

CENTRAL EUROPEAN OFFICE

F E B R U A R Y 2017

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MARKET INTELLIGENCE / TRENDS

Trump Turns Off Potential German Visitors to the USA

The image of Destination USA is clearly suffering on the German market from the policies of President Donald Trump, an exclusive representative survey by market researchers GfK for fvw found. Nearly every second German who is potentially interested in visiting the USA does not want to take a trip at present. 46% said the President's policies had changed their view of the USA and they would not visit the country at present, as they either feel unwelcome or do not want to support his policies. However, 36% said they would still go on a US holiday at present, since politics should be kept separate from a destination's hospitality, while 17% would visit the country regardless of political policies. GfK surveyed 1,004 German adults (over 14) between February 3 and 10 on behalf of fvw for the survey. The question was: "How has your view of Destination USA changed because of the policies of President Donald Trump?"

However, German tour operators have reported good and stable demand for the USA over the last few weeks despite controversy over the travel ban on residents of seven Muslim countries. The USA is the top long-haul destination for German travellers and a record number of 2.3 million Germans visited the country in 2015.

Tour Operators Play Down Impact of US Travel Ban, Business Travel Condemns Move

German tour operators remain confident about US bookings this year despite President Trump's controversial ban on visitors from 7 Muslim countries, but business travel leaders have strongly criticized his move.

- DER Touristik said it is "certain" that recent events will not impact negatively on bookings for the USA and continues to expect higher sales for the destination this summer, and overall "even with a USA boom".
- Thomas Cook commented that US bookings remain good, "including in recent weeks".
- Tilo Krause-Dünow, head of North America specialist Canusa, told fvw: "I'm absolutely relaxed because I see the incoming bookings and continuing strong flow of enquiries every day." The company has not changed its positive expectations for 2017.

- Timo Kohlenberg, managing director of America Unlimited, said he was absolutely sure that the USA would remain a top destination, even though the company saw President Trump's policies critically. "The bookings are coming," he commented. America Unlimited currently has a sales increase of about 10% for the USA.
- Friedrich Roth, COO of USA specialist CRD, admitted that enquiries for the USA in January had been "somewhat more reserved than in recent years" and there had been a clear switch in interest towards Canada instead. "At the moment Canada enquiries are coming in more heavily." Roth said it was too early to talk about a major impact on the image of Destination USA, "but we condemn the travel ban just like the general public".

The German Business Travel Association (VDR) came out with clear criticism of President Trump's travel ban. It said that the ban "and the alarming change in American migration policy discriminate against millions of people of Muslim faith and put many business travelers from German companies under general suspicion". VDR president Dirk Gerdorn added that the ban "not only restricts the mobility of German business, but also causes serious damage to the reputation of the USA and its principles of freedom".

EU Package Travel Directive: Good News from Brussels

German holidaymakers will be able to make one single payment to travel agents for a combined travel package in future following a green light from the EU Commission. One of the most criticized points in the German government's current draft law implementing the new EU package travel directive is off the agenda. But other critical points remain.

Under the draft, travel agents would have to charge customers separately for each component in a so-called 'combined package', such as a flight, hotel booking or car rental, if they want to avoid becoming a tour operator for legal purposes. Tour operator status would make them legally liable for the package, thus forcing them to take out liability insurance. But Gerd Billen, state secretary in the justice ministry, had good news for the German travel trade at a recent panel discussion in Berlin. After intensive talks in Brussels, the Commission had clearly indicated that it would not oppose a single payment for a combined package, he told some 60 industry representatives. Billen made it clear that he wanted the new law to be "practical" first and foremost.

DRV president Norbert Fiebig welcomed the U-turn by the Commission and praised the successful negotiations by the state secretary in Brussels. "This really helps our travel agents. In practice, this means that travel agents will be able to maintain their current business model for the most part," he commented. But Fiebig also repeated criticism that packages organized by non-travel industry organizations, such as clubs or churches, would be excluded from the law, thus distorting competition.

German Consumer Optimism Declines Slightly Findings of the GfK Consumer Climate Study for Germany for February 2017

After a splendid start into 2017, consumer confidence in Germany suffers a minor setback in February. Both economic and income expectations, as well as propensity to buy are expected

to decline slightly. The consumer climate forecast for March is at 10.0 points following a level of 10.2 in February.

The change of administration in the United States and the considerable recent increase in inflation have put a damper on the generally positive consumer mood this month. As a result, expectations for the economy and income forfeited a major part of their gains from previous months. Pulled down by the lowered income expectations, propensity to buy also dropped moderately.

- **Economic expectation: tangible losses:** After four increases in a row, economic expectation suffers considerable losses and has fallen by 11.9 points to 9.7. With this setback, profits from the previous four months are nearly wiped out completely. Yet in a year-on-year comparison, the economic climate is still good, lying six points above the previous year's level.

Apparently, the policies of the new U.S. president are causing uncertainty and economic worry among German consumers. Donald Trump's plans to bolster protectionism are giving rise to job insecurity primarily among workers in industries that rely heavily on exports, such as the automotive and machine engineering branches, as well as the chemical industry.

However, the German economy can also look back on quite a successful 2016. According to the Federal Statistical Office of Germany, gross domestic product (GDP) rose by 1.9% the previous year. This represents the strongest growth in five years. In 2011, GDP grew by 3.7%.

- **Income optimism is falling:** In addition to the economic indicator, income expectation also fell this month, dropping by 10.2 points to 48.1. This puts the indicator below its level of the previous year. Rising inflation is one of the reasons for this development. More steeply increasing prices – especially for energy – are diminishing consumer purchasing power. Higher costs for gasoline and heating oil, for example, are resulting in fewer financial means for other purposes. Real incomes are weighted down by inflation, which was most recently measured at 1.9% in January.
- **Propensity to buy suffers moderate losses:** Propensity to buy underwent a decline in the wake of a less favorable economic outlook. Yet the losses were relatively modest at minus six points. The indicator is currently at 51.6. This means that it is currently just slightly lower than the corresponding period in the previous year. However, despite this slight decline, propensity to consume remains high overall. Consumer confidence is still strong. This is mostly due to a stable job market and the resulting low fear of losing the job.
- **Consumer climate at a slight drop:** Following a level of 10.2 points in February, GfK forecasts a slight drop in the consumer climate in March to 10.0 points. That means that this aggregate indicator will again suffer a loss after three straight gains. Despite this moderate setback, consumers remain willing to make purchases although their optimism is slightly dampened.
- **GfK forecast for private consumption in 2017 of 1.5%:** In its forecast published on February 9, GfK assumes that private consumer spending will rise by 1.5% this year. Consumption would thereby grow in relation to the overall economic development in Germany, which has been forecasted to grow similarly. In 2017, private consumption will again significantly contribute to the economic growth in Germany, but there are a series of risks that could pose a hazard to the consumer climate this year. In this context, these uncertainties include the future economic course of the United States under the leadership

of their new president, increasing inflation, the upcoming Brexit negotiations, and the uncertain outcome of the elections in France, the Netherlands and Germany as well as possibly in Italy.

Sharing Personal Data Online is on the Rise in some Countries

- Those aged 30-40 are most likely to share data for rewards
- China, Mexico and Russia lead for people willing to share data
- Germany, France and Brazil have the most people not willing to share data

Over a quarter (27%) of internet users across 17 countries agree that they are willing to share their personal data, such as health, financial, energy use or driving records, in exchange for benefits such as rewards, lower costs on goods or personalized service. This contrasts to 19% who are firmly unwilling to share their data.

Equal%ages of both men and women are firmly willing to share their data in return for benefits – both standing at 27%. However, more women than men class themselves as firmly unwilling, standing at 21% of women versus 18% of men.

People aged in their twenties and thirties are most likely to share their data, with a third saying they are firmly willing to do so (33% and 34% respectively). They are followed by those aged 15 to 19 years old, at 28%.

People in China are most willing to share their personal data in exchange for benefits, with 38% of the online population saying they are firmly willing to do so and only 8% firmly unwilling. Other countries with higher than average levels of willingness are Mexico (30%), Russia (29%) and Italy (28%).

The seven countries with the highest levels of people firmly against sharing their data are Germany (40%), France (37%), Brazil (34%), Canada (31%), the Netherlands (30%), Belgium (28%) and the UK (27%).

About the study: GfK conducted the online survey with over 22,000 consumers aged 15 or older across 17 countries. Fieldwork was completed in summer 2016. Data are weighted to reflect the demographic composition of the online population aged 15+ in each market. Countries covered are Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Italy, Japan, Mexico, Netherlands, Russia, South Korea, Spain, UK and USA.

SALES ACTIVITIES

German Consumer Shows (February 2017):

Our area was presented at the following important consumer fairs this month in cooperation with Visit Florida:

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|------------------|----------------------|------------------|
| • ABF Hannover | February 1-5, 2017 | 92,500 visitors |
| • Reisen Hamburg | February 8-12, 2017 | 71,000 visitors |
| • f.r.e.e Munich | February 22-26, 2017 | 135,000 visitors |

Enterprise Holdings/Alamo Familiarization Tour (February 5th, 2017):

One of our strongly dedicated rental car partners brought a small group on a whirlwind tour through Florida this month. Mike Luetke, Senior Sales Manager at Enterprise Holdings (Alamo) based in Germany invited four of his top-selling brokers to experience select Florida destinations, St. Pete/Clearwater being among them! Mr. Luetke's invitees are based in Greece and cumulatively generate USD 13 million in sales to Florida annually from various markets such as Germany, United Kingdom, Brazil, Australia, New Zealand and Greece. Accommodations were secured for the group last month (2/04-06/2017) and we made arrangements for the group to visit a number of our area's attractions.

DER Touristik Campus "Talk & Dine (February 14th, 2017):

The tour operator unveiled a new educational concept for their 10,000 travel agents entitled "Campus", which is focused on bringing their sales force closer to products and destinations with a view toward fostering loyalty through education. Participants not only obtain expert knowledge on products and destinations during themed training courses, but also become eligible to take part in an in-destination "Campus Live" experience upon successful completion of several course segments. The Campus Live event will be held in Orlando in December 2017.

With North America being among the training themes for the "Talk & Dine" seminars, we joined forces with Visit Orlando and SeaWorld Parks & Entertainment in presenting our destination to over 50 agents in Essen, Germany this month.

ITB (March 8th – 12th, 2017):

Known as the "world's largest tourism fair" held annually in Berlin, Germany, we will again exhibit within the Visit Florida Pavilion. Further organizational items are underway, i.e. appointment scheduling with key industry partners such as tour operators, airlines and other service providers continued this month, stand imagery requirements were conveyed to HQ, venue selections and reservations were completed for Tuesday, Thursday and Friday evenings, follow-up on invitations previously deployed for our VSPC Partner's dinner was completed, trade show and airport transfer arrangements were made for VSPC delegates, ongoing communication with Visit Florida regarding several show logistics including fine-tuning of booth configuration, collateral shipments, securing of delegation badges, deployment of a show schedule update to our delegates, etc. were conducted, in addition to logistics being handled for VSPC's co-sponsorship of the ITB LGBT Event.

Edelweiss Air Appreciation Luncheon (March 13th, 2017):

We will host Edelweiss Air's executive management for an appreciation luncheon in cooperation with Visit Tampa Bay. The venue was determined and secured. Invitations were developed and deployed with an Rsvp deadline of February 6th. 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 13th, 2017):

We will again orchestrate an upscale appreciation event for Switzerland's most influential and productive tour operators, with 2017 marking our 5th consecutive year of hosting this event. The venue has been selected and applicable paperwork processed. Visit Tampa Bay has agreed to co-host this event.

The dinner menu selection has been finalized in concert with the venue. A guest list was established and invitations were deployed this month. Further action items in the works are securing function room needs, locking in a hotel room block, reservations form development, hospitality gift selection, development of the table seating chart, collateral shipments, etc.

Thomas Cook Partner Group College (March 22nd, 2017):

We are pleased to have secured a presentation slot during the Thomas Cook Partner Group College to be held at the tour operator's headquarters office in Oberursel, Germany. The one-week event comprises comprehensive travel agent training relative to the tour operator's worldwide products. With the North American slot in hot demand, we joined forces with Visit Orlando and are among the only Florida destinations privileged to participate. During the course of an afternoon, we will present our destination to 90 handpicked, top-selling Thomas Cook travel agents and agency owners. A prize raffle will be included at the conclusion of the event. An industry opportunity has been deployed to accommodations partners featured in the Thomas Cook program soliciting interest in making donations, and again we are most grateful for the support demonstrated by our local partners!

This month we completed all preparations including submission of our PowerPoint presentation, shipping of applicable materials and compilation of our prize package with Orlando.

Visit Florida Road Show (March 27th – 30th, 2017):

For the fifth consecutive year, we will participate in the Visit Florida Road Show which is being co-sponsored by German tour operator DER Touristik again this year. Three German cities are targeted (Hamburg, Kassel, Augsburg) as well as Salzburg in Austria, where we expect to train over 300 agents cumulatively. Training sessions and workshops will be held ensuring an active and engaging dialog with all agents. These will culminate in evening events in each city which will include a prize raffle. An applicable prize opportunity was deployed to our industry this month and we are grateful, once again, for the generous support!! A training tool 'workshop booklet' will be produced by Visit Florida for which we provided applicable material (content, imagery, logo) and proofed / approved the layout this month. Several other logistics were handled including submission of our PPT presentation, shipping and travel arrangements.

The following Florida partners will also participate: Florida Keys, Fort Myers, Kennedy Space Center, Naples, Orlando and SeaWorld Parks & Entertainment.

TUI Experience Tour (April 27th – 28th, 2017):

The "TUI Experience Tour" is among the most important events TUI Germany orchestrates annually for its top travel agents. Former long-haul destinations have included California and South Africa. For the 2017 event, participants will be required to complete an eLearning program (with a minimum test score of 80%) in order to be eligible to attend the tour. VSPC will be included in the eLearning as well as several other communication channels (as part of our FY 2016/17 marketing initiatives with the tour operator). TUI's aim is to increase sales to the destination by a minimum of 10% as a result of bringing this program to VSPC.

A brief was received from the tour operator this month with details regarding the event format, their needs and wishes. We shared the brief promptly with our Leisure Sales Department and liaised closely with all parties on the various action items and itinerary logistics. The Fam tour will comprise 145 participants (120 travel professionals + 25 TUI executives and staff). We are most grateful to our industry partners for the fabulous support in bringing this important program to life!

German Sales Mission (May 14th – 19th, 2017):

Visit St. Pete/Clearwater and Visit Orlando will be joining forces to organize and expedite a German Sales Mission to five German cities (Hanover, Bochum, Oberursel, Frankfurt and Munich). The program will comprise holding both product management meetings as well as comprehensive in-house reservations agent training sessions at top German tour operator offices and service centers, for example: America Unlimited, TUI Germany, Thomas Cook,

DER Touristik and FTI. In addition, product directors and managers will be invited to appreciation dinners in each city.

This month saw us securing hotel room blocks in each city, contacting all tour operators regarding training timing setups and shipping logistics, identification of venues for appreciation dinners along with making applicable reservations, etc.

Additional Activity:

- We assisted the winner of the **2016 USA/Canada Experience Show** in the Netherlands with her hotel reservations and provided her with comprehensive destination information and insider tips.

MARKETING INITIATIVES

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

Tour Operators:

- Aeroplan (Germany)
 - **B2B2C Travel Agent Flyer Mailing** – March
Positioned as a tactical early bird initiative to push summer 2017 business, a double-sided flyer depicting VSPC logo and key visuals, accommodations teasers along with flight and car rental offers will be deployed to 13,000 travel agencies for use at the counter in point-of-sale. Layout was received and approved this month.
 - **B2B Early Bird Tactical Offer eNews Blast** – March
Above flyer will be included in an eNews blast to 28,000 travel agents as a downloadable PDF.
- AMERICA UNLIMITED (Germany)
 - **B2C “Climate Box” Campaign** – February
Targeting customers aged 25-65 (couples, families and affluent clientele), this promotion focused on raising awareness and boosting sales via an excitingly innovative out-of-home initiative to be supported by propagation on multi-channel platforms such as specially designed microsites, social media and media coverage. Staged in a high-traffic, pedestrian area of outside of Hanover’s main train station and adjoining shopping area (250,000 pedestrians), a dedicated transparent/glass ‘climate’ box was erected. Inside the box, an exciting St. Pete/Clearwater scene was created comprised of beach sand, decorative flora and fauna, beach sun loungers and accessories, while balmy tunes soothed the soul. A promoter team dressed in shorts and bikinis, lured customers inside the warm and tropical climate box to escape Germany’s bitter cold winter weather and served as animators for snapshots to be shared on social media. Consumers were further enticed by viewing VSPC VR videos whilst enjoying the beachy atmosphere. Upon exiting the box, visitors received (10,000) promotional flyers depicting VSPC imagery, logo and travel teasers. This promotion resulted in 960 room night bookings for VSPC with a total revenue of \$158,908, a 35% increase in requests from potential customers, over 10,000 Facebook ad clicks, as well as thousands of Likes generated among consumers via their own social media channels.

- Canusa Touristik (Germany)
 - **B2C Online Promotion Package** – January 1st - February 28th, 2017

We joined forces with Canusa on an innovative online promotion package initiative focused on attracting new customers and raising awareness for VSPC. Content recommendation ads comprised of key visual and snappy text teaser linked to VSPC content on the tour operator’s website and pointed customers to the booking engine platform. Approx. 5 million ad impressions and 15,000 visits to relevant content are projected. Awaiting final report.

- DERTOUR (Germany)
 - **B2C eNews Blast** – February 26th

VSPC was featured in a dedicated eNews blast to 20,000 consumers with logo, key visuals, destination content and travel teasers with link to a dedicated landing page. The layouts were received, adjusted as necessary and approved this month.

- Fairflight (Germany)
 - **Facebook Campaign** – February 27th – March 3rd

VSPC will be featured daily for one week on the tour operator’s Facebook page (approx. 5,000 fans) with various posts including images and videos. Input and post ideas were provided, layouts approved this month.

- FTI Touristik (Germany)
 - **B2C & B2B Multi-Channel Memory Card Game** – April-June

Together with FTI, we will develop an innovative sweepstakes initiative involving a digital Memory Card Game. The platform will serve to solicit engagement and provide information on VSPC and our area’s offers by FTI. The initiative concludes with a sweepstakes question which must be answered in order to become eligible to win a trip for two to St. Pete/Clearwater as well as one of 1,000 memory card games, which will be specially designed, high-quality boxes of 24 card pairs showing our logos on the back and enticing imagery on the front to be matched. Focused on raising awareness, generating buzz and boosting bookings to St. Pete/Clearwater, the campaign will run for several months (April thru June). Campaign elements include a number of distribution channels, such as:

 - a) **B2C FTI Standalone Newsletter** – April

VSPC will be featured within FTI’s eNewsletter to 140,000 clients. It includes logo, imagery, text, travel offers and a link to a dedicated VSPC landing page with jump to the sweepstakes.
 - b) **B2C Offpage Package Premium** – April-June

VSPC and the Memory Card Game Sweepstakes will be featured in a high performance-oriented marketing mix with smart placement of advertising material and content in a relevant environment with a guaranteed number of ad impressions and clicks: Advertising material (AdBundle) with VSPCs offers and products will be placed on external networks as well as on channels such as Google adwords, Facebook, etc.

In addition, a special landing page will be created for VSPC on www.fti.de. Guaranteed ad impressions of 3 million are targeted along with 10,000 guaranteed clicks.
 - c) **B2C FTI Newsletter Premium Teaser** – April

The sweepstakes banner will also be placed in an eNews blast to 140,000 clients to push the online Memory Card Game. The banner will directly link to the sweepstakes.

- Hotelplan Suisse (Switzerland)
 - **B2C Migros “Glücksgriff” Sweepstakes Promotion** – February

Migros is Switzerland's largest retail company, its largest supermarket chain and largest employer. The company produces the Migros Magazine including a "Glücksgriff" section, the magazine's dedicated sweepstakes platform (circ. 1.5 million / readership 2.3 million weekly).

With Hotelplan being our partner in providing a one-week stay to our area, VSPC was featured within the sweepstakes platform with a full page advertorial insertion including imagery, destination content, sweepstakes description and (url) call-to-action. The magazine was also adapted to the Migros website with identical content and (url) call-to-action, which linked to a dedicated VSPC landing page on the tour operator's site with travel offers, further destination content and imagery.

The sweepstakes promotion launched on Feb. 6th.
 - **B2C eNews Blast** – February

VSPC teaser placement in support of above (120k subscribers).

- Knecht Reisen (Switzerland)
 - **B2C Out-of-Home Streetcar Campaign** – February-April

We are very pleased to have secured a great opportunity for public transport advertising: 200 posters will be placed in the windows of Zurich's main streetcar lines for three months starting in February. Beyond an enticing VSPC image, messaging will include a sweepstakes promo comprised of a week's stay in our area, one-week car rental and flights for two donated by Edelweiss Air, whom we were successful in attracting as a co-sponsor. A curiosity generating vanity URL was created as the call-to-action, i.e. www.SonnenHungry.ch (SunHungry.ch). Here customers are presented with a VSPC video and enticing destination description before being led to a new page where they are asked to vote for their favorite VSPC beach and answer the all-important sweepstakes question in order to become eligible to participate in the sweepstakes drawing.
 - **B2C eNewsletters and Social Media** – January/February

To support the above out-of-home campaign, the tour operator will promote the sweepstakes on several electronic platforms including eNews blasts to their customers and via social media vehicles.

- Kuoni (Switzerland)
 - **B2B2C Special Destination Flyer** – February

Flyers depicting VSPC logo, imagery and destination description were displayed in 570 retail storefront windows for the entire month of February.

- Meier's Weltreisen (Germany)
 - **B2C Out-of-Home Train Station Infoscreens** – February

VSPC was featured with imagery, logo and slogans on digital info-screens at various train and underground stations in busy cities such as Frankfurt, Düsseldorf and Hamburg. 80 digital screens with 18 spots were produced with each spot having a duration of 7 seconds. Our spots were aired during prime travel time between 6:00-9:00 a.m. and 6:00-9:00 p.m.
 - **B2C Online Marketing Package** – February

Augmenting the out-of-home project, VSPC was featured on several of the tour operator's online channels:

1 week on their homepage: www.meiers-weltreisen.de, Placement in the tour operator's eNewsletter and 4 further weeks on the tour operator's hotel page.

- TUI (Switzerland)
 - **B2B eNewsletter** – March
This news blast will be sent to 700 subscribers with prominent placement of VSPC logo, imagery and destination content.
 - **B2C eNewsletter** – March
VSPC will be featured in this eNewsletter to 160,000 consumers with prominent placement of logo, imagery and destination content linking to a dedicated VSPC landing page.
Both newsletters as well as the landing page were developed and approved this month.

Travel Trade/Consumer Publications & Portals:

- America Journal (Germany) – circ. 36,500; readership 145,000 *Consumer*
 - **½ page, 4c Advertorial** – 2/17 issue (ITB Special) Feb. 24th
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 included logo, imagery and content.
Pub frequency: 6x/yr
- Diversity Tourism (Germany) *Consumer*
 - **“Shopping USA” Guide** – March (circ. 30,000)
Now in its second year, this 48-page guidebook provides 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 guide will be distributed through travel agencies, at VUSA consumer shows, at VUSA seminars, etc. VSPC will be featured on two pages with image, logo, destination content and shopping highlights. Layout was created and approved this month.
Pub frequency: 1x/yr
- LuxusInsider Digital Magazine (Germany) *Consumer*
 - LuxusInsider is a brand new digital magazine published monthly which speaks specifically to the travel trade focused on selling to the luxury market. Emphasis is placed on provision of detailed product, sales and destination tips for the luxury and ‘unique experiences’ travel segments as well as information on important industry developments in this segment. The features and articles are entertaining and emotional, making reading a pleasure versus a strain. The responsive web technology allows for a perfect display on all devices and can be read online or offline.
 - **B2B Newsletter Placements** – January-February
VSPC was featured in four newsletters (deployed weekly) during the course of January and February. Our placement comprised image, content, logo and a link to our VSPC website.
 - **B2B Hot Spot Ads** – February
Hot Spot Ads are very popular among visitors to the website and comprise a destination’s key visual with introductory text content along with ten ‘vibrating’ numbers, behind which the destination’s ‘hot spots’ are described.
At 3,185 unique visits, our hot spot ad was viewed more than any other ad placement in the February issue.

- Tom On Tour USA Guide (Germany) – circ. 60,000 *Consumer*
 - **1/1 page, 4c advertorial** – March

Published annually, the “Tom on Tour USA Guide” is a 36-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.

VSPC will be featured on a full page with logo, key visuals and applicable content. After having provided the publisher with all pertinent elements last month, the final layout was received and approved this month.

Pub frequency: 1x/yr

- Travelution (Netherlands) – circ. 7,500; readership 10,000 *Trade*

In addition to our 6-page destination feature/infotorial in Travelution’s “Florida Special” issue last month, our area was also featured in an online campaign:

 - **B2B2C Homepage banners** – February

VSPC featured for four weeks on the Travelution homepage with a banner including VSPC images, logos and URL.
 - **B2B eNewsletter banners** – February

Alongside the banners, VSPC was also promoted in 4 weekly eNewsletters to 12,000 registered trade professionals in the Netherlands.

Travelution is the Netherlands’ leading travel industry publication with a readership of 10,000. With a personalized cover letter, issues are mailed to all business and leisure travel agents. The magazine is also distributed to all tour operators (product managers, buyers, sales managers and board members), incentive organisers, airlines, tourist boards and NATM members – in short, Travelution reaches close to 100% of the Dutch travel industry. The publication enjoys a long shelf life and research shows travel professionals utilize it as a reference piece due to the up-to-date and high quality information provided. In addition, Travelution has his own website giving a weekly overview of most important news items in the travel industry with cross links to complete press releases. The website boasts approximately 31,407 unique users, 370,684 page views and 1.2 million page impressions monthly.

Pub frequency: 1x/mth

Online Aggregators:

- ASNM New Media AG Newsletter (Germany) – 1.9 million subscribers *Consumer*
 - **Florida Newsletter Campaign** – November 2016 and February 2017

St. Pete/Clearwater is part of a Florida eNewsletter campaign consisting of eNews blasts on up to 20 online travel portals with a total of 1.9 million 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, Sarasota, Fort Lauderdale and Alamo.

The campaign produced 183 room night bookings for VSPC.

- Expedia.de & Hotels.com (Germany & Switzerland) – 5.2 million visitors/mth *Consumer*
 - **Placement Campaign** – January 16th – March 6th, 2017

This year, VSPC will again be featured on the expedia.de and hotels.com websites in Germany and Switzerland 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 went online this month.

Last FY's 50-day campaign produced 1.3 million views, 1,996 clicks, 0.15% click rate, 1,109 room nights booked during campaign period (+ 23.4% year- on-year), \$ 1170k in sales (+ 29.4% year-on-year).

Public Relations:

Kaus Media Services - VSPC's German PR Agency

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

- **Press Release February:** Proofread and corrected.

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