GREATER FORT LAUDERDALE

TOURIST DEVELOPMENT COUNCIL

June 23, 2020

Mayor Dale V.C. Holness
Broward County

PRESIDENT'S REPORT

Stacy Ritter

TOURISM MARKETING RECOVERY PLAN OVERVIEW

MARKET UPDATE

STR Report

(January 1 - June 13, 2020)

OCCUPANCY:

53.1%

(-33.9% from Jan 1-June 13, 2019)

AVERAGE DAILY RATE:

$139.37

(-16% from Jan 1-June 13, 2019)

RevPAR (per avail room):

$88.23

(-34.8% from Jan 1-June 13, 2019)

DEMAND:

2.84 million rooms sold

(-33.2% from Jan 1-June 13, 2019)

TDT REVENUE COLLECTIONS:

$27.65M

*(-30.3% from Jan 1-Apr 30, 2019)

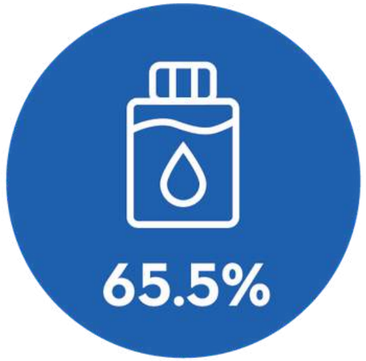
DIRECT LEISURE & HOSPITALITY EMPLOYMENT

Hospitality Industry Jobs in Broward County:

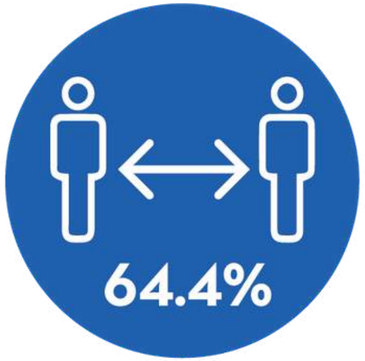
April 2019: 97,900
April 2020: 45,200

Loss of 52,700 jobs (53.8%)

HEALTH AND SAFETY IS PARAMOUNT

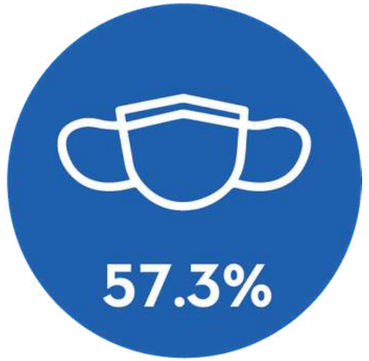


Carry Hand Sanitizer

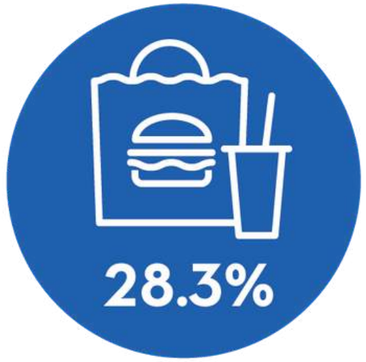


Follow Social Distancing Guidelines

Avoid Crowds



Wear a Face Mask



Only Eat Restaurant Take-out

Wear Gloves

None of These

Source: Destination Analysts

Safe + Clean Pledge

Sign up
sunny.org/pledge
and receive free posters to display.

80+ have already
taken the pledge since Friday.

Many hotels have adopted the

AHLA Safe Stay

GUIDELINES

Collaboration with

FRLA, GFL Alliance & Chamber

PLEDGE

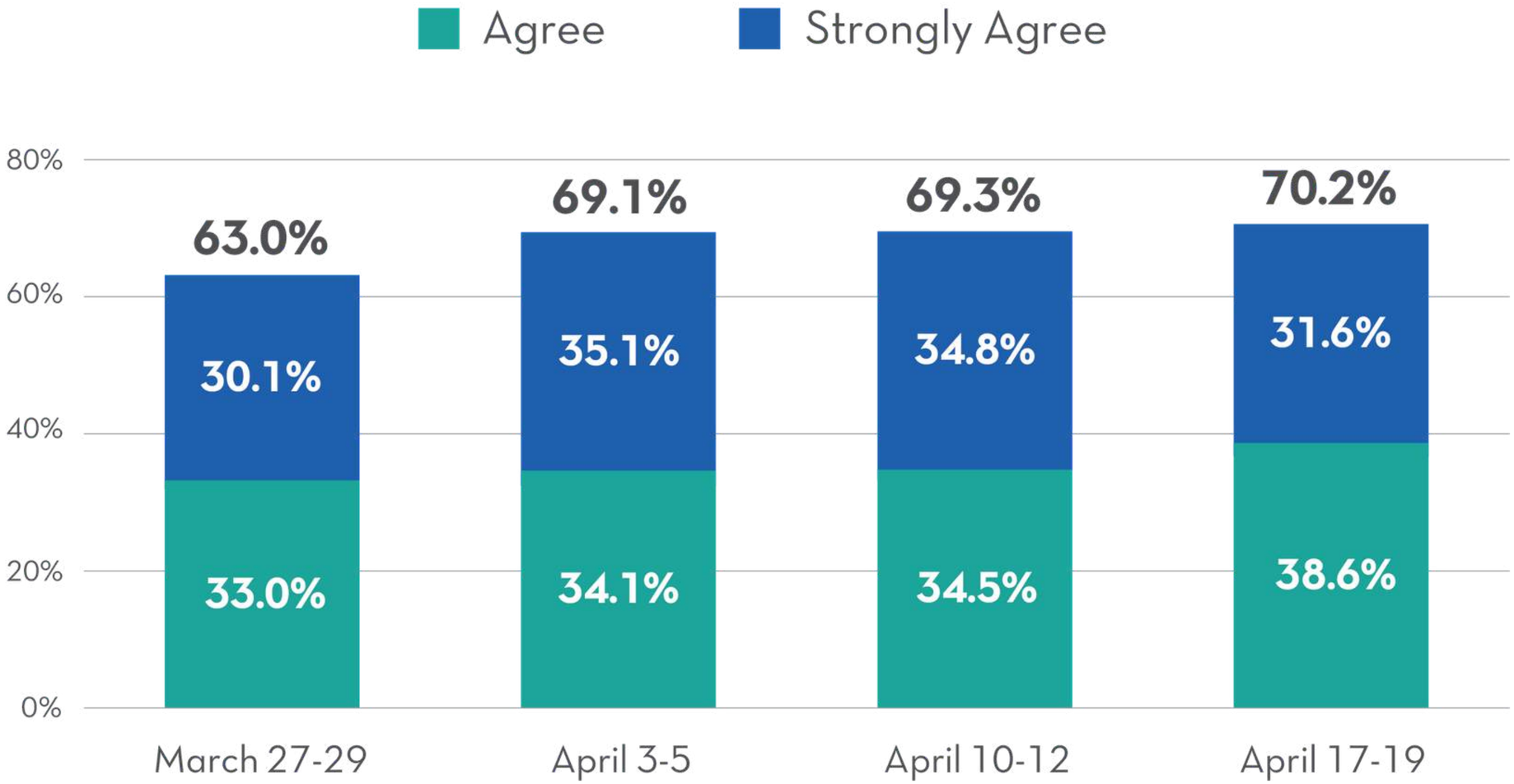
Promote adherence to

ASM's VenueShield

BCCC SANITIZATION PROGRAM

SAFE + CLEAN COLLABORATION

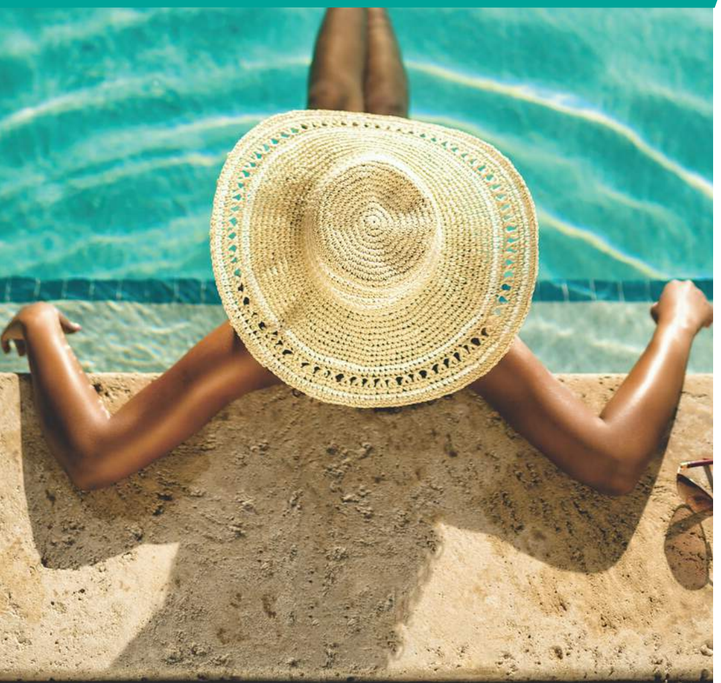
GROWING UPTICK IN DESIRE TO GET AWAY



Source: Destination Analysts

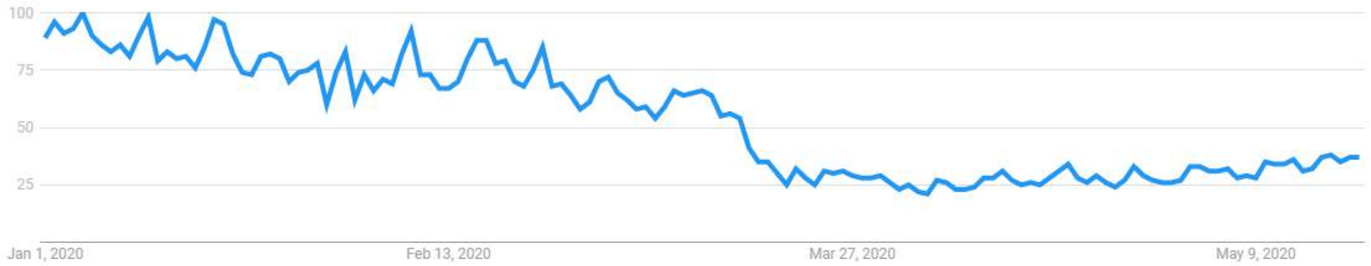
TRAVEL INDICATORS

Searches for the nation are showing gradual increases beginning in May



GOOGLE TRENDS VACATIONS

Interest over time



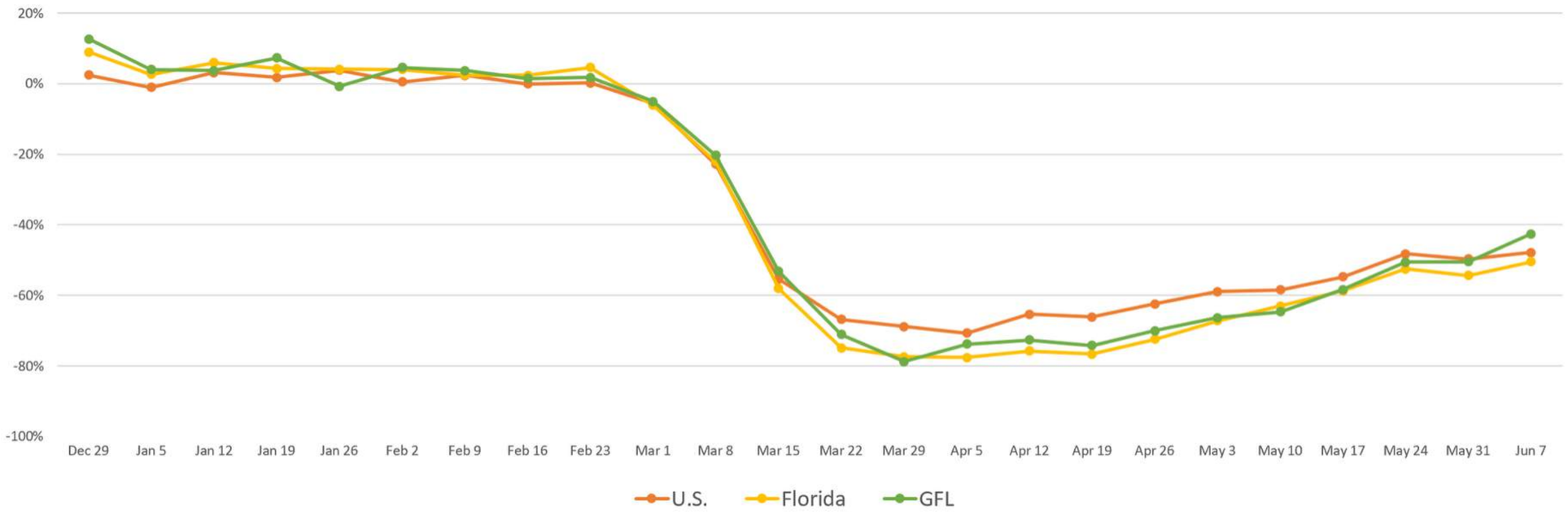
Interest by subregion

Subregion

1	Hawaii	100
2	Wisconsin	79
3	Illinois	74
4	Delaware	72
5	New York	71

TRAVEL INDICATORS

Hotel Demand Year-Over-Year



SOCIAL MEDIA PERFORMANCE

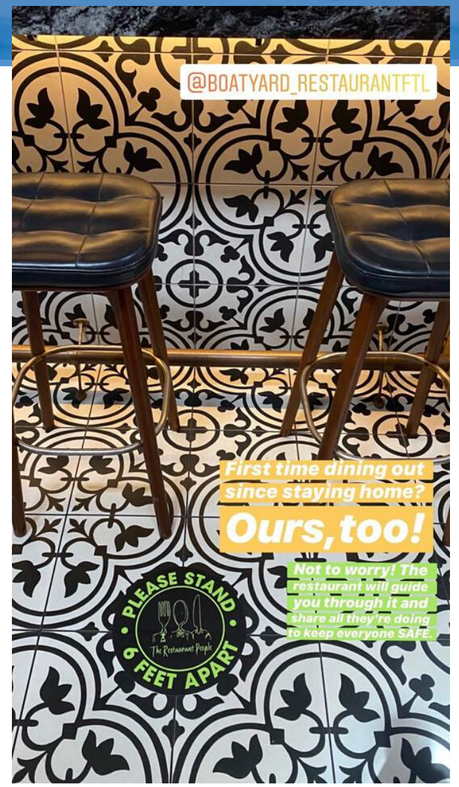
@VisitLauderdale
Organic Results

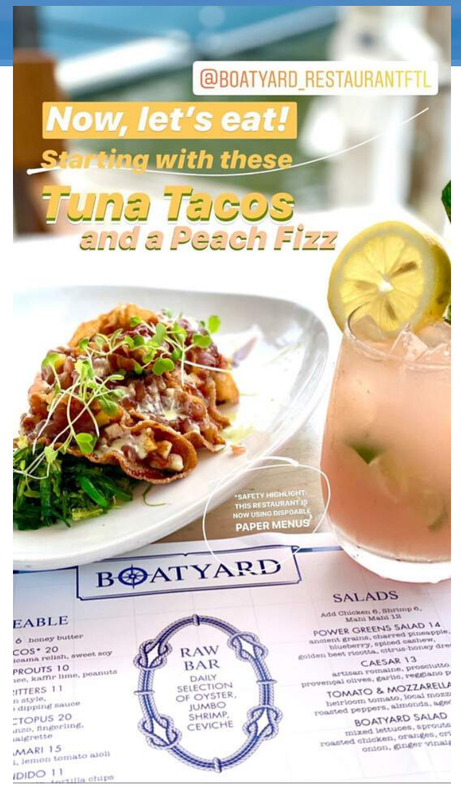
Facebook ranks highest for website referrals

Up 40% in April

Instagram Engagement

Up 44% in April





LinkedIn is up across the board (Past 30 days)

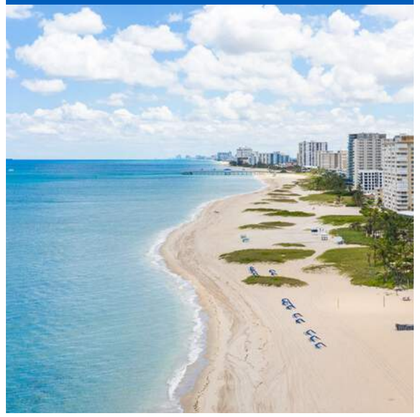
Up 58% in Unique Visitors

Up 53% in Post Impressions

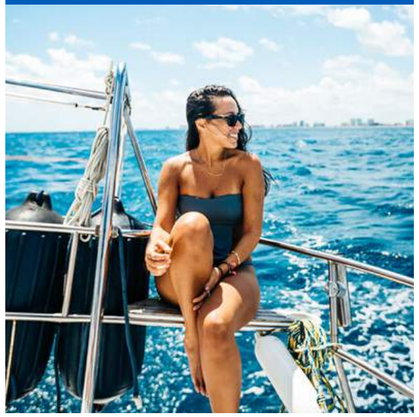
Up 52% Custom Button Clicks

RECOVERY PLAN MESSAGING KEY POINTS

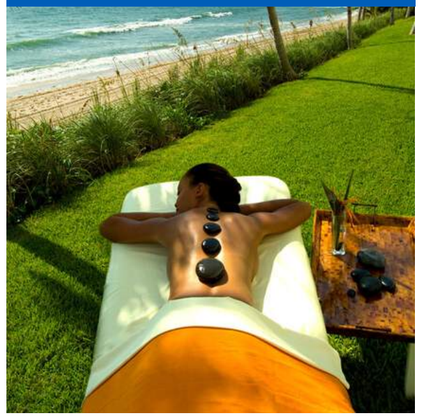
BEACH & OUTDOOR



OPEN SPACE & ABILITY TO AVOID CROWDS

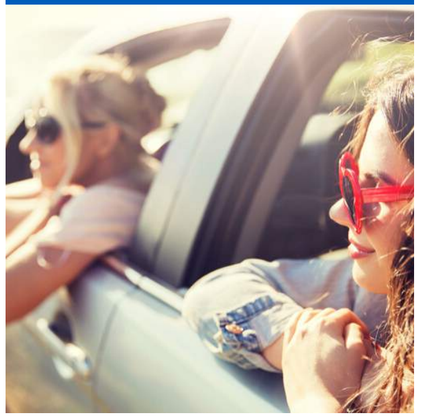


LAUDER DEALS



ASSURANCE OF HEALTH & SAFETY

EASY ACCESS BY DRIVING



FORT LAUDERDALE

DANIA BEACH

HILLSBORO BEACH

POMPANO BEACH

HALLANDALE
BEACH

LAUDERDALE-BY-THE-SEA

DEERFIELD BEACH

HOLLYWOOD

sunny.org/beaches-and-beyond/neighborhoods/hollywood/

SHARE

Beaches & Beyond

Live Beach Cam
Beaches
Neighborhoods
- Broward County History
- Coconut Creek
- Cooper City
- Coral Springs
- Dania Beach

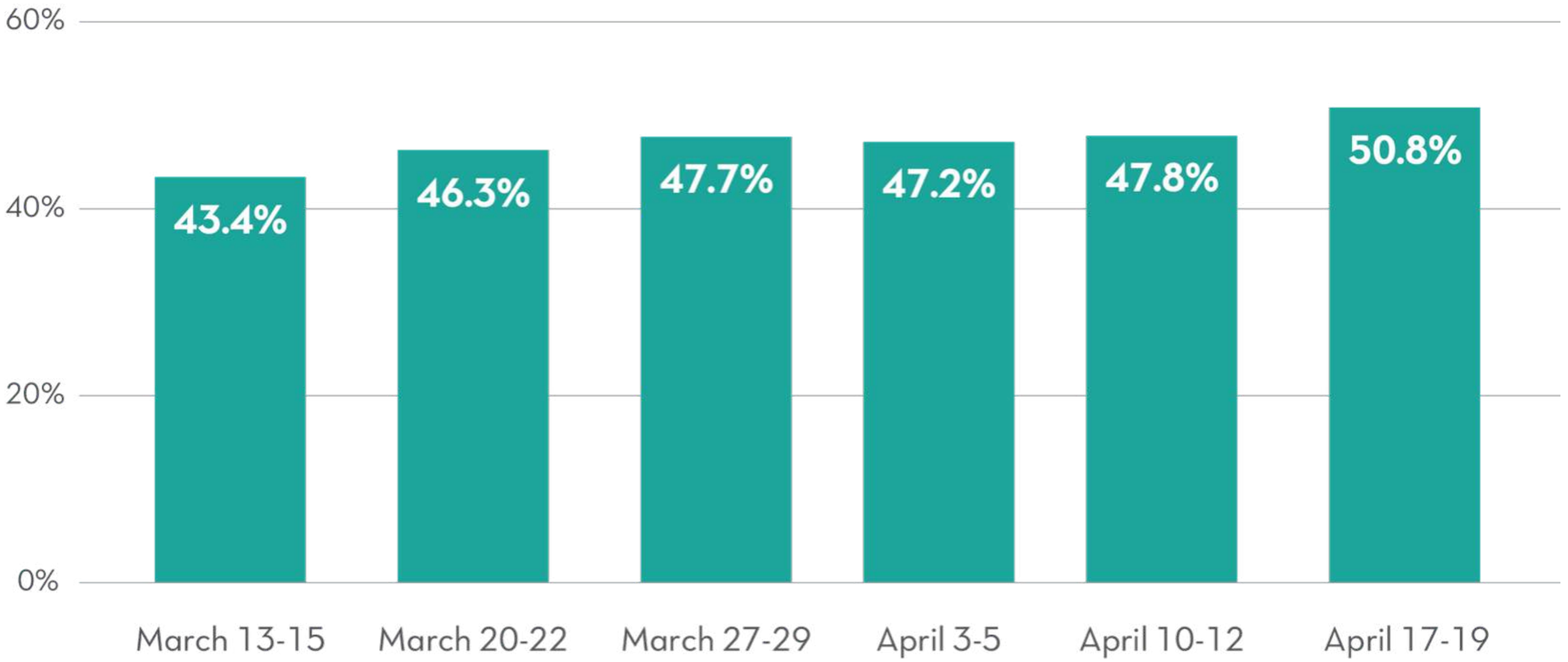
Hollywood

Arts, Beach, Culture. Get to know the ABCs of Hollywood, Florida.

Set your day to cruise control, and enjoy the relaxed pace of Hollywood, Florida. It's one of Greater Fort Lauderdale's largest cities, and you'll find plenty to do packed into 30 square miles of parks, arts venues, golf courses, beachfront and the one-of-a-kind Hollywood Beach Broadwalk.

FIRST VENTURING CLOSER TO HOME

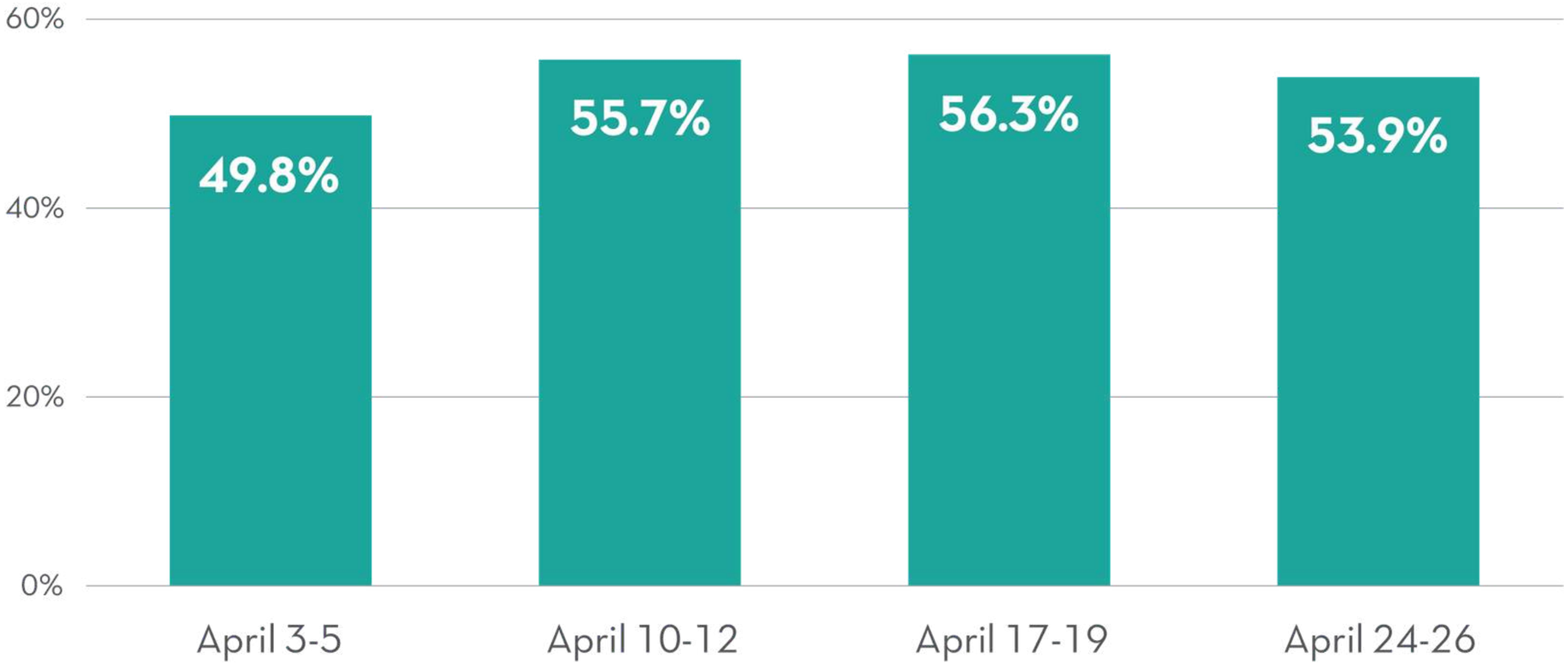
Americans will take more regional trips.



Source: Destination Analysts

VISITORS WANT TO AVOID CROWDS

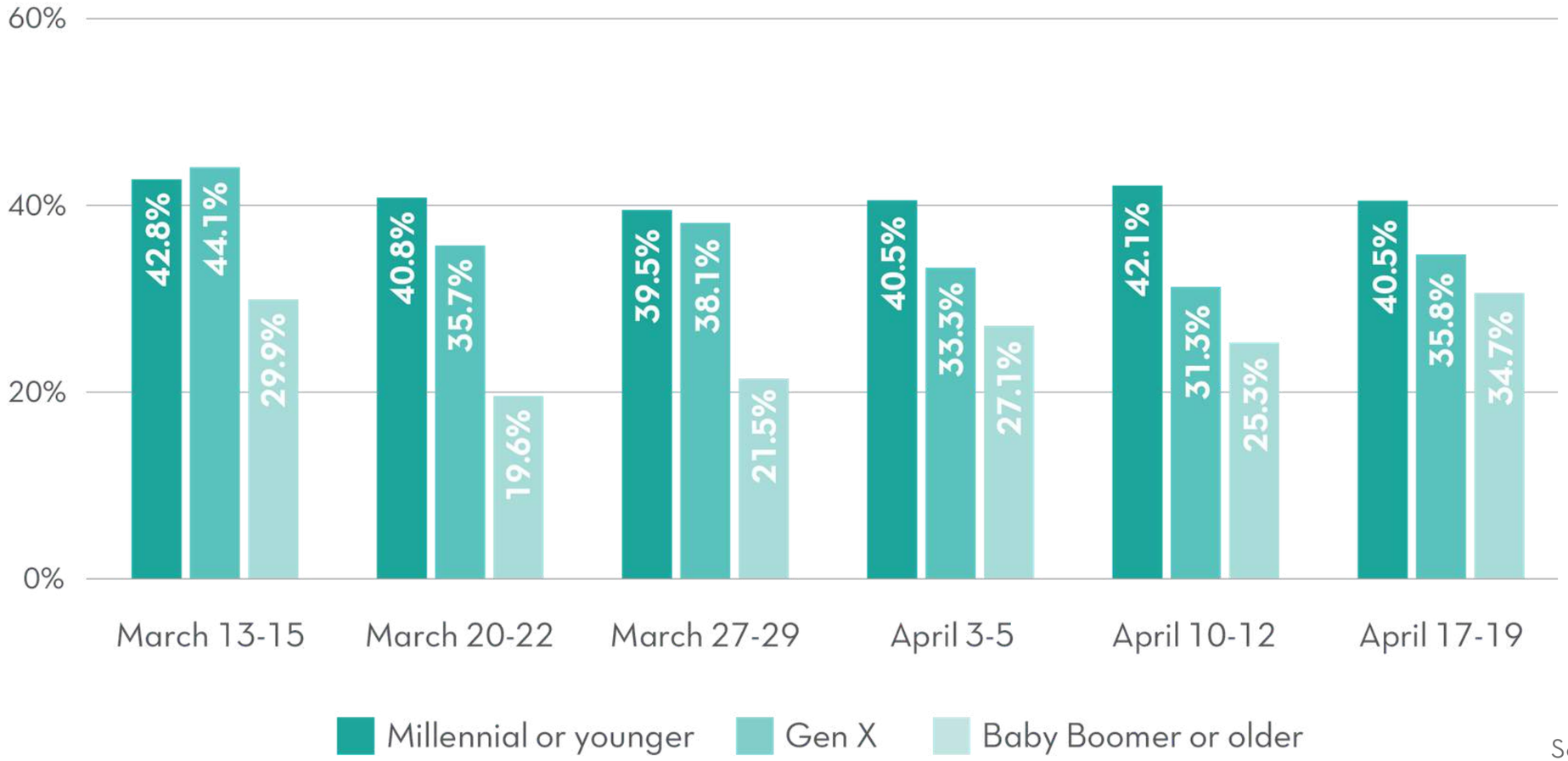
Over half of American travelers will avoid crowded destinations.



Source: Destination Analysts

DISCOUNTS WILL DRIVE TRAVEL

Americans agree discounts make them more interested.

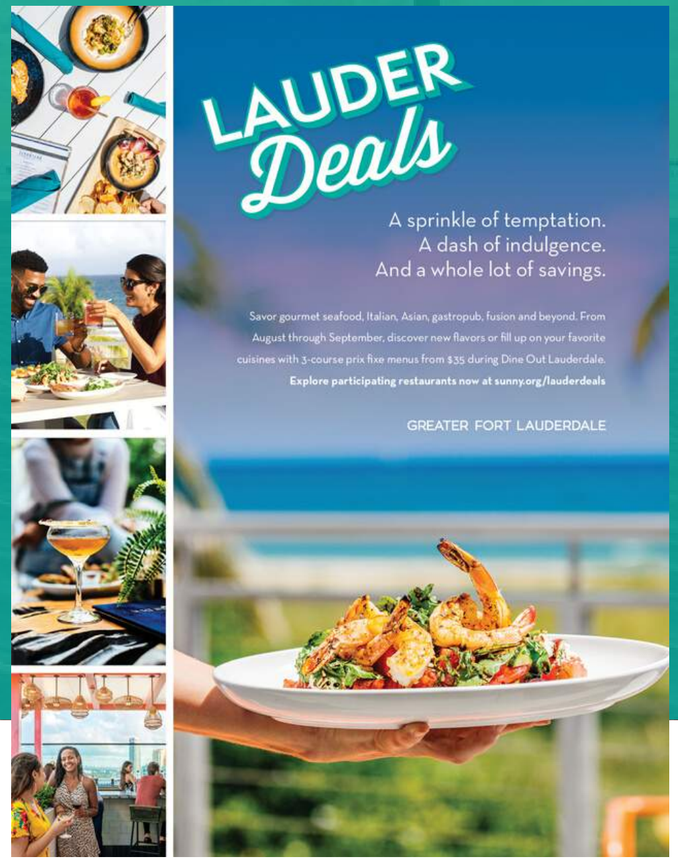


Source: Destination Analysts

LAUDER Deals

- Hotel Deals: June - September
- Things To Do: June - September
- Dine Out Lauderdale: July - September
- Spa Days: July - September

Program is FREE
sunny.org/SignUp



Media Coverage

- MSN.com
- Sun-Sentinel
- Big 105.9 FM
- NBC 6
- Lifestyle Media Group
- OutClique Magazine
- MyFortLauderdaleBeach.com
- Newsbreak
- South Florida Caribbean News
- Panrotas (Brazil)
- VISIT FLORIDA
- North Palm Beach Life
- FortLauderdaleOntheCheap.com

Social Media Splash

Hotel Deals and Things To Do partners announced their participation on social media and shared on @VisitLauderdale.

First 24 hours:

- **31,239 views of 26 stories**
- **23,477 impressions of static posts**
- **1,006 sticker taps linking to partner social media pages**
- **273 link clicks to sunny.org/LauderDeals**

Stay tuned for our next Social Media Splash with Dine Out Lauderdale and Spa Days participants.

SUMMER MEDIA PREVIEW

Media outlets activated this summer to include the following and more:

The New York Times

Condé Nast Traveler

TRAVEL+ LEISURE

tripadvisor®

Google Display Network

Expedia®

facebook

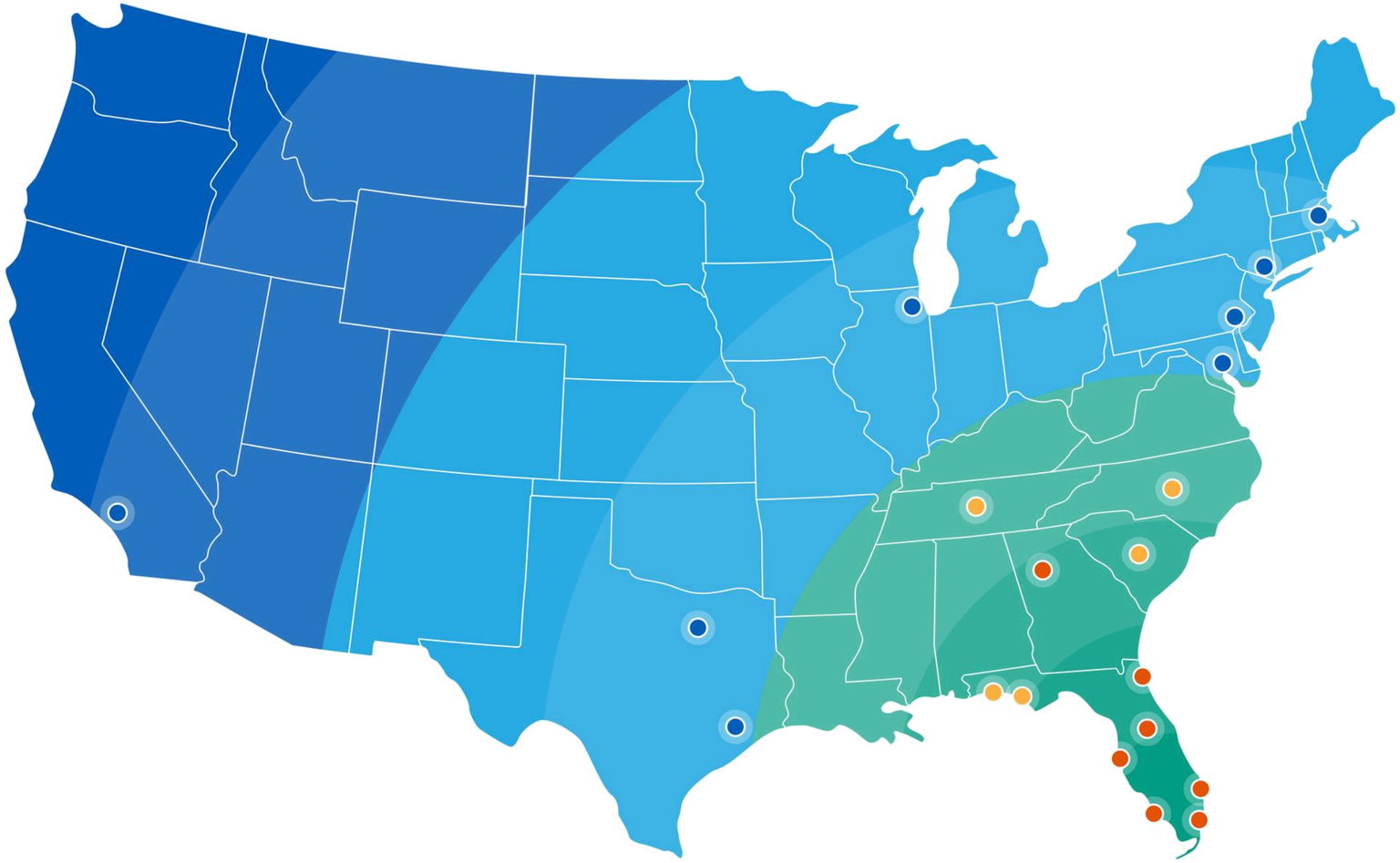
TRAVELHOST FORT LAUDERDALE

MATADOR network

Instagram

Entercom

STAGED STRATEGY



STAGE 1 - DRIVE

Engaged Immediately

STAGE 2 - LIFT

TBD - Based on Lift

PRIMARY

SECONDARY

GEO LOCATION DATA

simpleview

We are tracking samples of visitors to Broward County via cell phone data to determine where they came from, how long they stayed and where they went in the destination.

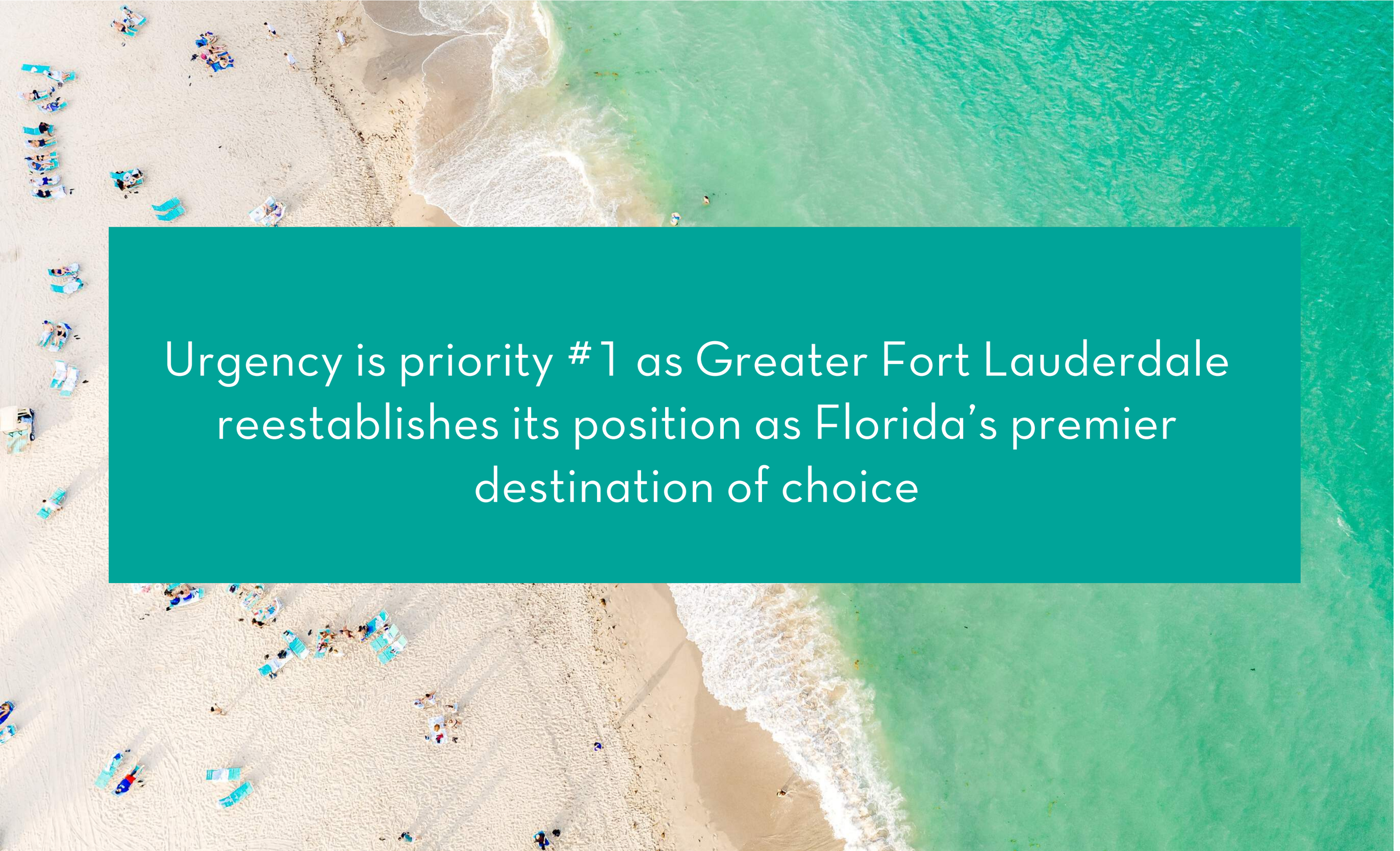
Use last year's data to identify and MONITOR high value markets.

High value =
Volume + Length of Stay

2019 Visits By Markets

DMA	Overnight Visits	Avg. Length of Stay (Days)
Miami-Fort Lauderdale, FL	811,848	2.11
West Palm Beach-Ft Pierce, FL	484,895	2.14
Orlando-Daytona Beach-Melbourne, FL	139,676	2.33
Tampa-St. Petersburg (Sarasota), FL	111,485	2.03
New York, NY	108,293	5.03
Ft. Myers-Naples, FL	67,407	1.87
Atlanta, GA	53,562	3.26
Jacksonville, FL	31,149	2.99
Chicago, IL	29,983	4.71
Washington, DC (Hagerstown, MD)	28,406	3.32

Country	Overnight Visits	Avg. Length of Stay (Days)
United States	2,451,632	2.83
Canada	32,756	5.87
Unknown	15,636	4.98
Brazil	15,412	5.57
Columbia	12,654	6.34



Urgency is priority #1 as Greater Fort Lauderdale reestablishes its position as Florida's premier destination of choice

Thank You!

View a video of our entire recovery plan at: gflrecovery.com

Old / New Business