



Global Travel Trade Event Schedule

June 2021-September 2021

June 7-11

Signature Travel Network FAM –FULLY COMMITTED

Registration Fee: N/A

Partner Inclusion: Will solicit overnight accommodations, attractions & site inspections, giving first preference to STN partners.

Description: “Elevated Experiences” in Greater Fort Lauderdale

Potential reach: 5 US based advisors will be selected from applications received.

Lead: Caitlan Etchevers

June 24

ASTA South Florida Spring Affair – Deerfield Beach, FL AVAILABLE**

Registration Fee: \$495

Partner Inclusion: 2 (these are new spots that are available. Partners who registered in 2020, already have their shared spots secured & paid for.)

Description: This event was postponed from March 2020. It will include a trade show from 6:30 -8:30 p.m.

Potential reach: TBD – Advisors mostly from Florida & potentially some from Georgia, Carolinas.

Lead: Caitlan Etchevers

July 8-10

GTM – Global Travel Marketplace Flagship -Hollywood, FL

Registration Fee: N/A

Partner Inclusion: N/A

Description: Due to COVID Protocols, there will not be any partner inclusions for the CVB portion.

Potential reach: 120 -travel advisors (\$1million + advisors.)

Lead: Caitlan Etchevers

July 11-13

GTM Post-Conference FAM – AVAILABLE

Destination Registration Fee: N/A

Partner Inclusion: Will solicit overnight accommodations, attractions & site inspections.

Description: Hosting up to 8, \$1million + selling travel advisors who will be arriving early for GTM to attend our destination preview.

Potential reach: 8 – Top Performing, Full Time Domestic Travel Advisors.

Lead: Caitlan Etchevers



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- July 27-31** **Cruise 3Sixty – Hollywood, FL – FULLY COMMITTED**
Registration Fee: \$500, In Kind Prizes
Partner Inclusion: 7 Partners
Description: Thursday, July 29th from 2 p.m. to 6 p.m. / Tradeshow with travel advisors, put on by CLIA
Potential reach: Up to 1,000 Travel Advisors
Lead: Caitlan Etchevers
- July 30 -31** **Cruise 3Sixty FAM – AVAILABLE**
Registration Fee: N/A
Partner Inclusion: Looking to offer 5 different activities. 1 for Friday Night, 2 for Saturday & 2 for Sunday.
Description: Will be offering in destination activities to showcase pre-& post cruise activities in the destination.
Potential reach: Up to 30 advisors per group.
Lead: Caitlan Etchevers
- August 23-25** **ASTA Global Convention / Sales Event– Chicago, IL – POSSIBLY AVAILABLE SOON**
Registration Fee: \$700
Partner Inclusion: 1 Partner
Description: 2 days of tradeshow, appointments & networking events with travel advisors. Sales Blitz or event in partnership with airline.
Potential reach: 700 + Travel Advisors
Lead: Caitlan Etchevers
- September 18-22** **IPW – Las Vegas, NV – 1 SPOT AVAILABLE**
Registration Fee: **TBD**
Description: IPW is the U.S. foremost travel trade show, with over 1,600 buyers from around the world in attendance. For the 2020 edition of the show, the GFL CVB will increase the footprint of our bespoke space to include county partners (hotels and attractions) within our branded booths.
Potential reach: 1,600 global buyers. *
Lead: Tracy Vaughan
- September 25 & 26** **Boston Travel & Adventure Show– Boston – AVAILABLE SOON**
Registration Fee: \$300
Partner Inclusion: 2 Hotel & 1 Attraction Partner*
Description: 2.5 days of trade show for consumers/travel advisors and client visits, based on heavy lift from Boston area.
Potential reach: TBD
Lead: Caitlan Etchevers