



VISIT
LAUDERDALE
EVERYONE UNDER THE SUN

Global Trade Partner Update

Tuesday, January 14th, 2025

Welcome



VISIT
LAUDERDALE
EVERYONE UNDER THE SUN



Tracy, Caitlan, Paul, Roger, Hasan & Willine



Agenda

- Welcome
- Everything Futbol with Expedia
- Global Trade Team Updates
 - Domestic
 - LATAM
 - Europe/Canada
 - Lauderdale Loyalist
- Visit Lauderdale Market Update



VISIT LAUDERDALE'S FIRST SOCCER GUIDE IS COMING!

- 50k Copies To British Travelers Within
The Essentially America Magazine
Spring Issue.
- 20k Stand Alone Copies In English,
Spanish, Portuguese, & German





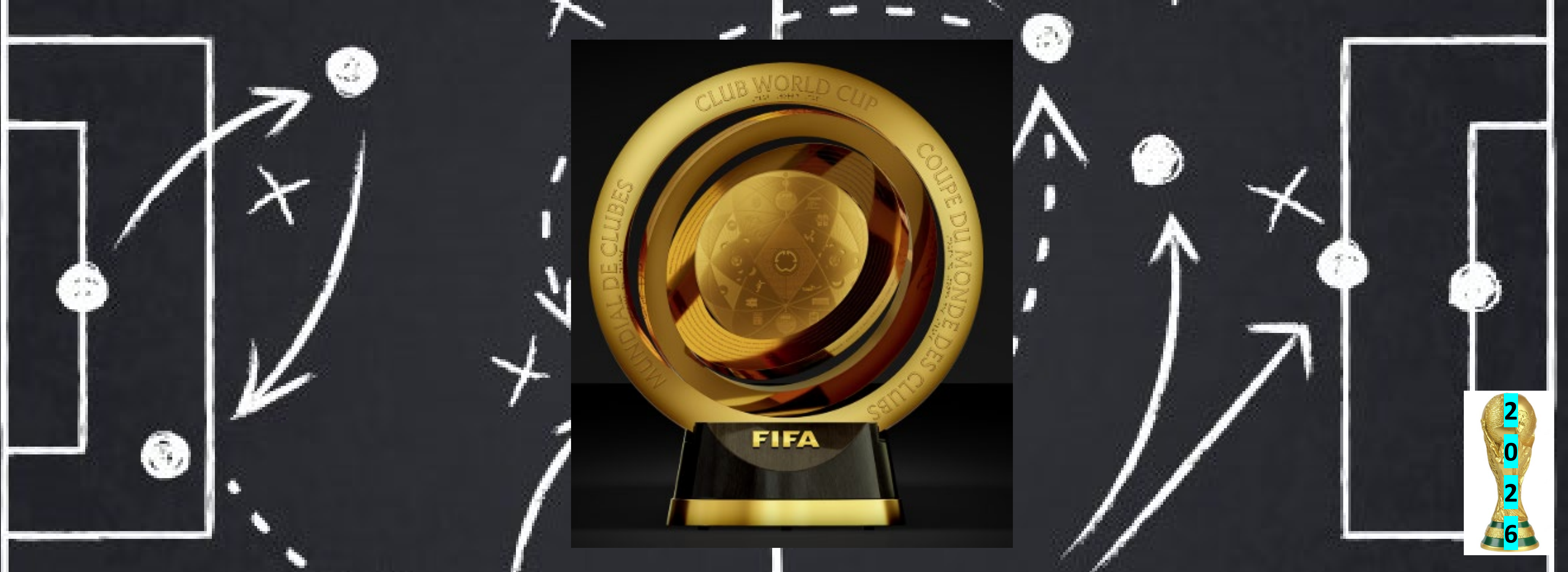
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FIFA “CLUB” World Cup 2025

Event Overview and Key Details

New tournament will be played for the first time in 2025

Club sides from each of the six international confederations: AFC, CAF, Concacaf, CONMEBOL, OFC and UEFA.

32 teams with a total of 63 matches

Dates June 14 to July 13.

12 venues FLL/Miami , Orlando (Camping World Stadium & Inter&Co Stadium)

Philadelphia, Seattle, Washington, D.C, Atlanta, Cincinnati, Charlotte, LA, Nashville, NY

Opening Game: Inter Miami Vs Al Ahly, Hard Rock Stadium – Miami, FL

The Final to be played at MetLife Stadium in New York New Jersey.

What's Special About the Event?

- **Unique chance to watch rare matchups in an official competition**
- **Tournament is taking place during low season**
- **Hard Rock Stadium will host 8 Games**
- **LATAM Fans Proximity and Air connectivity**
- **Top cities with Domestic Soccer Fans (New York, Los Angeles, FLL/Miami)**

Estimated Fan Base Sizes in North America

(Rough Approximation)

Real Madrid: ~800,000 to 1 million+

Chelsea: ~400,000 to 600,000

Manchester City: ~300,000 to 500,000

Bayern Munich: ~300,000 to 400,000

Paris Saint-Germain: ~200,000 to 300,000

Juventus: ~200,000 to 300,000

Inter Milan: ~150,000 to 250,000

Benfica: ~150,000 to 250,000

Atletico Madrid: ~150,000 to 200,000

Borussia Dortmund: ~150,000 to 200,000

Porto: ~100,000 to 150,000

FC Salzburg: ~20,000 to 40,000

Flamengo: ~500,000 to 800,000

River Plate: ~400,000 to 600,000

Boca Juniors: ~350,000 to 550,000

Palmeiras: ~250,000 to 400,000

Monterrey: ~300,000 to 500,000

Seattle Sounders: ~200,000 to 300,000

Club León: ~200,000 to 300,000

Pachuca: ~150,000 to 250,000

Fluminense: ~100,000 to 200,000

Auckland City: ~20,000 to 50,000

Al Ahly: ~150,000 to 250,000

Al Hilal: ~100,000 to 200,000

Wydad: ~80,000 to 150,000

ES Tunis: ~50,000 to 100,000

Mamelodi Sundowns: ~50,000 to 80,000

Urawa Red Diamonds: ~30,000 to 50,000

Al Ain: ~20,000 to 40,000

Ulsan Hyundai FC: ~20,000 to 40,000x

Uncertainties & Disadvantages

- **Difficulty measuring the market impact**
- **European fans traveling to the U.S.**
- **Vacation Rentals & Ticket pricing**
- **Will the top European teams play with their star players?**
- **Not exclusive to South Florida**
- **Quality of games**

Games

GROUP STAGE

Saturday, June 14 Group A: Al Ahly Egypt (Egypt) vs. Inter Miami (US), 8 p.m. ET (Miami)

Monday, June 16 Group D: Boca Juniors (Argentina) vs. Benfica (Portugal), 6 p.m. ET (Miami)

Tuesday, June 17 Group F: Ulsan HD (South Korea) vs. Mamelodi Sundowns (South Africa), 6 p.m. ET (Orlando)

Wednesday, June 18 Group H: Real Madrid (Spain) vs. Al Hilal (Saudi Arabia), 3 p.m. ET (Miami)

Friday, June 20 Group C: Benfica (Portugal) vs. Auckland City (New Zealand), 12 p.m. ET, (Orlando)

Friday, June 20 Group C: Bayern Munich (Germany) vs. Boca Juniors (Argentina), 9 p.m. ET, (Miami)

Monday, June 23 Group A: Inter Miami (US) vs. Palmeiras (Brazil), 9 p.m. ET, (Miami Gardens)

Tuesday, June 24 Group D: León (Mexico) vs. Flamengo (Brazil), 9 p.m. ET, (Orlando)

Wednesday, June 25 Group F: Mamelodi Sundowns (South Africa) vs. Fluminense (Brazil), 3 p.m. ET, (Miami)

Thursday, June 26 Group G: Juventus (Italy) vs. Manchester City (UK), 3 p.m. ET, (Orlando)

ROUND OF 16

Sunday, June 29 Match 52: Winners of Group D vs. Runners of Group C (Miami)

Monday, June 30 Match 54: Winners of Group G vs. Runners of Group H (Orlando)

Tuesday, July 1 Match 56: Winners of Group H vs. Runners of Group G (Miami)

QUARTER FINALS

Friday, July 4 Match 58: Winners of Match 53 vs. Winners of Match 54 (Orlando)



expedia group™



Team Updates



Domestic October - December

- Cruise Planners Annual Conference
- New England Sales Mission
- AAA National Travel Convention
- Cruise World
- Signature Travel Network Annual Conference
- ASTA South Florida Holiday Showcase
- AAA The Auto Club FAM



Domestic Fam Testimonials

GTM Elite

- Pre and Post F3-night during GTM Elite
- Huge mix of hotels and attractions visited each year during these 3 night FAM's
- Fun themes work well, for example, Sports in GFL or Water Culture, etc.
- Will be sourcing for July soon, stay tuned!

AAA

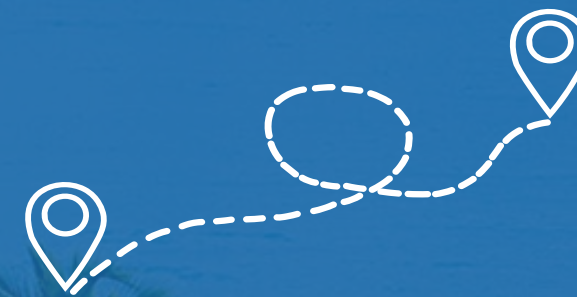


- Come for ship inspections at both Port Everglades and Port Miami
- Visit Lauderdale assists with setting up hotel/attraction site tours to maximize their time here and see more options
- Started with AAA the Auto Club Group, but word has spread, and we are getting more requests
- Will be sourcing for a November FAM soon, stay tuned!



“Thanks so much for hosting us on the pre GTM FAM. I learned so much and can't wait to share it with my clients. The site tours were so well thought out and the experiences were top notch. I am truly impressed and so thankful to you! Hope you have had some time to relax!”

Thank you for your continues support with the Auto Club Group's ship visits to Fort Lauderdale. I appreciate your help with coordinatizing hotel tours. I look forward to working with you in 2025. Happy New Year!



Domestic - Upcoming FY2025

- Virtuoso US Forum 1/29 - 1/30
- My Mickey Vacation Homecoming Tradeshow 1/29
- Chicago Travel & Adventure Show 2/1-2/2*
- Texas Sales Mission with Dallas Travel & Adventure Show 3/18-3/23*
- Cruise 360 Tradeshow 4/24 (sold out)
- ASTA South Florida Spring Affair 4/29*
- Visit Florida Boston & Philadelphia 4/28 - 5/1
- ASTA Annual Travel Advisor Conference 5/20 - 5/22 (sold out)
- GTM FAMs* and Elite Conference 7/8 - 7/15
- Cruise Planners Luxury Forum 8/4 - 8/7
- Delta Vacations University 9/12 - 9/13*

* indicates Partner Opportunity





Latam



Latam: October - December

- **Lisbon, Madrid & Barcelona Sales Mission**
- **Interep Luxury Brazilian FAM**
- **Marriott / Virtuoso Chile FAM**
- **Celebrity Cruises LATAM FAMS**



Latam Fam Testimonials

Buen Trabajo!

Survey
Says...

88%

Excellent

12%

Good

Brazil

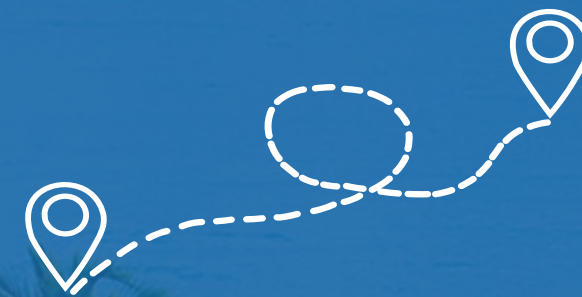


Fort Lauderdale is an excellent accommodation alternative for travelers who want shopping, fun, without the stress and chaos. The city is beautiful, with young people everywhere. I loved being surrounded by water on all sides. The water taxi, although long, is an option to relax a bit and enjoy the scenery, as if recharging my energy. It already offers an alternative to the high prices of Miami. The segway was a very pleasant surprise, as I thought I wouldn't be able to do it, but it was definitely very good!

Colombia



- Beaches, Activities & Variety of Hotels
- Important to have more Spanish speaking guides at attractions
- Loved the Kayaking, Water Taxi & Beach Hotels



Overall, participants described Fort Lauderdale as a vibrant and diverse destination, ideal for fly-and-drive itineraries or pre- and post-cruise stays. They agreed it offers an excellent fit for Brazilian travelers seeking a unique blend of relaxation, culture, and entertainment in Florida.



Latam - Upcoming FY2025

- FITUR Trade Show, Spain 1/22–1/26*
- ANATO Trade Show, Colombia 2/25 –2/28*
- Mexico Sales Mission with Visit Florida 3/24-3/28
- WTM LATAM Trade Show, Brazil 4/13-4/16*
- Diversa Turismo, Brazilian FAM 5/14-5/16 & 5/19-5/21*
- Brazilian Sales Mission, 2 Cities 9/21-9/24*
- ABAV Trade Show, Brazil 9/25 –9/26*
- FIT Trade Show, Argentina 9/27-9/30*

* indicates Partner Opportunity

Europe / Canada

EME / Canada October-December



- **Virtuoso On Tour Halifax**
- **Brand USA Travel Week, London**
- **Air Canada-Scandinavia PR Media FAM**
- **Visit Florida Canada Pre/Post Cruise Operator FAM**
- **Air Canada Lieb-German Tour Operator FAM**



Europe and Canada Fam Testimonials

Combined Survey Scores

Overall
Impression/
Will
Recommend

96%

Excellent

4%

Good

Canada



- Air Canada, great service into FLL
- Brightline timely, smooth, relaxing
- Incredible shopping options, great deals
- Pre & Post options so close to Port

“ This was ticked off my bucket list. Such a fun way to experience ALL the area has to offer and I can families loving this to spend time in FLL” After Sawgrass Recreation Park

Germany/ Scandinavia



“ We are all back in Germany again, Paul and Ilona, thank you for such a fantastic time in Fort Lauderdale. We are physically back in Germany, but our minds are still there with you” DER TOUR

- Shopping, Food and Outdoor experiences #1, 2, and 3
- See us evolving into a LLOS
- Air Canada Service received high marks

UK/ Ireland

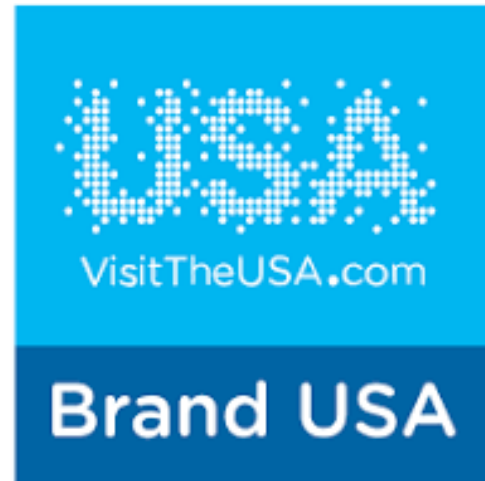


“Loved the time in Fort Lauderdale - the segway tour was fun and helped cover ground quickly and get a sense of the city. Getting the water taxi in the evening to dinner was super nice & the airboat tour was lots of fun too!”

- Brightline a game changer
- More than just a pre and post destination
 - Food scene amazing



EME/ Canada - Upcoming FY 2025



- IITA (International Inbound Travel Ass.) Salt Lake City 2/10-2/12/25
- Outdoor Adventure Toronto 2/21-2/23/25 *
- ITB-Berlin Germany 3/4-3/6/25 *
- Outdoor Adventure Montreal 3/22-3/23/25 *
- Virtuoso On Tours Toronto 4/16-4/17/25
- Canada Connect Brand USA Mission 4/28-5/2/25
- UK-Ireland Mission 5/19-5/23/25
- IPW Chicago 6/15-6/18/25 *
- Orlando Sales Mission July 25 *
- Air Canada-Europe T.O. FAM Lieb (April 25 Tent) *
- Hablo Fort Lauderdale Ambassador FAM (9/8-9/11/25 Tent) *



* indicates Partner Opportunity

Brand USA Sales Mission: India



VisitTheUSA.com

Brand USA

About the Trade Buyers

Agra
Ahmedabad
Bangalore
Chandigarh
Cochin
Coimbatore
Delhi NCR
Hyderabad
Jaipur

Kanpur
Kolkata
Lucknow
Ludhiana
Mumbai
Nagpur
Pune
Raipur

- **92 buyers** from **17 cities** in India
- 72 Pre-Scheduled B2B Tabletop Meetings (Each exhibitor will have a table)
 - 10 mins per meeting
- Mix of tier 1,2,3 cities
- Primary focus- USA leisure travel sellers
- OTA's, National and regional tour operators, boutique agencies and MICE companies

Loyalist & Passport Updates



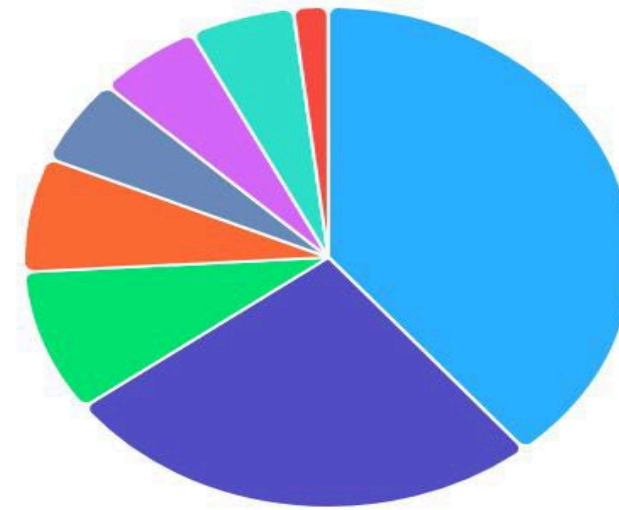
- Loyalists from over 50 unique countries!
- Top Countries continue from our key markets:
USA, Canada, UK, Germany, Argentina, Peru and Brazil
- Top Agency Affiliation: Travel Leaders Network
- More than 30% of the registered loyalists have annual sales of over \$100,000k with over 350 loyalists who sell over \$1 million + a year



Lauderdale Loyalist Passport

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

Top Redemptions:



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

Visit Lauderdale Market Update



Hotel Metrics

October 2024

OCCUPANCY



0.3% above 2023
6% below 2022

AVERAGE DAILY RATE

\$170.19

2% above 2023
3% above 2022

SUPPLY

2%

above 2023

3%

above 2022

REVENUE PER AVAILABLE ROOM

\$115.17

3% above 2023
3% below 2022

DEMAND

2%

above 2023

3%

below 2022

HOTEL REVENUE

4%

above 2023

0.4%

below 2022

November 2024

OCCUPANCY



2% above 2023
5% above 2022

AVERAGE DAILY RATE

\$173.25

7% above 2023
2% above 2022

SUPPLY

1%

above 2023

3%

above 2022

REVENUE PER AVAILABLE ROOM

\$125.13

9% above 2023
7% above 2022

DEMAND

3%

above 2023

8%

above 2022

HOTEL REVENUE

10%

above 2023

10%

above 2022

December 2024

OCCUPANCY



0.1% above 2023
5% above 2022

AVERAGE DAILY RATE

\$182.66

1% above 2023
2% above 2022

SUPPLY

1%

above 2023

2%

above 2022

REVENUE PER AVAILABLE ROOM

\$134.34

1% above 2023
7% above 2022

DEMAND

1%

above 2023

8%

above 2022

HOTEL REVENUE

1%

above 2023

10%

above 2022

Hotel Metrics

2024 Year-to-Date
January 1 – December 31

OCCUPANCY



0.2% below 2023
0.2% above 2022

AVERAGE DAILY RATE

\$182.93

2% below 2023
2% above 2022

HOTEL REVENUE

0.4% below 2023

4% above 2022

DEMAND

1% above 2023

2% above 2022

REVENUE PER AVAILABLE ROOM

\$131.28

2% below 2023
2% above 2022

NEW SUPPLY

2% above 2023

2% above 2022

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

Hotel Forecast vs Performance

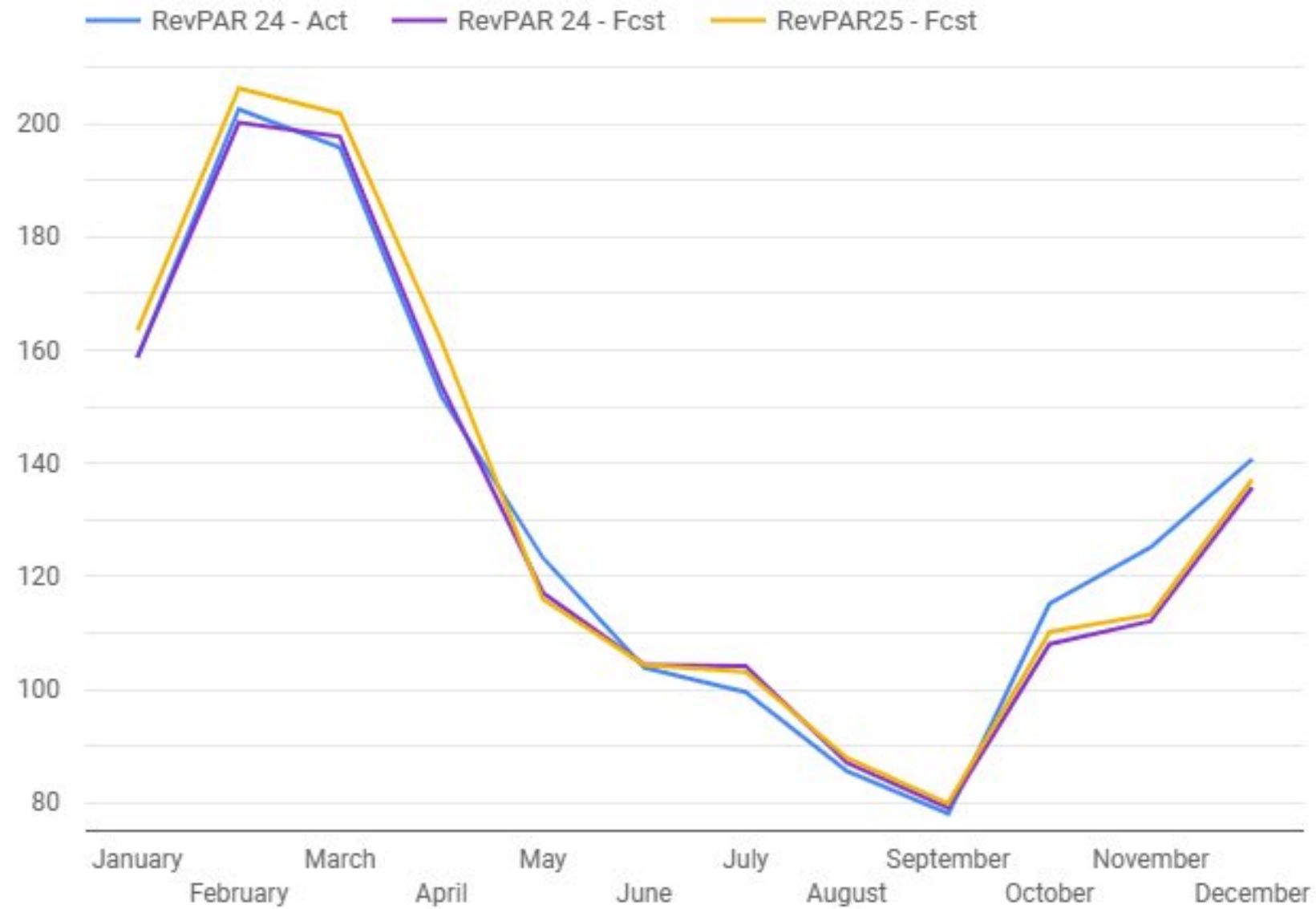
Jan-Dec 2024	Forecast	Actual	%Difference
Occ	71.0%	71.8%	1%
ADR	\$ 182.80	\$ 182.93	0.02%
RevPAR	\$ 129.83	\$ 131.38	1%

CY 2024 Forecast as released Feb 2024

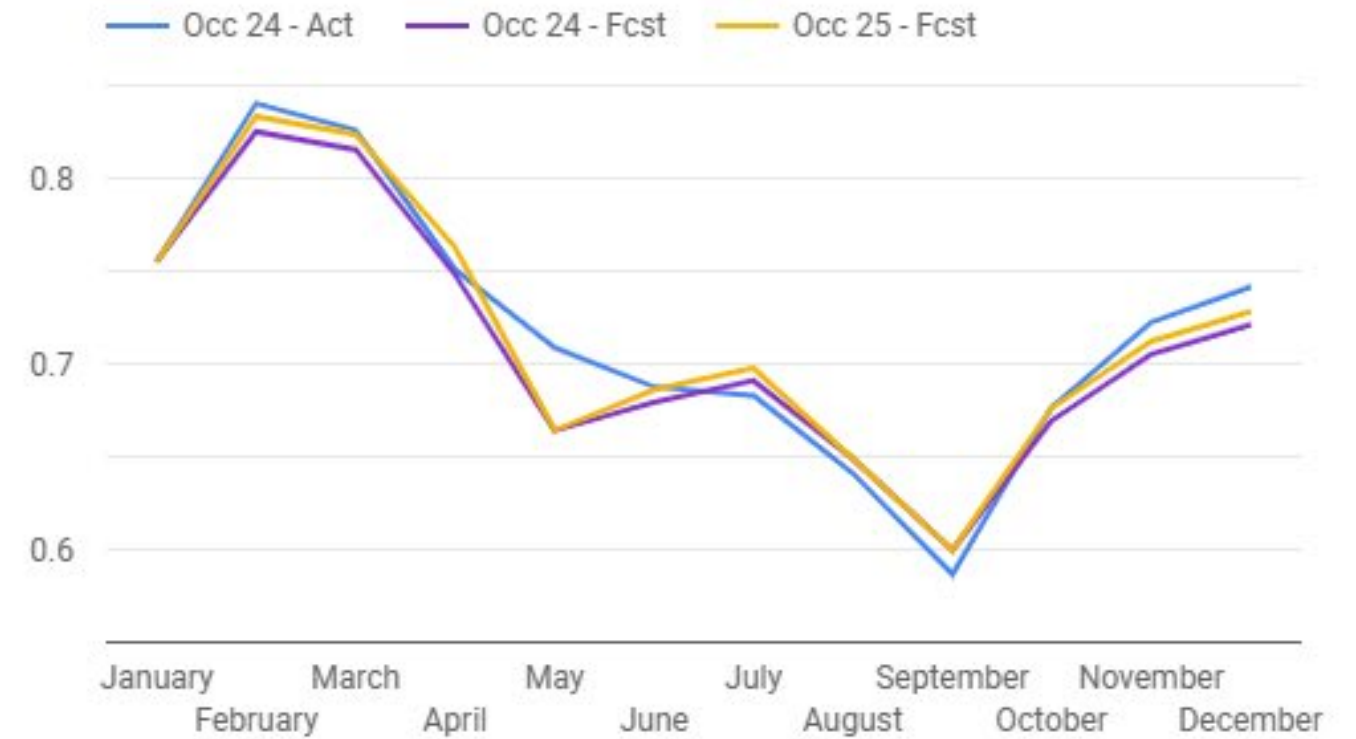
Occ	ADR	RevPAR
71.0%	\$ 182.80	\$ 129.83

Hotel KPI Forecast

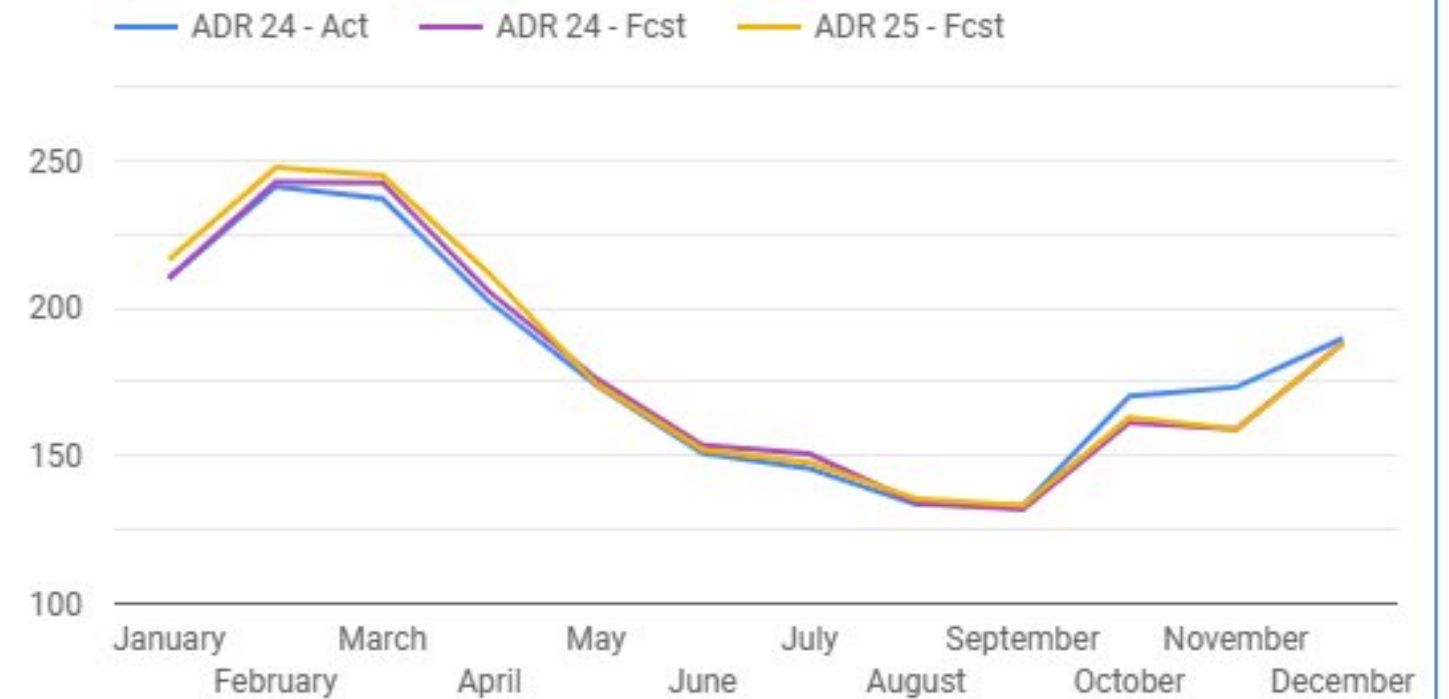
RevPAR Forecast



Occupancy Forecast



ADR Forecast



Visit Lauderdale Hotel Pipeline Report



Total Rooms in Pipeline
8,185

Number of Properties
51

2025 Total Rooms
1,490

2026 Total Rooms
2,037

2027 Total Rooms
3,190

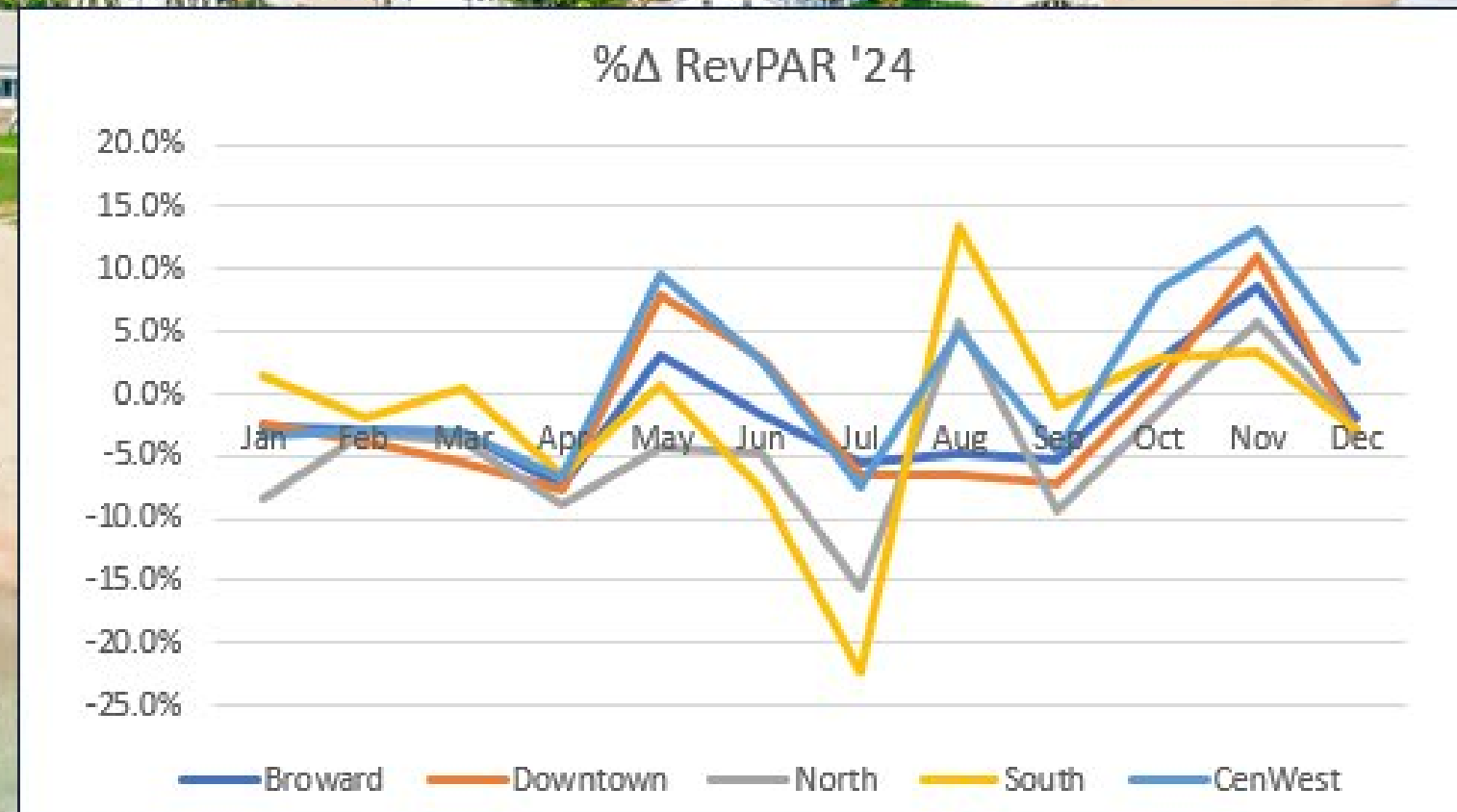
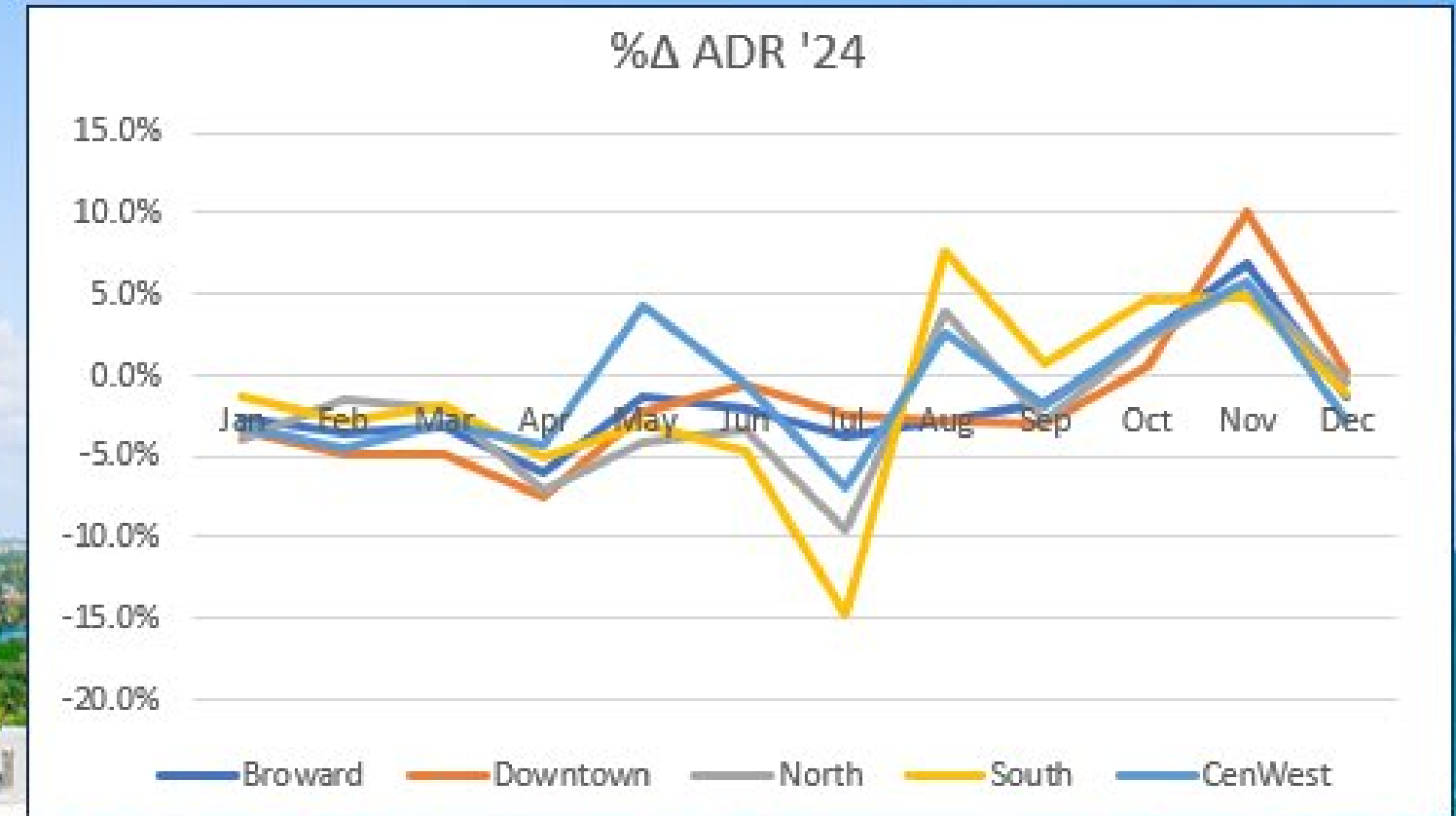
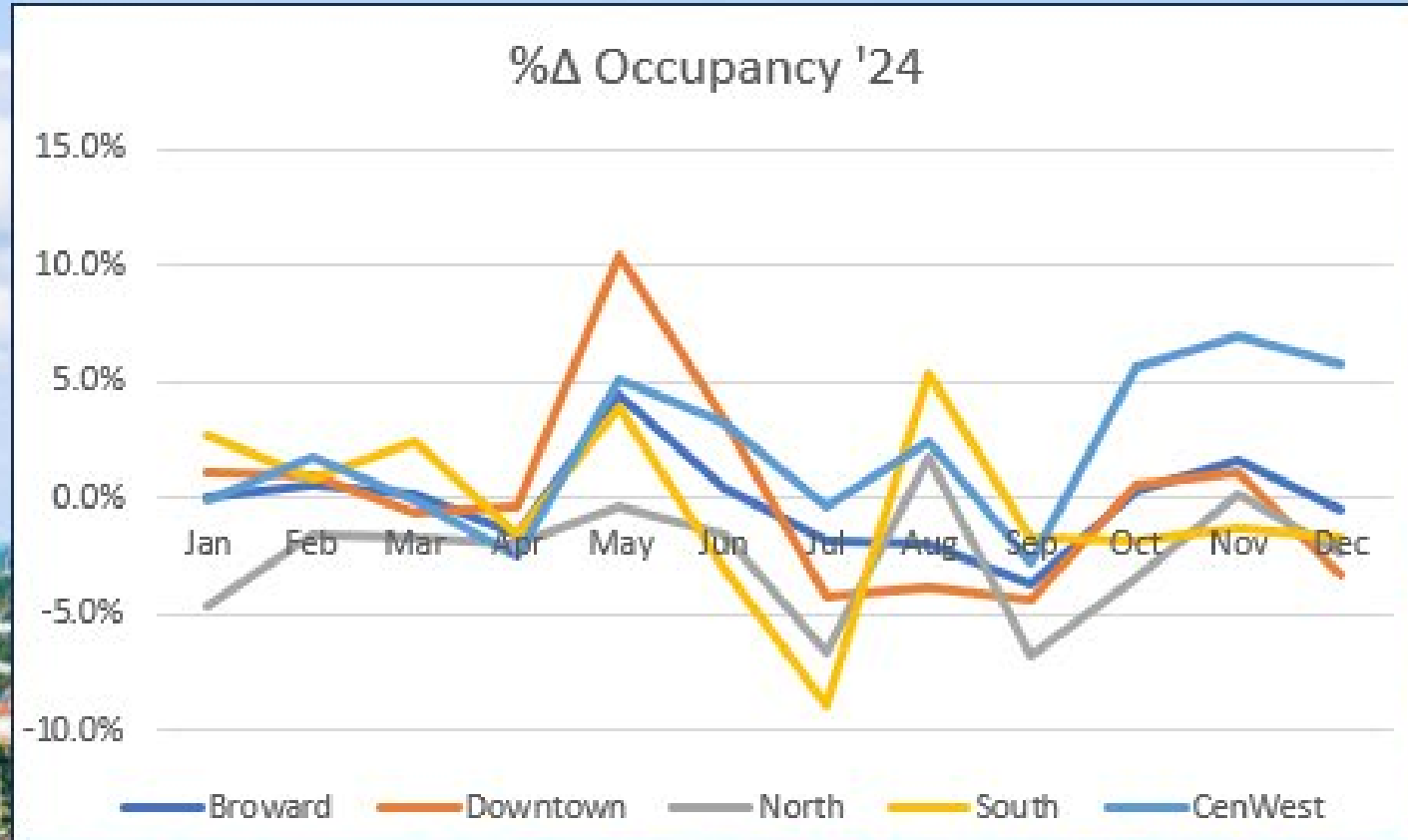
2028 Total Rooms
952

2029-2034 Total Rooms
516

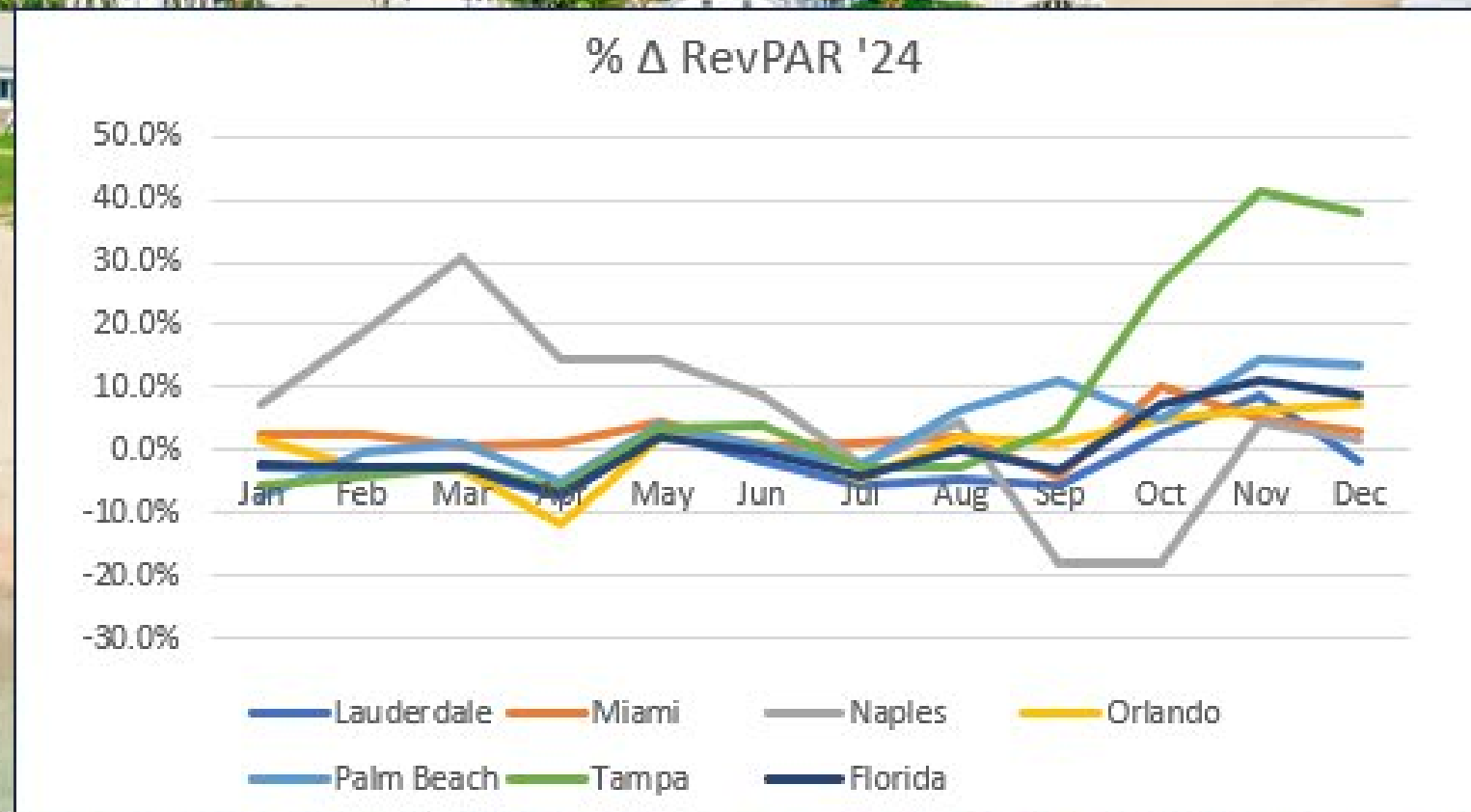
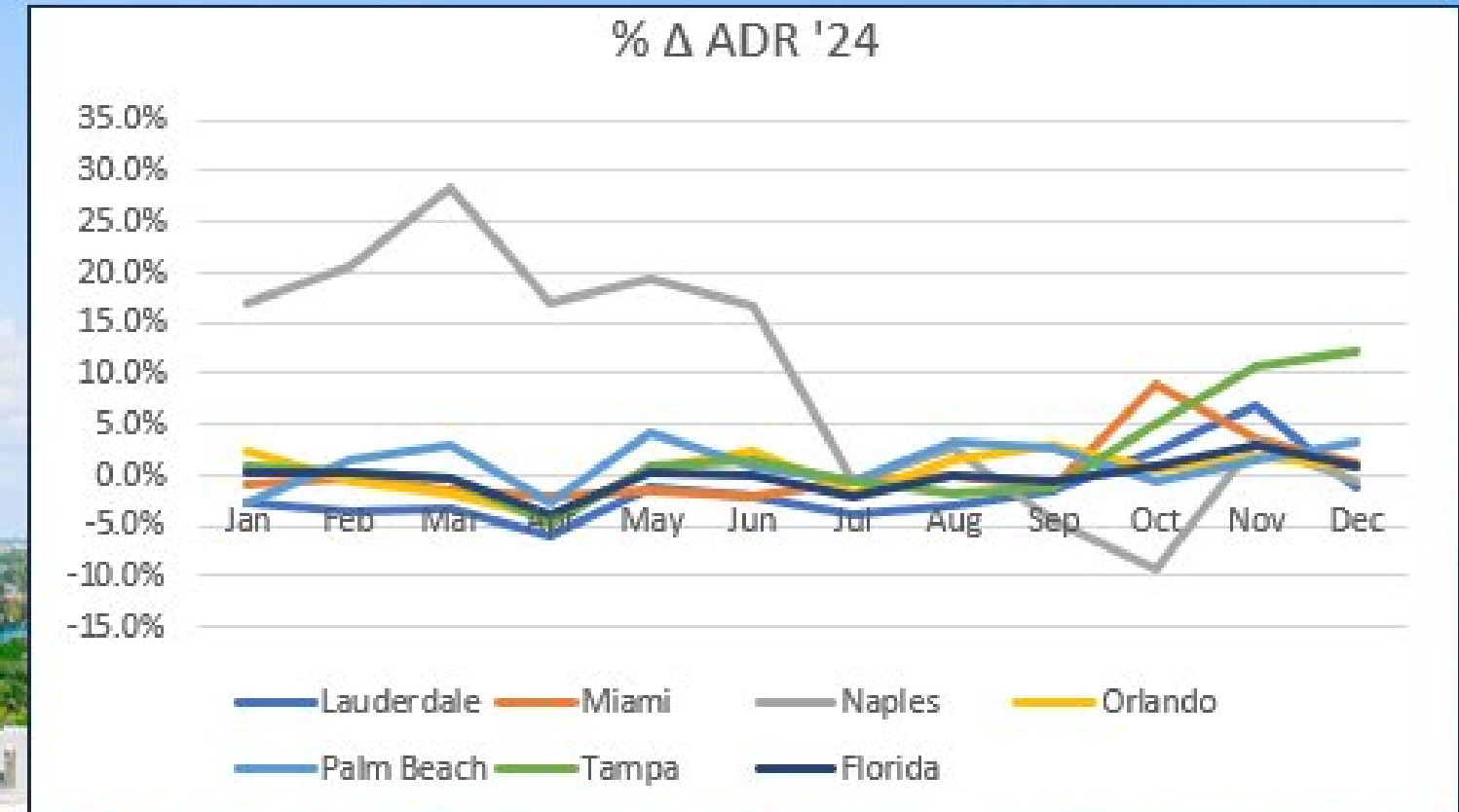
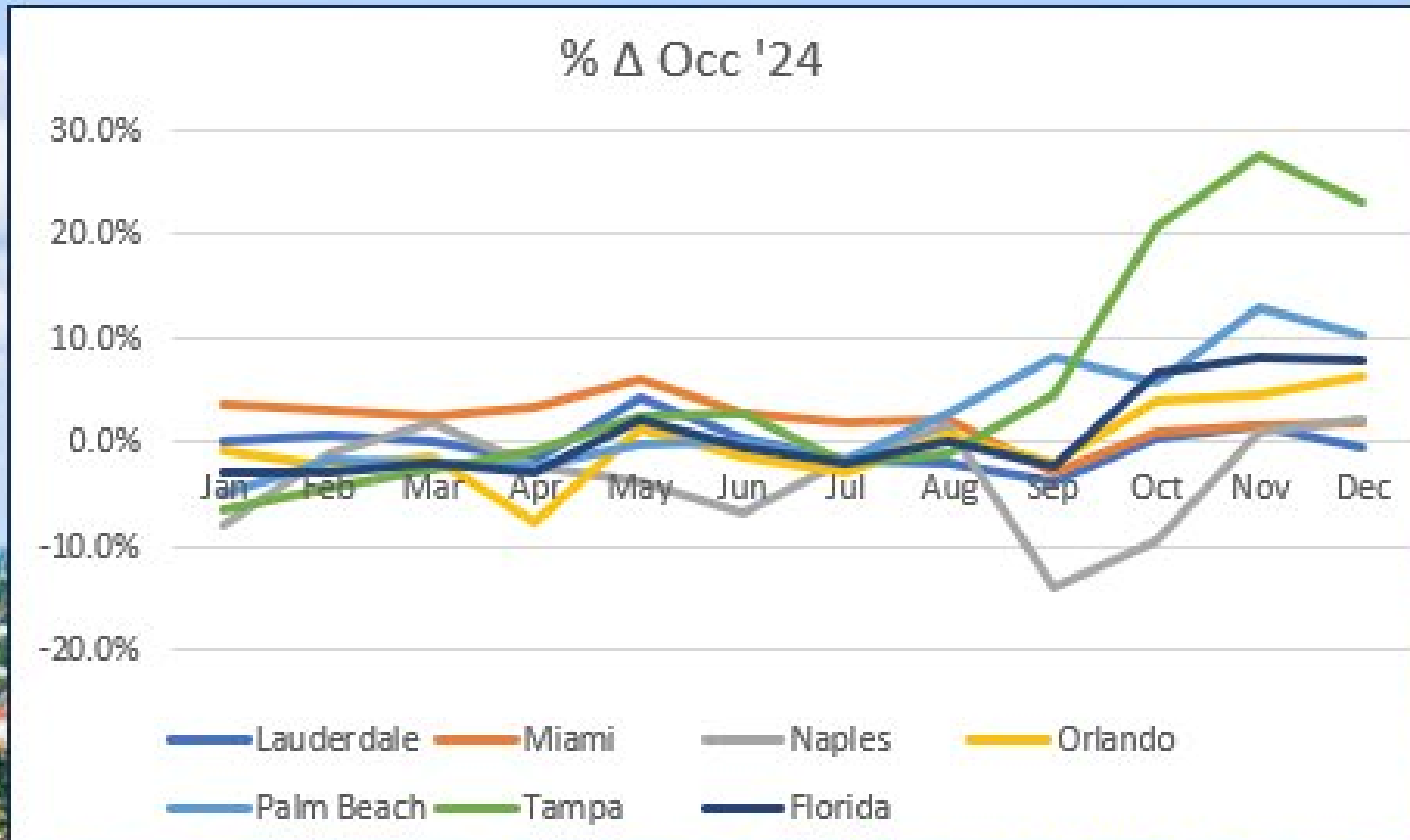
Nothing TBD

	Opening Date ▲	Hotel	Address	City	Status	Rooms
1.	Jan 2025	Pier Sixty Six Hotel & Marina	2301 SE 17th St	Fort Lauderdale	Under Renovat...	252
2.	Mar 2025	Home2 Suites by Hilton Weston Fort Lauderdale	SWQ I-75	Weston	Under Constr...	147
3.	Oct 2025	Omni Fort Lauderdale Hotel	1950 Eisenhower Blvd	Fort Lauderdale	Under Constr...	801
4.	Nov 2025	The Whitfield Las Olas Hotel & Spa	1007 E Las Olas Blvd	Fort Lauderdale	Under Constr...	140
5.	Dec 2025	Microtel Inn & Suites Fort Lauderdale	2005 S Federal Hwy	Fort Lauderdale	Final Planning	150
6.	Feb 2026	Staybridge Suites	1531 SW 26th St	Fort Lauderdale	Proposed	124
7.	Mar 2026	Comfort Suites Ft. Lauderdale	720 NW 4th Ave	Fort Lauderdale	Final Planning	100
8.	May 2026	Hampton by Hilton Ft. Lauderdale Airport North Dixie Hwy	1851 S Federal Hwy	Fort Lauderdale	Final Planning	105
9.	May 2026	Courtyard by Marriott Hollywood	1926 Tyler St	Hollywood	Final Planning	112
10.	Jul 2026	Homewood Suites by Hilton Ft. Lauderdale Beach North	3001 N Ocean Blvd	Fort Lauderdale	Final Planning	106
11.	Jul 2026	Residence Inn by Marriott Fort Lauderdale Bea	SEQ E Las Olas Blvd and Seabreeze ...	Fort Lauderdale	Final Planning	150
12.	Aug 2026	Home2 Suites by Hilton Plantation Ft. Lauderdale West	7676 Peters Rd	Plantation	Final Planning	122
13.	Aug 2026	Avid Dania Beach	321 N Federal Hwy	Dania Beach	Final Planning	105
14.	Sep 2026	LM Restaurant Hotel	1755 SE 3rd Ct	Deerfield Beach	Proposed	50
15.	Oct 2026	Dania Beach City Center Hotel	100 W Dania Beach Blvd	Dania Beach	Final Planning	150
16.	Oct 2026	The Mile Hotel West	3115 NE 32nd Ave	Fort Lauderdale	Final Planning	250
17.	Oct 2026	The Mile Hotel East	3200 NE 32nd Ave	Fort Lauderdale	Final Planning	70
18.	Nov 2026	The Wilton Hotel & Pool Club	2505 N Dixie Hwy	Wilton Manors	Final Planning	123
19.	Nov 2026	Fairfield by Marriott Inn & Suites Miramar	971203 Red Road	Miramar	Final Planning	84
20.	Nov 2026	TownePlace Suites by Marriott Miramar	971203 Red Road	Miramar	Final Planning	76

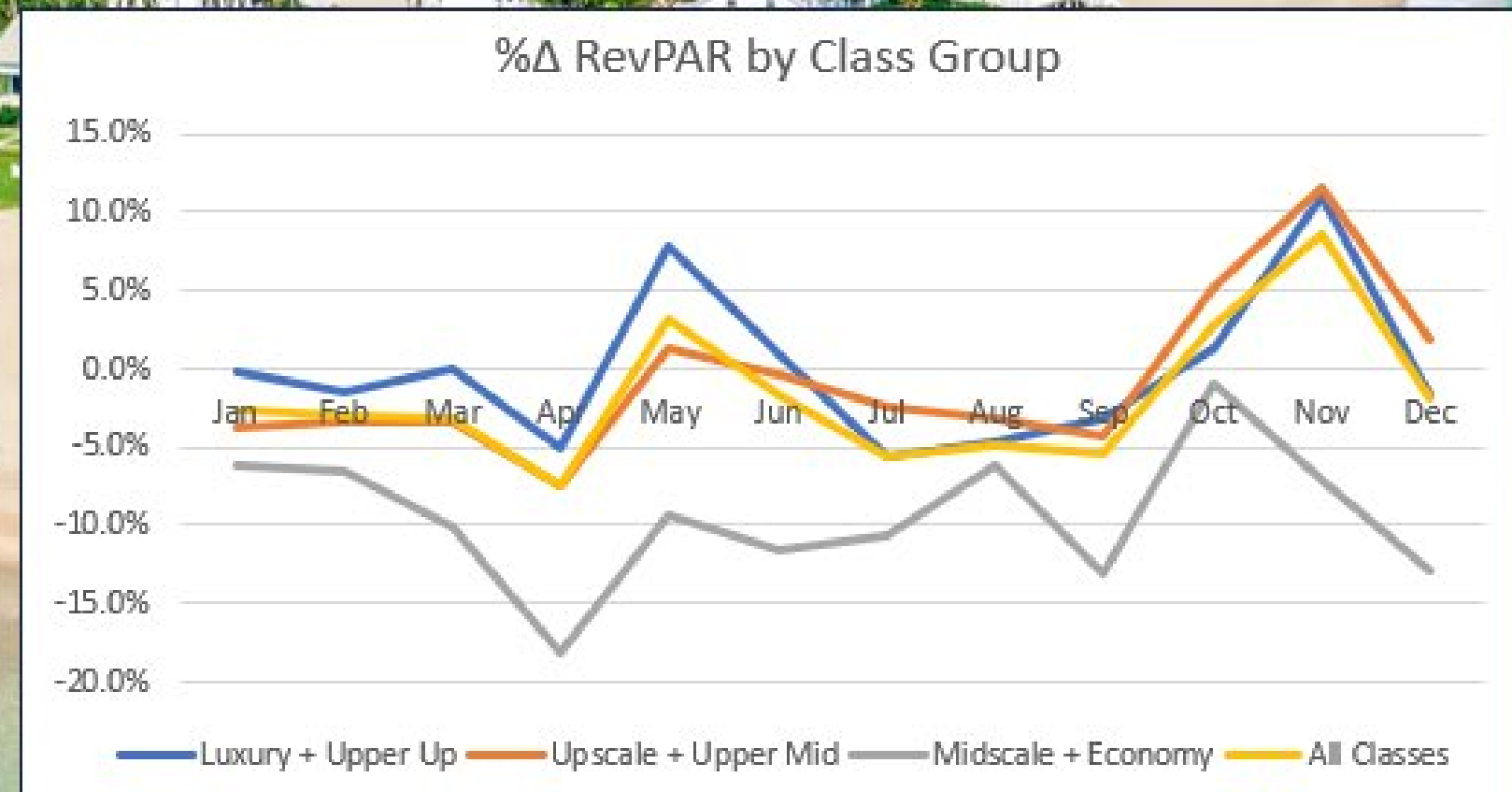
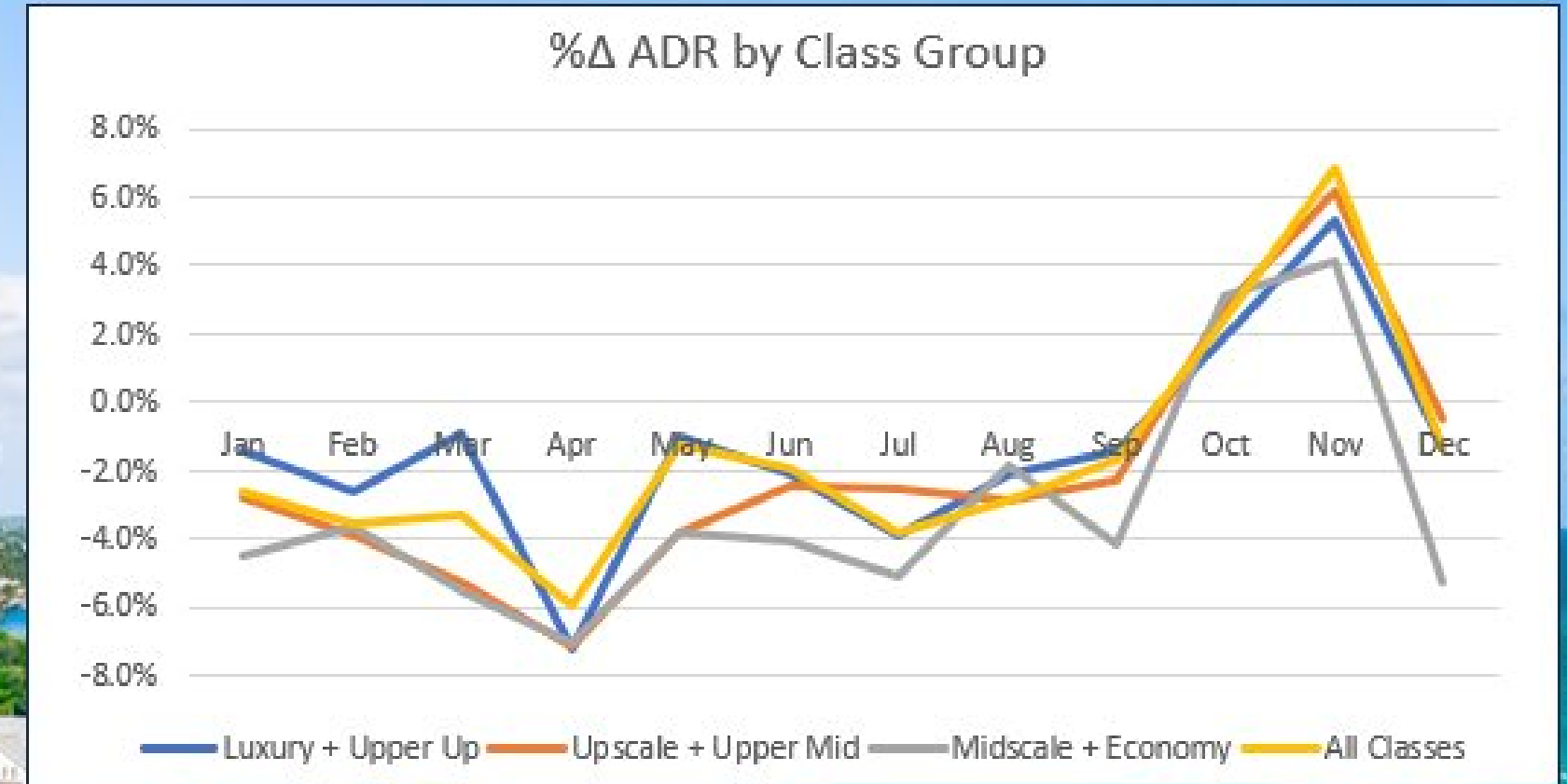
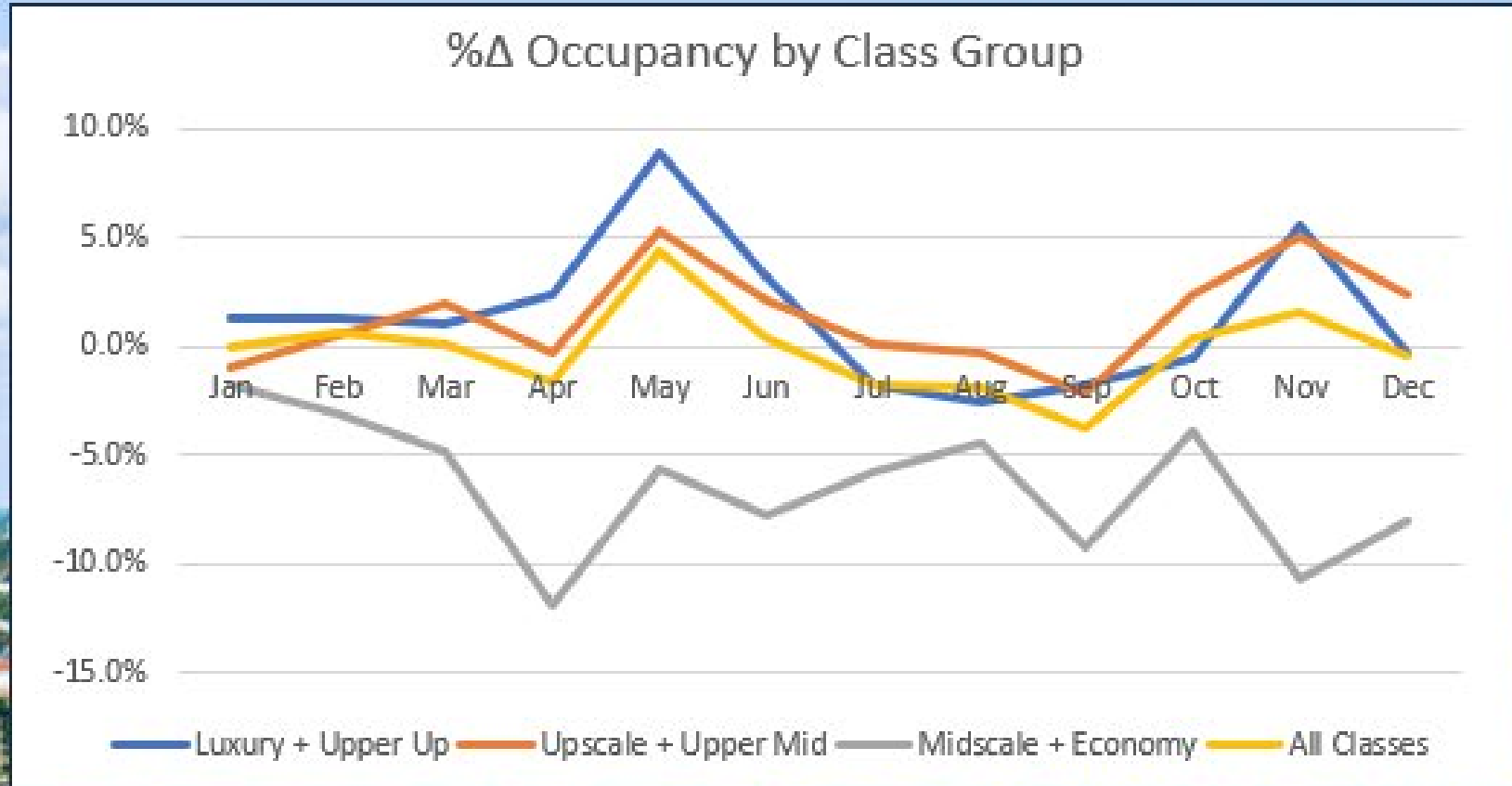
Performance by Region (Jan - Dec '24)



Competitive Set Performance (Jan - Dec '24)



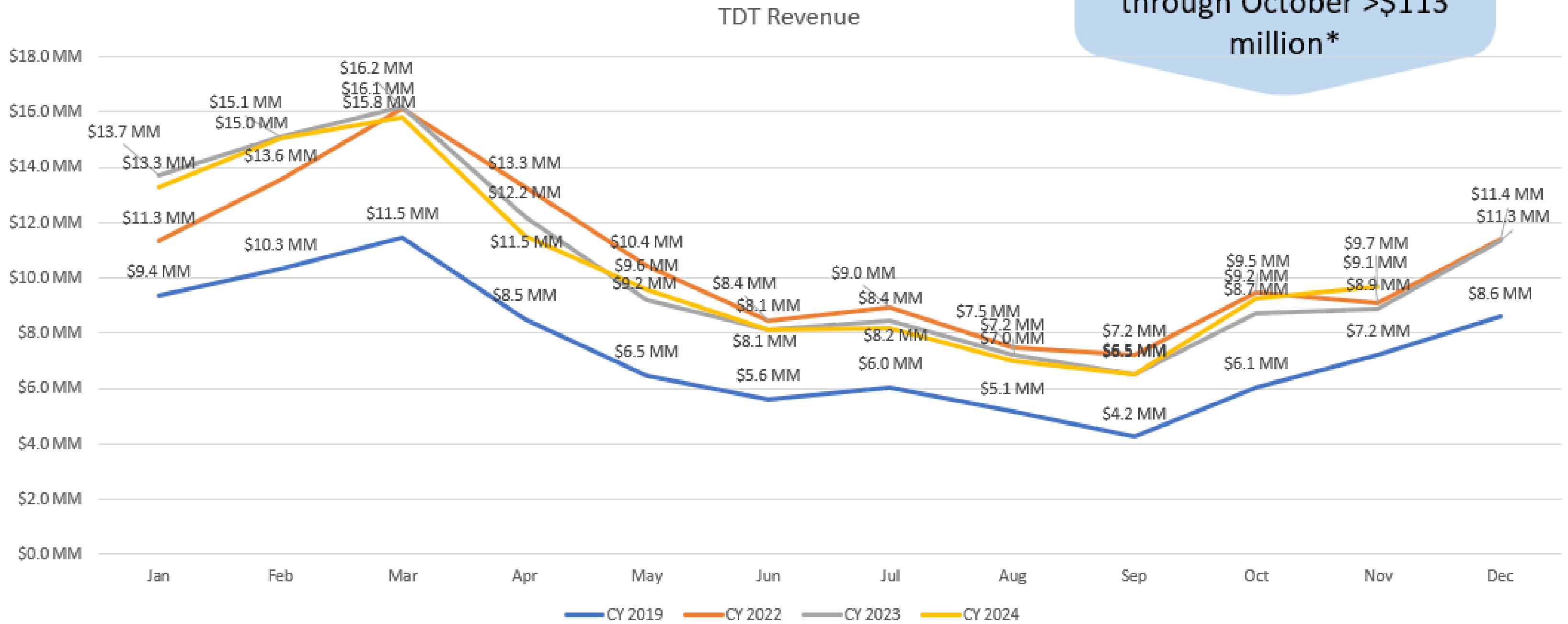
Hotel Class Group Performance (Jan - Dec '24)



TDT Revenue Collections

Monthly – Calendar Years 2019 - 2024

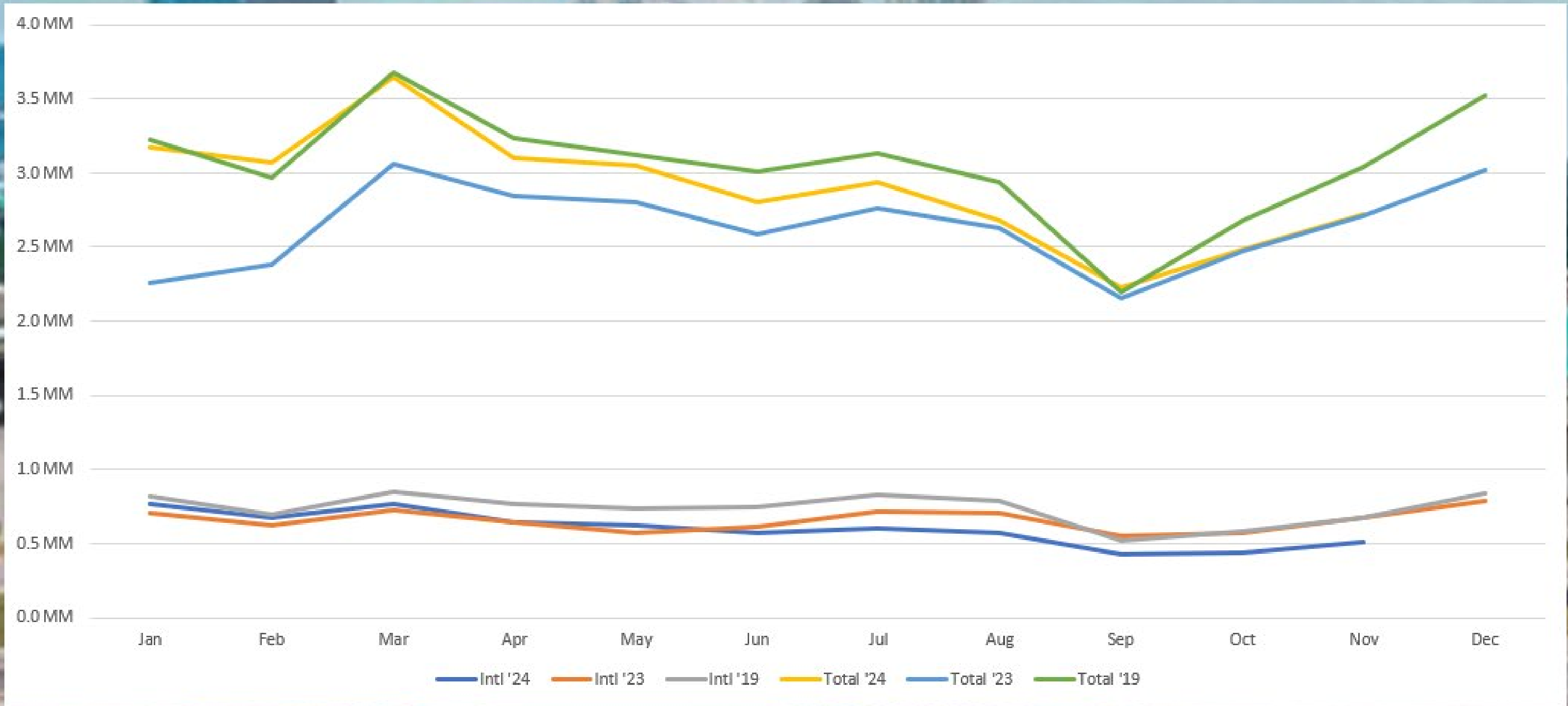
CY 2024 collections through October >\$113 million*



* Nov 24 Unaudited

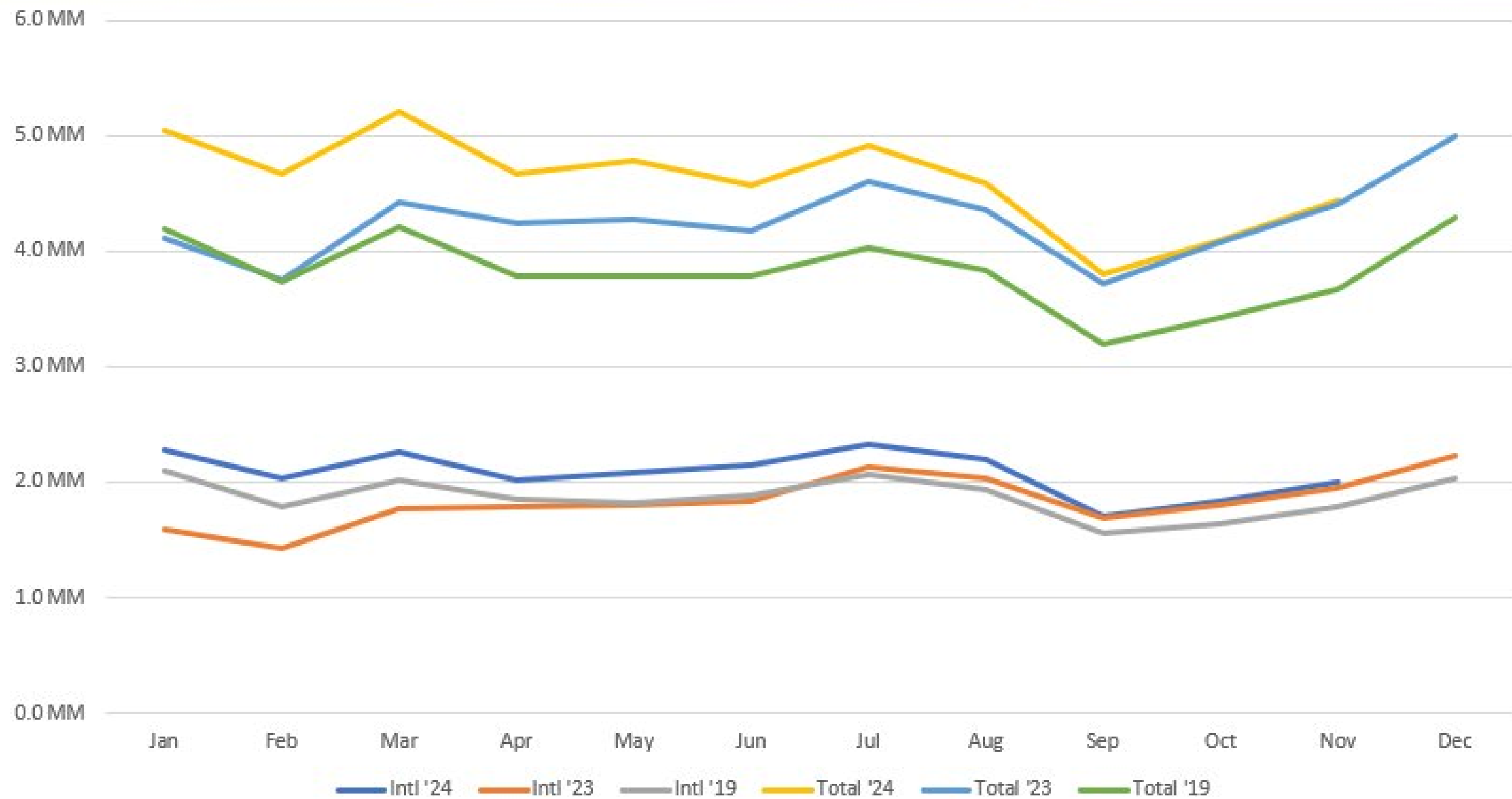
FLL Passenger Volume

Monthly YoY in Millions



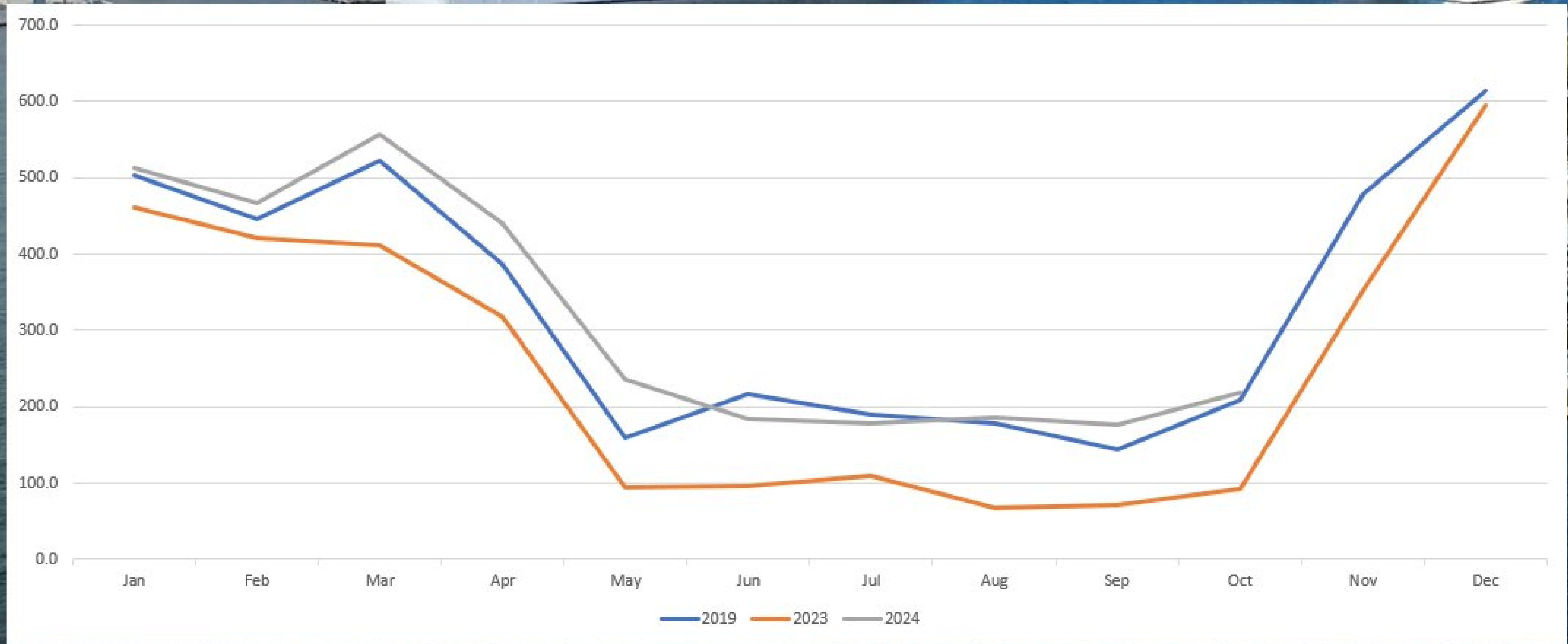
MIA Passenger Volume

International and Total Monthly YoY (in Millions)

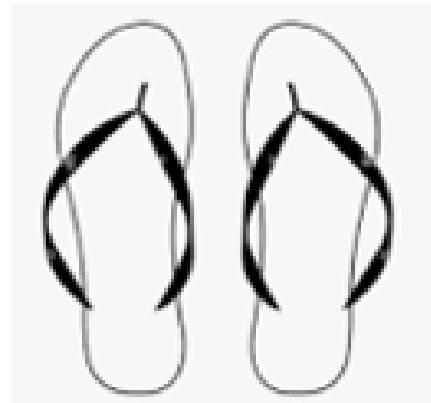
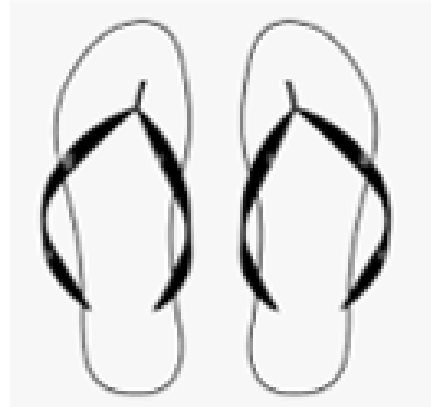


Cruise Passenger Volume

YoY by Month (in Thousands)



Monthly Visitation* to Greater Fort Lauderdale



(In Millions)	2024 Visitors	2023 Visitors	2022 Visitors
Jan	1.85	2.04	1.66
Feb	1.63	1.68	1.60
Mar	2.67	2.62	2.37
Apr	1.76	2.04	2.10
May	1.55	1.54	1.62
Jun	1.66	1.71	1.64
Jul	1.70	1.98	1.91
Aug	1.51	1.56	1.59
Sep	1.09	1.12	1.14
Oct	1.33	1.34	1.25
Nov	1.51	1.48	1.49
Dec	2.07	2.04	2.05
Total	20.4	21.9	20.4



What's Next



IPW Update!

Visit Lauderdale Committees



8

Transportation

Budgeting, Planning, Creating!

Airport

Taxis, Ubers, Mundi, Water Taxi & More

Volunteers

Scheduling App, Location Coordination & Training

BCCC

Curating the attendee journey.

&

Welcome Desks & DJ's

Hotel Experiences

Concierge Desks

Plaza Experience

Free Evenings

Pompano Beach Pier?

Press Brunch

Sawgrass Mills Experience?

FAMS

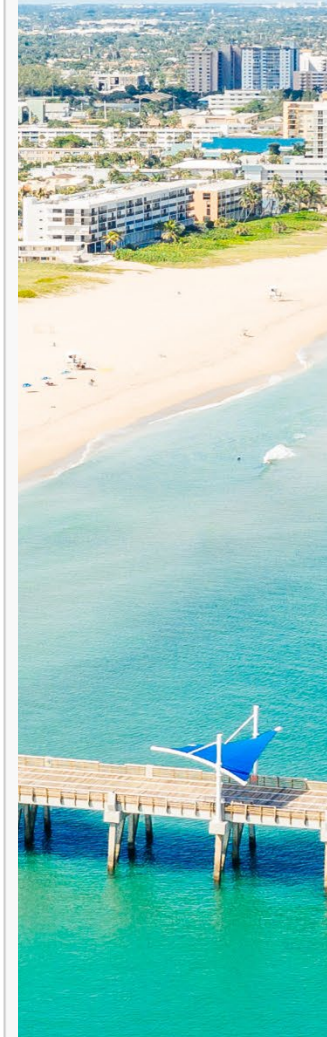
FAMS for 900 + attendees





Fantastic 5 Takeaways

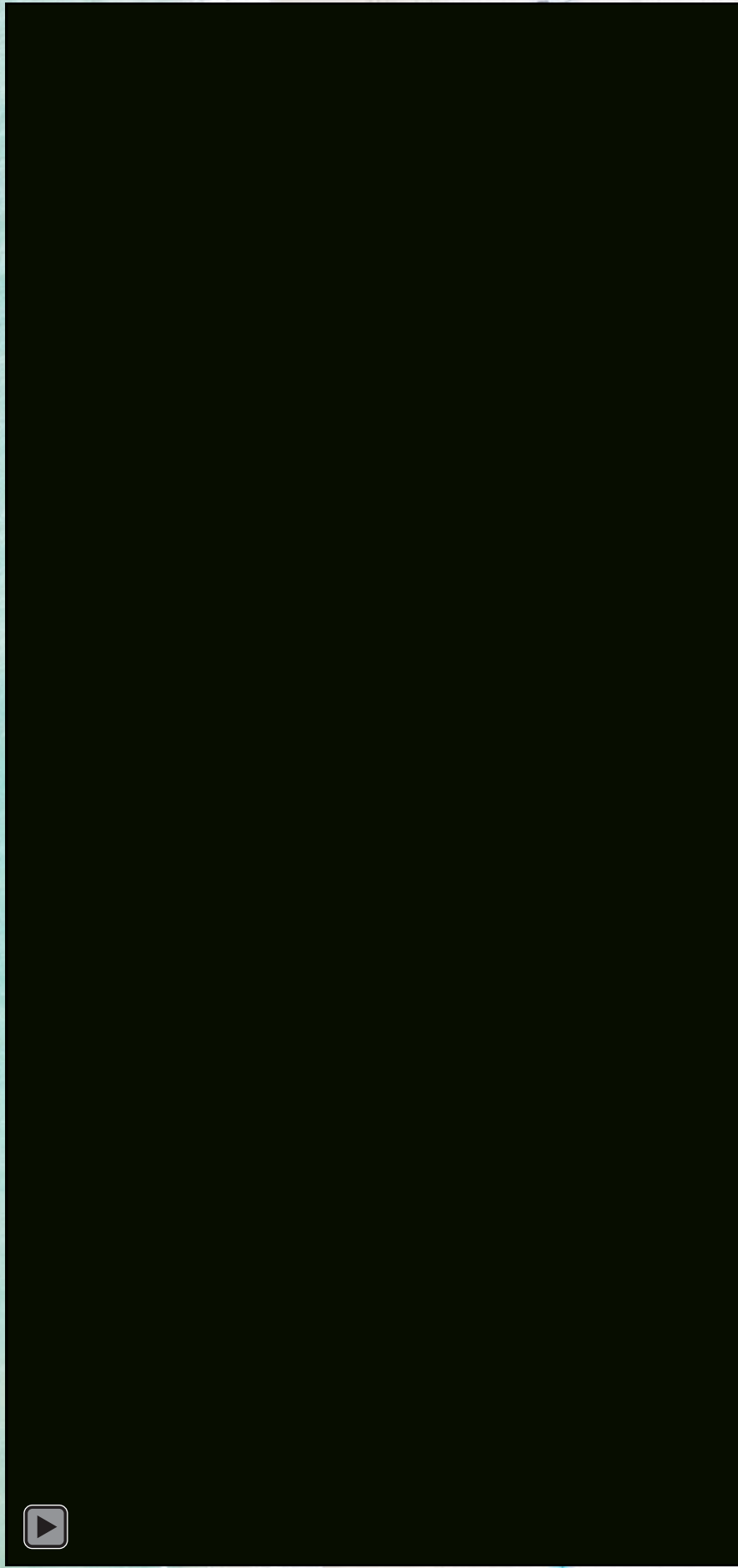
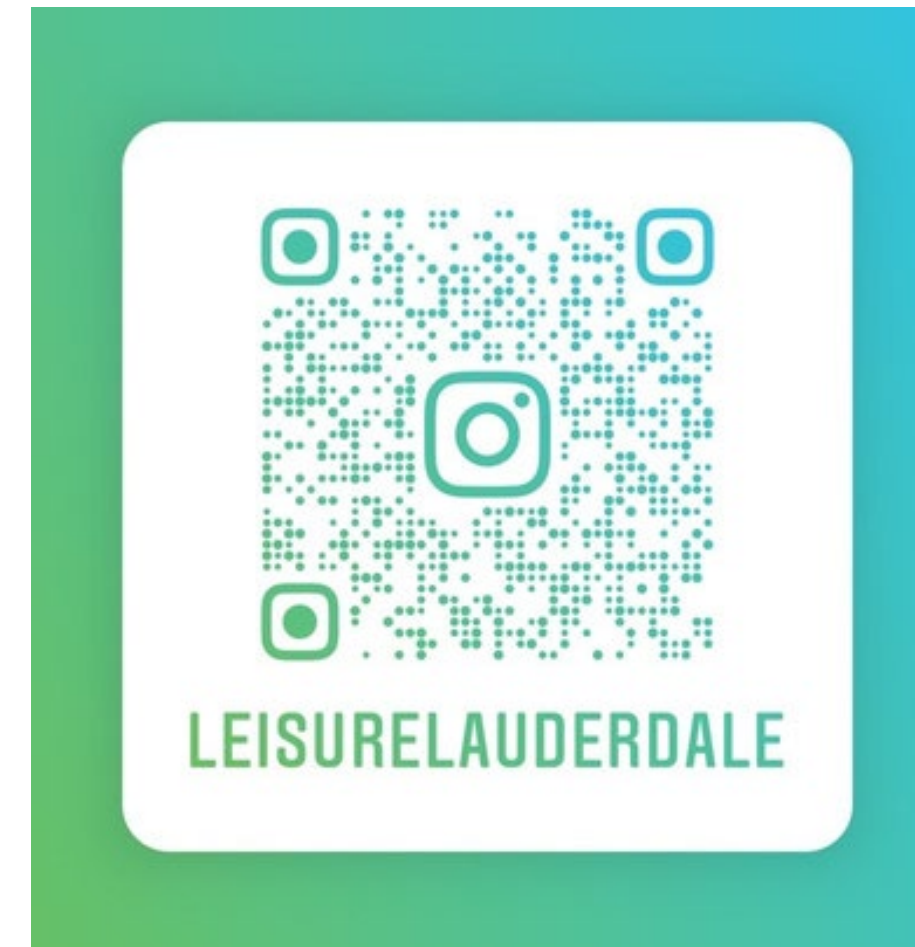
<p>First: The 5 W's</p>	<p>Who: FIT, Feria Internacional de Turismo What: Argentinian Trade Show for Consumers, Tour Operators and Travel Advisors When: September 27th – October 1st, 2024 Where: Buenos Aires, Argentina Why: Over 135,000 visitors. Brand / destination exposure and in person meetings</p>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

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QUARTERLY PARTNER MEETING

SAVE THE DATE

Tuesday, April 8th, 2025
9:00 a.m.
In Person

thank you!

