



GLOBAL LEISURE SALES & MARKETING PARTNER UPDATE MEETING JULY 21ST, 2020 AGENDA

- Economic Impact & Statistics
 - Team Update
- Shaping The Recovery Curve
 Task Force & Journey Mapping
- International Representation & Travel Trade Marketing
 Campaigns



- Lauderdeals
- Junior Ambassador Program
- Leisure Lauderdale Social Strategy
 - Virtual Webinar Series
 - Convention Sales Update
 - Safe & Clean Pledge
 - Q&A





OCCUPANCY:

51.9%

(-34.5% from Jan 1-Jul 11, 2019)

AVERAGE DAILY RATE:

\$133.28

(-16.4% from Jan 1-Jul 11, 2019)

RevPAR (per avail room):

\$81.83

(-36.3% from Jan 1-Jul 11, 2019)

DEMAND:

3.26 million rooms sold

(-33.6% from Jan 1-Jul 11, 2019)

TDT REVENUE COLLECTIONS:

\$28.69M

(-37.8% from Jan 1-May 31, 2019)



SHAPING THE RECOVERY CURVE

Task Force June 2020



Attendees

Bob Duglin Claudia Baino Drew Daly Kelly Bergin Michelle Felt

Goals

JOURNEY MAPPING

Arrival to Departure, how will our guests feel?

MEASURING OUR READNIESS

What are we missing?

BEST PRACTICES

Creating standards destination wide

SHAPING THE RECOVERY CURVE

Task Force June 2020

Visit Lauderdale

How Are We Doing? - FLL, overd

During this Journey Mapping experience, please rat

lease rate your experience regarding new safety & lealth protocols at FLL:

Jacob Work Absolutely Pa

How prepared do you feel like the airport is to receive

lands West

War there:

Enough Signage?

ough Hand Sanitizing Areas?

How willing are you to recommend flying in/out of FLL

District Parity

Was the required protocol by FLL made clear and w

D1 D2 D3 D4 D5

Visit Lauderdale

How Are We Doing? 15th Street Fisheries

During this Journey Mapping experience, please rate your experience in terms of new COVID19 procedures.

Please rate the quality of the service you received

□1 □2 □3 □4

Disappointing Exceptions

ensure safety & health of their patrons?

leeds Work Absolutely Reac

Was your server...

Informative?

□ Yes | □ No

ease rate the quality of your food & beverage:

01 02 03 04 0

esidolishmeni n

□3 □4

3 🗆 4 🗀 5 Absolu

Were the required protocols set by the restaurant

5 CLIENTS 2 DAYS

150 SURVEY QUESTIONS

"They need more port signage, sanitizers and social distancing signs on the floor."

"I suggest more hand sanitizing stations with better signage. I believe this promotes confidence."



TASK FORCE SOCIAL MEDIA

@LeisureLauderdale & Participant Posts

Facebook performed best

4,652 Leisure Lauderdale reach

528

Links

Instagram Stories

272 views



Robert Duglin checked in to The Westin Fort Lauderdale Beach Resort with Gonzalo Rubio and 4 others.

June 11 at 1:07 PM · Fort Lauderdale · 🔐

I am pleased to be representing ASTA in a Destination Preview with the Greater Fort Lauderdale CVB(00) to show the destination is safely ready & prepared to welcome visitors.

Our host hotel is the Westin Fort Lauderdale Beach Resort, home to the 2016 ASTA Small Business Network (NACTA Conference). The hotel right on the beach, is set up for all necessary protocols and is welcoming visitors who want a getaway of sand, surf and social

#ASTA #ASTASTRONG #leisurelaude... See More







DD Robert Duglin, Eddie Woodham and 79 others

Comment



Leisure Lauderdale is at Sawgrass Recreation Park. June 11 at 12:40 PM - Weston, FL - 3

At @SawgrassRecreationParkfor an Everglades adventure - one of the many unique activities offered in @VisitLauderdale. With open spaces on top of many travelers' lists, this makes for an ideal experience.

They are operating at about 20% normal occupancy, with max amount of 10 passengers per boat.

Tip: they offer private tours and nighttime adventures which make it extra easy to socially distance your group. ... See More





2.395 People Reached

Engagements

Boost Post

00 15

13 Shares

Social Partnership is key to success!

Industry Leading White Paper in partnership with Professional Convention Managers Assn (PCMA)

Distributed nationwide by one of the foremost authorities in the Meetings, Conventions, and Events business in print and digitally.

Research conducted involved over 90 nationwide group buyers and included:

- Town Hall Meetings
- Virtual Focus Groups
- Live Journey Mapping Case Study



The Future of Live Events

In conversations with dozens of organizers, PCMA found that there are still more challenges than solutions. But in this in-between time when we are still living with COVID-19, we have a rare opportunity to collectively rearchitect live events to keep participants safe.

BY JENNIFER N. DIENST





Brought to you by



FORT LAUDERDALE



FORT LAUDERDALE. Un mar de beneficios

Visit Lauderdale dio a conocer una ola de interesantes ahorros para este verano a todo lo largo de la soleada área del Greater Fort Lauderdale.

S i de hotelería se trata, el programa LauderDeals propone descuentos en tarifas, ofertas de tercera o cuarta noche sin cargo, créditos para gastronomía y estacionamiento gratis o con descuento. Además, existen pro- ta y CEO de Visit Lauderdapuestas de "dos por uno" en le. "Invitamos a los amigos ciertas atracciones o precios de América Latina a disfrubonificados.

"La franja de 37 km. de playas del Greater Fort Lauderdale, desbordante de parques y áreas naturales, ho-

teles, restaurantes, atracciones y tiendas comerciales, está abierta; todo manteniendo el distanciamiento social y los protocolos de seguridad y limpieza", remarcó Stacy Ritter, presidentar del relax y a recargarse con nosotros, ahorrando en tarifas de alojamientos y experiencias a través de LauderDeals", añadió.



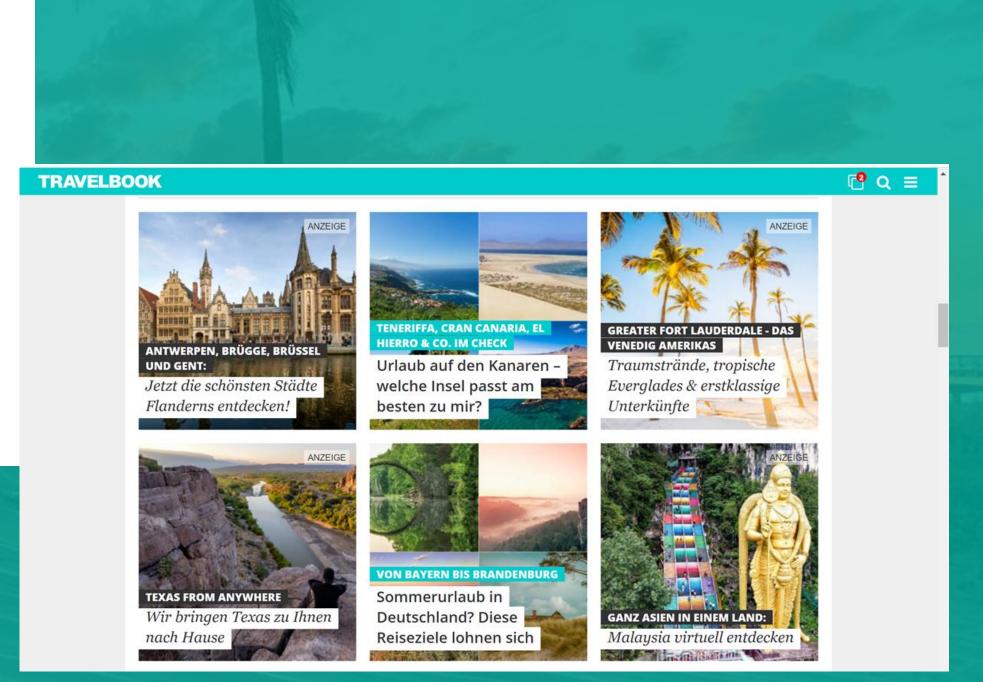
A partir de julio, LauderDeals amplía sus alcances sumando otros dos programas: Dine Out Lauderdale, tentadora alternativa gastronómica con menús de tres pasos a precios fijos de US\$ 35 y US\$ 45; y Spa Days, con masajes especiales y días de spa a valores que arrancan en US\$ 99. Los lineamientos del Greater Fort Lauderdale para visitantes y residentes contra el Co-

vid-19 incluyen distancia so-

cial, protectores faciales, lavado de manos y seguimiento de las normas de los Centros para el Control y Prevención de Enfermedades (CDCs). Además, hoteles, restaurantes, atracciones y otros establecimientos siguen los protocolos oficiales del condado de Broward y de las entidades líderes de la industria.

PROGRAMA LAUDERDEALS





The reasons to visit Greater Fort Lauderdale are as abundant as the sun and palm trees. View Online Call us at 310-574-0883 Or visit www.signaturetravelnetwork.com



Looking for a well-deserved getaway? A 23-mile span of golden beaches await you.

Hotels, restaurants, shopping destinations and attractions are open and ready to welcome you. Your well-being is a top priority, and with enhanced safety and health protocols in place, you can relax and unwind, while enjoying a change of scenery.

In Greater Fort Lauderdale, you'll enjoy beautiful weather (average year-round temp 77°F and 3,000+ hours sunshine) and explore 4,000+ eateries, 300+ miles of navigable waterways, eight distinct beaches, a thriving arts and culture scene, craft breweries, rooftop bars, outdoor adventures, and world-class shopping - located in the heart of South Florida. Arriving through FLL Airport (Fort Lauderdale-Hollywood International Airport) and you'll be five minutes from the beach, Port Everglades, the Broward County Convention Center and downtown.

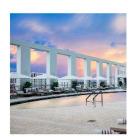
DISCOVER GREATER FORT LAUDERDALE

PLACES TO STAY



W Fort Lauderdale

This beachfront hotel sits at the epicenter of all that's vibrant in the "Venice of



Conrad Fort Lauderdale Beach

Hailed as the new beacon of luxury on Fort Lauderdale's exclusive North Beach.



The Ritz-Carlton, Fort Lauderdale

Blends historical, nautical and design influences to offer an inviting luxury retreat.

What kind of vacation would you like to take?

















DESTINATION INFORMATION CRUISE VACATIONS LAND VACATIONS HOTELS & RESORTS CONTACT

Hotels & Resorts

Receive complimentary benefits when you make your Hotels & Resorts Collection reservation with us. Enjoy complimentary daily breakfast for two, room upgrade if available on arrival, early check-in and late check-out whenever available and an additional special benefit unique to each property such as \$100 food and beverage credit, lunch or dinner for two, a round of golf, a spa treatment, airport transfers and more.





Conrad Fort Lauderdale Beach Fort Lauderdale , FL , USA

Halled as the new beacon of luxury on Fort Lauderdaie's exclusive North Beach, Conrad Fort Lauderdaie Beach redefines ultra-elegant hospitality. Offering two distinct collections of Luxury and Premium all-sulte accommodations, our newly opened beachfront resort. overtooks the exquisite white beaches and cerulean waters of the Atlantic Ocean. Our Luxury Suites feature peerless design, gournet kitchen, italian marble bathroom with deep-soaking tub and separate shower, as well as exclusive ...



The Diplomat Beach Resort

Fresh off a \$100 million re-articulation. The Diplomat Beach Resort Fresh off a \$100 million re-articulation, The Diplomat Beach Resort brings iconic hospitality back. The Diplomat Beach Resort offers coastal contemporary rooms offering trans-formative views, a world-class spa, beachfront pools, poolside ituxury cabanas and oceanfront castras. Boldly led by celebrity chefs, Geoffrey Zakarian with his Coastal American culsine at Point Royal and with Michael Shulson's modern Japanese Izakaya Monkitali. Additionally spirited by world class employabifiers and a wide. by world-class mixologists and a wide...



The Ritz-Carlton, Fort Lauderdale

The Ritz-Cariton, Fort Lauderdale Infuses the Gold Coast with The Ritz-Cartton, Fort Lauderdale influses the Gold Coast with casual luxury as the city's first AAA Five Diamond hotel. The 24-story dramatically tiered and glass-walled structure has sweeping curves that are reminiscent of a luxury liner. The property features 192 guest rooms and sultes, a 2,200 square foot club Lounge, 24,000 square feet of light-filled meeting space, a 29,000 square foot oceanfront sundeck with an Infinity pool and private cabanas, destination Spa with an organic and bota...

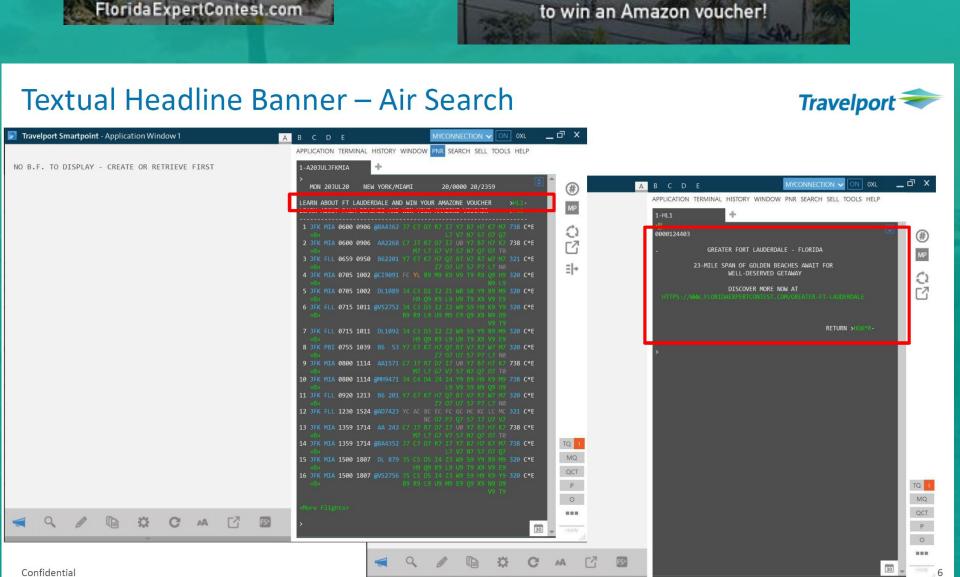


Escape the current and get swept away by W Fort Lauderdaie's 55 million dollar renovation. Our beachfront hotel sits at the epicenter million dollar Tendration. Our Deadmroit notes is at the epicenter of all that's vibrant in the "Venice of America"; world-class shopping, award-winning dining and buzzworthy attractions are just steps away. Take in the sights from your stylish, pet-friendly hotel room or suite, which offers unparalleled Atlantic Ocean views and amentites like a NudeAudio Biuetooth speaker sound system, Bluetooth charging a...

Signature Travel Network







Travelport











































In Greater Fort Lauderdale, we enjoy a great combination of beautiful weather (average year-round temperature is 77 degrees Fahrenheit, and we get 3,000+ hours of sunshinel) and 23 miles of soft-sand beaches. Your clients will explore 4,000+ eateries, 300+ miles of navigable waterways, eight distinct beaches, a thriving arts and culture scene, craft breweries, rooftop bars, outdoor adventures and world-class shopping—all located in the heart of South Florida. From cosmopolitan to quaint, our 31 municipalities offer your clients more than 35,000 lodging accommodations to choose from, at a variety of hotels, luxury resorts and Superior Small Lodgings. Arriving through FLL Airport (Fort Lauderdale-Hollywood International Airport), they will be five minutes from the beach, Port Everglades, the Broward County Convention Center and downtown. For trip planning inspiration, visit Sunny.org and follow @VisitLauderdale.

LauderDeals: A little sun. A little sea. And a whole lot of savings.



Visit Lauderdale is adding a splash of savings to the fun this summer with LauderDeals, an extensive list of irresistible offers available now through September throughout Greater Fort Lauderdale.

Hotel Deals range from discounted room rates, offers for third or fourth nights free, and resort and dining credits to free or discounted parking, free cancellations, complimentary upgrades and more. Things To Do Deals include two-for-one admission or discounted rates at attractions. You'll also find special LauderDeals for Florida Residents and First Responders and Military at Sunny.org/LauderDeals.

Beginning in July, LauderDeals offers will expand with the addition of Dine Out Lauderdale—a collection of tasty, tempting three-course prix fixe menus priced at \$35 and \$45—and Spa Days, signature treatments at

TravelWeekly



AAA Northeast



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Program is FREE sunny.org/SignUp





- Hotel Deals: June September
- Things To Do: June September
- Dine Out Lauderdale: July September
- Spa Days: July September





@LEISURELAUDERDALE









Collaboration with

FRLA, GFL
ALLIANCE &
CHAMBER

PLEDGE

Promote adherence to

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ASM's VENUESHIELD

BCCC SANITIZATION PROGRAM

SAFE + CLEAN COLLABORATION





As Proud SOBs (Supporters Of Broward), We Pledge To:

Follow CDC Cleaning Protocols • Wear Masks
Practice Social Distancing • Provide Hand Sanitizer
Train Staff How to Be Safe + Clean • Work Toward Contactless Payment

We are #GreaterTogether

SUNNY.ORG/PLEDGE









