

## SALES TEAM STATUS REPORT

PROJECT: UK / Ireland Sales Mission

DATE: July 14-18, 2025

ASSIGNED: Sabine Chilton, AXIS

STATUS: Trip report attached

PROJECT: Destination Southeast

DATE: Aug 3-5, 2025

ASSIGNED: Destiny Bradley

STATUS: Trip report attached

PROJECT: SMART Meetings / Nassau, Bahamas

DATE: Aug 3-5, 2025

ASSIGNED: Liana Pyne

STATUS: Trip report attached

PROJECT: Virtuoso Travel Week / Las Vegas

DATE: Aug 11-14, 2025

ASSIGNED: Yves Vrielynck & Liana Pyne

STATUS: Trip report attached

PROJECT: MICE Fam Trip

DATE: Aug 20-24, 2025

ASSIGNED: Liana Pyne, Destiny Bradley, Ed Simon

STATUS: Trip report attached

PROJECT: Connect Marketplace / Miami, FL

DATE: Aug 27-29, 2025

ASSIGNED: Liana Pyne/Yves Vrielynck

STATUS: Trip report attached

PROJECT: Destination USA Matchmaking Program Virtual

DATE: Sept 8-10, 2025

ASSIGNED: Sabine Chilton

STATUS: Trip report attached

PROJECT: Delta Vacations University / Atlanta, GA

DATE: Sept 13-15, 2025

ASSIGNED: Yves Vrielynck

STATUS: Trip report attached

PROJECT: ASTA Great Lakes Chapter Round Tables / Detroit & Grand Rapids, MI

DATE: Sept 16-18, 2025

ASSIGNED: Liana Pyne

STATUS: Trip report attached

PROJECT: IFTM France

DATE: Sept 23-25, 2025

ASSIGNED: Sabine Chilton

STATUS: Trip report attached

PROJECT: Florida UK Huddle & Mission

DATE: Sept 22-24, 2025

ASSIGNED: Ed Simon

STATUS: Trip report attached

PROJECT: IMEX

DATE: October 6-9, 2025  
ASSIGNED: Liana Pyne, Greg Werner, Ed Simon  
STATUS: Show in process at time of packet

PROJECT: Latam Sales Mission  
DATE: October 13-17, 2025  
ASSIGNED: Sabine Chilton  
STATUS: Registration Complete, arrangements in process

PROJECT: Meetings Today Live Incentive  
DATE: October 19-22, 2025  
ASSIGNED: Greg Wener  
STATUS: Registration Complete, arrangements in process

PROJECT: Brand USA  
DATE: October 20-23, 2025  
ASSIGNED: Ed Simon, Yves Vrielynck  
STATUS: Registration Complete, arrangements in process

PROJECT: IGLTA Global Conv  
DATE: October 21-25, 2025  
ASSIGNED: Sponsorship Only  
STATUS: Completed

PROJECT: Travel Agency Owners Forum  
DATE: October 25-30, 2025  
ASSIGNED: Liana Pyne  
STATUS: Registration Complete, arrangements in process

PROJECT: Fort Lauderdale International Boat Show  
DATE: October 29- November 2  
ASSIGNED: Ed Simon, Destiny Bradley, Yves Vrielynck  
STATUS: Registration Complete, arrangements completed

PROJECT: WTM London  
DATE: November 4-6, 2025  
ASSIGNED: Sabine Chilton, AXIS  
STATUS: Registration Complete, arrangements in process

PROJECT: Signature Travel Conference  
DATE: November 10-13, 2025  
ASSIGNED: Yves Vrielynck  
STATUS: Registration in progress, arrangements in process

PROJECT: Threads 2025 – AAA TA Conv  
DATE: November 17-18, 2025  
ASSIGNED: Destiny Bradley  
STATUS: Registration in progress, arrangements in process

**UK / IRELAND SALES MISSION**  
**Dublin, Manchester, London**  
**July 14-18, 2025**  
**Sabine Chilton, Anita Skibiel (AXIS)**

In a joint effort with our agency of record in the UK, Axis Travel Marketing, we represented Visit Florida Keys on a sales mission July 14-18, 2025, in Dublin, Manchester and vicinity, and London. The mission included sales calls, trainings, presentations, a reception and a luncheon.

- During the 5-day mission, we targeted top tour operators and agencies in the UK and Ireland:
  - Companies included but not only, American Holidays, Tour America, Travel Counsellors, Virgin Atlantic Holidays, BA Holidays, Lusso Travel, Elegant Resorts, Audley Travel, etc.....
  - Agents and operators were enthusiastically receptive, as the Keys remains one of their top destinations in Florida.
  - Despite the conjecture, the British market is resilient and faring well. Florida is doing the best out of all the other states. Booking numbers are flat from last year but the year is not over, and the trade is very positive and happy with the current results.
  - Some operators have smaller booking numbers but work within an affluent travel network generating higher per-booking rates (up to \$25,000 per booking).
  - Room nights average from 50 to 1500 depending on the operator.
  - USA is the preferred long-haul destination, with Florida in 3rd position behind the West Coast and New York.
  - Bookings are predominantly made via receptives – ATI, Bonotel, Hotelbeds, Stuba etc
  - The new trendy destination is Japan.
- The team conducted training sessions in Manchester, Leeds and London:
  - Agents had heightened awareness of the destination from previous bookings and appreciated the depth of information on attractions and activities.
  - Typical client itinerary is 12/15 nights. It includes flying to Miami, driving through the Keys with Key West as the final stop with then visit to the West Coast of Florida.
  - There is high demand for multi-center vacations in the US, positioning Key West well due to increased domestic flights.
  - Visitors typically will spend 3-5 nights in the destination.
  - Requests are frequent and year-round, families visiting during the summer months and couples year around.
  - The current average booking window is 6-9 months however some late bookings are also coming in.
  - We conducted a reception presentation at Gold Medal (part of Dnata) for 50 agents

- We hosted a luncheon in London for our Top 10 Tour Operators. (American Affair, Travel Republic (Dnata), Jetset Holidays, Prestige Travel, Lotus Group, America As You Like It, Journeyscape, Good Life Villas and Major Travel).
- The destination was well received by the trade, with agents satisfied with the variety of attractions and accommodation that we reviewed in detail. A few really wanted to learn more about specific hotels/resorts to add in their programs.
- There was interest in pre-IPW 2026 fams to the Keys if we are offering.
- Follow-ups at WTM London in November.
- Continuous efforts in the UK, as it remains one of our top 3 international markets.
- Marketing co-ops with the different operators are planned for the new fiscal year 2025/26 to support our efforts.
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## **Destination Southeast**

### **Palm Beach Gardens, FL**

**August 3-5, 2025**

**Destiny Bradley**

Visit Florida Keys participated in Destination Southeast, hosted by Northstar Meetings Group at the PGA National Resort in Palm Beach Gardens, Florida. This invitation-only event brought together leading meeting planners from across the Southeast U.S., offering a highly targeted platform to connect with qualified group leads actively sourcing group and incentive business in the region.

The program featured a full schedule of 23 one-on-one pre-scheduled appointments over two days, complemented by quality networking opportunities, educational sessions, and evening events. Participation provided valuable opportunities to strengthen relationships with existing clients, introduce new buyers to the Florida Keys, and highlight the destination's distinctive offerings for corporate meetings and incentives.

Interest in the Florida Keys was notably strong throughout the event. Planners expressed enthusiasm for the destination's authentic character, waterfront settings, and unique local culture, while also seeking practical information about accessibility and logistics. Common questions focused on air service options via Key West International Airport (EYW) and Miami International Airport (MIA), as well as drive times between the Upper, Middle, and Lower Keys.

There was consistent inquiry about all-inclusive options, which remain limited in the Keys. I highlighted the range of independent boutique properties, flagged resorts, and immersive local experiences that

deliver world-class service and amenities in settings ideal for incentive programs, executive retreats, and small meetings.

Our participation produced immediate, measurable results. As a direct outcome of the event, a site tour was coordinated the following weekend with a qualified group lead and four hotel partners, indicating strong short-term booking potential. Several planners also noted plans to include the Florida Keys in upcoming RFPs for 2026 and beyond.

Informal networking during hosted meals, receptions, and evening activities further enhanced destination visibility, allowing for deeper discussions on new hotel developments, renovations, and expanded group capabilities across the Keys.

#### Key Takeaways

- The Florida Keys continues to stand out as a distinctive, desirable destination for meetings and incentive programs.
- Accessibility and transportation logistics remain key talking points, reinforcing the need for ongoing planner education.
- Planners showed renewed interest in creative, experience-driven programming and waterfront venues for executive groups.
- Immediate results include a confirmed site inspection and multiple strong leads, with additional RFPs anticipated soon.
- Destination Southeast consistently attracts qualified, decision-making planners, making it a strategic event for ongoing participation.

We are actively following up with contacts from the event to maintain engagement and ensure that The Florida Keys & Key West remain top-of-mind for future meetings and incentives.

## **Smart Meetings Incentive Experience Baha Mar, Nassau, Bahamas August 3–5, 2025**

#### **Overview**

Visit Florida Keys participated in the **Smart Meetings Incentive Experience** at Baha Mar, Nassau, Bahamas from August 3–5, 2025. The program featured a full schedule of 25 pre-scheduled one-on-one appointments over two days, complemented by high-quality networking events.

#### **Meetings & Results**

During our appointments, we highlighted the Florida Keys as a **premier destination for incentive programs**, focusing on:

- **Year-round tropical weather** for consistent incentive experiences.
- **Ease of access** with the expansion of Key West International Airport.

- **Unique properties and resorts**, including many that have recently undergone renovations.

As a direct result of these efforts, Visit Florida Keys has already received **three RFPs** with an additional **five to seven expected in the near future** as planners begin sourcing for 2026 and 2027 incentive programs.

Southernmost Beach Resort was also in attendance, providing additional destination presence and showcasing property-level offerings to planners.

### **Key Takeaways**

- The Florida Keys continues to resonate strongly as a unique and accessible **incentive destination**.
- Immediate results include **three RFPs received**, with several more expected in upcoming planning cycles.
- **Smart Meetings Incentive Experiences** attract high-caliber planners, making them a valuable platform for sourcing group business.
- We recommend **continuing to participate** in future Smart Meetings events to sustain visibility and capitalize on the strong RFP pipeline

## **Virtuoso Travel Week**

**August 10-14, 2025**

**Las Vegas, Nevada**

**Liana Pyne, Yves Vrielynck**

On behalf of Visit Florida Keys, TDC sales staff traveled to Las Vegas to participate in Virtuoso Travel Week, the premier annual gathering for luxury travel. Known for its signature one-to-one, prescheduled appointments, the event connects the network's top advisors with the world's leading travel providers. Advisors, who serve an upscale clientele, treat the conference as a "buying week" for their clients, taking the opportunity to discover new destinations, hotels, and experiences.

This year's event brought together 5,000+ attendees from 105 countries, with more than 185,000 appointments scheduled between buyers and suppliers. Every element of the conference is designed to help advisors craft exceptional travel experiences for their clients.

At the Bellagio and Aria hotels, we hosted 92 one-to-one meetings with advisors from across the U.S., Europe, South America, Australia & New Zealand, Asia, and the Caribbean. Interest in the Keys remains very strong—particularly in luxury accommodations and exclusive experiences. Advisors consistently expressed appreciation for the presence of DMO representatives, noting that direct insights from in-destination staff are invaluable when making client recommendations.

With global uncertainty influencing travel patterns, the Keys are well-positioned for an expected increase in domestic luxury bookings. However, international arrivals, especially from Europe, may soften as some

travelers hesitate to visit the U.S. Despite this, the luxury segment remains resilient, with clients prioritizing personalized, experience-driven travel.

Virtuoso advisors have already booked \$11.4 million in room nights in the Florida Keys this year, keeping pace to match or exceed 2024's total production of \$14.2 million. This year's participation successfully reinforced the diversity, quality, and appeal of our product.

We strongly recommend continued participation in Virtuoso Travel Week, with the next event scheduled for August 2026 in Las Vegas.

**Connect Marketplace Conference & MICE FAM Trip**  
**Miami, FL**  
**August 23-29, 2025**

**Liana Pyne & Yves Vrielynck**

The Connect Marketplace Conference was held at the Miami Beach Convention Center, August 25–27, 2025. Liana Pyne participated in the Corporate Track, while Yves Vrielynck represented Visit Florida Keys within the International Track.

The event's hallmark one-on-one marketplace appointments connected international tour operators and corporate meeting planners with North American destinations—transforming conversations into contracts and long-term tourism partnerships. Each introduction created opportunities for new visitor markets, with destinations like Visit Florida Keys securing valuable international and corporate group bookings that deliver immediate business results.

Within the Corporate Track, several appointments served as fact-finding meetings for planners eager to learn about the Keys for potential future group programs, while others focused on upcoming RFP opportunities expected to be sourced in the near future. Notably, one appointment resulted in a confirmed group booking at Reefhouse Resort Key Largo, sourced through Reed & Mackay.

During the International Track appointments, in-depth insights were shared on the destination's regions, airlift, accommodations, attractions, signature events, and ideal travel durations. To build on the brief eight-minute meetings, operators were further engaged during networking sessions.

Prior to the show, Visit Florida Keys hosted a Pre-Show Familiarization (FAM) Tour showcasing the destination from Key West to Key Largo. The itinerary included site visits at 17 hotels across Key West, Marathon, Islamorada, and Key Largo with 12 vetted meeting planners in attendance. The FAM concluded with the group's transfer to Miami for participation in Connect Marketplace. The tour was a tremendous success, offering planners firsthand experience of the Keys' unique venues, accessibility, and hospitality.

Additional Florida Keys partners in attendance included Isla Bella Beach Resort, Playa Largo Resort, Cheeca Lodge & Spa, and the Southernmost Resort Collection. The conference reaffirmed the Florida

Keys' strong positioning as a sought-after destination for both MICE (Meetings, Incentives, Conferences, and Events) and international leisure group travel.

### **Key Takeaways**

- The Pre-Show FAM generated strong planner engagement, with multiple follow-up inquiries and high intent to source group business to the Keys.
- The Corporate Track yielded immediate results, including one contracted group and several high-potential RFPs in development.
- Continued participation in Connect Marketplace is recommended due to its quality planner audience, dual-track exposure, and proven ROI for both the corporate and international markets.

## **DESTINATION USA MATCHMAKING PROGRAM 2025**

**Virtual**

**Sept 8-10, 2025**

**Sabine Chilton**

I represented Visit Florida Keys at The Destination USA Virtual Matchmaking Program on September 8-10, 2025, a first-time opportunity. This show represents a strategic initiative by the U.S. Department of Commerce designed to strengthen international tourism partnerships through innovative digital networking. This three-day virtual event serves as a bridge connecting American tourism suppliers with international travel industry professionals across multiple continents.

The core mission of the Destination USA program centers on facilitating meaningful business connections within the global travel industry. The initiative operates under the tagline "Discover the USA—One Match at a Time," emphasizing its personalized approach to international tourism promotion. The program specifically targets the creation of strategic partnerships between U.S. destinations, iconic film locations, premier sports events, and tourism experiences with international travel buyers, tour operators, and media representatives.

This virtual platform strategically connects industry professionals from the United States with counterparts from Europe, Asia, Latin America, and other international markets. The program's design reflects the U.S. Department of Commerce's commitment to expanding American tourism reach through targeted business-to-business engagement rather than traditional consumer marketing approaches.

The matchmaking program operates for 3 days, and each networking session is structured as a 25-minute one-on-one meeting, providing sufficient time for meaningful business discussions while maintaining efficiency.

I conducted meetings with 10 travel agents from Peru, India, Pakistan, Malaysia, and other international destinations. These discussions provided a valuable opportunity to engage with agents from markets where we have limited promotional presence and brand recognition among both trade partners and consumers. It was a fact finding and a great introduction to our destination with a future potential. Many of these agents are not offering Florida yet (mostly New York and Los Angeles) but the ones who do, they currently focus their Florida sales on Orlando but are seeking to diversify their destination offerings. Given the considerable travel distances from their home countries, their typical program durations range from 8 to 15 days, with interest in incorporating 2-3 nights in the Florida Keys as part of these extended itineraries.

During our appointments, I presented comprehensive destination information covering accommodation options, key attractions, and activity offerings including snorkeling, diving, fishing, kayaking, and visits to national and state parks. I also provided essential logistical details such as weather patterns, inter-island driving times, flights, distinctions between the various Keys, and recommended minimum stay durations for a complete Keys experience.

Each agent received the link to our international e-learning program, a sample itinerary, and a list of hotel contacts to support their future program development and sales efforts.

The virtual format of the Destination USA program represents a modern and economical approach to international tourism promotion that maximizes reach while minimizing costs and environmental impact. By eliminating travel requirements for participation, the program can attract a broader range of international participants who might not otherwise attend traditional in-person trade shows or conferences. It is a sophisticated approach to international tourism promotion that leverages technology to create meaningful business connections. By focusing on personalized matchmaking rather than broad marketing messages, the program creates opportunities for targeted relationship building that can lead to sustained business partnerships and increased international visitation to U.S. destinations.

The program's comprehensive structure, global accessibility, and professional administration position it as a valuable tool for advancing American tourism interests in the competitive international travel market. The three-day format provides sufficient time for substantial networking while remaining focused and manageable for busy industry professionals.

As an inaugural event, buyer attendance was below expectations, which is typical for new shows that require time to establish market awareness. We anticipate participation levels will improve as the event gains recognition among travel professionals. We would welcome the opportunity to participate in future editions should they be offered.

## **DELTA Vacations University**

**Atlanta, GA**

**September 13 – 14, 2025**

**Yves Vrielynck**

The DELTA Vacations University event was held at the Georgia International Convention Center, College Park, GA, September 13-14, 2025. I participated together with two hotel partners representing hotels in Key West, Marathon and Islamorada at the trade show event.

The event, tailored for travel advisors and industry leaders, featured both classroom sessions and a trade show component. For 2025, a new format introduced smaller groups of advisors participating in sessions and on-site visits with various domestic and international destinations within the show hall.

The conference was sold out, drawing over 200 travel professionals and showcasing a strong Florida DMO presence. The Florida Keys delegation met with more than 40 agents—many already well-versed in and actively promoting the destination—who were eager for insights and recommendations from those with firsthand local knowledge

Throughout the event, Florida Keys representatives held in-depth discussions covering the region's airlift, accommodations, attractions, events, and ideal travel durations. These conversations have already translated into confirmed reservations for leisure travelers as well as small wedding groups.

Visit Florida Keys will engage with Delta Vacations on a higher level during the upcoming fiscal year as the company not only serves the hotel industry in the Keys but also serves Key West with several non-stop flights. The production for their 29 contracted Keys' hotels for the first 6 months of 2025 is 2,389 room nights.

**ASTA Great Lakes Chapter Trade Shows**

**Detroit, MI & Grand Rapids, MI**

## September 16-17, 2025

### Liana Pyne

The ASTA Great Lakes Chapter hosted two regional trade shows across Michigan—Detroit on September 16 and Grand Rapids on September 17, 2025. Visit Florida Keys participated in both events, connecting with over 200 travel advisors representing top agencies throughout the state.

The Detroit show welcomed more than 130 registered travel advisors from the greater Detroit area. Conversations focused largely on fact-finding, with advisors eager to learn what's new in the Florida Keys, including updates to the Key West International Airport, new nonstop air service, and refreshed attractions and experiences across the island chain. Each supplier received a one-minute presentation opportunity to highlight their destination and award a door prize. The Florida Keys' signature Key Lime Pie giveaway was the most popular prize of the evening, generating strong engagement and interest among attendees.

The Grand Rapids show followed with over 70 travel advisors from western Michigan in attendance. The enthusiasm for the Keys as a winter escape destination was evident, with many advisors noting that their Midwestern clients frequently visit Central and Southwest Florida but are increasingly seeking new experiences. Interest was particularly high in the Key West Express Ferry, which offers a convenient way for their west coast Florida travelers to add an extension to the Keys without additional air travel.

Across both shows, feedback reaffirmed that the Florida Keys & Key West remain a highly desirable destination for Midwestern travelers seeking warm-weather getaways, outdoor activities, and elevated coastal experiences. Continued engagement with this advisor network is essential to capture and grow this higher-end leisure clientele.

#### Key Takeaways

- Strong brand recognition and enthusiasm for the Florida Keys as a premier winter destination among Michigan travel advisors.
- The Key West Express Ferry generated significant interest as a new way to extend Florida itineraries.
- Ongoing participation in ASTA regional events is valuable for maintaining visibility with high-producing Midwestern travel agencies and reinforcing destination awareness.

**IFTM 2025**  
**Paris, France**  
**Sept 22-25, 2025**  
**Sabine Chilton**

I represented Visit Florida Keys at the 46th edition of IFTM Top Resa (formerly Top Resa), held September 22-25, 2025, at the Convention Center Porte de Versailles in Paris, France. Our booth was strategically located within the USA Pavilion alongside fellow Florida destinations including Kissimmee CVB and Visit Lauderdale, as well as leading receptive operators such as New World Travel and Contact USA.

**Event Overview**

The International French Travel Market is France's premier professional travel trade show, attracting approximately 33,000 travel industry professionals from across France with significant media coverage. The event featured three dedicated trade days of scheduled appointments during which I met with tour operators, receptive operators, travel agents, and media representatives.

**Marketing Activities**

I distributed a comprehensive range of promotional materials, including our French-language edition of Travelution magazine, and actively promoted our French-language website ([www.fla-keys.fr](http://www.fla-keys.fr)) and e-learning platform ([www.fla-keysfr.experttraining.eu](http://www.fla-keysfr.experttraining.eu)). The e-learning program enables travel professionals to familiarize themselves with our destination and become certified Florida Keys & Key West specialists. This initiative was exceptionally well received, as many agents acknowledged limited familiarity with our destination's full offerings.

Additionally, I provided tour operators and receptives with updates on newly renovated hotel properties and assisted travel agents in planning client itineraries to the Keys. I also participated in several networking events with VIP tour operators, receptives, and media, providing valuable opportunities to showcase our destination.

**Market Analysis**

The French market is demonstrating resilience despite the current international political climate. While France experienced a 9% decrease in bookings earlier this year, this has improved to -5.8% as of August 2025, with expectations of a complete rebound surpassing 2023 performance—a benchmark year that saw a 23.3% increase over 2022.

France ranks third in Europe for international arrivals to the U.S. (behind Germany and the U.K.) and ninth worldwide. From January through August 2025, 1.1 million French tourists visited the United States, with projections of 1.9 million by year-end. Within U.S. destinations, Florida ranks third behind New York and the West Coast. Louisiana has also gained traction due to extensive trade and marketing

initiatives in the French market. Within Florida, Miami and the Keys hold the top position, ahead of Orlando.

### **Industry Feedback and Trends**

The overall feedback from industry professionals was highly positive. Despite economic and political challenges, French travelers continue to prioritize vacation experiences, with the U.S. remaining their preferred long-haul destination. Tour operators and receptives expressed satisfaction, particularly regarding the realignment of rates. Several operators have reintroduced Florida bus tour series including the Keys—a product that had been absent for years.

Self-drive tours typically average 15 days, incorporating 2-3 nights in the Keys (one night in the Upper Keys, two nights in Key West). A growing segment of repeat visitors now spends up to seven days in our destination. French travelers primarily visit during summer months and school vacation periods for families, with couples traveling year-round. The Keys' appeal to French visitors stems from the destination's combination of warm weather, ecotourism, beaches, culture, history, and exceptional cuisine.

### **Opportunities and Future Plans**

We are currently developing co-op opportunities with publications including *Petit Futé* and *Courants D'air* to promote the destination and have received multiple coverage offers from luxury magazine journalists.

The Florida Keys and Key West continue to be well-received by both trade and media. Given France's position as our fourth-largest international market (behind Canada, the U.K., and Germany), we will maintain our commitment to this market. We plan to attend the next IFTM edition scheduled for September 13-15, 2026, and are exploring opportunities to expand our presence through sales missions and possible representation.

**Trip Report**  
**Visit Florida UK Huddle & Sales Mission**  
**Oct 22-24, 2025**  
**Ed Simon**

With assistance from our UK based agency partner, AXIS Marketing, I represented Visit Florida Keys & Key West as a sponsor and presenter at Visit Florida's Signature Dinner during their annual UK Huddle. In addition, I conducted several sales calls to Leisure travel agencies and partners and met with AXIS to review our strategy for the 2025/2026 fiscal year.

Visit Florida's UK Huddle & Signature Dinner

Presented the Florida Keys & Key West with a video and live voiceover to over 80 travel buyers and leaders from organizations such as Virgin Atlantic Holidays, Expedia, Flight Center, Thomas Cook Holidays, and more. We were one of twelve sponsors for the dinner and one of four to present to the group. During the cocktail reception and dinner, I was able to network and further discuss business opportunities with representatives from BA Holidays, Gold Medal Travel, Travelbag, Innstant Travel, Stuba and more.

Sales Visits

Journeyscape – Met with Staurt Whittington, Head of Product, and Dominique Kotsias, Product Manager for North America. Journeyscape is a new division of Journey Latin America a 30 year old travel consortia, specializing in unique, off the beaten path travel to the US. They currently offer two FL Keys programs utilizing five of our hotels and are looking to expand their offerings to include more itineraries highlighting cuisine, culture, history and the environment. Also looking to develop a stopover program consisting of two – three nights in the Keys for their LATAM programs. Their travelers are generally 50-75, non families with high disposable income and are looking for experiences highlighting sustainability, Indigenous culture, music, history & wildlife. 70% of their itineraires are sold direct to consumer, and another 30% to the trade through 600 independent agents, their own Travel counselors and their parent company, Kuomi. We talked specifically and more in depth about Flamingo Lodge and Reef restoration opportunities, Southernmost resort, Tranquility Bay, and Sunset Key cottages.

Wanderlust Magazine – Met with George Kipouros, Editor in Chief, and James Smith, VP of Destination Partnerships. Reviewed recent initiatives....Florida Keys online article and advertorial, a feature in Wanderlust newsletter, paid Social Media campaign, and the inclusion of the Keys as part of "5 ways to explore and protect wild Florida". Also recent

spotlight of the Keys in in Florida destinations page, and interview with Erin Muir of Mote Marine in their series, "52 local experiences in the USA" Received a preview of upcoming cover photo featuring the Keys and feedback on the owners recent trip to the Keys. Discussed possible initiatives for 2026.

Travel Gay – Robert Ellwood, Vice President , Partnerships and Content had to cancel our appointment due to a family emergency. Travel Gay provides a detailed guide to Key West tailored to LGBTQ+ visitors. Recently they have added Key Largo, Islamorada, Marathon. Their site highlights top gay-friendly hotels including twelve of our hotels, city guides covering gay bars, beaches, cultural attractions, events, and insider tips on the vibrant gay scene.

Travel Republic – Met with Megan Harris, Destination Manager. Travel Republic is one of the UK's largest online travel agents and part of DNATA, an expansive suite of aviation & travel services owned and operated by the Emirates Group. Florida is their number one destination in the USA and one of its top-performing markets overall. In 2024, Travel Republic recorded +120% year-on-year growth for the Florida Keys despite minimal marketing. For 2025, bookings are pacing +17% year-on-year, with demand already building into 2026. We reviewed their web page dedicated to the Florida Keys and discussed partnership opportunities for late 2025/early 2026.

#### Partnership review of AXIS Management

Emma, Llyod and Luisa provided a full presentation of AXIS Management including history, staff and initiatives performed on our behalf in the past. We discussed ways to expand their efforts, including PR services and potentially in the MICE market. We addressed some of the challenges in getting them paid on time and their request for variable per diem for when working on our behalf in countries where meals and travel are more expensive, such as in the Netherlands. Emma suggested our participation in City Nation Place UK being held this year over the same dates of World Travel Market, also in London. City Nation Place UK “brings together the leadership teams for place, tourism, and economic development to focus on how to cut through organizational silos and restructures to deliver a place-led approach to building place reputation, civic pride, and to attract visitors”.