



# The Florida Keys & Key West Activity Report June 2025



---

## SALES CALLS / TRAVEL TRADE ASSISTANCE / EVENTS

---

### Sales Call – LastMinute.com – Scott Humble, Head of Client Services:

Axis held virtual call to better understand their B2C marketing opportunities and reach in UK and other markets. It was a hotel only booking platform and a flight only booking platform however travel however they are evolving and will soon offer partial dynamic packaging.

More than just a booking tool, today they offer integrated marketing campaigns including digital with various options from landing pages to social channels to building interactive destination maps for tourism boards. They can film destinations on behalf of tourism boards (gaining a good reputation) for new and fresh insights to new compilations of existing tourism videos.

UK audience is 10.5 million, Italy 8.2million, France & Spain about 6 million. Worldwide it's: 61+ million. They have various filters to target specific audiences like LGBTQ+, Bird watchers, scuba divers etc. There is a huge Miami audience we could target for the Keys – over 14,000 pax in 2024.

They tailor make their campaign, so pricing is agreed based on activities and content created/agreed upon. For an interactive destination map that could be starting at £8000/Landing pages at £2000 for month (display media). They are flexible and adaptable to our needs and can steer traffic to our site and or theirs for bookings.

Axis to discuss with Sabine if this is more for the marketing team to consider for global reach

### Sales Call – Hablo – Russell Meara, Managing Director:

Virtual call to fully understand the UK travel trade training platform set up 5 years ago to address training needs during the pandemic. Russell is ex Hill Balfour and George Beguinot, director is ex British Airways sales. Axis had agreed for FKKW to have an extended trial to the platform without a paid subscription. This gave FKKW a comp profile and enabled "Facebook" like postings to promote happenings in Florida Keys and updates on our destination which Axis had actively been doing. That comp access is starting to come to an end.

The annual fee starts at £5,000 for the standard package. Suppliers can use the platform for booking incentives, webinars (uploaded recordings) and the social posts (looks almost like Facebook) to those agents who select to "follow" FKKW. They have over XXXX agents signed up and they are very active. We can encourage active agents to take our Key Lime Academy and ensure we upload current information as their platform is used regularly for the latest information on destinations. There is a dashboard for suppliers for analytics on engagement.



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



In addition, they run showcase events for up to 80 agents in key destinations around the UK that rotate each year, and they run competitions to win a place on select fam trips annually.

Axis to review with FKKW the potential to work with them on paid subscription from the new fiscal year 2025/26.

### **Event – Gold Travel Counsellors:**

Axis helped Sabine finalise the Cruise stopover event in Key West. 20 Gold Travel Counsellors plus partners and TC staff from HQ joined Opal Key Resort & Marina for a lunch time reception to see the hotel. Sabine arranged for the hotel to host, excellent location next to Pier B where their ship docked. Walking tour to Southernmost Point planned prior to reception. Although Mother Nature was not kind that day with rain, the event was well received as they were sheltered on the terrace under a gazebo. Feedback was the agents loved the gathering and hotel. Exciting times for the property as it nears the end of its renovations and timing good for these elite agents to experience the resort.

### **Event – Travel Bulletin Showcase:**

Axis finalised coordination and participated in the LGBTQ+ focused showcase in Bristol on 10 June 2025. The retail agents attending were not specifically dedicated to this market however interested to learn more to better serve their customers. In total, 23 agents attended from the Bristol region. We had 12 min speed-dating style with groups of 3-4 agents rotating from table to table. Niche but quality. Followed up with a thank you note and promoted Key Lime Academy.

### **Event – IPW 2025 in Chicago:**

Axis prepared customer updates for appointments and participated in IPW 2025 with Sabine Chilton. In addition, it was an opportunity to meet Ed Simon and be introduced to Axis Travel Marketing. Axis took the lead on 34 tour operator appointments over the 3 days of the tradeshow; primarily UK tour operators and a few Scandinavian and Italian operators also attended. In addition to the set appointments there were networking opportunities to meet more clients.

Axis to do all the follow up in July. See separate IPW report submitted to Sabine.



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



### **Event – Virgin Fest 2025:**

Axis coordinated and participated in their first summer training festival held on the cricket grounds of Whittlebury Park/ Manor. Sales staff from their customer contact centre in Crawley plus sales staff from their retail stores throughout the UK attended this 1 ½ day event. Format was like a festival with tents hosting regions from around the world. Florida Keys were in USA tent with Las Vegas, Orlando and Marriott Hotels New York. Each supplier had a table and pop-up stand. Groups of 4-5 pax rotated around every 12 mins. In total approx. 120 Virgin sales staff trained on The Keys during this event. This was the largest training event they have held to date. Feedback was great – some had been to the Keys before while others had not so the presentation encouraging them to explore other regions than Key West was well received. Several mentioned current bookings they have with their customers to The Keys this year. It's still very popular. Event well worth participating in.

### **Event – Tour America**

Axis confirmed participation in their annual consumer show. This year is their BIG 30<sup>th</sup> anniversary as a company so a special event this year. Show will be a 1-day event in early Oct and a separate anniversary cele1-dayon with staff and suppliers the same weekend

### **Event – Lusso Travel**

Axis confirmed new date of Bath showcase that had been postponed due to lack of availability of agents due to summer holidays. New date of 1 October, same venue and target list of their agents to attend.

### **Travel Trade Assistance – America As You Like It – Cath Pusey, Product team:**

Requested any images of Yoga on the beach or on paddle boards for a social media posting on World Yoga Day on 24 June 2025. Axis provided them with a few photos to choose from or use of all 3.

### **Travel Trade Assistance – Bon Voyage – Theresa Wilson, Business Development Manager:**

Introduction to each other as Theresa is looking after tourism suppliers due to Dirk Kelly being off on long-term sick leave. She will liaise with Lloyd on Axis Team as and when she needs any support for the Keys. She sent us link to Bon Voyage digital guide to Florida Keys.



# The Florida Keys & Key West Activity Report June 2025



---

## JOINT MARKETING & CONSUMER CAMPAIGNS

---

### JMA in action – First Class Holidays – Meera Pain, Head of Marketing

Axis recorded the 30 min online training presentation of FKKW on 11 June in preparation for the live Q&A airing on 4th July to coincide with American Independence Day and as part of their Around the World focused week.

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

Axis confirmed final proposal for the campaign. Christian created a special Keys package that includes Miami only for short. Unfortunately, Kissimmee not part of the promotion therefore the campaign is a digital focused, 2-part affair. First part is pre-Danish summer holiday season with some social posts and newsletter distribution to 25,000 subscribers end of June and the second half will be in Aug when they return from holiday.

### JMA - Travel Gossip – Cherish Westbury

Axis requested proposal for trade campaign to promote Key Lime Academy registrations and completed trainings. Aim to have campaign start first week of Sept 2025 to kick off travel booking season after summer holidays. Campaign costs £3000

#### 1. Bronze Social Media Campaign

- **Platforms:** Facebook & Instagram
- **Duration:** 2-week campaign
- **Reach:** 7,000 travel agents
- **Impressions:** 20,000
- **Ad Types:** 1 x static ad (e.g., “Why Join Key Lime Academy?”)
- **CTA:** “Start Your Training Today” – direct link to your academy sign-up
- **Bonus:** 2 days of featured Facebook Group promotion to 30,000+ travel agents

#### 2. MPU Banner on Travel Gossip Website

- **Duration:** 1 week
- **Visibility:** On a site with 250,000 monthly page views

---

## TDC INTERNAL

---

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. Continuation of planning Sabine’s UK sales mission in July.
4. Introduction to Florida Keys for new Account Executive at Axis
5. Axis prepared and submitted UK PR proposal for FKKW PR contract to end of 2025
6. Quarterly FKKW newsletter sent to UK, Scandinavian and Italian tour operators and retail agents on Axis’ database.



The Florida Keys & Key West  
Activity Report  
June 2025



**OVERVIEW OF FULFILMENT REQUESTS**

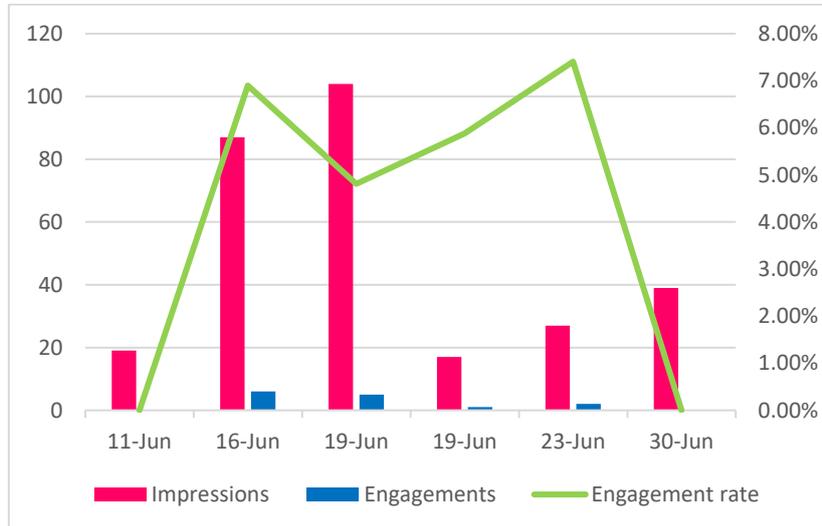
Trade Fulfillment in June 2025:	25
Consumer Fulfillment in June 2025:	19
Fulfilment via VUSA Website in June 2025:	0

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	17	236
June 25	19	25
July 25		
August 25		
September 25		
<b>Total:</b>	<b>148</b>	<b>5076</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	148	5076
<b>Grand Total</b>	<b>4,540</b>	<b>7,906</b>

## SOCIAL MEDIA

### X (Twitter):

Date	Impressions	Engagements	Engagement rate
11-Jun	19	0	0.00%
16-Jun	87	6	6.90%
19-Jun	104	5	4.81%
19-Jun	17	1	5.88%
23-Jun	27	2	7.41%
30-Jun	39	0	0.00%
<b>Total</b>	<b>293</b>	<b>14</b>	<b>AVE 4.2%</b>



### Top Impressions Rate:



Riverside House | River Lawn Road | Tonbridge TN9 1EP

Tel: +44 (0) 208 686 2300 | [www.axistravelmarketing.com](http://www.axistravelmarketing.com)

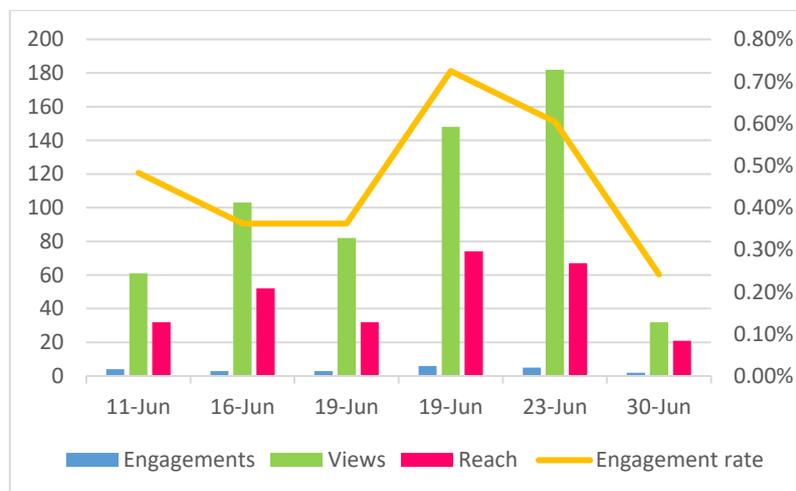
## Top Engagement Rate:



## Instagram

### Posts:

Date	Engagements	Views	Reach	Engagement rate
11-Jun	4	61	32	0.48%
16-Jun	3	103	52	0.36%
19-Jun	3	82	32	0.36%
19-Jun	6	148	74	0.72%
23-Jun	5	182	67	0.60%
30-Jun	2	32	21	0.24%
<b>Total</b>	<b>23</b>	<b>608</b>	<b>278</b>	<b>AVE 0.46%</b>



## Top Views:

**axistravelmarketing** Training event with a twist 🌞

Sunshine, smiles, and selling paradise! We had a fantastic afternoon at VirginFest 2025, sharing the latest on Florida Keys & Key West to their sales staff. 🌴

From epic sunsets to unforgettable experiences, the Keys continue to inspire dream holidays — and we're thrilled to keep the trade in the know! 🌊

#TravelTrade #FloridaKeys #KeyWest #TravelMarketing

1w

5 likes  
June 23

## Top Engagement Rate:

**axistravelmarketing** Shout out #choosechicago for hosting an outstanding IPW 2025 in the Windy City!

With a whopping 126 productive stand meetings, countless new industry connections, and a memorable opening night at the Field Museum, the event was a true standout. 🌟🌟

Other highlights – meeting Stella the Sloth, a spectacular performance by Jessie Ware and an unforgettable closing celebration at Navy Pier – a perfect finale to an incredible week.

Now, all eyes turn to IPW 2026 in sunny Fort Lauderdale – a vibrant gateway to the breathtaking Florida Keys. 🌴🌊

We can't wait to see you there for what promises to be another exceptional event!

#FloridaKeys #choosechicago #fortlauderdale

2w

Liked by ptmollie and 5 others  
June 19

---

## T&E REPORT

---

### Hays Travel takes minority equity stake in Ocean Holidays

- Hays Travel has taken a 35% equity stake in Ocean Holidays in a move centred on the repayment of convertible loan notes totalling about £10 million including interest.
- The deal was struck as a result of Ocean Holidays' membership of the Hays Travel Independence Group, which it joined at the end of last year after more than two decades with the Travel Trust Association.
- Ocean Holidays co-founder and co-chief executive Harry Hastings said: "We no longer have any external debt, which is good news because it allows us to reinvest our profits into our number-one priority, which is the trade. That's where we're seeing our biggest opportunity for growth."
- The US specialist operator accepted £7.5 million in convertible loan notes in August 2023 from a "syndicate of high-net-worth and corporate partners" following a period of losses throughout the pandemic and during the delayed reopening of the US market.
- Ocean Holidays, whose brands are Ocean Florida, Ocean Beds and Winged Boots, had recorded strong booking figures in the past year, Hastings said.

### Swords Travel launches in-house tour operator to fill 'gaps' in luxury market

- Luxury agency Swords Travel is launching a new in-house tour operation to better serve clients and address gaps in the market where existing products "do not meet the high standards expected".
- Co-founders Mark and Stuart Swords said the launch of Signature by Swords marked a "significant milestone" for the business, "enabling it to deliver even greater flexibility, personalisation and value to clients and partners".
- However, the Wimbledon-based company stressed it remains firmly committed to its strong relationships with external tour operators and partners. Around 80% of the company's business continues to come through partner collaborations, they said, adding these would remain "integral" to the agency's success.
- The launch follows a busy period of growth for Swords Travel. Over the past 18 months, the company has expanded its operations and recently welcomed five team members to its Wimbledon store, including a new general manager.
- Swords Travel confirmed it would focus on training destination specialists in its team to lead on specific regions, "allowing them to work closely with trusted Destination Management Company partners and leverage direct hotel contracts".

### Newmarket Holidays launches summer 2025-2027 brochure

- Newmarket Holidays has unveiled the summer edition of its 2025-2027 brochure with 10 new tours and a 15% discount on selected holidays.
- The new itineraries include explorations of New Zealand's North and South Islands, a scenic rail journey in Portugal's Douro Valley, new destinations in Slovenia, Croatia and Italy, as well as a trip to America's "musical heartlands".
- The discounts of up to 15% are available on more than 120 UK, short and long-haul tours until July 31.



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



- The operator has also expanded its Premier Collection of small-group tours with options in Friuli and Trieste in northeastern Italy and the Italian and French Rivas.
- Newmarket Holidays has planned a nationwide TV ad campaign to run throughout the summer to coincide with the new brochure.

### Abercrombie & Kent Travel Group secures approval to launch in Ireland

- Abercrombie & Kent Travel Group (AKTG) has secured the necessary regulatory approval to start operating and selling through agents in the Republic of Ireland, bringing its broad portfolio of luxury brands and experiences to the Irish market for the first time.
- The group said the move, which comes less than a year after AKTG secured £500 million in funding to support its global expansion, was a significant step in its European growth strategy. It means agents in Ireland can now sell the group's core Abercrombie & Kent, Cox & Kings and Crystal cruise product.

### Saga hails 'strong start' to year for cruise and holidays

- Saga Group has reported a "strong start" to its financial year with bookings up for both cruises and holidays.
- A trading update by the over-50s specialist noted booked load factors for ocean and river cruises for the first half ahead of the same point last year at 95% and 93% respectively.
- Holiday bookings are also ahead, with revenue 14% up and passenger numbers 13% higher. The company operates the brands Titan Travel and Saga Holidays.
- Saga said the group overall traded "in line with expectations" for the first four months and "remains on track" for the full year.
- The group's net debt at May 31 was £569.5 million, down from £622.7 million a year earlier and £590.5 million at January 31.

### Touring and adventure represents around 3% of UK outbound market, Atas Summit told

- The touring and adventure sector represented around 3% of UK outbound passengers last year and is "probably ready for the next phase" of growth, according to the new chair of Atas.
- Niel Alobaidi, chief executive of Newmarket Holidays, flagged an opportunity to educate consumers on the sector in his first speech as chair of the Association of Touring and Adventure Suppliers (Atas) at the Atas Summit 2025.
- He cited total UK outbound passenger volumes of more than 34 million for 2024, excluding cruise and short breaks under seven nights, while around 1.1 million passengers were estimated to have travelled with touring and adventure brands in the same year.

### Trump administration announces travel bans for 12 countries

- US president Donald Trump has announced a travel ban for citizens of 12 countries, with a further seven subject to partial bans.
- The president said the ban was necessary to protect the US, adding America could not have "open migration from any country where we cannot safely and reliably vet and screen those who seek to enter".
- Although there are some exemptions, including for athletes travelling for large events and dual nationals, the new policy will take effect for all travellers from the countries from June 9.

Riverside House | River Lawn Road | Tonbridge TN9 1EP

Tel: +44 (0) 208 686 2300 | [www.axistravelmarketing.com](http://www.axistravelmarketing.com)



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



- The countries subject to the full ban are Afghanistan, Myanmar, Chad, Republic of the Congo, Equatorial Guinea, Eritrea, Haiti, Iran, Libya, Somalia, Sudan and Yemen.
- Citizens of Burundi, Cuba, Laos, Sierra Leone, Togo, Turkmenistan and Venezuela will be subject to a partial ban.

### Florida tourism chief 'bullish' about 2025 UK performance

- Florida tourism chiefs remain confident of posting a positive performance from the UK market in 2025 despite predictions of a nationwide downturn.
- UK visitor numbers in 2024 were 1% down on the previous year at 1.73 million.
- Numbers for the first quarter of 2025 were 7% down on the same period in 2024 at 217,000, but that deficit has largely been attributed to the timing of Easter, which fell in March last year.
- A recent report from analyst Tourism Economics predicted an 8.7% decline in international arrivals to the US this year.
- However, Visit Florida chief marketing officer Brett Laiken said he hoped an improvement in exchange rates and the opening of Universal's Epic Universe park could both contribute to positive sales from the UK.
- Visit Florida is planning to host a UK version of its Florida Huddle trade show in London this autumn in place of attending World Travel Market, which Laiken said was a mark of its commitment.
- The event will take place on September 22-23, with 16 partners signed up and around 100 trade and media guests to be invited.
- Visit Florida is also planning to unveil a brand refresh in September, with a new campaign designed to demonstrate the breadth of its tourism and culinary offering.
- The marketing organisation also hopes to capitalise on next year's football World Cup, with messaging about why the state offers a good "home base" from which to attend matches in other US destinations as well as in Canada and Mexico.

### Epic Universe prompts sales boost for Universal Orlando

- Trade sales for Universal Orlando Resort have outstripped expectations during the opening of the company's new Epic Universe park, according to its UK boss.
- Alison Montague, vice-president of sales and marketing EMEA, said some capacity remains for this summer but forecasts were strong for the remainder of 2025 and 2026.
- Montague added that Universal was outperforming both Orlando and Florida in terms of visitor number growth.

### Brand USA unveils America the Beautiful marketing campaign

- Brand USA has unveiled a global tourism campaign around the theme America the Beautiful, which is due to be launched in key source markets in August.
- The campaign was showcased during the IPW conference in Chicago and aims to "showcase the best of the United States and drive international inbound travel in 2025 and beyond".
- The launch comes against a backdrop of uncertainty for the US travel industry, with global arrivals down in May and ongoing concerns around value and the impact of the Trump administration's trade policies.

Riverside House | River Lawn Road | Tonbridge TN9 1EP

Tel: +44 (0) 208 686 2300 | [www.axistravelmarketing.com](http://www.axistravelmarketing.com)



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



- Brand USA chief executive Fred Dixon described America the Beautiful as a “bold and unprecedented global tourism campaign”, adding: “There’s never been a better time to explore the beauty and energy of the USA, which continues to be the world’s most aspirational long-haul travel destination.
- “With this campaign, we’re sending a clear message: the USA is open for business and ready to welcome legitimate international travelers. We’re confident this effort will spark renewed interest and deepen connections with audiences around the world.”
- The campaign will be supported by a dedicated digital hub, AmericaTheBeautiful.com, which incorporates artificial intelligence to create and personalise itinerary suggestions.

### New York downgrades forecast for UK arrivals

- New York City has downgraded its forecast for UK visitor numbers in 2025 by more than 180,000 following a report which predicted an 8.7% decline in international arrivals to the US this year.
- New York now expects to welcome 1.01 million UK visitors this year – down from the 1.19 million forecast in February and a slight decline on the 1.06 million who visited in 2024.
- Julie Coker, chief executive of New York City Tourism + Conventions, said: “Based on the latest data from leading industry research provider Tourism Economics we have adjusted our 2025 visitor forecast to reflect a projected total of 64.1 million visitors, a downward revision of 3.1 million from our previous forecast of 67.2 million in February.
- “The latest domestic visitor projections have been revised from 53.1 million to 52 million visitors in 2025. The international forecast has been adjusted from 14.1 million to 12.1 million.
- Latest data from the US Department of Commerce suggests the UK market in the year to the end of May is up 2.7% at 1.57 million, with May 2.4% ahead of the same month in 2024.
- However, some operators have reported fluctuating bookings, with uncertainty over the impact of the Trump administration’s global policy and affordability.
- Coker added: “New York City will address these challenges through continued sales, marketing and communications strategy grounded in our diverse product mix that speaks to travellers of all budgets, ages and interests.”
- Speaking at the IPW conference in Chicago, Coker outlined the city’s focus on the luxury travel segment, including the creation of a luxury guide for the travel trade and a dedicated B2B hub focused on luxury product.
- Coker revealed affluent travellers make up 17% of New York’s overall visitor numbers, with the UK the number one international market for both mainstream and affluent travellers.

### Washington tourism chief hopes consumers will see beyond 'negative US rhetoric'

- The head of Washington DC’s tourist board says he hopes consumers will separate rhetoric from reality when weighing up whether to book a holiday to the US.
- Destination DC chief executive Elliott Ferguson told a press conference at the IPW conference in Chicago he understood some consumers may choose not to visit due to “strong and confusing rhetoric”.

Riverside House | River Lawn Road | Tonbridge TN9 1EP

Tel: +44 (0) 208 686 2300 | [www.axistravelmarketing.com](http://www.axistravelmarketing.com)



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



- However, he urged global media to report on the positive experience and welcome visitors to the States continue to receive and stressed that Americans “overwhelmingly want to welcome people into our country”.
- Ferguson also noted challenges in promoting Washington as a welcoming destination in the face of negative headlines referring to the city in relation to policy statements from the Trump administration.

### UK arrivals to the US up year on year despite concerns

- UK visitor numbers to the US are holding firm despite concern over the impact of the Trump administration’s global trade policies and the value of the dollar, official government figures indicate.
- Analysis of flight arrivals by the US Department of Commerce suggests the UK market in the year to the end of May is up 2.7% at 1.57 million, with May 2.4% ahead of the same month in 2024.
- Some national media reports suggested a ‘Trump slump’ had started to take effect when figures from the department’s International Trade Administration showed a 14% year-on-year decline in UK arrivals during March.
- However, that dip could largely be attributed to the timing of Easter, which fell in March last year, and that assessment was borne out by a 15.1% year-on-year increase in UK arrivals in April.
- The 2.4% increase in May equated to 364,071 arrivals by air.
- Despite the resilience of the UK market, total international visitor numbers by air to the US were down 2.8% in May and are 0.8% behind for the year to date.
- While Italy and Spain join the UK in tracking ahead of last year, German visitor numbers are 10.1% behind 2024 figures, while French visitors are down 8.4%.
- Overall international visitor numbers will be significantly further behind 2024, with land arrivals from Canada and Mexico not included in the data.
- Analyst Tourism Economics predicts the Canadian market will be down 20% on last year, while data from Statistics Canada suggested a 40% decline last month.

### Brand USA confident of funding deal despite proposal to slash budget

- The chief executive of Brand USA insists he is confident the marketing organisation will be able to secure a funding deal with the US government despite proposals to slash its budget by 80%.
- Brand USA is funded through a private-public partnership, with a current cap of \$100 million on matched funds raised through the Esta visa waiver programme.
- However, a recent proposal from the Senate Committee on Commerce, Science and Transportation recommended cutting that budget from \$100 million to \$20 million.
- Speaking at the IPW conference in Chicago, Brand USA chief executive Fred Dixon said he was given confidence by the inclusion of a full funding renewal in President Trump’s initial budget, as well as a recently established partnership with the Department of Transportation to promote US road trips.

### Outbound travel industry set to deliver £62bn a year by 2030

- The UK's outbound travel industry can deliver growth of 20% by 2030 – making it worth £62 billion a year to the UK economy, up from £52 billion currently, according to Abta.
- New research from the trade association also highlights the part outbound travel plays in supporting inbound and domestic tourism across the UK.
- Abta said these findings should be “music to the government’s ears” given its focus and reliance on growing the economy to meet its manifesto and public service ambitions.
- Called ***Outbound travel: a catalyst for jobs, growth and wellbeing***, the report said that without the volumes of UK residents heading overseas, many regional airports would struggle to survive – “putting at risk inbound tourism and damaging communities across the country that rely on tourism income”.
- Regional airports that are particularly dependent on outbound leisure passengers include East Midlands (90%), Manchester (78%), Birmingham (78%), Bristol (75%), and Exeter (75%).
- However, Abta warned that the growth predictions and regional potential require the “right tax and policy framework”.

### UK outbound leisure travel market is ‘slowing but still growing’

- The UK outbound travel market is slowing down but is still growing, Abta’s Travel Matters conference has heard.
- Cumulative growth of 4% is expected in UK outbound leisure travel across all destinations for the 2024-2026 period, a growth of 2% a year, according to Tourism Economics managing director Dave Goodger.
- Europe, rather than the UK, could also be benefitting from a downturn in travel to the US, he said. “Travel to the US is most definitely down. There is some substitution to some EU destinations, not necessarily domestic travel,” he said.
- But he pointed to more “moderation” in growth to long-haul destinations, with the Asia Pacific region “slowing to some extent”.
- Goodger also cited evidence of consumers limiting expenditure and looking for more value for money, based on Tourism Economics Travel Trends Survey from the fourth quarter of 2024.
- This showed the biggest deterrent to travel to destinations was expense, with consumers “wanting value out of everything they are spending”. The second biggest deterrent was overcrowding in resort.
- UK consumers are also spending more on existing bookings rather than booking more holidays as a result of “modest strengthening” in the pound, he said.
- In the UK, travel spend continues to take “an increasing share” of total spend on goods and services.
- For the UK economy as a whole, growth is expected to be ‘slow but steady’ with GDP anticipated to grow 1.2% this year but slow to .9% next year, said Goodger.
- He added wage growth was slowing but remained high, and forecast a fall in inflation towards the end of this year, leading to a growth in disposable income.
- The growth forecasts come amid an uncertain global outlook, with economic growth worldwide revised down for 2026 from 2.8% to 2.3% by Tourism Economics. This is expected to pick up to 2.9% for 2027.

### **Over a third of Brits (38%) report a rise in disposable income spending, study finds**

- A new study of 2,000 respondents released by the UK's leading Out of Home media and infrastructure company, Bauer Media Outdoor, formerly Clear Channel UK, revealed that despite the cost-of-living crisis, UK consumers maintain strong spending power, as 38% of Brits reported spending more of their disposable income now than in the past year.
- Bauer Media Outdoor's recent Audiences in Focus report also indicated growth in consumer confidence, with 36% of Brits reporting having less rigid budgets and treating themselves more, compared to the same period last year (20% YoY increase).
- Focusing on consumer spending power, the report revealed that travel topped the list of disposable income spending for Brits, with 1 in 3 (33%) splashing out on it. Clothes (26%), home improvements (25%), entertainment (23%), and hobbies (20%) round out the top five sources of disposable income spending.
- The research data shows a clear divide in how each age group uses their disposable income. Gen Z spends their disposable income on snacks (32%) and entertainment (26%), while Millennials prioritise clothes (37%) and travel (30%). Those aged 35 and over spend most of their disposable income on travel, and this preference increases with age.

### **The Travel Foundation calls for end of 'high-emission short breaks'**

- The Travel Foundation has cited "high-emission short breaks" as an example of "harmful tourism models" that should be phased out.
- The proposal is one of four drawn up by the body in advance of preparations for the COP30 climate summit in Brazil.
- The non-governmental organisation and charity has called for a "global initiative to phase out harmful tourism models – such as high-emission short breaks or over-touristed hotspots – while supporting a just transition".
- The other proposals are the creation of a global climate risk register for destinations, the setting up of a climate justice fund for tourism destinations and making community-led planning and destination equity-linked KPIs a requirement in tourism development.
- The Travel Foundation, which co-authored the Glasgow Declaration on Climate Action in Tourism, will embark on the engagement and consultation process over the coming months, culminating in the 'Where Next?: Action Agenda' to be launched at COP30.
- The four proposals were introduced as "big ideas" at London Climate Action Week.

### **Intrepid highlights B Corp status for delivering 'tangible business gains'**

- Intrepid Travel has hailed its B Corp status for helping to deliver "tangible business gains".
- These cover key areas of governance, finance, brand, partnerships and people, according to the responsible travel operator.
- Business benefits identified in a new 'Business of Better' B Corp certification report include high levels of staff satisfaction, more readily managing risk and reputation and building greater customer trust.
- The company's latest employee engagement survey revealed that 80% of staff say its purpose-driven initiatives are a key reason they continue to work at the company.
- Intrepid's B Corp recertification was achieved in early 2025, with the company receiving an all-time high score of 102.5 - up from 91.2 in 2021.



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



- The renewed score reflects the business' progress in advancing global employment equity, diversifying its supply chain, doubling its community investment, and educating and empowering customers.
- B Corp certification is one of the world's largest and most trusted independent stamps of assurance that a company upholds high environmental, social and governance standards.

### **Fred Olsen Travel appoints Julie Berry as managing director**

- Fred Olsen Travel has appointed Julie Berry as managing director.
- Berry will replace Fred Olsen Cruise Lines' chief executive Sam Stimpson, who took on the role of interim managing director following Steve Williams' retirement earlier this year and carried out a full review of the business prior to Berry taking over.
- Berry joined Fred Olsen Travel earlier this year, and previously spent six years in consulting roles across different industries and companies including Fred Olsen Cruise Lines.

### **Two thirds of Britons alter holiday plans to avoid extreme heat**

- Increasing numbers of heatwaves in the UK and overseas are prompting British holidaymakers to change their travel plans, as they seek out cooler destinations or avoid summer peak periods.
- New research from InsureandGo found about a third (34%) of British adults said they will continue holidaying abroad during the peak summer period – and will take steps to be prepared for hot weather – but most respondents are considering changes to their holiday plans.
- The survey of 2,000 adults revealed that one in four respondents (25%) are still planning a summer getaway but will seek out cooler countries. This course of action is most popular among Londoners (29%) and the 35-44 age group (35%).
- More than a third of respondents (36%) are looking to shift their main holiday dates by a month or two to spring or autumn – so families with children are making fuller use of Easter and half-term holidays.



# The Florida Keys & Key West Activity Report June 2025



Riverside House | River Lawn Road | Tonbridge TN9 1EP

Tel: +44 (0) 208 686 2300 | [www.axistravelmarketing.com](http://www.axistravelmarketing.com)