



Travel USA Visitor Profile



2022

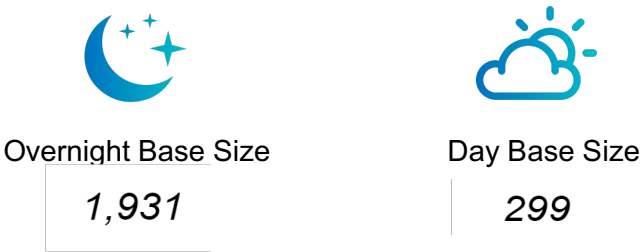
Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- This report provides an overview for Fort Lauderdale’s domestic tourism business in 2022.

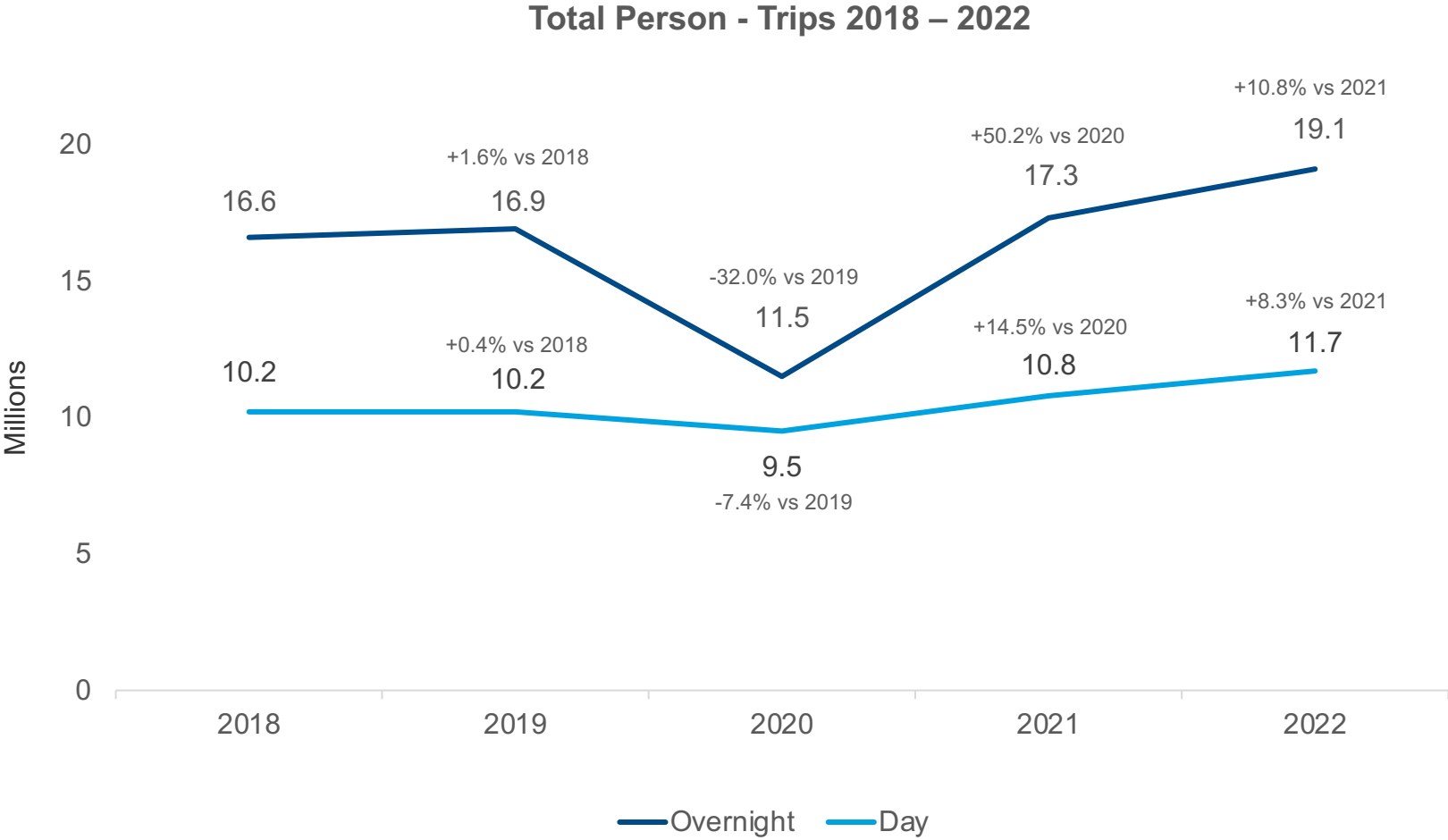
Methodology

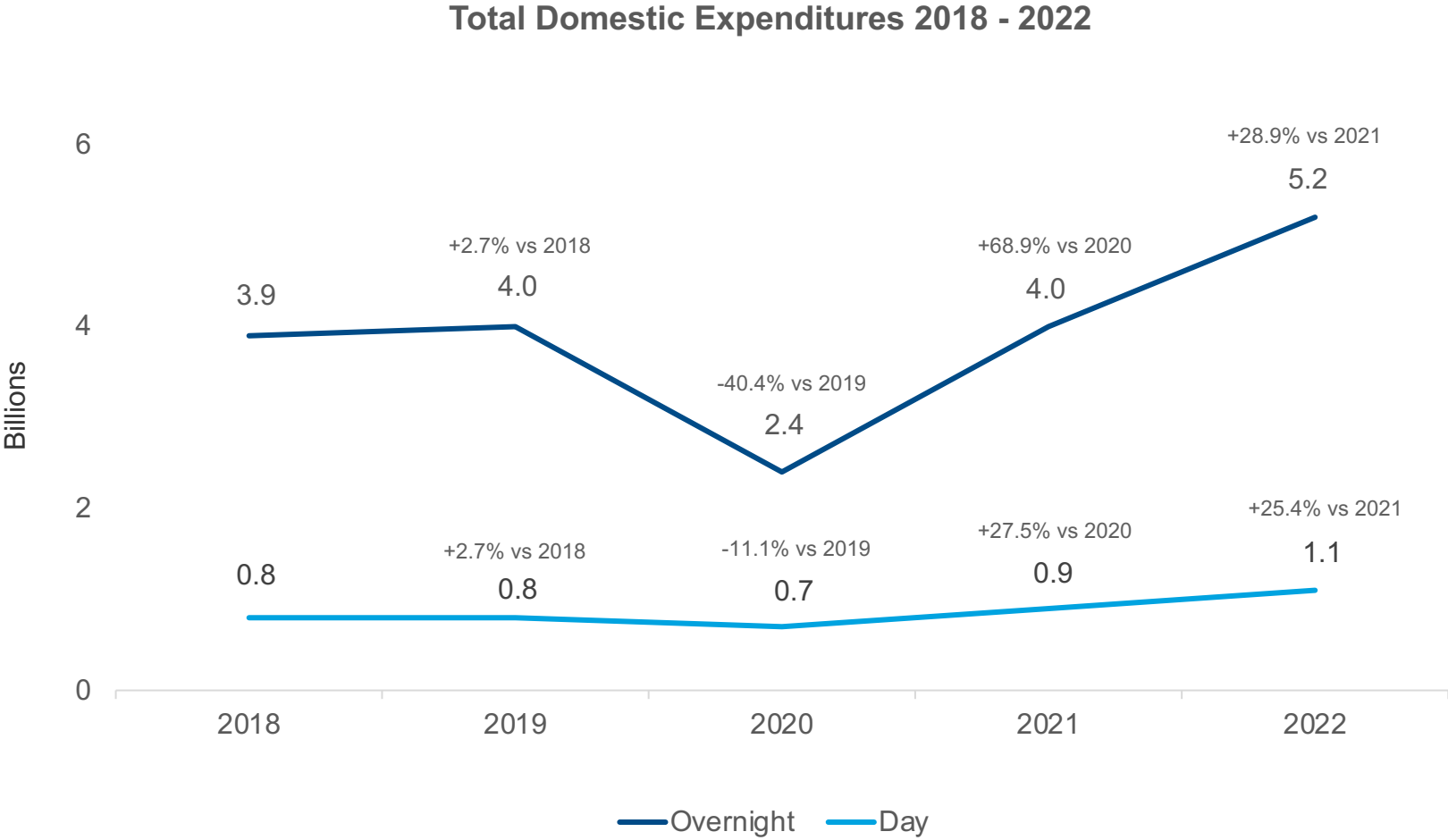
Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Fort Lauderdale, the following sample was achieved in 2022:



For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.



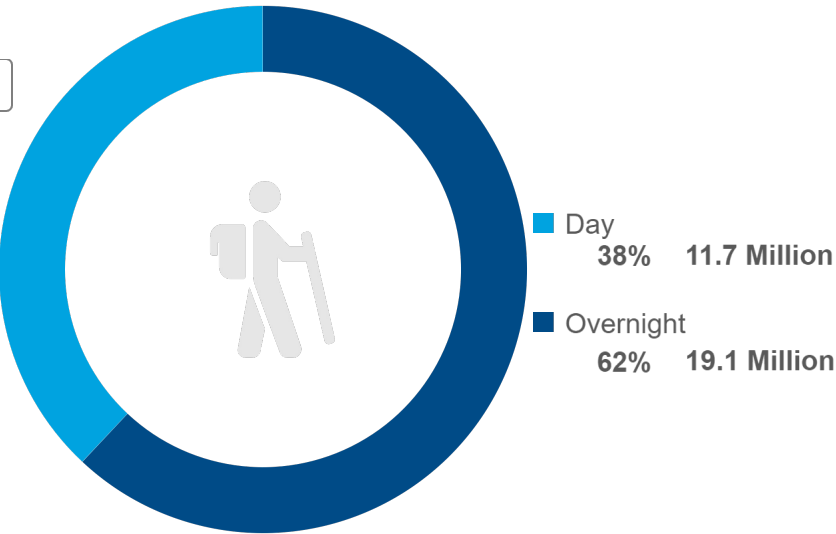


Total Size of Fort Lauderdale 2022 Domestic Travel Market

Total Person-Trips

30.8 Million

+9.9% vs. last year

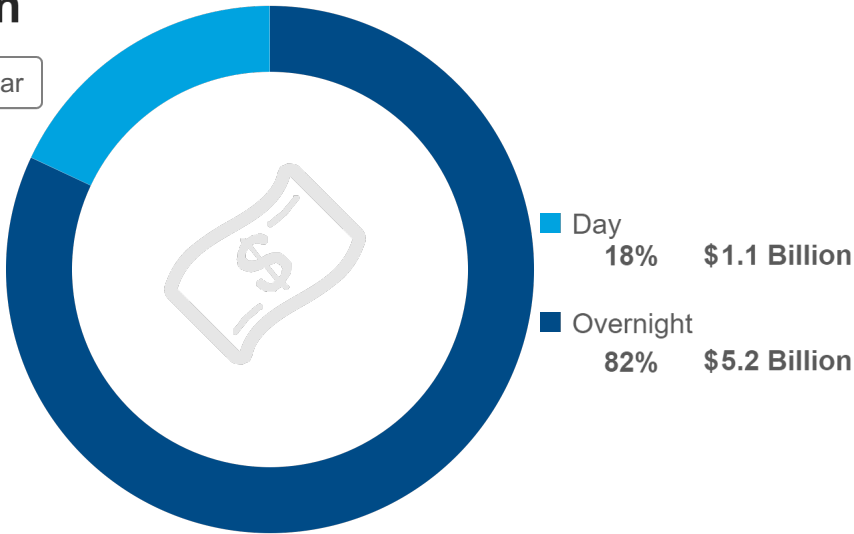


Total Expenditures for Fort Lauderdale 2022 Domestic Travel Market

Total Spending

\$ 6.3 Billion

+28.3% vs. last year





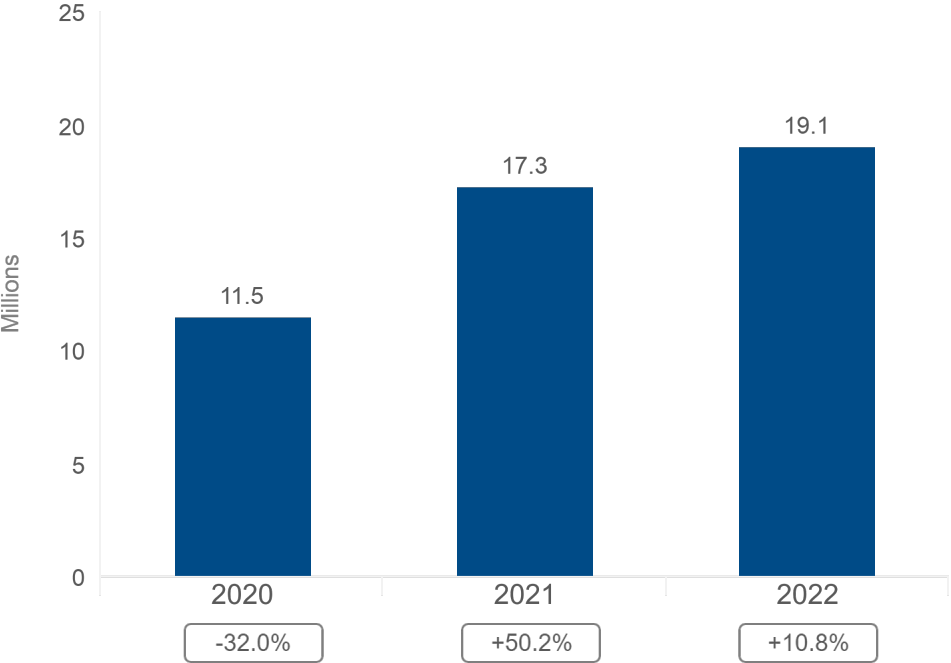
Travel USA Visitor Profile

Overnight Visitation



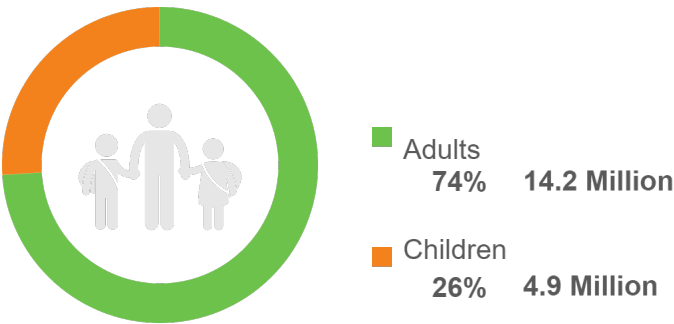
2022

Overnight Trips to Fort Lauderdale



Size of Fort Lauderdale Overnight Travel Market - Adults vs. Children

Total Overnight Person-Trips
19.1 Million



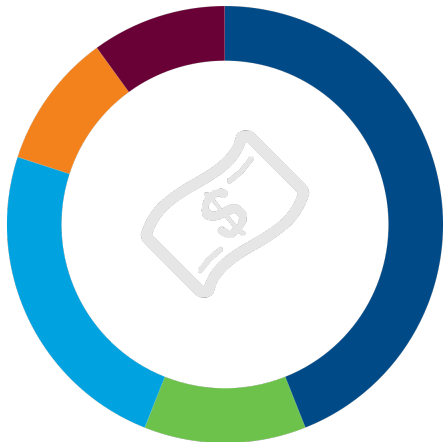
Past Visitation to Fort Lauderdale

80% of overnight travelers to Fort Lauderdale are repeat visitors

55% of overnight travelers to Fort Lauderdale had visited before in the past 12 months

Domestic Overnight Expenditures - by Sector

Total Spending
\$ 5.183 Billion
+28.9% vs. last year



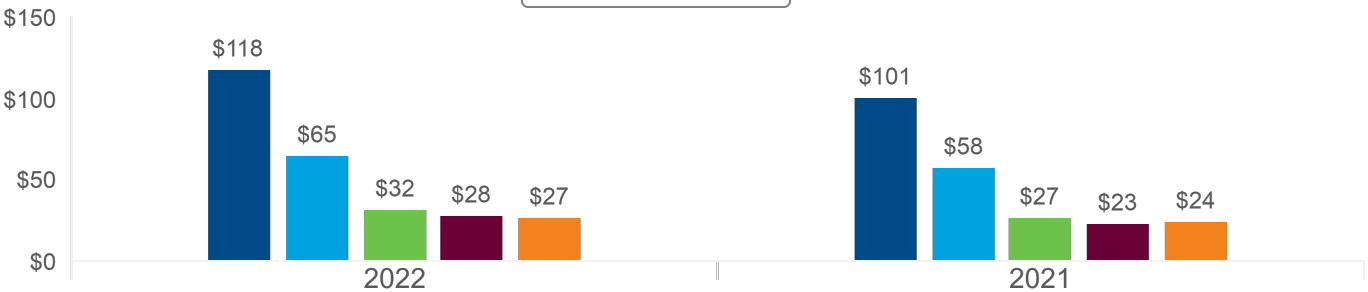
Lodging	44%	\$2,266 Million
Transportation at Destination	12%	\$617 Million
Restaurant Food & Beverage	24%	\$1,245 Million
Retail Purchase	10%	\$521 Million
Recreation/Entertainment	10%	\$535 Million

vs. last year
+30.7%
+31.4%
+25.4%
+24.6%
+32.0%

Average Per Person Per Trip Expenditures on Domestic Overnight Trips - by Sector

Average Per Person Per Trip: \$271












Last year: \$233



Lodging Restaurant food & beverage Transportation at Destination Recreation/ Sightseeing/ Entertainment Retail Purchase

Average Per Person
Per Trip:
Leisure \$260

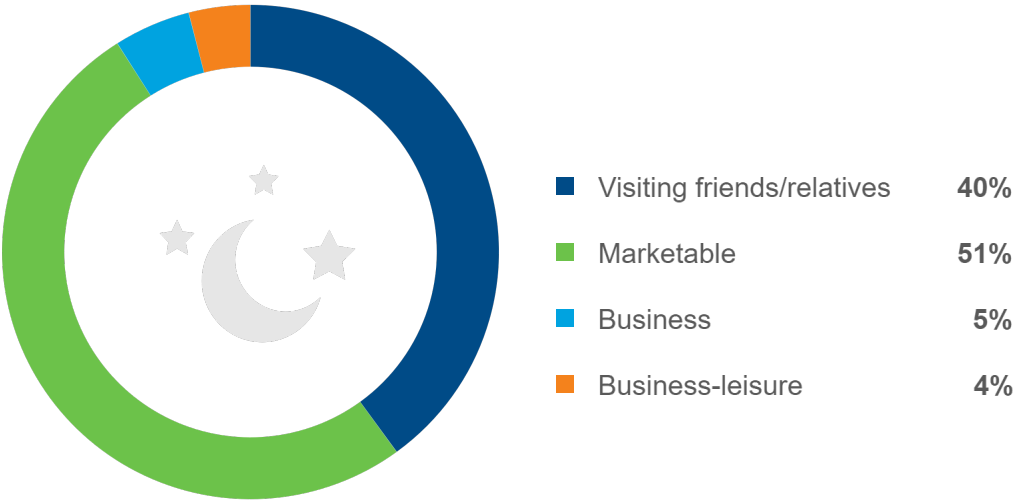
Main Purpose of Trip

	40% Visiting friends/ relatives		2% Conference/ Convention
	9% Cruise		
	8% Resort		
	8% Touring		
	7% City trip		3% Other business trip
	6% Outdoors		
	5% Special event		
	4% Theme park		4% Business-Leisure

Main Purpose of Leisure Trip

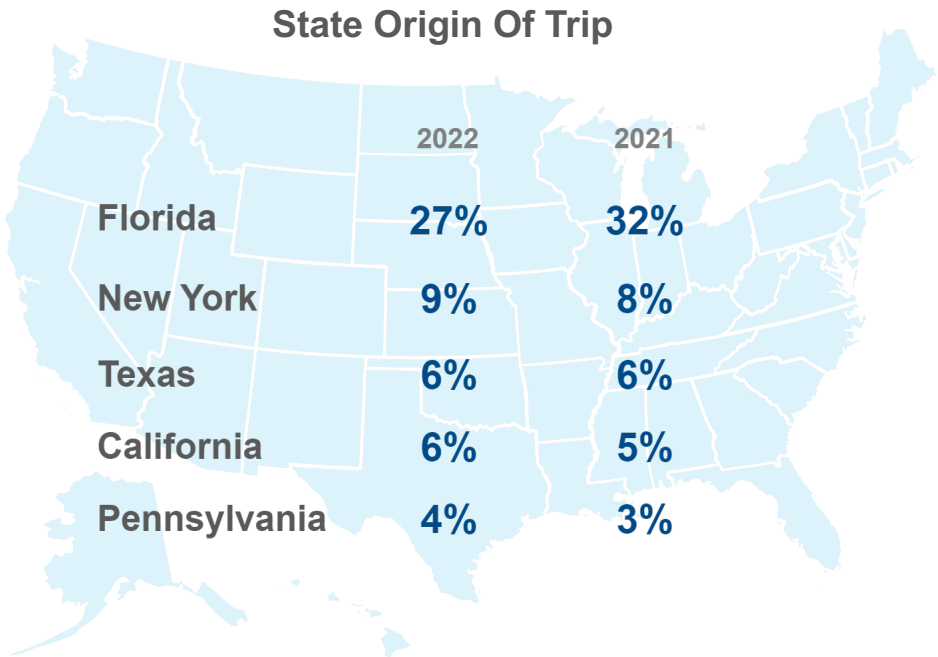
	2022	2021
Visiting friends/ relatives	40%	38%
Cruise	9%	3%
Resort	8%	9%
Touring	8%	14%
City trip	7%	7%
Outdoors	6%	8%
Special event	5%	5%
Theme park	4%	5%

2022 Fort Lauderdale Overnight Trips



Last Year's Fort Lauderdale Overnight Trips





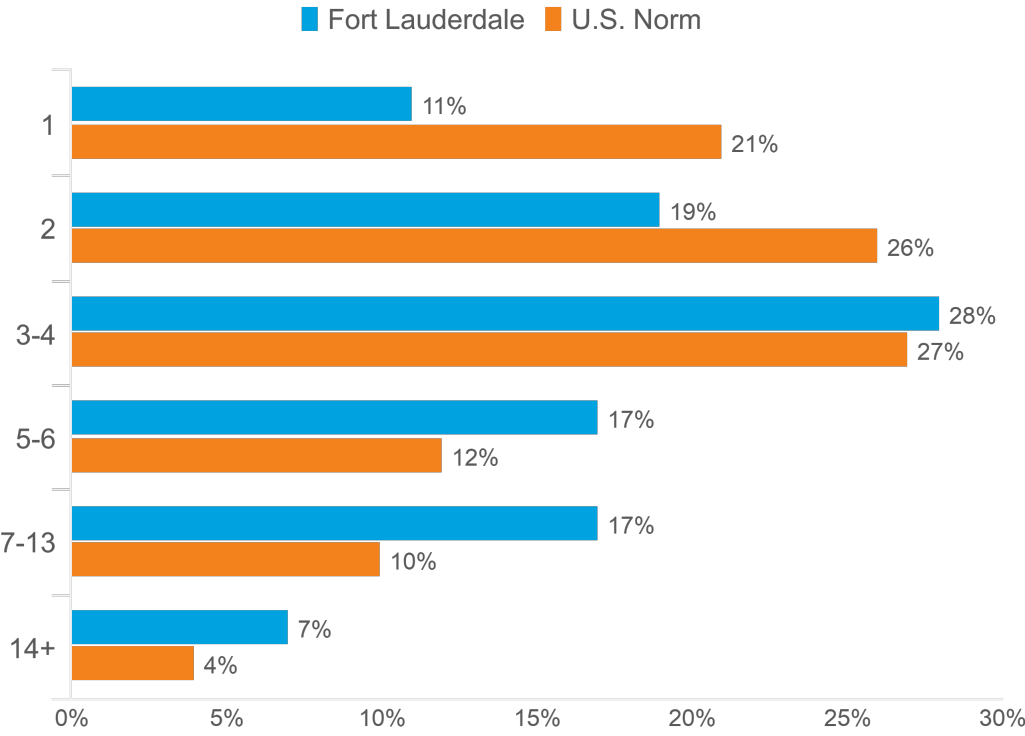
DMA Origin Of Trip

	2022	2021
New York, NY	11%	10%
Miami-Ft. Lauderdale, FL	8%	9%
Orlando-Daytona Beach-Melbrn, FL	5%	7%
Tampa-St. Petersburg-Sarasota, FL	5%	5%
Los Angeles, CA	4%	3%
West Palm Beach-Ft. Pierce, FL	4%	4%
Chicago, IL	3%	3%
Philadelphia, PA	3%	3%
Boston, MA	3%	2%
Dallas-Ft. Worth, TX	3%	2%



Total Overnight Person-Trips

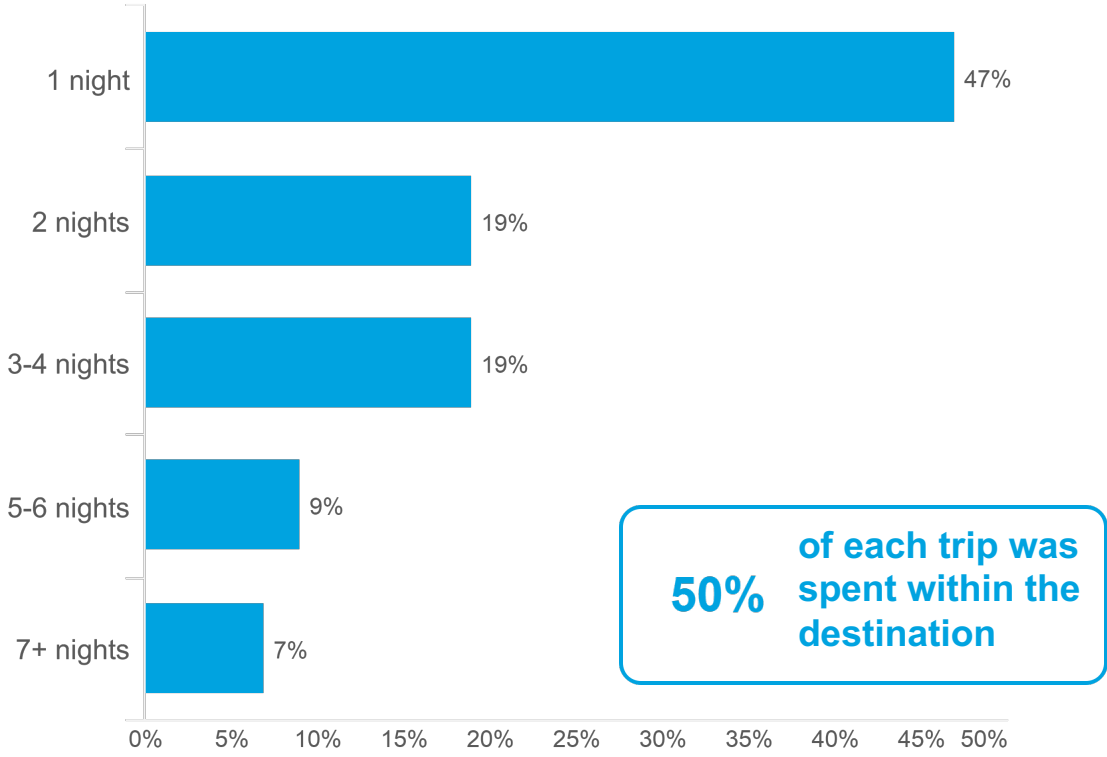
Total Nights Away on Trip



Fort Lauderdale
5.4
Average Nights

U.S. Norm
3.9
Average Nights

Nights Spent in Fort Lauderdale



Average number of nights
2.7

Average last year
2.6

Size of Travel Party

Children Adults

Fort Lauderdale



Total 3.0

Average number of people

U.S. Norm

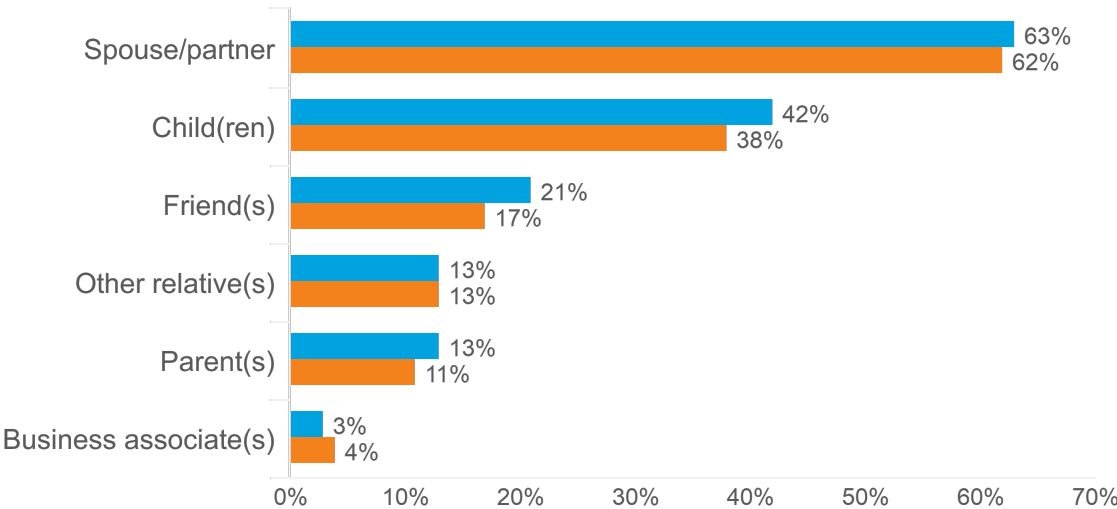


Total 2.9

Average number of people

Composition of Immediate Travel Party

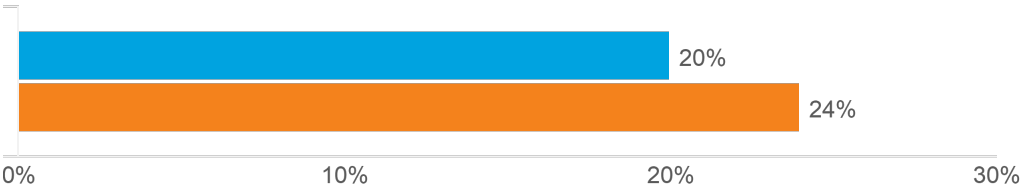
Fort Lauderdale U.S. Norm



Base: 2022 Overnight Person-Trips that included more than one person

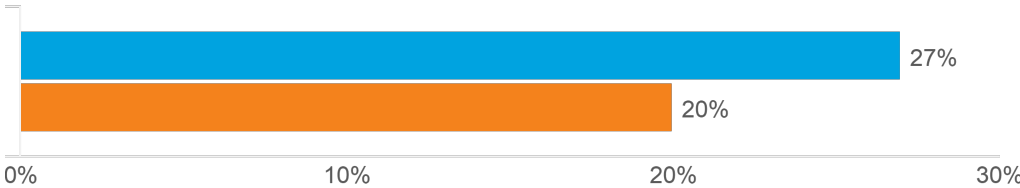
Percent Who Traveled Alone

Fort Lauderdale U.S. Norm

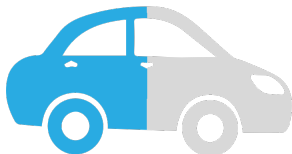


Percent Who Had Travel Party Member with Disabilities

Fort Lauderdale U.S. Norm



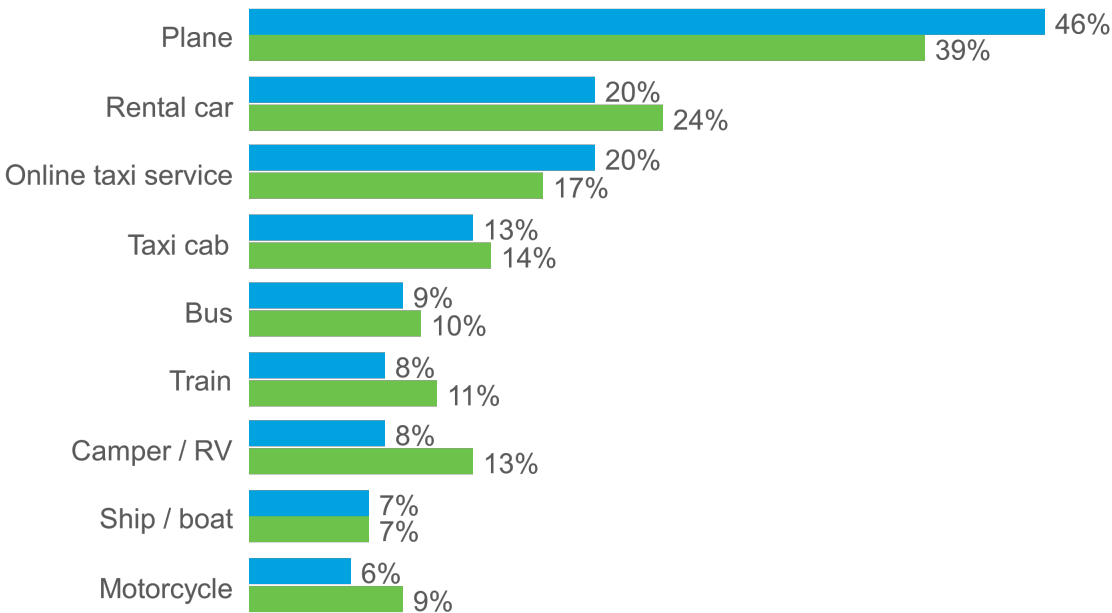
Transportation Used to get to Destination



49% of overnight travelers use own car/truck to get to their destination

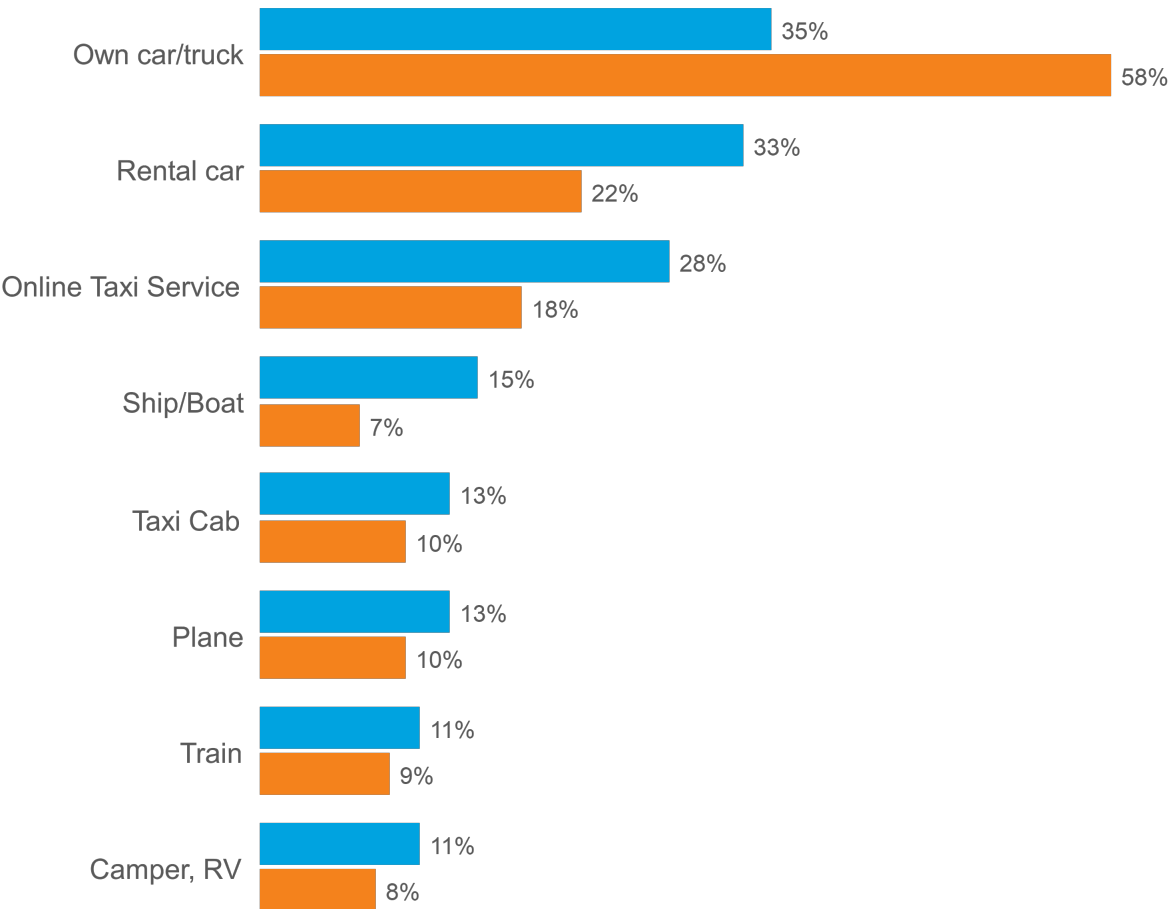
Previous year: 56%

■ 2022 ■ 2021

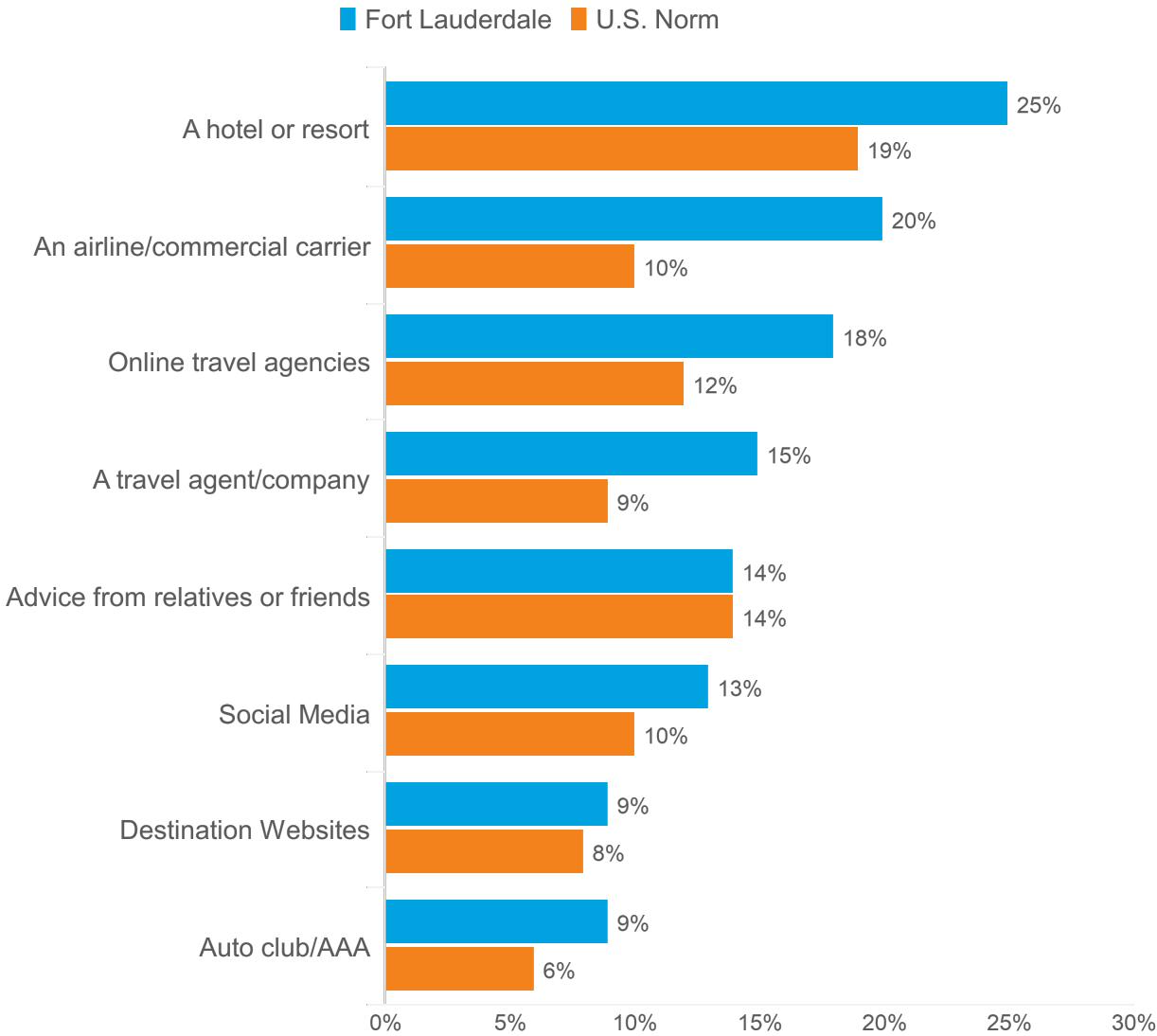


Transportation Used within Destination

■ Fort Lauderdale ■ U.S. Norm



Trip Planning Information Sources

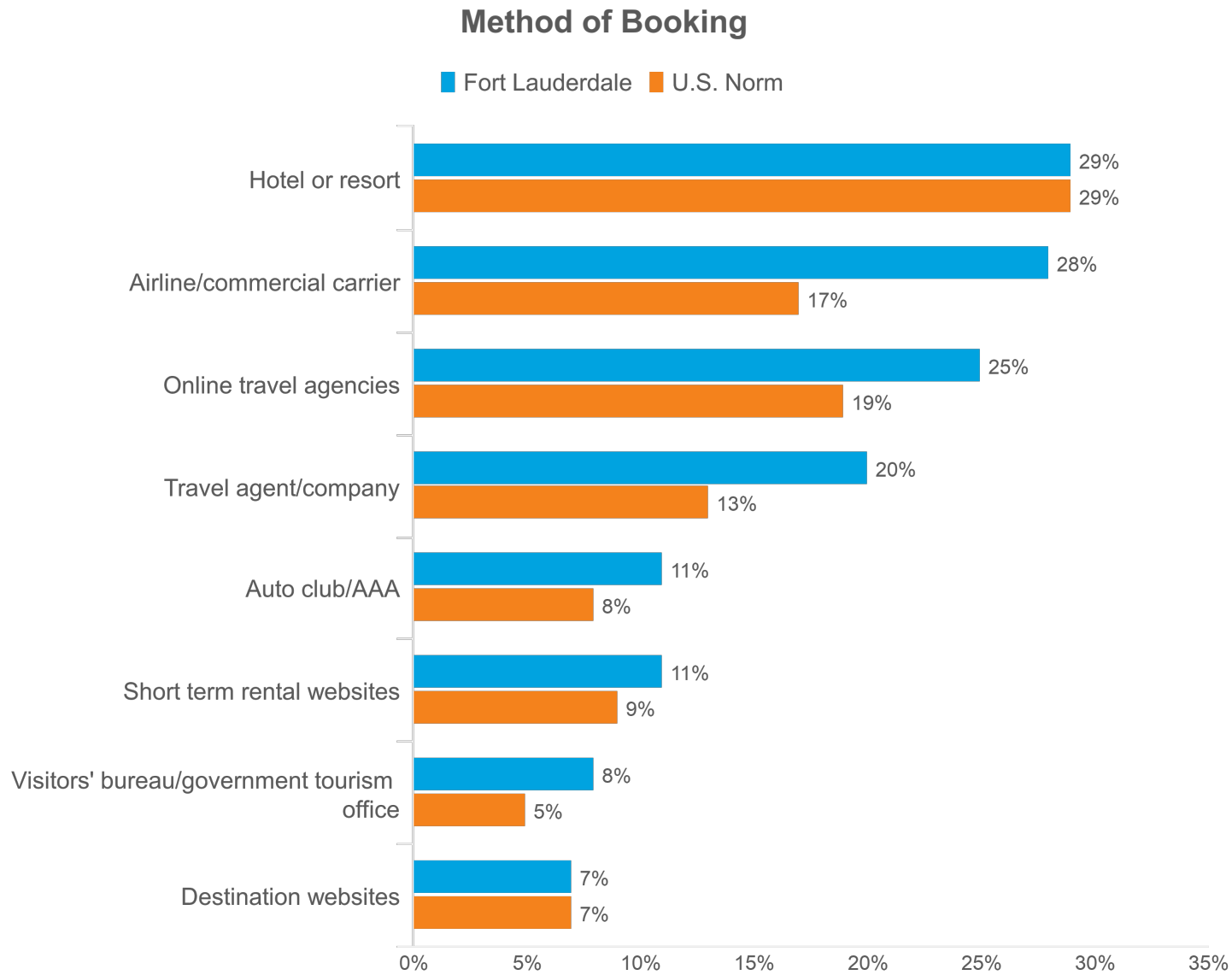


Length of Trip Planning








	Fort Lauderdale	U.S. Norm
1 month or less	22%	31%
2 months	17%	16%
3-5 months	26%	18%
6-12 months	20%	14%
More than 1 year in advance	7%	5%
Did not plan anything in advance	8%	16%

Fort Lauderdale's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips



Accommodations

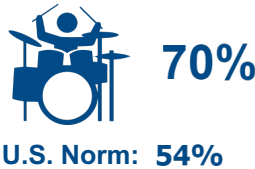
	2022	2021
 Hotel	48%	46%
 Resort hotel	17%	17%
 Home of friends / relatives	15%	13%
 Motel	14%	20%
 Bed & breakfast	11%	16%
 Boat / cruise ship	10%	5%
 Rented home / condo / apartment	10%	12%

Activity Groupings

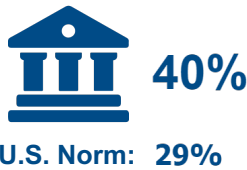
Outdoor Activities



Entertainment Activities



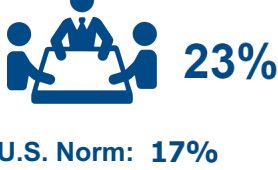
Cultural Activities



Sporting Activities









Business Activities



Activities and Experiences (Top 10)







	2022	2021
Shopping	36%	27%
Beach/waterfront	32%	26%
Swimming	28%	26%
Bar/nightclub	27%	21%
Sightseeing	26%	21%
Casino	18%	14%
Museum	16%	13%
Landmark/historic site	15%	12%
Attending celebration	15%	14%
Theme park	14%	12%


Shopping Types on Trip

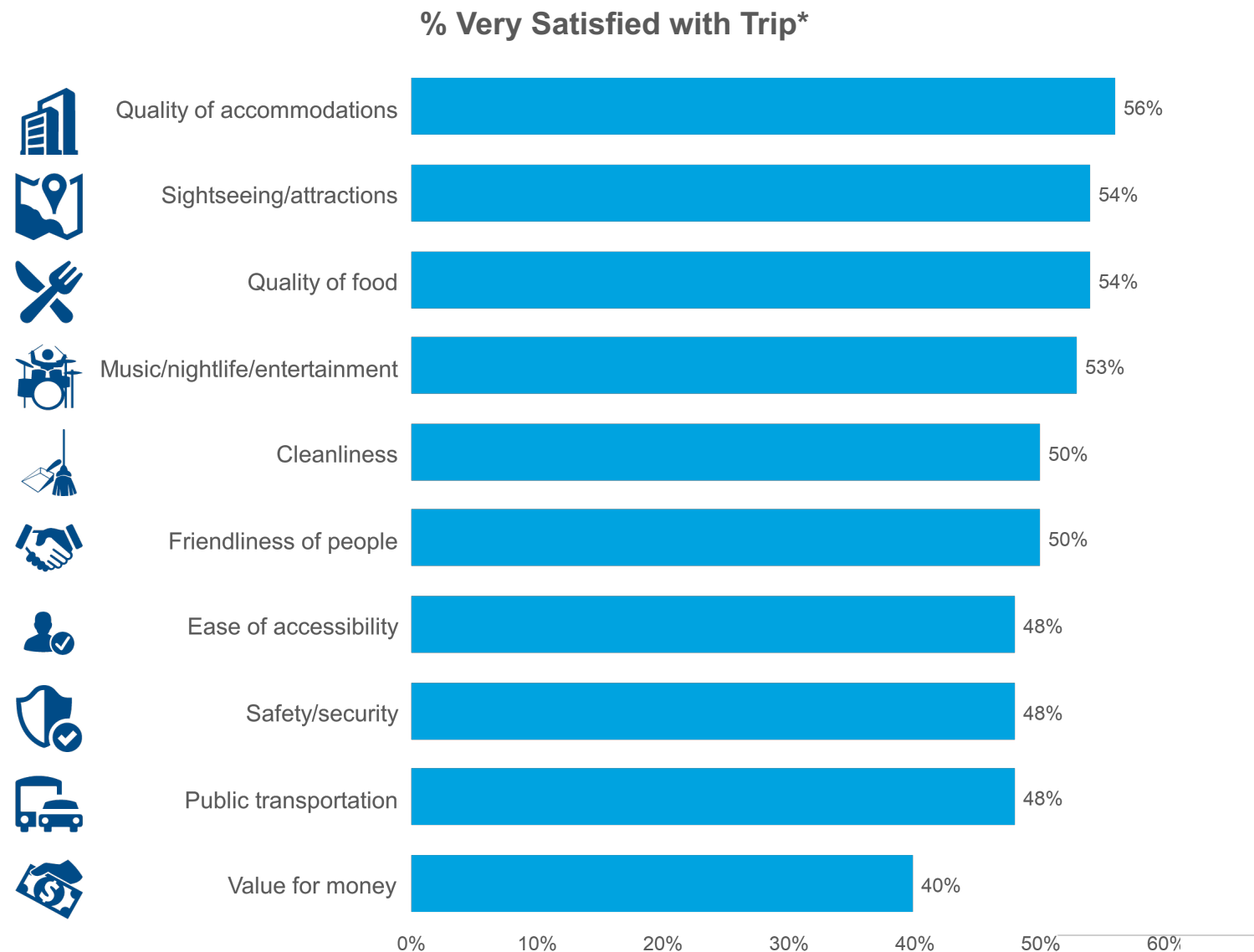
	Fort Lauderdale	U.S. Norm
	Outlet/mall shopping	56%48%
	Convenience/grocery shopping	48%44%
	Souvenir shopping	47%41%
	Boutique shopping	36%29%
	Big box stores (Walmart, Costco)	35%33%
	Antiquing	12%12%

Base: 2022 Overnight Person-Trips that included Shopping

Dining Types on Trip

	Fort Lauderdale	U.S. Norm
	Unique/local food	51%47%
	Fine/upscale dining	41%25%
	Street food/food trucks	32%23%
	Food delivery service (UberEATS, DoorDash, etc.)	30%21%
	Gastropubs	14%10%
	Picnicking	14%13%

 **63%**
of overnight travelers were
very satisfied with their overall
trip experience

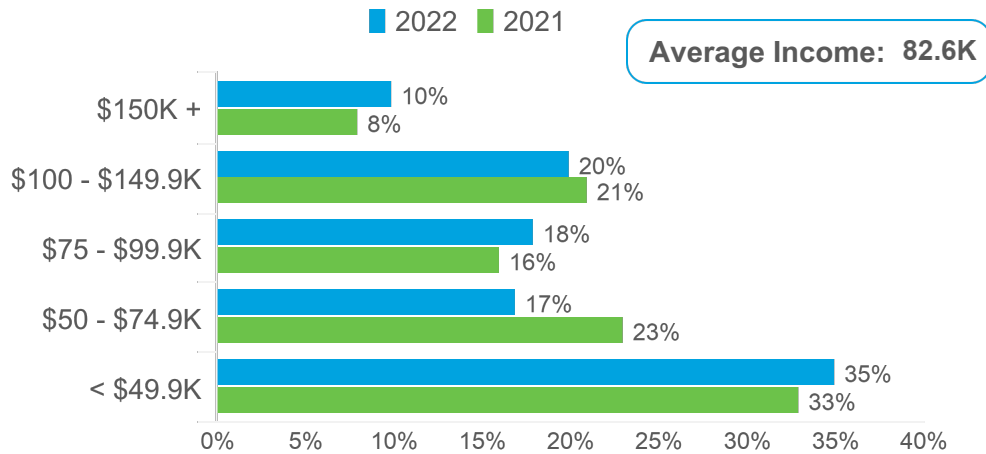


*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

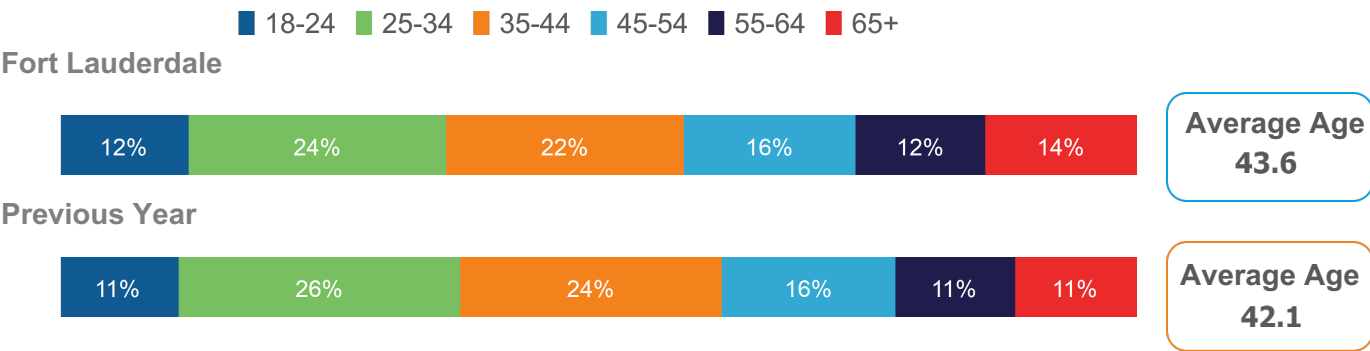
Demographic Profile of Overnight Fort Lauderdale Visitors

Base: 2022 Overnight Person-Trips

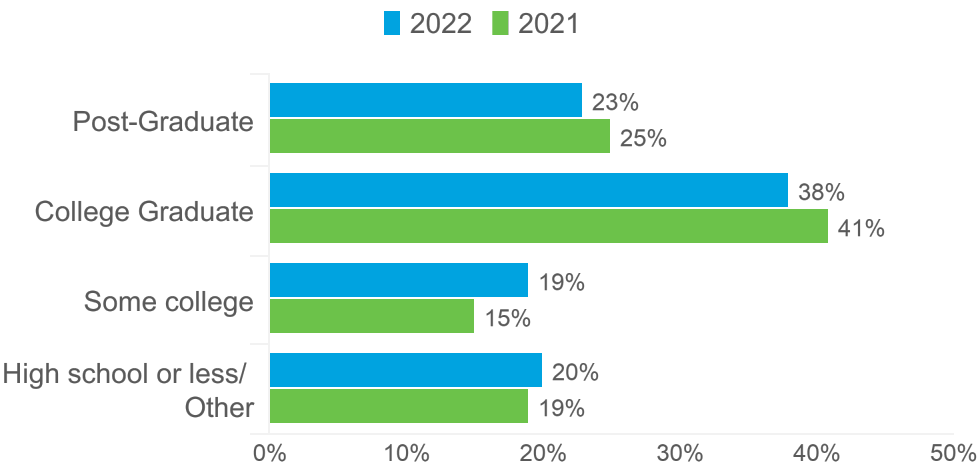
Household Income



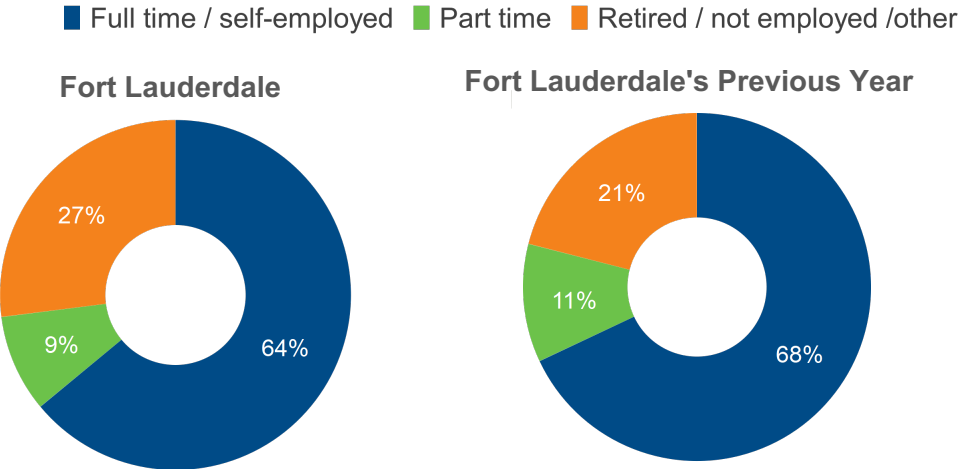
Age



Educational Attainment



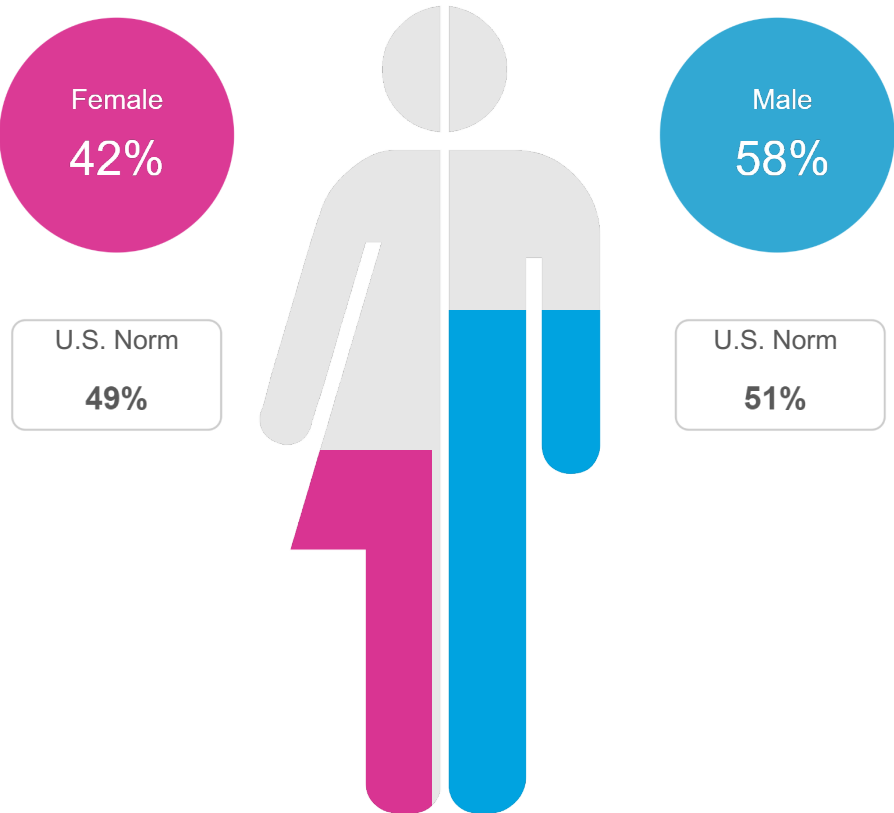
Employment



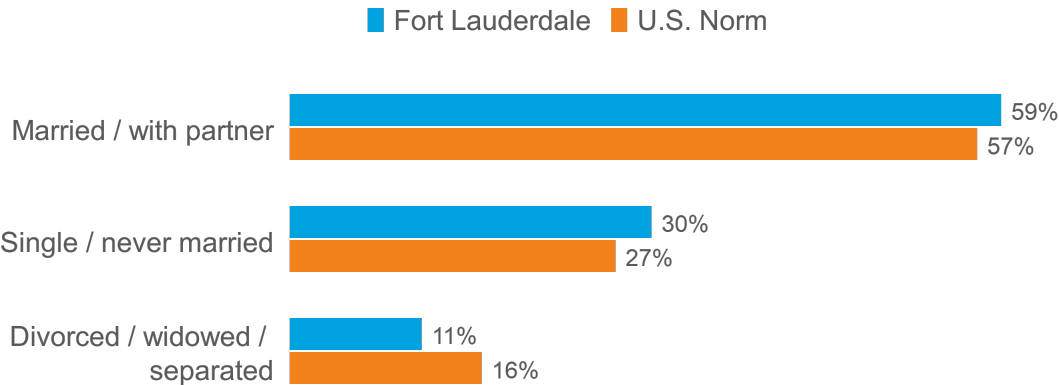
Demographic Profile of Overnight Fort Lauderdale Visitors

Base: 2022 Overnight Person-Trips

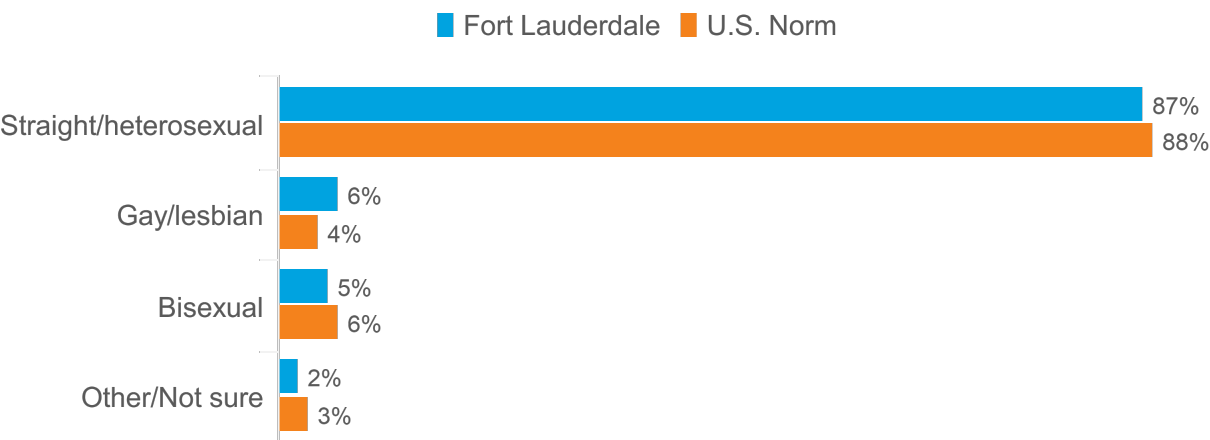
Gender



Marital Status



Sexual Orientation

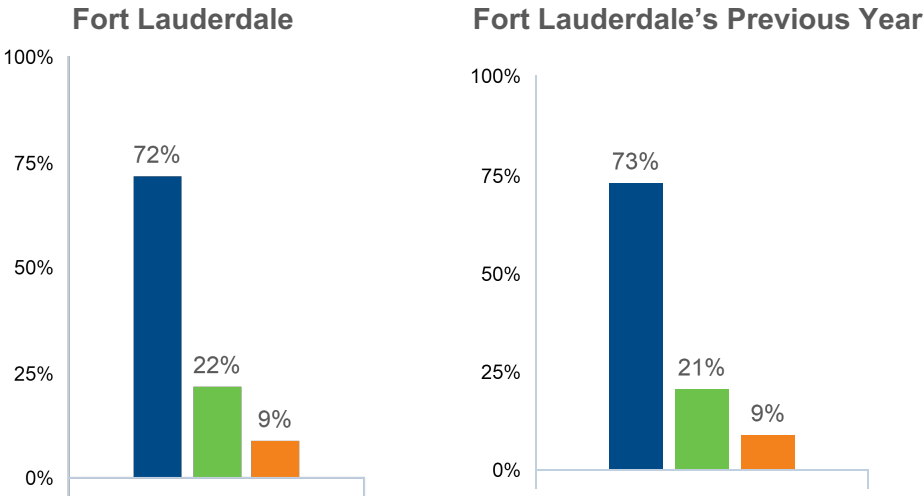


Demographic Profile of Overnight Fort Lauderdale Visitors

Base: 2022 Overnight Person-Trips

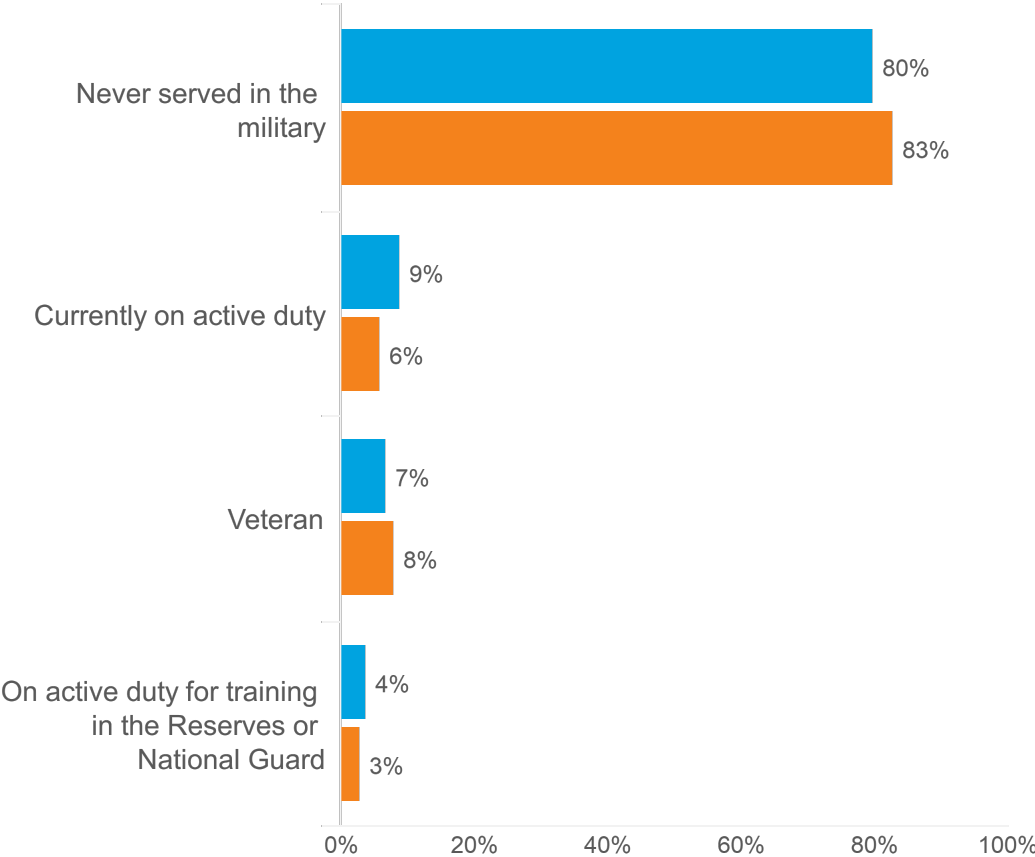
Race

White African-American Other



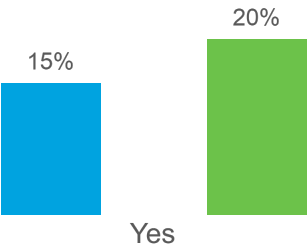
Military Status

Fort Lauderdale U.S. Norm

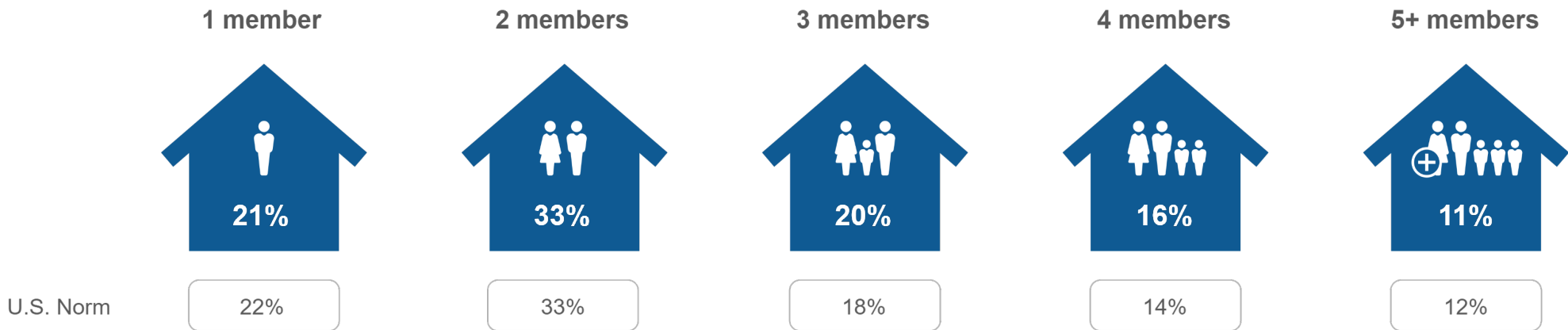


Hispanic Background

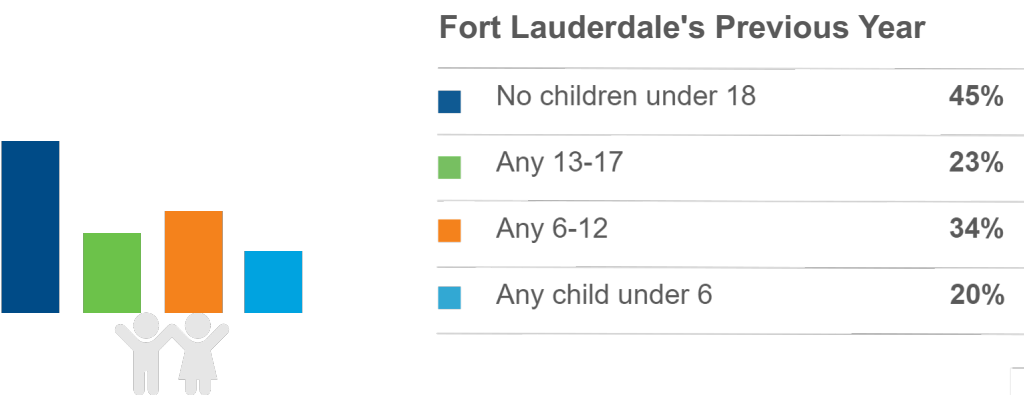
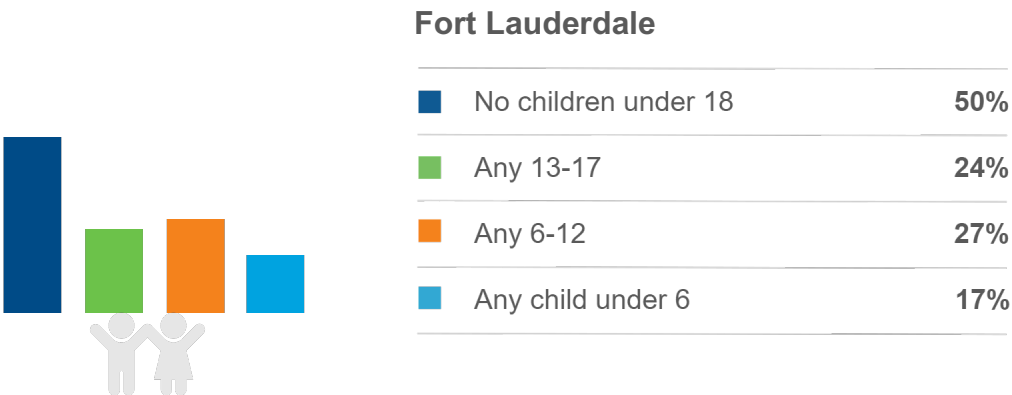
2022 2021



Household Size



Children in Household





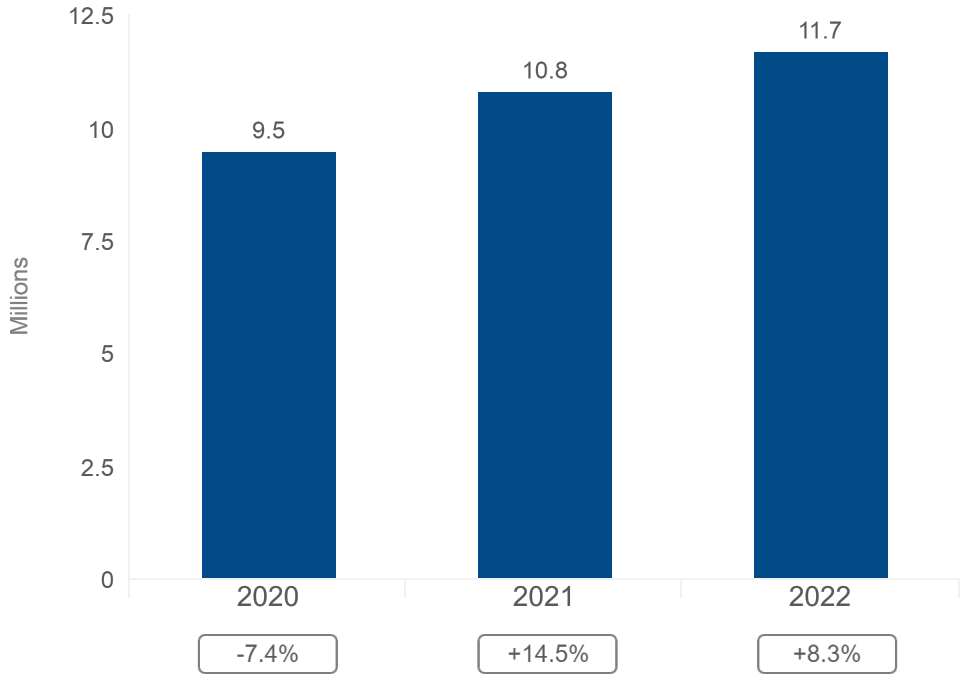
Travel USA Visitor Profile

Day Visitation



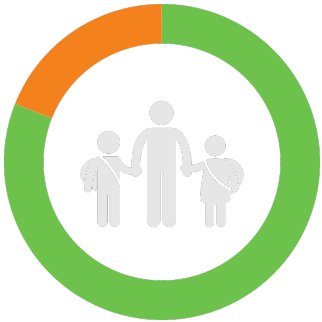
2022

Day Trips to Fort Lauderdale



Size of Fort Lauderdale Day Travel Market - Adults vs. Children

Total Day Person-Trips
11.7 Million



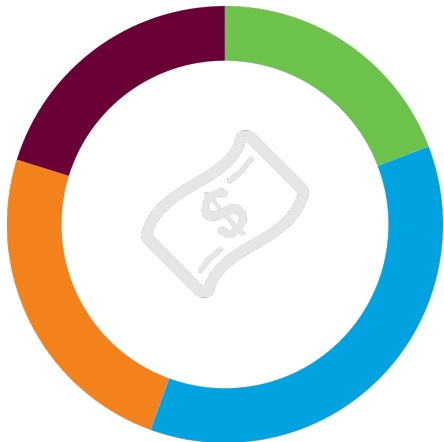
- Adults
81% 9.4 Million
- Children
19% 2.3 Million

Domestic Day Expenditures - by Sector

Total Spending

\$ 1.129 Billion

+25.4% vs. last year



Transportation at Destination	19%	\$219 Million
Restaurant Food & Beverage	36%	\$412 Million
Retail Purchase	24%	\$272 Million
Recreation/Entertainment	20%	\$226 Million

vs. last year

+27.8%

+25.5%

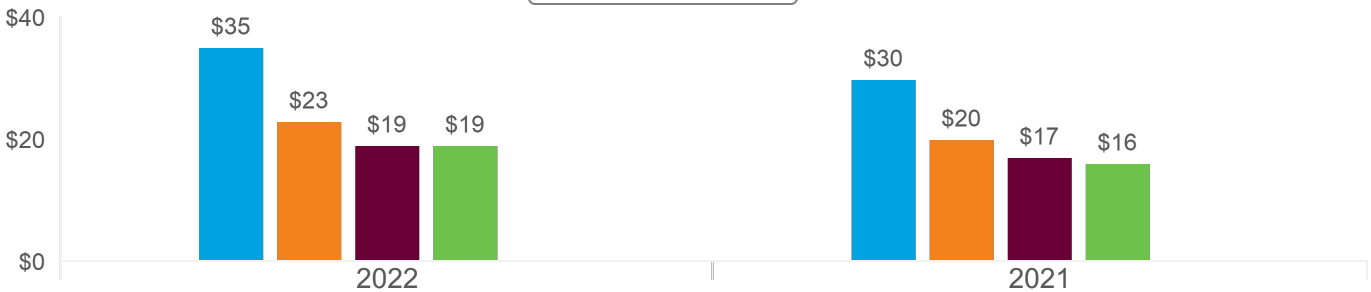
+26.0%

+22.5%

Average Per Person Per Trip Expenditures on Domestic Day Trips - by Sector

Average Per Person Per Trip: \$96

Last year: \$83














Restaurant food & beverage Retail Purchase Recreation/ Sightseeing/ Entertainment
Transportation at Destination

Average Per Person
Per Trip:

Leisure \$97

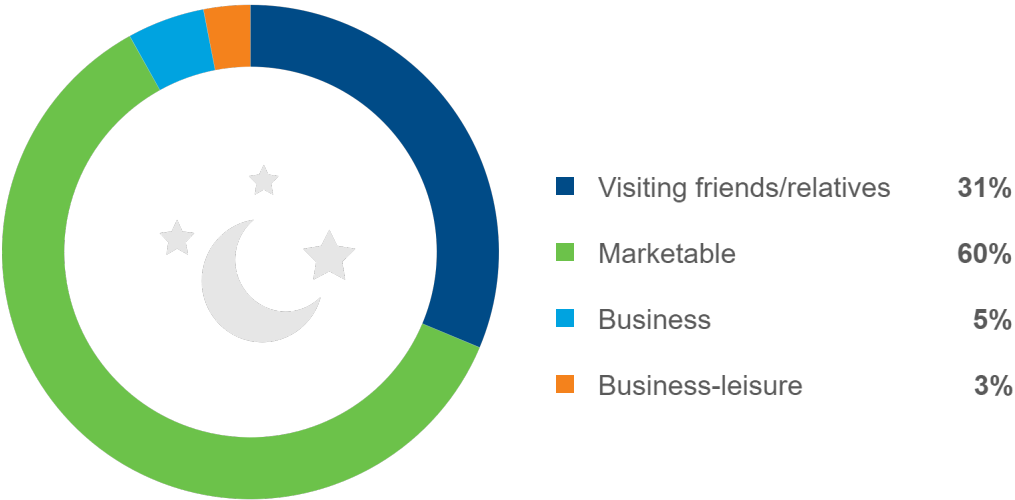
Main Purpose of Trip

	31% Visiting friends/ relatives		1% Conference/ Convention	
	11% City trip			
	8% Outdoors			
	8% Touring			
	7% Casino		3% Other business trip	
	7% Special event			
	6% Cruise			
	5% Theme park			
		3% Business-Leisure		

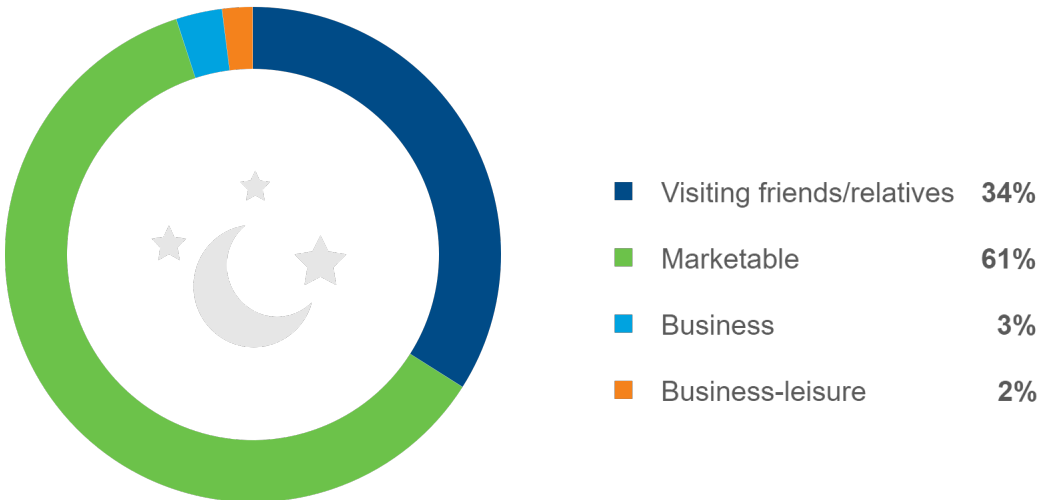
Main Purpose of Leisure Trip

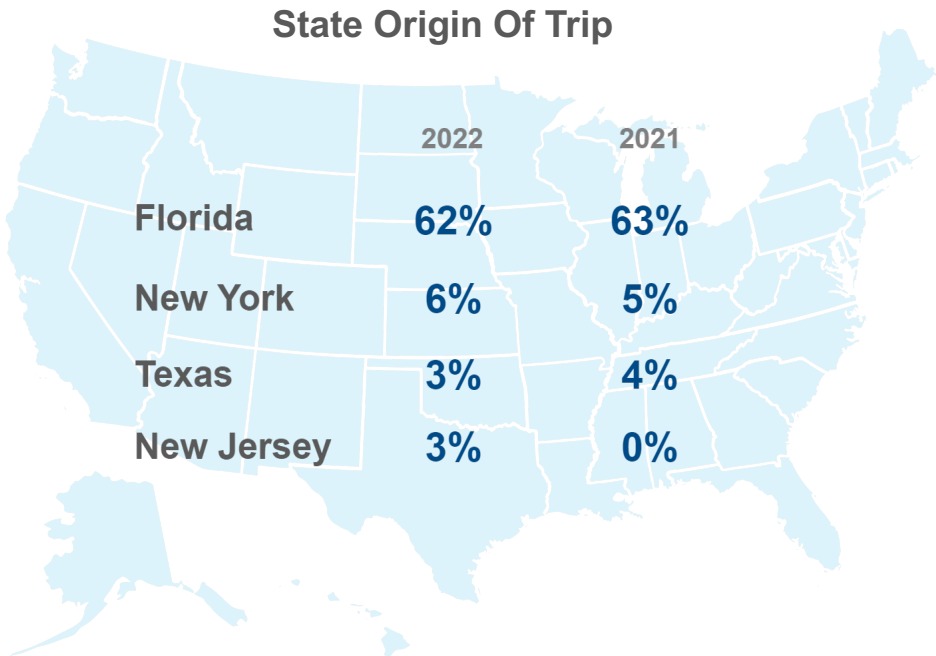
	2022	2021
Visiting friends/ relatives	31%	34%
City trip	11%	11%
Outdoors	8%	11%
Touring	8%	11%
Casino	7%	7%
Special event	7%	6%
Cruise	6%	5%
Theme park	5%	3%

2022 Fort Lauderdale Day Trips



Last Year's Fort Lauderdale Day Trips





DMA Origin Of Trip

	2022	2021
Miami-Ft. Lauderdale, FL	27%	22%
West Palm Beach-Ft. Pierce, FL	12%	13%
Orlando-Daytona Beach-Melbrn, FL	9%	12%
New York, NY	8%	4%
Tampa-St. Petersburg-Sarasota, FL	5%	9%
Ft. Myers-Naples, FL	3%	4%
Jacksonville, FL/GA	3%	3%



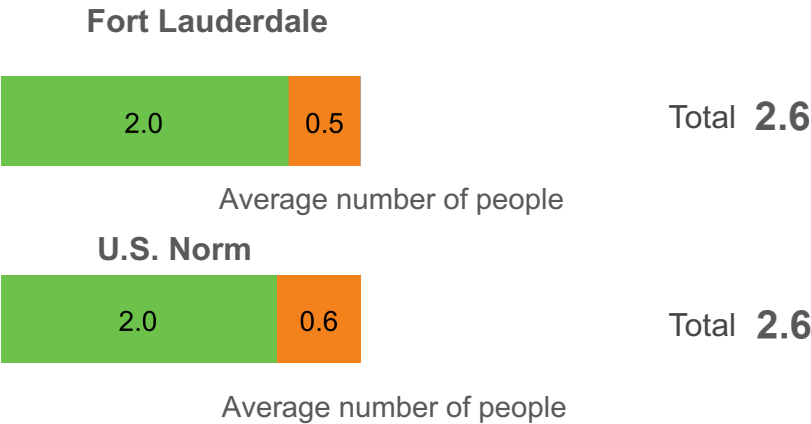
Season of Trip
Total Day Person-Trips

Fort Lauderdale's Day Trip Characteristics

Base: 2022 Day Person-Trips

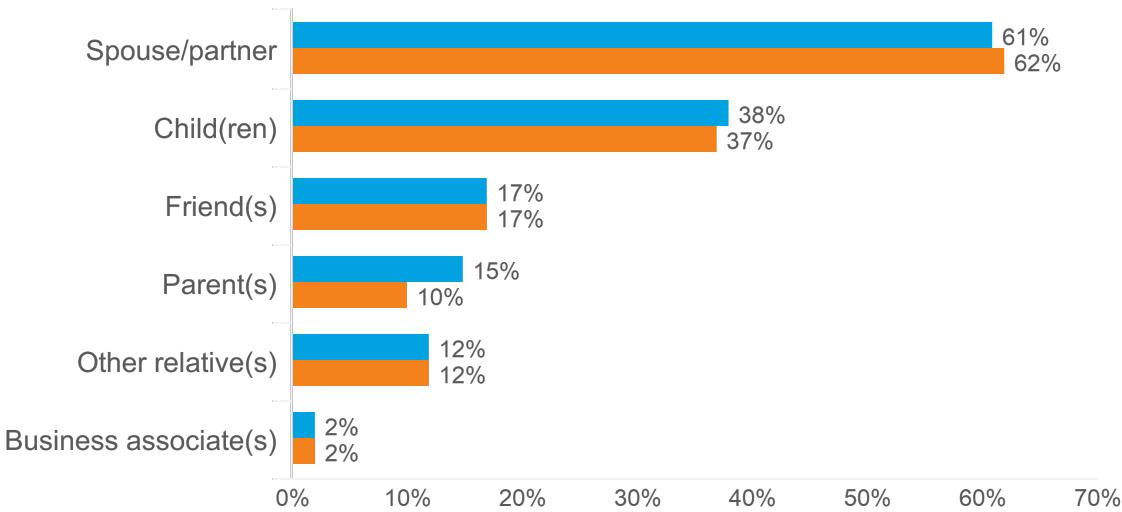
Size of Travel Party

Children Adults



Composition of Immediate Travel Party

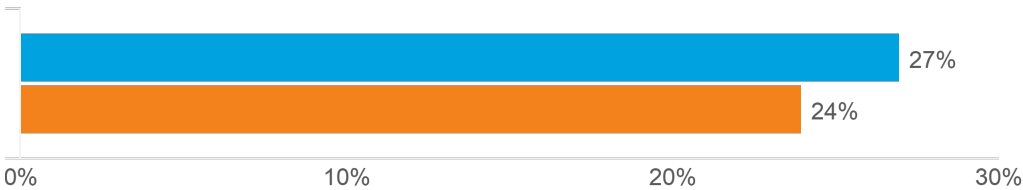
Fort Lauderdale U.S. Norm



Base: 2022 Day Person-Trips that included more than one person

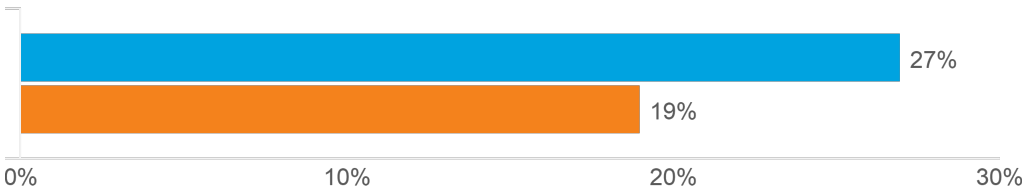
Percent Who Traveled Alone

Fort Lauderdale U.S. Norm



Percent Who Had Travel Party Member with Disabilities

Fort Lauderdale U.S. Norm

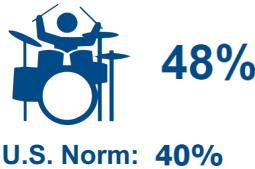


Activity Groupings

Outdoor Activities



Entertainment Activities



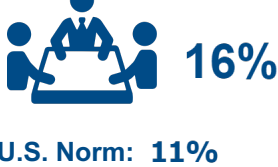
Cultural Activities



Sporting Activities









Business Activities



Activities and Experiences (Top 10)







	2022	2021
Shopping	23%	16%
Sightseeing	14%	11%
Casino	12%	11%
Bar/nightclub	10%	9%
Attending celebration	10%	7%
Beach/waterfront	10%	12%
Fishing	10%	4%
Swimming	9%	10%
Landmark/historic site	8%	7%
Convention for personal interest	8%	5%

Shopping Types on Trip

	Fort Lauderdale	U.S. Norm
	Outlet/mall shopping	65%48%
	Convenience/grocery shopping	37%28%
	Souvenir shopping	30%26%
	Big box stores (Walmart, Costco)	24%29%
	Boutique shopping	18%23%
	Antiquing	8%12%

Base: 2022 Day Person-Trips that included Shopping

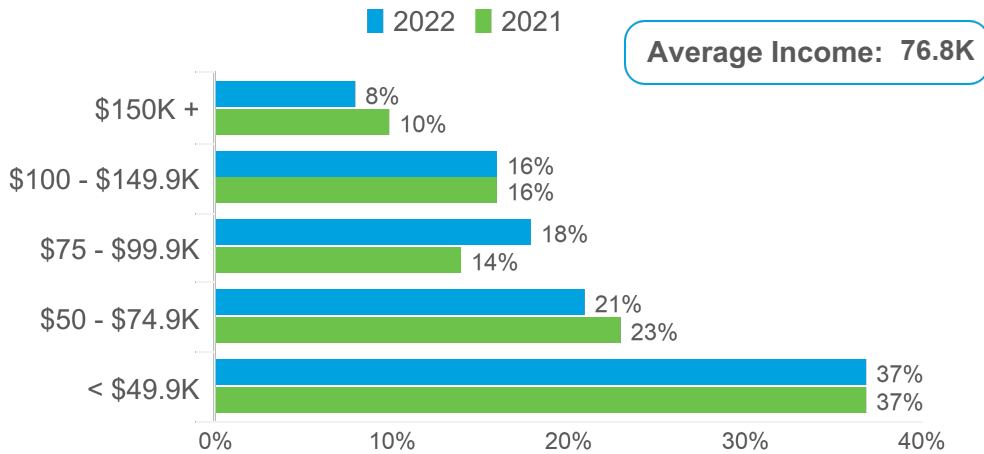
Dining Types on Trip

	Fort Lauderdale	U.S. Norm
	Unique/local food	43%38%
	Street food/food trucks	28%19%
	Fine/upscale dining	26%15%
	Food delivery service (UberEATS, DoorDash, etc.)	16%13%
	Picnicking	11%12%
	Gastropubs	7%7%

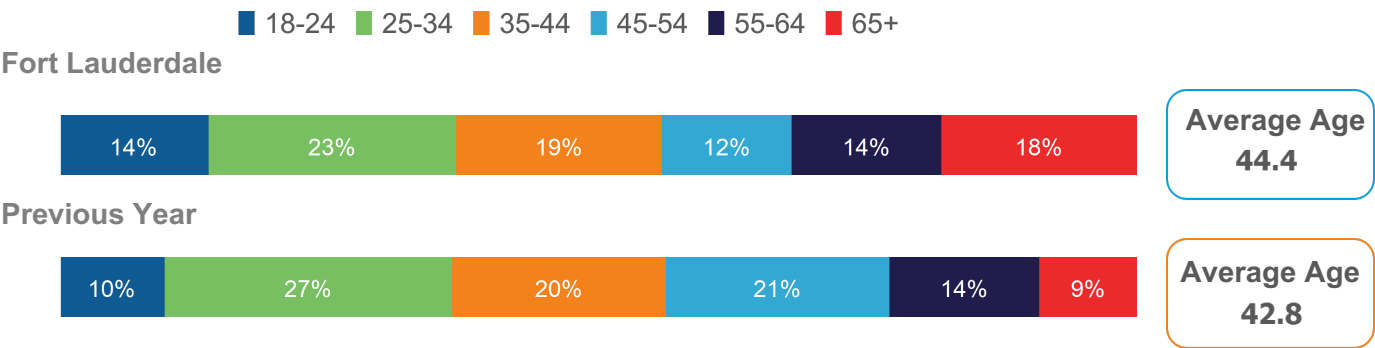
Demographic Profile of Day Fort Lauderdale Visitors

Base: 2022 Day Person-Trips

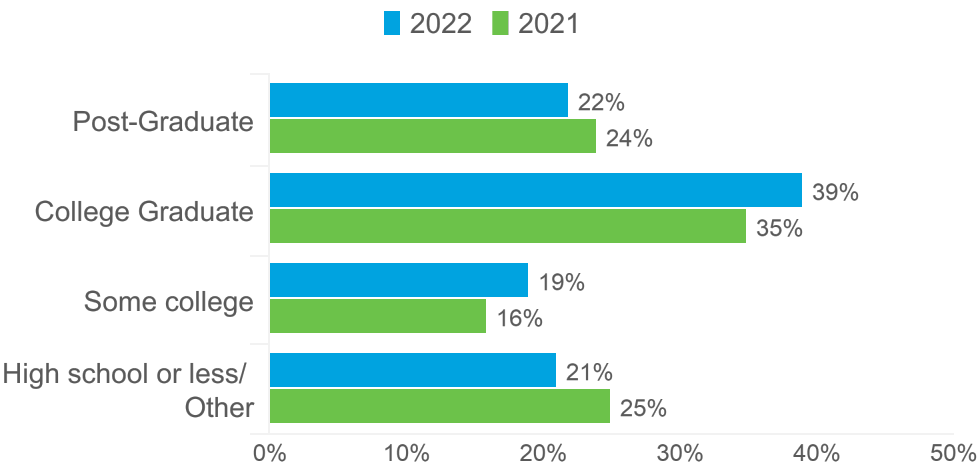
Household Income



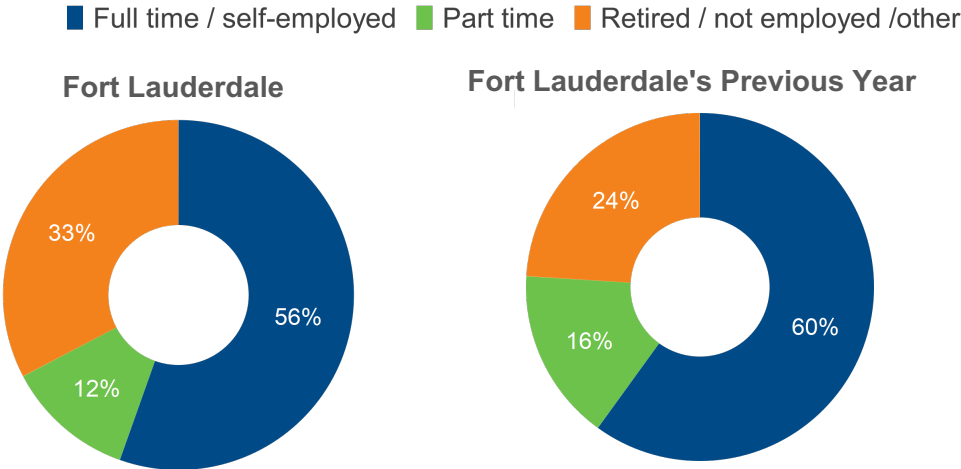
Age



Educational Attainment



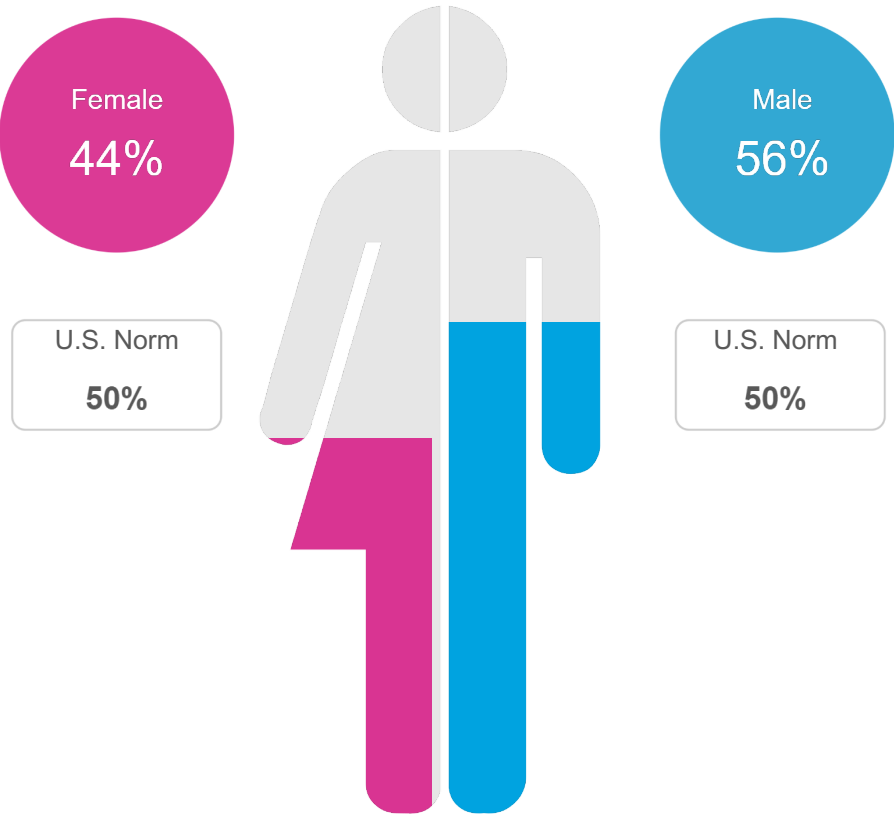
Employment



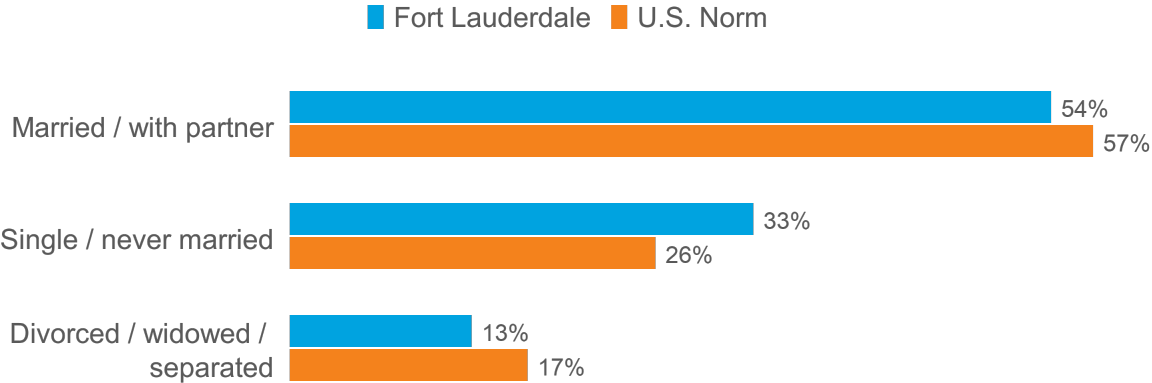
Demographic Profile of Day Fort Lauderdale Visitors

Base: 2022 Day Person-Trips

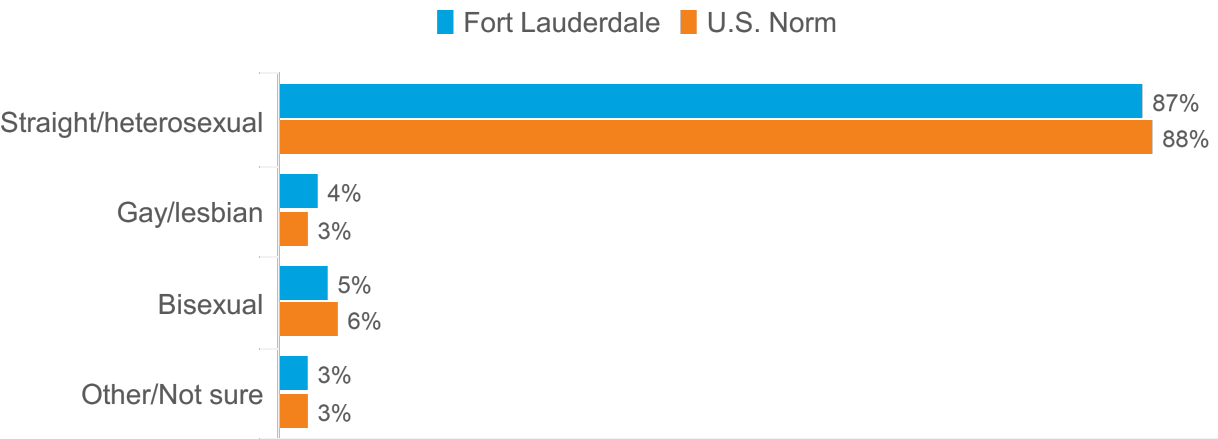
Gender



Marital Status



Sexual Orientation

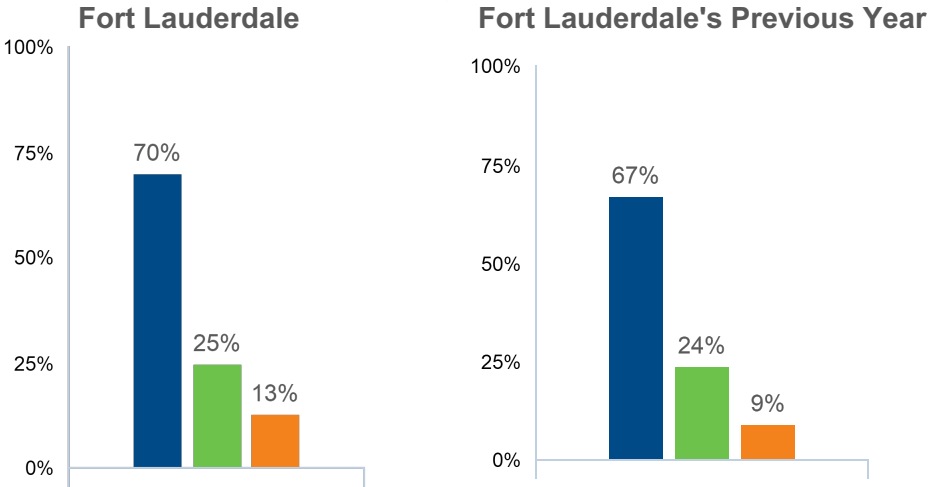


Demographic Profile of Day Fort Lauderdale Visitors

Base: 2022 Day Person-Trips

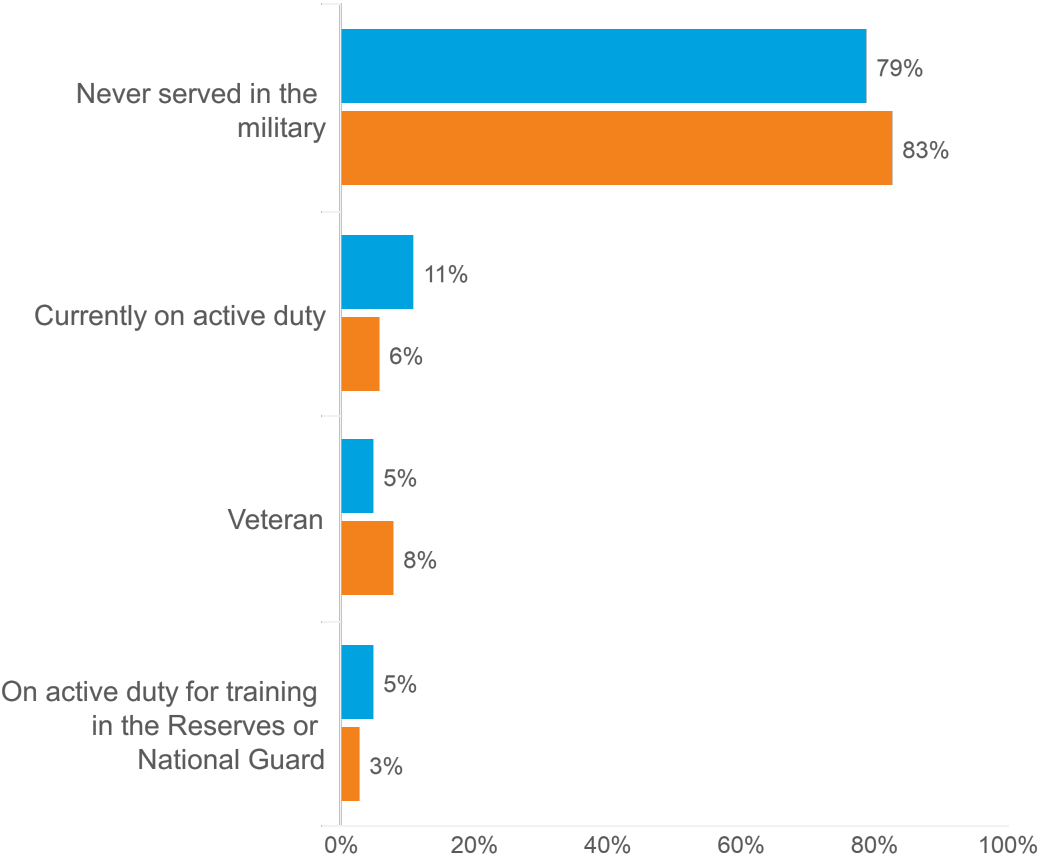
Race

White African-American Other



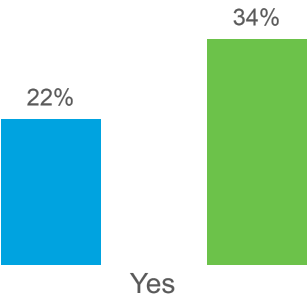
Military Status

Fort Lauderdale U.S. Norm

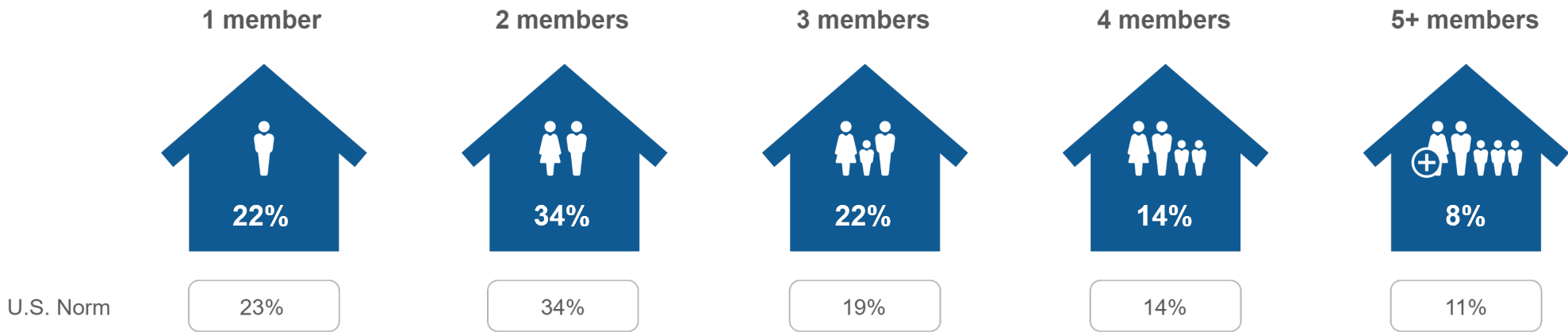


Hispanic Background

2022 2021



Household Size



Children in Household

