

Clearwater, Florida, April 12, 2006

The Pinellas County Tourist Development Council (as created under Pinellas County Ordinance 78-20 pursuant to Section 125.0104, Florida Statutes) met in regular session in the Board of County Commissioners Assembly Room, 315 Court Street, 5<sup>th</sup> Floor Assembly Room, Clearwater, Florida, on this date, January 8, 2006, at 9:00 A.M., with the following members present:

**Present:**

Kenneth Welch, Chairman  
Russ Kimball, Vice-Chairman  
Timothy Bogott  
George Billiris  
Russ Bond  
Phil Henderson Jr.  
Hoyt Hamilton  
Anthony Satterfield

**Absent:**

Bill Foster  
Doreen Moore

**Others Present:**

Carole A. Ketterhagen, CVB Executive Director  
Lee Daniel, CVB Assistant Director  
Dennis Long, Assistant County Attorney  
Jeff Clauss, SP/CLW Int'l Airport  
George Elbe, Tampa International Airport  
Beth Coleman, Clearwater Regional Chamber  
Dr. Stephen Leatherman/"Dr. Beach"  
Mike Meidel, Economic Development Director  
Dr. Walter Klages, Research Data Services, Inc.  
Scott Schult, CVB Marketing Director  
Debbie Meihls, CVB Advertising Director  
Wit Tuttell, CVB Public Relations Director  
Mary Haban, CVB Public Relations Sales Manager  
Nancy Foster, CVB Tour & Travel Sales Director  
Suzanne Scully, CVB Meetings & Convention Sales Manager  
Linda Bergeron, CVB Convention Services Director  
John Giantonio, CVB Sports Director  
Jennifer Parramore, CVB Film Commissioner  
Guy Balsom, CVB Film Manager  
Dannette Lynch, CVB Education Manager  
Cynthia Gamrot, CVB Special Events Manager  
Cyndie Natoli, CVB Executive Assistant  
Other Interested Individuals  
YPB&R Staff

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AGENDA

PINELLAS COUNTY TOURIST DEVELOPMENT COUNCIL  
d/b/a ST. PETERSBURG/CLEARWATER AREA  
CONVENTION & VISITORS BUREAU

Board of County Commissioners Assembly Room  
315 Court Street, 5<sup>th</sup> Floor Assembly Room  
Clearwater, FL

WEDNESDAY April 12, 2006 9:00 am - 11:00 am

AGENDA

- I. Call to Order - Kenneth Welch, Chairman
- II. Approval of Minutes -- Meeting of February 8, 2006
- III. Chairman's Comments
- IV. Special Presentations:
  - Dr. Stephen Leatherman / "Dr. Beach" - Storm & Tides Project
  - Pinellas By Design - Mike Meidel, Director/Pinellas County Economic Development
- V. Community Organization Reports:
  - A. St. Petersburg/Clearwater International Airport - Jeff Clauss
  - B. Tampa International Airport - George Elbe
  - C. Pinellas County Chamber Report - Beth Coleman, Clearwater Regional Chamber
- VI. Marketing Reports:
  - A. Advertising - Scott Schult
  - B. Public Relations - Wit Tuttell
  - C. Tour & Travel - Nancy Foster
  - D. Meetings & Conventions - Suzanne Scully
  - E. Convention Services - Linda Bergeron
  - F. Sports - John Giantonio
  - G. Film Commission - Jennifer Parramore
  - H. Education - Dannette Lynch
  - I. Events - Cynthia Gamrot
  - J. Central European Representative - Barbara Schuch-Beckers - Lee Daniel
  - K. UK Representative - Geoffrey Rowcliffe - Lee Daniel
  - L. Canadian Representative - Kimberly Hartley-McMurray - Lee Daniel
  - M. Research - Dr. Walter Klages
- VII. Director's Report - Carole Ketterhagen
  - A. Financial Statements for Review and Filing
  - B. Miscellaneous
- VIII. Board Members Comments
- IX. Public Comments
- X. Adjournment

CALL TO ORDER

Chairman Kenneth Welch called the meeting to order at 9:03 A.M.

MINUTES OF MEETING OF FEBRUARY 8, 2006

Upon motion by Mr. Kimball, seconded by Mr. Hamilton and carried, the minutes of the regular meeting of February 8, 2006, were approved as submitted.

CHAIRMAN'S COMMENTS

Chairman Kenneth Welch reported on the success of the recently attended International Trade Show in Berlin. He further stated that follow-up actions are in progress regarding the March BCC/TDC workshop.

Chairman Welch announced the resignation of TDC board member, Bill Queen. The BCC will appointment a replacement in early May.

**SPECIAL PRESENTATIONS**

PINELLAS BY DESIGN - MIKE MEIDEL, ECONOMIC DEVELOPMENT DIRECTOR

Mike Meidel, Director of the Pinellas County Economic Development Department, presented an outline of the proposed changes for the "Pinellas By Design" countywide plan. Discussion was held on Strategy 7.2 to "Preserve/Enhance the Tourism Industry" by establishing a program of strategies and incentives to preserve and enhance the local tourism industry. The implementation Action 7.2a detailed financial and regulatory incentives to offset the high cost of creating new tourism accommodations and encourage the renovation of the existing stock of units.

MOTION was made by Tim Bogott, seconded by Russ Kimball, and approved unanimously to support the Pinellas By Design plan as presented.

STORM & TIDES PROJECT - DR. STEPHEN LEATHERMAN / "DR. BEACH"

Dr. Stephen Leatherman is recognized as one of the nation's foremost authorities on beach quality and ratings. Known throughout the United States as "Dr. Beach", he has gained international renown for his annual list of Top 10 Beaches in America. In 2006 Dr. Beach awarded Fort De Soto Park as America's #1 Beach.

. Dr. Stephen Leatherman, a.k.a. Dr. Beach, is currently seeking "beach monitors" to keep watch on the coastline. Dr. Beach needs volunteers to measure beach erosion, test for Red Tide and rip currents. Volunteers will get training and equipment. For more information, contact Wit Tuttell, Director of the CVB Public Relations Department.

**COMMUNITY ORGANIZATION REPORTS:**

ST. PETERSBURG-CLEARWATER INTERNATIONAL AIRPORT

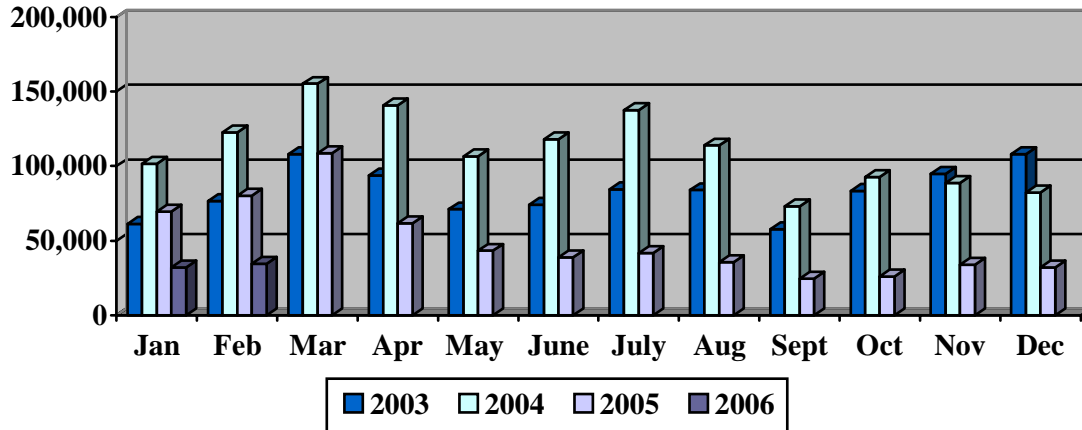
The St. Petersburg-Clearwater International Airport report, as submitted by Mr. Jeff Clauss, has been made a part of the member's packets.

**ST. PETERSBURG-CLEARWATER INTERNATIONAL AIRPORT  
TOURISM DEVELOPMENT COUNCIL**

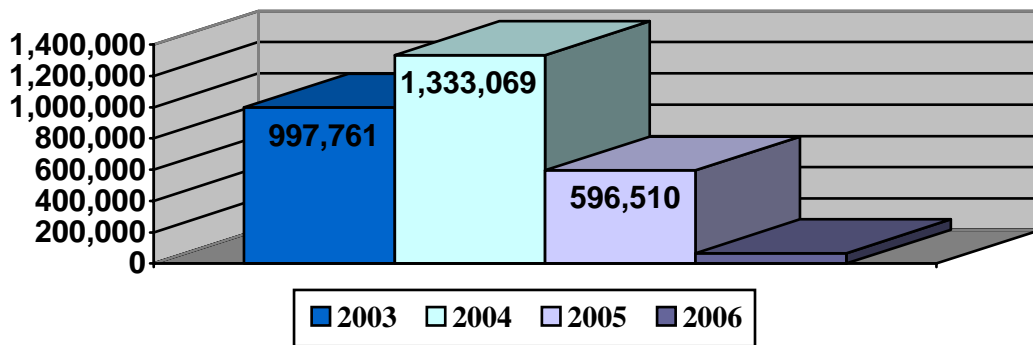
Items of Interest Report for March 2006

- Domestic & International Passenger Traffic for the month of February was down 57%. Domestic Traffic was 26,319, down 60%. International Traffic was 8,170, down 43%.

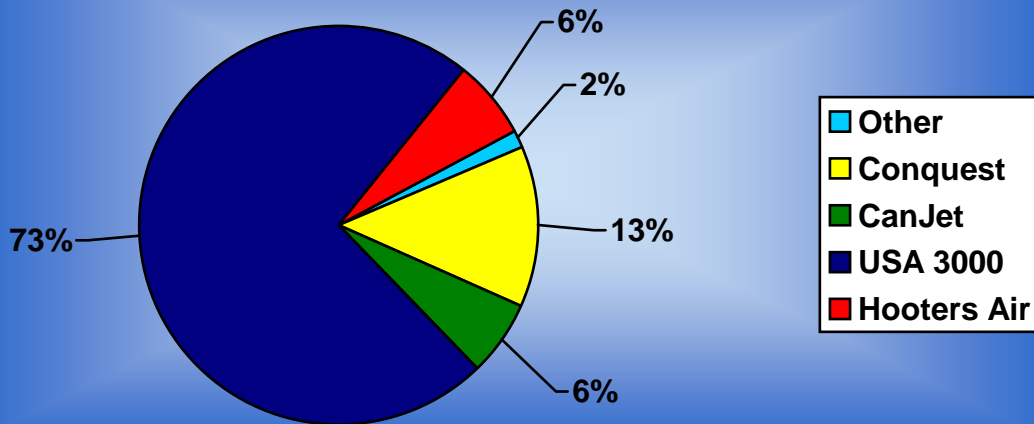
### Summary of Passenger Traffic



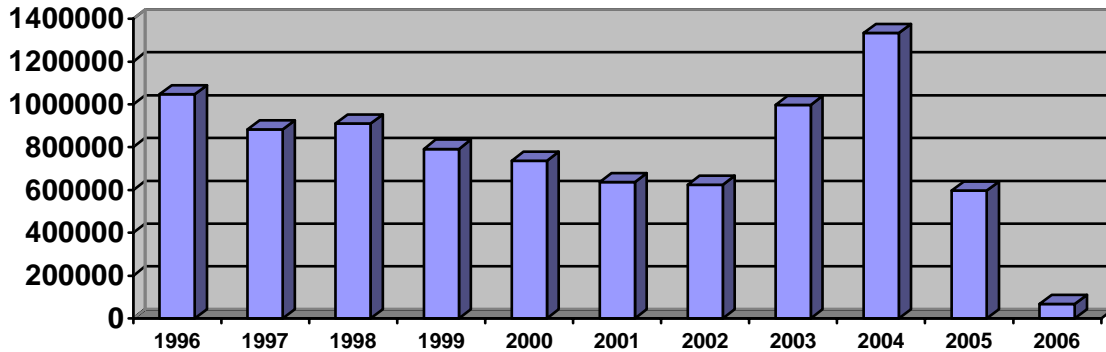
### Year to Date Passenger Traffic - February 2006 2003, 2004, & 2005 Year Totals



### Percentage of Passenger Traffic by Airline Year to Date 2006



## Total Passengers 1996 - 2006



**Current non-stop service in/out of St. Petersburg-Clearwater International Airport:**

- Hooters Air** 4 weekly roundtrip flights to Lehigh Valley/Allentown, PA with connecting service to Wilkes-Barre Scranton, PA
- USA 3000** 5 weekly roundtrip flights to Cleveland, OH  
3 weekly roundtrip flights to Philadelphia, PA  
3 weekly roundtrip flights to Pittsburgh, PA  
3 weekly roundtrip flights to St. Louis, MO  
5 weekly roundtrip flights to Detroit, MI  
2 weekly roundtrip flights to Newark, NY  
4 weekly roundtrip flights to O'Hare/Chicago, IL
- CanJet** 1 weekly roundtrip flight to Halifax, Canada  
2 weekly roundtrip flights to Toronto, Canada
- Conquest Vacations (SkyService)** 6 weekly roundtrip flights to Toronto, Canada
- Air Solutions** 1 monthly roundtrip to Nassau, Bahamas

Runway extension attracts non-stop British flight to PIE!

British air carrier, Flywho, will launch its first ever flight from the United Kingdom's Birmingham International Airport (BIA) to the St. Petersburg-Clearwater International Airport (PIE) beginning in July 2006. Flights will operate each Thursday between BIA and PIE. In conjunction with Flywho, a newly formed specialist tour operator, Go-VisitAmerica.com, will be selling vacation packages to select accommodations in Pinellas County.

### TAMPA INTERNATIONAL AIRPORT

The Hillsborough Aviation Authority report, as submitted by Mr. George Elbe, has been made a part of the member's packets.

HILLSBOROUGH COUNTY AVIATION AUTHORITY  
TAMPA INTERNATIONAL AIRPORT  
MONTHLY ACTIVITY REPORT  
FEBRUARY 2006

	FEBRUARY 2006	FEBRUARY 2005	% CHG FEBRUARY	YEAR TO DATE 2006	YEAR TO DATE 2005	% CHG YEAR TO DATE	LAST 12 MONTHS TO DATE	% CHANGE 12 MONTHS ENDING February 2006
<b>PASSENGERS Enplaned</b>								
Domestic	725,252	733,034	-1.06%	1,474,357	1,466,235	0.55%	9,298,397	7.76%
International	24,348	19,435	25.28%	49,924	39,602	26.06%	258,804	8.37%
<b>Total</b>	<b>749,600</b>	<b>752,469</b>	<b>-0.38%</b>	<b>1,524,281</b>	<b>1,505,837</b>	<b>1.22%</b>	<b>9,557,201</b>	<b>7.78%</b>

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<b>Deplaned</b>								
Domestic	752,925	773,302	-2.64%	1,496,777	1,501,727	-0.33%	9,256,112	7.06%
International	25,579	20,562	24.40%	51,352	40,442	26.98%	256,481	12.41%
<b>Total</b>	<b>778,504</b>	<b>793,864</b>	<b>-1.93%</b>	<b>1,548,129</b>	<b>1,542,169</b>	<b>0.39%</b>	<b>9,512,593</b>	<b>7.20%</b>
<b>TOTAL</b>								
<b>PASSENGERS</b>	<b>1,528,104</b>	<b>1,546,333</b>	<b>-1.18%</b>	<b>3,072,410</b>	<b>3,048,006</b>	<b>0.80%</b>	<b>19,069,794</b>	<b>7.49%</b>
<b>CARGO</b>								
Enplaned	7,206,014	5,526,791	30.38%	14,336,634	11,372,602	26.06%	76,209,396	8.08%
Deplaned	10,582,390	7,364,371	43.70%	20,707,540	14,859,466	39.36%	105,195,705	12.10%
<b>Total</b>	<b>17,788,404</b>	<b>12,891,162</b>	<b>37.99%</b>	<b>35,044,174</b>	<b>26,232,068</b>	<b>33.59%</b>	<b>181,405,101</b>	<b>10.37%</b>
<b>MAIL</b>								
Enplaned	1,185,945	1,155,293	2.65%	2,381,667	2,722,689	-12.53%	13,050,576	-30.29%
Deplaned	1,331,478	1,524,004	-12.63%	2,980,975	3,353,125	-11.10%	14,554,958	-11.93%
<b>Total</b>	<b>2,517,423</b>	<b>2,679,297</b>	<b>-6.04%</b>	<b>5,362,642</b>	<b>6,075,814</b>	<b>-11.74%</b>	<b>27,605,534</b>	<b>-21.68%</b>
<b>OPERATIONS</b>								
Domestic	16,776	18,061	-7.11%	34,998	37,394	-6.41%	220,725	8.17%
International	464	342	35.67%	958	694	38.04%	4,534	22.94%
General	3,391	3,674	-7.70%	6,821	7,408	-7.92%	41,641	0.82%
Military	34	46	-26.09%	76	87	-12.64%	494	-18.21%
<b>Total</b>	<b>20,665</b>	<b>22,123</b>	<b>-6.59%</b>	<b>42,853</b>	<b>45,583</b>	<b>-5.99%</b>	<b>267,394</b>	<b>7.11%</b>

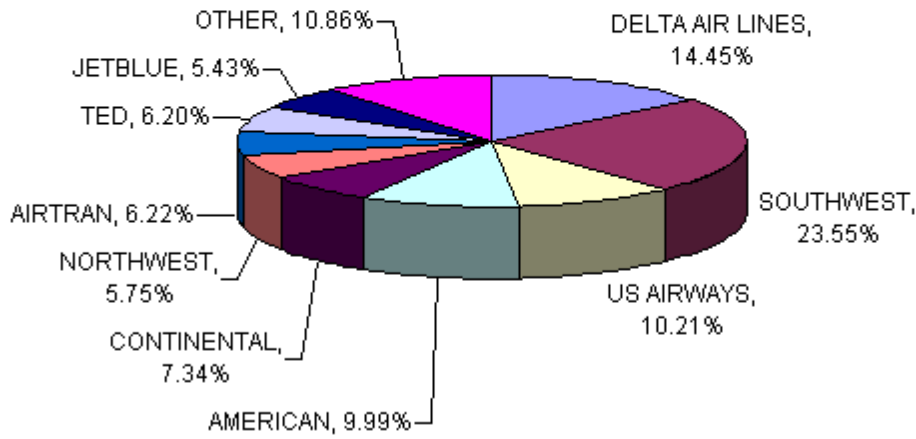
**HILLSBOROUGH COUNTY AVIATION AUTHORITY  
TAMPA INTERNATIONAL AIRPORT  
MONTHLY AND YEARLY MARKET SHARE  
February 2006**

	February 2006	Year to date
<b>AIR CANADA</b>	17,332	33,124
<b>AIRCRAFT SERVICES INTERNATIONAL</b>	481	1,798
<b>AIRTRAN AIRWAYS</b>	95,078	183,060
<b>AMERICA WEST</b>	24,689	51,632
<b>AMERICAN AIRLINES</b>	152,619	309,243
<b>BRITISH AIRWAYS</b>	8,972	18,156
<b>CAYMAN AIRWAYS</b>	2,770	5,554
<b>CHAUTAUQUA AIRLINES</b>	19,549	50,071
<b>CONTINENTAL AIR LINES</b>	112,117	227,174
<b>DELTA AIR LINES</b>	220,856	455,689
<b>FREEDOM AIRLINES</b>	7,195	12,044
<b>FRONTIER</b>	7,090	15,139
<b>GULFSTREAM INTERNATIONAL</b>	20,581	42,432
<b>HYANNIS AIR SERVICE</b>	2,379	4,708
<b>INDEPENDENCE AIR</b>	0	2,078
<b>JETBLUE AIRWAYS</b>	83,042	169,847
<b>MIDWEST AIRLINES INC</b>	16,518	28,510
<b>MN AIRLINES dba SUN COUNTRY</b>	7,484	14,230
<b>NORTHWEST AIRLINES</b>	87,874	169,137
<b>RYAN INTERNATIONAL AIRLINES INC</b>	0	91
<b>SOUTHWEST AIRLINES INC</b>	359,905	727,534
<b>SPIRIT AIRLINES INC</b>	24,332	48,431
<b>UNITED/TED AIRLINES</b>	94,784	193,652
<b>US AIRWAYS</b>	155,950	295,870
<b>WESTJET, AN ALBERTA PARTNERSHIP</b>	6,507	13,206

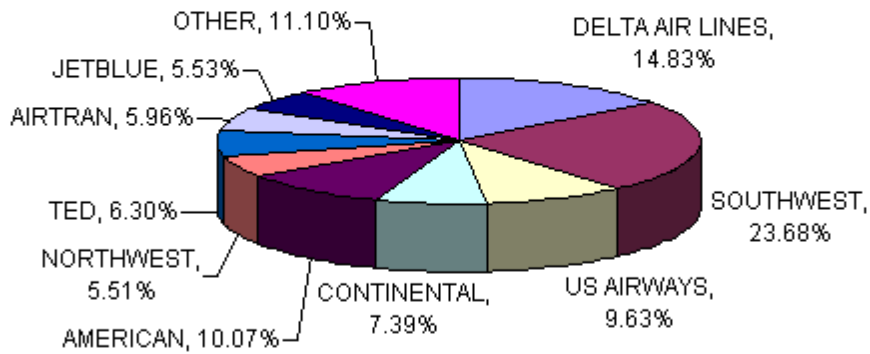
**TAMPA INTERNATIONAL AIRPORT  
MONTHLY AND YEARLY MARKET SHARE**

February 2006

February 2006 Monthly Market Share



February 2006 Yearly Market Share



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Mr. George Elbe, Tampa International Airport, and Mr. Jeff Clauss, St. Petersburg/Clearwater International Airport, announced the partnership of the two airlines in hosting a "Bringing airports and airlines together" *Network 2007* On March 4-6, 2007, at the TradeWinds Beach Resort. Network is organized by "Airline Business" magazine. The Network route planning event was launched back in 2001 to bring airports and airlines face-to-face, ready to do business in the Americas. Since its launch, the event has grown steadily with more than 260 delegates attending the 6<sup>th</sup> annual event in San Antonio in 2006. For further details, contact George Elbe at 813-870-8706.

#### PINELLAS COUNTY CHAMBER REPORT

The Pinellas County Chamber report, was presented by Beth Coleman of the Clearwater Regional Chamber, and has been made a part of the member's packets.

#### **PINELLAS COUNTY CHAMBERS REPORT** April 2006

##### Clearwater Beach Chamber of Commerce

Clearwater Beach postcards were given out by the CVB at the PIE - Airport Council Meeting, in addition to postcards sent to International Tourism Fair in Bolivia

Visitor Guides were sent in bulk to companies in PA; CO; KY; and OH

Executive director was interviewed by Baynews 9 for a March 11 television segment

President Craig West was interviewed by ABC News, Channel 10, for a television segment

Advertised in the Chicago Tribune

Over 35 ads were posted on national newspaper travel sites on the internet

Executive director did live and taped interviews for several radios stations in the Ontario, Canada area about places to go and what to do in Florida during Spring Break initiated through Visit Florida

Planning upcoming Annual Awards Banquet

Continuing participation in Beachwalk's Hard Hat meetings

Worked through City Officials and Staff to increase police presence on the beach during spring break

##### Clearwater Regional Chamber of Commerce

In February/March, Beach Visitor Information traffic was down over 16% over the same time last year while the 60 Welcome Center was essentially flat. That being said, we served over 17,500 visitors to the area.

Phase I of Beach Walk construction began in mid-March. A sequencing map is available on [www.myclearwater.com/beachwalk](http://www.myclearwater.com/beachwalk). The City is hosting Hard Hat meetings monthly providing the latest information about the project.

The Chamber coordinated CVB-supported advertising coops in the February issue of *AAA Ohio Motorist* and the March issues of *AAA New Jersey* and *AAA Living Chicago* in partnership with the St. Petersburg/Clearwater International Airport and USA 3000. Circulation for the three publications is over 1.4 million.

Footprints, our electronic newsletter, is now quarterly and the most recent edition was distributed in late March. It went out to over 10,000 consumers and travel writers; additional writers and consumers are added to the e-mail database each month. In addition to a Beach Walk update, it included feature stories on Clearwater Beach's newest property, Royal Camelot and the St. Petersburg/Clearwater International Airport's runway extension resulting in FlyWho flying here, plus information on over 20 featured special events.

The series of educational sessions the Chamber held throughout the beach in February were well received. We were able to address the "who, what, when, why and how" type of questions about both Beach Walk and private

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development. We stressed the need for positive phraseology regarding Beach Walk and the private development in the hopes they would connect it to their own business bottom lines. We didn't change everyone's minds but I do believe we did change some. Because our residents and employees everywhere within the city are our front-line ambassadors, we anticipate holding another series of similar presentations at the beginning of 2007 with the construction start of Phase II of Beach Walk, if not sooner.

Ebe Bower was interviewed twice for television reports regarding the state of tourism on Clearwater Beach.

**Palm Harbor Chamber of Commerce**

Every month Main Street sponsors a Farmer's Market & Sunset Bazaar from 9am -8pm in the parking lot of the White Chapel/Harbor Hall. This is open to visitors and residents and features fresh fruits, vegetables, etc. Craftsman/artists are also able to display and sell their merchandise.

There are hosting a Business Technology seminar on April 18 at the Palm Harbor Library which is open to the public...including any tourists/visitors.

**Tarpon Springs Chamber of Commerce**

Tourism is in high season . The Chamber has seen over 1900 visitors over the past weeks (as of 3/23/06). They expected additional visitors over the Greek Independence Day Celebration weekend.

The Tarpon Springs Chamber held its second largest event, the Fine Arts Festival, on April 8 & 9. With 250 juried artist and 17,000 to 20,000 estimated attendees, this was a great event for Tarpon Springs' economy.

The Chamber is working diligently on the Tarpon Springs Water Sports Carnival & Illuminated Fleet Parade scheduled for June 2 & 3 at Craig Park. The public response has been overwhelmingly positive to the recreation of this piece of Tarpon Springs' history. The Tarpon Springs Yacht Club has taken on the task of recreating the 40' Tarpon Fish float for the boat parade. We have a number of partnerships & sponsorships with groups such as Kmart, CVS, Panera, Bone Fish Grill, Knology, Budweiser, St. Pete Concessions, *Tampa Tribune*, *Accent Magazine*, Bay Area Trade Winds, Tarpon Yacht Club and Stamas Yacht. We have over 20 people coordinating all the various components of the event and approx 100 volunteers will be utilized from our community. They are very appreciative of the CVB's support for the marketing grant through new product development.

The Chamber has requested a meeting with their City Manager, City Mayor, City PR Dept. and Carol Ketterhagen.

**MARKETING REPORTS:**

**ADVERTISING**

The Advertising report, submitted by Mr. Scott Schult, Director of Marketing, has been made a part of the member's packets. Video clips were presented of the Grand Prix/Michael Andretti commercials.

Ms. Debbie Meihls, CVB Advertising Director, distributed copies of the 2006 Advertising Fair booklets, scheduled for Wednesday, April 26 from 4:30 - 6 p.m. at the St. Petersburg Pier. For questions, contact Debbie Meihls at 727-464-7465.

**ADVERTISING**  
MARCH 2006 MEDIA SCHEDULE  
Submitted by: Scott Schult  
Director of Marketing

CAMPAIGN	Circulation	MAR	APR	MAY
<b>ONLINE</b>				
Spring Online				
AOL Network	1,071,429			
Budget Travel Online	1,665,000			
Columbus Dispatch	500,000			

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CNN	833,333			
Discovery Network	666,667			
Frommers	700,000			
Undertone Network	2,142,857			
<b>Summer Online</b>				
Detroit Free Press	458,333			
Philly.com	458,333			
Undertone Networks	1,107,143			
<b>Consumer Online</b>				
Expedia	2,000,000			
Google	26,000 clicks			
Travelocity	2,000,000			
Yahoo Search	27,500 clicks			
Yahoo	12,500,000			
Weather	6,250,000			
USA Today	5,000,000			
Down Towns & Small Towns				
	<i>Online Campaign &amp; E-brochures</i>	2,500,000		
	<i>VISIT FL</i>	800,000		
VISIT FL E-Dialogue Program		2,975,000		
	<i>Beach E-zine</i>	200,000		
	<i>Romance/Honeymoon</i>	100,000		
<b>International Consumer Online</b>				
Google (UK)	1,166,666			
Lycos (UK, Germany)	10,000,000			
MSN (UK, Germany)	18,000,000			
Yahoo UK	4,375,000			
<b>Vertical Markets</b>				
Black Planet	3,571,429			
Black Voices	1,666,667			
MiGente	1,818,182			
Yahoo Espanol	500,000			
Univision	2,272,727			
<b>TELEVISION</b>				

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Honda Grand Prix (Orlando, Fort Meyers, Jacksonville)				
Weather Channel				
<b>NEWSPAPER</b>				
<b>Fall Newspaper</b>				
Chicago Tribune	1,016,471	19		
New York Newsday	521,498	12		
<b>Vertical Market</b>				
<i>African American</i>				
The Baltimore Afro American (Wkl)	13,100			2x
WDC Afro American (wkl)	12,800			2x
Amersterday News - NY (Wkl)	28,000			2x
Philadelphia Tribune (TFS)	224,000			2x
Chicago Defender	79,000			2x
<b>Spring/Summer Newspaper</b>				
Baltimore Sun	430,675			21
Baltimore Sun	430,675		23	
Boston Globe	416,899			21
Boston Globe	416,899		23	
Chicago Tribune	1,016,471			21
Chicago Tribune	1,016,471		30	
Greater Philly Network	155,774			28
Greater Philly Network	155,774		23	
Orlando Sentinel	385,097			30
Orlando Sentinel	385,097		14	9
Indianapolis Star	369,101			7
Indianapolis Star	369,101		9	
New York Newsday	521,498		30	
NY Times	1,667,003		9	21
<b>Down Towns &amp; Small Towns</b>				
Newspaper FSI				
<i>Atlanta Journal Constitution</i>	100,000		24	
<i>Birmingham News-Post Herald</i>	100,000		24	
<i>Boston Globe</i>	100,000		24	
<i>Dallas Morning News</i>	100,000		24	

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<i>New York Newsday</i>	100,000		24	
<i>The Raleigh News &amp; Observer</i>	100,000		24	
<i>USA Today (Chi, Phil, DC/Balt)</i>	560,000		24	
AMEX Cardmember Mailing	75,000		24	
VISIT FLORIDA Welcome Centers	50,000			
Boston Globe	416,899	5		
NY Times	1,667,003	19		
Visit FL Out of State Insert Spring	1,000,000		23	
<b>CONSUMER MAGAZINES</b>				
AAA Going Places (South)	2,254,479			
AAA Home & Away (OH, IN, MN)	912,427			
AARP Magazine (IL, MI, MN, MO, WI)	933,000			
American Legacy	500,000			
Bridal Guide	208,043			
Film Florida Production Guide				
Florida Suncoast Attractions Map	1,500,000			
MNI Hispanic Network	87,130			
MNI Luxury Network (Boston, Detroit, Philly)	548,700			
MNI News Network	30,065			
Official FL Vacation Guide	500,000			
Special Interest Pubs				
<i>Florida Beach Getaways</i>				
<i>Florida Family Getaways</i>				
<i>Florida Romantic Getaways</i>				
See Orlando	2,000,000			
Shop America	100,000			
Southern Living (Oh, IN, IL, MI, WI, MD, DE, DC, NJ, PA)	360,000			
Travelhost (Orlando)	472,681			
VISIT FL Map Sponsorship				
Special-Interest Print Mag.	940,000			
<i>FL Beach Getaways</i>				
<i>Florida Family Getaways</i>				
<i>Great Florida Golf Getaways</i>				
<i>Florida Luxury Getaways</i>				
<i>Florida Romantic Getaways</i>				

<b>MEETING MAGAZINES</b>				
Associations Now	24,000			
Florida Trend	57,037			
Successful Meetings	72,050			
USAE	4,500			
<b>INTERNATIONAL INITIATIVES</b>				
<b>Canadian</b>				
Canadian Geographic	234,000			
CanJet Airlines (Tour Operator)				
<i>www.canjet.com</i>				
Conquest (Tour Operator)		16	8,22	13,27
<i>Toronto Star</i>				
DreamScapes (Globe and Mail)				
Personell Gd Can Travel Industry				
Who's Who Directory				
<b>German</b>				
Dertour Geo Saison (inlaid booklet)	165,000			
DerTour Winter 2005/06				
DerTour Summer 2006				
Flex Travel/TUI Suisse				
Florida Sun Magazine	35,000			
FTI Touristik Winter 05/06				
Hotelplan Switzerland Catalog				
Hotelplan Switzerland Display				
Kuoni Switzerland Catalog 2006				
Meier's Weltreisen Co-op	1,700,000			
Meier's Weltreisen Winter 05/06				
Meier's Weltreisen Summer 2006				
Ruefa Reisen Austria Summer 2005 & Winter 05/06				
TC/Neckermann Winter Catalogue 05/06				
TC/Neckermann Summer Catalogue 2005				
Touristik Aktuell	31,000			17
Travel One				3
TUI/Arke Holland Winter 2005/06				
TUI Germany Winter 05/06				

TUI Germany Summer 2006				
<b>UK</b>				
British Dollar Handbook				
Choices				
Essentially America				
See America				
	<i>ABTA Magazine</i>	16,000		
	<i>E-newsletters</i>	20,000	17	1
Travel City Direct				
	<i>Direct Mail</i>	100,000		
Visit USA Travel Planner				
<b>DOMESTIC TOUR &amp; TRAVEL</b>				
<b>American Airlines Vacations</b>				
	<i>www.aavacations.com</i>			
<b>Certified Vacations</b>				
Delta Vacations Internet				
Delta Vacations Con. E-mail				
	<i>Desitnation Deal</i>			
	<i>Vacation Deal</i>			
<b>Liberty Travel/GOGO Worldwide</b>				
<b>MLT Vacations</b>				
	<i>www.nwaworldvacations.com</i>			5/1-5/14
	<i>www.nwaworldvacationsagent.com</i>			5/1-5/14
	<i>worldagentdirect.com</i>			5/1-5/14
	<i>Radio Advertising</i>			5/1-5/7
	<i>Consumer E-mail</i>			2
	<i>Travel Agent E-mail</i>			3
<b>NLG Vacations</b>				
	<i>Sam's Club Store Travel Kiosk</i>	20,000		
	<i>Vacation Outlet Internet</i>			
<b>Travel Impressions</b>				
	<i>Travelimpressions.com</i>	480,000		
	<i>AmericanExpressVacations.com</i>	500,000		
	<i>Washington Post</i>	759,000	19	9,23
	<i>AAA Travel</i>	450,000		

Clearwater, Florida, April 12, 2006

## PUBLIC RELATIONS REPORT

The Public Relations Report, as submitted by Mr. Wit Tuttell, Director, has been made a part of the member's packets. Mr. Tuttell introduced Mary Haban, the new CVB Public Relations Manager.

### PUBLIC RELATIONS

#### March 2006 Report

Prepared by: Wit Tuttell  
Public Relations Director

## MEDIA VISITS/ TRADE SHOWS

### Boston Media Mission

Mary represented the CVB on this joint media mission with the Tampa Bay CVB, Sea World, Discovery Cove and Busch Gardens Feb. 28 – March 2. This delegation from the Tampa Bay region traveled to Boston to meet with top travel writers in an event organized by a New England-based public relations agency. The Florida-themed event provided an excellent venue to meet quality media such as Emily Young, Features Reporter, *The Eagle-Tribune*, and Liz Meagher, the Assignment Editor from FOX 25 TV News in Boston, with whom Mary discussed the possibility of a television segment promoting our area. Other notable attendees included the Travel Editor of *The Providence Journal*, and Richard Carpenter, Associate Travel Editor of *The Boston Globe*.

### ITB Trade Show, Berlin

James attended ITB, one of the world's largest trade shows, in Berlin March 6-10. He teamed with the CVB's contract German PR office for individual meetings with several members of the international press. We also hosted a joint press conference with partners from Orlando, Walt Disney World, Busch Entertainment and Universal Studios that drew 40 members of the media. The CVB also participated in the Travel Industry Association of America press breakfast where Barbara Schuch-Beckers met with trade and consumer media officials. This trip was successful by continuing to build on the more than 20-year relationship that the destination has with the German market.

### David Wilkening, TravelMole.com

We assisted this writer with accommodation and news information for a stay in the area March 3-5. Wilkening is the North American editor for TravelMole and also writes for several travel-related publications. TravelMole is an online community of more than 300,000 travel and tourism professionals worldwide.

### Patrick Cusse, Reporter for Belgium's Dag Allemaal

We hosted this writer and photographer in our area March 1-3. Mr. Cusse is working on travel stories for the weekly magazine and is shooting photos for his freelance photography business. *Dag Allemaal* is one of the top Flemish newspapers in Belgium.

### Mark Dolan, BBQ Pilgrim

Wit met with this photojournalist March 2 and discussed possible features for our area. Mr. Dolan is compiling stories on classic BBQ restaurants throughout the United States for a website and book. We discussed several local venues.

## MEDIA ASSISTANCE

### Pending Stories (26)

Ellen Parlapano, *Family Circle* magazine (family activities); Marsha Howerton, *AAA Tour Book 2007* (area update); John Bordsen *Charlotte Observer* (Young Hip St. Petersburg); Dennis Richardson, *Fort Lauderdale Sun-Sentinel* (Fort De Soto feature); Katy Holland, *UK's Independent on Sunday* (family friendly); Katharine Fletcher, *Ottawa Life Magazine* (Epiphany, kayaking); Virginia Nunez, *Conde Nast Americas* (area images); Drew Limsky, *Metrosource* (area overview); Alison Golub, *Successful Meetings* (area meeting news); Melissa Harmon, *Meeting News* (meeting news); Trevor J. Adams, *Canada's Aloft Magazine* CanJet in-flight (area overview); Jenni Ribbits, *UK's Bliss for Brides magazine* (honeymoons); Mary Hoppe, *Bay Soundings* (natural attractions); Leigh Donaldson, *Portland Press Herald* (what's new); Dan Donovan, *Ottawa Life Magazine* (family fun); Leslie Pebley, *San Diego Jewish Times* (area overview); Roberta Sandler, *Guide to Florida's Monuments* (Demen's Landing); Michael O'Connell, *Shop America Magazine* (what's new); Rebecca Redholt, *Orlando Magazine* (fine dining); Laura Reiley, *Zagatwire* (food festivals); Jacqueline Freund, *Florida Sun magazine* (area update); Allison Blake, *Waterways Guide Magazine* (Independence Day Activities); Inga Kutta, Germany's *Yabadu Travel Guide* (area information); Robin Banta, *Marketing Y Media magazine* (area overview); Karen Beasley *Group Travel Planet* (information for travel groups); and Ira Kleinman, *WSNR 620 AM* (area visit).

### Local Media (15)

Valerie Ingram *WUSF 89.7* (Honda Grand Prix); Tom Diekemper, *Tampa Bay Newspapers* (Honda Grand Prix); Carlos Moncada, *Tampa Tribune* (Honda Grand Prix); Erica Riggins, *Bay News 9* (Honda Grand Prix); Charlie Belcher, *FOX 13* (Honda Grand Prix); Vivian Gonzales, *Univision Tampa* (Honda Grand Prix); Carrie Weimar, *St. Petersburg Times* (Grand Prix impact); Dave Balut, *CBS 10* (school year start date); Alexandra Hackett, *CBS 10* (spring break impact); Mary Sheddon, *Tampa Tribune* (shopping); Amani Channel, *FOX 13* (spring break); Steve Nichols, *FOX 13* (condo conversion); Erica Riggins, *Bay News 9* (minority marketing); Stephen Parag, *Tampa Bay Metro Magazine* (images); and Larry Halstead, *Tampa Bay Business Journal* (Safety Harbor Resort Renovations).

Clearwater, Florida, April 12, 2006

**Press Releases (4)**

We developed and distributed releases for: Oh Boy! Redfish Cup; HGTV features St. Petersburg; April statewide calendar editors and Joint Bid for the Republican National Convention.

**Story Leads (4)**

Through the Travel Industry Association of America, we provided informational leads to: Laura Daily, *AARP* magazine (literary tours); John Hilferty, *Philadelphia Inquirer* (walking tours); Jim Merritt, *Hotelinteractive.com* (spring break alternatives); and Lyda Durango, *Gerencia de Viajes* (honeymoons).

**VISIT FLORIDA PARTNER OPPORTUNITIES**

**VISIT FLORIDA Media Leads**

Provided information to Visit Florida for: Mary Moore Mason, *UK's Essentially America* magazine (outdoor theater); Paula Lewis, Mexico's *Blue & Blanc* magazine (area overview); Kym Backer, *Upscale* magazine (travel spots for women); and Paul Kayemba, *Meetings & Conventions* magazine (meeting news).

**LOCAL INDUSTRY ASSISTANCE**

**Local Industry Media Assistance:**

The PR department provided area images and information to McCormick Marketing for use in the *Shop America/Shop Florida Alliance*; Assisted the *Tampa Bay Classic* golf tournament with tourism demographics for international markets; Provided an area map of current bridge construction for the *Sirata Beach Resort* to distribute to a group meeting at the property; Assisted the *St. Petersburg Pier* with area media contacts for their Honda Grand Prix VIP event; Provided the *City of St. Petersburg* with information on Spring Training for their marketing department; and Provided images of the CVB's Culinary Competition to the *Tarpon Springs Chamber of Commerce* for their marketing purposes.

**Assisting other CVB and County Departments:**

We assisted several other departments with ongoing projects including: Assisted the CVB Special Events Department with the *Oh Boy! Redfish Cup*; Assisted the CVB Film Commission with *HGTV shoot* promotion; Assisted Canadian tour operator, *Fun Sun Vacations*, with images of our area to be included in an email blast to travel agents; and Worked with the CVB Convention Services department to provide the *ACES Gift Basket Convention* with local media resources for their meeting at the Heritage Holiday Inn in St. Petersburg.

**On-Going Projects:**

Each month, the PR department is charged with updating the CVB's website calendar of events, and compiling, editing and distributing two editions of the E-News CVB update. We also regularly research and answer contact form questions submitted by consumers to CVB website. Mary, James and I are also members of several area tourism committees for area attractions and events, and the department attends the county's News Communications meetings.

**ADDITIONAL PR ACTIVITIES**

**UK and German Media Activities:**

See attached agency reports.

**Outdoor/Nature PR Activities:**

AuCoin & Associates, our Nature/Outdoors PR firm, gave two seven-minute interviews to Jim Ferguson's Great American Outdoor Trails radio network (49 stations in the great plains states, 3.5 million households), promoting the wade fishing opportunities and the great birding in April at Fort De Soto Park. The firm also met with Tampa Bay Watch and initiated discussions to publicize tourist participation in its stewardship programs; met with Indiana newspaper columnist Don Bickle; and edited and prepared to distribute to media four area features -- birding capital, boating capital, beach wildlife, and preserves.

**Bridge Construction Map**

Responding to concerns from visitors and our industry partners, the PR Department oversaw the creation and distribution of a PDF map showing county transportation routes and the current bridge construction projects that are underway. The CVB map features information on the construction projects and alternative transportation routes to the area. Please contact the CVB if you need a copy of the map. It is a PDF document and can be e-mailed or printed on a color printer.

**Tampa Bay Watch**

Wit met with the directors of Tampa Bay Watch to talk about joint marketing and promotional efforts relating to the new offerings by the non-profit group. Tampa Bay Watch is a non-profit stewardship program dedicated exclusively to the charitable and scientific purpose of protecting and restoring the marine and wetland environments of the Tampa Bay estuary. They organize citizen volunteers, visitors, students, at-risk youth, and civic organizations to participate in hands-on environmental projects while heightening community awareness of the fragile nature and importance of the environment.

**Honda Grand Prix of St. Petersburg**

The entire CVB PR department assisted in hosting the media attending the Honda Grand Prix of St. Petersburg March 31- April 2. We also worked with Andretti-Green Racing and the City of St. Petersburg to promote the area to print and broadcast media attending the race.

Clearwater, Florida, April 12, 2006

**Republican National Convention**

Mary is working with the Tampa Bay CVB on communications and promotion for the region's joint bid for the 2008 Republican National Convention. Estimates indicate that this high-profile event would bring \$150 million in direct spending and an additional \$300 to \$400 million in indirect economic impact to the region.

**NAPS Release:**

We are developing short advertorial press releases on Tarpon Springs and the Suncoast Seabird Sanctuary. The stories will be distributed by North American Precis Syndicate (NAPS). NAPS distributes the formatted release to 1,500 daily newspapers (circ. 58 million), 8,500 weeklies (circ. 79 million) and uploads the release on their web site. They also provide clip tracking and reporting results. NAPS also completed a short TV spot on Fort De Soto being named America's #1 Beach. A NAPS advertorial on Fort De Soto issued last year generated 280 newspaper stories with a readership of more than seven million.

**CVB PR Firm RFPs**

The County purchasing department received the RFPs for the CVB's domestic PR agency contract. We have formed a committee that will meet in April to discuss the agencies that have applied.

**Upcoming Press Trips/Events**

The CVB PR staff is working on several upcoming press trips including programs that focus on Spas and family vacations. A joint FAM is being planned during the month of May with the Tampa Bay CVB called "Wet & Wild." We are targeting domestic travel writers from publications with high circulations to spend two days in our area and two days in Tampa.

**UPCOMING TRADE SHOWS/PRESS GROUPS**

1. **CVB Florida Media Mission:** April 23-27, Promote area to Florida publications.
2. **Glamour Magazine Germany:** April 10-13, Meet with Dr. Beach for feature article.
3. **Wet & Wild Press Trip:** May 17-19, Team with Tampa CVB for U.S. publications.

\* \* \* \* \*

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**PR ACTIVITIES**

**Completed projects:**

- ITB from March 8 - 12. One on one media appointments have been made. Media Café was a huge success, more than 150 journalists attended. Several journalists are interested in St. Petersburg/Clearwater. Joint group press trip with Orlando CVB was discussed - date: second half of the year. Please see below ITB report for media appointments.
- Promotion with Columbia Tristar Home Entertainment for DVD release of "Bewitched". Prize raffle of one trip to St. Petersburg/Clearwater. Destination and movie were published on a double page in 3 different movie-related magazines, spread all over Germany. Total circulation of 2 million. Sirata Resort on St. Pete Beach will host the winners. Airline tickets paid by CVB. Promotion took place during whole month of February. Winners to be announced.

**Ongoing projects:**

- Individual Press trip Mr. Volker Koch, TV station HR 3. HR 3 is part of the First German TV network and covers the South of Germany. Mr. Koch will go St. Petersburg/Clearwater after Pow Wow. His focus is on Germans (from Hesse) living in the area. Provided with contacts of Germans in St. Pete. More details to follow.
- Mr Peter Hummel from women's magazine "Glamour" will go to St. Pete from April 10 - 16 together with a photographer and 2 winners. Pre-report on St. Petersburg/Clearwater and prize raffle were published in Glamour already. Travel report will be published in the beginning of May on several pages. Focus of the trip: Dr. Beach and his best beach, meeting scheduled with Dr. Beach as well as dinner. Provided with itinerary, press kit and general information on St. Petersburg/Clearwater.
- Media Mission in June was discussed. Mission will be scheduled for the beginning of June (before the World Cup starts). Approached Orlando CVB for joining the mission.
- Planning of group press trip for next fiscal year has started. Focus will be on culture, beaches and culinary St. Pete for magazines. Travel dates in autumn. More details and final dates to be discussed.

**Media Contacts & Media Calls & Calls from journalists:**

- Eight proactive contacts to media have been made.
- Twelve journalists have been provided with information on St. Petersburg/Clearwater.

**Topic of Press Release:**  
Highland Games in Dunedin

ITB - St. Petersburg/Clearwater

Clearwater, Florida, April 12, 2006

ITB Appointments and contacts at media café

Publication, Name	Discussed Issues
Freelance, Antje Hildebrandt	Mrs. Hildebrandt is a freelance journalist for Frankfurter Rundschau, regional daily newspaper in the Frankfurt area. Provided with general information on the area, the beaches and Dr. Beach.
Holiday & Lifestyle, Richard Kerler	Holiday and Lifestyle is an upscale consumer travel magazine. Focuses on affluent readers who are experienced travellers. Discussed possibility of press trip to St. Petersburg/Clearwater. Focus would be on upscale properties and activities.
Sea Star, Andreas Rettig and Martin Helmers	Sea Star is a diving magazine which also provides information about destinations. Provided with general information on St. Pete, especially regarding diving spots and snorkelling. Interested in press trip.
Berliner Kurier, Stefan Henseke	Berliner Kurier is a regional daily newspaper in Berlin. Stefan Henseke scheduled a press trip to St. Pete for November 2005 but had to cancel. He is still very much interested in a press trip to St. Pete, date tbd.
Golf Lifestyle, Klaus O. Braun	Golf Lifestyle is one of the leading golf publications in Germany. Provided with information about golfing and golf courses.
Freelance, Heike Wagner	Mrs. Wagner is writing for several travel guides. Provided with updated information on St. Petersburg/Clearwater for ADAC travel guide book.
Freelance, Harald Kother	Mr. Kother is a freelance journalist for Travelchannel, one of the leading online travel magazines with booking engines. Provided with information on the destination, the beaches and culture (Tarpon Springs, Dunedin). He is very interested in a press trip.
VIP Reisemagazin, Susanne Jenssen	VIP Reisemagazin is an upscale consumer travel magazine with a wealthy and educated target group. She has never been to St. Pete before so she was provided with general information on St. Pete and information on luxurious resorts (Vino, Don Cesar). Also discussed Greek culture in Tarpon Springs and honeymoon related topics. She is very interested in a press trip.
Bild, Nina Meyer	Bild is the leading German tabloid-style newspaper. Mrs. Meyer is currently writing an article about VIPs living in Florida. Provided with information about Hulk Hogan. Follow-up regarding tennis academy near St. Pete as training facility for tennis players.
Vogue, Mathias Forster	Vogue is one of the leading women's magazines in Germany, targeting an upscale readership that can afford travelling. Mr. Forster plans to write an article on America's South where Florida would be part of it. However, the project is far ahead and he will come back to me when the article shall be realized.
Freelance, Oliver Gerhard	Mr. Gerhard is a freelance journalist for several daily newspapers and magazines. He was very interested in the beaches as well as St. Petersburg as cultural city with the museums.
B.Z., Marita Persian	B.Z. is a regional daily newspaper in Berlin. Mrs. Persian was provided with general information on the region since she has never been there before.
TV Hören und Sehen, Sylvia Nause	TV Hören und Sehen is one of the leading German TV magazines.
Gesunde Medizin, Nicole Franke-Griksch	Gesunde Medizin is a health magazine focusing on readers ranging from 30 - 50 years. She was provided with information

	about spa and wellness.
Hannoversche Allgemeine Zeitung, Knut Diers	HAZ is a regional daily newspaper with a large travel section. Mr. Diers was provided with information about the Greek and Scottish culture as well as some new hotel projects.
TV 14, Erica Gebhardt	TV 14 is a two-weekly TV magazine, similar to TV Hören und Sehen. Mrs. Gebhardt has just published an article on Florida but she was interested in news about the destination.
Freelance, Ole Helmhausen	Mr. Helmhausen is a freelancer for several daily newspapers and consumer travel magazines. He was interested in the beaches and sports activities in the area. Also provided with general information on St. Pete.

\* \* \* \* \*

**LINGO PR – UK**  
**ST PETERSBURG/CLEARWATER**

**PUBLIC RELATIONS ACTIVITY – MARCH 2006**

**MEDIA LIAISON**

- **Sunday Telegraph** – submitted information for ‘Get Away from it all holiday to appear.
- **Independent on Sunday** – submitted information for family holidays in unusual places – to appear.
- **Daily Telegraph** – met with news editor to discuss various story options. Feature to be commissioned.
- **Scotsman** – supplied information for Cool Dad’s breaks for the paper.
- **Elle Magazine** – supplied information for forthcoming feature on Hen parties.
- **Bliss for Brides** – supplied information on unusual wedding venues for forthcoming feature
- **Guardian on line** – sent information on Easter holidays for feature.
- **Independent on Sunday** – supplied information on child friendly hotels in cities
- **OK Magazine** – met with new travel editor (for the magazine published in UK, US and Australia). Keen to feature the destination for his new cosmic travel section! Just waiting for information on key dates to supply to him.
- **Florida magazine** – liaison over information for forthcoming features.
- **Take a Break magazine** – met with travel editor – keen to go on forthcoming press trips (could be Flywho).
- **Havekidscantravel** – a new website – had meetings with editor and discussing press visit in due course.

**PRESS TRIPS**

- **Travel City Direct Group** is now confirmed. Ongoing liaison with this trip Liaison with TDC over invite letter, itinerary and invite list. All invites now issued. Agency to follow up responses. Full list of invitees as before but for reference:

Emma O'Reilly	Bella
Gilly Sinclair	Chat
Jane Memmler	Daily Express
Sam Taylor	Daily Mail
Iain Mayhew	Daily Mirror
Melanie Harvey	Daily Record
Victoria Lissamen	Daily Star/Daily Star Sunday
Linda Kelsey	Easy Living
Simon Davis	Evening Standard
Wendy Driver	Mail on Sunday
James Ellis	Metro
Matt Nixon	News of the World
Linda Dearlsey	Now
June Smith Shepherd	Pick Me Up

Clearwater, Florida, April 12, 2006

Jane Lovatt	Prima
Amanda Morison	Red
Jo Cooke	Reveal
Amy Packer	S The Sunday Express
Sharon Ring	Sainsbury's Magazine
Liz Cowan	Seven Days (Supplement of the Sunday Mail, Glasgow)
Sian Rees	She
Robert Wilson	Take A Break
Trisha Harbord	The People
Lisa Minot	The Sun
Joanne Woods	Woman's Own

- **Ecosse Sunday Times** – ongoing liaison over proposed trip – to wait for a group trip – although we did get approval of a seat from BA – so could tie in with a trip from Birmingham.
- **Jewish Chronicle** – after considerable liaison – journalist decided not to take trip.
- **BBC** – following a request for accommodation in April. Despite follow up calls and emails no response.

**Press releases:**

- **Travel agent blitz** – release generated following conversation with Geoff Rowcliffe – appeared in TTG.
- **May events** – release on May events drafted and issued

**GENERAL:**

- **Flywho.com** – have now spoken to Jane Pendleton, MD of GoVisitAmerica – and she explained that they are very busy at the moment but keen to meet. We are to plan a meeting late April and then we need to discuss co-promotions. Our plan is to encourage the major launch on 13<sup>th</sup> July (which is not the first flight by the airline) for two main reasons. One it is the first UK airline to fly into St. Pete – which is more of a story than flying into Orlando clearly. But more importantly the World Cup is still in full flow on 8<sup>th</sup> July (indeed the final is on the 9<sup>th</sup>). Therefore all media coverage will be about that. Also Saturday is not a good day for news (very few news programmes etc). It would also be good to look at a civic reception for the arrival of the flight – which would attract media attention both in the US and the Birmingham area (which is a large media catchment area)
- **Fort Myers Band** – monitoring of situation – it seems that the take in the UK is of an arrogant head teacher – making decisions with no knowledge. Fear that London would retaliate with comments about Florida's safety were unfounded generally – although the Mayor of London did mention that the murder rate was much higher in New York or Miami.

TOUR & TRAVEL SALES

The Tour and Travel Sales Report, as submitted by Ms. Nancy Foster, Director, has been made a part of the member's packets. Ms. Foster announced the 2006 National POW WOW is scheduled for May7-10<sup>th</sup>. Contact Nancy Foster for further details.

**TOUR & TRAVEL DEPARTMENT**

**MARCH 2006 REPORT**

Prepared by: Nancy Foster

Director - Tour & Travel

Recap of Trade Shows/Missions Attended See details below  
2/27-3/2 National Trade Shows (NTS)-Atlanta, Birmingham, Nashville, Knoxville  
3/3-5 AAA Travel Market Place-Foxboro/Boston  
3/6-7 US Airways Vacations-Baltimore and Long Island  
3/9-19 Cleveland Sport Show  
3/12 AAA Mid-Atlantic-King of Prussia, PA

March 2006

3/13-14 NTS-Cocoa Beach and West Palm Beach  
3/14 US Airways Vacations-Pittsburgh, PA  
3/20-23 Funjet-Texas Series-Dallas, Houston, San Antonio, and Austin  
3/20-24 Busch Entertainment Sales Mission-Philadelphia  
3/24-25 Tour & Cruise Travel World-Tampa, FL  
3/24-26 Boston Globe Travel Show-Boston  
3/27-30 NTS-New Jersey-Cedar Grove, Bergen County, New Jersey Shore, and Edison

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TRADE SHOWS/SALES TRIPS

National Trade Shows-Atlanta, GA, Birmingham, AL, Nashville, TN and Knoxville, TN-  
February 27-March 3, 2006

ATTENDANCE: Atlanta 125 agents  
Birmingham 115 agents  
Nashville 110 agents  
Knoxville 85 agents

INDUSTRY  
PARTICIPANTS: TradeWinds Island Resorts  
Brochure Distribution-Travel Resort Services, Inc. and Clearwater Regional Chamber

NOTES:

- These retail travel agent trade shows / presentations continue to draw proven sellers from the southeast. In addition to personally interacting with the agents during the trade show, we are allocated speaking to the entire group during the dinner portion of the event. Topics that were focused on included #1 beach, Spring Training Baseball, and arts and culture highlights.
  - Over 85 percent of the agents have reported selling and/or visiting Pinellas County within the past 2 years. Five different agents reported having booked business coming to the area within the next 90 days. A sales promotional flyer distributed by the TradeWinds showed an immediate impact by producing bookings after the second event.
  - With increased lift via Airtran and Southwest Airlines, these states have growth potential via the fly and drive markets. These presentations allowed us to maximize our exposure to a qualified group of travel professionals in a cost effective manner.
- STAFFED BY: Rob Price

AAA Southern New England/Travel Impressions March 2-5, 2006

ATTENDANCE: 5,000

INDUSTRY

PARTICIPATION: Brochure Distribution-Alden Beach Resort, Clearwater Regional Chamber, Travel Resort Services, Inc., and Florida International Museum

NOTES:

- Consumer interest in family beach accommodations with reasonable rates during school springs breaks.
  - High interest in Baseball Spring Training from both family and senior consumers.
  - Senior Market interested in 2007 seasonal condo rentals.
  - Great net-working opportunity with the AAA staff and Travel Impression
- STAFFED BY: Gail Yeager

National Golf Expo-Boston, MA March 3-5, 2006

ATTENDANCE: Estimated 25,000-30,000

NOTES:

- This was our third consecutive year to participate in the National Expo Boston and was well worth our efforts. Attendance topped the previous 2 years, and the social/economic level of attendees was at the level we strive to reach in our marketing campaigns.
  - As in all the golf shows we've participated in, we received high levels of recognition and very favorable comments regarding experiences
  - Special thanks to Crown Golf for giving away a round of golf for 2 and to Golf Magazine for giving a Cleveland Wedge.
- STAFFED BY: Dick Longstreet

US Airways Vacations Trade Shows-Baltimore, MD and Huntington, NY March 6-7, 2006

ATTENDANCE: Baltimore 168 agents  
Huntington 125 agents

INDUSTRY

PARTICIPATION: Brochure Distribution-Clearwater Regional Chamber

NOTES:

- These were the first events held since the US Airways Vacations brand switched ownership from the Mark Travel Corporation to the new US Airways /American West merger. Each event started with a trade show followed by a dinner for the agents.
- Attendance exceeded expectations and the agents are continuing to book the US Airways brand based on their competitive rates from these markets into Florida. I met the new National Sales Manager, Richard Kane, and preliminarily discussions are underway to conduct reservation training at their call center and possibly host an educational training trip to our destination.

Clearwater, Florida, April 12, 2006

- This operator is new to the Florida market and therefore it is of most importance to educate their call center agents and sales staff on the highpoints of the St. Petersburg and Clearwater area. Overall these presentations gave us an opportunity to make new relationships with the US Airways sales team and continue to reinforce our message to the top selling northeast travel agents.  
STAFFED BY: Rob Price

Cleveland Sport & Travel Show-Cleveland, OH

March 11-19, 2006

ATTENDANCE: Approx. 60,000 consumers

INDUSTRY

PARTICIPATION: Alden Beach Resort

Brochure Distribution-Clearwater Cay Club, Florida International Museum, Clearwater Beach Chamber, Clearwater Regional Chamber, TRS Inc.

NOTES:

- This annual show is the largest in the Cleveland area. We had a corner booth in the Florida isle which gave us excellent exposure. Over 4500 area guides and visitor guides were distributed.
- There was an even mix of families and couples that plan on visiting within the next year. Received numerous comments on the lack of affordable accommodations on the beach. The perception is that all of the moderate beach accommodations are being torn down. By promoting the superior small lodgings brochure and the using condo's as an alternative, I was able to temper most negative comments.
- Red tide and hurricane questions were non issues. There was a 60/30 split between people driving and flying to the destination. Increased gas pricing were not affecting their vacation plans. Airfare has risen dramatically for the spring and is a definite deterrent to vacation to Florida at least for the spring season. With new Air Tran service into Canton, OH and USA 3000 as options, fares should decline after the Easter holiday.
- Other Florida exhibitors included The Beaches of Ft Myers and Sanibel, Central Florida CVB and Daytona Beach CVB.

STAFFED BY: Rob Price and Gail Yeager

Greater Philadelphia Pet Expo-Ft Washington Expo Center

March 10-12, 2006

ATTENDANCE: Approx. 15,000

NOTES:

- This was a new opportunity for us, offered through CBS Radio affiliate WORL--greatest hits of the 60's and 70's.
- WORL, major sponsor of the show, gave us a series of on-air mentions during early morning drive times. Our website, a stay at the Don CeSar, and USA3000 Airlines were featured prominently.
- We produced a flyer listing pet-friendly properties in the area. It was extremely well received.
- Knowing that we have doggie parks was also welcome news--we will look to develop a site map showing them for future endeavors
- Good interest in spring training.
- Several comments on traffic and overbuilding but overall, favorable interest, including those who want to retire in FL
- Our appreciation to USA3000 mgrs Christy Ortiz who staffed our booth the last day of the show so we could attend the AAA Travel Show

STAFFED BY: Nancy Foster

AAA Mid Atlantic-King of Prussia, PA

March 12, 2006

ATTENDANCE: 400

INDUSTRY

PARTICIPATION: Brochure Distribution-Alden Beach Resort, Clearwater Regional Chamber,

and Travel Resort Services, Inc.

NOTES:

- 400 travel clients of the region's AAA clubs attended this annual vacation and travel show
- Of 38 booths, we were the only FL rep
- Mostly a mature crowd
- Comments included many planning to come down within next few months. Some wanted a FL trip but uncertain where to go and were pleased to receive our info
- One family pleased to know we had doggy parks, which was the determining factor in them choosing our area
- Another family has written to the mayor of Clearwater at their displeasure of Clearwater Beach condo conversions--that they will never return
- One AAA mgr reported that a number of people shying away from FL for fall trips due to hurricanes. Many opting for cruises instead.

STAFFED BY: Nancy Foster

Cleveland Sales Mission

March 13-14, 2006

ATTENDANCE: 14 retail travel agency sales calls

NOTES:

- 14 sales calls were made with Continental Airlines Vacations local sales representative. These accounts are the top producing travel agencies in the Cleveland market.
- The majority reported that business has been very slow for spring. Usually they are busy during January and February for spring break / Easter holiday bookings. Pace is just now starting to pick up which should translate into more last minute bookings for Florida.
- Over 10,000 jobs have been eliminated recently from the area's manufacturing sector which could be another reason for lack of business. On a positive note, all accounts are very familiar with Pinellas County and we remain the first choice for a Florida beach vacation. No concerns with availability, rates or construction were mentioned.

STAFFED BY: Rob Price

National Trade Shows-Cocoa Beach & West Palm Beach, FL

March 13&14, 2006

ATTENDANCE: Cocoa Beach 97 agents

West Palm Beach 135 agents

INDUSTRY

PARTICIPATION: Brochure Distribution-Travel Resort Services, Inc.

NOTES:

- Mini tradeshow/dinner with 3 minute destination presentation

Clearwater, Florida, April 12, 2006

- Focus on the Florida drive market - 2-3 night stays.
  - Promoted our upcoming Sports events, Museums and day attractions.
- STAFFED BY: Gail Yeager

US Airways Vacations Product Launch-Pittsburgh, PA March 14, 2006  
ATTENDANCE: 160 agents  
INDUSTRY  
PARTICIPATION: Brochure Distribution-Clearwater Regional Chamber  
NOTES:

- 160 retail agents attended from a wide radius of the Pittsburgh area
  - Agents report that they had a good booking season. Many spring breakers opted for the islands this year
  - Several agents reported having booked our properties this week
  - Met the National Sales Mgr for USAV who enthusiastically wants to work with us through sales and marketing programs.
  - This is the first year for USAV to be promoting their product through their parent company, the former America West
- STAFFED BY: Nancy Foster

Funjet Shows-Texas March 20-23, 2006  
ATTENDANCE: Dallas 600+ agents  
Houston 600+ agents  
San Antonio 250+ agents  
Austin 200+ agents  
Southwest Airlines Res Center 400+ agents  
INDUSTRY  
PARTICIPATION: TradeWinds Island Resorts and Sirata Beach Resort  
NOTES:

- CVB is provided complimentary space at this wholesaler's product launch
  - Only us and Orlando properties participate from Florida--this is focused heavily on Caribbean and Vegas
  - It does give us opportunity to reach top producing retailers
  - Southwest Airlines Vacations also attend, and they promoted FL heavily
  - Dallas--very good reaction from agents
  - Houston--had lots of comments about hurricanes--due, no doubt, to their own scare and the amount of Katrina victims still housed there
  - San Antonio--good response--most sell Orlando so looked to us for two-center holiday
  - Austin--not as much interest from there
  - Also had lunch meeting with Southwest Airlines Promotions Manager to follow up earlier discussions. They will look for opportunities in Pittsburgh and Philadelphia for late summer to work with us
  - Made calls on AAA offices in San Antonio and Austin--both welcomed material
  - Had tour of Travelocity Res Center in San Antonio. We will return in June for FL training days. They employ about 400 agents
  - Did Res training at Southwest Airlines call center in San Antonio--400 agents
- STAFFED BY: Nancy Foster

Busch Entertainment Sales Mission-Philadelphia, PA March 20-24, 2006  
ATTENDANCE: Approx 110 retail travel agents  
INDUSTRY  
PARTICIPATION: Brochure Distribution-Clearwater Regional Chamber and Travel Resort Services, Inc.

- NOTES:
- Many AAA, Liberty Travel, and Carlson Wagonlit offices were represented
  - Function consisted of a formal power point presentation and a dinner. At the conclusion of the event a grand prize was given away which included a 2-night stay at the Hilton Clearwater Beach Resort and 4 Busch Gardens tickets.
  - Most agents reported overall business for January and February was slow compared to last year. However, phones are now starting to ring for last minute spring - Easter vacations. Hotel availability not an issue but flights are very expensive which is keeping some people away.
  - Agents reported a pick up in Florida beach bookings after the recent cruise ship fire was heavily reported in the media.
  - Majority of agents know our destination and had only positive comments about our area
- STAFFED BY: Rob Price

Tour & Cruise Travel World, Tampa, FL March 24-25, 2006  
ATTENDANCE: 1,000+ agents  
INDUSTRY  
PARTICIPANTS: TradeWinds Island Resorts  
NOTES:

- Trade show with agents from across the US & Canada dedicated to both the tour & cruise vacation markets.
  - St. Petersburg/Clearwater destination information to grow agent leisure business.
  - Interest from agents in beach properties and day attractions for clients pre/post packages for cruise ships departing from Tampa.
  - The show was co-located with Golf and Spa Conference that gave us exposure with both our Golf Courses and Spa Resorts.
- STAFFED BY: Gail Yeager

Clearwater, Florida, April 12, 2006

ATTENDANCE: The Boston Globe Travel Show-Boston, MA March 24-26, 2006
INDUSTRY: Approx 15,000
PARTICIPATION: TradeWinds Island Resorts, Alden Beach Resort, and Marriott Suites on Sand Key
Brochure Distribution: Clearwater Beach Chamber and Clearwater Regional Chamber

NOTES:

- For the past 3 years, the New York Times has successfully produced a travel trade/consumer show held in New York City. The Boston Globe, owned by the New York Times, is the leading newspaper in the Boston metropolitan area. Hoping to achieve equal success, this was the first year the Boston Globe produced a travel trade/consumer show similar to New York. It was held in Boston's Seaport Trade Center and, despite a slow start and a baby expo going on at the same time, the show was very well attended.
Exhibitors ranged from cruise lines to worldwide destinations. The St. Petersburg/Clearwater Area had the largest representation among the Florida exhibitors. Along with us, Florida was represented by Fort Myers, Marco Island and Universal Studios. Liberty Travel, Vacations Expo, and TNT set-up stations throughout the hall for on-site bookings.
A number of people who stopped by our booth had just recently visited our area. All were impressed with how beautiful Fort DeSoto is and the fact that it is not built up. Many Red Sox fans were interested in Tropicana Field and remarked that it is easier and less expensive for them to take in a Red Sox game here than in Boston. Just a handful of people asked about hurricane damage but were not concerned about coming during hurricane season. Some who recently stayed on Clearwater Beach noticed the changes taking place and raised concerns over whether they could continue to afford to stay there. Even during high season, many people were waiting until just a couple of weeks before they travel to make their travel plans backing up the trend that the booking window is getting shorter.
Overall, it was a great show
STAFFED BY: Cindy Clydesdale

NTS-New Jersey Series March 27-30, 2006
ATTENDANCE: Wayne, NJ 100 Retailers and Managers
Saddlebrook, NJ 100 Retailers and Managers
Tinton Falls, NJ 100 Retailers and Managers
Edison, NJ 100 Retailers and Managers

INDUSTRY

PARTICIPANTS: TradeWinds Island Resorts
Brochure Distribution-Clearwater Regional Chamber

NOTES:

- Each night saw 30 suppliers hosting about 100 retailers and managers. Short presentation time was given to each supplier.
Agents commented most on:
Lack of air seats
High cost of air seats
Customers waiting until the last minute to book. Cruises and all inclusions being popular for spring breakers A lot of Orlando bookings
While here, had a meeting at GoGo headquarters with product buyer:
Interest in partnering with us on weather channel promo-passed on to Director of Advertising
Interest in developing package for late summer to combat concerns over storm season (Note--Miami is mounting a big campaign in June to attract business during this time)
Interest in co-oping with our Gay and Lesbian activities--they have over 50 Liberty agents who specialize in rainbow travel. Discussed our Nov initiative in NY at Gay Life Expo
We are planning a conference call with all their contracted properties to go over added opportunities for late summer business
Also met with several area AAA clubs who requested additional area guides
STAFFED BY: Nancy Foster and Rob Price

UPCOMING EVENTS

Table with 2 columns: Trade Shows/Missions and April 2006. Rows include dates and event names like Spring Fiesta-Lake Eola (Orlando), National Trade Shows (NTS)-Troy, Grand Rapids, Novi, MI and Toledo, OH, Sun-n-Fun Airshow-Lakeland, Travel Impressions-Orlando, Sales Mission and ASTA Michigan Event-Detroit, MI, African American Travel Conference-Little Rock, AR, Travel Impressions-Atlanta, Charlotte, and Raleigh, Southern Women's Show-Nashville, Gay & Lesbian World Travel Exp, New York, NY.

MEETINGS & CONVENTION SALES

The Meetings and Convention Sales Report, submitted by Ms. Shelby Jones, Director, and presented by Suzanne Scully, has been made a part of the member's packets. Discussion was held on the new alliance with the Tampa Bay Convention & Visitors Bureau in sharing a meeting rep in the Washington, DC area.

**MEETINGS & CONVENTIONS**  
**March 2005 Report**  
**Prepared by: Shelby Jones**  
**Director of Sales**

**TRADE SHOWS**

**North Central Florida Meeting Planners Expo- Gainesville, FL**

March 1-3, 2006 Attended by: Michele Schilling  
 Number of Industry Partners in CVB Booth: 1  
 Number of "Hot Leads" obtained that will be distributed to Industry Partners: 5

**Visit Florida Meeting Planner Event- Chicago**

March 1-3, 2006 Attended by: Jill Brown  
 The CVB attended the Visit Florida Meeting Planner event held in Chicago along with 8 other Florida CVB's. The event was a fantastic way to have "one on one" time with a select group of qualified meeting planners. We will follow up with every planner that was in attendance, and send them a meeting planner's resource guide.

**Affordable Meetings Mid- America- Chicago**

March 29-30, 2006 Attended by: Jill Brown  
 Number of Industry Partners in CVB Booth: 7  
 Number of "Hot Leads" obtained that will be distributed to Industry Partners.: 5

**FUTURE TRADE SHOWS**

**NEMICE- New England Meetings Industry Conference & Exposition**

April 13-14, 2006 Attended by: Shelby Jones  
 Number of partners in CVB booth: 1

**Georgia Meeting Professionals International**

April 19-21, 2006 Attended by: Michele Schilling  
 Number of partners in the CVB booth: 9

**8 SITE VISITS FOR MARCH 2006-**

- FL Council on Social Studies 400 possible rm. nts.
- Southeastern Actuaries Conference 177 possible rm. nts.
- FL Veterinary Hospitals Managers Assn. 125 possible rm. nts.
- Agricultural Retailers Association 840 definite rm. nts.
- American Hospital Association 100 possible rm. nts.
- Information Handling Service 229 possible rm. nts.
- Edentours 3100 definite rm. nts.
- International Municipal Signal Association 270 definite rm. nts.

1,031 possible room nights and 4,210 definite room nights

**DEFINITE GROUPS & THE ROOM NIGHTS BOOKED March 2006**

Name	Dates	Rm. Nts.	Location
Torstar	May 23-26, 06	150	Hilton CW
Advance Auto Parts	May 18, 21, 06	184	Renaissance Vinoy
Edentours Passover Group	Apr. 3-15, 07	3100	Hilton St. Pete
Medical Students for Choice	Mar 22-25, 07	165	Hilton St. Pete
National Ground Water Assoc	Feb 26-Mar1, 07	140	Safety Harbor Spa
East Manufacturing Corporation	June 7-14, 07	266	Marriott Sand Key

Total Definite Room Nights for March 2006: 4,005

**Leads for March 2006**

Group Name	Dates	Poss. rm. nts.
Lead and Environmental Hazards Association	Mar-Apr 07	675
Society of Dermatology Physicians Assistants	Nov 7-11 07	960
Florida United Methodist Conference	June 7-10 07	2000
University of FL/IFAS Dept. of Animal Services	Aug 1-4 06	75
University of FL/University Athletic Union	Aug 3-5 06	100
American Society of Mechanical Engineers	May 21-25 06	85
University of Florida/TREEO	Apr 24-26 06	20
University of Florida/TREEO	Apr. 16-18 06	10
American Association of Sexuality Educators	May/June 2007	994
Visit Florida	Nov 2-7 07	690
Duro Last Roofing	Jan 23-29 09	1300
American Hospital Association	June 18-24 06	100
Rx Worldwide Meetings Inc.	July 6-8 06	38
American Board of Occupational Health Nurses	Jan 10-13 07	54
McKinsey & Company	Apr 24-29 07	921

Degussa Building Systems	Feb 14-18 07	480
American Swimming Coaches Association	Apr 26-29 07	300
Martin-Massey Family Reunion	July 9-13 07	100
Andress Wedding	Feb-May 07	30
Florida Bahamas Synod	Apr 29-May 3 08	835
US Speed Skating	Sept 13-17 06	95
Covanta Energy	Jan 06	500
American Society of Mechanical Engineers	June 18-21 06	105
Swisslog	Mar-07	80
Electric Power Research Institute	Jan 21-25 07	385
Black History Tours	June 1-4 06	78
The Reconnection, LLC.	Nov 3-5 06	80
Commission on Accreditation	Various dates	3230
Great Harvest Franchising, Inc.	Feb 2-6 08	410
Doble Engineering	Feb-07	1715
Federal Judicial Center	Dec 3-6 06	270
JT& A Inc.	Mar/Apr 07	640
Tetra Tech, Inc.	Oct/Nov 06	90
Federal Aviation Administration	Feb/Mar 07	2305
Miramar	Mar 7-9 07	70
Human Capital Institute	Mar 07	900
Florida State Univ. Center for Civic Education	June 14-16 06	120
FL RV Trade Association	Sept 2-7 08	469
Liles Reception	May 07	50
Edentours Passover Group	Apr 3-15 07	3100
Boomer Educational Consultants, LLC	Dec 6-9 06	600

Total Possible Room Nights for March 2006: 25,059

	<u>FY '05/'06</u>	<u>FY' 04/'05</u>
Total Leads for the month of March	41	38
	<u>FY '05/'06</u>	<u>FY '04/'05</u>
Total room revenue:	\$2,402,382	\$2,250,984
Total definite rm. nights:	19,076	19,067
Total County impact:	\$5,112,368	

CONVENTION SERVICES

The Convention Services Report, as submitted by Ms. Linda Bergeron, Director, has been made a part of the member's packets.

CONVENTION SERVICES  
 March 2006 Report  
 Prepared by: Linda Bergeron  
 Director of Convention Services

CONVENTION SERVICES PROVIDED

Eastern Regional Interstate Child Support

Services Department has completed most of the assistance offered to the group that will be meeting at the Hilton Clearwater Beach, April 20-28, 2006. Registered attendance has increased and the group will now be using overflow rooms at the Best Western Sea Wake and the Clearwater Gulfview hotels, generating up to 440 additional room nights. Services provided information for obtaining images for the conference program, Honor Guard, pre-conference promotion materials and will be providing on-site materials and volunteer assistance for registration and information booth.

National Workforce Assn

This association rebooked their annual meeting at the Renaissance Vinoy, December 1 - 3, 2006, and Services Department has been working with the planner on a conference planning meeting in April. Services will be working through the year assisting with attendance building, transportation planning, overflow accommodations, and on-site assistance.

Pan Icarian Brotherhood of America

Services Department is assisting the local planning committee with an attendance building-registration mailing for the group's annual convention to be held at the Renaissance Vinoy, September 1 - 4, 2006. Hilton St. Petersburg Downtown is the overflow hotel and a third hotel may be added. Up to 1,500 attendees are expected to attend. Services will continue working with the local committee through the coming months with transportation planning, destination information for attendees, and on-site volunteer staff. Pan Icarian is a Hellenic (Greek) organization that "funds medical aid, scholarships, disaster relief, and charitable causes in North America and Greece."

Clearwater, Florida, April 12, 2006

**Groups Receiving Services Referred by CVB Meetings & Conventions Department, Hotels, Direct From Meeting Planners, and Other Sources: Tracked Room Nights and/or Meeting Attendance is shown:**

• Reed Business Information - Network 2007	545	rm nites		
• Consumer Electronics Assn	240	rm nites		
• Food Industry Environmental Cncl	515	rm nites		
• No. Amer Assn of Educational Negotiators	100	rm nites		
• Schurz Communications	120	rm nites		
• Intl Boating & Water Safety Summit	1,685	rm nites		
• Intl Municipal Signal Assn	60	rm nites		
• Monin Gourmet Flavorings	18	rm nites		
• PdMA Corp	600	rm nites		
• Citizens Bank	165	rm nites		
• Edentours Passover Group	2,760	rm nites		
• Assn for Intl Agricultural & Extension Educ.	400	rm nites		
• America's Community Bankers	873	rm nites		
• Lyndon Intl			160	ppl
• AME Zion Church Conference			200	ppl
• Ullon Wedding			50	ppl
• FL Partnership for Parent Involvement in Educ			400	ppl
• Gifted Assoc. Inc			100	ppl
• Bright Horizons Family Solutions			300	ppl

**Definite Services Leads Received**

Definite leads:  
 Received March '06: 16                      Compare to March '05: 29

**Definite Meetings, Conventions, Events, and Attendance held per month reported by Convention Services Dept fiscal year 05/06:**

	<b>ATTENDEES:</b>	<b>Last month:</b>	<b>Compare to:</b>	<b>Same month last year:</b>
Mar 2006	mtgs/convs/events	15 / 1,840		14 / 1,985
Feb 2006	mtgs/convs/events	23 / 4,538		28 / 4,937
Jan 2006	mtgs/convs/events	32 / 5,900		34 / 7,171
Dec 2005	mtgs/convs/events	8 / 1,030		4 / 740
Nov 2005	mtgs/convs/events	20 / 15,665*		24 / 15,962*
	*Includes event:	8,000 attendance		*Includes event: 8,000 attendance
Oct 2005	mtgs/convs/events	24 / 2,815		33 / 10,027*
				*Includes events: 2,500 attendance

**Area Promotion: Destination Information Distribution and Electronic Message Board Attendee Welcomes Submitted to Tampa Intl Airport**

<b>MARCH:</b>		<b>TOTALS TO DATE</b>	
Bags distributed	885	Fiscal Year To Date:	10,185
Brochures distributed	5,467	Fiscal Year To Date:	66,384
Airport welcomes submitted	25	Fiscal Year To Date:	169

**SPORTS**

The Sports Department Report, submitted by Mr. John Giantonio, Director, has been made a part of the member's packets.

SPORTS DEPARTMENT

March 2006

Prepared by: John Giantonio  
 Director of Sports

**USF/Adidas Invitational**

The Sports Commission partnered with USF, the city of Clearwater and Fastpitch Learning Academy to host the USF/Adidas Invitational at Eddie C. Moore Complex in Clearwater, FL. This tournament hosted some of the Division I softball teams from around the country, the University of Tennessee, ranked second in the NCAA Women's Softball poll, Temple University, Boston University and Michigan State are just a few of the 24-teams that participated in this year's tournament.

**Eckerd College Spring Fling Tournament**

The Sports Commission worked with the Eckerd College softball program and the Fastpitch Learning Academy to host

## Clearwater, Florida, April 12, 2006

the inaugural Eckerd College Spring Fling Tournament. This year a total of eight teams participated in the tournament. Teams from Armstrong Atlantic State University, Lemoyne College and Belmont Abby were some of the Division II softball teams that participated in this tournament and stayed in our area. We have already begun to work on bringing up to 18 teams to the event in 2007.

### Winning Inning Division I Baseball

The Sports Commission partnered with the city of Clearwater and Winning Inning to host the 2006 Outback Division I College Baseball Spring Classic at Jack Russell Stadium. This college spring training event had 12 teams participate in games. Ohio State, Penn State, Central Michigan and Lehigh are a few of the teams that competed in weeklong event. All of the teams that participated enjoyed a beautiful week of baseball and played games at both Jack Russell Stadium and Brighthouse Networks Field.

### Triple Crown Baseball Tournament

The Sports Commission worked with Triple Crown Sports, based out of Colorado, to host a youth baseball tournament. More than 50 teams participated in the tournament, with games being played in both St. Petersburg and Clearwater. Triple Crown will be hosting other baseball events in our area this year and this partnership with baseball has expanded and now Triple Crown Sports will be hosting their first softball tournament in Pinellas County in May.

### Big East Conference

The CVB is partnering with USF and the Tampa CVB to develop a program to bring more overnight stays from visiting team alumni associations to the USF Football games. To open this program, we attended the Big East basketball tournament to meet with the Big East alumni associations. There was a reception for two nights where invitees could meet and mingle with representatives of the two CVB's. We have since followed up with the representatives of the different associations to set up destination reviews and identify opportunities for promotion and advertising to their members.

### Florida Tourism Day

The Sports Commission attended the annual Florida Tourism Day with all the sports commissions from the state. We addressed issues related to our business and each sports commission joined their CVB to meet with our representative legislators.

### Room Nights

Organization	Dates	Total Room Nights
USF/Adidas Invitational	March 9-12, 2006	1,102
<b>Eckerd College Spring Fling Tournament</b>	March 3-5, 2006	200
<b>Winning Inning Division I Baseball</b>	March 5-12, 2006	500
Triple Crown Baseball Tournament	March 17-19, 2006	425
	<b>TOTAL</b>	<b>2,227</b>

### FILM COMMISSION

The Film Commission Report, submitted by Ms. Jennifer Parramore, Film Commissioner, has been made a part of the member's packets. Ms. Parramore introduced Guy Balsom, the new CVB Film Manager.

#### FILM DEPARTMENT

#### March 2006 Report

Prepared by: Jennifer Parramore  
Film Commission Director

The ABC hit show "Supernanny" is filming from March 22 to April 4 at a residence in Palm Harbor. The crew is staying at the Hilton Clearwater Beach with an anticipated 250 room nights.

Moxie Pictures and BMI Music filmed a music video for Coldplay on March 3. The St. Petersburg Municipal Marina was the location for this popular band's new music video for their hit "The Hardest Part." The making of the video will be featured on their upcoming tour DVD.

Working Stiff Productions of Baltimore filmed a Bruster's Ice Cream internet commercial at Sand Key Park on March 14. Approximately 30 locals were hired and the producer estimated \$70,000 spent locally. Working Stiff enjoyed the location and crew so much that they talked about using Pinellas County as its Florida base.

Steinmart spent four days shooting all over Pinellas County for its Mother's Day catalog. Locations included Tarpon Springs, Don CeSar Beach Resort and Spa, Clearwater Beach, downtown Dunedin and Fort DeSoto Park. They reported very positive experiences with crew and locations.

## Clearwater, Florida, April 12, 2006

Photographer Wendy Hope from New York shot a Ford promotion for "Rolling Stone" magazine in March. Locations included Fort DeSoto Park and a pizza parlor in Jannus Landing. The ads feature the local girl band KLIK.

### SHOOTS

- Road Pictures of Indianapolis (second time this year), shot an ad for Miami Valley Hospital at Phillippe Park.
- Eastern Accents, a catalog for high-end fabrics and home décor, shot the week of March 20 at Fort DeSoto Park, at private residences in St. Petersburg and Pass a Grille, and on Pass a Grille Beach.
- "No Shoes For Dancing," an independent film shot through the University of Virginia, filmed early March at Fort DeSoto, Safety Harbor and a residence in St. Petersburg.
- Rolla Methany Jr. Productions was hired by Z Films to do pick up shots for the indie feature "Real Premonition" in Safety Harbor, St. Petersburg, and in the Gulf waters near Fort DeSoto.
- Riley/Arnold shot a print campaign for C.W. Craig and Associates in and around downtown St. Petersburg on March 24 and 25.
- Reliant Interactive shot an infomercial for "Your Travel Biz.com" at various locations including The Don Cesar Resort.
- Rodale Publishing shot a piece for "RV Living Magazine" at Fort DeSoto on March 23. This is the second shoot Rodale has done using Ft. DeSoto Park.
- BBC's "One Week to Save Your Marriage" shot at Fred Howard Park on March 5.
- Response TV Networks shot a commercial for "Zero Pain" with Frankie Avalon at Fort DeSoto Park.
- Dillard's shot a print ad on March 21 at Sawgrass Lake Park.

### LEAD RESPONSES

- Recommended beach locations to Wise Productions for an upcoming commercial.
- Gave info to Davis Malaxos on the Pinellas film industry.
- Gave info on the Pier and sent permit to "Famous Discoveries".
- Assisted with location info for Grown Man Films on two upcoming commercials.
- Sent images of Belleview Biltmore to Nickelodeon's "Zoey 101".
- Sent images for inclusion in the Florida booth at Location Expo.
- Assisted LA office in finding a vast field for a car commercial.
- Sent images of jungle locations for a feature being shot by Basecamp Post.
- Responded to lead from state film commission for flower field for a Stella McCartney fashions shoot.
- Sent images and scouted with Chicago-based production manager for independent feature film.
- Gave info on Keyframe Studios to Unk Productions.
- Gave location info to Costa Creative Group for an upcoming Mediacom commercial.
- Provided info to Josh Goldman on starting up a local production company.
- Assisted local location scout with locations for C.W. and Associates shoot.
- Sent images of Tarpon Avenue for an American Association of Realtors commercial.
- Provided images for a Hackensack Hospital shoot.
- Sent images of homes for a Vinyl windows shoot.
- Provided location info for an upcoming HBO Boxing promo to shot in St. Petersburg.
- Assisted with location info for a Reeves Motors commercial.
- Gave info on locations and grants of the Plant City Photo Archives.
- Provided info on Teleprompters and sent new production guides to Reliant.
- Assisted with info on film commissions in other states.
- Provided info on photo assistants to Bear Haskins, Haskins Production Services.
- Assisted Warner Bros. TV with info on Weeki Wachee as an underwater filming tank. Also sent production guide.
- Set up appointment with Park Supervisor Jim Wilson of Fort DeSoto for BBC Toronto scout.
- Met with Sendtec producer to peruse location files and to persuade Sendtec to consider Pinellas for all future shoots.
- Gave info to Christian Brothers Academy on grants.
- Gave info on other Florida film commissions to Tony Antiqua.
- Assisted photographer info on stylists and hair/make up artists for "People" magazine shoot.
- Assisted local film company with location info for indie feature film to be shot locally.
- Discussed Pac Atlantic's new combination TV and feature entitled "Megastar."

### MARKETING AND OPERATIONS

- Assisted producer Joy Haines of the "Steinmart" shoot on a fam scout of the county. The scout was so successful, she has since rented a house in Crystal Beach and relocated to our area. This move should bring a lot of her existing client base to our area.
- Scouted with production manager for an indie feature. The company found its locations, and tentatively plans for a 4-day shoot in May, including sunset at Fort Desoto Park. We were one of 10 film commissions competing for the project.

- On March 9, we scouted and photographed South Pinellas County to refresh our files. Locations included a variety of residences and Pass a Grille Beach.

**STATISTICS**

	<b>Queries</b>	<b>New Projects</b>	<b>Economic Impact*</b>
Mar 06	65	31	\$656,700
Mar 05	40	12	\$337,000
<b>Year to Date 2006</b>	<b>129</b>	<b>59</b>	<b>\$1,099,200</b>
Year to Date 2005	163	52	\$1,178,120

Total Impact Reported for 2005:  
 \*Figure doesn't include indigenous production data.

**Film Commission Completed Production Report 2006**

	<b>Feature</b>	<b>TV</b>	<b>Commercial/ Infomercial</b>	<b>Print</b>	<b>Video</b>	<b>Documentary</b>	<b>Music Video</b>	<b>Other</b>
January	0	0	3	3	0	0	0	0
February	0	2	4	4	1	0	0	0
March	2	1	4	7	0	0	1	0
April								
May								
June								
July								
August								
September								
October								
November								
December								
<b>Total</b>	<b>2</b>	<b>3</b>	<b>10</b>	<b>14</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>

**EDUCATION**

The Education Report, submitted by Ms. Dannette Lynch, Manager, has been made a part of the member's packets. Invitations were distributed to the board to attend "An Evening with the Chefs: A Culinary Arts Dream Come True" scheduled for May 11<sup>th</sup> at 6:30pm at the Sheraton Sand Key Resort. Donations support the Ryan Wells Foundation. Ms. Lynch also announced that the 2006 National Tourism Week Luncheon will be held on May 11<sup>th</sup> at Tropicana Field. Contact the CVB with further questions.

**HOSPITALITY  
 EDUCATION DEVELOPMENT  
 March 2006 Report  
 Prepared by: Dannette Lynch  
 Director, Hospitality Education**

**EDUCATION DEVELOPMENT**

Training for Industry Partners

Clearwater, Florida, April 12, 2006

**Partnering with the Tampa Bay Devil Rays and Centerplate at Tropicana Field presented a variety of service training programs for the staff and volunteers as they prepare for the 2006 season. These programs reached approximately 1,200 persons throughout the two weeks. The commitment for service will continue throughout the year in other presentations that will be offered to staff.**

**Continuing to prepare for an industry presentation for the newly formed Pinellas County START (Solutions to Avoid Red Tide) Chapter, this has been rescheduled to April 29th at the Epi Center. Preparation for training throughout the industry is underway to be offered prior to another potential outbreak of red tide. The sessions will inform and assist front line staff about red tide when assisting visitors.**

**Continuing to offer a service based program designed especially for car rental companies Enterprises Car Rental kicked this program off to all their Pinellas locations. Plans are underway to expand this program within each of their locations.**

**Continuing to provide a series of training sessions which will include approximately 20 Golf Clubs throughout the county. Attendees include Golf Club managers and their staff. These training sessions will encompass all aspects of service from internal service, working and respect co-workers. Followed by the importance of service to members and guest of the Club. A session will also be held on destination knowledge and the importance of industry partnering, an industry panel will be part of this presentation.**

**Continuing to partnering with for Clearwater Cay Condo/Hotel property in ongoing programs which include a series of service, sales and destination training programs for all levels of staff. This training is for all staff that is in direct contact with guest staying at this changing property. It will include special sessions for telephone reservationists.**

**Continuing to plan a destination and service based program for the volunteers of the Science Center of St. Petersburg this program will focus on customer service as well as the value of destination training this will be kicked off in April.**

**Created a service based training program for the Sales and Marketing team of the Hampton Inn. An additional a customized service program will be provided for front line staff in April.**

**Continuing to present a service based training program for our local restaurant industry "The Main Ingredient". Frontline staff participates in a series of guest service trainings from the first impression of an appearance, guest greeting, destination knowledge and the importance of working as a team. These continue throughout the county with approximately 50 restaurants participating.**

**Continuing to partner with Yellow Cab in a series of training sessions for newly hired drivers. Training sessions focused on enhancing the service and destination information and resources materials for these drivers. This is an outgoing training.**

**Continue to prepare for the largest certification program of its kind with the Tampa Bay Concierges Association. This international recognized certification is part of the Hotel/Lodging Educational Institute the introduction of the program was offered this month and will continue through April.**

**Continuing additional service/destination programs as we partner with Cracker Barrel restaurants. Sessions are offered to existing and newly hired staff for all the county locations. Sessions will continue over the next few months as the program continues to expand and we move forward into the height of our season.**

#### **Middle, High School and College Hospitality Education**

Participating in the discussions and planning for the Job Corp programs as evaluation for employment needs and starting salaries were discussed in evaluating each of nine programs presented to the committee. Three programs will be selected for the center.

#### **Local Hospitality Industry Education**

Continuing to assist the St. Petersburg Grand Prix in creating and overseeing all aspects of the volunteers and credential programs for the event has been a major focus for there is not a staff person as in years past. Community partners assisted in this recruiting process for volunteers, the City of St. Petersburg Marketing Department, The St. Petersburg Chamber, The Tampa Bay Beaches Chamber of Commerce and other Training and race events were completed.

Plans continue with local Country Club Chefs for a culinary competition to be held allowing these Chefs to demonstrate their skills this would be the first of its kind competition.

Continue to Prepare for the sixth Hospitality **Educational Experience** with over twenty-four College/Universities throughout the state of Florida with hospitality programs being contacted to participate in this annual event. This educational opportunity showcases our area to potential employees who are unfamiliar with our destination and all it has to offer. In the past students have been invited to participate in this two day program but this year in an effort to increase the destination exposure and expand the reach to the potential workforce professors of the hospitality programs are being invited. Coordinating with the schools April has been selected.

Continue to plan for **National Tourism Week** industry luncheon to be held on **May 11<sup>th</sup>** Being held at **Tropicana Field**, in St. Petersburg. Keynote speaker will be **Matt Silverman**. This week long event which focuses on the value and impact of tourism to our county is being coordinated with our local Chamber of Commerce's. **Clearwater Regional Chamber of Commerce, Gateway Chamber of Commerce and Tampa Bay Beaches of Chamber of Commerce** currently have events planned for this week. Included in these events will be a culinary event with chefs and student from the county to be held at the **Sheraton Sand Key**. This event as part of the

Clearwater, Florida, April 12, 2006

Ryan Wells Foundation will be raising funds for local high school scholarship programs a first of a kind event of **National Tourism Week**, bring education and industry together.

Preparing for two conferences in which one I will be a keynote presenter, the **National RV Association** and the other **M.P.I.** state conference I will present a breakout session.

### SPECIAL EVENTS

The Special Events Report, submitted by Ms. Cynthia Gamrot, Manager, has been made a part of the member's packets.

**SPECIAL EVENTS**  
**March 2006 Report**  
**Prepared by: Cynthia M. Gamrot**  
**Special Events Sales Manager**

### NEW BUSINESS

Karting, called go-kart or kart, is a track racing done with miniature vehicles which are very small, fuel or air-cooled, back-engined, four-wheeled. Karting is the base of motor sports and it is considered as the little brother of track races. Karting is exploding in popularity both in the U.S. and around the world, and it represents one of the best forms of amateur racing to become involved in. Go-kart came out as a result of the studies aimed to reuse of old grass-cut machines in USA in 1950s. Following 1960s, karting started to participate in international competitions in England, Australia and Japan. Management of international karting organizations is executed by CIK (International Karting Committee) in Switzerland. The following kart competitions are being sought after for Pinellas County.

- **24 Hours of America Karting Event** – One of motorsports' most challenging and exciting karting events in America, The Endurance 24 hours of America. This event is being held in West Palm, Fl in 2007 and seeking location for the 2008 event. This world-class event draws interest from competitors all over the world, making this truly an international event that will showcase the best endurance kart racers in the world. This event test skill, patience, wits and strategy, and leaves participants with an unmatched sense of accomplishment. This is not a "professionals-only" event, racers of all skill and experience illegible to participate. Possible Room Nights 750
- **Southern Regional Association Karting Competition:** This competition holds races for the Southern Region states to compete for points for the Championship event in South Carolina. Racers will come from Florida, Georgia, Texas, Alabama, Tennessee, Louisiana, South Carolina, and North Carolina. Events are open to all racers in the Southern Region Kart Association. This event is seeking to have the races at International Speedway Track in Pinellas County. Possible Room Nights are 250-400.

### ANNUAL SPECIAL EVENT BUSINESS

Along with searching for new Special Event business the department has worked with various other annual events in various facets.

- **Xtreme Redfish Series Tournament Championship**  
This tournament has been an ongoing tournament for 5 years in the state of Florida. Organizers are seeking to have the Championship event in Pinellas County. A possible date has yet to be determined due to other Redfish Championship event across the states and nation. With so many of the same anglers competing in various Redfish Tournament organizers want to coordinate the calendars the FLW Series Tour and the Oh Boy! Oberto Redfish Tournament.
- **The Triton Offshore Super Series Tournament, November 2006**  
This tournament is seeking a location for their newly developed tournament. This event is open to Triton boat owners and involves offshore anglers. Anglers will accumulate points for a variety of fish species. This event is a 3-day event and can involve as many as 200 four-man teams. Marina site inspections are being sought after at this time, as well as a host hotel.

### SPECIAL EVENTS STATS

YTD Leads 56  
YTD Room Nights Booked 4595  
Economic Impact for YTD Room Nights Booked \$1,093,610.00

### CENTRAL EUROPEAN REPRESENTATION

Mr. Daniel referenced the following report submitted by Mrs. Barbara Schuch-Beckers, Central European Representative, which has been made a part of the members' packets.

CENTRAL EUROPEAN OFFICE  
M A R C H 2006

Prepared by: Barbara Schuch-Beckers  
Director Central Europe

MARKET TREND/MARKET INFORMATION

**ITB hits a new high**

ITB is celebrating its 40th birthday with a record 10,856 exhibitors, up 4.3 per cent on 2005. A total of 183 countries are represented, including, for the first time, exhibitors from Timor Leste (formerly known as East Timor) and Afghanistan, while Macedonia and North Korea both return after long absences.

Many familiar destinations have dramatically increased the size of their stands this year but, with the the entire exhibition site fully booked, they have had to expand vertically instead of horizontally. The number of two-storey stands is 25 per cent larger than in 2005.

India, currently experiencing a tourism boom, is reflecting its growing popularity by occupying an entire hall (5.2) for the first time. The Arab states have 35 per cent more floor space than last year, while South America is up 40 per cent.

Among the new features at ITB for 2006 is ITB Supply, allowing the service sector, such as sales and marketing companies, to exhibit to the travel industry. Another innovation is Immoest, a specialist trade fair for holiday properties and second homes.

Meanwhile, the ITB Market Trends and Innovations convention has grown even larger. This year, the five-day programme will feature 60 separate events and 180 speakers, including TUI chief executive Michael Frenzel, RF Hotels chairman Sir Rocco Forte and Easyjet founder Stelios Haji-Ioannou.

This year's exhibitor numbers at ITB exceed what proved to be a record year in 2005, when there were 10,409 exhibitors, up from 10,023 the previous year. The largest exhibitor category at the 2005 show was hotels, accounting for 26 per cent, followed by tourism organisations (23 per cent) and tour operators (19 per cent). Visitor numbers also hit a new high, edging up by just over 1,000 to 142,351.

**Thomas Cook downscales its vertical integration**

Thomas Cook is scaling back its vertical integration under a new strategy unveiled on Monday by new CEO Thomas Holtrop. After its successful financial turnaround over the last two years, the company plans a gradual departure from the ideal of a fully-integrated travel group with tour operators, travel agencies, airlines and hotels. Instead, it will focus on travel products and sales distribution, with the in-house carriers and accommodation playing a less important role.

"Our core business involves offering customers a broad selection of package holidays, components and services that are tailored to meet their individual needs. The products are to be distributed via a variety of channels, both operated by ourselves and in cooperation with others. In order to achieve this, we need a highly flexible business model that ties up as little capital as possible," Holtrop declared. "As such, we are gradually departing from the ideal of an integrated leisure travel group. Not because the model itself was bad but because it has outlived its usefulness. It no longer conforms to the needs of a time characterised by excess capacities and falling prices at airlines and hotels. The risk of not using fixed capacities sufficiently now outweighs the opportunity of the enhanced return on investment associated with them. Our aim is, however, to reduce risk levels, improve our flexibility and speed, thereby tapping new growth areas - which is one of the key aspects of our strategy."

In view of long-standing speculation that Cook might sell its airline Condor, Holtrop described the airline's turnaround into a leisure carrier with strong seat-only sales business as "a success story" and stressed: "At the current point in time, we have no reason to change our strategy." Following the sale of Aldiana and Thomas Cook India, the disinvestment programme is half-complete, according to CFO Ludger Heuberg. The group's portfolio of hotels and incoming agencies will now be reviewed, with the exception of the partnership with Iberostar. Smaller tour operators or foreign subsidiaries could also be questioned.

Cook is launching three main initiatives to develop its tour operator business. It will offer a mix of traditional package holidays and modular individual holidays to widen its product range, e-commerce activities will be stepped up, and there will be large-scale triple-digit million euro investment in IT modernisation and extension to make holiday production more efficient. Thomas Cook's main financial targets are to increase turnover about 4% per year over the next three years, and increase its operating profit margin from 2.3% in 2004/05 to 3.5-4%.

In the 2004/05 financial year, Cook completed its dramatic financial turnaround by achieving a net profit of €105 million, representing a €400 million improvement within two years. Group customer numbers rose just 1.1% to 13.2 million but sales rose faster, by 2.4% to €7.7 billion. The higher sales but above all significant cuts in personnel and other costs contributed significantly to the improvement in earnings. Earnings before interest, taxes and amortisation of goodwill (EBITA) increased by €171.1 million to total €193.2 million. Earnings before taxes reached €140.0 million as compared with the minus €149.3 million generated in the previous year. After taxes, a profit was also reported also for the first time in four years. At €105.4 million, a three-digit amount was recorded and, as such, exceeded the previous year's level by €281.8 million.

**DBA and LTU launch co-operation pact**

German airlines DBA and LTU have unveiled their first joint-initiative following the recent acquisition of a 60 per cent stake in LTU by DBA owner Hans Rudolf Wöhrle. The two airlines have agreed a code-share deal on LTU flights to a dozen city destinations in Europe. A larger-scale code-share that covers DBA feeder flights for LTU's long-haul services is being drawn up.

### **WTTC tips 2006 as bumper year for global travel**

Worldwide tourism continued to grow last year, in spite of the after-effects of the tsunami and terrorist bombings in London and Egypt. The World Travel and Tourism Council reports that travel and tourism rose 5.7 per cent in 2005, while spending topped \$6 trillion.

WTTC is confident growth will continue this year and is predicting a rise in spend to \$6.5 trillion. "The years 2004 to 2006 will be seen as a period of significant growth for the industry," said WTTC vice-president Richard Miller. "Although events like the tsunami, bombings and hurricanes, as well as a major increase in the price of oil, could have dampened demand, it appears that consumers are becoming more resilient and travel and tourism continue to be a significant part of everyday life."

The council's list of the ten fastest-growing travel and tourism economies puts Montenegro in the lead, followed closely by India and China.

Research consultancy IPK International is similarly optimistic, describing 2005 as a year of "sustained recovery" with international arrivals rising six per cent over 2004. Several Asian countries, including China, Singapore, Cambodia and Vietnam, recorded double-digit increases in European visitors. Within Europe, the strongest growth was recorded in the city-break sector, up 15 per cent, driven by the continuing expansion of low-cost airline networks.

However, there was also worrying news for Europe, which continues to lose its share of the US outbound market. The UK, Italy and France all recorded a drop in market-share from transatlantic visitors, although Germany managed to buck the trend with a climb from three to four per cent.

### **German tour operators blame World Cup for slow sales**

Tour operators in Germany are hoping for strong late sales this year after a weak start to bookings for summer 2006. Although Spain is booming and Greece is selling well, Turkey is in a major slump owing to the avian flu scare. Egypt is also selling poorly, according to a survey conducted by FWW.

Some holiday companies blame the World Cup, being staged in Germany from mid-June to mid-July, for the slow sales. However, Klaus Laepple, president of the German travel agents association DRV, told an ITB press conference that Germans will still go on holiday in June in spite of the football tournament taking place in their home country. "The world's top tourist nation cannot be stopped by the World Cup in Germany," he declared.

Tour operators are attempting to woo holidaymakers abroad during the four-week competition by taking measures such as installing large screens in resort hotels. They have also targeted potential customers who might welcome escaping the frenzy surrounding the World Cup. "There has been an excellent response to offers for women who are not interested in football," Laepple said.

Market leader TUI revealed at ITB that its booked turnover for summer 2006 is stable at 2005 levels, with customer numbers up 1.5 per cent. TUI Germany managing director Volker Böttcher confirmed a downturn in sales for Turkey but said this has been offset by growth to Greece and Spain. There is also strong demand for domestic holidays as well as Italy and destinations in Asia. Other areas of growth include city breaks and wellness packages.

Böttcher said TUI's business priority will be to maintain stable price levels for the summer programme.

Among TUI's other outbound markets, the company said growth is particularly strong in Scandinavia, Belgium, Netherlands and Ireland but the UK is stagnating and France is down 5.8 per cent.

Alltours told an ITB press conference that its summer 2006 bookings are at last year's levels. A large double-digit drop in Turkey bookings and lower Egypt sales has been compensated by strong growth for Spain, Greece and Tunisia, said managing director Willi Verhuven. He blamed poor Turkey sales on media coverage of the avian flu outbreak and other negative headlines.

Alltours has responded by extending its early booking discounts for Turkey until the end of June. The independent operator expects to end the year up 4.5 per cent. The Rewe package operators ITS, Jahn Reisen and Tjaereborg have also reported stable sales. "Business is slowly picking up but there is no reason for celebration," commented tour operating chief Dierk Berlinghoff. However, Neckermann Reisen is enjoying good growth thanks to low prices and an early sales brochure for bargain-hunters.

German travel agents confirm the general trend for sluggish sales. "We still have capacity free for July and August," said Thomas Bösl, head of the RTK consortium. "We are missing the family market." Ralph Schiller, head of the independent Reiseland chain, added that even demand for the normally sold-out autumn holidays is weak.

Premium tour operators appear to be less affected than the mass market. Airtours has achieved a 25 per cent rise in summer bookings after a 15 per cent increase in winter 2005. Thomas Cook Reisen is up 20 per cent, while Dertour, Meier's Weltreisen and ADAC Reisen, the Rewe-owned specialist operators, have recorded a combined nine per cent rise in summer bookings.

Another thriving sector is the cruise market. "Cruising is again growing at double-digit rates," confirmed RTK's Bösl. Revenues at Phoenix Reisen are up 40 per cent.

Prospects for the self-drive holiday market are less certain this year. Holiday home specialists are reporting strong growth for domestic packages but weaker bookings for trips to Scandinavia. In contrast, most of Southern Europe appears to be gaining popularity in this sector.

### **World tourism rides out floods and terrorism**

Global tourism looks set for a third straight year of impressive growth in 2006. This follows a 5.5 per cent jump in international arrivals last year to break through the 800 million barrier for the first time, according to the World Tourism Organization (UNWTO).

Growth for 2006 is projected to be four to five per cent, which remains comfortably in line with long-term forecasts of 4.1 per cent annual rises for the global travel industry. UNWTO said its optimism is based on a healthy worldwide economy and improved prospects for the eurozone in particular, especially Germany, the world's most important source market.

UNWTO warned that three major uncertainties remain for this year: terrorism, inflation and bird flu. However, secretary-general Francesco Frangialli said the travel business is building an immunity to major event shocks. "The tourism sector has gained substantially in resilience," he said. "In spite of the turbulent environment we live in nowadays, destinations worldwide added 100 million arrivals between 2002 and 2005."

UNWTO is preparing crisis management plans for a major outbreak of bird flu, but Frangialli predicted that an epidemic would not affect the travel industry too severely. "Panic is always a bad adviser," he said. "What we can do is monitor the situation closely and prepare for it, should it happen. In spite of current uncertainties, I am confident world tourism and all its stakeholders will weather the storm - if it does come - in the best way possible."

Total international arrivals in 2005 were 808 million, up from 766 million in 2004. Top region for growth was Africa, with Kenya proving one of the strongest performers. Its visitor figures for January-October 2005 rose 26 per cent. Asia also fared remarkably well, increasing seven per cent overall in spite of visitor numbers dropping in countries affected by the Boxing Day 2004 tsunami.

The Americas grew six per cent, with increases ranging from four per cent in North America and five per cent in the Caribbean to 14 per cent in Central America and 13 per cent in South America. Europe was up only four per cent but one notable performer was the UK, where arrivals increased by ten per cent in spite of the 7 July bombings that happened in London.

### **USA fights share fall**

Arrivals continue to climb, but tourism chiefs worry they lack marketing muscle to combat declining market-share

The USA is aiming to set a new visitor record this year, beating its previous high of 51.4 million arrivals in 2000. But tourism officials are calling for drastic action to halt a slide in the country's share of the global tourism market from nine per cent to six per cent over the last decade. Fears are growing that the USA is being out-marketed by rival destinations. The lack of advertising dollars is combining with security concerns and visa restrictions to cast a shadow over the US tourism industry's long-term growth prospects.

The Travel Industry Association of America is leading a campaign to persuade the US government to spend more on promoting the country overseas. "The USA spends less than \$10 million per year marketing itself," said TIA president and chief executive Roger Dow. "We would like to have \$300 million to promote ourselves. It is imperative that we launch a campaign around the world."

Dow said latest figures show the USA received 49.4 million visitors last year, a seven per cent increase on 2004, but this year international arrivals are on target to reach 52 million, exceeding those in 2000.

However, while new and emerging markets to the USA are showing good performances, some main markets are static. The UK showed only one per cent growth last year to 4.4 million, although German arrivals rose about seven per cent to 1.4 million.

Florida is seeing a similar pattern. "2006 is not going to be a great year," said Visit Florida director for the UK, Ireland and Scandinavia, Colin Brodie. The state's European director Philip Chryst added that German tour operators have reported their customers are reluctant to visit in August and September. Following the extensive hurricane season of 2005, they fear their holidays could be disrupted by the weather. "Maybe this year there will be a slight influence, but I don't think it will be long-term," he said.

New England tourism officials are optimistic that 2006 will hold steady. Stephen Knight, international sales vice-president for

inbound operator Tourco, said: "The overall market is slightly off 2005 so far, but last year was spectacular." One city bucking the trend in spectacular style is New York, which hit a record high of 41.1 million visitors in 2005. Hotel occupancy was 86 per cent, forcing average room rates up to \$243.

### **Kuoni slumps into the red**

Kuoni ended 2005 with a net loss of CHF 42 million (€70 million) due to the impact of the Indian Ocean tsunami catastrophe and a series of problems with subsidiaries and financial holdings. In 2004, the Swiss-based group had a profit of CHF 74.1 million. Annual turnover rose 3% to CHF 3,688 million in 2005. The tsunami alone had a CHF 20 million negative impact on profits, and the sale of the US-based subsidiary Intrav resulted in a loss of CHF 58.3 million. Kuoni also had to write off CHF 33 million and make net provisions of CHF 64.8 million for the Las Playitas project on Fuerteventura, in which it has a minority stake. After the financial collapse of the construction firm, Kuoni will complete the project but then sell the property. In the stagnating Swiss market, Kuoni's revenue dropped 4.8% and its operating profit declined to CHF 26.7 million. The UK and North America units suffered a profits decline to CHF 49.2 million, on account of loss-making Intrav which was sold at the end of 2005, and turnover fell 6.9%, mostly due to lower Asia sales in the UK. Scandinavia improved profits by 49% and revenues by 18% thanks to strong demand throughout the region. Elsewhere in Europe, positive growth in Italy and the Netherlands offset declines in France and Spain.

For 2006, Kuoni said business prospects are very encouraging and it has an 11% rise in group-wide booking levels as of March 12. Switzerland (+15%), Scandinavia (+12%) and India (+38%) outweighed the moderate 4% rise in the UK and a 2% drop in France.

### More trade visitors and contracts at new-look ITB

This year's new ITB timing - from Wednesday to Sunday - paid off well with more trade visitors, more consumers and more contracts, according to organiser Messe Berlin. In its 40th year, the world's leading travel fair drew 10,856 exhibiting companies, 4.3% more than in 2005. Despite poor weather conditions, a total of 162,823 visitors was recorded, a 14.5% increase. The number of trade visitors rose by 12.6% to 94,553, while the number of consumers visiting the event increased 17% to 68,270. A survey by Messe Berlin revealed that 86% of trade visitors welcomed the new timing. Among the various conferences, there was a 17% rise in participants in the market trends convention to 7,000, the expanded Business Travel Days conference doubled attendance to 2,000, while the "ITB Hospitality Day" and the "ITB Marketing & Sales Day" made a successful debut. "The many activities and new features at the ITB Berlin are bearing fruit this year. We are on the right course, and our reputation as a focal point for the worldwide travel industry has been strengthened. It has been a long time since there was such a mood of optimism in the international tourism sector," declared Christian Göke, Messe Berlin chief operating officer. "The exhibitors also had many appointments with buyers during the weekend, and we are therefore expecting them to sign around 20% more contracts", he added. This proved that the altered timing of the event had been very successful and had met with a positive response among exhibitors and the public alike. The next ITB Berlin 2007 will take place from Wednesday March 7 to Sunday March 11, 2007.

### Thomas Cook sells Canadian subsidiary to Transat group

Thomas Cook has sold its Canadian subsidiary to the country's leading travel group, Transat, for an undisclosed sum. The sale is the latest disposal in the German group's strategy of focusing on its core business in Europe. Thomas Cook Canada comprises 190 travel agencies with 384 staff. The company has been profitable since successfully restructuring in 2002/03, noted Cook CFO Ludger Heuberg. The acquisition gives Transat the largest travel agency network in Canada with 430 retail outlets. Transat also has tour operator businesses and a charter airline, Air Transat.

### SALES ACTIVITIES

- On March 06 we attended the **General Assembly of the Visit USA Belgium**. With five new members they now have grown to an organization with almost 100 members. The committee promotes the travel destination USA in Belgium to the public, press and trade by their website: [www.visitusa.org](http://www.visitusa.org), they create an USA Travel Planner (edition 20.000), organize workshops and attend the major travel fairs in Belgium and Luxembourg. The committee's aim for 2006 is to extend the awareness of the USA as an attractive travel destination by improving the Travel Planner, working closer together with the press, organizing travel agent trainings and have taken up negotiations with the Canadian tourist offices to organize joined promotions under the umbrella of Visit North America. The St. Petersburg/Clearwater Central European Office is a long time member of the Visit USA Belgium and profits by their activities and the brochure fulfilment centre.
- Prior to the Brussels Visit USA Workshop, we hosted selected **Belgium tour operators** and airline partners together with **Visit Florida** and other Floridian partners to a **Luncheon in Brussels**. Besides the eight Florida partners we had a great attendance with 17 partners from tour operators, travel trade press, airlines as well as the US Embassy. During the luncheon we had the opportunity to sit together at smaller tables talking about tourism to Florida. We were lucky to have had three very interested journalists at our table. We have meanwhile sent them our newest press releases and will do so from now on whenever there is something new to report. At the end of the luncheon we rewarded all guests for coming with a little prize drawing. Four nights at the Sheraton Sand Key Resort was the first prize and we are happy to advise that Mr. Geert Raes - Managing Director of Wings' n Wheels, one of the most important tour operators in Belgium, is the winner and will soon spend his holidays in our area.
- We also participated in the **Visit USA Belgium Workshop** for travel agents and trade press in Brussels. During this three hour workshop we had a very attractive table with our newest Visitor Guide in English and French and decorated with the St. Petersburg/Clearwater table cloth as well as the new number one beaches display and Caladesi Island posters. We had many good contacts with the agents and press representatives, who were not just collecting new brochure material, but also appreciated to get the newest information about our area. In addition, we had the opportunity to refresh our contacts to the also exhibiting Belgian tour operators with USA programs. They appreciated our support and ordered again our newest Visitor Guide for their office staff as well as a larger quantity of the area maps to send out to their clients with the travel documents. At the end of the workshop, during a nice evening program one participant was drawn as a lucky winner for another 5 day's stay at the Sheraton Sand Key Resort.
- Belgian Tour Operator Jetair World Travel/ Jetair USA & Canada which is a part of TUI sent us the following request:  
Quote - at the moment we are receiving an incredible amount of bookings for Florida starting from April to the end of the summer. So I need lots of information to give out to our clients Unquote  
We have sent the operator 100 of our maps, 100 English and 60 French visitor guides to be given out to their customers.
- Once again, ITB Berlin has been confirmed as the world's biggest and best trade fair. In terms of exhibitor numbers, 2006 has been a record year, with 10.856 firms, enterprises and institutions from some 180 countries and territories around the world - up 4,3% on 2005's level. From March 8 to 12 we attended the **ITB in Berlin**. The St.Petersburg/Clearwater delegation consisted of Chair Commissioner Kenneth Welch, Executive Director Carole Ketterhagen, Public Relations Representative James Raulerson and myself. Pre-arranged appointments took place during the first part of the show which was for the trade only. During the second part, the general public was allowed in and with our booth open to both sides, we were able to serve both the trade visitors as well as the consumers. Again, the show was very productive and successful for our area. Listed below are the most important meetings and events in which we took part:

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A dinner was arranged with Mr. Steve Knackstedt, Sr. Country Director Germany for a) **Continental Airlines**. At this time we learned that Steve has resigned from his position. A successor has not yet been named.

b) We met with the German representative of **Expedia.de**, the largest online booking portal in Germany. The company receives a total of 3.5 Billion Euro in revenue per month from Europe and 2.6 Million from Germany. Head office will decide on whether we launch a full page of advertisement on the expedia site in May 2006 and a second one possibly in 2007. The duration of such a campaign would be one month and we will receive a report on room nights booked at the end.

c) We met with Linda Mistelli, Product Manager North America for **TUI Suisse/Flex Travel**. The operator presently is the 3<sup>rd</sup> largest in Switzerland in travel production to the USA. A total of 100 passengers have been booked to our area since January. TUI is looking for additional three star properties in our area to be included in their catalogue. The company serves 700 to 800 travel agencies all over Switzerland.

d) A **Visit Florida** meeting was held in the USA lounge with all Florida partners present at ITB. We discussed several joint promotions such as tour operator in house trainings and travel agents get-togethers in Holland in August, and for the coming year Workshops in Holland, Belgium as well as a German road show.

e) **Kuoni/Special Traffic** is the 3<sup>rd</sup> largest Dutch tour operator. We met with Brigitte Bosma, Manager Touroperating West. So far, Kuoni has sold 400 room nights in our area in 2006. The company contracts with 1.800 travel agencies in Holland. Brigitte is interested in adding more 3star beach properties and condo rental companies to her catalogue. Kuoni also has just launched a new brand named 'Emotions' which offers 5star hotels all over the world. She will come to our area after Pow Wow.

f) We met with Mr. Simon Doerrien, Passenger Sales Manager Central Europe for **Martinair**. Mr. Doerrien informed us that the airline is looking for two more U.S. cities to serve as of summer 2007. One of them could be Tampa. The Martinair Planning Department will again meet in May. Carole Ketterhagen will take action to supply Martinair with all information relevant.

g) German Charter carrier **LTU** has founded a cooperation with DBA (German BA) and they also plan to extend their network in the U.S. as of 2008. Also here we may have good chances to have Tampa included in their route system.

h) **Berge & Meer in Rengsdorf**, Germany is the largest group travel operator in the country with an annual production of 600 000 passengers. They do work with the receptive operator American Wing Travel based in Orlando and Miami. We have discussed with Jochem Vogt, Contracting Manager the possibility to include our area in their Florida circle trip program.

i) **Willy Scharnow Donation** is a part of the DRV (German Travel Association) and takes care of educational programs for young travel agents throughout Germany. St. Petersburg/Clearwater hosts a group of approx. 20 agents every year. The USA will be partner-land of Willy Scharnow in 2007 and a number of additional promotions are planned in which our area will be involved.

j) **Supercomm** is a German mailing house company which specializes on e-mail blasts. They dispose of the following number of addresses:  
Travel agents: 30 000 in Germany, 2 000 in Austria, 2 000 in Switzerland  
Consumers: 500 000 in Germany, 100 000 each in Austria and Switzerland  
Frequent Travelers: 125 000  
We have asked their representative, Alexander Thomas to send us a proposal for several e-mail blasts to be conducted in 2007.

k) We met with Brigitte Geschwind, Support Manager Leisure Sales Central Europe of **British Airways**. In the past we have conducted together with Orlando a very successful e-mail promotion using British Airways' 24.000 travel agent contacts in their so-called Speedbird Club. Brigitte has offered us another promotion free of charge which we plan to do in September 2006.

l) We held our **own press event** together with the **Central Florida partners** Disney, Anheuser Busch and Orlando. This year, every partner presented their top news followed by two news stories. St. Petersburg/Clearwater reported about the developments in Clearwater Beach including the Beach Walk and the news stories were titled: Dr. Beach and his best liked patient + Tarpon Springs, sponges and more. The concept worked very well and was positively received by approximately 50 journalists from the trade and consumer press as well as TV and radio stations. After the event we did receive many favorable comments and actual requests for a TV show plus editorials on the subjects.

m) We met with Mr. Wolfgang Manner, Manager Tour & Leisure Sales Germany/Austria for **United Airlines**. He reported that his airline is back to earning money. Their load factor presently is 85% and they can report a 2-digit growth number in 2006. United operates a total of 7 daily flights to Washington and Chicago out of Frankfurt and Munich. We have discussed a joint familiarization trip which will include Orlando and German tour operator FTI. The trip is planned for 2007.

n) **Meier's Weltreisen** is Germany's second largest tour operator in regards to production to the USA. Besides a joint advertisement campaign which we plan with the operator still this year, we also discussed with Heike Pleuter, newly appointed Product Manager North America a joint training trip to our area and to Orlando during the first week of December 2006.

o) **Tilo Krause-Duenow**, owner of Canusa Touristik in Hamburg informed us that our joint mailing to 10 000 selected consumers has just been sent out. The operator generates 60% of his business direct and the other 40% through retail agents. We discussed a Canusa online newsletter for the coming business year.

p) We met with the representatives of **USAirways** and were advised that no advertisement and promotion funds will be available through the rest of 2006. Therefore planned activities such as a familiarization trip with the airline have to be postponed until the coming year.

q) Our upcoming advertisement, i.e. sweepstake to be published in **FWW** and their magazine **Urlaub Perfekt** were discussed during ITB and we are now working on the respective layouts.

r) Franziska Wenger, Product Manager USA of **Kuoni, Switzerland's** largest tour operator informed us that they are looking for additional 3star properties to be included in their catalogue. This will be further negotiated during Pow Wow. Receptive operator is Allied/T-Pro which belongs to the Kuoni chain. Kuoni has 100 own retail offices and contracts with 900 retail agents in the country.

s) **TUI Germany** Product Manager, Fabienne Hock informed us that the operator will publish a USA 2006 Top Destination brochure in May.

t) We met with Ulrike Grube, Product Manager of tour operator **FTI**. She reported a 13% growth in visitor numbers to St. Petersburg/Clearwater for the winter season. We are planning to do at least one or more so-called theme-evenings together with FTI in 2007 to train travel agents in Bavaria. Orlando is interested to join.

Clearwater, Florida, April 12, 2006

u) Product Development Manager Long Haul for **TUI Holland** reported that the operator wishes to include in their catalogue more 3star properties in our region. She has also offered us an in house training opportunity in summer of 2006 as well as a travel agent event at their premises. We shall coordinate with Visit Florida and their partners.

v) Maic Haverstreng, Product Manager North America of tour operator **DERTOUR** paid us a visit. He reports an increase in visitor numbers of 25% during the winter season, however, so far a decrease of 18% for the coming summer. Even though the passenger numbers decline, the revenue stays the same. Mr. Haverstreng confirms that the last minute booking trend continues and that he expects more bookings to come. However, the month of August and September are weak and this may be a result of the hurricanes of the last two years. Dertour also has published a program called **DERTOUR de Luxe** which features the world's best hotels. We do hope, to be included with our top properties.

w) The **Visit USA Committee Germany** held a meeting during ITB. We learned that during 2005, a total of 566 travel agents were trained by the VUSA partners. St.Petersburg/Clearwater has attended 6 functions in person and has supplied information material as well as a small power point presentation for the other 9 events. A total of 550 000 visitors were counted at the consumer shows throughout the country. Also here we were represented at every single show. Furthermore, the upcoming events like Pow Wow, breakfast seminars for travel agents etc. were discussed. We had a record number of partners (many from the USA) attending this meeting.

Together with our partners Orlando and Anheuser Busch we met with the representatives in charge of **travel agent roundtables** throughout Germany. A preliminary schedule was worked out for three of these events:  
May 23, 2006 in Braunschweig  
January 23, 2007 in Berlin - depending budget approval  
January 24, 2007 in Cottbus - depending budget approval  
DTBA in Magdeburg - depending budget approval  
Altogether we will train approximately 350 travel agents in the four cities.

- We attended a media breakfast **'Wake Up @ See America'** organized by TIA. More than 100 journalists came to this event. All participants received together with the invitation for this event a summary of all exhibiting partners with information on the area/company and a list of who was available during ITB.
- **Interviews were taken with Chair Commissioner Welch and Carole Ketterhagen** by Holger Jacobs, editor of German trade paper **FVW**, by Julia Latka, editor in chief of **America Journal** and Susanna Hagen. Editor in chief of Austrian trade paper **T.I.P.**  
Here is the translation of the **FVW report**:

Florida: St. Pete wants to preserve family friendly businesses

The Florida-Trade from Germany limps analogous to the overall trend towards the USA. Carole Ketterhagen, director of the CVB St. Petersburg/Clearwater, still thinks that the year can entail increases: "There is a Last-Minute-Trend, because everyone knows, how easy and spontaneous booking a Florida vacation can be."

The County on the US-Gulfcoast counted over 6 million visitors for the first time in 2005. A one digit increase is again possible, according to Ketterhagen, especially since a doubled marketing budget offers more options.

The tourism director gives the all-clear regarding to conversion: Even if hotels are turned into condominium-complexes, enough cost friendly accommodations would still be available: "A lot new or reconstructed properties possess condos and guest rooms. And we foster and promote our Superior Small Lodgings portfolio - Hotels with 50 beds maximum."

Regarding to this subject Ketterhagen's political boss can also announce good news: "Florida is working on a tax relief program for smaller hotel and motel businesses", says Kenneth T. Welch, chairman of the Board of Commissioners of Pinellas County. "We want to preserve the variety of the lodging industry."

- In addition, we attended several **evening functions**, i.e. invitations such as the ones of trade papers America Journal, Travel One and Touristik Aktuell, tour operator Canusa Touristik and airline Martinair. We did meet many of our industry partners and friends there as well.
- For the **Thomas Cook/Neckermann road show 'On Tour'** in Bremen which took place on March 22, we had produced another power point presentation and with that played with the attending agents a crossword puzzle. The agents had to find a certain word like 'sponge' and with that we then explained what Tarpon Springs is all about. We were supported by Thomas Cook/Neckermann who added their images according to their catalogue offers. A total of 35 agents enjoyed this kind of seminar tremendously. The operator wants to repeat this program in 2007 and we have expressed our interest to be their partner again.
- We have started working on our advertisements in **FVW (Fremdenverkehrswirtschaft)** where we have booked half a page to appear on April 28 as well as in **Urlaub Perfekt, FVW's** travel magazine. The latter already reaches 140 000 readers making it the 2<sup>nd</sup> largest tourism magazine in Germany (after ADAC). In Urlaub Perfekt we will feature a full page advertorial plus a winning game. We are presently looking for an airline partner to sponsor two tickets. A hotel partner in our area has already been found. Travel Resort Services, TRS will again support us with the contribution of 7 nights accommodation.
- Karin Buhse, Product Manager of tour operator **Canusa Touristik in Hamburg** will visit St.Petersburg/Clearwater on April 26 and 27. She is interested to look at nice small accommodations in our area. The CVB has put out a lead to the Superior Small Lodgings properties and we have received several offers. Karin will make the respective site inspections together with a CVB representative. As mentioned above, the operator gets 60% of his business directly from the consumers and therefore is capable of handling arrangements directly with the properties.

Successful VUSA online training

Clearwater, Florida, April 12, 2006

VUSA's online training was a big success. 1.000 participants were expected, 1.538 actually enrolled and paid a fee. Among them are 266 groups (travel agencies). Almost 800 already passed the final tests and are happy and proud specialists - of course the VUSA Committee expects some more within the next month. Due to the great success a next round starting in Fall 2006 is planned. [www.usa-schulung.de](http://www.usa-schulung.de).



And here are some comments from participants:

- „I will print out the information as reference guide for our office.“
- „I hope there will be a next online training.“
- „I am ready to go and visit the places I have learned about.“
- „Top of the Top online trainings available.“
- „Hope that other countries will offer the same level of training!“

St.Petersburg/Clearwater is part of this program. We have a full page of information about our area included and will, once the winners are determined, sponsor several accommodation prizes.

**Swiss operator Skytours** and St.Petersburg/Clearwater presently work on a joint promotion in which we will address 1.500 selected Swiss retail agents with a 4 colour newsletter. The layout has already been sent to head office for approval.

The **Neckermann mailing piece**, which turned out beautifully has been sent to 50.000 of the operator's customers. It is a 4-colour, 4 pages folder with a covering letter. Our partners in this promotion, besides Neckermann, are Orlando and Anheuser Busch. The envelope shows our Ft. De Soto photo also in 4-colours on the front page.

- During the month of March we received the following **number of inquiries**:  
 Trade 7  
 Consumers 33

**TRAINING TRIPS**

- Brigitte Bosma, Manager Tour Operating West for tour operator **Kuoni/Special Traffic** in the **Netherlands** has requested a training trip program for 14 of their best selling agents plus two Kuoni tour guides. The group is already booked at the Sirata Beach Resort for the night of June 5 to 6 and will spend the day of June 5 in our area. Besides some site inspections, they would like to see as much as possible of St.Petersburg/Clearwater.
- We have requested to conduct a joint training trip with **TUI Germany** for approximately 15 of their best selling agents in October of this year. Orlando is interested in joining the program. Product Manager North America, Fabienne Hock has already confirmed that they will supply the airline seats by using LTU from and to Duesseldorf. It will be a full week's stay which we share with Orlando.

**PUBLIC RELATIONS**

- As a result of our participation in the Belgian VUSA workshop, **Freesun News Magazine** Brussels featured our complete news release with photos on their electronic news on March 17.
- A very positive and comprehensive 11 pages article about "Golf at the Gulf" was published in the February edition of the **Golf Journal**. The article was written by Michael Hannwacker, who participated in the Gulf Writers Cup in October 2005. Together with the Media Department of the CVB we arranged flights for him as well as accommodation at Innisbrook and a meeting with PR representatives of the CVB to show him the area. Mr Hannwacker spent two days in our area before he moved further South with the Writers Cup. His article contains nice impressions of Clearwater Beach and a very positive report about golfing at the Innisbrook Golf Resort. The story results in a rating of the 6 golf courses along the Gulfcoast he played at during his visit. The Innisbrook Golf Resort was rated at first with 82 scores out of 100! Altogether our area is featured in his report over three pages, which would be an advertising value of about 31,000 US\$.  
 The Golf Journal is the number one Golf journal in Europe. With an edition of almost 42.000 copies it is published every month. In addition, the major themes of every edition are featured at [www.golf.de](http://www.golf.de), which is the official homepage of German Golfing Association and Germany's largest golf portal in the internet with up to 600.000 visits.
- **TIP Austria** published a photo of Chair Commissioner Welch, Carole Ketterhagen and myself together with a report in their issue March 20. Another report was placed on their website describing the new developments on Clearwater Beach and the best beaches in our area.
- Furthermore Swiss Trade Paper **Travel Inside** also featured a picture taken at ITB showing Chair Commissioner Welch, Carole Ketterhagen and myself announcing the winner of a sweepstake we had recently conducted with that publication.
- Our advertisement in the **America Journal** March edition so far has brought us responses of 121 consumers who have requested information material about St.Petersburg/Clearwater. The mailings have been made immediately after receipt of the name list.
- We presently work on another full page advertorial which will be published in **T.I.P Austria** in their edition May 1, 2006. The layout is presently 'under construction' and will be mailed to head office for approval as soon as we have the story written.

Monthly Sales Activity Report				Attach lists of			
calls, leads							
	# Sales	# Sales	# TA Educ	# Press	# Trade	# Vis Inq	# Trade

Clearwater, Florida, April 12, 2006

	Calls	Leads	Workshop	Contacts	Mailed	Mailed	Shows
October	51		7	5	7	12	1
November	43	1	1	17	17	7	4
December	36			16	5	11	
January	46			22	7	20	3
February	55	2	6	48	6	27	3
March	49	3	2	29	7	33	1
April							
May							
June							
July							
August							
September							

UNITED KINGDOM REPRESENTATION

Mr. Daniel referenced the following report submitted by Mr. Geoffrey Rowcliffe, UK Representative, which has been made a part of the member's packets.

**UK OFFICE**  
MARCH 2006 REPORT

Prepared by: Geoff Rowcliffe, UK Director

**FLORIDA'S BEACHES:**

**TUR, GOTHENBURG, SWEDEN – MARCH 23/26:** The Florida's Beaches consortium once again exhibited in the See America Pavilion at this show. For the first time in a number of years, the Pavilion featured other Florida destinations. Both Kissimmee and the Florida Keys had small booths at the show.

The trade days at the show were slightly down on 2005, but the consumer days showed a substantial increase in attendance. Total attendance for 2006 was 53,000 giving an increase of 5000 on the 2005 attendance figure. Over 600 copies of the literature of each of the four partners was distributed.

The annual tour operator dinner was held on Thursday, March 23. The hosts representing Florida included Delta Airlines, Norwegian Cruise Lines, Kissimmee Convention Bureau and Florida's Beaches. Thirteen senior personnel from Nordic tour operators were guests, including representatives from Swanson's, Select Travel, Go West, E-Bookers, My Planet and Gulliver's Travel.

**SWANSON'S TRAVEL:** Swanson's Travel is the largest tour operator in Sweden to the USA. They have been retained by Royal Caribbean Cruises to assist with the trade launch of a new vessel, "Freedom of the Seas", which will cruise out of Miami. On April 23 a train has been chartered to take representatives of the Swedish travel trade to view the vessel in Oslo. One carriage on the train will consist of a lecture theatre and Swanson's have been invited to mount a series of training sessions for the passengers. Tommy Swanson, the CEO of Swanson Travel, wants to focus on the pre and post cruise options in Florida and has invited the Florida's Beaches consortium to be a central theme in his presentation. Florida's Beaches have agreed to provide the special Florida map created by the partnership to highlight the four destinations for use in Swanson's Power Point presentation. Each partner will also provide 350 copies of their small area guide for distribution to those attending the presentations.

**VISIT FLORIDA:**

On March 21, the UK office attended a Visit Florida partners meeting. 11 partners attended the meeting.

Visit Florida confirmed that all sources of information are predicting a flat year for Florida and the USA in general. There is a continuing trend towards late bookings and the use of the internet. However, overall consumer spending is down in the UK.

TIA has advised that the registration of UK buyers for Pow Wow 2006 is down by about 10%. It seems apparent that, due to consolidation and cost, UK companies are reducing the number of delegates they send to Pow Wow.

Visit Florida have experienced increasing difficulty in persuading the UK travel trade to attend trade functions and have, therefore, decided in 2007 to move back into consumer shows. Visit Florida advised that whilst the final budget is not yet approved, they plan to exhibit at the 2007 Holiday & Travel Show in Manchester and Glasgow. Based on input from the previous partners meeting, they plan to create a more professional look to their booth and make the cost of participation more competitive. Several partners indicated they would reserve judgement on joining Visit Florida at the shows until further details of the offers were available.

Visit Florida plan to repeat the annual northern and southern tour operator advisory lunches in 2007.

The 2006 World Travel Market booth is being redesigned and the "Florida Night" function is being moved to the Savoy Hotel.

The traditional Florida Focus event will be replaced by a trade visit to showcase new product in an area of Florida. A full non-golfing itinerary will be offered. Kissimmee has agreed to host the 2006 event.

**FLYWHO:**

FlyWho has accepted the UK office's offer to mount a sales blitz on travel agencies within their catchment area. Calls on 200 retail travel agencies are scheduled for early April.

**THOMSON HOLIDAYS/TUI:**

Thomson Holidays/TUI, the UK's largest tour operator, only features Orlando and the St. Petersburg/Clearwater area in their Florida programme. Universal Studios and the St. Petersburg/Clearwater Area have been given the opportunity to host a one week educational for 20 Thomson staff from both the tour operating arm and their retail agency chain in September 2006.

**SALES BLITZ:**

The questionnaires, completed by the 700 retail travel agencies visited by the trained sales force in January, have now been analysed. Since the total number of retail agencies in the UK is under 7000, these answers, from more than 10% of the total number, serve to give an excellent snapshot of the current state of the UK travel market.

The total number of staff in all 700 agencies visited was 3,759, which makes the average number of staff in each agency 5. 1728 (46%) of staff have visited Florida and 739 (nearly 20%) have visited the St. Petersburg/Clearwater area.

402 agencies (approx. 56%) said that bookings for European destinations were up on 2005 and 438 (approx. 62%) reported bookings to the USA were up.

However, 402 agencies (approx. 56%) reported that bookings to Florida were down on 2005 figures.

595 agencies (85%) have access to the internet and 84% of all agencies visited use destination websites regularly to assist their customers.

**MARKET INTELLIGENCE:**

The U.S. Office of Travel & Tourism Industries has announced the 2005 International arrivals figures. The United Kingdom retained its number 1 spot with a small increase of 1% over the 2004 figure to reach 4,344,957. Ireland moved up to 12<sup>th</sup> position with an increase of 11% to 383,400.

Sweden held 17<sup>th</sup> position with a 14% increase to 290,530, whilst Denmark recorded a rise of 16% to 174,581 and Norway a 7% increase to 139,043. Finland increased its arrival figures by 13% to a total of 89,125.

**RESPONSES:**

Re-order cards	4
Re-order cards from sales calls	58
Telephone/website enquiries for information and/or literature	10

CANADIAN REPRESENTATION

Mr. Daniel referenced the following report submitted by Mrs. Kimberly Hartley-McMurray, Canadian Representative, which has been made a part of the member's packets.

**CANADIAN OFFICE  
MARCH 2006 REPORT**

Prepared by: Kimberly Hartley-McMurray  
Director

**NEW BUSINESS DEVELOPED**

- Meeting with CAA Travel in Cambridge regarding their upcoming A&W cruise night promotion for the summer of 2006 - they will be promoting cruises from all ports, including Tampa Bay along with pre and post stays in the St. Petersburg/Clearwater Area. Our visitor guides and area guides will be distributed each weekend along with some t-shirt door prizes.
- Meeting with Nolitours to confirm their sales figures for 2005/2006 - the number of passengers traveling to our destination remained relatively stable for this winter compared to 2004/2005. The tour operator continues to purchase air seats on Skyservice through Conquest Vacations and sells this with accommodation

## Clearwater, Florida, April 12, 2006

only product (F.I.T.). Their ITC packages to the beaches are sold into Orlando which did not sell as well as expected. It is recommended that the tour operator install a flight into PIE for 2006/2007 to encourage higher package sales, and market the program more aggressively for next year.

- Meeting with WestJet Vacations representative in Toronto - the tour operator is planning to officially announce the new operation in April with a tentative plan to conduct product launches in June in Toronto, Calgary and Vancouver. The new tour operator division of WestJet Airlines has contracted with hotels in the gulf region.
- Visit Florida confirmed that they have submitted a story on Birding in our area written by a Canadian freelance travel writer and published in the national Globe and Mail last year. This is for consideration for the 2005 ANTOR Award for Excellence in Travel Writing.

### LONG TERM PROJECTS INITIATED/COMPLETED

- The Learn-O-Matic session with Open Jaw was launched this month and appeared online for the travel agents in Canada to view and test their knowledge on the destination. A 3.5 minute PowerPoint presentation with a .30 second spot at the end was developed for the segment and will be distributed online to over 5,000 travel agencies plus all other subscribers to Open Jaw.

### LONG TERM PROJECTS INITIATED/COMPLETED

- The CAA Niagara Membership Drive Contest continues to feature the destination online as the grand prize trip. More than 3500 online entries have been registered for the contest by new and current members since September. The promotion ends April 30, 2006 at which time a grand prize trip for two will be awarded by CAA to our destination featuring the Alden Beach Resort.
- The upcoming Travel & Leisure spring show in April will feature our destination at the U.S. Consulate booth and at the Canjet Airlines booth through brochure distribution.
- Attended local Skal, MPI, CHIMO and SeeAmerica Committee meetings.
- Conducted 37 local area sales calls in the Greater Toronto area. The March Break holiday was very busy with all flights sold out to Florida. In spite of the warm weather, travel to the south continues to sell well into April.

### TRAVEL NEWS/TRENDS

- **As of March 31, the Canadian dollar closed at USD\$.8562, a decrease in value over last month. It costs the consumer CAD\$1.1680 to purchase USD\$1.00.**
- According to a recent report from Statistics Canada, almost 4 million Canadians traveled abroad in January, up 5.5 per cent from December. More Canadians made their way to the U.S. for same-day shopping trips since before 9/11, and the most overnight trips there in a dozen years. Overnight travel to the United States was up 8.6 per cent from December and 11.2 per cent higher than in January 2005. Canadian residents took more than 1.3 million trips to the U.S., during which they stayed at least one night, the most since the first half of the 1990's when the dollar was last near current levels - the Canadian dollar (Loonie) was worth 86.4 cents US on the average during the month of January 2006, a near 14 year high. The statistics agency said the stronger Canadian dollar may have lured people south at a time when the dollar fell against the euro, British pound sterling and Japanese yen. Canadians made 536,000 trips to countries other than the U.S. in January, up 3.5 per cent from December and the second-highest level for any month on record. It is forecasted for 2006 that the strong Canadian dollar will continue to encourage more travel south of the border as Canadians are getting better value in the U.S. than ever before.
- SeeAmerica Committee Canada announced their new Executive for 2006/2007: Richard Carret (United Airlines), Kimberly Hartley-McMurray (St. Petersburg/Clearwater CVB), Harold Ho (Royal Scenic Holidays) and Sana Keller (Discover the World Marketing). Carret will serve as President, and commented that even with the perceived border hassle factor, Canadian visits to the U.S. are rising and year to date November (U.S. Department of Commerce), Canadian visits have grown almost 8 per cent compared to the same period in 2004, aided by a strong Canadian dollar. This represents over one million more visitors staying one or more nights in the U.S. In 2004, the Canadian market was worth US\$10.4 billion, third in the world behind Japan and the U.K.

### TRAVEL NEWS/TRENDS

- Conquest Vacations will offer daily flights to Orlando, St. Petersburg and Ft. Lauderdale with fares into all three destinations starting at \$99CAD one way this spring and summer. All Florida passengers will travel on A319 and A320 aircraft which are operated by Skyservice and exclusive to Conquest Vacations.
- The Visit Florida office reinforced the fact that preliminary numbers of Florida visitors worldwide in 2005 hit a new record-high of 85.8 million, an increase of 7.6 per cent over the same period in 2004. This is the first time annual visitation to Florida has exceeded the 80 million mark. Internationally, an estimated 2.1 million Canadians visited Florida in 2005, an 8.2 per cent increase from 2004. Overseas travel to Florida increased by as much as 6.3 per cent over 2004, to 4.7 million in 2005.
- MasterCard Canada commissioned a survey of Canadian adults about their spending intentions in 2006 which indicated that they plan to slow down their overall consumption, yet at the same time, they are still intending to make some key purchases on their homes and on personal travel. MasterCard expects consumer spending on travel and entertainment to increase in 2006 - 65 per cent of respondents expect to do some personal travel in 2006 and more than half of those people (52 per cent) expect to spend more on travel than they did in 2005. The most popular destinations are with Canada (40%), the United States (30%), and Europe (30%).
- Transat A.T. has purchased Thomas Cook Travel, a Canadian travel agency network. The Montreal-based travel giant, which counts Air Transat, Transat Holidays, and Nolitours amongst its primary holdings, is one of the world's largest integrated tourism companies. With the addition of 190 Thomas Cook and Marlin Travel agencies, Transat now boasts Canada's largest travel agency network with 430 outlets. They include 102 Club Voyages agencies, 62 Voyages en Liberte agencies, 53 TravelPlus agencies, 22 tripcentral.ca agencies, and the exit.ca online agency.

RESEARCH REPORT

The January and February 2006 Research Reports, as submitted by Dr. Walter Klages, Ph.D., Research Data Services, Inc., have been made a part of the member's packets.



**Visitor Origins**  
**Annual 2005**

<u># of Visitors</u>	<u>Annual '04</u>	<u>Annual '05</u>	<u>% Δ</u>
Florida	511,473	493,008	-3.6
Southeast	325,007	319,115	-1.8
Northeast	1,201,077	1,266,594	+5.5
Midwest	1,658,530	1,707,769	+3.0
Canada	317,612	324,682	+2.2
Europe	862,583	903,459	+4.7
Opp. Mkt.	173,357	174,113	+0.4
<u>Latin American</u>	<u>27,641</u>	<u>23,695</u>	<u>-14.3</u>
<b>TOTAL</b>	<b>5,077,280</b>	<b>5,212,435</b>	<b>+2.7</b>

St. Petersburg/Clearwater Area: Annual '05 [www.KlagesGroup.com](http://www.KlagesGroup.com) © Research Data Services, Inc. 2006

## Visitors: H/M/C/C, V F/R & Day-Tripper

### Annual 2005

<u># of Visitors</u>	<u>Annual '04</u>	<u>Annual '05</u>	<u>% Δ</u>
H/M/C/C	2,630,075	2,657,948	+1.1
V F/R	2,447,205	2,554,487	+4.4
Day-Tripper	8,282,100	8,406,330	+1.5
<b>TOTAL</b>	<b>13,359,380</b>	<b>13,618,765</b>	<b>+1.9</b>

St. Petersburg/Clearwater Area: Annual '05 [www.KlagesGroup.com](http://www.KlagesGroup.com)

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## Expenditures: H/M/C/C, V F/R & Day-Tripper

### Annual 2005

	<u>Annual '04</u>	<u>Annual '05</u>	<u>%Δ</u>
H/M/C/C	\$1,709,535,123	\$1,807,598,928	+5.7
V F/R	1,199,187,570	1,278,280,849	+6.6
Day-Tripper	244,321,950	254,186,400	+4.0
<b>TOTAL</b>	<b>\$3,153,044,643</b>	<b>\$3,340,066,177</b>	<b>+5.9</b>

**TOTAL \$**

**IMPACT \$6,279,603,711 \$6,652,075,798 +5.9**

Multiplier k: 1.9916

St. Petersburg/Clearwater Area: Annual '05 [www.KlagesGroup.com](http://www.KlagesGroup.com)

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## Visitor Origins



Year-to-Date 2006

<u># of Visitors</u>	<u>YTD '05</u>	<u>YTD '06</u>	<u>% Δ</u>
Florida	18,464	17,253	-6.6
Southeast	25,585	27,718	+8.3
Northeast	201,717	193,647	-4.0
Midwest	207,822	211,032	+1.5
Canada	56,887	57,445	+1.0
Europe	64,650	64,811	+0.2
Opp. Mkt.	<u>21,123</u>	<u>23,229</u>	<u>+10.0</u>
<b>TOTAL</b>	<b>596,248</b>	<b>595,135</b>	<b>-0.2</b>

St. Petersburg/Clearwater Area: YTD '06

[www.KlagesGroup.com](http://www.KlagesGroup.com)

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## Visitors: H/M/C/C & V F/R



Year-to-Date 2006

<u># of Visitors</u>	<u>YTD '05</u>	<u>YTD '06</u>	<u>% Δ</u>
H/M/C/C	329,525	318,595	-3.3
V F/R	266,723	276,540	+3.7
<b>TOTAL</b>	<b>596,248</b>	<b>595,135</b>	<b>-0.2</b>

St. Petersburg/Clearwater Area: YTD '06

[www.KlagesGroup.com](http://www.KlagesGroup.com)

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## Expenditures: H/M/C/C & V F/R

**Year-to-Date 2006**

	<u>YTD '05</u>	<u>YTD '06</u>	<u>%Δ</u>
H/M/C/C	\$335,074,242	\$339,141,195	+1.2
V F/R	166,164,276	176,903,060	+6.5
<b>TOTAL</b>	<b>\$501,238,518</b>	<b>\$516,044,255</b>	<b>+3.0</b>

<b>TOTAL \$</b>			
<b>IMPACT</b>	<b>\$998,266,632</b>	<b>\$1,027,753,738</b>	<b>+3.0</b>

Multiplier k: 1.9916

St. Petersburg/Clearwater Area: YTD '06

[www.KlagesGroup.com](http://www.KlagesGroup.com)

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## Occupancy/Room Rates


**February 2006**

	<u>2005</u>	<u>2006</u>	<u>Δ</u>
<b>Occupancy</b>	<b>89.9%</b>	<b>87.2%</b>	<b>-2.7 pts.</b>
<b>ADR</b>	<b>\$98.55</b>	<b>\$105.23</b>	<b>+6.8%</b>

St. Petersburg/Clearwater Area: Feb. '06

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**Visitors: H/M/C/C & V F/R** 

**February 2006**

<u># of Visitors</u>	<u>2005</u>	<u>2006</u>	<u>% Δ</u>
H/M/C/C	180,465	170,695	-5.4
V F/R	153,718	159,260	+3.6
<b>TOTAL</b>	<b>334,183</b>	<b>329,955</b>	<b>-1.3</b>

St. Petersburg/Clearwater Area: Feb. '06 [www.KlagesGroup.com](http://www.KlagesGroup.com) © Research Data Services, Inc. 2006

**Expenditures: H/M/C/C & V F/R** 

**February 2006**

	<u>2005</u>	<u>2006</u>	<u>%Δ</u>
H/M/C/C	\$192,151,913	\$192,727,725	+0.3
V F/R	106,513,549	112,798,020	+5.9
<b>TOTAL</b>	<b>\$298,665,462</b>	<b>\$305,525,745</b>	<b>+2.3</b>
<b>TOTAL \$ IMPACT</b>	<b>\$594,822,134</b>	<b>\$608,485,074</b>	<b>+2.3</b>

Multiplier k: 1.9916

St. Petersburg/Clearwater Area: Feb. '06 [www.KlagesGroup.com](http://www.KlagesGroup.com) © Research Data Services, Inc. 2006

# Top U.S. Feeder DMA's



February 2006

	<u>2006</u>	<u>'05 Rank</u>
1. New York	10.7%	1
2. Chicago	8.7	2
3. Boston	7.5	3
4. Minneapolis / St. Paul	5.2	4
5. Hartford / New Haven	4.2	11
6. Detroit	4.0	5
7. Philadelphia	3.5	6
8. Pittsburgh	3.5	--
9. Columbus	3.4	--
10. Cleveland	3.0	10

St. Petersburg/Clearwater Area: Feb.'06

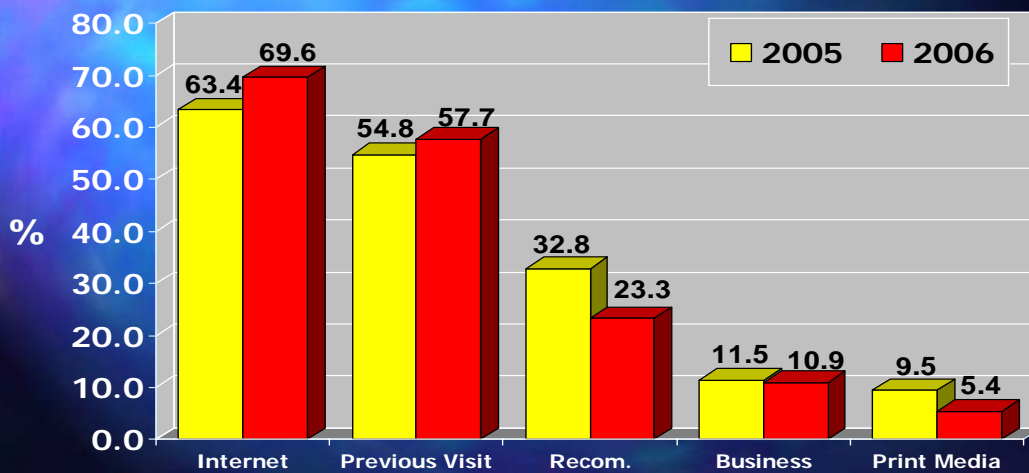
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# Info Most Helpful to Visit



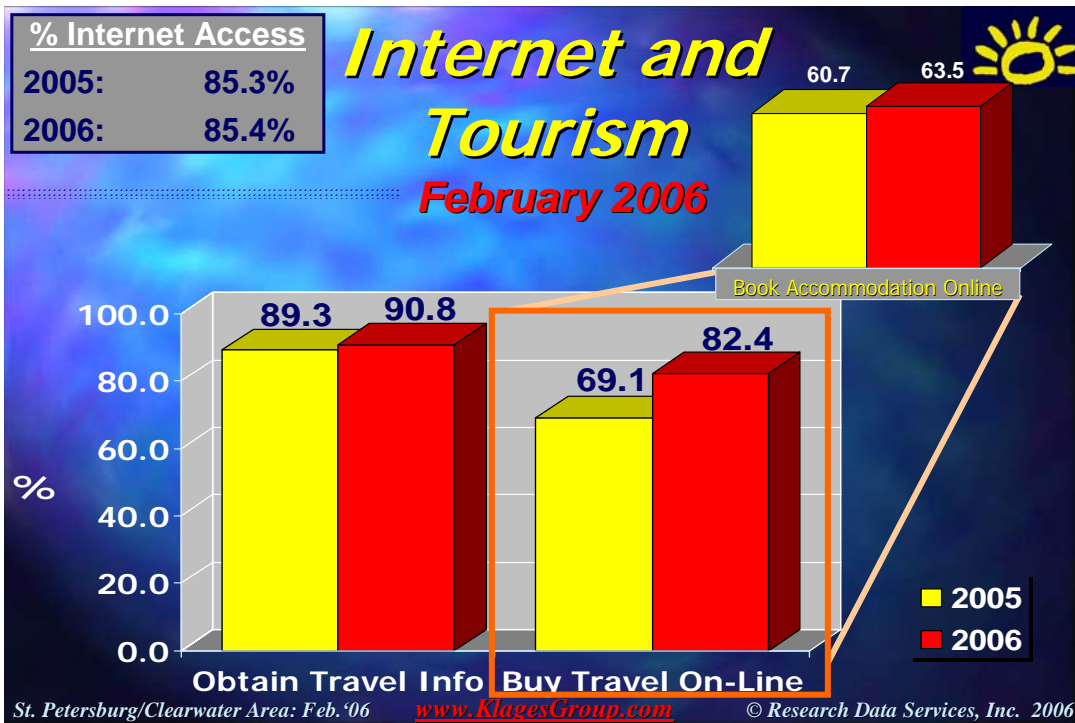
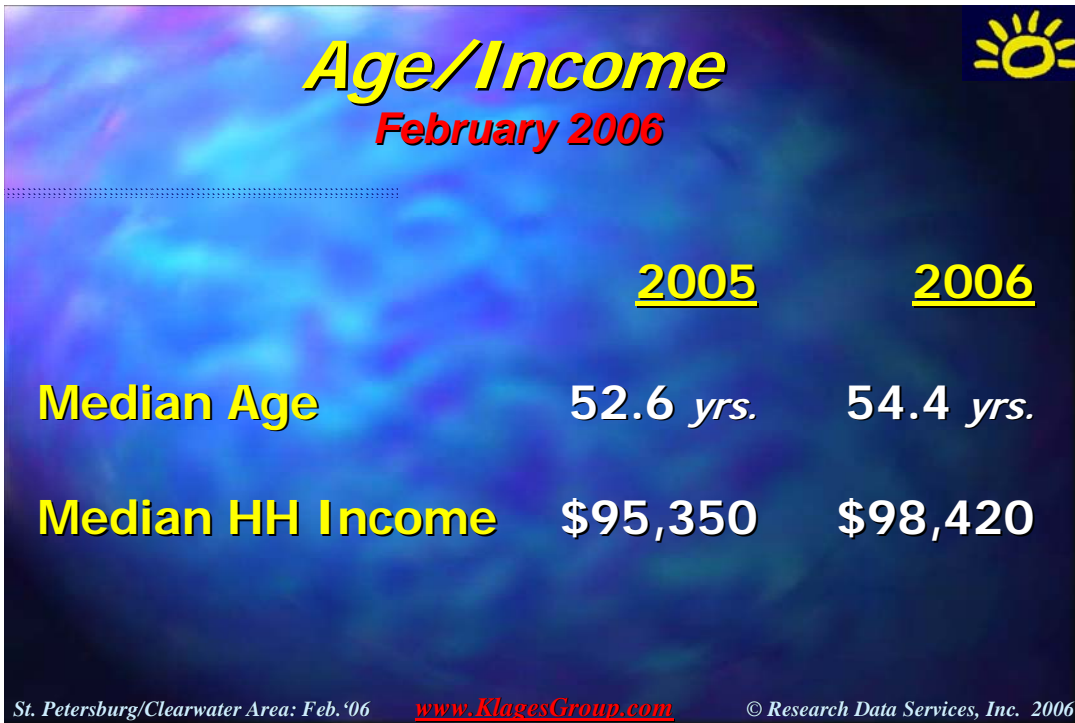
February 2006

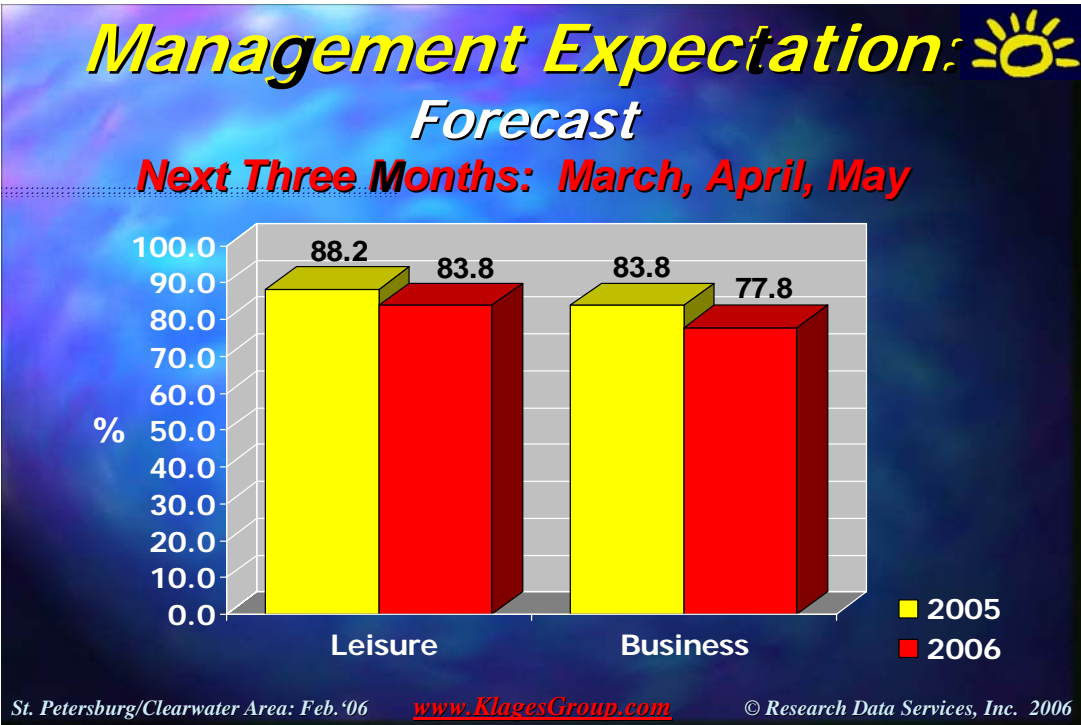
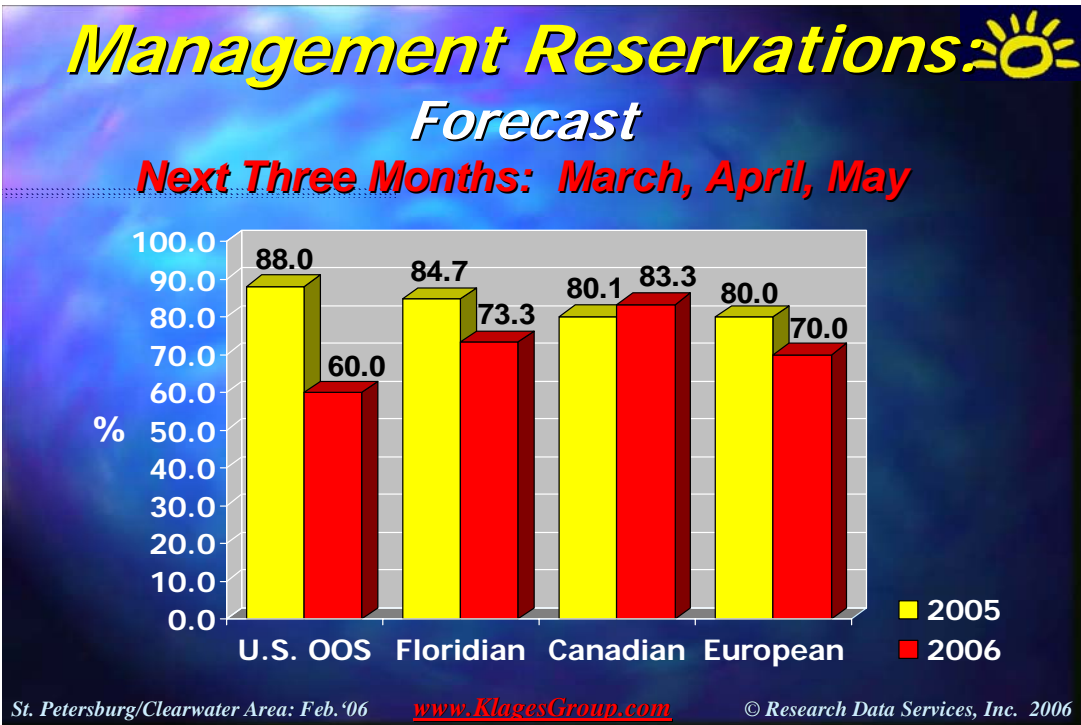


St. Petersburg/Clearwater Area: Feb.'06

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**DIRECTOR'S REPORT:**

FINANCIAL STATEMENTS

The Director presented the budget and expenditures reports, the tax collection tax reports, and the March In-Kind/Co-Op reports for review and filing.

St. Petersburg/Clearwater Area Convention & Visitors Bureau  
Budget & Expenditures Report -  
February, 2006

Account Name	Month	2005-2006 Budget	Y-T-D	Month	2004-2005 Budget	Y-T-D	
Exec. Salaries		\$112,072	\$1,444,280	\$559,181	\$104,979	\$1,242,450	\$515,242
Reg. Salaries		\$31,249	\$540,920	\$173,811	\$38,715	\$561,110	\$183,145
Benefits		\$42,318	\$580,810	\$199,044	\$41,432	\$533,220	\$192,378
<b>Total Services</b>		<b>\$185,638</b>	<b>\$2,566,010</b>	<b>\$932,036</b>	<b>\$185,126</b>	<b>\$2,336,780</b>	<b>\$890,765</b>
County Services		\$39,798	\$451,770	\$189,695	\$32,042	\$390,830	\$159,112
Rent/Leases		\$12,295	\$141,100	\$66,005	\$17,701	\$145,890	\$85,939
Repair/Main.		\$1,657	\$3,000	\$4,384	\$1,159	\$3,000	\$2,138
Supplies Print		\$0	\$5,000	\$277	\$0	\$5,000	\$72
Office Supplies		\$3,909	\$45,000	\$12,196	\$3,031	\$40,000	\$11,836
Equipment		\$0	\$10,000	\$0	\$0	\$50,000	\$0
<b>Total Operating</b>		<b>\$57,659</b>	<b>\$655,870</b>	<b>\$272,556</b>	<b>\$53,932</b>	<b>\$ 634,720</b>	<b>\$259,097</b>
Advertising		\$524,438	\$8,101,626	\$1,677,078	\$487,255	\$4,459,688	\$803,060
Promos/Publicity		\$70,342	\$419,350	\$138,695	\$3,946	\$278,495	\$88,474
Intl. Reps		\$81,967	\$852,654	\$235,256	\$27,973	\$628,487	\$245,674
Inquiry Serv.		\$433	\$25,000	\$2,386	\$2,789	\$25,000	\$5,472
Direct Sales		\$35,362	\$759,360	\$180,329	\$33,005	\$742,120	\$133,719
Research		\$12,958	\$195,000	\$75,892	\$20,458	\$180,500	\$79,792
New Product Dev.		\$10,464	\$500,000	\$25,964	\$5,184	\$200,000	\$5,184
Shipping./Postage		\$70,938	\$275,000	\$148,659	\$46,268	\$250,000	\$108,863
Travel		\$35,594	\$322,460	\$129,480	\$14,141	\$274,900	\$102,293
Memberships/Pubs		\$4,359	\$40,000	\$26,182	\$1,469	\$35,000	\$14,004
Chambers		\$0	\$85,000	\$20,750	\$250	\$85,000	\$21,250
Technology		\$7,500	\$400,000	\$7,500	\$0	\$350,000	\$15,000
<b>Total Promotional</b>		<b>\$854,356</b>	<b>\$11,975,450</b>	<b>\$2,668,172</b>	<b>\$642,738</b>	<b>\$7,509,190</b>	<b>\$1,622,784</b>
<b>Total</b>		<b>\$1,097,653</b>	<b>\$ 15,197,330</b>	<b>\$3,872,764</b>	<b>\$881,797</b>	<b>\$ 10,480,690</b>	<b>\$2,772,647</b>
Debt Service		\$392,499	\$5,969,190	\$1,742,191	\$336,615	\$5,584,190	\$1,630,781
Beach Renourish			\$2,438,710			\$2,379,270	
Transfer Tax Coll		\$39,426	\$737,120	\$107,717	\$32,513	\$563,830	\$101,770
Contingency Reserve			\$2,704,710			\$2,026,990	
Fund Bal Reserve							
Future Reserve							
<b>Total</b>		<b>\$431,926</b>	<b>\$ 11,849,730</b>	<b>\$1,849,908</b>	<b>\$369,128</b>	<b>\$10,554,280</b>	<b>\$1,732,551</b>
<b>Grand Total</b>		<b>\$1,529,579</b>	<b>\$27,047,060</b>	<b>\$5,722,673</b>	<b>\$1,250,925</b>	<b>\$21,034,970</b>	<b>\$4,505,198</b>

St. Petersburg/Clearwater Area Convention & Visitors Bureau  
Budget Revenue Report  
February, 2006

Account Name	Month	2005-2006 Budget	Y-T-D	Month	2004-2005 Budget	Y-T-D
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Clearwater, Florida, April 12, 2006

T.D. Tax	\$ 1,314,213	\$23,342,050	\$ 3,590,578	\$1,083,764.25	\$17,854,540.00	\$ 3,392,349
Interest	0	\$90,250	\$41,119			
Refund Prior Exp.	\$ -		\$462	\$ -	\$37,430	\$ 29,737
Other Revenues						
Tax Coll. Fees						
Reimb-other						
Total	\$1,314,213	\$23,432,300	\$3,632,160	\$1,083,764	\$17,891,970	\$3,422,086
Fund Bal. Beg. & Bud.		\$3,614,760	\$4,015,684		\$3,143,000	\$3,525,992
Total	\$1,314,213	\$27,047,060	\$7,647,844	\$1,083,764	\$21,034,970	\$6,948,078
Less Exp.	(\$1,529,579)		(\$5,722,673)	(\$1,250,925)		(\$4,505,197)
FB Ending	(\$215,366)		\$1,925,172	(\$167,161)		\$2,442,881

		Diane Nelson, CFC Pinellas County Tax Collector Tourist Development Tax Fiscal 2005-2006						
October	1,235,326.72	37,059.80	1,198,266.92	1,111,207.72	33,336.23	1,077,871.49	10.05	
November	1,073,257.79	32,197.73	1,041,060.06	1,165,157.70	34,954.73	1,130,202.97	8.56	
December	1,083,764.25	32,512.93	1,051,251.32	1,314,212.91	39,426.39	1,274,786.52	21.26	
January	1,589,934.56	47,698.04	1,542,236.52	2,074,078.48	62,222.35	2,011,856.13	30.45	
February	2,079,462.58	62,383.88	2,017,078.70	2,688,276.12	80,648.28	2,607,627.84	29.28	
March	2,771,321.33	83,139.64	2,688,181.69	0	0	0	0	
April	2,019,620.11	60,588.60	1,959,031.51	0	0	0	0	
May	1,564,340.82	46,930.22	1,517,410.60	0	0	0	0	
June	1,512,437.20	45,373.12	1,467,064.08	0	0	0	0	
July	1,600,780.61	48,023.42	1,552,757.19	0	0	0	0	
August	1,122,606.78	33,678.20	1,088,928.58	0	0	0	0	
September	949,407.10	28,482.21	920,924.89	0	0	0	0	
Total	18,602,259.85	558,067.79	18,044,192.06	8,352,932.93	250,587.98	8,102,344.95	18.28	

		Diane Nelson, CFC Pinellas County Tax Collector Pinellas Local Option Tax February, 2006					
Tax District	TD Type	Potential	Actual	Pct	Returns	Taxes Collected	
Belleair/Belleair Beach/Bluffs/Shores	Condo	812	411	50.62	21	3237.89	
	Hotel	7952	4378	55.06	2	22877.73	
	Motel	1176	0	0	1	4276.16	
	Single Family Dwelling	56	56	100	2	1776.5	
Total		9996	4845	48.47	26	32168.28	
Clearwater/Clearwater Beach	Apartments	11676	441	3.78	9	2248.24	
	Bed and Breakfast	84	35	41.67	1	219.37	
	Campground	9520	0	0	1	2291.82	
	Condo	5768	1584	27.46	97	15819.11	
	Condo-Hotel	448	53	11.83	3	435.49	

Clearwater, Florida, April 12, 2006

	Hotel	147112	43491	29.56	43	602975.71
	Mobile Home	1596	86	5.39	13	712.66
	Motel	50344	13996	27.8	75	109205.9
	Other	700	140	20	4	889.45
	Property Management	1120	1581	141.16	7	20314.17
	Single Family Dwelling	560	290	51.79	16	4118.83
	Time Share	1176	259	22.02	1	421.78
Total		230104	61956	26.93	270	759652.53
Dunedin	Apartments	252	52	20.63	1	259
	Campground	7336	1782	24.29	3	3061.1
	Condo	812	115	14.16	16	1002.97
	Condo-Hotel	28	0	0	0	0
	Hotel	3668	0	0	2	18219.35
	Mobile Home	952	28	2.94	6	541.48
	Motel	1484	422	28.44	5	3447.27
	Other	84	28	33.33	3	344.25
	Single Family Dwelling	196	171	87.24	6	635.91
Total		14812	2598	17.54	42	27511.33
Indian Rocks Beach	Apartments	504	195	38.69	6	1851.58
	Condo	3556	1093	30.74	61	16536.3
	Condo-Hotel	28	14	50	1	49.99
	Hotel	4620	1710	37.01	2	15290.85
	Motel	3892	1503	38.62	11	15342.4
	Other	308	146	47.4	5	1487.09
	Property Management	1204	645	53.57	4	29767.82
	Single Family Dwelling	280	241	86.07	6	1130.56
	Time Share	1176	2	0.17	2	526.5
Total		15568	5549	35.64	98	81983.09
Indian Shores	Apartments	700	340	48.57	4	2564.85
	Condo	3976	1576	39.64	87	11446.18
	Condo-Hotel	168	0	0	3	288.18
	Motel	560	56	10	3	2886.21
	Other	1792	31	1.73	3	4469.41
	Property Management	10696	960	8.98	5	25596.25
	Single Family Dwelling	140	0	0	0	0
	Time Share	1316	145	11.02	2	1160.48
Total		19348	3108	16.06	107	48411.56
Madeira Beach	Apartments	168	70	41.67	3	420.93
	Condo	8932	5765	64.54	149	37340.44
	Condo-Hotel	644	28	4.35	2	1716
	Hotel	3388	0	0	3	16702.05
	Motel	2744	1745	63.59	9	8534.71
	Other	280	0	0	1	609.25
	Property Management	1092	359	32.88	3	5537.41
	Single Family Dwelling	140	61	43.57	2	347.34
	Time Share	1176	0	0	1	681.53
Total		18564	8028	43.24	173	71889.66
Miscellaneous/Other	Apartments	29064	491	1.69	12	6172.4
	Bed and Breakfast	504	0	0	2	1294.43
	Campground	4928	0	0	1	361.24
	Condo	2716	1453	53.5	65	8564.05

Clearwater, Florida, April 12, 2006

	Condo-Hotel	14364	7193	50.08	3	36376.21
	Hotel	13776	9480	68.82	4	32779.12
	Mobile Home	3192	481	15.07	23	1641.62
	Motel	6720	1896	28.21	9	7163.92
	Other	15876	194	1.22	10	1905.1
	Property Management	49084	18629	37.95	54	205473.56
	Single Family Dwelling	420	166	39.52	12	1612.11
	Time Share	616	0	0	1	95.39
Total		141260	39983	28.3	196	303439.15
N Redington Beach/Redington Beach/Redington Shores	Apartments	168	61	36.31	1	351
	Bed and Breakfast	168	120	71.43	1	869.09
	Condo	2856	893	31.27	49	8819.61
	Hotel	7364	3746	50.87	4	25971.7
	Motel	5880	1946	33.1	12	18438.05
	Other	336	7	2.08	4	425.59
	Property Management	560	38	6.79	2	4921.85
	Single Family Dwelling	336	150	44.64	9	1201.48
	Time Share	3696	19	0.51	4	4407.76
Total		21364	6980	32.67	86	65406.13
Oldsmar/Safety Harbor	Bed and Breakfast	84	0	0	1	258.4
	Condo	252	58	23.02	3	707.42
	Hotel	13160	4956	37.66	4	61093.23
	Mobile Home	28	0	0	0	0
	Motel	728	276	37.91	2	938.44
Total		14252	5290	37.12	10	62997.49
Palm Harbor	Apartments	112	0	0	0	0
	Campground	3080	0	0	1	2621.77
	Condo	672	327	48.66	18	1683.63
	Hotel	21672	11826	54.57	3	114389.24
	Mobile Home	224	56	25	4	189.25
	Motel	3192	0	0	1	7911.46
	Other	196	2	1.02	2	118.46
	Property Management	168	28	16.67	1	393.41
	Single Family Dwelling	84	28	33.33	3	229.69
	Time Share	924	0	0	1	466.28
Total		30324	12267	40.45	34	128003.19
St Pete Beach/Tierra Verde	Apartments	1120	435	38.84	8	2436.34
	Bed and Breakfast	588	0	0	2	3313.21
	Campground	6664	0	0	1	4307
	Condo	4032	800	19.84	41	11897.19
	Hotel	66640	22935	34.42	13	413727.71
	Motel	13160	5258	39.95	24	44191.42
	Other	224	424	189.29	3	3029.08
	Property Management	84	375	446.43	4	10785.35
	Single Family Dwelling	280	60	21.43	6	1131.46
	Time Share	6888	284	4.12	6	6560.88
Total		99680	30571	30.67	108	501379.64
St Petersburg	Apartments	20916	274	1.31	7	4144.23
	Bed and Breakfast	644	297	46.12	4	2888.22
	Campground	48440	1074	2.22	1	15441.31
	Condo	12684	1471	11.6	80	10031.95

Clearwater, Florida, April 12, 2006

	Condo-Hotel	56	0	0	2	259
	Hotel	72016	12125	16.84	25	295745.23
	Mobile Home	19516	56	0.29	11	739.75
	Motel	26712	8007	29.98	42	34075.74
	Other	3976	72	1.81	7	2583.89
	Property Management	280	225	80.36	4	542.95
	Single Family Dwelling	308	120	38.96	8	751.02
	Time Share	28	6	21.43	1	53
Total		205576	23727	11.54	192	367256.29
Tarpon Springs	Bed and Breakfast	420	293	69.76	2	1203.64
	Condo	364	226	62.09	12	724.49
	Hotel	12796	28	0.22	4	32721.08
	Mobile Home	56	28	50	2	177.65
	Motel	616	129	20.94	2	1277.4
	Other	56	0	0	0	0
	Single Family Dwelling	168	35	20.83	5	359.18
Total		14476	739	5.11	27	36463.44
Treasure Island	Apartments	1064	170	15.98	5	2256.85
	Condo	2408	1025	42.57	55	5733.79
	Condo-Hotel	4872	3973	81.55	3	26334.26
	Hotel	5488	2481	45.21	2	14673.1
	Motel	17836	4942	27.71	39	63591.43
	Other	168	132	78.57	3	292.13
	Property Management	560	0	0	2	1472.05
	Single Family Dwelling	196	121	61.73	6	1010.71
	Time Share	1540	0	0	2	2776.74
Total		34132	12844	37.63	117	118141.06
Grand Total		869456	218485	25.13	1486	2604702.84
NOTE: The figures on this report reflect	the taxes collected prior	to Apr 01, 2006 for this specific		reporting		
The values in the cells	contain imported data only.	This spreadsheet does not contain		any formulas.		

IN-KIND/CO-OP REPORT

MARCH 31, 2006

* IN COUNTY *	Rooms	Food/Bev	Attract	Trans	Fam	Promo	Show	In-Kind Use	Other Contributions
Alden Resort*	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2900.00
Belleview Biltmore	1300.32	0.00	0.00	0.00	0.00	0.00	0.00	1300.32	1100.00
Best Western Beach Front Resort	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	75.00
Bilmar Beach Resort	458.00	0.00	0.00	0.00	0.00	0.00	0.00	458.00	75.00
Café Alma	0.00	177.04	0.00	0.00	0.00	0.00	0.00	177.04	0.00
Caladesi Island Ferry	0.00	0.00	0.00	56.00	0.00	0.00	0.00	56.00	0.00
Caladesi Island State Park	0.00	0.00	28.00	0.00	0.00	0.00	0.00	28.00	0.00
Century 21 Plumlee	2061.32	214.86	0.00	0.00	0.00	0.00	0.00	2276.18	0.00
Clearwater Beach Gulfview	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2295.00
Clearwater Cay Club	1875.00	0.00	0.00	0.00	0.00	0.00	0.00	1875.00	500.00
Clearwater Chamber	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8970.00

Clearwater, Florida, April 12, 2006

Clearwater Marine Aq.	0.00	0.00	245.00	0.00	0.00	0.00	0.00	245.00	0.00
Crown Golf	0.00	0.00	930.00	0.00	0.00	0.00	0.00	930.00	0.00
Dolphin Beach Resort	1183.00	0.00	0.00	0.00	0.00	0.00	0.00	1183.00	0.00
Dolphin Encounter	0.00	0.00	280.00	0.00	0.00	0.00	0.00	280.00	0.00
Dolphin Landings	0.00	0.00	210.00	0.00	0.00	0.00	0.00	210.00	0.00
Don CeSar Resort	1017.00	0.00	0.00	0.00	0.00	0.00	0.00	1017.00	425.00
Doubletree No. Redington Beach	450.00	0.00	0.00	0.00	0.00	0.00	0.00	450.00	0.00
Florida Holocaust Mus.	0.00	0.00	16.00	0.00	0.00	0.00	0.00	16.00	0.00
Florida International Museum	0.00	0.00	252.00	0.00	0.00	0.00	0.00	252.00	300.00
Friendly Fisherman Restaurant	0.00	186.42	107.55	0.00	0.00	0.00	0.00	293.97	0.00
Gulfside Resorts	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	25.00
Guppy's On The Beach	0.00	66.42	0.00	0.00	0.00	0.00	0.00	66.42	0.00
Harborview Center - City of Clwt	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2295.00
Hilton Clearwater Beach	1733.00	430.86	0.00	0.00	0.00	75.00	0.00	2238.86	3100.00
Hilton St. Petersburg	258.00	159.00	0.00	0.00	0.00	100.00	0.00	517.00	3595.00
Hilton Tampa Bay NRB	3584.00	0.00	0.00	0.00	0.00	0.00	0.00	3584.00	0.00
Holiday Inn Harbourside	0.00	207.45	0.00	0.00	0.00	0.00	0.00	207.45	0.00
Holiday InnSunspreet Clwtr	636.00	0.00	0.00	0.00	0.00	0.00	0.00	636.00	550.00
Holiday Inn Sunspreet Marina Cove	188.00	0.00	0.00	0.00	0.00	0.00	0.00	188.00	1075.00
JC Resort Management	1438.56	99.62	0.00	0.00	0.00	0.00	0.00	1538.18	0.00
Mama's Greek Rest.	0.00	267.23	0.00	0.00	0.00	0.00	0.00	267.23	0.00
Marriott on Sand Key	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2000.00
Mayirion Mykonos Res.	0.00	202.76	0.00	0.00	0.00	0.00	0.00	202.76	0.00
Palm Pavilion B & G	0.00	252.46	0.00	0.00	0.00	0.00	0.00	252.46	0.00
Pasa Tiempo	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	325.00
Pier (The)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	50.00
Radisson Central	168.00	0.00	0.00	0.00	0.00	0.00	0.00	168.00	0.00
Radisson Hotel & Conference Cntr	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	700.00
Renaissance Vinoy	269.00	488.96	0.00	0.00	0.00	100.00	0.00	857.96	0.00
Safety Harbor Resort & Spa	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	750.00
Salvador Dali Museum	0.00	0.00	980.00	0.00	0.00	0.00	0.00	980.00	75.00
Sheraton Sand Key	8640.00	1980.00	0.00	0.00	0.00	0.00	0.00	10620.00	5795.00
Sirata Beach Resort	0.00	350.00	0.00	0.00	0.00	0.00	0.00	350.00	3750.00
St. Nicholas Boat Line	0.00	0.00	154.00	0.00	0.00	0.00	0.00	154.00	0.00
St. Pete Museum of History	0.00	0.00	70.00	0.00	0.00	0.00	0.00	70.00	0.00
Ted Peters Restaurant	0.00	63.05	0.00	0.00	0.00	0.00	0.00	63.05	0.00
TradeWinds Group	608.00	412.15	0.00	0.00	0.00	0.00	0.00	1020.15	11900.00
Travel Resort Services	2767.60	300.00	0.00	0.00	0.00	150.00	0.00	3217.60	1675.00
TravelNow.com, Inc.	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1502.95
USA 3000	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	625.00
Westin Innisbrook	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2295.00
2nd Annual Culinary Competitions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	430.00
Co-operative Advertising	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	276996.20
Co-op Adv. FL Huddle Promo Bags	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2000.00
Co-op Adv. Logo Shirts	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	146.86
<b>IN COUNTY TOTALS</b>	<b>28634.80</b>	<b>5858.28</b>	<b>3272.55</b>	<b>56.00</b>	<b>0.00</b>	<b>425.00</b>	<b>0.00</b>	<b>38246.63</b>	<b>338296.01</b>
<b>*OUT OF COUNTY*</b>									
Busch Gardens	0.00	128.00	744.00	0.00	0.00	0.00	0.00	872.00	428.00
International Plaza	0.00	450.00	0.00	0.00	0.00	0.00	0.00	450.00	0.00
Museum of Science & Ind.	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	150.00
<b>OUT/COUNTY TOTAL</b>	<b>0.00</b>	<b>578.00</b>	<b>744.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>1322.00</b>	<b>578.00</b>
<b>GRAND TOTALS</b>	<b>28634.80</b>	<b>6436.28</b>	<b>4016.55</b>	<b>56.00</b>	<b>0.00</b>	<b>425.00</b>	<b>0.00</b>	<b>39568.63</b>	<b>338874.01</b>
<b>TOTAL USE</b>	<b>39568.63</b>								

MISCELLANEOUS

Ms. Ketterhagen reported on the value of the new partnership with the Tampa Bay Devil Rays, encouraging everyone to attend the upcoming National Tourism

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week luncheon at Tropicana Field.

Ms. Ketterhagen also announced that the annual CVB marketing meetings are scheduled for May 17<sup>th</sup> at the Renaissance Vinoy Resort.

In conclusion, Ms. Ketterhagen gave an update on the CVB's commitment to the Republican National Convention bid for 2008, indicating that the finalists will be determined in July 2006.

BOARD MEMBER COMMENTS

On behalf of the City of St. Petersburg, Russ Bond gave thanks to the CVB for their assistance in the success of this year's Grand Prix event. It was suggested to expand events and support of the local restaurants during next year's race.

ADJOURNMENT

The Chairman directed, there being no objection, that the meeting be adjourned at 10:54 A.M.