



**VISIT
LAUDERDALE**
EVERYONE UNDER THE SUN

Fantastic 5 Takeaways

First: The 5 W's	<p>Who: Caitlan Etchevers What: "Mexican Sales Mission 2025" When: March 11th – 15th, 2025 Where: México City, Guadalajara, Cancún, México Why: In person trainings within country tour operator, cruise line and OTA.</p>
Fantastic Five Takeaway #1	<p>We created our own sales mission because the Visit Florida dates were not published in time, and it was going to be only targeting tour operators. We felt like we needed to do trainings to sellers vs. just meeting with tour operators as we have done that through Brand USA.</p>
Fantastic Five Takeaway #2	<p>Partnering with Pe-Tra Operadora was successful. They also invited Princess Cruise lines to join our trainings, so we had two sold out events in key cities (Mexico City & Guadalajara) with top agents who all currently sell cruises and were very interested in learning about our destination. There is still lots of misconception about the destination and lots of training to do. There were some select trade media outlets that attended our events and published about them: https://mexico.ladevi.info/negocios/pe-tra-operadora-presenta-herramienta-vender-cruceros-junto-princess-cruises-y-visit-lauderdale-n80714</p>
Fantastic Five Takeaway #3	<p>Since we also partnered with Princess Cruises out of Mexico, we will plan on doing some pre & post FAM trips in partnership with Princess when they have seminars at sea out of Port Everglades.</p>
Fantastic Five Takeaway #4	<p>The Sales Mission concluded in Cancun at the Price Travel Call Center where I gave full 45-minute training presentations to 70 call center employees throughout the day, in groups of 10-12. These call center employees field calls and sales from all over Mexico, and most have never been to the USA, so these trainings are extremely beneficial so that they understand the basics of our destination and more.</p>
Fantastic Five Takeaway #5	<p>We will continue our partnership with Pe-Tra Operadora with a co-op from April - August, to continue to increase sales from Mexico and with Price Travel through co-ops from Visit Florida and Brand USA along with a webinar, and potential future trainings and roadshows. In 2024 we had an increase of 75% in room nights sold by Price Travel and will continue to push for an increase in 2025 with top booking months coming up in the summer (and a 53.4 booking window.) and 2.2 average stay.</p>