



A REPORT FROM THE

LUXURY EXPO

APRIL 24-25, 2019

On Demand Until: May 24, 2019

DATE OF REPORT: APRIL 29, 2019

LIVE EVENT OVERALL RESULTS (APRIL 24-25)

TOTAL UNIQUE VISITORS

991

WHO ARE THEY?

AGENT TYPE

Over three-quarters of attendees reported that they are home-based agents. Another 17.56% reported they work in a retail store front.

HOME-BASED: 750 (75.68%)
RETAIL STORE FRONT: 174 (17.56%)

DESTINATIONS

Attendees actively sell a variety of destinations, with the Caribbean (86%), Mexico (79%), USA (76%), and Hawaii (73%) at the top. Europe is close behind, with 71% actively selling the continent. More than a third of attendees sell Australia and New Zealand, with 41% selling the South Pacific:

CARIBBEAN: 86%
MEXICO: 79%
USA: 76%
HAWAII: 73%
EUROPE: 71%
SOUTH PACIFIC: 41%

CONSORTIA

85.97% of attendees reported that they belong to a specific consortia. Here's the breakdown by individual consortia:

TRAVEL LEADERS NETWORK: 30%
ENSEMBLE TRAVEL GROUP: 17%
CRUISE PLANNERS: 6%
AMERICAN EXPRESS: 6%
VIRTUOSO: 5%
NEXION: 4%
AAA: 4%
TRAVELSAVERS: 4%
SIGNATURE TRAVEL NETWORK: 4%

WHAT DID THEY DO?

TOTAL UNIQUE WEBINAR ATTENDEES

653

TOTAL RESOURCES VIEWED

16,308

TOTAL VIDEOS VIEWED

8,322

TOTAL BOOTH ENTRIES

10,026

AVERAGE TIME SPENT IN EXPO:

4:36:31

We surveyed the 991 agents that attended the expo and received **178 RESPONSES**.

HERE IS WHAT THEY HAD TO SHARE.



92.7%

of attendees rated the event
EXCELLENT OR GOOD



83.2%

of attendees said they are **VERY LIKELY** or **LIKELY** to **SELL MORE LUXURY TRAVEL** after attending the event



91.6%

of attendees said they are **VERY LIKELY** or **LIKELY** to **SELL MORE** of the **SUPPLIERS/DESTINATIONS** who participated in the event

Some Agent Testimonials From This Expo:

MY FAVORITE PART WAS...



My favorite part was the live webinar because of the live **USEFUL INFORMATION AND BEING ABLE TO ASK QUESTIONS RIGHT THEN AND THERE.**



MY FAVORITE PART WAS THE VIRTUAL ABILITY! I could be there and get the information I needed without leaving the office.



The supplier information was excellent. **I LOVED THE ABILITY TO SAVE AND PRINT OFF FACT SHEETS** and information on each supplier.



I love being able to attend an online conference and take my time going through all of the information. Plus **HAVING THE REPRESENTATIVES RIGHT THERE TO ANSWER EVERYONE'S QUESTIONS IS GREAT.**