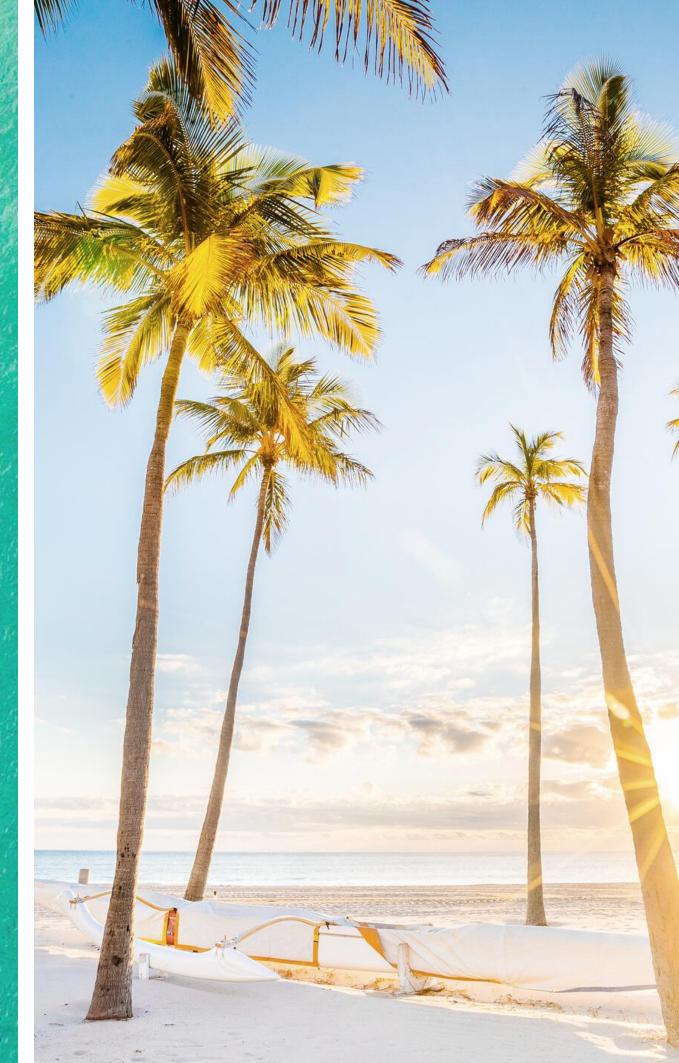




Agenda

- Welcome
- Market Updates
- Airport & Port Everglades Updates
- FY23 Q1 Projects
- Lieb Management
- Future Travel & Opportunities
- Steps to Success
- Media Buys
- · Hablo
- Lauderdale Loyalist
- Looking Forward FY24







Source: STR, Inc.



Hotel Metrics

2022 Year-End January 1 - December 31

OCCUPANCY



6% below 2019 2% above 2021 AVERAGE DAILY RATE

\$175.53

22% above 201921% above 2021

HOTEL REVENUE

36% above 2019

32% above 2021

DEMAND

110/₀ above 2019

10% above 2021

REVENUE PER AVAILABLE ROOM

\$128.64

15% above 2019 23% above 2021 **NEW SUPPLY**

4 = 568

new hotels new rooms

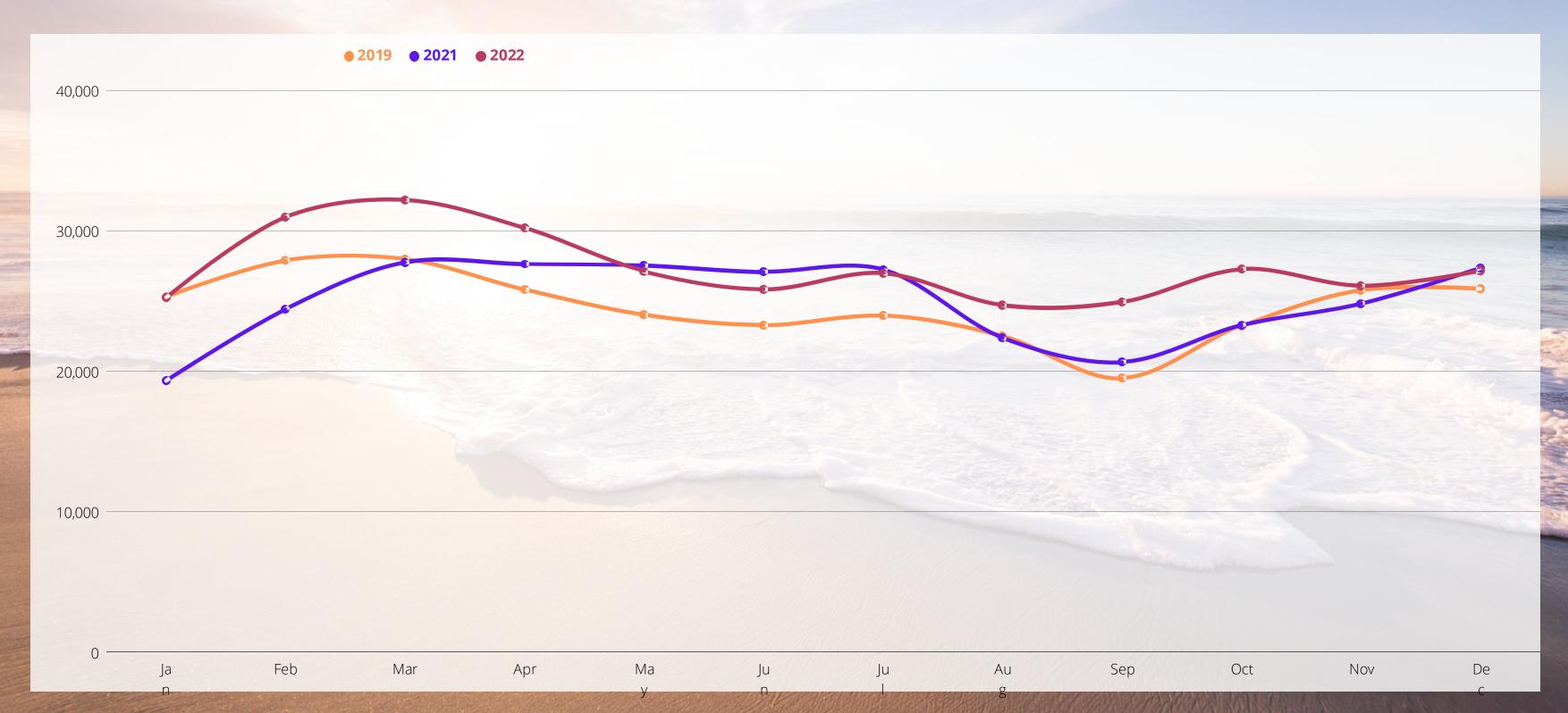
since Jan 1, 2022

*7 new hotels (822 rooms) in pipeline for 2023



Average Daily Hotel Demand Monthly comparison 2019 vs. 2021 vs. 2022







Hotel Demand Performance

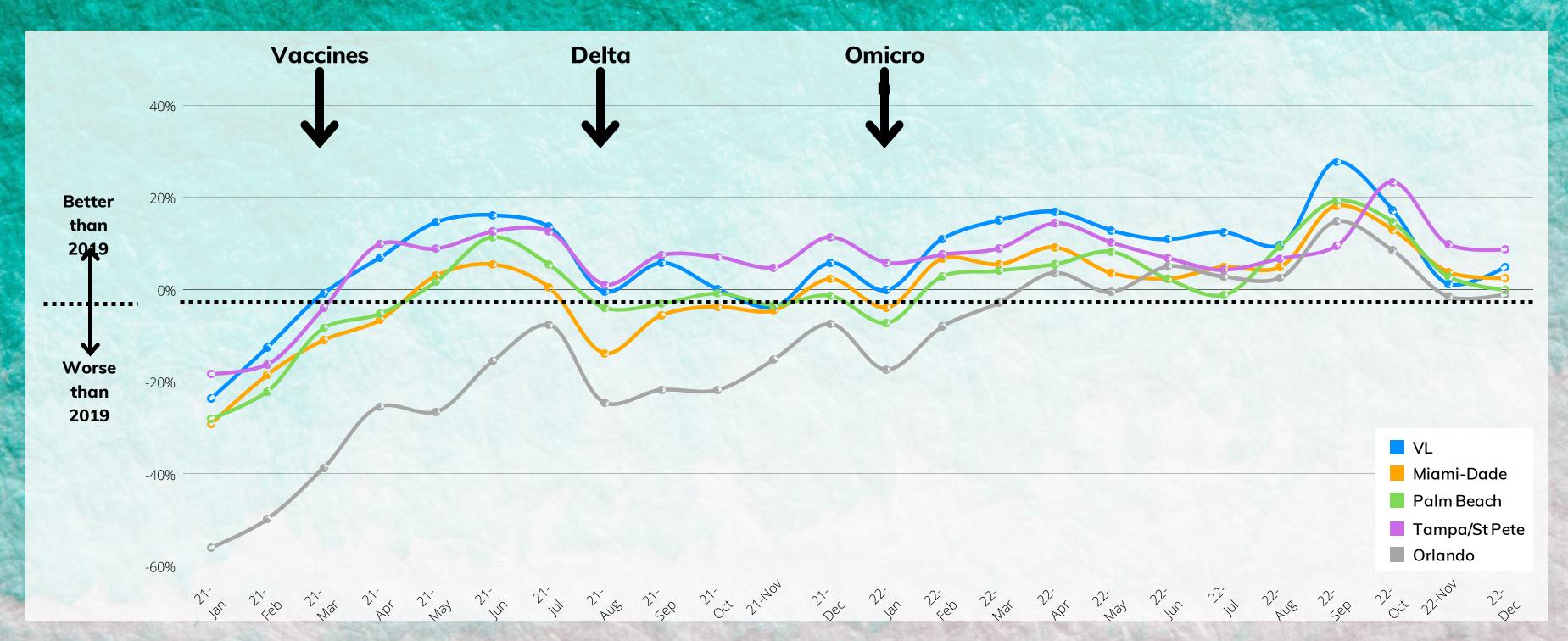
% Change 2022 vs. 2019 by Month by South Florida County



2021-2022 Hotel Demand % Change



Monthly comparison to ST3Y



Hotel Forecast vs Performance



Jan-Dec 2022	Forecast released Nov 2021	Actual Jan-Dec 2022	% Difference		
Осс	74.3%	71.6%	-3%		
ADR	\$150	\$176	17%		
RevPA	\$113	\$129	14%		
D					

CY 2023 Forecast

as released Nov 2022

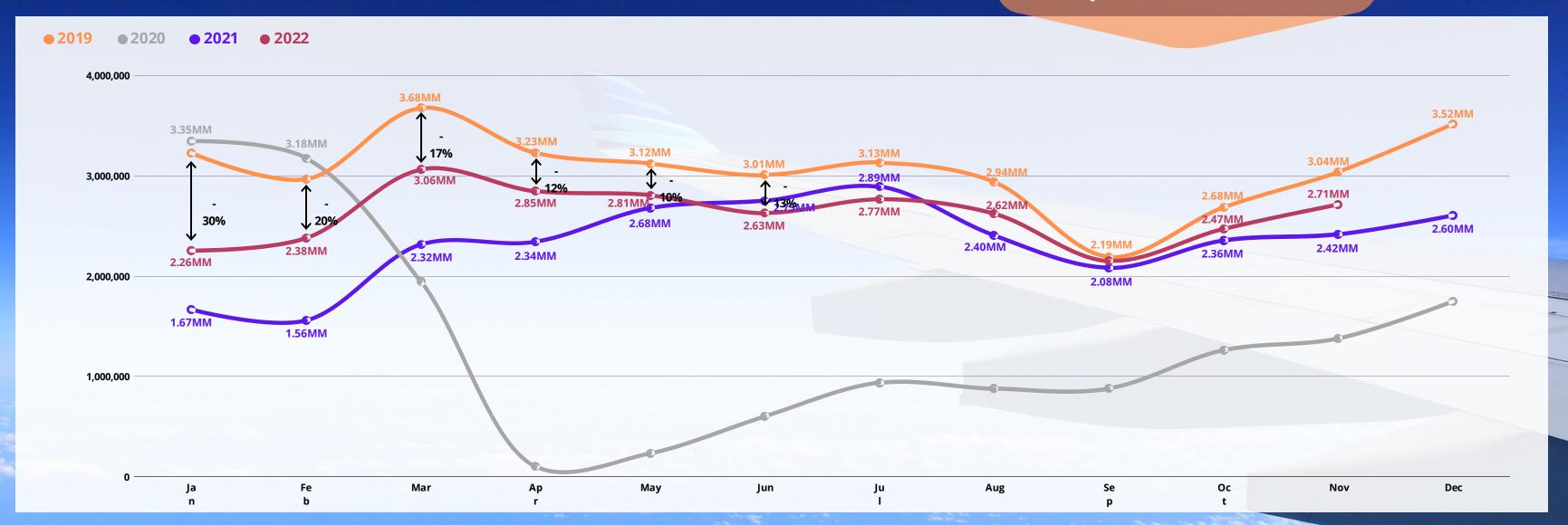
Occ	AD	RevPA
75.0	\$190.2	\$144.55





FLL Passenger Volume Monthly YoY

November's total traffic down 11% from 2019 up 12% from 2021







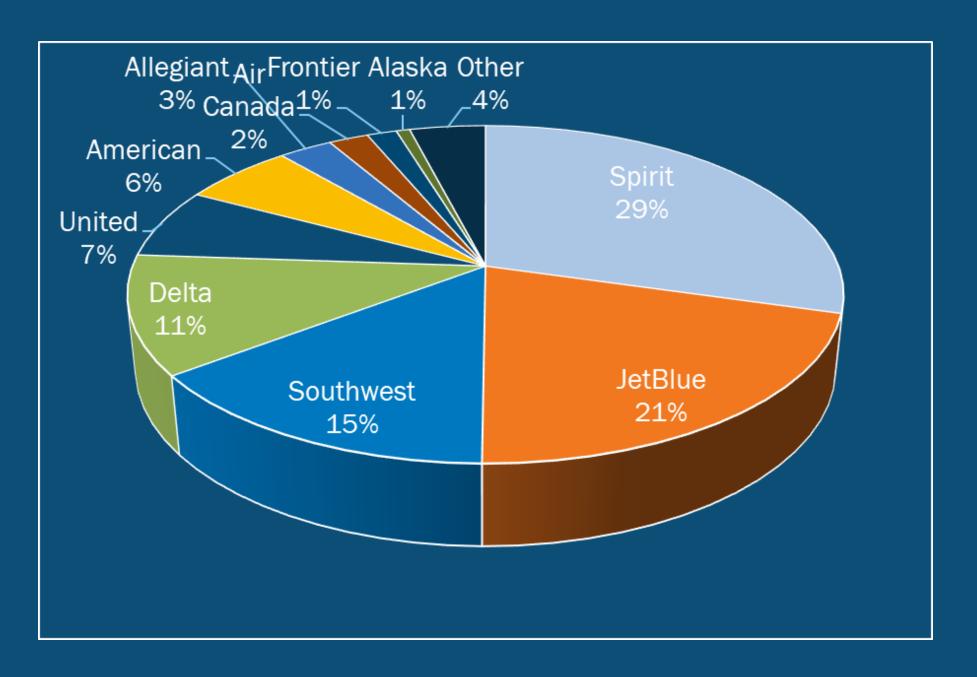


- In 2021, total passenger traffic at FLL was 28.1M, up 70.3% vs 2020, down -23.6% vs 2019
- According to Airports Council International, in 2021, FLL ranked
 - 15th in total passenger traffic
 - 13th in total domestic passenger traffic
 - o 9th in international passenger traffic
- YTD JAN-NOV 2022 total passenger traffic was 28,663,941, up 12.5% vs 2021, down -13.8%. vs 2019
 - Domestic traffic was up 5.1% vs 2021 and down -9.8% vs 2019
 - International traffic was up 54.7% vs 2021, and down -26.0% vs 2019









	2019	2022	% Change	
Spirit	7,559,033	8,439,440	12%	
JetBlue	7,961,772	5,930,321	-26%	
Southwest	6,532,837	4,179,470	-36%	
Delta	3,370,038	3,262,575	-3%	
United	1,955,809	1,916,682	-2%	
American	1,741,749	1,703,444	-2%	
Allegiant	889,424	817,710	-8%	
Air Canada	777,478	604,950	-22%	
Frontier	237,753	450,347	89.4%	
Alaska	300,833	206,491	-31%	







Recent Developments in Air Service

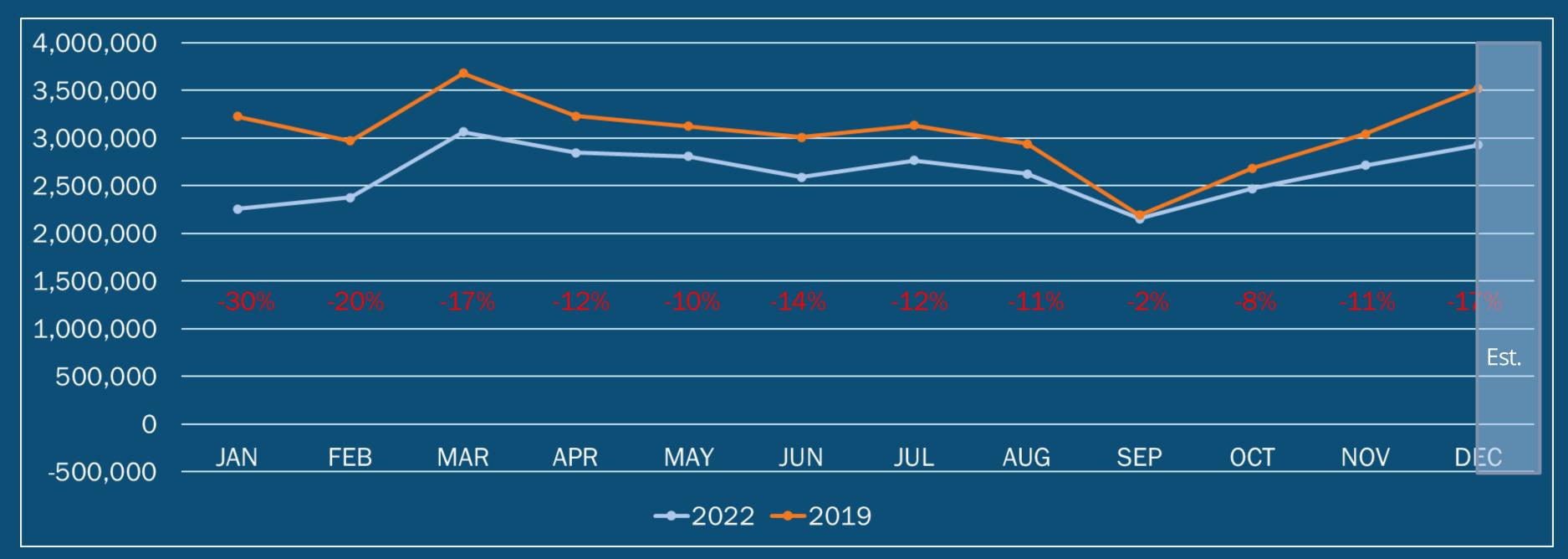
- Southwest resumed Montego Bay in September 2022.
- Avelo began flying to Newport News in October 2022, and Wilmington (NC) in November 2022.
 Will add Raleigh Durham and Niagara Falls in February 2023.
- Frontier started service to Las Vegas and Cleveland in November 2022.
- Spirit resumed Managua service in November 2022 and will launch new service to Norfolk and San Antonio in March 2023.
- Swoop returning to FLL on December 16, 2022 with service to Hamilton.
- Norse Atlantic Airways introduced new service to Oslo in June 2022, and Berlin on December 7, 2022. More to come from Norse!
- Azul resumed Belem on December 15, 2022, and started new service to Manaus on December 16, 2022. Resuming Recife in February 2023.







Total Passenger Traffic for CY 2022 is Projected to Approach 31.6M Passengers, Down Approximately -14% vs 2019*



*Holiday (December) passenger traffic was impacted by 700 cancelations between December 19th and December 31st, 2022





FLL's Top Carriers Scheduled Departure Comparison CY 2022 vs. CY 2019

Date	CY 2019	CY 2022	ABS	%
Airline Name	Departures	Departures	DIFF	DIFF
Spirit Airlines	74 80		6	8%
JetBlue Airways	101	71	-30	-30%
Southwest Airlines	79	50	-29	-37%
Delta Air Lines	31	29	-2	-6%
United Airlines	20	20	0	0%
American Airlines	18	16	-2	-8%

- These carriers combined to make up 87% of FLL's scheduled departures in 2022
- Spirit is the only carrier with more scheduled departures compared to 2019
- In 2022, there were an average of 74 fewer scheduled daily departures than in 2019. JetBlue and Southwest alone accounted for 59, or 80% of the total decrease





Top 25 U.S. Airport Comparison

	IAN CERT 2022								
JAN-SEPT 2022			JAN-SEPT 2022 vs. JAN-SEPT 2019						
Rank	Total PAX	Rank	International PAX	Rank	Total Recovery	Rank	Domestic Recovery	Rank	International Recovery
1	ATLANTA	1	NEW YORK JFK	1	AUSTIN	1	MIAMI	1	AUSTIN
2	DALLAS/FORT WORTH	2	MIAMI	2	MIAMI	2	AUSTIN	2	DENVER
3	DENVER	3	LOS ANGELES	3	LAS VEGAS	3	LAS VEGAS	3	SALT LAKE
4	CHICAGO ORD	4	NEWARK	4	NASHVILLE	4	ORLANDO	4	DALLAS/FORT WORTH
5	LOS ANGELES	5	CHICAGO ORD	5	WASHINGTON DC	5	NASHVILLE	5	BALTIMORE
6	NEW YORK JFK	6	ATLANTA	6	DENVER	6	WASHINGTON DC	6	PHOENIX
7	LAS VEGAS	7	DALLAS/FORT WORTH	7	ORLANDO	7	DENVER	7	MIAMI
8	MIAMI	8	HOUSTON	8	DALLAS/FORT WORTH	8	NEW YORK JFK	8	CHICAGO MDW
9	ORLANDO	9	SAN FRANCISCO	9	SALT LAKE	9	NEWARK	9	WASHINGTON DULLES
10	CHARLOTTE	10	WASHINGTON DULLES	10	TAMPA	10	TAMPA	10	HOUSTON
11	SEATTLE	11	FLL	11	PHOENIX	11	DALLAS/FORT WORTH	11	NEWARK
12	PHOENIX	12	BOSTON	12	CHICAGO MDW	12	SALT LAKE	12	CHICAGO ORD
13	NEWARK	13	ORLANDO	13	NEWARK	13	NEW YORK LGA	13	ATLANTA
14	SAN FRANCISCO	14	SEATTLE	14	NEW YORK LGA	14	PHOENIX	14	BOSTON
15	HOUSTON	15	CHARLOTTE	15	HOUSTON	15	CHICAGO MDW	15	NEW YORK JFK
16	BOSTON	16	DENVER	16	SEATTLE	16	FLL	16	SEATTLE
17	FLL	17	PHILADELPHIA	17	FLL	17	HOUSTON	17	ORLANDO
18	MINNEAPOLIS	18	LAS VEGAS	18	NEW YORK JFK	18	SEATTLE	18	FLL
19	NEW YORK LGA	19	MINNEAPOLIS	19	WASHINGTON DULLES	19	BOSTON	19	TAMPA
20	DETROIT	20	PHOENIX	20	BALTIMORE	20	ATLANTA	20	PHILADELPHIA
21	SALT LAKE	21	DETROIT	21	ATLANTA	21	WASHINGTON DULLES	21	WASHINGTON DC
22	PHILADELPHIA	22	BALTIMORE	22	BOSTON	22	BALTIMORE	22	LAS VEGAS
23	WASHINGTON DC	23	SALT LAKE	23	CHICAGO ORD	23	CHICAGO ORD	23	SAN FRANCISCO
24	BALTIMORE	24	NEW YORK LGA	24	DETROIT	24	DETROIT	24	LOS ANGELES
25	TAMPA	25	AUSTIN	25	PHILADELPHIA	25	LOS ANGELES	25	DETROIT

Data source: Airports Council International



RIORSE







Cruising Is Back!



2023 Season By The Numbers

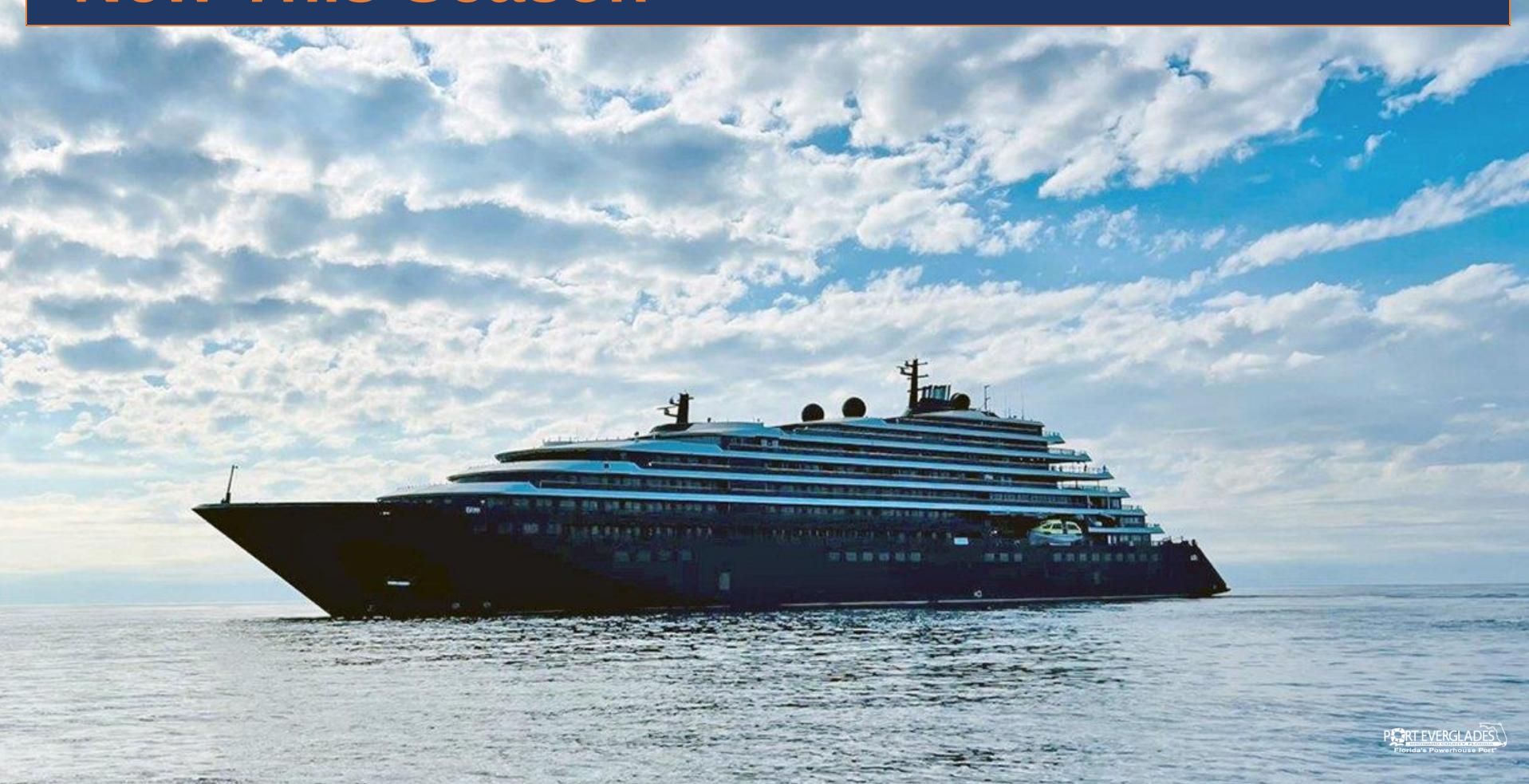
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Cruise Lines
8
    Ferry Service
37 Cruise Ships
117-Ship Days
    Year-Round and
    Summer Multi-Day Ships
    Ship Naming
```



Celebrity Cruise's Celebrity Beyond



Ritz-Carlton Yacht Collection's Evirma



First Calls - 4 Viking Ships







First Call to Port Everglades



Silversea's Silver Dawn

A Little Pixie Dust

Re-imagining of Cruise Terminal 4 for Disney Cruise Line



World's Largest Cruise Industry Tradeshow Returns to Greater Fort Lauderdale



March 27-30, 2023
Broward County Convention
Center
Fort Lauderdale, FL USA





Dreams Come True

Disney Dream



More Luxury Brands Azamara Cruises



Azamara Onward

More Environmentally Sustainable Ships





Silversea's Silver Nova

LNG-powered with Shore Power Capability

Princess Cruises' Sun Princess LNG-powered



Return of the Big Ship!





Royal Caribbean's Symphony of the Seas

Welcoming 4th Edge-Class Ship





Celebrity Cruises' Celebrity Ascent

Website

porteverglades.net

Email

PortEverglades@broward.org





@PortEverglades



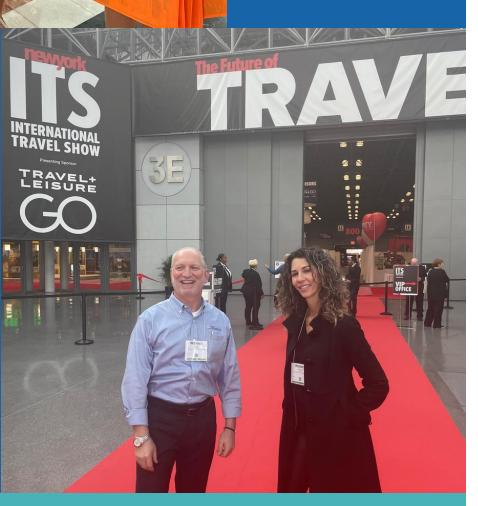
@PortEvergladesFL in @port-everglades





Stay Connected With Port Everglades







Recent Global Trade Activity

OCTOBER-DECEMBER 2022

- AAA Great Vacations Travel Expo- Ohio
- ALG Ascend- Cancun, Mexico
- Cruise One Dream Vacations Trade Show
- Cruise Planners Star University
- Cruise World, Fort Lauderdale
- FESTURIS- Gramado, Brazil
- Hablo Partner Destination Page Training
- ITS (International Travel Show) NYC
- Romance Virtual Xpo
- Travel Weekly
 - Florida Plus Webinar
- Signature Travel Network
 - Pre & Post-Cruise Webinar
- Virtuoso On Tour- Mexico City, Mexico











Trade Shows





















VISIT FLORIDA LATAM Super FAM





















FAMS



















Site Tours





brightline

















Lieb Management

TRADE

- Visit USA Germany -Workshop with agents
- ReiseLust Bremen 38,129 visitors during the weekend show
- Hotelplan An evening event in Zurich with 31 agents
- DERTOUR-Sawgrass Mills Mall hosted 20 agents
- Visit USA Germany Cinema Roadshow in Berlin with 59 agents







PUBLIC RELATIONS





- · Visit USA- Participation in media and trade event in Munich
- Kuoni Marketing and Product Training for agents in Frankfurt





Upcoming Events

JANUARY- MARCH 2023

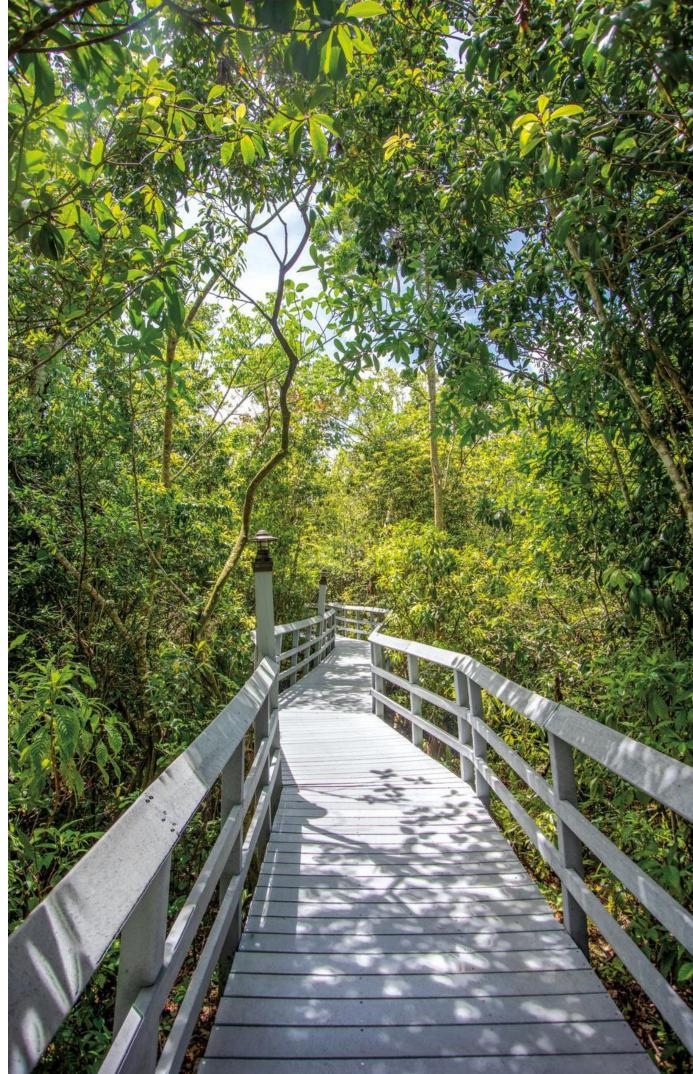
- Steps to Success (January 12 & 26)
- ANATO- Bogota, Colombia
- AZUL- Brazil Virtual Training
- Brand USA Mexico Sales Mission
 - Mexico City & Guadalajera
- Brand USA South American Sales Mission
 - Colombia, Chile, Argentina & Brazil
- UK Mission-Ireland & England
- IITA- San Diego
- US Travel & FDM Travel Shows-Copenhagen
- Hotelbeds HUB- Copenhagen
- Scandinavia Mission-Oslo & Stockholm
- IPW- Limited spots available













Upcoming Events (cont.)

JANUARY- MARCH 2023

- Chicago Travel & Adventure Show
- ASTA South Florida Brightline Event
- ASTA South Florida Spring Affair
- Cruise Planners Boot Camp Appointments
- Cruise Planners Webinar
- Oasis Travel Network- Pre & Post-Cruise Webinar
- Signature Travel Network Webinar
- Travel Industry Association of South Florida FAM
- DC Travel & Adventure Show
 - One Spot Open!
- Travel Agent Forum- Las Vegas
 - Two Spots Open!

















Save the Dates





Take the Steps to grow your international business through strategic partnerships!



STEP 1: THURSDAY JANUARY 12, 2023

What you learn:

The who, what, when, where, why, and how to work effectively with the travel trade

Why is this important:

International visitors spend more and stay longer. Learn how to reach them!

SCAN FOR MORE INFORMATION



STEP 2: Resource Development



STEP 3: Product & Operational Strategy

STEP 2 & 3: THURSDAY JANUARY 26, 2023

What you learn:

What you learn:

Product development and

efficiently work with the trade

operational strategies to

Preparation with how to sell to the trade and price your products for an equitable and profitable relationship

Why is this important:

Fast tracking to quickly build trade partnerships leading to long term repeat business!

Why is this important:

Put strategic planning and systems in place to save time!
Let the trade sell while you run your business!





Co-op Marketing Initiatives B2B, B2C, B2B2C

- BedsOnLine / Hotel Beds
- FT
- Inbound Insider (IITA)
- Northeast Media/Travel Guides
- Panrotas- Foreign Language Guides
- Pleasant Holidays
- Questex
- TaConnect
- Travel Weekly
- UK, Ireland
- Charitable Travel
- VAX Vacations
- Visit USA BMI







Travel Industry Today

Takeover Tuesday

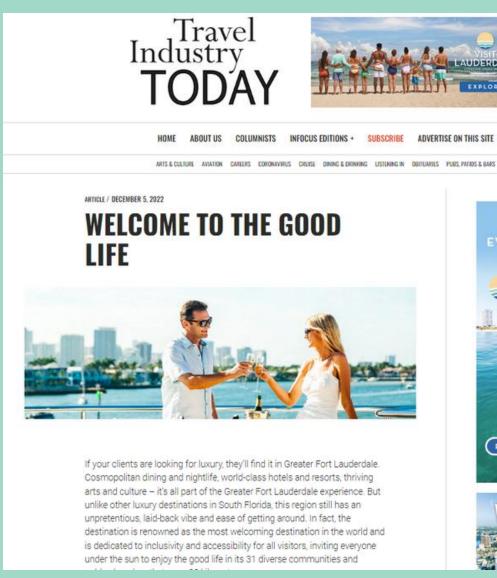
TOP 5 SHOPPING HOTSPOTS IN GREATER FORT LAUDERDALE



Calling all fashionistas! Shopping is as good as it gets in Greater Fort Lauderdale. And your clients can shop 'til they drop – right onto a relaxing beach! Here are five shopping hotspots your clients definitely don't want to miss









EAT, DRINK, PLAY.: Greater Fort Lauderdale has something for everyone 24/7



With more than 4,000 eateries, Greater Fort Lauderdale's eclectic dining scene offers something to please every palate. From restaurants to rooftops to pubs to speakeasies, the culinary scene continues to flourish. If your clients are looking to relax and enjoy a glass of wine, a smooth cocktail or a brew or two, they're in the right place. Greater Fort Lauderdale offers refreshment options for every taste.

For coffee drinkers, there are coffee shops with coworking spaces or spaces to simply relax. For beer drinkers, the gastropubs serve tasty plates, sports bars have plenty of TVs to watch the big game, and breweries that specialize in a variety of brews from IPAs to ciders. And trendy bistros or sophisticated bars provide a slew of options for that perfect glass of wine or refreshingly tasty cocktail.

There's no better place to be when the sun goes down. Greater Fort Lauderdale's nightlife offers something for everyone. Your clients can sip a cocktail at one of the area's rooftop bars while they decide the evening's entertainment. They could try their luck at one of the casinos, sample the







Travel Weekly- Florida Plus





VISIT LAUDERDALE WELCOMING EVERYONE UNDER THE SUN.

NEED TO KNOW

Travel professionals can visit

VisitLauderdale.com/TravelTrade for
many helpful tools, including:

- Access to our training program, Lauderdale Loyalist
- Hotels offering travel industry rates (requires valid IATA/CLIA credentials at check-in)
- Attractions offering commissions to travel professionals
- Free collateral materials and downloadable pdfs
- Pre- and post-cruise information for passengers cruising out of Port Everglades
- LauderDeals to help your clients take advantage of savings
- Virtual webinar series for an inside look at where to stay, play and dine
- Information about FLL, the most affordable airport in South Florida offering direct service from 80+ destinations

For exceptional assistance, please contact: tourismsales@broward.org

As Florida's most diverse and inclusive destination, Greater Fort Lauderdale welcomes everyone to a vibrant community that's filled with both tropical beauty and cosmopolitan delights, home to golden beaches, endless waterways, sophisticated luxuries and unexpected adventures.

Pascinating discoveries await in 31 vibrant communities, from 24 miles of shimmering beaches to the lively streets of Las Olas, to the scenic waterways of the world's yachting capital. Here, your clients can explore a thriving culinary scene, join the party at rooftop bars and hidden speakeasies, see the vast natural beauty of the Everglades and much more.

Abundant boat charters and cruises make it easy to enjoy the area's water wonderland. Your clients can reel in the big fish on a fishing excursion, dive into a breathtaking underwater world, take an airboat ride in the Everglades or charter their own yacht to see the sights and enjoy the sunshine.

From unique historical sites to amazing nature encounters, Greater Fort Lauderdale will introduce your clients to things they've never seen and moments they'll never forget. They'll also bring home fabulous finds from the area's world-class shopping offerings, including Sawgrass Mills, the nation's largest outlet mall with 70+ luxury retailers.

Unrivaled accommodations also await, whether your clients prefer the relaxing ambiance of a beachfront resort or the glamorous revelry of a casino hotel. Signature spa treatments, private poolside

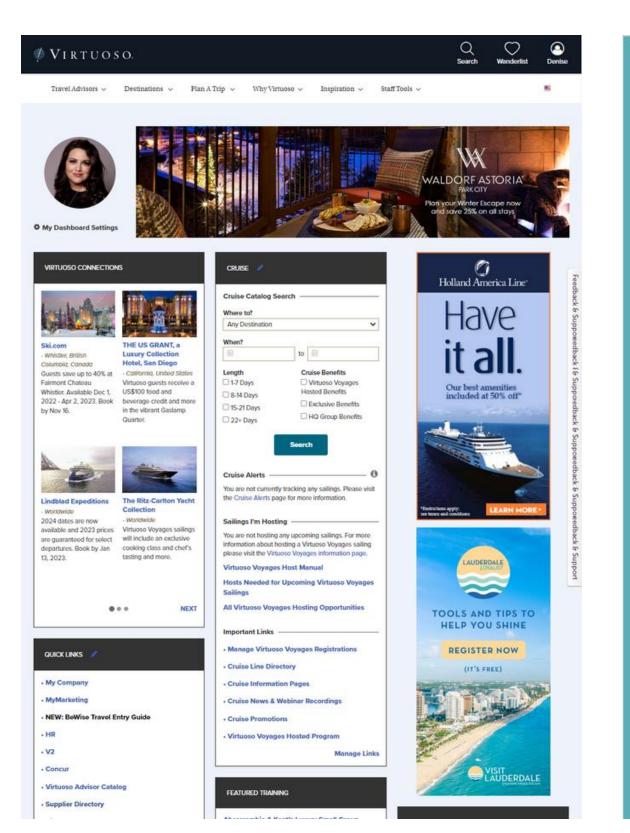
cabanas and breathtaking oceanside views are just a few of the exclusive luxuries.

To help you learn more about Greater Fort Lauderdale's exceptional offerings, Visit Lauderdale invites you to become a Lauderdale Loyalist. When you join this free program, you'll have access to ready-made sales presentations, promotional materials, insider tips and promotions, and much more. With this level of support, you'll find that it's easier than ever to reach your sales goals. For example, did you know that Greater Fort Lauderdale has an average temperature of 77°F with 300+ days of sunshine annually? Or that the area is world-renowned as the "Yachting Capital of the World" and the "Venice of America" for its 300 miles of navigable inland waterways? You'll learn more facts like these about Greater Fort Lauderdale, so register today at LauderdaleLoyalist.com.





Virtuoso/Signature Travel Network





communities, thrilling outdoor adventures, immersive nature encounters, shopping,

scuba diving in Shipwreck Park. Take a selfie among the curated murals in the Downtown Hollywood Mural District.

In 2023, get ready for immersive experiences for everyone under the sun. The annual 3-day Tortuga Music Festival in April celebrates 10 years on Fort Lauderdale beach, with headliners Kenny Chesney, Eric Church and Shania Twain. Also in April, get your adrenaline pumping by watching the spectacular Fort Lauderdale Air Show from the golden beach or in the sparkling ocean. This year, the U.S. Air Force Thunderbirds will take to the skies for a thrilling show, along with other high-flying performances.

Craft brew lovers can discover amazing breweries and distilleries throughout the region offering exclusive discounts, plus earn swag, all with the Visit Lauderdale Ale Trail Passport.



For a free, convenient, and sustainable way to get around the beach, downtown and Las Olas, take the new Micro Mover. Download the "Ride Circuit" app to book your ride and get ready to explore with ease. The high-speed rail Brightline offers carless connection from Fort Lauderdale to Miami and West Palm Beach and has new stops in Aventura and Boca Raton. For more information on what's new click here.

Visit Lauderdale is for everyone under the sun, and the bureau is eager to share all that Greater Fort Lauderdale has to offer.

Cruise Planners















Looking for a well-deserved getaway?

A beach playground unlike any other awaits in Greater Fort Lauderdale.

Relax and soak up the sunshine on 24 miles of golden beaches.

Enjoy boating and water sports in the world's yachting capital.

Indulge in exceptional shopping and a thriving dining and nightlife scene.

Get a fascinating look at nature in the world-famous Everglades.

And get ready for some serious pampering at celebrated hotels and resorts.

The escape you've been dreaming of is here in Florida's most welcoming destination.



BDM Info Vendor Login Info 🗖 ◆ Add your BDM Info

Add your Vendor Login Info

General Notes

Add your General Notes

Registration Instructions

Become A Lauderdale Loyalist!

Click here for more info: https://lauderdaleloyalist.com/

Webinars

VISIT LAUDERDALE: PRE & POST-CRUISE FUN IN THE SUN Featuring Shore Excursion Group

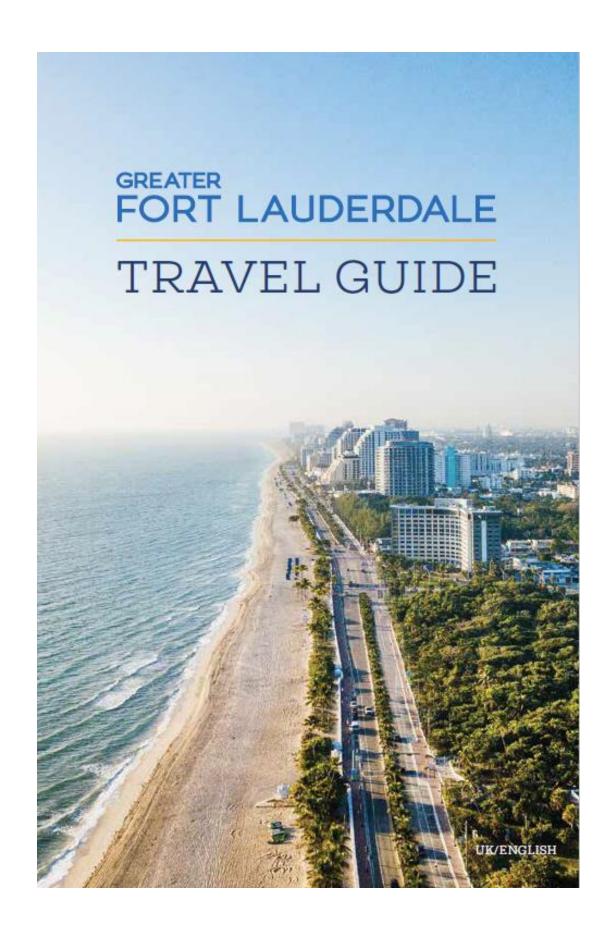
Rewards Program

Become A Lauderdale Loyalist!

Click here for more info: https://lauderdaleloyalist.com/

Travel Guide





- French Canadian
- German
- Queen's English
- Portuguese
- Spanish

Hablo

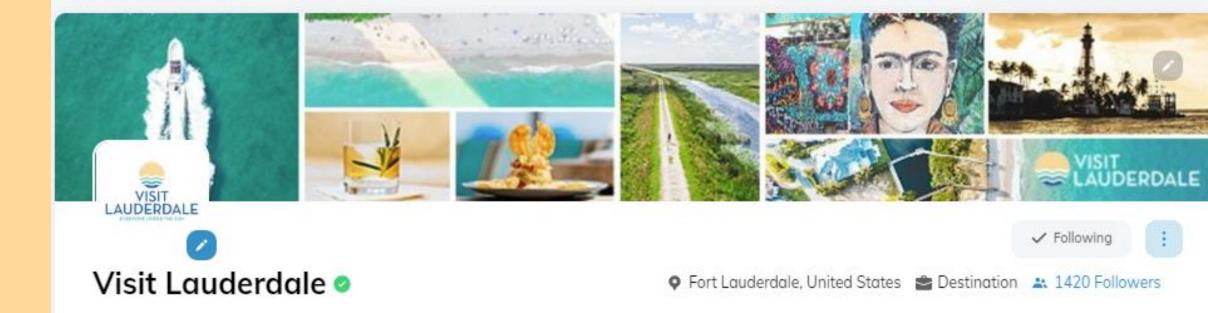
1,420 FOLLOWERS

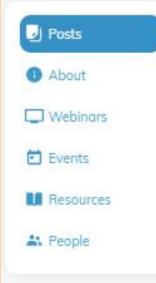
NEXT DAILY QUIZ TAKEOVER: MARCH 27-APRIL 3

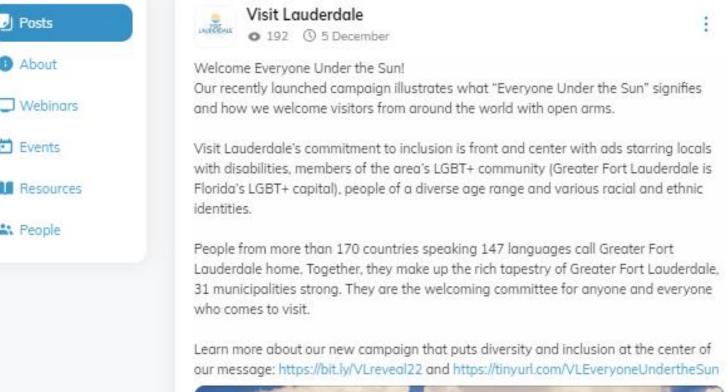
MARKETING CO-OPS

BUILD PARTNER PAGES

HABLO TALKS















Sell



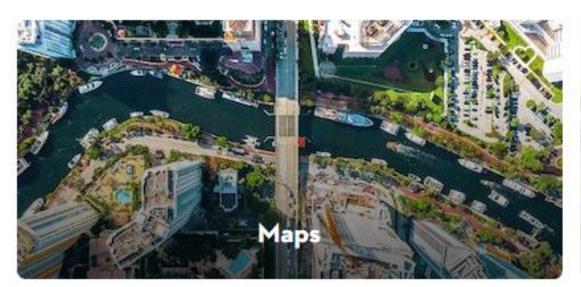






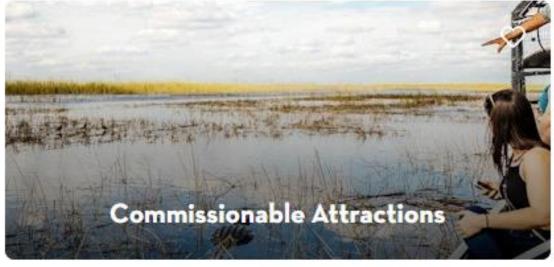






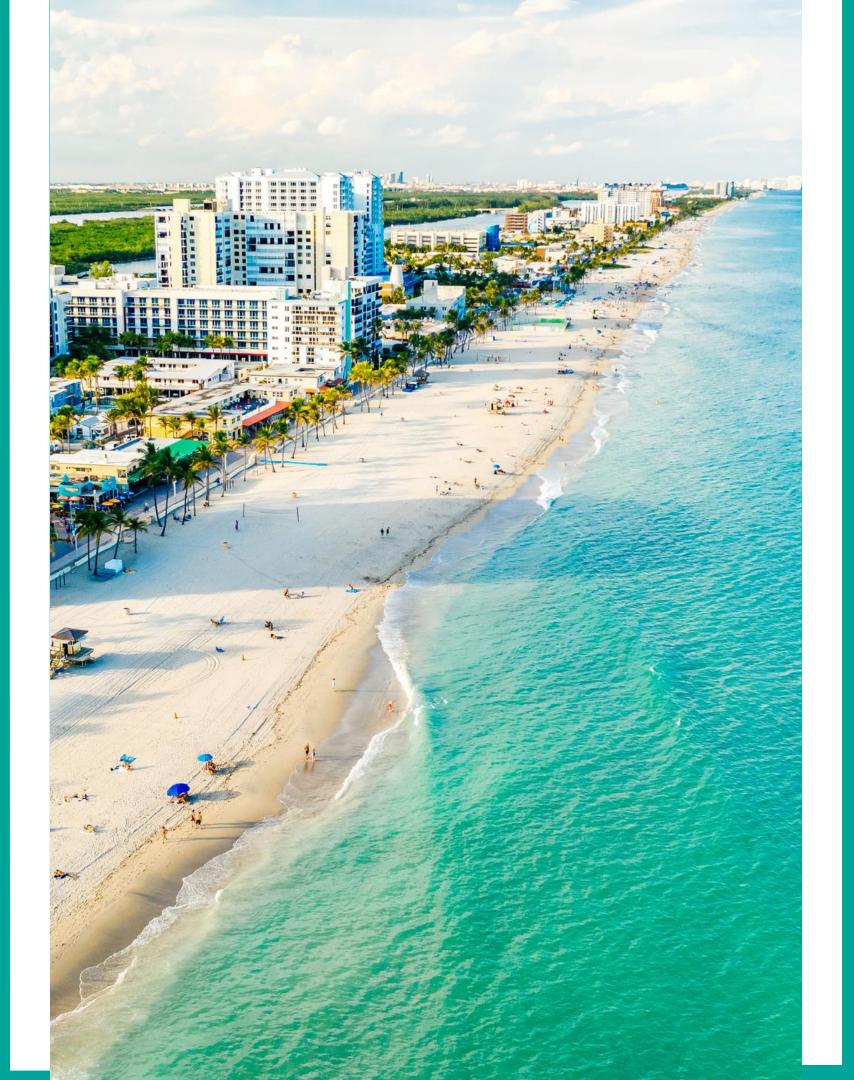
















7,039 Registered760 Started423 Graduated

Be in the know. All it takes is a follow.

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QUARTERLY PARTNER MEETING







