



**VISIT  
LAUDERDALE**  
EVERYONE UNDER THE SUN

## *Fantastic 5 Takeaways*

<b>First: The 5 W's</b>	<p>Who: Tracy Vaughan What: Brand USA India Sales &amp; Media Mission When: Jan 20-24, 2025 Where: Hyderabad, India Why: Huge growth in outbound travel by Indians. India is now #2 for overseas travel to USA, behind the UK with nearly 2.2 million traveling to the USA in 2024. Huge opportunity to capture our share of this booming market.</p>
<b>Fantastic Five Takeaway #1</b>	<p>Most of the trade I met with are doing FITs, Groups – mainly families, multi-families ranging in size up to 40 people; some MICE, but this segment is challenging with Visa issues and cost; plus, groups with set departures. Currently, most trade are offering East – NYC, DC, Niagara &amp; West Coast – San Francisco, Los Angeles, Seattle departures/options. But, with repeat travelers there is huge interest in exploring beyond the iconic cities. Travel is considered a lifestyle.</p>
<b>Fantastic Five Takeaway #2</b>	<p>Miami and Orlando are current product offerings as iconic USA destinations. There is knowledge of Fort Lauderdale and Port Everglades as a cruise port, but little knowledge that we are a stand-alone destination. Cruising is popular, but mainly there was interest in seeing the Bahamas. There was much interest in the Balearia Ferry as it can be done in one day in which case we could capture more nights in GFL. It truly is a matter of educating the trade the diversity of our product.</p>
<b>Fantastic Five Takeaway #3</b>	<p>Activities – surprisingly – beach is a top reason for traveling. Shopping is important as well and there was knowledge of Sawgrass Mills, but a misunderstanding of its location, many thinking it is in Miami. Culinary is very important too. It's extremely important that we have Indian restaurants noted and promoted. I was also surprised to learn of their interest in gambling – and most noted this distinguishes us from Miami.</p>
<b>Fantastic Five Takeaway #4</b>	<p>Hotels – Most buyers are selling four- and five-star hotels only. Many want the options to have three- and four-bedroom accommodations considering multi-family travel. Air Travel – There has been a significant increase in seat capacity in the past 5 years, with an increase of 146% since 2019. Air India has privatized being bought again by TaTa. Their mission is to become a world-class airline with an Indian heart. Currently they serve SFO, JFK, EWR, ORD, and IAD with non-stop service. United and AA offer non-stop service as well. There is anticipation that Air India will soon serve MIA. The major US (with codeshare partners), Middle East (Emirates, Qatar) and European airlines offer travel to India with one-stop.</p>

## Fantastic Five Takeaway #5

Celebrations and Sports – there is much interest in celebrating big life events like turning fifty, anniversaries, etc. Sports is of interest and there are buyers who specialist in just sports which is significant considering World Cup and other major upcoming sporting events in the USA.

Major National operators: Thomas Cook, Veena World

OTAs – Make My Trip (largest), DreamSetGO (sports-centric)

Regional operators – Kesari, Flamingo, TransWorld, GT Holidays

Bespoke – there are many boutique agencies that only offer customized trips.