Marketing Advisory Committee Meeting

Tuesday, October 27, 2020
Ina Lee,
MAC President

Call to Business

VISIT LAUDERDALE
CVB Update

Kara Franker,
Senior Vice President,
Marketing &
Communications

VISIT LAUDERDALE
Big News!

WE WERE NOMINATED FOR AN EMMY FOR OUR GFL HISTORY VIDEO!

WINNERS ANNOUNCED IN DECEMBER

CLICK TO WATCH VIDEO
Market Update

YEAR-TO-DATE (JAN 1 - OCT 17) COMPARED TO SAME TIME LAST YEAR:

- Occupancy: 50% (-34.1%)
- ADR: $120.48 (-15.8%)
- RevPAR: $69.29 (-37.8%)
- Demand (rooms sold): down 33.0%
- Reported hotel revenue: down 36.3%

STR Report (Jan 1 - Oct 17, 2020)
For the second week in a row, GFL recorded our highest weekly occupancy rate (51%) since the beginning of the pandemic.

We experienced a 4% increase in ADR over the past 4 weeks.

GFL recorded our best RevPAR since mid-March at $49.85.

RevPAR has increased 15% over the last two weeks.

Demand (rooms sold) has increased 10% during the last two weeks.

Reported hotel revenue has increased nearly 14% during the last two weeks - recording our highest weekly revenue since mid-March.

Increase in Demand

WEEK OF OCTOBER 11 - 17:

- For the second week in a row, GFL recorded our highest weekly occupancy rate (51%) since the beginning of the pandemic.
- We experienced a 4% increase in ADR over the past 4 weeks.
- GFL recorded our best RevPAR since mid-March at $49.85.
- RevPAR has increased 15% over the last two weeks.
- Demand (rooms sold) has increased 10% during the last two weeks.
- Reported hotel revenue has increased nearly 14% during the last two weeks - recording our highest weekly revenue since mid-March.

STR Report (Jan 1 - Oct 17, 2020)
TDT Revenue Collections

- Revenue through August 2020 down 41% compared to same time last year
- As traveler confidence grows, Greater Fort Lauderdale is seeing the year-over-year gap in TDT collections shrink
  - April down 91% over previous year
  - May down 84% over previous year
  - June down 50% over previous year
  - July down 56% over previous year
  - August 47% over previous year
Increase in Lift

- Hundreds of departures scheduled to our traditional northern U.S. winter markets.
- Marketing efforts are tentatively shifting to "Stage 2" of Recovery Plan, expanding digital advertising to drive demand.
- Slide and update courtesy of Steve Belleme:

Domestic Service Comparison

In October 2019, FLL had 255 daily domestic departures to 75 domestic destinations
Today FLL has 140 scheduled daily domestic departures to 63 domestic destinations

FLL has nonstop service to:
- All of its top 10 markets
- 26 of the top 25 markets
- 47 of the top 50 markets

No Service
- Islip (Jan)
- Minneapolis (Nov)
- Kansas City (Nov)

Data source: Cirium/DHIO Schedule data
Travel Sentiment

Progressive up-tick in willingness of respondents to attend large events

- Nearly one-third (29%) are willing to attend a large OUTSIDE event (up 12% from two weeks ago.)
- One in five (19%) are willing to attend a large INSIDE event (up 27% from two weeks ago.)

Engine Group’s “Pulse of the Consumer” survey Oct 9-11, 2020

Would you be willing to attend the following RIGHT NOW?

- 28% SAY YES
  - Any (net)
- 25% SAY YES
  - A large OUTSIDE event, such as a sporting event, concert or festival
- 16% SAY YES
  - A large event INSIDE an arena or public building, such as a concert, sporting event, or convention
**Travel Sentiment**

Only 28% considering at least one holiday season trip, compared with 53% last year.

**AMERICANS’ TRAVEL PLANS FOR THE HOLIDAY SEASON**

**AS OF OCTOBER 18TH**

**WILL TRAVEL FOR THE HOLIDAYS**

- Yes, 28.2%
- Average = 2.4 trips
- No, 71.8%

**REASONS FOR NOT TRAVELING THIS HOLIDAY SEASON**

- Fear of COVID-19: 45.2%
- Do not want to risk the health and safety of my loved ones: 37.9%
- I do not want to travel anywhere right now: 34.2%
- Not comfortable flying: 21.0%
- Cases are spiking where I live: 17.4%
- Financial reasons: 16.1%
- Cases are spiking where my family lives: 13.1%
- My family does not want me there: 5.6%

**QUESTIONS**

**QUESTION: DO YOU HAVE ANY TRAVEL PLANS (EVEN IF TENTATIVE) FOR THE HOLIDAY SEASON THIS YEAR?**

(Basis: Wave 32 data. All respondents, 1,304 completed surveys.)

**QUESTION: WHICH ONE BEST DESCRIPTIONS WHY YOU WON’T TRAVEL FOR THE HOLIDAY SEASON THIS YEAR? (SELECT ALL THAT APPLY)**

(Basis: Wave 32 data. Respondents not planning travel in holiday season, 911 completed surveys.)
Travel Sentiment

- Local hotel partners are reporting an increase in small group business such as family events and holiday parties.
- Restaurant partners are seeing similar interest and some are reporting an increase in corporate catering.
- 40% of convention travelers say they have plans to attend a convention/group meeting event in the next year. Trust in both the conference organizers and institute protocols that look out for attendees’ health has also grown significantly.

Destination Analysts - Wave 32
Travel Sentiment

Nearly 70% of respondents say that featuring masked travelers in travel ads is positive.

OPINIONS ON FACE MASKS IN TRAVEL ADVERTISEMENTS
AS OF OCTOBER 11TH

- Very positive: 38.0%
- Positive: 31.2%
- Neither positive nor negative: 19.9%
- Negative: 6.1%
- Very negative: 3.7%
- I don’t know: 1.2%

**QUESTION:** The people appearing in this advertisement were wearing masks. Which best describes how you feel about use of masks in this advertisement?

(Based: Wave 35 data. All respondents, 1,203 completed surveys. Data collected Oct. 9-11, 2020)
Marketing Dashboard: Executive Summary

Impressions: 34.8M
Clicks: 157.6K
Spend: $478K

Platform Impressions Clicks Spend rCPC rCTR
1. Google 6,975,776 21,954 $26,915 $1.22 0.31%
2. SunMedia 6,489,390 - $34,000 - -
3. Facebook 4,117,785 46,488 $20,040 $0.45 1.13%
4. Instagram 4,033,761 27,994 $20,652 $0.75 0.68%
5. Entercom 3,714,729 13,101 $103,031 $7.86 0.35%
6. Instinct 2,538,613 6,792 $12,499 $1.86 0.27%
7. MPI 1,857,000 - $25,550 - -
8. PrideMedia 900,132 960 $8,334 $8.68 0.11%
9. Twitter 892,697 6,472 $6,747 $1.04 0.72%
10. QDigital 616,544 744 $11,517 $15.61 0.12%

Accuracy of this data is dependent on 3rd party reporting data. Aqua is not responsible for any errors, misattribution, etc. resulting from data provided by 3rd party platforms/ vendors. Also note there is typically a 5:1 display in metric aggregation.

Video Completes: 466.9K
Email Opens: 113.8K

Leisure Paid
Impressions: 25.9M
Clicks: 118.2K
Spend: $248,868

Niches/LGBT+/MC
Impressions: 4.5M
Clicks: 13.9K
Spend: $38,909

Meetings Paid
Impressions: 4.4M
Clicks: 25.6K
Spend: $190,483
Our New Branding
Our New Brand

POSITIONING STATEMENT

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.
Our New Brand

BRAND DEFINITION

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—all while providing a safe and clean experience in the new normal.

People from over 170 countries, speaking more than 147 languages call Broward County home. They are our welcoming committee into distinctive neighborhoods that are alive with culture, flavors and activities.
Brand Personality

The following traits are synonymous with the destination, and will help express the brand’s personality.

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

DIVERSE & INCLUSIVE
Diversity is in our DNA. We welcome everyone under the sun 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.
Brand Promise

Featuring a diverse community that is truly greater together, in Greater Fort Lauderdale we welcome everyone under the sun.

TAGLINE RATIONALE: EVERYONE UNDER THE SUN

As a destination synonymous with bright, sunny days, and renowned for an inclusive and welcoming atmosphere, "Everyone Under the Sun" is a tagline that encompasses our diverse community of visitors and residents as well as our picturesque, beautiful weather. Represented in our website URL (sunny.org), logo design, and previous messaging, the sun is an integral part of Visit Lauderdale’s identity. This is a warm and welcoming destination where all kinds of people from around the world can enjoy bright, sunny days with a plethora of activities throughout our 31 diverse communities.
**Brand Elements**

**FONT**

In keeping with the established art deco-style, Neutra Text TF will continue to be used as the primary typeface for all headlines and copy. Depending on the campaign, alternative display fonts may be used for headlines only.

**EVERYONE UNDER THE SUN**

everyone under the sun

**COLOR PALETTE**

Inspired by the sea and our surroundings, our color palette includes multiple cool, ocean hues paired with a warm contrasting yellow for a bright and clean balance.
Brand Elements

PHOTOGRAPHY + VIDEO

Our photography should move and inspire the viewer. Visual drama and a sense of warmth is important to this brand. Sharp high- and low-angles, first-person perspectives, subtle sun flares, and capturing the natural, authentic experience should be the goal when showcasing our destination.
Brand Elements

PHOTOGRAPHY + VIDEO

Illustrating diversity is also essential to our brand. Talent should reflect the vast variety of identities that make up our visitors and community. Additionally, geographical diversity is important to show as Greater Fort Lauderdale includes 31 different municipalities, all with unique qualities and offerings.
Logo Deep Dive: Local
Logo Deep Dive: State
Logo Deep Dive: Other
New Logo Options:

1. [Logo 1]

2. [Logo 2]

3. [Logo 3]

4. [Logo 4]

5. [Logo 5]

[CLICK FOR LOGO SURVEY]
Ideas for the Big Reveal

POP-UP VIDEO CONCERT
CRAFT BEER HOTEL PACKAGE
MURAL FUN RUN DESSERT COCKTAIL FESTIVAL
DECAL MASKS EVENT
SHIRT ART
VISIT LAUDERDALE

New Creative
"Social Distancing in Style"

[ click image to watch ]

"Everyone Under the Sun":30 TV spot

[ click image to watch ]
Room to Roam

"Sun-drenched days, epic stays and good clean fun aren’t cancelled in Greater Fort Lauderdale. Our hotels, attractions and restaurants have taken the Visit Lauderdale Safe + Clean Pledge so you can relax and explore with confidence. Learn more at sunny.org"
Social

Display Banners
"Powered by Possibilities"
MEETINGS

WHAT WILL YOUR NEXT MEETING LOOK LIKE?
[ click image to watch ]

"Shaping the Recovery Curve"
GLOBAL LEISURE SALES

[ click image to watch ]
Going Virtual

VIRTUAL SITE TOUR SERIES
Launched in July, these live, bi-monthly virtual site tours bring the destination’s top venues directly to meeting and event planners.

GLOBAL LEISURE SALES VIRTUAL WEBINAR SERIES
Launched in July, live, bi-monthly webinars for the travel trade, each featuring a variety of partners to suit the webinar theme.

[ click image to view playlist ]

[ click image to view playlist ]
"THINGS TO DO FOR LABOR DAY WEEKEND IN GREATER FORT LAUDERDALE"

[ click image to view article ]

"10 THINGS TO DO IN GREATER FORT LAUDERDALE"

[ click image to view PDF ]

"TOP 8 WAYS TO CELEBRATE HALLOWEEN IN GREATER FORT LAUDERDALE"

[ click image to view PDF ]

"TOP 8 GREATER FORT LAUDERDALE EXPERIENCES FOR REMOTE WORKING FAMILIES"

[ click image to view PDF ]
Public Relations Highlights

- “In The Kitchen” TV Series with Eye on South Florida - 10 episodes in partnership with the Greater Fort Lauderdale Food & Wine Festival, showcasing diverse culinary scene and highlighting Safe & Clean Pledge
- Virtual sports series launching in fall - virtual site tours of top venues in the destination to showcase our impressive offerings
- Destination PR for Fort Lauderdale International Boat Show, Exotics on Las Olas and Fort Lauderdale Art & Design Week
- Story placements in top tier national and local media outlet as a result of proactive pitching and reactive messaging
- Will soon launch new website page with deals and stories on GFL as a great destination for remote working/online learning
- Talking points for CEO and EVP webinar appearances including: South Florida Tech, Destinations International, MPI-SFL, FRLA and SMPS
- Editorial direction for PCMA native articles
Social Media Update

CURRENT INITIATIVES

- Promoting upcoming major events, including Fort Lauderdale International Boat Show, with emphasis on event safety measures
- Highlighting group and travel trade virtual sales efforts including Virtual Site Tour Series, Meeting Planner’s Wellness Seminars and Travel Trade Virtual Webinar Series on industry social media channels
- Dynamic, new paid social ad creative promoting leisure travel, Safe + Clean, events, LGBT+ travel and meetings
- Planning holiday coverage, including live, virtual “Story Time with Santa” collaboration with Winterfest
- Upcoming drone photographer collaboration in 2021
Social Media Update

RECENT HIGHLIGHTS

- Created Social Media 101 presentation, which will kick off a fully-developed marketing webinar series in 2021
- World Red Eye “Social Distance in Style” video promoted on social media and web to target millennials
- Partnered with Social Media Influencer/Travel Expert Emily Kaufman for LauderDeals satellite media TV tour reaching top drive markets
- Matador Network “Life on the Water” campaign including brand-new video and corresponding experience article posted across social and web – expected to receive 3.8 million impressions
- PCMA White Paper social media campaign highlighting destination health and safety standards to meeting planners
- LauderDeals paid and organic social media campaigns, including partner social media splash efforts to leverage CVB and partners collective voice
- Support U.S. Travel initiatives including Virtual Road Trip and Let’s Go There campaigns
Website Highlights

- Addressing photo rights issue
- Refreshed main landing page
- In the process of revamping entire LGBT+ Section
- Redirected Underground pages and changed the look of the Film Permit page to the look of the main sunny.org brand
- Added new articles written by Ivonne MacMillan
- Launched a Photo Asset Library for media use
Multicultural Update

- Working with Blacks in Travel & Tourism (BTT) and Stephanie Jones
- CVB staff are undergoing DEI training
- Recently completed a black traveler survey that we will be reviewing soon
- Submitted a statement on multicultural travel to the County Administrator for approval
- Job posting for VP of Multicultural is forthcoming
- Started a multicultural committee and waiting for new VP to take the reigns and lead it
Upcoming Program Support

- FLIBS - October 28-November 1, 2020
- FLIFF - November 5-22, 2020
- Exotics on Las Olas - November 15, 2020
- Fort Lauderdale Air Show - November 21-22, 2020 (County approval pending)
- Winterfest - Story Time with Santa 12/5 at 7:30pm, TV special 12/12
- Holiday celebrations across Broward County's 31 municipalities
- Art Fort Lauderdale - January 23-26
- Fort Lauderdale Art & Design Week - January 16-24
- SOBEWFF - February 24 - 28, 2021 (tentative)
- Greater Fort Lauderdale Food & Wine Festival - March 17-21, 2021
- Las Olas Wine & Food Festival - Rescheduled for April 16, 2021
- Tortuga Music Festival - Rescheduled for November 12-14, 2021
Supporting Boutique Properties

- Photo/video shoot at boutique properties this week
- Assets shared with properties, and used by GFLCVB for marketing purposes including:
  - “Top 10 Reasons to Stay at a Boutique Hotel in GFL” article on Sunny.org, promoted through social media channels and native advertising
  - Superior Small Lodging landing page refresh on Sunny.org, featuring new photography and video
  - 1-minute video featuring boutique properties, promoted through social media, public relations and paid media
- Outreach and planning for individual press trips surrounding offerings
Growth Plan: Content

MESSAGE FROM THE PRESIDENT

INTRODUCTION
- Resiliency + Recovery
- Organizational Values
- Vision and Mission
- Evolving Brand Attributes

DESTINATION MARKETING OVERVIEW

CURRENT SITUATION ANALYSIS

KEY GFLCVB ORGANIZATION GOALS

MARKETING AND COMMUNICATIONS
- Key Performance Indicators
- Paid Media
- Content Development
- Email Marketing
- Community Outreach
- Social Media
- Public Relations

CONVENTION AND GROUP SALES

SPORTS DEVELOPMENT

GLOBAL TRAVEL TRADE

DIVERSITY, EQUITY AND INCLUSION

MULTICULTURAL

FINANCE, ADMINISTRATION AND EXECUTIVE DEPARTMENTS

BUDGET SUMMARY

MEET THE GFLCVB TEAM
LauderDeals Update

PARTNER SURVEY TESTIMONIAL HIGHLIGHTS:

• “Great way to stimulate business for yourself and the whole area.”
• “Free promotion through CVB. Great results. The promotion works!”
• “The advertising helps not only the individual business, but the City they are in also gains exposure, which benefits the County.”
• “Our destination needs to promote "deals" right now more than ever.”
Results

PAID DIGITAL
Over 12 M campaign impressions since June with 100K+ campaign pageviews

SOCIAL (ORGANIC)
- More than 115 posts with emphasis on LauderDeals business that have taken the Safe + Clean pledge.
- 3 LauderDeals features on Instagram and Facebook Stories resulting in 110K+ impressions, and additional exposure through social media influencer visits.

EARNED MEDIA COVERAGE
Secured 50-plus articles this summer with notable hits including: MSN.com, Yahoo.com, Tampa Bay Parenting, ABC Action News Tampa, Sun Sentinel, Miami New Times, Travel Weekly, Patch.com and more.
Safe + Clean Update

- Continuing to encourage businesses to take the Safe + Clean Pledge and pushing this messaging across all channels.
- Being recognized as a safe and clean destination is one of the most important factors for travelers when planning a visit.
- More than 350 businesses have taken the pledge
thank you!

VISIT LAUDERDALE