

CENTRAL EUROPEAN OFFICE

SEPTEMBER 2013

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MARKET INTELLIGENCE / TRENDS

Germany: Disappointing Summer Sales

Holiday sales proved disappointing for travel agents in Germany this summer due to a combination of factors, according to the latest market surveys. Bookings in August were below expectations after a weak July when the heat wave kept consumers out of travel agencies. As a result, cumulated bookings growth for summer 2013 has slipped back to 4.1% last month from 4.7% in July, the latest monthly survey of 1,200 travel agencies by market researchers GfK showed.

Growth rates for individual months also dropped back. Bookings for August itself closed with a cumulative rise of 5.4%, slightly behind the 5.6% increase as of the end of July. October bookings are now 11.2% higher than last year, also lower than the 14% growth recorded up to the end of July. Germans are now focused strongly on their winter holidays and bookings for the forthcoming season are picking up. Nearly 44% of travel agency revenues last month were for holidays between November 2013 and April 2014 and bookings are currently 6.5% ahead of last year, according to the GfK survey.

Tour Operators Are “Too Slow” Online

German tour operators need to speed up, differentiate more and adapt their business models to e-commerce, top managers admitted at this month’s “fww Kongress”. The controversial topics of how tour operators see traditional travel agency sales and how they are responding to online sales and changing customer wishes were top of the agenda at this year’s travel industry conference.

TUI Germany managing director Christian Clemens admitted the market leader had made mistakes with changes to its commissions scheme this year, which had generated loud criticism from travel agents. The Swedish-born manager stressed he fully supported the aim of focusing more on differentiated tourism products and emphasized that agents would earn more from selling premium products in future. He confirmed TUI had made a lot of changes very quickly. “We have learned our lesson,” he declared during a panel discussion. Clemens also highlighted the importance of online sales for tour operators in order to compete with ‘dynamic’ tour operators who only sell on the internet. But he admitted: “We’re too slow.” Structures would require changes and development in order to speed up the reaction time of companies with a long history, he said.

Thomas Cook's top tourism executive Peter Fankhauser agreed that e-commerce was becoming more important for tour operators. "Things are going towards e-commerce and the traditional sales channels have to keep up," he declared. "We have to jump onto this train." The recent appointment of an e-commerce expert as head of sales for Thomas Cook Germany was a signal in this direction, he commented.

Norbert Fiebig, CEO DER Touristik, stressed that the tour operator generated 80% of sales through travel agents and customer satisfaction was higher with this distribution channel. Nevertheless, customers had to be targeted where they were active, he confirmed.

In a separate discussion on new challenges, FTI CEO Dietmar Gunz stressed that traditional tour operators offered much more value than dynamic tour operators – so-called 'X operators' – who simply sold spare air and hotel capacity through online reservation systems. "We do so much more than the X operators. We have thousands of employees in the destinations who are close to our products. Customer service is essential," he declared. Gunz also admitted that traditional tour operators needed to be faster although "of course, we no longer think in two production cycles per year". Operators need to retain their core competence while only travel agents could provide full customer service by responding to queries and changing bookings, he added.

Travel IT expert Ralf Usbeck, head of technology provider Peakwork, also accentuated the need for differentiated online offers with added value. "Differentiation by price alone, without a brand or additional service, will only function as long as you have growth. If there is a downturn, then you will lose the game," he insisted.

Major Dutch Tour Operator is Insolvent

The third-largest Dutch tour operator, OAD Reizen, is insolvent, clearing the way for TUI and Thomas Cook to increase their domination of the country's holiday market. OAD declared insolvency this month with all its holidays being officially cancelled by the insolvency administrator. Some 7,000 customers were left stranded in various destinations and other travel companies stepped in to organize their return home.

The family-owned company grew in recent decades from a long-established coach tours company into the third-largest Dutch tour operator, offering a wide choice of package holidays, and also operated a travel agency chain. It was unclear which factors had driven OAD into such severe financial problems, but Dutch media reported that the company had high debts. OAD, with 1,750 staff, had already announced 170 job cuts earlier this year.

The collapse is likely to strengthen the position of TUI and Thomas Cook, the largest two tour operators on the Dutch market, especially in terms of consumer confidence, although smaller rivals might also be able to profit from the gap in the market.

SALES ACTIVITIES

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

Edelweiss Air held a press conference the first week of this month in Zurich during which their new business class product was presented and announcements as to their upcoming winter flight schedule were made. We were invited to participate in the press conference on September 6th and utilized the week to provide VSPC updates to several tour operator partners such as Hotelplan Suisse, Knecht Reisen, Kuoni and TUI Suisse as well as Travel Inside, Switzerland's leading travel trade publication, during personal meetings.

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

This month we conducted our Travel Agent Roundtables 2013 in Berlin, Leipzig and Dresden in cooperation with Visit Orlando and SeaWorld Parks & Entertainment. A table top marketplace was held prior to a comprehensive PowerPoint training session on St. Pete/Clearwater. The evening events in all three cities culminated in a quiz session followed by a giveaway raffle including a major travel prize. Thanks to the generous support of our area's hoteliers and attraction partners, we were able to present exciting travel prizes to our area for all three events!

Over 150 travel agents attended these events, of which a high percentage had not visited the USA before and were thus very appreciative of the comprehensive information and training received.

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 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 of finalization, as is the coordination of ground transportation with our destination partner, Orlando.

This month we forwarded the participants' rooming list to HQ as well as the applicable Release & Waiver forms. The program itinerary draft was forwarded to the foundation.

American Vacations VSPC Site Visit (October 8th, 2013):

Dutch tour operator American Vacations announced their intent to visit our area next month and requested assistance in setting up meetings and site inspections. We made all the necessary arrangements and liaised closely with the tour operator on any additional special wishes.

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

Planning for our upcoming visit to the county continued this month. Correspondence with several industry partners regarding appointment requests and confirmations was conducted, travel and accommodations arrangements were finalized. Our PowerPoint presentation to the TDC was formulated in preparation for transmission to HQ next month.

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. Our joint innovative training concept was completed in cooperation with our two presenting partners and we sent out an industry opportunity invite our area partners to contribute to the travel prize raffle to be conducted prior to the conclusion of the seminar.

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.

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.

We will combine this event with a visit to Dutch tour operator Jan Doets America Tours to conduct an in-house reservations agent training session on November 7th.

Sales Visit Belgium (November 26th-27th, 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. We will not only focus on agencies with an affinity for Florida, but will also identify those with strong potential for purposes of acquainting them with our fabulous product. This month we identified suitable dates and tour operators/travel agencies to be visited and will blast out invitations next month.

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.

Visit USA Seminar Switzerland (February 5th, 2014):

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

Florida has been selected as the 'featured destination' for next year's seminar, which will entail a concentrated presentation on the many features and benefits of the Sunshine State. We will participate under the Visit Florida umbrella to promote our area during both workshop and comprehensive training session. Registration was completed with Visit Florida this month.

Visit USA Seminar Austria (February 6th-7th, 2014):

We submitted our 'early-bird' registration for this event this month, thereby securing a discounted participation fee. Known as Austria's premier travel trade event, the Visit USA Seminar Austria will be held in Linz and Graz next year and is expected to attract up to 150 agents cumulatively. The format will comprise an afternoon seminar with an ensuing evening event in each city. 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" during which we will have the opportunity to provide feedback and discuss future planning.

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. Registration information was received from Visit Florida this month upon which we followed up with our industry partners to confirm their participation commitment. Two hotel partners have indicated interest.

Other initial planning items are underway, i.e. a hotel room block has been secured and an applicable reservations form for the VSPC delegation has been 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. Visit Tampa Bay has agreed to co-host this event. Development of further details are on the agenda for the coming months.

DERTOUR Country Special Mega Fam (May 10th-13th, 2014):

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.

Pursuant to an initial briefing meeting with the tour operator last month, travel dates have now been secured with the co-sponsoring carrier, United Airlines. The Group will arrive in Orlando on May 6th and proceed to our area on May 10th. Further updates to be forthcoming.

Herzog Concept Worldpromotion, Berlin:

We provided Mr. Herzog, owner of Herzog Concept Worldpromotion, with background information and image material of our area. This company is promoting shore excursions in Florida.

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

This month we launched 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 was 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 received preliminary results indicating the online skyscraper had generated 125,000 views during the two-week campaign period. More to be forthcoming.

- 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 was launched on 9/06.
- JAN DOETS (Netherlands)
 - **B2C USA Travel Glossy** – October
 - The tour operator publishes this magazine annually with a circ. of 15,000 plus 2,000 personalized copies. The publication is also downloadable from the Jan Doets website. VSPC will be featured in a 2-paged spread with imagery, logo and comprehensive destination content.
 - This month the two pages were created, proofread, corrected and approved.

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 Magazine** – 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.

- Brand USA Multi-Channel Campaign (Germany) *Consumer*
 - **1 page, 4c Advertorial in a 16 page supplement piece** – distributed in
 1. **Geo Saison magazine** – November – circ. 143,000
GEO SAISON is the market leader in the sector of multi-topic travel magazines with 600,000 readers per issue. GEO SAISON has an exclusive readership with high-consumption readers that can afford quality.
 2. **Frankfurter Allgemeine Zeitung** – November – circ. 395,500
The FAZ is one of several high-profile newspapers in Germany and among these, has the second largest circulation nationwide. The FAZ is distributed nationally with a daily circulation of 395,500 copies in Germany and 40,000 copies outside the country (for an overall readership of its German and English editions of approximately one million people).
 - **Discover America’s Facebook page** – November/December – 12,3 million impressions
This web campaign will traffic on the publications’ online resources. Promotion is also planned on DiscoverAmerica.com and its social channels. Traffic will be driven to either a custom landing page or digital version of the insert. Both will link visitors directly to VSPC’s website.
 - **2 x eNews blasts** – November – 1 million customers

- 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 contacts
 Plus 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 were secured to our area September 15-19, 2013. We are most grateful to our accommodations partners for sponsoring housing! Airline (United) and car rental (Alamo) partners were secured as well.

There have never been so many high quality applicants for the Rainbow Reporter – 28 in all. After thorough review and deliberation, the Rainbow Reporter 2013 was selected by Communigayte and queer.de in cooperation with ourselves and Visit Orlando: Timm Kayser 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.

All told, Timm produced over 60 blog articles and could not have been more complimentary in his final blog about the warm, gracious & generous hospitality he experienced whilst in our area.

- 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 were featured in March/April and June/July.
The campaign concluded this month.

- SENSES Magazine (Germany) – circ. 85,000 *Consumer*
 - **2/1 pages, 4c advertorial** – Fall issue
A 2-paged advertorial was placed in this high-end German lifestyle pub focused on spas/wellness with a readership of 425,000. We provided the publisher with applicable text, images and our logo. Layout was completed, corrected and approved. SENSES is one of the finest and most exclusive wellness magazines worldwide. The premium magazine is currently available in German-English (International Edition). SENSES concentrates on the unity of mind, body and soul, as wellness is the positive unity of the three elements, and includes the most beautiful spa and wellness addresses from all over the world.
Pub frequency: 4x/yr

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. Layout was approved this month.

We reconciled our FY 2012/13 advertising budget sending all applicable documentation to HQ and BVK.

Public Relations:

Site Visit: Martijn van den Boom, Travelution, Netherlands (Sept. 14th-18th, 2013):

We assisted Mr. van den Boom, editor of the leading Dutch travel magazine Travelution, with his arrangements for a 3-day visit to our area. He was very grateful and enthusiastically reported having had a fantastic time, bringing back a lot of story ideas and photos.

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, infotutorials 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 his 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

Kaus Media Services - VSPC's German PR Agency

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

- **Press Release September:** Discussed featured subject, proofread and corrected.
- **Newsletter September:** Provided input, proofread and corrected.
- **British Airways FL Special:** We forwarded a special BA Florida tactical offer to KMS for posting on our German Facebook page.
- **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. We further supported this effort by sourcing and securing an accommodations sponsor for the sweepstakes prize.

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