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I. Marketing Activities

I.a Training / Education

1. Meiers Weltreisen DER Academy, November 2024 – November 2025

GIA secured a FKKW feature within the new training module of the B2B platform “DER Academy” highlighting the relaunch of the “Meiers Weltreisen” as DER’s more upscale long haul specialist brand. The FKKW are the only US destination specifically highlighted in the North America section and includes a banner linking to the German FKKW E-Learning, a video, an image gallery, a special recommendation and a product shoutout. By the end of December 2024, a total of 399 travel agents had completed the course which will remain online for a full year. We will receive a further update on registration numbers by the conclusion of the course.

2. VUSA Switzerland Roadshow, September 2025

GIA has registered for the annual travel agent training roadshow organized by the Swiss Visit USA Committee, which took place on September 16-18, 2025. The roadshow visited six different cities in three days across Switzerland and featured booth morning and evening events, where VFK had a table as part of a roundtable workshop. We trained a total of 113 Swiss travel agents throughout the three days of events, which was unfortunately fewer participants than in previous years, which is why Visit USA will not organize a roadshow next year. An article about the roadshow in the Swiss trade press with general photos can be [found here](#) and a photo of the event can be found here:

<https://we.tl/t-7OafDxTwns>

3. FVW Destination Day “South Florida”, October 2025

The Florida Keys will be part of a virtual B2B training event together with the destinations of Naples and Sarasota, organized by FVW, the largest German trade publishing house. The “Destination Day South Florida” will be a 2 hour long live broadcast, which will be live-streamed on FVW’s website and youtube and which will feature a 25 minute long VFK webinar, as well as a 45 minute panel discussion about travel to Southern Florida. The Destination Day usually sees around 100-200 viewers live and the recording will be accessible afterwards in the FVW archive.

4. DERTOUR Campus Travel Talks, Luxemburg, October 2025

GIA has confirmed participation in an exclusive B2B training event in Luxemburg together with Germany-based tour operator Luxemburg, who also has a strong and long established presence in the small but wealthy Luxemburg market. VFK will be the only destination at the evening event, where we will be able to hold a 30 minute presentation and where we will be able to network with the participating travel agents throughout the evening. We expect a participation of 20-25 travel agents.

5. VUSA Halloween Seminar, November 2025

GIA has registered for participation in the travel market at the annual Halloween Seminar, which is organized by Visit USA Germany in Frankfurt in early November. The event draws usually between 80-100 agents from around Germany, who spent their weekend to attend the in-depth seminar. The Florida Keys will have their own booth at the travel market, where agents are required to stop by in-between workshops.

6. VUSA Austria Seminar, November 2025

GIA has again confirmed participation in the annual Visit USA Seminar in Austria, which is the largest USA focused B2B training event in the Austrian market. The Florida Keys will hold a workshop in the afternoon, followed by a travel market session in the early evening and an evening event, where we will have further opportunities for exposure by participating in interview sessions throughout the dinner event.

7. DERTOUR Florida Day, April 2026

GIA is also in discussions with DERTOUR about the participation in a dedicated Florida training event, which is planned to take place at the headquarters of DERTOUR, our #1 tour operator, in Frankfurt in April of next year.

I.b Shows / Events

1. Edeltravel Client Event, September 13

On September 13, VFK was part of a Florida themed client event in Dusseldorf, organised by luxury specialist tour operator Edeltravel. This event was part of a joint luxury promotion together with the CVBs of Fort Lauderdale and Naples, Marco Island & the Everglades.

The event took place in the showroom of Edeltravel at one of Germany's upscale shopping areas in Dusseldorf. Edeltravel invited some of their top clients and we received several walk-bys, too. The event was attended well with around 40-50 guests, who were interested in Florida as a luxury destination.

2. Joker Reisbeurs, Mechelen (Belgium), October 2025

GIA has confirmed participation in the consumer event "Reisbeurs USA & Canada" which will take place on October 19 in the city of Mechelen, Belgium and will be organised by Belgian tour operator specialist Joker Reisen. This is a full day consumer event with a long history and is thus very established, drawing usually four digit crowds with a very strong affinity to North America. VFK will have its own table at the travel market and will also be part of the presentation component, where we will be part of a larger one hour long Florida presentation.

3. Consumer Show Brochure Distribution Program, Winter 2025/26

GIA is currently confirming brochure distribution partnerships with several tour operator and other partners at consumer shows around Germany between November and February, including several Eastern Germany consumer shows together with Fairflight Touristik, CMT in Stuttgart with Ruck Zuck, Vienna with Faszination Fernweh and FREE Munich with Visit USA Germany.

4. Vakantiebeurs Utrecht, January 2026

GIA has registered a booth at the USA pavilion at the Dutch trade and consumer travel show Vakantiebeurs, which will take place in January in the Dutch city of Utrecht. The event starts with a trade day and is followed by several consumer show days. VFK will be part of a USA pavilion organized by Target Travel. The booth will be manned by Yves Vrielynck, who will be joined for the trade day by Marcel Sprenger.

5. Flamingo Fernreisen Consumer Event, Q1/2026

GIA is currently in discussion about a joint Florida themed consumer event together with North America specialist tour operator Flamingo Fernreisen, which would take place in Berlin in Q1 of 2026 and would be in cooperation with at least one additional Florida destination.

6. Postponed: Faszination Fernweh Client Event

VFK had originally committed to be part of a Florida & New England client event organised by tour operator specialist Faszination Fernweh, which was scheduled to take place in December. This event had to be postponed due to the main organizer being on extended sick leave. We hope to be able to execute the event at a later point next year. UPDATE SEPTEMBER: We are currently in discussion about potentially doing a consumer show sponsorship with Faszination instead.

II. Travel Trade Marketing

1. Edeltravel Luxury Campaign [Currently Running]

To further establish the FKKW as an upscale destination, we are partnering again with Edeltravel, one of Europe's premier luxury specialists, who supported our KlassikRadio campaign in spring 2024. We are working together with the CVBs of Naples & Marco Island as well as Fort Lauderdale for whom Edeltravel will build a new luxury fly drive. The fly drive will be promoted through a month long SEO campaign, 10 second spots in the Edeltravel showroom, a full page advertorial in Edeltravel's client magazine "Essence", online features on Edeltravels blog and newsletter. In addition, all three destinations will be hosting an evening event at Edeltravels showroom in Dusseldorf where selected clients will be invited.

While the promotion had generally been approved by all Florida partners, Edeltravel eventually had to announce that they will not be able to organize the B2C event in the first quarter of 2025, which was prerequisite for the participation of Naples. In February, Naples was able to reconfirm participation, so the campaign is now moving again and [was launched](#) in Q2/2025, with the consumer event taking place on September 13 and the video ads running in September, too. The advertorial pages can be found here: <https://we.tl/t-Z75wwol3Km>

2. Exciting West Advertorial Promotion [Developing]

During IPW, GIA has been approached with an interesting and reasonable priced opportunity for an advertorial placement in the next edition of a client magazine produced and published by luxury tour operator Exciting West from Belgium. GIA has confirmed a double page spread in the next fall edition of the magazine but is waiting for input from Exciting West.

3. Journaway Online Promotion [Developing]

GIA is currently in discussion with multiple other Florida destinations and online tour operator Journaway about a potential joint online promotion during late summer. The online promotion would include the creation of a new fly drive itinerary highlighting all participating destinations and a targeted online promotion of that itinerary. Final details (and our commitment) are still under discussion.

4. USA Reisen Experte Florida Sunshine Cashback Campaign [Developing]

To counter negative press about travel to the United States, tour operator specialist USA Reisen Experte has approached us with a newly developed marketing idea. This Florida promotion would be a joint effort by several Florida destinations to promote travel to Florida through a “cashback incentive”, where clients who have booked a trip to Florida will be incentivized to publish posts about their experiences on social media using a specific hashtag. The idea is to generate positive buzz by authentic client experiences.

The campaign will have a comprehensive multichannel approach and is scheduled to launch in November and will also be using a newly created Florida fly drive itinerary that will highlight all participating destinations.

5. CANUSA Influencer Gaming Promotion [Developing]

CANUSA, one of our top 3 tour operator partners, has approached us with a very innovative marketing idea surrounding the launch of the next part of the highly popular video game serie “GTA”, which is scheduled to take place in May 2026. The story of the open world game GTA VI will be taking place in the fictional city of Vice City, a swamp region called Grassrivers and a tropical island chain called Leonida Keys – which are based on Miami, Everglades NP and the Florida Keys. CANUSA’s idea is to create a special “GTA VI” themed fly drive itinerary to those three real world areas and promote this using a Twitch gaming streamer (Papaplatte) who has a reach of more than 1.3 million followers. The streamer would be traveling to the Keys in the time leading up to the launch of the game and would be livestreaming his trip to his large following while promoting destination awareness but also the bookable CANUSA itinerary.

6. HeyUSA Podcast Promotion [Developing]

GIA is currently in discussion with Belgian media company HeyUSA about a small promotion to highlight destination awareness of VFK in the Belgian market by producing a Florida Keys themed podcast using Belgium born Yves Vrielynck as a testimonial. The podcast is planned to be produced in Q4 of 2025 and will be additionally promoted with VFK newsletter and social media posts.

7. Travel Trend Online Promotion [Developing]

GIA is also currently in discussion with Dutch tour operator Travel Trend about the creation of either a stand-alone Florida Keys marketing proposal or a joint Florida promotion. We have informed product manager Peter van Veenendaal about our intent but are still waiting for a specific proposal.

III. VFK Internal

1. Ongoing discussions with VFK staff about planned marketing activities
2. Finalised FY25 budget and delivered end of year measurables and budget closure
3. FY26 Budget review and personnel updates with VFK staff
4. Coordinated input for inhouse PR representation for remainder of FY25 / FY26

IV. Travel Trade Assistance

1. HeyUSA, Antwerp(Belgium)
Continued conversation with Sebastiaan Klijnen from Belgian media company HeyUSA to discuss potential podcast promotion and media visit in FY26
2. CANUSA, Hamburg
Met with Alexandra Wirsum to discuss potential creative gaming / influencer promotion in FY26 surrounding launch of video game GTA VI
3. Journaway, Leer
Discussed details for potential online campaign together with other Florida CVB partners and online tour operator Journaway (decided to move to FY26)
4. USA Reisen Experte, Bergheim
Discussed further details for potential cashback campaign together with tour operator USA Reisen Experte and various other Florida partners in FY26
5. Geoplan Reisen, Berlin
Continued discussions about a potential Florida marketing campaign together with tour operator Geoplan in next fiscal year; waiting for more details
6. FVW Medien, Hamburg
Finalized details for South Florida virtual training event together with trade publisher FVW Medien in October
7. Exciting West, Oostkamp (Belgium)
Asked for details for participation in advertorial campaign with Belgian tour operator Exciting West

8. Travel Trend, Rotterdam (Netherlands)

Discussed further details for planned marketing campaign, waiting for specific proposal

9. Explorer World of Travel, Düsseldorf:

Continued discussion about potential marketing coop opportunity together with tour operator Explorer for fall

10. Flamingo Fernreisen Company, Berlin:

Discussed potential B2C event opportunities in either December or January in Berlin

11. Edeltravel, Düsseldorf

Followed up about luxury marketing campaign and B2C event

V. OVERVIEW of fulfillment requests

2025	DISTRIBUTION VIA INFOX, GIA & EVENTS	
Month	Consumer	Travel Industry
January	113	4
February	224	5
March	158	7
April	26	4
May	123	5
June	724	3
July	515	7
August	34	4
September	217	5
October		
November		
December		
TOTAL	2,034	44

VI. German Market Update

German Consumer Climate: Higher income expectations halt downward trend

The consumer climate has halted its downward trend. This is due to improved income expectations, which have risen noticeably compared with the previous month. In contrast, both economic expectations and the propensity to buy continue to decline. The propensity to save remains virtually unchanged. As a result, the consumer climate indicator for October 2025 forecasts an increase of 1.2 points to -22.3 points compared with the previous month (revised -23.5 points).

The rise in income expectations is the main reason for the current improvement in the consumer climate indicator. On the other hand, neither the slight decline in the propensity to buy nor the propensity to save, which remains virtually unchanged compared to the previous month, are making a positive contribution.

"After falling for three months in a row, the consumer climate has now ended its downward trend – at least for the moment," explains Rolf Bürkl, Head of Consumer Climate at NIM. "Income prospects – a key factor influencing the consumer climate – improved from 4 points to 15 points, completely offsetting the previous month's slump. Whether this marks the beginning of a sustained turnaround is more than uncertain. The consumer climate remains at an extremely low level. The geopolitical situation, concerns about jobs, and renewed fears of inflation are likely to stand in the way of a thorough recovery at the moment."

The propensity to buy remains extremely low. High food and energy prices are causing consumers to remain cautious about spending. In addition, the geopolitical situation is increasing uncertainty and making it difficult for consumers to plan ahead. As a result, many consumers currently consider it unfavorable to make major purchases (e.g., furniture or electrical/electronic devices) in view of the general economic situation.

German consumers do not expect a radical recovery of the German economy in the near future. This is in line with the majority of economic experts, who recently revised their growth forecasts for this year downwards. The German economy is now expected to stagnate in 2025.

(Nuremberg Institute for Consumer Decisions, Sept 26, 2025)

More and more Germans are Traveling in Autumn

The tourism digital association VIR has observed that more and more citizens are deliberately postponing their holidays until autumn. The evaluations by Travel Data + Analytics (TDA) underscore this trend.

According to the booking status at the end of July, this results in a 75.6% increase in turnover for October 2025 compared to October 2019. For the entire summer season from May to Oc Compared to the same month last year, October 2025 shows growth of 10.9%. By comparison, the entire summer season grew by only 6%. This makes October the fastest-growing travel month in the summer period.

According to the Internet Travel Distribution Association (VIR), there are three reasons for this trend: climatic conditions, costs and demographic change. This is because more and more Germans belong to the target group of so-called empty nesters – people whose children have already left home or who are already retired.

This target group is no longer tied to the traditional holiday seasons and can plan their travel periods flexibly and individually. In addition, most traditional summer destinations are still pleasantly warm in October. Some destinations and hosts are responding to the growing demand in the off-season. Greece, for example, is extending the holiday season into November.

Price increase during traditional summer months

Another important aspect is the increase in prices during the traditional summer months. In comparison, prices for accommodation and flights in October are often significantly lower in many destinations.

Travellers benefit from attractive offers and special discounts during this period, as many hotels, holiday resorts and tour operators want to specifically promote demand in the off-season.

Families and flexible holidaymakers in particular can benefit from these price advantages and plan their holidays in a more cost-conscious manner. This makes October an alternative for many Britons who value good value for money, not only in terms of climate but also financially.

"We are observing a change in people's travel behaviour," says Michael Buller, CEO of VIR. "The classic idea of a summer holiday no longer suits more and more travellers. Instead, we are seeing a shift in bookings for summer holidays to October. We expect this trend to continue to grow."

(FVW, Sept 4, 2025)

Autumn holidays are trending: More and more Germans are traveling later in the year – and saving money in the process

HolidayCheck data shows that October is now the busiest month of the year for travel

Tourism experts have been observing the so-called late-season effect for some time, and now clear figures are available for the first time: Current analyses by *HolidayCheck* show that more and more Germans are opting for autumn holidays. October, rather than the traditional summer months, is now the busiest month for travel on the portal. Rising booking figures are also being recorded for November and December – a clear indication that the season is noticeably extending.

Booking analyses show double-digit growth compared to the previous year. For vacationers, this also means that those who travel later save money. This fall, trips to 27 regions surveyed are on average 11 percent cheaper than in the summer months. The savings potential is particularly high in the Turkish Aegean (-31%), Sardinia (-24%), Rhodes (-23%) and Formentera (-23%).

"In all three months – October, November, and December – we are seeing a significant double-digit increase in bookings. This clearly shows that the travel season is increasingly shifting to the fall," explains Nina Hammer, travel expert at *HolidayCheck*.

The advantages are obvious: autumn trips are cheaper, the well-known vacation resorts are less crowded, and the climate is often more pleasant than in midsummer. In the Mediterranean region and the Canary Islands in particular, mild temperatures make beach days and outdoor activities possible.

Popular destinations in fall 2025

The Greek islands are among the favorites, scoring points with warm days, balmy evenings, and attractive value for money. Egypt also remains a classic destination for sun seekers. The Turkish Riviera impresses with well-equipped resorts that allow for beach vacations even in cooler temperatures.

"The Cape Verde Islands are also experiencing a remarkable upswing. New hotel complexes and stable flight offerings are ensuring that this previously rather exclusive destination is increasingly coming into focus," says Hammer. In addition, the Canary Islands, Balearic Islands, and Andalusia remain fixtures in the fall business.

In addition to price and relief, the weather also plays a role. "This year in particular, we saw very high temperatures at the beginning of the main holiday season, both in Germany and in classic holiday destinations," explains Hammer. "This may lead to more people spending the hot weeks at home and traveling later in the year instead – when it gets cooler here and remains pleasantly warm in the south."

Conclusion

The trend is clear: more and more Germans are shifting their vacations to the off-season. *HolidayCheck* data shows double-digit booking growth and average price advantages of 11 percent for fall 2025.

October is now the busiest month of the year for travel – and airlines are also responding with an expanded range of offers. The late-season effect has thus become firmly established.

(*Tourexpi*, Sept 24, 2025)

To New York for €421 – “The Situation is Quite Unique”

Since Donald Trump took office, fewer Europeans have been visiting the US. The slump is already having an impact on airlines. Fewer Europeans flew to the US during the important summer months. Lufthansa is currently advertising prominently on its website for €421 from Frankfurt to New York and back – even for trips in mid-September. Its sister company Swiss is promoting similar prices. Munich residents pay hardly any more for flights to Seattle with Air France. European airlines are currently selling flights to the United States at special prices.

This downward trend in ticket prices has been observed for some time. At the beginning of June, the comparison portal *Check24* was still expecting a decline of six percent. According to *Check24*, users paid an average of EUR 896 for flights to the US during the 2024 summer holidays, compared to EUR 846 during this holiday season. Average prices are likely to have fallen further in the meantime.

This is because the US Travel and Tourism Authority has recorded a decline in arrivals since Donald Trump took office. Trump was elected US president in November and began his term in January, which he started with numerous critical decrees. While the number of visitors to the US remained steady at the end of 2024, it dropped significantly from January onwards.

The summer months of July and August had attracted the most visitors to the US in previous years, as statistics from the US Tourism Authority show. No data for August has been published yet, but German citizens have noticeably decided against traveling to the United States. In July, 15% fewer Germans entered the country – a relatively sharp decline compared to other countries. Approximately 163,000 people with German passports arrived by land, sea, or air during that month.

Danish citizens in particular are currently avoiding the United States. For months, Trump has been expressing interest in the island of Greenland, which is under the Danish flag. Since he took office, the number of Danish vacationers, business travelers, and students traveling to the US has fallen by 19%. Among people with Italian, Portuguese, or Polish passports, on the other hand, demand rose between January and July.

“The US is losing its appeal as a travel destination,” says Heinrich Großbongardt. The aviation expert has worked as a press spokesman for Lufthansa and Boeing, among others, and is now a freelance consultant. “The US has a brand image and stands for freedom and individuality. But vacationers don't want to see the National Guard patrolling Los Angeles and raids against immigrants taking place.” With his political decisions, Trump has created a climate that the majority of Europeans reject. The tariff increases in particular have dampened the mood.

European airlines are now also noticing the decline in passenger numbers. The Lufthansa Group, which includes brands such as Swiss and Austrian Airlines, earned less money from flights to North America in the second quarter. Among other things, airlines measure the revenue per seat kilometer offered. The higher the figure, the greater the profitability.

Revenues on the route network fell by 3.8% from April to June compared to the same period last year. The US market accounts for a significant portion of Lufthansa's revenue and is the group's second most important traffic area. At the beginning of the year, the group had still recorded an increase for the region.

However, demand from customers in the US who want to fly to Europe remains high, Lufthansa emphasized a month ago. CEO Carsten Spohr described the North American business as “robust” in this context. However, the company is canceling several flights from Germany to the US for the coming winter months of January and February.

Although fewer tourists are traveling from Europe to the United States, demand among students is only slowly declining, as statistics from the US Tourism Authority show. Nearly 12,000 Germans entered the US on student visas from January to July, which is no different from last year. There was an overall increase of one percent from Western Europe, even though Trump announced stricter entry requirements for foreign students in May.

However, the statistics are likely to change again in the coming months: during the semester breaks in June and July, the number of entries by Western European students was already declining compared to the summer of 2024, and the new semester does not begin until September.

Not only vacationers, but also German business travelers are choosing the US less often as a destination following Trump's tariff hammer - a decline of almost 2%. Nevertheless, the US authorities continue to record business travel from many other EU countries, even more frequently than in the previous year. Eastern Europeans in particular are increasingly drawn to the US, but so are Portuguese, Greeks, and Finns.

“The situation is quite unique,” says aviation expert Großbongardt. “Within a few months, consumer behavior has changed dramatically for a major travel destination.” The coronavirus pandemic and economic fluctuations were perceived as an exogenous shock in the industry. At least this could be cushioned with contingency plans. Now, however, there is no external influence, but rather a significant problem with demand.

The extent to which the decline in arrivals in the US during the important summer months and the discounts currently on offer will be reflected in sales figures will only become clear in the financial results for the third quarter. The airlines will not publish these until November. By then at the latest, it should be clear how robust the North American business really is.

(Wirtschaftswoche, Sept 7, 2025)