

GREATER FORT LAUDERDALE

Tourist Development Council
Quarterly Report
Q4 2018





Tourism Sales

Sales Engagement Highlights

October 2018

- **Philadelphia Sales Mission (Philadelphia, PA)**
 - with Pompano Beach, Bonaventure Resort, Rodeway Inn
- **International Travel Agent Forum (Cancun, Mexico)**
 - with Circ Hotel, Hyde/Doubletree Hollywood, Rodeway Inn
- **Virtuoso Mexico FAM**



Sales Engagement Highlights

November 2018

- National Tour Association (Milwaukee, WI)
- Cruise World (Fort Lauderdale, FL)
- Signature (Las Vegas, NV)
- World Travel Market (London, UK)
- FlyTour/MMT Gap Net (Orlando, FL)
- Swoop Airlines/Hamilton Airport Trade Encounter
- Trend Viagens Brazil FAM (GFLCVB Brazil Office)
- Trayecto UNO (Argentina) FAM
- Gimatur (Spain) FAM
- Abreu Tours FAM



Sales Engagement Highlights

December 2018

- Virtuoso Webinar
- MCO Mayorista De Turismo Webinar
- Abreu Tours FAM
- America's Cup (Las Vegas, NV)





Convention Sales

Group Sales Events & Tradeshows

- **FSAE Education Expo, Tallahassee** October 2-3
- **ASAE Summit Awards, Washington** October 3-4
- **Garrett's Industry Event, Chicago** October 2
- **SITE Educational Event, Chicago** October 9
- **Leading Authorities Event, Washington** October 11
- **IMEX America, Las Vegas**, October 14-19
- **IAEE October Client Event, Alexandria** October 24
- **Kennedy Center Client Event, Washington** October 25
- **81st Annual Int'l Gold Cup, Great Plains** October 27
- **Meetings Live South Conference, Naples** October 29-31
- **MPI Thought Leaders Summit, River Maya** November 4-7



Group Sales Events & Tradeshows

- FICP Annual Meeting, Orlando November 4-8
- Cruiseworld, Fort Lauderdale November 5-12
- Exl Pharma Summit, New Brunswick November 13-14
- Florida Encounter, Bonita Springs November 28-Dec 1
- ConferenceDirect Forum, Atlanta November 27-29
- NCBMP, New Orleans November 29-December 1
- ConferenceDirect Forum, Atlanta November 27-29
- NCHE Planners Presentation, Washington December 13
- IAEE Expo Expo, New Orleans December 10-13
- AMEX Supplier Showcase, San Diego December 12-16
- Holiday Events, All Markets December



Group Sales Site Visits

- **IEEE** October 5-6
- **CHI Conference** October 22
- **National Marine Manufacturers Assn & IBEX** October 30
- **South Florida Narcotics Anonymous** November 13
- **Innovative Group Travel** November 14
- **Ireland Presentations** November 15
- **American Association of Feline Practitioners** December 4-6
- **RELIAS** December 12
- **FAHP** December 17-18



Sports Development

Sports Highlights

- Butterfly October 2018 BTTC Open (table tennis)
- Quebec Select Womens National Combine (soccer)
- FL Junior Panthers Early Bird Tournament (hockey)
- ESPN High School Football Kickoff (football)
- Newbreed Grappling (martial arts)
- Youth Football National Championships
- Kreul Classic (basketball)
- Peru vs Chile (soccer)
- Orange Classic Girls Soccer Tournament
- Orange Bowl Int Tennis Tournament
- Ultimate Grand Prix Fitness Competition
- Rising Stars Fall Showcase (Girls softball)
- SE Circuit Rodeo
- South Beach Duals (D1 & DIII College and High School Wrestling)
- Fright Invite (gymnastics)





Orange Bowl College Playoff Game

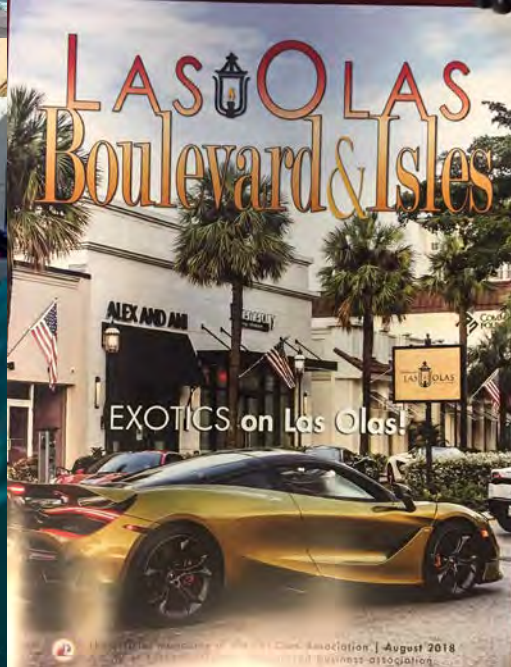
University of Alabama vs Oklahoma University in Semi-Final for
College National Championship

GREATER
FORT LAUDERDALE



Rip It Fort Lauderdale Grand Prix

Two days of on-water action and competition, with a spectator village with live entertainment, a BMX riders showcase, Volleyball matches, vendor alley, and live music, food and drink, as well as a VIP areas



Exotics on Las Olas Weekend

Weekend of car events including:

- Super Car Saturday at Lamborghini Broward
- Rally to Hard Rock and event hosted by Kuro
- Exotics on Las Olas during Veterans Day, benefiting Wound Warriors Relief Fund



Rising Stars Girls Softball

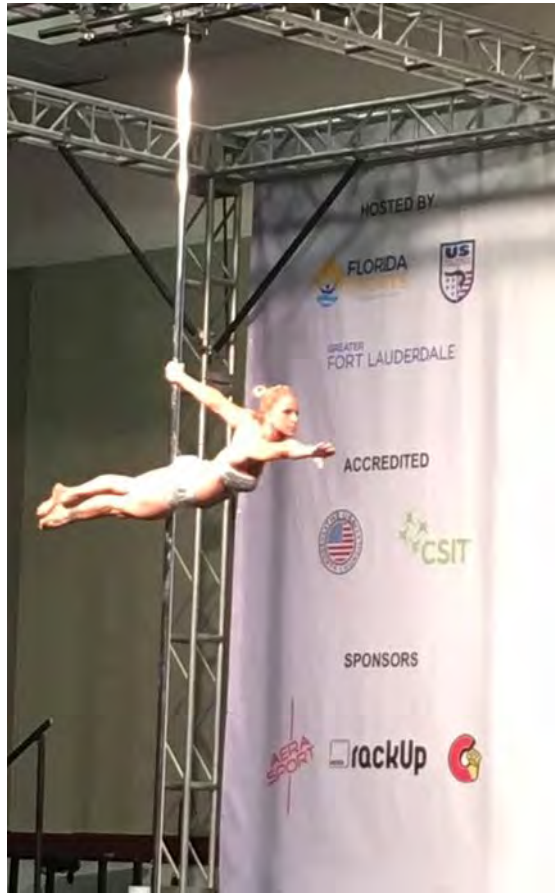
Girls softball showcase with more than 200 teams and 150 top college coaches coming to scout from all over the United States.



South Atlantic Regionals Figure Skating

@ IceDen in Coral Springs, FL

Qualifier for the U.S Figure Skating Championships (for juvenile, intermediate, novice, junior and senior levels)



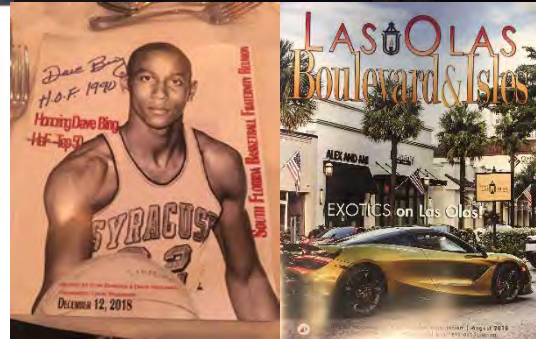
2018 Pole Sport World Championships



Miami Dolphins Football Unites

Attended Events

- AAU National Annual Convention (Cleveland, OH)
- International Judo Jr Championships (Nassau, Bahamas)
- Connect Sports Conference (Salt Lake City, UT)
- FL Panthers 25th Anniversary opening night reception
- U.S. Sports Congress Conference (Daytona Beach, FL)
- Florida Sports Foundation Roundtable (Sarasota, FL)
- Basketball Fraternity Luncheon (West Palm Beach, FL)
- Grid Iron Grill-Off (Pompano Beach, FL)
- SportAccord IF Forum (Lausanne, Switzerland)



Sports Hall of Fame



Broward County Sports Hall of Fame Induction

Class of 2018 Inductees include:

Rocky Gillis (Athletic Administration), Dave Hyde (Media), Twan Russel (Football), Melvin Randall (Basketball), Jim Reilly (Basketball), Claire Sua Amundson (Softball), and Seilala Sua Zumbado (Track & Field)

Future Sports Highlights

- Regional SportAccord Pan America Conference 2019
- NFL Pro-Bowl 2020
- CMAS Fin Swimming World Cup for May 2019
- USA Fencing Events 2021 (Veterans and North American Cup)
- AAU Volleyball Mid-Atlantics Regionals 2019
- X-Games Qualifier
- National Wrestling Coaches Association National Convention 2019/2020
- Firefighter Combat Challenge 2020
- UANA Swimming Cup for 2020 and International Swim League
- USA Sports Council Multi Sport National Championship 2019
- North American Gay Basketball World Championships June 2020
- Florida State Pepsi Bowling Tournament 2020
- National Horse Shoe Pitching Championships 2021
- Kiwanis PowerBoat Race in Deerfield Beach Sep 2019
- Teen Masters Bowling June/July 2019
- International Soccer Friendlies Summer 2019
- NHL All Star Game 2021
- PANAM Sports Best Practices Seminar and Athletes Gala



ORLANDO 2019



GREATER
FORT LAUDERDALE



Multicultural Development

Multicultural Development Highlights

Major Groups Booked:

- **100 Black Men of America** – June 2021: 2,337 room nights
- **American Tennis Association** – August 2019: 2,000 attendees
- **Greater Harlem Chamber of Commerce Board**: January 2019
- **Christian Fellowship/QCF Summer Retreat 2019**: 300 room nights
- **Christian Fellowship Conference 2020**: 1,395 room nights
- **Christian Fellowship/QCF Summer Retreat 2020**: 500 room nights
- **Majestic Catering**: 2,731 room nights
- **Praying Pelicans Missions**: 346 room nights
- **International Hustle and Salsa Congress 2019**: 503 room nights
- **National Black Caucus of State Legislators**: 880 room nights
- **New Golden Heights Church of Christ**: 125 Room nights
- **Florida Alliance for Arts in Education**: 250 room nights
- **Triumph the Church & Kingdom of God in Christ**: 872 room nights

Multicultural Development Highlights

Cultural Programs Booked:

- **Porgy and Bess Opera:**
January 2019
- **Hispanic Leadership Reception:**
January 2019
- **Woman Art Thou Conference:**
March 2019 - 300 attendees
- **Taste the Islands Experience:**
April 2019 - 2,000 Attendees
- **Synergy Summit Conference:**
May 2019 - 1,100 Attendees



Multicultural Development Highlights

Group Arrivals Q4:

- **American Druze Society, November: 350 room nights**
- **Israeli American Council, November: 3006 room nights**
- **Hispanic Employee Forum, October: 390 room nights**
- **Jewish National Fund, November: 1100 room nights**
- **Traci Lynn Jewelry, November: 387 room nights**
- **Sai Maa, LLC, December: 1100 room nights**
- **Alpha Omega International Headquarters, December: 190 room nights**

Multicultural Development Highlights

Conferences Attended:

- **Connect Faith, Ontario, California Nov 12-14:**
Hosted welcome reception with more than 150 religious meeting planners.
More than 30 appointments confirmed.
- **National Coalition of Black Meeting Planners Conference, Oakland, Nov 29-Dec 2:**
More than 60 meeting planners and 12 confirmed appointments.

ATA/ATEF NATIONAL TENNIS TRAINING FACILITY & HALL OF FAME



**Capital Campaign
Director Selected.**

**Conducted update
and assessment
meeting with
Miramar Mayor.**

**Phase II planning
meeting with City
Manager and Staff**



Strategic Client Services



Welcome to GFL

OCTOBER

Total Groups: 63

Total Room Nights: 64,121*

Attendance: 168,950

NOVEMBER

Total Groups: 64

Total Room Nights: 44,511

Attendance: 30,533

DECEMBER

Total Groups: 48

Total Room Nights: 70,600

Attendance: 55,450

* Final room nights for FLIBS pending as of January 15, 2019



Upcoming Events

United Motorcoach Association (UMA)

January 6-10, 2019

800 Show Attendees & 755 RPN/3,217 TRN

Tropical Plant Industry Exhibition, 2019 |

January 16-18, 2019

1,100 Show Attendees & 538 RPN/1,100 TRN

Pri-MED South

February 7-10, 2019

740 Show Attendees & 625 RPN/2,243 TRN

Cruise360

April 2-8, 2019

1,200 Show Attendees & 465 RPN/1,200 TRN

Strategic Client Services Highlights




We wish to thank all of our Summit Sponsors and Partners!

Benefactors	
Bureau Waardenburg Ecology & Landscape	ECONcrete
Chesapeake Bay Program	Earth Resources Technology (ERT)
Contractor Compliance and Monitoring, Inc.	Environmental Science Associates (ESA)
EA Engineering, Science and Technology, Inc.	NOAA Sea Grant
ECO	Tulane Institute on Water Resources Law & Policy
	Woods Hole Group

Exhibitors	
American Shore and Beach Preservation Association (ASBPA)	Dredge America, Inc.
Aquarium of the Pacific	Eureka Water Probes
Artist Boat	Filtrex International
The Bay Foundation	Greater Fort Lauderdale Convention & Visitors Bureau
BioBase by C-Map	Heal the Bay
Blue Robotics	In-Situ
Brown Girl Surf	OTT HydroMet
California Estuarine Research Society	RBR
Clean Foundation	Turner Designs
DHI Water & Environment, Inc.	U.S. Fish and Wildlife Service – Coastal Program
	Xylem/YSI

Climate Neutral Sponsor

 **Ecosystem Investment Partners**



Strategic Client Services Welcomed:



Wedding Wows



October-December

- ✓ Weddings Booked: 14
- ✓ Total Room Nights: 1,082
- ✓ Weddings Actualized: 14
- ✓ Bridal Media Press Trip
- ✓ Great Bridal Expo- new show at BCCC – 266 Leads

GREATER
FORT LAUDERDALE



Marketing & Communications

sunny.org

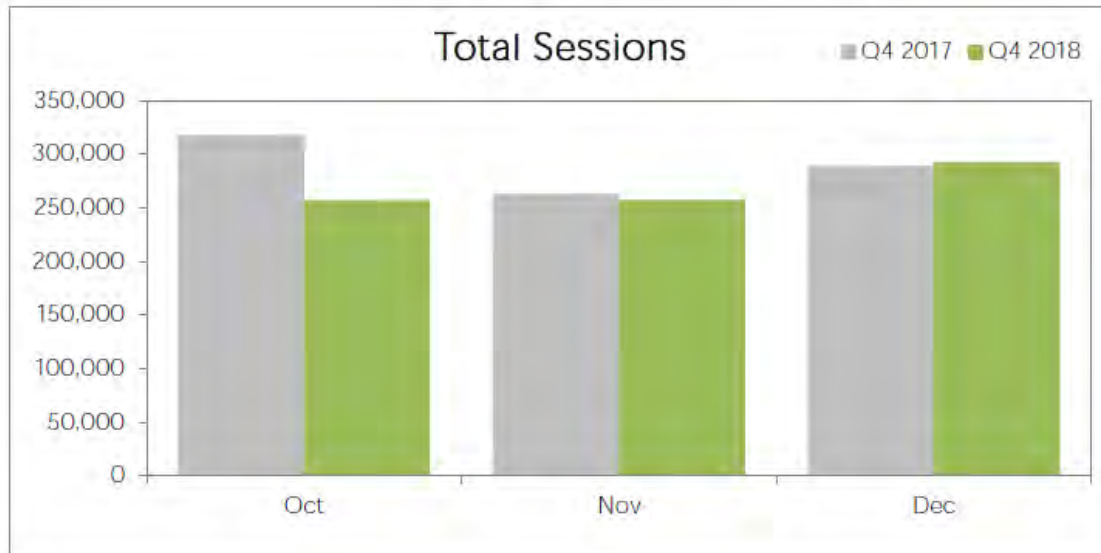
Key Metrics	October-December 2018	% of Total Traffic
Total Website Visitors	807,437	
Unique Visitors	581,341	
Page Views	1,544,038	
Average Pages Per Visit	1.91	
Average Time on Site	1 minute, 45 seconds	
Organic Search Traffic	346,065	42.86%
Paid Search Traffic	124,341	15.40%
Referring Websites Traffic	56,652	7.02%
Direct Traffic	114,706	14.21%
Facebook Campaigns Traffic	9,237	
Twitter Campaigns Traffic	475	

sunny.org

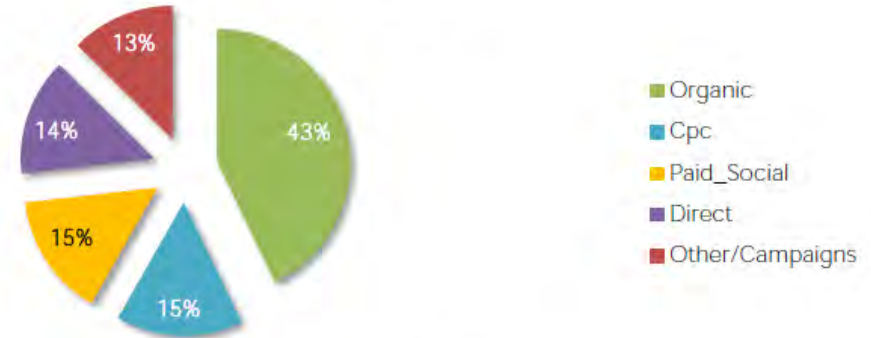
Q4 Summary

While total sessions were down for Q4 2018, mobile traffic increased by 2%. Pages per session and average session duration both increased over 2017 while the bounce rate decreased, showcasing the new design is performing better with engagement.

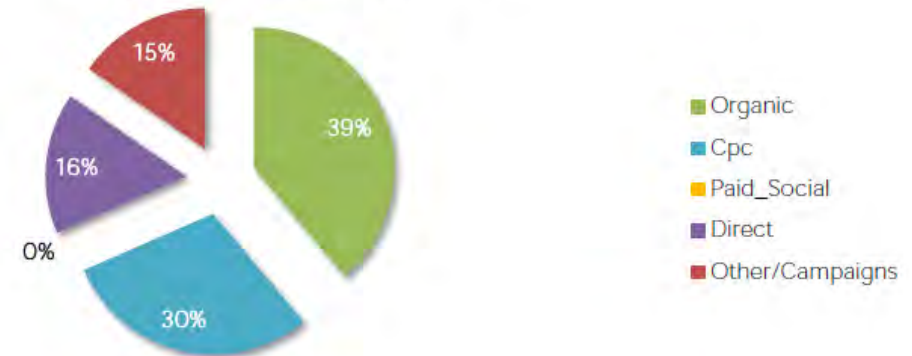
Top landing pages for organic search users include the Events page, the Webcam page, the Home page (+16%), the Holidays page (+7%), the Riptide Music Festival event detail page, the Things to Do page, the Things to Do with Kids page and the Top 10 Things to Do page. Organic entries to event detail pages increased by 89% and by 47% to listing detail pages.



Q4 2018 Traffic Sources



Q4 2017 Traffic Sources



Consumer E-newsletter Stats



GREATER FORT LAUDERDALE

This is a destination that celebrates culture—from our diverse community to our array of interests. Whether you're into boating, art, sports or live music on the beach, you'll find all that and more in Greater Fort Lauderdale.

[LEARN MORE](#)

FEATURED PARTNERS

The Atlantic Hotel & Spa
This 16-story boutique hotel sits adjacent to Fort Lauderdale's white-sand beaches and features a 5th floor pool deck and bar. With just 100 well-appointed rooms, every guest enjoys an individualized experience and balcony views.

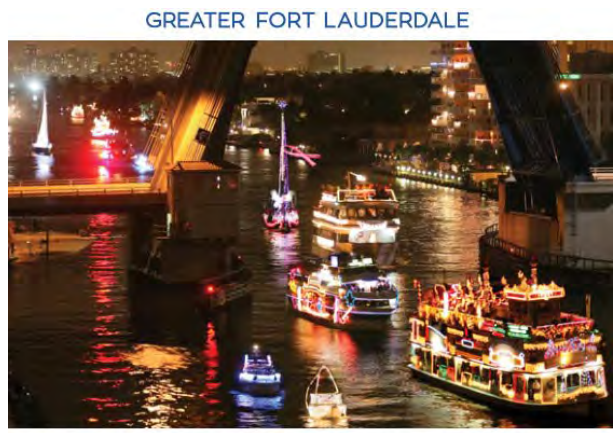


[LEARN MORE](#)



Sawgrass Mills
With 350 stores, this is the largest outlet mall in the U.S. Meanwhile The Colonnade Outlets at Sawgrass Mills has over 70 luxury brands. Enjoy your

**October
Open Rate:
6.35%**



GREATER FORT LAUDERDALE

There's still time to get your tickets to the world-famous Seminole Hard Rock Winterfest Boat Parade. Don't miss your chance to watch the holiday season set sail on Dec. 15.

[GET TICKETS](#)

HAPPY THANKSGIVING



Spice up your traditions with these holiday weekend happenings. Indulge in a special waterfront feast at Etaru in Hallandale Beach, or sing along with Elton John at his farewell tour.

**November
Open Rate:
8.13%**



GREATER FORT LAUDERDALE

We saved you a seat in our winter wonderland. From days at the beach to nights on Las Olas Boulevard, Greater Fort Lauderdale will give your 2019 a warm welcome.

[LET'S GO](#)

ART ON THE WATER



Experience art that moves you—literally. Journey along the Intracoastal Waterway via Water Taxi for a one-of-a-kind curated tour of vibrant galleries and luxury homes. Art Fort Lauderdale sets sail on Jan 24-27, during Fort Lauderdale Art & Design Week (Jan 19-27).

[GET TICKETS](#)

FEATURED PARTNERS

**December
Open Rate:
8.41%**



PR & Social

October – December Media Coverage Highlights

- Clips: 375+
- Impressions: 335,922,221+
- Media Journalist Visits: 11

elNuevoHerald

Fort Lauderdale: Vacaciones cerca de casa

POR CELESTE RODAS DE JUÁREZ

Especial/el Nuevo Herald

Para los miamenses que quieren unas mini vacaciones divertidas y a la vez libres de estrés, nada como Fort Lauderdale, esa colección de 23 millas de tentadoras playas que bordean esta costa del Océano Atlántico. Pero ojo, que esta hermosa región floridana es mucho más que sol y arena, tiene una cantidad de fantásticos parques y restaurantes que hacen que manejar hasta allá no solo valga la pena... ¡nos deje sin ganas de regresar a casa!



Para una cena frente al mar, no hay que dejar de visitar Ocean 2000, el restaurante del Pelican Grand Beach en donde el chef David Goette, quien hasta hace poco ganó mucha popularidad en South Africa dirigiendo varios restaurantes, armó una fusión de platillos locales con internacionales. Como por ejemplo, el salmón glaseado con salsa de guayaba, o su pollo orgánico a la parrilla con un twist de sazón jamaíquino. Mientras que su sopa Florida Conch Chowder es fácilmente la mejor de la región.

Para comenzar, en Fort Lauderdale está el único hotel de esa zona que tiene un "lazy river". Se trata del Pelican Grand Beach Resort. El edificio del hotel es impresionante porque debido a su proximidad con la playa, da la impresión de que está sobre el mar. De hecho, desde sus

AMERICANWAY

AMERICAN AIRLINES - AMERICAN EAGLE

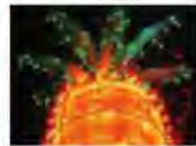
3
FLORIDA IS THE NEW TIMES SQUARE
The Sunshine State's New Year's Eve celebrations put quirky twists on the classic ball drop



Come Sail Away
Fort Lauderdale
A plunging 20-foot-tall anchor wrapped in 12,000 lights means the new year has officially docked. Can't make it to midnight? A 7 p.m. countdown ends with the anchor lighting up.



If the Shoe Fits
Key West
Partygoers on Duval Street will celebrate 2018 sashaying away as local drag queen Sushi descends from the balcony at Bourbon Street Pub in a giant red high heel.



Slice of Life
Sarasota
The Pineapple Drop is the city's annual New Year's Eve tradition where thousands of revelers converge downtown to gawk at a giant illuminated pineapple dangling from a crane.



Having a Ball
Panama City
The white-sand locale is releasing 10,000 beach balls upon neck-craining spectators at 8 p.m. followed by a mammoth glowing beach ball from Celebration Tower at midnight.

Forbes

Where To Go Next: 14 Best Places To Travel In The US In 2019



Where: Fort Lauderdale, Florida

Chosen By: Sarah Funk is a travel show host and blogger. She is frequently seen on *Travel + Leisure* and has been to over 40 countries.

Why: Greater Fort Lauderdale is having a modern-day renaissance. The beach town has transformed into a luxurious getaway for the hip and young. Its sandy shores are crowd-free, with swaying palm trees and miles of peaceful beaches like Pompano and Lauderdale-By-The-Sea. [Sophisticated hotels](#) such as the Conrad Fort Lauderdale Beach dot the beaches and new luxury hotels are on the way, including the Four Seasons Hotel & Private Residences, slated to open in 2020. Millennials can also find a place they will love at the W Hotel or Plunge Hotel. Fort

Forbes- December 6, 2018
UMV: 29,759,863

the knot

6 Spots to Minimoon in Florida



Just 40 minutes north of well-known party spot, Miami, the up-and-coming haven of Fort Lauderdale offers standout restaurants, an underground art scene and outdoor adventures.

Stay: You'll never feel more like a celeb than when staying at [The Diplomat Beach Resort](#). The massive hotel debuted its multi-million dollar tropical-oasis-themed redesign in 2017. Spend your days poolside at the lagoon pool or steal away for some quality time in a private cabana. Grab a taco on a house-made tortilla at Playa, the poolside Neuvo Latino spot, and one of its frozen cocktails (or try them all, we won't tell). After you've had your fill of sun, continue to unwind from all that planning stress in the luxury spa. Trust us—nothing relaxes like an indoor waterfall and full-body massage. Check out one of the many on-site

The Knot- November 2, 2018
UMV: 11,963,044

lonely planet

9 US cities that do Día de Muertos right



Fort Lauderdale

South Florida is a melting pot of Latinx cultures, so it's no wonder that it's now home to one of the most riveting Día events yet. [Florida Day of Dead in Fort Lauderdale](#) is best known for its amazing skeleton processional, led by mariachis and massive skeleton puppets (some towering at nearly 20 feet in height). If that doesn't convince you, they've also got folkloric ballet performances from various Latin-American countries, a handmade artisan showcase, all-ages workshops, and of course, *ofrendas*.

Lonely Planet- October 1, 2018
UMV: 3,780,248

GREATER
FORT LAUDERDALE

The Best Places to Travel in February



Fort Lauderdale, Florida

This warm, sunny city on Florida's southeastern coast would be a perfect winter getaway with temperatures in the high 70s and so much to do. With beaches, boating canals, hotels, boutiques, art galleries, culture, and history, there's something for everyone to enjoy. A stroll along the beachfront promenade would be a worthy introduction to the gorgeous coastline, while historic Las Olas Boulevard welcomes visitors to downtown Fort Lauderdale's restaurants and shops. Newly opened [Sistrunk Market & Brewery](#) includes dining venues, a full production brewery, culinary classes, art, and entertainment. The Broward Center for the Performing Arts offers a full schedule that covers opera, dance, popular music, and lectures. Boat trips along the Intracoastal Waterway are another way to see the Fort Lauderdale area. New luxury hotels blend with historic buildings, as an example the Stranahan House, a preserved 1900s home furnished with antiques, and Bonnet House Museums & Gardens, a 35-acre historic estate, open to the public. [The Dalmar](#), a new 25-story luxury hotel from Marriott's Tribute Portfolio, will feature the city's highest skyline rooftop bar. The [Ritz-Carlton, Fort Lauderdale](#) will host two events during the South Beach Wine & Food Festival to be held Feb. 20-24.

Travel + Leisure - December 18, 2018
UMV: 3,164,163

All the Design Events Happening This January



Art Fort Lauderdale

When: January 24–27

Where: Fort Lauderdale, Florida

Website: www.artftlauderdale.com

Unique in its presentation, Art Fort Lauderdale uses multimillion-dollar homes along the Intracoastal Waterway as galleries, rather than white cubes. Complimentary water taxis are available to transport attendees between the various sites so they can take in this unique art experience.

**Architectural Digest- December 19,
2018**
UMV: 1,496,749



Fort Lauderdale to host first Regional SportAccord Pan America in 2019



Regional SportAccord Pan America will run from December 10 to 12 next year at the Broward County Convention Center in Fort Lauderdale.

"The Regional SportAccord will bring a variety of prominent leaders in the world of sport together to form a platform that will enable Pan American delegates to gain a global perspective from the Olympic and non-Olympic movement," said Francesco Ricci Bitti, SportAccord Executive Committee member and Association of Summer Olympic International Federations (ASOIF) President.

"Regional SportAccord provides the ideal platform to exchange practical ideas and helps to shape the future of sport.

"Being able to discuss challenges with leading experts, meet and network with key players, have direct access to conference presenters and get a deeper understanding of the trends that will affect sport in the years to come - all under one roof."

Inside The Games-
November 6, 2018
UMV: 598,936

Greater Fort Lauderdale + The Diplomat Beach Resort Weddings/Bridal Press Trip

Weddings/Bridal Press Trip

October 18-21, 2018

A destination experience themed “Pop the Question” showcasing the most romantic restaurants, attractions and venues.



Total Participants: 7

Media Coverage to Date:

- Where to Stay and What to Do in Fort Lauderdale, **Travel Pulse**
- 5 Spots to Minimoon in Florida, **The Knot**
- Florida The Year Round Wedding Destination, **World Bride Magazine**

Pending Coverage:

- Top Places for 2019, **World Bride Magazine**

October- December Media/Influencer Visits

- Myrdith Leon McCormack, **World Bride Magazine**
- Tylik Hill –Photographer, **World Bride Magazine**
- Katherine Kortebein –**The Knot**
- Nelson Branco –**Toronto Sun**
- Laurie Farr –**Frommer's**
- Nicholas Kontis –**USA Today**
- Emily Krause –**Travel Pulse**
- Karol Velasquez, **Influencer**
- Marissa Anwar-**Influencer/ Travel Journalist**
- Chris Muther-**Boston Globe**
- Toby Saltzman, **Jewish Canadian Magazines**



Karol Velasquez (Influencer) at the Fort Lauderdale International Boat Show.

Social Media Engagement Highlights

@VisitLauderdale

(October-December 2018)



Total Followers:
250,945

Total Impressions:
860,947

Total Reach:
647,816

Total Engagement:
18,727



Total Followers:
73,581

Total Impressions:
407,274

Total Engagement:
5,269



Total Followers:
25,716

Total Impressions:
402,223

Total Reach:
307,499

Total Engagement:
7,108



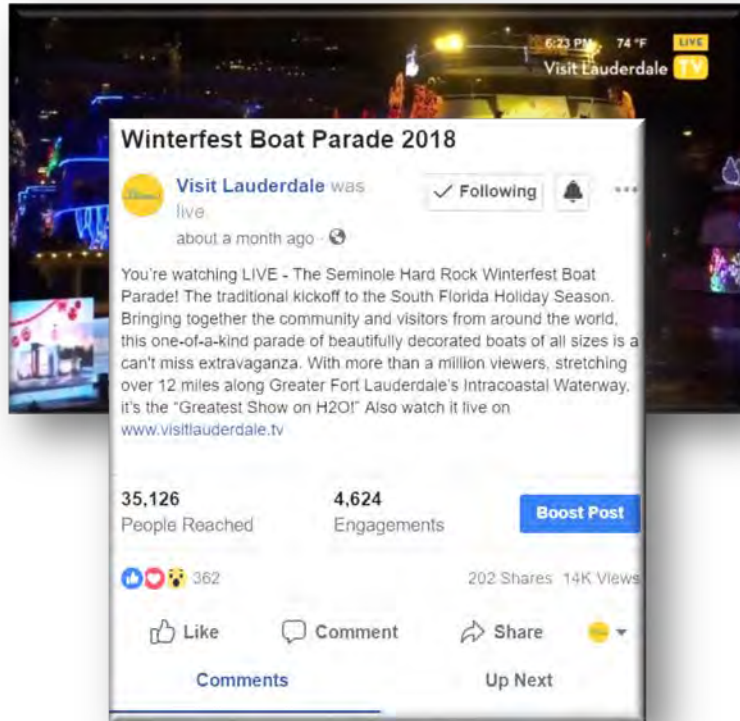
Total Subscribers:
1,003

Total View:
12,347

Minutes Watched:
10,297

Top Organic Social Posts

Facebook



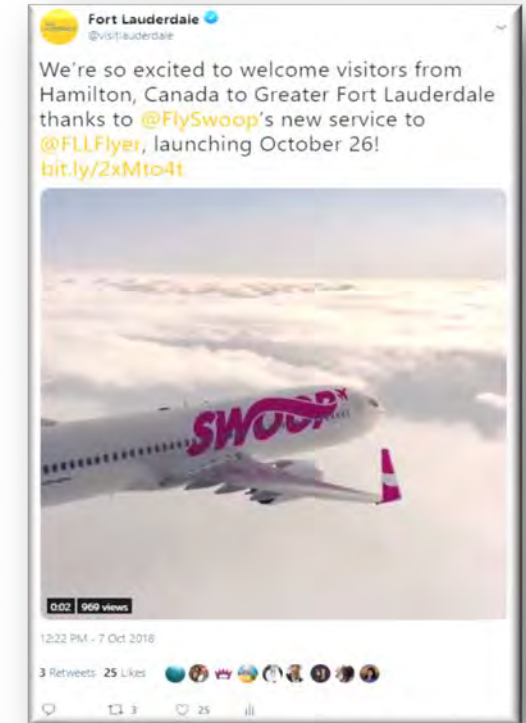
December
35,126 Total Reach
48,410 Impressions

Instagram



December
7,758 Likes
1,432 Engagements
13,752 Impressions
10,636 Reach

Twitter



October
6,667 Impressions
92 Most Engagements



Diversity is in our DNA.

In Greater Fort Lauderdale, we welcome everyone who shares our passion for possibility. Discover a vibrant collection of cultures and activities, and an urban energy that ignites the unexpected.

Start planning at sunny.org/vacationplanner

GREATER FORT LAUDERDALE



LGBT+ Marketing

LGBT+ Marketing Highlights

AWARDS:

2018 Visionary Award from the Greater Fort Lauderdale Chamber of Commerce for the CVB's commitment to growing LGBT+ tourism in Broward County.

ATTENDED:

OutShine Opening Reception

World Travel Market, London

Corporate America meetings, Minneapolis

Nat'l LGBT Chamber of Commerce Gala, DC

19th Annual Forum on LGBT Tourism



LGBT+ Marketing Highlights

COVERAGE:

Passport Magazine: “Southern Comfort in Fort Lauderdale”

Instinct Magazine: “Thanksgiving in Greater Fort Lauderdale” with personal insight from the writer, Adam Dupuis

Chicago’s Windy City Times: “A Visit To The Gay Capital Of South Florida – Wilton Manors” - Bill Malcolm

Tobias Sauer, German freelance journalist: Three articles on the destination. One on the World AIDS Museum, The Stonewall Museum as well as a general LGBT+ destination piece

Nomadic Boys: Visit Florida LGBT+ press trip (pictured here)

Planet Romeo and Out TV Germany: Dirk Baumgartl, Spartacus Traveler, Editor in Chief, attended a FAM in GFL





**UNDERGROUND
LAUDERDALE**

film • music • fashion • create

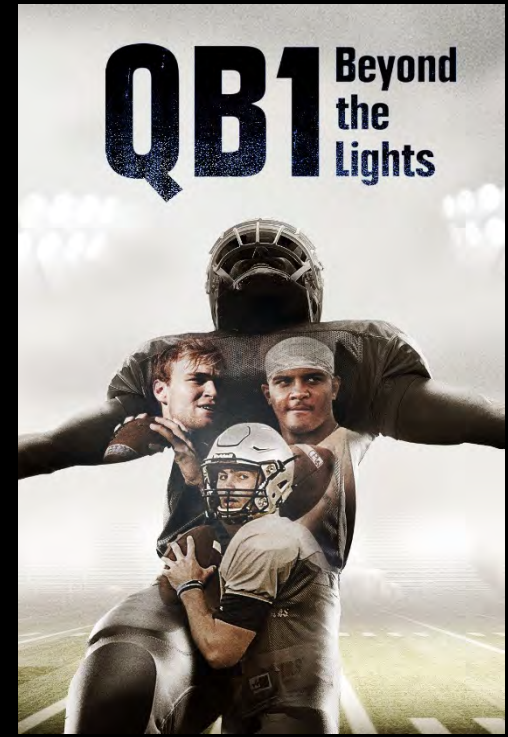
sunny.org/underground

Underground Highlights: October 2018 – January 2019

Economic Impact = \$7.9M+

Film Permits = 174

Job Creation = 2,563



Underground Highlights

- Successful 3-Day Riptide Music Festival
- Winterfest Partnership
- SXSW Partnership with Underground Music and promotions for this year's Riptide Music Festival
- Promotion of the ADW (Art and Design Week) and ART FTL Event
- Expanding continues to develop with the U-Create program's integration of "It's Hip to Have Kids," where families are presented from a creative, innovative, and futuristic standpoint
- Campaign initiative to showcase our unique shopping and fashion experience in the destination

UPCOMING EVENTS

- ART FTL Boat Tours (January 24–27, 2019)
- FLL Fashion Week (March 14–16, 2019)
- Tortuga Music Festival (April 12–14, 2019)



Underground Highlights

- CVB's Underground division attends the 3rd annual Riptide Music Festival on Fort Lauderdale beach. With the help of Starmark, the CVB hosted the **House of GFL** activation including live art with renowned painter, Hector Prado, as he created a live community art wall (see image below). (November 30 – December 2, 2018)

