

CENTRAL EUROPEAN OFFICE

F E B R U A R Y 2016

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MARKET INTELLIGENCE / TRENDS

German Tourism Firms Support Refugees

Nearly 40 companies, including several travel and tourism firms, have launched a joint initiative to offer jobs, training courses and support for refugees in Germany. Participants in the 'Wir Zusammen' ('We Together') platform include TUI, Lufthansa, Airbus, Munich Airport and Sixt from the tourism sector along with major employers such as Opel, Deutsche Post DHL, Telekom, Robert Bosch, Siemens and VW. Other firms are being invited to join in.

The firms are offering diverse projects to support the integration of refugees from countries such as Syria, Iraq and Afghanistan into the German economy. TUI, for example, is backing a nationwide initiative to provide German language courses while Lufthansa is supporting a project enabling young migrants to enter the world of employment. TUI Group CEO Fritz Joussem declared: "We want to turn challenges into opportunities. That can only work together. Integration can succeed. We will organize it in practical and realistic ways."

Free Cancellations as Zika Virus Spreads

German tour operators are offering free re-bookings or cancellations to pregnant women due to travel to Latin American countries impacted by the Zika virus. TUI, Thomas Cook and DER Touristik all announced similar offers in response to the rapid spread of the virus, which is suspected of causing babies to be born with small heads and which has been declared a global health emergency.

TUI and Thomas Cook are offering free cancellation of trips up to March 31 while DER Touristik has not named any date. However, there are some differences in the lists of countries that their offers cover. Cook named eight destinations in Central and South America (Brazil, Ecuador, Panama, Barbados, Mexico, Cape Verde Islands, Puerto Rico and the Dominican Republic), but cautioned that this list could change daily. TUI named ten additional countries.

Uncertain Travel Behavior

Germans took fewer holidays last year for the first time since 2010 and there could be a further downturn this year, according to a major annual consumer survey.

In 2015, only 54% of Germans took a holiday of five days or more, compared to 57% in 2014 and 2013, the annual Tourism Analysis by the Hamburg-based research organization Stiftung für Zukunftsfragen ('Foundation for Future Studies') found. The figure is based on a nationwide survey of 4,000 adults by market researchers GfK.

This was the first drop in German travel intensity for five years. "Many Germans are increasingly worried and are questioning the most important condition for a holiday: **safety in the destination**," commented Ulrich Reinhardt, scientific head of the foundation. Notably, the proportion of people over 55 who took a five-day holiday dropped by six percentage points to 48%, but the number of 35-54 year-olds who went on a five-day trip increased by two percentage points to 61%.

The outlook for 2016 is similar, according to the survey results. Asked about their travel plans for this year, 21% said they are not making any travel plans at all. This is two percentage points more than last year. The number of 'undecided' consumers lay at 37%.

"The doubt about the future could lead fewer Germans than usual this year to leave their usual surroundings for at least five days. That suggests that travel intensity in 2016 will not reach the level of last year," the survey authors wrote.

More positively, the average length of a trip actually increased in 2015 for the first time in many years and after a steady reduction over the last decade. The average holiday lasted 12.6 days last year compared to 12.1 days in 2014. According to Reinhardt, "many Germans don't want to cut their holidays any more. Instead they are saving on transportation or accommodation costs and are spending less in the destination, rather than having less time there." Among other findings, the Tourism Analysis showed that the average holiday cost increased to €1,109 per person last year from €1,071 in 2014.

In terms of destinations, Germany retained top spot in 2015. Among foreign destinations, Spain remained number one ahead of Italy, Turkey, Austria and France. Asia was the top long-haul destination region, followed by North America and North Africa.

Germans are Looking but not Booking

Consumers in Germany are making plenty of holiday inquiries at present, but are not following through with actual bookings, according to new figures.

Overall interest in holidays is surprisingly higher at present than at the same time last year, according to analysis by data experts Trevo Trend of customer inquiries in German travel agencies and on booking portals in the week of February 11-17 for holidays up to mid-September. For 26 of the 30 weeks during this period the volume of inquiries is higher than for the equivalent weeks last year. Inquiries for trips in May and June are even well ahead of the same period in 2015.

But this interest is not being converted into bookings, as recent figures confirm. In January, for example, sales revenues dropped by 12% year-on-year, according to market researchers GfK. The low booking trend was confirmed by figures from leading hotel evaluation portal Holidaycheck based on its website traffic over the past three months. Tunisia had 63% less traffic and 47% fewer bookings, Egypt was down 30%, and bookings were also lower for

Tunisia. In contrast, bookings for Bulgaria are 72% higher, and Spain and Portugal are up by 40%, it said.

These trends were supported by the results of a major survey of some 3,300 users of the Holidaycheck portal. This found that 76% of customers are worried by the wave of terror attacks which are impacting their travel planning. As many as 90% of users described beach regions in Egypt and Tunisia as unsafe or very unsafe, while 59% believed package holiday destinations in Turkey were not really or not at all safe.

In contrast, the Caribbean, the USA and European destinations such as Croatia, Bulgaria and Greece were perceived as safe, while opinions were mixed about destinations such as the UAE, Indonesia, Thailand and Mexico.

Special Offers to Counteract Sales Slump

German tour operators are increasing special offers to stimulate demand after bookings dropped significantly in January. Tourism sales were down by 13% last month as Germans held back with holiday bookings due to worries about the risk of terror attacks in different destinations, the latest monthly travel agency sales survey by IT services company TATS showed. The slump left overall leisure travel sales, including advance bookings through October 2016, down by 0.6%.

The only positive sign was a 2.8% rise in cruise bookings, which are now up by 11.8% for the tourism year as a whole. In revenue terms, cruise sales were 7.2% higher last month. Airline ticket sales dropped by 7%, and overall travel agency sales, covering all products, were 5.3% lower in January, according to the TATS figures.

The general demand shift from Eastern to Western Mediterranean destinations was underlined by figures the online portal Check 24, which compared its sales last month to January 2015. The portal disclosed that bookings for Tunisia (-59%), Egypt (-54%) and Turkey (-30%) were all down dramatically with double-digit falls in average prices for Egypt (-16%) and Turkey (-11%). In contrast, Spain bookings increased by 19% despite a 4% average price rise, Bulgaria soared by 66% and bookings for Greece, Italy and Portugal also increased.

FTI, which has already extended its early booking discounts for Egypt, is now offering more discounts to try to generate bookings for numerous destinations. The Munich-based tour operator is offering a 'holiday cash' rebate of up to €100 for bookings of selected hotels by February 29, covering trips from May 1 to October 31. The 'FTI Family Bonus' covers various hotels in Bulgaria, Greece, Morocco, Malta, Portugal, Spain, Tunisia and Turkey. "With the Family Bonus we are creating a further incentive for families to book their holidays early and profit from the best possible price," commented Sven Schikarsksy, Managing Director Tour Operating Package. The group's direct sales TV channel, Sonnenklar TV, is going even further and is currently giving away 5,000 Nile cruises.

Tourism Sector Slams Court Verdict

The German travel industry has strongly criticized a court verdict on hotel contracting that could cost tour operators millions in back-dated taxes – and possibly even force them to move abroad. In a long-awaited preliminary verdict on corporate taxation, the financial

administration court in Münster has ruled that hotel capacity contracted by tour operators to create holiday packages should count as property rental similar to office buildings or production facilities, and thus be liable to corporate taxation. However, only the basic rental cost should be liable to taxation and not any additional costs such as heating, electricity, water or cleaning. Moreover, the ruling only covers accommodations in Germany and not in any other country, a court spokesman clarified. The court found in favor of local tax authorities and against locally-based tour operator Frosch Sportreisen, which had taken legal action over the issue which dates back to a new law introduced in 2008. The company had argued that contracted hotel capacity was a service just like flights and airport transfers that are required to create a holiday package and could not be seen as property rental.

The Münster court ruling is not the final word, however, as it granted the right to appeal to the federal financial administrative court over the issue. However, any decision on an appeal could take up to five years, the travel industry fears. In response, both the German Travel Association (DRV) and the German Tourism Association (BTW), whose members include hoteliers, criticized the verdict as “completely unrealistic and impractical”. They demanded a 'political' solution with a change in the law to avoid years of uncertainty until the higher court takes a decision. The DRV described the verdict as “disappointing” and declared that contracted hotel accommodation could not be compared with rented office space or production facilities. “If the verdict is confirmed at a higher level, then it would mean that a rental element would have to be calculated for every hotel in the world offered by a tour operator,” DRV president Norbert Fiebig said. This would be “a bureaucratic monster”.

According to DRV calculations, the German travel industry - primarily tour operators - face potential back-dated tax demands of €1.6 billion, with additional annual costs of €230 million. The DRV already warned ahead of the court hearing that tour operators might be forced to relocate hotel capacity procurement departments outside Germany to avoid these tax payments.

SALES ACTIVITIES

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.

A full day of workshops and one-on-one sales exchanges saw us promoting our area’s many features and benefits. This year’s event was successful once again with close to 400 travel agents in attendance.

Brussels Holiday Show (February 4th – 8th, 2016):

The Brussels Holiday Show is Belgium’s premier consumer travel fair. Over 800 exhibitors are found across four large halls at the Brussels Expo complex. A record 117,422 consumers visited the show this year, an increase of 20.4% over 2015. VSPC participated in the Brand USA Pavilion, which was located in the ‘long-haul’ hall. Beyond the continued popularity of Orlando and Miami which are serviced 2x/week by Jetairfly (a TUI brand charter), interest in Florida’s west coast is picking up significantly. Our area’s pristine award-winning beaches are of particular interest to the great majority of families.

What was abundantly clear was the uncertainty related to travelling to destinations such as Egypt, Tunisia and Turkey, three of the most popular vacation destinations for Belgians, as these spots are meanwhile regarded as being unsafe for tourists.

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

With DER Touristik being one of Germany’s most influential tour operators, we were very pleased to have secured one of the coveted presentation spots for their special “Campus Tournee” Road Show! From February 15th – 18th we presented St. Pete/Clearwater in Berlin, Hannover, Cologne and Frankfurt, training close to 300 agents in total.

Attendees received 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 was among the highlighted destinations in the *USA Workshop* together with Visit Orlando and SeaWorld Parks & Entertainment. No other U.S. products were presented!

Each training day culminated in a grand finale travel prize drawing. St. Pete/Clearwater was featured as the prestigious main travel prize in combination with Visit Orlando and SeaWorld Parks & Entertainment. Once again, we are grateful for the generous donations provided by our VSPC industry partners!

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.

Further organizational items are underway, i.e. appointment scheduling continued this month, stand imagery requirements conveyed to both HQ and co-exhibitors, venue selections and reservations were completed for Monday, Tuesday, Thursday and Friday evenings, invitations previously deployed for our VSPC Stand Partner’s dinner were followed up on, airport transfer arrangements were made for VSPC delegates, ongoing communication with Visit Florida regarding several show logistics, fine-tuning of booth configuration, etc. were conducted. Additionally, we made arrangements for a special Lufthansa stakeholder’s meeting including meeting space booking, communication and follow-up with all meeting invitees both in Europe and Stateside.

Edelweiss Air Appreciation Dinner (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. We are pleased to report that our invitation was promptly accepted by all invitees: Bernd Bauer - CEO, Alain Chisari - CCO and Michael Trestl - Head of Corporate Development.

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 what has become an ‘annual tradition’. Visit Tampa Bay will be our co-host again this year.

The dinner menu has been finalized; invitations with main course selection query were deployed to a hand-selected guest list. We are pleased to report that all invitees promptly accepted our invitation. Further logistics are in the process of fine-tuning and finalization, e.g. function room audio visual and décor, guest seating arrangements, hospitality gift selection, etc.

MARKETING INITIATIVES

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

Tour Operators:

- Amerikareisen.at (Austria)
 - **B2C Out-of-Home Highway LED Video Wall** – February 2016
For the entire month of February, VSPC was 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.
- 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** – March/April & 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).
Winter locations: Southern German, Austrian and Swiss Alps (Achensee, Saalbach-Hinterglemm, Serfaus, Davos, Engelberg)
Examples of summer locations: North Sea and several lakes surrounding Berlin, Hamburg, Hannover and Frankfurt
 - b) **Point-of-Sale Special Offers Flyer** – March/April & 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 all partners agreed to postpone the winter tube events originally scheduled to launch in February to the end of March (Easter vacation period) due to the currently unfavorable snow conditions.

- CANUSA Touristik (Germany)
 - **B2C Multi-Channel Campaign** – December-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.
Online Promotion – December-February
 - a) **Landing Page** – December-February
The VSPC landing page was completely updated with new images, texts and travel offers to attract the 750,000 unique website visitors on canusa.de.
 - b) **Banner Rotation** – January-February
The panoramic banner will rotate on the Canusa.de website for 4 weeks. (750,000 unique website visitors).
 - c) **Facebook** – December-February
A series of Facebook posts and ads will be placed. Canusa currently has a Facebook fan base of approx. 70,000.
 - d) **Instagram** – December-February
In addition to the Facebook posts, 3 Instagram image posts will be placed.
 - 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.
- DERTOUR (Germany)
 - **B2C Geo Supplement** – February 2016
A 12-paged Florida supplement was created for insertion in the February issue of Geo Saison Magazine (circ. 110,000) wherein VSPC was featured prominently on a full page with logo, imagery, destination content and travel offers. Co-op Partners: Bradenton, Ft. Myers, Naples, SeaWorld Parks & Entertainment
- Diversity Tourism (Germany)
 - **“Shopping USA” Guide** – March 2016
This brand new 48-page guidebook will provide tips and definitions related to the U.S. shopping experience, e.g. ‘black Friday’ sales, interpretation of merchandise labeling, sizing information, guidelines on customs allowances, etc. The print run will be 30,000 copies in the first year. Distribution will be through travel agencies, VUSA consumer shows, at VUSA seminars, etc. VSPC will be featured on two pages with image, logo, destination content and shopping options. All assets have been provided, proof was received and approved.

- FTI Touristik (Germany)
 - **B2C & B2B Multi-Channel Non-Traditional Cross Marketing Campaign** – February-May 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-May

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 eNewsletter** – 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** – March-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 Sweepstakes Microsite** – 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 Social Media Posts** – February-May

The sweepstakes will be posted several times on Crumpler’s German Facebook platform.
 - i) **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. Total reach is expected to be up to 2,500 customers.
 - j) **B2C FTI Travel Agency In-Store Events** – April

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.

- Knecht Reisen (Switzerland)
 - **B2C Reisewelten Magazine** – February

VSPC was featured with image and text on a half-page in the tour operator’s client magazine “Reisewelten”.
 - **B2C eNewsletter** – February

VSPC was included in an eNews blast to the tour operator’s database of 45,000 customers with logo, imagery and promotion of special travel packages to VSPC. Input for the magazine and eNewsletter was provided, layout approved and initiative launched.

- Schauinsland Reisen (Germany)
 - **B2C Newsletter Banner** – February

A VSPC banner was integrated into the tour operators B2C Newsletter to 22,000 clients. It included VSPC imagery, logo and a link to a VSPC dedicated landing page on the Schauinsland online platform.
 - **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.

- TUI (Germany)
 - **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 was featured with a full page advertorial including logo, imagery and comprehensive content. Our area is the only Florida destination presented!
 - **B2C Mailing** – February 26th Issue

TUI regularly distributes themed folder mailings to 50,000 selected customers. The February mailing was dedicated to USA/Canada wherein VSPC was featured with a full page including imagery, logo and travel offers.
 - **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, layouts proofed and approved.

- **B2B2C Digital Photo Frame** – February 29th - April 1st
 960 TUI Leisure Travel agencies will display digital photo frames on their desks (positioned to face the customer) showing a combination of VSPC imagery, logo and special travel offers in continuous loop slideshow format (25 slides). Our area will be featured exclusively for 4 weeks.
 All assets have been provided; proof received and approved this 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 includes logo, imagery and content. All assets have been provided, proof received, adjusted and approved.
 Pub frequency: 6x/yr

- Tom On Tour USA Guide (Germany) – circ. 120,000 *Consumer*
 - **1/1 page, 4c advertorial** – March
 Published annually, the “Tom on Tour USA Guide” is a 64-page publication highlighting gay friendly destinations throughout the USA including gay hot spots, web links, events and tourism information. The publication is distributed free of charge at selected European LGBT locations, events and consumer shows and can also be ordered online. With Brand USA’s support of this year’s guide, the publisher will double the circulation from 60,000 to 120,000. The VSPC page layout has been received and approved.
 Pub frequency: 1x/yr

- 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 have been delivered, proofs received and approved with the eLearning launching this month.

Online Aggregators:

- ASNM New Media AG Newsletter (Germany) – 1,090,000 subscribers *Consumer*
 - **Florida Newsletter Campaign** – December 2015 and February 2016
 St. Pete/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 February eNewsletter as deployed this month.

- Expedia.de & Hotels.com (Germany) – 5.2 million visitors per month *Consumer*
 - **Placement Campaign** – January 11th – February 29th, 2015
- With 5.2 million monthly visitors, Expedia Germany and Hotels.com are the leading online travel providers 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.
- Campaign period preliminary results for expedia.de show 1,336,793 page impressions, 1,996 clicks equating to a CTR of 0.15%. 1,109 room nights were booked, an increase of 23.4% compared to 2015’s campaign.
- The German hotels.com eNews blast went to 2,015,064 subscribers, was opened 72,196 times equating to an opening rate of 19.1%. The number of clicks came in at 4,787 with a CTR of 1.8%.

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 February:** Proofread and corrected.
- **Newsletter February:** Provided content ideas, proofread and corrected.

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