



**VISIT
LAUDERDALE**
EVERYONE UNDER THE SUN

Fantastic 5 Takeaways

First: The 5 W's	<p>Who: Colombian Travel Trade & Media What: Visit Lauderdale Global Trade Colombian Sales Mission When: June 17th – 21st, 2024 Where: Medellin, Bucaramanga & Bogota, Colombia Why: Face to face trainings for travel advisors, tour operators & media</p>
Fantastic Five Takeaway #1	<p>1. In Medellin, we had several in office visits with clients who were very receptive to learning more about GFL. Ticketland is an operator with offices in Orlando and Medellin, they also book through PRGE Receptive (with whom we just had a FAM) and they would like to set up another FAM for their Orlando Product Team and our Colombian Rep will follow up with a virtual training for Colombian agents.</p>
Fantastic Five Takeaway #2	<p>2. The event in Medellin was successful thanks to our tour operator partner, Aviator. Aviator sells GFL frequently and all agents that participated in our training were very engaged and ready to book GFL. Aviator has over 3,000 employees and 100 offices in the country. Medellin is a strong market for them.</p>
Fantastic Five Takeaway #3	<p>3. In Barranquilla, there are direct flights to FLL through Spirit Airlines. The CTO in Barranquilla, JIREH TRAVEL, is very active with the local community of agents and they also represent SIXT Rental Car in that area and sell packages through their terminals out of Port Everglades and FLL.</p>
Fantastic Five Takeaway #4	<p>4. Viajes Over Turismo, in Barranquilla, has several operations booking GFL including MICE, Golf, Luxury and Vacation Packages. We will be following up with them to invite them on a FAM for MICE and doing a virtual training for their corporate travel. Our visit to their offices was successful and they also sent their GM to our lunch training.</p>
Fantastic Five Takeaway #5	<p>5. Bogota continues to have a large amount of travel agents and wholesalers ready to book trips to Florida. Many of these agents still need lots of training as many do not have visas to travel themselves to the USA so they rely on these in person and virtual trainings. It is imperative that we have a representative in Colombia that is readily able to meet and train with these agents and wholesalers so that we can continue to capture our fair share and more of the Colombian market.</p>