



Us. Amplified.

TDC Meeting – 2/20/2025



DATA & RESEARCH

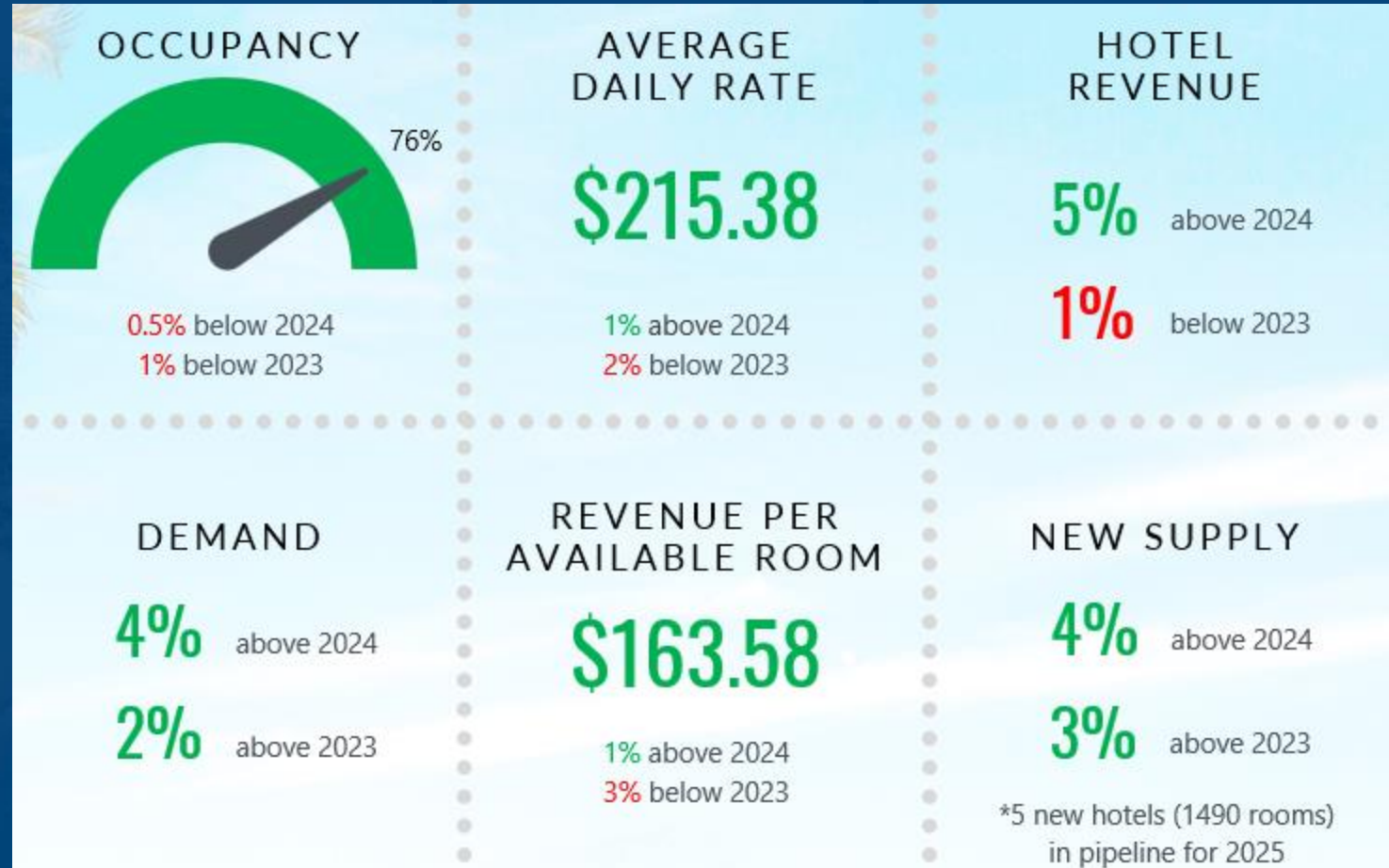
HOTEL METRICS

2025 YEAR-TO-DATE

January 1st

—

February 8th



Source: STR, LLC.

Hotel Forecast vs. Performance

Jan 2024	Forecast	Actual	%Difference
Occ	75.5%	74.9%	-1%
ADR	\$ 216.44	\$ 211.90	-2%
RevPAR	\$ 163.47	\$ 158.74	-3%

CY 2025 FORECAST

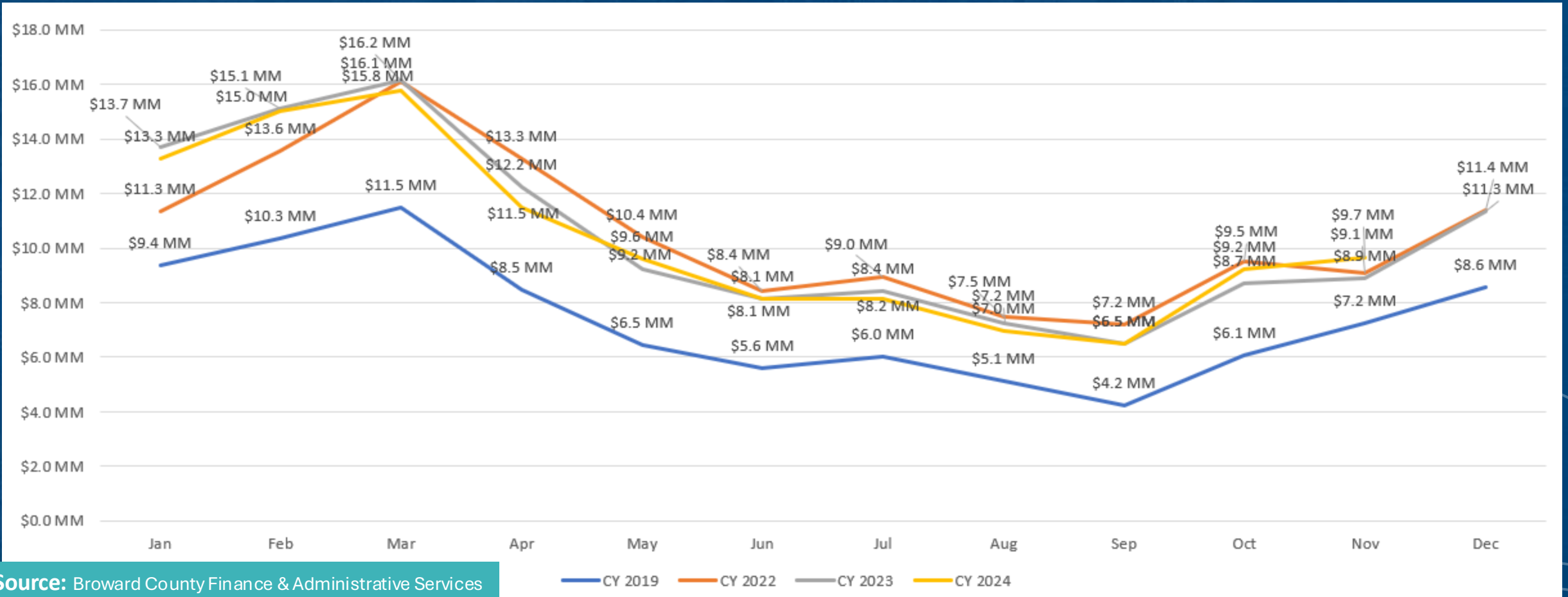
as released Feb 2024

Occ	ADR	RevPAR
71.5%	\$ 184.09	\$ 131.63

Source: STR, LLC.

TDT Revenue Collections

MONTHLY – CALENDAR YEARS 2019 - 2024



Source: Broward County Finance & Administrative Services Department, Records, Taxes & Treasury Division, Tourist Development Tax Section



MARKETING UPDATES

Digital Ads



Commercial



Cube Advertising



Activation



Activation Dates:
March 13 – March 16

Location: Magnificent Mile

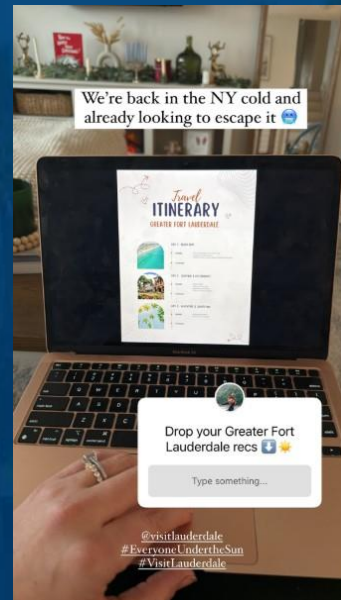
**Last St. Patrick's Day for
River Dying the venue
had over 70K visitors**

**Weekday average: 30k/day
Weekend Average: 35k/day**



Bus Shelters

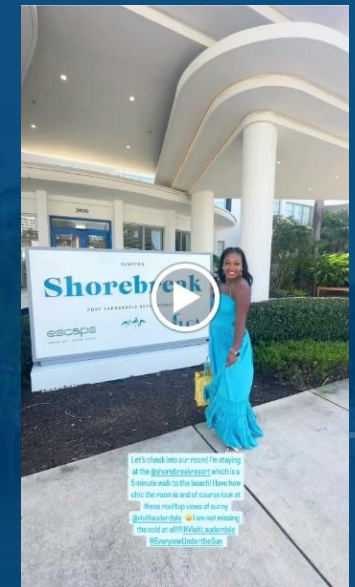




Pretzels in Paradise
New York



Sarah Yi
Chicago



Adrie
Atlanta

Social Media Influencers

WINTER CAMPAIGN

BREAK FREE



Digital
Ads

Commercial

Cube
(Time Square)

Chicago
Activation