

## SALES TEAM STATUS REPORT

PROJECT: IMEX  
DATE: October 6-9, 2025  
ASSIGNED: Liana Pyne, Greg Werner, Ed Simon  
STATUS: Trip Report Attached

PROJECT: Latam Sales Mission  
DATE: October 13-17, 2025  
ASSIGNED: Sabine Chilton  
STATUS: Trip Report Attached

PROJECT: Meetings Today Live Incentive  
DATE: October 19-22, 2025  
ASSIGNED: Greg Wener  
STATUS: Trip Report Attached

PROJECT: Brand USA  
DATE: October 20-23, 2025  
ASSIGNED: Ed Simon, Yves Vrielynck  
STATUS: Trip Report Attached

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: Trip Report Attached

PROJECT: Fort Lauderdale International Boat Show

DATE: October 29- November 2

ASSIGNED: Ed Simon, Destiny Bradley, Yves Vrielynck

STATUS: Trip Report Attached

PROJECT: WTM London

DATE: November 4-6, 2025

ASSIGNED: Sabine Chilton, AXIS

STATUS: Trip Report Attached

PROJECT: Signature Travel Conference

DATE: November 10-13, 2025

ASSIGNED: Yves Vrielynck

STATUS: Show in progress at time of packet

PROJECT: Threads 2025 – AAA TA Conv

DATE: November 17-18, 2025

ASSIGNED: Destiny Bradley

STATUS: Show in progress at time of packet

PROJECT: Brazilian FIT Familiarization Trip

DATE: December 1-4, 2025

ASSIGNED: Sabine Chilton

STATUS: Arrangements in progress

PROJECT: CCRA Chicago Chapter  
DATE: December 9-12, 2025  
ASSIGNED: Yves Vrielynck  
STATUS: Registration and arrangements in progress

PROJECT: Vakantiebeurs  
DATE: January 8-11, 2026  
ASSIGNED: Yves Vrielynck  
STATUS: Registration and arrangements in progress

PROJECT: Seattle Travel and Adventure Show  
DATE: Jan 10-11, 2026  
ASSIGNED: Yves Vrielynck  
STATUS: Registration completed, arrangements in progress

PROJECT: Washington DC Travel and Adventure Show  
DATE: Jan 17-18, 2026  
ASSIGNED: Yves Vrielynck  
STATUS: Registration completed, arrangements in progress

## **IMEX Americas 2025**

**Las Vegas, NV- October 7-9, 2025**

**Liana Pyne, Greg Werner, Ed Simon**

Visit Florida Keys attended IMEX Americas 2025, one of the largest and most influential global tradeshows for the meetings, incentives, conferences, and events (MICE) industry. Our delegation included three staff members from Visit Florida Keys alongside eight hotel partners: Casa Marina and The Reach Key West, Opal Key Resort & Marina Key West Beachside Hotel & Residences, The Blue Flamingo, Isla Bella Beach Resort, Faro Blanco Resort, Three Waters Resort, Playa Largo Resort & Spa.

This strong collaborative presence allowed us to showcase the full breadth of group offerings across the Florida Keys.

Across the three-day event, our team conducted over 170 appointments with meeting planners actively sourcing destinations for corporate meetings, incentives, executive retreats, and social groups. These conversations helped uncover several high-potential future bookings for the Florida Keys and Key West.

Discussions centered around:

- Ideal group sizes for various hotels and venues throughout the Keys
- Matching planner needs to the right island, property, or experience
- New and upcoming hotel enhancements, amenities, and group offerings
- Ease of access to the Keys, highlighting three gateway airports:
  - Miami International Airport (MIA)
  - Fort Lauderdale-Hollywood International Airport (FLL)
  - Key West International Airport (EYW), including expanding nonstop service from key domestic markets

Planners responded positively to the messaging around the convenience of staying within the United States while still offering an elevated, Caribbean-style island experience for attendees.

Beyond scheduled appointments, IMEX provided valuable networking opportunities with meeting planners, DMCs, industry partners, and media contacts. These interactions reinforced the Keys' positioning as a versatile meetings and incentives destination with strong appeal for programs seeking natural beauty, unique venues, and experiential activities.

### **Key Takeaways**

- Generated strong interest across all market segments, with multiple planners requesting proposals for 2026–2028 programs.
- Elevated awareness of our destination’s airlift growth, walkable downtown Key West experiences, and resort-level meeting capabilities.
- Strengthened relationships between Visit Florida Keys and hotel partners through coordinated sales efforts.

We strongly recommend continuing to exhibit at IMEX Americas at the same or greater capacity in future years.

The show remains one of our most impactful platforms for group sales, offering unmatched access to high-quality meeting planners and producing tangible business opportunities. Our hotel partners found great value in the collaborative exposure, making IMEX a critical investment for both the destination and our stakeholders.

## **LATAM SALES MISSION**

**Buenos Aires, Argentina; Sao Paulo, Brazil**

**Oct 13-17, 2025**

**Sabine Chilton**

Sabine represented Visit Florida Keys on a strategic five-day sales mission to Buenos Aires, Argentina, and São Paulo, Brazil, from October 13–17, 2025. This inaugural mission to these markets focused on engaging top tour operators, conducting training sessions for travel agents, and strengthening relationships with key industry trade partners. The mission was supported by Florida Keys hotels that generously donated gift certificates to enhance our promotional efforts.

### **Argentina**

The Argentine tourism market has emerged as one of the fastest-growing international segments for Florida, with compelling statistics demonstrating its significance. In 2024, Argentine tourists visiting the United States experienced a remarkable surge, with Florida serving as the primary destination. Argentine visitors to Florida increased by 25% compared to the previous year, positioning Argentina alongside traditional tourism powerhouses such as Mexico, Canada, the United Kingdom, France, and Spain in driving unprecedented growth in U.S. tourism.

The appeal of Florida to Argentine travelers is overwhelming. Three out of four Argentinians who traveled to the United States visited a destination in Florida, with Miami being particularly

popular alongside New York, California, and Texas. Argentina ranked fourth in international visitor volume to Miami with 175,000 visitors, trailing only Colombia, Brazil, and Canada. This growth comes at a strategic time, as Florida welcomed a record 143 million total visitors in 2024, with international markets playing a crucial role in the state's tourism success.

A significant catalyst for future growth is the sports tourism segment. With the recent World Cup and Lionel Messi playing in Miami, many Argentinians are planning visits to Florida. This presents an excellent opportunity to position the Florida Keys for pre- and post-event extensions. However, capturing this market requires proactive engagement and continued presence, as our destination remains relatively unknown in Argentina.

An additional positive development is the anticipated visa waiver agreement for Argentine citizens coming to the United States. This project is progressing well due to the positive diplomatic relations between our two countries, which should further facilitate travel and boost visitation numbers.

During the Argentina portion of the mission, Sabine conducted presentations and training sessions for groups of 20 travel agents at major organizations including Viatur, CVC, Ola, and TS Tour Operator. Individual meetings were held with key tour operators including Piamonte, Trayecto Uno, ACT, TKT, Swan Turismo, and Wedell Travel as well as an interview with Ladevi, the top trade media resulting in an article distributed across the travel trade networks (link available).

The response from agents and operators was overwhelmingly positive. Given that Miami remains one of their top Florida destinations, the proximity of the Florida Keys presents a compelling new offering with distinctive Caribbean ambiance and unparalleled natural exceptional scenic beauty that will resonate perfectly with their client preferences. This mission marked the first time our team conducted training sessions in Argentina, representing a significant milestone in market development. Presentations were delivered in Spanish, which was greatly appreciated by attendees. Agents demonstrated heightened awareness of the destination following the sessions and expressed appreciation for the depth of information provided about attractions and activities.

The typical client itinerary usually spans 12 to 15 nights. The project is to create a product for travelers to fly into Miami, drive through the Florida Keys and spend 7 nights in the destination. Despite economic uncertainties, the Latin American market has proven resilient and continues to perform well. Travel professionals emphasized that Florida remains a favorite destination and that political issues have minimal impact on their clients' travel decisions, as these countries experience their own political challenges. The exchange rate emerged as the most important

consideration for travelers. Orlando and Miami capture the largest market share, though opportunities exist to increase awareness of the Keys. Some bookings are made through receptive operators such as ATI, Bonotel, Action Travel and Hotelbeds, which serve as important distribution channels for the destination.

## **Brazil**

Brazil has established itself as one of Florida's most valuable international tourism markets since 2023. Approximately 1.2 million Brazilian tourists visited Florida in 2023, representing a significant recovery from pandemic-era lows. Brazil has historically ranked as one of Florida's most important international tourism markets alongside Canada, particularly for destinations like Orlando and Miami. Brazilian tourists are recognized for their beach and shopping-focused visits and typically demonstrate higher-than-average spending per visitor compared to tourists from many other countries.

This visitation figure reflects a strong recovery trend following the significant drop during the COVID-19 pandemic years of 2020-2021, though it remains below the pre-pandemic peak year of 2019 when Brazilian visitation to Florida exceeded 1.5 million annually. The U.S. Consulate in São Paulo ranks among the busiest in the world, processing visas daily for the United States. Orlando accounts for over 40% of visa destinations, followed by Miami, Las Vegas, and New York as principal ports of entry. Approximately 80% of applicants who are interviewed receive their visas within three weeks.

The U.S. Consulate works closely with tour operators and incentive groups to facilitate visa procedures, supporting the industry's growth. Over 25 daily direct flights, mostly operating at full capacity, arrive in Florida from various Brazilian cities, demonstrating the tremendous potential of this market. Despite global economic challenges and fluctuations, this market remains exceptionally strong.

Brazilian travelers prefer fly-drive vacation packages, though cruises with pre- and post-extensions have also gained significant popularity. A notable phenomenon called "sports tourism," specifically soccer tourism, has become a significant segment of the Florida tourism industry, particularly during major tournaments. Most Brazilian visitors travel as families and couples, primarily visiting Florida from January through February or during their winter season from June through August.

Similar to their Argentine counterparts, Brazilian travelers are accustomed to political uncertainty in their own country and remain unconcerned with current U.S. political issues. Their primary consideration centers on currency exchange rates.

In São Paulo, Sabine met with leading media outlets including Panrotas and Mercado & Eventos which led to 2 articles distributed across the travel trade networks (links available). We also met with top tour operators such as Abreutur, Orinter, Agaxtur, Diversa, RCA, and BeFly. Sabine also coordinated with Visit Florida Brazil to prepare for our Brazilian FIT familiarization trip scheduled for December 1-4, 2025.

Our presence was exceptionally well received. We presented our destination, distributed our Portuguese-language brochure, and introduced our Portuguese e-learning program. Our destination is recognized within the Brazilian market but not yet well known. The fact that we are establishing a consistent presence again makes a significant difference. Tour operators, travel agents, and media representatives are becoming increasingly familiar with our destination, encompassing not only Key West but also the Upper Keys. Travel agents who regularly send clients to Florida receive requests for our destination.

After visiting Orlando, Miami, and Fort Lauderdale multiple times, Brazilian travelers, who are yearly repeat visitors to Florida, are now interested in exploring alternative destinations. Couples and families rent cars and drive to the Keys, typically spending one to 3 nights. Our goal is to increase the stay to 7 nights. Upscale and full-service hotels are usually their preferred accommodation choice. The extensive array of activities and attractions, combined with excellent restaurant options and the safe, vibrant nightlife of Key West, creates an ideal formula for attracting this growing market.

The success of this mission underscores the importance of maintaining consistent engagement with both the Argentine and Brazilian markets. Follow-up activities are planned for WTM Brazil in April, providing an opportunity to reinforce relationships and capitalize on the momentum generated during this mission. Conducting this sales mission annually is recommended, as it serves as a valuable asset and generates highly positive results essential for developing these promising markets. Down the line, marketing cooperatives with various operators could be planned for the future to support and amplify our promotional efforts.

Pursuing and developing these Latin American markets is crucial. In most Latin American countries, business success is fundamentally based on establishing and maintaining long-lasting relationships. Due to the exceptional response at this mission and the incredible potential demonstrated by both markets, continued participation is strongly recommended for future years. The combination of growing visitation numbers, enthusiastic trade reception, improving visa facilitation, and strategic positioning within existing Florida travel patterns presents a compelling opportunity for the Florida Keys to capture increased market share from both Argentina and Brazil.

## **Meetings Today Live – Los Cabos**

**Los Cabos, Mexico | October 19–22, 2025**

**Attendee: Greg Werner, National Sales Manager, Visit Florida Keys**

Meetings Today Live Los Cabos brought together a highly qualified group of corporate, association, and third-party meeting planners for three days of education, curated networking, and one-on-one business appointments. The event followed a structured agenda featuring a welcome reception, educational content led by SITE's CEO Annette Gregg, multiple rounds of planner appointments, site visits, and evening hospitality functions.

Across two days of marketplace sessions, Visit Florida Keys completed 22 one-on-one appointments with planners representing a range of industries and sourcing volumes.

### **Business Development Highlights**

#### **High-Volume Planner Opportunities**

- Denise Adam, a prolific planner producing 150+ events annually, expressed strong interest in sourcing programs to the Florida Keys.
- Alison Preiss, First Connect Insurance Services, showed meaningful interest in the destination for small- to mid-size group programs.

### **Destination Awareness & Airlift Expansion**

Planners were highly receptive to the expansion of direct flight service into Key West (EYW), noting that improved air accessibility increases the Keys' viability for corporate meetings and incentives.

### **Demand for Group Promotions**

Planners responded enthusiastically to current and upcoming group promotions and expressed interest in value-add offers that enhance program feasibility.

### **General Insights from Networking & Education**

Informal networking reinforced interest in authentic, experiential destinations offering strong meeting infrastructure and memorable off-site activities.

### **Follow-Up Status**

All 22 planners have been contacted with tailored follow-up communication, and reminders have been scheduled based on sourcing timelines.

### **Key Takeaways**

- High-quality planners with strong sourcing potential for the Florida Keys.

- Increased direct air service significantly boosts destination appeal.
- High-volume planners represent meaningful multi-event opportunities.
- Group promotions and DMO support services resonated strongly.

### **Recommendations**

- Maintain ongoing contact with key planners.
- Leverage new airlift messaging in future sales communication.
- Continue participation in Meetings Today Live for strong ROI.

## **Brand U.S.A. Travel Week**

**October 20-23, 2025**

**London, U.K.**

**Ed Simon, Yves Vrielynck**

At the Brand U.S.A. Travel Week in London from October 20-23, 2025, TDC sales staff Ed Simon and Yves Vrielynck represented Visit Florida Keys at County Hall, London. The event brought together top European tour operators from 12 countries, including Germany, France, the U.K., Italy, Spain, Norway, Denmark, and emerging markets such as the Czech Republic, Hungary, and Romania.

While Ed attended the 'leadership track' with its enrichment sessions, Yves was on the 'sales track' meeting with European-based tour operators.

The discussions revealed continued European traveler interest in U.S. travel in 2026, despite the current political climate. Tour operators reported receiving the first requests – after a major slump that began in March – for summer travel in 2026. However, those requests had not yet translated to actual bookings. This pattern is strongest on the European continent; the Brits seem to be affected less by the political turmoil and were able to confirm solid bookings for 2026. There are fewer obstacles working against US travel than before; the dollar is weaker against the Euro (and British Pound), the hotel rates have stabilized, and because of lower fuel costs, airfare has come down as well. The US does have increased competition from more affordable destinations like Bali and South Africa.

The Florida Keys maintains a prestigious position in European travel markets, still perceived as the "cherry on top" of Florida itineraries. Tour operators view the destination as an exotic, remote experience, with room rates not significantly impacting booking decisions. The Florida Keys are always included in Florida travel packages. Travelers continue to see the U.S. as a "bucket list" destination.

The event provided valuable insights for future marketing strategies (with continued support from our overseas agencies of record), confirming the Keys' strong appeal and positioning in the European travel market. The TDC plans to participate again in next year's Brand U.S.A. Travel Week in Amsterdam.

**Travel Agency Owners Forum  
Antigua  
October 26–29, 2026  
Liana Pyne**

Liana attended the 2026 Travel Agency Owners Forum in Antigua, which included two days of one-on-one appointments, educational sessions, and networking with travel agency owners. Visit Florida Keys was one of only two Florida destinations present, providing strong visibility among high-value agency leadership.

During the forum, Liana completed 35 one-on-one appointments with travel agency owners, focusing on key selling points of the Florida Keys & Key West, destination updates, ideal client profiles, and suggested itineraries. Liana emphasized the ease of access through MIA, FLL, and EYW, along with the strong appeal of offering a Caribbean-style experience without leaving the United States. There was significant interest in arranging both in-person and virtual trainings for their advisor teams, and owners appreciated the opportunity to refresh their knowledge and better position the Keys for their clients.

A major trend was strong interest in romance travel, especially destination weddings. Advisors noted increasing client demand for an island-style wedding experience without international travel. The Keys resonated due to accessibility, diversity of venues, and its Caribbean-like atmosphere within the U.S.

Educational panels and networking events offered valuable insights into advisor business trends and challenges, while reinforcing relationships with owners who influence large sales teams.

Continue attending the Travel Agency Owners Forum but shift participation to a bi-annual schedule to maintain visibility and maximize ROI.

**Fort Lauderdale International Boat Show 2025  
Fort Lauderdale, FL**

**October 29–November 2, 2025**

**Ed Simon, Destiny Bradley, Yves Vrielynck, Bill Hanbury, Ulysses Busch, Kara Franker,  
Jules Powers**

The team was excited to represent The Florida Keys & Key West at FLIBS 2025, the largest in-water boat show on the planet. The show's impressive scale—featuring more than 1,300 vessels and attendance exceeding 100,000—provided a strong platform to connect with boating communities, marine professionals, and travelers seeking the one-of-a-kind experiences the Keys are known for.

Visit Florida Keys received consistent and enthusiastic engagement, with many attendees remarking on how much they love the Keys. Media exposure added to this momentum as FOX Sports and on-air host Kristen Beat stopped by to feature The Florida Keys as an iconic destination for life both on and beneath the water. This segment helped drive additional visibility and increased booth traffic throughout the show.

Visit Florida Keys also partnered with Hawks Cay Resort and Two Conchs Charters on a highly popular giveaway that included a two-night stay and a full-day offshore fishing adventure. This collaboration helped reinforce the authentic, adventure-driven appeal of the Keys and created excitement among show attendees.

Across the five-day event, the team distributed a substantial number of brochures and destination guides. Conversations frequently centered around:

- Marina capabilities, including slip lengths and vessel accommodation
- Opportunities to combine boating, fishing, or yachting experiences with meetings and incentive programs
- Accessibility and the diversity of experiences across the island chain
- Best routes for traveling to the Keys by boat

Interest in marina-related information was especially strong. In response, internal discussions regarding the addition of a dedicated marina resource section to the new website to better support both meeting planners and boating travelers.

The team recorded 21 qualified group inquiries from attendees expressing real interest in hosting a meeting, retreat, or incentive program in the Florida Keys. This level of engagement signals meaningful potential for new group business tied directly to the marine lifestyle and boating culture that FLIBS attracts.

FLIBS remains a high-value show for Visit Florida Keys, providing quality leads, strong visibility, and meaningful engagement. Continuing to exhibit—with added marina resources and partnerships—will maximize future success.

**WORLD TRAVEL MARKET**  
**London, England**  
**November 4-6, 2025**  
**Sabine Chilton, Ed Simon, Axis Travel Marketing**

Visit Florida Keys represented the destination at World Travel Market (WTM) from November 4-6, 2025, at the ExCel Exhibition Center in London. Our booth was strategically positioned within the USA Pavilion. Valued hospitality partners like Davidson Hospitality and Baker's Cay Resort joined us on this venture. Our UK trade and PR representation agency, Axis Travel Marketing, provided excellent support to facilitate both trade and media appointments throughout the event.

World Travel Market London continues to be the largest and most influential tourism trade show in the United Kingdom, maintaining its prestigious reputation since its inaugural edition in 1980. This year's event demonstrated remarkable growth, with over 46,000 visitors in attendance and nearly 4,150 exhibitors participating, representing a significant increase from previous years and underscoring the vital importance of this platform for international tourism promotion.

Axis Travel Marketing delivered exceptional results by securing an impressive roster of scheduled appointments with major tour operators representing the upper echelon of the UK travel trade. Notable meetings included industry leaders such as Virgin Atlantic Holidays, British Airways Holidays, First Class Holidays, Jetset, Travel Republic, and Travelbag, among numerous other influential operators. The show floor maintained robust activity throughout the three-day event, with a consistent flow of travel professionals actively seeking destination information and partnership opportunities.

The overall sentiment regarding long-haul travel to the United States remained remarkably positive and optimistic, particularly noteworthy given the current political climate and challenges facing international travel. While USA destinations experienced some softness overall, Florida emerged as one of the stronger performing states in the portfolio. Performance for the Florida Keys varied by operator, with some reporting slight decreases, others maintaining flat bookings, and some experiencing growth. The outlook for 2026 is decidedly positive and hopefully will continue to gain momentum.

UK consumers demonstrate distinctive travel planning behaviors that significantly influence our marketing strategies. British travelers plan and book their vacations in advance, taking advantage of installment payment options that make long-haul destinations more accessible. Several tour operators have capitalized on this extended booking window by offering 2026 vacation packages at 2025 rates, creating compelling value propositions for early bookers. The typical booking window ranges from six to nine months prior to travel, with stays in the Florida Keys averaging three to four nights, however, there has been a notable increase in last-minute bookings, reflecting evolving consumer behavior and the desire for spontaneous travel experiences. The typical client itinerary spans twelve to fifteen nights and commonly includes flying into Miami, driving through the Florida Keys with Key West as the ultimate destination, followed by exploration of Florida's West Coast. Peak booking periods for UK travelers to the Florida Keys occur primarily in January and April, aligning with traditional vacation planning cycles. However, the destination attracts UK visitors year-round, serving diverse demographic segments including couples, empty nesters, and honeymooners throughout the year, with families predominantly traveling during summer months and school holiday periods. Accommodation preferences span both traditional hotels and vacation rentals, reflecting the diverse needs of the UK market.

Current itinerary patterns show visitors typically allocating two to three nights in the Florida Keys, though this is steadily increasing to six to seven nights as tour operators introduce and promote longer-stay packages. Several operators have already successfully incorporated extended Florida Keys itineraries into their product offerings. Pre- and post-cruise add-ons represent a growing segment, as do returning customers who previously focused exclusively on the Orlando area and are now venturing to explore new Florida destinations.

An exciting opportunity on the horizon is the FIFA World Cup, which presents significant potential for the destination. The five to six-day intervals between matches create ideal

opportunities for visitors to explore the Florida Keys, particularly when combined with multi-city itineraries utilizing direct flights to Key West from major gateway cities including Atlanta and New York.

Performance analysis reveals that 2024 was a strong year for the destination, while 2025 showed flat to slightly decreased numbers—a respectable outcome given the various political and economic challenges impacting international travel. The forecast for 2026 appears promising, supported by increased flight capacity and realigned hotel rates that enhance competitiveness. Most tour operators report pacing on schedule for 2026. An emerging trend reflects the growing consumer desire to "live in the moment" and embrace immediate experiences, driven by ongoing uncertainty surrounding climate change, geopolitical conflicts, and economic volatility.

The Florida Keys and Key West received overwhelmingly positive reception from both travel trade professionals and media representatives. Our destination's distinctive brand pillars—sustainability, authenticity, unique offerings, and consistently warm, sunny weather—continue to resonate strongly with UK visitors seeking memorable and differentiated travel experiences. The feedback from tour operators was exceptionally encouraging, with multiple operators proposing cooperative marketing campaigns that are currently under review. Additionally, several operators have requested destination training sessions to enhance their sales teams' knowledge and confidence in selling the Florida Keys.

Tour operators expressed high satisfaction with the abundant accessibility options and diverse lodging inventory available within the destination.

Travel agents and tour operators demonstrated enthusiastic receptiveness to the Florida Keys, consistently identifying the destination as one of their top performers within Florida. While some operators work with smaller booking volumes, they operate within affluent travel networks that generate substantially higher per-booking values, with some individual bookings reaching up to \$25,000. Room night production varies considerably by operator size and specialization, ranging from 50 to 1,500 room nights annually.

The United States maintains its position as the preferred long-haul destination for UK travelers while Japan has emerged as a trending new destination. The majority of bookings are facilitated through established receptive operators including ATI, Bonotel, and Hotelbeds, among others.

Next year's World Travel Market will return to the ExCel Exhibition Center from November 3-5, 2026, and Visit Florida Keys will once again offer cooperative participation opportunities for hospitality partners. The UK market represents one of our top three international source markets, and our strategic focus remains on encouraging longer lengths of stay that enables visitors to experience the complete destination. Through continued training initiatives, strategic partnerships with tour operators, and compelling cooperative marketing efforts, we are well-positioned to capitalize on the positive momentum building for 2026 and beyond.