VISIT LAUDERDALE

WELCOME
GLOBAL LEISURE SALES & MARKETING
PARTNER UPDATE MEETING
JULY 21ST, 2020
AGENDA

- Economic Impact & Statistics
  - Team Update
- Shaping The Recovery Curve Task Force & Journey Mapping
- International Representation & Travel Trade Marketing Campaigns

- CRM Project & Newsletters
  - Lauderdeals
- Junior Ambassador Program
- Leisure Lauderdale Social Strategy
  - Virtual Webinar Series
- Convention Sales Update
  - Safe & Clean Pledge
  - Q&A
MARKET UPDATE

STI Report
(January 1 - Jul 11, 2020)

**OCCUPANCY:**
51.9%
(-34.5% from Jan 1-Jul 11, 2019)

**AVERAGE DAILY RATE:**
$133.28
(-16.4% from Jan 1-Jul 11, 2019)

**RevPAR (per avail room):**
$81.83
(-36.3% from Jan 1-Jul 11, 2019)

**DEMAND:**
3.26 million rooms sold
(-33.6% from Jan 1-Jul 11, 2019)

**TDT REVENUE COLLECTIONS:**
$28.69M
(-37.8% from Jan 1-May 31, 2019)
TEAM UPDATE

Over 20 Presentations
3 Virtual Trade Shows
2,000 Attendees

Upcoming:
America's Road Trip Virtual Trade Show
Virtuoso Virtual Travel Travel Week
ASTA Global Live
Travel & Leisure Canada
SHAPING THE RECOVERY CURVE
Task Force June 2020

Attendees
Bob Duglin
Claudia Baino
Drew Daly
Kelly Bergin
Michelle Felt

Goals

JOURNEY MAPPING
Arrival to Departure, how will our guests feel?

MEASURING OUR READINESS
What are we missing?

BEST PRACTICES
Creating standards destination wide
SHAPING THE RECOVERY CURVE

Task Force June 2020

5 CLIENTS
2 DAYS
150 SURVEY QUESTIONS

“They need more port signage, sanitizers and social distancing signs on the floor.”

“I suggest more hand sanitizing stations with better signage. I believe this promotes confidence.”
@LeisureLauderdale

& Participant Posts

Facebook performed best

4,652 Leisure Lauderdale reach

528 Links

Instagram Stories

272 views

Social Partnership is key to success!
Industry Leading White Paper in partnership with Professional Convention Managers Assn (PCMA)

Distributed nationwide by one of the foremost authorities in the Meetings, Conventions, and Events business in print and digitally.

Research conducted involved over 90 nationwide group buyers and included:

- Town Hall Meetings
- Virtual Focus Groups
- Live Journey Mapping Case Study

The Future of Live Events

In conversations with dozens of organizers, PCMA found that there are still more challenges than solutions. But in this in-between time when we are still living with COVID-19, we have a rare opportunity to collectively rearchitect live events to keep participants safe.

By Jennifer N. Dienst
INTERNATIONAL REPRESENTATION UPDATE & TRAVEL TRADE MARKETING
FORT LAUDERDALE.
Un mar de beneficios

Visit Lauderdale dio a conocer una ola de interesantes ahorros para este verano a todo lo largo de la soleada área del Greater Fort Lauderdale.

Si de hotelería se trata, el programa Lauderdale Deals promueve descuentos en hoteles, ofertas de terceros a cuenta noche sin cargo, cafés con descuentos para gastronomía y estadía gratuita a ciertos acontecimientos. Además, existen puestas de "dos por uno" en ciertas atracciones o precios beneficiosos.

"La franja de 72 km. de playas del Greater Fort Lauderdale, desbordando de parques y áreas naturales, hoteles, restaurantes, atracciones y tiendas comerciales, está abierta, todo manteniendo el distanciamiento social y los protocolos de seguridad y limpieza", remarcó Stacy Ritter, presidenta y CEO de Visit Lauderdale. "Invitamos a los amigos de América Latina a disfrutar de su relax y a reconectar con nuestros, alojando en tarifas de alojamiento y experiencias a través de Lauderdale", añadió.

A partir de julio, Lauderdale Deals amplía sus ahorros sumando otros dos programas: Dive Out Lauderdale, tentadora alternativa gastronómica con menús de tres platos a precios fijos de US$ 15 y US$ 45, y Spa Days, con masajes especiales y días de spa a valores que arrancan en US$ 99. Los límites del Greater Fort Lauderdale para vivir, trabajar y residir en el Con-vid-19 incluyen distancia social, protecciones faciales, lavado de manos y seguimiento de las normas de los Centros para el Control y Prevención de Enfermedades (CDC).

Además, hoteles, restaurantes, atracciones y otros establecimientos siguen los protocolos oficiales del condado de Broward y de las entidades líderes de la industria.

TRAVELBOOK

Urlaub auf den Kanälen – welche Insel passt am besten zu mir?

Sommerurlaub in Deutschland? Diese Reiseziele lohnen sich

Texas from Anywhere
Wir bringen Texas zu Ihnen nach Hause

Teneriffa, Can Canaria, El Rodeo & Co in Spanien

Antwerpen, Brügge, Brüssel & Co:
Jetzt die schönsten Städte Flanderns entdecken!

Vom Bären bis Langenburg

Ganz Ahren in einem Land:
Malaysia virtuell entdecken
Looking for a well-deserved getaway? 88 miles of golden beaches await you. Activities, restaurants, shopping destinations and attractions are open and ready to welcome you. Your well-being is a top priority, and with enhanced safety and health protocols in place, you can relax and unwind, while enjoying a change of scenery.

In Greater Fort Lauderdale, you'll enjoy beautiful weather (average annual temp 77°F and 3,000+ hours sun/year) and explore 4,000+ miles of navigable waterways, eight distinct beaches, a thriving arts and culture scene, craft breweries, rooftop bars, outdoor adventures, and world-class shopping – located in the heart of South Florida.

In Fort Lauderdale-hollywood International Airport and you'll be five miles from the beach, Fort Lauderdale, the Broward County Convention Center and downtown.

DISCOVER GREATER FORT LAUDERDALE

PLACES TO STAY

W Fort Lauderdale

This beachfront hotel set at the edge of all that's vibrant in the "Venice of America".

Conrad Fort Lauderdale Beach

Located on the new beach of luxury on Fort Lauderdale's exclusive North Beach.

The Ritz-Carlton, Fort Lauderdale

Tennis, pool, spa and design influence to offer an exciting luxury retreat.

Signature Travel Network
NEW NORMAL

Visit Lauderdale

In Breze, Fort Lauderdale, an expansive Gulf Coast location, migraine pain can be managed. A variety of treatments, including Tegretol, Zolmitriptan, and Zomig, are available. These treatments offer pain relief for headaches due to migraines. For ongoing pain management, consider a medical marijuana prescription. If you are interested in alternative treatments, mindfulness and meditation can be beneficial. For more information, visit bestpainmanagement.com.
CRM PROJECTS & NEWSLETTERS

• Cleanup!
• New Tags!
• Newsletters!
• Hotel Deals: June - September
• Things To Do: June - September
• Dine Out Lauderdale: July - September
• Spa Days: July - September
Learn Where You Live!  
Junior Ambassador Program
VIRTUAL WEBINAR SERIES

3 Seasons
12 Episodes

Stay
Play
Dine
GROUP MARKET VIRTUAL ACTIVITIES

Virtual Site Visits Every Wednesday

Virtual Sales Missions

Weekly Client events including Yoga, Meditation, “Play with a Purpose”

Regional “State of the Industry” Addresses

Enhanced “Exhibit Booths” at ASAE, FSAE, MPI SES
Many hotels have adopted the

**AHLA SAFE STAY GUIDELINES**

**Collaboration with**

**FRLA, GFL ALLIANCE & CHAMBER PLEDGE**

**Promote adherence to**

**ASM's VENUESHIELD**

**BCCC SANITIZATION PROGRAM**

**SAFE + CLEAN COLLABORATION**
Sign up and receive free posters to display

Safe + Clean Pledge

As Proud SOBs (Supporters Of Broward), We Pledge To:
- Follow CDC Cleaning Protocols
- Wear Masks
- Practice Social Distancing
- Provide Hand Sanitizer
- Train Staff How to Be Safe + Clean
- Work Toward Contactless Payment

We are #GreaterTogether

SUNNY.ORG/PLEDGE
Thank You!