Greater Fort Lauderdale YE 2017 Visitor Profile

INSIGHTS
THAT TAKE
YOU
PLACES

DKSHIFFLET

Year-End 2017 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 2017. Volume and profile data are from D. K. Shifflet & Associate's ***PERFORMANCE/Monitor***SM *Travel Intelligence System*SM — the largest travel-tracking system in the U.S. The 2017 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.

2017 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

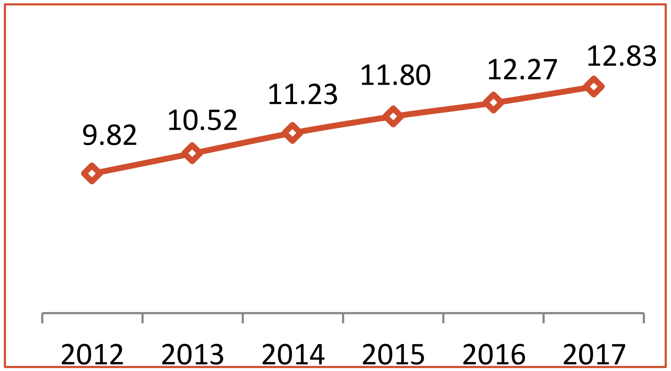
Total Visitor Volume: Greater Fort Lauderdale

Record-high Fort Lauderdale visitation in 2017

Visitation has been growing steadily since 2012. This year marks another record-high for Fort Lauderdale, which hosts more than 12.83 million domestic Business and Leisure travelers, growth was nearly 1% when compared to 2016.

Total Visitation (Business + Leisure)

FORT LAUDERDALE PERSON-STAYS (MILLIONS) 2012-2017

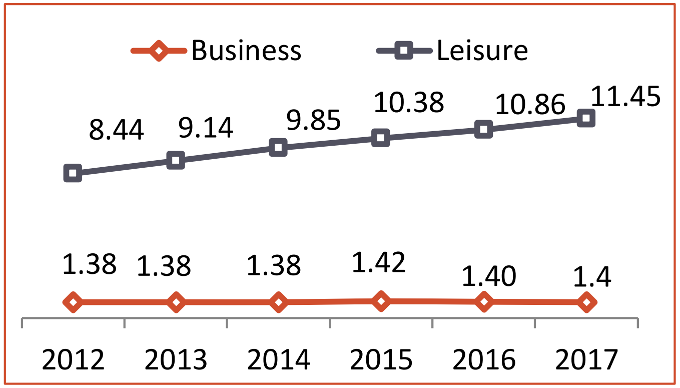


Leisure Travel drives Fort Lauderdale's volume gains

Leisure domestic visitation continues its growth from 2012. Business travel is flat when compared to 2016. Leisure growth is up from 4.7% in 2016 to 5.4% in 2017.

Visitation by Travel Segment

FORT LAUDERDALE PERSON-STAYS (MILLIONS)



Traveler volume continued to grow in 2017

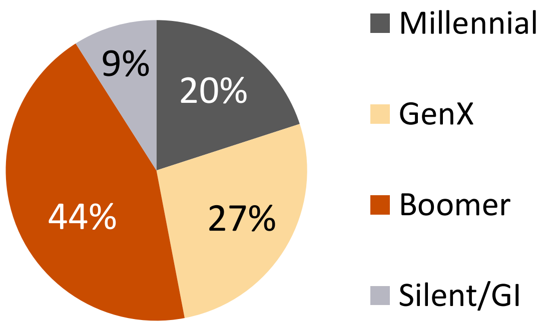
Demographics: Generations

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 $1,493, ahead of Boomers at $1,178. Generationally, the Boomer and GenX visitors are the most profitable. In the short-term, GenXers have the most growth potential followed by Milennials.

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

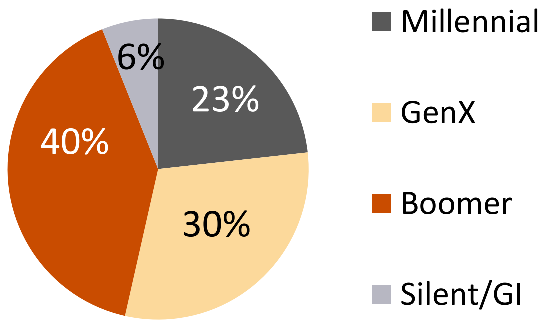
Fort Lauderdale Leisure by Generation

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

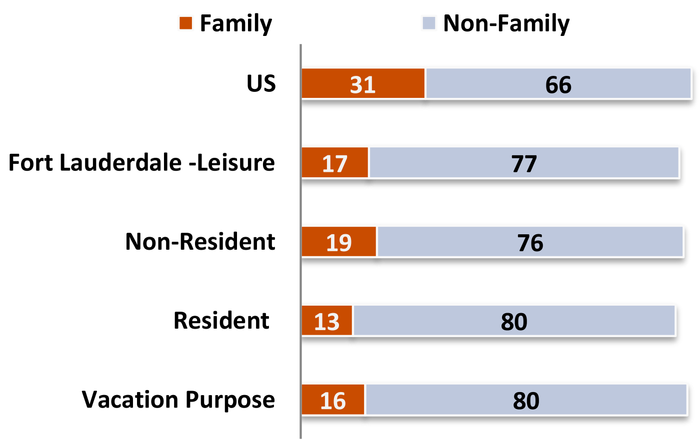
DK Shifflet combines the three variables most likely to differentiate between travelers to create seven Lifestages. Generally, Fort Lauderdale hosts more "Non-Family" travelers, or travelers that do not have children their households, than the typical U.S. leisure destination. Affluent Mature and Maturing & Free contribute the greatest share of travel. Maturing & Free travelers represent the largest Party-per-Stay spending of any Lifestage at $1,608, slightly ahead of Affluent Family at $1,458.

DK Shifflet 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

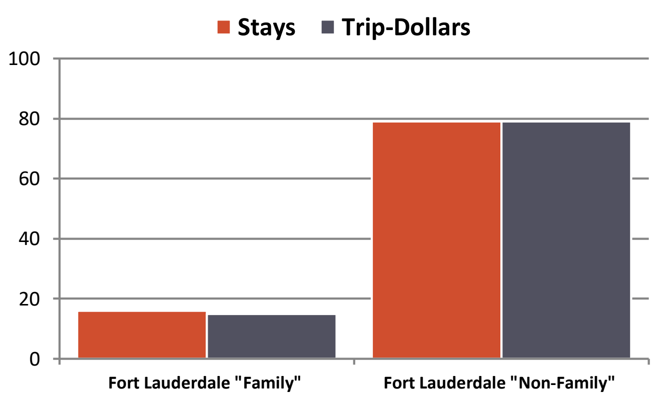
Lifestage Share

2017 TOTAL LEISURE PERSON-STAYS



Lifestage Stays and Trip Dollars

TOTAL LEISURE (2015-2017)



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 13% 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 15.5% for Non-Resident Leisure purposes, followed by Indianapolis, San Francisco-Oakland-San Jose, Atlanta and Cleveland.

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

2016-2017 NON-RESIDENT LEISURE PERSON-STAYS

New York	12.7%
California	7.5%
New Jersey	7.4%
Indiana	7.1%
Ohio	6.4%
Massachusetts	4.7%

Fort Lauderdale Origin DMAs

2016-2017 NON-RESIDENT LEISURE PERSON-STAYS

New York, NY	15.5%
Indianapolis, IN	5.7%
San Francisco, CA	5.3%
Atlanta, GA	4.2%
Cleveland, OH	4.2%
Boston, MA	3.6%
Philadelphia, PA	3.5%

Fort Lauderdale Origin DMAs

2016-2017 RESIDENT LEISURE PERSON-STAYS

Miami-Fort Lauderdale	24.5%
Tampa-St. Petersburg	22.5%
West Palm Beach	20.6%
Orlando-Daytona Beach	15.3%
Fort Meyers-Naples	7.7%
Jacksonville, FL	6.4%
Gainesville, FL	2.2%

The New York DMA provides 15.5% of Non-Resident Leisure visitation

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

Who makes up the average Travel Party?

Party size is down slightly (1.86 people) in 2017 when compared to 2016 (1.88 people). This can be attributed to a trade off between the growth of M/F couples and the decline of family travel parties. One Male and One Female travel parties represent the highest share of visitation and the highest share of spending of Overnight Leisure travel to Fort Lauderdale.

M/F couples represent 43% of visitation and the highest spending at $1,466 per visit. Parties of 3 Adults or more spend $1,465 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.

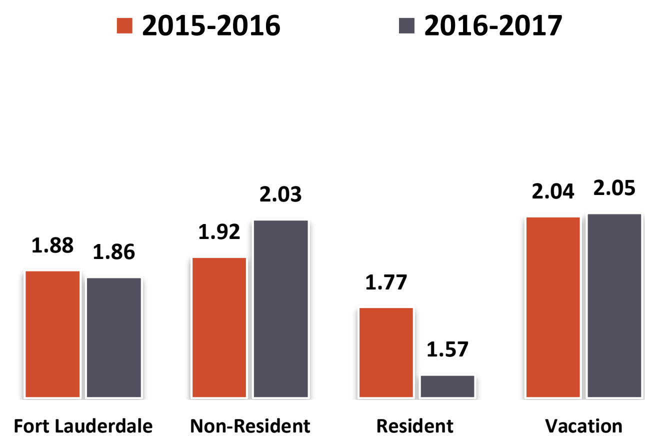
Two-Adult Parties are 49% of Leisure visits. These are predominantly (42%) One Male + One Female parties

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



MM/FF travel parties spend the most by Party Composition, spending an average of $1,569 per stay but only represent 7% of visitation.

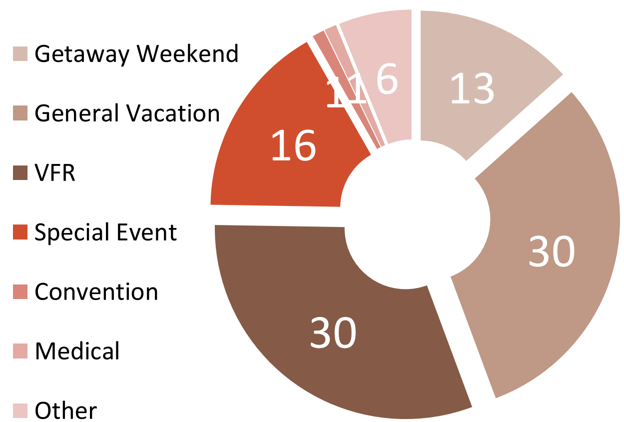
Stays: represent the number of distinct groups of travelers (travel parties) and the number of destinations they visited on a trip, regardless of the number of people within the travel group.

Why do travelers visit Fort Lauderdale?

Approximately 57% of GFL's Leisure visitors travel for a non-vacation purpose, predominantly to Visit a Friend or Relative (34%). 43% travel for Vacation related purposes Getaway Weekends (13%) and General Vacations (30%). Vacation Leisure visitors bring in $1,568 on average for each Overnight Leisure visit to Fort Lauderdale whereas Non-Vacation visitors spend on average $913.

Fort Lauderdale Travel Purpose

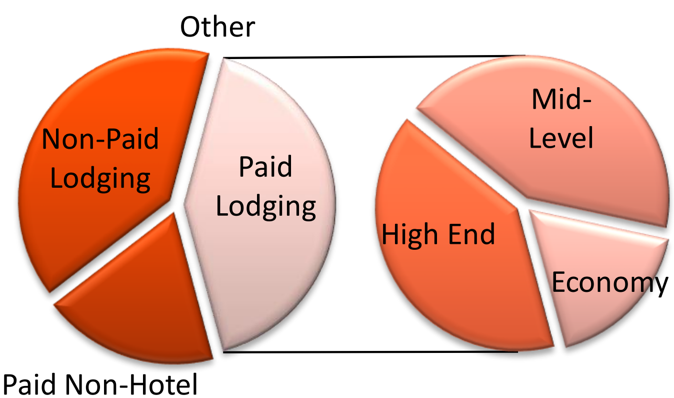
SHARE OF 2016-2017 LEISURE PERSON-STAYS



Where do Fort Lauderdale visitors stay?

2016-2017 OVERNIGHT LEISURE PERSON-STAYS

Hotel accounts for about 44% of Fort Lauderdale's Overnight Leisure (ONL) Person-Stays, lower than the US average. Paid accommodations not in a hotel jumped to 18% among ONL visitors in 2017. About 38% of ONL visitors stay in a private home, slightly above the U.S. average at 35%.



Visitors staying in paid non- hotels have an average party-per-stay spending of $1,622. Those staying in paid hotels have an average spending of $1,346.

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

Traveler Activities

Beach/Waterfront, Business/Work, Real Estate, and Gambling related activities are the most popular activities among Overnight Leisure Visitors

Top 5 Activities of Overnight Leisure Parties:

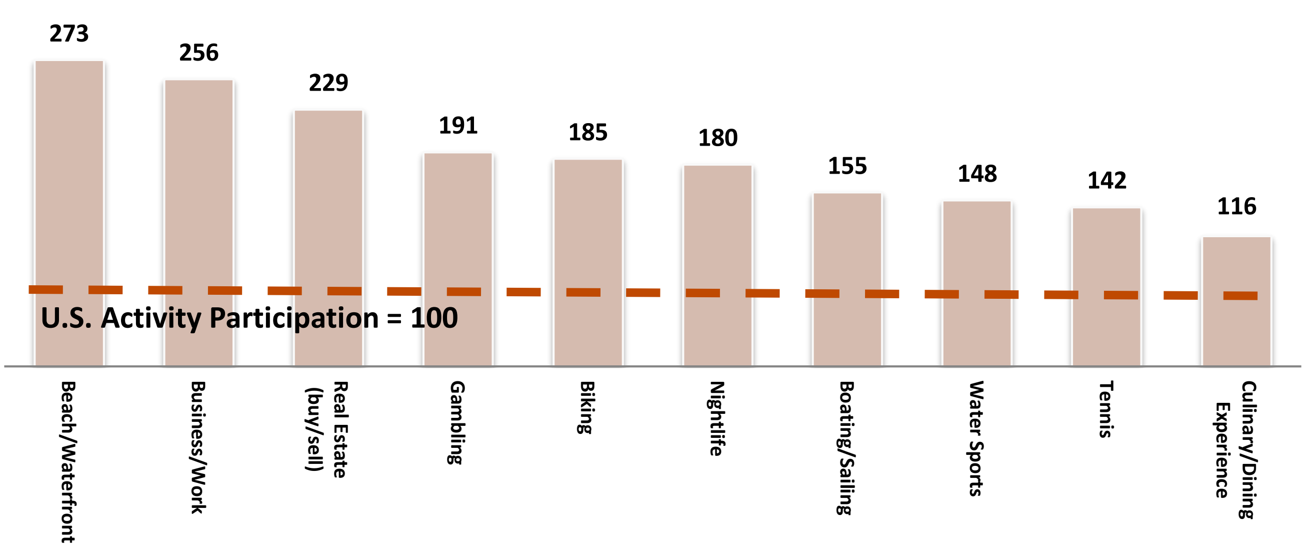
1. Beach/Waterfront (44% of Leisure Stays)
2. VFR (39% of Leisure Stays)
3. Culinary/Dining (33% of Leisure Stays)
4. Shopping (27% of Leisure Stays)
5. Nightlife (20% of Leisure Stays)

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 Beach/Waterfront, Business/Work, Real Estate, Gambling, Biking and Nightlife when visiting.

The Activity Index

2016-2017 LEISURE STAYS

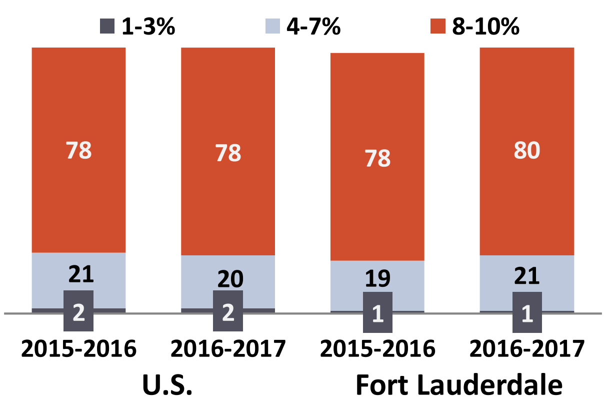


How do Visitors Rate their Experience?

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 8.58/10 this year, last year it was 8.49/10.

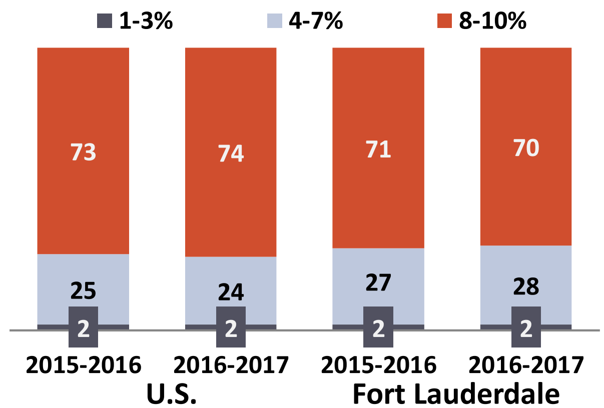
Satisfaction Ratings

LEISURE PERSON-STAYS (%)



Value Ratings

LEISURE PERSON-STAYS (%)



Value ratings for Fort Lauderdale was flat at 8.19/10 compared to 2016. About 70% 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.

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

Weights & Definitions

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

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 2017

	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.)	52	50	57	51	53	48
Employed	56%	63%	41%	56%	55%	85%
Retired	34%	30%	41%	32%	35%	6%
Average Income (000)	$113,062	$126,322	$84,648	$113,821	$112,477	$143,996
Children in HH	22%	24%	20%	20%	24%	31%
Gay/Lesbian (LGBT+)	8%	7%	10%	7%	10%	11%

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 2017

	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)	4.16	4.70	3.26	4.33	4.04	3.10
Traveling Party (PPL)	1.86	2.03	1.57	2.05	1.74	1.25
One Adult	37%	28%	52%	26%	45%	80%
M/F	43%	47%	37%	53%	36%	12%
MM/FF	7%	8%	4%	7%	6%	5%
3 or More Adults	5%	7%	2%	7%	4%	2%
Children Present	8%	9%	6%	7%	8%	1%
Air	35%	50%	3%	39%	32%	46%
Auto	61%	48%	89%	54%	65%	49%

Visitor Profile – Highlights YE 2017

	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	80%	84%	70%	79%	80%
Black/African American	11%	8%	17%	11%	10%
Asian	3%	3%	2%	3%	3%
Native Hawaiian/Islander	0%	0%	0%	0%	0%
Native American	1%	1%	0%	0%	1%
Other/Mixed	8%	5%	15%	7%	9%
Hispanic, Latino, Spanish Origin	15%	14%	17%	20%	11%

Visitor Profile – Highlights YE 2017

	FTL Overnight Leisure	FTL Overnight Leisure FL-Non Res	FTL Overnight Leisure FL-Resident	FTL Overnight Leisure Vacation	FTL Overnight Leisure Non-Vacation
Trip Planning:					
Less Than 1 Week	8%	4%	16%	4%	11%
1 Week	6%	5%	8%	8%	5%
2-3 Weeks	20%	17%	24%	16%	22%
1 Month	18%	15%	24%	20%	18%
2-3 Months	25%	30%	18%	23%	27%
4-5 Months	6%	8%	4%	10%	3%
6 Months	6%	9%	1%	6%	6%
More than 6 Months	7%	11%	2%	10%	6%

Visitor Profile – Highlights YE 2017

	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+)	20%	23%	13%	20%	20%	24%
GenX (1965-1980)	27%	30%	19%	32%	23%	42%
Boomer (1946-1964)	44%	40%	53%	42%	46%	31%
Silent/GI (1945 – Earlier)	9%	6%	14%	5%	11%	3%
Lifestages:						
Young & Free	12%	13%	10%	13%	12%	11%
Young Family	6%	8%	2%	5%	7%	7%
Maturing & Free	19%	24%	11%	28%	13%	32%
Moderate Family	4%	4%	4%	4%	4%	3%
Affluent Family	7%	7%	7%	7%	8%	19%
Moderate Mature	13%	9%	22%	8%	17%	3%
Affluent Mature	33%	30%	37%	31%	34%	23%

Visitor Profile – Highlights YE 2017

	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)	$1,153	$1,472	$545	$1,568	$913	$745

Visitor Profile - Highlights YE 2017

	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%	11%	18%	30%	
General Vacation	30%	36%	19%	70%	
Non-Vacation Purpose:					
Visit Friends/Relative	30%	30%	30%		52%
Special Event	16%	18%	12%		28%
Medical/Health	1%	0%	3%		2%
Conv/Show/Conference	1%	1%	2%		2%
Seminar/Class/etc.	2%	0%	6%		4%
Other Leisure/Personal	6%	5%	10%		11%

Visitor Profile - Highlights YE 2017

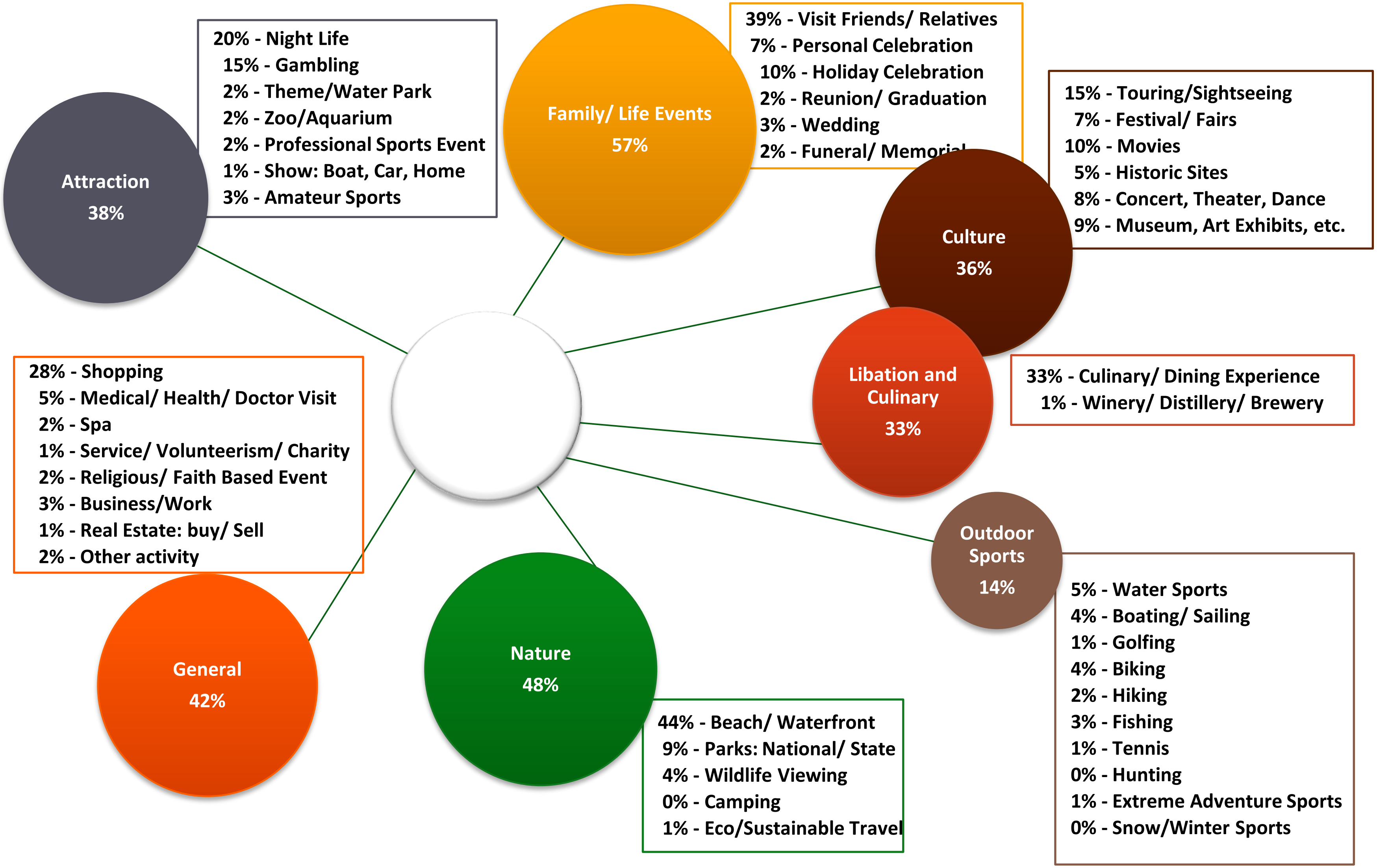
	Fort Lauderdale Overnight Business
Group/Meeting Purpose:	
Convention	21%
Seminar/Training	20%
Other Group Meeting	24%
Transient Purpose:	
Consulting/Client Services	14%
Inspection/Audit	1%
Construction/Repair	2%
Sales/Purchasing	6%
Government/Military	0%
Other Business	12%

Visitor Profile – Highlights YE 2017

	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	8.58	8.51	8.71	8.69	8.48	7.88
Value for the Money	8.19	8.25	8.05	8.15	8.21	7.77
Friendly Helpful People	8.33	8.34	8.31	8.51	8.19	7.79
Feeling of Safety	8.34	8.36	8.32	8.48	8.24	7.95
Likely to Recommend	8.45	8.42	8.52	8.57	8.35	7.63

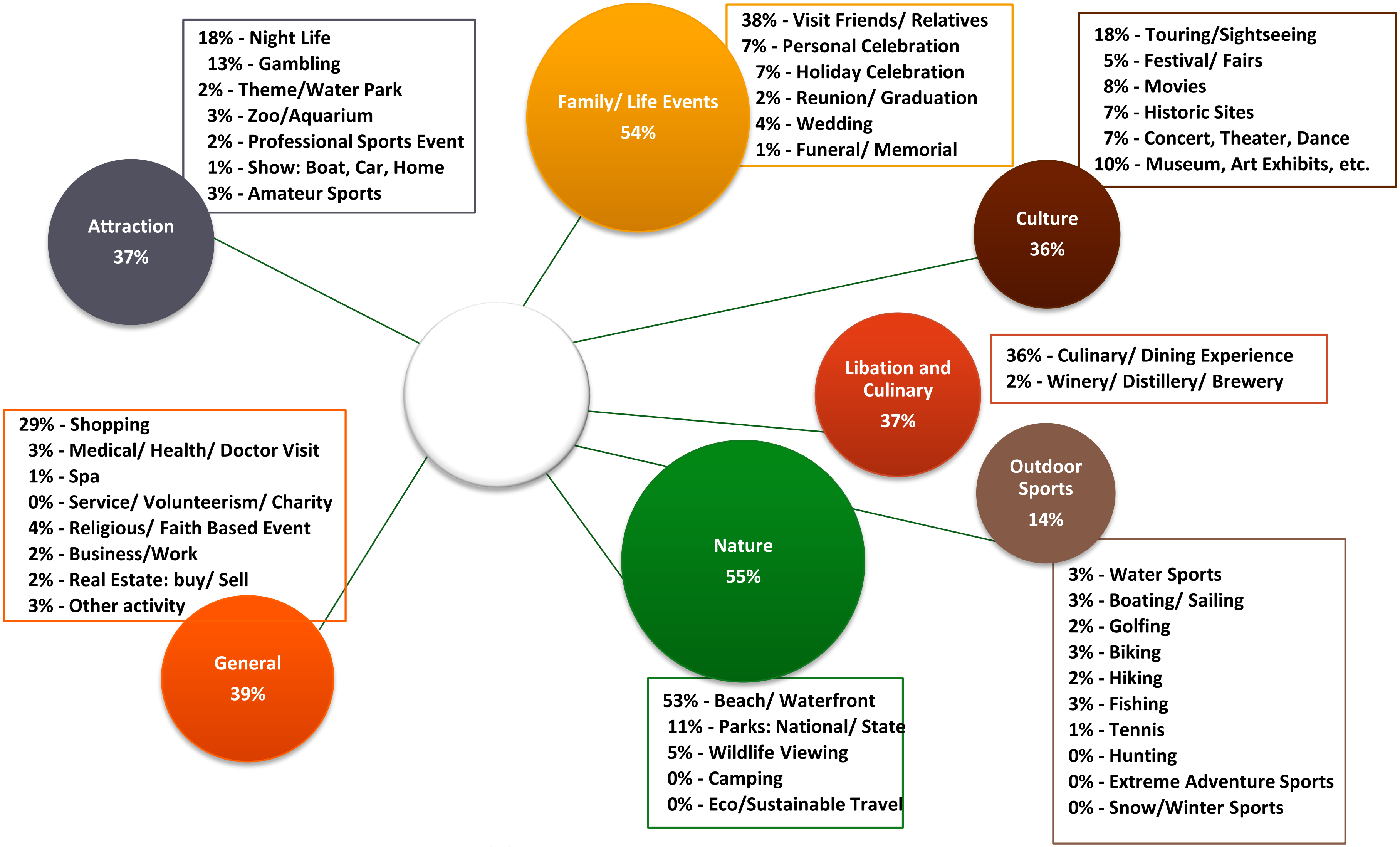
Average (10 = Excellent, 1 = Poor)

Fort Lauderdale Activity Participation



Segment: 2016-2017 Overnight Leisure Person-Stays (%)

Fort Lauderdale Activity Participation – Florida Non-Resident



Segment: 2016-2017 Overnight Leisure Person-Stays (%)