



# ***Global Trade Partner Update***

Tuesday, March 1st, 2022



*Senior Vice President,  
Welcome*



VISIT  
LAUDERDALE  
EVERYONE UNDER THE SUN





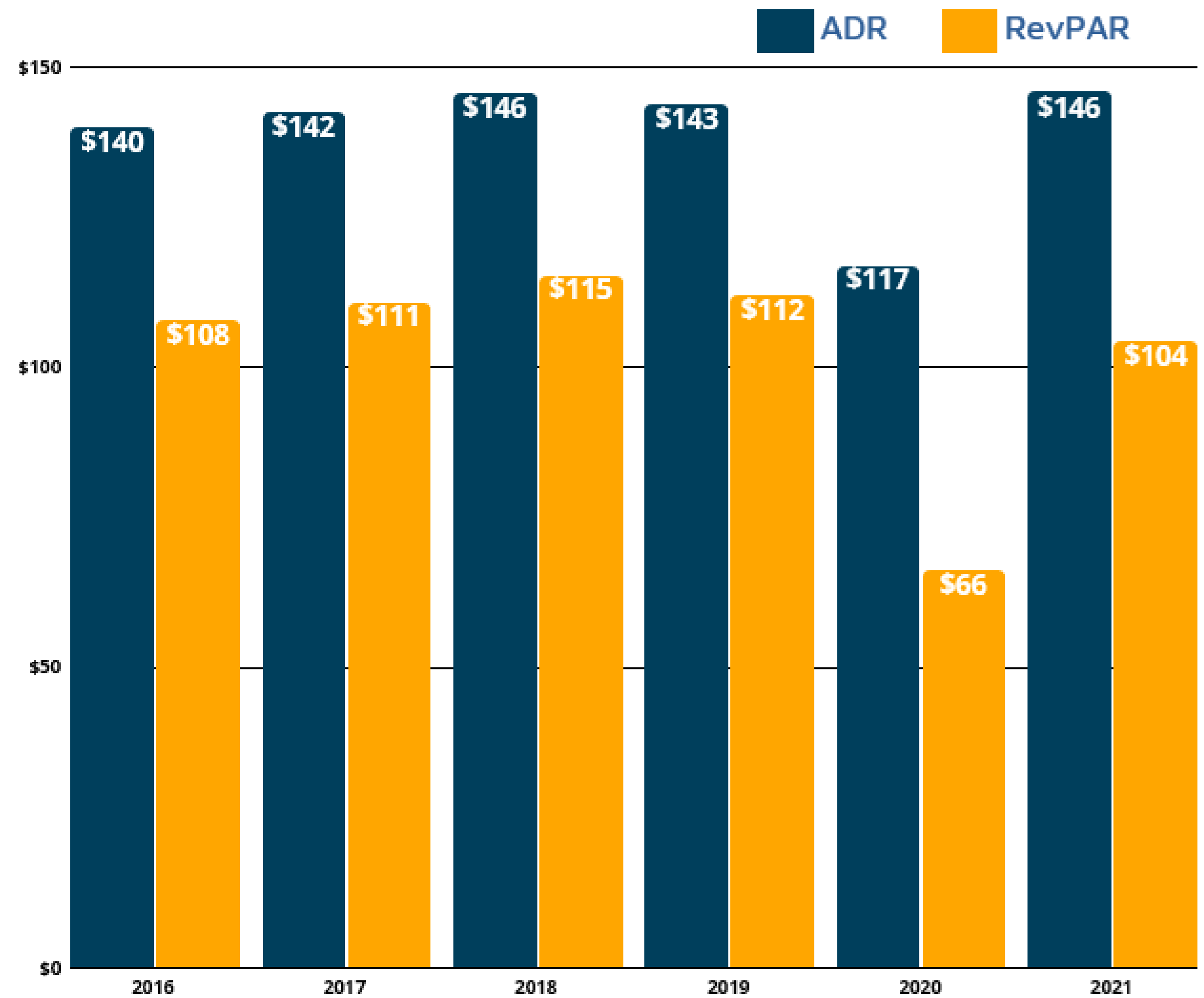
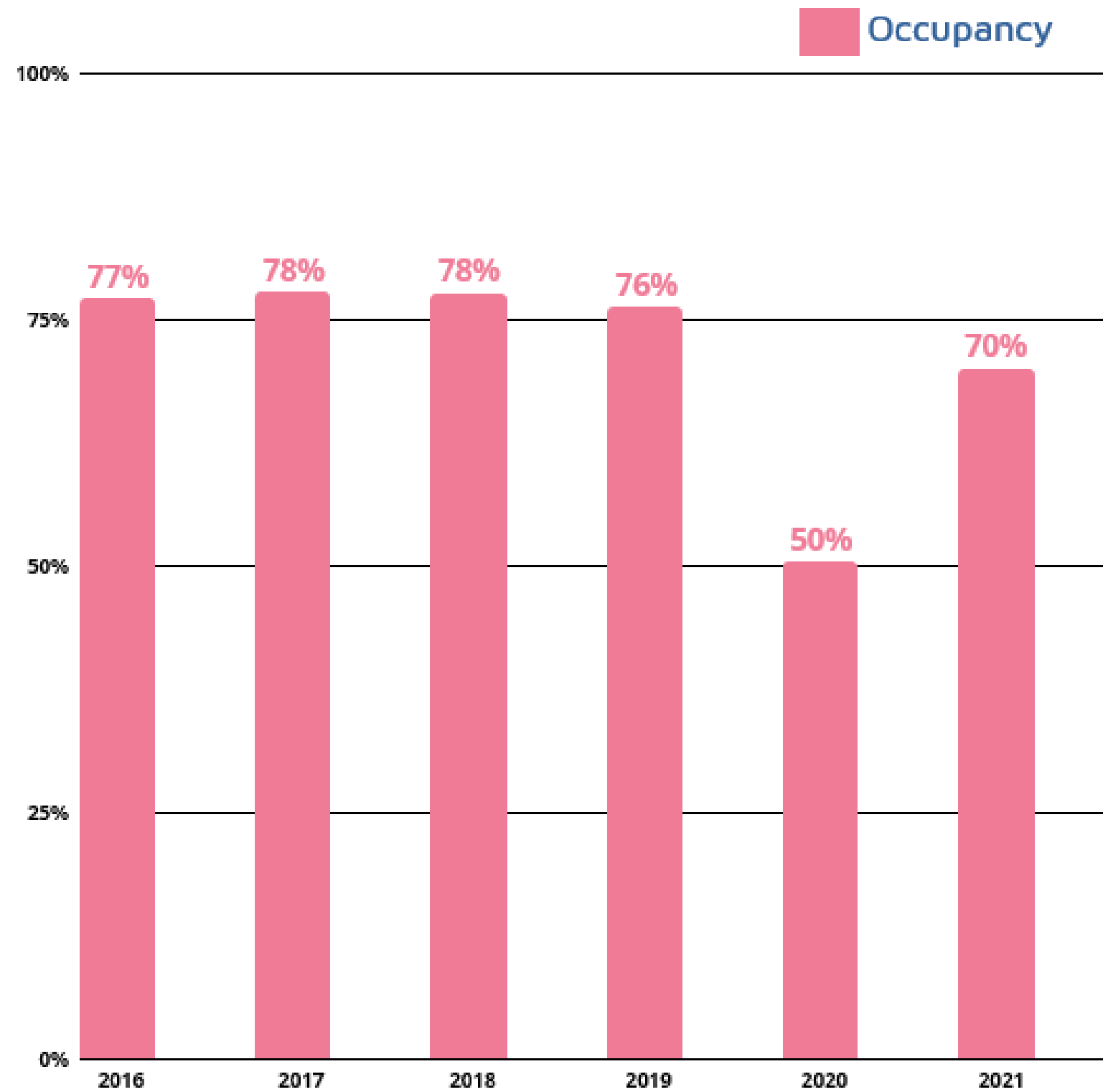
# Agenda

- *Welcome*
- *Market Updates*
- *Airport & Port Everglades Updates*
- *Recent Updates & Future Travel*
- *Media Buys*
- *Leisure Lauderdale Social Media*
- *Lauderdale Loyalist Launch*





# History of Hotel Metrics 2016-2021





# Hotel - Today and Tomorrow

## Year-to-Date

Jan 1-Feb 19, 2022

OCCUPANCY



12% below 2019

AVERAGE  
DAILY RATE

**\$187.90**

4% above 2019

SUPPLY

**17%**

above 2019

REVENUE PER  
AVAILABLE ROOM

**\$136.53**

7% below 2019

DEMAND

**3%**

above 2019

REPORTED HOTEL  
REVENUE

**9%**

above 2019

## Forecast

2022      Occ      ADR      RevPAR

**Q1**      76.1%  
-9%      \$193.10  
4%      \$147.50  
-6%

**Q2**      73.7%  
-3%      \$138.70  
0.4%      \$102.70  
-3%

**Q3**      70.8%  
-0.1%      \$119.70  
8%      \$84.90  
10%

**Q4**      73.6%  
-4%      \$153.40  
10%      \$113.30  
4%



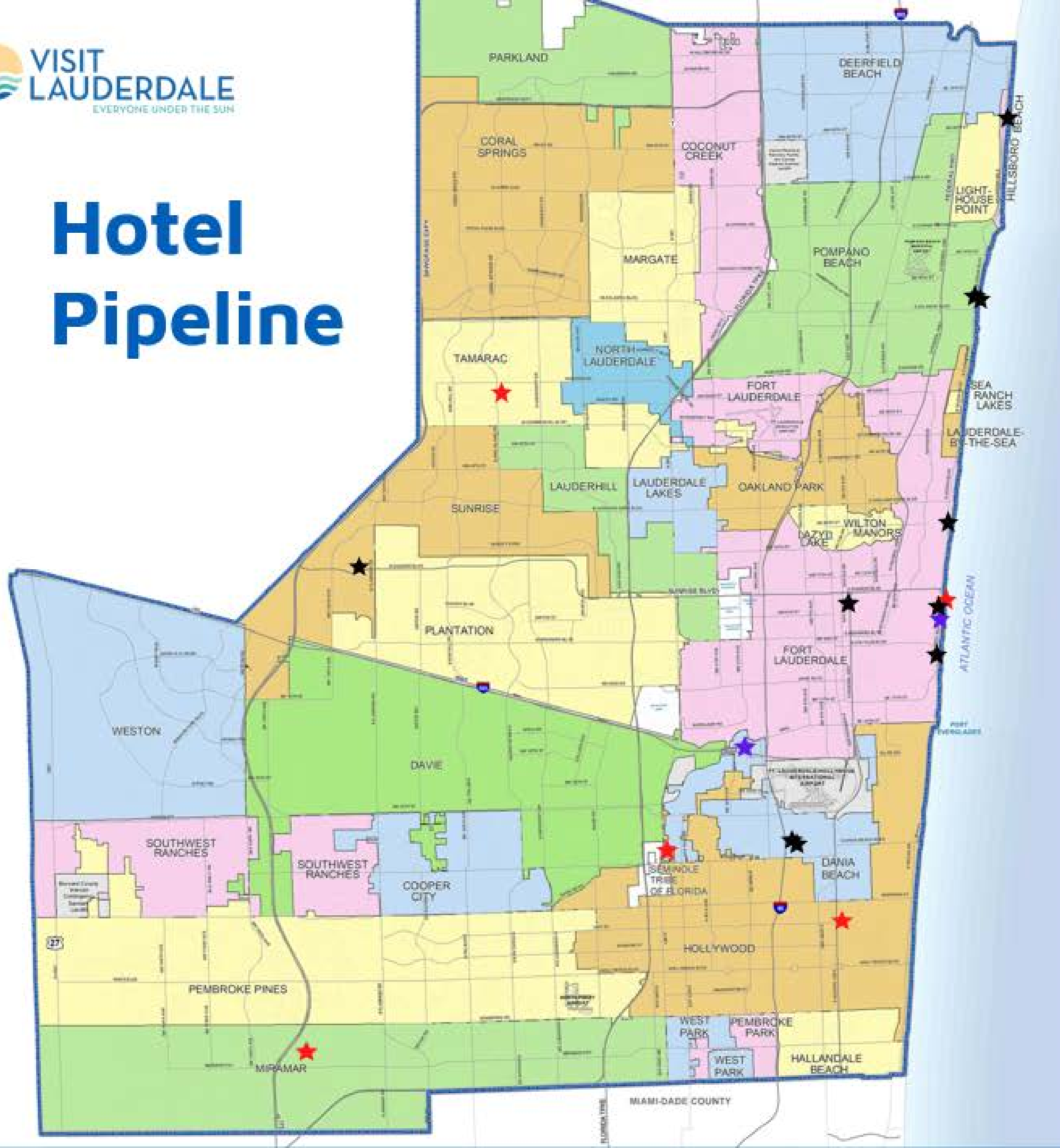
# Demand by Day of the Week

February 1-19, 2022 vs. ST3Y





# Hotel Pipeline



## ★ 2021 Hotel Openings

**10 properties ★ 1,244 rooms**

AC Hotels by Marriott Fort Lauderdale Airport  
AC Hotels by Marriott Fort Lauderdale Sawgrass Mills/Sunrise  
Cambria Hotel Fort Lauderdale Beach  
Courtyard Fort Lauderdale Downtown  
Hillsboro Beach Resort  
Home2 Suites by Hilton Pompano Beach Pier  
Hotel Maren Fort Lauderdale Beach  
Kimpton Goodland Fort Lauderdale Beach  
Marriott Fort Lauderdale Airport  
Tru by Hilton Pompano Beach Pier

## ★ 2022 Hotel Openings

**2 properties ★ 272 rooms**

AC Hotels by Marriott Fort Lauderdale Beach  
Avid Dania Beach

## ★ 2022 Current Pipeline

**5 properties ★ 553 rooms**

Mar Four Seasons Fort Lauderdale  
Holiday Inn Express & Suites Miramar  
Jun Fairfield Inn & Suites Fort Lauderdale Northwest  
Oct Dolce Hotels & Resorts Hollywood  
Holiday Inn Express Hollywood



# TDT Revenue Collections

Monthly - 2019 vs. 2020 vs. 2021





# FLL Passenger Volume

## Monthly 2019 vs. 2020 vs. 2021

According to Airports Council International, FLL ranked  
**5th** in total domestic recovery,  
**10th** in international recovery, and  
**9th** in total recovery

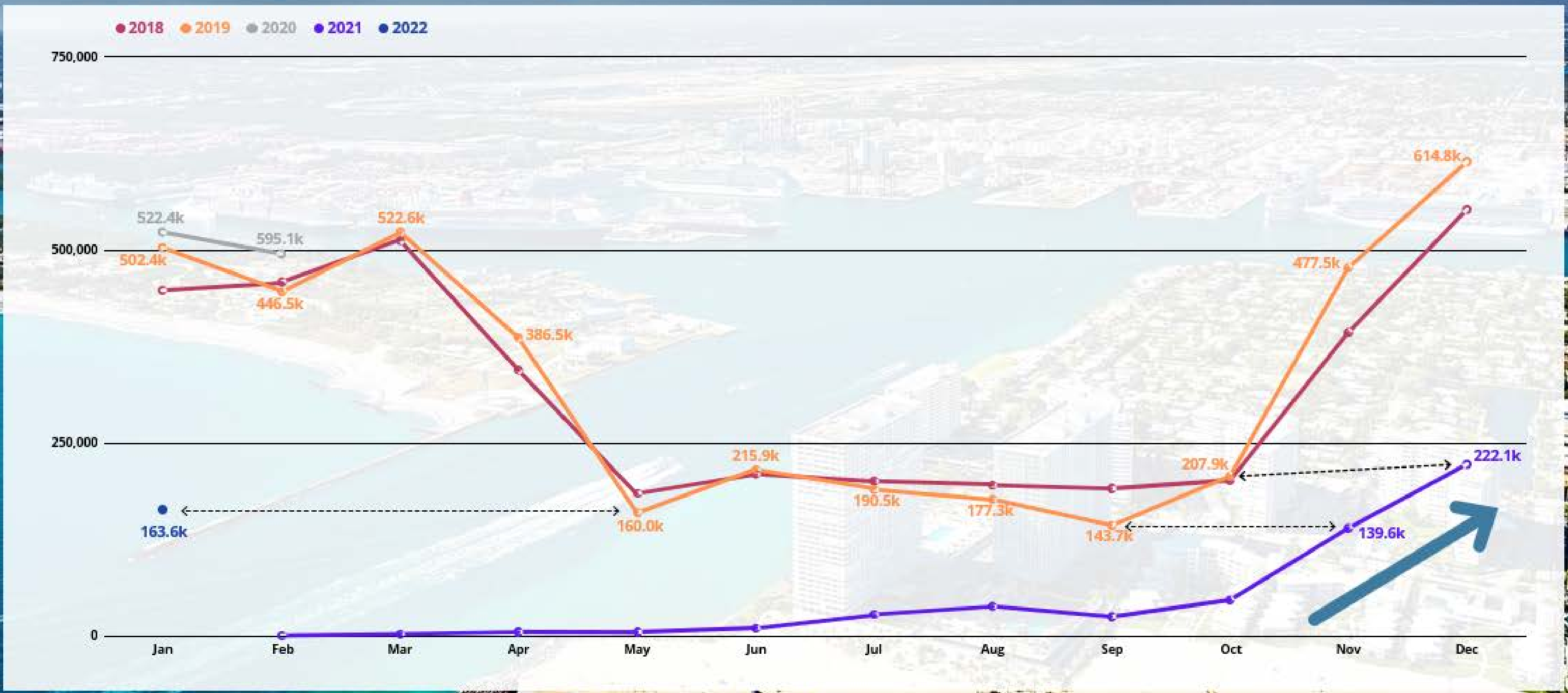
Jan-Nov 2021





# Cruise Passenger Volume

## Monthly 2019 vs. 2021





# FLL's New Service



- Orlando
- Atlanta
- Green Bay
- Buffalo, NY
- Rochester, NY
- Philadelphia
- Trenton, NJ
- Stewart International, NY
- Albany
- Long Island/Islip
- Providence, RI
- Portland, ME





# NORSE

## *Marketing Co-opportunity*



## *Upcoming Launches*

- Flights from Oslo in May.
- Flights from Paris in July.
- Flights from London coming soon!



# Cruise Travel

## Setting Sail in 2022 and Beyond

# Wonder of the Seas

- LARGEST CRUISE SHIP IN THE WORLD
- 81K VIEWS ON FACEBOOK
- SETTING SAIL IN MARCH 2022



*Sign Up!*

**Don't forget to sign up for the  
Port Everglade's weekly  
newsletter for updates! Email  
[krech@rbroward.org](mailto:krech@rbroward.org) to subscribe**



# Recent Global Trade Activity

JANUARY - FEBRUARY 2022

- AAA North East Winter Marketplace with over \$24k in bookings
- JetBlue Vacations New Product Site Tours
- Travel Agency Host Week
- Cruise One Dream Vacations
- Lieb back on contract- new trade representation
- Visit USA Germany Virtual Roadshow



**virtual**  
AAA TRAVEL MARKETPLACE

**jetBlue**  
vacations





# Upcoming Events

MARCH - JUNE 2022

- Boston Travel & Adventure Show
- NY Travel & Adventure Show
- Cruise360
- WTM LATAM
- Atlanta Travel & Adventure Show
- GTM West
- ASTA South Florida Spring Affair
- Signature Travel Network Regional
- IPW 2022
- Travel Agent Forum Las Vegas





# Marketing Initiatives



## GREATER FORT LAUDERDALE, FLORIDA

### Welcoming Everyone Under the Sun

Fascinating discoveries await, from 24 miles of golden beaches to the scenic waterways of the world's yachting capital. Explore a thriving culinary scene, join the party at rooftop bars and hidden speakeasies, see the vast natural beauty of the Everglades and much more.

**Book complete vacation packages including convenient flights, travel protection coverage and more with accommodations at these and many more hotels around Greater Fort Lauderdale:**

- |   |   |
|---|---|
| • AC Marriott Fort Lauderdale Beach                   | • Hotel Maren Fort Lauderdale Beach, Curio Collection |
| • B Ocean Resort Fort Lauderdale                      | • Hyde Beach House                                    |
| • Best Western Plus Oceanside Inn                     | • Kimpton Goodland Fort Lauderdale Beach              |
| • Conrad Fort Lauderdale Beach                        | • Marriott Hollywood Beach                            |
| • Courtyard by Marriott Ft. Lauderdale Beach          | • Pelican Grand Beach Resort, A Noble House Resort    |
| • DoubleTree Resort by Hilton Hollywood Beach         | • Renaissance Fort Lauderdale Cruise Port Hotel       |
| • Fort Lauderdale Marriott Harbor Beach Resort & Spa  | • Sonesta Fort Lauderdale Beach                       |
| • Fort Lauderdale Marriott Pompano Beach Resort & Spa | • The Diplomat Beach Resort                           |
| • Four Seasons Hotel and Residences Fort Lauderdale   | • The Ritz-Carlton, Fort Lauderdale                   |
| • Hilton Fort Lauderdale Beach Resort                 | • The Westin Beach Resort & Spa, Fort Lauderdale      |
| • Hilton Fort Lauderdale Marina                       | • W Fort Lauderdale                                   |

**PLUS** Pleasant Holidays has no Pre-Departure Change & Cancellation Fees for Continental USA Vacations!

- JetBlue Vacations
- BedsOnLine
- Pleasant Holidays
- Signature
- Virtuoso
- CCRA
- IPW
- Travel Click
- Travel Port
- Costco
- Panrotas – WTM LATAM



# BedsOnLine

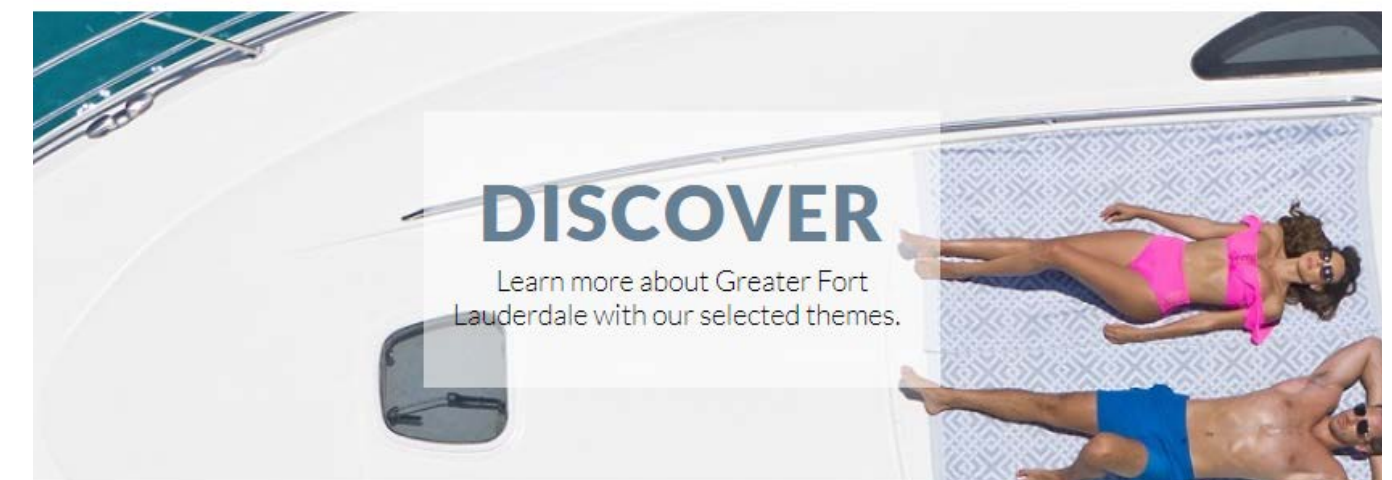
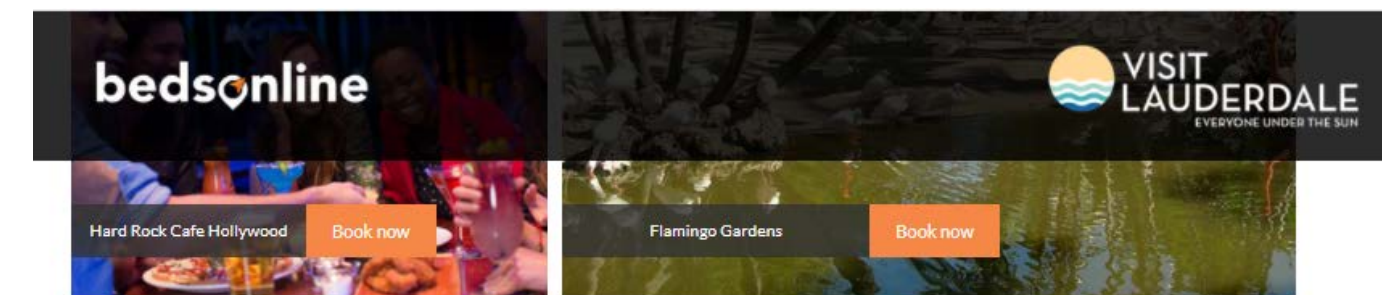


## Welcome to Greater Fort Lauderdale

Are your clients looking for a well-deserved getaway? Their beach playground awaits in Greater Fort Lauderdale from 24 miles of golden beaches, to the lively streets of Las Olas, to the scenic waterways of the world's yachting capital.

Here, they'll enjoy the warm sunshine and smiles of 31 diverse communities. Explore a thriving culinary scene, join the party at rooftop bars and hidden speakeasies, indulge in world-class shopping, see the vast natural beauty of the Everglades and revel in the luxuries of celebrated hotels and beach resorts. Greater Fort Lauderdale is welcoming everyone under the sun and they can't wait to welcome your clients.

Don't forget to take advantage of our limited-time-only deals and create the best getaway for your clients today!



## Top Beaches of Greater Fort Lauderdale

It's time to get outdoors and enjoy the beautiful beaches of Greater Fort Lauderdale.

With such a variety of things to do in Greater Fort Lauderdale, sometimes it's the simple pleasures that give us the most satisfaction. So tell your clients to put on that swimsuit, grab your sunscreen, and get ready to reconnect with nature.

**Deerfield Beach:** Located just south of Boca Raton, in the northern part of Broward County, Deerfield Beach is known for its casual and fun beach vibe.

Catch all the action at the International Fishing Pier where you can see local fishermen in all their glory and rent a rod to get in on the fun yourself.

If you head under the pier for a walk along the beach, don't forget your phone for a cool Insta-worthy shot—this is a prime spot for sunset pics.





**Welcome**  
TO WHATEVER FLOATS  
YOUR YACHT



24 miles of coastline. 300 miles of waterways. And too many temptations to count. Come see what's new in Florida's shimmering playground, from world-renowned hotels to cosmopolitan dining and nightlife. We can't wait to welcome you.



# ***Signature Travel Network & Virtuoso***

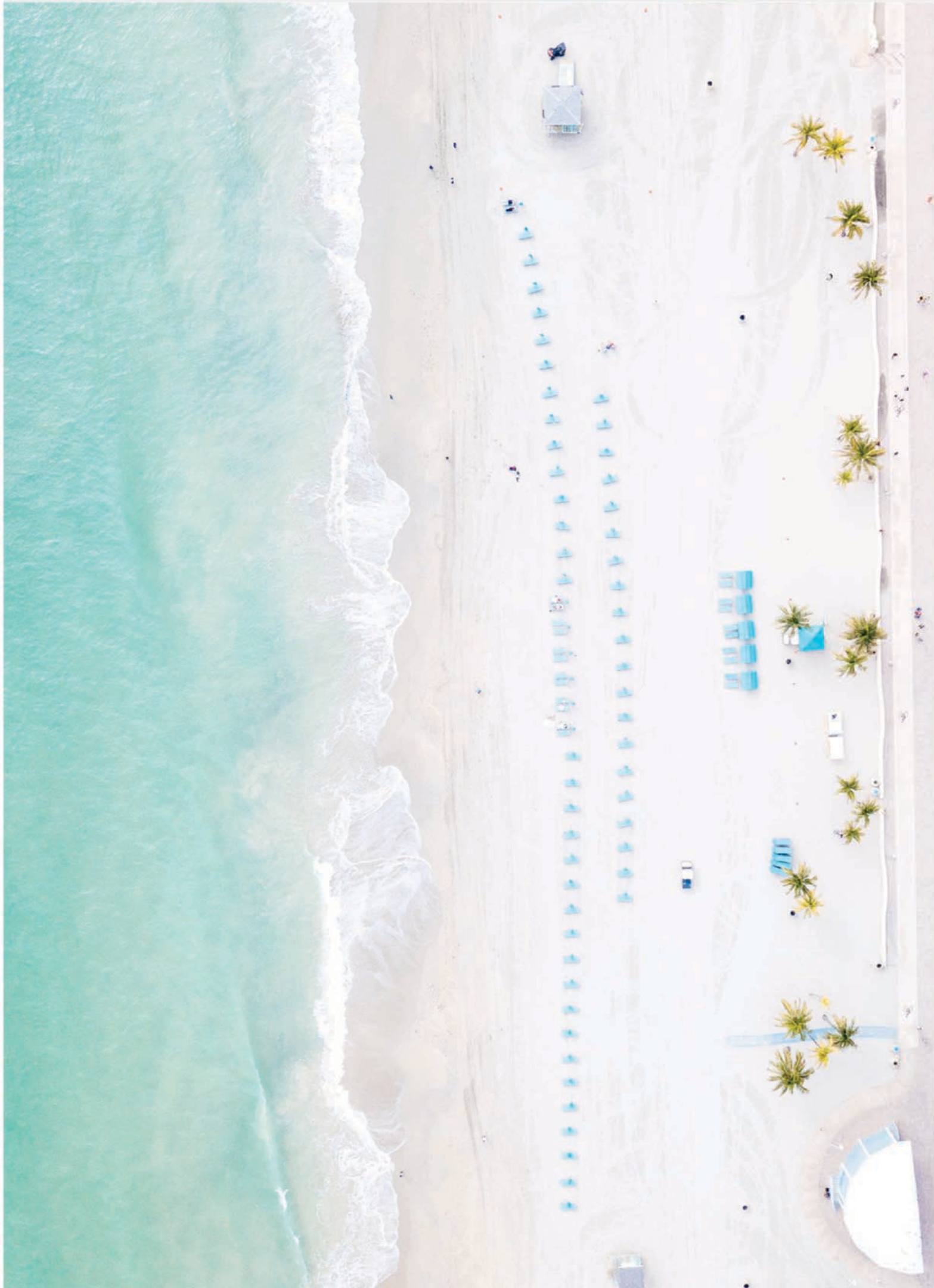
- Full Page Ad in Consumer Travel Magazine
- Full Page Editorial in Consumer "Virtuoso Life" Magazine

A New Program To Help You *Shine*

**REGISTER NOW**







# Leisure Lauderdale

90 DAY  
HIGHLIGHTS

AVERAGE VIEWS

736  
REACH

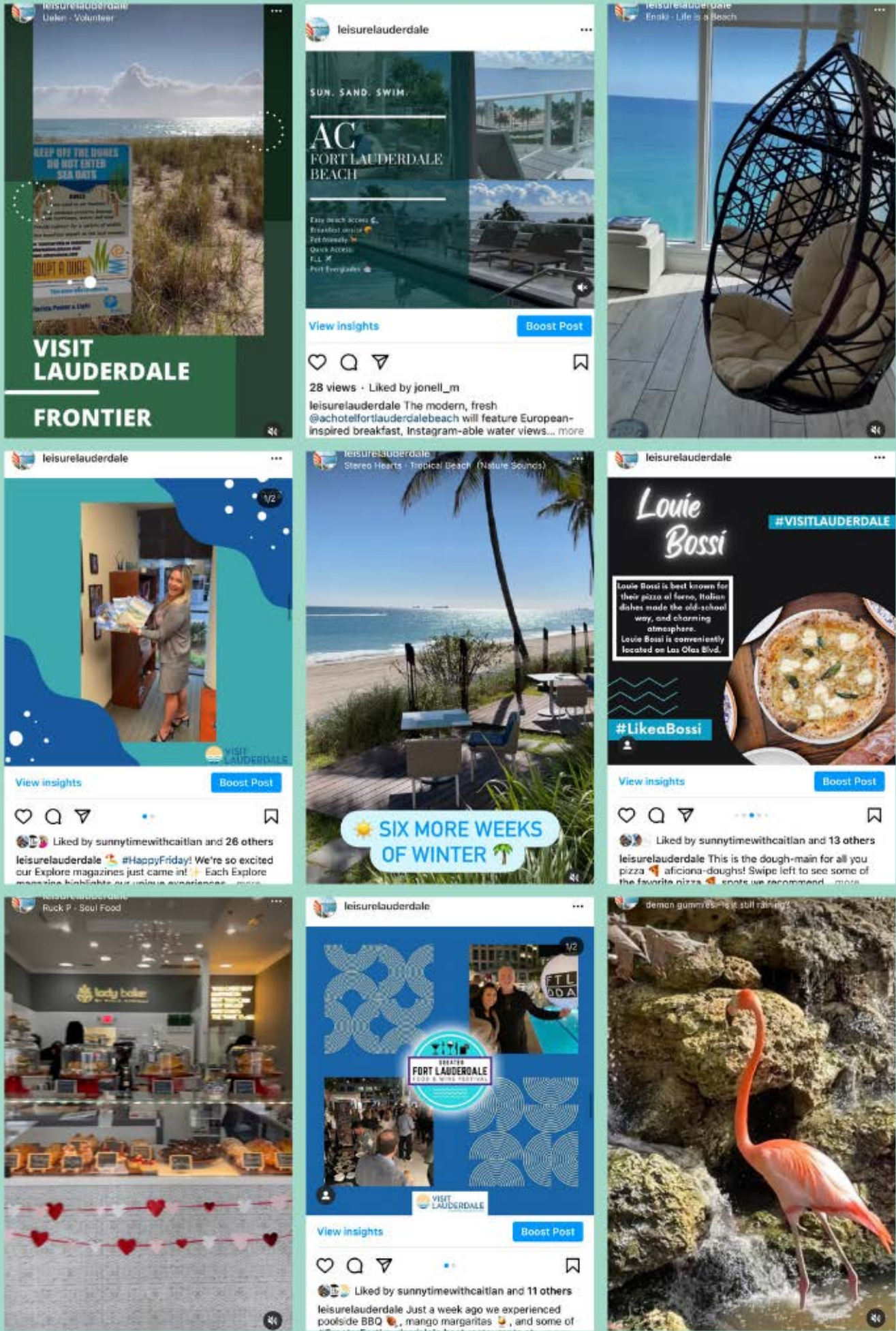
ENGAGEMENT INCREASE

61%  
REACH

FOLLOWING INCREASE

14%  
REACH





# Leisure Lauderdale

## TOP POSTS





# Site Visits



by Paula Mossola







I'M NOT AN AGENT

## Welcome to The Lauderdale Loyalist

- ✓ Learn, Promote & Sell on the Go
- ✓ Multi-media Training Across Devices
- ✓ Certificate of Completion
- ✓ Ready-made Sales Presentations
- ✓ High-impact Promotional Materials
- ✓ Insider Tips & Promotions
- ✓ Real-time Product Directory
- ✓ Timely News & Updates

Please enter your email address and password to confirm that you are a travel professional.

Email \*



Password \*



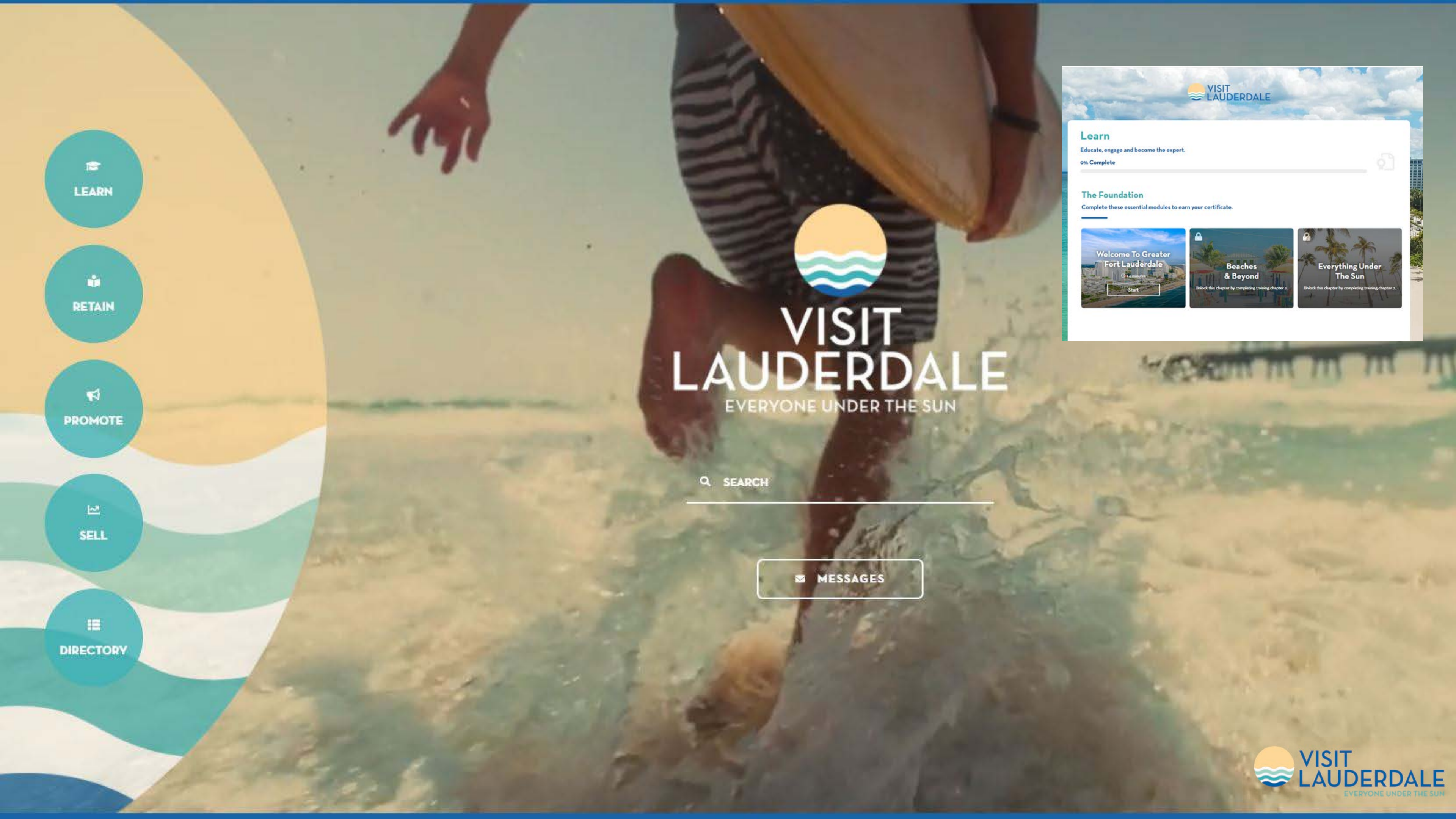
REGISTER

LOG IN

[FORGOT PASSWORD?](#)

By continuing you agree with our [privacy policy](#) and [terms and conditions](#).





# VISIT LAUDERDALE

EVERYONE UNDER THE SUN

SEARCH

MESSAGES



LEARN



RETAIN



PROMOTE



SELL



DIRECTORY



## Learn

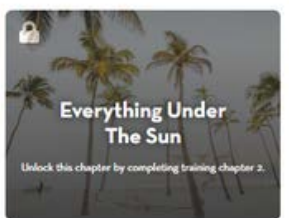
Educate, engage and become the expert.

0% Complete



## The Foundation

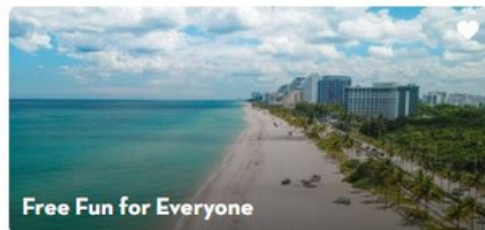
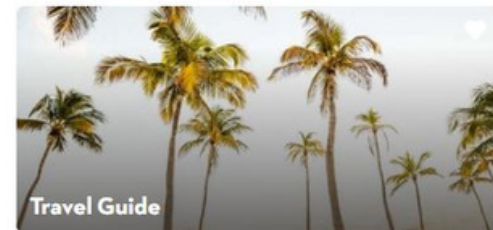
Complete these essential modules to earn your certificate.





## Promote

Share these items to ignite interest and start a conversation with clients and prospects.



## Learn | Retain | Sell | Promote

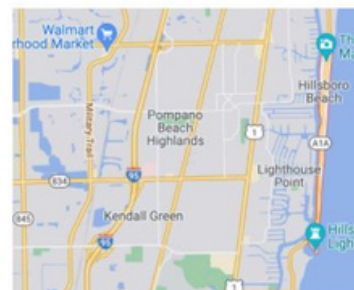
### Deerfield To Lighthouse Point

Sitting at the northern edge of Broward County, just south of Boca Raton, Deerfield Beach is known for its casual and fun beach vibe. This bustling coastal community is home to more than 50,000 people, half of whom reside in the Century Village active adult community. Its pristine beachfront is a favorite of both water and nature lovers – three species of sea turtle nest here including the leatherback, the largest of all living turtles.

In addition to turtle-watching, beachgoers enjoy swimming, surfing, watching the day's catch come in, or trying to make a catch of their own on the International Fishing Pier. A shortcut to fresh seafood can be found at many oceanfront restaurants like The Whale's Rib, an old-time Florida hangout known for "whale" fries and tasty brews, or Oceans 234 for local swordfish with a side of lobster mashed potatoes.



Deerfield Island is a 53.3-acre park containing a variety of interesting habitat including marine hammock and mangrove forest. Originally purchased to build a private home for Al Capone in 1930, his arrest for tax evasion in 1932 put that idea to rest. Still, the island was known as "Capone Island" until 1955 when it became Deerfield Island Park operated by Broward County. Deerfield Island sits in the Intracoastal Waterway and is accessible by a free shuttle boat which operates from 10am to 3pm on the hour on Saturdays and Sundays.



**Lauderdale Loyalist offers agents ready-made presentations and promotional materials to sell clients on the Greater Fort Lauderdale experience.**





*FY23' BUDGET TIME!*  
*Please complete our*  
*survey.*







# ***Travel Advisor Deals***

[@visitlauderdale.com/traveltrade](https://www.visitlauderdale.com/traveltrade)

[@facebook.com/leisurelauderdale](https://www.facebook.com/leisurelauderdale)







*thank you!*

