



VISIT LAUDERDALE

EVERYONE UNDER THE SUN

Global Trade Partner Update

Tuesday, July 22, 2025

WELCOME

A stylized logo featuring a yellow sun partially obscured by three wavy lines representing water, positioned within the letter 'O' of the word 'WELCOME'.

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

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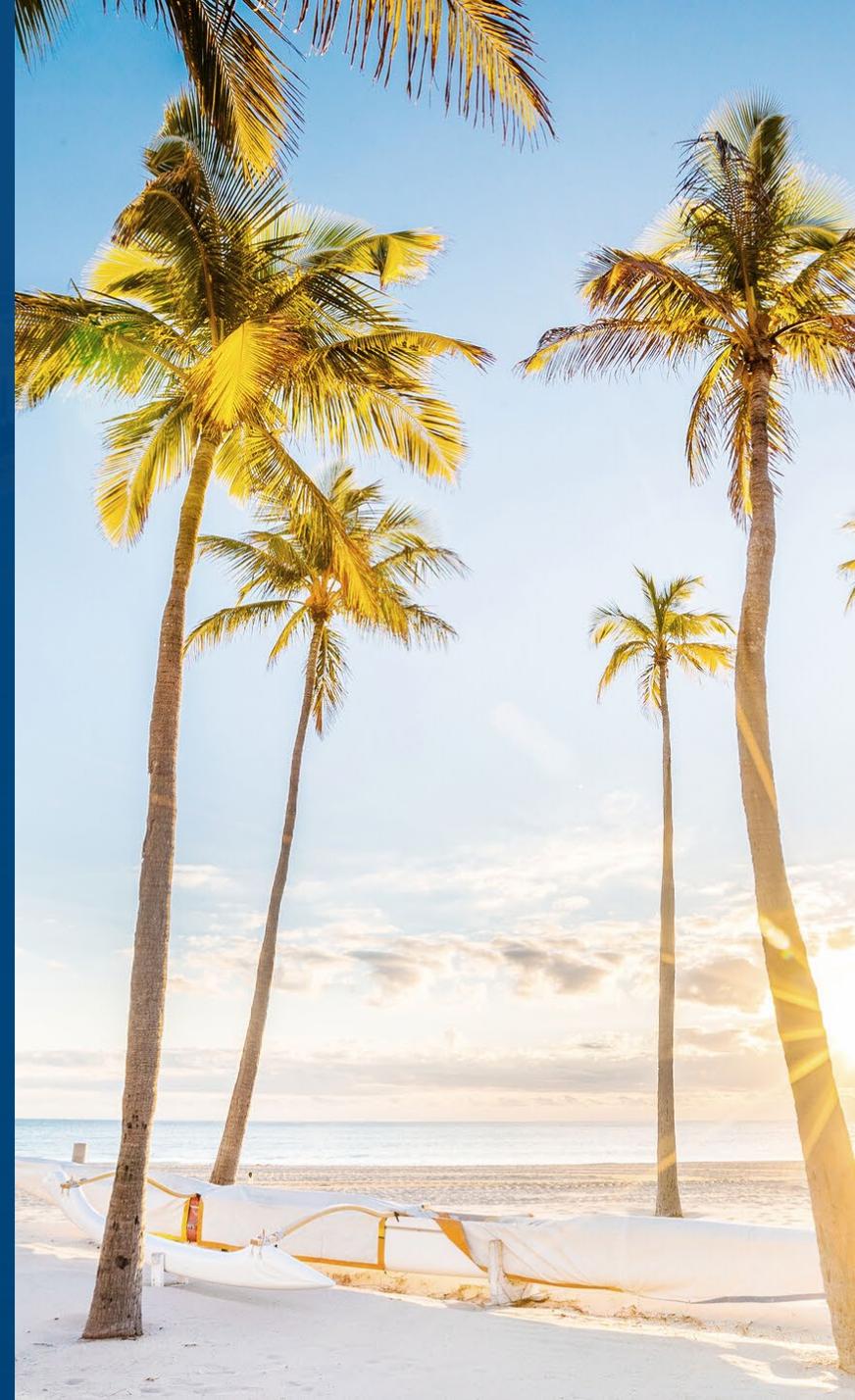
Partner Engagement Specialist: Brittney

Research, Strategy, Revenue Mgmt: Ted

Meeting Agenda



- Welcome
- Global Trade Team Updates
 - LATAM
 - Europe/Canada
 - Hablo Update
 - Domestic
- FAM Best Practices
- Co-Ops
- FY2026
- Lauderdale Loyalist & Passport Update
- Visit Lauderdale Market Update & Outlook
- Reminders





TEAM UPDATES



LATAM



LATAM: April - June

- WTM LATAM: Sao Paulo, Brazil = 25 + appointments & dozens of leads
– 32,000 attendees
- Webinars: Mexico, Colombia, Argentina, Peru = 350 trained
- Brazil FAMS - Renata Influencer / AZUL Viagens
- Argentina Reps: 355 + trained
 - Al Mundo, Visit USA Trainings with TO, Virtuoso Buenos Aires
- Colombia Reps: 100 + trained
 - Bestravel, Colaereo, Viajes Palomares, Aviatur
- Brazil Reps: 800 + trained
 - Virtuoso Connect, Azul Ta On, IMM Brazil, CLIA



LATAM – Upcoming FY2025

- Brand USA Argentina & Chile Sales Mission
8/17-8/22
- Brazilian Sales Mission **9/21- 9/26**
 - Two Cities / 3 Events
- FAMS:
 - Orinter (BR) **9/6 – 9/8**
 - Diversa (BR) **10/7 – 10/10**
 - BRT (BR) **10/15 -10/18**
- REPS: *FIT, Brand USA Colombia, RCCL Trainings
Colombia, Abreu, Orinter Trainings*





EUROPE/ CANADA

EME / Canada April-June



- Lieb Global FAM-European Tour Operators
- Virtuoso OnTour Toronto
- Brand USA Canada Connect (Montreal & Toronto)
- Brand USA MEGA FAM-Italian and Swiss Tour Operators
- Ireland UK Sales and Training Mission
- IPW Chicago

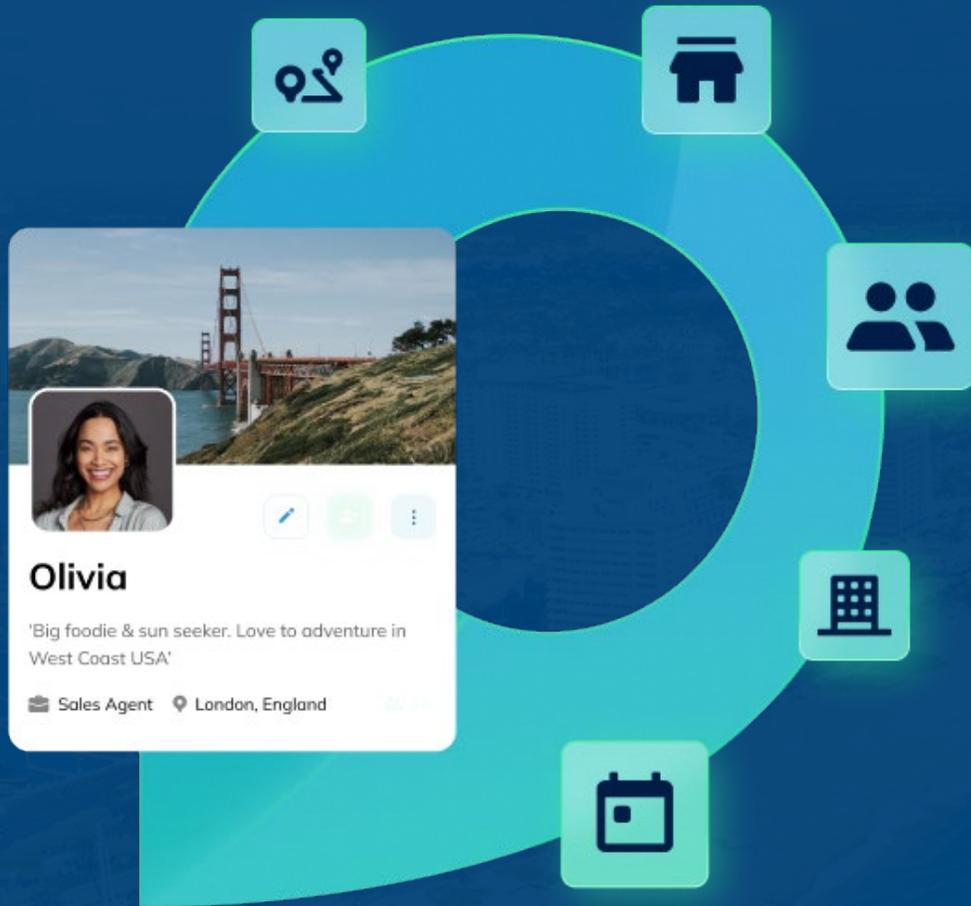


EME/ Canada – Upcoming



- Orlando Sales Mission **7/29-8/1/25**
- Hablo 5th Year Anniversary FAM **9/8-9/11/25** *

** indicates Partner Opportunity*



Hello
Visit Lauderdale Partners !

Meet  **Hablo**

the next generation online
training and **trade engagement**
platform.

Desktop | Laptop | Tablet | Mobile





What is **Hablo**?

Hablo is a **next generation online platform** to help your sales teams effectively educate and engage with the frontline travel trade across the UK & Ireland, so Advisors **remember** your key messages and can quickly convert enquiries into bookings.

They are the only dedicated travel and tourism 'always on' online training platform that travel advisors log into **DAILY** for their personal development and B2B trade engagement needs.



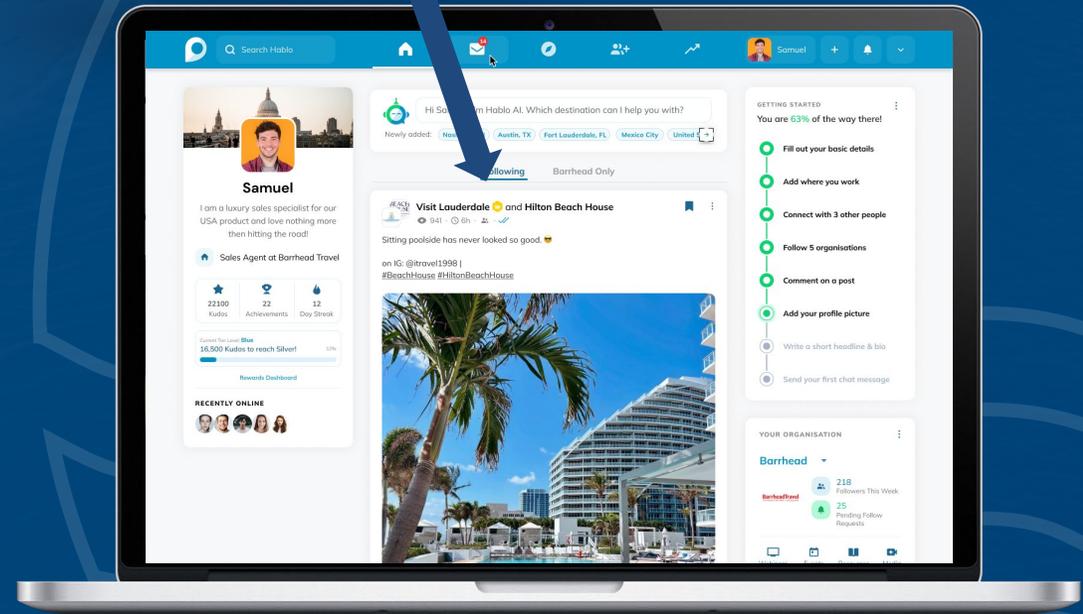
Hablo's **latest online tool**
designed specifically for Destination
Partners

Introducing the new Partner Program



Visit Lauderdale partners can:

- Create an organization page on Hablo and become a destination 'Partner' of Visit Lauderdale
- Instantly post updates to our community, allowing you to engage directly with the 1000 's of UK & Ireland travel trade following our page .







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DOMESTIC

Domestic April – June

- Cruise Planners Bootcamp
- Cruise360
- ASTA Annual Conference
- Cruise Planners STAR University
- ASTA Spring Affair
- JetBlue Travel Agent Call Center Trainings
- VISIT FLORIDA Domestic Sales Mission
- Unique Travel – Delray Training
- JetBlue Travel Agent FAM
- Signature Travel Network Regional Conference



Domestic

Upcoming FY2025

- Cruise Planner's Luxury Forum 8/4 – 8/8
- Delta Vacations University 9/12 – 9/13 (sold out)





FAM BEST PRACTICES

FAMS – 101

Visit Lauderdale Style

1. Know your audience! Check out attendee list and when in doubt, ask us for extra input in advance.
2. Do not show meeting space, unless requested.
3. What's your plan? Which rooms? Do you need assistance with the tour, etc.? Be mindful of time.
4. Schedule extra time for picture taking! Understand they will want to take videos of rooms, etc.
5. What's in it for them? Commissionable rates? Group rebates? Travel agent rates, etc.



FAMS – 101

Visit Lauderdale Style

6. Be Social! Share your business' social handles, hashtags, etc.
7. Offer a limited a la carte menu or buffet.
8. Mindful giveaways.
9. Bring out your storytellers. If the FAM is an international group, do you have someone on staff that speaks their language?
10. Reveal your “best kept secrets!” FAMS love some “insider knowledge” that helps make them the true experts.





TRADE CO-OPS



INTERNATIONAL

- Hotelbeds
- Travel Industry Today
- Sunway (Ireland)
- Gold Medal UK
- Mercados & Eventos
- Ladevi
- Hopper
- Price Travel
- Avianca
- Petra Mexico

DOMESTIC

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

EXPLORA LAUDERDALE

- Norteamérica -

DEL 17 DE MARZO AL 10 DE DICIEMBRE 2025

PRECIO POR PERSONA EN HABITACIÓN DOBLE SONESTA FORT LAUDERDALE BEACH	PRECIO POR PERSONA EN HABITACIÓN DOBLE WILTON FORT LAUDERDALE MARINA	PRECIO POR PERSONA EN HABITACIÓN DOBLE WYATT CENTRIC LAS OLAS FORT LAUDERDALE
980 USD	1,010 USD	1,110 USD

INCLUYE

- Traslado aeropuerto / hotel / aeropuerto
- 2 noches de alojamiento con desayuno
- Tour por Fort Lauderdale y Pinos en barco con guía en inglés
- Tarjetas de asistencia (aplica hasta los 67 años, sólo para residentes en México)

No incluye: • Trámites de ETA ó Visa Canadiense • Gastos de índole personal • Propinas a chóferes y guías • Servicios y entradas opcionales

¡IMPORTANTE!

26 REVIVAL/BIENESTAR, MANUAL | CRUCEROS

CLIQUEA PARA EL VENDEDOR

Greater Fort Lauderdale: guía de verano para planificar un itinerario

PARA PASAJEROS EN BÚSCA de sus culturas y momentos inolvidables, Greater Fort Lauderdale es el destino perfecto para el verano. A continuación, las experiencias imperdibles para un itinerario completo por la región.

CULTURA ACUÁTICA
Conocida como la "Capital Mundial de la Náutica" y la "Tierra de Anclajes", Greater Fort Lauderdale cuenta con más de 480 km. de vías navegables interiores y playas deslumbrantes. Se recomiendan los paseos en taxi acuático y cruceros por el río Abasco de Jungle Queen, así como actividades como paddleboarding, yateo y recorridos de buses.

La región también es hogar del Fort Everglades, un importante puerto de cruceros hacia el Caribe, ideal para quienes desean extender su viaje.

Greater Fort Lauderdale ofrece múltiples propuestas vinculadas a la cultura, gastronomía y entretenimiento, garantizando experiencias únicas para los pasajeros.

UN LITORAL DE 39 KM.
Desde Lauderdale-by-the-Sea hasta Hollywood y Deerfield Beach, Greater Fort Lauderdale alberga todo ciudades costeras con experiencias únicas hacia el Caribe, ideal para quienes desean extender su viaje.

DEPORTES Y ENTRETENIMIENTO
Desde los partidos del Inter Miami CF en el Chase Stadium hasta el fútbol en The Fort "nuevo club de fútbol profesional", hay diversión y emoción para todo tipo de aficionados. A lo que se suman los partidos de hockey de los Florida Panthers en el Sun Life Center, el Fort Lauderdale United Soccer FC, la pesca en aguas profundas y los eventos acuáticos para una programación completa de actividades."

CULTURA Y DIVERSIDAD
Con 147 idiomas hablados y residentes provenientes de más de 170 países, los 37 municipios de la región son ricos en diversidad. Destacan Wilton Manors y la Biblioteca de la Universidad de Florida, el Museo de Arte y el Museo de Historia, el Museo de la Cultura Caribeña, la African-American Research Library y la Sherman House, la construcción más antigua del área.

Bancos como Lauderhill y Miami también ofrecen gastronomía auténtica y arte local.

EXPERIENCIAS GASTRONÓMICAS
Con influencias globales, terrazas con vistas panorámicas y restaurantes memorables en la Gula Michelin, la escena gastronómica local es audaz y diversa. En agosto, el Dine Out Lauderdale ofrece una recomendación especial: visitar restaurantes reconocidos.

PROFESIONALES PARA EL VIAJE
Los profesionales de los viajes pueden acceder al programa LauderdaleLoyalist y conectarse en español en el destino. Las herramientas exclusivas para planificar el viaje perfecto están disponibles en lauderdaleloyalist.com.

ENTRENAMIENTO PARA PROFESIONALES DEL VIAJE
Los profesionales de los viajes pueden acceder al programa LauderdaleLoyalist y conectarse en español en el destino. Las herramientas exclusivas para planificar el viaje perfecto están disponibles en lauderdaleloyalist.com.

VISIT LAUDERDALE
Haz un upgrade a tu crucero con Greater Fort Lauderdale

Convierte cualquier crucero en una escapada completa con una estadía antes o después del viaje en Greater Fort Lauderdale. Hopper de Fort Everglades, uno de los puertos de cruceros más activos del mundo. Con fácil acceso a playas impresionantes, gastronomía de clase mundial y aventuras sin fin, tus clientes pueden comenzar o terminar su viaje con estilo. Eleva sus vacaciones más allá del mar.

Regístrate ahora.

LAUDERDALE LOYALIST



FY26



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IPW 2026

May 17 – 21, 2026



- **Planning Process Update:**
 - Internal Teams managing multiple areas
 - Quarterly all hands meetings to review updates from all teams and receive feedback/direction from others
 - **Reviews completed 6/26**
 - **Next All Hands Meeting 9/12**
 - **US Travel Host City Meeting 9/10-11**
 - Planning is completed, entering execution stage
 - Items for procurement being requested
 - Fine tuning all items to ensure budget reconciliation





Where Can You Get Involved?

- Opening & Closing Event: Providing an activation or experience unique to your city, business, etc.
- Marketing: Purchase an ad in your city/beach front welcoming IPW 2026 to Broward
 - EX: Pole banners, footprints, billboards, etc
- Show Your Badge: Submit deals to be added to our program for attendees to utilize
- Schedule your city/company's events during IPW to give attendees “things to do” while they are visiting
 - EX: Mini Jazz Fest during the week on Riverwalk or Lifeguard training during Opening Event/Press Brunch
- Work with your municipalities to ensure no construction, road blockages, etc
- Gear Your Staff Up!: Wear pins that show where you're from and languages you speak
- Sign up as a volunteer! Scan QR Code →
 - Stay on the lookout for our new Ambassador Training Program. Coming soon!





LATAM

FY26 Global Trade Sales & Marketing Plan Pre & Post IPW Strategy

Pre-IPW

- VF Colombia Trade Mission
- Central America Sales Mission
- Mexico Sales Mission
- Peru Sales Mission
- FITUR, Madrid Spain
- Florida Huddle

Post-IPW

- Brazil Sales Mission
- FIT, Buenos Aires, Argentina

Ongoing

- Visit USA
 - Argentina, Brazil, Costa Rica, Colombia, Guatemala, Peru
- Virtuoso



FY26 Global Trade Sales & Marketing Plan

Pre & Post IPW Strategy

CA/ EMEA

Pre-IPW

- Brand USA Nordic Roadshow
- Brand USA Travel Week London
- Brand USA India Sales Mission
- Brand USA Australia / NZ Mission/ Visit USA/IMM/Brand USA
- Florida Huddle
- IITA

Ongoing

- Visit USA
 - Germany, Austria & Switzerland, Ireland, UK, France, Italy, Netherlands
- Discover America: Canada, Sweden
- Orlando Sales Mission
- Virtuoso



FY26 Global Trade Sales & Marketing Plan

DOMESTIC

- Cruise World
- Cruise Planners Annual Convention
- AAA Threads
- AAA National Conference
- Signature National Conference
- ASTA South Florida
 - Holiday Showcase & Spring Affair
- Travel & Adventure:
 - NYC, Chicago & DC
- Cruise 360
- ASTA Annual Conference
- Jetblue Vacations Trainings
- Carolinas Sales Mission
- New England Sales Mission
- VISIT FLORIDA Sales Mission



LOYALIST & PASSPORT UPDATES



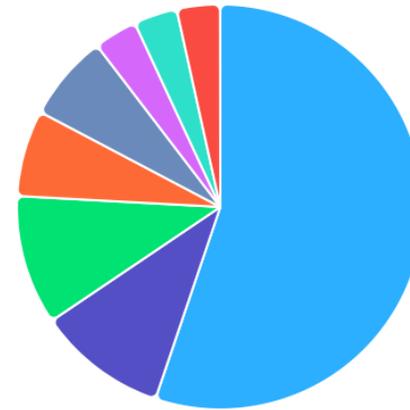
- **Loyalists from over 50** unique countries!
- **Top Countries continue from our key markets:**
USA, UK, Canada, Brazil, Colombia, and
Germany
- **5,989** Registered Loyalists
- **398** VIP Passports Issued

Portuguese and German Languages Coming Soon!



Lauderdale Loyalist Passport

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



- Water Taxi Stop #1
- Bonnet House Museum & Gardens
- Flamingo Gardens
- Sawgrass Recreation Park Everglades Airboat Eco Adventures
- The Galleria at Fort Lauderdale
- Butterfly World
- Cruisin' Tikis Fort Lauderdale
- Museum of Discovery and Science



VISIT LAUDERDALE MARKET UPDATE



Hotel Metrics

April 2025

OCCUPANCY



0% below 2024
2% below 2023

AVERAGE DAILY RATE

\$204.52

Flat to 2024
5% below 2023

SUPPLY

2%

below 2024

3%

above 2023

REVENUE PER AVAILABLE ROOM

\$153.48

1% below 2024
6% below 2023

DEMAND

2%

below 2024

1%

above 2023

HOTEL REVENUE

3%

below 2024

4%

below 2023

May 2025

OCCUPANCY



1% above 2024
6% above 2023

AVERAGE DAILY RATE

\$183.22

5% above 2024
4% above 2023

SUPPLY

2%

above 2024

3%

above 2023

REVENUE PER AVAILABLE ROOM

\$131.65

7% above 2024
10% above 2023

DEMAND

3%

above 2024

9%

above 2023

HOTEL REVENUE

9%

above 2024

14%

above 2023

June 2025

OCCUPANCY



1% below 2024
0.3% below 2023

AVERAGE DAILY RATE

\$155.43

3% above 2024
1% above 2023

SUPPLY

2%

above 2024

4%

above 2023

REVENUE PER AVAILABLE ROOM

\$106.16

2% above 2024
1% above 2023

DEMAND

1%

above 2024

4%

above 2023

HOTEL REVENUE

4%

above 2024

5%

above 2023

Hotel Metrics

2025 Month-to-Date
July 1 – July 12

OCCUPANCY



1% below 2024
2% below 2023

AVERAGE DAILY RATE

\$153.63

4% above 2024
1% above 2023

HOTEL REVENUE

4% above 2024

3% above 2023

DEMAND

0.2% below 2024

2% above 2023

REVENUE PER AVAILABLE ROOM

\$101.58

3% above 2024
1% below 2023

NEW SUPPLY

1% above 2024

3% above 2023

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

Hotel Metrics

2025 Year-to-Date
January 1 – July 12

OCCUPANCY



1% below 2024
0.3% below 2023

AVERAGE DAILY RATE

\$203.82

1% above 2024
2% below 2023

HOTEL REVENUE

2% above 2024

0.5% above 2023

DEMAND

1% above 2024

3% above 2023

REVENUE PER AVAILABLE ROOM

\$152.64

0.3% above 2024
3% below 2023

NEW SUPPLY

2% above 2024

3% above 2023

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

Hotel Forecast vs Performance

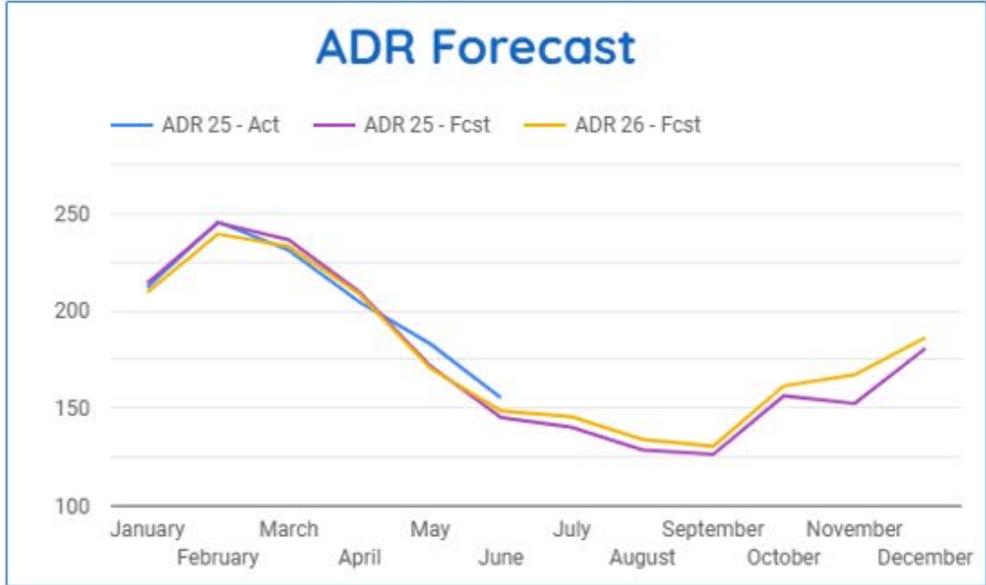
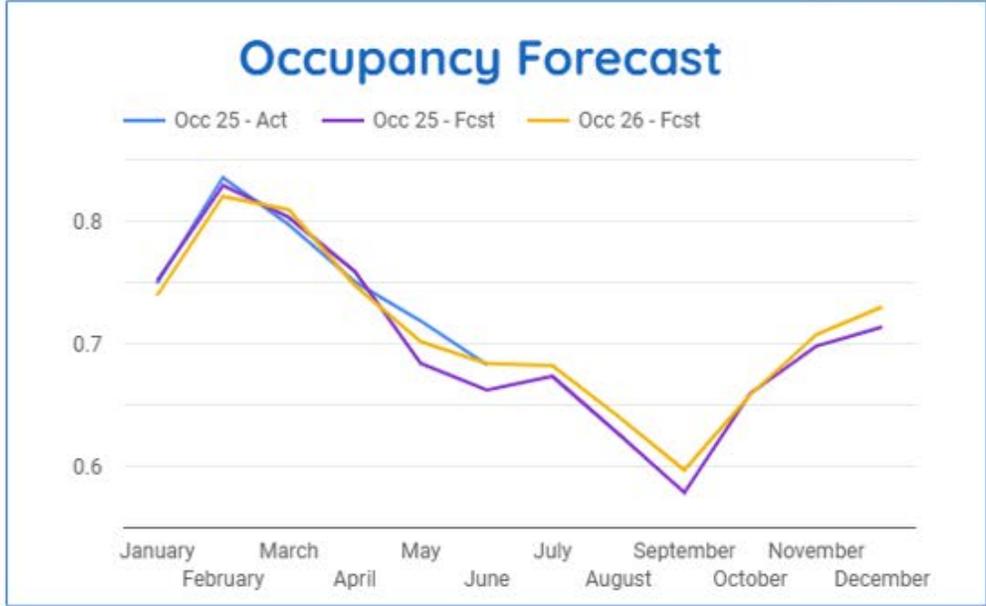
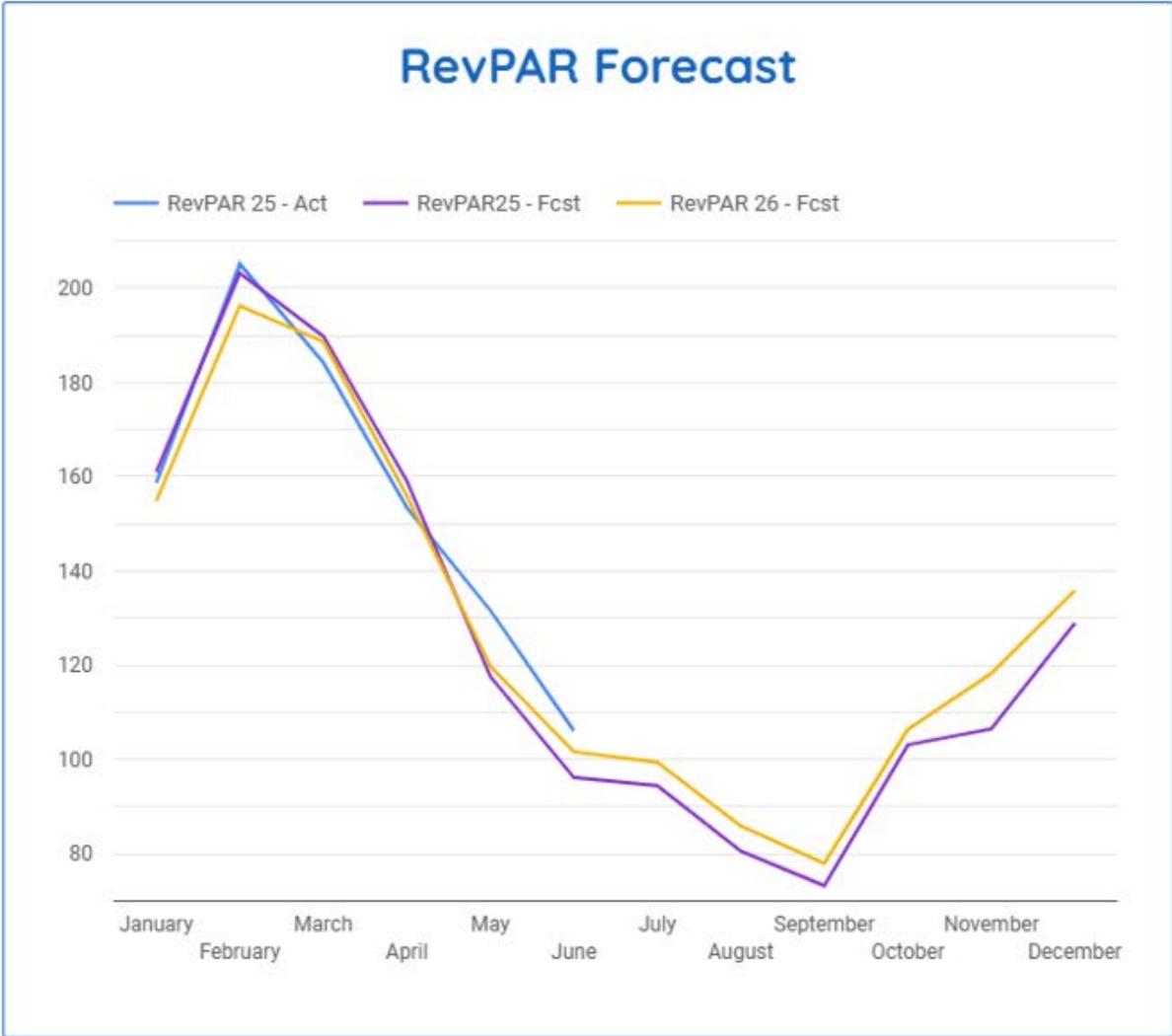
Jun 2025	Forecast	Actual	%Difference
Occ	66.2%	68.3%	+3%
ADR	\$ 145.24	\$ 155.43	+7%
RevPAR	\$ 96.16	\$ 106.16	+10%

CY 2025 Forecast
as released May 2025

Occ	ADR	RevPAR
70.2%	\$ 178.95	\$ 125.71

Hotel KPI Forecast

UPDATED FORECAST FOR '25 and '26



Data sources: GFLCVB, STR, LLC., USTA, CBRE

Forecast Last Calibrated: May, 2025

Visit Lauderdale Hotel Pipeline Report



Rooms
10,480

Number of Properties
63

2025 Total Rooms
948

2026 Total Rooms
225

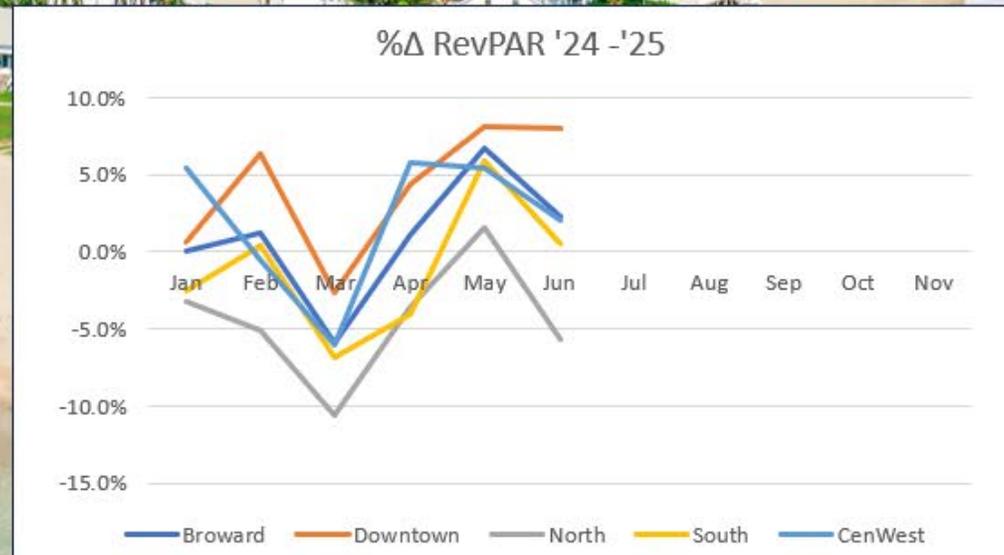
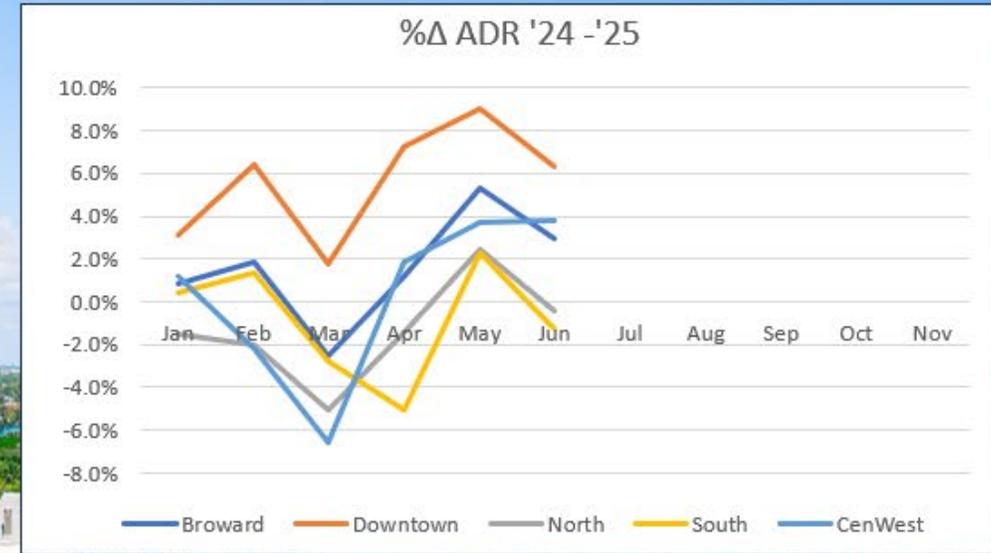
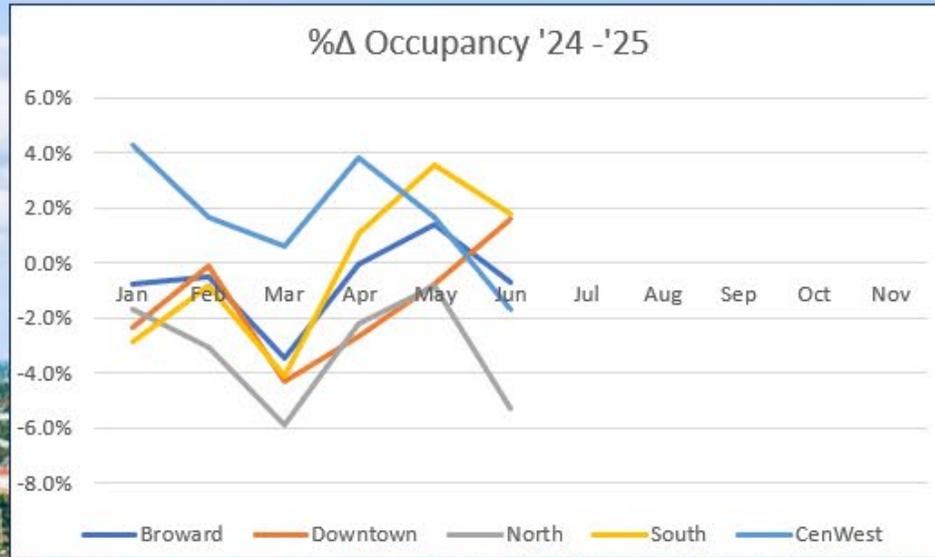
2027 Total Rooms
3,422

2028 Total Rooms
3,723

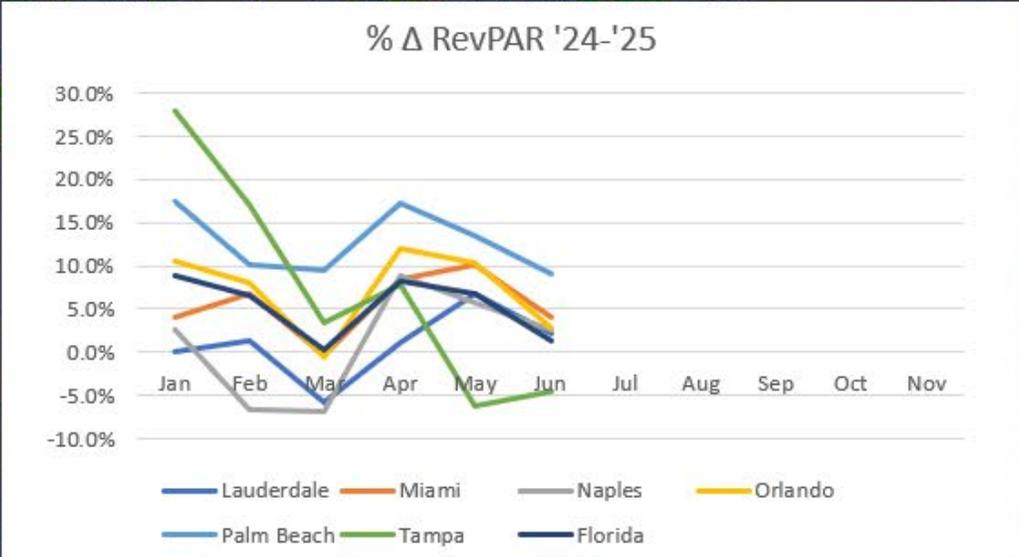
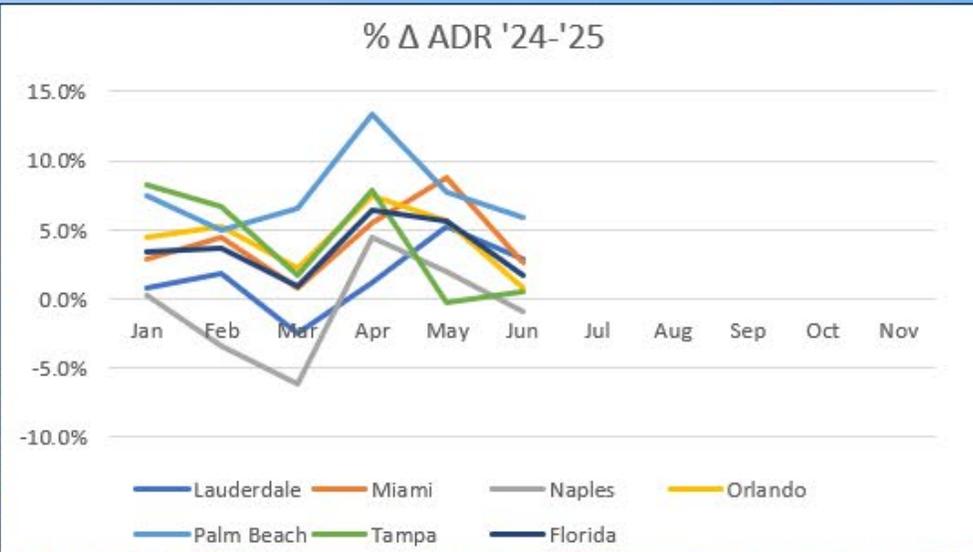
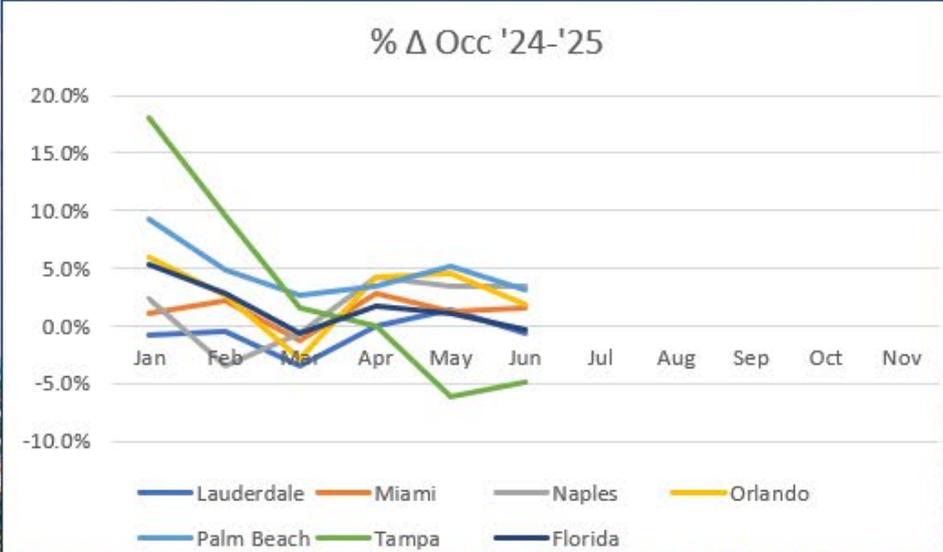
2029-2035 Total Rooms
2,162

	Opening Date ▲	Hotel	Address	City	Status	Sum of Rooms
1.	Jul 2025	Home2 Suites by Hilton Weston Fort Lauderdale	15990 SW 14th St	Weston	Under Constru...	147
2.	Nov 2025	Omni Fort Lauderdale	1850 SE 17th St	Fort Lauderdale	Under Constru...	801
3.	Jul 2026	Hotel Indigo Fort Lauderdale FL	2100 S Federal Hwy	Fort Lauderdale	Proposed	144
4.	Nov 2026	The Whitfield Las Olas Hotel & Spa	1007 E Las Olas Blvd	Fort Lauderdale	Under Constru...	81
5.	Jan 2027	Hyatt Place Ft. Lauderdale / Coral Springs	3255 NW 94th Ave	Coral Springs	Deferred	144
6.	Jan 2027	901 North Hotel	901 N Federal Hwy	Fort Lauderdale	Final Planning	188
7.	Jan 2027	Auberge Resorts Collection Shell Bay Club and Resort	661 Diplomat Pky	Hallandale Beach	Under Constru...	60
8.	Mar 2027	Fairfield by Marriott Inn & Suites Miramar	971203 Red Road	Miramar	Final Planning	84
9.	Mar 2027	TownePlace Suites by Marriott Fort Lauderdale Airport North	1000 Florida 84	Fort Lauderdale	Final Planning	88
10.	Mar 2027	TownePlace Suites by Marriott Miramar	971203 Red Road	Miramar	Final Planning	76
11.	Mar 2027	Fairfield by Marriott Inn & Suites Fort Lauderdale Airport North	1100 W State Road 84	Fort Lauderdale	Final Planning	84
12.	Apr 2027	element Fort Lauderdale Airport	500 Gulf Stream Way	Dania Beach	Final Planning	115
13.	Apr 2027	Courtyard by Marriott Hollywood	1926 Tyler St	Hollywood	Final Planning	112
14.	May 2027	Homewood Suites by Hilton Ft. Lauderdale Beach North	3001 N Ocean Blvd	Fort Lauderdale	Final Planning	106
15.	Jun 2027	The Fort Lauderdale Downtown EDITION	619 Breakers Ave	Fort Lauderdale	Final Planning	176
16.	Jun 2027	Residence Inn By Marriott Fort Lauderdale Beach	SEQ E Las Olas Blvd and Seabreeze ...	Fort Lauderdale	Final Planning	150
17.	Jun 2027	Blue Building Hotel	320-324 Minnesota St	Hollywood	Proposed	6
18.	Jun 2027	Archer Capital Group Condo Hotel	872 McNab Rd	Pompano Beach	Proposed	75
19.	Jul 2027	Wyndham Grand Davie	5300 S State Road 7	Davie	Deferred	200
20.	Jul 2027	Tempo Hotel at Live! Resort Pompano Beach	Isle of Capri Hotel 2	Pompano Beach	Final Planning	150

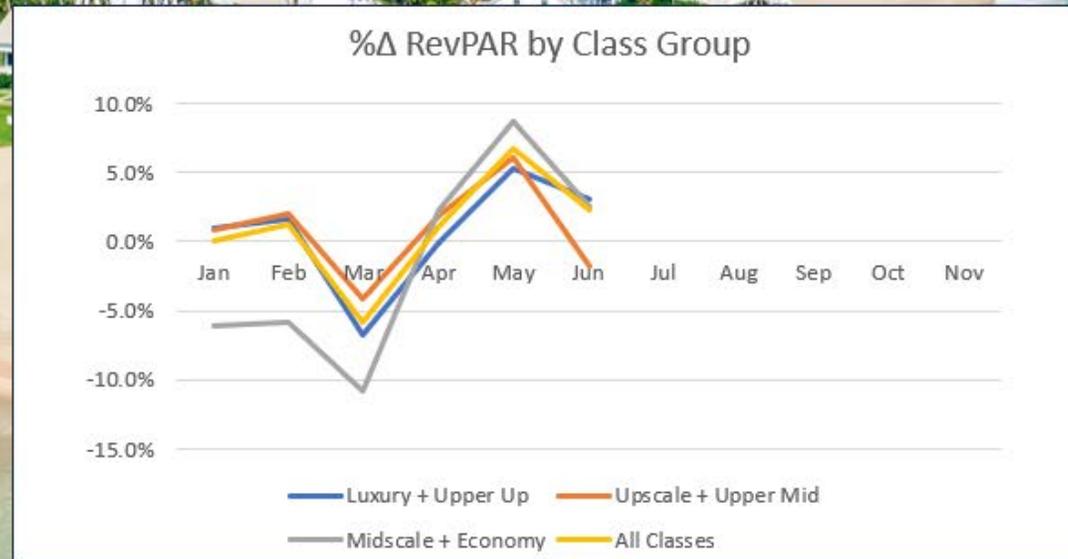
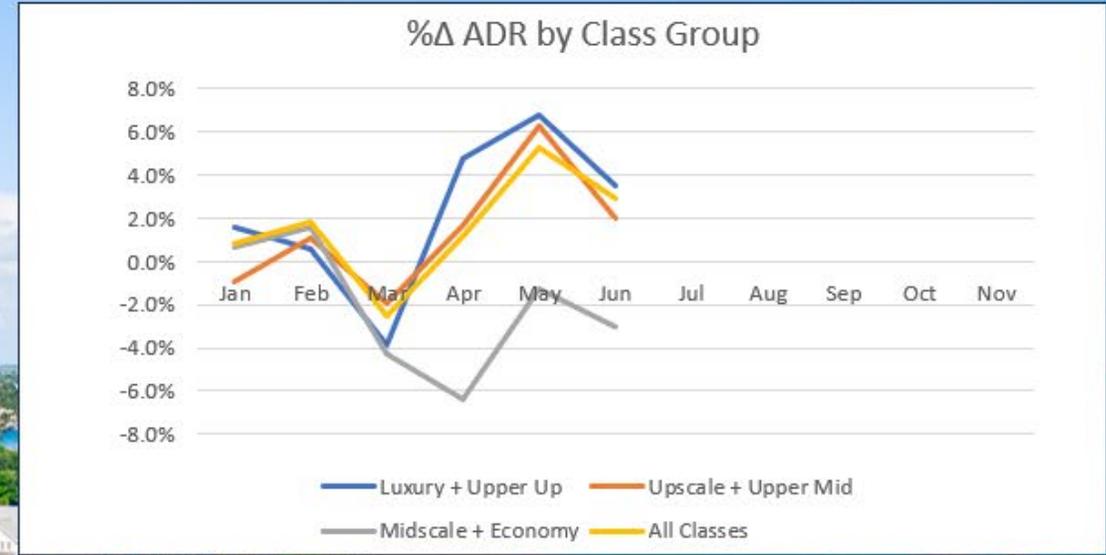
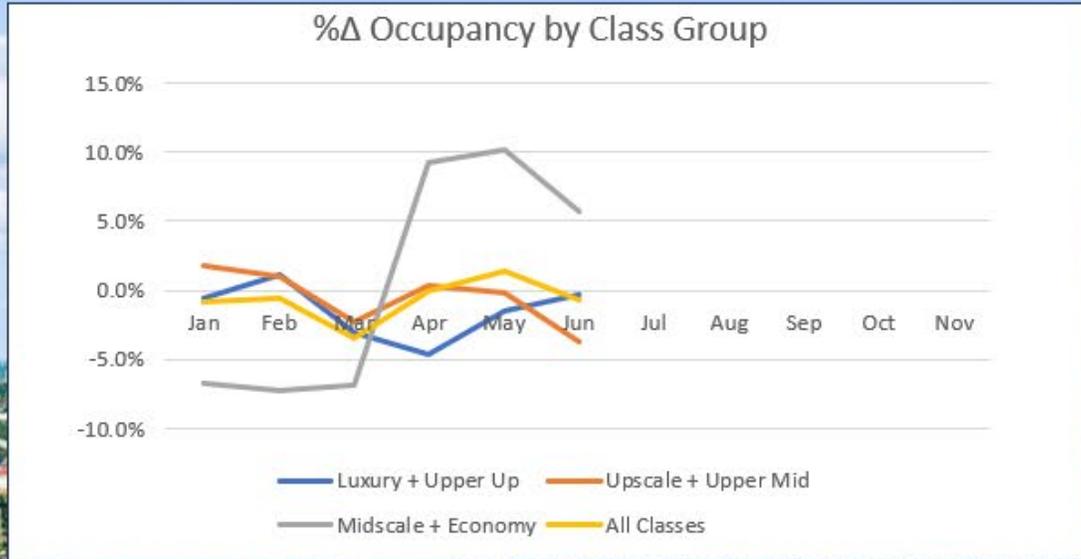
Performance by Region (Jan – Jun '25)



Competitive Set Performance (Jan – Jun '25)

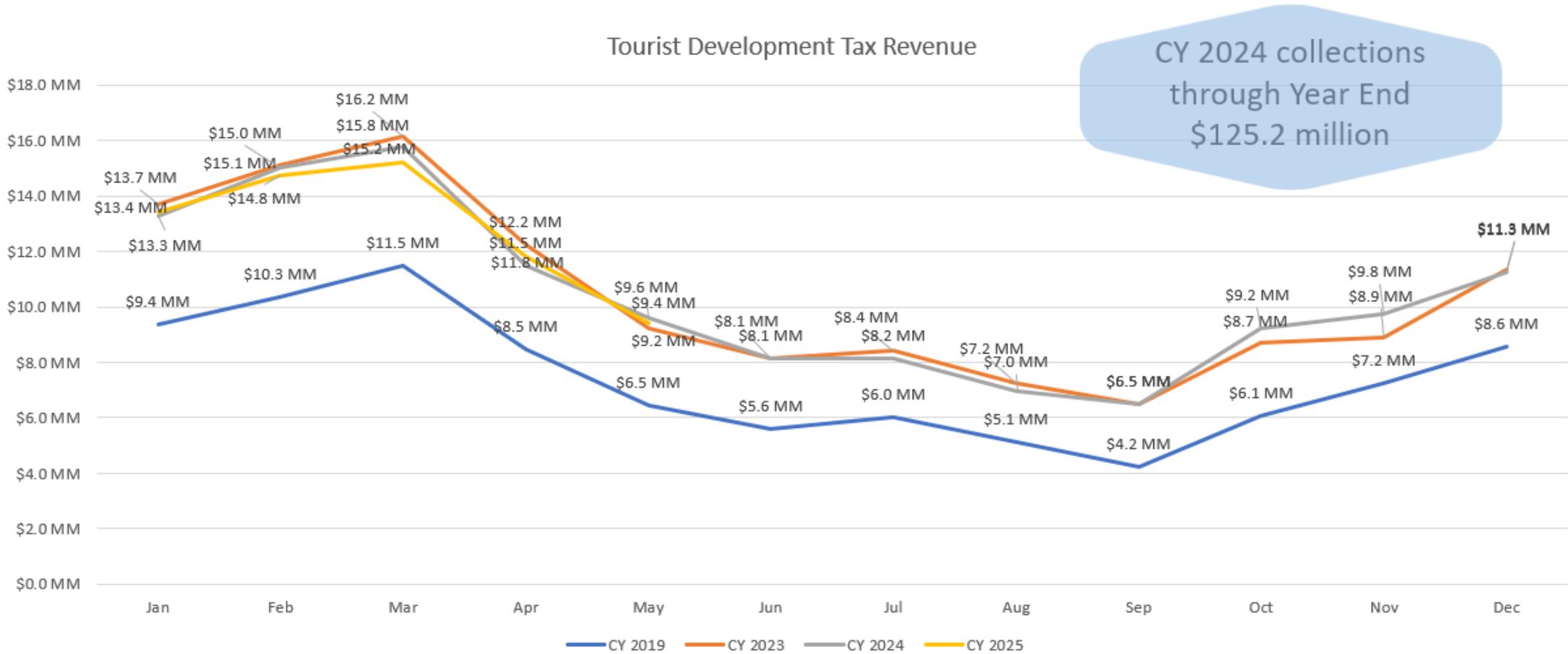


Hotel Class Group Performance (Jan – Jun '25)



TDT Revenue Collections

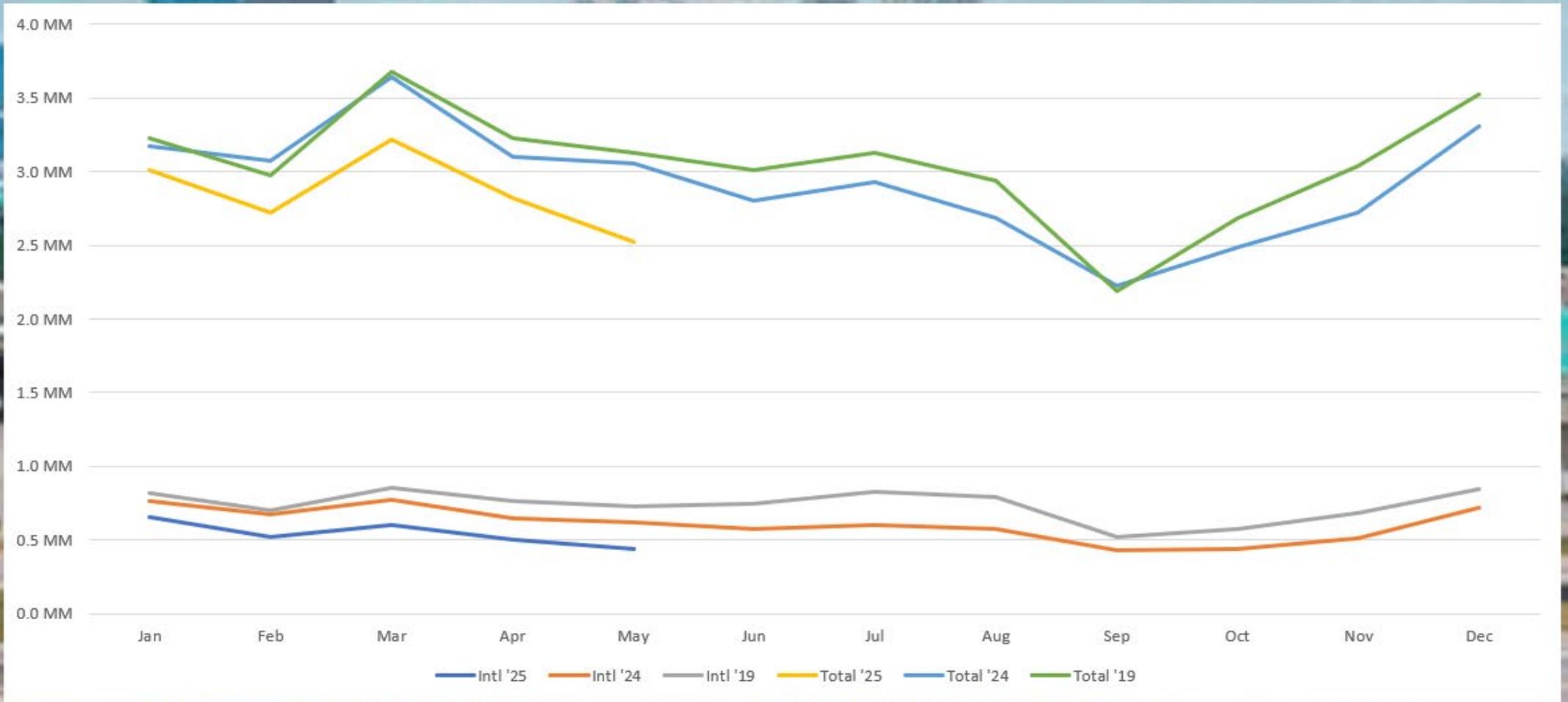
Monthly – Calendar Years 2019 - 2024



Source: Broward County Finance & Administrative Services Department, Records, Taxes & Treasury Division, Tourist Development Tax Section

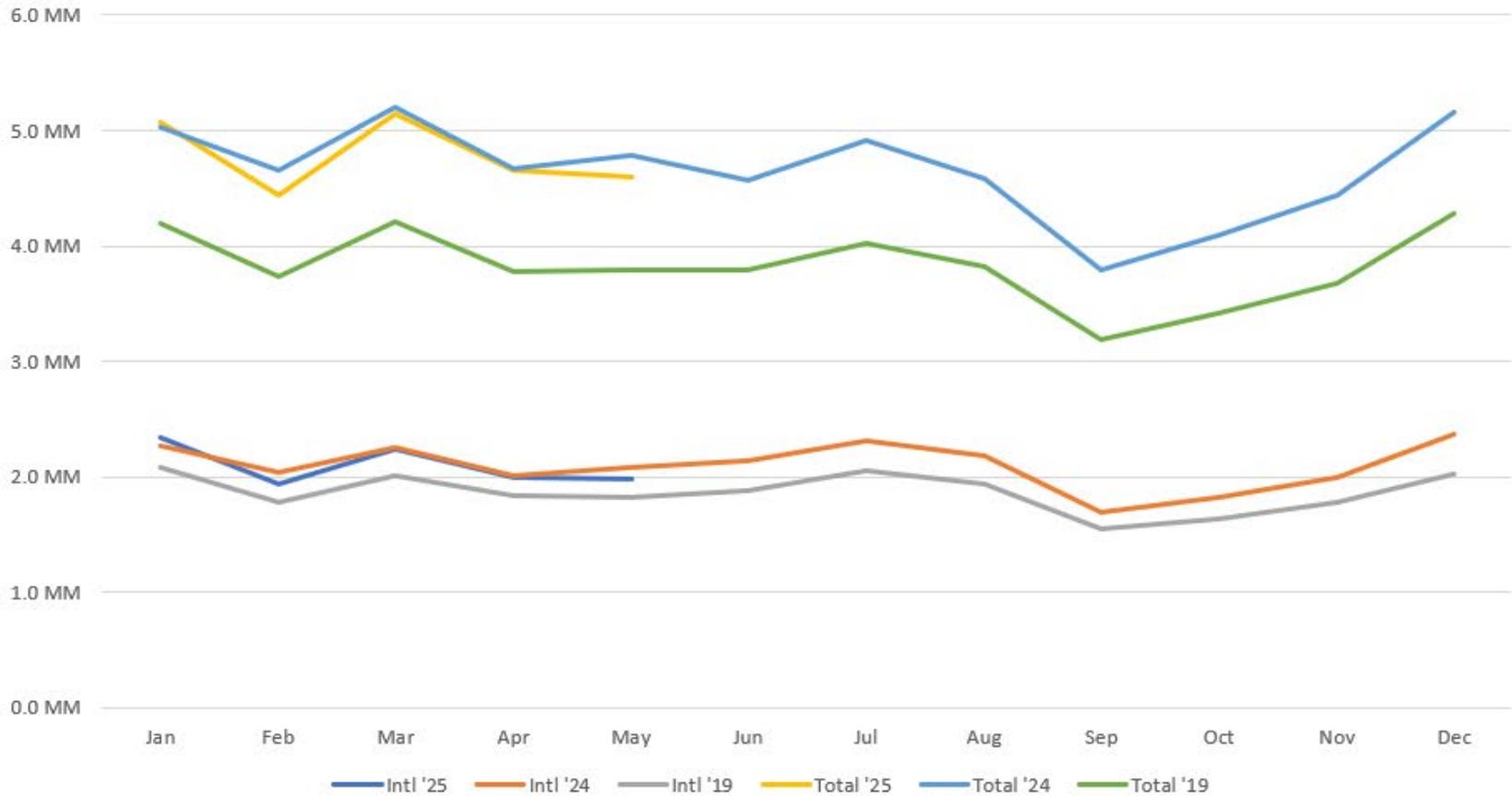
FLL Passenger Volume

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

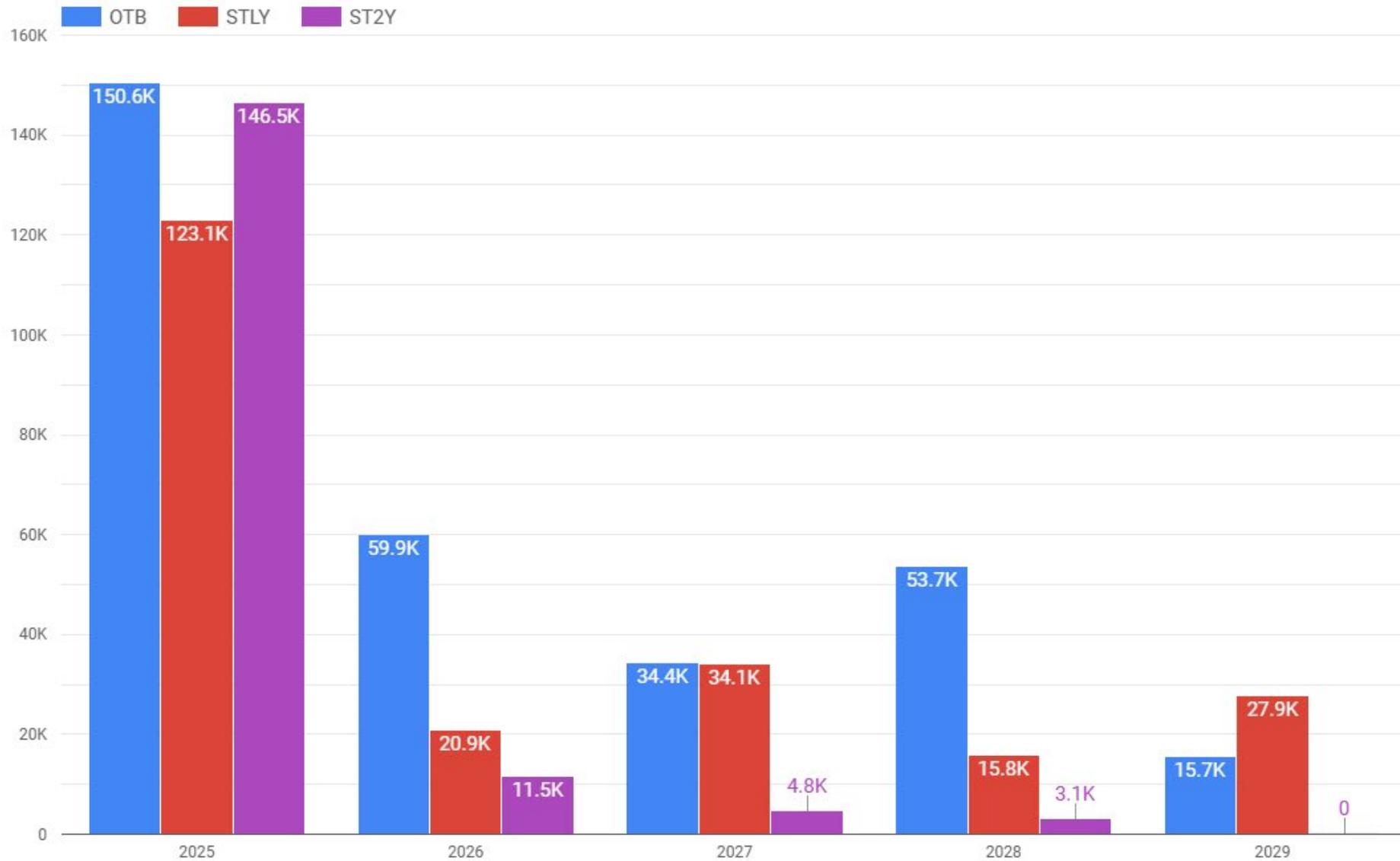


(In Millions)	2025 Visitors	2024 Visitors	2023 Visitors
Jan	1.90	1.85	2.04
Feb	1.55	1.63	1.68
Mar	2.37	2.67	2.62
Apr	1.41	1.76	2.04
May	1.39	1.55	1.54
Jun	1.28	1.66	1.71
Jul		1.70	1.98
Aug		1.51	1.56
Sep		1.09	1.12
Oct		1.33	1.34
Nov		1.51	1.48
Dec		2.07	2.04
Total		20.4	21.9



Advance Room Night Build

Convention Center Events Only



In case you forgot . . .



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

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.)



What to expect . . .

Latest Economic Data – Mixed Bag/More Uncertainty

- Federal Reserve Board Drivers Imply No Rate Cut in July (more likely in Sept)
 - Inflation: 2.7% up 0.3pts (U.S. Bureau of Labor Statistics)
 - Unemployment: 4.1% (flat) with 147K jobs created in May, initial claims -4K (USBLS)
- Stats Canada US Border Air X-ings -24% YoY May vs. -20% in Apr (Jun MTD -33%)
- Rest of World (not Canada) to U.S. travel currently relatively flat (USTA)
- Recession Chance Forecasts: 40% JPM / 30% Goldman down vs prior 60%/35%
- Conference Board Consumer Confidence: Off 12-year lows, but sharp May drop
- U of MI Consumer Sentiment: Jun +16% from Apr/May but -20% vs. Dec '24
- June CPI discretionary spend areas showed inflation-offsetting price declines
 - Airlines (-2.7%), Hotels (-4.1%) and Autos (New -0.3%, Used -0.7%) (USBLS) mask inflation
 - Production is more expensive, but price declines needed to counteract softening demand
 - Leading indicators of discretionary spend under pressure (even for higher income strata)

Travel Demand is Falling and Prices are Lower to Stimulate



TRAVEL PRICE INDEX | JUNE 2025

TPI Component	Index (seasonally adjusted)				Year-over-year % change	% change compared to 2019	Seasonally adjusted change from preceding month
	Jun 2019	Jun 2024	May 2025	Jun 2025	Jun 2025/2024	Jun 2025/2019	Jun 2025
TPI	292.4	348.9	350.0	347.5	-0.4%	18.9%	-0.7%
Transportation	244.1	274.6	255.8	257.2	-6.3%	5.4%	0.6%
Airline Fares	262.5	247.5	239.2	238.9	-3.5%	-9.0%	-0.1%
Motor Fuel	233.0	297.4	270.2	273.0	-8.2%	17.2%	1.0%
Intracity Public Transportation	322.2	342.6	341.7	340.5	-0.6%	5.7%	-0.4%
Intercity Transportation	159.6	160.9	159.6	158.1	-1.8%	-0.9%	-1.0%
Lodging (Specifically Hotels/Motels)	343.1	380.2	379.8	366.3	-3.7%	6.8%	-3.6%
Recreation	315.8	370.5	384.3	385.4	4.0%	22.0%	0.3%
Food and Beverage	287.5	371.3	383.9	385.4	3.8%	34.1%	0.4%
Alcohol Away From Home	354.6	428.2	440.0	441.9	3.2%	24.6%	0.4%
Food Away From Home	284.3	368.6	381.2	382.8	3.8%	34.6%	0.4%
CPI-U	255.2	313.1	320.6	321.5	2.7%	26.0%	0.3%

SOURCE: U.S. Bureau Of Labor Statistics, U.S. Travel Association

Questions?





Reminders!



VISIT
LAUDERDALE
EVERYONE UNDER THE SUN

Fantastic 5 Takeaways

First: The 5 W's	<p>Who: FIT, Feria Internacional de Turismo What: Argentinian Trade Show for Consumers, Tour Operators and Travel Advisors When: September 27th – October 1st, 2024 Where: Buenos Aires, Argentina Why: Over 135,000 visitors. Brand / destination exposure and in person meetings</p>
Fantastic Five Takeaway #1	<p>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.</p>
Fantastic Five Takeaway #2	<p>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.</p>
Fantastic Five Takeaway #3	<p>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.</p>
Fantastic Five Takeaway #4	<p>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.</p>
Fantastic Five Takeaway #5	<p>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.</p>





Leisure Lauderdale

Reels, Photos, Sneak
Peaks & More
Interactions



QUARTERLY PARTNER MEETING

SAVE THE DATE



Tuesday, October 28th, 2025
9:30 a.m.



PARTNERSHIP
SUMMIT
2025

LET'S MAKE WAVES
Mobilizing for IPW 2026

AUGUST 14 | 8:30AM

BROWARD COUNTY CONVENTION CENTER



AUGUST 14 | 8:30AM

BROWARD COUNTY CONVENTION CENTER



Through inspiring keynotes,
focused sessions, and actionable tools,
you'll leave with a clear understanding of:

- What IPW is and why it's pivotal for the entire tourism ecosystem
- The short- and long-term economic impact IPW will have on Broward County
- How to get involved through hosting, activation, and promotion opportunities
- Concrete ways to amplify your presence, story, and product during IPW
- How each Visit Lauderdale department is supporting partners ahead of IPW 2026



Scan this code to join us at our upcoming partner event, featuring dynamic sessions, meaningful connections, and fresh ways to collaborate ahead of IPW 2026.

THANK YOU

