

*A Report From the*

# Leisure Destination & Cruise Expo

**July 15-16, 2020**

On Demand Until: August 13, 2020

Date of Report: July 28, 2020

# Live Event Results

July 15-16, 2-5PM EST

# 1,506

total unique visitors

# 1,060

total unique  
webinar attendees

# 82,516

total resources viewed

# 78,498

total videos viewed

# 22,376

total booth entries

# 3:09:27

average time spent  
in expo

## Agent Type

70% of attendees reported that they are home-based agents. Another 20% reported they work in a retail store front. The remaining 10% reported as other.



## Destinations

Attendees actively sell a variety of destinations, with the Caribbean (74%), USA (69%), Mexico (65%), and Europe (64%) at the top. Hawaii is close behind, with 61% actively selling the island. More than a third of attendees sell Australia and New Zealand, with 35% selling the South Pacific:

<b>Caribbean</b>	<b>74%</b>
USA	69%
Mexico	65%
Europe	64%
Hawaii	61%
South Pacific	35%

## Consortia / Host Agency

78% of attendees reported that they belong to a specific consortia or host agency.

**Here's the breakdown by consortia:**

<b>Travel Leaders Network</b>	<b>27%</b>
Ensemble Travel Group	14%
American Express, Virtuoso, Signature Travel Network	13%
AAA	5%
Nexion	4%
Cruise Planners	4%
TravelSavers	3%
Other	8%

# Expo Platform Experience

Lobby

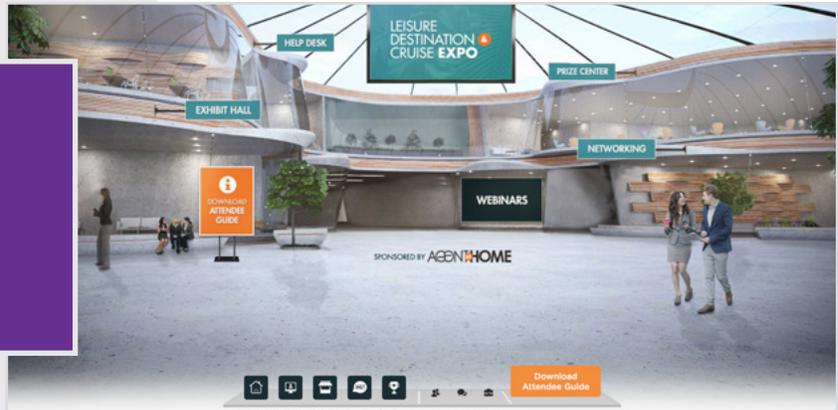
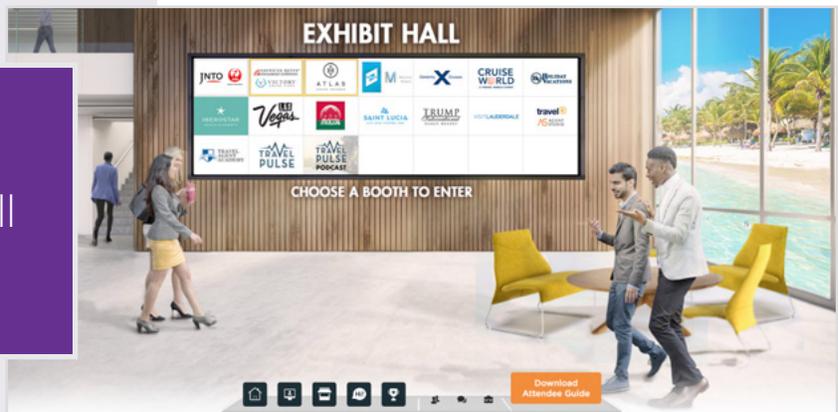
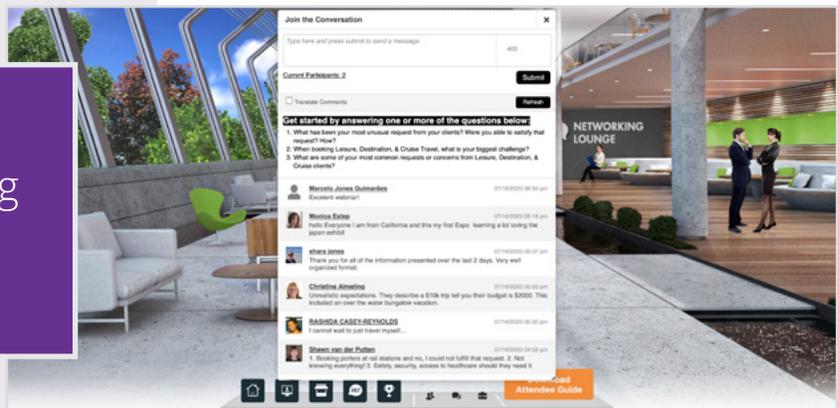


Exhibit Hall



Networking Lounge



We surveyed the 1,506 agents that attended the expo and received **283 responses**.

## Here is what they had to share:

**88%**

of attendees rated the event excellent or good

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**78%**

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

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**87%**

of attendees said they are very likely or likely to sell more of the suppliers who participated in the event

Some Agent Testimonials From This Expo:

## My favorite part was...



[My favorite part was] learning about the resources each booth had, especially the videos. The videos really made me say "wow I want to go there myself!"



I liked the way the vendor booths were set up virtually. You could get the information at your own pace



The chat rooms with the suppliers was great. It was actually easier to connect than at an in person expo. I felt like I had their undivided attention and they were able to provide me with online resources immediately.



The live presentation webinars were really eye opening. I literally have clients who I texted during the live webinar letting them know I have the perfect vacation for them and their families.



## DIGITALEVENTS