

Fantastic 5 Takeaways

First: The 5 W's	<p>Who: Caitlan Etchevers with two hotel partners (Atlantic Hotel & Wyndham Deerfield Beach)</p> <p>What: Brazil Sales Mission 2025</p> <p>When: September 21 – 26th, 2025</p> <p>Where: Sao Paulo & Florianopolis, Brazil</p> <p>Why: Tour Operator & Travel Advisor Trainings in market.</p>
Fantastic Five Takeaway #1	Brazil continues to be one of Greater Fort Lauderdale's key international inbound market with sustain year over year growth despite any downturn in overall tourism.
Fantastic Five Takeaway #2	US Travel also joined us for two of our three hosted events for a pre-promote of IPW 2026 in GFL. They were very well received and there is much anticipation for Brazil being one of the largest delegations attending IPW 2026.
Fantastic Five Takeaway #3	All major tour operators in Sao Paulo attended our events and were eager to hear from hotel partners. We are currently gathering co-op information from some key partners and looking at how to partner for World Cup.
Fantastic Five Takeaway #4	We have not been in the Southern region of Brazil in a while, so visiting Florianopolis was very important. While there are no direct flights from this region, Copa is a frequent carrier with just one stop in Panama before arriving to FLL. Orinter, BWT Operador and Europlus attended our lunch and learn along with thirty-five travel advisors. We just hosted a FAM trip with Orinter and will be hosting one in October with BWT. We have recently had marketing campaigns with Europlus. All three of these operators are very strong out of the south of Brazil.
Fantastic Five Takeaway #5	<p>We had media attend one of our luncheons in Sao Paulo and two articles have already been published:</p> <p>https://www.panrotas.com.br/mercado/destinos/2025/09/sede-do-ipw-2026-fort-lauderdale-reune-operadores-e-divulga-novidades-veja-fotos_221681.html / and</p> <p>https://www.mercadoeventos.com.br/noticias/destinos/exterior/fort-lauderdale-reforca-aproximacao-com-mercado-brasileiro-e-se-prepara-para-o-ipw-2026/</p>