

Axis Executive Summary

- **Sales Calls & Market Conditions:** Key operator meetings (FDM Travel, Family Traveller) indicate softer 2025 demand in Scandinavia due to political sensitivities, but strong recovery expected for 2026; planning underway for a joint Danish Peaks campaign launching January 2026.

- **Event Presence & Trade Engagement:** Strong participation across major trade events including Brand USA Travel Week, Lusso Showcase, Discover America Nordic Roadshow, and Tour America Red Cow, generating high agent and consumer interest despite overall slower 2025 U.S. bookings.

- **WTM 2025 Planning:** Invitations issued across UK, Irish, Scandinavian, and Italian operators; ~33 appointments secured, schedule coordinated with Sabine and Davidson Hospitality, and additional networking opportunities confirmed.

- **Trade Support & Product Assistance:** Axis provided frequent assistance to operators on itineraries, product queries, and U.S. travel concerns, while partners such as Ocean Holidays explore expanding Keys content with attraction bundles and increased regional representation.

- **Training & Joint Marketing:** Delivered targeted agent training; supported Visit USA UK campaigns; and progressed JMAs with Elegant Resorts, TravelBag, and Visit Florida. The Travel Gossip Key Lime Academy promotion exceeded all KPIs, significantly boosting agent engagement. Campaign results exceed targets:

7,377 agents reached (goal 7,000).

21,169 impressions (goal 20,000).

4,162 engagements; 435 clicks to training platform.

Oct website banner: **108,596 pageviews**.

- **2026 Event Preparation:** Registrations completed for key 2026 trade events including Unite USA, Swanson's Consumer Day, Visit USA Italy Showcase, and Visit USA UK Thanksgiving Reception (26 Nov 2025).

- **Communications & Reporting:** Quarterly Trade Newsletter distributed featuring Keys updates and WTM promotion; room-night production requested from top UK partners (Webbeds, BA Holidays, Virgin Holidays, Dnata).

- **Fulfilment & Demand Indicators:** September 2025 saw **410 trade** and **18 consumer** fulfilments; FY25/26 YTD totals reflect early-year steady activity compared with historic trends.

- **Digital & Market Insights:** Social media activity delivered **6,123 X impressions** and **498 engagements** (avg 3.9% rate) and **1,377 Instagram views**; T&E sector updates highlight increased industry focus on AI, sustainability, operational disruptions from the U.S. government shutdown, and major media shifts such as the TTG print closure.



The Florida Keys & Key West Activity Report Oct 2025



SALES CALLS / TRAVEL TRADE ASSISTANCE / EVENTS

Sales Call - FDM Travel - Birgitte Vraadh, Product Manager

Axis met Birgitte while she was attending Brand USA in London to discuss the Danish market this year, issues with USA bookings and how the market is starting to recover. Most operators have held back on marketing the US this year due to the boycotting of Danish/Scandinavians of the US because of Greenland comments/sovereignty. Also discussed a campaign for the Danish market to coincide with new 25/26 budget. Plans in place to launch it in Peaks – Jan 2026 with 3 other Florida partners - Kissimmee, Fort Myers, Fort Lauderdale & FKKW. Birgitte to send proposal when back in her office after Brand USA week.

Sales Call – Family Traveller – Matthew Gardiner, Consultant

Axis held virtual call with Matthew to discuss exhibiting at the second annual Family Traveller consumer show in March 2026. The event will continue to offer ziplining, wall climbing and abseiling but regular participation also available. Prices range from £5,000 for a more interactive participation like having a dry surf machine for kids to try their skill at surfing. If FKKW are interested in just a small booth, we could invest much less for a shell scheme set up without an activity connected. The Cruise show is part of this event on the same days as this event. We might want to consider this section as cruising so extremely popular with the UK market.

Axis to discuss with Sabine if we want to move some funds around to participate as not a budgeted event for this budget season 2025/26

Event – Lusso Travel showcase –Sarah Gibbon, Product Manager USA

Axis attended their retail trade showcase event with presentation. It was originally scheduled for July but postponed to 1 October when more agents in the Bath region were available.

Event – Brand USA Travel Week -

Axis attended the first day of the event with Yves Vrielynck and Ed Simon from FKKW HQ. The day had educational sessions and updates on Brand USA activities for 2026 including the new marketing campaign for America's 250th Anniversary. AI and how it is already infiltrating travel was panel discussion and examples explored.

The day included an evening networking event where Axis introduced Ed and Yves to UK tour operators in attendance along with trade partners including Visit USA UK/Ireland.

Axis also arranged for brochures and giveaways to be sent to Yves and prepared a mini update on the 9 accounts from our region registered for meetings (4 UK, 2 Norway, 2 Italy, 1 France.



The Florida Keys & Key West Activity Report Oct 2025



Event – Discover America Nordic Roadshow

Axis prepared collateral information, presentation and booking arrangements made to attend this travel agent roadshow to three key Nordic markets – Norway, Finland and Sweden.

Discover America Sweden did a presentation prior to the Stockholm event highlighting the Nordic markets and the Visit USA/Brand USA official figures of inbound USA from these markets.

Each event was slightly different, but most consisted of free flow of agents around the exhibiting suppliers, of which FKKW was one. Each event was held in the evening after work so more agents could attend. Interest in Florida Keys was strong although this year, overall bookings were slow because of US political views being sensitive to this region. There is a more positive outlook for 2026 and tour operators will start to promote more strongly than earlier this year.

Approx: Oslo – 50 agents, Helsinki – 40 agents, Stockholm – 50 agents

Event Planning – WTM Tradeshow London (4-6 November 2025)

Axis created invite and sent out to appropriate tour operators in UK mainly with a selection to Scandinavian, Irish and Italian operators. Appointments were secured for the show directly and via WTM official appointment diary (managed jointly with Sabine). Predominantly tour operator appointments with a few auxiliary trade partners and one UK charity for shark conservation with previous dealings in FKKW. Approximately 33 appointments booked for the 3 days.

Axis fielded some of the PR/Blogger requests for UK only – US based content creators redirected to Mary at HQ.

Axis prepared the Briefing pack, re-confirmed appointments and liaised with Davidson Hospitality on appointment schedule.

Axis secured invites to First Class Holidays partner presentation, London Travel Innovation Night with Travel Massive and Wanderlust partners' event.

Event - Tour America Red Cow

Axis attended the 30th anniversary event and Red Cow Sales Day for Tour America's consumer event on 3 Oct and 5 Oct in Dublin. The 30th event included all senior directors, sales staff, operation and marketing staff of Tour America and select destination partners and airline partners.

The Red Cow Sales Day was successful with over 4,500 RSVP's from their clients and official attendance came in at approximately 2500. 30 exhibitors ranging from airlines, cruise ships to destination tourist boards. Axis had a table in the exhibition section to promote FKKW to

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The Florida Keys & Key West Activity Report Oct 2025



all customers on the way to book 2026 holidays with Tour America. Excellent opportunity to educate and inform consumers on why FKKW was a great holiday destination for couples, family, honeymooners and friends travelling together. Handed out brochures, maps, giveaways to remind them of the Keys. The event is worth attending annually.

Travel Trade Assistance – Travel Counsellors – Danielle Williams, Partnership Manager USA

Danielle was concerned about effects on travel to US with the US Government shutdown. Axis checked about the two national parks and sent article Kara XXX published. Too early to say if any other travel would be affected however all parts of FKKW are operating as normal is the key message.

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

Visit Florida sent to Axis the B roll film for review by FKKW for any edits. The film was in conjunction to the Florida Huddle UK signature dinner attended by Ed Simon as Gold Sponsor. It was part of the package. Axis sought approval from HQ on the film as provided.

Travel Trade Assistance – Not Just Travel – Sally Ward, Consultant

Axis assisted request via Visit USA website for ideas in Keys from her personal visit to Florida coming up. We sent the recently updated 7-day itinerary to assist her in planning.

Travel Trade Assistance – Journey the World - Rebecca Mead, Consultant

Axis helped the request for suggestions and things to do in Key Largo and Islamorada – clients booking Bakers Cay and Isla Bella resorts for a 10-night stay!

Travel Trade Assistance – Global Hospitality – Yvonne Eyking, Director of Sales - Miami

After recent sales calls in UK, they wanted Axis' opinion on the market as to why less Marathon based hotels are featured in tour operator brochures. Axis prepared an update email on the popular resorts/hotels used by UK trade. With Courtyard Faro Blanco having a UK based representative that will help grow the visibility of Marathon region in conjunction with the training and discussions by Axis on behalf of Visit Florida Keys.

Travel Trade Assistance – Ocean Holidays – Helen Taylor, Product Manager USA

They are looking to expand their value-add ocean explorer programme into other areas of Florida. They want to add some attractions in the Keys and want direct contacts to approach for partnership on a voucher redemption basis. The idea is to offer clients a bundled ticket package with their Florida Keys booking.



The Florida Keys & Key West Activity Report Oct 2025



Trade Training – Ocean Holidays – Keren Bleich, Sales Management

Axis held one virtual training for sales and reservation staff – approx. 18 attended. It covered helpful tips, unique activities and covered why travel to 5 regions is good to include for all itineraries.

Axis also sent link to recorded training session for any staff not able to attend.

Trade Training Coordination – Visit USA UK virtual training

Axis supplied extra images of the social media Visit USA are doing to promote the November training on FKKW.

JOINT MARKETING & CONSUMER CAMPAIGNS

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

Axis working with marketing department of Elegant for proofing of content for social media part of JMA and new, longer itinerary creation.

JMA - Travel Gossip – Cherish Westbury, Snr Account Manager

Axis received report of trade campaign to promote Key Lime Academy to UK based agents. Objective to increase registration and completion of course. Incentive is a LoveToShop Voucher. Axis needs to download list of agents who completed training and draw a winner in November.

Results: Facebook and Instagram ads 15-30 Sept reached 7,377 agents (target 7K) and 21,169 impressions (target 20K). 4,162 post engagements (video views, click, reactions etc) with 435 clicks to Key Lime Academy. Then Oct had their website banners with 108,596 pageviews. Successful campaign.

JMA – TravelBag – Katie Ellis, Destination Manager

Axis sent over images, logos and information to get working on the creatives for the recently agreed JMA. Prep work and proofreading of socials included.

JMA – Visit Florida – Gill Standeven, Account Director Travel Trade

Axis sent the Partnership Marketing document to Sabine for consideration of additional activities FKKW could participate besides the named events in our 25/26 budget. Their Silver/Bronze category would be of interest as includes extra training for a Florida Week with TTG. There is money in the budget to support.



The Florida Keys & Key West Activity Report Oct 2025



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. Registered for following 2026 events: Unite USA, Swanson's consumer day, Visit USA Italy showcase and Visit USA UK Thanksgiving reception for 26 Nov 2025.
4. Axis created and sent the Quarterly Trade newsletter on updates in the Keys and promoted WTM presence.
5. Room night production request for Oct 24-Sept 25 from Top 4 accounts from UK: Webbeds, BA Holidays, Virgin Holidays and Dnata (TravelBag, Gold Medal, Travel Republic)

OVERVIEW OF FULFILMENT REQUESTS

Trade Fulfillment in Sept 2025:	410
Consumer Fulfillment in Sept 2025:	18
Fulfilment via VUSA Website in Sept 2025:	0

Month	Consumer	Trade
October 25	18	410
November 25		
December 25		
January 26		
February 26		
March 26		
April 26		
May 26		
June 26		
July 26		
August 26		
September 26		
Total:	18	410
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

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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 24/25	211	7,303
Total FY 25/26 - YTD	18	410
Grand Total	4,785	10,302

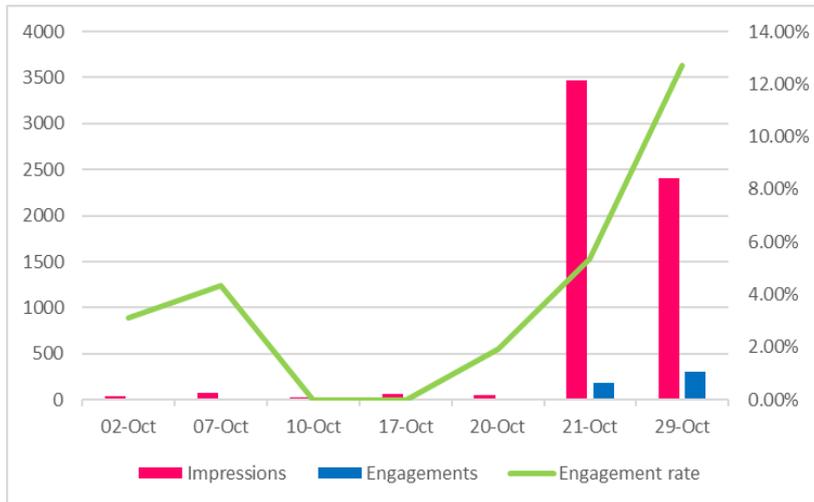
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SOCIAL MEDIA

X (Twitter):

Date	Impressions	Engagements	Engagement rate
02-Oct	32	1	3.13%
07-Oct	69	3	4.35%
10-Oct	29	0	0.00%
17-Oct	57	0	0.00%
20-Oct	52	1	1.92%
21-Oct	3,473	186	5.36%
29-Oct	2,411	307	12.73%
Total	6,123	498	AVE 3.9%



Top Impressions:

axis **AxisTravelMarketing** @AxisTravel · Oct 21

🏴‍☠️ When the undead hit the road! Thousands of “zombie” cyclists kicked off #FantasyFest2025 at Key West’s annual Zombie Bike Ride — spooky and spectacular! 🎃🌴 #FloridaKeys

🗨️ 🔄 ❤️ 2 📊 3.6K 📌 📤

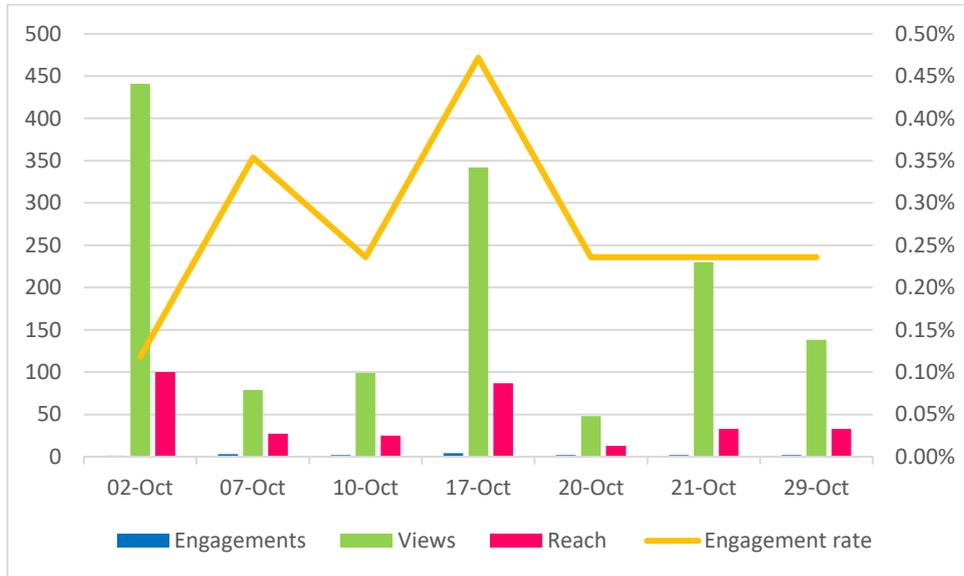
Top Engagement Rate:



Instagram

Posts:

Date	Engagements	Views	Reach	Engagement rate
02-Oct	1	441	100	0.12%
07-Oct	3	79	27	0.35%
10-Oct	2	99	25	0.24%
17-Oct	4	342	87	0.47%
20-Oct	2	48	13	0.24%
21-Oct	2	230	33	0.24%
29-Oct	2	138	33	0.24%
Total	16	1,377	318	AVE 0.27%



Top Views:

Top Engagement Rate:



T&E REPORT

- **The UK 2025 ABTA Travel Convention** was held in Mallorca from October 6-8, with sessions focusing on the most pressing legal and operational challenges facing the UK travel industry.
- **TTG Print Closure:** On October 22, TTG Media announced the closure of its print magazine to accelerate its strategy in digital content, data, and events.
- **TTG Travel Experience 2025:** The 62nd edition of the trade-only TTG Travel Experience and InOut | The Hospitality Community events took place in Rimini, Italy, from October 8-10, with attendance up 3% from the previous year.
 - The event's theme was "Awake to a New Era," focusing on the impact of artificial intelligence, sustainability, and changing consumer behaviour in the tourism industry.
 - TTG launched a preview of "Aura," a new international hub for luxury travel set to debut in Florence in October 2026.



The Florida Keys & Key West Activity Report Oct 2025



- **TTG UK Travel Industry Awards:** The winners of the 2025 awards were announced in London. Jet2holidays was named Large Tour Operator of the Year, an agent-judged category. The shortlist for the Top 50 Travel Agencies by TTG 2025 was also revealed.
- **Travel Weekly – 16 Oct 25:** The shutdown of the US government, now into its third week, is causing increasing disruption to flights and delays at immigration, raising concerns about the impact on half-term holidaymakers.

USAirtours chief executive Guy Novik reported “an increase in calls to our on-call duty team overnight and an increase in missed connections” this week due to longer waiting times at immigration.

Controller shortages at Los Angeles’ Hollywood Burbank, Denver and New York Newark airports caused delays, with the Los Angeles regional airport reporting no controllers at all from 4.15pm to 10pm on one day.

The Federal Aviation Administration also reported delays at Phoenix, Houston, Chicago, Boston, Philadelphia and Nashville airports due to staff shortages.

the US Travel Association estimated the cost of the shutdown to the industry at almost \$2 billion at the start of this week.

Executive Summary – November 2025

Monthly Report

Events & Trade Shows

- Successfully executed **WTM London**, completing setup, meeting prep, and holding **33+ trade appointments** plus 10 PR/blogger meetings.
- Attended First Class Holidays presentation and key industry networking events.
- Represented FKKW at **Visit USA UK Thanksgiving Reception**.
- Requested participation in **Visit USA Italy** pre-showcase event (Feb/Mar 2026).

Travel Trade Assistance

- Transition at **Travel Counsellors**: new Destination Manager introduced; meeting set for December.
- Submitted video for **Ocean Holidays / Hays Travel** in-store promotion.
- Provided consumer assistance via Visit USA UK website.
- Updated FKKW on **DNATA UK / Travel Republic** closure.
- Delivered online training for Visit USA UK; **Hays Travel** training confirmed for 16 December.

Joint Marketing & Consumer Campaigns

- Reviewed and approved JMA assets for **Elegant Resorts, TravelBag, Lusso Travel, Gold Medal**.
- Confirmed participation in **FDM Travel 2026 Florida Peaks campaign** (multi-partner, strong value).
- Proposed investment for **Trailfinders Q1 campaign**; awaiting formal proposal.
- Supported **Hays Travel peaks 2026** initiative via Brand USA.

Internal

- Ongoing tour operator outreach, agent training promotion, and event registrations.
- Requested room-night production from UK top accounts.

Social Media & T&E Report

1. Social Media Performance

X (Twitter)

- **Total impressions:** 108
- **Total engagements:** 1
- **Average engagement rate:** 1.2%
- Activity remained low, with only one post generating engagement (25 Nov at 5.88%).

Instagram

- **Total engagements:** 11
 - **Total views:** 722
 - **Total reach:** 590
 - **Average engagement rate:** 0.26%
 - Strongest performance on **20 Nov (0.35%)** and **25 Nov (0.47%)**, driven by higher reach and viewership.
-

Travel & Tourism Industry (T&E) Highlights

Brand USA Funding Restoration

- New bipartisan **Visit USA Act** aims to fully restore Brand USA's federal funding by reallocating all ESTA fees.
- Would reverse prior 80% funding cut and support major upcoming events (2026 World Cup, America 250, 2028 Olympics).
- Seen as critical to driving inbound tourism and economic impact estimated at **\$100+ billion**.

Gold Medal Brochure Launch

- New 132-page USA & Canada brochure for 2025–26 released.
- Expanded 2026 Hawaii product following strong demand; Canada bookings up 20% YoY.

Premier Holidays Joins AITO

- Ahead of its 90th anniversary, Premier Holidays gains AITO membership, reinforcing credentials in sustainability, financial protection and customer service.

UK Aviation Trends

- UK set for **busiest Christmas travel period ever** in December 2025.
- Passenger numbers projected to exceed **300 million** in 2025.
- Strong growth at Bournemouth, Liverpool and Edinburgh airports; CAA warns of winter travel disruptions.

Newmarket Holidays – Early Release 2028

- Launches “ultra early” bookings for 2028 long-haul itineraries across North America, Asia, India and Africa.
- Offers agents long-term availability security to meet rising early-booking trends.



The Florida Keys & Key West Activity Report Nov 2025



SALES CALLS / TRAVEL TRADE ASSISTANCE / EVENTS

Event Planning & Event – WTM Tradeshow London (4-6 November 2025)

Axis put the finishing touches to the organisation of the show and met up with Sabine at the stand on day prior to ensure all was set up correctly and dropped off brochures, table clothes, sundries needed.

The show went extremely well with appointments being predominantly tour operator oriented with a few auxiliary trade partners and one UK charity for shark conservation with previous dealings in FKKW. Approximately 33 appointments held over the 3 days plus walk-ons and general interest of Florida Keys by the travel agents attending.

Axis held 10 PR/Blogger appointments for UK

Axis attended with Sabine the First Class Holidays partner presentation, London – their new USA brochure has more product in The Keys included for 2026.

Axis attended Travel Innovation Night with Travel Massive and Wanderlust partners' event.

Follow up and reporting completed after the show.

Event – Visit USA, UK – Kate Kenwood, CEO

Axis attended the annual Thanksgiving reception with all partners – Tour operators who attended included: American Affair, Freedom Destinations, Purely America, TravelBag, American Sky and America As You Like It

Event Planning – Visit USA Italy Showcase – Feb/Mar 2026

Axis enquired about the pre-showcase trade event. 8 participating partners can do a 10 min presentation to approx. 50 travel agents from the Norther/Central area of Italy. It's a one day event the day before the showcase for \$500. Axis has requested participation and awaiting confirmation. The Showcase is for tour operators and media only – different audience.

Travel Trade Assistance – Travel Counsellors – Danielle Williams, Destination Manager

Announcement that Danielle is transitioning to a travel agent within TC and the new person taking over from 10 November is Casey Hurford, Destination Manager North America for tourism boards. Introduction to Axis and Florida Keys sent to Casey. Call set up for December.

Travel Trade Assistance – Ocean Holidays – Abigail Dunn, Marketing Manager

Opportunity to participate in a Hays Travel promotion Ocean Holidays are doing by way of having a giant wall with select videos of destinations they sell. Axis submitted video clip to be integrated for 30 second feature – sizzle coverage requested to really stand out on The Keys.

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Travel Trade Assistance – Visit USA, UK Website

Request came in for assistance on by a consumer wanting help on places in the Keys to see while on their Easter trip in 2026. They had not been before so wanted general information that Axis provided.

Travel Trade Update – Travel Republic

Sent to FKKW the unfortunate news that DNATA UK is closing this B2C online brand. The marketing proposal from WTM is now obsolete. DNATA UK is currently up for sale.

Trade Training – Visit USA UK virtual training

Axis did a 30min online training session for agents arranged through Visit USA. There were over 80 sign-ups and approx. 40 agents attended on the day. Axis to send link to those who could not attend. The training will be housed on the Visit USA portal for 1 year.

Trade Training – Hays Travel – Andy Pickering, Senior Product & Partnership Manager

Axis confirmed availability to do 4 slots of 30-minute trainings for their travel agents on 16 December. This was part of the JMA agreement agreed by FKKW HQ. Hays Travel are a large UK independent travel agency with shops and homeworking agents.

JOINT MARKETING & CONSUMER CAMPAIGNS

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

Axis proofread the Instagram stories and Facebook drafts. Draft article “Spirit of Keys” for Elegant Traveller Magazine proofed and sent for approval by Sabine. To be distributed Q1.

JMA - FDM Travel - Birgitte Vraadhal, Product Manager

Axis agreed joint Florida campaign for Peaks – Jan 2026 with Kissimmee, Fort Myers, Fort Lauderdale & FKKW.

- 1 year of visibility on fdm-travel.dk (30 landing pages)
- 1 campaign itinerary featuring all 4 partners
- 3 editorial blog posts
- 3 dedicated newsletters
- 3 organic & 3 paid social media posts (FB + IG)
- Online sales training (60 min)
- Florida presentation at FDM booth during Ferie for Alle (Feb 2026)
- Consumer competition (flight tickets with SAS)

Contribution is \$5000 per partner. Excellent value.

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JMA – Gold Medal – Steph Clayton, Partnership Marketing Executive

For the cruise JMA Axis proofed the features and requested more destination information to be included with the cruise promotion for pre/post stays. Sent better images for a dreamier presentation of FKKW as the images they used were older.

JMA – TravelBag – Katie Ellis, Destination Manager

Axis proofed “Escape edition” email being distributed on 8 November

JMA – Lusso Travel – Sarah Gibbons, Senior Product manager USA, Bermuda & Mexico

Axis proofed the 1-page destination advertorial for their new USA brochure launching in 2026. Tins

JMA – Trailfinders – Bethanie Hall, Marketing Manager

New opportunity to participate in a joint Florida Q1 campaign. Trailfinders requested how much we could offer and we suggested £6000/\$8,000 to include VAT. Their campaigns are always more expensive than other tour operators and their volume is quite high – they get results. They will come back with a proposal by end of Nov/early Dec.

JMA – Hays Travel via Brand USA

Axis gave feedback on the collaboration opportunity from Brand USA across the whole of Hays Travel for peaks 2026. This initiative is being coordinated by FKKW HQ and Axis will help facilitate any of the activities requested.

TDC INTERNAL

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3. Registration information sent in as follow up to Unite USA for March 2026 & Swanson’s consumer day with Discover America Denmark for Feb 2026
4. Room night production request for Oct 24-Sept 25 from Top 4 accounts from UK: Webbeds, BA Holidays, Virgin Holidays and Dnata (TravelBag, Gold Medal)

OVERVIEW OF FULFILMENT REQUESTS

Trade Fulfillment in Sept 2025:	0
Consumer Fulfillment in Sept 2025:	15
Fulfilment via VUSA Website in Sept 2025:	0



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Month	Consumer	Trade
October 25	18	410
November 25	15	0
December 25		
January 26		
February 26		
March 26		
April 26		
May 26		
June 26		
July 26		
August 26		
September 26		
Total:	33	410
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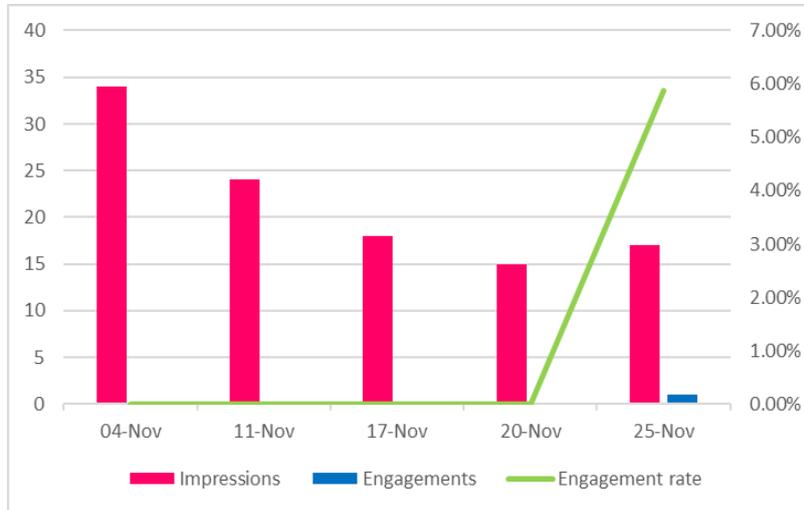
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SOCIAL MEDIA

X (Twitter):

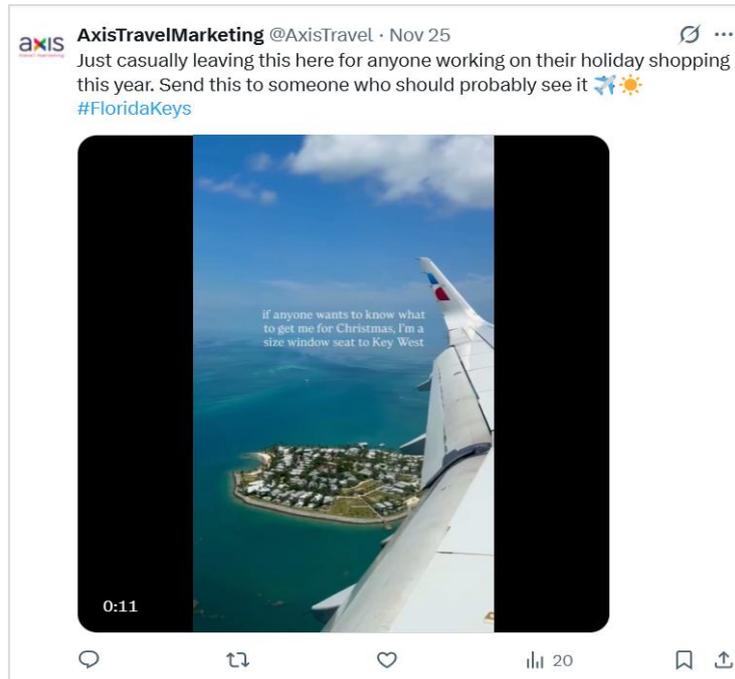
Date	Impressions	Engagements	Engagement rate
04-Nov	34	0	0.00%
11-Nov	24	0	0.00%
17-Nov	18	0	0.00%
20-Nov	15	0	0.00%
25-Nov	17	1	5.88%
Total	108	1	1.2%



Top Impressions:



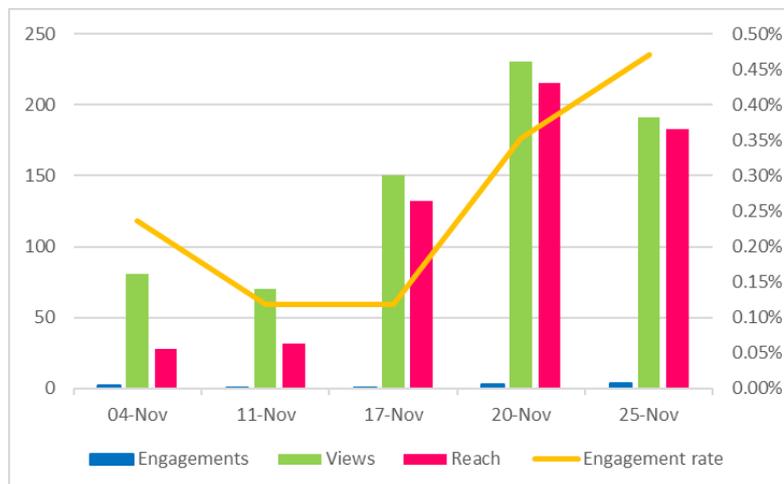
Top Engagement Rate:



Instagram

Posts:

Date	Engagements	Views	Reach	Engagement rate
04-Nov	2	81	28	0.24%
11-Nov	1	70	32	0.12%
17-Nov	1	150	132	0.12%
20-Nov	3	230	215	0.35%
25-Nov	4	191	183	0.47%
Total	11	722	590	AVE 0.26%



Top Views:

axistravelmarketing
Original audio

axistravelmarketing Looking for a place to slow down and reset this winter? You're looking for Islamorada. 🌅🌺

Explore where to eat, wander, and spend your days on the water at visitfloridakeys.com

2 w

velimirmison With 175% higher prices
2 w Reply

[View Insights](#) [Boost reel](#)

2 likes
20 November

Add a comment... [Post](#)

Top Engagement Rate:

axistravelmarketing
Original audio

axistravelmarketing Just casually leaving this here for anyone working on their holiday shopping this year. Send this to someone who should probably see it 🌴🌺 #floridakeys

1 w

[View Insights](#) [Boost reel](#)

4 likes
25 November



The Florida Keys & Key West Activity Report Nov 2025



T&E REPORT

New legislation aims to restore Brand USA funding ahead of World Cup: Brand USA could soon get its funding firepower back ahead of huge events like the 2026 World Cup and 2028 Los Angeles Olympics.

- The Visit USA Act has been introduced in Congress by bipartisan Florida lawmakers Kathy Castor and Gus Bilirakis. It aims to fully restore federal support for Brand USA by reallocating all visa waiver (ESTA) fees back to the organisation.
- Brand USA's federal funding was cut by 80% to \$20 million, even as the ESTA fee was nearly doubled to \$40. The bill would reverse that hit and stabilise its budget.
- Brand USA uses a public-private partnership model, matching travel industry contributions with a portion of ESTA fees, so it does not rely on general taxpayer funds.
- Supporters say full funding would let Brand USA scale up global marketing, attract more international visitors, and maximise the economic boost from the World Cup, America 250 celebrations, and the Olympics. Estimates suggest these events could bring around 40 million visitors and over \$100 billion in economic impact.
- The bill has backing from a wide coalition of travel, lodging and hospitality groups, who see Brand USA as essential for inbound tourism and jobs, particularly in states like Florida that rely heavily on international visitors.

Gold Medal launches US and Canada brochure and incentive: Gold Medal has launched a new USA and Canada campaign built around a 132 page brochure for 2025 and 2026, featuring multi centre trips, road journeys, beach and resort stays and more.

- The brochure completes Gold Medal's 2025-26 portfolio and highlights cities, landmarks and national parks across the US and Canada.
- Product has been boosted for Hawaii in 2026, including a new island hopping itinerary after a strong year for the destination.
- Canada bookings are up 20% year on year, with Rocky Mountaineer named as especially popular.

Premier Holidays joins Aito ahead of 90th anniversary: Premier Holidays has joined Aito, underlining its position as a long standing, specialist tour operator ahead of its 90th anniversary in 2026.

- The move comes as the company approaches its 90th anniversary in 2026, having been founded in 1936 and building a reputation for tailor made, meaningful travel across Asia, the Indian Ocean, Channel Islands, Middle East, US, Canada and more.
- Aito membership involves strict criteria on financial protection, sustainability and customer satisfaction, areas where Premier Holidays already shows strong performance and leadership.

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The Florida Keys & Key West Activity Report Nov 2025



UK airlines set for 'busiest ever Christmas' after record summer

UK air travel is on course for a record breaking year, with total passenger numbers expected to top 300 million in 2025 after the busiest summer on record.

- December 2025 is expected to be the busiest Christmas period ever, following 22 million passengers in December 2024.
- Strongest year on year passenger growth was at Bournemouth (up 28%), Liverpool (10%) and Edinburgh (9%).
- The CAA is warning travellers to check for disruption during winter due to bad weather and high demand, while government and industry stress the need to keep the UK competitive through airport expansion and airspace redesign at Luton, Gatwick and Heathrow.

Newmarket races ahead with early release of 2028 long-haul holidays: Newmarket Holidays is pushing into "ultra early" 2028 long haul sales via the trade, making 19 of its most popular escorted tours bookable now.

- Programme covers North America, Asia, India and Africa, aimed at travellers planning years in advance.
- Includes updated versions of:
 - 14 day *America's Golden West and Las Vegas*
- Head of trade sales and partnerships Hayley Morris says early launch of 2028 departures gives agents a head start in meeting rising demand for early booking and securing availability with confidence.

Executive Summary December 2025 – Axis Travel Marketing

Sales Calls | Travel Trade Assistance | Events | Joint Marketing

December activity focused on consolidating relationships from key trade events, advancing 2026 sales and marketing plans, and delivering tactical support to priority tour operators and agents across the UK and Ireland.

Events & Trade Engagement

Final follow-up from WTM London was completed, ensuring full leverage of contacts generated. Axis strengthened senior-level relationships at the British Travel Awards through attendance as American Sky's guest, contributing to deeper collaboration with their marketing team following their multiple award wins. Planning is well underway for 2026 trade activity, with Axis confirming participation in the Visit USA Italy pre-showcase event, providing valuable exposure to Northern and Central Italian agents.

Sales Calls & Trade Development

Productive introductory and planning calls were held with key partners including Travel Counsellors, Cassidy Travel (Ireland). This discussion opened new, virtual training and brochure inclusion. The Irish market continues to show strong potential for the Florida Keys, with lower barriers to US travel and high destination affinity. Travel Bulletin discussion opened new opportunities for agent-facing events and virtual training. Trade training for Hays Travel was delivered, though attendance was lower than expected; follow-up is planned to maximise reach with additional sessions if possible.

Travel Trade Assistance

Axis provided hands-on support to First Class Holidays through bespoke destination videos and tailored dining recommendations, enhancing the client experience for confirmed Florida Keys itineraries. Ongoing assistance continues to position FKKW as a well-supported and trade-friendly destination.

Joint Marketing & Consumer Campaigns

Multiple joint marketing agreements were confirmed or executed, ensuring sustained B2B and B2C visibility into 2026. Highlights include a multi-centre campaign with USAirtours (with the Keys featured as Destination of the Month in May 2026), a targeted Irish consumer campaign with American Sky, and participation in high-performing operator campaigns with Elegant Resorts, TravelBag, Lusso Travel, and Trailfinders. These partnerships deliver strong value by leveraging established distribution channels and proven campaign performance.

Internal & Strategic Activity

Axis continued proactive outreach to tour operators for market intelligence and support, promoted online agent training, and initiated room night data collection to assess market performance. The December travel trade newsletter was distributed, reinforcing engagement and delivering seasonal messaging on behalf of FKKW.

Overall, December activity strengthened trade relationships, secured meaningful 2026 marketing commitments, and reinforced Axis's role as a proactive and trusted partner driving demand for the Florida Keys & Key West across priority markets.

Trade Update (December)

Market Confidence & Investment Outlook

- UK travel sector remains **highly attractive for investment**, with increased M&A activity forecast for 2026.
- Strong fundamentals include **high household savings**, sustained intent to travel, and particularly robust demand from the **over-65 demographic**.
- Businesses demonstrating **AI adoption and international growth strategies** are expected to command higher valuations.

Agency & Distribution Growth

- **Independent agencies continue to scale**, with examples such as Travel Angels surpassing £1m turnover and expanding through recruitment, apprenticeships, and stronger local and digital engagement.
- Industry focus remains on **reducing friction for agents** during peak periods through ready-made marketing assets, social content, and training support (e.g. Advantage Travel Partnership peaks campaign).

Luxury & Specialist Travel Strength

- Luxury and specialist operators remain resilient, with **high booking values and sustained growth**.
- Lusso's creation of a new senior business development role signals continued **investment in trade relationships** and confidence in the high-end market.

Product Expansion & Packaging

- Increased emphasis on **dynamic packaging and premium accommodation**, highlighted by Travelpack's partnership with Top Villas.
- Demand continues for **ATOL-protected, flexible, multi-component bookings**, particularly in villa-led and Florida-focused itineraries.

Major Operator Performance

- TUI Group delivered **record overall profits**, despite softer performance in the UK & Ireland division.
- Ongoing investment in **AI, hotels, and cruise products** reflects long-term confidence and a shift toward vertically integrated, experience-led travel.

Trade Associations & Industry Structure

- Aito continues to evolve its membership mix, welcoming larger operators such as Premier Holidays while targeting growth to **150 members by 2027**.
- Movement within associations reflects **strategic repositioning** rather than market weakness.



The Florida Keys & Key West Activity Report Dec 2025



SALES CALLS / TRAVEL TRADE ASSISTANCE / EVENTS

Event Follow up – WTM Tradeshow London (4-6 November 2025)

Final outstanding follow up completed after the show.

Event – British Travel Awards Dinner – Kathryn Glober, American Sky

Axis attended as American Sky's guest on their table at the awards dinner. Their marketing team were there in addition to us guests. Great way to network during the awards and happy to report they won several silver and a bronze award for excellence across various industry categories. Deeper and stronger relationship forged with the marketing team.

Event Planning – Visit USA Italy Showcase – Feb/Mar 2026

Axis confirmed participation in the pre-showcase trade event. 8 participating partners can do a 10 min presentation to approx. 50 travel agents from the Northern/Central area of Italy. It's a one-day event the day before the showcase for \$500.

Sales Call – Travel Counsellors – Casey Hurford, Destination Manager

Axis held introduction call with Casey to explore how we can work together to promote FKKW to their agents. Casey has done a similar role in the past so was familiar with our destination. She will plan to have USA takeover events at venues around the UK. TBC, details later. Will review pricing of events for remainder of 2026 and continue to discuss opportunities with Visit Florida UK office that we could participate in.

Opportunity to send video to be included in their Reel Deals for access by their agents...videos rotate around every 10 seconds for quick intro's to multiple destinations.

Sent 7 day itinerary, hotel contact list in exchange their marketing packages document was received for consideration.

Sales Call – Cassidy Travel - Becci Franklin, Marketing and Brand Manager

Axis held an introduction call to explore Florida Keys opportunities with this Irish tour operator. Although the market overall is smaller than UK, Florida is one of the most popular US destinations. Irish are less sensitive to travelling to US as some many have family ties there. US passport clearance is located at Dublin airport, so immigration is completed before the flight making it very easy to enter the US.

Becci will be working on a Florida brochure in the new year and will approach us then for suggestions/advice on the various regions of the Keys.

As follow up, sent 7-day itinerary sample, hotel contact list and flight grid of airlines serving Key West airport

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Sales Call – Travel Bulletin – Simon Eadells, Sales Director

Axis had planning call to review options to participate in their events for 2026 calendar year. We confirmed the LGBTQ+ virtual training for March and will look at Luxury oriented showcases in 2026 for the future 2026/27 budget after October. Current fiscal has date clashes on a few of the early 2026 confirmed dates.

Trade Training – Hays Travel – Andy Pickering, Senior Product & Partnership Manager

Axis set up the 4 training slots of 30-minute each and sent thru the TEAMS invites to Lissa. Training took place on 16 December. Disappointing attendance of approx. 20 agents. Will send feedback to the partnership manager to see if another session can be arranged for those not able to participate on 16 Dec.

Travel Trade Assistance – First Class Holidays – Keir Ashley, Product Manager North America

Axis supplied FKKW videos for use in their VIP clients video boxes sent with travel documents when confirming a FKKW itinerary. The boxes have a video window in the lid, quite clever and bespoke. Axis also sent them restaurant recommendations near 3 specific resorts in Key Largo, Islamorada and Key West

JOINT MARKETING & CONSUMER CAMPAIGNS

JMA – USAirtours – Mine Yusuf, Senior Product Manager & Marketing Coordinator

New proposal considered agreed to participate in multi centre campaign with:

Bradenton/AMI & Longboat Key

Florida's Space Coast

Visit Central Florida (Polk County)

Cost: \$8900 (£6720)

The Keys will feature as Destination of the Month on their website in May 2026

Includes not only the B2B side of USAirtours but also their B2C arm, TravelPlanners.

Therefore, pricing is good value stretching across two well-known brands.

JMA – American Sky – Kathryn Gover, Partnership Director

Axis agreed to participate in their campaign targeting their Irish customer base with digital marketing and social media elements including features in Sarah Slatterley's Travel Expert activities. She's a popular Irish travel writer. Small investment of £1250 for FKKW.

Will start in January for Q1 activities.

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

Axis proofread the Eshot draft to be sent on Dec 3, 2026 - highlighting Key Largo, Marathon, and Key West

JMA – TravelBag – Katie Ellis, Destination Manager, USA

Axis confirmed invoice to be sent at end of campaign, March 2026 and changed training date as it falls on Unite Showcase FKKW is confirmed attending. In addition, the next email was proofed and scheduled to go out on 12 Dec 2025.

JMA – Lusso Travel – Sarah Gibbons, Senior Product manager USA, Bermuda & Mexico

Axis proofed the final copy of the 1-page destination advertorial for their new USA brochure launching in 2026. All approved and it's gone to print.

JMA – Trailfinders – Bethanie Hall, Marketing Manager

Axis confirmed the new opportunity to participate in a joint Florida Q1 campaign. Fee turned out to be slightly higher at £6500 + VAT. Their campaigns are always more expensive than other tour operators and their volume is quite high – they get results. This is a multi-centre campaign with other Florida destinations included. This helps fund a larger 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. Room night production request sent for Oct 24-Sept 25 to gather all UK Tour Operator production full picture of market. Scandinavia and Italy to be gathered in Q1 2026
4. Axis sent out the December newsletter to travel trade database and included a Season's Greetings message for the holidays from FKKW.



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OVERVIEW OF FULFILMENT REQUESTS

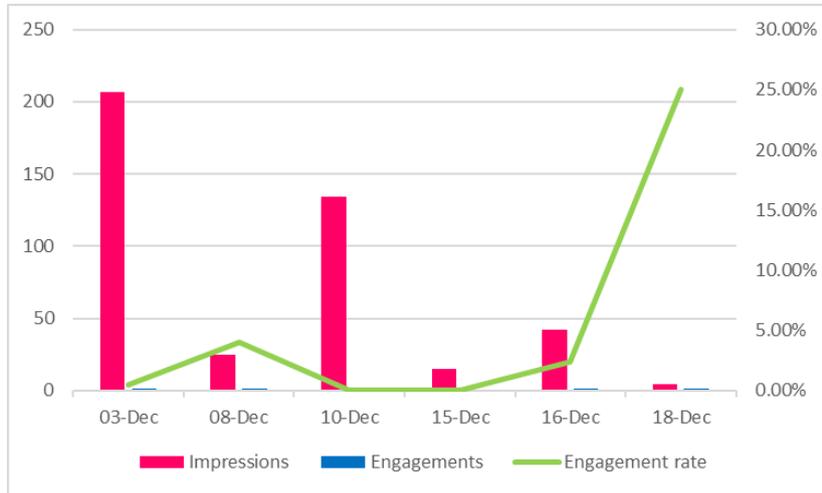
Trade Fulfillment in Dec 2025:	0
Consumer Fulfillment in Dec 2025:	6
Fulfilment via VUSA Website in Dec 2025:	0

Month	Consumer	Trade
October 25	18	410
November 25	15	0
December 25	6	0
January 26		
February 26		
March 26		
April 26		
May 26		
June 26		
July 26		
August 26		
September 26		
Total:	39	410
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 24/25	211	7,303
Total FY 25/26 - YTD	39	410
Grand Total	4,642	10,542

SOCIAL MEDIA

X (Twitter):

Date	Impressions	Engagements	Engagement rate
03-Dec	207	1	0.48%
08-Dec	25	1	4.00%
10-Dec	134	0	0.00%
15-Dec	15	0	0.00%
16-Dec	42	1	2.38%
18-Dec	4	1	25.00%
Total	427	4	5.3%



Top Impressions:



Top Engagement Rate:

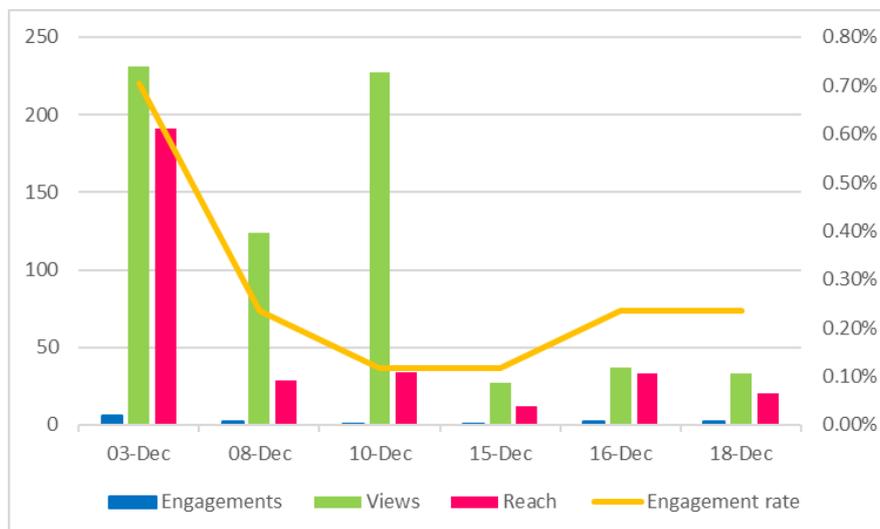
axis **AxisTravelMarketing** @AxisTravel · Dec 18, 2025

An upstairs writing studio, a pool that cost more than the house, and a legendary six-toed cat clan 🐾🐾
Step inside the Hemingway Home Museum in Key West to see how Ernest Hemingway lived in the 1930s.
📍 Old Town, Key West | Open daily for tours

Instagram

Posts:

Date	Engagements	Views	Reach	Engagement rate
03-Dec	6	231	191	0.71%
08-Dec	2	124	29	0.24%
10-Dec	1	227	34	0.12%
15-Dec	1	27	12	0.12%
16-Dec	2	37	33	0.24%
18-Dec	2	33	20	0.24%
Total	14	679	319	AVE 0.27%



Top Views & Top Engagement Rate:



axis axistravelmarketing The southernmost city in the Florida Keys has a way of welcoming you in and making it hard to leave 🌴

From pastel streets and iconic sunsets to fresh seafood and days out on the water, Key West is always worth the trip - whether it is your first visit or your fifteenth.

👤: @jetlagjana

#FloridaKeys #floridakeyslife #travelinspiration

5 w

_scottishquine 🍷🍷🍷🍷

5 w 1 like Reply

[View Insights](#) [Boost reel](#)

5 likes
3 December 2025

Other Posts:



axis axistravelmarketing The Florida Keys have been making headlines — even Sydney Sweeney has been spotted soaking up the sunshine there — and it's easy to see why. Winter in the Keys means warm breezes, clear blue water, and that slow, dreamy island pace that feels a million miles from the UK's grey mornings.

From coral-friendly snorkelling to eco-sailing and pastel-coloured streets, the #FloridaKeys is the perfect winter escape.. 🌴🌊

#sydneysweeney #WinterSun #FloridaKeys #KeyWest

4 w

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1 like
10 December 2025

T&E REPORT

Accountancy firm predicts M&A deals for Loveholidays, Travelopia and Audley Travel:

<https://travelweekly.co.uk/news/accountancy-firm-predicts-ma-deals-for-loveholidays-travelopia-and-audley-travel>

BDO's travel M&A team predicts significant merger and acquisition activity for 2026 involving major brands like Loveholidays, Travelopia, and Audley Travel. The firm advises sellers to focus on artificial intelligence adoption and international strategy to enhance value. Positive indicators for the year include high household savings and consistent consumer intent to spend on holidays, particularly among those over 65.

Travel Angels eyes further growth as agency marks anniversaries:

<https://travelweekly.co.uk/news/travel-angels-eyes-further-growth-as-agency-marks-anniversaries>

Luan Thornhill, founder of Lincolnshire-based Travel Angels, is seeking new agents and apprentices to expand her business after achieving over £1 million in annual sales. Having transitioned from a homemaker to a high-street shop owner in 2023, Thornhill is leveraging local community partnerships and a new digital presence to drive footfall and prepare for peak booking periods.

Advantage Travel Partnership unveils turn-of-year peaks campaign:

<https://travelweekly.co.uk/news/advantage-travel-partnership-unveils-turn-of-year-peaks-campaign>

Advantage Travel Partnership has launched "Holiday Dreams. Made Simple.," a digital-first marketing campaign designed to help independent agents maximize sales during the peak booking period. The initiative provides personalized social media content, interactive reels, and webinars to reduce the workload for busy agency owners. The campaign focuses on evoking emotional connections to travel through bold imagery and expert reassurance.

Top Villas targets expanded trade distribution via Travelpack collaboration:

<https://travelweekly.co.uk/news/top-villas-targets-expanded-trade-distribution-via-travelpack-collaboration>

Travelpack has entered a strategic partnership to distribute Top Villas' portfolio of more than 17,500 luxury properties to the travel trade. This collaboration allows agents to book ATOL-protected villa packages by combining Top Villas' upscale accommodations in destinations like Florida and Europe with Travelpack's expertise in flights and tailor-made dynamic packaging. Both companies aim to provide agents with a seamless, reliable solution for premium villa experiences while expanding their presence in the UK market.

Lusso appoints Rachel Healey to newly-created head of business development role:

<https://www.ttgmedia.com/luxury-travel-news/lusso-appoints-rachel-healey-newly-created-head-business-development-role>

Trade-only luxury tour operator Lusso has appointed industry veteran Rachel Healey as its first head of business development and growth, effective January 2026. Healey, who



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previously held senior roles at Virgin Limited Edition, Abercrombie & Kent, and Travel 2, will focus on expanding and strengthening Lusso's agent partnerships across the UK. The appointment follows a period of sustained growth for the specialist, which currently reports annual sales of £30 million with an average booking value of £22,000.

Tui division including UK & Ireland sees profits fall as group earnings hit record:
<https://travelweekly.co.uk/news/tui-uk-ireland-division-annual-profits-fall-as-group-earnings-hit-record-level>

Tui Group reported a record annual profit of €1.46 billion, despite a slight earnings dip in its northern region, which includes the UK and Ireland. Strong performance in cruises, hotels, and resorts drove the record results, and the company expects continued growth into 2026. Tui is heavily investing in artificial intelligence to make its content more visible and bookable while expanding its hotel and cruise portfolios.

Premier Holidays becomes latest member of Aito:
<https://travelweekly.co.uk/news/premier-holidays-becomes-latest-member-of-aito>

Aito has welcomed Premier Holidays as its newest and one of its largest members, just as the association approaches its 50th anniversary. While Premier Holidays and Steppes Travel have recently joined, long-standing member Sunvil has departed to focus on its own strategic direction. Aito continues to target a membership of 150 companies by the end of 2027.