



VISIT LAUDERDALE

2021 MARKETING PLAN

resiliency + RECOVERY



introduction

Visit Lauderdale is a public authority with the purpose of attracting overnight visitors to the community to support the local economy, expand the customer base for local businesses, create jobs and generate tax revenue.

Visit Lauderdale creates and manages the tourism destination marketing and sales efforts for the Broward County area, raising awareness regionally, domestically and globally. These promotional efforts are tied directly to the attraction of more than 13 million overnight visitors each year who spend \$6.27 billion, resulting in \$8.8 billion in economic impact.

To benefit the local community, and in partnership with local tourism-related businesses, the Visit Lauderdale Marketing & Communications team implements an annual marketing plan.

evolving brand attributes

COMMUNITY-DRIVEN

We support and foster relationships with local businesses and leaders, while finding new opportunities for innovation and collaboration.

DIVERSE & INCLUSIVE

Diversity is in our DNA. We welcome everyone under the sun with open hearts.

INVIGORATING & INVITING

We bring a fresh perspective to typical vacations. We surprise visitors with new ways to relax and recharge, while remaining uncomplicated.

PROGRESSIVE & PROVOCATIVE

We are advocates of growth and change. We stay curious. We seek out the unexpected and encourage residents and visitors to do the same.

COSMOPOLITAN

We are an emerging, dynamic and international destination – evolving every day.





key marketing & communication objectives

Attract overnight lodging visitors and expand awareness of the Greater Fort Lauderdale area to increase aspirational desire to vacation and stimulate lodging demand.

- Generate 1 billion paid and earned media impressions.
- Exceed 10 million organic social media impressions and 30K referrals to sunny.org
- Drive 2.5 million visits to sunny.org

Using robust analytics and data-driven insights, the Visit Lauderdale Marketing & Communication team shapes creative messaging and determines the most effective distribution channels for paid media, while complementing that with integrated proactive public relations efforts, content development strategies, niche promotions and a social media outreach program to further amplify destination buzz. Why? To attract visitors who serve as a customer base for local businesses and spend tourist dollars in Broward County.

key performance indicators & metrics

ADVERTISING: Monitor each individual media channel's performance, using Google Analytics to complete the picture.

PUBLIC RELATIONS: Measure using media value, impressions and audience reached, using Cision for media intelligence. Measure website traffic spikes aligned with publicity coverage dates.

SOCIAL MEDIA: Monitor and evaluate using social metrics of impressions, website referrals, engagements, reach and shared media value, using Meltwater for statistical analysis.

WEBSITE: Drive traffic to sunny.org, increase total unique visitors, mobile visitors, organic search traffic, page views and user interaction, using Google Analytics for insights.



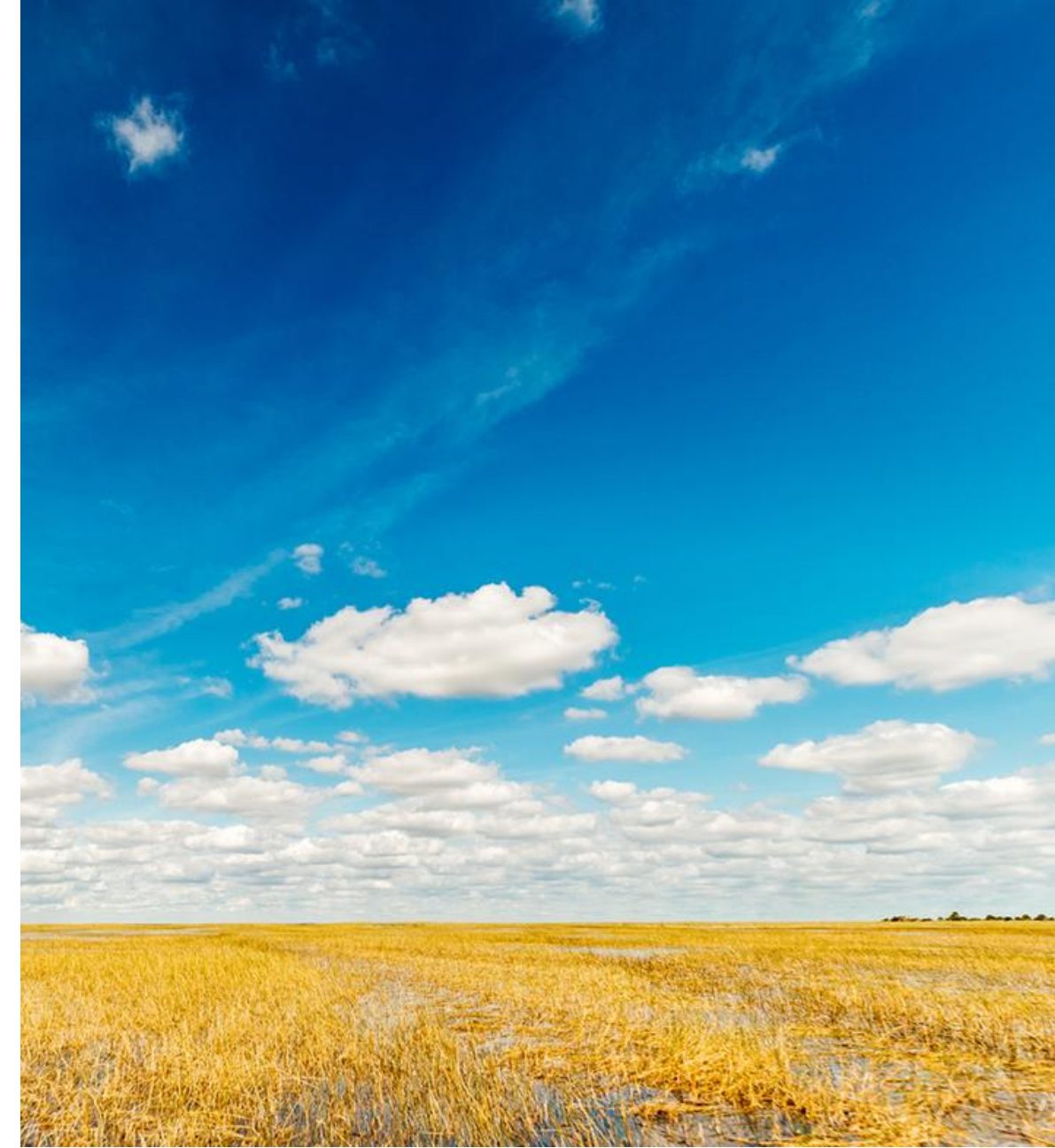
destination positioning

We're a destination on a mission to drive tourism. We're letting the world know that time spent here is a chance to refresh and recharge, while exploring the opportunity to meet new people and try something unexpected—all while providing a safe and clean experience in the new normal.

From 23 miles of beaches in the east, to the Florida Everglades in the west, we are a diverse and inclusive community that's 31 municipalities strong. Together with civic leaders, partners and residents, we're working for the common good.

People from over 170 countries, speaking more than 147 languages call Broward County home. They are our welcoming committee into distinctive neighborhoods that are alive with culture, flavors and activities.

With easy access through Fort Lauderdale-Hollywood International Airport and Port Everglades, we are the heart of South Florida.





target audiences

- Greater Fort Lauderdale loyalists who have traveled to the destination in the past
- Active adults who embrace diversity, including LGBT+ and multicultural travelers
- Multigenerational travelers visiting together as a family
- Meeting planners
- Travel advisors





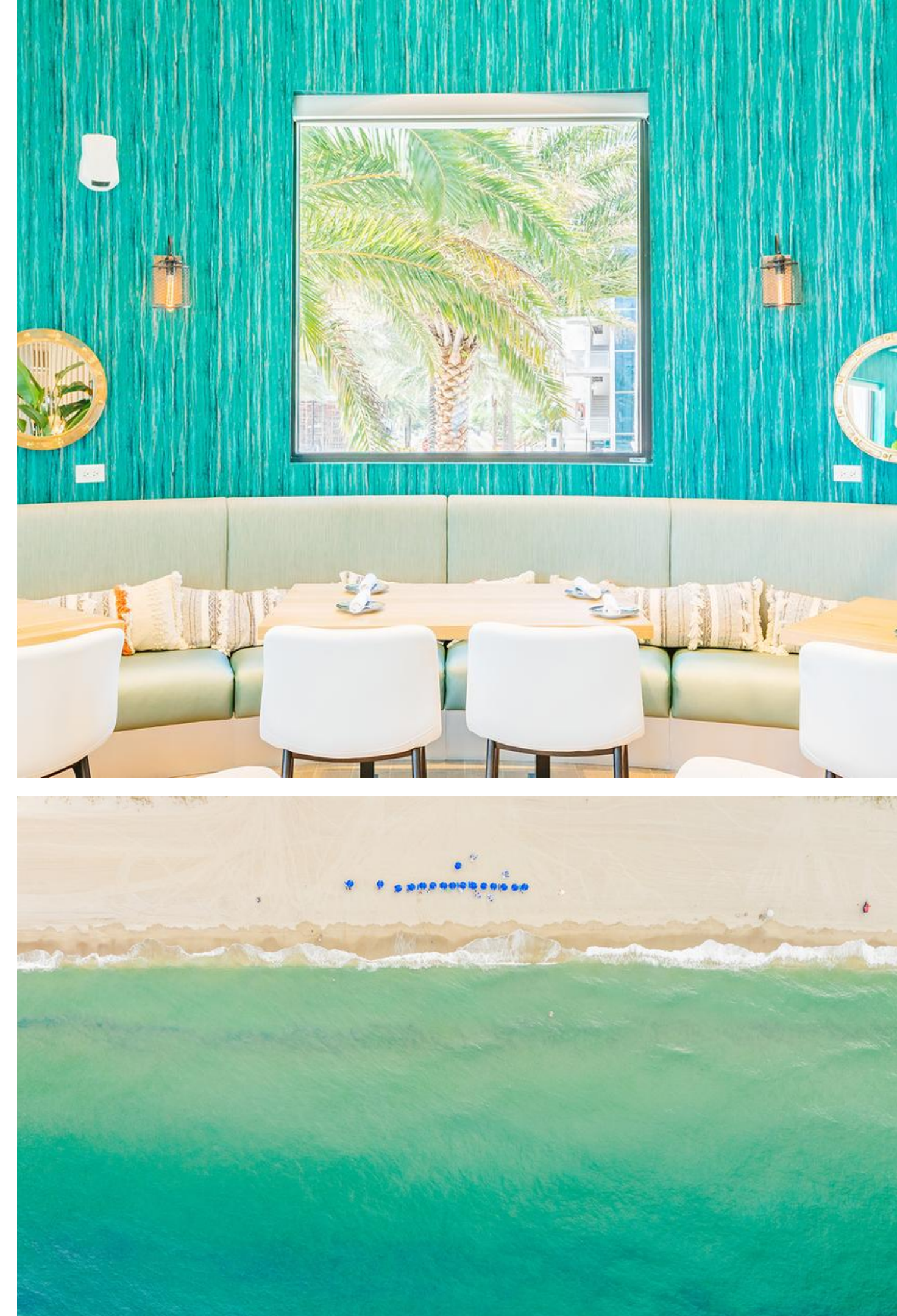
demographics

- Millennials without children, HHI \$75k+
- Multigenerational travelers and families with one or more children at home, (age 25-54), HHI \$100k+
- Couples, focusing primarily on women (age 25-54), HHI \$100k+
- Multicultural travelers, HHI \$100k+
- LGBT+ travelers, HHI \$100k+

geographic focus

- Pre-Recovery Stage: Paid advertising is paused while health and safety is paramount
- Recovery Stage 1: State of Florida and drive market
- Recovery Stage 2: Traditional markets of lift + nationwide digital sponsorships

We are monitoring the recovering process by volume and activity at FLL and other top airports. We will use this strategy to look for long-haul markets as they open back up. Some markets might be lagging compared to others and this strategy will help us prioritize marketing investments.





economic recovery: flexibility is paramount

For the tourism industry around the world, the COVID-19 crisis has been a dramatic and defining moment. Tourism is the lifeblood of the Broward County economy and the recovery will have many starts and stops. We all need to embrace the fluidity of the situation as new conditions unfold. We encourage our stakeholders, industry partners and citizens to help with the recovery plan. Flexibility is crucial as we navigate this challenge together.



the deciding factor: safe + clean

When travelers make their decisions, it is imperative that they see Broward County as a safe and clean destination. We believe that this factor will outweigh all others as travelers make their travel plans.

How Broward County businesses present their various tourism products as safe to visitors, will be the difference between success and failure. Hotels, restaurants, attractions, event venues, arts and culture entities, transportation assets and retail will need to collaborate at unparalleled levels to assure consumers that the entire tourism value chain is safe and secure.

And that is why we continue to encourage businesses to take our Safe + Clean Pledge. As of July 2020, more than 260 business have taken the pledge.



recovery plan messaging: key points

BEACH &
OUTDOOR



OPEN SPACE
& ABILITY
TO AVOID
CROWDS



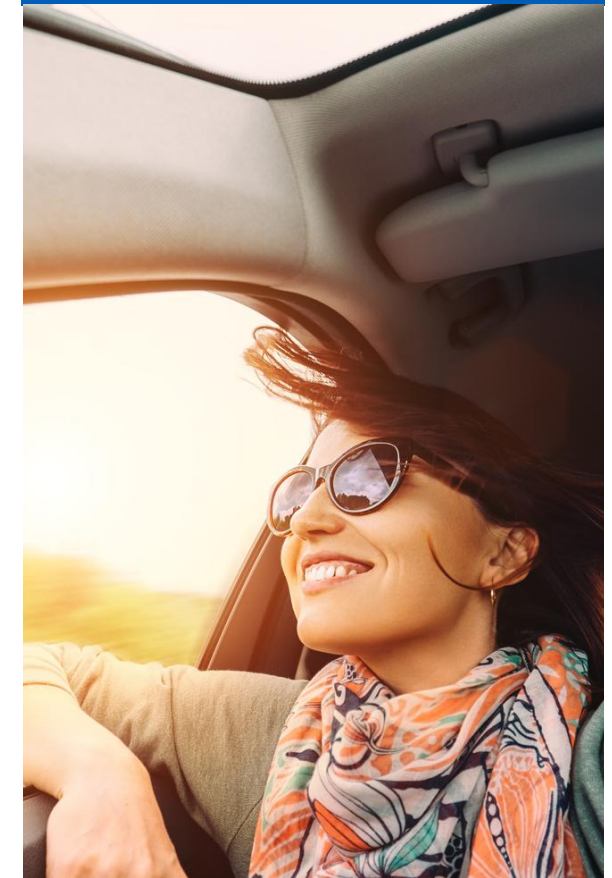
LAUDER
DEALS



ASSURANCE
OF HEALTH
& SAFETY



EASY
ACCESS
BY DRIVING





marketing & communication goals

- Showcase the ultimate leisure traveler experience by illuminating the vibrancy, variety and depth of Greater Fort Lauderdale's cultural and natural attributes through dynamic storytelling, expanded content creation, social media outreach, strategic public relations and integrated advertising strategies.
- Further the destination's appeal as a legacy, familiar and welcoming place that is focused on safety and cleanliness for both residents and visitors and is also filled with new treasures to discover.
- Leverage content in integrated cross-channel campaigns by growing credibility and awareness for the key marketing recovery plan points: Safe + Clean, Beach & Outdoor, Open Spaces, Travel Deals, Diverse & Inclusive Experiences.





marketing & communication goals

- As the market continues to improve, highlight the area's fresh new vibe, nostalgic treasures and lesser-known gems located beyond the beaches through creative and first-hand storytelling and message development.
- Deliver enticing messaging that ensures the highest attainable return on marketing investment and utilize distinctly targeted, highly responsive channels.
- Showcase Greater Fort Lauderdale and the Broward County Convention Center as the ultimate destination for meetings, groups, sports and events in the post-pandemic world.





***paid
media***

VISIT LAUDERDALE

paid media: analytics and data optimization



Build strategy and tactics on robust analytics using data to optimize efforts.

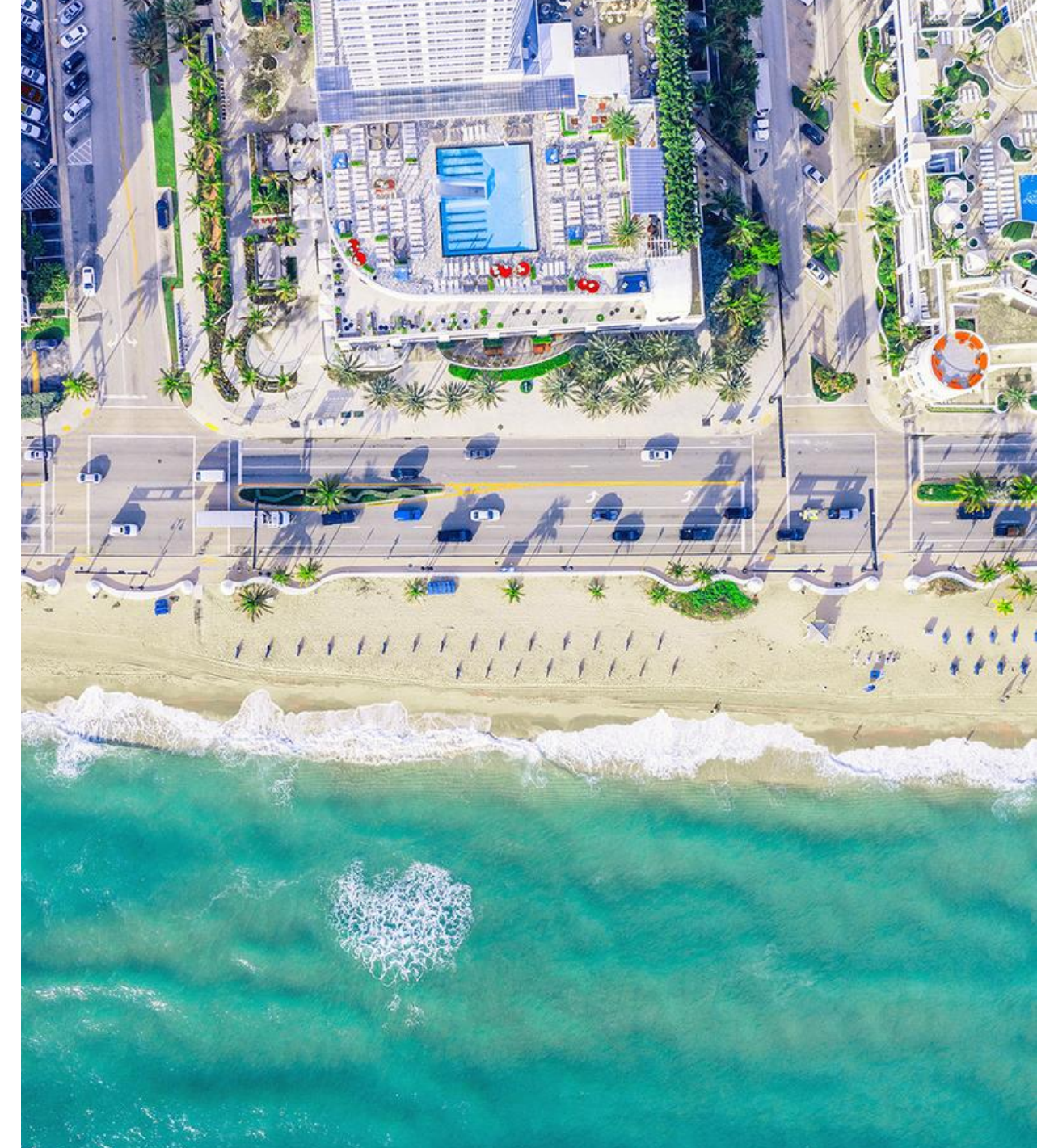
- Build out new marketing dashboard and analyze regularly.
- Reach the right audience, at the right time, with the right message through sophisticated targeting and retargeting to connect with audiences and showcase additional messages to the highest potential visitors.
- Optimize digital messaging and delivery using analytical tools to maximize performance and goal conversion that deliver on KPIs.
- Test different creative messages to different audience segments within digital and paid social to understand nuances and responsiveness, which showcases the most engaging messaging.
- Utilize available visitation data to shift media dollars between tactics, partners, and channels based on data and other antidotal insights.



paid media: increase demand

Generate an increase in demand for overnight lodging stays by driving intent to visit the Greater Fort Lauderdale area.

- As the recovery plays out, shift from drive market digital strategy to key DMA digital strategy to ensure a broader reach of potential visitors.
- Connect with potential visitors through mass reach and niche targeting to ensure we fully encompass all key audiences.
- Continually optimize campaigns based on data.
- Target DMAs originating new direct flights to Greater Fort Lauderdale to showcase easy access to visit.
- Create lead generation for the Greater Fort Lauderdale area and BCCC as the ultimate meeting destination.





paid media: flighting channels

Flight each media channel specific to the media usage habits of each audience segment, including where each segment is in the planning cycle.



- When pandemic subsides, reengage an always-on digital presence for year-round awareness to all audiences.
- Reach consumers most likely to visit our destination through use of effective and proven media partnerships with the highest ROI.
- Use media delivering measurable results and monitor estimated media reach, impressions, click-through rates, website visits, video completion rates and social metrics.



paid media: flighting channels

- Use media budgets responsibly focusing on measures and added value must-haves.
- Keep paid social media active throughout the year to continue consumer conversations.
- Flight video in winter season to capitalize on travelers' desire to escape cold weather.
- Launch video and audio during LauderDeals season to assure a presence with all key audiences in the regional market.



paid media: leveraging assets

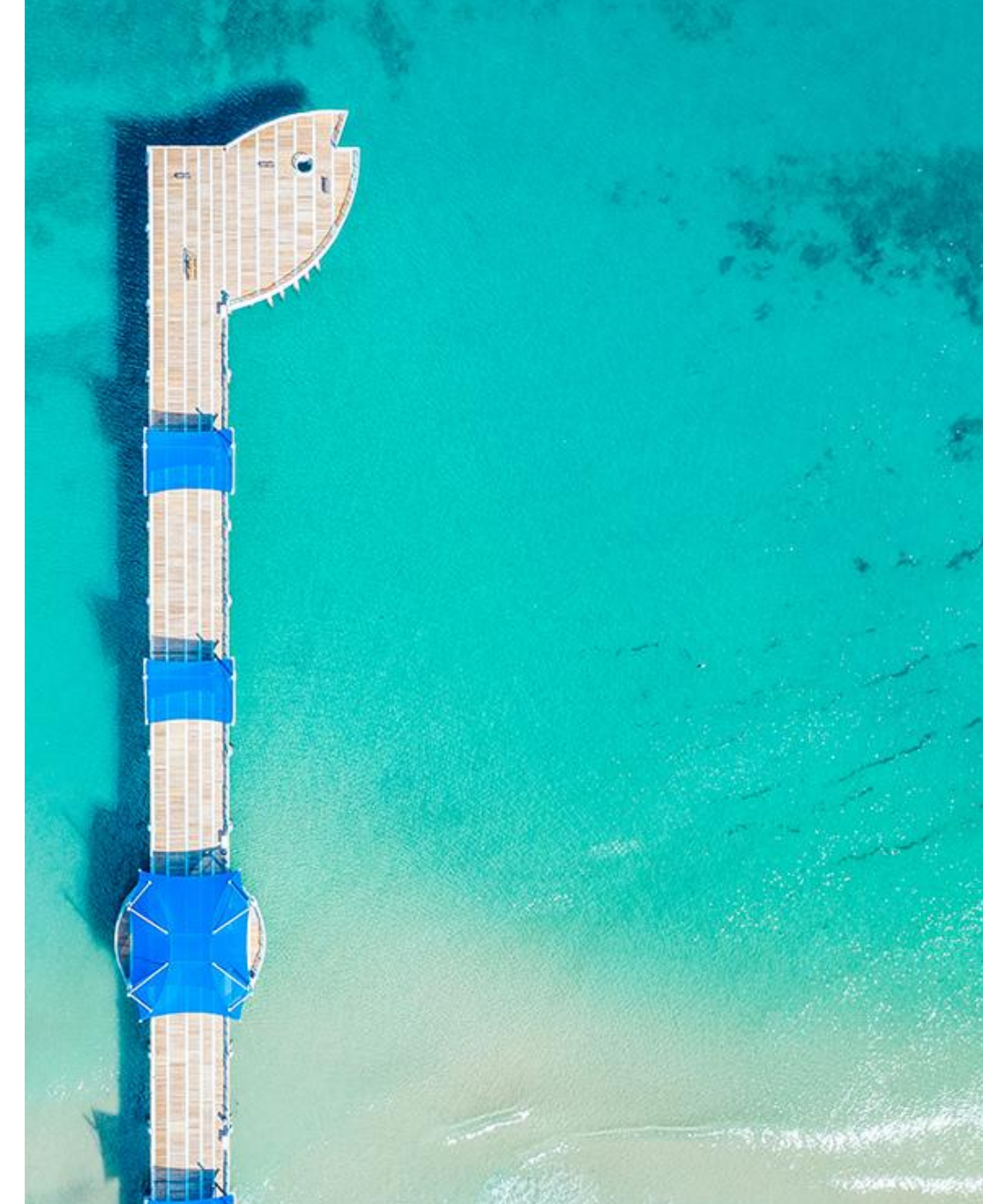
Leverage video and image assets to deliver inspirational storytelling, which creates emotional connections and increases aspirational desire among travelers using the channels best suited for reaching target audiences.

- Engage potential visitors through dynamic storytelling.
- Ensure that all new assets showcase the diversity of Greater Fort Lauderdale.
- Integrate video assets into cross-channel units maximizing views and increasing click-throughs to [sunny.org](https://www.sunny.org).



paid media: leveraging assets

- Refresh video assets by tailoring online video to individual markets and segments based on the particular insights and interests of each.
- Utilize messaging similar to the successful, pre-pandemic approach by presenting Greater Fort Lauderdale as Florida's premier beach destination composed of exciting, cosmopolitan and urban offerings, which provide an eclectic, diverse and cultural vacation experience.
- Showcase Greater Fort Lauderdale as the ultimate destination for meetings, groups, sports and events in the post-pandemic world through cutting edge AR technology, publishing images of the BCCC renovations and advertising highly-targeted incentives for planners.



VISIT LAUDERDALE

*content
development*



content development: storytelling

Develop, curate and promote world class content through dynamic and diverse storytelling.

- Maintain and expand a robust content library to generate affinity for the destination, highlight distinctive brand attributes and evoke an emotional connection with the consumer.
- Develop creative that integrates with paid media campaigns and keeps the traveler engaged on sunny.org.
- Draw on data from SimpleView, Google Analytics and the expertise of local partners to determine editorial coverage based on consumer interest, news value and search trends.
- Continue to work with local freelance contributors to develop written and visual content with destination authority.



content development: storytelling

- Implement a strategy to procure, create and integrate more high-quality visual content (video, live broadcast, Instagram stories, infographics, quizzes, 360-degree photo and video tours, user-generated content) that has high shareability and engagement across all digital platforms.
- Continue to utilize Crowdriff technologies to source, curate and display user-generated content in the form of photographs or videos to provide visitors with an authentic view inside the destination.
- Continue to build out landing pages focused on the 31 municipalities and offering a thorough overview of ways to experience all areas of Broward County.
- Deepen collection of social-friendly and engaging static visual content including drone photography, plus new editorial photography and video.



content development: storytelling

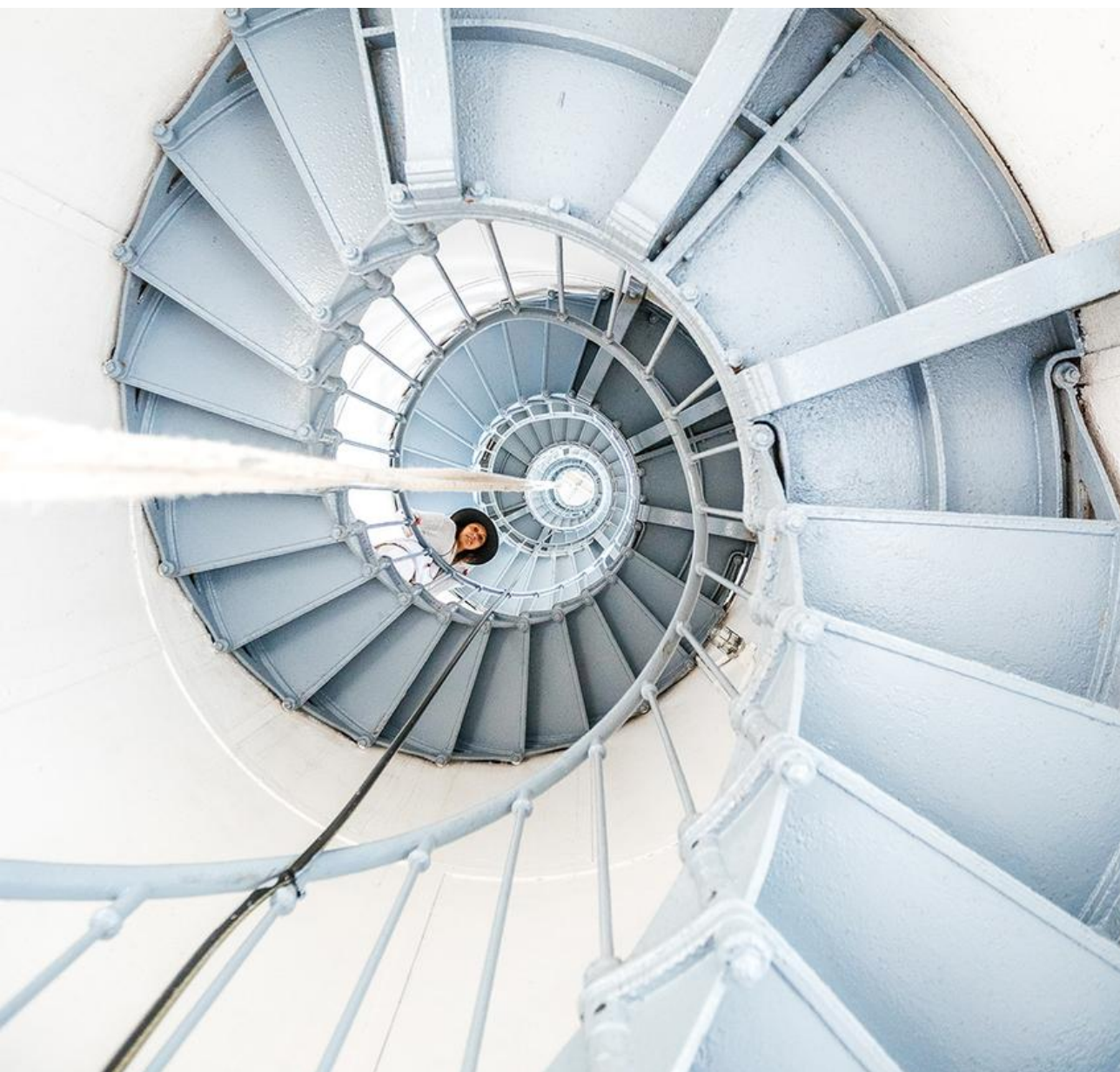
- Research and develop 360-degree photo and video assets and an interactive viewer to allow visitors to browse the destination while planning their visit.
- Continue the collaboration with the Google DMO Partnership Program to enhance Visit Lauderdale's role in Google's growing ecosystem of travel products, which optimize the experience of the travel planner and to place destination content in front of more web searchers.





content development: boosting engagement

Optimize the online experience for sunny.org and social media channels to provide information according to individual needs and interests.



- Drive advertising and social communications to sunny.org content and landing pages and measure specific click-through actions.
- Maintain an editorial calendar and regularly update the sunny.org homepage with fresh and engaging content.
- Complete a content audit to analyze the online visitor experience and increase time on site.
- Analyze findings and implement technical and content recommendations from SimpleView's SEO team to improve sunny.org organic performance.



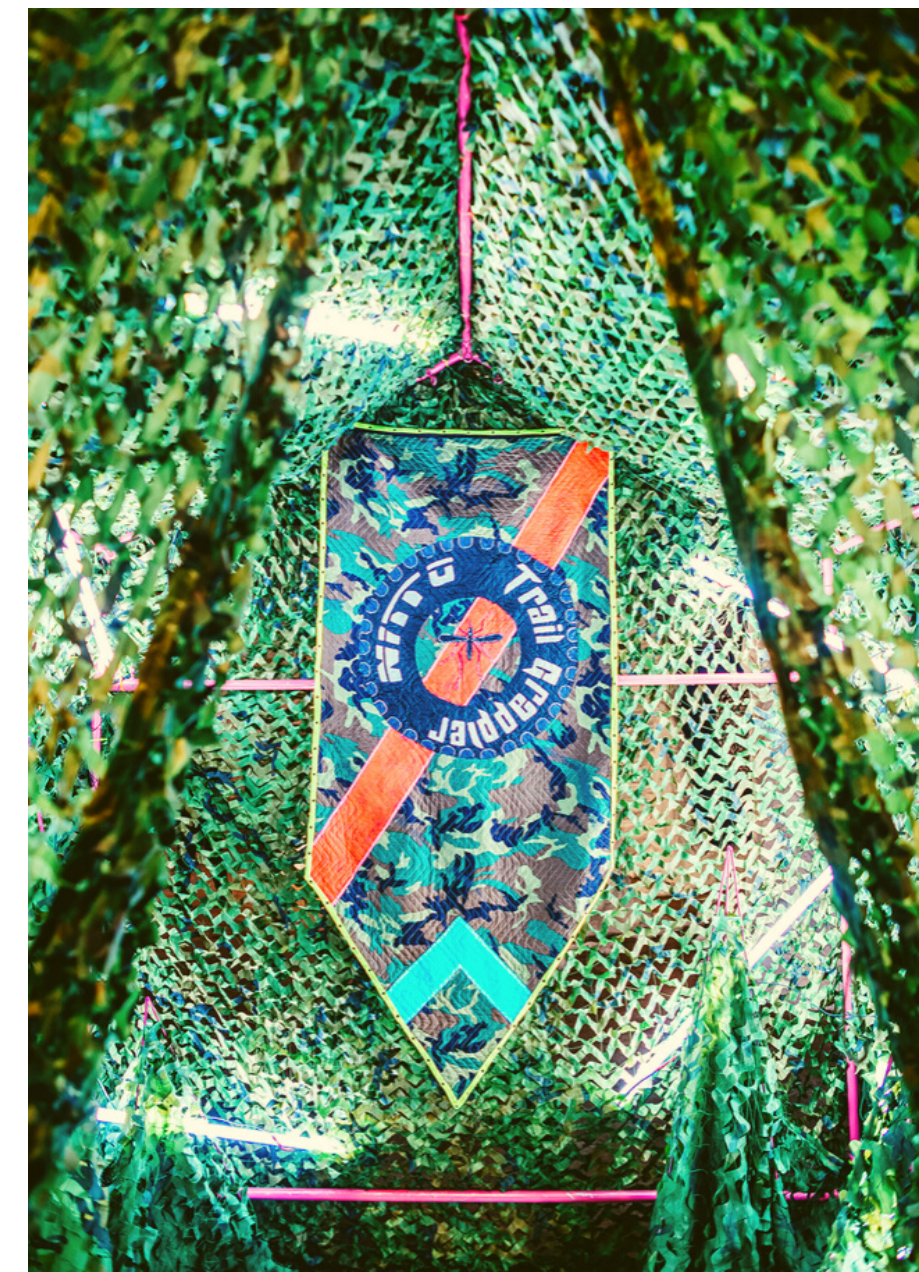
content development: boosting engagement

- Employ search optimization best practices into development of new content pages and updates to existing and seasonal content.
- Engage and retain web users with content that balances detailed, practical destination insight and resources with more aspirational destination context, incorporating dynamic functionality and high-impact visuals to inspire and improve online travel planning.
- Develop custom landing pages as a fulfillment mechanism for digital campaigns to increase time-on-site and encourage specific actions that lead to booking and other conversion goals.
- Leverage sunny.org to serve as main point of fulfillment and to motivate actual and aspirational visitation, promote saving and sharing content, and encourage additional exploration and vacation bookings.

email marketing: strategic outreach

Optimize an online outreach program that leverages e-mail newsletters to consumers and to the local industry.

- Explore new e-newsletter marketing tools that work better within the Broward County email system.
- Build the e-newsletter subscriber database, grow click-through and open rates to engage new subscribers.
- Send monthly destination eblasts that drive traffic to sunny.org and inspire travelers to plan and book.
- Send monthly industry eblasts to keep partners and stakeholders engaged and informed, especially the Marketing Advisory Committee, hotel representatives, chambers of commerce, city representatives, CRAs, etc.



VISIT LAUDERDALE

community outreach



community outreach: destination messaging

Differentiate Greater Fort Lauderdale by promoting its diverse and distinctive offerings to elevate the destination's visitor appeal and encourage increased patronage by residents of what is in their own backyards.

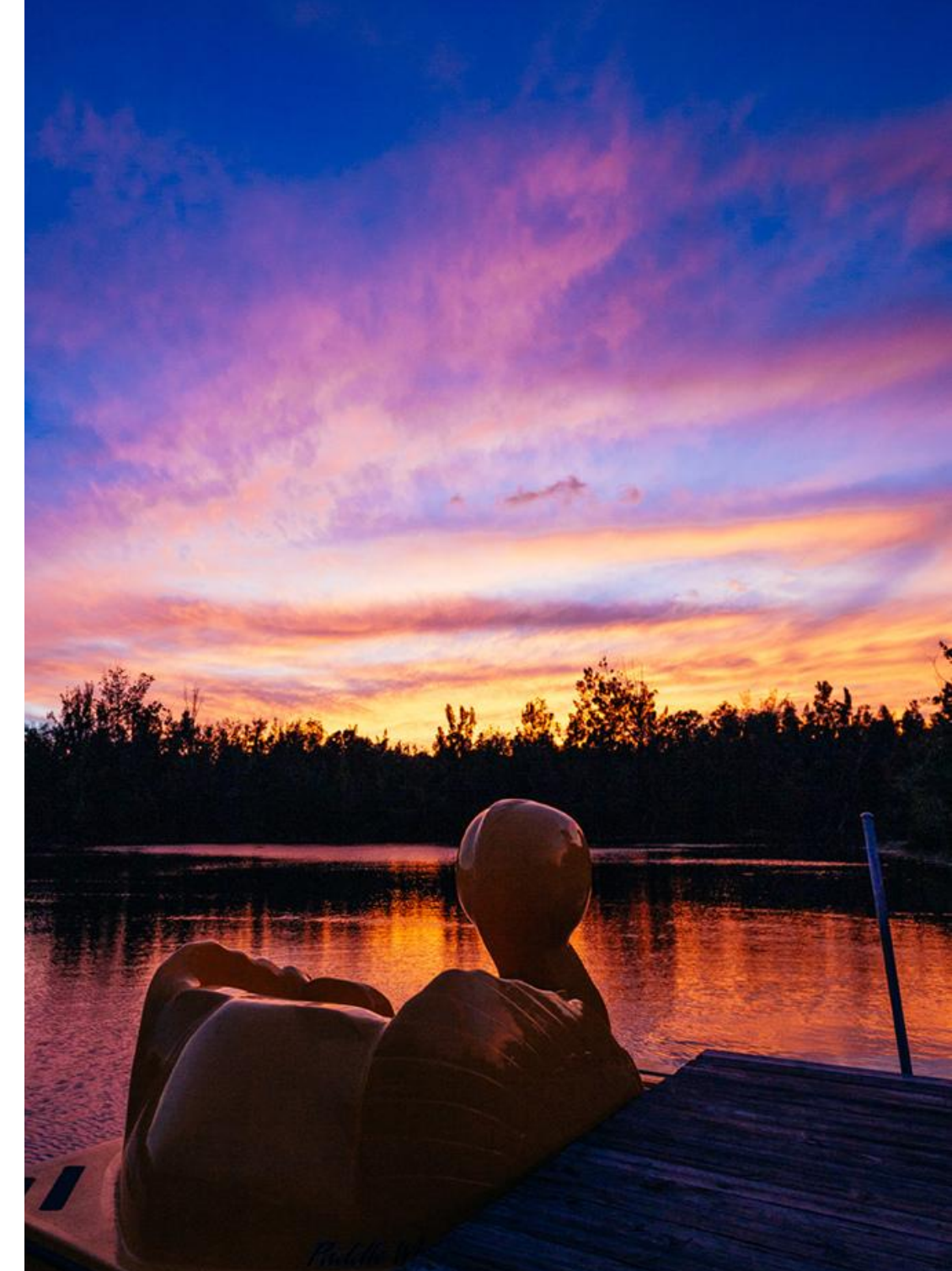
- Continue and build on regular communications with municipalities and multicultural community leaders to welcome new partners including restaurants, boutiques and custom tour providers for destination visits and storytelling subjects.
- Collaborate with all local hospitality partners for cooperative media visits to illustrate the depth and scope of the destination's quality tourism product.
- Engage established content creators with followings as traditional media or influencers to create story, video and photo assets to promote key activities including fishing, Everglades exploration, water sports, dining, cultural activities and more.

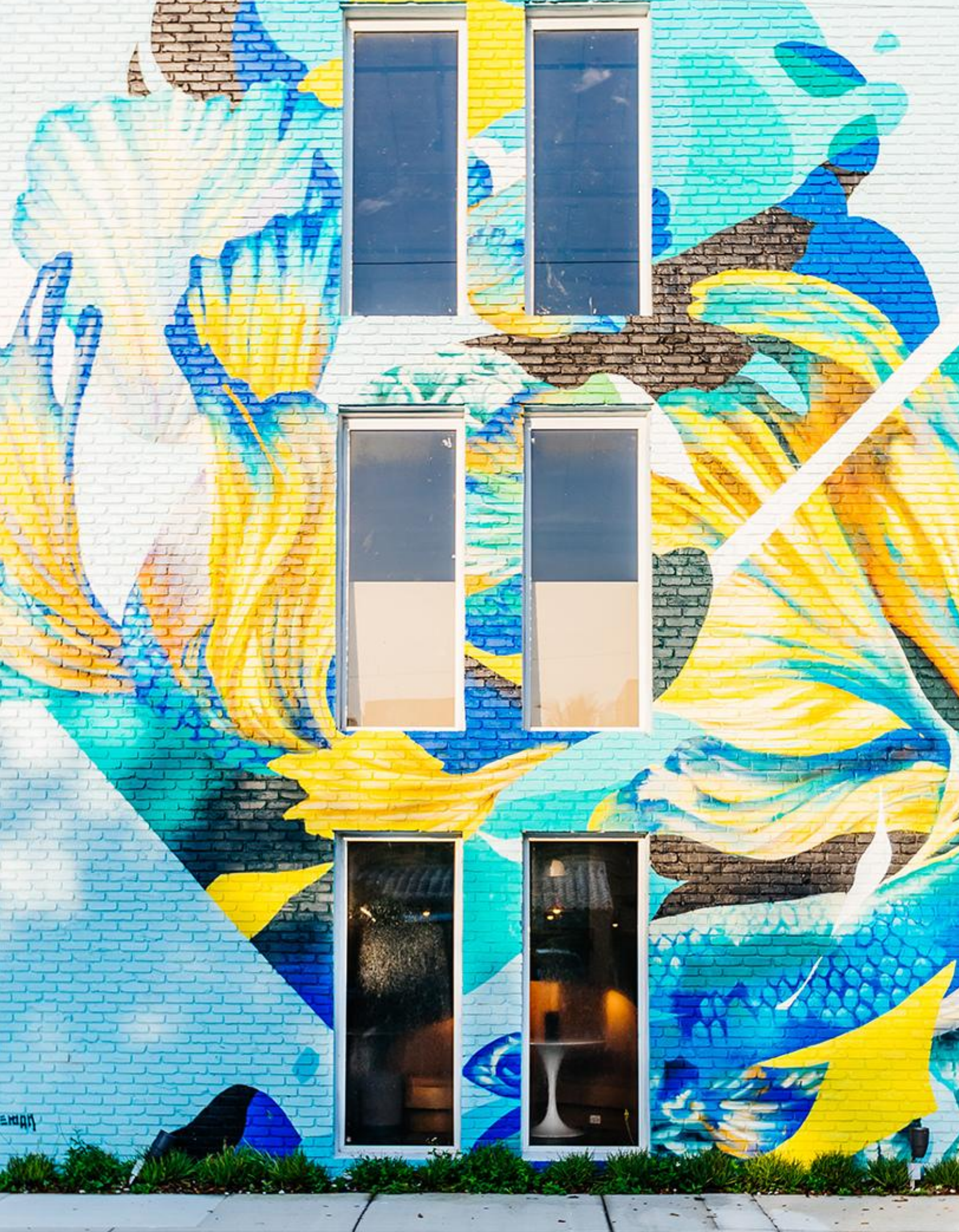


community outreach: training

Teach tourism stakeholders in Broward County how to better communicate their distinctive and diverse experiences for visitors.

- Build out the partner section of sunny.org to include an industry toolkit with videos, images, talking points, messaging and assets.
- Create “how to” courses for industry partners that will broadcast live and also have a permanent home on sunny.org. Content can include how to best leverage social media, public relations, advertising, email marketing, convention and group sales and more.
- Connect industry stakeholders with other training opportunities through partner organizations.
- Specifically reach out to small businesses and multicultural businesses to explain training opportunities and the benefits of working with Visit Lauderdale.





VISIT LAUDERDALE

social media

Relax...you're here
LAUDERDALE BY THE SEA





social media: boosting engagement

Use key social media channels to drive awareness and create engagement with traveling consumers.



- Continue to build a highly engaged community of followers and communicate regularly with them to influence and promote Greater Fort Lauderdale through Visit Lauderdale's Instagram, Twitter, Facebook, LinkedIn, YouTube and Pinterest accounts.
- Create social media content celebrating the people and the passion that give Greater Fort Lauderdale its distinct character, including a behind-the-scenes look at the businesses and attractions within the destination.
- Provide authentic and realistic messaging and content on social media channels.
- Highlight the CVB team and their efforts on business focused channels like LinkedIn and Twitter.
- Utilize paid social media to reach our targets by lifestyle preferences, expand reach of marketing campaigns and generate awareness for destination events.



social media: boosting engagement

- Highlight influencer and user-generated content for travel inspired stories from the eyes of the visitor.
- Leverage YouTube, Facebook and Instagram as video distribution platforms for a new video content program, including Facebook Live broadcast opportunities and curated Instagram Story coverage to showcase Visit Lauderdale's unique destination attributes.
- Evaluate other emerging social tools and OTT technologies to further expand the Visit Lauderdale brand.
- Incorporate keyword strategy in social messaging to assist in driving traffic to website.
- Further amplify the reach of social content through mobilization of industry partners, business stakeholders, brand enthusiasts and a proud community willing to link to sunny.org or share Visit Lauderdale social and multimedia messages and assets through their channels.
- Promote travel trade, group, and meetings news through social media channels.



social media & public relations: tools & tracking

Use insights and measurement tools to identify public relations and social media opportunities, gauge effectiveness of specific efforts and make adjustments as needed.

- Continue to track effectiveness and ROI of media relations efforts by employing news clip services, tracking media touchpoints and site visits, logging proactive pitches, monitoring release performance and assessment of online, print and broadcast placements.
- Use Cision, Meltwater and Google Analytics to measure traffic and social engagement generated by placements, influencer content and online stories.



social media & public relations: tools & tracking

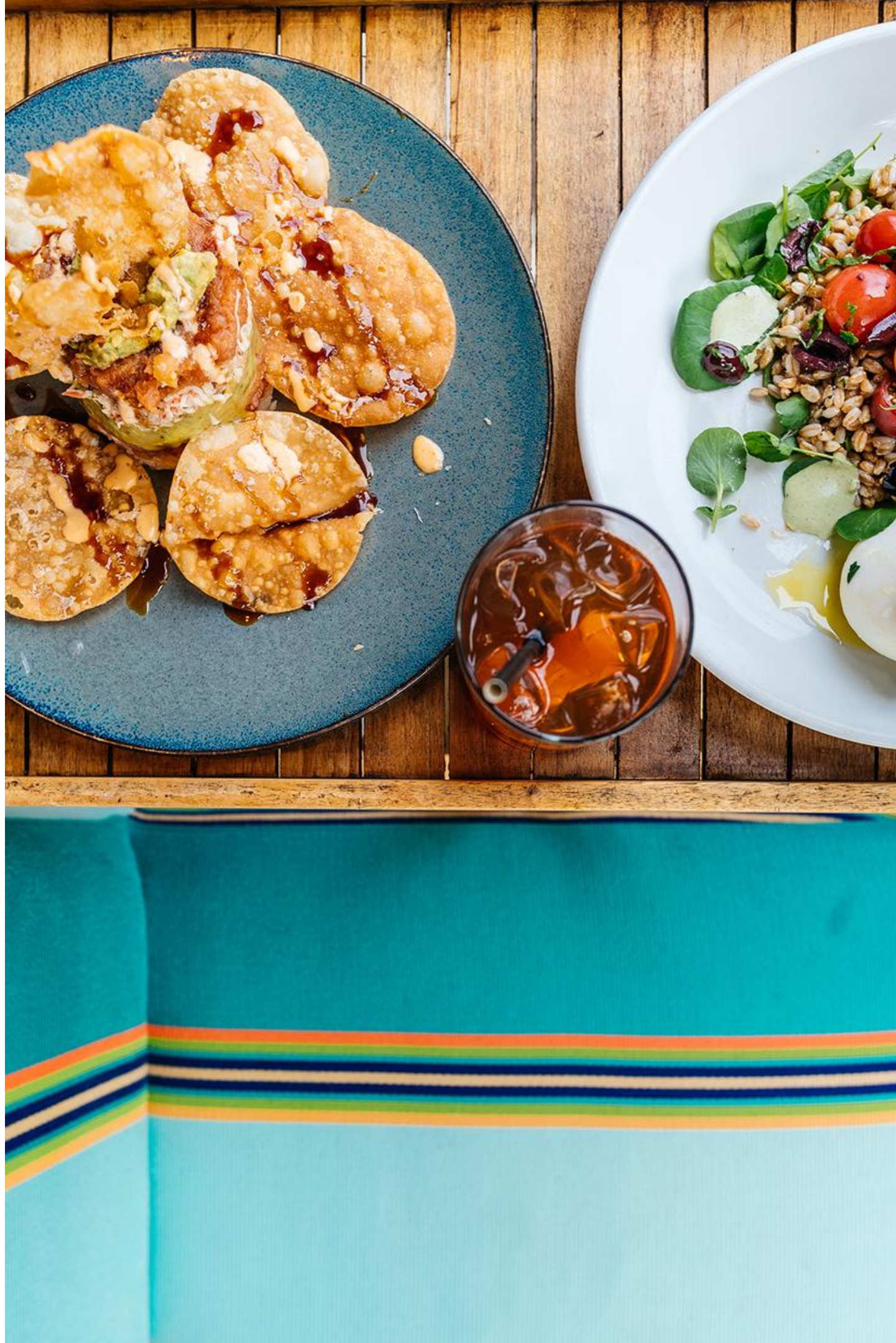
- Develop and deploy strategies to leverage Cision/Meltwater media coverage insights that may include high-impact targeting, promotion of trending or high-SEO stories, media influencer outreach, keyword-based pitching, competitor coverage analysis and optimization or promotion of backlinked content.
- Refine best practices for deployment and integration of destination news content that will strategically boost SEO/keyword share, backlinks and positively impact sunny.org's online and social authority.





public relations

VISIT LAUDERDALE



public relations: recovery messaging

Provide honest, compelling messaging designed to reassure travelers as they consider traveling again in the wake of COVID-19.

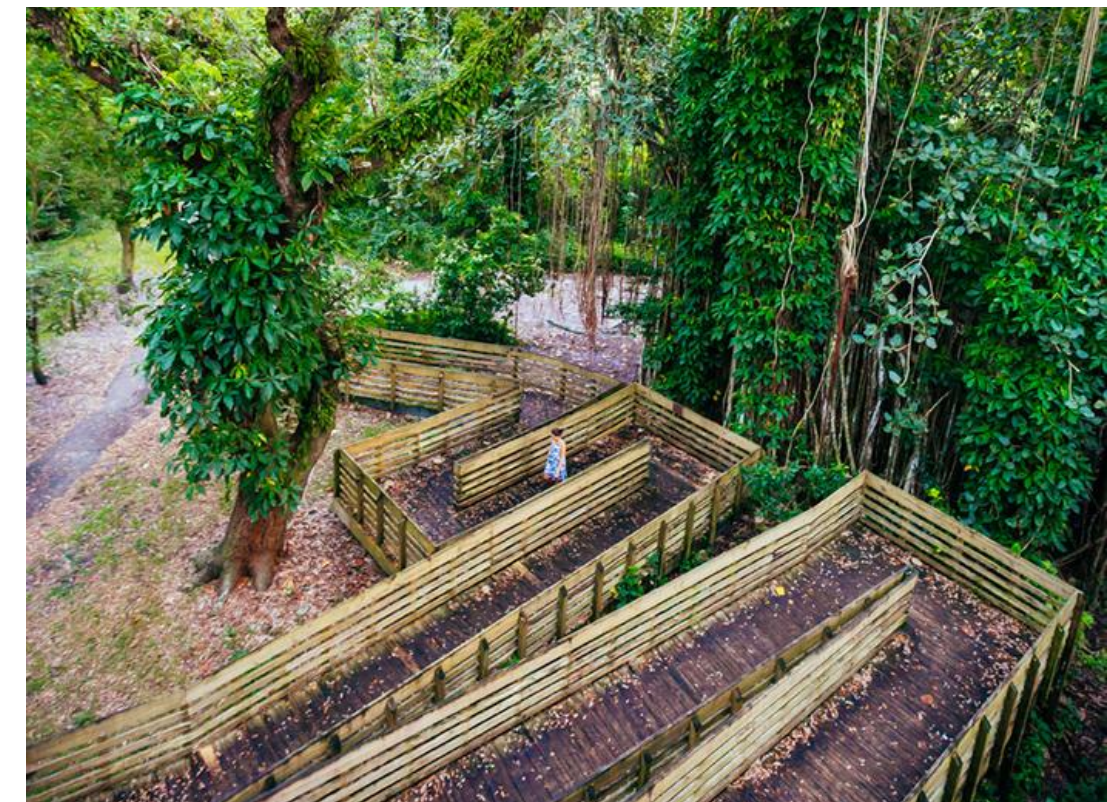
- In the wake of the pandemic, establish the area's reputation as a safe and clean place for visitors reemerging into the travel marketplace.
- Clearly communicate the adoption of the Visit Lauderdale Safe + Clean Pledge.
- Host journalists eager to provide first-hand accounts of safe, relaxing and fun staycations and vacations within the drive market.



public relations: recovery messaging

Build on Greater Fort Lauderdale's reputation as a lively, fun-filled and intriguing destination with a vibrant arts and culture scene, commitment to diversity and a strong culinary appeal to complement its many charming neighborhoods, hidden gems and diverse activities.

- Inform Greater Fort Lauderdale audiences through engaging content, imagery and messaging that paints a vivid picture of the destination's distinctive appeal.
- Create media materials designed to attract and inform target audiences and their preferred travel interests.
- Cultivate media and influencers who identify with the destination's target markets for creative coverage that will attract, intrigue and resonate with specific market segments.





public relations: destination marketing

- Develop highly engaging, personalized itineraries for individual press visits to facilitate authentic stories with rich detail.
- Continue to update the online newsroom and press kit collateral to meet changing needs of journalists on assignment, including photo/video asset management and streamlined media vetting and response.
- Optimize and fully leverage destination news and messaging strategies through integration and alignment with sunny.org editorial content. Create content for sunny.org news, pitches and editorials across audiences—including media—to maximize message reach, boost awareness and create synergy among CVB communications platforms and media outreach initiatives.



public relations: driving awareness

Drive awareness of Greater Fort Lauderdale's dynamic growth with new hotels, districts, day-to-night lifestyle, ease of accessibility and playful vibe.

- Create a schedule for sharing new developments including topic-specific and “What’s New, What’s Happening” press releases and directed pitches to both consumer and trade media outlets.
- Proactively reach out to top consumer and trade publications to secure inclusion in roundups, feature stories and secure media visits.
- Promote ease of access for drive markets, returning and new airlines service and the restart of the cruise industry to showcase the destination's convenience and accessibility.
- Leverage social media as an integrated tool for media relations, targeted pitching, news distribution and media reciprocity by sharing stories and tagging journalists through CVB social media channels.





public relations: groups & meetings

Promote the Greater Fort Lauderdale/Broward County Convention Center to build market awareness, generate bookings and enhance awareness of the destination's business offerings to meeting planners, decision makers and attendees.

- Amplify the ongoing journey mapping process through news releases and targeted media pitches to illustrate the destination's innovative and effective safety measures designed to keep attendees safe in the group environment.
- Create a schedule of news releases, pitches and updates directed to key trade outlets on the progress of convention center aligned with construction milestones and special sales incentives and offers.





public relations: groups & meetings

- Promote new contract signings for major groups at the convention center and hotels.
- Host meetings trade media visits to include tours of the new sections of the convention center.



public relations: travel trade

Promote domestic and international leisure travel industry sales opportunities and developments to stimulate bookings and relationships.

- Enhance awareness of Greater Fort Lauderdale through promotional campaigns and destination themes.
- Highlight “What’s New” and other destination news and key travel industry sales initiatives with news releases to travel trade media.
- Participate in TravMedia International Media Marketplaces focusing on both consumer and travel trade media in major markets and tied to top trade shows.
- Liaise with the travel industry sales team to assist with integrated marketing, promotions, social media and public relations.



research

VISIT LAUDERDALE



market update

OCCUPANCY:

51.9%

(-34.5% from Jan 1-Jul 11, 2019)

RevPAR (per avail room):

\$81.83

(-36.3% from Jan 1-Jul 11, 2019)

DEMAND:

3.26 million rooms sold

(-33.6% from Jan 1-Jul 11, 2019)

AVERAGE DAILY RATE:

\$133.28

(-16.4% from Jan 1-Jul 11, 2019)

TDT REVENUE COLLECTIONS:

\$28.69M

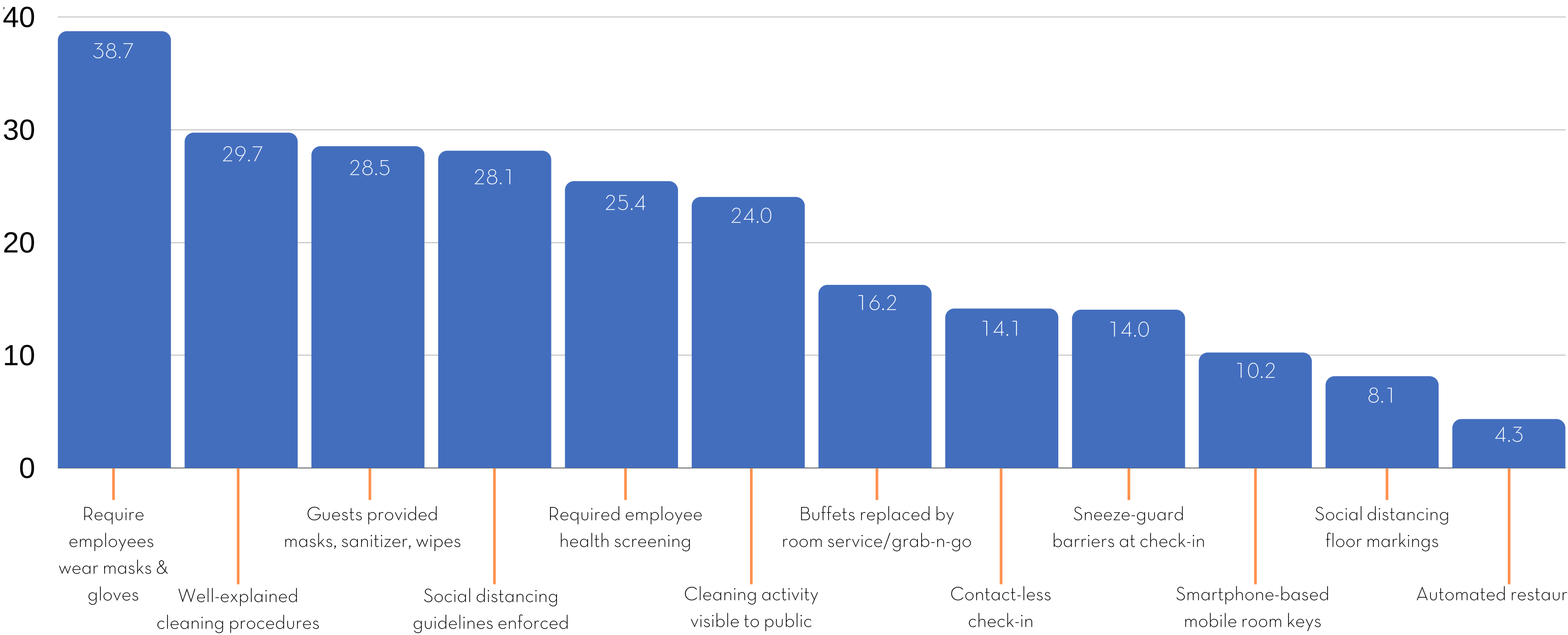
*(-37.8% from Jan 1-May 31, 2019)

STR report (January 1 - Jul 11, 2020)



health and safety is paramount

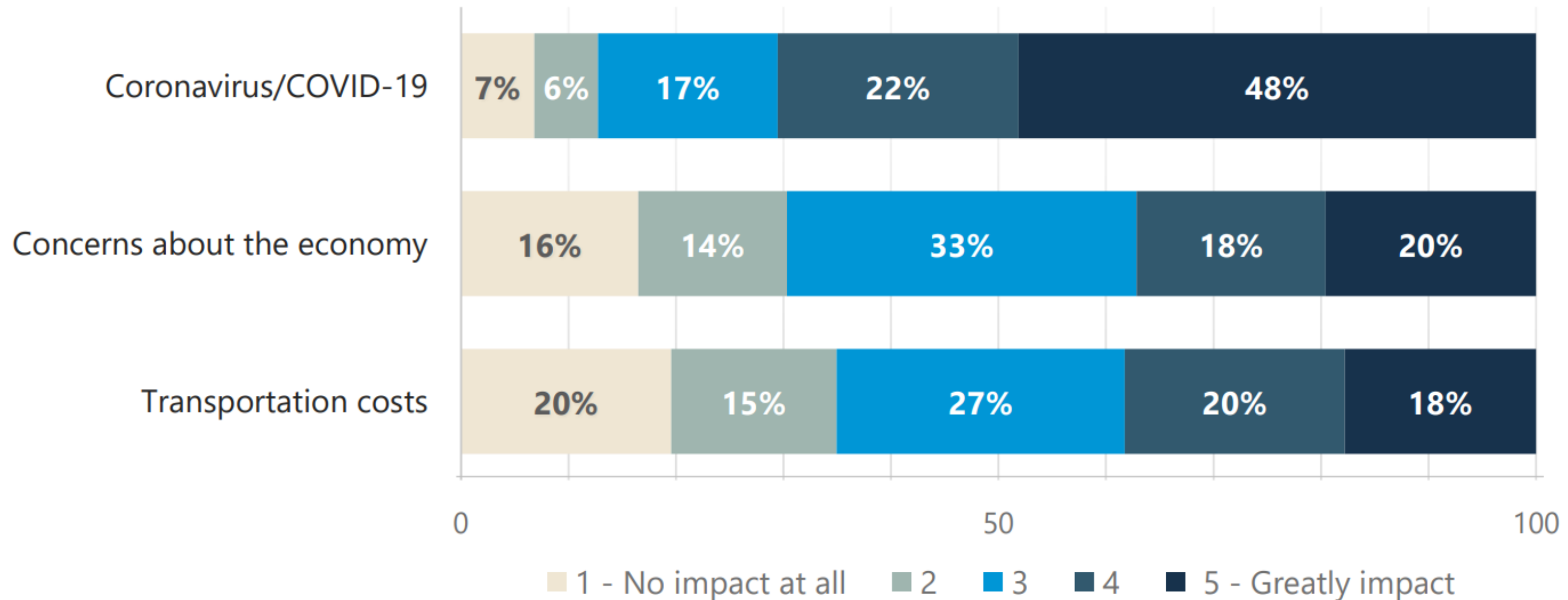
Top Desired Hotel Covid-19 Practices



Source: Destination Analysts, data collected July 3-5, 2020

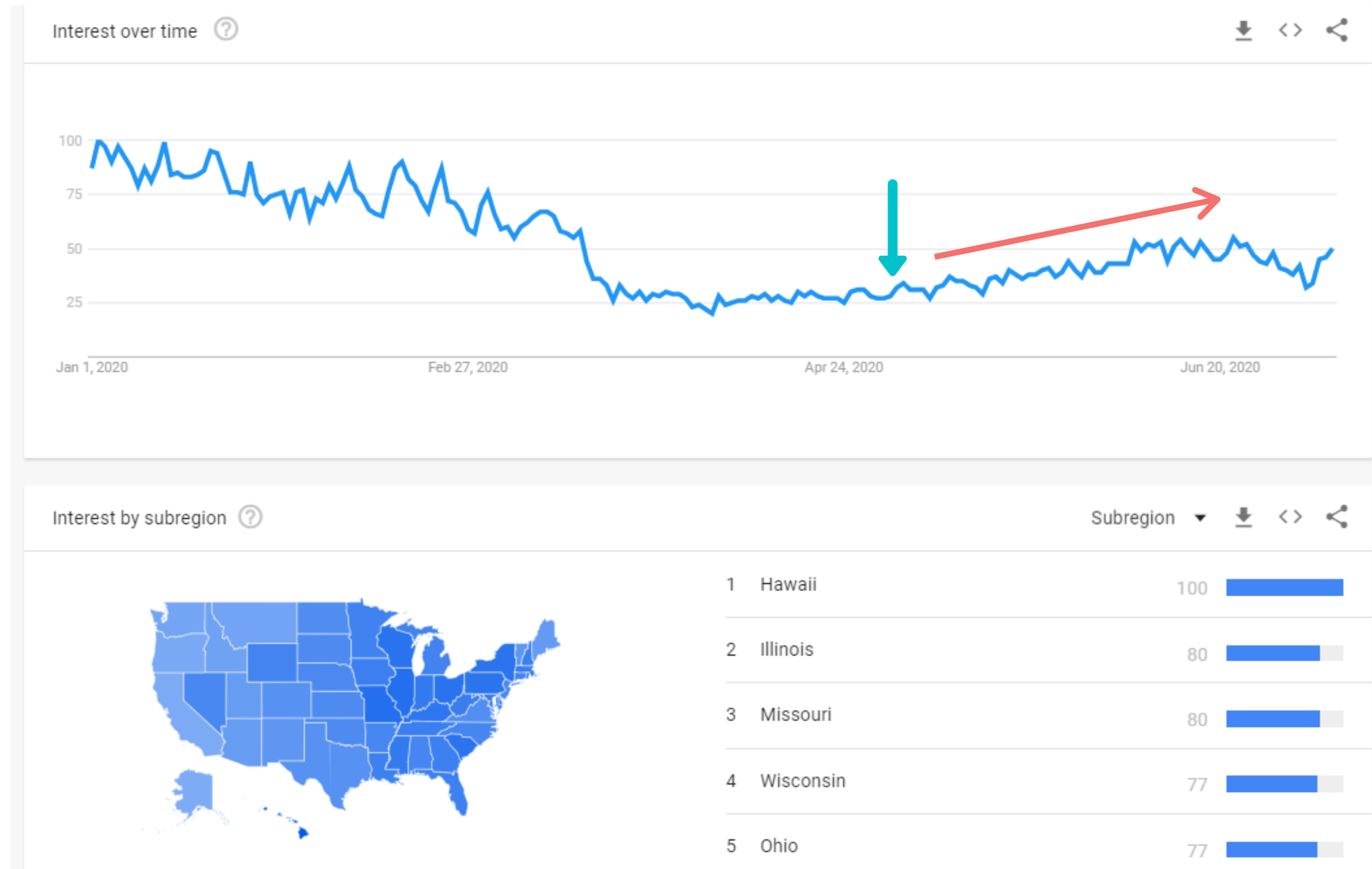
*there is a desire to get away,
despite obstacles to overcome*

Factors Impacting Decisions to
Travel in the Next 6 Months

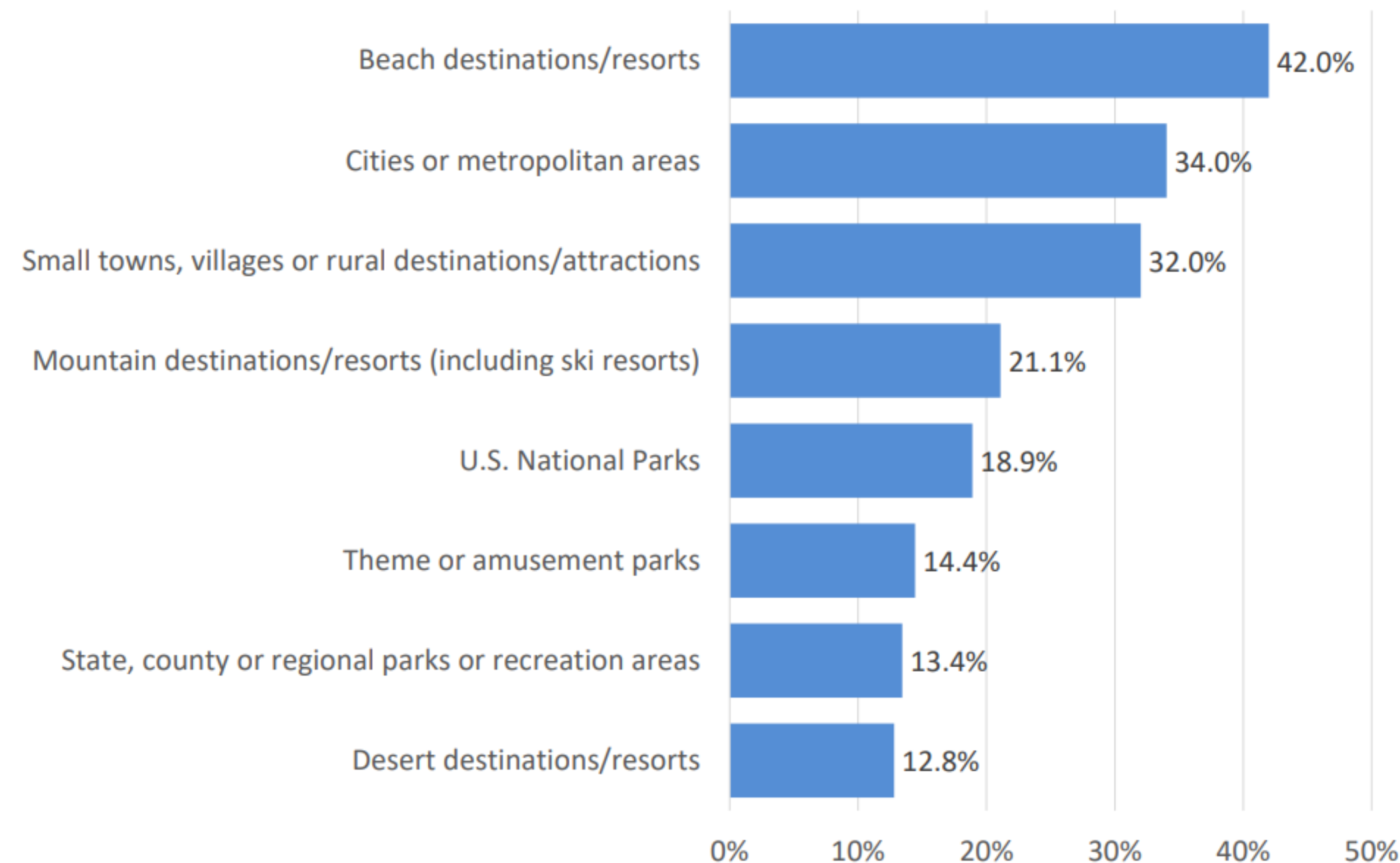


travel indicators: google trends vacations

Searches for the nation are showing gradual increases beginning in May.



affinity for beach destinations



Americans will take
more regional trips
**traveling an average
311 miles from home**

Source: Destination Analysts,
data collected July 3-5, 2020

creative

VISIT LAUDERDALE



LAUDER Deals

Program is FREE
sunny.org/SignUp

- Hotel Deals: June - September
- Things To Do: June - September
- Dine Out Lauderdale: July - September
- Spa Days: July - September



LAUDER Deals

A sprinkle of temptation.
A dash of indulgence.
And a whole lot of savings.

Savor gourmet seafood, Italian, Asian, gastropub, fusion and beyond. From August through September, discover new flavors or fill up on your favorite cuisines with 3-course prix fixe menus from \$35 during Dine Out Lauderdale. Explore participating restaurants now at sunny.org/lauderdeals

GREATER FORT LAUDERDALE



LAUDER Deals

A little sun. A little sea.
And a whole lot of savings.

On a boat, in a spa or under a full moon in a kayak, Greater Fort Lauderdale knows how to do up the savings. Choose your way to play with epic deals on everything from hotels, spas and restaurants, to activities that will make everyone smile. Plan your escape at sunny.org/lauderdeals

GREATER FORT LAUDERDALE



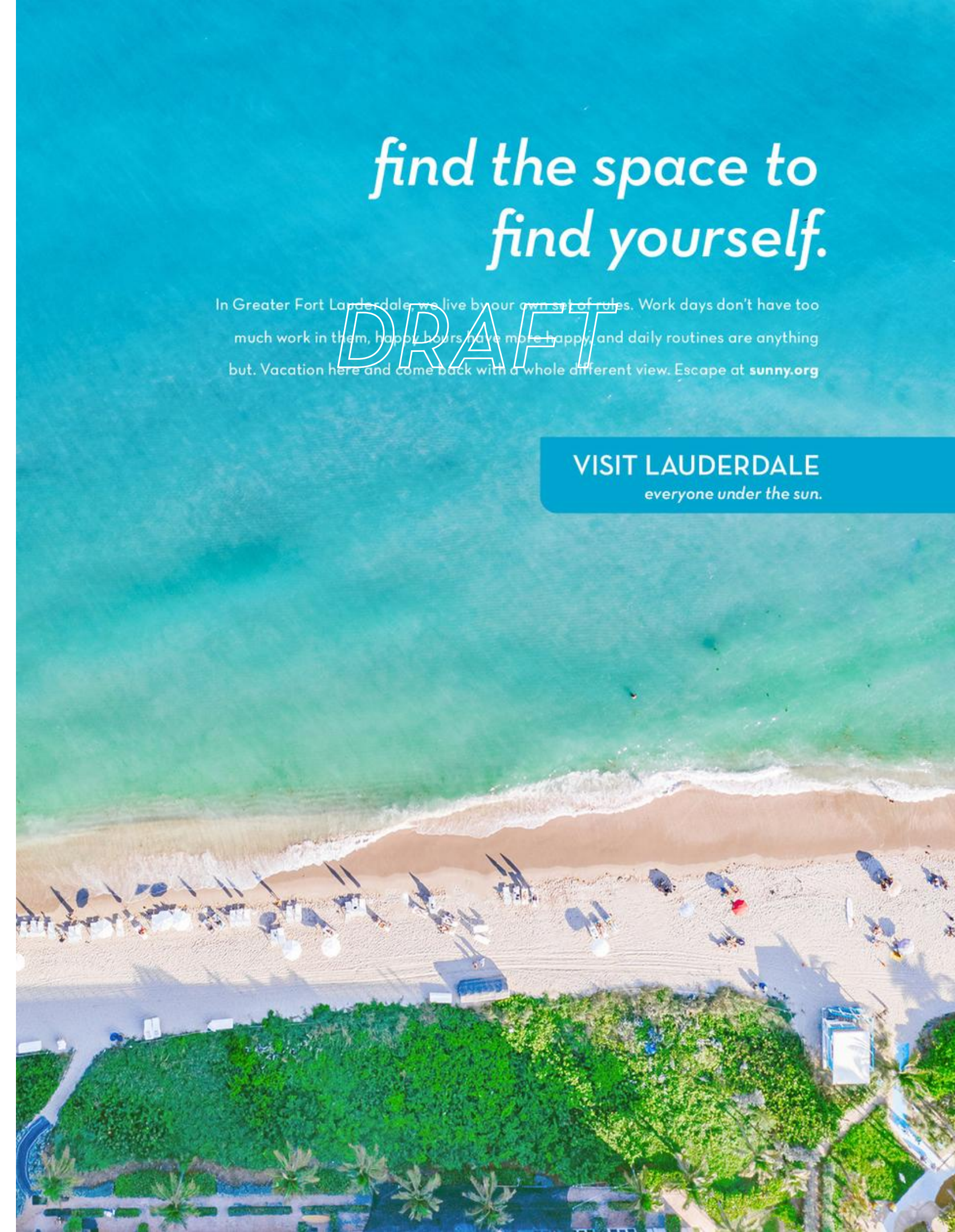
creative: new direction

Our brand is a reflection of not only our physical destination, but one we aspire to be to our visitors now and in the future. And as our destination evolves, so should our messaging and visual approach. Our choice of photography should inspire the viewer with new perspectives and bold, dramatic angles. Our colors selected from the sand, sea, and surroundings to embrace our wonderful coastal color palette. Our compositions striving for a fresh, clean look without being overly simplistic. Our messaging clear, concise and engaging to ‘everyone under the sun.’

*find the space to
find yourself.*

In Greater Fort Lauderdale we live by our own set of rules. Work days don't have too much work in them, happy hours have more happy, and daily routines are anything but. Vacation here and come back with a whole different view. Escape at sunny.org

VISIT LAUDERDALE
everyone under the sun.



creative: new direction

This new creative direction depicts the evolving nature of our brand to define who we are, with a consistent voice and a consistent delivery. Sophisticated without being out of touch. Playful and energetic. Inclusive and inspiring. A reflection of all of Broward County.

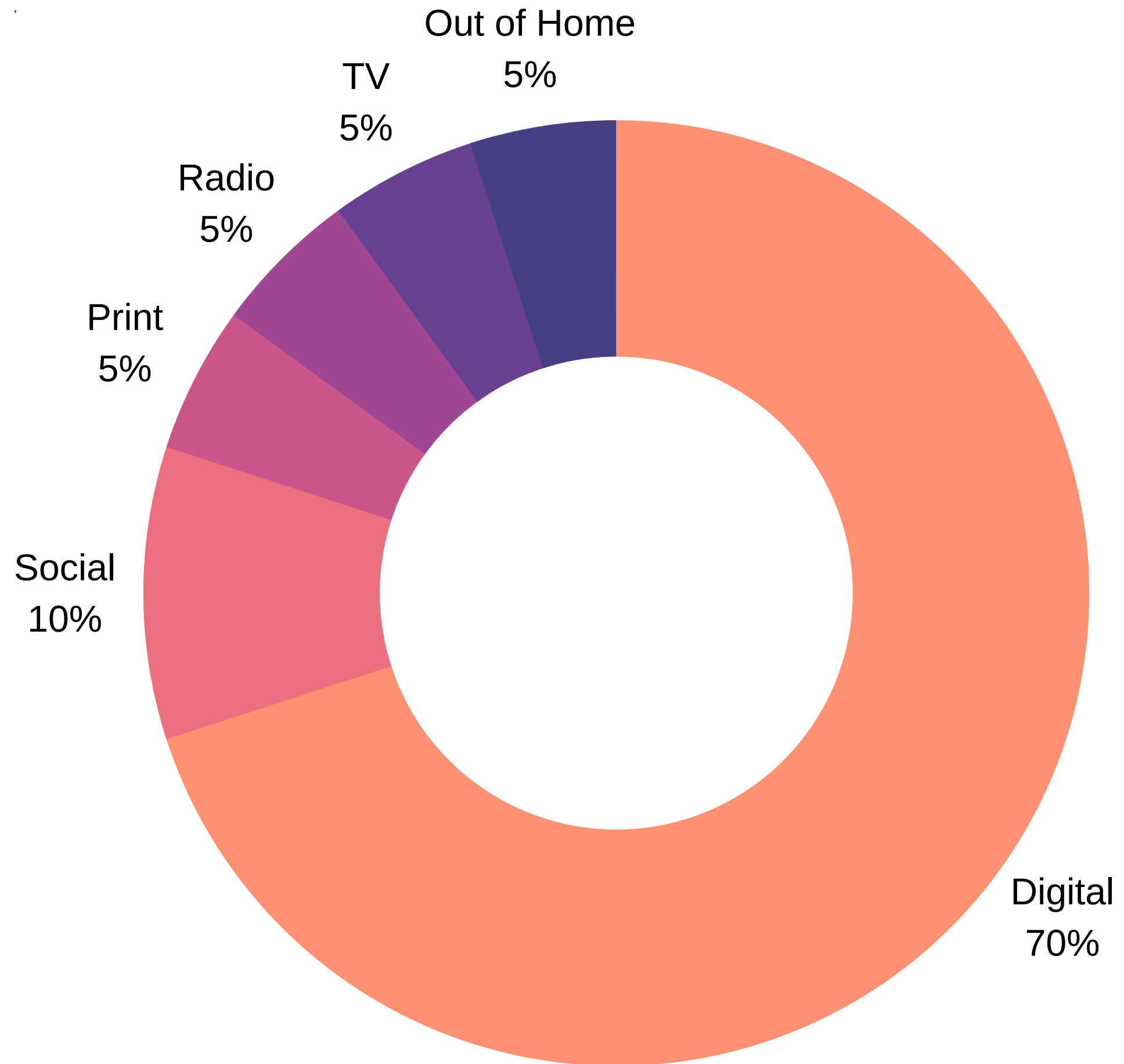


*meeting.
space.*

Take your next meeting beyond the routine in a place that has been hosting successful meetings for years. With a whole new convention center coming online in 2021. Bigger and better than ever with 1.2 million square feet of space, 350,000 square feet of exhibit space and a new 65,000 square foot waterfront ballroom. sunny.org/meetings

VISIT LAUDERDALE
everyone under the sun.

*media plan:
budget goals*





thank you!

VISIT LAUDERDALE

