
VISIT
LAUDERDALE
EVERYONE UNDER THE SUN
Global Trade
Partner Update
Thursday, July 13th, 2023

Welcome

VISIT LAUDERDALE
EVERYONE UNDER THE SUN



Tracy, Caitlan, Paul & Roger

Agenda

- Welcome
- IPW 2026
- Cruise News
- Recent Q3 Global Trade Events
- End of FY23
- Media Buys
- Preview of FY24 Opportunities
- Market Update



VISIT LAUDERDALE
EVERYONE UNDER THE SUN

IPW BID

MAY 2026

20,000 Total Room Nights

3,900 Room Nights on Peak

Global Buyers including our top markets









PORT EVERGLADES
BROWARD COUNTY • FLORIDA

What's
Coming In 2024

July 13, 2023



Coming in
2024

New Cruise Lines

PORT EVERGLADES



Disney Dream



Azamara Onward



Royal Caribbean's *Symphony of the Seas*



Celebrity Cruises' *Celebrity Ascent*

Coming In

2024

5th Oasis-Class Ship
4th Edge-Class Ship

PORT EVERGLADES

Coming in 2024

Environmentally Sustainable Newbuilds

PORT EVERGLADES



Silversea's *Silver Nova* • LNG- and Shore-Powered



Princess Cruises' *Sun Princess* • LNG-Powered

Re-imagining of Cruise Terminal 4

Home to Disney Cruise Line



Super -Sized Summer Sailings

Five Ships in 2024



Celebrity Beyond
6- to 10-night itineraries



Disney Magic
3-, 4-, 5-night itineraries



Enchanted Princess
7- and 10-day itineraries



Celebrity Reflection
3- and 4-night itineraries



Freedom of the Seas
7-night itineraries



What have we been up to?





Recent Global Trade Activity

APRIL-JUNE 2023

TRADE SHOWS & MISSIONS

- World Travel Market LATAM, Brazil
- Cruise 360, Fort Lauderdale
- Travel Agent Forum, Las Vegas
- ASTA SOFLO Spring Affair
- Virtuoso On Tour Canada, Montreal
- ASTA Global Convention, San Juan
- ILTM Latin America, Brazil
- IPW, San Antonio
- Global Travel Marketplace, Hollywood
- Travel Market Place, Canada
- Canadian Sales Mission
- Virtuoso LAC Cruise, Fort Lauderdale
- Ultra Lux Summit, Scottsdale

Trade Shows & Missions

















DOMESTIC FAMS

- Cruise 360 Attractions
- Lauderdale Loyalist Ambassador / Visit Florida
- Cruise One / Dream Vacations
- GTM Pre & Post









LATAM FAMS:

Kaluah, Petra, Argentina, Virtuoso LAC, Diversa Turismo, TTT Brazil













International FAM Press

VISIT LAUDERDALE
EVERYONE UNDER THE SUN

DADOS GERAIS #FAMTOURESCOLA2023


12,1K VIEWS


11,8K VIEWS

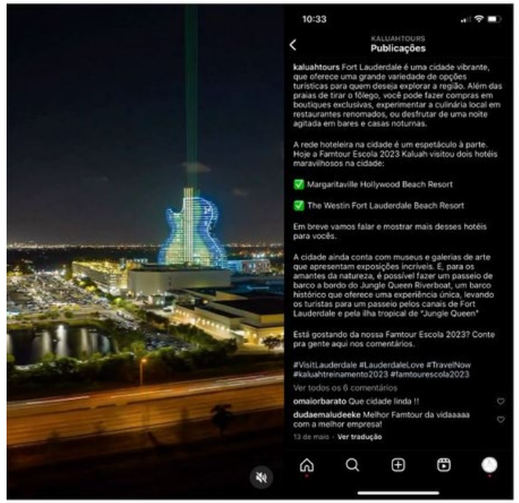


9,9K VIEWS


8K VIEWS



6,9K VIEWS



185K ALCANCE DA PUBLICAÇÃO

4,3K INTERAÇÕES COM A PUBLICAÃO

DIÁRIO

Diversa Turismo promove famtour em Fort. Lauderdale com foco em natureza e compras

Por Ana Azevedo em 30/06/2023 - 18:32

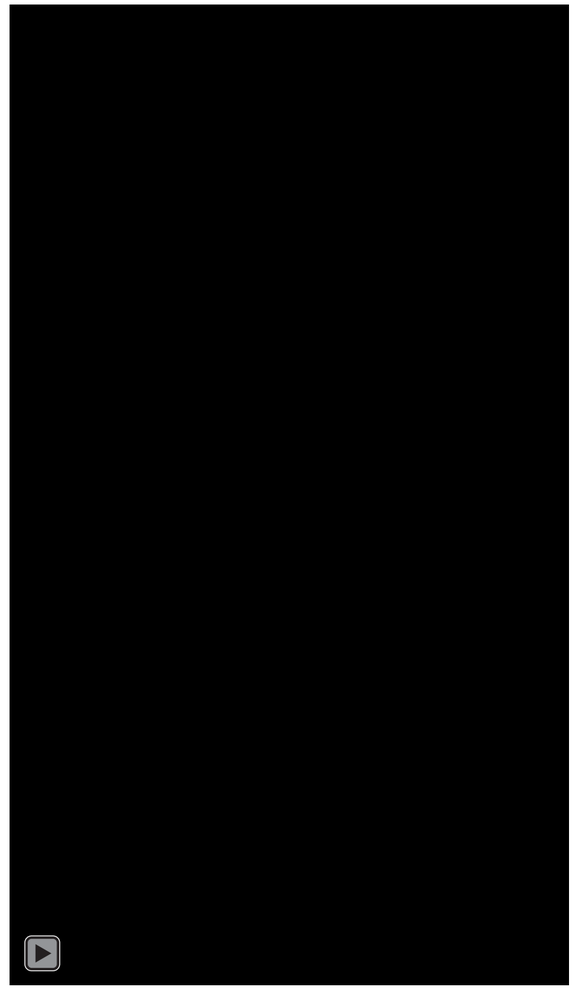

Famtour da Diversa Turismo em Fort. Lauderdale (Ana Azevedo/MSE)

Com cobertura exclusiva do MERCADO & EVENTOS, a Diversa Turismo promoveu, entre os dias 19 a 26 de junho, uma famtour em Miami e Fort. Lauderdale com dez agentes de viagens de São Paulo, Rio de Janeiro, Mato Grosso e Minas Gerais. A programação dedicou os primeiros dias à Miami (19 a 23 de junho) com a proposta de mostrar uma cidade cultural, e finalizou em Fort. Lauderdale, abarcando o período de 23 a 26 de junho, enfatizando o potencial para compras e a cultura.

A chegada à cidade se deu por meio do Brightline, trem turístico que realiza o trajeto em um período de 30 minutos, cruzando as estações Miami, Aventura e Fort. Lauderdale. Vale pontuar, que além do trem e do carro, o destino pode ser acessado via conexão aérea, por meio do Aeroporto Internacional de Fort Lauderdale-Hollywood (FLL).

O roteiro contemplou um tour no Flamingo Gardens, uma reserva dedicada à recuperação de animais e que conta com flamingos, jacarés, lontras, falcões, uras, dentre outras espécies, aves e mamíferos, além de um vasta gama de flores e plantas. O passeio é ideal para famílias, além de curiosos e amantes da fauna e flora.


Flamingos do Flamingos Garden (Ana Azevedo/MSE)



International Mission & Trade Show Press



PANROTAS ≡ CANAIS ▾ EDIÇÕES DIGITAIS EMPREGOS ▾ EVENTOS E-BOOKS HOTSITES ▾ CURSOS ▾

MERCADO

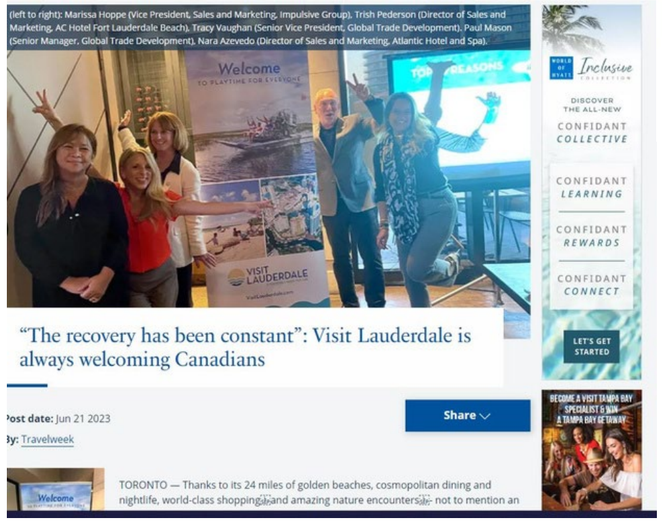
Rodrigo Vieira | 12/05/2023 16:27

Fort Lauderdale estreia em uma ILTM e expõe sua oferta de luxo

Compras, praias e hotelaria são itens mais buscados pelo brasileiro de alta renda no destino da Flórida

PANROTAS / Emerson Souza

Caitlan Etchevers e Cauê Borini, do Visit Lauderdale



(left to right): Marissa Hoppe (Vice President, Sales and Marketing, Impulsive Group), Trish Pederson (Director of Sales and Marketing, AC Hotel Fort Lauderdale Beach), Tracy Vaughan (Senior Vice President, Global Trade Development), Paul Mason (Senior Manager, Global Trade Development), Nara Azevedo (Director of Sales and Marketing, Atlantic Hotel and Spa).

"The recovery has been constant": Visit Lauderdale is always welcoming Canadians

Post date: Jun 21 2023

By: Travelweek

Share

TORONTO — Thanks to its 24 miles of golden beaches, cosmopolitan dining and nightlife, world-class shopping and amazing nature encounters – not to mention an

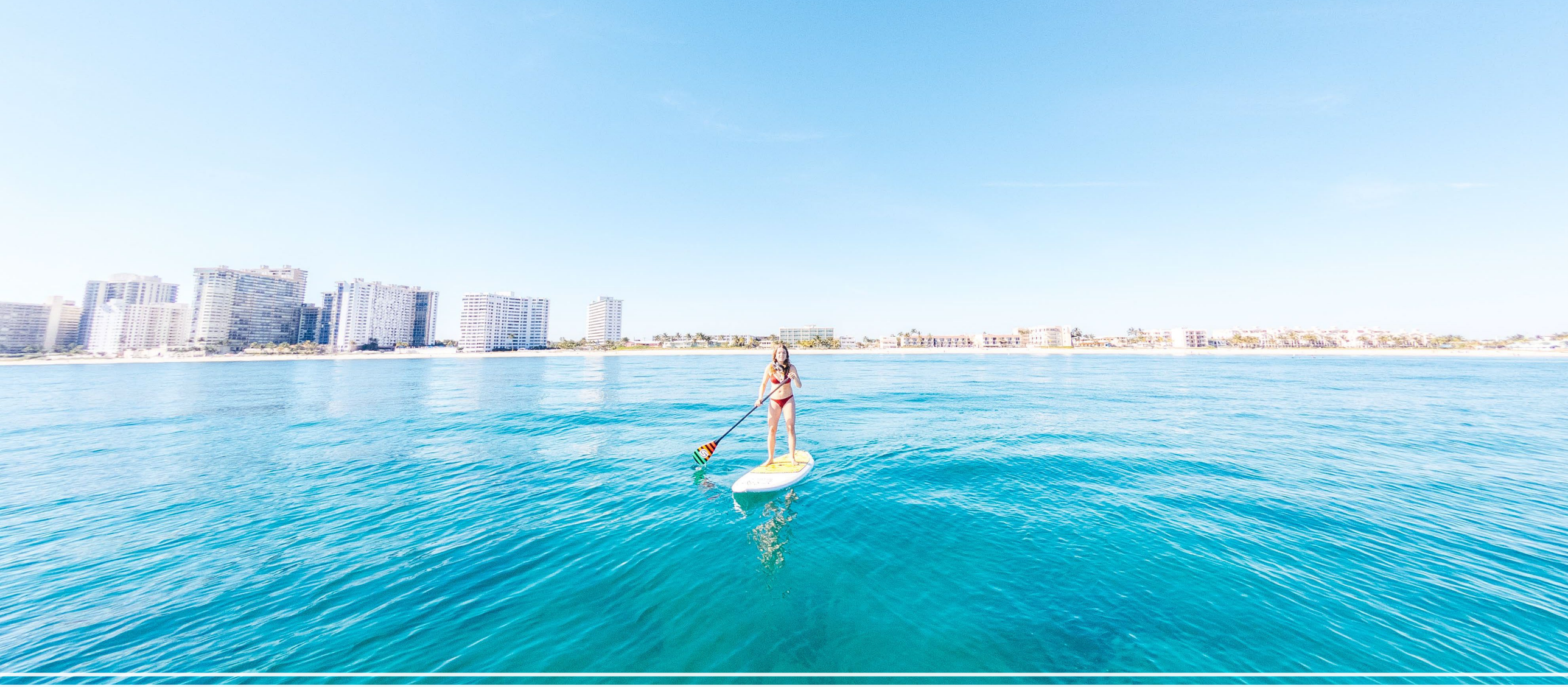


ABC MUNDIAL EEUU ESPAÑA MÉXICO EUROPA INDIA ARGENTINA

EEUU | TURISMO

Visit Lauderdale en el ipw: La Venecia de América brindó sus novedades a compradores de viajes de todo el mundo

"Somos reconocidos como la Venecia de América y también como la capital mundial de los yates", dice Caitlan Etchevers, Gerente de Negocios y Comercio Mundial de Viajes de Visit Lauderdale. "Para nuestra cultura del agua representa todo, por el agua se puede llegar



On the Horizon & Marketing

VISIT LAUDERDALE
EVERYONE UNDER THE SUN

Upcoming Events - End of FY23

JULY - SEPTEMBER 2023

- Spirit "Clasico Colombiano" FAM
- Destinations International
- Pleasant Holiday's Webinar
- Cruise Planners Land Forum
- Virtuoso Travel Week
- ESTO
- VACATIONS!
- Signature Travel Network, Owner's Conference
- Delta Vacations University
- Visit Florida Peru & Ecuador Sales Mission
- LIEB Luxury Operator German FAM Sept 23

VIRTUOSO

spirit

CRUISE PLANNERS
YOUR LAND AND CRUISE EXPERTS

Signature Travel Network

the New DELTA VACATIONS



Co-op Marketing Initiatives

B2B, B2C, B2B2C

- Phoenix International Publishing/Travel Guides
- BedsOnLine / Hotel Beds
- IPW - Media Buy
- NorthStar - VF
- Ladevi Cruise Lines Annual Addition
- Pleasant Holidays
- Azul Viagens
- Signature Travel Network
- TaConnect
- VAX Vacations
- Mundo Turistico - FIT, Argentina



VISIT LAUDERDALE
EVERYONE UNDER THE SUN

Ladevi Cruise

Peru, Ecuador, Mexico, Chile, Argentina



ESTADÍAS +57 310 396 9410
RESERVAS@RADISSONCARTAGENA.COM

Fort Lauderdale le da la bienvenida a todos bajo el sol

Fort Lauderdale cuenta con una gran variedad de atractivos para que los viajeros puedan disfrutar una estadía antes o después de un crucero desde Port Everglades.

Continuar leyendo en *www.ladevi.info*





18 VOLVER AL SUMARIO MANUAL | CRUCEROS 2023

CLAVES PARA EL SECTOR

Fort Lauderdale le da la bienvenida a todos bajo el sol

El destino cuenta con una gran variedad de oportunidades para que los viajeros puedan disfrutar una estadía antes o después de un crucero desde Port Everglades.

Greater Fort Lauderdale le da la bienvenida a todos a una comunidad vibrante, llena de belleza tropical y delicias cosmopolitas. A continuación, un vistazo a algunas de las excepcionales ofertas del destino, perfectas para una estadía antes o después de un crucero desde Port Everglades.

NATURALEZA

Desde paseos en hidrodeslizador en los mundialmente famosos Everglades hasta la exploración de Flamingo Gardens y Butterfly World, al visitante le esperan impresionantes encuentros con la naturaleza.

En ese orden, millas de playas doradas y docenas de parques y reservas brindan impresionantes escenarios naturales que son perfectos para practicar esnórquel, buceo, caminatas, ciclismo, kayak y más.

MODA

Los visitantes seguramente encontrarán algo fabuloso en Sawgrass Mills, el destino de compras outlet de lujo más grande de Estados Unidos, o en los muchos otros lugares de compras con ofertas gastronómicas y vida nocturna.

Desde Las Olas Boulevard y Gulfstream Park hasta las impresionantes tiendas minoristas de Galleria Fort Lauderdale y Dania Pointe, Greater Fort Lauderdale es un paraíso para las compras.

NAVEGACIONES

Con más de 300 millas de vías fluviales escénicas, y reconocida como la capital mundial de la navegación, no hay mejor lugar para disfrutar de paseos en el agua.

Los viajeros pueden elegir entre una variedad de recorridos ecológicos y cruceros, incluido el siempre popular Water Taxi, que ofrece un pase de todo el día a 11 paradas ideales para recorrer el centro de Fort Lauderdale, Hollywood Beach y más.

CULTURA

La diversa escena artística y cultural de Greater Fort Lauderdale está lista para inspirar con fascinantes museos, artes escénicas de clase mundial y encantadoras atracciones como el Bonnet House Museum & Gardens y Downtown Hollywood Mural Project.

GASTRONOMÍA

Los más de 4.000 restaurantes de la zona cuentan con todas las cocinas imaginables, incluidos muchos establecimientos de muelle y cena, o aquellos dirigidos por chefs galardonados.

Así, es posible saborear las sensaciones en The Katherine, del chef Timon Balloo, galardonado como semifinalista de James Beard en 2023 como "Mejor chef del sur"; o en DUNE, de Laurent Tourondel.

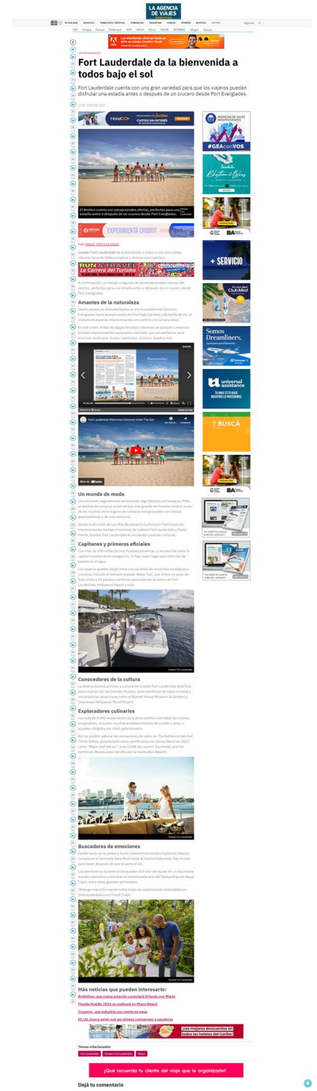
EMOCIÓN

Desde bares en la azotea o clandestinos hasta los mejores torneos en el Seminole Hard Rock Hotel & Casino Hollywood, hay mucho para hacer después de que se pone el sol.

Los aventureros durante el día pueden disfrutar del buceo en un fascinante mundo submarino y dominar el emocionante arte del flyboarding con Aqua Flight, entre otras grandes actividades.

FORT LAUDERDALE

Greater Fort Lauderdale sobresale por su belleza tropical y delicias cosmopolitas.



LA AGENCIA DE VIAJES

Fort Lauderdale da la bienvenida a todos bajo el sol

Fort Lauderdale cuenta con una gran variedad para que los viajeros puedan disfrutar una estadía antes o después de un crucero desde Port Everglades.

Amantes de la naturaleza

Un mundo de moda

Capitanes y primeros oficiales

Conocedores de la cultura

Exploradores culinarios

Buscadores de emociones

Más noticias que pueden interesarte:

¿Qué recuerda tu cliente del viaje que le organizaste?

Deja tu comentario

HotelBeds / BedsOnline (February-June)

- *Ahead of 2019 pre pandemic numbers*
- *Down YOY (22-23) Domestic main reason. Similar to the entire state of FL & Country*
- *Domestic still up over 2019, very positive*
- *Total revenue for the 7 country campaign $4,538,403…up 26% to 19' and down -11% to 22.*

Hotel Beds / BedsOnline (February-June)

VISIT LAUDERDALE
EVERYONE UNDER THE SUN

COUNTRY	2019	2022	2023	vs 2019	vs 2022
CANADA	$343,850	$382,299	$531,110	54%	39%
USA	$2,598,933	$4,221,322	$3,380,169	30%	-20%
UNITED KINGDOM	$502,065	$385,511	$478,680	-5%	24%
GERMANY	$63,770	$50358	$48,351	-24%	-4%
SWEDEN	$31,593	$19,141	$37,901	20%	98%
DENMARK	$48,032	$20,671	$34,595	-28%	67%
NORWAY	$22,905	$13,029	$27,597	20%	112%

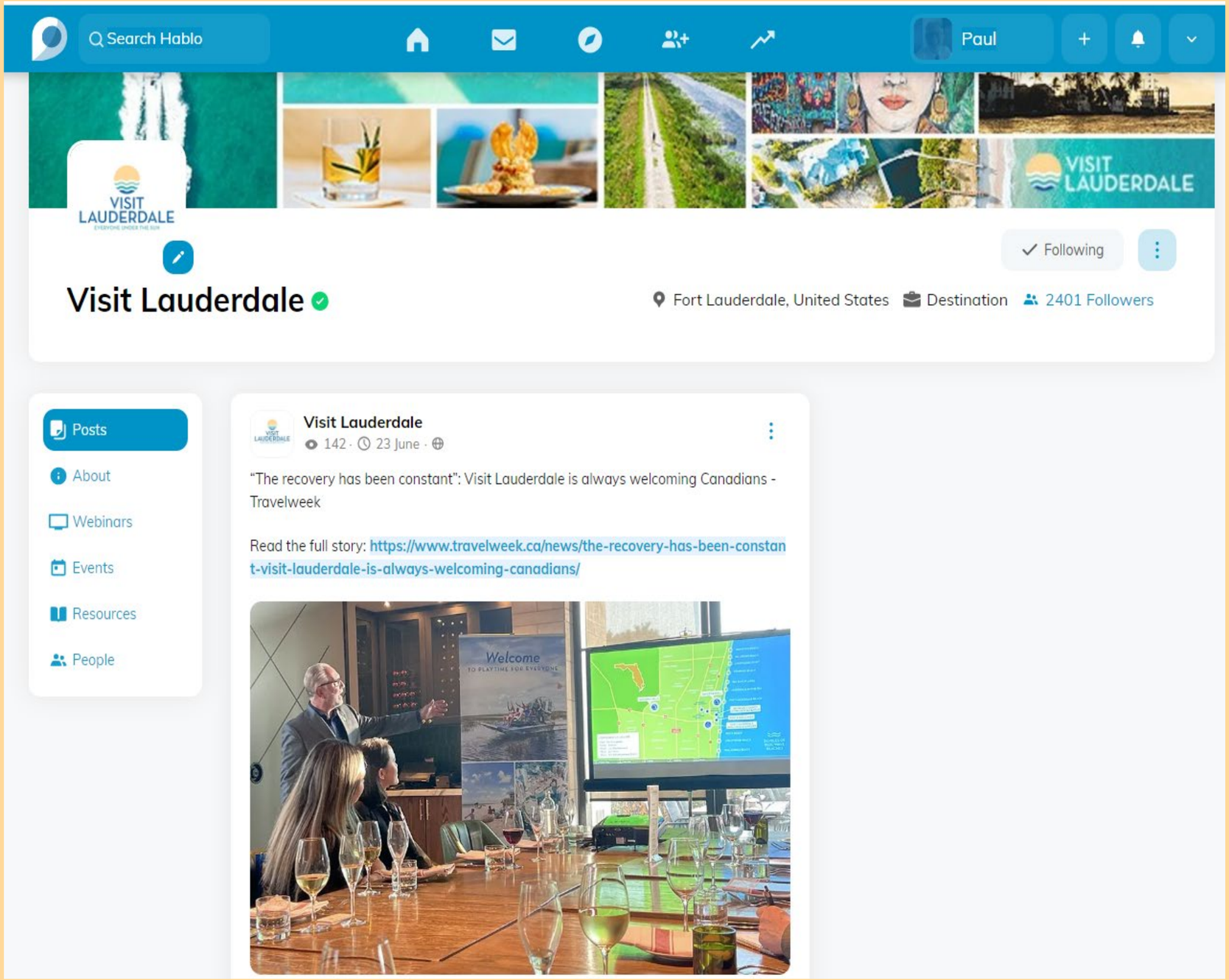
Hablo

2,400 FOLLOWERS

10,200 POST IMPRESSIONS IN THE LAST 6 MONTHS

HABLO TALKS INTERVIEW AIRING TODAY

PARTNER PAGES CAN BE CREATED



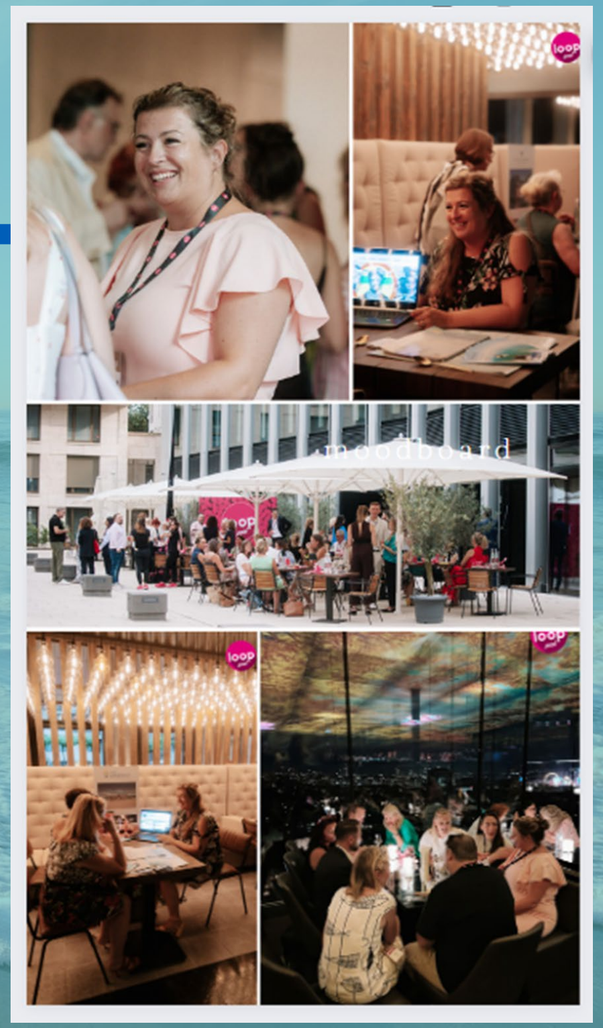
brightline
It's Better ON THE BEACH
PRIVATE SCUBA LESSONS
LAURA PARKE'S EXCLUSIVE

LIEB Initiatives April-June 2023

- *Renewed agreement with Visit Lauderdale May 23*
- *Trade Events:*
  - *Argus Reisen ARGUS North America Day in May, 30 agents/ 120 end consumers*
  - *Loop Pool in Frankfurt in June, 55 participants from the luxury travel industry*
  - *Loop Pool in Vienna in June, 44 pre-qualified participants from the luxury travel industry*

LIEB Initiatives April-June 2023

- *Media Event:*
- *Visit Lauderdale Video played in 700 McDonalds*
  - *Every McDonalds in Germany, June 7-July 7*
  - *456,000 times shown, Cost* **FREE**
- *Future Events:*
- *Hamburg Cooking Program in August*
- *Lastminute.com Podcast late July*
- *LUXURY FAM German Operators September 8-11th*





Fiscal Year 2024 Global Trade Activities Preview

Canada & Europe

FY24 - October - September

- Focus on Key Markets: Eastern Canada, UK, Ireland and Germany
- Secondary Markets: Scandinavia, Italy and France
- Partner Opportunities:
  - IPW 24 LA in May
  - Outdoor Adventure Shows Toronto Feb 2024/ Montreal March 2024
  - Travel Market Place, Toronto June 2024
  - Canadian Missions (surrounding show opportunities)
  - Transat Academy September 2024
- Luxury Market
  - Virtuoso Canada On Tour Events
  - EMEA On Tour Events
- FAM Opportunities: German Luxury, Canadian Airlines, UK/ Ireland, Domestic based Receptive Tour Operators



VISIT LAUDERDALE
EVERYONE UNDER THE SUN

LATAM

FY24 - October - September

- Focus on Key Markets: Brazil, Colombia, Mexico
- Intro to Secondary Markets: Peru, Ecuador, Central America
- Partner Participation Opportunities
  - ANATO, Colombia / February 2024
  - WTM LATAM, Brazil / April 2024
  - FIT, Argentina / September 2024
  - Central America Roadshow with Spirit - TBD
  - ABAV & Sales Mission / September 2024
- Luxury Market / Virtuoso Events in Mexico
- FAMS: Brazil, Visit Florida Mega Fam, Spirit Airlines, Mexico, Receptive Tour Operators



VISIT LAUDERDALE
EVERYONE UNDER THE SUN

DOMESTIC

FY24 - October - September

- Partner Participation Opportunities
  - Apple Leisure Group - Ascend / October 2023
  - Cruise World / November 2023
  - Cruise Planners / November 2023
  - Travel & Adventure Shows
    - Chicago / January 2024
    - Washington DC / February 2024
    - Atlanta / March 2024
  - CLIA Cruise360 / April 2024
  - ASTA Global Convention / May 2024
  - Delta Vacations University / September 2024
  - JetBlue Vacations Trainings / TBD
  - Sales Missions / TBD

VISIT LAUDERDALE
EVERYONE UNDER THE SUN



DOMESTIC Cont...

FY24 - October - September

- Partner Participation Opportunities
  - FAMS
    - JetBlue Vacations / October 2023
    - Cruise World / November 2023
    - Cruise Planners / November 2023
    - Cruise360 / April 2024
    - GTM Pre and Post / July 2024
  - ASTA South Florida Chapter
    - Looking for monthly hosts for meetings
    - Holiday Showcase in December and Spring Affair
  - Offers as giveaways for webinar trainings and ongoing initiatives.



VISIT LAUDERDALE
EVERYONE UNDER THE SUN



VISIT LAUDERDALE
EVERYONE UNDER THE SUN

1,552 Registered

1,053 Started

596 Graduated

VISIT LAUDERDALE
EVERYONE UNDER THE SUN

Introducing: Theodore Botimer

Vice President, Research, Strategy and Revenue Management



Tbotimer@broward.org



Hotel Metrics

VISIT LAUDERDALE
EVERYONE UNDER THE SUN

April 2023

OCCUPANCY



4% below 2019
3% below 2022

AVERAGE DAILY RATE

$214.96

30% above 2019
1% above 2022

SUPPLY

19%
above 2019

0.2%
below 2022

REVENUE PER AVAILABLE ROOM

$164.03

24% above 2019
2% below 2022

DEMAND

13%
above 2019

3%
below 2022

HOTEL REVENUE

47%
above 2019

2%
below 2022

May 2023

OCCUPANCY



9% below 2019
3% below 2022

AVERAGE DAILY RATE

$176.20

34% above 2019
3% below 2022

SUPPLY

19%
above 2019

1%
below 2022

REVENUE PER AVAILABLE ROOM

$119.61

22% above 2019
6% below 2022

DEMAND

8%
above 2019

4%
below 2022

HOTEL REVENUE

44%
above 2019

7%
below 2022

June 2023

OCCUPANCY



6% below 2019
2% above 2022

AVERAGE DAILY RATE

$154.05

29% above 2019
1% above 2022

SUPPLY

19%
above 2019

1%
below 2022

REVENUE PER AVAILABLE ROOM

$105.55

21% above 2019
3% above 2022

DEMAND

12%
above 2019

1%
above 2022

HOTEL REVENUE

44%
above 2019

2%
above 2022

Hotel Metrics

2023 Year-to-Date
January 1 – June 30

OCCUPANCY



5% below 2019
1% above 2022

AVERAGE DAILY RATE

$211.50

29% above 2019
7% above 2022

HOTEL REVENUE

45% above 2019

9% above 2022

DEMAND

13% above 2019

1% above 2022

REVENUE PER AVAILABLE ROOM

$160.01

22% above 2019
9% above 2022

NEW SUPPLY

19% above 2019

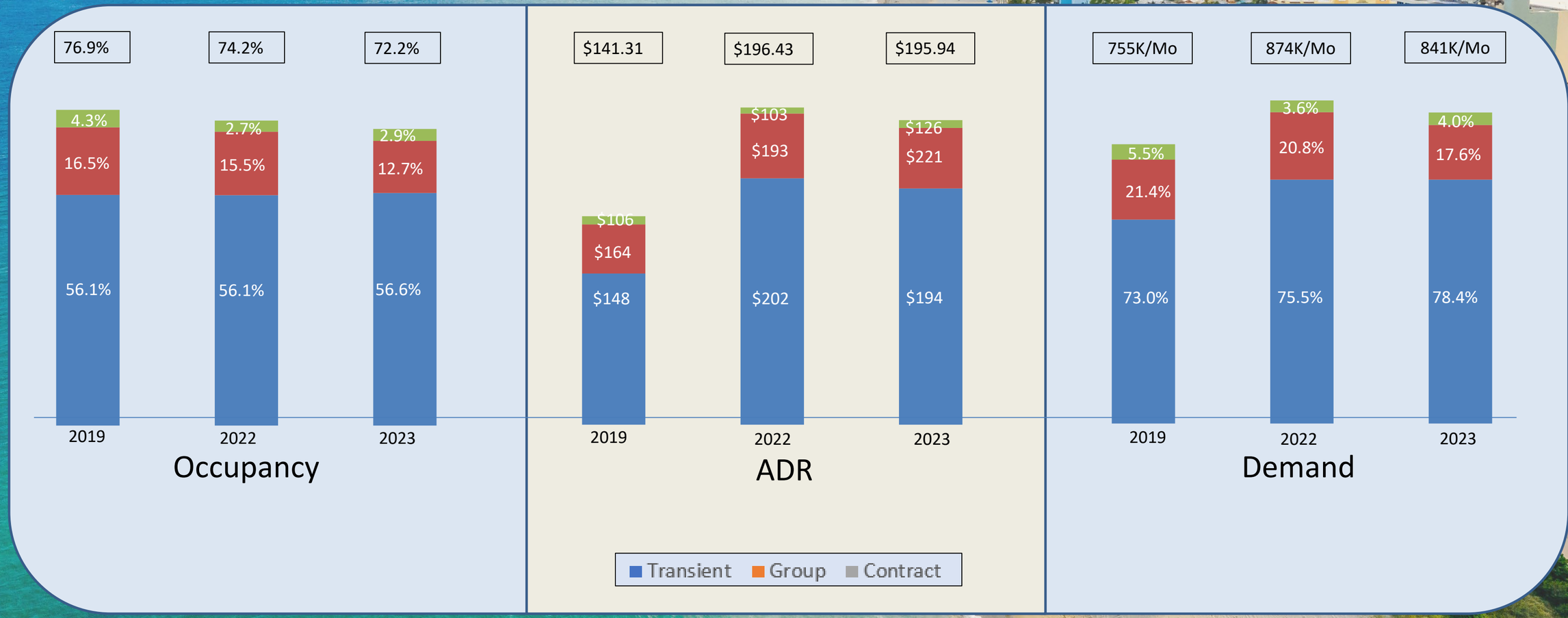
0.2% above 2022

*3 hotels (410 rooms) in pipeline for 2023

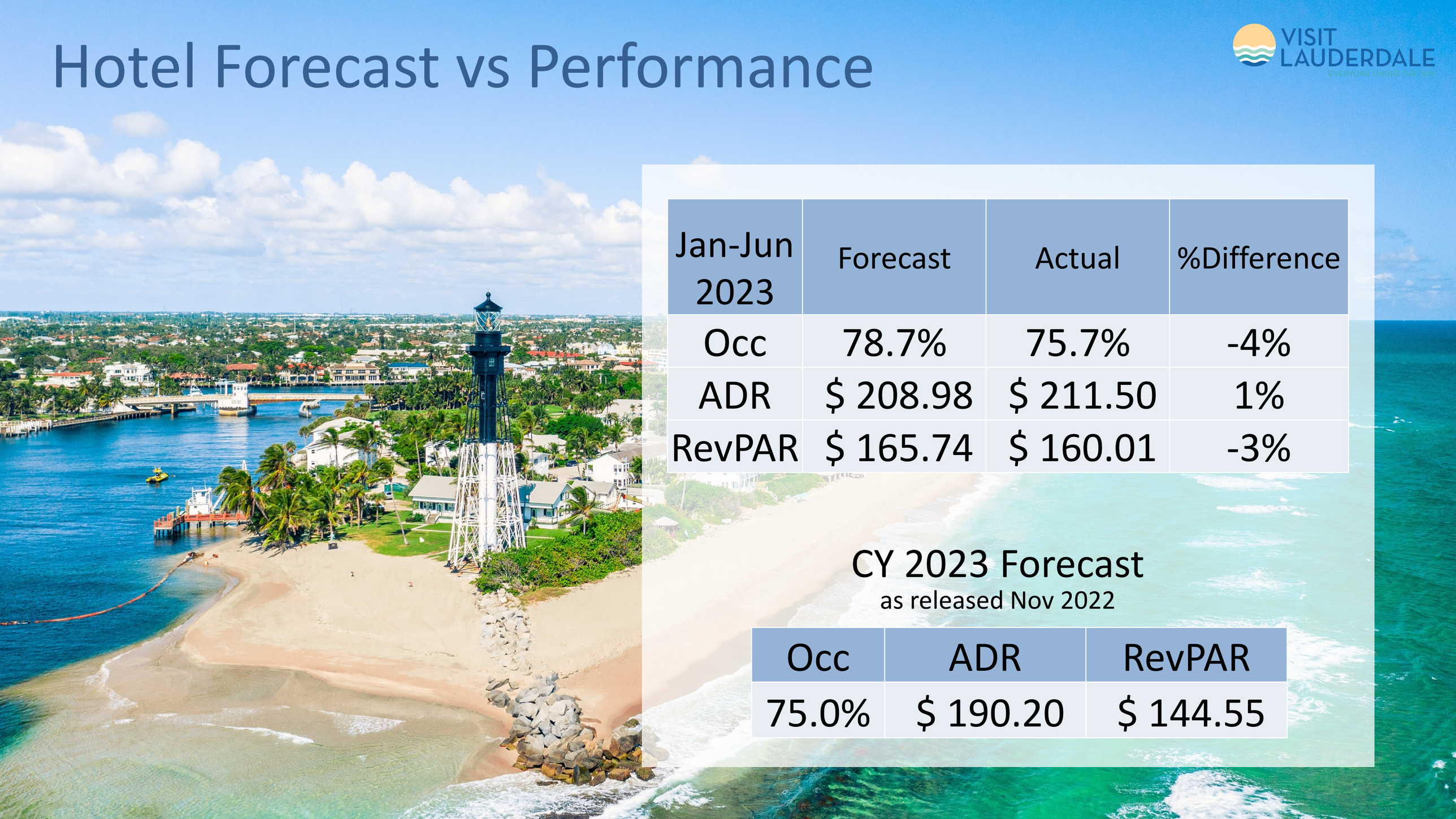
Source: STR, Inc.

Comparison of Segmentation Mix

2019 vs. 2022 vs. 2023 (Apr-May)



Hotel Forecast vs Performance



Jan-Jun 2023	Forecast	Actual	%Difference
Occ	78.7%	75.7%	-4%
ADR	$ 208.98	$ 211.50	1%
RevPAR	$ 165.74	$ 160.01	-3%

CY 2023 Forecast

as released Nov 2022

Occ	ADR	RevPAR
75.0%	$ 190.20	$ 144.55

Tuesday, August 1st, 10 am

STR

What goes up, must come down?

Hear the latest forecast news straight from the source





FLL Passenger Volume

Monthly YoY in Millions

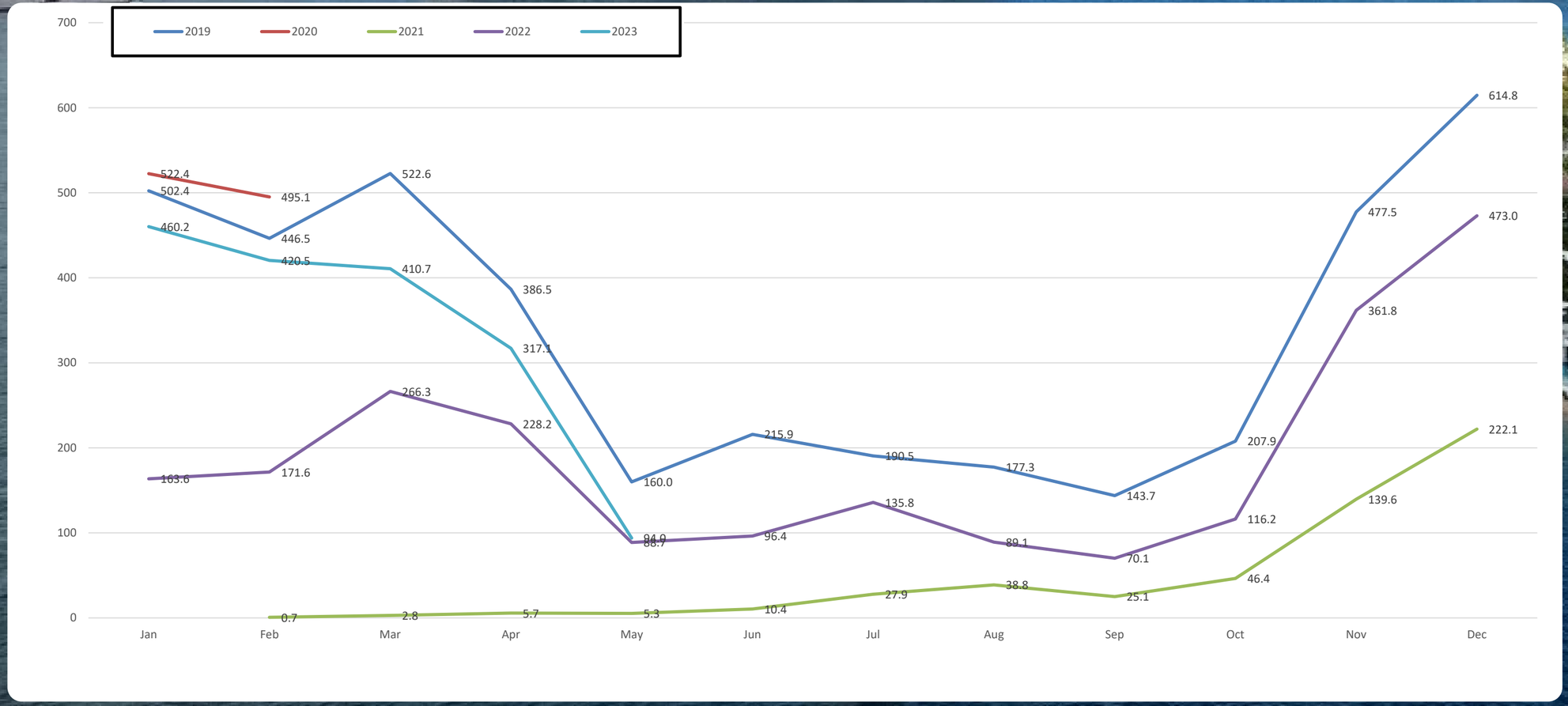
YTD 2023 passenger volume is 14% higher than YTD 2022



Source: Fort Lauderdale-Hollywood International Airport

Cruise Passenger Volume

YoY by Month (in Thousands)





VISIT LAUDERDALE
EVERYONE UNDER THE SUN

www.visitlauderdale.com/partners/market-research/

MARKET RESEARCH

The following tourism marketing research is compiled by the Greater Fort Lauderdale Convention & Visitors Bureau.

Detailed Statistics

Dynamic dive into lodging metrics, tax revenues, employment, visitation sources, and more.

- GFLCVB Hospitality Report [best viewed in Google Chrome]
- 2021 Tourism & Economic Impact

COMING SOON

- **Group pace report**
- **Hotel performance forecast**
- **Convention/large group list**
- **2022 Visitor Profile**

.... and more



In Conclusion:



VISIT LAUDERDALE
EVERYONE UNDER THE SUN

Leisure Lauderdale

TOP COUNTRIES

USA 80%

BRAZIL 7.5%

CANADA 1.5%

PERU 1.1 %

LEISURELAUDERDALE

QUARTERLY PARTNER MEETING



SAVE THE DATE

Tuesday, October 3rd, 2023
9:30 a.m.

VISIT LAUDERDALE
EVERYONE UNDER THE SUN

thank you!



