

# GLOBAL TRADE

## FY'23 Sales & Marketing Plan

Tracy Vaughan, Caitlan Etchevers, Paul Mason & Ava Rivera



**VISIT  
LAUDERDALE**

EVERYONE UNDER THE SUN

## TRAVEL TRADE MARKET STRATEGY

As the world emerges from the pandemic, so is the world of travel. Studies indicate that more travelers, both domestic and international, are turning to travel advisors and intermediaries for expert advice in booking getaways for assurance should travel plans be interrupted as we saw in the past few years. Now more than ever, we need to continue to build and train our network of qualified travel trade influencers around the world. Our focus will be on traditional top-tier producing USA and international markets, but we will stay flexible and proactive as we see pent-up travel demand in secondary and tertiary markets. We will work closely with FLL to attract new air service to GFL.

## STRATEGY

Captivate and inspire consumer travel to Greater Fort Lauderdale through travel intermediaries/influencers including tour operators, international inbound operators and travel advisors.

## DEPARTMENT GOALS

- Build awareness of the new brand – Visit Lauderdale “Everyone Under the Sun” on a global basis (key markets).
  - Bespoke cooperative campaigns through alliances with travel consortia, associations, distribution companies and tour operators
  - Leverage partnerships and opportunities with Brand USA, Visit USA and Discover America committees
  - Promote luxury renaissance by targeting travel influencers specializing in upscale audiences/travelers
- 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
  - Trainings for reservation staff – airlines, inbound operators, tour operators, cruise consortia
  - Destination preview tours
  - Leverage alliances with AAA Travel Clubs, Signature and Virtuoso
  - Work with local partners to develop new product for operator packages
  - Engage cruise market including cruise lines and cruise consortia/planners to convert cruise travelers into multi-night pre-post itineraries,
  - Expand Lauderdale Loyalist advisor training through partner engagement/modules
  - Airline partnerships/cooperative programs



## CONSORTIA

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

### **SIGNATURE TRAVEL NETWORK:**

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

### **TRAVEL SAVERS:**

- Integrated marketing campaigns and webinars
- Future in-person events

### **VIRTUOSO:**

- Travel Week
- Webinars
- Social
- International and regional shows

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

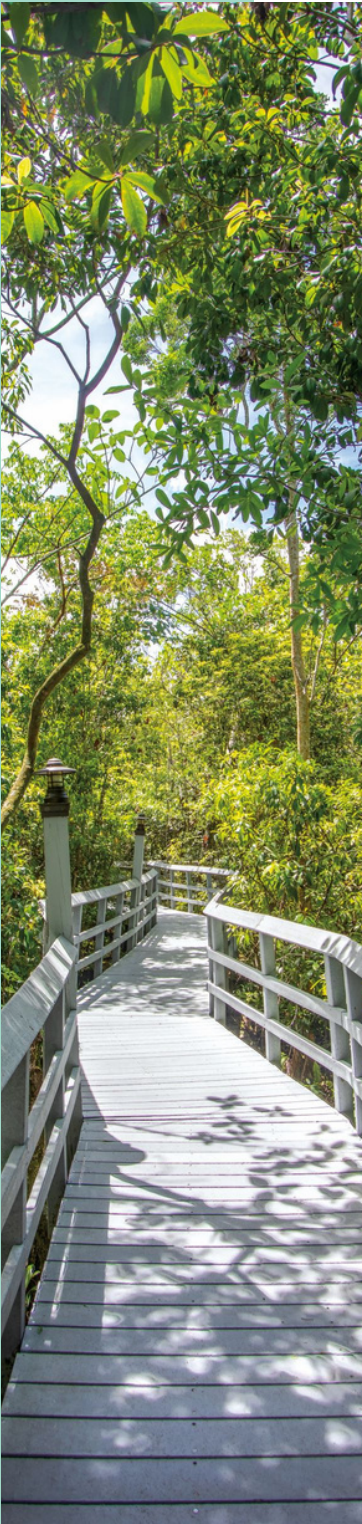
## HOST AGENCIES

South Florida is 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 including monthly new franchise owner trainings.

*All FY'23 plans are subject to change.*





## AAA

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

We plan to continue to work these relationships through virtual experiences, social media, webinars, promotions, fairs and traditional trade shows.

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

- Great Vacations Expo October 2022
- Umbrella Program with AAA NE
- B2B2C Campaigns

*All FY'23 plans are subject to change.*

# WHOLESALE

## INTERNATIONAL & DOMESTIC

- AIR CANADA VACATIONS
- AIR MILES CANADA
- APPLE LEISURE GROUP
- ATI
- COSTCO TRAVEL
- DELTA VACATIONS
- HOTELBEDS
- HOTEL TRADER
- JETBLUE VACATIONS
- PLEASANT HOLIDAYS
- RESORT INVENTORY
- WYNDHAM DESTINATIONS

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 cooperative marketing created and managed through Visit Lauderdale's Global trade team, fam trips, key account trainings, in-person trade shows, and comprehensive marketing campaigns.*

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

- Apple Leisure Group, October 2022
- Delta Vacations, September 2023
- IPW, May 2023
- JetBlue Vacations Training & Fam, Summer 2023
- Pleasant Holidays Campaign & Spring Shows

*All FY'23 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.

- **ANATO**
  - Bogota, Colombia - February 2023
- **ASTA**
  - South Florida Summit - April 2023
  - Global Convention- Puerto Rico May 2023
- **BRAND USA**
  - Brand Week UK - October 2023
- **CLIA**
  - Cruise 360 - April 2023
- **CCRA**
- **DESTINATIONS FLORIDA**
- **DISCOVER AMERICA**
  - Brazil
  - Canada
  - Norway
  - Sweden
- **FAMILY TRAVEL ASSOCIATION**
- **HABLO**
- **IITA**
  - Summit - February 2023
- **PTANA**
- **TOURISM CARES FOR AMERICA**
- **USTOA**
- **VISIT USA COMMITTEES**
  - Argentina
  - Colombia
  - German Speaking Countries
  - UK / Ireland

*All FY'23 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:**
  - Fort Lauderdale, November, 2022
- **FDM Travel Show**
  - Copenhagen March 2023
- **Federation of Danish Motorists**
  - Scandinavian Mission - March 2022
- **Festuris**
  - Brazil November 2022
- **GTM Flagship:**
  - Hollywood, FL, May 2023
- **GTM West:**
  - Las Vegas, July 2023
- **ILTM North America**
  - September 2023
- **ITS NY**
  - October 2022
- **LAS VEGAS TRAVEL AGENT FORUM:**
  - Las Vegas, March 2023
- **Private Luxury Summer 2023**
- **Travel & Adventure Shows:**
  - Chicago, January 2023
  - DC, February 2023
- **Travel Market Place**
  - Toronto, Canada- June 2023
- **ULTRA- Spring 2023**
- **USA Travel Show**
  - Copenhagen March 2023
- **World Travel Market - Latin America**
  - Sao Paulo, Brazil - April 2023

*All FY'23 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.*

- *Eastern Canada Sales Mission - June 2023*
  - *Airline Sales Mission - January 2023*
  - *Canadian Sales Mission - TBD*
  - *Brazil Sales Mission - TBD*
  - *Colombia Sales Mission - TBD*
  - *Lieb Management / German Missions - TBD*
  - *Scandinavia Sales Mission - March 2023*
  - *UK Sales Mission - TBD*
- 
- *Midwest Sales Mission - July 2023*
  - *NE Sales Mission NYC- TBD*
  - *SE Sales Mission - June 2023*
  - *Texas Sales Mission - March 2023*

### *Estimated Partner Costs:*

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

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

*All FY'23 plans are subject to change.*



# PARTNER OPPORTUNITIES:

FY'23 - OCTOBER 2022 - SEPTEMBER 2023

*Registration info to follow:*

## **October 2022:**

- AAA Ohio (\$100, 3 spots)
- ALG Cancun (\$1000 1 spot)
- ITS NY TBD

## **November 2022:**

- Cruise World 11/2 (BCCC) (\$500, 5 spots)

## **January 2023:**

- Chicago Travel & Adventure Show (\$300, 2 spots)
- Steps for Success

## **February 2023:**

- DC Travel & Adventure Show (\$300, 2 spots)
- ANATO 2/23-2/25, Bogota, Colombia (up to \$1500)
  - Colombia Sales Mission TBD

## **March 2023:**

- Travel Agent Forum (\$750, 3 spots)
- Texas Sales Mission (\$500, 3 spots)
- FDM & Scandinavian Mission TBD

## **April 2023:**

- WTM 4/5-4/7, Sao Paolo, Brazil
  - Brazil Sales Mission TBD
- Cruise 360 BCCC (\$500, 5 spots)

*All FY'23 plans are subject to change.*



# CO-OP CALENDAR:

FY'23 - OCTOBER 2022 - SEPTEMBER 2023

*Registration info to follow:*

## **May 2023:**

- ASTA Global, Puerto Rico (\$500 1 spot)
- ASTA South Florida (\$250 4 spots)
- IPW 5/20-5/24, San Antonio (\$2,000-\$4,5000 range, more details to come with options.)

## **June 2023:**

- Southeast Sales Mission (\$500 3 spots)

## **July 2023:**

- Midwest Sales Mission (\$500, 3 spots)

## **September 2023:**

- Delta Vacations University, TBD (\$750, up to 2 spots)

## **Ongoing:**

- Lauderdale Loyalist with co-op for individual chapters
- "Educational Journey's / FAMs"
- Marketing Co-Ops
- Leisure Lauderdale