



VISIT
LAUDERDALE
EVERYONE UNDER THE SUN

Global Trade Partner Update

Tuesday, September 8th, 2021

Agenda

- *Welcome*
- *Market Updates*
- *Port Updates*
- *Recent Activity*
- *Film Update*
- *FY'22 Schedule*

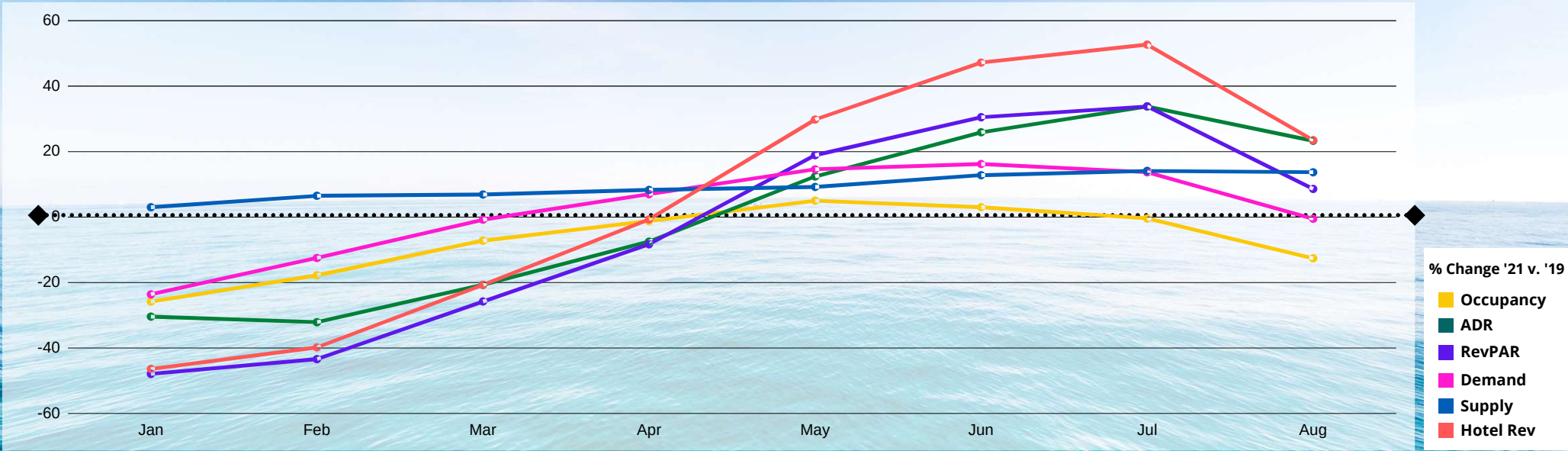


Senior Vice President, Welcome



Hotel Metrics: Jan 1 - Aug 31

Occupancy 72% -7% vs. 2019	ADR \$143.53 -4% vs. 2019	RevPAR \$105.87 -11% vs. 2019	Demand (rooms sold) 1.4%	Supply (rooms avail) 9%	Hotel Revenue -3%
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Source: STR, Inc.

Hotel Forecast

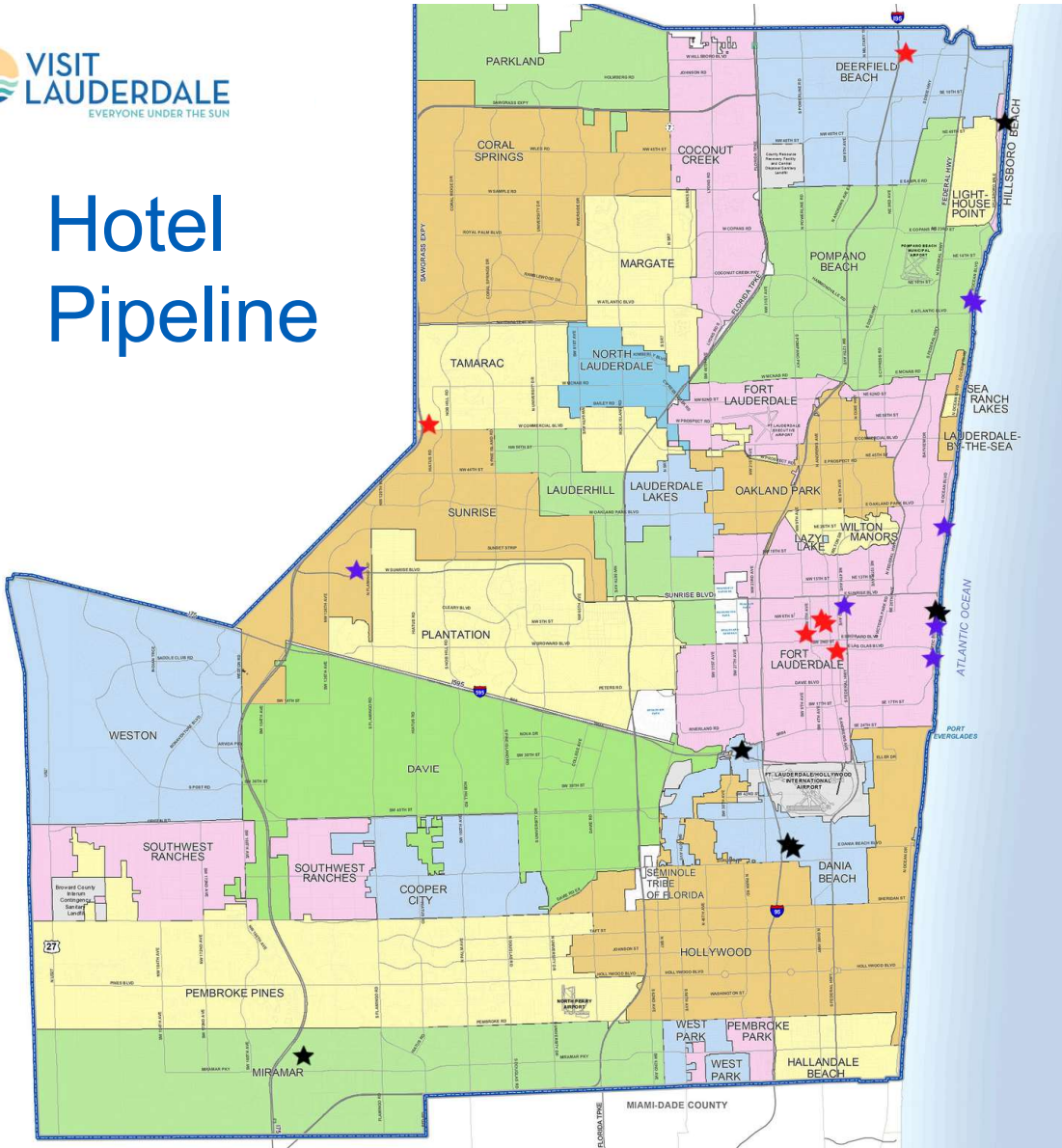
2021	Occ	ADR	RevPAR	Pipeline Proj/Rooms	
Q1	69.8% -17%	\$134.65 -28%	\$96.49 -38%	6	4
	58.7% -30%	\$159.40 -14%	\$94.10 -40%	747	549
Q2	77.4% 2%	\$149.85 8%	\$117.39 11%	6	1
	61.8% -19%	\$144.00 -18%	\$70.37 -34%	610	96
Q3	68.4% -1%	\$146.60 32%	\$100.70 30%	3	2
				450	150
Q4	73.1%	\$160.05	\$117.70	4	
	-5%	15%	8%	500	

2022	Occ	ADR	RevPAR
Q1	83.2%	\$193.20	\$161.00
	-0.6%	4%	3%
Q2	74.9%	\$143.10	\$107.50
	-1%	4%	2%
Q3	70.4%	\$121.40	\$85.70
	2%	10%	11%
Q4	73.0%	\$156.30	\$114.40
	-5%	12%	5%

Source: STR, Inc. YoY compares to 2019 due to COVID-19.



Hotel Pipeline



★ 2020 Hotel Openings
6 properties ★ 794 rooms
 Fairfield Inn & Suites Deerfield Beach Boca Raton
 Home2 Suites by Hilton Fort Lauderdale Downtown
 Hyatt Centric Las Olas
 Tru by Hilton Fort Lauderdale Airport
 Tru by Hilton Fort Lauderdale Downtown
 Woodspring Suites, Tamarac

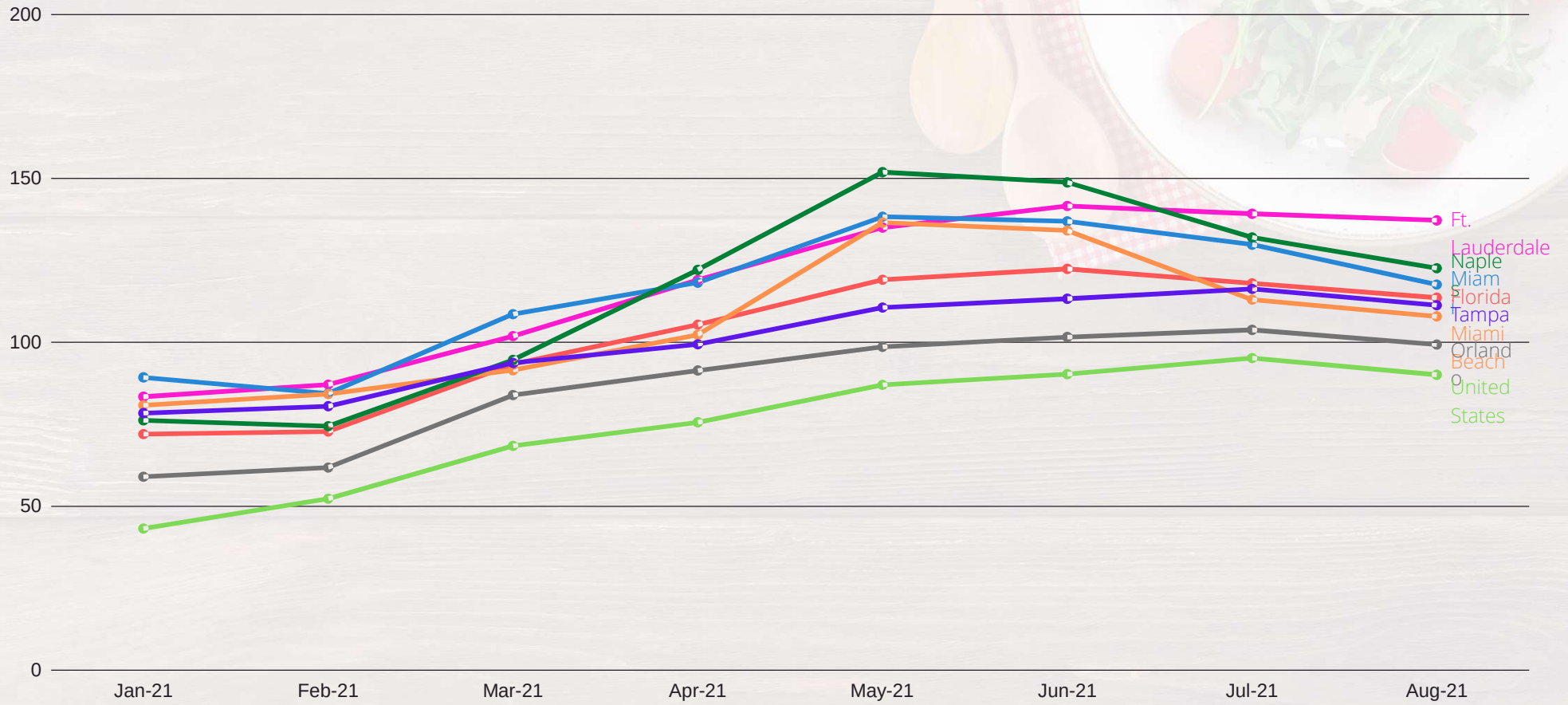
★ 2021 Hotel Openings
7 properties ★ 795 rooms
 AC Hotels By Marriott Fort Lauderdale Sawgrass Mills/Sunrise
 Cambria Hotel Fort Lauderdale Beach
 Courtyard Fort Lauderdale Downtown
 Home2 Suites by Hilton Pompano Beach Pier
 Hotel Maren Fort Lauderdale Beach
 Kimpton Goodland Fort Lauderdale Beach
 Tru by Hilton Pompano Beach Pier

★ 2021 Remaining Pipeline
7 properties ★ 950 rooms

Sep	AC Hotels by Marriott Fort Lauderdale Airport Avid Dania Beach Marriott Fort Lauderdale Airport
Oct	Hillsboro Beach Resort
Nov	AC Hotels by Marriott Fort Lauderdale Beach Holiday Inn Express & Suites Miramar
Dec	Four Seasons Fort Lauderdale

Recovery Indicators

Dining Out - Seated Diners '21 vs. '19 Comparison



Daily Departures

SEPTEMBER 2021

233

DAILY DEPARTURES TO

72

U.S. CITIES, WITH NON-STOP
SERVICE TO ALL TOP

50

DOMESTIC MARKETS



SEPTEMBER 2021

54

DAILY DEPARTURES TO

37

INTERNATIONAL
DESTINATIONS IN

19

COUNTRIES

New Service - FLL

spirit[™]
LESS MONEY. MORE GO.

- Manchester
- Milwaukee
- Pensacola
- Tegucigalpa, Honduras


allegiant[®]

- Fayetteville
- Des Moines
- Sioux Falls
- Harrisburg
- Peoria

flair
 **airlines**[™]

- Montreal
- Toronto
- Ottawa
- Kitchener

avelo 
• New Haven



Top 20 Airport Comparison

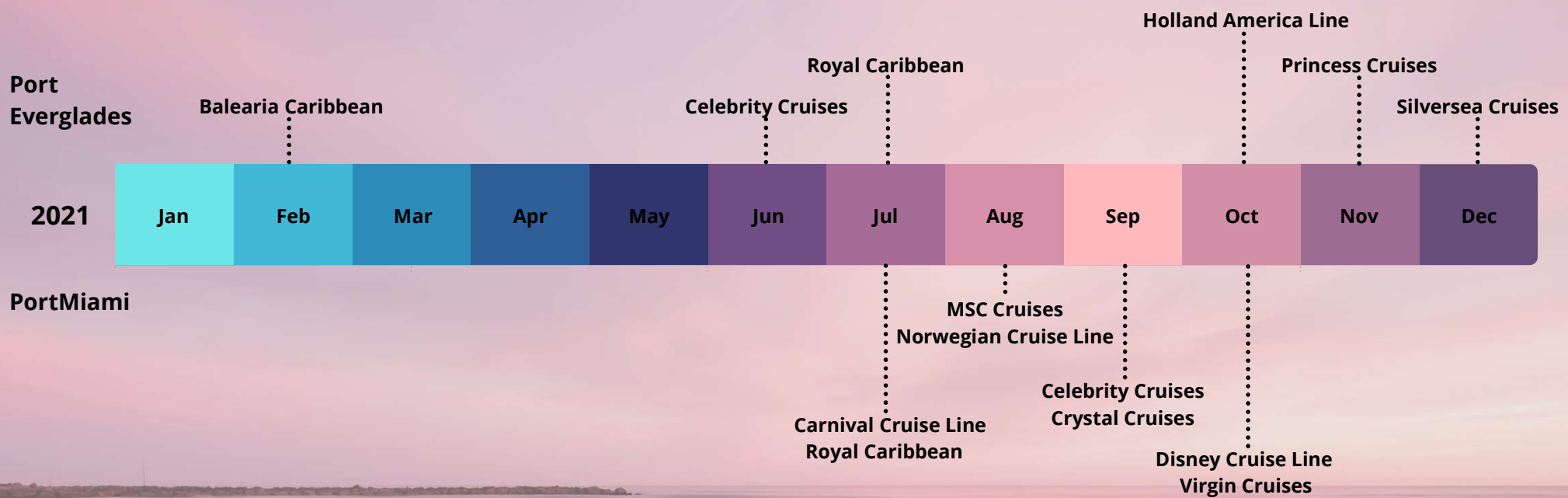
JAN-JUN YTD 2021			
Rank	Total PAX 2021	Rank	International PAX 2021
1	ATLANTA	1	MIAMI
2	DALLAS/FORT WORTH	2	NEW YORK (JFK)
3	DENVER	3	LOS ANGELES
4	CHICAGO (ORD)	4	HOUSTON (IAH)
5	CHARLOTTE	5	DALLAS/FORT WORTH
6	ORLANDO	6	ATLANTA
7	LOS ANGELES	7	NEWARK
8	PHOENIX	8	CHICAGO (ORD)
9	LAS VEGAS	9	FLL
10	MIAMI	10	CHARLOTTE
11	SEATTLE	11	DENVER
12	HOUSTON (IAH)	12	ORLANDO
13	FLL	13	SEATTLE
14	NEWARK	14	PHOENIX
15	DETROIT	15	BALTIMORE
16	MINNEAPOLIS	16	DETROIT
17	SALT LAKE CITY	17	MINNEAPOLIS
18	NEW YORK (JFK)	18	SALT LAKE CITY
19	TAMPA	19	LAS VEGAS
20	BALTIMORE	20	TAMPA

JAN-JUN YTD 2021 vs JAN-JUN YTD 2019					
Rank	Total Recovery	Rank	Domestic Recovery	Rank	International Recovery
1	CHARLOTTE	1	MIAMI	1	DALLAS/FORT WORTH
2	DENVER	2	CHARLOTTE	2	CHARLOTTE
3	DALLAS/FORT WORTH	3	FLL	3	BALTIMORE
4	PHOENIX	4	ORLANDO	4	HOUSTON (IAH)
5	SALT LAKE CITY	5	DENVER	5	DENVER
6	TAMPA	6	DALLAS/FORT WORTH	6	SALT LAKE CITY
7	ORLANDO	7	TAMPA	7	MIAMI
8	FLL	8	PHOENIX	8	PHOENIX
9	MIAMI	9	SALT LAKE CITY	9	FLL
10	BALTIMORE	10	LAS VEGAS	10	ATLANTA
11	LAS VEGAS	11	BALTIMORE	11	NEWARK
12	HOUSTON (IAH)	12	HOUSTON (IAH)	12	CHICAGO (ORD)
13	SEATTLE	13	SEATTLE	13	NEW YORK (JFK)
14	ATLANTA	14	NEWARK	14	LOS ANGELES
15	DETROIT	15	ATLANTA	15	SEATTLE
16	NEWARK	16	DETROIT	16	DETROIT
17	CHICAGO (ORD)	17	CHICAGO (ORD)	17	MINNEAPOLIS
18	MINNEAPOLIS	18	MINNEAPOLIS	18	ORLANDO
19	LOS ANGELES	19	LOS ANGELES	19	LAS VEGAS
20	NEW YORK (JFK)	20	NEW YORK (JFK)	20	TAMPA

Source: Airports Council International

Cruise Travel

Setting Sail in 2021



Cruise Update

Welcome
Enchanted
Princess



New Cruise Ships for the Season

*Celebrity Apex arrived in November 2020.
Naming October 28*

Holland America Line's Rotterdam arriving Nov. 3

*Odyssey of the Seas arrived in June 2021.
Naming in November*



Cruise News:

**On the
Horizon**



**THE RITZ-CARLTON
YACHT COLLECTION**

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Recent Global Trade Activity

JUNE, JULY, AUGUST

- Signature Travel Network Educational Journey
- ASTA South Florida "Spring Affair"
- Global Travel Marketplace
- GTM FAM
- Cruise 360 Trade Show
- Cruise 360 FAM
- Virtuoso Webinar
- ASTA Global Convention, Chicago
- ASTA Virtual
- ESTO

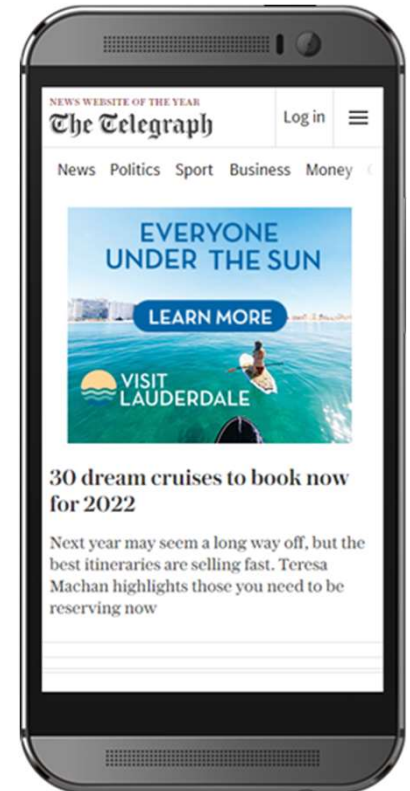
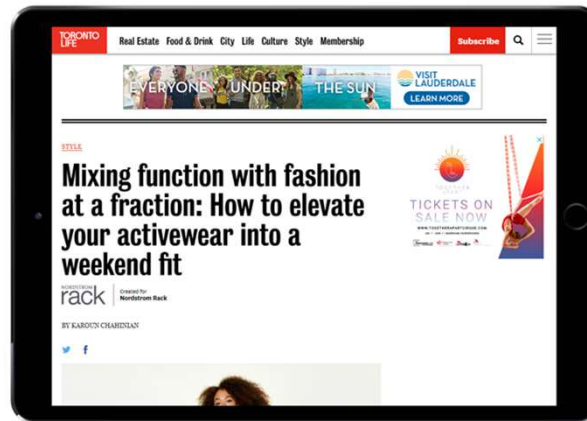
SEPTEMBER

- IPW & TaConnect Family Travel Roadshow & Seatrade



Marketing Campaigns

- Hotelbeds - 32%
- Spearfish
- Air Canada Vacations



Visit Lauderdale Year over Year Summer Room Night Arrivals	
2019 JUNE JULY AUGUST ARRIVALS	30,017
2020 JUNE JULY AUGUST ARRIVALS	11,954
2021 JUNE JULY AUGUST ARRIVALS	39,545
2021 Percentage Increase over 2020	
	231%
2021 Percentage Increase over 2019	
	32%

- Over the months of June July and August we have increased arrivals by 32% over 2019.
- For the month of August we did see declines in Bookings across the state as we experience this every year in Florida with the start of School but we are seeing a strong start to September compared to 2019
- Lead times for June July and August 2021 have decreased from 54 Days compared to 73 Days in 2019 during the same months while ADR has remained consistent with 2019

Top 20 Producing hotels (randomized)

- DoubleTree by Hilton Hollywood Beach
- Ocean Sky Hotel and Resort
- Hollywood Gateway Inn
- B Ocean Resort Fort Lauderdale
- Fort Lauderdale Grand Hotel
- Pelican Grand Beach Resort
- Seminole Hard Rock Hotel & Casino Hollywood
- Westin Fort Lauderdale Beach Resort
- Hilton Fort Lauderdale Marina
- Hollywood Beach Hotels
- Rodeway Inn & Suites FLL Airport - Cruise Port
- Beachwalk Resort
- The Atlantic Resort & Spa Fort Lauderdale
- The Link Hotel
- Hilton Fort Lauderdale Beach Resort
- Holiday Inn Exp & Sts Ft. Lauderdale-Plantation
- DoubleTree by Hilton Sunrise-Sawgrass Mills
- AC Hotel Fort Lauderdale Sawgrass Mills / Sunrise
- Ocean Manor Beach Resort
- The Diplomat Beach Resort, Curio Collection by Hil



*Film Update
June, July, and August 2021*

<u>Municipality</u>	<u>Permits</u>
Broward County	58
Fort Lauderdale	42
Davie	35
Hollywood	14
Miramar	10
Other	41
<u>Total</u>	<u>200</u>



Most recent film projects:

- *Carl's Jr TV Commercial*
- *Scot Peterson Documentary (Parkland Shooting)*
- *Sundance TV TruCrime Docuseries*
- *Visit Lauderdale's Places to Stay and Dine*
- *Holy Cross PSA*
- *I am Jazz - thus far totaling 1041 room nights, estimated revenue of \$113,469 at the Courtyard Fort Lauderdale Downtown*
- *Love and Hip-Hop TV Series*
- *Various Car Commercials*
- *Rooms To Go Commercial*
- *90-day Fiancé on TLC Reality Show*

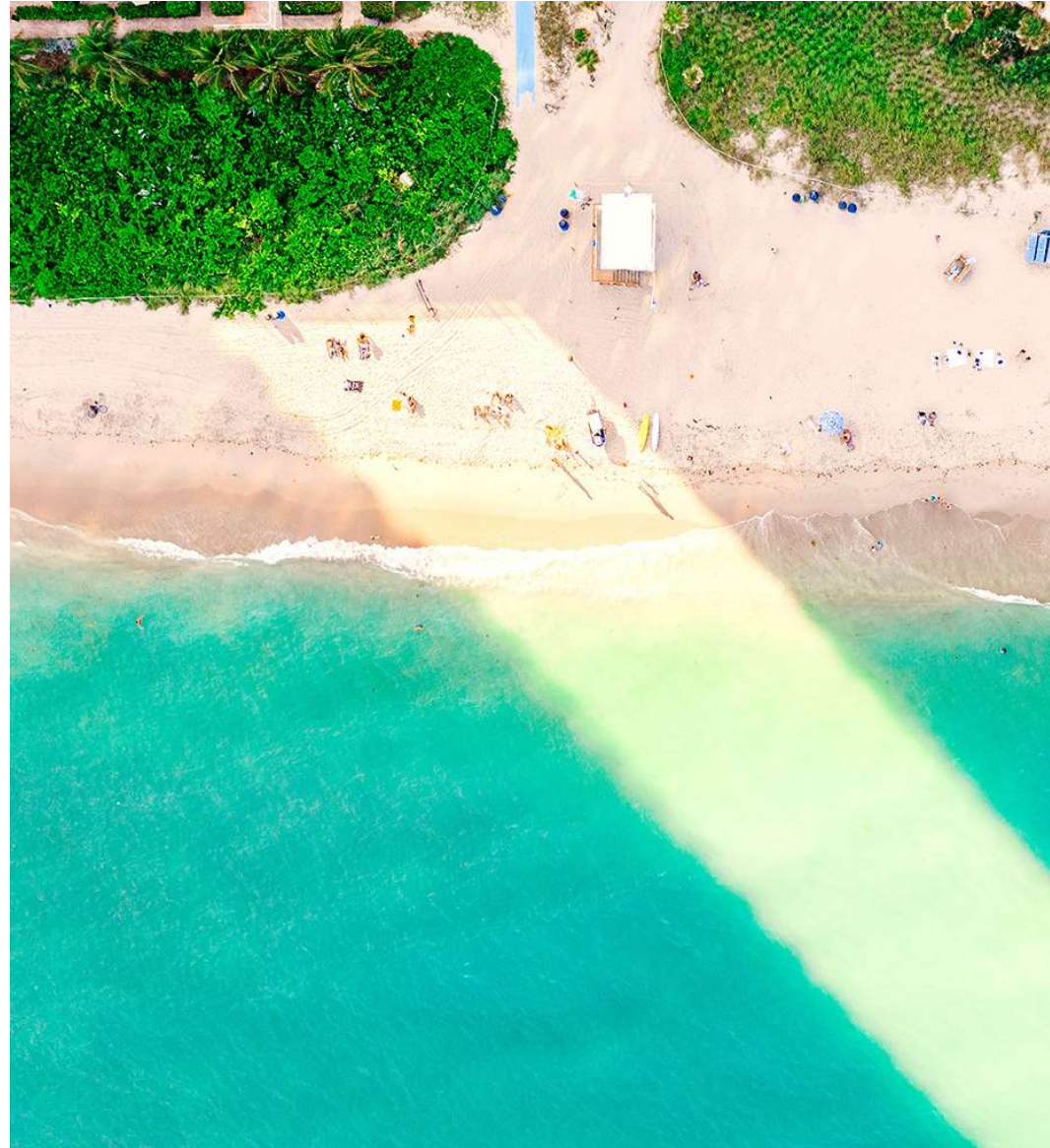
And tons of Fall and Holiday Photoshoots in our Parks, other photography shoots, music videos and projects around town.

In meetings with a future sitcom based in "Laudy." Spinoff of the Golden Girls with a room block at the Riverside Hotel. More information to come next update.



October - December

- TravPro Luxury Travel Xpo
- Brand USA, London
- Northeast Sales Mission
- TaConnect Virtual Cruise Show
- Oasis Travel Network Tradeshow
- Signature Travel Network Conference
- Cruiseworld, Miami
- Cruise One/ Dream Vacations Event
- Canada Exploration



Travel Advisor Deals

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