



**VISIT
LAUDERDALE**
EVERYONE UNDER THE SUN

Fantastic 5 Takeaways

First: The 5 W's	<p>Who: Caitlan Etchevers attending FITUR 2025</p> <p>What: Tradeshow with some select appointments</p> <p>When: January 22-26th, 2025</p> <p>Where: Madrid, Spain</p> <p>Why: Brand / destination exposure and in person meetings. It is a leading fair for inbound and outbound markets in Ibero-America and had over 250,000 in attendance through trade and public days.</p>
Fantastic Five Takeaway #1	<p>1. We have not attended FITUR in Madrid in nearly a decade. We used to have the Barcelona - FLL flight with Norwegian and we went to promote that route years ago. We decided to attend this year because we know that the Spaniards are traveling extensively to Miami and Orlando and starting to find their way to Greater Fort Lauderdale. The show was extremely busy with over 250,000 visitors in total, including trade & public over 5 days.</p>
Fantastic Five Takeaway #2	<p>2. Our area was within the Visit USA stand and we were one of five Florida destinations including Tampa Bay, The Florida Keys, Visit Orlando and Experience Kissimmee. We had a very good near corner area and even though the Visit USA booth was not as extravagant as other countries, we were found. We also had the surprise of being included in a passport scavenger hunt for all of FITUR. We were the only US destination included, "where is the Venice of the Americas and the third busiest cruise port in the world." This drove a lot of foot traffic on the public days and many visitors took their pictures by our logo!</p>
Fantastic Five Takeaway #3	<p>3. Media & PR Appointments: I was able to meet with several publications and journalists at FITUR. The appointment with PR & Communications for LEVEL Airline that flies to MIA from Spain has good potential for future partnership to bring influencers and journalists to the area for a FAM and more coverage. They will also start partnering with us on social media posts about "beyond Miami." Ladevi Publication is starting to really penetrate with the trade side in Spain (previously focused more on the Americas.) Here is the published interview from FITUR: https://espana.ladevi.info/actualidad/fort-lauderdale-florida-el-efecto-messi-nos-ha-puesto-el-mapa-n78670</p>
Fantastic Five Takeaway #4	<p>4. There are about 30 main tour operators in Spain that offer international sales with Florida as a product. I met with 40% of them at the show and will continue to grow these relations in particular with: Exottica, Enjoy Travel Group, Civitatis, TourMundial, VECL, Destinos del</p>

Fantastic Five Takeaway #5

5. Some trends of Spanish Travelers to USA to be cogniscant on are: 1. Top Months for travel to USA (July, August, September, June, May, April) 2. Family Travel is most popular and then Couple Travel. 3. Spaniards will combine other destinations within the USA along with GFL. 3. Most Spaniards tend to have a short booking window, however, they will start planning in advance. Visit Lauderdale is working on getting more numbers and intel from our operators.