



2023 TOURISM HIGHLIGHTS



**\$125.6
MILLION**

TOURIST DEVELOPMENT TAX

2nd Highest in History



\$186

AVERAGE DAILY RATE

Up 4%



Up 4%

HOTEL REVENUE

Up 1%

DEMAND



\$134

REVENUE PER
AVAILABLE ROOM

Up 4%



**3 NEW
HOTELS**

358 NEW ROOMS



**35
MILLION**
AIRPORT PASSENGERS

Up 11%

Results are for January 1, 2023, through December 31, 2023.
Increases are over the same time frame in 2022.



**VISIT
LAUDERDALE**
EVERYONE UNDER THE SUN



2023 MARKETING HIGHLIGHTS



**\$8.7
MILLION**
TOTAL PAID MEDIA
ADVERTISING SPEND



**\$867
MILLION**
PAID MEDIA
IMPRESSIONS



**10
AWARDS**

VISIT FLORIDA Flagler Award

- Henry - Mixed Media Campaign
- Henry - Television Advertising
- Silver - Trade Show Display
- Silver - Social Media Marketing
- Silver - Print Advertising
- Bronze - Special Event

U.S. TRAVEL'S ESTO AWARDS

- Destiny Award - Printed Collateral Material (AFAR Cruise Insert)

CONVENTION SOUTH

- Readers' Choice-Award

CONDÉ NAST TRAVELER

- Bright Ideas in Travel 2023

SPORTSTRAVEL AWARDS

- Best Renovated Sports Venue (Fort Lauderdale Aquatic Center)



**\$6.2
MILLION**
ADDED VALUE PAID
MEDIA BENEFIT



**24.1
MILLION**
SOCIAL MEDIA
IMPRESSIONS



**10.7
BILLION**
PUBLIC RELATIONS
AUDIENCE REACH



**\$100
MILLION**
PUBLIC RELATIONS
AD EQUIVALENCY



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