

Tourism Sales Missions & Trade Show Calendar

October 2019 – September 2020

- October 2-4** **International Travel Agent Forum – Cancun, MX**
Registration Fee: \$700
Partner Inclusion: 3 (already full)
Description: 3-day event including presentations, one-on-one appointments and trade show component
Potential reach: 500 top producing independent travel agents
Lead: Gonzalo Rubio
- November 4-8** **New England Sales Mission: RI, MA, NH, ME**
Registration Fee: \$700 plus prizes
Partner Inclusion: 4 (already full)
Description: 4 State sales mission to include agency sales calls, AAA Blitz and 4 travel advisor events (lunches / dinners)
Potential reach: 200 travel advisors
Lead: Gonzalo Rubio
- November 10-12** **Cruise World Pre- Conference FAM – In Destination**
Registration Fee: N/A
Partner Inclusion: Will solicit overnight accommodations, attractions & site inspections.
Description: Hosting up to 15 “star” travel advisors who will be arriving early for Cruise World to attend our destination preview.
Potential reach: 15 – Top Performing, Full Time Domestic Travel Advisors.
Lead: Caitlan Etchevers
- November 14** **Cruise World Trade Show – Broward County Convention Center**
Registration Fee: \$500 plus prizes
Partner Inclusion: Up to 9. Registration will be sent out by 10/11
Description: Be part of the GFLCVB 1,000 sq. ft. island for a 3-hour trade show; including a trade show reception being held at our booth.
Potential reach: 800 Domestic Travel Advisors
Lead: Caitlan Etchevers
- November 15-17** **Cruise World Post – Conference FAM - In Destination**
Registration Fee: N/A
Partner Inclusion: Will solicit overnight accommodations, attractions & site inspections.
Description: Hosting up to 15 “star” travel advisors who will stay POST conference to learn more about selling our destination.
Potential reach: 15 – Top Performing, Full Time Domestic Travel Advisors.
Lead: Caitlan Etchevers

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- November 16** **Holland America Training, Fort Lauderdale Road Show – In Destination**
Registration Fee: N/A
Partner Inclusion: N/A
Description: Part one of our year- long partnership with Holland America to educate domestic travel advisors on selling pre & post cruise stays in GFL.
Potential reach: 120, North American Travel Advisors, selected by Holland America.
Lead: Caitlan Etchevers
- November 18-22** **Canada Sales Mission – Montreal, Toronto**
Registration Fee: \$800
Partner Inclusion: Up to 4 partners
Description: Travel agent trainings in Canada’s top-two markets. Visits to tour operators (Product Management, Marketing, Sales teams).
Potential reach: Key tour operators and 200+ travel agents.
Lead: Gabriel Martinez / Tracy Vaughan
- November 29-30** **Holland America Pre-Cruise FAM - In Destination**
Registration Fee: N/A
Partner Inclusion: Will solicit overnight accommodations, attractions & site inspections.
Description: Partnering with Holland America for a series of 4 Pre-Cruise FAM’s throughout the year to highlight how to sell a pre-cruise stay in GFL. We will host up to 30 travel advisors who will arrive early for their Sunday FAM sailing with Holland America.
Potential reach: 30 North American Travel Advisors, selected by Holland America.
Lead: Caitlan Etchevers / Gonzalo Rubio
- December 2** **Cruise Planners Annual Conference – Hollywood, FL**
Registration Fee: N/A
Partner Inclusion: N/A
Description: Trade Show with Port Everglades
Potential reach: Domestic Travel Advisors & Franchise Owners
Lead: Gonzalo Rubio
- December 2- 6** **Signature Travel Network Annual Conference – Las Vegas, NV**
Registration Fee: N/A
Partner Inclusion: N/A
Description: GFLCVB will have appointments and exhibiting in the trade show in the destination pavilion.
Potential reach: Signature TN has over 7,000 travel advisors
Lead: Caitlan Etchevers

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- December 9-12** **Tennessee Sales Mission – Memphis, Nashville and Knoxville**
Registration Fee: \$450
Partner Inclusion: 3 partners (may include more depending on demand)
Description: 2 cities sales mission to include agency sales calls, AAA Blitz and 2 travel advisor events (lunches / dinners.)
Lead: Gonzalo Rubio
- January 13-17** **Brand USA Mexico Sales Mission**
Registration Fee: N/A
Partner Inclusion: N/A
Description: Partnering with Brand USA to participate in the organization’s road show.
Potential reach: 300+ Mexican travel agents and top wholesalers.
Lead: Gabriel Martinez
- January 10-12** **Holland America Pre-Cruise FAM - In Destination**
Registration Fee: N/A
Partner Inclusion: Will solicit overnight accommodations, attractions & site inspections.
Description: Partnering with Holland America for a series of 4 Pre-Cruise FAM’s throughout the year to highlight how to sell a pre-cruise stay in GFL. We will host up to 30 travel advisors who will arrive early for their Sunday FAM sailing with Holland America.
Potential reach: 30 North American Travel Advisors, selected by Holland America.
Lead: Caitlan Etchevers / Gonzalo Rubio
- January 23-26** **AAA Pittsburgh Trade Show – Pittsburgh, PA**
Registration Fee: \$400
Partner Inclusion: 2 Hotels & 1 Attraction Partner
Description: 2.5 days of trade show for consumers with AAA travel advisors booking on site.
Potential reach: 8,000 consumers plus trade day
Lead: Gonzalo Rubio
- February 2-5** **International Inbound Trav. Assoc. Summit - St. Pete, FL**
Registration Fee: \$995
Partner Inclusion: No limit / Registration on own.
Description: Appointment-based trade show, to meet receptive tour operator members of the International Inbound Travel Association. (GFL CVB is a Supplier member).
Potential reach: 20+ Receptive Tour Operators.
Lead: Gabriel Martinez

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- February 5-11** **AAA Vacations Midwest & Ohio Sales Mission – Columbus, Cincinnati & Cleveland**
Registration Fee: \$800
Partner Inclusion: 2 Hotels & 1 Attraction Partner
Description: 2.5 days of trade show for consumers with AAA travel advisors booking on site & 2 travel advisor events (lunches / dinners.)
Potential reach: 15,000 consumers + 200 travel advisors
Lead: Gonzalo Rubio
- February 6-10** **Chicago Travel & Adventure Show with Travel Advisor Event- Chicago**
Registration Fee: \$750
Partner Inclusion: 2 Hotels & 1 Attraction Partner
Description: 2.5 days of trade show for consumers and travel advisors plus a pre-show Travel Advisor Event along with Tampa CVB & West Palm CVB. We will also be hosting our “GFL Creators Exchange” inside our booth.
Potential reach: 25,000 + consumers & 2,500 + Travel Trade
Lead: Caitlan Etchevers
- February 19-21** **Connect Marketplace – Kissimmee, FL**
Registration Fee: \$3900.00 (with GFL partner discount: \$2250.00)
Partner Inclusion: “GFL partner” discount unlimited availability. Must use discount code **GROUP2020** when registering.
Description: Appointment-based trade show. Meet with receptive and international tour operators.
Potential reach: 40+ marketplace appointments.
Lead: Tracy Vaughan / Gabriel Martinez
- February 21-23** **Holland America Pre-Cruise FAM - In Destination**
Registration Fee: N/A
Partner Inclusion: Will solicit overnight accommodations, attractions & site inspections.
Description: Partnering with Holland America for a series of 4 Pre-Cruise FAM's throughout the year to highlight how to sell a pre-cruise stay in GFL. We will host up to 30 travel advisors who will arrive early for their Sunday FAM sailing with Holland America.
Potential reach: 30 North American Travel Advisors, selected by Holland America.
Lead: Caitlan Etchevers / Gonzalo Rubio

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- February 26-28** **ANATO & Visit USA Roadshow – Bogota, Colombia**
Registration Fee: NA
Partner Inclusion: NA
Description: Colombia's premier travel show. The format has attempted to allow for pre-scheduled appointments, but unsuccessfully. The GFLCVB will partner with other Florida destinations for the booth. Sales mission is open to Visit USA Committee members, only.
Potential reach: 3,000+ travel professionals.
Lead: Gabriel Martinez
- March 6-8** **AAA Vacations Northeast - Foxborough, MA**
Registration Fee: \$500
Partner Inclusion: 2 Partners
Description: 2.5 days of trade show for consumers with AAA travel advisors booking on site
Potential reach: 18,000 Consumers plus trade day
Lead: Caitlan Etchevers
- March 6-8** **Holland America Pre-Cruise FAM - In Destination**
Registration Fee: N/A
Partner Inclusion: Will solicit overnight accommodations, attractions & site inspections.
Description: Partnering with Holland America for a series of 4 Pre-Cruise FAM's throughout the year to highlight how to sell a pre-cruise stay in GFL. We will host up to 30 travel advisors who will arrive early for their Sunday FAM sailing with Holland America.
Potential reach: 30 North American Travel Advisors, selected by Holland America.
Lead: Caitlan Etchevers / Gonzalo Rubio

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- March** **Ecuador/Peru Mission – Quito, Guayaquil, Lima**
Registration Fee: \$800
Partner Inclusion: Up to 3
Description: Travel agent events and visits to top wholesalers in Quito, Guayaquil (Ecuador) and Lima (Peru), partnering with other Florida destinations.
Potential reach: 350+ travel professionals.
Lead: Gabriel Martinez
- March 13- 15** **Philadelphia Travel & Adventure Show – Philadelphia, PA**
Registration Fee: \$450
Partner Inclusion: 2 Hotels & 1 Attraction Partner
Description: 2.5 days of trade show for consumers and travel advisors. We will also be hosting our “GFL Creators Exchange” inside our booth.
Potential reach: 14,000 + consumers & 1,000 + Travel Trade
Lead: Gonzalo Rubio
- March 25- 29** **Dallas Travel & Adv. Show/Texas Sales Mission– Houston, Austin & Dallas**
Registration Fee: \$800
Partner Inclusion: 2 Hotel & 1 Attraction Partner
Description: 2.5 days of trade show for consumers/travel advisors and 2 travel advisor events (lunch/dinner)
Potential reach: 15,000 + consumers & 1,000 + Travel Trade
Lead: Gonzalo Rubio
- March 30-April 2** **World Travel Market, Brazil – Sao Paulo, Brazil**
Registration Fee: NA
Partner Inclusion: NA
Description: Brazil’s premier travel show. The GFLCVB will participate within the Brand USA pavilion and facilitate appointments.
Potential reach: 3,000+ travel professionals
Lead: Tracy Vaughan / Gabriel Martinez
- April 5-8** **Las Vegas Travel Agent Forum – Las Vegas, NV**
Registration Fee: \$700
Partner Inclusion: 8 Hotel Partners
Description: 3 days of trade show and networking events with travel advisors
Potential reach: 1,000 travel advisors
Lead: Gonzalo Rubio

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- April 9-11** **San Diego Sales Mission – San Diego, CA**
Registration Fee: \$750
Partner Inclusion: 3 Hotel Partners
Description: 2 cities sales mission to include agency sales calls, AAA Blitz and 2 travel advisor events (lunches / dinners.)
Potential reach: 200 travel advisors
Lead: Gonzalo Rubio
- April 20-23** **Seatrade Cruise Global – Miami, FL**
Registration Fee: N/A
Partner Inclusion: N/a
Description: GFLCVB will participate in Port Everglade's Booth.
Potential reach: 13,000 in attendance
Lead: Caitlan Etchevers
- April 21-23** **Virtuoso Travel Week Latin America – Mexico City, MX**
Registration Fee: N/A
Partner Inclusion: N/a
Description: Virtuoso travel advisors from the continent gather in Mexico City for the three-day conference.
Potential reach: TBD
Lead: Gabriel E Martinez
- May** **Canada Sales Mission – Montreal, Toronto, Ottawa**
Registration Fee: \$800
Partner Inclusion: Up to 4 partners
Description: Travel agent trainings in Canada's top markets. Visits to tour operators (Product Management, Marketing, Sales teams).
Potential reach:
Lead: Gabriel Martinez / Tracy Vaughan
- May 6-8** **Signature Travel Network Educational Journey - In Destination**
Registration Fee: N/A
Partner Inclusion: Will solicit overnight accommodations, attractions & site inspections.
Description: Partnering with Signature Travel Network for our first Educational Journey / FAM in GFL.
Potential reach: 12 North American Travel Advisors
Lead: Caitlan Etchevers / Gonzalo Rubio

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May 11-15

Cruise 3Sixty – Vancouver, Canada

Registration Fee: \$500

Partner Inclusion: 2 Hotel Partners

Description: 2 days of trade show and networking events with travel advisors

Potential reach: 700 travel advisors

Lead: Gonzalo Rubio

May

Hotelbeds Workshop Americas - TBD

Registration Fee: TBD

Partner Inclusion: TBD

Description: Hotelbeds gathers its top buyers from the entire Americas region, from Canada to Argentina, for an open-floor tradeshow.

Potential reach: 100+ tour operators and wholesalers.

Lead: Gabriel Martinez

May 27-29

JetBlue Vacations FAM - In Destination

Registration Fee: N/A

Partner Inclusion: Will solicit overnight accommodations, attractions & site inspections.

Description: Partnering with JetBlue Vacations for our annual FAM

Potential reach: Up to 15 Sales Executives

Lead: Gonzalo Rubio

May 30- June 3

IPW – Las Vegas, NV

Registration Fee:

Two tiers:

Level 1 - \$2,900 for 10X10 space (1 book of appointments / Turnkey)

Level 2 - \$1,200 booth sharing with GFL CVB (shared appointments)

Partner Inclusion:

Level 1: up to 4 (FOUR) partners

Level 2: up to 2 (TWO) partners

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

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June 8-9

AAA Florida Sales Blitz – Florida

Registration Fee: N/A. Only need to supply collateral & promos/ transportation

Partner Inclusion: Up to 9 partners for brochure distribution

Description: 5 teams of 2 will split the State of Florida to blitz over 40 AAA Field offices to discuss Florida Drive Market

Potential reach: Over 100 Travel Advisors

Lead: Caitlan Etchevers

June 16-19

AAA FAM - In Destination

Registration Fee: N/A

Partner Inclusion: Will solicit overnight accommodations, attractions & site inspections.

Description: Partnering with AAA

Potential reach: 12 North American Travel Advisors with AAA

Lead: Caitlan Etchevers / Gonzalo Rubio

July 3-7

UK Sales Mission - United Kingdom

Registration Fee: \$800

Partner Inclusion: Up to 4 partners

Description: Hosting UK-based buyers at a series of bespoke events featuring some of our County's creators, who participate in the "Creators Exchange."

Potential reach: 100+ product, sale and marketing managers.

Lead: Tracy Vaughan

July 14-16

Orlando Sales Mission – Orlando, FL

Registration Fee: \$400

Partner Inclusion: 3 Hotel partners

Description: Sales mission to include agency sales calls, AAA Blitz and 1 travel advisor event (dinner).

Potential reach: 200 travel advisors

Lead: Gonzalo Rubio

July 29-31

GTM Pre-Conference FAM – In Destination

Registration Fee: N/A

Partner Inclusion: Will solicit overnight accommodations, attractions & site inspections.

Description: Hosting up to 15, \$1million + selling travel advisors who will be arriving early for GTM to attend our destination preview.

Potential reach: 15 – Top Performing, Full Time Domestic Travel Advisors.

Lead: Caitlan Etchevers / Gonzalo Rubio

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- July 29- August 2** **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
- August 2-4** **GTM Post-Conference FAM – In Destination**
Registration Fee: N/A
Partner Inclusion: Will solicit overnight accommodations, attractions & site inspections.
Description: Hosting up to 15, \$1million + selling travel advisors who will stay after the GTM conference to learn more about selling our destination
Potential reach: 15 – Top Performing, Full Time Domestic Travel Advisors.
Lead: Caitlan Etchevers / Gonzalo Rubio
- August 9-14** **Virtuoso Travel Week – Las Vegas, NV**
Registration Fee: N/A
Partner Inclusion: N/A (must be a Virtuoso Member to attend.)
Description: Over 200 one-on-one appointments with luxury travel advisors in the Virtuoso Travel Network.
Lead: Caitlan Etchevers / Gonzalo Rubio
- August 9-13** **Brazil Sales Mission – Sao Paulo, Rio de Janeiro, Belo Horizonte**
Registration Fee: \$800
Partner Inclusion: Up to 4partners
Description: Partnering with other Florida destinations to host travel agent events and visit to top wholesalers and tour operators.
Potential reach: 400+ travel professionals
Lead: Gabriel E Martinez
- August13-16** **Argentina/Chile/Uruguay Sales Mission – Buenos Aires, Santiago, TBD**
Registration Fee: \$800
Partner Inclusion: Up to 4 partners
Description: Partnering with other Florida destinations to host travel agent events and visit to top wholesalers and tour operators.
Potential reach: 300+ travel professionals
Lead: Gabriel E Martinez

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August 25-28

ASTA Global Convention & ASTA SBN Day – Washington DC

Registration Fee: \$400

Partner Inclusion: Up to 2 partners

Description: 2 days of tradeshow, appointments & networking events with travel advisors

Potential reach: 700 + Travel Advisors

Lead: Gonzalo Rubio

September

La Cita Trade Show – Naples, FL

Registration Fee: \$3,000.00

Partner Inclusion: Registration on own.

Description: Appointment based international trade show, hosting Latin American buyers.

Potential reach: Product Managers and key decision-makers from the region.

Lead: Gabriel E Martinez

September

Brand USA Travel Week – London, England

Registration Fee: \$1,500

Partner Inclusion: 1 partner

Description: First edition of Brand USA's newest event, Travel Week, will host appointments with tour operators from the UK and the Continent.

Potential reach: 45+ Product and Marketing Directors or above from top tour operators.

Lead: Tracy Vaughan

September

Germany Sales Mission – Munich, Frankfurt, TBD

Registration Fee: \$800

Partner Inclusion: Up to 4 partners

Description: Hosting German-speaking buyers at a series of bespoke events featuring some of our County's creators, who participate in the "Creators Exchange."

Lead: Gabriel E Martinez

September

Ascend – Apple Leisure Group- TBD

Registration Fee: \$1,000

Partner Inclusion: Up to 3 partners

Description: Invitation for hotels currently contracting with the Apple Leisure Group. One day trade show.

Potential reach: 500+ Travel Advisors

Lead: Caitlan Etchevers / Gonzalo Rubio

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September 19-20

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 / Gonzalo Rubio