

Position Analysis

The goal of all CVB marketing efforts is to position Greater Fort Lauderdale in the minds of domestic and international travelers as a desirable year-round destination and to increase the intent to travel to Greater Fort Lauderdale and ultimately increase total visitation and positive economic impact in the County.

Greater Fort Lauderdale, where casual meets chic, is a year-round warm weather destination with a genuine vibe that revolves around its water culture.

As the official destination marketing organization charged with promoting Broward County as a leisure travel and meeting destination, the Greater Fort Lauderdale Convention & Visitors Bureau plans and implements a variety of sales and marketing initiatives to increase the economic impact of travel to Broward County. This marketing plan is the roadmap guiding all GFLCVB sales and marketing efforts to maximize our return on investment.

Greater Fort Lauderdale welcomed 10.8 million visitors in 2008, eclipsing its previous mark of 10.7 million, set just last year, by 1.8%. Expenditures decreased 2.1% to \$8.69 billion. Year-end average daily rate (ADR) was \$122.80 for 2008, a 1.9% decrease from 2007; but above the national average, \$106.55, and Florida average, \$117.85. Bed tax collections decreased nearly 1.5% year-over-year to \$40,619,414. Year-end hotel occupancy averaged out at 67.7%, compared to the national average of 60.4% and State of Florida average of 60.9%.

Key focus group research findings, for the first time, consumers unequivocally confirmed the spring break legacy a thing of the past. There is a clear distinction between yesteryear and the new Greater Fort Lauderdale.

The brand personality is carefree, refreshing, active, vibrant, entertaining and sunny.



In 2008, Fort Lauderdale/Hollywood International Airport serviced 22,621,698 passengers, representing a 0.3% overall decrease, with international traffic increasing 6.5% to 3,042,939 passengers.

Port Everglades, the world cruise ship capital, ended 2008 with 3,134,327 passengers, a 9.2% decrease over 2007. Two new Royal Caribbean Project Oasis ships, the largest cruise ships ever constructed, will add an anticipated 584,000 passengers to the port each year. The first of the two 5,400-passenger Oasis-class ships will be delivered in November 2009, with the second in 2010. Other new ships include: MSC Poesia, the Seabourn Odyssey, the Celebrity Equinox, the Seabourn Spirit and the Silversea Spirit, along with 38 other cruise ships including the Celebrity Solstice, and Ruby Princess.

