

UK OFFICE

JUNE 2000 REPORT

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FLORIDA SUPERFAM JUNE 14-21:

The annual Florida Superfam was mounted by Visit Florida in co-operation with Virgin Atlantic Airways. The first three nights in Florida were spent in the Colorado Springs Resort at Disney World, Orlando. The group of 65 retail agents then divided into smaller groups and visited 8 other regions of Florida who were participating in the educational. The 8 regions were Bradenton, Daytona Beach, Fort Lauderdale, Lee Island Coast, Greater Miami, Palm Beach, Sarasota/Tampa and St. Petersburg/Clearwater area. A group of 9 retail travel agents, plus escorts, spent the period of June 17-20 in Pinellas County. The entire group was re-united for a final night at Cocoa Beach.

IIC CONVENTION – SEPTEMBER 2000:

The UK office supplied area rack brochures for inclusion in the promotional mailing to all delegates to this convention.

TOUR OPERATORS:

Premier Holidays: Following a meeting at Pow Wow, the UK office met Rob Haynes of Premier Holidays to discuss advertising opportunities for the 2001 season. In 2000, Premier launched a direct-sell programme called, "America Direct". "America Direct" is experiencing an encouraging first season and plans to dramatically increase the size of its brochure for 2001. In co-operation with Visit Florida, they plan a Florida consumer advertising programme to support the new brand. Within the overall Florida spread, individual regions of the state are being invited to have their own panel promoting the region/attractions and generating requests for information. Requests generated will be fulfilled with each participant's specific collateral. The tour operator's mailing house will carry out actual fulfilment and the cost is included in the proposed participation fee. Several

destinations and attractions have already expressed interest in participating in the campaign. A full proposal was forwarded to Clearwater for consideration.

Tour America: Pending approval of the 2000/2001 sales plan, further preliminary discussions were held with Tour America in Dublin with regard to the joint promotion campaign proposed for Ireland in 2001.

UK & IRELAND RESEARCH PROJECT:

A calendar was established for the research project to be conducted in the UK and Ireland in August 2000. The UK office made hotel reservations in each city for the visiting group and began planning the tour operator lunches in Dublin and London. The UK office was also advised of the dates for the consumer focus groups planned for each city.

MEDIA:

For the first time ever, the annual report prepared by Dr. Stephen Leatherman on America's best beaches, was featured in the UK press. On Saturday, June 10 on one of the country's national daily papers, the Daily Express, carried a full page report on the 2000 beach study. The article listed the top ten beaches with detailed descriptions. Both Caladesi Island and Fort De Soto Park were given a paragraph.

MARKET INTELLIGENCE:

The UK travel industry continues to experience dramatic changes. The UK's largest tour operator, Thomson Holidays, was recently taken over by the German consortium, Preussag. Since Preussag already has an interest in the Thomas Cook chain of retail agencies, it is likely they will have to sell Thomas Cook to avoid investigation by the Monopolies Commission.

British Airways has decided to merge its holiday flights division with British Airways Holidays and to expand its sales activities on the Internet.

Both Thomson Holidays and Airtours are increasing their direct sales approach to the consumer. Both tour operators are currently under attack by the retail travel trade because they have decided to print the telephone numbers of their direct sales call centres in their 2001 brochures. The retail travel agencies see this as a way of bypassing the high street travel agent.

Airtours is launching a completely separate direct sell company called "Holidayline". It plans to promote the company via the new digital TV channels in the UK and via the Internet.

It has been established that one in five UK households now have access to the Internet. As this figure grows, it will put increasing pressure on the high street travel agent to update their systems. The UK office has noticed a distinct increase in the number of brochure requests received from UK consumers via the floridasbeach.com website.

Most of the major UK tour operators have now published their 2001 summer brochures. The St. Petersburg/Clearwater area continues to feature heavily in all brochures so far received.

Since Virgin Holidays is now the largest UK tour operator to Florida, an outline of their 2001 brochure will give a good general guide as to what can be expected in all other 2001 Florida programmes. The Virgin Holidays 2001 Florida brochure has increased in size from 308 pages to 324 pages. The brochure devotes 22 pages to featuring a wide range of hotels in the St. Petersburg/Clearwater area, plus 1 page offering condominiums in the region from Indian Rocks to Madeira Beach.

The current weakness of the pound against the dollar is reflected in an increase in the prices of summer high season holidays of just under 5% when compared to the 2000 prices.

COUPON RESPONSES:

None

OTHER RESPONSES:

Re-order cards	5
Telephone/website enquiries for information and/or literature	62

SALES REPORT							
ST. PETERSBURG/CLEARWATER AREA CONVENTION & VISITORS BUREAU							
INTERNATIONAL OFFICE:	UK OFFICE						
1999/2000	Sal Sales Leads	TA Educ	Media	Trade	Vis.Inq.	Trade	
	es	Workshop	Contacts	Mailed	Mailed	Shows	
	Cal						
	ls						
October							
November							
December							
January							
February							
March							
April							
May							
June	3	-	-	1	5	62	-
July							
August							
September							

