, Germany this month on the development of a unique travel agent promotion. Designed as an informative platform specifically for the travel trade, British Airways' *SpeedBird Club Germany* currently boasts 18,500 travel agent members. Members are kept up-to-date on the latest developments and promotions by means of regular eNews blasts.

We are joining forces with Visit Orlando to promote our products to the German travel trade for this special promotion, which will include a sweepstakes element. Interest has been solicited among our industry partners and we are once again grateful for the generous donation of a 5-night stay! Applicable input (images, text, logo and sweepstakes question) were transmitted to British Airways accordingly. We are currently awaiting the eNews layout for approval.

KUONI Netherlands B2B Workshop (November 8th, 2013):

We will participate in the first-ever B2B workshop put on by Kuoni in The Netherlands in cooperation with Visit Orlando and SeaWorld Parks & Entertainment. In keeping with Kuoni's key values of sharing knowledge and expertise with B2B partners in an intensive and personal way; we will hold 8 comprehensive training sessions of 40 minutes each. In addition, a table top marketplace session will be incorporated. The event will take place in Amsterdam at the coveted Rosarium venue.

Sales Visit Belgium (November 2013):

In the absence of a Visit USA seminar in Belgium this year, we will join forces with SeaWorld Parks & Entertainment on a 2-day sales training road show to top agencies and tour operator in-house reservations agents. At this stage, we are negotiating suitable dates and tour operators/travel agencies to be visited. We will not only focus on agencies with an affinity to Florida, but will also identify those with strong potential for purposes of acquainting them with our fabulous product.

CMT Stuttgart Super Sweepstakes (January 11th – 19th, 2014):

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 2013 when the official sweepstakes website goes live.

Two travel stays in St. Petersburg/Clearwater area will be included. We are again most grateful for the generous support of our industry partners! Sponsors' images and logos have been forwarded to the publisher. We are awaiting receipt of layouts for approval.

ITB (March 5th – 9th, 2014):

Known as the "world's largest tourism fair" held annually in Berlin, Germany, we again plan to exhibit within the Visit Florida Pavilion. While registration material has not yet been received from Visit Florida, we have been asked to submit an indication as to how much floor space we will require. We thus reached out to our industry partners this month and are awaiting feedback before making a final commitment.

Other initial planning items are underway, i.e. a hotel room block was secured this month and an applicable reservations form for the VSPC delegation was developed in concert with the chosen hotel. Updates to be forthcoming.

Swiss Business Development (March 10th, 2014):

After our successful tour operator appreciation event following ITB in 2013, we will again conduct this event in 2014 with a view toward making it an annual tradition. The venue has been selected for 2014 and applicable paperwork has been processed. A site and development of further details are on the agenda for next month.

DERTOUR Country Special Mega Fam (May 2014):

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.

This month we held an initial briefing meeting with the tour operator and are awaiting final confirmation of travel dates.

MARKETING INITIATIVES

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

Tour Operators:

- **AMERICAN VACATIONS (Netherlands)**
 - **B2C Exclusive VSPC Flyer** – January
A two-sided flyer will be created depicting our logo, imagery and comprehensive destination description. It will be distributed at trade shows, point-of-sales and included in travel documentation. Initial print run of 2,500 pieces.
 - **B2C Glossy Magazine Feature** – January

- VSPC will be featured on four pages of the 44-page piece with logo, imagery and comprehensive destination information. Initial print run of 5,000 pieces. The magazine is distributed to loyal customers and frequent bookers.
- **B2C Homepage Banners** – January-December
 - VSPC will be featured on homepage banner ads in the Netherlands, Belgium and Germany on the tour operator's three websites: americanvacations.nl, americanvacations.be and americanvacations.de.
 - CANUSA (Germany)
 - **Online "Florida Vacation Builder" Campaign** – May thru September 2013
 - Following last year's successful "Florida Insider Community" campaign, the "Florida Vacation Builder" (VB) will combine an online marketing campaign with an exclusive long-term travel planning tool aimed at attracting the attention of repeat customers and new travelers to Florida. Center point of the VB is a map and a list of predefined highlights (POIs = points of interest). Picking the POIs by clicks, users can build their dream vacation in the destination on the map.
 - The VB uses the viral potential of the social web as the users may share their dream routes with their friends and family by mail or on social media platforms. Additionally, users can send a booking request for their dream vacation including the map and dream route to Canusa within a few clicks.
 - Furthermore, users can register for a raffle to win their dream vacation. This way the participants are highly involved in familiarizing themselves with the destination, awareness is generated as are bookings via an integrated contact form. The tool is placed on a landing page within the canusa.de homepage. This landing page - individually built for the destination - contains all information on the VB (instructions, registration form), the tool itself, further multimedia information on our destination (text and video gallery) and will link to product pages on canusa.de and the request form.
 - Communication platforms will include:
 - Website Marketing:**
 - A special banner will be designed to promote the VB on the Canusa homepage (more than 2.5 million visitors yearly) for two weeks. Various smaller banners will be featured on related subpages throughout the whole six-week campaign period.
 - Email Marketing:**
 - An eNews blast will be distributed to Canusa's database of 520k subscribers at the onset of the campaign.
 - Social Media Marketing:**
 - The VB will be promoted continuously on Canusa's Facebook site (currently over 22k highly active fans) and to Canusa Twitter followers. In addition, Facebook ads will be used to reach new sociodemographically related target groups.
 - Search Engine Marketing:**
 - Search engine optimized realization of the VB improves the visibility of the Canusa VB via organic search results. In addition, the Canusa VB will be advertised on Google Adwords.
 - DERTOUR (Germany)
 - **Long-haul Destination Flyer Promotion** – August 9th - September 6th
 - 560 travel agencies will each be sent long-haul destination special offer flyers along with a dispenser for placement, which will be displayed in-store for four weeks between August and September. Only two USA destinations will be promoted, one of them being VSPC. Other long-haul regions featured will be Canada, Asia and

Australia. In addition, special offer advertising templates will be developed and distributed to agencies for them to utilize in placing their own advertisements in local newspapers.

The tour operator has been supplied with all materials, layouts were received and approved.

- FTI Touristik (Germany)

- **Sonnenklar TV** – September 14th - 30th

After having completed a successful consumer campaign in cooperation with Visit Orlando, Visit Florida and Brand USA, our own VSPC-exclusive marketing initiative with FTI has been defined:

We'll run a multi-channel promotion on "Sonnenklar TV", which is a 24-hour travel shopping channel (owned by FTI) with an average viewership of 550,000 persons per day. Direct sales of FTI product to consumers generate annual net revenues of over EUR 165 million.

Our placements will be launched starting September 14th focused on two platforms

- 1) *Sonnenklar TV*

- a. Product Specials
- b. TV Spots / Image Trailers

- 2) *Online (sonneklar.de)*

- a. Skyscraper placement
- b. Exclusive VSPC landing page
- c. Placement on Sonnenklar's Facebook fan page

We have conferred with FTI and Sonnenklar TV to develop general messaging direction and content strategy, supplied our input including texts, slogans, imagery and logo as well as B-roll film material per FTI/Sonnenklar's request. Layouts for both the online skyscraper and landing page were received and approved. TV spots and image trailers were reviewed carefully with necessary adjustments conveyed.

- HOTELPLAN SUISSE (Switzerland)

- Two brands "Hotelplan" and "Travelhouse/Skytours"

- TRAVELHOUSE / SKYTOURS

- **Consumer eNews Blasts** – May & September

eNews blast to 65,000 consumers in German-speaking Switzerland to include VSPC imagery, logo, destination description and travel teasers.

The tour operator was provided with all elements necessary for layout development for the second newsletter and approvals have been provided as applicable. The September eNews will launch on 9/06.

- KUONI (Switzerland)

- **B2B eNews Blast Series / Sweepstakes** – May-July

A series of 4 dedicated eNews blasts will go out to 750 agencies, the first three of which covering comprehensive destination content, imagery and logo with the final eNews containing a quiz. Launch was on 5/31 with ensuing distributions on 6/19, 7/02 and 7/15. The quiz travel prize will consist of an Edelweiss Air ticket to Tampa, a 7-night stay in our area and a one week car rental. Both our accommodations sponsor and Edelweiss Air are featured in each program element commensurately.

We developed a content strategy for each of the newsletters submitting these to the tour operator including applicable, comprehensive PDF documents which are downloadable from the Kuoni website.

This month the winner was drawn and the sponsoring hotel has been informed. We also received the final report for this initiative showing that up to 60% of the agencies read the eNews and/or participated in the quiz

Travel Trade/Consumer Publications:

- America Journal (Germany) – circ. 42,000, readership 140,000 *Consumer*
 - **½ page, 4c Advertorial** – 5/13 issue (Sep/Oct)

We provided the publisher with our logo, destination text and a selection of images. Final layout has been received and approved.

This German high-gloss consumer publication is dedicated exclusively to the USA providing in-depth coverage on American travel, culture and customs as well as insider tips and helpful hints.

Pub frequency: 6x/yr

- Blu Media Network (Germany) – circ. 120,000 *Consumer*
 - **2 pages, 4c Advertorial in Mate Magazin** – 3/13 issue (Sep-Nov)

A North America special is planned for the autumn edition of this high-end GLBT magazine. We are proud to report that VSPC will be the only Florida destination featured, thereby standing out nicely. Other destinations include New York and Canada.

We provided the publisher with our logo, destination text and a selection of images. Their layout then was proofread, corrected and approved.
 - **1 page, 4c Ad in Mate Magazin** – 4/13 issue (Dec-Feb)

VSPC will be featured with a full-page GLBT-focused ad winter edition following the comprehensive feature of the area in the previous autumn edition.

Blu media network (www.blu.fm; www.matemediagroup.com) is a publishing house, event & marketing agency for the gay community within Germany, as well as the international market. Mate magazine is their high-end product with a diverse range of content features including the hottest trends in restaurants, architecture, wellness and travel. The magazines "blu", "gab", "rik" and "Exit" are published on a monthly basis within cities such as Berlin, Hamburg, Bremen, Hannover, Cologne, Düsseldorf, Munich, Frankfurt, Stuttgart, Mannheim and the Rhine and Ruhr districts. The magazines are free of charge and available at many places such as bars, restaurants, galleries, museums, lawyers reception desks etc.

- 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. Dates have been secured for placement of our two sweepstakes contributions during this promotion. Our prizes will be featured in March/April and June/July. This month the next sweepstakes winner was drawn and was promptly sent our gift certificate as well as a comprehensive information packet on our area.

- COMMUNIGAYTE (GLBT) (Germany) *Consumer*
 - **“Rainbow Reporter“ Promotion**

Communigayte is a GLBT marketing agency in Germany with whom we have worked very successfully in the past, conducting various marketing initiatives in cooperation with Visit Orlando. This year, we’ll be working on the “Rainbow Reporter” project again in cooperation with Visit Orlando.

Program Overview:

1. **Acquisition/Application Phase** – January-March
Placement on queer.de and will build excitement/hype for the destination.
Coverage will include:
 - 1 article per destination - reach 10,000 contacts
 - 3 months of banners - reach 250,000 contacts
 - 1 eNewsletter to 18,000 contactsPlus 2 months of banners via Publigayte (Inqueery, Hinner, Leo) - reach 125,000 contacts
 - 1 eNewsletter to 10,000 contacts and
 - 2 months of banners on Schwulissimo – reach 200,000 contacts
 - plus 1 eNewsletter to 30,000 contacts
2. **Announcement of Winner** – May
Will include ‘winner announcement’ article - reach 10,000 contacts
3. **Depth of Reporting Phase** – September
Daily blog written by the Rainbow Reporter during his sojourn in the destination.
 - Blog reach 400,000 contacts

Total reach for the project: 1,053,000 contacts.

Accommodations for the Rainbow Reporter have been secured in our area September 15-19, 2013. We are most grateful to our accommodations partners for sponsoring housing! Airline (United) and car rental (Alamo) partners have also been secured.

There have never been so many high quality applicants for the Rainbow Reporter! After thorough review and deliberation, the Rainbow Reporter 2013 has been selected by Communigayte and queer.de in cooperation with ourselves and Visit Orlando: Timm Kayser: He is professional, bright, personable, and articulate, has excellent English skills, i.e. meets all the participation criteria and is very motivated to do this ‘job’ with demonstrated blogging and photography skills.

Itinerary arrangements were developed and finalized this month.

- Travelution (Netherlands) – circ. 7,500 *Trade*
 - **6-page Infotorial** in the August issue (Destination Update Florida 2013)

VSPC will be featured in the “Regional Report” section with comprehensive destination description and highlights, imagery and logo. In addition, our area will be featured on Travelution’s website including a VSPC banner ad. We provided the

publisher with extensive information this month in preparation for his development of the infoterial.

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. “Regional Report” combines facts about tourism regions and tourism highlights with trends & new developments. The latest news, interviews with travel-professionals, infoterials and specials about specific topics such as the cruise industry, car rental, ferries, travel insurances, airline reports and industry employment are also included. 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 has approximately 31,407 unique users every month, 370,684 page views and 1.2 page impressions.

Pub frequency: 1x/mth

Online Aggregators:

- Travelzoo Europe – 1.3 million German subscribers *Consumer*
 - **eNews Blast** – November/December 2013
November 13th we will launch an eNews blast to 1.3 million German Travelzoo subscribers. The eNews will contain our imagery and logo along with several travel teasers to our area. In addition, special buttons for topics such as arts & culture, beaches & nature, dining & entertainment will be included and linked to applicable comprehensive content which will remain online for four weeks. Images, logo and texts were sent this month and layout was approved.

Public Relations:

See America Netherlands Facebook Page (Aug. 19th-26th, 2013):

St. Pete/Clearwater area was the spotlight destination on the See America NL Facebook page. Two news items including images and web links were posted: *Dolphin Trail* and *Clearwater named Best Beach Town in Florida*. In addition, a special tour operator offer was published. This initiative generated 501 Likes.

Kaus Media Services - VSPC's German PR Agency

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

- **Press Release August:** Discussed featured subject, proofread and corrected.
- **Radio Promotion:** VSPC will be featured for two months on Antenne Frankfurt, a local radio station. 3-4 radio spots of approx. 30 seconds each are planned daily beginning in December. The program will also include a travel prize sweepstakes comprised of air, accommodations and car rental. We supported this PR effort by presenting one of our most influential tour operators with the opportunity. Dertour has agreed to participate in sponsoring a part of the travel prize.

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