

SALES TEAM STATUS REPORT

PROJECT: World Pride
DATE: May 31-June 9, 2025
ASSIGNED: Liana Pyne/Kaire Lindpere/Crystal Blaskis
STATUS: Trip report attached

PROJECT: Romance & Wedding Travel Forum
DATE: June 4-7, 2025
ASSIGNED: Tracy McClellan
STATUS: Trip report attached

PROJECT: Girls in Wonderland
DATE: June 5-9, 2025
ASSIGNED: Sponsorship only
STATUS: Completed

PROJECT: Incentive Live
DATE: June 8-10, 2025
ASSIGNED: Sabine Chilton
STATUS: Trip report attached

PROJECT: Signature Travel Network Regional Event Ft. Lauderdale
DATE: June 17-19, 2025
ASSIGNED: Liana Pyne
STATUS: Trip report attached

PROJECT: IPW
DATE: June 15-18, 2025
ASSIGNED: Sabine Chilton, Yves Vrielynck, Ed Simon, Axis, Get It Across
STATUS: Trip report attached

PROJECT: UK / Ireland Sales Mission
DATE: July 14-18, 2025
ASSIGNED: Sabine Chilton, AXIS
STATUS: Show in process at time of packet

PROJECT: Destination Southeast
DATE: Aug 3-5, 2025
ASSIGNED: Destiny Bradley
STATUS: Registration and arrangements in process

PROJECT: SMART Meetings / Nassau, Bahamas
DATE: Aug 3-5, 2025
ASSIGNED: Liana Pyne
STATUS: Registration Complete, arrangements in process

PROJECT: Virtuoso Travel Week / Las Vegas
DATE: Aug 11-14, 2025
ASSIGNED: Yves Vrielynck & Liana Pyne
STATUS: All arrangements complete

PROJECT: Connect Marketplace / Miami, FL
DATE: Aug 27-29, 2025
ASSIGNED: Liana Pyne/Yves Vrielynck
STATUS: Registration and arrangements in process

PROJECT: Delta Vacations University / Atlanta, GA
DATE: Sept 13-15, 2025
ASSIGNED: Liana Pyne
STATUS: Registration complete, arrangements in process

PROJECT: ASTA Great Lakes Chapter Round Tables / Detroit & Grand Rapids, MI
DATE: Sept 16-18, 2025
ASSIGNED: Liana Pyne
STATUS: Registration complete, arrangements in process

PROJECT: IFTM France
DATE: Sept 23-25, 2025
ASSIGNED: Sabine Chilton
STATUS: Registration complete, arrangements in process

World Pride 2025
Washington, DC
June 4-9, 2025
L.Pyne, K. Lindpere, C. Blaskis, C. Newman

Visit Florida Keys (VFK) proudly represented the Florida Keys at World Pride 2025 in Washington, DC, reinforcing our position as a welcoming, inclusive destination for LGBTQ+ travelers. In collaboration with the Key West Business Guild, Duval Street Media, and Gay Key West, our team activated across multiple high-visibility events, reaching both consumer and business audiences.

Our sponsorship included a 30ft x 10ft street fair booth where we showcased the iconic Red Ruby Slipper used in the annual New Year's Eve shoe drop. This, combined with the presence of Sushi the Drag Queen as a live photo op, drew significant attention and allowed us to collect data from hundreds of engaged booth visitors. We distributed branded materials and giveaways while sparking conversations about travel to the Keys.

VFK also participated in the World Pride Parade, where members of our team carried a 25ft section of the World's Longest Rainbow Flag. Parade spectators were further delighted by the appearance of local drag queen Puddin Taine, adding a vibrant, authentic Key West flair to the event.

In addition to our public-facing activations, VFK co-hosted a VIP Parade Watch Party in partnership with Destination DC. This event offered a premium opportunity to entertain VIP clients and ticket holders. Guests enjoyed frozen chocolate-dipped Key lime pie slices from Kermit's and live performances by local drag queens Beatrix Dixie, Donna Walker, and Epiphany Get Paid, each performing three energetic sets. This exclusive event allowed for meaningful B2B engagement and positioned the Keys as a culturally rich and entertaining destination.

Key Takeaways:

- The booth's combination of iconic imagery and live performers drove exceptional foot traffic and lead generation.
- Authentic local representation—through drag performances and culinary offerings—deeply resonated with attendees.
- Strategic partnerships, especially with Destination DC, amplified reach and enhanced B2B opportunities.
- Ongoing participation in LGBTQ+ events is a valuable tactic to grow both leisure visitation and industry connections.

Recommendation:

To build on the momentum from World Pride, VFK should continue activating in this important niche market through strategic B2B marketing, LGBTQ+ media partnerships, and targeted sales outreach. Prioritizing major Pride events in key markets and integrating authentic Key West elements will ensure continued visibility and engagement year-round.

ROMANCE TRAVEL FORUM

Cancun, Mexico

June 4-7, 2025

Tracy McClellan

I represented the Florida Keys and Key West June 4-7, 2025, at the 12th Annual Romance Travel Forum held at the new AVA Resort (all-inclusive) in Cancun, Mexico. This was a professional B2B travel conference aimed at travel advisors, suppliers, and romance-travel

specialists focused on honeymoons, destination weddings, and romantic getaways. The event featured over 185 trusted travel advisors that were hosted and 88 exhibiting companies that were carefully vetted for participation. Overall, there were 4100 one-to one meetings and countless exchanges during the networking events.

My one-to-one meetings with travel advisors were pre-arranged and were 9 minutes in length (44 meetings total w/me). They were shown maps, culture guides, meeting planners guide (ballroom sq ft, banquet capacity, etc) and other VFK literature as well as given a conch shell or southernmost buoy pin to take home w/the QR code to access our website w/events listed. The general sessions included a panel of advisors emphasizing the importance of their clients demanding more authentic, customized, immersive romantic experiences—less cookie-cutter, more curated. They confirmed that sustainability, authenticity and unique experiences are trending as priorities for Millennial and Gen Z couples.

The new renovation of EYW Airport and flight patterns into FLL, MIA and EYW were discussed as well as other travel options and questions regarding differences between the islands and length of stay recommended. Other questions included: recommended beaches, wedding locations that have a unique experience, Key Largo Bungalows(all-inclusive), LGBTQ specific hotels and why Florida Keys vs other islands. They also wanted to share experiences and stories about the Florida Keys with me and really like that they feel safe traveling w/multi-generational travelers and ease of activities.

I recommend that we continue to attend this Romance Travel Forum as they have a great longstanding reputation in the industry where strong relationships are formed and strengthened to provide new partnership opportunities!

INCENTIVE LIVE

Fajardo, Puerto Rico

June 8-10, 2025

Sabine Chilton

I represented Visit Florida Keys at the annual Incentive Live event at El Conquistador, Fajardo, Puerto Rico, June 8-10, 2025. Other Florida Keys properties in attendance included EOS Properties, Casa Marina & Reach Resorts (Curio by Hilton), Ocean properties and HawksCay resort.

Northstar Meetings Group is the specific division that produces Incentive Live and is the meeting industry's most important – and most influential – source of research, analysis, audience, digital, video, social media and marketing services in the U.S. and worldwide. Northstar Meetings Group is a subsidiary of Northstar Travel Group and is the premier B2B information and marketing solutions company that serves meetings, incentive and sports event organizers. The company's portfolio includes major industry publications like Travel Weekly, Business Travel News (BTN), and Meetings & Conventions magazine, making them a dominant force in travel industry media and events. With over 40 years of experience engaging travel

buyers and hosting more than 50 conferences and events annually, the BTN Group is a trusted leader in the business travel industry

Incentive Live represents one of their flagships hosted-buyer events, specifically targeting the incentive, loyalty, and motivation segment of the meetings industry. This "must-attend" incentive, loyalty and motivation event brings together the biggest trends, the biggest influencers, the biggest spenders for two highly productive days. More than 90 pre-qualified domestic corporate and incentive meeting planners looking for new and updated information on destinations and hotels attended this event. Planners came from all regions of the US and represented (mostly corporate) clients from across the country. The planners are allowed to make individual appointments for 15-minute sessions with a variety of destinations to discuss the potential of utilizing the supplier's service or product for future meetings or incentive programs. Visit Florida Keys had 22 pre-scheduled appointments with seasoned, key decision makers from a predominantly corporate market segment looking for incentive programs, small board meetings, and c-suite officer retreats.

Based on the feedback at our appointments, most planners walked away with a very positive outlook overall for the Florida Keys as a group destination. As always, we continued to position our destination as a safe, viable alternative to going "offshore" to the Caribbean or Mexico. We were able to make very specific property recommendations directly to these buyers based on the particulars of the groups they were sourcing on behalf of. This one-to-one opportunity to interact with properly vetted meeting planners in a formal appointment setting remains the industry norm. Seasoned planners see the benefits of attending such events in person according to post-event surveys, and as such, we will continue to seek out the best events to participate in on behalf of our Keys lodging partners.

SIGNATURE TRAVEL NETWORK REGIONAL EVENT

Fort Lauderdale, FL

June 17-19, 2025

Liana Pyne

Visit Florida Keys (VFK) participated in the Signature Travel Network Regional Event in Fort Lauderdale, held June 17–19 at the newly renovated Pier Sixty-Six. This event focused on the **Family & Celebration Travel** category and featured two days of 9-minute appointments with 2 to 3 advisors per appointment, along with group networking sessions, meals, and general sessions.

During the event, the Florida Keys were exceptionally well received by advisors, many of whom are actively selling the destination to their clients. The Keys continue to hold strong appeal for both family-friendly and celebratory getaways, such as milestone birthdays, anniversaries, and honeymoons. The **Bungalows Key Largo all-inclusive resort** generated the most buzz, with many advisors noting high client demand for luxury all-inclusive properties in the U.S. Advisors

were also very enthusiastic about recommending the Florida Keys as a **pre- or post-cruise vacation option**, particularly for clients sailing out of Miami or Fort Lauderdale.

We also highlighted **new access options**, including the growing number of **non-stop flights into Key West International Airport** and the **ferry from the west coast of Florida**, which advisors viewed as convenient and unique transportation alternatives for their clients.

Key Takeaways:

- The Florida Keys are well-positioned as an **ideal pre/post cruise add-on**.
- Advisors were excited to hear about **expanded airlift and ferry options** for easier client access to Key West.
- There is an ongoing opportunity to build deeper relationships by promoting our **upcoming Destination Training program** once available.

Recommendation:

VFK should continue to engage with these motivated and active Signature advisors by maintaining regular follow-up, sharing timely updates, and inviting them to complete the Florida Keys Destination Training once launched. Leveraging their interest in all-inclusive options, cruise tie-ins, and convenient access will help convert interest into bookings and further strengthen our presence in the Family & Celebration Travel market.

IPW 2025

Chicago, IL

June 14-18, 2025

Sabine Chilton, Yves Vrielynck, Mary Haban

We represented the Florida Keys and Key West at the International Pow Wow, June 14-18, 2025, which was held at the Chicago McCormick Place Convention Center, IL. Also present in our destination booth were representatives from, EOS Hospitality, Hawks Cay, Marathon, Flamingo Lodge, Flamingo (Everglades National Park) and Bakers Cay, Key Largo as well as representatives from our UK office Axis Travel Marketing and German office Getitacross. Mary Haban handled press and media relations. Other properties throughout the Keys were also represented at the show through their corporate offices.

US Travel Association's International Pow Wow is the largest international travel marketplace for inbound USA travel. This year over 1000 domestic attractions, hotels and destinations exhibited (suppliers) and more than 3500 tour operators and wholesalers were in attendance (buyers) as well as 500 media. The show format includes three days of computer-generated pre-scheduled appointments with the attending buyers. We had a full list with over 126 appointments within those three days. Concurrently, there was a one-day media marketplace where our PR director met with worldwide press and media.

Our list of appointments consisted of Tour Operators from Europe, LATAM, Taiwan, India and China as well as domestic Wholesalers, Receptives and OTAs.

The European operators commented that they were able to complete 80% of their 2025 summer bookings during the 2024-25 winter months. This will result in flat numbers for the Florida Keys – a better-than-expected outcome. Starting in March, after the political climate changed, the numbers dropped considerably. Only recently, due in part by favorable exchange rates and a drop in the long-haul airfares and hotel rates has there been an increase in last-minute and fall bookings. Meetings with Latin American operators told a different story, they have masses of travelers coming into Miami and Orlando, but few make it down to the Keys – they are looking for support from us to build a stronger Florida Keys market. Our rates don't seem to be an obstacle to them as does the political reality.

Once again, Visit Florida Keys was well received by international trade. For the upcoming fiscal year, our destination will reinforce its presence and support in the international primary markets and add countries such as Spain and Brazil to broaden our reach.