

# GREATER FORT LAUDERDALE

## Tourism Sales Market Outlook & Update

September 20<sup>th</sup>, 2019

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# Morning Agenda

- ❖ Networking & Breakfast
- ❖ Tracy Vaughan, GFLCVB, Morning Welcome
- ❖ Stacy Ritter, GFLCVB, Agency Update
- ❖ Steve Belleme, Broward County Aviation
- ❖ Scott Johnson, Travel Market Insights
- ❖ Bob Duglin, American Society of Travel Advisors
- ❖ Glenn A. Wiltshire, Port Everglades
- ❖ Tracy Vaughan & Caitlan Etchevers, International & Domestic  
FY2020 Highlights
- ❖ Program End / Q&A Time

## International Highlights FY2020

- ❖ Co-Op Marketing Campaigns
- ❖ Creator's Exchange
- ❖ 9 Sales Missions, including 2 Canadian Sales Missions
- ❖ IPW Partner Inclusion
- ❖ Air Service Development
- ❖ Proactive FAM Development
- ❖ International Offices







## Domestic Highlights FY2020

- ❖ Holland America Partnership
- ❖ 8 Sales Missions
- ❖ Added AAA Tradeshow & Travel & Adventures Shows
- ❖ Tri-City CVB Event
- ❖ Loyalty Program & Training, Coming Soon
- ❖ Signature & Virtuoso Preferred Destination



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Thank you!

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