

A Report From the

Selling Groups and Family Travel Expo

March 11-12, 2020

On Demand Until: April 9, 2020

Date of Report: March 31, 2020

Live Event Results

March 11-12, 2-5PM EST

709

total unique visitors

681

total unique
webinar attendees

14,584

total resources viewed

14,283

total videos viewed

5,282

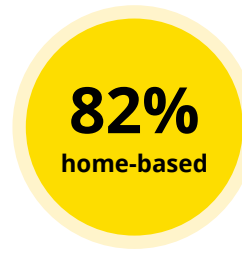
total booth entries

3:20:11

average time spent
in expo

Agent Type

82% of attendees reported that they are home-based agents. Another 13% reported they work in a retail store front. The remaining 5% reported as other.



Destinations

Attendees actively sell a variety of destinations, with the Caribbean (89%), Mexico (78%), USA (77%), and Hawaii (71%) at the top. Europe is close behind, with 64% actively selling the island. More than a third of attendees sell Australia and New Zealand, with 36% selling the South Pacific:

Caribbean	89%
Mexico	78%
USA	77%
Hawaii	71%
Europe	64%
South Pacific	36%

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 Network	38%
Ensemble Travel Group	23%
American Express, Virtuoso, Signature Travel Network	12%
Nexion	5%
Cruise Planners	4%
AAA	4%
TravelSavers	4%
Other	0%

Expo Platform Experience

Lobby



Exhibit Hall



Networking Lounge



We surveyed the 709 agents that attended the expo and received **75 responses**.

Here is what they had to share:

88%

of attendees rated the event excellent or good

80%

of attendees said they are very likely or likely to sell more groups & family travel

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 webinar gave me an update on all of their services I was able to pick up some websites and videos for my clients plus the pdf forms are great!



All of it. The ease of the navigation via this platform makes content much easier to access and makes it enjoyable.



There were some new vendors that I didn't know too much about. It was nice to get some information and talk to the reps.



The connections with the actual reps was fantastic. I was able to not only learn but also ask questions on the chat.



DIGITALEVENTS