

# CENTRAL EUROPEAN OFFICE

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## MARKET INTELLIGENCE / TRENDS

### Germans Plan to Travel More

Germans plan to travel and spend more this year, according to two major consumer surveys. Long-haul destinations and niche holidays could be among the winners.

Consumers want to travel more in 2014 than last year and are interested in trying out new types of holidays, according to the annual Reiseanalyse survey conducted by the FUR market research organization. This year 25% of Germans want to travel more, compared to 24% last year, while 30% plan to spend more on travel, compared to 28% last year. These are the highest 'more' figures in the last few years, reflecting the stable consumption climate and relatively low unemployment in Germany.

More than 75% of Germans have already started planning their 2014 summer holiday, and a high 45% plan to travel this year to a new destination. As many as 17% want to try out a completely different kind of holiday trip, according to the representative survey of 2,500 people aged over 14.

Martin Lohmann, FUR adviser, said that growth could be expected this year in segments such as cruises, wellness, cycling and hiking holidays. Long-haul destinations and Scandinavia would be among the destination winners in 2014. At the same time, the mature destinations and holiday types will still remain popular for most Germans this year.

Germans are generally very satisfied with their holiday experiences, whether booked as a package or individually. The top destinations in terms of customer satisfaction are Croatia, the Canary Islands, Italy and Turkey, the RA survey found.

Meanwhile, every second German would like to take a long-haul holiday or is actively planning one, according to a separate survey of 1,000 consumers by TNS Emnid commissioned by TUI. So far, 45% of Germans have been on a long-haul trip at some time, but 55% have not.

The survey also found that travel agencies remain the most popular booking channel for 44% of Germans, including 65% of over-60 year-olds. Younger Germans prefer to book through a combination of internet and travel agency.

## **2013 Ends with Sales Increase**

German travel agents saw a good pick-up in sales in December 2013 after weak demand in the previous few months. The long festive break over Christmas and New Year appears to have paid off for the German tourism industry, the latest monthly survey of 1,200 tourism-focused agencies by market researchers GfK indicated. Bookings increased by 6.4% last month compared to a rise of just 2.1% in December 2012.

Demand for winter holidays was good with a 6.3% bookings increase last month. Cumulative winter bookings are now 3.8% ahead of the previous year. There is a massive 42% increase in April bookings, mostly due to this year's late Easter, which more than compensates for the 13% drop in March bookings.

Germans were also active in booking their summer holidays last month. Sales of summer holidays grew by 5.9%, with bookings for June and August soaring by 20%. Demand for May and July was lower than last year, however. Cumulated bookings for summer 2014 are now 7.5% higher than one year previously.

## **European Tour Operators Ranking**

TUI and Thomas Cook dominate the European tour operators market, according to an fvw overview. TUI, with tour operator revenues of €18.3 billion in 2012, is significantly bigger than Thomas Cook, which had revenues of some €11.3 billion that year, an fvw ranking of the top ten European tour operators shows. (Figures for 2013 are not yet available for many companies.)

Together, Europe's two leading leisure travel groups, which have combined market shares of more than 50% in major source markets such as the UK, Scandinavia, Netherlands and Belgium, and more than 30% of the German market, are well ahead of other major tour operators.

Kuoni is Europe's third-largest tour operator, based on its 2012 turnover of nearly €4.8 billion. In 2013, however, the Swiss group sold off loss-making tour operator businesses in several European countries, including Benelux, France, Spain and Russia. Instead, the group is building up its destination management services and its Asia business.

In contrast, Germany's DER Touristik, in fourth place with 2012 revenues of €4.65 billion, grew moderately in 2013. In addition, it has made its first major foreign acquisition with Prague-based Exim Holding, which has revenues of some €250 million. The Czech market leader is also active in Poland, Hungary and Slovakia.

The fifth-largest group is cruise firm Costa, which had revenues of €3.1 billion in 2011 but has not released figures for 2012. The company is likely to have grown overall due to the fast expansion of German subsidiary Aida Cruises. Two more German tour operators, FTI and Alltours, occupy the sixth and seventh positions with 2012 revenues of €1.8 billion and €1.6 billion respectively.

Club Med is the eighth-largest European tour operator with revenues of €1.5 billion in 2012. With its new Chinese investor, the French group is now re-focusing on growth in Asia as well as higher-value resorts. In contrast, Italy's Alpitour, with 2012 revenues of just over €1

billion, and Switzerland's Hotelplan (€975 million revenues) are aiming to improve profitability and strengthen various weak business activities.

Among a diverse mix of tour operators with three-digit million revenues are competitors such as the Scandinavian Primera Group (€650 million revenues), loss-making French group FRAM (€450 million) and Russian firms such as Pegas, Tez Tour and OTI. One prominent victim of tough trading conditions in many European markets was OAD, the third-largest Dutch tour operator which declared insolvency last year.

## **SALES ACTIVITIES**

### **CMT Stuttgart Super Sweepstakes (January 11<sup>th</sup> – 19<sup>th</sup>, 2014):**

Known as one of Germany's largest and most important consumer shows, CMT Stuttgart attracted a record 241,000 visitors this year, the highest since the previous record of 225,000 in 2008.

In addition to our joining forces with the Visit USA Committee Germany in promoting our product via brochure distribution to consumers, we again co-sponsored the popular CMT Super Sweepstakes. The sweepstakes was published in a 12-page, 4-color visitor brochure (circulation 350,000) which was distributed at 1,800 outlets throughout the State of Baden Württemberg prior to the show and among consumers visiting the fair. The sweepstakes was also advertised in the fair catalog (circulation 10,000) and promoted to the media.

Two travel stays in our area were included. We are again most grateful for the generous support of our industry partners! We are currently awaiting final results as to sweepstakes respondents.

### **Vakantiebeurs (January 14<sup>th</sup> – 19<sup>th</sup>, 2014):**

We participated in the Visit Florida stand at this important Dutch travel fair which attracted over 125,000 visitors from throughout the Netherlands. Tour operators reported that January was off to a good start in terms of bookings to the United States and indicated the outlook was positive for sales increased in 2014.

### **Visit USA Seminar Switzerland (February 5<sup>th</sup>, 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 workshops and a comprehensive training session. This month, an industry opportunity soliciting interest in sponsorship of a three-night stay for the grand travel prize was distributed. We are again most grateful to our industry partners for their generous support. The grand travel prize will include flights to Tampa sponsored by Edelweiss Air.

### **Visit USA Seminar Austria (February 6<sup>th</sup>-7<sup>th</sup>, 2014):**

Known as Austria's leading travel trade event, the Visit USA Seminar Austria will be held in Linz and Graz 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 program will include a table top marketplace and an on-stage "interview" session with each exhibitor in

Linz. A new “speed dating” concept will be implemented in Graz as the format of choice for conveying product information. 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 5<sup>th</sup> – 9<sup>th</sup>, 2014):**

Known as the “world’s largest tourism fair” held annually in Berlin, Germany, we will exhibit within the Visit Florida Pavilion. Further organizational items are underway, i.e. appointment scheduling commenced this month, venue selected and reservations made for a VSPC stand partner’s dinner, ongoing communication with Visit Florida regarding several show logistics, fine-tuning of booth configuration with the stand builder, preparation of show materials, shipping logistics, etc.

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 and distributed to all relevant parties. With one accommodations partner joining us this year, general show details and specific information relevant to the partner have been conveyed accordingly.

**Swiss Business Development (March 10<sup>th</sup>, 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 the event an annual tradition. The venue has already been selected for 2014 and applicable paperwork processed. Visit Tampa Bay has agreed to co-host this event.

A “Save the Date” notice was deployed to our guest list in November. This month, we developed and distributed the official invitation asking for responses by January 31<sup>st</sup>. All told we will be a group of 18 persons this year including two staff from Tampa International Airport.

We will fine-tune further logistics next month, e.g. function room décor, guest seating arrangements, hotel room confirmations for all relevant parties, transfer arrangements as applicable, etc.

**DERTOUR Country Special Mega Fam (May 10<sup>th</sup>-13<sup>th</sup>, 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.

The group will arrive in Orlando on May 6<sup>th</sup> and proceed to our area on May 10<sup>th</sup>. The co-sponsoring carrier will be United Airline.

During October’s county visit, we took the opportunity to connect with several industry partners regarding sponsorship of accommodations, evening events, attractions visits and site inspection opportunities. Accommodations have been secured. The tour operator advised flight pattern details which have been forwarded to HQ.

An itinerary draft was developed and forwarded to the tour operator this month. The tour has requested an updated itinerary be provided next month. Updates to be forthcoming.

**Travel Agent Roundtables (September/October 2014):**

Early preparations were launched for the Travel Agent Roundtables 2014 in Cologne, Nürnberg, Kempten and Wiesbaden in cooperation with Visit Orlando and SeaWorld Parks & Entertainment. At this stage, the organizer is in the process of securing dates and venues for these programs.

We are in close contact with our market's Visit USA Committees on an ongoing basis and are pleased to report that VSPC was highlighted as the featured destination in the **See America Center Netherlands'** eNewsletter to 1,500 Dutch consumers this month.

We assisted a travel agent of **Reisewelt Kapries in Erkelenz** with her own trip to our area by providing comprehensive consultation as well as supplying respective internet links and brochure material.

## MARKETING INITIATIVES

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

### *Tour Operators:*

- AMERICA UNLIMITED (Germany)
  - **B2C “One Minute Holiday” campaign** – (January)

This campaign launched this month with an overwhelming success. Targeting customers aged 25-65 (couples, families and affluent clientele), the campaign was focused on raising awareness and boosting sales via multi-channel platforms such as specially designed microsites, social media inclusion and press coverage.

*Holiday Beaches*

Artificial holiday landscapes (consisting of palm trees, beach sand, beach chairs, beach towels, shells, etc. along with oversized promotional banners) were set up set up in front of some of Germany's busiest main train stations and/or highly frequented center city pedestrian areas in Hannover, Frankfurt, Düsseldorf with a view toward motivating consumers to embark on an emotional journey to the Sunshine State during the cold and dreary winter months.

*The Sunshine Gift*

Giveaways were distributed at the ‘Holiday Beaches’ locations drawing considerable interest and attention. Specially designed postcards featured an exclusive microsite with special travel offers to VSPC and a direct booking engine platform. In addition, in order to generate media attention and coverage, the ‘Holiday Beaches’ sites were and photographed whilst being visited by Miss Germany and various models. Several media outlets picked up the story. Co-op Partners were SeaWorld Parks & Entertainment and Visit Florida.
  - AMERICAN VACATIONS (Netherlands)
    - **B2C Exclusive VSPC Flyer** – January

A two-sided flyer was created depicting our logo, imagery and comprehensive destination description. It was 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 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 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.

- AMERIKAREISEN.AT (Austria)
  - **1 page, 4c Advertorial in Florida Supplement** – January  
Amerikareisen.at produced an 8-page Florida supplement piece in cooperation with six Florida partners, each being featured on a full page. Distribution at fairs and during customer presentations. In addition, the supplement was included in the January issue of “GOLDENAge” magazine, a travel and lifestyle magazine for the generation 50+ with a circulation of 39,000.
  - **Homepage Placement** – January  
Florida will be specially presented on the tour operator's homepage with focus on the participating destination partners.
  - **eNewsletter** – January  
A Florida stand-alone Newsletter was produced featuring content provided by Visit Florida and participating destination partners. Distribution to 3,200 customers.
  
- CANUSA Touristik (Germany)
  - **B2C Online “MoodPage” Campaign** – 2<sup>nd</sup> Quarter 2014  
Following last year's successful “Florida Vacation Builder ” campaign, this year's “MoodPage” campaign will combine a collage of photos and videos presenting our destination. Images become the story tellers. These will link to an adapted landing page on the tour operator's website and will link to an optimized booking engine. In addition, an eNews blast to Canusa's database of over 500,000 subscribers and continuous Facebook posts will be included (Facebook fans currently stand at over 40,000).  
Co-op Partners: Visit Florida + several Florida destinations  
This month we delivered all imagery and relevant destination copy. Layouts are expected in March/April.
  
- DERTOUR (Germany)
  - **B2B “Dertour Country Special” Promotion** – January 13-31, 2014  
We will once again have the privilege of hosting Detours' Country Special mega fam comprised of their top 100 agents in May 2014. Agents are selected based primarily on top revenue production to the USA. In an effort to draw attention to our area and motivate the generation of bookings leading up to the mega fam event, a sweepstakes will be launched on Detours' exclusive travel agency platform “makingexperts.de”, remaining live for four weeks.  
Comprehensive destination information in PDF format for download, a VSPC video link and an online version of our new *Gulf to Bay* magazine was uploaded to the platform along with several sweepstakes questions and prize descriptions – the grand prize being guaranteed participation in the Dertour Country Special mega fam.  
We provided the tour operator with all elements necessary for creative development, including the link to our online magazine *Gulf to Bay* and our destination video for the sweepstakes. Sweepstakes results to be forthcoming.
  - **“Best Places to Be” Campaign** – January-March  
Focused on promoting summer 2014, this campaign will consist of multi-channel communication targeting both B2C and B2B platforms.

- Print:**
- 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: January 6<sup>th</sup>.
  - Flyer:** 2,600 top travel agencies will each be sent 10 specially developed flyers containing general destination information, imagery, logos and travel offers for use at counter point-of-sale. Planned execution: January 24<sup>th</sup>.
  - Poster:** A window display poster featuring VSPC imagery, logo and travel teaser will be distributed to 8,900 travel agencies. Planned execution January 24<sup>th</sup>.
  - Newspaper:** Two coop advertisements will be placed in “Die Welt”, a German national daily and “Welt am Sonntag”, the market leader in quality Sunday newspapers. Total circ. 420,000. The ads will include a brief destination description and travel offer. Planned execution: February
- Online:**
- Teaser:** A VSPC teaser will be placed on the tour operator’s homepage for two weeks containing our imagery, logo, brief destination description and travel offer with direct link to a landing page and booking engine. Planned execution: March 14<sup>th</sup>-28<sup>th</sup>.

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

- 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

- **EXPLORER FERNREISEN (Germany)**

- **B2C “Reisetrends 2014” special brochure** – January-March

The Explorer Fernreisen special brochure “Reisetrends 2014” (Travel Trends 2014) will be produced and distributed at eight different consumer trade fairs across Germany. VSPC will be featured on a full page comprised of copy, imagery, logo and several travel teasers developed by the operator. In addition, the brochure will be inserted into the December/January issues of four travel magazines: Clever Reisen, Geo Saison, Lonely Planet Traveller and Reise & Preise.

Total print run will be 350,000.

The tour operator has been provided with all elements necessary for creative development

- **B2C eNews Blast** – December-February

Special VSPC travel packages and destination information will be included in three eNews blasts to Explorer’s database of 38,000 customers for three consecutive months.

- **B2C Online Dedicated Landing Page** (one year starting November):

A VSPC dedicated landing page will be placed on a subsite of the tour operator’s homepage containing comprehensive destination information, imagery and logo along with a link to VSPC travel offers. Content, imagery and logo were reviewed and updated this month.

- **FTI TOURISTIK (Germany)**

- **B2C Websale “Ab In den Urlaub”** – February

Ab-in-den-Urlaub.de is among Germany’s leading online travel portals boasting 4.8 million unique users, 62.5 million page impressions and 8.8 million unique visits monthly. VSPC will be featured in a special ‘our recommendations’ teaser box with image and travel offer for four weeks and in the ‘top hotels’ segment of a monthly eNews blast to over 840,000 subscribers.

- **B2C Out of Home Info Screens** – February

Innovative and designed to attract attention, digital info screens in highly frequented train stations will feature VSPC imagery, logo and a travel offer selected by FTI. A

total of 135 info screens will depict VSPC 18x/day for 7 seconds each in Berlin, Frankfurt, Hamburg and Munich for six consecutive days. Cumulatively, these train stations represent a footfall of over 2.5 million.

➤ **B2C Out of Home Billboards** – February

Attention getters in prominent downtown locations, these billboards will feature VSPC imagery, logo, unique selling points and a travel offer selected by FTI. A total of 260 billboards will be placed in Berlin, Frankfurt, Hamburg and Munich for eleven consecutive days.

➤ **B2B2C Dispenser/Flyer** – March

500 top USA-selling agencies will each receive a high quality desktop dispenser containing thirty VSPC flyers featuring our logo, imagery, destination description and travel offers selected by FTI.

We have provided the tour operator with all elements necessary for creative development of this comprehensive campaign.

• **HOTELPLAN SUISSE (Switzerland)**

– Two brands “Hotelplan” and “Travelhouse/Skytours”

➤ **TRAVELHOUSE / SKYTOURS**

➤ **B2C Online Placement** – January & August

The initiatives will give VSPC a focused presence on the travelhouse.ch website. Annual statistics: 5 million page views, 1 million visitors, average time on site is 4 min., 80% German-speaking, 20% French-speaking, affluent customers seeking travel experiences (not budget shoppers).

- Highlight teaser on homepage for two weeks
- Top item product teaser on homepage for two weeks
- Blog spot teaser on homepage for one week
- Banner ad for two weeks on website’s beach holiday subpage  
Separate blogs on ‘blog.travelhouse.ch’
- Two blog posts will be published, one focused on St. Pete (January) and one on Clearwater Beach (August). These will remain online indefinitely.  
Separate posts to the Travelhouse Facebook and Twitter platforms
- A VSPC-themed header image on the tour operator’s Facebook page will remain online for four weeks.

➤ **B2C eNewsletters** – January & August

Targeting the tour operator’s database of 65,000 subscribers, teasers and banners will focus on VSPC’s many highlights and benefits including a link to a dedicated landing page containing comprehensive content, imagery, logo and travel teasers.

The tour operator has been provided with all elements necessary for layout development for the print and online programs.

• **KNECHT REISEN (Switzerland)**

➤ **B2B2C Catalog 2014/15** – December

The catalog was launched in December and is valid April 2014 to March 2015. Catalog circ. approx. 55,000. Several placements are planned including:

- ✓ Banderole around the catalog with ‘St. Pete/Clearwater Top Beaches’ slogan
- ✓ VSPC logo placement on inside cover with ‘Top Beaches’ slogan
- ✓ Two editorial pages and two product pages

➤ **B2C “Top Beaches” Flyer** – November & January

Two-sided, full color flyer distributed at the tour operator’s annual “Travel Day” event in November(800 pcs.) and at consumer travel fairs in Bern, St. Gallen and Zurich (2,000 pcs.). VSPC imagery, logo, destination text and travel offers were included.

- **B2C eNewsletter – February**  
The “Top Beaches” piece will be distributed to the tour operator’s database of 30,000 customers promoting special travel packages to VSPC.
  - **B2C “Top Beaches” Online Sweepstakes – April**  
For two weeks, customers will see a pop-up on the homepage announcing a sweepstakes. The prize will consist of one week’s accommodations in St. Pete/Clearwater including flights for two sponsored by Edelweiss Air. The pop-up will link to a landing page containing sponsors’ imagery, logo and product text. Sweepstakes questions will follow in the next depth level. Currently the tour operator’s homepage enjoys 42,000 unique visitors monthly.
  - **B2C Website “Top Beaches” Promotion – April-June**  
Three months placement of VSPC imagery with travel teaser on the North America page of the knecht-reisen.ch website with link to a VSPC dedicated landing page. Focus on pushing business for fall and winter.
- **KUONI (Netherlands)**
    - **B2C eNews – January**  
VSPC was highlighted as a top item in this eNews blast going to the tour operator’s database of approx. 85,000 customers. VSPC was incorporated with logo linking to a dedicated St. Petersburg/Clearwater destination page with packages, general information and tips on the area.
    - **B2B eNews Blast – January**  
The Kuoni retail newsletter is sent every other week to 1,200 travel agencies. The layout is similar to the B2C newsletter. One main article was dedicated to St. Petersburg/Clearwater.
    - **B2C2B Window Flyers and POS Material for Travel Shops – January**  
Kuoni had A4-sized flyers with special VSPC offers placed in the windows of their travel shops in Amsterdam and The Hague. Shops are located in highly frequented center city locations drawing several thousand passersby daily.  
We provided the tour operator with our respective input and approved their layouts.
  - **MEIER’S WELTREISEN (Germany)**
    - **B2C Online Promotion – February**  
A four-week campaign including homepage image teaser placement linking to dedicated destination page featuring several travel teasers and placement in eNews blast to 11,000 customers – including VSPC logo, imagery and destination text.
    - **B2C Out of Home Train Station Staircase Promotion – March**  
During this exciting four-week campaign VSPC will be featured with imagery, logo and slogans affixed to Frankfurt’s main train station’s prime location staircases (leading to the metro transit system). Frankfurt’s main train station boasts a daily footfall of 350,000 customers.
    - **B2C Out of Home Train Station Big Banner Promotion – March**  
In addition to the staircase promotion we will also have a big banner near the staircase hanging from the ceiling in Frankfurt’s main train station’s prime location. This will show a VSPC image, our logo and a special offer from Meier’s Weltreisen to the area.  
Layouts for the staircase promotion and the big banner were created this month together with the tour operator.

- THOMAS COOK / NECKERMANN REISEN (Germany)
  - **B2B2C Window Display** – December/January
 

Large, eye-catching displays have been produced for placement in 380 top selling retail agency storefront windows. They consisted of VSPC key visuals, logo and travel offers and remain in the windows for a period of six weeks. Our co-op partners for this joint promotion were SeaWorld Parks & Entertainment and Lufthansa.
  
- TUI SUISSE / FLEX TRAVEL (Switzerland)
  - **B2B TUI Newsnet Placement** – February
 

Newsnet is TUI Suisse's extranet for travel agencies, 850 of which access the platform on a regular basis. Counter info and flyers are uploaded to the Newsnet and are continuously updated. Opening click rate within the first 24 hours is 90%. VSPC will be featured with comprehensive VSPC content including imagery, logo and a travel package.
  - **B2B2C Flyer** – February
 

The above initiative will be supported by a flyer sent to 850 agencies featuring VSPC destination text, logo, imagery and special offers.
  - **B2B2C Travel Agent Window Display Poster** – February
 

VSPC logo, imagery and travel teasers will be included on this A1-sized poster, which is distributed to 350 travel agencies. The poster will be placed in agency storefront windows for four weeks

The tour operator has been provided with all elements necessary for creative development.

*Travel Trade/Consumer Publications:*

- America Journal (Germany) – circ. 42,000, readership 140,000 *Consumer*
  - **½ page, 4c Advertorial** – 2/13 issue (Feb/Mar ITB Special)
 

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

VSPC is featured with a full-page GLBT-focused ad in this winter edition following the comprehensive advertorial feature of the area in the previous autumn edition. The publisher was provided with all elements necessary for creative production this month.

Blu media network ([www.blu.fm](http://www.blu.fm); [www.matediagroup.com](http://www.matediagroup.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.

- FVW’s “Fit for USA” eLearning Program (Germany) – circ. 30,860 *Trade*

  - **Online travel agent training campaign** – November 2013-September 2014

“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 third 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.

We have supplied the editor with comprehensive information in preparation for the development of our VSPC training course including texts, imagery and logo.
  
- Spartacus Traveler (Germany) – circ. 42,000, readership 140,000 *Consumer*

  - **1 page, 4c Advertorial** – Spartacus International Gay Guide 2014
  - **1 page, 4c Advertorial** – Spartacus International Hotel Guide 2014
  - **1 page, 4c Advertorial** – Spartacus Traveler Magazine (issue 2/14)
  - **Banner** – for 8 weeks on  
spartacusworld.com, spartacustraveler.com, spartacushotelguide.com  
(cumulatively 100,000 visitors/month)

We provided the publisher with all elements necessary for layout development.
  
- TIP – Travel Industry Professional (Austria) – circ. 10,500 *Trade*

  - **½ page 4c advertorial** in the USA Supplement Issue 2/03/2014

The publisher will again produce a special USA supplement for distribution in conjunction with the Visit USA Seminar to be held on February 6<sup>th</sup> 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 needed for layout development. Our area is featured with logo, images and insider information. Final layout was received and approved this month.

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

  - **1 page, 4c advertorial** in the USA Supplement Issue 1/23/2014

In conjunction with this year’s Visit USA Seminar on February 5<sup>th</sup>, we secured placement of a half page advertorial for VSPC in their “Counter Inside” supplement. We have submitted all elements required for graphic development. Layout has been received and approved.

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

- Visit USA Guide (Germany) – circ. 15,000 *Consumer/Trade*
  - **1 page, 4c advertorial**  
The Visit USA Committee Germany is reproducing its 48-page USA Guide in cooperation with America Journal, which features general information on all 50 U.S. states. The guide will be distributed at travel fairs, in the U.S. Embassy and other U.S. related locations.

*Online Aggregators:*

- ASNM New Media AG Newsletter (Germany) – 740,000 German subscribers *Trade*
  - **Florida Newsletter Campaign** – Nov. 28, 2013 and February 6, 2014  
St. Petersburg/Clearwater is part of a Florida eNewsletter campaign consisting of eNews blasts via 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 Facebook sites with approx. 20,000 “Likes”. This initiative is being conducted in cooperation with Panama City Beach, SeaWorld Parks & Entertainment, Visit Florida, Visit Tampa Bay and Alamo.
- Expedia (Germany) – 1.4 million German subscribers *Consumer*
  - **Placement Campaign** – Jan 13- Feb 28, 2014  
With 2.09 million monthly unique visitors and more than 5 million impressions, Expedia Germany is the leading online travel provider in the country. VSPC will be featured on the Expedia Germany website and partner websites in different ways: core offers on the Expedia home page, teaser boxes on run of site as well as skyscrapers and teaser boxes on the flight+hotel and click&mix sites. This initiative is being conducted in cooperation with Brand USA.

*Public Relations:*

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

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

- **Press Release January:** Discussed featured subject, proofread and corrected.
- **Newsletter January:** Provided content ideas, proofread and corrected.

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