

GREATER FORT LAUDERDALE

Tourist Development Council Quarterly Report Q3 2019





Tourism Sales

Q3 2019

Tourism Sales Engagement Highlights (July)

JetBlue Engagement / Salt Lake City Mission (Salt Lake City, Utah)

- JetBlue lunch & learn to 120 sales reps
- Sales calls and Travel Advisor lunch and learn for 30 advisors

Global Travel Marketplace, East (Hollywood, FL)

- 12- Thirty- minute boardroom presentations to over 144 advisors
- 2 days of one-on-one appointments with 70+advisors
- Hosted welcome reception at Diplomat Hotel for 250 guests

International

- Creative Exchange - Shoreditch Mural (London)
 - “Art Swap” event in the UK with the Graffiti Kings
 - Network event and sales call with 25+ key operators and media in UK/Ireland
- Sales Calls Toronto-based wholesalers, trade and media partners
 - Air Canada/Air Canada Vacations, TravelBrands Tripcentral.ca, WestJet
 - Brand USA
 - Baxter Media, Travel Industry Today



Tourism Sales Engagement Highlights (Aug)

Marriott Engagement / Omaha Mission (Omaha, Nebraska)

- Marriott lunch & learn tradeshow - 500 sales reps
- Sales calls and meeting in Omaha

Virtuoso Travel Week (Las Vegas, Nevada)

- 4 days of one-on-one meetings with luxury travel advisors (over 450 appointments)
- Destination panel presentation

ASTA Global Convention / FAMS (Hollywood, Florida)

- Hosted 9 travel advisors for Post Conference FAM
- 2-day tradeshow with ten hotel partners
- Hosted welcome reception for over 600 at Gulfstream Park

Education Seminar for Tourism Organization (ESTO)

- Professional development

International

- International Inbound Travel Association (IITA) Board Meeting
- Brazil Sales Mission
 - Sao Paulo (35), Belo Horizonte (51), Rio de Janeiro (48)
- Travel agent trainings (Brazil):
 - Agaxtur: 32 sales staff members
 - ViajaNet (With Visit Florida and Visit Tampa Bay): 36 TA's



Tourism Sales Engagement Highlights (Sep)

Apple Leisure Ascend Conference (Philadelphia, Pennsylvania)

- Tradeshow with 3 partners; 600 + travel advisors in attendance

Delta Vacations University (Detroit, Michigan)

- Tradeshow with 2 partners; 2000+ travel advisors in attendance

ASTA Small Business (Aurora, Colorado)

- Tradeshow with 1 partner; 400 advisors
- Roundtable engagement sessions with 200+ advisors

International

- Brand USA Travel Week Europe (London, UK)
 - 30+ appointments with Euro/UK/Ireland tour operators
- La Cita Trade Show – Kissimmee, FL
 - 18 wholesale appointments
 - 9 media appointments
- Germany Sales Mission
 - Munich, Frankfurt, Hannover, Hamburg
 - 65 wholesale partners
 - 19 media



Tourism Sales – Market Outlook & Update Forum

Topics discussed/presentations:

- GFLCVB Agency Update
- Broward County Aviation - FLL
- Port Everglades
- Travel Market Insights (2018 Int'l #s)
- American Society of Travel Advisors
- International & Domestic 2020 program highlights
- More than 95 partners in attendance

Full presentation available:

<https://www.sunny.org/partners/market-research/>





Convention Sales

Q3 2019

Group Sales Events & Tradeshows

- CVENT Connect, Las Vegas July 8-11
- Network Distribution Lunch Presentation, Schaumburg July 9
- FSAE Annual Conference, Jacksonville July 10-12
- Destinations International, St. Louis July 23-26
- Bus Drivers Association Presentation, Itasca July 23
- CESSE Trade Show, Baltimore July 23
- SmithBucklin Planner Reception, Chicago July 25
- Summer Splash Destination Preview, Fort Lauderdale July 25-28
- ASAE Annual Meeting & Expo, Columbus Aug. 10
- FICP Canadian Seminar, Toronto Aug. 12
- Canadian Meeting & Events Expo, Toronto Aug. 13-14



Group Sales Events & Tradeshows

- **MPI Sunshine Education Summit, Orlando Aug. 19-23**
- **Connect Marketplace, Louisville Aug. 25-29**
- **Kellen Annual Meeting & Tradeshow, Tampa Aug. 26-27**
- **North American Wholesale Lumbar Association Aug. 27-28**
- **HMI Annual Client Supplier Gala, Montreal Sept. 4-5**
- **Governors Conference, Boca Raton Sept. 4-6**
- **Destination Celebration Tradeshow, Indianapolis Sept. 5**
- **IMEX America, Las Vegas Sept. 9-15**
- **Dine with Destinations Client Event, Sept. 11**
- **NCBMP event, Washington Sept. 12**
- **Leading Authorities National Baseball Client Event, DC, Sept. 13**



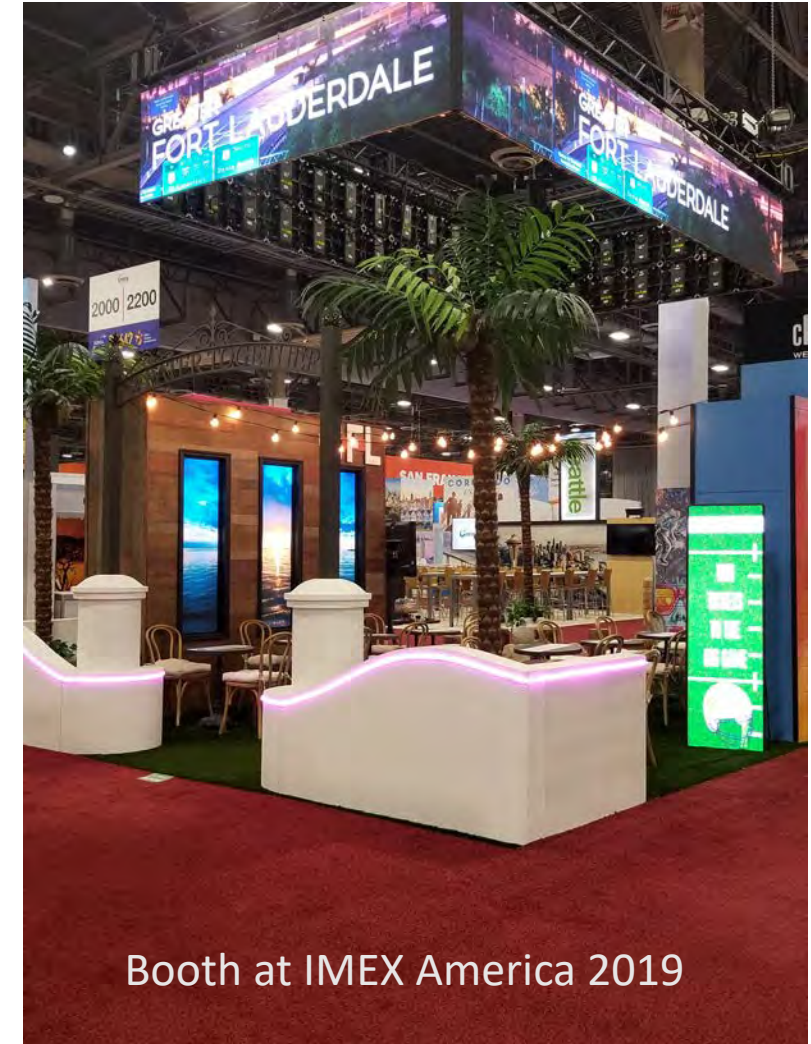
Group Sales Events & Tradeshows

- HelmsBriscoe FAM Presentations Sept. 27
- MPI NJ September Education Program, New Brunswick Sept. 27



Group Sales Site Visits

- **National Electrical Contractors Association**, July 9
- **AmeriSource Bergan ION**, Aug. 19
- **Consortium Healthcare Plans**, Aug. 20
- **Florida Dept of Transportation**, Sept. 8
- **Association of Home Office Underwriters**, Sept. 9
- **Eppendorf**, Sept. 27



Booth at IMEX America 2019



Sports Development

Q3 2019

Sports Highlights

- Teen Masters Bowling Tournament
- AAU Taekwondo National Championships
- AAU Karate National Championships
- USA Volleyball High Performance Championships
- US Junior Judo Open Championships
- USTA Boy 14s National Clay Court Champs (Tennis)
- USTA Girls 14s National Clay Court Champs (Tennis)
- Dig the Beach Series (Volleyball)
- Ed Finley Southern Regional Barefoot Water Ski Championship
- SUTS Summer Final South Classic (Basketball)
- LATAM International Ice Hockey Cup
- Senior Swim Championships
- Bowling Tournament of the Americas
- National Wrestling Coaches Association Convention
- Newbreed Grappling Tournament
- STA vs Bergen Catholic Football Game
- Davie United Soccer Friendlies
- Davie Pro Rodeo
- Brazil vs Colombia ICC (Soccer)
- Senior Swim Champs
- United Soccer Cup
- Bugfest (Lobstering Festival)



AAU Taekwondo National Championships, with over 2600 athletes plus coaches and families



AAU Karate National Championships, with over 1500 athletes plus coaches and families





**USA Volleyball High Performance Championships,
with more than 1800 athletes plus coaches and families**





**National Senior Games & Cheer and Dance clients entering contest to win
SUPER BOWL 2020 tickets at CVB Booth at Connect in Louisville, KY**

Attended Industry Events



Connect

ASSOCIATION | CORPORATE | EXPO | SPECIALTY | SPORTS | TOUR

- IAEE Women 's Leadership Forum at Connect Summit, Louisville, KY
- Connect Sports Conference, Louisville, KY



Featuring guest speaker Dr. Hackie Reitman, surgeon/boxer/writer/film maker and the brilliant mind behind Different Brains discussing mental health and sports.

JUNIOR - SENIOR - VETERAN
U.S. OPEN
31ST ANNIVERSARY 2019

With more than 4000 in attendance



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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 Horseshoe Pitching Championships 2021
- NHL All Star Game 2021
- USA Track & Field U20 Outdoor Championships June 2020
- AAU National Convention 2022
- National Wrestling Coaches Convention 2019/2020
- MIC Football USA November 2019/2020
- Florida Sports Foundation Summit 2020
- USA National Beach Volleyball Tour Junior Championships July 2020
- NFL Combine Prep January 2020
- Last Man Standing World Cup of Cricket November 2020
- Rugby Americas North 5s January 2020/2021
- 2021 JCC Maccabi Games
- Formula 1 Grand Prix 2021





Multicultural Business Development

Q3 2019

Multicultural Development Quarter 3 Highlights

- National Association of Negro Business Women's Conference - *July 2019*
- American Tennis Association National Championships - *July 2019*
- Latin American Association of Insurance Agencies - *July 2019*
- Caribbean Premier League T20 Cricket - *August 2019*
- Black Meetings & Tourism Magazine Hosted Buyers Program - *August 2019*
- Cricket - West Indies vs. India T20 Tour - *September 2019*
- ICABA Global Business Hall of Fame - *September 2019*
- IMEX – African American Meet-Up (Las Vegas) - *September 2019*



Join us for the African American Meet-Up At IMEX 2019



Tuesday, September 10, 2019

6:00 pm – 9:00 pm

The Venetian - Penthouse Floor , #

Heavy Appetizers / Open Bar

Sneak Peek - "THE TEMPLATE" 7:30 pm – 8:00 pm

Text RSVP – Name/Title/Company to (303) 349-9779

Powered By



African American Meet-Up

- **First Time Ever Program At IMEX**
- **More Than 50 New Planners And Organizational Leaders**
- **Brand New Leads For Future Business**
- **Partnership With Bahia Mar And Black Meetings & Tourism Magazine**
- **Opportunity To Share GFLCVB's Multicultural Initiatives and Exposure To New Convention Center Hotel**

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ICABA Global Hall of Fame Highlights



- **Hosted National and International Leaders from around the globe**
- **Regional participation provided attendees with opportunities to participate in Master Classes hosted by leaders**
- **GFL was highlighted in the videos that will be used for future destination marketing**
- **Leaders included ambassador Andrew Young, Arnold Donald, CEO Carnival Cruise Lines, Yvette Miley, MSNBC**

Upcoming Multicultural Development Highlights

Conferences and Travel:

- **Connect Faith Conference, Grand Rapids: October 2019**
- **National Coalition of Black Meeting Professionals, New Orleans: November 2019**
- **National Conference Of Black State Legislators: December 2019**
- **National Newspaper Publishers Association: January 2019**



Destination Services

Q3 2019



Welcome to GFL

JULY

Total Groups: 60

Total Room Nights: 21,534

Attendance: 8,277

AUGUST

Total Groups: 27

Total Room Nights: 11,549

Attendance: 7,367

SEPTEMBER

Total Groups: 19

Total Room Nights: 10,173

Attendance: 3,737



Upcoming Events

National Commission on Correctional Health Care (NCCHC)

October 12 - 16, 2019

1,400 Show Attendees & 750 RPN/3,200 TRN

61st Annual APS Division of Plasma Physics

October 21 - 25, 2019

750 Show Attendees & 620 RPN/2,850 TRN

Fort Lauderdale International Boat Show

October 29 – November 3, 2019

125,000 Show Attendees & 1,152 RPN/7,000 TRN



Destination Preview (FAM) Support Services

- **Post-ASTA FAM:
Domestic (Aug)**
- **Travel Impressions FAM:
Mexico (Sept)**
- **Viajes Exitos FAM:
Colombia (Sept)**

Q3/1819 FYTD Attendance: 53/185

Q3/1819 FYTD Partners Engaged: 20/181



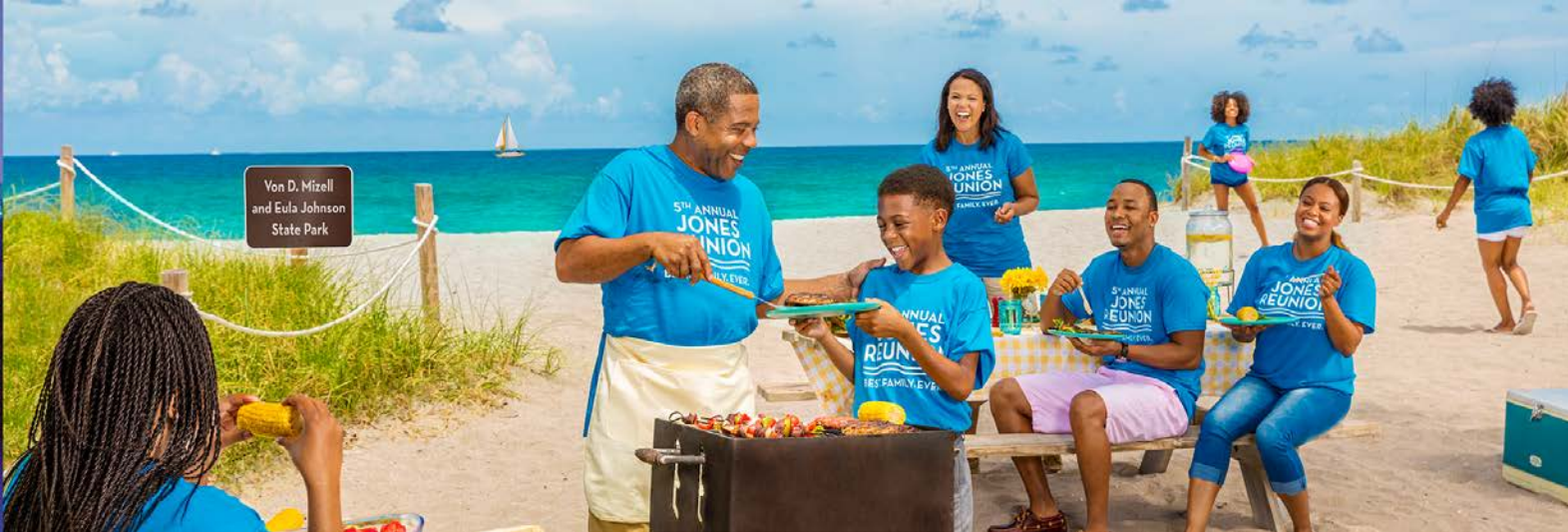
Destination Group & Event Services

- **Global Travel Marketplace (GTM)**
- **Florida Airports Council (FAC 50th)**
- **American Society of Travel Agents (ASTA 2019)**
- **Florida Institute of Certified Public Accountants (FICPA 2019)**



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





It all starts with you.

- 29 attendees including:
B Ocean, Flamingo Gardens,
Sonesta, Casino @ Dania Beach
- 100% recommend training
- More than 90% relevant to job

“Great training class, engaged instructor, and great food and snacks.”

“Very informative and fun!”



Marketing & Communications

Q3 2019

sunny.org (overall traffic)

Key Metrics	July-September 2019	% of Total Traffic
Total Website Visitors	949,081 (+6.5%)	
Unique Visitors	640,067 (+6.3%)	
Page Views	1,892,864	
Average Pages Per Visit	1.99	
Average Time on Site	2 minute, 8 seconds	
Organic Search Traffic	423,717 sessions	44.65%
Paid Search Traffic	120,565 sessions	12.7%
Referring Websites Traffic	64,260 sessions	6.77%
Direct Traffic	167,496 sessions	17.65%
Facebook Campaigns Traffic	10,554 sessions	
Twitter Campaigns Traffic	983	
Mobile Visits	551,567	
Desktop Visits	305,491	
Tablet Visits	92,023	

Q3 Summary (July – September 2019)

Total sessions and organic sessions increased this quarter over 2018, primarily due to Hurricane Dorian generating traffic to the Home and Webcam pages.

Social traffic from Facebook, Twitter and LinkedIn are also up compared to Q3 of 2018.

Organic search queries are also dominated by webcam and ‘things to do’ keywords for July-September.

As the content engagement starts rolling out more frequently, we should begin seeing increases in organic research in 4-6 months after the content goes live and begins accumulating links and authority.

Q4 is scheduled to be heavily event focused, which benefits the Events section greatly, especially as Google continues to push into Events space.

What cities are users from?

by City, Sessions, and % Change Year over Year

City	Sessions ▾	% Δ
New York	31,122	24.9%
Atlanta	10,519	19.9%
Montreal	8,424	38.3%
Dallas	7,839	13.3%
Boardman	7,822	106.7%
Chicago	7,622	7.5%
Washington	7,434	-13.9%
Houston	7,303	5.4%
Toronto	5,796	38.8%
Charlotte	4,679	60.5%
Nashville	3,739	58.4%
Sao Paulo	3,566	267.3%
Philadelphia	3,551	-41.7%
Austin	3,375	157.8%
London	3,241	-5.5%
Los Angeles	3,220	2.1%
Boston	2,762	-7.9%
Columbus	2,588	14.7%

Consumer E-newsletter Stats

GREATER FORT LAUDERDALE



From oceanfront views to epic entertainment, the lineup for your summer vacation is lookin' good. Upgrade your getaway when you book a 2-night stay, and receive resort credits, hotel room upgrades, 2-for-1 savings and more.

[SAVE NOW](#)

ON THE MARQUEE



Prepare to be amazed. **Cirque du Soleil: Corteo** is setting up stage at the **BB&T Center** in Sunrise from **July 24 - Aug 4**. With a fun story line and jaw-dropping baroque circus acts, this show is a can't-miss masterpiece.

[SEE SCHEDULE](#)

July
Open Rate:
7.94%

GREATER FORT LAUDERDALE



There's no better place to rest & recharge than paradise. During **Spa Month**, our blissful resort and day spas invite you to indulge in specially priced treatments from \$99.

[GET PAMPERED](#)

RESTAURANT MONTH



Bon appétit! Enjoy signature dishes created by top chefs, with specially priced, **three-course menus** from \$35 at the area's hottest restaurants.

[LET'S EAT](#)

August
Open Rate:
9.66%

GREATER FORT LAUDERDALE



As summer winds down, our VIP savings deal heats up. It's not too late to upgrade your getaway when you book a 2-night stay, and receive resort credits, hotel room upgrades, 2-for-1 savings and more.

[BOOK NOW](#)

END OF SUMMER PICKS



Beat the heat on the **waterways** of Greater Fort Lauderdale. Sightseeing cruises, paddleboard and kayak tours, boat rentals. See our **top picks**.

[READ NOW](#)

September
Open Rate:
8.34%



Public Relations

Q3 2019

Media Coverage Highlights

July-September 2019

- **Clips:** 210
- **Impressions:** 323,894,246
- **Social Media Shares:** 2,286



Today Show – August 22, 2019
Segment: Beach Ball Bonanza
Est. Viewership: 3,500,000
UVM: 23,917,404



WTVJ, NBC 6: 6 in The Mix (PAID) – August 23, 2019
Segment: Fort Lauderdale Food, Fun and More!
Est. Viewership: 1,693,116
UVM: 1,113,796

Forbes

No One Laughs Anymore At The Florida Craft Beer Scene



When the craft beer revolution began decades ago, Florida breweries produced lots of low-quality beers. That's no longer true in the Sunshine State.

Beer expert David Butler marvels at “the incredible strides” Florida’s craft breweries have made in the past few years.

“Nowadays, the same people who were laughing at the Sunshine State and how slow it was to join the craft beer game are clamoring for bottles from places like Funky Buddha, J. Wakefield, Angry Chair and others,” says Butler who writes [floridabeerblog](#).

Forbes – September 25, 2019
UMV: 29,788,885

Tampa Bay Times

7 affordable places to travel this summer



FORT LAUDERDALE

For a Florida break without the high price tag of Miami, Fort Lauderdale is a solid pick. The city has largely shed its former reputation as a spot for hedonistic college spring breaks. Today, it draws visitors for its activities surrounding fun in the sun, historical sites and a refined restaurant scene. Despite this shift toward the upscale, traveling to Fort Lauderdale in the summer continues to be a value, due to the greater likelihood of hurricanes during this time (and smaller crowds).

Tampa Bay Times – July 11, 2019
UMV: 4,774,189

**SOUTH FLORIDA
BUSINESS JOURNAL**

South Florida hotel to host international LGBT business conference 🔑

The National LGBT Chamber of Commerce (NGLCC) is bringing its annual International Business and Leadership Conference to Hollywood.

The NGLCC selected [The Diplomat Beach Resort](#) as the host destination for its 2021 conference, which is touted as the largest LGBT business conference in the U.S. It will run from Aug. 8-14.

Greater Fort Lauderdale LGBT Chamber of Commerce CEO and President [Keith Blackburn](#) told the *Business Journal* he expects 1,400 to 1,500 attendees.

“We last hosted the NGLCC in 2015 and are extremely excited to be bringing them back again,” he said.

About 1,000 people attended the conference the last time it was hosted in Broward County at the Harbor Beach Resort and Spa in Fort Lauderdale, according to Blackburn.

He said NGLCC will book the entire hotel for the 2021 convention to make it “ideal for networking.”

South Florida Business Journal –
August 20, 2019
UMV: 4,158,089

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12 hidden travel gems that are way cheaper in the fall



Fort Lauderdale, Florida

Miami gets all the attention for super stylish hotels and a hopping nightlife scene, but just an hour up the coast is Southern Florida's hidden style-star gem, Fort Lauderdale. Before holiday season kicks up, fall in Florida is a great time to find incredible savings at your favorite hotels. The Dalmar, Fort Lauderdale's newest design-driven hotel is offering rates as low as \$129 a night to experience its 1950s and 1960s golden age of travel vibe, Sparrow at the Dalmar, the 25th floor rooftop bar (the only one in the city), and the hopping lobby lounge where live music kicks it up on the weekends. Additionally, if you can make to Fort Lauderdale in September, [Fort Lauderdale's Restaurant Month](#) is taking place, where diners can experience some of the city's best restaurants with \$35 three-course gourmet dinners.

Reader's Digest – August 9, 2019
UMV: 3,514,052



The Best Places to Travel in November



Hollywood, Florida

Explore the [Hollywood Broadwalk](#), stretching two and a half miles along the Atlantic, lined with souvenir shops, restaurants, hotels, ice cream parlors, and parks. It's a wonderful place to walk, jog, bike, or just relax and enjoy the views. If your furry friend is along for the trip, check out Hollywood's Dog Beach or Hollywood Dog Park, among the city's about half a dozen dog parks. Download the "Ride Circuit" App to catch a free ride on the electric [Sun Shuttle](#) to the downtown area. You'll arrive in a vibrant, artsy neighborhood with buildings adorned by more than 20 oversized murals created by local, national, and international artists. Take a self-guided tour of the [Downtown Hollywood Mural Project](#) with a map provided by the organization. Arts Park, a 10-acre circle with a playground and splash pad, is a fun stop for kids, with movies and food trucks on some nights. The [Seminole Hardrock Hotel and Casino](#) will be opening on Oct. 24 to much fanfare. In addition to over 600 luxury guest rooms located in a structure resembling back-to-back guitars and jutting 450 feet in the air, the new Hard Rock will feature a private lagoon, spa, nightclubs, bars, restaurants, gaming, and a state-of-the-art entertainment venue. Renowned tenor Andrea Bocelli will light up the stage on Nov. 7, and Sting will appear on November 9. Nearby, the [34th Annual Fort Lauderdale International Film Festival](#) will take place from Nov. 1-17.

Travel + Leisure – September 13, 2019
UMV: 3,168,640



Best Beaches on the East Coast in the U.S.



Fort Lauderdale Beach, Florida

Miami Beach may have built up a reputation as *the* South Florida beach, but times they are a' changing, and Fort Lauderdale's beautiful, hip beachfront is coming for the crown (it's already got [Blue Wave](#) certification). While Miami Beach can be a bit much at times, the soft sands and sparkling waters of [Fort Lauderdale Beach](#) have a more relaxed and quieter vibe. It's less about the scene, and more about the scenery — we especially love the sound of heavy waves crashing at our feet. A paved promenade runs along the back of the beachfront, making for perfect running, jogging, walking, biking, or skating conditions.

Our Fort Lauderdale Hotel Pick: [Fort Lauderdale Marriott Harbor Beach Resort & Spa](#)

Oyster – July 10, 2019
UMV: 1,538,393



Searching For Giants: Inflatable Art Is Popping Up Across Broward County



Broward County's cultural division is holding a sort-of scavenger hunt — for giant inflatable art installations.

It's a series of pop-up public art shows at parks and libraries called "Searching For Giants."

"All of them look like big toys, transforming in art pieces. People see something different, something massive, full of color and just air and fabric," Alejandro Mendoza said about the sculptures.

Mendoza, who founded the artists collective Giants In The City, worked with 15 artists to bring their visions and drawings to life as large-scale inflatable contemporary art pieces.

Now, he's setting them up across Broward.



GREATER FORT LAUDERDALE READY TO WELCOME SOUTHERN COMFORT TRANSGENDER CONFERENCE



For the fourth year, Greater Fort Lauderdale will host the longest-running transgender conference in the United States, the Southern Comfort Transgender Conference, from Aug. 15-17.

The event will welcome hundreds of attendees for a series of workshops, seminars and networking events hosted at the Riverside Hotel in Fort Lauderdale, Florida.

Stacy Ritter, president and CEO of the Greater Fort Lauderdale Convention & Visitors Bureau, said, "We look forward to welcoming Southern Comfort Transgender Conference organizers and attendees to our progressive destination, where diversity is in our DNA."

Ritter continued, "We proactively look for ways to reach the transgender community and are glad to partner with this important annual event which has built a reputation as a safe place for LGBT+ people with a familial atmosphere and an aim at inclusiveness."



FEATURE: FORT LAUDERDALE

By Wendy Gillette

HOST OF ASTA GLOBAL CONVENTION 2019



FORT LAUDERDALE

NO LONGER JUST FOR SPRING BREAKERS

I was slurping down juicy raw oysters at Burlack Coast, the Prohibition-inspired seafood restaurant at The Ritz Carlton, Fort Lauderdale (1 N Fort Lauderdale Beach, Fort Lauderdale), when I chomped on something hard. I spit it out and found a shiny 1 1/4-inch white pearl. My discovery sufficiently amazed the staff to fetch the restaurant's oyster shucker, Ronald.

"I've shucked about 800,000 oysters and never found one," he said. "You're very blessed."

My lucky find in the restaurant's rum room, lined with bottles from Florida and the Caribbean, was just the first of many hidden jewels I discovered on my recent trip to the Greater Fort Lauderdale area. The city was more pleasantly known as just a party town for spring breakers. College students still descend every spring, but what's happening the rest of the year is much more interesting. The city is experiencing a building boom, both residential and commercial. There are new hotels and more than \$1.6 billion worth of property renovations, plus dozens of new restaurants and bars opening the last few years.

"We're reeling and it's happening at a rapid pace," said Stacy Ritter, President & CEO of the Greater Fort Lauderdale Convention & Visitors Bureau (www.gftlb.com).

"Hospitality development continues to be strong with 39 hotel properties projected to open within the next five years throughout the county. And we're completely renovating the Broward County Convention Center, which will include a brand new 800-room hotel."

Fort Lauderdale will also welcome its first Four Seasons hotel and condo project late next year. The AC Sasegrows Mills/Sunrise and Tru by Hilton are on the way. The Central Fort Lauderdale Beach (55) N Fort Lauderdale Beach Blvd., Fort Lauderdale) is the latest luxury property to open in October 2017.

"Conrad is really at the helm of the resurgence of the luxury traveler coming to Fort Lauderdale," said Chiranjeev Doshi, the hotel's General Manager. "That resurgence is very important for this market as we move forward and get this

78 ASTA.ORG

WLRN – September 13, 2019
UMV: 165,583

Travel Courier – July 25, 2019
UMV: 15,905

ASTA Magazine – September 17, 2019
UMV: 10,000

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Restaurant + Spa Months Highlights

Restaurant Months Highlights

- Total Online/ Print Audience: 30,354,910+
- Total Social Media Shares: 2,176+
- TV Clips: 3
- Total TV Viewership: 4,580,373



Mike Mayo and Doreen Christensen chat about restaurant month



South Florida Sun Sentinel – August 13, 2019
UMV: 4,773,889

Spa Months Highlights

- Total Coverage UVM: 5,727,295+
- Total Social Shares: 160+



Plan a Staycation During Fort
Lauderdale's Spa and Restaurant
Month



The threat of hurricanes aside, locals love this time of year in South Florida for two reasons: The snowbirds have yet to arrive and fill the roads and restaurants, and you can score major deals at the area's best establishments.

Greater Fort Lauderdale Restaurant and Spa Month both run through the end of September, meaning that there's no better time to plan a staycation—or even a day trip—to our neighbor in the south. Sweetening the deal, most hotels slash prices during the fall, and Brightline's frequent trips eliminate the stressful drive down I-95.

Palm Beach Illustrated –
September 17, 2019
UMV: 9,661



Fort Lauderdale celebra el mes de restaurante con grandes ofertas



Se trata del Mes del Restaurante ([Greater Fort Lauderdale Restaurant Month](#)), una entrada a la escena culinaria de la ciudad que permite conocer los mejores restaurantes, chefs y cocina de Fort Lauderdale.

Durante esta experiencia, que culmina el 30 de septiembre, los comensales podrán disfrutar de tres platos (entrada, plato fuerte y postre) desde \$35, indica la ciudad.

Veamos algunas opciones y locales participantes:

El Sentinel – September 12, 2019
UMV: 24,002

GREATER
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Social Media

Q3 2019

Social Media Engagement Highlights

@VisitLauderdale

(July-September 2019)



Total Followers:
255,316

Total Impressions:
876,061

Total Reach:
663,000

Total Engagement:
23,564



Total Followers:
74,578

Total Impressions:
621,629

Total Engagement:
8,371



Total Followers:
33,551

Total Impressions:
599,852

Total Reach:
452,962

Total Engagement:
38,453



Total Subscribers:
1,080

Total Views:
31,260

Minutes Watched:
33,850

Top Organic Social Posts

Facebook



September
27,761 Impressions
19,496 Reach
1,872 Engagements

Instagram



September
23,196 Impressions
19,056 Reach
1,700 Likes
1,858 Engagements

Twitter



July
13,386 Impressions
444 Engagements

Celebrity Social Media Takeover: Geoffrey Zakarian July 27-28, 2019

BY THE NUMBERS:

Stories Impressions – 164K
Discovery – 154K
Actions – 1,224
Static Post Reach – 95K

FOLLOWERS:

@geoffreyzakarian – 558K
@visitlauderdale – 32K
@diplomatbeachresort – 17K
@pointroyal – 6K



Social Media Splash Campaign: Restaurant & Spa Months

August 1, 2019



Greater Fort Lauderdale
restaurant
month



INSTAGRAM PARTICIPANTS INCLUDED:

@visitlauderdale – 32,297
@theterracegrill – 1,235
@thepiazzaitalia – 708
@dunefortlauderdale – 3,634
@valentinocuicina – 5,981
@galleryonefill – 3,198
@lebistrolighthousepoint – 312
@onedooreast – 5,391
@andyslivefire – 1,851
@luigistuscangrill – 848
@browndogeatery – 1,485
@arubabeachcafelbts – 2,401
@wildsealasolas – 1,195
@bhriverside – 1,334
@dejabluerestaurants – 872
@spaatauberbeach – 1,391
@grandresortspa – 6,525
@marriottharborbeach – 4,349
@planetmassage – 481
@burlockcoast – 1,845
@3030oceanftl – 4,793
@thecookandthecork – 1,040
@15thstfisheries – 2,936
@jacksonsprime3300 – 790
@chimaftlauderdale – 3,963
@steelpanftl – 446
@etaru – 6,782

COLLECTIVE FOLLOWERS:
97K+

**GREATER
FORT LAUDERDALE**

Social Media Micro Influencer Campaign: Restaurant & Spa Months August 1-September 30, 2019

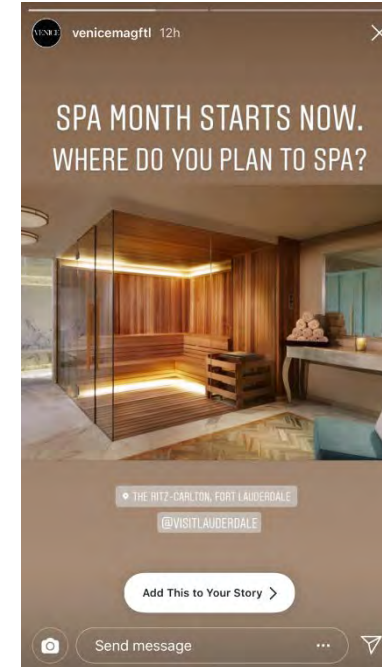
@lauderbabe – 11.7K followers

@ftlauderdalefoodies – 13.6K followers

@nilado – 1.2K followers

@venicemagftl – 4.6K followers

@floridadatenight – 12.2K followers



Greater Fort Lauderdale
restaurant
month

spa month
GREATER FORT LAUDERDALE

GREATER
FORT LAUDERDALE

Social Media Influencer Visits: Matador Network “Experiences” FAM September 15-18, 2019

Travel Expert/Social Media
Influencer:
Francesca Murray of
[@onegrloneworld](https://www.instagram.com/onegrloneworld)
(42.5K followers)

Anticipated Impressions
via Matador Network:
17+ million

Theme:
Matador Network filmed
Francesca while visiting
Greater Fort Lauderdale
with local voice Marisa Folz
of The Wander Shop



Social Media Feature Highlights: Instagram Stories

Lona Cocina – Sept 2019



Searching for Giants – Sept 2019



Aruba Beach Cafe – Sept 2019



Flockfest– July 2019



The Dalmar – August 2019





Diversity & Inclusion

Q3 2019

Diversity & Inclusion Marketing Highlights

AWARDS

2019 Hero Award

Greater Fort Lauderdale LGBT Chamber of Commerce

Tiffany Arieagus Community Leader Award

CONFERENCES

Dan Howell Travel Conference, pre-post conference,
February 2020

**GLMA: Health Professionals Advancing
LGBTQ Equality**, 2020

Men Having Babies, June 2020



LGBT+ Marketing Highlights

ATTENDED

- **GNetwork 360 International Business Conference on Business, Marketing and LGBT+ Tourism, Buenos Aires.**



- **Southern Comfort Transgender Conference, Riverside Hotel**
- **National LGBT Chamber of Commerce**
- **Connect Thrive Summit, San Francisco**
Kicking off the countdown to Pride of the Americas.
(Pictured here: Stacy Ritter and Richard Gray with
keynote speaker, Anderson Cooper, CNN)





PRIDE OF THE AMERICAS 2020

Greater Fort Lauderdale
April 21-26, 2020



Excitement is building and preparations are underway for the first **Pride of the Americas** celebration, April 21-26 in Greater Fort Lauderdale.

Hundreds of thousands of visitors from North America, the Caribbean and Latin America are expected to attend the parade, parties, festivals and international LGBT+ business, travel, health & wellness and senior conferences.

The Greater Fort Lauderdale Convention & Visitors Bureau is proud to be the presenting sponsor for this exciting event.



UNDERGROUND LAUDERDALE

film • music • fashion • create

sunny.org/underground

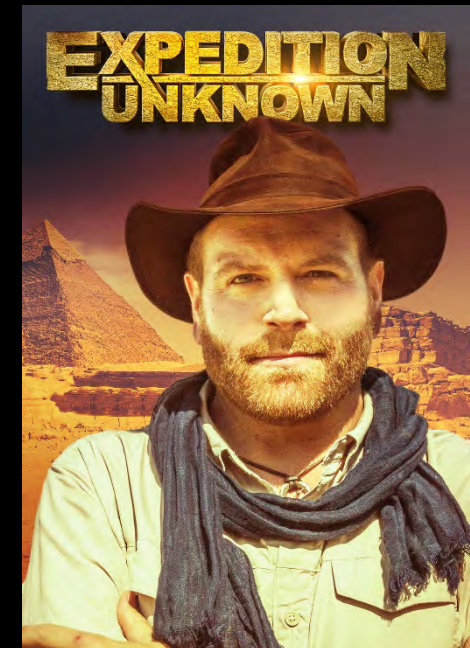
Q3 2019

Underground Highlights: July 2019 – October 2019

Economic Impact = \$3.6M+

Film Permits = 127

Job Creation = 1,683



Underground Highlights

- CVB, Underground Film and the Museum of Discovery and Science partnered to film aerial footage in Greater Fort Lauderdale for the new recently opened Fly 7D theater experience
- The Broward County Signature Event, **Riptide Music Festival powered by Ford**, recently announced the two-day festival (November 23-24) will feature more than 20 musical performers including The Killers, The 1975, The Revivalists, Silversun Pickups, and Judah & the Lion, among others. The festival will also highlight fashion in Broward County with a runway fashion show and feature an enhanced art exhibition celebration and a robust array of culinary food demos.

Pictured to the right: Stacy Ritter and Noelle Stevenson are shown with local artist, Hector Prado, and his manager, Keven Pimental during the event “Depiction” at the GalleryOne (Hector’s painting was on display representing the film industry in Greater Fort Lauderdale)



Underground Highlights

- **OUTshine Film Festival** celebrates its 11th anniversary, Oct 10-20 with more than 50 full domestic and international screenings at Savor Cinema and The Classic Gateway Theatre
- The Broward Art Guild presented their **Fall Fiesta Salon Exhibit**, now through October 18 at the Broward Art Guild Gallery, where artists bring their imagination and creativity with paintings, sculptures, photography, mixed media and jewelry
- **The Fort Lauderdale International Film Festival** (Festival Poster to the right, featuring Hollywood Beach) to kick off on November 1st with film screenings running through November 17th
- Preparing to attend the Tour Connection Nashville event, attended by travel agents, to showcase the destination's industry friendly hotel collection

