



# International Workshop

October 30, 2013

# International efforts

- **PowWow**
  - US show for international travel trade and media
- **Florida Huddle**
  - Florida show featuring Florida product to the international trade
- **WTM** in London, England
  - second largest travel trade show in the world-November
  - approximately 80,000 visitors and 50,000 in travel trade
- **ITB** in Berlin, Germany
  - largest travel trade show in the world-March
  - approximately 175,000 visitors with 113,000 in travel trade



# International efforts

- Hosted journalists from the Canada, UK, Ireland & Germany
  - Garnered dozens of stories over the past year and a half
- Hosted Trade & Media Mission in London in May 2013
  - Four days of appointments in London
- Participated in a UK & German Tour Operator Co-ops
  - Travel trade and press from numerous countries
- Hosted post-PowWow Fam Trips
  - Travel trade and press from Denmark, Romania, India, Russia, UK South Africa, Australia, Canada, Malaysia, Poland, Latvia, Israel and Argentina
- Hosted first International Workshop in 2011
  - For interested PCB partners along with site inspections
- Hosted Visit Florida Travel Trade Fam Trips
  - One sponsored by Virgin Atlantic and British Airways

# BA & Virgin Atlantic Fam trip attendees

## British Airways Fam Sept. 13 - 18, 2012

John	Best	Hotels4U.com	Commercial Manager	UK
Kathryn	Brownrigg	British Airways Holidays	Destination Manager - FL & CA	UK
Linda	Dixey	US Airtours	Product Manager	UK
Melissa	Tilling	Funway Holidays	Product & Commercial Director	UK
Philippa	Westwood	America As You Like It	Product & Marketing Manager	UK
Elke	Bos	VISIT FLORIDA	Marketing Executive Europe	UK

## Virgin Atlantic Fam Oct. 7 - 12, 2012

Jackie	Clynch	TravelPaths	Director	Ireland
Sandra	Hutchinson	Dollar Thrifty Europe Ltd	Sales Manager - Europe	UK
Sibylle	Lanicca	Kuoni Reisen AG	Pool Manager Sales & Operations	Switzerland
Erica	O'Reilly	Amer. Holidays & Trvlmood	Sales Manager	Ireland
Svenja	Schoke	BigXtra Touristik GmbH	Product Manager Longhaul	Germany
Janice	Scott	Virgin Atlantic Airways Ltd	Head of European Sales	UK
Colin	Brodie	VISIT FLORIDA	Director - Europe	UK



# What they experienced



# Local cuisine & attractions



# Sun-filled days



# Janice Scott

Head of European Sales  
Virgin Atlantic Airways Ltd

“Just wanted to say a huge thank you for hosting the FAM trip. I have only had good feedback and I know everyone was impressed by Panama City Beach. The trip was well organised and informative. It was an absolute breath of fresh air to actually meet you and your team who are truly passionate about the destination. When I was telling my husband about the trip he was extremely jealous and said it sounds like his ideal destination...”

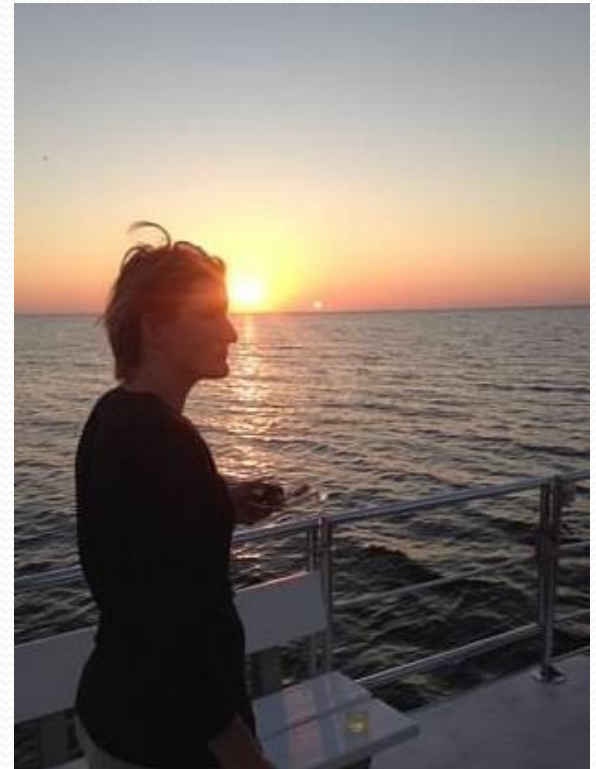




# Svenja Schoke

Product Manager Longhaul  
BigXtra Touristik GmbH

“...thank you so much for your great hospitality. I have enjoyed my first visit to Florida very much, and you guys made it very special and most memorable. I'll definitely come back and bring the family...”



# John Best

Commercial Manager  
Hotels4u.com &  
Medhotels.com



“I just wanted to say thank you so much for your great hospitality for our Florida trip, it was without a doubt the best fam trip I have ever been on. I am already missing Panama City Beach!”

# Seeing is believing...

- Mellissa Tilling, Product Developer for **Funway**- the leading independent tour wholesale operator into the US was an attendee of the British Airways Fam
- Realized that Panama City Beach had a message to send and implemented a campaign to develop the travel agent knowledge to sell the diversity of Florida
- This program informs, educates, and engages retail agencies about Florida
- They have a UK based USA Expert Call Center team and a fully bookable trade website

# Funway

- First campaign was in conjunction with 6 other Florida CVBs
- Multi-faceted campaign to target travel trade professionals



## PANAMA CITY BEACH

With an average of 320 days of sunshine annually and an average year round temperature of 74 degrees, Panama City Beach mixes true Southern hospitality with world-class amenities and attractions for an unparalleled travel experience. Panama City Beach is located in the Northwest region of Florida and spans 27 miles of glorious beachfront along the Gulf of Mexico. The destination also offers a wide array of recreational activities including boating, fishing, snorkelling, diving, parasailing and other water sports. Accommodation options range from cosy beach cottages to luxurious multi-bedroom condominiums, suiting all types of travellers – from families to couples.

[CLICK HERE](#)

### WHILST VISITING PANAMA CITY BEACH, BE SURE TO:

1. Sink your toes in to the powder soft, sugar white sand beach. Then, see your toes through the crystal clear waters when wading into the Gulf of Mexico.
2. Take a morning dolphin expedition outise on a 30-foot catamaran to Shell Island and spend the afternoon snorkelling, swimming and collecting souvenirs.
3. Shop the boutiques at Pier Park and reward the kids with ice cream and ride at the adjacent Miraflores Strip at Pier Park amusement area. The Sea Dragon is the latest addition to the growing list of entertainment options.

[CLICK HERE](#)



### HOTELS WE RECOMMEND

# CANUSA

- Germany's largest direct seller to North America and offers a dedicated Florida brochure
  - Campaign ran from May to July 2013
  - First time participant
  - Our landing page attracted 620 visitors
    - 868 total nights generated

# Results of our media efforts

- Prima Magazine, Sunday Mirror, Family Traveller, Golfticker, Hochzeit, The Sun, Bold Magazine, National Post, Toronto Star, Canadian Traveller Daily Mail Online Travel + Escape, Reader's Digest, Daily Mail, Irish Sun, Ottawa Sun and Toronto Sun






# One of the “10 Best Places to in the World to Swim”

**Reader's Digest (Canada)**

**Tim Johnson**




“It’s a fun part of Florida with incredible white, fluffy sand beaches, good food, lovely nature reserves and good prices.”

**Toronto Star (Canada)**

**Jim Byers**





“Yes, it’s got a fantastic beach, voted one of the world’s best in poll after poll, but it has also pulled off the trick of providing something for just about everybody.”

**Sunday Mirror (UK)-*The U.S. of Play***

**Chris Drew**



“Panama City Beach is ideal for those planning a golf holiday.”


**Golfticker (Germany)**

**Magazine**

“...has a homey feel—the kind of sentiment you attach to that favourite childhood holiday seaside resort.”

**Irish Sun (Ireland)**

**Andrew Waller**



“This is Florida, but it’s a Florida without the old people and Florida without the stress. And I hope like us, you get a chance to see it one day.”

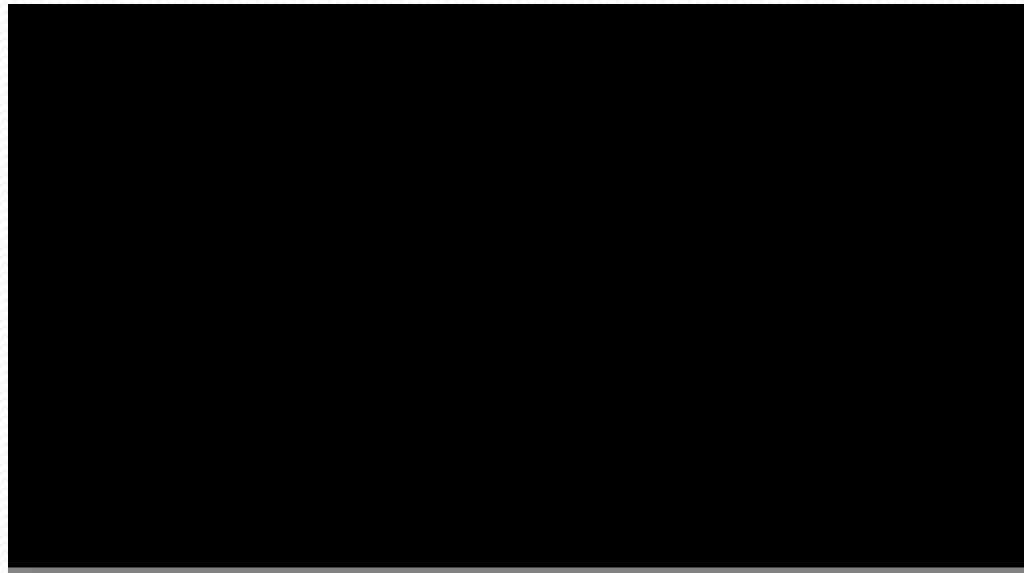
**Daily Mail & Mail Online (UK)**

**Richard Browning**



**The Sun (UK)**

**Jennifer Tippett, August 2013**



**German Speaking Fam**  
**10.09.2013 to 10.14.2013**



# Working with the International Market

## A Multi-Faceted Strategy

# The Tourism Supply Chain

- Accommodations, Attractions, Restaurants, Services, Transportation
- Receptive Operator
- International Tour Operator
- Travel Agency
- Prospective Traveler/Consumer





# YOU are Top of the Supply Chain

- You provide the experience - the accommodations, attractions, restaurants, and visitor services.
- You have the “offerings” to the international visitor market.

# How do I promote my product to the international market?

- Through international tour operators
- Through “receptive”/inbound operators
- A receptive/inbound operator is your “new best friend”!

# A Receptive Operator

- Is a US based company that is a specialist in the product of a city, state or region
- Handles arrangements for inbound visitors at a destination which may include accommodations, sightseeing, transportation, etc.
- Provides assistance with individual and group travel, leisure and incentive travel, fly-drive programs and escorted motor coach tours.

# A Receptive Operator

- Partners with accommodations
- Sells your product internationally at minimal cost to you
- Packages your product at a discount (typically 20% off your rack rate) and sell it to the international tour operator
- Has the ability to market to new clients that may not be familiar with your product

# A Receptive Operators

- Will contract with you on
  - A “free sale” basis – meaning they can book the contracted rooms as long as they are available or
  - On an “allotment” basis – meaning a fixed number of rooms guaranteed for the receptive
  - Contract with overseas international tour operators or wholesalers to provide tourists services for the international tour operators for both groups and FITs.



# A Receptive Operator Provides

“One Stop Shopping” for an international tour operator.

# The International Tour Operator

- Often relies on the receptive to provide the accommodations and services in addition to interesting and unique experiences for their clients
- Depends on the receptive to negotiate the contracts and handle all payments with local suppliers
- Has the convenience of booking accommodations and attractions through the receptive booking engine – and most importantly has one contact for a destination

# Follow the “supply chain” ...

- The international tour operator packages and sells your product to the consumer/traveler through travel agents.
- The travel agent then sells to the international consumer – and your product is now in the international market!



# What the International Market Needs from You –

- Room allotments or rooms for free sell
- Wholesale net rates for tiered pricing
- Minimum number of date/rate periods
- Minimum number of blackout dates
- Rates need to be established by March for the following year
- Direct billing

# RSAA

- The CVB has joined RSAA – Receptive Services Association of America and will attend their annual conference in February.
- RSAA is a national trade association – members include suppliers, but most importantly represent the major inbound operators in the US who handle the inbound package tour business in this country for both FITs and group travel from abroad

# United Kingdom Travel Patterns

- **UK travelers** travel in small groups and take multi-generational holidays
  - The peak months are March, April, May, July, August and October
  - They stay longer and spend more money while here
  - Florida is one of their top destinations of choice

# German Travel Patterns


- **German travelers** are independent and well educated
  - Most frequent travelers are between the ages of 30-50 with average to high income levels
  - Newlyweds from all educational and economic backgrounds between the ages of 25-40
  - Peak travel period is July to October
  - Usual stay is 12 days
  - Sun and Beach is on the top of the wish list

# Moving forward...

- Lieb Management (based in Germany)
- Gosh PR (based in London)
- Gives us consistent in-country representation
- Visit Florida has contracted with both firms in the last year lending even greater synergy for our destination

# It's Time. We Need Your Commitment!

- Both the German and UK markets want:
- Authenticity & natural world- class beaches
- Off the beaten path experiences
- Local cuisine
- Southern Hospitality



“The future of tourism  
in Florida is Northwest  
Florida...”

- Timo Kohlenberg, America Unlimited GmbH