



VISIT  
LAUDERDALE  
EVERYONE UNDER THE SUN

# Global Trade Partner Update

Thursday, April 11<sup>th</sup>, 2024



# Welcome



VISIT  
LAUDERDALE  
EVERYONE UNDER THE SUN

Tracy, Caitlan, Paul, Roger & Hasan



# Agenda

- Welcome
- IPW 2026 Update
- *New Feature* – UK/Ireland Market Update
- Global Trade Team Updates
- Lauderdale Loyalist
- Travel Trade Co-Op Campaigns
- Visit Lauderdale Market Update





# 762 days to

IPW 2026



VISIT  
LAUDERDALE  
EVERYONE UNDER THE SUN



POWERED BY U.S. TRAVEL ASSOCIATION







# Interesting Info About the **Brits** and **Irish**

## 3 main booking windows for package sales to Florida from the UK and Ireland

- September (for the following summer)
- 26th Dec to Mid February (for Summer)
- Mid-May to end of June (Last minute bookings)

## 3 main travel windows:

- Summer (01 July and 31 August – 60% travel these dates)
- Easter 2 weeks (20% travel these dates)
- Half term (2 weeks in FALL) and Christmas (20% travel in these dates)

- Average UK traveler stays 13-14 nights in Florida – divided between Orlando and a beach destination
- Average UK person will get 5 weeks vacation a year and they take it!!!!
- 2019 Florida airports received a total of 1.6 million passengers from the UK – The best year ever

450k Irish travelled to the USA in 2023, approx 180k travelled to Florida

The UK is the number one overseas market to Florida and hope to get back to 2019 record levels by 2025

Approx 1.2 Million Brits visited Florida in 2023 – with 1.3 million expected in 2024

Estimated 75k Brits stayed in GFL spending 92Million\$



# United Kingdom Overview

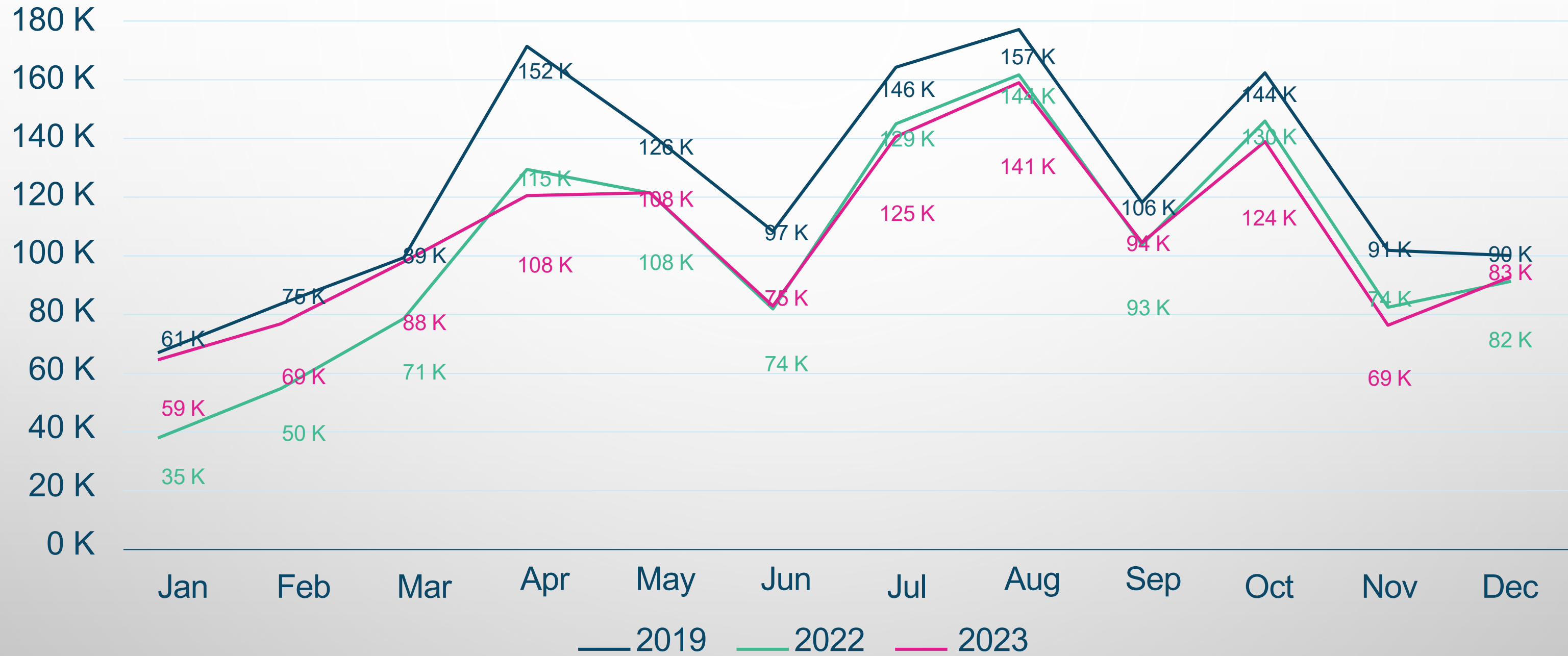
## Top 10 Countries Florida: 2023

Rank	Country	Visitors	YoY 2022	YoY 2019	Rank	Country	Visitors	YoY 2022	YoY 2019
1	Canada				6	Argentina	413,000	+17%	-26%
2	United Kingdom	1,143,000	+3%	-14%	7	Germany	312,000	+21%	-17%
3	Brazil	1,021,000	+44%	-22%	8	Ecuador	251,000	+28%	+2%
4	Colombia	565,000	+1%	+3%	9	Chile	245,000	+2%	+18%
5	Mexico	514,000	+16%	+3%	10	France	228,000	+30%	-26%

**\*2022 Canadian Visitors  
2,790,00**

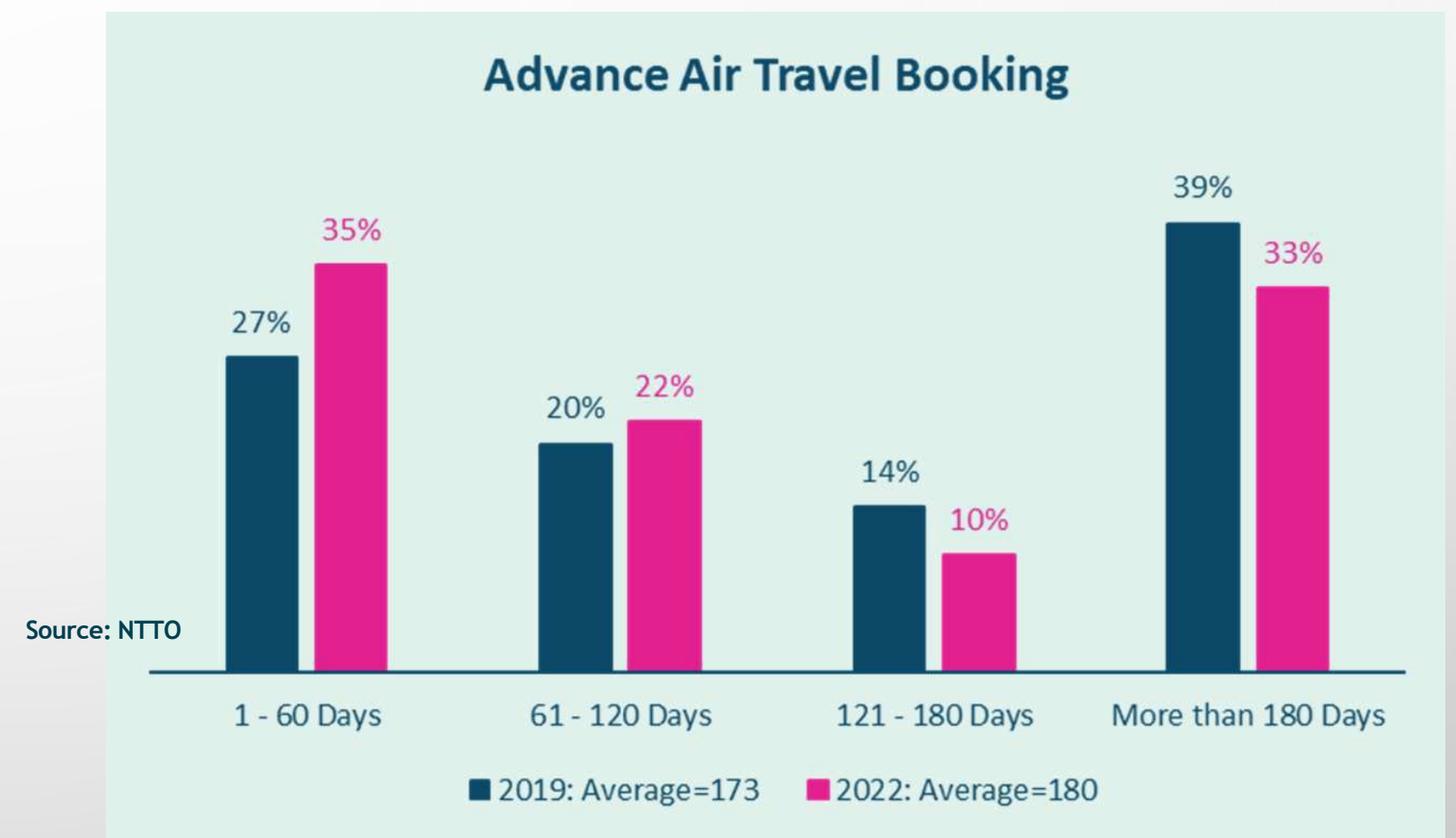
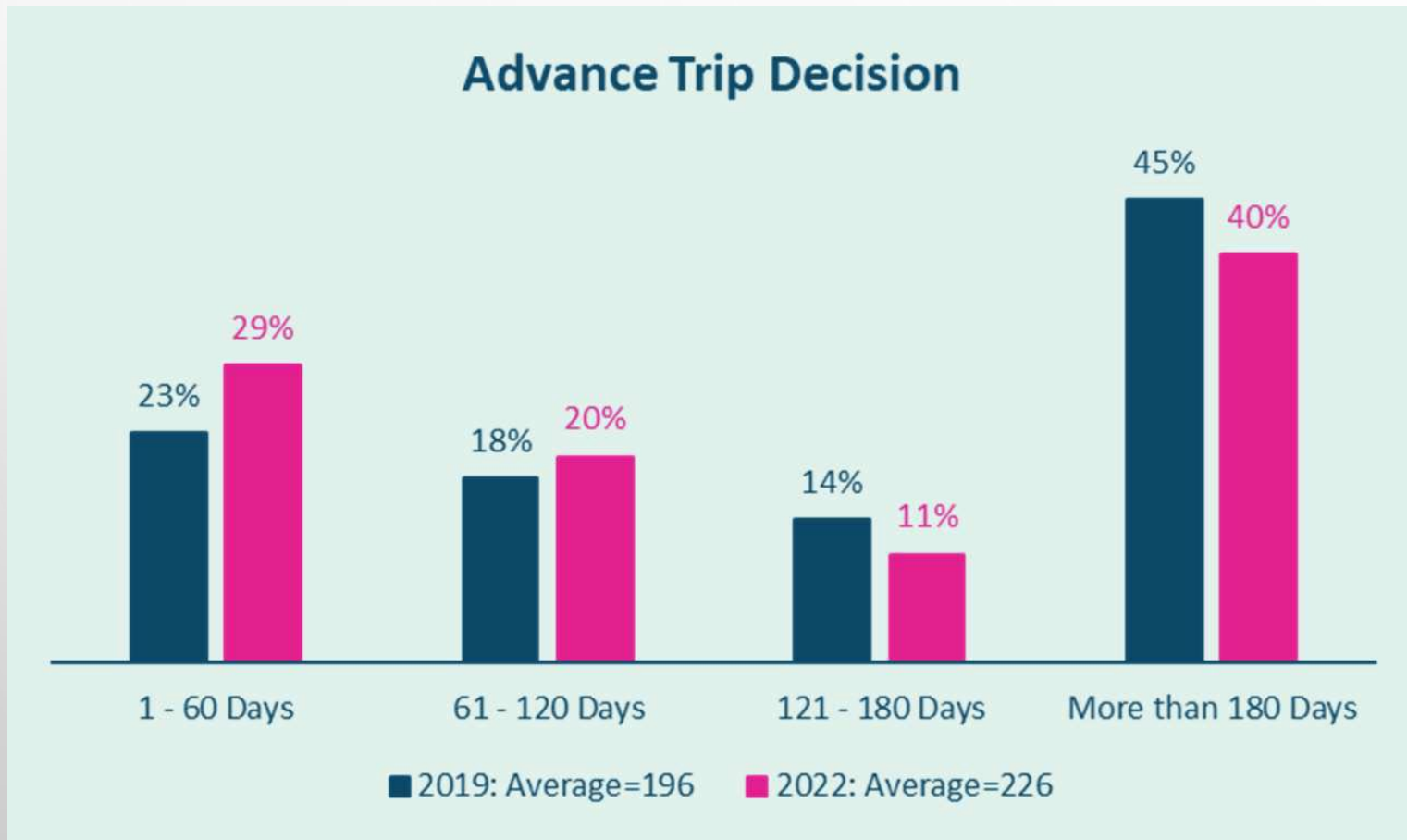


# U.K. VISITATION TO FL MONTHLY





# General UK Stats



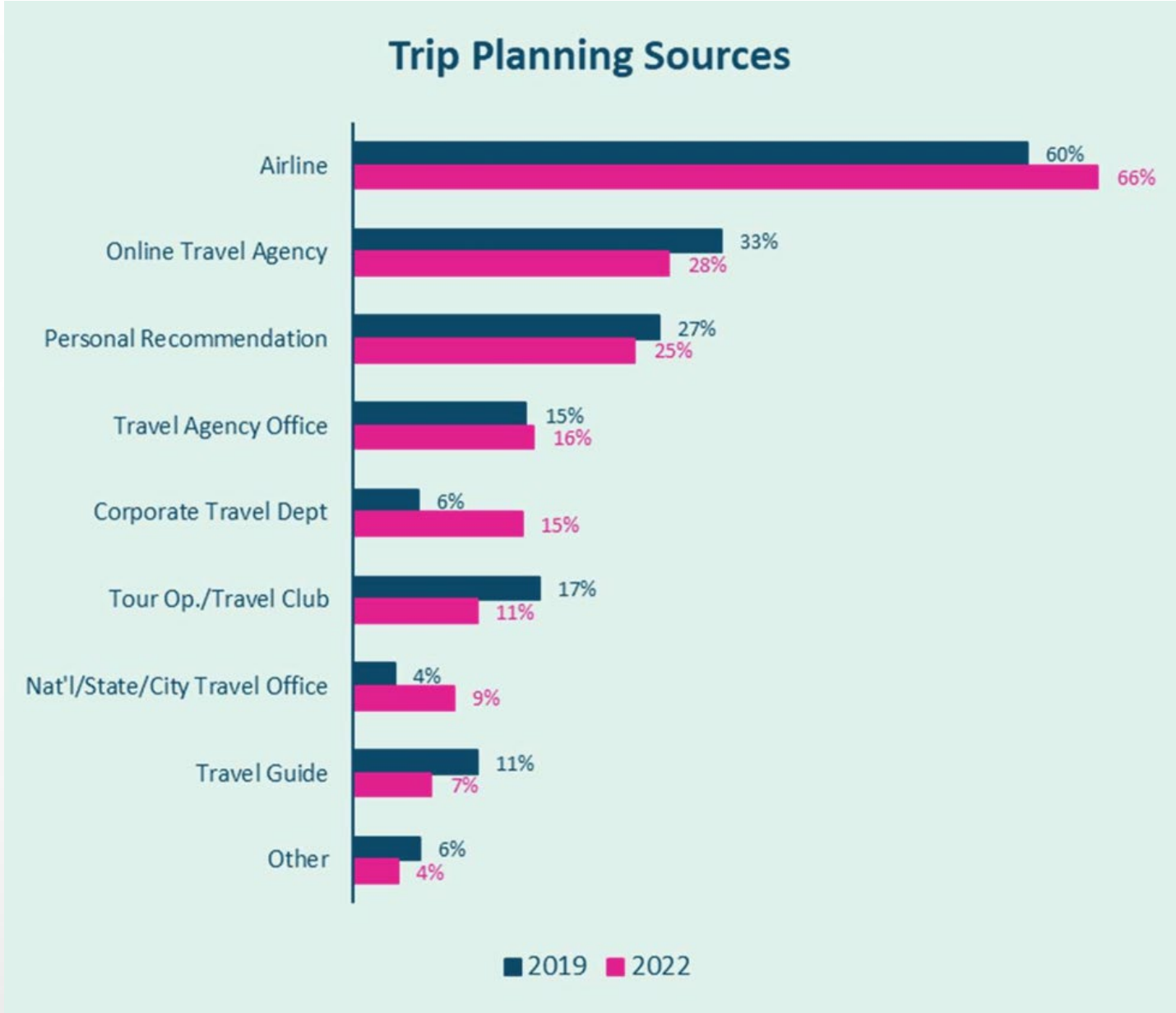


# General UK Stats

Lodging Reservations <sup>1,2</sup>		
	2019	2022
Yes, Booked through	67%	69%
<b>Self Book</b>	<b>45%</b>	<b>53%</b>
Internet Booking Service	23%	26%
Accommodation Directly	20%	25%
Other*	2%	2%
<b>Agency/Operator</b>	<b>28%</b>	<b>27%</b>
Tour Op./Travel Club	12%	10%
Travel Agency Office	10%	10%
The Airline	7%	7%

TOP Receptive Operators used by UK and Irish Operators

- Bonotel**
- Hotelbeds**
- ATI**
- Tour Mappers**

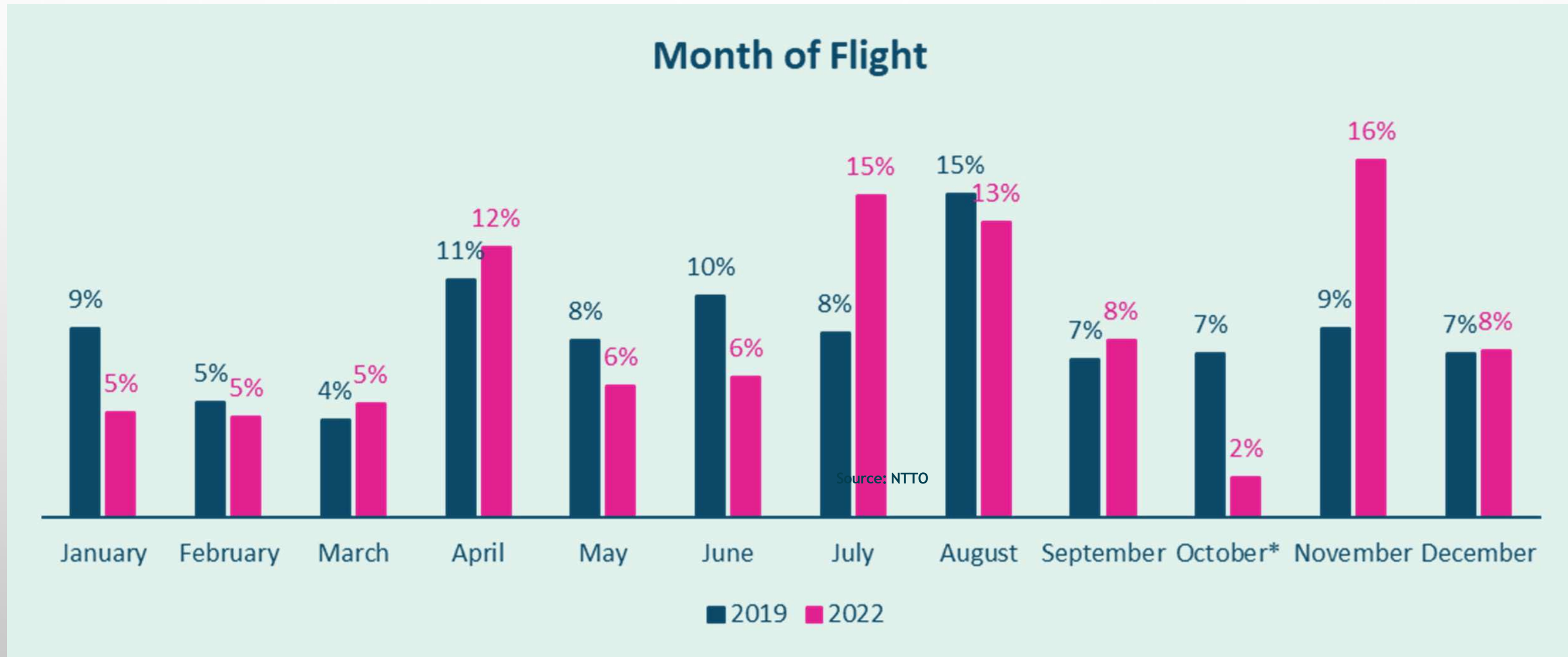


- 74% Stay Hotels/ 22% Private Homes
  - 20% Economy
  - 50% Mid
  - 30% Luxury
- 80% Vacation/ Holiday the Main reason for Travel
- 2ppl is the average party size

Source: NTTO



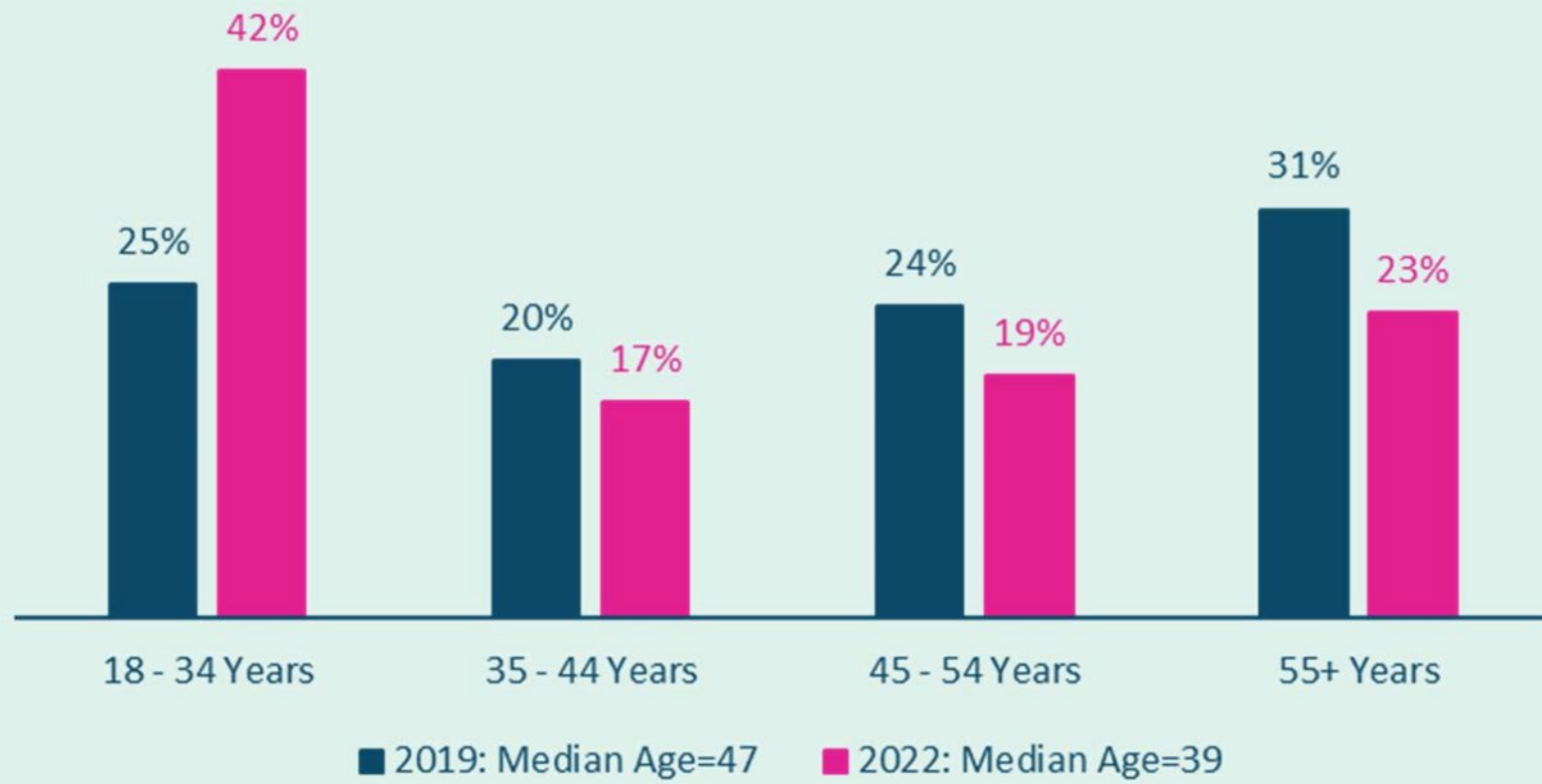
# General UK Stats





# General UK Stats – Florida Only

### Age of Adult Traveler



### Household Income







Source: NTTO

## General UK Stats

- **Mature travels / Average Age 60**
- **Average income \$109,689**
- **7% stay in GFL, 7% stay in Tampa, & 3% stay in Melbourne**
- **Longer length of stay, 13.6 nights**
- **\$105 Average per visitor/ day**

Source: NTTO



# How do the Brits and Irish get to Florida/ GFL Airlines

## • TOP AIRLINES TO FLORIDA from UK

- Virgin Atlantic – Orlando, Miami and Tampa - Direct
- British Airways - Orlando, Miami and Tampa - Direct
- TUI – Melbourne Airport – Direct
- Norwegian Airlines – Orlando - Direct
- Delta Via ATL to MIA, ORL, FLL, TPA
- JetBlue - Via NYC to MIA, ORL, FLL, TPA
- American Airlines - Via NYC to MIA, ORL, FLL, TPA
- United - Via NYC to MIA, ORL, FLL, TPA
- Air Canada – Via Canada to FLL, MIA, ORL, TPA



- Daily flights from London & Manchester
- Summer weekly flights from 4 other locals including Belfast & Glasgow.
  - 150K passengers yearly



- Working with Air Canada and UK Travel agents/ operators
- Easier process through Customs
- Package programs & Campaign promotions

## • TOP AIRLINES TO FLORIDA from IRELAND

- Aer Lingus – Dublin to Orlando - Direct
- Aer Lingus/AA/Jetblue/Delta – Via ATL, NYC, BOS to ORL/FLL/MIA/TAMPA
- United Via Newark to ATL, NYC, BOS to ORL/FLL/MIA/TAMPA
- Delta via ATL, NYC, BOS to ORL/FLL/MIA/TAMPA

- Brightline Game Changer
- 7 days in Orlando, 7 days in GFL
- No need for rental cars

**Jetset**

**VISIT LAUDERDALE**  
EVERYONE UNDER THE SUN

Looking for a well-deserved getaway?  
Fort Lauderdale's 24-mile span of golden beaches and vibrant waterways, awaits you. Hotels, restaurants, shopping destinations and attractions throughout Greater Fort Lauderdale's 31 neighbourhoods are ready to welcome you with gracious hospitality. So come relax and unwind, while enjoying a change of sunny scenery.

[DISCOVER MORE](#)

**BOOK NOW**  
[www.jetsetflights.co.uk](http://www.jetsetflights.co.uk)

**Jetset**  
JUST JUMP ON JETS

**SEAMLESS TO FORT LAUDERDALE VIA TORONTO, WHY WAIT?**

**AIR CANADA**

Take off from LHR, MAN, DUB and EDI to sunny Fort Lauderdale with seamless connections in Toronto.

Air Canada offer the utmost in comfort, technology and innovation.

Choose your experience among the clouds using our new JETS TECH

*Enhance The Experience!*

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# Visit Lauderdale UK Trade & PR Mission February 2024

**London Evening Event** held for  
13 top tier Journalists & Travel  
Trade Partners



**Travel Gossip** Travel  
Agent Event.  
Presentation and  
Networking with 45  
Travel Agents from the  
Greater London region



**Manchester Evening Event** held  
for 9 Travel Trade Partners



# UK Trade Meetings February 2024



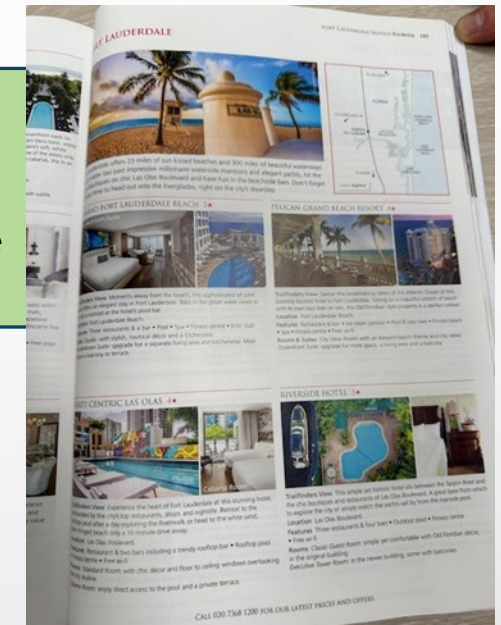
## Jetset Holidays

- Staff Training
- Air Canada Promotion and Package
- Coffee on the Couch with Tracy Vaughan



## Trailfinders

- Meetings with Product Team
- Featured in their Tariff Guide
  - +12% in 24



## Virgin Holidays

- 11 locations featured in GFL
- Selling into summer 25
- Possible FAM in July



## Gold Medal/ Dnata Group

- Meetings with Product team for B2B and B2C
- Florida Top Seller/ Hotels needed for 2025
- Inquiring on attractions throughout GFL





# UK Mission Media Meetings & PR



Tracy conducted over 20 1-1 mtgs with travel journalists during IMM London to include:

- Sunshine Radio Dublin
  - TravelMole
- Charitable Traveler
- Luxury Lifestyle Magazine
- National Geographic Traveler
- Cruising World/ British Airways
  - ITV
- “destination update” press release to UK database of travel, lifestyle and travel trade media as well as all that attended IMM



## Visit Lauderdale Announces What's New in Greater Fort Lauderdale

*From new attractions to restaurant openings, there's plenty to enjoy!*

[Click here for photography](#)

**GREATER FORT LAUDERDALE, FL (March, 2024)** Visit Lauderdale, the official destination marketing organization for Greater Fort Lauderdale, has rounded up a list of new eateries, hotel accommodation and entertainment experiences to fuel your wanderlust and plan your next trip to Greater Fort Lauderdale.

What's new in Greater Fort Lauderdale where [Everyone Under the Sun](#) is welcomed with open arms? Here's your insider's look with this hand-picked list:

### **Dining Scene**

**Baoshi** (opened November 2023), an innovative Asian food hall, stylish cocktail bar and lounge, is revolutionizing suburban Greater Fort Lauderdale's dining scene. Located in Pembroke Pines, Baoshi features five distinct food vendors including Boba Street Café, Gold Marquess, Poke OG, and Temple Street Eatery – all under one roof.

**Café Bastille** (opened November 2023) is bringing Parisian flair to its new location near downtown Fort Lauderdale. The expansive 4,000-square-foot French café is now serving an all-day brunch menu, freshly baked pastries, specialty drinks, healthy lunch options, and weekend happy hour with live DJs.

**Grandma's Secret** (opened October 2023), Greater Fort Lauderdale's only Uzbekistan restaurant debuted in Dania Beach to rave reviews. Serving a delectable amalgamation of several Middle Eastern and Central Asian countries, owner Bakhtiyor Ostonov, has mastered the traditional cuisine of his homeland and pairs it with dishes from neighboring Kazakhstan, Armenia, Turkey and Xinjiang in northwestern China.

**Livello** (opened December 2023) is an elevated, fine dining experience where passion meets culinary precision. The restaurant recently opened in Coral Springs and diners are savoring Chef Bruno's culinary mastery, which he honed on the vibrant streets of Rio De Janeiro, guided by his grandfather, a maestro of classic Italian flavors.

There's a new addition to the fine dining scene with the debut of **MAASS** (opened in December 2023) at the Four Seasons Hotel and Residences in Fort Lauderdale. At the helm is renowned, **Michelin-starred chef, Ryan Ratino** whose contemporary wood-fire restaurant is an inspired fusion of European and Japanese cooking techniques and ingredients. Diners can also savor the restaurant's extensive wine program and seasonal menu against a stunning ocean-facing backdrop with indoor and outdoor dining options.







# Moving Forward

The logo for Visit Florida, featuring the word "VISIT" in a small font above the word "FLORIDA" in a larger, bold font, all in white text on a magenta square background.

**VISIT FLORIDA**

**Visit Florida Sales Mission  
targeting Travel Trade, April  
2024. Glasgow, Birmingham  
and Manchester**



**Hablo Trade and Media  
FAM September 2024**

The logo for Brand USA, featuring the letters "USA" in a large, white, pixelated font on a blue background, with the website "VisitTheUSA.com" in a smaller white font below it.

**USA**  
VisitTheUSA.com

**Brand USA**

**Brand USA Mega FAM  
September 2024**



**Visit USA Roadshow targeting Travel Agents  
and Reservation Staff in October 2024.  
Birmingham and Southampton**





## CANADA, UK & SCANDINAVIA

- IITA Summit, Memphis
- UK Mission / IMM, London and Manchester
- USA Travel Show, Copenhagen
- FDM Travel USA, Copenhagen
- Swanson's America Travel Day, Malmo
- Outdoor Adventure Show, Montreal



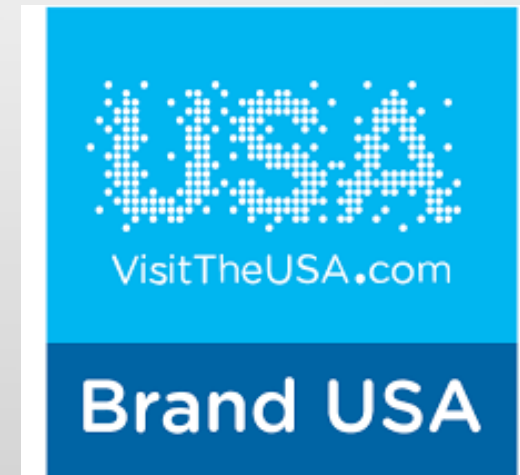




# Upcoming Canda / UK/ Europe

Paul Mason

- Virtuoso On Tour Montreal (April 4<sup>th</sup>-5<sup>th</sup>)
- IPW LA, Partner Event in LA (May 4<sup>th</sup>-7<sup>th</sup>)
- LIEB PR/ Media FAM (May 12<sup>th</sup>-15<sup>th</sup>)
- DERTOUR FAM (May 16<sup>th</sup> -19<sup>th</sup>)
- Brand USA Canada Mission (June 3<sup>rd</sup>-7<sup>th</sup>)
- Travel Marketplace, Toronto (June 25<sup>th</sup>-26<sup>th</sup>)







# LATAM January-March

## • ARGENTINA:

- Florida Day
- ECTU Ladevi Event



## • BRAZIL:

- Mercado e Eventos – Brazilian Pre-Cruise Media FAM
- Azul Viagens – Brazilian Pre & Post Cruise FAM

## • COLOMBIA:

- ABC Mundial Media
- ANATO
- Visit USA Roadshow in Pereira & Bucarmanga



## • MEXICO:

- Virtuoso LAC Webinar
- Price Travel / Brand USA Webinar



## • PERU:

- Visit USA, Summer Fest & Florida Week





# LATAM - Upcoming

Caitlan Etchevers

- WTM LATAM – Sao Paolo April 15-17
- Brazilian Sales Mission in Belo Horizonte & Recife 4/18-4/20
- IPW – LA with the Team!
- PRGE Receptive Brazilian FAM- 5/21-5/23
- CVC Corp Brazil FAM – 6/6-6/7
- Top Producers, Peru & Ecuador FAM – 6/12-6/14
- Colombian Sales Mission – Medellin, Barranquilla, Bogota 6/17-6/21
- Spirit / Colombia FAM – 8/20-8/23
- Interep Brazil FAM – 9/20-9/22
- MEGA FAM with Celebrity Cruises Mexico 11/7-11/9





# Domestic January-March



## • Travel & Adventure Show

- Chicago, Washington DC & Atlanta

## • Sales Mission

- San Diego &
- Orange County/Costa Mesa

## • Road to Relaxation FAM

## • Cruise Planners Bootcamp

## • Travel Agent Forum



# Domestic - Upcoming

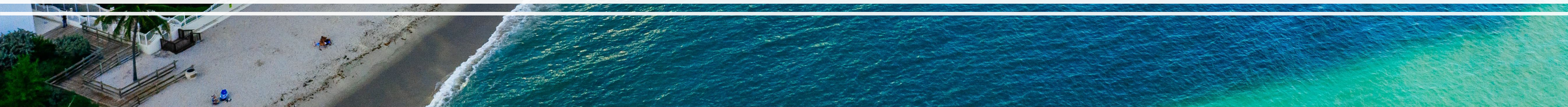
- Cruise360 – Broward County Conv. Center 4/16-4/21
- Travel Weekly Sunshine Ambassador FAM 4/22-4/25
- Cruise One/ Dream Vacations FAMs 4/20, 4/25, 5/4
- ASTA South Florida – Deerfield Beach 4/29-4/30
- AAA Auto Club Enterprises – Port Everglades 5/11
- ASTA Travel Advisor Conference – Dallas 5/29-5/31
- Signature Regional – Chicago 6/5-6/7
- Signature/Pleasant Holiday FAM – Fort Lauderdale 6/20-6/22
- Michigan/Ohio Sales Mission – 7/9-7/12 **\*\*Partners needed\*\***
- GTM Pre & Post FAMs – 7/16-7/18 & 7/21-7/23







# LAUDERDALE LOYALIST PASSPORT





## Top Countries

- US – 1073
- Canada - 279
- UK – 91
- Brazil – 38
- 

VIP Passports issued

100







# Trade Marketing Initiatives & Co-Op's



## Co-op Trade and Consumer Marketing Campaigns

B2B, B2C, B2B2C

### LATAM

- ABC Mundial Ongoing coverage for Colombia / Argentina Markets
- Ladevi Mexico - Colombia
- Ladevi LATAM (Argentina, Chile, Ecuador, Peru)
- Ladevi / Panrotas - Cruise Edition
- Brand USA – Price Travel Mexico
- Inclusive Tour Representaciones – Colombia ANATO
- **Orinter –Brazil**
- **Visual Turisme Colombia**
- **Price Travel Colombia**
- **Viajes El Corte Ingles Colombia**
- **Atrapolo –Colombia**
- Virtuoso B2B and Social Emails –Brazil & Mexico



## EVENTOS EN FORT LAUDERDALE: ¡SABORES, SONIDOS Y EMOCIONES SIN FIN!



¿Buscas un destino en Florida para tus vacaciones? ¡Greater Fort Lauderdale te espera! Sus playas y diversas ciudades son el escenario perfecto para venir a disfrutar de varios eventos anuales que tenemos en La Gran Fort Lauderdale.



Desde festivales de música a la orilla del mar hasta exhibiciones náuticas y aéreas, ferias gastronómicas y vinícolas o eventos deportivos, Greater Fort Lauderdale tiene opciones para todos.



Asiste a los eventos y disfruta de la playa de La Gran Fort Lauderdale



## Co-op Trade and Consumer Marketing Campaigns

B2B, B2C, B2B2C

### INTERNATIONAL cont.

- Hotelbeds – USA/ Canada/ Euro, LATAM
- Travel Industry Today – Takeover Tuesday
- Snowbird Advisor.CA
- Travel Week Canada

### DOMESTIC

- VAX Vacation Access - Summer
- Northstar – ongoing





# Hotel Metrics

## January 2024

### OCCUPANCY



Flat to 2023  
13% above 2022

### AVERAGE DAILY RATE

**\$210.14**

3% below 2023  
17% above 2022

### SUPPLY

**2%**  
below 2023

**1%**  
below 2022

### REVENUE PER AVAILABLE ROOM

**\$158.71**

3% below 2023  
31% above 2022

### DEMAND

**2%**  
below 2023

**12%**  
above 2022

### HOTEL REVENUE

**4%**

below 2023  
**30%**  
above 2022

## February 2024

### OCCUPANCY



1% above 2023  
3% above 2022

### AVERAGE DAILY RATE

**\$241.10**

4% below 2023  
12% above 2022

### SUPPLY

**4%**  
above 2023

**6%**  
above 2022

### REVENUE PER AVAILABLE ROOM

**\$202.58**

3% below 2023  
15% above 2022

### DEMAND

**5%**  
above 2023

**9%**  
above 2022

### HOTEL REVENUE

**1%**

above 2023  
**22%**  
above 2022

## March 2024

### OCCUPANCY



0.1% above 2023  
2% below 2022

### AVERAGE DAILY RATE

**\$237.08**

3% below 2023  
3% above 2022

### SUPPLY

**1%**  
above 2023

**1%**  
above 2022

### REVENUE PER AVAILABLE ROOM

**\$195.80**

3% below 2023  
1% above 2022

### DEMAND

**1%**  
above 2023

**1%**  
below 2022

### HOTEL REVENUE

**2%**

below 2023  
**3%**  
above 2022



# Hotel Metrics

2023 Year-to-Date  
January 1 – December 31

## OCCUPANCY



6% below 2019  
0.3% above 2022

## AVERAGE DAILY RATE

\$186.32

27% above 2019  
4% above 2022

## HOTEL REVENUE

42% above 2019

4% above 2022

## DEMAND

12% above 2019

1% above 2022

## REVENUE PER AVAILABLE ROOM

\$133.92

20% above 2019  
4% above 2022

## NEW SUPPLY

19% above 2019

0.3% above 2022

\*3 hotels (297 rooms)  
in pipeline for 2024



# Hotel Metrics

2024 Year-to-Date  
January 1 – April 6

## OCCUPANCY



1% above 2023  
4% above 2022

## AVERAGE DAILY RATE

**\$230.07**

3% below 2023  
9% above 2022

## HOTEL REVENUE

**1%** below 2023

**16%** above 2022

## DEMAND

**2%** above 2023

**6%** above 2022

## REVENUE PER AVAILABLE ROOM

**\$185.73**

2% below 2023  
13% above 2022

## NEW SUPPLY

**1%** above 2023

**2%** above 2022

\* 2 hotels (157 rooms)  
in pipeline for 2024



# Hotel Performance vs Forecast

Mar 2024	Forecast	Actual	%Difference
Occ	81.5%	82.6%	+1%
ADR	\$ 242.52	\$ 237.08	-2%
RevPAR	\$ 197.76	\$ 195.24	-1%

## CY 2024 Forecast

as released Feb 2024

Occ	ADR	RevPAR
71.0%	\$ 179.66	\$ 129.83



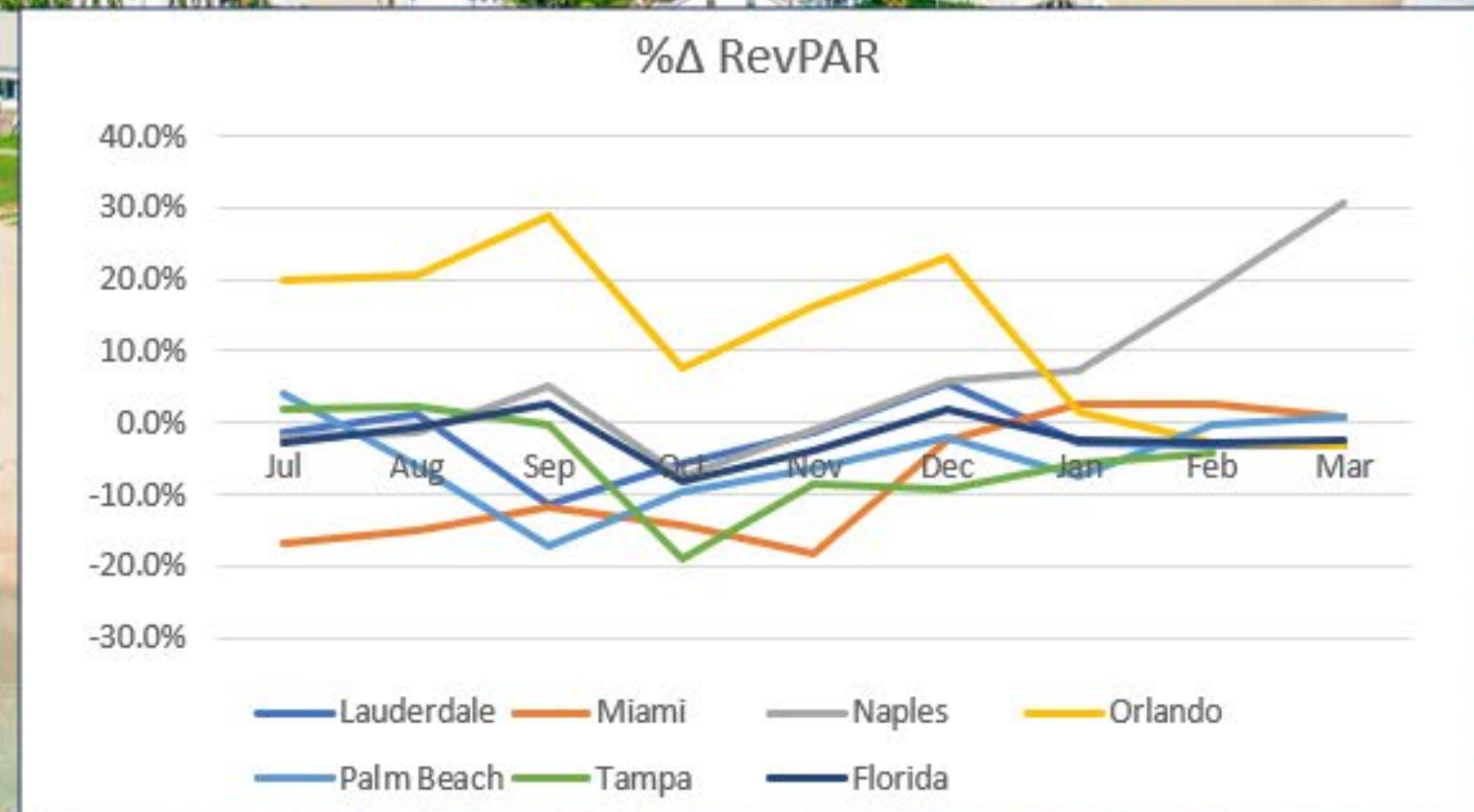
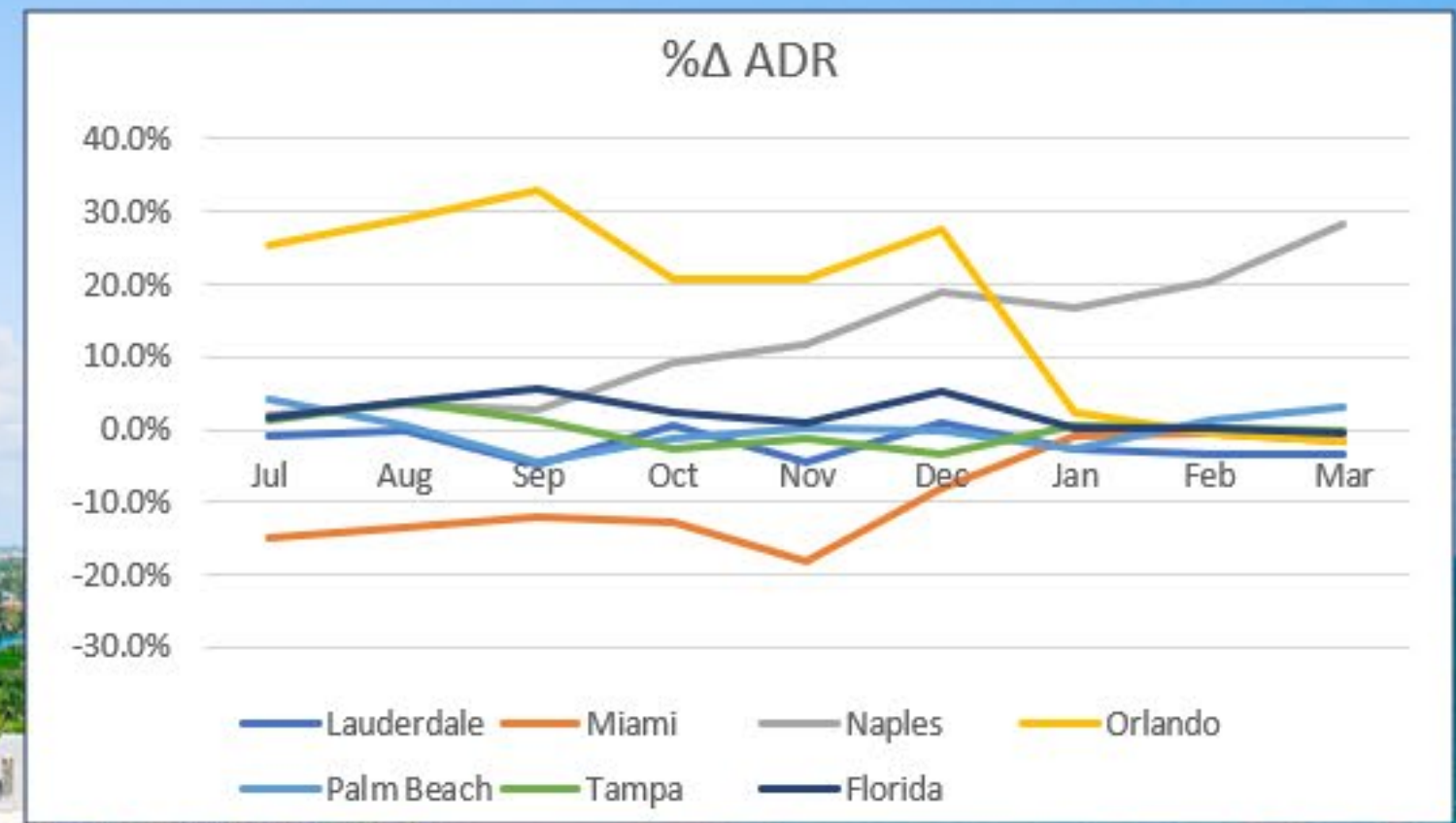
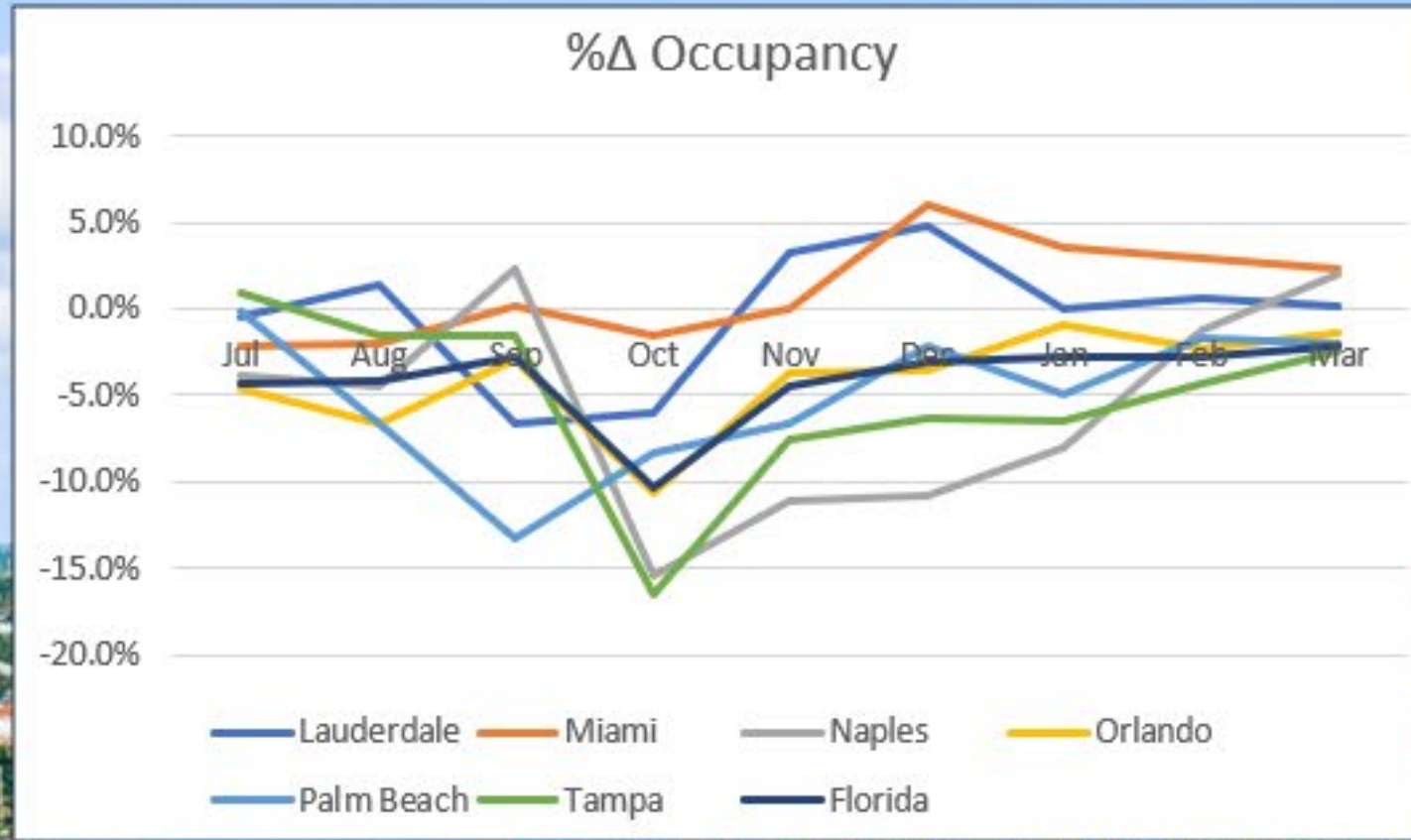
# Comparison of Segmentation Mix

2024 vs. 2023 vs. 2022 (Jan-Feb)





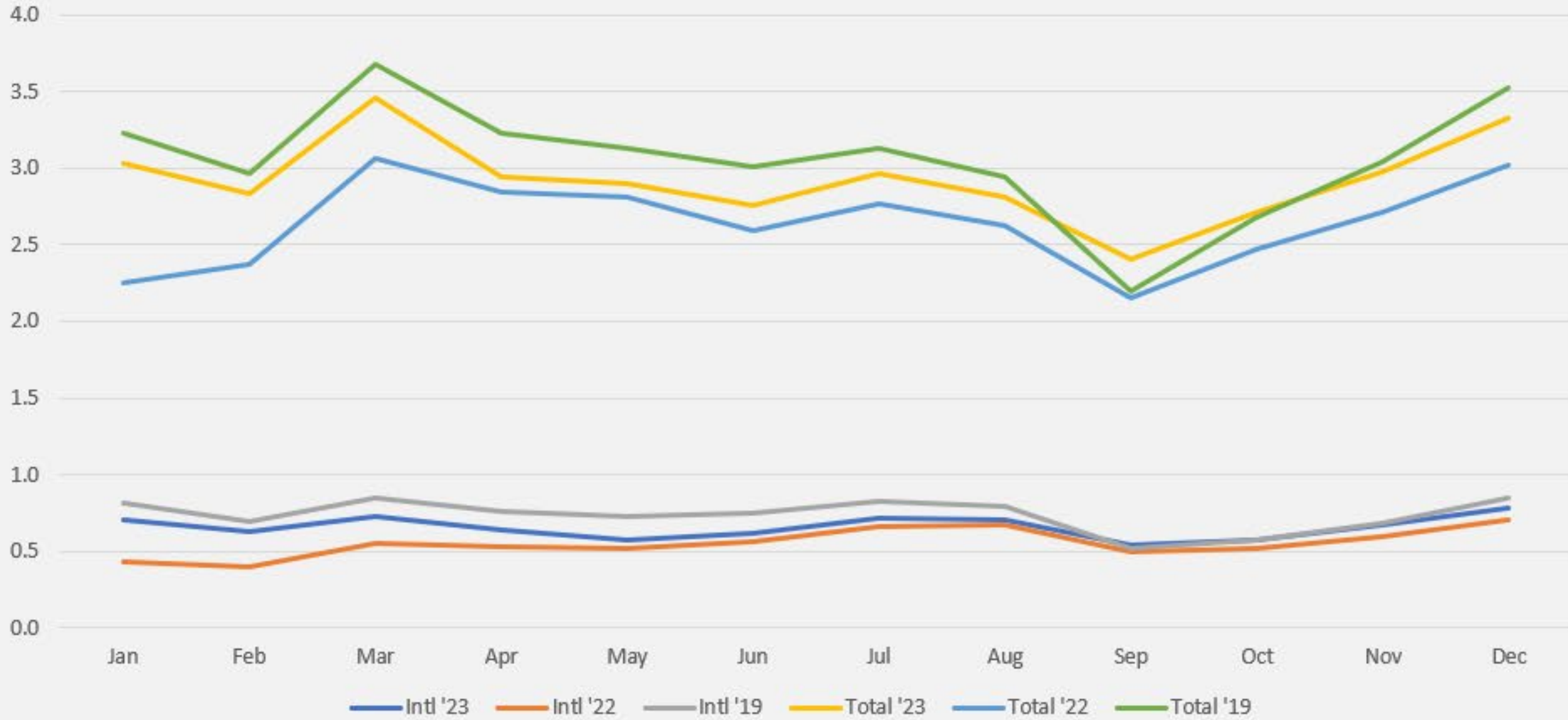
# Performance to Competitive Set Year-over-Year





# FLL Passenger Volume

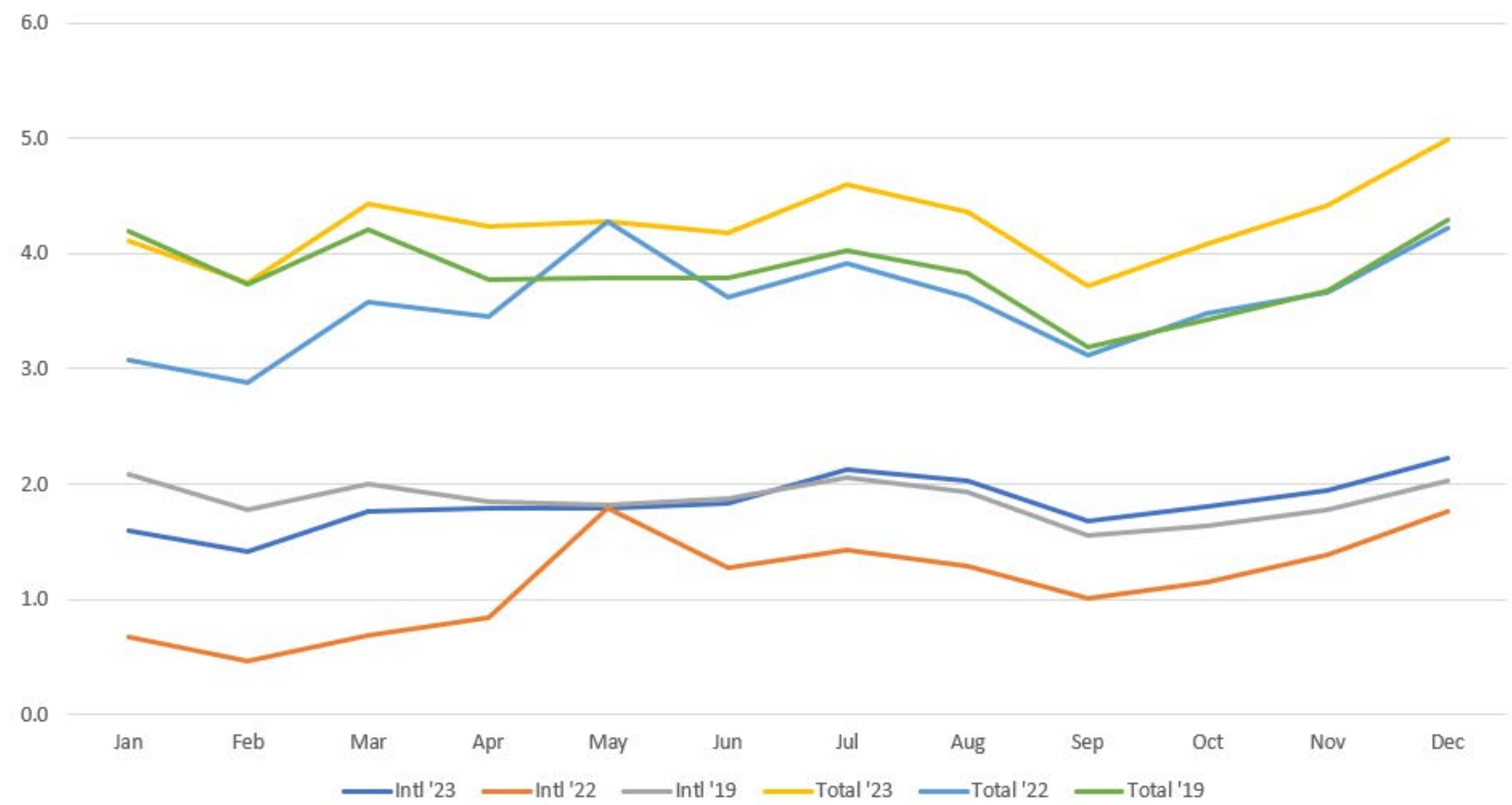
International and Total Monthly YoY (in Millions)





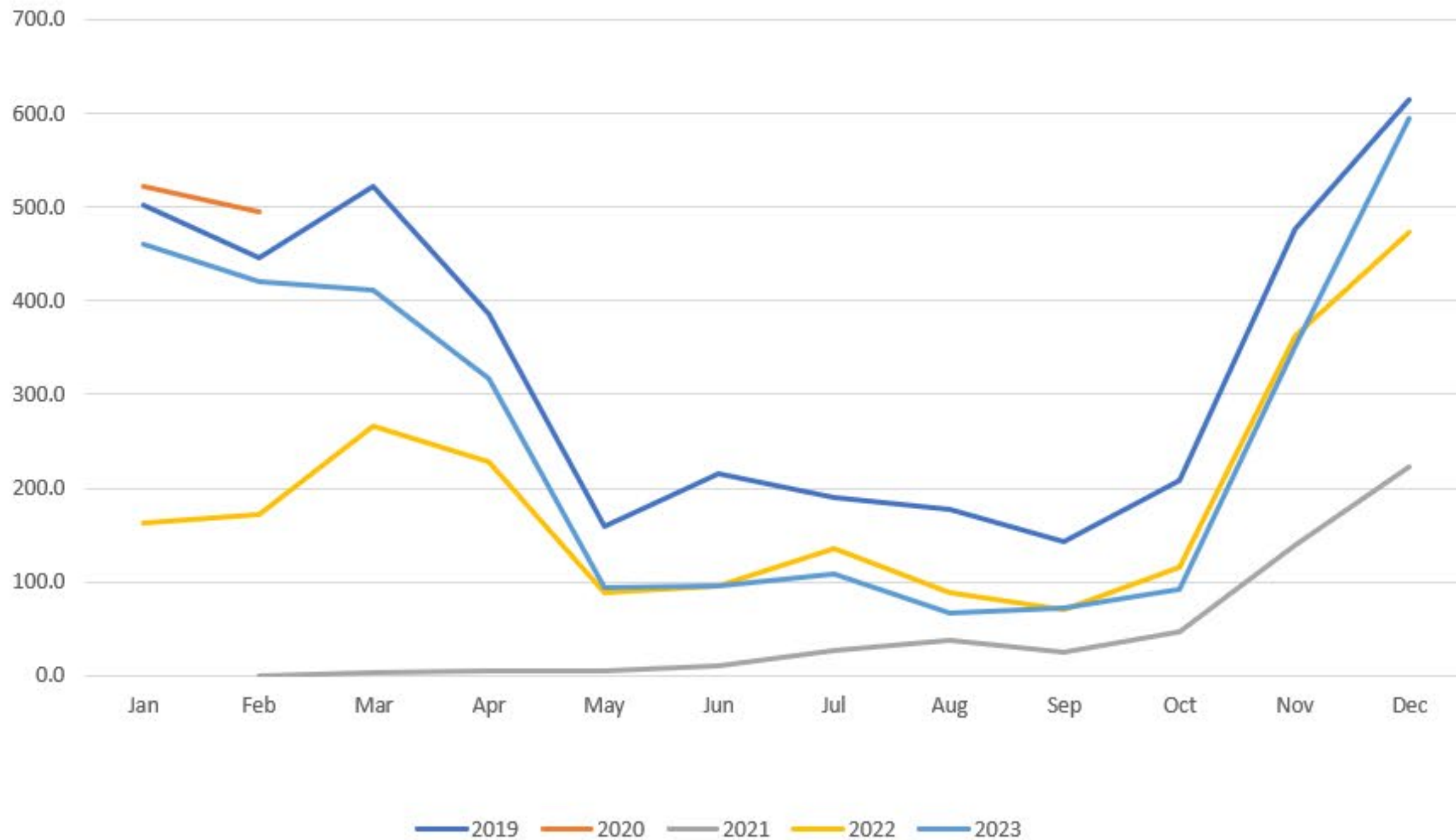
# MIA Passenger Volume

International and Total Monthly YoY (in Millions)





# Cruise Passenger Volume YoY by Month (in Thousands)





A landscape photograph featuring a long, straight dirt road that recedes into the distance towards a horizon. The sky is filled with large, textured clouds, and a warm, golden light from a low sun is visible at the horizon, creating a soft glow. The foreground is dominated by tall, dry grasses and a few small, dark trees on the left side.

In Conclusion:

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# Leisure Lauderdale







# QUARTERLY PARTNER MEETING

# SAVE THE DATE

Thursday, July 11 , 2024  
9:30 a.m.  
Virtual



thank you!

