

Greater Fort Lauderdale YE 2016 Visitor Profile

*INSIGHTS
THAT TAKE
YOU
PLACES*

DKSHIFFLET

Year-End 2016 Visitor Profile.

*An Inside Look at the Travel Market in
Greater Fort Lauderdale*

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The report you are about to read is a comprehensive analysis of the travel market in the U.S. and Fort Lauderdale. After reviewing this report, it is DKSA's intention for travel marketers and planners to be better armed with the intelligence they need to develop tourism marketing strategies that will attract new visitors and provide a travel experience that will earn repeat visits and referrals.

Fort Lauderdale continues to attract high value visitors from its key origin markets

This Fort Lauderdale Visitor Study provides intelligence on U.S. and Overnight Leisure travel trends from 2016. Volume and profile data are from D. K. Shifflet & Associate's **PERFORMANCE/MonitorSM Travel Intelligence SystemSM** — the largest travel-tracking system in the U.S. The 2016 Fort Lauderdale visitor profile is based on households traveling to Fort Lauderdale. Appendix A contains details on study methodology and definitions of terms such as Person-Stays and Person-Days.

Executive Summary

This report, like previous reports, studies Fort Lauderdale domestic travel compared to the U.S. Data are also analyzed for the following segments – Fort Lauderdale Overnight Leisure, Fort Lauderdale Non-Resident Overnight Leisure, Fort Lauderdale Resident Overnight Leisure, Fort Lauderdale Overnight Leisure Vacation (Getaway Weekend/General Vacation), Fort Lauderdale Overnight Leisure Non-Vacation (Visit Friends/Relatives, Special Event, Other Personal), and Fort Lauderdale Overnight Business.

2016 Highlights:

- Overall share of visitation continues to grow
- Boomers and GenXers are the dominant generations of visitors
- Florida, New York, and California are the largest origin markets
- Spring and Winter are the dominant travel seasons
- One Adult and Couple travel parties are most dominant
- Fort Lauderdale hosted visitors for an average of 3.87 nights
- Daily per person spending is at \$150 (including transportation)
- Beach/Waterfront, Visit Friends/Relatives, Culinary/Dining, Shopping, Nightlife, Gambling, and Touring/Sightseeing are some of the most popular activities

STUDY SPECIFICATIONS

Travel definition: An overnight trip or any day-trip greater than 50 miles one-way from home.

Sample Frame: All U.S. domestic travelers during 2016 to Fort Lauderdale

Total Visitor Volume: Greater Fort Lauderdale

Record-high Fort Lauderdale visitation in 2016

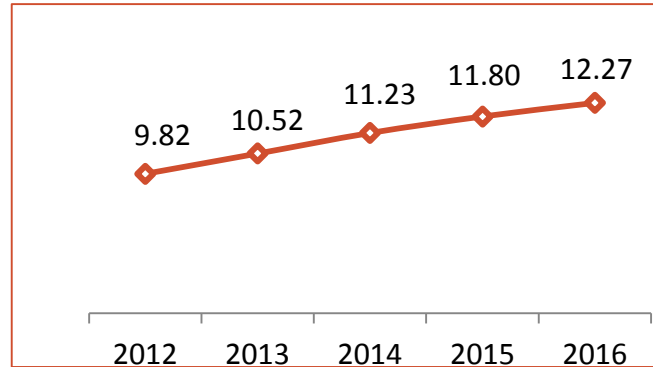
Visitation has been growing steadily since 2012. This year marks another record-high for Fort Lauderdale, which hosts more than 12.27 million Business and Leisure travelers, although the growth slowed slightly to 4% from 5% in 2015.

Leisure Travel drives Fort Lauderdale's volume gains

Leisure visitation is up in 2015 while Business has fallen slightly. Leisure growth slowed slightly from 5.3% in 2015 to 4.7%. Business Person-Stays are down 1.5% in 2016 from 2015.

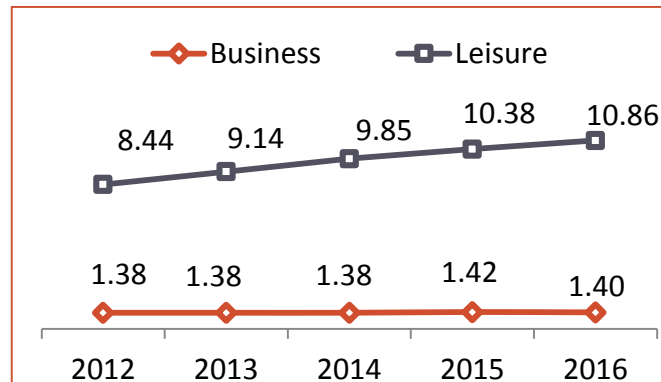
Total Visitation (Business + Leisure)

FORT LAUDERDALE PERSON-STAYS (MILLIONS) 2012-2015



Visitation by Travel Segment

FORT LAUDERDALE PERSON-STAYS (MILLIONS)



Traveler volume continued to grow in 2016

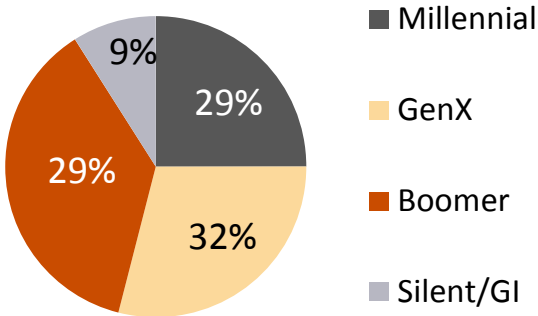
Demographics: Generations

Boomers remain the dominant generation overall Leisure visitation as well as across all segments, although their share of visitation has fallen slightly, with Millennial and GenX visitors on the rise. GenXers provide the highest average spending by generation, with an average party-per-stay spend of \$1,295, just slightly ahead of Boomers at \$1,219. Generationally, the Boomer and GenX visitors are the most profitable. In the short-term, GenXers have the most growth potential followed by Millennials.

Generation	Birth Years
Millennial	1981 and after
Gen X	1965-1980
Boomer	1946-1964
Silent	1930-1945
G.I.	1929 and earlier

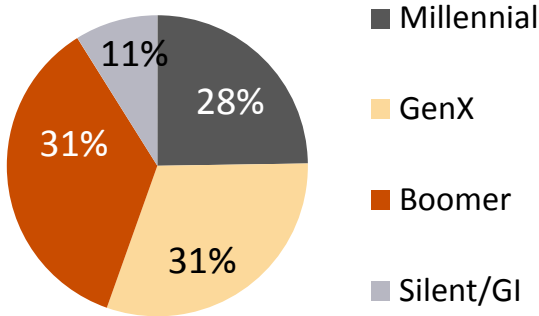
Fort Lauderdale Leisure by Generation

LEISURE PERSON-STAYS % SHARE



Fort Lauderdale FL Non-Res Leisure - Generation

LEISURE PERSON-STAYS % SHARE



Boomers continue to contribute a higher share of visitation in Fort Lauderdale when compared to the U.S.

GLOSSARY

Person-Stays : the total number of people who visited your destination, regardless of how long they stayed

Lifestage Segmentation

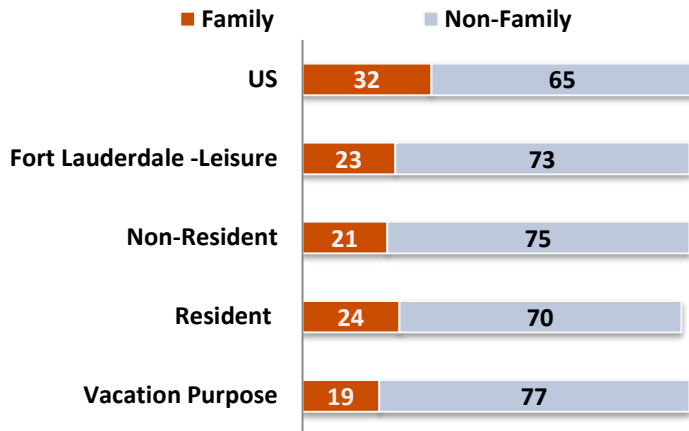
DKSA combines the three variables most likely to differentiate between travelers to create seven Lifestages. Generally, Fort Lauderdale hosts more “Non-Family” travelers, or travelers that do not have children their households, than the typical U.S. leisure destination. Affluent Mature and Maturing & Free contribute the greatest share of travel. Affluent Family travelers represent the largest Party-per-Stay spending of any Lifestage at \$1,567, slightly ahead of Affluent Mature at \$1,447.

DKSA Lifestage Definitions

Lifestage	Age of HoH	HH Income	Children <18 in HH
Young & Free	18-34	Any	No
Young Family	18-34	Any	Yes
Mature & Free	35-54	Any	No
Moderate Family	35-54	Under \$75K	Yes
Affluent Family	35-54	\$75K+	Yes
Moderate Mature	55+	Under \$60K	No
Affluent Mature	55+	\$60K+	No

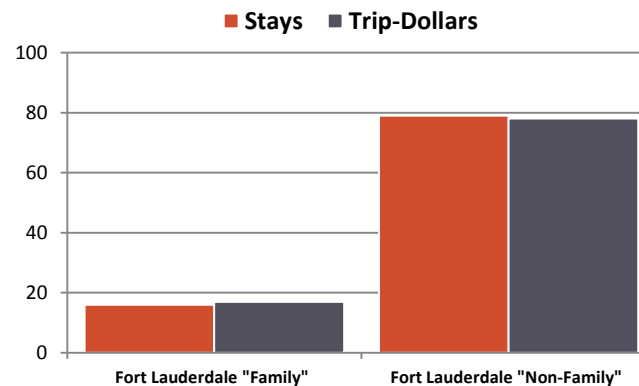
Lifestage Share

2016 TOTAL LEISURE PERSON-STAYS



Lifestage Stays and Trip Dollars

TOTAL LEISURE (2014-2016)



Affluent Lifestages account for over one-third of the Leisure spending in Fort Lauderdale

GLOSSARY

Person-Stays: the total number of people who visited your destination, regardless of how long they stayed

Stays: represent the number of distinct groups of travelers (travel parties) and the number of destinations they visited on a trip, regardless of the number of people within the travel group.

Trip-Dollars (Direct Spending): monetary worth/contribution of travelers to a destination's economy as opposed to the contribution of number of trips or number of days spent at the destination

Where do Fort Lauderdale’s visitors come from?

About **15%** of Fort Lauderdale Leisure Person-Stays originated from New York state this year, followed by California, Ohio and New Jersey. When looking at DMAs, New York ranks first at **21.6%** for Non-Resident Leisure purposes, followed by San Francisco-Oakland-San Jose, Atlanta and Boston.

The average one-way distance traveled for Leisure to Fort Lauderdale is 1,142 miles in 2015, up from 1,118 miles the previous year.

Fort Lauderdale Origin States

2016 NON-RESIDENT LEISURE PERSON-STAYS

New York	20.2%
California	8.6%
Ohio	4.5%
New Jersey	4.5%
North Carolina	4.5%
Michigan	4.4%

Fort Lauderdale Origin DMAs

2015 NON-RESIDENT LEISURE PERSON-STAYS

New York, NY	21.6%
San Francisco, CA	5.9%
Atlanta, GA	3.8%
Boston, MA	3.6%
Detroit, MI	3.4%
Washington, DC	3.3%
Indianapolis, IN	2.6%

Fort Lauderdale Origin DMAs

2015 RESIDENT LEISURE PERSON-STAYS

Miami-Ft Lauderdale	23.7%
Tampa-St. Pete-Sarasota	19.5%
West Palm-Fort Pierce	18.6%
Orlando-Daytona-Melbourne	16.5%
Jacksonville	8.0%
Fort Myers-Naples	6.9%
Mobile, AL-Pensacola, FL	3.1%
Tallahassee, FL-Thomasville, GA	2.1%
Gainesville, FL	1.7%

The New York DMA provides 21.6% of Non-Resident Leisure visitation

Who makes up the average Travel Party?

Party size is slightly up (1.88 people) in 2016 when compared to 2015 (1.85 people). This can be attributed to a trade off between the growth of M/F couples and the decline of One Adult parties. One Adult travel parties represent the highest share of visitation but the lowest share of spending of Overnight Leisure travel to Fort Lauderdale.

M/F couples represent 43% and the highest spending at \$1,573 per visit. Parties of 3 Adults or more spend \$1,401 on average for their leisure trip.

Fort Lauderdale Travel Party Composition

LEISURE STAYS



Solo Travelers make up 36% of Fort Lauderdale Stays and an average spend per stay of \$623, higher than the US avg.



Two-Adult Parties are 49% of Leisure visits. These are predominantly (42%) One Male + One Female parties



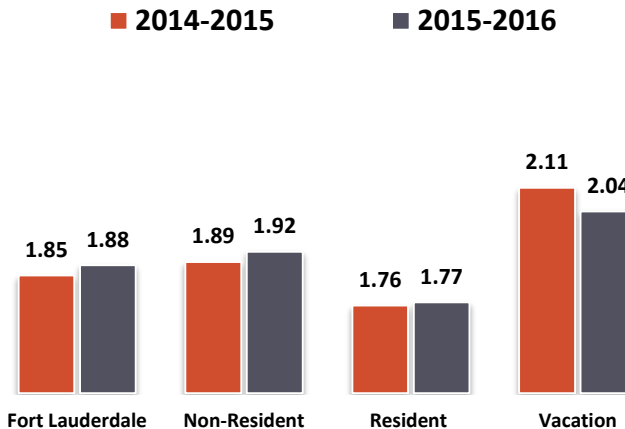
Three+ Adult Groups account for 7% of Fort Lauderdale Overnight Leisure Stays



About 8% of Travel Parties include children, down from 10%. These parties spend an average of \$1,328 per stay

Average Fort Lauderdale Party Size

LEISURE STAYS



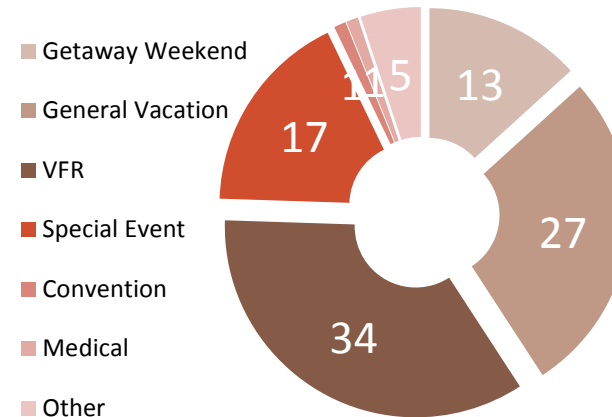
M/F (Couple) travel parties are the most profitable Leisure visitors by Party Composition, spending an average of \$1,573 per stay

Why do travelers visit Fort Lauderdale?

Approximately 59% of the state’s Leisure visitors travel for a non-vacation purpose, predominantly to Visit a Friend or Relative at 34%. 41% travel for Vacation related purposes - Getaway Weekends and General Vacations are the most profitable trip purpose. and taken together, the Vacation Leisure brings in \$1,575 on average for each Overnight Leisure visit to Fort Lauderdale.

Fort Lauderdale Travel Purpose

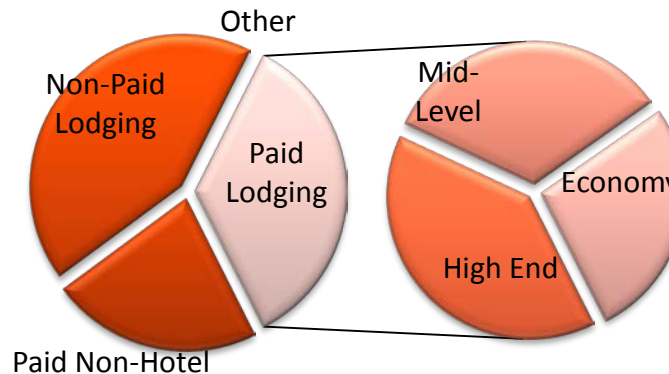
SHARE OF 2016 LEISURE PERSON-STAYS



Where do Fort Lauderdale visitors stay?

2016 OVERNIGHT LEISURE PERSON-STAYS

Hotel accounts for about 39% of Fort Lauderdale’s Overnight Leisure (ONL) Person-Stays, lower than the US average. Paid accommodations not in a hotel jumped to 21% among ONL visitors in 2016. About 40% of ONL visitors stay in a private home, slightly above the U.S. average at 36%.



Visitors staying in paid non- hotels have an average party-per-stay spending of \$1,850. Those staying in paid hotels have an average spending of \$1,215.

Traveler Activities

Top 5 Activities of Overnight Leisure Parties:

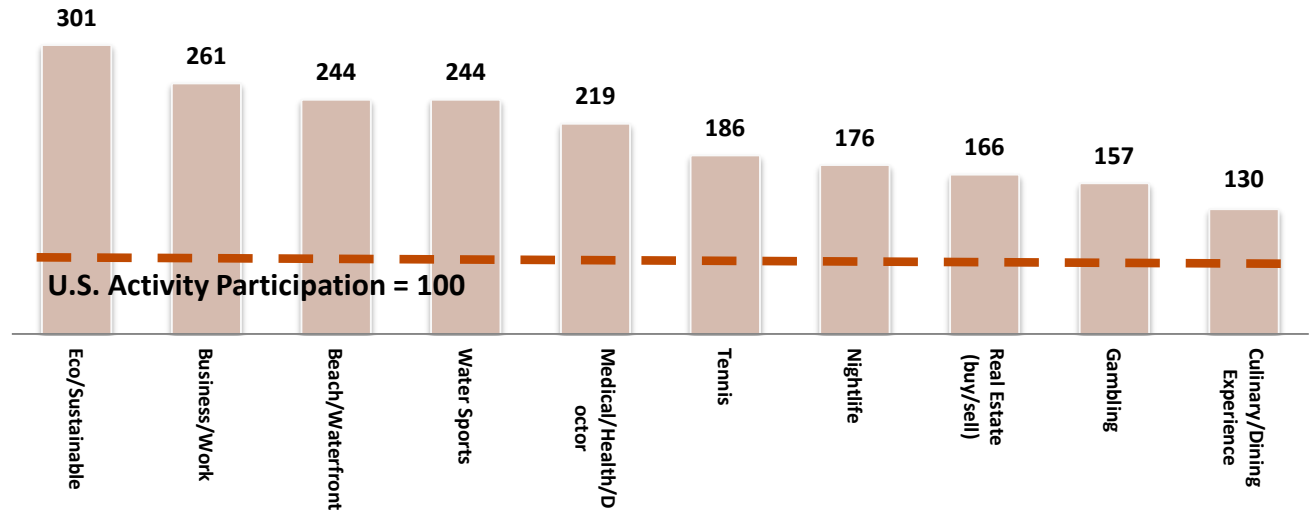
1. VFR (44% of Leisure Stays)
2. Beach/Waterfront (40% of Leisure Stays)
3. Culinary/Dining (36% of Leisure Stays)
4. Shopping (28% of Leisure Stays)
5. Nightlife (20% of Leisure Stays)

What are Fort Lauderdale's standout activities?

When indexed to the U.S. average activity participation, travelers to Fort Lauderdale show a strong preference for Eco/Sustainable Travel, Business/Work, Beach/Waterfront, Water Sports, Medical Visits, Tennis, Spa and Nightlife activities when visiting.

The Activity Index

2016 LEISURE STAYS



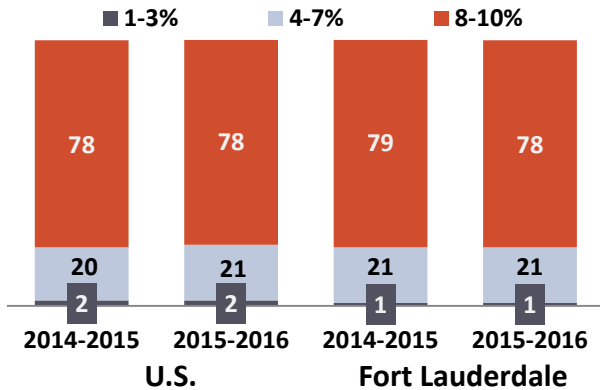
Visiting Friends and Relatives, Beach/Waterfront, Culinary and Dining and Shopping related activities are the most popular activities among Overnight Leisure Visitors

How do Visitors Rate their Experience?

Respondents are asked to rate their experience in two key domains: Satisfaction and Value. Ratings are on a 10-point scale, where 1 is low or 'poor' and 10 is 'excellent'. Fort Lauderdale tracks well on visitor satisfaction, with a small increase over last year in this dimension. The average satisfaction score is 8.49/10 this year, last year it was 8.47/10.

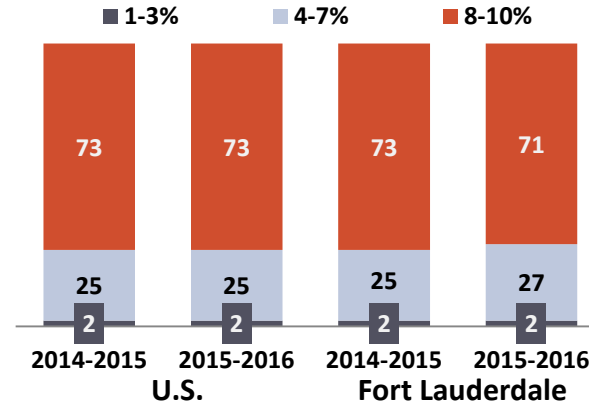
Satisfaction Ratings

LEISURE PERSON-STAYS (%)



Value Ratings

LEISURE PERSON-STAYS (%)



Value ratings for Fort Lauderdale decreased slightly in 2016 to 8.19/10 compared to 8.20/10 the previous time period. About 71% of visitors provided a top-box score in the Value dimension for 2016.

Fort Lauderdale is slightly lower than the U.S. average in Value slightly and is at parity with the average leisure destination in Satisfaction.

Weights & Definitions

REFERENCE

Stays or Travel Parties	Stays represent the number of distinct groups of travelers (travel parties or groups) and the number of destinations they visited on a trip, regardless of the number of people within the travel group.
Person-Stays	(Number of Visitors) The total number of people that traveled to your destination, regardless of the length of their stay.
Person-Days	(Number of Visitor-Days) The total number of days that all visitors contributed to your destination.
Trip-Dollars	(Direct Spending) Using the Trip-Dollars weight shows the monetary worth/contribution of travelers to a destination's economy as opposed to the contribution of number of trips or number of days spent at the destination.
Trip Expenditures	combines per-person spending with Person-Days to calculate the money spent on each trip to your destination.
Lifestage	Lifestage analysis combines three variables - age, household income, and presence of children in the household - into one variable containing seven mutually-exclusive segments defined above. Because of the age component, the lifestage segments are "moving targets" from year to year.

Lifestage and Generation Definitions

REFERENCE

DKSA combines the three variables most likely to discriminate between travelers into seven Lifestages. These include age, household income and whether or not children are present in the household. These segments are generally used for promotion development and targeting. For Fort Lauderdale, visitors are more likely to belong to Lifestages with no children in the household. It is important to notice, however that these Lifestages are the least profitable for the County. The combined family Lifestages are the most profitable, especially those visitors who represent Moderate Family and Affluent Family. The challenge remains is to how best attract these visitors.

Lifestage	Head of HH Age (years)	HH Income	Children <18 in HH
Young & Free	18-34	Not Used	No
Young Family	18-34	Not Used	Yes
Mature & Free	35-54	Not Used	No
Moderate Family	35-54	Under \$75K	Yes
Affluent Family	35-54	\$75K+	Yes
Moderate Mature	55+	Under \$60K	No
Affluent Mature	55+	\$60K+	No

Generation	Year of Birth
Millennial	1984-2002
GenX	1965-1983
Boomer	1946-1964
Silent	1927-1945
GI	1926 or older

Visitor Profile – Highlights YE 2016

	FTL Overnight Leisure	FTL Overnight Leisure FL-Non Res	FTL Overnight Leisure FL-Resident	FTL Overnight Leisure Vacation	FTL Overnight Leisure Non-Vacation	FTL Overnight Business
Average Age (yrs.)	49	49	49	47	51	47
Employed	59%	66%	41%	67%	54%	80%
Retired	26%	25%	27%	16%	32%	6%
Average Income (000)	\$99,475	\$112,034	\$66,958	\$108,232	\$93,505	\$117,082
Children in HH	27%	26%	31%	23%	30%	32%
Gay/Lesbian (GLBT)	6%	7%	3%	6%	6%	5%

Green = Increased in Share or Increased in Number

Red = Decreased in Share or Decreased in Number

Black = Flat over Previous Year

Visitor Profile – Highlights YE 2016

	FTL Overnight Leisure	FTL Overnight Leisure FL-Non Res	FTL Overnight Leisure FL-Resident	FTL Overnight Leisure Vacation	FTL Overnight Leisure Non-Vacation	FTL Overnight Business
Length of Stay (Nights)	3.87	4.40	2.61	3.92	3.85	2.38
Traveling Party (PPL)	1.88	1.92	1.77	2.04	1.78	1.26
One Adult	36%	34%	41%	29%	40%	80%
M/F	42%	43%	41%	46%	40%	13%
MM/FF	7%	8%	5%	11%	5%	2%
3 or More Adults	7%	7%	5%	9%	5%	3%
Children Present	8%	8%	8%	5%	9%	2%
Air	40%	54%	3%	46%	35%	48%
Auto	57%	45%	90%	50%	62%	48%

Visitor Profile – Highlights YE 2016

	FTL Overnight Leisure	FTL Overnight Leisure FL-Non Res	FTL Overnight Leisure FL-Resident	FTL Overnight Leisure Vacation	FTL Overnight Leisure Non-Vacation
Race/Ethnicity					
White	74%	80%	61%	79%	71%
Black/African American	15%	15%	15%	10%	19%
Asian	2%	3%	1%	2%	3%
Native Hawaiian/Islander	0%	0%	0%	0%	0%
Native American	1%	1%	0%	1%	1%
Other/Mixed	10%	3%	27%	10%	10%
Hispanic, Latino, Spanish Origin	17%	12%	30%	25%	12%

Visitor Profile – Highlights YE 2016

	FTL Overnight Leisure	FTL Overnight Leisure FL-Non Res	FTL Overnight Leisure FL-Resident	FTL Overnight Leisure Vacation	FTL Overnight Leisure Non-Vacation	Miami/Dade Overnight Leisure
Trip Planning:						
Less Than 1 Week	6%	5%	8%	4%	7%	9%
1 Week	8%	8%	8%	9%	8%	7%
2-3 Weeks	15%	12%	22%	9%	19%	17%
1 Month	22%	18%	29%	24%	20%	25%
2-3 Months	27%	30%	18%	28%	26%	23%
4-5 Months	6%	9%	1%	8%	5%	7%
6 Months	5%	6%	3%	4%	6%	6%
More than 6 Months	8%	11%	2%	10%	8%	3%



Visitor Profile – Highlights YE 2016

	FTL Overnight Leisure	FTL Overnight Leisure FL-Non Res	FTL Overnight Leisure FL-Resident	FTL Overnight Leisure Vacation	FTL Overnight Leisure Non-Vacation	FTL Overnight Business
Generations:						
Millennial (1981+)	25%	25%	27%	28%	24%	28%
GenX (1965-1980)	29%	31%	26%	34%	26%	41%
Boomer (1946-1964)	37%	36%	39%	35%	38%	28%
Silent/GI (1945 – Earlier)	9%	9%	8%	4%	12%	3%
Lifestages:						
Young & Free	16%	16%	17%	17%	15%	12%
Young Family	9%	8%	10%	9%	8%	11%
Maturing & Free	20%	22%	15%	31%	13%	36%
Moderate Family	6%	5%	8%	2%	8%	11%
Affluent Family	8%	9%	6%	8%	8%	10%
Moderate Mature	10%	8%	17%	7%	12%	5%
Affluent Mature	27%	29%	21%	22%	30%	15%

Visitor Profile – Highlights YE 2016

	FTL Overnight Leisure	FTL Overnight Leisure FL-Non Res	FTL Overnight Leisure FL- Resident	FTL Overnight Leisure Vacation	FTL Overnight Leisure Non-Vacation	FTL Overnight Business
Spending (Travel Party)	\$1,190	\$1,465	\$551	\$1,669	\$935	\$727

Visitor Profile - Highlights YE 2016

	FTL Overnight Leisure	FTL Overnight Leisure FL-Non Res	FTL Overnight Leisure FL- Resident	FTL Overnight Leisure Vacation	FTL Overnight Leisure Non-Vacation
Vacation Purpose:					
Getaway Weekend	13%	10%	21%	32%	
General Vacation	27%	33%	14%	68%	
Non-Vacation Purpose:					
Visit Friends/Relative	34%	34%	33%		57%
Special Event	17%	17%	18%		29%
Medical/Health	1%	1%	4%		1%
Conv/Show/Conference	1%	1%	2%		2%
Seminar/Class/etc.	0%	0%	1%		1%
Other Leisure/Personal	5%	4%	7%		9%

Visitor Profile - Highlights YE 2016

	Fort Lauderdale Overnight Business
Group/Meeting Purpose:	
Convention	22%
Seminar/Training	24%
Other Group Meeting	16%
Transient Purpose:	
Consulting/Client Services	11%
Inspection/Audit	2%
Construction/Repair	1%
Sales/Purchasing	10%
Government/Military	0%
Other Business	13%



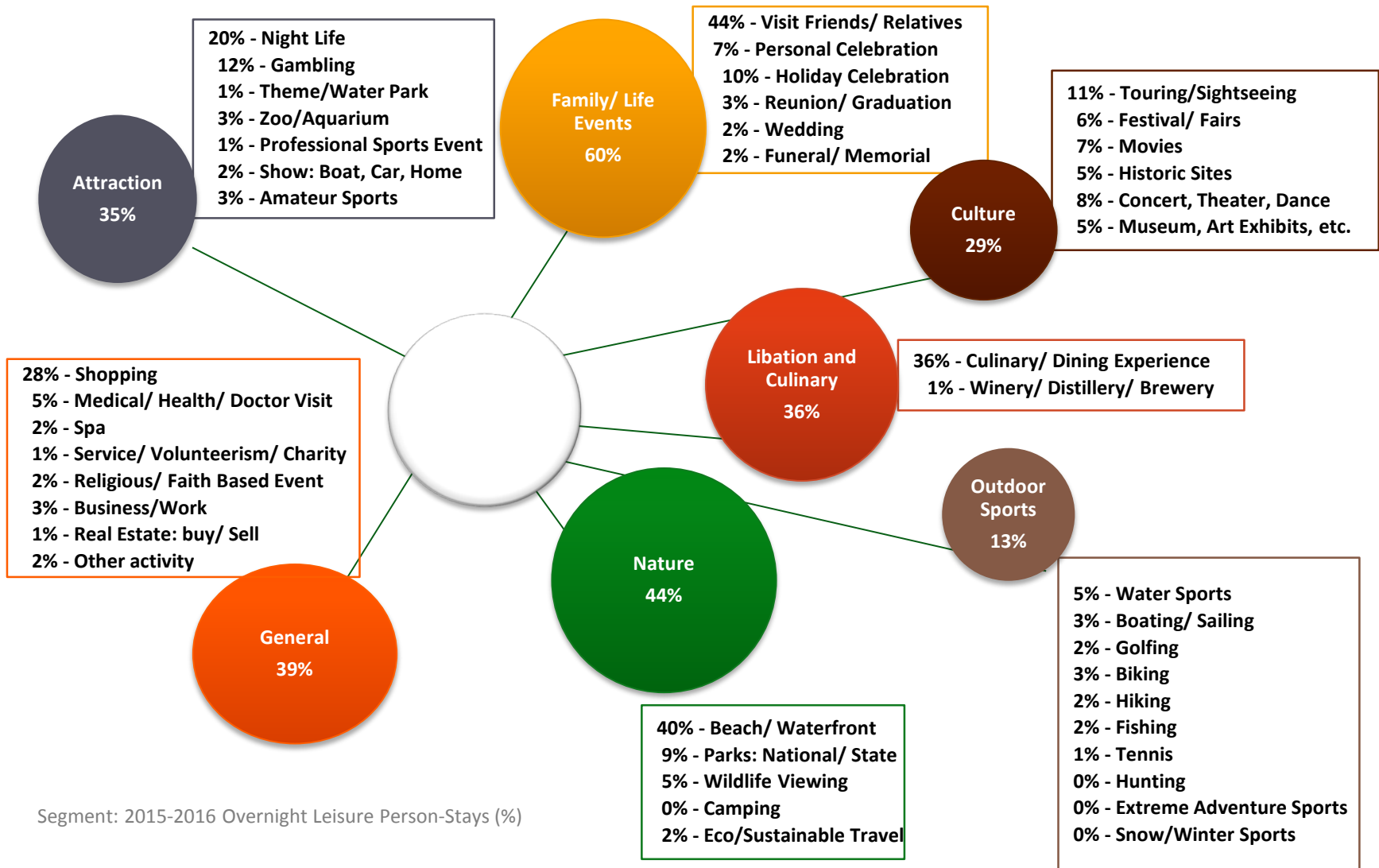
Visitor Profile – Highlights YE 2016

	FTL Overnight Leisure	FTL Overnight Leisure FL-Non Res	FTL Overnight Leisure FL- Resident	FTL Overnight Leisure Vacation	FTL Overnight Leisure Non-Vacation	FTL Overnight Business
Overall Satisfaction	8.49	8.43	8.64	8.63	8.39	7.91
Value for the Money	8.19	8.16	8.25	8.29	8.12	7.62
Friendly Helpful People	8.22	8.18	8.33	8.52	8.01	7.86
Feeling of Safety	8.26	8.24	8.33	8.53	8.08	7.98
Likely to Recommend	8.36	8.29	8.54	8.56	8.22	7.56

Average (10 = Excellent, 1 = Poor)

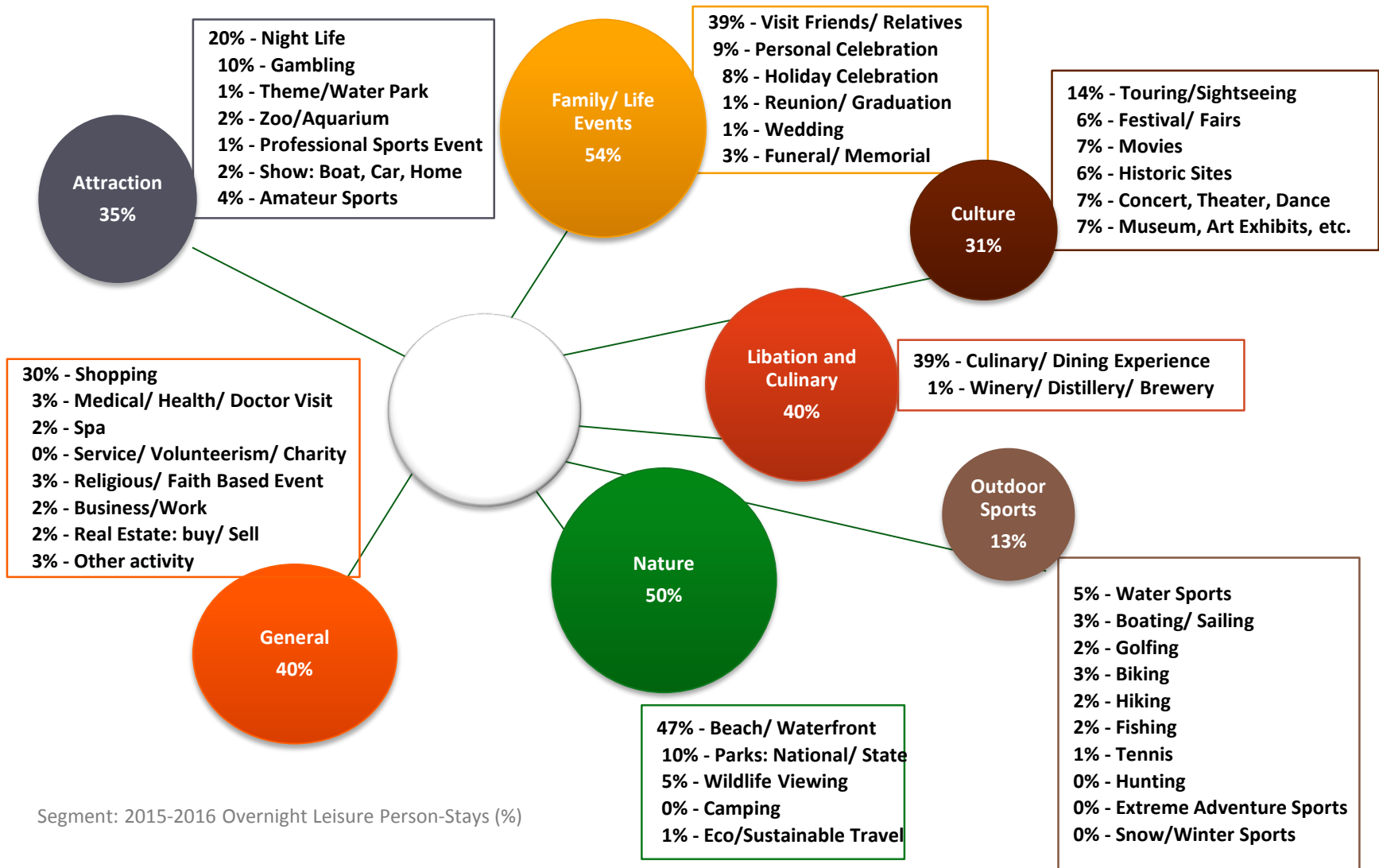
Fort Lauderdale Activity Participation

ACTIVITY PARTICIPATION

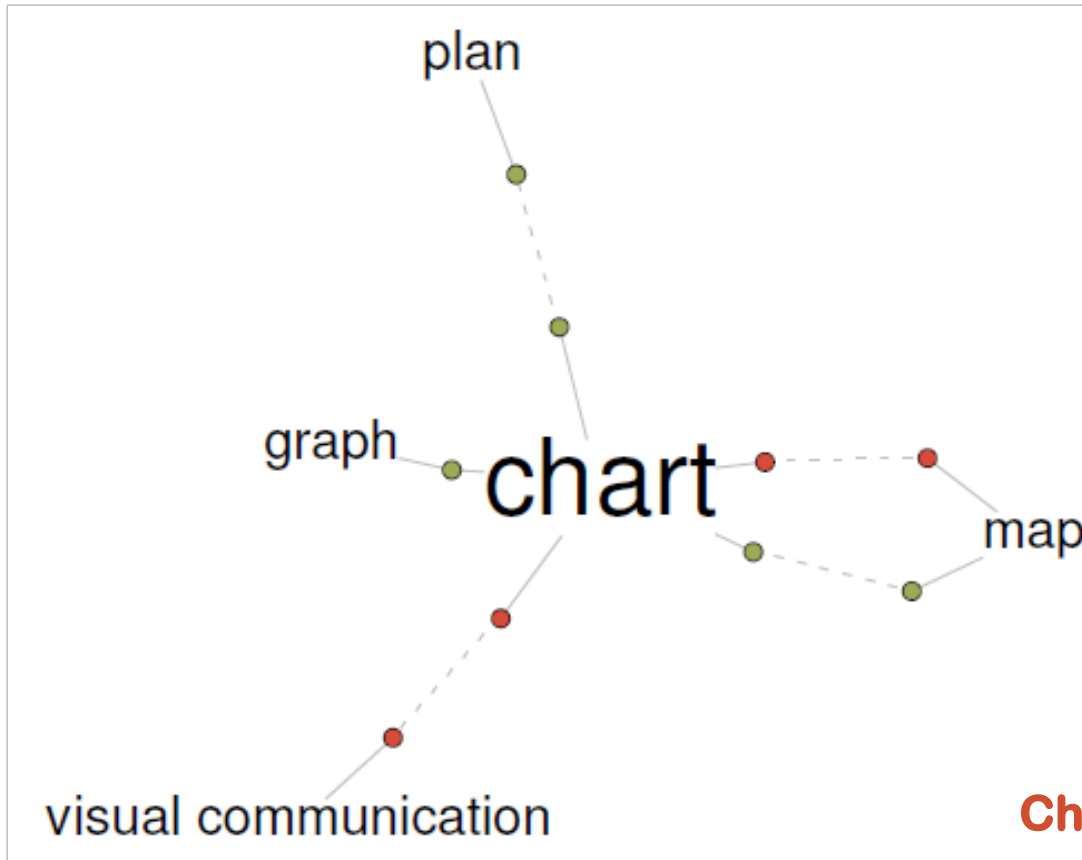


Segment: 2015-2016 Overnight Leisure Person-Stays (%)

Fort Lauderdale Activity Participation – Non-Resident of Florida ACTIVITY PARTICIPATION



Segment: 2015-2016 Overnight Leisure Person-Stays (%)



Charts and Graphs

Fort Lauderdale Year-End 2016

Age Distribution: U.S., Fort Lauderdale

DEMOGRAPHICS

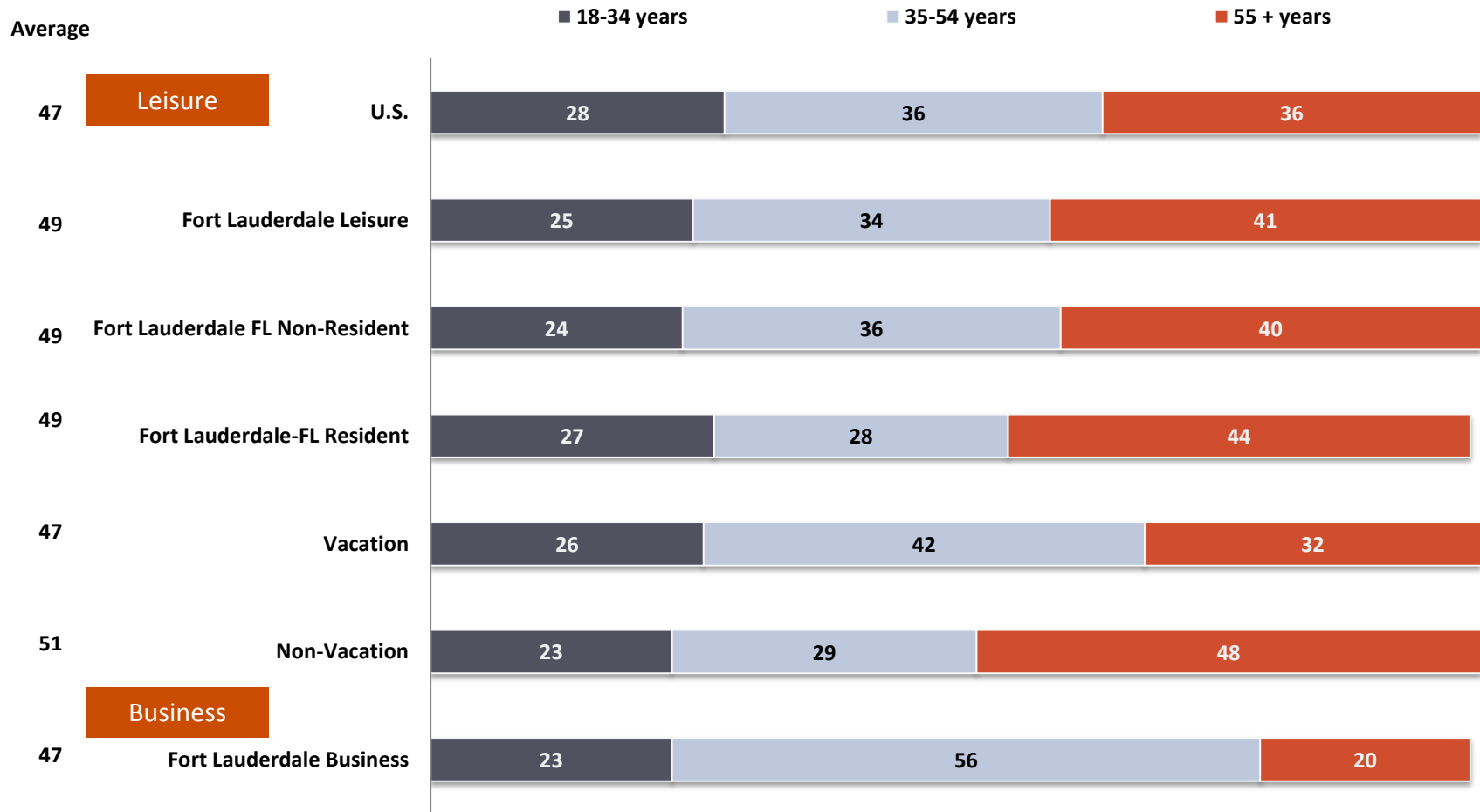


Chart 1 • Segment: 2016 Overnight Person-Stays (%),

Fort Lauderdale Avg. Party per Trip Spending by Age

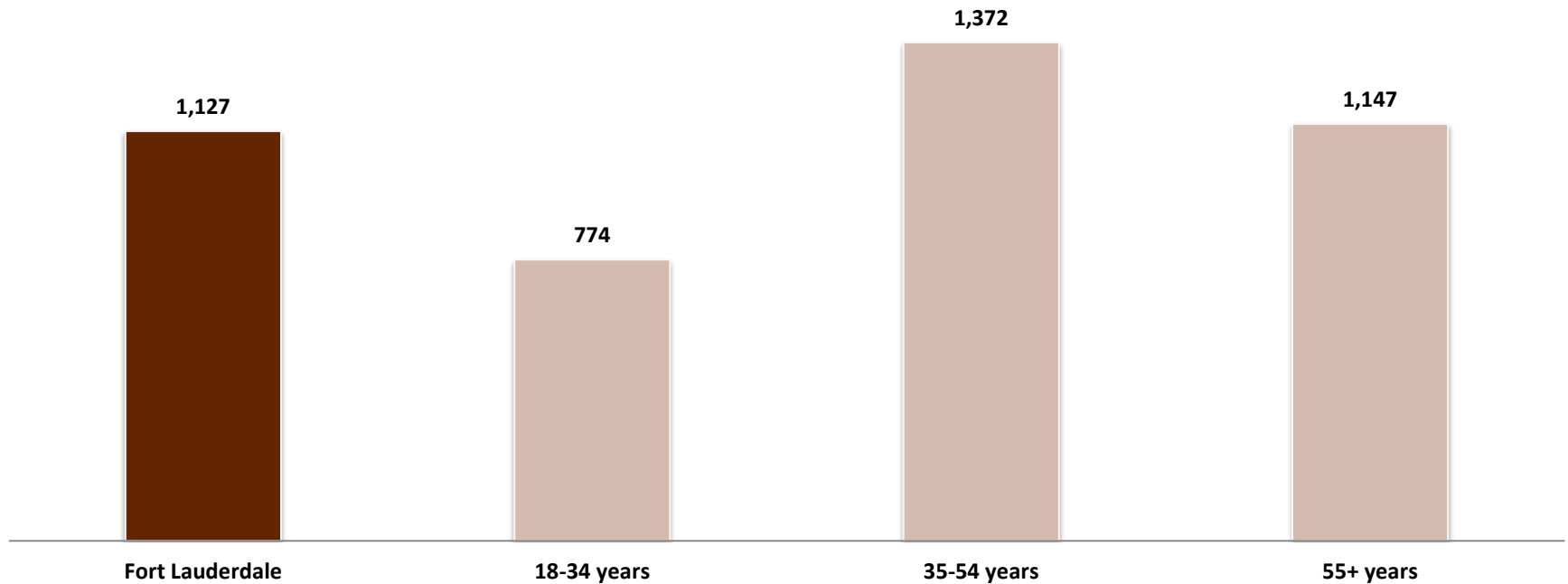


Chart 2 • Segment: 2014-2016 Overnight Leisure Stays (\$)

Average Party per Trip Spending

Includes reported expenditures of all travelers (including transportation expenditure) who spend more than \$1 on their trip to or within the destination. Individual averages for subgroups of variables, such as accommodation types or activities might be higher than the total average party per trip spending for a destination because the travelers' spending is included only in those subgroups of variables to which the respondent replied.

Fort Lauderdale Age Comparison

DEMOGRAPHICS

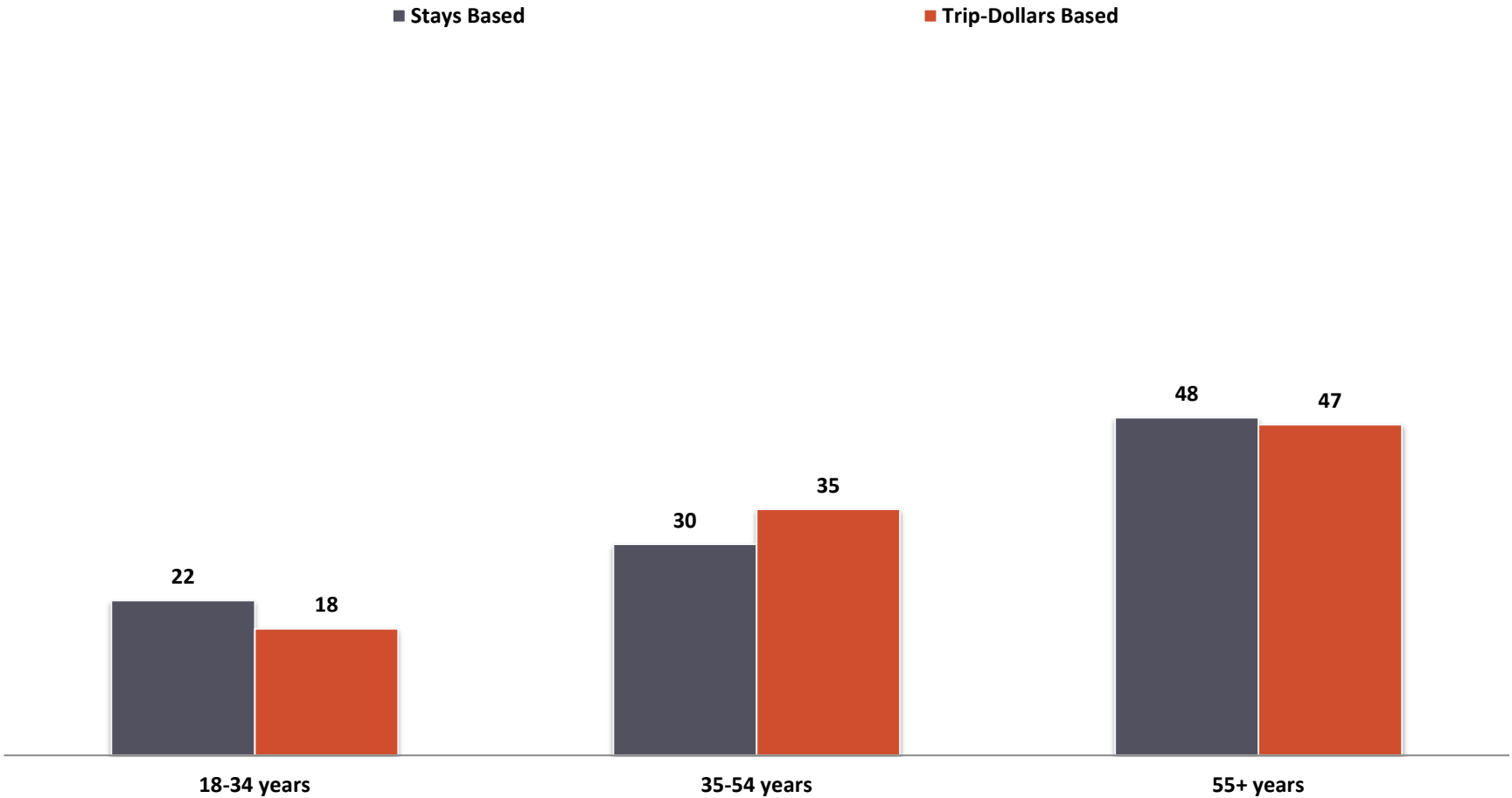


Chart 3 • Segment: 2014-2016 Overnight Leisure (%)

Distribution of Children in Household: U.S., Fort Lauderdale

DEMOGRAPHICS

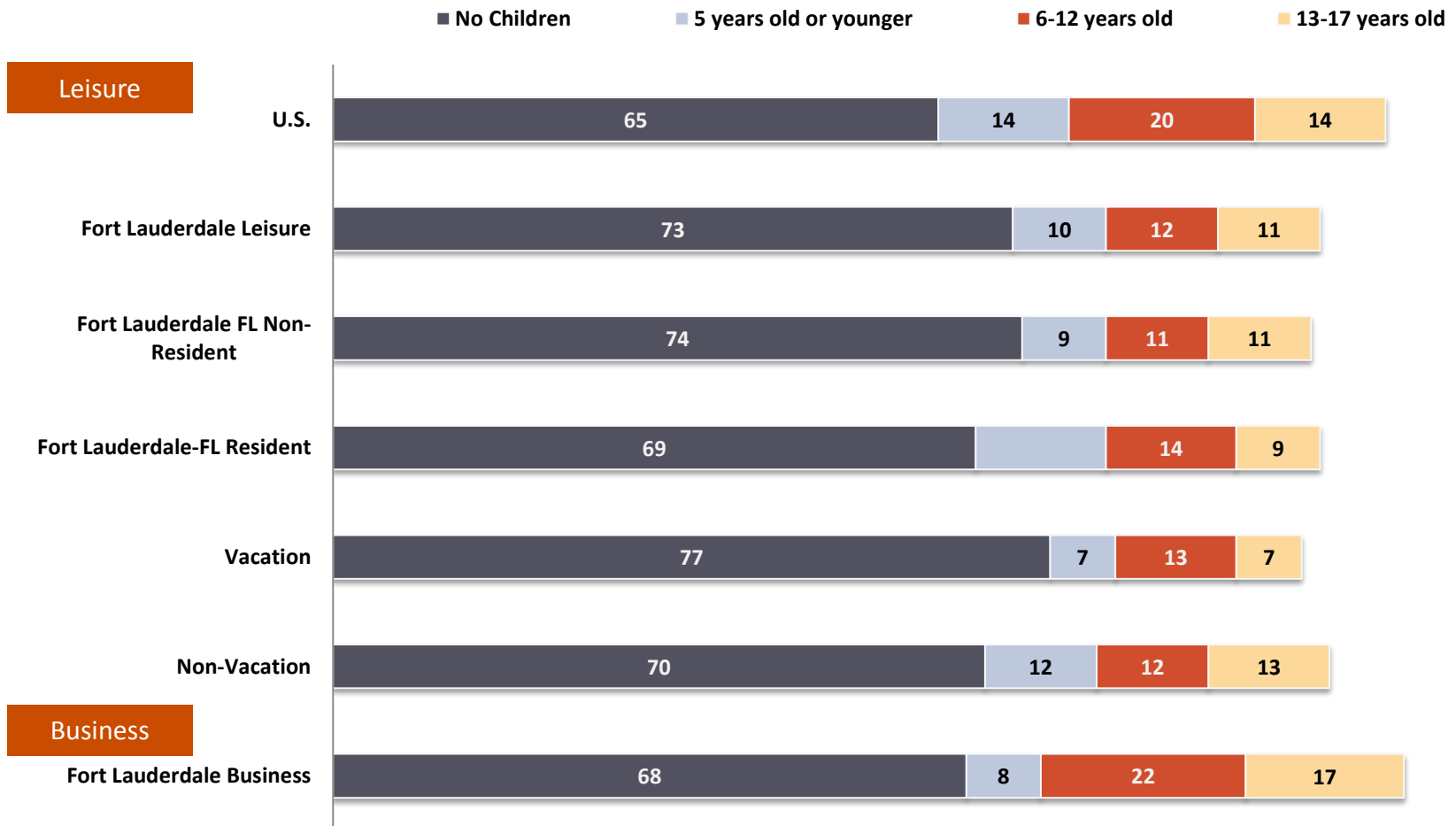


Chart 4 • Segment: 2015-2016 Overnight Leisure Person-Stays (%)

GLOSSARY

Sum exceeds 100% due to multiple-children households.

Household Income Distribution: U.S., Fort Lauderdale

DEMOGRAPHICS

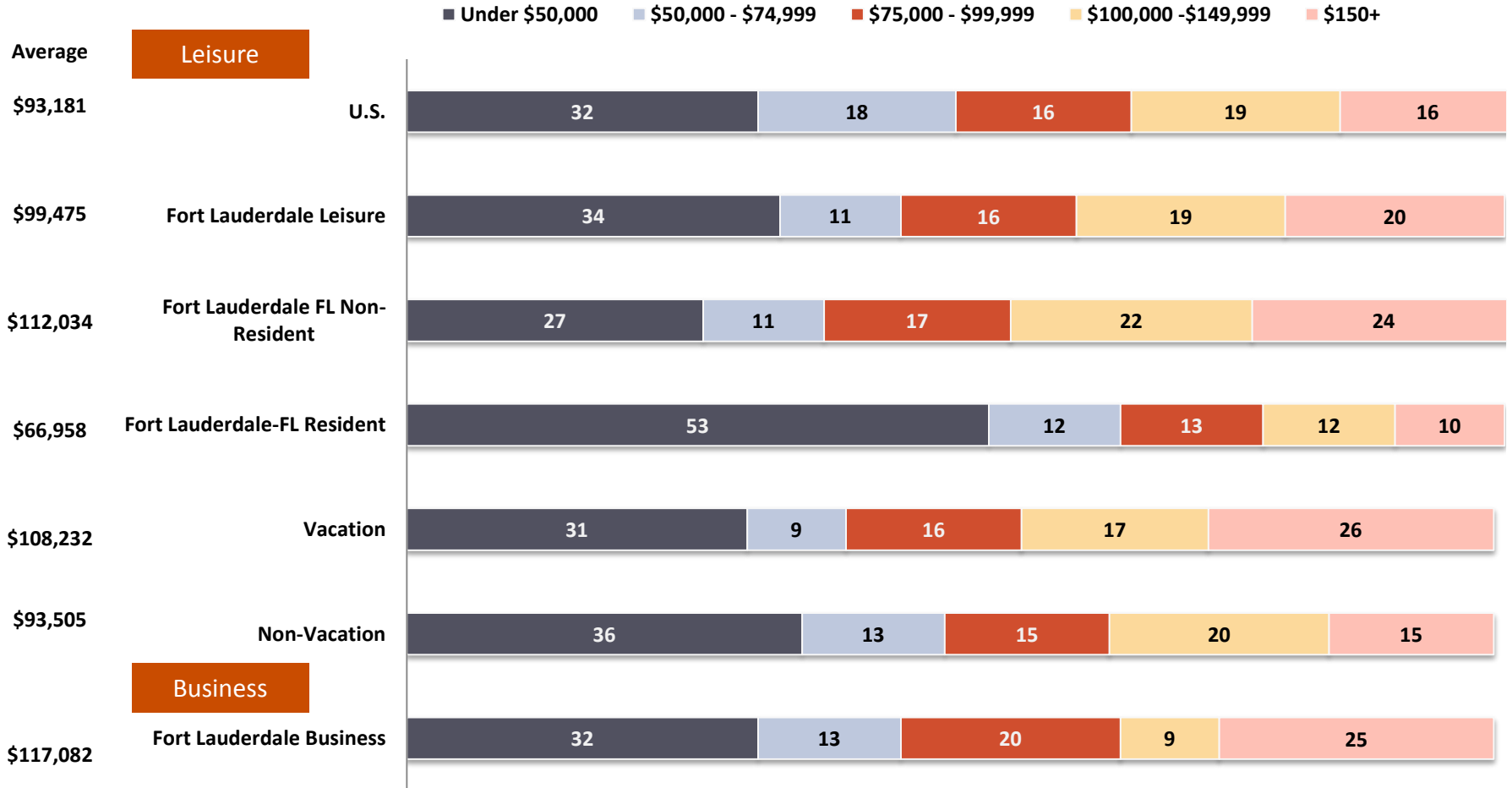


Chart 5 • Segment: 2015-2016 Overnight Leisure Person-Stays (%)

Lifestage Distribution: U.S., Fort Lauderdale

DEMOGRAPHICS

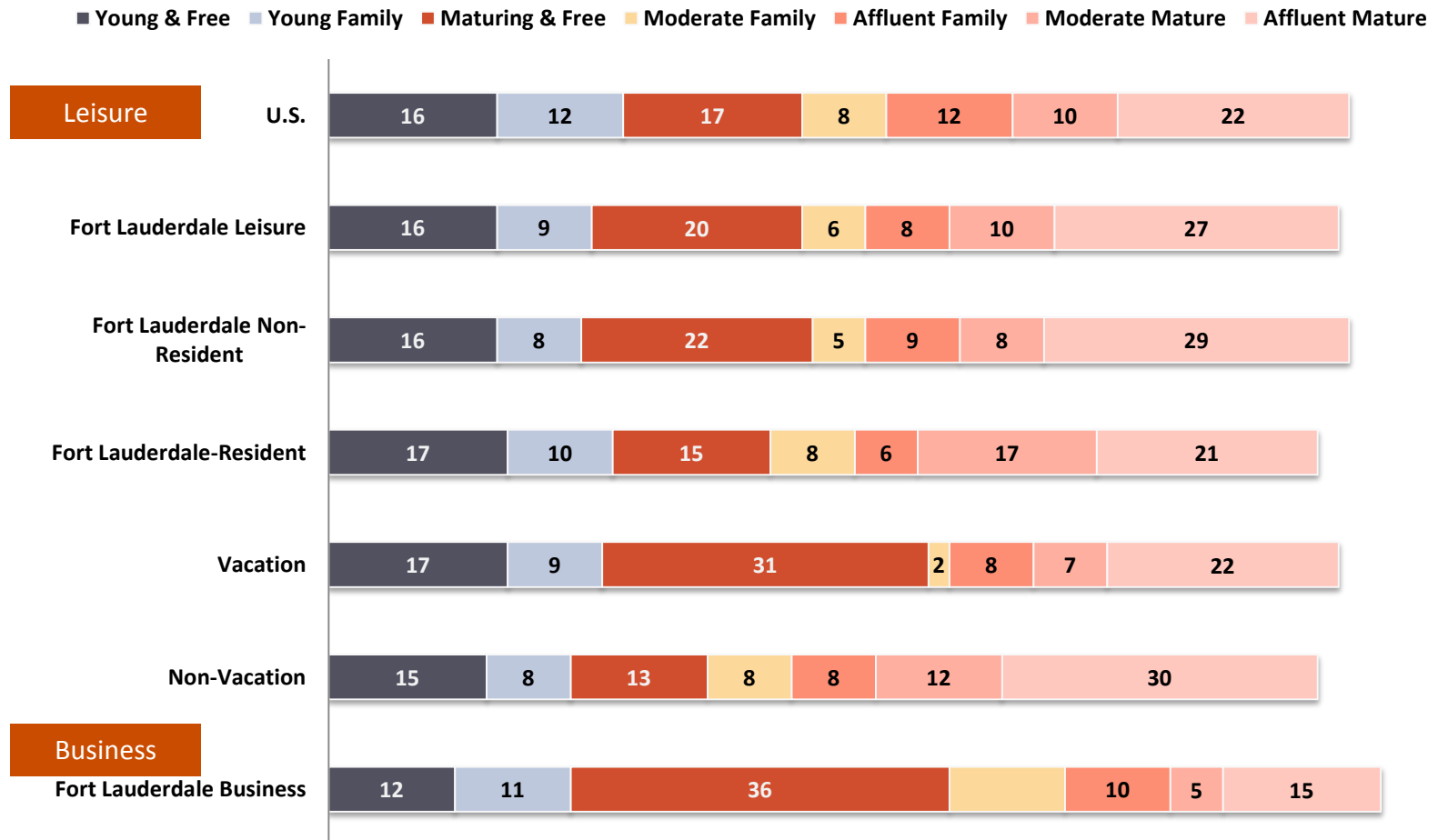


Chart 6 • Segment: 2015-2016 Overnight Leisure Person-Stays (%)

Fort Lauderdale Avg. Party per Trip Spending by Lifestage

DEMOGRAPHICS

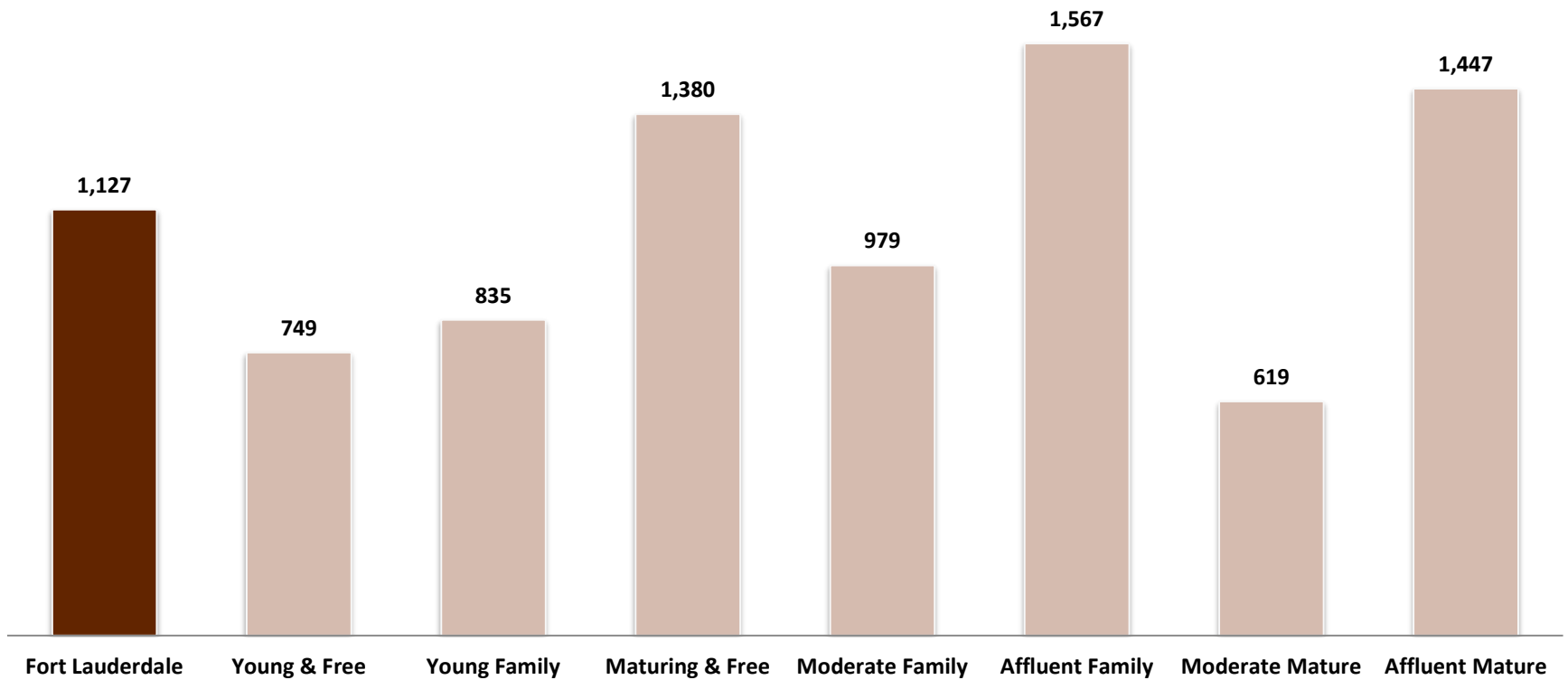


Chart 7 • Segment: 2014-2016 Overnight Leisure Stays (\$)

Fort Lauderdale Lifestage Comparison

DEMOGRAPHICS

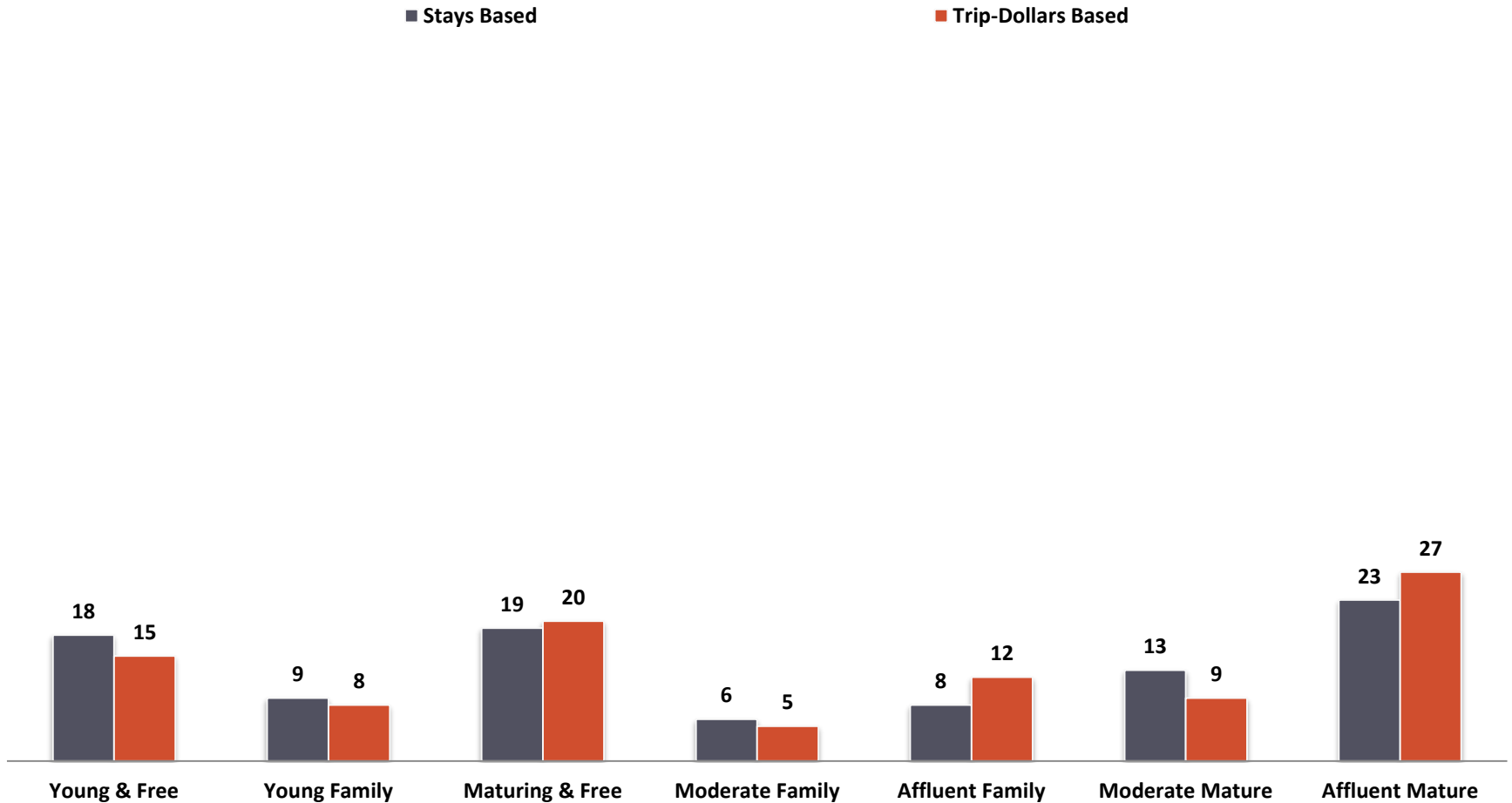


Chart 8 • Segment: 2014-2016 Overnight Leisure (%)

Generation Distribution: U.S., Fort Lauderdale

DEMOGRAPHICS

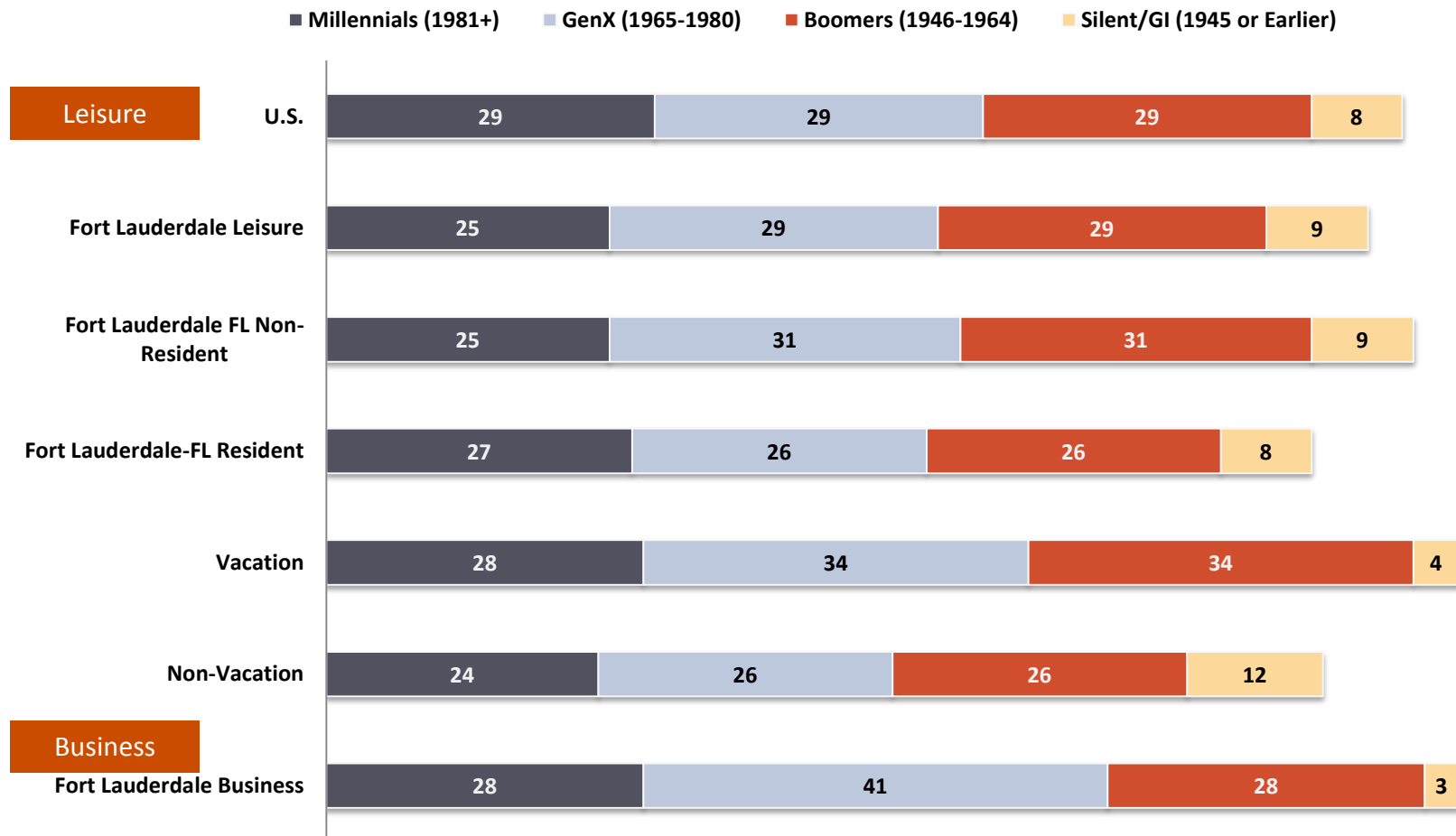


Chart 9 • Segment: 2015-2016 Overnight Leisure Person-Stays (%)

Fort Lauderdale Avg. Party per Trip Spending by Generation

DEMOGRAPHICS

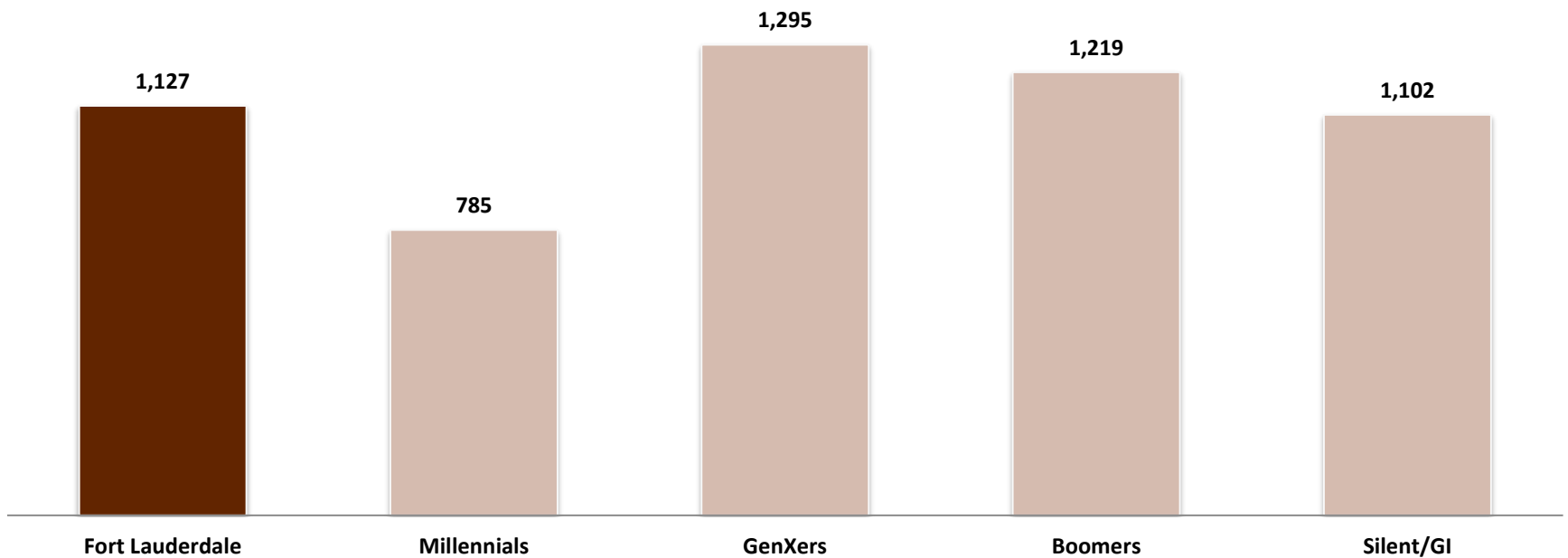


Chart 10 • Segment: 2014-2016 Overnight Leisure Stays (\$)

Fort Lauderdale Traveler Generation Comparison

DEMOGRAPHICS

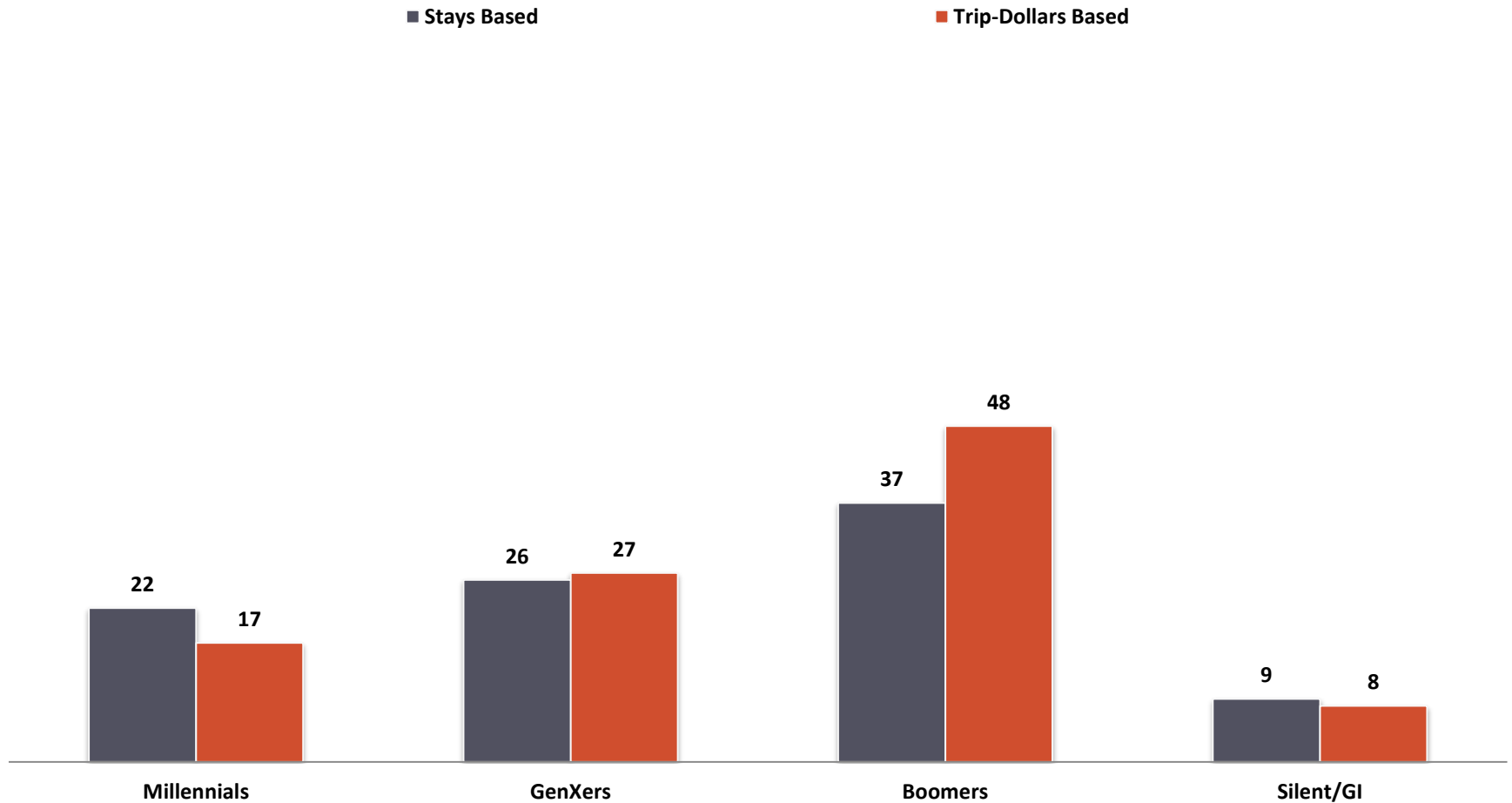
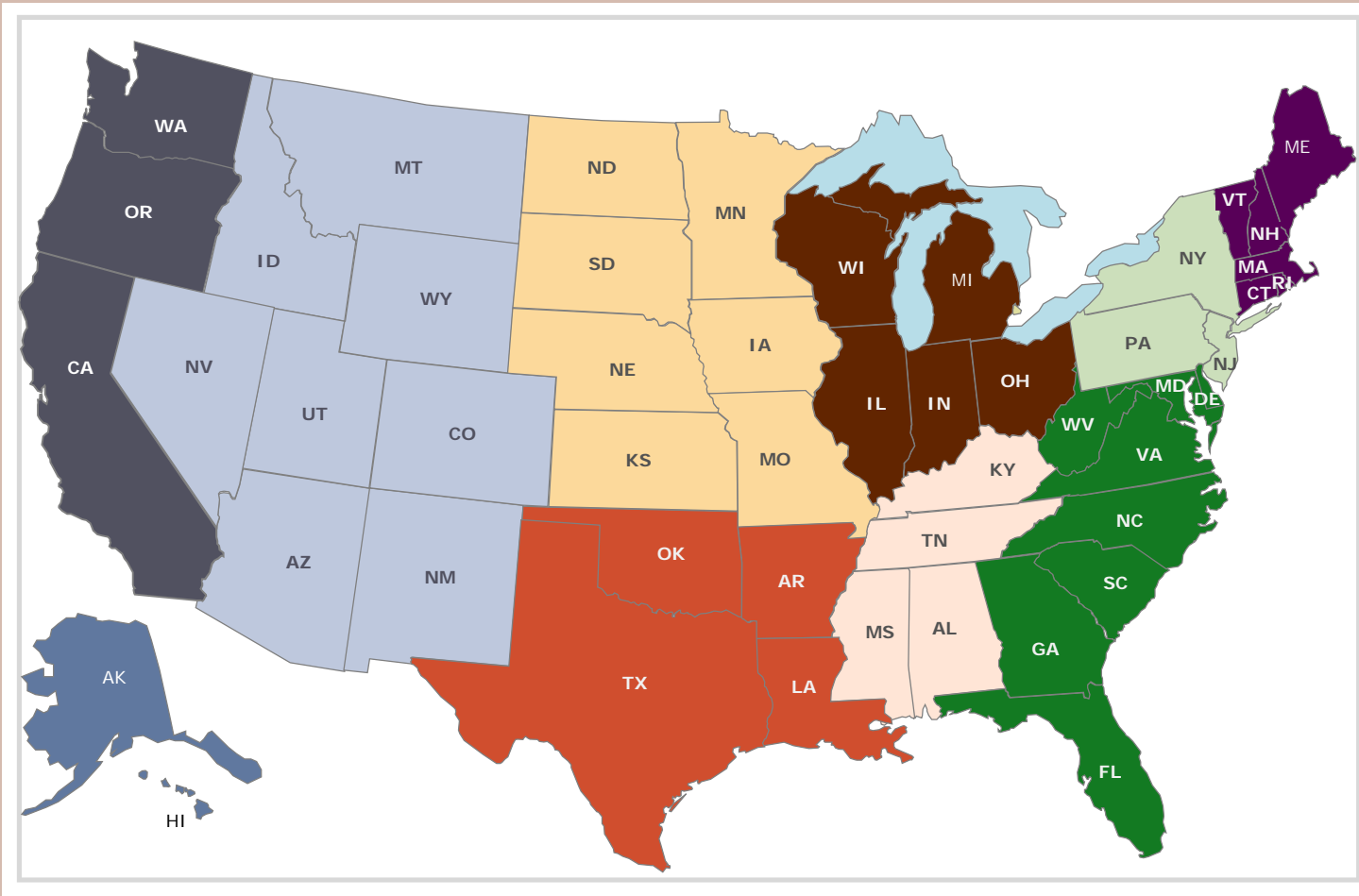











Chart 11 • Segment: 2014-2016 Overnight Leisure (%)

Origin Divisions for Travel to Fort Lauderdale



LEGEND	
	Pacific 7.2%
	Rocky Mountain 2.8%
	West North Central 2.9%
	West South Central 3.9%
	East North Central 11.4%
	East South Central 4.2%
	New England 6.7%
	Middle Atlantic 21.0%
	South Atlantic 40.0%

Top Origin States to Fort Lauderdale

TRIP ORIGIN

Fort Lauderdale Overnight Leisure	Fort Lauderdale Overnight Leisure Florida Non -Resident	Fort Lauderdale Overnight Leisure Vacation (Weekend and General Vacation)	Fort Lauderdale Overnight Leisure Non-Vacation (VFR, etc.)				
Florida	27.9	New York	20.2	Florida	24.2	Florida	30.4
New York	14.6	California	8.6	New York	10.3	New York	17.5
California	6.2	Ohio	4.5	California	8.2	California	4.8
Ohio	3.2	New Jersey	4.5	Ohio	4.6	North Carolina	4.6
New Jersey	3.2	North Carolina	4.5	Michigan	4.3	Georgia	3.8
North Carolina	3.2	Michigan	4.4	Indiana	4.3	Texas	3.6
Michigan	3.1	Pennsylvania	4.3	Pennsylvania	4.1	New Jersey	3.4
Pennsylvania	3.1	Georgia	4.2	Maryland	4.0	Virginia	2.8
Georgia	3.0	Massachusetts	3.8	Massachusetts	3.6	Pennsylvania	2.4
Massachusetts	2.8	Texas	3.8	New Jersey	2.9	Michigan	2.4
Texas	2.7	Illinois	3.2	Illinois	2.3	Alabama	2.4
Illinois	2.3	Maryland	3.2	Connecticut	2.3	Illinois	2.3
Maryland	2.3	Connecticut	3.1	Maine	2.3	Ohio	2.3

Top Origin States to Fort Lauderdale

TRIP ORIGIN

Fort Lauderdale Overnight Business	
Florida	39.1
New York	9.2
Texas	6.8
Connecticut	5.8
Illinois	5.2
Tennessee	4.8
Massachusetts	4.1
Maryland	3.9
Pennsylvania	2.6
Virginia	1.8
New Jersey	1.7
Kentucky	1.7
Georgia	1.6

Top Origin DMAs to Fort Lauderdale

TRIP ORIGIN

Fort Lauderdale Overnight Leisure		Fort Lauderdale Overnight Leisure Florida Non -Resident		Fort Lauderdale Overnight Leisure Florida Resident		Fort Lauderdale Overnight Leisure Vacation (Weekend and General Vacation)	
New York, NY	15.6%	New York, NY	21.6%	Miami-Fort Lauderdale, FL	23.7%	New York, NY	10.4%
Miami-Fort Lauderdale, FL	6.6%	San Francisco-Oakland-San Jose, CA	5.9%	Tampa-St. Petersburg (Sarasota), FL	19.5%	Miami-Fort Lauderdale, FL	7.0%
Tampa-St. Petersburg (Sarasota), FL	5.4%	Atlanta, GA	3.8%	West Palm Beach-Fort Pierce, FL	18.6%	San Francisco-Oakland-San Jose, CA	7.0%
West Palm Beach-Fort Pierce, FL	5.2%	Boston, MA (Manchester, NH)	3.6%	Orlando-Daytona Beach-Melbourne, FL	16.5%	West Palm Beach-Fort Pierce, FL	6.0%
Orlando-Daytona Beach-Melbourne, FL	4.6%	Detroit, MI	3.4%	Jacksonville, FL	8.0%	Tampa-St. Petersburg (Sarasota), FL	4.2%
San Francisco-Oakland-San Jose, CA	4.3%	Washington, DC (Hagerstown, MD)	3.3%	Fort Myers-Naples, FL	6.9%	Detroit, MI	3.7%
Atlanta, GA	2.7%	Indianapolis, IN	2.6%	Mobile, AL-Pensacola (Fort Walton Beach), FL	3.1%	Indianapolis, IN	3.6%
Boston, MA (Manchester, NH)	2.6%	Cleveland, OH	2.6%	Tallahassee, FL-Thomasville, GA	2.1%	Boston, MA (Manchester, NH)	3.4%
Detroit, MI	2.4%	Philadelphia, PA	2.5%	Gainesville, FL	1.7%	Orlando-Daytona Beach-Melbourne, FL	3.3%
Washington, DC (Hagerstown, MD)	2.4%	Raleigh-Durham, NC	2.3%			Washington, DC (Hagerstown, MD)	2.7%
Mobile, AL-Pensacola (Fort Walton Beach), FL	2.3%	Chicago, IL	2.3%			Chicago, IL	2.7%
Jacksonville, FL	2.2%	Los Angeles, CA	2.1%			Philadelphia, PA	2.7%
Fort Myers-Naples, FL	1.9%	Buffalo, NY	2.0%			Cleveland, OH	2.5%
Indianapolis, IN	1.9%	Austin, TX	2.0%			Nashville, TN	2.1%

Segment: 2015-2016 Overnight Leisure Person-Stays (%)

Top Origin DMAs to Fort Lauderdale

TRIP ORIGIN

Fort Lauderdale Overnight Leisure Non-Vacation (VFR, etc.)		Fort Lauderdale Overnight Business	
New York, NY	19.1%	Orlando-Daytona Beach-Melbourne, FL	13.3%
Miami-Fort Lauderdale, FL	6.3%	New York, NY	10.0%
Tampa-St. Petersburg (Sarasota), FL	6.3%	Miami-Fort Lauderdale, FL	8.6%
Orlando-Daytona Beach-Melbourne, FL	5.5%	Tampa-St. Petersburg (Sarasota), FL	6.7%
West Palm Beach-Fort Pierce, FL	4.6%	Hartford & New Haven, CT	5.4%
Atlanta, GA	3.3%	Washington, DC (Hagerstown, MD)	5.1%
Fort Myers-Naples, FL	3.2%	West Palm Beach-Fort Pierce, FL	4.9%
Raleigh-Durham, NC	2.8%	Chicago, IL	4.6%
Jacksonville, FL	2.7%	Memphis, TN	4.4%
Mobile, AL-Pensacola (Fort Walton Beach), FL	2.5%	Boston, MA (Manchester, NH)	4.3%
San Francisco-Oakland-San Jose, CA	2.5%	Dallas-Fort Worth, TX	3.7%
Austin, TX	2.3%	Houston, TX	2.8%
Washington, DC (Hagerstown, MD)	2.1%	Jacksonville, FL	2.2%
Boston, MA (Manchester, NH)	2.0%	Fort Myers-Naples, FL	2.1%

Segment: 2014-2016 Overnight Leisure Person-Stays (%)

Fort Lauderdale Avg. Party per Trip Spending by Origin DMA

TRIP ORIGIN

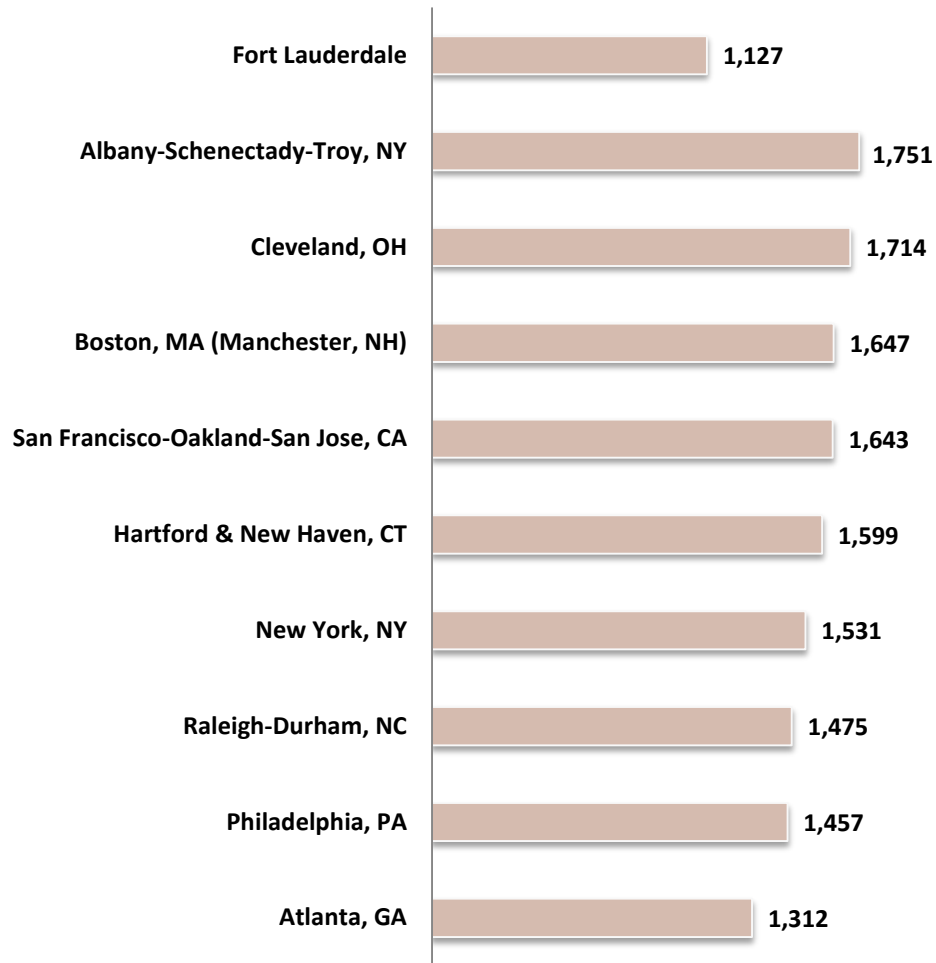


Chart 12 • Segment: 2014-2016 Overnight Leisure Stays (\$)

Fort Lauderdale Avg. Party per Trip Spending by Origin DMA (cont.)

TRIP ORIGIN

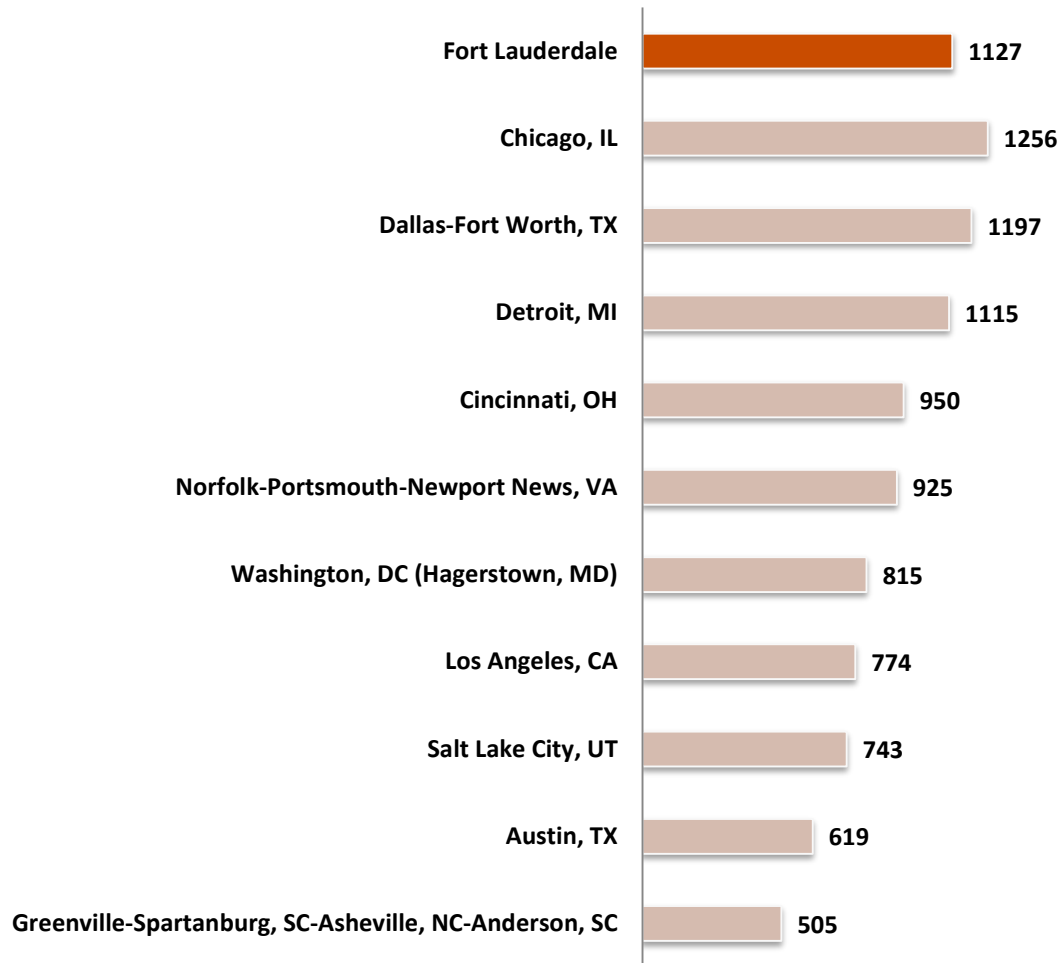


Chart 12 • Segment: 2014-2016 Overnight Leisure Stays (\$)

Fort Lauderdale Origin DMA Comparison

TRIP ORIGIN

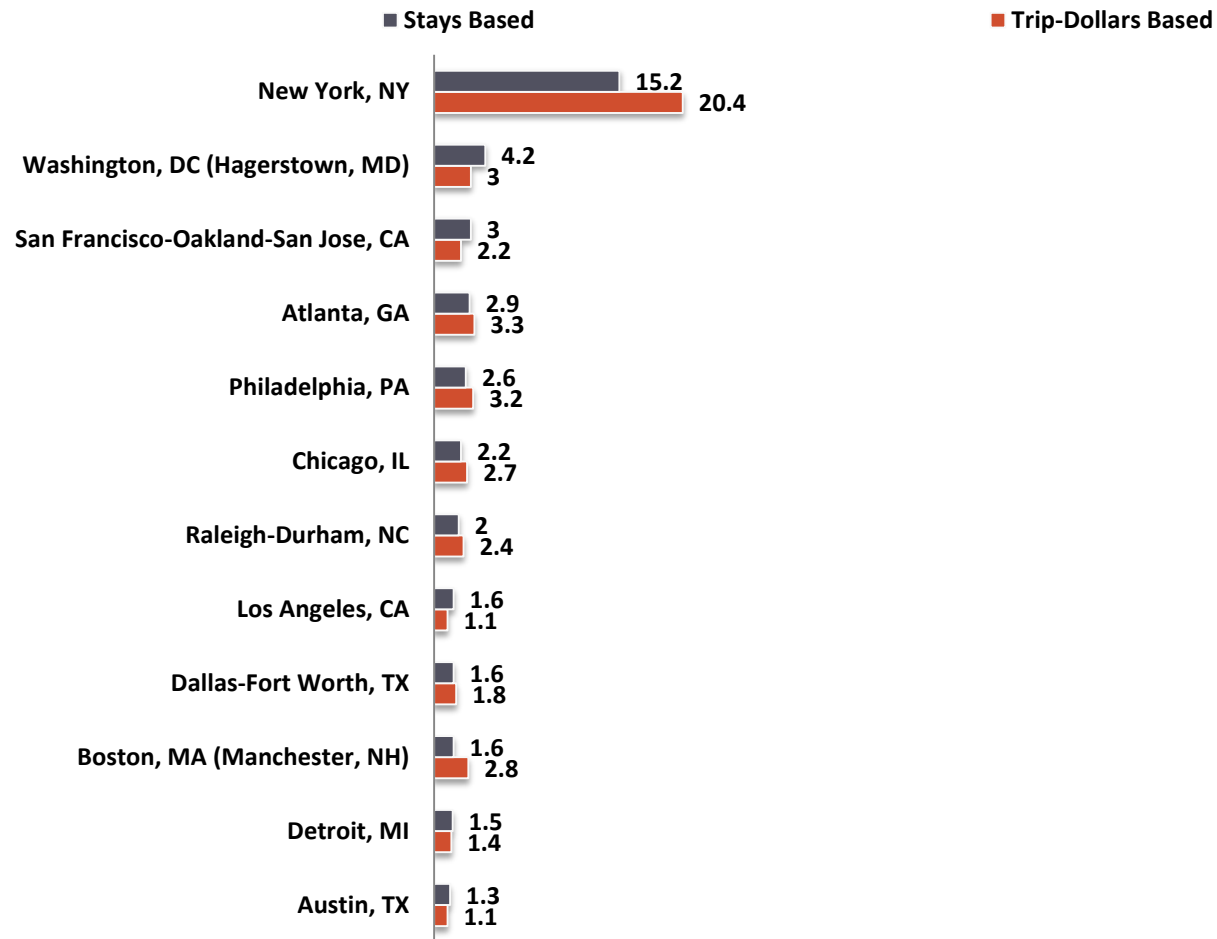


Chart 13 • Segment: 2014-2016 Overnight Leisure (%)

Main Mode of Transportation: U.S., Fort Lauderdale

TRANSPORTATION

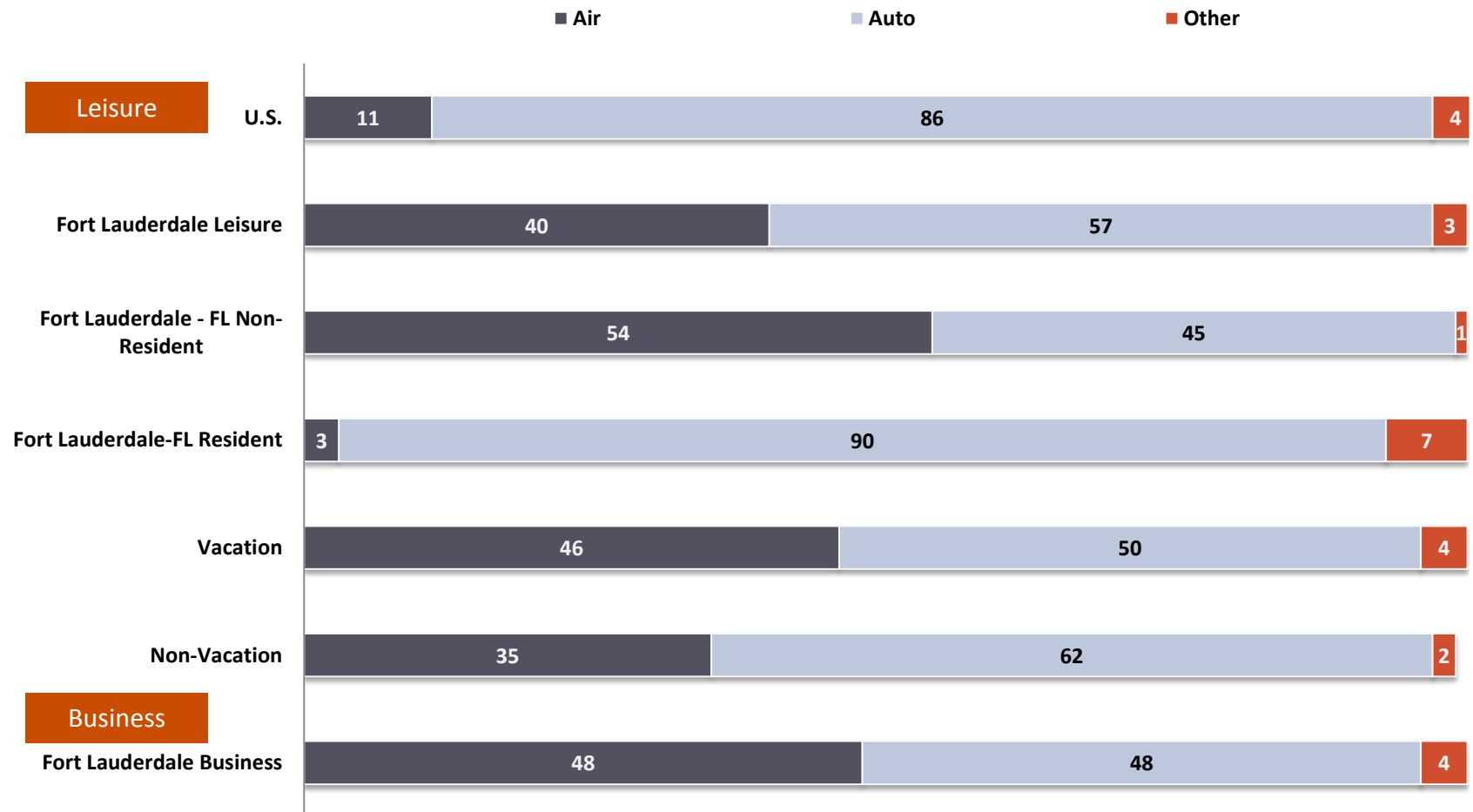


Chart 14 • Segment: 2015-2016 Overnight Leisure Person-Stays (%)

Trip Timing by Season: U.S., Fort Lauderdale

TRIP TIMING

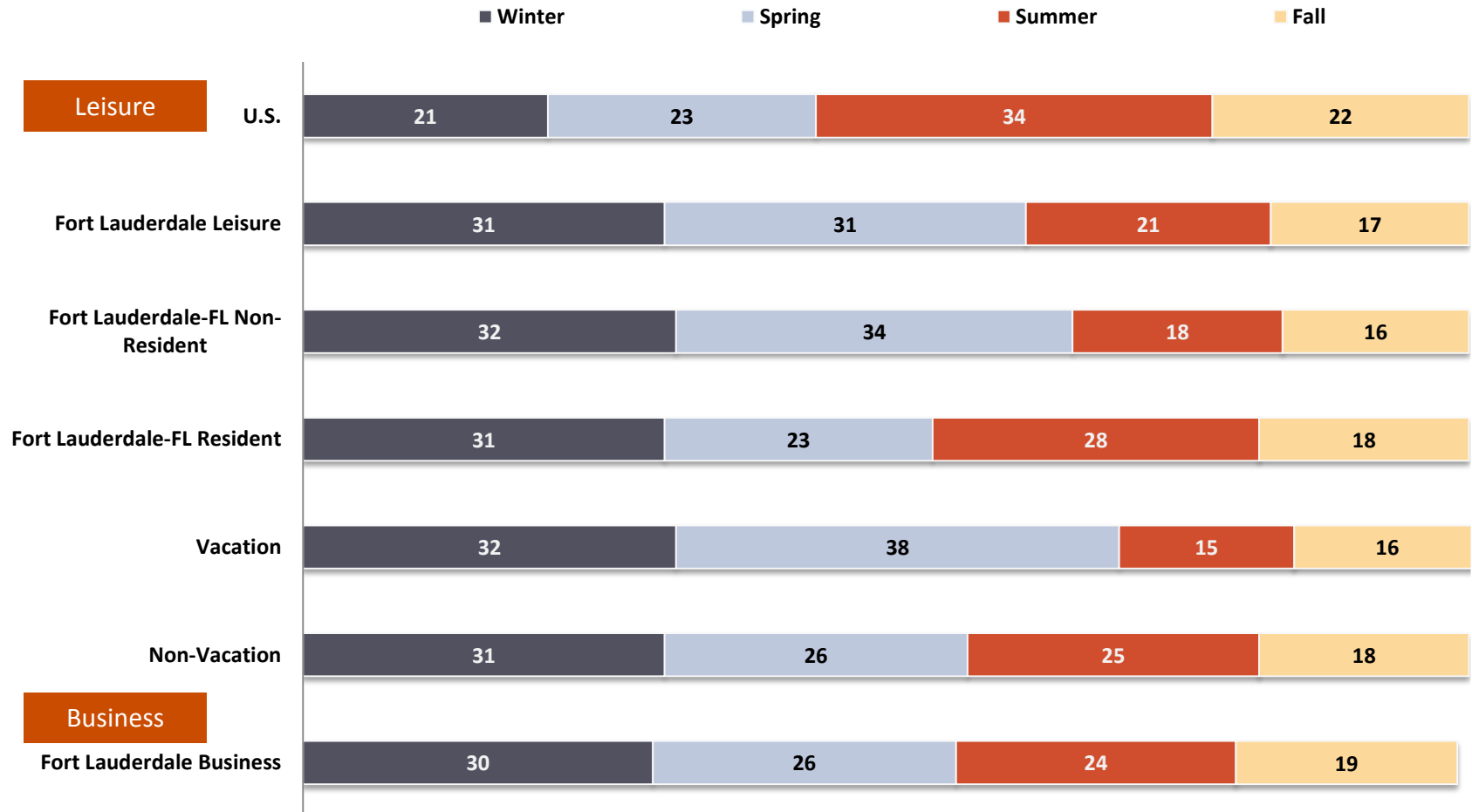


Chart 15 • Segment: 2015-2016 Overnight Leisure Person-Stays (%)

Fort Lauderdale Month Trip Started

TRIP TIMING

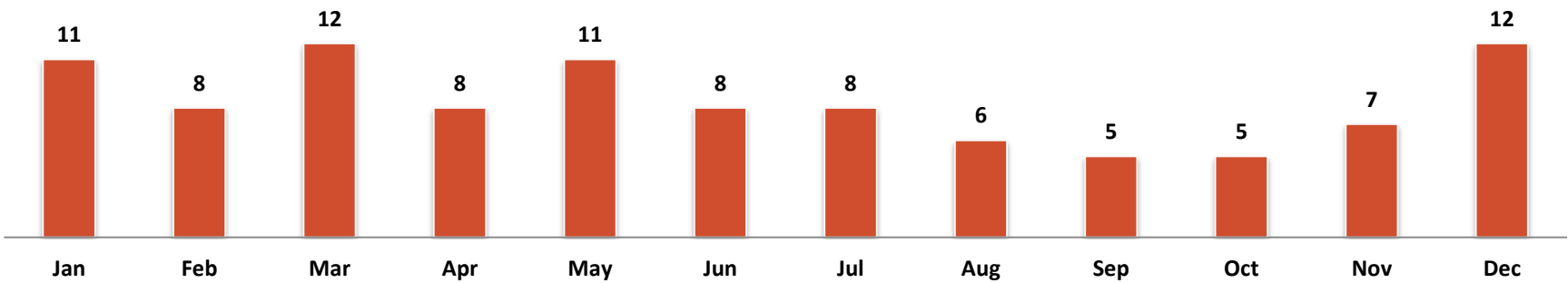


Chart 16 • Segment: 2015-2016 Overnight Leisure Person-Stays (%)

Fort Lauderdale Month Trip Started – Florida Resident

TRIP TIMING

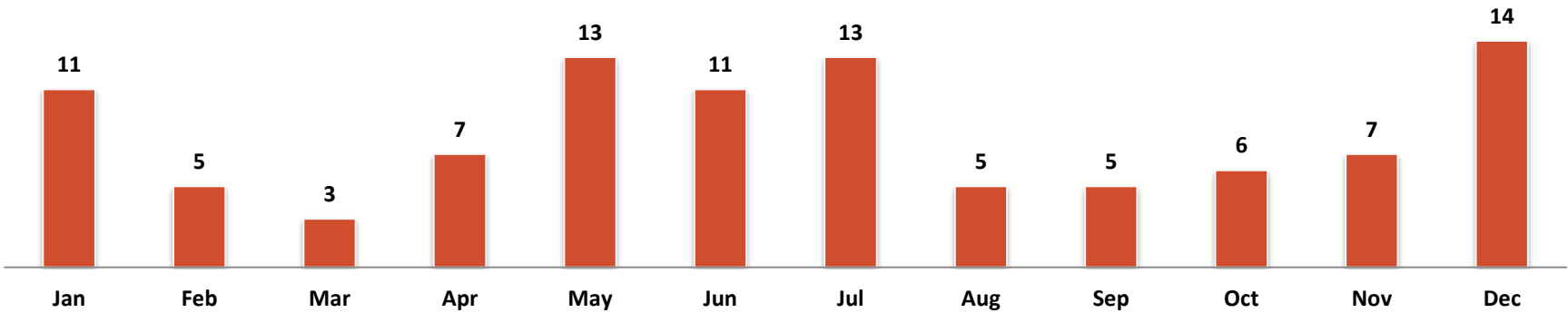


Chart 17 • Segment: 2015-2016 Overnight Leisure Person-Stays (%)

Trip Timing by Quarter: U.S., Fort Lauderdale and Competitors

TRIP TIMING

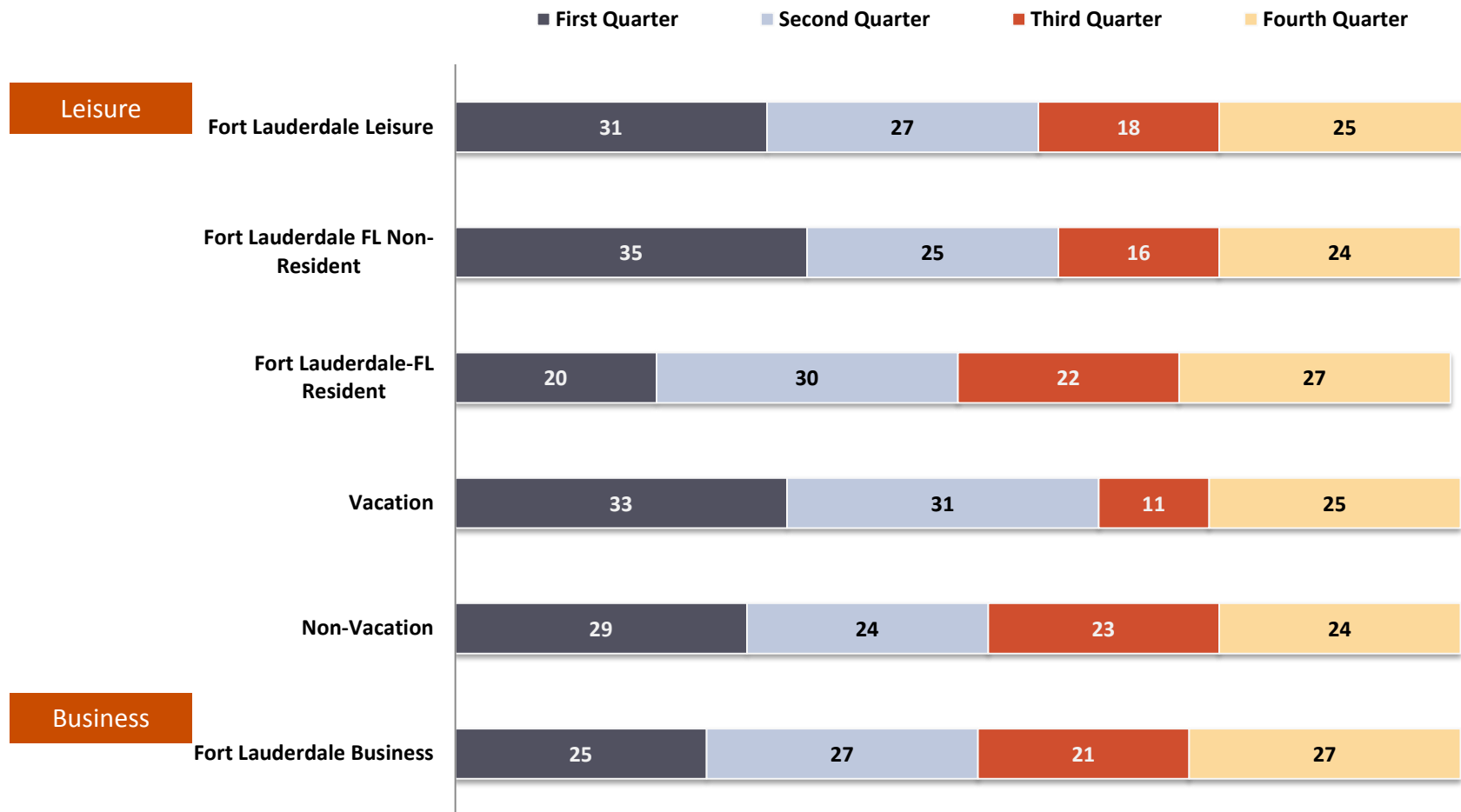


Chart 18 • Segment: 2015-2016 Overnight Leisure Person-Stays (%)

Fort Lauderdale Avg. Party per Trip Spending by Quarter

TRIP TIMING

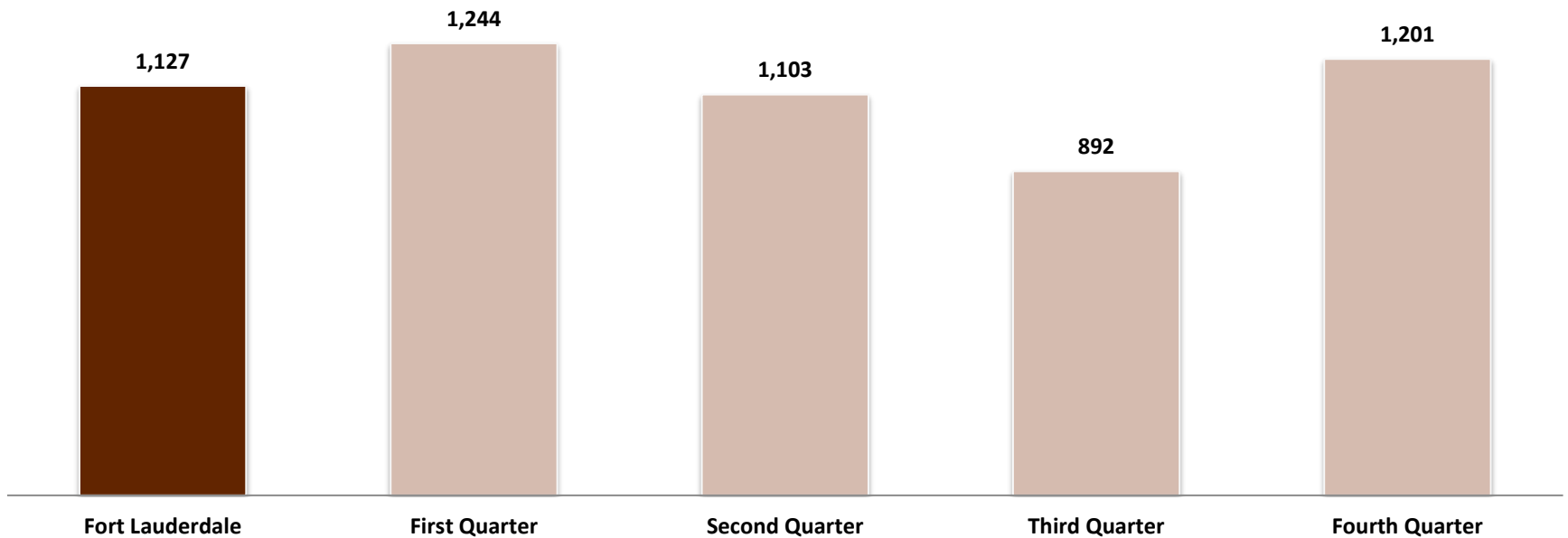


Chart 19 • Segment: 2014-2016 Overnight Leisure Stays (\$)

Fort Lauderdale Trip Timing Comparison by Quarter

TRIP TIMING

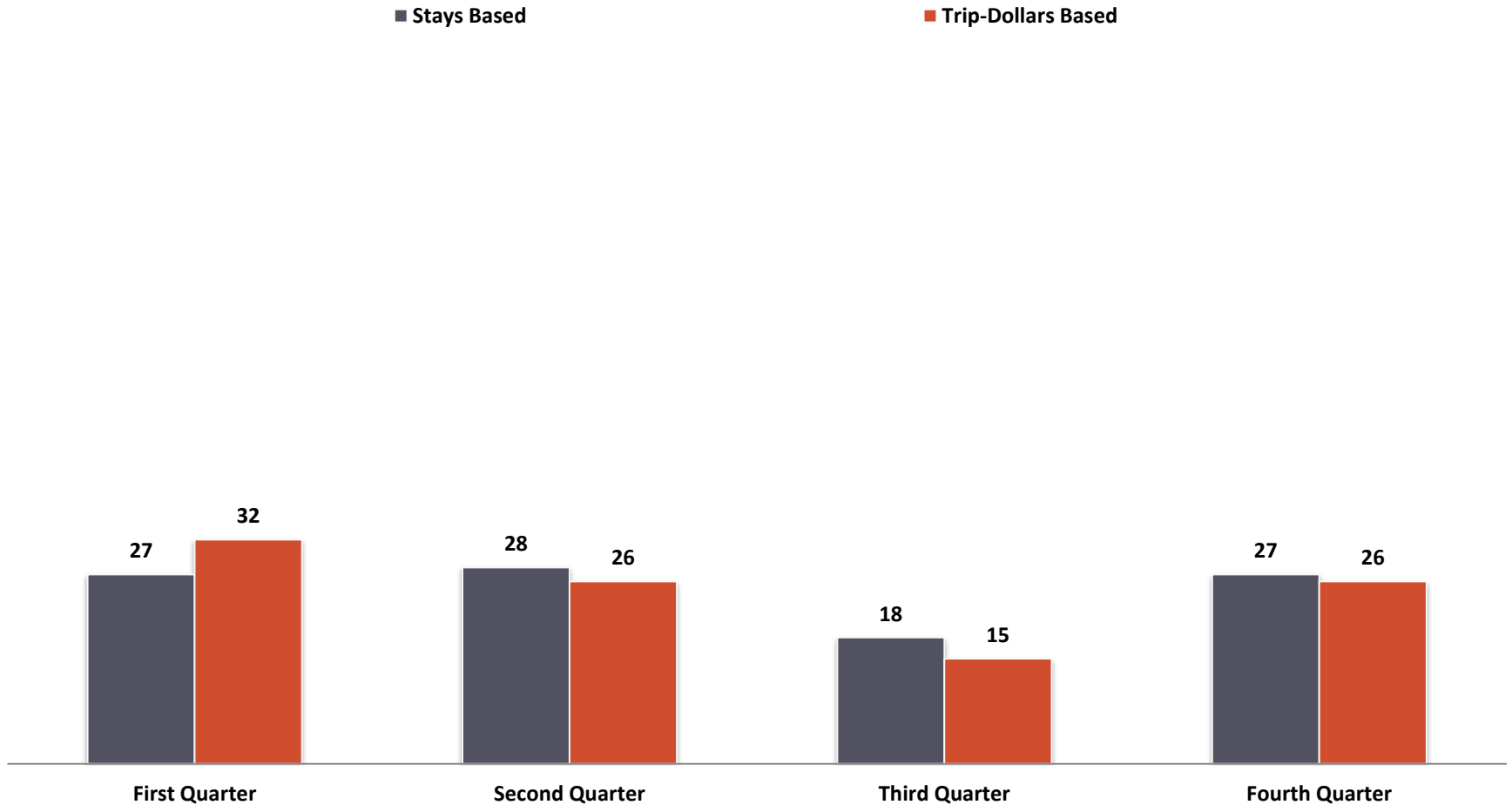


Chart 20 • Segment: 2014-2016 Overnight Leisure (%)

Purpose of Stay Distribution: U.S., Fort Lauderdale

TRIP CHARACTERISTICS

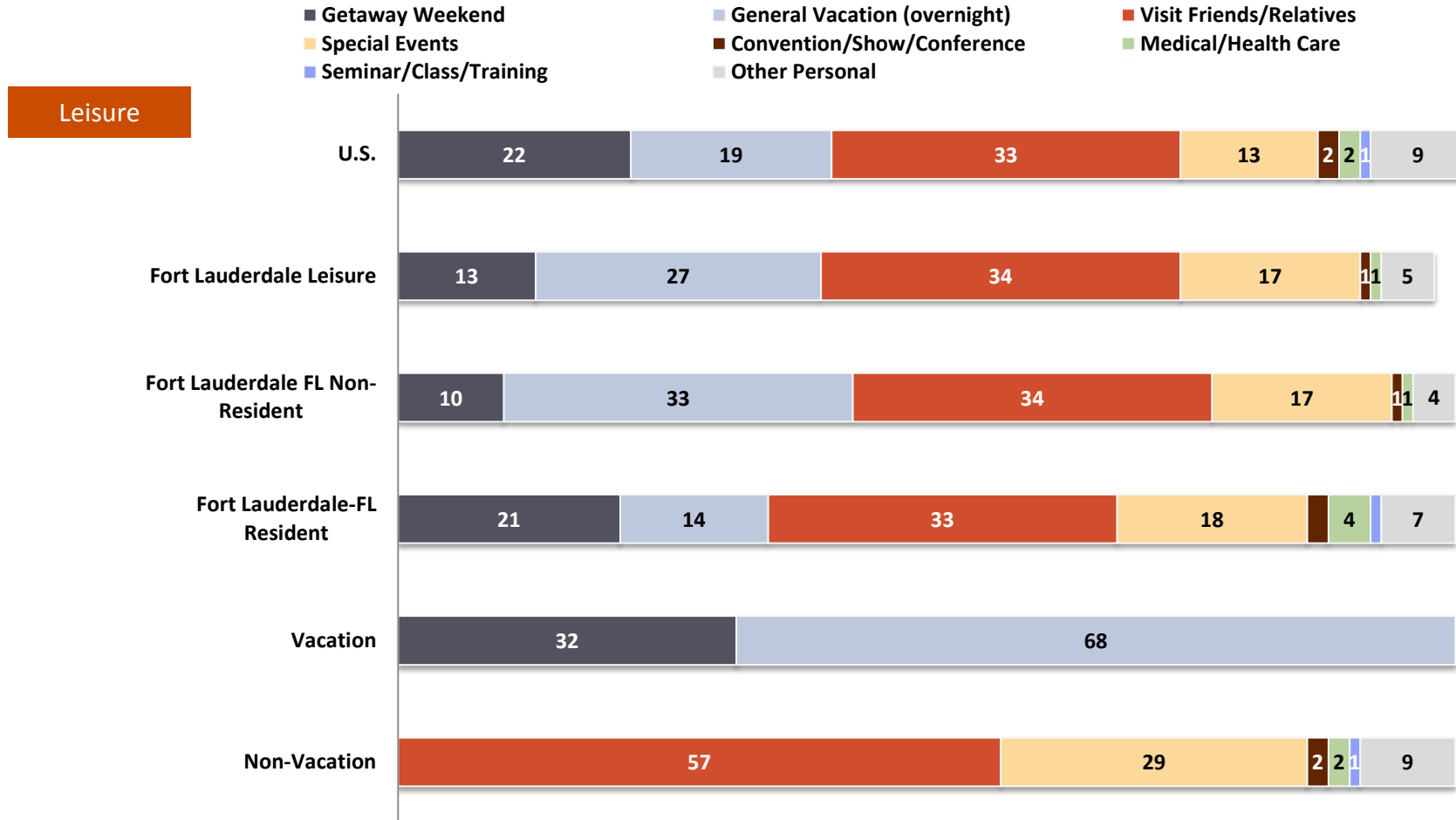


Chart 21 • Segment: 2015-2016 Overnight Leisure Person-Stays (%)

Purpose of Stay Distribution: Fort Lauderdale

TRIP CHARACTERISTICS

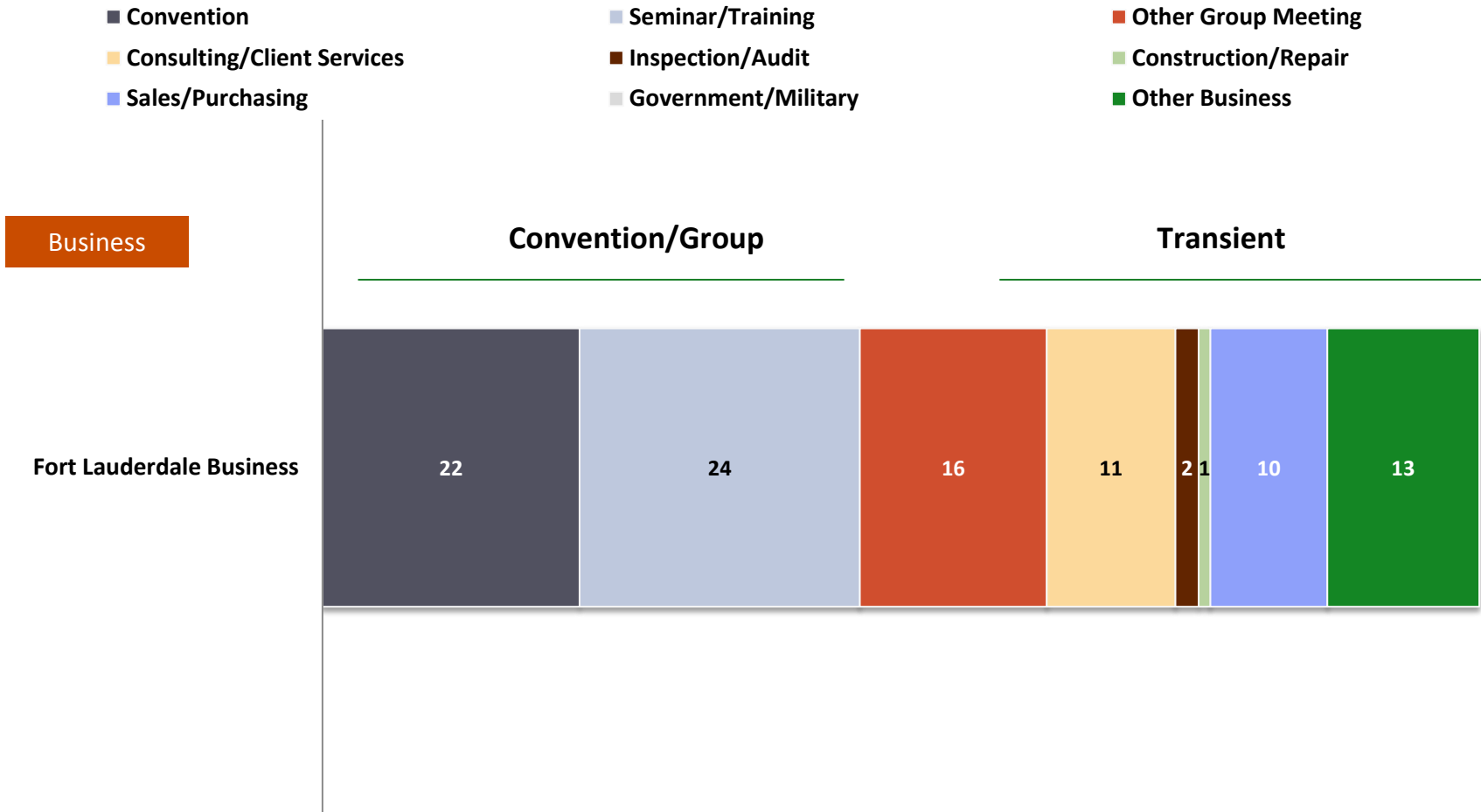


Chart 22 • Segment: 2015-2016 Overnight Business Person-Stays (%)

Fort Lauderdale Avg. Party per Trip Spending by Purpose of Stay - Leisure

TRIP CHARACTERISTICS

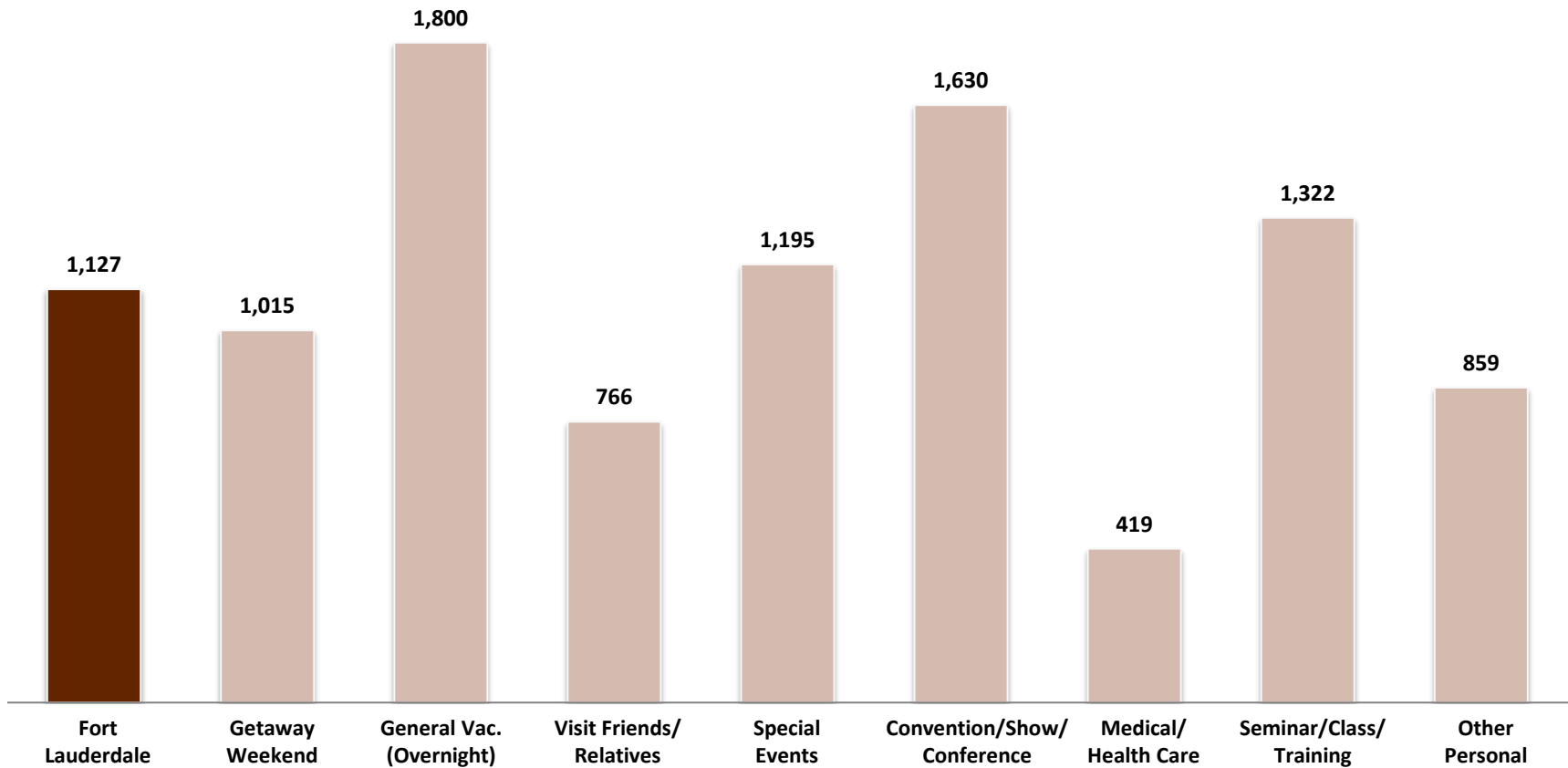


Chart 23 • Segment: 2014-2016 Overnight Leisure Stays (\$)

Fort Lauderdale Avg. Party per Trip Spending by Purpose of Stay - Business

TRIP CHARACTERISTICS

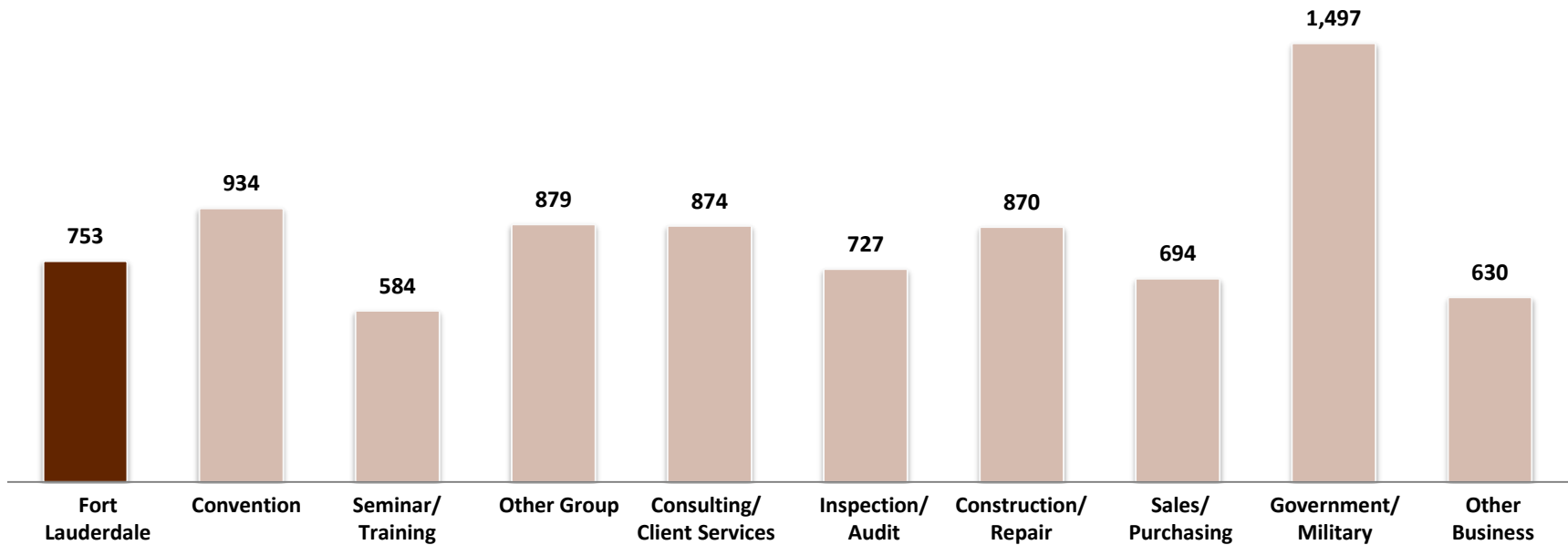


Chart 24 • Segment: 2014-2016 Overnight Leisure Stays (\$)

Fort Lauderdale Purpose of Stay Comparison - Leisure

TRIP CHARACTERISTICS

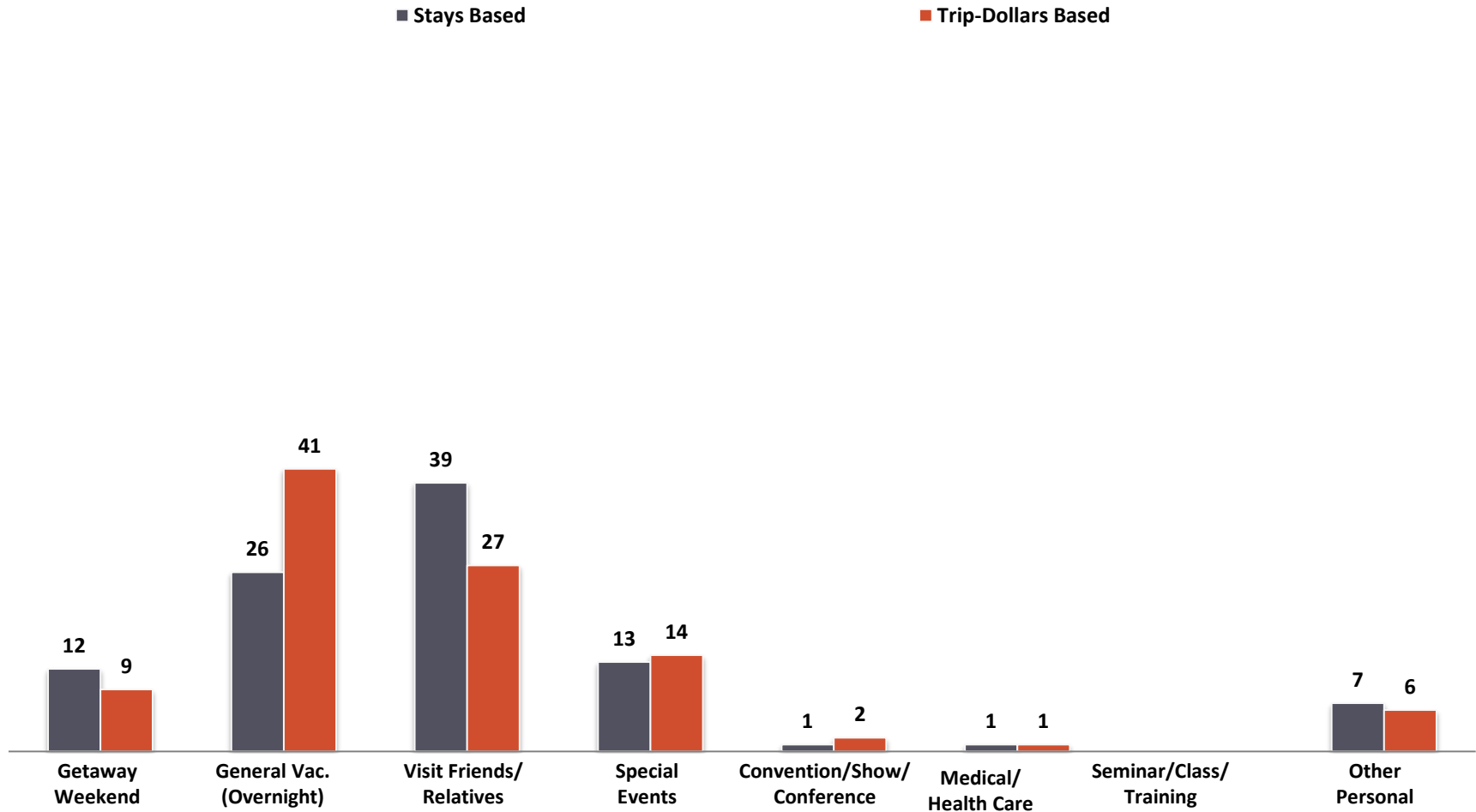


Chart 25 • Segment: 2014-2016 Overnight Leisure (%)

Fort Lauderdale Purpose of Stay Comparison - Business

TRIP CHARACTERISTICS

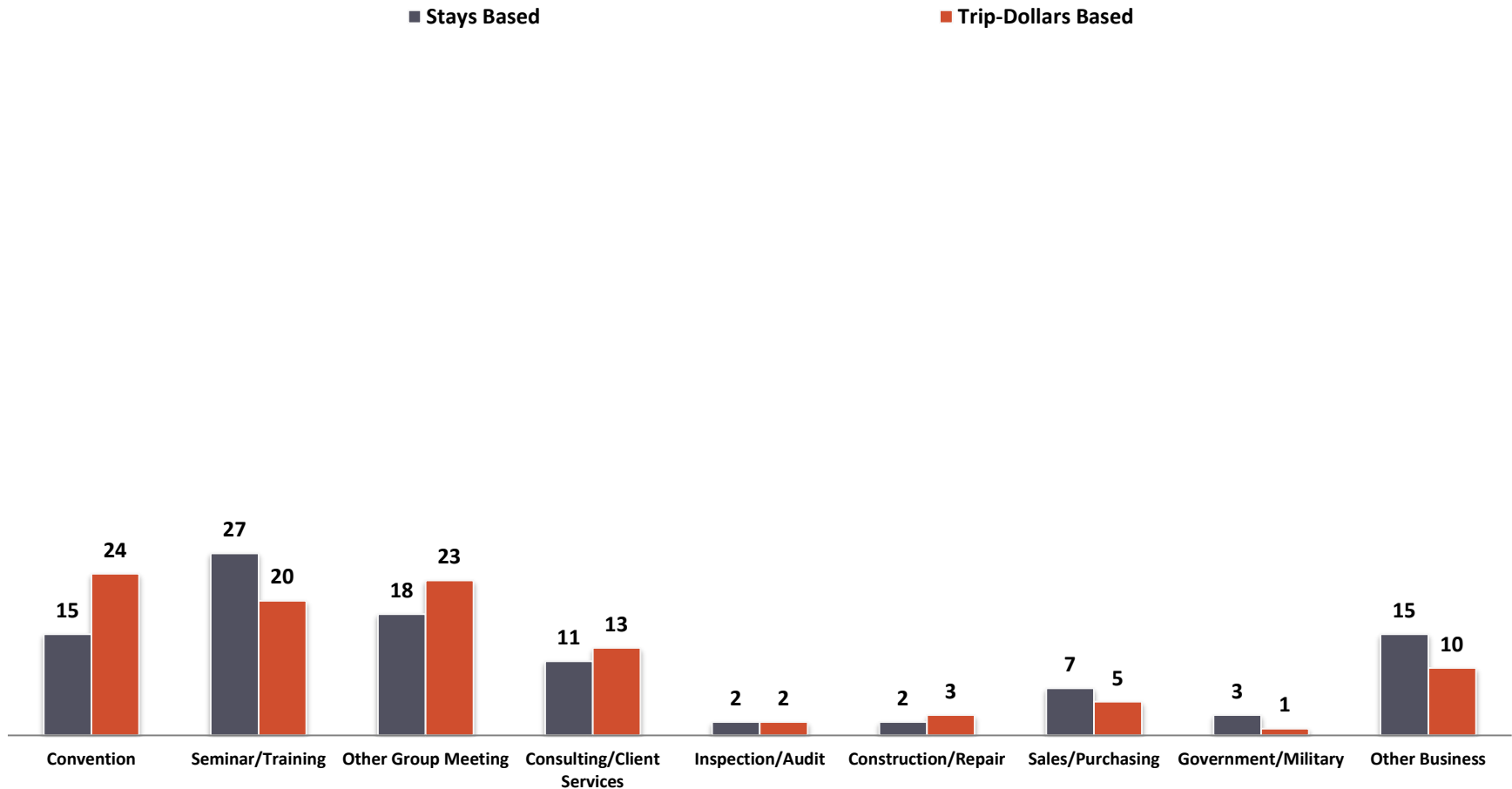


Chart 26 • Segment: 2014-2016 Overnight Leisure (%)

Travel Party Composition: U.S., Fort Lauderdale

TRIP CHARACTERISTICS

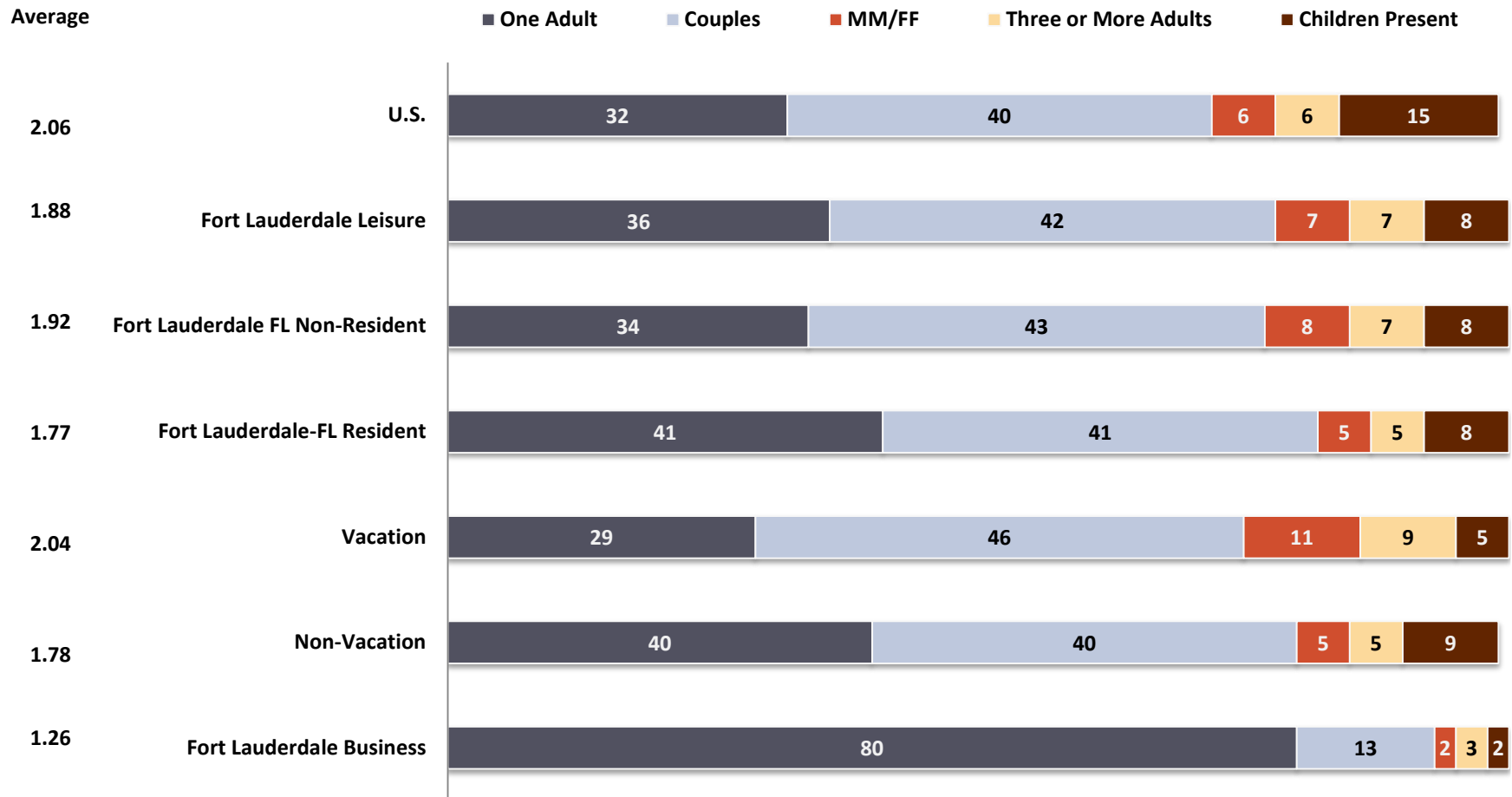


Chart 27 • Segment: 2015-2016 Overnight Leisure Person-Stays (%)

GLOSSARY

Children Present

Is defined as one or more adults accompanied by one or more persons under age 18. The child necessarily has to live in the household.

MM/FF

Include either two females or two males from different households traveling together.

Average Travel Party Size Overview: U.S., Fort Lauderdale and Competitors

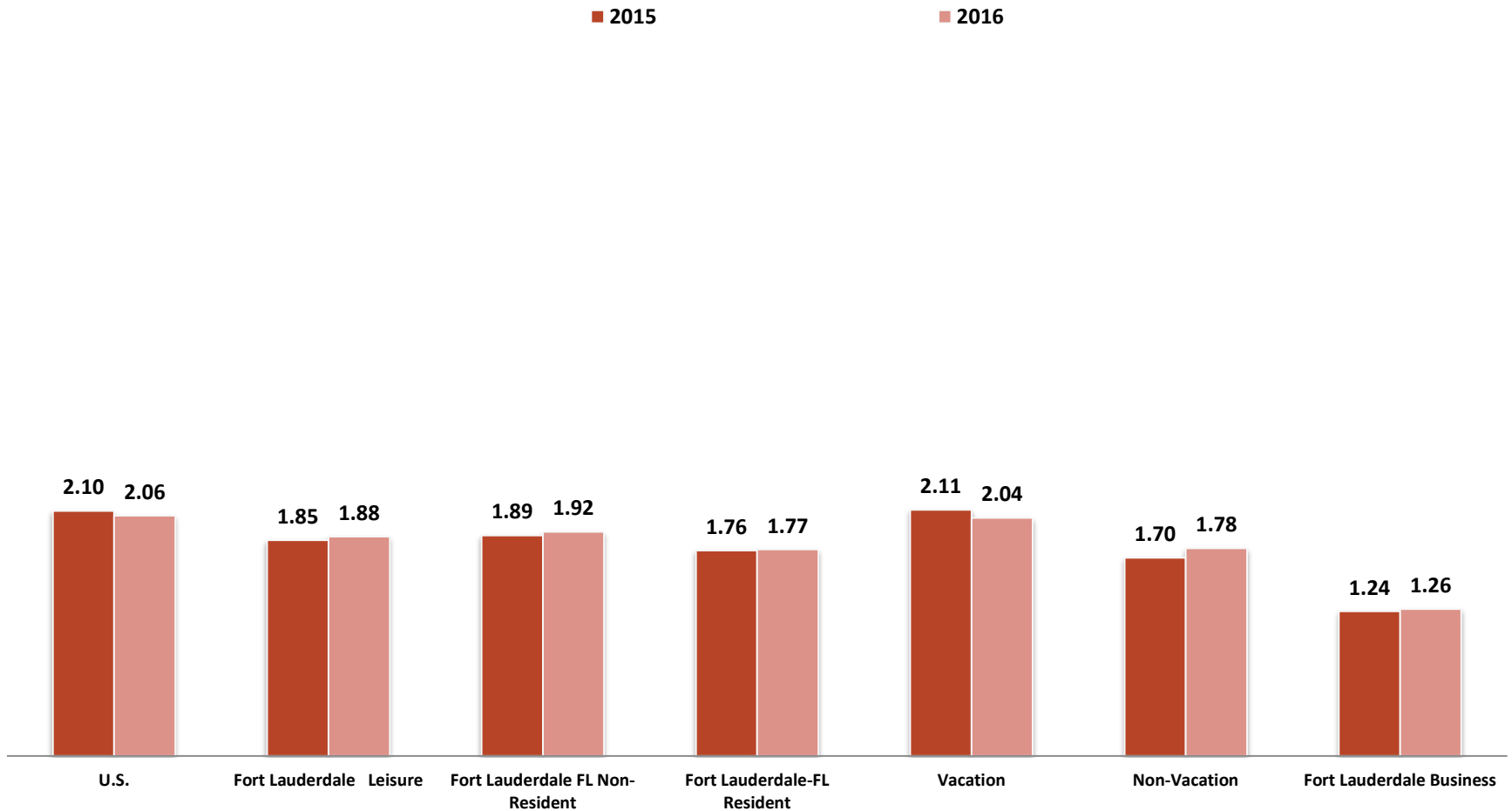


Chart 28 • Segment: 2016/2015 Overnight Leisure Stays

Fort Lauderdale Avg. Party per Trip Spending by Travel Party Composition

TRIP CHARACTERISTICS

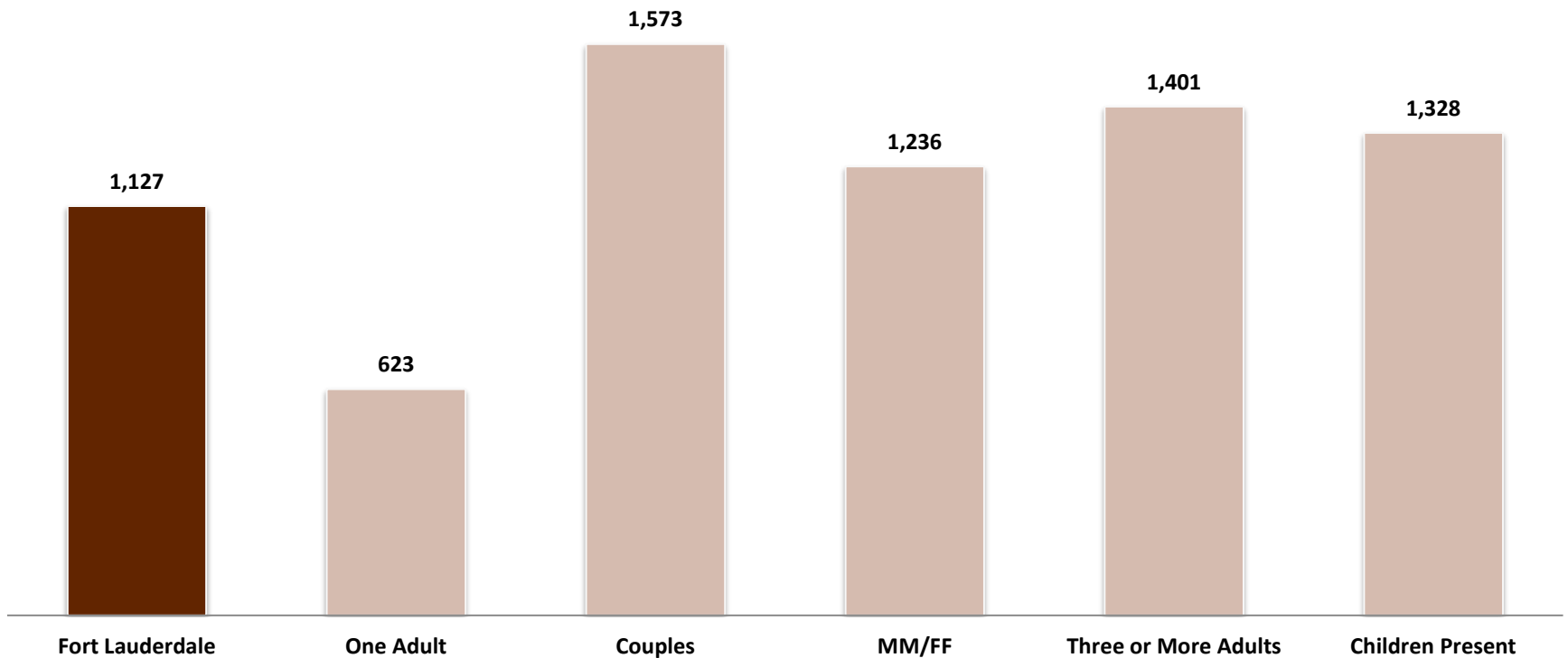


Chart 29 • Segment: 2014-2016 Overnight Leisure Stays (\$)

Fort Lauderdale Travel Party Comparison

TRIP CHARACTERISTICS

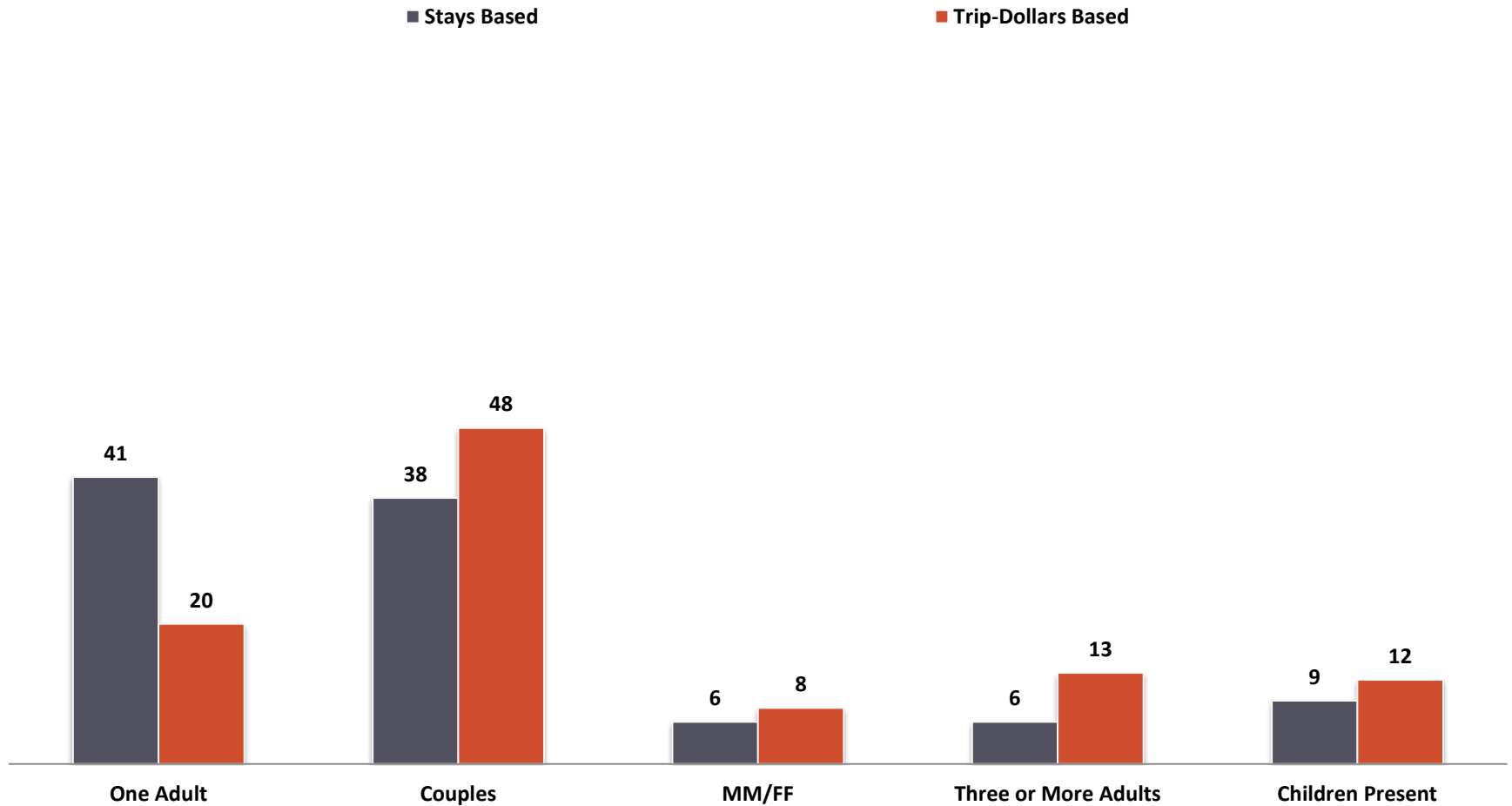


Chart 30 • Segment: 2014-2016 Overnight Leisure (%)

Stay Length Distribution: U.S., Fort Lauderdale

TRIP CHARACTERISTICS

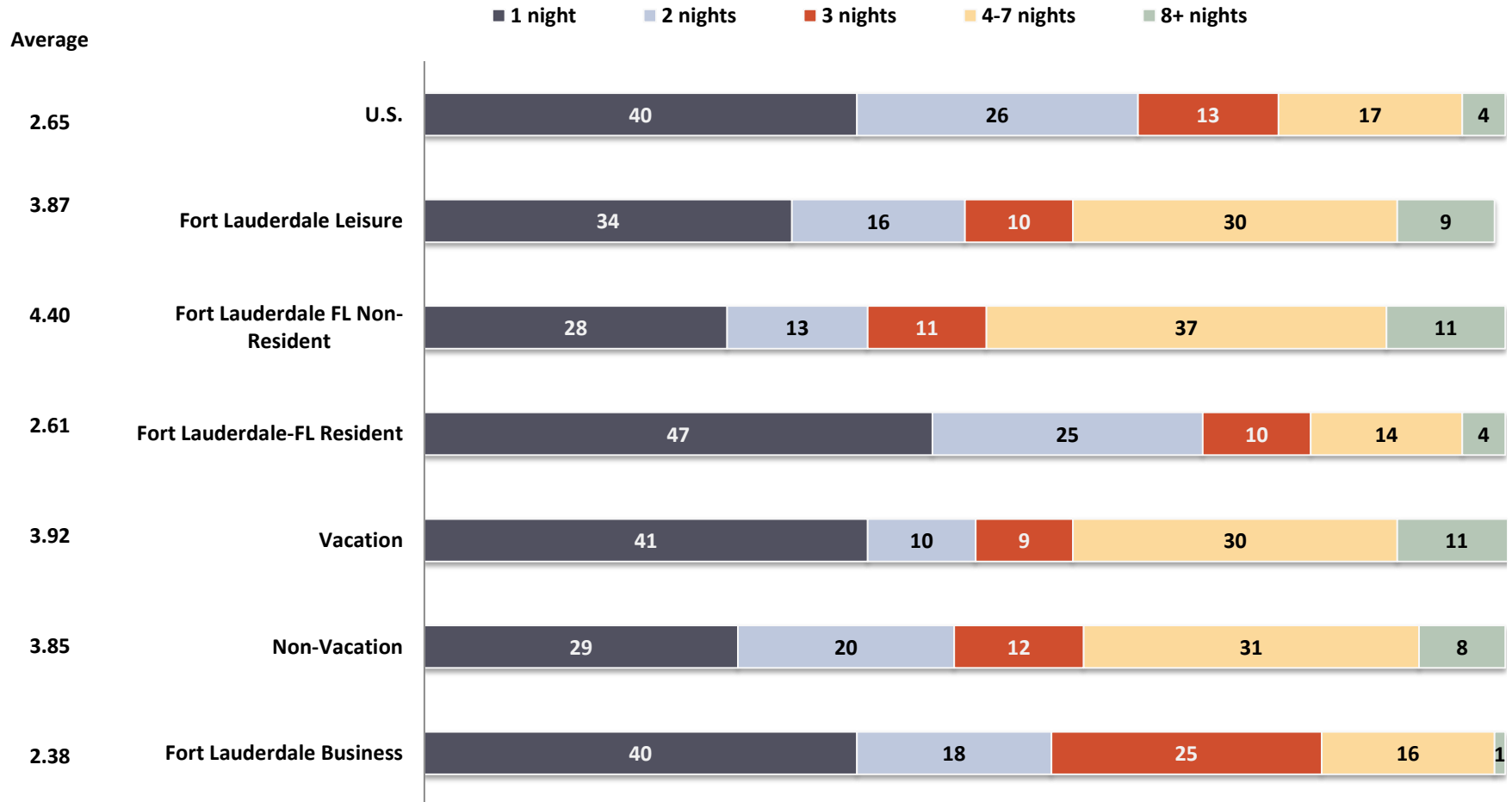


Chart 31 • Segment: 2015-2016 Overnight Leisure Person-Stays (%)

Average Stay Length Overview: U.S., Fort Lauderdale and Competitors

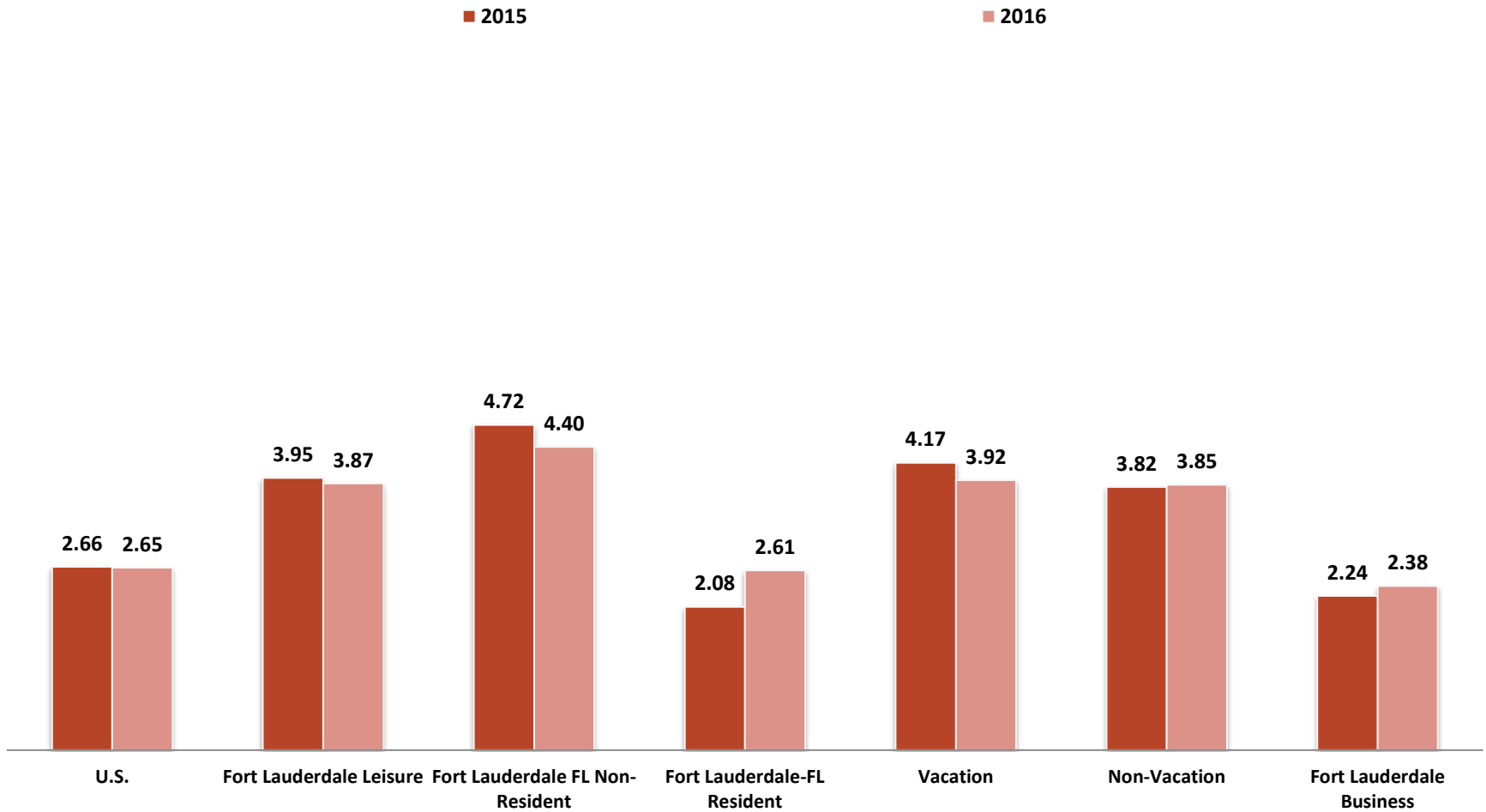


Chart 32 • Segment: 2016/2015 Overnight Leisure Stays (excl. Day Trips)

Fort Lauderdale Avg. Party per Trip Spending by Stay Length

TRIP CHARACTERISTICS

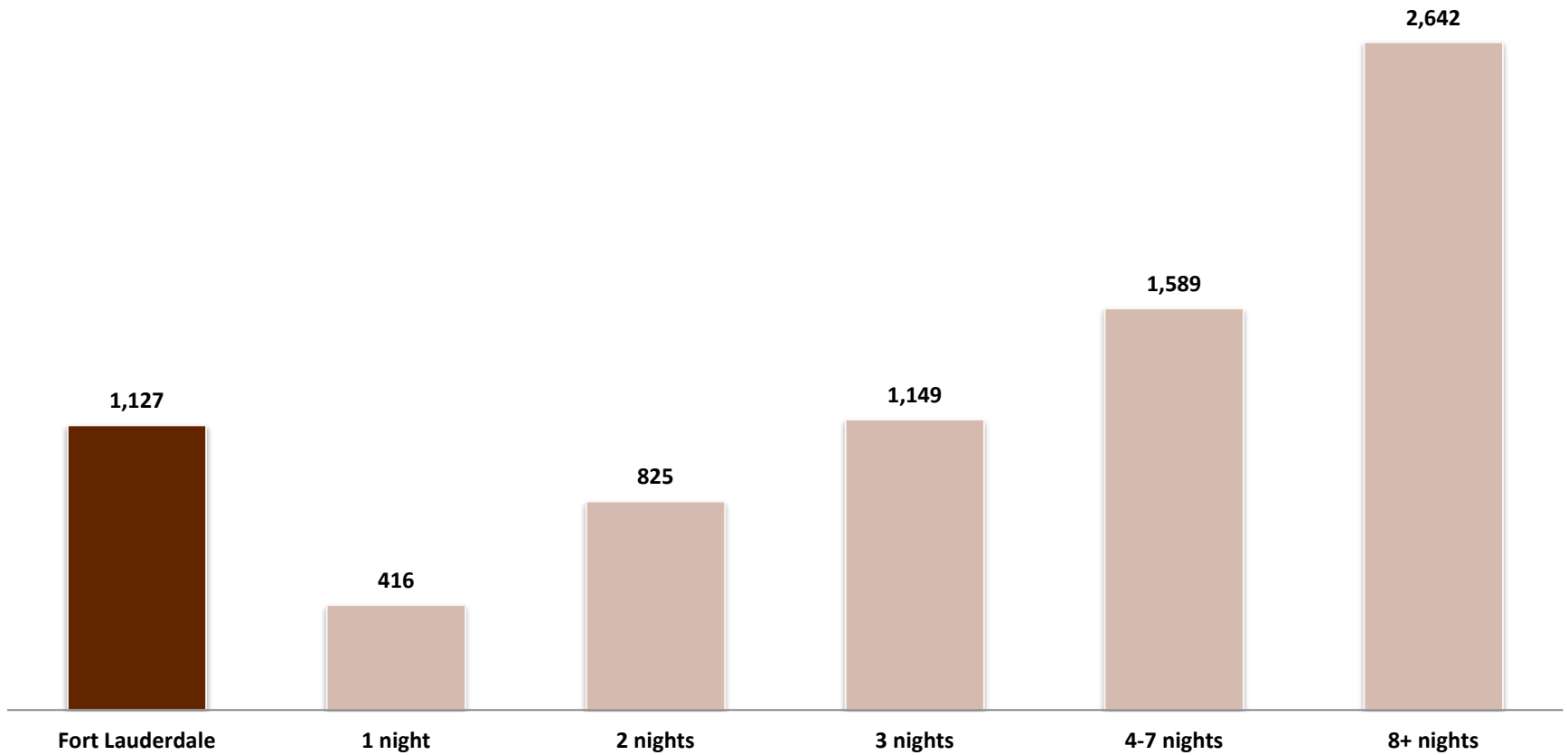


Chart 33 • Segment: 2014-2016 Overnight Leisure Stays (\$)

Fort Lauderdale Stay Length Comparison

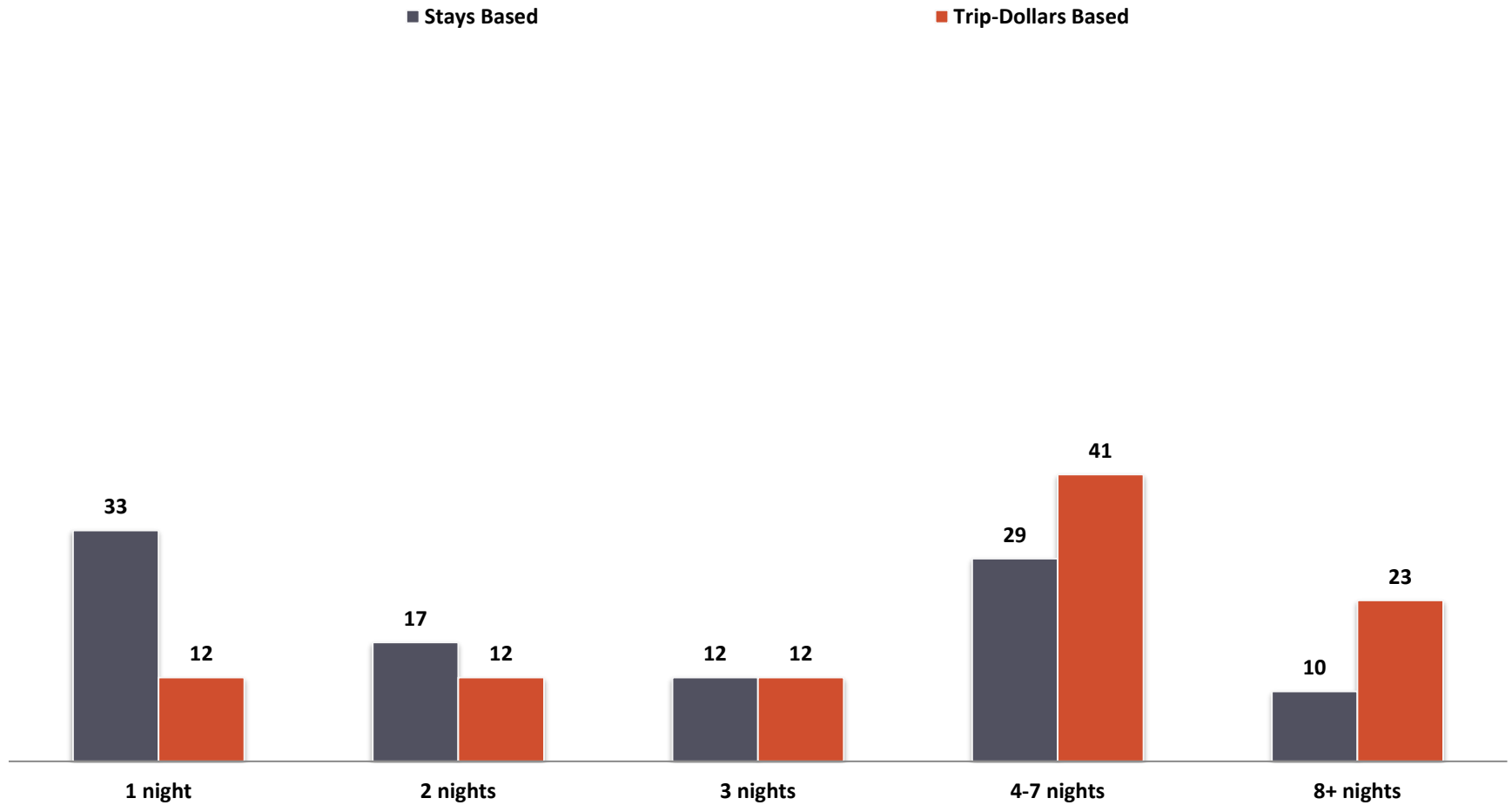


Chart 34 • Segment: 2014-2016 Overnight Leisure (%)

Daily Spending Per Person by Category: U.S., Fort Lauderdale and Competitors

TRIP CHARACTERISTICS

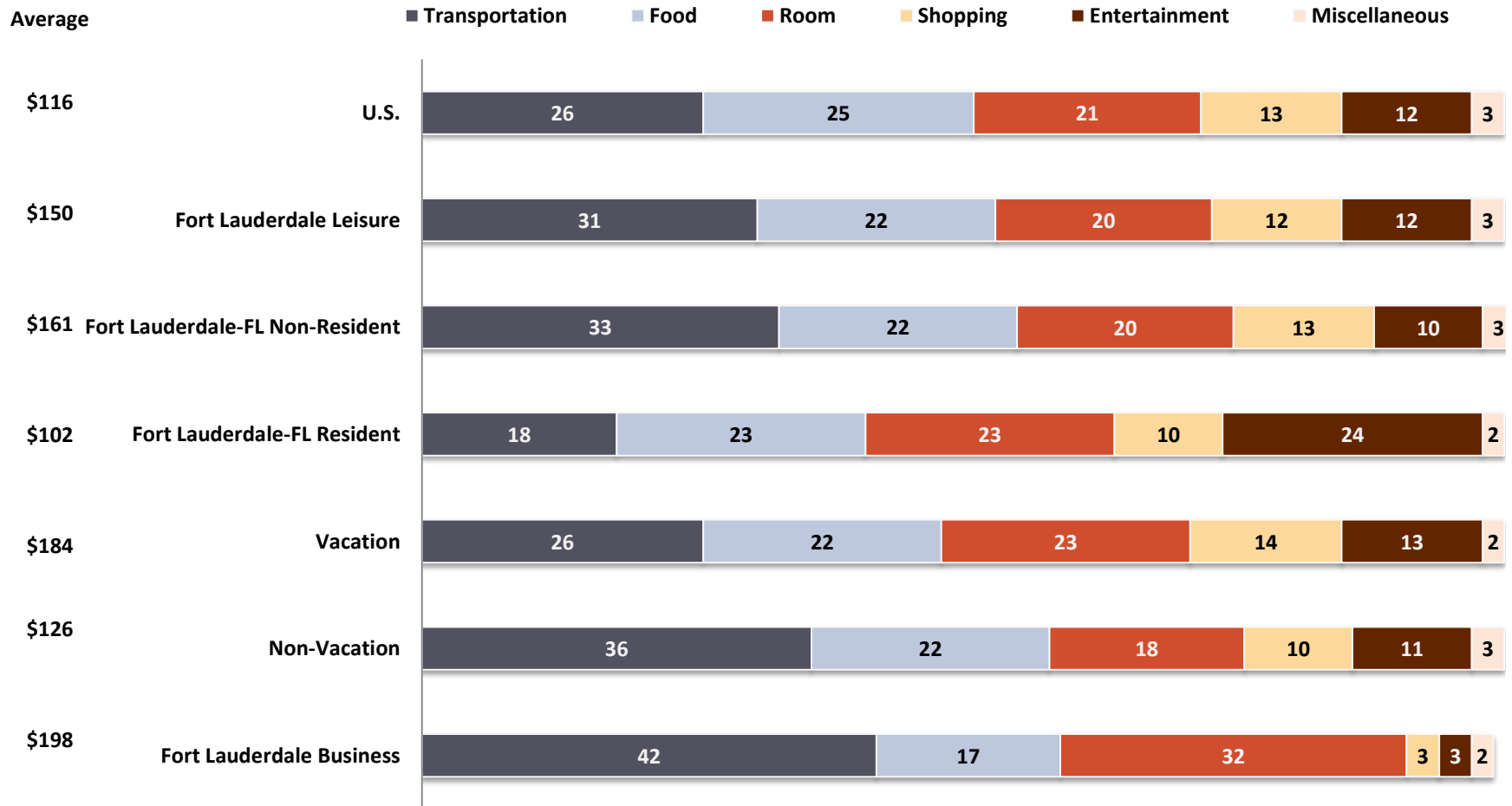


Chart 35 • Segment: 2015-2016 Overnight Leisure Person-Days (%)

List of All DKSA Activities

ACTIVITY PARTICIPATION

DKSA 2016 ACTIVITIES

ATTRACTIONS

Amateur Sports

Professional Sports Event

Gambling

Night Life

Show: Boat, Car, Home

Theme/Amusement/Water Park

Zoo/Aquarium

Holiday Celebration

Reunion/Graduation

Wedding

Funeral/Memorial

Other Personal Celebration

LIBATION AND CULINARY

Culinary/Dining Experience

Winery/Distillery/Brewery

Hunting

Fishing

Hiking

Biking

Tennis

Water Sports

Extreme Adventure Sports

Snow/Winter Sports

CULTURE

Concert, Theater, Dance

Festival/Fairs

Historic Sites

Museum, Art Exhibits, etc.

Movies

Touring/Sightseeing

NATURE

Beach/Waterfront

Camping

Eco/Sustainable Travel

Wildlife Viewing

Parks (National/State)

OUTDOOR SPORTS

Boating/Sailing

Golfing

GENERAL

Shopping

Real Estate (buy/sell)

Medical/Health/Doctor Visit

Service/Volunteerism/Charity

Religious/Faith Based Event

Spa

FAMILY/LIFE EVENTS

Visit Friends/Relatives

Other Activities (any)

Business/Work

Top Activities at the Destination

ACTIVITY PARTICIPATION

	U.S.	Fort Lauderdale	Fort Lauderdale Non-Resident	Fort Lauderdale Resident	Vacation	Non-Vacation
Visit Friends/Relatives	36	44	39	55	26	54
Beach/Waterfront	16	40	47	22	53	32
Culinary/Dining Experience	28	36	39	28	32	38
Shopping	24	28	30	24	36	24
Nightlife	11	20	20	21	24	18
Gambling	8	12	10	18	18	9
Touring/Sightseeing	14	11	14	5	18	8
Holiday Celebration	8	10	8	14	3	14
Parks (national/state)	12	9	10	6	9	8
Concerts, Theatre, Dance	8	8	7	9	4	10
Other Personal Celebration	8	7	9	4	4	9
Movies	7	7	7	8	9	7
Festival/Fairs	6	6	6	5	7	5
Museums, Art Exhibits, etc.	9	5	7	1	3	6

Chart 36 • Segment: 2015-2016 Overnight Leisure Stays (%)

Top Activities at the Destination (cont.)

ACTIVITY PARTICIPATION

	U.S.	Fort Lauderdale	Fort Lauderdale Non-Resident	Fort Lauderdale Resident	Vacation	Non-Vacation
Historic Sites	11	5	6	1	7	4
Wildlife Viewing	4	5	5	5	5	5
Water Sports	2	5	5	5	6	4
Medical/Health/Doctor	2	5	3	11	3	6
Amateur Sports	3	3	4	1	0	4
Boating/Sailing	2	3	3	2	4	2
Biking	2	3	3	3	3	2
Zoo/Aquarium	4	3	2	4	4	2
Business/Work	1	3	2	3	2	3
Reunion/Graduation	3	3	1	7	1	4
Funeral/Memorial	2	2	3	0	0	3
Religious/Faith Based Conference	3	2	3	2	1	3
Fishing	3	2	2	2	2	2
Show: Boat, Car, Home	3	2	2	1	2	2

Chart 36 • Segment: 2015-2016 Overnight Leisure Stays (%)

Top Activities at the Destination (cont.)

ACTIVITY PARTICIPATION

	U.S.	Fort Lauderdale	Fort Lauderdale Non-Resident	Fort Lauderdale Resident	Vacation	Non-Vacation
Golfing	2	2	2	2	2	2
Spa	2	2	2	2	3	1
Hiking	6	2	2	2	1	2
Wedding	3	2	1	3	1	2
Eco/Sustainable Travel	1	2	1	5	2	2
Other Activity	2	2	3	0	1	3
Real Estate (buy/sell)	1	1	2	0	2	1
Theme/Amusement/Water Parks	5	1	1	1	2	1
Professional Sports Event	3	1	1	2	1	1
Tennis	0	1	1	1	1	1
Winery/Distillery/Brewery Tours	3	1	1	1	0	1
Service/Volunteerism/Charity	1	1	0	2	1	0
Extreme/Adventure Sports	1	0	0	0	0	0
Snow/Winter Sports	1	0	0	0	0	0
Camping	4	0	0	0	0	0
Hunting	1	0	0	0	0	0

Chart 36 • Segment: 2015-2016 Overnight Leisure Stays (%)

Fort Lauderdale Avg. Party per Trip Spending by Activities

ACTIVITY PARTICIPATION

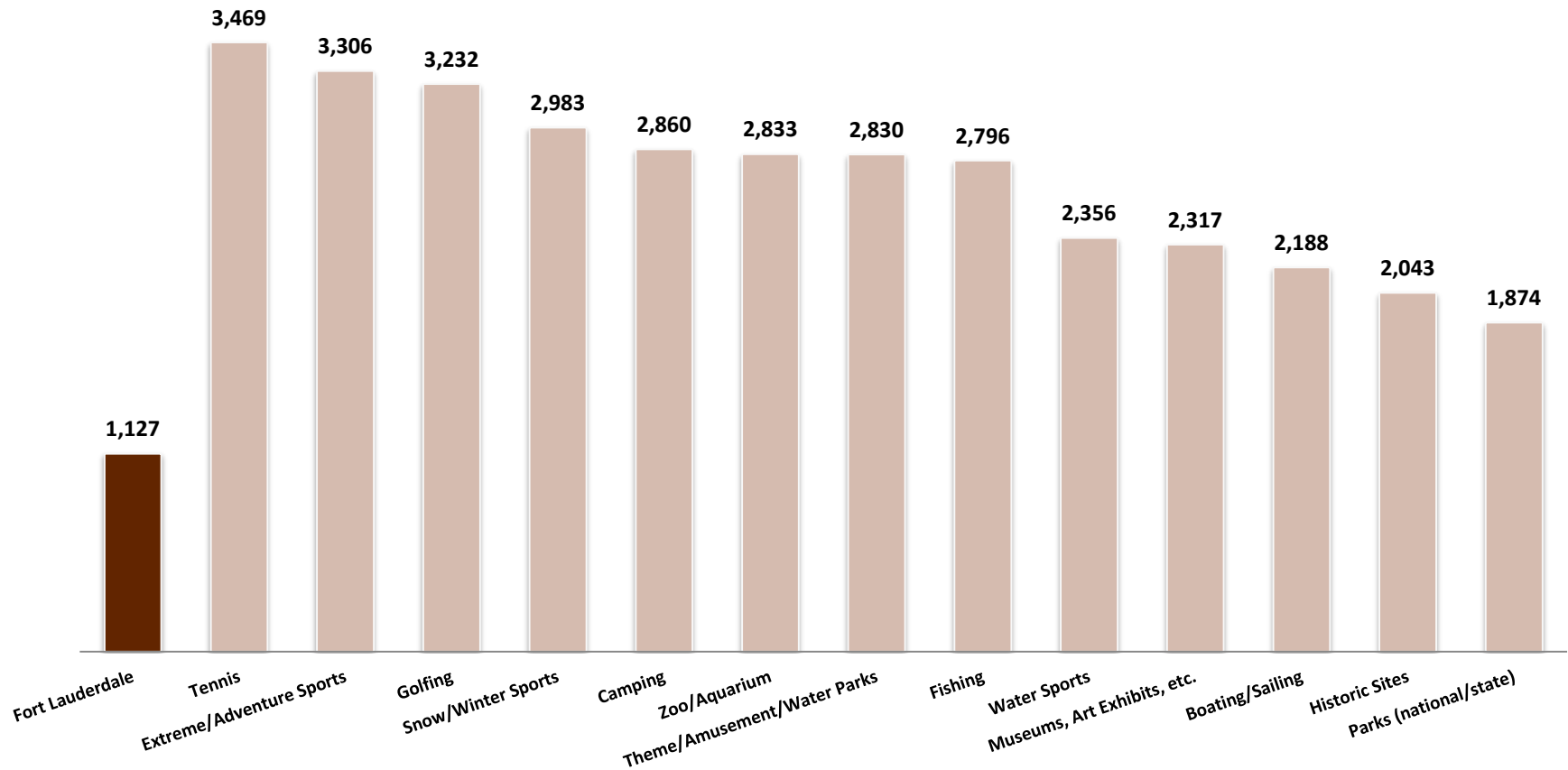


Chart 37 • Segment: 2014-2016 Overnight Leisure Stays (\$)

Fort Lauderdale Avg. Party per Trip Spending by Activities (cont.)

ACTIVITY PARTICIPATION

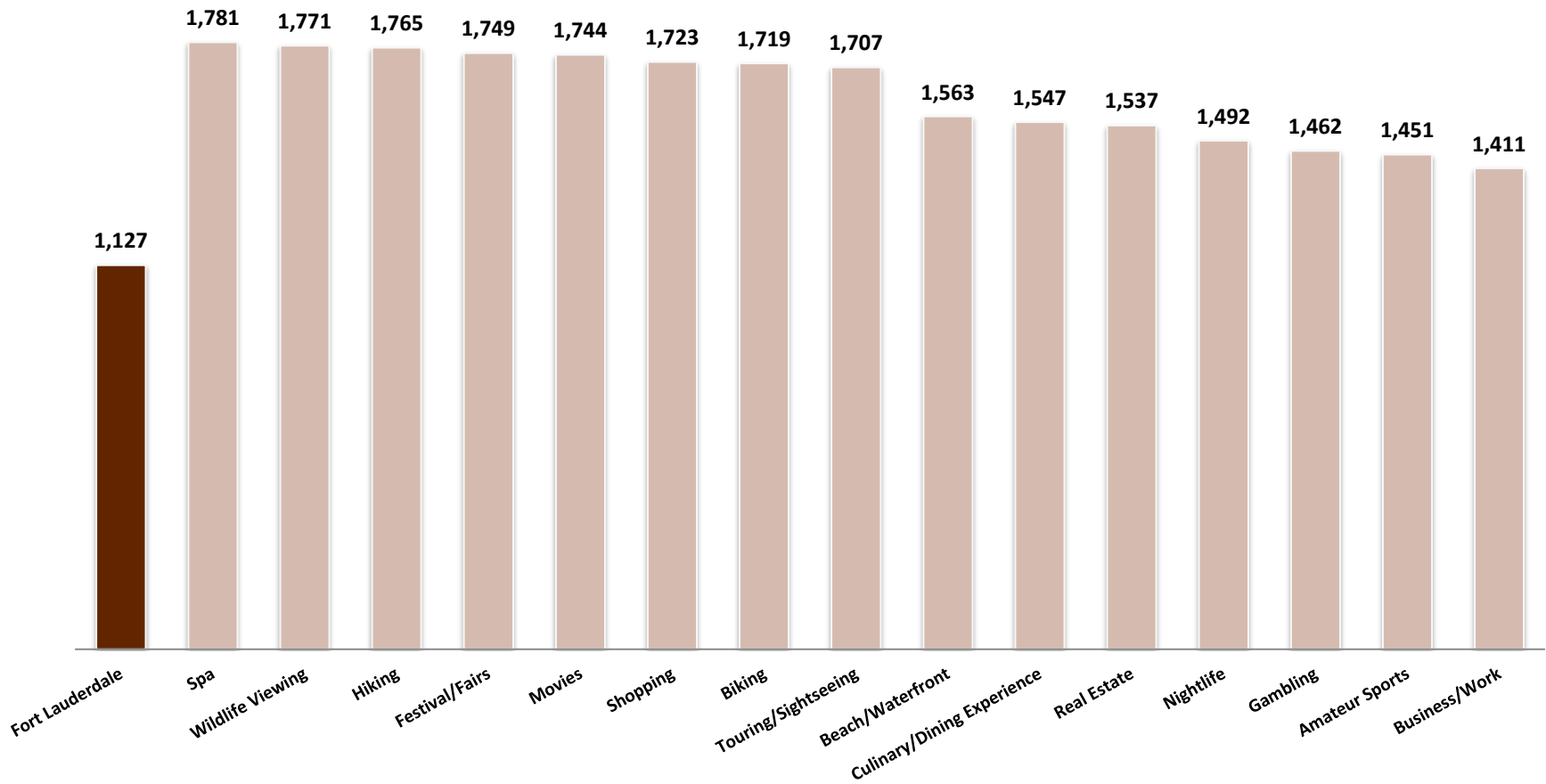


Chart 37 • Segment: 2014-2016 Overnight Leisure Stays (\$)

Fort Lauderdale Avg. Party per Trip Spending by Activities (cont.)

ACTIVITY PARTICIPATION

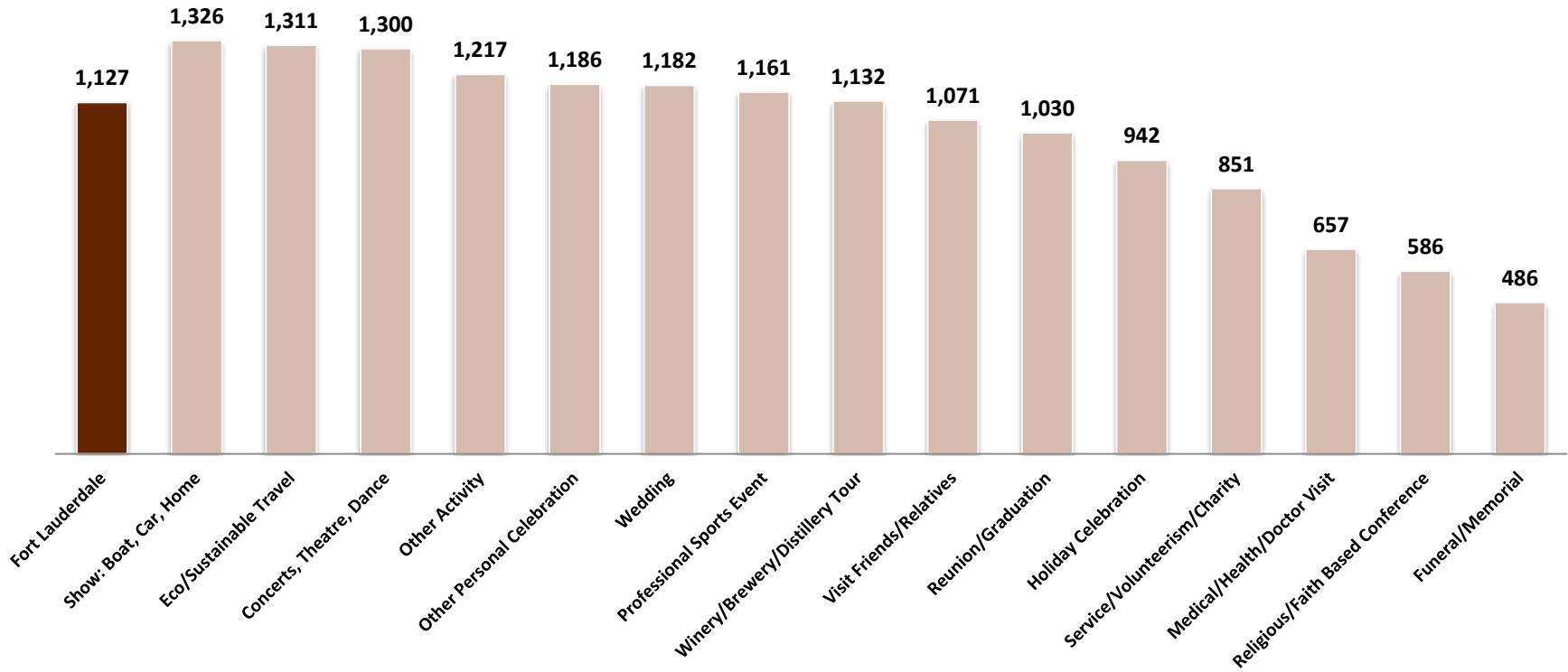


Chart 37 • Segment: 2014-2016 Overnight Leisure Stays (\$)

Accommodation Type: U.S., Fort Lauderdale

ACCOMMODATION

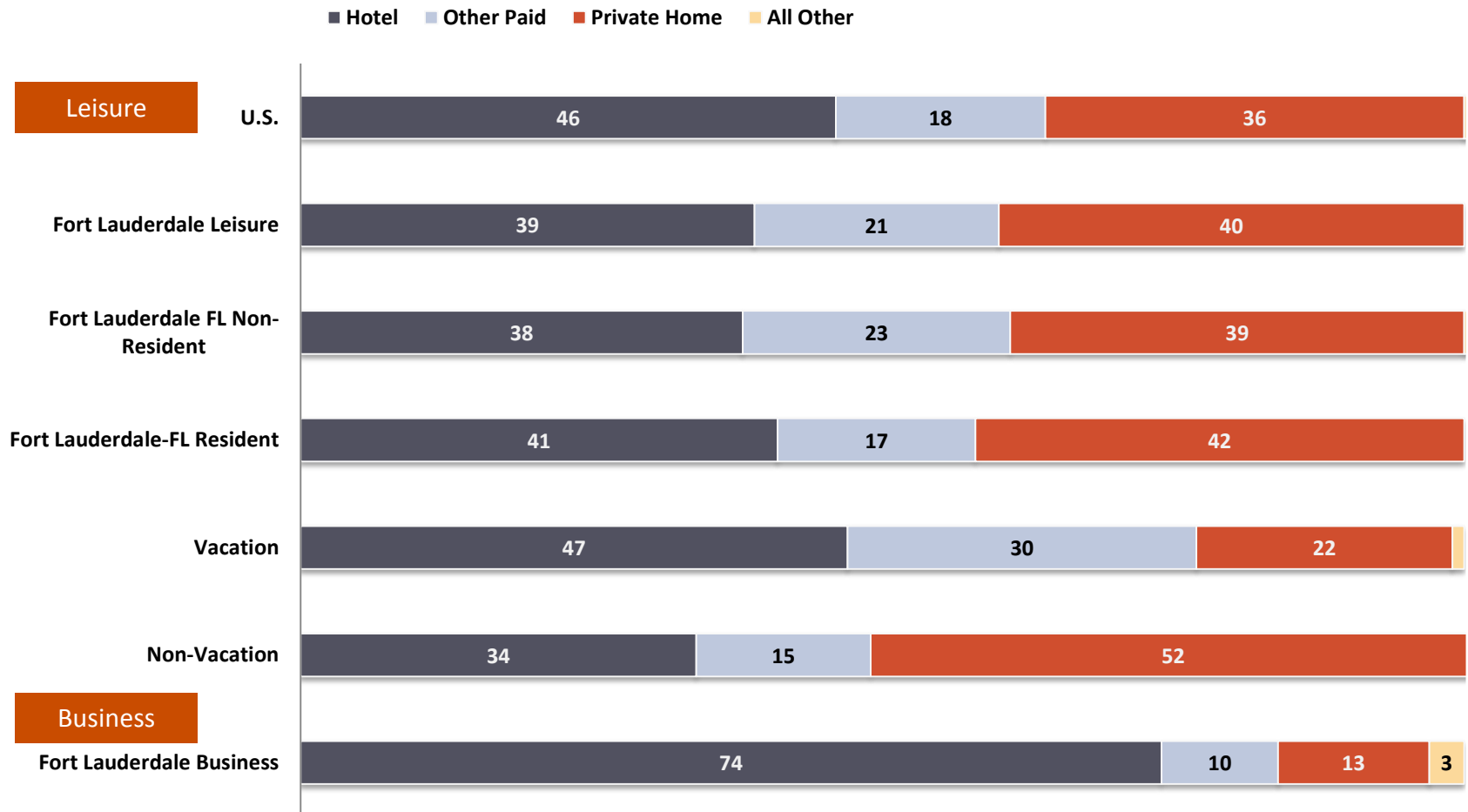


Chart 38 • Segment: 2015-2016 Overnight Leisure Person-Stays (%)

Accommodation Segment- Paid Hotel/Motel Only: U.S., Fort Lauderdale

ACCOMMODATION

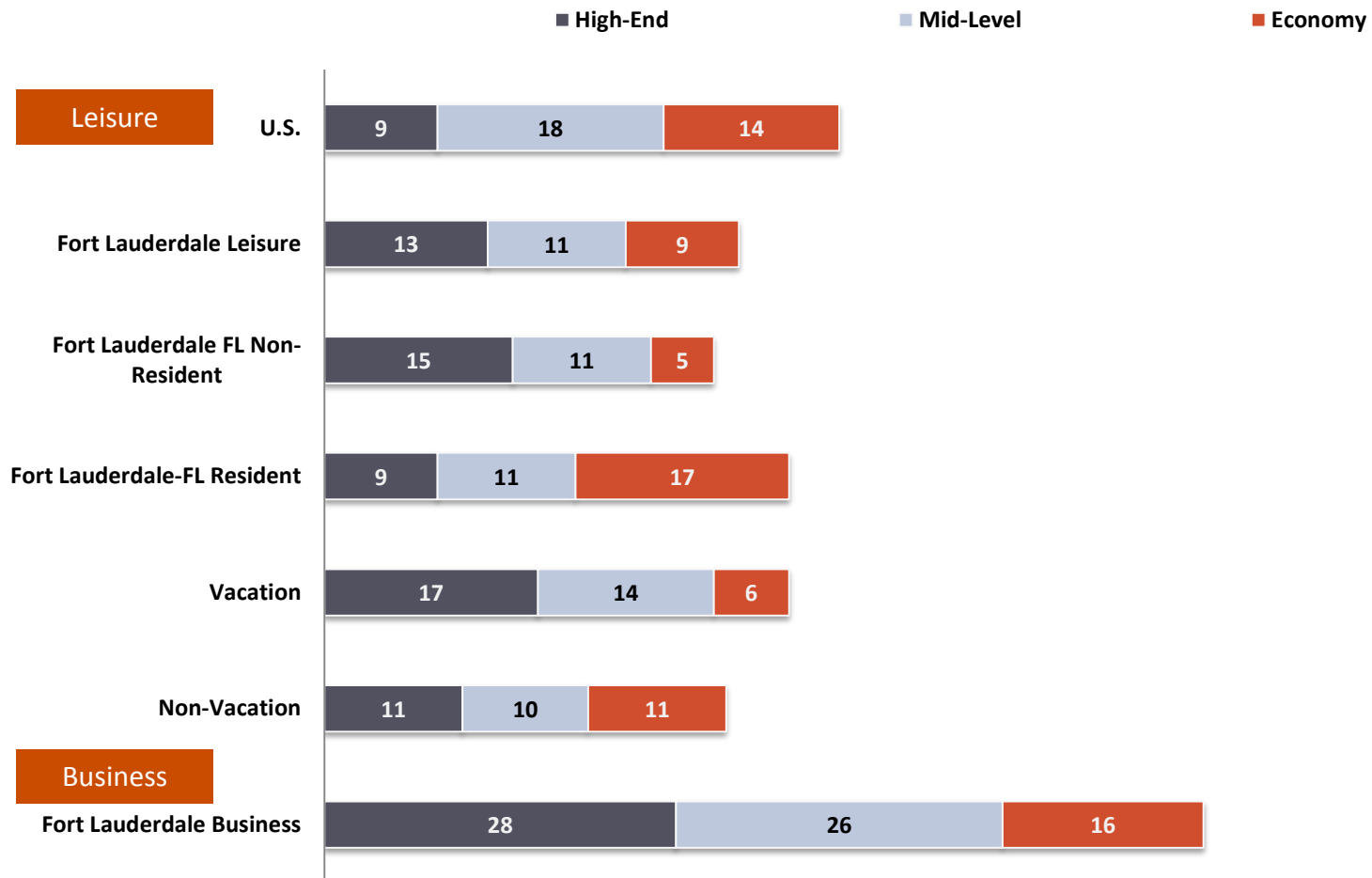


Chart 39 • Segment: 2015-2016 Overnight Leisure Person-Stays (%)

Fort Lauderdale Avg. Party per Trip Spending by Accommodation Type

ACCOMMODATION

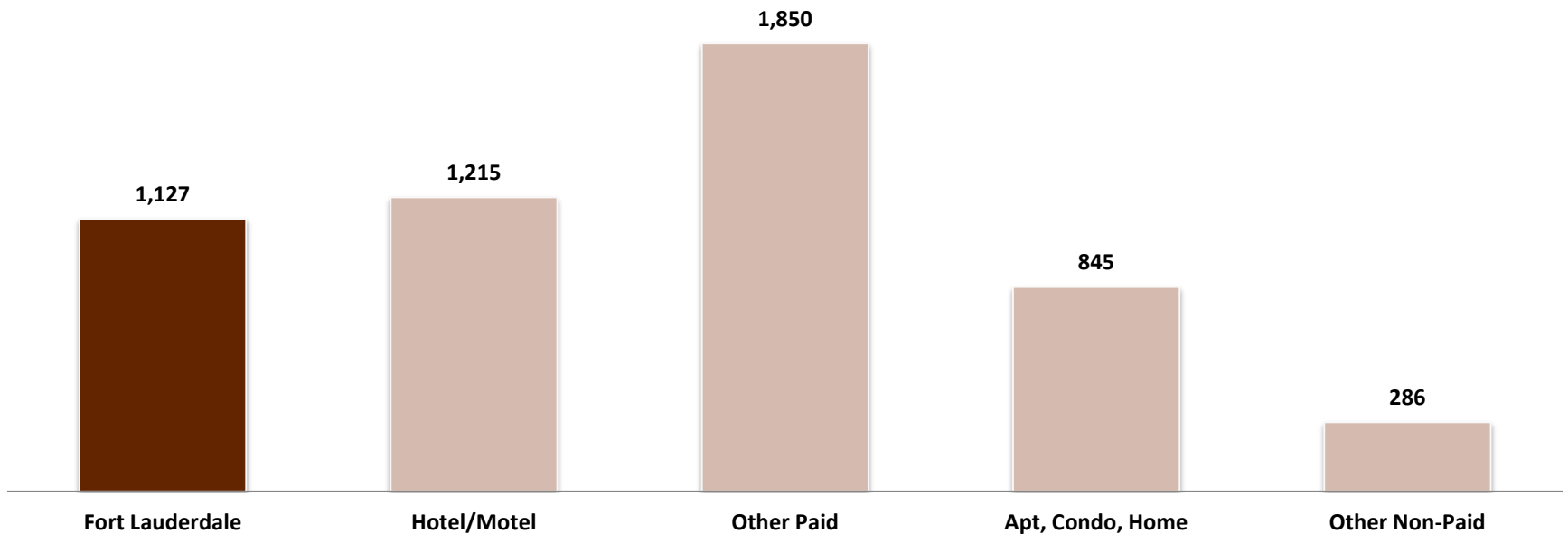


Chart 40 • Segment: 2014-2016 Overnight Leisure Stays (\$)

Fort Lauderdale Accommodation Type Comparison

ACCOMMODATION

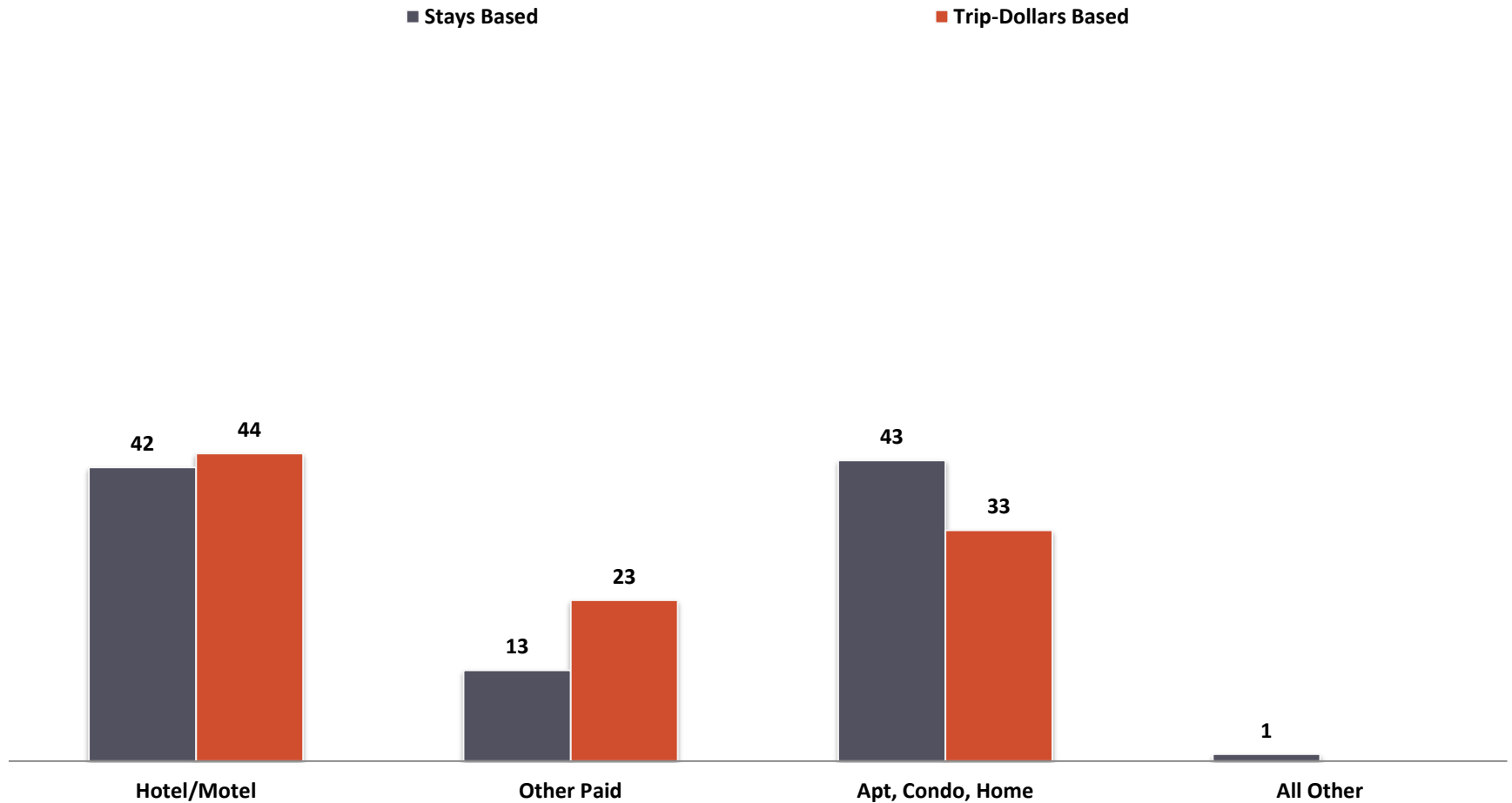


Chart 41 • Segment: 2014-2016 Overnight Leisure (%)

Appendix

Research Methodology

DKSA's TRAVEL PERFORMANCE/MonitorSM is a comprehensive study measuring the travel behavior of US residents. DKSA contacts 50,000 distinct U.S. households monthly and has done so since 1991. DKSA is able to provide current behavior and long term trended analyses on a wide range of travel.

DKSA data are collected using an online methodology employing KnowledgePanel[®], an address based sample panel offered by Knowledge Networks. The sample is drawn as a national probability sample and returns are balanced to ensure representation of the U.S. population according to the most recent U.S. Census. Key factors used for balancing are Origin State, Age, Income, Education, Gender, Ethnicity/race and return rates. The Knowledge Networks sample is used to create benchmark weights which are applied to surveys returned from other managed panels used by DKSA.

Both traveling and non-traveling households are surveyed each month enabling DKSA to generate the best estimate of travel incidence (volume) within the total U.S. population. Among those who have traveled (overnight in the past three months, and daytrips in the past month) details of their trip(s) are recorded for each month. This overlapping, repeating monthly approach boosts the observed number of trips for each travel month and controls for seasonality and telescoping biases.

"Travel" is defined as either an overnight trip defined as going

someplace, staying overnight and then returning home or as a day trip defined as a place away from home and back in the same day. Respondents report travel behavior for each stay of each trip; an approach that enhances reporting for specific travel events, activities and spending.

A wide variety of general travel information is collected including travel to destinations at a city level, hotel stayed in, purpose of stay and activities, expenditures, mode of transportation, party composition, length of stay, travel agent and group tour usage, satisfaction and value ratings, and demographics, including origin markets.

Several questions are asked as open-ends to ensure that the responses are not influenced by a pre-listed set of response categories. Each respondent identifies the actual destination visited with an open-end response. This is particularly significant for obtaining accurate data for smaller cities and counties and representing total travel. This increases time and expense to accurately capture these responses but quality requires it.

Extensive coding lists are updated regularly to ensure that all data is recorded accurately. DKSA's Quality control committee conducts bi-monthly meetings to review survey results and examine methods to maintain and improve quality control.

About DKSA

D.K. Shifflet & Associates Ltd. is the leading U.S. consumer travel research firm. DKSA is located in McLean, VA and has, for the last 27 years, provided the industry's most complete consumer based travel data on U.S. residents and their travel worldwide. Our clients include destination marketing organizations, theme parks, credit cards, auto clubs, hotel chains and more.