



VISIT
LAUDERDALE
EVERYONE UNDER THE SUN

Global Trade Partner Update

Tuesday, April 18, 2023

Welcome



VISIT
LAUDERDALE
EVERYONE UNDER THE SUN

Tracy, Cailtan, Paul, Ava

Agenda

- Welcome
- A New Addition to our Team
- Hotel Market Updates
- Cruise Updates
- FLL Airport- Steve Belleme
- FY23 Q2 Projects- Intl Market Updates
- Future Travel & Opportunities
- Media Buys
- BedsOnLine/Hotel Beds
- Hablo
- Lauderdale Loyalist





WELCOME

ROGER
DUDLEY

Hotel Metrics

January 2023

OCCUPANCY



4% below 2019

13% above 2022

AVERAGE DAILY RATE

\$214.59

24% above 2019

20% above 2022

SUPPLY

18%

above 2019

1%

above 2022

REVENUE PER AVAILABLE ROOM

\$163.01

19% above 2019

35% above 2022

DEMAND

14%

above 2019

14%

above 2022

HOTEL REVENUE

41%

above 2019

36%

above 2022

February 2023

OCCUPANCY



3% below 2019

2% above 2022

AVERAGE DAILY RATE

\$248.48

29% above 2019

17% above 2022

SUPPLY

19%

above 2019

1%

above 2022

REVENUE PER AVAILABLE ROOM

\$208.82

25% above 2019

19% above 2022

DEMAND

15%

above 2019

3%

above 2022

HOTEL REVENUE

48%

above 2019

20%

above 2022

March 2023

OCCUPANCY



5% below 2019

2% below 2022

AVERAGE DAILY RATE

\$244.14

28% above 2019

7% above 2022

SUPPLY

19%

above 2019

0.4%

above 2022

REVENUE PER AVAILABLE ROOM

\$202.22

22% above 2019

5% above 2022

DEMAND

13%

above 2019

2%

below 2022

HOTEL REVENUE

45%

above 2019

5%

above 2022

Hotel Metrics

2023 Year-to-Date
January 1 - March 31

OCCUPANCY



4% below 2019
4% above 2022

AVERAGE DAILY RATE

\$235.31

27% above 2019
14% above 2022

HOTEL REVENUE

45% above 2019

18% above 2022

DEMAND

14% above 2019

5% above 2022

REVENUE PER AVAILABLE ROOM

\$190.77

22% above 2019
17% above 2022

NEW SUPPLY

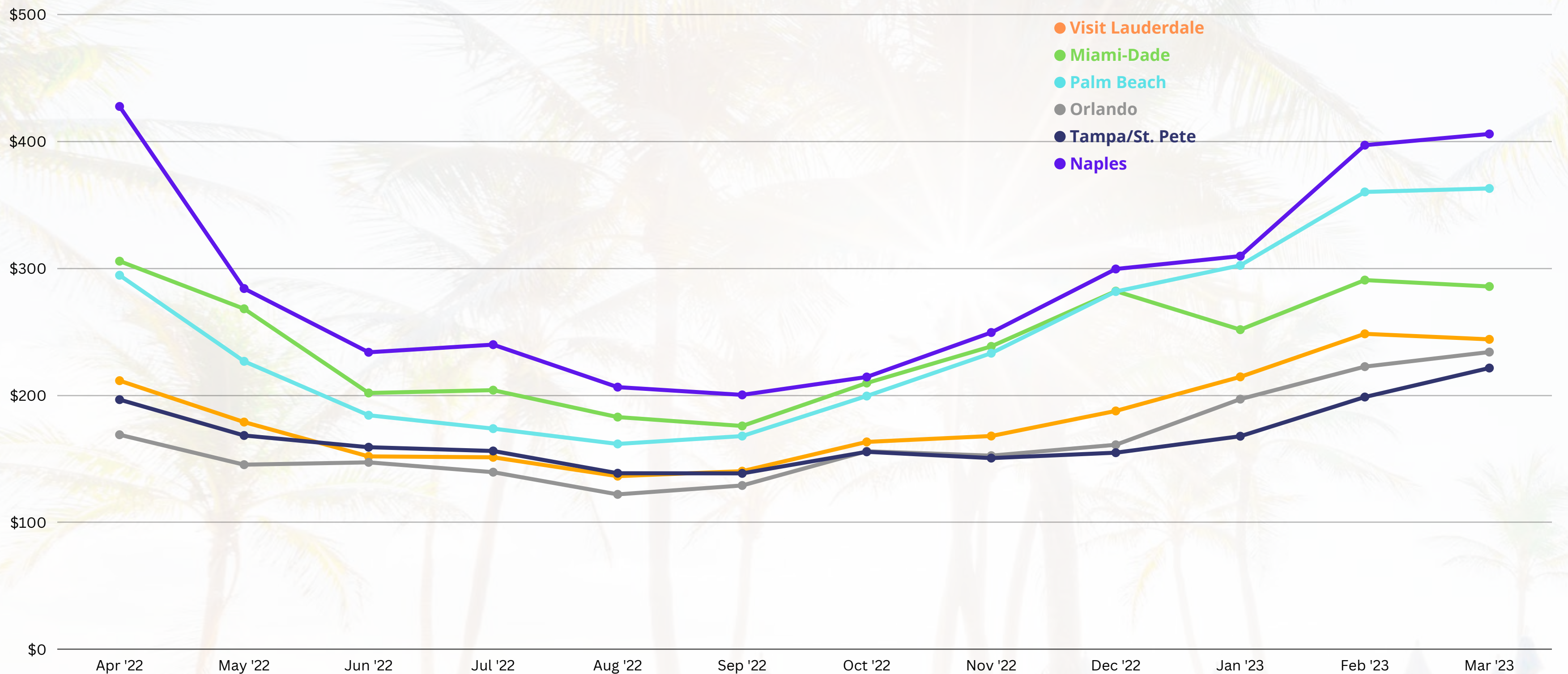
19% above 2019

1% above 2022

*4 hotels (510 rooms)
in pipeline for 2023

ADR Comparison

Florida Destinations for Rolling 12 Months



Hotel Forecast vs Performance

Jan-Mar 2023	Forecast	Actual	% Difference
Occ	81.5%	80.4%	-1%
ADR	\$235.81	\$235.31	-0.2%
RevPAR	\$192.69	\$190.77	-1%

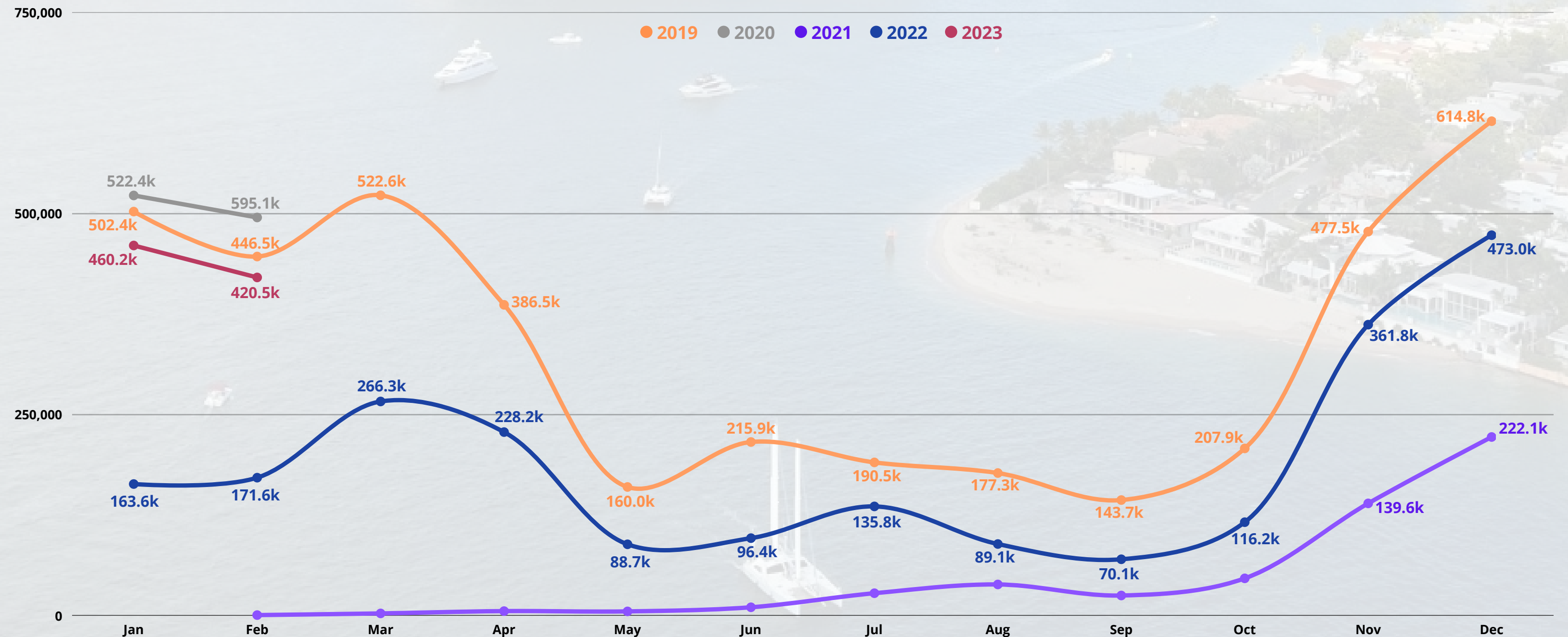
CY 2023 Forecast

as released Nov 2022

Occ	ADR	RevPAR
75.0%	\$190.20	\$144.55

Cruise Passenger Volume

YoY by Month



Overview

3rd busiest cruise homeport in the world

First U.S. seaport to restart cruise operations with *Celebrity Edge* on June 26, 2021

8 cruise terminals

Closest seaport/airport connection in the U.S. - only 1.8 miles to FLL

Economic engine for the region, \$30.5B in economic activity



Today's ships are sailing at near pre-pandemic levels.
Reservations for 2024 are strong.



From Family Friendly to Ultimate Luxury








Website

porteverglades.net

eMail

PortEverglades@broward.org

 @Port.Everglades	 @PortEverglades
 @PortEvergladesFL	 @port-everglades
 @portevergladesfl	



**PORT
EVERGLADES**

BROWARD COUNTY • FLORIDA

Stay Connected

welcome to

FLL



FLL UPDATE

Presented by:

Steve Belleme
Business Development Manager
Broward County Aviation Department

April 18, 2023

Agenda



- “By the Numbers”
 - Passenger Traffic Data
 - New Service
 - Blockbuster Announcements
- Airport Expansion/Modernization
 - New Concessions
 - Master Plan Projects
- Q & A





“By the Numbers”

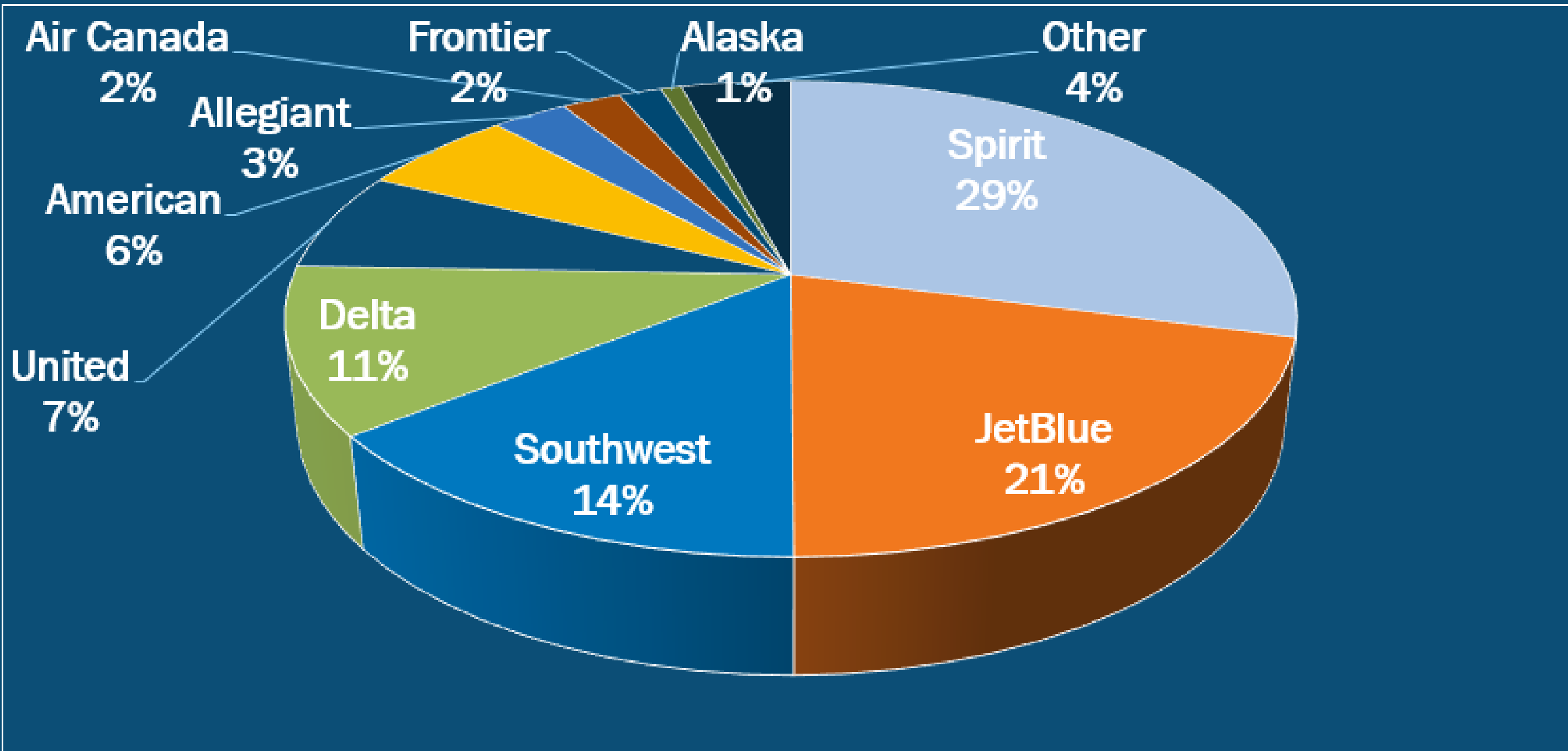
“By the Numbers”



- In 2022, total passenger traffic at FLL was 31.7M, up 12.9% vs 2021, down -13.8% vs 2019
- According to Airports Council International (CY 2022), FLL ranked
 - 17th in total passenger traffic
 - 20th in domestic passenger traffic
 - 11th in international passenger traffic
- CYTD February 2023 total passenger traffic was 5.9M, up 26.4% vs 2022 and down -5.5% vs 2019
 - Domestic traffic was up 18.7% vs 2022 and down -3.4% vs 2019
 - International traffic was up 61.9% vs 2022 and down -12.0% vs 2019



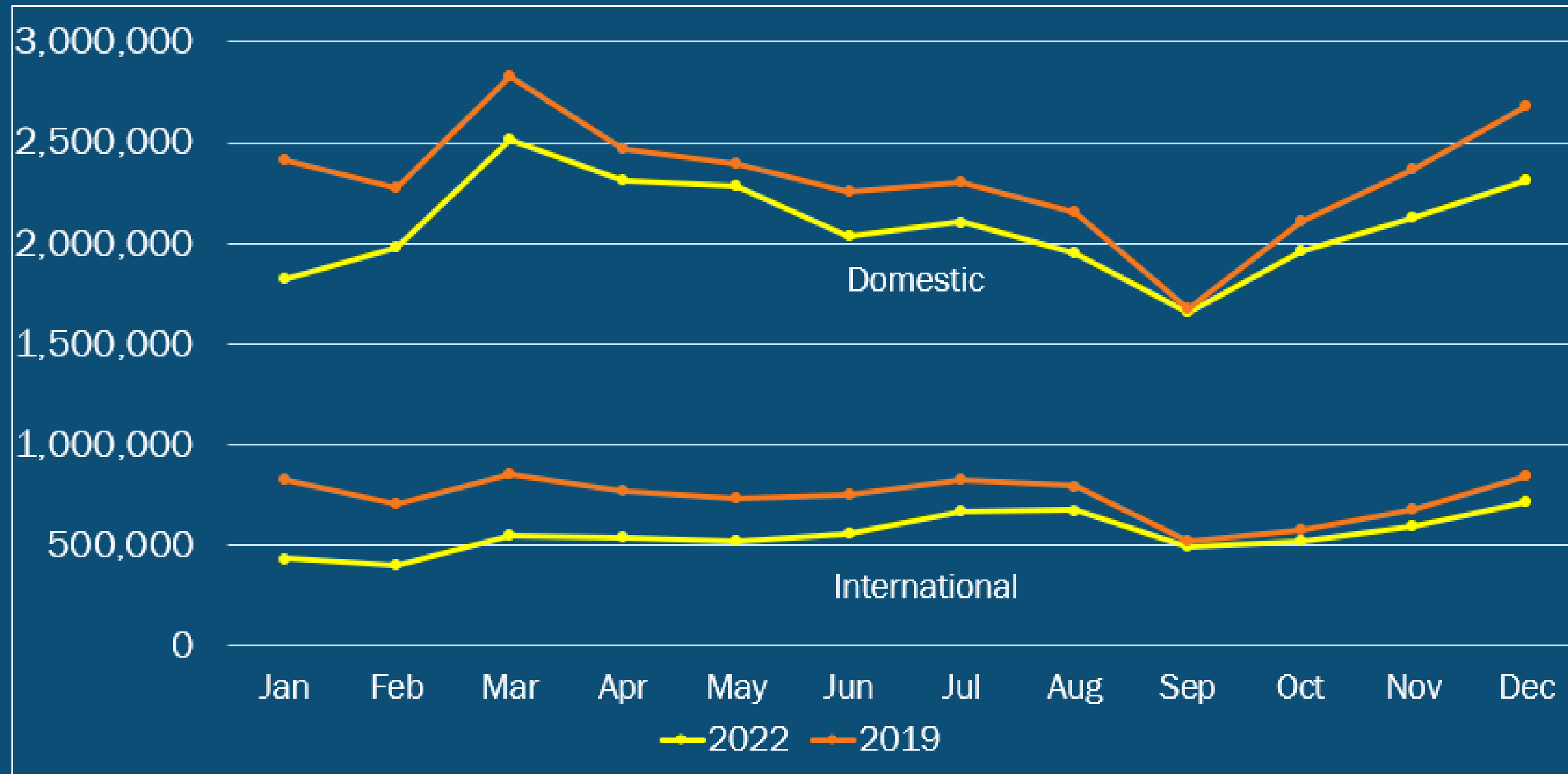
FLL's Airline Market Share CY 2022



“By the Numbers”



International Passenger Traffic is Closing the Gap with Increased Service by Several Existing Carriers and New Service by Azul, Norse, Flair, and Western Air



“By the Numbers”



FLL's Top Carriers Scheduled Departure Comparison January-August Average Daily Scheduled Departures

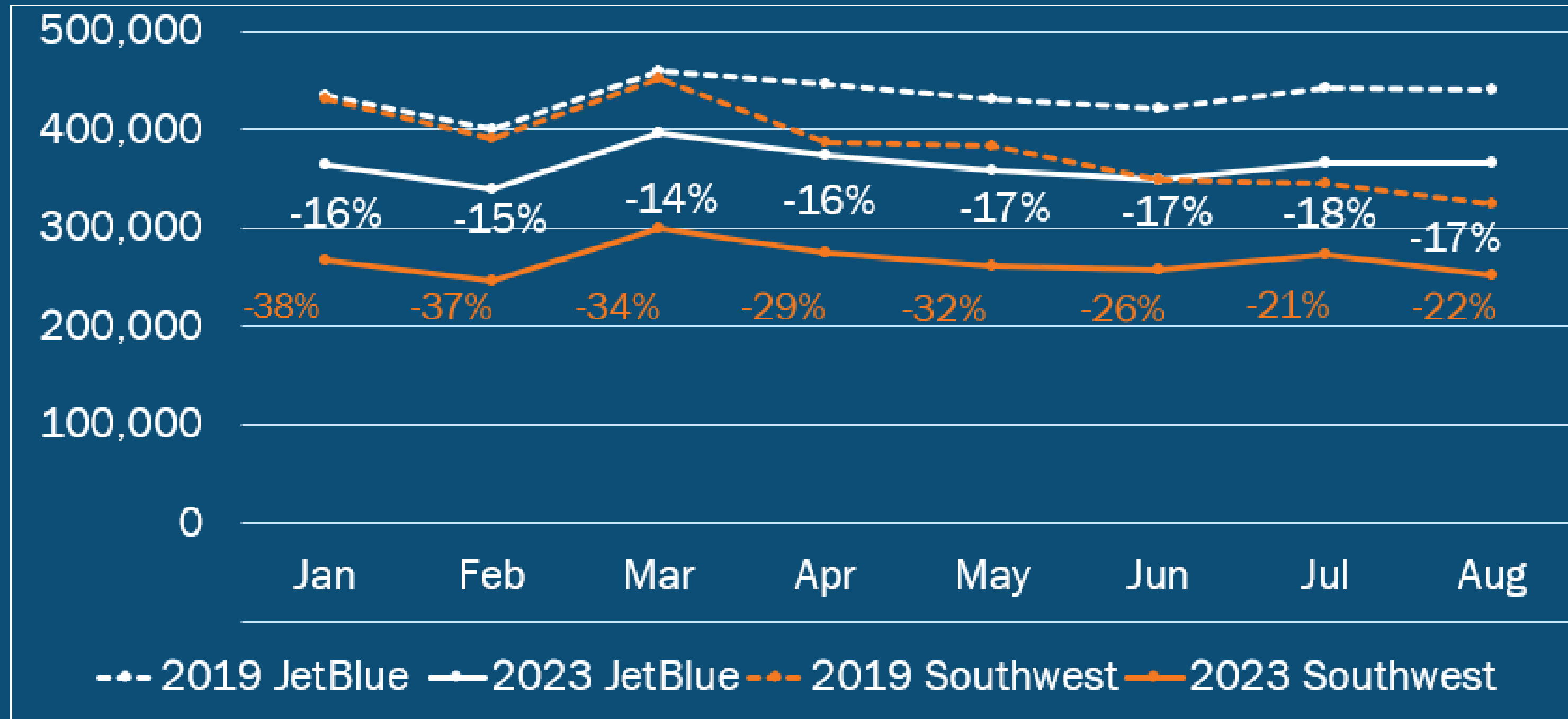
DATE	CY 2019	CY 2023	ABS	%
Airline Name	Departures	Departures	DIFF	DIFF
Spirit Airlines	74	87	13	18%
JetBlue Airways	102	72	-30	-29%
Southwest Airlines	82	55	-28	-34%
Delta Air Lines	32	33	1	4%
United Airlines	20	21	2	9%
American Airlines	18	16	-2	-10%

- These carriers combined to make almost 90% of FLL's scheduled departures during the above timeframe
- Spirit continues its aggressive growth followed by modest gains by United and Delta while American is down slightly
- JetBlue and Southwest alone account for 58 fewer average scheduled daily departures

“By the Numbers”



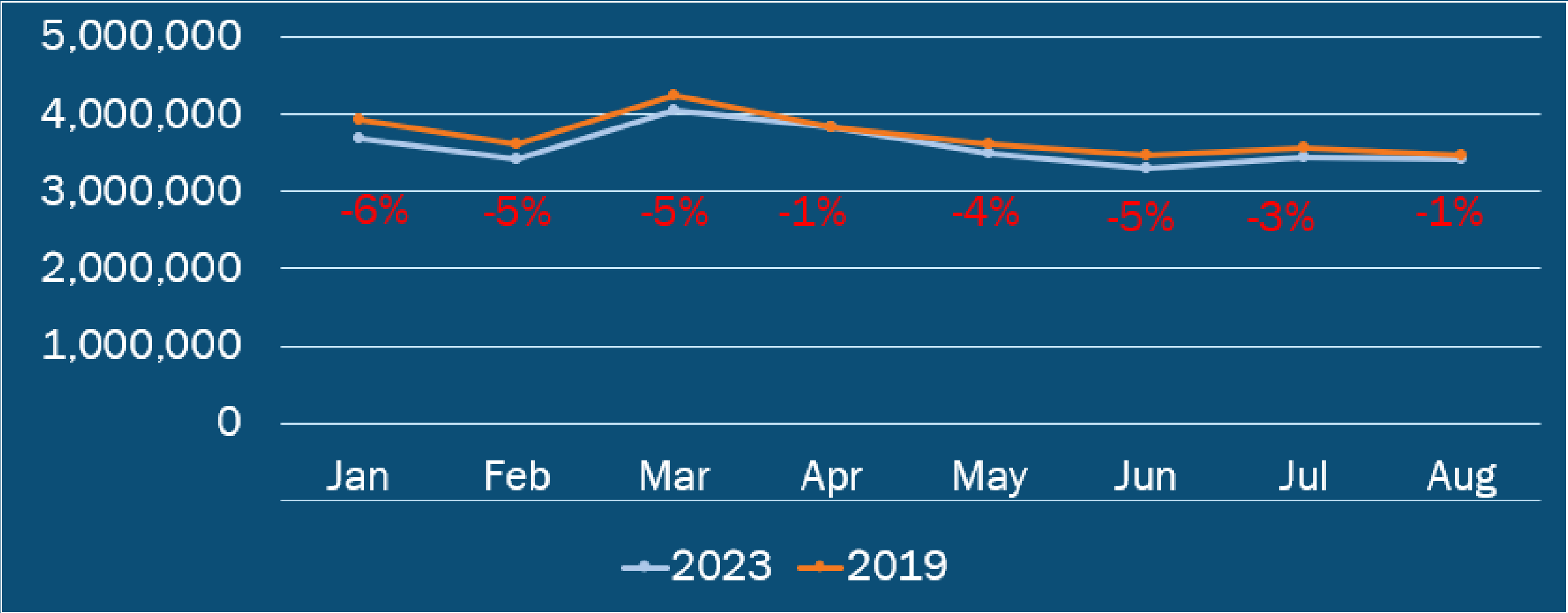
Southwest/JetBlue Total Available Scheduled Seat Comparison CY 2023 vs. CY 2019





Total Available Scheduled Seat Comparison
CY 2023 vs. CY 2019
(156 vs 175 seats per departure)

Passenger Traffic Should Approach 2019 Levels this Summer



“By the Numbers”



In April 2023, FLL has an average of 280 daily departures to 91 cities in the U.S., and 83 daily international departures to 50 destinations in 22 countries



TOP 25 MARKETS	
Domestic	International
New York-La Guardia, NY, US	Toronto, ON, CA
Atlanta, GA, US	Montreal-PET, QC, CA
Newark, NJ, US	Nassau, BS
New York-JFK, NY, US	Cancun, MX
Baltimore, MD, US	Havana, CU
Philadelphia, PA, US	Santo Domingo, DO
Boston, MA, US	Montego Bay, JM
Washington-National, DC, US	Kingston, JM
Los Angeles, CA, US	Bogota, CO
Chicago-O'Hare, IL, US	Port Au Prince, HT
San Juan, PR, US	San Jose, CR
Detroit, MI, US	Punta Cana, DO
Dallas/Fort Worth, TX, US	Medellin, CO
Houston-Intercontinental, TX, US	Guayaquil, EC
Nashville, TN, US	Lima, PE
Denver, CO, US	Cartagena, CO
New Orleans, LA, US	Santiago, DO
Las Vegas, NV, US	Barranquilla, CO
Cleveland, OH, US	Cali, CO
Chicago-Midway, IL, US	San Pedro Sula, HN
Austin, TX, US	Cap-Haitien, HT
Charlotte-Douglas, NC, US	Guatemala City, GT
San Francisco, CA, US	Providenciales, TC
Raleigh/Durham, NC, US	Sao Paulo-Viraco, SP, BR
Pittsburgh, PA, US	Aruba, AW

“By the Numbers”



April 2023 vs April 2019 Country Comparison

Origin	Apr 2019 Daily Deps	Apr 2023 Daily Deps	Abs Diff	Percent Diff	Comments
Canada	11.8	15.7	3.9	33%	
Honduras	1.0	3.0	2.0	200%	
Guatemala	1.0	2.0	1.0	100%	
Dominican Republic	6.0	6.9	0.9	14%	
Brazil	1.6	2.3	0.6	39%	Belo Horizonte in June
Colombia	7.7	8.3	0.6	7%	
Nicaragua	0.6	1.0	0.4	76%	
Haiti	2.6	2.7	0.2	6%	
Peru	2.0	2.0	0.0	0%	
Norway	0.3	0.3	0.0	0%	Norse operating
Denmark	0.3	0.0	-0.3	-100%	No Norwegian
Sweden	0.3	0.0	-0.3	-100%	No Norwegian
Spain	0.3	0.0	-0.3	-100%	No Norwegian
El Salvador	0.4	0.0	-0.4	-100%	Spirit to resume in May
France	0.4	0.0	-0.4	-100%	No Norwegian
United Kingdom	0.4	0.0	-0.4	-100%	No Norwegian or BA, Norse in May
United Arab Emirates	0.5	0.0	-0.5	-100%	No Emerates
Ecuador	3.6	3.0	-0.6	-16%	No Tame
Jamaica	7.7	7.0	-0.7	-9%	
Sint Maarten	1.1	0.3	-0.8	-74%	
Panama	1.6	0.7	-0.9	-55%	
Barbados	1.0	0.0	-1.0	-100%	
Belize	1.0	0.0	-1.0	-100%	
Cayman Islands	2.0	1.0	-1.0	-50%	
Mexico	6.0	5.0	-1.0	-17%	
Turks and Caicos Is	2.0	1.0	-1.0	-50%	
Costa Rica	4.0	3.0	-1.0	-26%	
Trinidad and Tobago	1.5	0.3	-1.2	-78%	
Aruba	2.1	0.3	-1.8	-86%	
Cuba	8.7	5.8	-2.9	-33%	
Bahamas	27.8	11.2	-16.7	-60%	
TOTAL	107.5	82.7	-24.8	-23%	

“By the Numbers”



- Avelo began flying to Newport News in October 2022, Wilmington (NC) in November 2022, and Wilmington (DE) and Raleigh Durham in February 2023
- Frontier started service to Las Vegas and Cleveland in November 2022
- Swoop returned to FLL in November 2022 with service to Hamilton
- Spirit began new service to Norfolk and San Antonio in March 2023
- Norse Atlantic Airways introduced new service to Berlin in December 2022
- Azul new service to Manaus in December 2022, resumed Belem in December 2022, and Belo Horizonte to resume in June 2023

“By the Numbers”



Blockbuster Announcements



Norse Atlantic Airways
New service to London Gatwick
Starting on May 26, 2023, with three weekly departures



Blockbuster Announcements



El Al Airlines

New service to Tel Aviv

Seasonal service starting in Sep/Oct 2023

Year-round service starting in early 2024, with two weekly
departures



Blockbuster Announcements



JetBlue to launch the long-awaited nonstop jet service to Tallahassee starting in Jan 2024



Airport Development

Airport Development



Tropical Exchange – T3 Concourse F
Opened – December 2, 2022



HIP & Humble - T3 Concourse E
Opened – December 9, 2022



MAC Jo Malone – T3 Concourse F
Opened – March 10, 2023



3 Sixty Duty Free - T2 Concourse D
Opened – December 15, 2022

Airport Development



FLL's new Escape Lounge



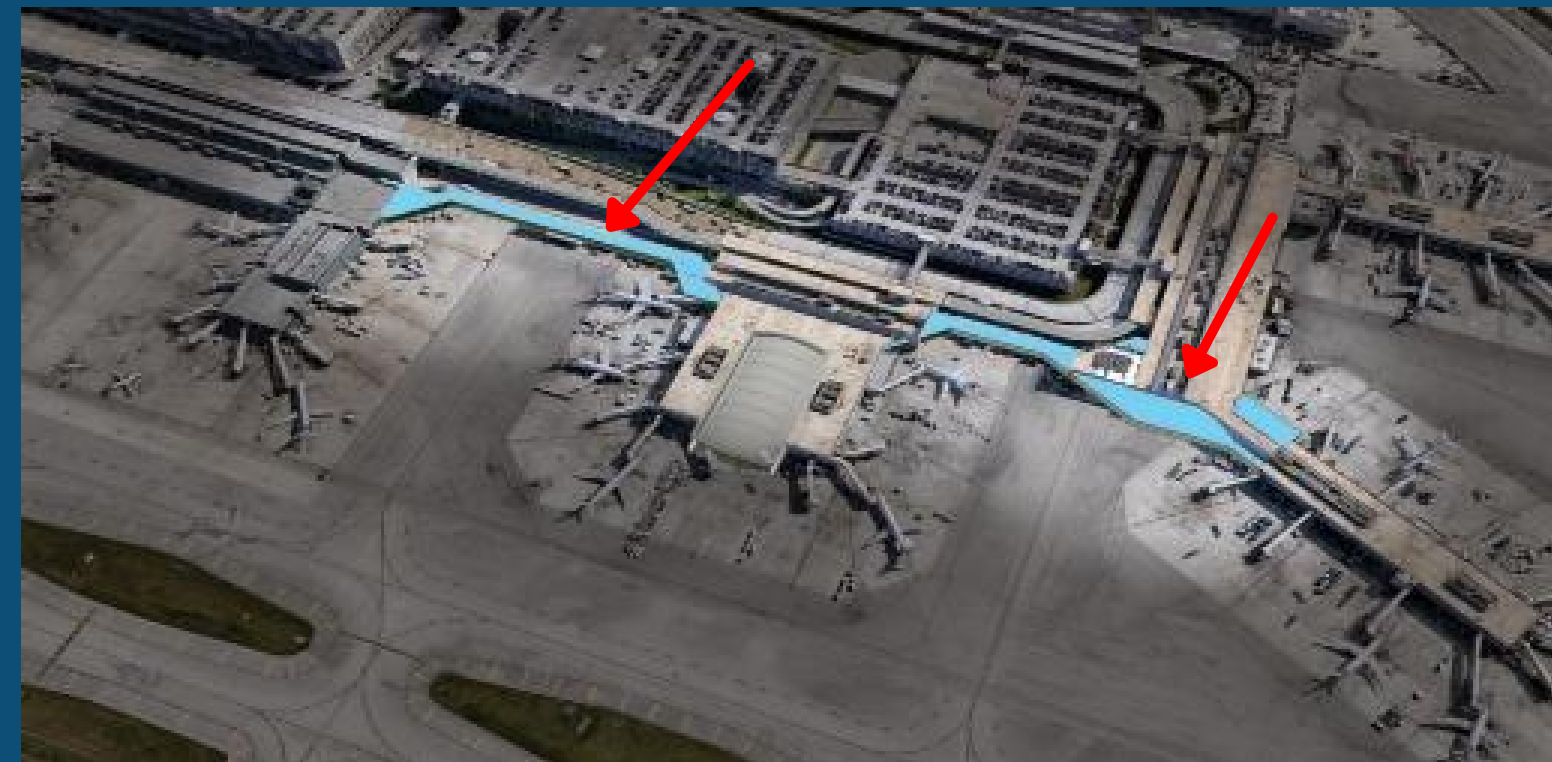
T3

Opened – October 25, 2022



Current Updates

- Terminal 5
 - Presently in the design phase
 - Anticipated Completion - 2026
- Terminal Connectors T1-T2-T3
 - Project is in the bidding process
 - BCAD is evaluating funding options
 - Anticipated Completion - 2027





Intermodal Center (IMC)

- Project definition document is being developed with airport stakeholders
- Next steps include the environmental review phase
- Anticipated Completion: 2029



Automated People Mover (APM)

- Project Definition document was completed in December 2022
- Next steps include the environmental review phase
- Anticipated Completion: 2030





Airport Hotel

- The planning phase for this project will begin in 2024
- The anticipated completion will be identified during the planning phase



welcome to

FLL

Thank You

Recent Global Trade Activity

JANUARY-MARCH 2023

- ASTA South Florida Spring Affair
- Brand USA Mexico Sales Mission
 - Mexico City & Guadalajara
- Brand USA South American Sales Mission
 - Colombia, Chile, Argentina & Brazil
- Cruise One Dream Vacations Trade Show
- IITA Summit- San Diego
- Scandinavia Mission- Oslo & Stockholm
 - US Travel & FDM Travel Shows- Copenhagen
- Steps to Success
- Travel & Adventure Show- Chicago & DC
- Travel Agent Forum
- UK Mission- Ireland & England
- Vitrina Turistica ANATO
- WTM LATAM



Site Tours



brightline[®]



BODEGA[®]
Taqueria y Tequila

HYATT
CENTRIC[®]
LAS OLAS
FORT LAUDERDALE



Jungle Queen



Recent FAM Tours

- ASTA South Florida Brightline
- Cruise One Dream Vacations
- Travel Industry Association of South Florida

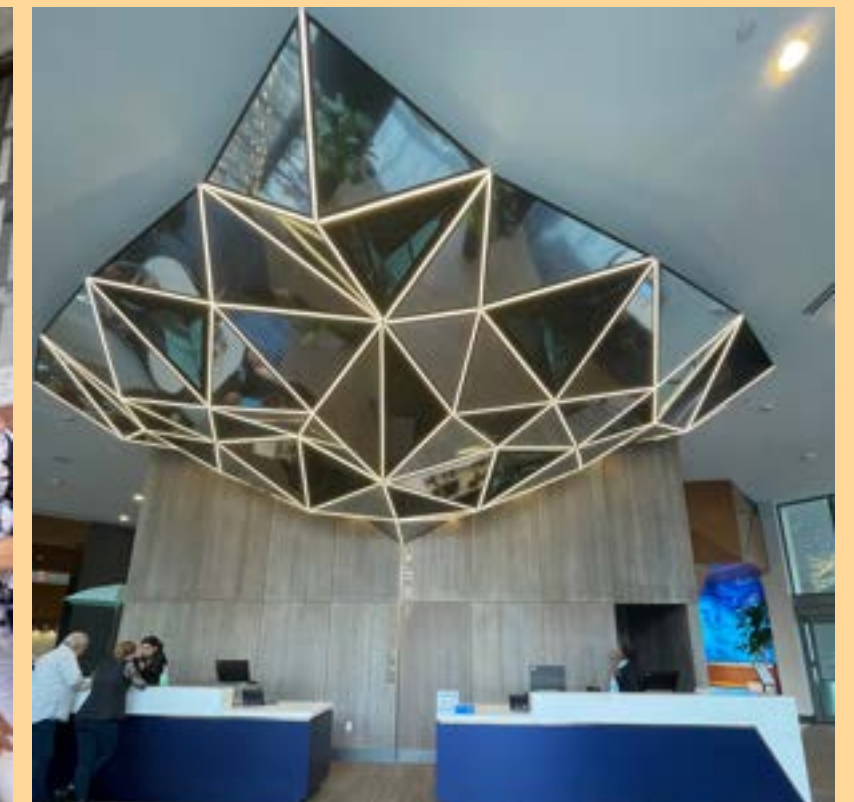
brightline



HYATT
CENTRIC[®]
LAS OLAS
FORT LAUDERDALE



Fort Lauderdale
Cruise Port



Steps to Success

- Two-day program in January
- Over 20 partners attended
- Workshop on maximizing inbound international tourism revenue dollars for our partners

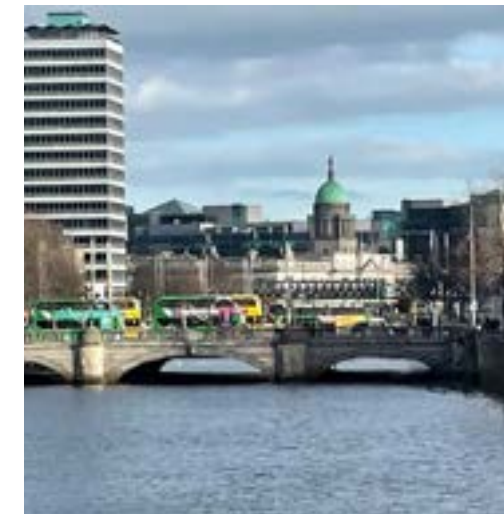


Trade Shows & Missions



UK & Ireland Mission

- American Holidays
- British Airways Holidays
- TOUR AMERICA
- TravelBag/DNATA
- Virgin Holidays



UK & Ireland Mission

Travel Trends

- Adult couples and families
- Popular months are June-September
- Destination planning 3-5 months for 19%
- Top 3 in U.S. destination interest
- #4 in total arrivals for 2021



UK & Ireland Mission



Reach: 218,000

Media Type: Trade

Description: Destination Update

AGENTS URGED TO CAPITALISE ON NEW BUDGET ROUTES TO FLORIDA

17 FEB 2023 BY WILL PAYNE

Agents have been urged to capitalise on one of two new budget routes to Florida launching in the spring.



The company hosted a dinner at The Ivy Brasserie in London for its agent partners

Visit Lauderdale travelled to the UK earlier this month to meet with members of the UK trade ahead of the launch of Norse Atlantic Airways' flights to Fort Lauderdale.

Tracy Vaughan, senior vice president of global trade development, and Paul Mason, senior manager of global trade development for the destination marketing organisation, met UK agents and operators on what was Visit Lauderdale's first trade visit to the UK since 2019.

They also hosted a dinner at The Ivy Brasserie in London with guests from Trailfinders, Ocean Beds, Purely America, America as you like it, Travel Republic and American Sky.

UK & Ireland Mission



Reach: 100,000

Media Type: Trade

Description: Destination Update

News Partner Zone Partner News Expert Hub ▾ Training ▾ Specials Video Webinars

Home / News

What's new for Greater Fort Lauderdale tourism

Saturday, 11 Feb, 2023 0



Made up of 31 neighbourhoods, Greater Fort Lauderdale tourism offers a diverse range of experiences for every interest.

Check out the area's thriving arts district, shopping on Las Olas Boulevard, fishing and diving spots galore.

For 2023, the region is welcoming new attractions and transport links, seeing a raft of hotel and restaurant openings as well as old favourites re-

UK & Ireland Mission



Reach: 84,000

Media Type: Consumer

Description: Interview with

Tracy Vaughan

[Home](#) [On Air](#) [Podcasts](#) [About Us](#) [Business](#) [Sunshine Soul](#)

Discovering Greater Fort Lauderdale

Travel Talk with Ed Finn



[Podcast Home](#)

[Download Episode](#)

Saturday, February 11th, 2023 - 13 minutes

Tracy Vaughan from Visit Lauderdale chatted to us on Travel Talk today. Fort Lauderdale and the Lauderdale area is known as the "Venice of America". Made up of 31 neighbourhoods, Greater Fort Lauderdale offers a diverse range of experiences for visitors to enjoy, from the area's thriving arts district, shopping on Las Olas Boulevard, fishing & diving spots galore, to the glitzy marinas lined with super yachts and luxurious five-star hotels. Especially impressive and attractive is the fast track and affordable rail line known as "Bright Line" down the coast of Florida connecting Disney in Orlando to hot spots in Miami and everything in between. This area has miles of sandy beaches, sunshine, great food and shopping plus some amazing culture and nature experiences to offer. For full details check out - www.visitlauderdale.com



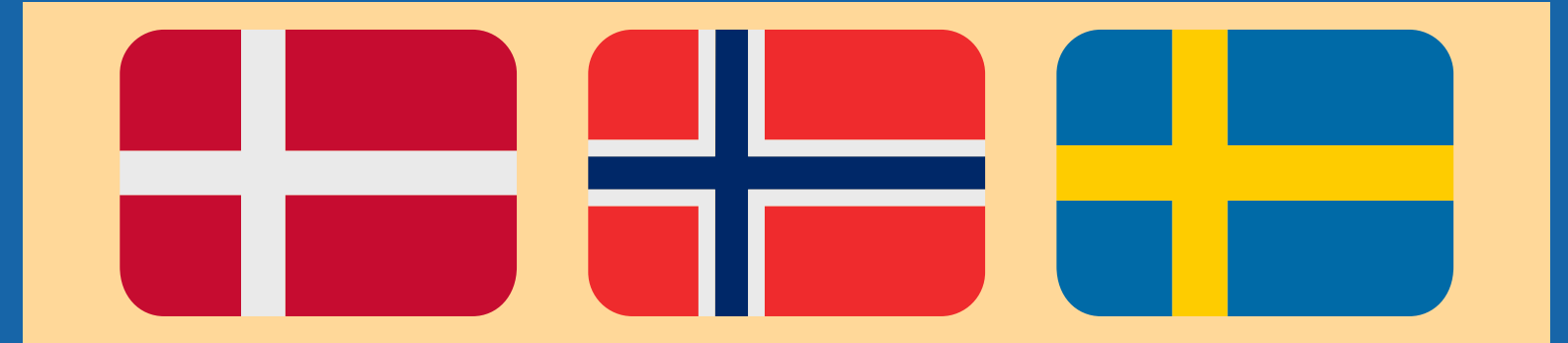
Scandinavia Mission



- USA is the #1 long haul destination for visitation from the Nordic market
- #1 in spending per visitor in Europe
- Average length of stay was 20 days in 2019 (Germany 16.9)
- 4th largest region for U.S. visitation in Europe
- Florida is #3 Destination Interest in the U.S. for Scandinavia
- Book trips 95 days in advance
- 2 months paid holiday and vacation

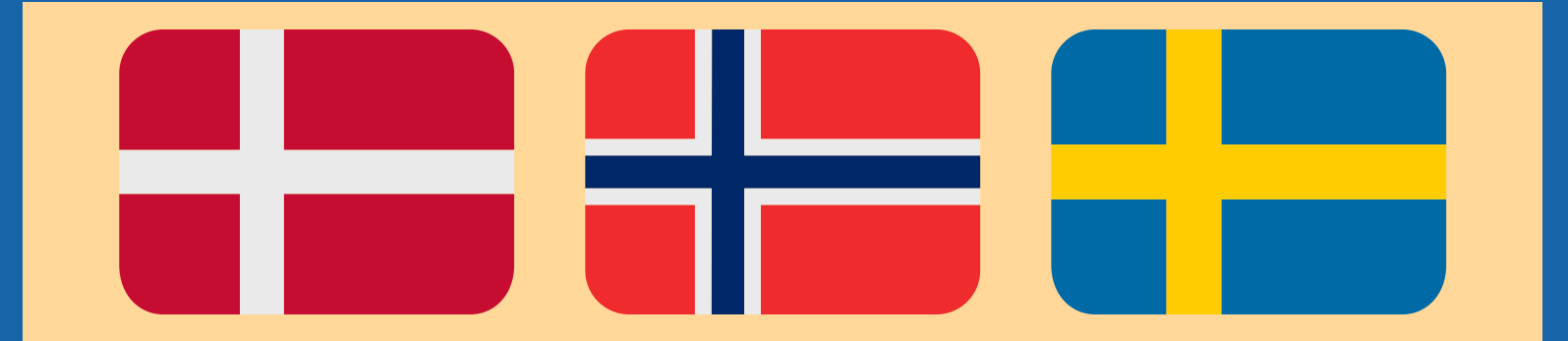
Country/Period	2022
DENMARK	214.340
SWEDEN	247.593
NORWAY	143.118
FINLAND	79.288
ICELAND	43.980
THE BALTICS	59.114
TOTAL AREA	787.433
ITALY	717.593
FRANCE	1,317.882
GERMANY	1,481.008
UNITED KINGDOM	3,466.107

Scandinavia Mission



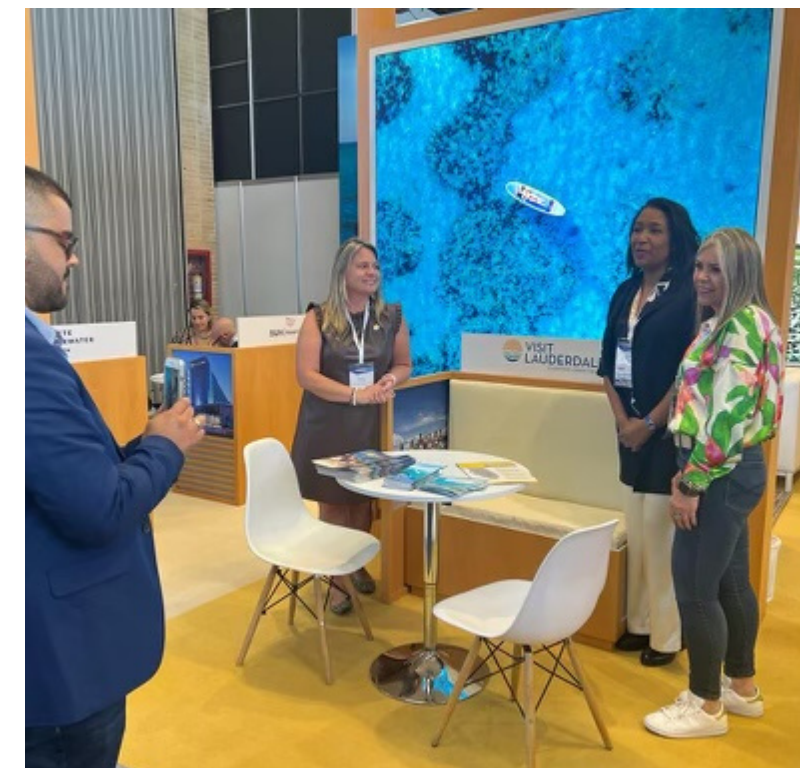
- USA Travel Show
- FDM
- Oslo Travel Trade Reception
 - RCL & Norse
- Stockholm Travel Trade Dinner
 - Norse
- Meeting at the U.S. embassy in Norway

Scandinavia Mission



LATAM Tradeshows/Missions

- Brand USA
 - Mexico
 - South America
 - Argentina,
 - Brazil
 - Chile
 - Colombia
- Vitrina Turistica ANATO
- WTM LATAM



Brand USA Mexico Sales Mission

- U.S. is top destination for Mexican travelers
- 85% of travelers prioritize shopping
- Off season travel is growing for luxury market
- 40% of millennials intend to travel to the U.S.
- Generational travel
- Sports travel/cruising
- Video content

VISIT FLORIDA — **NAO**
TRAVEL COLLECTION

**COMPLETA EL VIAJE EN CRUCERO DE TU CLIENTE
CON EL MEJOR PAQUETE PRE-CRUCERO EN FT. LAUDERDALE**



EN LOS MEJORES HOTELES



THE RITZ FORT LAUDERDALE
Hotel de lujo a pocos minutos de la
playa de Las Olas Beach



W FORT LAUDERDALE
Cuenta con Spa completo y 2
piscinas al aire libre



**CONRAD FORT
LAUDERDALE BEACH**
Elegante hotel con impresionantes
vistas desde el SkyDeck

CON ACTIVIDADES PARA TU CLIENTE



GATOR NIGHTS
Tour en hidrodelfizador en la noche
por los Everglades para descubrir a
los cocodrilos en su habitat



IFLY FORT LAUDERDALE
Paracaidismo en interiores para los
amantes de la adrenalina



PASEO EN YATE
Por el New River, para disfrutar las
mejores vistas de la ciudad

Y además organizamos los traslados privados de tu cliente

**RESERVA TU PAQUETE PRE-CRUCERO EN FT. LAUDERDALE CON NAO TRAVEL COLLECTION Y
GANA \$500 MN EN NAO CLUB POR RESERVA***

COLOMBIA

- *Top USA Cities inbound for Colombians (based on air) :*
 - *Miami*
 - *NY*
 - *FLL*
- *49% come for Vacation / VFR / 36% Business & Convention*
- *40% of trips are booked within 1 month of the trip*
- *Key time for their travel: July - December and October*

Airline Name	Destination Name	Dept per Week
Spirit Airlines	Armenia, CO	3
Spirit Airlines	Barranquilla, CO	7
JetBlue Airways	Bogota, CO	7
SA AVIANCA	Bogota, CO	2
Spirit Airlines	Bogota, CO	7
Spirit Airlines	Bucaramanga, CO	3
Spirit Airlines	Cali, CO	7
Spirit Airlines	Cartagena, CO	7
JetBlue Airways	Medellin, CO	4
Spirit Airlines	Medellin, CO	7
	TOTAL	54

ARGENTINA

- *Argentina Travel Trends:*
 - 50% family travel
 - 38% travel to disconnect and relax
 - 20% are looking for new experiences
 - Returning to favorite places (SOUTH FLORIDA)
- We have connecting flights through COPA & AVIANCA

CHILE

- *United Airlines has FLL as second most booked destination from Santiago (via Houston.)*
- *Argentina is #1 outbound market for Chileans, Peru is #2 and Brazil ties with USA for #3*
- *Miami has 51% of market share of all Chileans coming to USA – NY 20% and Orlando 18%. (FLL is currently at 7%)*
- *Chilean Travel Trends: Babymoos for shopping, sports, culinary, cruises, concerts, family travel*

BRAZIL

- *US is still BY FAR the #1 outbound market for Brazilians with over 34.89% market share*
- *Shopping is by far their most popular activity with 86% of the travelers listing this as top activity.*
- *Brazilians want ADDED value to their hotel stay*
- *Average Brazilian Trip is about 10-15 days*
- *They love all SPORTING activities in the USA*
- *Shopping is a priority for 86% of travelers*

Brazil (cont.)

Latest Travel Trends

- *Luxury travel with options to relax and reconnect*
- *Bleisure and digital nomads*
- *Slow travel and secondary destinations*
- *Alternative hotels, retreats, special accommodations*
- *Niche travels: sports, culinary trips, bike trails, cruises, nature, concerts*
- *Family travel is still #1*
- *Revenge travel- returning to favorite places*

Upcoming Events

APRIL- JUNE 2023

- ASTA Global Convention- San Juan
- Canadian Mission Travel Market Place- Toronto
- Cruise 360- Fort Lauderdale
- Global Travel Marketplace (GTM) Hollywood
- ILTM LATAM- Sao Paulo, Brazil
- IPW- San Antonio, TX
- ULTRA SUMMIT- Scottsdale, AZ
- Virtuoso LATAM Cruise- Fort Lauderdale





UPCOMING FAMS

We are sharing Greater Fort Lauderdale with everyone under the sun!

When travel professionals experience a destination first-hand, they are able to better sell and represent this information to their clients.

Keep an eye out for more details on the other FAMs we are planning in the coming months!

- Advisor Ambassador 4/17-4/19
- Cruise 360 4/22-4/23
- Kaluah Tours 5/12-5/14
- GTM Pre 5/30-6/1
- GTM Post 6/4 -6/6
- Virtuoso Latin America Cruise 6/8-6/9
- The Travel Team 6/22-6/26
- Cruise One Dream Vacations 6/29-6/30
- Diversa Turismo 6/23-6/26

**EMAIL CAITLAN IF YOU'RE
INTERESTED IN PARTICIPATING**

Co-op Marketing Initiatives

B2B, B2C, B2B2C

- Phoenix International Publishing/Travel Guides
- BedsOnLine / Hotel Beds
- IPW- Media Buy
- NorthStar- VF
- Panrotas- Spanish insert for ANATO
- Pleasant Holidays
- Questex
- Signature Travel Network
- TaConnect
- VAX Vacations
- WTM LATAM- Ladevi



International Travel Planner



WELCOME TO GREATER FORT LAUDERDALE



WELCOME TO OUR VIBRANT TROPICAL PARADISE, WHERE you'll find 26 miles of beaches and explore our vibrant 25+ neighborhoods, featuring outdoor adventures, breathtaking views and more. Discover an unmatched mix of award-winning offerings from world-class shopping, dining and entertainment in the "Venice of America". Feel the warmth of our diverse and inclusive community. People from Fort Lauderdale are home.

You've probably heard the popular saying, "The people make the place." In Fort Lauderdale, it's true. A location here starts with the people — the welcoming local language of all kinds while shopping at the largest outlet and **Lauderdale Aft Trail**, meet families on an outdoor hike in the **Energy Festival**. Whether you're in **Hollywood** for an art walk or venture to the water where your trip takes you, you will be greeted with open arms.

TRAVEL NOTES

LOCATION: Greater Fort Lauderdale has 26 miles of Atlantic coastline and Miami Beach. Climate is subtropical. It's known as the "Venice of America".

GETTING THERE: Fort Lauderdale-Hollywood International Airport is the main gateway to Fort Lauderdale. It's also served by Fort Lauderdale-Hollywood International Airport.

GETTING AROUND: The Broward County Transit System (Broward County Transit) operates bus routes with 100+ bus routes serving the entire Fort Lauderdale area. The Miami Trolley is also available. The Fort Lauderdale-Hollywood International Airport is also served by the Broward County Transit System.

STAYING ON: Fort Lauderdale has 100,000 hotel rooms, including luxury and budget accommodations.

WATER WONDERLAND



More of our tropical beaches and a range of island waterways mean Greater Fort Lauderdale is the perfect place to make a splash. You'll be at the heart of the action on **Fort Lauderdale beach**, where luxury restaurants and sleek hotels like **Hotel Maven by Curio** are within easy distance of the sand. Whether on the paved promenade, with its wiggling wave walk or stroll along the waves on jet skis rented from **Aloha Watersports**.

Craving a change of pace? It's best to visit **Dania Beach**, where palm trees and gentle waves are gloriously quiet and shaded with palm fronds and palm trees. The **Dania Beach Fishing Pier** is a lovely place to watch the sunset too.



If you're here from March through to October, look out for **turtles** on the beach. Around 2,000 sea turtles, loggerhead and green turtles nest on Fort Lauderdale's golden sands. During the season and conservation projects help protect the threatened species. Learn more at the **Museum of Discovery and Science**, which also organizes educational guided walks of the beach by night in June and July.

Along the shore, too, look beneath the ocean surface on a **scuba diving** trip and see coral reefs, schools of fish and dolphins, plus marine life displays. The new state-of-the-art **Marine Aquarium** is the ultimate spot off Fort Lauderdale. The **Sea** - head out from **Datura Avenue Beach** to discover the **Shipwreck Scuba** trail, where you can see the remains of a shipwreck.

ARTS, CULTURE & ENTERTAINMENT



Fort Lauderdale is home to a great mix of art. Let another great artist's work inspire you at **Blue Jean Blues**, a contemporary art gallery. You'll find a lot of art in the heart of the city, including the **Funky Buddha** for a lot of art, street art, and a lot of art. The **Fort Lauderdale Art Museum** is a great place to see art. The **Fort Lauderdale Art Museum** is a great place to see art. The **Fort Lauderdale Art Museum** is a great place to see art.

SPORTS, EVENTS & RECREATION



Whether you want to cheer on your favorite sports team or enjoy a day of recreation, Fort Lauderdale has it all. The **Fort Lauderdale Sports Center** is a great place to see sports. The **Fort Lauderdale Sports Center** is a great place to see sports. The **Fort Lauderdale Sports Center** is a great place to see sports.



SHOPPING



Spending more time on your holiday and unique shopping experience in Greater Fort Lauderdale. The most sparkling malls are the most loved and visit among them is **Sawgrass Mills in Sunrise**. The giant outlet complex offers a mix of the designer fashion world - we're talking Armani, Balmain and Burberry and more - and you can get some great deals on a variety of brands. There's also a comedy club and a bowling alley, so you can have a night of it.

Dania Pointe in Dania Beach is another hotspot. Here you'll find a mix of big-name brands, from TJ Maxx to Urban Outfitters. There's also a comedy club and a bowling alley, so you can have a night of it.

More shopping done at **Galleria Fort Lauderdale**. Many department stores and boutiques are housed here, along with a variety of American department stores like Macy's.

Las Olas - one of Fort Lauderdale's historic main streets - is a top destination for shopping in the region. It's a mix of historic and modern, with a mix of big-name brands and art galleries. You'll find a lot of art in the heart of the city, including the **Funky Buddha** for a lot of art, street art, and a lot of art. The **Fort Lauderdale Art Museum** is a great place to see art. The **Fort Lauderdale Art Museum** is a great place to see art.

BedsOnLine

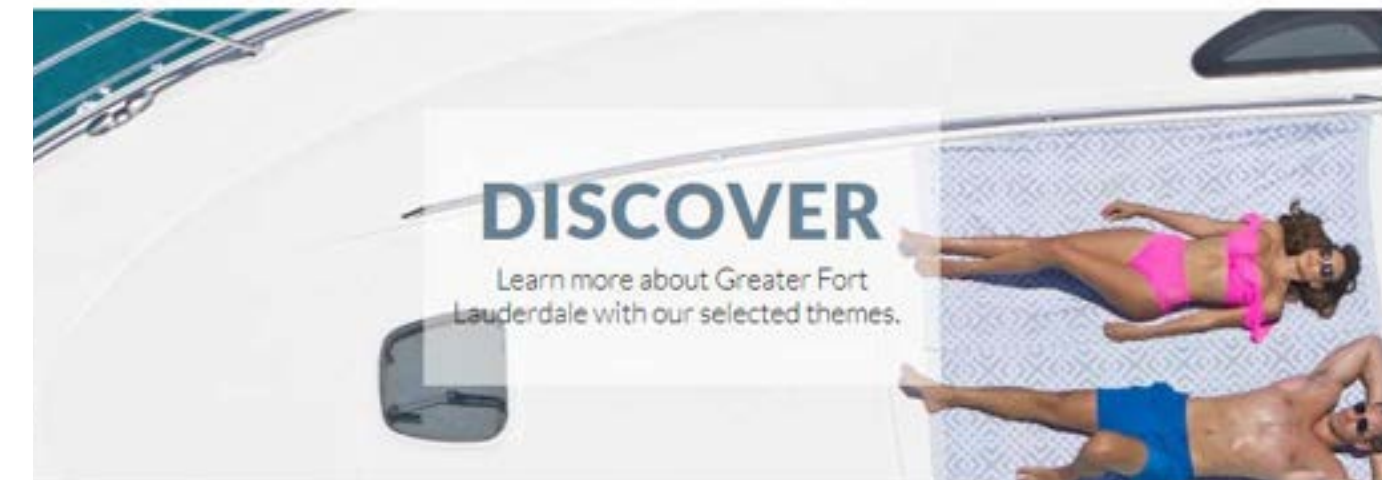
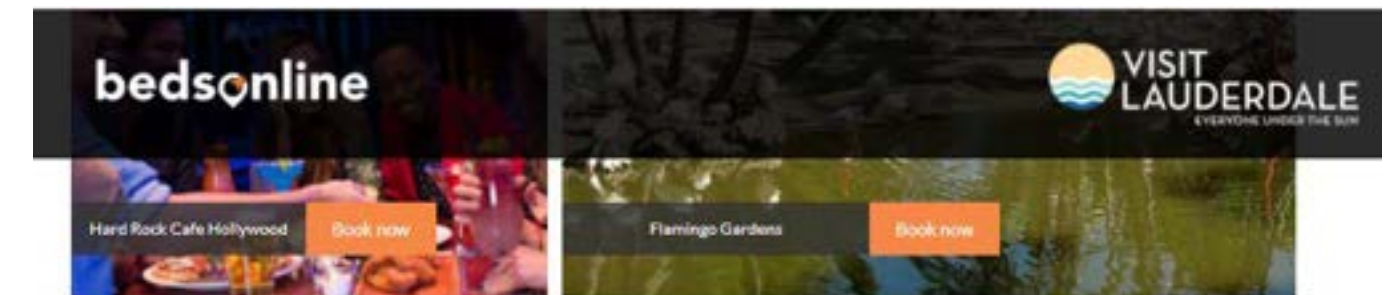


Welcome to Greater Fort Lauderdale

Are your clients looking for a well-deserved getaway? Their beach playground awaits in Greater Fort Lauderdale from 24 miles of golden beaches, to the lively streets of Las Olas, to the scenic waterways of the world's yachting capital.

Here, they'll enjoy the warm sunshine and smiles of 31 diverse communities. Explore a thriving culinary scene, join the party at rooftop bars and hidden speakeasies, indulge in world-class shopping, see the vast natural beauty of the Everglades and revel in the luxuries of celebrated hotels and beach resorts. Greater Fort Lauderdale is welcoming everyone under the sun and they can't wait to welcome your clients.

Don't forget to take advantage of our limited-time-only deals and create the best getaway for your clients today!



Top Beaches of Greater Fort Lauderdale

It's time to get outdoors and enjoy the beautiful beaches of Greater Fort Lauderdale.

With such a variety of things to do in Greater Fort Lauderdale, sometimes it's the simple pleasures that give us the most satisfaction. So tell your clients to put on that swimsuit, grab your sunscreen, and get ready to reconnect with nature.

Deerfield Beach: Located just south of Boca Raton, in the northern part of Broward County, Deerfield Beach is known for its casual and fun beach vibe.

Catch all the action at the International Fishing Pier where you can see local fishermen in all their glory and rent a rod to get in on the fun yourself.

If you head under the pier for a walk along the beach, don't forget your phone for a cool Insta-worthy shot—this is a prime spot for sunset pics.



Hotel Beds / BedsOnline

- *Customized landing page for Visit Lauderdale*
- *Florida Co-op banner featuring Visit Lauderdale*
- *2 bespoke newsletters sent*
- *1 sponsorship newsletter sent*
- *Downloadable resources featured on Visit Lauderdale page*
- *2 social media posts throughout the campaign*

Hotel Beds / BedsOnline

bedsonline

- *Total Travel Agent Reach*
 - 118,340 Agents
- *Forecasted Monthly Impressions*
 - 2.135 million

hotelbeds

- *Total Client Reach*
 - 23,969 companies
- *Forecasted Monthly Impressions*
 - 1.2 Million

Hotel Beds / BedsOnline

COUNTRY	2019	2022	2023	VS 2019	VS 2022
CANADA	\$174,936	\$175,675	\$251,582	44%	43%
USA	\$1,340,749	\$2,273,065	\$1,621,592	21%	-29%
UNITED KINGDOM	\$248,531	\$151,371	\$187,946	-24%	24%
GERMANY	\$41,588	\$28,073	\$28,301	-32%	1%
SWEDEN	\$16,026	\$6,215	\$20,201	26%	225%
DENMARK	\$20,125	\$13,194	\$19,142	-5%	45%
NORWAY	\$6,992	\$1,999	\$14,520	108%	626%


Hablo

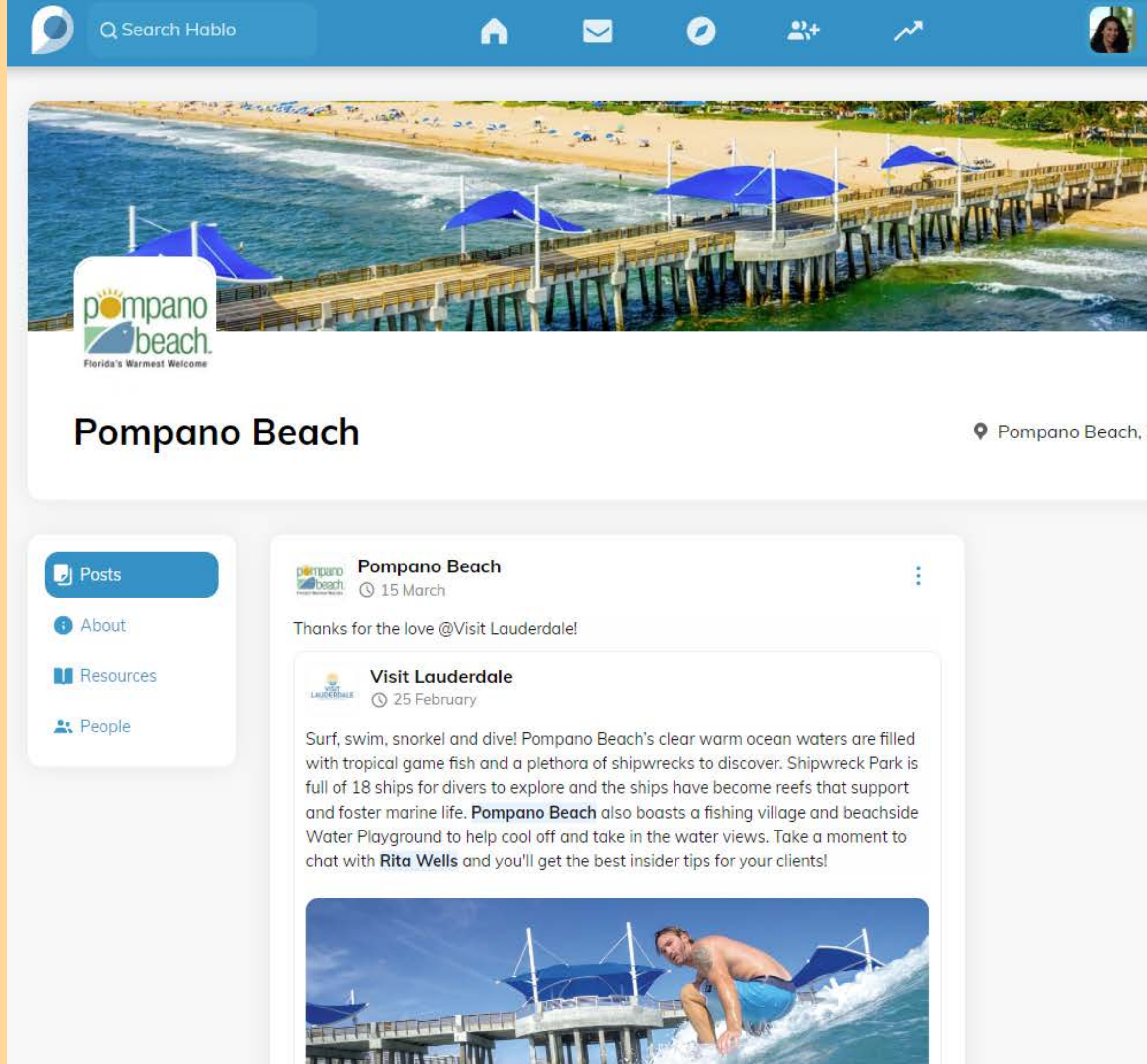
1,916 FOLLOWERS

15K POST IMPRESSIONS IN
THE LAST 6 MONTHS

JETBLUE UK PARTNERSHIP

BUILD PARTNER PAGES

brightline 
PRIVATE SCUBA LESSONS
LAURA PARKE'S EXCLUSIVE



LAUDERDALE
LOYALIST



1,326 Registered

925 Started

513 Graduated





Leisure Lauderdale

TOTAL FOLLOWERS

2,569

177% INCREASE





Travel Advisor Deals

[@visitlauderdale.com/traveltrade](https://www.visitlauderdale.com/traveltrade)

[@facebook.com/leisurelauderdale](https://www.facebook.com/leisurelauderdale)



QUARTERLY PARTNER MEETING

SAVE
THE
DATE

JULY 13, 2023



