

Everyone Under the Sun



2022 TOURISM HIGHLIGHTS



**\$126.8
MILLION**

RECORD-BREAKING TOURIST
DEVELOPMENT TAX

Up 27%



\$175.53

AVERAGE DAILY RATE

Up 21%



Up 32%

HOTEL REVENUE

Up 10%

DEMAND



\$128.64

REVENUE PER
AVAILABLE ROOM

Up 23%



**4 NEW
HOTELS**

568 NEW ROOMS



**31.7
MILLION**

AIRPORT PASSENGERS

Up 13%

Results are for January 1, 2022, through December 31, 2022.
Increases are over the same time frame in 2021.



**VISIT
LAUDERDALE**
EVERYONE UNDER THE SUN

2022 MARKETING HIGHLIGHTS



**\$5.9
MILLION**
TOTAL PAID MEDIA
ADVERTISING SPEND



470,200,000
PAID MEDIA
IMPRESSIONS



**10
AWARDS**

VISIT FLORIDA Flagler Award

Print Advertising Campaign
Special Event
Niche Marketing
Mixed Media Campaign

Hospitality Sales and Marketing Association International Adrian Award

Special Event
Advertising Print Collateral
B2C Integrated Campaign

Travel Weekly Magellan Award

Travel Advisor Training Program

Association of Marketing and Communication Professionals Hermes Creative Award

PR Campaign
Marketing Campaign



**\$3.9
MILLION**
ADDED VALUE PAID
MEDIA BENEFIT



**56.5
MILLION**
SOCIAL MEDIA
IMPRESSIONS



**1.5
BILLION**
PUBLIC RELATIONS
AUDIENCE REACH



**\$5
MILLION**
PUBLIC RELATIONS
AD EQUIVALENCY



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