

# GREATER FORT LAUDERDALE

## Tourism Sales Market Outlook & Update

December 17<sup>th</sup>, 2019

#lovefl

#greatertogether  
#visitlauderdale






# Morning Agenda

- ❖ Networking & Refreshments
- ❖ Morning Welcome & Moderation – Tracy Vaughan, Big Boss Lady
- ❖ What have we been up to? – Global Leisure Sales Team
  - ❖ Past Successes
- ❖ Where are we going? - Global Leisure Sales Team
  - ❖ FY Q2 & Q3 Planning
- ❖ FAM Best Practices – Global Leisure Sales Team
- ❖ Ways to Engage with GFLCVB – Rita Wells, Justin Flippin
- ❖ Roundtable Questions - All
- ❖ Program End



An aerial photograph of a vibrant blue harbor under a bright blue sky with scattered white clouds. In the foreground, three sailboats with white sails are visible on the water. The middle sailboat has 'AQUA USA DES 1280' written on its sail. In the center of the harbor, a small boat with a thatched roof carries a group of people. The background features a city skyline with various buildings, including a prominent tall skyscraper on the left and a bridge spanning the water in the distance. The overall scene is bright and sunny, suggesting a clear day.

## FY20 – Q1 Highlights October - December



# What have we been up to?



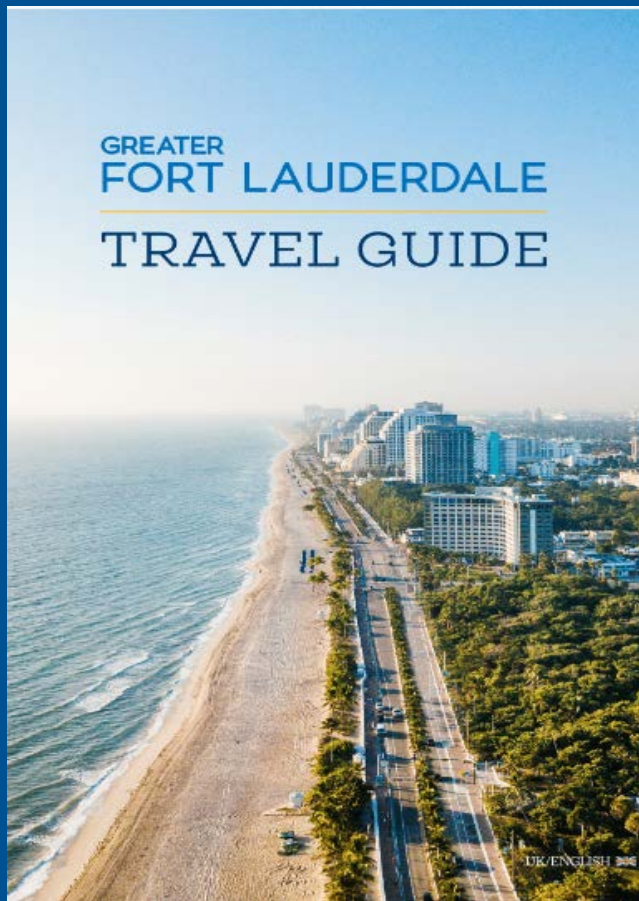




# FY20 – What's Next?











**FAM Best Practices**



# Ways to Engage!

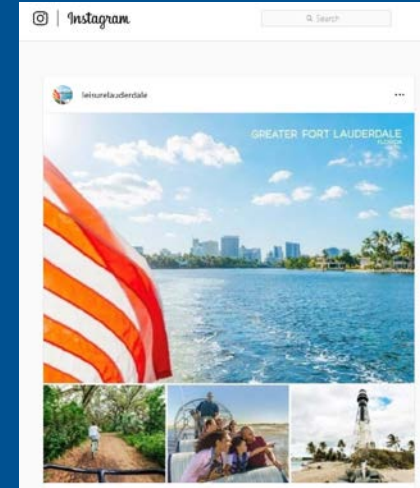
GREATER FORT LAUDERDALE

## Ways to Engage and Stay #GreaterTogether

- 1. Freshen Up:** Create or update your [sunny.org](http://sunny.org) listing and upload new information, staff contacts, photos and special program offers and deals (Lauderdeals, Cruise & Play, Florida Residents, MeetingsDeals, P3/UMP/ UFP/UCP, Travel Trade, etc.). Find a step-by-step guide for hoteliers, attractions, restaurants and shops at [sunny.org/PartnerLogin](http://sunny.org/PartnerLogin). To have your official listing created or to obtain your partner login contact Rita: [rwells@broward.org](mailto:rwells@broward.org).
- 2. Submit & Share Your Events:** Upload your upcoming events online at [sunny.org/submit](http://sunny.org/submit) to show on our events calendar. View and share the destination calendar at [sunny.org/events](http://sunny.org/events). Contact Johana [johdavila@broward.org](mailto:johdavila@broward.org) for assistance.
- 3. Get Social:** Like us or follow us @VisitLauderdale on Facebook, Instagram, Twitter and LinkedIn. Then interact with us, post photos, make comments, ask questions, retweet and share our posts to harness the power of social media. Tag us using #VisitLauderdale.
- 4. Collaborate:** Email hotel, attraction, shopping and restaurant news for media releases and newsletters. Send your info to Ivonne: [imacmillan@broward.org](mailto:imacmillan@broward.org) or Heidi: [hbarfels@broward.org](mailto:hbarfels@broward.org).
- 5. Promote:** Promote your property by donating 3-night stays and meals for online, radio & TV promotions. Send certificates (exp: one-year from date issued, noting any black-out dates) to Kim: [kcanter@broward.org](mailto:kcanter@broward.org).

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Save the Date!

Next Meeting:  
March 17<sup>th</sup>, 2020

Thank you!

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