



**VISIT
LAUDERDALE**
EVERYONE UNDER THE SUN

Fantastic 5 Takeaways

First: The 5 W's	<p>Who: Consumers and Travel Advisors in the Greater Chicago market</p> <p>What: Chicago Travel and Adventure Show</p> <p>When: Feb 1-2, 2025</p> <p>Where: Chicago (Rosemont), IL</p> <p>Why: The Travel & Adventure Show strategically positions events in markets with large populations of affluent travel enthusiasts who have easy access to airlift, ensuring that your destination is only a short flight away. Chicago is a great market for Visit Lauderdale.</p>
Fantastic Five Takeaway #1	<p>374 Travel Advisors participated in the FAM TA's program in which the travel advisors must stop and get their "passport" stamped and speak with us about our destination, this enters them into special prizes from the show. This is a great program ensuring we get in front of the buyers of travel.</p>
Fantastic Five Takeaway #2	<p>1,482 additional travel advisors were in attendance that did not participate in the FAM TA's program but still perused the Florida aisle and stopped to engage with Visit Lauderdale and our partners. Many of these advisors sell pre and post cruise stays and sunny destination vacations.</p>
Fantastic Five Takeaway #3	<p>17,627 total attendees came to the show, which is up just over 1,000 more than 2024. The additional attendees are all consumers in the greater Chicago market. As Chicago is cold this time of year, many consumers stopped by to ask questions regarding times to visit and pre/post cruise ideas.</p>
Fantastic Five Takeaway #4	<p>Margaritaville Hollywood Beach Resort and AC Hotel Fort Lauderdale Beach were our two partners in the booth. These properties were a good mix to present to the attendees for options throughout Greater Fort Lauderdale.</p>
Fantastic Five Takeaway #5	<p>A brand-new booth was used for this show with captivating imagery and a QR code to get digital information. We passed out over 700 bags stuffed with our physical literature and passed out an additional 600 pieces of collateral. For 2025 I would suggest upping the bags and collateral by about 200 more, as the show is growing, and consumers still like to get printed material to inspire travel.</p>