



**VISIT
LAUDERDALE**
EVERYONE UNDER THE SUN

Fantastic 5 Takeaways

First: The 5 W's	<p>Who: Travel advisors that are ASTA Members</p> <p>What: ASTA Annual Travel Advisor Conference</p> <p>When: May 20-22, 2025</p> <p>Where: Salt Lake City, Utah</p> <p>Why: As a leading industry organization for travel advisors, this conference is a wonderful way to get in front of them and promote Greater Fort Lauderdale.</p>
Fantastic Five Takeaway #1	Attending the ASTA annual travel advisor conference is a great way to get in front of qualified travel advisors that are members of the ASTA association. These advisors care about the travel industry and invest in being involved in the association to lobby and advocate for the tourism industry.
Fantastic Five Takeaway #2	The tradeshow part of the conference seemed to be a bit lighter on traffic this year in the booth. We had a great placement right inside the conference hall. This year our giveaway items and collateral did not make it to the show, however being on site and talking to the advisors was still beneficial in getting our messages out.
Fantastic Five Takeaway #3	Sponsoring the education session was very successful. 180 travel advisors were in the sold-out session where I presented a 10-minute update on all things Visit Lauderdale and showed one of the Wheel the World videos.
Fantastic Five Takeaway #4	This year they offered lunch and learns for the travel advisors that destinations could sponsor and present during the meal. While this was probably great for the destinations that sponsored them, it didn't allow another meal functions to have general attendees attend and network with more agents.
Fantastic Five Takeaway #5	Overall, I would support attending the show only if we sponsored an education session or possibly a lunch and learn with other Florida destination.