



**VISIT  
LAUDERDALE**  
EVERYONE UNDER THE SUN

## *Fantastic 5 Takeaways*

<b>First: The 5 W's</b>	<p>Who: Travel Advisors What: Global Travel Marketplace When: July 10-13, 2025 Where: Hollywood, Florida Why: To market Greater Fort Lauderdale to this elite group of Travel Advisors that apply to be part of the GTM Conference.</p>
<b>Fantastic Five Takeaway #1</b>	<p>Hosting the pre and post FAM is always a great way to showcase the destination. The advisors talk a lot to each other at GTM and share what they did and how impactful the FAMs are.</p>
<b>Fantastic Five Takeaway #2</b>	<p>Partnering with Pompano Beach for the boardrooms was a success. The theme "8 beach communities for everyone under the sun" provided the advisors with specific places to recommend to their clients and ideas on places to stay.</p>
<b>Fantastic Five Takeaway #3</b>	<p>The one-on-one appointments were great ways to deeper dive into conversations with advisors on Lauderdale Loyalist, follow up questions, and new products in the destination. The only thing was that some of the appointments were repeat from Boardrooms, so some did not have much to talk about.</p>
<b>Fantastic Five Takeaway #4</b>	<p>Hosting GTM in our destination showcases our commitment to the industry and travel advisors. We have been proud hosts since 2013 and many advisors come back every few years to see what has changed and get excited for Greater Fort Lauderdale again.</p>
<b>Fantastic Five Takeaway #5</b>	<p>Partnering with The Diplomat for a client dinner on the free night proved to be a success. 10 clients were able to join and have a fun night with great food, destination and hotel updates and overall relationship building.</p>