



VISIT
LAUDERDALE
EVERYONE UNDER THE SUN

Fantastic 5 Takeaways

First: The 5 W's	<p>Who: Caitlan Etchevers attending ANATO 2025</p> <p>What: Tradeshow with some select appointments & Visit Florida Signature Event</p> <p>When: February 25- 28th, 2025</p> <p>Where: Bogota, Colombia</p> <p>Why: Brand / destination exposure and in person meetings. In 2024, Colombian inbound visitors grew by 10% to the state of Florida. GFL has several direct flights from Colombia through various cities throughout the country and it is important to be present to all travel trade in the country.</p>
Fantastic Five Takeaway #1	<p>We were able to move a bit closer to where Visit Florida, Miami and Orlando/ Kissimmee's booth were located. We had a nice corner space and although not on the main aisle, we had ample space that was well designed and conducive to meetings. The Visit Florida Signature Event on the night before ANATO was well received by media and operators. Our area featured the Venice of the Americas and the iconic Water Taxi. Here is one sample of an article written about our presence at ANATO:</p> <p>https://abcmundial.com/en/2025/03/01/america/tourism/visit-lauderdale-strengthens-its-presence-at-vitrina-turistica-de-anato-2025-colombia</p>
Fantastic Five Takeaway #2	<p>The Colombian travel landscape remains strong. Visit Florida reports that we received 10% growth in Colombian visitors last year. A few operators did bring up the current political landscape and mentioned they have seen a bit of a pause and some caution however they mentioned it is somewhat worldwide, not just to the USA. Their current president is also causing some strife within the travel industry; however, overall, 2025 is starting out strong and most operators are planning on growth this year.</p>
Fantastic Five Takeaway #3	<p>The operators we did co-ops with in FY24, Price Travel, Atrapolo and Global Mercado, all showed growth for our market. We had appointments with Price Travel, and we currently have a co-op with them through Visit Florida and will plan on a call center training in Cali. We hope to create a co-op with Aviatur and with Best Travel. Cielos Abiertos mentioned that their leisure product is doing better than corporate, and we will possibly look at a co-op involving soccer trainings with them. We are also currently doing a co-op with Despegar through Visit Florida, but we will look at a broader campaign for GFL including pre-post cruise and being in their 33 Falabella stores throughout the country. Avia Marketing, a virtuoso member, is also a key potential co-op opportunity to capitalize on their B2B2C product with banks and their reward programs.</p>

<p>Fantastic Five Takeaway #4</p>	<p>The new Avianca flight from Medellin to FLL was a popular topic. We met with Avianca in person and will be starting a co-op campaign with them soon to support this new flight, which also has a connection in from Lima to Medellin, to FLL. The campaign will also support the Managua, Nicaragua flight to FLL. The Medellin flight will start on Sunday, March 30th and we will send items to support the first flight and then work with influencers and this campaign to help maintain good load factors. There was little to no talk about JetBlue cutting most of their Colombia flights as they said this airline was not doing much marketing and had little brand presence. Having Spirit Airlines in our booth was a good way to show the Colombian operators and agencies that they are there for the long run and there to assist their buyers.</p>
<p>Fantastic Five Takeaway #5</p>	<p>We were also approached by the Curacao Tourism Department and GBIZ Solutions about promoting the new Curacao - FLL flight with Azul that is starting on March 11th. There will be a GFL event in Curacao on Wednesday, March 12th and after meeting with the GBIZ Solutions at ANATO, we are now sending two of our VPs to attend press meetings and an event promoting this new flight. We will be creating shopping packages with tour operators. They are very excited to have another option besides AA to MIA. We also met with another operator, Bulafo Travel who will be promoting packages with this new flight. Looking for more budget properties, not so much beach. We will work on creating a training plan for all new GFL product with this operator.</p>