



Fantastic 5 Takeaways

<p>First: The 5 W's</p>	<p>Who: FIT, Feria Internacional de Turismo What: Argentinian Trade Show for Consumers, Tour Operators and Travel Advisors When: September 27th – October 1st, 2024 Where: Buenos Aires, Argentina Why: Over 135,000 visitors. Brand / destination exposure and in person meetings</p>
<p>Fantastic Five Takeaway #1</p>	<p>1. We have not attended FIT in Buenos Aires since pre-pandemic times. The show was extremely busy with over 140,000 visitors in total.</p>
<p>Fantastic Five Takeaway #2</p>	<p>2. Our area was within the Visit USA stand and we were one of four Florida destinations including Visit Florida, Experience Kissimmee, and Disney (in their own booth across from us.) Although not all 140,000 attendees visited our area, the visitors were extremely knowledgeable about Greater Fort Lauderdale.</p>
<p>Fantastic Five Takeaway #3</p>	<p>3. Although Argentina's economy continues to struggle, the consensus is that it is being "worked on" and they will get out of it soon. Their currency is not very strong right now, so things are very expensive, but they are still traveling. It is important to note that many Argentinians travel with a EU passport, vs. an Argentinian one, so some official numbers may not match. Good thing is that Visa wait times are very minimal now for new and renewed visas to come to the USA.</p>
<p>Fantastic Five Takeaway #4</p>	<p>4. There is a trend for more last-minute booking vs. long term. Flights are still not at pre-pandemic levels. They are still about 20% down in-flight frequency but the ones that are flying, are flying full. Although many fly direct to MIA through American and Aerolineas Argentinas, we also can get passengers via Copa, Avianca, and United with stops in either Panama, Bogota or Houston areas.</p>
<p>Fantastic Five Takeaway #5</p>	<p>5. Popular areas continue to be Hallandale, Hollywood, Sunrise/ Plantation, but there is significant interest in learning more about resorts on Fort Lauderdale Beach and of course packaging for upcoming soccer tournaments and to see InterMiami games or go to the stadium.</p>