

Fantastic 5 Takeaways

<p>First: The 5 W's</p>	<p>Who: Spain & Portugal Roadshow What: Presentations & Appointments with travel advisors & tour operators When: October 20th – October 25th, 2025 Where: Lisbon, Portugal / Madrid, Spain / Barcelona, Spain Why: Brand / destination exposure and in person meetings. Planting seeds for future markets.</p>
<p>Fantastic Five Takeaway #1</p>	<p>1. We have not been to Spain and Portugal since pre-pandemic. Although there is not a direct flight from Spain or Portugal, there is flight service to Miami and connecting through other US cities and Brazil with Azul for Portugal to bring us visitors!</p>
<p>Fantastic Five Takeaway #2</p>	<p>2. It was interesting to learn that these two markets are more interested in culinary and adventure travel vs. shopping and amusement parks like other LATAM markets. There is not a Visa problem here because they are part of the EU and can travel with the ESTA (Electronic System for Travel Authorization) to the USA.</p>
<p>Fantastic Five Takeaway #3</p>	<p>3. Spain's economy is one of the strongest in the Eurozone right now and considered the best for economic growth right now. There is lots of potential for the Spanish market to come to GFL. Cruise is still of great interest as well.</p>
<p>Fantastic Five Takeaway #4</p>	<p>4. Travel seems to be more focused on couples than families or large families traveling together as a group. There seems to be a lot of interest in Miami and thus, Greater Fort Lauderdale has a large potential, especially with the "quiet luxury" market.</p>
<p>Fantastic Five Takeaway #5</p>	<p>5. Aviareps will continue the reachout for us with all clients who attended and were invited through the website that was created for all vendors who attended this roadshow. https://aviareps-roadshow-es-pt.aviarepscrm.com/ All attendees will be added to our database as well.</p>