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| **First:** **The 5 W’s** | Who: Canadian Tour Operators, Travel Agents, PR/ Media and AirlinesWhat: Brand USA Canada Connect Toronto and MontrealWhen: April 28th through May 2ndWhere: Toronto and Montreal CAWhy: Opportunity to showcase the Greater FTL region to Tour Operators, Travel Agents and Agencies, Airlines and Media in the Greater Toronto and Montreal Metropolitan regions. |
| **Fantastic Five Takeaway #1** | 1. The Opportunity to showcase our region with Tour Operators, Media, Airlines and Travel Agents over 2 days in Toronto. During this time, I conducted over 50 plus 8-minute in person appointments
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| **Fantastic Five Takeaway #2** | 1. In Montreal I had the opportunity to conduct over 20 8-minute appointments in person with Travel agents showcasing the Greater Fort Lauderdale region.
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| **Fantastic Five Takeaway #3** | 1. In Toronto I had the pleasure of participating in a Panel. The subject, “The Power of Partnership: Travel Agencies, Consortia, and Destination Success. I shared the Panel floor with the VP Canada, Travel Leaders Network and the President of the Association of Canadian Travel Agencies and Travel Advisors. We discussed our views on travel to the US and how destinations work with agencies
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| **Fantastic Five Takeaway #4** | 1. As in past shows in Canada, the atmosphere of the show was better than expected. The Political climate did not interfere with my appointments. People were open to discussion, planning trips and wanting to know what is new in FTL Currency exchange rate was not a huge factor in their clients travel decisions at this point, maybe cutting back a little but still wanting to come
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| **Fantastic Five Takeaway #5** | 1. Overall, the mood was good in both cities. On a business standpoint Toronto was the better location for business as we were able to meet with all facets of the industry (TO’s, TA’s, Airlines and Media) We also had Panels and Market updates in Toronto. Montreal was on Travel Agents and a few Media Reps.
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