Travel Trade Leads

Leads for:
UK Sales Mission 2012, 10/13/2012 -
Paul Sherburne, T & T Representative
121 7th Pl E Ste 100
St Paul, MN 55101
(651) 757-1867
paul.sherburne@state.mn.us

Air France/KLM United Kingdom	Peter Chambers, National Account Manager

Plesman House, Cains Lane
Bedfont, Middlesex TW14 9RL
United Kingdom

Fax: +44 208-584-4391
Email: peter.chambers@klm.com

Air France-KLM, along with SkyTeam partners Delta and Alitalia, is a dominant player in the Europe-USA market with hubs in Paris, Amsterdam, London and Rome. MSP has non-stop service from the first three.

Campaign Note Date	***Note***
UK Sales Mission 2012 12/7/2012 04:03 PM	Peter meets 1 or 2 times per month with the communications staff to discuss co-branding efforts to reach consumers. They produce e-flyers promoting destinations and distribute these to frequent flier lists. He is interested in developing awareness of MSP leading up to the 2016 Ryder Cup at Hazeltine. Their golf packages average 5000 BP, or $8000 pp. Likes idea of working with Your Golf Travel and TravelMole on this. Willing to support media fams. Cellet will follow-up.

Air France/KLM United Kingdom	Bjoern Murken, Account Manager

Plesman House, Cains Lane
Bedfont, Middlesex TW14 9RL
United Kingdom

Phone: +44 871-222-2200
Fax: +44 208-584-4391
Email: bmurken@airfrance.fr

Air France-KLM, along with SkyTeam partners Delta and Alitalia, is a dominant player in the Europe-USA market with hubs in Paris, Amsterdam, London and Rome. MSP has non-stop service from the first three.

Campaign Note Date	***Note***
UK Sales Mission 2012 12/7/2012 03:45 PM	He has been discussing with his boss the possibility of highlighting MSP by giving a RT ticket prize (London to MSP) fro travel in 2013. Prize would include hotel and attractions in metro including MOA voucher and CC prize. He'll know by January if this will happen and, if so, he'll be in touch with us. Also discussed a travel agent fam tour for 8 pax (5-6 TAs & 2-3 AF/KLM escorts). Meet Mpls. is interested in supporting this.

America As You Like It	Catherine Pusey, Product Director

2 Oxford House 24 Oxford Rd N
London W4 4DH
United Kingdom

Phone: +44 (208) 7428299
Email: cath@americaasyoulikeit.com
Website: www.americaasyoulikeit.com

Tailor-made FIT & Fly-Drive itineries in the US & Canada featuring unique properties: historic hotels, inns, B&Bs, ranches and 'self-catering'. They now carry Great Lakes product on the website, although not in the print brochures. They use AlliedTPro, Tourico, Hotelbeds, Rocky Mountain Holiday Tours and Tour Mappers as receptives.

Campaign Note Date	***Note***
UK Sales Mission 2012 12/5/2012 02:35 PM	Currently carrying 15 day Great Lakes itinerary with 3 nights in MN (2 in the Twin Cities). We discussed ways to promote the itinerary including buying into their e-newsletter (circ 13,000 high-end travelers) and making the itinerary the featured destination of the month - cost is $6,000. This would have to be a Great Lakes USA project. Cath would consider supporting a journalist taking the itinerary, i.e. providing

	the ticket, and writing about it. We could also do a separate shopping promotion with a "Price is Right" contest and gift. For example, guess the price of a Michael Kors bag at MOA and win the bag. Cellet will follow-up. The company also has two subsidiary brands: Go Fishing Worldwide (www.gofishingworldwide.co.uk) and Windows on the Wild (www.windowsonthewild.com). Both of these hold some possibilies regarding MN, however, these are luxury tours with competing product in all of the most of the world's most desireable destinations.

Brand USA	**Sarah Barnett, PR & Communications Director**	
15 Bedford Street London WC2E 9HE United Kingdom	*Phone:*	+44 20-7845-6378
	Email:	sbarnett@thebrandusa.co.uk
	Website:	www.thebrandusa.co.uk

UK & Ireland office of Brand USA

Campaign Note Date	***Note***
UK Sales Mission 2012 12/5/2012 03:15 PM	Black Diamond is the contracting agency for Brand USA. British Airways (BA) will support a Mega Fam to the US in May 2013 for 100 travel agents - 4 groups of 20 and 2 groups of 10 to various destinations. Details of itineraries are yet to be determined. They will establish a social learning site which destinations may contribute to at no cost. There will also be an industry resource website with comparable content. A major TV & print ad campaign will take place May, June & July. Fifty 3-4 minute vinettes about sports in America will be produced and shown on ESPN-UK. Great Lakes USA & the Cellet sports partnership with TravelMole will support one of these. Cellet will follow-up.

Essentially America	**Mary Moore Mason, Editorial Director**	
Phoenix International Publishing 55 Hereford Rd , London W2 5BB United Kingdom	*Phone:*	+44 (207) 2436954
	Fax:	+44 (207) 2432047
	Email:	marymooremason@phoenixip.com
	Website:	www.essentiallyamerica.com

Campaign Note Date	***Note***
UK Sales Mission 2012 12/5/2012 06:58 PM	Mary continues to be interested in MN, especially following her fam tour in 2011. Feel free to provide news at any time.

Jetset: Tours, Flights & Tailor-made Holidays	**Adrian Smyth, Sales Director**	
Refuge House, 9-10 River Front Enfield, Middlesex EN1 3SZ United Kingdom	*Phone:*	+44 (79) 03805860
	Email:	adrian.smyth@jetsetflights.co.uk
	Website:	www.jetsetholidays.co.uk

Company sells high-end tailor-made tours to both the travel trade, through Jetset Flights website, and consumers, through Jetset Holidays site. 50% of their business is long haul, with US #1. They use ATI, AlliedTPro, GTA, & Gullivers. Accommodations bookings powered by Hotelbeds.com.

Campaign Note Date	***Note***
UK Sales Mission 2012 12/6/2012 09:06 PM	Adrian is the go-to-guy for anything to do with Jetset. He believes partnerships are the key to success and he thinks highly of Cellet.

Lindsay Sutton Press & PR Ltd	**Lindsay Sutton, Freelance Writer**	
4 Rake Fold Holcombe Village, Nr Bury	*Email:*	lrsuttonpr@aol.com

, Lancashire BL8 4ND
United Kingdom

Campaign Note Date	***Note***
UK Sales Mission 2012 12/5/2012 06:16 PM	Very interested in returning to the States on a fam tour. Would love to visit MN. Has admired the state from afar. Has numerous outlets particularly in the north where he lives.

Neil Murray Features — Neil Murray, Freelance Writer

51 Williams Grove St James Park
Long Ditton, Surrey KT6 5RP
United Kingdom

Phone: +44 (20) 82240888
Fax: +44 (20) 82245769
Email: neil@murrayfeatures.com
Website: www.murrayfeatures.com

NEIL MURRAY is a freelance travel journalist and former Travel Editor of the London Daily Mirror. He is a member of both the British Guild of Travel Writers and the British Association of Journalists and has written for a variety of publications in the UK. These include Essentially America magazine, the Scottish Sunday Mail, Daily Mail, Daily Express, ABTA magazine, Voyager inflight magazine, the Jewish Chronicle, CNN Traveller, OK! and Hello magazines, the Surrey Advertiser, Selling Long Haul and Travel Trade Gazette

Campaign Note Date	***Note***
UK Sales Mission 2012 12/5/2012 05:55 PM	Neil & I discussed numerous topics including encouraging him to visit MN on a fam tour. He would love to do so. He blogs and contributes to Essentially America. He was quite interested in doing a brief piece on the upcoming opening of Radisson Blu at MOA. I provided him with the background and contact information for an image and further information.

One Tone — Tim Cole, Managing Director

Website: www.onetone.co.uk

One Tone creates brand and product awareness through creative cross partnershps in multiple fields including travel, retail and social media.

Campaign Note Date	***Note***
UK Sales Mission 2012 12/7/2012 04:31 PM	Discussed numerous possible cross-branding promotional ideas. Tim has a bicycle clothing and accessories client and is working with Mary Kay Cosmetics (20,00 UK reps) on projects that could tie in to MOA, Minneapolis and/or Minnesota. The bike client might be interested in our high rankings as biking cities and state, our trail system, the Cuyuna Trail mountain bike park, etc. Greg LaMonde MN connection referenced. Possible sponsorship of the MS Society's Ride Across Minnesota. Mary Kay has new Kissology App (kisses are rated by kissing phone screen). Possible interest in partnering with MOA and the Chapel of Love and/or sponsoring a Valentines Day MOA shopping package with an airline & tour operator. Cellet will follow-up.

Page & Moy Travel Group — Natalie Harwood, Product & Purchasing Assistant

Compass House, Rockingham Road
Market Harborough, Leicestershire LE16 7QD
United Kingdom

Email: nharwood@pageandmoytravelgroup.com
Website: www.pageandmoy.co.uk

Page & Moy is a large UK tour operator with two brands: Travelshpere, for senior market and Just You, which caters to the the upscale singles market - 45+. They offer 300 escorted tours to over 70 countries using air, motorcoach, cruise ships and rail. They were recently purchased by All Leisure Group.

Campaign Note Date	***Note***

UK Sales Mission 2012 12/5/2012 04:20 PM	Met with both Nat and her boss Emily Legget. We primarily discussed their new Mississippi River cruise & motorcoach itineraries for fall of 2013. They will run three back-to-back-to-back tours starting in St Louis Sept 27 cruising up river,arriving St Paul Oct 5, then driving to Chicago. Another tour will reverse this route starting in Chicago Oct 1, going down river from St Paul on the 4th, finishing in St Louis on the 13th. The final itinerary will be the same as the first from Oct 11-24. All three tours will spend one night in St Paul - most likely at The Saint Paul Hotel. A sightseeing tour will be included (recommended metroConnections) with a stop at MOA for shopping. In 2014 they are proposing a Great Lakes 14 day motorcoach tour for 40 pax. Great Lakes USA will develop the itinerary. They will most likely be both media and travel agent fams first - in 2013. The above packages will be thru Travelsphere. Finally, the Just You brand is in discussion with Icelandair regarding a New Year singles package. This could lead to future Icelandair partnerships at other times of the year to include MSP.

Page & Moy Travel Group	**Emily Legget, Product & Purchasing Manager**
Compass House, Rockingham Road Market Harborough, Leicestershire LE16 7QD United Kingdom	*Email:* elegget@pageandmoytravelgroup.com *Website:* www.pageandmoy.co.uk

Page & Moy is a large UK tour operator with two brands: Travelshpere, for senior market and Just You, which caters to the the upscale singles market - 45+. They offer 300 escorted tours to over 70 countries using air, motorcoach, cruise ships and rail. They were recently purchased by All Leisure Group.

Campaign Note Date	***Note***
UK Sales Mission 2012 12/5/2012 04:18 PM	Met with both Emily and her subordinate Nat Harwood. We primarily discussed their new Mississippi River cruise & motorcoach itineraries for fall of 2013. They will run three back-to-back-to-back tours starting in St Louis Sept 27 cruising up river,arriving St Paul Oct 5, then driving to Chicago. Another tour will reverse this route starting in Chicago Oct 1, going down river from St Paul on the 4th, finishing in St Louis on the 13th. The final itinerary will be the same as the first from Oct 11-24. All three tours will spend one night in St Paul - most likely at The Saint Paul Hotel. A sightseeing tour will be included (recommended metroConnections) with a stop at MOA for shopping. In 2014 they are proposing a Great Lakes 14 day motorcoach tour for 40 pax. Great Lakes USA will develop the itinerary. They will most likely be both media and travel agent fams first - in 2013. The above packages will be thru Travelsphere. Finally, the Just You brand is in discussion with Icelandair regarding a New Year singles package. This could lead to future Icelandair partnerships at other times of the year to include MSP.

Travel Bulletin	**Paul Scudamore, Contributing Editor**
University House, 11-13 Lower Grosvenor Place London SW1W 0EX United Kingdom	*Phone:* +44 20-7834-6661 *Fax:* +44 20-7973-0076 *Email:* post@travelbulletin.co.uk *Website:* www.travelbulletin.co.uk

A trael trade publication directed at travel agents.

Campaign Note Date	***Note***
UK Sales Mission 2012 12/5/2012 06:50 PM	Discussed a range of topics and means of educating agents about MN. Cellet will follow-up.

Travel Republic Ltd	**Steve Dean, Commercial Manager**
Clarendon House, 147 London Road Kindston-upon-Thames, Surrey KT2 6NH United Kingdom	*Phone:* +44 20-8974-7220 *Fax:* +44 20-8974-7228 *Email:* steve@travelrepublic.co.uk

Website: www.travelrepublic.co.uk

One of Europe's largest online travel agencies wiht 2 million annual bookings through websites in the UK, Ireland and Spain featuring 150,000 hotels, 100 airlines to 650 destinations worldwide. They use Tourico, AlliedTPro as receptives. Have contracts with Best Western, Hotelbeds, Expedia. 85% of sales done online.

Campaign Note Date	***Note***
UK Sales Mission 2012 12/6/2012 07:47 PM	We discussed Blooomington's Big Ticket and MOA's Nickelodeon Universe, Sea-Life Acquarium and coupon book voucher all of which their family oriented clients would find extemely interesting. MOA and Cellet will follow-up.

Travel Republic Ltd	**Kate Hallam, Partner Program Manager**

Clarendon House, 147 London Road
Kindston-upon-Thames, Surrey KT2 6NH
United Kingdom

Phone: +44 20-8974-7216
Fax: +44 20-8974-7228
Email: kateh@travelrepublic.co.uk
Website: www.travelrepublic.co.uk

One of Europe's largest online travel agencies wiht 2 million annual bookings through websites in the UK, Ireland and Spain featuring 150,000 hotels, 100 airlines to 650 destinations worldwide. They use Tourico, AlliedTPro as receptives. Have contracts with Best Western, Hotelbeds, Expedia. 85% of sales done online.

Campaign Note Date	***Note***
UK Sales Mission 2012 12/6/2012 07:24 PM	They are expanding US product to include dynamic packaging. She has 'switched on', i.e. highlighting Twin Cities hotels for Holiday shopping season. Four current properties are: Radisson Plaza, W-The Foshay Tower, Hilton Airport and Best Western Dakota Ridge (Eagan). 'Customer favorites' are: Best Western Normandy, Hapton Inn Minneapolis-Burnsville and Sleep Inn and Suites - Rogers.

Travel Republic Ltd	**Elinor Steiner, Commercial Executive**

Clarendon House, 147 London Road
Kindston-upon-Thames, Surrey KT2 6NH
United Kingdom

Phone: +44 20-8974-7219
Fax: +44 20-8974-7228
Email: elinor@travelrepublic.co.uk
Website: www.travelrepublic.co.uk

One of Europe's largest online travel agencies wiht 2 million annual bookings through websites in the UK, Ireland and Spain featuring 150,000 hotels, 100 airlines to 650 destinations worldwide. They use Tourico, AlliedTPro as receptives. Have contracts with Best Western, Hotelbeds, Expedia. 85% of sales done online.

Campaign Note Date	***Note***
UK Sales Mission 2012 12/6/2012 07:45 PM	Elinor does much of their social networking including blogging on Facebook.

TravelMole	**Graham McKenzie, Director, United Kingdom**

United Kingdom

Email: graham@travelmole.com
Website: www.travelmole.com

TravelMole.com is the first online community for the Travel and Tourism Industry, established in 1998. Today TravelMole.com and TravelMole.TV publishes 15 eNewsletters and broadcasts hundreds of videos to over 450,000 travel & tourism industry professional registered members and subscribers, as well as 30 million consumers in 132 countries.

Campaign Note Date	***Note***
UK Sales Mission 2012 12/5/2012 09:24 PM	Graham has recently partnered with Cellet on sports travel - particularly golf which he is passionate about. He and Robin Couchman of Your Golf Travel (see separate lead) would like to work together on a proposed Ryder Cup preview golf tournament in September 2013 here in MN. The one they did last year around the Ryder Cup

	near Chicago was excellent. 5 days/4 nights/8 pax. It would be a qualifying event for their "The Race to Dubai" tournment. It would be open to UK travel industry. Affordable Car Hire, the official TravelMole rental car company woul dbe a sponsor as would TravelMole. TravelMole produces VISION magazine on sustainable tourism for which Graham is always seeking story ideas such as The Mississippi National River and Recreation Area, green cities, bicycling, District Energy, etc.

USAirtours	Linda Dixie, Product Manager
2 Loughton Business Centre, Langston Road Loughton, Essex 1G10 35J United Kingdom	*Phone:* +44-8712-100-500, ext 1900 *Fax:* +44-8712-106-810 *Email:* ldixey@usairtours.co.uk *Website:* www.usairtours.co.uk

Specializes in tailor-made US holidays utilizing direct contracting. They do use Tour Mappers due to their unique lodging properties. They do stil produce an annual print brochure. They have a network of 580 travel agencies with 3500 travel agents. Most marketing is done online. They have a "feature of the month" destination/attraction option for sale. USAirtours carries a 15 day Great Lakes itinerary with 2 nights at a Bloomington hotel and 1 night in Duluth.

Campaign Note Date	***Note***
UK Sales Mission 2012 12/6/2012 08:07 PM	They currently have a Great Lakes itinerary. They use Cruise America and EagleRider. They also produce a small "Unique Experiences" brochure for which we discussed a northern MN itinerary to include Itasca SP, Voyageurs NP, BWCAW, Ely (International Wolf Center & North American Bear Center), and the North Shore. They sometimes develop their own internal fam tours for their top staff and agents. We said we would be happy to assist in planning and supporting such a fam.

USAirtours	Richard Trasler, Marketing Assistant
2 Loughton Business Centre, Langston Road Loughton, Essex 1G10 35J United Kingdom	*Phone:* +44-8712-100-500, ext 1550 *Fax:* +44-8712-106-810 *Email:* rtrasler@usairtours.co.uk *Website:* www.usairtours.co.uk

Specializes in tailor-made US holidays utilizing direct contracting. They do use Tour Mappers due to their unique lodging properties. They do stil produce an annual print brochure. They have a network of 580 travel agencies with 3500 travel agents. Most marketing is done online. They have a "feature of the month" destination/attraction option for sale. USAirtours carries a 15 day Great Lakes itinerary with 2 nights at a Bloomington hotel and 1 night in Duluth.

Campaign Note Date	***Note***
UK Sales Mission 2012 12/6/2012 08:33 PM	Richard does all marketing design in-house, i.e. posters, website and other online applications.

Your Golf Travel	Robin Couchman, Product Manager
2nd Floor, Clerks Court, 18-20 Farringdon Lane London EC1R 3AU United Kingdom	*Phone:* +44 207-336-8371 *Email:* robin@yourgolftravel.com *Website:* www.YourGolfTravel.com

Launched in 2005 the company has become the market leader in golf holidays, including overseas golfing programs, often built around premier tournaments or playing courses that host such events such a PGA and Ryder Cup tournaments. Just announced today 12/5/2012 that former British Open champion Darren Clarke has joined Your Golf Travel to become its global brand ambassador. Clarke could very well be the European Ryder Cup captain in 2014.

Campaign Note Date	***Note***
UK Sales Mission 2012 12/5/2012 05:16 PM	We discussed his interest in developing MN golf packages in anticipation of the 2016 Ryder Cup event at Hazeltine. He conducted similar tours to WI following the 2010 PGA Championship at Whistling Straights. These would be marketed through the

	Brand USA UK website golf feature, partnerships with media such as TravelMole, and his database of 400,000 golfers, 250,000 of which have opted-in to his weekly e-blasts. He also produces a quarterly YourGolfTravel golf magazine that is distributed to every UK golf club. Initial promotion will begin in early 2013 for late summer/early fall packages. Tours will be both holiday packages with golf and golf-specific tours - 8 days/7 nights with 4 rounds, typically selling at around $3,500 pp for air, accommodations, rental car & golf. Properties must be 3,4, or 5 stars. Several metro area public courses were discussed along with Brainerd Lakes Area resort courses. He anticipates 100+ MN packages sold per year from 2013 thru 2016. The company averages 16,000 pax per year worldwide. He and possibly Graham McKenzie of TravelMole would like to launch this project with a VIP fam tour in late May. Cellet will follow-up and will provide Robin with MN golf guides/directories.