



A REPORT FROM THE

LEISURE, DESTINATION AND CRUISE EXPO

MARCH 20-21, 2019

On Demand Until: April 20, 2019

DATE OF REPORT: MARCH 27, 2019

LIVE EVENT OVERALL RESULTS (MARCH 20-21)

TOTAL UNIQUE VISITORS

767

WHO ARE THEY?

AGENT TYPE

Over three-quarters of attendees reported that they are home-based agents. Another 14.6% reported they work in a retail store front.

HOME-BASED: 583 (76%)
RETAIL STORE FRONT: 112 (14.6%)

DESTINATIONS

Attendees actively sell a variety of destinations, with Mexico (67%), the Caribbean (66%) and Hawaii (61%) at the top. Europe is close behind, with 57% actively selling the continent. A third of attendees sell Australia and New Zealand, with 37% selling the South Pacific:

MEXICO: 67%
CARIBBEAN: 66%
HAWAII: 61%
EUROPE: 57%
SOUTH PACIFIC: 37%

CONSORTIA

84% of attendees reported that they belong to a specific consortia. Here's the breakdown by individual consortia:

TRAVEL LEADERS NETWORK: 27%
ENSEMBLE TRAVEL GROUP: 16%
AAA: 5%
AMERICAN EXPRESS: 5%
CRUISE PLANNERS: 4%
TRAVELSAVERS: 4%
VIRTUOSO: 4%
NEXION: 3%
SIGNATURE TRAVEL NETWORK: 2%

WHAT DID THEY DO?

TOTAL UNIQUE WEBINAR ATTENDEES

462

TOTAL RESOURCES VIEWED

14354

TOTAL VIDEOS VIEWED

8099

TOTAL BOOTH ENTRIES

10841

AVERAGE TIME SPENT IN EXPO:

3:05:10

We surveyed the 767 agents that attended the expo and received **122 RESPONSES**.

HERE IS WHAT THEY HAD TO SHARE.



93.4%

of attendees rated the event
EXCELLENT OR GOOD



83.6%

of attendees said they are **VERY LIKELY** or **LIKELY** to **SELL MORE LEISURE, DESTINATION OR CRUISE TRAVEL** after attending the event



84.4%

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 of the event was the live webinars. **I LEARN A LOT FROM EXPERTS IN THESE DESTINATIONS** and will certainly be using the information and tips to help me sell more leisure destinations.

That **I CAN ATTEND FROM HOME** and have the literature available about the destinations in a digital format. They showcased the properties and cruise ships in a very engaging way.



My favorite part of the events was the supplier booths. It was so interesting and informative. **I LEARNED SO MUCH I DIDN'T KNOW ABOUT.**

The flexibility that allowed me to take any customer calls that came in and then go back to the expo. **I ENJOYED BEING ABLE TO GO THROUGH THE VARIOUS MARKETING MATERIALS AT MY SPEED.** I also liked the ability to chat with someone directly from each area.

