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Longwoods INTERNATIONAL

Travel USA Visitor Profile

VISIT LAUDERDALE

EVERYONE UNDER THE SUN

2023

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 or 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 2023.

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.

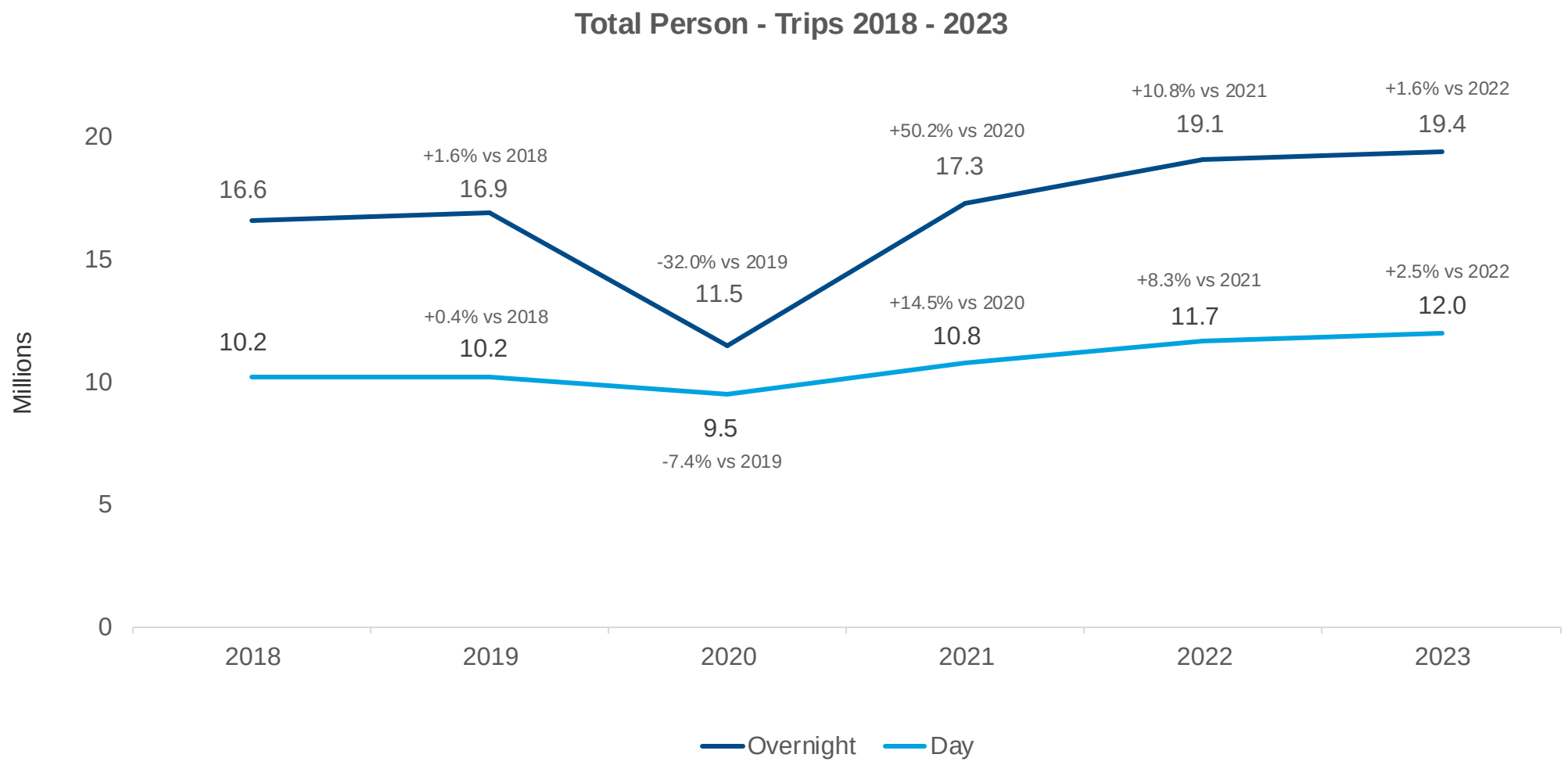
For Fort Lauderdale, the following sample was achieved in 2023:

Overnight Base Size	Day Base Size
1,563	*303*

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

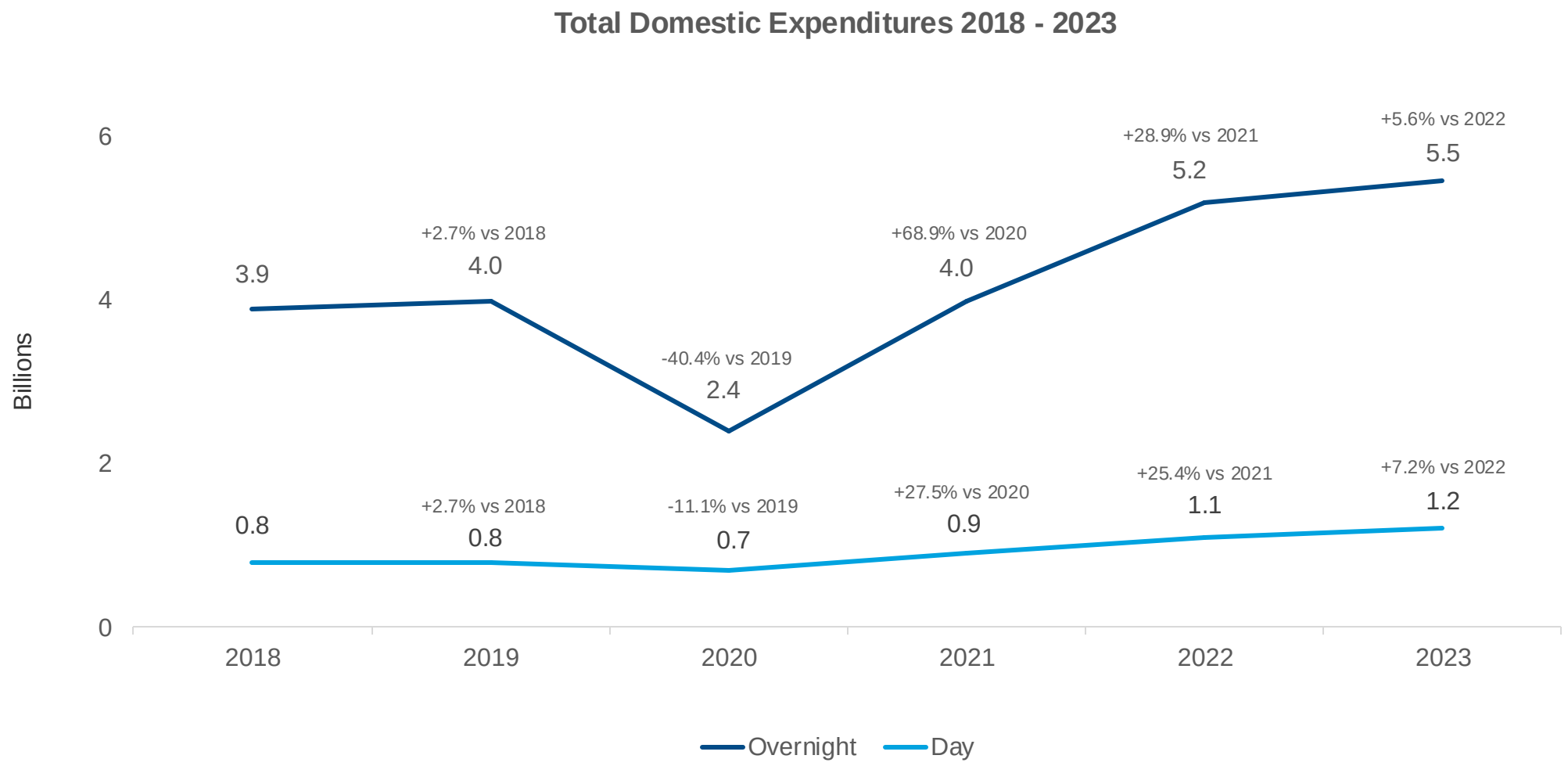
Total Size of Fort Lauderdale Domestic Travel Market

Base: 2018 - 2023 Total Person -Trips



Total Expenditures for Fort Lauderdale Domestic Travel Market

Base: 2018 - 2023 Total Person -Trips



Size of the Fort Lauderdale Travel Market

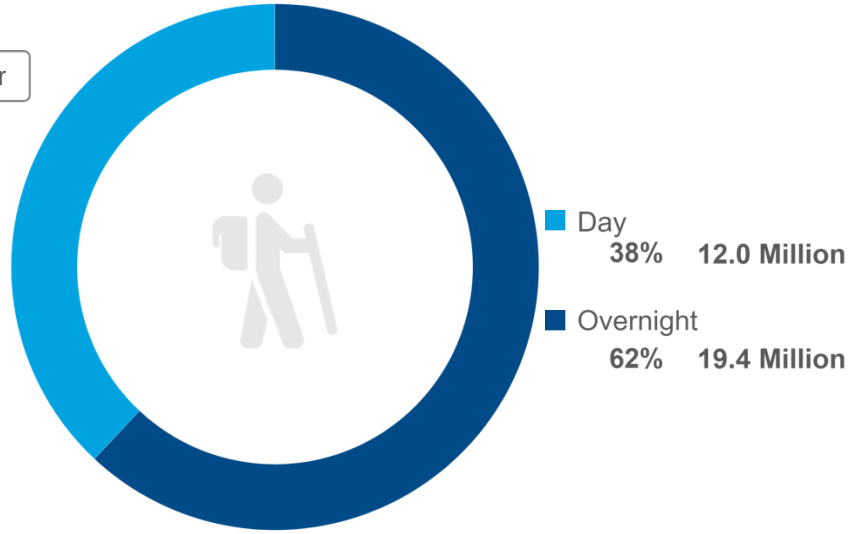
Base: 2023 Person-Trips

Total Size of Fort Lauderdale 2023 Domestic Travel Market

Total Person-Trips

31.4 Million

+1.9% vs. last year

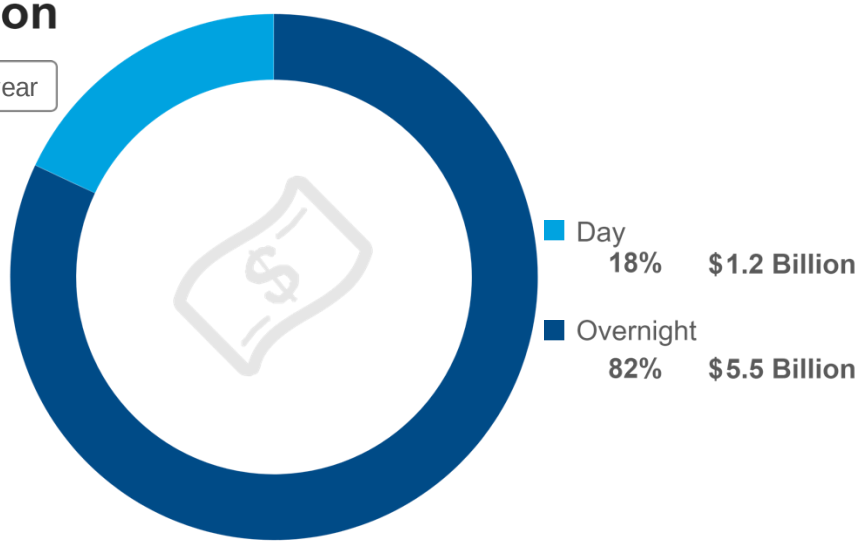


Total Expenditures for Fort Lauderdale 2023 Domestic Travel Market

Total Spending

$ 6.7 Billion

+5.9% vs. last year



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Travel USA Visitor Profile

Overnight Visitation

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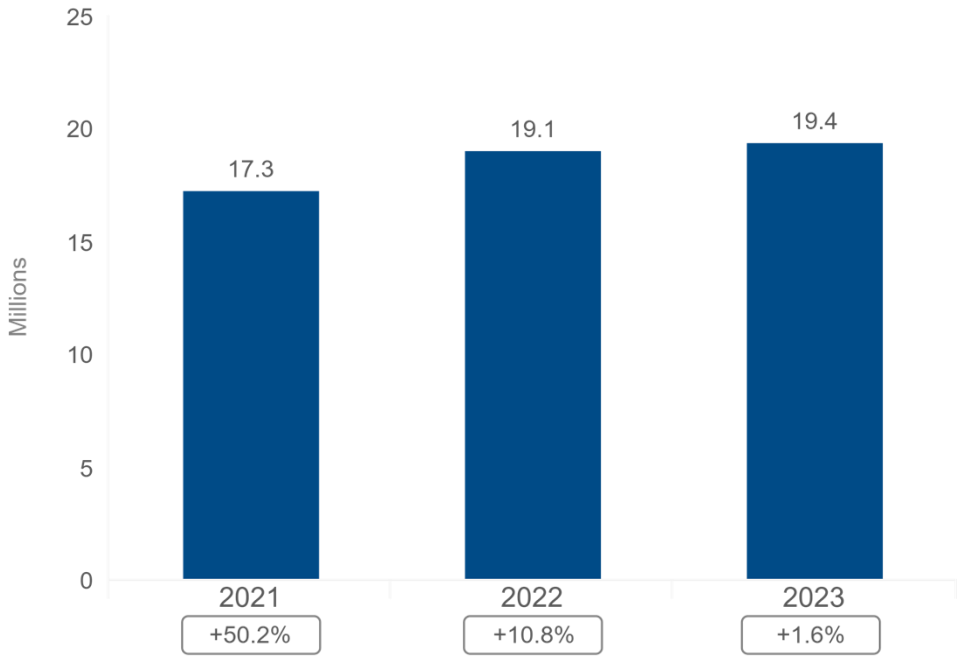
EVERYONE UNDER THE SUN

2023

Size and Structure of Fort Lauderdale's Domestic Travel Market

Base: 2023 Overnight Person-Trips

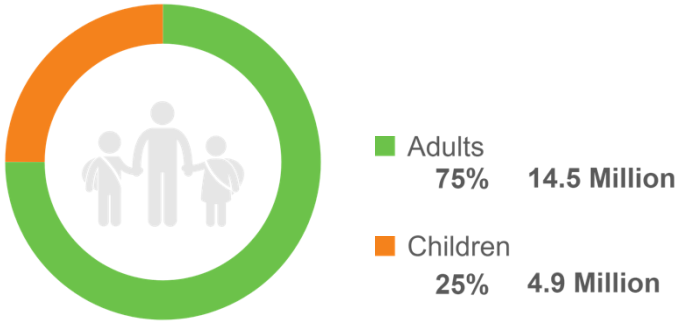
Overnight Trips to Fort Lauderdale



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

Total Overnight Person-Trips

19.4 Million



Past Visitation to Fort Lauderdale

77% of overnight travelers to Fort Lauderdale are repeat visitors

52% of overnight travelers to Fort Lauderdale had visited before in the past 12 months

Fort Lauderdale's Overnight Trip Expenditures

Base: 2023 Overnight Person-Trips

Domestic Overnight Expenditures - by Sector

Total Spending

$ 5.474 Billion

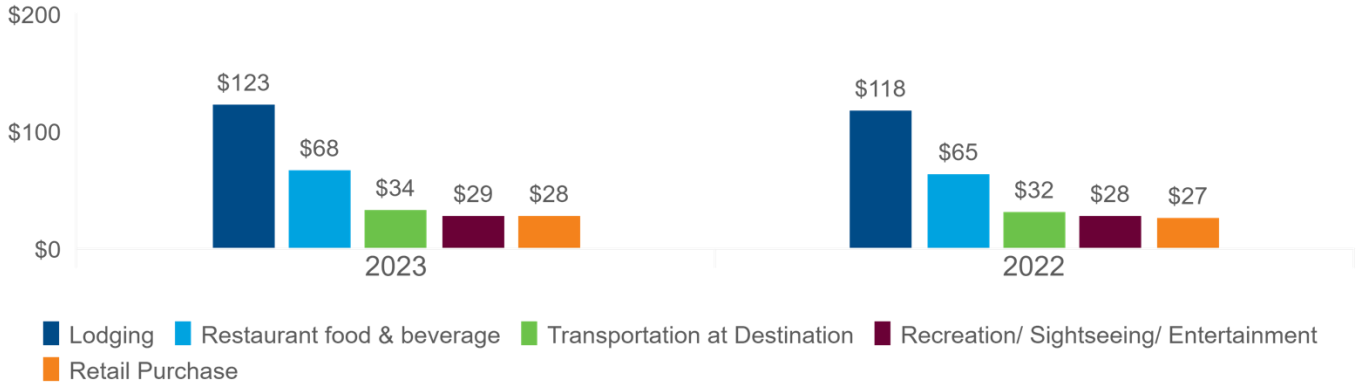
+5.6% vs. last year

			vs. last year
Lodging	44%	$2,382 Million	+5.1%
Transportation at Destination	12%	$655 Million	+6.2%
Restaurant Food & Beverage	24%	$1,315 Million	+5.6%
Retail Purchase	10%	$551 Million	+5.9%
Recreation/Entertainment	10%	$571 Million	+6.7%

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

Average Per Person Per Trip: $282

Last year: $271



Average Per Person Per Trip:

Leisure $281

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Fort Lauderdale's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips

Main Purpose of Trip

39%
Visiting friends/ relatives

11%
Touring

9%
Cruise

9%
Resort

6%
City trip

5%
Outdoors

4%
Special event

4%
Theme park

3%
Conference/ Convention

3%
Other business trip

3%
Business-Leisure

Main Purpose of Leisure Trip

	2023	2022
Visiting friends/ relatives	39%	40%
Touring	11%	8%
Cruise	9%	9%
Resort	9%	8%
City trip	6%	7%
Outdoors	5%	6%
Special event	4%	5%
Theme park	4%	4%

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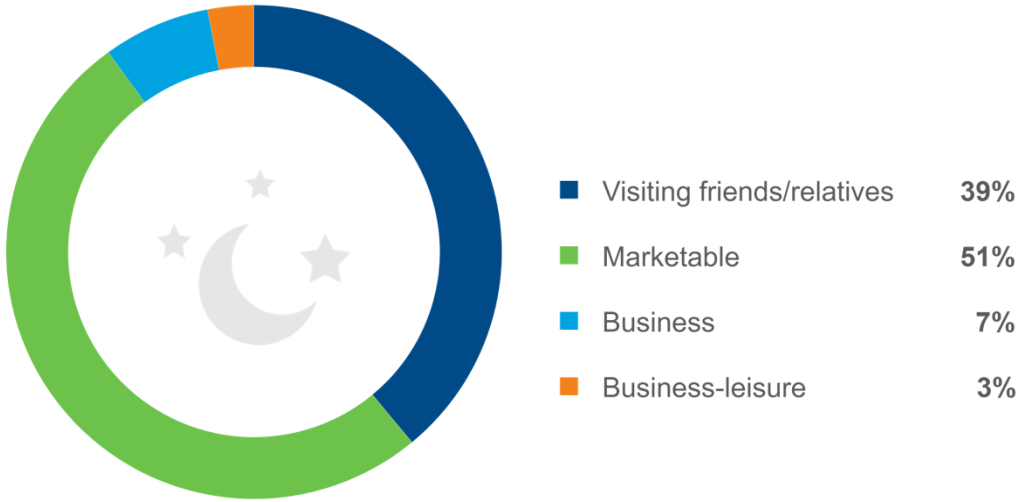
Structure of the Fort Lauderdale Overnight Travel Market

Base: 2023 Overnight Person-Trips

2023 Fort Lauderdale Overnight Trips



Visiting friends/relatives	39%
Marketable	51%
Business	7%
Business-leisure	3%

Last Year's Fort Lauderdale Overnight Trips

Visiting friends/relatives	40%
Marketable	51%
Business	5%
Business-leisure	4%

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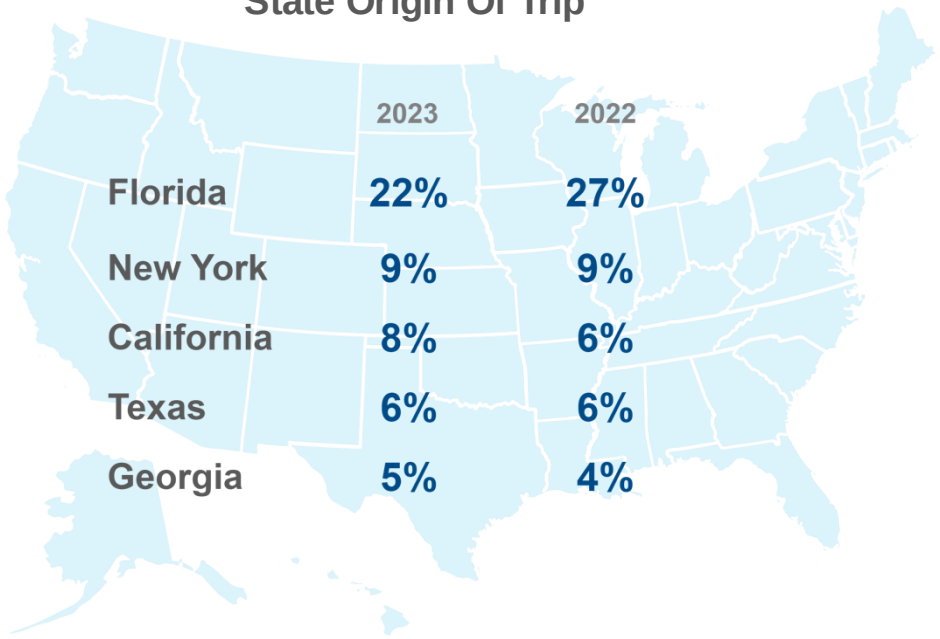
Fort Lauderdale's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips

State Origin Of Trip



	2023	2022
Florida	22%	27%
New York	9%	9%
California	8%	6%
Texas	6%	6%
Georgia	5%	4%

Season of Trip

Total Overnight Person-Trips

DMA Origin Of Trip

	2023	2022
New York, NY	11%	11%
Miami-Ft. Lauderdale, FL	7%	8%
Los Angeles, CA	6%	4%
Tampa-St. Petersburg-Sarasota, FL	4%	5%
Orlando-Daytona Beach-Melbrn, FL	4%	5%
Atlanta, GA	3%	2%
Philadelphia, PA	3%	3%
Chicago, IL	3%	3%
West Palm Beach-Ft. Pierce, FL	3%	4%

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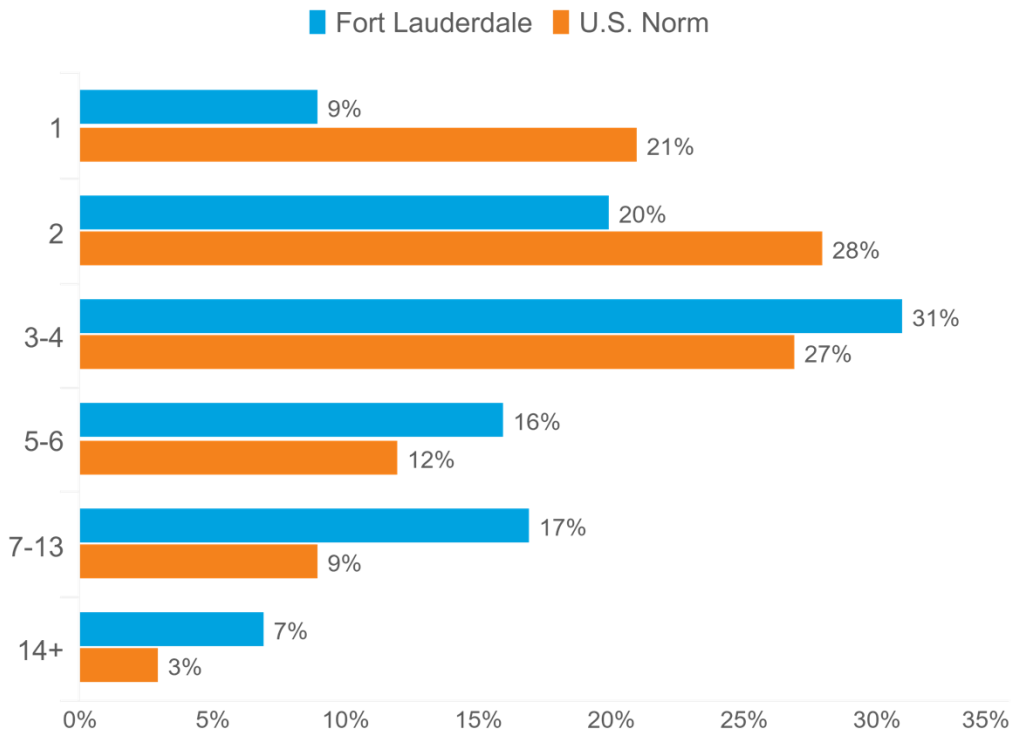
Fort Lauderdale's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips

Total Nights Away on Trip



Fort Lauderdale

5.4

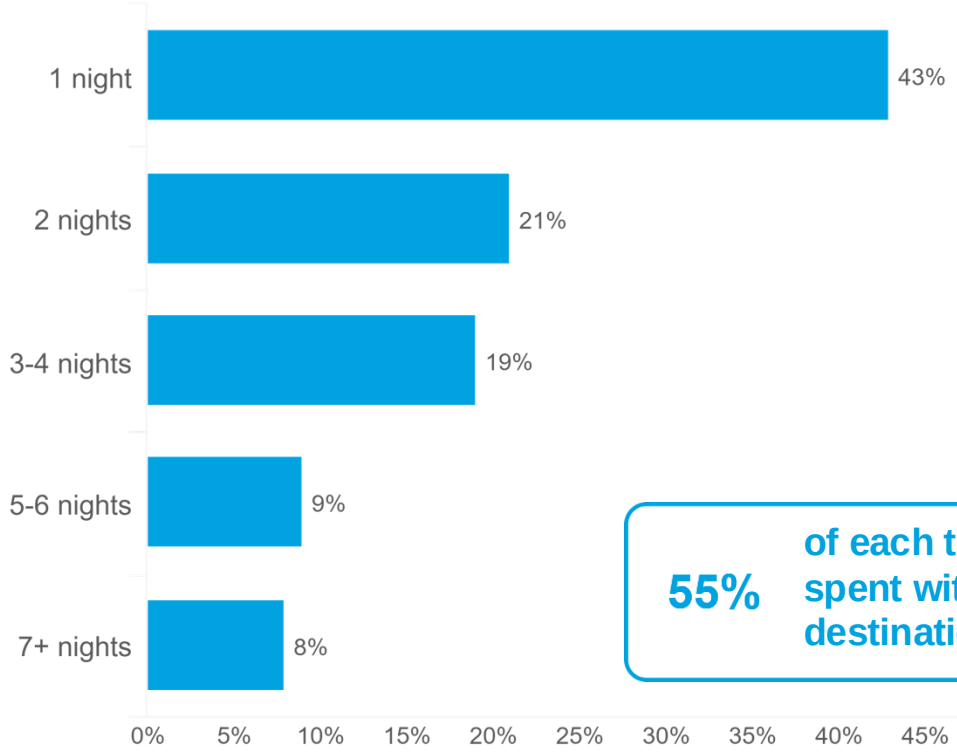
Average Nights

U.S. Norm

3.8

Average Nights

Nights Spent in Fort Lauderdale



55% **of each trip was spent within the destination**

Average number of nights

2.9

Average last year

2.7

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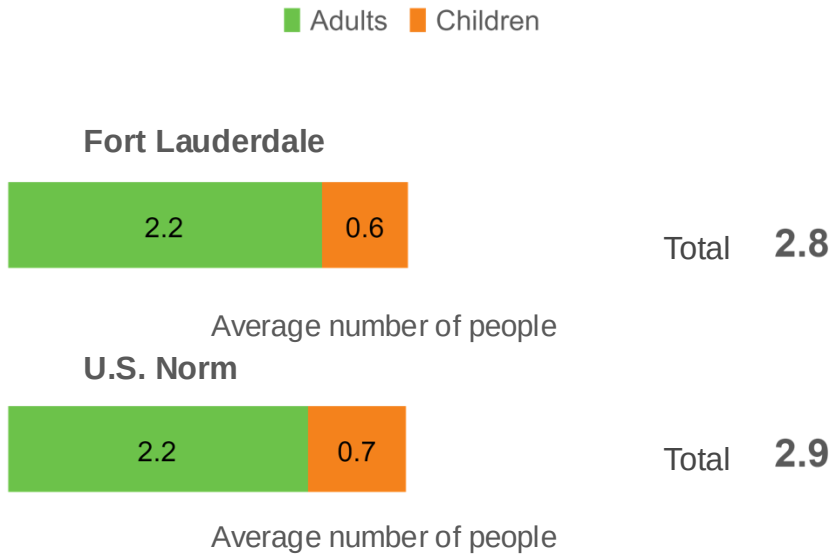
Fort Lauderdale's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips

Size of Travel Party

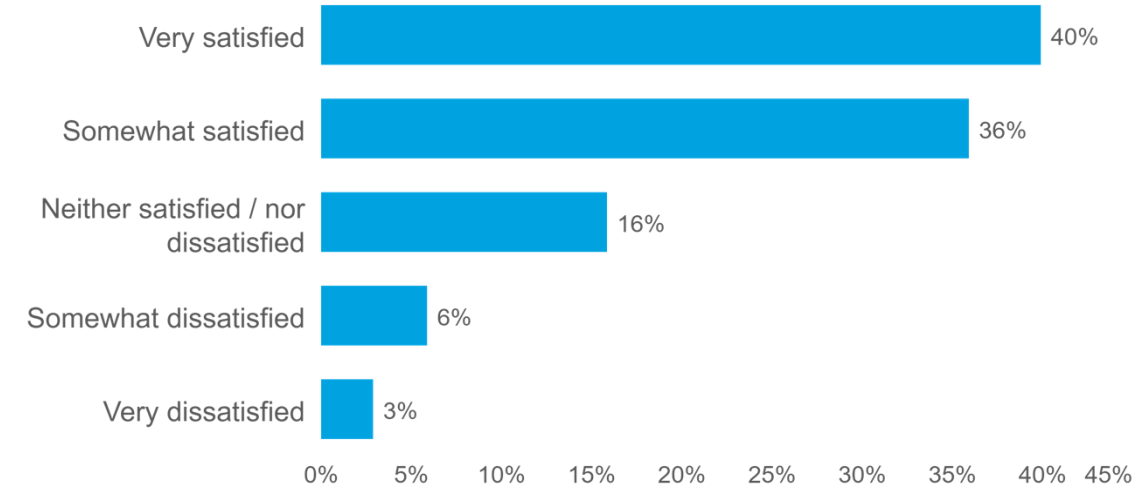


19% of travel parties had a travel party member that required accessibility services

U.S. Norm: 17%

Satisfaction with Ease of Accessibility

Ease of Accessibility only asked to those with travel limiting disabilities within travel party



Fort Lauderdale's Overnight Trip Characteristics

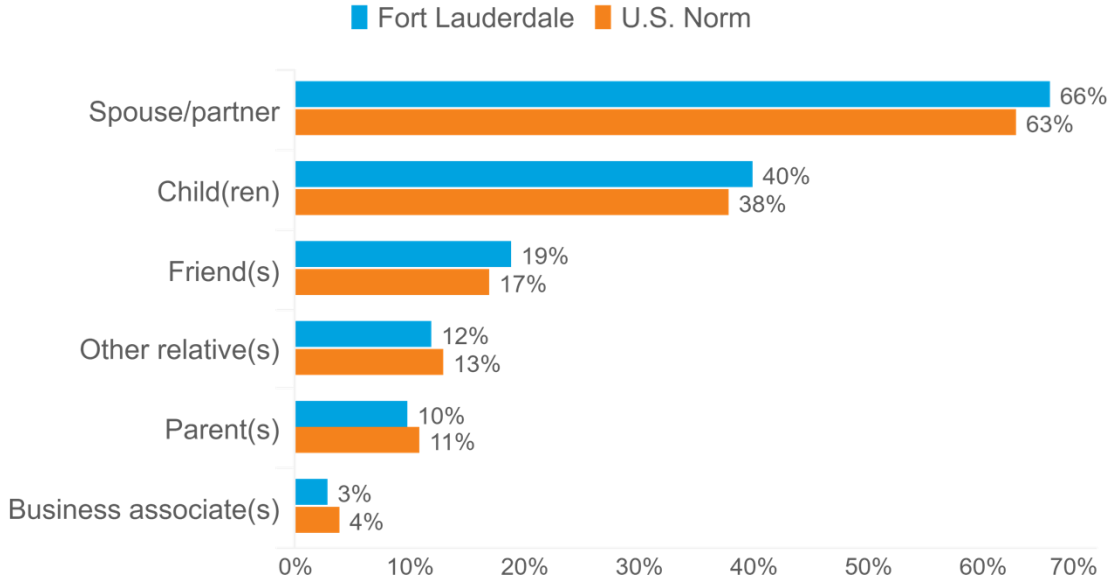
Base: 2023 Overnight Person-Trips

22% **of trips only had one person in the travel party**

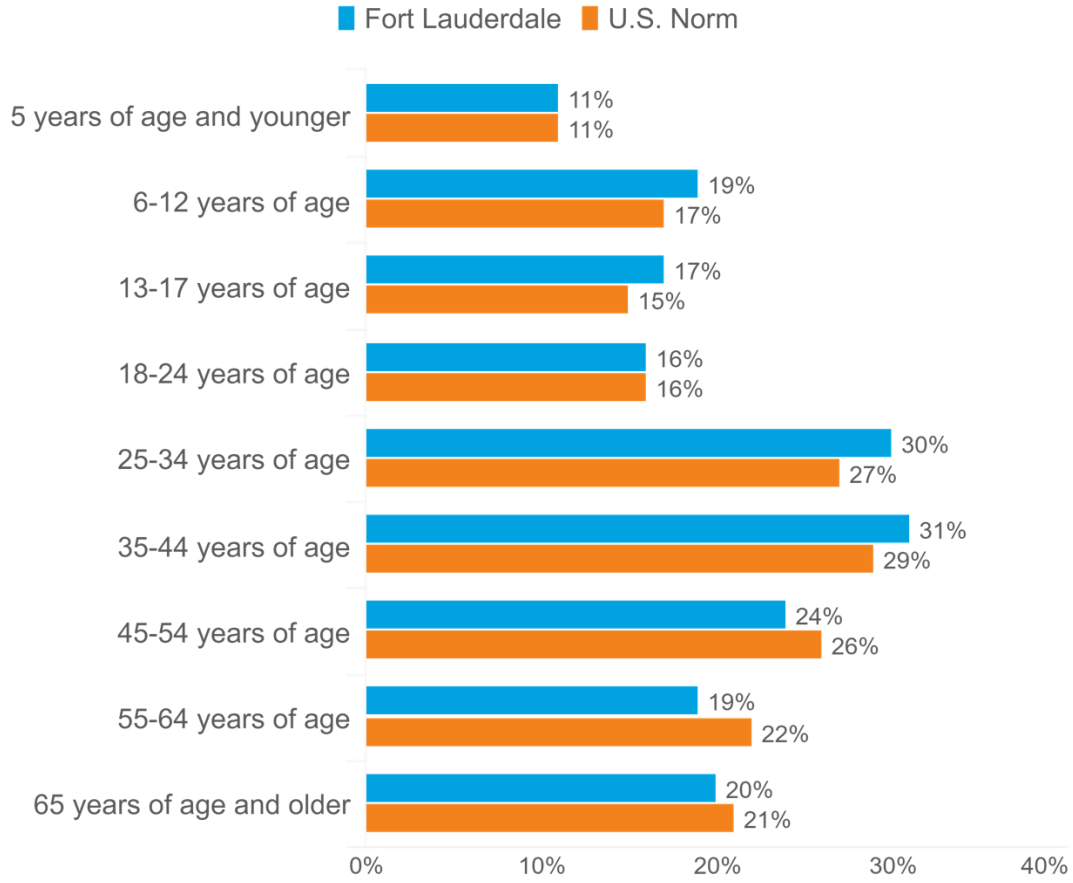
U.S. Norm: 24%

Composition of Immediate Travel Party

Base: 2023 Overnight Person-Trips that included more than one person



Travel Party Age



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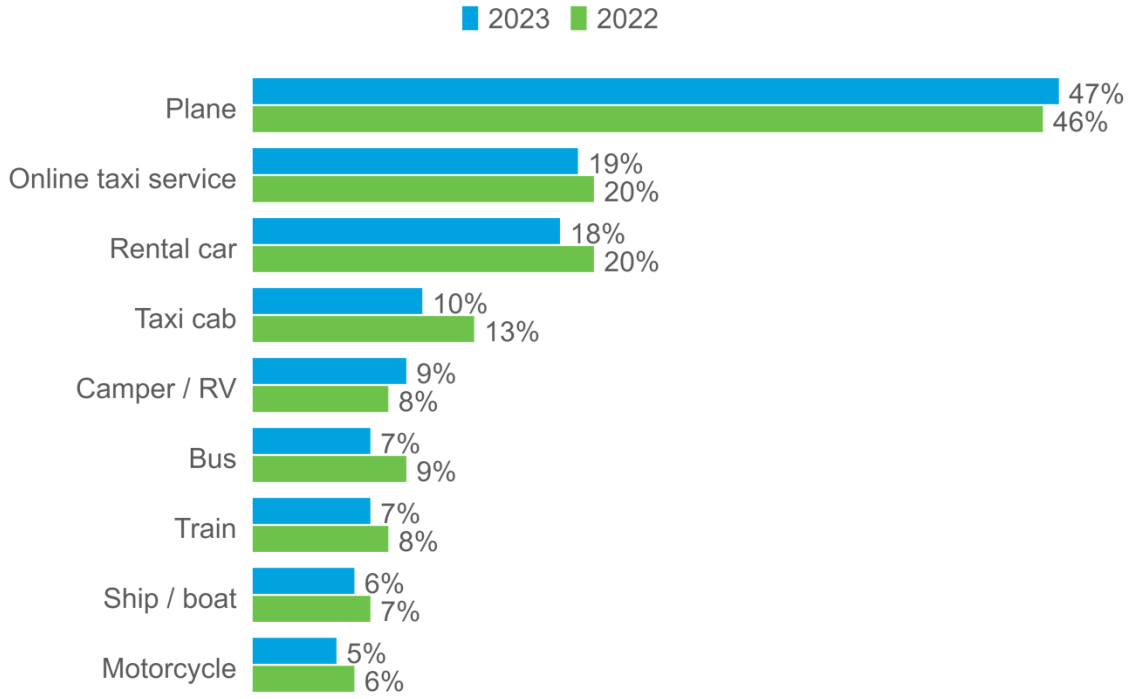
Fort Lauderdale's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips

Transportation Used to get to Destination

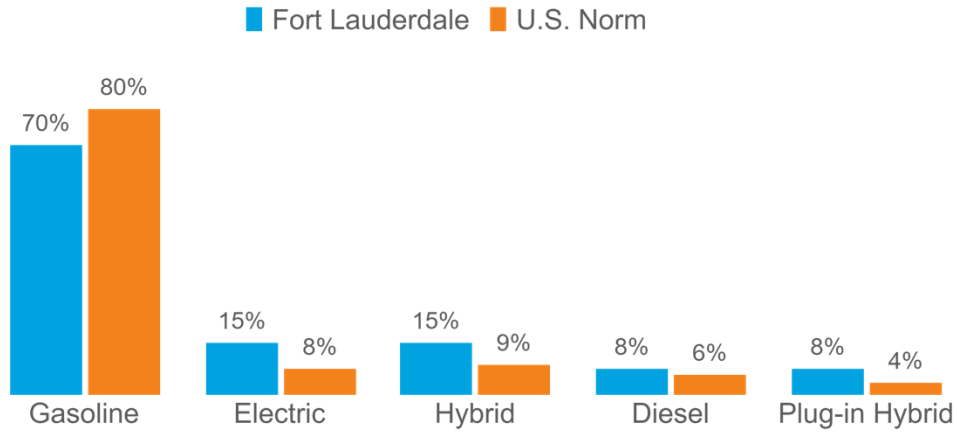
49% **of overnight travelers use own car/truck to get to their destination**

Previous year: 49%

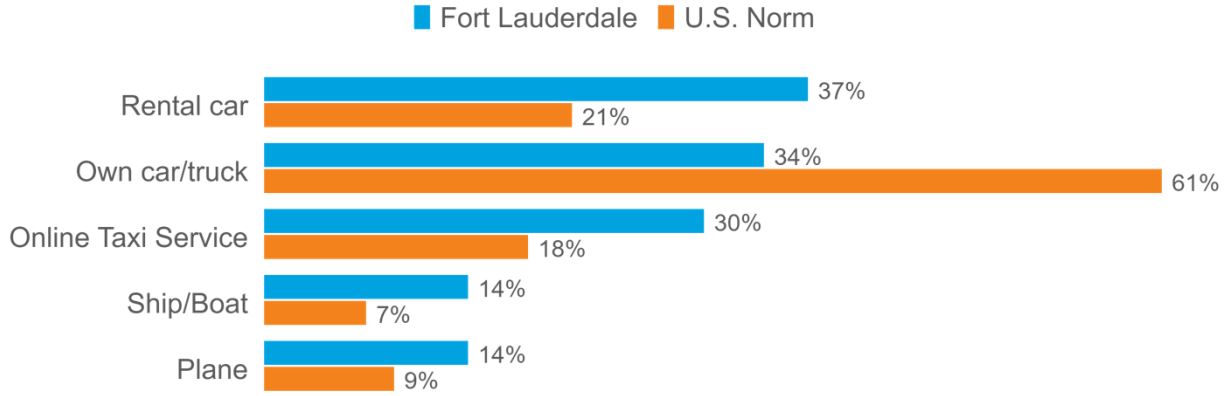


Question updated in 2020

Type of Vehicle Used to get to Destination



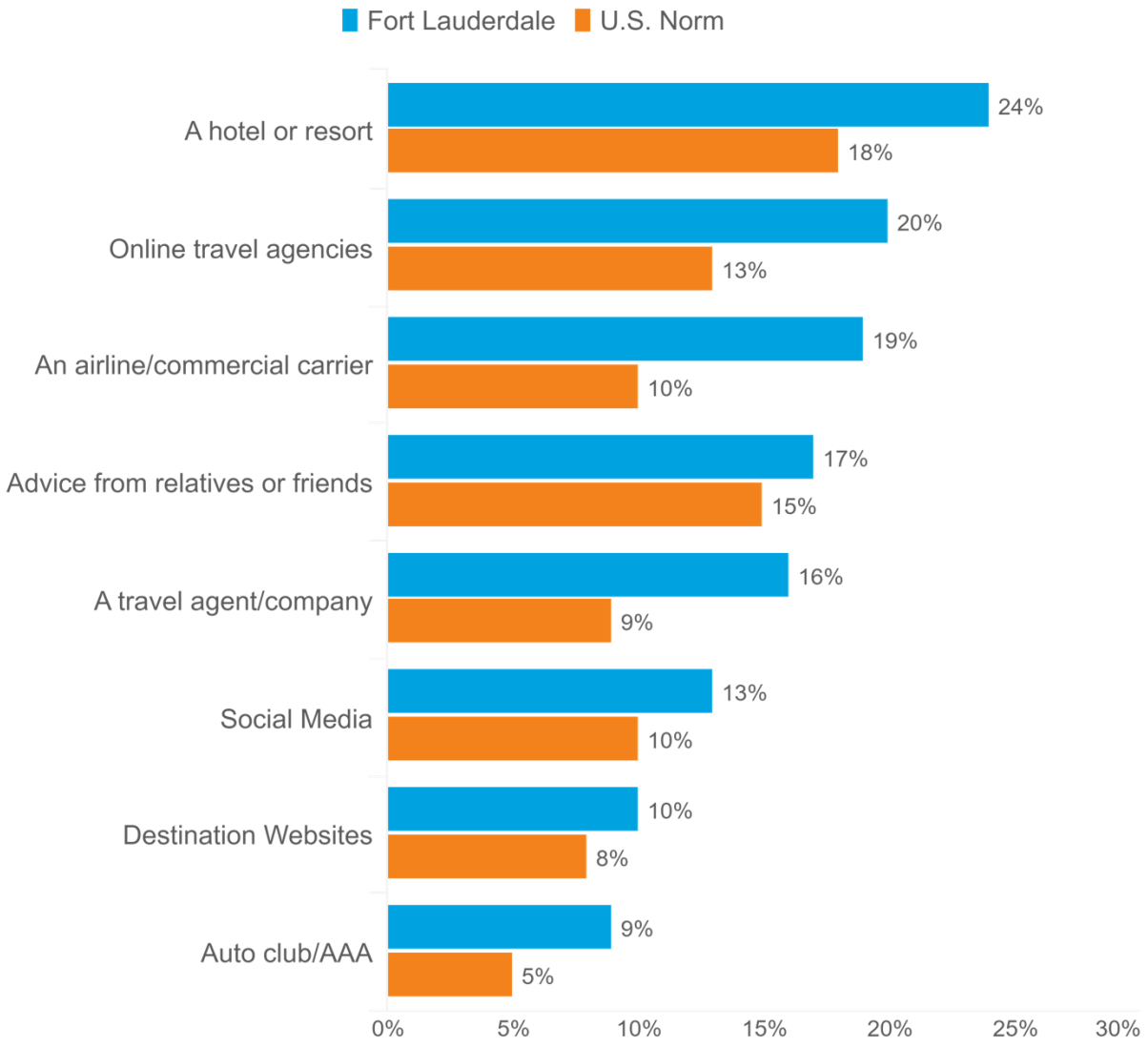
Transportation Used within Destination



Fort Lauderdale: Pre-Trip

Base: 2023 Overnight Person-Trips

Trip Planning Information Sources



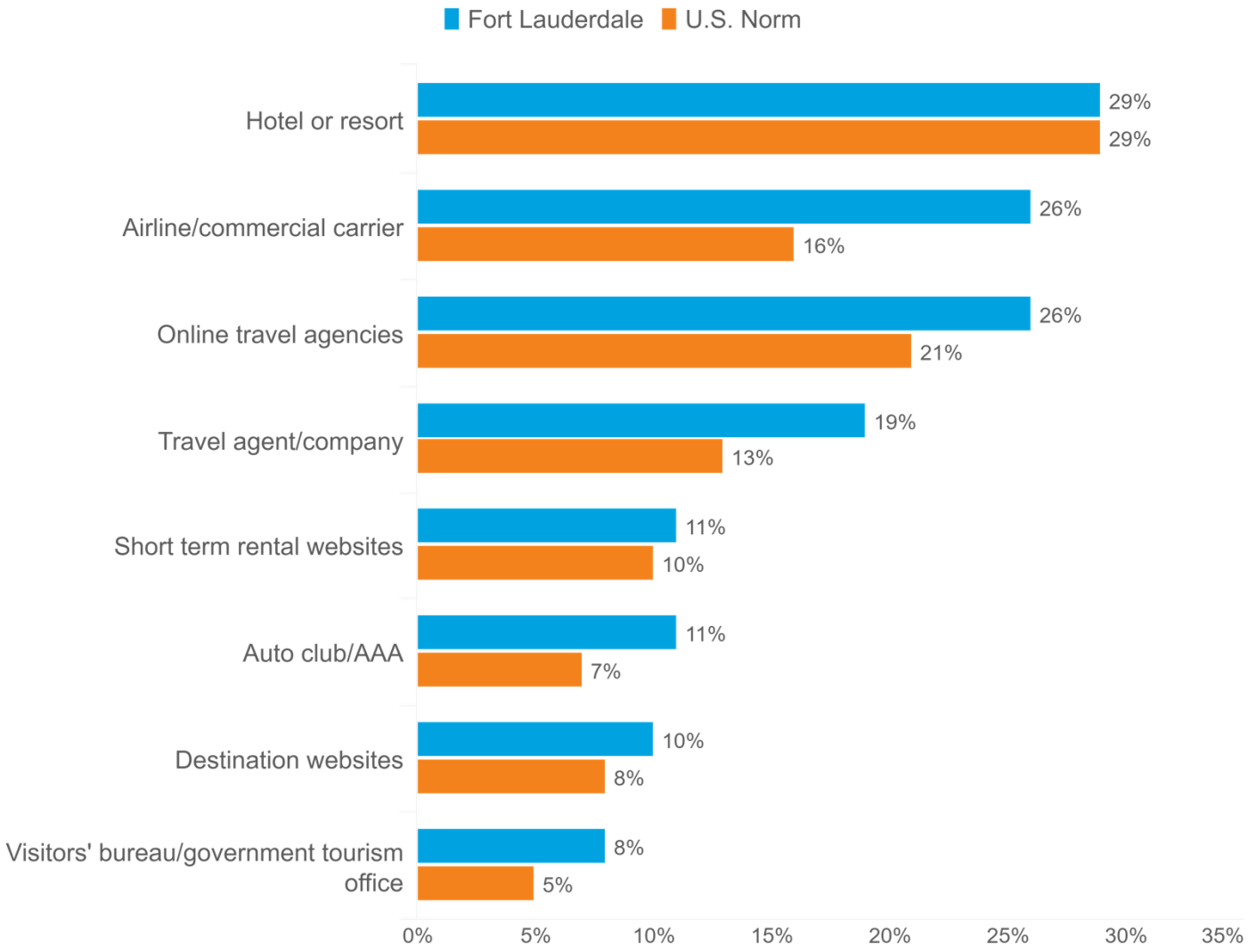
Length of Trip Planning

	Fort Lauderdale	U.S. Norm
1 month or less	**27%**	**33%**
2 months	**18%**	**17%**
3-5 months	**20%**	**18%**
6-12 months	**22%**	**13%**
More than 1 year in advance	**6%**	**4%**
Did not plan anything in advance	**7%**	**15%**

Fort Lauderdale's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips

Method of Booking



Accommodations

	2023	2022
Hotel	**50%**	**48%**
Home of friends / relatives	**16%**	**15%**
Resort hotel	**15%**	**17%**
Motel	**11%**	**14%**
Boat / cruise ship	**10%**	**10%**
Rented home / condo / apartment	**10%**	**10%**
Bed & breakfast	**9%**	**11%**

Fort Lauderdale: During Trip

Base: 2023 Overnight Person-Trips

Activity Groupings

Outdoor Activities

69%

U.S. Norm: 47%

Entertainment Activities

68%

U.S. Norm: 54%

Cultural Activities

38%

U.S. Norm: 28%

Sporting Activities

32%

U.S. Norm: 20%

Business Activities

21%

U.S. Norm: 15%

Activities and Experiences (Top 10)

	2023	2022
Shopping	35%	36%
Beach/waterfront	33%	32%
Swimming	28%	28%
Sightseeing	27%	26%
Bar/nightclub	26%	27%
Attending celebration	17%	15%
Live performances	16%	13%
Casino	15%	18%
Theme park	15%	14%
Museum	14%	16%

Fort Lauderdale: During Trip

Base: 2023 Overnight Person-Trips

Shopping Types on Trip

Base: 2023 Overnight Person-Trips that included Shopping

	Fort Lauderdale	U.S. Norm
Outlet/mall shopping	**51%**	**44%**
Shopping at locally owned businesses	**47%**	**48%**
Convenience/grocery shopping	**46%**	**42%**
Souvenir shopping	**42%**	**38%**
Big box stores (Walmart, Costco)	**34%**	**30%**
Farmers market	**21%**	**17%**
Antiquing	**11%**	**12%**

Dining Types on Trip

	Fort Lauderdale	U.S. Norm
Casual dining	**64%**	**56%**
Fast food	**47%**	**45%**
Unique/local food	**39%**	**30%**
Fine/upscale dining	**33%**	**19%**
Carry-out/food delivery service	**32%**	**22%**
Picnicking	**11%**	**11%**

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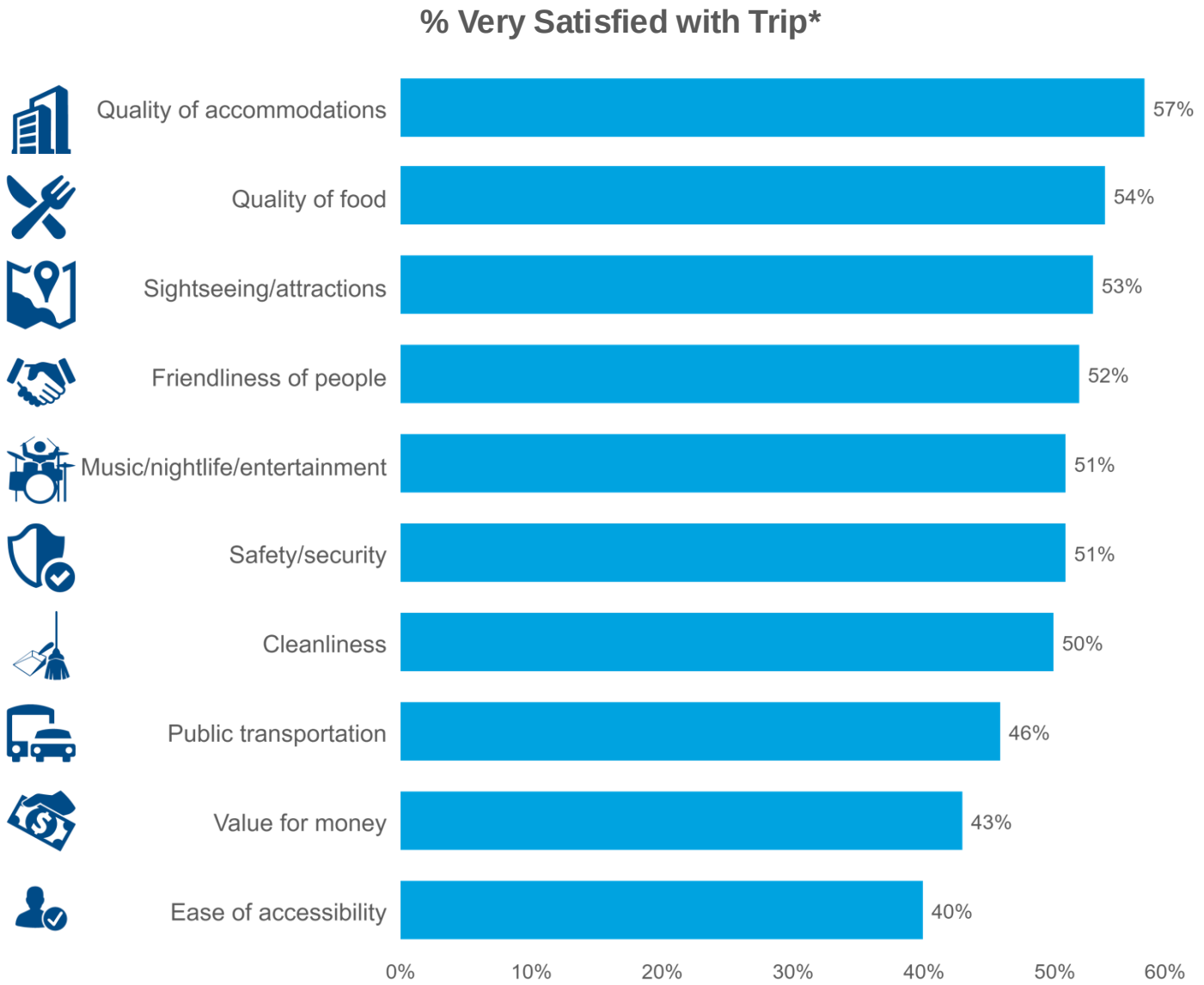
Fort Lauderdale: During Trip

Base: 2023 Overnight Person-Trips

65%

of overnight travelers were very satisfied with their overall trip experience



*Very satisfied = selected top box on a five point scale

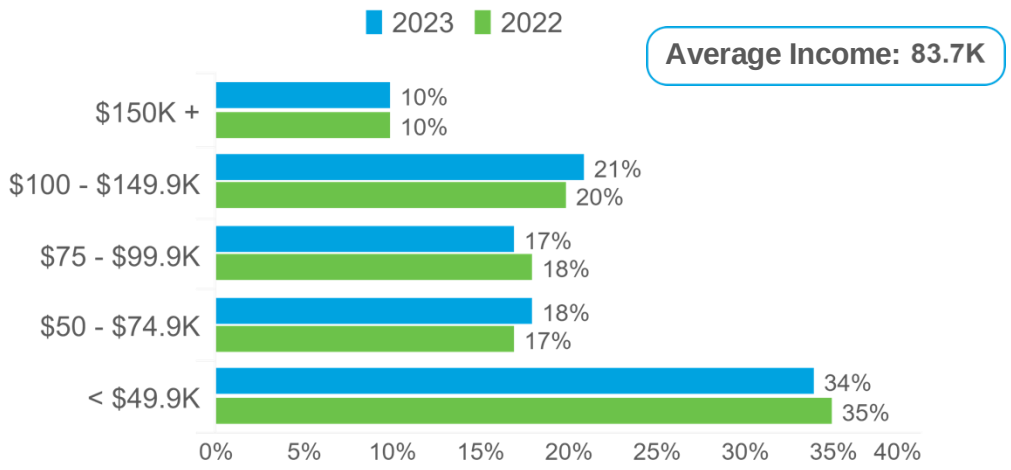
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

Question updated in 2020

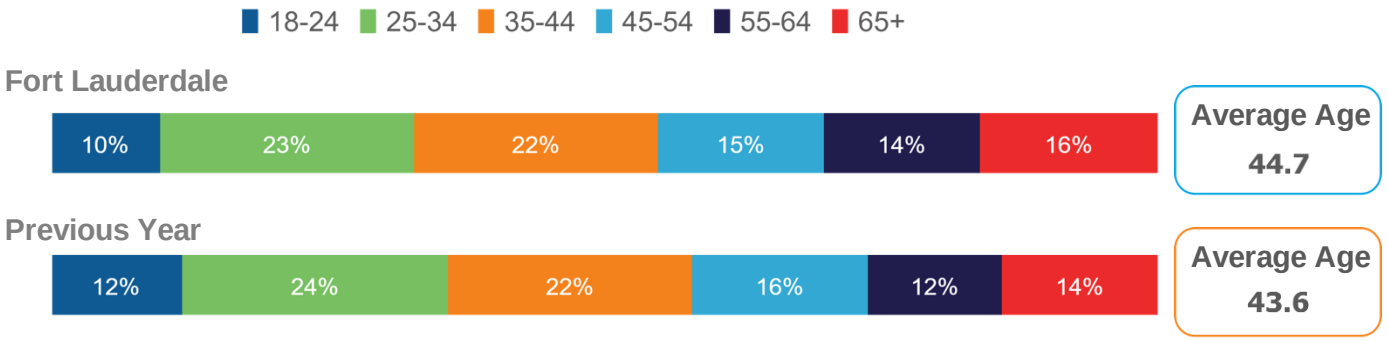
Demographic Profile of Overnight Fort Lauderdale Visitors

Base: 2023 Overnight Person-Trips

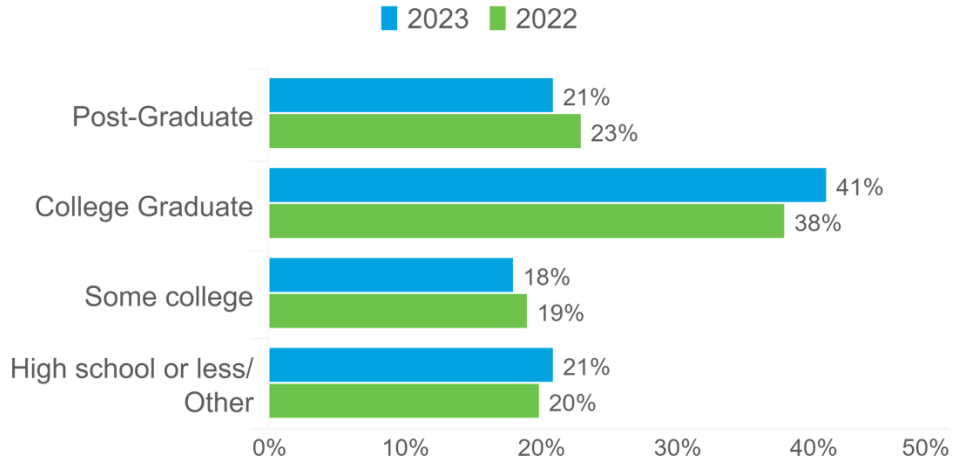
Household Income



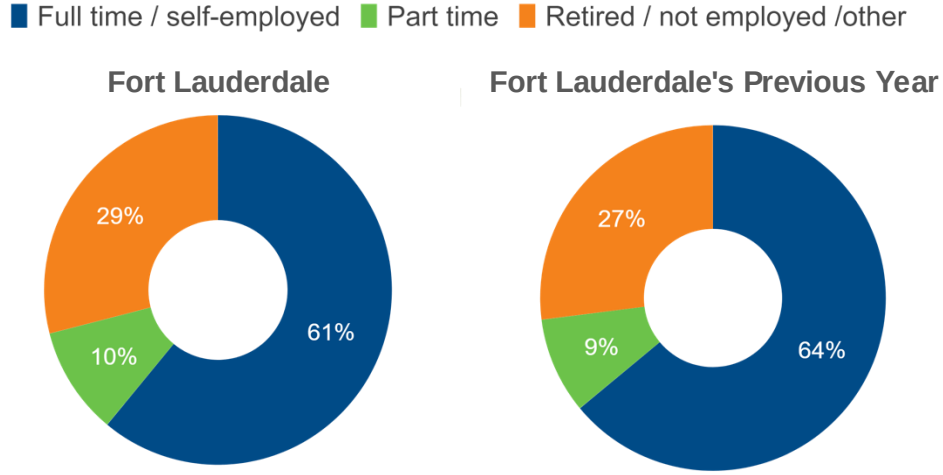
Age



Educational Attainment



Employment



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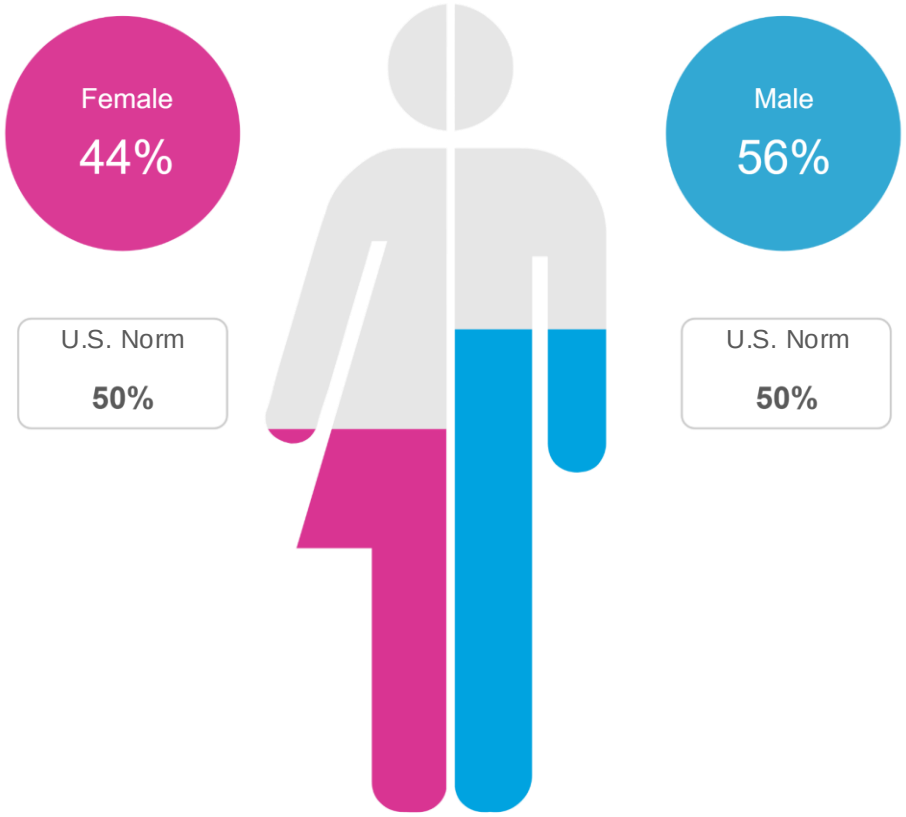
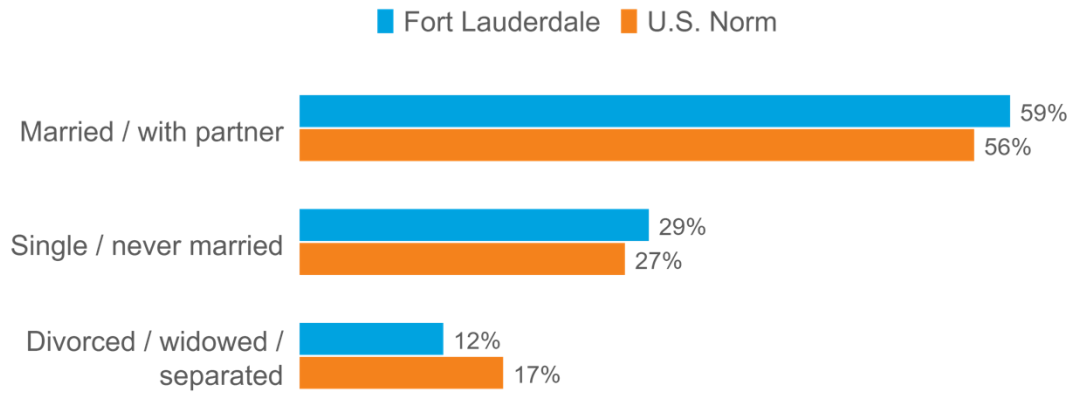
Demographic Profile of Overnight Fort Lauderdale Visitors

Base: 2023 Overnight Person-Trips

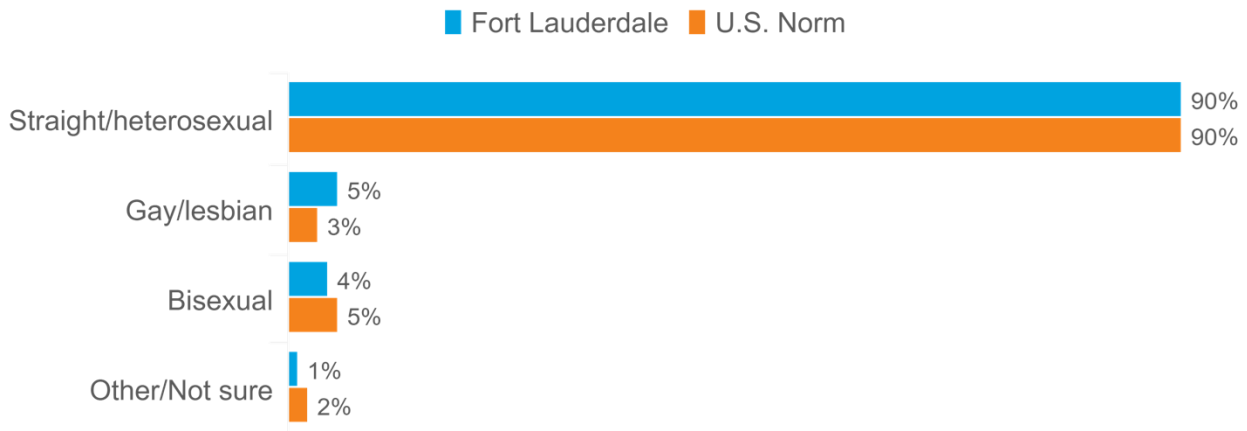
Gender



Marital Status



Sexual Orientation



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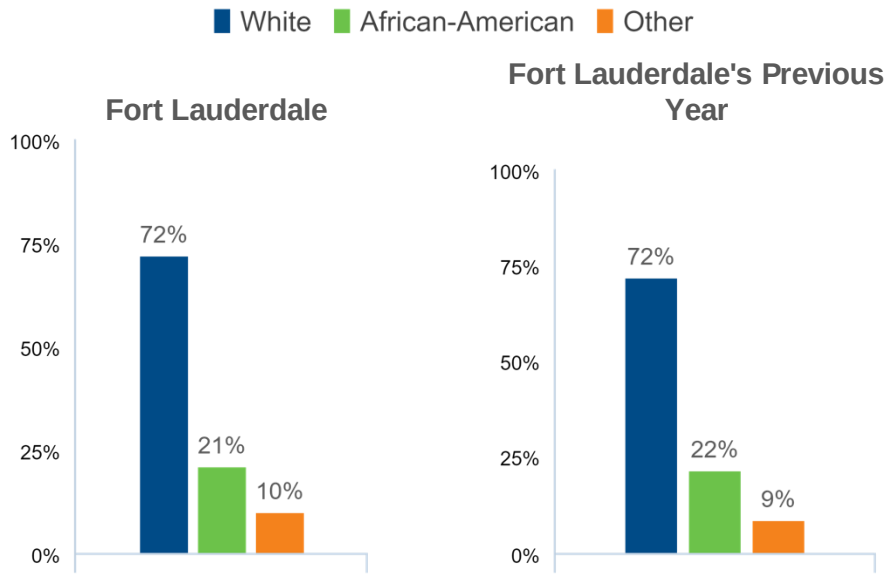
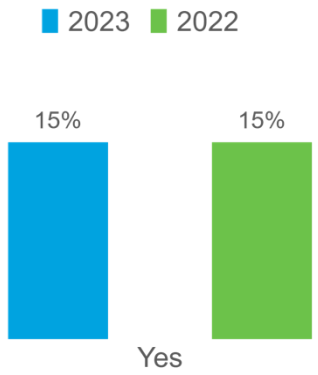
Demographic Profile of Overnight Fort Lauderdale Visitors

Base: 2023 Overnight Person-Trips

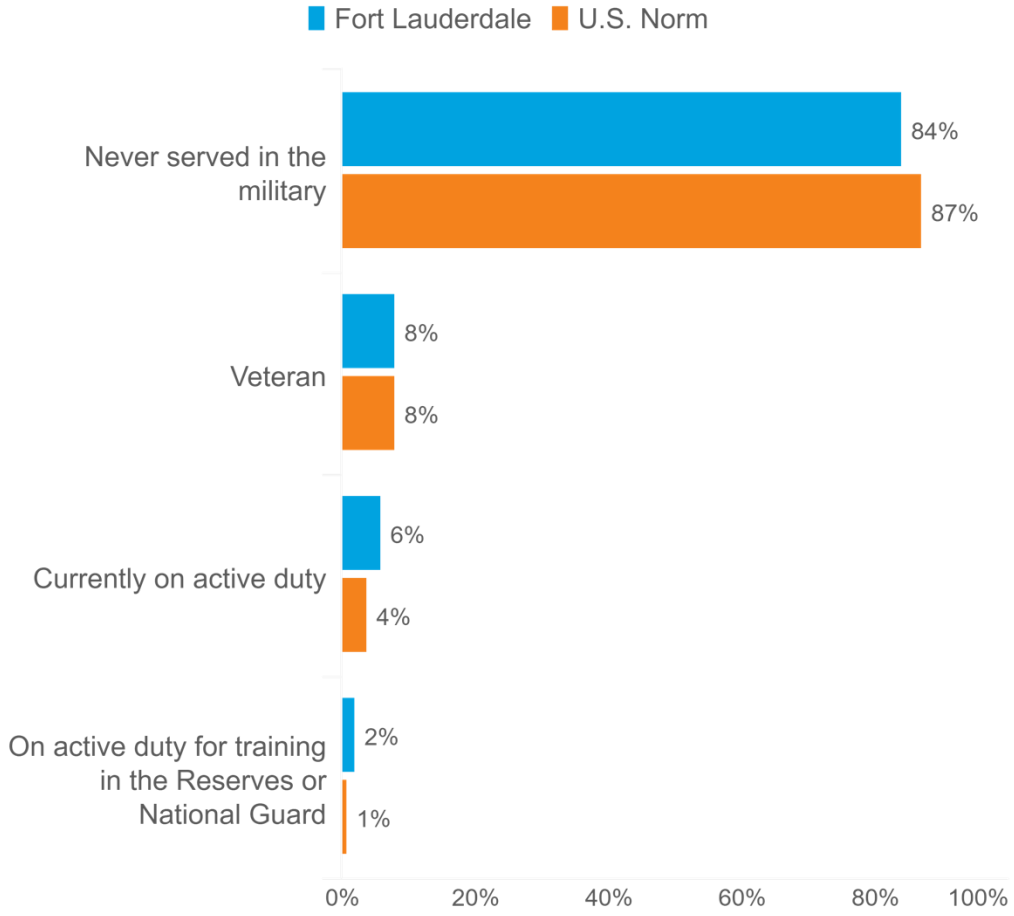
Race



Hispanic Background



Military Status



Demographic Profile of Overnight Fort Lauderdale Visitors

Base: 2023 Overnight Person-Trips

Household Size

	1 member	2 members	3 members	4 members	5+ members
	19%	33%	20%	17%	11%
U.S. Norm	23%	33%	17%	15%	11%

Children in Household

Fort Lauderdale

No children under 18	51%
Any 13-17	23%
Any 6-12	27%
Any child under 6	18%

Fort Lauderdale's Previous Year

No children under 18	50%
Any 13-17	24%
Any 6-12	27%
Any child under 6	17%

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Travel USA Visitor Profile

Day Visitation

VISIT LAUDERDALE

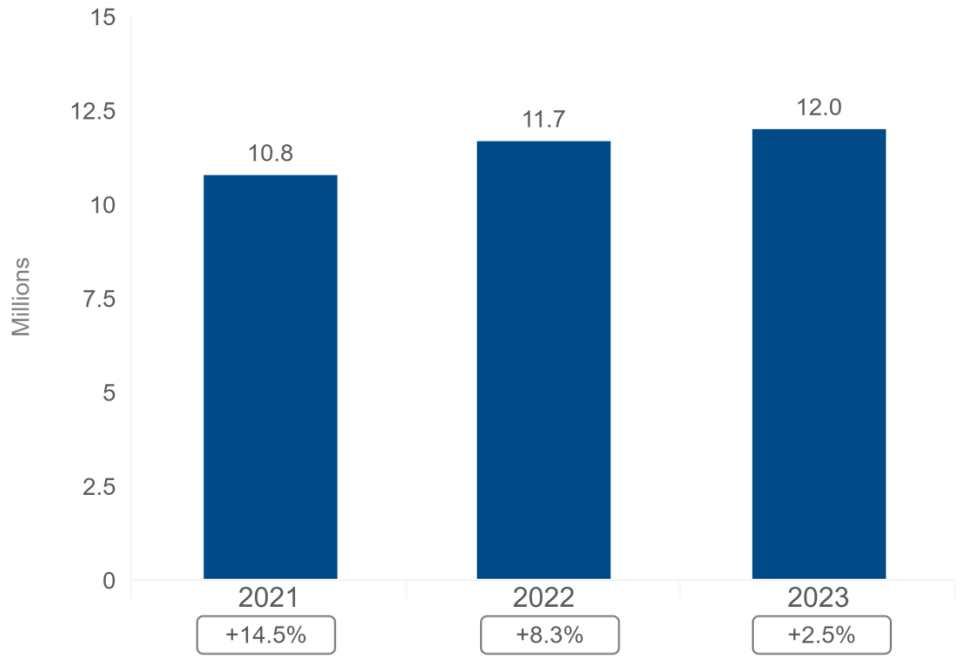
EVERYONE UNDER THE SUN

2023

Size and Structure of Fort Lauderdale's Domestic Travel Market

Base: 2023 Day Person-Trips

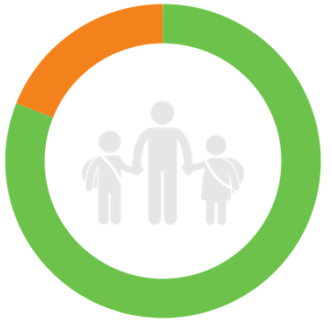
Day Trips to Fort Lauderdale



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

Total Day Person-Trips

12.0 Million



Adults
81% **9.7 Million**

Children
19% **2.3 Million**

Fort Lauderdale's Day Trip Expenditures

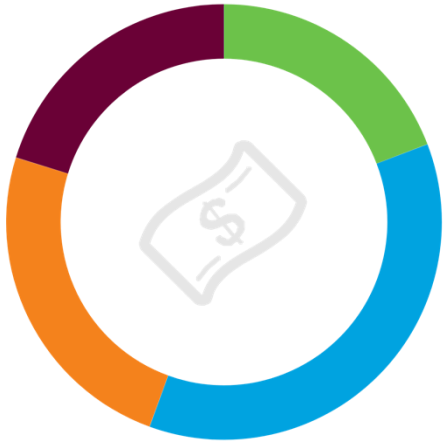
Base: 2023 Day Person-Trips

Domestic Day Expenditures - by Sector

Total Spending

$ 1.210 Billion

+7.2% vs. last year

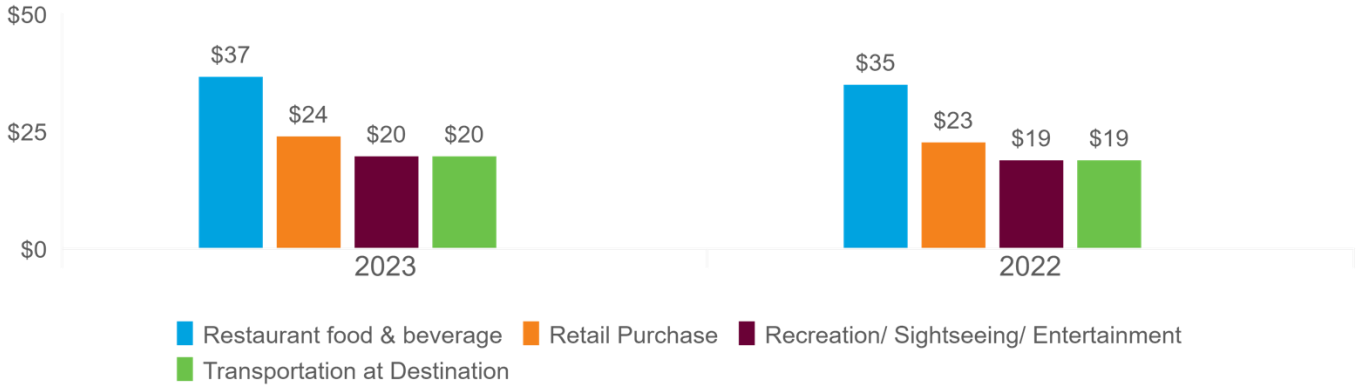


			vs. last year
Transportation at Destination	19%	$236 Million	+7.6%
Restaurant Food & Beverage	36%	$441 Million	+7.0%
Retail Purchase	24%	$289 Million	+6.4%
Recreation/Entertainment	20%	$245 Million	+8.1%

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

Average Per Person Per Trip: $101

Last year: $96



Average Per Person Per Trip:

Leisure $97

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Fort Lauderdale's Day Trip Characteristics

Base: 2023 Day Person-Trips

Main Purpose of Trip

35%
Visiting friends/ relatives

10%
City trip

8%
Cruise

8%
Special event

7%
Resort

7%
Casino

5%
Outdoors

5%
Theme park

1%
Conference/ Convention

<1%
Other business trip

4%
Business-Leisure

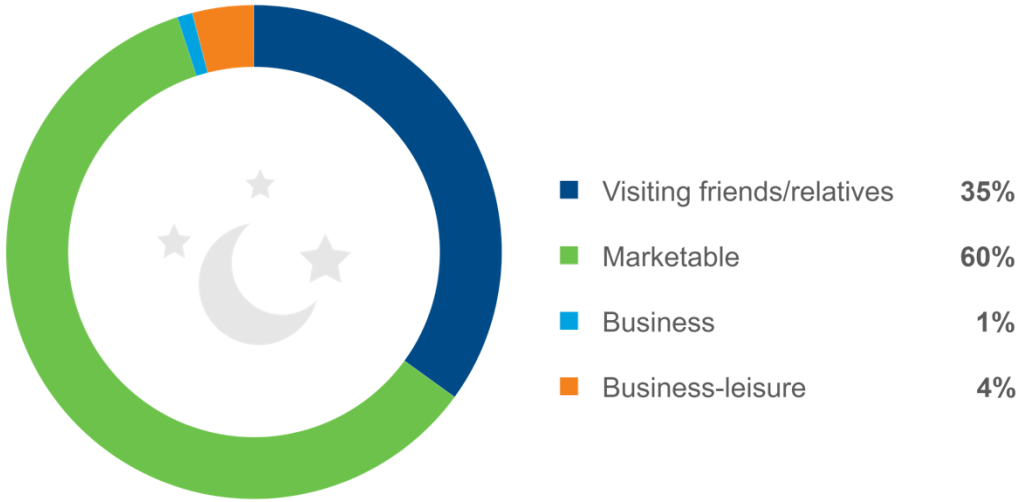
Main Purpose of Leisure Trip

	2023	2022
Visiting friends/ relatives	35%	31%
City trip	10%	11%
Cruise	8%	6%
Special event	8%	7%
Resort	7%	2%
Casino	7%	7%
Outdoors	5%	8%
Theme park	5%	5%

Structure of the Fort Lauderdale Day Travel Market

Base: 2023 Day Person-Trips

2023 Fort Lauderdale Day Trips

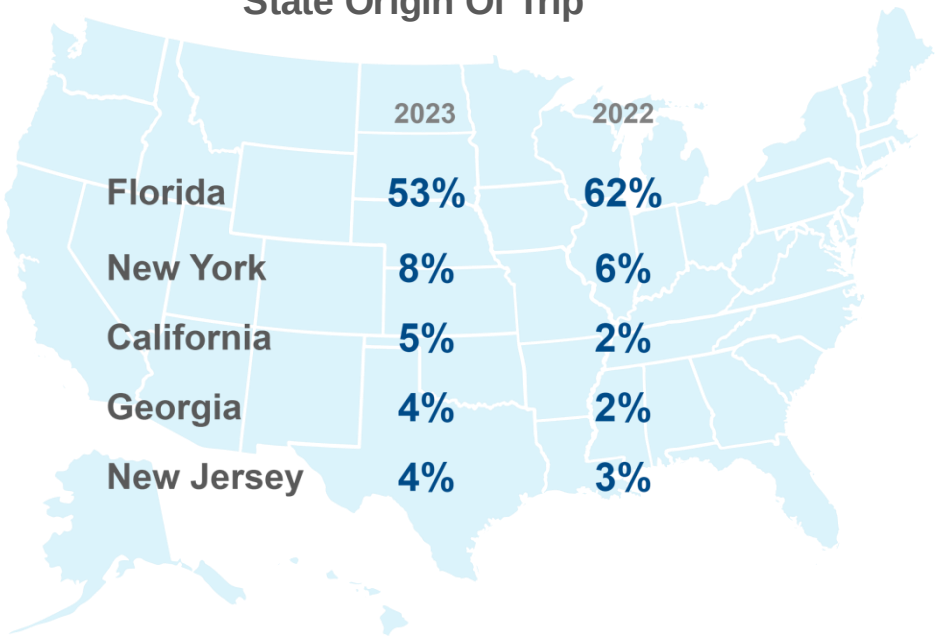


Last Year's Fort Lauderdale Day Trips

Fort Lauderdale's Day Trip Characteristics

Base: 2023 Day Person-Trips

State Origin Of Trip



	2023	2022
Florida	53%	62%
New York	8%	6%
California	5%	2%
Georgia	4%	2%
New Jersey	4%	3%

Season of Trip

Total Day Person-Trips

DMA Origin Of Trip

	2023	2022
Miami-Ft. Lauderdale, FL	23%	27%
West Palm Beach-Ft. Pierce, FL	12%	12%
New York, NY	10%	8%
Orlando-Daytona Beach-Melbrn, FL	7%	9%
Tampa-St. Petersburg-Sarasota, FL	5%	5%
Los Angeles, CA	5%	1%
Ft. Myers-Naples, FL	4%	3%

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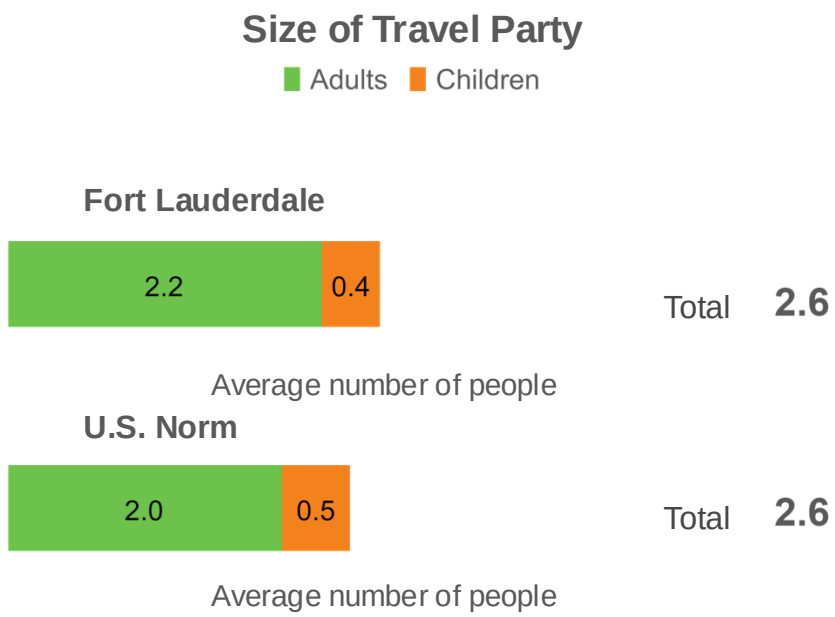
Fort Lauderdale's Day Trip Characteristics

Base: 2023 Day Person-Trips

Size of Travel Party



19% of travel parties had a travel party member that required accessibility services

U.S. Norm: 15%

Fort Lauderdale's Day Trip Characteristics

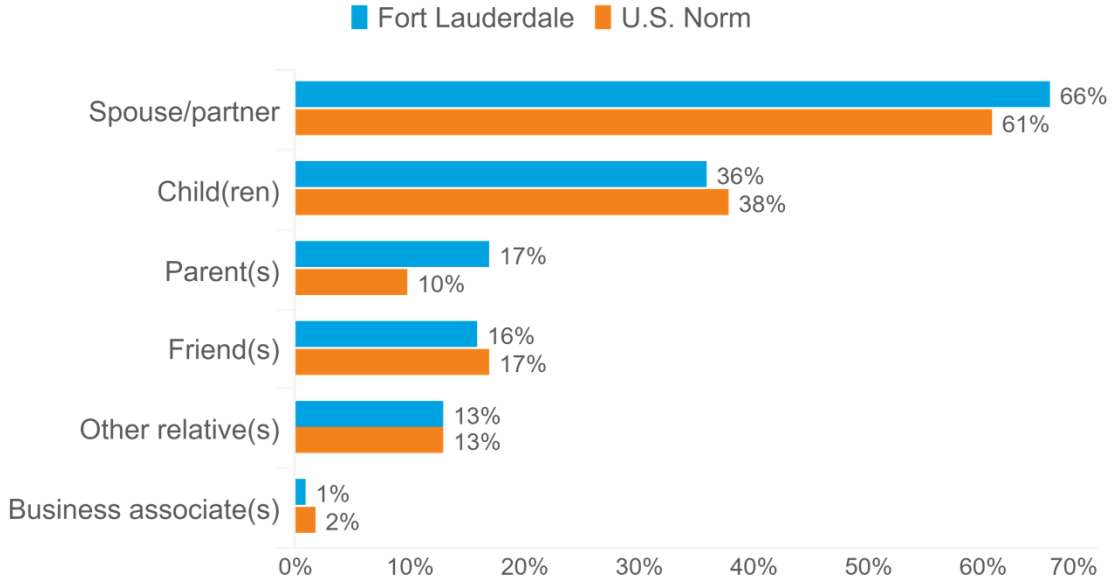
Base: 2023 Day Person-Trips

24% **of trips only had one person in the travel party**

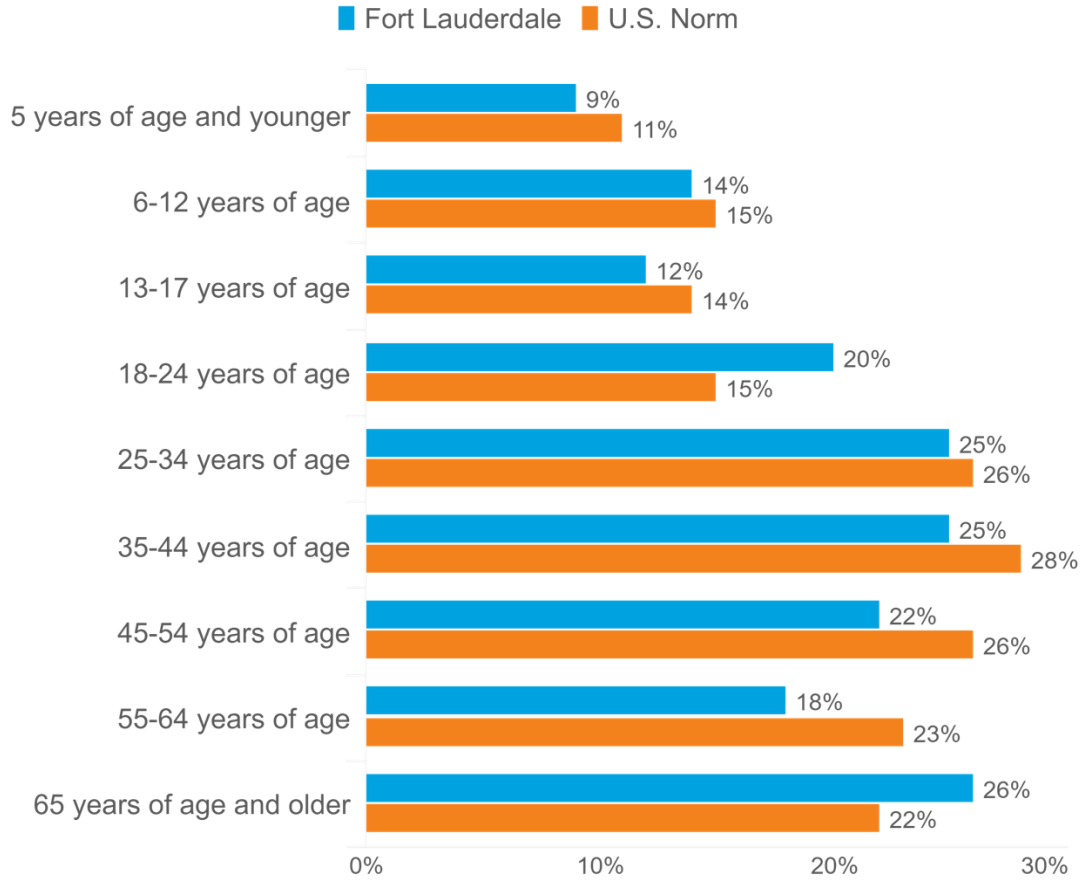
U.S. Norm: 25%

Composition of Immediate Travel Party

Base: 2023 Day Person-Trips that included more than one person



Travel Party Age



Fort Lauderdale: During Trip

Base: 2023 Day Person-Trips

Activity Groupings

Outdoor Activities

39%

U.S. Norm: 32%

Entertainment Activities

54%

U.S. Norm: 40%

Cultural Activities

24%

U.S. Norm: 20%

Sporting Activities

17%

U.S. Norm: 14%

Business Activities

12%

U.S. Norm: 10%

Activities and Experiences (Top 10)

	2023	2022
Shopping	27%	23%
Sightseeing	21%	14%
Beach/waterfront	17%	10%
Swimming	17%	9%
Bar/nightclub	16%	10%
Attending celebration	15%	10%
Casino	13%	12%
Museum	12%	7%
Theme park	12%	8%
Art gallery	9%	6%

Fort Lauderdale: During Trip

Base: 2023 Day Person-Trips

Shopping Types on Trip

Base: 2023 Day Person-Trips that included Shopping

	Fort Lauderdale	U.S. Norm
Outlet/mall shopping	57%	45%
Convenience/grocery shopping	39%	26%
Shopping at locally owned businesses	39%	42%
Souvenir shopping	26%	23%
Big box stores (Walmart, Costco)	19%	26%
Farmers market	12%	13%
Antiquing	10%	12%

Dining Types on Trip

	Fort Lauderdale	U.S. Norm
Casual dining	48%	43%
Fast food	45%	39%
Unique/local food	23%	20%
Fine/upscale dining	23%	10%
Carry-out/food delivery service	17%	12%
Picnicking	9%	9%

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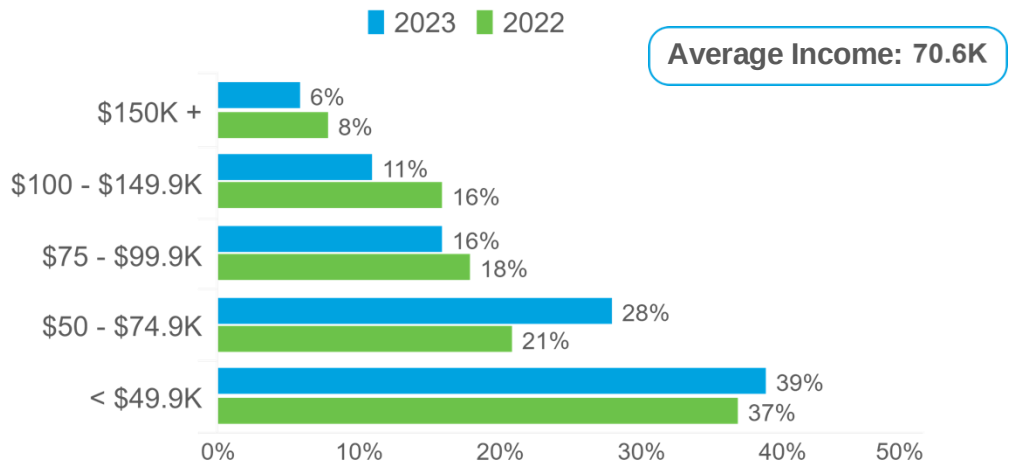
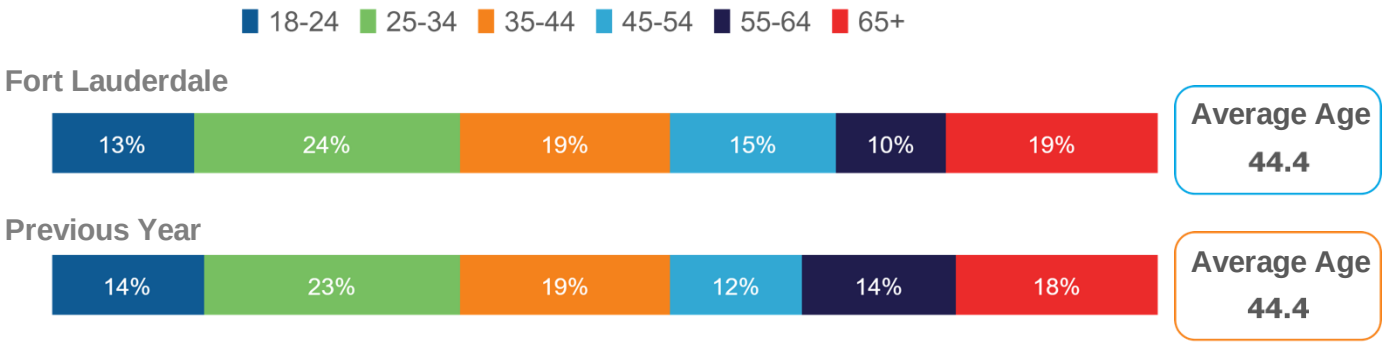
Demographic Profile of Day Fort Lauderdale Visitors

Base: 2023 Day Person-Trips

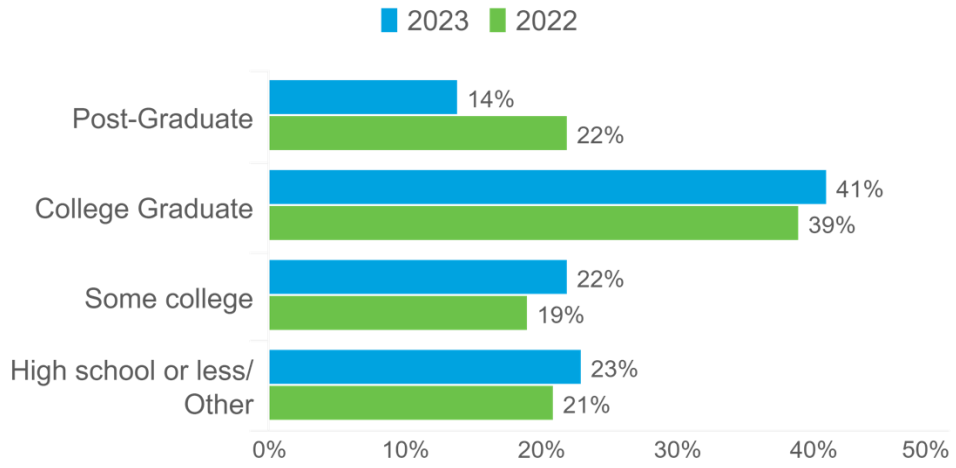
Household Income



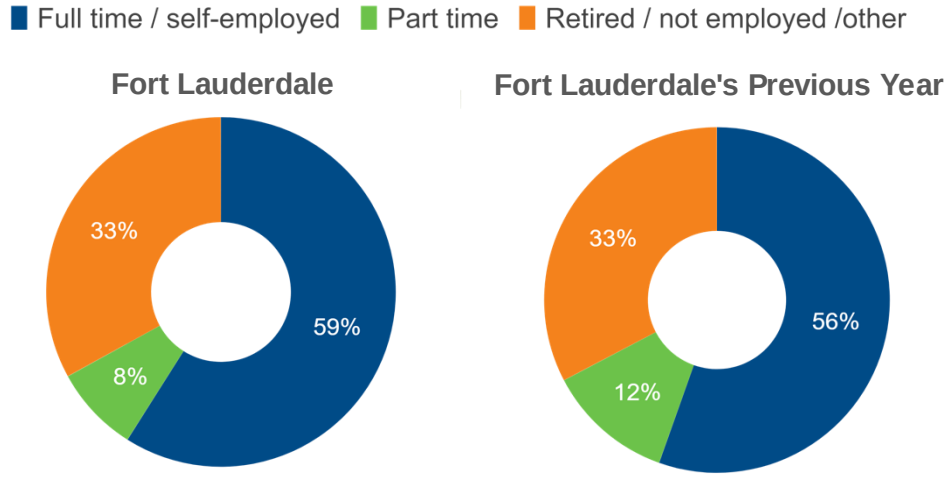
Age



Educational Attainment



Employment



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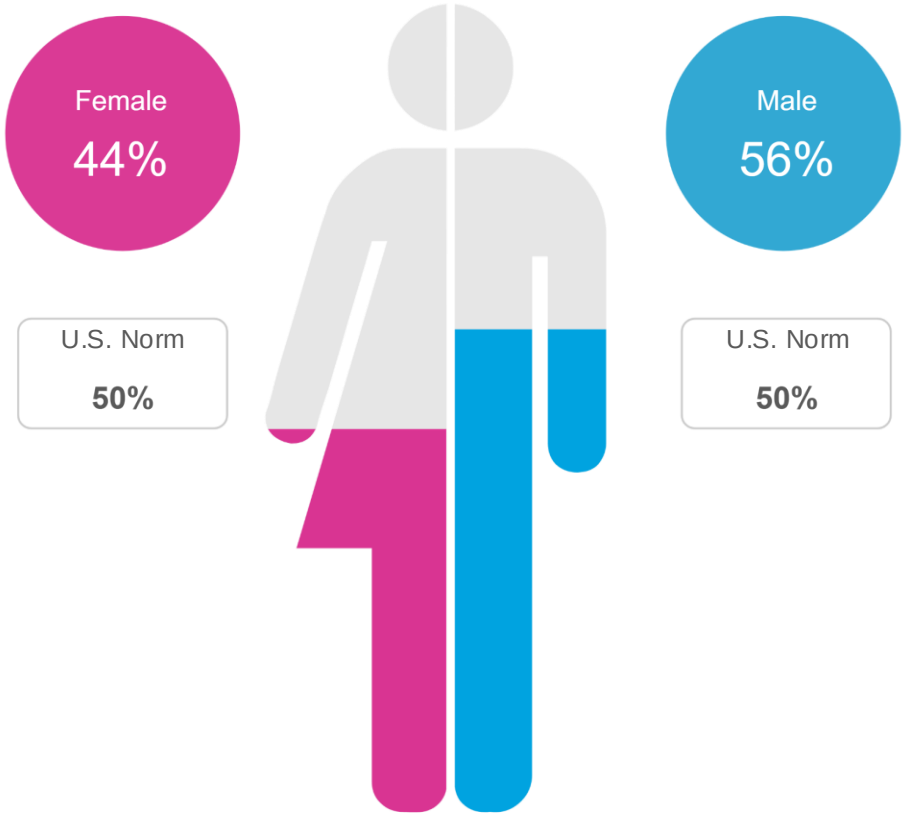
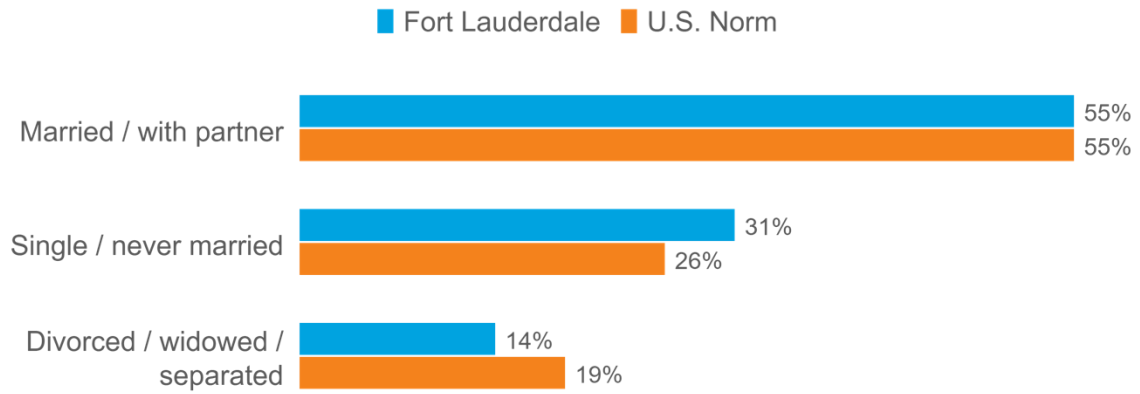
Demographic Profile of Day Fort Lauderdale Visitors

Base: 2023 Day Person-Trips

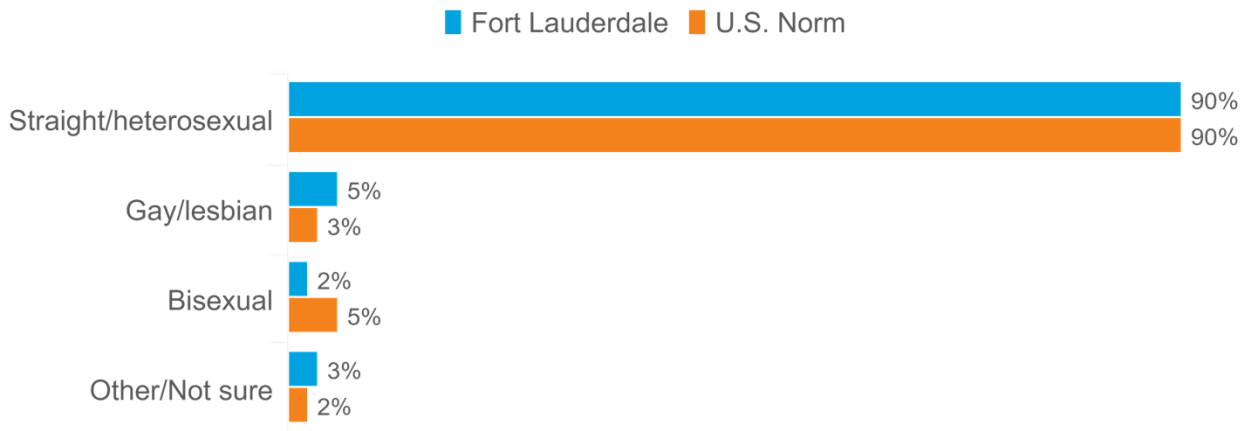
Gender



Marital Status



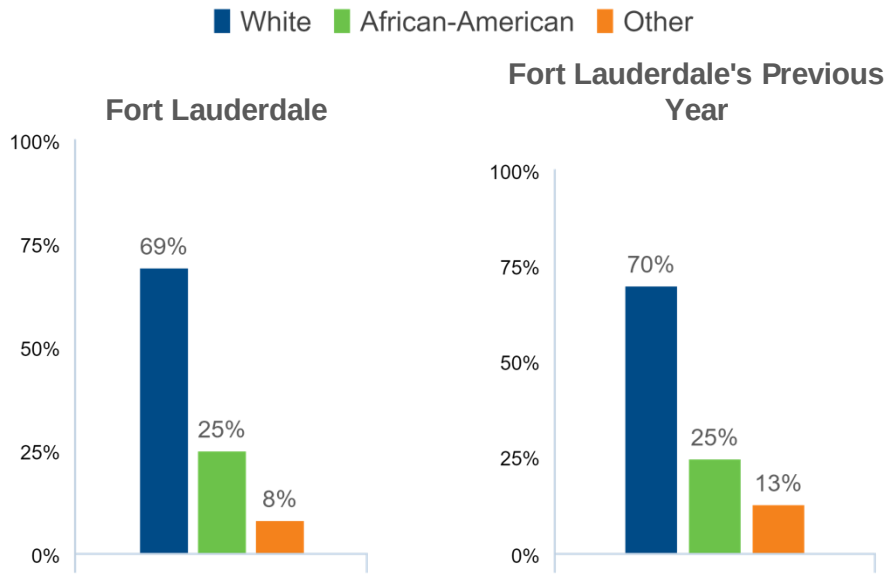
Sexual Orientation



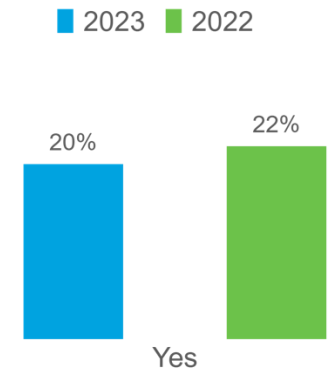
Demographic Profile of Day Fort Lauderdale Visitors

Base: 2023 Day Person-Trips

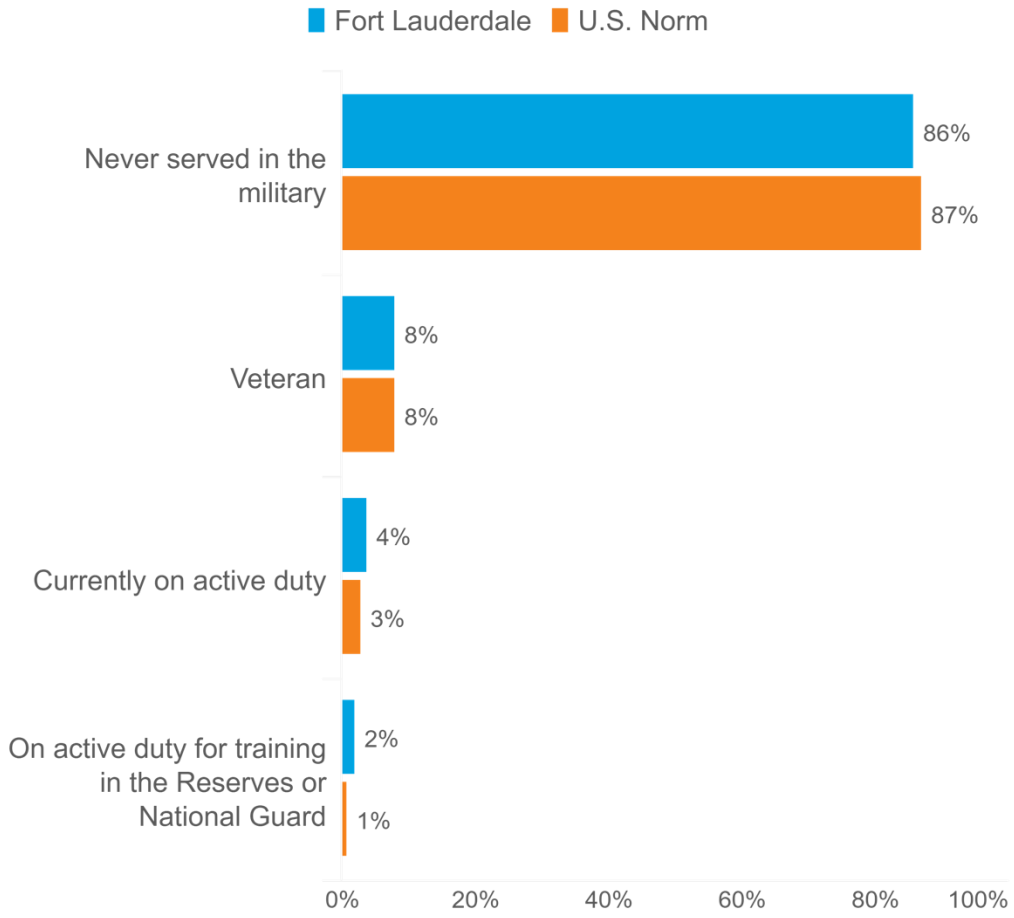
Race



Hispanic Background



Military Status



Demographic Profile of Day Fort Lauderdale Visitors

Base: 2023 Day Person-Trips

Household Size

	1 member	2 members	3 members	4 members	5+ members
	20%	36%	20%	14%	10%
U.S. Norm	23%	34%	18%	15%	10%

Children in Household

Fort Lauderdale

No children under 18	52%
Any 13-17	17%
Any 6-12	24%
Any child under 6	18%

Fort Lauderdale's Previous Year

No children under 18	52%
Any 13-17	24%
Any 6-12	24%
Any child under 6	16%

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