



**VISIT  
LAUDERDALE**  
EVERYONE UNDER THE SUN

## *Fantastic 5 Takeaways*

<b>First: The 5 W's</b>	<p>Who: Travel advisors selling Delta Vacations What: Delta Vacations University When: September 13-14, 2025 Where: Atlanta, Georgia Why: Delta Vacations is a top US Wholesaler who sells dozens of our properties. Many of our hotels do campaigns with Delta Vacations and have had great success with them. The tradeshow is now only every other year.</p>
<b>Fantastic Five Takeaway #1</b>	<p>Approximately 550 Travel Agents were in attendance, the overall traffic in the booth seemed lighter than in years past, but the quality of advisors we engaged with was very good and we had quality conversations.</p>
<b>Fantastic Five Takeaway #2</b>	<p>65% of bookings are in higher category hotel product.</p>
<b>Fantastic Five Takeaway #3</b>	<p>Medallion level travelers travel on average 4 times per year.</p>
<b>Fantastic Five Takeaway #4</b>	<p>30% of Delta Vacation's bookings are booked by travel advisors.</p>
<b>Fantastic Five Takeaway #5</b>	<p>Overall, a great show, if they continue with every other year format, I will consider attending again. Possibly look to other Florida destinations to have a training seminar (Hawaii, Jamaica, Australia all had ones) to have even more exposure for the state.</p>