

GREATER FORT LAUDERDALE
CONVENTION & VISITORS BUREAU
2019 MARKETING PLAN



GREATER
FORT LAUDERDALE
CONVENTION & VISITORS BUREAU

TABLE OF CONTENTS

Tourist Development Council (TDC)3

Marketing Advisory Committee (MAC)..... 4

Message from the President5

Vision & Mission..... 6

Market Research.....7

Industry Trends..... 11

FY2019 Goals 12

Public Relations..... 15

Social Media 18

Advertising 23

Media..... 25

Convention & Group Sales..... 28

Multicultural Development..... 30

Sports Development 31

Strategic Client Services 33

Tourism Sales..... 35

LGBT+ Sales & Marketing..... 38

Underground: Film, Music, Fashion & Create 40

Meet the Team..... 43

Master Calendar: events, tradeshows, missions 45

Co-op Advertising 52

Media Plan.....separate attachment

TOURIST DEVELOPMENT COUNCIL



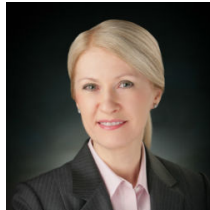
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Broward County Commission



Dan Adkins
Mardi Gras Casino



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Beach Resort



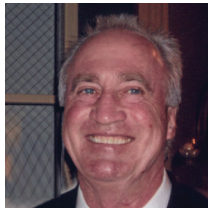
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Beach Resort



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Bobby Rodriguez Productions

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Christina Soverns Schwartzman
Sawgrass Recreation Park

Raelin Story
City of Hollywood

To Our Greater Fort Lauderdale Hospitality Industry Partners,

Greater Fort Lauderdale continues to evolve with new hotels, attractions, cruise ships, air routes and a new personality and image. The destination offers an energetic, youthful, active vibe and there is so much more on and beyond the beach for visitors to experience than ever before.

I am honored to head up the Greater Fort Lauderdale Convention & Visitors Bureau with dedicated and passionate people working closely together to take the destination's brand and awareness to the next levels of success.

With more than one billion dollars being invested in our industry, from the Port Everglades and Fort Lauderdale-Hollywood International Airport, to the new Brightline high speed rail service, to the development of the Convention Center District and all of the new hotel investment and renovations, there continues to be tremendous opportunities for our multi-faceted travel and hospitality industry.

In 2019, the CVB will be embarking on a new brand proposition to replace the Hello Sunny brand, which represented the destination well for many years. As we step up our brand evolution, the CVB is assuring a successful process through a brand research study to identify the most powerful and best way to market a "new" Greater Fort Lauderdale to a new generation of visitors. Our new brand will drive marketing efforts with a continued emphasis on securing group business, vacation travelers, family reunions, sports and wedding groups, national and international media attention buzz, and film and entertainment productions.

Last year on World Tourism Day, we launched Greater Together, our inclusiveness brand to show locals and visitors that diversity is in Greater Fort Lauderdale's DNA and that we welcome everyone regardless of who you choose to love, the color of your skin, or your religious beliefs. #GreaterTogether continues to evolve and to function as a marketing tool to identify the destination with businesses and individuals who value an ethical position on diversity. It also differentiates us from other warm-weather beach destinations.

We are fortunate to work with extraordinary partners and to have an exceptionally talented staff, along with the leadership and guidance from the dedicated people of the Marketing Advisory Committee and Tourist Development Council.

I am proud to present the 2019 Greater Fort Lauderdale Marketing Plan, our roadmap to success for all sales and marketing efforts to maximize return on investment.

We look forward to working closely with each of you as we make 2019 the best it can be.

With warm wishes for a successful year ahead,



Stacy Ritter
President



GREATER FORT LAUDERDALE
#GreaterTogether
Diversity is in our DNA.

VISION

To recognize Greater Fort Lauderdale as the preferred warm-weather vacation and meeting destination with highly attractive visitor assets, a welcoming vibe and global interest.

MISSION

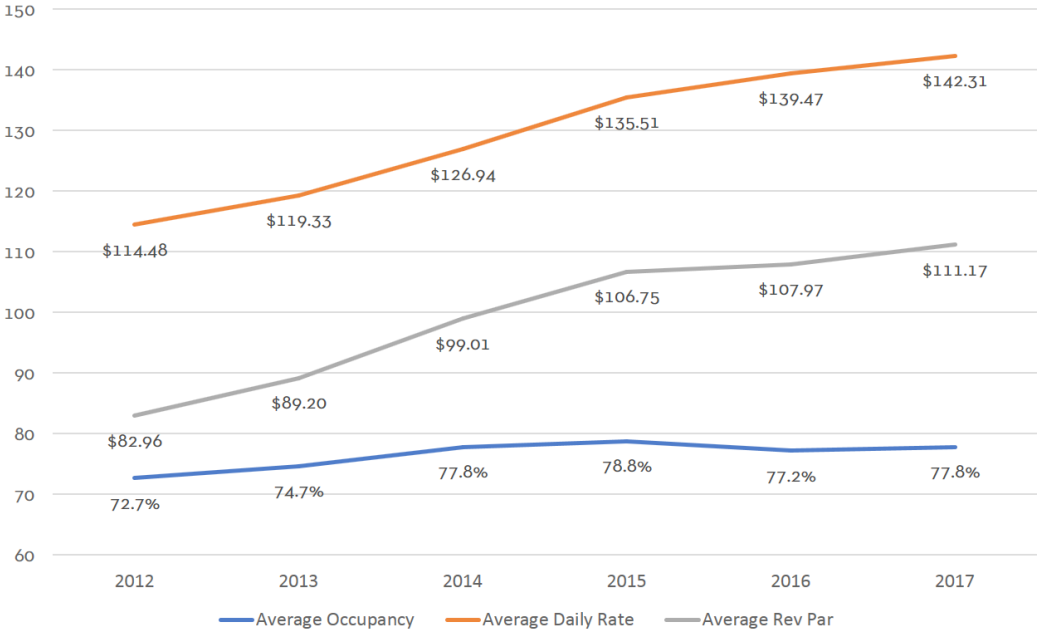
The Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) is the official destination marketing organization (DMO) for Broward County promoting the warmth and beauty of Greater Fort Lauderdale. The GFLCVB drives economic growth and employment opportunities, by promoting travel and driving visitation to and within Broward County and Greater Fort Lauderdale. As the hospitality industry leader, the GFLCVB markets the area globally as a premier leisure, convention and business destination for the continual economic prosperity of the community, including all 31 of its municipalities.

CONVENTION CENTER MISSION

The Greater Fort Lauderdale/Broward County Convention Center (BCCC) is a County-owned facility operated by SMG and designed to act as a catalyst in the generation of hotel room nights year-round throughout Broward County, resulting in increased tourist tax collections, increased hotel occupancy and greater economic impact. In addition, the BCCC provides five-star service to guests of the convention center while operating an efficient, environmentally sustainable facility within the guidelines of the booking policies set forth by the Broward County Board of County Commissioners. The future expansion of the Broward County/Greater Fort Lauderdale Convention Center and development of a headquarter Convention Center hotel will support the goal of meetings industry growth and prosperity.



Greater Fort Lauderdale Hotel Trends



2017 GFL TOP ORIGIN MARKETS

Domestic		International	
Florida	32%	Canada	47.5%
New York	8.6%	*Germanic	10.1%
California	5.1%	Bahamas	10.1%
New Jersey	5.0%	Brazil	9.2%
Indiana	4.9%	Colombia	7.8%
Ohio	4.3%	**Scandinavia	6.5%
Massachusetts	3.2%	United Kingdom	6.0%
North Carolina	3.1%	Argentina	2.9%
Georgia	2.9%	Netherlands	1.9%
Illinois	2.6%	France	1.7%
Minnesota	2.6%	Australia	1.2%
Pennsylvania	2.6%	Spain	1.2%
Maryland	2.2%	Italy	1.0%
Tennessee	2.2%	China, PRC	0.6%

Market Mix
 Domestic = 92.4%
 International = 7.6%

*(Germany, Austria, Switzerland)
 **(Denmark, Norway, Finland, Sweden)

BY THE NUMBERS

- Year-end average daily rate (ADR) was \$142.31 for 2017, a 1.8% increase from 2016; above the national average of \$126.72, and above the Florida average of \$138.06.
- Broward County bed tax collections increased 7.6% year-over year to \$65,071,162.
- Year-end hotel occupancy averaged 77.8% increase of 0.9% over 2016 compared to the national average of 65.9% and State of Florida average of 73.9%.
- Direct visitor spending in 2017 was \$7.6 billion (domestic & international), an increase of 7.1% over 2016 in current dollars. In real (inflation-adjusted) dollars, the increase was 7.0%.
- Travel generated local and state tax revenue (\$435.3 million in 2017) increased by 7.8% for the year. The tax revenue per household generated by travel direct spending was \$570.
- Travel-generated employment (59,450 jobs in 2017) increased by 0.3% for 2017. The average annual rate of employment growth over the past three years has been 3.1%.
- Fort Lauderdale-Hollywood International Airport services 32.5 million passengers in 2017, up 11.3% from 2016. International passengers at FLL for 2017 increased 18.6%, with 7.2 million passengers. Domestic traffic for 2017 was up 9.4%, with 25.3 million passengers.
- Port Everglades ended 2017 with 3,855,931 passengers. Port Everglades will be completing construction of the modernized Terminal 25 in November 2018. New ships expected in late 2018 include the Celebrity Cruises Celebrity Edge and the Holland America Nieuw Statendam.



GREATER FORT LAUDERDALE DOMESTIC LEISURE VISITOR PROFILE

Average Age	52 Years
Average Household Income	\$113,062
Average Number in Party	1.86
Average Length of Stay	3.41
Average Expenditures (per person per day)	\$166

ACCOMMODATIONS

Hotel / Motel	44%
Private Home	38%
Other Paid	18%

TRIP PARTY COMPOSITION

Couple (One Male/One Female)	43%
One Adult	37%
Families	8%
MM/FF *	7%
Three or More Adults	5%

MODE OF TRANSPORTATION

Auto	61%
Air	35%
Other	4%

PURPOSE OF STAY

Visit Friends/Relatives	30%
General Vacation	30%
Special Event	16%
Getaway Weekend	13%
Other Personal	11%



* MM/FF - include either two males or two females from different households traveling together

Source: D.K. Shifflet & Associates Ltd. & Visit Florida 2017

GREATER FORT LAUDERDALE IN-MARKET ACTIVITY

Beach/Waterfront	53%
Visit Friends/Relatives	38%
Culinary/Dining Experience	36%
Shopping	29%
Nightlife (bar, nightclub, etc.)	18%
Touring/Sightseeing	18%
Gambling (slots, cards, horses, etc.)	13%
Parks (national/state, etc.)	11%
Museums, Art Exhibits, etc.	10%
Movies	8%
Historic Sites	7%
Holiday Celebration (Thanksgiving, July 4th, etc.)	7%
Live Music (Festivals/Concerts, Clubs)	7%
Personal Special Event (Anniversary, Birthday)	7%
Festivals/Fairs (state, craft, etc.)	5%
Wildlife Viewing (birds, whales, etc.)	5%
Religious/Faith Based Conference	4%
Wedding	4%
Amateur Sports (attend/participate)	3%
Biking	3%
Boating/Sailing	3%
Fishing	3%
Medical/Health/Doctor Visit	3%
Other Activity	3%
Water Sports	3%
Zoo/Aquarium	3%
Business/Work	2%
Golfing	2%
Hiking	2%
Professional Sports Event	2%
Real Estate (buy/sell)	2%
Reunion/Graduation	2%
Theater/Dance Performance	2%
Theme/Amusement/Water Parks	2%
Winery/Distillery/Brewery Tours	2%
Funeral/Memorial	1%
Show: Boat, Car, Home	1%
Spa	1%
Tennis	1%

Note: Based on Non-Resident Overnight Visitors
 Source: D. K. Shifflet & Associates 2017



TRAVEL TRENDS

According to the U.S. Travel Association, U.S. domestic travel increased 1.9 percent in 2017 to a total of 2.25 billion person-trips. Domestic leisure travel increased 2.1 percent in 2017 to nearly 1.8 billion person-trips. Leisure travel accounted for 80 percent of all U.S. domestic travel in 2017. Domestic business travel increased 1.3 percent from 2016 to 462 million person-trips. International visitations to the U.S. (including overnight visits from Canada and Mexico) totaled 76.5 million in 2017.

The Association is expecting slowing, but continued, growth through 2022. Total U.S. domestic person-trips will expand in 2019 by 1.8%, with spending outpacing that growth at 4.4% to \$1.135 billion. International travel will continue to grow in 2019 by 3.7% to 82.1 million.

According to Travel Market Insights and Dean Runyan, domestic travel in Broward County expanded in 2017 by 4.56% to 12.83 million person-trips. Domestic leisure drove the growth with a 11.45 million person-trips, or 89% of the market.

Direct travel spending (\$7.6 billion in 2017) in the Greater Fort Lauderdale area increased by 7.1 percent for the year in current dollars. In real (inflation-adjusted) dollars, the increase was 7.0 percent. Travel-generated employment (59,450 jobs in 2017) increased by 0.3 percent for the year. The average annual rate of employment growth over the past three years has been 3.1 percent.

Travel generated local and state tax revenue (\$435.3 million in 2017) increased by 7.8 percent for the year. The tax revenue per household generated by travel direct spending was \$570.

Visitor air arrivals on domestic airlines were up 8.2 percent for the year, compared to a 7.2 percent increase the preceding year. Domestic visitor air travel to Greater Fort Lauderdale has grown at an average annual rate of 4 percent since 2010. Commercial lodging sales amounted to \$1.3 billion in 2017. An increase of 9.5 percent for the year.

Based on forecasts from several sources, the hotel industry is projected to experience flat occupancy into 2019, with increases of 4% in both average daily rate and revenue per available room.

According to research conducted by D.K. Shifflet in 2017, Boomers (27%) and GenXers (44%) are the dominant generations of visitors in Broward County. Florida, New York, and California are the largest origin markets and one adult and couple travel parties are most dominant.

The dominant travel season in Broward County is Winter and Spring, and visitors stayed an average of 3.87 nights. Average daily per person spending is \$150, and the most popular activities are Beach/Waterfront, Visit Friends/Relatives, Culinary/Dining, Shopping, Nightlife, Gambling, and Touring/Sightseeing.

INDUSTRY-WIDE

Moving into 2018 and 2019 several trends are expected. According to Expedia, relaxing trips were the most popular vacations booked online in 2017 for North Americans and the AARP concurs with a recent survey showing that the number of Boomers saying they travel to relax and rejuvenate has grown to 49%. About half of U.S. Boomers intend to only travel domestically; Florida and California are their most popular U.S. destinations.

Genuine experiences are growing quickly, according to TripAdvisor. Water activities dominated the top ten list of activities travelers were participating in domestically, with Sunset cruises (89% of bookings), snorkeling (64%), sailing trips (55%), catamaran cruises (51%), and kayaking and canoeing experiences (49%).

FY2019 GOALS

- Establish CVB's impact on Broward County tourism economy and visitation.
- Increase bookings at the Broward County Convention Center for 2019 - 2021 and beyond.
- Grow quality year-round visitation with a younger and more affluent customer market.

BRAND POSITIONING:

Greater Fort Lauderdale has been evolving from a warm, friendly, laid-back beach image to a more cosmopolitan, energetic destination offering a vibrant cultural scene and diverse experiences surpassing other warm weather destinations.

The Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) is conducting extensive research including an in-depth national and international brand perception and research study to identify new target audiences and differentiating factors among the flooded sea of warm weather destinations.

This branding exercise will provide framework to create a new brand architecture for Greater Fort Lauderdale embracing its open-door, open-heart policy and brand evolution that reflects the positive climate of evolution and growth. The research results will be incorporated into the GFLCVB 2019 Marketing Plan strategy.

BRAND EVOLUTION:

During the brand transition, the GFLCVB will focus on positioning Greater Fort Lauderdale as a transformed destination, home to a wealth of authentic experiences that take visitors well beyond the beach. Travel is taking on new characteristics, with travelers seeking more authentic, unique experiences that Greater Fort Lauderdale is poised to offer.

TARGET BRAND PERSONAS:

LUXE LOVER: Delighted by the finer things in life. At the vanguard of the creative class and on the lookout for approachable ways and experiences to treat themselves.

PROUDLY DIVERSE: Modern and open, warm and welcoming. Seeks out and elevates culturally authentic experiences and places with diversity written into their DNA.

CULTURED & COOL: Hip and approachable, always on the pulse of what's next. Welcomes the real or the "gritty." The go-to friend for trusted recommendations.

FRESH & SURPRISING: Always keeps others on their toes. Their passions and interests are varied and bona fide, always true to themselves.

DESTINATION NEXT:

New for 2019, the GFLCVB will embark on a business strategy aligning with Destination International's Destination NEXT framework. Destination NEXT is a multi-phase strategic and transformational roadmap for future global destination marketing.

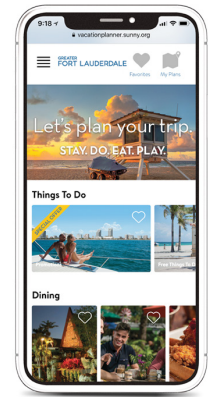
In FY2019, the Greater Fort Lauderdale CVB will be working closely with community and civic leaders, hospitality partners, local businesses and residents to develop a new tourism vision and continue to engage all stakeholders in the success of the destination.

Along with new brand research, Destination NEXT will provide the GFLCVB with practical actions and strategies for long-range and sustainable planning, with expected outcomes to include:

- Technology as a significant driver of Greater Fort Lauderdale's travel/tourism marketing
- Collaborative technology as a core strategy to drive business
- Digital customer engagement primarily around mobile platforms
- Emphasis on engaging with customers in two-way conversations
- Engagement in destination advocacy and cultural championship of the destination
- Involvement in broader economic-development projects and initiatives with responsible, sustainable development
- Connection of visitor experiences with the quality of life of the community
- Adoption of operating standards and consistent measurement of performance and economic impact with other DMOs
- New strategies to refocus on the millennial market
- Strategic alliances outside the travel/tourism industry
- Better understanding of the economic impact of travel and tourism in the destination
- Participation in building platforms of the visitor experience for forward thinking marketing
- Engagement with nontraditional stakeholders to broaden marketing leverage
- Continued investment in scanning the market for business intelligence

DESTINATION NEXT: TOP 20 TRENDS

1. Social media's prominence in reaching the travel market (e.g., Facebook, Pinterest, Twitter, Weibo).
2. Mobile platforms and apps becoming the primary engagement platform for travelers.
3. Customers increasingly seeking a personalized travel experience.
4. Smart technology (e.g., phones, bag tags and cards) creating new opportunities for innovative new services and processes.
5. Travelers demanding more information, control, interaction and personalization.
6. Geotargeting and localization becoming more prevalent.
7. Brand identity for destinations becoming more critical in terms of meeting planner perceptions about value and experience.
8. Customers increasingly looking for a travel experience that allows them to experience a local's way of life.
9. Technology enabling faster decision-making by customers, thereby, increasing business to a destination.
10. Consumers becoming increasingly comfortable with ordering products online.
11. Hotel taxes increasingly vulnerable to alternative politically based projects.
12. Big Data arriving for the tourism industry.
13. The brand of a destination becoming a more important factor in travel decisions to consumers.
14. Governments facing pressure to reduce or eliminate direct financial subsidies to the tourism sector.
15. Short-stay trips and mini vacations becoming increasingly popular.
16. More third-party information providers aggregating content about destinations.
17. Peer-to-peer buyer influence driving customer purchases.
18. Governments dealing with tourism from an integrated, multi-departmental perspective, focused on economic development.
19. Customers increasingly going directly to suppliers for goods and services.
20. Economic conditions continuing to be highly volatile, subject to global and regional shocks.



OVERVIEW

The objective of the national and international public relations program is to portray an image of Greater Fort Lauderdale as a transformed destination with a fresh new vibe and appeal for travelers seeking engagement, personalization and authenticity. Greater Fort Lauderdale is experiencing an enviable period of growth and recognition from all quarters - including the development community, along with domestic and international travel markets - for its cosmopolitan city and resort lifestyle, on the beach and beyond. Public relations will continue to communicate the destination's brand appeal through cohesive and strategic creative media relations, special events, promotions, partnerships and integration with other communications disciplines carried out by the Greater Fort Lauderdale Convention & Visitors Bureau.

KEY AUDIENCES - CONSUMER

DEMOGRAPHIC

Gen X&Y
Millennials
Families/MultiGen
Couples
LGBT+

LIFESTYLE

Culinary
Arts & Culture
Film/Music
Health/Wellness
Sports/Active
Cruise
Yachting/Boating
Watersports

KEY AUDIENCES - TRADE

Meetings/Conventions/Incentive
Business Travelers
Film/Entertainment/Music
Transportation: Cruise/Airline/Rail
Travel Agents/Travel Trade

GOAL 1: Further build Greater Fort Lauderdale's reputation as a lively, fun-filled and intriguing destination having a burgeoning arts and culture scene, commitment to diversity and strong culinary appeal to complement its charming neighborhoods, hidden gems and diverse events and activities.

STRATEGY 1: Educate and inform Greater Fort Lauderdale audiences through engaging content, imagery and messaging that paints a vivid picture of the destination's distinctive appeal.

TACTICS:

- Create media materials stylized to attract, educate and inform the destination's newly identified personas and their preferred travel interests
- Cultivate media and influencers who identify with destination personas for creative coverage attracting and resonating with specific market segments
- Stage thematic media events styled around persona appeal
- Integrate social media with traditional media to maximize coverage exposure

STRATEGY 2: Drive awareness of Greater Fort Lauderdale's dynamic growth resulting in new infrastructure, districts, day-to-night lifestyle, ease of accessibility and younger vibe.

TACTICS:

- Create distribution schedule to share new developments, "What's Happening" press releases and topic-specific news to both trade and consumer media outlets.
- Promote new developments through integrated media engagement
- Conduct weekly press pitches to secure inclusion in roundups and thematic stories to stimulate media interest, coverage and media FAMs
- Promote new airline service, airport developments, new cruise ship itineraries, Port Everglades expansion and Brightline to showcase the destination's accessibility and convenience



STRATEGY 3: Differentiate Greater Fort Lauderdale by promoting its diverse and distinctive activities and offerings to elevate the destination's visitor appeal.

TACTICS:

- Create thematic individual and intimate press fam visits based on major destination pillars:

- Culinary
- Beach and Beyond
- Millennial pursuits
- Music and festivals
- Arts & Culture
- Entertainment/Gaming
- Pre/Post cruise
- Water sports, nature, wellness
- Destination development
- Multicultural
- LGBT+
- Weddings/Romance



(Florida Huddle Media FAM with Segway Fort Lauderdale)

- Collaborate with local hospitality partners for co-operative fams and media visits to illustrate the destination's quality travel/tourism product

GOAL 2: Create high-impact awareness and strong recall of Greater Fort Lauderdale's new brand architecture.

STRATEGY: Launch new brand identity with high-profile publications, special events and marketing communications integration.

TACTICS:

- Stage multi-city creative media/consumer/trade events in key markets such as New York, Washington, D.C. and Chicago, premiering new brand identity and its reflection of Greater Fort Lauderdale's appeal to a new generation of traveler
- Create market specific campaigns to reach and resonate with key audiences, including international, leisure, meetings/conventions and special interest groups

GOAL 3: Promote meetings/conventions/conferences and exhibitions for the Greater Fort Lauderdale / Broward County Convention Center to stimulate market awareness and bookings.

STRATEGY: Create opportunities to competitively position the destination's business offerings - new developments, group activities, convenience, quality infrastructure, beach and beyond appeal - to meeting planners/decision makers and attendees.

TACTICS:

- Create a schedule of news releases, pitches and updates directed to key trade outlets on new developments, Convention Sales special offers, events and activities that demonstrate the destination's appeal to planners and attendees
- Attract C-Suite decision makers by promoting the destination's transformation and quality work, meet, play appeal
- Promote "bleisure" travel opportunities to business travelers and meeting attendees
- Emphasize destination's ethical position on diversity to companies having likeminded values
- Provide convention sales staff with opportunities to participated in destination showcase events within key markets
- Secure media opportunities, panel appearances and speaking engagements for CVB leadership during attendance at key trade shows
- Promote new contract signings for major groups, city/wide programs and signature events

GOAL 4: Leverage Greater Fort Lauderdale's "Greater Together" messaging - reinforcing its commitment to diversity and assuring international and domestic visitors of the destination's inclusive vibe.



**GREATER
FORT LAUDERDALE**
All One. All Welcome.
#GreaterTogether

STRATEGY: Include diversity messaging and visual components in appropriate communications, events and outreach initiatives.

TACTICS

- Seek out opportunities for CVB leadership to speak at diversity events and conferences
- Secure coverage of the Greater Together campaign in domestic and international outlets

GOAL 5: Support CVB sales and marketing departments to maximize their sales goals.

STRATEGY: Support major initiatives, programs, packages, new developments and value-proposition offerings through public relations strategies and initiatives.

TACTICS:

- Publicize Meetings, Leisure, LGBT+, Multicultural, Underground and Sports sales endeavors, including:
 - Meetings: "Brighter Meetings/Bigger Rewards Program"
 - Leisure: Travel Trade, Medical Tourism
 - LGBT+: Pride 2020, Corporate America meetings
 - Multicultural: Family Reunions, ATEF/ATA Project, Domestic Hispanic
 - Underground: Sponsorships, Events and Festivals
 - Sports: Tournaments, championships, annual conventions, board meetings
- Promote Pre/Post Cruise sales through a refreshed We Love Cruisers program, a Cruise Visitor Guide and increased interaction with the cruise industry
- Leverage the CVB's attendance at industry trade events to educate the trade on destination developments and offerings

OVERVIEW

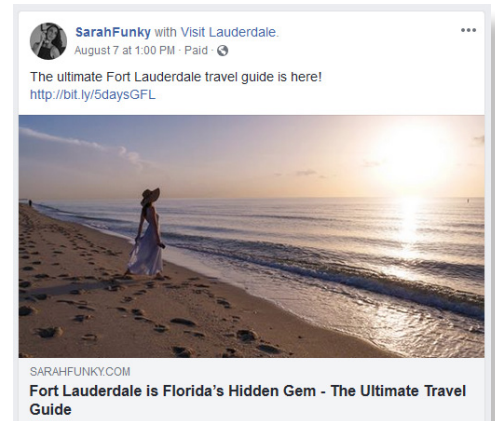
ORGANIC SOCIAL MEDIA: The overall goal of organic social media is to create a community of highly engaged followers and communicate regularly with them to influence them and promote Greater Fort Lauderdale through the CVB's Twitter, Facebook and Instagram channels.

GOAL 1: Increase social media engagement and followers.

STRATEGY 1: Deepen and expand relationships with social media influencers.

TACTICS:

- Develop influencer trip packages tied to specific interests and/or personas to highlight the destination - including seasonal trips to showcase Greater Fort Lauderdale as a year-round destination
- Work with local influencers to highlight niche or specialized aspects (such as one-day events) of the destination to eliminate travel costs
- Package influencer itineraries and coverage into Instagram Story features, encouraging audiences to “See Greater Fort Lauderdale like Sarah Funky” and other influencers
- Organize Instagram takeovers for the influencers to feature highlights of their trip (i.e. allow influencers to post directly to the Greater Fort Lauderdale Instagram account to share his/her experience)



STRATEGY 2: Inspire travelers with in-depth features on specific topic areas.

TACTICS:

- Publish “The Ultimate ‘X’ Guide to Greater Fort Lauderdale” on social media platforms (can also be repurposed for other communications mediums)
- Focus on a specific category each quarter, such as luxury or culinary
- Call-out ideal “Selfie Stops” where social media users can snap the perfect photo (Deerfield Beach Pier, for instance)
- Posts will elevate featurettes on different venues across the destination, each getting its own post/focal point
- Give away one trip per quarter inspired by the category’s feature through a social media and/or microsite activation

STRATEGY 3: Deepen collection of social-friendly and engaging static visual content.

TACTICS:

- Send photographer to Greater Fort Lauderdale to shoot photos at partner venues and businesses
- Send digital team to Greater Fort Lauderdale for an immersion experience, where the team can create a photo library
- Encourage users to tag photos with #FeatureMeGFL for permission for us to repurpose
- Create social media contest where photographers using the hashtag who get the most likes win a feature post from the main Instagram account
- Shoot videos, boomerangs and create GIFs of dynamic visuals of Greater Fort Lauderdale and edit/optimize them according to platform
- Hire on-the-ground internal social media associate to help create on-the-ground content and alert team to recent events/news/updates for social sharing
- Hire local drone photographer to capture great drone visuals (some of the top performing UGC we’ve repurposed are from @sublime.imagery)

STRATEGY 4: Showcase the diverse travelers who frequents Greater Fort Lauderdale.

TACTICS:

- Proactively reach out to socially active travelers matching pre-established personas identified in the Greater Fort Lauderdale digital demand map
- Create feature content showcasing what they love about Greater Fort Lauderdale connecting it to partner businesses, etc.
- Highlight photos, videos, quotes and travel recommendations from these targeted individuals

STRATEGY 5: Expand reach and engagement of high-performing organic social media via paid social.

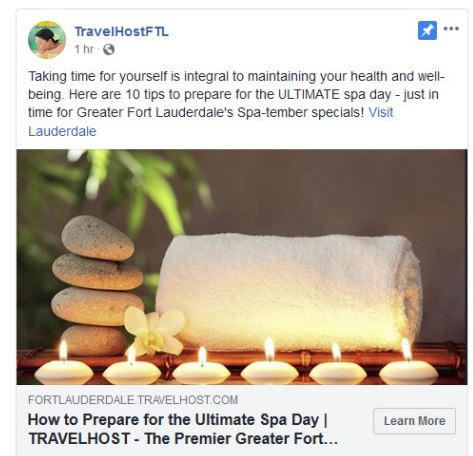
TACTICS:

- Integrate both paid and organic social media to establish a baseline with which to flag high-performing organic social
- Strategically support high-performing organic social content/posts with paid promotion on Facebook, Twitter and Instagram to reach more followers and gain exposure to non-followers

STRATEGY 6: Highlight the faces and passion of the Greater Fort Lauderdale partners and employees.

TACTICS:

- Create social media content celebrating the people and the passion that give Greater Fort Lauderdale its distinct character; a behind the scene look at the businesses and attractions within the destination, including:
 - Photos
 - Videos
 - Day-in-the-life blog posts
 - Favorite things testimonials
 - Instagram story takeovers



STRATEGY 7: Create more engaging live social media video content.

TACTICS:

- Launch a “roving webcam” campaign where a webcam is set up in non-beach locales every week (on a safari van, on a dance floor at a popular club, at a performance venue during a show) and support the cam with regular posts announcing where it is this week
- Create a Facebook Live campaign that regularly live-streams events and shows in Greater Fort Lauderdale and promote on Facebook and other social media

GOAL 2: Build an exciting visual and experiential brand for Greater Fort Lauderdale.

STRATEGY 1: Create new, unexpected live in-person and social media events.

TACTICS:

- Stage pop-up “Welcome Party” at FLL airport where travelers are surprised by a welcoming committee with merchandise, giveaways, meet and greets, etc.
- Facebook Live stream pop-ups. Create an air of excitement around Greater Fort Lauderdale travel and a live video event that will capture the attention of social media users
- Content capture (photos, videos, etc.) for use in FOMO post-event marketing

STRATEGY 2: Establish new “social cred” Greater Fort Lauderdale merchandise to inspire and incentivize fans to create content and share on social.

TACTICS:

- Create new, high-quality merchandise (nail polish, makeup, PANDORA® Charms, etc.)
- Encourage influencers to take selfies with the merchandise to establish awareness
- Run contests asking followers to take their most creative selfies with the merchandise



GOAL 3: Increase convention and corporate bookings and interest.

STRATEGY 1: Establish comprehensive LinkedIn integration strategy with Greater Fort Lauderdale’s marketing communications/advertising program.

TACTICS:

- Produce a new digital demand map specifically targeted to the business audience
- Establish Greater Fort Lauderdale’s LinkedIn presence as Greater Fort Lauderdale For Business
- Deploy additional paid social promotions highlighting the benefits of booking your event or convention in Greater Fort Lauderdale
- Interview executives who currently use Greater Fort Lauderdale for their conventions and events and feature testimonials on social media to authentically promote the benefits of choosing Greater Fort Lauderdale
- Run a business contest featuring an all-expenses-paid meeting and trip for your company/department in Greater Fort Lauderdale in exchange for lead-gen information
- For consumer-friendly conventions (e.g. bridal, home improvement, etc.), feature them on traditional consumer-facing social media channels
- Host a sweepstakes for winning tickets to consumer-friendly conventions
- Develop list of organizations Greater Fort Lauderdale would like to court to host their events, begin outreach campaign on LinkedIn

OVERVIEW

PAID SOCIAL MEDIA: The overall goal of paid social media is to attract, engage and educate potential visitors about the VisitLauderdale brand. Align campaign objectives based on business goals and assets to maximize ROAS and utilize advanced targeting strategies to hyper-target audiences based off personas, events, and travel intent.

GOAL 1: Align with overall marketing goals to increase tourism to Greater Fort Lauderdale.

STRATEGY 1: Position Greater Fort Lauderdale as a “must visit” destination to inspire travel.

TACTICS:

- Elevate Greater Fort Lauderdale with engaging visuals (video + photography)
- Utilize and refresh Canvas Vacation Planner Itinerary when needed
- Create rich audiences based off pixel data using high traffic website data
- Create campaigns to attract and engage with different brand personas
- Create a strong CTA's to book a trip
- Utilize new photography and assets from photoshoot
- Utilize relationship with Facebook marketing partners to unlock the latest optimization and advertising features for the CVB account

STRATEGY 2: Increase awareness about events and things happening throughout Greater Fort Lauderdale.

TACTICS:

- Highlight important events that position Greater Fort Lauderdale as a welcoming multicultural, foodie, arts, and entertainment destination that has something for everyone
- Create new audiences and strategy based on event demographics

STRATEGY 3: Support the goal to increase bookings at the Broward County Convention Center for 2019 and beyond.

TACTICS:

- Continue to promote the short-terms meeting promotional offering by targeting job titles on social Facebook, Instagram and LinkedIn
- Utilize Ed Simon, Sr VP Convention & Group Sales, as a key CVB influencer for sponsored InMail campaigns
- Utilize conversion objectives to optimize campaigns for lead generation



hello sunny Visit Lauderdale
Sponsored · 🌐

It pays to plan ahead! Book a meeting in Greater Fort Lauderdale for select 2018-2021 dates, and enjoy up to \$10K in cash rebates, plus free convention space.

meet savings

Up to \$10K cash back.
Free convention space.

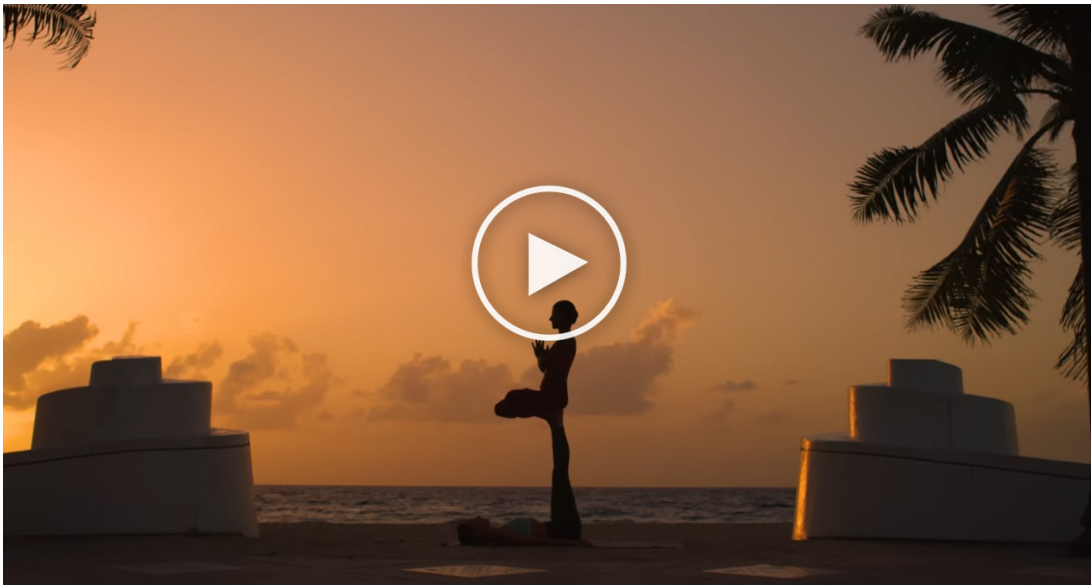
SUNNY.ORG
Brighter Meetings, Bigger Reward\$
Translation of pages on this website i...

[Learn More](#)

STRATEGY 4: Showcase the diversity and open-door policy for residents and visitors in Greater Fort Lauderdale.

TACTICS:

- Share the Faces of Greater Fort Lauderdale content from story submissions
- Promote the Greater Together video domestically and internationally
- Create custom audiences based on engagement and website traffic to update and serve different messages throughout campaign flight



STRATEGY 5: Create synergy and support needs for organic strategy.

TACTICS:

- Share new photography and video assets to create a unified look and feel for organic and paid content
- Increase visibility to highly engaging content with paid support to boosting content when needed
- Utilize a shared marketing calendar to align paid and organic content and promotions

OVERVIEW

The GFLCVB advertising strategy is designed to maximize exposure for the destination with creative brand messaging communicated via a mix of paid, earned and owned media; delivering brand engagement, meaningful targeted impressions and a measurable return on investment.

KEY AUDIENCES - CONSUMERS

Millennials Pre/Post Cruise
 Gen X&Y Culinary
 Families Film/Music
 Couples Arts Culture
 LGBT+ Boating

KEY AUDIENCES - TRADE

Meetings/Conventions
 Business Travelers
 Film Industry
 Cruise Industry
 Travel Agents and Travel Trade

GOAL 1: Reposition the Greater Fort Lauderdale brand based on international research findings, visitor perceptions, expectations and current trends.

STRATEGY 1:

- Brand Perception Research includes qualitative, quantitative and an AI Chatbot study via Facebook. An ongoing social listening and sentiment analysis will continue throughout the year. The study will provide a permanent benchmark.
- Findings will be used to craft a brand strategy that will advise a new advertising campaign.

STRATEGY 2:

- Combine secondary research and industry statistics with the primary research to guide brand direction.

GOAL 2: Support CVB transitional position until the new brand position is defined.

STRATEGY 1:

- Adapt current campaign assets and content to reflect the transformed destination by updating copy and images where relevant.

STRATEGY 2:

- Showcase authentic, diverse, local experiences via VLTV on multiple platforms - website, VisitLauderdale TV (VLTV) APPLE TV, Facebook and YouTube.
- Promote content and shows, like: Crave GFL, Friday Night Soundwaves and live events via paid media, social media, monthly consumer emails and, for the first time, via the digital 2019 Vacation Planner.



GOAL 3: Support CVB goals to impact Broward County tourism economy and grow year-round visitation.

STRATEGY 1:

Target Brand Personas (from all consumer segments) as defined by digital insights based on demographic and psychographic data (Digital Brand Mapping Process).

- Luxe Lover
- Cultured & Cool
- Proudly Diverse
- Fresh & Surprising

TACTICS:

- Maximize brand exposure using targeted branding mediums – television (network and on-demand), VLTV, radio (network and on-demand), out-of-home, online video, print magazine
- Hypertarget messaging based on personas and regional messaging specific to certain market nuances. Utilize paid social media and programmatic digital to allow for multi-message activation that is more meaningful to audience
- Drive demand during need periods by promoting seasonal value offers. Utilize measurable retail tactics (paid digital, paid social, organic social and direct marketing) that can be monitored and optimized to garner the best results
- Offer up and promote VLTV shows to our international and domestic Hispanic markets. Utilize technology to translate/transcreate in multiple languages
- Align all content marketing efforts with Public Relations allowing for integrated messaging, shared content and maximum impressions
- Support new international inbound flights (Rome, Madrid) with paid media



STRATEGY 2: Multi-city consumer activation event beginning in October 2018. A partnership with BB&T Center combining resources, sports, music, celebrities and food. Consumer activations will be supported by in-market, paid media that will drive traffic to the events and augment destination impressions.

GOAL 4: Support the goal to increase bookings at the Broward County Convention Center for 2019 and beyond. By occupying BCCC, drive overnight occupancy at destination hotels and resorts.

STRATEGY 1:

Brighter Meetings/Bigger Rewards Program will be promoted throughout 2018/19. This promotion is designed to fill short-term needs for smaller groups as well as long-term city-wides and conventions.

TACTICS:

- Drive all paid advertising to sunny.org/meetingdeals
- Augment tactics at Key Association Tradeshows

STRATEGY 2:

Provide co-op opportunities for Meeting & Conventions partners to maximize budgets and optimize results for the destination and its partners.

MEDIA STRATEGY

Media Planning Objectives

- Use comprehensive tracking combined with the best travel data to guide marketing strategies and optimize media spend.
- Track, optimize and report on all digital advertising metrics.
- Create strong coop opportunities to allow partners to participate in both brand and inquiry driven programs.
- Maximize budget efficiencies and reach by partnering with Visit Florida and Brand USA.

Target Audience - By Personas

Active adults 25-51 (Primary)
 Young Adults 21-34 (Secondary)
 HHI - \$100,000+ (Primary)
 HHI - \$75+ (Secondary)
 Target by defined personas

Geographic Markets:

- **Fall/Winter Domestic**
 - New York, Boston, Philadelphia, Washington DC, Chicago, Dallas
- **Spring/Summer (Domestic Drive Market)**
 - Tampa/St. Pete, Miami/Fort Lauderdale/Palm Beach, Naples/Ft. Myers, Orlando
 - Washington DC, New York, Dallas, Houston, Atlanta, Philadelphia

TACTICS:

The campaigns will incorporate broadcast and cable television, on-demand television, radio and on-demand radio. Digital (rich with video) will be a major component.

Leisure Consumer Recommendations:

Broadcast

Television/Radio (See Geographic Markets above)

- Traditional and on-demand in both radio and television.
- Use radio partnerships to drive visitation and hotel nights to support major events (e.g. Tortuga, Riptide, FORD Lauderdale Air Show, Fort Lauderdale Int'l Boat Show)

Digital

- Outlets include: ABC Watch, I-Heart Media, New York Times, Smart Reach Digital, Pandora, Adara, GumGum, Spotify, boston.com, ChicagoTribune.com, Paid Social Media, LinkedIn
- Online programs will be chosen based on high index against target audience usage habits
- Custom paid E-blast in our top markets will be used to maintain our successful co-op programs
- Develop online co-op programs that allow partners to participate in highly targeted, trackable mediums - all seasons
- Provide a depth and breadth of digital solutions that maximizes media spend
- Mobile ads, Retargeting, Geofencing, Behavioral Contextual targeting, Video



Out of Home

- Continue with local market Xtronx and Sun Media boards outside of Fort Lauderdale-Hollywood International Airport



Print

- Outlets include: New York Times Travel Magazine, Food Traveler Magazine, City and Shore, AAA Living, Travel Host, Virtuoso Life, Riverwalk
- Maintain publications that have been successful for our co-op partners
- Maintain presence in high-visibility publications for brand awareness
- Digital programs will be included where possible

Multicultural:

African American:

- Outlets include: Pathfinders Magazine (Print & Digital), Connect Magazine, RCMA, Black Meetings & Tourism
- Focus on key religious meeting planners, travel professionals, family reunions and the Caribbean/Indian Market (cricket/shopping), and tennis (USTA)

U.S. Hispanic:

- Outlets include: Time Inc., People En Espanol, NYTimes Espanol
- Key focus on Spanish and English speaking, family, multigenerational, and Millennial in strategic geographic markets including New York, Chicago, Dallas, Houston, Austin, Washington, Atlanta, Philadelphia and Florida

International:

- **Canada (Toronto and Montreal):**
 - Miles Media Multi-Channel Program which includes Expedia, Facebook carousel, Google Display Network
 - Print: The Toronto Star, The Toronto Post, Montreal Gazette, Toronto Sun, Canadian Traveller Guide'
 - Digital: Mark Travel, sunwing.ca
- **United Kingdom:**
 - Miles Media Multi-Channel Program: Expedia, Facebook carousel, Google Display Network
 - Print: The Telegraph
 - Tour Operator programs: Travel Audience, Tourico Holidays, Tour Operator programs such as Virgin Holidays, British Airways, Barrhead, Brand USA Light Content Hub
- **Germany:**
 - Tour Operator programs: FTI, Canusa, Meiers Welt, Thomas Cook/Neckerman Reisen, Explorer Fernreisen, America Unlimited
- **Sweden / Scandinavia:**
 - Tour Operator programs: USA Reiser, Thomas Cook
- **Brazil / Lain America:**
 - Brasilturis Journal, Qual Viagem, Ladevi, Report Americas, Mercados & Eventos. Sunny Travel News, Report Colombia, Travel Audience

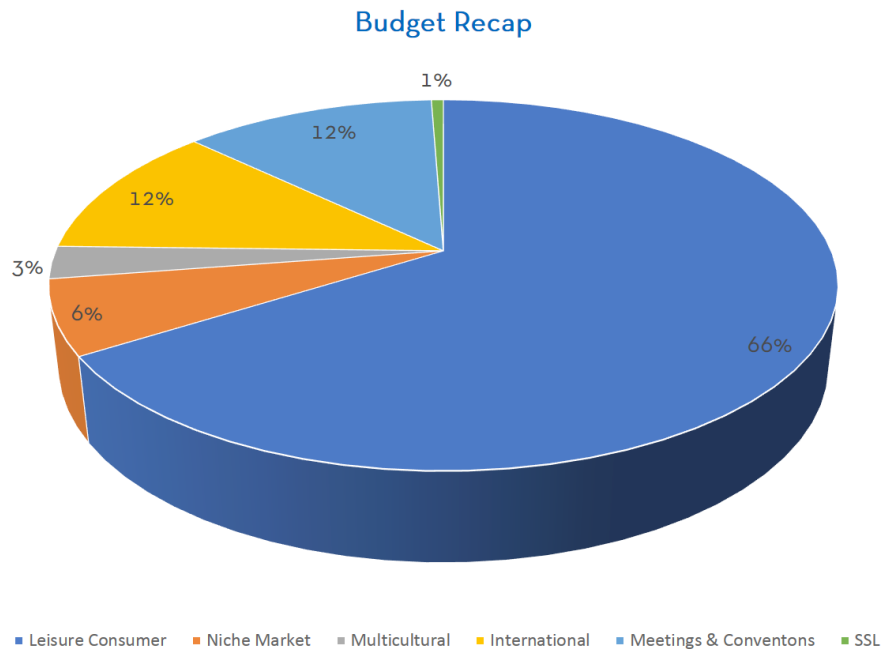
Meetings & Conventions:

C-Class Executives, Corporate and Association Meeting Planners, Pharmaceutical, Technology Planners

- Meetings/Business pubs: Forbes.com, WSJ.com, Wall St. Journal
- Meetings Trades (Print and Digital): PCMA Convene, PCMA.org, MPI, Meetings & Convention, Prevue, Successful Meetings, Smart Meetings, Meetings Today, CVENT, Connect Associations, USAE, TSNN, NorthStar Retargeting Programs, Meetings Professional International
- Broward County Convention Center: ASAE, TSNN, FSAE, Biz Bash, Trade Show Executive, USAE
- Continue the co-op program in targeted select meeting trade publications and custom emails.
- Strategically build presence in pre- and post- Trade Events.

BUDGET RECAP:

LEISURE CONSUMER	\$3,368,563	66%
NICHE MARKETS	\$331,414	6%
MULTICULTURAL	\$144,684	3%
INTERNATIONAL	\$595,560	12%
MEETINGS & CONVENTIONS	\$628,550	12%
SSL	\$30,000	1%
TOTAL	\$5,099,771	100%



CONVENTION & GROUPS SALES

OVERVIEW

The department's mission is to grow sales and generate business opportunities (conventions, groups events, tradeshow and exhibitions) for Broward County utilizing hotel facilities, unique venues and municipal facilities, including the Broward County/Greater Fort Lauderdale Convention Center and BB&T Center. These actions will result in increased visitor room nights directly related to GFLCVB dedicated sales and marketing activities.

Although still facing short-term availability, the CVB's Convention Sales team successfully improved Greater Fort Lauderdale's pace deficit, finishing the past year over 100 percent of set goals. Carrying this momentum into FY2019, the sales team sets its sights on even greater room night sales. To achieve this, the GFLCVB will add to both the sales and support teams, sharpen focus on the most fruitful markets and capitalize on local resources and expertise.

GOAL 1: Grow convention and group business from industries that can benefit most from Broward County's local resources, businesses and expertise.

STRATEGY: Deploy team vertically targeting key industry segments (Technology, Pharmaceutical, Aviation, Medical, Maritime and Incentive) and execute individualized sales action plans against each.

TACTICS:

- Deploy industry specific marketing materials for at least four of the six vertical markets
- Expand vertical sales deployment to include the Aviation and Maritime industries
- Collaborate with the Greater Fort Lauderdale Alliance and its partners to maximize synergies and amplify efforts
- Identify top 60 prospective accounts in each vertical market and deploy effective sales strategy against each. Measure and modify throughout the year
- Utilize social media and industry engagement to build a reputation of expertise in each designated vertical segment
- Conduct annual Destination Previews targeting at least three vertical market segments

GOAL 2: Grow convention and group business that utilizes the Broward County Convention Center and/or BB&T Center.

STRATEGY: Identify accounts that hold meetings with greater than 300 rooms on peak and execute comprehensive sales action plan against this segment.

TACTICS:

- Identify top 60 prospective accounts to use these facilities and deploy effective sales strategy against each. Measure and modify throughout the year
- Effectively use direct mail, email, marketing and client testimonials to promote Bigger Brighter Meetings and free convention center space incentive programs
- Investment in efforts and exposure at key Association tradeshow with a new booth, innovative strategies and aggressive proactivity

GREATER FORT LAUDERDALE

Brighter Meetings,
Bigger Rewards.

Meet 2018-2021 & Get Up to
\$10,000 CASH BACK
+ Extra Hotel Incentives*

Host your event in Greater Fort Lauderdale during eligible 2018-2021 dates and get up to \$10,000 cash back, plus extra hotel incentives. And with a 50-room minimum, even smaller meetings can enjoy great savings.

Large groups save even more when combined with our Plan Big, Meet Free, offer. ▶
See offer information now at sunmy.org/meetingdeals

*Hotel book by Dec. 31, 2018

CONVENTION & GROUPS SALES

GOAL 3: Broaden Greater Fort Lauderdale's reach and appeal and awareness in the MICE market.

STRATEGY: Grow business from new, first-time accounts, at a higher ADR.

TACTICS:

- Expand the GFLCVB sales team in two key markets and add to sales support team members
- Deploy effective sales strategies against each market. Measure and modify throughout the year.
- Engage select partners to carry out prospecting activities from new sources
- Identify non-traditional events, inside and outside the meetings industry to engage, meeting planners, decision makers and C-suite executives

GOAL 4: Announce and create excitement and anticipation of expanded Convention Center and new headquarter hotel in key markets and confirm first groups to use the new facility.

STRATEGY: Build a year-round integrated sales communications program to share project updates and milestones throughout 2019.

TACTICS:

- Continue to engage key customers in design and construction stages of the expansion project through personal interaction, electronic communication and social media
- Invest in creative and memorable in-market events, to effectively convey the “game changer” effect of expansion project
- Maximize trade show participation, in-market presence, sponsorships and marketing in all key markets
- Identify top 30 prospective accounts and deploy effective sales strategy against each
- Aggressively promote and distribute preopening incentives



MULTICULTURAL DEVELOPMENT

OVERVIEW

The mission of the Multicultural Group Sales and Business Development department is to build and maintain lasting relationships with meeting planners, organizational decision makers, religious leaders, along with local and national media, to increase multicultural visitation, including the U.S. Hispanic population and to ensure Greater Fort Lauderdale remains the destination of choice for individuals of color.

GOAL 1: Increase awareness and appreciation of Greater Fort Lauderdale from diverse audiences to drive business growth from multi-generational/multicultural visitors for the destination's hotels, attractions and convention center.

STRATEGY: Focus increased efforts on the affinity group market to increase meetings and convention business.

TACTICS:

- Work with print and social media platforms to develop targeted approach to attract key affinity groups to select Greater Fort Lauderdale as the destination of choice for future meetings and events
- Strengthen partnerships and increase involvement with RCMA, Connect Faith, Connect Diversity and National Coalition of Black Meeting Planners to maximize CVB visibility and increase market share

GOAL 2: Market Greater Fort Lauderdale as a premier location for family reunions and increase family reunion bookings.

STRATEGY 1: Showcase the destination's family friendly and value friendly appeal.

TACTICS:

- Conduct meetings with Greater Fort Lauderdale hotels to provide CVB Family Reunion materials and to improve marketing relationships
- Increase marketing to family reunions and multicultural visitors through targeted media and consumer outreach

STRATEGY 2: Leverage CVB partnerships through existing events and attractions to showcase Greater Fort Lauderdale appeal for Multicultural visitors

TACTICS:

- Host destination previews and develop effective marketing campaigns centered around Jazz in the Gardens, The Synergy Summit, Taste the Islands Experience and International Cricket to increase room nights at area hotels
- Continue to work with the City of Miramar and the national tennis community, to develop a permanent site for the American Tennis & Education Foundation (ATEF)/ATA Project
- Develop marketing and awareness campaigns in key urban locations through a comprehensive PR and social media campaign



GOAL 3: Grow engagement and increase bookings with the U.S. Hispanic market.

STRATEGY: Enhance relationships within the domestic Hispanic market and create greater brand awareness with key Hispanic groups to increase overnight visitation.

TACTICS:

- Participate with the Hispanic Ladies of Distinction program to establish brand Ambassadors - positioning Greater Fort Lauderdale as a welcoming destination for Hispanic visitors and group meetings
- Host destination FAM previews and encourage engagement in local cultural and heritage activities
- Work with U.S. Hispanic media outlets to promote the destination in digital, social and print opportunities

SPORTS DEVELOPMENT

OVERVIEW

The GFLCVB Sports Development team supports Broward County as a marketing arm to sport planner organizations including Amateur, Collegiate, Olympic, Recreational and Professional sports to lure premier events, tournaments, championships, board meetings and conferences to Greater Fort Lauderdale, which in turn provides the destination with a positive economic impact.

TARGET AUDIENCES

Amateur/Collegiate/Professional leagues and associations (domestic and international) that represent various sports:

Archery	Fencing	Roller Skating
Badminton	Field Hockey	Rugby
Baseball	Firefighting	Sailing/Yachting
Beach Volleyball	Football	Shooting
Bocce	Game Fishing	Soccer
Bowling	Golf	Softball
Boxing	Gymnastics	Swimming
Cheer	Health and Fitness	Synchronized Swimming
Cricket	Ice Hockey	Table Tennis
Curling	Kickball	Team Handball
Cycling	Lacrosse	Track & Field
Dancing	Martial Arts	Volleyball
Diving	Racquetball	Water Polo
Dodgeball	Roller Hockey	Wrestling

GOAL 1: Align with local, regional, national and international sport organizers to produce, increase and extend hotel room nights that create a positive economic impact for Broward County.

STRATEGY: Cultivate and activate key partnerships to attract major sporting events to Greater Fort Lauderdale and South Florida, with the goal of driving and promoting overnight stays in Broward County.

TACTICS:

- Host destination preview fam trips in concurrence with specials events to showcase the destination
- Host event organizers for site visits to secure sports groups and events to strengthen relationships with clients and industry partners
- Continue to build on the national and global exposure of signature events such as Volleyball Beach Major Series, SportAccord, Super Bowl 2020, Wings for Life Run, Orange Bowl, College Football Playoffs and the Pegasus World Cup



GOAL 2: Engage with hotels and sports venues to ensure the destination continues to offer value in the highly competitive marketplace utilizing Greater Fort Lauderdale venues throughout all of Broward County.

STRATEGY 1: Maintain and consistently build solid relationships with the sporting industry's business decision makers and hospitality partners, venue management and event organizers.

TACTICS:

- Attend networking events, sales missions and sport specific tradeshow and conferences, both domestically and internationally to network with key sports decision makers
- Cultivate relationships with Broward County and municipality Parks and Recreation divisions to increase availability and access to sports venues for groups
- Organize site visits and keep lines of communication open with parks and sports venue management

STRATEGY 2: Grow and expand partnership with the BB&T Center and the Florida Panthers and jointly market the area as a top sporting destination for groups and visitors.

TACTICS:

- Continue to leverage marketing and advertising opportunities with the Florida Panthers, Ice Den and the BB&T Center
- Jointly solicit sport events and drive fans to Florida Panthers games
- Continue to keep the legacy of the Broward Sports Hall of Fame Inductees at BB&T Center



GOAL 3: Drive incremental room nights by growing annual sporting events year-over-year.

STRATEGY: Showcase Broward County as a year-round destination for sporting events & meetings, focusing on summer business.

TACTICS:

- Design and distribute the Broward County Sports Venue Guide
- Maintain a sports calendar and communicate with the local hospitality community via annual sports hospitality update meeting
- Work with GFLCVB Multicultural and LGBT+ departments to grow diverse sporting events in the destination and generate increased room nights
- Host a Diversity Sports Summit with key speakers



(Broward Sports Hall of Fame Class of 2017)

STRATEGIC CLIENT SERVICES



It all starts with you.

OVERVIEW

Team of “Experiential Architects” who continually strive to enhance visitor experiences and partner engagement to positively influence REPEAT and REFERRAL business to Broward County.

GOAL 1: Exceed attendee and meeting planner expectations by providing destination management services from transportation to offsite events for convention groups and city-wides.

STRATEGY 1: Present the vast array of partner services and experiences available to groups in concert with meeting and budget goals.

TACTICS:

- Communicate city-wide convention components via electronic specifications guide (ESG) to ensure convention service/front-line hotel staff, airport volunteers, attractions, restaurants, taxi and car rental companies are prepared to provide SUNsational Service
- Increase exposure to new venue and event experiences to expand the depth and breadth of the customer experience
- Provide restaurant group dining and retail values to convention delegates

STRATEGY 2: Attendance building customized options with valuable incentives, mapping and housing services support to assist in maximizing convention room blocks.

TACTICS:

- Create microsites for city-wide conventions and events featuring TravelHost PocketSAVER, Map Pad and other helpful tools to enhance delegate access to area activities and attractions
- Promote higher than average convention attendance and longer stays (compared to other destinations) along with higher in-market spending
- Manage group room blocks and online reservation services for city-wide conventions as needed
- Custom-design venue experiences to maximize the special event industry’s impact on client marketing goals



STRATEGY 3: Define Greater Fort Lauderdale’s SUNsational Service standards by providing WOW experiences for meeting and group attendees and destination visitors from the point of arrival through departure from the destination.

TACTICS:

- Create welcome and thank you messaging for meeting and group attendees and destination visitors
- Maintain and expand relationships with all municipalities and hospitality partners
- Expand free digital signage & communication opportunities at all available touch points
- Provide meeting and convention support services to more than 900 arriving groups, conduct planning/sales sites and pre/post-convention meeting briefings, as well as volunteer recruitment assistance
- Track client testimonials for use on website, printed materials, media inquiries and future sales opportunities

STRATEGIC CLIENT SERVICES

STRATEGY 4: Champion the Experience Dedicated Destination (EDD) visitor satisfaction program implementation: MyLauderdaleExperience.com.

TACTICS:

- Benchmarking year continues with partner engagement of visitors/residents in all municipalities
- Reach survey quotas of 1,800 per month and 100 active stakeholders to help measure and manage the visitor experience YOY



GOAL 2: Distinguish Greater Fort Lauderdale's destination experience management capabilities, including research, education, training, communication and recognition, as superior from its competitor set.

STRATEGY 1: Oversee the SUNsational Service program bridging Broward County government and the hospitality industry.

TACTICS:

- Coordinate and conduct FREE quarterly SUNsational Service Training (2.0) customer service classes to hospitality industry and Broward County employees in partnership with Hospitality Excellence at a local venue or attraction
- Exceed the 24,000 trained to date and invite participant companies to become EDD stakeholders
- Recognition of Hospitality Industry service excellence through Tourism Day / SUNsational Service awards showcasing role model employees during annual National Tourism Week
- Increase employee longevity and improve overall customer experience

STRATEGY 2: Align service partner leads with the Broward County BidSync system featuring qualified vendors list (QVL).

TACTICS:

- Assist meeting and event planners in connecting with professional hospitality industry partners
- Expand opportunities to showcase new experiences customized for all budgets and event goals

STRATEGY 3: Maintain CRM partner database and provide support for partner extranet services.

TACTICS:

- Ongoing outreach to encourage participation via the Partner Portal to update images, content and contacts
- Continually update contacts in CRM, website info and venue photos for sunny.org integration
- Improve data integrity, quality of visitor information and partner engagement

GOAL 3: Promote destination wedding market growth by featuring Greater Fort Lauderdale as a preferred choice for all wedding-related activities.

STRATEGY: Capitalize on the destination's assets (and personal wedding styles) through the nation-wide Great Bridal Expo and other wedding vendor partner opportunities.

TACTICS:

- Present all related activity options including engagements, bachelor/bachelorette weekends, honeymoons, vow renewals
- Showcase new wedding style brochure
- Build wedding planner database and increase number of wedding-related events
- Garner referrals for new events based on exceptional experience and value

OVERVIEW

The role of the Tourism Sales department is to showcase the rich variety of experiences available throughout Broward County/Greater Fort Lauderdale and position the area as an exciting and vibrant year-round destination. The team continues to capitalize on the destination's economic and hospitality related growth to generate increased room night sales and positive rate growth at new and existing lodging product. Sales concentration will include traditional and emerging markets, particularly driven by new airline service and cruise market growth.

DOMESTIC SALES:

GOAL 1: Build relationships with home-based agents in key markets and top travel agent consortia companies.

STRATEGY: Increase sales and partner with key associations including CCRA, NACTA and ASTA to target agents and key travel tradeshow.

TACTICS:

- Conduct in-market sales missions in: North Carolina, Pennsylvania, Connecticut and Virginia
- Conduct presentations for agents and host webinars quarterly to provide USPs and destination updates
- Attend consortia conferences and conduct appoints with Virtuoso and Signature Agents to maximize destination exposure
- Encourage local tri-county travel agents and Florida-based agents to book local hotels
- Host FAM activities for agents to stay well-informed and engaged for increased bookings
- Blitz AAA Florida offices to encourage staycations and value season programs including Summer Savings, Spatember spa month and Crave GFL restaurant month

GOAL 2: Increase room night production through online and wholesale booking agents.

STRATEGY: Enhance relationships with domestic OTA's, airline partners and wholesale travel producers.

TACTICS:

- Work with local OTA representatives to ensure their product in destination is on par and exceeding levels, such as Expedia, Priceline and Booking.com
- Maintain and enhance relationships with bed banks such as Hotelbeds, Tourico and GTA
- Focus on B-to-C activity with select wholesalers where consumers book direct
- Engage with Mark Travel, Costco, Delta and JetBlue Vacations to enhance destination knowledge and strengthen relationships



(Global Travel Market FAM onboard Water Taxi)

GOAL 3: Grow the Pre/ Post cruise market in Greater Fort Lauderdale year-round.

STRATEGY: Keep Greater Fort Lauderdale and Port Everglades top-of-mind with cruise line executives, tour operators and cruise focused travel agents.

TACTICS:

- Collaborate with Greater Fort Lauderdale-based Cruise Planners and Cruise One cruise travel agents to engage and educate their agents on how to sell pre/post stays in Greater Fort Lauderdale
- Attend monthly local trade shows and trainings and host FAM trips with local cruise travel agents
- Develop relationships with cruise lines and attend CLIA sponsored events and other promotional events involving cruise lines
- Host seminars and secure other promotional activities at Cruise 360 & Cruise World



(Cruise 360 & Cruise World at the Broward County Convention Center)

GOAL 4: Grow niche leisure tourism markets including group travel and medical tourism to increase room nights.

STRATEGY: Engage with local hospitals and tour operators to generate broader awareness of Greater Fort Lauderdale.

TACTICS:

- Host quarterly Sunny Health committee meetings, to grow medical tourism partnerships and encourage collaboration with hotels and hospitals, as well as host trainings
- Attend NTA and ABA to re-inform tour operators of tour opportunities in Greater Fort Lauderdale and hotels that will suit their market

GOAL 5: Continue to grow the “Sunny Specialist” travel agent academy with an increase in new graduates.

STRATEGY: Market the benefits of completing the Greater Fort Lauderdale “Sunny Specialist” course and other educational opportunities for agents.

TACTICS:

- Engage with all active graduates and enrollees to ensure Greater Fort Lauderdale awareness and familiarity
- Continue promotions to encourage graduation and ensure chapters are up-to-date on destination information
- Create quarterly update webinars to inform agents of new hotels and attractions as well as programs
- Monthly “Did You Know” newsletter to database to educate on new destination happenings
- Create video snippets with leisure sales team to enhance travel trade education

INTERNATIONAL SALES

GOAL 1: Increase room night production from key international feeder markets.

STRATEGY 1: Work with international wholesale and tour operators for greater inclusion in tour operator product manuals and sales efforts.

TACTICS:

- Attend international events that gather buyers to maximize efforts and conduct tour operator meetings
- Increase consumer awareness through operator-led consumer campaigns with call to action
- Promote extended pre/post cruise stays by working with international cruise specialists to create itineraries for longer stays



(Newly designed booth for ITB Berlin, world's leading travel trade show)

STRATEGY 2: Increase efforts in growing and emerging markets, including Asia and India, to generate room night production.

TACTICS:

- Create targeted sales missions and travel agent meetings with partners in key markets
- Direct solicitation of travel industry buyers through electronic and social media
- Host FAM trips to create and reinforce awareness of destination with international travel agents

STRATEGY 3: Capitalize on new routes planned from international markets to Fort Lauderdale-Hollywood International Airport for increased room nights.

TACTICS:

- Encourage fam trips in conjunction with airlines to bring key clients for destination previews
- Conduct interviews with top media to secure positive articles about the destination and the GFLCVB travel trade efforts
- Develop efforts in new air service markets such as Spain, Italy and additional new service throughout the fiscal year
- Expand reach in Brazil and work with AZUL Airlines to launch new routes including Belo Horizonte, Manaus & Salvador

OVERVIEW

Increase Greater Fort Lauderdale's share of the Lesbian, Gay, Bi-sexual and Transgender market with savvy ahead of the curve marketing, working with key media, influencers, strategic partnerships with non-profits, Corporate America, LGBT+ businesses and events, sports groups, meeting planners and travel professionals.

GOAL 1: Increase LGBT+ and mainstream room nights to Greater Fort Lauderdale and increase destination awareness as one of the most diverse areas in the US.

STRATEGY:

Develop and grow relationships with Corporate America and LGBT+ Allies and educate them of Greater Fort Lauderdale's leadership in global diversity and inclusion emphasizing it is the ideal location for a meeting and/or vacation.

TACTIC:

- Host an annual global LGBT+ Think Tank attended by key global LGBT+ visionary leaders as well as key corporate US leaders
- Distribute a global press release of Think Tank findings, highlighting Greater Fort Lauderdale's position as a visionary thought leader
- Reach out to Corporate America promoting how diverse and inclusive Greater Fort Lauderdale is with a goal of bringing their meetings to the destination to support the Convention Center and the local hospitality industry
- Connect with Allies who enjoy being part of the LGBT+ community and forge relationships to create market influence
- Partner with key LGBT+ non-profits such as NGLCC and the Moser Foundation
- Continue to spread the word about Greater Fort Lauderdale's LGBT+ appeal and thought leadership through speaking opportunities at conferences and events



(Global LGBT+ Think Tank at the Riverside Hotel)

GOAL 2: Increase the destination's share of the LGBT+ leisure and meetings business and by 2020 be in the Top 5 US LGBT+ destinations.

STRATEGY:

Assist in developing and growing LGBT+ events in Greater Fort Lauderdale and position the destination as a top choice for LGBT+ group, meetings, sports and special events.

TACTICS:

- Implement #LGBTLauderdale to use for all LGBT+ events, promotions and media
- Partner with local LGBT+ events to greater increase destination awareness with a goal of increasing LGBT+ room nights
- Position Pride Fort Lauderdale and Wicked Manors as the destination's signature and largest attended LGBT+ events
- Increase visibility in the lesbian market by collaborating with key national Lesbian promoters and assist in developing and marketing a Greater Fort Lauderdale Lesbian-centric event
- Partner with Provincetown for Women as their presenting sponsor for their 4 lesbian events in Provincetown

GOAL 3: Increase domestic and international LGBT+ travel to Greater Fort Lauderdale.

STRATEGY: Use market research to better understand the key LGBT+ motivators to both domestic and international leisure and group business and the challenges to travel to Greater Fort Lauderdale.

TACTICS:

- Target US cities like Florida, Cincinnati, Columbus and Dallas through marketing and public relations
- Continue to grow key feeder markets including Northeast, Mid-West and California.
- Target International markets with direct service including Canada, UK, Spain, France, Brazil, Argentina and Colombia, as well as key feeder markets such as Germany
- Collaborate with Colombian LGBT Chamber of Commerce focusing driving Colombian visitation
- Develop and grow relationships with key LGBT+ leaders and organizations in Brazil
- Continue an integrated approach to social media, print and digital placements

GOAL 4: Increase LGBT+ niche market segment tourism and awareness to Greater Fort Lauderdale including transgender, gay family, weddings and honeymoons.

STRATEGY: Through creative gay-centric messaging, inform the LGBT+ traveler that Greater Fort Lauderdale is Florida's largest and most popular diverse gay hub with the largest resident LGBT+ community and the most gay-owned and operated businesses in Florida.

TACTICS:

- Weave transgender, lesbian, gay and lesbian and gay family images throughout the GFLCVB's mainstream and LGBT+ collateral and marketing materials
- Promote the Greater Fort Lauderdale LGBT+ Visitors Center
- Highlight the destination's Love is Love persona as a hallmark of inclusiveness to attract incremental business from special interest audiences, gay and transgender families and romance market
- Partner with the Greater Fort Lauderdale GLCC and work closely with its members on all LGBT+ tourism
- Create ongoing LGBT+ promotions on sunny.org/lgbt
- Target transgender travelers as well as lesbian and gay families through marketing and PR initiatives



(Ribbon-cutting ceremony for the first-ever LGBT+ Visitor Center, located in Wilton Manors)

GOAL 5: Increase Greater Fort Lauderdale's visibility and appeal with millennial travelers.

STRATEGY:

Through social media and specific geo targeting, educate LGBT+ millennial travelers that Greater Fort Lauderdale is the gay capital of Florida and one of the most LGBT+ progressive destinations in the country.

TACTICS:

- Promote GFL as a diverse, edgy, cosmopolitan, modern, progressive and affirming destination for the younger demographic
- Promote GFL as the LGBT+ Capital of Florida and one of the most inclusive LGBT+ destination's in the World
- Educate the younger LGBT+ traveler that Greater Fort Lauderdale is Florida's sunny, cosmopolitan, youthful, progressive and hip gay capital
- Develop close working partnerships through non-traditional travel vehicles
- Greater visibility with key global LGBT+ influencers, bloggers and Vloggers

UNDERGROUND DIVISION FILM, MUSIC, FASHION, CREATE

OVERVIEW

The Greater Fort Lauderdale CVB's Underground division focuses on Film, Music, Fashion/Shopping & Creative cultural tourism programs, as well as special events and nightlife entertainment, creating opportunities with a direct positive impact on tourism generated from these market segments, economic impact, job creations and destination buzz.

UNDERGROUND FILM

GOAL 1: Issue a minimum of 225 permits to productions for filming throughout Broward County.

STRATEGY 1: Promote Broward County film incentives to the film trade industry.

TACTICS:

- Develop a national and international film advertising campaign to promote GFLCVB film incentives and diverse locations
- Work with Broward County's 31 municipalities on film projects and permitting procedures to provide production crews a centralized source for information
- Attend Film Florida Council meetings and collaborate on film legislative efforts
- Expand the P3 (Preferred Production Pass) incentive program
- Expand and grow the film location gallery

STRATEGY 2: Promote, grow and support film festivals in Broward County.

TACTICS:

- Attend industry events to promote and showcase the Underground Film brand
- Attend industry award shows, film festivals and trade shows throughout, both domestically and internationally to promote Broward County's film festivals and local industry



UNDERGROUND DIVISION FILM, MUSIC, FASHION, CREATE

UNDERGROUND MUSIC

GOAL 1: Promote Broward County as a live music hub and venue for outdoor music festivals.

STRATEGY 1: Work closely with Greater Fort Lauderdale's live music venues, from smaller concert venues to large arenas throughout Broward County.

TACTICS:

- Expand the Underground Music Pass (UMP) program to offer additional deals and privileges for music industry employees visiting and working in Broward
- Promote Greater Fort Lauderdale's nightlife entertainment opportunities

STRATEGY 2: Promote Greater Fort Lauderdale and the Underground Music Brand through participation at key music festivals outside Broward County.

STRATEGY 3: Develop a national and international advertising campaign including print, digital and broadcast radio, to promote Greater Fort Lauderdale music festivals and venues.



(Branded pedi-cabs at the SXSW Conference & Festival in Austin)

GOAL 2: Host a minimum of two key music festivals in the destination.

STRATEGY: Entice promoters of music festivals and events to Broward County by promoting the music incentive to headline acts.



(Fort Rock at Markham Park)

UNDERGROUND FASHION/SHOPPING

GOAL: Foster the growth of fashion-related events in Greater Fort Lauderdale.

STRATEGY 1: Develop a national advertising campaign to promote Underground Fashion, showcasing unique shopping experiences in Greater Fort Lauderdale.

TACTICS:

- Promote the unique shopping experiences in Greater Fort Lauderdale as an "attraction"
- Expand the Underground Fashion Pass (UFP) program providing additional offers and deals at area shopping venues



UNDERGROUND DIVISION FILM, MUSIC, FASHION, CREATE

STRATEGY 2: Utilize new and existing content VLTV (Visit Lauderdale TV), including live events, shows and on-demand video to promote the fashion experience in Greater Fort Lauderdale.

TACTICS:

- Initiate a paid and organic social media campaign including links to photo and video content to promote the fashion experience
- Distribute blast email with fashion and shopping content
- Create editorial digital content that promotes the various types of shopping available throughout Broward County

UNDERGROUND CREATE

GOAL: Showcase Broward County’s creative scene and various locations.

STRATEGY 1: Promote the new Underground Create initiative to community and visitors.

TACTICS:

- Expand and promote the U Create map and UCP (Underground Create Pass) program to vendors, hotel concierges and visitors
- Social media and digital channels
- Collaborate with Fort Lauderdale-Hollywood International Airport and Port Everglades to promote the U Create initiative
- Develop national Underground Create advertising campaign showcasing all of what Greater Fort Lauderdale’s creative scene has to offer

STRATEGY 2: Cultivate the power of CREATE through experiences at events that are authentic, yet edgy and unique.

TACTICS:

- Expand U Create program integrating it’s “hip to have kids” concept where families” are presented from a creative, innovative and futuristic standpoint
- Distribution nationally/internationally of U-Create map and overall initiative as one more new “attraction” in Greater Fort Lauderdale

STRATEGY 3: Design and execute a new concept for a signature Broward County event.



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MASTER TRADESHOW CALENDAR

MASTER: 2018-2019 GFLCVB TRADESHOW MASTER PLAN Events, Tradeshows, Missions

EVENT	LOCATION	CONTACT	MONTH	SHARE	SEGMENT
RCMA Regional Meeting	Montego Bay, Jamaica	Angella Lopez	OCT 2018	No	Multicultural
TEAMS Conference	Louisville	Saskia Fisher	OCT 2018		Sports
AAU Convention	Cleveland	Carol Hudson	OCT 2018		Sports
Intl Travel Agent Forum (Home Based TA East)	Cancun	Gonzalo Rubio	OCT 2018		Tourism Sales
Mark Travel Conference	Cancun	Gonzalo Rubio	OCT 2018		Tourism Sales
FIT Latin America	Buenos Aires, Argentina	Gabriel Martinez	OCT 2018		Tourism Sales
China Fort Lauderdale Sales Mission	Beijing & Shanghai, China	TBD	OCT 2018		Tourism Sales
Austin City Limits Music Festival	Austin	Noelle Stevenson	OCT 2018		Underground
OUTshine Film Festival	Fort Lauderdale	Noelle Stevenson	OCT 2018		Underground
Produced by NYC	New York	Noelle Stevenson	OCT 2018		Underground
IMEX America	Las Vegas	Gilbert Villard / Steve Aird / Dion James Ed Simon	OCT 2018	Yes	Group/Convention
FALL DC Client Event, Gold Cup Event & Appts	Washington, D.C.	Rosa Mendoza / Dion James	OCT 2018	Yes	Group/Convention
NE CVB Reps Events/ Fall Event	Philadelphia	Steve Aird	OCT 2018	No	Group/Convention
Tallahassee Society of Association Executives - Education Day	Tallahassee	Elena Gladstone	OCT 2018	No	Group/Convention
Great Bridal Expo	Fort Lauderdale	Anna Levin	OCT 2018		Weddings
WeTrade Colombia	Colombia, Venezuela	Richard Gray	OCT 2018	Yes	LGBT+
DEMA	Las Vegas	Dawson Pritchett	NOV 2018		Sports
Connect Faith - Conference & Appointment Show	Ontario, CA	Angella Lopez	NOV 2018	Yes	Multicultural
Jamaican Jerk Festival Promotion			NOV 2018	No	Multicultural
Cruise World	Fort Lauderdale	Caitlan Etchevers / Gonzalo Rubio	NOV 2018		Tourism Sales
National Tour Association	Milwaukee	Caitlan Etchevers	NOV 2018		Tourism Sales
Signature	Las Vegas	Caitlan Etchevers	NOV 2018		Tourism Sales
World Travel Market UK	London	TBD	NOV 2018		Tourism Sales
Caribbean Sales Missions	Bahamas	TBD	NOV 2018		Tourism Sales
Ecuador Mission	Ecuador	TBD	NOV 2018		Tourism Sales
International Emmy Awards	New York	Noelle Stevenson	NOV 2018		Underground
IFP & Underground Film Event with Independent Filmmakers	New York	Noelle Stevenson	NOV 2018		Underground
Tallahassee Client "Tailgate" Event	Tallahassee	Elena Gladstone	NOV 2018	Yes	Group/Convention
MPI Great Lakes - Annual Education Summit		Nora Gorman	NOV 2018		Group/Convention
ASAE Partner Conference		Ed Simon	NOV 2018	No	Group/Convention

MASTER TRADESHOW CALENDAR

MASTER: 2018-2019 GFLCVB TRADESHOW MASTER PLAN Events, Tradeshows, Missions

EVENT	LOCATION	CONTACT	MONTH	SHARE	SEGMENT
14th Annual Pharma Summit	New Jersey	Steve Aird	NOV 2018	No	Group/Convention
VISIT FLORIDA's Florida Encounter		Elena Gladstone / Gilbert Villard	NOV 2018	No	Group/Convention
Association Executive Exchange		TBD	NOV 2018	No	Group/Convention
Conference Direct Partner Program		TBD	NOV 2018		Group/Convention
World Travel Market	London	Richard Gray	NOV 2018	Yes	LGBT+
NGLCC	Washington, D.C.	Richard Gray	NOV 2018	Yes	LGBT+
December Destination Preview	Fort Lauderdale	Angella Lopez	DEC 2018	No	Multicultural
National Coalition of Black Meeting Planners	New Orleans	Albert Tucker / Angella Lopez	DEC 2018	Yes	Multicultural
Winterfest Boat Parade Destination Preview	Fort Lauderdale	Sports Team	DEC 2018		Sports
Orange Bowl Semi Final Football Championship	Fort Lauderdale	Sports Team	DEC 2018		Sports
America's Cup Tour Operator Event	Las Vegas	TBD	DEC 2018		Tourism Sales
Expedia Partner Seminar	Las Vegas	Gonzalo Rubio	DEC 2018		Tourism Sales
X-LIVE Music	Las Vegas	Noelle Stevenson	DEC 2018		Underground
Focus Location Show	London	Noelle Stevenson	DEC 2018		Underground
Expo Expo! International Association of Exhibition Executives (IAEE) Annual Tradeshow		Elena Gladstone	DEC 2018	No	Group/Convention
CVB Reps.com Holiday Event		Rosa Mendoza / Dion James	DEC 2018	No	Group/Convention
VISIT FLORIDA - Marketing Committee Summit		Ed Simon	DEC 2018		Group/Convention
Association Executives of North Carolina- Annual Trade Show	North Carolina	Gilbert Villard	DEC 2018	No	Group/Convention
Stylistics Steppers Conference			JAN 2019	No	Multicultural
Religious Conference Mgmt - RCMA	Greensboro	Angella Lopez	JAN 2019	Yes	Multicultural
Tourism Day	Tallahassee	Carol Hudson	JAN 2019		Sports
Connect LGBT/Multicultural/Women Sports in Sports Summit	Fort Lauderdale	Sports Team	JAN 2019		Sports
AAA Vacations Midwest & Sales Mission	Columbus	Gonzalo Rubio	JAN 2019		Tourism Sales
Florida Huddle	Daytona	Caitlan Etchevers	JAN 2019		Tourism Sales
American Bus Assn	Louisville	Caitlan Etchevers	JAN 2019		Tourism Sales
FITUR	Madrid, Spain	TBD	JAN 2019		Tourism Sales
Spain Sales Mission	Spain	TBD	JAN 2019		Tourism Sales
NATPE	Miami	Noelle Stevenson	JAN 2019		Underground
Professional Convention Management Assn (PCMA)- Annual Meeting		Rosa Mendoza / Nora Gorman / Steve Aird / Ed Simon	JAN 2019	No	Group/Convention
DC GFLCVB Quarterly Special Event	Washington, D.C.	Rosa Mendoza / Dion James	JAN 2019	No	Group/Convention
FL Wedding Expo	Fort Lauderdale	Anna Levin	JAN 2019		Weddings

MASTER TRADESHOW CALENDAR

MASTER: 2018-2019 GFLCVB TRADESHOW MASTER PLAN Events, Tradeshows, Missions

EVENT	LOCATION	CONTACT	MONTH	SHARE	SEGMENT
Great Bridal Expo	Boston & NYC	Anna Levin	JAN 2019		Weddings
Atlantis	Los Angeles	Richard Gray	JAN 2019	Yes	LGBT+
Connect - Diversity	Birmingham	Angella Lopez	FEB 2019	Yes	Multicultural
Black History Month Promotion/Marketing			FEB 2019	No	Multicultural
Visit Lauderhill Sola Festival			FEB 2019	No	Multicultural
FIVB Beach Volleyball VIP Client Experience	Fort Lauderdale	Sports Team	FEB 2019		Sports
ANATO	Colombia	TBD	FEB 2019		Tourism Sales
Connect Travel	Orlando	TBD	FEB 2019		Tourism Sales
Colombia Sales Mission	Colombia	TBD	FEB 2019		Tourism Sales
NY/NJ Travel Agent Event	New York/New Jersey	Caitlan Etchevers	FEB 2019		Tourism Sales
North Carolina Sales Mission	North Carolina	Gonzalo Rubio	FEB 2019		Tourism Sales
Pollstar Music Conference / AEG	TBA	Noelle Stevenson	FEB 2019		Underground
LGBT Event promoting OUTshine Film Festival	TBD	Noelle Stevenson	FEB 2019		Underground
Chicago Sales Mission	Chicago	Nora Gorman	FEB 2019	Yes	Group/Convention
XSITE	Tallahassee	Elena Gladstone	FEB 2019	No	Group/Convention
NY Client Event	New York	Steve Aird	FEB 2019	Yes	Group/Convention
Association Management Company INSTITUTE Annual Meeting (AMC)		Steve Aird	FEB 2019	No	Group/Convention
Great Bridal Expo	New Jersey	Anna Levin	FEB 2019		Weddings
Great Bridal Expo	Miami	Anna Levin	FEB 2019		Weddings
Great Bridal Expo	Fort Lauderdale	Anna Levin	MAR 2019		Weddings
Jazz in the Gardens Destination Preview	Hollywood, FL	Angella Lopez	MAR 2019	No	Multicultural
Jazz in the Gardens			MAR 2019	Yes	Multicultural
World Congress of Sports	California	Carol Hudson	MAR 2019		Sports
AAA Vacations Northeast	Foxborough, MA	Gonzalo Rubio	MAR 2019		Tourism Sales
ITB Berlin	Germany	TBD	MAR 2019		Tourism Sales
Visit USA Italy	Italy	TBD	MAR 2019		Tourism Sales
South California Sales Mission (Cruise)	San Diego	Caitlan Etchevers	MAR 2019		Tourism Sales
Virginia Sales Mission	Virginia	Gonzalo Rubio	MAR 2019		Tourism Sales
Tour Connection NY	New York	Noelle Stevenson	MAR 2019		Underground
For the Love Music Festival	Fort Lauderdale	Noelle Stevenson	MAR 2019		Underground
SXSW Music Festival	Austin	Noelle Stevenson	MAR 2019		Underground

MASTER TRADESHOW CALENDAR

MASTER: 2018-2019 GFLCVB TRADESHOW MASTER PLAN Events, Tradeshows, Missions

EVENT	LOCATION	CONTACT	MONTH	SHARE	SEGMENT
Destination Management Association International (DMAI)	Washington, D.C.	Rosa Mendoza / Dion James	MAR 2019	Yes	Group/Convention
Incentive Travel Exchange	Las Vegas	Gilbert Villard	MAR 2019	No	Group/Convention
NORTHSTAR Independent Planner Expo		TBD	MAR 2019	No	Group/Convention
Great Ideas Conference (ASAE)		Rosa Mendoza / Ed Simon	MAR 2019	No	Group/Convention
Society of Independent Show Organizers - CEO Summit		Steve Aird	MAR 2019	No	Group/Convention
MPI - MidAmerica (MAC) Conference - Northern Kentucky & Ohio Chapters	Kentucky & Ohio	Nora Gorman	MAR 2019	No	Group/Convention
VISIT FLORIDA - VIP Events	Chicago	Nora Gorman	MAR 2019	No	Group/Convention
PCMA Partner Conference		TBD	MAR 2019		Group/Convention
Convention Sales Professionals International (CSPI) Annual Conference		Rosa Mendoza	MAR 2019	No	Group/Convention
ITB	Berlin	Richard Gray	MAR 2019	Yes	LGBT+
Washington, D.C. Clients Event	Washington, D.C.	Angella Lopez	APR 2019	No	Multicultural
Tortuga Music Festival Sports Destination Preview	Fort Lauderdale	Sports Team	APR 2019		Sports
NASC	Knoxville	Carol Hudson / Saskia Fisher	APR 2019		Sports
ACES Conference	Colorado Springs	Carol Hudson / Saskia Fisher	APR 2019		Sports
MIC/ISL Barcelona	Barcelona	TBD	APR 2019		Sports
Seatrade	Miami	Caitlan Etchevers	APR 2019		Tourism Sales
Home Based Travel Agent Forum West	Las Vegas	Gonzalo Rubio	APR 2019		Tourism Sales
World Travel Market Brazil	Brazil	TBD	APR 2019		Tourism Sales
Cruise3sixty	Fort Lauderdale	Caitlan Etchevers / Gonzalo Rubio	APR 2019		Tourism Sales
Cruise One Training Seminar	Fort Lauderdale	Caitlan Etchevers	APR 2019		Tourism Sales
Visit USA Peru	Lima, Peru	Gabriel Martinez	APR 2019		Tourism Sales
Scandinavian Sales Mission	Scandinavia	TBD	APR 2019		Tourism Sales
Tour Connection NY	Los Angeles	Noelle Stevenson	APR 2019		Underground
Locations Managers Guild International Awards	Los Angeles	Noelle Stevenson	APR 2019		Underground
Tortuga Rock the Ocean Music Festival	Fort Lauderdale	Noelle Stevenson	APR 2019		Underground
Fort Rock Music Festival	Fort Lauderdale	Noelle Stevenson	APR 2019		Underground
DC GFLCVB Quarterly Special Event	Washington, D.C.	Rosa Mendoza / Dion James	APR 2019		Group/Convention
GA MPI Tech Summit		Gilbert Villard	APR 2019		Group/Convention
Potomac Chapter MPI - Derby Days	Washington, D.C.	Dion James / Rosa Mendoza	APR 2019	No	Group/Convention
VISIT FLORIDA - VIP Events		Steve Aird	APR 2019	No	Group/Convention
PCMA Education Foundation Partnership Summit		TBD	APR 2019	No	Group/Convention

MASTER TRADESHOW CALENDAR

MASTER: 2018-2019 GFLCVB TRADESHOW MASTER PLAN Events, Trade Shows, Missions

EVENT	LOCATION	CONTACT	MONTH	SHARE	SEGMENT
XDP - (ASAE Springtime)		Rosa Mendoza / Dion James	APR 2019	Yes	Group/Convention
HELMSBRISCOE Partner Fair		Elena Gladstone / Nora Gorman	APR 2019	No	Group/Convention
IGLTA	NYC	Richard Gray	APR 2019	Yes	LGBT+
CHAT Energy Summit	Fort Lauderdale		MAY 2019	No	Multicultural
Connect Leadership Summit	Hawaii	Carol Hudson	MAY 2019		Sports
Florida Sports Foundation Summit	TBD	Carol Hudson / Saskia Fisher	MAY 2019		Sports
Sport Accord	TBD	Carol Hudson	MAY 2019		Sports
GTM West	Las Vegas	Caitlan Etchevers	MAY 2019		Tourism Sales
AAA Sales Calls - Florida	Florida	Gonzalo Rubio	MAY 2019		Tourism Sales
China Visit Florida Sales Mission	China	TBD	MAY 2019		Tourism Sales
Canadian Sales Mission	Canada	Gabriel Martinez	MAY 2019		Tourism Sales
Billboard Awards	TBA	Noelle Stevenson	MAY 2019		Underground
International Research Foundation (IRF) Event		Nora Gorman	MAY 2019	No	Group/Convention
CVENT - CONNECT Annual Conference & Show		Elena Gladstone	MAY 2019	No	Group/Convention
New York/PA Sales Mission	New York & Pennsylvania	Steve Aird	MAY 2019	Yes	Group/Convention
Atlanta Sales Mission	Atlanta	Gilbert Villard	MAY 2019	Yes	Group/Convention
NE CVB Reps Events/ Spring Event		Steve Aird	MAY 2019	No	Group/Convention
Mid-Atlantic Sales Mission		Rosa Mendoza / Dion James	MAY 2019	Yes	Group/Convention
AMPs Annual Golf Tournament		Rosa Mendoza / Dion James	MAY 2019	No	Group/Convention
Carolina Chapter MPI Event & Sales Calls		Gilbert Villard	MAY 2019	No	Group/Convention
Wisconsin Society of Association Executives Annual Event		Nora Gorman	MAY 2019	No	Group/Convention
National Senior Games	Albuquerque	Carol Hudson	JUN 2019		Sports
Connecticut Sales Mission	Connecticut	Caitlan Etchevers	JUN 2019		Tourism Sales
Hospitality Reservations Training	Omaha	Gonzalo Rubio	JUN 2019		Tourism Sales
Le Book Connections New York City	New York	Noelle Stevenson	JUN 2019		Underground
Association of Independent Commercial Producers NYC	New York	Noelle Stevenson	JUN 2019		Underground
Luminato Festival	Toronto	Noelle Stevenson	JUN 2019		Underground
MPI - South Florida Annual Event		Gilbert Villard	JUN 2019	No	Group/Convention
IBTM - Americas		TBD	JUN 2019	No	Group/Convention
Meeting Professionals International (MPI)- World Education Conference (WEC)		Nora Gorman / Dion James Gilbert Villard / Steve Aird	JUN 2019	No	Group/Convention
PCMA Education Conference		TBD	JUN 2019	No	Group/Convention

MASTER TRADESHOW CALENDAR

MASTER: 2018-2019 GFLCVB TRADESHOW MASTER PLAN Events, Tradeshows, Missions

EVENT	LOCATION	CONTACT	MONTH	SHARE	SEGMENT
LGBT Week	New York City	Richard Gray	JUN 2019	Yes	LGBT+
LGBT Conference	Sao Paulo, Brazil	Richard Gray	JUN 2019	Yes	LGBT+
GTM East	Fort Lauderdale	Caitlan Etchevers	JUL 2019		Tourism Sales
Pennsylvania Sales Mission	Pennsylvania	Gonzalo Rubio	JUL 2019		Tourism Sales
Orlando Sales Calls	Orlando	Gonzalo Rubio	JUL 2019		Tourism Sales
Argentina/Chile/Uruguay Sales Mission	Argentina/Chile/Uruguay	Gabriel Martinez	JUL 2019		Tourism Sales
UK Sales Mission	United Kingdom	TBD	JUL 2019		Tourism Sales
Florida Society of Association Executives (FSAE)- Annual Conference		Elena Gladstone	JUL 2019	No	Group/Convention
Experient E4		TBD	JUL 2019	No	Group/Convention
DC GFLCVB Quarterly Special Event	Washington, D.C.	Rosa Mendoza / Dion James	JUL 2019		Group/Convention
Association Executives of North Carolina Annual Meeting		Gilbert Villard	JUL 2019	No	Group/Convention
Chicago Client Event/ Sales Mission	Chicago	Nora Gorman	JUL 2019	Yes	Group/Convention
CVB Reps Summer Event	Washington, D.C.	Rosa Mendoza / Dion James	JUL 2019	No	Group/Convention
Boston Sales Mission & Event	Boston	Steve Aird	JUL 2019	Yes	Group/Convention
DMAI Annual		Ed Simon	JUL 2019	No	Group/Convention
Society of Incentive Travel Executives (SITE)- Florida / Caribbean Summer Summit		Gilbert Villard	JUL 2019	No	Group/Convention
FIVB Beach Volleyball World Championships	Hamburg	TBD	JUL/AUG 2019		Sports
American Tennis Association			AUG 2019	No	Multicultural
Connect Sports Conference	Louisville	Carol Hudson / Saskia Fisher	AUG 2019		Sports
ASTA Global Convention	Hollywood	Caitlan Etchevers/ Gonzalo Rubio	AUG 2019		Tourism Sales
Brazil Sales Mission	Brazil	TBD	AUG 2019		Tourism Sales
Toronto Sales Mission	Toronto	TBD	AUG 2019	Yes	Group/Convention
VISIT FLORIDA - Governor's Conference on Tourism		Ed Simon	AUG 2019	No	Group/Convention
Kellen Company Global Summit		Nora Gorman / Gilbert Villard	AUG 2019	Yes	Group/Convention
Destination Florida - Northstar	Miami	TBD	AUG 2019	No	Group/Convention
CONNECT Marketplace		TBD	AUG 2019	No	Group/Convention
American Society of Association Executives (ASAE) - Annual Meeting & Tradeshow		Nora Gorman / Rosa Mendoza / Elena Gladstone / Dion James	AUG 2019	Yes	Group/Convention
MPI - Southeast Education Conference- State of Florida		Gilbert Villard	AUG 2019	No	Group/Convention
NGLOCC Conference	Tampa	Richard Gray	AUG 2019	Yes	LGBT+
USTA Diversity & Inclusion Program	New York	Albert Tucker	SEP 2019	No	Multicultural
Black Meetings & Tourism DC Program	DC	Albert Tucker	SEP 2019	No	Multicultural

MASTER TRADESHOW CALENDAR

MASTER: 2018-2019 GFLCVB TRADESHOW MASTER PLAN Events, Tradeshows, Missions

EVENT	LOCATION	CONTACT	MONTH	SHARE	SEGMENT
Women of Power Summit			SEP 2019	No	Multicultural
NACTA Annual Convention	Colorado	Caitlan Etchevers / Gonzalo Rubio	SEP 2019		Tourism Sales
La Cita	TBD	TBD	SEP 2019		Tourism Sales
Delta Vacations Product Launch/Training	Atlanta	Gonzalo Rubio	SEP 2019		Tourism Sales
TOP Resa	Paris, France	Gabriel Martinez	SEP 2019		Tourism Sales
Germany Sales Mission	Germany	TBD	SEP 2019		Tourism Sales
LA & NY Production Mission	TBA	Noelle Stevenson	SEP 2019		Underground
Artopia	Fort Lauderdale	Noelle Stevenson	SEP 2019		Underground
Connections Le Book Chicago	Chicago	Noelle Stevenson	SEP 2019		Underground
Primetime Emmy Awards	Los Angeles	Noelle Stevenson	SEP 2019		Underground
New York Area Special Event	New York & Pennsylvania	Steve Aird	SEP 2019		Group/Convention
Minneapolis Sales Mission	Minneapolis	Nora Gorman	SEP 2019	Yes	Group/Convention
Texas Sales Mission	Texas	Elena Gladstone	SEP 2019	Yes	Group/Convention
DC GFLCVB Quarterly Special Event	Washington, D.C.	Rosa Mendoza / Dion James	SEP 2019	No	Group/Convention
Great Bridal Expo	New York	Anna Levin	SEP 2019		Weddings
Florida Sports Foundation Roundtables	TBD	Carol Hudson	TBD		Sports
USOC Colorado Sales Mission	Colorado	Carol Hudson / Saskia Fisher	TBD		Sports
NY Sales Mission	New York	Carol Hudson / Saskia Fisher	TBD		Sports
CCRA Power Solutions	TBD	Caitlan Etchevers	TBD		Tourism Sales
LGBT Event promoting OUTshine Film Festival	London	Noelle Stevenson	TBD		Underground
Music Festival Partnership with Live Nation	TBD	Noelle Stevenson	TBD		Underground

CO-OP ADVERTISING PLAN

Please visit sunny.org/coop for the full plan, including domestic, international, radio, television and video production co-op.

The Greater Fort Lauderdale Convention & Visitors Bureau co-op program continues to grow as we offer multi-dimensional benefits to our hospitality industry. Maximize your advertising dollars by spending less for more exposure. This advertising menu offers a multitude of programs representing the diverse interests of the industry.

The 2018-2019 co-op program will enrich the opportunities and increase value for our hospitality industry by offering multiple bundled packages based on audience segments, cost, and trackable digital results. The co-op programs, by design, are flexible in timing, structure, costs and markets impacted. The co-operative advertising program has proven to be a vital tool for the hotel industry to promote their businesses and take full advantage of all available cost saving opportunities. The implementation of all co-op advertising programs is contingent on securing industry participation. See individual co-op programs for contacts and specific deadlines. Co-op participation is on a first-come, first-served basis.

To reserve space, upload materials, access invoices, visit <http://gflcvb.starmark.com/>



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CONVENTION & VISITORS BUREAU

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