
SALES CALLS / TRAVEL TRADE ASSISTANCE / EVENTS

Event – Visit USA General Meeting, Kate Kenwood, CEO

Axis attended a quarterly meeting for members of Visit USA to recap on recent activities and to promote future events we can participate in. In addition, Brand USA did an update on the most recent arrival stats to USA from abroad including UK. Mexico is now the number one source market, overtaking Canada.

YTD UK remains in top position out of International Markets – up 2.11% visitation
YTD 2025 in up 2% on spend vs 2024
USA still #1 longhaul destination from UK according to latest surveys

Guest speakers on Sports tourism, examples of how it can assist the destination in growing their visitor numbers not only during but after the events. World Cup 2026 discussed and how regions near the cities can benefit from fans staying further out to get better rates.

Event Planning - Tour America Red Cow

Axis organising material to send over for the 30th anniversary consumer event early October and making travel preparations for their celebration event the Friday prior. Axis created a Happy Birthday video as part of Tour America's social media promotion and Axis also created a video to introduce Lloyd as the contact for the consumer day. Great opportunity to meet senior directors, sales staff of agency and airline partners.

Event – Visit Florida – Gill Standeven, Account Director Travel Trade:

Axis' final assistance on the video collage created by FKKW UK for Florida Huddle UK signature dinner. Ed Simon briefed on it and the voiceover script for his to read during the presentation part of the dinner. Axis submitted their preference list of tour operators to be sat at the hosted table. Profiles, agenda and appointments briefing pack created for Ed for the sales calls with Journeyscape, Travel Republic and Wanderlust Magazine. Travel Gay cancelled due to personal situation.

Event attended by Ed Simon, Emma Cashmore, Luisa Uruena and Lloyd Spencer. Approx. 80 tour operator and trade partners attended including 20 press, 4 airlines and a couple of cruise lines. FKKW had a 2-minute video spotlight as one of 4 Gold Sponsors. Great brand awareness to a bespoke audience of UK and Irish tour operators.

Training – Visit USA – Kate Kenwood, CEO

Axis coordinated a date to host a virtual training on FKKW for agents and members of Visit USA. It's part of their monthly training programme for UK trade. Dated confirmed is 25 November. Attendee number will vary however they will ensure it's marketed in the next news bulletin and posted online of their website.



The Florida Keys & Key West Activity Report Sept 2025



Training – American Affair – Stuart Rogers, Head of Product & Commercial:

Axis coordinated and conducted virtual training to the sales and reservation staff at American Affair. Training done in two sessions on 12-14pax across the team. First session attended by Product Manager and recorded for any staff not available to join live.

Axis following up on appointment to discuss product.

Travel Trade Assistance – Travel Impression, Sarah Watson, Director:

Axis sourced help for the disabled client travelling to the Keys next March who wanted to find a company to dive with. Yves helped with his contacts and the relevant information was passed on the Travel Impression for direct coordination. Axis also suggested the Florida Keys website for suggestions on accessible rooms at hotels in Islamorada and confirmed all are required by law to offer accessible rooms.

Travel Trade Assistance – Atlantic Link - Karin Nielson, Director & Rukhsana Timmis, Kissimmee rep:

Further follow up – Axis suggested they look at Flamingo Lodge as alternative to Key West for the one night between Fort Myers and Miami. Driving time slightly longer but a great alternative. We provided them with information on the accommodation and the sales contact if they would like to pursue directly. They are considering their options now.

Travel Trade Assistance – Axis PR, Lusía Uruena – PR Director:

Axis working between PR and trade to offer select tour operators the opportunity to be the Call-to-Action companies for a FKKW article feature in Vagabond (Sweden), Dove (Italy) and Wanderlust (UK).

We selected Journeyscape for UK to give them extra exposure, Idea Per Viaggiare for Italy and Swanson's in Sweden. All partners happy for the extra exposure at no cost to them. They only need to report booking numbers after the features.

Trade Training – Ocean Holidays – Keren Bleich, Sales Management

Axis confirmed dates for mid-October to train sales and reservation staff virtually, to be done in one session. They want helpful tips, unique activities and insights to the destination.

Riverside House | River Lawn Road | Tonbridge TN9 1EP

Tel: +44 (0) 208 686 2300 | www.axistravelmarketing.com



The Florida Keys & Key West Activity Report Sept 2025



JOINT MARKETING & CONSUMER CAMPAIGNS

JMA – TravelGay.com – Robert Ellwood, VP Partnerships

Axis received and began proofing the content and images created TravelGay.com for our niche LGBTQ+ campaign confirmed last month to run from for Aug-Oct 2025. Slightly delayed from launch of end of Aug to early September as there were several changes, updates requested by Axis. We focused on adding Key Largo, Islamorada and Marathon to their main website to promote travel beyond Key West for the community.

Reminder:

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

JMA - Elegant Resorts – Susan Greenhorn/Lucy Evans, Partnership Manager

Axis agreed and signed agreement to participate in the JMA at £3,000 to include the evergreen portions in Sept to utilise 2024/25 budget set aside and then some socials on the lead up to Q4. This includes a small inclusion in their next Traveller brochure out in November as previously discussed. Axis supplied information and images on select resorts - Bungalows, Isla Bella and Sunset Cottages - to feature online as part of an extended itinerary for 5-9 days. Susan wants to position FKKW as a standalone destination, idea for fishing, snorkeling, diving (US only living reef), National Parks, excursions to private sand bars, kayaking, boating, wildlife, various cuisine and outstanding restaurants. Ideal for year-round travel.

JMA - Travel Gossip – Cherish Westbury, Snr Account Manager

Axis supplied the video, images and copy to be compiled by Travel Gossip for social media trade campaign to promote Key Lime Academy. Aim to increase registrations and completed trainings by UK travel trade in Sept/Oct before the peak booking season started end of Q4 for 2026 onwards. Ongoing coordination. Incentive is a LoveToShop Voucher.

JMA – THG Holidays - Stam Product Manager

Axis sent reminder to Stam about the postponed campaign from April when Secret Escapes stopped promoting US due to new administration and negative comments in social media. Agreed to re-visit in August for a Sept campaign. Stam to put the balls in motion to revise original plan and it was agreed to start around 20 Sept. Processed the information required and proofed the offer to be sold via Secret Escapes. They will load an offer on their website and promote to their customer base.

Riverside House | River Lawn Road | Tonbridge TN9 1EP

Tel: +44 (0) 208 686 2300 | www.axistravelmarketing.com



The Florida Keys & Key West Activity Report Sept 2025



JMA – FDM Travel - Birgitte Vraadh, Product Manager

Birgitte is attending Brand USA in London and will try to find time to meet with Axis to discuss.

She reached out to Axis to follow up if FKKW would be interested in a campaign for the Danish market to coincide with new 25/26 budget. Axis to discuss if any US promotions have started up again for Sept yet as they had gone quiet Q2 due to US political situation with Denmark over Greenland. TBC if we spend a little remaining budget for 24/25 in Sept if any marketing available.

Trailfinders – Bethany

Axis approached to participate in their Winter 25 Trailfinders Magazine, 64 pages. Database of approx. 1 million active travellers and 47 of their Travel Centres in UK. 4-month shelf life. We were offered a 1/3 page within the USA pages. The cost for the inclusions would be £3,500

It was agreed to hold off for a month and then participate in a bigger Florida co-op campaign still in planning stage. The next Magazine to go out in Spring 26 and will be tied into the overall campaign.

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. Assessing Travel Bulletin, Travel Gossip and Selling Travel's 2026 calendar of trade showcases they offer

OVERVIEW OF FULFILMENT REQUESTS

Trade Fulfillment in Sept 2025:	1807
Consumer Fulfillment in Sept 2025:	25
Fulfilment via VUSA Website in Sept 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

Riverside House | River Lawn Road | Tonbridge TN9 1EP

Tel: +44 (0) 208 686 2300 | www.axistravelmarketing.com



The Florida Keys & Key West Activity Report Sept 2025



June 25	19	25
July 25	16	179
August 25	22	241
September 25	25	1807
Total:	211	7,303
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	211	7,303
Grand Total	4,767	9,892

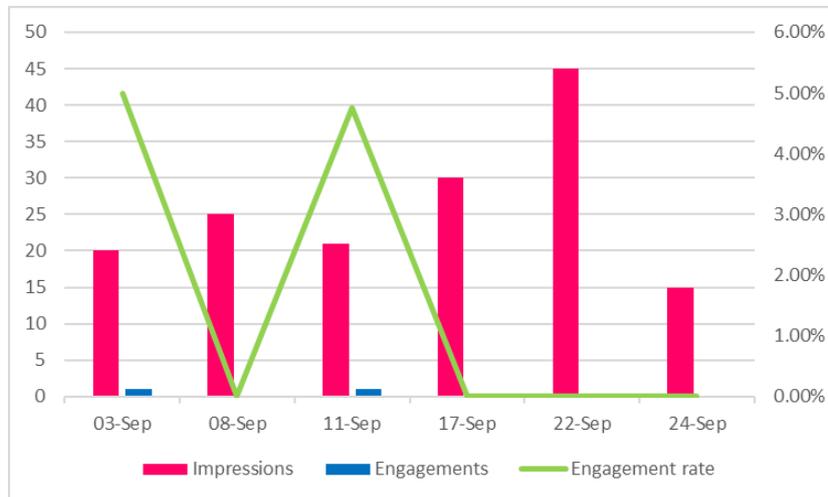
Riverside House | River Lawn Road | Tonbridge TN9 1EP

Tel: +44 (0) 208 686 2300 | www.axistravelmarketing.com

SOCIAL MEDIA

X (Twitter):

Date	Impressions	Engagements	Engagement rate
03-Sep	20	1	5.00%
08-Sep	25	0	0.00%
11-Sep	21	1	4.76%
17-Sep	30	0	0.00%
22-Sep	45	0	0.00%
24-Sep	15	0	0.00%
Total	156	2	AVE 1.6%



Top Impressions:

axis **AxisTravelMarketing** @AxisTravel · Sep 22

🌴 New in Key West: The Blue Flamingo Resort
Two iconic hotels The Gates and 24 North hotels have transformed into one vibrant 245-room resort at 3820 N. Roosevelt Blvd.

Relax by two pools, enjoy Tiki bars, join outdoor yoga and more! 🍹

🔗 Discover more: blueflamingokeywest.com

🗨️ 🔄 ❤️ 📊 45 📌 📤

Riverside House | River Lawn Road | Tonbridge TN9 1EP

Tel: +44 (0) 208 686 2300 | www.axistravelmarketing.com

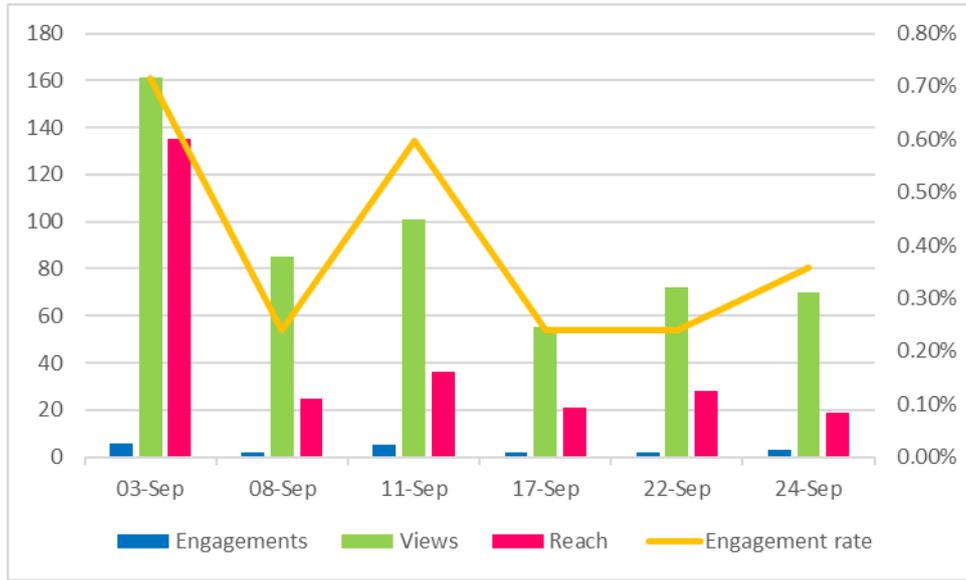
Top Engagement Rate:



Instagram

Posts:

Date	Engagements	Views	Reach	Engagement rate
03-Sep	6	161	135	0.72%
08-Sep	2	85	25	0.24%
11-Sep	5	101	36	0.60%
17-Sep	2	55	21	0.24%
22-Sep	2	72	28	0.24%
24-Sep	3	70	19	0.36%
Total	20	544	264	AVE 0.40%



Top Views & Engagement Rate:

axistravelmarketing
Original audio

axistravelmarketing 61 baby sea turtles are back on their journey! 🐢💚

These loggerhead hatchlings were rescued after getting disoriented by lights. After recovering with the amazing team @marathonturtlehospital, they were released 15 miles offshore into the Gulf Stream.

A big shoutout to The Turtle Hospital, a true Florida Keys treasure. From hatchlings like these to injured and sick adults, their team works tirelessly to rescue, rehabilitate, and release sea turtles back into the wild 💚

📍 @marathonturtlehospital

#FloridaKeys #Florida #VisitTheKeys #VisitFlorida
#SeaTurtleRescue #SeaTurtleRelease #MarathonTurtleHospital
#MarathonFlorida

View Insights Boost reel

5 likes
3 September

Add a comment...

Other Posts:

axistravelmarketing Your Private Paradise Awaits in Key Largo 🌟

Now open: 3 new @stayombi modern floating bungalows in Buttonwood Sound — a one-of-a-kind overnight experience in the #FloridaKeys.

- Plush king beds and sleek interiors
- Fully equipped kitchens and contemporary baths with walk-in showers
- Private deck and breathtaking water views

💙 The Floating bungalow packages include a welcome basket, stocked beverages, snorkel gear, paddleboard and kayak, breakfast and gourmet dinner for two, daily roundtrip boat transfer and more.

🔗 Learn more: stayombi.com

View Insights **Boost Post**

👍🗨️📌

👤 Liked by [shannah_michelle](#) and 4 others
11 September

T&E REPORT

US confirms \$19 increase in ESTA fee from 30 September

- US authorities have confirmed that the new increased fee of \$40 for the Electronic System for Travel Authorization (ESTA) will take effect from later this month.
- The Trump administration’s Customs and Border Protection (CBP) agency said the ESTA fee will nearly double from its current \$21 to \$40 from 30 September.
- Visitors from visa-waiver countries, such as the UK and most EU members, have to apply for an ESTA for entry to the US. The authorisation is valid for two years unless the traveller’s passport expires within this time.
- US authorities previously raised the fee for an ESTA application from \$14 to \$21 in May 2022.
- The rise in the price of an ESTA comes after the UK increased the charge for its own Electronic Travel Authorisation (ETA) from £10 to £16 in April.
- Meanwhile, the EU has raised the planned application fee for its forthcoming European Travel Information and Authorisation System (ETIAS) from €7 to €20 - even though it is not due to be introduced until late 2026.
- ETIAS will be preceded by the phased launch of the EU’s new biometric Entry-Exit System (EES), which is finally due to be introduced on 12 October.

British Airways adds long-haul flights for summer 2026

- British Airways is to expand long-haul capacity from London to destinations in Asia, the US and the Middle East for its summer 2026 schedule.
- The UK carrier will extend its current winter London Gatwick-Bangkok service to a year-round route, with three flights per week operating to the Thailand capital next summer. BA will also increase frequency on the route to six services per week for winter 2026-27.
- For the crucial transatlantic market, BA is to offer a double-daily service between London Heathrow and Miami in summer 2026, as well as restoring daily flights from Heathrow to Dallas-Fort Worth.
- Other moves include Heathrow-Las Vegas flights increasing from 10 to 13 per week, while BA will operate 14 flights per week from Heathrow to both San Diego and Austin.
- BA has also announced that flights to New York's JFK Airport will "operate exclusively" from Heathrow in summer 2026, with nine flights per day on the route. But this will mean an end to the current service between London Gatwick and JFK.

American Airlines to add five European routes in 2026

- American Airlines has announced plans to launch five new routes to European cities as part of its summer 2026 schedule.
- The new routes include a year-round daily service between Miami and Milan, Italy, which is scheduled to begin on 29 March. **This will complement American's new flights from Miami to Rome that launched last month.**
- The US carrier is also planning four seasonal summer routes, including services from its Dallas Fort Worth base to Athens and Zurich next summer, as well as flights from Philadelphia to both Budapest and Prague. All these routes are due to start on 21 May 2026.
- The airline plans to use Boeing 787-8 aircraft on most of the new European services next summer, apart from Dallas-Zurich where Boeing 777-200s will be deployed on the route, which is scheduled to run from 21 May to 4 August.
- American's European expansion in 2026 follows the introduction of five new routes to the continent this summer.

Clients seek alternative touring and adventure destinations

- Touring and adventure operators are adapting their product portfolios to accommodate shifting destination trends, with the US seeing a decline while others are surging in popularity.
- A panel of tour operator bosses at the Association of Touring and Adventure Suppliers (Atas) conference outlined how they are adapting to changing tastes, prompted by factors such as geopolitical challenges and the climate crisis.
- Their sales reflect the wider picture reported by Atas, which said all regions except North/South America and Australasia are growing. The US is down by 31% while South Africa is down 30% year on year in the first six months of 2025 – but other destinations are seeing strong growth, according to Atas figures.
- Stu Milan, North America president at Riviera Travel, said countries such as China and Canada were seeing growth, while the operator's US programme has contracted.

Riverside House | River Lawn Road | Tonbridge TN9 1EP

Tel: +44 (0) 208 686 2300 | www.axistravelmarketing.com



The Florida Keys & Key West Activity Report Sept 2025



On the Beach to Close Classic Collection B2B Arm After 37 Years

- Announced closure of Classic Collection B2B division to focus solely on its core B2C business, citing strategic refocus on the higher-growth B2C arm.
- No further bookings will be taken via Classic Collection, though existing agent bookings will be supported.
- All 26 Classic Collection employees are entering a collective consultation process.
- The division had made a small loss over the year.
- CEO Shaun Morton acknowledged efforts to improve B2B offerings but noted insufficient growth to justify ongoing investment.

Despite the closure, On the Beach reported strong performance:

- Total transaction value of £1.23 billion (up 11% YoY).
- Pre-tax margin expected to hit 34% (vs. 31.7% last year).
- Summer 2025 and winter bookings are both tracking 12% ahead of last year.
- The company will launch a £25 million share buyback, on top of £30 million already returned to shareholders in FY25.