2020
GROWTH PLAN
MESSAGE FROM THE MAYOR

Broward County is evolving! In 2020, the convention center expansion will move into full gear, Port Everglades will bring 40 different ships to our shores, the Fort Lauderdale - Hollywood International Airport will undergo a $4.6 billion expansion and the downtown Fort Lauderdale skyline continues to reach new heights. As we proceed with these exciting destination enhancements, I feel it is important to maintain a strong sense of community. After all, it is the people that make the place.

My mission for 2020 is to work on making Greater Fort Lauderdale better for all residents and visitors by empowering our community, strengthening our households and businesses, creating policies that afford access to opportunities and by unifying everyone across racial, ethnic and socio-economic backgrounds. We are Broward County, one community for everyone and prosperity for all.

I invite you to welcome the change felt throughout the destination. Together, we can encourage the progress around us as we dive into this reenergized era of Greater Fort Lauderdale. I look forward to seeing where it takes us.

Dale V. C. Holness
Broward County Mayor
This is an exciting time for Broward County. Every day, I am amazed by the progress I see. You only have to look around to notice the many cranes in the air and all the construction. And it’s not just downtown Fort Lauderdale, it’s happening in all corners of the county. Our entire destination is evolving, which makes me so proud to be part of this diverse community that embraces so much change.

With new changes come new opportunities, like the multi-million dollar convention center expansion. I am thrilled to say it is underway and that we are on our way to becoming a world-class meetings destination. In addition to attracting larger conventions, trades shows and events, the convention center expansion is expected to impact our local economy by more than 200 million dollars a year. What’s more, it is also creating jobs right here in Broward County.

I would like to take this opportunity to thank all of you in the tourism and hospitality industry. You are a driving force in Broward County’s economy. In addition to the convention center expansion, we have several new hotels slated to begin welcoming guests in the next few years, which will only help strengthen our local workforce even more.

It’s no secret that what makes us such a special place is our people. By working together, our residents, hospitality professionals and civic leaders can help the County achieve its goals as we address present needs and plan for the future.

I look forward to the many opportunities on the horizon for Broward County.

Bertha Henry
Broward County Administrator
MESSAGE FROM THE PRESIDENT

The last few years have brought us a lot to be proud of. We broadcasted a welcome message through our Greater Together initiative. It also resonated with the National Academy of Television Arts & Sciences, who presented us with a 2019 Emmy Award. We successfully hosted the first-ever Broward County Signature Event at the 2019 Riptide Music Festival, which garnered national attention from publications like Rolling Stone, as well as record social media engagement.

Our convention center expansion is underway, and we are gearing up for Pride of the Americas — the first event of its kind where representatives from 53 nations throughout North and South America and the Caribbean will come to our shores in the name of LGBT+ advocacy.

These milestones are a testament to our firm belief that diversity and inclusion should be celebrated in everything we do. We are an evolving destination. We are a creative destination. We are an innovative destination. But above all, we are a community.

Together, we are a tapestry for redefining what it means to be a destination. We are leading a movement as a destination organization. Through the impact of tourism, we are strengthening the local economy and providing opportunities for people in our community.

Along with the leadership and guidance from the dedicated people of the Marketing Advisory Committee and Tourist Development Council, my CVB team and I are proud to present the 2020 Greater Fort Lauderdale growth plan. We look forward to working closely with each of you as we make this next decade a great one — for everyone.

Stacy Ritter
President & CEO of Greater Fort Lauderdale Convention & Visitors Bureau
STATE OF TOURISM
STATE OF TOURISM

OVERALL CONTEXT:
Greater Fort Lauderdale is in the middle of unprecedented growth. The traditional hotel/motel market introduced more than 1,700 rooms in 2019. It’s important now, more than ever, to develop smart and strategic marketing initiatives. The travel industry as a whole has grown continuously for 9+ years (peak was 2017/2018) and experts are saying the pace will slow. There is a nationwide “cooling” in travel, which experts attribute to a combination of a strong dollar, trade wars, fears of recession and geopolitical tensions. Early indicators are showing that visitors are spending less per trip, but it’s gradual – not an abrupt drop-off like prior declines. Forecasters are attributing that to low unemployment and rising wages for consumers who are keeping a watchful eye on the economy. Additionally, Greater Fort Lauderdale hoteliers are adjusting to the competition brought on by the short-term rental market, which showed a 37% increase in Broward County last year, and the opening of new properties.

OUTLOOK FOR 2020:
It is anticipated another 3,500 hotel rooms will come online in calendar years 2020-2021 combined (representing 27 properties). Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) expects a 3% supply growth in hotel rooms, which speaks to the confidence level from both investors and consumers of our destination. South Florida is also ranked as one of the top five vacation rental markets, which adds 10,000+ short-term rental properties to the mix. The expectation is that demand/ADR will remain flat and possibly experience a slight downturn in 2020. Due to the completion of the renovations at the airport, forecasting of additional Canadian flights and the addition of new cruise ships, we anticipate airline and cruise passenger traffic to increase modestly.
MARS BRAND PERCEPTION RESEARCH

In 2018, GFLCVB completed a brand perception study with Mars Research in order to understand how Greater Fort Lauderdale is viewed in the vacation marketplace by a specific consumer segment and, further, what characteristics are preferred by this segment overall and in relation to other vacation destinations.

Both qualitative (in-person) and quantitative (online) research was conducted between six domestic markets across the U.S. and 10 international markets in Northern Europe.

The most important takeaway was that vacationers want a relaxing beach getaway. They want to go to the beach and also enjoy many activities beyond the beach. Breaking it down even further, visitors want:

- Personalized experiences
- Authenticity and uniqueness
- To experience the destination like locals
- To get off the beaten path and explore hidden gems

There’s an opportunity to become known for our unique experiences and annual events only found in Greater Fort Lauderdale.
DESTINATION ASSESSMENT

GFLCVB is affiliated with Destinations International and has been working to develop an operational strategy for sustainable tourism for the future of Greater Fort Lauderdale.

Sustainable tourism is achieved by clearly developing, articulating and managing the community’s brand. GFLCVB drives these efforts by fostering government relationships with community and civic leaders and engaging hospitality partners, local businesses and residents. This is an essential community investment to develop opportunities and build quality of life to benefit everyone in Greater Fort Lauderdale.

These initiatives align with Destinations International’s diagnostic tool, DestinationNext, a multi-phase strategic and transformational roadmap for future global destination marketing that looks at practical actions to measure GFLCVB’s efforts and outcomes.

The goal is to determine any gaps, opportunities, amenities, education, programming and experiences that would benefit the tourism industry. In 2020, GFLCVB will focus additional staff resources to execute on the findings developed within the study.
The findings of this assessment are key to sparking a thoughtful conversation about Greater Fort Lauderdale as it is today and to form the basis for a destination-wide strategy that elevates tourism to the highest level.

The initial results of the DestinationNext assessment placed Greater Fort Lauderdale in the top “Trailblazers” scenario, showing higher than average rankings for destination strength and community alignment. In addition to elevating the value of Greater Fort Lauderdale, all future business endeavors must add shared value to the community at large. It is evident that the tourism industry fills an important community need, and, with the takeaways from this assessment, GFLCVB will ensure the Broward County community is one that stands out for all the right reasons.
NEW BRAND APPROACH

GFLCVB’s research findings have inspired a new outlook for the destination’s marketing efforts for 2020 and beyond.

- Implement a community-first strategy inspired by research findings.
- Increase branding efforts as a percentage of marketing communications.
- Capitalize on the opportunity to mean something in the minds of travelers across all ages.
- Increase an emphasis on early-funnel communications with rigorous adherence to a consistent position, tone and voice.
- Evoke emotion, and stand for one simple idea in the minds of travelers.
WE ARE GREATER FORT LAUDERDALE

From 23 miles of beaches in the east to the Florida Everglades in the west, we are a diverse and inclusive community that’s 31 municipalities strong. Together with civic leaders, partners and residents, we’re working for the common good.

With easy access through Fort Lauderdale-Hollywood International Airport and Port Everglades, we are the heart of South Florida.

People from over 100 countries, speaking more than 40 languages call our County home. They are our welcoming committee into distinctive neighborhoods that are alive with culture, flavors and activities.

We’re a destination on a mission to drive tourism. We’re letting the world know that time spent here is a chance to refresh and recharge, while exploring the opportunity to meet new people and try something unexpected.
Evolving Brand Attributes

Community-Driven
We support and foster relationships with local businesses and leaders, while finding new opportunities for innovation and collaboration.

Diverse & Inclusive
Diversity is part of our DNA. We welcome everyone with open hearts.

Invigorating & Inviting
We bring a fresh perspective to typical vacations. We surprise visitors with new ways to relax and recharge, while remaining uncomplicated.

Progressive & Provocative
We are advocates of growth and change. We stay curious. We seek out the unexpected and encourage residents and visitors to do the same.

Cosmopolitan
We are an emerging, dynamic and international destination – evolving every day.
MANIFESTO

The Manifesto communicates who we are to the target audience in an emotive way, bringing it to life.

Ahh the beach. Just the very thought of it evokes feelings of relaxation.

Your toes in the sand. The soothing rhythm of the waves.

In Greater Fort Lauderdale, there are eight distinctive beaches that span 23 golden miles.

And yet, the beaches are only the beginning...
For some, boating and all things nautical are the only way to go. Others choose off-the-beaten path as their direction.

*Perhaps a little of both is more your thing.*

You may think you know us, but when you vacation here you’ll find yourself in a cultural hub of South Florida — where everything is easily accessible.

Individual neighborhoods to explore. Skyrocketing foodie, art, live music and craft beer scenes. A vibrant downtown interlaced with waterways, where tree-lined streets with shops and sidewalk cafés give way to museums, high-rises and rooftop bars.

Days out and about. Nights out on the town. This is the local way of life that welcomes one and all. So come, refresh and recharge.

Try something new, or simply get away from it all.

This is Greater Fort Lauderdale.

*Where everyone comes together, under the sun.*
MARKETING OVERVIEW

Advertising and digital marketing efforts will be strategically utilized to highlight Greater Fort Lauderdale as a warm-weather, energized beach escape with a diverse array of unique local events, activities, attractions and experiences that go way beyond the beaches.

GFLCVB’s growth plan encompasses an engaging content strategy, a data-driven content distribution strategy and an “always on” media strategy to effectively capture the attention of its audiences.

GFLCVB will place additional emphasis on video advertising to take full advantage of the growing convergence between traditional and online video ad formats. The rising consumption of digital video versus TV will allow for better tracking of advertising performance and provide new layers of consumer interactivity.

Tourism marketers globally are seizing on the growing sophistication of social advertising tools by directing a greater portion of ad budgets into this channel. GFLCVB will be in the vanguard of these innovations.

Utilizing findings from a national and international brand research study (Mars), combined with a knowledge of current market situations, GFLCVB will continue to maximize advertising ROI while setting the stage for a new and evolving brand.
CONTENT STRATEGY
The destination’s revitalized brand story will be communicated with ever-evolving and constantly curated content. This robust content will include copy, video and images that effectively communicate to all our target audiences, providing more personalized information during critical touchpoints. This includes an integrated approach, including paid media vendor partners and more experience-focused articles, like advertorials and editorials, in combination with traditional advertisements.

DATA-DRIVEN CONTENT DISTRIBUTION STRATEGY
This plan will access distribution channels and strategically reach our audiences at the right place, at the right time. Content will be shared across all paid, owned and earned channels based on enhanced data and tracking. A new initiative to share content with our partners will be launched as well, as leveraging data and resources with partners like FLL, Port Everglades, VISIT FLORIDA, Brand USA, etc. continues.

“ALWAYS ON” MEDIA STRATEGY
High-performance media outlets will remain activated year round, putting Greater Fort Lauderdale on the map 24/7. These digital outlets will be optimized to consistently produce the highest ROI for GFLCVB and its partners.
MARKETING GOAL ONE

Build value in the community by helping residents, industry stakeholders and elected officials understand how GFLCVB contributes to Broward County’s overall quality of life.

STRATEGY
Effectively communicate with residents, industry stakeholders and elected officials regarding GFLCVB’s mission to successfully compete with other destinations and achieve awareness, positive impressions and the desire to travel to Greater Fort Lauderdale.

TACTICS
- Reach residents through targeted messaging including, e-newsletters and social media efforts that encourage them to become brand ambassadors.
- Build government and community relationships within all 31 municipalities.
- Send out regular updates to industry stakeholders showing how GFLCVB aims to build shared value.
- Host industry events to foster more collaboration throughout the community.
- Sponsor a variety of community events that create brand awareness and promote social sharing.
- Develop effective communications that promote local offers to residents.
MARKETING GOAL TWO

Impact Broward County tourism economy and grow visitation. Support a high level of occupancy with a consistently high ADR.

STRATEGY
While a new brand campaign is in development, optimize all marketing efforts with updated messaging based on an approved brand strategy.
**TACTICS**

- Utilize updated photography that captures the many visual highlights of the destination, including beyond the beaches.
- Update ad copy and content to incorporate research-based suggestions and solutions.
- Continue to create, grow and distribute content (editorial video and photography) based on a new brand strategy.
- Leverage library of new and existing video, images and editorial photography through all channels while encouraging community and partners to use and share.
- Align paid, owned and earned content using an integrated marketing calendar.
- Use a new content distribution strategy and ensuring that we maximize content impressions.
- Test images and messaging to ensure that communications are aligned with the new strategy, are memorable, likeable and verified by new research tools.
- Showcase authentic locations, attractions and neighborhoods, while focusing on individual people. Look through the viewer’s eyes and see what they see.
- Highlight authentic local experiences and events, showcase nightlife and what is beyond the beaches.
- Communicate via social media, event coverage and pre-promotion.
- Utilize existing and new video content to promote things to do and upcoming events.
- Drive audience to sunny.org, where we will increase the opportunities for partner promotion.
- Utilize digital marketing strategies designed to communicate relevant and timely content based on purchase cycle stages, for example SEO and retargeting.
- Leverage advocates and ambassadors for communication, creation and distribution of content.
- Highlight and engage with all 31 municipalities and community stakeholders through content, surveys, workshops, webinars and training.
MARKETING GOAL THREE

Reach target audiences with strategic messaging, delivering more qualified prospects.

STRATEGY #1
Build advocacy by using consumer travel purchase funnel insights.

TACTICS
○ Maximize brand exposure and gain impressions using targeted branded mediums.
○ When creating branding messages (upper funnel), provide the audience with beaches, warm weather and sunshine.
○ Mid-lower funnel messages should be more detailed, topic-specific, curated content. Include activities and experiences that go “beyond the beach.”
○ Lower-funnel paid ads/content based on the “always on” strategy. Reach audiences who are researching and/or about to make a decision with actionable offers on the best outlets.

EXAMPLE TACTIC
HIDDEN GEMS FACEBOOK INSTANT EXPERIENCE AD
STRATEGY #2
Target consumers contextually and behaviorally.

TACTICS
◦ Utilize paid social media and programmatic digital media strategies to reach our targets by lifestyle preferences.
◦ Utilize sunny.org, video and planning tools to deliver relative content.
◦ Leverage extensive new editorial-style photography and content assets produced in 2019.
◦ Optimize new and leverage existing data gathering and measurement configurations to track consumer behaviors translated into actionable insights — transition into a data-driven marketing destination.

EXAMPLE TACTIC
THIS IS HOW WE WINTER CAMPAIGN - DIGITAL EXECUTION
MARKETING GOAL FOUR

Support major local initiatives and events that drive overnight stays.

STRATEGY #1
Promotion through paid, earned and owned media.

TACTICS
- Launch Facebook and Instagram ads and paid email via media partner databases.
- Utilize existing videos of 2019 events to promote happenings in 2020.
- Publish related rich content on sunny.org and distribute as noted in the Integrated Marketing Calendar.
- Share assets, content and social media strategies with all marketing partners and promoters.
- Infuse sunny.org with a new editorial look and feel.
- Redesign CVB monthly email e-newsletters and continue to deploy.

EXAMPLE TACTIC

PRIDE OF THE AMERICAS 2020 CAMPAIGN
Greater Fort Lauderdale invited visitors from all over South and North America and the Caribbean to the inaugural Pride of the Americas festival. Using local LGBT+ heroes in the imagery, we encouraged everyone under the sun to celebrate who they are.
STRATEGY #2
Engage with our audiences during actual events.

TACTICS
◦ Create a brand presence at events with unique activations that encourage social interaction and sharing among attendees.
◦ Feature coverage on social media of major events.
◦ Drive participation with available partner giveaways and/or contests.

EXAMPLE TACTIC

THE FIRST BROWARD COUNTY SIGNATURE EVENT:
RIPTIDE MUSIC FESTIVAL 2019
Greater Fort Lauderdale hosted a “Broward County Signature Event” on Fort Lauderdale beach, Nov. 23–24. Taking over the sand with giant branded guitars, a music beach house, a municipality record wall and a live DJ, Riptide 2019 was a hit.

The activation’s video booth generated 305 videos, 325 emails and 766 SMS. A total of 96,008 social users were reached through paid assets: 30,548 on Facebook and 65,460 on Instagram. The event was covered by Rolling Stone and Good Morning America, as well as profiles of a number of influencers in attendance.
Our objective 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. 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 GFLCVB.
GOAL ONE

Further build Greater Fort Lauderdale’s reputation as a lively, fun-filled and intriguing destination with 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 potential visitors.
- Host special events designed to engage media and influencers.
- 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 a distribution schedule to share new developments, 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 and coverage.
◦ Promote new airline service, airport developments, new cruise ship itineraries, Port Everglades expansion and Brightline/Virgin Trains 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 visits based on major destination pillars.
◦ Collaborate with local hospitality partners for co-operative media visits to illustrate the destination’s quality travel/tourism product.
GOAL TWO

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 THREE

Promote 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 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.
- Provide convention sales staff with opportunities to participate in destination showcase events within key markets.
- Secure media opportunities, panel appearances and speaking engagements for CVB leadership during trade shows.
- Promote new contract signings for major groups, city/wide programs and signature events.
GOAL FOUR

Increase social media engagement and followers.

STRATEGY
The overall goal of organic social media is to create a community of highly engaged followers and communicate regularly with them to influence and promote Greater Fort Lauderdale through GFLCVB’s Instagram, Twitter, Facebook, LinkedIn, YouTube and Pinterest accounts.

TACTICS
- Inspire travelers with in-depth features on specific topic areas and include influencer content for travel inspired stories from the eyes of the visitor.
- Deepen collection of social-friendly and engaging static visual content including drone photography and the new editorial photography.
- Expand reach and engagement of high-performing organic social media via paid social and consistently optimize campaigns.
- Create social media content celebrating the people and the passion that give Greater Fort Lauderdale its distinct character, including a behind-the-scenes look at the businesses and attractions within the destination.
Our mission is to grow sales and generate business opportunities from the MICE business segment (meetings, incentives, conventions and exhibitions) for Broward County utilizing hotel facilities, unique venues and municipal facilities. This includes the Greater Fort Lauderdale/ Broward County Convention Center and BB&T Center. These actions result in increased visitor room nights and spend.
GOAL ONE

Lay the foundation for a successful opening of our newly expanded convention center and headquarters hotel.

STRATEGY
Implement a strategic selling plan that targets specifically identified large meetings that will utilize the convention center and consume 1200–1800 hotel rooms per night.

TACTICS
◦ Hold sales team accountable for success toward 50 identified “target accounts” whose opportunity fits the profile and are currently sourcing venues for July 1, 2023 and beyond. Update this target list quarterly.
◦ Promote the “10 Million Reasons to Meet” incentive, offering complimentary convention center meeting space to appropriate groups.
◦ Continue the progress of last year’s staff additions toward stabilized production levels through extra marketing and communication, additional financial resources and increased in-market presence by GFLCVB leadership.
◦ Increase awareness of the project among key buyer communities by increasing visibility and engagement in leading industry associations, creating memorable in-market events and site visits and maintaining a robust social media campaign sharing progress and effectively conveying the “game changer” effect of project.
◦ Prioritize the focus of regionally deployed national sales executives to be larger targeted accounts by shifting unsolicited, small size meeting demand to the new “express meetings” department.
GOAL TWO

Compensate for the decrease in room demand while the convention center is closed for 22 months during construction phases.

STRATEGY
Increase the volume of smaller and midsize meetings that can utilize local venues and one to a few hotels to contain their meeting.

TACTICS
- Specifically target high volume producers of small to mid-size meetings with increased sales engagement, enhanced sponsorship and visibility and an increased number of destination previews.
- Create “express meetings” team dedicated to handling large volume of inbound demand for small meetings, thereby building a stronger focus and greater effectiveness in closing business from this segment.
- Host destination previews for each of the four largest third-party meeting sources and their customers.
- Identify non-traditional events, inside and outside the meetings industry to engage meeting planners, decision makers and C-Suite executives.
- Create memorable, innovative activations and engagement at key industry trade shows and meetings.
GOAL THREE

Secure value-minded large groups that can meet at the convention center during the construction of Phase 2.

STRATEGY
Identify and secure price-conscious, space-intensive groups greater than 400 rooms per night and will meet in the convention center despite the distraction from the surrounding construction.

TACTICS
◦ Proactively solicit top prospective accounts among the SMERF (social, military, education, religious and fraternal) segment that are traditionally driven by value and/or have difficulty finding venues that can allocate a greater amount of meeting space for their corresponding room block. Update this target list quarterly.
◦ Incentivize appropriate groups to book the convention center with the “10 Million Reasons to Meet” giveaway and other financial offers.
◦ Increase direct mail, email, social media and other marketing to the SMERF segment, highlighting the temporary opportunity to utilize a first-tier destination at second-tier pricing.

*It is worth noting that some groups have already been secured to arrive after the Phase 1 opening in Fall 2021, as well as those arriving after the entire project is complete in July 2023.
EXAMPLE TACTIC

2020 PCMA CONVENING LEADERS CONFERENCE
Greater Fort Lauderdale’s activation at the 2020 PCMA Conference in San Francisco enjoyed record attendance and attendee participation. By bringing the beach to the conference, GFLCVB engaged meeting planners as they hunted for treasure coins in the sand for meetings deals and supported Broward County’s sea turtle conservation efforts — all while learning about the convention center expansion.
EXAMPLE TACTIC
MEETINGS CO-OP AD
Co-op print ad featuring partner hotels and venues and promoting the convention center expansion and “10 Million Reasons to Meet” offer.
GLOBAL TRAVEL TRADE

We oversee all targeted marketing to key domestic and international travel trade influencers, including tour operators, travel advisors, online travel agencies (OTAs) and international inbound operators to reach the traveling consumer. The team is responsible for executing sales missions, special in-country advertising and promotions, attending consumer and travel trade shows, and organizing familiarization tours to connect with and influence key clients.
GOAL ONE

Increase and maintain brand awareness in domestic and international markets.

STRATEGY #1
Launch targeted trade and consumer cooperative campaigns.

TACTICS
◦ Develop tailored campaigns with timely messaging through alliances with travel consortia, associations and travel distribution companies including Virtuoso, Signature, CLIA and ASTA.
◦ Create language-specific brand assets for top-producing travel brands (tour operators/OTAs) for cooperative promotions in targeted international markets — UK/Ireland/Scandinavia, Germany/Austria/Switzerland, Canada, Brazil & LATAM.
◦ Leverage Brand USA, Visit USA and Discover America committees as co-op partners for value-add opportunities.
◦ Produce custom travel guide in six languages for distribution to travel trade and consumers — Queen’s English, American English, Spanish, Portuguese, French (Canadian) and German.
◦ Create brand kits in collaboration with new advertising agency with manageable assets for promotional initiatives in-country.
STRATEGY #2
Create unique and bold brand-building initiatives to take Greater Fort Lauderdale beyond traditional destination sales and marketing.

TACTICS

◦ Develop Creators Exchange – this initiative will bring artists from targeted domestic and international markets to experience Greater Fort Lauderdale, then collaborate with local artists to document their experience via their art (mural), video, interviews, etc. The artists will do the same in the target markets of Brazil, Canada, Philadelphia and Chicago. The activations will amplify the destination’s “Greater Together” messaging, raise brand awareness, create media coverage and offer collaboration between Broward County organizations and community goodwill.

◦ Cultivate local industry storytellers for missions, events, video content, press and social media opportunities.

◦ Create unique activations at select trade shows for enhanced buyer/influencer engagement.

◦ Create Greater Fort Lauderdale brand presence at travel trade and consumer shows like IPW.
GOAL TWO

Drive growth in the value and volume of leisure tourism.

STRATEGY #1
Captivate and inspire travel to the destination through travel intermediaries/influencers, including tour operators, international inbound operators, travel advisors and OTAs.

TACTICS

◦ Leverage research and key metrics to determine target markets and audiences.
◦ Cultivate and maintain engaged relationships with key buyers/influencers by attending select travel shows.
◦ Organize and execute custom missions (with partner participation) in key domestic and international markets to provide training and destination presentations.
◦ Conduct familiarization tours for product managers, sales agents and travel advisors to increase their awareness, packaging and sales of Greater Fort Lauderdale experiences.
◦ Leverage alliance with AAA Travel Club South for opportunities to train and influence their travel counselors and member representatives.
◦ Work with local partners to develop new product for inclusion in receptive and tour operator programs to expand appeal to international markets.
◦ Generate leads and referrals for local industry partners.
◦ Maximize market activity with in-country representation in the U.K./Ireland/Scandinavia (Hills Balfour) and Germany/Austria/Switzerland (Lieb Management Group). These dedicated teams are “always on” promoting the destination through regular operator and airline training, attending travel trade and consumer shows, working with press and managing in-country marketing campaigns.
STRATEGY #2
Capitalize on cruise travelers, converting cruise travelers into multi-night visitors to drive incremental room nights and increase spend.

TACTICS
- Develop working relationships with cruise lines for opportunities to network directly with their top-producing advisors.
- Develop promotional packages with hotels, attractions and restaurants for distribution to key travel advisors.
- Educate cruise planners/travel advisors at key cruise trade shows.
- Develop familiarization tours tailored for cruise planners.
- Partner with Port Everglades for joint cooperative initiatives with Cruise Planners and Cruise One (both have headquarters in Greater Fort Lauderdale).
- Proactive outreach to travel trade and cruise media with news releases about market development and package offers.
STRATEGY #3
Maintain and further develop Greater Fort Lauderdale Travel Academy.

TACTICS
- Continuously update and monitor travel academy to ensure up-to-date information.
- Review opportunity to develop loyalty program.
- Increase number of graduates by converting current enrollee list of over 5,000 advisors to new graduates.
- Scale relationship with Oasis Travel Network, Cruise One and Cruise Planners for their new travel programs to engage in our academy.
- Proactively engage graduates through a private Facebook page and direct promotional activity including newsletters, e-promotions, etc.
GOAL THREE

Increase and maintain international airlift to Fort Lauderdale–Hollywood International Airport (FLL).

STRATEGY
Coordinate efforts with FLL to attract new and maintain air service to Greater Fort Lauderdale.

TACTICS
- Create and execute air service development plan — cooperative marketing funds dedicated to support new international service.
- Support FLL route development team at relevant events locally (new launches) and globally (world routes).
- Engage local airlines representatives for promotional opportunities and trainings.
- Organize events/missions targeting new service from domestic markets.
GOAL FOUR

Cultivate relationships to build scale for sharing the importance of leisure tourism.

STRATEGY
Foster relationships with local and regional partners for tourism promotion and community outreach.

TACTICS
- Partner with Discover Palm Beaches to leverage marketing dollars, cross promotion and place branding at select events.
- Engage local industry at quarterly events; providing up-to-date product and planning information.
- Offer formal trainings for industry.
- Conduct site visits to traditional and non-traditional partners to advocate for GFLCVB and support new product offerings and itineraries.
- Continue to “connect the dots” for our local partners to ensure correct product placement, client networking, etc.
DIVERSITY, EQUITY AND INCLUSION

Our mission is to foster a culture of acceptance for all genders, ethnicities, religions, beliefs, ages and people with disabilities. The department also works to increase market 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 ONE

Increase LGBT+ and mainstream room nights to Greater Fort Lauderdale and increase destination awareness as one of the most diverse and inclusive destinations in the world.

STRATEGY
Develop and grow relationships with Corporate America and LGBT+ allies, educating them about Greater Fort Lauderdale’s leadership in global diversity and inclusion as the ideal location for a meeting and/or vacation.

TACTICS
- Host an annual global LGBT+ Think Tank attended by key global LGBT+ visionary leaders, as well as key corporate U.S. leaders.
- Distribute a white paper 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.
GOAL TWO

Increase the destination’s share of the LGBT+ leisure and meetings business and by 2025 be in the top five LGBT+ destinations in the U.S.

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
- Use the #CelebrateYou hashtag 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 four lesbian events in Provincetown.
GOAL THREE

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.

TACTICS
○ Target non-traditional U.S. cities like Cincinnati, Columbus and Dallas through marketing and public relations.
○ Continue to grow key feeder markets including Northeast, Midwest and California.
○ Target International markets with direct service including Canada, U.K., Spain, France, Brazil, Argentina and Colombia, as well as key feeder markets such as Germany.
○ Collaborate with the Colombian LGBT Chamber of Commerce, focusing driving Colombian visitation to Greater Fort Lauderdale.
○ Develop and grow relationships with key LGBT+ leaders and organizations in Brazil.
○ Continue an integrated approach to social media, print and digital placements.
GOAL FOUR

Increase LGBT+ niche market segment tourism and awareness to Greater Fort Lauderdale.

STRATEGY
Inform the LGBT+ traveler that Greater Fort Lauderdale is home to the largest resident LGBT+ community with the most gay-owned and operated businesses in Florida.

TACTICS
- Weave transgender, lesbian, gay and diverse family images throughout 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.
GOAL FIVE

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 world.

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+ destinations in the world.
- Educate the younger LGBT+ traveler that Greater Fort Lauderdale is Florida’s sunny, cosmopolitan, youthful, progressive and hip gay capital.
- Increase visibility with key global LGBT+ influencers.

LGBT+ SUPPORTED DESTINATION EVENTS:
- Pride of the Americas, April 2020
- Stonewall Pride, Wilton Manors, June 2020
- Flock Fest, Fort Lauderdale Beach, July 2020

LGBT+ TRAVEL SHOWS AND CONFERENCES:
- FITUR, Madrid, January 2020
- WTTC, Puerto Rico, April 2020
- LGBT Week, NYC, May 2020
- IGLTA Global Conference, Milan, Italy, May 2020
- LGBT Conference, Sao Paulo, Brazil, June 2020
- G Network LGBT Conference, Buenos Aires, August 2020
- NGLCC, Las Vegas, August 2020
- Southern Comfort Transgender Conference, Fort Lauderdale, August 2020
MUSIC, CULTURE AND SPECIAL PROJECTS

We focus on promoting creative cultural tourism, concerts, special events, nightlife and entertainment, creating opportunities with a direct positive impact on tourism generated from these market segments.
GOAL ONE

Promote Broward County as a live music hub, showcasing Greater Fort Lauderdale as a key destination for live music, concerts and entertainment venues as well as entice music festivals and opportunities to the destination.

STRATEGY
Promote music incentives in an effort to lure headline acts working with concert venues in Broward County.

TACTICS
- Work closely with our live music venues, from smaller concert venues to large arenas throughout Broward County.
- Host key music festivals in the destination.
- Expose the destination and the music brand through participation at key music festivals.
- Promote Greater Fort Lauderdale’s nightlife entertainment.
GOAL TWO

Showcase Broward County’s creative scene to the community and visitors.

STRATEGY
Cultivate the power of arts and culture through experiences at events that are authentic, yet edgy and unique.

TACTICS
- Create national campaigns showcasing the local creative scene.
- Design and execute concept for Broward County’s signature event 2020 in collaboration with the Broward Cultural Division.
- Promote the Create map and Create Program to vendors and concierge association.
- Expand Create program integrating the “hip to have kids” concept where “families” are presented from a creative, innovative and futuristic standpoint.
- Collaborate with Fort Lauderdale-Hollywood International Airport on artistic initiatives.
We build and maintain government relationships, and create partnerships with meeting planners, organizational decision makers, along with local and national media so that we continue to increase multicultural visitation and to ensure that Greater Fort Lauderdale remains the destination of choice for individuals of color.
GOAL

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

Foster new relationships and leverage existing partnerships with key decision makers within diverse groups.

TACTICS

◦ Focus on developing relationships with affinity/resource groups to enhance group business.
◦ Enhance relationships with the domestic Hispanic market and create greater brand awareness.
◦ Develop a national campaign to connect with the African/Hispanic American market via LinkedIn or other social media outlets. (Use GFLCVB promotion of “10 Million Reasons to Meet” in Greater Fort Lauderdale).
◦ Collaborate with the appropriate local municipalities on events that can enhance our visitors tourism experiences.
◦ Host a variety of multicultural events:
  ◦ Africa Umoja, February 25 – March 8, 2020
  ◦ Jazz in the Gardens, March 13 – 15, 2020
  ◦ The 4th Annual Taste the Islands Experience, May 9 – 10, 2020
We continually strive to enhance visitor experiences and partner engagement to positively influence repeat and referral business to Broward County.
GOAL ONE

Exceed attendee and meeting planner expectations by providing destination management services from transportation to offsite events for convention groups.

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 excellent 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
Build attendance 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 compelling experiences for meeting and group attendees and destination visitors from the point of arrival through departure.

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 and 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.
GOAL TWO

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
- Integrate “SUNsational Service” training customer service classes to an online platform in partnership with Hospitality Excellence, opening the program up to more hospitality and county employees.
- 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.
● Expand approved vendor list and promote competition by assisting in onboarding process.

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 THREE

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 through the creation of wedding vendor partner collaborations.

TACTICS
- Present all related activity options including engagements, bachelor/bachelorette weekends, honeymoons and 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.
- Create a partnership opportunity with hotel event and catering managers.
SPORTS DEVELOPMENT

We promote amateur, collegiate, Olympic, recreational and professional sports, and lure premier events, tournaments, championships, board meetings and conferences to Greater Fort Lauderdale.
**GOAL ONE**

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 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 SportAccord, Wings for Life Run, and Orange Bowl.
GOAL TWO

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 tradeshows 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 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 THREE

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

STRATEGY
Showcase Broward County as a year-round destination for sporting events and 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.
PAID MEDIA

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.
- Maximize budget efficiencies and reach through partnerships.
- Utilize the findings from reports to choose the most effective outlets and target markets.
- Research new markets.

TARGET AUDIENCE - BY DEMOGRAPHICS

- Active adults 21–51 (Primary)
- Young adults 21–34 (Secondary)
- HHI - $100,000+ (Primary)
- HHI - $75+ (Secondary)
- Target by defined brand personas
- Domestic Hispanic (English and Spanish speaking)

DOMESTIC FALL/WINTER MARKETS
New York City, Chicago, Boston, Dallas, Austin, Philadelphia, Washington D.C., as well as review emerging markets (e.g. Ohio)

DOMESTIC SPRING/SUMMER MARKETS
Drive Markets: Tampa/St. Petersburg, Miami/Fort Lauderdale, West Palm Beach, Naples/Ft. Myers, Orlando, Washington D.C., New York City, Dallas, Houston, Atlanta

INTERNATIONAL MARKETS
U.K., Canada, Germany, Sweden, Latin America, Brazil

TIMING
October 2019 - March 2020 (Fall/Winter)
April 2020 - September 2020 (Spring/Summer)
October 2020 - March 2021 (Fall/Winter)
PAID MEDIA: PRINT & OUT OF HOME LANDSCAPE

STRATEGY
Maintain presence in high visibility publications and locations for brand awareness with enhanced advertorial content in magazines. Corresponding digital programs will amplify reach and frequency.


Out of Home includes: Sun Media boards outside of Fort Lauderdale-Hollywood International Airport (FLL) and presence in the New York market with XTronx.
Coats Off. Swimsuits On.

This is how winter in Greater Fort Lauderdale.

If you and your girlfriends are in need of a getaway, Greater Fort Lauderdale offers an easy escape from the cold. From luxury hotels on the water to our 23 miles of coastline, you'll meet a new kind of winter blues.

Go from shoreline to shore, where casual waves in between the vibrant energy of the city. Stroll the quaint streets of Las Olas Blvd, and browse through the art galleries and trendy boutiques. Pick up a designer bikini that many celebs are seen in at Miami Beach, or shop in a vintage store, or visit a fun venue at The W Hotel or Wilton Manors. The perfect vacation spot is out there waiting for you.

Blue skies are always on the menu.

Dining out in Greater Fort Lauderdale really means doing it at a waterfront restaurant and overlooking the beach, or overlooking the yachts going by on the Intracoastal Waterway. It's not a girl's trip without brunch - head over to Oceanic for the Surf and Turf Benedict and Omelets, and be seated along the sands of Pompano Beach. Or do brunch at Southside at the Riverside, while sipping bottomless mimosas and bloody marys.

Happy hours have more happy.

When the sun goes down, nightlife heats up. So cocktails in the sky at The Delray's Sp籄vitch Bar, then return to street level for the newly opened garden Rhythm & Vine. The Flamingo Village bar has a different food truck and guest DJ every night. Lastly stop by The Wharf on the New River for some great photo ops.

Pencil in some paradise.

Your busy schedules mean you've been busy. Warm up this winter in Greater Fort Lauderdale, and you'll come back with a fresh point of view.

Visit sunrayng
PAID MEDIA: DIGITAL LANDSCAPE

STRATEGY

Digital outlets include: Trip Advisor, NYTimes, Meredith (Travel & Leisure, Food & Wine), Travelocity, Expedia, Matador, Conde Nast Traveler, Travel Zoo, paid social media and LinkedIn, Smart Reach Digital (ESPN and other high-traffic sites), Pad Squad (Elle, Bloomberg, NBC News, Esquire, Food Network, SimplyRealMoms, etc).

Online programs will be chosen based on high index against target audience usage habits.

Use “always on” strategy for digital outlets that consistently produce highest ROI.

Utilize tactics such as mobile ads, retargeting, geofencing, behavioral contextual targeting, video.

Utilize new content creation strategy via copy, video and images.
PAID MEDIA: GROUP SALES

As the Greater Fort Lauderdale / Broward County Convention Center is undergoing a transformative $1 billion renovation and expansion project, now is the time to ramp up the marketing communication for bookings in 2021 and beyond.

**Media Outlets for both print and digital include:** Northstar Media Group, ASAE, PCMA, Connect, Meetings Professional International, Meetings Today, Prevue Meetings Co-op program available for partner participation.
PAID MEDIA: MULTICULTURAL

STRATEGY
Support of local events and programs through partnerships with key community leaders with Latin, Caribbean and African American interests and neighborhoods (e.g. Taste of Caribbean / Cricket / ICABA / Synergy Summit)


Digital Outlets: RCMA, CNN en Español

Radio Outlets: iHeart Radio, Cox Media Group, Entercom, WAVS-AM
PAID MEDIA: LGBT+

STRATEGY

**Domestic:** Instinct, Q. Digital, Channel Q. Pride Media which includes sites such as Advocate, Out, OutTraveler, Hivplusmag, The Gay AdNetwork, Proud Parenting, Hot Spots, South Florida Gay News, Curve, Curve Magazine, Man About World, Las Vegas Magazine

**International:** Via–G Magazine, Gaydio, GayTimes, G–Scene, Diva Mag, Tom On Tour
PAID MEDIA: GLOBAL TRAVEL TRADE

Current International Markets include U.K., Canada, Germany, Sweden, Latin America and Brazil.

MARKET OUTLOOK

◦ Summer 2019 was the first time international travel showed a downward trend and inbound travel from emerging markets is slightly down.

◦ Year-to-date traffic at FLL is up 2.5% even though, total passenger traffic for summer was down.

◦ With new service by Swoop to Winnipeg, Air Transit to Vancouver and the return of Sunwing, this season looks very positive for Canadian service.

◦ Reduction by Norwegian and the departure of British Airways in early September had a significant impact on international passenger traffic. This does not mean Greater Fort Lauderdale ignores the U.K. market.

CUSTOM MULTI-CHANNEL PROGRAMS

The Global Travel Trade department is currently working on custom programs to offer partners.

Media Outlets: Ladevi, Apple Leisure Group, Panrotas, Vacances Air Canada, TravelAlliance Media,
Air Transat, Virtuoso, Azul, Travelport, Signature Travel Network
MEDIA SPEND BUDGET RECAP

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CO-OP OPPORTUNITIES

The leisure consumer co-op opportunities include programs with effective media outlets such as New York Times, Condé Nast, Travelocity, Trip Advisor, Coastal Living, PadSquad, Meredith and Smart Reach Digital. Cost to participate in the programs varies from $1,500 and up.

- **e-newsletters**: Email programs such as NYTimes Great Getaways, Chicago Tribune AdMail and Your Travel Insider and opportunity to promote special offers, promotions or content.
- **Travelocity Roaming Gnome**: Gnome highlights attractions, restaurants or hotels.
- **Condé Nast**: 6-page advertorial; opportunity to travel to NYC and meet editors in May 2020.
- **Trip Advisor**: Continue to build on the success of this program. Campaign featuring content will target consumers researching or planning a trip and retarget based on their interest in primary markets.
- **NYTimes**: Flex Frames continues to perform extremely well driving CTR 2-3x above industry benchmarks. The program will contextually target Travel, Food & Cooking, Arts, Fashion and Style to all platforms.
- **New York Times T. Magazine**: Image and copy in the following issues: March 2020 — Sunday Voyages, Florida Advertorial Section; May 2020 T. Magazine Summer Travel Family Travel Advertorial.
- **Travel & Leisure**: Content, image and logo.
- **Food & Wine**: Content, image and logo.
MEET THE TEAM

STACY RITTER
President & CEO

ED SIMON
Executive Vice President

KARA FRANKER
Senior Vice President Marketing & Communications

ANTHONY CORDO
Senior Vice President Administration

NOELLE STEVENSON
Vice President Music, Culture & Special Projects

TRACY VAUGHAN
Senior Vice President Tourism Sales

RICHARD GRAY
Senior Vice President Diversity Equity & Inclusion

ALBERT TUCKER
Vice President Multicultural Business & Government Affairs

MICHAEL POUEY
Vice President Group Sales

MIKE SOPHIA
Vice President Sports Business Development

ALBERT TUCKER
Vice President Multicultural Business & Government Affairs

MICHAEL POUEY
Vice President Group Sales

MIKE SOPHIA
Vice President Sports Business Development

NOELLE STEVENSON
Vice President Music, Culture & Special Projects
KIM CANTER
Senior Executive Marketing & Communications

JOHANA DA VILA
Project Coordinator Marketing & Communications

CAITLAN ETCHEVERS
Senior Manager Tourism Sales

SASKIA FISHER
Sports Business Development Manager

JUSTIN FLIPPEN
Business Relations Manager Destination Services

RAQUEL FLORES
Assistant Tourism Sales

LOREN FORCIER
Housing Services Manager Destination Services

ELENA GLADSTONE
Regional Sales Executive Southeast

KATHY HALL
Administrative Specialist

CANDACE HARTSELL
Senior Business Intelligence Manager

DION JAMES
Regional Sales Executive Mid Atlantic

LIZ KARA
Regional Sales Executive Midwest

Greater Fort Lauderdale 2020 Growth Plan 85
MEET THE TEAM

LIZZY LIDDELL
Assistant to the President & CEO

JONELL MODYS
Senior Executive Marketing & Communications

LISA LIPFIELD
Convention Sales Assistant

ANGELLA LOPEZ
Regional Sales Executive Multicultural Business Development

IVONNE MACMILLAN
Senior Manager, Marketing & Communications

ANGELLA LOPEZ
Regional Sales Executive Multicultural Business Development

GABRIEL MARTINEZ
International Manager Tourism Sales

HEATHER MILLER
Regional Sales Executive Midwest

KRISTEN NORONA
Specialist Music, Culture & Special Projects

FRANK PADIN
Warehouse Supervisor Marketing & Communications

DAWSON PRITCHETT
Sports Business Development Manager

JULIET ROACHE
Convention Sales Assistant

GONZALO RUBIO
National Manager Tourism Sales
AMBER VANBUREN
Senior Executive Marketing & Communications

JENNIFER SENA
Regional Sales Executive Northeast

CELIA THOMPSON
Administrative Coordinator

FRED TRIMBLE
Regional Sales Executive Mid Atlantic

ANNA LEVIN SEGAL
Sales Executive

GILBERT VILLARD
Regional Sales Executive Southeast

RITA WELLS
Partner Relations Manager Destination Services

AGNES ZARANSKI
Regional Sales Executive Northeast

Not Pictured:
Kelly Tortorielo
Heidi Barfels
Sophia Jones
Barbara DeMott
Valerie Troutman
Patti Hachmann
THANK YOU

We are excited to take you along this journey and see where the next decade takes us.

Together, we will continue to celebrate our past as we elevate our impact on the tourism industry — and our community.

@VisitLauderdale | sunny.org
GREATER FORT LAUDERDALE
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954-765-4466

Coconut Creek • Cooper City • Coral Springs
Dania Beach • Davie • Deerfield Beach
Fort Lauderdale • Hallandale Beach • Hillsboro Beach
Hollywood • Lauderdale-By-The-Sea • Lauderhill
Lauderdale Lakes • Lazy Lake • Lighthouse Point
Margate • Miramar • North Lauderdale • Oakland Park
Parkland • Pembroke Park • Pembroke Pines
Plantation • Pompano Beach • Sea Ranch Lakes
Southwest Ranches • Sunrise • Tamarac • Weston
West Park • Wilton Manors

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