

Like Never Before

NEW BRAND. NEW DEMAND. NEW POTENTIAL.

FY22 Marketing Plan



**VISIT
LAUDERDALE**
EVERYONE UNDER THE SUN

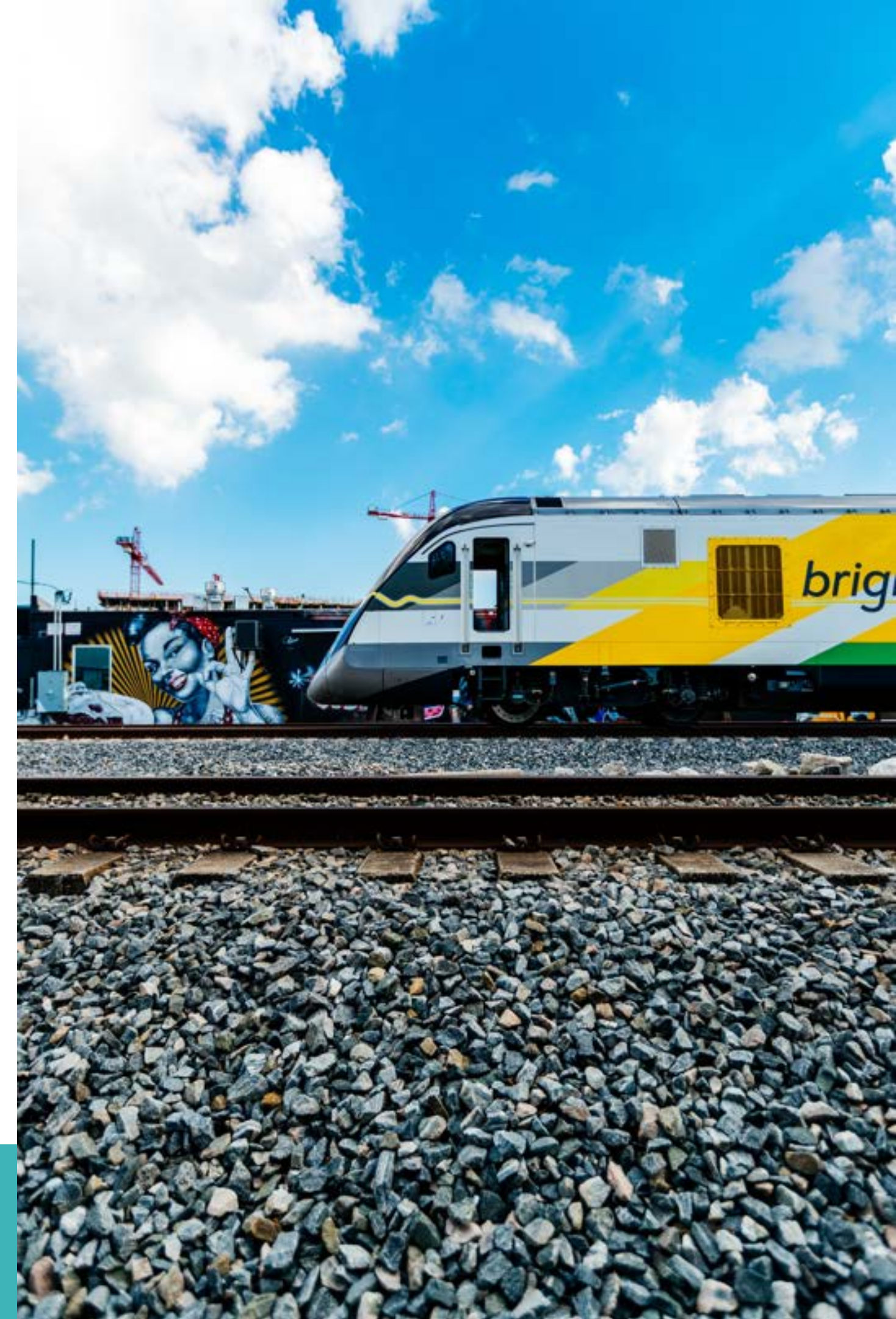
*In 2022, the demand for
travel will be unprecedented.*

BUT THE COMPETITION WILL BE FIERCE.



Situational Analysis

- Leisure travel will see heightened competition.
- Group travel is already making a comeback.
- Marketing must be aggressive, responsive and flexible.
- The new, post-pandemic travel economy provides substantial opportunities.





Research

THAT TAKES A DEEPER DIVE

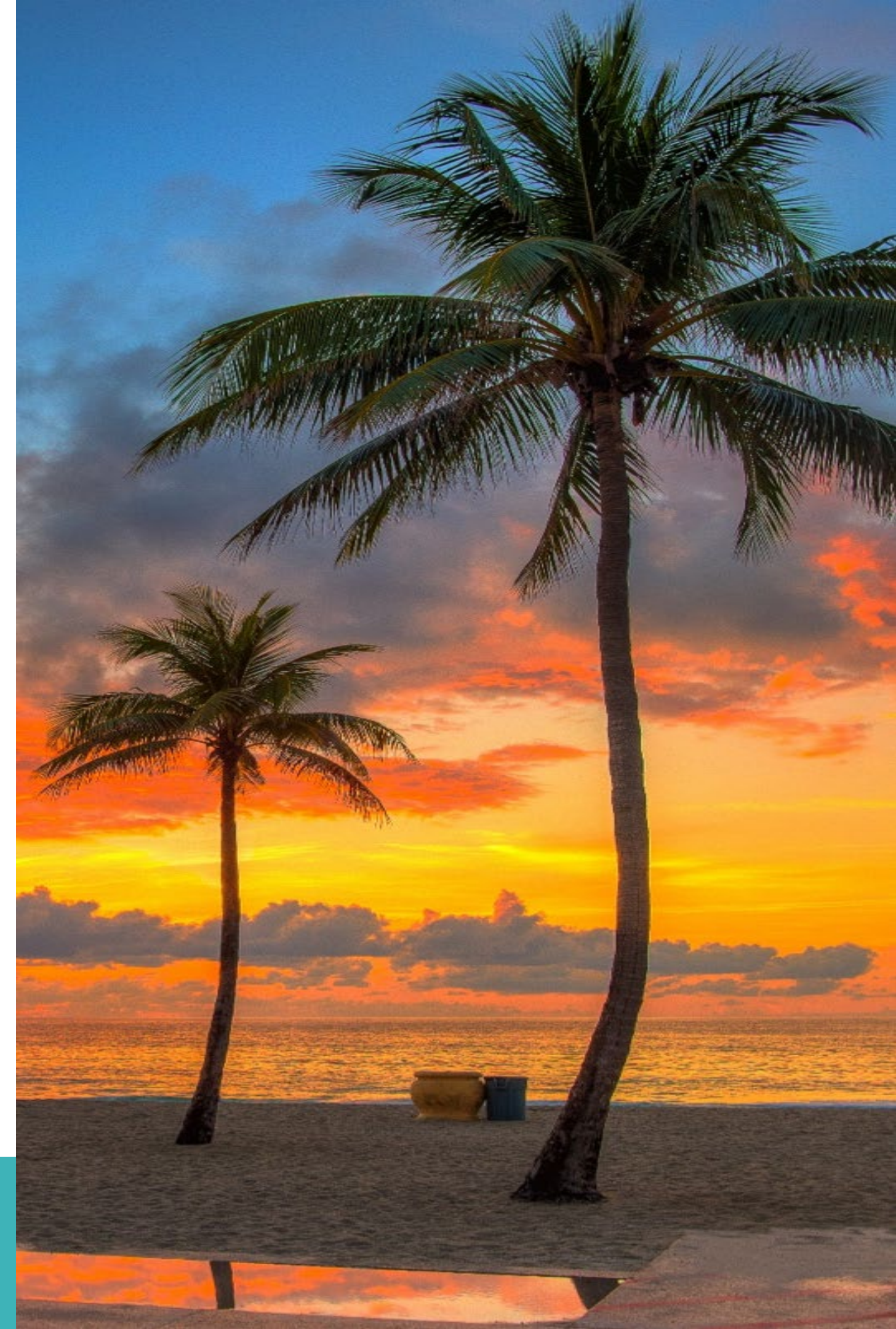
Research

NATIONAL LEVEL

- Longwoods International
- Skift
- Destination Analysts
- U.S. Travel
- Visit Florida
- Arrivalist

REGIONAL LEVEL

- Adara
- Sojern
- Amobee
- Bureau of Labor Statistics
airline data
- Google Analytics
- Smith Travel Research



Who We'll Reach

YEAR-ROUND DEMOGRAPHICS:

- Adults, primarily women (age 25-54)
- Secondary target of adults 35+ years
- Multicultural travelers
- LGBT+ travelers

SUMMER TRAVEL SEASON:

Multigenerational travelers and families (age 25-54)

WINTER TRAVEL SEASON:

Couples, focusing primarily on women (age 45-64)

EVENT/CAMPAIGN CENTRIC:

Varies by event/campaign



Where We'll Reach

DOMESTIC MARKETS:

Primary Year Round:

- New York, Chicago, Washington DC, Atlanta, Boston, Dallas, Houston, Baltimore, Philadelphia

Secondary Winter Markets:

- Cincinnati, Columbus, Cleveland, Detroit, Minneapolis

IN-STATE:

- Miami, The Palm Beaches, Orlando, Tampa



Plan Goals

INCREASE DESTINATION

awareness, occupancy, average daily rate, visitor spend and more

LEVERAGE

post-pandemic travel opportunities



Objectives

- Use improved research, metrics and analysis
- Devise a paid media plan
- Launch advertising, public relations and social campaigns that are innovative and integrated
- Engage through all marketing channels and markets
- Capture more of the post-pandemic traveler than the competitive set



An aerial photograph of a tropical coastline. On the left, a row of modern, multi-story white and blue apartment buildings sits behind a wide, sandy beach. Palm trees are scattered along the beachfront. The ocean is a vibrant turquoise color, with gentle waves lapping at the shore. The sky is a deep blue with wispy white clouds. The overall scene is bright and sunny.

Measurement

SMILES ARE JUST THE BEGINNING

KPIs

DESTINATION METRICS:

- TDT Revenue
- Occupancy
- Average Daily Rate (ADR)
- Revenue Per Available Room (RevPAR)
- Economic Output
- Available Inventory Growth

MARKETING METRICS:

- Advertising
- Public Relations
- Social Media
- Website



An aerial photograph of a tropical coastline. On the left, a dense residential area with many houses and palm trees is visible. A canal or river runs through the middle of the land, with a bridge crossing it. To the right of the canal, there's a large green area with several tennis courts and some buildings. Further right, a sandy beach is visible, and a lighthouse stands on a small point of land. The ocean is a vibrant blue, and the sky is filled with white clouds. The text "Marketing That" is written in a large, white, italicized serif font, and "WELCOMES EVERYONE UNDER THE SUN" is written in a smaller, white, all-caps sans-serif font below it.

Marketing That

WELCOMES EVERYONE UNDER THE SUN



Overarching Strategy

INCREASE AWARENESS AND VISITATION
through the most cost-effective means
possible

AMPLIFY

the new Visit Lauderdale brand through
every available channel, strategy and tactic

A woman with long dark hair, wearing sunglasses, an orange top, and red pants, is walking through a lush banana grove. She is smiling and looking down. The grove is filled with tall banana plants with large green leaves. The ground is covered in brown mulch. The scene is bright and sunny.

*Surprise and
Delight at
Every Turn*

Leisure Advertising Strategy

Effectively speak to our target audience in all phases of travel planning, from dreaming and research, to consideration, planning and booking.

TACTICS:

- Target prospects through various digital platforms
- Reach based on device ID, IP address, search and research history, geographic location and retargeting efforts
- Measure results by increased website visitation, video views, video completion and high CTR
- Elevate the new brand with sight, sound and emotion via upper funnel media such as broadcast television/video/CTV and streaming audio
- Combine interview-based coverage with key market activations
- Use large media partners' digital, social and personality channels
- Leverage various Visit Florida cooperative programs



Engage

WITH CAPTIVATING STORYTELLING



Leisure Public Relations Strategy

Prioritize awareness-focused efforts promoting the overall destination, exemplifying what makes Greater Fort Lauderdale different, while defining the new Visit Lauderdale brand.

TACTICS:

- Incorporate influencer collaborations through FAMs and campaign partnerships
- Target out-of-state markets through media missions, desk-sides, activations and trade show support
- Target key media, influencers and bloggers with compelling story ideas
- Highlight the area's nostalgic treasures and lesser-known gems through first-hand storytelling and message development
- Grow partnerships with our local tourism offerings and attractions
- Incorporate YouTube and other travel video content creators
- Leverage VisitLauderdale.com online articles and video / image assets to deliver inspirational storytelling



*Unleash Our
Social Butterflies*



Leisure Social Strategy

Cultivate engagement and growth of social media channels following through consistent and expanded material mediums.

TACTICS FOR FACEBOOK, INSTAGRAM AND TWITTER:

- Achieve active engagement with followers
- Utilize video, user generated content and Instagram reels
- Visit resorts, beaches, restaurants and attractions to grab original content
- Challenge status quo with experimental caption and hashtag usage
- Diversify content inclusions
- Monitor Twitter real-time to engage with users about trending topics related to travel
- Provoke meaningful conversations such as hosting Twitter Chats
- Strategically align with personal brands and influencers





Big Engagement. SMALL COST.

Use promotions to engage prospects through strategically-aligned, paid and non-paid partnerships and activities across all marketing channels.

Leisure Paid Media Promotions

TACTICS:

- Partner with large national network program to broadcast from Fort Lauderdale Beach
- Food & Wine Classic in Aspen
- Local ambassador promotion
- Partner with AFAR to create a custom content cruise partner promotion
- Social-first experience/campaign to promote Greater Fort Lauderdale as a cosmopolitan destination
- Create a new Taste of Lauderdale partnering with Meredith digital brands
- Partner with major lifestyle brands in the leisure, luxury, LGBT+ and multicultural categories
- Summer seasonal program
- Activations in markets of visitor origin



Shine as a Leading LGBT+ Destination



Leisure *LGBT+* Strategy

Use market research to better understand the key LGBT+ motivators to both domestic and international leisure and group business and the challenges to travel to Greater Fort Lauderdale. Inform the LGBT+ traveler that the area is Florida's largest and most popular, diverse gay hub.

TACTICS:

- Target non-traditional US cities
- Continue to grow key feeder markets
- Collaborate with the Colombian LGBT Chamber of Commerce
- Grow relationships with key LGBT+ leaders and organizations in Brazil
- Weave LGBT+ images throughout Visit Lauderdale's mainstream and LGBT+ collateral and marketing materials.
- Highlight the destination's Love is Love persona as a hallmark of inclusiveness
- Partner with the Greater Fort Lauderdale LGBT+ Chamber of Commerce
- Target transgender, non-binary and disabled travelers as well as lesbian and gay families through marketing and PR initiatives.





Welcome Multicultural Travelers

Leisure Multicultural Strategy

Target multicultural travelers with messaging that emphasizes the destination's inclusivity and warm, welcoming environment, supporting and proving the new Visit Lauderdale brand.

TACTICS:

- Create multicultural campaigns by highlighting influential individuals in the community
- Promote minority-owned businesses
- Promote multicultural historical sites
- Utilize chefs from 31 neighborhoods to create a signature dish to highlight F&B diversity



Entice Luxury Travelers



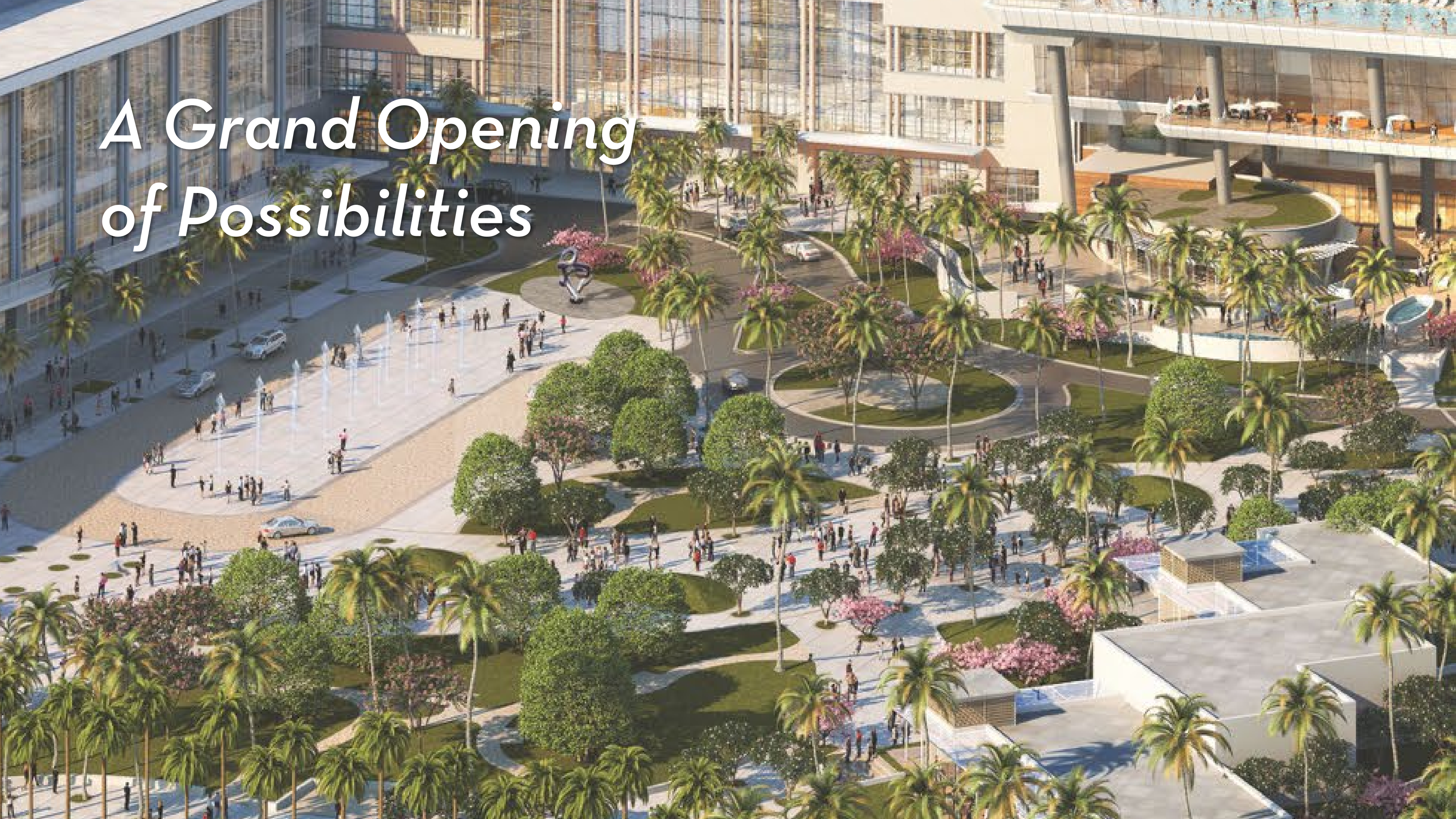
Leisure Luxury Strategy

Drive leisure visitation to the destination by defining the area as a luxury destination and promoting it to high net worth and high-income individuals.

TACTICS:

- Reinforce luxury positioning and bespoke offerings to entice luxury travelers
- Cultivate memorable journeys through content creation and dissemination of email marketing automation





A Grand Opening of Possibilities

Group & Convention Sales Strategy

Unify the destination product and capture surge in demand amid the reopening of the Greater Fort Lauderdale/Broward County Convention Center and unique group products throughout Greater Fort Lauderdale.

TACTICS:

- Create a destination service / sales toolkit
- Reimagine tradeshow imprint and activations utilizing community business owners
- Activate paid media placement and creative messaging to reiterate the new brand campaign and convention center product
- Create a video asset for sales and marketing utilization highlighting selling points of the destination and Greater Fort Lauderdale/
Broward County Convention Center



Make GFL the Place to Be



In-Market Events Strategy

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 strong culinary appeal to complement its many charming neighborhoods, hidden gems and diverse activities.

TACTICS:

- Collaborate with event production and promoters to cultivate visitation through similar events
- Events to align with outside the market include:
 - Tortuga Music Festival
 - Fort Lauderdale International Boat Show
 - National Senior Games
 - Winterfest Boat Parade



An aerial photograph of a beach. The top half of the image shows a sandy beach with a grid of blue lounge chairs and blue umbrellas. A few people are visible on the sand. The bottom half of the image shows the ocean with white waves breaking onto the shore. The text is overlaid on the right side of the image.

It's a win-win:

SPORTS MARKETING THAT
PROMOTES OUR UNRIVALED
FACILITIES AND LOCATION

Sports Marketing Strategy

Position the Greater Fort Lauderdale area as a singular Florida sports destination, emphasizing sports training and events uniquely suited to the destination and which can align with the destination's visitation product.

TACTICS:

- Establish destination identity separation through strategic positioning of sporting events
- Raise awareness through highly visible brand events including National Senior Games and the High School Football Championships
- Create original sales material through featured venue virtual site tours
- Pursue emerging sporting specialty events





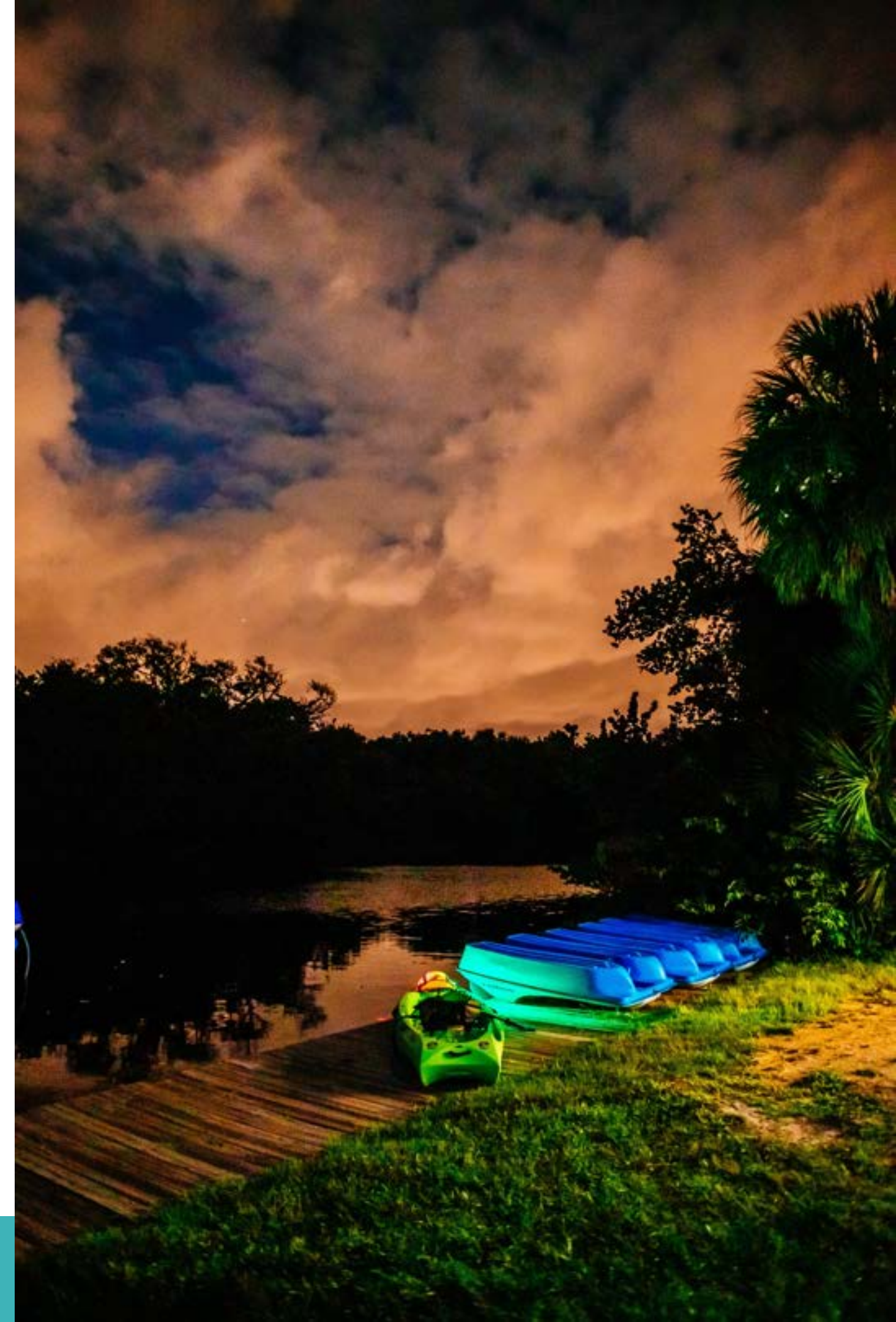
*Keep Our Eyes on
the International Prize*

Leisure Sales International Market Strategy

As the world emerges from the pandemic, so is world travel. The status of competition and air travel opens an evolving, dynamic condition. Therefore, Visit Lauderdale will be flexible and extremely proactive as we move through the months ahead, addressing each opportunity with the most prudent resources available.

TACTICS:

- Address and support international advisors in attracting clients to the destination
- Resume international representation functions on a project basis
- Partner with Visit Florida and Brand USA in various sales and advertising activations targeting international markets



Boatloads of Opportunity



Leisure Sales Cruise Strategy

Position Port Everglades as the preferred cruise port in Florida, in an effort to generate more room nights and greater economic impact through the cruise traveler.

TACTICS:

- Collaborate with hotel partners and cruise reservation advisors for commissionable hotel packages
- Target cruise loyalists through paid media placements, inviting cruise industry, Port Everglades and partners to also participate cooperatively
- Utilize transportation service, out of home and advertising placement opportunities
- Devise a highly desirable "Return Visitor" program



An aerial photograph of a tropical beach. The water is a vibrant turquoise color, with white foam from waves crashing against a series of dark, rocky reefs. The beach is a light tan color, and the overall scene is bright and sunny. The text is overlaid on the lower portion of the image.

*Ancillary Marketing Initiatives:
Every Tactic Under the Sun*

Email Marketing

The new Visit Lauderdale voice will be the forefront of the newsletter program, cultivating an emotional connection for repeat visitors and inspiring visitation.

TACTICS:

- Incorporate five key elements: acquisition, segmentation, execution, research and content management
- Implement B2B email marketing automation campaign to leads gained from media buys

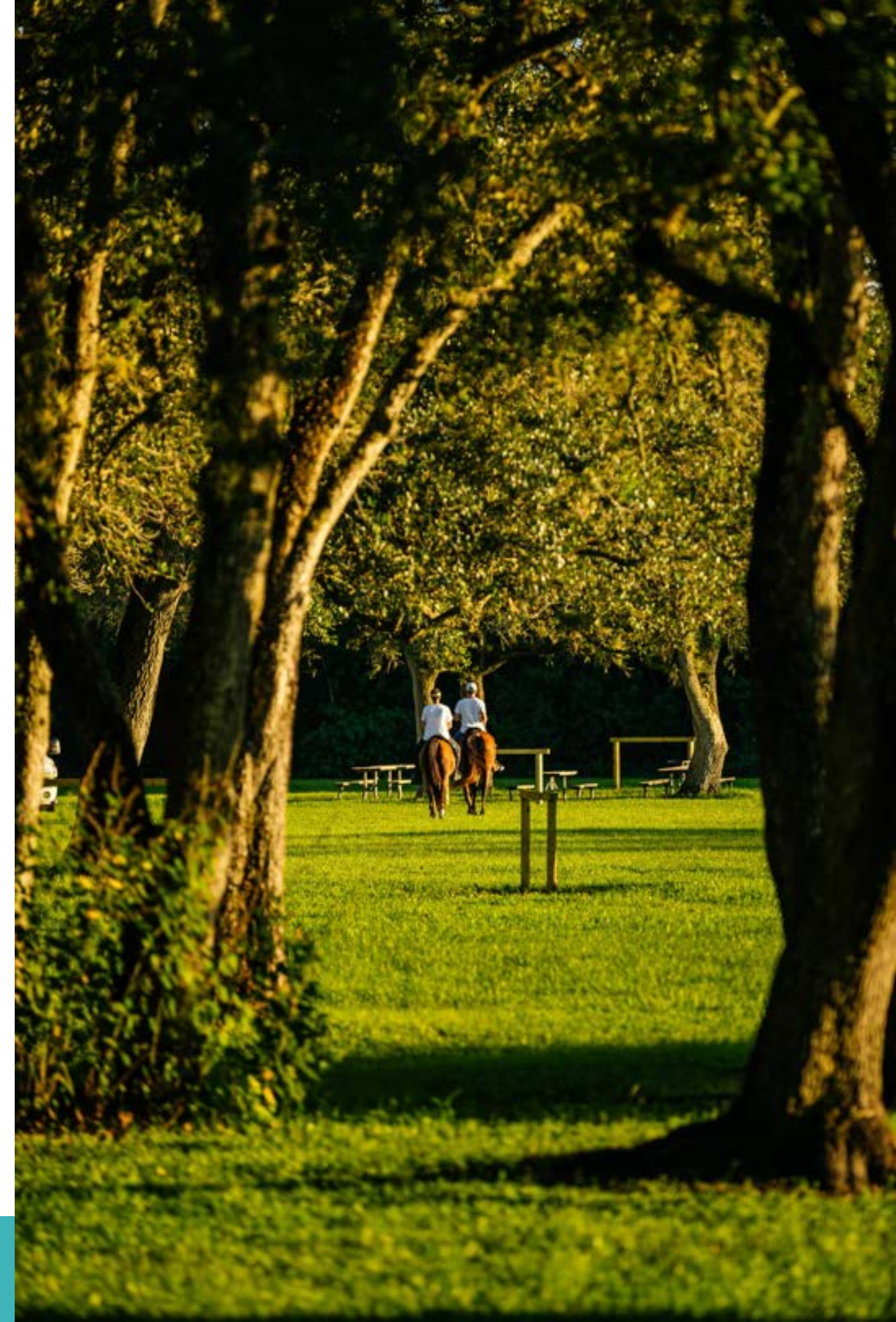


Bi-Annual Destination Magazine

Supplanting the traditional “Visitors Guide,” sustain connection with past visitors while encouraging visitation from all target segments through exciting, relevant, topical content designed to generate continued interest in the destination.

TACTICS:

- Publishes twice annually
- Ordered through website, social media, in-market QR code and reader return card
- Broad, immersive articles showcasing a variety of interesting (even unusual) aspects regarding the area, including local “ambassadors”
- Allows for paid inclusion by co-op partners
- Highlights the destination’s unique “ambassadors” and experiences
- Inclusive of the destination’s 31 unique communities

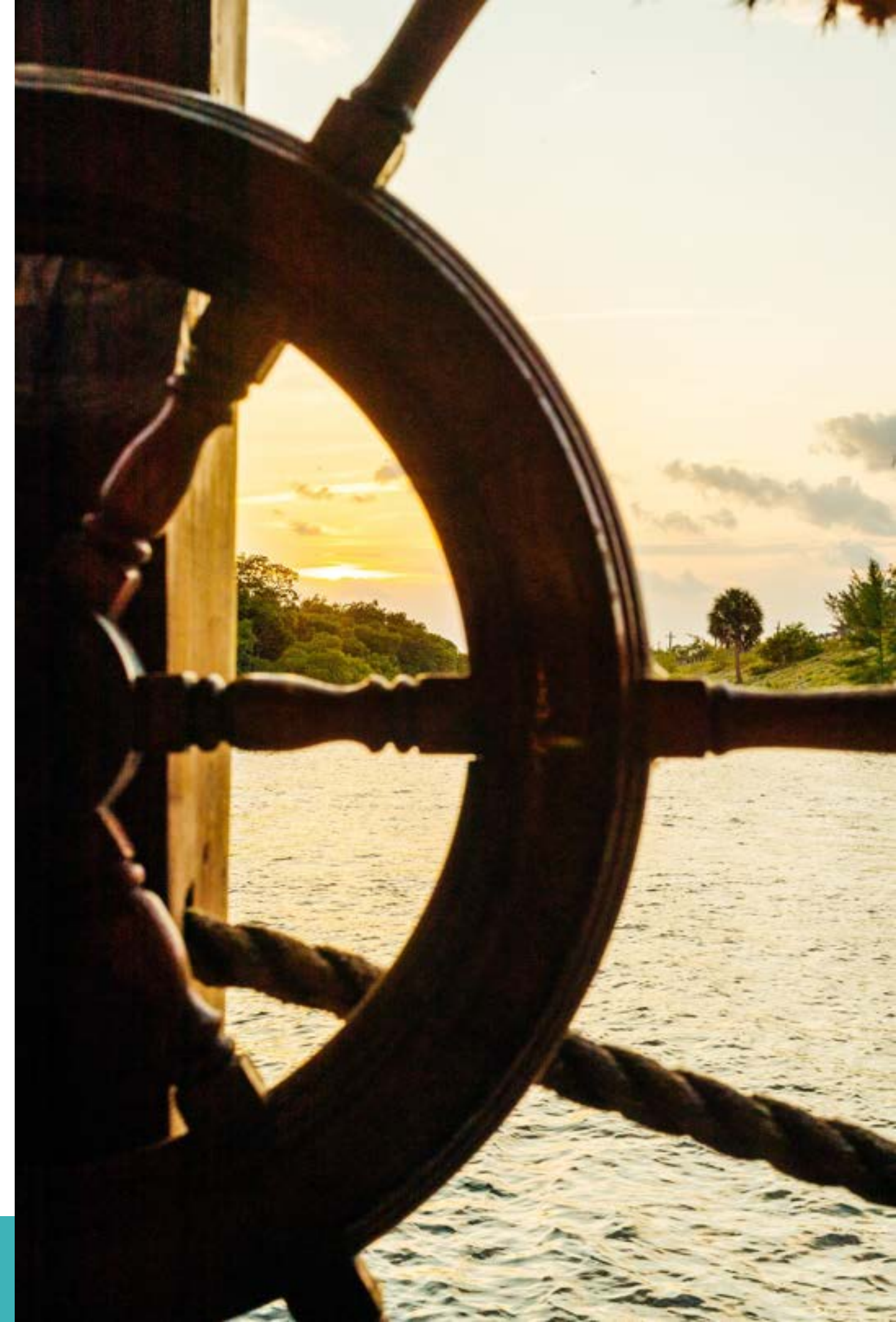


Video Ambassador Series

Promote and demonstrate the Visit Lauderdale brand through highlighting the destination's many unique residents who are "ambassadors" of the destination, and who can connect visitors to the area's unique experiences.

TACTICS:

- Video series, with each segment highlighting a single, unique local or topic
- Diverse range of residents' and visitors' experiences
- Inclusive of the destination's entire 31 communities
- Annual campaign to provide opportunities to "connect here with Everyone Under the Sun"
- Offered on special section of website
- Offered through social media
- Used at trade shows as an introduction to the area and what to do



A top-down view of a wooden table with several people's hands holding different beverages. One hand holds a red drink with blackberries and a flamingo-shaped stirrer. Another holds an orange drink with ice cubes. A third holds a yellow drink with a lemon slice. A fourth holds a golden drink with ice. The background shows a blue mesh chair and a colorful floral pattern.

*Together We Shine:
Partner Initiatives*

Co-operative Advertising

The Visit Lauderdale co-op plan is an excellent opportunity to partner with local businesses by securing visibility and credibility in tandem. Visit Lauderdale will enhance partner engagement with strategic alliance opportunities that leverage marketing dollars and increase brand visibility for Visit Lauderdale and its industry partners.

Integrated coop programs will be new and engaging, allowing partners to be at the forefront of visitor consideration, while making advertising dollars go further than ever before.

TACTICS:

- Create a competitive co-op program that strategically aligns industry partners with the most effective, value-added media opportunities available
- Target national brands and outlets that align with the Visit Lauderdale brand, to generate collaborative promotions and secure third-party credibility from extended, diversified audiences



Visit Lauderdale Budget

TOTAL: 4,000,000

Total Plan Distribution

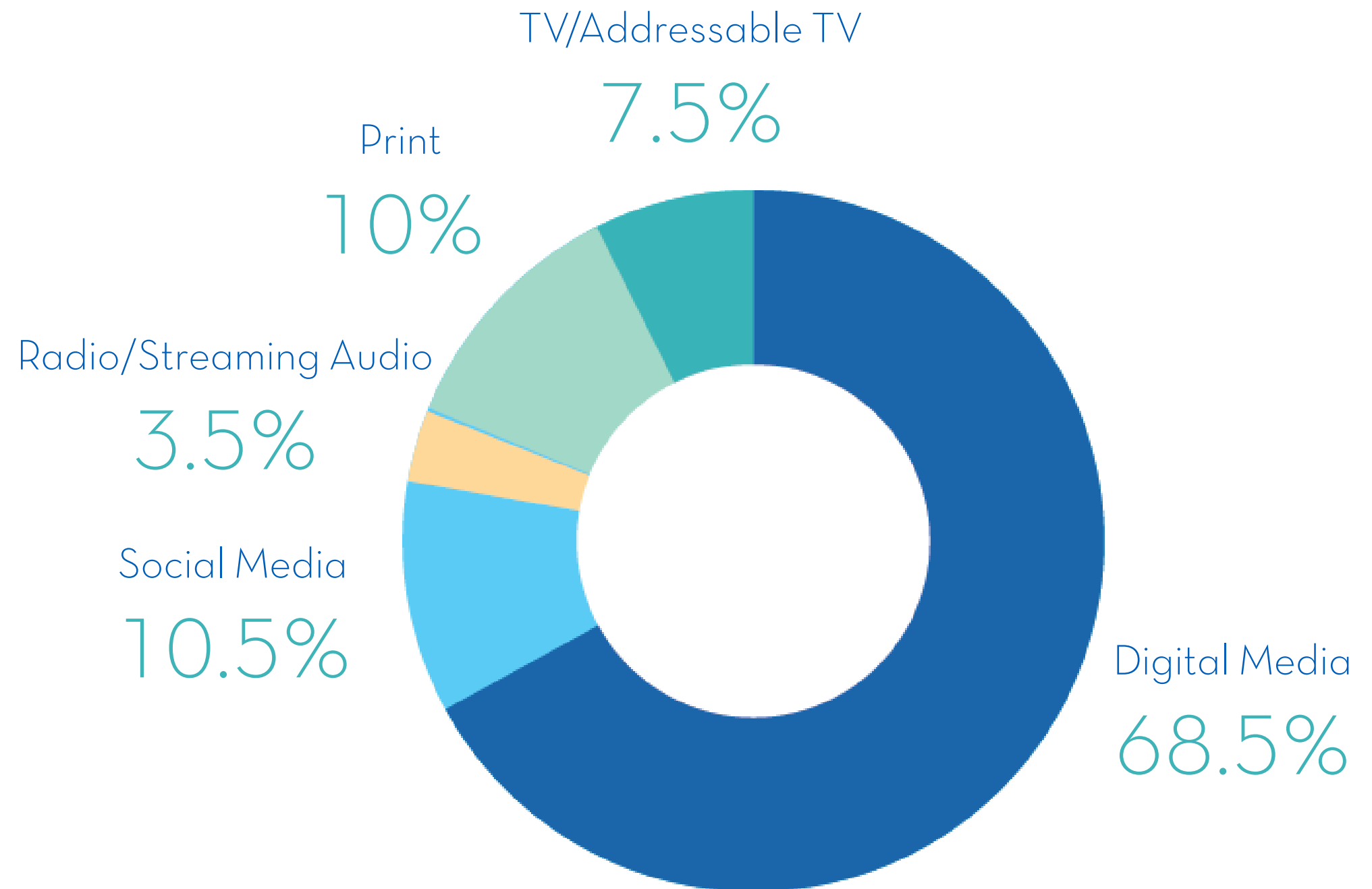
Digital Media: 68.5%

Social Media: 10.5%

Print: 10%

TV/Addressable TV: 7.5%

Radio/Streaming Audio: 3.5%

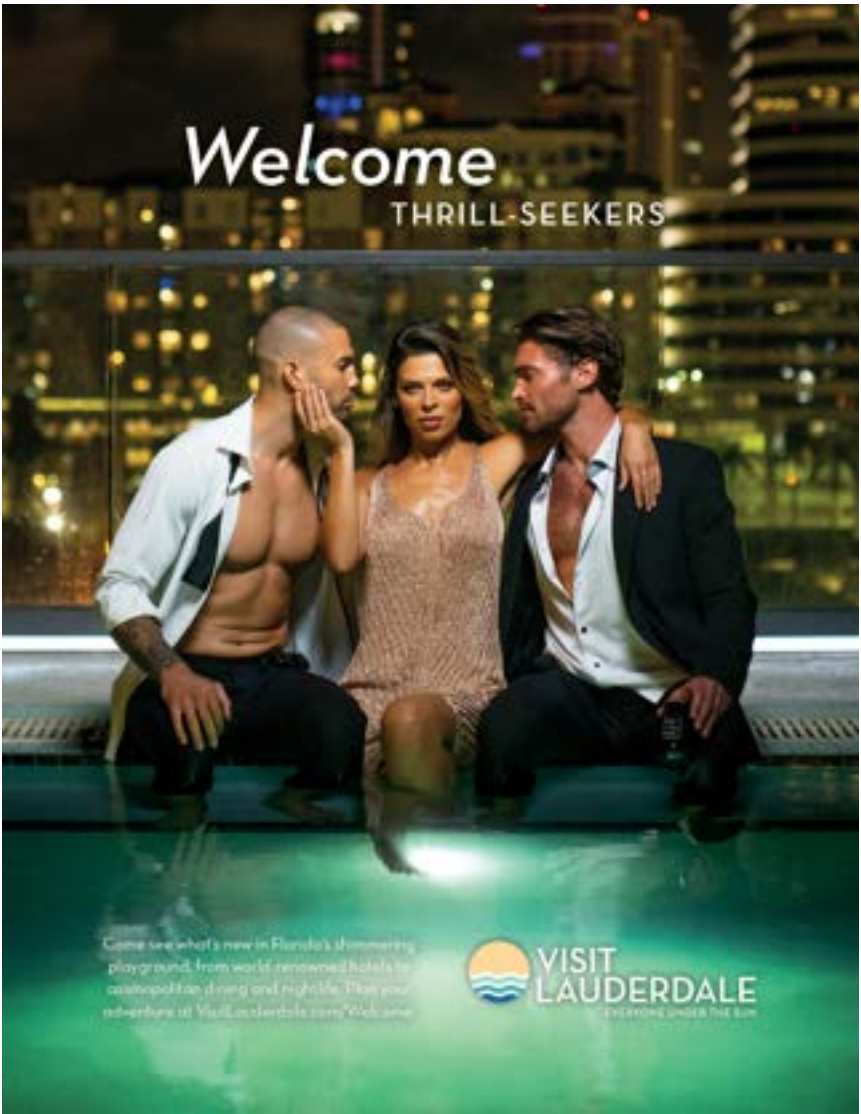


Boldly Welcoming Luxury Travelers

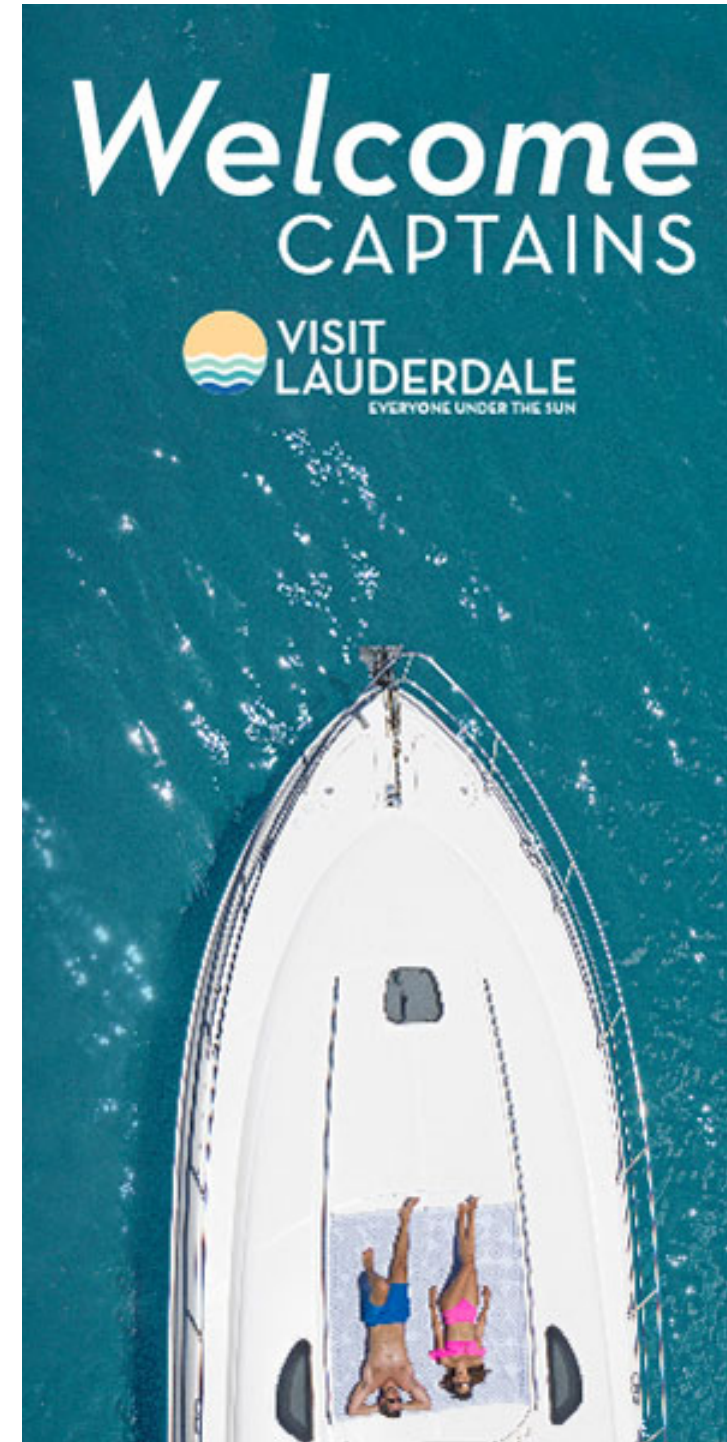
To increase economic impact,
we introduced a new niche
market into our marketing plan:
the luxury traveler.



Print Ads



Digital Ads





VISIT LAUDERDALE

EVERYONE UNDER THE SUN