



## Global Travel Trade Event Schedule

February 2020 – September 2020

- February 11th**      **“Stay, Play & Dine” Webinar, Black Owned Businesses**  
**Registration Fee:** \$0  
**Partner Inclusion:** 2 Hotel, Attraction & Restaurant Partners (already allocated.)  
**Description:** Season 3, Episode 3 and in honor of Black History Month  
**Potential reach:** Currently averaging over 120+ registered attendees  
**Lead:** Caitlan Etchevers / Gabriel Martinez
- February 25th**      **“Stay, Play & Dine” Webinar, What’s New & On the Horizon**  
**Registration Fee:** \$0  
**Partner Inclusion:** 2 Hotel, Attraction & Restaurant Partners  
**Description:** Season 3, Episode 4 unveiling new logo, tagline and highlighting recently opened or soon to open hotel, attraction & restaurant partners.  
**Potential reach:** Currently averaging over 120+ registered attendees  
**Lead:** Gabriel Martinez
- March & April**      **“Stay, Play & Dine” Webinar, Season 4**  
**Themes, Dates & Partners still TBD.**  
**Themes being considered:** Pre- & Post Cruise, Pet Friendly, Accessible Travel, Sustainable Travel.  
**Partners:** If you have not participated in an episode with us and you are interested, please reach out to Caitlan for consideration.  
**Lead:** Caitlan Etchevers
- April TBD**      **ASTA FAM - In Destination**  
**Registration Fee:** N/A  
**Partner Inclusion:** Will solicit overnight accommodations, attractions & site inspections.  
**Description:** Partnering with ASTA to create a socially distant FAM consisting of 4 different itineraries. (Think: Couple Travel, Girlfriend Getaways, Luxury, LGBT+ itineraries)  
**Potential reach:** 8 US based advisors will be selected from applications received.  
**Lead:** Caitlan Etchevers / Tracy Vaughan

# VISIT LAUDERDALE

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- April 14,**                    **2021 AAA VIRTUAL SHOW–Auto Club Group**  
**Registration Fee:** TBD  
**Partner Inclusion:** TBD  
**Description:** Virtual Travel Show with Auto Club Group & Travel & Adventure Show  
**Potential reach:** Entire Club, spanning 13 states.  
**Lead:** Caitlan Etchevers
- May 1 & 2**                    **Los Angeles Travel & Adventure Show – LA, California**  
**Registration Fee:** \$TBA  
**Partner Inclusion:** 2 Hotels & 1 Attraction Partners\*  
**Description:** 2.5 days of trade show for consumers and travel advisors. We will also hold a sales activation to promote our LAX-FLL flights. (partnering with AA & JetBlue.) Actual dates will most likely be April 30-May 3rd  
**Potential reach:** TBD  
**Lead:** Caitlan Etchevers
- May 21 - 24**                    **DC Travel & Adv. Show/Sales Mission– DC & Baltimore**  
**Registration Fee:** \$TBA  
**Partner Inclusion:** 2 Hotel & 1 Attraction Partner\*  
**Description:** 2.5 days of trade show for consumers/travel advisors and client visits, based on heavy lift from BWI and DC area.  
**Potential reach:** TBD  
**Lead:** Gabriel Martinez
- June 2-5**                    **Las Vegas Travel Agent Forum – Las Vegas, NV**  
**Registration Fee:** \$TBD  
**Partner Inclusion:** Hotel Partners (priority given to those who were registered in 2020.)  
**Description:** 3 days of trade show and networking events with travel advisors  
**Potential reach:** 1,000 travel advisors  
**Lead:** Caitlan Etchevers / Gabriel Martinez



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- June 11**      **Signature Travel Network Regional Conference – Fort Lauderdale, FL**  
**Registration Fee:** N/A  
**Partner Inclusion:** N/A  
**Description:** This will be the first opportunity to be face to face with Signature advisors at a Signature event since December 2019. Signature’s Regional Forums provide our travel advisors with the opportunity to enhance their success by increasing knowledge of destinations and preferred suppliers, gaining insights into the luxury market, and being trained on Signature preeminent technology tools.  
**Potential reach:** 200 travel advisors  
**Lead:** Caitlan Etchevers
- June 7-11**      **Signature Travel Network FAM – Fort Lauderdale, FL**  
**Registration Fee:** N/A  
**Partner Inclusion:** Will solicit overnight accommodations, attractions & site inspections, giving first preference to STN partners.  
**Description:** Partnering with Signature for a Pre-Regional Forum “Educational Journey”  
**Potential reach:** 8 US based advisors will be selected from applications received.  
**Lead:** Caitlan Etchevers
- June 24**      **ASTA South Florida Spring Affair – Deerfield Beach, FL**  
**Registration Fee:** \$200  
**Partner Inclusion:** Unlimited  
**Description:** This event was postponed from March 2020. It will include a trade show from 6:30 -8:30 p.m.  
**Potential reach:** TBD – Advisors mostly from Florida & potentially some from Georgia, Carolinas.  
**Lead:** Caitlan Etchevers
- July 5-8**      **GTM Pre-Conference FAM – In Destination**  
**Registration Fee:** N/A  
**Partner Inclusion:** Will solicit overnight accommodations, attractions & site inspections.  
**Description:** Hosting up to 8, \$1million + selling travel advisors who will be arriving early for GTM to attend our destination preview.  
**Potential reach:** 8 – Top Performing, Full Time Domestic Travel Advisors.  
**Lead:** Caitlan Etchevers / Gabriel Martinez

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- July 8-10**      **GTM – Global Travel Marketplace Flagship -Hollywood, FL**  
**Registration Fee:** \$800  
**Partner Inclusion:** 1 Hotel Partner by Invitation only. / Possible Attraction Invitation for Welcome Reception.  
**Description:** We will give up to 12 – 30- minute board room presentations over a 3-day period. This opportunity will be to participate only in the “boardroom portion” of this conference in partnership with the GFLCVB.  
**Potential reach:** 120 -travel advisors (\$1million + advisors.)  
**Lead:** Caitlan Etchevers
- July 11-13**      **GTM Pre-Conference FAM – In Destination**  
**Registration Fee:** N/A  
**Partner Inclusion:** Will solicit overnight accommodations, attractions & site inspections.  
**Description:** Hosting up to 8, \$1million + selling travel advisors who will be arriving early for GTM to attend our destination preview.  
**Potential reach:** 8 – Top Performing, Full Time Domestic Travel Advisors.  
**Lead:** Caitlan Etchevers / Gabriel Martinez
- July 25-27**      **Cruise 3Sixty FAM – In Destination**  
**Registration Fee:** N/A  
**Partner Inclusion:** Will solicit overnight accommodations, attractions & site inspections.  
**Description:** Hosting up to 8 North American Travel Advisors coming in for Cruise 3Sixty  
**Potential reach:** 8 Full Time Domestic Travel Advisors.  
**Lead:** Caitlan Etchevers / Gabriel Martinez
- July 27-31**      **Cruise 3Sixty – Hollywood, FL**  
**Registration Fee:** \$TBD  
**Partner Inclusion:** TBD  
**Description:** 2 days of trade show and networking events with travel advisors, put on by CLIA  
**Potential reach:** Up to 1,200 Travel Advisors  
**Lead:** Caitlan Etchevers

# VISIT LAUDERDALE

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- August 23-25**      **ASTA Global Convention / Sales Event- Chicago, IL**  
**Registration Fee:** \$TBD  
**Partner Inclusion:** Up to 2 partners  
**Description:** 2 days of tradeshow, appointments & networking events with travel advisors. Sales Blitz or event in partnership with airline.  
**Potential reach:** 700 + Travel Advisors  
**Lead:** Caitlan Etchevers
- August TBD**      **Orlando Sales Mission – Orlando, FL**  
**Registration Fee:** \$400  
**Partner Inclusion:** 3 Hotel partners  
**Description:** Receptive Visits  
**Potential reach:** \_\_\_\_\_  
**Lead:** Gabriel Martinez
- September 10-13**      **Delta Vacations University – Atlanta, GA**  
**Registration Fee:** \$500  
**Partner Inclusion:** Up to 3 partners  
**Description:** Invitation for hotels currently contracting with Delta Vacations. Two-day trade show.  
**Potential reach:** 800+ Travel Advisors  
**Lead:** Caitlan Etchevers
- September 18-22**      **IPW – Las Vegas, NV**  
**Registration Fee:**  
**Description:** IPW is the U.S. foremost travel trade show, with over 1,600 buyers from around the world in attendance. For the 2020 edition of the show, the GFL CVB will increase the footprint of our bespoke space to include county partners (hotels and attractions) within our branded booths.  
**Potential reach:** 1,600 global buyers. \*  
**Lead:** Tracy Vaughan / Gabriel Martinez

### **NY Market Visit - TBD**