

CENTRAL EUROPEAN OFFICE

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Prepared by: Marion S. Wolf
Director Central Europe

MARKET INTELLIGENCE / TRENDS

Positive Forecasts and More Optimistic Travel Agents

The outlook for the German tourism market remains good this year according to market researchers, while travel agents are slightly more optimistic about sales prospects despite slow bookings to date. Leading market researchers remain optimistic that Germans will travel more than ever this year despite the series of terror attacks in various destinations in recent weeks and months.

Tourism research network FUR expects Germans to take more than 70 million holiday trips in 2016, driven by positive economic trends such as stable employment levels and rising wages. This would be a 2% increase on last year, while spending could rise 4% to about €69 billion, according to the results of an online survey conducted in November 2015. However, the FUR survey does not reflect the impact of the subsequent terror attacks in Paris and Istanbul on German travel demand. These will be taken into account by the in-depth annual FUR survey which will be presented at ITB Berlin in March.

Researcher Martin Lohmann, FUR's chief adviser, who presented the survey results at the CMT trade fair in Stuttgart, said: "Germans are very reliable tourists." The main trends this year will be similar to last year, with more cruises, city trips and short holidays, he predicted. In terms of destinations, Germany will remain number one this year with about 30% of trips, followed by Spain, Italy, Turkey and Austria. These five most popular destinations traditionally account for about two thirds of all holidays every year. However, Lohmann predicted that Germans could go on more long-haul holidays this year.

Market researchers GfK predict that travel demand will start to improve soon following weak sales after the Paris and Istanbul terror attacks. "We expect demand to recover rapidly and that Germans will again plan more days on holidays in 2016 than last year," said Roland Gassner, key account director GfK Travel & Logistics, at the fvw Destination Germany Day at the CMT fair in Stuttgart. GfK expects a 1.8% rise in the total number of days spent on holiday.

Meanwhile, German travel agents are slightly more optimistic about the outlook for this year despite the continued slow booking trend in recent weeks, according to the monthly fvw sales climate index. This remained at 95.1 points at the start of January, roughly the same level as in December. The weak sales in December were reflected in a 10 percentage point rise to 36% of respondents who said they sold less in recent months than in the previous year and a 7 percentage point drop to 25% who said they sold more. About 40% said they had stable sales.

But despite these figures, agents were slightly more optimistic about the outlook at the start of January, which traditionally marks the start of a strong booking period. The percentage of those expecting better demand in the coming months rose from 17% last month to 23% this month.

World tourism is growing solidly despite terror attacks and set a new record last year for the sixth year in a row. The number of international tourists increased by 4.4% to nearly 1.2 billion in 2015, the World Tourism Organization reported this month. The UNWTO predicts further growth of 3.5 – 4.5% this year.

Tourist Taxes and Flight Subsidies

German holidaymakers will have to pay a new tourist tax on Majorca this summer, but could benefit from flight subsidies to Kenya. Majorca holidaymakers have a choice of more hotels this winter and will have to pay less 'eco-tax' next summer than first feared. Efforts to extend the season are paying off with more hotels open during winter 2015/16. According to the Majorcan hoteliers association, there will be 12% more beds available in the first quarter of 2016. In March, this figure will rise to 110,000 beds, representing 53% of the island's overall capacity.

Meanwhile, the Balearic regional government is due to pass the controversial eco-tax for holidaymakers. The tax will be imposed on visitors aged 16 and up from May 1 and will be halved from the 10th vacation day. In addition, the off-season discount of 50% will apply from November 1 to April 30, instead of until March 31. The basic tariff will be €2 per adult per day for 4- and 5-star hotels, with lower rates for lower-grade hotels, holiday apartments, cruise ships, campsites and other accommodation.

Meanwhile, Kenya is introducing charter flight subsidies to boost international visitor numbers after a 10% drop to 628,000 in the first ten months of 2015. German tourist numbers slumped by 26% to just 39,000 over the same period. The government is investing the equivalent of €10 million in financial subsidies for charter flights to support the tourism industry, especially in coastal regions. Airlines flying to Mombasa and Malindi will receive US\$30 per passenger and will not have to pay landing charges from this month onwards, on condition that 80% of passengers have the two airports as their destination and that the flights are maintained for two years.

Across the Atlantic, US authorities are optimistic about another good year for tourism from Germany despite the continuing high dollar exchange rate. Brand USA Chief Chris Thompson said: "That has not influenced tourism from Germany so far. At worst, the length of the trips will change." Brand USA will promote the country's national parks this year, which are celebrating their 100th anniversary. Thompson added: "Germans know the USA very well but there are still plenty of undiscovered destinations."

Tour Operators Cancel Rebooking Charges

German tour operators are making it easier for customers to re-book to alternative destinations in response to the terror attacks in Turkey and Egypt and to encourage consumers to speed up their slow summer holiday bookings.

Alltours and DER Touristik's Cologne-based package holidays unit have both cancelled all charges for switching a booking to a different destination. Alltours package holiday customers who book any destination by March 31 can take advantage of the offer while customers of DER's ITS and Jahn Reisen brands can re-book to any alternative destination up to 30 days before departure. The two companies explained that booking patterns have changed dramatically in terms of when bookings are made, the choice of destination and the price.

Alltours sales director Dieter Zümpel said tour operators had to remove customers' worries about committing themselves to a specific booking and could offer more "flexibility and security" in terms of travel dates or destinations by dropping the re-booking charges. DER Touristik Cologne managing director Rolf-Dieter Maltzahn commented: "With our service we are offering customers the greatest possible flexibility to change their minds at a later date."

But not all major tour operators are ready to follow this path. TUI said it has no similar plans while Schauinsland-Reisen pointed out that bookings can be changed up to 22 days before departure but with diverse charges. Thomas Cook is recommending customers include its Flex Option offer as part of their overall booking. This option, launched last year, enables customers to change their destination up to 10 days before departure without having to give any reason. The service costs €9 per person for short and medium-haul destinations and €15 for long-haul trips.

Meanwhile, the Turkish government has increased security measures after the suicide attack in Istanbul that killed 10 German tourists. More police officers will patrol popular areas, including tourist attractions, while more surveillance cameras will be installed. In Egypt, the government plans to spend the equivalent of €30 million to improve security in major tourist resorts after the knife attack on tourists in a hotel restaurant in Hurghada on January 8 that left three persons injured. Measures include installation of more surveillance cameras in Sharm el-Sheikh and Hurghada, integration of private systems such as in hotels in the overall public system, more security staff in the main resorts and use of more sniffer dogs.

SALES ACTIVITIES

CMT Stuttgart Super Sweepstakes (January 16th – 24th, 2016):

Known as one of Germany's largest and most important consumer shows, CMT Stuttgart boasted 2,068 exhibitors attracting of 220,000 vacation hungry 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 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. Active promotion of the CMT Super Sweepstakes commenced in November 2015 with the official sweepstakes website going live. Two travel stays in St. Petersburg/Clearwater were included in combination with two Lufthansa flight tickets to Tampa as well as a one-week car rental from Alamo. The CMT Super Sweepstakes boasted a record 16,000 respondents!

Lufthansa XChange Annual Conference (January 27th – 28th, 2016):

Lufthansa's XChange is a sales conference attracting area management staff for Germany, Austria and Switzerland. We joined forces with Tampa International Airport and Visit Tampa Bay in presenting St. Pete/Clearwater during this 2-day conference, which was attended by close to 300 sales channel management, sales steering, product management, marketing, Miles & More (frequent traveler program) and account managers. Comprehensive destination presentations were conducted during the day culminating in an evening gala event, during which several prizes were given away. The grand prize was a trip for two to Tampa Bay – and here once more, we're very grateful to our accommodations and attractions partners for their generous donations and to Lufthansa for sponsoring air tickets. During the evening event we again ensured exposure for our area with a brief presentation and destination video.

Visit USA Seminar Austria (January 27th – 29th, 2016):

Known as Austria's premier travel trade event, the Visit USA Seminar Austria was held in Graz and Linz and attracted up to 200 agents cumulatively. In Graz the format comprised an afternoon seminar of table top marketplace and one-on-one sales discussions followed by an evening event including an on-stage "interview" session with each exhibitor. In Linz, an intensive 'speed-dating' format was utilized to convey product information. This was most effective with agents being particularly attentive.

The Visit USA Committee Austria again held a post-seminar "evaluation breakfast" during which we had the opportunity to provide feedback and discuss future planning – the overall results were very positive!

Visit USA Seminar Switzerland (February 3rd, 2016):

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 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.

Additional assets were delivered to the organizer this month including destination-oriented questions for an online knowledge test, contributions to a questionnaire to be distributed during the event, imagery for development of new stand backdrops, etc.

DER Touristik "Campus Tournee" Road Show (February 15th – 18th, 2016):

With DER Touristik being one of Germany's most influential tour operators, we are very pleased to have secured one of the coveted presentation spots for their special "Campus Tournee" Road Show! From February 15th – 18th we'll be presenting St. Pete/Clearwater in Berlin, Hannover, Cologne and Frankfurt, training between 80 and 100 agents per city.

Attendees will receive comprehensive product information within five themed workshops, i.e. Australia, Canada/Alaska, New Zealand/South Seas, Russia/Caucasus/Middle East and USA.

During full day training sessions, St. Pete/Clearwater will be among the highlighted destinations in the *USA Workshop* together with Visit Orlando and SeaWorld Parks & Entertainment. This is a particular coup as only three presentation slots were available in the *USA Workshop*. We eagerly snagged the opportunity early on.

This month we met with our *USA Workshop* partners to strategize and develop an innovative joint presentation format. We also completed all remaining logistics associated with our attendance.

ITB (March 9th – 13th, 2016):

Known as the “world’s largest tourism fair” held annually in Berlin, Germany, we will again exhibit within the Visit Florida Pavilion. Registration has been completed. We are pleased to be joined by SeaWorld Parks & Entertainment as a co-exhibiting partner with at 8².

Over and above items reported last month, further organizational items are underway, i.e. appointment scheduling commenced this month, stand imagery requirements conveyed to both HQ and co-exhibitors, venue selections and reservations for Tuesday, Thursday and Friday evenings, invitations circulated to our stand partners for the Thursday VSPC Stand Partner’s dinner, preparation of show materials, shipping logistics, registrations completed for Visit Florida’s PanAm Lounge event and several others for which invitations have been received. Additionally, ongoing communication with Visit Florida regarding several show logistics, fine-tuning of booth configuration, etc. were conducted.

Edelweiss Air Appreciation (March 13th, 2016):

We will host Edelweiss Air’s executive management for an appreciation dinner in cooperation with Visit Tampa Bay. The venue was determined and secured. Invitations were developed and deployed with a Rsvp deadline of February 12th.

Swiss Tour Operator Appreciation Event (March 14th, 2016):

After our successful tour operator appreciation event following ITB in 2013, 2014 and 2015, we will again conduct the event in 2016 in keeping with the ‘annual tradition’ plan. The venue has been selected and applicable paperwork processed. Visit Tampa Bay has agreed to co-host this event.

The dinner menu was selected, a guest list was compiled and invitations were deployed the latter part of this month with a Rsvp deadline of February 12th. Further logistics are in the process of fine-tuning, e.g. function room audio visual and décor, guest seating arrangements, hospitality gift selection, etc.

Additional Activity:

- We assisted Mr. Jürgen Schneider, Brand Manager of **Explorer Fernreisen**, with his travel to our area in March.
- Mrs. Melanie Zobaj, teamleader of travel agency **Lufthansa City Center Bühler** in Messingen received comprehensive information and tips from us for her own travel to St. Pete/Clearwater.
- For the redevelopment of the **Visit USA Benelux** website we provided respective destination content and visuals for inclusion.

MARKETING INITIATIVES

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

Tour Operators:

- Aeroplan (Germany)
 - **B2B2C Travel Agent Flyer Mailing** – January 2016
- Together with Aeroplan a flyer was deployed to 13,000 travel agencies via Infox. This two-sided flyer (one side 4C, one side B/W) contained VSPC logo, imagery and accommodations teasers along with flight and car rental offers.

- **B2C Special VSPC Ticket Cover**
Due to our excellent relationship, the tour operator offered us an attractive bonus initiative: a dedicated ticket cover. Ticket covers are utilized for the disbursement of travel documents. While the travel destination has already been determined, ticket cover messaging transmits new impulses appealing to customers' emotions and motivates vacation planning anew. The exclusive ticket cover depicts eye-catching VSPC imagery and logo. Layout was approved with an initial print run of 1,000 pieces. This initiative comes at no charge to us!

- Amerikareisen.at (Austria)
 - **B2C Out-of-Home Highway LED Video Wall** – February 2016
For the entire month of February, VSPC will be featured with headline, logo, enticing, eye-catching imagery and tour operator call-to-action on a 12m² (130ft²) LED video wall along one of greater Vienna's most frequented highways, i.e. the B14, a 15km (10mi) segment between Vienna and Klosterneuburg, Austria. Traffic volume is 35,000 vehicles/day.
Placement frequency: 10 seconds 36 times per hour between 5:00am and 2:00pm direction Klosterneuburg and between 2:00pm and 11:00pm direction Vienna. This equates to 52.2 hours of exposure during the campaign period.
We provided the tour operator with all necessary assets for layout development. The layout proof was received and approved this month.

- America Unlimited (Germany)
 - **B2C Multi-Channel Ambient Campaign** – December 2015 - August 2016
This exciting campaign will target customers aged 30-55 (couples, families and affluent clientele). Using various channels the campaign is focused on raising awareness and boosting sales on several platforms such as out-of-home, print (flyers), online (eNewsletters) and social media inclusion.
 - a) **Inner Tubing Promotion** – January/February & July/August
Big tubing events will be launched in both winter and summer months to engage and motivate thousands of beach hungry customers to embark on an emotional journey to VSPC. For these events 10,000 large, colorful inner tubes will be produced depicting VSPC logo and image to be presented to consumers for exciting slides down the slopes (winter) and refreshing splashes in lakes (summer).
Examples of winter locations: Black Forrest and southern German Alps
Examples of summer locations: North Sea and several lakes surrounding Berlin, Hamburg, Hannover and Frankfurt
 - b) **Point-of-Sale Special Offers Flyer** – January/February & July/August
Supporting the tubing promotion, 10,000 flyers depicting VSPC logo and special travel offers will be produced and distributed in our VSPC snappy orange eco tote bags during the tubing events.
 - c) **Facebook Integration**
To increase awareness to the tubing promotion as well as the special offers flyer the initiative will be promoted on tour operator's Facebook page (currently over 60,000 followers) by means of ...
FB Theme: branding of FB cover image and inclusion of VSPC imagery,
FB Ads: outreach and promotion via targeted adverts and inclusion of posts, imagery and video. The tour operator's FB platform enjoys a high interaction rate of likes, comments and shares per post.

d) eNewsletter Blast

Supporting A, B & C above, an eNews blast will be deployed to the tour operator's database of 140,000 subscribers with above-average income, academic backgrounds and high interest in travel. The eNews will feature VSPC content, logo, imagery and special travel offers linking to booking engine.

Co-op Partners: SeaWorld Parks & Entertainment and Visit Florida

This month the first eNewsletter was developed, approved and deployed.

- **CANUSA Touristik (Germany)**

- **B2C Multi-Channel Campaign – January-March**

- A cohesive strategy with an optimized mix of channels complementing each other, this campaign will combine marketing with direct sales efforts, which will lead to an increased impact in the market. The campaign elements include both out-of-home and online elements.

- Out-of-Home Metro – January & February**

- Focused on reaching consumers no matter what their media consumption habits are, this out-of-home campaign will serve to surround and immerse customers on the go, i.e. where they spend 70% of their waking hours. During this exciting out-of-home campaign, 25 poster banners will be placed in major, most frequented metro lines in each of two major German cities: Hamburg and Munich. VSPC will be featured with a key visual plus travel teaser and a tour operator call-to-action. The duration of this initiative is set for 2 months with an average reach of 100,000 passengers per day.

- This portion of the campaign was launched this month.

- **DERTOUR (Germany)**

- **B2B2C Flyer/Poster Package – January 2016**

- 2,600 selected Dertour travel agencies will receive flyers and posters depicting VSPC logo, imagery and travel teasers for use in counter point-of-sale and storefront window display. The flyer/poster packages were distributed to the agencies this month.

- Co-op Partner: SeaWorld Parks & Entertainment

- **B2C Geo Supplement – February 2016**

- Dertour will create a 12-paged supplement in Geo Saison Magazine's "Reisen mit Kindern" ("Traveling with Children"). Here VSPC will be featured prominently on a full page with logo, imagery, destination content and travel offers. Circulation: 110,000. The layout was discussed, developed and has been approved.

- Co-op Partners: Bradenton, Ft. Myers, Naples, SeaWorld Parks & Entertainment

- **FTI Touristik (Germany)**

- **B2C & B2B Multi-Channel Non-Traditional Cross Marketing Campaign – February - June 2016**

- Together with FTI, we will develop and launch a non-traditional, cross marketing campaign in cooperation with Crumpler, a very popular bag/luggage brand known initially for the creation of the 'messenger bag'. Crumpler strives to offer the perfect bag for every type of urban species - from street photographer to traveler to tech-savvy commuter. Focused on raising awareness, generating buzz and boosting bookings to St. Pete/Clearwater, the campaign will run for several months with a major sweepstakes promotion at its core (10-day trip to VSPC for 2). Campaign elements include multi-channel platforms such as print, online, social media and out-of-home / in-store initiatives.

- a) **Print** – February - June
Over 10,000 flyers plus posters and displays will be printed featuring the joint sweepstakes. Distribution via Crumpler stores, at fairs and in FTI retail travel agencies.
 - b) **B2C FTI Landing Page** – February - May
VSPC dedicated landing page on FTI’s website platform including comprehensive destination content, logo, the ‘live amplified’ video, special travel offers as well as a link to the Crumpler sweepstakes.
 - c) **B2C FTI Newsletter** - February & March
The sweepstakes banner will be positioned within FTI’s eNewsletter to 140,000 clients. It includes a link to the VSPC landing page with jump to the sweepstakes.
 - d) **B2B FTI Newsletter** - February
The sweepstakes banner will also be placed in FTI’s eNewsletter to 14,000 agents. It includes a link to the VSPC landing page with jump to the sweepstakes.
 - e) **B2C FTI Facebook posts** - February - May
The sweepstakes will be posted several times on the tour operator’s Facebook site.
 - f) **B2C Crumpler Homepage Banner** – February – May
Crumpler created a special intro on their homepage reaching a minimum of 80,000 impressions per month to feature our joint sweepstakes with a link to a dedicated landing page.
 - g) **B2C Crumpler Landing Page** – February – May
This specially designed microsite contains not only sweepstakes description with enter-to-win option, but also prominently showcases VSPC with our ‘live amplified’ video as well as eye-catching imagery for 8 destination highlights each linking to the applicable VSPC webpages.
 - h) **B2C Crumpler Newsletter** - February - May
The sweepstakes promotion will be announced in Crumpler’s own eNewsletter to their client base of subscribers (8,000 +) several times during the campaign.
 - i) **B2C Crumpler Social Media Posts** - February - May
The sweepstakes will be posted several times on Crumpler’s various social media platforms such as: Facebook, Twitter, Google+, Instagram, Pinterest, Vimeo and YouTube with a reach of 50,000 consumers.
 - j) **B2C Crumpler In-Store Events** - April - May
Together with local FTI travel agencies, VSPC will be promoted with a destination presentation in selected Crumpler stores during a busy Saturday afternoon. 4,000 clients to be expected here.
 - k) **B2C FTI In-Store Events** - April - June
FTI will start a photo sweepstakes in 50 RTK travel agencies to increase the awareness of the VSPC area together with Crumpler luggage. Travel agents will be asked to post creative photos pertaining to the VSPC and Crumpler themes.
This month the flyers, posters and displays for the sweepstakes were created and sent to the various promotion partners. Sweepstakes banner layouts were received, adjusted and approved.
- Schauinsland Reisen (Germany)
 - **B2B Touristikernet Mailing** – end of January
In this standalone mailing via Touristikernet, Schauinsland will deploy a one-page piece to 38,000 travel agents including VSPC imagery, logo and special travel offers. Layout was received, corrected and approved.

- **B2C Newsletter Banner** – February

A VSPC banner will be integrated into the tour operators B2C Newsletter to 22,000 clients. It includes VSPC imagery, logo and a link to a VSPC dedicated landing page on the Schauinsland online platform. Layout was received, corrected and approved this month.
- **B2C Website Skyscraper and Superteaser** – February

A VSPC Superteaser and Skyscraper will be placed on the tour operator’s website for two weeks including VSPC image, logo and a link to VSPCs special offers. Layout was received, corrected and approved this month.
- Thomas Cook – Neckermann Reisen (Germany)
 - **B2B2C Storefront Digital Travel Screens** – February 15th - 27th, 2016

Storefront travel screens are a new marketing tool being offered by Thomas Cook this year. Placed in retail travel agency shop windows located in high-traffic pedestrian areas, the digital content is presented vibrantly with moving imagery and video, which speak to the customer emotionally motivating the desire to travel. We were eager to secure participation, as placement spots filled up quickly.

Distribution is to 226 Neckermann retail travel agencies; duration is two weeks; spot length is 40 seconds repeated in 10 minute intervals. Estimated reach is 2,780,000 contacts.

This month our 40-second spot was developed which includes our ‘Live Amplified’ destination video and an attractive Neckermann Reisen travel teaser to VSPC.
- TUI (Germany)
 - **B2B2C In-Store Video** – January 11th - 25th, 2016

Visible in 270 TUI retail travel agency storefronts located in inner-city, high traffic areas, this ‘moving message’ platform captures consumer’s interest in an innovative way. VSPC will be featured with a continuous loop of destination imagery screens and travel offers for two weeks during the premier booking period. Our messaging will be repeated 10x per hour, 8 hours per day. Layout was received and approved with the initiative launching this month.
 - **TUI News USA “Extra”** – February 11th, 2016 Issue

The monthly ‘extra’ publications of approx. 16 pages focus on highlighting a particular destination, region or attraction. Distribution is to 8,900 agencies with a readership of 25,000. It is also included in an online archive on the TUI Newsnet platform for 10 months. VSPC will be featured with a full page advertorial including logo, imagery and comprehensive content. Our area will be the only Florida destination presented! Layout was received and approved.
 - **B2C Mailing** – February 26th Issue

TUI regularly distributes themed folder mailings to 50,000 selected customers. In February, the mailing will be dedicated to USA/Canada wherein VSPC will be featured with a full page including imagery, logo and travel offers. All assets have been provided. Layout was received and approved.
 - **B2B eLearning** – February 22nd, 2016 - ongoing

This is an exclusive, destination-dedicated eLearning program for placement on TUI’s travel agent website within the North America segment, which is utilized continuously by 30,000 travel agents.

Our content will cover comprehensive VSPC unique selling points such as award-winning beaches, culture, events, dining, nature, excursions and attractions. A test element will also be included. All assets were delivered this month. A proof is expected early next month.

Travel Trade/Consumer Publications & Portals:

- America Journal (Germany) – circ. 42,000 / readership 140,000 *Consumer*
 - **½ page, 4c Advertorial** –2/16 Issue (Best of USA) Feb. 26th

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.

VSPC’s placement will include logo, imagery and content. Creative assets have been delivered to the publisher. A proof was received, adjusted and approved this month.

Pub frequency: 6x/yr

- TIP – Travel Industry Professional (Austria) – circ. 16,000 *Trade*
 - **½ page 4c advertorial** in the USA Supplement Issue 2016 – January

The publisher will again produce a special USA supplement for distribution in conjunction with the Visit USA Seminars to be held on January 27th and 28th in Graz and Linz 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 point-of-sale and mailings to their customers.

Our area will be featured with logo, imagery and insider information content. We provided the publisher with all assets, and received/approved the layout early 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

- Touristik Aktuell (Germany) – circ. 30,854 *Trade*
 - **eLearning ‘expiPROFI’** – February 2016 - January 2017

Touristik Aktuell, one of Germany’s leading travel trade magazines, is launching a brand new eLearning program for the travel trade: expiPROFI (www.expi-profi.de) in cooperation with ‘meinpep.de’, founded by TUI4U GmbH in 2012 and focused on promoting attractive pricing exclusively to the travel trade.

Touristik Aktuell and meinpep.de reach the great majority of Germany’s 10,000+ agencies. The Touristik Aktuell web portal generates around 240,000 page impressions per month. meinpep.de currently generates 450,000 page impressions per month.

In this new eLearning program, VSPC will be featured with a company portrait, 5 study pages and a test with 10 questions.

All assets were delivered this month. Proofs are expected next month.

- TRAVEL INSIDE (Switzerland) – circ. 8,750 *Trade*
 - **1/2 page, 4c advertorial** in the USA Supplement Issue 2016 – January

In conjunction with this year’s Visit USA Seminar on February 3rd, we secured placement of a half page advertorial for VSPC in the “Counter Inside” supplement. The supplement was printed and distributed this month.

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

Pub frequency: Weekly

Online Aggregators:

- ASNM New Media AG Newsletter (Germany) – 1,090,000 subscribers *Consumer*
 - **Florida Newsletter Campaign** – December 2015 and February 2016
St. Petersburg/Clearwater is part of a Florida eNewsletter campaign consisting of eNews blasts on up to 14 online travel portals with a total of 1,090,000 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 SeaWorld Parks & Entertainment, Visit Florida, Visit Tampa Bay and Alamo.
The December eNewsletter approved and launched this month.

- Expedia.de & Hotels.com (Germany) – 5.2 million visitors per month *Consumer*
 - **Placement Campaign** – January 9th – February 15th, 2015
With 5.2 million monthly visitors and 5,366 bookings for VSPC in 2014, Expedia Germany and Hotels.com are the leading online travel provider in the country. VSPC will be featured on the German expedia.de and hotels.com websites with core offers on both home pages, teaser boxes on run-of-site as well as skyscrapers and teaser boxes on the flight+hotel and click&mix sites.
VSPC travel offers, banners and landing pages were developed and layouts were approved this month.

We are continuing the process of collecting proposals for this FY’s marketing initiatives, a number of which are still in the negotiation pipeline.

Public Relations:

Kaus Media Services - VSPC’s German PR Agency

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

- **Lead:** We forwarded lead received from Sandra Mueller-Hofner, chief editor of “trips4kids” who would like to conduct a press trip to our area.
- **Press Release January:** Proofread and corrected.
- **Newsletter January:** Provided content ideas, proofread and corrected.

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