

# Fantastic 5 Takeaways

<b>First: The 5 W's</b>	<p>Who: German/ European B2B Travel Destination Showcase</p> <p>What: Unique/ ITB Berlin Travel Shows</p> <p>When: 3/3-3/6/2025</p> <p>Where: Berlin, Germany</p> <p>Why: Opportunity to showcase the Greater FTL region to Tour Operators, Press and Tourism agencies from Germany and Europe</p>
<b>Fantastic Five Takeaway #1</b>	<p>1. Attended Unique Travel Show (Luxury Travel) with Ilona Arnold of Lieb Management. Together we held over 20 1:1 appointments with German Luxury Tour Operators</p>
<b>Fantastic Five Takeaway #2</b>	<p>2. The Visit Lauderdale Booth, placed in the US Pavillion at ITB Berlin, was created specifically for ITB. During this time, we held as a team 35 appointment and interviews in our booth. Joining us were 2 partners (The Diplomat and the Marriott CY FTL Beach) Also present at ITB, Tony Cordo, Tracy Vaughan, Ilona Arnold, Ralf Lieb, Roja Delarami</p>
<b>Fantastic Five Takeaway #3</b>	<p>3. ITB featured over <b>100,000 trade visitors, 5,800 exhibitors from over 170 countries</b>, and a wide range of inspiring convention sessions. It is considered the premier Travel Show in the world.</p>
<b>Fantastic Five Takeaway #4</b>	<p>4. During ITB Visit Florida hosted the Pan Am Lounge event for exhibitors from Florida attending ITB. An exclusive list of Tour Operators and Press/ Media were invited to attend for this prestigious networking event. Visit Lauderdale had the opportunity to sponsor the Destination Dessert</p>
<b>Fantastic Five Takeaway #5</b>	<p>5. All meetings, be it business 1:1 or networking events went very well. Germany/ Europe is still excited to come to America despite the recent political unrest and threat of tariffs. Although we do expect see a small drop from certain regions, the majority of clients and partners look forward to this years programs in FTL and also excited to attend IPW 2026 in FTL</p>