



FY27 MARKETING PLAN



IPW RECAP VIDEO

VISIT  **LAUDERDALE**



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FY 2027 Annual Plan



Where We Started

WE'VE HAD TREMENDOUS MOMENTUM FROM THE PROCESS WE WENT THROUGH





Where We Started

CORE BUSINESS CHALLENGE

LOW UNAIDED AWARENESS

6% Unaided awareness among travelers to GFL as a beach destination, and 1% among those who haven't.

DECLINING VISITATION

-2.5% decrease in visitation in 2024 over 2025. In that same time, Florida saw a +1.6%, Miami had +4%, and the Palm Beaches had +4.6%.

STRONG REPEAT VISITATION

80% of travelers in GFL in 2024 were repeat visitors (this is incredibly high).

Fielded Jan 2025



Where We Started

THIS DATA TOLD US TO DRIVE IMPACT, WE NEEDED TO CREATE:

Story Differentiation/Distinction

+ Audience Relevance

= GROW VISITATION & MARKET SHARE



Strategic Evolution

2025: SMALL SHIFTS HAVE LED TO INCREMENTAL GAINS

- Adjusted Media Mix & implemented Full Funnel Approach
- Leveraged seasonal campaign efforts to drive off-peak travel demand
- Launched Strategic Partnership with Tripadvisor
- Conducted foundational research & destination repositioning



Strategic Evolution

2026: ELEVATING THE BRAND TO ADDRESS CORE CHALLENGES

- Built a More Distinctive Brand
- Created Mass Awareness at Launch
- Supported Opening of the Convention Center Expansion Through Lens of New Brand Platform
- Hosted IPW
- Brought back business participation



Public Relations

15

EXECUTIVE SPEAKING
ENGAGEMENTS

IPW 2026

200

ARTICLE MENTIONS

377.6M

POTENTIAL TOTAL REACH

NEVER LOSE YOUR SPLASH

524M

TOTAL IMPRESSIONS

\$4.9M

AD VALUE

NATIONAL & INTERNATIONAL MEDIA

135

MEDIA & INDUSTRY
CONNECTIONS

732M

SMT TOTAL REACH



Social & Web

93.4M

'25 VIEWS
(12 MONTHS)

3.8M

'25 UNIQUE VISITORS
(12 MONTHS)

95.9K

'25 NEW FOLLOWERS
(12 MONTHS)

45.2M

VIEWS (FB & IG)
(26 JAN- JUNE)

380K

PARTNER LISTING
REFERRALS

50%

YOY INCREASE IN
VISITORS SINCE
LAUNCH
(321K in 2025)





Real Business Impact

WE'VE DRIVEN MEASURABLE CHANGE



VISITATION



**MARKET
SHARE**



**ECONOMIC
IMPACT**



ADDED VALUE

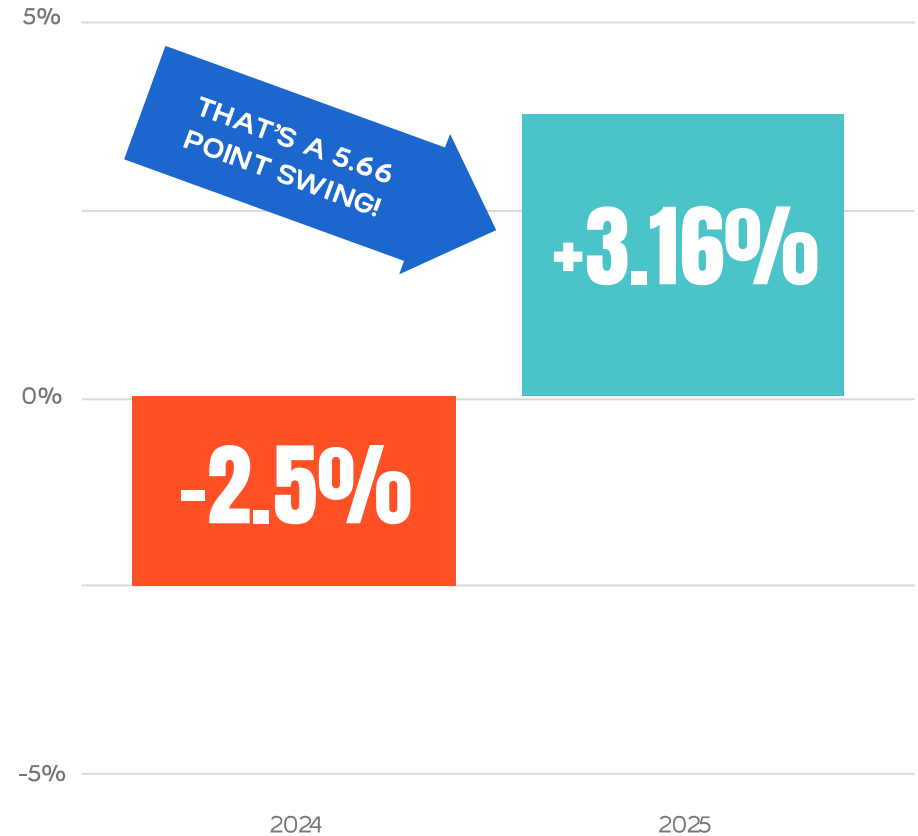


Real Business Impact

WE MADE IMMEDIATE IMPACT

2025 Visitation increased

Source: [Placer.AI](#)





Real Business Impact

**+11% YOY
VISITATION
GROWTH**

**+5.1% MARKET
SHARE GROWTH**

2026 Visitation increased

Source: [Placer.AI](#)





Real Business Impact

**FOR THE FIRST
TIME SINCE
2022 TDT
REVENUE IS UP**

2026

+13.2%

Jan - April (YoY)



Real Business Impact

OVER DELIVERY OF WINTER CAMPAIGN

2025:

\$789K

Value

ADARA IMPACT MEASUREMENT REPORTING NEGOTIATION

2025/2026:

\$40K

Value, allowing attribution of
hotel and airline to Summer
Campaign efforts

ADDED VALUE FOR BRAND CAMPAIGN LAUNCH

2025:

\$1M+

In added value negotiated for
launch (CNN + Adara + Oculus)

NEW PRODUCT DEVELOPMENT w/TRIPADVISOR

2025:

\$2.64M

Earned Media Value from
promotion of first of its kind
Accessibility Hub



KEY TAKEAWAY

**OUR STRATEGY IS WORKING.
NOW WE **AMPLIFY.****



Market Factors & Implications

KEY TRENDS

AUDIENCE FOCUS

ECONOMIC CONCERNS

INDUSTRY FACTORS



AUDIENCE FOCUS

LUXURY TRAVEL DEMAND IS RESILIENT, BUT INCREASINGLY SELECTIVE

01

Ultra-luxury demand remains strong, while “aspirational luxury” segments show greater sensitivity to price and value

02

Travelers are still booking, but with more scrutiny—fewer trips, shorter stays, and more deliberate premium spend



ECONOMIC UNCERTAINTY IS PUSHING TRAVELERS TOWARD DOMESTIC AND “DRIVE-TO” VACATIONS

Shifts in Airline marketplace (rising costs, cutting flights, dissolution of providers) is stimulating drive travel.

About **71%** of Americans planning vacations **EXPECT TO DRIVE RATHER THAN FLY.**

Source: [SIXT \(2026\)](#)



Market Factors & Implications

EXPERIENCE SPENDING BEATS MATERIAL SPENDING

Travel remains a priority spend despite economic uncertainty *due to its emotional and experiential value.*





THIS TELLS US TO MAINTAIN FOCUS ON:

- Luxury audiences
- Domestic markets
- Emotional storytelling
- With an eye towards emerging opportunities for:
 - Drive travel, especially for Summer
 - New airline partnerships & markets



FISCAL YEAR 2027 PLAN



BUSINESS OBJECTIVES BY SEGMENT

01

Drive leisure visitation

02

Increase volume of meetings

03

Support International travel trade

04

Promote sports &
entertainment offerings



LEISURE

01

Drive leisure visitation

02

Increase volume of meetings

03

Support International travel trade

04

Promote sports & entertainment offerings



KEEP SPLASHING

Continue Reinforcing New Positioning





LUXE LEISURE

“I’m all about indulging in life’s luxuries—give me upscale vibes, high-end experiences like shopping, nightlife, or a spa day, and don’t worry about the price tag or how close it is.”

HOW THEY TRAVEL:

“I travel often and always prioritize quality—especially when I’ve got the kids with me—and I love being in places where there’s good energy and people around.”

DEMOGRAPHICS:

Younger, slight male skew, high budget/spend, travel with kids

EXPERIENCE ENTHUSIASTS

“I’m an active explorer who loves going off the beaten path—give me nature, art, culture, and a deep sense of history, and I’m in my element.”

HOW THEY TRAVEL:

“I’m diving deeper into travel these days—especially to cultural spots and unique beach destinations—and I usually leave the kids at home so I can really soak it all in and be around great people.”

DEMOGRAPHICS:

Younger, even gender mix, high budget/spend, more likely to leave kids at home



KEY MARKETS

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

In-State

Miami, Orlando, Tampa/St Pete,
Naples, Fort Myers, Jacksonville,
Gainesville, Palm Beach

Winter Markets

Primary + Cincinnati, Columbus, Cleveland,
Minneapolis, Albany, Milwaukee

Test Canada (Toronto, Montreal)

Summer Markets

Primary + Heavy up In-Atlanta, Houston,
Dallas, Charlotte

Test LATAM (Mexico, Argentina)



FY27 Leisure Strategy

SCALE AWARENESS

Reinforce brand positioning through A/O upper-funnel video and Splash Moments.

DEEPEN RELEVANCE

Own the luxury audience. Activate seasonal demand through dedicated seasonal campaign messaging.

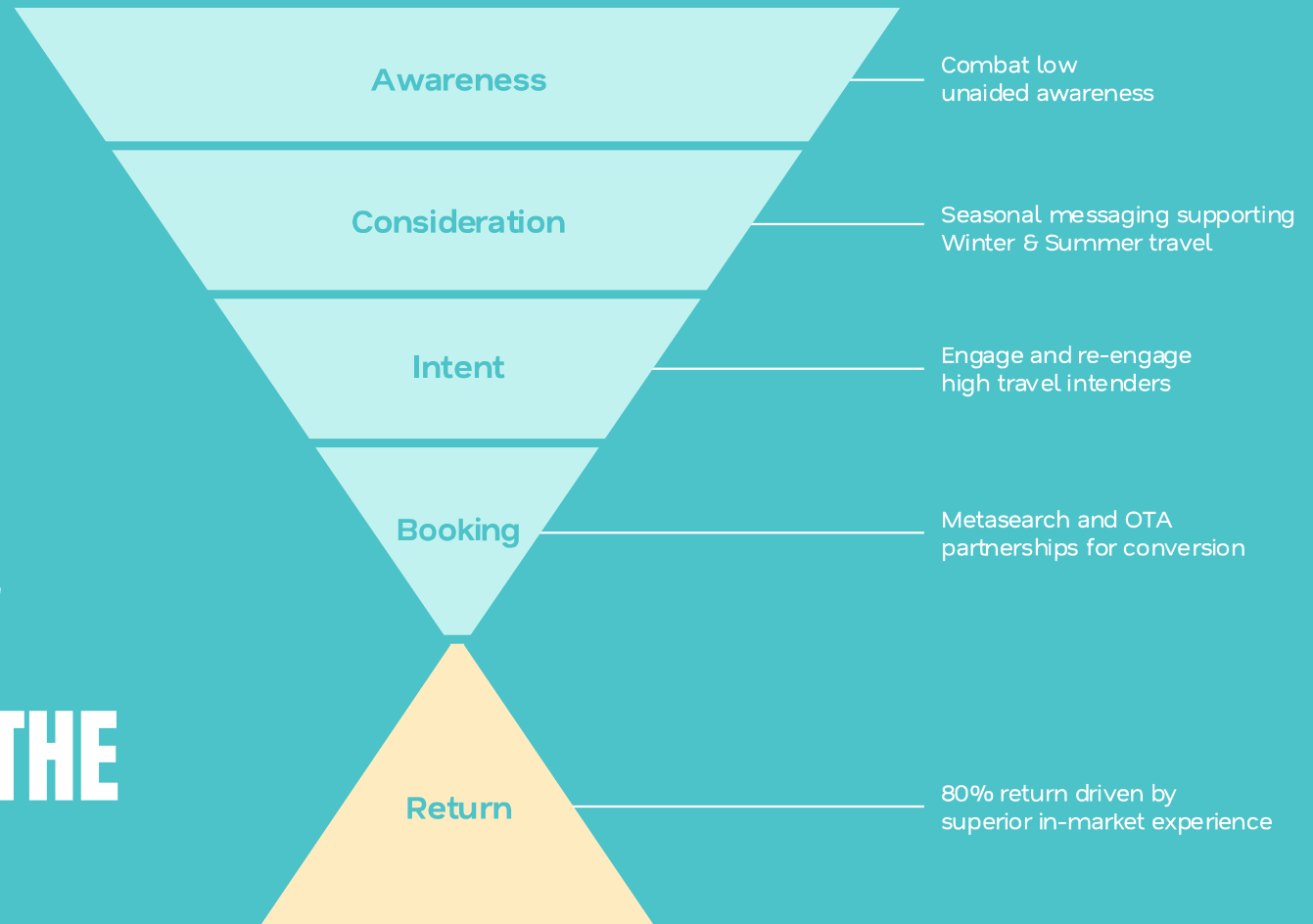
CONVERT VISIBILITY TO VISITATION

Grow business participation through program enhancements and continue A/O lower-funnel support.



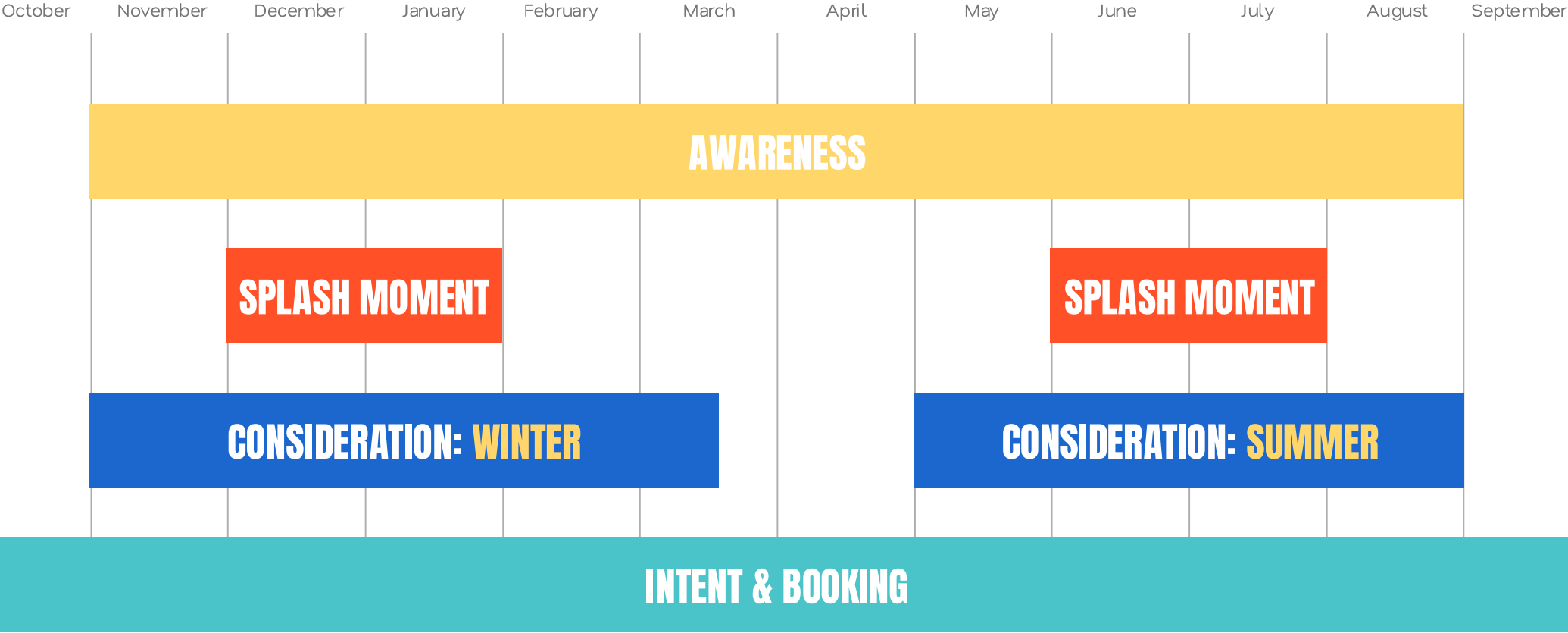
FY27 Leisure Strategy

FULL FUNNEL APPROACH FOCUSED ON DRIVING NEW VISITORS TO THE DESTINATION





FY27 Leisure Strategy





SCALE AWARENESS

Expand global storytelling around signature themes like water culture, culinary excellence, sports & entertainment, meetings & conventions & luxury.

DEEPEN RELEVANCE

Strengthen executive & destination leadership visibility. Deepen Community & Partnership communications.

CONVERT VISIBILITY TO VISITATION

Convert relationships developed through IPW into measurable impact. Create always on content engine to inspire conversation & champions.



FY27 Measuring Impact

INCREASE OVERNIGHT VISITORS

2025:

20.9M

INCREASE UNAIDED AWARENESS

2025:

6%

Unaided awareness of GFL as a beach destination among those who have visited, and 1% among those who have not

INCREASE MARKET SHARE

2025:

34.9%

Against Miami and Palm Beaches



MEETINGS & CONVENTIONS

01

Drive leisure visitation

02

Increase volume of meetings

03

Support International travel trade

04

Promote sports & entertainment offerings



KEEP SPLASHING

Strengthen Position as a Premier Meetings Destination



SCALE AWARENESS

Position BCCC as a major player in Conventions Market by maximizing strategic partnerships (Trade + Data Driven). Develop new & innovative PR pitch strategies.

DEEPEN RELEVANCE

Strengthen storytelling of portfolio of offerings to increase visibility and improve reputation.

CONVERT VISIBILITY TO BOOKINGS

Streamline the booking process and leverage business participation to accelerate short-term demand generation and enhance direct sales performance.



FY27 Measuring Impact

EVENTS

2025:

500+

ECONOMIC IMPACT

2025:

\$1B+

2026 estimates currently
at \$1.3 - \$1.5 Billion





GLOBAL TRAVEL TRADE

01

Drive leisure visitation

02

Increase volume of meetings

03

Support International
travel trade

04

Promote sports & entertainment offerings



KEEP SPLASHING

Build off momentum from IPW





SCALE AWARENESS

Continue to scale established relationships in key Domestic & International Markets. Explore connectivity partnerships with cruise & airline.

DEEPEN RELEVANCE

Luxury network integration to access high-net-worth travel advisors. Expand GTT toolkit with segmented storytelling framework.

CONVERT VISIBILITY TO VISITATION

Convert the momentum of hosting 1,600+ buyers and media into measurable sales by tracking GFL product development.



SPORTS & ENTERTAINMENT

01

Drive leisure visitation

02

Increase volume of meetings

03

Support International travel trade

04

Promote sports &
entertainment offerings



KEEP SPLASHING

Build asset library to support sports
& entertainment marketing



SCALE AWARENESS

Strengthen messaging and presence in annual sports & entertainment resources.

DEEPEN RELEVANCE

Leverage strategic partnerships (i.e. Panthers, brand ambassador(s), English Premier League) to influence leisure travel.

CONVERT VISIBILITY TO BOOKINGS

Optimize website to streamline booking process.



FY27 Measuring Impact

INCREASE IN EVENTS

2025:

130

Flat from 2024

INCREASE IN EVENT ATTENDEES

2025:

340K

Flat from 2024

INCREASE IN INCREMENTAL ROOM NIGHTS

2025:

350K

+13% from 2024

INCREASE IN ECONOMIC IMPACT

2025:

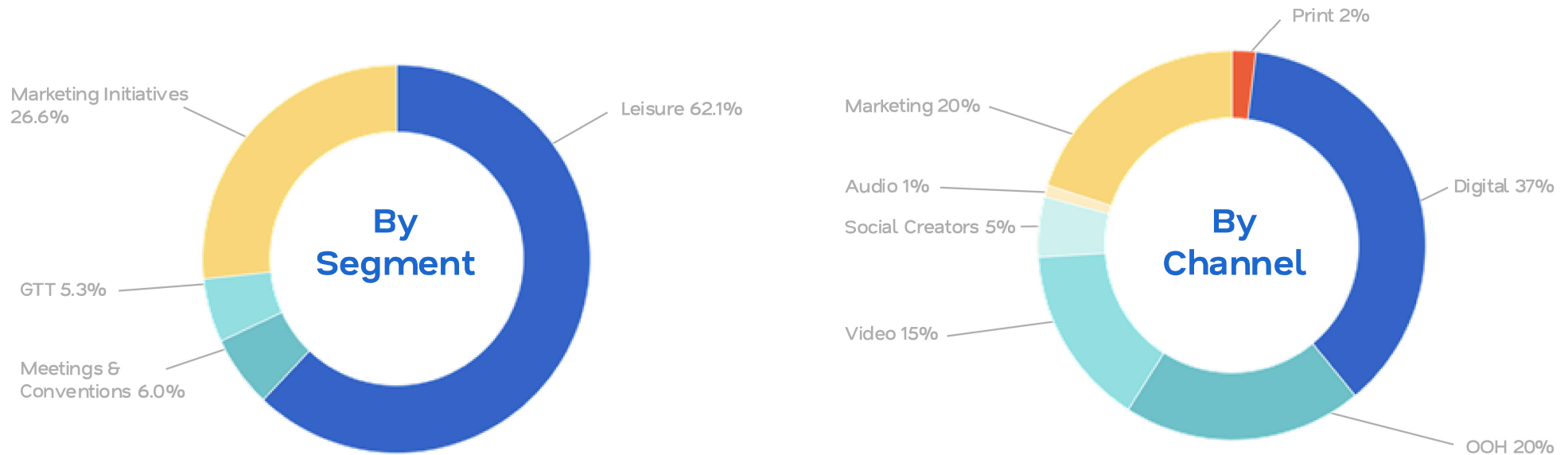
\$698M

2X Higher than 2024



Budget

OPTIMIZED CHANNEL & SEGMENT MIX TO REFLECT THE YEAR AHEAD



Budget allocations subject to change during final plan development.



THANK YOU

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