

A Report From the

The Luxury Expo

April 29-30, 2020

On Demand Until: May 28 2020

Date of Report: May 10, 2020

Live Event Results

April 29-30, 2-5PM EST

1,720
total unique visitors

1,522
total unique
webinar attendees

47,639
total resources viewed

20,105
total videos viewed

11,479
total booth entries

2:59:39
average time spent
in expo

Agent Type

70% of attendees reported that they are home-based agents. Another 19% reported they work in a retail store front. The remaining 11% reported as other.



Destinations

Attendees actively sell a variety of destinations, with the Caribbean (85%), Europe (78%), USA (76%), and Mexico (76%) at the top. Hawaii is close behind, with 72% actively selling the island. More than a third of attendees sell Australia and New Zealand, with 43% selling the South Pacific:

Caribbean	85%
Europe	78%
USA	76%
Mexico	76%
Hawaii	72%
South Pacific	43%

Consortia / Host Agency

100% of attendees reported that they belong to a specific consortia or host agency.

Here's the breakdown by consortia:

Travel Leaders Network	25%
Ensemble Travel Group	13%
American Express, Virtuoso, Signature Travel Network	15%
AAA	5%
Nexion	3%
Cruise Planners	3%
TravelSavers	3%
Other	33%

Expo Platform Experience

Lobby

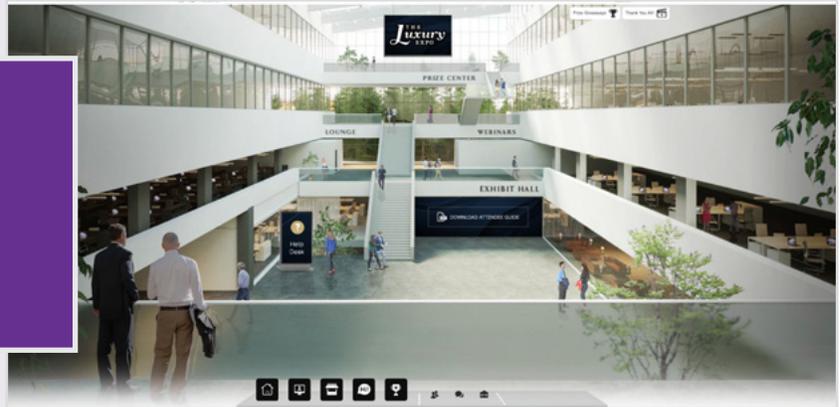
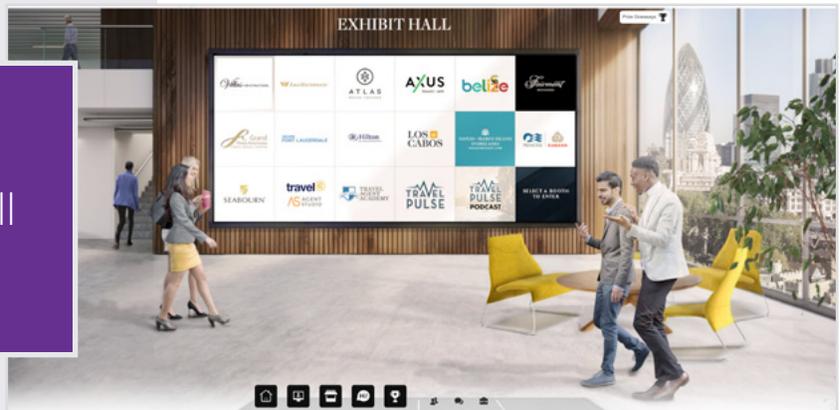
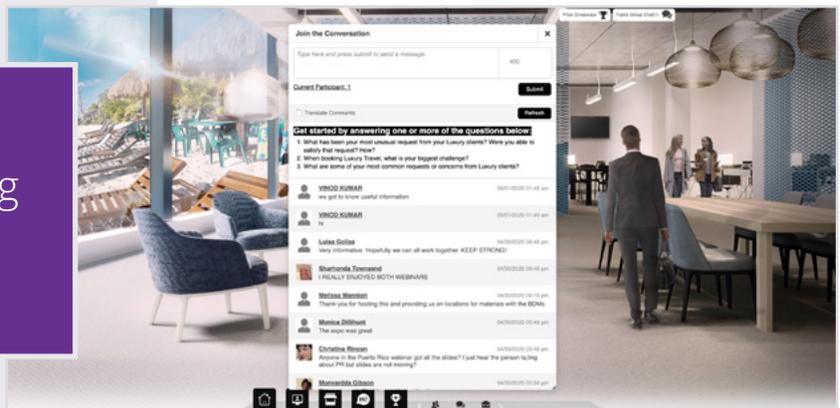


Exhibit Hall



Networking Lounge



We surveyed the 1,720 agents that attended the expo and received **332 responses**.

Here is what they had to share:

90%

of attendees rated the event excellent or good

83%

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

93%

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 being able to explore all the Vendors and learning about ones I have never heard about before. It was so informational.



The webinars were a lot of fun. It was also interesting to click through the booths to discover more information, and being able to contact vendors with a click of a button. I learned a lot about several of them.



This was my first experience attending an advisor's event virtually and I loved it! I was able to move between exhibitions easily... Thank you!



I appreciated the ability to look up various components provided by suppliers without having a bundle of paper. It was very informative.



DIGITALEVENTS