

National Public Relations

OBJECTIVES

- Promote GFL as a vibrant destination with a wealth of quality amenities and facilities to generate a widely diverse audience mix on a year-round basis.
- Showcase the destination's attractive value proposition to draw visitors seeking quality, satisfying and affordable travel experiences.
- Continue positive awareness building of the destination's transformation with new hotels, restaurants and nightlife, attractions, arts and cultural offerings and events of interest to today's traveler.
- Focus public relations activities on national audiences and key North American origin markets.
- Expand customer knowledge of GFL with new promotional themes that incorporate "beach and beyond" concepts and messaging, especially promoting the destination's eight beach communities, signature Intracoastal Waterway system and the Everglades.
- Communicate destination brand superiority and reputation as highly desirable for business travel, meetings, conventions, incentive and association business.
- Promote audience-specific destination assets to African-American, Hispanic, GLBT and niche markets.
- Increase first-time, trial and younger generational visitors by focusing attention on the destination's active lifestyle and casually sophisticated positioning.
- Leverage major events to raise the destination's profile with national and international audiences.
- Stimulate increased pre/post cruise stays and greater utilization of Greater Fort Lauderdale with cruise passengers, as well as destination recognition as a major cruise home port and port of call.
- Create strategic partnerships and promotions to leverage the GFLCVB's marketing budget and increase market presence in traditional and non-traditional outlets.
- Promote benefits, assets and capabilities of the Greater Fort Lauderdale Convention & Visitors Bureau, Port Everglades and Fort Lauderdale-Hollywood International Airport to trade and consumer audiences, constituents and stakeholders.

- Create a coordinated and synergistic international communications program with agencies and representatives in key marketing areas to assure consistency in messaging and promotional activities.
- Work with advertising and GFLCVB sales and marketing teams to add reach and credibility to marketing budget through leveraged promotional opportunities.
- Expand GFL's communications presence, brand promotion and direct customer engagement via new media and social networking applications such as Twitter, LinkedIn and Facebook; use new media channels to reach influential online communities.



STRATEGIES

Showcase GFL as a destination offering an attractive value proposition and a wide variety of activities and pursuits.

- Publicize signature brand programs such as Summer 2-for-1 Deals, DineOut Lauderdale and Lauderdale Spa Chic with media announcements, promotions, press visits, website links and digital marketing initiatives.
- Promote the inherent value proposition offered by GFL's Superior Small Lodging properties and affordable beach communities to general and special interest audiences.
- Create increased awareness of "beyond the beach" opportunities and visitor appeal, including the Everglades, shopping, golf and nature activities.
- Create seasonal promotions, roundup packages and special occasion deals that stimulate interest in year-round travel by a wide variety of visitors.

- Target Florida residents with exclusive offers and seasonal programs to increase in-state visits.
- Create and promote lists of “free, fun and surprising” things to do in GFL that highlight interests from each market segment (couples, families, GLBT, multicultural).
- Create “value of the week” promotions that showcase year-round special offers at hotels, restaurants, attractions and retail outlets throughout the destination.

Utilize new media and social networking outlets (Twitter, Facebook, LinkedIn, YouTube, iPhone Application, etc.) to reach potential visitors and journalists/bloggers

- Drive traffic (consumers and media) to GFL’s Facebook fan page through promotional offerings, news, deals and discounts.
- Promote destination marketing and sales activities via social and new media activities, such as a Twitter Scavenger Hunt in New York City during the CVB’s annual sales and media mission whereby GFL will “tweet” out coordinates for coupons for deals, discounts and free trips for Twitter followers to find.
- Create a “Blogger Beach” campaign and invite Facebook fans and Twitter followers to blog/tweet about their beach time and other vacation activities while in GFL.
- Conduct blogger, Twitter and travel and lifestyle-related Web site campaigns to promote the destination’s presence and audience appeal.



Focus on new customer development in geographic markets that offer significant growth potential, including the West Coast, Canada and targeted secondary markets

- Create cooperative marketing initiatives with airline partners to support and promote new, expanded and existing FLL airline service – i.e. Virgin America from LAX and SFO, AirTran from Harrisburg, PA, JetBlue, Spirit and Southwest – through new and traditional media activities, special events and promotions with media and retail partners.
- Work with the cruise industry – ship lines and travel agent associations – to co-promote inaugurations and ship visits to help open market to new destination visitors.
- Stage awareness-building activities in key market segments with media missions, partner promotions, Beach on Wheels visits, guerilla and street marketing activities and press familiarization programs.

Keep GFL top of mind with high-yield audiences including GLBT, multi-cultural, destination weddings/honeymoons, family and water sports enthusiasts

- Promote IGLTA 2011 conference in GFL with pre-event publicity and creative media mailings highlighting destination dining, lodging, retail and attraction options.
- Promote GFL’s rainbow appeal to GLBT and mainstream media and target U.S. and Canadian cities with direct air service that have a high gay resident population.
- Create destination wedding and honeymoon campaign to publicize traditional and non-traditional wedding venues and services, hotel programs, packages and romantic getaway locations for vows and vow renewals.
- Work with bridal media and web sites to create sweepstakes and contests to win honeymoons and thematic weddings.
- Promote GFL’s multi-cultural history and appeal, special events, cultural offerings, family reunion programs, facilities such as the African-American Research library, development of the new Gospel Complex and Entertainment District, and findings from the 2010 National Urban League conferences.

- Showcase GFL's family-friendly hotels, attractions and activities for family beach vacations with family media, websites and highly popular "mommy bloggers."
- Increase awareness of diving and water sports activities through partnerships with GFL's dive and fishing industry, sports media, and events such as Ocean Fest.

Launch and publicize "We Love Cruisers" and "Cruise and Play" programs to heighten awareness of GFL's pre- and post-cruise appeal.

- Promote new "We Love Cruisers" program in partnership with Royal Caribbean International and Celebrity Cruises to international travel agent and cruise trade publications and travel agent associations, such as CLIA in North America and ACE in the United Kingdom.
- Position GFL as an important part of a cruise vacation by showcasing "don't miss" attractions, hotel packages and offers for cruise passengers, a three-hour sightseeing itinerary, shopping, dining and cultural attractions, including the new Norman Rockwell exhibition.
- Host travel and cruise media in conjunction with ship visits and sailings from Port Everglades to give them a taste of the destination.

Leverage special events (Pro Bowl, Super Bowl XLIV, Fort Lauderdale International Boat Show, Air Lauderdale Beach Fest, Winterfest Boat Parade, Museum of Art | Fort Lauderdale's Norman Rockwell exhibition, etc.) to promote GFL and showcase the destination's diverse offerings.

- Generate publicity for GFL and attract mainstream media to cover the destination during Pro Bowl and Super Bowl XLIV.
- Promote GFL's water culture during the time period of the Fort Lauderdale International Boat Show to attract media to visit and cover the destination.
- Educate media and consumers that the Fort Lauderdale Air & Sea Show – now called Air Lauderdale Beachfest – is back in GFL with a new look, new name and new sponsors for 2010.

- Promote the holiday season by publicizing the Winterfest Boat Parade in conjunction with other holiday festivities, events and packages.
- Work with hotels, restaurants and attractions to create packages and promotions in conjunction with the Museum of Art | Fort Lauderdale's Norman Rockwell exhibition.

Promote GFL's superior meeting position, including premier convention center, superior hotel facilities, destination features and award-winning CVB marketing endeavors

- Create and execute a series of media and meeting planner mailings promoting destination attributes including new hotels, affordable meeting programs, green meetings and Florida Green Lodging certified properties, interesting destination venues and itineraries, CVB customer relationship management and value-added services and ease of planning and product offerings.
- Tap geographic markets with new airlift service through destination promotion to regional travel and meetings trade publications.
- Develop toolbox of successful meetings programs and case histories to promote to trade publications; utilize third party endorsements from meeting planners in media relations, blogs and websites.
- Enhance GFL Meeting Planner Social Network on LinkedIn for meeting planners to connect and share tips.
- Support GFLCVB's presence at trade shows with media and promotional activities.
- Promote destination successes in business wins, positive visitor statistics, new facilities and services, hotel, air traffic and cruise port customer growth, awards and accolades.

