



VISIT LAUDERDALE

EVERYONE UNDER THE SUN

Global Trade Partner Update

Tuesday, April 8th, 2025

WELCOME

Global Trade Team: Tracy, Caitlan, Paul, Roger & Willine

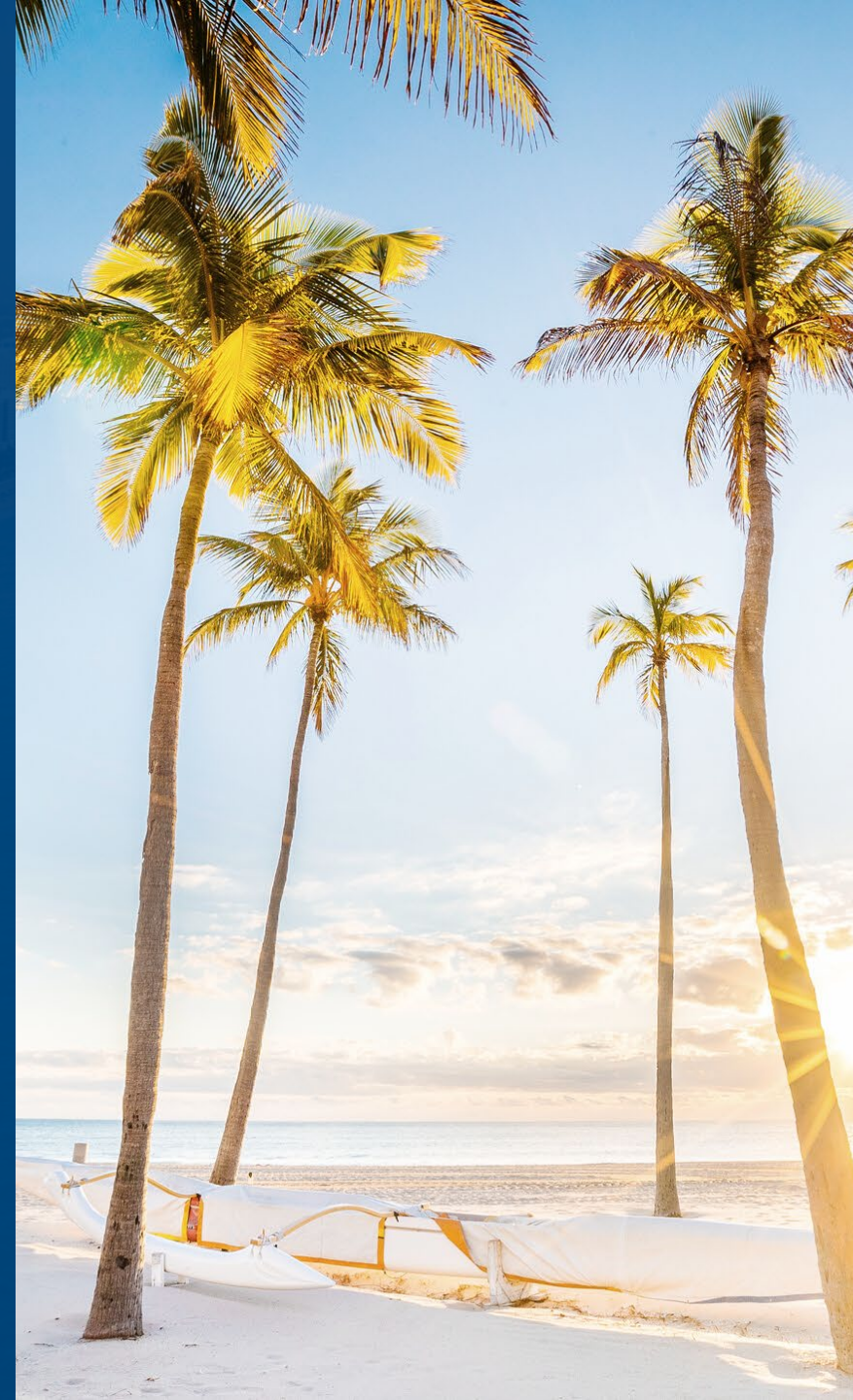
&

Research, Strategy, Revenue Mgmt: Ted

Meeting Agenda



- Welcome
- India – Market Overview/Research
- Global Trade Team Updates
 - Domestic
 - LATAM
 - Europe/Canada
 - Lauderdale Loyalist & Passport
 - Co-ops
- Visit Lauderdale Market Update & Outlook
- Open Forum/Discussion



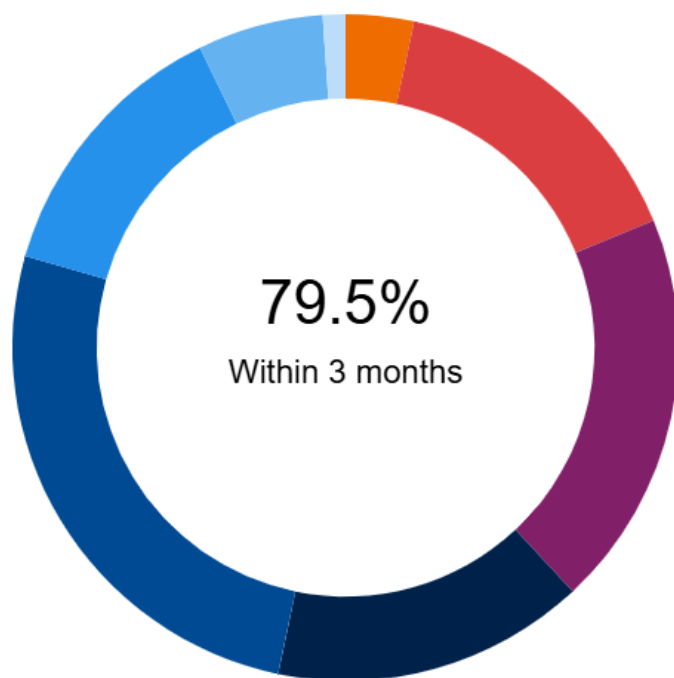


INDIA MARKET OVERVIEW/RESEARCH

Advance Planning: Destination Selection

How far in advance of your departure date did/will you select the destination before your next leisure trip?

Within 3 months



- The same day of my departure: 3%
- 2 days to less than 1 week: 16%
- 1 week to less than 3 weeks: 19%
- 3 weeks to less than 4 weeks: 15%
- 1 month to less than 3 months: 26%
- 3 months to less than 6 months: 13%
- 6 months to less than 12 months: 6%
- 12 or more months: 1%

Source: Brand USA Market Intelligence Survey, August 2024.

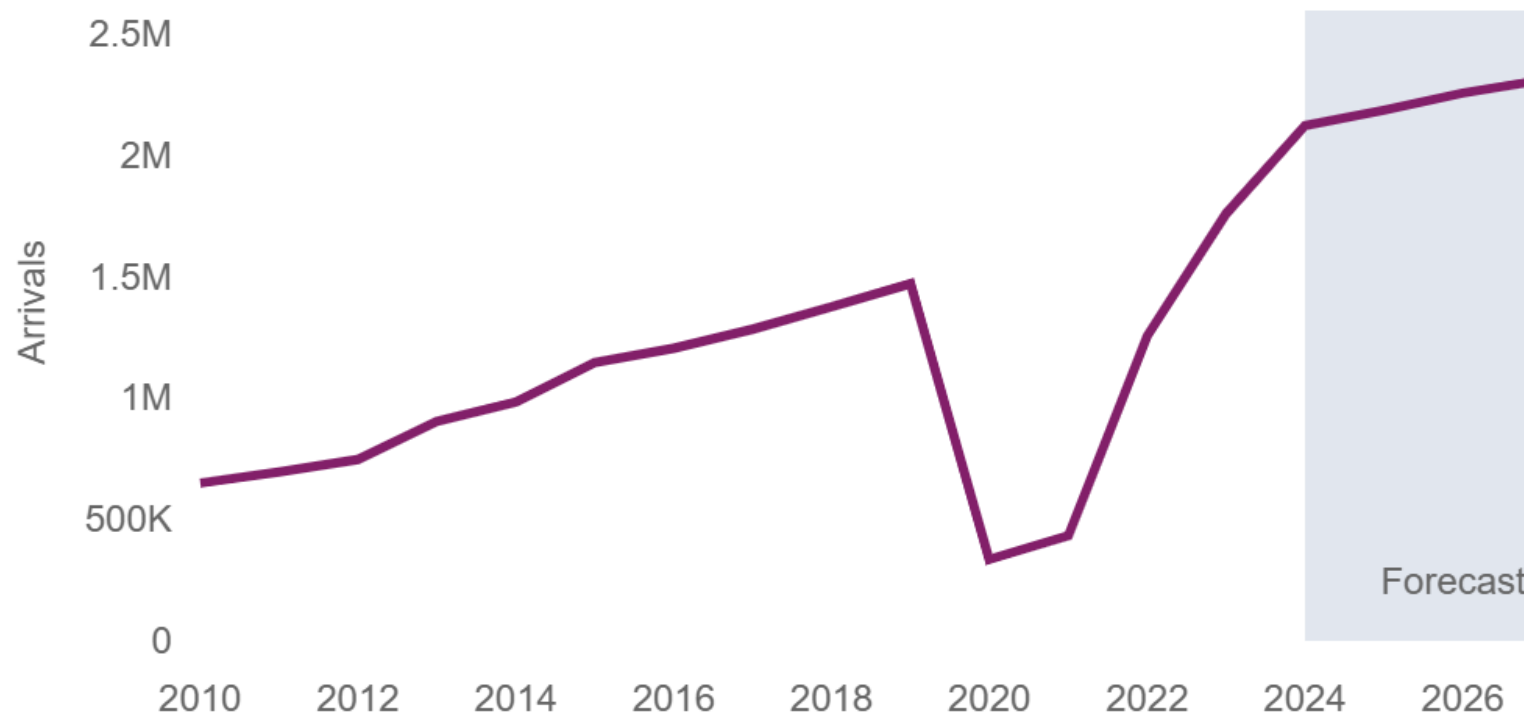
Selected Markets: India

Selected Respondents: All Respondents

Travel to the U.S.

Overnight visitor arrivals from India by year

2024 Arrivals Forecast From India: 2.13M



As of September 2024

Source: Tourism Economics

Source: Brand USA Market Intelligence Survey, August 2024.

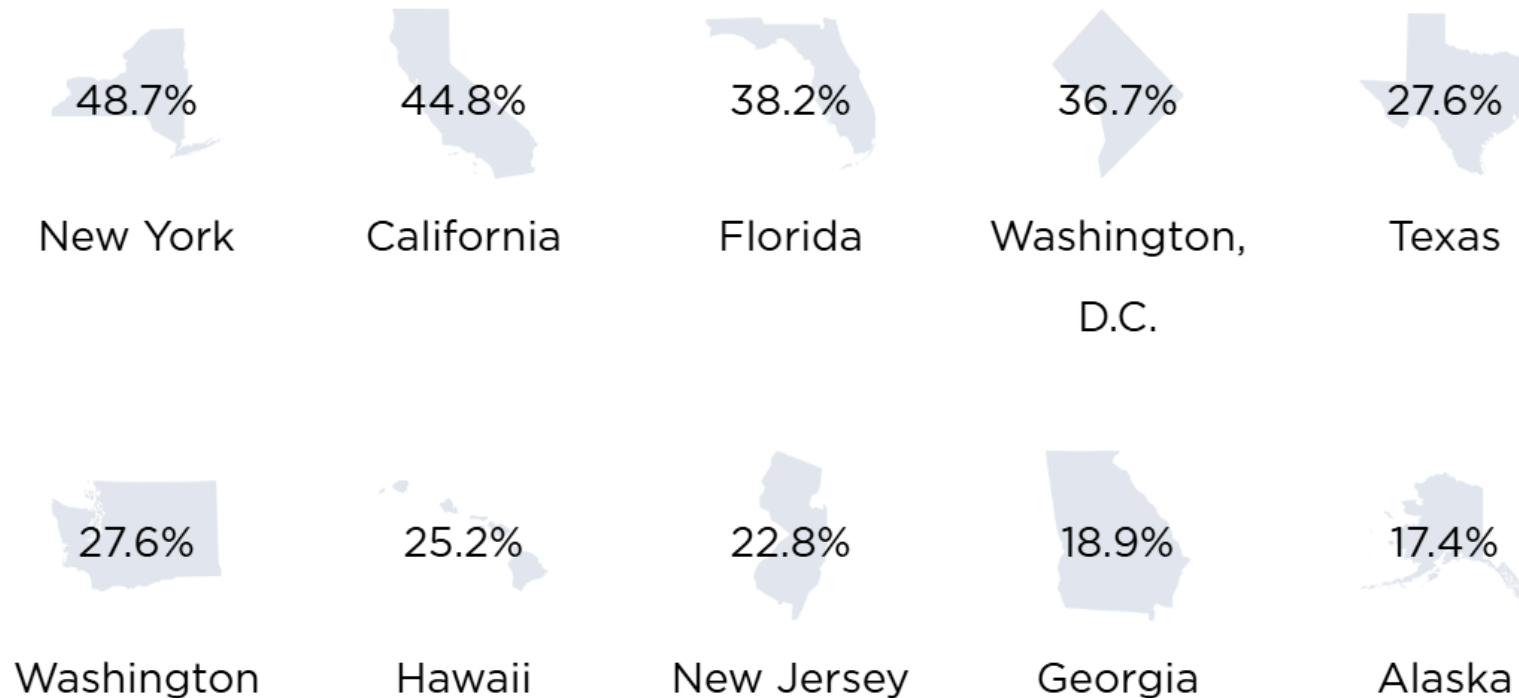
Selected Markets: India

Selected Respondents: All Respondents

Destination Interests

Which U.S. state(s) and/or territories are you interested in visiting?

Display: Top 10 



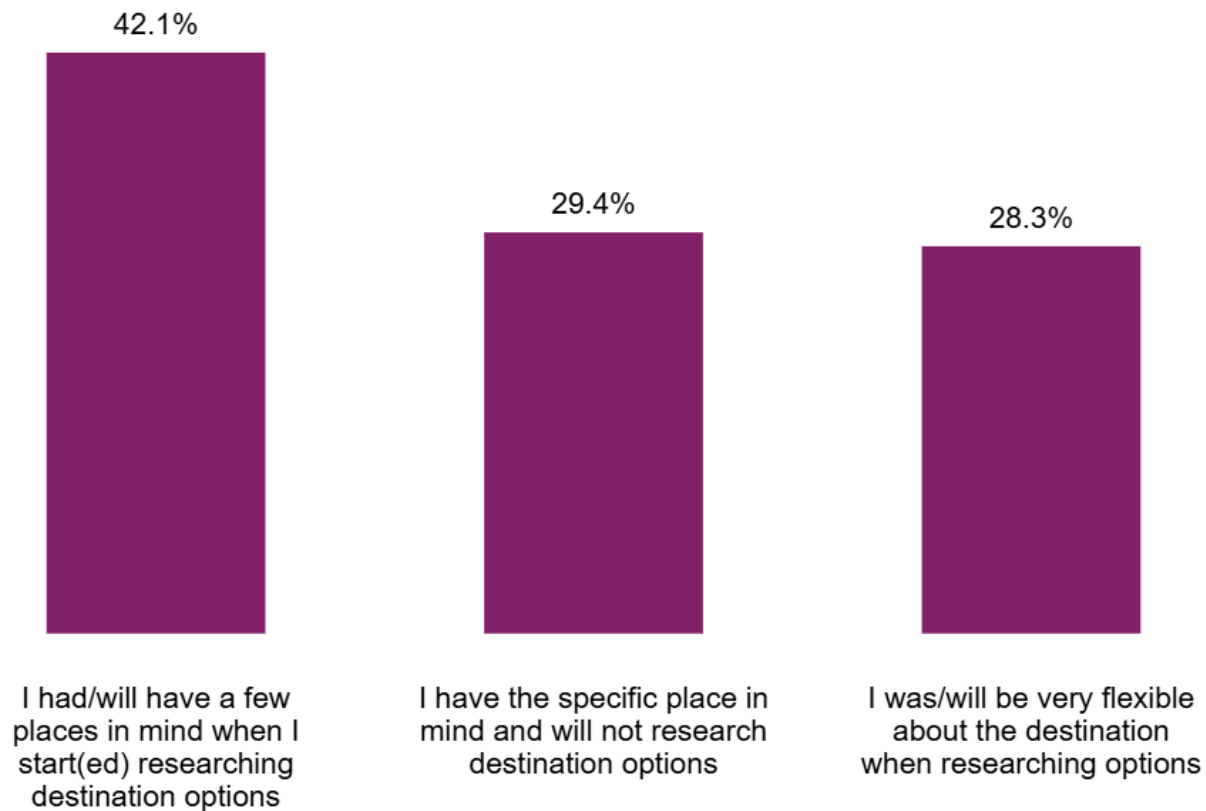
Source: Brand USA Market Intelligence Survey, August 2024.

Selected Markets: India

Selected Respondents: All Respondents

Destination Options in Mind

Which of the following statements best describes the circumstances of your next overnight leisure trip?



Source: Brand USA Market Intelligence Survey, August 2024.

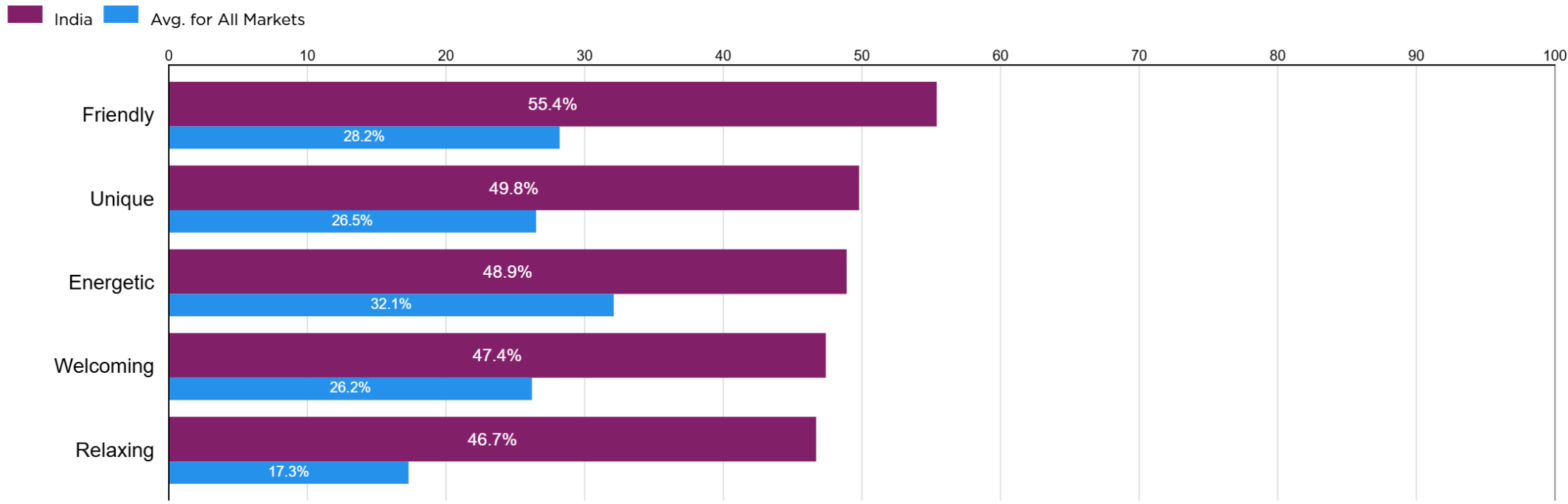
Selected Markets: India

Selected Respondents: All Respondents

Impressions of the United States

Characteristics that best describe the United States according to travelers from India

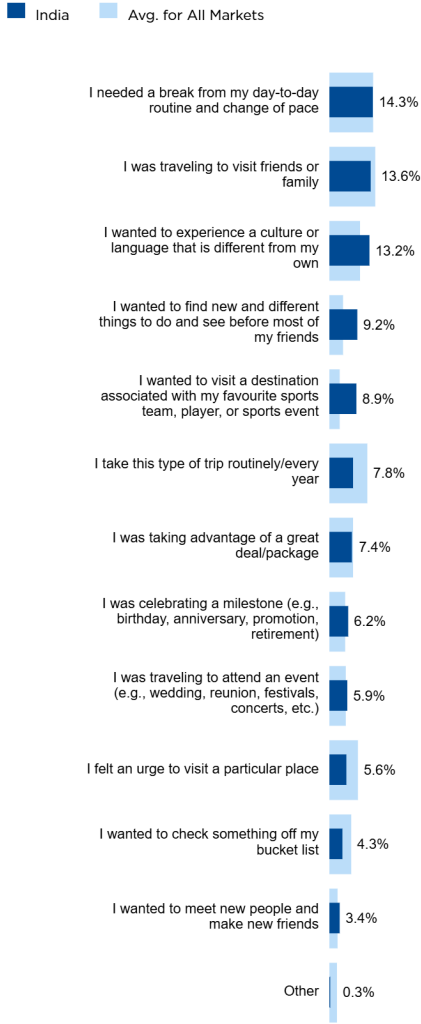
Show: Top 5 



Source: Brand USA Market Intelligence Survey, August 2024.
Selected Markets: India
Selected Respondents: All Respondents

Reasons for Last Intercontinental Trip

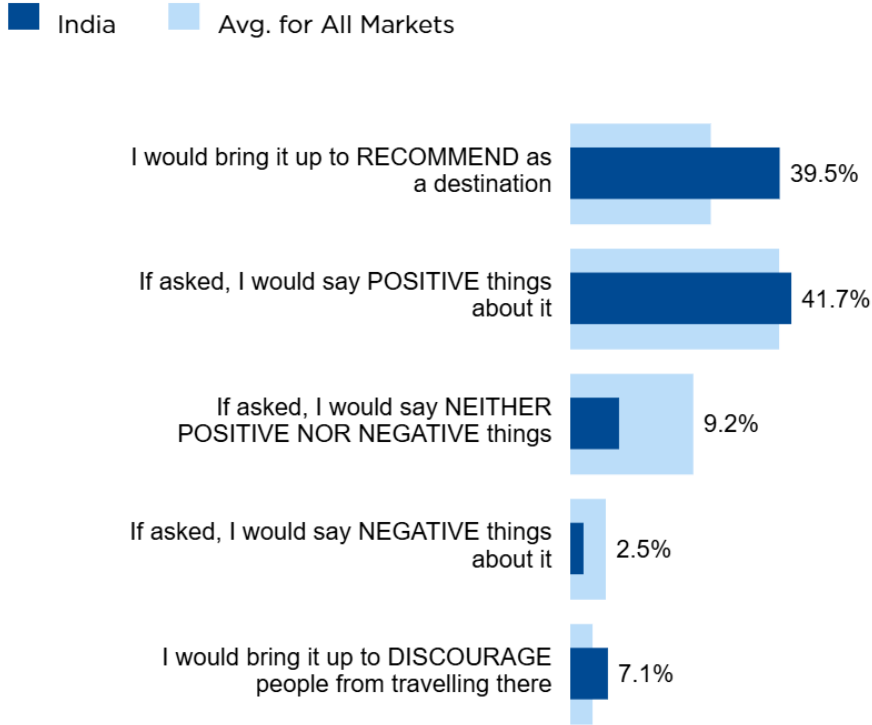
Which of the following best describes what prompted you to take your most recent intercontinental overnight leisure trip?



Source: Brand USA Market Intelligence Survey, August 2024.
Selected Markets: India
Selected Respondents: All Respondents

Net Promoter

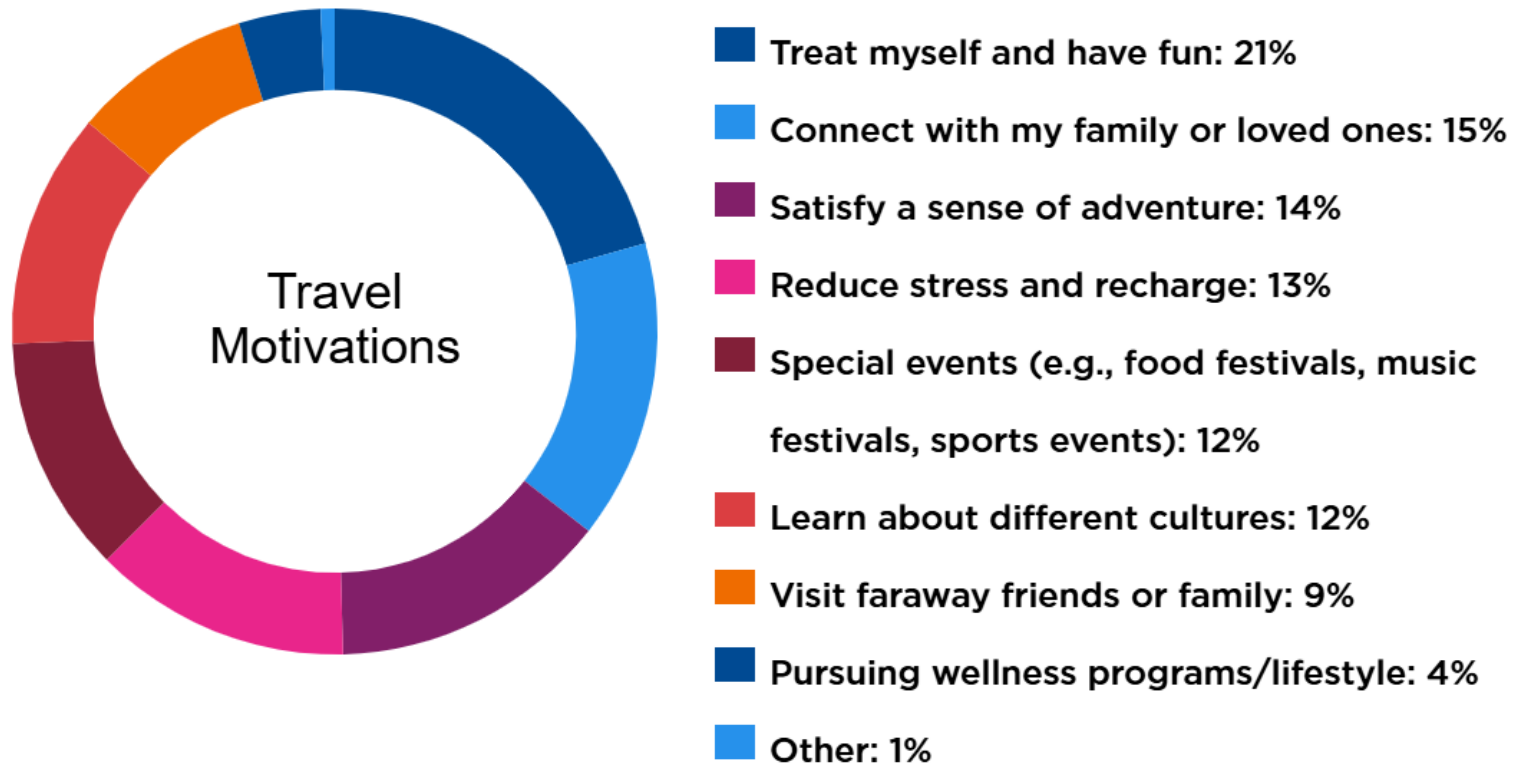
If a friend or relative were discussing a future international overnight leisure trip destination with you, which statement would best describe your attitude toward the United States?



Source: Brand USA Market Intelligence Survey, August 2024.
Selected Markets: India
Selected Respondents: All Respondents

Motivations for Last Intercontinental Trip

What was the main motivation for your most recent Intercontinental overnight leisure trip?



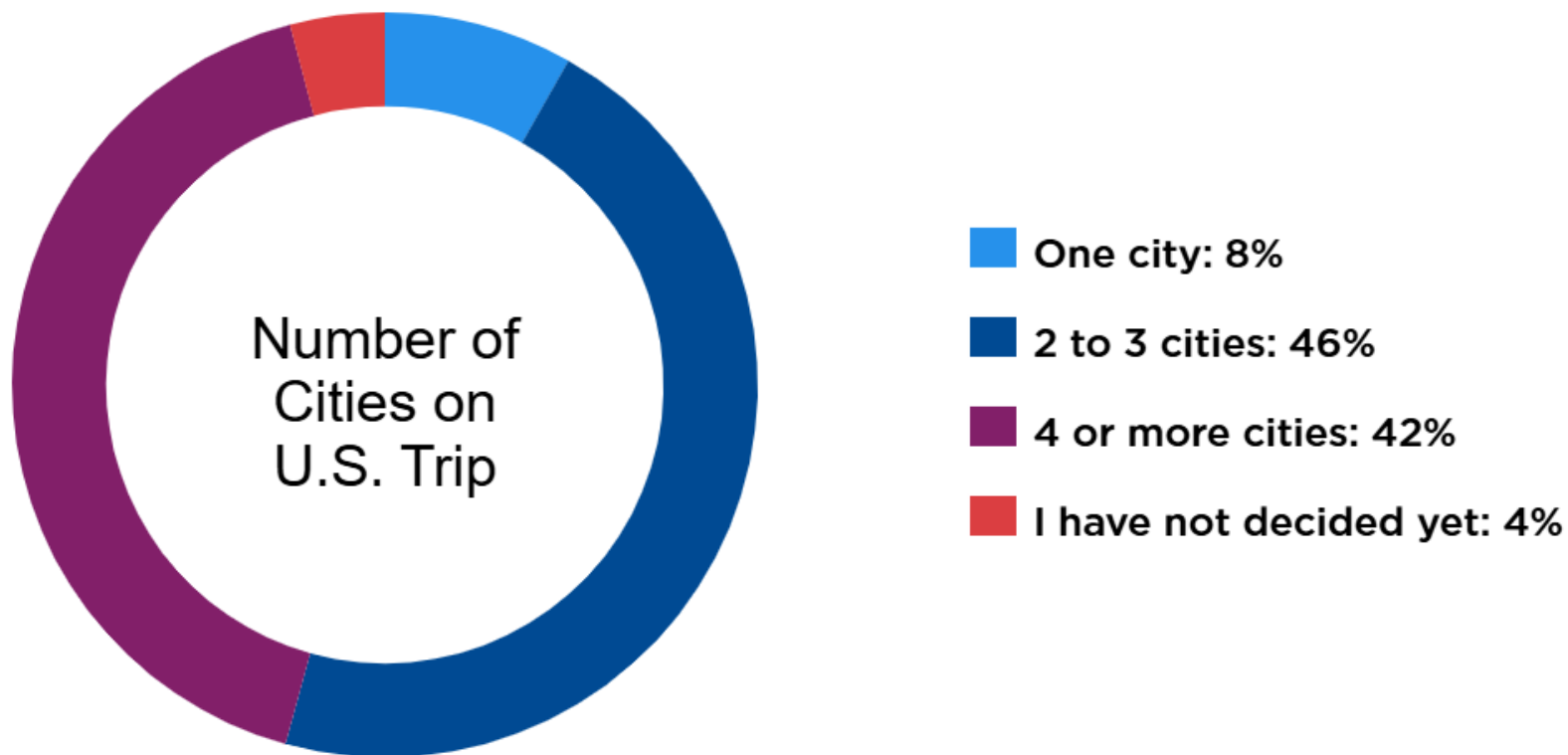
Source: Brand USA Market Intelligence Survey, August 2024.

Selected Markets: India

Selected Respondents: All Respondents

Number of Cities

How many U.S. cities do you plan to visit on a future overnight leisure trip?



Source: Brand USA Market Intelligence Survey, August 2024.

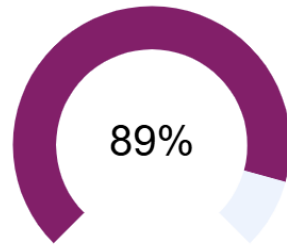
Selected Markets: India

Selected Respondents: All Respondents

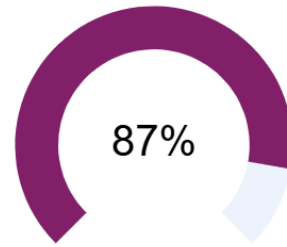
Regions Likely to Visit

How likely are you to visit the following regions for an international overnight trip in the next 12 months?

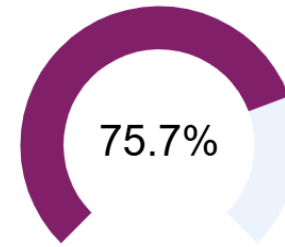
Share indicating "likely" or "very likely"



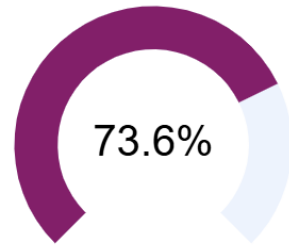
Europe



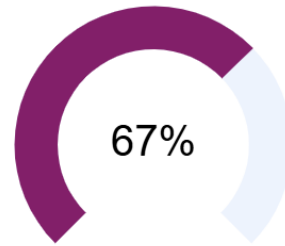
Asia



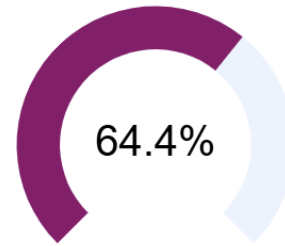
North America



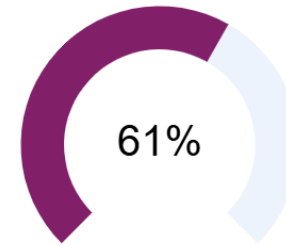
Middle East &
Africa



South America



Central
America &
Caribbean



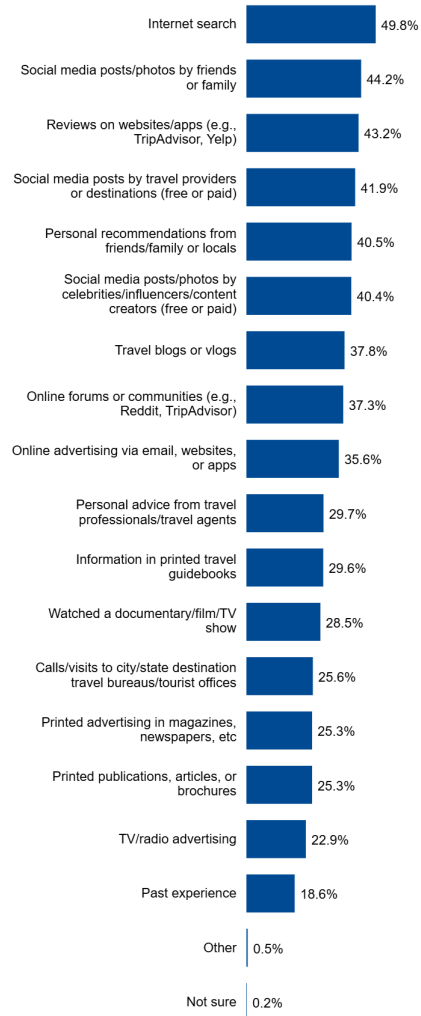
Oceania

Source: Brand USA Market Intelligence Survey, August 2024.

Selected Markets: India

Selected Respondents: All Respondents

Researching Destination Info



Source: Brand USA Market Intelligence Survey, August 2024.
 Selected Markets: India
 Selected Respondents: All Respondents

Travel Party

Who will travel with you on your next overnight leisure trip?



32.1%
Family (with children
18 years and under)



31.9%
Friends or a group
of people



24.9%
Another adult
(traveling as a
couple)



22.2%
Family (with adults
only)



15.6%
By yourself



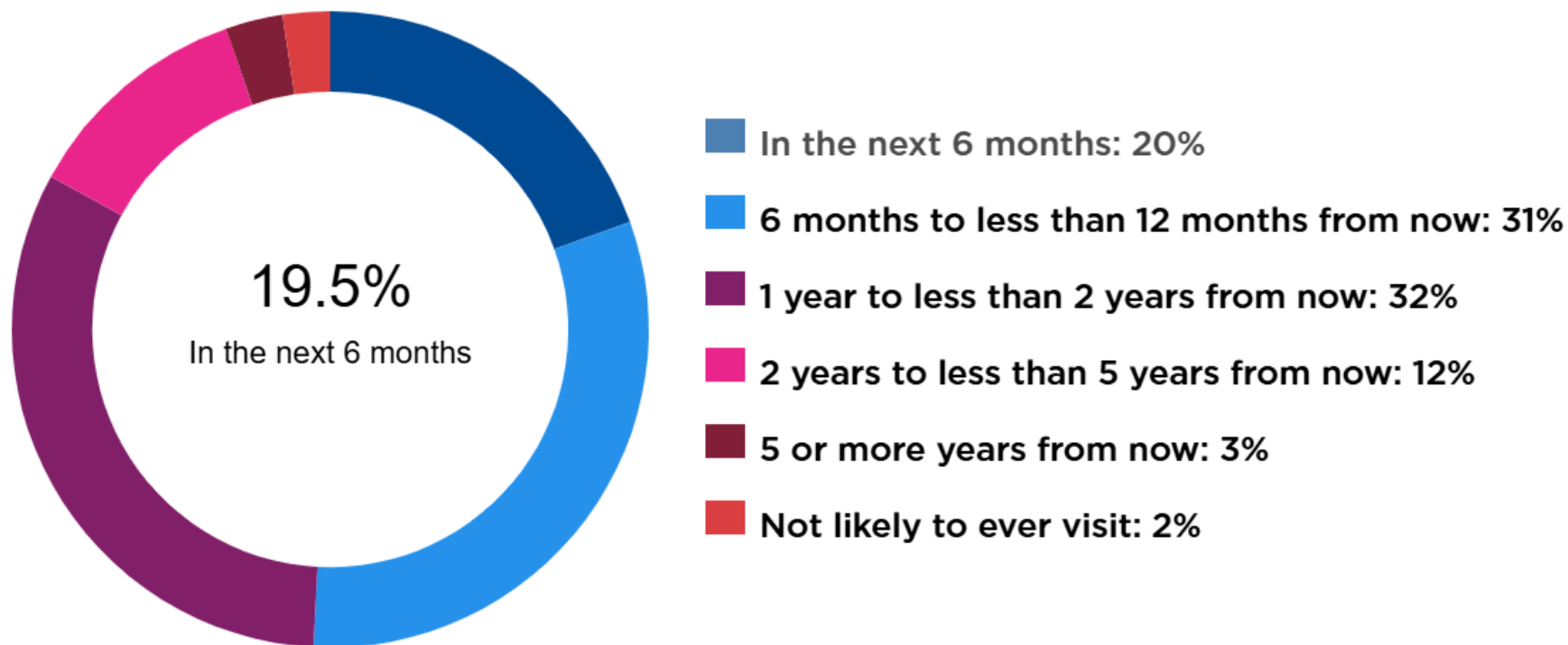
4.1%
An organised
group/tour

Source: Brand USA Market Intelligence Survey, August 2024.
 Selected Markets: India
 Selected Respondents: All Respondents

Likelihood to Travel to the United States

When, if ever, are you likely to visit the United States on an intercontinental overnight leisure trip?

In the next 6 months



Source: Brand USA Market Intelligence Survey, August 2024.

Selected Markets: India

Selected Respondents: All Respondents

Trip Activities

Which of the following activities would you be interested in participating while travelling in the United States during your future overnight leisure trip?



54.9%
Shopping



50%
Amusement/water parks



49.5%
State/national parks



49.2%
Visiting famous landmarks
seen in movies or TV
shows



49.1%
History/heritage
attractions



46.8%
Nightlife



44.9%
Zoo/aquarium



42.3%
Art galleries/Art
museums/History
museums/Science
museums



41.9%
Outdoor/adventure
activities



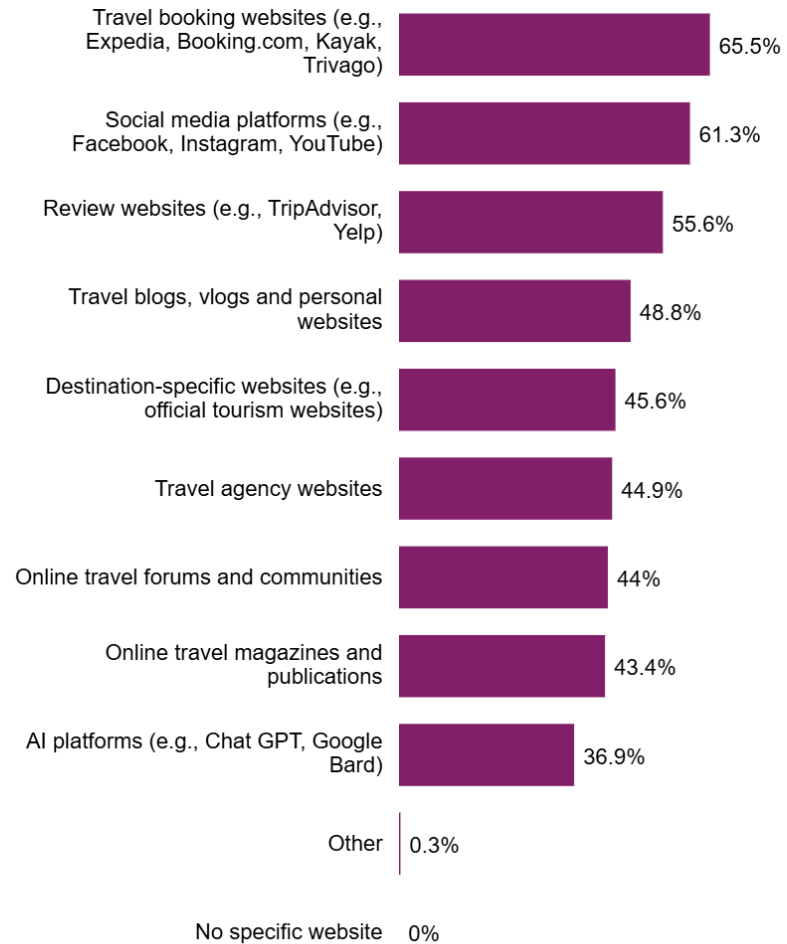
33.5%
Live music/ concerts/
performances

Source: Brand USA Market Intelligence Survey, August 2024.

Selected Markets: India

Selected Respondents: All Respondents

Websites for Selecting a Destination



Source: Brand USA Market Intelligence Survey, August 2024.

Selected Markets: India

Selected Respondents: All Respondents



About the Trade Buyers



Agra
Ahmedabad
Bangalore
Chandigarh
Cochin
Coimbatore
Delhi NCR
Hyderabad
Jaipur

Kanpur
Kolkata
Lucknow
Ludhiana
Mumbai
Nagpur
Pune
Raipur

- **92 buyers** from **17 cities** in India
- 72 Pre-Scheduled B2B Tabletop Meetings (Each exhibitor will have a table)
 - 10 mins per meeting
- Mix of tier 1,2,3 cities
- Primary focus- USA leisure travel sellers
- OTA's, National and regional tour operators, boutique agencies and MICE companies



Take aways - Travel is a lifestyle . . .

- * Mainly FITs, Groups – families, multi-families up to 40 people
- * Packages – East and West coast, plus MIA & MCO
- * Knowledge of Port Everglades – cruising
- * Activities – beach is a top reason for traveling, shopping & culinary, plus interest in Casinos (separating us from MIA)
- * Four- & Five-star hotels only
- * Celebrations & Sports
- * Air travel – significant increase in seat capacity in past 5 years – 146% since 2019
 - Air India has privatized (TaTa)
 - Non-stop SFO, JFK, EWR, ORD, IAD
 - Anticipation that Air India will soon serve MIA





TEAM UPDATES



DOMESTIC

Domestic January – March

- Happily Ever After Travel (Mini FAM)
- Virtuoso US Forum
- Chicago Travel and Adventure Show
- My Mickey Vacation Homecoming Tradeshaw
- Cruise Planners STAR University
- Texas Sales Mission
- Dallas Travel and Adventure Show



Domestic – Upcoming FY2025

- Cruise 360 Tradeshow 4/24 (sold out)
- ASTA South Florida Spring Affair 4/29 (sold out)
- Visit Florida Sales Mission 4/28 – 5/1
- JetBlue Agent Trainings & FAM
- ASTA Annual Travel Advisor Conference 5/20 – 5/22 (sold out)
- Signature Travel Network Regional Event
- GTM FAMs* and Elite Conference 7/8 – 7/15
- Cruise Planners Luxury Forum 8/4 - 8/7
- Delta Vacations University 9/12 – 9/13*

* indicates Partner Opportunity





LATAM



Latam: January - March

- FITUR, Madrid, Spain
- ANATO, Bogota, Colombia
- AZUL – Curacao Flight Promotion
- Mexican Sales Mission
 - CDMX with Pe-tra & Princess
 - Guadalajara with Pe-tra & Princess
 - Cancun with Price Travel



Latam – Upcoming FY2025

- Spanish Media FAMS **April**
- Celebrity Cruise Mexico FAM **April**
- WTM LATAM Trade Show, Brazil **4/11-4/18***
- Azul FAMS **May & June***
- Visit USA Argentina Webinar **5/28***
- IPW
- Brand USA Argentina & Chile Sales Mission **8/17-8/22**
- Brazilian Sales Mission **9/21- 9/26***
- REPS: *FIT, Diversa, Azul Ta-On, Virtuoso, Visit USA Shows, etc.*

* indicates Partner Opportunity





EUROPE/ CANADA

EME / Canada January-March



- IITA, Salt Lake City, UT
- Toronto Outdoor Adventure Show
- Unique Luxury Show, Berlin
- ITB, Berlin
- Montreal Outdoor Adventure Show

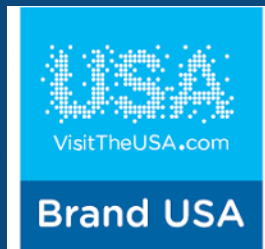


EME/ Canada – Upcoming



- Virtuoso On Tours Toronto 4/16-4/17/25
- Canada Connect Brand USA Mission 4/28-5/2/25
- UK-Ireland Mission 5/19-5/23/25
- IPW Chicago 6/15-6/18/ 25 *
- Orlando Sales Mission July 25 *
- Air Canada-Europe Global T.O. FAM Lieb (4/7-4/10/25) *
- MSC Cruise FAM (4/8-4/9/25)
- Brand USA MEGA FAM (Italy and Swiss T.O.) (5/11-5/13/25) *
- Hablo Fort Lauderdale Ambassador FAM (9/8-9/11/25 Tent) *

** indicates Partner Opportunity*





LOYALIST & PASSPORT UPDATES

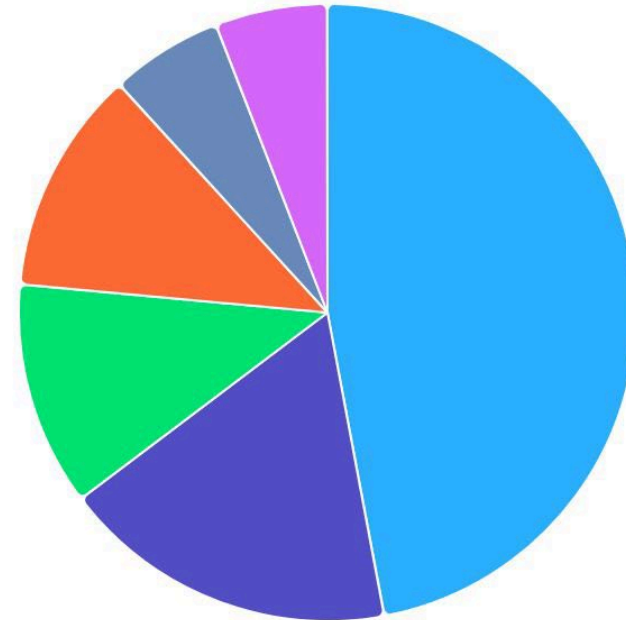


- **Loyalists from over** 50 unique countries!
- **Top Countries continue from our key markets:**
USA, Canada, UK, Germany, Colombia, Peru
and Brazil
- **36.330** Collateral Views
- **3,273** “Partner Handoffs”



Lauderdale Loyalist Passport

Sellers from: Toronto,
Seattle, Australia, Sao
Paulo, Columbus, Buenos
Aires, Ontario, and more!



- Water Taxi Stop #1
- Flamingo Gardens
- Butterfly World

- Bonnet House Museum & Gardens
- The Galleria at Fort Lauderdale
- Museum of Discovery and Science

Highcharts.com



TRADE CO-OPS



INTERNATIONAL

- Hotelbeds
- Travel Industry Today
- Sunway (Ireland)
- Gold Medal
- Mercados & Eventos
- Ladevi
- Visit Florida LATAM

DOMESTIC

- Pleasant Holidays
- Hopper (Brazil too)
- AAA Northeast



VISIT FLORIDA®

VISIT LAUDERDALE
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¡Explora Florida como nunca!

HASTA 45% DE DTO

DTO. se refiere a descuento. Consulta términos y condiciones en <https://www.bestday.com.mx/ofertas-viajes/visit-florida>




VISIT LAUDERDALE
EVERYONE UNDER THE SUN

*Voos Diretos,
Infinitas Possibilidades*

Chegar em Greater Fort Lauderdale nunca foi tão fácil! A apenas um voo direto, seus clientes têm acesso a praias paradisíacas, compras incríveis e uma gastronomia de alto nível, tudo isso em um destino que combina conforto e sofisticação.

Torne-se um Lauderdale Loyalist e tenha acesso a vantagens exclusivas, incentivos especiais e ferramentas de vendas para oferecer a melhor experiência de viagem aos seus clientes.

Cadastre-se agora



**A vibrant tropical paradise
GREATER FORT LAUDERDALE**

With 24 miles of golden beaches and 31 diverse neighbourhoods, discover Greater Fort Lauderdale. Known as the 'Venice of America', its waterways and lush landscapes offer endless adventures, from shopping and waterfront dining to immersive nature experiences.

Fort Lauderdale and beyond

Cruise itinerary: Fort Lauderdale, USA; Princess Cays, Bahamas; Puerto Plata/Amber Cove, Dominican Republic; Grand Turk, Turks and Caicos; Fort Lauderdale, USA

Memorable moments to recommend...

- Take a scenic boat tour or water taxi around the Intracoastal Waterway
- Indulge in retail therapy at Sawgrass Mills Mall, one of the largest outlets in the U.S.
- Wander through the botanical gardens and see native Floridian species at Flamingo Gardens

CRUISE PLUS

- 3 nights in Fort Lauderdale
- 7 night cruise on board Star Princess in a Balcony Stateroom
- Return international flights

FIND OUT MORE

VISIT LAUDERDALE
EVERYONE UNDER THE SUN

Consider a cruise

Fort Lauderdale is the perfect place to embark on a cruise, with a large port and countless routes to choose from. Your customers will love Princess Cruises and will live every day on board like a VIP, as the expert crew take care of every detail.

PRINCESS

Call the Cruise Plus team to tailor-make your customer's cruise and stay adventure.



VISIT LAUDERDALE MARKET UPDATE



Hotel Metrics

December 2024

OCCUPANCY



0.1% above 2023

5% above 2022

AVERAGE DAILY RATE

\$182.66

1% above 2023

2% above 2022

SUPPLY

1%

above 2023

2%

above 2022

REVENUE PER AVAILABLE ROOM

\$134.34

1% above 2023

7% above 2022

DEMAND

1%

above 2023

8%

above 2022

HOTEL REVENUE

1%

above 2023

10%

above 2022

January 2025

OCCUPANCY



1% below 2024

1% below 2023

AVERAGE DAILY RATE

\$211.90

1% above 2024

2% below 2023

SUPPLY

5%

above 2024

3%

above 2023

REVENUE PER AVAILABLE ROOM

\$158.74

Flat to 2024

3% below 2023

DEMAND

4%

above 2024

2%

above 2023

HOTEL REVENUE

5%

above 2024

0.1%

above 2023

February 2025

OCCUPANCY



1% below 2024

Flat to 2023

AVERAGE DAILY RATE

\$245.49

2% above 2024

2% below 2023

SUPPLY

2%

below 2024

3%

above 2023

REVENUE PER AVAILABLE ROOM

\$205.15

1% above 2024

2% below 2023

DEMAND

2%

below 2024

3%

above 2023

HOTEL REVENUE

0.5%

below 2024

1%

above 2023

Hotel Metrics

2025 Month-to-Date
March 1 – March 29

OCCUPANCY



3% below 2024
3% below 2023

AVERAGE DAILY RATE

\$233.32

2% below 2024
5% below 2023

HOTEL REVENUE

3% below 2024

5% below 2023

DEMAND

1% below 2024

0.3% below 2023

REVENUE PER AVAILABLE ROOM

\$187.20

5% below 2024
8% below 2023

NEW SUPPLY

2% above 2024

3% above 2023

*5 new hotels (1490 rooms)
in pipeline for 2025

Hotel Metrics

2025 Year-to-Date
January 1 – March 29

OCCUPANCY



2% below 2024
1% below 2023

AVERAGE DAILY RATE

\$230.31

0.2% above 2024
3% below 2023

HOTEL REVENUE

0.2% above 2024

1% below 2023

DEMAND

Flat to 2024

1% above 2023

REVENUE PER AVAILABLE ROOM

\$182.92

1% below 2024
4% below 2023


NEW SUPPLY

2% above 2024

3% above 2023

*5 new hotels (1490 rooms)
in pipeline for 2025

Hotel Forecast vs Performance

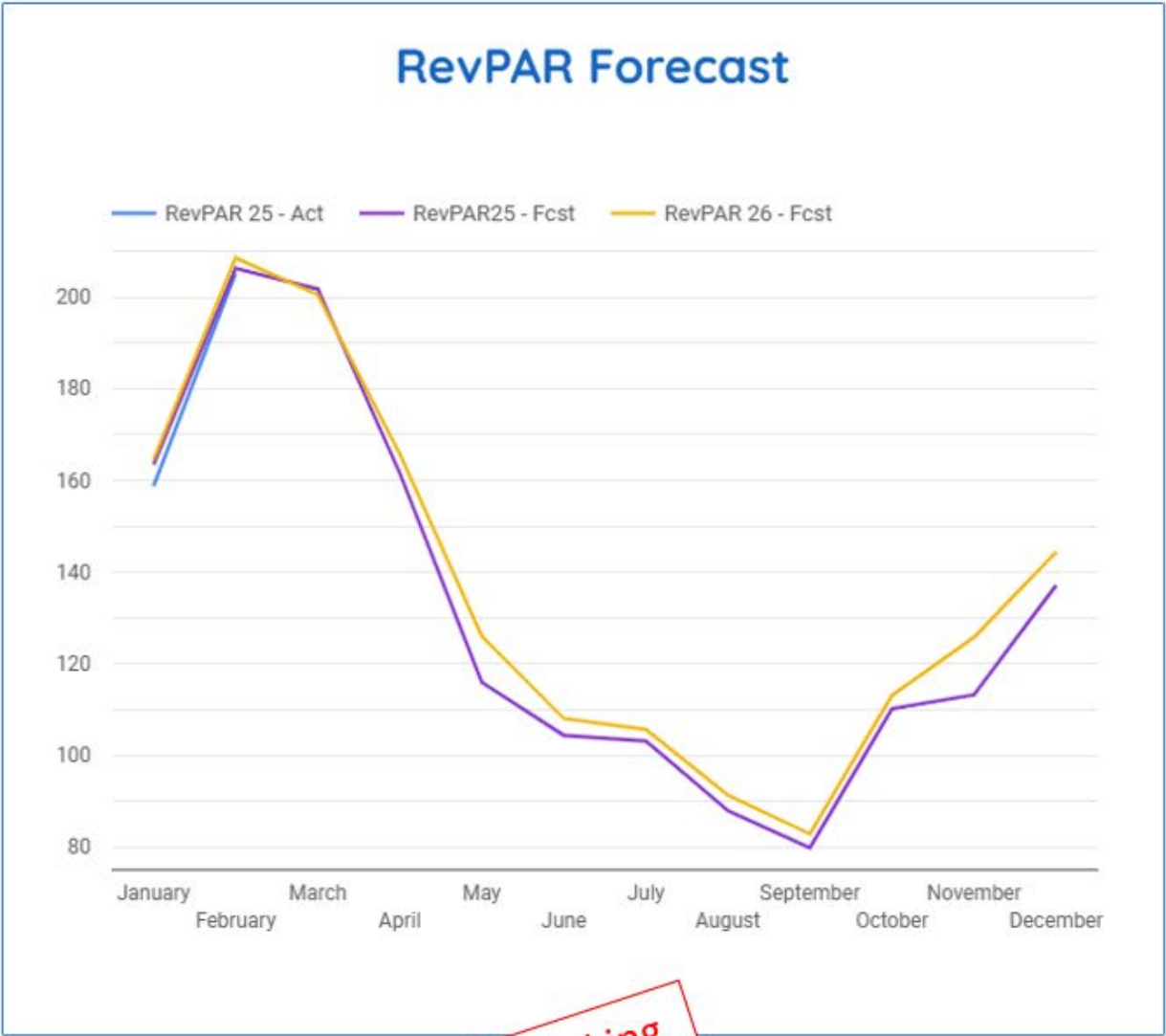


Feb 2024	Forecast	Actual	%Difference
Occ	83.3%	83.6%	0.3%
ADR	\$ 247.52	\$ 245.49	-1%
RevPAR	\$ 206.26	\$ 205.14	-1%

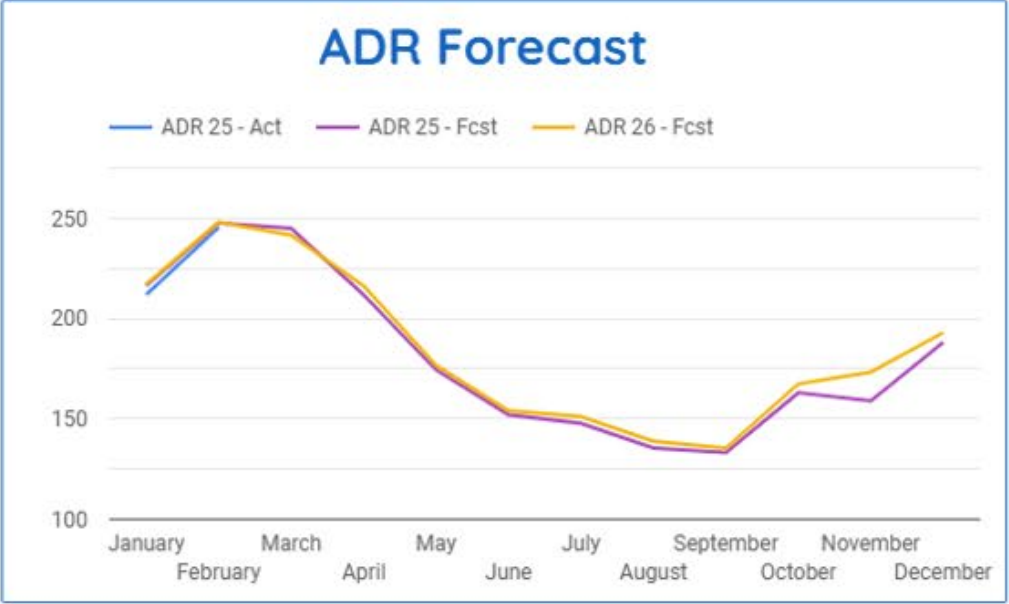
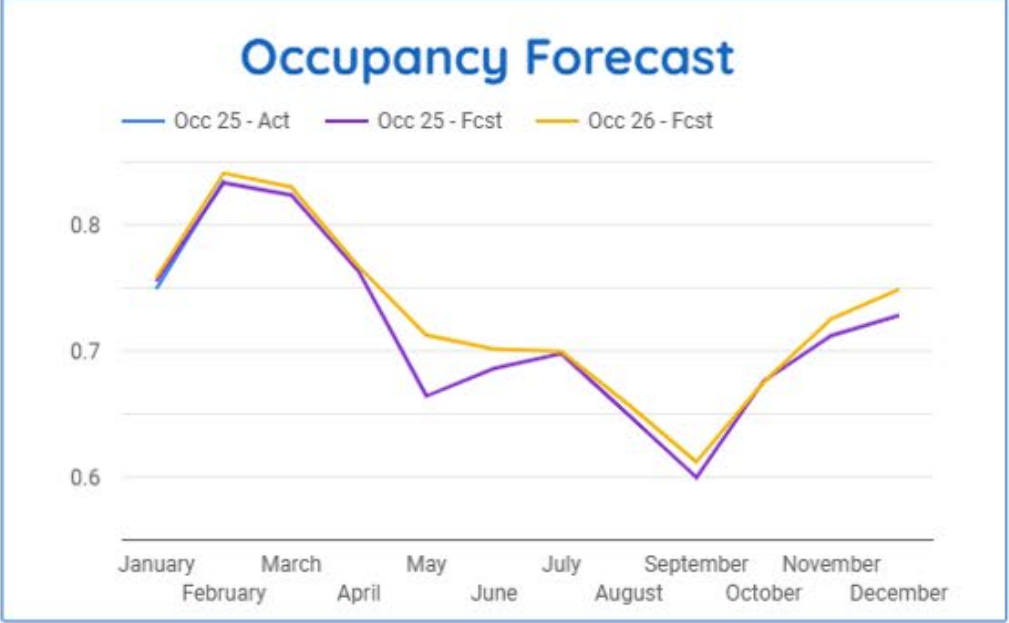
CY 2025 Forecast as released Feb 2024

Occ	ADR	RevPAR
71.5%	\$ 184.09	\$ 131.63

Hotel KPI Forecast Calendar Years 2025 & 2026



Current Thinking
→ Entering Flux



Sources: GFLCVB, STR, LLC., USTA, CBRE

Visit Lauderdale Hotel Pipeline Report



Rooms
9,623

Number of Properties
63

2025 Total Rooms
1,384

2026 Total Rooms
1,119

2027 Total Rooms
4,430

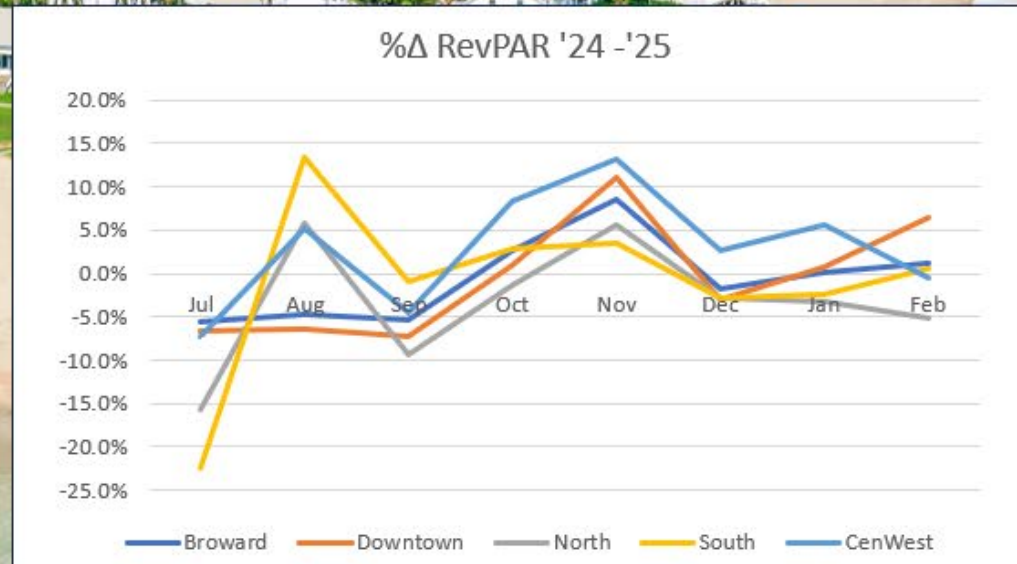
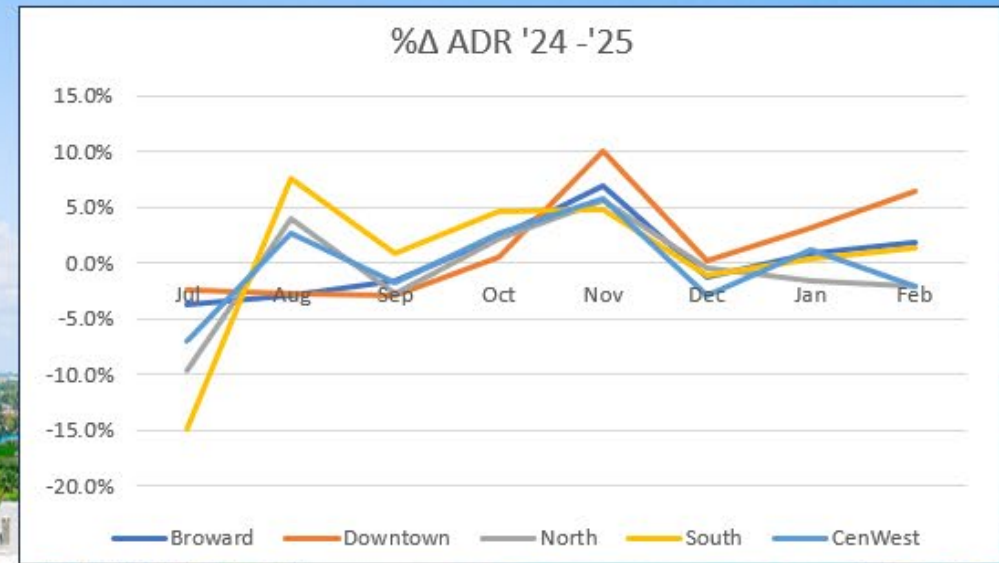
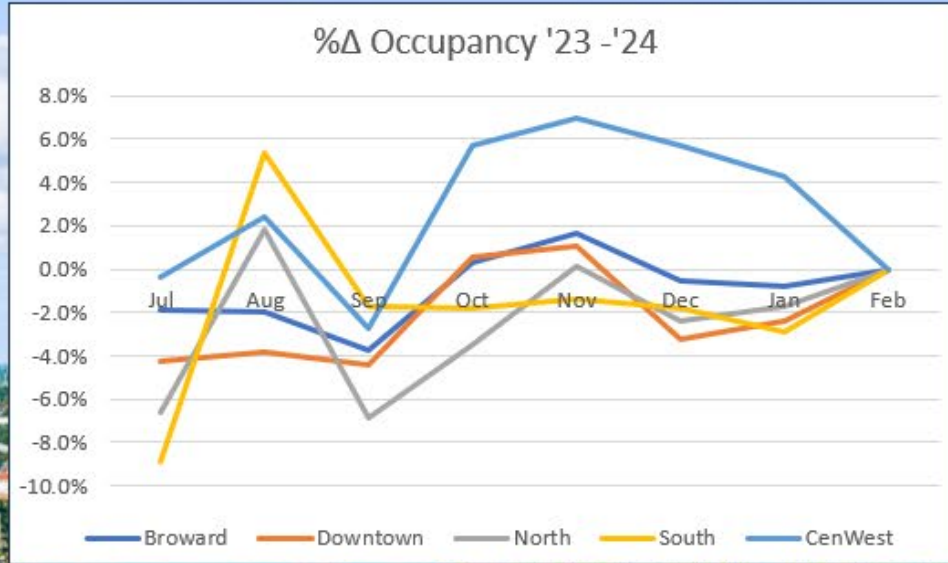
2028 Total Rooms
1,417

2029-2034 Total Rooms
1,123

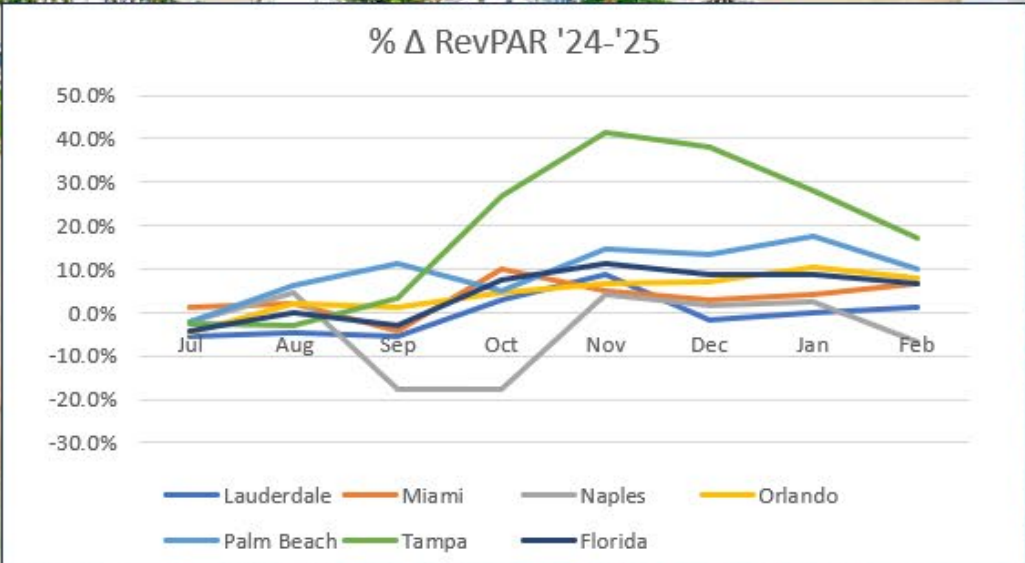
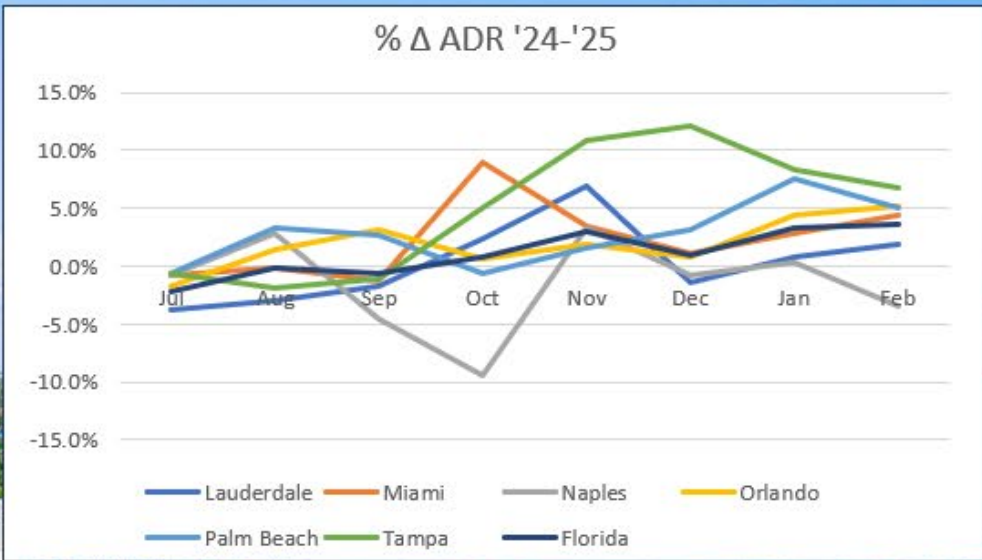
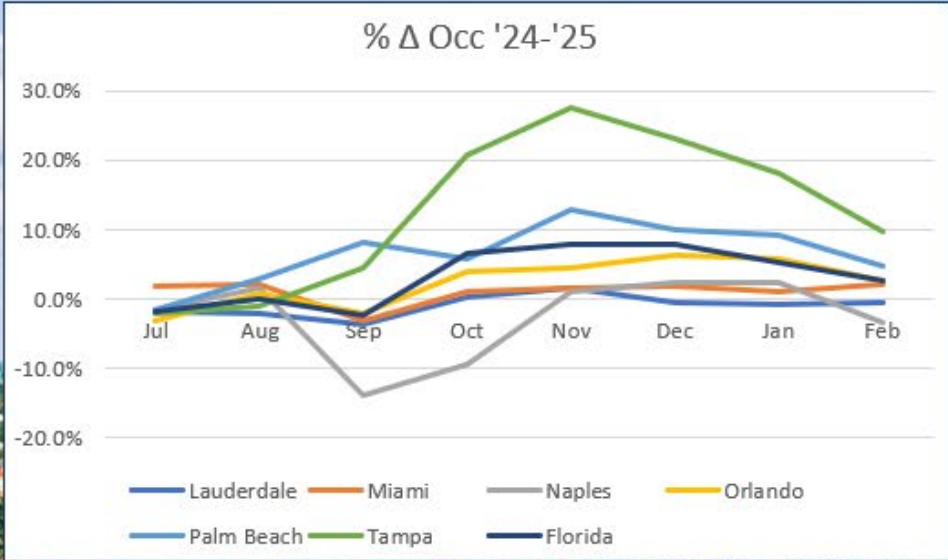
Opening Date TBD Total Rooms
150

	Opening Date ▲	Hotel	Address	City	Status	Sum of Rooms
1.	Jan 2025	Pier Sixty Six Hotel & Marina	2301 SE 17th St	Fort Lauderdale	Under Renovat...	252
2.	Jan 2025	Tucker at Sheridan Ocean Club Fort Lauderdale	1155 SE 7th Ave	Dania Beach	Under Constr...	49
3.	Jan 2025	Sea Glass Beach Place, Trademark Collection by Wyndham	4245 N Ocean Dr	Lauderdale By T...	Under Constr...	30
4.	Jan 2025	Tucker at New River Cove Fort Lauderdale	3711 W State Road 84	Davie	Under Constr...	24
5.	Mar 2025	Home2 Suites by Hilton Weston Fort Lauderdale	SWQ I-75 and SW 1	Weston	Under Constr...	147
6.	Oct 2025	Omni Fort Lauderdale Hotel	1950 Eisenhower Blvd	Fort Lauderdale	Under Constr...	801
7.	Nov 2025	The Whitfield Las Olas Hotel & Spa	1007 E Las Olas Blvd	Fort Lauderdale	Under Constr...	81
8.	Jul 2026	Homewood Suites by Hilton Ft. Lauderdale Beach North	3001 N Ocean Blvd	Fort Lauderdale	Final Planning	106
9.	Jul 2026	Staybridge Suites Ft Lauderdale Airport - Cruise	1531 SW 26th St	Fort Lauderdale	Proposed	124
10.	Jul 2026	Hotel Indigo Fort Lauderdale FL	2100 S Federal Hwy	Fort Lauderdale	Proposed	144
11.	Jul 2026	Residence Inn by Marriott Fort Lauderdale Bea	SEQ E Las Olas Blvd and Seabreeze ...	Fort Lauderdale	Final Planning	150
12.	Aug 2026	Avid Dania Beach	321 N Federal Hwy	Dania Beach	Deferred	105
13.	Aug 2026	Courtyard by Marriott Hollywood	1926 Tyler St	Hollywood	Final Planning	112
14.	Oct 2026	Hampton Inn by Hilton Ft. Lauderdale Airport North Dixie Hwy	1851 S Federal Hwy	Fort Lauderdale	Final Planning	105
15.	Nov 2026	The Wilton Hotel & Pool Club	2505 N Dixie Hwy	Wilton Manors	Final Planning	123
16.	Dec 2026	Microtel Inn & Suites by Wyndham Fort Lauderdale	2005 S Federal Hwy	Fort Lauderdale	Deferred	150
17.	Jan 2027	Holiday Inn Express Ft Lauderdale-N Federal Hwy	2731 N Federal Hwy	Fort Lauderdale	Final Planning	110
18.	Jan 2027	Tempo Hotel at Live! Resort Pompano Beach	Isle of Capri Hotel 2	Pompano Beach	Final Planning	150
19.	Jan 2027	Ocean Park Hotel and Residences	2884 E Sunrise Blvd	Fort Lauderdale	Final Planning	120
20.	Jan 2027	Hyatt Place Ft. Lauderdale / Coral Springs	3255 NW 94th Ave	Coral Springs	Final Planning	144
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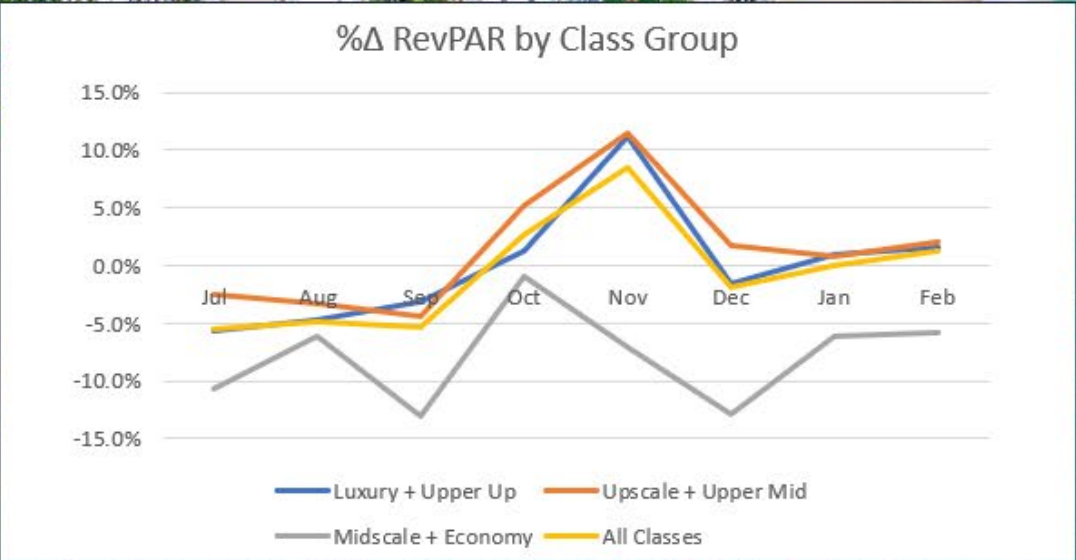
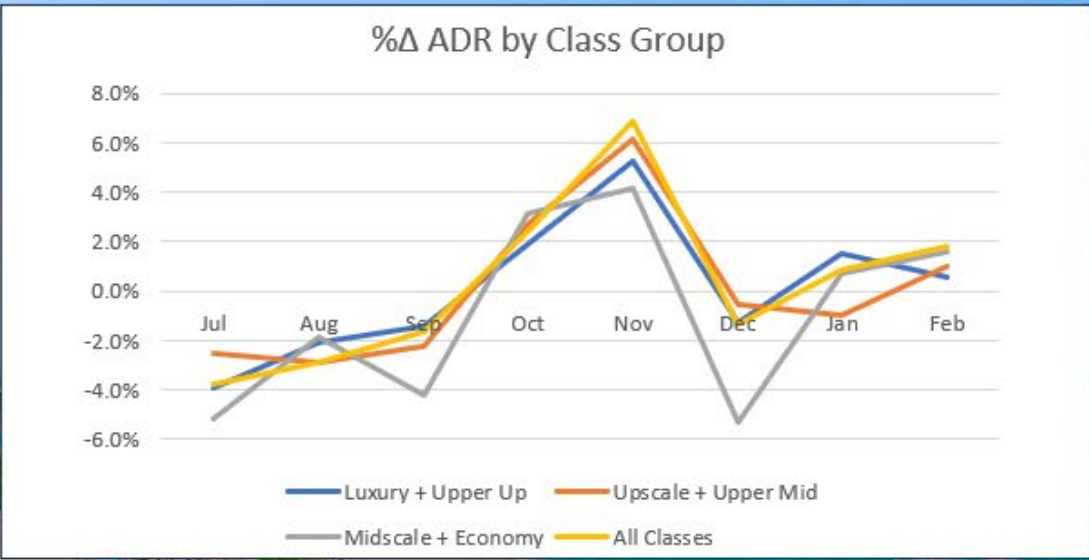
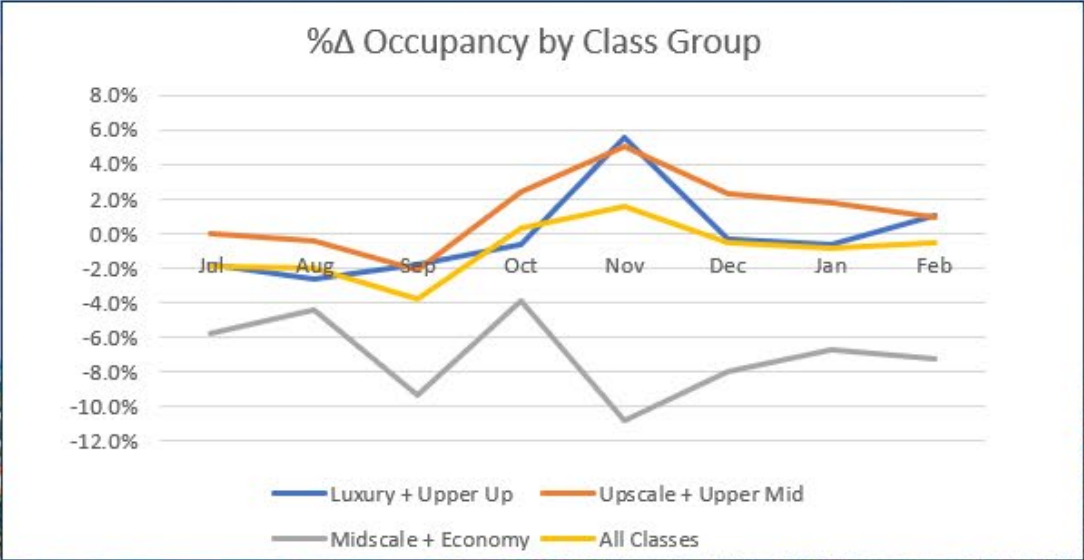
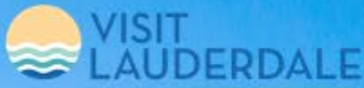
Performance by Region (Jul '24 - Feb '25)



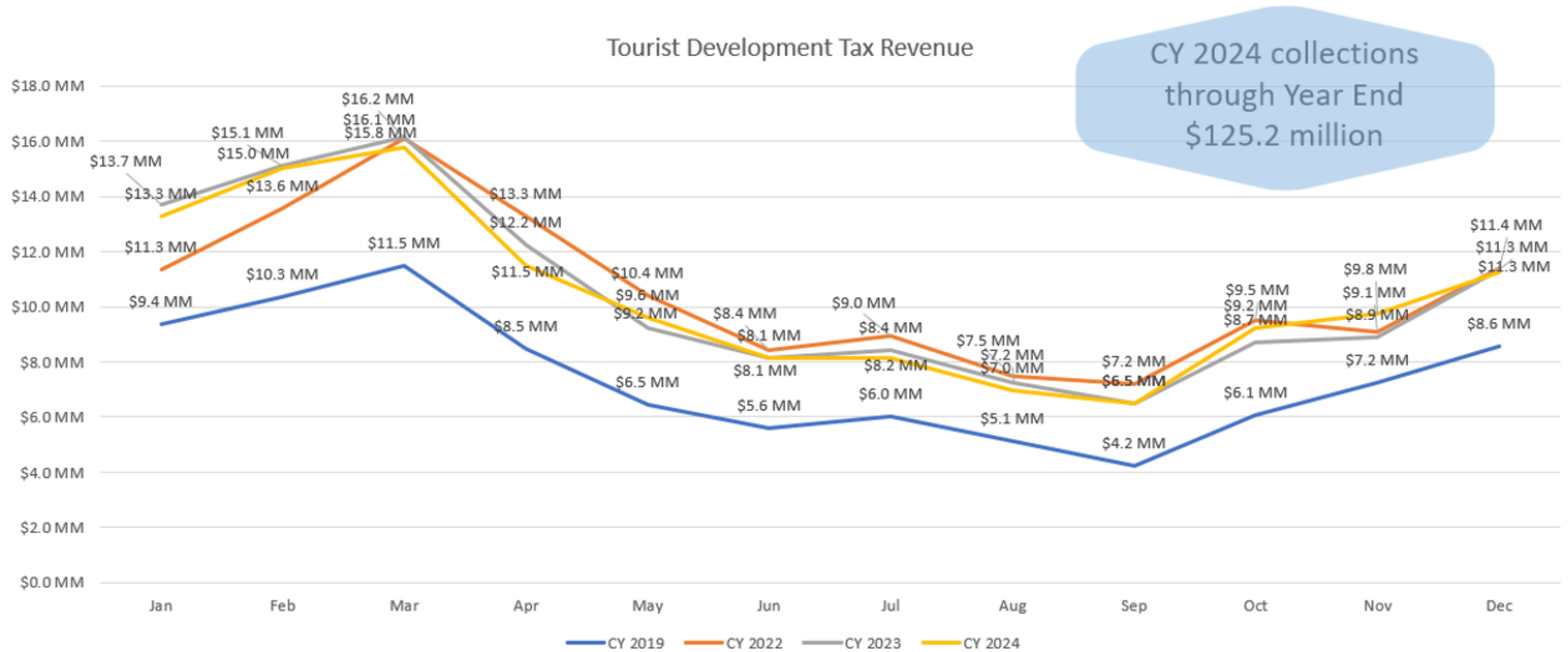
Competitive Set Performance (Jul '24 - Feb '24)



Hotel Class Group Performance (Jul '24 - Feb '25)

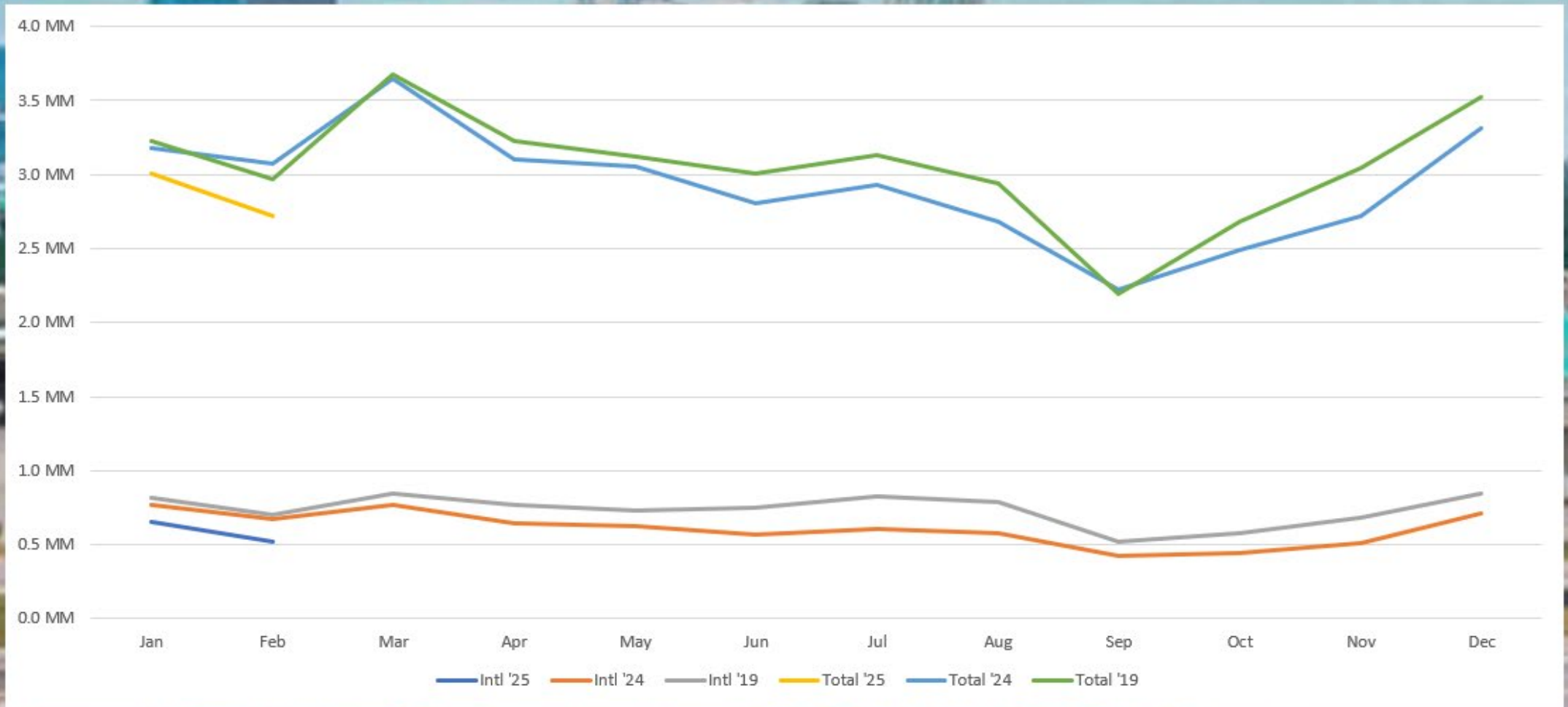


Tourist Development Tax YoY by Month (in Millions \$USD)



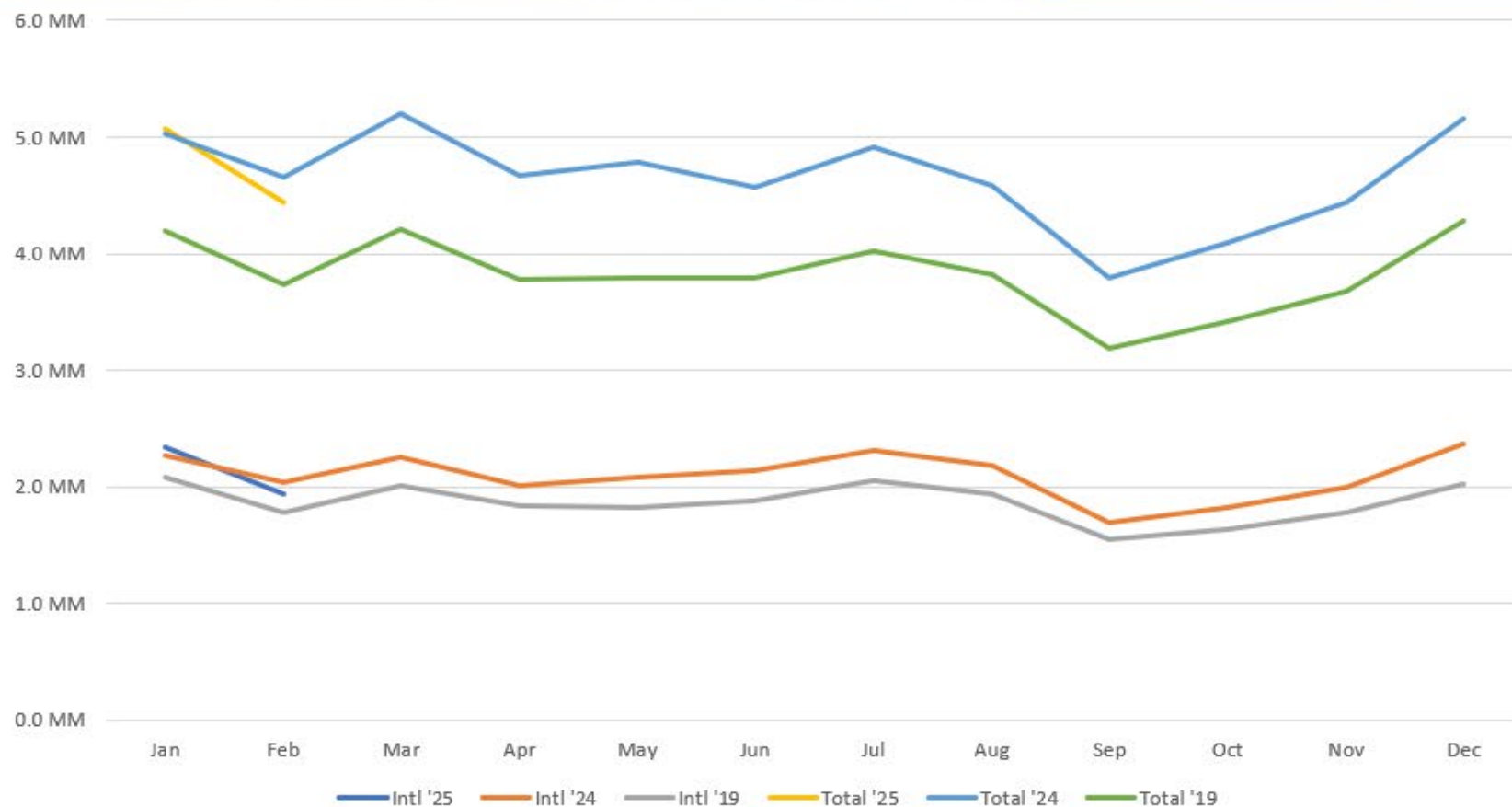
FLL Passenger Volume

Monthly YoY in Millions



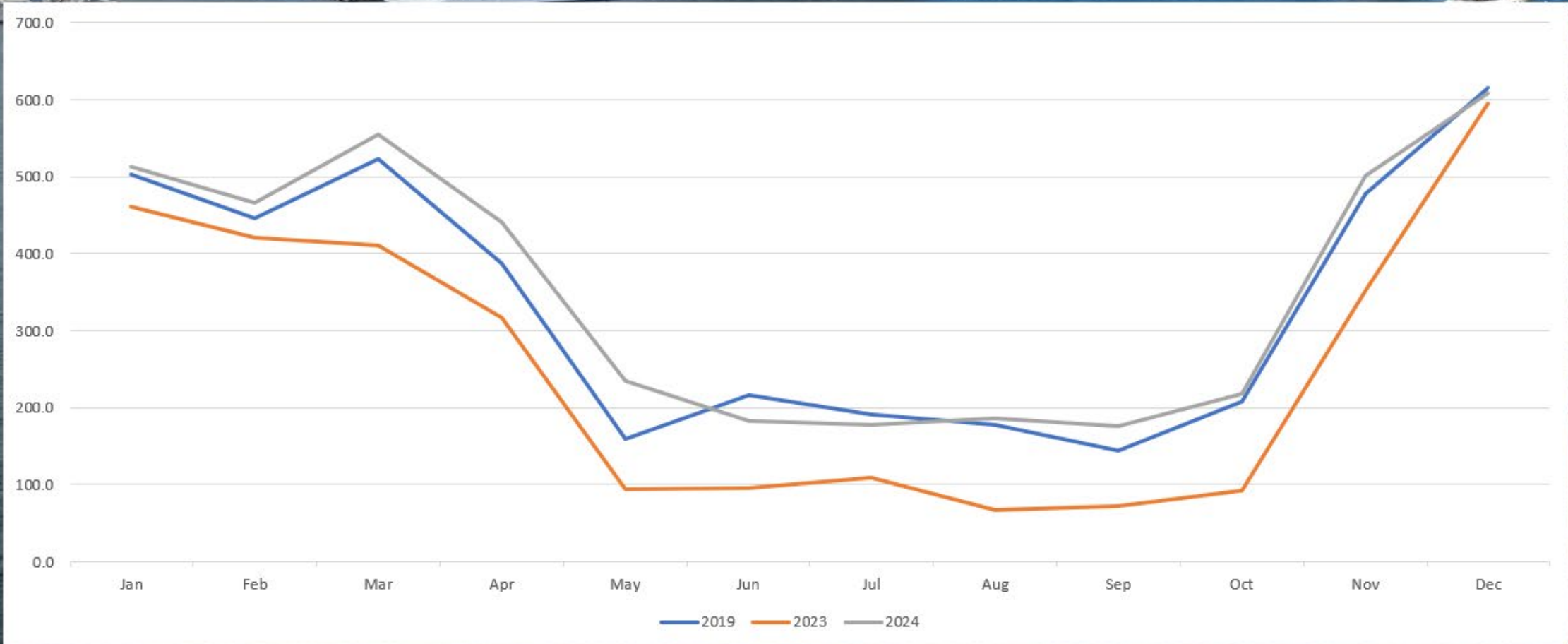
MIA Passenger Volume

International and Total Monthly YoY (in Millions)



Cruise Passenger Volume

YoY by Month (in Thousands)



Monthly Visitation to Greater Fort Lauderdale

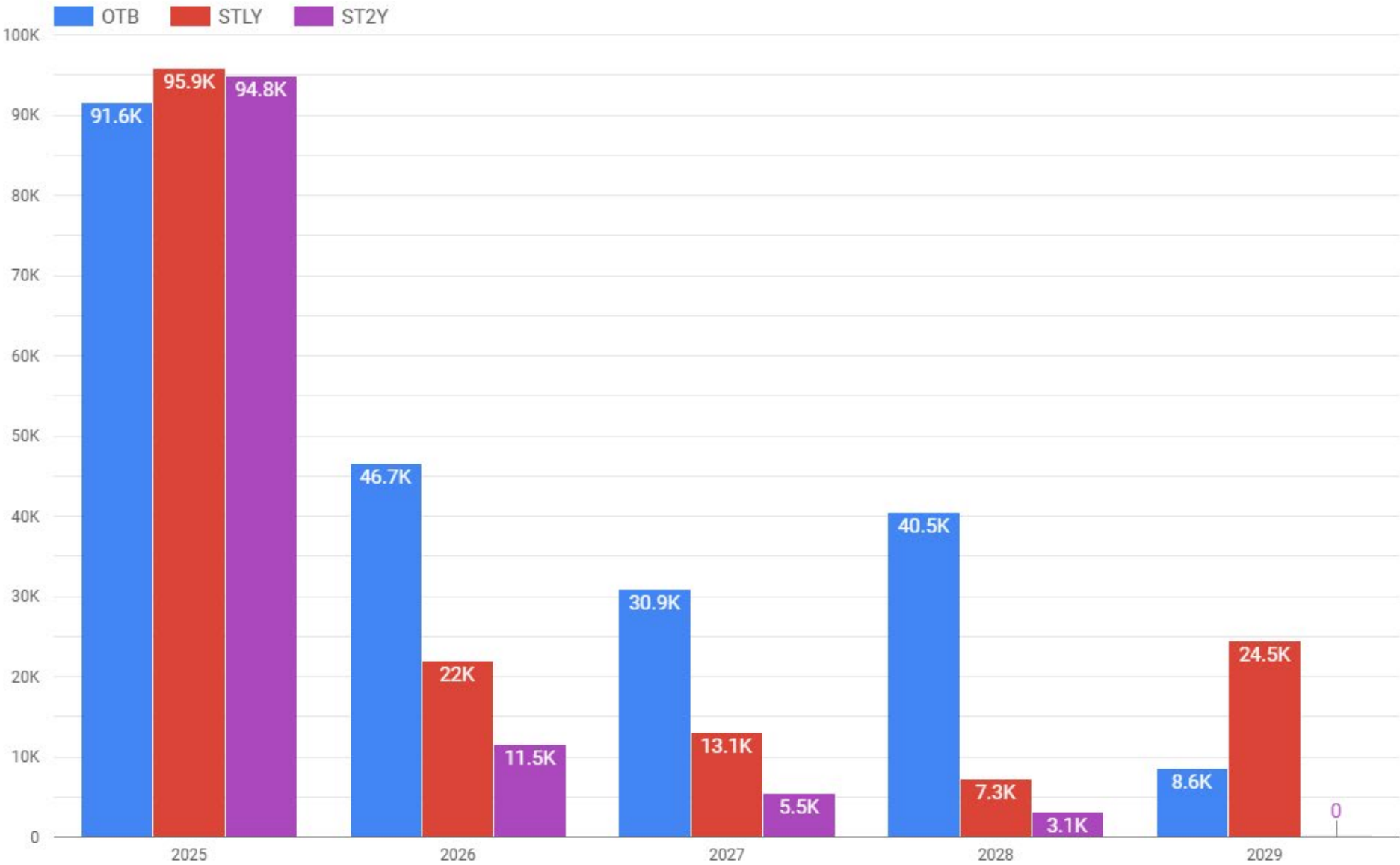


(In Millions)	2025 Visitors	2024 Visitors	2023 Visitors
Jan	1.90	1.85	2.04
Feb	1.55	1.63	1.68
Mar	2.37	2.67	2.62
Apr		1.76	2.04
May		1.55	1.54
Jun		1.66	1.71
Jul		1.70	1.98
Aug		1.51	1.56
Sep		1.09	1.12
Oct		1.33	1.34
Nov		1.51	1.48
Dec		2.07	2.04
Total		20.4	21.9



Advance Room Night Build

Convention Center Events Only



IPW 2026 Conservative *Pro Forma*

Impact in USD (Millions)	3 Year		1 Year	
Food / Beverages	\$	234.3	\$	78.1
Lodging	\$	379.9	\$	126.6
Shopping	\$	213.0	\$	71.0
Recreation & Entertainment	\$	172.1	\$	57.4
Ground Transportation	\$	83.5	\$	27.8
Other Spending	\$	36.3	\$	12.1
Total	\$	1,119.0	\$	373.0

Sources: Rockport Analytics and GFLCVB

Entering Uncertain Times

What does it look like?

How will we react?

Economic Slowdown Coming? ... Unclear but Trending

Definitions

- What is a recession?: 2 quarters of negative economic growth (*i.e.*, GDP contracts) US not in one
- What makes up GDP?: Two-thirds of GDP: Consumer Spending (+Investment, Import/Export)
- What does the Fed do?: Balance inflation and unemployment via the price of money

Meaningful Data Points

- Flow of money tighter: 12-year highs: Credit Card default & Min Payments (Philadelphia Fed)
- Consumer confidence: 12-Yr low: The Conference Board Market Index for Feb '25
- Consumer sentiment: Consumer sentiment Mar '25: -22% vs. Dec '24 (Univ of Michigan)
- Leading indicators falling: Airline profit estimates/schedules: All revised down in Q1
- Uncertainty kills investment: Trade wars/tariffs have created uncertainty in market, pounded Wall St.

Drawing on Experts

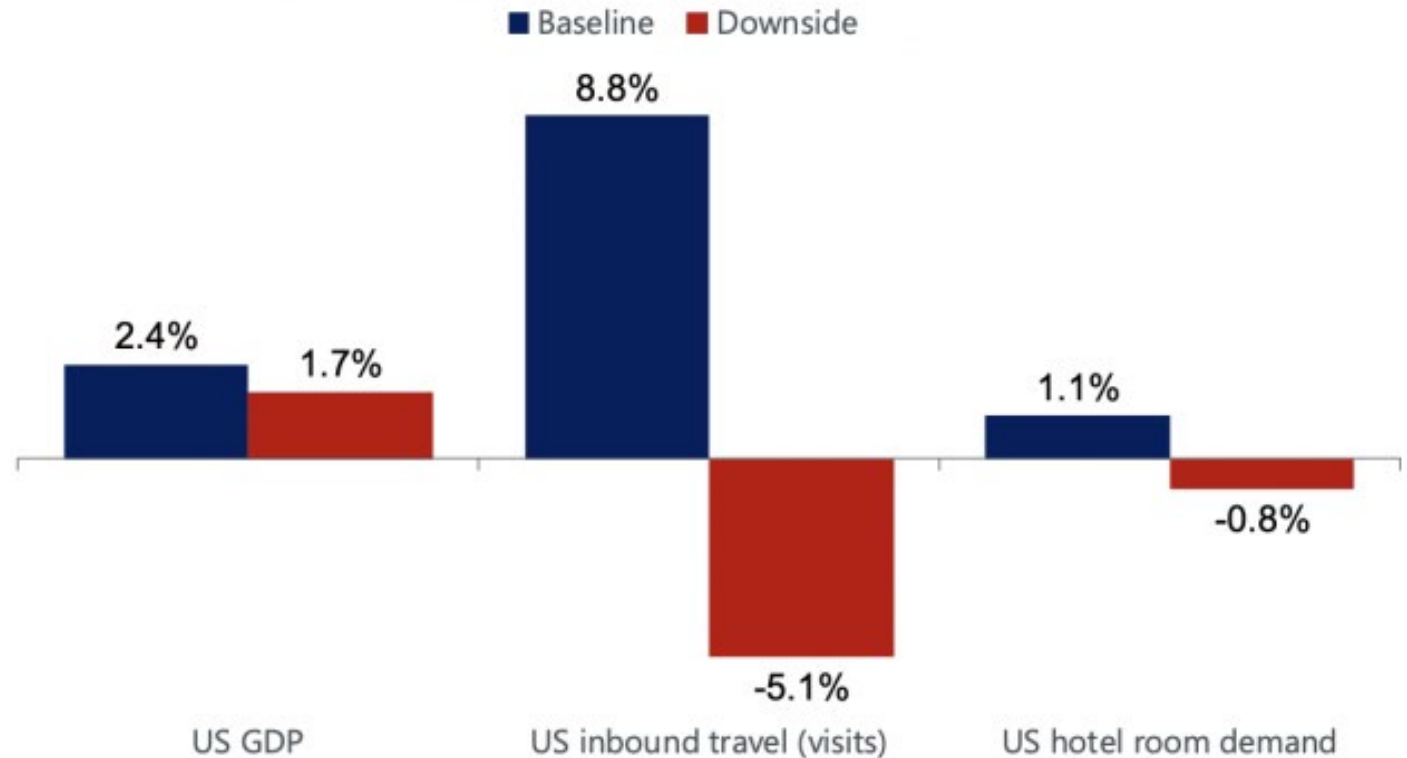
- What does the Fed say?: More inflation, lower growth, pre-tariff GDP '25 forecast down to +1.7%
- Will people stop traveling?: 35% of Americans say more travel in '25 vs '24 (The Points Guy/Harris)
- Tourism Economics reset: End-of-'24 forecast +9% Intl, revised baseline -5% YoY (~13% drop)
- Goldman Sachs: 35% chance of recession prior to April 2nd tariff announcement
- JP Morgan: 40% chance of recession pre-tariff escalation (March 31st)

What is Downside Scenario and is it the New Baseline?

A drop in demand for domestic air travel can be sign of a weakening economy. ... (Delta CEO Ed) Bastian said he saw in February a “pretty significant shift in GDP sentiment” and in the “confidence signals that we monitor,” adding that “consumer spending started to stall.”- Forbes

Chart 1: Expanded trade wars are a downside to US travel

2025 US travel growth, by scenario



Source: Oxford Economics, Tourism Economics, STR. Note: Baseline inbound from Dec 24 forecast and Baseline room demand from Jan 25 forecast

Impact of Canada on Greater Fort Lauderdale

- Volume of Canadian Visitation: 3-5% of Visitation, 6-9% of Spend
- Stated Preference Data: Leger Marketing Survey: ~60% will reduce visits
- Revealed Preference Data (CBP): Behavior at the Border: ~25% decline in Feb border X-ings
- Airline Booking Behavior (OAG): Airline bookings Canada to U.S. → -70% YoY
- Seasonality of Canadian Visitation: Winter is the dominant season for visitation
- Value of the Dollar: Canadian Dollar struggling relative to US Dollar
- Application of Boeing Spill Model (k-factor = 0.35)
 - Natural Demand by Month: Nov 103%, Dec 104%, Jan 104%, Feb 112%, Mar 112%, Apr 105%
 - Peak Canadian demand #'s largely replaceable given aggressive seasonality of South Florida demand
 - Canadian spend will impact averages when replaced by U.S. visitors (+ no off-peak backfill)
- How will it hurt? – WE WILL BE WORSE OFF, but seasonality helps hotels pad the economic blow
 - Visitors should largely be replaced by spilled demand (although Canadian character will be sorely missed)
 - Average visitor spend likely to decline and hurt bottom lines even at similar occupancies
 - Average Length of Stay likely to decline and hurt hotel revenue performance/stability
 - Aggressive reduction to International travel may only be replaced Feb/Mar with net loss Nov/Dec/Jan/Apr
 - Ancillary Businesses (Restaurants, Attractions, Coffee Shops, etc.) may experience greater loss than hotels
 - Every Off-Peak Canadian visitor choosing not to come likely to be pure net loss to the destination (May-Oct)



Impact of Overseas on Greater Fort Lauderdale

- Volume of International Visitation: 3-5% of Visitation, 6-9% of Spend
- Perception Impact Varies by Market: Tariffs and economic impact differ by country
- Travel Warnings and Restrictions: Varied border restrictions and warnings
- Seasonality of Overseas Visitation: Year-round visitation including Summer
- Application of Boeing Spill Model (k -factor = 0.35)
 - Natural Demand by Month: Nov 103%, Dec 104%, Jan 104%, Feb 112%, Mar 112%, Apr 105%, others <100%
 - Overseas demand numbers are less replaceable than Canada given year-round visitor profile
 - International spend will impact averages even when replaced by U.S. visitors (+ no off-peak backfill)
- How will it hurt? – Volume/spend cuts hurt, seasonality makes the economics worse
 - European visitor's seasonality will hurt extensively since they travel during off-peak periods as well (summer)
 - Average visitor spend likely to decline and further hurt bottom lines swapping domestic for international
 - Aggressive reduction to International travel may only be replaced Feb/Mar with net loss all other months
 - Ancillary Businesses (Restaurants, Attractions, Coffee Shops, etc.) may experience similar loss to hotels

What Helps Us in Uncertain Times?

- Relationships built over time keep conversations going
- Patience is required in times of uncertainty
- Building common ground based upon reliable data
- Maintaining close watch on facts and developments
- Updating forecasts frequently
- Communicating with Partners as new knowledge appears
- Rigorous investment prioritization
 - U.S.
 - Canada
 - Latin America (by Country – Brazil, Colombia, Argentina, etc.)
 - Overseas (by Country – UK/Ireland, EU, etc.)
 - New Markets (India, Asia, etc.)



Open Forum Discussion



**VISIT
LAUDERDALE**
EVERYONE UNDER THE SUN

Fantastic 5 Takeaways

First: The 5 W's	<p>Who: FIT, Feria Internacional de Turismo</p> <p>What: Argentinian Trade Show for Consumers, Tour Operators and Travel Advisors</p> <p>When: September 27th – October 1st, 2024</p> <p>Where: Buenos Aires, Argentina</p> <p>Why: Over 135,000 visitors. Brand / destination exposure and in person meetings</p>
Fantastic Five Takeaway #1	1. We have not attended FIT in Buenos Aires since pre-pandemic times. The show was extremely busy with over 140,000 visitors in total.
Fantastic Five Takeaway #2	2. Our area was within the Visit USA stand and we were one of four Florida destinations including Visit Florida, Experience Kissimmee, and Disney (in their own booth across from us.) Although not all 140,000 attendees visited our area, the visitors were extremely knowledgeable about Greater Fort Lauderdale.
Fantastic Five Takeaway #3	3. Although Argentina's economy continues to struggle, the consensus is that it is being "worked on" and they will get out of it soon. Their currency is not very strong right now, so things are very expensive, but they are still traveling. It is important to note that many Argentinians travel with a EU passport, vs. an Argentinian one, so some official numbers may not match. Good thing is that Visa wait times are very minimal now for new and renewed visas to come to the USA.
Fantastic Five Takeaway #4	4. There is a trend for more last-minute booking vs. long term. Flights are still not at pre-pandemic levels. They are still about 20% down in-flight frequency but the ones that are flying, are flying full. Although many fly direct to MIA through American and Aerolineas Argentinas, we also can get passengers via Copa, Avianca, and United with stops in either Panama, Bogota or Houston areas.
Fantastic Five Takeaway #5	5. Popular areas continue to be Hallandale, Hollywood, Sunrise/ Plantation, but there is significant interest in learning more about resorts on Fort Lauderdale Beach and of course packaging for upcoming soccer tournaments and to see InterMiami games or go to the stadium.





Leisure Lauderdale

Reels, Photos, Sneak
Peaks & More
Interactions



QUARTERLY PARTNER MEETING

SAVE THE DATE



Tuesday, July 22, 2025

9:30 a.m.

Virtual

THANK
YOU

