



VISIT  
LAUDERDALE  
EVERYONE UNDER THE SUN

# Global Trade Partner Update

Tuesday, December 14th, 2021



Senior Vice President,  
Welcome





# Agenda

- Welcome
- Market Updates
- Airport & Seaport Updates
- Recent Updates & Future Travel
- Lauderdale Loyalist Program
- IPW '22





# Hotel Metrics: Jan 1 - Nov 30

Occupancy

70%

-8% vs. 2019

ADR

\$143.00

+0.4% vs. 2019

RevPAR

\$101.74

-8% vs. 2019

Demand  
(rooms sold)

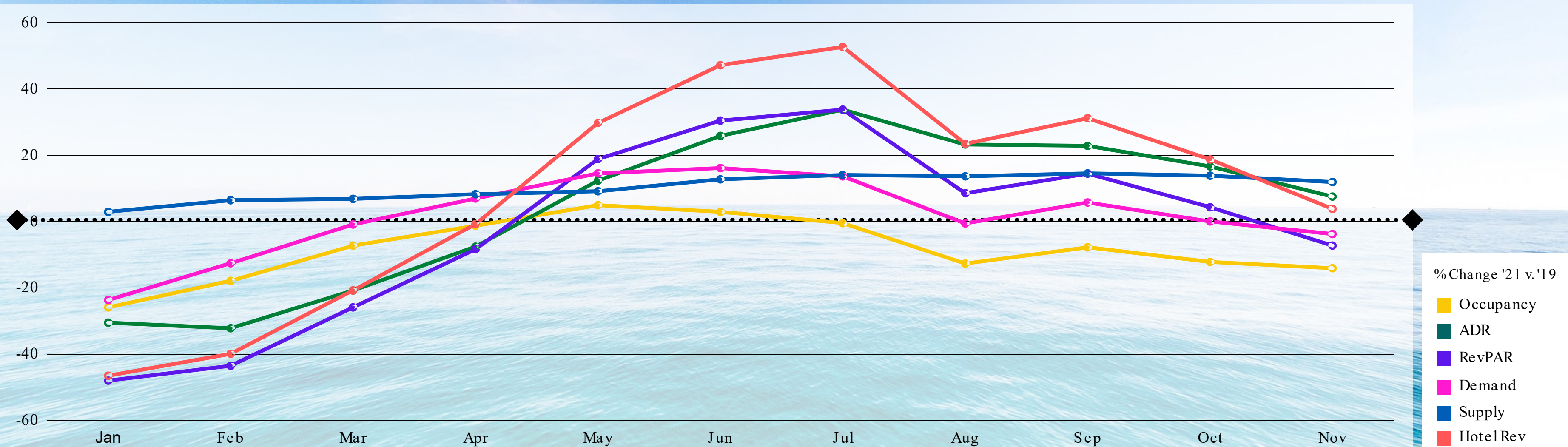
1.1%

Supply  
(rooms avail)

10.5%

Hotel  
Revenue

1.2%





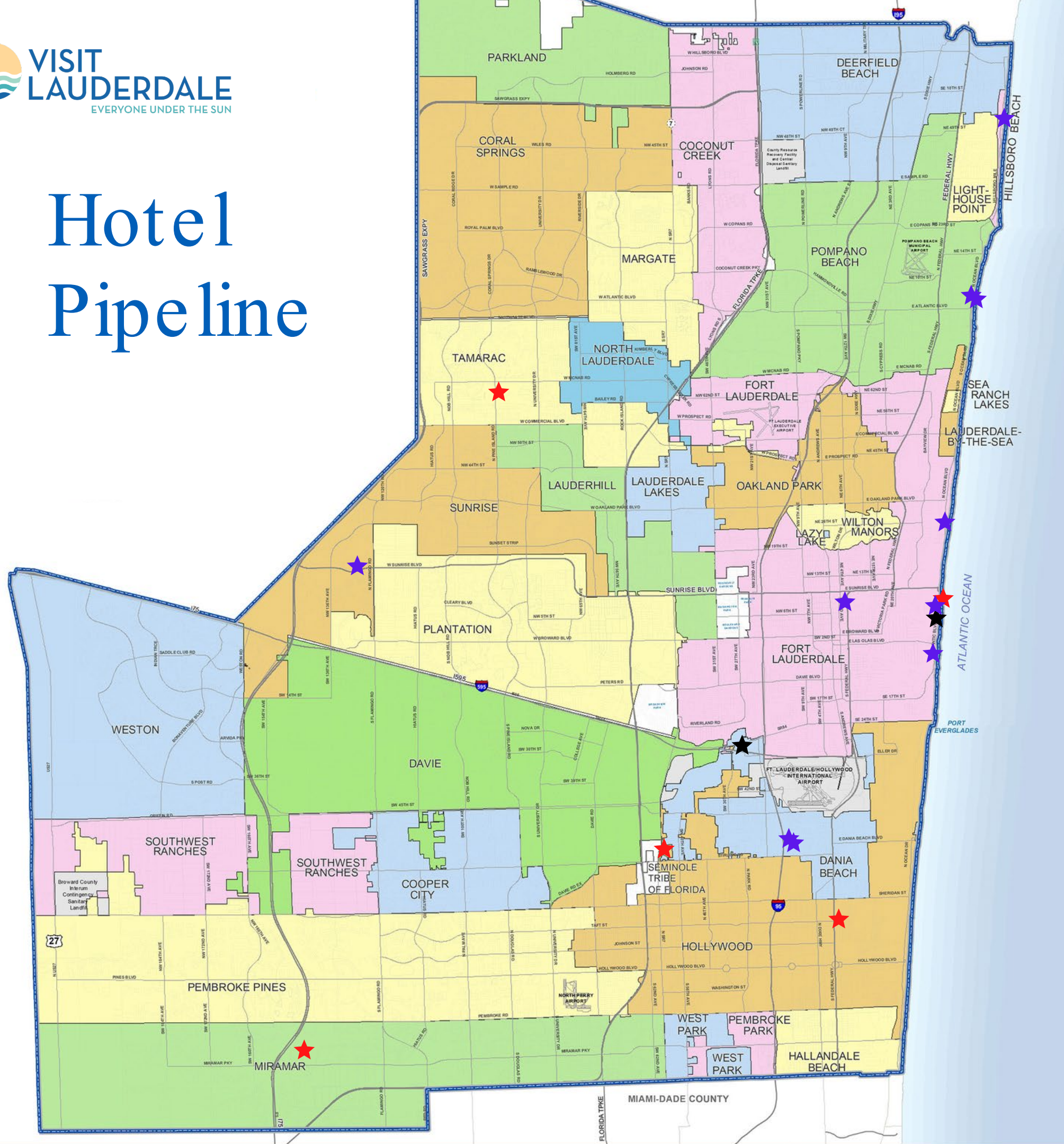
# Hotel Forecast

2021	Occ	ADR	RevPAR	Pipeline Proj/Rooms	
Q1	69.8% -17%	\$134.65 -28%	\$96.49 -38%	6 747	4 549
	58.7% -30%	\$159.40 -14%	\$94.10 -40%		
Q2	77.4% 2%	\$149.85 8%	\$117.39 11%	6 610	1 96
	61.8% -19%	\$144.00 -18%	\$70.37 -34%		
Q3	64.6% -7%	\$140.74 27%	\$93.01 20%	3 450	4 500
	68.4% -1%	\$146.60 32%	\$100.70 30%		
Q4	68.3% -11%	\$159.50 14%	\$109.20 0.6%	2 271	

2022	Occ	ADR	RevPAR
Q1	80.2% -4%	\$195.40 5%	\$157.00 0.3%
Q2	73.6% -3%	\$139.50 0.9%	\$103.00 -3%
Q3	71.0% 3%	\$119.40 8%	\$84.90 10%
Q4	72.5% -5%	\$147.00 5%	\$106.80 -2%



# Hotel Pipeline



## ★ 2021 Hotel Openings

**10 properties ★1,244 rooms**

- AC Hotels by Marriott Fort Lauderdale Airport
- AC Hotels by Marriott Fort Lauderdale Sawgrass Mills/Sunrise
- Cambria Hotel Fort Lauderdale Beach
- Courtyard Fort Lauderdale Downtown
- Hillsboro Beach Resort
- Home2 Suites by Hilton Pompano Beach Pier
- Hotel Maren Fort Lauderdale Beach
- Kimpton Goodland Fort Lauderdale Beach
- Marriott Fort Lauderdale Airport
- Tru by Hilton Pompano Beach Pier

## ★ 2021 Remaining Pipeline

**2 properties ★271 rooms**

- Dec Avid Dania Beach
- AC Hotels by Marriott Fort Lauderdale Beach

## ★ 2022 Current Pipeline

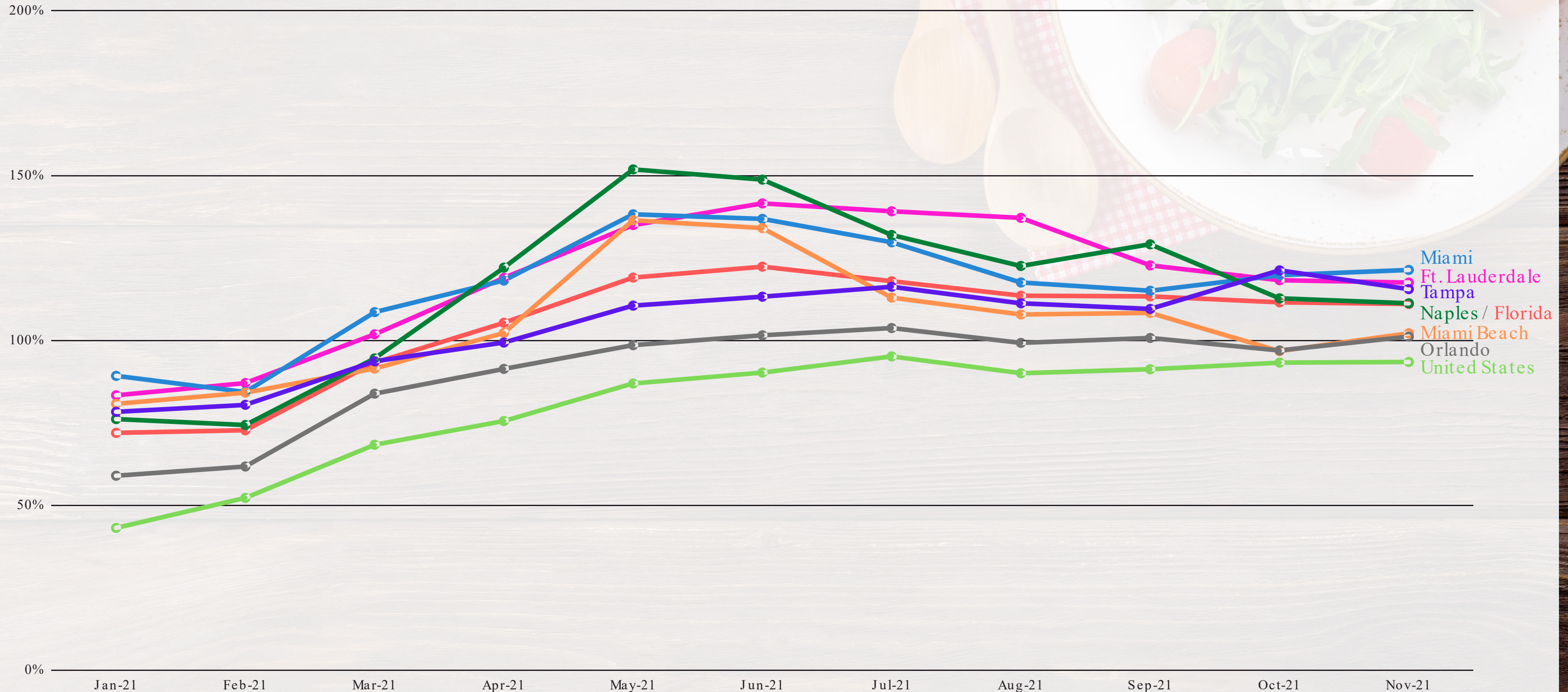
**5 properties ★553 rooms**

- Feb Four Seasons Fort Lauderdale
- Holiday Inn Express & Suites Miramar
- Jun Fairfield Inn & Suites Fort Lauderdale Northwest
- Oct Dolce Hotels & Resorts Hollywood
- Holiday Inn Express Hollywood



# Recovery Indicators

Dining Out - Seated Diners '21 vs. '19 Comparison





# Daily Departures

NOVEMBER 2021

241

DAILY DEPARTURES TO

80

U.S. CITIES, WITH NON-STOP SERVICE TO ALL TOP

50

DOMESTIC MARKETS



NOVEMBER 2021

59

DAILY DEPARTURES TO

41

INTERNATIONAL DESTINATIONS IN

19

COUNTRIES



# Top 20 Airport Comparison

JAN-SEP YTD 2021			
Rank	Total PAX 2021	Rank	International PAX 2021
1	ATLANTA	1	MIAMI
2	DALLAS/FORT WORTH	2	NEW YORK JFK
3	DENVER	3	LOS ANGELES
4	CHICAGO O'HARE	4	HOUSTON
5	LOS ANGELES	5	NEWARK
6	CHARLOTTE	6	DALLAS/FORT WORTH
7	ORLANDO	7	ATLANTA
8	LAS VEGAS	8	CHICAGO O'HARE
9	PHOENIX	9	FLL
10	SEATTLE	10	SAN FRANCISCO
11	MIAMI FL, US	11	BOSTON
12	HOUSTON	12	CHARLOTTE
13	FLL	13	DENVER
14	NEW YORK JFK	14	ORLANDO
15	NEWARK	15	SEATTLE
16	MINNEAPOLIS	16	PHOENIX
17	DETROIT	17	PHILADELPHIA
18	SALT LAKE CITY	18	BALTIMORE
19	SAN FRANCISCO	19	DETROIT
20	BOSTON	20	MINNEAPOLIS
21	PHILADELPHIA	21	LAS VEGAS
22	BALTIMORE	22	SALT LAKE CITY
23	TAMPA	23	CHICAGO MIDWAY
24	CHICAGO MIDWAY	24	TAMPA
25	NASHVILLE	25	NASHVILLE

JAN-SEP YTD 2021 vs JAN-SEP YTD 2019					
Rank	Total Recovery	Rank	Domestic Recovery	Rank	International Recovery
1	CHARLOTTE	1	MIAMI	1	CHICAGO MIDWAY
2	DENVER	2	CHARLOTTE	2	BALTIMORE
3	SALT LAKE CITY	3	ORLANDO	3	DALLAS/FORT WORTH
4	DALLAS/FORT WORTH	4	FLL	4	CHARLOTTE
5	PHOENIX	5	DENVER	5	HOUSTON
6	TAMPA	6	DALLAS/FORT WORTH	6	DENVER
7	ORLANDO	7	SALT LAKE CITY	7	MIAMI
8	FLL	8	PHOENIX	8	PHOENIX
9	CHICAGO MIDWAY	9	TAMPA	9	SALT LAKE CITY
10	MIAMI	10	LAS VEGAS	10	FLL
11	NASHVILLE	11	HOUSTON	11	NEWARK
12	LAS VEGAS	12	CHICAGO MIDWAY	12	ATLANTA
13	HOUSTON	13	NASHVILLE	13	CHICAGO O'HARE
14	BALTIMORE	14	SEATTLE	14	NEW YORK JFK
15	SEATTLE	15	BALTIMORE	15	LOS ANGELES
16	ATLANTA	16	ATLANTA	16	BOSTON
17	DETROIT	17	DETROIT	17	SEATTLE
18	CHICAGO O'HARE	18	CHICAGO O'HARE	18	DETROIT
19	MINNEAPOLIS	19	NEWARK	19	PHILADELPHIA
20	PHILADELPHIA	20	PHILADELPHIA	20	ORLANDO
21	NEWARK	21	MINNEAPOLIS	21	MINNEAPOLIS
22	LOS ANGELES	22	LOS ANGELES	22	SAN FRANCISCO
23	BOSTON	23	NEW YORK JFK	23	NASHVILLE
24	NEW YORK JFK	24	BOSTON	24	LAS VEGAS
25	SAN FRANCISCO	25	SAN FRANCISCO	25	TAMPA



# POLL





# FLL's New Service

**FRONTIER**  
AIRLINES

- Orlando
- Atlanta
- Green Bay
- Buffalo, NY
- Rochester, NY
- Philadelphia
- Trenton, NJ
- Stewart International, NY
- Albany
- Long Island/Islip
- Providence, RI
- Portland, ME

 **NORSE**

- Paris
- London
- Oslo, Norway



# Cruise Travel

Setting Sail in 2022 and Beyond

## Welcome Back!

**BALEARIA**  
CARIBBEAN

 **Holland  
America Line**

Celebrity **X** Cruises®

  
**PRINCESS CRUISES**

 **CUNARD**

 **Royal Caribbean  
INTERNATIONAL**

 **SILVERSEA®**

## New Service

  
**AZAMARA®**

  
**Disney CRUISE LINE**

  
**THE RITZ-CARLTON  
YACHT COLLECTION**

  
**VIKING  
OCEAN CRUISES**

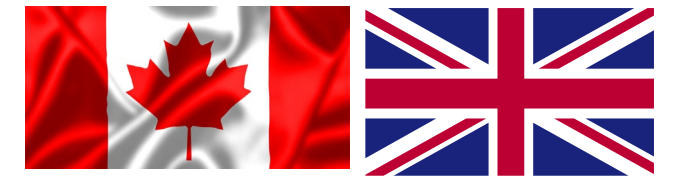




# Recent Global Trade Activity

SEPTEMBER - DECEMBER 2021

- IPW
- New England Sales Mission
- Brand Week, London
- Oasis Travel Network
- Signature Travel Network
- Orlando RTO's Sales Calls
- Cruise World
- Canada Mission



SIGNATURE  
TRAVEL NETWORK



# POLL







# Upcoming Events

JANUARY - MARCH 2022

- Florida Huddle
- NY Travel & Adventure Show\*
- IITA
- Chicago Travel & Adventure Show\*
- Midwest Sales Mission\*
- Boston Travel & Adventure Show\*
- Cruise360\*

*\*Partner Participation / Invitation*







# LAUDERDALE LOYALISTS

**Coming Soon!**  
**January 2022**



LEARN

RETAIN

PROMOTE

SELL

DIRECTORY



# VISIT LAUDERDALE

EVERYONE UNDER THE SUN

SEARCH

SHOWCASES

## Sales Companion





# Premium Listing Showcase

Back Search for a hotel... VISIT LAUDERDALE

AMOUNT OF RESULTS: 850

Filters: Attractions, Hotels, Transportation

Reset Filters >

- AFRICAN-AMERICAN RESEARCH LIBRARY AND CULTURAL CENTER**  
Fort Lauderdale, 2650 NW Sixth St.  
954-357-6282  
<http://www.broward.org/Library/Pages/BranchDetail.aspx?branchInfo=1>  
View Now >
- PALM BREEZE CHARTERS**  
Boca Raton, 107 E. Palmetto Park Rd.  
561-368-3566  
<http://www.airandsea.com>  
View Now >
- ALOHA WATERSPORTS**  
Fort Lauderdale, A1A And Las Olas Blvd  
954-462-7245  
<http://www.alohawatersports.com/>  
View Now >
- AMERICAN DREAM DIVE CHARTERS**  
Davie, 4012 E Ridgeway Dr.  
954-577-0338  
<http://www.scubafortlauderdale.com>  
View Now >
- ANNE KOLB NATURE CENTER**
- ART AND CULTURE CENTER / HOLLYWOOD**

Map Satellite

# Opportunities Coming Soon!

Back

SHOWCASES

PROMOTION BOARDS

- The Out Islands**  
Bahama Out Islands Promotion Board  
The Out Islands appeal to true connoisseurs of Caribbean island life, to travelers who wan...  
Visit Booth >
- Grand Bahama Island**  
Grand Bahama Island Promotion Board  
Grand Bahama Island is the picture-perfect place for an unforgettable Destination Wedding ...  
Visit Booth >
- Nassau Paradise Island, Bahamas**  
Nassau Paradise Island, Bahamas, is known for having beautiful powdery-white sand beaches ...  
Visit Booth >

ACCOMMODATIONS

- Abaco Beach Resort**  
The premier hotel and marina in the Abacos and a classic Bahamian getaway that captures th...
- Grand Isle Resort & Residences**  
We'll pamper and put you at ease in the most stunning settings. Pristine sands and Exuma's...
- Margaritaville Beach Resort Nassau**  
When you close your eyes and dream of the perfect island getaway, what do you see? Palm

Back Search for a hotel...

AMOUNT OF RESULTS: 102

Filter by Accommodation Type

Filter by Island

Filter by Price

Additional Filters: Accessible Property, Beachfront, Casino, Dive Center, Fishing Lodge, Golf, Marina, Self-Catering, Waterfront

Reset Filters >

- NASSAU PARADISE ISLAND, BAHAMAS**  
NassauParadiseIsland.com  
View Now >
- GRAND BAHAMA ISLAND PROMOTION BOARD**  
Freeport  
View Now >
- BAHAMA OUT ISLANDS PROMOTION BOARD**  
Nassau  
View Now >
- MARGARITAVILLE BEACH RESORT NASSAU**  
Nassau  
View Now >
- GRAND ISLE RESORT & RESIDENCES**  
George Town Exuma,  
View Now >
- ABACO BEACH RESORT**  
View Now >
- GREEN TURTLE CLUB RESORT & MARINA**  
Abacos (The), White Sound  
<https://www.greenturtleclub.com>  
View Now >
- THE ABACO CLUB ON WINDING BAY**  
Abacos (The), Cherokee Sound  
<https://www.theabacoclub.com>  
View Now >

Map Satellite





**ipw**

**ORLANDO**

JUNE 4-8, 2022

POWERED BY U.S. TRAVEL ASSOCIATION

New Visit  
Lauderdale  
Options This Year!





## Improved visual **impact**, integrated **branding**



### Get noticed

Eye-catching branding, attractor/locator



### Own the aisle

Custom branded carpet



### Make it yours

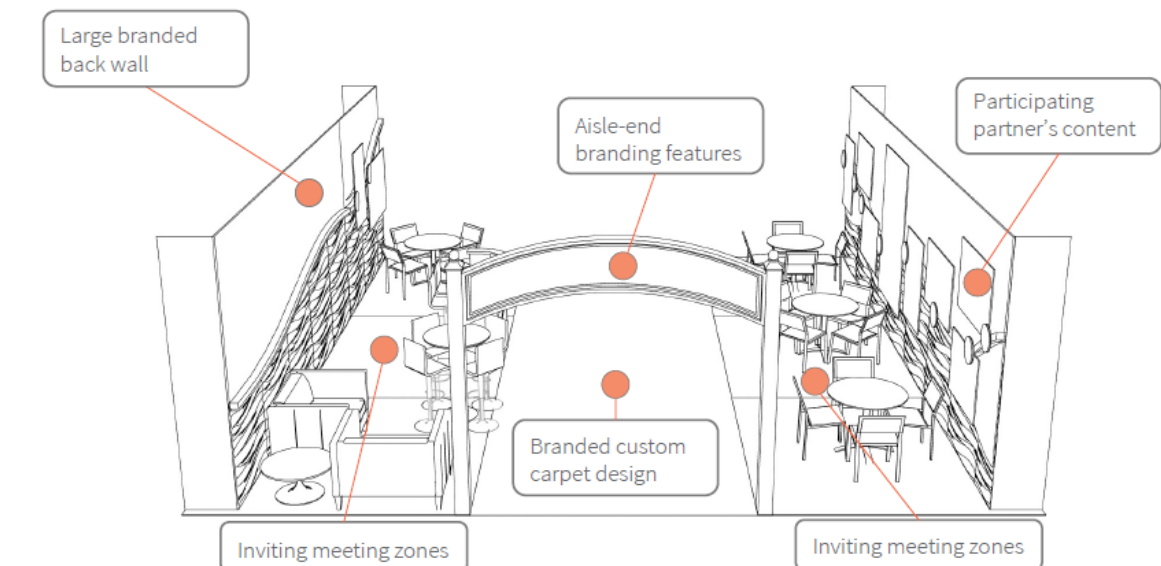
Personalized brand elements



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## Layout Strategy

- Typical open-flow booths for travel/tourism events





# Travel Advisor Deals

[@visitlauderdale.com/traveltrade](https://www.visitlauderdale.com/traveltrade)

[@facebook.com/leisurelauderdale](https://www.facebook.com/leisurelauderdale)





