

7

MANATEE COUNTY GOVERNMENT AGENDA MEMORANDUM

SUBJECT TRAVEL TRADE WORKSHOP (TTW) MONTREUX, SWITZERLAND	TYPE AGENDA ITEM COMMENT
DATE REQUESTED JULY 7, 1998	DATE SUBMITTED/REVISED JUNE 24, 1998
BRIEFINGS/WHO? N/A	CONSEQUENCES IF DEFERRED
DEPARTMENT/DIVISION CONVENTION & VISITORS BUREAU - MARKETING	AUTHORIZED BY TITLE LARRY WHITE, EXECUTIVE DIRECTOR
CONTACT PERSON MONICA LUFF TELEPHONE/EXTENSION 729-9177 x231	PRESENTED BY/TITLE LARRY WHITE TELEPHONE/EXTENSION 729-9177 x232
ADMINISTRATIVE APPROVAL	

ACTION DESIRED
INDICATE WHETHER "REPORT ON," "DISCUSSION," "FORM OF MOTION," OR "OTHER ACTION REQUIRED:"

AUTHORIZATION TO EXPEND \$4,150 FOR DIRECTOR OF CONVENTION & VISITORS BUREAU TO TRAVEL TO MONTREUX, SWITZERLAND TO JOIN THE USA SWITZERLAND COMMITTEE AT TTW '98, OCTOBER 27 - 29, 1998, AS A PART OF THE FY 98-99 CVB MARKETING PLAN.

ENABLING/REGULATING AUTHORITY
FEDERAL/STATE LAW(S), ADMINISTRATIVE RULING(S), MANATEE COUNTY COMP PLAN/LAND DEVELOPMENT CODE, ORDINANCES, RESOLUTIONS, POLICY.)

COMP. PLAN 10.4.3.1. PROMOTION OF CULTURAL RESOURCES F.S. 125.0104 AUTHORIZED USES OF RESORT TAX FUNDS

BACKGROUND/DISCUSSION

- AFTER YEARS OF ATTENDANCE AT THE WORLD TRAVEL MARKET TRADESHOW IN LONDON, TRAVEL TRADE DEALINGS THERE ARE BEING ABSORBED BY OUR REP FIRM, ALLOWING US TO MOVE MARKETING DOLLARS TO EMERGING MARKETS.
- SIGNIFICANT SWISS TOURISM IS SHOWING UP AT OUR BEACHES, WITH GROWING INTEREST FROM THE TRAVEL TRADE THERE IN SENDING MORE.
- SWISS ECONOMY IS EXTREMELY STRONG, MAKING TRAVEL TO FLORIDA A GOOD VALUE, AND OF GREAT INTEREST.
- THIS SHOW IS A PART OF THE FY 98-99 MARKETING PLAN, BUT DEPOSITS MUST BE MADE IN JULY, 1998 TO BE A PART OF THIS SHOW.
- USA SWITZERLAND COMMITTEE HAS INVITED US TO BECOME A MEMBER.

HAS COUNTY ATTORNEY REVIEW BEEN REQUESTED? INDICATE "NO" OR "YES" @ RIGHT. IF "NO," PROCEED TO 1) BELOW; AND IF "YES," PROCEED TO 2) BELOW. N/A

1) IF "NO" TO ABOVE,
A) PLEASE EXPLAIN BELOW: (SEE ALSO FOLLOWING SECTION 1(B) RE: CONTRACT, AGREEMENT, LEASE, ETC.)

THIS IS NOT A LEGAL ISSUE.

B) IF A CONTRACT, AGREEMENT, LEASE OR OTHER DOCUMENT WAS PREVIOUSLY APPROVED, STATE YEAR OF LAST USE @ RIGHT:

2) IF "YES" TO FIRST QUESTION IN THIS SECTION,
A) HAS ENTIRE MATTER, OR ONLY A PORTION, BEEN REVIEWED? IF ONLY A PORTION, WHICH PORTION?

B) HAVE ALL COMMENTS/SUGGESTIONS RAISED BY COUNTY ATTORNEY BEEN ADDRESSED/INCORPORATED; IF NOT, PLEASE EXPLAIN. A COPY OF FINAL COUNTY ATTORNEY MEMO RE THIS MATTER MUST BE ATTACHED (IF COMMENTS WERE VERBAL, SO INDICATE.)

ATTACHMENTS: (LIST IN ORDER AS ATTACHED) 1. LETTER FROM WERNER WIEDNER DATED APRIL 20, 1998 2. REGISTRATION FORM FOR TRAVEL TRADE WORKSHOP 3. UPDATE OF SWISS MARKET	INSTRUCTIONS TO BOARD RECORDS: cc MINUTES TO CVB
COST \$4,150.00	SOURCE (ACCT# & NAME) 103000220254000000 CVB Promotions
COMMENTS	AMT./FREQ. OF RECURRING COSTS ATTACH FISCAL IMPACT STATEMENT APPROVED IN OPEN SESSION



**EMBASSY OF THE UNITED STATES OF AMERICA
BERN, SWITZERLAND**

**INVITATION TO THE USA PAVILION
at
TTW 98**

April 20, 1998

Ladies and Gentlemen:

This is to invite you to attend and exhibit in the USA Pavilion at TTW 98, October 27-29, 1998. A **sizeable and highly visible US presence** at this important event is a **MUST!** Virtually all other **competing destinations** are present with massive exhibits. TTW, the only trade show for outgoing Swiss tourism is firmly established with the industry. It is the annual "get-together" of the Swiss and foreign trade including everybody from the counter agents to the CEO's. It complements the annual Visit USA Seminar in January in an ideal way!

In a nutshell, Switzerland's outgoing travel in 1997 topped SF 12 billion or somewhat over \$ 8 billion. The 420,000 Swiss visiting the US last year produced revenues of about \$ 1.3 billion for the US travel industry.

Last but not least **participation fees fell** as a result of the higher rate of the dollar versus the Swiss Franc. The cost for a 5 square meter standard booth (full package) is now \$ 1,700.00 and that of a **double booth \$ 3,200.00.**

Show flag at TTW '98 and please don't forget to complete and return the application form by **May 31, 1998** in order to get the best price! Please consult the attached for further details and the application form.

Sincerely,

Werner E. Wiedmer
Delegate for Trade & Tourism



**The
COMMERCIAL
SERVICE**
United States of America
Department of Commerce

INVITATION!

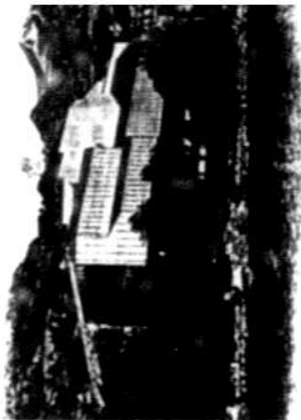


USA Group Exhibit

INVITATION!



USA Group Exhibit!



THE UNIQUE PLATFORM

To establish a stronger and more in-depth penetration of the Swiss travel market
To develop solid personal contacts with your negotiators and business partners
To increase your **Business** in the Swiss travel market

MONTREUX GREET'S YOU

With its Convention & Exhibition Center facing the mountains and directly on the beautiful Lake of Geneva
With a great variety of reputed hotels and restaurants just a few steps away from the TTW
With its hospitable atmosphere, promoting human contacts and better business



Visit USA Committee

Contact: American Embassy
US & Foreign Commercial Service
P.O. Box
CH-3001 Bern, Switzerland
Phone (41-31) 357 7342
Fax (41-31) 357 7336

Please turn page for more information

WHAT IS TTW 98

The 1998 Travel Trade Workshop is Switzerland's main outgoing trade show. It is organized by the travel trade for the travel trade and supported by all major tour operators. TTW 98 will feature over 1,100 exhibitors from around the world. Some 11,000 travel agents attended with a sizeable number from France and Germany in 1997.

TTW 98 HIGHLIGHTS

attractive, highly visible USA Exhibit with complimentary bar

same rates as in 1996 and 1997!

free train tickets to Montreux from any Swiss RR-station, incl. Zurich and Geneva airports

reduced hotel room rates

20 percent discount on all basic Swissair air fares

contact X-change (prescheduled meetings between buyers and exhibitors)

On-site Internet access

Rates (Participation fees):

Type A. Standard size booth, SF 2,380.- (\$1700.00). Smallest size (5 sq. meters), ready-to-move-in booth with back and side walls, calling with lights and company name, carpeting, counter and two chairs.

Type B. Double booth, SF 4,690.- (\$3,200.00). Five meters of open front (10 sq. meters), double counter, same finish as above.

Type C. Open space, individually sized Booth construction by exhibitor, contact U.S. Embassy Bern for a quote.

USA PAVILION AT PRIME LOCATION

The USA Exhibit is located in hall A3 the busiest of the whole show. The layout of the USA booth exposes all exhibitors to the main stream of the visiting travel agents. It brings together American producers as well as local travel agents and TO's. The exhibit features an attractive U.S. style decoration with a complimentary bar and meeting facilities. It has been one of the main attractions of TTW in the past 12 years!

Swiss Market Data in a Nutshell

The Swiss have ranked among the most active travellers worldwide in the past years. They spent an estimated 7.6 billion dollars overseas, the U.S. share being an impressive 1.3 billion dollars! Some 420,000 Swiss visited the U.S. in 1997. Switzerland is a market with a high purchasing power. English is widely spoken. 4.8% unemployment, 4-5 weeks of paid vacation. Repeaters represent over two-thirds of all travellers to the U.S.

How to participate:

Complete, sign and return the attached application form. Applications will be accepted on a first-come first-served basis.

Deadline for application:

May 15, 1998

Please note that exhibit rates will increase by 8% for bookings after May 30, 1998.

Cancellations: cannot be accepted after June 30, 1998 and full cost will be charged.



USA GROUP EXHIBIT at TRAVEL TRADE WORKSHOP Montreux, Switzerland October 27-29, 1998

APPLICATION FORM

PARTICIPATION AGREEMENT

We hereby make application to participate in the USA Group Exhibit at the Travel Trade Workshop 1998. The application form, completed and signed, becomes a participation agreement upon receipt of written confirmation from the Embassy.

Organization: _____

Contact Person: _____

Address: _____

City, State, ZIP: _____

Tel: _____ FAX: _____

To complete this portion, consult information sheet

We will participate with:

- a booth Type A = SF 2,380.00 (approx. \$ 1,700) - Standard size 5 m2 booth
- a booth Type B = SF 4,690.00 (approx. \$ 3,200) - Double size 10 m2 booth
- a booth Type C dimensions: _____ Preferred booth Nr: _____

Important note: Please be advised that no VAT will be charged to the Embassy organized USA Exhibit. Above rate net prices, as a result. Rates will be 8% higher for bookings after May 30, 1998.

Booth will be staffed by (provide names for exhibitor badges)

EXTRAS (will be charged additionally):

- We require the following electric contacts: _____ Volts _____ Watt
- We require a telephone in our booth
- We require the following additional furniture, refrigerator, etc.
- We need hotel reservation: Number of room(s): _____ Date of Arr: _____ Date of Dep.: _____ First Class Hotel More moderately priced Hotel (Rooms which were reserved but not used will be charged!)

Payment: Check attached Wish to be invoiced

DEADLINE for Application: May 15, 1998

Date: _____ Signature: _____

Please return to: Office of the Commercial Counselor

American Embassy

P.O. Box

CH-3001 Bern, Switzerland.

Tel. (41-31) 337 73 42 or 43; FAX (41-31) 337 73 36

CANCELLATIONS AFTER JUNE 30, CANNOT BE ACCEPTED AND FULL WILL BE CHARGED

SPECIAL FOCUS ON: Visit USA Committee Switzerland

With both active members (those with an office in Switzerland) and passive members (those with an office outside of Switzerland), the Visit USA Committee Switzerland has 31 members of which 11 are American. Although the committee does not charge an annual fee, an admission fee of \$700 for active members and \$500 for passive members is assessed.



Currently the board members are as follows:

Martin Massuger, Chairperson, Director of Leisure Sales, Swissair

Werner L. Wiedmer, Vice-Chair/Embassy Liaison-Delegate for Trade and Tourism, U.S. Embassy

Javier Gonzalez, Representing tour operators-Marketing Manager, ITB

Detlev Bunde, Representing producers (cruises, car rental companies, etc.)-CEO, Coslich

Bruno Walker, Representing retailers and French-speaking Switzerland-Marketing Manager, Travel Division of TCS

The Committee recently wrapped up its largest program of the year, the 22nd annual Visit USA Seminar, held January 27 and 28 at the Zurich Kongresshaus. The two-day event featured 115 exhibitors, of which 90 were U.S. companies (destinations, airlines, hotels, etc.). A total of 825 travel agents from throughout the entire country and 53 from Germany, Austria and France were in attendance.

The daily program, in addition to the exhibits consisted of 4 workshops with the themes of "Georgia," "The Scenic Byways of the States," "Did You Know?," an interactive workshop making use of remote controls for each participant to check their results, and "Internet." The event concluded with a Georgian-style dinner complete with "Peach Cobbler and Praline." The event was covered extensively by the media and two trade magazines, *Travel Inside* and *Schweizer Touristik*, produced special issues for the occasion. Additionally, U.S. Ambassador to Switzerland Madeleine M. Kunin paid an official visit to the show.

The committee considered the show to be a success

with several states having already expressed an interest in being the featured destination in 1999.

Further evidence of the success of the show was noted by attendee Homer Staves, vice president of international marketing for Kampgrounds of America, Inc. (KOA), who stated, "KOA has been represented at this show for the last 10 years. It is a show that we would not miss... this show helps maintain KOA's share of the market in Switzerland. KOA has developed a long-term relationship with all of the major wholesalers in Switzerland because of the show."

The Swiss market is a mature market, ranking 6th in Europe. According to information provided by the Visit USA Committee and the U.S. Embassy, approximately 75% of travelers to the US are repeat customers. Another factor making the Swiss market a strong one is the purchasing power of the population—a result of one of the world's highest per capita incomes (approximately US\$38,000).

The Swiss traveler likes independent travel, enjoys discovering new destinations and is very interested in cultural and sporting activities. Additionally, shopping is very popular, and activities involving nature and wildlife are important. The average stay in the U.S. is 15.9 nights with an average of 2 states visited. According to statistics provided by the U.S. Embassy and the Visit USA Committee, in 1996, 66% of Swiss travelers to the U.S. visited for vacation/holiday purposes, 34% for business, 34% to visit friends and relatives and 10% to attend conventions.

In terms of Swiss travelers' destinations, New York, California, Florida, and Nevada are the top states visited with shares in 1996 of 36%, 30%, 25% and 13% respectively. Top cities visited are New York, Los Angeles and San Francisco, boasting market shares of 35%, 18% and 15% respectively.

While traveling in the U.S., 43% of Swiss travelers utilize rental cars, 31% fly, 24% use private automobiles, 15% take trains and 7% ride buses between cities.

For further information, contact Martin Massuger, Chairman, The Visit USA Committee Switzerland, telephone 011 4131 357 7342, fax 011 4131 357 7336.