

An aerial photograph of a beach scene. At the top, there's a parking lot with several cars. Below it is a row of palm trees. Further down is a sandy beach with many people, some sitting on towels or blankets, and several blue beach umbrellas. The ocean is visible at the bottom edge of the frame.

# GLOBAL TRADE

FY'22 Show / Travel Schedule



**VISIT  
LAUDERDALE**

EVERYONE UNDER THE SUN

## DEPARTMENT OBJECTIVES

- Build awareness of new brand – Visit Lauderdale “Everyone Under the Sun” on a global basis (key markets).
- Bespoke campaigns through alliances with travel consortia, associations and distribution companies.
- Leverage partnerships with Brand USA, Visit USA and Discover America committees.

## DEPARTMENT GOALS

- Drive growth in the value of leisure tourism through travel intermediaries including tour operators, international inbound operators and travel advisors.
  - Visit Lauderdale missions to key markets – domestic and international
  - Destination preview tours
  - Leverage alliances with AAA and CAA Travel Clubs
  - New product development – for operator packages
  - Capitalize on cruise travelers
  - Revitalize Travel Advisor training to be more user friendly and current

## CONSORTIA

*Our partnerships with key global consortia have been selected strategically.*

### **SIGNATURE TRAVEL NETWORK:**

- Annual Conference with Destination Training
- Regional Meeting Participation
- Microsite Rebuilding
- Sales Missions
- Educational Journey

### **VIRTUOSO:**

- Annual Conference / Destination Pavilion
- Webinars
- Social

*Partner participation will consist of those properties who are consortia members and attraction partners.*

## HOST AGENCIES

South Florida is the home to Oasis Travel Network, Cruise Planners & Cruise One / Dream Vacations. Visit Lauderdale is positioning itself to elevate it's home team advantage with these local partnerships.

Year round events & key sponsorships in November.

*All FY'22 plans are subject to change.*



## AAA

### **Partnerships primarily with AAA NE, AAA Ohio & Auto Club Group**

Throughout the pandemic, Visit Lauderdale has been able to enhance our AAA relationships throughout the United States. We plan to continue to work these relationships through virtual experiences, social media, webinars, promotions, fams and traditional trade shows.

We anticipate opportunities to be available year-round, depending on each "club's" schedule, travel authorizations and availability.

- FAM Opportunities in Spring of 2022
- Virtual Showcases, Fall & Winter 2022
- Possibility of In Person Trade Shows for AAA Ohio & AAA North East, Summer 2022

*All FY'22 plans are subject to change.*

# WHOLESALE

## INTERNATIONAL & DOMESTIC

- AIR CANADA VACATIONS
- APPLE LEISURE GROUP
- AMERICAN AIRLINES VACATIONS
- COSTCO TRAVEL
- DELTA VACATIONS
- HOTELBEDS
- JETBLUE VACATIONS

Visit Lauderdale's Global Trade team will proactively work with these key accounts (and more) on growing room night production into Greater Fort Lauderdale.

*Growth will occur through marketing plans and co-op's created and managed through Visit Lauderdale's Global trade team, fam trips, key account trainings and in person trade shows.*

### **Scheduled Trade Show Opportunities for Wholesale & More:**

- Florida Huddle, January 2022
- IPW, June 2022
- Connect Marketplace, TBD
- Delta Vacations, September 2022
- JetBlue Vacations Training, Spring 2022

*All FY'22 plans are subject to change.*



# ASSOCIATIONS & MEMBERSHIPS

## INTERNATIONAL & DOMESTIC

Through these global memberships, the Visit Lauderdale Global Trade team will increase room night production & visitation by global visibility, training, webinars, sales mission opportunities, and in person trade shows.

- **ASTA**
  - South Florida Summit - May 2022
  - Global Convention- San Fran August 2022
- **ANATO**
  - Bogota, Colombia - February 2022
- **BRAND USA**
  - Brand Week - October 2021
- **CLIA**
  - Cruise 360 - March 2022
- **CCRA**
- **DESTINATIONS FLORIDA**
- **DISCOVER AMERICA**
  - Canada
  - Scandinavia
- **IITA**
  - Summit - February 2022
- **PTANA**
- **VISIT USA COMMITTEES**
  - Argentina
  - Colombia
  - German Speaking Countries
  - UK / Ireland

*All FY'22 plans are subject to change.*

# GENERAL SHOWS

## INTERNATIONAL & DOMESTIC

*Through these selected shows, we believe we will target those home based advisors, consumers and global partners that are not reached through other means.*

- **Cruise World:**
  - Miami, November, 2021
- **Federation of Danish Motorists**
  - Scandinavian Mission - March 2022
- **GTM West:**
  - Arizona, May 2022
- **GTM Flagship:**
  - Hollywood, FL, July 2022
- **LAS VEGAS TRAVEL AGENT FORUM:**
  - Las Vegas, June 2022
- **taConnect Virtual Shows:**
  - October 2021 & May 2022
- **Travel Alliance: Leisure & Cruise Destination Virtual Shows - TBD**
- **TravPro - Virtual Luxury**
  - October 2021
- **Travel & Adventure Shows:**
  - NYC, January 2022
  - Chicago, February 2022
  - Boston, March 2022
- **World Travel Market - Latin America**
  - Sao Paolo, Brazil - April 2022

*All FY'22 plans are subject to change.*



# SALES MISSIONS:

## INTERNATIONAL & DOMESTIC

*The Visit Lauderdale Global Trade Team will produce distinctive missions & activations to connect our partners with global trade partners.*

- *Canadian Sales Mission - TBD*
- *Brazil Sales Mission - TBD*
- *Colombia Sales Mission - TBD*
- *Lieb Management / German Missions - TBD*
- *NE Sales Mission - October 2021*
- *Midwest Sales Mission - February 2022*
- *SE Sales Mission - April 2022*
- *West Sales Mission - May 2022*

### **Estimated Partner Costs:**

International Missions range from \$750-\$1500 plus travel costs.

Domestic Missions range from \$500 to \$1000 plus travel costs.

# CO-OP CALENDAR:

FY'22 - OCTOBER 2021 - SEPTEMBER 2022

*Registration info to follow:*

## **October 2021:**

- Northeast Sales Mission 10/18-10/22 (\$500, 3 spots.)
- TravPro Virtual Luxury Show 10/5 (\$250 upon invite.)
- TaConnect Virtual Cruise Show 10/11-10/15 (bundle with Cruise World - 4 spots.)

## **November 2021:**

- Cruise World 11/11 (Miami Beach CC) (\$500, 4 spots bundled with TaConnect Virtual Cruise Show in October.)

## **January 2022:**

- NYC Travel & Adventure Show (\$750, up to 2 spots.)
- AAA Ohio Virtual (tbd)

## **February 2022:**

- Chicago Travel & Adventure Show 2/5-2/6 (\$800, 3spots.)
  - MidWest Sales Mission 2/2-2/4 (included above.)
- ANATO 2/23-2/25, Bogota, Colombia (up to \$1500)
  - Colombia Sales Mission TBD
- Connect Marketplace TBD

## **March 2022:**

- Boston Travel & Adventure Show 3/5-3/6 (\$500, 3 spots.)
- Cruise360 - 3/31, BCCC (TBD)
- FDM & Scandinavian Mission (TBD)

## **April 2022:**

- WTM 4/5-4/7, Sao Paolo, Brazil
  - Brazil Sales Mission TBD
- JetBlue Vacations Training, TBD (\$300, up to 5 spots.)
- SE Sales Mission, TBD (\$500, up to 3 spots.)

*All FY'22 plans are subject to change.*



# CO-OP CALENDAR:

FY'22 - OCTOBER 2021 - SEPTEMBER 2022

*Registration info to follow:*

## **May 2022:**

- West Sales Mission 5/5-5/7 (\$500 up to 3 spots.)
- taConnect Virtual Lux Show 5/16-5/20 (\$250, up to 4 spots.)

## **June 2022:**

- IPW 6/4-6/8, Orlando (\$2,000-\$4,5000 range, more to come with options.)
- Las Vegas Travel Agent Forum 6/20-6/23 (\$750, up to 3 spots.)

## **July 2022:**

- GTM Flagship, Reception Attendance
- AAA Ohio TBD

## **August 2022:**

- ASTA Global Convention 8/24-/26, SF (\$750, up to 3 spots.)

## **September 2022:**

- Delta Vacations University, TBD (\$750, up to 3 spots.)

## **Ongoing:**

- New Travel Agent Academy with co-op for individual chapters
- Hablo / Virtual
- "Educational Journey's / FAMs"
- Marketing Co-Ops
- Leisure Lauderdale & Specialist Group

