

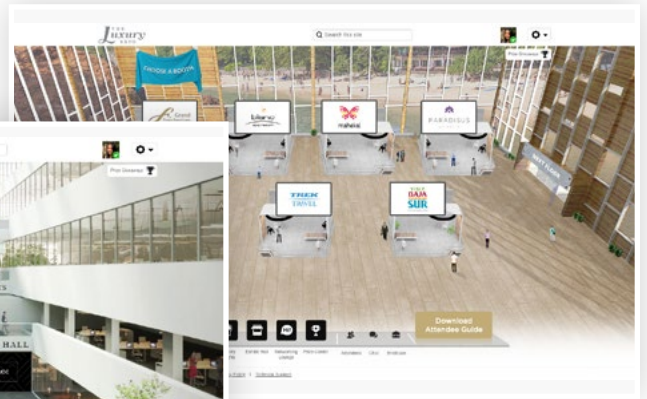
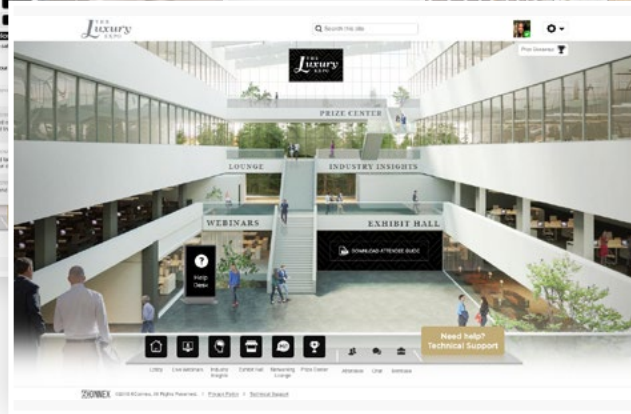
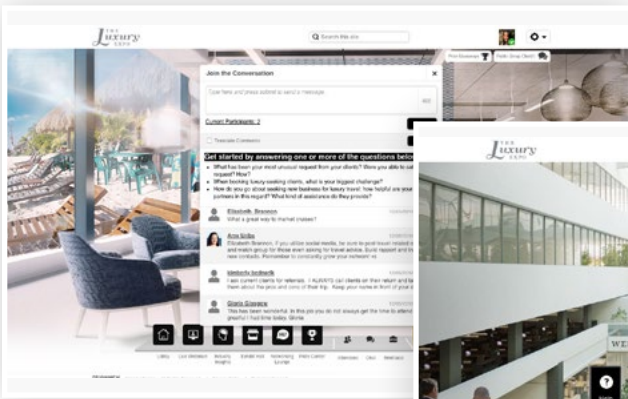
A REPORT FOR FROM THE

# LUXURY EXPO

**DECEMBER 5-6, 2018**

On Demand Until: January 5, 2019

DATE OF REPORT: DECEMBER 10, 2018



## LIVE EVENT OVERALL RESULTS (DECEMBER 5-6)

### TOTAL UNIQUE VISITORS

776

### TOTAL RESOURCES VIEWED

11279

### DAY 1 UNIQUE VISITORS

628

### DAY 2 UNIQUE VISITORS

452

### DAY 1 UNIQUE WEBINAR ATTENDEES

Visit Baja California Sur 332

Selling Luxury Resorts 312

### DAY 2 UNIQUE WEBINAR ATTENDEES

Grand Fiesta Americana Coral Beach Cancun 354

### INSIGHT VIDEOS

All-Inclusive Luxury

Unique Views

309

Tips on Selling Luxury Travel

293

Luxury Travel Trends

266

Choosing the Best Suppliers for Luxury Travel

260

### ADDITIONAL RESULTS:

Networking Lounge

Unique Visitors: 371

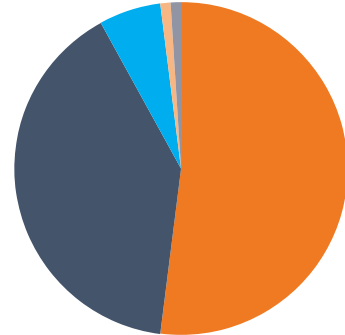
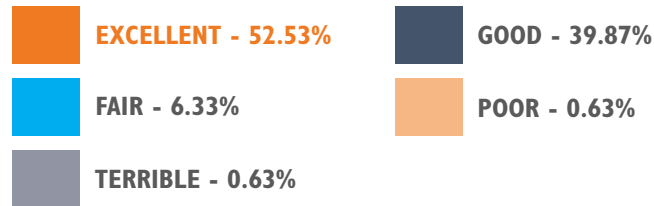
Average Time Spent in Expo:

4:01:56

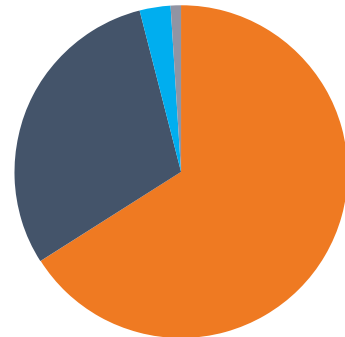
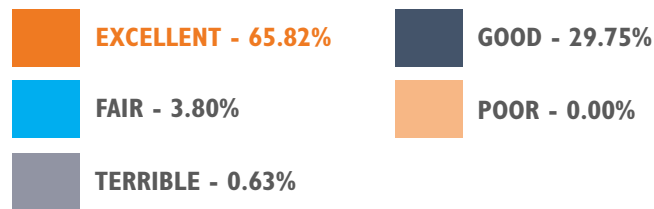
We surveyed the 776 agents that attended the expo and received **158 RESPONSES**.

## HERE IS WHAT THEY HAD TO SHARE.

OVERALL HOW WOULD YOU RATE THE EVENT?

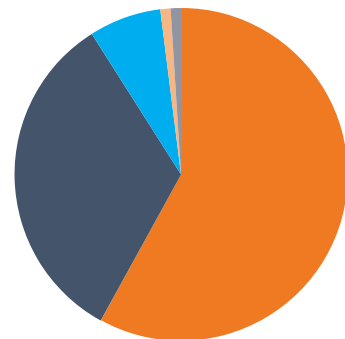
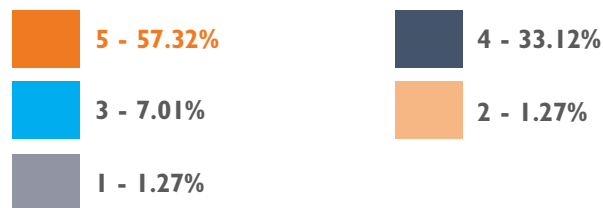


HOW WOULD YOU RATE THE PLATFORM?



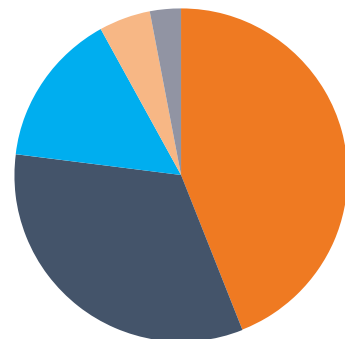
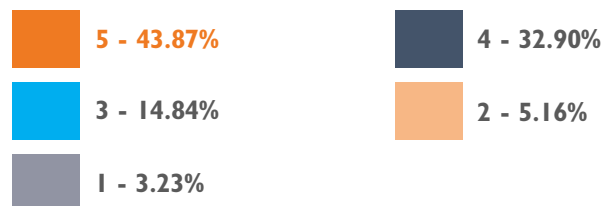
ON A SCALE OF 1-5 (1 BEING THE LOWEST AND 5 BEING THE HIGHEST)  
PLEASE RATE THE FOLLOWING:

THE ABILITY TO LEARN



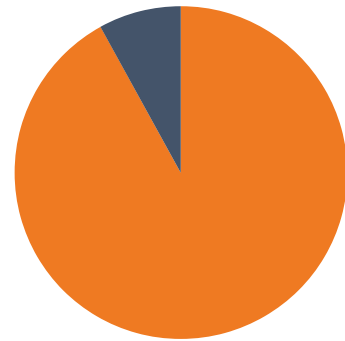
ON A SCALE OF 1-5 (1 BEING THE LOWEST AND 5 BEING THE HIGHEST)  
PLEASE RATE THE FOLLOWING:

THE ABILITY TO NETWORK



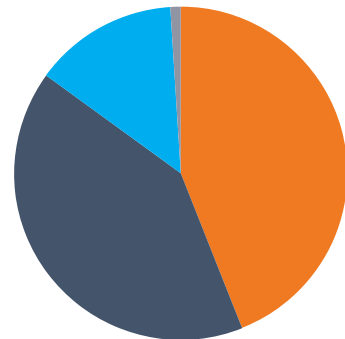
DO YOU FEEL THAT THE INFORMATION PROVIDED HAS BOOSTED YOUR KNOWLEDGE OF SELLING LUXURY TRAVEL?

**YES - 91.77%**      **NO - 8.23%**



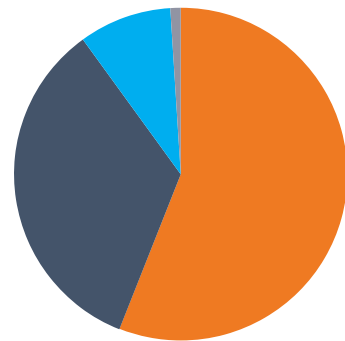
HOW LIKELY ARE YOU TO SELL MORE LUXURY TRAVEL AFTER ATTENDING THIS EVENT?

**VERY LIKELY - 43.67%**      **LIKELY - 40.51%**  
**NEITHER LIKELY NOR UNLIKELY - 14.56%**      **UNLIKELY - 0.00%**  
**VERY UNLIKELY - 1.27%**



HOW LIKELY ARE YOU TO SELL OR SELL MORE OF THE SUPPLIERS/DESTINATIONS WHO PARTICIPATED IN THIS EVENT AFTER ATTENDING THIS EVENT?

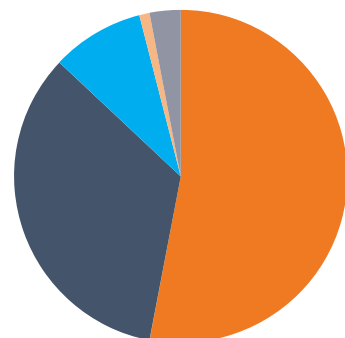
**VERY LIKELY - 56.33%**      **LIKELY - 33.54%**  
**NEITHER LIKELY NOR UNLIKELY - 8.86%**      **UNLIKELY - 0.00%**  
**VERY UNLIKELY - 1.27%**



ON A SCALE OF 1-5 (1 BEING THE LOWEST AND 5 BEING THE HIGHEST) PLEASE RATE THE FOLLOWING:

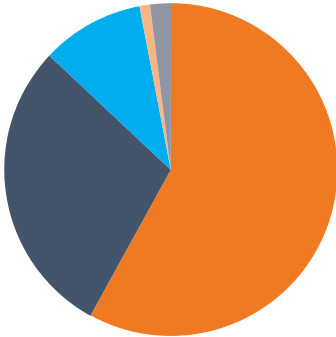
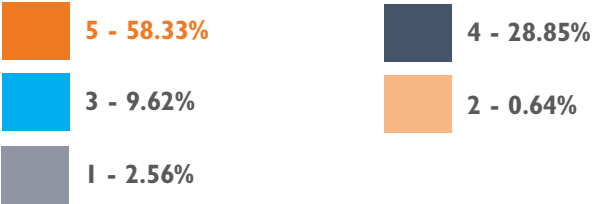
LIVE WEBINARS

**5 - 52.53%**      **4 - 34.18%**  
**3 - 9.49%**      **2 - 1.27%**  
**1 - 2.53%**



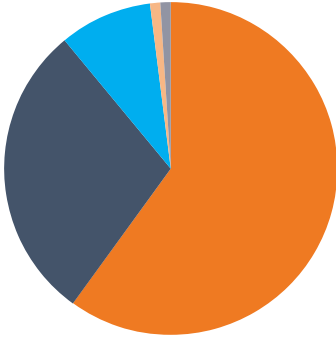
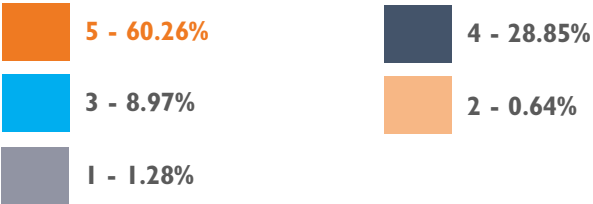
ON A SCALE OF 1-5 (1 BEING THE LOWEST AND 5 BEING THE HIGHEST)  
PLEASE RATE THE FOLLOWING:

ON DEMAND (INSIGHTS) VIDEOS



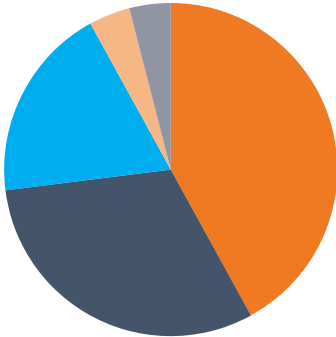
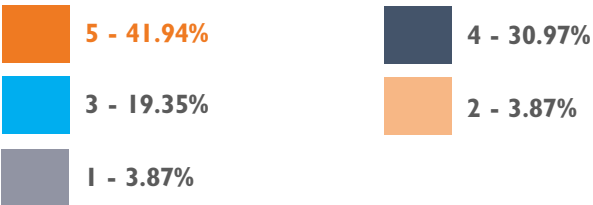
ON A SCALE OF 1-5 (1 BEING THE LOWEST AND 5 BEING THE HIGHEST)  
PLEASE RATE THE FOLLOWING:

SUPPLIER CONTENT



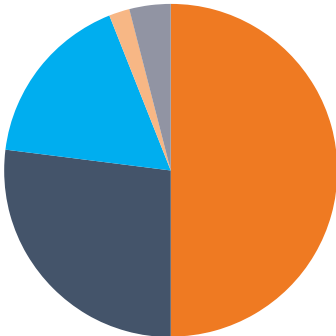
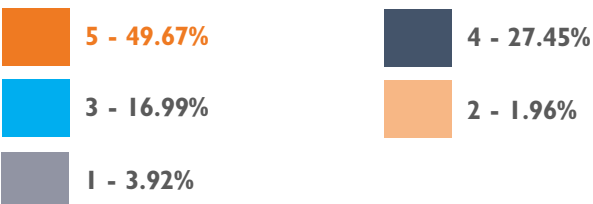
ON A SCALE OF 1-5 (1 BEING THE LOWEST AND 5 BEING THE HIGHEST)  
PLEASE RATE THE FOLLOWING:

SCHEDULE/TIME



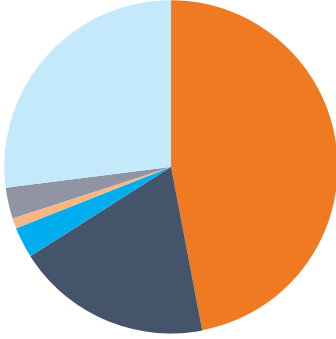
ON A SCALE OF 1-5 (1 BEING THE LOWEST AND 5 BEING THE HIGHEST)  
PLEASE RATE THE FOLLOWING:

PRIZES



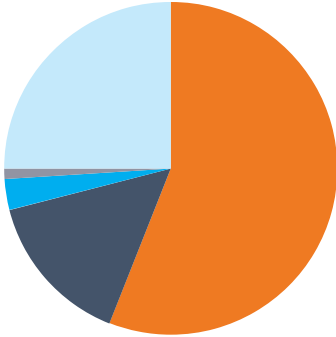
PLEASE RATE OUR PRESENTATIONS (1 BEING THE LOWEST AND 5 BEING THE HIGHEST):

WEBINAR: VISIT BAJA CALIFORNIA SUR PRESENTED BY MIGUEL MONDEJAR



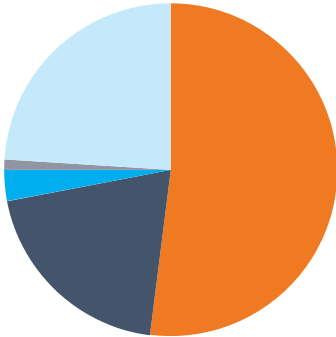
PLEASE RATE OUR PRESENTATIONS (1 BEING THE LOWEST AND 5 BEING THE HIGHEST):

WEBINAR: SELLING LUXURY RESORTS FEATURING LE BLANC SPA RESORT, MAHEKAL BEACH RESORT, AND PARADISUS BY MELIA



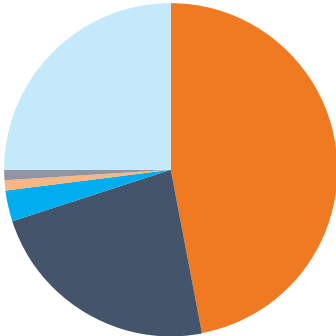
PLEASE RATE OUR PRESENTATIONS (1 BEING THE LOWEST AND 5 BEING THE HIGHEST):

WEBINAR: GRAND FIESTA AMERICANA CORAL BEACH CANCUN PRESENTED BY CYNTHIA SOSA



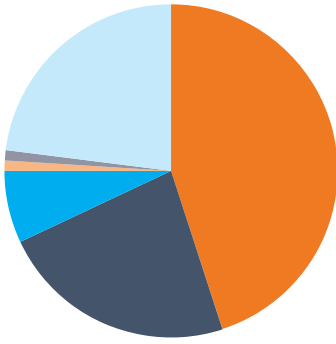
PLEASE RATE OUR PRESENTATIONS (1 BEING THE LOWEST AND 5 BEING THE HIGHEST):

ALL-INCLUSIVE LUXURY INTERVIEW WITH FRANK CORZO, VP OF U.S. FIELD SALES, PALACE RESORTS



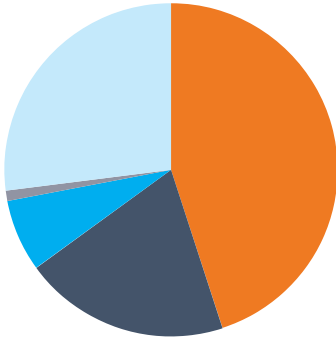
PLEASE RATE OUR PRESENTATIONS (1 BEING THE LOWEST AND 5 BEING THE HIGHEST):

TIPS ON SELLING LUXURY TRAVEL INTERVIEW WITH TERRE'E WILLIAMS, TRAVEL CONSULTANT, BLU EYES TRAVEL



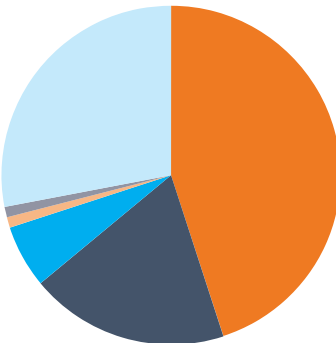
PLEASE RATE OUR PRESENTATIONS (1 BEING THE LOWEST AND 5 BEING THE HIGHEST):

LUXURY TRAVEL TRENDS INTERVIEW WITH MELISSA ROSENBLUM, LUXURY TRAVEL DESIGNER, SMARTFLYER

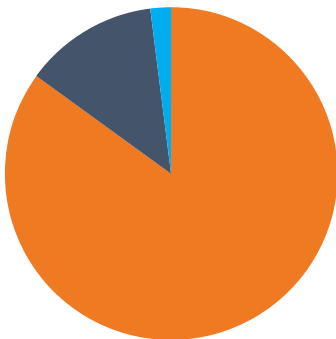
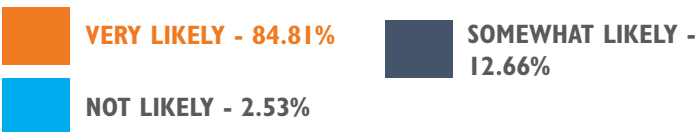


PLEASE RATE OUR PRESENTATIONS (1 BEING THE LOWEST AND 5 BEING THE HIGHEST):

CHOOSING THE BEST SUPPLIERS FOR LUXURY TRAVEL INTERVIEW WITH MELISSA ROSENBLUM, LUXURY TRAVEL DESIGNER, SMARTFLYER



HOW LIKELY ARE YOU TO ATTEND A SIMILAR EVENT IN THE FUTURE?



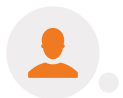
Some Agent Testimonials From This Expo:

## MY FAVORITE PART WAS...



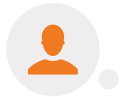
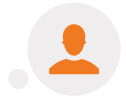
The selling Luxury Travel interviews with tips on how to sell, also the supplier show cases, especially Hawaii! That is my favorite destination!

I liked how I was able to learn through the webinars, live and recorded, because I was able to watch them at my convenience.



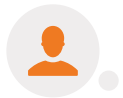
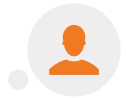
The ease in tapping brochures in the Trade Show and the ability to chat with the vendors. It made me aware of a few resorts that I hadn't considered in the past.

I REALLY like the interviews where specific questions are asked and answered. Lots of good insight is given!



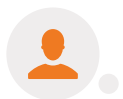
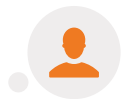
The depth of knowledge available. There was so much information and I loved that you could print out the PDF and such.

I liked the exhibit hall. I was able to look in all the different vendors and learn about their product after, the allotted time. It allowed me the time I needed to explore each and every one of them. I really liked Baja California and Trek. I learned so much and I had no idea about Trek, and loved learning about Baja because I'm from California. Definitely good for new agents such as myself.



Learning about vendors I knew nothing about, especially Trek Travels. I had my host agency sign us up for selling on their site so that I could start marketing these tours to my friends/clients.

I just started my own company, Lusso World Travel, and it was amazing making so many business connections. I was able to connect with all the suppliers for future help and information when needed!



I enjoyed the interaction with the other guests and would like to see more of that too. Best practices are great. I also really liked Melissa Rosenbloums prezis



**JOIN US FOR OUR NEXT EXPO!**  
**OUR 2019 EXPO SCHEDULE**



**WEDDINGS & HONEYMOONS  
EXPO**  
FEBRUARY 6TH-7TH



**LEISURE, DESTINATION &  
CRUISE EXPO**  
MARCH 20TH-21ST



**THE LUXURY EXPO**  
APRIL 24TH-25TH



**SELLING GROUPS & FAMILY  
TRAVEL EXPO**  
JUNE 12TH-13TH

**OR HOST YOUR OWN EVENT!**

**FOR QUESTIONS OR MORE INFORMATION, CONTACT**

[sales@travalliance.com](mailto:sales@travalliance.com)