



Welcome

TO A NEW ERA OF POSSIBILITY

FY23 MARKETING PLAN

Background and Analysis



Return To “Normalcy”

This year has produced the most extraordinary travel demand in domestic U.S. history, especially for destinations in the State of Florida.

Currently, all indicators suggest that our exceptionally high demand is transitory, and that we have begun a long-anticipated return to the typical travel patterns experienced pre-pandemic.



Situational Analysis

- Return of international traveler and group markets holds the promise of a better Return on Marketing Investment than in recent years
- Short-term economic volatility isn't expected to affect our visitation
- Opportunity to emphasize and more effectively target the traveling public's interest in visiting communities that extoll the virtues of inclusivity
- Setting the stage for the unveiling of our new destination campaign, boldly and uniquely welcoming "Everyone Under the Sun"



New Branding Campaign



**VISIT
LAUDERDALE**
EVERYONE UNDER THE SUN

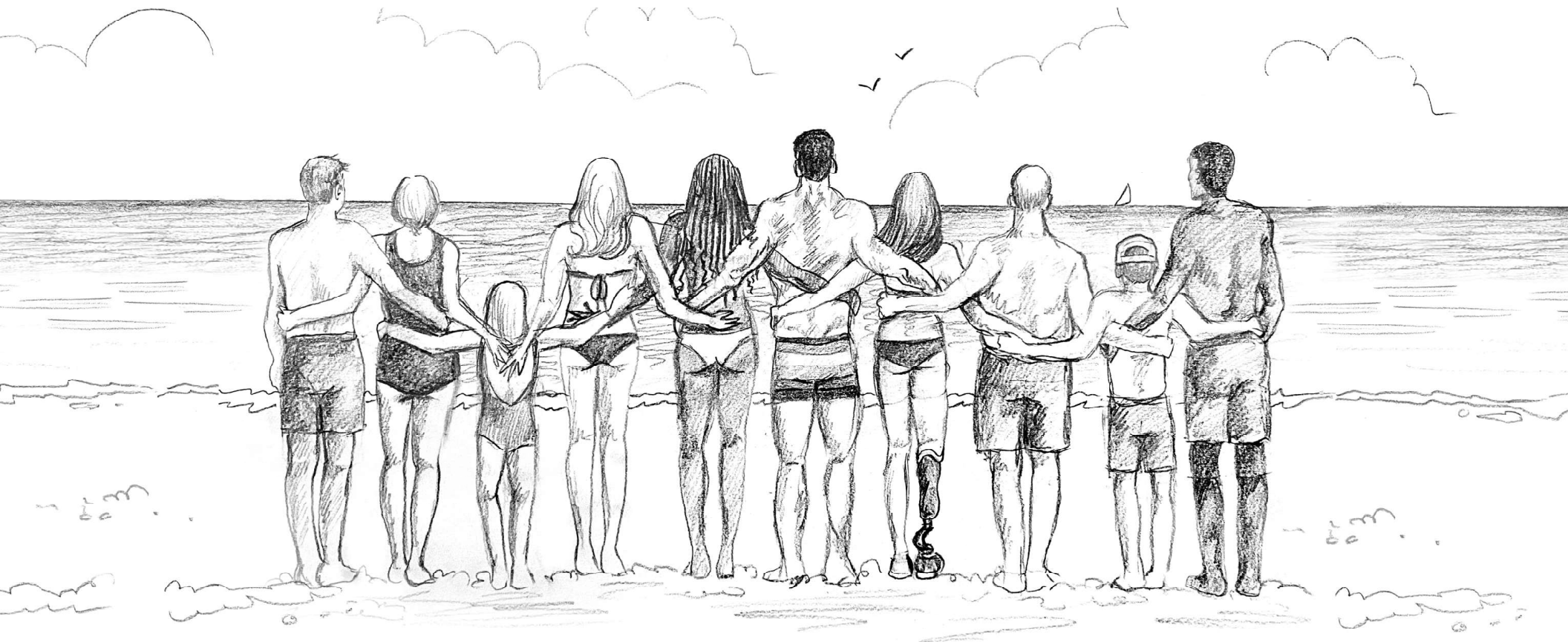


Brand Statement

As Florida's most inclusive and diverse destination, Greater Fort Lauderdale welcomes everyone to a vibrant community that's filled with both tropical beauty and cosmopolitan delights, home to golden beaches, endless waterways, sophisticated luxuries, and unexpected adventures.







In 2022/23, one of our most important initiatives will be a new integrated, multimedia campaign that will roll out our “Everyone Under the Sun” brand across all touchpoints. The new campaign will position Greater Fort Lauderdale as one of the world's most welcoming destinations with a focus on inclusivity, diversity and accessibility; and will bring the brand to life with storytelling that’s surprising, humorous, edgy and provocative. Upscale styling and luxury offerings will also be showcased to continue our appeal to high income travelers and reinforce our new brand.

Goal and Objectives



**VISIT
LAUDERDALE**
EVERYONE UNDER THE SUN



Plan Goal

Aggressively ensure Greater Fort Lauderdale's rightful place as one of the world's top visitation destinations.

Utilize strategies and tactics tempered and proven and combine those with new innovative strategies and tactics constructed to ensure continued economic impact to the destination through sustained destination awareness, occupancy, average daily rate, visitor spend and more.



Objectives

- Launch, support and maximize the new “Everyone Under the Sun” campaign
- Capture more of the post-pandemic traveler than the competitive set
- Devise a paid media plan that utilizes improved targeting strategies, and supports the messaging of the new “Everyone Under the Sun” brand, while ensuring maximum ROI
- Formulate a comprehensive and aggressive public relations campaign supporting and amplifying central messaging of a new “Everyone Under the Sun” branding campaign, coordinating with social media and promotions to maximize effectiveness
- Develop a social media campaign designed to maximize destination awareness, while utilizing new and innovative tactics
- Engage all objectives above through all of Visit Lauderdale’s marketing channels and markets including Leisure, Group, Travel Trade, Inclusion and Accessibility, and Multicultural



Measurement



**VISIT
LAUDERDALE**
EVERYONE UNDER THE SUN



Research

- Who the visitor is– the demographics, behavior, spend
- When do they travel– by season, event, booking windows
- Why do they travel– the motivation to travel to the area
- How do they travel– fly, drive, boat, train

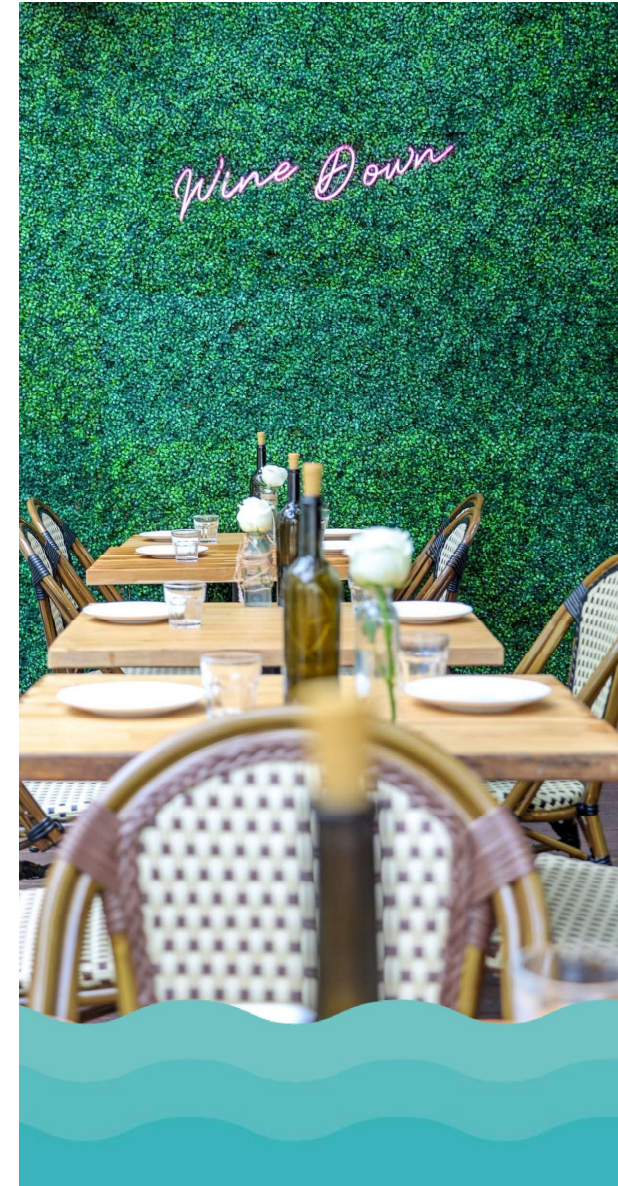
We compile, review and consider many sources in developing strategy from some of the most respected names in travel and financial research including:

TRAVEL

- Longwoods International
- Skift
- Destination Analysts
- U.S. Travel
- Visit Florida
- Arrivalist
- Adara
- Sojern
- Amobee
- Bureau of Labor Statistics
airline data
- Google Analytics
- Smith Travel Research
- AllTheRooms

FINANCIAL

- MarketWatch
- Seeking Alpha
- KeyData Dashboard
- Deloitte



KPIs

DESTINATION METRICS:

- TDT Revenue
- Occupancy
- Revenue Per Available Room (RevPAR)
- Economic Output

MARKETING METRICS:

- Advertising
- Public Relations
- Social Media
- Website



Marketing



**VISIT
LAUDERDALE**
EVERYONE UNDER THE SUN





Overarching Strategy

Increase awareness and invitation to the Greater Fort Lauderdale area through the revelation and deployment of our initial campaign under the new brand.

Make the new brand and campaign omnipresent and pervasive through all efforts.

Targeting - Demographics

Year-round:

- Adults 25-54, HHI \$125k+
- Secondary target of adults 35+
- Multicultural travelers, HHI \$125k+
- LGBT+ travelers, HHI \$150k+
- Luxury travelers, HHI \$250k+
- Disabled travelers, HHI \$125k+

Spring/Summer travel season:

- Multigenerational travelers and families (age 25-54), HHI \$125k+

Fall/Winter Travel season:

- Couples age 45-64, HHI \$150k+



Targeting - Geographics

DOMESTIC MARKETS:

- Primary Year Round:
 - New York (+Hartford/New Haven), Chicago, Washington DC, Atlanta, Boston (+Providence/New Bedford), Dallas, Houston, Baltimore, Philadelphia, Charlotte, Detroit
- Secondary Winter Markets:
 - Cincinnati, Columbus, Cleveland, Minneapolis, Albany, Milwaukee

IN-STATE:

- Miami, West Palm Beach, Orlando, Tampa

Proven *AquaIntel* density modeling will be utilized to balance/analyze markets on an ongoing basis. This can expose new markets of opportunity or shift budget towards markets with higher ROI/ROAS.



Leisure - Advertising

STRATEGY:

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

TACTICS:

- Elevate the new brand with sight, sound and emotion via additional upper funnel media, such as broadcast television/video/CTV and streaming audio
- Target prospects through various digital platforms along their travel journey
- Combine interview-based coverage with key market activations to increase awareness of Greater Fort Lauderdale
- Utilize large media partners' digital, social and personality channels in an integrated and retargeted campaign effort to extend exposure
- Leverage various Visit Florida cooperative programs



Leisure - Public Relations

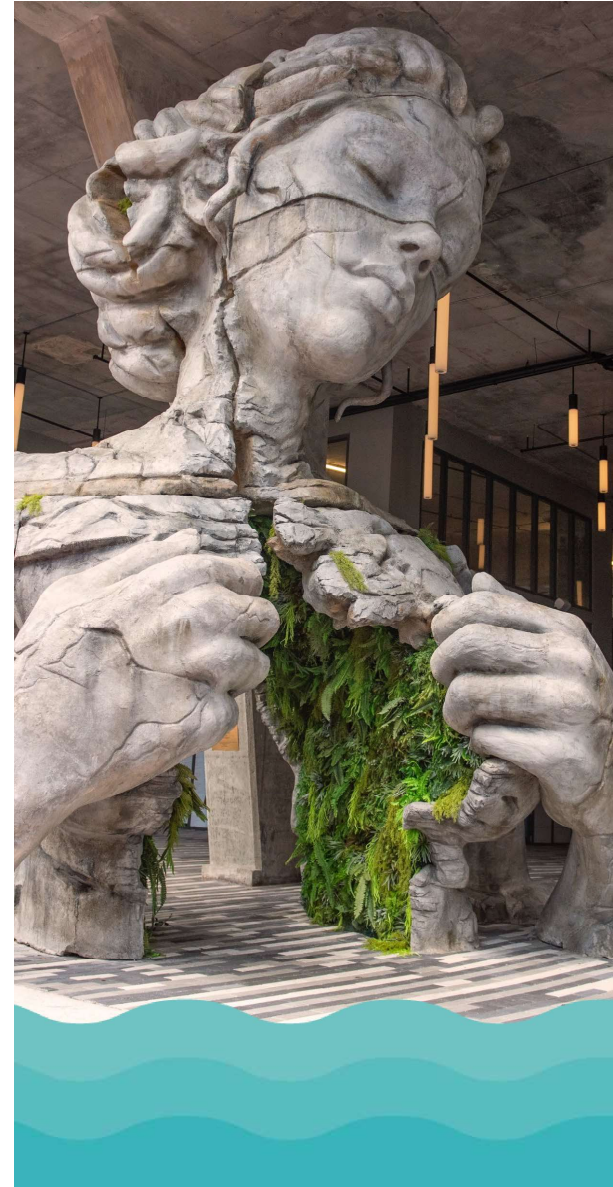
STRATEGY:

Prioritize awareness-focused efforts promoting the overall destination, exemplifying what makes Greater Fort Lauderdale different while defining "Everyone Under the Sun."

TACTICS:

Execute in-market / out-of-market activations to launch and generate awareness of the new campaign

- Incorporate influencer collaborations through FAMs and campaign partnerships to emphasize key themes, including luxury, LGBT+, multicultural, sports & special events, and more
- Build a strong presence through media missions, desk-sides, activations and trade show support
- Target key media, influencers and bloggers with compelling story ideas
- Highlight the destination's many unique residents who are "ambassadors" of the destination through a video series
- Incorporate new and unique content for niche travel segments such as solo travelers and green conscious travelers





Leisure - Social Media

STRATEGY:

Cultivate content that influences prospective travelers to book a vacation to Greater Fort Lauderdale.

TACTICS:

- Optimize content captions and creative based on the channel's best practices (Instagram, Stories, Facebook, Twitter)
- Leverage new platform technology to enhance our social storytelling and reach (Reels, Stories)
- Quickly adapt content based on rising trends to increase relevance
- Strategically align with personal brands and influencers for content generation and community growth



Leisure & Group – Social Media

STRATEGY:

Cultivate engagement and growth of LinkedIn channel and encourage group travel utilizing meeting space.

TACTICS:

- Promote team attendance at upcoming industry events & conferences to initiate in-person meetings
- Create posts that showcase the meeting spaces (with a focus on the Greater Fort Lauderdale/Broward County Convention Center) and hotel partners using original (OG) content whenever possible
- Capture content from resorts with meeting space and the convention center to be used for tradeshow promotions

Leisure - Promotions

STRATEGY:

Extending marketing budgets and audience reach to engage the potential visitor through strategically aligned paid and non-paid partnerships and activities utilizing paid, owned, earned and shared marketing channels.

TACTICS:

- Paid Media Promotions
- Co-Brands
- Summer Seasonal Program
- Activations in Markets of Visitor Origin



Leisure Sales Group, Sports & Events



**VISIT
LAUDERDALE**
EVERYONE UNDER THE SUN



Leisure - Inclusion

STRATEGY:

Increase share of the Inclusive leisure and business/meetings travel market with savvy, ahead of the curve marketing and integrate under the umbrella 'Everyone Under the Sun' marketing campaign.

TACTICS:

- Connect and partner with key media, influencers and develop strategic partnerships with non-profits, Corporate America, LGBT+ businesses and events, meeting planners, and travel professionals
- Partner with local LGBT+ events to greater increase destination awareness
- Weave transgender, black, brown, disabled, non-binary, lesbian, and gay images throughout mainstream and LGBT+ collateral and marketing materials
- Promote Greater Fort Lauderdale as a diverse/inclusive, edgy, cosmopolitan, provocative, sophisticated, and unexpected destination to all travelers



Leisure - Accessibility

STRATEGY:

The 61 million Americans living with disabilities represent the largest underserved minority in the USA. Accessible tourism is not only about human rights, it is an opportunity for Greater Fort Lauderdale to educate, embrace and welcome all visitors.

TACTICS:

- Forge a relationship with TravelAbility, the primary voice for Accessible tourism
- Work with national disability organizations and local disability community
- Continue to enhance website platform to highlight accessibility throughout the destination
- Incorporate images of people with disabilities throughout mainstream collateral and marketing materials to illustrate that Greater Fort Lauderdale is a destination that welcomes and embraces ALL travelers



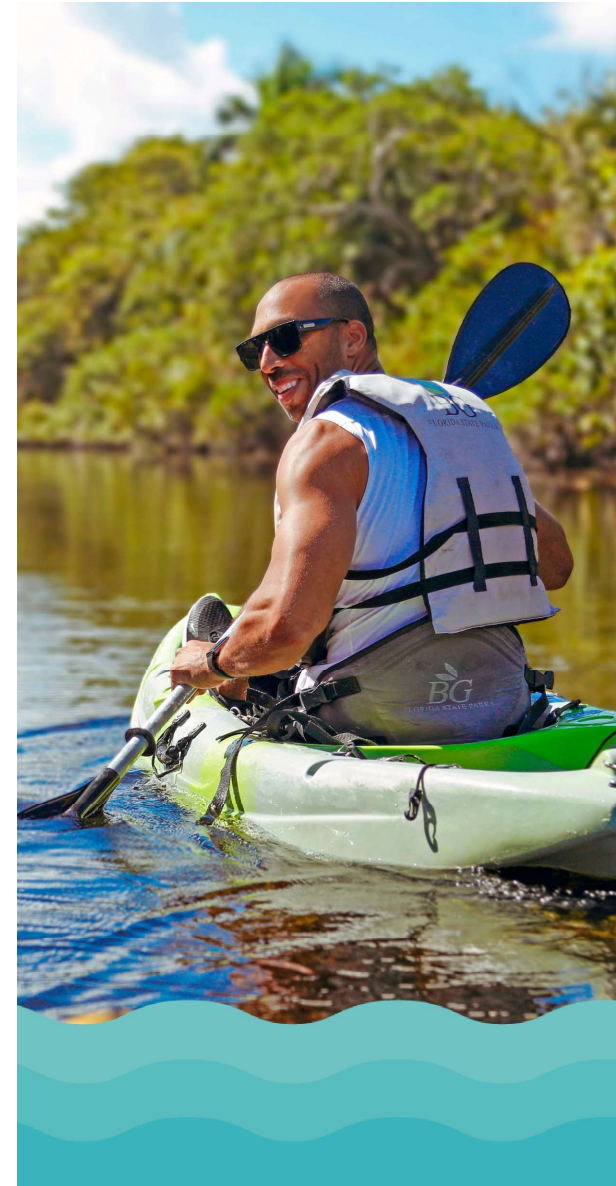
Leisure - Multicultural

STRATEGY:

Expand messaging to the multicultural traveler, emphasizing the destination's inclusivity and warm, welcoming environment, supporting and proving the new "Everyone Under the Sun" campaign.

TACTICS:

- Create multicultural campaigns by highlighting influential individuals in the community. These individuals can be influencers, local business leaders, athletes, etc.
- Continue partnership with Culture365 to grow awareness in both leisure and group categories
- Increase visibility across multicultural communities through domestic and international outreach
- Incorporate more multicultural imagery throughout all marketing materials
- Leverage diverse social influencers enjoying the many facets of the destination, including events and minority-owned businesses





Leisure - Luxury

STRATEGY:

To 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 Greater Fort Lauderdale's luxury positioning and product as a welcoming destination to the world's most bespoke traveler
- Cultivate memorable journeys through content creation and dissemination of email marketing automation
- Leverage Fort Lauderdale International Boat Show event to reinforce Greater Fort Lauderdale's image as the 'Yachting Capital of the World'

Group & Convention Sales

STRATEGY:

Increase hotel meetings to pre-pandemic levels, while building conventions and tradeshows at the Greater Fort Lauderdale / Broward County Convention Center during the ongoing construction and post-expansion phases.

TACTICS:

- Develop unique, creative tradeshow and activation experiences that create a “WOW” factor of the new Convention Center and headquarter hotel expansion
- Exploit full potential of strategic partnerships (PCMA, ASAE, MPI, Maritz, CONNECT etc.)
- Redesign the “Convention Center District” sales collateral and bid-book to include the new OMNI Hotel, reimagined Pier 66 Resort and area hotels
- Develop custom ad messaging targeted at major market segments (Medical, Finance, Insurance, Incentives, State Associations, etc.)
 - Continue to support hotel community via customized group incentives to steer meetings to low demand periods and need times while boosting booking conversion



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

TACTICS:

- Strategically invest in events that bring room nights to Greater Fort Lauderdale, such as the Visit Lauderdale Food & Wine Festival
- Target and invest in events that are on-brand, drive marketing exposure to the destination, and drive higher spending by attendees
- Ensure integrated marketing plans are developed and executed in advance of significant events
- Collaborate with hotel partners to develop event packages for pre-event promotion



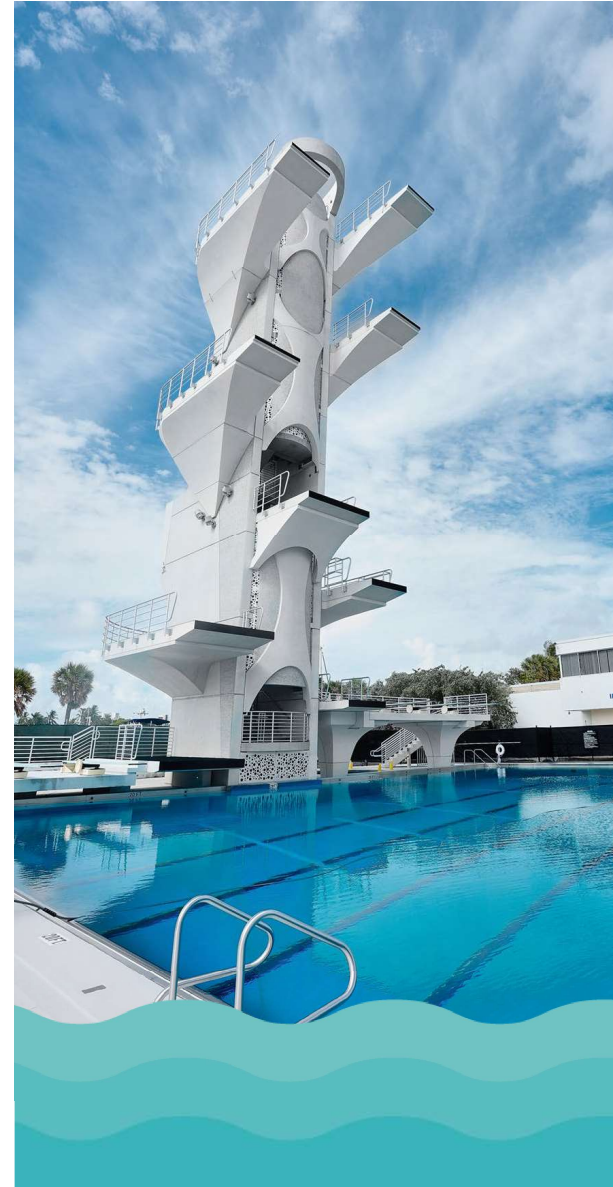
Sports Marketing

STRATEGY:

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

TACTICS:

- Establish destination identity separation through strategic positioning of sporting events in Greater Fort Lauderdale
- Optimize destination awareness surrounding highly visible brand events including NHL All-Star Weekend
- Expand sales material through featured venue videos throughout the destination
- Pursue emerging sporting specialty events including swimming & diving, and cricket





Global Travel Trade

STRATEGY:

Continue to build and train network of qualified travel trade influencers around the world. Focus on traditional top-tier producing USA and international markets but stay flexible and proactive as pent-up travel demand in secondary and tertiary markets increases.

TACTICS:

- Work closely with FLL to attract new air service to GFL
- Bespoke cooperative campaigns through alliances with airlines, travel consortia, associations, distribution companies and tour operators
- Leverage partnerships with Brand USA, Visit USA and Discover America committees
- Expand the new 'Lauderdale Loyalist' advisor training program through partner engagement/modules
- Leverage alliances with AAA Travel Clubs, Signature and Virtuoso



Global Travel Trade - Cruise

STRATEGY:

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

TACTICS:

- Work with cruise associations and agencies (CLIA, Cruise One, etc.) to promote pre/post stay opportunities
- 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
- Devise a highly desirable "Return Visitor" program, targeting cruise visitors in the market and encouraging their return

Business Partnership Agreement



**VISIT
LAUDERDALE**
EVERYONE UNDER THE SUN



Business Partnership Agreement

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 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 comprehensive 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

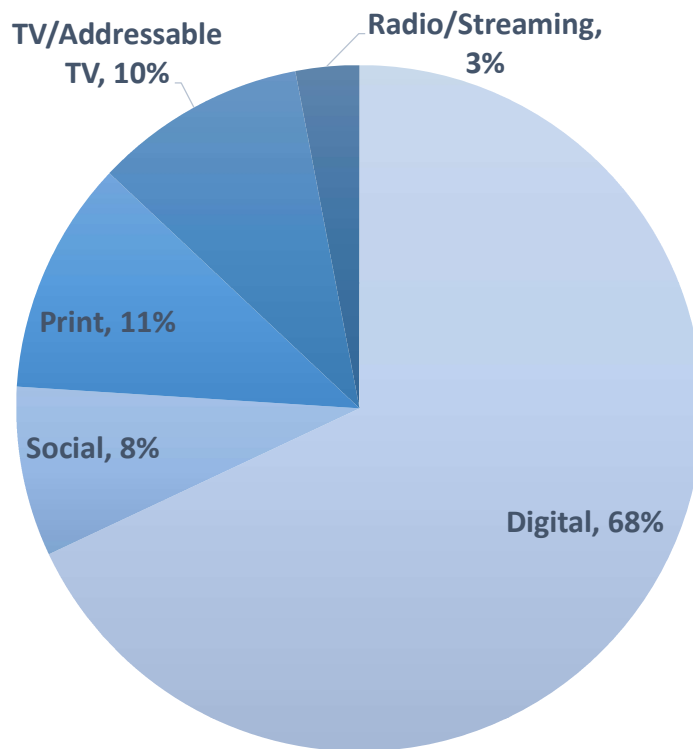


Paid Media Budget



Paid Media Budget

Total Budget = \$6,000,000





VISIT
LAUDERDALE

EVERYONE UNDER THE SUN

FY23 MARKETING PLAN