



VISIT LAUDERDALE

TDC Meeting

Thursday, December 17, 2020



*Kara Franker,
Senior Vice President,
Marketing &
Communications*

VISIT **LAUDERDALE**





Market Update

YEAR-TO-DATE (JAN 1 - DEC 5) AS COMPARED TO SAME TIME LAST YEAR:

- Occupancy: 50% (-34%)
- ADR: \$117.46 (-18%)
- RevPAR: \$66.58 (-40%)
- Demand (rooms sold): down 33.3%
- Reported hotel revenue: down 39%

Source: STR, Inc.

- October 2020's Leisure & Hospitality direct employment: down 25% over Oct 2019 for GFL

Source: State of Florida

- Year-to-date TDT revenue collections through October 2020 down 41% compared to last year
- Fiscal Year '19-'20, TDT revenue collections down 30% compared to prior fiscal year

Source: Broward County



Signs of Recovery

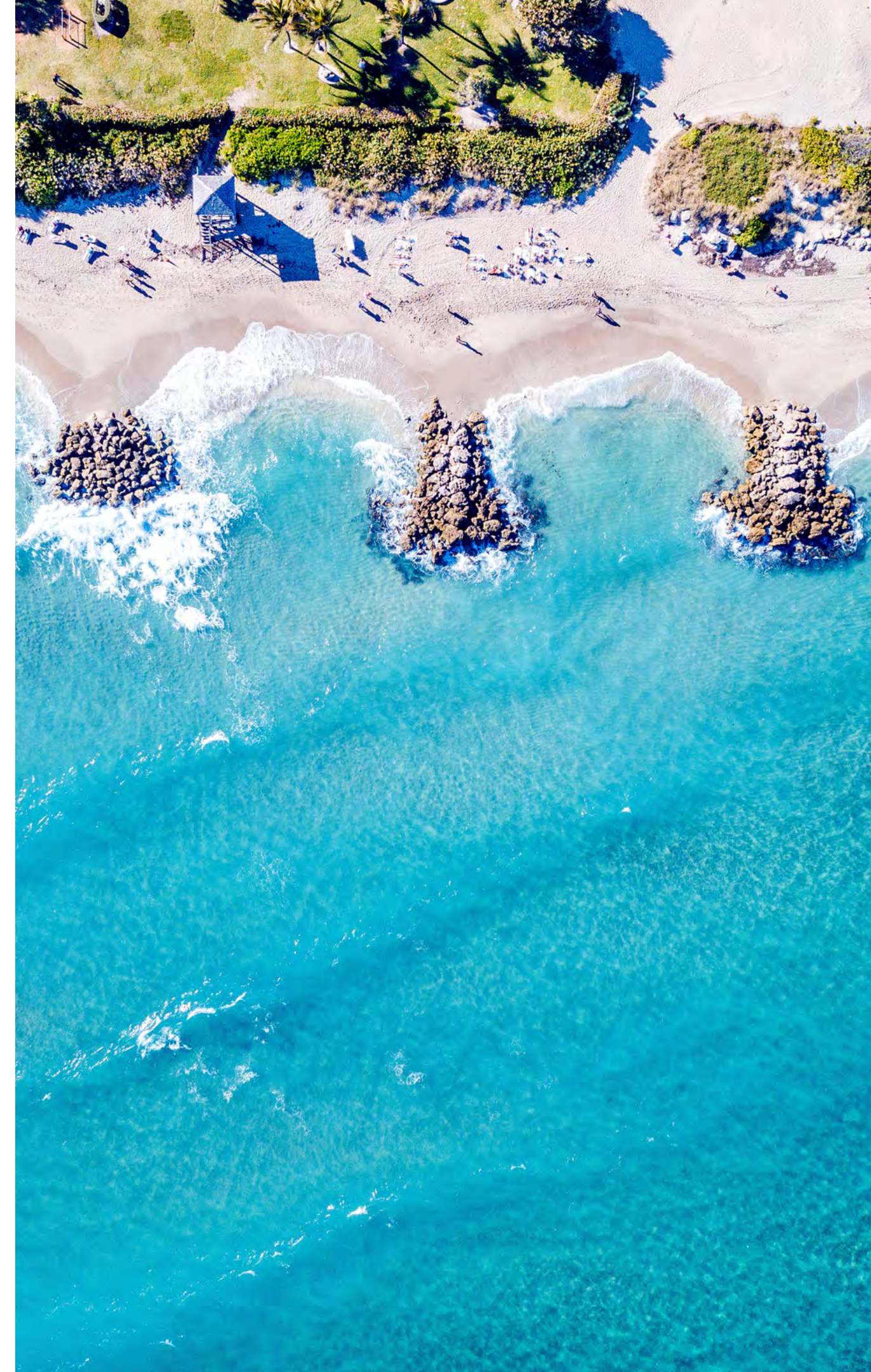
- Weekly occupancy rates of 50% or better for seven out of the last eight weeks
- 14% increase in ADR for the week of FLIBS and a 6% increase in ADR for the week of Thanksgiving
- 12% increase in RevPAR since early October
- 11% increase in Demand (rooms sold) since early October
 - Saturday, December 5th recorded the 7th highest daily demand during the pandemic
- 12% increase in Reported hotel revenue since early October.
- 44% increase in passenger traffic at FLL from September to October
 - 2019 px traffic increased 22% from Sept to Oct
- 68% diner capacity for first half of December

Sources: STR, Inc., FLL, OpenTable

Traveler Sentiment

- Travel by car remains the most preferred form of transportation for travelers with one-in-five (20%) willing to drive more than 500 miles for a leisure trip.
(MMGY Travel Intelligence TIPS Survey, 12/7/20)
- Positive vaccine news is appearing to have a profound effect with 51% of potential travelers stating vaccines make them more optimistic they can travel safely again in the next six months.
(Destination Analysts, Wave 40 data, 12/11-13/20)
- 24% of American travelers have at least tentative plans to attend a convention or conference in the next year (up from 16% just two months ago.) Comfort levels among convention attendees grows significantly starting in June 2021.

(Destination Analysts, Wave 40 data, 12/11-13/20)



VISIT LAUDERDALE

Winter/Spring Creative



"Social Distancing in Style"



[click image to watch]

"Everyone Under the Sun":30 TV spot



[click image to watch]

Room to Roam

Stay warm this winter with sun-drenched days, epic stays and plenty of room to roam in Greater Fort Lauderdale. Our hotels, attractions and restaurants have taken the Visit Lauderdale Safe + Clean Pledge so you can relax and explore with confidence.

Plan your winter getaway at sunny.org

VISIT LAUDERDALE



Print Ad

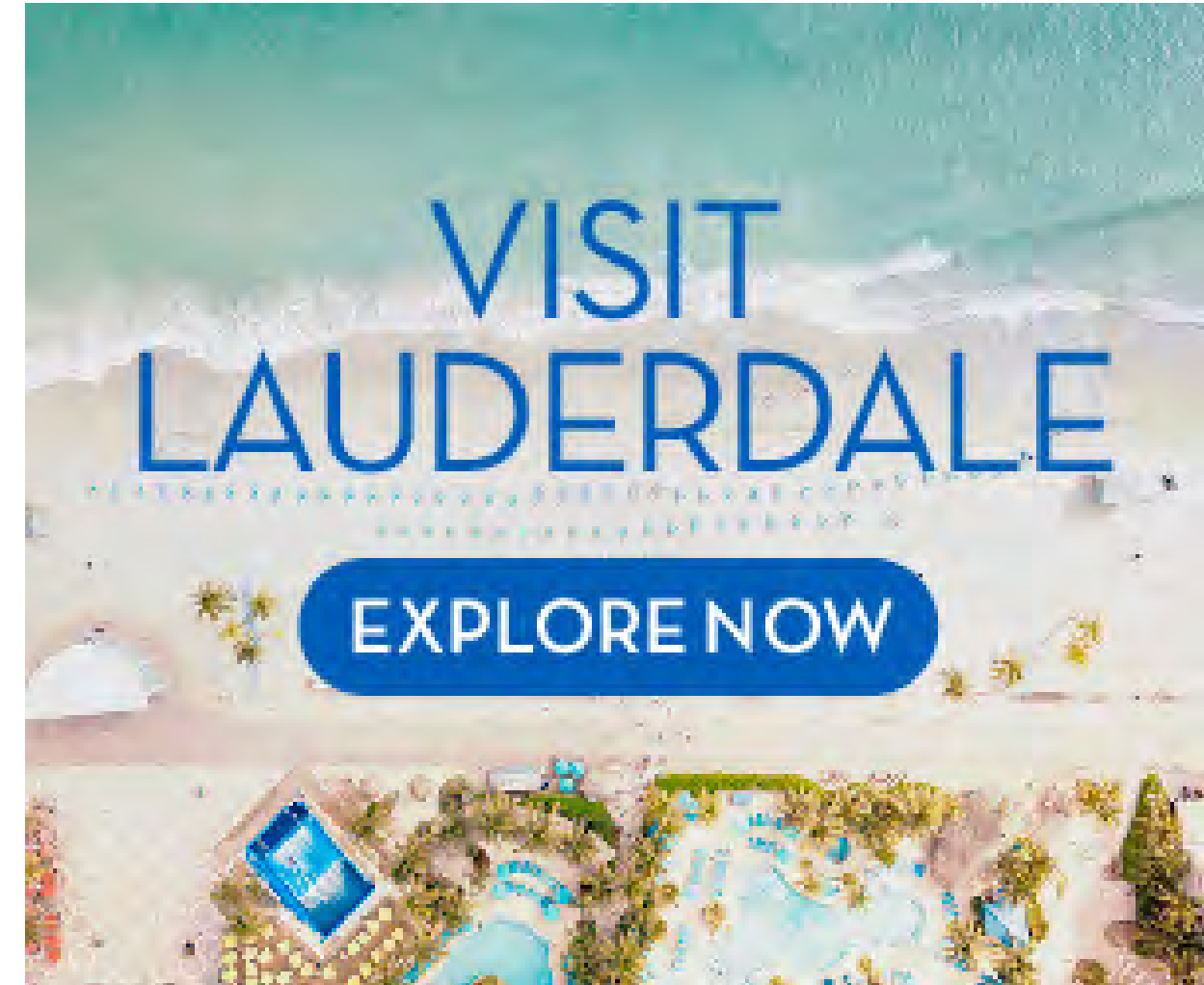
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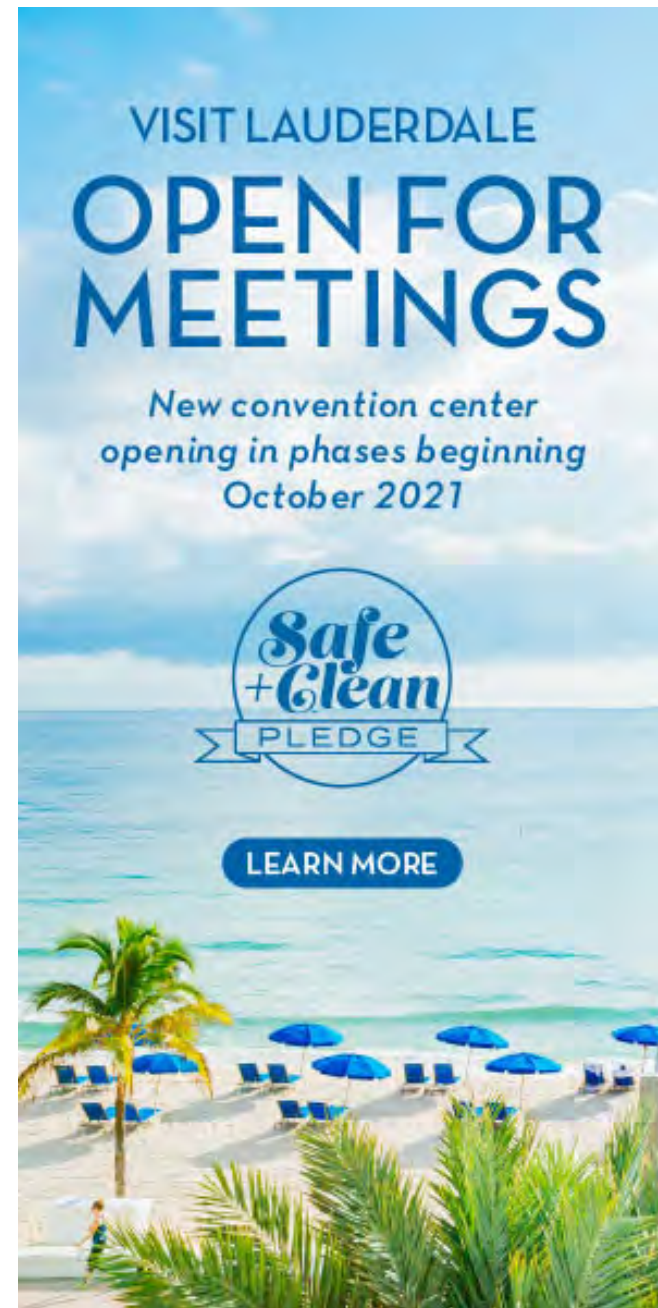
Social



Display Banners



Display Banners



Print Ad



Target Market Analysis

VISIT LAUDERDALE



Lift Update

While not yet back to pre-pandemic levels, FLL still has significant lift, so those willing to travel have flight options.

Destination Name	Destination State	Nov20 Flights	Dec20 Flights	MoM 20 Delta	Nov19 Flights (T100)	Dec 19 Flights (T100)	Nov YoY/M Delta	Dec YoY/M Delta
Atlanta, GA, US	Georgia	555	585	5%	673	735	-17.5%	-20.4%
Newark, NJ, US	New Jersey	331	376	14%	445	477	-25.6%	-21.2%
New York-La Guardia, NY, US	New York	243	319	31%	370	411	-34.3%	-22.4%
Boston, MA, US	Massachusetts	236	277	17%	276	324	-14.5%	-14.5%
New York-JFK, NY, US	New York	241	270	12%	340	386	-29.1%	-30.1%
Baltimore, MD, US	Maryland	247	247	0%	375	391	-34.1%	-36.8%
Chicago-O'Hare, IL, US	Illinois	178	241	35%	281	336	-36.7%	-28.3%
Detroit, MI, US	Michigan	179	241	35%	210	266	-14.8%	-9.4%
Dallas/Fort Worth, TX, US	Texas	208	235	13%	233	281	-10.7%	-16.4%
San Juan, PR, US	Puerto Rico	188	222	18%	308	326	-39.0%	-31.9%
Charlotte-Douglas, NC, US	North Carolina	170	221	30%	257	266	-33.9%	-16.9%
Philadelphia, PA, US	Pennsylvania	164	186	13%	249	281	-34.1%	-33.8%
Denver, CO, US	Colorado	161	166	3%	199	206	-19.1%	-19.4%
Los Angeles, CA, US	California	142	155	9%	177	197	-19.8%	-21.3%
Houston-Intercontinental, TX, US	Texas	127	146	15%	182	212	-30.2%	-31.1%
Nashville, TN, US	Tennessee	139	140	1%	177	191	-21.5%	-26.7%
Orlando, FL, US	Florida	147	137	-7%	211	221	-30.3%	-38.0%
Chicago-Midway, IL, US	Illinois	126	128	2%	118	121	6.8%	5.8%
Tampa, FL, US	Florida	113	114	1%	244	264	-53.7%	-56.8%
Cleveland, OH, US	Ohio	82	104	27%	79	110	3.8%	-5.5%
Raleigh/Durham, NC, US	North Carolina	86	101	17%	179	202	-52.0%	-50.0%
Pittsburgh, PA, US	Pennsylvania	91	92	1%	110	122	-17.3%	-24.6%
Houston-Hobby, TX, US	Texas	83	91	10%	96	97	-13.5%	-6.2%
Dallas-Love, TX, US	Texas	81	89	10%	95	103	-14.7%	-13.6%
Washington-Dulles, VA, US	Virginia	53	71	34%	63	89	-15.9%	-20.2%
Cincinnati, OH/Covington, KY, US	Kentucky	44	68	55%	72	74	-38.9%	-8.1%
Minneapolis/St. Paul, MN, US	Minnesota	24	67	179%	47	70	-48.9%	-4.3%

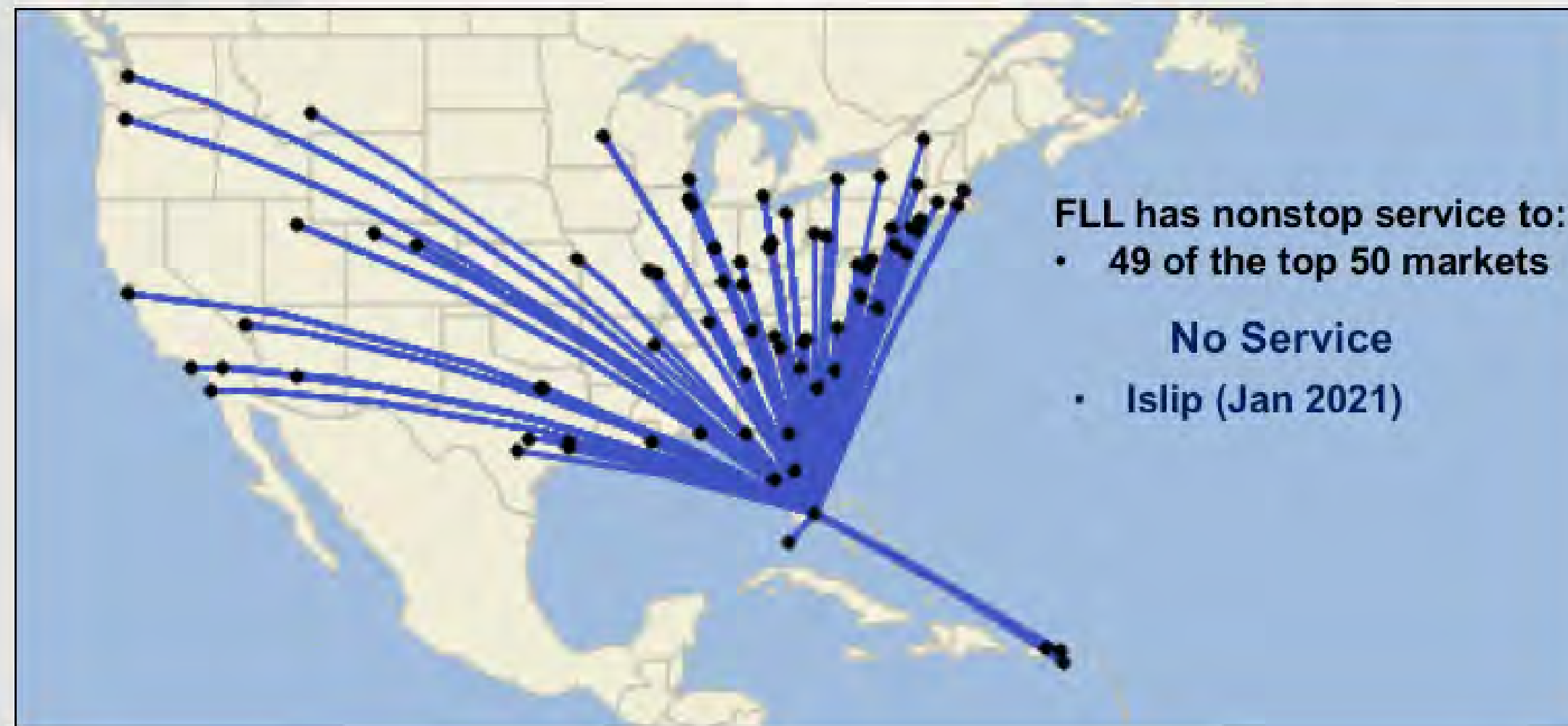
Departures per month (T-100 Data)

Lift Update

Slide and update courtesy of Steve Belleme at FLL:

Domestic Service Comparison

- In December 2019, FLL had an average of 310 daily domestic departures to 80 destinations
- Today, FLL has an average of 204 scheduled daily domestic departures to 76 destinations



Data source: Cirium/DIIO Schedule data

Interest

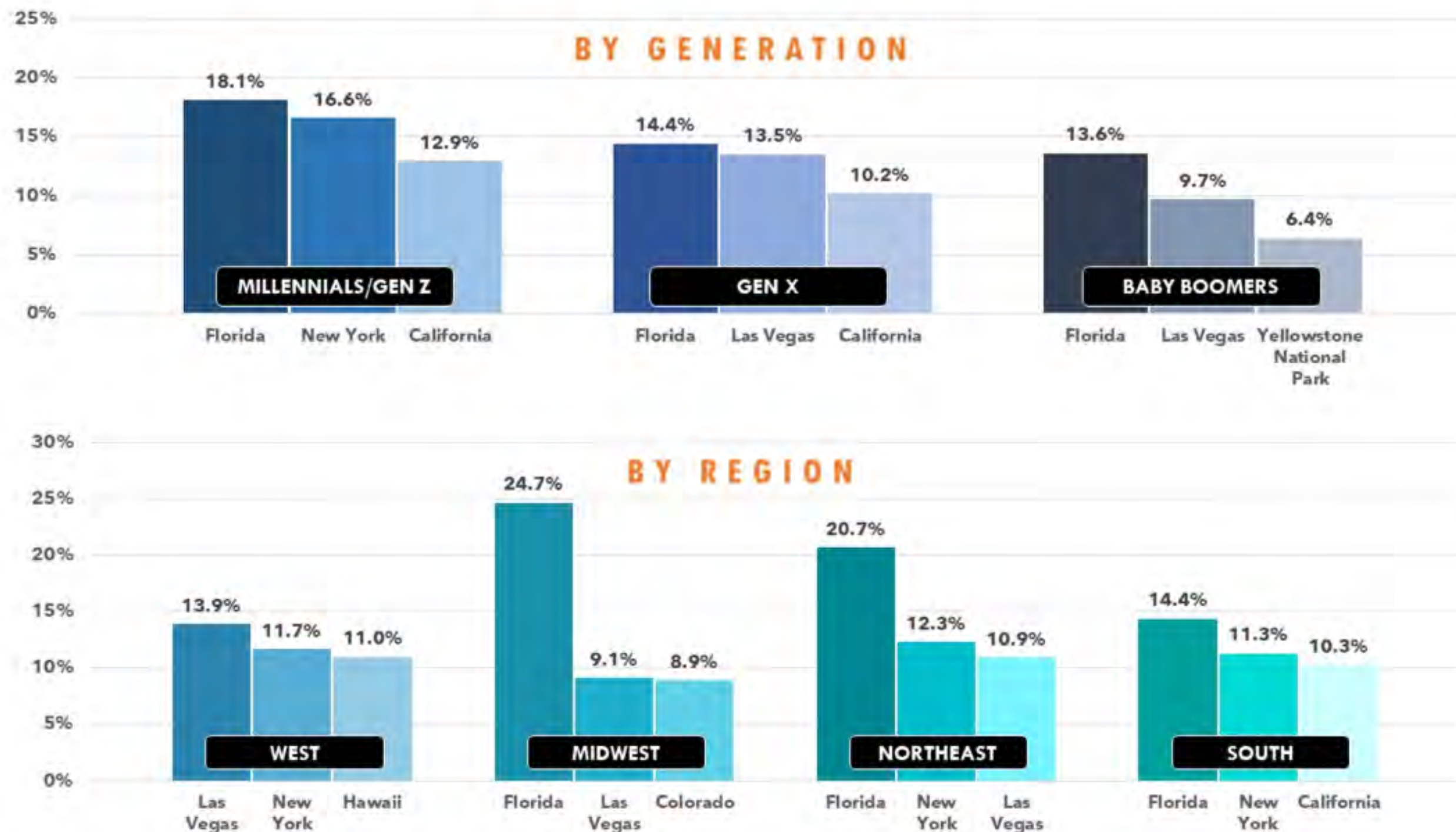
Northern markets still rank high in web traffic for October through mid-December 2020

	Metro	Sessions...	Users	Avg. Page Time	AQM: User Density	AQM: eSession...	DMA Pop	DMA HHI	DMA % Pov
1.	Miami-Ft. Lauderdale FL	166,504	112,867	00:02:48	245.08	193.52	4,605,348	\$81,127	16.48%
2.	New York, NY	18,181	11,940	00:02:56	5.61	4.40	21,271,529	\$115,334	9.59%
3.	Orlando-Daytona Beach-Melbourne FL	17,551	14,638	00:02:41	37.31	28.58	3,922,971	\$64,648	16.23%
4.	Tampa-St. Petersburg (Sarasota) FL	16,877	12,814	00:02:27	28.51	22.48	4,494,015	\$68,138	14.97%
5.	West Palm Beach-Ft. Pierce FL	13,525	11,040	00:02:28	55.42	40.28	1,992,114	\$78,168	17.04%
6.	Chicago IL	10,651	7,301	00:02:25	7.58	5.48	9,630,242	\$88,263	12.14%
7.	Atlanta GA	9,616	7,916	00:02:21	11.83	9.91	6,693,086	\$69,137	16.41%
8.	Dallas-Ft. Worth TX	7,283	5,847	00:02:16	7.84	6.68	7,454,175	\$74,080	14.94%
9.	Washington DC (Hagerstown MD)	6,791	5,309	00:01:54	7.90	5.47	6,721,918	\$102,290	8.75%
10.	Boston MA-Manchester NH	6,614	4,451	00:03:11	6.83	4.22	6,521,315	\$103,801	8.5%
11.	Philadelphia PA	5,321	3,625	00:02:31	4.49	3.09	8,071,801	\$90,263	10.15%
12.	Detroit MI	4,778	3,127	00:02:27	6.48	4.58	4,823,329	\$77,120	13.94%
13.	Houston TX	4,452	3,689	00:02:07	5.50	4.91	6,707,401	\$78,569	15.57%
14.	Ft. Myers-Naples FL	3,526	2,821	00:02:37	22.91	18.29	1,231,109	\$77,449	16.29%
15.	Denver CO	3,263	2,403	00:01:35	5.60	2.92	4,291,717	\$75,173	12.05%

Google Analytics Data Oct 1 - Dec 13, 2020

Interest

AMERICANS' TOP DESTINATIONS FOR 2021 AS OF DECEMBER 6TH



QUESTION: WHICH DOMESTIC DESTINATIONS (IF ANY) ARE YOU PLANNING TO VISIT OR CONSIDERING VISITING NEXT YEAR (2021)? (WRITE IN UP TO YOUR TOP 3)

(Base: Wave 39 data. All respondents, 1,204 completed surveys. Data collected December 4-6, 2020)

Inquiry

Travelers in these markets continue to request guides and sign up for e-news on Sunny.org

[-] Miami-Ft. Lauderdale FL	4,605,348	3,099	16.48%	\$81,127	6.73
[-] New York, NY	21,271,529	663	9.59%	\$115,334	0.31
[-] Chicago IL	9,630,242	518	12.14%	\$88,263	0.54
[-] West Palm Beach-Ft. Pierce FL	1,992,114	383	17.04%	\$78,168	1.92
[-] Philadelphia PA	8,071,801	351	10.15%	\$90,263	0.43
[-] Boston MA-Manchester NH	6,521,315	268	8.50%	\$103,801	0.41
[-] Orlando-Daytona Beach-Melbourne FL	3,922,971	230	16.23%	\$64,648	0.59
[-] Detroit MI	4,823,329	225	13.94%	\$77,120	0.47
[-] Dallas-Ft. Worth TX	7,454,175	222	14.94%	\$74,080	0.30
[-] Cleveland-Akron (Canton) OH	3,830,051	218	14.91%	\$67,288	0.57
[-] Tampa-St. Petersburg (Sarasota) FL	4,494,015	214	14.97%	\$68,138	0.48
[-] Atlanta GA	6,693,086	195	16.41%	\$69,137	0.29
[-] Minneapolis-St. Paul MN	4,634,049	187	10.46%	\$76,116	0.40
[-] Los Angeles CA	18,484,596	176	15.50%	\$88,237	0.10
[-] Washington DC (Hagerstown MD)	6,721,918	166	8.75%	\$102,290	0.25
[-] Pittsburgh PA	2,841,770	162	14.25%	\$62,837	0.57
[-] Columbus OH	2,500,610	135	15.42%	\$63,806	0.54
[-] St. Louis MO	3,183,112	126	14.65%	\$66,049	0.40
[-] Indianapolis IN	2,894,297	124	13.02%	\$65,555	0.43
[-] Cincinnati OH	2,335,294	117	16.12%	\$68,591	0.50
[-] Houston TX	6,707,401	117	15.57%	\$78,569	0.17
[-] Kansas City MO	2,467,817	115	13.71%	\$67,992	0.47
[-] Milwaukee WI	2,330,001	109	11.02%	\$79,356	0.47
[-] Nashville TN	2,778,804	106	17.21%	\$61,510	0.38
[-] Denver CO	4,291,717	105	12.05%	\$75,173	0.24
[-] Baltimore MD	2,961,768	99	9.52%	\$106,953	0.33
[-] Hartford & New Haven CT	2,646,919	90	7.88%	\$97,965	0.34
[-] Charlotte NC	3,097,063	86	18.08%	\$62,442	0.28
[-] Buffalo NY	1,594,852	82	14.21%	\$62,642	0.51
[-] Grand Rapids-Kalamazoo-Battle Creek MI	1,999,483	79	15.34%	\$63,595	0.40

Guide requests and e-news sign-ups October 1, 2019 – Nov 30, 2020. Sample of 13,000. Sorted by inquiries.

Travel Restrictions Among Northern Markets

The majority of the northern cities have state-mandated advisories and requirements to self-quarantine when returning from Florida (and other high-risk states):

- Boston – Travel form required and must quarantine for 14 days or produce a negative COVID-19 test result that has been administered up to 72-hours prior to your arrival. Failure to comply may result in \$500 fine.
- New York – Travel form required and must obtain negative test within 3 days of departure. Upon arrival, must quarantine for 3 days and then obtain second test. If both negative, may exit quarantine.
- Chicago – Must obtain negative test within 72 hours prior to arrival or quarantine for 14 days.
- Philadelphia - Advised to self-quarantine for 14 days, but do not require such action and alternative practices are listed on their website if self-quarantine is not practical.
- Washington DC – Must limit daily activities and self-monitor for 14 days upon their return; or get tested within 3-5 days after their return

Ability to Target "Travel Intenders"

- Conversant - Can target individuals who actively exhibit intent to travel in real-time. Above industry average performance in October.
- StackAdapt – Programmatic ad network that allows us to target behaviorally “intent to travel.”
- Google Display and Video – Ability to serve ads only to people viewing content related to our keywords (FL Vacations, FL beach vacations,etc.), plus to utilize our GFL custom intent and affinity audiences to reach traveler intenders.
- Adara – Digital platform planned for January launch that uses analytical, real-time data to target “South Florida travel intenders”

CONVERSANT RESULTS OCTOBER:

DMA	Impressions	Clicks	CTR
New York	345406	403	0.12%
Philadelphia	164319	200	0.12%
Boston	151271	211	0.14%
Atlanta	92219	108	0.12%
Miami - Fort Lauderdale	31622	31	0.10%
Orlando - Daytona Beach-Melbourne	76309	85	0.11%
Tampa - Saint Petersburg	86195	116	0.13%
West Palm Beach	39081	56	0.14%
Jacksonville	27964	30	0.11%
Fort Myers - Naples	26893	30	0.11%
Chicago	163263	201	0.12%
Houston	84543	115	0.14%
Dallas - Fort Worth	97382	85	0.09%
Grand Total	1386467	1671	0.12%

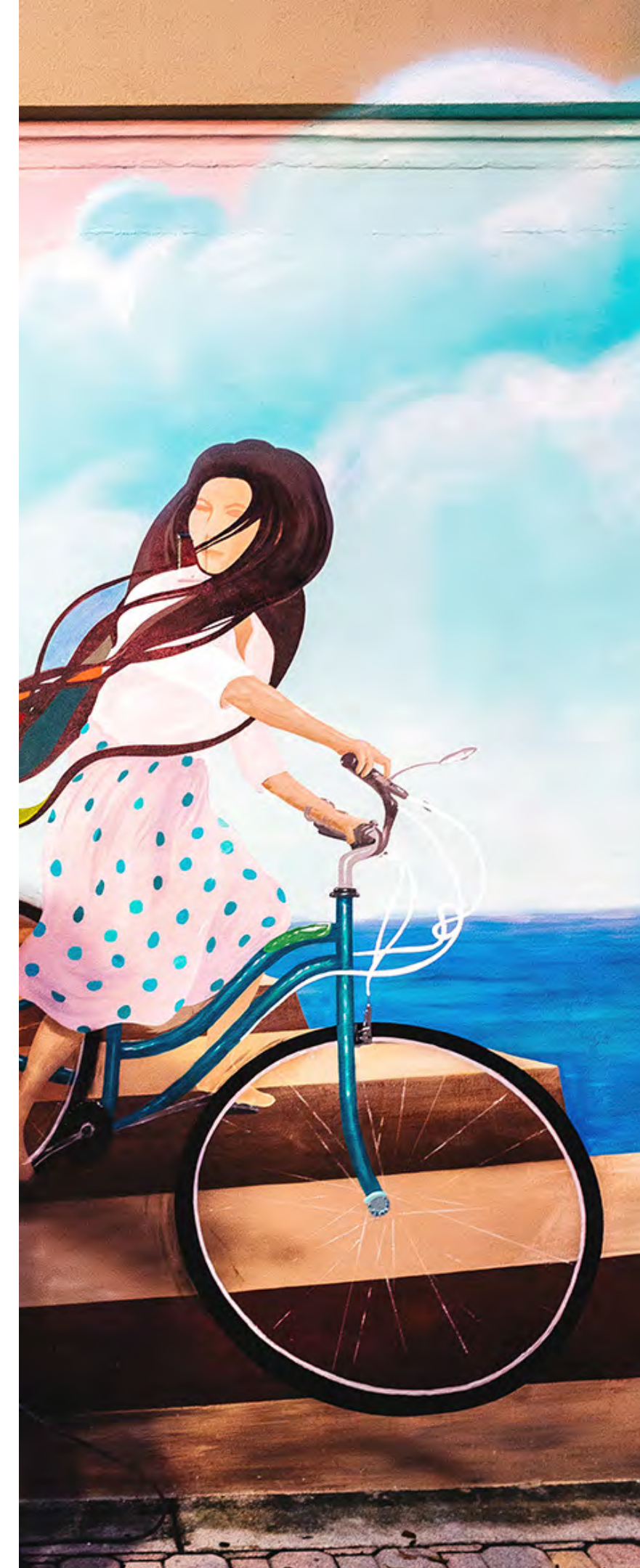
Recovery Advertising Campaign



- Highly targeted, digital-focused advertising campaign will continue through next year.
- With increasingly positive traveler sentiment and approval of the Pfizer vaccine, destination is in a prime position this winter to leverage appeal as a warm-weather, beach destination with plenty of "room to roam" among traditional northern markets.
- Plan to ramp up advertising spend and implement additional programs in early 2021, including partnerships with high profile outlets: New York Times, Conde Nast Traveler, Travelocity, Meredith Publishing and Matador Network.
- MarComm team complements those efforts with integrated proactive public relations efforts, content development strategies, niche promotions and a social media outreach program to further amplify destination
- Currently investigating opportunity to tap into one-time use funds for an expanded recovery campaign

VISIT LAUDERDALE

Our New Branding



Logo Development

- Currently in final stretch of a rebranding process, including development of new logo that incorporates sun imagery and reflects our new tagline: **Everyone Under the Sun**
- After months of evaluation and refining dozens of concepts down, the top five logos were evaluated by industry members through an online survey.



[CLICK FOR
LOGO SURVEY](#)

Logo Development

- Based on industry input, the logo options were narrowed down to two final logos:



- GFLCVB then reached out to clients within the meetings, travel trade and LGBT+ segments with an online survey requesting their invaluable insights on logo and brand architecture.
- Currently tapping into consumer research to further inform logo decision.



Our New Brand

POSITIONING STATEMENT

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.

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

Our New Brand

BRAND DEFINITION

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.

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.



Brand Personality

The following traits are synonymous with the destination, and will help express the brand's personality.

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.

Brand Promise

Featuring a diverse community that is truly greater together, in Greater Fort Lauderdale we welcome everyone under the sun.

TAGLINE RATIONALE: EVERYONE UNDER THE SUN

As a destination synonymous with bright, sunny days, and renowned for an inclusive and welcoming atmosphere, "Everyone Under the Sun" is a tagline that encompasses our diverse community of visitors and residents as well as our picturesque, beautiful weather. Represented in our website URL (sunny.org), logo design, and previous messaging, the sun is an integral part of Visit Lauderdale's identity. This is a warm and welcoming destination where all kinds of people from around the world can enjoy bright, sunny days with a plethora of activities throughout our 31 diverse communities.

Brand Elements

FONT

In keeping with the established art deco-style, Neutra Text TF will continue to be used as the primary typeface for all headlines and copy. Depending on the campaign, alternative display fonts may be used for headlines only.

EVERYONE UNDER THE SUN
everyone under the sun

COLOR PALETTE

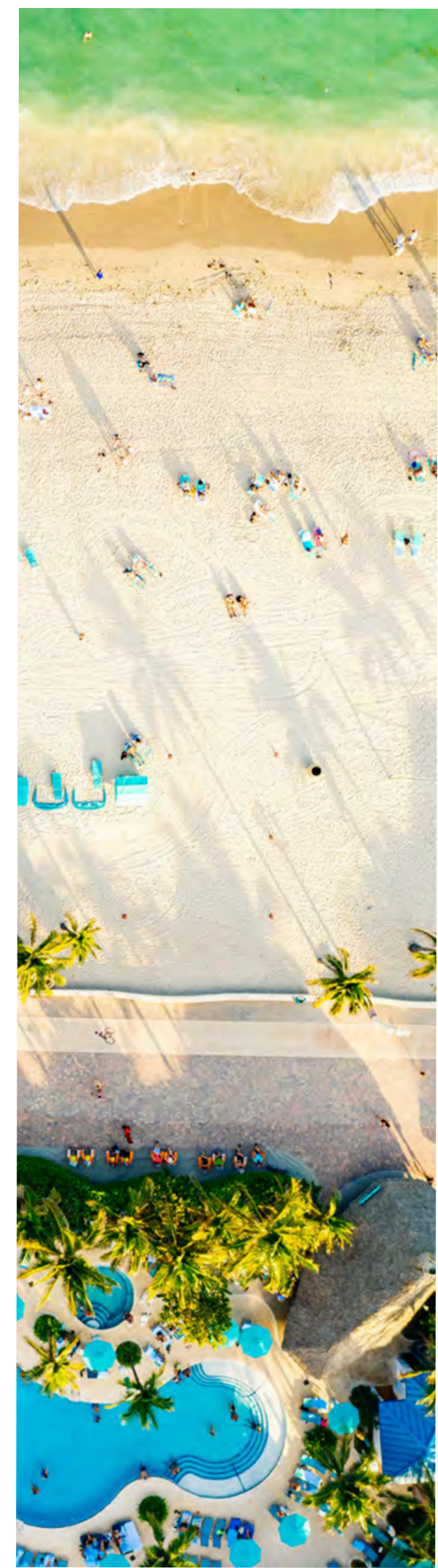
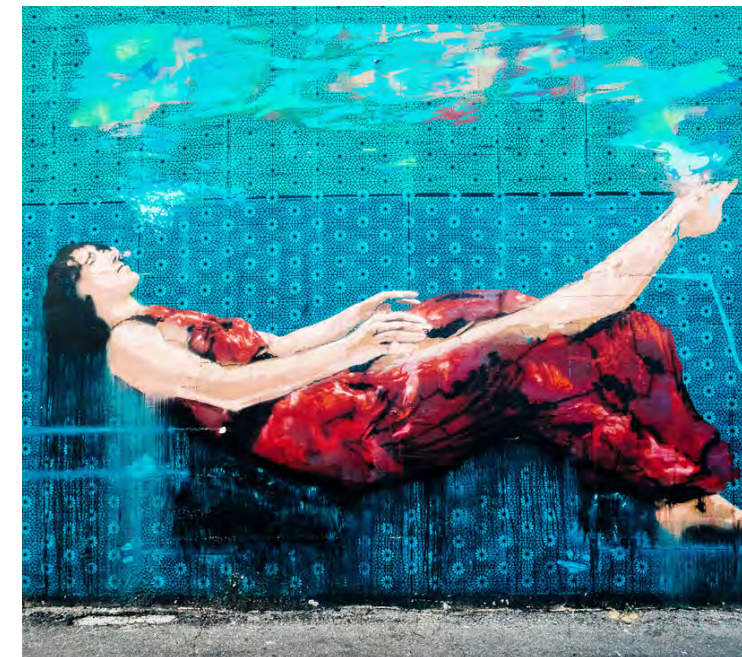
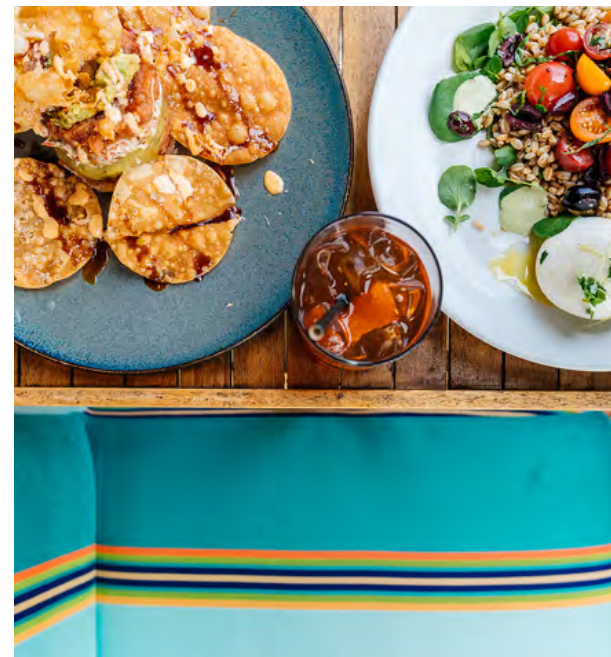
Inspired by the sea and our surroundings, our color palette includes multiple cool, ocean hues paired with a warm contrasting yellow for a bright and clean balance.



Brand Elements

PHOTOGRAPHY + VIDEO

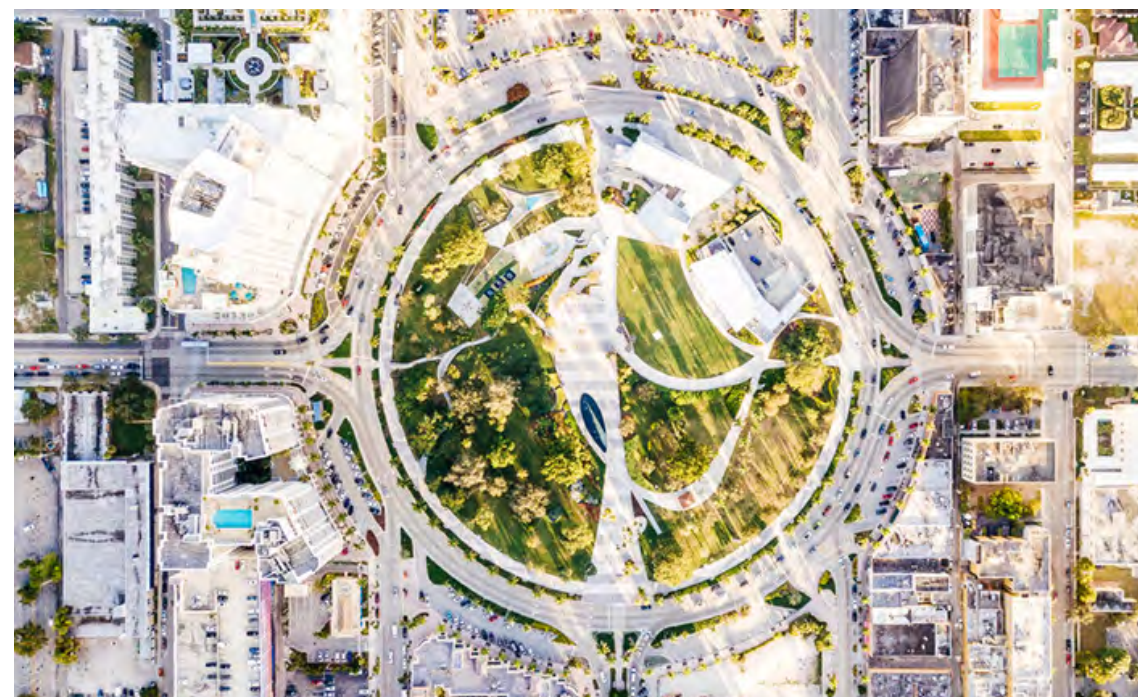
Our photography should move and inspire the viewer. Visual drama and a sense of warmth is important to this brand. Sharp high- and low-angles, first-person perspectives, subtle sun flares, and capturing the natural, authentic experience should be the goal when showcasing our destination.



Brand Elements

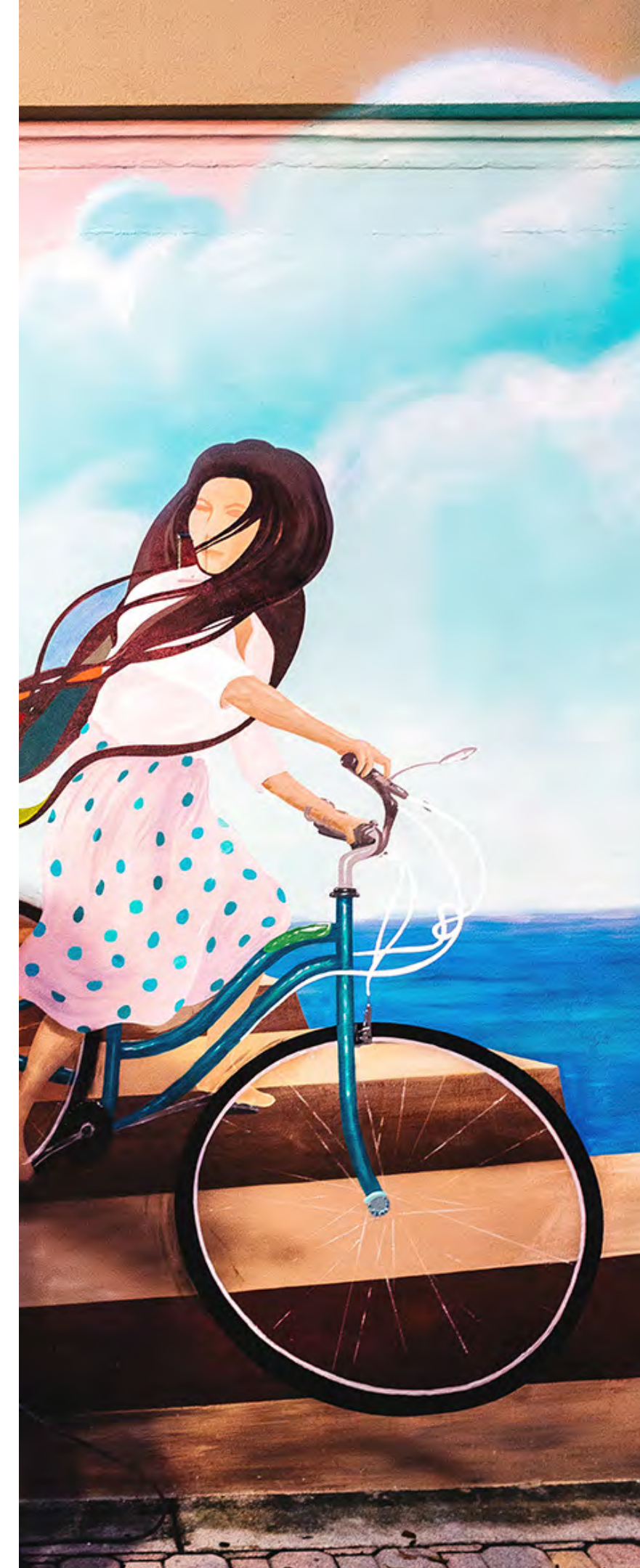
PHOTOGRAPHY + VIDEO

Illustrating diversity is also essential to our brand. Talent should reflect the vast variety of identities that make up our visitors and community. Additionally, geographical diversity is important to show as Greater Fort Lauderdale includes 31 different municipalities, all with unique qualities and offerings.



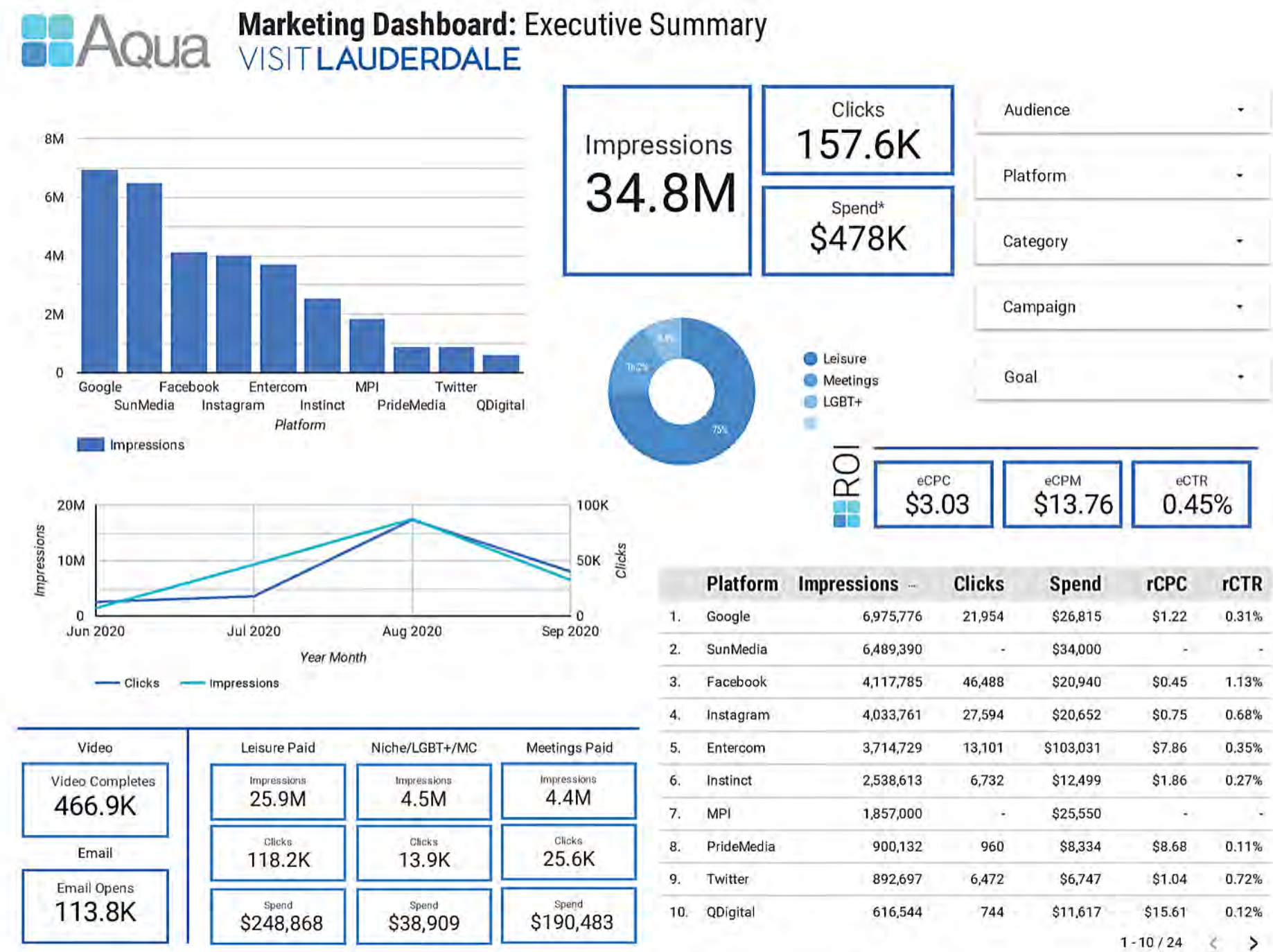
VISIT LAUDERDALE

General Marketing & Communications Updates



Data Monitoring

Currently working with agency to monitor and better track our marketing key performance indicators



Accuracy of this data is dependent on 3rd party reporting data. Aqua is not responsible for any errors, misattribution, etc. resulting from data provided by 3rd party platforms/vendors. Also note there is typically a 1-3 day lag in metric aggregation

Content Update

"WHAT'S NEW IN GREATER FORT LAUDERDALE"



[click image to view article]

"10 THINGS TO DO IN GREATER FORT LAUDERDALE"



[click image to view PDF]

"TOP 8 GREATER FORT LAUDERDALE EXPERIENCES FOR REMOTE WORKING FAMILIES"



[click image to view article]

"TOP FIVE REASONS TO STAY AT A BOUTIQUE PROPERTY IN GREATER FORT LAUDERDALE"



[click image to view article]



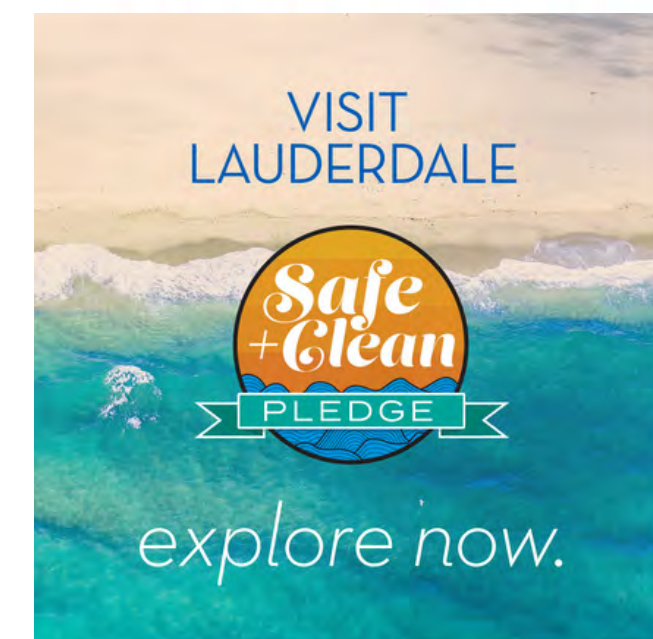
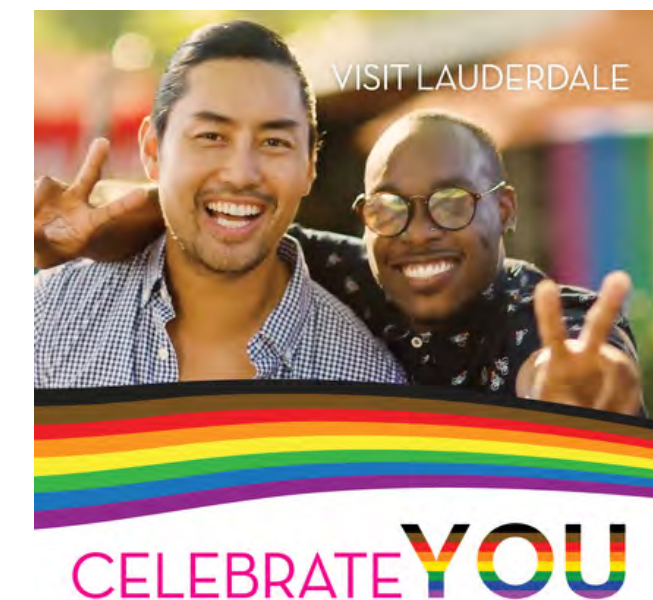
Public Relations Highlights

- “In The Kitchen” TV Series with Eye on South Florida – 10 episodes in partnership with the Greater Fort Lauderdale Food & Wine Festival, showcasing diverse culinary scene and highlighting Safe & Clean Pledge
- Virtual sports series launching in fall – virtual site tours of top venues in the destination to showcase our impressive offerings
- Destination PR for Fort Lauderdale International Boat Show, Exotics on Las Olas and Fort Lauderdale Art & Design Week
- Story placements in top tier national and local media outlet as a result of proactive pitching and reactive messaging
- Talking points for CEO and EVP webinar appearances including: South Florida Tech, Destinations International, MPISFL, FRLA and SMPS
- Editorial direction for PCMA native articles
- Cover image plus two inside features in Nov/Dec Prevue Meetings magazine; national and local stories on Richard Gray’s inclusion on Out Magazine’s Out 100 List

Social Media Update

CURRENT INITIATIVES

- Promoting upcoming major events, with emphasis on event safety measures
- Highlighting group and travel trade virtual sales efforts including Virtual Site Tour Series, Meeting Planner's Wellness Seminars and Travel Trade Virtual Webinar Series on industry social media channels
- Dynamic, new paid social ad creative promoting leisure travel, Safe + Clean, events, LGBT+ travel and meetings
- Holiday coverage, including live, virtual "Story Time with Santa" collaboration with Winterfest
- Upcoming drone photographer collaboration in 2021



Social Media Update

RECENT HIGHLIGHTS

- Created Social Media 101 presentation, which will kick off a fully-developed marketing webinar series in 2021
- World Red Eye “Social Distance in Style” video promoted on social media and web to target millennials
- Partnered with Social Media Influencer/Travel Expert Emily Kaufman for LauderDeals satellite media TV tour reaching top drive markets
- Matador Network “Life on the Water” campaign including brand-new video and corresponding experience article posted across social and web – expected to receive 3.8 million impressions
- PCMA White Paper social media campaign highlighting destination health and safety standards to meeting planners
- LauderDeals paid and organic social media campaigns, including partner social media splash efforts to leverage CVB and partners collective voice
- Support U.S. Travel initiatives including Virtual Road Trip and Let’s Go There campaigns



Website Highlights

- Addressing photo rights issue
- Refreshed main landing page
- In the process of revamping entire LGBT+ Section
- Redirected Underground pages and changed the look of the Film Permit page to the look of the main sunny.org brand
- Added new articles written by Ivonne MacMillan
- Launched a Photo Asset Library for media use

Supporting *Boutique Properties*



- Photo/video shoot at boutique properties
- Assets shared with properties, and used by GFLCVB for marketing purposes including:
 - 1-minute video featuring boutique properties, promoted through social media, public relations and paid media
 - “Top 10 Reasons to Stay at a Boutique Hotel in GFL” article on Sunny.org, promoted through social media channels and native advertising
 - Superior Small Lodging landing page refresh on Sunny.org, featuring new photography and video
- Outreach and planning for individual press trips surrounding offerings



61st Annual FLIBS Support

NBC SPORTS

- Live broadcast with lifestyle segments, two encore presentations and :30 TV spots
 - Total viewership of 443,092
 - Total media value of \$184,523

SOCIAL PROMOTION (PAID + ORGANIC)

- Delivered over 800,000 paid impressions

EARNED MEDIA COVERAGE

- FLIBS interview clip used in Northstar Meetings Publications webinar
- Story and photo featuring Stacy Ritter in Tourism Marketing Today



Growth Plan: Completed for 2021

MESSAGE FROM THE PRESIDENT

INTRODUCTION

- Resiliency + Recovery
- Organizational Values
- Vision and Mission
- Evolving Brand Attributes

DESTINATION MARKETING OVERVIEW

CURRENT SITUATION ANALYSIS

KEY GFLCVB ORGANIZATION GOALS

MARKETING AND COMMUNICATIONS

- Key Performance Indicators
- Paid Media
- Content Development
- Email Marketing
- Community Outreach
- Social Media
- Public Relations

CONVENTION AND GROUP SALES

SPORTS DEVELOPMENT

GLOBAL TRAVEL TRADE

DIVERSITY, EQUITY AND INCLUSION

MULTICULTURAL

FINANCE, ADMINISTRATION AND EXECUTIVE DEPARTMENTS

BUDGET SUMMARY

MEET THE GFLCVB TEAM



LauderDeals Update

PARTNER SURVEY TESTIMONIAL HIGHLIGHTS:

- "Great way to stimulate business for yourself and the whole area."
- "Free promotion through CVB. Great results. The promotion works!"
- "The advertising helps not only the individual business, but the City they are in also gains exposure, which benefits the County."
- "Our destination needs to promote "deals" right now more than ever."



LauderDeals Campaign Results

PAID DIGITAL

Over 12 M
campaign
impressions since
June with 100K+
campaign pageviews



SOCIAL (ORGANIC)

- More than 115 posts with emphasis on LauderDeals business that have taken the Safe + Clean pledge.
- 3 LauderDeals features on Instagram and Facebook Stories resulting in 110K+ impressions, and additional exposure through social media influencer visits.



EARNED MEDIA COVERAGE

Secured 50-plus articles this summer with notable hits including: MSN.com, Yahoo.com, Tampa Bay Parenting, ABC Action News Tampa, Sun Sentinel, Miami New Times, Travel Weekly, Patch.com and more.



Safe + Clean Update

- Continuing to encourage businesses to take the Safe + Clean Pledge and pushing this messaging across all channels.
- Being recognized as a safe and clean destination is one of the most important factors for travelers when planning a visit.
- More than 400+ businesses have taken the pledge





Happy  Holidays

An aerial photograph of a tropical beach. The left side shows vibrant turquoise water with white foam from waves washing onto a wide, white sandy beach. Several people are scattered along the shoreline. To the right of the beach is a strip of lush green vegetation, including palm trees and dense shrubs. Further right, a paved road with a blue double line runs horizontally, with a parking lot containing several cars. The background is filled with more dense tropical forest.

thank you!

VISIT LAUDERDALE

