



**VISIT
LAUDERDALE**
EVERYONE UNDER THE SUN

Tourist Development Council

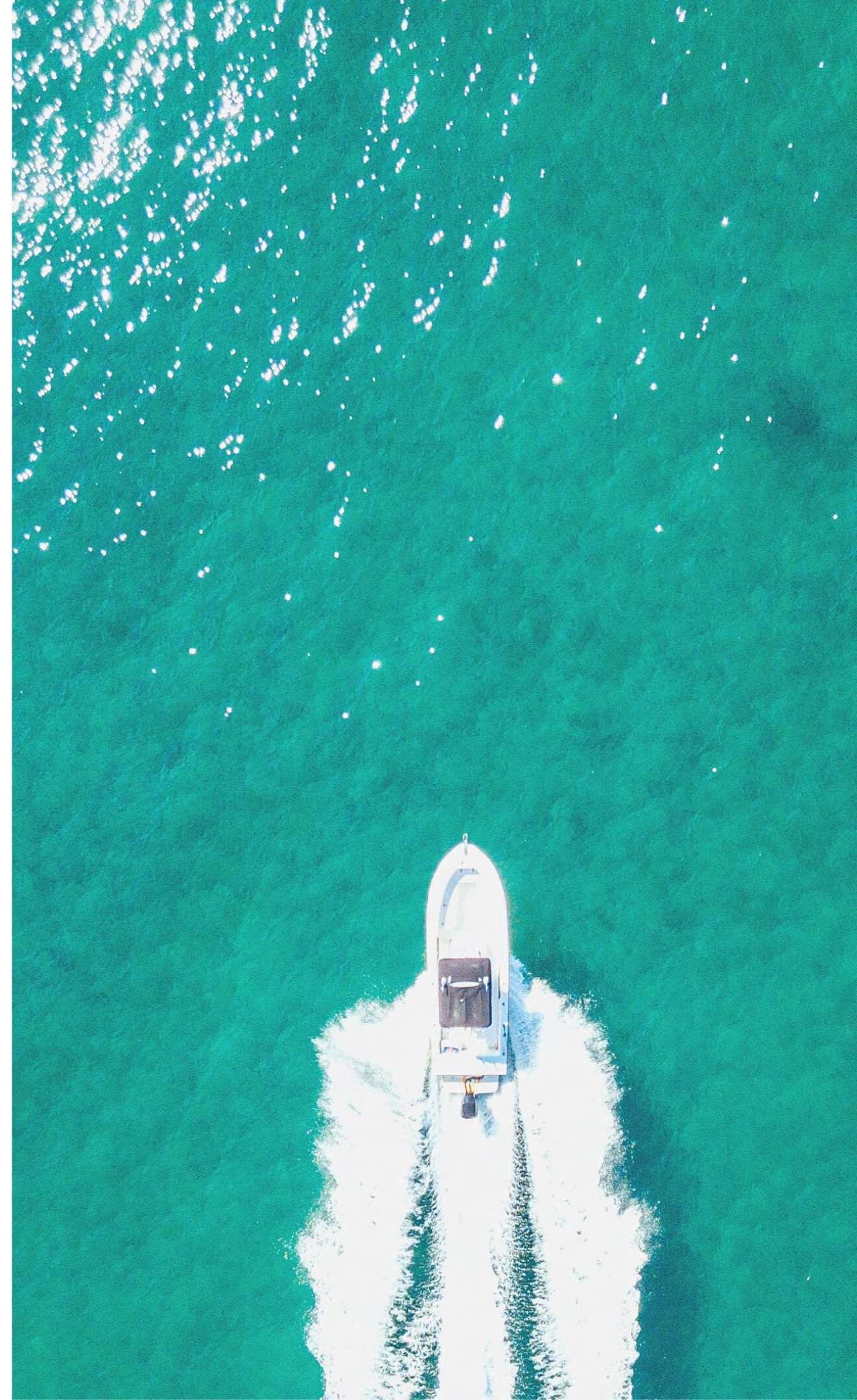
March 17, 2021





President's Report

*Stacy Ritter,
President and CEO*





Market Update

YEAR-TO-DATE (JAN 1 - FEB 28, 2021)
AS COMPARED TO SAME TIME LAST YEAR :

- Occupancy: 64% (-23%)
- ADR: \$125.89 (-37%)
- RevPAR: \$82.47 (-51%)
- Demand (rooms sold): down 22%
- Reported hotel revenue: down 50%

Source: STR, Inc.

- December 2020's Leisure & Hospitality direct employment: down 24% over Dec 2019 for GFL

Source: State of Florida

- January 2021 TDT revenue collections down 45% compared to Jan 2020
- Fiscal Year '20-'21, TDT revenue collections down 46% compared to same time in prior fiscal year

Source: Broward County



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Marketing Update

*Kara Franker,
Senior Vice President,
Marketing & Communications*





New Campaign Creative Featuring New Brand

“What Makes this Beach Different?” Sure, a beach, is a beach, is a beach. But what makes our destination truly different and attractive is that beyond our stunning beaches is an exciting, unique community that’s different from anything else in the United States. This approach strongly supports the new brand by utilizing our new Brand tagline as the central theme.

QUESTION:

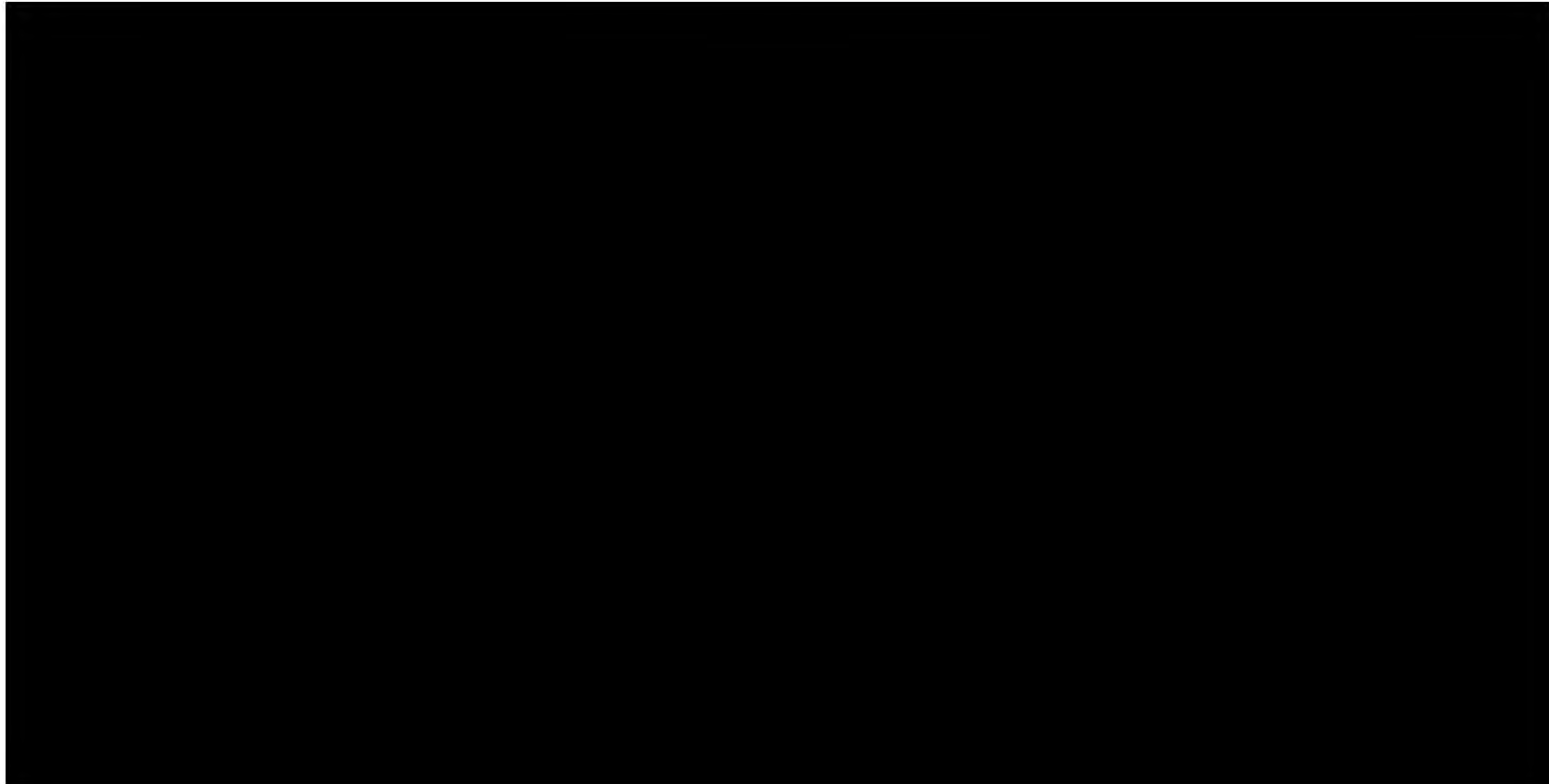
WHAT MAKES THIS BEACH DIFFERENT?

ANSWER:

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New Video



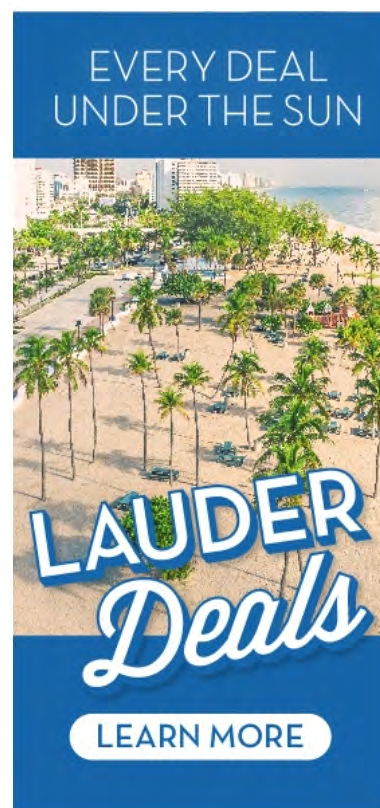
[click image to watch]



Recovery Plan: Summer to Fall

LAUDERDEALS IS BACK AND BETTER THAN EVER

- Hosted webinar for the industry on March 11
- The webinar, "How to Promote Your Summer Deals Through Visit Lauderdale's LauderDeals Program," featured the updated and expanded LauderDeals program, which is free for all businesses and will cover:
 - Hotel Deals
 - Things To Do
 - Dine Out Lauderdale
 - Spa Month
 - And year-round promos like Florida Resident, Military & First Responder, Cruise Deals, Travel Advisor Perks and more
- Will also include a paid co-op advertising option for businesses that want to be front and center of promotions.

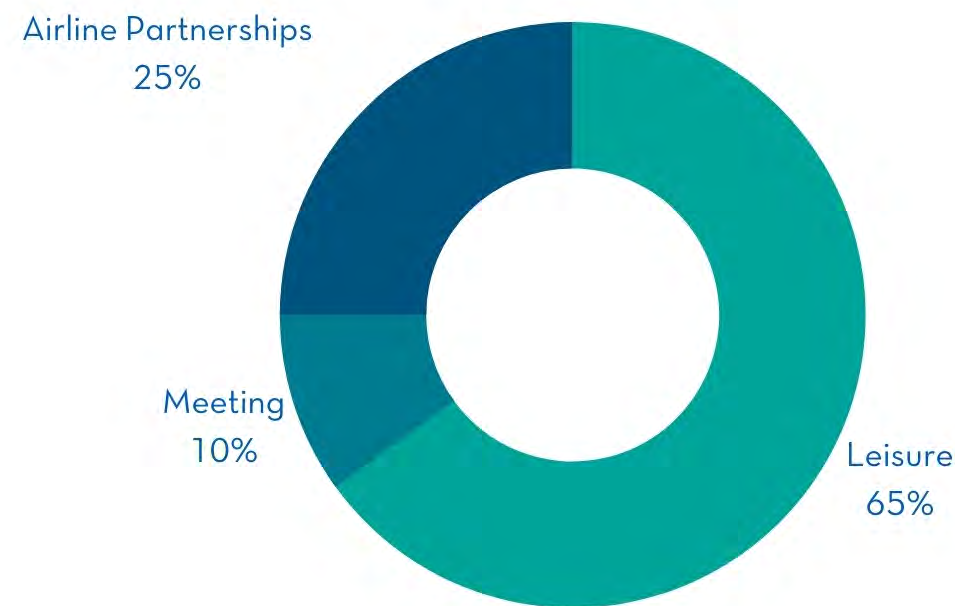


Recovery Plan: Funds & Strategy

Advertising Strategy

Approval of one-time use funds has allowed Visit Lauderdale to significantly expand recovery advertising efforts to capture as much demand as possible through the end of the fiscal year. This plan consists primarily of digital media programs, which provides the control of interest-based targeting and quick changes to strategy if necessary. Additionally, digital activations allow for tactics in the action stages of the planning funnel, putting Visit Lauderdale in front of the customer when they are ready to purchase.

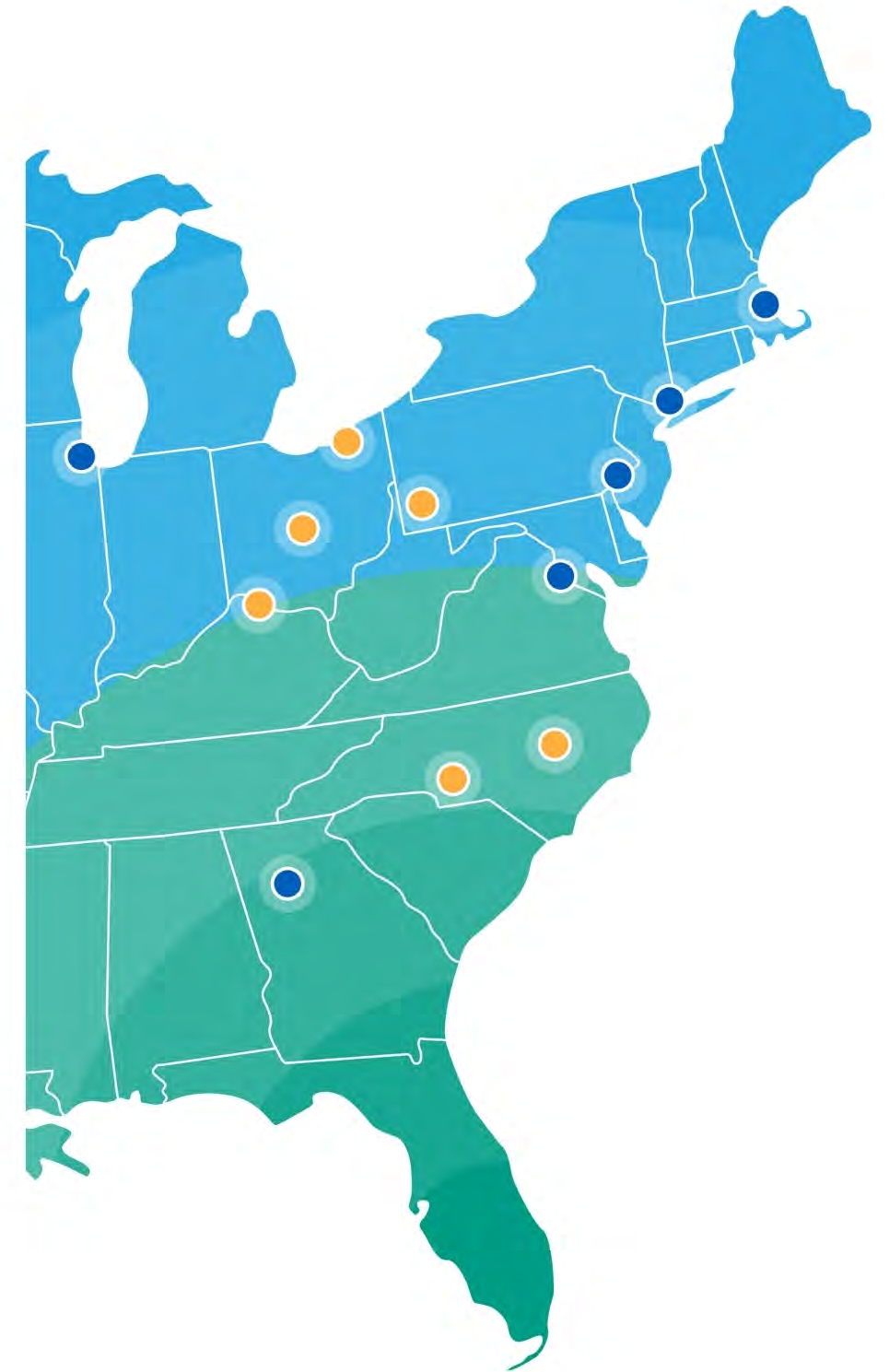
Budget Allocation



Geographic Targeting

Primary target (70%): New York DMA, Chicago DMA, Boston DMA, Philadelphia DMA, Washington DC DMA and Atlanta DMA

Secondary Target Markets (30%): Columbus OH, Cleveland OH, Cincinnati OH, Raleigh-Durham NC, Charlotte NC, Pittsburgh PA



Recovery Plan: Media and Advertising

- Plan includes partnerships with high profile outlets:
 - New York Times
 - Conde Nast Traveler
 - AFAR
 - Travelocity (Roaming Gnome Program)
 - Travel + Leisure (Meredith Publishing)
 - TripAdvisor
 - Expedia
 - Matador Network
- Visit Lauderdale Marketing & Communications team complements those efforts with integrated proactive public relations efforts, content development strategies, niche promotions and a social media outreach program to further amplify destination.



Brand Rollout

FOR INDUSTRY & COMMUNITY

- Reveal event on May 5, 2021, during National Tourism Week
- Creation of brand video
- Ambassador and influencer program
- Internal/Community program
 - In-market/partners plan
 - Placemaking program
 - Meetings/Group
 - In-market presentations and brand explanations

FOR VISITORS

- Branding campaign creation and execution per segment
 - Advertising plan
 - Public Relations plan for brand support
 - Social Media plan for brand support
 - Website update
 - Marketing initiatives
 - Target-Market brand activations
 - Promotions plan, reinforcing brand
 - International Plan

Safe + Clean message continues to be paramount to recovery efforts

970+ BUSINESSES HAVE
TAKEN PLEDGE

- Being recognized as a safe and clean destination is one of the most important factors for travelers when planning a visit.
- We must continue to encourage businesses to take the Safe + Clean Pledge and push this messaging across all channels.





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Review of Applications for and Appointments to the Marketing Advisory Committee

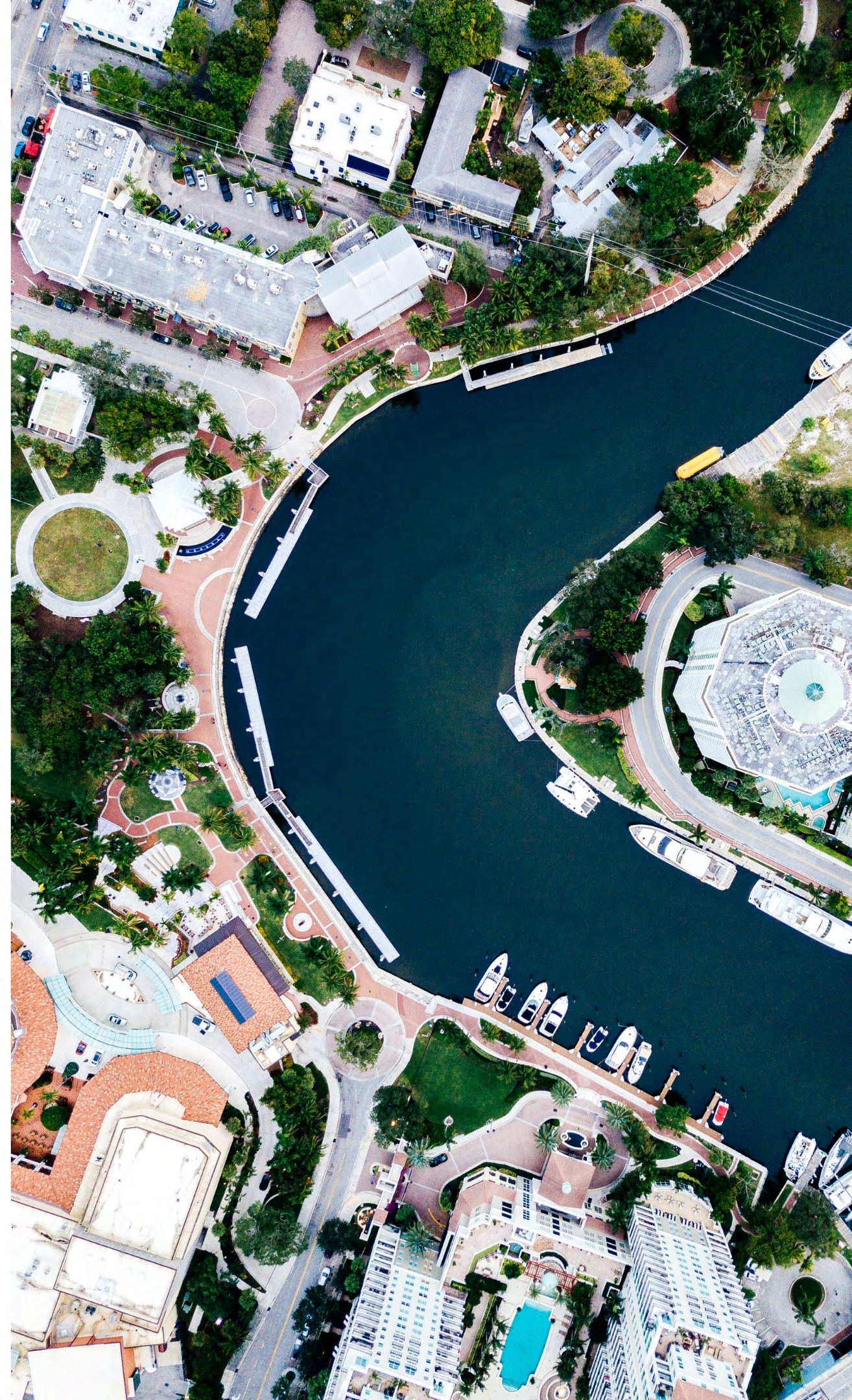




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Tourism Sponsorship Applications

*Mike Sophia,
Vice President,
Sports & Entertainment*





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Thank You!

