

A Report From the

Weddings and Honeymoons Expo

February 5-6, 2020

On Demand Until: March 5, 2020

Date of Report: February 18, 2020

Live Event Results

February 5-6, 2-5PM EST

936

total unique visitors

855

total unique
webinar attendees

28,291

total resources viewed

22,214

total videos viewed

9,874

total booth entries

2:35:46

average time spent
in expo

Agent Type

Over three quarters of attendees reported that they are home-based agents. Another 13% reported they work in a retail store front. The remaining 6% reported as other.



Destinations

Attendees actively sell a variety of destinations, with the Caribbean (90%), Mexico (79%), the USA (76%), and Hawaii (75%) at the top. Europe is close behind, with 66% actively selling the island. Over a third of attendees sell Australia and New Zealand, with 40% selling the South Pacific:

Caribbean	90%
Mexico	79%
USA	76%
Hawaii	75%
Europe	66%
South Pacific	40%

Consortia / Host Agency

86% of attendees reported that they belong to a specific consortia or host agency.

Here's the breakdown by consortia:

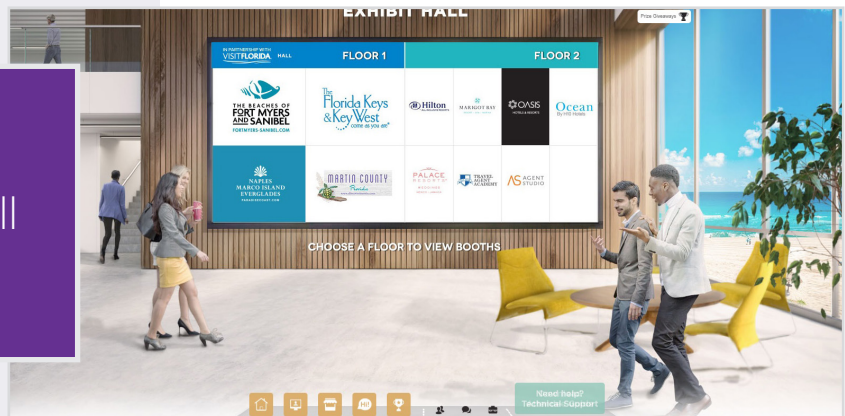
Travel Leaders Network	31%
Ensemble Travel Group	25%
American Express, Virtuoso, Signature Travel Network	10%
AAA	5%
TravelSavers	4%
Nexion	4%
Cruise Planners	4%
Other	3%

Expo Platform Experience

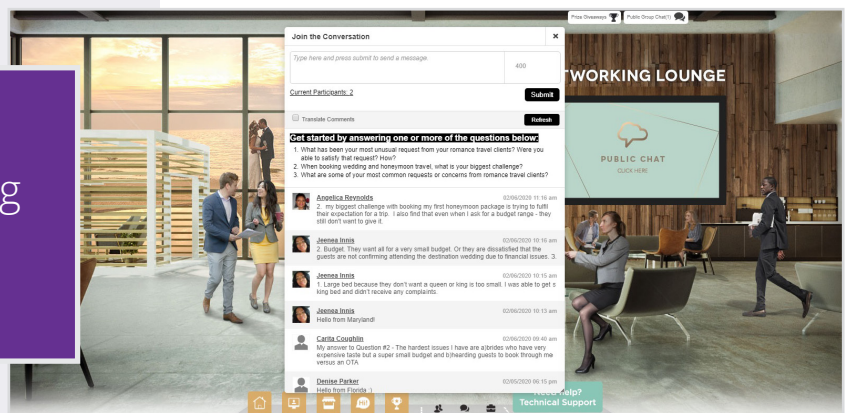
Lobby



Exhibit Hall



Networking Lounge



We surveyed the 936 agents that attended the expo and received **123 responses**.

Here is what they had to share:

94%

of attendees rated the event excellent or good

89%

of attendees said they are very likely or likely to sell more romance travel

89%

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...



Networking with some of the suppliers and learning about some new destinations, as well as learning more about wedding and honeymoon packages at various hotels and resorts.



My favorite part was the webinars I liked the overview so that when I went to the booth I knew what questions to ask.



I like the exhibit room. I like learning about various suppliers and being able to chat with the representatives.



There was so much information! So extremely helpful!! I downloaded a lot of wonderful PDFs etc. This was just a great event. Please keep it up!



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