

A Report From the

TravelBrands Expo

May 7, 2020

On Demand Until: June 4, 2020

Date of Report: May 15, 2020

Live Event Results

May 7, 12-4PM EST

2,355

total unique visitors

Destinations

Attendees actively sell a variety of destinations, with the Caribbean (67%), Europe (63%), Mexico (61%), and USA (60%) at the top. Hawaii is close behind, with 49% actively selling the island. Almost a third of attendees sell Australia and New Zealand, with 27% selling the South Pacific:

Caribbean	67%
Europe	63%
Mexico	61%
USA	60%
Hawaii	49%
South Pacific	27%

216,870

total resources viewed

114,101

total videos viewed

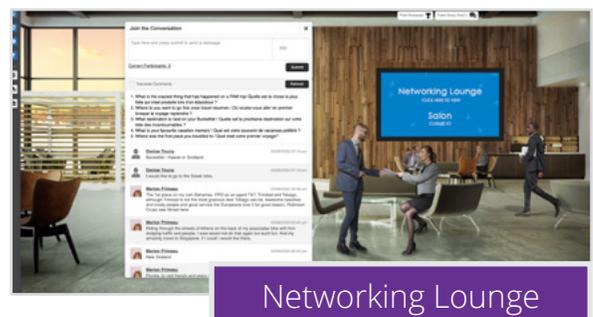
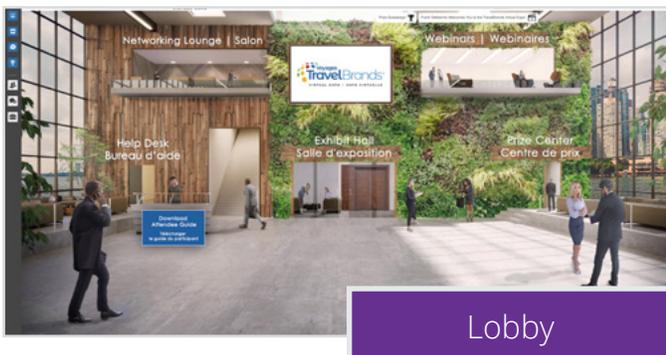
103,030

total booth entries

4:29:44

average time spent
in expo

Expo Platform Experience



We surveyed the 2,355 agents that attended the expo and received **615 responses**.

Here is what they had to share:

96%

of attendees rated the event excellent or good

96%

of attendees rated the platform excellent or good

86%

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...



The way it was organized like a conference centre with a section for each suppliers' "booth". It was more intuitive than I expected - a pleasant surprise. Well done! I also appreciated that the hours were extended, as even though I started at the opening, I wasn't done yet at closing time. With the extension, I finished seeing what I wanted to see.



I liked all the content from the suppliers, i liked that i could download. Nothing to carry :) I also liked that suppliers reached out to chat to you. It was really nice.



In my almost 2 decades of selling travel, it was my first VIRTUAL EVENT of this type and I was impressed by the multiple components, I liked being able to communicate directly with suppliers & if they promised to provide more info later, they did.



Good to touch base with our reps and suppliers and ask questions. Also good to connect with colleagues and friends in the lounge - I loved being able to search by company to see who's there so I could reach out and say hi.



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