



VISIT
LAUDERDALE
EVERYONE UNDER THE SUN

Global Trade Partner Update

Thursday, July 11th, 2024

Welcome



VISIT
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Tracy, Caitlan, Paul, Roger, Hasan & Willine



Agenda

- Welcome
- New staff introduction
- Lauderdale Loyalist
- Global Trade Team Updates
 - Domestic
 - Europe/Canada
 - LATAM
- *International Highlights – Brazil*
- *International/Market Research*
- Visit Lauderdale Market Update





**VISIT
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INTRODUCING

Willine Elusma
Administrative Assistant
welusma@broward.org



LAUDERDALE LOYALIST PASSPORT

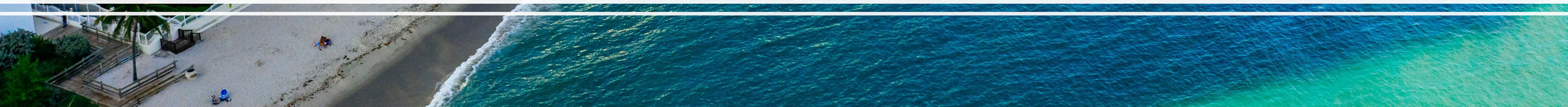
- Mobile exclusive
- Instantly delivered via text and email
- No apps to download
- Save on the best of Visit Lauderdale!

FREE

[Get Your Pass!](#)

[Learn More](#)

LAUDERDALE LOYALIST PASSPORT



Registered: 4,115

Graduates: 1,720

Top Countries:

1. US – 1,281

2. Canada – 154

3. UK – 121

4. Brazil / Germany – 30

VIP Passports: 173



Domestic April - June



- Cruise 360
- Travel Weekly Sunshine Ambassador FAM
- ASTA South Florida Spring Affair
- AAA Auto Club Enterprise Training
- ASTA Travel Advisor Conference
- Signature Regional Conference (Chicago)
- Signature / Pleasant Holidays FAM



Domestic - Upcoming



- **GTM Pre & Post FAMs – 7/16-7/18 & 7/21-7/23**
- **GTM Elite – 7/18 – 7/21**
- **Cruise Planners Luxury Forum 8/5 – 8/8**
- **Royal Caribbean Trunk Show 9/10**
- **Maine and New England ASTA Regional Events 10/15 – 10/18**
****Partner opportunity to come soon****
- **AAA Travel Conference 10/24 – 10/28**
- **Cruise World 11/6 – 11/8**
****Partner opportunity to come soon****



Canada / UK/ Europe April-June

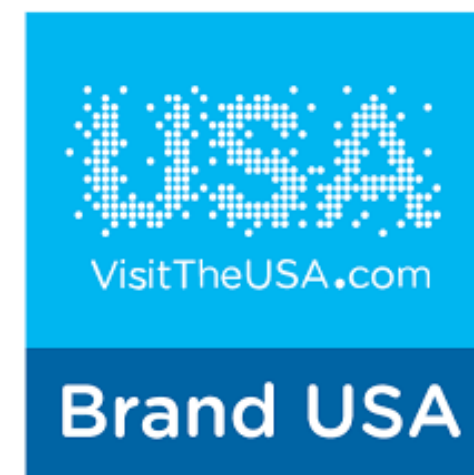
- Virtuoso On Tour Montreal (April 4th-5th)
- IPW LA, Partner Event in LA (May 4th-7th)
- LIEB PR/ Media FAM (May 12th-15th)
- DERTOUR FAM (May 16th -19th)
- Brand USA Canada Mission (June 3rd-7th)
- Travel Marketplace, Toronto (June 25th-26th)





Upcoming Canada / UK/ Europe

- Orlando Sales Mission (July 15-17)
- Virtuoso Canadian Training Webinar, August 28
- Scandinavia/ Air Canada FAM (September 2-5)
- Travel Market Place, Calgary (September 9-10)
- Ignite UK FAM (September 21-26)
- Hablo UK/ Ireland FAM (September 24-27)
- Brand USA UK/ Ireland Mega FAM (September 27-28)



AIR CANADA





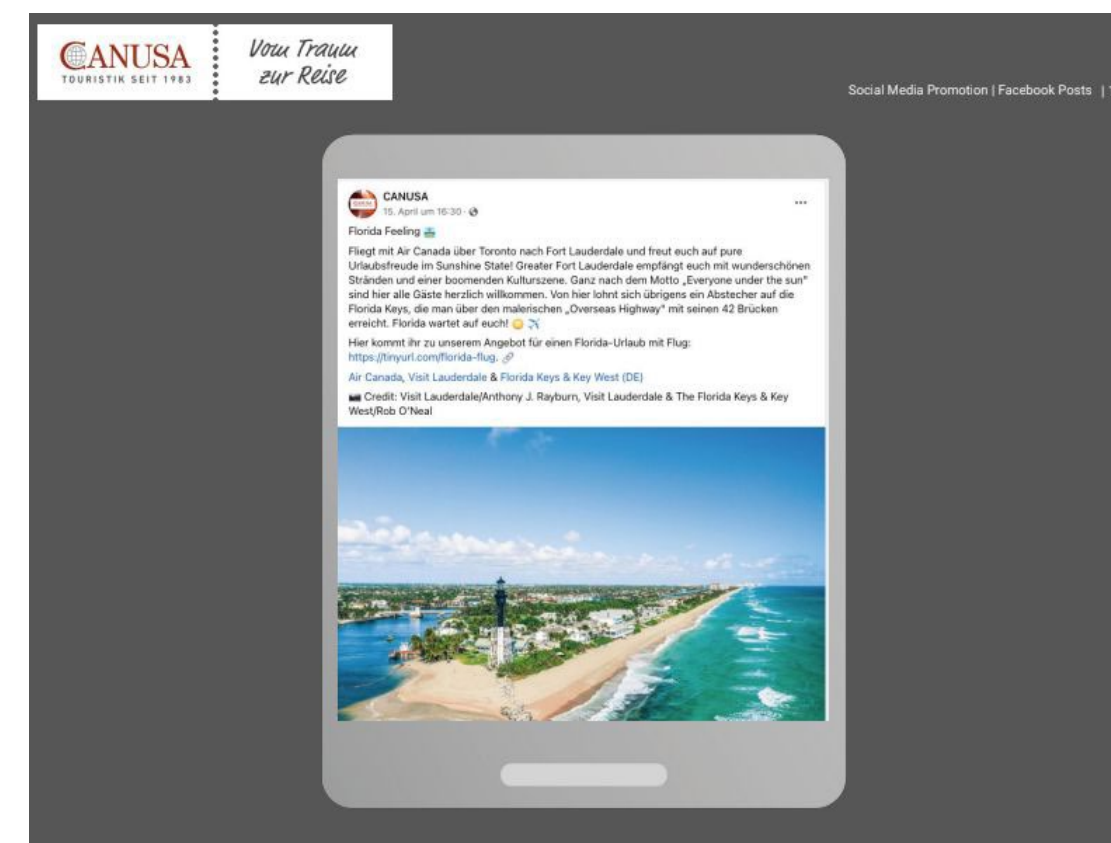
Feedback:

Bianca Radunz, Product Specialist DERTOUR: “ ...we are all back in Germany again....Paul & Ilona, thank you again for such a fantastic time in Fort Lauderdale. We are physically back in Germany, but our minds are still there with you.”

Lieb Activities April-June

Media, PR and Trade

- Group press trip / FAM in May 2024, flights sponsored by Air Canada
- Participation in agency-PR-Roadshow: Munich, Berlin, Hamburg
170 Media participants
- DERTOUR Trade FAM in May, 14 qualified Travel Agents
- CANUSA campaign with the Florida Keys and Air Canada: 2 month campaign
 - Online Promotion 2 million impressions
 - Social Media Promotion 73K Facebook, 11.7K followers Instagram, 200K ad interests on Pinterest
 - Print and Mini Newsletter 60K targeted readers



Outlook in the German-speaking market

Ilona, Roja and Ralf



- Press releases, pitches and media liaison (What's New, VUSA articles)
- Identify opportunities for individual press trips (media and influencer)
- FVW Media podcast recording, 30-minute program 1.5 million recipients
- Participation in UNIQUE travel show, Sept. in Mallorca
- Florida Partner Showcase with Travelzoo, campaign directed at tour operators, travel agents and end consumers in Germany

IPW 2024 Los Angeles May 3rd-7th



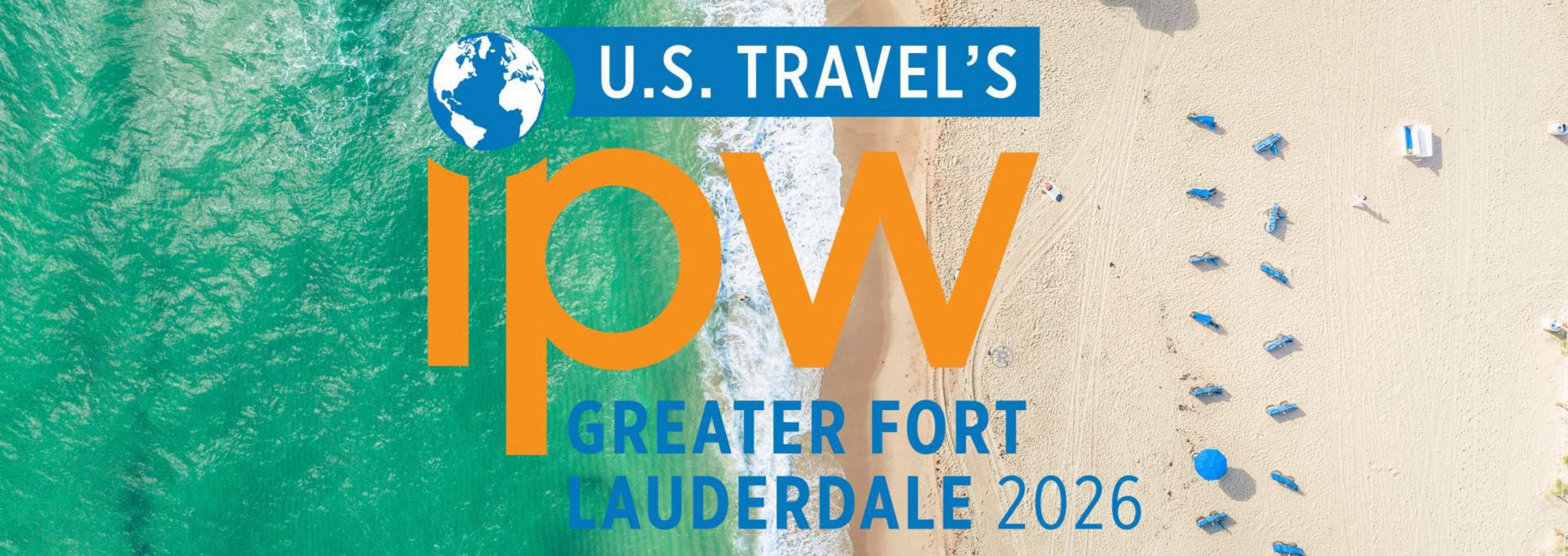
- Visit Lauderdale Press Conference announcing IPW 2026 in Fort Lauderdale
- 13 Partners and 20 Visit Lauderdale and Convention Center Staff attended.
- 160+ Trade & 50+ Media/ Marketing appointments over 3-day period
- Chicago IPW 2025 June 14th-18th
 - Increased development of our booth presence and partner involvement.
 - Partner participation and involvement details coming soon



U.S. TRAVEL'S

IPW

GREATER FORT
LAUDERDALE 2026



LATAM April - June

• ARGENTINA:

- Florida Day – Delfos Turismo & Swan Turismo
- Visit USA Workshop

• BRAZIL:

- WTM LATAM
- VL Sales Mission (Belo Horizonte & Recife)
- VF Sales Mission (Sao Paulo & Curitiba)
- Virtuoso Connect Sao Paulo
- PRGE FAM

• COLOMBIA:

- In Person Trainings: Atrapolo, Aviatur Cali, Price Travel Cali
- Webinars with: Viajes Armenia
- VL Sales Mission (Medellin, Bucaramanga & Bogota)
- Visit USA Events
- VF FAM

• PERU / ECUADOR:

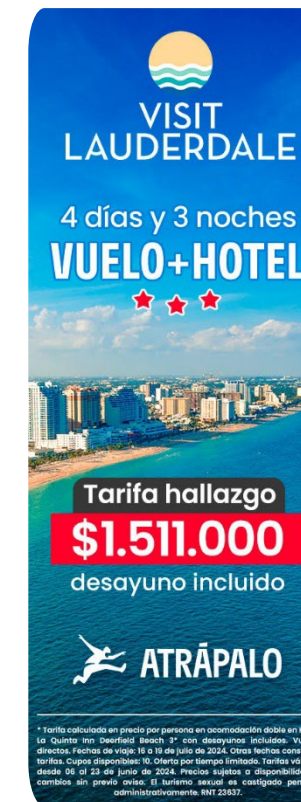
- VF FAM
- Visit USA Webinar



LATAM April - June

- Co-Ops & Media

- Atrapolo, COL
- Price Media, COL
- Visual Turismo, BR
- Orinter, BR
- Viajes El Corte Ingles, COL
- Hotel Beds
- Price Media, MX – Brand USA
- ABC Mundial – ARG, COL
- Mundo Turistico – LATAM
- Ladevi/ Panrotas - LATAM



VISIT LAUDERDALE

4 días y 3 noches
VUELO+HOTEL

Tarifa hallazgo
\$1.511.000
desayuno incluido

ATRÁPALO

* Tarifa calculada en precio por persona en acomodación doble en Hotel. Un Quince por persona. Incluye: 3* con desayuno incluido. Vuelo directo. Fecha de viaje: 18 a 19 de Julio de 2024. Oferta valida con tarifa. Cupos disponibles: 10. Oferta por tiempo limitado. Tarifa valida desde el 01 de Junio de 2024. Precios sujetos a disponibilidad y cambios sin previo aviso. El turismo, salud es castigado, penal y patrimonio. RNT 23637.



Fort Lauderdale: una aventura para antes y después de navegar en crucero

Si eres un viajero que disfruta de la playa y sus actividades, Fort Lauderdale es uno de los destinos más importantes, junto con Miami. Año a año, este destino fortalece su popularidad gracias a su espectacular trato con el turista y con las grandes navieras. Conocido como uno de los mejores destinos para hacer turismo, Fort Lauderdale cuenta con muchas aventuras para realizar antes de embarcarse en un crucero o luego de pasar unos días en altamar. Actualmente, la ciudad recibe los navíos de Royal Caribbean, Princess, Celebrity y Disney Cruise Line, pero cualquiera que se encuentre en Florida es bienvenido para disfrutar de la playa y sus actividades.

GASTRONOMÍA LOCAL E INTERNACIONAL
Fort Lauderdale es todo un viaje culinario que gana desde productos locales hasta delicias internacionales del canal intracostero del Atlántico. En Las Olas Blvd, el principal eje de la ciudad, los turistas podrán encontrar un verdadero espectáculo culinario. Cuando cae la noche, la experiencia gastronómica se eleva gracias a los espectaculares rooftop bars y restaurantes, Princess, Celebrity y Disney Cruise Line, pero cualquiera que se encuentre en Florida es bienvenido a disfrutar de la playa y sus actividades.

Fort Lauderdale cuenta con muchísimos atractivos para disfrutar antes de embarcar o después de viajar en un crucero.

Además, luego un día de compras, se recomienda tomar un taxi acuático para explorar la "Venecia de América" y obtener una perspectiva única de Fort Lauderdale. Para que la aventura sea completa, no hay que perder la oportunidad de experimentar la excursión en los humedales de Everglades. Para más información, el sitio web de Fort Lauderdale explica detalladamente cómo inscribirse a su programa de Identidad, no solo para capacitarse sobre la región, sino también para poder adquirir herramientas de ventas y mucho más.

AVENTURAS Y COMPRAS
Florida es sinónimo de compras. El Sawgrass Mills, uno de los shopping más grandes de Estados Unidos, con más de 350 tiendas, es uno de los puntos de la zona.

Fort Lauderdale fortalece su popularidad gracias a su trato con el turista y con las grandes navieras.



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Descubre Maravillas Inexploradas Más Allá de las Olas

Greater Fort Lauderdale provee excepcionales experiencias pre y post crucero que sorprenden y maravillan a todo el mundo.

Diversifica las propuestas de turismo involucrando a Greater Fort Lauderdale en el itinerario de los viajeros. Con kilómetros de playas de arena blanca, impresionantes senderos por los Everglades, patrimonio internacional y cultura nativa arraigada, los recorridos descubren de un paisaje surrealista. Con Royal Caribbean, Princess, Celebrity y Disney Cruise Line navegando desde Fort Lauderdale este verano, las posibilidades de diagramar actividades inolvidables junto al mar son infinitas.

ESCANEA PARA
DESCUBRIR UN MAR
DE OPCIONES

Accede a herramientas y tips de ventas con Lauderdale Local, nuestro programa de capacitación gratuita.



Destino dos Sonhos
FORT LAUDERDALE
Descubra experiências inesquecíveis em um paraíso tropical!

VISIT LAUDERDALE
EVERYONE UNDER THE SUN



VISIT LAUDERDALE

– 4 días y 3 noches –
VUELO+HOTEL

Desde
\$1.418.000
desayuno incluido

* Precio por persona en acomodación doble. Fecha de viaje: 18 a 19 de Julio 2024. Todos los precios y ofertas publicados están sujetos a disponibilidad, cambios y vigencia sin previo aviso. RNT 23637.





LATAM - Upcoming

FAMS

- Spirit – Colombia: 8/19-8/23
- Caribbean – South American FAM w/ Spirit: 9/16-9/19
- Interep Brazilian LUX FAM: 11/1-11/4
- Celebrity Cruises Mexico FAMS: 11/7-11/9 & 11/15-11/17
- Central America & South American FAM w/Spirit– 11/22-11/25

TRAVEL

- FITUR: Argentina 9/27-10/1
- NEW MARKETS: Spain & Portugal Sales Mission 10/21-10/25



INTERNATIONAL
SPOTLIGHT

BRAZIL



APRIL/2024

LATAM Macro Data Resume	Argentina	Brazil	Chile	Colombia	México	Peru
Unemployment rate	5,70%	7,90%	8,50%	11,30%	2,70%	7,70%
Basic interest rate	40,00%	10,50%	6,50%	11,75%	11,00%	5,75%
Inflation (LTM -Sep*)	289,40%	3,69%	4,00%	7,16%	4,65%	2,11%

*LTM - Last Twelve Months

Good to Know!

- Current Population: 203 million
- **Brazil represents the largest source of LATAM visitors to USA**
- 5 Regions with 26 states & one Federal District
- FLL has direct flights from 5 major cities:
 - Belo Horizonte, Belem, Campinas, Manaus, Recife
- Connecting Flights from 5 more cities:
 - Sao Paulo, Rio de Janeiro, Brasilia, Florianopolis and Porto Alegre (suspended until December)

Trade Updates



Brazil: 2023 operating air capacity – top 10 arrival airports

% of 2023 Seat Capacity



Source: Sabre, November 2023

Air connectivity between Brazil and the USA

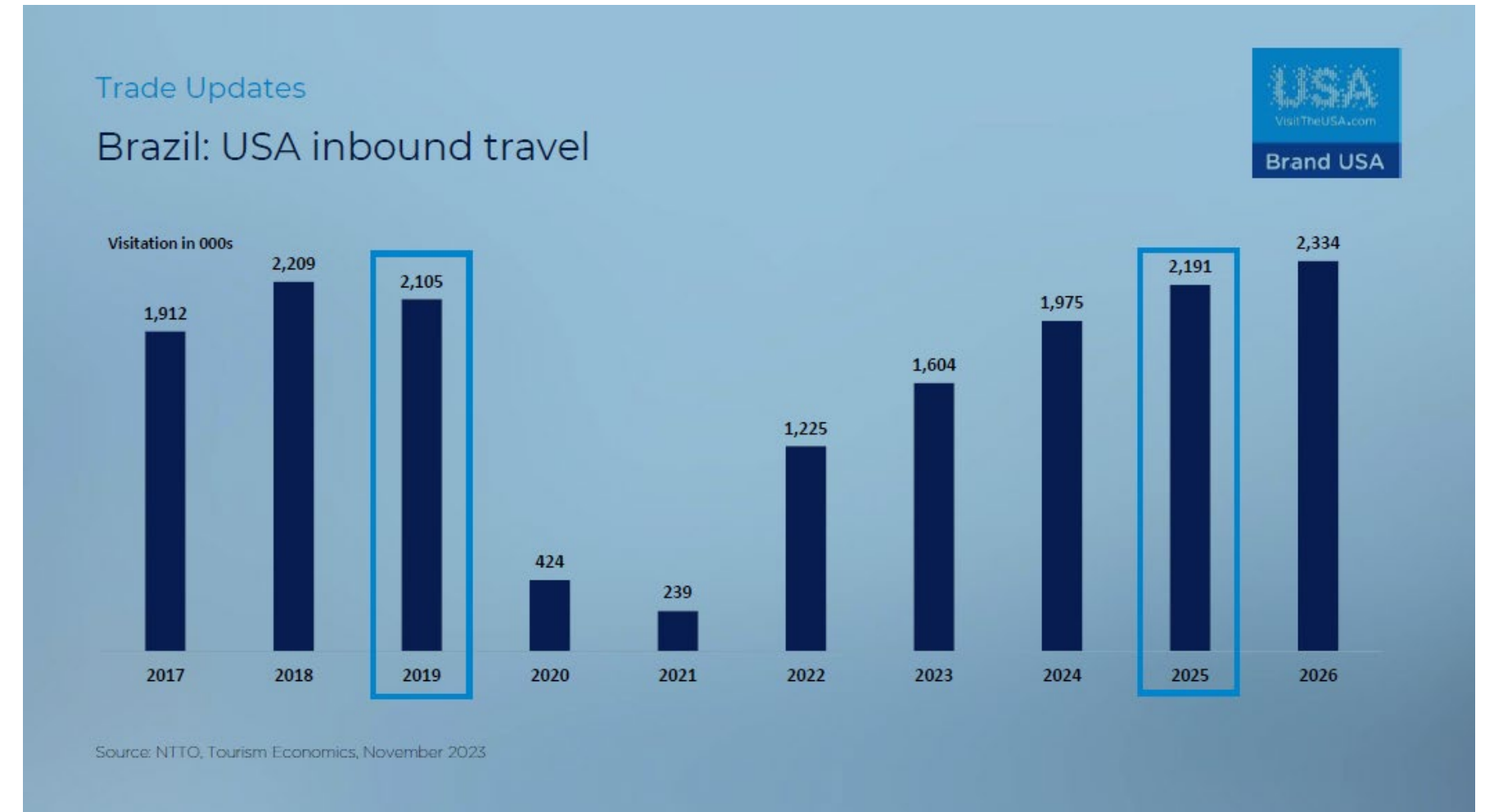
AIRLINES	U.S. DESTINATION	FLIGHTS/WEEK
 DELTA	Atlanta	21
	New York	
	Atlanta	
 Azul	Fort Lauderdale	24
	Orlando	
	Fort Lauderdale	
	Fort Lauderdale	
	Orlando	
 LATAM	Miami	34
	Orlando	
	New York	
	Miami	
	Boston	
	Los Angeles	
 American Airlines	Miami	39
	New York	
	Dallas	
	Miami	
	New York	
	Miami	

AIRLINES	U.S. DESTINATION	FLIGHTS/WEEK
 UNITED AIRLINES	Chicago	21
	Newark	
	Houston	
	Washington	
	Houston	
 GOL	Miami	24
	Orlando	
	Miami	
 Copa Airlines	San Francisco	206 <small>*through Panama</small>
	Las Vegas	
	Los Angeles	
	Denver	
	Chicago	
	D.C.	
	Atlanta	
	New York	
	Boston	
	Tampa	
	Orlando	
	Fort Lauderdale	
	Miami	
Baltimore		
Austin		

Current weekly flights: 162*

No new routes were announced for 2024.

-
- The World Travel & Tourism Council (WTTTC) revealed, through its Annual Economic Impact Report:
 - Brazil's GDP for Tourism Sector will surpass pre-pandemic levels, generating \$145.7 billion for the national economy, 5% above 2019. There has been a slight slow down due to global scenario & tragic floods in the South.
 - Brazilians were the fourth largest nationality classified as overseas arrivals (long distance) after UK, Germany and India (excluding Canada and Mexico.)



Good to Know!



Brazil's GDP (\$2 trillion) is almost 3.5x larger than Argentina, 6x larger than Chile and 8x larger than Peru.

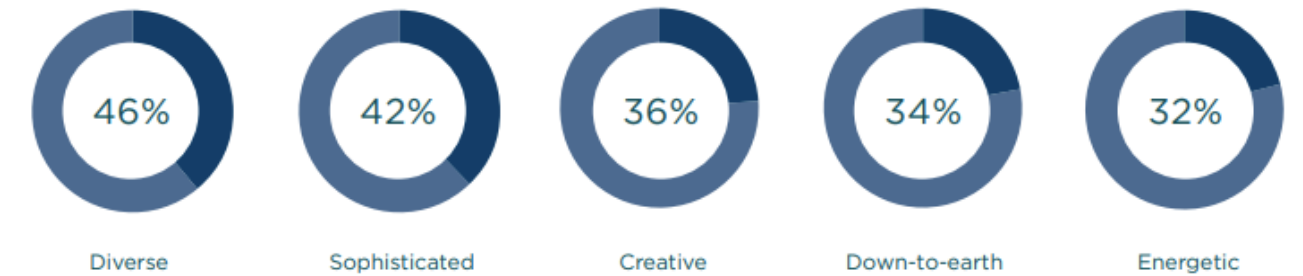


Brazil represents the largest source of LATAM visitors to USA

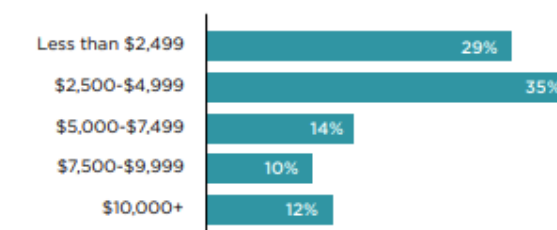


Tourism spending in U.S. (2023) is \$6 billion

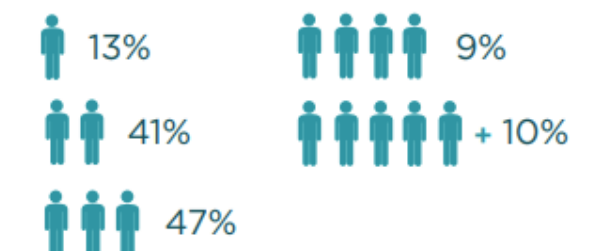
Top 5 Strongest Impressions of the USA



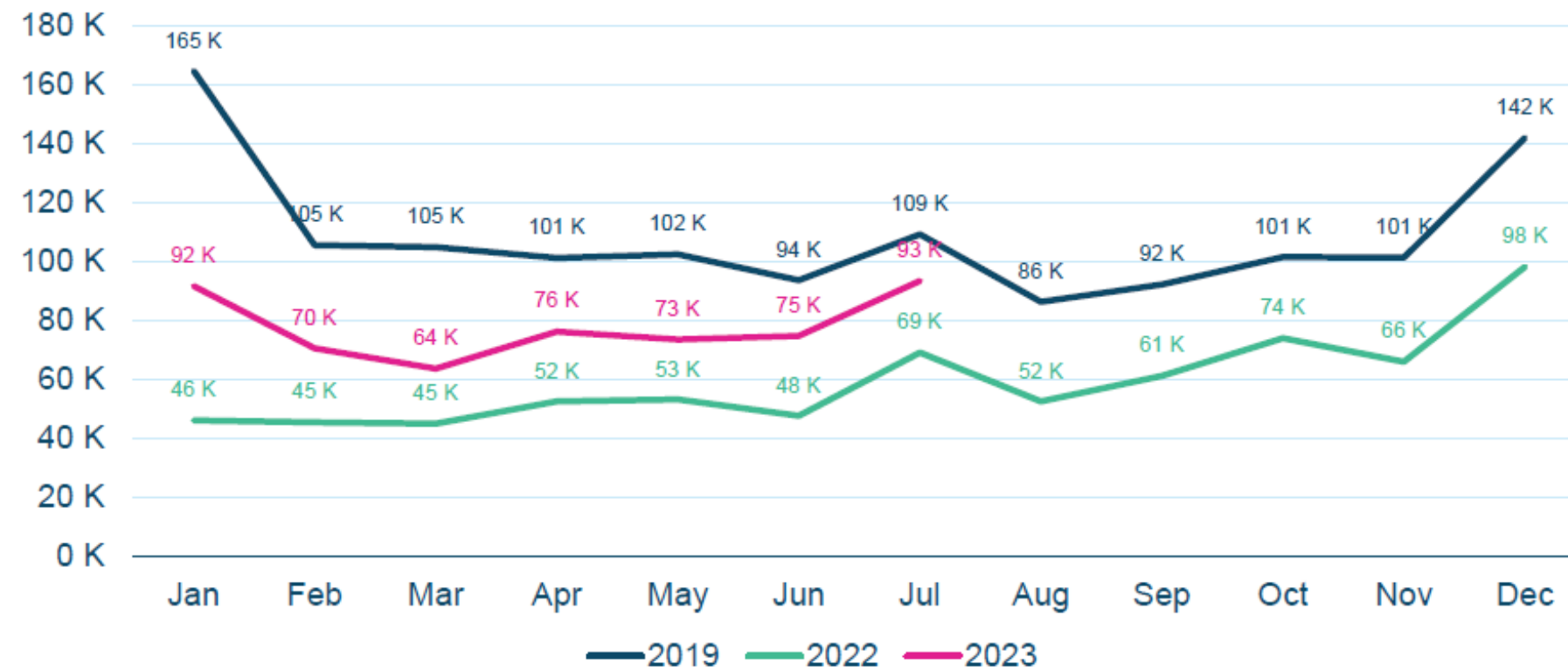
Expected Household Travel Spending for Next Intercontinental Trip



Expected Travel Party Size of Next Intercontinental Trip



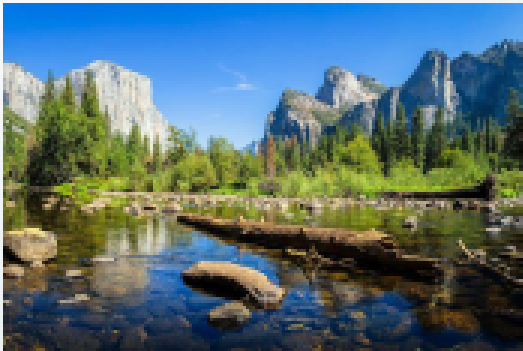
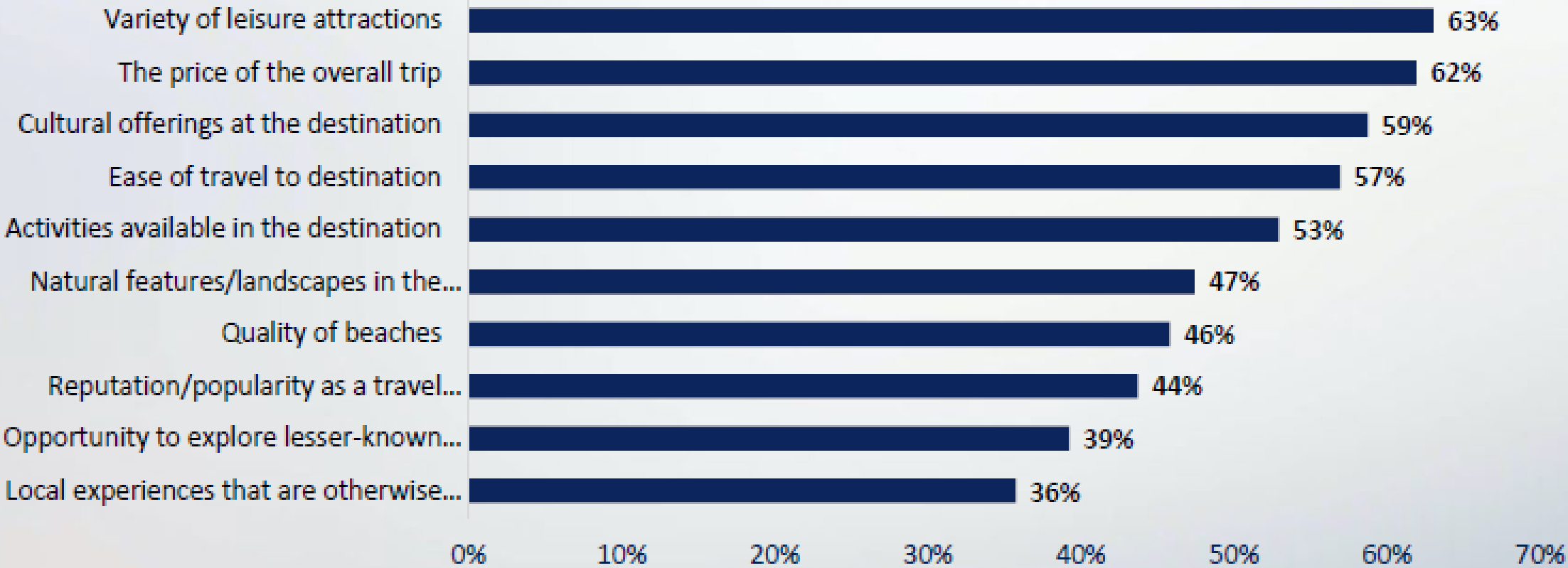
Brazilian Visitation to FL: Monthly



- High Season for Brazilian trips to the US: July, December, January and February
- Important Holidays for quick trips:
 - Week of October 12th
 - Carnival (February or March) and Holy Week/ Easter
- US Commercial Service
- 57% of Brazilian Travelers visit 3 cities
- 25% visit 4 or more cities
- 12% visit 1 city
- 6% undecided.

Trade Updates

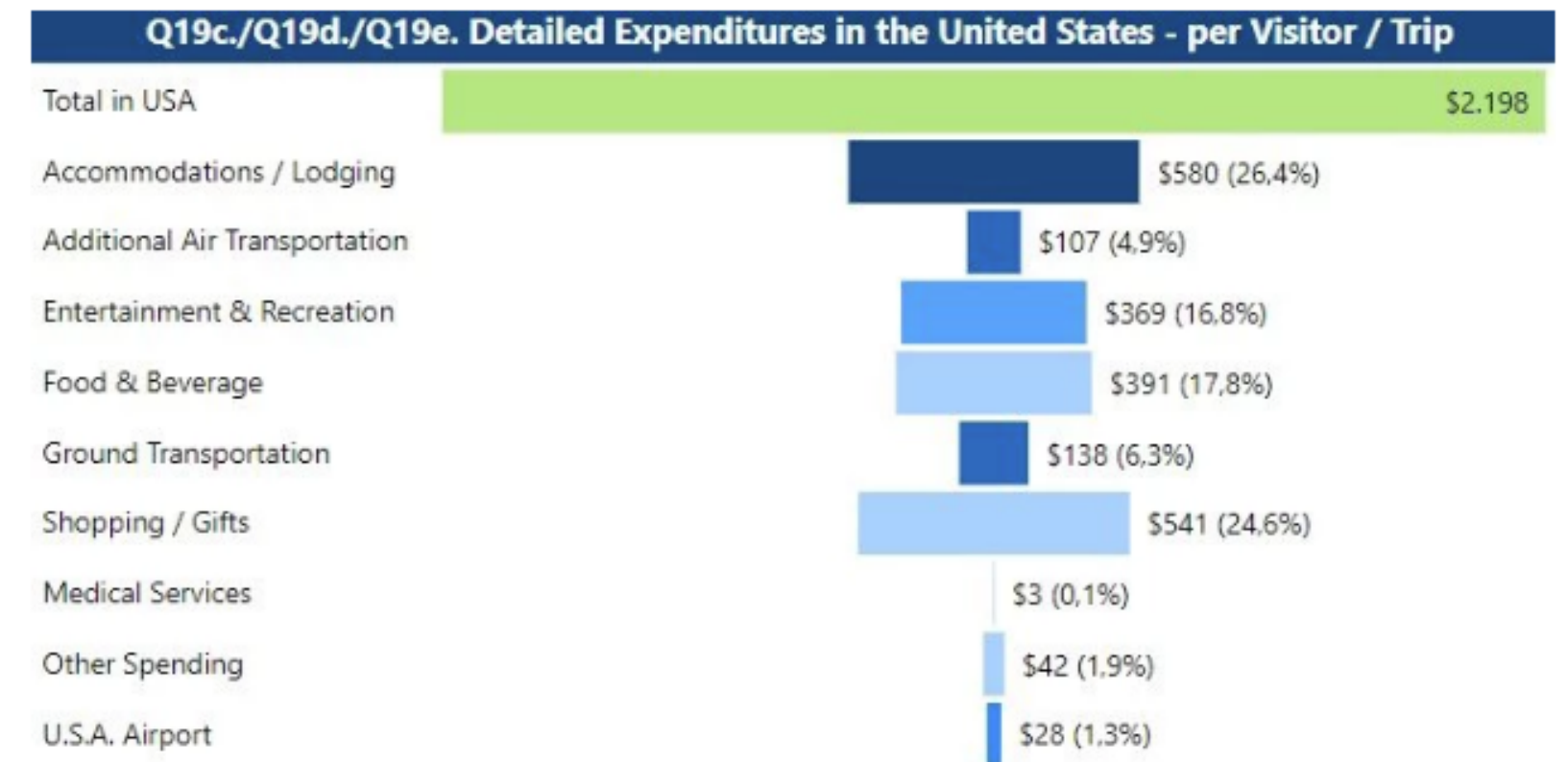
Brazil: Importance of destination considerations



Q: When you choose to visit a destination for an international overnight leisure trip, which of the following are most important?
Base: All respondents, N=1,010
Source: Brand USA Market Intelligence Survey, September 2023

Good to Know!

- According to research by NTTO, Brazilians spent an average of 19 days in the USA last year, 74% stayed in hotels & 35% in rental homes.
- The average age of Brazilians who visited the YSA was 42.5 years for men and 43.2 for women.
- They spent an average of \$4,000 per person on the land package and \$1,100 on the air.



Among the activities carried out in the United States:

- **87.2% made purchases**
- 76.7% went on tours
- **50% visited theme parks**
- And 33.6% visited monuments and natural parks.
- Other activities highlighted show that 14.2% attended concerts or musicals and 16.7% went to sporting events. And 20% invested in good dinners and lunches.

Top Leisure Activities Engaged

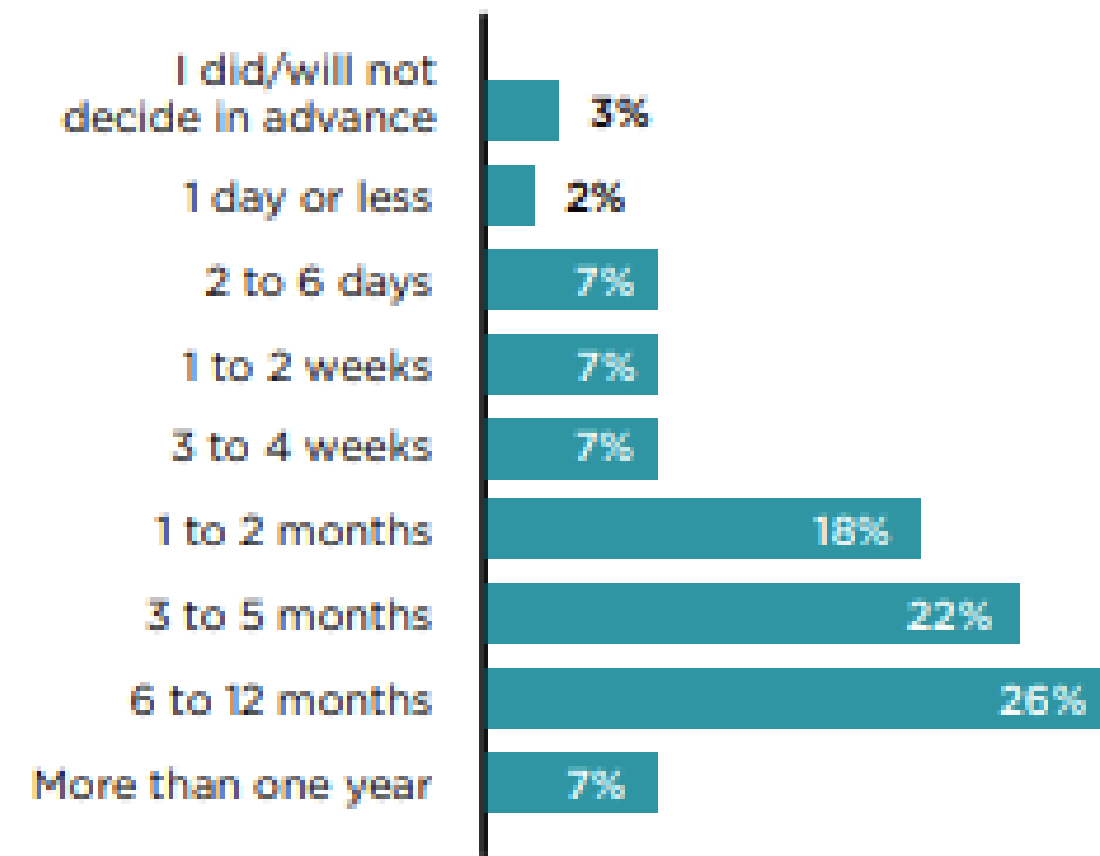
Shopping	84.0%
Sightseeing	75.5%
Amusement/Theme Parks	44.1%
National Parks/Monuments	33.0%
Art Galleries/Museums	23.5%
Historical Locations	23.4%
Small Towns/Countryside	19.8%
Experience Fine Dining	18.0%
Concert/Play/Musical	15.2%
Sporting Event	15.0%
Nightclubbing/Dancing	11.4%
Cultural/Ethnic Heritage Sights	8.8%
Guided Tour(s)	8.4%
Casino/Gamble	4.8%
Camping/Hiking	3.2%
Water Sports	2.5%
Environmental/Eco. Excursions	1.9%
Golfing/Tennis	1.8%
American Indian Communities	1.2%
Snow Sports	1.0%
Hunting/Fishing	1.0%
Other	0.8%

Main Purpose of Trip

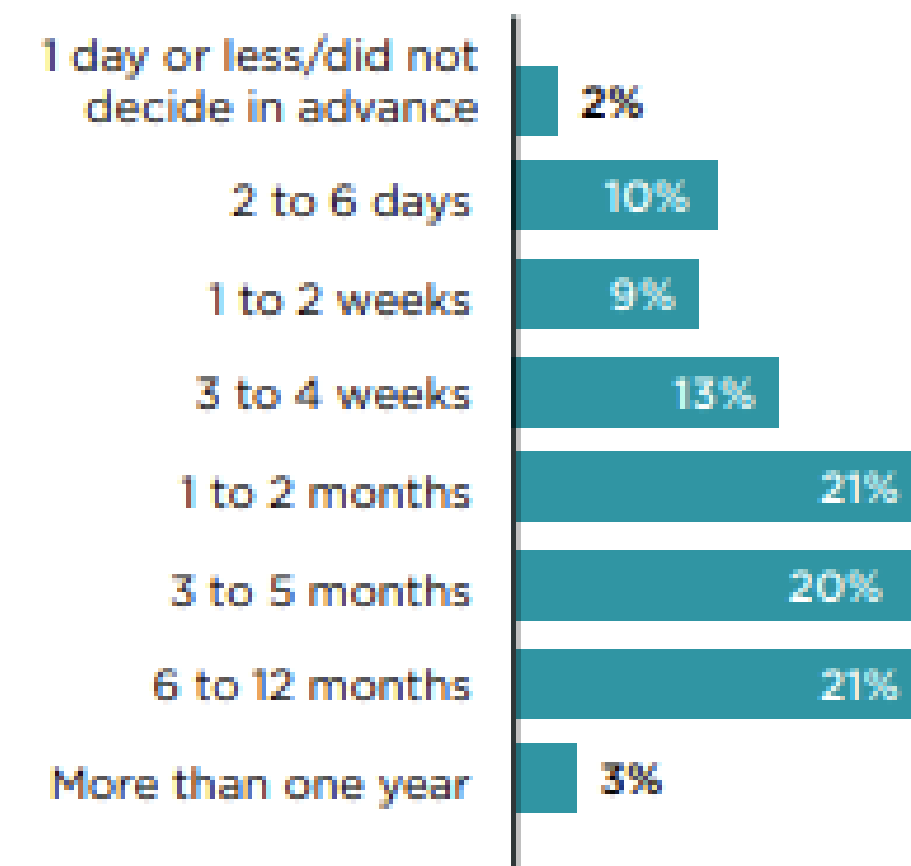
Vacation/Holiday	65.5%
Visit Friends/Relatives	20.1%
Business*	7.1%
Convention / Confe...	3.2%
Education	2.8%
Other	0.6%
Health Treatment	0.5%
Religion/Pilgrimage	0.1%
Total	100.0%

Destination Decision and Air Booking Windows for Next Intercontinental Trip

DESTINATION DECISION



AIR BOOKING



TOP 10 LUXURY DESTINATIONS FOR BRAZILIAN TRAVELLERS



1: UNITED STATES

2: ORLANDO

3: PORTUGAL

4: ITALY

5: PARIS

6: NEW YORK

7: EUROPE

8: FRANCE

9: CANADA

10: MALDIVES

Source: ILTM/PANROTAS, DECEMBER 2023

Travel Trends Among Brazilian Travelers

- Luxury Travel (including quiet luxury)
- Sports
- Celebrations, concerts & special events
- Pop Culture
- Well-Being
- Instagrammable places
- Cruises
- National Parks & small cities
- Food & Wine
- Shopping (no matter where in the US, always include shopping experiences.)

“Searches from internauts from Brazil had the web’s greatest increase between February 2023, and January 2024. The country occupies the 7th place in the list of countries that most carry out searches – The United States heads this ranking.” Brazilian Overview Monthly Report, Panrotas - March 2024

Top Destination Searches in Google

- 1. Orlando
- 2. Buenos Aires
- 3. USA
- 4. Cancun
- 5. Paris

Booking Trends

CVC Corp

(Largest distribution companies in Brazil)

Main brands:

CVC Viagens, Trend Viagens, Rextur Advance, Visual Turismo, Experimento
Over 1,000 store fronts in Brazil.

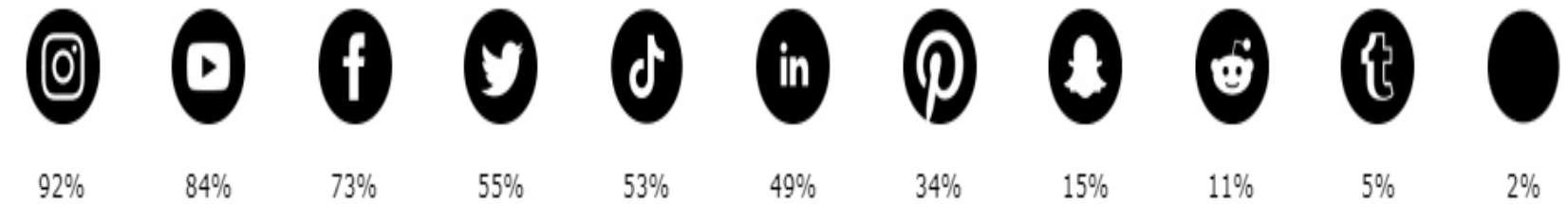
Top USA Destinations:

- 1. Orlando
- 2. Miami
- 3. New York
- 4. California

YTD over 4,300 passengers to GFL (more than 2019.)



Social Media Channels



- Brazilian travelers are known for their active and extensive use of social media platforms. Social media has become an integral part of Brazilian society, influencing various aspects of life, including communication, entertainment, business, and politics.

Visit Lauderdale Brazil Actions



- Tour Operator Trainings:
 - Diversa
 - CVC
 - Abreu
 - Orinter
- Trade Shows:
 - World Travel Market
 - Virtuoso
 - Azul Ta On
- Sales Missions:
 - Visit Lauderdale: Belo Horizonte & Recife
 - Visit Florida: Sao Paulo & Curitiba



Brazilian FAMS

- Three Completed
 - (Azul / Disney Cruise Lines x2)
 - PRGE (Receptive)
- Three Incoming
 - Interep (Luxury, was for September. Now moved to November.)
 - CVC Corp (was for June and now TBA)
 - Diversa Turismo (pre-cruise TBA / November)

Testimonial:

“All our team in Personal RGE Tours would like to extend our gratitude for the support and attention you provided during our recent stay in Fort Lauderdale for our FAM Tour. Your contribution was essential for our travel agents to have an enriching and memorable experience that they loved and enjoyed a lot!

The quality and hospitality of the hotels were outstanding, providing our agents the comfort that overcame with all our clients could expect. The time we spent together were not only informative but also immersive, allowing our agents to have a complete experience, including the Brightline train that most of them have never experienced (including me!).

Our agents returned to Brazil, Portugal and Spain with a wealth of knowledge that will enhance a lot their ability to promote the destination to their clients. The positive feedback and enthusiasm shared by them are a proof to the exceptional services and experiences you provided.

No words can express how grateful we are for your partnership and support!!! Your willingness to always collaborate with Personal RGE Tours is super valued, and we look forward to continuing our successful relationship and increasing sales in the very near future.

Thank you once again and please share this special thanks to everyone in your team and partners who made this trip a HUGE success!”

Hotel Metrics

April 2024

OCCUPANCY



2% below 2023
5% below 2022

AVERAGE DAILY RATE

\$202.22

6% below 2023
5% below 2022

SUPPLY

1%

above 2023

1%

above 2022

REVENUE PER AVAILABLE ROOM

\$151.82

7% below 2023
9% below 2022

DEMAND

0.3%

below 2023

4%

below 2022

HOTEL REVENUE

6%

below 2023

9%

below 2022

May 2024

OCCUPANCY



4% above 2023
1% above 2022

AVERAGE DAILY RATE

\$174.01

1% below 2023
4% below 2022

SUPPLY

2%

above 2023

0.4%

above 2022

REVENUE PER AVAILABLE ROOM

\$123.32

3% above 2023
3% below 2022

DEMAND

6%

above 2019

1%

above 2022

HOTEL REVENUE

5%

above 2023

3%

below 2022

June 2024

OCCUPANCY



0.4% above 2023
3% above 2022

AVERAGE DAILY RATE

\$151.00

2% below 2023
1% below 2022

SUPPLY

2%

above 2023

1%

above 2022

REVENUE PER AVAILABLE ROOM

\$103.85

2% below 2023
1% above 2022

DEMAND

2%

above 2023

3%

below 2022

HOTEL REVENUE

0.5%

above 2023

2%

above 2022

Hotel Metrics

2024 Year-to-Date
January 1 – July 6

OCCUPANCY



1% above 2023
1% above 2022

AVERAGE DAILY RATE

\$203.28

3% below 2023
4% above 2022

HOTEL REVENUE

1% below 2023

7% above 2022

DEMAND

2% above 2023

3% above 2022

REVENUE PER AVAILABLE ROOM

\$154.14

3% below 2023
6% above 2022

NEW SUPPLY

1% above 2023

1% above 2022

*2 hotels (157 rooms)
in pipeline for 2024

Comparison of Segmentation Mix

2022 vs. 2023 vs. 2024 (Apr-May)



Hotel Forecast vs Performance

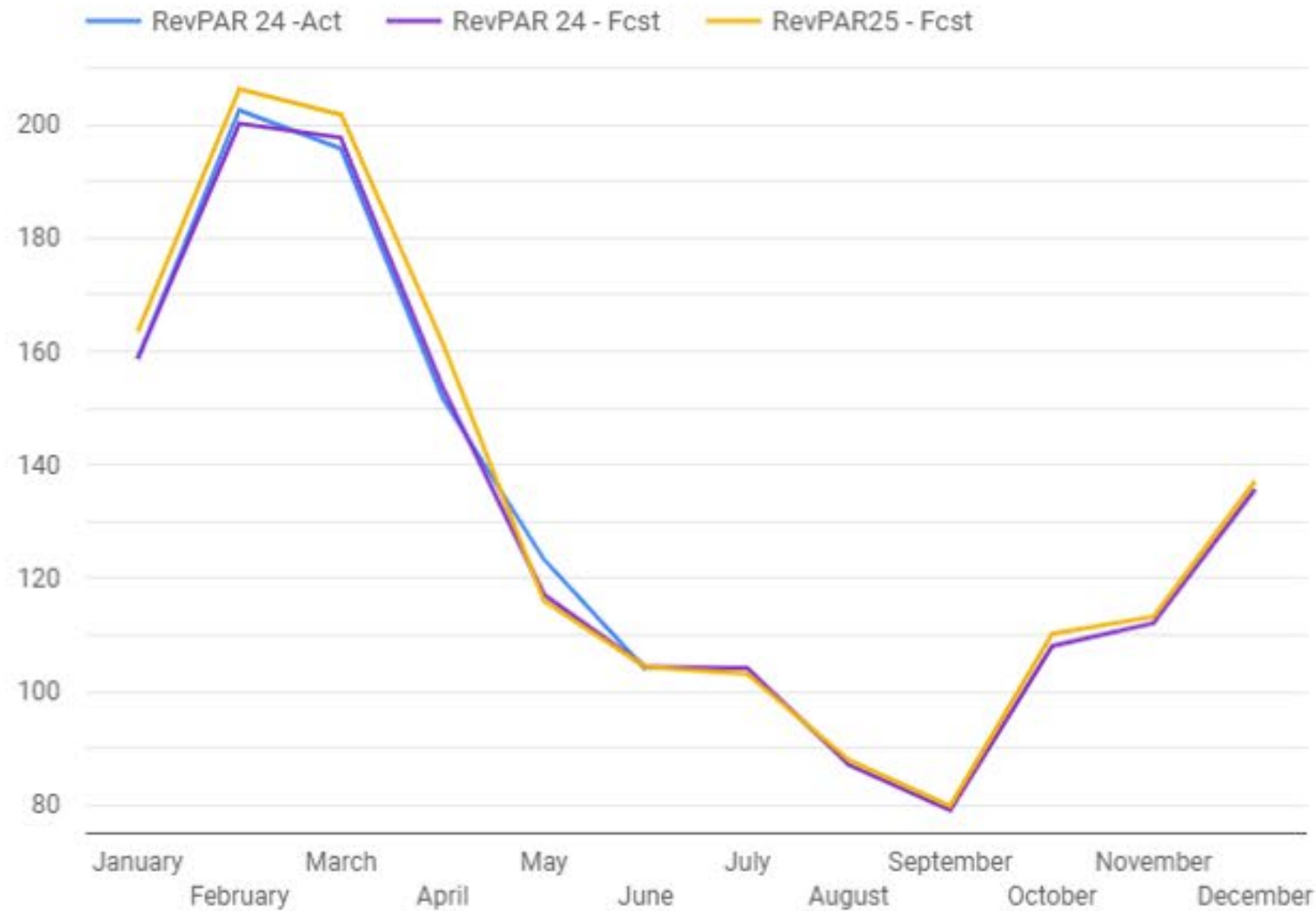
Jan-Jun 2024	Forecast	Actual	%Difference
Occ	74.7%	76.1%	2%
ADR	\$ 207.54	\$ 204.98	-1%
RevPAR	\$ 155.11	\$ 156.13	0.4%

CY 2023 Forecast as released Feb 2023

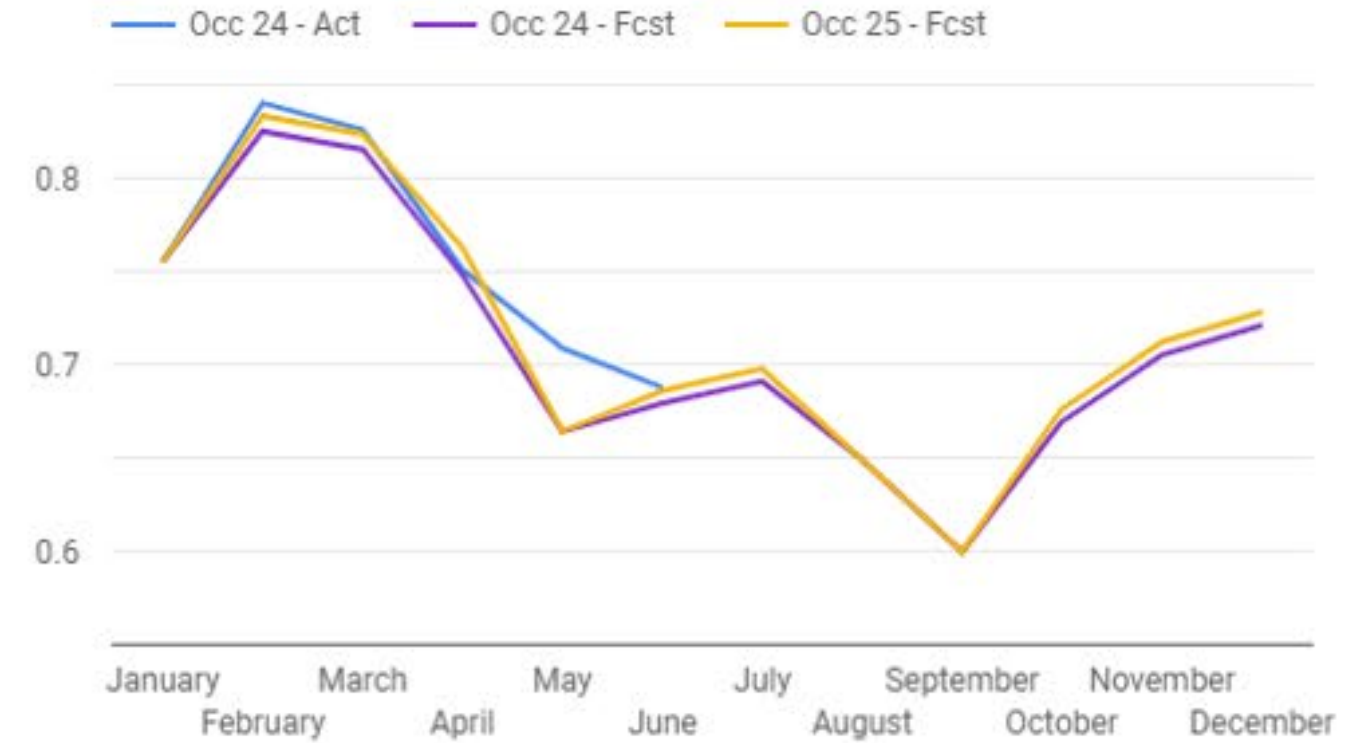
Occ	ADR	RevPAR
74.3%	\$ 191.41	\$ 144.05

Hotel KPI Forecast

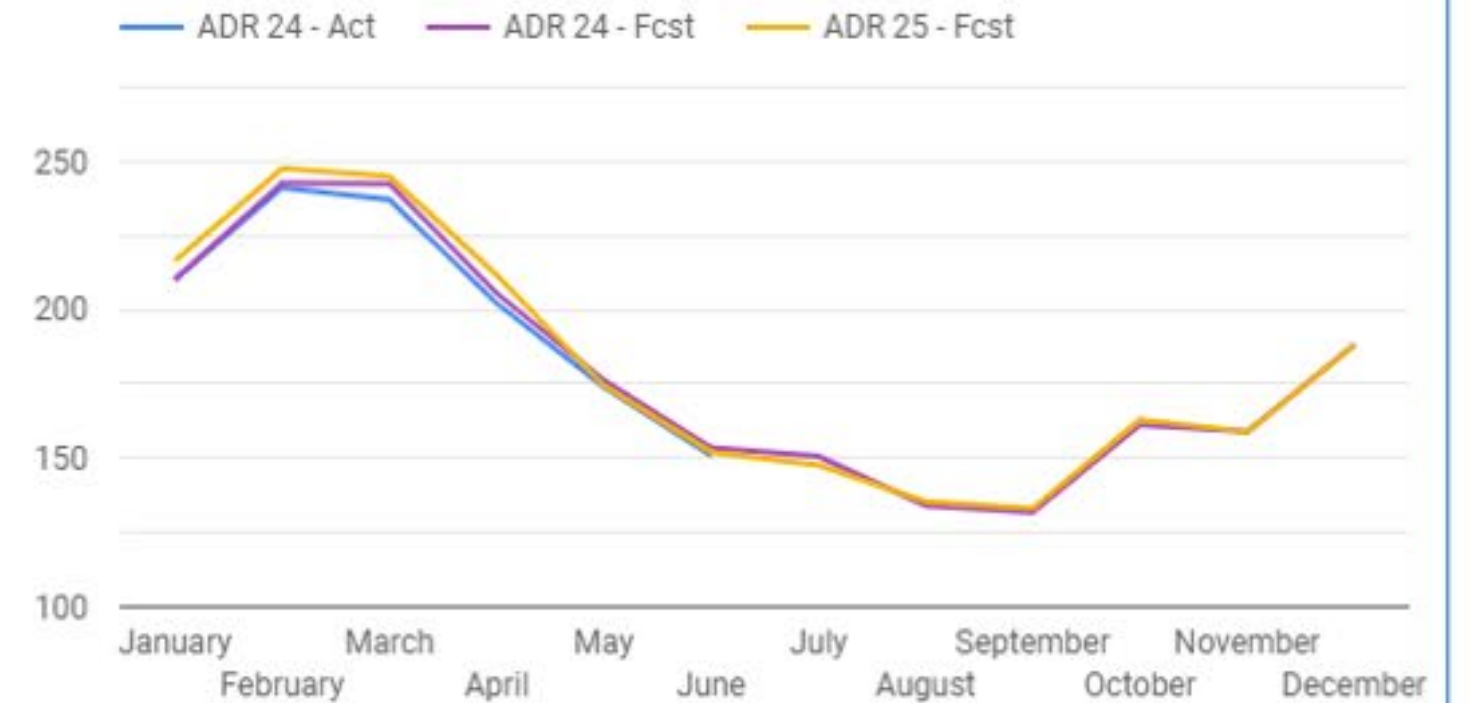
RevPAR Forecast



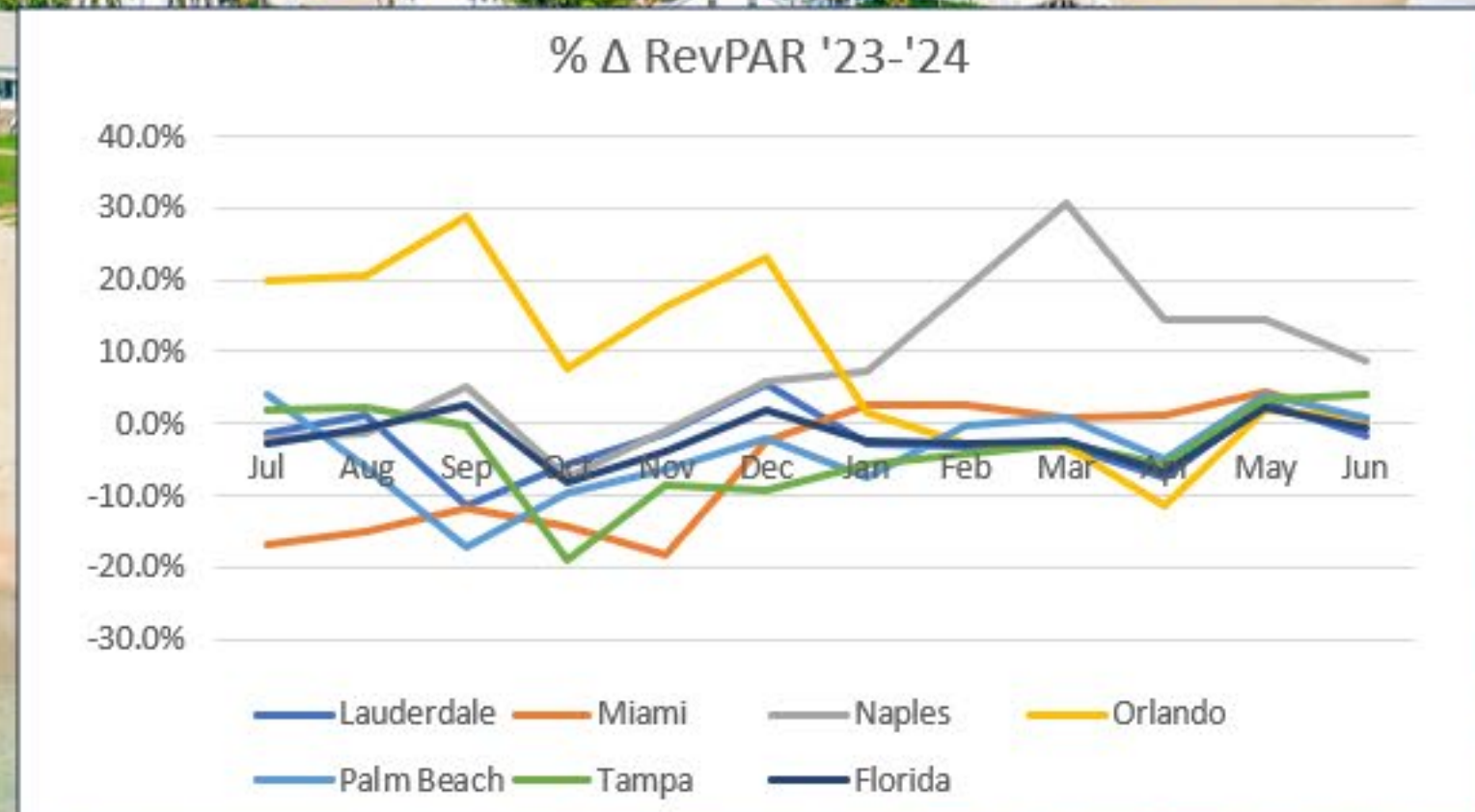
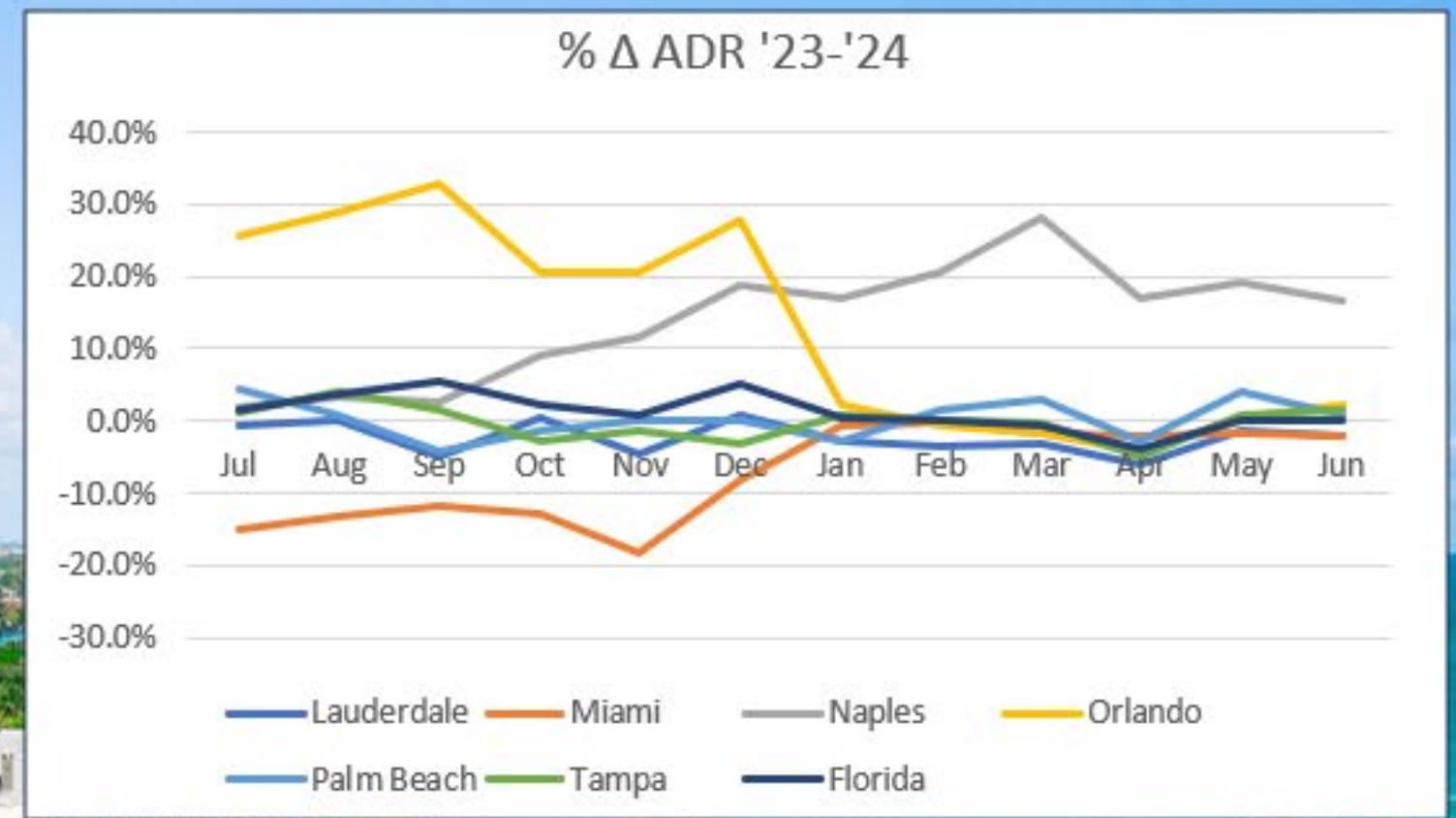
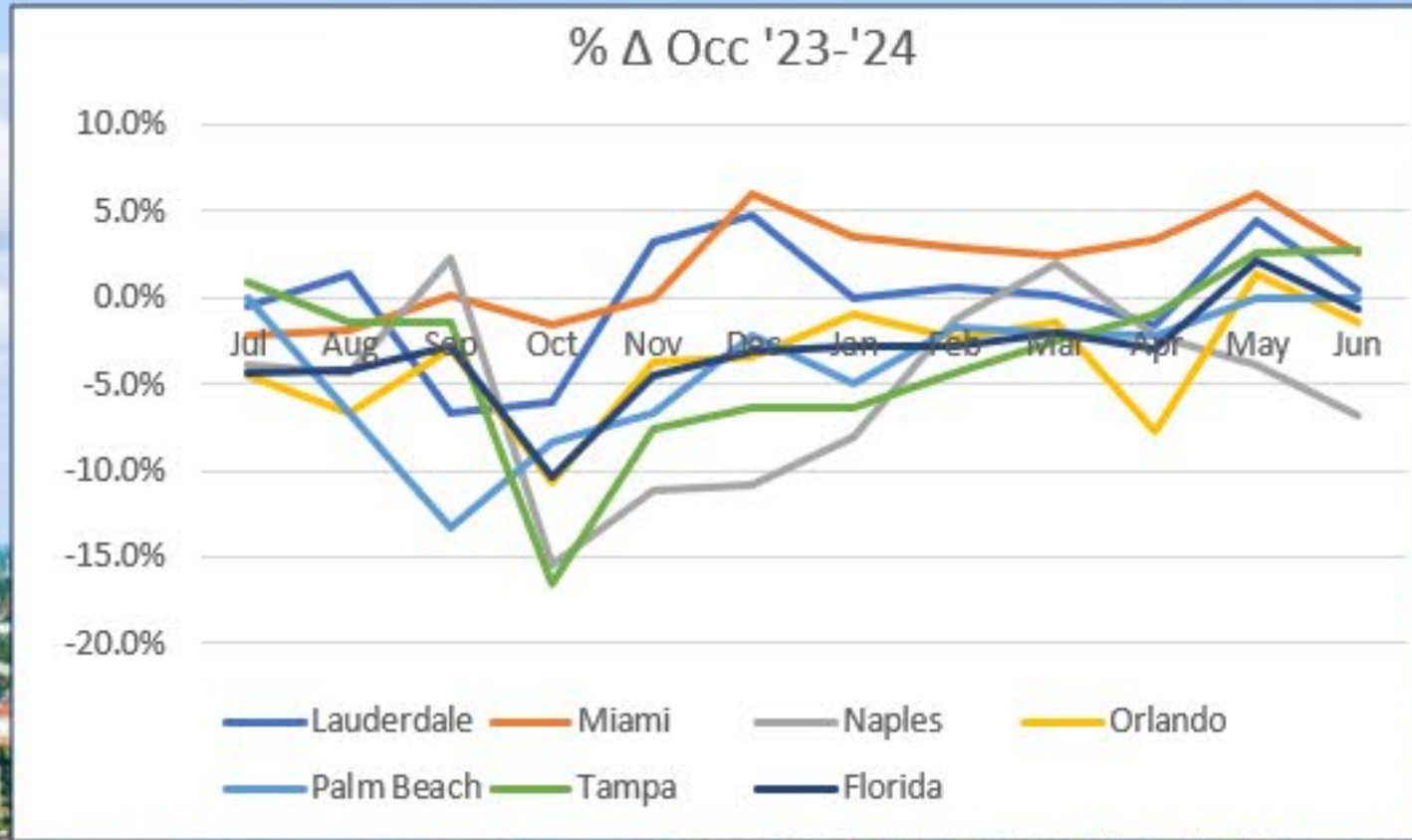
Occupancy Forecast



ADR Forecast



Competitive Set Performance (Jul '23 - Jun '24)



Visit Lauderdale Hotel Pipeline Report



Total Rooms in Pipeline
10,015

Number of Properties
63

2024 Total Rooms
142

2025 Total Rooms
1,296

2026 Total Rooms
3,370

2027 Total Rooms
3,838

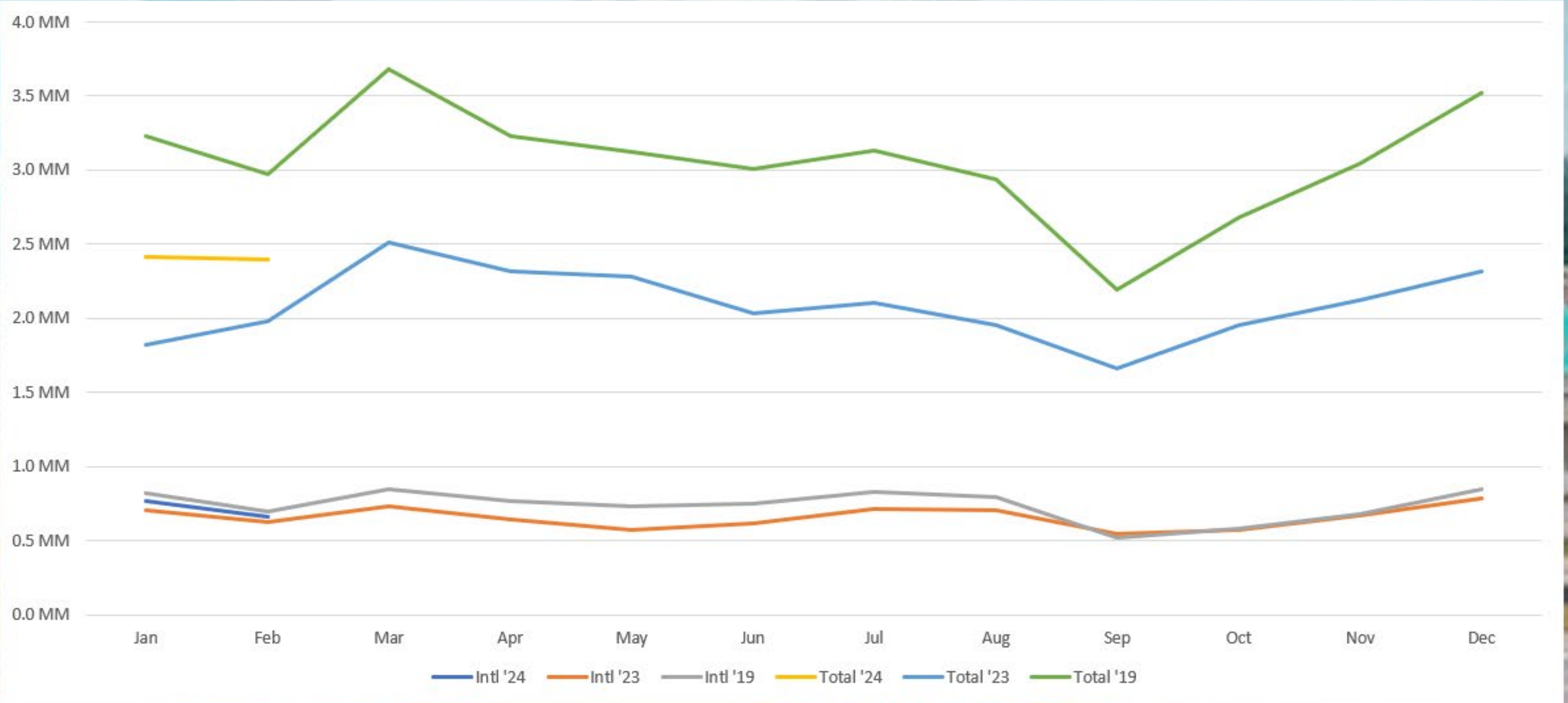
2028-2031 Total Rooms
519

Opening Date TBD Total Rooms
459

	Opening Date ▲	Hotel	Address	City	Status	Rooms
1.	Jul 2024	Tucker at Palm Trace Landings Fort Lauderdale	6300 Palm Trace Landings Dr	Davie	In Construction	45
2.	Aug 2024	Tru by Hilton Miramar	14577 SW 27th Way	Miramar	In Construction	97
3.	Mar 2025	Auberge Resorts Collection Shell Bay Club and Resort	Shell Bay	Hallandale Beach	Final Planning	60
4.	Mar 2025	Home2 Suites by Hilton Weston Fort Lauderdale	SWQ I-75	Weston	In Construction	147
5.	Oct 2025	Omni Fort Lauderdale Hotel	1950 Eisenhower Blvd	Fort Lauderdale	In Construction	801
6.	Nov 2025	The Whitfield Las Olas Hotel & Spa	1007 E Las Olas Blvd	Fort Lauderdale	In Construction	140
7.	Dec 2025	Nautica Residences and Hotel	400 SW 3rd Ave	Fort Lauderdale	Final Planning	148
8.	Jan 2026	Dania Beach City Center- Hotel	100 W Dania Beach Blvd	Dania Beach	Final Planning	150
9.	Jan 2026	Hampton Inn by Hilton Ft. Lauderdale Airport North Dixie Hwy	1851 S Federal Hwy	Fort Lauderdale	Final Planning	105
10.	Feb 2026	Home2 Suites by Hilton Plantation Ft. Lauderdale West	7676 Peters Rd	Plantation	Final Planning	122
11.	Mar 2026	Bayshore Hotel	3016 Bayshore Dr	Fort Lauderdale	Deferred	168
12.	Mar 2026	Comfort Suites Ft. Lauderdale	720 NW 4th Ave	Fort Lauderdale	Final Planning	100
13.	Mar 2026	Courtyard by Marriott Hollywood	1926 Tyler St	Hollywood	Final Planning	112
14.	Apr 2026	Homewood Suites by Hilton Ft. Lauderdale Beach North	3001 N Ocean Blvd	Fort Lauderdale	Final Planning	106
15.	Apr 2026	Ocean Park Hotel and Residences	2884 E Sunrise Blvd	Fort Lauderdale	Final Planning	120
16.	Apr 2026	Residence Inn by Marriott Fort Lauderdale Beach	SEQ E Las Olas Blvd and Seabreeze ...	Fort Lauderdale	Final Planning	150
17.	May 2026	Unnamed Hotel at Falls at Gulfstream	900 S Federal Hwy	Hallandale Beach	Deferred	150
18.	Jun 2026	Holiday Inn Fort Lauderdale Airport-Cruise	2100 S Federal Hwy	Fort Lauderdale	Deferred	140
19.	Jun 2026	Microtel Inn & Suites Fort Lauderdale	2005 S Federal Hwy	Fort Lauderdale	Planning	150
20.	Jun 2026	Trademark by Wyndham Fort Lauderdale	NE 36th Street & N Ocean Blvd Blvd	Fort Lauderdale	Planning	80

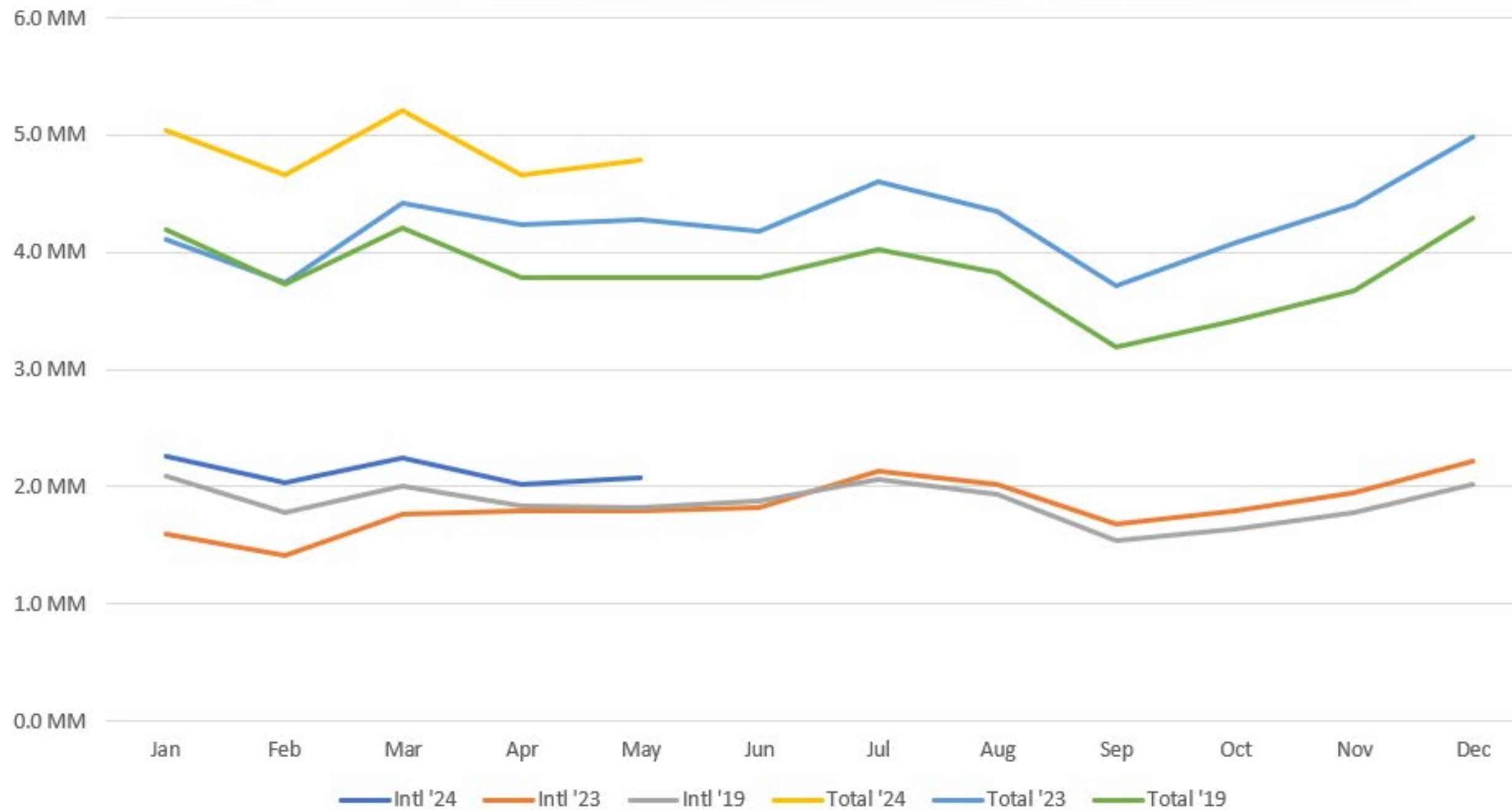
FLL Passenger Volume

Monthly YoY in Millions



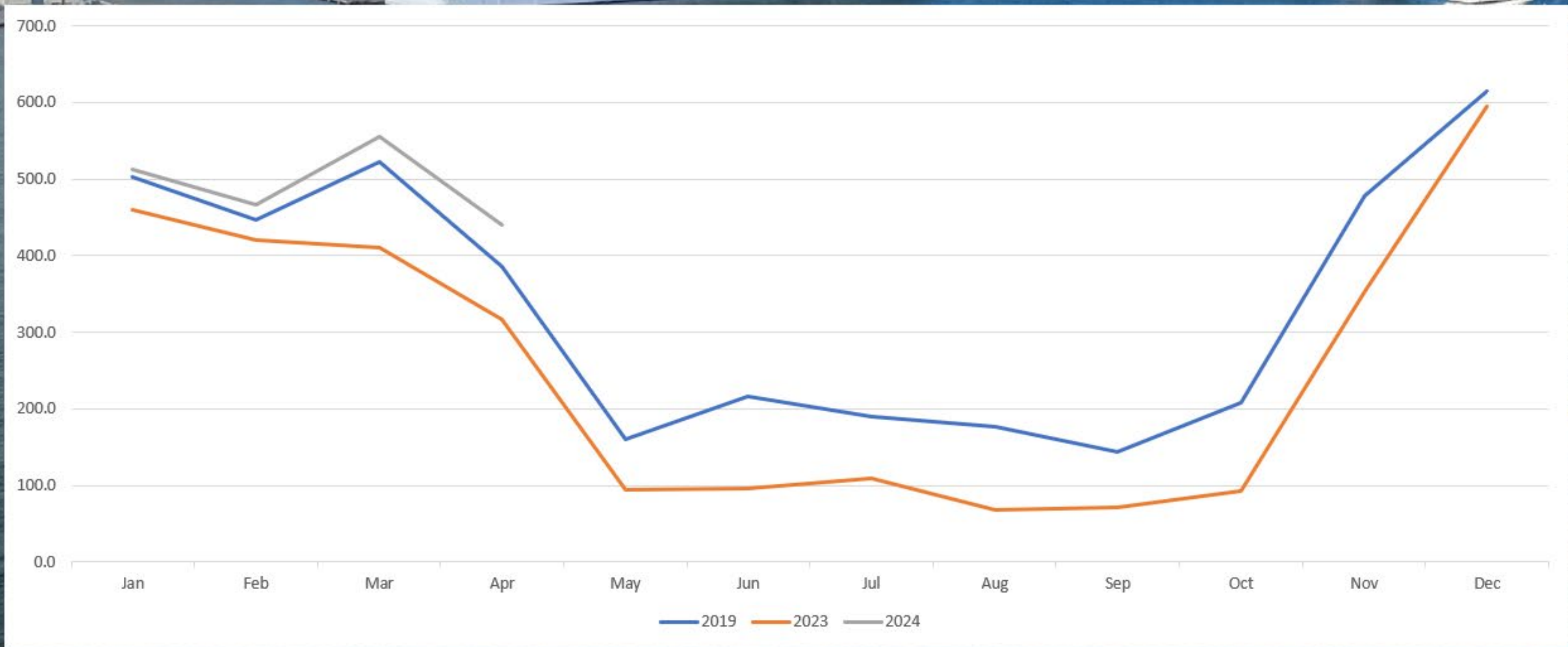
MIA Passenger Volume

International and Total Monthly YoY (in Millions)



Cruise Passenger Volume

YoY by Month (in Thousands)





Fantastic 5 Takeaways

First: The 5 W's	<p>Who: Colombian Travel Trade & Media</p> <p>What: Visit Lauderdale Global Trade Colombian Sales Mission</p> <p>When: June 17th – 21st, 2024</p> <p>Where: Medellin, Bucaramanga & Bogota, Colombia</p> <p>Why: Face to face trainings for travel advisors, tour operators & media</p>
Fantastic Five Takeaway #1	<p>1. In Medellin, we had several in office visits with clients who were very receptive to learning more about GFL. Ticketland is an operator with offices in Orlando and Medellin, they also book through PRGE Receptive (with whom we just had a FAM) and they would like to set up another FAM for their Orlando Product Team and our Colombian Rep will follow up with a virtual training for Colombian agents.</p>
Fantastic Five Takeaway #2	<p>2. The event in Medellin was successful thanks to our tour operator partner, Aviatur. Aviatur sells GFL frequently and all agents that participated in our training were very engaged and ready to book GFL. Aviatur has over 3,000 employees and 100 offices in the country. Medellin is a strong market for them.</p>
Fantastic Five Takeaway #3	<p>3. In Barranquilla, there are direct flights to FLL through Spirit Airlines. The CTO in Barranquilla, JIREH TRAVEL, is very active with the local community of agents and they also represent SIXT Rental Car in that area and sell packages through their terminals out of Port Everglades and FLL.</p>
Fantastic Five Takeaway #4	<p>4. Viajes Over Turismo, in Barranquilla, has several operations booking GFL including MICE, Golf, Luxury and Vacation Packages. We will be following up with them to invite them on a FAM for MICE and doing a virtual training for their corporate travel. Our visit to their offices was successful and they also sent their GM to our lunch training.</p>
Fantastic Five Takeaway #5	<p>5. Bogota continues to have a large amount of travel agents and wholesalers ready to book trips to Florida. Many of these agents still need lots of training as many do not have visas to travel themselves to the USA so they rely on these in person and virtual trainings. It is imperative that we have a representative in Colombia that is readily able to meet and train with these agents and wholesalers so that we can continue to capture our fair share and more of the Colombian market.</p>

Coming

Soon!



Leisure Lauderdale





Tourism Partnership Summit

5 Sessions



2 Panels



1 Goal



QUARTERLY PARTNER MEETING

SAVE THE DATE

Thursday, October 17, 2024
9:30 a.m.
Virtual

thank you!

