



VISIT LAUDERDALE

EVERYONE UNDER THE SUN

Global Trade Partner Update

Thursday, November 13, 2025

WELCOME

The letter 'O' in the word 'WELCOME' is replaced by a circular logo. The logo features a yellow sun with rays at the top, and three wavy lines in shades of blue and green below it, representing water or waves.

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

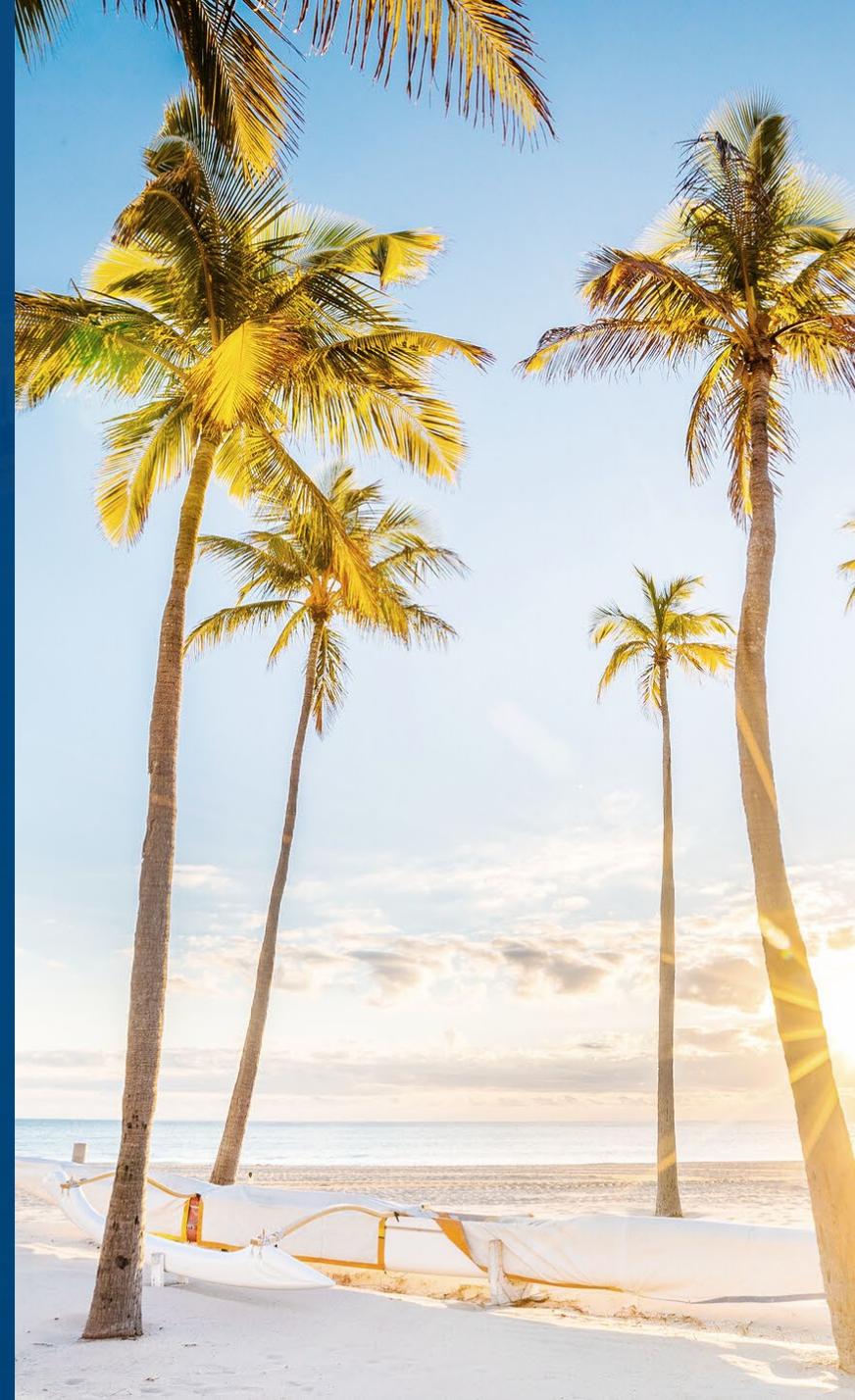
&

Research, Strategy, Revenue Mgmt Visit Lauderdale: Ted Botimer

Meeting Agenda



- Welcome
- Global Trade Team Updates/FY2026
 - LATAM
 - Europe/Canada
 - Lieb Update
 - Domestic
- Co-ops
 - Examples of successful campaigns/metrics
 - Proposed FY 26 Co-ops
- IPW 2026 - Updates & CTA
- Lauderdale Loyalist & Passport Update
- Visit Lauderdale Market Update & Outlook
- Reminders





TEAM UPDATES



LATAM



LATAM: July - September

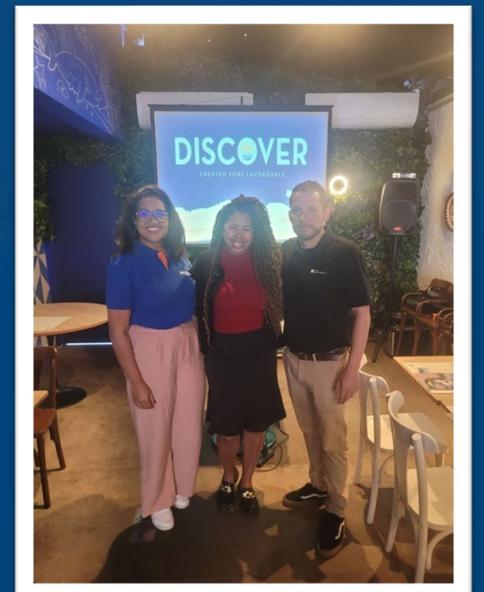
- Brand USA Sales Mission: Argentina & Chile
 - Travel Agent Trainings
 - Tour Operator Trainings & Appointments
- FAM: Orinter Operator, Brazil
- Brazil Sales Mission:
 - Sao Paulo (2 events with operators)
 - Florianopolis (travel agent training)





LATAM: July - September

- Colombia Rep:
 - RCCL Trainings
 - Brand USA Trainings 3 Cities
 - Aviator Training
 - ANATO Wholesale Workshop
 - Price Travel Call Center Training
 - OGM Wholesale Training
 - Global Mercado del Turismo Breakfast Training
 - LA W Trade Show
- Argentina Rep:
 - FIT Tradeshow
 - 2DA Convention
 - Galaxy Day
 - ACT USA
- Brazil Rep:
 - Diversa Workshop, Visit USA Experience, TBO



LATAM – Upcoming FY2026

- FAMS: Diversa (BR) & BRT (BR), both in Oct.
- Visit Florida Colombia Workshop with US Travel – Oct.
- Galaxy Vacations – LATAM Training / Orlando – Oct.
- Visit USA Peru – Webinar – Nov
- Visit USA Argentina – Webinar – Nov
- FITUR Madrid – January
- Huddle Orlando – February
- Mexico Mission with US Travel – February
- Brand USA Travel Week, South America – March
- TBD: FIT, Colombia Mission, Brazil Mission





EUROPE/ CANADA

Europe/ Canada July-September



•Hablo 5th Year Anniversary FAM

•Orlando Sales Mission



Europe /Canada - Upcoming FY26



- Brand USA Travel Week London **10/20-10/23**
 - **40 appointments, attended with USTA**
- * VF/ Reiseland.RTK FAM **10/17-10/19**
- Canadian Mission, Toronto & Montreal **January dates TBD**
- Florida Huddle Orlando **2/2-2/4/26**
- IITA Summit Niagara Falls **2/9-2/11/26**
- * IPW 2026 GFL **5/17-5/21/26**
- * Orlando Mission **July TBD**
- Brand USA Travel Week Amsterdam **9/28-10/1**

Lieb Management Continental Europe



Strategy:

- Development of joint marketing campaigns with key partners (e.g. DER Touristik, CANUSA), niche and luxury-focused tour operators
- Multi-channel approach combining digital activations, cross-marketing initiatives, out-of-home campaigns, and print placements in travel catalogues
- Integration of emotional storytelling to communicate Greater Fort Lauderdale's unique selling points and inspire travelers
- Webinars, FAMS, Client Training, Trade Shows...connecting all B2B & B2C Outlet opportunities with GFTL



Key Achievements:

Expanded Greater Fort Lauderdale's Footprint in Italy, France & BeNeLux

- Greater Fort Lauderdale has been added to the portfolios of **18** additional operators in Italy, France, and the BeNeLux region last fiscal year, over **108** new product placements

Key Insights:

- 🌐 **Strategic Collaboration** -with product teams of major and niche tour operator, making Greater Fort Lauderdale as a stand-alone, round-trip destination and pre/post cruise destination
- 🎓 **Knowledge Building** - Tailored training sessions and sales enablement tools for product managers to strengthen destination expertise
- 🗺️ **Product Expansion** - Introduction of new hotels and experiences, enhancing portfolio diversity and competitiveness
- ✉️ **Visibility Growth** - Markedly increased presence across booking platforms, trade communications, and B2B newsletters

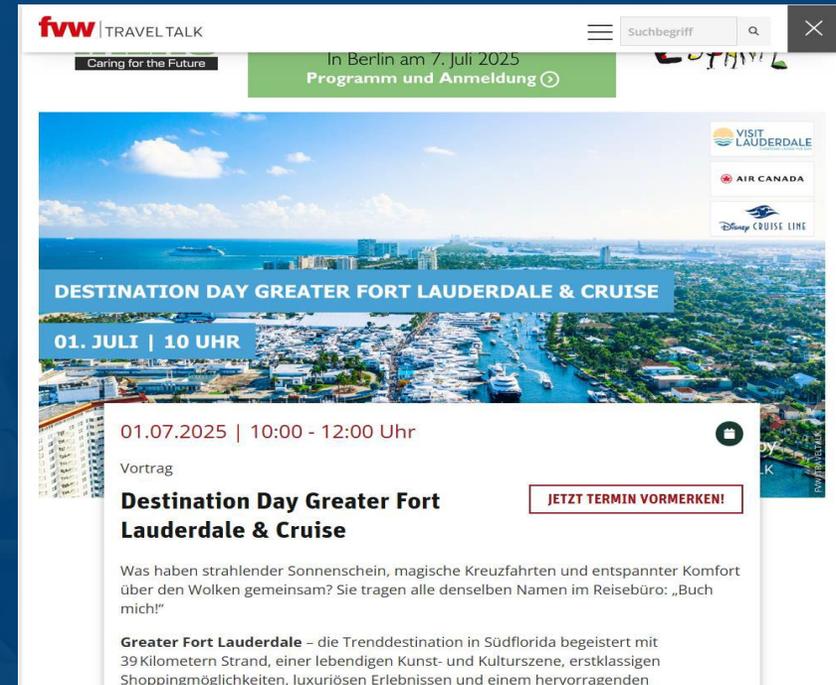
Lieb Management Continental Europe July-September



FVW Media, Destination Day July 1st

The destination day is an online event including

- 3 workshops, 25 minutes each.
- Panel discussion for 45 minutes with an FVW presenter and the travel agent audience.
- Marketing before during and after the event with Newsletters, Social Media posts and website banner
- Partners: Air Canada, Disney Cruise Line
- The destination day included a raffle: Air Canada will sponsor 2 flight tickets, Disney Cruise Line will provide a goodie bag, GFTL Hotel sponsored 2 nights accommodation (151 contest entries submitted)



Result: the Visit Lauderdale destination day was an all time high for FVW. **225,202 Ad impressions**

- 363 clicks from interested travel agents
- Editorial article (teaser and follow-up) generated **1,388** editorial page views
- 336 live attendees
- Event recording, **1259** total viewers- this is an all time high for FVW too. It was on demand through Oct.10th

Lieb Management Continental Europe July-September



Digital campaign with **CANUSA** – joint partners Orlando, Air Canada

Strong Multi-Channel Visibility & Engagement

- Reached audience across multiple digital platforms
- Generated over **6.5 million total impressions** in just six weeks
- High engagement rates through newsletter, search/social media

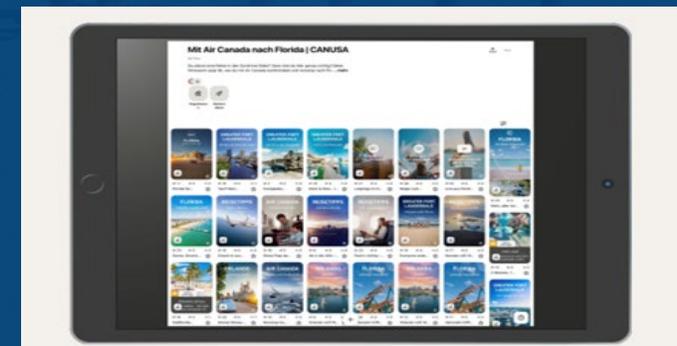
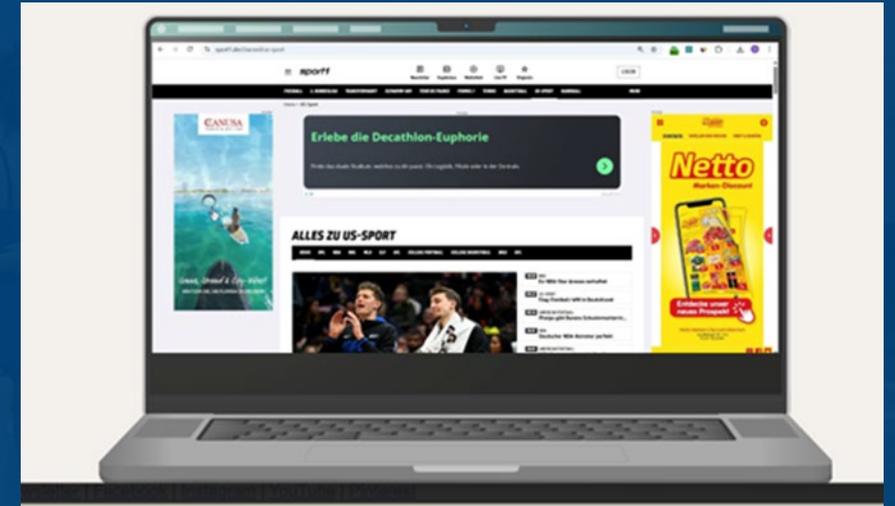
Key Performance Highlights:

- Newsletter: **40,000** readers | **45.4%** open rate
- SEA Campaign: 170,000+ search impressions (Google & Microsoft)
- Scratch Ad: **6.2 million impressions** in 1 month
- Pinterest: 105,000 views

Result:

Exceptional reach and engagement across all touchpoints, ensuring consistent destination visibility and brand reinforcement.

129 quotes during the campaign period



Lieb Management Continental Europe July-September



Out of Home campaign with **amerikareisen.at** in Vienna, Austria

Execution Highlights:

- Full tram branding with Greater Fort Lauderdale visuals – not a static ad, but a moving billboard
- Comprehensive “Sky & Steg” design with 12 stunning images (6 per side), featuring GFTL
- Prominent logo and call-to-action placement for strong brand recall

Impact:

- Planned for 1 month → extended to 3 months due to high performance
- Approx. 4.5 million impressions over 3 months
- Continuous visibility in central Vienna, reaching both residents & tourists daily
- Call to action with a QR code that was linked to a dedicated landing page
- Destination page: 265.000 views



125 booking requests



COOKING EVENT - MUNICH - September

Media and Trade Event

Goals:

- Invite 20-25 key journalists & travel trade to a cooking event to introduce them to Greater Fort Lauderdale
- Present Lauderdale's waterways, beaches, art & culture, culinary scene, info about Michelin Guide listing etc.
- Networking and relationship building with the media and travel trade representatives

Key Accomplishments: **22 Media and Trade**

- Authentic and creative presentation of the destination: The event included the opportunity to participate in the cooking process, learning about the ingredients
- After the event, a follow-up mail with info about the destination, the Lauderdale Loyalist program and the recipes were sent
- Visit Lauderdale branded cutting boards were given to all participants
- Attendees shared experience on Social Media



COOKING EVENT - MUNICH - September

Media and Trade Event



Lieb Management Continental Europe
July-September



COOKING EVENT - MUNICH - September

Media and Trade Event





Empowering travel professionals

Objective: Educate & inspire travel professionals about Greater Fort Lauderdale's offerings

- Live Trainings & Webinars since October 1st, 2025: **729 travel agents** trained across Germany, Austria, France & Italy
- Partner Engagement since October 1st, 2025: **23 meetings** with key tour operators to explore marketing opportunities
- Interactive Approach: Hands-on sessions, networking, incentives & contests to boost engagement

Impact: Increased booking recommendations & strengthened long-term professional relationships

Conclusion:

Training and networking events are a high-impact tool to strengthen expertise, enhance brand loyalty, and position Greater Fort Lauderdale as a “must-know” destination for travel professionals.



DOMESTIC

Domestic July - September

- GTM North America
 - Pre & Post FAMs
- Fire Island Pines Party (LGBTQ)
- Delta Vacations University
- Cruise Planners STAR University
- Dream One Vacations New Franchise Owners



Domestic

Upcoming FY2026

- AAA National Conference 10/27 - 10/25
- Cruise World 11/6 (sold out)
- AAA NE THREADS 11/17 - 11/19 (sold out)
- Travel and Adventure Shows (opening today- 3 spots each)
 - Washington DC 1/17-1/18
 - NYC 1/24 - 1/25
 - Chicago 2/21 - 2/22
- AAA Northeast (Boston) Consumer Show (opening today- 3 spots)***
- Spring PA Sales Mission 3/3 -3/6 (opening today - 2 spots)
- Cruise360 (opening today - 6 spots)



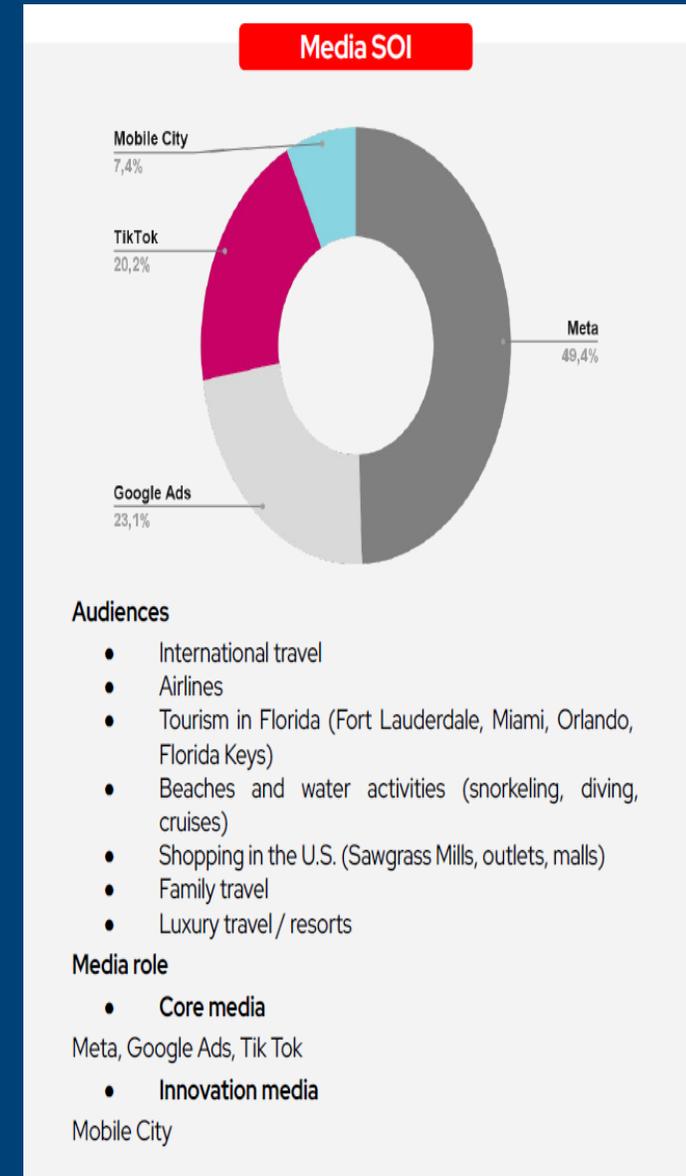


TRADE CO-OPS



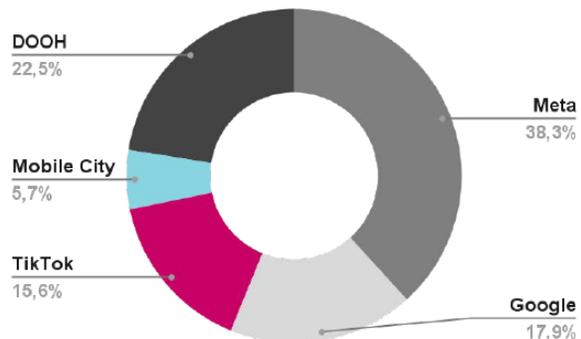
Avianca: New Flights Campaign

- One Month Campaign with matching funds
- Mixed Media Campaign to support new flight from Medellin to FLL and Bogota to FLL with connection from Lima, Peru
- Finished with Radio Influencers coming for a media FAM and live - in destination coverage



Media Plan

Media Mix



Mix by POS



Media Selection

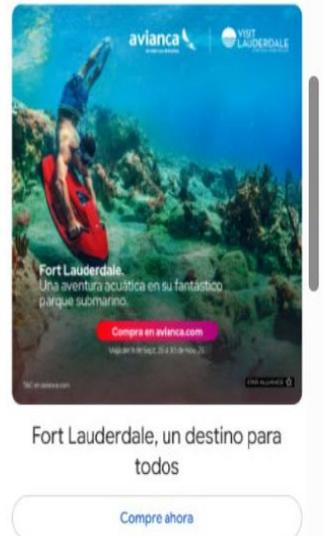




Avianca: Campaign

Demand Gen

Clics	Impr.	CTR
719,863	15,251,422	4.72%



ITINERARY | Day 2
Monday 29 September

Sawgrass Recreation Park
11:30 am - 2:00 pm

Airboat images touring the Everglades, showcasing wildlife, flora, and natural landscapes.

Hollywood Beach Boardwalk
4:00 pm - 6:30 pm

Bike tour enjoy a ride along the beach and the coastal atmosphere.

Tik Tok

Impressions	Reach	Clicks (destination)	CTR (destination)
17,487,031	2,001,566	72,463	0.41%





Expedia TAAP

- August & September Campaign
- Key Markets:
 - US (targeting NY, LA, BOS, ATL, Puerto Rico)
 - Canada
 - Mexico
 - Brazil
- Takeaways:
 - Canada & US had highest Return
 - Brazil & Mexico use other OTA's and we will not renew
 - Generated 1,833 Room Nights & \$512,400 in Revenue
 - Total ROAS 26.6

The screenshot displays the Expedia TAAP dashboard interface. At the top, there are three main sections: 'Deferred payments' showing an available balance of CA \$6,900.00, 'Your agency's upcoming payments' with 0 deferred unpaid bookings, and 'Useful Resources' with a link to the deferred payment guide. Below these are 'Additional resources' featuring a 'Looking for training?' banner for the TAAP Academy and three smaller promotional banners: 'Popular Places, Super Savings', 'Discounted Luxury Holidays', and 'Sit Back and Save an Avg. of 20%'. A large banner for 'Greater Fort Lauderdale' is prominently displayed, highlighting 'Where big events meet big energy' and offering 'Book Greater Fort Lauderdale today'. The bottom section shows a search bar with a flight from Denver, CO to Tallahassee, FL, and a promotional card for Greater Fort Lauderdale with the text 'Your clients' next booking starts in Greater Fort Lauderdale'.



Hopper / NuViagens

- 9% increase in Hotel Marketshare
- 10% increase in Hotel ADR
- Over \$483,900 in revenue
- 2,635 room nights
- Over 2.7 million impressions
- Custom Microsite with 28.8% CTR
- Dedicated NuViagens Email with 35.7% open rate
- Brand new campaign & offering with NuViagens
 - Showed large increase in bookings

Desconto em hotéis de até 50%

Aproveite descontos especiais em hotéis ao redor do mundo e descubra a melhor forma de viajar com Nu Viagens.

Escolha seu destino

Fort Lauderdale
Aproveite as praias, charmosos canais e boulevards >

Kissimmee
Desfrute a mágica dos parques temáticos >

Descontos de até 50% em hotéis ao redor do mundo

Oi, NOME.

Com o Nu Viagens, cliente Ultravioleta tem acesso a descontos de até 50% em hotéis em destinos como Nova Iorque, Tóquio, Paris, Buenos Aires, cidades da Flórida e muito mais. Como deveria ser.

[Saiba Mais](#)

Conheça Fort Lauderdale

Fort Lauderdale, na Flórida, é um dos destinos mais procurados nos Estados Unidos. Conhecida como a "Veneza da América", destaca-se por suas praias deslumbrantes e canais intrincados. Oferece uma combinação de lazer relaxante, experiências culturais e aventuras ao ar livre, sendo

Unlock 24 Miles of Sun, Sand, and Savings!

Welcome Everyone Under the Sun

Experience the Venice of America

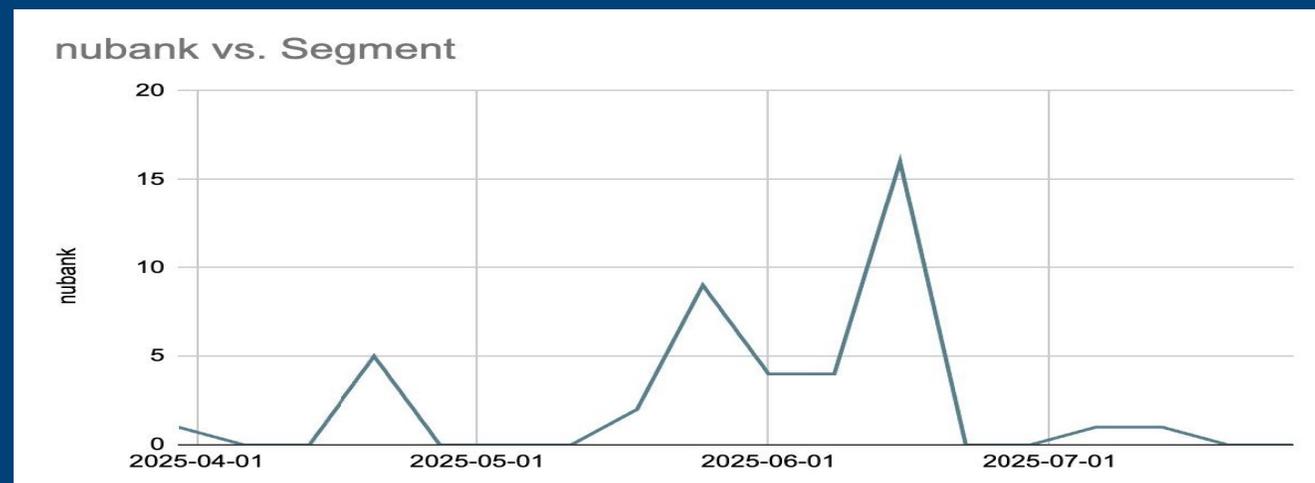
Play in the waves, cruise scenic waterways on a riverfront gondola tour, or take a Water Taxi ride to waterfront locations like Marina Village to enjoy dockside dining — all under Greater Fort Lauderdale's sunny skies.

Beach

Fort Lauderdale Beach
Splash in turquoise waters, soak up the sun, and unwind on the golden sands of Fort Lauderdale Beach.

Club

The Fort Pickle
Serve, set, and Fort, a new club pickleball pros





Price Travel

- Co-Ops with Visit Florida
- Colombia
 - Landing Pages
 - Emails
- Mexico
 - Amex Affiliates

TiquetesBaratos
emarketing@em.tiquetesbaratos.com
Para erendira.caballero@pricetravel.com 27/08/2025, 12:10 p.m.
¡Sube la temperatura con un Viajecito con JetSmart!

Royalton Bavaro An
Autograph Collection All
Inclusive Resort & Casino
| Punta Cana
¡Hasta -23%!

Hacienda Jurica by Brisas
| Querétaro, México.
¡Desde -20%!

2 días GRATIS en la compra
de 4 días o más en Parques
Temáticos Walt Disney
World Resort.
¡Ver más!

VISIT LAUDERDALE
¡Hasta -20%!

PUEBLO

PriceTravel | Agencia de viajes
pricestravel.com
Encuentra lo que estabas buscando

Hotel Acapulco de Juárez
13 may - 18 may
1 Adulto

Hotel Cancún
13 may - 18 may
1 Adulto

Hotel Orlando
9 abr - 13 abr
2 Adultos

Hotel Lima
13 may - 18 may
1 Adulto

Aprovecha nuestras ofertas
Cancelación Gratis en miles de Hoteles

BONJOUR / MONTREAL
Hasta 20% de descuento en hoteles Montreal

con Amor + Libertad.
NEW YORK CITY
Hasta 20% de descuento en hoteles New York

VISIT FLORIDA
Tarifas especiales en hoteles Lauderdale Florida

Hasta 18 meses sin intereses
Más formas de pago >

VISA, Mastercard, BBVA, NU, Scotiabank, PayPal

PriceAgencies
Administración | Promociones | Acerca de PriceAgencies CLUB
Eréndira Caballero Coronel

Descubre tu próximo destino

Hoteles, Paquetes, Vuelos, Traslados, Experiencias, Universal, Disney, Autos, ODS, Ofertas

Destino: Ciudad, zona, punto de interés, hotel

Fecha de llegada: 03/11/2025 Fecha de salida: 03/11/2025

Habitaciones: Adultos: Menores (0-12): 1 2 0

Buscar hoteles

Hasta 20% de descuento en hoteles

USA Las mejores Ofertas en Estados Unidos

niños GRATIS

OFERTAS ESPECIALES PriceAgencies



FY26 Global Trade Co-Ops

- **Canada:**
 - **Air Canada Vacations, Baxter, Porter, Travel Industry Today, Travelweek, Snowbirds**
- **UK/ Ireland / EU**
 - **Trailfinders, Virgin Atlantic Holidays, British Airways Holidays, Visit USA, American Holidays, FDM**
- **US:**
 - **AAA , VAX, Signature, Hopper, Northstar / TravelWeekly**
- **LATAM:**
 - **ABC Mundial, Ladevi / Panrotas, Despegar, Price Travel, Aviatur, Orinter, Agaxtur, etc.**

Global

- **Hotelbeds, Bonotel, Webbeds, TravPro**



VISIT
LAUDERDALE
EVERYONE UNDER THE SUN

IPW 2026

May 17 – 21, 2026

IPW 2026

Partner Registration



Registration Update:

- Opened on 10/31/2025
- 10' X10' Turnkey Booth
- \$4,500 cost of registration
- \$1,280 cost of additional person/ badge
 - (3 available per booth)
- You manage your appointment schedule
- Attendance to all IPW & Visit Lauderdale events





- Opening & Closing Event: Providing an activation or experience unique to your city, business, etc. Applications forthcoming . . .
- Marketing: It's all about the WELCOME . . Signage, Digital/Video, Greetings, Cultural Experiences, Encourage Social Media, Proud to Welcome YOU
 - 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
- Gear Your Staff Up!: Wear pins that show where you're from and languages you speak
- Sign up as a volunteer!
- Lauderdale Local: Ambassador Training Program for all local hospitality staff - launching in January 2026!
- Special DEALS - pre/post for all attendees!





LOYALIST & PASSPORT UPDATES

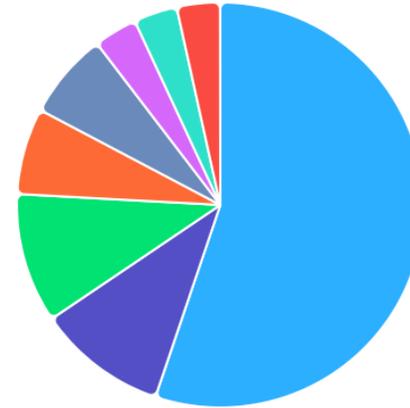


- Loyalists from over 50 unique countries!
- Top Countries continue from our key markets: USA, UK, Canada, Brazil, Colombia, and Germany
- 6,657 Registered Loyalists
- 435 VIP Passports Issued
- Portuguese and German Languages Now Available!



Lauderdale Loyalist Passport

Sellers from: Canada, UK,
Colombia, Germany, Brazil,
Argentina, Ireland, 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

August 2025

OCCUPANCY



2% above 2024
0.4% above 2023

AVERAGE DAILY RATE

\$135.90

2% above 2024
1% below 2023

SUPPLY

Flat

to 2024

2%

above 2023

REVENUE PER AVAILABLE ROOM

\$89.16

4% above 2024
1% below 2023

DEMAND

2%

above 2024

3%

above 2023

HOTEL REVENUE

4%

above 2024

1%

above 2023

September 2025

OCCUPANCY



3% below 2024
6% below 2023

AVERAGE DAILY RATE

\$127.63

4% below 2024
6% below 2023

SUPPLY

1%

below 2024

1%

above 2023

REVENUE PER AVAILABLE ROOM

\$72.78

7% below 2024
12% below 2023

DEMAND

4%

below 2024

6%

below 2023

HOTEL REVENUE

8%

below 2024

11%

below 2023

October 2025

OCCUPANCY



3% below 2024
3% below 2023

AVERAGE DAILY RATE

\$158.44

7% below 2024
5% below 2023

SUPPLY

1%

below 2024

0.3%

above 2023

REVENUE PER AVAILABLE ROOM

\$103.54

10% below 2024
8% below 2023

DEMAND

5%

below 2024

3%

below 2023

HOTEL REVENUE

11%

below 2024

7%

below 2023

Hotel Metrics

2025 Year-to-Date
January 1 – November 1

OCCUPANCY



1% below 2024
1% below 2023

AVERAGE DAILY RATE

\$183.72

0.1% above 2024
2% below 2023

HOTEL REVENUE

0.2% below 2024

1% below 2023

DEMAND

0.5% below 2024

1% above 2023

REVENUE PER AVAILABLE ROOM

\$129.99

1% below 2024
4% below 2023

NEW SUPPLY

0.5% above 2024

2% above 2023

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

Hotel Metrics

Fiscal Year 2025
October 1, 2024 – September 30, 2025

OCCUPANCY



0.6% below 2024
0.6% below 2023

AVERAGE DAILY RATE

\$184.10

1.1% above 2024
1.4% below 2023

HOTEL REVENUE

1.3% above 2024

0.6% above 2023

DEMAND

0.3% above 2024

2.0% above 2023

REVENUE PER AVAILABLE ROOM

\$131.31

0.5% above 2024
2.0% below 2023

NEW SUPPLY

0.8% above 2024

2.7% above 2023

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

Hotel Forecast vs Performance

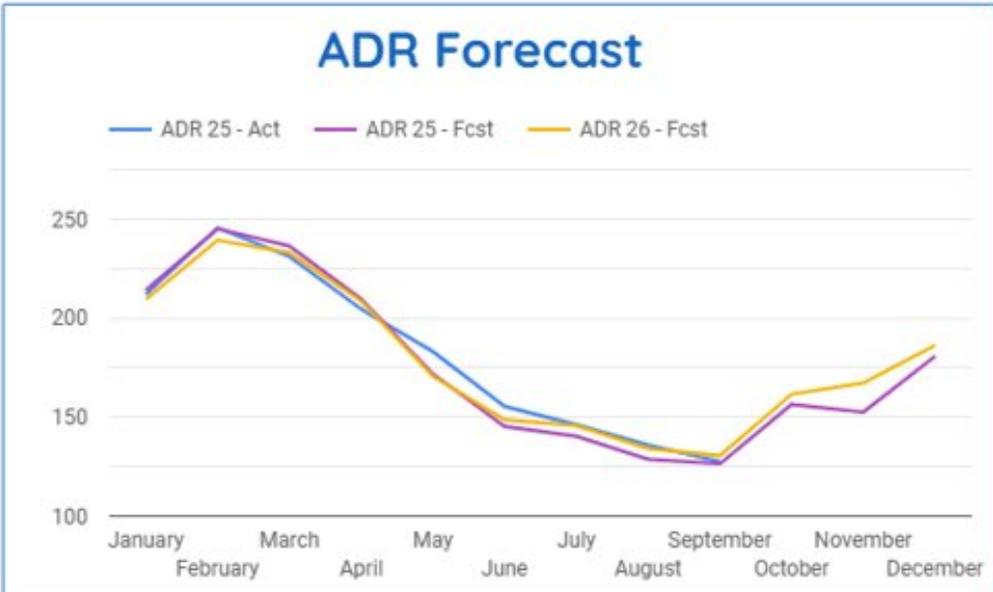
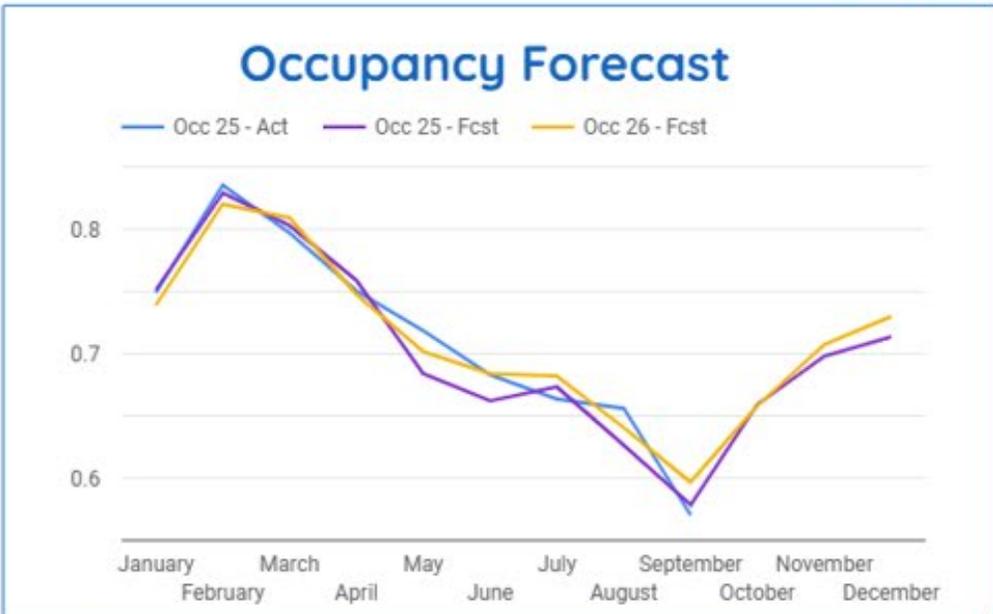
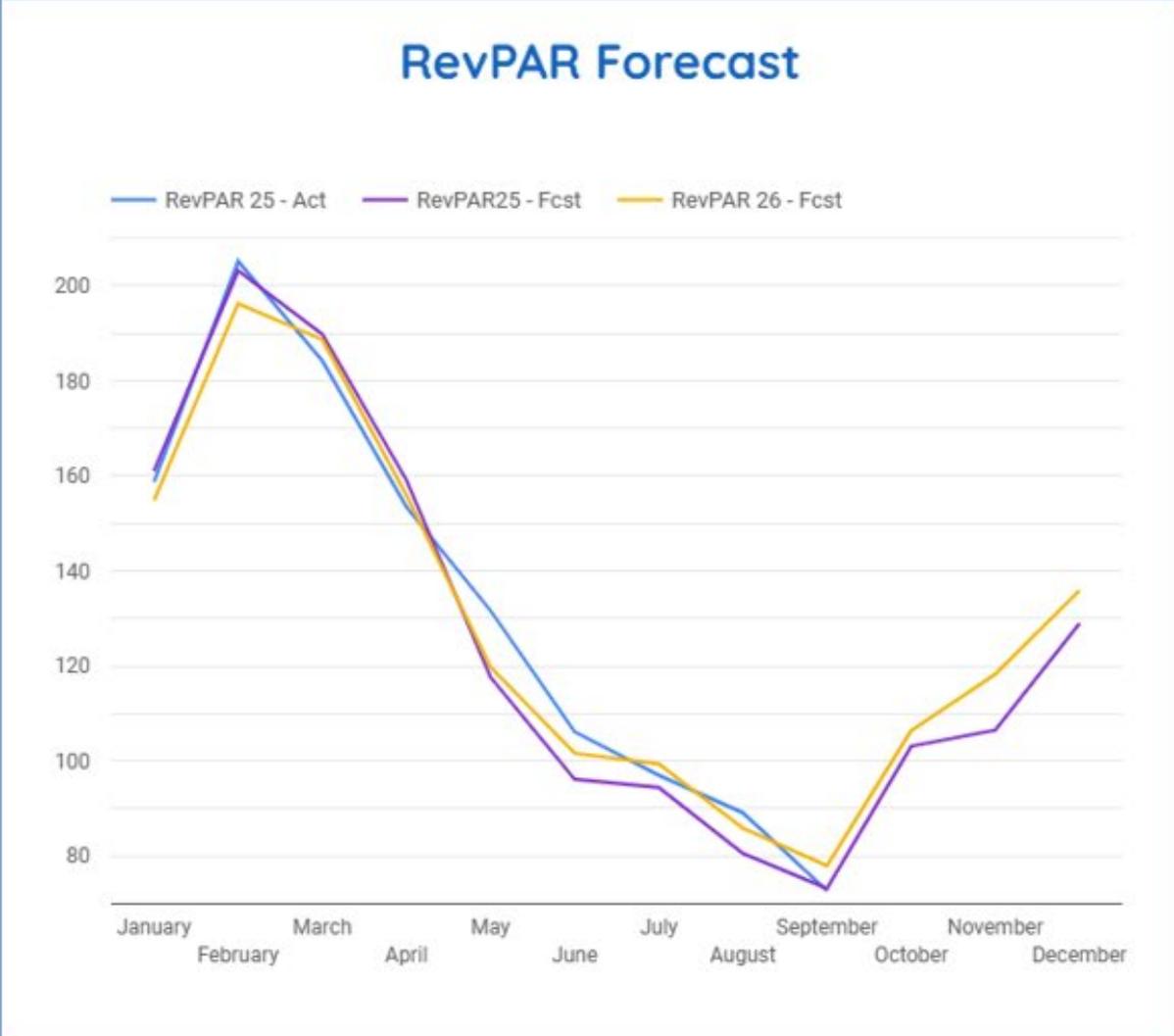
Oct 2025	Forecast	Actual	%Difference
Occ	65.9%	65.4%	-1%
ADR	\$ 156.41	\$ 158.44	+1%
RevPAR	\$ 103.12	\$103.54	0.4%

CY 2025 Forecast
as released May 2025

Occ	ADR	RevPAR
70.2%	\$ 178.95	\$ 125.71

Hotel KPI Forecast

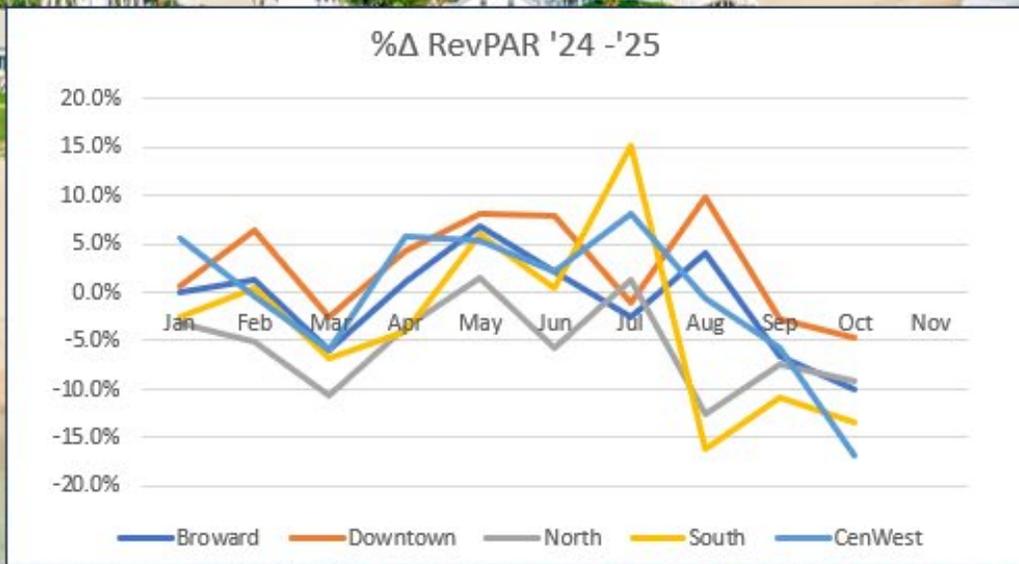
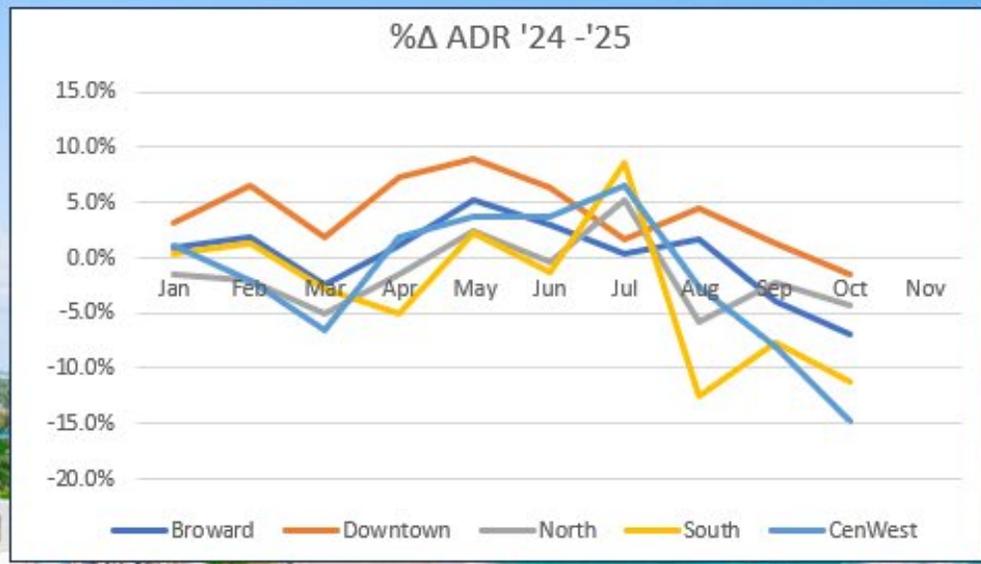
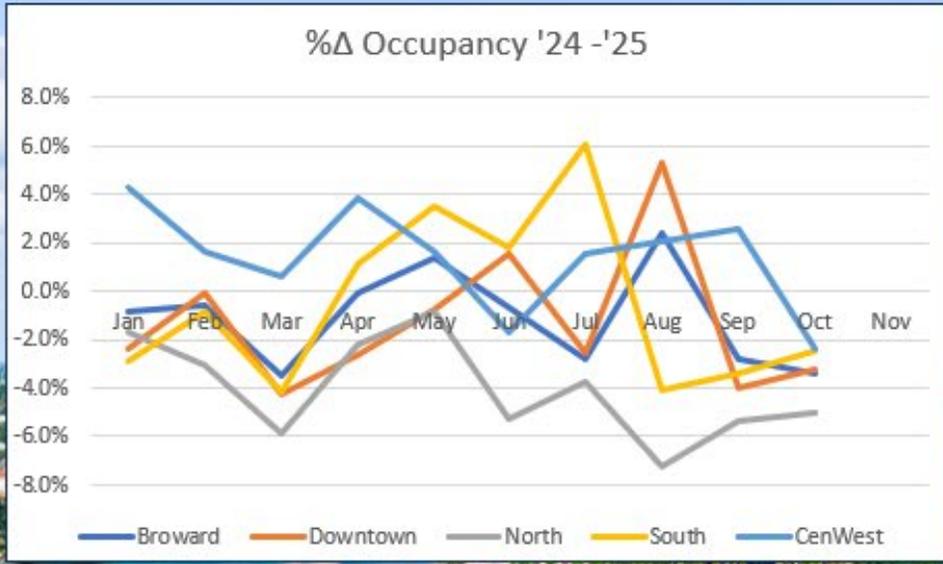
UPDATED FORECAST FOR '25 and '26



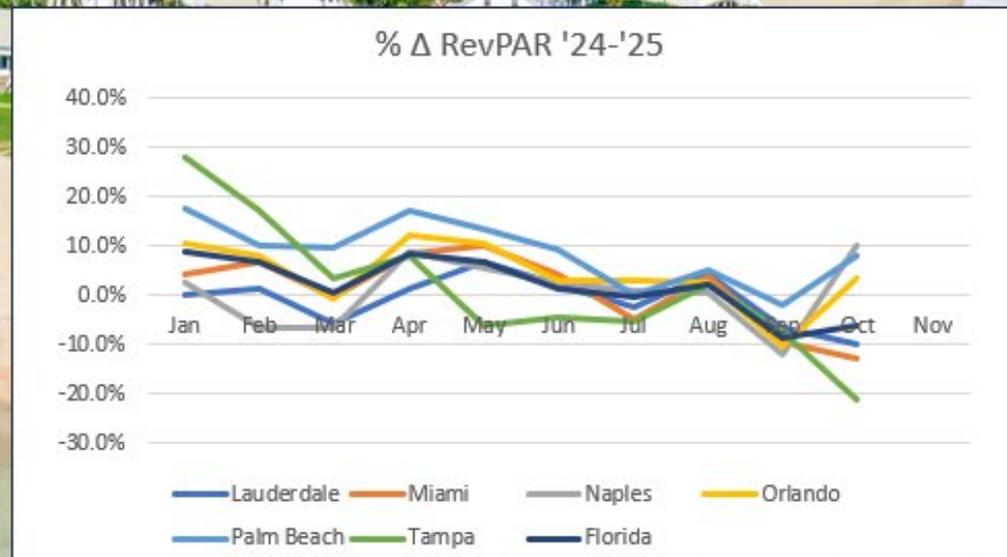
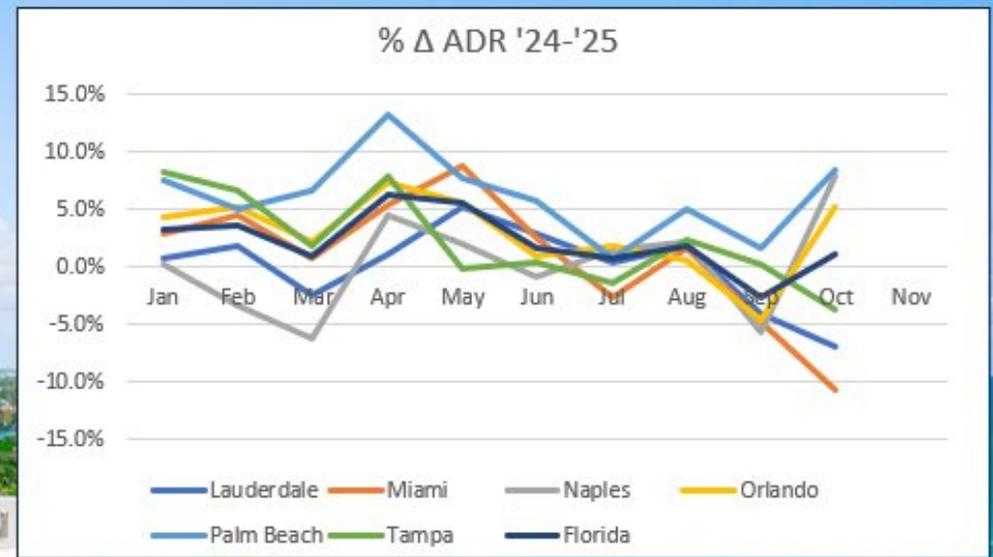
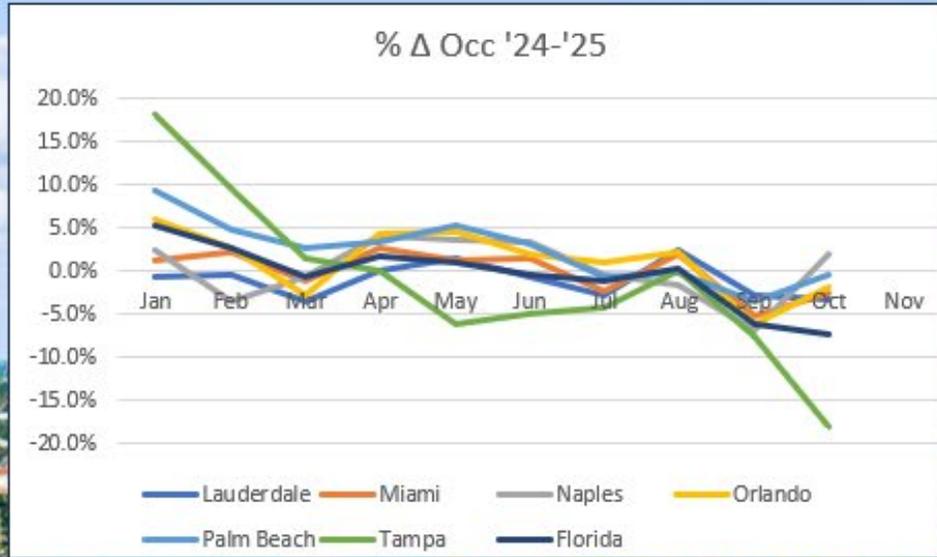
Data sources: GFLCVB, STR, LLC., USTA, CBRE

Forecast Last Calibrated: May, 2025

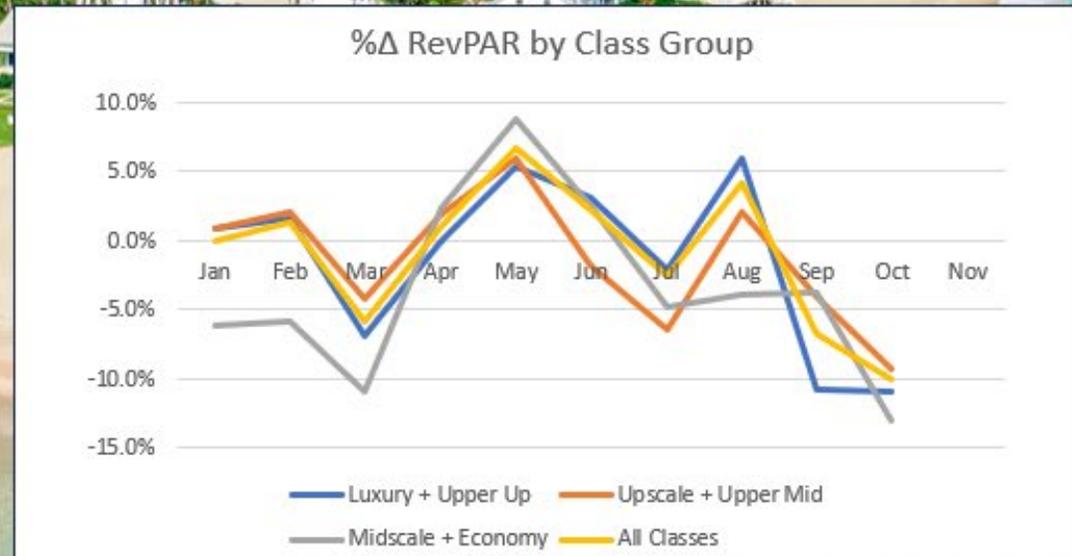
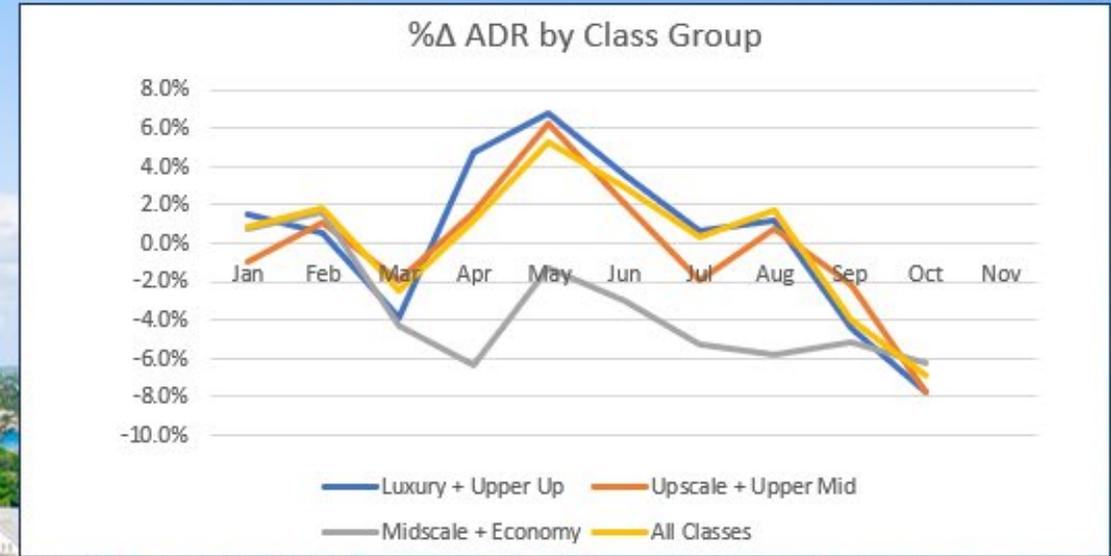
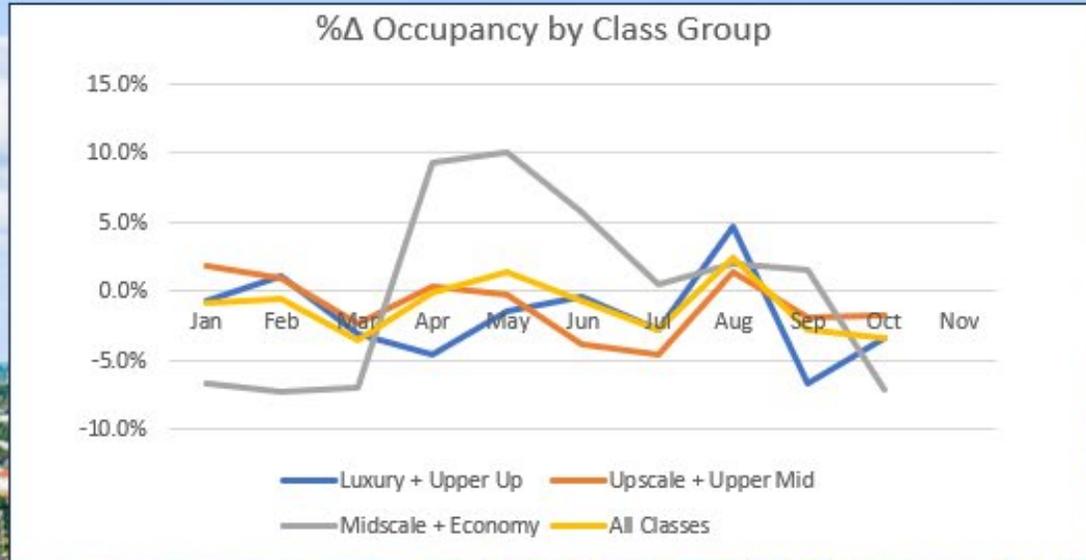
Performance by Region (Jan – Oct '25)



Competitive Set Performance (Jan – Oct '25)

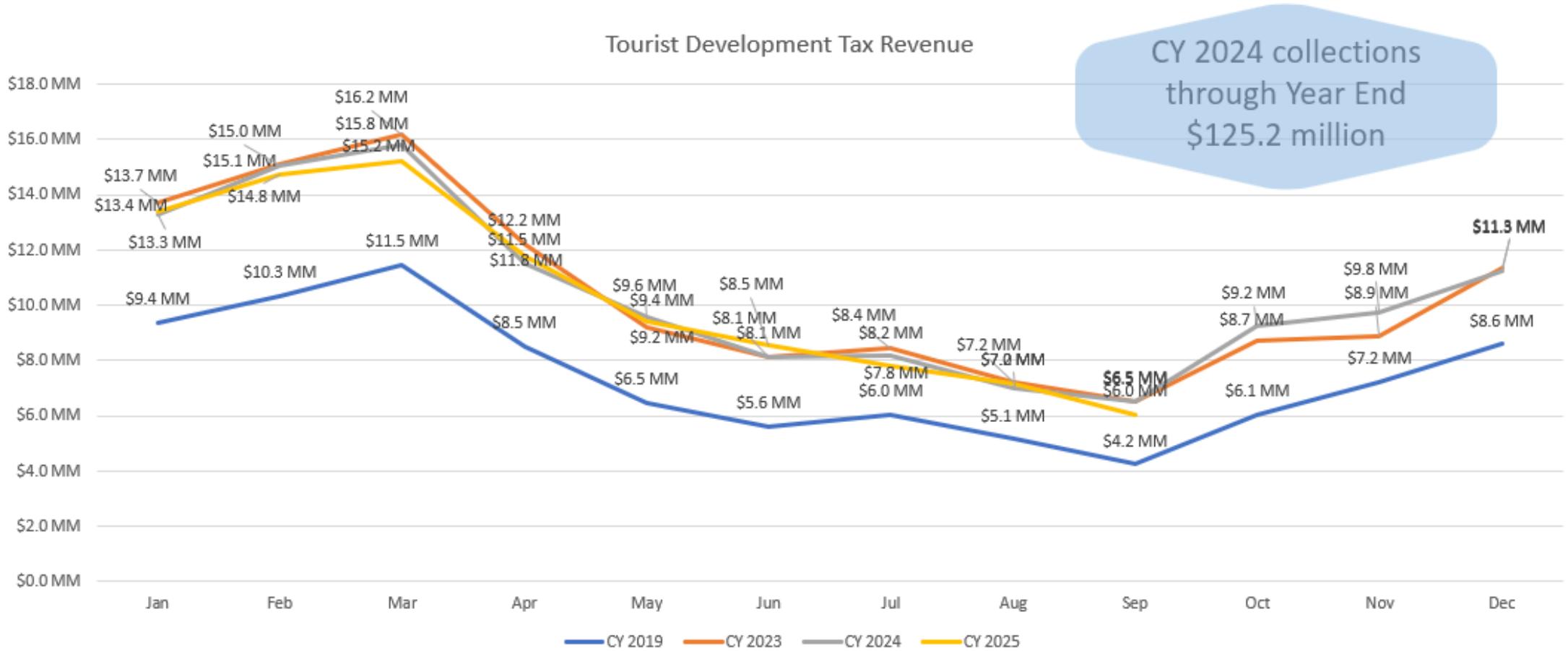


Hotel Class Group Performance (Jan – Oct '25)



TDT Revenue Collections

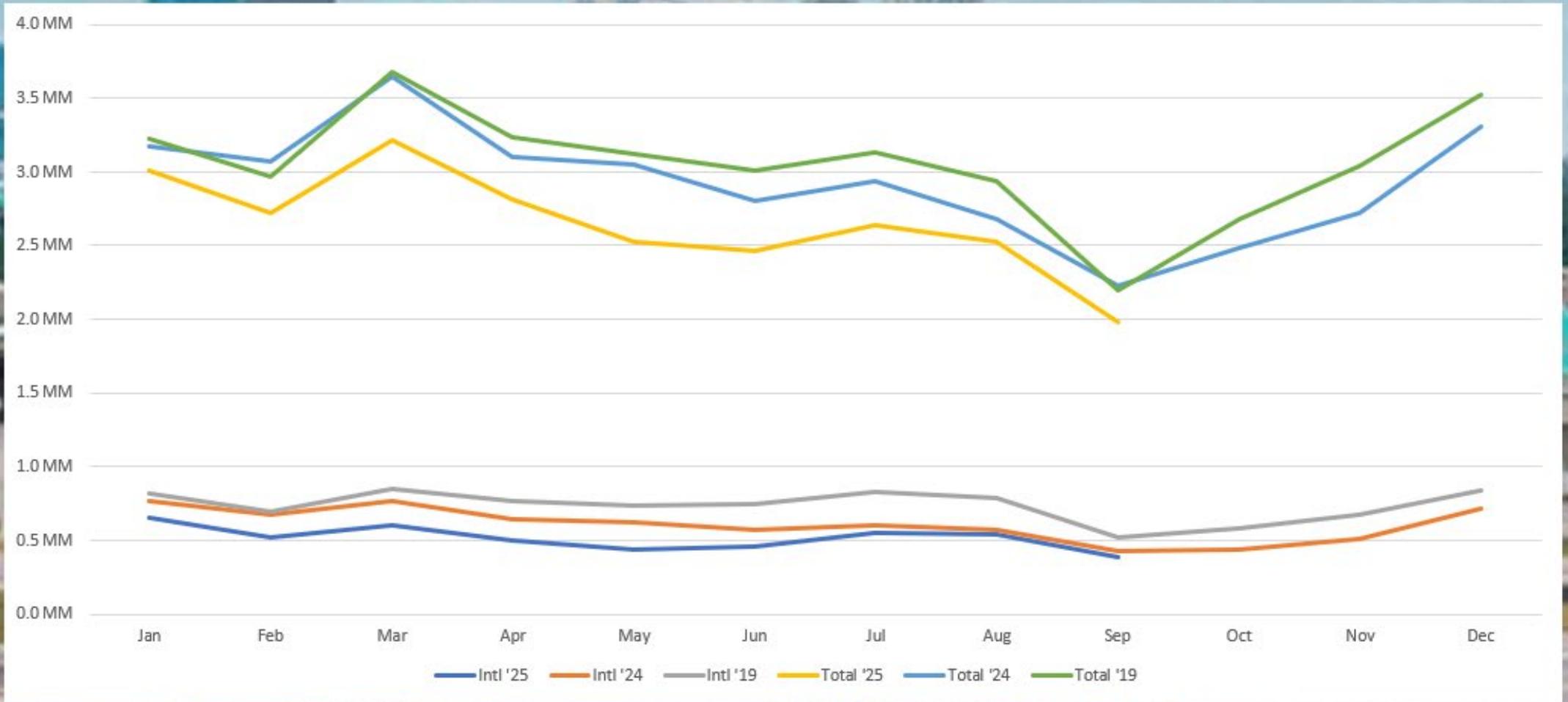
Monthly – Calendar Years 2019 - 2024



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

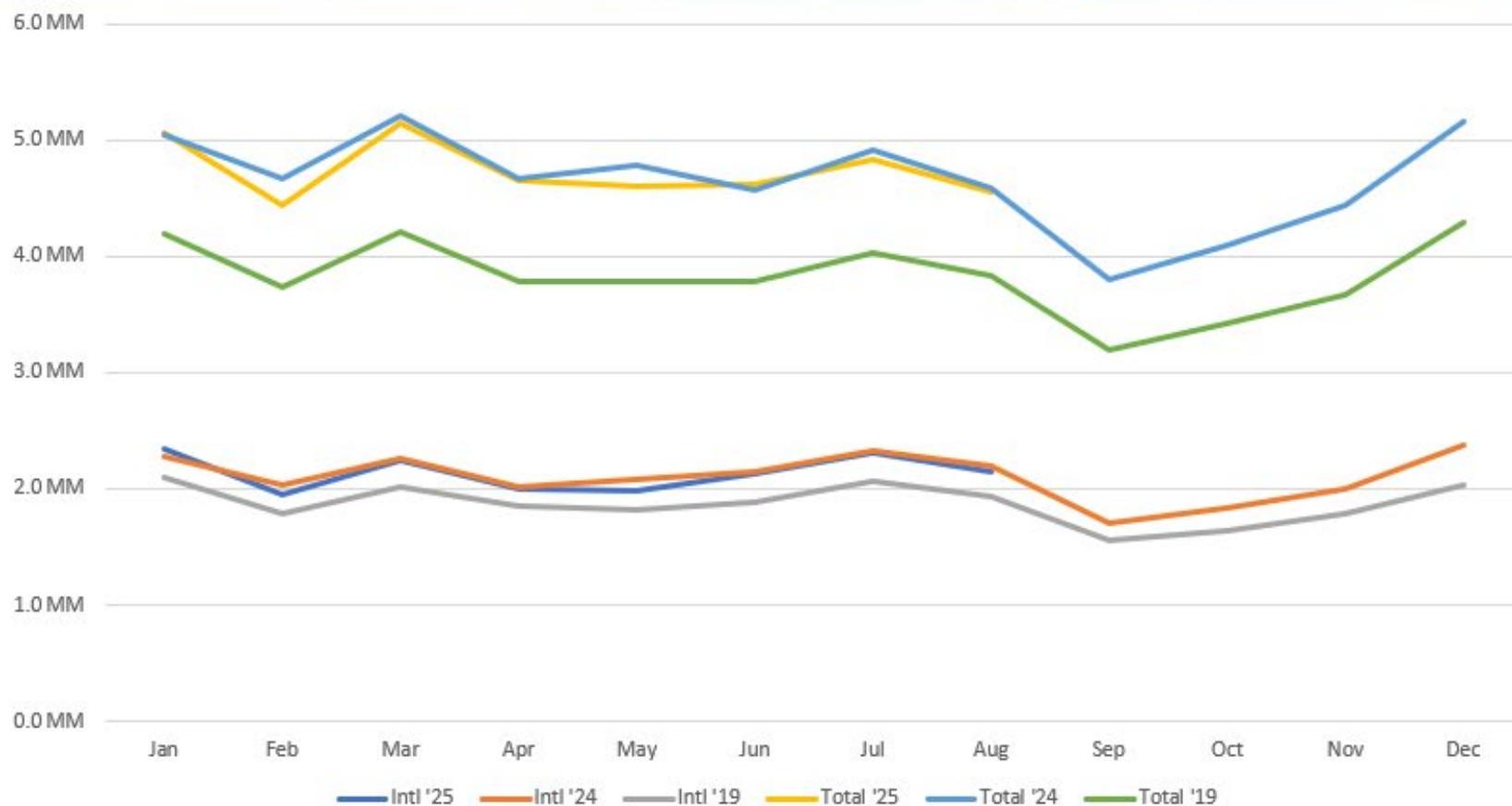
FLL Passenger Volume

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 (New)



(In Millions)	2025 Visitors	2024 Visitors	2023 Visitors
Jan	1.82	1.81	1.86
Feb	1.65	1.62	1.66
Mar	2.15	2.35	2.17
Apr	1.82	1.78	2.01
May	1.63	1.69	1.58
Jun	1.69	1.63	1.61
Jul	1.77	1.72	1.81
Aug	1.68	1.55	1.48
Sep	1.56	1.19	1.26
Oct	1.38	1.48	1.40
Nov		1.57	1.48
Dec		1.98	1.95
Total		20.4	20.3



Source: Placer.AI

Note: New Placer.AI Market Report methodology w/ Home >50 mi and Stay >150 min



Canada Update



Year End 2024

Lauderdale/Broward County, FL



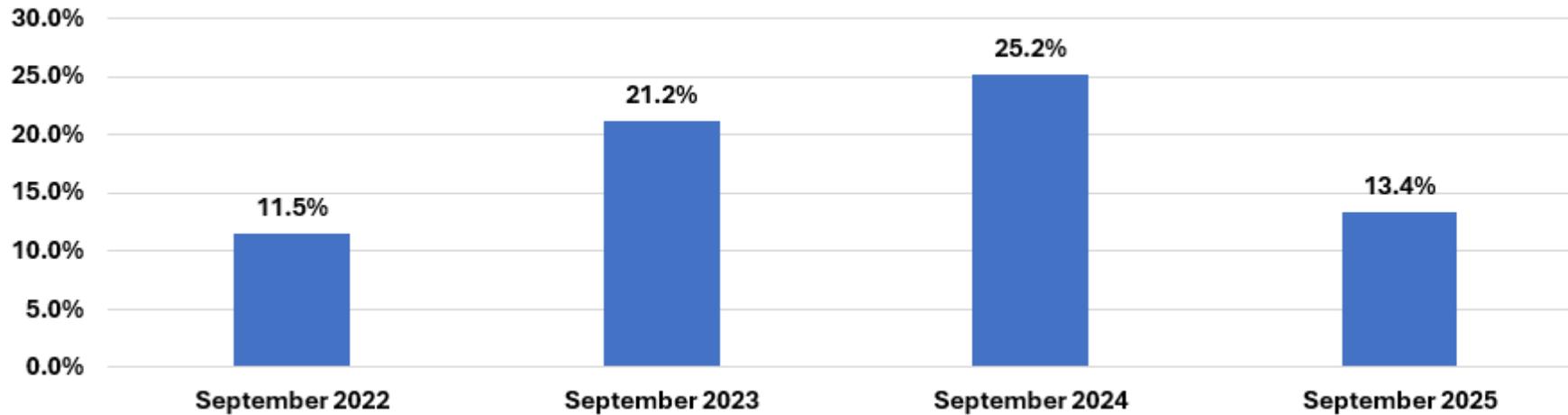
Size of the Overnight Canadian Market	Canadian Overnight Visitors			
	Overnight Visitors to the United States 20,241,121	Overnight Visitors to Broward Co. FL 767,571	Nights Spent in Broward Co. FL 7,302,076	Direct Spend in Broward Co. FL \$757,684,019

Who is coming?	Canadian Overnight Visitors To Broward Co. FL			
	Province of Residence	 Average Age 50	Total Travel Group Composition	
Atlantic 6% Quebec 34% Ontario 41% Prairies 7% Alberta/BC 12%	Child(ren) <18 on Trip 33% Couple - No Kids on Trip 32% Other group types 29% Solo Traveller 6%		Avg. in Immediate Travel Party 2.6 Avg. in Household 2.0	

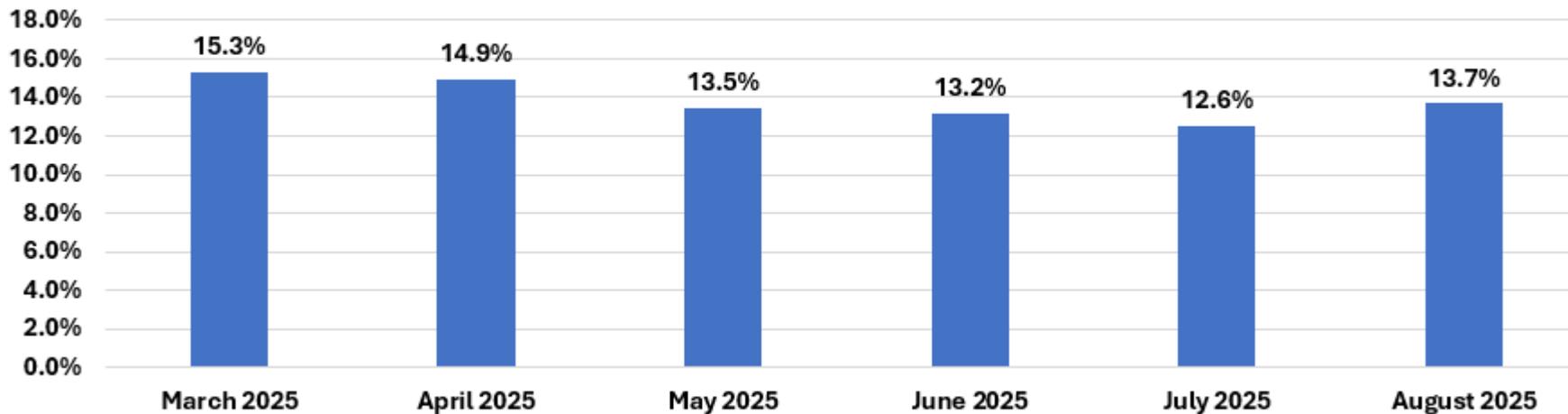
How/When are they coming?	Canadian Overnight Visitors To Broward Co. FL			
	Travel Season	Avg. Nights in Broward Co. FL	Transportation (To/In the State)	
Quarter 1 36% Quarter 2 21% Quarter 3 16% Quarter 4 27%	9.5	Air Travelers 68% Land Travelers 32%	Paid Accommodations Total 84% Hotel 71% Shared Economy 12% Unpaid Accommodations Total 26%	

Canadian Traveler Sentiment

**Canadians Very Likely to Visit the U.S. / Planning a Trip in Next 12 Months
(Same Month - Year Over Year)**



**Canadians Very Likely to Visit the U.S. / Planning a Trip in Next 12 Months
(Over past 6 Months)**



Nonstop Canadian Air Travel to FLL Airport



Month	%Change	2025 Pax	2024 Pax
January	4.0%	213,639	205,364
February	2.4%	209,756	204,823
March	2.2%	233,451	228,458
Q1	2.8%	656,846	638,645

Month	%Change	2025 Pax	2024 Pax
April	-12.0%	160,415	182,387
May	-13.6%	77,632	89,873
June	-10.9%	62,042	69,619
Q2	-12.2%	300,089	341,879

*** FLL Data Includes Air Canada, WestJet, Air Transat, Porter, and Flair

Month	%Change	2025 Pax	2024 Pax
July	-11.7%	35,740	40,483
August	-15.4%	36,308	42,937
September	-19.8%	53,504	66,710
Q3	-16.4%	125,552	150,130

Period	%Change	2025 Pax	2024 Pax
YTD Q3	-4.3%	1,082,487	1,130,654

Nonstop Canadian Air Travel to FLL Airport



Month	FLL	USA	Difference
January	4.0%	-2.3%	+6.3% pts
February	2.4%	-2.4%	+4.8% pts
March	2.2%	-13.5%	+15.7% pts

Month	FLL	USA	Difference
April	-12.0%	-19.9%	+7.9% pts
May	-13.6%	-24.2%	+10.6% pts
June	-10.9%	-22.1%	+11.2% pts

Month	FLL	USA	Difference
July	-11.7%	-25.8%	+14.1% pts
August	-15.4%	-25.4%	+10.0% pts
September	-19.8%	-27.1%	+7.3% pts

FLL Data: All Nonstop Passengers to/from Canada to FLL

USA Data: Return Canada Trips to U.S. via Air

*** FLL Data Includes Air Canada, WestJet, Air Transat, Porter, and Flair

Note: No U.S. Flag Carrier flies nonstop to FLL from Canada

Questions?





Reminders!



**VISIT
LAUDERDALE**
EVERYONE UNDER THE SUN

Fantastic 5 Takeaways

<p>First: The 5 W's</p>	<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>
<p>Fantastic Five Takeaway #1</p>	<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>
<p>Fantastic Five Takeaway #2</p>	<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>
<p>Fantastic Five Takeaway #3</p>	<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>
<p>Fantastic Five Takeaway #4</p>	<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>
<p>Fantastic Five Takeaway #5</p>	<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, January 6, 2026

9:30 a.m.

THANK YOU

