



# Us. Amplified.

MAC Meeting - 2/19/2025

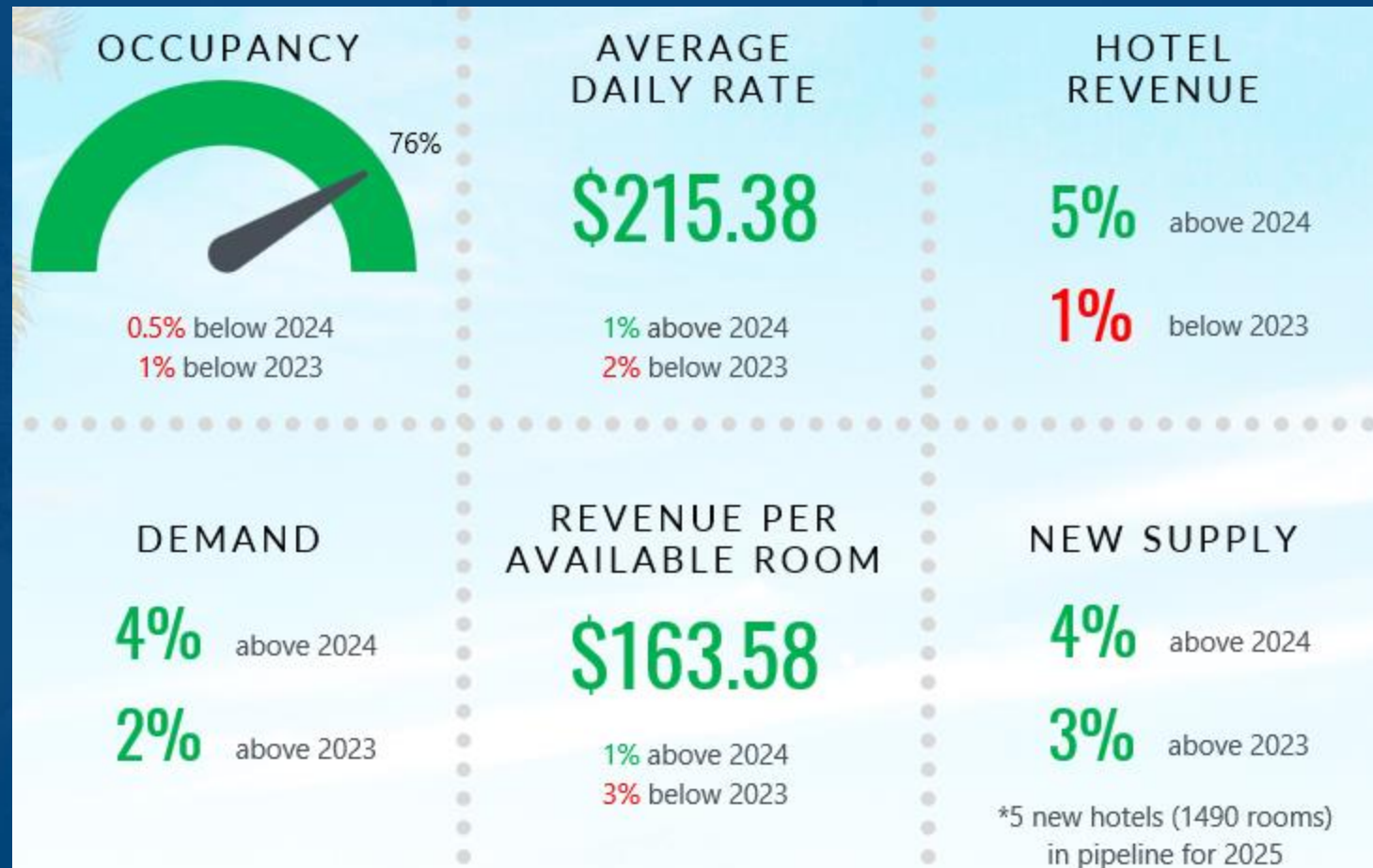


# DATA & RESEARCH

# HOTEL METRICS

2025 YEAR-TO-DATE

January 1st  
–  
February 8th



Source: STR, LLC.

# Hotel Forecast vs. Performance

Jan 2024	Forecast	Actual	%Difference
Occ	75.5%	74.9%	-1%
ADR	\$ 216.44	\$ 211.90	-2%
RevPAR	\$ 163.47	\$ 158.74	-3%

## CY 2025 FORECAST

*as released Feb 2024*

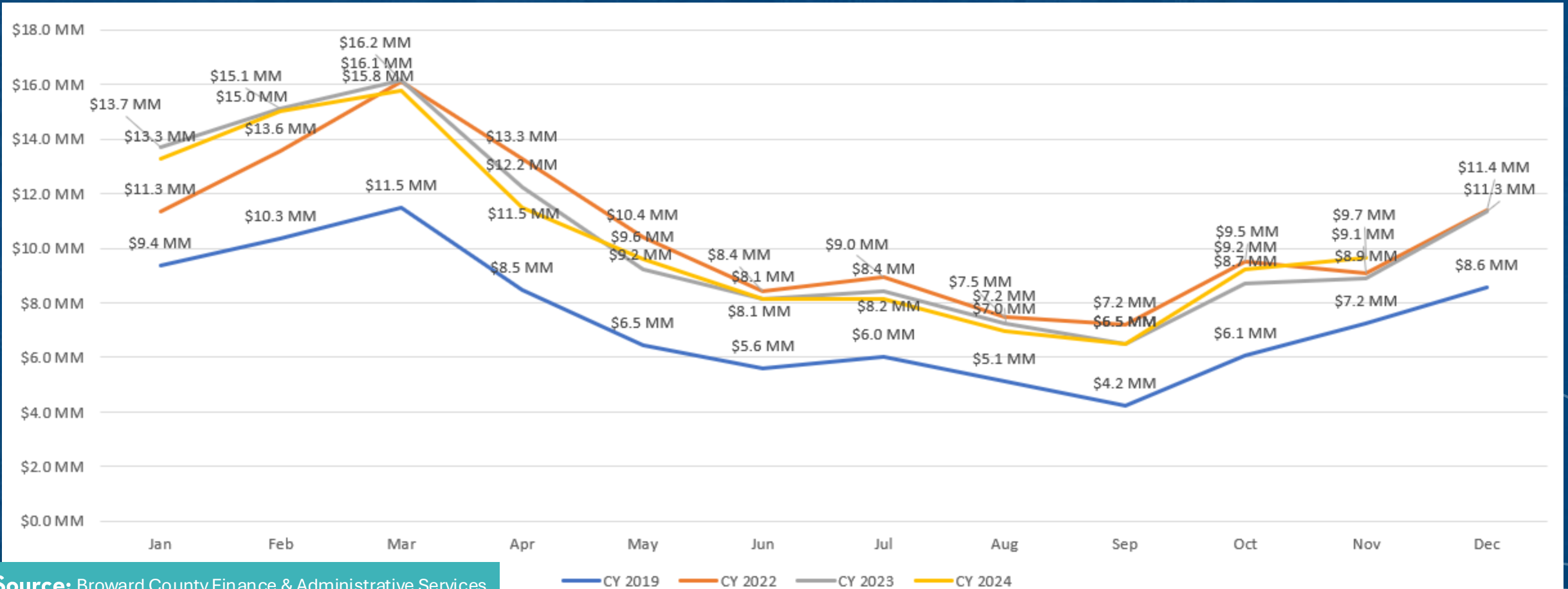
Occ	ADR	RevPAR
71.5%	\$ 184.09	\$ 131.63

Source: STR, LLC.



# TDT Revenue Collections

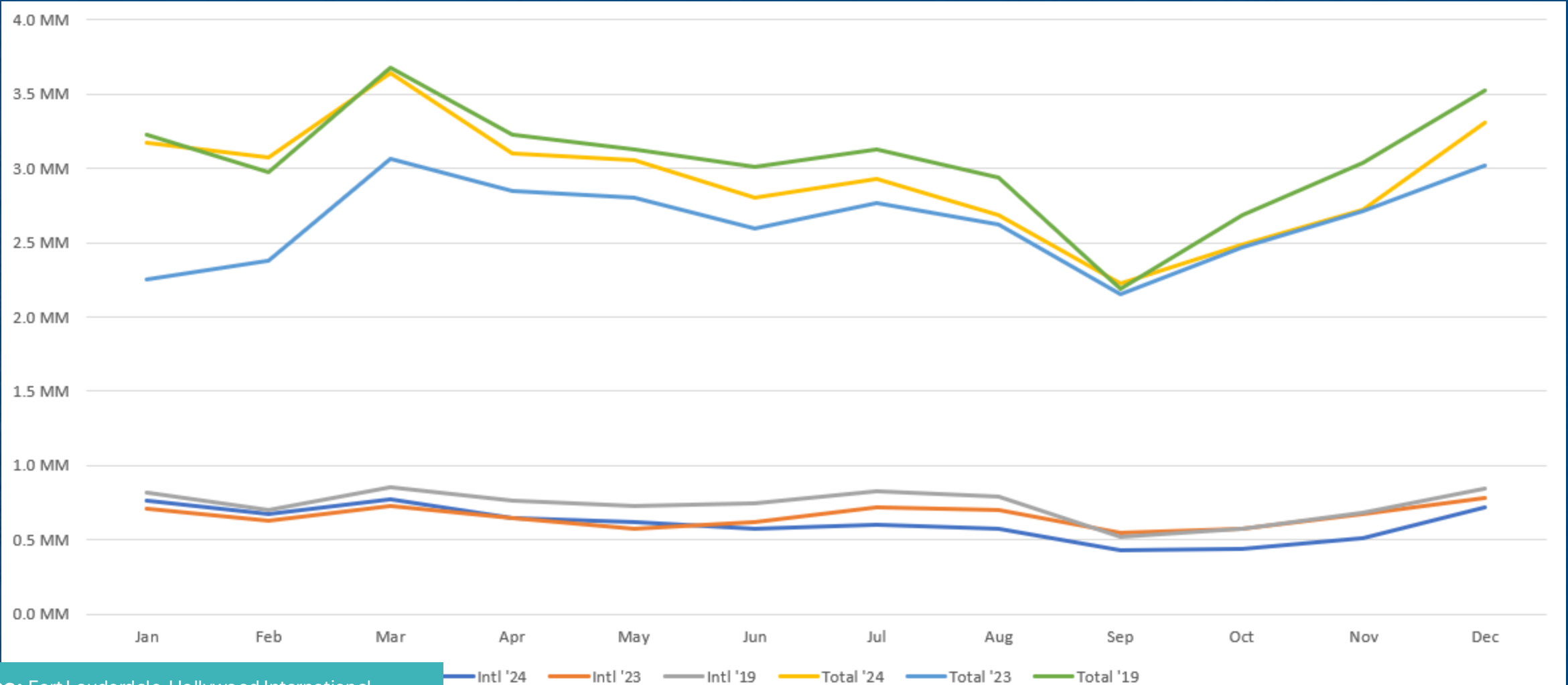
MONTHLY - CALENDAR YEARS 2019-2024



**Source:** Broward County Finance & Administrative Services Department, Records, Taxes & Treasury Division, Tourist Development Tax Section

# FLL Passenger Volume

MONTHLY - YoY in MILLIONS

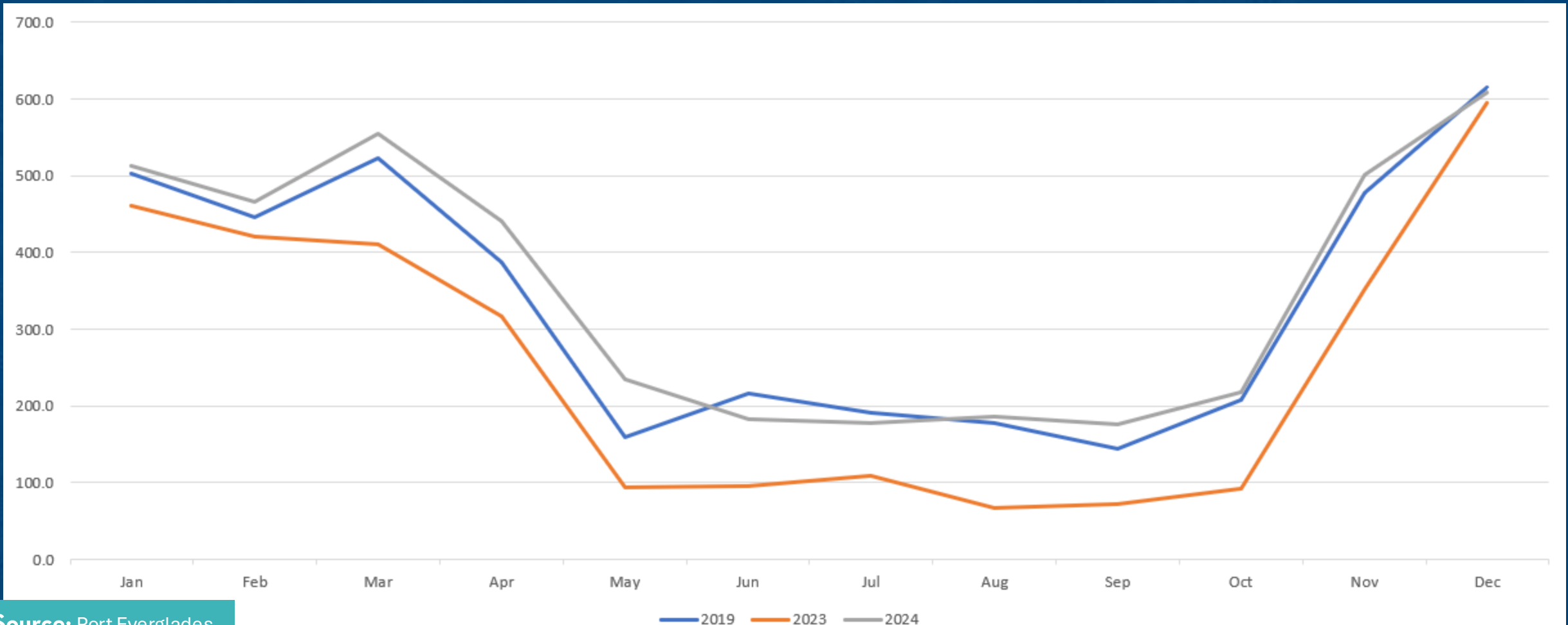


Source: Fort Lauderdale-Hollywood International

Airport

# Cruise Passenger Volume

YoY by MONTH (IN THOUSANDS)



Source: Port Everglades



# ECONOMIC IMPACTS OF EVENTS





# Fort Lauderdale Air Show Impact Estimates 2024

14%

PERCENT NON-LOCALS

7100

REQUESTED ROOM NIGHTS

98%

PCT OF ROOM NIGHTS IN  
BROWARD COUNTY

\$8M

ECONOMIC IMPACT

44K

EVENT ATTENDEES

\$190.45

EXPECTED ROOM RATE

# Balling on the Beach Impact Estimate 2023

74%

PERCENT NON-LOCALS

\$204.6

AVERAGE ROOM RATE

53

HOTELS USED IN GFL

\$24M

ECONOMIC IMPACT

30K

EVENT ATTENDEES

+22%

ROOM NIGHT PREMIUM  
TO GENPOP

# Taylor Swift Impact Estimates

**\$75-80M**

OVERALL ECONOMIC IMPACT

**\$25-30M**

BROWARD COUNTY  
ECONOMIC IMPACT

**360K**

HARD ROCK STADIUM  
VISITORS

**72%**

CONCERT ATTENDEES  
FROM OUTSIDE SOFLO

**50**

STATES REPRESENTED  
AT CONCERT

**49%**

PCT OF HOTEL VISITS IN  
BROWARD COUNTY

**Sources:** Oxford Economics, Placer.AI, and STR LLC\ with final estimates by GFLCVB



# Panthers' Stanley Cup Win Impact Estimates

**\$25M**

GAMES ECONOMIC IMPACT

**20K**

INCREMENTAL ROOM NIGHTS

**25-30%**

PERCENT NON-LOCALS  
(ESTIMATED)

**\$4M**

PARADE ECONOMIC IMPACT

**60-75K**

PARADE ATTENDEES

**19,778**

AVG GAME ATTENDANCE

**Sources:** Oxford Economics, Placer.AI, STR LLC., and ESPN.com with final estimates by GFLCVB

# Tortuga Impact Estimates for 2023

56%

PERCENT NON-LOCALS

32K

INCREMENTAL ROOM NIGHTS

98%

HOTEL VISITS IN  
BROWARD COUNTY

\$40M

ECONOMIC IMPACT

94K

EVENT ATTENDEES

\$364.67

AVERAGE ROOM RATE

Sources: Oxford Economics , Simpleview and GFLCVB

Rip Tide: 30% Non-Locals

# Sports Convention Impact Estimates for 2023

135

EVENTS

326K

INCREMENTAL ROOM NIGHTS

50%

PCT OF CONVENTION  
ROOM NIGHTS

\$393M

ECONOMIC IMPACT

307K

EVENT ATTENDEES

~80%

PERCENT NON-LOCALS  
FOR AAU AND BOTB EVENTS



# Fort Lauderdale International Boat Show Impact Estimates 2024

45%

PERCENT NON-LOCALS

6600

REQUESTED ROOM NIGHTS

98%

PCT OF ROOM NIGHTS IN  
BROWARD COUNTY

\$600M

ECONOMIC IMPACT

103K

EVENT ATTENDEES

\$351.70

CONTRACTED ROOM RATE

# IPW 2026 Conservative *Pro Forma*

Impact in USD (Millions)	3 Year		1 Year	
Food / Beverages	\$	234.3	\$	78.1
Lodging	\$	379.9	\$	126.6
Shopping	\$	213.0	\$	71.0
Recreation & Entertainment	\$	172.1	\$	57.4
Ground Transportation	\$	83.5	\$	27.8
Other Spending	\$	36.3	\$	12.1
Total	\$	1,119.0	\$	373.0

**Sources:** Rockport Analytics and GFLCVB

# MARKETING UPDATES



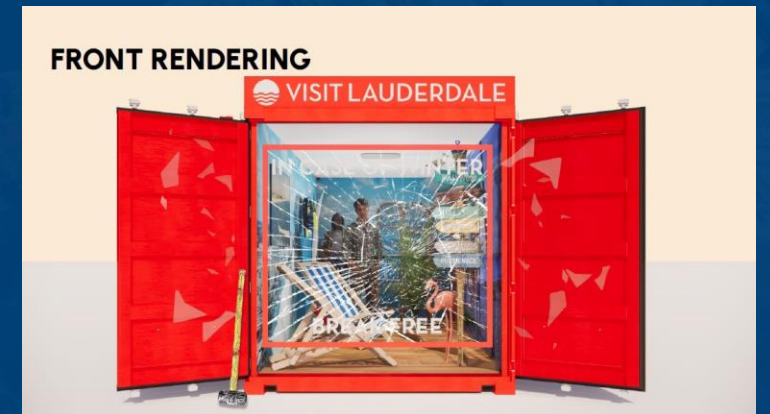
# LUNCHEON RECAP



**Indy Car**



**Baskin Robbins**



**Winter Campaign**

## Digital Ads





Commercial





## Cube Advertising





***Location: Magnificent Mile***

## Last St. Patrick's Day for River Dying the venue had over 70K visitors

**Weekday average: 30k/day**  
**Weekend Average: 35k/day**



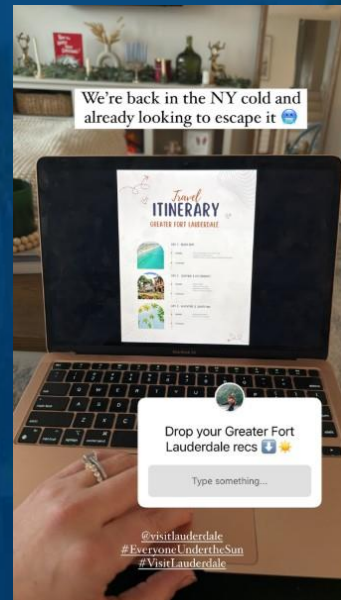


## Bus Shelters





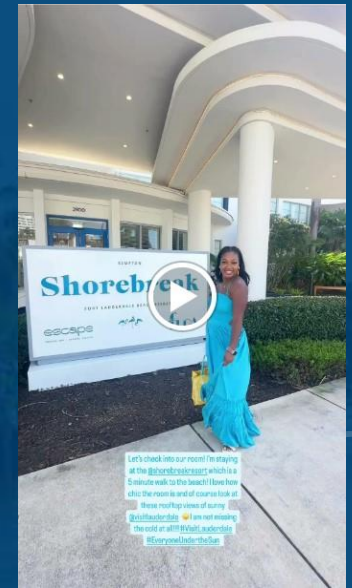
## Social Media



**Pretzels in Paradise**  
*New York*



**Sarah Yi**  
*Chicago*



**Adrie**  
*Atlanta*

## Social Media Influencers

WINTER CAMPAIGN

# BREAK FREE



Digital  
Ads

Commercial

Cube  
(Time Square)

Chicago  
Activation



SUMMER CAMPAIGN

# LET'S TALK SUMMER



DESTINATION PARTNER



MICHELIN

BASKIN ROBBINS

DINE OUT LAUDERDALE



# PARTNERSHIP

# MICHELIN

## The MICHELIN Guide Welcomes New Cities In Florida Expansion

Feb. 04, 2025

**February 4, 2025** — Today the MICHELIN Guide announced it will be expanding its selection in Florida with three new destinations being added in 2025. In addition to Miami, Orlando and Tampa, the 2025 selection will include restaurants in Greater Fort Lauderdale, The Palm Beaches and St. Pete-Clearwater. Beginning in 2026, the selection will grow further to become a state-wide selection covering all of Florida.

“Florida continues to raise the bar with its emerging culinary talent, international influences and the palpable passion of its local restaurant communities,” said Gwendal Poullennec, International Director of the MICHELIN Guides. “Over the past three years, we’ve seen the Florida selection grow and strengthen as our Inspectors shined a spotlight on their discoveries. We look forward to exploring these new destinations and highlighting the excellence of their local restaurant scene.”

The MICHELIN Guide’s anonymous Inspectors are already in the field, making dining reservations and scouting for culinary gems in the new territories. The full 2025 restaurant selection will be revealed at a later date during the annual MICHELIN Guide ceremony for Florida.

“The MICHELIN Guide’s expansion into three additional Florida destinations in 2025 and statewide in 2026 further cements the state as a premier culinary destination for both locals and visitors. Florida’s rich and diverse culinary scene has long been a cornerstone of the vacation experience, and we are thrilled that more talented chefs and exceptional restaurants across the state will now receive the recognition they deserve,” said Dana Young, President and CEO of VISIT FLORIDA.

The MICHELIN Guide is constantly observing the evolution of culinary destinations around the world. The Guide’s selection process is determined by anonymous Inspectors and remains completely independent. The MICHELIN Guide is working with Visit Florida on marketing and promotional activities only.



**1 of 3**  
**New Destinations**  
**in Florida**

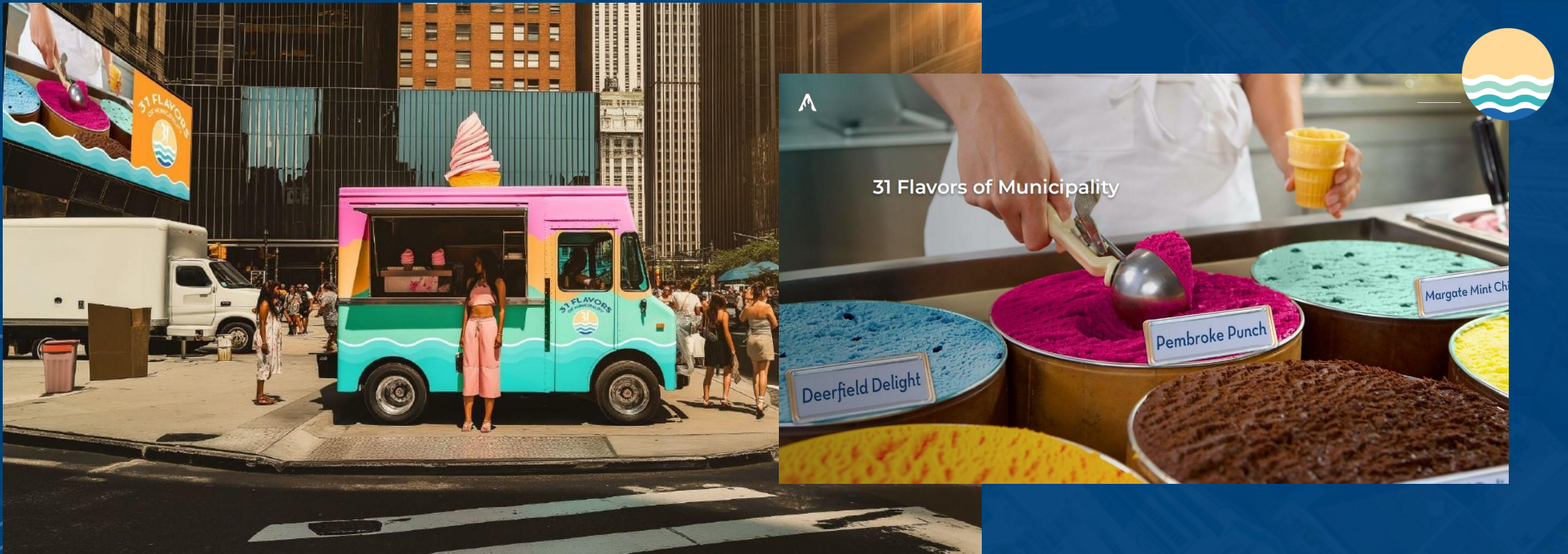
**\$17,773.06**  
**AD VALUE**

**1,916,233**  
**IMPRESSIONS**



PARTNERSHIP

# BASKIN ROBBINS





PROGRAM REVAMP

# DINEOUT LAUDERDALE

Exclusive Dinners & Classes

Kick-off Event

(1) Lunch - \$35

(2) Dinners - \$45 / \$60



DINEOUT  
LAUDERDALE

*Culinary Experiences for Everyone Under the Sun*

Visit Greater Fort Lauderdale in August and you can enjoy Dine Out Lauderdale, featuring extraordinary taste sensations and culinary events, from curated, multi-course menus and scrumptious brunches to exclusive dinner and wine pairings, cooking classes and more. It's a culinary celebration unlike any other - and everyone's invited to join the party.

 VISIT  
LAUDERDALE

See Participating Restaurants and  
Learn More at [DineOutLauderdale.com](http://DineOutLauderdale.com)



ipw<sup>®</sup>

POWERED BY U.S. TRAVEL ASSOCIATION

GREATER  
FORT LAUDERDALE  
MAY 17-21, 2026

WHAT IPW WILL BRING:

70

COUNTRIES

20,280

ROOM NIGHTS

6,000

DELEGATES

3,492

ANNUAL JOBS




### Planning Process Update:

- Internal Teams managing multiple areas
  - Quarterly all hands meetings to review updates from all teams and receive feedback/direction from others
- Planning is completed, entering execution stage
- Items for procurement being requested







 **Destination Experiences:** Show the IPW Buyers (Tour Operators, Wholesalers, Receptive Operators) what Greater Fort Lauderdale has to offer for them to package to their clients

- Currently: Curating options and tours based on themes
  - Themes include:
    - Adventure / Nature
    - Food and Drink
    - History And Heritage
    - Art / Hands On
    - Water Culture
- CIA: Feel free to submit ideas and tours





## Areas of Management




- **Volunteers:** Create a comprehensive plan of areas and locations where volunteers would be key. Recruit, train, and deploy volunteers throughout IPW 2026.
  - Currently: Plan and locations identified. Creating outline for training program. Identifying ways to recruit.
  - CIA: Recruitment ideas welcome
- **Transportation:** Plans well underway for airport, BCCC/hotel routes, etc. In conversation with transportation and rideshare companies.
- **Airport:** Identified areas to place welcome concierge, signage, and volunteers to ensure smooth experience from the moment they step off the plane, until they enter their choice of transportation



## Areas of Management



-  **Press Brunch:** Planning complete. Brunch will take place on Pompano Pier with vignettes of entertainment and interactive experiences; as well as a few guest speaker appearances.
-  **Open Evenings & Pre/Post Options:** Two “free” evenings where we can ensure our partners have options, deals, and events. Pre and Post options for attendees to come prior to or stay in GFL outside of show dates.
  - Currently: Sawgrass confirmed for Tuesday, pending final options for Wednesday
  - CTA: Create deals, small events, and other offerings to share on microsite



## Areas of Management



- **BCCC Experience:** Transformation of the entire campus being planned. In conversation with Visit Florida to create a Florida Pavilion in the Pedestrian Plaza. Entry experiences as guests enter by our partners. Luxury locker rooms for guests to be able to relax in between events.
  - CTA: Identify partners for welcome experiences each day
- **Hotel Experience:** Daily experiences for guests in lobbies with snacks and tokens. Alignment/town halls with front desk teams to prepare. Music, Signage, and Concierge Desks in each hotel. Front desk flyers/cards for non-contracted hotels to ensure experiences accessible to all guests.







## **Opening Night:** Everyone Under the Sun Beach Party

- Location: Fort Lauderdale Beach Park
- Date: Monday, May 18, 2026
- Time: 5:00 pm – 8:00 pm
- Anticipated Attendance: 6,000

## **Zones:**

- 1: Diversity - Mosaic Marketplace: A Tapestry of Cultures
- 2: Nature/Wilderness - Wilderness Wander: Into the Everglades
- 3: High End Nautical - Harbor Haven: Yachting Capital of the World
- 4: Partying/House Music - Rhythm Realm: A SoFlo Experience
- 5: Underwater/Shipwreck- Ocean Odyssey: Beneath the Waves





IPW 2026

## Closing Night



### **Closing Night: Everyone Under the SunSET**

- Location: BCCC Pedestrian Plaza
- Date: Thursday, May 21, 2026
- Time: 5:00 pm – 7:00 pm
- Anticipated Attendance: 4,500
- Potential Sponsor: Visit Florida





IPW 2026 is a major undertaking, and suggestions and ideas are always welcome. Please feel free to contact me with your thoughts.

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# THANKYOU!

