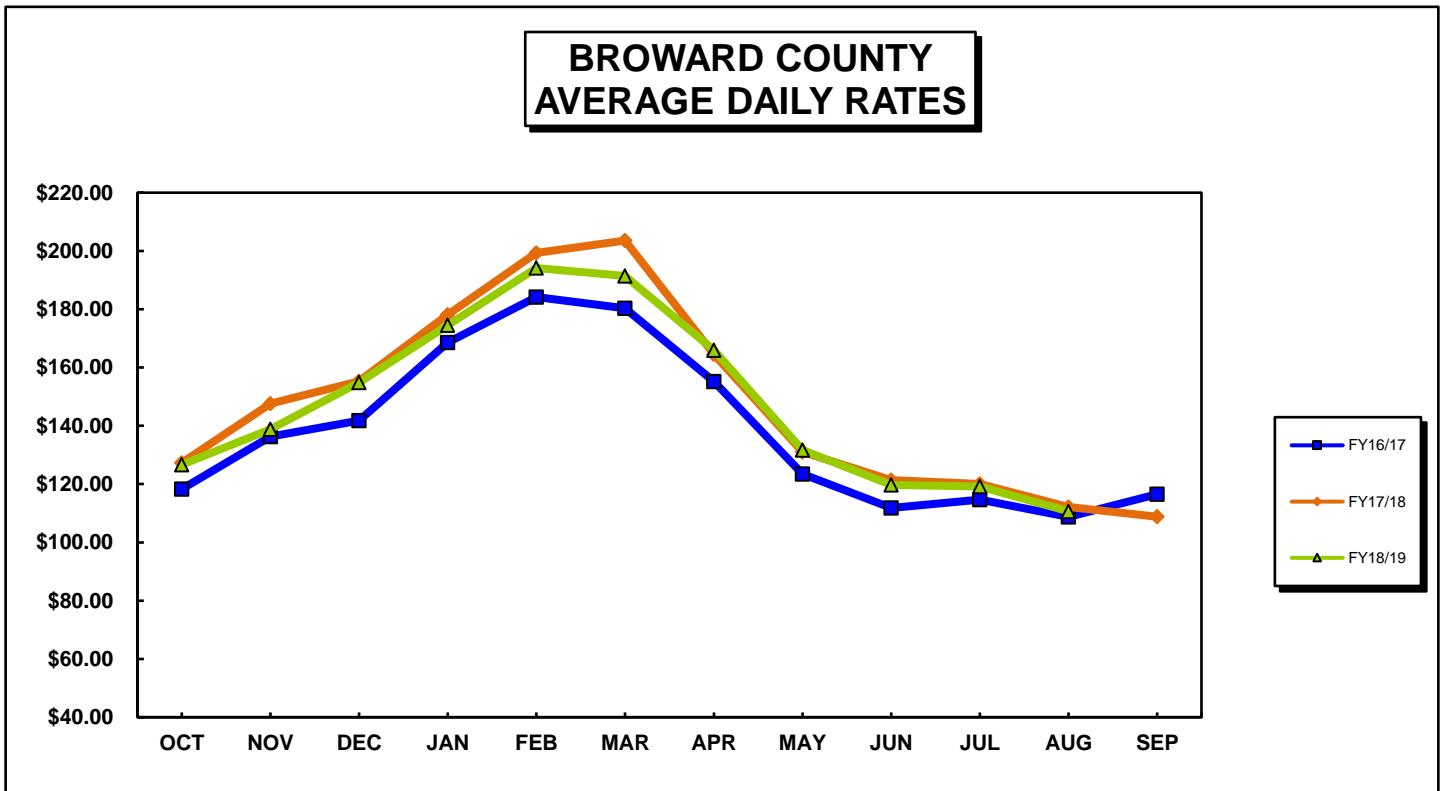


## GREATER FORT LAUDERDALE AVERAGE DAILY RATES

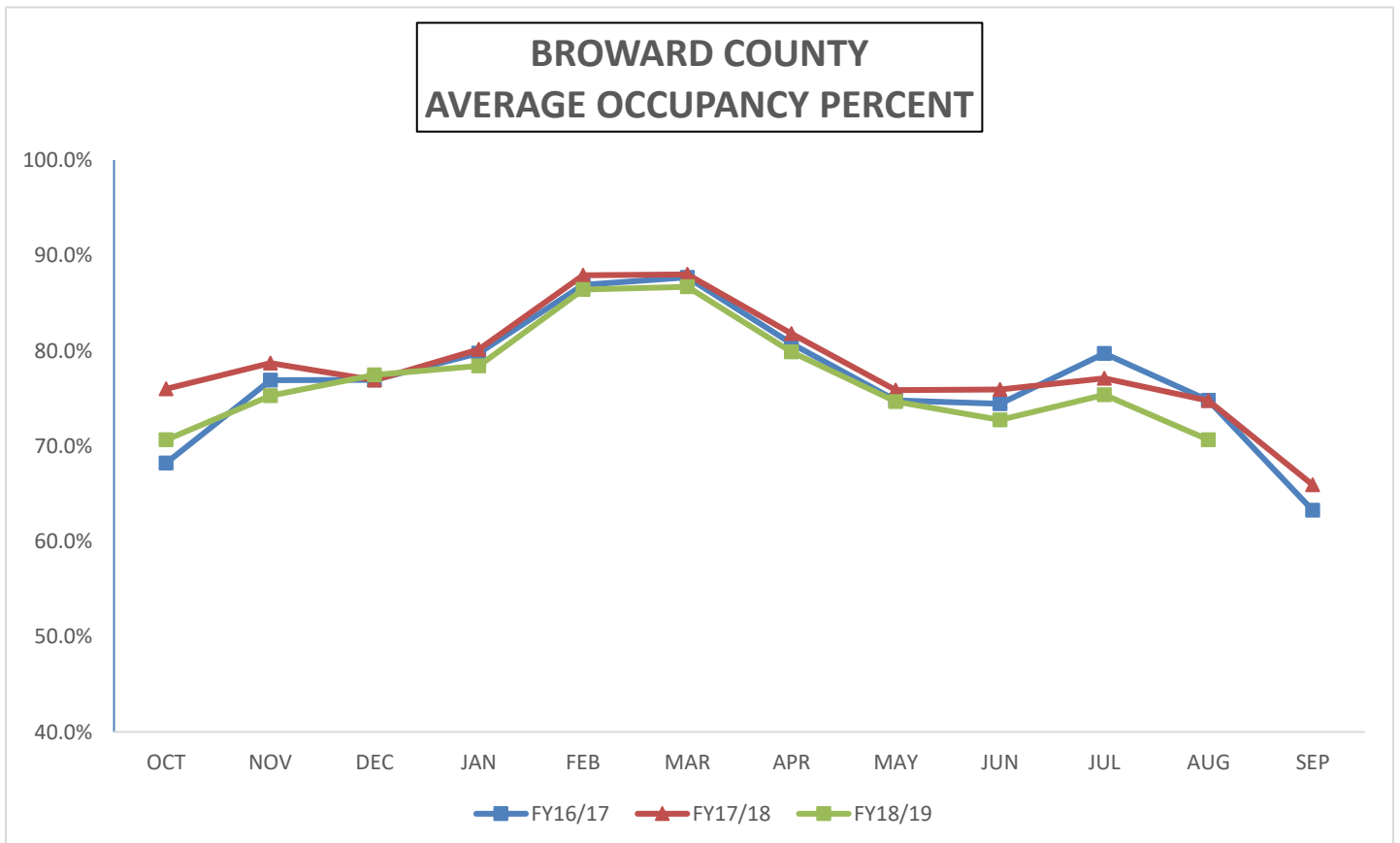
	FY16/17	FY17/18	FY18/19
<b>OCT</b>	\$118.29	\$127.34	\$126.62
<b>NOV</b>	\$136.33	\$147.58	\$138.81
<b>DEC</b>	\$141.80	\$155.30	\$154.82
<b>JAN</b>	\$168.59	\$178.12	\$174.54
<b>FEB</b>	\$184.18	\$199.32	\$194.14
<b>MAR</b>	\$180.31	\$203.56	\$191.46
<b>APR</b>	\$155.20	\$164.55	\$165.98
<b>MAY</b>	\$123.43	\$130.99	\$131.71
<b>JUN</b>	\$111.80	\$121.33	\$119.73
<b>JUL</b>	\$114.72	\$120.04	\$119.21
<b>AUG</b>	\$108.74	\$112.09	\$110.65
<b>SEP</b>	\$116.50	\$108.80	
<b>ANNUAL AVERAGE</b>	<b>\$138.32</b>	<b>\$147.42</b>	



SOURCE:

## GREATER FORT LAUDERDALE AVERAGE OCCUPANCY PERCENT

	FY16/17	FY17/18	FY18/19
<b>OCT</b>	68.2%	76.0%	70.6%
<b>NOV</b>	76.9%	78.7%	75.3%
<b>DEC</b>	76.9%	76.9%	77.5%
<b>JAN</b>	79.8%	80.1%	78.4%
<b>FEB</b>	86.9%	87.9%	86.4%
<b>MAR</b>	87.7%	88.0%	86.7%
<b>APR</b>	80.8%	81.8%	79.9%
<b>MAY</b>	74.8%	75.9%	74.7%
<b>JUN</b>	74.4%	75.9%	72.8%
<b>JUL</b>	79.7%	77.1%	75.4%
<b>AUG</b>	74.8%	74.8%	70.7%
<b>SEP</b>	63.3%	65.9%	
<b>ANNUAL AVERAGE</b>	77.0%	78.2%	

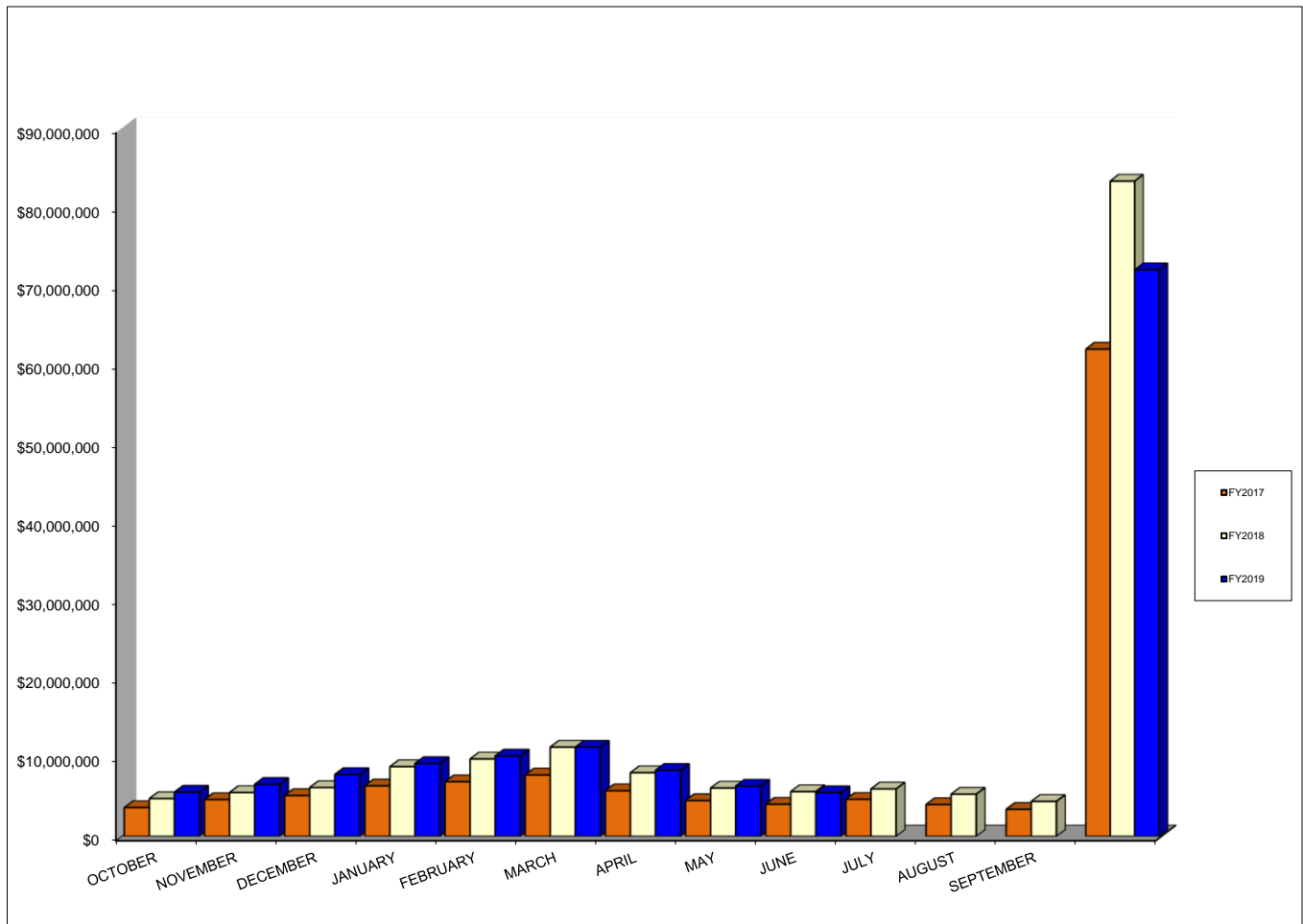


SOURCE:

Smith Travel Research: Lodging Market Trend Report, GFLCVB (1997 - Present) Annual Average Weighted

## GREATER FORT LAUDERDALE CONVENTION & VISITORS BUREAU TOTAL REVENUE COLLECTION ANALYSIS (6%)

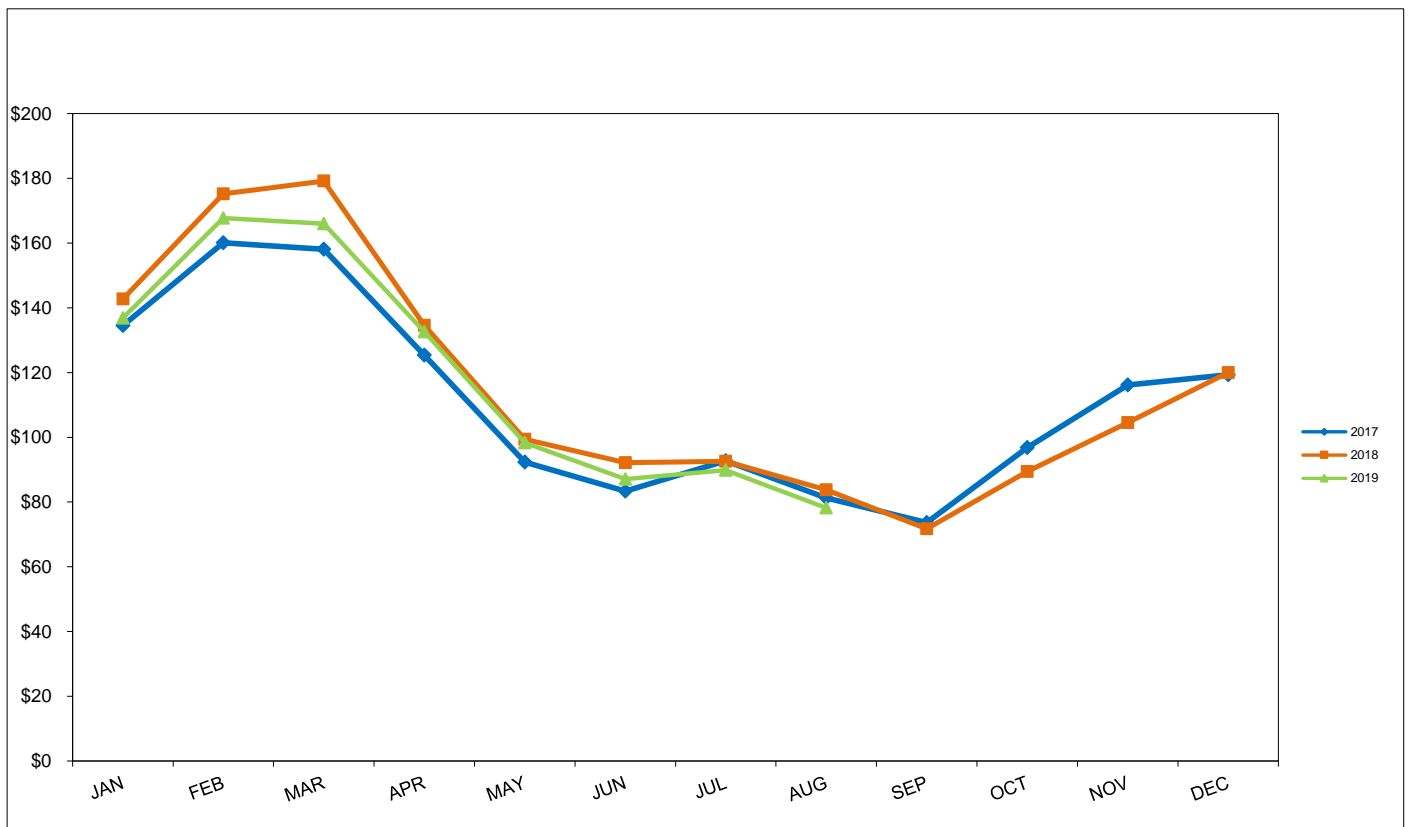
	FY2017 FISCAL YEAR COLLECTIONS	FY2018 FISCAL YEAR COLLECTIONS	FY2019 FISCAL YEAR COLLECTIONS	2017 VS 2018		2018 VS 2019	
				INCREASE (DECREASE)	PERCENT CHANGE	INCREASE (DECREASE)	PERCENT CHANGE
OCTOBER	\$3,694,577.05	\$4,852,690.47	\$5,683,228.33	\$1,158,113.42	31.35%	\$830,537.86	17.11%
NOVEMBER	\$4,724,410.17	\$5,627,865.79	\$6,688,948.94	\$903,455.62	19.12%	\$1,061,083.15	18.85%
DECEMBER	\$5,246,719.86	\$6,273,779.10	\$7,947,148.63	\$1,027,059.24	19.58%	\$1,673,369.53	26.67%
JANUARY	\$6,493,397.84	\$8,961,919.71	\$9,364,250.75	\$2,468,521.87	38.02%	\$402,331.04	4.49%
FEBRUARY	\$7,018,884.14	\$9,949,163.93	\$10,338,782.87	\$2,930,279.79	41.75%	\$389,618.94	3.92%
MARCH	\$7,893,520.62	\$11,474,604.50	\$11,467,956.38	\$3,581,083.88	45.37%	(\$6,648.12)	-0.06%
APRIL	\$5,859,692.99	\$8,186,075.08	\$8,487,030.06	\$2,326,382.09	39.70%	\$300,954.98	3.68%
MAY	\$4,601,099.93	\$6,203,360.32	\$6,457,974.49	\$1,602,260.39	34.82%	\$254,614.17	4.10%
JUNE	\$4,130,109.60	\$5,748,022.23	\$5,608,218.40	\$1,617,912.63	39.17%	(\$139,803.83)	-2.43%
JULY	\$4,756,496.56	\$6,097,140.29		\$1,340,643.73	28.19%		
AUGUST	\$4,090,849.34	\$5,422,260.43		\$1,331,411.09	32.55%		
SEPTEMBER	\$3,472,775.92	\$4,491,910.46		\$1,019,134.54	29.35%		
<b>TOTAL:</b>	<b>\$61,982,534.02</b>	<b>\$83,288,792.31</b>	<b>\$72,043,538.85</b>	<b>\$21,306,258.29</b>	<b>34.37%</b>		



Tourist Bed Tax = 6% total ( 4% allocated to tourism and represented on this chart, 2% goes to the Broward County Arena)  
Effective January 1, 2018 the tax rate for the GFLCVB portion increased from 3% to 4%; the total tax increased from 5% to 6%.

# GREATER FORT LAUDERDALE CONVENTION & VISITORS BUREAU RevPAR ANALYSIS

	2017	2018	2019
JAN	\$134.47	\$142.70	\$136.84
FEB	\$160.08	\$175.20	\$167.72
MAR	\$158.09	\$179.15	\$166.00
APR	\$125.34	\$134.57	\$132.59
MAY	\$92.36	\$99.38	\$98.32
JUN	\$83.34	\$92.13	\$87.10
JUL	\$92.76	\$92.54	\$89.87
AUG	\$81.32	\$83.80	\$78.18
SEP	\$73.65	\$71.73	
OCT	\$96.78	\$89.45	
NOV	\$116.15	\$104.49	
DEC	\$119.35	\$119.94	



Source: Smith Travel Research, Greater Fort Lauderdale Convention & Visitors Bureau.