



VISIT
LAUDERDALE
EVERYONE UNDER THE SUN

Global Trade Partner Update

Thursday, October 17th, 2024

Welcome



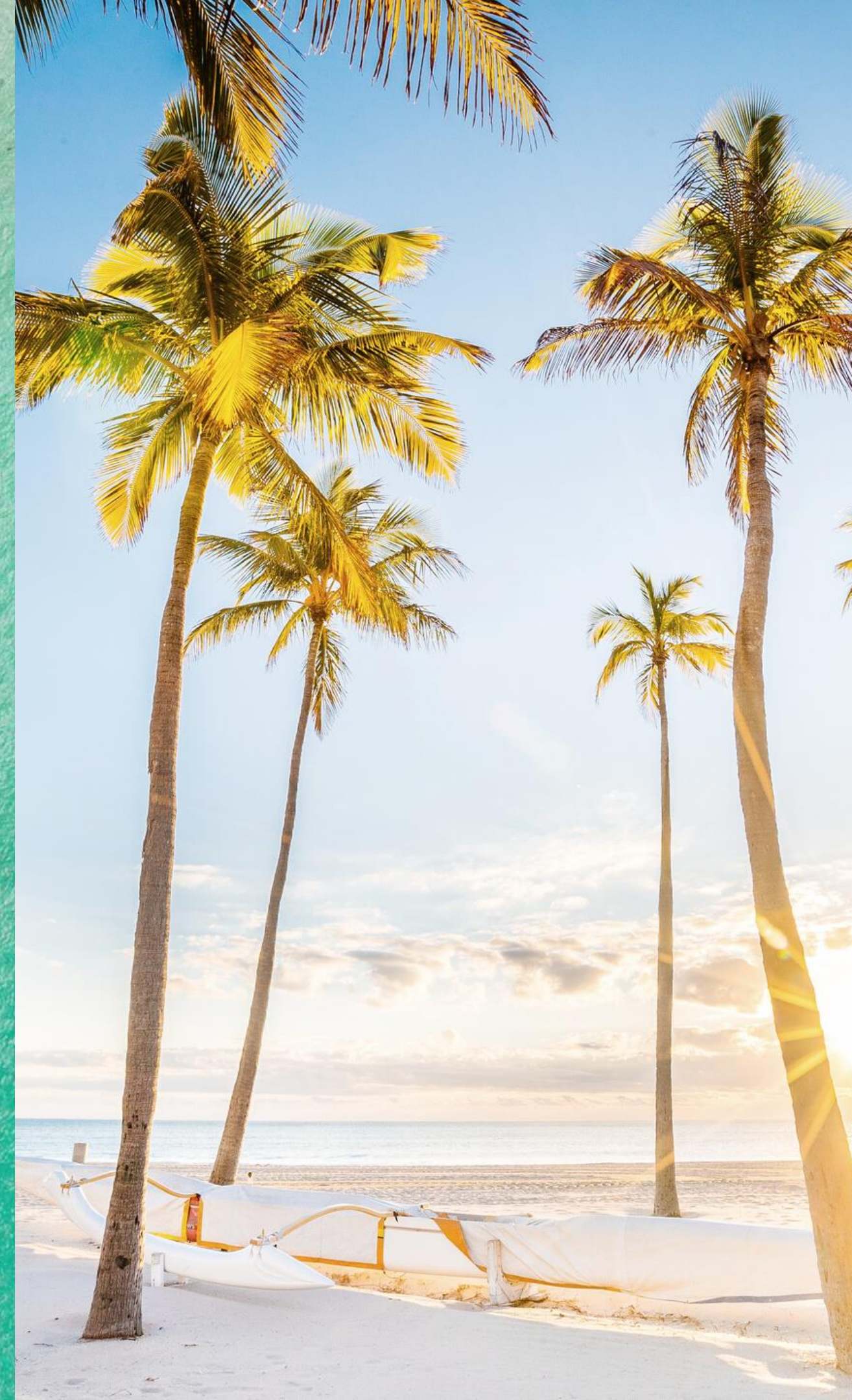
**VISIT
LAUDERDALE**
EVERYONE UNDER THE SUN

Tracy, Caitlan & Hasan



Agenda

- *Welcome*
- *Lauderdale Loyalist*
- *Global Trade Team Updates*
 - *Domestic*
 - *LATAM*
 - *Europe/Canada*
- *Visit Lauderdale Market Update*





LAUDERDALE LOYALIST PASSPORT

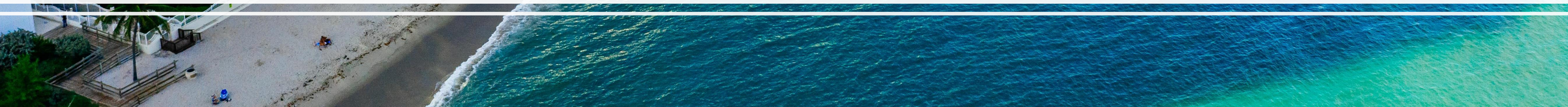
- Mobile exclusive
- Instantly delivered via text and email
- No apps to download
- Save on the best of Visit Lauderdale!

FREE

[Get Your Pass!](#)

[Learn More](#)

LAUDERDALE LOYALIST PASSPORT



Registered: 4,627

Graduates: 1,961

Top Countries:

1. US - 1,468

2. Canada - 173

3. UK - 125

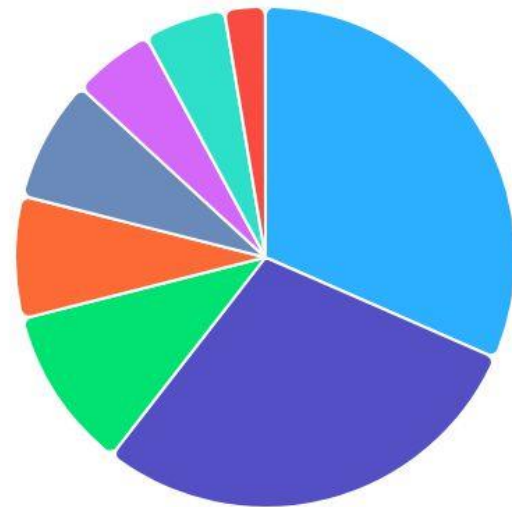
4. Brazil - 34

VIP Passports: 228



VIP Passports issued: 228

Redemptions by business:



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





Domestic July – September

- Michigan / Ohio Sales Mission
- Global Travel Marketplace (GTM) Elite
- GTM Pre and Post FAMs
- Cruise Planners Luxury Forum
- Royal Caribbean Trunk Show



Domestic – Upcoming FY2025

- AAA Travel Conference **10/24 – 10/28**
- Cruise World **11/6 – 11/8**
- Signature Travel Network Annual Convention **11/11 - 11/14**
- ASTA South Florida Holiday Showcase **12/3**
- AAA The Auto Club Group Ship Inspection FAMs **12/6 - 12/8**
- 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***
- ASTA Annual Travel Advisor Conference **5/20 – 5/22***
- 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: July – September

- Visit USA, Peru Webinar
- Spirit / Colombia FAM
- Brand USA: Colombia & Brazil FAMS
- Azul Viagens / Celebrity FAM
- FIT Tradeshow, Buenos Aires





Latam – Upcoming FY2025

- Portugal/ Spain Exploratory Sales Mission **10/20 – 10/25**
- Interep, Brazilian Virtuoso Tour Operator FAM **11/1 – 11/4**
- Celebrity Mexico Pre & Post FAMS **11/7 - 11/9 & 11/15-11/17**
- Chilean Tour Operator / Marriot FAM **11/16 - 11/18**
- Spirit / Latam FAM **11/22-11/25**
- FITUR Trade Show, Spain **1/22– 1/26***
- ANATO Trade Show, Colombia **2/25 – 2/28***
- Mexico Sales Mission with Visit Florida **3/10-3/14**
- 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





Latam – Project Work FY25

• ARGENTINA:

- Visit USA Trainings & In person activities
 - Rosario, Sante Fe, Bahia Blanca, Mendoza & Cordoba
- “Florida Days” B2B Trainings with Operators
 - Ola, Aero, Sudameria, Siga, Leisure Express
- Al Mundo Summit
- ECTU
- Visit Lauderdale Culinary Activations

• BRAZIL:

- “Florida Days” B2B Trainings with Operators: February & June
- Tour Operator Activations, Trainings & Co-Ops
 - CVC, Agaxtur, BeFly Travel, Abreu, Visual Turismo, Diversa
- Visit USA Trainings & In person activities
- Agente Tá On Campinas – Azul Viagens - August
- Virtuoso Sao Paulo
- WTM LATAM, Sao Paulo
- ABAV, Rio
- Visit Lauderdale Sales Mission (Belo Horizonte & Sao Paulo)

• COLOMBIA:

- ANATO, Bogota
- Visit USA Trainings & In person activities
 - Bucaramanga, Pereira and more
- Tour Operator Activations, Trainings & Co-Ops
 - Bestravel, Pricetravel, and more

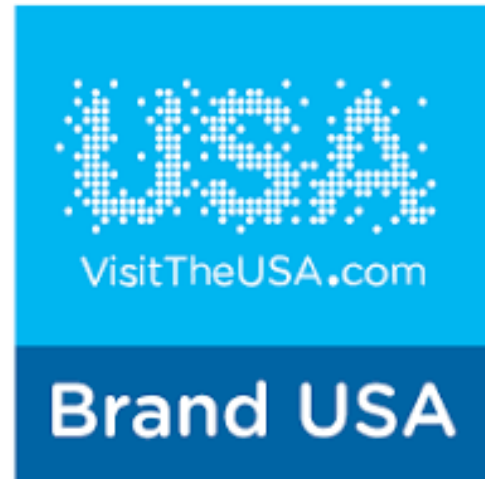


EME / Canada July-September

- Orlando Sales Mission
- Scandinavian Air Canada FAM
- Travel Market Place Calgary/ WestJet Campus
- Hablo UK/ Ireland FAM
- Brand USA MEGA FAM
- VUSA Switzerland Road Show, 5 cities, 3 days and over 300 TA's (Lieb)
- Unique Luxury Trade Show in Mallorca
40 1:1 Luxury operator meetings (Lieb)



EME/ Canada – Upcoming FY2025



- Virtuoso On Tour Halifax **10/16/24**
- Brand USA Travel Week London **10/21-10/24/24**
- Visit FL Canadian FAM **11/3-5/24 ***
- Lieb / Air Canada German FAM **12/4-12/7/24 ***
- Brand USA India Sales Mission **1/15-1/22/25**
- IITA (International Inbound Travel Ass.) Salt Lake City **2/9-2/12/25**
- Outdoor Adventure Toronto **2/21-2/23/25 ***
- USA Travel Show Copenhagen **2/27-2/28/25**
- Swansons Consumer Show Malmo, Sweden **3/1/25**
- ITB-Berlin Germany **3/4-3/6/25 ***
- Outdoor Adventure Montreal **3/21-23/25 ***
- Virtuoso On Tours (Montreal and Toronto) **April 25**
- Canada Connect Brand USA Mission **4/28-5/2/25**
- IPW Chicago **6/15-18/ 25 ***
- Orlando Sales Mission **July 25 ***



Lieb & Ignite 2025



- Continue to support Visit Lauderdale on Contractual and Project Basis
- Lieb expansion to include more regions in Europe
- Lieb and Ignite to attend conferences, roadshows and missions throughout Europe
- Will conduct operator and agent training programs, promote Lauderdale Loyalist
- Develop FAM Tours to GFL region, both Trade and Media
- Create Media/ PR Co-Op and campaign opportunities throughout Europe



HABLO 2025

- **Hablo Communication Platform, create your own page at no cost to you**
- **Media and Promotional tool for your place of business**
- **Add information to your page as often as you wish, FREE ADVERTISING**
- **Hablo FAM Development for FY 25**
- **Lauderdale Loyalist promotion for Visit Lauderdale on Hablo platform**
- **Visit Lauderdale has 4700 followers to date**



😎 Nbd, just taking our year-round sunshine to the largest spherical structure in the world. 🌞

Greater Fort Lauderdale welcomes everyone under the sun to our golden shores. Roll the dice, then catch a wave! 🎲 🌊

#VisitLauderdale #EveryoneUnderTheSun #spherevegas
...see more



150 plus likes, 34 comments and 556 impressions in 3 days

Hotel Metrics

July 2024

OCCUPANCY



2% below 2023
2% below 2022

AVERAGE DAILY RATE

\$145.74

4% below 2023
5% below 2022

SUPPLY

3%

above 2023

2%

above 2022

REVENUE PER AVAILABLE ROOM

\$99.52

6% below 2023
7% below 2022

DEMAND

1%

above 2023

1%

below 2022

HOTEL REVENUE

3%

below 2023

5%

below 2022

August 2024

OCCUPANCY



2% below 2023
1% below 2022

AVERAGE DAILY RATE

\$133.57

3% below 2023
3% below 2022

SUPPLY

2%

above 2023

2%

above 2022

REVENUE PER AVAILABLE ROOM

\$85.60

5% below 2023
4% below 2022

DEMAND

0.1%

above 2019

1%

above 2022

HOTEL REVENUE

3%

below 2023

2%

below 2022

September 2024

OCCUPANCY



4% below 2023
10% below 2022

AVERAGE DAILY RATE

\$132.95

2% below 2023
6% below 2022

SUPPLY

2%

above 2023

3%

above 2022

REVENUE PER AVAILABLE ROOM

\$78.01

5% below 2023
16% below 2022

DEMAND

2%

below 2023

8%

below 2022

HOTEL REVENUE

4%

below 2023

14%

below 2022

Hotel Metrics

2024 Year-to-Date
January 1 – October 12

OCCUPANCY



0.3% below 2023
0.3% below 2022

AVERAGE DAILY RATE

\$183.29

3% below 2023
2% above 2022

HOTEL REVENUE

2% below 2023

3% above 2022

DEMAND

1% above 2023

1% above 2022

REVENUE PER AVAILABLE ROOM

\$131.34

3% below 2023
2% above 2022

NEW SUPPLY

2% above 2023

2% above 2022

*3 new hotels (394 rooms)
in pipeline for 2024

Hotel Forecast vs Performance

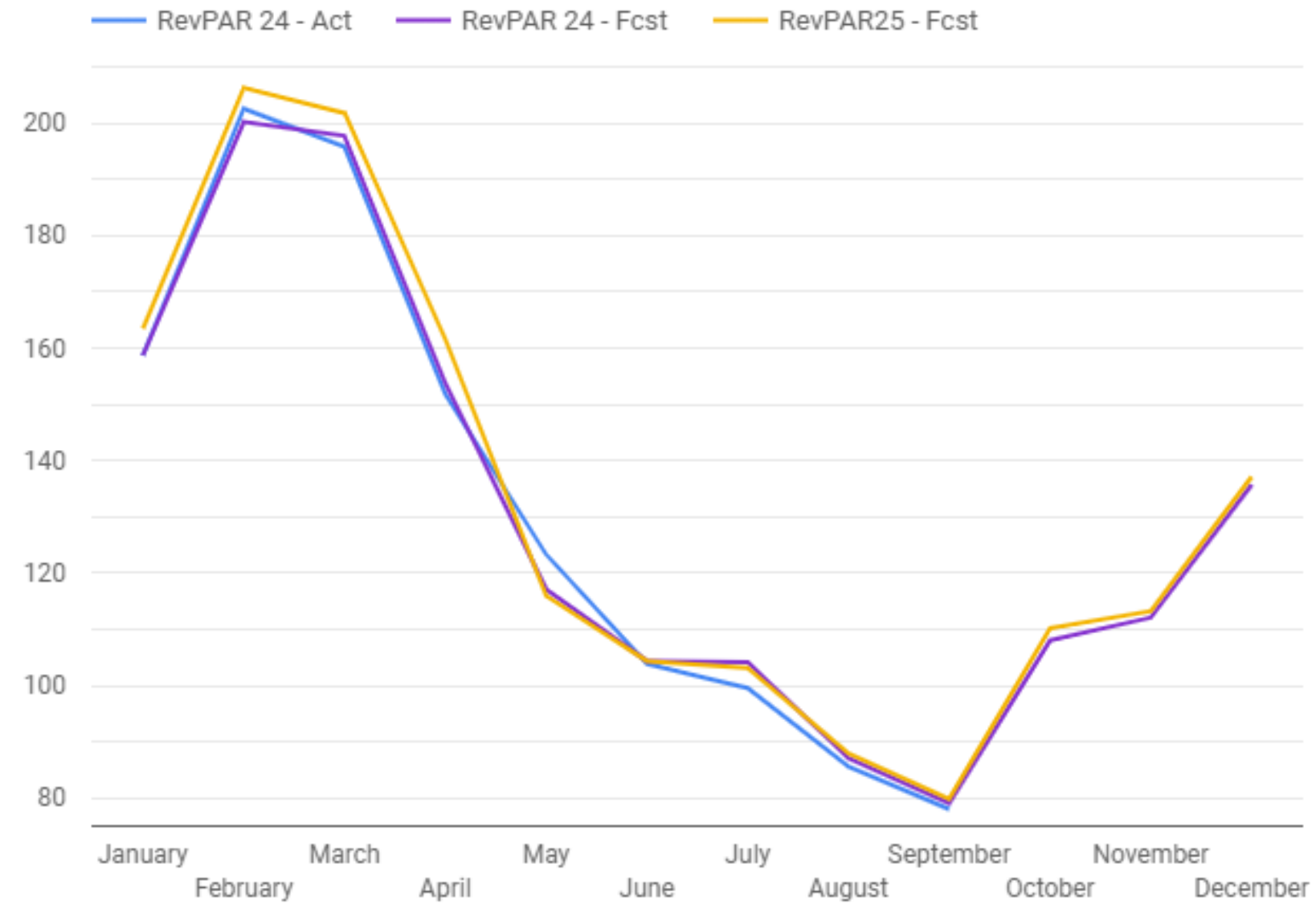
Jan-Sep 2024	Forecast	Actual	%Difference
Occ	71.4%	71.9%	1%
ADR	\$ 187.05	\$ 184.57	-1%
RevPAR	\$ 133.57	\$ 132.72	-1%

CY 2024 Forecast as released Feb 2024

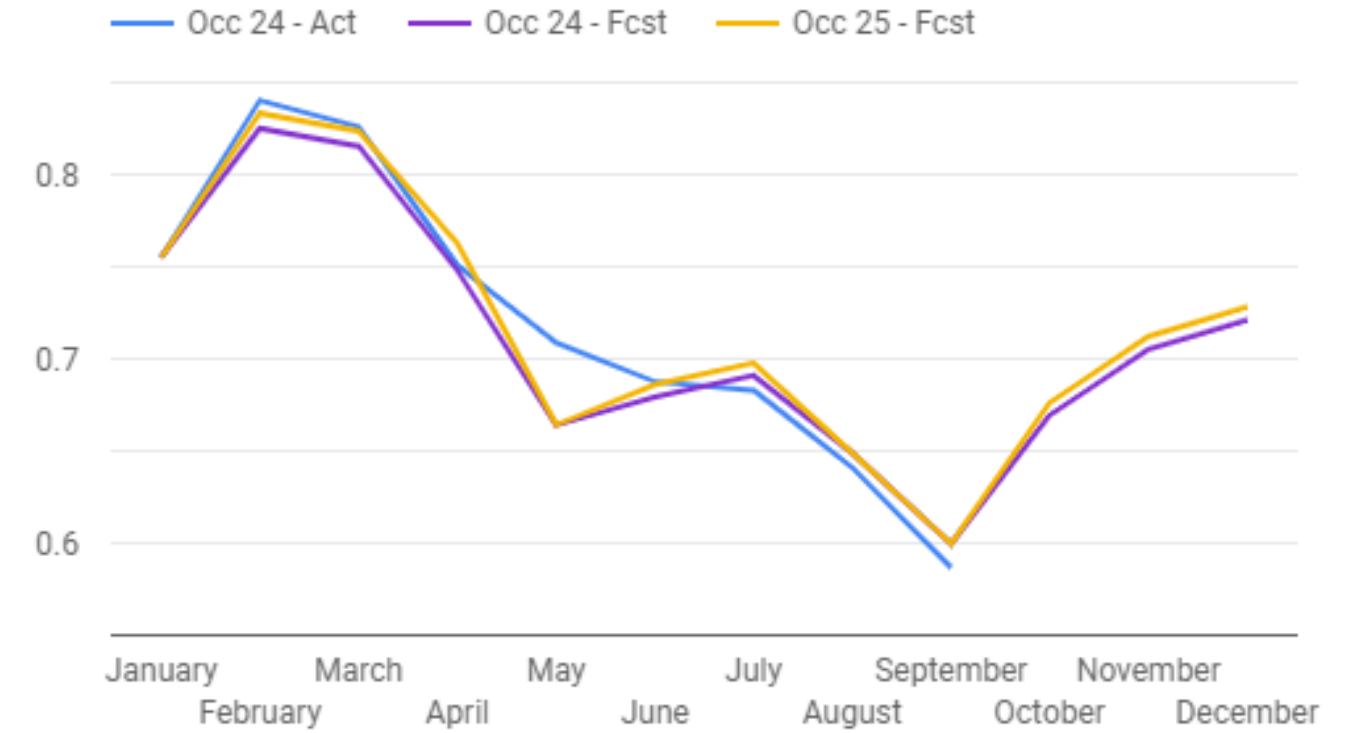
Occ	ADR	RevPAR
71.0%	\$ 182.80	\$ 129.83

Hotel KPI Forecast

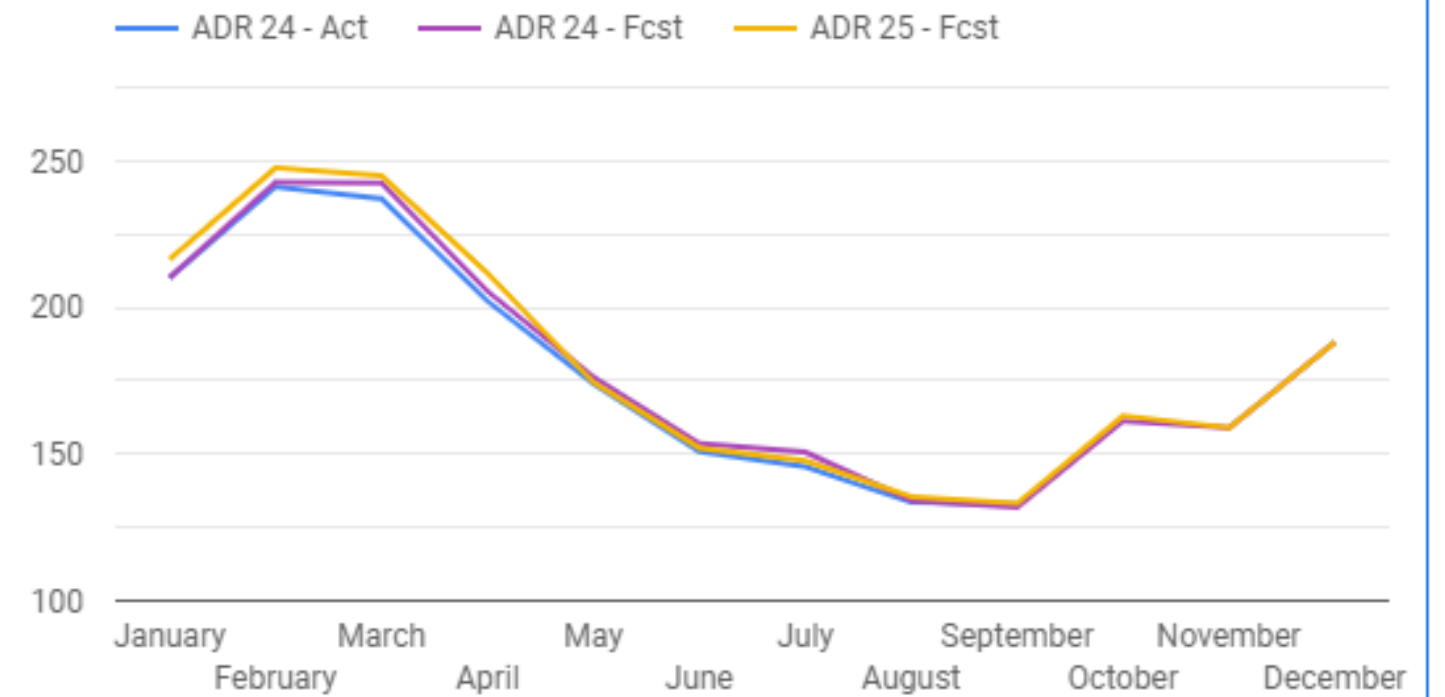
RevPAR Forecast



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

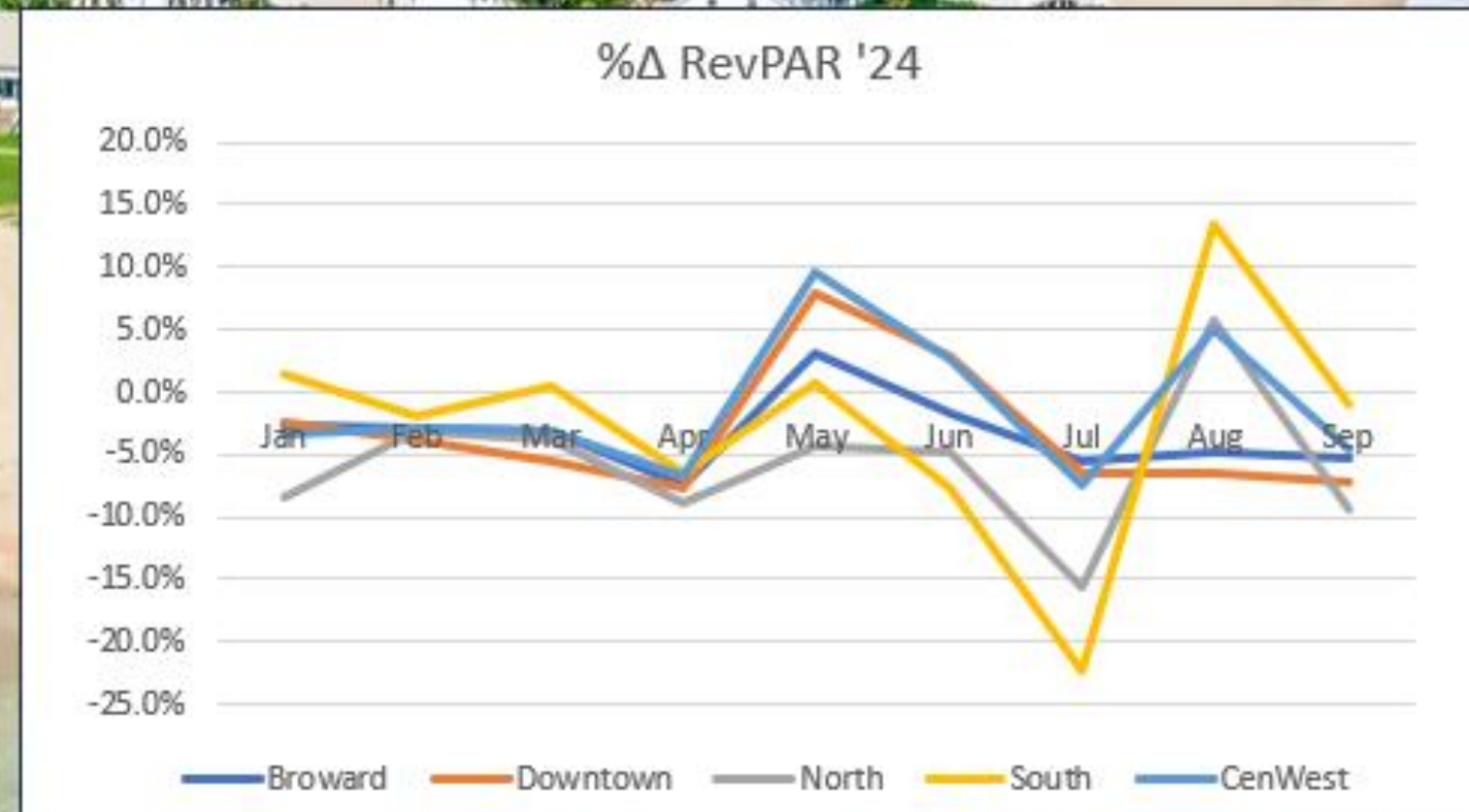
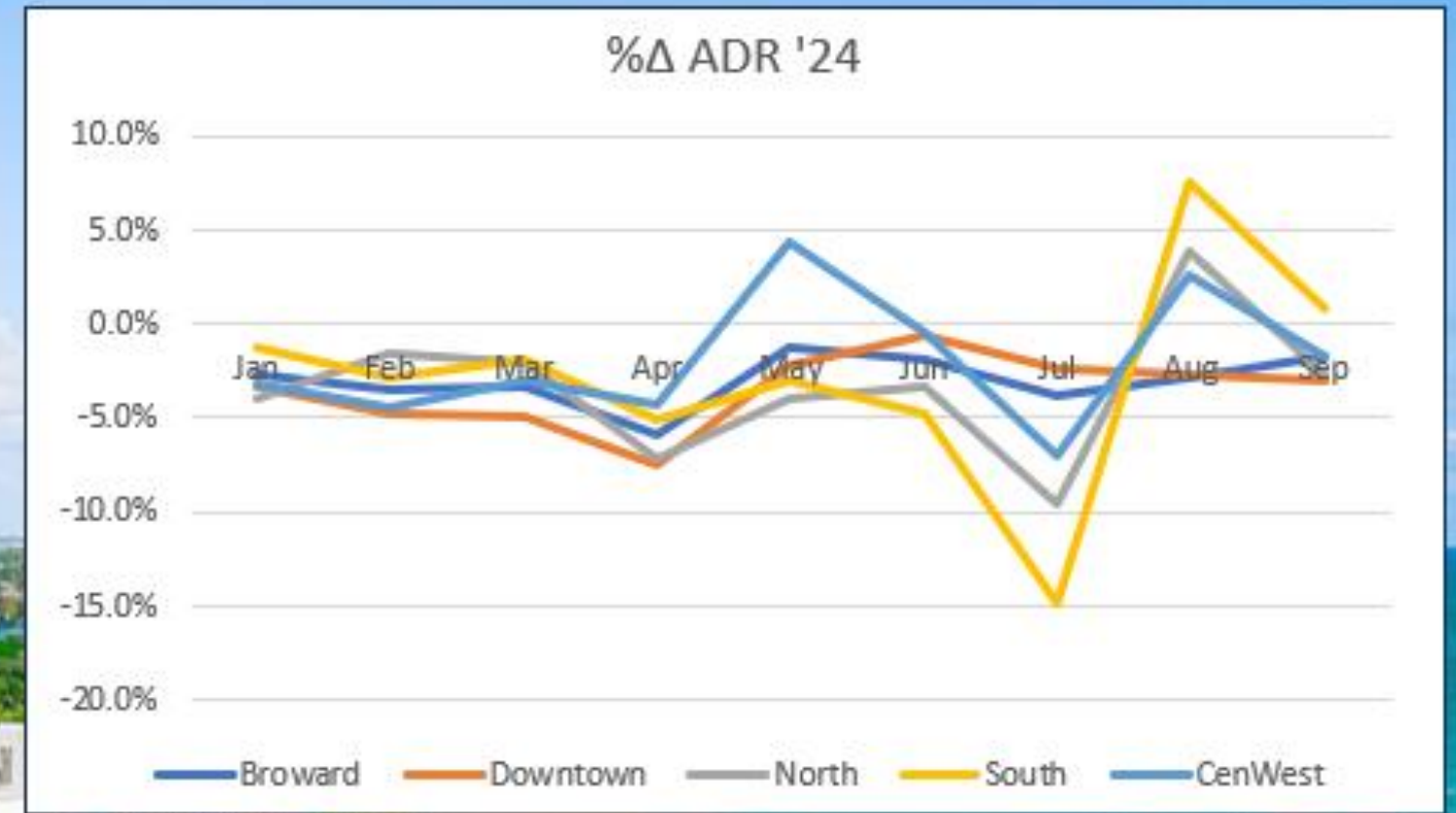
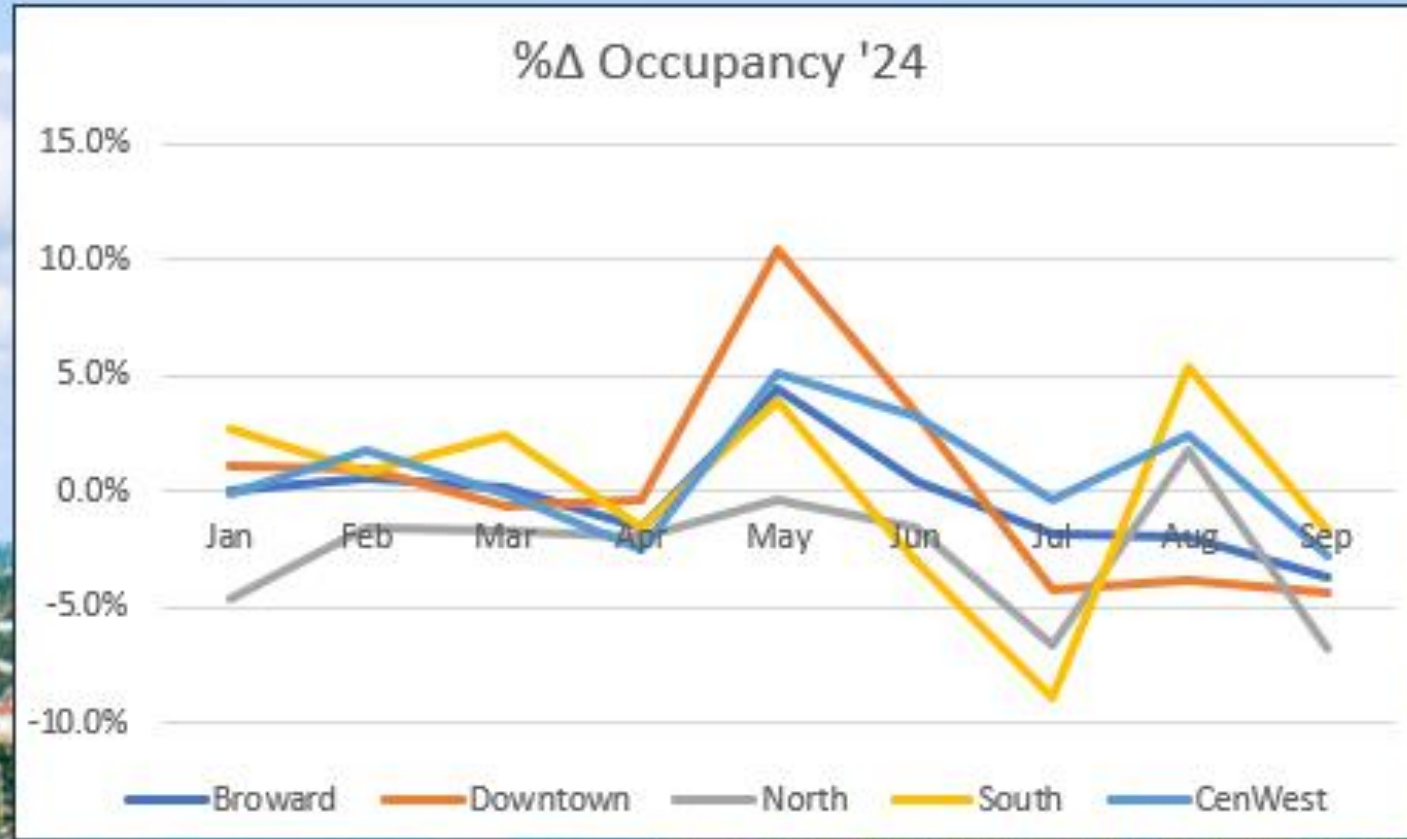
2028 Total Rooms
952

2029-2034 Total Rooms
516

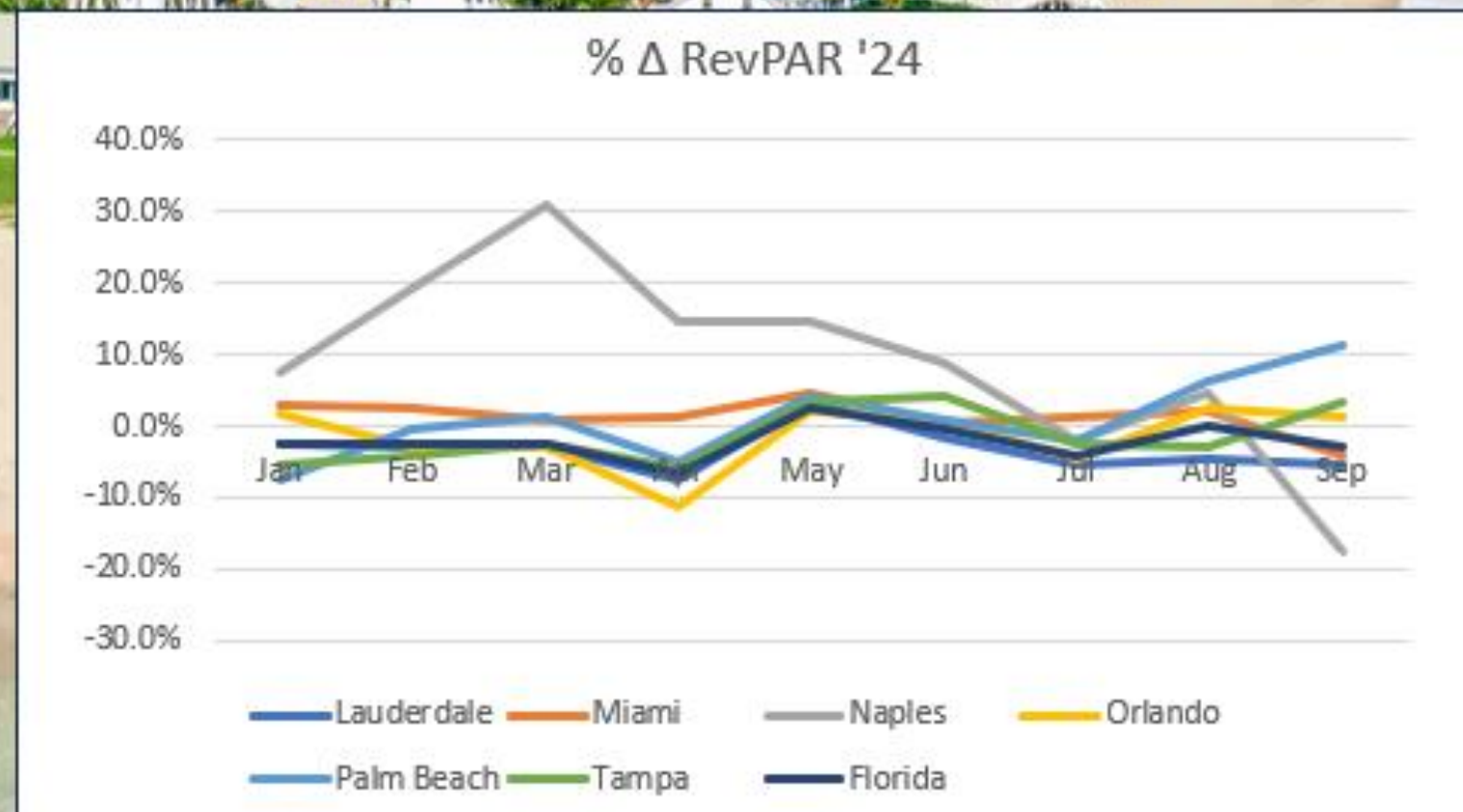
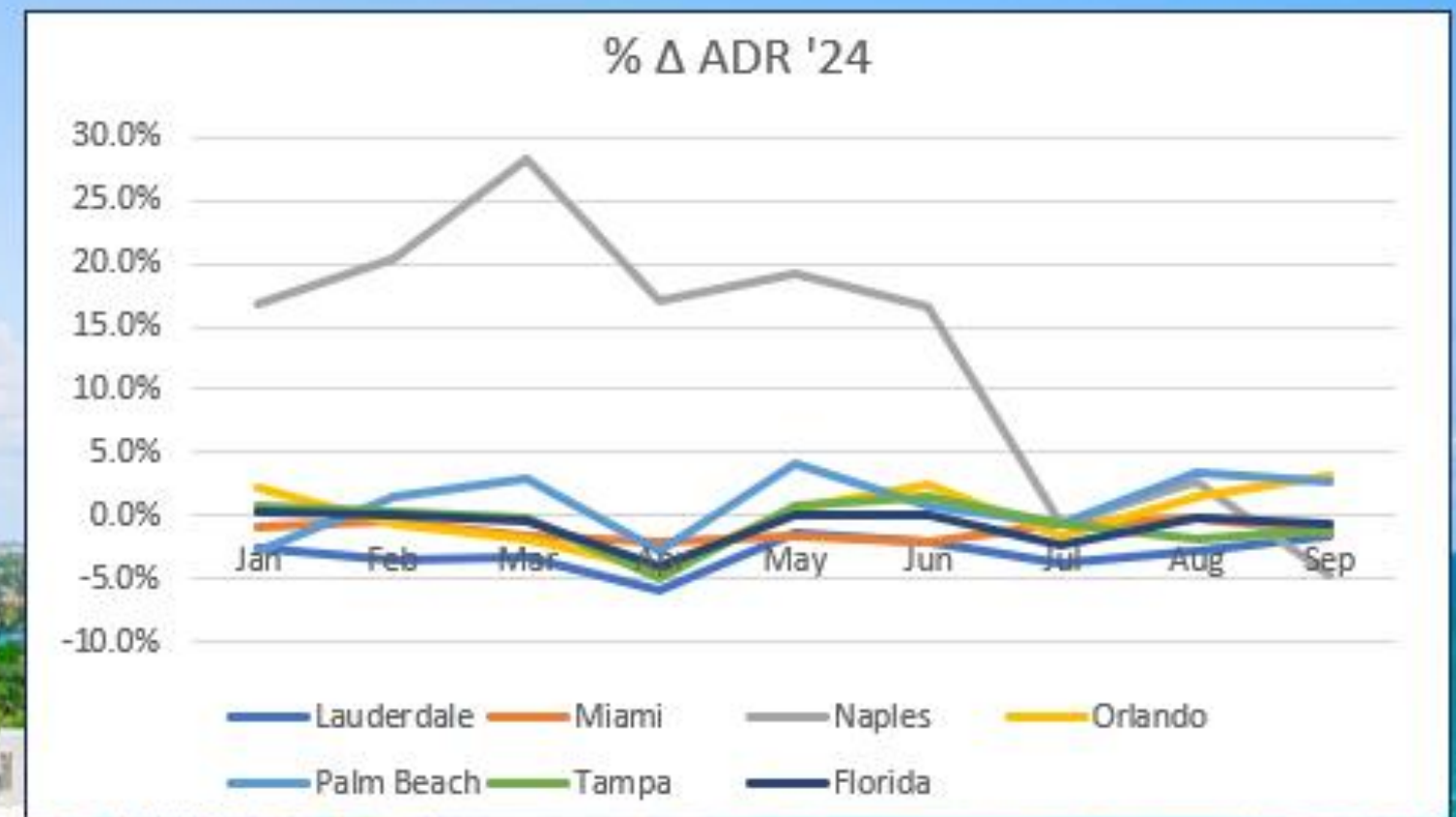
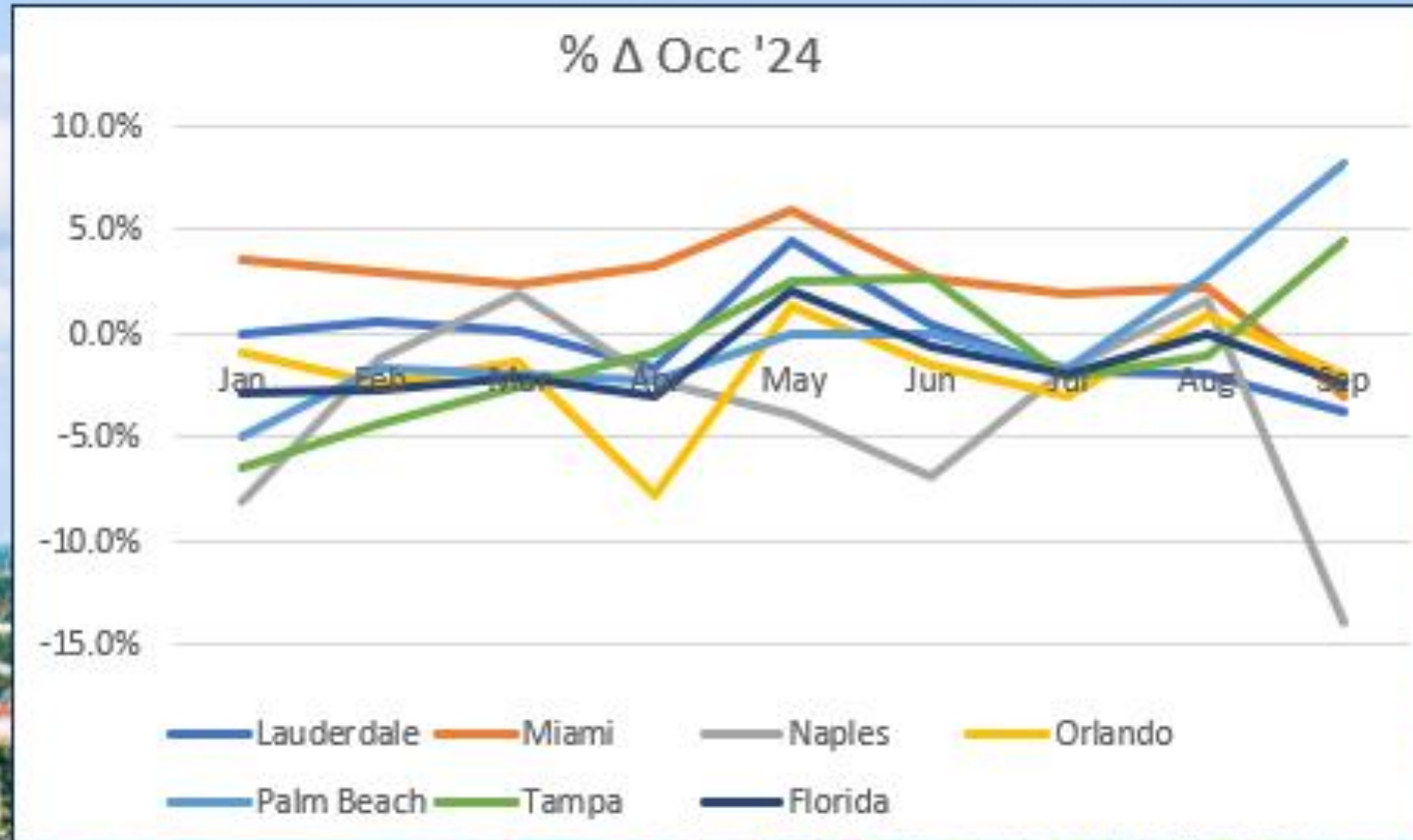
Nothing TBD

	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 Constru...	147
3.	Oct 2025	Omni Fort Lauderdale Hotel	1950 Eisenhower Blvd	Fort Lauderdale	Under Constru...	801
4.	Nov 2025	The Whitfield Las Olas Hotel & Spa	1007 E Las Olas Blvd	Fort Lauderdale	Under Constru...	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

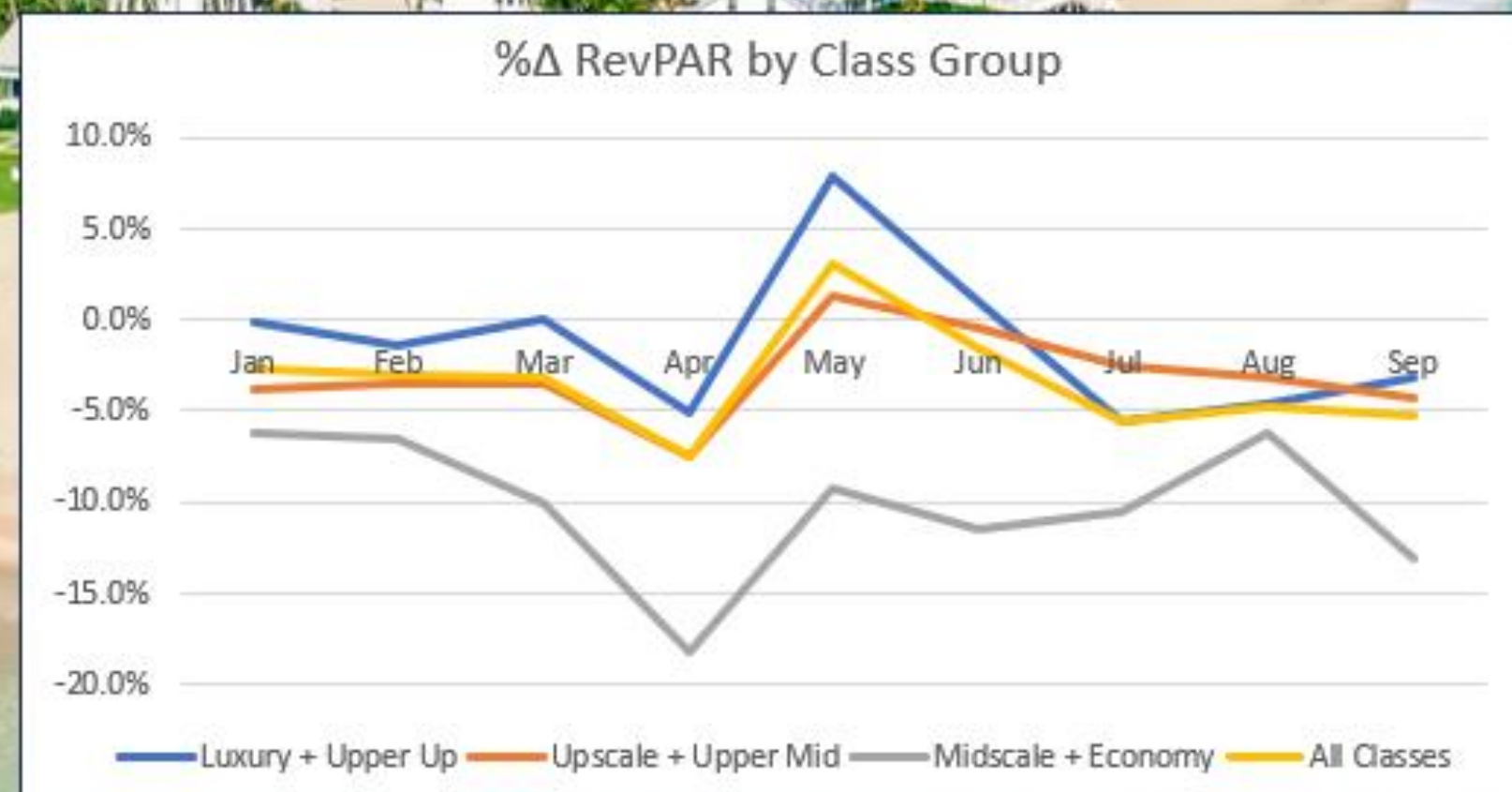
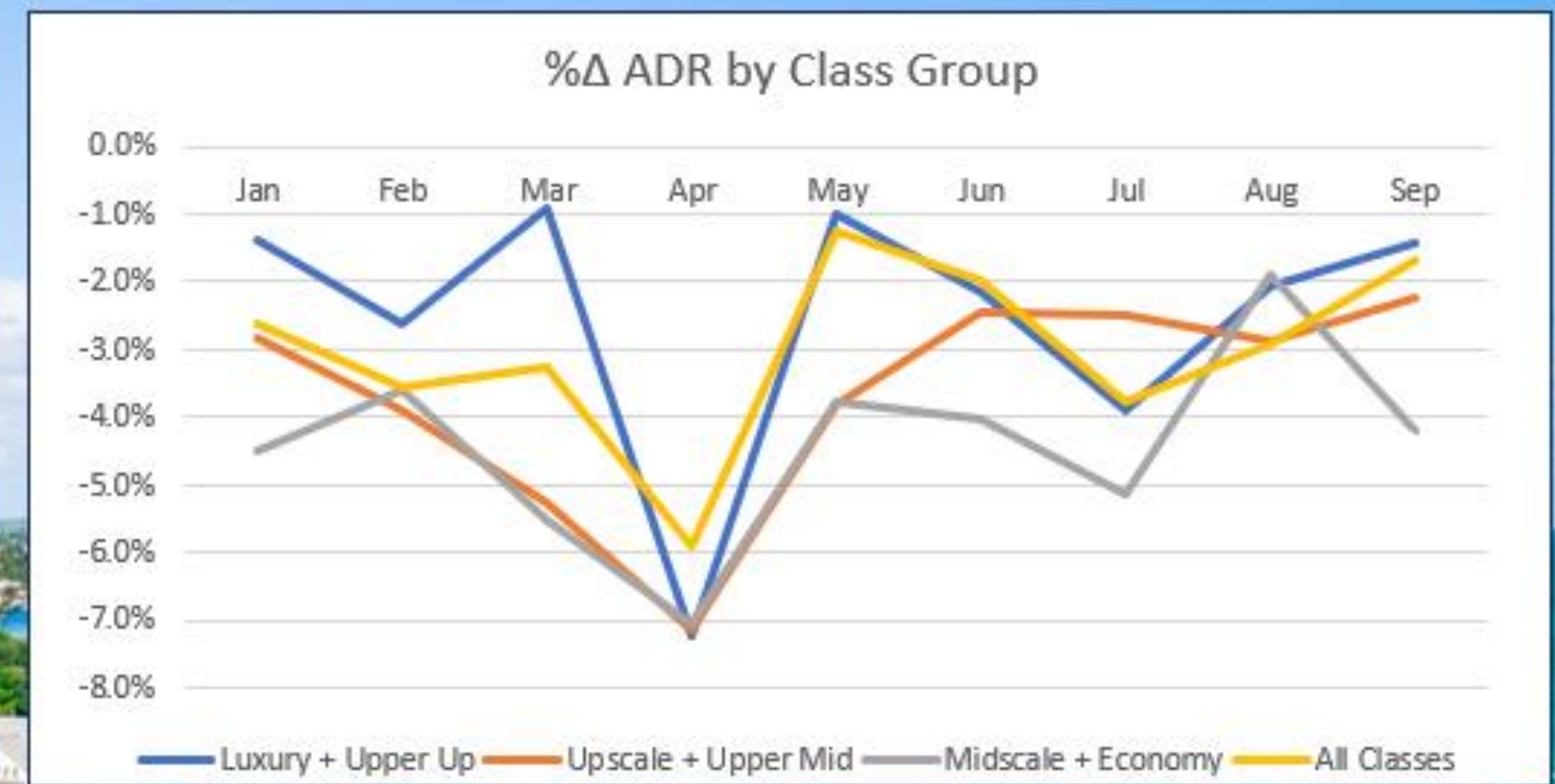
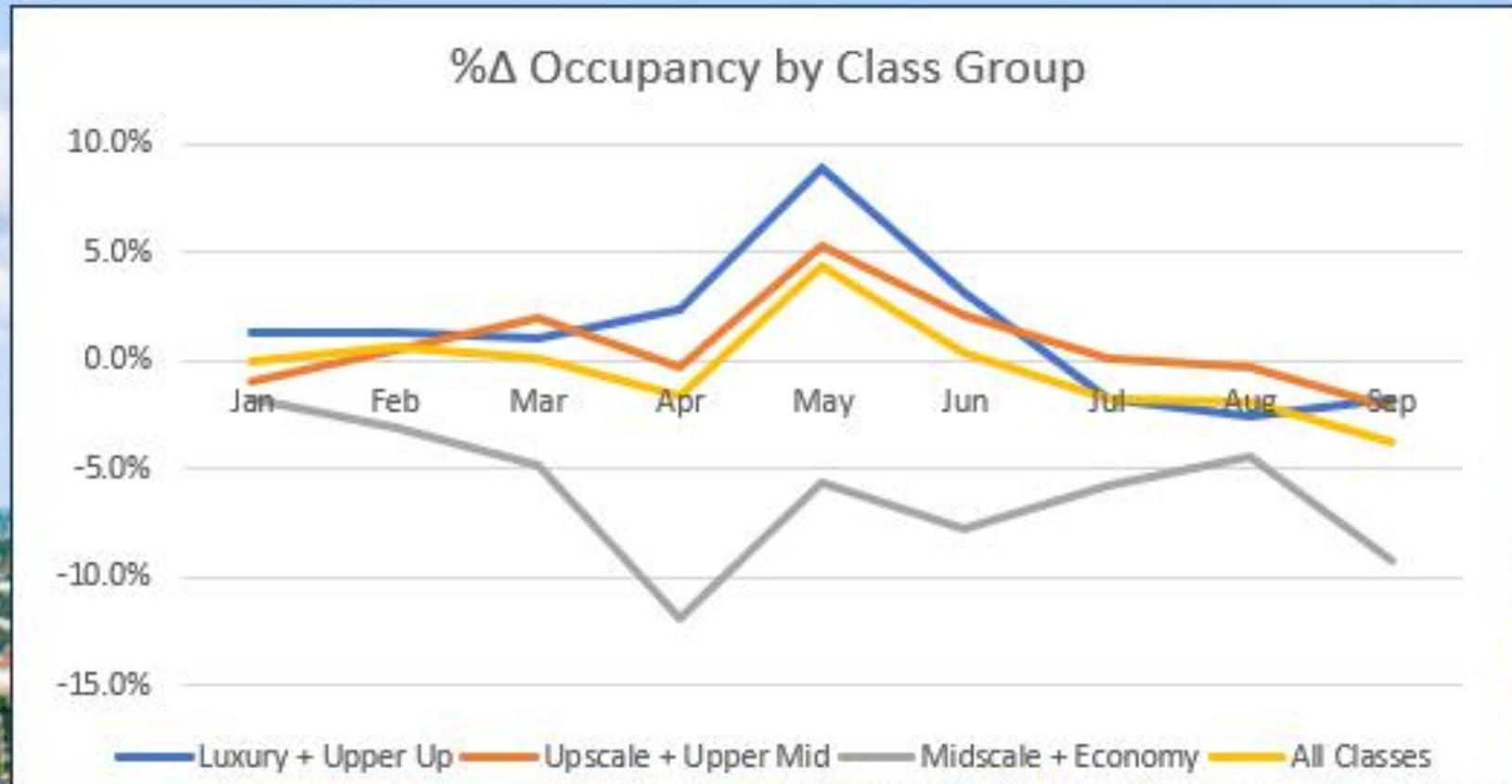
Performance by Region (Jan - Sep '24)



Competitive Set Performance (Jan - Sep '24)



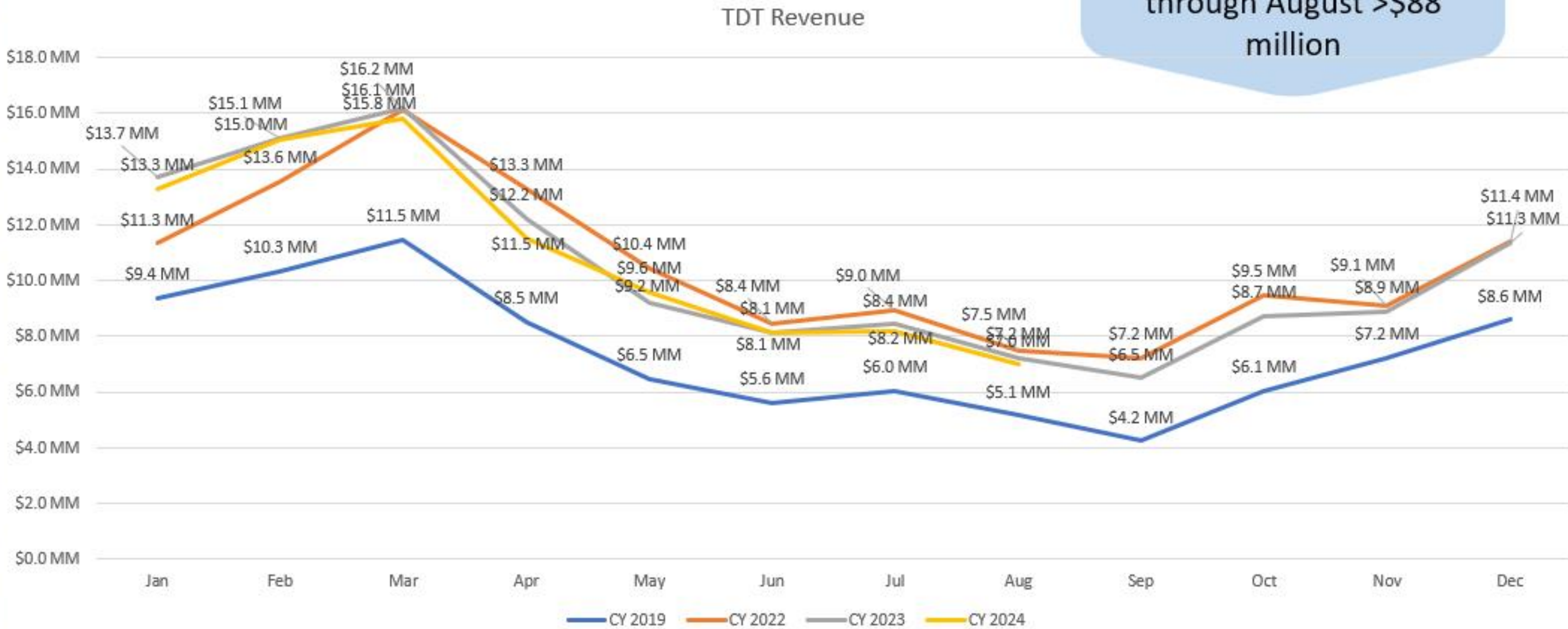
Hotel Class Group Performance (Jan - Sep '24)



TDT Revenue Collections

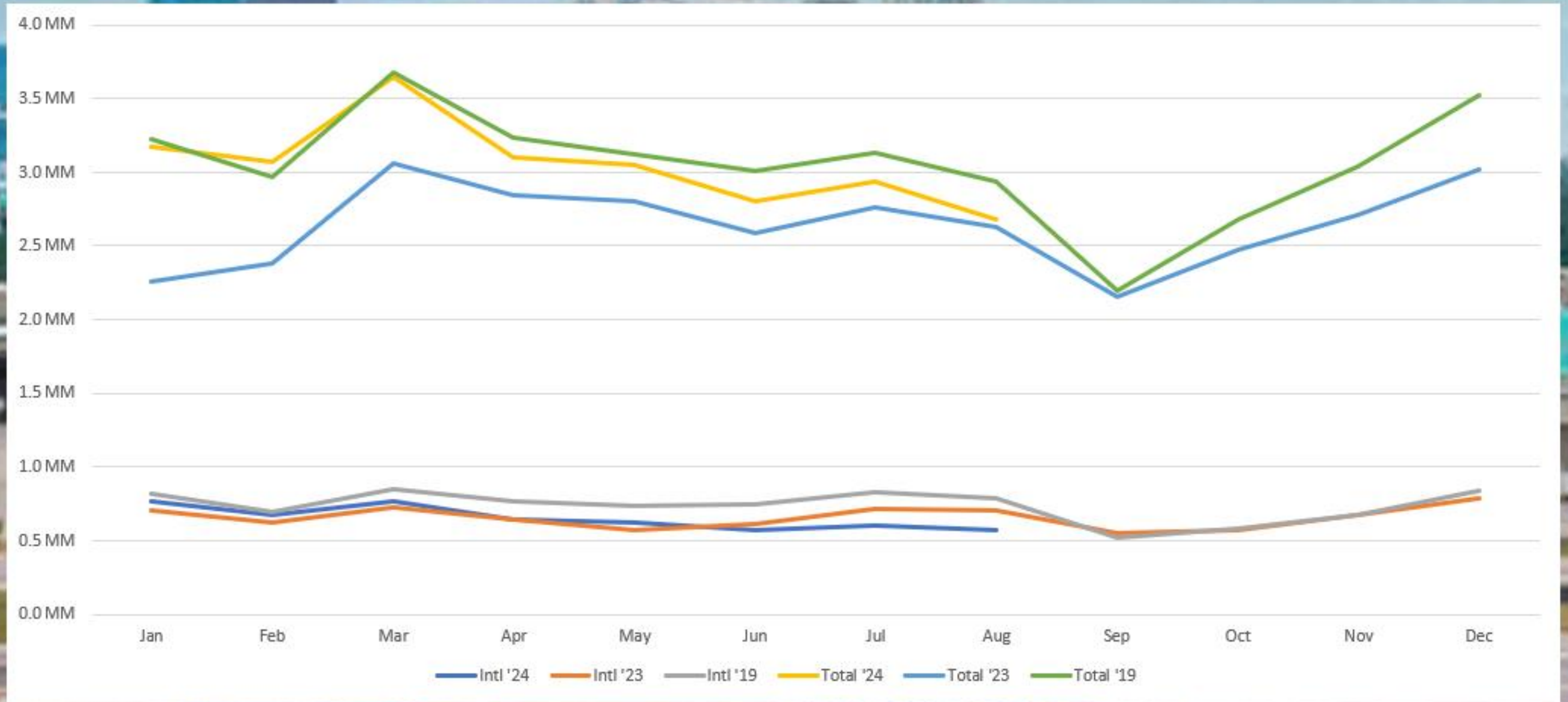
Monthly – Calendar Years 2019 - 2024

CY 2024 collections through August >\$88 million



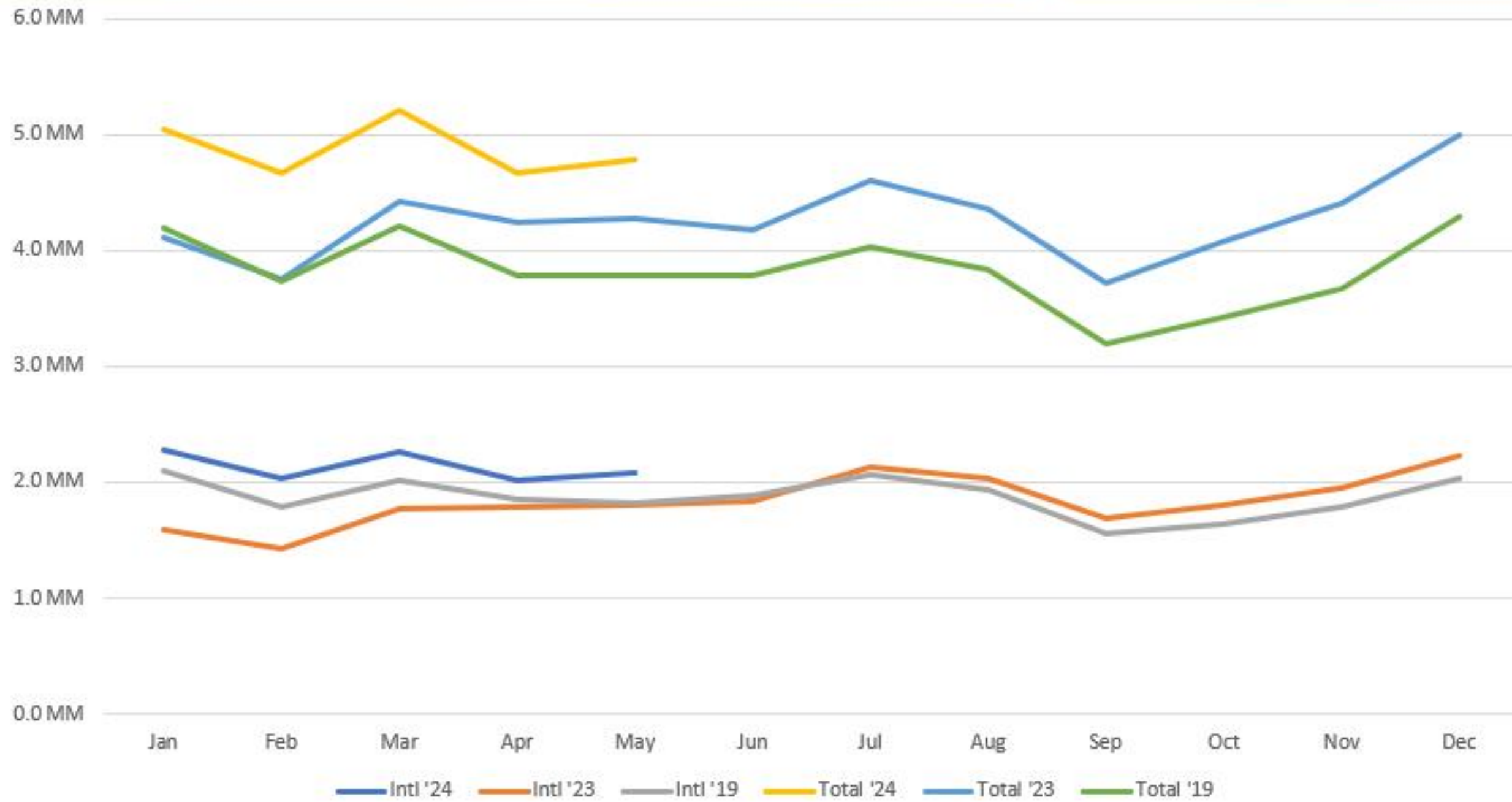
FLL Passenger Volume

Monthly YoY in Millions



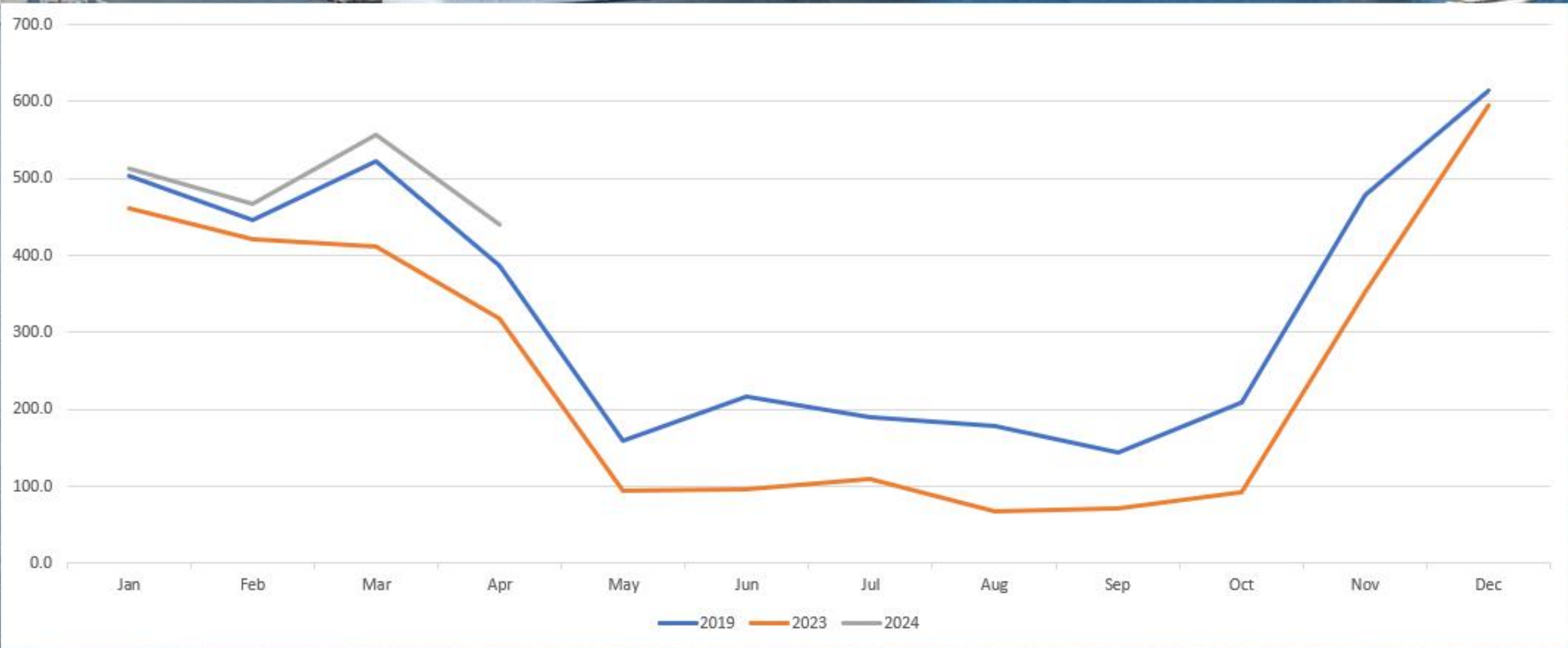
MIA Passenger Volume

International and Total Monthly YoY (in Millions)

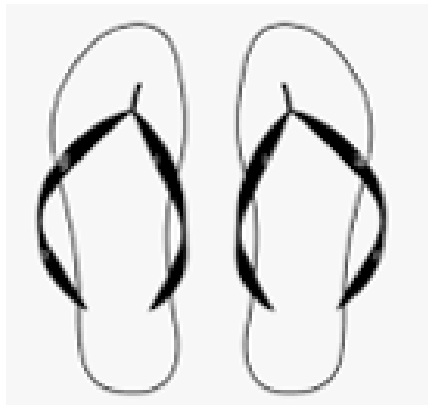
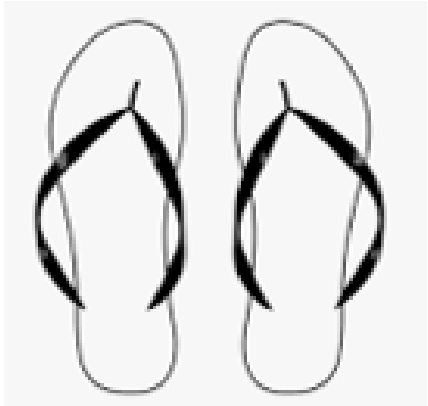


Cruise Passenger Volume

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	-	2.04	1.25
Nov	-	1.48	1.49
Dec	-	2.04	2.05
Total	-	21.9	20.4





U.S. TRAVEL'S

IPW

GREATER FORT
LAUDERDALE 2026

Global Trade Stats FY 24

Destination Previews

from hotels & boutiques
to restaurants,
attractions, parks &
organizations across
Broward county.



Clients

181,173



global client reach through trade
shows, FAMs, trainings and
appointments.

Webinars



4,511

webinars continue to be a valuable tool
with our partners.

Global Travel

123,457



Miles traveled for tradeshow,
appointments & missions



FY25 Global Trade Marketing

- **LATAM**

- Agaxtur, BR
- Despegar, (7 countries)
- Price Travel, MX & BR
- Orinter, BR
- Vidatur, PE
- Petra, MX
- Interep, BR
- CIC, AR, BR
- Azul Viagens, BR
- Travel Services, AR
- Viajes El Corte Ingles, COL
- ABC Mundial – ARG, COL
- Mundo Turistico – LATAM
- Ladevi/ Panrotas - LATAM

- **DOMESTIC**

- AAA NE
- AAA National
- Signature
- VAX Vacations
- Northstar Media Buy
 - 6 Videos
 - Webinars
 - Print & Digital

- **CA/ EMEA**

- Air Canada
- Porter Airlines
- Air Transat
- My Cruise, Scandi
- Tour America, Ireland
- Sunway, Ireland
- Jetset
- Trailfinders
- Baxter
- Travel Industry Today

NEW! SOCCER GUIDE CO-OP OPPORTUNITY!



About the Guide:

The 2025 Visit Lauderdale Soccer guide is the official consumer and trade travel guide for the UK, Spain, Germany, Mexico and Latin America.

The stand alone copies will be used by the Fort Lauderdale team for distribution at trade events & consumer shows, so you get both international consumer-facing and international trade-facing opportunities.



Distribution:

50,000 copies to British Travelers to the US in Essentially America Magazine Spring Issue.

50,000 copies to German Travelers to the USA in Mein Amerika Magazine Spring Issue.

20,000 stand alone copies for use by Visit Lauderdale in English, Spanish, Portuguese and German to be available Q1 2025.

Total distribution: 120,000

Advertising Rates:

Full Page - \$7,000

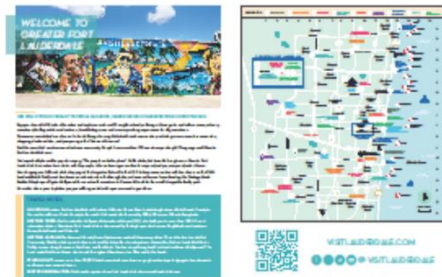
Half Page - \$3,500

Ad booking deadline will be 1 November with material due 1 December.

Invoicing in January 2025 (unless earlier invoice is required).

For More Information Contact:

Larry Cohen:
203-434-3117
larrycohen@northeast-media.com



The Importance of Repeat Visitors:

According to US Department of Commerce, NTTO data, visitors to the USA from the UK and Germany are overwhelmingly repeat visitors and they travel to the USA with a high level of velocity.

87% of British visitors to the USA have traveled to the USA before and 80% of German visitors have also done so. Further, they average 1.7 trips to the USA each year.

Identifying that cohort and communicating with them continues to be the most effect and efficient media strategy for both the international inbound market and the domestic one.



About Essentially America & Mein Amerika:

The rationale for advertising in Essentially America and Mein Amerikais based on the notion that the next visit to the USA starts with the most recent one.

Essentially America and Mein Amerika provide that opportunity uniquely in each market in print. EA & MA have a 100% composition to active travelers to the USA based on their distribution models. Each are available in departure gates at Heathrow (for EA) and Frankfurt and Munich (for MA).

As such the ONLY readers that they have are those heading to the USA...and based on the nearly 1.7 trips per year taken by the average travelers to the USA from those markets, your advertising has a 70% chance of reaching a traveler who will be visiting the USA again within the following 12-18 months.

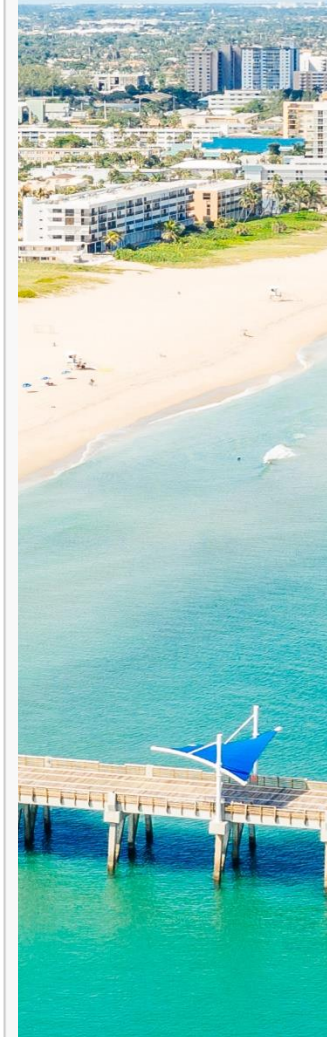
The issue in which the FLL guide will be run (March/April in both markets) will carry a feature which previews **World Cup Host Destinations and their surrounding areas.**

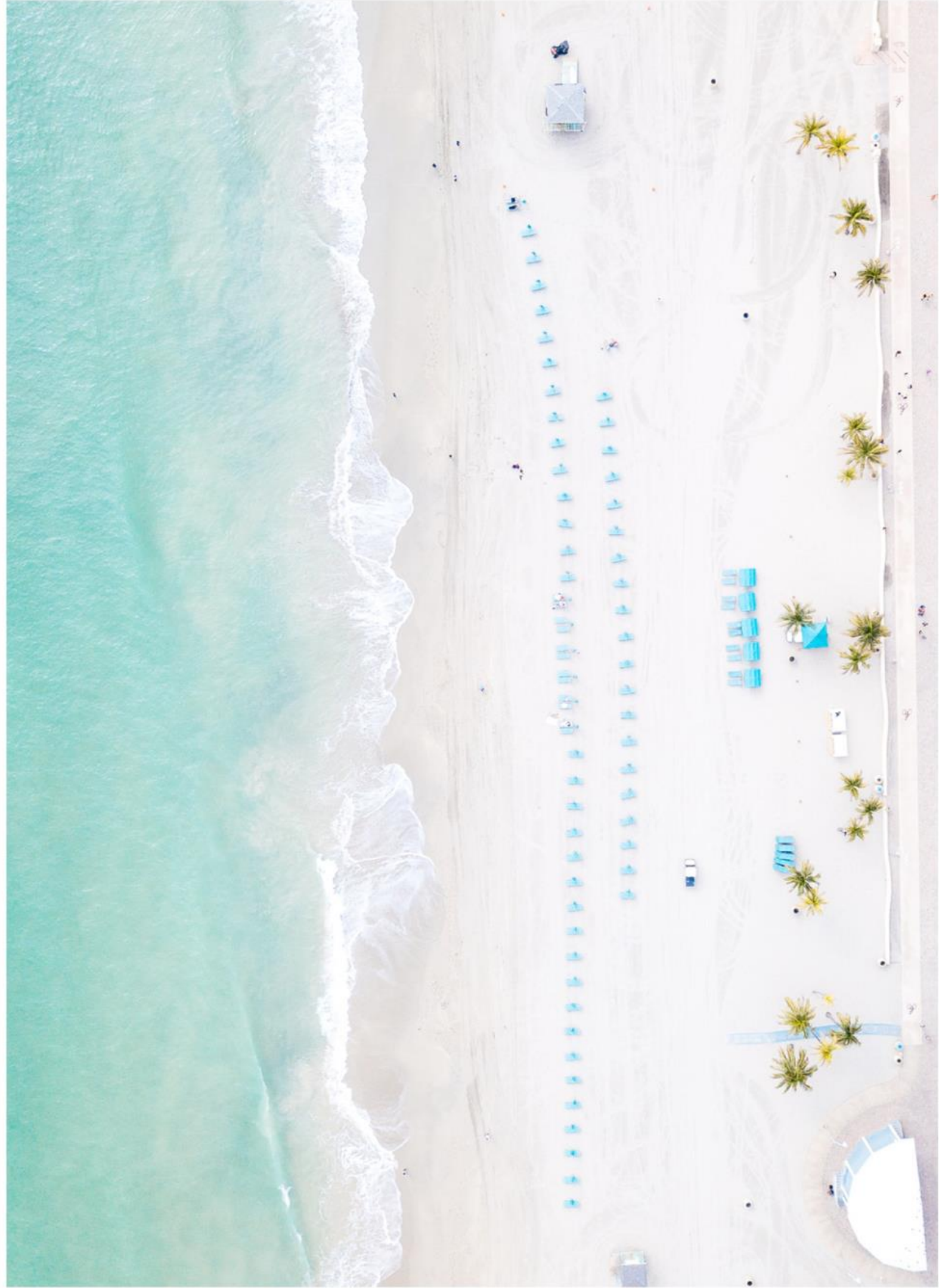




Fantastic 5 Takeaways

First: The 5 W's	<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>
Fantastic Five Takeaway #1	<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>
Fantastic Five Takeaway #2	<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>
Fantastic Five Takeaway #3	<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>
Fantastic Five Takeaway #4	<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>
Fantastic Five Takeaway #5	<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

HIGHLIGHTS

Followers from:
USA, CA, Argentina, Colombia,
Portugal, Mexico, Brazil, UK,
Ecuador, & Germany





QUARTERLY PARTNER MEETING

SAVE THE DATE

Tuesday, January 14th, 2025
9:30 a.m.
Virtual

thank you!

