

A Report From the

Weddings & Honeymoons Expo

September 23-24, 2020

On Demand Until: October 24, 2020

Date of Report: October 1, 2020

Live Event Results

September 23-24, 2-5PM EST

1,209
total unique visitors

613
total unique
webinar attendees

31,593
total resources viewed

14,112
total videos viewed

17,313
total booth entries

3:25:32
average time spent
in expo

Agent Type

79% of attendees reported that they are home-based agents. Another 20% reported they work in a retail store front. The remaining 1% reported as other.



Destinations

Attendees actively sell a variety of destinations, with the Caribbean (86%), Mexico (78%), USA (73%), and Hawaii (70%) at the top. Europe is close behind, with 64% actively selling the continent. More than a third of attendees sell Australia and New Zealand, with 37% selling the South Pacific:

Caribbean	86%
Mexico	78%
USA	73%
Hawaii	70%
Europe	64%
South Pacific	37%

Consortia / Host Agency

84% of attendees reported that they belong to a specific consortia or host agency.

Here's the breakdown by consortia:

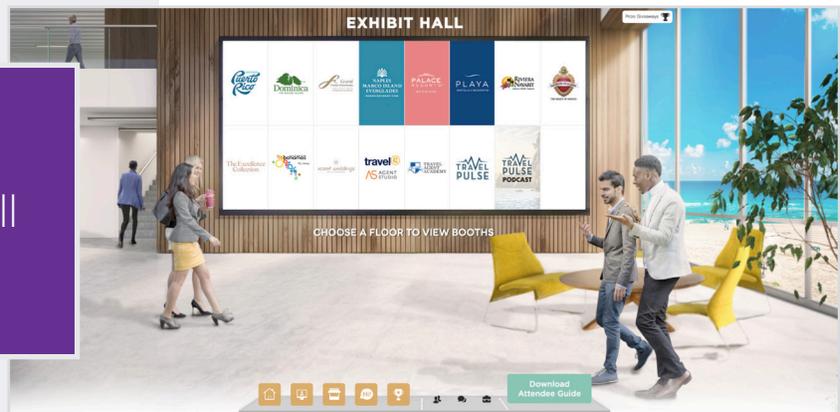
Travel Leaders	27%
Ensemble Travel Group	20%
American Express, Virtuoso, Signature Travel Network	12%
AAA	6%
Nexion	3%
Cruise Planners	3%
TravelSavers	3%
Other	10%

Expo Platform Experience

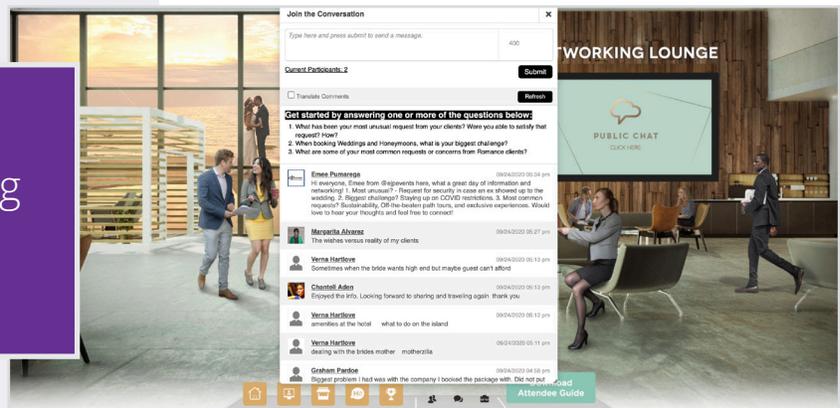
Lobby



Exhibit Hall



Networking Lounge



We surveyed the 1,209 agents that attended the expo and received **209 responses**.

Here is what they had to share:

89%

of attendees rated the event excellent or good

86%

of attendees said they are very likely or likely to sell more wedding and honeymoon travel

90%

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] the supplier content, I loved being able to have all of the info readily accessible in one place as well as be able to go through all the information presented on my time.



I liked the Covid updates and policies on destinations. It was nice being able to ask questions and get an immediate response in the chats.



I really enjoyed all the information on destinations I didn't know about. There were a couple of places that I added to my travel list.



I enjoyed the webinars, but really liked being able to pace myself and soak in the information.



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