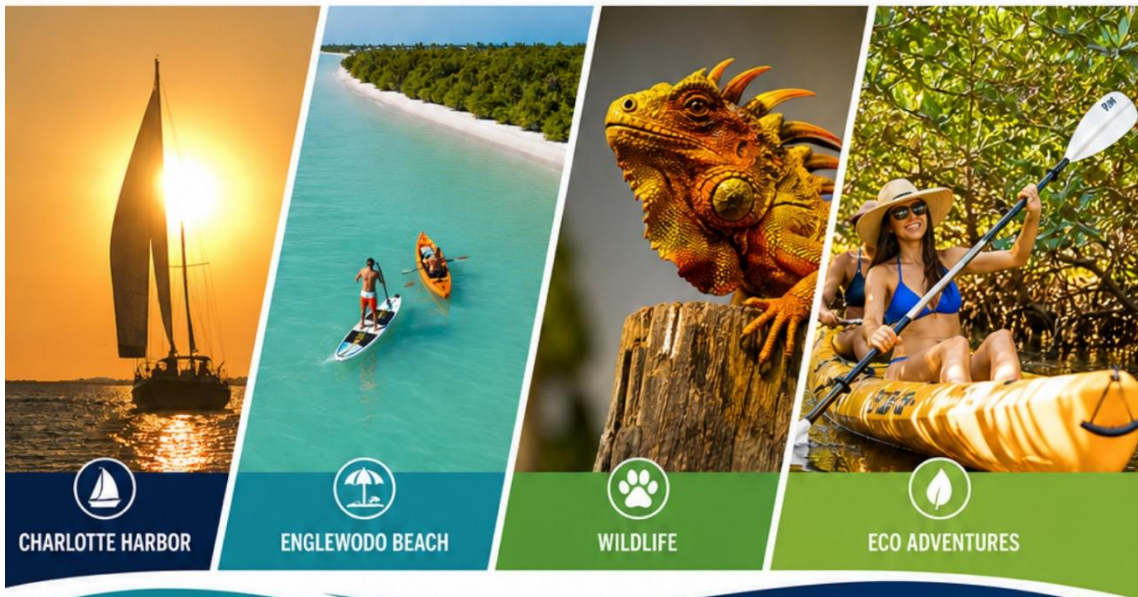




UNITED KINGDOM MARKET INTERNATIONAL REPRESENTATION

ANNUAL CONTRACT

RFP No. 20260405



10 June 2026

Charlotte County Purchasing Division
18500 Murdock Circle
Suite 344
Port Charlotte
FLORIDA 33948-1094



Dear Sir/Madam,

Re: Request for Proposal United Kingdom Market International Representation Annual Contract

We are delighted to respond to the RFP issued by Charlotte County, for an annual contract for International United Kingdom Market International representation, supporting sales, marketing and public relations efforts of the Punta Gorda/Englewood Beach Visitor & Convention Bureau, referred to as VCB in advancing its tourism mission.

Cellet confirms that we are responding for United Kingdom and Ireland representation and within the budget we have separated the UK & Ireland budget in accordance with requirements.

Please find attached the electronic submission to meet the submission date: June 10th, 2026.

Cellet would be highly honoured to represent VCB within the United Kingdom and Ireland and very much hope that our submission is successful.

Primary Contact & Authorised Signature: Yolanda Fletcher, Managing Director

Email: yolanda@cellet.co.uk

Phone: +44 (0) 7918 638233

Company Website: www.cellet.co.uk

Address: Bloxham Mill Business Centre, Barford Road, Bloxham, Oxfordshire OX15 4FF England

Should you require any further information on any of the material enclosed please do not hesitate to contact me personally.

Thank you for this opportunity and we look forward to hearing from you.

All the best



Yolanda Fletcher
Managing Director
[LinkedIn](#)

INDEX

Page 2	Cover Letter
Page 4 - 11	Part II Scope of Services
	RP-20 Background
	A: Goals
	B: Inquiry Fulfillment
	C: Target Audience
Page 12 - 44	RP-21 Scope of Sservices
	A: Outreach
Page 45 - 50	B: Creative Thinking
Page 51 -53	C: Measurement/Reporting
Page 54	D: Account Service
Page 55 - 64	E: Corporate Experience
Page 65 -67	F: Crisis Communications
Page 68 - 71	G: Pricing
Page 72 – 76	H: References
Page 77 -78	Part IV – Proposal Submittal Signature Form Including Addendum #1
Page 79	Drug Free Workplace Form
Page 80	Human Trafficking Affidavit
Page 81	End

Part II – Scope of Services

RP-20 Background: Cellet acknowledges that VCB is responsible for coordinating a countywide program of tourism promotion and development for Charlotte County’s travel and tourism industry both domestically and internationally. For marketing purposes Cellet confirms that throughout this RFP document for international marketing within the UK & Ireland we have branded the destination as Punta Gorda/Englewood Beach (PGEB).

Territories representation: United Kingdom and the Republic of Ireland

A. Goals

- Cellet would be responsible to develop visitor business from the **United Kingdom/The Republic of Ireland** travel markets.
- **Cellet recognises that the PGEB brand recognition** and equity for international travellers on the primary destination appeal: being ecotourism, which includes beaches, parks, fishing, boating/sailing, paddle sports, eco tours, harbour/island/river cruises, and other aquatic and wildlife-based activities – along with the destination being a key fly-drive route for international travellers.
- **Within the UK & Ireland Cellet would strengthen place name recognition** for Englewood & the Beaches, Port Charlotte, Punta Gorda, Charlotte Harbor, and Babcock Ranch as well as barrier islands tour operator itinerary planning and press content.
- **The key aim is to increase international visitation** and overall spending by tourists within the PGEB area.
- **Cellet would continue to provide a year-round local source** of information for consumers, media, tour operators, and travel agents, about PGEB’s tourism-related assets

B. Inquiry Fulfilment

- **Cellet acknowledges the following:** Website **www.PureFlorida.com** generates nearly 1 million user sessions annually and uses the Content Management System (CMS) and Customer Relationship Management (CRM) with Simpleview, whom the VCB has a contract with in providing these services.
- **Cellet acknowledges the following:** Inquiry data is maintained for research follow-up and program measurement.
- **Cellet would continue to distribute** the Annual Visitor Guide, which is produced by VCB, which is the primary print fulfilment piece for prospective international consumer visitors and travel trade reservation staff.

C. Target Audiences - Tourists/Leisure Travel – Cellet acknowledges the below and provides additional international insight into the UK & Ireland

Customer Profile

- Age: 35-64
- Household Income: \$125,000 US+
- Couples and Family Orientation

Activity Focus

- Fishing, boating, kayaking and other water-based sports and outdoor recreation
- Beachgoing, ecotours and other outdoor, nature/wildlife-based soft adventure
- Golf and pickleball
- Art, cultural, history, and culinary experiences

Geographical

- Areas near feeder cities with direct or easily connected air service to Fort Myers, Tampa, Orlando, Miami (i.e. London, Manchester, Edinburgh, Dublin or other cities as determined)

Website:  United Kingdom

travelmole
Unleashing the power of travel

THE PLACE TO BE
IN OSAKA

News Partner Zone Partner News Expert Hub Training Specials Video Webinars

Home / News / Family fun need not cost the earth... Punta Gorda / Englewood Beach

Family fun need not cost the earth... Punta Gorda / Englewood Beach

Tuesday, Jun 11, 2024



Punta Gorda / Englewood Beach is a wonderful gem situated just a short drive from Tampa and a reminder of why families from the UK have come to love Florida. With an eye on family finances let this amazing location take the strain away from the big park experience in the south.

Here are 5 Reasons Families Love to Visit Punta Gorda/Englewood Beach

Travel Matters

An e-newsletter promoting Punta Gorda/Englewood Beach was distributed via Travel Matters to 1,345 subscribers.

TRAVEL MATTERS

Email report for Punta Gorda



Date: Sent on 29 October 2025

SENT	OPEN	CLICKED	OPEN TO CLICK RATE
1,345	42%	27%	64%
Industry average			
	21.5%	13.01%	15.38%

viewed



Mobile Webmail Desktop

UK & Ireland Market Country Overview

Current UK mortgage rates (June 2026) 4%— *Source Lloyds Bank*

Bank of England base rate: 3.75%.

Average lender standard variable rate (SVR): 3.96%

Travel industry research (ABTA “Travel Trends 2026”) reports that nearly half of 25-35yrs group plan to spend more on holidays in the next 12 months than before and are planning multiple trips abroad.



Exchange Rate: \$1.35 ... prediction plateau 3 months – advantage for UK & Irish travellers.

Economic impact Worldwide into the USA: Source: U.S. Travel Association Economic Impact Report

The United States remains the largest travel and tourism market in the world, with total travel spending in the US projected at about 1.35 trillion dollars in 2025, generating roughly 2.9 trillion dollars in economic output and supporting more than 15 million jobs.

International tourism overall contributed about 10.3% of global GDP in 2025, illustrating how important flows like UK–USA travel is to national economies.

The US received about 68 million international visitors in 2025 across all markets.

Europe remains a major source region; some estimates suggest European inbound to the US fell around 17% in early 2025, but from a previously high base.

Even with recent softness in US inbound numbers, international visitors still spent tens of billions of dollars in the US in 2024–2025 on flights, accommodation, attractions, retail, and food services.

United Kingdom Market Credentials

UK–USA travel is one of the most valuable long-haul outbound flows from Britain and a key contributor to the wider US visitor economy.

The UK & Irish Visitor Profile - UK visitors to the US are typically long-haul, higher-value travellers, with trips usually around 9–14 nights, underlining the “big-trip” nature of transatlantic travel and per-person spend often in the low-to-mid-thousands of dollars.

Average spend per trip - UK inbound market profile puts average spending per UK visitor to the US at roughly \$3,500 dollars per trip (pre-pandemic benchmark), reflecting flights, accommodation, internal transport, shopping, attractions and dining.

Direction of travel and recent trends

UK market to US bucks overall decline with year-on-year growth – Source: Apr 17, 2026, 08:23

GMT by Robin Searle – Travel Weekly

Analysts attribute the recent dip partly to economic headwinds and political factors, including perceptions of the US, which have dampened demand from some European markets even as global tourism hit a record 1.52 billion international arrivals in 2025.

The UK market to the US increased year-on-year in the first three months of 2026 after growing slightly in 2025, according to official government arrivals data.

The increase outlined in preliminary data for the first quarter of 2026 will be due in part to the timing of the Easter break, which began in March this year and fell entirely in April in 2025.

However, the overall figures suggest a resilience in America's largest overseas market despite the World Travel & Tourism Council noting an overall decline of 5.5% in US arrivals in 2025 and warning the country is "at a crossroads in terms of tourism development".

Data for the first quarter of the year, which includes preliminary figures for February and March, suggests the UK market was up 4.6% on the same period in 2025 at 836,178, with a 16.5% increase in March arrivals.

In a statement issued on Thursday (April 16) and linked to its latest Economic Impact Research conducted by Capital Economics, the WTTC said global travel & tourism GDP growth of 4.1% was not mirrored in North America, where GDP rose more slowly at 1%.

Consumer priorities amid constraints – source KPMG 2026

Travel ranks as the top spending category for 2026, with over a third of Brits planning long-haul prioritising overseas holidays, including to the USA, despite a cautious economic backdrop of modest growth, easing inflation, and softer disposable incomes.

Holidays are seen as "manageable luxuries" over big-ticket items like cars, with average planned spends reaching £5,500+ on longer trips - USA itineraries fit this high-value profile given their 9–14-night lengths and \$3,000+ per person costs.

Younger demographics (25–44) show intent, budgeting £3,000–£6,000 GBP for long-haul, reflecting resilience in experiential spending, even as 42% skip major purchases.

Ireland is a well-connected outbound market with high travel frequency, a strong appetite for long-haul experiences and a longstanding affinity with the United States.

The Irish economy is expected to remain resilient, with GDP growth forecast by the European Commission at 0.2% in 2026 and 2.9% in 2027



Ireland currently is the **17th largest overseas market for travel to the United States** and notably holds the number one position for visitation on a per-capita basis, a standout achievement for a small country.

The USA remains one of the strongest long-haul destinations for Irish outbound travel supported by expanding direct Transatlantic connectivity from Dublin and Shannon Airport, together with US pre-clearance at Dublin Airport ensures a seamless arrival experience into key US gateways.

Irish travellers show a strong preference for US city breaks, fly-drive holidays and visits to friends and relatives, while also demonstrating a clear desire to discover new experiences and destinations with each visit.

Northern Ireland market

Northern Ireland, while part of the UK, is a distinct, high-potential outbound source market for travel to the USA, with strong reliance on Dublin Airport for transatlantic access. Many Northern Ireland travellers flying to the USA route via Dublin Airport, benefiting from a wide range of direct transatlantic services and the **convenience of US pre-clearance**, together delivering a seamless journey into key US gateways.

Northern Ireland represents a growing, value-driven outbound market, with consumers actively choosing to travel from Dublin for its extensive connectivity, competitive fares and attractive schedules. Local tour operators and travel agencies across Northern Ireland continue to play an important role, offering well-priced, US-focused packages that are a key driver of growth in bookings. Outbound travel from Ireland (North and South) continues to expand, with Northern Ireland consumers increasingly opting for long-haul destinations available from Dublin.

Irish residents are frequent travellers, typically taking multiple trips per year across domestic, short-haul and long-haul markets with statistics showing around half a million trips per year from Ireland are the United States, making the US a key and high potential share of total outbound travel.

- **Ireland offers over 200 direct flights per week to U.S overall** (Dublin and Shannon Airport) – most are to East Coast and nearby states – easy for multicentre/open jaw itineraries.

- **Ireland has over 1,045 combined** Travel Agents and Tour Operators.
- **Irish Travel Agent homeworkers** are made up Travel Counsellors, Inteletravel, Hays Travel approx. 1,800 agents.

Visitation to the USA from Ireland continues to be strong. According to the US Department of Commerce I-94 figures, visitation from Ireland to the USA for 2025 was practically flat compared with 2024. In 2025, 490,632 people visited the USA from Ireland, compared to 494,344 in 2024. Year-on-year visitation was down a nominal 0.75% from 2024 to 2025, or approximately 4,000 visitors. It is also important to point out that 2024 was a very strong year for visitation to the USA.

2026 Irish Travellers into the USA

- Visitation figures for Q1 2026 were up 2.2% on the same period in 2025
- **Irish visitors to the US have totalled 147,265 in the first four months of 2026.**
- April tourist visas have declined by 24.7pc compared with the previous year.
- Total arrivals have fallen by 20.5pc in April.
- Student visas have decreased by 8pc to 1,214.
- Package holiday demand to the US has remained steady.

Visitation stats Source: Visit USA Ireland Committee

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	TOTAL
2025	31,076	35,184	38,852	50,009	39,683	41,670	41,814	36,118	39,742	57,469	39,626	39,389	490,632
2024	30,021	36,337	53,158	37,312	39,207	41,798	40,632	36,913	42,212	52,562	42,224	41,968	494,344

Strategic opportunities from Ireland:

- ✓ **Trade partnerships:** Irish Tour Operators offer competitive USA focused packages, driving significant volume through distribution channels.
- ✓ **Promotional triggers:** Early-bird fares, targeted promotions effectively capture price-sensitive Irish consumers seeking value for money long-haul travel.
- ✓ **Northern Ireland add-on:** Value-driven extension market with more competitive fares from Dublin.

UK & Irish Flights into Florida - All the of direct flights from the UK and Ireland serve as a gateway into PGEB area.



Virgin Atlantic currently operates **up to 7 flights per day** from London (Heathrow) into Florida, serving **3 Florida destinations**:

Destination	Airport Code	Frequency from London Heathrow
Orlando	MCO	Up to 4 daily flights
Miami	MIA	2 daily flights (double-daily)
Tampa	TPA	1 daily flight (year-round since Nov 2022)

Key details:

- All flights depart from **London Heathrow (LHR)**
- Tampa was Virgin's third Florida service, launched in November 2022 as the first year-round London-Tampa route
- This gives Virgin a total of **7 daily flights** to Florida from London
- Virgin also flies from Manchester to Orlando, and from Edinburgh/Glasgow to Orlando/Miami, but those are not from London

7 flights per day (up to 4 to Orlando + 2 to Miami + 1 to Tampa).



British Airways flies **around 40 direct flights per week** from London to Florida.

London Airport	Florida Destination	Flights per Day	Flights per Week
Gatwick (LGW)	Orlando (MCO)	2	~14
Gatwick (LGW)	Tampa (TPA)	1	~7
Heathrow (LHR)	Miami (MIA)	2	~14
Gatwick (LGW)	Fort Lauderdale (FLL)	—	4

This totals approximately **40 weekly direct flights** to Orlando, Miami, Tampa, and Fort Lauderdale.

All flights typically use Boeing 777 aircraft (with Boeing 747s occasionally on the Miami route) and return flights from Florida to the UK fly overnight, arriving the following day.



Aer Lingus appears to fly Florida-bound service from Ireland daily in practice, but seasonally split between Orlando and Miami, rather than a single fixed annual number of flights. Current route information shows daily Dublin–Orlando flights and up to 3 weekly Dublin–Miami flights, which works out to roughly 365 Orlando flights + about 156 Miami flights = around 520 one-way flights per year from Ireland to Florida, assuming the published frequencies hold all year.

- **Orlando:** Aer Lingus states it offers direct Dublin–Orlando flights, and current listings describe the route as daily.
- **Miami:** Aer Lingus says Dublin–Miami operates up to 3 times a week.
- **Combined annual estimate:** $52 \times 7 = 364$ Orlando flights plus $52 \times 3 = 156$ Miami flights give about **520 one-way departures per year** from Ireland to Florida – note: these are approx. figures as the airline has variable seasonal schedules.

London to Florida routes is also provided by American Airlines, United, and Aer Lingus from Ireland for Orlando, and Norse Atlantic Airways for Orlando from Gatwick. TUI also flies into Orlando on dedicated aircraft for TUI holiday makers.

Orlando on dedicated aircraft for TUI holiday makers.

New or announced transatlantic services from the UK/Ireland into the US for 2026. New flights for 2027 will be announced later part of 2027.

- Aer Lingus is launched Dublin–Pittsburgh from 25 May 2026, operating four times weekly.
- Aer Lingus also added Dublin–Raleigh-Durham in 2026, alongside the Pittsburgh launch, as part of its North America expansion.
- Wizz Air UK has permission to operate UK–US charter flights tied to the 2026 World Cup, but it has said it does not plan regular commercial transatlantic services.
- British Airways launched new service London to St Louis, Missouri May 2026.

What this means for the UK and Ireland

- From Ireland, 2026 looks active for new USA connectivity, especially from Dublin
- From the UK, the only clearly new US-bound service is Wizz Air’s charter operation rather than a standard scheduled route.

RP-21 Scope of Services

Cellet Marketing and Public Relations Ltd has been contracted by the VCB over the past three years to primarily promote PGEB as an eco-tourism leisure vacation destination. Cellet has been providing a full-service international representation contract. Cellet has acted as a proactive partner with the VCB to increase awareness of PGEB within the international travel marketplace.

Cellet has delivered a detailed sales, marketing, and public relations plan targeting consumers, tour operators, travel journalists, and other travel professionals to build destination awareness. These efforts have helped increase consumer and trade interest in the area, strengthen partner contracts, and encourage more leisure travellers to visit, supporting tourism growth during the spring, summer, and fall shoulder seasons.

Cellet has worked closely with the VCB Tourism Director to deliver a proven platform for introducing the PGEB area to international markets and we have built a trusted relationship with the knowledge and experience from both the Director and the Cellet Team.

“We know the destination, how to sell it, how to develop PGEB within the international arena – we can hit the ground running”.

A) Outreach

To establish PGEB as a preferred destination in the UK and Ireland, Cellet will implement a structured travel trade and public relations engagement program that leverages existing trusted industry relationships and including the key areas, such as:

- **Public Relations** – targeting key media to expose the area to targeted consumer and travel trade audiences.
- **Marketing** - Creating immersive opportunities for wholesalers B2B and B2C tour operators, including co-op marketing campaigns, with travel agents, product development, advertorials and promotions in key B2B and B2C publications
- **Delivering targeted training**, for tour operator/travel agent education
- **Consumer sales** – targeting key partners to generate consumer sales into the area

The Cellet team would serve as the trade liaison and representation of the VCB at meetings and events within the United Kingdom/The Republic of Ireland

All these components ensure PGEB is consistently represented in Florida itineraries and sales channels across these markets. This program will be closely aligned with Cellet’s PR activities, leveraging media outreach to amplify trade initiatives, generate earned coverage, and inspire both industry partners and consumers.

Public Relations Strategy - UK and Ireland



Cellet delivers a proactive, year-round PR programme across the UK and Ireland, combining media relations, travel trade engagement and destination storytelling to increase awareness, consideration and visitation for all clients.

Having an extensive in-house proven media database and long-standing relationships with travel editors, journalists, broadcasters, influencers and travel trade publications, we understand which media consistently deliver results and how to position destinations to secure meaningful coverage.

Our PR activity includes story development and pitching, press release distribution, journalist introductions, media and FAM trip coordination, destination briefings, interview opportunities and attendance at key travel trade and media events. Through an always-on press office function, we maintain regular engagement with media and trade partners, ensuring PGEB remains visible throughout the year and aligned to seasonal travel trends, booking patterns and editorial opportunities.

Overview

Building on the strong foundations established over the past three years, Cellet will design and deliver a coordinated public relations outreach programme that directly supports travel trade engagement, marketing activity, and campaign management, ensuring a fully integrated and high-impact approach across the UK and Ireland markets.

Cellet recognises the clear distinction between travel trade and consumer audiences and will tailor messaging, content, and outreach accordingly, while maintaining consistent alignment with the PGEB International Marketing Partnership's overarching brand narrative.

PR Objectives

- Increase destination awareness and preference across UK and Irish trade and consumer audiences
- Strengthening PGEB's positioning as a leading Florida ecotourism destination
- Drive travel trade advocacy and itinerary inclusion with operators and wholesalers
- Inspire affluent, experienced-led leisure travel
- Support shoulder-season demand through seasonal storytelling
- Increase awareness of how to access PGEB information via trade and consumer channels

Ecotourism Positioning

Alongside promoting PGEB, PR activity will actively build awareness of Englewood & the Beaches, Punta Gorda, Port Charlotte, Charlotte Harbor, Babcock Ranch and the destination's barrier islands through targeted storytelling and media engagement. PGEB will be positioned as a nature-led destination defined by:

- Beaches and barrier islands, mangrove ecosystems, waterways, wildlife and birdlife, fishing, boating, kayaking and paddlesports, eco-tours and cruises, alongside golf, pickleball and culinary experiences.

This forms the foundation of all PR activity and trade messaging with tour operators.

PR Hooks & Storytelling Themes

Our PR programme will be built around a series of compelling editorial narratives designed to position PGEB as Florida's authentic Gulf Coast destination and generate year-round interest amongst UK and Irish consumers, travel media and the travel trade.

The Wild Side of Florida

Showcasing the destination's abundant wildlife, birdlife, waterways, barrier islands and more than 70 parks and preserves. Through wildlife-focused storytelling, photography and hosted experiences, we will position PGEB as one of Florida's richest natural environments.

Florida's Best Side is Outside

Reinforcing PGEB's destination positioning through stories focused on fishing, boating, kayaking, paddlesports, golf, eco-tours, harbour cruises, cycling and hiking, showcasing the breadth of outdoor experiences available throughout the year.

The Authentic Alternative to Theme Park Florida

Positioning PGEB as a slower-paced, nature-led destination for couples and families seeking a different Florida experience. This narrative supports both stand-alone holidays and extensions to traditional Florida itineraries.

Hidden Gulf Coast Fly-Drive Itineraries

Encouraging exploration beyond Florida's traditional tourism hotspots while promoting multi-centre holidays through key gateway airports and highlighting the destination's accessibility and diversity of experiences.

Fairways to Waterways

Showcasing PGEB's golf, pickleball and active outdoor lifestyle offering alongside boating, fishing and waterfront experiences, while leveraging new course developments, sporting facilities and industry accolades.

Gulf-to-Table Culinary Experiences

Highlighting local seafood, waterfront dining, farmers' markets and authentic coastal communities. Opportunities will include engagement with luxury travel, lifestyle and food media, alongside relevant influencers and content creators whose audiences align with PGEB's affluent target demographic. Cellet recommends hosting a media FAM around the upcoming Sunseeker Resort Food & Wine Jazz Festival, November 6, 2026 – November 8, 2026 as a key hook for the wider culinary angle.

Stay Your Way

Promoting the breadth of accommodation across the destination, from luxury resorts and waterfront retreats to family-friendly and independent properties. This theme will also provide opportunities to highlight new developments, investment and partner updates across the destination.

Experience PGEB Like a Local

Driving shoulder-season visitation through stories centred around community events, seasonal celebrations, live music, waterfront festivals and authentic local experiences, encouraging visitors to engage with the destination beyond peak travel periods.

Wildlife and Conservation Stories

Bringing the destination's environmental credentials to life through people-led storytelling featuring Florida Master Naturalists, wildlife rehabilitation specialists, eco-tour operators and conservation leaders. Examples include opportunities to work with partners such as SUP Englewood, Peace River Wildlife Center, Babcock Ranch Eco Tours and Peace River Botanical & Sculpture Gardens.

These story themes will be adapted across trade media, consumer media, influencer partnerships, hosted media visits, FAM trips, social content and co-operative campaigns, ensuring consistent messaging throughout the customer journey. Alongside promoting PGEB as a whole, these stories will be used to strengthen awareness of Englewood & the Beaches, Punta Gorda, Port Charlotte, Charlotte Harbor, Babcock Ranch and the destination's barrier islands, supporting both travel trade advocacy and consumer consideration throughout the year.

Press Office and Media Relations

Cellet will operate a proactive UK and Ireland press office for PGEB, identifying timely media opportunities, developing story angles and generating regular coverage across both trade and consumer media.

Examples of PR Deliverables

- Story development and pitching
- Press release creation and distribution
- UK English and Irish localisation and content adaptation
- Journalist introductions and media relationship management
- FAM trip planning and coordination
- Trade show and industry event attendance
- Media monitoring and reporting

Trade PR Strategy - UK & Ireland

Over the past three years, Cellet has successfully increased awareness of PGEB amongst UK travel trade media, travel agents, tour operators and industry stakeholders, establishing strong relationships with key publications, industry partners and influential travel sellers.

Building on this foundation, the next phase of activity will focus on strengthening advocacy, increasing destination knowledge, and securing greater inclusion within Florida and Gulf Coast itineraries across the UK & Irish markets, while implementing a dedicated outreach programme to the Republic of Ireland and Northern Ireland travel trade for the first time.

In the UK, activity will focus on deepening existing relationships and converting awareness into advocacy, editorial coverage and product inclusion. In Ireland, our objective will be to establish PGEB's profile amongst travel trade media, tour operators and agents through targeted introductions, editorial outreach, training opportunities and industry engagement.

We will work closely with leading trade media including Selling Travel, Travel Bulletin, Travel Weekly and TTG in the UK, alongside NI Travel News and Travelbiz.ie in Ireland, as well as Visit USA Associations and VISIT FLORIDA, to ensure consistent destination visibility and maximise opportunities for collaboration across both markets.

Key priorities

Our trade PR programme will focus on:

- Strengthening recognition of Punta Gorda, Englewood and the Beaches, Port Charlotte, Charlotte Harbor, Babcock Ranch and the destination's barrier islands
- Increasing destination awareness and product knowledge amongst travel agents, tour operators and wholesalers
- Showcasing experiences that appeal to affluent couples, families and active travellers, including fishing, boating, kayaking, golf, pickleball, culinary, cultural and outdoor adventure experiences
- Promoting multi-centre and fly-drive itineraries through Florida's key gateway airports
- Supporting shoulder-season travel through destination features, product updates and itinerary-led content
- Providing a year-round in-market resource for the travel trade through regular communications, training opportunities, webinars and destination updates.

Recommended Trade PR Activity includes

- Trade features and editorial placements
- New Product updates and destination briefings
- Promoting training webinars and trade education
- Promoting competitions and partner promotions
- Attendance at IMM London, Brand USA Travel Week and Visit USA events
- PR coverage of targeted travel trade FAM trips and educational visits

Through proactive editorial outreach, trade features, interviews, destination briefings and FAM trip opportunities, we will ensure PGEB remains front of mind with the UK and Irish travel trade, increasing advocacy, brochure inclusion and year-round visitation.

The objective is to increase product knowledge, strengthen destination advocacy and encourage greater inclusion of PGEB within Florida fly-drive and Gulf Coast itineraries.

Sample Measurable Outcomes:

Journalist / Publication	Theme	Circulation / Online Reach	Estimated Impressions	PR Value (USD)
Travel Weekly UK	Family Holidays	50,000	900,000	\$75,000
TTG Media	Multi Centres	75,000	1,200,000	\$100,000
ITTN Ireland	New Product	15,000	350,000	\$30,000
Travelbiz.ie	New Product	10,000	250,000	\$20,000

Consumer PR Strategy – UK and Ireland

Consumer PR will inspire affluent, experienced travellers through travel and lifestyle media, positioning PGEB as Florida's lesser-known Gulf Coast destination. Editorial themes will be developed around PGEB's key tourism assets, including ecotourism, fishing, boating, wildlife, barrier islands, golf, pickleball, culinary experiences and authentic Gulf Coast communities.

Where appropriate, consumer PR activity will direct audiences to PureFlorida.com for destination inspiration and trip planning information, while trade campaigns and co-operative activity will utilise partner-specific calls-to-action designed to support conversion and bookings.

Key Media Hooks - Priorities

- Nature-led, wildlife and ecotourism storytelling
- Fishing, boating, beaches and outdoor recreation
- Golf, pickleball and active lifestyle experiences
- Culinary and waterfront dining narratives
- Solo, wellness and slow travel themes
- Shoulder-season inspiration and itinerary planning

PR Consumer Activity includes

- Proactive media pitching and ongoing press office support
- Hosted media trips focused on wildlife, fishing, golf and culinary experiences
- Photography-led campaigns showcasing Englewood & the Beaches, Charlotte Harbor and PGEB's barrier islands
- Partnerships with Wanderlust, Silver Travel Advisor, BBC Wildlife and relevant outdoor and nature-focused creators
- Seasonal campaigns aligned to booking cycles

By combining trade and consumer media engagement, we will ensure awareness is built throughout the booking funnel, from travel professionals who influence holiday decisions to consumers actively researching and planning their next Florida holiday.

Building on Existing Media Activity

Celler will build on established relationships with UK and Irish trade and consumer publications including TTG, Selling Travel, NITN, Travel Matters, The Travel Magazine, JRNY, Wanderlust, among many, ensuring continuous engagement and expanded editorial opportunities across both trade and consumer media.

This ongoing programme will support stronger destination awareness, increased editorial coverage and greater recognition of Punta Gorda, Englewood & the Beaches, Port Charlotte, Charlotte Harbor, Babcock Ranch and the destination's barrier island within the UK and Irish marketplace.

Examples of recent consumer/trade coverage:



Sunseeker Resort rebrand announced | TTG

ttg SUBSCRIBE

Home / Noticeboard / Sunseeker Resort rebrand announced

Sunseeker Resort rebrand announced

Sunseeker Resort proudly announces a bold new chapter in its history with a rebrand to Sunseeker Resort Florida Gulf Coast, Curio Collection by Hilton.



Sunseeker Resort proudly announces a bold new chapter in its history with a rebrand to Sunseeker Resort Florida Gulf Coast, Curio Collection by Hilton. Under new leadership, owner Blackstone Real Estate with Pyramid Global Hospitality as hospitality management company, and an exciting new partnership with Hilton's esteemed Curio Collection, the resort is set to become Florida's ultimate waterfront vacation as well as the premier meetings and convention destination.

Sunseeker Resort Florida Gulf Coast is the largest hotel of its kind in Southwest Florida. Positioned along the pristine Charlotte Harbor, the resort is uniquely designed to capture the spirit of coastal Florida while delivering a luxury experience coveted for leisure, lifestyle, and business travellers alike. The rebrand underscores the resort's commitment to providing world-class hospitality while broadening its reach to discerning travellers, as well as meeting planners and convention organisers nationwide.

As part of the Curio Collection, Sunseeker guests will enjoy the benefits of Hilton Honors, the acclaimed guest loyalty program for Hilton's distinctive hotel brands. The property is a luxurious, all-in-one destination that

Summary of committed public relations activity:

Per contracted year, Cellet Marketing and PR commits to delivering:

- A minimum of 6 press releases (trade and consumer)
- Always-on proactive pitching; including responding to TravMedia global media network daily alerts (this is part of an included paid membership with Travmedia)
- 4 x individual fam trips – national press, consumer, online, selected influencers, niche media
- Attending networking events as part of the following memberships: TravMedia, Brand USA, the Visit USA Associations in the UK and Ireland, and Visit Florida, as well as relevant networking events via earned and trusted media relations contacts, for example, JRNY magazine.
- Regular media calls and in-person meetings (to be recorded and tracked in monthly reporting)
- Cellet will discuss the use of an international media monitoring and clippings service to ensure effective coverage tracking within agreed budget parameters.

IMPACT

This integrated PR approach will deliver:

- Increased destination awareness and advocacy
- Stronger trade recommendation and itinerary inclusion
- High-quality editorial coverage across UK and Irish markets
- Year-round visibility aligned to booking cycles
- Increased consideration of PGEB within Florida holiday planning

Visit USA Associations UK & Ireland, Visit Florida, Brand USA Member and partnerships



VISIT FLORIDA

**BRAND
USA**

Collaborating with established tourism organisations and leveraging their platforms for our clients is a major component of successful international marketing. We continue to work closely with **Brand USA, the Visit USA Associations in the UK and Ireland, and Visit Florida** while also monitoring the activity of other European national tourism organisations to identify additional opportunities for our partners.

Cellet's leadership team is actively involved in the Visit USA community: Managing Director, Yolanda Fletcher, has previously served on the Board of the UK Association, and currently Yolanda and Head of PR, Annabel Lander, sit on the advisory board for the 2026 Visit USA (UK) Awards, helping to shape recognition for excellence in US-focused travel marketing.

Annual project rationale

Cellet manages all client memberships, treating this as an annual project, which secures continuity: year-round brochure and web inclusion, e-newsletter presence, and enquiry flow, rather than one-off spikes.

The PGEB area is already a member of the Visit USA Association UK which has provided highly successful for obtaining consumer and travel trade reach. Being a member of this associations avoids a visibility gap for PGEB against competing destinations for a relatively minimal and predictable cost, high-reach access to trade, media, and consumers, with proven engagement and strong alignment to your existing activity plan.

Ongoing activities covered

Monthly content submissions for e-newsletters ensure consistent storytelling and product updates to engaged trade and consumer audiences.

Attendance at selected online and in-person events in 2027, plus committee-run trade functions, will help to keep PGEB front of mind with agents and operators at low per-contact cost.

Enquiries and engagement

Membership structures the handling of consumer and travel trade enquiries, funnelling interest directly to Cellet and turning awareness into potential bookings.

Engagement opportunities (presentations, training, joint promotions) with the associations' trade networks reinforce relationships that might otherwise require more expensive standalone activity.

Cellet Action for PGEB Recommendation for memberships

- **Full member of Visit USA Association UK for 2027**, providing structured access to UK & Irish travel trade, media, and consumers.
- NEW for 2026/2027 Visit USA Association Ireland – PGEB full membership
- **Membership supports** your positioning alongside other US destinations and states, reinforcing credibility and keeping PGEB visible in a crowded marketplace.
- **Visit Florida** – Cellet would represent PGEB at the in-country partners meetings and will provide recommendations throughout the contract period.
- **Visit Florida Huddle USA & UK** – recommendation would be to alternate attendance at the trade show every other year, depending on budget, and other events that are taking place where PGEB are participating ie: Brand USA Travel Week, UNITE, Florida Huddle UK, UK & Ireland Sales Mission etc.
- **Brand USA** – Cellet will continue to provide recommendations for projects relating to the UK & Ireland for PGEB to participate in.

Visit USA UK

Spring in Punta Gorda/Englewood Beach Content Produced & Uploaded by Cellet to Your Visit USA Page Selected by Visit USA for Inclusion in the May Newsletter
25,000 Monthly Reach



May 2026

Welcome to your monthly update from Visit USA, containing the latest news and updates about travelling to America from our Members.



Spring Days in Punta Gorda

Life in Punta Gorda/Englewood Beach has a relaxed coastal rhythm, offset by lively events and festivals.

[Read more here](#)



Florida's New Travel Hotspot: Punta Gorda

News Activity

Published: 02/06/2025

Month / Year	Total Views
March 2026	84
April 2026	124
May 2026	77
YOUR TOTALS	1441

Trade Liaison with tour operators, wholesalers and travel agencies

Market maintenance and development to maintain and grow the tourism market share for the PGEB area within the UK and Irish markets, investing in targeted travel trade and collaborative strategies are essential.

Targeted Marketing and Trade Collaboration - These include **co-op marketing campaigns**; collaborate with intermediaries, travel professionals, and tour operators in the UK and Ireland to promote and “package” PGEB within Florida itineraries, making them easy to sell and book.

Collaborate with B2B tour operators, partnership with travel trade, and Brand USA delivering distinctive, appealing experiences.

Expand product placements with targeted tour operators, telling PGEB story across brochures and online.

In 3 years Cellet increased the market share of PGEB within the tour operator brochures/online by 85%.

Cellet would provide guidance on tailored messaging and creative work using our UK & Irish market insight to ensure tone, wording, and cultural relevance resonate with British & Irish travellers. We would collaborate with your team to **review and refine creative assets** to enhance market fit and improve engagement and conversion from impressions to bookings.

Cellet holds monthly calls with several leading tour operators, who have agreed to provide insights into bookings and trends on USA bookings, enabling us to be nimble in adjusting the marketing accordingly.

Reporting from the tour operator campaigns is within our agreement with the companies. Cellet issues an agreement document to all partners we are working with, and the tour operator will not receive final payment until a detailed performance report on the campaign has been submitted and approved. This report must include agreed KPIs, spend, activity delivered, and measurable outcomes (e.g., bookings, passengers, revenue, and room nights), supported by booking data and, where applicable, post-campaign evaluation from participating partners.

Commitment for Fam trip: within our agreement we would require one/two reservations staff to visit the destination to become our PGEB Ambassadors.

Cellet would liaise with the tour operators, wholesalers and travel agencies within the UK and Ireland to include personal office visits and coordination of familiarization (FAM) tours in Charlotte County,

New Product Development would be part of the core workstream, using existing research on operators already selling PGEB and the wider region to identify gaps and opportunities.

Cellet Action for PGEB:

A targeted plan would be created to develop new itineraries, ensuring Florida regional itineraries are easy to package and price. Including cruise tour operators where appropriate. Key Tour Operators Selling Florida and a growth area for PGEB:

- **Ocean Florida** is a major UK Florida specialist and is the direct-to-consumer Florida specialist in Europe.
- **Hays Travel** markets Florida holidays among its broader package holiday range, through their 500 high-stores within the UK.
- **Virgin Holidays** – already sell PGEB and is one of the top sellers of Florida in the UK
- **TUI** - sends roughly **135,000 passengers a year to Florida** on its UK-to-Orlando service.
- **British Airways Holidays** a major provider of Florida holidays.
- **Barrhead Travel, Scotland**, continues to be a valuable partner in driving demand for Florida across the UK market. With its extensive retail network, trusted brand reputation and strong holiday packaging capability, the company is ideally positioned to convert consumer interest into bookings across Orlando, Central Florida, Tampa Bay and beyond. Florida remains one of the most iconic long-haul leisure destinations, and Barrhead Travel's ability to present it in a compelling, accessible and commercially attractive way makes it an important sales channel for the destination.
- **Including the receptive tour operators**, such as: Allied, Bonotel, Tourmappers, Tourico to ensure the PGEB areas are available for purchase.

Punta Gorda/Englewood Beach

Beaches to boating, hiking to harbour tours, nature to sun, shelling, and shark teeth - Punta Gorda/Englewood Beach offers more of what you come to Florida for!

Are you ready for an escape that reminds us why we fell in love with Florida? Then you're ready for Punta Gorda/Englewood Beach! Laid-back and filled with every kind of outside fun imaginable; this is the pure Florida experience you've been longing for. Relaxing on pristine beaches, boating on sparkling waterways, and discovering secluded islands, fascinating wildlife, and scenic trails. Top class golf and outstanding food and drink experiences for all the family that will last in the memory for a lifetime. Punta Gorda/Englewood Beach is the insiders' secret, what you are waiting for?

Featured Punta Gorda/Englewood Beach Holiday Offers



Orlando & Punta Gorda

ETIS per person of local taxes are to be paid at the property based on current exchange rate and local taxes - these may change before you pay at the hotel

From
£2,052_{pp}

[DETAILS](#)



Gulf Coast Fly Drive

Includes £53 per person local tax

From
£2,512_{pp}

[DETAILS](#)

Hays Travel

Operator targeting strategy

- **B2B tour operators selling wholesale** – US Airtours, STUBA, JTA are a couple of examples who want to expand their USA offering. STUBA sells to over 3,000 agents.
- **Minimum 30 on mainland UK** and 10 primary tour operators in Ireland and, selected based on USA volume, family/premium segments, and openness to supporting new USA product.
- **Year 1 in Ireland** – New Product and Tour Operator awareness
- **Prioritise those with existing tour operators selling Florida** (e.g., America as You Like it, Bon Voyage, British Airways, American & Worldwide Travel, Audley Travel (to name a few) for expansion and add a minimum 6 new-to-PGEB operators per market with strong USA long-haul sales.
- **Follow-up from trade events**
- **Cellet systematically follow up all sales leads** from events (UNITE, IMM, IPW, etc.) within 48 hours, qualifying interest and booking product manager meetings to discuss inclusion in 2027/2028 programmes.
- **Each follow-up includes tailored itineraries**, and co-op opportunities, positioning PGEB as easy-to-sell with strong margins versus alternative regions in the USA.

Targeted Companies connecting with the product managers – Year 1 New Product Ireland (minimum 10 primary operators)

- American Holidays
- Tour America
- Sunways Holidays
- Tropical Sky (luxury tailor-made)
- Trailfinders Ireland (independent travel)
- Sunway, Cassidy Travel, Panorama, Travel Department, Click&Go, Horizon Holidays, Destinology, Kuoni Ireland
- Best4Travel, Ireland



Charlotte Harbor Vacation Villa Rentals 2026 & 2027 | Ocean Florida

Villas in Charlotte Harbor Florida 2026 & 2027

Perched on the scenic waterways in the Charlotte Harbor Preserve State Park, relish the tranquility of nature in your Gulf Coast villa. Nestled in the heart of one of the most biodiverse regions in the Sunshine State, this pristine park offers unparalleled opportunities for outdoor enthusiasts, nature lovers, and anyone seeking to connect with the natural world.

- Discover an abundance of nature and wildlife in the Charlotte Harbor Area
- Bask in the serene quiet of this community backed by a conservation
- Explore ample outdoor activities on the Gulf Coast



Punta Gorda - Ocean - 019
Charlotte Harbor, Gulf Coast - Charlotte Harbor Area
7 Nights from **£920** pp incl. taxes & fees
bed, Villa, Flights, Fully ATOL & ABTA Protected, 24/7 Florida Help.

- Three bedrooms
- Private pool and spa
- Waterfront location

0 Counts



Punta Gorda - Ocean - 018
Charlotte Harbor, Gulf Coast - Charlotte Harbor Area
7 Nights from **£875** pp incl. taxes & fees
bed, Villa, Flights, Fully ATOL & ABTA Protected, 24/7 Florida Help.

- 4 Bedroom home
- Private swimming pool
- Waterfront view

0 Counts 4 Bedrooms 3 Bathrooms



Punta Gorda - Ocean - 016
Charlotte Harbor, Gulf Coast - Charlotte Harbor Area
7 Nights from **£1,010** pp incl. taxes & fees
bed, Villa, Flights, Fully ATOL & ABTA Protected, 24/7 Florida Help.

- Three bedrooms
- Private swimming pool and spa
- Water view

0 Counts 3 Bedrooms 2 Bathrooms

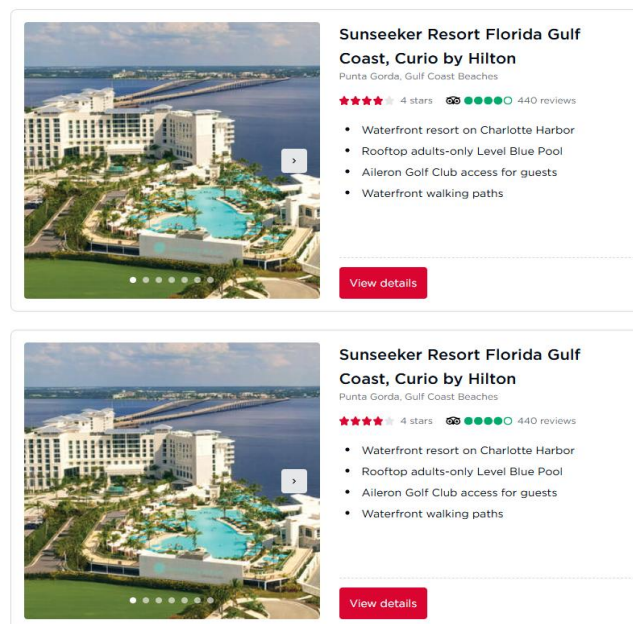
Mainland UK (minimum 30 primary operators):

Examples of tour operators selected for audience, reach and targeted campaigns including the top Florida producing companies, as above.

- Trailfinders UK
- Virgin Holidays
- British Airways Holidays
- Kuoni
- Abercrombie & Kent
- Audley Travel
- Wexas
- Scott Dunn
- Original Travel
- Carrier
- North America Travel Service
- Virgin Holidays
- Bon Voyage

Success measures

- Secure 20+ product manager meetings across both markets by QTR1 of contract
- Track progress leads converted
- Meetings held
- Product commitment - resulting room nights against baseline.

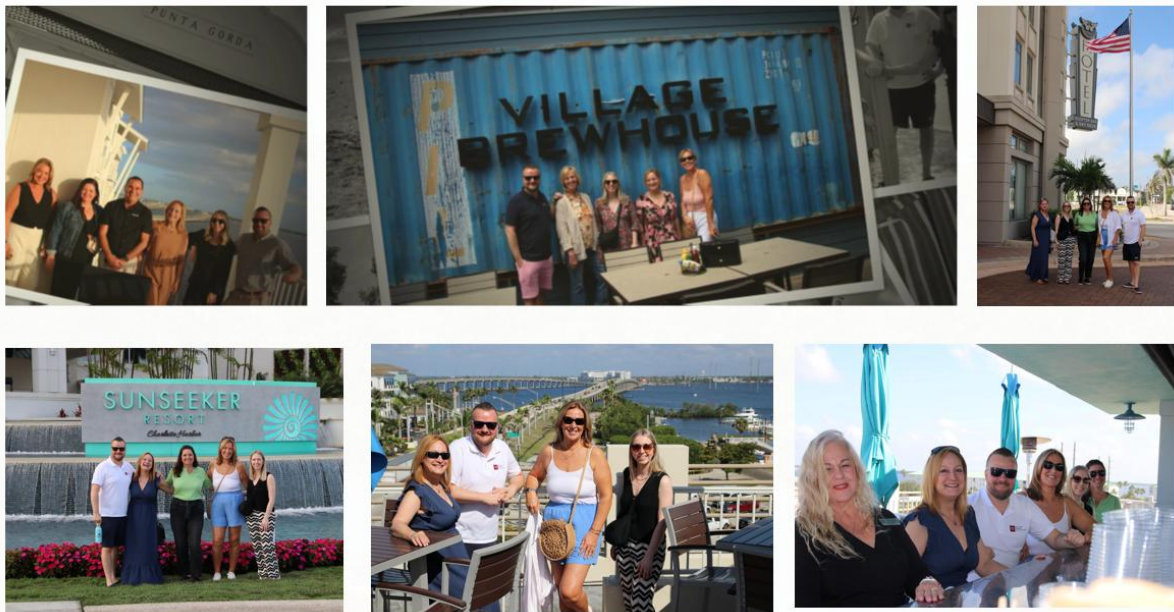


Familiarisation trips

Cellet has extensive experience in delivering high-quality familiarisation trips for the travel trade and would bring this expertise to showcase the destination to a high calibre of attendee.

FAM trip experience

- Cellet has **solicited, coordinated, escorted, reported on, and delivered hundreds of FAM trips** for the travel trade over the past 37 years, covering a wide variety of destinations and partner structures.
- This includes end-to-end management: recruitment of participants, liaison with partners, detailed itineraries, on-the-ground hosting, and comprehensive post-trip reporting and follow-up.



Airline partnerships and budgeting

- Airline policies around complimentary sponsorship has evolved, with carriers such as Virgin Atlantic and British Airways sometimes accommodating trade FAMs on selected routes.
- To ensure reliability, a specific budget line would be allocated to cover FAM trade-rate airfares, rather than depending solely on complimentary tickets.

Preferred fares for trade and media

- Cellet has a long-standing agreement with Virgin Atlantic/Delta Air Lines to access discounted fares for trade and media participants, helping to keep FAM costs manageable while maintaining quality.
- This preferential arrangement would be extended to PGEB for future trips, supporting ongoing FAM activity as a core component of trade engagement and product development.

Cellet Action for PGEB:

- ✓ **Cellet would coordinate 1 x group fam trips** for product managers, contractors, trade publications and selected high-potential agents to experience PGEB first-hand.
- ✓ **Cellet would coordinate individual** fam trips for product managers, as required throughout the year.
- ✓ **Cellet operates a system** where the tour operators sign an agreement to ensure that the trip will result in brochure inclusion within 3 months returning from the trip. These visits would be structured around bookable product and itineraries, with clear post-FAM follow-up to convert learnings into brochure, website, and programme development.
- ✓ **Visit USA Association Ireland** are looking for submissions for a destination to host a trade fam trip in 2027.
- ✓ **Visit Florida Fam Trips** – Cellet would recommend submissions for a VF trade fam trips as they arise throughout the year.
- ✓ **We would recommend that all trade campaigns**, where budgets are being allocated to tour operators, include within the agreement that they must send at least two people to the destination to become ambassadors for the area to increase bookings.

The Travel Magazine – coverage direct result from fam trip attendance

Manasota Key Resort sits directly on Florida's southwestern coastline, facing Englewood Beach. Roll out of bed, and there it is: the lovely white sands and the sea stretching out.



Best Places to Eat in Punta Gorda

House of Breakfast offers a hearty breakfast from a huge menu including a Jumbo Lump Crobby Omelet and Meat Lovers Omelet with diced ham, bacon pieces smothered in country gravy. There are pancakes and crepes too.

Beachcomber Trading Post offers a more serene breakfast by Englewood Beach bay. I chose an alfresco breakfast of lox and a bagel and enjoyed the sunshine, a sea breeze and a relaxing start to the day, aided by lashings of coffee.

Harbourside TT's Tiki Bar has open sides and is sheltered by a thatched roof and surrounded by sand where more tables and chairs are available for those that want the sunshine. It's a casual menu with classics like burgers and tacos, as well as dishes made with mahi and grouper, and of course the bar dishes out cocktails and beers.



2027 Targeted Golf Tournament for the Travel Industry
‘The Punta Gorda/Englewood UK & Irish Annual Golf Tournament’

This tournament would distinguish Punta Gorda/Englewood Beach as a premier golf destination for the UK/Irish market while generating measurable ROI through contracts, media reach, and long-term ambassador advocacy.

Key Benefits of the Proposed Tournament

Benefit	How It Works
Destination Showcase	Participants experience Punta Gorda/Englewood Beach’s golf courses, beaches, and hospitality firsthand
Prestigious Industry Event	Creates a recognised, branded tournament that becomes an annual fixture in the golf travel calendar
Local Partnerships	Engages area golf clubs (e.g., Aileron Golf Club), hotels, and businesses as sponsors/host partners
Media Coverage	UK/Irish travel media attend, generating press coverage upon return home
Hotel Contracts	Tour operators sign negotiated contracts during the event, driving future bookings
Ambassador Program	Attendees become recognised ambassadors, promoting the destination to their networks

Strategic Alignment with Existing Work

- Cellet already represents Punta Gorda/Englewood Beach VCB in the UK and attended **IMM UK 2026** in London with media meetings and has a strong database of tour operators who sell Florida and PGEB area.
- Cellet recently launched a **Junior Golf Championship** at Aileron Golf Club, showing existing golf infrastructure and partnership capability, which has already resulted in press coverage and contracts for hotel partners. **ROI = new product booking for 90 passengers and promotion at private golf club in the UK 22 July 2026**

Recommended Next Steps

- **Secure a venue** – Partner with Aileron Golf Club or another Charlotte County course
- **Recruit local sponsors** – Hotels, golf clubs, restaurants, and the VCB as co-hosts
- **Invite target participants** – UK/Irish tour operators specializing in golf travel, travel media, and golf tourism influencers
- **Create ambassador recognition** – Formal program with credentials, branding, and follow-up engagement
- **Negotiate hotel contracts** – Pre-package room blocks and rates for tour operators to sign on-site

Reaching the Travel Agent Audience

45,000 home workers in the UK + 1,800 homeworkers in Ireland. We would discuss with PGEB the 2027 planning to ensure that the campaign hit the target and audience required, and review B2C companies.

All the travel agent awareness co-op promotions would be promoted via the travel trade publications throughout the UK & Ireland.

Company	Details on Company	Components	Reach
InteleTravel UK & Northern Ireland	Leading wholesaler 58% growth on sales in 2025 Growth opportunity for 2026/2027	Gold Sponsorship Newsletters Seminars Podcasts Webinars Summit	42,084 agents Inc: 1,010 Northern Ireland
US Airtours UK	Leading B2B company selling dedicated to the USA Product	Dedicated travel guide on PGEB partners	10,400 travel agents
STUBA UK & Ireland	A proactive leading wholesaler in the UK & the world.	Direct E-newsletter Solus E-blast Social Media Posts Search Banners	3,363 UK 308 Ireland
JTA UK & Ireland	A leading B2B company with agents buying through them in the UK & Ireland New for 2026 – JTA will be opening an office in Dublin.	New Club JTA Special agent Platform Solus emails Social Media Activation to closed agent group Inspirational Agent Toolkit	50,000 database 42,000 social media

Training and education

There are multiple established training platforms available to destinations targeting the UK and Irish travel trade, and Cellet has experience in developing and growing these effectively. With over **45,000 homeworkers** across companies such as Travel Counsellors, InteleTravel, Hays Travel and US Airtours - to name a few - online training can be very cost effective and can reach a large audience.

- Destination training would underpin increased bookings, using in-person sessions, webinars, e-learning and virtual training for frontline staff, sales teams, and product managers.
- The focus would be on building knowledge of key gateways, routes, experiences, and signature itineraries so that PGEB partners are sold and recommended.

Key training platforms & actions

- **Cellet would promote the TravPro PGEB training platform** – *note: TravPro is not the most commonly used training platform in the UK and Ireland.*
- **ABTA training channels:** Provide access to ABTA-member agencies and support continuing professional development within the UK trade.
- **Brand USA:** Operates extensive USA destination training, often integrating state and regional modules, giving additional visibility for US destinations.
- **Cellet would promote the 'International Page, Travel Professionals' within the PGEB website,** encouraging travel agents and industry partners to use the platform.
- **Cellet would create a targeted training** schedule for PGEB to train 'one to one' reservation staff via online and in person training.

Provide translation and content localisation services

Cellet will provide localisation and translation services to PGEB, ensuring that all content, press releases and brochures are adapted for the appropriate language in each target market.

Cellet has purchased the URL PureFlorida.ie within the Republic of Ireland: this would be diverted to your main www.pureflorida.com website, and the URL would be circulated on all press releases, brochures and content. This demonstrates commitment to the market and helps build brand loyalty among Irish consumers through a locally relevant domain. This also provides a good tracking mechanism when a destination is positioning themselves in a new marketplace.

Arrange in-market sales missions and schedule appointments at shows for VCB staff
--

Trade shows and events

Cellet has organised and attended all of the major travel industry trade shows over the past 37 years, continually adapting its focus as events evolve. Over time, some shows have changed significantly, such as World Travel Market, where the USA section was once a major feature of the exhibition.

The Brand USA Travel Week U.K. & Europe has quickly become the most USA-centric travel trade event for buyers and media across the UK and European markets, bringing together leading U.S. destinations, suppliers, and top-tier European trade and media for curated B2B meetings and thought-leadership sessions. With the 2026 edition scheduled for 28 September to 1 October in Amsterdam, the Netherlands, it will remain a key hub for U.S. stakeholders and European partners.

Cellet Recommendation for PGEB:

Cellet would recommend that PGEB partners prioritise attendance at Brand USA Travel Week U.K. & Europe in late September/early October 2026 as their principal USA-focused trade show commitment in the region. This will maximise exposure to qualified U.S. product, decision-makers, and media, and align marketing efforts with the most strategically relevant platform for promoting U.S. travel in the UK and European markets.

As the Republic of Ireland represents a new focus market for PGEB under this contract, Cellet recommends delivering a dedicated Irish Sales Mission during 2027.

Cellet would recommend that an Irish Sales Mission takes place in 2027. The primary objective would be to ensure that product is placed with key tour operators and agents, trade awareness of the destination is increased, and structured programmes are set up to deliver destination training and drive bookings into the area.

Oversaturated marketplace – there are many trade and media events that take place in the UK & Ireland, it is becoming overcrowded as many tour operators are reporting they cannot keep up with the follow up. However, Cellet recommends that PGEB should attend carefully selected trade events which gives us controlled access to qualified buyers.

Focused trade shows and marketplaces filter partners already interested in or selling the USA product, then Cellet assesses the return on management time and budget versus the ROI on us attending these events.

Being physically present lets us reinforce the PGEB brand story, train the product or marketing managers, and secure visibility in key brochures and campaigns that competitors may miss if they are not in attendance at these shows.

- Cellet would recommend the top shows that we know will deliver the ROI.
- Participation in the leading UK and Irish travel trade shows and key USA-focused events would demonstrate long-term commitment to the market.
- Trade shows would be used to deepen relationships, launch, or promote destination product, and reinforce brand awareness and trust among top sellers and decision-makers.

Recommended Media & Trade FAM Events for PGEB Participation 2026/2027

As PGEB's dedicated in-market representative, Cellet will act as the destination's trade liaison across the United Kingdom and Republic of Ireland, ensuring a consistent presence within the travel industry and maintaining regular engagement with key tour operators, travel agents, media, industry bodies and strategic partners.

We will represent PGEB at relevant trade, media and networking events throughout the year, identifying opportunities to raise destination awareness, strengthen industry relationships, support product development and increase inclusion within Florida and Gulf Coast itineraries. Attendance at these events also provides valuable market intelligence, enabling Cellet to identify emerging travel trends, consumer demand shifts and new partnership opportunities that can inform future activity

Q1	Brand USA Travel Week	Amsterdam	September 28 th to 1 st October 2026	UK & Irish Tour Operators & Media
	Visit USA Association Thanksgiving Event	Ireland	November 20 th 2026	Irish Tour Operators
	The Visit USA Association Quarterly Meetings		8th September, 2.00 pm - Online via Zoom AGM - 18th November, 2.00 pm - Venue TBC, Dublin	Members Cellet to attend on PGEB
Q2	Holiday World Show	Dublin	22nd - 24th January 2027	Consumer
Q3	IMM UK	London	22-23 March 2027	Media
	UNITE	London	Monday 8th March 2027	Tour operators & VUSA Members
Q4	IPW	New Orleans	2 – 6 th May 2027	Tour Operators & Media
	Media Getaway	UK, TBC	Dates TBC	Media
	Media Marketplace BBQ & Awards	London	30 th June 2027	Media

Cellet would review additional trade events during the year and evaluate attendance.

Cellet to manage PGEB membership listings on Visit USA committee websites.

Oversee the distribution of approved content to tour operators and media partners, and monitor their social media channels, websites and published materials to ensure all representations of the destination are accurate and consistent with VCB branding.

Cellet will coordinate and manage the PGEB membership listing for the UK & Ireland committees. Reporting statistics from the VUSA websites will be included into the monthly reports.

Cellet will oversee the distribution of monthly approved destination content, imagery and updates to media partners, tour operators and travel trade stakeholders, ensuring messaging remains current, accurate and aligned with PGEB brand positioning.

We will regularly review partner websites, social media channels and published materials to ensure Punta Gorda/Englewood Beach, its communities and tourism assets are consistently represented and promoted.

Wanderlust®



ADVERTISEMENT FEATURE

WIN a seven-night Florida Gulf Coast escape for two

COURTESY OF PUNTA GORDA ENGLEWOOD BEACH

Explore Punta Gorda Englewood Beach on Florida's south-west Gulf Coast on a week-long break, including flights and accommodation for two people



Elsewhere, Prairie Creek is a must for spotting rare birds and reptiles. Keep your eyes peeled for Florida scrub-jays and gopher tortoises – the only tortoise native to North America. And whether you're paddleboarding or snorkelling, encounters with dolphins and manatees are never far away.

About the experts

Your trip is courtesy of America As You Like It, tailor-made trip planners for the USA and Canada since 1999. With first-hand expertise across North America, they pride themselves on crafting bespoke itineraries that reflect how you travel, from boutique stays to resort escapes. Committed to responsible tourism, they're a trusted ATOL-bonded operator and proud Visit USA Association members.

HOW TO ENTER

The prize for two adults includes:

- ★ Direct return flights with Virgin Atlantic from London to Tampa.
- ★ Four nights at the Sunseeker Resort Florida Gulf Coast, Curio Collection by Hilton.
- ★ Three nights at the Manasota Key Resort.
- ★ Two tickets for a sunset cruise experience.

The winner must use their prize by 31 May 2027. To enter, all you need to do is answer this question: **Punta Gorda was named after the piece of the land on which the city lies. But what does its name mean in Spanish?**

A) Big Cape
B) Fat Point
C) Large Headland

For Ts and Cs and data policies, go to: wanderlustmagazine.com/competitions. Competition closes on 30 June 2026 at midnight.

Coastal pursuits

(clockwise from top left) Stump Pass Beach State Park is a great spot for finding fossils; the Sunseeker Resort Florida Gulf Coast, Curio Collection by Hilton; the Florida scrub-jay is the state's only endemic bird; kayaking the mangroves lets you explore the coast's wild side

Forget the Florida you think you know.

Punta Gorda Englewood Beach is a laid-back waterfront destination where the Peace River meets Charlotte Harbor. What's more, you could enjoy its freshwater and saltwater adventures yourself by entering our competition to win a seven-night escape for two.

Natural beauty

Whether taking in the sunset from the white sands of Englewood Beach or dolphin-spotting on the waters of

Charlotte Harbor, there are plenty of unique experiences to be found on the Gulf Coast. Visitors can kayak the Peace River, hunt for prehistoric fossils on Stump Pass Beach or simply stroll the 4km-long Harborwalk to Fishermen's Village for boat-fresh seafood and marina views.

And don't miss Punta Gorda's parks and attractions. The Peace River Botanical and Sculpture Gardens offers a serene escape, while the Peace River Wildlife Center lets you visit a rehabilitation facility to learn more about Florida's fragile wildlife.

Wild encounters

Just 8km from Punta Gorda, the Babcock/Webb Wildlife Management Area is one of south-west Florida's last great undeveloped wildernesses. For visitors, hiking trails offer a window into its extraordinary wildlife. Or head to the Charlotte Harbor Environmental Center, which runs kayak excursions and guided walks with a naturalist.








42 June/July 2026

For more information, visit: pureflorida.com

Promotional activities and events

Cellet brings a highly creative and commercially effective approach to event delivery, helping brands across the UK and Ireland create meaningful impact and stronger visibility for the destinations we represent.

For example, our long-standing experience supporting the NFL London games over the past 15 years demonstrates our ability to deliver engaging, high-profile travel trade events at iconic venues including Wembley and Twickenham. Through trusted supplier relationships at Twickenham, we can secure cost-effective hospitality packages in prime seating locations, including the halfway line on many occasions, ensuring excellent value and an standout experience for clients and partners.



Selecting targeted venues that fit with our destinations and creating unforgettable creative events for the trade.



Quote from Kelly Wolgamott, Vice President, Pure Michigan

"Amazing event last night, heard so many great comments about the experience. Appreciate all you do to promote our great State".

Cellet Recommendations for promotional activities

Partnership Selection Philosophy

Cellet Marketing & Public Relations Ltd maintains rigorous standards when soliciting and onboard third-party brands to collaborate with our clients' destinations. We are highly conscious that any partnership must reflect the prestige, values, and strategic objectives of PGEB while delivering measurable value to all stakeholders.

Core Partnership Criteria

All prospective third-party brand partners must satisfy the following criteria:

Criterion	Requirement
Brand Prestige	The brand must hold a reputable, established market position with demonstrated excellence in its sector
Values Alignment	The brand must share PGEB's core values, including commitment to destination excellence, sustainable tourism, and visitor experience quality
Strategic Brand Link	There must be a clear, logical connection between the third-party brand and PGEB's destination offerings, ensuring authentic co-branding opportunities
Cost Effectiveness	Partnership investment must be reasonable and accessible, enabling sustainable collaboration without excessive financial burden
Return on Investment (ROI)	The partnership must deliver quantifiable returns for PGEB, including measurable outcomes in brand visibility, visitor engagement, booking conversions, or revenue generation

Partnership Objectives

Through this selective partnership approach, Cellet aims to:

- Expand PGEB's brand visibility and market reach through prestigious brand associations.
- Enhance the overall destination experience through complementary brand offerings.
- Foster innovation in tourism marketing services through strategic alliances.
- Promote mutual growth and authentic brand alignment between PGEB and partner organizations.
- Deliver cost-effective marketing solutions with demonstrable ROI.

Commitment to Excellence

Cellet is committed to forming only authentic, value-driven partnerships that enhance PGEB's reputation while delivering tangible business outcomes. We believe this selective approach ensures that every collaboration creates meaningful impact in the tourism industry and connects travellers with exceptional destination experiences.

The following recommendations were selected as follows:

- Consumer Promotions
- Friendship Agreement with Scottish Island
- Scottish Whisky Brand
- Leading online travel publication
- Eco Tourism BBC Wildlife
- Dublin Airport Consumer Promotion



Friendship Agreement between Scottish Island of Islay

The best-preserved and most attractive Scottish Island of Islay, is home to Port Charlotte which was founded by Walter Frederick Campbell's in 1828.

The village was built to provide housing facilities for the folk who worked in the Lochindaal Distillery, which opened in 1829, and was also known as Port Charlotte and Rhinns Distillery.

Today is it home to 3,228 inhabitants in 1,479 households spread over 62,017 hectares

ISLAYinfo
Making it easy



A friendship agreement between Port Charlotte (Islay) and Port Charlotte, Florida would be a strong strategic fit, particularly from a tourism, branding, and sustainability perspective.

Shared Identity & Storytelling

- A rare and marketable “name twin” connection creates an immediate narrative hook for media, travel trade, and consumers.
- Islay’s historic Port Charlotte (founded 1828, whisky heritage) contrasts with Florida’s modern coastal destination, offering a “heritage meets sunshine” story. to build joint campaigns around “Two Port Charlottes, One Spirit” or similar.

Tourism Growth & Cross-Promotion

- For reciprocal promotion between UK/Ireland and US markets—highly relevant to your core travel trade audiences.
- Itineraries: Scotland whisky and nature experiences paired with PGEB coastal, golf, and leisure tourism.
- Encourages longer-haul travel by linking two destinations into a single narrative.

Eco & Nature Positioning

- Islay: pristine landscapes, wildlife (birds, marine life), low-density population, strong ecological appeal.
- Port Charlotte, Florida: access to Gulf Coast ecosystems, beaches, waterways, and eco-tourism activities.
- Opportunity to collaborate on sustainable tourism messaging, conservation awareness, and responsible travel initiatives.
- Joint positioning as destinations that value nature, authenticity, and preservation.

Cultural & Heritage Exchange

- Whisky heritage (Islay) vs. coastal lifestyle in PGEB creates rich cultural contrast.
- Potential for:
 - Food and drink exchanges (Scottish whisky vs. Florida seafood/citrus) or commercial agreement with hotel brands in PGEB to sell the whisky.
 - Festivals or themed events in each destination
 - Educational or community exchanges

Trade & PR Value

- Strong PR hook for media in both markets—“twin towns across the Atlantic.”
- Content opportunities for travel journalists, influencers, and tour operators.
- Opportunities for fam trips, joint press visits, and cooperative campaigns.
- Enhances distinctiveness in a crowded destination marketing landscape.

Economic & Community Benefits

- Increased visitor awareness and potential uplift in tourism spend.
- Opportunities for local businesses (hospitality, tours, retail) to engage in joint promotions.
- Community pride and international visibility for a small but character-rich destination like Islay.

Scalable Partnership Opportunities

- Can start as a symbolic agreement and grow into:
 - Joint marketing campaigns
 - Trade partnerships with tour operators
 - Educational or sustainability initiatives
 - Annual events or exchange programmes



Consumer Promotion with Port Charlotte Scottish Whisky



25-year-old Bruichladdich Scottish distillery on the island of Islay, launched a named Port Charlotte whisky, connecting the named place on the island.

Work in conjunction with the brand via their consumer reach to promote PGEB/Port Charlotte USA.

Facebook: 66K
Instagram: 141K
X: 38.7K
You Tube: 4.2K

Hotel partners in PGEB: partnership to sell this uniquely named Scottish Whisky in their bars.

Friendship Agreement with the Scottish Island to tie in with the distillery.



Recommendation with an online travel publication such as The Travel Magazine. This is a top tier publication with an ABC1 audience. Furthermore, the owner, Sharron Livingston, attended press trip to PGEB.



“Exclusive” Consumer Promotion Website Launch Partnership



Launching the new Travel Magazine brand & website

Sept 2026	Weekly	Multi-channel
Official relaunch month	Newsletter edition	Web · Social · Email
Banner advertising — High-visibility placements on the newly designed site, positioned above the fold on key pages with audience-matched targeting by travel interest. 3.1 million monthly users		
Newsletter integration — Your destination featured in our weekly edition reaching subscribers who have actively opted in to travel inspiration and ideas. - 25,000+		
Social media support — Original content created and published across The Travel Magazine social channels, including visual posts, stories and short-form video depending on package. - Instagram 15,000 - Facebook 28,000 - X 2.9 million		
Editorial content — (Voyager & Pioneer) An authentic, editorial-style feature about your destination written by our team, published on site and promoted across all channels.		
Performance reporting — End-of-campaign summary including impressions, newsletter open rates, social reach and click-through data.		

- ✓ Premium banners — homepage + articles
- ✓ Featured destination article
- ✓ 3 weekly newsletter features
- ✓ 3 curated social posts
- ✓ Co-branded relaunch announcement
- ✓ Everything in Voyager
- ✓ Dedicated destination landing page
- ✓ Newsletter headline sponsorship
- ✓ 5+ social posts Incl. Reels/Stories
- ✓ Monthly performance report





Ecotourism Consumer Promotion BBC Wildlife Partnership



To strengthen PGEB's position as one of Florida's leading ecotourism destinations, we have explored partnership opportunities with BBC Wildlife, one of the UK's most trusted wildlife and nature media brands. BBC Wildlife's audience is highly aligned with PGEB's target market, taking an average of three overseas trips per year and spending more than £372 million on holidays and short breaks annually.

Working alongside BBC Wildlife, we would develop a targeted digital campaign showcasing the destination's wildlife, waterways, barrier islands and more than 70 parks and preserves.

Based on initial discussions and available partnership opportunities, activity could include:

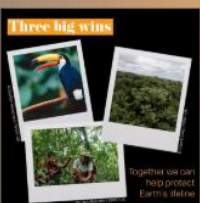
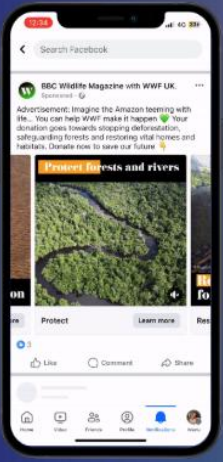
- Sponsored social media carousel campaigns targeting nature-led travellers
- Editorial and digital storytelling focused on wildlife, conservation and outdoor recreation
- Photography-led content showcasing PGEB's natural assets
- Destination content linking directly to PureFlorida.com
- Targeted promotion of dolphin and manatee encounters, birdwatching, fishing, paddle sports and eco-tours

The campaign would generate guaranteed digital reach and engagement amongst a highly relevant audience while strengthening recognition of Punta Gorda, Englewood & the Beaches, Port Charlotte, Charlotte Harbor, Babcock Ranch and the destination's barrier islands.



EXECUTION EXAMPLE:

SOCIAL CAROUSEL



BBC wildlife

Social Carousel - Reach or Traffic

1,000,000 REACH impressions or

6,000 CLICKS to your website

Carousels are a social-first means of short-form storytelling. Messaging is delivered via 2-10 frames of animated assets designed according to [brand] guidelines.

Best for: Clients looking for a visually engaging means of highlighting brand messaging, giving advice or explaining a step-by-step process.

Guaranteed KPI: Reach, facilitated via a paid social campaign



Sport Consumer & Trade Promotion Pickleball England Partnership



To capitalise on one of the fastest-growing participation sports in both the UK and the US, we have researched opportunities with Pickleball England, the sport's national governing body. With more than 45,000 active players across almost 1,000 venues nationwide, pickleball represents a strong alignment with PGEB's key activity pillars and provides direct access to an affluent, active and experience-led audience.

A key focus would be the English OPEN 2026, the largest indoor pickleball tournament outside the United States, taking place at the NEC Birmingham from 11–16 August 2026, attracting thousands of players and spectators from across the globe. Through targeted sponsorship and activation at this event, PGEB could raise significant awareness amongst both consumers and travel professionals.

Based on our research, potential engagement opportunities include:

- Destination branding and visibility at major pickleball events
- Travel trade hospitality and networking opportunities
- Competitions and prize promotions linked to FAM trips and holidays
- Editorial partnerships with key travel trade publications including Selling Travel, Travel Bulletin, Travel Weekly and TTG
- Destination storytelling focused on golf, pickleball, wellness and active outdoor lifestyles

This partnership would provide a highly targeted and cost-effective platform to raise awareness of Punta Gorda/Englewood Beach, strengthen travel trade advocacy and position the destination as Florida's leading location for active outdoor recreation, golf and pickleball experiences.



Dublin Airport Consumer Promotion Aer Lingus Partnership



To promote the Aer Lingus flights from Dublin to Florida and to raise awareness of PGEB to targeted Irish audience – Cellet would coordinate a FREE of Charge consumer promotion with Dublin Airport and holiday prize for 2 winners to PGEB.

Facebook: 332K followers

X: 468K

Instagram: 274K

The winners would be required to share the photos of the holiday that would be included into press coverage, this would be built into the terms and conditions of the prize draw.



PGEB Writers Retreat - British Guild of Travel Writers Partnership

UK & Irish Members

To generate high-value editorial coverage and strengthen relationships with influential travel media, we propose partnering with the British Guild of Travel Writers (BGTW), one of the UK's most respected travel media organisations, representing more than 200 accredited travel journalists, photographers, authors, broadcasters and content creators.

Working with a destination partner, we would host a five-day Writers' Retreat in Punta Gorda/Englewood Beach, providing a select and limited group of 8 – 10 Guild members with an immersive introduction to the destination's ecotourism experiences, unique accommodation such as Little Gasparilla Island and/or the Palm Island Resort, as well as immersive travel experiences linking to shoulder-season visitation through stories centred around community events, meeting local experts and 'personalities' and seasonal celebrations.

PR Value and Potential Outcomes

- Exposure of PGEB to a community of over 200 accredited writers, photographers, authors, bloggers and broadcasters
- A pre-agreed number of destination features focusing on key narratives and story hooks
- Additional coverage across the BGTW website, newsletter and social media channels
- Establish and nurture long-term relationships with top-tier consumer and trade travel journalist

A single hosted Writers' Retreat has the potential to generate multiple long-form features across national, regional and specialist travel media, delivering sustained destination visibility, third-party endorsement and a volume of editorial coverage that would be difficult to secure through individual media visits alone.



Media Event London Hidden Florida Photography Exhibition

To raise awareness of Punta Gorda/Englewood Beach as one of Florida's leading ecotourism destinations, Cellet proposes exploring a wildlife and nature photography exhibition in partnership with the Barbican Conservatory, one of London's most distinctive botanical venues and a hidden tropical oasis in the heart of the city.

The exhibition would showcase the landscapes, wildlife, waterways and natural ecosystems that define Punta Gorda, Englewood & the Beaches, Port Charlotte, Charlotte Harbor, Babcock Ranch and the destination's barrier islands, positioning PGEB as the authentic, lesser-known side of Florida for travellers seeking meaningful outdoor experiences.

Potential activation opportunities include:

- Wildlife and landscape photography exhibition showcasing PGEB
- Exclusive travel trade and media preview events
- Destination presentations and networking opportunities
- Conservation and ecotourism storytelling
- Earth Day and environmental awareness partnerships
- Content creation opportunities for media, influencers and social channels

This activation would provide a highly visual platform to generate travel trade and consumer media engagement, create compelling social content and strengthen awareness of PGEB's ecotourism credentials amongst UK and Irish audiences. By bringing the destination's natural assets to life in a unique London setting, the campaign would reinforce PGEB's position as Florida's authentic Gulf Coast destination while increasing recognition of its key communities and tourism assets.



Consumer Promotion Leading Tour Operator Travel Republic

NEW PRODUCT FOR PGEB – 2027

- Link promotion with [HolidayPirates](#) Campaign with Travel Republic being the call to action
- Running across two months, this introductory package includes onsite display activity, homepage placement, an email feature, and both organic and paid social media exposure. This option offers a cost-effective way to drive visibility across multiple Travel Republic-owned channels, supported by a strong-converting external channel (Paid Social).

Added Value: Landing page and 1 x Organic Social Post & Story



Market	Platform	Channel	Asset Description	Unit Measure	Month 1	Month 2	Total Volume Impressions (000s)
Media 360	PLAN-IT	Landing Page	Create bespoke landing page for your campaign, enhanced with engaging content designed to inspire travellers and convert customers.	Per Page		1	1
	ON-SITE	Homepage Premium Tie	Feature on our homepage in a premium tie placement to increase visibility and drive traffic to your campaign.	CPM	30	30	60
		Onsite Display Target	Targeted display advertising using customer search data and standard IAB formats to reach users actively booking.	CPM	35	33	68
	EMAIL	Email Footer	Banner placement within the footer of our weekly newsletter, providing consistent brand visibility to our subscriber base.	Per Banner	1		1
	SOCIAL & INFLUENCER	Organic Social Activity	Organic social post & story published across our Facebook and Instagram channels.	Per Post	1	1	2
	TRAVELLER +	Traveller+ Paid Social Ads	Targeted paid social campaign designed to extend reach beyond organic posts and nurture users through the booking funnel. Formats can include image, carousel, collection or video.	CPM	60	60	120

Online Travel Sites Co-op Marketing Promotions driving traffic to the tour operator sites and www.pureflorida.com – call to action strategy:

While PureFlorida.com should remain the primary destination website featured across consumer PR activity, we recommend tailoring call-to-actions to the objective of each campaign.

For consumer media coverage, PureFlorida.com is the most effective route for destination inspiration and trip planning. However, for co-operative campaigns with tour operators and travel partners, directing consumers to booking pages is more appropriate as these audiences are typically further along the purchase journey and more likely to convert.

Similarly, travel trade campaigns should direct agents to the dedicated international trade resources and training pages on the PGEB website. This approach ensures each campaign delivers the most relevant user journey while supporting destination awareness, trade education and booking conversion.

Additional Creative Ideas:

- Virgin Atlantic Business Lounge
- Fishing Show London – 1st year and would like to see how the first show is attended, visit and review for 2028
- There are many more ideas . . . depending on budget.
- Inspire my Holidays – consumer and B2B campaign

There are many promotions we would like to present to PGEB . . .

B) Creative Thinking:

Emerging Technologies and Digital Awareness

Cellet recognises that destination discovery and trip planning are increasingly driven by digital-first channels, with consumers engaging with travel content across social media, mobile platforms and online communities long before making a booking decision.

As part of our approach to staying current with emerging technologies and consumer travel trends, we would explore partnership opportunities with HolidayPirates UK, one of Europe's largest travel inspiration and deals platforms, reaching a UK audience of more than 3.3 million travel enthusiasts through social media, app notifications, direct messaging and digital content.

Using its proprietary technology and audience targeting capabilities, HolidayPirates delivers highly targeted travel inspiration and promotional content to consumers actively researching and planning holidays. The platform combines inspirational storytelling with time-sensitive offers, helping to drive engagement, consideration and conversion through a streamlined booking journey.

Working alongside PGEB stakeholders, accommodation partners, airlines and tour operators, Cellet would identify opportunities to develop targeted destination campaigns designed to support specific travel periods, including shoulder-season travel. Campaigns could showcase accommodation offers, fly-drive itineraries, outdoor experiences and seasonal travel opportunities, directing consumers to booking partners through a simplified path-to-purchase.

Case Study Example for Panama City Beach – HolidayPirates



Campaign Proposal

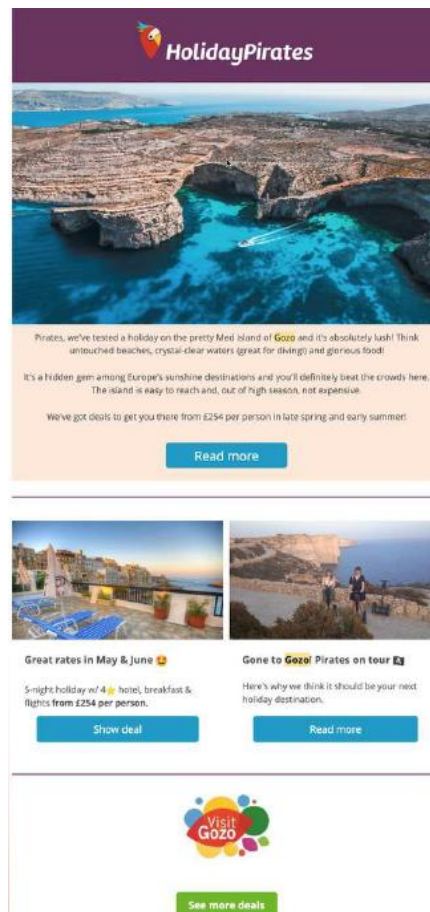
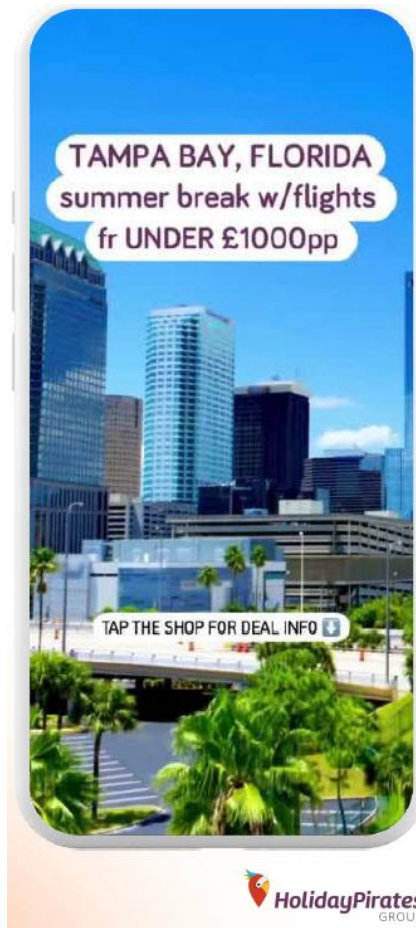
**6 Week
Campaign**

AWARENESS

Full Destination feature article	✓
Pinned position on UK homepage	5 days
Facebook Destination awareness post	1
Instagram Story or Feed Post	1

SALES

Deal promotions on Home Page	3
Facebook deal posts	3
Email Newsletter Insertions	3



The platform reports back on a variety of data-driven metrics, including:

- Social media reach
- Social media engagement
- Social media clicks
- Web impressions
- Web sessions (to deal landing pages)
- Web clicks
- Email Newsletter open rates, total clicks and CTR's
- App push open rates, total clicks and CTR's
- Enquiries, bookings, passenger numbers and room nights are all provided by the 3rd party deal providers we use for fulfilment on the campaign

This approach enables PGEB to reach highly engaged travel audiences through a trusted digital platform, combining destination awareness with measurable consumer action and supporting the destination's objectives of increasing visitation and year-round demand.

Cellet promotion that created the unexpected results for Amelia Island CVB, 2 years in a row:



NATIONAL GEOGRAPHIC
TRAVELLER
FOOD FESTIVAL
19-20 JULY 2025



Bookings generated via Purely America = 72 couple bookings + 4 families

Approx value: £300,000

2025 IN NUMBERS

EVENT	
ATTENDEES	6,221
EXHIBITORS	81
PERFORMANCES	94

DIGITAL	
CHANNELS	15+
IMPRESSIONS	8.5M+

MEDIA PARTNERS	
PARTNERS	12+
COVERAGE	1.5M+

PRESS	
PRE-EVENT COVERAGE	1.8M
POST-EVENT COVERAGE	52M

"A fantastic event and a must-go to for foodies and travellers!"

"Love the event, every year it gets better! I can discover new countries and holiday destinations, and have a mini immersion into new cultures!"

"A day of escaping London to visit some amazing places through wonderful food and stories. Lots of amazing exhibitors, incredible food to try. An agenda packed with interesting speakers, a must for anyone who has a passion of food and travel."

"The turnout was great, a lot of engaging customers and willingness to spend."

"The footfall was great, and the audience that visited our stand were very interested in the culture, the brand and the food."

80%

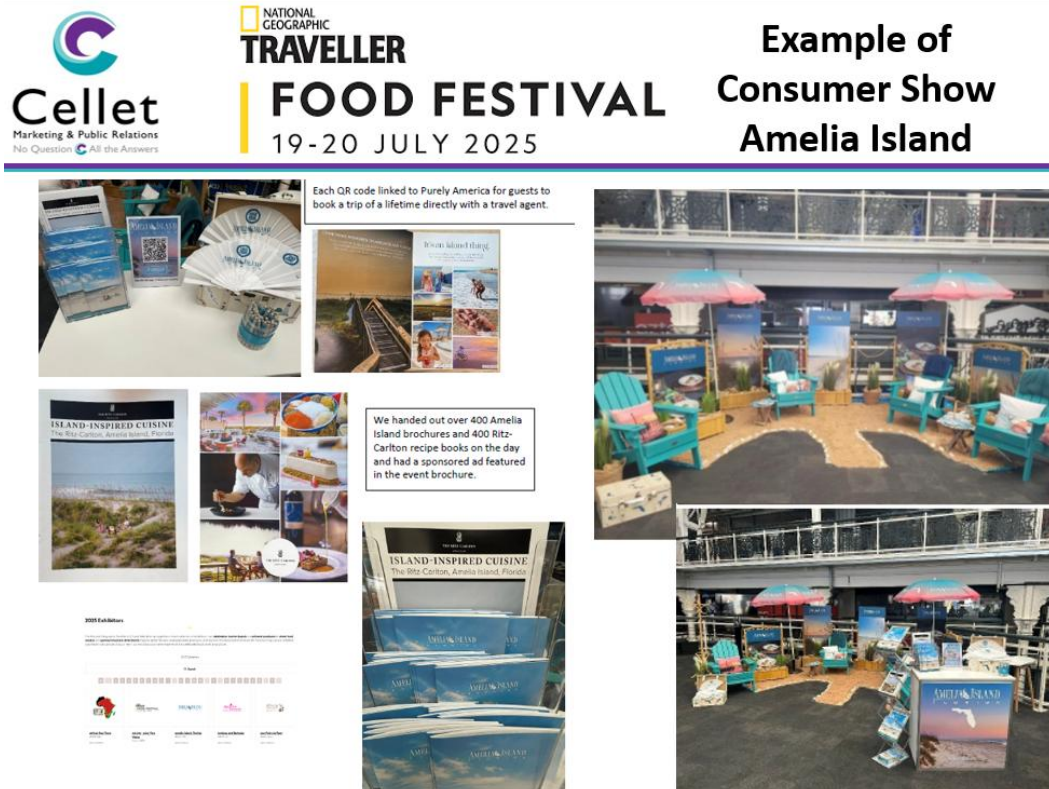
VISITORS WERE SATISFIED WITH THE EVENT

81%

VISITORS WOULD RECOMMEND THE EVENT TO A FRIEND

71%

VISITORS WERE INSPIRED TO TRAVEL TO NEW LOCATIONS INCLUDING LOUISIANA, GEORGIA, MONTENEGRO, INDONESIA, ECUADOR



Cellet coordinated the show attendance, designed the stand, and the Cellet team hand built the stand – which received outstanding comments from consumers and other stand builders at the show – going the extra mile created memorable impact.

Tour Operator Partner: Purely America utilising QR code for the special offer they created for Amelia Island.

Event Feedback & Outcomes

Attendance at the event proved highly valuable, offering strong return on investment through quality engagement, brand exposure, and meaningful conversations with both media and potential collaborators.

There was significant interest in key themes aligned with Amelia Island's core offerings:

Wildlife and Eco-Tourism: Attendees were highly engaged by the region's natural assets, including sea turtles, dolphins, whales, and birdwatching. Many were eager to learn about conservation initiatives and how visitors could participate or learn more during their stay.

Outdoor Activities: Kayaking, canoeing, and hiking generated strong interest, with visitors actively asking about the range of experiences available beyond the beach.

Culinary Appeal: The food scene stood out as a major point of interest. Attendees responded enthusiastically to the number of independent restaurants and expressed curiosity about local cuisine, particularly seafood - its sourcing, preparation, and cultural significance.

Local Culture and Heritage: There was a clear desire to understand the everyday experience of Amelia Island, from the atmosphere and activities in town to its historical background and community traditions.

We also had the opportunity to connect with key media representatives, including *BBC Wildlife*, and began early conversations with several potential collaborators. Notably, interest was expressed by well-known chef Clodagh McKenna, opening the door to future culinary partnerships.

New product and promotion for Amelia Island linked with the National Geographic Food Festival

TRAVEL

AMELIA ISLAND

Northeast Florida's Coastal Gem



Amelia Island Beaches



Amelia Island Hotels

Situated just off the Atlantic coast, a few hours drive from the theme parks of Orlando which makes Amelia Island the perfect twin centre option, this unique little barrier island may lack in size but it makes up for it in character; Amelia Island is a beauty that will steal your heart.

Pristine beaches to the east. Stunning marshes to the west. Unique discoveries everywhere in between.

Imagine an enchanting island that is rich in history, naturally lush and beautiful, and authentically old Floridian - The sun rises majestically over the horizon. The wildlife gracefully stirs, embracing a renewed sense of curiosity. Your footprints create one-of-a-kind impressions as you stroll along the shore. And your pace, without realizing, keeps time to the rhythm of the sea. On Amelia Island's 13 miles of stunning beaches, every moment feels timeless. Let the pristine coastline inspire you as you stroll along the Appalachian quartz sand, discover hidden treasures and soak in the natural beauty that surrounds you. As you meander through the historic streets of downtown

Fernandina Beach, you are transported to a world where time stands still. Shopkeepers greet you with unique treasures and welcoming smiles. The rich aroma of freshly made fudge carries on a gentle breeze. Your gaze is drawn to the Victorian-era architecture that holds captivating secrets of a storied past. As the sun dips beyond the breathtaking marsh, and sidewalk cafes set the evening aglow, more than 90 distinctive restaurants feature locally grown food and seafood caught just off the shores of Amelia Island come alive and you realize it is the perfect ending to another perfect day on Amelia Island.

Outdoor adventure including horse riding on the beach, world-class golf and top-shelf spa experiences are available year-round. Accommodations on Amelia Island are draped in Southern hospitality, from luxury oceanfront resorts to charming Bed & Breakfasts and spacious vacation home rentals, Amelia Island's variety of accommodation styles offers a sanctuary catered to your tastes and preferences.

Let your sense of adventure carry you through Amelia Island's unspoiled natural wonders. Whether on land or water, this unique Florida destination beckons you to explore. ■



Amelia Island Downtown




Purely America offers a 7-night holiday to Amelia Island including flights, hotel and car hire from £1,499 per person based on 2 adults sharing.

THE DETAILS

Purely America is a fully ATOL bonded specialist tour operator to the USA. With competitive airfares, car hire, pre-planned but flexible self-drive tours, rail tours, escorted coach tours, attractions and a selection of hotels to suit every budget, no other UK tour operator offers you a wider choice of holiday options to the USA, Florida and Amelia Island.

For more information on Amelia Island, please scan the QR code below



Book your holiday to Amelia Island - call us to speak with one of our agents who have been there, let us tell you all about it, inspire you and help plan your dream holiday staying on this beautiful island paradise in Northeastern Florida.

Call us on 0844 80 444 80.

Follow us on Instagram for travel inspiration, offers and competitions @purelytravel

JUNE 2025 193

Client: Kissimmee CVB, Florida

Travel Trade Publication: TravelMole

Project: Saturday morning dedicated e-newsletter "No other destination communicates to the travel agent on a Saturday...Let Kissimmee lead the way"

Objectives:

- Create a series of targeted eblasts to over 30,000 travel agents in the UK
- B2B tour operator deals
- Information on upcoming events in Kissimmee
- Top Tips on different activities within Kissimmee
- Competitions for agents to win great prizes

Why the campaign exceeded expectations:

At a time when destination marketing was still heavily reliant on traditional communications, Cellet identified an opportunity to engage travel agents through a dedicated digital content series delivered outside normal industry communication patterns. By reaching agents on Saturday mornings with a mix of destination inspiration, trade offers, events, competitions and selling tips, Kissimmee was able to stand out in a crowded marketplace.

The campaign generated exceptional engagement, reaching more than 2.2 million readers over the six-month period and becoming widely recognised within the travel industry. Its success demonstrated the value of understanding audience behaviour and adopting innovative digital communication methods ahead of wider industry trends.



Results: 3.2 million reach
Database increase: 150%

Talk of the industry – everyone saw it on a Saturday morning – high impact!!

C) Measurement/Reporting

Cellet would establish clear, measurable goals and deliverables in consultation with PGEB to ensure alignment with the organisational objectives in the UK and Irish markets, and would report on the following: -

Goals and deliverables

- **Inbound US Travel Trends** reported by trusted resources within the UK & Ireland, such as Travel Weekly, TTG, TravelMole, Brand USA, Oxford Economics
- **# of sales calls** completed with targeted tour operators, OTAs, airlines, and key trade partners.
- **# of fam trips** coordinated and attendee numbers
- **# of events and committee meetings** attended on PGEB behalf
- **# of shows attended** along with attendance numbers
- **Number of product placements** secured, with a target **minimum 10% increase over a 12-month period** versus the existing baseline.
- **Number of press articles** generated across trade and consumer media.
- **Total value of earned media** achieved (advertising value equivalent or agreed metric).
- **Number of reservation and front-line staff trained** on PGEB and experiences, in-person or virtual trainings,
- **# PR Stories pitched, press releases**, translations, journalist introductions, FAMS coordinated, shows attended

Reporting, metrics, and calls

- **Monthly activity reports** would be produced, including clear metrics against agreed KPIs to track progress, evaluate effectiveness, and adjust tactics to market conditions in the UK and Ireland.
- **Monthly calls** would be held with the PGEB team to review activity, discuss new opportunities, and refine priorities.
- **Formal KPIs** would be agreed and fully defined within the first 90 days of the contract award, providing a robust framework for performance management.
- **Media PR Coverage and Values:** Secured publications and advertorials promoting PGEB
- **Quantity of Visitor Guides and other PGEB** marketing materials distributed via trade shows or other activations
- **Tour Operator website listings** featuring PGEB hotels and attractions, along with inquiry and booking statistics from active cooperatives



UNITED KINGDOM & IRELAND APPLICATION FOR MEDIA SUPPORT

Cellet Marketing & Public Relations Ltd request that all travellers complete the form and return to us.

PERSONAL DETAILS

Name of Publication: See Below	
Name of Requesting Journalist/Blogger:	
Name as it appears on passport:	
Passport Number and Expiry Date:	
Date of Birth:	
Business Address:	
Telephone:	
Mobile:	E-mail:
Social Media handles and stats:	
Twitter:	Instagram: Facebook:
Are you a smoker? Dietary Requirements (Please specify):	
Height:	Weight:
Please list any other members travelling with you (passport names):	
Please give <u>details</u> any other requirements you have (please specify)	
none	
Please list any health issues or allergies:	
Please list any medication that you are taking – (this will only be disclosed in an emergency)	
Next of Kin:	Relationship:
Address:	
Telephone – Day:	Evening:
Please confirm that you have a full driving licence and can drive in North America (for individual trips):	
Please confirm that <u>you</u> have your own travel insurance Y/N:	
IMPORTANT: Please ensure you have a printed version of your travel insurance to take on the trip	
Travel Insurance Details, including policy number & overseas contact Tel no	
Please confirm you have a credit card for covering incidentals and checking into hotel	

Cellet Marketing & Public Relations Ltd, Bloxham Mill Business Centre, Office Number 45, Barford Road, 1
Bloxham, Banbury, Oxfordshire OX15 4FF
Tel: 01295 722816

Cellet PR and Marketing commits to issuing a media commission form ahead of all FAM trips.

The form contractually agrees coverage and covers liability and covers responsibilities and clear terms and conditions.

The form has been updated for 2026 for addtinoal protection for the client and PGEB will receive a copy of this form ahead of every confirmed FAM.

The commission form additionally stipulates that editors must publish agreed features within 6 months of returning from trip.

Online travel sites statistics from sources such as Expedia, Hotels.com, Airbnb, and Trivago to show inquiries, hotel bookings, and airline ticket sales.

Available data from the major OTAs and airlines is limited, and the most reliable route-level booking evidence is usually obtained through paid partner reporting or specialist intermediaries rather than from Expedia, Hotels.com, Airbnb, or Trivago directly. Expedia Group explicitly offers B2B travel solutions and travel advertising products, which supports the point that meaningful partner data access sits inside commercial relationships rather than standard public reporting.

Expedia and Hotels.com are part of a large commercial distribution ecosystem, and they do not routinely publish destination-specific inquiry, hotel booking, or air ticket sales figures for third parties. Trivago and similar metasearch brands are even more focused on referral and search demand than on sharing downstream booking outcomes publicly.

For aviation, the UK Civil Aviation Authority publishes airport and airline statistics, including route traffic, passengers, and load factor data, but these are aggregated public statistics rather than partner-specific commercial booking extracts. The CAA also notes that airline data can be supplied with confidentiality constraints, which supports the idea that some figures are not freely shared in detailed form. In addition, load factor is a standard aviation metric used in public reporting, so it is not accurate to say airlines *never* disclose it; however, detailed, partner-specific booking or passenger data is typically restricted and often aggregated.

UK GDPR protects personal data and can limit disclosure of information that could identify individuals or reveal commercially sensitive details. Distorted destination figures is an important point to consider for PGEB: as there are no direct UK service to PGEB and the analysis relies on inbound bookings into Tampa, Orlando, or Miami, those numbers can overstate relevance because they include travellers whose end destination is elsewhere or whose onward travel cannot be attributed to PGEB.

However, as a solution, Cellet recommends a two-layer approach to reporting: use specialist Florida trade partners for actual booking figures and use public aviation statistics only as context for market trend support. That gives you a defensible evidence base without paying for expensive OTA extracts that may not answer the destination-specific question.

Annual report

- **A comprehensive 12-month activity report** would typically exceed 50 slides, covering trade, PR, consumer activity, results, and insights.
- **The final structure and layout of the 2027 Annual Report** would be developed collaboratively with the PGEB to ensure it fully meets organisational reporting needs.

Research

To keep on top of trends and statistics for travel to the USA, Cellet continuously monitors trusted market intelligence sources, including Oxford Economics, ABTA, Brand USA and the U.S. Travel Association. Through their various reports, forecasts and data tools, Cellet tracks changes in demand, visitor volumes, spend and market outlook, ensuring that all recommendations and marketing activity are grounded in robust, up-to-date evidence.

D) Account Service

Cellet will assign a dedicated Account Manager to oversee the PGEB account, supported by a wider team representing each key service area. This structure ensures comprehensive account management, with full visibility of deliverables across the team.

All team members are based full-time at Cellet Marketing & PR Ltd headquarters, ensuring consistency, collaboration, and responsiveness.

The proposed team includes:

- **Keely Burton, Account Manager (day-to-day lead)**
- **Annabel Lander, PR Manager (day-to-day)**
- **Lorensa Dushku, Marketing Assistant**
- **Yolanda Fletcher, Managing Director**
- **Additional role to be appointed to support Ireland activity**

The appropriate team members will participate in the monthly virtual PGEB meetings, providing an agenda ahead of the call, review progress, budgets, and actions required from both Cellet/PGEB team. Cellet will provide follow up notes from the calls to ensure good communication.

All team members are available for regular communication via phone and email. Cellet is committed to responding promptly to all requests for information.

To ensure continuity of service, in the absence of the Account Manager or PR Manager, an alternative team member will be designated as the primary contact. This will be clearly communicated in advance, particularly during periods of annual leave, FAM trip hosting, or off-site project work.

Cellet are invited to many Board, partner meetings, in person and online to present an international update on the UK & Ireland. Cellet have delivered presentations to the Board of County Commissioners (BCC), County Administration, Tourist Development Council (TDC) over the three years.

April 2026 Yolanda Fletcher, MD @ Cellet invited to the TDC Meeting





Governors Tourism Conferences

Cellet are invited as guest speakers at governors' tourism conferences to lead the international sessions for the UK and Ireland. In this role, they showcase the importance of international travel to destination growth and visitor economies, while highlighting the UK and Ireland's respected market credentials, including their strong outbound spend, high repeat visitation and trusted trade partnerships.

Cellet has been invited to attend and present at the following 2026 conferences:

- Iowa Tourism Conference, March 2026
- Pure Michigan Governor's Conference on Tourism, April 2026
- Punta Gorda/Englewood Beach, Tourism Development Council Board Meeting April 2026
- Amelia Island CVB Commissioners Meeting August 2026



E) Corporate Experience

Cellet Marketing & Public Relations Ltd is one of the UK's leading destination marketing and public relations agencies, **established 37 years ago**. Cellet offers a comprehensive range of services in sales, marketing, and public relations to destination marketing organisations (DMOs) and travel suppliers in the UK and overseas. As an early pioneer of destination representation in the UK, Cellet quickly gained recognition for introducing best practice principles that have since become benchmarks within the industry. Over the years, the company has evolved into a multidimensional agency renowned for integrity, creativity, and long-term relationships with suppliers, partners, and clients. Our scope spans airline route development, destination marketing, and strategic promotional campaigns for both established and emerging markets.

With our headquarters based in a fully serviced complex at Bloxham Mill Business Centre, Barford Road, Bloxham, Oxfordshire OX15 4FF. Our central location in England is close to the M40 motorway corridor, providing excellent access to London and major cities across the Midlands and the Southeast. The company operates with a **dedicated team of five full-time professionals**. All staff hold clean driving licences valid in the UK, Europe, and the USA, allowing for flexibility in supporting client activity across multiple markets.

The **Cellet team collectively brings more than 90 years of experience** in the tourism, travel, and PR sectors. Every team member is well-versed in both the business and creative sides of destination promotion, fluent in written and spoken English, and focused on delivering a clear and measurable return on investment for clients. Many team members have personally and professionally explored America, enriching our firsthand understanding of its offering and unique selling points and visitor appeal.

Cellet has been working the Irish markets for whole 37 years, and has built excellent relationships with the Irish media, tour operators and airline partners.

For 37 years, Cellet has partnered with Florida destinations — including the Florida Keys & Key West, Kissimmee CVB, and Amelia Island CVB — to build their brand identity and significantly boost visibility across the UK and Ireland.

Through strategic marketing and media outreach, we've enhanced destination recognition and reinforced their position as top North American travel choices, investing considerable management time to effectively position Florida in competitive international markets.

Cellet's long-standing relationships with airlines in the UK and Ireland have also been crucial in expanding air connectivity to the USA. These partnerships have helped establish direct routes and supported collaborative campaigns with carriers serving gateways such as North Carolina, Las Vegas, Chicago, MSP, Cleveland, Cincinnati, Detroit, and Indiana. Additionally, our close work with tour operators and online travel platforms has broadened the availability of USA products in brochures, itineraries, and digital sales channels—further increasing visibility and demand

Cellet has developed good relationships with the Punta Gorda/Englewood Beach VCB vendors. Such as Aqua Marketing and Communications Inc., along with the PGEB Germany Agency Touristik Marketing. We also work closely with other partners such as, Turner PR, MMGY, Miles Partnership on various contracts. They learn into Cellet for their in-country expertise within the marketplace.

Cellet understands the important of measuring the success on client campaigns, please see some examples of the successful campaigns from the last 5 years.



National Radio Broadcast

- Cellet pitched, coordinated a Travel Wisconsin radio campaign to raise awareness of State with the UK travellers. Showcasing its world-class cuisine, sporting heritage, iconic Frank Lloyd Wright architecture, and easy access via major gateways.
- Working with global broadcast experts, we crafted a compelling story hooks that powered a full day of radio interviews
- Delivered 12 on-air radio segments, 2 high-traffic online features
- Total combined reach of **8.6 million+**.
- Coverage examples: [BBC Sounds](#), [Gateway 97.8FM](#)

OVERALL RESULTS

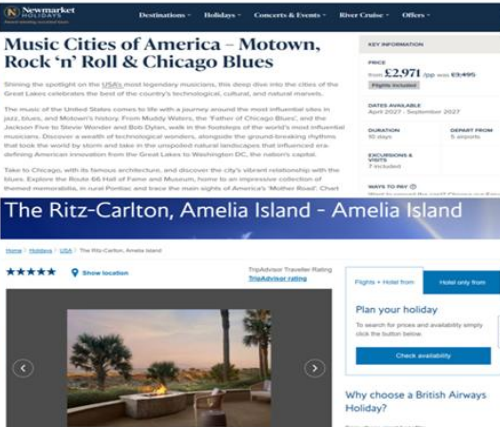
12	Hours of coverage across regional and community radio
8.6m+	Combined reach of coverage
2	Interviews on the BBC network including BBC Sounds, which can only be accessed via certain channels
100%	Key messaging and brand mentions achieved in interviews






Product Development

Cellet solicits tour operators to develop new product for all clients, 65% of our management time is dedicated to this component. In 2025 we achieved a **26% YoY** increase on new itineraries, on and offline inclusion across our client portfolio.



Direct to Consumer Case Study



Direct to consumer online, offline in partnership with Click & Go Ireland.

Supported New Dublin to Detroit Delta Airlines Flight launched May 2025.

Campaign period: September to November 2025.

Pure Michigan displayed on 75 buses promoting how consumers can easily book a holiday in Michigan.

Booking figures not released yet.



New Route Launch 2025

Cellet has been instrumental in launching new routes and flights into USA destinations

Delta Airlines New Route Dublin to Detroit, May 2025

Flight Frequency and Capacity: With four weekly flights from May to December 2025, approximately 128 flights during this period. Delta operating the Airbus A330 200 series aircraft.

281 passengers, with the split on seat class, Delta One, Delta Comfort, Delta Premium and economy class, total capacity of around 240 per flight = 480 passengers per day x 4 days per week = 1,920 passengers per week.

Approximately 61,440 passengers from May to December 2025

NEW for 2026: This has been hugely successful increasing to a daily service from May 7th to October 7th 2026 totally 66,900 passengers outbound/return

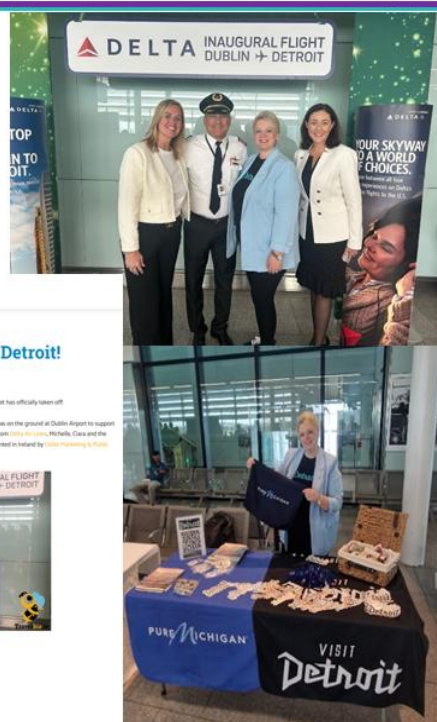


12 Dublin meets Detroit!
#Traveltogether

The all new **DELTA** direct service from Dublin to Detroit has officially taken off. Peter O'Hanlon, Delta Director, Travel and Tourism, was on the ground at Dublin Airport to support and share the exciting news about the new route. He was joined by Delta's CEO and the Irish Airline's CEO, who both expressed their commitment to Ireland's tourism industry.



Special thanks to:
Yolanda Fletcher (CEO Delta)
Graham McNamee
Katie O'Hanlon (Delta Air Lines)



Great Lakes New Product

- **NEW Great Lakes Multi State Itinerary – 6 pages in Audley Travel Brochure**
- Direct results from sales mission meeting
- Audley Travel call to action in Country Life Lifestyle Magazine with feature on GLUSA region
- Results = 400 room nights generated over 5 years
- 80 bookings per year
- 160 passengers
- Average stay 16 nights
- Generated £2.4 million revenue
- Average spend in region \$250.00 per day, per person = over \$640,000.00



Great Lakes USA



Cellet coordinated GLUSA stand, graphics, media, tour operator and industry contact meetings, on-booth event, complete on-ground management for the State partners, media interviews, brochures distribution, follow-up report for partners and follow-up with all appointments.

- Total Number of Attendance = 51,000 – 3,000 international media
- Total Exhibitors = 5,000
- Total Number of Meetings = 35 one to one meetings trade and media
- Total number of Partners Participated = 6 members/preferred partner
- Results: 10 x new brochures placements, 6 press trips confirmed, 5 campaigns confirmed.

Interviews arranged at the WTM Interview Wall for Toby McCarrick, Jennifer Ollinger and Emily Lauer. Uploaded to the WTM Youtube Channel and links sent to interviewees

Toby McCarrick

<https://www.youtube.com/watch?v=sL3RCrPJtq4>

Jennifer Ollinger

<https://www.youtube.com/watch?v=OQD7IcXO4Ng>

Emily Lauer

<https://www.youtube.com/watch?v=5aYTGnBrFk4>



Media Examples of travel trade press coverage - Clippings/links and Trade Case Studies

Cellet has generated hundreds of high-impact PR features in leading UK and Irish trade publications and consumer press, all stemming directly from Cellet press releases and client-supplied content.

Selling Travel Magazine - <https://www.sellingtravel.co.uk/michigan/>

TravelBiz, Ireland – flight launch of Dublin to Indianapolis 2025 - <https://travelbiz.ie/visit-indiana-road-trip-with-aer-lingus-great-lakes-usa/>

Punta Gorda/Englewood Beach – Major Hotel Rebrand Announcement

- Hotel: ["Sunseeker Resort Rebrands As Sunseeker Resort Florida Gulf Coast, Curio Collection By Hilton"](#)
- HN Magazine: [Sunseeker Resort Rebrands As Sunseeker Resort Florida Gulf Coast, Curio Collection By Hilton](#)
- Travel Trade Gazette (TTG): [Sunseeker Resort rebrand announced](#)
- Irish Travel Trade News (ITTN) Newsletter

Travel Iowa Partnership international representation announcement

- [TravelMole](#)
- [ITTN](#)
- [TravelBiz](#)

Examples of consumer national press:

The Scottish Sun, Lisa Hodge – PGEB Press Trip, 2025

[A sun-soaked, laid-back corner of Florida that's good for your soul](#)

The Times, Will Hide – Michigan Press Trip 2025

[Move over New England — here's where to find the best autumn colour in the US](#)

The Guardian, Emma John – Wisconsin Press Trip 2025

[A road trip to Lambeau Field: my search for the mysterious magic of the NFL draft](#)

The Travel Magazine – Sharron Livingstone – Group Press Trip pre-IPW 2025

[48 hours in Downtown Detroit, Michigan, USA](#)

Reach: 3 million visits per month to website

The Independent – Ted Thornhill – Detroit Feature Press Trip 2025

[Why America's 'comeback city' deserves to be your next trip](#)

*Reach & visibility: The Independent is one of the UK's leading national news brands, reaching approximately **20 million monthly** UK unique visitors, ensuring strong exposure to a broad and engaged audience.*

The Experience and dedicated account team with employees of Cellet

Cellet operates a multi-team responsibility on all accounts, bringing different skills and levels of expertise to each account. Our team members have over 30 years of collective experience, with previous experience working for international marketing brands and over 25 of destination marketing experience. The companies include McCann Erickson, and Flights Coach Travel Ltd.



Cellet also works closely with professional consultants in the below areas: -

- Sports
- Wildlife
- Sustainable Tourism

All staff are full-time, along with a part-time project assistant supports the team throughout the year, and was previously employed full time, and has extensive experience of the company and clients.

Primary Responsibility: Yolanda Fletcher, Managing Director, Owner of company, 36 years in the travel industry, huge passion for the USA!!

Visited the USA over 300 times, all states more than 5 times, educated the travel trade over 25 years on how to sell the USA effectively and developed the high level of brand recognition within the UK & Ireland. Been responsible for launching several new airline routes from the UK & Ireland into the USA.

PGEB Account Director: Yolanda has visited Punta Gorda/Englewood Beach, Florida several times for personal and business visits. Responsible for strategy, budget management, marketing plans, overall representation.



Key Skills: Soliciting cost effective methods to maximise clients' budgets, skilled at operating at a senior level including government dignitaries, embassy officials, overall strategy with extensive knowledge of the region. Airline relations, creative consumer promotions, monthly reports, budget management, marketing activity, key negotiator on bringing partnerships together in-country and Stateside.

Primary Public Relations Responsibility: Annabel Lander, Head of PR @ Cellet.

Her career has expanded for over 18 years in public relations, creating captivating content for high profile brands, generating millions in PR coverage. Working in previous senior roles at McCann Erickson, Marketing and Communications Director, serving as Press Officer to David de Rothschild, and leading international accounts such as Vodafone, Beiersdorf, and Kiehl's.

Key Skills: High level profile media contacts, building relationships, escorting successful fam trips, reporting effective PR, executing excellent strategy methods for clients, great negotiator.

PGEB Public Relations Manager: Annabel has visited Punta Gorda/Englewood Beach, Florida on business visits. She is responsible for all media leads, PR pitching, media trip visits, coordination of all press clippings and content distribution. Working closely with the marketing team @ Cellet to ensure that the PR and Marketing strategies are always running inline.



'Day to Day' Account Manager Responsibility: Keely Burton

Since joining Cellet, Keely has quickly established strong relationships across key tour operator and travel trade accounts, supporting product development, partnership activity and co-operative marketing campaigns. Visited the USA Florida & Georgia.

Keely attended IPW 2026 as part of the Cellet team, representing PGEB in meetings with industry partners and continuing follow-up activity to develop new trade opportunities. She plays an active role in trade outreach, account management and supporting clients' inclusion within tour operator programmes and itineraries.

Key Skills: Attention to detail and multi tasking in a calm manner, travel trade engagement, partnership development, trade marketing, relationship building, outreach and negotiation.

PGEB Role: Kelly will support tour operator engagement, travel agent outreach, co-operative marketing activity, trade training programmes and sales mission delivery, working closely with Yolanda Fletcher, Managing Director @ Cellet team to increase awareness and product inclusion across the UK and Irish travel trade.



Keely Burton has been responsible for taking the lead on the following PGE project:-

- Travel Gossip – survey to the industry in the UK
- Wanderlust – high profile consumer campaign
- Barrhead Travel – Spotlight on Florida – delivering training to over 100 managers and reservation staff
- Silver Travel Advisor – campaign in conjunction with Hays Travel
- Virgin Holidays – increase in product to add Manasota Key Resort
- Tour Operator Inventory Review and Reporting
- Sales Call Plan created for targeting tour operator new product
- UNITE, London – carried out targeted tour operator meetings to promote PGEB
- IPW 2026 – carried out UK appointments with the Director of PGEB
- IPW 2026 Follow up with all companies, tie in with sales call plan
- Sales Mission and Media Getaway, UK – June 2026 – responsible for soliciting appointments.
- Monthly Reporting
- Golf Product Development – 90 passenger booking for 2027 – Trending Travel

Ireland Account Manager. Full-Time employee status. Based in Northern Ireland, currently recruiting for this position to replace a previous employee. The wider Cellet Team will continue to promote PGEB, whilst we are recruiting a placement.

Why Cellet?

- **Boutique expertise:** 37 years of success promoting USA destinations in the UK & Ireland.
- **Specialist team:** Dedicated travel marketing professionals with deep destination knowledge.
- **Irish presence:** The only UK-based agency with a full-time office in Ireland, ensuring stronger trade and media reach.
- **Industry credibility:** Highly respected reputation that opens doors and drives media engagement.
- **A full-time team:** Across marketing and public relations providing good integration.
- **Agile approach:** Quick to adapt and innovate with market and media shifts.
- **Proven trust:** Long-term relationships built on reliability, results, and transparency.
- **Creative storytelling:** Fresh, compelling campaign ideas that capture travellers' imaginations.
- **Budget efficiency:** Strong negotiating power and meticulous budget management.
- **Senior involvement:** Hands-on management by senior professionals for continuity and strategic focus and working with Governor's Offices within States.
- **Media authority:** Deep, long-standing relationships with trusted UK, Irish journalists, and editors.
- **Proactive PR:** Constant market monitoring and story pitching to keep your destination front of mind.
- **Press trip expertise:** High-impact familiarisation trips designed to align perfectly with key brand messages.
- **Personal commitment:** Passionate, boutique-level service that delivers measurable outcomes — not just coverage.
- **Trusted voice:** Editors actively seek Cellet's insights, reinforcing our credibility across the industry.

Cellet's boutique model ensures passion, dedication, and personal attention, producing measurable outcomes, not just press coverage. Editors regularly seek Cellet's insight, reflecting industry-wide credibility that larger agencies cannot replicate

Cellet are members of the following governing bodies for marketing and public relations.

This assists us to be at the forefront of marketing and public relations trends, new developments and provides a highly respected certification within the United Kingdom.



Cellet current client portfolio as of June 2026. Cellet have not lost any accounts during the past three years, we *resigned a contract in December in 2025.

Current Cellet clients	Period with Cellet	Work Performed
Pure Michigan (MEDC) The Governors Office	14 years	PR, Consumer, Trade Marketing Governors Trips to the UK & Ireland
Detroit Convention & Visitors Bureau	10 years	PR & Trade Marketing
Amelia Island CVB, Florida	8 years	PR, Consumer, Trade Marketing
Punta Gorda/Englewood Beach, Florida	3 years	Trade Marketing, PR, Consumer
Iowa Tourism Office	5 months	Trade Marketing
Mall of America, Bloomington, MN	30 years	Trade Marketing
Travel Wisconsin	1 year	Trade Marketing & PR
Indiana Tourism Office	1 year	Trade, Consumer Marketing
Experience Columbus	6 years	Trade Marketing & PR
Great Lakes USA*	29 years *Dec 2025 we retired the account	PR, Consumer, Trade Marketing

Conflict of interest statement - Cellet does not anticipate any conflict of interest with its existing client portfolio in relation to this proposed engagement.

- Cellet confirms that there are no known conflicts of interest between this scope of work and current client commitments.
- The agency operates with clear account separation and confidentiality protocols to ensure that commercially sensitive information is not shared between clients.

International destination relationships - Within the international tourism sector, destinations are frequently positioned as complementary rather than competing, and in many cases actively collaborate as partners within multi-state or multi-country programs.

Cellet's experience managing multiple international destinations enables the agency to identify partnership opportunities while maintaining strict professional boundaries and safeguarding each client's strategic interests.

F) Crisis Communication

Example of a Plan:. *Cellet will work with VCB staff to provide crisis communication strategies for the United Kingdom/The Republic of Ireland market in the event of an emergency including but not limited to hurricanes, floods, fire, or other disasters.*

As such this crisis communications plan defines the responsibilities and procedures for communicating with internal and external stakeholders in the event of a significant, unforeseen business disruption or threat to the reputation of the Charlotte County branding and management thereof within these markets.

What's the definition of a crisis?

We're defining a crisis as any significant event that creates uncertainty and could have a long-lasting negative effect on our reputation and/or mission. It may dramatically impact on our ability to operate or the efficacy of our marketing goals, if it isn't handled appropriately. This includes but is not limited to major events in the US that may impact on the desire to travel, or restrict that element, and which may require careful management in messaging. It will also include any event that may emerge that may be viewed as detrimental to the image and reputation of the Charlotte County and its efforts to promote inbound tourism.

We have created a framework to further define these crises and ensure swift action and an appropriate response to match them and provided some examples alongside them.

Level	Description
1	This is the highest level of crisis escalation and involves an all-hands-on-deck approach. The situation is immediate and could potentially result in some sort of calamity, or another massive threat to the State and its efforts to promote inbound tourism. Examples: natural disasters, political unrest, breakdown in communications infrastructure. cyberattacks, or other sudden and unforeseen circumstances.
2	There is a significant potential risk or long-term impact to the County Tourism goals marketing plan's success, and/or reputation. Examples: Negative or unwarranted publicity any other situations that could seriously impact the public's perception on the County and its attraction for tourism.
3	It doesn't yet pose a long-term or immediate risk to County Tourism, but the team should still be on the same page for responding. This level is well-suited for an emerging crisis, or any situation that can potentially be anticipated or addressed early in its development to minimize the impact. Examples: Potential negative media articles, intelligence that suggests airlines may

	pull routes into the destination anticipated weather emergencies, etc.
4	This is where most “crises” will fall into. They are typically bigger versions of day-to-day issues that may need extra effort to be fully resolved and/or addressed. Examples: Disruptions to the tourism infrastructure, collapse of travel firms, currency and financial issues, political announcements that may have an immediate effect on the destination and the push/pull factors for travel to the County.

The direction of travel for communications will be dictated by a (*County Representative and Cellet*) identified the potential issue, in the main Cellet Marketing and Public Relations Limited will have an absolute responsibility in recognising and dealing with potential issues, where they originate from the UK and Ireland.

This response will be guided by the Principal Person of PGEB/Charlotte County with Cellet providing potential solutions or strategies. Equally it will fall on the Principal Person and their team to keep their agency informed where there are issues, they have identified that require careful messaging, blackout or active intervention

Procedure & Process

During a crisis, we will follow these steps to fully craft our response statement and get the communications team on the same page.

1. During working hours, we will establish liaison between the Principal Person/UK Lead Person or designates to determine the responses. To help facilitate response access will be required to all the tools needed to deal with such matters effectively, this could include:
 - i. Copies of the response plan, prepared statements and crisis & communication team contact information
 - ii. Computers and phones
 - iii. Internet and phone/cell phone access with multiple phone lines available if necessary
 - iv. Scanner and copier access
 - v. Media and social media monitoring software
 - vi. Media contact lists (print and digital versions)
 - vii. Social media, monitoring sites and web login information
 - viii. Emergency supplies
 - ix. Anything else we might need to handle the crisis effectively

It follows if an event takes place outside office hours the Lead Person will establish at the earliest opportunity an effective location or management plan to bring resources together.

Depending on the nature and severity of the issue the principal figures will:

2. Convene a communications team to act on communications-related strategic objectives issued by the first line of response team.
3. Develop a specific communication plan relevant to the actual circumstances of the crisis. It will include:
 - a. Identifying and prioritizing our audiences.
 - b. Communication mechanisms for each audience (email, phone call, etc.).
 - c. Responsibilities and timelines for each task.
4. Assign a team member to create a timeline of the actual events related to the crisis, and all responses given and actions taken.
5. Craft key messages related to the actual circumstances (and refine/adapt them as needed).
6. Identify and prepare the spokesperson most appropriate for the situation.
7. Prepare possible response statements for telephone, email, text messages, website, social media and crisis -site inquiries using key messages.
8. Assign responsibility to create and maintain phone and email logs of news organizations/reporters/bloggers/websites covering the crisis and any other key personnel, client, vendor partner, etc., who may be inquiring about the situation.
9. Notify staff.
 - a. Use available communication vehicles (Workshop, email, intranet, etc.) to call staff to action as needed.
 - b. Hold a short briefing meeting onsite, or at a predetermined offsite location or via conference call, to reassure staff members and prepare them for crisis management.
 - c. Remind staff of existing media (social and traditional) policies.
 - d. Set predetermined times for staff members to reconvene to receive regular updates and guidance.
 - e. Provide staff with key messages to communicate to stakeholders where appropriate.
10. Manage media to avoid an unnecessary secondary crisis, by use of clear and unambiguous statements utilizing all available channels, including, website home page and social media feeds as appropriate. If crisis warrants, develop additional online pages to include press releases, photos, etc. Update all as needed.
11. Set regular times for communicating updates as needed.
12. Make sure those affected by the crisis are kept informed through regular phone updates, email updates, RSS feeds, text messages, Intranet messages, etc.

Keep your timeline updated, documenting all actions taken and team members responsible and making accessible to all crisis management team members to review.

1. Cellet acknowledges that Punta Gorda/Englewood Beach has a budget of \$55,0000 USD for annual retainer fee for representation of the United Kingdom.

Service Category	Description	Proposed Cost (USD)
Full-Service Management Fee 12 Months as per contract period Included in Fee operating costs • Account Manager • Support team • Detailed reporting • Intelligence • Product development • Trade & media contact • Escorting Fam trips • Coordination of events and attendance • Full media service • Clipping service • Budget Management • Destination training • Travel to PGEB once a year • PR Management	Invoiced monthly Wire transfers for all costs Receipts to back up all expenditure 30 days terms on payments	\$55,000.00
\$1.35 exchange rate	GRAND TOTAL	\$55,000.00

68

Proposed Monthly Retainer does not include (submitted on separate monthly hard cost Invoice for reimbursement):

- PGEB Budgets an estimated \$30,000 USD annually towards travel trade co-op marketing and an estimated \$50,000 USD annually towards reimbursables to representation firm.
- Traveling expenses (airfare, hotel, meals, ground transportation) for approved travel trade shows, sales missions, and travel trade trainings, and committee meetings.
- Expenses related to event registrations, sponsorships, familiarisation trips, activations or marketing buys and promotions for travel trade support and publications, collateral storage and shipping

Proposed United Kingdom Hard Costs

Project	Description	Proposed Cost (USD)
Co-op Marketing Budget \$30,000.00	Travel Republic	\$5,000.00
	Hays Travel	\$5,000.00
	STUBA B2B	\$5,000.00
	Holiday Pirates	\$10,000.00
	Travel Magazine Launch	\$5,000.00
	GRAND TOTAL	\$30,000.00
Annual Projects Budget \$50,000.00		
Annual T&E Costs for Cellet Team to operate	Train tickets, domestic flights, mileage, accommodation, entertainment of industry contacts, travel IPW, sales mission	\$15,000.00
Visit USA Association UK Membership	12-month membership	\$1,000.00
Press Trips	Flights, expenses	\$8,000.00
Annual Golf Tournament	Flights, T&E Expenses	\$10,000.00
Attendance at media and UK events	IMM London UNITE London Media Getaway, UK Barbican Media Event	\$8,500.00
Storage of Branded PGEB Items	Brochures, giveaways, roller banners etc – annual cost	\$2,500.00
Contingency	To act on new opportunities changing with the marketplace	\$5,000.00
\$1.35 exchange rate	GRAND TOTAL	\$50,000.00

Proposed Budget for United Kingdom and Ireland Combined

Copyright Cellet Marketing and PR Ltd – VAT Reg: 497564191 Company Reg #2523019

Proposed Ireland Hard Costs – recommendation to allocate \$7,000 hard cost, out of the \$50,000.00 for activities in Ireland for the Year 1

Project	Description	Proposed Cost (USD)
Visit USA Association Ireland	12-month membership	\$600.00
Visit USA Ireland Thanksgiving Event	November 2026 (700 euros)	\$810.00
Annual T&E Costs for Cellet Team to operate in Ireland	Train tickets, domestic flights, mileage, accommodation, entertainment of industry contacts, Ireland sales mission	\$5,000.00
Contingency		\$590.00
\$1.35 exchange rate	GRAND TOTAL	\$7,000.00

Expenses related to event registrations, sponsorships, familiarisation trips, activations or marketing buys and promotions for travel trade support and publications, collateral storage and shipping

Cellet Confirms that we hold the following insurances and copies can be supplied upon appointment of the contract:

1. Commercial General Liability
2. Automobile Liability
3. Workers Compensation and Employers Liability
4. Professional Liability (Errors and omissions for Prime Contractors)
5. Professional Liability (Errors and omissions Liability) Subcontractors

H. References

Cellet References: Please find enclosed three client references, plus an Irish tour operator and a high-profile journalist. We are very happy to provide further references if required.



To Whom It May Concern,

I am writing to enthusiastically recommend Yolanda Ball and the Cellet team for their outstanding public relations, marketing, and destination promotion services. Over the past 12 years, I've had the privilege of working closely with their team on the core mission of elevating Michigan as a key international travel destination for the UK and Irish markets.

Their team possesses a deep, nuanced understanding of the UK travel landscape and consumer behavior. Rather than relying on traditional, broad-brush tourism marketing, Cellet takes a highly tailored approach to showcasing Michigan's unique appeal.

Several of their campaigns directly impacted our international arrival metrics:

- **Targeted Media Relations & FAM Trips:** They secured high-impact, feature-length coverage in top-tier UK publications, including *Condé Nast Traveller*, *The Telegraph*, and *National Geographic Traveller*. Their coordination of targeted press and influencer familiarization (FAM) trips consistently resulted in authentic, high-ROI storytelling.
- **Strategic Partnerships:** They expertly facilitated cross-promotional campaigns with UK travel agencies, tour operators, and lifestyle brands, directly driving inbound bookings and increasing package offerings for Michigan itineraries.
- **Cultural & Seasonal Storytelling:** They successfully elevated Michigan as from a year-round destination, brilliantly promoting our vibrant autumn foliage, winter sports, vibrant cities and summer beach towns.

Their proactive communication, creativity, and responsiveness make them an invaluable extension of our internal team. I highly recommend Cellet to any tourism board or destination marketing organization (DMO) looking to elevate their international presence. They are exceptional storytellers who deliver measurable growth.

Please feel free to contact me directly should you need any further information.

Sincerely,

Digitally signed by:

Kelly Wolgamott
Vice President, Pure Michigan
Travel Michigan
Mobile: 517-643-2838



300 North Washington Square | Lansing, MI 48913 | 888.522.0103 | michiganbusiness.org | michigan.org

AMELIA ISLAND

CONVENTION & VISITORS BUREAU

June 4, 2026

To Whom It May Concern:

It is my pleasure to provide this letter of reference on behalf of Cellet Marketing and Public Relations.

The Amelia Island Convention & Visitors Bureau has partnered with Cellet for the past nine years to represent our travel trade and public relations interests throughout the United Kingdom and Ireland. During this time, Cellet has served as a trusted extension of our organization, helping increase awareness of Amelia Island among travel professionals, media representatives, and consumers in these important international markets.

As a boutique coastal destination, Amelia Island relies on targeted education, relationship development, and strategic storytelling to build recognition among international audiences. Cellet has consistently demonstrated a strong understanding of these challenges and has worked effectively to position our destination within the marketplace.

Throughout our partnership, Cellet has leveraged its extensive industry relationships across England, Scotland, and Ireland to create valuable opportunities for destination exposure. Their efforts have included travel advisor training programs, engagement with tour operators, representation at key trade events, media outreach, and ongoing market intelligence that helps inform our international strategies. Their team effectively serves as our eyes and ears in-market, providing insights and opportunities that would be difficult to achieve independently.

Cellet has also demonstrated a strong appreciation for the unique character of our destination. Their public relations efforts have focused on securing authentic editorial and promotional opportunities that align with our brand positioning and resonate with audiences seeking distinctive travel experiences. Equally important, their travel trade initiatives have helped educate industry professionals about Amelia Island's unique attributes and competitive advantages within the Florida marketplace.

Based on our experience, I would confidently recommend Cellet Marketing and Public Relations to destinations and tourism organizations seeking knowledgeable and professional representation within the UK and Irish markets. They have proven to be a dependable partner that understands client objectives and delivers thoughtful, market-informed support.

Should you require any additional information regarding our experience working with Cellet, please feel free to contact me.

Sincerely,

Paul Beirnes
Vice President



RECOMMENDATION LETTER

To whom it may concern,

My name is Lee Anthony "Toby" McCarrick and I am the Executive Director of Great Lakes USA. I am writing this letter to recommend the services of Yolanda Fletcher and Cellet Marketing & Public Relations to you. During the past 19 years our company has been working with Cellet and I have personally been working with them for 16 of those years.

The company offers high quality services and I can assure you that Cellet has good work ethics and exemplary skills in all aspects of marketing, sales, promotions, public relations, etc. And when working with Yolanda, you couldn't ask for a more enthusiastic and helpful person who displays a strong moral character, commitment and dedication to her work.

I strongly recommend Cellet as an excellent and professional company. I am willing to provide more information if needed.

Warm regards,

Lee Anthony "Toby" McCarrick

Executive Director

Mobile: 773-732-6526

Great Lakes USA, 20 North Wacker Drive, #2700, Chicago, Illinois, 60640

Republic Ireland Reference – leading tour operator



Ciara Foley
Product Development Manager
Office 3, Unit 8,
Dunshaughlin Business Park,
Dunshaughlin
Co.Meath
A85 EE98
Email: Ciara.Foley@best4travel.ie
Tel: +353 1 2569525
Mob: +353 86 1088111

To Whom It May Concern,

I have worked with Yolanda and her team for many years, both in my current role as a Product and Marketing Manager with Best4Travel and previously as Managing Director of Platinum Travel. During this time, we partnered on a range of US products including Pure Michigan, Amelia Island, Visit Detroit and Mall of America.

Yoland and her team are extremely knowledgeable proactive, and well attuned to the Irish market. They consistently keep us well informed on the destinations they represent and are always responsive and supportive whenever assistance is needed. Their understanding of how the Irish market differs from the UK is a real strength, and they ensure a strong and consistent presence here throughout the year.

It has always been a pleasure working with Yolanda and the Cellet team and I look forward to continuing to work with them in 2026 and beyond.

Kind Regards
Ciara Foley
Product Development Manager

Reference Leading Journalist and Chair of Guild of British Travel Writers

To Whom It May Concern

I write with great pleasure to recommend the team at Cellet, with whom I have had the privilege of working over the past five years as a travel writer and quality content provider. I am also Joint Chair of the British Guild of Travel Writers.

Whether collaborating in person or online to brainstorm angles for travel stories, developing partnerships for BGTW events, or participating in their press trips, Yolanda and Annabel are an absolute pleasure to work with. Their depth of destination knowledge and genuine passion for the brands they represent consistently translates into compelling content ideas, from travel features and photography to video.

A recent highlight was an event in London centred around cheese from a destination renowned for it, featuring a guided tasting that drew comparisons between international and British varieties with a specialist cheese expert. The event sparked a series of interview opportunities, fresh story ideas, and plans for a dedicated foodie press trip – a testament to the creative thinking Cellet brings to their events.

I was also fortunate to join Annabel Lander on a hosted familiarisation press trip a few weeks ago, which she led with exemplary organisation and enthusiasm. I returned with far more material than the commissioned piece required, with ideas spanning multiple future stories.

I recommend Cellet wholeheartedly and am very happy to be contacted directly should a personal reference or further information be of use.

Kind Regards

Renate Ruge,
Freelance travel writer and quality content provider
Joint Chair, British Guild of Travel Writers

Renate Luise Ruge
Joint Chair & Travel Writer
@renateruge

BRITISH GUILD of TRAVEL WRITERS bgtw.org

Follow us on [LinkedIn](#), [Twitter](#), [Facebook](#) and [Instagram](#)

PART IV - SUBMITTAL FORMS
PROPOSAL SUBMITTAL SIGNATURE FORM

The undersigned attests to his/her authority to submit this proposal and to bind the firm herein named to perform as per contract, if the firm is awarded the Contract by the County. The undersigned further certifies that he/she has read the Request for Proposal, Terms and Conditions, Insurance Requirements and any other documentation relating to this request and this proposal is submitted with full knowledge and understanding of the requirements and time constraints noted herein.

By signing this form, the proposer hereby declares that this proposal is made without collusion with any other person or entity submitting a proposal pursuant to this RFP.

In accordance with section 287.135, Florida Statutes, the undersigned certifies that the company is not on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, and does not have business operations in Cuba or Syria (if applicable) or the Scrutinized Companies that Boycott Israel List, or is not participating in a boycott of Israel.

As Addenda are considered binding as if contained in the original specifications, it is critical that the Consultant acknowledge receipt of same. The submittal may be considered void if receipt of an addendum is not acknowledged.

Addendum No. 1 Dated 02 June 2026 Addendum No. _____ Dated _____ Addendum No. _____ Dated _____
Addendum No. _____ Dated _____ Addendum No. _____ Dated _____ Addendum No. _____ Dated _____

Type of Organization (please check one):

INDIVIDUAL
CORPORATION



PARTNERSHIP ()
JOINT VENTURE ()

Cellet Travel Services Ltd (working as Cellet Marketing & PR Ltd)

Firm Name

0044 7918 638233

Telephone

711694200

Federal Employer Identification Number (FEIN)

Fictitious or d/b/a Name

Bloxham Mill Business Centre

Home Office Address

Barford Road

37 Years

City, State, Zip

Number of Years in Business

Barford Road, Bloxham, Oxfordshire OX15 4FF

Address: Office Servicing Charlotte County, other than above

n/a

n/a

Name/Title of your Charlotte County Rep.

Telephone

Sean Doherty, Tourism Development Manager

Name/Title of Individual Binding Firm (Please Print)

Yolanda Fletcher

09 June 2026

Signature of Individual Binding Firm

Date

Yolanda Fletcher

Email Address

yolanda@cellet.co.uk

(This form must be completed & returned)

Cellet confirms receipt of #1 addendum below and confirms the following:

Section E – we have offices in the locations required to service the targeted markets
Page 15 – Federal Tax number Cellet Travel Services Ltd 711694200



PURCHASING DIVISION

Charlotte County Administration Center
18500 Murdock Circle, Suite 344
Port Charlotte, Florida 33948-1094

Phone 941.743.1378
Fax 941.743.1384

TO: PROSPECTIVE PROPOSERS

DATE: JUNE 2, 2026

RE: ADDENDUM #1, RFP NO. 20260405, UNITED KINGDOM MARKET INTERNATIONAL REPRESENTATION – ANNUAL CONTRACT

PROPOSAL DUE DATE: 3:00 p.m. (EST), JUNE 10, 2026

Firms are hereby notified that this addendum shall be made a part of the above-named proposal and contract documents. The following are issued to revise/clarify the proposal and contract documents, and these items shall have the same force and effect as the original proposal and contract documents. Proposals to be submitted on the above-specified date at Purchasing shall conform to the revisions and clarifications as listed herein.

ITEM #1 REVISION

On Page 11, Section E, Corporate Experience. The first bullet is being revised to state the following:

The company selected must maintain a staffed office in the targeted region with experience in promoting U.S. destinations (preferably Florida)

On Page 15, it requires a Federal Employer Identification Number (FEIN). If firm does not have a U.S. Federal Tax ID Number, then we are requiring a W8 (W-8BEN-E) Certificate of Foreign Status Form.

This addendum is binding and is to be considered as if contained within the original proposal documents of RFP No. 20260406. Firms are required to acknowledge receipt of this addendum on their proposal forms.

Kimberly Corbett
Kimberly A. Corbett, C.P.M., CPPB
Senior Division Manager - Purchasing

KC/kch
cc: Clerk
File

DRUG FREE WORKPLACE FORM

The undersigned vendor in accordance with Florida Statute 287.087 hereby certifies that Cellet Marketing & PR Ltd does:
(name of business)

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

Golanda Fletcher
Proposer's Signature

09 June 2026
Date

NAME OF FIRM Cellet Travel Services Ltd (working as Cellet Marketing & PR Ltd)
(This form must be completed and returned)

HUMAN TRAFFICKING AFFIDAVIT
for Nongovernmental Entities Pursuant To FS. §787.06
Charlotte County Contract #20260405

The undersigned on behalf of the entity listed below, (the "Nongovernmental Entity"), hereby attests under penalty of perjury as follows:

1. I am over the age of 18 and I have personal knowledge of the matters set forth except as otherwise set forth herein.
2. I am an officer or representative of the Nongovernmental Entity and authorized to provide this affidavit on the Company's behalf.
3. Nongovernmental Entity does not use coercion for labor or services as defined in Section 787.06, Florida Statutes.
4. This declaration is made pursuant to Section 92.525, Florida Statutes. I understand that making a false statement in this declaration may subject me to criminal penalties.

Under penalties of perjury, I declare that I have read the foregoing Human Trafficking Affidavit and that the facts stated in it are true.

Further Affiant sayeth naught.

Yolanda Fletcher
Signature

Yolanda Fletcher
Printed Name

Managing Director/Owner
Title

Cellet Travel Services Ltd (working as Cellet Marketing & PR Ltd)

Nongovernmental Entity

09 June 2026
Date

END OF PART IV

NAME OF FIRM Cellet Travel Services Ltd (working as Cellet Marketing & PR Ltd)
(This form must be completed and returned)

**Thank you for this opportunity and
we look forward to hearing from you on the next steps.**



=====THE END=====