

# IAADFS & ASUTIL celebrate and recap 2021 Summit of the Americas

IAADFS and ASUTIL express their satisfaction with the results from the 2021 Summit of the Americas – A Virtual Experience, which took place online April 5 – 9 and was organized in association with The Moodie Davitt Report.

IAADFS and ASUTIL are appreciative of the support shown by exhibitors, sponsors, attendees, and the designated media partners – and of course the fantastic work done by the teams at The Moodie Davitt Report and FILTR Qingwa, the official virtual stand contractor and designer of the visuals used for the virtual environment.

“During this difficult COVID-19 period, it was important for us to provide an opportunity for our industry to come together through a cost-effective and user-friendly platform to connect with each other and learn in anticipation of the pandemic recovery that we are all anxiously awaiting,” comments Michael Payne, President & CEO, IAADFS.

“The excellent sessions featured in the Knowledge Hub gave a huge amount of very important information to help keep our colleagues updated and better prepared for when traffic levels and sales begin to improve,” adds José Luis Donagaray, Secretary-General, ASUTIL.

This virtual event, a first for both IAADFS and ASUTIL, featured a virtual Exhibition Hub populated with an array of exhibitors representing nearly all categories in the industry. Attendees enjoyed informative and entertaining presentations in the Engagement Lounge, as well as a virtual happy hour. A cornerstone of the event was a robust five-day education program in the Knowledge Hub with world-class speakers from within and outside of the duty free and travel retail industry.

Overall participation at the 2021 Virtual Summit was strong, with more than 2,700 total expo visits and more than 10,000 total stand views, 60% of which converted to deeper views of stand content material such as videos, presentations, downloads and direct connections with the staff who were representing the stands in the virtual platform. Stand exhibitors saw an average of 338 visitors to their stands during the course of the event. The 21 sessions in the Knowledge Hub were viewed a cumulative total of 2,300 times as of April 10, 2021, with additional session views taking place during the 30-day encore period that began after the official close of the 2021 Virtual Summit on April 9.

The virtual stands and recordings from the Knowledge Hub sessions remain available to registered attendees through the end of the 30-day encore period.