



Tourism Sales

The Tourism Sales Department will work closely with all domestic travel partners to further increase total room nights sold throughout Broward County. This goal will be pursued by establishing a prominent presence in the domestic markets as Florida's #1 world-class year-round destination, highlighting Greater Fort Lauderdale's new luxury product, amenities and programs. A consistent and enhanced brand identity at major trade shows, sales missions, product launches and seminars and targeted client events will be implemented to maximize return on investment.

OBJECTIVES

- Work with room night generating travel partners--- tour operators, wholesalers, receptive agencies, travel agents--- on an ongoing basis to maintain "top of mind" presence.
- Create and/or maintain relationships with all facets of the Travel Industry such as ABA, ASTA, RSA, CLIA, HSMIA to promote and enhance the image of the destination.
- Increase room night production to Broward through targeted sales efforts and promotions.
- Promote GFL as a key destination for such activities as water sports, ecotourism and family getaways, focusing on the low demand periods.
- Promote and stimulate pre- and post- cruise hotel stays and attractions for the cruise passenger market.

STRATEGIES

- Attend events that specifically target the travel agent community that sell Broward.
- Work closely with all electronic media (Travelocity, Expedia, Orbitz, etc.) to capitalize on all opportunities to sell the destination and increase room nights and average rate.
- Promote We Love Cruisers, with special incentives for travel agents to bolster pre- and post- cruise room nights.
- Create "Daycations" for arriving cruise passengers offering a variety of activities and alternatives to sitting in an airport prior to departure.

- Continue to solicit bus tour operators for group tours to the destination.
- Organize fam trips for travel agents and tour operators.
- Work with the top travel consortiums and associations such as American Express and Virtuoso to target sellers of high end travel products.
- Create new programs with the sellers of airline packages such as Southwest Vacations, Spirit Vacations, Delta Vacations, US Airways Vacations, etc.
- Training at the major brand's reservation centers (Marriott, Hilton, etc.)
- Coordinate travel agent promotions and incentives and domestic wholesale sponsorships.
- Organize Domestic Sales Missions: Funjet Vacations Product Launch, NY/NJ Travel Agents, Baltimore Travel Agents, Mark Travel Res. Center Training, Philadelphia Travel Agents, Holland America Fam Training, Washington DC Travel Agents, AAA Florida Sales Mission, Chicago Travel Agents, Expedia Res. Center Training, Provincetown Sales Mission, Certified Vacations - Orbitz-Travelocity- Travel Impressions product launches.
- Participate in Domestic Trade Shows: NTS travel agent trade shows, Luxury Travel Expo, Florida Huddle, American Bus Association annual meeting, AAA Marketplace, Pow Wow, Cruise3sixty, IGLTA Trade Show, La Cumbre, The Trade Show, SATH.

International Tourism

The current global recession has made us focus very specifically on our international business providers. With the information available from the United States Department of Commerce and Visit Florida we have come up with a Marketing Plan that addresses the most pressing issues of revenue shortfalls and maximization of efforts.

Current market conditions in England and continental Europe are moving us to focus more directly on South and Central America, where the effects of the recession have had little impact on international travel. This plan has been created to allow us to maintain a presence on our main feeder markets and develop new programs with new emerging markets through the new availability of air service into Fort Lauderdale/Hollywood International Airport and more cruise ships sailing out of Port Everglades



OBJECTIVES and GOALS

- Sell the maximum amount of room inventory in Broward.
- Utilize all available intelligence provided to us through our overseas contracted services and other governmental agencies.
- Continue to capitalize on the new international air service into FLL and the growth of the cruise market at Port Everglades.
- Maximize the growing number of cruise passengers for pre and post cruise programs.
- Establish more relationships with wholesalers and operators where the current economic situation is less impacting, like South and Central America.
- Expand our electronic offer with increased internet use in Europe and Latin America.
- Work hand in hand with other CVB departments, as hotel infrastructure continues to grow and change in Broward County.
- Participate in all relevant trade shows, consumer shows, seminars and workshops where opportunities exist for increased exposure in the market.
- Bring back the Beach on Wheels to the UK and introduce it to Scandinavia.
- Conduct international sales missions in the following markets: Latin America, Central America, Canada, The Caribbean, Europe, Scandinavia and the United Kingdom.
- Participate in the following Trade Shows: World Travel Market, ITB, BIT, Visit USA European Campaigns, ABAV, FIT, Luxury Travel Expo, Florida Huddle, Florida Beaches Show Series, ANATO, Routes World and Routes America, Network 2010, Visit Florida Mexico, Argentina, Chile, Brazil and Peru, Canadian Travel Shows Toronto and Montreal, International French Travel Market, CEO Airline Conference, Visit Florida UK road show, Visit Florida UK Consumer show series, POW WOW and La Cumbre.
- Organize fam trips from all relevant markets around local events like Florida Huddle, POW WOW and La Cumbre.

STRATEGIES

- Monitor all international trends and changes that will affect travel.
- Position GFL as a working partner for airlines, cruise lines, car rental companies and travel related companies where the cooperative effort will generate more room sales.
- Form alliances with cruise line operators to incorporate Broward hotel infrastructure into their land programs.
- Promote We Love Cruisers internationally to travel agents

