

GREATER FORT LAUDERDALE

Tourist Development Council
Quarterly Report
Q2 2019





Tourism Sales

Q2 2019

Tourism Sales Engagement Highlights (April)

Cruise 3 sixty (Fort Lauderdale, FL)

- World's largest cruise industry trade, professional development and networking events.
- Tradeshow and presentation with Port Everglades
- Post FAM Trip activities with domestic agents

Seatrade Cruise Global (Miami, FL)

- Cruise industry leading collection of conferences, exhibitions, and forums
- Tradeshow with Port Everglades

ASTA SBN – 10th year Anniversary (Fort Lauderdale, FL)

- 150 Tri-County travel agents
- Trade show & networking with Port Everglades

International

- World Travel Market LATAM (São Paulo, Brazil)
 - Largest trade show in Latin America
 - Two Broward Co. partners participated
 - Trade show and media reception
- Celebrity Cruises Canada Jet Set Fam (GFL)
 - 130 Top-producers invited and hosted by Celebrity Cruises
- Iglu Cruise – Consumer Show (UK)
- Agaxtur consumer-direct campaign – El Dorado Mall (São Paulo, BR)
- VISIT FLORIDA Canada Roadshow (Apr-May)
 - Montreal, QC and Toronto, ON



Tourism Sales Engagement Highlights (May)

Global Travel Marketplace (Henderson, NV)

- Elite appointment only event for North American Advisors

Connecticut Sales Mission (Hartford, CT)

- Sales calls & presentations to over 70 Travel Advisors with 4 hotel partners

JetBlue Vacations FAM

- Hosted a 2.5 day FAM for 8 JetBlue sales representatives

International

- VISIT FLORIDA Canada Roadshow (Apr-May)
 - Montreal, QC and Toronto, ON
- FAMS:
 - Agaxtur (Brazil)
 - Gimatur Receptive (Mexico, DR, Spain)
 - VISIT FLORIDA Canada
- German Media – group press trip
- Visit USA Roadshow (Ludwigshafen & Stuttgart, Germany)



Tourism Sales Engagement Highlights (June)

Florida AAA Sales Mission

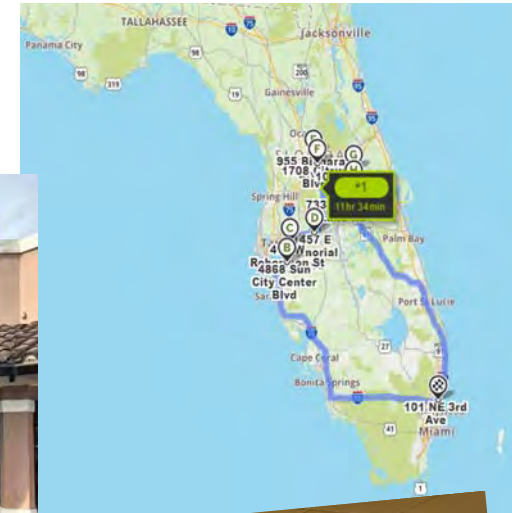
- Visited 40 AAA Branches & Call Center in Tampa
- 5 teams with 9 partners & CVB covering NW, SW, Central, NE and SE Florida

Baltimore Sales Mission

- Sales calls & presentations to over 160 travel advisors with 4 hotel partners.

International

- IPW 2019 (Anaheim, CA)
 - USA's largest international travel showcase – 100+ appts.
 - FAT Village Mural – Ruben Ubiera and the Graffiti Kings (UK)
 - “Art Swap” in the UK (Jul)



Tourism Sales - OTA Update



expedia group **360** Fort Lauderdale
media solutions

Current period: Jun, 2018 to May, 2019
Previous Period: Jun, 2017 to May, 2018



Q2 Room Nights:

April Up 21.8%
May Up 24.4%
June Up 12%



Year to Date ADR:

Down 9.2%



Avg. LOS:

2 Days

Avg. Booking Window:

19 days

Top 10 Origin Air Markets By Air Ticket Sales

Market	Tickets	% of Total	Sales (\$)
New York, USA	128.6K	10.4%	\$29.3M
Newark, USA	89.9K	7.3%	\$18.5M
Chicago, USA	56.3K	4.6%	\$10.9M
Boston, USA	49.8K	4.0%	\$11.3M
Philadelphia, USA	47.1K	3.8%	\$9.0M
Atlanta, USA	43.1K	3.5%	\$6.9M
Los Angeles, USA	38.8K	3.1%	\$10.3M
Nassau, BHS	34.4K	2.8%	\$8.8M
Toronto, CAN	34.1K	2.8%	\$8.5M
Detroit, USA	32.7K	2.5%	\$7.8M

Top 10 Points of Sale by Gross Bookings (\$USD)

Expedia US	\$272.8M
Hotels.com US	\$84.3M
Travelocity US	\$54.2M
Orbitz	\$48.0M
Expedia Canada	\$28.3M
CheapTickets	\$15.4M
Hotwire	\$11.4M
Hotels.com Brazil	\$5.0M
Hotels.com Canada	\$3.7M
Expedia UK	\$2.6M

Top 10 Origin Air Markets by YoY Ticket Growth

Market	Last Year	Air Tickets	YoY %
Richmond, USA	9,836	14,527	48%
Toronto, CAN	26,216	34,064	30%
Cleveland, USA	15,710	20,028	27%
Atlanta, USA	35,275	43,088	22%
Denver, USA	15,900	19,022	20%
Kingston, JAM	12,998	15,243	17%
San Juan, PRI	16,517	18,744	13%
Montreal, CAN	27,029	30,667	13%
Raleigh, USA	12,412	14,035	13%
Nassau, BHS	31,990	34,423	8%

Top 10 Points of Sale by YoY Growth

Point of Sale	Last Year	Gross Bkg \$	YoY %
Hotels.com France	\$516.4K	\$587.7K	14%
Expedia US	\$240.7M	\$272.8M	13%
CheapTickets	\$14.0M	\$15.4M	10%
Hotels.com UK	\$1.5M	\$1.6M	10%
Travelocity US	\$49.6M	\$54.2M	9%
Expedia France	\$527.9K	\$575.7K	9%
Expedia Netherlands	\$445.4K	\$484.7K	9%
Hotels.com Canada	\$3.5M	\$3.7M	7%
Expedia Canada	\$26.8M	\$28.3M	6%
Hotels.com Colombia	\$559.7K	\$581.1K	4%



Convention Sales

Q2 2019

Group Sales Events & Tradeshows

- **Minneapolis & Kansas City Destination, Kansas & MN April 2-4**
- **GMID Day, Darien, Washington & Florida, April 4**
- **GMITE, Salt Lake City, April 9-12**
- **Meetings Mean Business, Washington, April 10**
- **XDP Trade Show, Washington, April 11-12**
- **GFL Sales Presentation, Wayne, April 19**
- **MPI Potomac 9th Annual Derby Days, Washington, April 25**
- **MPI-CAC Leadership Education Day, Chicago, April 25**
- **Inclusive Event Design Course Launch, Dallas, April 29**
- **CEIR Golf Tournament, Landsdown, April 29**
- **IAEE Women & Leadership Forum, Leesburgh, April 29**



MPI-CAC Golf Classic Reception

Group Sales Events & Tradeshows

- **AMPS Golf Tournament, Woodbridge, May 6**
- **PCMA Visionary Awards, Washington, May 7**
- **Annual Hospitality Crab Feast, Arlington, May 9**
- **Spring Destination Preview, Fort Lauderdale, May 15-18**
- **MPI Carolinas Annual Meeting, Asheville, May 19-21**
- **MPI-CAC Golf Outing & Reception, Chicago, May 20**
- **FSAE Power Luncheon, Fort Lauderdale, May 22**
- **BizBash Expo, Fort Lauderdale, May 22**
- **HelmsBriscoe Annual Conference, Houston, May 29-31**
- **ECEF Conference, Washington, May 28-29**
- **MPI Masters Post Fam, Fort Lauderdale, May 31**



PCMA Visionary Awards



HelmsBriscoe Annual Conference

Group Sales Events & Tradeshows

- IAEE Exhibition Day Capitol Hill, Washington, June 4-5
- AMPS Summer Fete & Fiesta, Washington, June 11
- PCMA GMC Educational Program & Reception, Chicago, June 12



Group Sales Site Visits

- **IEEE – MMM Conference**, April 9
- **Clinical Laboratory Standards Institute**, April 11-12
- **Absolute Events**, April 12
- **NACCHO**, April 26
- **Professional Opticians of Florida**, May 6
- **Inherited Metabolic Disorders**, May 6
- **IFATS**, May 6-7
- **Spring Destination Preview, Fort Lauderdale**, May 15-18
- **Dolphin Imaging Group**, May 20
- **Joint NDE and Tube Integrity Workshop**, May 21
- **Florida Chapter Club Managers Association**, May 22
- **Money Management Institute**, May 23-24





Sports Development

Q2 2019

Sports Highlights

- Sunshine Classic Baseball Tournament
- Sharks Soccer Cup & Showcase
- South FL Rec League Champs Swimming Tournament
- USA Powerlifting FL Champs
- Spring Classic Baseball Tournament
- YMCA Diving Championships
- Meat Mayhem Fishing Tournament
- Varsity Spirit Camp - FL Grand Cheerleading Championship
- Canadian Hockey Enterprise
- Butterfly BTTC Open Table Tennis
- AAU Basketball Sill Live!
- US National Cheer and Dance Championship
- USTA FL Level 6 Tennis Tournament
- South FL Classic Baseball Tournament
- North America Holiday Hockey Tournament
- USTA National Men's Women's 40/45 & Mixed 45 Clay Court Champs Tennis Tournament
- FL Netball Classic Juniors
- USTA Florida Level 5 Doubles Tennis Tournament
- CSSC Swimming
- Orange Bowl FLYTAF Championships
- Dig the Beach FLL Volleyball Tournament
- CAN/AM Hockey Tournament
- Worrell 1000 Reunion Boat Race
- FI Jr High School Finals Rodeo
- FIN Swimming Championships
- Cinco de Mayo - Memorial Sports Medicine
- Pro Soccer USA Youth Soccer Cup
- AAU Basketball District Champs
- Wings for Life World Run
- Synchro Swimming Champs
- USTA National Men/Women Open Clay Court Champs Tennis Tournament
- ITF Level 4 Tennis Tournament
- Synchro Swimming Champs
- ISPS FL State Championships Slow Pitch Softball Tournament
- Spring Fling Tennis Tournament
- Masters Basketball Champs
- Sunshine State Games Lacrosse Tournament
- International Swimming Hall of Fame 55th Annual Induction Ceremony
- SUTS Memorial Day Classic Basketball Tournament
- Enigma Cup Soccer Tournament
- South FL Select Football Camp
- US Amateur Boys/Girls State Championships Basketball Tournament



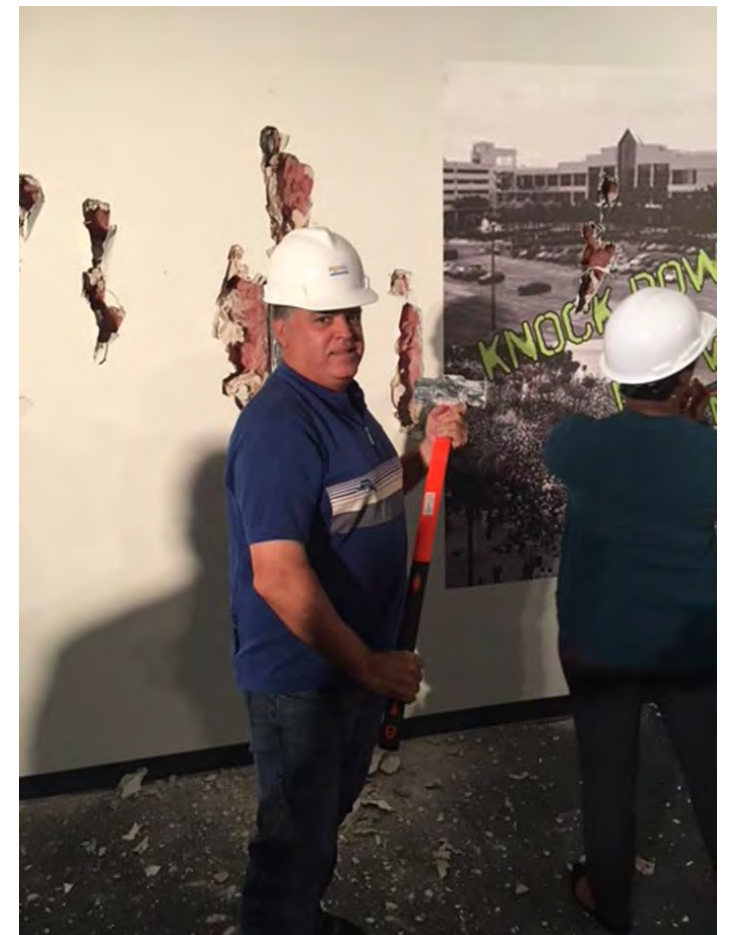
Fort Lauderdale Aquatic Complex Groundbreaking



International Swimming Hall of Fame Induction



Gabby Lutjen: USA Volleyball



Gerry Navarro: USA Judo

Broward County Convention Center Demolition Event

Attended Industry Events

- The Annual SportAccord Convention in Gold Coast, Australia
- Association of Chief Executives in Sports Conference in Colorado Springs
- Connect Leadership Summit in Hawaii



Ban Ki-moon
Secretary-General of the
United Nations

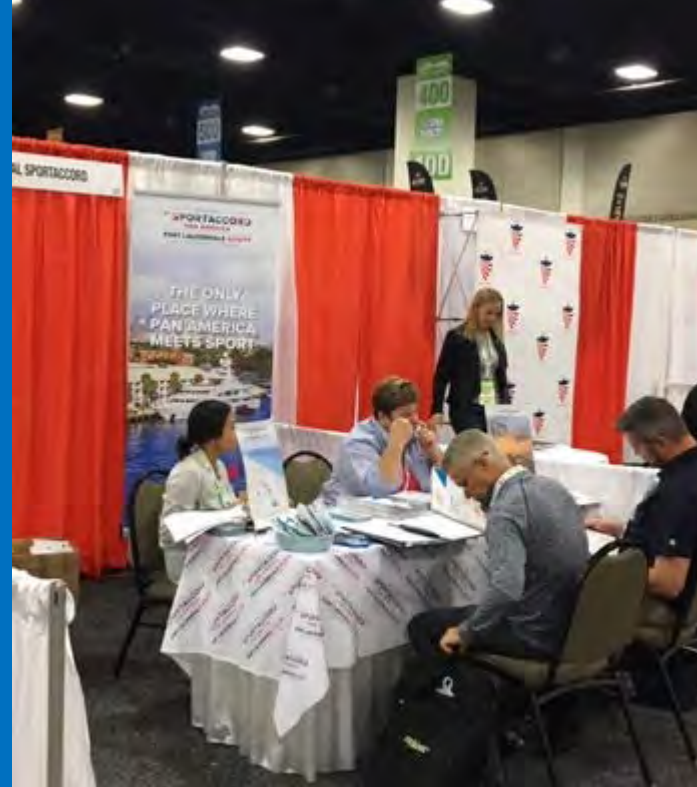


Nis Hatt
Managing Director of SportAccord



Attended Industry Events

- National Association of Sports Commissions Symposium in Knoxville
- Annual Florida Sports Foundation Summit in Destin



Future Sports Highlights and Prospects

- Regional SportAccord Pan America Conference 2019
- PanAm Sports Americas Best Practices Seminar
- PanAm Athletes Gala December 2019
- National Senior Games June 2021
- Florida Senior Games December 2019 and 2020
- CMAS Fin Swimming World Cup for 2020/2021
- Florida State Pepsi Bowling Tournament 2020
- National Horse Shoe Pitching Championships 2021
- NHL All Star Game 2021
- USA Track & Field U20 Outdoor Championships June 2020
- AAU National Convention 2022
- International Table Tennis Federation World Veterans Tour October 2019
- Yellowball Sports “Top 20 in 20” Girls Softball Tournament October 2019
- National Wheelchair Basketball Tournament 2020
- Professional Football Players Mothers Association Pre-Season Conference July 2020
- Sugar Bert Boxing National Qualifier June 2020
- National Wrestling Coaches Convention 2019/2020
- MIC Football USA November 2019/2020
- Florida Sports Foundation Summit 2020





Multicultural Business Development

Q2 2019

Multicultural Development Highlights

Organizations That Have Committed To Greater Fort Lauderdale:

- **Conference of Minority Transportation Officials (COMTO), July 2020 (1,200 attendees)**
- **National African-American Insurance Association Conference, September 2020**
- **National Association of Black Accountants (NABA), June 2022 (4,600 room nights)**
- **Catholic Health Association of the U.S., June 2023 (2,135 room nights)**

Multicultural Development Highlights

Quarter 2 Programs:

- **“Destination Sistrunk” Community Leadership Training – April**
- **National Association of Negro Business Women’s Site Visit – April**
- **Miss Black America Pageant Meeting and Site Visits – May**
- **HBCU College Football Orange Blossom Classic Planning Meeting – May**
- **Cricket West Indies Site Visit – June**

Multicultural Development Highlights

Conferences and Travel:

- **United States Tennis Association National Campus, Orlando - May 2019**
- **International Career & Business Conference, Atlanta - June 2019**
- **Black Fire Chiefs Conference, Birmingham - June 2019**

Multicultural Development Highlights

Upcoming Events:

- American Tennis Association National Championships - July 2019
- Black Meetings & Tourism Magazine Hosted Buyers Program - August 2019
- Cricket West Indies vs. India T20 Tour - August 2-4, 2019
- Women of Color Empowerment Institute - September 2019
- ICABA Business Hall of Fame - September 2019
- Africa Umoja – Spirit of Togetherness, City of Miramar - February 2020



Multicultural Development Highlights



- **Taste the Island Experience – April**
- More than 1,500 attendees with unique cultural experiences
- National and International exposure for the destination.
- **CHAT Synergy Summit – May**
- Roger Dow and a host of national hospitality leaders in the destination for Cultural Tourism Summit
- Community partnership with “Destination Sistrunk”

taste
the **islands**



**GREATER
FORT LAUDERDALE**



Destination Services

Q2 2019



Welcome to GFL

APRIL

Total Groups: 71

Total Room Nights: 37,105

Attendance: 24,500

MAY

Total Groups: 65

Total Room Nights: 57,443

Attendance: 46,133

JUNE

Total Groups: 63

Total Room Nights: 52,579

Attendance: 43,338



Upcoming Events

Cheney Brothers Food Buyer Show

June 25, 2019

6,500 Show Attendees & 2,400 RPN/3,400 TRN

Global Travel Marketplace (GTM)

July 26-28, 2019

300 Show Attendees & 268 RPN/830 TRN

2019 FAC 50th Anniversary Conference

August 4-7, 2019

500 Show Attendees & 470 RPN/1,579 TRN

Team National Believe Convention

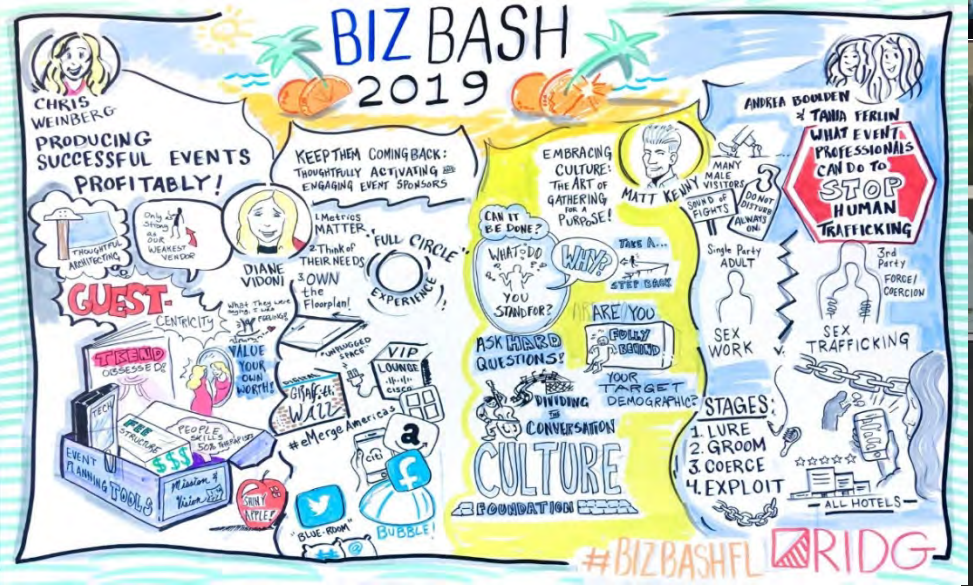
August 8-11, 2019

4,000 Show Attendees & 1,250 RPN/4,760 TRN



Destination Group & Event Services:

- **CLIA Cruise 360**
- **BizBash Live**
- **PLC Institute – Solution Tree**
- **Cheney Brothers**
- **Bonaventure Passover**
- **Water Environment Federation**





Q2 WOWS

- ✓ Weddings and Reunions Booked: 41
- ✓ Total Room Nights Booked: 4,248
 - ✓ Total Actualized: 14
- ✓ Florida Bride Show at BCCC – 1,423 Leads!
 - ✓ New RFP for Family Reunions





Our Sponsors and Partners



SIMPLEVIEW



sunsational service®

It all starts with you.



Marketing & Communications

Q2 2019

sunny.org

Key Metrics	April-May 2019	% of Total Traffic
Total Website Visitors	570,660	
Unique Visitors	400,470	
Page Views	1,124,601	
Average Pages Per Visit	1.97	
Average Time on Site	1 minute, 49 seconds	
Organic Search Traffic	240,103	42.07%
Paid Search Traffic	111,206	19.49%
Referring Websites Traffic	41,035	7.19%
Direct Traffic	85,958	15.06%
Facebook Campaigns Traffic	6,400	
Twitter Campaigns Traffic	159	
Mobile Visits	336,905	
Tablet Visits	57,558	

sunny.org

Q2 Summary (April-May 2019)

For May 2019, the site's stats are in line with industry averages.

The pages per session is 1.93 which matched the industry average of 1.94.

The bounce rate is 58.38% which is slightly higher than the industry's average of 55.39%.

The site's average session duration is 1 minute 47 seconds which is slightly higher than the industry average of 1 minute 44 seconds.

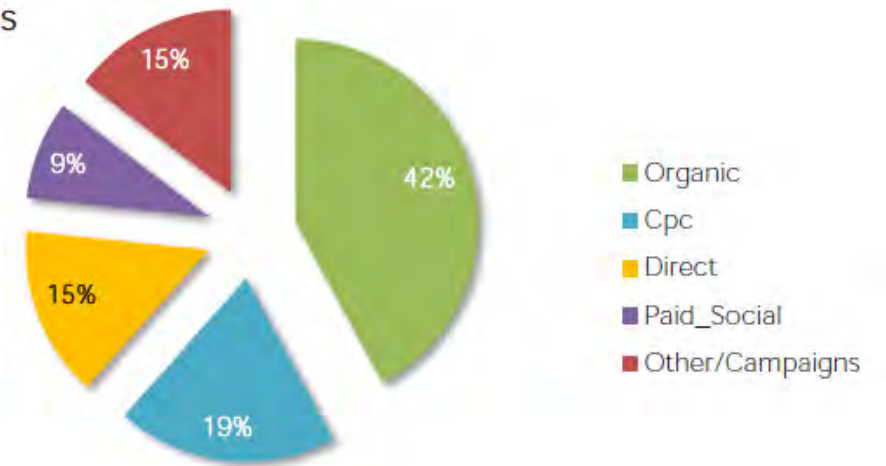
Comparing organic sessions for May 2019 against the industry averages found that the site was in line with the industry.

The pages per session is 2.03 which is slightly under the average of 2.09.

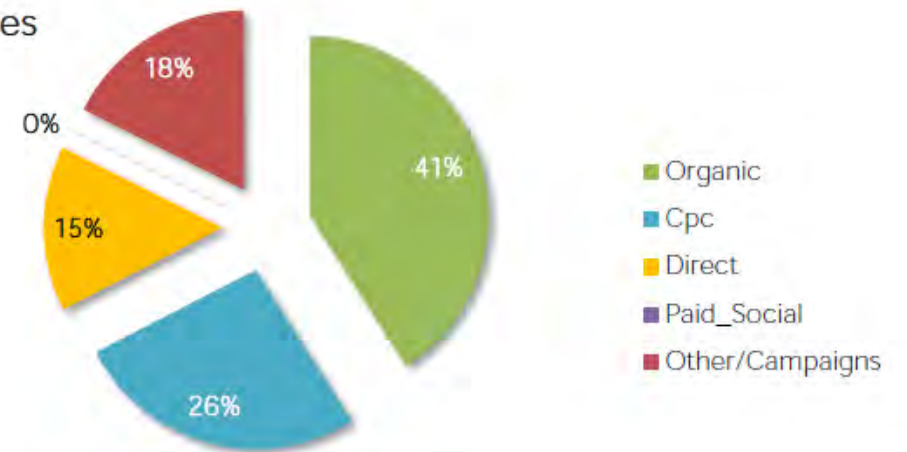
The bounce rate is 52.60% which is a little higher than the average of 47.69%.

The average session duration is 2 minutes 5 seconds which is higher than the average of 1 minute 58 seconds.

2019 Traffic Sources



2018 Traffic Sources



Consumer E-newsletter Stats

GREATER FORT LAUDERDALE



May
Open Rate:
7.27%

Treat Mom to a pampered getaway fit for a queen. From waterfront brunches to renowned spas, Greater Fort Lauderdale will make this Mother's Day the best one yet.

[START PLANNING](#)

BREATHTAKING VIEWS



Take sightseeing to new heights and tour the historic **Hillsboro Lighthouse**. One of just a few working lighthouses on the East Coast, the view from the top includes miles of beautiful beaches, waterways and endless horizons.

GREATER FORT LAUDERDALE



June
Open Rate:
7.52%

Upgrade your summer with a Greater Fort Lauderdale beach escape. Enjoy VIP status when you book a 2-night stay at participating resorts, and receive resort credits, hotel room upgrade, 2-for-1 savings and more.

[SAVE NOW](#)

SUMMER ADVENTURES



Florida Everglades

Meet a new side of nature this summer aboard an airboat in the largest subtropical wilderness in the U.S. From mangroves to alligators, you'll find an



Public Relations

Q2 2019

April – June 2019 Media Coverage Highlights

- Clips: 246
- Impressions: 327,551,931
- Media Journalist Visit: Nicole Schnitzler, Freelancer: Travel + Leisure & AFAR

SOUTHERN BOATING

DOCK & DINE LIKE A LOCAL

In Fort Lauderdale, eating local can be far from low-cal, but add boating and you're close to nirvana.



Grill 66 sits on the docks of Pier 66 just north of the 17th Street Bridge

Nowbirds have long recognized the benefits of fleeing northern climes in the winter months for warmer states in the South, especially Florida, "The Sunshine State." What some do not realize, however, is that in the winter months, the northern part of Florida can not only be chilly but downright cold at times; there are years when it has even had snowfall. For boaters, the best chances of a snow-free winter without leaving the country is in the southern third of the Florida peninsula (Lake Okeuchobee and south). **Fort Lauderdale** in Broward County is a safe bet weather-wise, and its wide range and abundance of boating-related services makes it the "Yachting Capital of the World." It's a smart location from which to arrange every type of marine service and repair and is the perfect starting point to hop over to The Bahamas or head down to the Keys. Beach-lovers will appreciate over 23 miles of sandy shores, and over 300 miles of waterways provide easy access from which to view sprawling mega mansions that line the many canals that make it the "Venice of America." But if those reasons aren't enough to rank Fort Lauderdale at the top of your cruising destination bucket list, foodie-cruisers will find dining options for every predilection with many right on the water and accessible by boat.

At one time, Fort Lauderdale's reputation as the Spring Break capital earned it the less-than-flattering moniker "Fort Lauderdale," but the city offers more than just an abundance of cocktail establishments. Eateries from elegant and upscale to casual bistro line both sides of swanky Las Olas Boulevard where it's not unusual to dine next to celebrities and sports professionals and find happy-hour specials on drinks and appetizers for the after-work crowd. Foodies are hard-pressed to choose and sample each of the available options. After appetites are satiated, stroll through the chic shops and

Regardless of where you dock, cruising the New River on your RIB or tender is a fun and easy way to explore the waterways in Fort Lauderdale, the preferred method of transportation to favorite eateries for many locals. As you cruise upriver, The Downtowner is on the south side of the river just before the Andrews Avenue bridge and has a floating dock for your tender. Dine inside or out and take in the downtown view with a craft cocktail, *Manu suggestion: fish tacos and a Blondu Mary.*

A little farther upstream and past the railroad bridge is the Riverwalk area with historic buildings, the Broward Center for Performing Arts and the Sunday Jazz Brunch with live music the first Sunday of every month. Municipal floating docks are there, but take care to verify availability, time restrictions and the security of your tender.

Continue upstream through the waterway neighborhoods where most homes have boats and yachts at their docks. You'll see a sign indicating where the New River forks. Take the South Fork, which twists and turns—known locally as "the Wiggles" and is a challenge for the large megayachts being towed to and from one of the many shipyards on the river and the section along State Road 84 known as Marina Mile. Just west of the I-94 overpass on the south side of the river is Marina Bay, a large marina with condos and townhomes and marine services. The Rendezvous Bar & Grill is at the far south end of the marina with floating docks.

Restaurants on the New River		
Boathouse at the Riverside Hotel 620 East Las Olas Blvd. (954) 467-0571 riversidehotel.com/boathouse.html	Mart's New River Bistro 201 SW 5th Ave. (954) 660-6332 browardcenter.org	The River House 301 SW 3rd Ave. (954) 314-8838 theadriverhouse.com
Downtowner 10 South New River Drive (954) 463-9800	Rendezvous Bar & Grill 2525 Marina Bay Dr. W. (954) 787-0054	

SOUTH FLORIDA **BUSINESS JOURNAL** Palm Beach County



Broward convention center expansion breaks ground

A project years in the making finally kicked off May 16 when Broward County officials took sledgehammers to the Greater Fort Lauderdale/Broward County Convention Center to make way for expansion.

The demolition event at Portside Yachting Center in Fort Lauderdale marked the symbolic start of construction for the expanding facility and a new 800-room headquarters hotel. Assistant County Administrator Alan Cohen said the convention center is still waiting for one final county permit before beginning the real demolition.

Broward Mayor Mark Bogen said the project will bring 800 new jobs to Fort Lauderdale.

"The expansion and new hotel will have a tremendous economic impact," he said. "It will increase our convention business, bring more visitors to our area ... and boost our tourism and hospitality industry."

The expansion will have over 1 million square feet of indoor and outdoor event space, and include



Top 10 most LGBT-friendly places to retire in America



Fort Lauderdale, Florida

An hour north of Miami, Fort Lauderdale has 23 miles of beaches, scenic parks and canals, and strings of restaurants and shops run parallel to the beach.

Senior advice calls Fort Lauderdale the "gay capital city" of Florida and says it's a mecca for the gay locals and visitors alike. There is a small gay nightlife scene, and Senior Advice also singles out Wilton Manor, a community there of nearly 12,000 with a 14% LGBT population, according to the site, and it's considered Florida's most famous gay neighborhood.

CNBC – June 9, 2019
UMV: 19,007,564



Senior-level hires and promotions for the week of May 6, 2019



TOURISM | TRAVEL

Tracy Vaughan has been named senior vice president of tourism & travel industry sales at **The Greater Fort Lauderdale Convention & Visitors Bureau**. She was director of global market development for the tourism division at the Georgia Department of Economic Development. Vaughan has a business degree from the University of Texas.

Miami Herald – April 28, 2019
UMV: 3,035,005



The 15 Best Beaches in Florida



Fort Lauderdale Beach

The Pabst Blue Ribbon-strewn sands, Hawaiian Tropic oil slicks, and packed motels of yesteryear's spring break capital are no longer. Nowadays, uncluttered stretches of sand, sparkling blue waters, upscale resorts, and mega-yachts are rewriting this beach's history. Billions in economic development have gone into erasing the *Where the Boys Are* vibe, restructuring **Fort Lauderdale Beach** as an unfussy yet refined alternative to neighboring Miami's beaches.

Conde Nast Traveler – April 26, 2019
UMV: 1,498,396



Art Feeds The Mind in Fort Lauderdale



Speaking of Miami, Fort Lauderdale's Art & Design Week operates in the shadow of that city's larger, globally minded Art Basel festival, which runs in parallel with Art Basels in Hong Kong and Switzerland. But Fort Lauderdale is working to establish its own identity, and lift itself up by what the ironically named urban theorist Richard Florida calls the "creative class economy."

That gentrification is embodied by FATVillage, a trendy strip for new artists that has sprung up in a neighbourhood of warehouses and working-class homes. It features monthly art walks, open galleries, food and music. At C&I Studios, an art space run by a marketing firm, we saw a music video being shot as the public looked on, then stopped at the BREW Urban Cafe in the same space.

Toronto Sun - April 2, 2019
UMV: 1,133,675



10 places where you can help sea turtles hatch



B Ocean Resort | Fort Lauderdale

This iconic beachfront property partners with the Broward County Sea Turtle Conservation Program, reducing artificial lights on the beach and organizing night walks to watch over hatchlings as they make their way to the water.

From March through October, which is turtle nesting season in Greater Fort Lauderdale, guests can participate in eco tours, turtle treks and hatchling release. The resort supports sea turtles all year, and its B Humane program offers Shel-B, a stuffed plush sea turtle, for sale, with a portion of proceeds benefiting conservation efforts.

USA Today- May 20, 2019
UMV: 520,380



24 Things to Do In 24 Hours In Hollywood, Florida



Imagine telling your friends that you're traveling to Hollywood. At first they get super excited and want to know more. Soon you realize that they mean the city in California. Immediately, their excitement dies down when you let them know that the city resides on both coasts. Not speaking from personal experience or anything. Though not as famous as its West Coast half, Hollywood, Florida boasts a large number of things to do. "The vibe is always different so there is no way you wont have fun," said Laura Espinal, a sophomore at Sante Fe College. [Bustling with diversity](#) and fun, a day spent there will turn out more exciting than you would have ever imagined.

College Magazine -April 3, 2019
UMV: 117,465

instinct

Greater Fort Lauderdale: A Perfect Summer Escape for all with Ever-Increasing Options



When you have a home in Fort Lauderdale, you might as well get used to having guests filling up your guest room vacancy calendar. Gay, Straight, and everything defined and undefined will be scheduling your life for every month of the year.

What's great about Fort Lauderdale is, even if you have someone visiting more than once in a year's time, there's always something new being added to the lists of must-do's!

Let's take a look at some great new offerings in the Greater FTL area that are helping it grow and flourish as a vacation destination any time of the year.

Instinct Magazine- June 7, 2019
UMV: 121,803

CRUISE HIVE

26 Things to Do in Fort Lauderdale, Florida for Cruisers



If you are taking a cruise out of Port Everglades, you might be interested in the many things to do in Fort Lauderdale during your visit. There are dozens of online articles listing what to do in Fort Lauderdale, Florida so why is this one the best?

Quite simply, it's written by a [South Florida local](#) who has worked in the travel and cruise industry for over 12 years. We've picked the most suitable places to visit and things to do in Fort Lauderdale for cruisers who may only have a short time in this "Venice of America".

Cruise Hive – May 14, 2019
UMV: 71,971



Fort Lauderdale Launches Specials for Snowbirds in Summer



The Greater Fort Lauderdale region has long been a favorite of Canadian snowbirds traveling to Florida. The destination wants to attract more visitors during this period is launching a series of promotions aimed specifically at this clientele.

Travel Pulse Canada- May 30, 2019
UMV: 6,269

GREATER
FORT LAUDERDALE

Broward County Convention Center Expansion

May 17, 2019

- Total Media Results: 7
- Total Impressions: 21,355,405+
- Total Ad Value: \$40,116



Broward County
Commissioners hold
ceremony for new
Broward County
Convention Center expansion



Demolition Process Begins
Long Awaited Expansion Of
Broward Convention Center





Social Media

Q2 2019

Social Media Engagement Highlights

@VisitLauderdale

(April-May 2019)



Total Followers:
252,212

Total Impressions:
606,275

Total Reach:
457,023

Total Engagement:
23,947



Total Followers:
74,325

Total Impressions:
153,601

Total Engagement:
2,513



Total Followers:
29,085

Total Impressions:
441,206

Total Reach:
322,027

Total Engagement:
26,738



Total Subscribers:
1,050

Total View:
10,762

Minutes Watched:
7,907

Top Organic Social Posts

Facebook

Visit Lauderdale
Published by Heidi Barfels [?] · May 23 at 2:52 PM · 🌐

Something rockin' is coming to the Seminole Hard Rock Hotel & Casino - Hollywood, FL this Fall! Enjoy this sneak peek into what's to come at the new guitar-shaped tower at Hard Rock Hotel, lagoon, Rock Spa, Hard Rock Live and more. Opening October 24, 2019.
Read more in CNN Travel: <http://bit.ly/TheNewHardRock>

Seminole Hard Rock Hotel & Casino Hollywood
00:50

97,612 People Reached 6,894 Engagements [Boost Post](#)

👍❤️👍 823 102 Comments 533 Shares

May
133,446 Impressions
97,612 Total Reach

Instagram

visitlauderdale [Seminole Hard Rock Hotel & Casino - Hollywo...](#)

visitlauderdale Something rockin' is coming to @hardrockholly in #HollywoodFL! 🎸 Opening October 24, 2019.

3w

travelinspiredliving So cool! I passed by on the highway and snapped a photo on my way through the area this past February! It's really coming along. I would love to check it out!

3w Reply

— View replies (1)

alexandrawensley Love it!

👍🗨️📷🔄🔖

Liked by sonestafortlauderdale and 3,895 others

MAY 23

Add a comment...

May
20,075 Impressions
14,162 Reach
3,900 Likes
1,812 Engagements

Twitter

VisitLauderdale [@visitlauderdale](#)

Our slice of paradise. [#VisitLauderdale](#)

11:19 AM - 13 Apr 2019

22 Retweets 88 Likes

🗨️ 3 🔄 22 ❤️ 88 📊

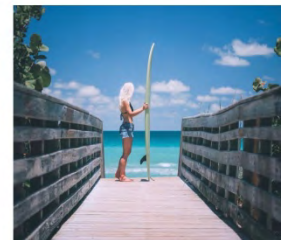
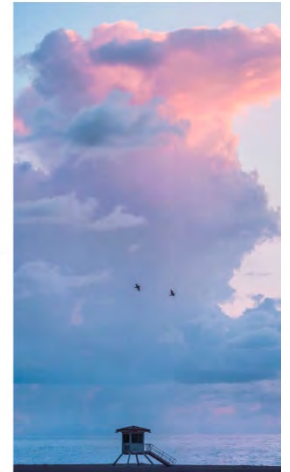
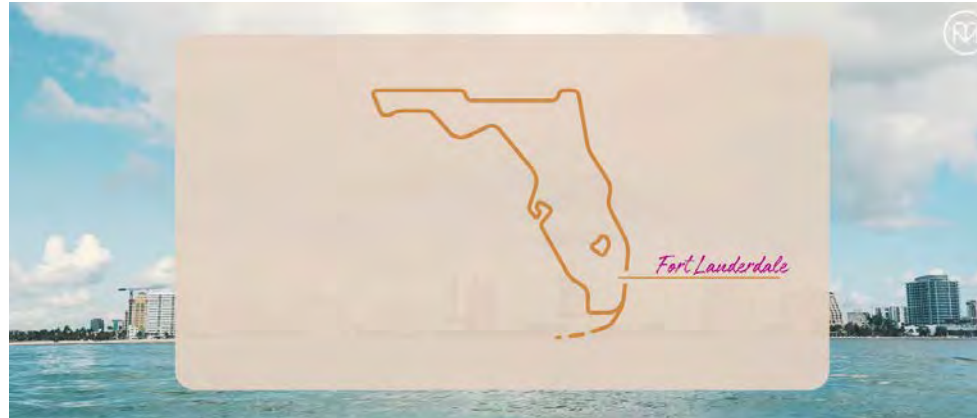
April
9,725 Impressions
392 Engagements

Social Media Influencer Visits: Adventure FAM May 21-23, 2019

4 Influencers,
Total Followers:
1.1+ million

Additional Impressions
via Matador Network:
13+ million

Partners Visited:
B Ocean Resort
Water Taxi
Rooftop @1WLO
Aqua Flight
Shooters Waterfront
Everglades Holiday Park
El Camino



Social Media Feature Highlights: Instagram Stories

Park & Ocean – April 2019



Sawgrass Recreation – June 2019



Lago Mar Resort – May 2019



B Square Burgers – May 2019



FLAS – May 2019

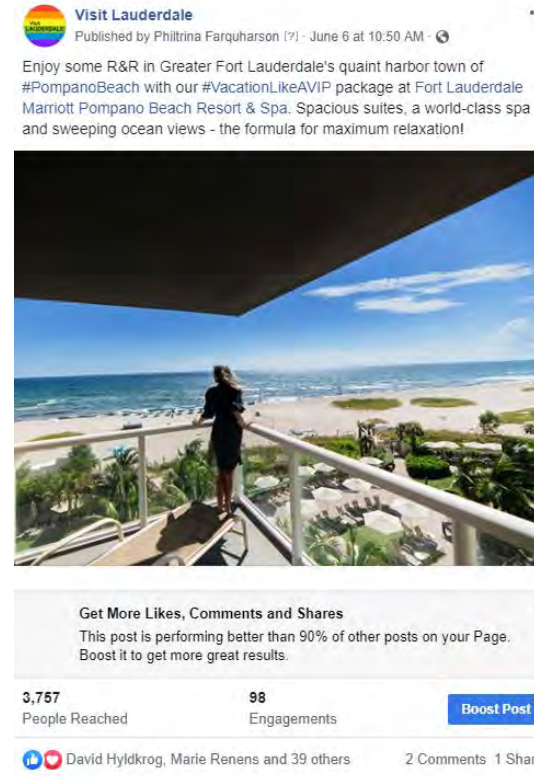


Social Media Special Campaign: Summer Promotions

2 for 1



Vacation Like a VIP



Social Media Special Campaign: Pride Month

Pride Avatars



Organic Posts



Paid Social





Diversity & Inclusion

Q2 2019

Diversity & Inclusion Marketing Highlights

Media Coverage:

CBS Miami Focus on South Florida discussing the 2019 Wilton Manors Stonewall Pride Parade and Street Festival to be held on June 15.

Pictured: Richard Gray with host Rudabeth Shahbazi and Vice Mayor of Wilton Manors, Tom Green.



Diversity & Inclusion Marketing Highlights

Media Coverage:

NBC 6 Six in the Mix Live

Richard was interviewed by Jen Herrera on Six in the Mix Live to talk about the upcoming events in Wilton Manors to honor the 50th anniversary of the moment that led to major changes for the LGBT+ movement.



The screenshot displays the NBC 6 PRIDE website. At the top, the logo features the NBC peacock and the word "PRIDE" in rainbow letters. Below the logo is the tagline "NEWS, ENTERTAINMENT AND EVENTS FOR THE SOUTH FLORIDA LGBT COMMUNITY". A navigation bar includes links for "News", "Only in Florida", "Late Night", "Latin Beat", and "6 In The Mix", along with a "Search Videos" search bar. The main content area shows a video player with a play button. The video thumbnail depicts a woman in a red dress (Jen Herrera) and a man (Richard) sitting on a couch in a studio. Behind them is a screen displaying the "STONEWALL PRIDE WILTON MANORS" logo. Below the video player, the text reads "GREATER FORT LAUDERDALE SHARES EVENTS FOR PRIDE WEEKEND". To the right of the video player is a promotional graphic for "WILTON MANORS STONEWALL PRIDE" celebrating its 50th anniversary. The graphic includes the dates "JUNE 15, 2019 | 3 - 11PM" and the text "FESTIVAL & PRIDE TICKETS". The background of the graphic shows a large rainbow flag.

LGBT+ Marketing Highlights

ATTENDED

- Richard & Stacy attended the World Travel & Tourism Council (WTTC) Annual Summit in Seville, Spain with more than 1,000 global travel C-class executives in attendance.
- Richard & Stacy attended the International Gay & Lesbian Travel Conference (IGLTA) in New York City where the theme was UNITY, highlighting the 50-year anniversary of the Stonewall uprising in Greenwich Village. The GFLCVB sponsored a media reception with 65 media from around the world to promote the destination and Pride of the Americas 2020.
- The GFLCVB was the Master Sponsor of the LGBTQ Brazilian Tourism Forum Via G in Sao Paulo, Brazil.
- Stacy & Richard, along with Finn Partners, hosted the official party for Pride of the Americas 2020 in Palm Springs at Hunters Nightclub and met with key LGBT+ media.



Diversity & Inclusion Marketing Highlights

COVERAGE

- Greater Fort Lauderdale received great coverage in Out With Ryan's blog on his recent visit to the destination.



Z. GEORGIE'S ALBI / MONKEY BAR

OUT WITH RYAN
LGBT+ TRAVEL DESTINATIONS & INSPIRATION FOR ALL TRAVELERS

ABOUT ME GAY TRAVEL SUBSCRIBE TO MY NEWSLETTER CONTACT ME

MARCH 24, 2019 / GAY BARS AND GAY CLUBS

FORT LAUDERDALE GAY BARS & GAY CLUBS YOU SHOULD VISIT

ABOUT RYAN

Hiway (and hey! I'm Ryan!) In the heart & soul behind Out With Ryan, a lifestyle website focusing on giving you travel advice, tips & inspiration to all travelers, especially safe destinations for LGBTQ+ travelers.

I will love to email me with any travel questions you may have & sign up to my newsletter for monthly inspiration!

How far exploring & getting inspired? [View My Blog](#)

PLEASE SHARE THIS ARTICLE WITH YOUR FRIENDS ON FACEBOOK, TWITTER OR PINTEREST! SHARING IS CARING!

Looking for the best Fort Lauderdale gay bars and gay clubs to visit? Well, you've come to the right gay travel blog queen!

Fort Lauderdale's "gay village" or "gayhood" is called Wilton Marcos & it's where the local gay community hangs out. Well, Wilton Marcos and the gay bars in Fort Lauderdale are well by every professional's (Wilton) Fort Lauderdale.

NEWSLETTER SIGN UP

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When Would You Like

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TRAVEL BEAR OF THE SEASON

SUPPORT ME

Supporting Payments

Facebook Supports

MY YOUTUBE CHANNEL

CARDIGATIONS

IT'S HOT

SUMMER EXPECTATIONS

CONFERENCES

- **Dan Howell Travel Conference** signed a pre-post conference in November 2019.
- **Southern Comfort Transgender Conference** returning to the Riverside Hotel in August for 2019 conference.



BEST GAY BARS AND GAY CLUBS TO VISIT IN FORT LAUDERDALE

There are SO many gay bars & clubs in Fort Lauderdale, and most skip past cover them all. But when I went to Fort Lauderdale for the weekend, I really only had time to visit maybe 2 or 3 right?

In my short time in Fort Lauderdale, I really wanted to know the top gay bars and clubs to visit. So my local gay friends took me to these 4 places for a variety of different "gay scenes" and music atmospheres. And they were all so much fun and had different vibes (aka most of each of them).

So, if you're looking for a night out in Gay Fort Lauderdale, here are my fave picks for Best Gay Bars and Clubs you should visit! All the gay bars & clubs are in the same area, aka think walking distance from each other.



UNDERGROUND
LAUDERDALE
film • music • fashion • create
sunny.org/underground

Q2 2019

Underground Highlights: March 2019 – June 2019

Economic Impact = \$4.1M+

Film Permits = 124

Job Creation = 2,006



Wheel of Fortune!

A segment featuring Fort Lauderdale was filmed on Fort Lauderdale beach and Las Olas Blvd.

You Retweeted

 **Wheel of Fortune** @Wheeloffortune · 20h

Our final day in #SouthFlorida takes us from sandy beaches to the marshes of Everglades National Park! Visit our Story on Instagram or Facebook to follow along! #florida #evergladesnationalpark #wheeloffortune



You, Vanna White and Wheel of Fortune

2 7 41

You Retweeted

 **Vanna White** @TheVannaWhite · 24h

We still have fun even after 36 years together on TV. @patsajak #SouthFlorida on location.



15 22 319

Underground Highlights

- Fort Lauderdale Promotes Quality of Life Through Arts (Articles in Meetings Today and South Florida's Arts Boom)
- Winterfest Captain's Cup and planning for the Winterfest Boat Parade partnership
- FLL Fashion Week (March 14 – 16, 2019) at the Conrad Hotel: Hosted a 3-Day event including local and NY designers
- A successful Tortuga Music festival (April 12 – 14) with record attendance!
- Partnership with IFP to host a series of events in New York and LA with key independent filmmakers promoting local incentives in Broward County.



Underground Highlights (cont.)

- CVB, Underground Film and the Museum of Discovery and Science partner to film aerial footage in Greater Fort Lauderdale for a new Fly 7D theater experience
- 22nd Annual Cuisine for Art (May 16, 2019) at the Seminole Hard Rock Hotel and Casino
- Ongoing development of the County signature event, which has been approved by the Broward County Commission!
- Attended the Tour Connection NYC with more than 250 entertainment travel agents in attendance. Pictured below is Noelle Stevenson with Gulcan Unal from the Hyde Resort & Residences.
- Working with Starmark to begin production for the updated Underground guide, which will feature updated information on industry friendly hotels and include expansive information for the Film, Music, Fashion and Create market segments.

