



VISIT
LAUDERDALE
EVERYONE UNDER THE SUN

Fantastic 5 Takeaways

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| First: The 5 W's | <p>Who: Signature Travel Network What: Signature Annual Conference When: November 11-14, 2024 Where: Las Vegas, Nevada Why: Signature is a member owned consortia and consistently delivers quality advisors and provides us with ways to promote our mid to up scale luxury products.</p> |
| Fantastic Five Takeaway #1 | <p>Overall, a good conference. Met with 92 travel advisors over the course of the two-day tradeshow. Many selling pre/post cruises in the market.</p> |
| Fantastic Five Takeaway #2 | <p>Pier Sixty-Six is a new Signature partner, they were also in the booth next to me promoting their grand reopening and bookings starting January 2025.</p> |
| Fantastic Five Takeaway #3 | <p>This year was a record year with 2,700 attendees' total. This is nice during the open networking timeframe as you were able to have a few unscheduled appointments and talk to quite a few more people.</p> |
| Fantastic Five Takeaway #4 | <p>Signature is selling more and more cruises now more than ever before, which plays into our favor as a destination servicing pre/post cruise.</p> |
| Fantastic Five Takeaway #5 | <p>Next year will be the last year it is in Las Vegas. It will then move to Orlando. Once it moves, I think we should look into having a bigger presence and possibly hosting a pre or post FAM In conjunction with it.</p> |