



**VISIT
LAUDERDALE**
EVERYONE UNDER THE SUN

Fantastic 5 Takeaways

First: The 5 W's	<p>Who: JetBlue Vacations Call Center Travel Agents What: JetBlue Vacations When: May 7 & May 15, 2025 Where: Salt Lake City, Utah & Orlando, Florida Why: To educate the JetBlue travel agents on all new things in Greater Fort Lauderdale and on their contracted hotels.</p>
Fantastic Five Takeaway #1	<p>The Salt Lake City Training session was well attended. 3 sessions were conducted in a presentation style format with Visit Lauderdale kicking it off followed by Margaritaville Hollywood Beach Resort and then properties from the Miami region. A total of about 90 agents were in the 3 sessions. Questions around Brightline, resort/destination fees, and cruises were asked a lot.</p>
Fantastic Five Takeaway #2	<p>The Orlando Training session was well received also. 3 sessions were conducted in a mini tradeshow/ appointment style session with about 10-minute meetings with 3-5 advisors at a time. A total of about 110 agents were in the 3 sessions.</p>
Fantastic Five Takeaway #3	<p>JetBlue Vacations continues to be a good booking partner of ours and produced roughly 25,000 room nights in our destination in 2024.</p>
Fantastic Five Takeaway #4	<p>Many of the agents have been with JetBlue Vacations for 2 or more years, so it is always nice to give them updated information and new products beyond the hotel accommodations.</p>
Fantastic Five Takeaway #5	<p>Having the training before the JetBlue FAM was great because the agents that came on the FAM were knowledgeable about the area and had great questions for the partners.</p>