



## The Florida Keys & Key West Activity Report April 2025



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### SALES CALLS / TRAVEL TRADE ASSISTANCE / EVENTS

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#### **Sales Call – THG Holidays - Stam Tzafos Product Manager USA:**

Following on from March call, Stam came back with a proposal utilising HolidayPirates, the online platform with a large following to create a marketing campaign for Florida Keys specifically. After consideration and current volume booked to the destination by THG Holidays in 2024 & YTD, Anita will forward on to Sabine for approval.

#### **Sales Call – JetBlue – Maris Kuklis, Sales Manager**

Axis had met him briefly at Unite USA event and agreed to follow up for a discussion on how we might be able to work together on joint marketing, co-hosting events and support each other in the UK trade. He gave me an intro to their airline product. Good value for money and a very popular and affordable “business” class. All Florida flights from UK via a stop over in NYC or Bos. No direct from UK. Could possibly look at a twin centre fam trip in the future if we are willing to co-host and coordinate. They have 9 destinations in Florida including Palm Beach, Ft Meyer, Sarasota, Ft Lauderdale. They did a fam trip post Florida Huddle with Visit Florida in past that worked out well. Happy to continue with this.

Opportunity to submit occasional updates in their newsletter and he recommended networking opportunities through ABTA and Hablo Golf Days. He works with carefully selected trade partners like Flight Centre, Hays, Jetset, Trailfinders, DNATA and attends Amex showcases. Axis to follow up on the AMEX showcase if relevant for a tourism board.

#### **Sales Call – Good Life Florida Villas – Morgan, Product Manager**

Axis met Morgan at the Visit Florida London roadshow event and was keen to learn more about villa options in The Keys so we set up a call to discuss. They are a B2B villa specialist to Florida, until recently they only offered villas in Orlando (1000 on their books) then their clients started to ask for additional locations. They branched out to Sarasota and a few other areas. Now they have interest in The Keys. They require standalone villas, not condos part of hotels. Usually, 6+ pax staying in properties. They work via Channel Manager for live pricing but can also work with “on request” options too. Orlando is 15 Nts ave and other areas 7-10 Nts. Morgan attends Florida Huddle and travels regularly to Florida. Next trip is June. Have invited him to see The Keys.

We sent him a list of villa/Vacation home rental agents for him to start off contacting. He was hoping we had a long list of individual villas to supply him with along with contacts. Axis informed him of list of additional vacation homes on website and also in our brochure which

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we will forward the online version. Follow up early June to see if plans can accommodate a trip to the Keys.

### **Sales Call – TTG Media - Mark Frost, Sales Manager:**

Axis had a follow up call with Mark to better understand the USA Festival event planned for week of 8 December 2025. TTG Media is launching a **USA Selling Guide in association with Brand USA** – a dedicated online resource to provide travel agents with the tools they need to sell USA holidays irrespective of any political issues. This will be amplified with the launch of a live TTG USA Fest where partners can engage directly with agents. The aim is to support USA with partner training sessions being delivered live, or pre-recorded if preferred. They anticipate access to 200+ engaged UK& Irish travel agents during the week with each day focusing on different USA regions or themed travel like culture/gastronomy/luxury. Open to 12 partners, prices start from £3500 for Bronze level. Post event analysis to be supplied.

Axis conveyed 25/26 budget approval in the summer and therefore cannot commit at this time but interested in supporting. At same time wondered if it was something to do aside with Visit Florida and not stand alone. Axis to reach out to VF UK office to gauge interest.

### **Event – Travel Bulletin:**

Axis sought approval to attend the LGBTQ+ focused showcase in Bristol on 10 June 2025. This event was confirmed, and we signed up. Marketing material and PowerPoint presentation to be prepared for this niche market.

Axis was also approached to participate in their 50<sup>th</sup> Anniversary event on 30 July 25 with up to 100 agents at a cost of over \$5000. We did not have this in our budget therefore declined Florida Keys participation.

### **Event – Discover America Roadshow 2025:**

Axis received proposal to attend the October roadshow in the Nordics. This year's event will visit Oslo on 14 Oct, Helsinki on 15 Oct and Stockholm on 16 October. After seeking approval from Sabine, we have submitted our interest in attending for Florida Keys and explained the 2025/26 budget not approved yet and will officially confirm late summer. Discover America agreed to hold a space for us.



## The Florida Keys & Key West Activity Report April 2025



### **Event –Coordination of Visit USA Irish Roadshow:**

Axis finalised travel plans for our attendance at the annual Visit USA Ireland Roadshow with two key destinations this year – Cork & Dublin. They are not attending Belfast in 2025 but will do so in 2026 again. Visit USA to provide coach transfer between the two destinations. Format is a hosted lunch with each partner presenting their destination for 10mins between courses. Presentation revised and sent to Tony in advance to create one rolling master presentation. At this time, it is primarily Florida destinations attending so the focus is on us. Prepared brochures to take for the goody bags to be handed out to each agent attending. 25 retail agents/Tops confirmed for Cork and 35 retail agents/T Ops confirmed for Dublin.

### **Event – Visit USA Roadshow Oct 2025 & Visit Florida Huddle UK Sept 2025:**

Axis received information to attend both events and discussed with Sabine the feasibility of attending both events that are not in current 24/25 Budget and 25/26 Budget not out yet. After consideration and budget reviews we decided to postpone attendance until 25/26 budget for the Huddle UK, once we have feedback from this year's first event and will put Visit USA roadshow in 26/27 Resolutions.

### **Travel Trade Assistance – Audley Travel, Amy Payne, Assistant Product Manager:**

Continuation of assisting new Florida product executive at Audley Travel arrange accommodation and site inspection in May for one of their new team members on an internal FAM trip. As they are increasing their sales team for Florida, it's a great opportunity to showcase the Keys. Accommodation secured at – Parrot Cay, Three Waters and Isla Bella.

Site visits arranged at Oceans Edge & The Perry Hotel in KW, Tranquillity Bay and Courtyard Faro Blanco in Marathon plus Cheeca Lodge and Amara Cay Resort on Islamorada. All parties including Audley sent confirmations.

### **Travel Trade Assistance – NotJustTravel – Ushma Valerio, Personal Travel Consultant:**

Axis followed up on lead and unfortunately this is a lost lead, and the client did not have a full enough budget to complete the booking via NotJustTravel. Agent thinks they were shopping around and will let me know if they return to book but unlikely from what she said. Originally it was for a family wanting to go to The Keys and San Francisco this summer.



## The Florida Keys & Key West Activity Report April 2025



### **Travel Trade Assistance – Carry on with the Carters – Laura Carter:**

Independent travel agent who attended the Visit Florida Roadshow confirmed she finished the Key Lime Academy Training and requested extra assistance for downloading videos/images from the platform. She found the roadshow particularly useful in learning about other regions to twin with Orlando bookings (she books it a lot).

Laura also requested restaurant suggestions for families with teenage children in Key west. Her family is traveling to The Keys and staying in Marathon this summer and want to personally try out a few of these recommendations. Emma and Sabine gave plenty of suggestions that were forwarded to her.

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### **JOINT MARKETING & CONSUMER CAMPAIGNS**

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#### **JMA proposal – First Class Holidays – Meera Pain, Head of Marketing**

Continuation of FKKW’s participation in the “Around the World” week of events in July 2025, our involvement is the 30 min online training. Short description provided on FKKW for the information guide to be given out online and in person during the event week. The online training will be pre-recorded in early June with a live Q&A after the airing on 3 July. We will have a great exposure and level of interest being the only US destination participating in this worldwide event.

#### **JMA proposal – USA Rejser – Christian Walker Willumsen, Marketing & Product Manager**

Christian approached us if we would like to participate in a campaign to promote Florida Keys and Kissimmee. Majority of bookings to Florida from his market are multicentered. With 3 parties participating, the funds will allow for more campaign activity and wider coverage. Once he has approval from Kissimmee he will send full proposal. Suggested itinerary:

- 5 nights Kissimmee
- 2 nights Key Largo
- 2 nights Isla Morada or any other Island
- 3 nights Key West

Will share Proposal over once received.

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### **TDC INTERNAL**

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1. Axis continues to reach out to Tour Operators to obtain valuable insight on the market as well as offer support, be that training, images, or itinerary suggestions.
2. Axis continues to push out and encourage agent sign up for the online training.
3. Axis prepared and submitted a draft 2025/26 Trade budget for UK/Scandi/Italy markets
4. Axis prepared list of media suggestions for both trade and consumer publications across UK/Scandi/Italy for consideration when placing advertisements and booking windows

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- Axis submitted list of UK, Scandi & Italian tour operators to target for appointment selection at IPW 2025.

## OVERVIEW OF FULFILMENT REQUESTS

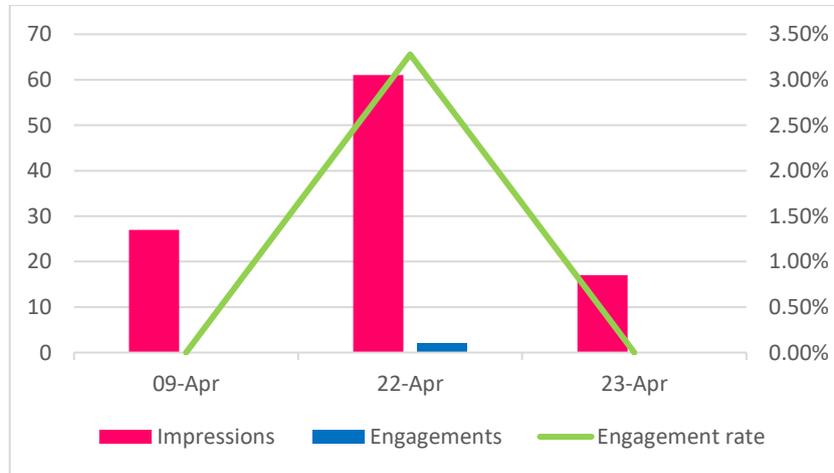
Trade Fulfillment in April 2025:	0
Consumer Fulfillment in April 2025:	16
Fulfilment via VUSA Website in April 2025:	0

Month	Consumer	Trade
October 24	18	530
November 24	15	165
December 24	7	405
January 25	19	1,610
February 25	19	905
March 25	18	1200
April 25	16	0
May 25		
June 25		
July 25		
August 25		
September 25		
<b>Total:</b>	<b>112</b>	<b>4815</b>
Total FY 12/13	334	435
Total FY 13/14	367	408
Total FY 14/15	495	301
Total FY 15/16	554	614
Total FY 16/17	404	358
Total FY 17/18	499	217
Total FY 18/19	342	170
Total FY 19/20	231	55
Total FY 20/21	261	3
Total FY 21/22	310	0
Total FY 22/23	337	163
Total FY 23/24	258	106
Total FY so far 24/25	112	4815
<b>Grand Total</b>	<b>4,678</b>	<b>7,645</b>

## SOCIAL MEDIA

### X (Twitter):

Date	Impressions	Engagements	Engagement rate
09-Apr	27	0	0.00%
22-Apr	61	2	3.28%
23-Apr	17	0	0.00%
<b>Total</b>	<b>105</b>	<b>2</b>	<b>1.1%</b>



### Top Impressions & Engagement Rate:



### Other Posts:

**AxisTravelMarketing** @AxisTravel · Apr 9  
 Throwback to the 44th Annual Seven Mile Bridge Run 🏃 This iconic race offers runners the chance to cross one of the most stunning bridges in the world 🌊 #SevenMileBridge #FloridaKeys

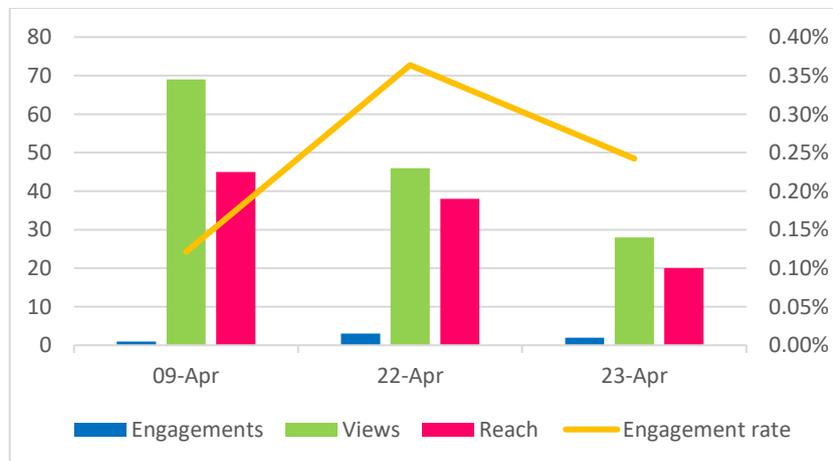
**The Florida Keys & Key West** @thefloridakeys · Apr 5  
 The 44th annual Seven Mile Bridge Run, one of the most scenic and iconic footraces in the southeast over the longest bridge in the Florida Keys attracted 1,500 participants on Saturday, April 5. Runners and walkers from 5 to 88 years old lined up before dawn to compete for the

0:00 / 1:49

### Instagram

#### Posts:

Date	Engagements	Views	Reach	Engagement rate
09-Apr	1	69	45	0.12%
22-Apr	3	46	38	0.36%
23-Apr	2	28	20	0.24%
<b>Total</b>	<b>6</b>	<b>143</b>	<b>103</b>	<b>0.24%</b>





# The Florida Keys & Key West

## Activity Report

### April 2025



### Top Views:

**axistravelmarketing**  
Original audio

axistravelmarketing Throwback to the 44th annual Seven Mile Bridge Run, one of the most scenic and iconic footraces in the southeast over the longest bridge in the Florida Keys.

This year's run attracted 1,500 participants on April 5. Runners and walkers from 5 to 80 years old lined up before dawn to compete for the fastest time to traverse the breathtaking Overseas Highway!

1 like  
April 9

### Top Engagement Rate:

**axistravelmarketing**

axistravelmarketing Get ready for the 29th Annual Key West Songwriters Festival, April 30th – May 4th! 🎸 The world's largest festival of its kind, where live music, storytelling, and incredible talent come together.

@keywestsongwritersfestival

#KeyWestSongwritersFestival #KeyWestEvents #FloridaKeys

2w

View insights

Boost post

Liked by [luisa\\_urennav](#) and 1 other

April 22

Add a comment...

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## T&E REPORT

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### TTG Top 50 of 2025

Congratulations to all the individual agents and agencies named in the TTG Top 50 Travel Agencies 2025! To see the full list and find out more [click here](#).

### Holidays emerging as 'top priority' purchase, Barclays reports

- Strong spending with travel agents and airlines in March was reported by Barclays on 15 April 2025, as holidays were highlighted as a “top priority purchase”.
- Overall travel spend was up 5.7% year-on-year last month - up from 5.1% per cent in February.
- Both travel agents (7.1%) and airlines (7.4%) saw strong growth, according to latest consumer card spending data from the bank.
- Transaction growth through agents was up by 13.1% over the previous month, while airlines saw a 1.3% decline despite increased spend.
- Spending on hospitality and leisure increased 2.8% in March, “suggesting consumers prioritised experiences and making memories over material goods,” the report noted.

### Bookings to US holding steady with 'minimal' cancellations

- Bookings to the US are holding steady with “minimal” cancellations, an industry poll has found.
- The Visit USA Association (UK) survey was sent to tour operator and travel agent members to review booking trends for the first three months of 2025.
- The study results came amid global economic turmoil triggered in the first 100 days of president Donald Trump’s second term in office.
- The survey results showed that:
  - 72% say enquiries and searches are above 2024 levels or on par with 2024
  - 72% say bookings are above 2024 levels or on par with 2024
  - 87.5% have not seen an uptick in cancellations or changes to forward bookings
- Best destination performers in the quarter: New York, Florida, California, Deep South and Las Vegas
- Comments confirmed that support from US destinations has remained constant and provided a welcome boost to promotional activities.
- The association will continue to survey members with next results due following the end of the second quarter in to monitor forward enquiry and booking patterns, and to see the impact of a late Easter on the market.

### US bookings 'steady' says Visit USA despite Donald Trump factor

- Visit USA says first quarter bookings from the UK are holding "steady" despite fears of a new "Trump slump".
- The association’s Market Barometer for the first three months of 2025 found 72% of agents and operators said enquiries and searches were above or on par with 2024 levels.

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## The Florida Keys & Key West Activity Report April 2025



- “The topline results indicate that bookings to the US are holding steady and that cancellations are minimal,” said Visit USA. UK chief executive Kate Kenward said the responses indicated rising costs as the strongest barrier to travel.
- However, research showed a “healthy” 87.5% of respondents said they had not seen an uptick in cancellations or changes to forward bookings
- Data was gathered from operator and agent members and identified New York, Florida, California, the Deep South and Las Vegas as best destination performers in this quarter.
- Kenward added: “We were very pleased to see these encouraging survey results from quarter one of 2025, which confirm anecdotal comments from members that demand for and travel to the US remains steady.”
- Visit USA also said respondents had confirmed support from US destinations “has remained constant and provided a welcome boost to promotional activities”.

### Sir Richard Branson urges businesses to be ‘braver’ in Trump criticism

- Sir Richard Branson has called on his fellow business leaders to be “braver” in their responses to decisions made in the US under President Donald Trump.
- Asked whether he had appealed directly to Trump in protest against recent policy, Branson said he had “not kept quiet” and had been updating his website with his views.
- “I do think business leaders need to be braver in what they say,” he said, arguing that the US should avoid turning into the “land of the afraid”.
- He said: “If science says climate change is real, you don’t suddenly put your head in the sand for four years and pretend it’s not real just because politicians tell you it’s not real.
- “Business leaders need to follow science and they do need to be braver.
- “It’s worrying that people in a country should be afraid of speaking out because of the consequences of speaking out.
- “America is the land of the free. It shouldn’t be the land of the afraid.”
- Since Trump’s return to the White House, he has introduced tariffs on imports from around the world but on April 9 he declared a 90-day pause on some of the tariffs.
- Branson has previously criticised Trump’s policies as “doing so much damage” to the world and warned that “erratic and unpredictable” decisions by the US administration were undermining business.

### Abercrombie & Kent aims to build on record sales and grow trade relations

- Abercrombie & Kent Travel Group’s (AKTG) new UK chief reported the “largest growth ever” in the company’s trade sales last year and confirmed the trend has continued into 2025.
- In her first interview since taking the helm, Debra Fox said agents had underpinned a record start to the year across its three brands.
- “They have delivered the biggest contribution to our growth,” said Fox, in a webcast with *Travel Weekly* editor-in-chief Lucy Huxley. “They are critically important to our business – absolutely paramount.”

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## The Florida Keys & Key West Activity Report April 2025



- She reported a notable rise in sales through homeworkers but added retail agents continued to play a crucial role.
- Fox, who replaced Andrew Burrett as managing director for the UK and Asia-Pacific (APAC) in April, said a key priority for the group was to “continue to focus on and grow our partnerships”, including sales with existing partners and through new business relationships.
- Customers aged between 45-55, families and multigenerational groups were “the biggest growth areas” and presented opportunities for agents to explore new sales avenues.
- Abercrombie & Kent is now looking to expand its range of product and destinations in a bid to consolidate its growth.

### Agents offered Disney friends and family trip to Florida in new incentive

- Agents have a chance to win friends and family trips to Walt Disney World Resort in Florida in a new incentive.
- Ten winners will be able to take three other people on the trip in October.
- Agents must first watch the ‘Come Snack with Stitch’ training on demand at Disney’s Magic Expo platform and then log their bookings on the Ohana Free Dine fam website between today (April 29) and May 27.
- There will be four weekly draws, plus a wild card each week.
- Each booking logged must be a Walt Disney World Resort Hotel and ticket package with a 2026 arrival date.
- Each week’s winner will be announced on the Disney for Agents Facebook group.
- The winners visit Walt Disney World on October 26-31 with free dining and drinks.
- They will spend five nights and six days in a Disney Resorts Collection hotel with flights from London or Dublin, airport transfers from Orlando and resort-wide travel.

### Davina McCall becomes Hays Travel’s first brand ambassador

- TV presenter Davina McCall has been announced as the ‘face’ of Hays Travel from May 1, 2025.
- As the company’s first brand ambassador she will appear in the travel agency’s new TV ad and on promotional materials in its 500 stores, on its website and social media channels.
- Hays Travel owner Dame Irene Hays said the company had been looking for an ambassador who would connect with loyal and new customers as the company marks 45 years’ trading.

### Panache Cruises records £32m revenue in last 12 months

- Panache Cruises has reported a "record-breaking start" to the year as it reached £32million in turnover for the last 12 months.
- This marks a 71% year-on-year increase for the Chorley-based agency, which was founded in 2020.
- The business employs 58 people in the UK and 10 in its new office in Orlando.



## The Florida Keys & Key West Activity Report April 2025



- The US side of the business has made more than \$10 million in sales since launching in June last year, and it is expected US sales will exceed those within the UK within three years.
- Panache Cruises will also launch a Panache Expeditions brand on May 1 to tap into future growth in the sector.

### Travel Counsellors shifting focus towards becoming 'premium leisure tour operator'

- Travel Counsellors is shifting its focus towards becoming a “premium leisure tour operator” as it targets customers seeking more-complex, multi-centre bookings.
- Chief executive Steve Byrne outlined the ambition as the company unveiled a new “interactive itineraries” tool which will “transform traditional, static travel documents” for its 2,200 homeworkers.
- The launch of the technology follows that of AI-powered virtual assistant TC Co-pilot, which “transforms how agents work with their clients”, and TC Journeys, which allows agents to create bespoke itineraries.
- “Our strategy is to focus on the premium leisure customer – we are increasingly becoming a premium leisure tour operator,” said Byrne.
- Byrne said Travel Counsellors was increasingly attracting customers willing to “pay a bigger premium for something a bit more complex”.
- Travel Counsellors reported a record peaks period, achieving £242 million in sales across January and February.
- Sales for the financial year to date are up 12% year on year, with premium leisure accounting for 15%-18% of that growth.
- But while sales have been strong overall, Byrne reported “a bit of a slowdown” in the lead-up to Easter.
- “There was still good growth but not quite at the same level as peaks,” he said, as he noted a slowdown in US bookings.
- “Since Trump’s inauguration, demand for the US has reduced. It’s still up year on year but less than it was,” he added.
- “The more experiential parts of the US – road trips and some cities – are still doing OK, but Florida, California and the theme parks have been a bit softer.
- “I think families are taking a step back and thinking about what to do, given what’s going.”
- He said Travel Counsellors was still on track to reach its goal of achieving £2 billion in annual turnover in the next five to seven years.
- “We’ve topped £1.1 billion and we’re heading towards £1.2 billion in the next 12 months, so I still think that is a realistic goal,” he added.
- Byrne said about 55% of bookings are made through the agency’s in-house booking system, Phenix, representing year-on-year growth of 14%.

### More UK travellers aware of their impact on environment, report reveals

- More than half (53%) of global travellers are conscious of travel’s impact on communities as well as the environment, new research reveals.

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## The Florida Keys & Key West Activity Report April 2025



- This growing awareness is echoed in the UK – with 93% of people saying they want to travel more sustainably, a jump from just 32% in 2016.
- Two thirds of British travellers (66%) say they want to leave places better than when they arrived, and almost three quarters (72%) say they want their spending to directly benefit the economy of the places they visit.
- The new report from Booking.com, with insights from 32,000 travellers in 34 countries, found that travelling more sustainably remains important for most British travellers (80%), and this is reflected in their more conscious decision making.
- The research as part of the company's 10th annual sustainability report shows that behaviours relating to community and economic impact now sit alongside environmental choices.
- Travellers are consciously considering ways they can minimise the impact of the destinations they visit, whether seeking advice on travel at other times of the year (34%) or visiting alternative destinations to avoid overcrowding (27%).

### My Booking Rewards reports 'record-breaking' start to year

- My Booking Rewards (MBR) has reported "a record-breaking start" to 2025 with more agent rewards, sign-ups and supplier sales revenue.
- During the first quarter, UK and Irish agents earned almost £150,000 in cash rewards through the online platform, a 114% increase on the same period last year.
- Agents logged 40% more bookings than last year which resulted in a combined sales revenue of more than £122 million.
- A total of 1,122 agents registered with the platform in the same timeframe for the chance to earn additional income, complimentary hotel stays, fam trip places and other incentives.
- This comes as MBR launched its biggest peaks campaign in the UK and Ireland for 2025 with more prizes for agents available between December 13, 2024 and March 31, 2025.
- Globally, during the first quarter, MBR had 141,000 agents signed up earning almost £550,000 in bonus rewards income from 261,851 logged bookings.
- This generated sales revenue of £512 million for supplier partners, which was up 38% compared to the previous year and puts it ahead of 2024's full-year combined sales revenue of £1 billion.

### Travel Counsellors develops interactive itineraries tool

- Interactive itineraries are being introduced by Travel Counsellors as a way of offering customers a more immersive and engaging way to explore their travel plans.
- The new feature, developed in-house over 12 months, is designed to transform traditional, static travel documents into visually rich, multimedia itineraries.
- This enables agents to present quotes in a more personalised and compelling way.
- The technology is being introduced across the wider global community of more than 2,000 travel counsellors following a pilot involving around 80 homeworkers.

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- The interactive itineraries include rich destination content based on Phenix package sales, blending captivating storytelling, imagery and practical travel tips to inspire and inform customers.
- The launch follows the acquisition of Planisto which has played a key role in accelerating the platform's content development capabilities, paving the way for future innovation.

### Easter weekend travel take off still behind pre-pandemic levels

- Easter weekend flight departures are forecast to be down 4% on the equivalent peak travel period in pre-Covid 2019.
- A total of 11,282 flights are scheduled from UK airports - equating to more than two million seats, according to aviation analytics firm Cirium.
- But the volume remains behind the 11,743 departing flights over the Easter weekend six years ago.
- Nonetheless, departures are up 6% compared to last Easter, showing the continued recovery of the industry.

### Travel remains 'spending priority' for Europeans despite global uncertainties

- The UK is the European country showing the second highest level of travel intention for the spring-summer period, latest data shows.
- Countries where travel intention is strongest include Poland (80%), the UK (79%), Netherlands (75%), Spain (75%), and Italy (73%), according to new research from the European Travel Commission (ETC)
- Conversely, the least likely to travel are the French (65%), Belgians (68%), Austrians (69%), Swiss (69%) and Germans (70%).
- Europeans are showing a growing appetite for event-based travel and alternative destinations as travel patterns evolve.
- Despite a modest decline in overall travel intention - 72%, down by 3% over this time last year - European travellers are displaying confidence in their travel choices.
- More than a quarter (27%) plan to take three or more trips between April and September, a 6% rise from the same period last year.
- Travellers also intend to stay longer, with 42% opting for holidays lasting seven to 12 nights, up by 11% compared to 2024.
- Rising travel budgets suggest that Europeans continue to prioritise travel in their personal spending.
- Almost one-third (30%) plan to spend between €1,501 and €2,500 per person per trip, up 7%. Another 17% expect to spend more than €2,500.
- Financial concerns are also gradually easing, though they continue to be the leading barriers to travel, the ETC noted.
- Worries over rising travel costs due to inflation have dropped from 23% to 17% year-on-year, while concerns over personal finances have declined to 14%, down by 3%.
- Accommodation takes the lead as the main spending priority across all age groups (27%), followed by food and drink (20%) and destination activities (16%).

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- Younger travellers aged 18–24 are more inclined to spend on shopping (15%) and luxury experiences (11%), whereas travellers aged 55-plus are placing greater emphasis on comfort, spending more on accommodation (33%) and food (24%).
- Climate consciousness is also increasingly influencing travel decisions. A growing 81% of Europeans say the changing climate somehow affects how they travel, up 7% from last year.

### Gold Medal offers prizes in ‘Sooner or Later’ marketing campaign

- Travel agents have the chance to win Samsonite luggage as part of a new Gold Medal marketing campaign, called Sooner or Later.
- The initiative from the dnata Travel Group UK B2B brand features dual pricing for 46 holiday offers, making it easy to compare the benefits and cost differences between holidaying last-minute or at a later date.
- The campaign has a dedicated online hub and a 40-page brochure in printed and digital formats.
- Destinations in the campaign include the US and Canada, Dubai and Arabia, Indian Ocean and Africa, Far East, Oceania, Caribbean and Mexico, and Europe.

### Gatwick ranked ‘worst for delays’ for second year

- Gatwick has been ranked as the worst UK airport for flight delays for a second year in succession.
- Flights departed on average more than 23 minutes late from the country’s second-busiest airport, according to analysis of Civil Aviation Authority data.
- Gatwick’s 2024 average delay was an improvement from the nearly 27 minutes in the previous 12 months as the airport’s air traffic control services provider Nats tackled staff shortages that had affected flights.
- Birmingham airport had the second worst record with average flight delays of 21 minutes, followed by Manchester at 20 minutes. Heathrow saw a 17 minute delay to departures, while the best performer with an 11 minute delay was Belfast City airport, according to analysis by the PA Media news agency.
- While airlines and airports across Europe have suffered disruption from ATC issues, Nats staff shortages also directly affected Gatwick’s outsourced control tower.
- However, a Gatwick spokesperson said that the tower staffing issues were fully resolved.

### Cox & Kings to embark on 'significant phase of global expansion'

- Upmarket operator Cox & Kings is set to embark on a “significant phase of global expansion” according to parent company Abercrombie & Kent Travel Group (AKTG).
- The expansion will see Cox & Kings launch in “pivotal” markets such as the USA and Australia and leverage AKTG’s “strong global network” to “broaden Cox & Kings’ geographical footprint”.
- AKTG said the objective was to solidify Cox & Kings’ position as a leader in “distinctive, immersive travel”.
- Jennifer Charlton has been named the operator’s managing director to drive its new strategic direction.

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## The Florida Keys & Key West Activity Report April 2025



- AKTG acquired Cox & Kings in 2019 and has since integrated the operator with A&K's extensive network of destination management companies, expanding its operational capabilities and destination offerings.
- The brand has also undergone several enhancements, including the launch of a refreshed website in 2024.
- The operator was founded by Richard Cox in 1758 and is thought to be one of the world's oldest travel companies.

### Which? reveals shortlist of top travel brands

- The top UK travel brands shortlisted for customer satisfaction and higher average value for money have been disclosed by consumer champion Which?.
- The nominated travel sector companies are Jet2, Liverpool John Lennon airport, Saga Ocean Cruises, Trailfinders and Zest Car Rental.
- The travel brand of the year covers airlines, holiday companies, airports, ferries, holiday cottages, hotel chains, overseas self-catering providers and river cruises.

### Potential sale of Audley Travel 'put on hold' amid upheaval in stock markets

- Investment firm 3i Group has reportedly postponed the sale of Audley Travel as upheaval in global stock markets created too much uncertainty in company valuations.
- The private equity firm had been hoping to raise £600 million from the sale, according to the *Financial Times*, which first reported the development.
- Bankers have been shelving many deals affected by the market volatility caused by US trade policy in recent weeks.
- 3i Group appointed advisor Baird to assess possible strategic options for tailor-made operator Audley Travel last October.
- However, the company said at the time that there had been no decision on whether the review would lead to a sale, or if the private equity firm would hold onto the asset.
- Audley Travel, led by chief executive Nick Longman, has been part of 3i Group's investment portfolio for 10 years, during which time it has expanded in the US, and now has offices in London and Boston.

The Oxfordshire-based tour operator founded in 1996 provides trips to more than 100 destinations. The company expanded in to the US in 2014 with the opening of the Boston office that has grown to generate around a third of total revenues.