Us.
Amplified.

MAC Meeting – 8/14/24

Data & Research
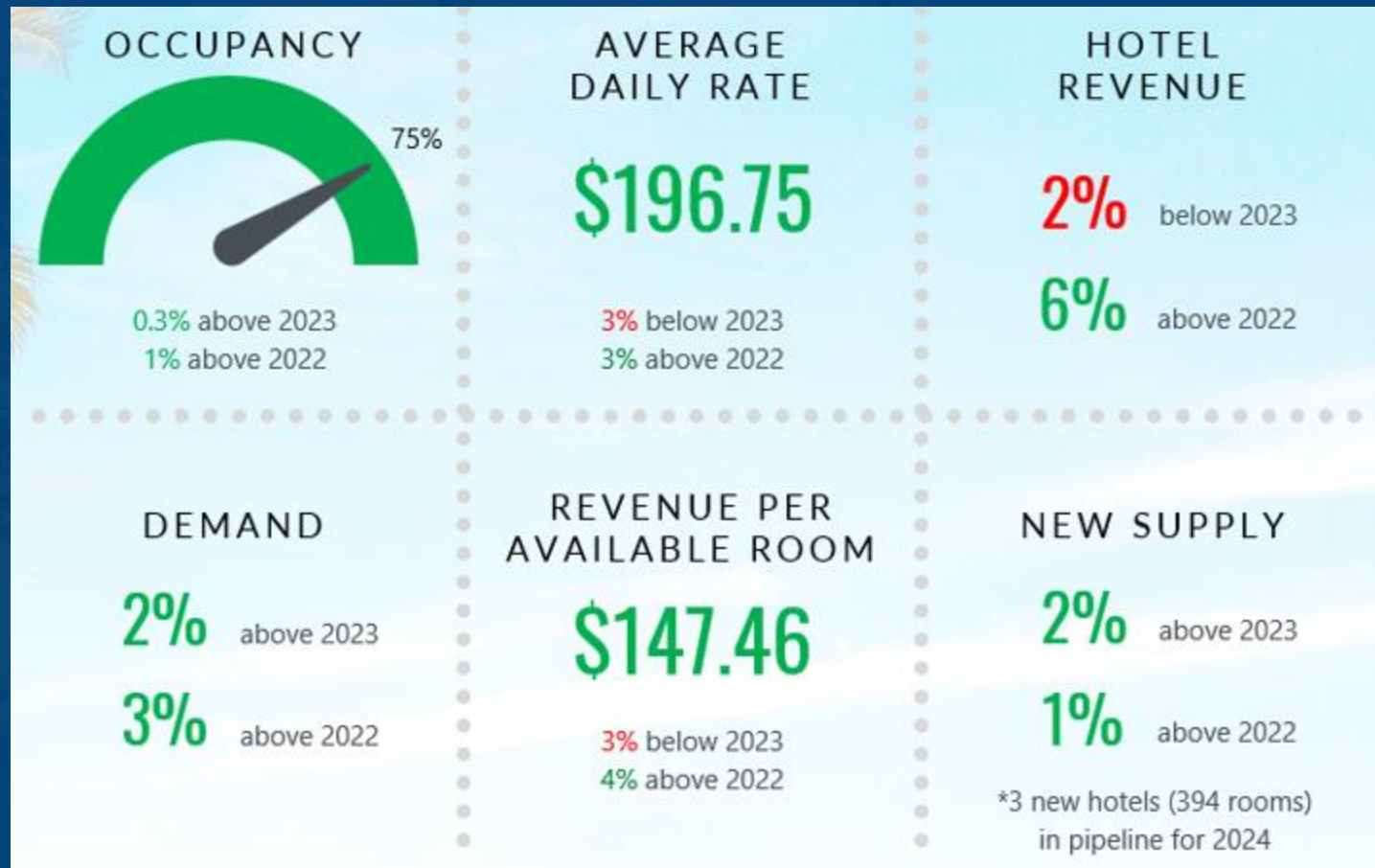
Hotel Forecast vs. Performance

Jan-Jul 2024	Forecast	Actual	%Difference
Occ	73.9%	74.9%	1%
ADR	$ 199.81	$ 196.75	-2%
RevPAR	$ 147.67	$ 148.90	-0.2%

CY 2024 FORECAST
as released Feb 2024

Occ	ADR	RevPAR
74.3%	$ 191.41	$ 144.05

Source: STR, LLC.

TDT Revenue Collections

MONTHLY – CALENDAR YEARS 2019-2024
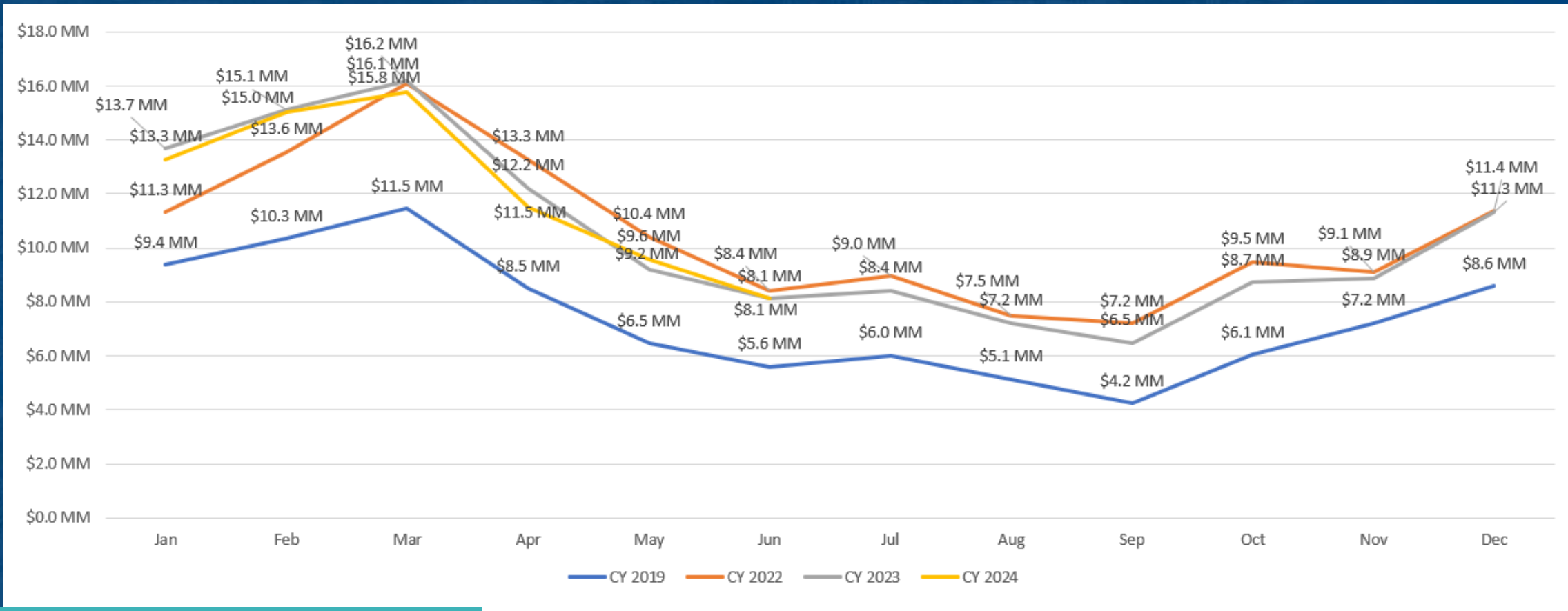
FLL Passenger Volume

MONTHLY — YoY in MILLIONS
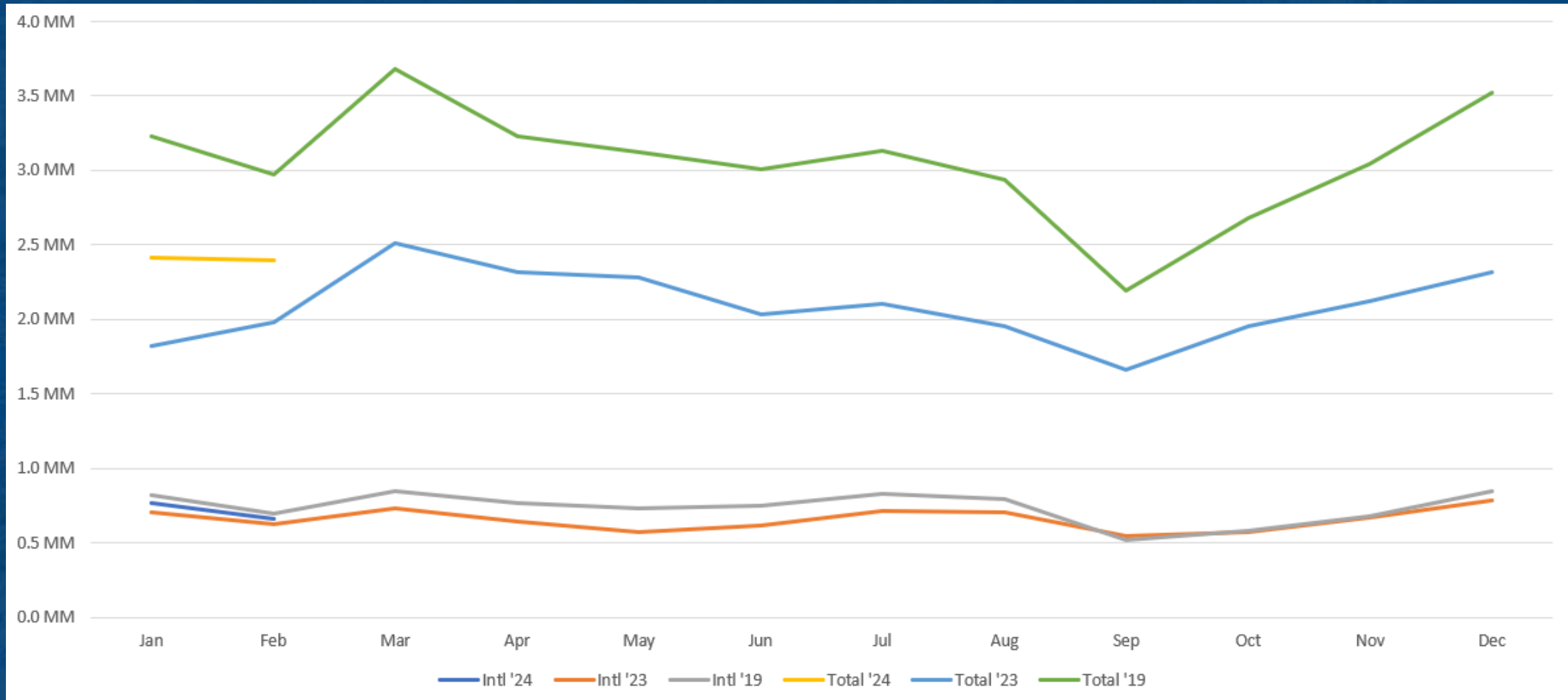
Cruise Passenger Volume

YoY by MONTH (IN THOUSANDS)
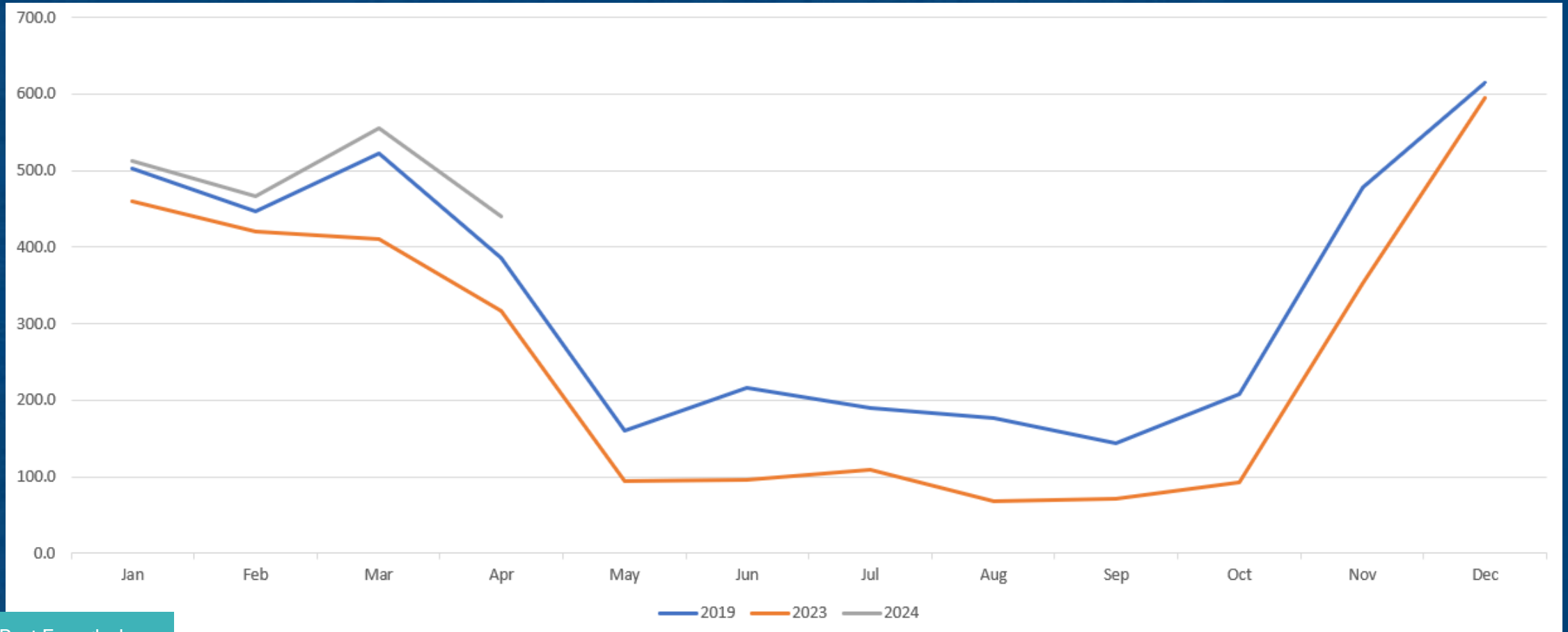
Panthers' Stanley Cup Win

IMPACT ESTIMATES

$25M
GAMES ECONOMIC IMPACT

20K
INCREMENTAL ROOM NIGHTS

3,000
CANADIAN VISITORS AT GAME 7

$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

STRATEGIC PLAN

VISIT
LAUDERDALE
EVERYONE UNDER THE SUN

VISIT LAUDERDALE
EVERYONE UNDER THE SUN

STRATEGIC PLAN
FY 2025 - 2026

CONDUCT

Conduct research, assess the current perception of the brand, and identify areas for improvement or evolution

REFINE

Refine the campaign's visual identity, including tag line, logo, color palette, typography, and imagery to ensure consistency and relevance in-line with the evolving trends and audience preferences

DEVELOP

Develop campaign guidelines and style guides to maintain consistency across all brand touchpoints and communications

EXECUTE

Execute campaign across paid, owned, and earned media platforms

CRAFT

Craft compelling brand stories and narratives that resonate with target audiences, highlight the destination's unique attributes, values and experiences

UTILIZE

Utilize storytelling to evoke emotions, create connections and foster engagement with consumers across different demographics and cultural backgrounds

INCORPORATE

Incorporate user-generated content and testimonials to add authenticity and credibility to the brands narrative

DEVELOP

Develop a content strategy that aligns with the brands objectives and audience interests, creating diverse and engaging content formats such as web articles, videos, infographics, and interactive experiences

TAILOR

Tailor content to specific audience segments and channels, optimizing different platforms and formats to maximize reach and impact

UTILIZE

Utilize owned, earned and paid media channels to distribute content effectively, leveraging social media, email marketing, influencer partnerships and PR outreach

CREATE

Create immersive brand experiences and activations that allow consumers to interact with the brand in memorable and meaningful ways

HOST

Host pop-up events, experiential installations, and interactive workshops that showcase the destination's culture, attractions, and hospitality

PARTNER

Partner with local artist, influencers and cultural organizations to co-create experiential activations that resonate with target audiences and generate buzz

IDENTIFY

Identify strategic brand partners, sponsors, and collaborators that share similar values and target demographics to amplify brand reach and credibility

FORM

Form alliances with complementary brands, such as airlines, hotels, and travel agencies to create integrated marketing campaigns and cross promotional opportunities

COLLABORATE

Collaborate with influencers, celebrities, and thought leaders within relevant industries to extend brand visibility and endorsement to their audiences

FOSTER

Foster a sense of community and belonging among brand advocates and repeat visitors by engaging them in co-creation initiatives, feedback loops, and loyalty programs

SUPPORT

Support local causes, charities, and community initiatives through corporate social responsibility (CSR) initiatives and partnerships, demonstrating the brand's commitment to social impact and sustainability

EMPOWER

Empower brand ambassadors and advocates to share their experiences and stories with their network, amplifying the brand's reach and authentic word-of-mouth marketing

EMBRACE

Embrace emerging technologies such as augmented reality (AR), virtual reality (VR), and immersive media to create unique and interactive brand experiences

LEVERAGE

Leverage data analytics, artificial intelligence (AI), and machine learning algorithms to personalize content and messaging for individual consumers, enhancing relevance and engagement

EXPLORE

Explore innovative platforms and channels, such as live streaming, podcasts, and interactive chatbots to connect with audiences in new and creative ways

ESTABLISH

Establish key performance indicators (KPIs) and metrics to track the effectiveness of brand evolution and amplification efforts, including brand awareness, engagement, and sentiment
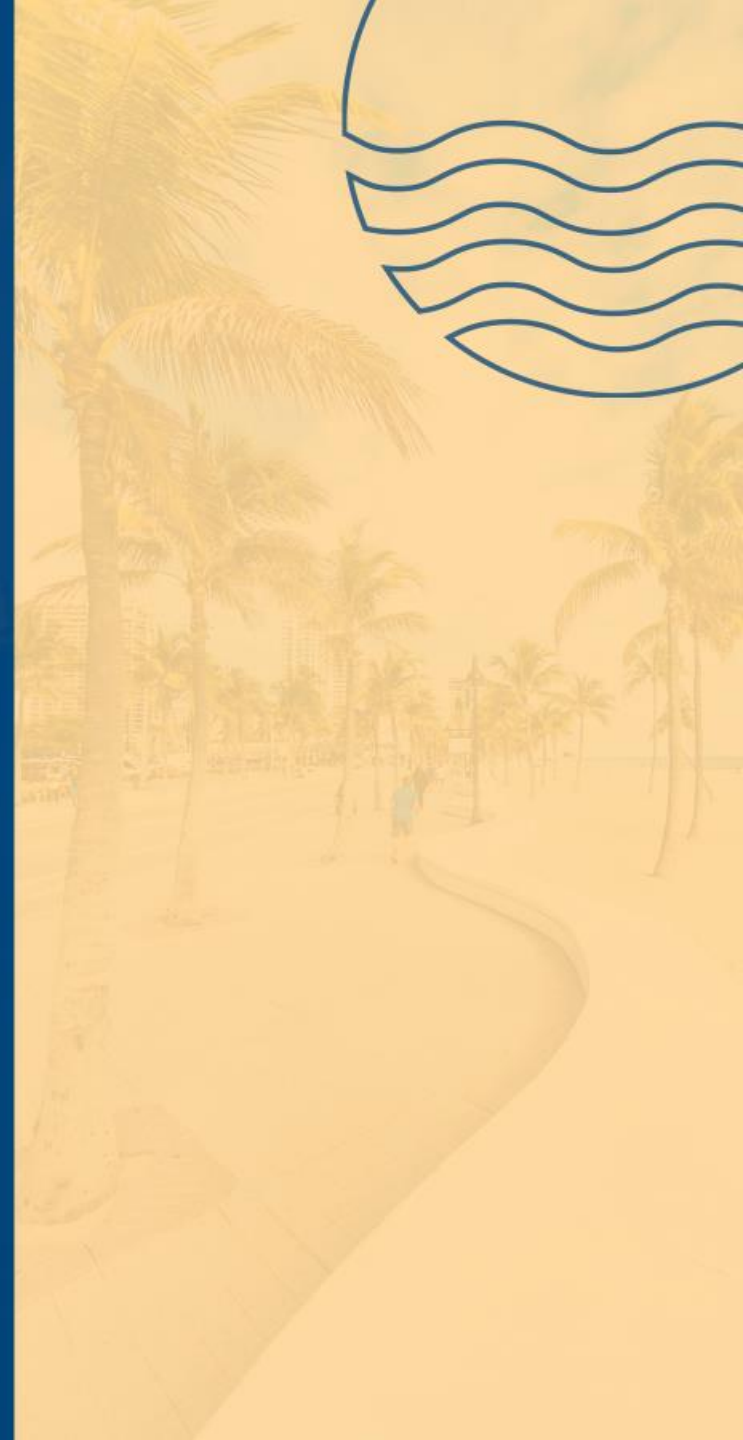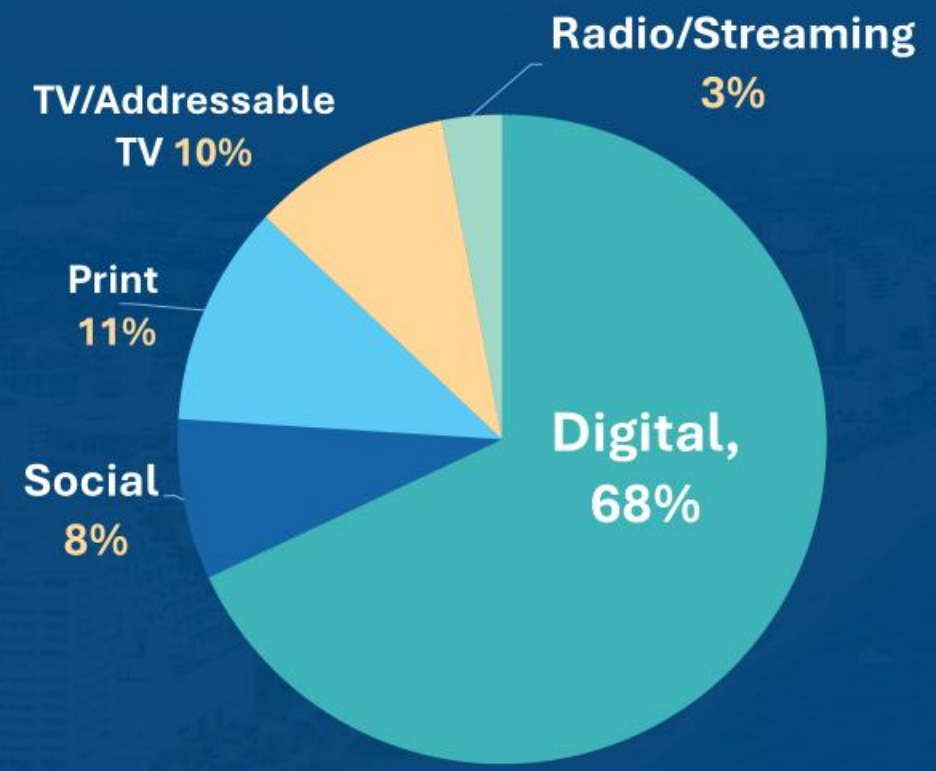
TAILOR

Regularly analyze data and insights from various sources to identify trends, patterns, and areas for improvement iterating and optimizing brand strategies accordingly

UTILIZE

Solicit feedback from consumers, stakeholder, and industry experts to gain valuable insights and perspectives on the brand's evolution and impact, informing future initiatives and decisions

THANK YOU