



## Fantastic 5 Takeaways

<b>First: The 5 W's</b>	<p>Who: Virtuoso What: Virtuoso US Forum When: January 29-30, 2025 Where: Fort Lauderdale, FL Why: Virtuoso is the leading global network of agencies specializing in luxury and experiential travel, with more than 20,000 advisors. Visit Lauderdale sponsored their US Forum, hosted at Pier Sixty-Six, a Virtuoso preview property. While attending we conducted appointments, attend the networking events and Stacy Ritter spoke at the opening luncheon.</p>
<b>Fantastic Five Takeaway #1</b>	<p>This was the first time they hosted the US Forum in Greater Fort Lauderdale, this attracted over 300 registered attendees, with around 200 of them being Virtuoso Travel Advisors.</p>
<b>Fantastic Five Takeaway #2</b>	<p>Pier Sixty-Six was a Virtuoso Preview Property as it was being built, therefore hosting this forum was a very big deal for them to get in front of this elite group of Virtuoso advisors as a new Virtuoso property.</p>
<b>Fantastic Five Takeaway #3</b>	<p>Met with 30 travel advisors for one-on-one appointments to discuss the Greater Fort Lauderdale luxury offerings and properties. We have 3 Virtuoso properties here in Greater Fort Lauderdale, as well as many other attractions and activities their clients would enjoy doing while here.</p>
<b>Fantastic Five Takeaway #4</b>	<p>Visit Lauderdale Co-Hosted the opening luncheon for all delegates where President and CEO Stacy Ritter shared her love for Greater Fort Lauderdale and welcomed them all to the newest resort in the area!</p>
<b>Fantastic Five Takeaway #5</b>	<p>Many agents had not been to GFL in many years and considered GFL to be a college town or Spring Break Destination. They were surprised by the development and changes and hope to have some interest in sending clients our way. Some still struggled to find if Greater Fort Lauderdale is "luxury enough". Hopefully with additions like Pier Sixty-Six we will see increased awareness that we are.</p>