



U.S. Amplified!

FY24 MARKETING PLAN



VISIT
LAUDERDALE
EVERYONE UNDER THE SUN

Letter from President & CEO, Stacy Ritter

This past year was an extraordinary time for our destination. With all of us working together, we made incredible gains and leveraged all the opportunities a reviving economy and increased world travel can provide.

We experienced the exhilaration of rolling out a completely new brand campaign for our destination; one that showcases our destination's uniqueness and emphasizes our distinct diversity and inclusion.

We achieved our best visitation numbers ever, pushing hard against our competitive set, and proving once again that we are one of Florida's favorite destinations.

As your new convention center nears completion, we made great strides in booking new business and we're looking forward to a solid future.

However, just as we were experiencing an environment that seemed to be changing for the better, this year we are seeing a number of threats to visitation that could potentially adversely affect our destination for years to come, negatively affecting the prosperity of our community and the welfare of our citizens. A complex and vacillating economy as well as state and national politics hold the potential of working against all that we've recently gained, leaving us with only one response:

We're going to fight back.

Our plan for next year is designed to not only reassert our destination's distinct personality and reasons to visit but amplify our message like never before. We're not backing off from who we are and all we have to offer. We'll be saying it louder than ever.

All of us, working together to ensure our destination's interests, can make the difference. Let's push forward as we work together to continue to assure our collective future.



Situational Analysis



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Situational Analysis

Though the pandemic temporarily reduced our visitation, through early and aggressive marketing, our destination was one of the first in the state to move toward recovery, and to welcome visitors eager to quench their pent-up desire for travel. The last few years have been unprecedented for the destination, posting the highest metrics in its history, and showing significant gains against our competitive set. In addition, last year saw the destination fully rollout its new brand through an imaginative, fully-integrated marketing campaign designed to increase awareness and demand for the destination.

Although the majority of the state's destinations eventually reached then topped pre-pandemic demand, a number of factors now stand to negatively affect visitation to the state. In addition, our destination may potentially experience its own specific set of factors which may negatively affect visitation to our area. Also, in a first since recovery, our destination along with the rest of the state is showing the potential for visitation retraction.



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Situational Analysis (Continued)

Currently, a number of factors are being considered which may affect future visitation:

- Emotionally driven, post-pandemic “revenge travel” is showing signs of waning among the general, traveling public.
- Leisure travelers are facing the economic hurdles of inflation combined with reaching the limits of personal credit.
- Group travel to the state, and our destination in particular, is showing signs of being negatively affected by state and national politics.
- International travel to the destination is expected to continue its post-pandemic rebound but is highly responsive to any threat of international conflict.
- The U.S. election cycle is expected to compete with audience’s attention to messages, while driving up costs to reach those audiences.
- Beyond the 2023-2024 budget year, the outcome of the U.S. Presidential election in November may affect international visitation.
- As group travel continues to embrace hybrid and distanced meetings options adopted as a result of the pandemic, the segment is also being affected by the state’s politics, with planners considering alternative destinations as a result.
- Although the state’s economy has been described as “white-hot,” driven by continued inward migration, the South Florida economy is experiencing some of the highest inflation in the country, particularly in the housing market.

Situational Analysis (Continued)

In sum, the state of travel and factors affecting it are in flux and showing signs of dampening. The resulting marketing effort may need to be somewhat similar to that of coming out of the pandemic, requiring an aggressive effort designed to counter a complex set of conditions in an effort to pre-empt the competitive set and maintain the destination's market position.

Goal and Objectives



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Plan Goal

Without abandoning proven strategies and tactics which have proven effective in driving visitation to the destination, it will be the Goal of the Plan to utilize strategies and tactics to maintain, if not exceed, current market share as measured through comparative metrics.



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Objectives

- Based on research, identify target audiences of highest potential and highest potential return on marketing investment
- Concentrate budgets and activities to opportunities toward target audiences of highest potential and return
- Launch a new, innovative campaign designed to continue expanding destination awareness while evolving the new “Everyone Under the Sun” brand
- Devise a Paid Media plan, composed of tried and true as well as new and innovative strategies and tactics that support the Goal of the Plan, utilizes improved targeting strategies, and evolves the messaging of the “Everyone Under the Sun” brand
- Formulate a comprehensive and aggressive Public Relations campaign composed of consistent, ongoing messaging designed to create greater awareness and desire for the destination while supporting and evolving the destination brand

Objectives (Continued)

- Develop a Social Media campaign designed to increase destination awareness across all appropriate Social Media channels while coordinating with and supporting the new campaign
- Amplify and maximize the destination's position as Florida's most welcoming, inclusive and diverse destination, particularly toward LGBTQ+ and Multicultural travelers
- Engage all Strategies and Tactics throughout all of Visit Lauderdale's marketing channels and markets including Leisure, Group, Travel Trade, Inclusion & Accessibility, and Multicultural
- Utilize improved research, metrics and analysis to understand the potential visitor as well as provide improved, consistent, and ongoing analysis of all marketing efforts

Branding. Amplified.



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Overarching Strategy

Evolving our successful brand introduction campaign, the overarching strategy of the 2024 plan will be to increase awareness of and desire for the Greater Fort Lauderdale area through the most cost-effective means possible while expressing our destination's brand "Everyone Under the Sun" in bolder, more interruptive, and more engaging ways.

As Florida's most welcoming, inclusive and diverse destination, we will double our efforts to affirm our brand, amplify its message, and assure it is communicated through every available channel, strategy and tactic.



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Video

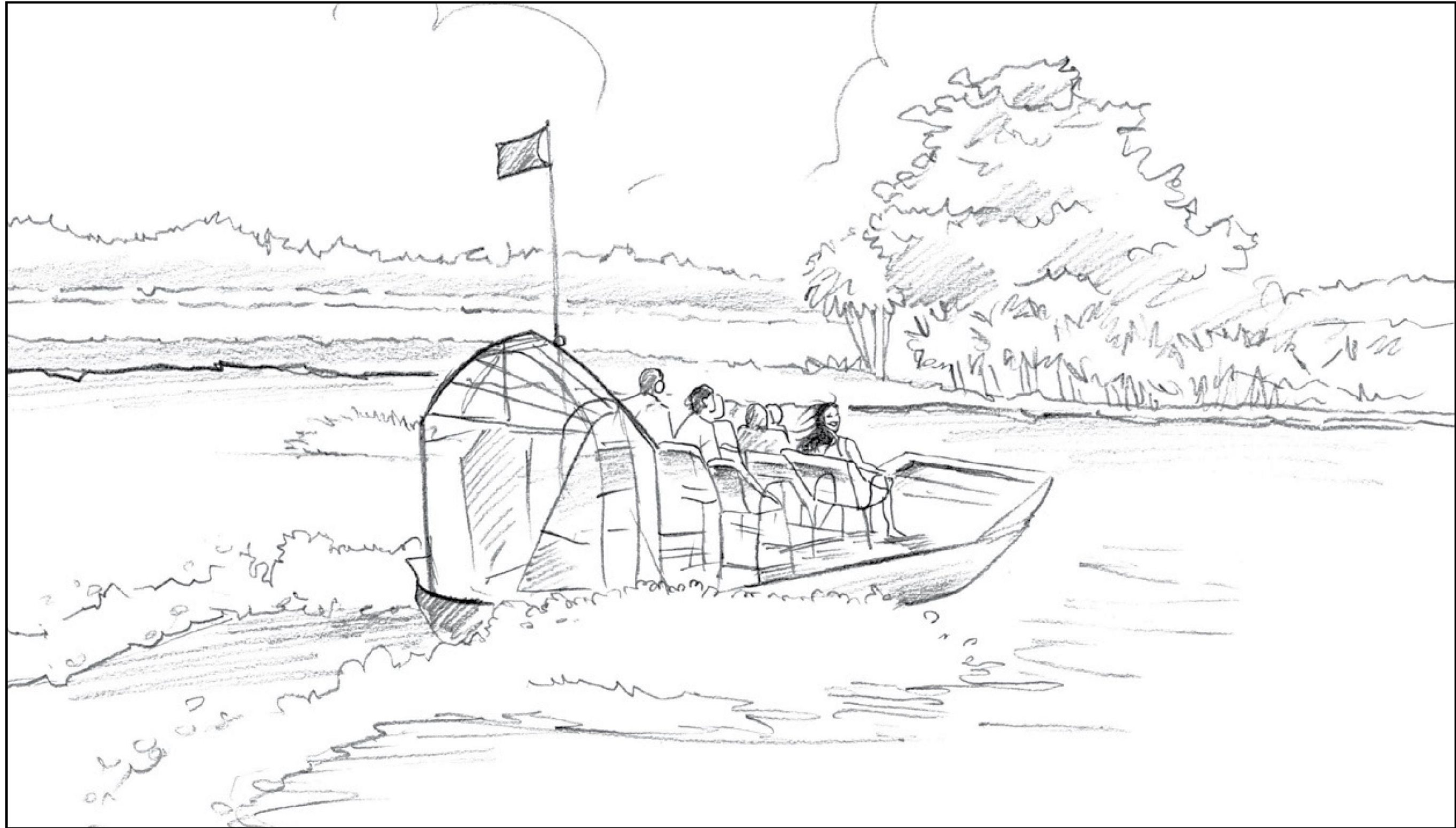




VO: Why do I visit Lauderdale?



VO: Because I'm free to be...



VO: Adventurous!



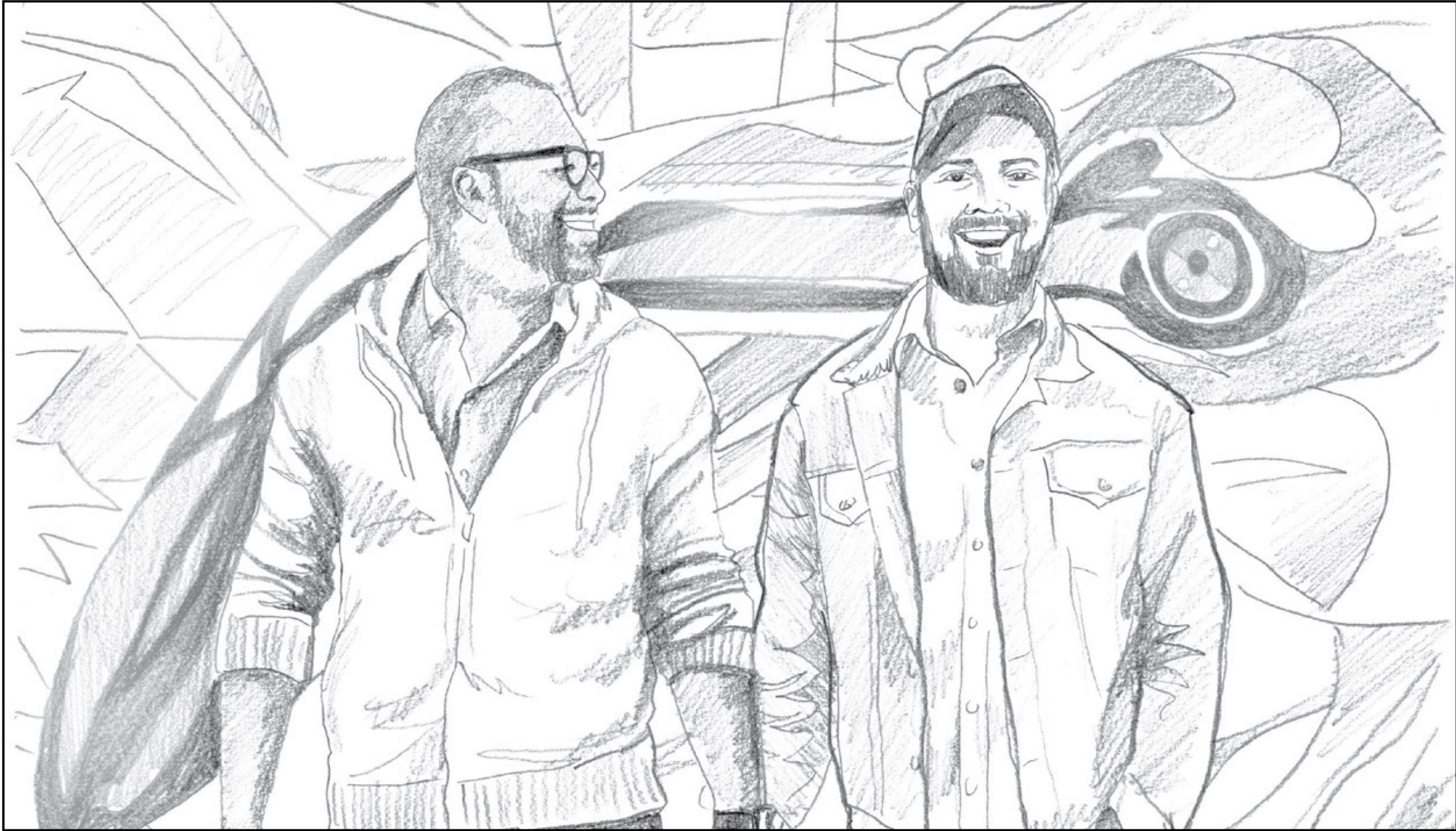
VO: Free to indulge!



VO: Free to be... a family.



VO: A couple.



VO: A couple.



VO: A couple.



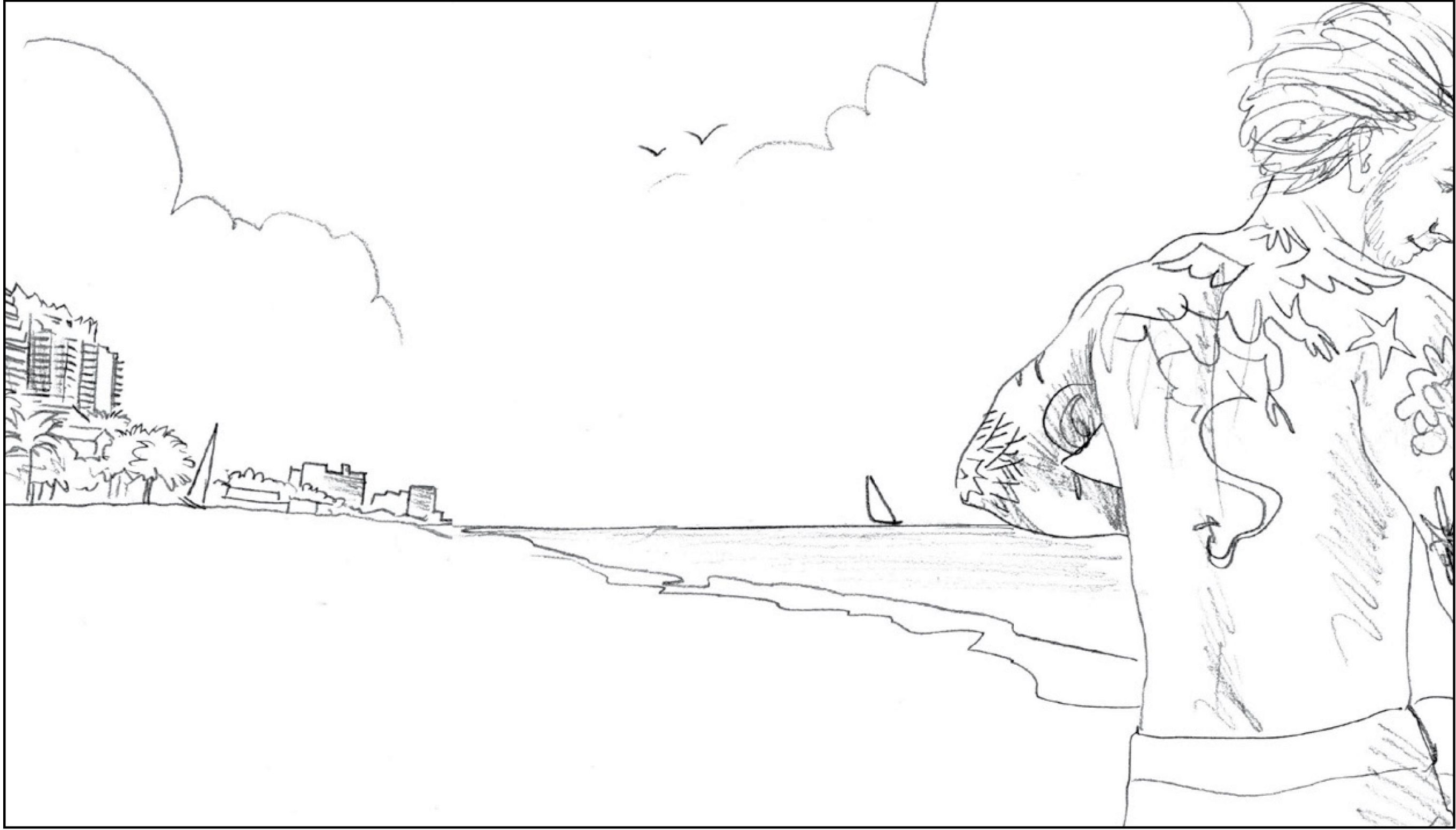
VO: I'm free to catch some damn rays.

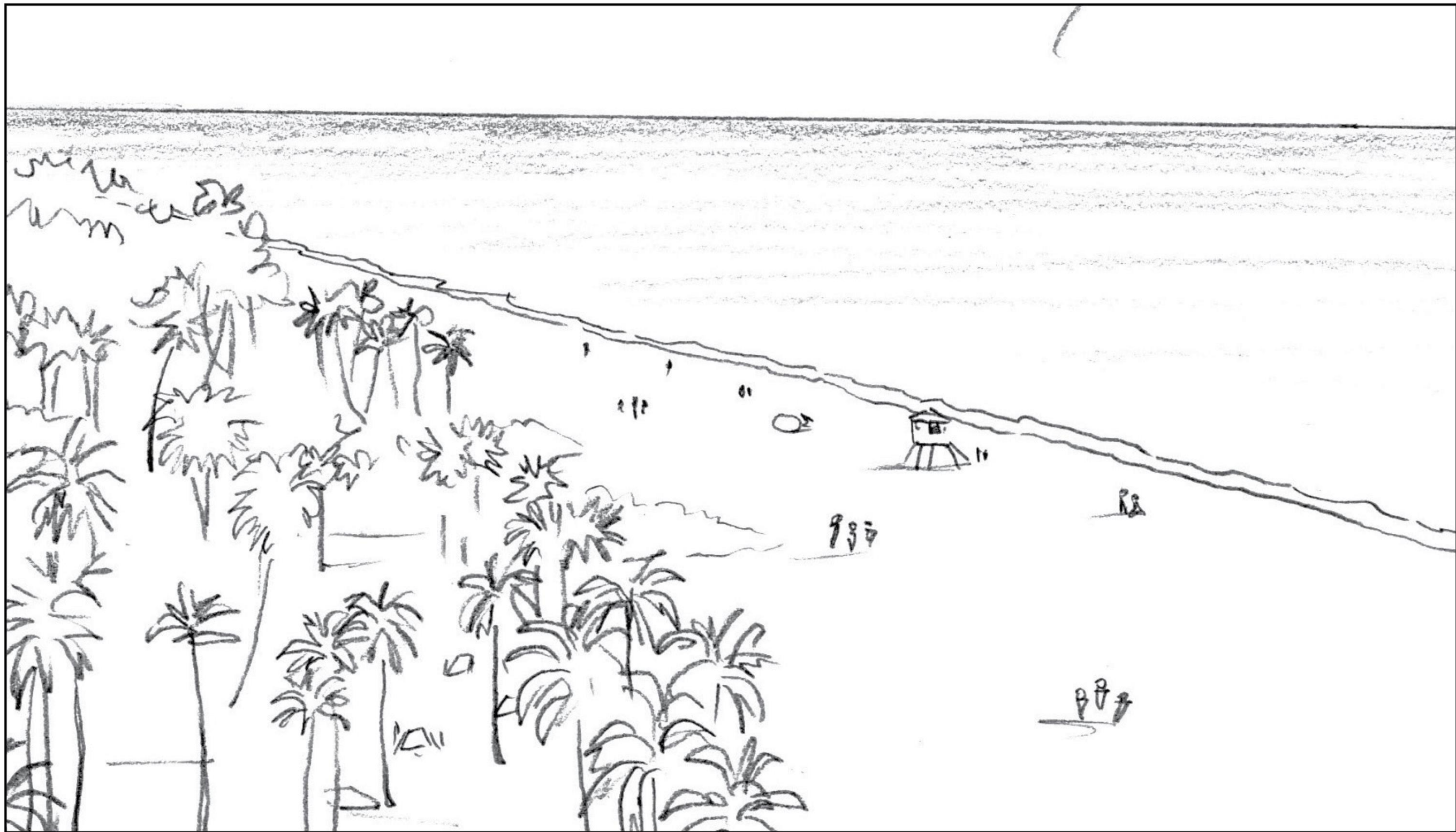


VO: Our group is free to flock together any way we want.



VO: So visit Lauderdale. It's the freedom... to be you.





Come BE You





Come BE You

VisitLauderdale.com



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Evolution of Existing Production

Print

Come BE You

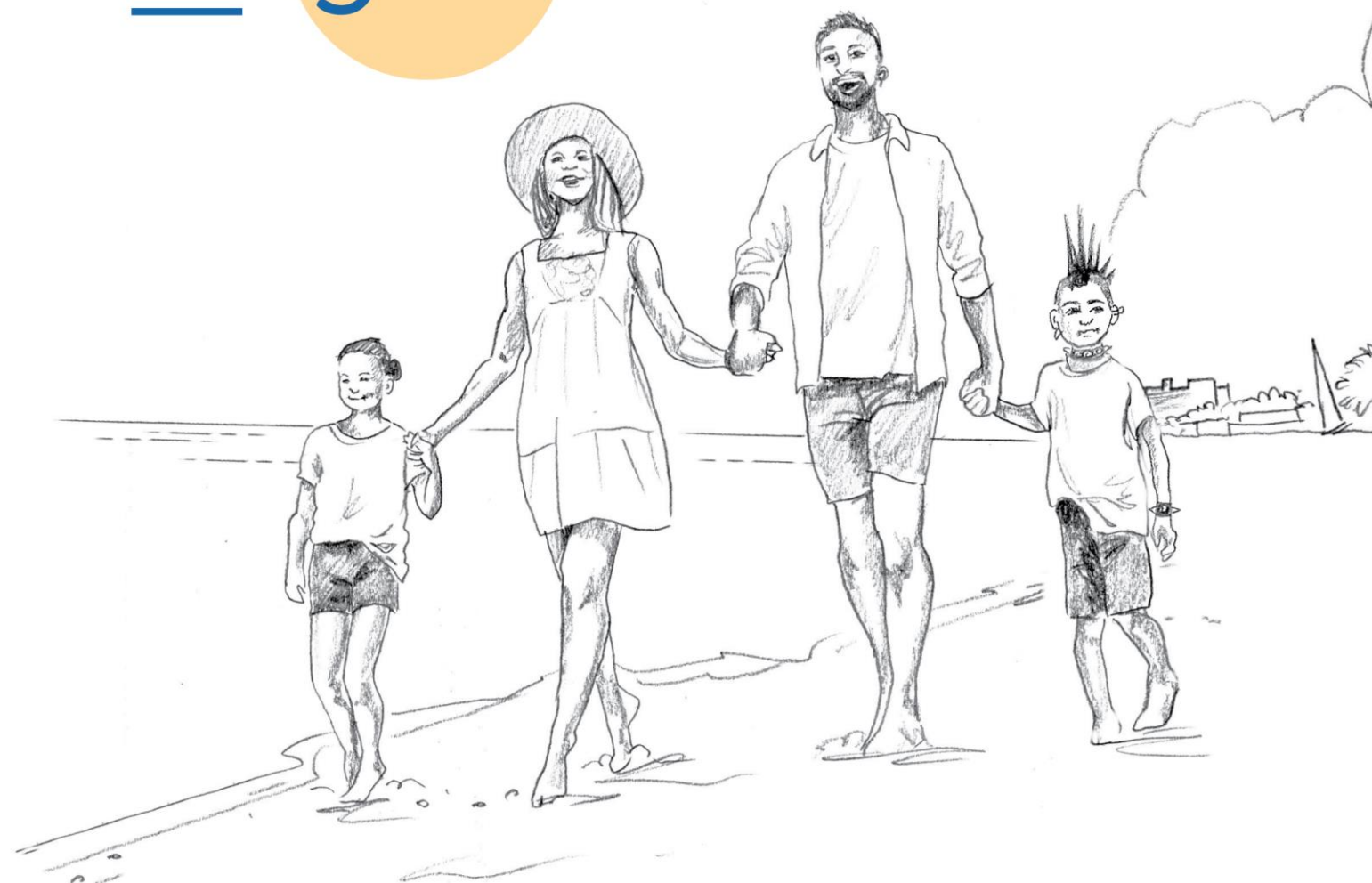


Travel means freedom. It's a chance to go where you want to go, be what you want to be and experience the world just as you are. And there may be no better place to experience that freedom than in Greater Fort Lauderdale. Come enjoy a seaside getaway in Florida's most liberating and inviting destination.

Plan to Come Be You at VisitLauderdale.com



Come BE You



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Leisure Marketing



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Targeting - Demographics

Year-round:

- Adults age 25-54, HHI \$125k+
- Multicultural travelers, HHI \$125k+
- LGBT+ travelers, HHI \$150k+
- Luxury travelers, HHI \$250k+
- Disabled travelers, HHI \$125k+

Spring/Summer:

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

Fall/Winter:

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



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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 AqualIntel 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. LGBT+, Multicultural and other refined or partnered marketing efforts may expand/change markets to include metros such as Fresno-Visalia CA which are starting to show interest.

Amplification through Paid Communication

Paid Media - Strategy

Maximize available budget to reach our target audiences at the right time, at the right place, with the right message.



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Amplification through Paid Communication

Paid Media - Tactics

- Develop a fully integrated paid media plan incorporating digital and traditional platforms.
- Explore unique and impactful media opportunities to increase visibility and reach.
- Utilize programmatic digital buying technologies to hyper target audiences with efficient CPMs.
- Showcase the evolved brand campaign visually through upper funnel media, such as broadcast television/streaming video/CTV.
- Identify opportunities for publisher editorial, promotions, and activations to extend the audience reach beyond advertising placements.
- Maximize added value through aggressive rate and package negotiations.
- Leverage various Visit Florida cooperative programs.

Amplification through Activation

Public Relations - Strategy

Promote the overall destination by amplifying what makes Greater Fort Lauderdale unique and rolling out the "Year of Activations" to attract new visitors, content creators/ influencers and economic opportunities.



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Amplification through Activation

Public Relations - Tactics

- Execute domestic and international activations to launch and generate awareness of the new campaign. Initial activation ideas include:
 - Plan an activation with local swimwear designer in a key feeder market. The activation will feature a fashion show with models wearing winter coats as they walk down the catwalk. They will remove the coats at the end of the runway to reveal their swimwear.
 - Plan an activation in Tel Aviv to promote new flight routes to FLL by El Al airline.
- Incorporate influencer collaborations through FAMs and campaign partnerships to emphasize key themes, including luxury, LGBT+, multicultural, sports & special events, and more.
- Secure out-of-state stories and coverage through media missions, conferences, and trade shows.
- Pitch stories to announce our participation in the upcoming Rose Bowl Parade.
- Develop a media push for superlatives and national list stories (i.e. Top 10 beaches in the US).

Winter Activation Idea

- Invite local media (including writers and editors from travel magazines and websites, influencers, lifestyle and entertainment writers) to an activation at premium venues in key feeder market(s).
- During the activation, guests will enjoy a show featuring local South Florida swimwear designer Luli Fama who has a store in the heart of Las Olas.
- There will be networking and mingling throughout the night.
- Create a fun Visit Lauderdale VIP area with information regarding our various hotels, attractions and restaurants.
- Guests will receive complimentary goodie bags with promotional items from Visit Lauderdale.



Amplification through Activation

Public Relations – Tactics (Continued)

- Strengthen and grow partnerships with Greater Fort Lauderdale-based tourism offerings and attractions to truly understand and always continue to uncover what's new and unique about each of the 31 thriving municipalities.
- Work with local restaurants, museums, and hotels to host media dinners and activations that will heighten awareness for hidden gems and unique experiences.
- Develop content for niche travel segments such as solo, green conscious, and wellness travelers.
- Leverage VisitLauderdale.com online articles and video / image assets to deliver inspirational storytelling.
- Collaborate with Brightline on a long-term basis to promote special rates for locals and new train routes for travelers to enjoy while visiting Greater Fort Lauderdale.

Amplification through Interaction

Social Media - Strategy

Create an unforgettable impact with influential content, inspiring potential travelers to choose Greater Fort Lauderdale as their ultimate vacation destination.



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Amplification through Interaction

Social Media - Tactics

- Masterfully optimize content captions and creative elements for every social media channel (Instagram, Stories, Facebook, Twitter), embracing best practices for maximum engagement.
- Embrace cutting-edge platform technologies like reels and stories to elevate our social storytelling and extend our reach far and wide.
- Embrace agility and swiftly adapt content to align with emerging trends, ensuring constant relevance to our dynamic audience.
- Propel website social referral traffic by sharing compelling articles, exciting events, and partner content across our vibrant social media platforms.
- Cultivate deep connections with travelers and the community through real-time responses to trending topics, fostering engaging and meaningful conversations.
- Forge strategic partnerships with personal brands and influencers, unleashing captivating content that sparks thriving community growth.

Amplification through Interaction

Social Media - Tactics (Continued)

- Curate an exquisite array of content showcasing different aspects and options of the destination, catering to the varied tastes of travelers.
- Push boundaries by experimenting with creative and irresistible captions and hashtags to captivate audience attention.
- Foster real-time discussions with users on trending travel topics, ensuring relevance and building a strong sense of community.
- Adapt posting and participation strategies dynamically, aligned with follower engagement trends.
- Craft itinerary blogs tailored to diverse interests and groups, promoting them through captivating posts, stories, and engaging reels to amplify engagement.

Amplification through Interaction

Social Media – New Ideas

- Unite with local celebrities for an Instagram story takeover allowing followers to delve into their extraordinary lives through a custom itinerary, giving a firsthand experience of what a day in their shoes truly entails in Greater Fort Lauderdale.
- Design an engaging and inclusive social media photo contest by introducing a unique hashtag tailored to the campaign. Encourage participants to share a selfie or photo that captures their sense of freedom in Greater Fort Lauderdale.
- Create an impactful social media campaign named "Faces of Lauderdale," inviting locals to share their individual narratives and the essence of freedom they experience in Greater Fort Lauderdale. We'll collect and curate these compelling stories in the form of videos, which will then be showcased on our various social media channels to inspire and connect with a broader audience.
- Craft an engaging streaming audio playlist titled "Come Be You" on Spotify or Apple Music. Alongside this, initiate a captivating social activation, urging our followers to recommend songs that resonate with their authentic selves, enhancing the playlist's diversity and inclusivity.

Amplification through Interaction

Social Media – New Technology

- Embracing the latest social media apps, we'll tap into emerging trends and leverage unique features to captivate users and drive engagement with fresh, innovative content.
- Leveraging the power of Artificial Intelligence (AI) for data-driven personalization, delivering tailored content and recommendations to potential visitors, ensuring a captivating and immersive experience of Greater Fort Lauderdale.

Amplification through Inclusion

LGBT+ - Strategy

Increase Greater Fort Lauderdale's share of the LGBT+ travel market with progressive marketing integrated under the umbrella 'Everyone Under the Sun' marketing campaign.



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Amplification through Inclusion

LGBT+ - Tactics

- Develop fresh marketing materials that are edgy and provocative to convince travelers why they should still come to Florida's LGBT+ capital.
- Identify opportunities to grab attention and raise awareness of Greater Fort Lauderdale in heavy LGBT+ populated markets, such as Provincetown, Rhode Island.
- Partner with key media, influencers and develop strategic partnerships with non-profits, Corporate America, LGBT+ businesses and events, meeting planners, and travel professionals.
- Support and promote local LGBT+ events with a goal of increasing room nights.

Amplification through Understanding

Accessibility - Strategy

Build upon the foundation established last year to raise awareness of Greater Fort Lauderdale's accessible establishments and the welcoming nature of the community for visitors of all abilities.



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Amplification through Understanding

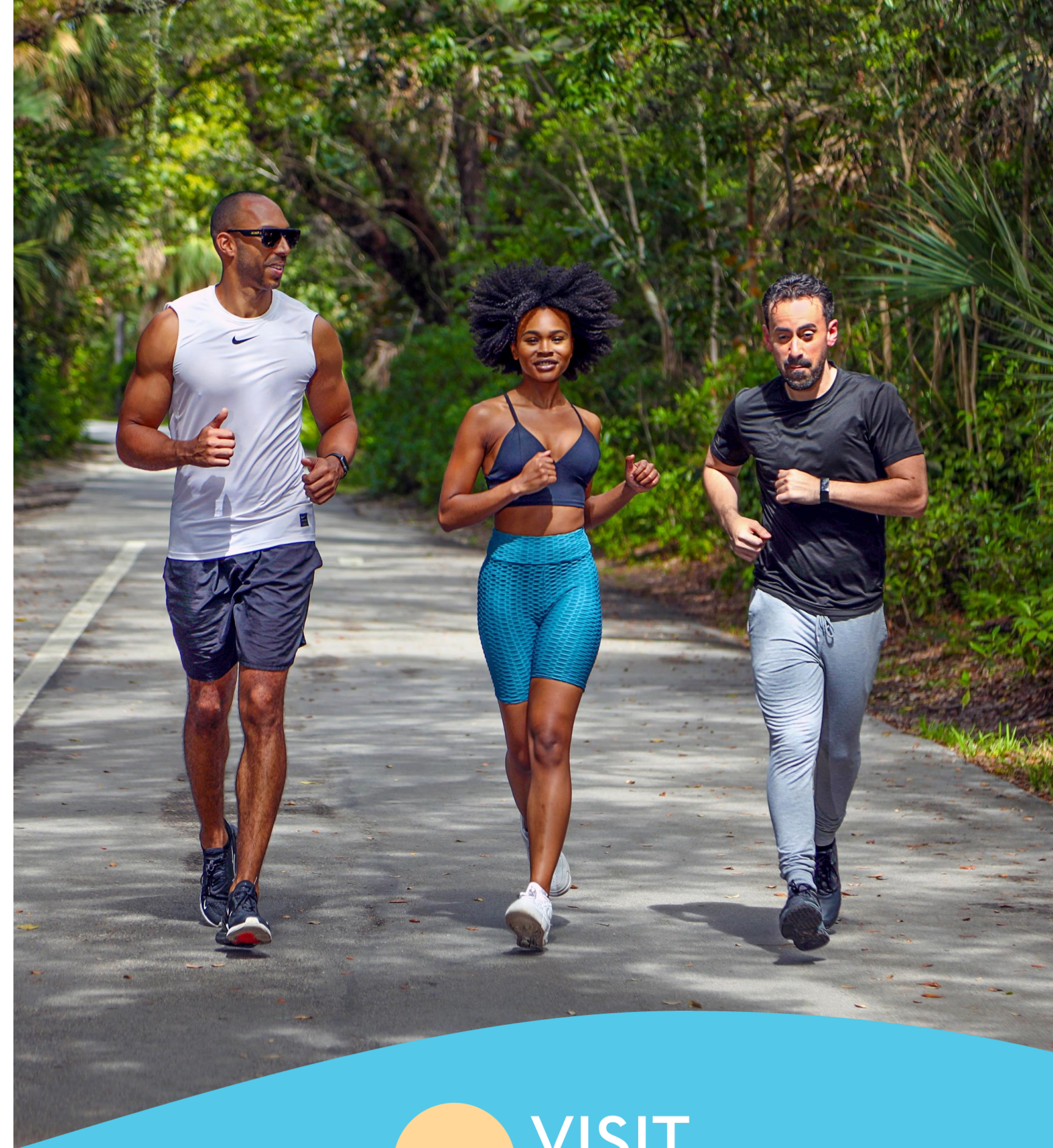
Accessibility - Tactics

- Foster relationships with TravelAbility and AccessNow, two of the primary voices for Accessible tourism.
- Work with national disability organizations and local disability community
- Continue to enhance website content to highlight accessible hotels, attractions, and dining 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.

Amplification through Diversity

Multicultural - Strategy

Reinforce the "Everyone Under the Sun" campaign to ensure multicultural travelers know they will be welcomed with open arms in Greater Fort Lauderdale, despite what they may be hearing in the news regarding Florida.



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Amplification through Diversity

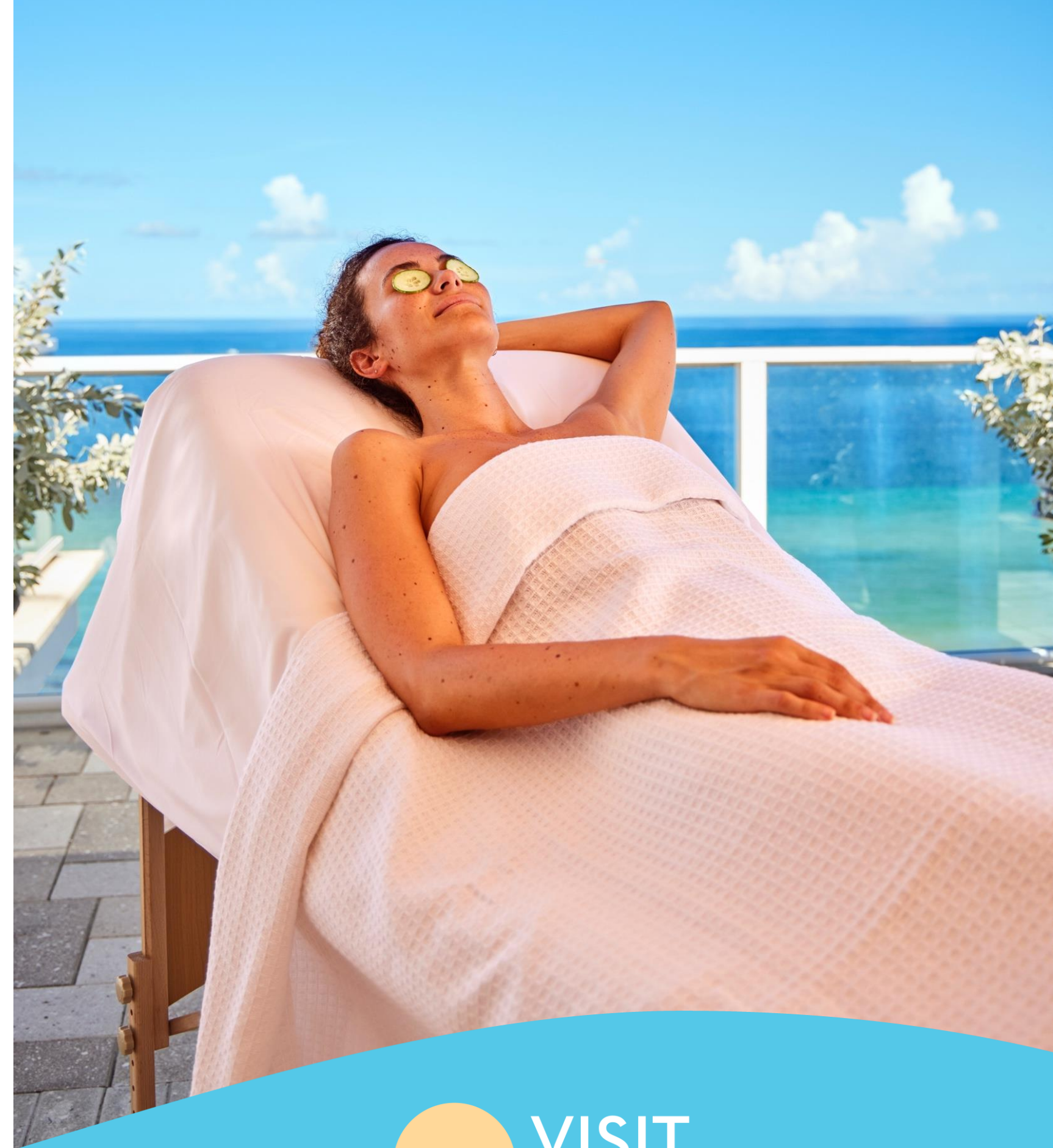
Multicultural - Tactics

- Differentiate Greater Fort Lauderdale from other Florida destinations through authentic storytelling that highlights the diverse cultures and people of the area.
- Continue partnership with Culture365 to grow awareness in both leisure and group categories.
- Support and promote local multicultural events to encourage outside visitors to experience the many diverse cultures in Greater Fort Lauderdale.
- Expand reach to Hispanic audiences through new media partners and social influencers.

Amplification through Extravagance

Luxury - Strategy

To increase economic impact of leisure visitors by defining the area as a luxury destination and promoting it to high net worth and high-income individuals.



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Amplification through Extravagance

Luxury - Tactics

- Reinforce Greater Fort Lauderdale's luxury positioning and product as a welcoming destination to the world's most bespoke traveler.
- Expand luxury content on the website through new visual assets and custom itineraries.
- Showcase the destination through the lens of luxury travel social influencers.
- Promote luxury events such as Visit Lauderdale Food & Wine Festival to attract new luxury travelers to the destination.
- Leverage Fort Lauderdale International Boat Show event to reinforce Greater Fort Lauderdale's image as the 'Yachting Capital of the World'.

Group, Event & Global Trade



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Amplification through Assembly

Group & Convention Sales - Strategy

Grow group demand for the destination while building conventions and tradeshow at the Greater Fort Lauderdale / Broward County Convention Center during the ongoing construction and post-expansion phases.



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Amplification through Assembly

Group & Convention Sales - Tactics

- Procure a new lead generation vendor to bolster ongoing sales teams' initiatives.
- Develop unique, creative tradeshow and activation experiences that create a “WOW” factor.
- Exploit full potential of strategic partnerships (PCMA, ASAE, MPI, Maritz, CONNECT, etc.) and increase visibility/direct exposure to meeting planners.
- Develop and produce new sales collateral, including Event Planner's Book.
- Produce new meeting planner tools including email templates and videos such as "Event Pre-Promotion" and "Know Before You Go" to maximize event attendance.
- Push multi-year event bookings through value-adds and incentive packages.

Amplification through Assembly

Group & Convention Sales – Tactics (Continued)

- Develop custom ad messaging highlighting available incentives and airlift convenience.
- Geofence major conferences throughout the year with advertising to reach meeting planners and amplify show presence.
- Continue to support hotel community via customized group incentives to steer meetings to low demand periods and need times while boosting booking conversion.
- Cultivate engagement and propel growth on LinkedIn channel through posts promoting upcoming tradeshow and events, featuring exceptional meeting spaces throughout the destination, and new developments regarding completion of the convention center.

Amplification through Recreation

Sports Marketing - Strategy

Position Greater Fort Lauderdale as a premier Florida sports destination, emphasizing potential growth areas based on existing and new facilities in market.



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Amplification through Recreation

Sports Marketing - Tactics

- Leverage Inter Miami FC's acquisition of Lionel Messi as a world-famous star to draw in new out-of-market visitors.
- Expand sales material through venue highlight videos featuring successful events and testimonials.
- Pursue new sporting events in potential growth areas of swimming & diving, pickleball, softball, golf and beach volleyball.
- Support hotels throughout all communities by focusing on special events during shoulder season.

Amplification through Celebration

In-Market Events - Strategy

Drive new visitation through a range of exciting events highlighting Greater Fort Lauderdale's cultural diversity, vibrant arts and music scene, and unique culinary offerings.



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Amplification through Celebration

In-Market Events - Tactics

- Invest in events that maximize room nights and economic impact to Greater Fort Lauderdale.
- Target concert and festival organizers to bring large-scale events to the destination.
- Grow awareness and attendance of the branded Visit Lauderdale Food & Wine Festival.
- Increase partner registration and consumer awareness of the evolved Dine Out Lauderdale restaurant month in August.
- Promote major events well in advance to increase ratio of out-of-market attendees.
- Collaborate with hotel partners to develop event packages for pre-event promotion.

Amplification through Collaboration

Global Travel Trade - Strategy

Expand and train network of qualified travel advisors in the USA and internationally as travel demand in secondary and tertiary markets increases.



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Amplification through Collaboration

Global Travel Trade - Tactics

- Collaborate with FLL to attract new air service to Greater Fort Lauderdale.
- Bespoke cooperative campaigns through alliances with travel consortia, associations, distribution companies and tour operators.
- Continue to leverage partnerships with Brand USA, Visit USA and Discover America committees.
- Magnify the Lauderdale Loyalist advisor training program through increased advertising and tradeshow promotions.
- Leverage alliances with AAA Travel Clubs, Signature and Virtuoso.
- Work with cruise associations and agencies (CLIA, Cruise One, etc.) to promote pre/post stay opportunities.
- Target cruise loyalists through paid media placements, inviting cruise industry, Port Everglades and partners to also participate cooperatively.

Business Participation Program

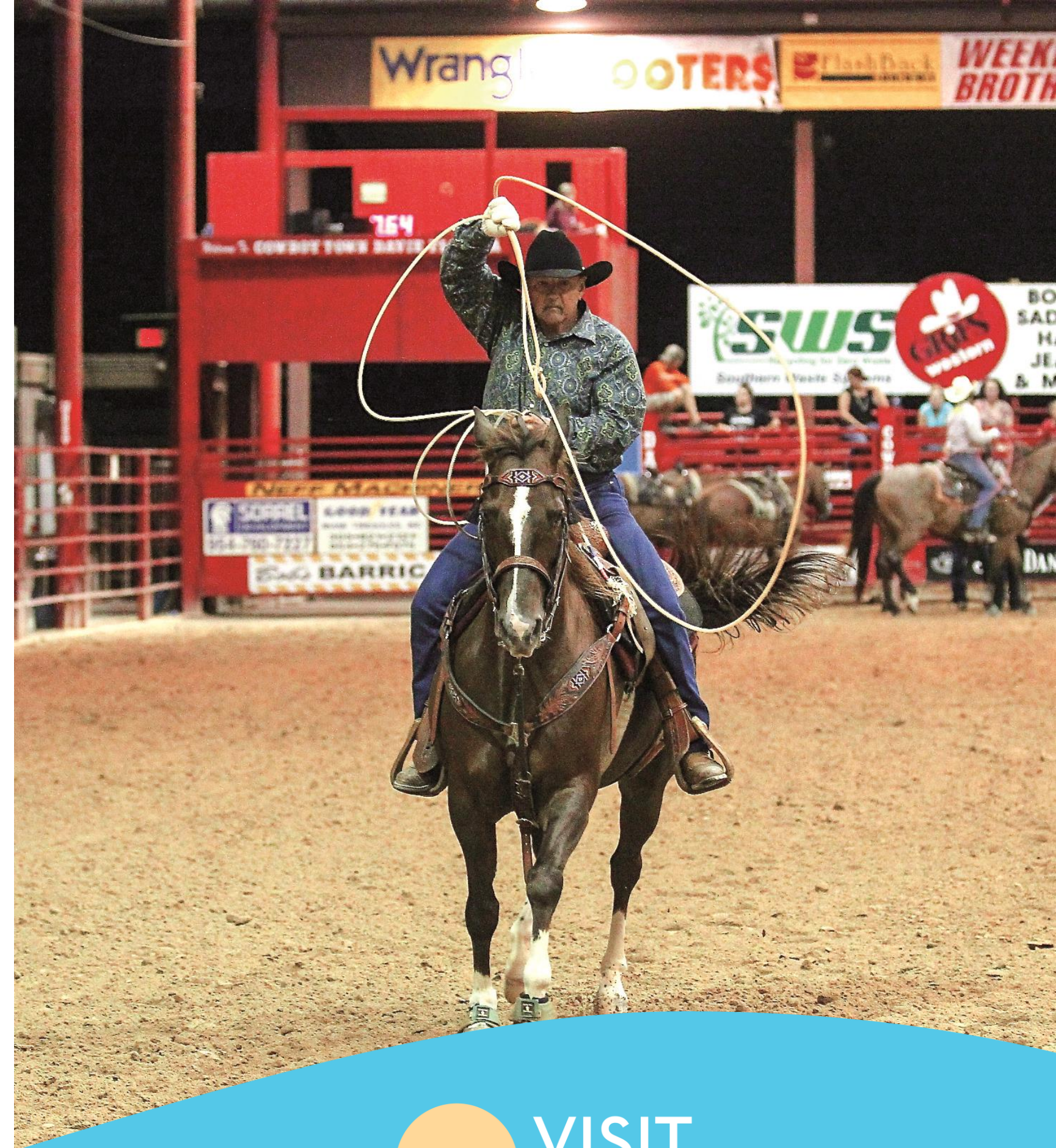


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Amplification through Partnership

Business Participation Program - Strategy

Enhance partner engagement with strategic alliance opportunities that leverage marketing dollars and increase brand visibility for Visit Lauderdale and its industry partners.



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Amplification through Partnership

Business Participation Program - Tactics

- Develop a comprehensive program that offers partners unique and affordable value-added media opportunities.
- Launch the program at the beginning of the fiscal year to align with partner annual budgeting.
- Expand the registration window to allow additional time for consideration and participation.
- Develop custom synergistic programs with municipalities and major partners to extend marketing reach.

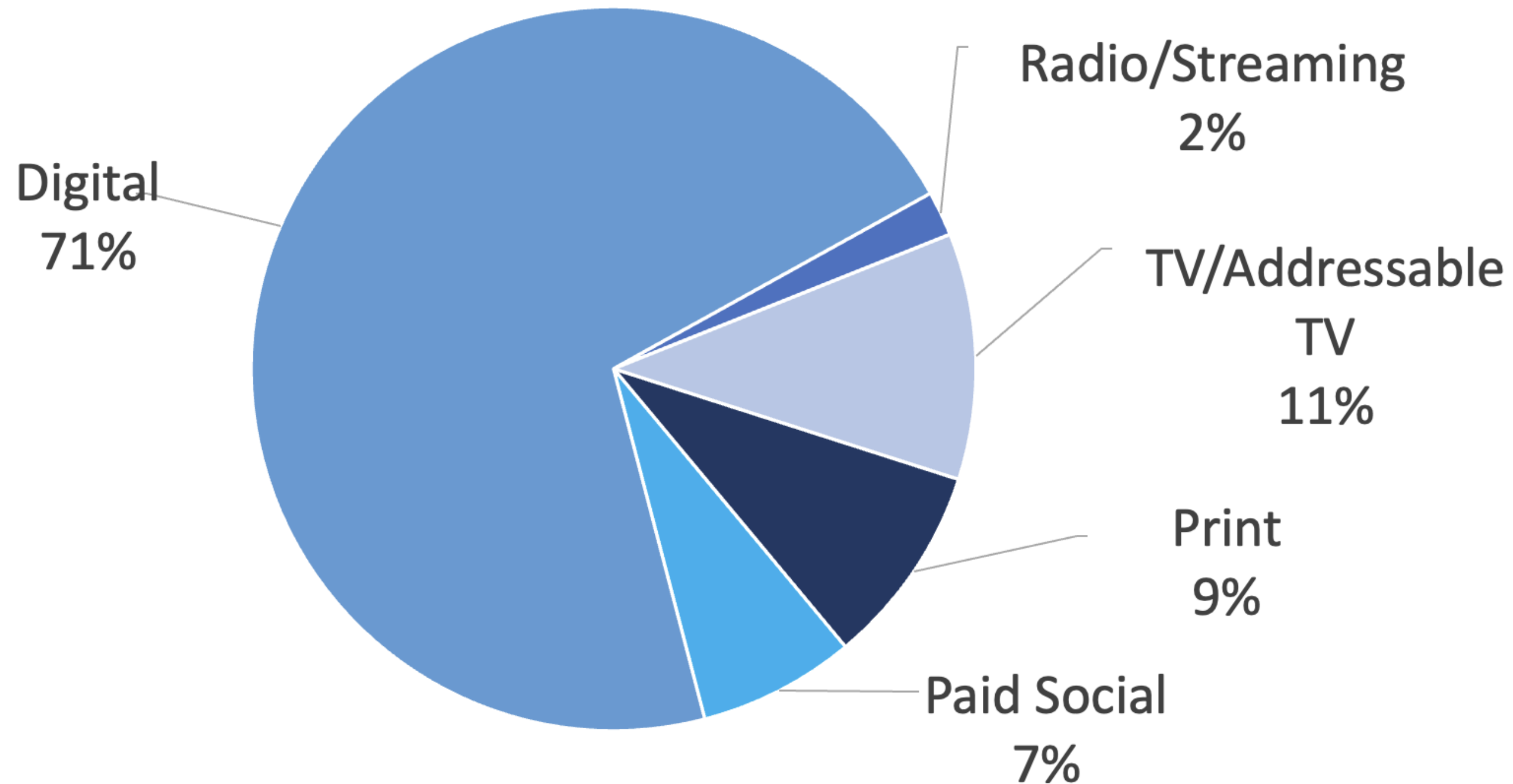
Paid Media Budget



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Paid Media Budget

FY24 = \$4.1 Million





Measurement



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KPIs – Destination Metrics

TDT REVENUE:

Review and analysis of tax revenue generated by Broward County overnight stays.

OCCUPANCY:

Percentage of occupancy as reported by STR and other resources will measure the effectiveness of marketing activities to convert business.

REVENUE PER AVAILABLE ROOM (RevPAR):

Will assess the relationship of demand and supply in addition to overall performance of the destination.

ECONOMIC OUTPUT:

Will measure and track overall visitor spend with the goal of increasing overall output (direct expenditures and economic impact)



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KPIs – Marketing Metrics

ADVERTISING:

Monitor each media channel's performance, using Google Analytics and Aqua's proprietary marketing dashboard to ensure Return On Ad Spend (ROAS).

PUBLIC RELATIONS:

Measure using media value, impressions and audience reached, using Cision for media intelligence. Measure website traffic spikes aligned with publicity coverage dates.

SOCIAL MEDIA:

Monitor and evaluate impressions, website referrals, engagements, reach and shared media value, using third-party platforms for statistical analysis.

WEBSITE:

Track total unique visitors, organic search traffic, page views and time on site, using Google Analytics for insights.



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