

SALES TEAM STATUS REPORT

PROJECT: Signature Travel Conference

DATE: November 10-13, 2025

ASSIGNED: Yves Vrielynck

STATUS: Trip Report Attached

PROJECT: Threads 2025 – AAA TA Conv

DATE: November 17-18, 2025

ASSIGNED: Destiny Bradley

STATUS: Trip Report Attached

PROJECT: Brazilian FIT Familiarization Trip

DATE: December 1-4, 2025

ASSIGNED: Sabine Chilton

STATUS: Trip Report Attached

PROJECT: Northeast Destination Link Luncheon Series

DATE: December 1-4, 2025

ASSIGNED: Greg Werner

STATUS: Trip Report Attached

PROJECT: Vakantiebeurs

DATE: January 8-11, 2026

ASSIGNED: Yves Vrielynck

STATUS: Trip Report Attached

PROJECT: Washington DC Travel and Adventure Show
DATE: January 17-18, 2026
ASSIGNED: Destiny Bradley & Greg Werner
STATUS: Show occurring during packet preparation

PROJECT: New York Travel and Adventure Show
DATE: January 24-25, 2026
ASSIGNED: Destiny Bradley & Liana Pyne
STATUS: Show occurring during packet preparation

PROJECT: FITUR
DATE: January 24-25, 2026
ASSIGNED: Yves Vrielynck & Sabine Chilton
STATUS: Show occurring during packet preparation

PROJECT: Florida Huddle
DATE: February 2 - 4, 2026
ASSIGNED: Sabine Pons & Ed Simon
STATUS: Registration completed, arrangements in progress

PROJECT: Florida Encounter
DATE: February 2 - 4, 2026
ASSIGNED: Liana Pyne & Ed Simon
STATUS: Registration completed, arrangements in progress

PROJECT: IPEC
DATE: February 4 - 6, 2026
ASSIGNED: Greg Werner
STATUS: Registration in progress, arrangements in progress

PROJECT: Chicago Travel and Adventure Show
DATE: February 21-22, 2026
ASSIGNED: Yves Vrielynck
STATUS: Registration completed, arrangements in progress

PROJECT: Fort Lauderdale Travel and Adventure Show
DATE: February 28- March 1, 2026
ASSIGNED: Yves Vrielynck
STATUS: Registration completed, arrangements in progress

PROJECT: Los Angeles Travel and Adventure Show
DATE: March 7 - 8, 2026
ASSIGNED: Yves Vrielynck
STATUS: Registration completed, arrangements in progress

PROJECT: Dallas Travel and Adventure Show
DATE: March 28 - 29, 2026
ASSIGNED: Yves Vrielynck
STATUS: Registration completed, arrangements in progress

PROJECT: Beneath the Sea
DATE: March 28 - 29, 2026

ASSIGNED: Destiny Bradley

STATUS: Registration pending, arrangements in progress

PROJECT: Travel & Outdoor Adventure Show

DATE: March 28 - 29, 2026

ASSIGNED: Sabine Chilton

STATUS: Registration pending, arrangements in progress

SIGNATURE TRAVEL NETWORK CONFERENCE

Las Vegas, NV

November 10-13, 2025

Yves Vrielynck

The Signature Travel Network Conference took place at the Venetian Resort in Las Vegas from November 10-13, 2025, with Yves Vrielynck representing the Florida Keys and Key West. This event was part of Signature Travel Network, a member-owned community of leading travel agencies and supplier partners founded in 1956.

Over 2,000 Signature travel experts attended the sold-out conference, including advisors from prominent agencies like Brownell, Frosch, and American Express Travel. Florida Keys staff met with more than 86 agents, most of whom were already familiar with the destination and actively selling it.

During the conference, the Florida Keys representative engaged in detailed discussions about the destination's regions, airlift, accommodations, attractions, events, and recommended travel duration. To provide additional information beyond the seven-minute meeting slots, agents were encouraged to use the networking breaks, scheduled throughout the day.

Other Keys member hotels exhibiting as well were, Cheeca Lodge Resort & Spa, Noble House Collection and Isla Bella Beach Resort. The destination joined the luxury travel consortium in the fiscal year 2020-2021, recognizing the network's focus on high-quality, luxury travel advisors in the high-end travel sector.

Key Takeaways:

- Florida Keys and Key West were extremely well-received
- Signature Network comprises high-quality, luxury travel advisors
- Potential for increased sales to affluent leisure travelers
- Recommendation: Luxury properties should consider joining this network

The conference highlighted the Florida Keys as an extremely well-received destination, with the recommendation that luxury properties consider joining this network to increase sales and reach affluent leisure travelers.

AAA Threads

November 17-18, 2025

Providence, RI

Destiny Bradley

At the AAA Threads event in Providence, Rhode Island, Destiny Bradley represented the Florida Keys & Key West, engaging with travel advisors and industry professionals. The event provided an opportunity to showcase the destination, share updates, and gather actionable insights from advisors who work directly with U.S. travelers.

Many attendees had previously visited the Florida Keys and offered practical advice on driving times from nearby airports, highlighting the importance of clear logistical information for clients. Updates on the new airport and direct flight options were well received, demonstrating strong interest in improved accessibility. Visual tools, particularly maps, were highly valued, and several advisors noted that their clients—especially older travelers—prefer printed materials. Destiny also observed that the use of an iPad could have enhanced the circle presentation, and incorporating leisure and group travel videos will be discussed in an upcoming marketing meeting.

Attendees reported that clients often perceive the Florida Keys as expensive, yet sand beaches remain a consistently high-interest feature. All-inclusive packages were the top request, while some advisors were aware of bungalow options but noted higher costs and limited availability in certain areas of the Keys. Opinions on cruise ship visits were mixed, with some advisors concerned about crowds and others recognizing that cruise stops help introduce travelers to the destination.

Overall, the event reinforced the Florida Keys' continued appeal for a variety of travelers, particularly those seeking premium experiences, unique accommodations, and all-inclusive offerings. Destiny's participation provided valuable insights for future marketing and sales strategies, emphasizing the importance of accessibility, practical tools, and targeted resources to support travel advisors in promoting the destination effectively.

Brazilian Tour Operators Familiarization Trip

Florida Keys

Dec 1-4, 2025

Sabine Chilton, Ed Simon

Visit Florida Keys, in collaboration with Visit Florida Brazil, successfully hosted their inaugural Brazilian Tour Operators Familiarization Trip throughout the destination from December 1-4, 2025. The carefully vetted and selected participants included the product managers from the top 6 Tour Operators in Brazil: Diversa Turismo, CVC Corp, Orienter, FRT, BWT, and Interep.

This strategic initiative was designed to develop awareness of our destination and train product managers on the unique offerings of the Florida Keys. The program aims to spotlight our destination's distinctive attributes while generating valuable business opportunities for the future. The comprehensive four-day itinerary showcased the entire destination, from the Flamingo Lodge in the Everglades to the southernmost point in Key West, providing participants with an immersive experience of everything the Keys have to offer.

The response from our hospitality and attraction partners was nothing short of phenomenal. Hotels and attractions throughout the destination enthusiastically joined this venture, contributing to an exceptional showcase of our region. Participants experienced an impressive array of activities from a glass-bottom boat tour, tarpon feeding experience, the Turtle Hospital with a memorable turtle release at Sombrero Beach, visit to the Dolphin Research Center, a spectacular sunset cruise, to a Key West trolley tour just to name a few. These experiences were complemented by outstanding culinary offerings and exquisite accommodation throughout their stay.

The tour operators were genuinely amazed by the range and quality of what our destination has to offer. The impact was immediate and tangible, with several operators creating vacation packages for their clients on the spot, and many more packages are expected to follow. This enthusiasm reflects the significant potential of the Brazilian market for the Florida Keys.

Brazil has emerged as one of Florida's most important international tourism markets since 2023. Approximately 1.2 million Brazilian tourists visited Florida in 2023, representing a substantial recovery from pandemic-era lows. Historically, Brazil has consistently ranked as one of Florida's top international source markets alongside Canada, with particularly strong presence in destinations such as Orlando and Miami. Brazilian visitors typically demonstrate higher-than-average spending per visitor compared to tourists from many other countries. While current numbers reflect a strong recovery trend from the significant declines during 2020-2021, the market is approaching pre-pandemic peak performance when Brazilian visitation to Florida exceeded 1.5 million visitors annually in 2019.

Our strategic goal is to reinforce the relationships we developed prior to the pandemic while establishing valuable new contacts. While our destination is lightly recognized within the Brazilian market, it is not yet well known. Our renewed presence makes a significant difference in changing this dynamic. Tour operators, travel agents, and media representatives are becoming increasingly familiar with our destination, not only Key West but also the Upper Keys. After multiple visits to Orlando and Miami, Brazilian visitors—many of whom are yearly repeat visitors to Florida—are now expressing strong interest in venturing out to explore alternative destinations. These couples and families generally prefer upscale, full-service hotels as their accommodation of choice. The tremendous variety of activities and attractions, combined with endless excellent dining options and the safe, vibrant nightlife of Key West, creates an ideal formula for success in attracting this growing market segment.

The familiarization trip proved to be extraordinarily successful. The product managers were completely captivated by our destination's offerings. What has traditionally been considered merely a day excursion to Key West is now being transformed into comprehensive destination packages offering up to seven nights throughout the Florida Keys. The enthusiasm generated has already resulted in requests for additional visits, indicating strong future interest and coverage.

We recognize that we have a substantial journey ahead to position this market where it should be. Continuing to pursue and develop the Brazilian market is essential, as business in most Latin American countries is fundamentally based on long-lasting personal relationships. Building on the success of this venture, we are committed to maintaining our presence in this extremely lucrative market. Our forward strategy includes participation at WTM Latin America in April 2026, a comprehensive sales mission in the fall featuring training sessions and presentations, and ongoing public relations and advertising campaigns in conjunction with our sales efforts. This integrated approach will establish our destination prominently on the map and significantly increase the number of Brazilian visitors to our fabulous destination.

Detailed market analysis, individual profiles of each participating tour operator, and the complete familiarization trip itinerary are available upon request.

Northeast Destination Link Luncheon Series

New York City • Bedminster, NJ • Boston

December 1–4, 2025

Representative: Greg Werner

This trip encompassed a three-market Destination Link luncheon series in the Northeast, with presentations and strategic host follow-up conducted in New York City, Bedminster (NJ), and Boston. Each market followed a consistent and structured format that included pre-event AV run-throughs, a hosted luncheon presentation, and a post-event strategic lunch with Destination Link hosts, allowing for efficient execution and meaningful follow-up in each location.

The first engagement took place in New York City at Del Frisco's, where Greg Werner presented to 32 qualified and vetted meeting planners during a hosted luncheon. The presentation was followed by a strategic host lunch, providing an opportunity to discuss feedback, address questions, and reinforce relationships. Time was also dedicated to post-event follow-up and preparation for the next market.

The second luncheon was held at The Pluckemin Inn in Bedminster, New Jersey, where Greg engaged 26 qualified and vetted meeting planners. As with the previous market, the luncheon presentation was followed by a strategic host lunch, during which discussions focused on insights from the session and planning considerations for the upcoming Boston engagement.

The final market took place in Boston at Del Frisco's Double Eagle Steakhouse, where Greg presented to 28 vetted meeting planners. A post-presentation host lunch provided an opportunity to discuss the success of the series overall and explore the potential for future Destination Link presentations in the region.

Overall, the clustered, multi-market luncheon format proved to be an effective approach, enabling consistent execution, immediate post-event debriefs, and efficient use of time across markets. Engaging directly with 86 vetted meeting planners and capturing contact information for follow-up represented a strong and valuable investment in relationship-building and future group business opportunities.

Vakantiebeurs
January 7 – 11, 2026
Utrecht, The Netherlands
Yves Vrielynck

At Vakantiebeurs in Utrecht, the Netherlands (January 7–11, 2026), TDC sales staff member Yves Vrielynck represented Visit Florida Keys at the Royal Dutch Jaarbeurs. Visit Florida Keys exhibited within the Visit USA Netherlands pavilion alongside other Florida destinations, including Tampa, Bradenton-Anna Maria Island, and Naples. The pavilion also featured a select number of additional U.S. destinations such as Texas, Utah, and New York City, as well as several U.S. specialist tour operators and a U.S. delegation for ESTA (Electronic System for Travel Authorization).

The event opened with a dedicated trade day, connecting with Dutch, Belgian, and German travel trade professionals, followed by four days open to consumers.

On Trade Day, we met with tour operators, travel advisors, and travel writers. Some tour operators were optimistic, reporting increased numbers compared to last year, while others were more cautious. Travel advisors stopped by with very specific questions on behalf of clients who had already booked trips to Florida, including the Florida Keys. Travel writers expressed interest in sharing positive stories about travel to the U.S., emphasizing how welcoming the destination is and that politics should not influence travelers' decisions to visit the United States.

Overall, interactions with attendees showed that potential first-time visitors to the U.S. are hesitant to book trips at the moment because of the current political climate, while returning visitors expressed no such concerns. We received many compliments from past visitors eager to return, as well as from several attendees who are already planning a trip to the Florida Keys in the near future.

The event provided valuable insights for future marketing strategies, confirming the Keys' strong appeal and positioning in the European travel market. Visit Florida Keys will seriously consider participating again, potentially on a bi-annual basis.