



The Florida Keys & Key West Activity Report July 2025



SALES CALLS / TRAVEL TRADE ASSISTANCE / EVENTS

Sales Mission Week – Visit Florida Keys – Sabine Chilton, Snr Sales Director:

Axis accompanied Sabine on 5-day sales mission in Dublin, Manchester region, Chester, Leeds, Preston and London visiting 14 trade partner appointments including training event for Cruise specialists at Gold Medal. In office training conducted for NATS and American Holidays. Joint promotion of Key West Express ferry by Ft. Myers and Florida Keys to 10 tour operators during lunch. See notes for specific market intelligence and follow ups.

Follow up to appointments also completed this month.

Event – Gold Medal Cruise Agent Event:

Axis and Sabine participated in Cruise Agent training event. First time they allowed a destination to participate to promote and educate the retail agents in attendance. Handed out maps, brochures and had a lot of interest in what to do outside of Key West for pre/post cruise travel and what to do in Key West during cruise stopovers. 35 agents plus Gold Medal cruise product team and marketing team in attendance - 50 pax total

We added the list of agents to our database and sent online version of FKKW sales collateral.

Event – UK Tour Operator Lunch Event – Joint hosts: Ft Myers & Florida Keys

Axis coordinated and helped host a luncheon with 10 select tour operators with the aim to increase awareness of Key West Express ferry. Event was a joint effort by Ft. Myers and Florida Keys. An information “cheat sheet” on the ferry was created and distributed to the tour operators along with sales collateral. Follow up sent with online versions of the information.

Event – Visit USA Summer Affair -annual networking event – 3 July

Axis attended THE annual trade networking event held by Visit USA UK in honour of 4 July. Key tour operators, suppliers and destinations attend – over 400 pax. Held at the Hurlingham Club in London. Opportunity to network with existing clients and chance to meet new contacts and gain industry updates.



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Sales Call – Visit Florida – Gill Standeven, Account Director Travel Trade:

Axis attended their annual Partner Meeting to present the UK office's plan for their new fiscal year 1 July – 30 Jun. The covered PR, Trade partnerships, proposed activities and opportunities for Florida regions to participate with them. UK is second in the amount of international market spend, slightly less than Latin America. UK is third largest market of inbound traveller to Florida with Canada number 1 and Brazil second in 2024/25.

Goals for 25/26 – 1) Increase market share 2) protect airlift and 3) encourage travel to all regions not just core Orland and Miami.

Included was an update on their plans for the first inaugural Florida Huddle UK in Sept.

Hablo and TTG both gave presentations on partnering with them. Hablo for their online training programme Visit Florida is joining them on and the TTG Visit Florida Showcase online training event TTG will produce utilising their new, soon to launch website. Also TTG Online Selling Guide, launched in January 2025, has attracted 1,392 views YTD.

Chosen Trade Partners for JMA's are: Virgin Holidays, BA Holidays, Ocean Holidays, TUI, Gold Medal and Aer Lingus (their annual roadshow).

Axis should be receiving information and invitations to participate in the coming months. In additions there are 3 packages on offer to partner with VF: Gold at \$7,000, Silver at \$4,500 and Bronze at \$2,500.

Follow up – Axis to send presentation to Sabine for reference and agree activities for us to pursue.

Event follow up – IPW 2025 in Chicago:

Axis prepared follow up from the 34 tour operator meetings Emma Cashmore had during the show in Chicago. This includes consideration of proposed JMA's from a couple of operators like Top Tours, Holiday Pirates, Travel bag etc. Some specific information was requested on Flamingo Lodge and contact details sent for the sales contact at the resort.

Travel Trade Assistance – American Affair – Stuart Rogers, Head of Product & Commercial:

Set up request for FKKW training to sales agents/staff at America Affair for end of August and product meeting set up for early Sept. Staff training will be virtually.



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Travel Trade Assistance – TTG UK – Katherine Masters, Features Editor:

Opportunity for Axis via Visit USA UK to submit information on how Florida Keys celebrates 4th July to TTG for a feature on the US holiday. It featured on their online newsletter on 4th July along with what other US destinations do:

FLORIDA

“Florida Keys celebrates the Fourth of July, with almost every island having its own celebration from lively beach parties and parades to spectacular fireworks displays. Key West is known for its full-day celebration, including a parade, live music, and a Key Lime Festival including the legendary pie eating championship!”

Anita Skibiell, senior account director, Visit Florida Keys

JOINT MARKETING & CONSUMER CAMPAIGNS

JMA – TravelGay.com – Robert Ellwood, VP Partnerships

Confirmed consumer campaign to niche LGBTQ+ markets. To start in August and run through to October promoting 3 other regions outside Key West – aim is to encourage longer stays and exploration of Key Largo, Islamorada and Marathan. Axis negotiated a campaign fee of \$7,000/£5160 and supplied information on LGBTQ+ owned businesses and/or LGBTQ+ friendly businesses along with recommendations for accommodations, shopping, sites and activities plus a range of images to select from. Content to be created early August for approvals. Potential impressions 54,500 for a year.

Campaign will be 6 x Travelgay social media posts – 85,000 followers
4 x TG newsletter inclusions – 20,000 subscribers

JMA - Elegant Resorts – Lucy Evans, Partnership Manager (temp)

In follow up to meeting during sales mission, Axis confirmed we have £3,000 available to spend on JMA from this year’s budget. Their original proposal was over £8000. Lucy to see if she can do a slimmed down inclusion in their next Traveller brochure. They do not create traditional brochures but instead curate bi-annual brochures to inspire their clients. Average spend of their clientele is £15-20,000.

Follow up in August.



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JMA in action – First Class Holidays – Keir Asley, Destination Manager Canada and USA

During the Around the World week our pre-recorded training module was aired on Friday, 4 July with Axis online live to answer any questions from the agents in attendance. Generally, the feedback was all positive for Florida Keys. Great comments, no questions.

Axis received list of attendance for our mailing list to keep them updated on the Keys.

JMA - Travel Gossip – Cherish Westbury, Snr Account Manager

Axis confirmed trade campaign to promote Key Lime Academy to increase registrations and completed trainings by UK travel trade. Campaign to start 15 Sept 2025 to kick off travel booking season after summer holidays. Campaign costs £3000. Meeting held to discuss the information they require for the creation of marketing pieces.

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. Finalised plans for Sabine’s UK sales mission this month.



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OVERVIEW OF FULFILMENT REQUESTS

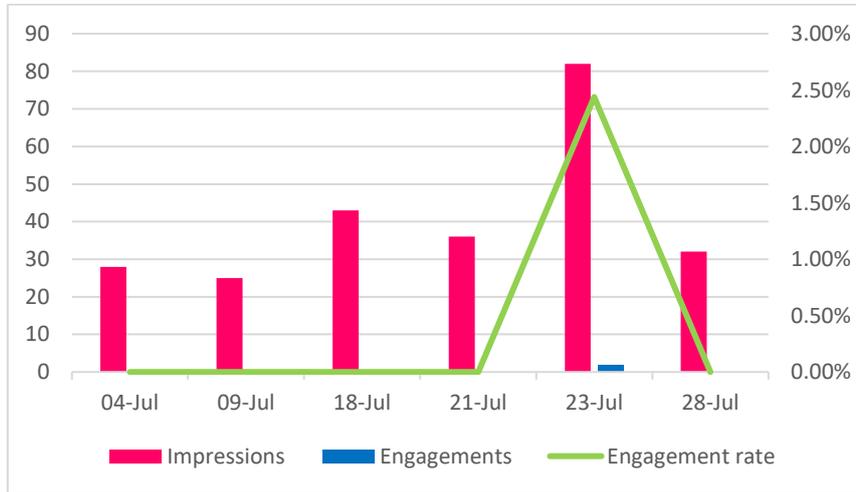
Trade Fulfillment in July 2025:	179
Consumer Fulfillment in July 2025:	16
Fulfilment via VUSA Website in July 2025:	0

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	16	179
August 25		
September 25		
Total:	148	5076
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	164	5255
Grand Total	4,556	8,085

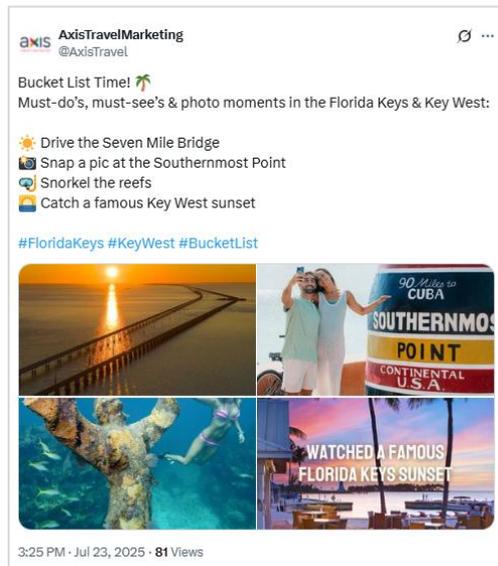
SOCIAL MEDIA

X (Twitter):

Date	Impressions	Engagements	Engagement rate
04-Jul	28	0	0.00%
09-Jul	25	0	0.00%
18-Jul	43	0	0.00%
21-Jul	36	0	0.00%
23-Jul	82	2	2.44%
28-Jul	32	0	0.00%
Total	246	2	AVE 0.4%



Top Impressions & Engagement Rate:



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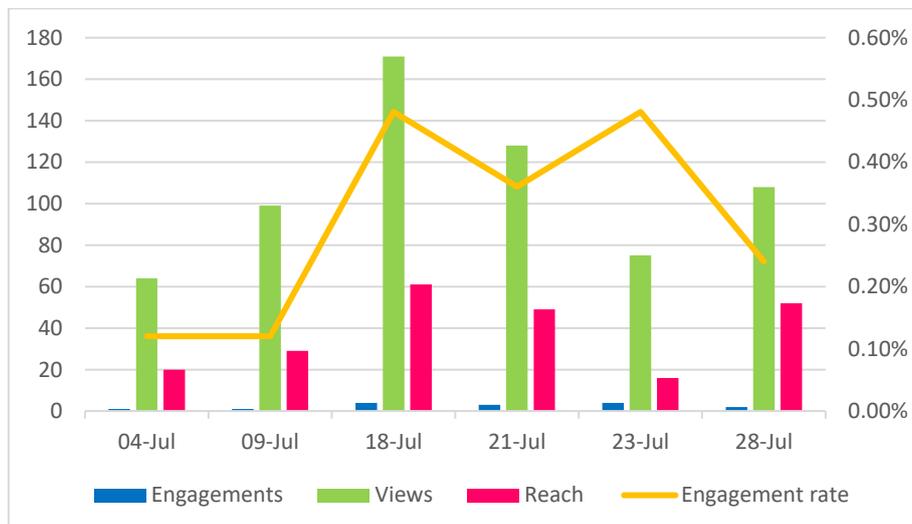
Other Posts:



Instagram

Posts:

Date	Engagements	Views	Reach	Engagement rate
04-Jul	1	64	20	0.12%
09-Jul	1	99	29	0.12%
18-Jul	4	171	61	0.48%
21-Jul	3	128	49	0.36%
23-Jul	4	75	16	0.48%
28-Jul	2	108	52	0.24%
Total	15	645	227	AVE 0.30%





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Top Views & Engagement Rate:



axistravelmarketing What a fantastic week on the road! We've had the pleasure of promoting Florida Keys & Key West across Dublin, the Manchester region, and London, with Sabine Chilton from the Tourist Office in The Keys — and what a journey it's been!

- 🌟 Productive meetings
- 👏 Positive connections
- 🗺️ Endless excitement for the Keys

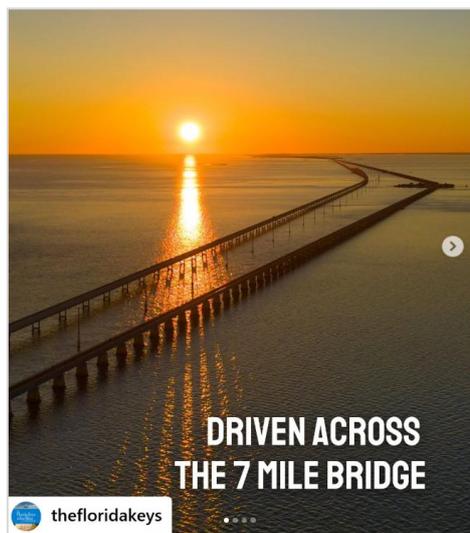
Huge thanks to everyone who took the time to meet with us — the enthusiasm for the destination is truly inspiring. Until next time!
#FloridaKeys #KeyWest #TravelTrade

2w

View insights Boost post

4 likes
July 18

Other Posts:



axistravelmarketing Bucket List Time! 🗺️

Some must-do's, must-see's, and photo moments while you're soaking up the magic of the Florida Keys & Key West include:

- 🌟 Drive the Seven Mile Bridge
- 📸 Snap a pic at the Southernmost Point
- 🤿 Snorkel the reefs
- 🌅 Catch a famous Key West sunset

Come visit for a once-in-a-lifetime experience you'll never forget - the Florida Keys are calling. 🌊🌴

#FloridaKeys #BucketList

Edited · 2w

View insights Boost post

Liked by gretatravels and 3 others
July 23

Add a comment... Post

T&E REPORT

Sports tourism identified as 'catalyst' for broader travel experiences

- Sports tourism accounts for 10% of global tourism spending, projected to reach \$1.3 trillion by 2032.
- Major upcoming events include the 2026 FIFA World Cup (Canada, US, Mexico), 2026 Winter Olympics (Italy), and 2028 Summer Olympics (Los Angeles).
- 44% of sports fans travel internationally for events; this rises to 56% among ages 16–34.
- 60% of sports fans stay outside host cities, spreading economic benefits to wider regions.
- Average spending per sports trip exceeds \$1,500.
- Growth noted in women's and mixed-gender sports attendance, especially among younger travellers.
- Strategic pricing and targeted marketing are crucial for capitalizing on this growing segment.

Specialist Holidays Group acquired by TravCorp Holdings

- TravCorp acquired Specialist Holidays Group (American Holidays, Citalia, Sovereign Luxury Travel) from Travelopia.
- The acquisition enhances TravCorp's footprint in specialist, premium, and tailor-made travel markets, focusing on the Middle East, Indian Ocean, and cruises.
- Helen Adamson remains managing director, reporting to TravCorp CEO Andy Freeth.
- The acquisition aligns with TravCorp's strategy to grow destination-led, customer-focused brands.
- Supported by investment partner BGF, this marks a key growth step.

Esta fee to almost double as federal funding for Brand USA slashed

- US Congress increased ESTA fee from \$21 to \$40.
- Brand USA's federal funding cut drastically from \$100 million to \$20 million.
- The US Travel Association supports some infrastructure funding but criticizes fee hikes and funding cuts.
- ESTA is mandatory for Visa Waiver Program travellers, valid for two years.
- Fee increases are viewed as discouraging international visitors during major upcoming events.
- Calls for restoring full Brand USA funding and lowering visitor fees.

Heathrow outlines £10bn 'transformation' to serve an extra 10m passengers a year

- Heathrow plans a £10 billion infrastructure upgrade, aiming to serve 10 million more passengers annually by 2031 (12% capacity increase).
- Passenger charges proposed to rise by 17% (from £28.46 to £33.26) between 2027-2031, still below 2014 levels in real terms.
- Airlines criticize the hike as excessive; Heathrow defends it citing efficiency savings and environmental incentives.



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- Improvements include expanded terminal space, better passenger services, and infrastructure upgrades like a new southern road tunnel.
- Targets include 99% baggage with passengers, 80% on-time flights, and 95% security wait under five minutes.
- Heathrow's plan is privately financed and aims to boost UK economic growth and competitiveness.

American Airlines starts streamlined US flight connections security scheme

- New US pilot program allows passengers connecting from Heathrow to US domestic flights to bypass TSA re-screening.
- American Airlines and Delta are first carriers to implement the 'One Stop Security' (OSS) program.
- OSS cuts connection times by over half by eliminating baggage re-check and additional security screening.
- The initiative supports smoother travel ahead of major events like America 250, 2026 World Cup, and 2028 Olympics.
- US Travel Association praises OSS but criticizes proposed \$250 visitor visa fee as counterproductive.
- TSA plans to add more foreign airports to the program soon.

Rising US Resort Fees Deterring Visitors

- Increasing resort fees (~\$45 per room per night) across US cities including New York, San Francisco, Miami.
- Fees often cover basic amenities but are sometimes hidden from package prices, leading to unexpected costs for travellers.
- Agents report fees discourage short trips and city breaks.
- American Hotel and Lodging Association claims fees bundle amenities cost-effectively.
- The US Hotel Fees Transparency Act seeks to improve fee disclosure.

TTG launches USA Selling Guide for agents on Independence Day

- TTG launched a USA Selling Guide for travel agents in partnership with Brand USA.
- Features flights, events, road trips, responsible travel tips, and marketing assets.
- Encourages promotion of lesser-known US destinations and experiences.
- Will be regularly updated to keep agents informed and confident in selling USA holidays.

Travel Counsellors reveals millennials are becoming its top customers

- 44% of millennials (aged 29–44) booked via travel agents in past 12 months vs 31% national average.
- Reasons: expert advice, timesaving, personalized service, and support during disruptions.
- Millennials plan higher travel spend (+46%) and prioritize holiday savings over other expenses.
- Sustainable travel is more important to millennials (62%) than older generations.

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- Travel Counsellors reported double-digit sales growth and record £566 million revenue in first half of year.

Titan Travel recruits Andrea Jones as senior sales manager

- Titan Travel has appointed Andrea Jones to the role of senior sales manager.
- Jones joins from Virgin Voyages, where she was sales manager for five years.
- Reporting to director of trade distribution Shane Lewis-Riley, Jones will manage a range of strategic accounts across the UK to “drive deeper relationships and forge business growth plans”.

More travel and tourism firms facing ‘critical’ financial distress

- More firms in the travel and tourism sector have been rated as facing “critical” financial distress, latest research reveals.
- The 39% year-on-year increase came amid the current climate of volatile consumer spending, global economic turbulence and rising taxes on business.
- The “concerning” increases of businesses facing financial worries in consumer facing sectors include bars and restaurants (up 41.7%), travel and tourism (up 39%) and general retailers (up 17.8%), according to advisory firm Begbies Traynor.

Ashdown Travel to open more branches after recruiting 10 ex-Baldwins staff

- Ashdown Travel has revealed plans to expand with new stores for the first time in its 40-year history, having recruited 10 former Baldwins Travel staff members including Tricia Lester.
- Shops in the Kent towns of Tunbridge Wells and Sevenoaks are expected to open in the coming weeks, joining the existing branch in Oxted, Surrey, with Lester taking on the position of head of retail.

American Airlines hails ‘resilience’ in face of increased flight disruption

- American Airlines delivered a “resilient operation” in the second quarter in the face of a 36% increase in “disruptive operational events”.
- The year-on-year impact was primarily driven by increased storm activity at the airline’s hubs in Dallas-Fort Worth, Chicago, Washington DC, and the northeast of the US.
- The airline said: “American continues to demonstrate its ability to quickly recover from irregular operations, and its investments in technology are driving additional enhancements to both reliability and the customer experience.”
- The disclosure came as net profits came in at \$628 million on record quarterly revenue of \$14.4 billion, up 0.4% year-on-year.

Government gives £63m boost to help develop green aviation fuel

- Seventeen UK companies will share £63 million to accelerate the production of sustainable aviation fuel.
- The investment announced today (Tuesday) means government has provided £198 million to date through the Advanced Fuels Fund (AFF) to scale up cleaner aviation technologies.

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- Creating a clean aviation ecosystem will help power the next generation of airport infrastructure and capacity scale up, according to the Department for Transport.
- Low carbon fuel production could add up to £5 billion to the economy by 2050 and position the UK as a global hub for SAF production, the transport department claimed.
- SAF is an alternative to fossil jet fuel which reduces greenhouse gas emissions on average by 70% on a lifecycle basis, from feedstock to biofuel.

This weekend to be 'one of busiest of year' for travel, Abta predicts

- Abta is estimating that more than two million British holidaymakers will head overseas this weekend (26 July), which is the first this year that all UK schools will be on their summer break.
- Spain remains the most popular destination for families with the Costa Brava, Costa del Sol, Balearic and Canary Islands leading the way.
- Abta members are also reporting strong demand for Greece, Portugal, Turkey, Cyprus, Bulgaria, Italy, Malta, Morocco and Cape Verde.
- City breaks are also proving popular, with Amsterdam, Dubai, Dublin, Budapest, Barcelona and Lisbon featuring strongly.

Friday set to be busiest day of year for flight departures

- This Friday (July 18) is set to be the busiest day for UK flight departures so far this year, with more than 3,244 departures, according to new data.
- The weekend will see 9,256 flights scheduled to leave airports around the UK for the start of the peak summer holiday period - equating to nearly 1.7 million seats.
- Scheduled departures are up 2% year-on-year and are expected to reach 95% of pre-pandemic 2019 levels, aviation analytics firm Cirium found.
- While UK departure numbers sit below 2019 levels, there are 40,000 more available seats from UK airports over the three days due to larger aircraft being used compared to the same weekend in 2019.
- Heathrow is projected to record the highest number of departures, followed by Gatwick, Manchester, Stansted and Edinburgh.
- The most popular international destinations for are expected to be Dublin, Amsterdam, Palma, Alicante and Malaga.
- EasyJet is likely to operate the largest number of UK departures this weekend, followed by British Airways, Ryanair, Jet2.com and Tui Airways.
- Spain is the top destination this July, with flight levels up 6% year-on-year to 15,693, followed by Italy, up 6% to 5,477 and Greece, up 3% to 5,250 in the month.
- Malta is showing the highest proportion growth of 20% to 622 flights, followed by Morocco, up 17% to 756 and Canada, up 11% to 843.
- The US has remained static over last July with 4,640 flights, while Cyprus, the Netherlands and France has all seen declines of between 2% and 3%.

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US bookings 'holding steady' after early Trump turbulence

- Bookings from the UK to the US have been “holding steady” in the second quarter of the year with no cancellations, according to latest industry data.
- Turbulence in transatlantic travel triggered by the Trump administration’s first 100 days in office appears to have subsided and forward bookings for 2026 are described as positive.
- The results of a review into booking trends for the April to June period by Visit USA Association (UK) operator and agent members shows that more than half (60%) are seeing enquiries and searches above or equivalent with 2024 levels.
- Respondents reported no cancellations or changes to forward bookings.
- The increased affordability of US holidays was noted as the booking driver now, compared to three months earlier.
- The best destination performers in the quarter were the Deep South, New York, Florida, Alaska, California and New England.

USAirtours brings in Luke Harvey in newly-created head of marketing role

- Trade-only operator USAirtours has recruited Luke Harvey to the newly-created role of head of marketing ahead of a new brand launch.
- Harvey previously held the same role at Unforgettable Travel, where he was responsible for launching multiple brands over a four-year period, following three years in a senior marketing position at Saga.
- He joins the senior leadership team at the US, Canada and Caribbean tailor-made specialist operator, reporting to founder Guy Novik.

Gold Medal parent reports recent sales to US up by 30%

- Gold Medal parent dnata Travel Group UK has seen growth of about 30% year on year for US sales, thanks in part to “some great deals”.
- Lesley Rollo, chief executive of dnata Travel Group UK, said: “Over the last few months, we’ve seen – across all of our brands – growth on last year...of around 30% for the US, which is huge.”