



greater
FORT LAUDERDALE

HELLO SUNNY

2017 MARKETING PLAN



greater FORT LAUDERDALE
HELLO SUNNY

TABLE OF CONTENTS

Tourism Development Council (TDC).....3

Marketing Advisory Committee (MAC).....4

Message from the President5

2016 Awards.....6

Vision & Mission.....7

Key 2016 Accomplishments8

Market Research.....10

Industry Trends.....14

New for 2017.....17

Convention & Group Sales.....19

Multicultural Group Sales and Business Development.....22

Sports Development23

Office of Film, Music, Entertainment and Creative Industries.....24

LGBTQ Sales & Marketing.....27

Tourism Sales.....29

Marketing Communications31

Public Relations.....33

Advertising.....41

Media.....45

Strategic Client Services48

Meet the Team.....50

APPENDICES

Master Calendar: events, tradeshows, missions53

Co-op Advertising.....65

Media Plan.....separate attachment



Chair
Mayor Barbara Sharief
Broward County
Commission



Dan Adkins
Mardi Gras Casino



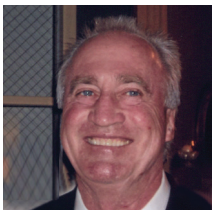
Natasha Hampton-Clayton
City of Miramar



Andreas Ioannou
Orchestra Hotels & Resorts



Ramola Motwani
Merrimac Ventures



Tim Schiavone
The Parrot



Mayor Jack Seiler
City of Fort Lauderdale



Kevin Speidel
Hilton Fort Lauderdale
Marina



Commissioner
Kenneth Thurston
City of Lauderhill



Ed Walls
Diplomat Resort & Spa

Andreas Ioannou, Chair
Orchestra Hotels & Resorts

Carmen Ackerman
Riverwalk Arts & Entertainment District

Pamela Adams
Adams Consulting Group

Susan Aichele-Sanders
Fort Lauderdale Marriott Pompano Beach

John Allan
Hilton Fort Lauderdale Beach Resort

Steve Belleme
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Jean Capps
B Ocean Resort Fort Lauderdale

Jim Curtis
Diplomat Resort & Spa

Joellyn Fellmeth
Sawgrass Mills

Wayne Gales
Crowne Plaza Hollywood Beach Resort

Ellen Kennedy
Port Everglades

Ina Lee
Travel Host Magazine

Meredith McCleary
Ebony Heritage Travel

Melissa Milroy
The Galleria Fort Lauderdale

Jim Pancallo
Lago Mar Resort

Tim Petrillo
The Restaurant People

Michael Pouey
Hilton Hotels

Scott Rivelli
Superior Small Lodging

Bobby Rodriguez
Bobby Rodriguez Productions

Michael Solomon
USA Transportation

Courtney Stanford
Lauderdale-by-the-Sea Chamber of Commerce

Raelin Story
City of Hollywood

Matt Talchik
Charter One Yachts

Jeremy Weinstein
Seminole Hard Rock Hotel & Casino

To Our Greater Fort Lauderdale Hospitality Industry Friends,

Greater Fort Lauderdale's tourism has a very bright future and I am honored to serve in a leadership role to make certain we are taking the destination's brand and awareness to the next levels of success.

2016 has shown to be an incredible year that has recorded unprecedented successes in tourism for Broward County. With more than one billion dollars being invested in our industry, from the Fort Lauderdale-Hollywood International Airport and Port Everglades, to the new Brightline high speed rail service, to the development of the Convention Center District and all of the new hotel investment and renovations, there continues to be a phenomenal return on investment for the hospitality and tourism industries.

The GFLCVB's marketing initiatives for 2017 will brave new technologies and continue to blaze the path of success for destination advertising and public relations. From a Hello Sunny brand refresh, to the spotlight on the national stage and our own TV network and Apple TV channel, Greater Fort Lauderdale will continue to earn its place as a leading destination.

For the second year in a row, our efforts earned national recognition from the U.S. Travel Association with a Destiny Award for Branding and Integrated Marketing Campaign for the "Hello Sunny Millennial Campaign" and a second Destiny Award for our winter campaign where we broadcasted the warmth and sunshine of Greater Fort Lauderdale beaches to winter weary people in Boston and Chicago. We were also honored this year with four new Henry Flagler awards during Florida's Governor Conference on Tourism.

We are fortunate to be working with extraordinary partners like Brand USA and VISIT FLORIDA, and to have an exceptionally talented staff, along with the leadership and guidance from the dedicated people of the Marketing Advisory Committee and our Tourist Development Council.

I am proud to present the 2017 Greater Fort Lauderdale Marketing Plan, our roadmap to success for all sales and marketing efforts to maximize what has become an exceptional return on investment.

We look forward to working closely with each of you as we make 2017 the best it can be.

With warm wishes for a successful year ahead,



Stacy J. Ritter
President



AWARDS & RECOGNITION

- **Henry Flagler Visit Florida Tourism Awards:**
 - > Gold “Henry” for Hello Sunny Live Bus Shelter Activation in the Out of Home category
 - > Gold “Henry” for Hello Sunny Millennial Campaign in the Mixed Media category
 - > Gold “Henry” for Greater Fort Lauderdale Digital Vacation Playbook in the Mobile Media category
 - > Silver Award for Special Event (Duende)
- **U.S. Travel Association’s Educational Seminar for Tourism Organizations (ESTO) Destiny Awards:**
 - > Branding and Integrated Marketing Campaign for “Hello Sunny Millennial Campaign”
 - > Best Short Term Marketing Campaign for “Hello Sunny Live Bus Shelter Activation”
- **ADDY Awards:**
 - > BEST IN SHOW & Gold for Bus Shelter Activation
 - > Silver for Love is Love Wedding
 - > Silver for sunny.org website design
 - > Silver for Social Activation for Selfie Towel on Bus Shelter
- **New York Society of Association Executives Digital Excellence Award for sunny.org**
- **National Association of County Information Officers (NACIO) Award of Excellence for sunny.org**
- **eTN Honest Travel Award: GFLCVB & Richard Gray**
- **HSMAI Adrian Awards - Gold Adrians:**
 - > Feature Placement, Celebrating Love is Love Marriage Equality
 - > Online Marketing Program, Celebrating Love is Love Marriage Equality
 - > Special Event, Celebrating Love is Love Marriage Equality
- **Routes Award for Destination Marketing**
- **Travvy Awards:**
 - > Best Business Travel Destination
 - > Best Cruise Destination U.S. & Canada
 - > Best Destination Domestic LGBTQ
 - > Best Domestic Destination Website
- **Association of Film Commissioners International (AFCI) Creativity Awards:**
 - > Best Web Design, 1st place
 - > Best Production Guide, 2nd place
 - > Best Logo Design, Best Promo Swag, Best Ad Design, and Best Video Reel, 3rd place



VISION

Share the warmth and beauty of Greater Fort Lauderdale.

MISSION

Promote travel and drive visitation to
and within Broward County and Greater Fort Lauderdale.

The mission of the GFLCVB, as the hospitality industry leader,
is to market the area globally as a premier leisure, convention and
business destination for the continual economic benefit
of the community, including all of its municipalities.

CONVENTION CENTER MISSION

The Greater Fort Lauderdale/Broward County Convention Center is a County-owned facility operated by SMG and designed to act as a catalyst in the generation of hotel room nights year-round throughout Broward County, resulting in increased tourist tax collections, increased hotel occupancy, and greater economic impact. In addition, it is our goal to provide five-star service to guests of the convention center while operating an efficient, environmentally sustainable facility within the guidelines of the booking policies set forth by the Broward County Board of County Commissioners.



Sixth consecutive year of increased visitor growth.

Marketing Communications:

- Successfully hosted TBEX, the world's largest travel blogger event, and Macaroni Kids conference with mommy bloggers from across the U.S., generating 1,000 room nights and millions in positive media impressions.
- Executed an international activation in London in partnership with VISIT FLORIDA generating an increase in UK bookings to South Florida by more than 60% yoy.
- Completed the sunny.org web responsive redesign.
- Instituted a marketing partner outreach program and quarterly partner meetings for the tourism community.
- Hosted the 1st ever "Taste Fort Lauderdale" series at South Beach Wine & Food Festival with 7 sold out events.
- Executed a Lauderdale Luxe consumer activation in New York City to promote Greater Fort Lauderdale's appeal to affluent travelers garnering 454 stories, 625 million impressions, and \$1.2 million in advertising equivalency.
- Launched an Economic Development campaign to promote new hospitality-related investment in Greater Fort Lauderdale generating 261 articles with 354,877,267 impressions.
- Operated a successful News Bureau to drive positive GFL awareness through media relations, media visits, press releases and pitching generating more than 1.5 billion impressions and \$21.2 million in advertising equivalency.

Tourism Sales:

- Routes Award for Excellence in Destination Marketing for second year in a row.
- Domestic and international airline launches to new markets including Aguadilla (PR), Baltimore, Philadelphia, San Diego, Quito (Ecuador), Paris, New Orleans, Nashville, Santa Clara (Cuba), San Antonio & Nassau.
- Successfully launched Medical Tourism initiative with area healthcare providers.
- Exceeded stretch goal of certifying more than 1200 travel agents from the TravAlliance Academy as specialists for Greater Fort Lauderdale.
- Successfully partnered with VISIT FLORIDA to cultivate the Chinese travel market.

Strategic Client Services:

- More than 22,000 hospitality industry employees trained in SUNsational Service.
- Welcomed more than 960 meeting & convention groups to Broward County (60% repeat).
- Expanded the reach of the weddings niche market and serviced 81 weddings.
- Successfully transitioned Seatrade Cruise Global from Miami to Fort Lauderdale.

Sports:

- South Florida awarded 2020 Super Bowl
- Hosted the Association of Chief Executives in Sports (ACES) Summer Conference
- Multi-year FIVB Swatch Beach Volleyball Major
- World Boxing Council (WBC) Convention Dec 2016
- 73rd North American Chinese Invitational Volleyball Tournament 2017
- Red Bull Wings for Life World Run 2017
- Broward County Sports Hall of Fame Induction October 2016



(WBC press conference, hosted at the Diplomat Resort & Spa, Hollywood)

Multicultural Sales:

- Hosted Jazz in the Gardens Destination Preview with meeting planners with potential upcoming conferences from 2018-2020, generating more than 35,000 room nights with an estimated economic impact of more than \$20 million.
- Successfully hosted the National Urban League Conference with more than 10,000 attendees and more than 6.5 million impressions through advertising and social media. The conference was the THIRD highest attended conference in the Urban Leagues history.
- Hosted a record breaking Black Enterprise Magazine “Women of Power” Conference, the highest attended in the 10 year history of the program.
- Secured high profile conferences like National Organization of Black Law Enforcement Executives (NOBLE), re-booked 100 Black Men of America and National Association of Black Accountants (NABA), and closed on a three year relationship with the Christian Congregation of Jehovah’s Witnesses, with more than 15,000 attendees participate in their summer meetings.
- Hosted the American Tennis Association (ATA) “100 Year Centennial Celebration” August 2016.

Office of Film, Music, Entertainment, Fashion & Creative Industries:

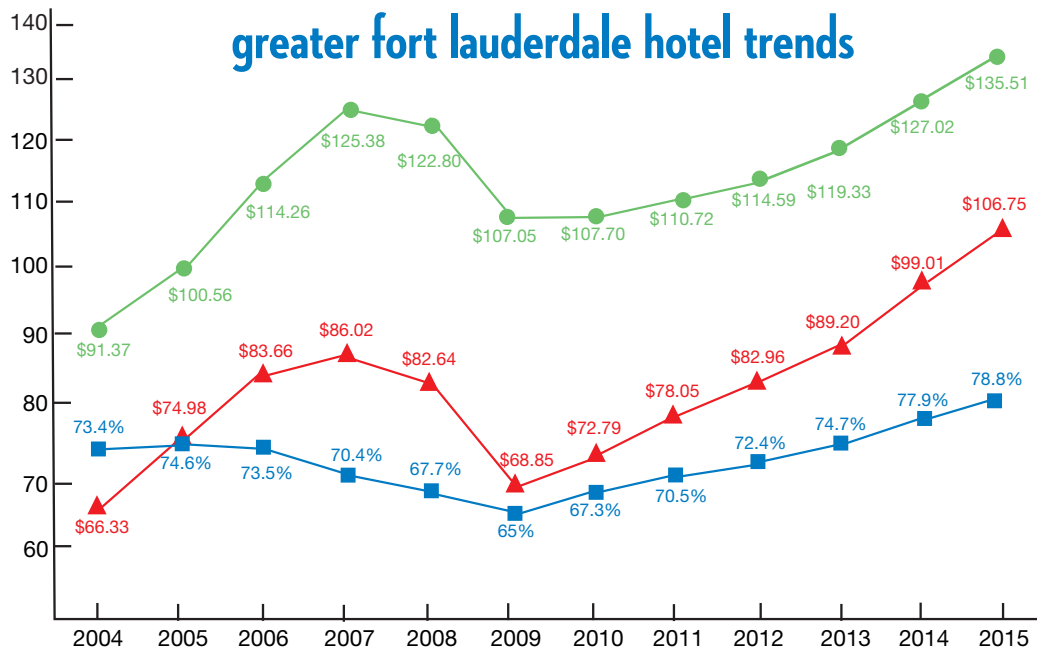
- Launched fashion brand including logo, site and UFP (Underground Fashion Program).
- Secured Baywatch feature film to shoot in Broward County.
- Partnered with the BB&T Center for Garth Brooks three-night concert event.
- FLL Fashion Show at Executive Airport Hanger.
- Partnered with Tortuga Music Festival on Fort Lauderdale beach and Rockfest at Markham Park.
- Partnered with GLADD Awards promoting MIFO Fort Lauderdale.
- Partnered with “For the Love” music festival at F.A.T. Village.

Convention & Group Sales:

- Continue to enhance Customer Advisory Board (CAB) and host bi-annual meetings.
- Increased presence and production from international group market.
- Broward County selected to host the 2017 Governor’s Conference on Tourism.
- Entering incentive market and hosting IBTM Americas in June 2017.
- Other top groups include: National Speech and Debate in 2018, U.S. Tour Operators Association in 2017 and Society of Government Meeting Professionals in 2017.
- Team National, Seatrade Cruise Global and Cruise360 return in 2017.

LGBTQ:

- Launched Transgender campaign, “Where Happy Meets Go Lucky” and garnering global mainstream press.
- Hosted the Southern Comfort Transgender Conference.
- Launched Gay Family initiative, All Families Rule.
- Focus on lesbian travel through a four event partnership in Provincetown, MA.
- One Magical Weekend, the largest event promoter during Gay Days Orlando will launch a Bead Dance Party event in GFL on Halloween weekend.
- Richard Gray was interviewed by the United Nations for GFL’s historic tourism work in the transgender platform; and honored as a Trailblazer and listed as one of the Top 25 most influential people in the meetings industry in 2016, by Successful Meetings.



■ = Average Occupancy
● = Average Daily Rate
▲ = Average Rev Par

2015 total number of properties = 562

2015 total number of rooms = 33,266

2015 GFL TOP ORIGIN MARKETS

Domestic

| | |
|--------------|-------|
| Florida | 27.7% |
| New York | 13.2% |
| Texas | 6.0% |
| Pennsylvania | 5.1% |
| New Jersey | 5.0% |
| Connecticut | 3.6% |
| Virginia | 3.2% |
| Maryland | 3.1% |
| Georgia | 2.7% |
| Minnesota | 2.6% |
| Ohio | 2.4% |
| California | 2.4% |
| Illinois | 2.4% |

International

| | |
|--------------------------------------|-------|
| Canada | 36.4% |
| Latin America | 28.4% |
| (Top 3: Brazil, Colombia, Argentina) | |
| Europe | 12.6% |
| Scandinavia | 7.7% |
| United Kingdom | 6.3% |
| Other Foreign | 8.6% |

Market Mix
Domestic = 77.8%
International = 22.2%

Top Domestic Airline Markets into Fort Lauderdale/Hollywood International Airport through December 2015:

- | | | |
|-------------------------|-------------------|-------------------|
| 1. New York | 8. Los Angeles | 15. Hartford |
| 2. Washington/Baltimore | 9. Philadelphia | 16. Cleveland |
| 3. Chicago | 10. San Juan | 17. Providence |
| 4. Atlanta | 11. San Francisco | 18. Atlantic City |
| 5. Detroit | 12. Houston | 19. Pittsburgh |
| 6. Boston | 13. Denver | 20. Buffalo |
| 7. Dallas/Fort Worth | 14. Las Vegas | |

The Airports Council International data (June 2016) ranked FLL 1st in domestic passenger growth among large hub airports.

BY THE NUMBERS

- Year-end average daily rate (ADR) was \$135.51 for 2015, a 6.3% increase from 2014; above the national average of \$120.01, and above the Florida average of \$131.45. Broward bed tax collections increased 9.9% year-over-year to \$58,711,876. Year-end hotel occupancy averaged 78.8% increase of 1.2% over 2014 compared to the national average of 65.6% and State of Florida average of 72%.
- In 2015, Fort Lauderdale/Hollywood International Airport serviced 26,941,511 passengers, representing a 9.3% increase from 2014. International passengers at FLL for 2015 increased 18.0%. Domestic traffic for 2015 was up 7.3%. Jan-Jun 2016 passenger totals are up 8.4% over Jan-Jun 2015. Port Everglades ended 2015 with 3,714,857 passengers.



GREATER FORT LAUDERDALE DOMESTIC LEISURE VISITOR PROFILE

| | |
|--------------------------|----------------------------|
| Average Age | 49 Years |
| Average Household Income | \$95,066 |
| Average Number in Party | 1.85 |
| Average Length of Stay | 3.95 Nights |
| Average Expenditures | \$142 (per person per day) |

ACCOMMODATIONS

| | |
|---------------|-----|
| Hotel / Motel | 47% |
| Private Home | 39% |
| Other Paid | 14% |

TRIP PARTY COMPOSITION

| | |
|------------------------------|-----|
| One Adult | 42% |
| Couple (One Male/One Female) | 36% |
| Families | 10% |
| Three or More Adults | 6% |
| MM/FF * | 6% |

MODE OF TRANSPORTATION

| | |
|-------|-----|
| Auto | 54% |
| Air | 44% |
| Other | 2% |

PURPOSE OF STAY

| | |
|-------------------------|-----|
| Visit Friends/Relatives | 35% |
| General Vacation | 31% |
| Special Event | 14% |
| Getaway Weekend | 12% |
| Other Personal | 7% |



* MM/FF - includes either two males or two females from different households traveling together

Source: D.K. Shifflet & Associates Ltd. & Visit Florida 2015

GREATER FORT LAUDERDALE IN-MARKET ACTIVITY

| | |
|--|-----|
| Beach/Waterfront | 53% |
| Visit Friends/Relatives | 40% |
| Culinary/Dining Experience | 38% |
| Shopping | 33% |
| Nightlife (bar, nightclub, etc.) | 20% |
| Touring/Sightseeing | 13% |
| Personal Special Event (anniversary, bday) | 11% |
| Gambling (slots, cards, horses, etc.) | 8% |
| Parks (national/state, etc.) | 8% |
| Holiday Celebration (Easter, July 4 etc.) | 7% |
| Movies | 7% |
| Wildlife Viewing (birds, whales, etc.) | 7% |
| Festivals/Fairs (state, craft, etc.) | 6% |
| Historic Sites | 6% |
| Water Sports | 5% |
| Boating/Sailing | 4% |
| Concerts/Theatre/Dance, etc | 4% |
| Biking | 3% |
| Funeral/Memorial | 3% |
| Golfing | 3% |
| Museums, Art Exhibits, etc. | 3% |
| Reunion/Graduation | 3% |
| Spa | 3% |
| Amateur Sports (attend/participate) | 2% |
| Hiking | 2% |
| Medical/Health/Doctor Visit | 2% |
| Show: Boat, Car, Home | 2% |
| Theme/Amusement/Water Parks | 2% |
| Wedding | 2% |
| Eco/Sustainable Travel | 1% |
| Fishing | 1% |
| Professional Sports Event | 1% |
| Real Estate (buy/sell) | 1% |
| Religious/Faith Based Conference | 1% |
| Tennis | 1% |
| Zoo/Aquarium | 1% |

Note: Based on Non-Resident Overnight Visitors

Source: D. K. Shifflet & Associates 2015



U.S. TRAVEL AND TOURISM OVERVIEW

U.S. Travel Association

U.S. domestic travel increased 4.1 percent from 2014 to a total of nearly 2.2 billion person-trips in 2015. Domestic leisure travel increased 4.9 percent 2015 to 1.7 billion person-trips. Leisure travel accounted for 79.2 percent of all U.S. domestic travel in 2015. Domestic business travel grew marginally (0.8 percent) in 2015 to 454 million person-trips. International inbound travelers, including visitors from overseas, Canada and Mexico, made 75 million visits to the United States in 2015, almost no change from 2014.

In 2015, domestic and international travelers spent \$947 billion in the U.S. This spending supported more than 8.1 million jobs directly and generated \$232 billion in payroll income and \$148 billion in tax revenues for federal, state and local governments.

Travel spending in the US grew 2.1 percent in 2015. Of the \$947 billion, domestic travelers spent \$814 billion (2.7 % increase from 2014) and international travelers spent \$133 billion in the US, declining 2 percent from 2014. Due to the slowdown of the world economy and a stronger US dollar against most of foreign currencies, international travelers spending in the US declined after five consecutive years of growth.

Travel directly supported more than 8.1 million U.S. jobs in 2015, an increase of 1.9 percent from 2014. On average, every \$1 million in sales of travel goods and services directly generates nine jobs for the industry.

Leisure travelers spent a total of \$650.8 billion and grew by 0.9 percent from 2014. Business traveler spending increased 4.7 percent over 2014 to \$296.3 billion in 2015. Of total business traveler spending, meeting and convention travelers spent 121.9 billion, up 6.6 % from 2014.

Spending on lodging increased 7.3 percent from 2014, the highest growth rate among all major travel spending categories in 2015. Travelers spending on lodging totaled \$194.8 billion, 21 percent of total travel spending. In 2015, travelers spent \$235.4 billion on food services including restaurants, groceries and drinking places, accounting for 24.9 percent of total travelers spending.

EXAMINING CURRENT INDUSTRY TRENDS

Air & Land Travel

Airlines for America (A4A), the industry trade organization for the leading U.S. airlines, released summer Air travel forecasts, projecting summer 2016 passenger volumes to exceed the previous all-time high set in 2015 by 4 percent. From June 1-Aug. 31, approximately 231.1 million passengers (2.51 million per day) are expected to fly in scheduled service on U.S. carriers compared to 222.3 million passengers over the same period in 2015, an increase of 95,500 passengers per day. This includes 30.5 million travelers (331,000 per day) on international flights.

According to the Certify Q1 2016 SpendSmart report the use of ride-hailing services such as Uber and Lyft by U.S. business travelers is at an all-time high. These services captured 46 percent of the ground transportation category which includes taxi, car rental and ride-hailing. The growth of ride-hailing services has had an impact primarily on taxis, which dropped to just 14% of total ground transportation. This is the first time taxi registered below 20% in Certify SpendSmart data.

According to a recent analysis of airline bookings transactions recorded by Carlson Wagonlit Travel in 2014, on average, female travelers book approximately 1.9 days earlier than their male counterparts. As the age of the traveler increases, so does the advance booking period; between 30 and 70 years of age, the advance booking increases by roughly five days for both genders. As the employee's travel frequency increases, the advance booking period decreases.

Global Business Travel Association (GBTA) recently announced China has surpassed the U.S. in business travel spending and is now the world's leader. China spent \$291.2 billion in 2015, compared with \$290.2 billion spent by U.S. business travelers. In 2016, business travel spending in China will grow by 10.1 percent, compared with U.S. spending which is expected to be nearly flat (2%). The Office of Travel and Tourism Industries (OTTI) released international visitation forecasts through 2020 forecasting visitations by country and by region from 2015-2020. Current forecasts indicate, the United States would see 0.4 percent to 4.2 percent annual growth rates in visitor volume from 2015-2020.

This growth would garner 90.3 million visitors, a 20 percent increase, and more than 15 million additional visitors by 2020 compared to 2014. The top visitor origin countries forecast to grow from 2014 through 2020 include: China (129%), India (47%), and Australia (27%), to name a few. Four countries are expected to account for 56 percent of the projected growth from 2014 through 2020 include Mexico (27%), China (19%), Canada (5%), and the UK (5%).

Fort Lauderdale/Hollywood International Airport

Total Aircraft operations

- 278,002, up 7.6% over 2014
- Seven additional daily international departures in 2015: 67 total
- Five more international destinations: 52 total
- Sixteen more daily domestic departures: 236 total
- Nine more domestic destinations: 74 total
- Twenty-three more daily total departures: 303 total
- Fourteen more total destinations: 126 total



Expansion Update

- Concourse G in Terminal 4 opened with new concession areas and 5 new gates. This is part of the first phase of a \$450 million expansion and modernization project.
- Phase Two will include an Interactive Walkway and 9 new gates. When completed in mid-2018, the terminal will have 12 international and 2 domestic gates.
- The addition of Concourse A in Terminal 1 is underway and will include a Customs Inspection Facility with five gates handling both international and domestic flights. Expected to be completed May 2017.

New domestic service:

- JetBlue - New Orleans, Nashville, Baltimore, Charleston, Philadelphia, San Diego, Syracuse
- Allegiant - Grand Rapids, San Antonio, Destin, Ogdensburg, NY, Niagara Falls, Cleveland (Feb 2017)
- Frontier - Cincinnati (seasonal)
- Spirit - Philadelphia, Newark, Akron-Canton
- Southwest - Newark (May 2017)
- United - Washington Dulles (Dec 2016 seasonal)

New international service:

- Emirates - Dubai (Dec 2016)
- British Airways - London (July 2017)
- Norwegian Air Shuttle - Paris, Guadeloupe, West Indies (Dec 2016), Barcelona (Aug 2017)
- Southwest - Nassau
- JetBlue - Bridgetown, Barbados, Santa Clara, Cuba, Havana, Cuba, Aguadilla, PR, Providenciales, TC, Quito, Ecuador, Camaguey, Cuba, Holguin, Cuba

Port Everglades

Current keystone capital improvements are providing a springboard for future growth and infrastructure enhancements at Port Everglades. A number of improvements in the Port's Five Year Master Plan will create the pathway to reach its goal to significantly increase passenger moves within the next 20 years.

Port Everglades welcomes two newly built cruise ships, Holland America's ms Koningsdam and Royal Caribbean's Harmony of the Seas, in November 2016. A fourth cruise ship will be added to the summer 2017 roster with Carnival Cruise's Carnival Splendor, and luxury cruise line Crystal Cruises will begin sailing from Port Everglades in Oct 2017.

VISIT FLORIDA: Marketing Plan Outline for 2016-2017

VISIT FLORIDA serves as Florida's official source for travel planning to visitors across the globe. VISIT FLORIDA is not a government agency, but rather a not-for-profit corporation created as a public/private partnership by the Florida legislature in 1996. VISIT FLORIDA facilitates tourism industry participation in domestic and international travel trade and consumer shows, as well as media missions to the top global visitor markets.

VISIT FLORIDA prioritizes resources to focus on programs that maximize impact and create and add value for travelers and industry partners. The tactical focus is on co-op marketing, brand publishing and strategic marketing partnerships. While domestic advertising spend in all other state tourism offices increased by 15.9, Florida remains the number one choice of Gen X and number two of millennials and boomers, behind California.

Florida welcomed 105 million visitors in 2015, posting the fifth consecutive year of visitor growth. For 2016-2017, VISIT FLORIDA has identified four core strategies: Drive Demand, Increase Yield, Brand Engagement and Industry Alignment. Below is a brief description and the Greater Fort Lauderdale CVB parallel to each strategy.

Drive Demand is targeted to the domestic market, keeping Florida top of mind among target audiences and focusing on the Florida Super Seven Markets which are: New York, NY, Atlanta, GA, Chicago, IL, Boston, MA, Washington DC, Philadelphia, PA, Dallas, TX. Historically, GFLCVB has specifically targeted 6 of the 7 markets, whether through consumer activations, advertising and PR or through special event marketing or sales missions. Those efforts will continue to move forward in 2016-2017, based upon tangible results and budget requirements.

Increase Yield focuses more on the international traveler. International travelers, while smaller in number, stay longer and spend more. The Increase Yield strategy calls upon strong management to protect domestic visitor volumes, extend lengths of stay, increase frequency of visitation, reduce seasonality where possible and increase travel to emerging markets within the state. India, China and Australia combined represent only 4 percent of the state's international visitor mix, but are forecasted to have increases in outbound travel to the US through 2020 with combined annual average growth of 10 percent. Visitation from China is forecasted to reach more than 5 million in 2020- nearly double the visitation of 2015.

The GFLCVB has built strong relationships with the foundation five: Canada, UK, Brazil, Germany and Mexico and continues to successfully maintain and grow visitation, despite currency fluctuations through Tourism Sales, regional offices and limited consumer support. The GFLCVB was one of three bureaus to invest in developing relationships in China with VISIT FLORIDA and will continue to do so through 2017. In language collateral, webpages on sunny.org, in person sales calls and travel agent training, not to mention investment in social media, FAM's and other marketing tools put Greater Fort Lauderdale at the head of the line for destinations Chinese want to visit.

Brand Engagement celebrates the rise and power of social media channels throughout all generations and identifies and engages advocates in promoting the Florida brand. In a world where personal recommendations and online reviews are considered the most trusted sources of information, a strategy that promotes visitor experiences and testimonials is one of the best strategies for success.

The visitor as consumer and centric to a variety of message platforms is at the heart of the marketing and advertising revolution going on right before our eyes. Greater Fort Lauderdale is retooling and realigning existing resources to create, execute and activate a Hello Sunny brand engagement program, not only for the visitor, but for each CVB department and our partners as well.

Industry Alignment calls for collective impact through partner investment and thought leadership. The GFLCVB is actively engaged with VISIT FLORIDA. Several staff members are on a variety of VF committees, including holding leadership/committee chair positions.

GOALS

- Increase Broward County bed tax revenue by 3%
- Increase visitor spending by 3%
- Increase international visitation by 3%
- Book more than 1,000,000 group room nights

HIGHLIGHTS FOR 2017

The Greater Fort Lauderdale Convention & Visitors Bureau will continue along the path of success by implementing strategies and tactics that have recorded a proven track record, delivering key results. Additionally, each discipline within the GFLCVB has new initiatives and areas of focus for the coming year.

Multicultural

- Concentrate on attracting domestic Hispanic groups to Broward County.
- Develop the Caribbean market in western Broward County.
- Establish the National ATA (American Tennis Association) Headquarters in Miramar.

Tourism Sales

- Continue partnerships with VISIT FLORIDA and Brand USA, as this is key for generating incremental room nights and positive ROI.
- Actively promoting new direct air service from Paris to Fort Lauderdale and cultivating other European locations, such as Belgium and Netherlands.
- Continue to build efforts in China, both individually and in partnership with VISIT FLORIDA, while exploring other emerging markets such as Australia and the Middle East.
- Domestically, focus on incremental room nights through pre/post cruise stays, travel agent education and engagement, while building momentum in the medical tourism program.

LGBTQ

- Increase GFL's share of the LGBTQ market by staying ahead of the curve and working with media, meeting planners, travel professionals, LGBTQ businesses & events, and sports groups, overall increasing total LGBTQ room nights.
- Promote Greater Fort Lauderdale as the destination of choice for gay families and lesbians.
- Continue to build momentum in the transgender market.

OFME & Creative Industries

- Promote new fashion program and Underground Fashion Pass (UFP), showcasing the destination as a fashion hub for bohemian progressive and innovative fashion culture from street wear to collection.
- Continue to promote GFL as key entertainment destination, focusing on music, arts, and fashion including niche markets: LGBTQ films, lifestyle, underground & music events.



Strategic Client Services

- Continue to establish Strategic Client Services as the go-to resource for Broward County's tourism industry, creating positive, memorable customer experiences.
- Continue to partner with Broward County, Hospitality Excellence and the GFL Chamber of Commerce to conduct research into the true customer experience and create a guide to improving and thereby, attracting additional visitors to the destination.
- Upgrade the SUNsational service training materials and content.

Sports Development

- Leverage activities with professional sports partners.
- Showcase Broward County as a year-round destination for sporting events and meetings.
- FIVB Swatch Beach Major Series, World Boxing Council Convention, Orange Bowl Football Championship, and Pegasus World Cup horse race at Gulfstream Park.
- Focus on generating business opportunities for Broward County during NFL Super Bowl in 2020.
- Bid for X Games to Broward County in 2019/2020.

Convention & Group Sales

- Strategic communication and contribution to the development of the new Convention Center District Hotels project to retain current and attract new business for the Broward County Convention Center.
- Capitalize on the new luxury product already existing and new product coming into market by participating in the incentive business, opening a new potential channel of customers.
- Collaborate with Tourism Sales and additional group sales efforts in the international market to yield potential new business.

Marketing Communications

- Continue and expand the integration of multicultural and LGBTQ materials into mainstream and meetings marketing and advertising materials.
- Continue and expand the integration of advertising, marketing and PR strategies in all facets of promoting the destination.
- Laser focus on key markets, such as luxury and domestic Hispanic, while continuing to build on millennial campaign.
- Grow content creation and exposure over multiple channels for the destination and tourism partners across all media channels and platforms, and be the first destination to launch its own Hello Sunny TV network.
- Promote advocacy throughout Broward County by educating and engaging residents and businesses to become brand ambassadors for Hello Sunny.
- Build a stronger collaboration with marine industry including the Fort Lauderdale International Boat Show.



OVERVIEW

The department mission is to generate definite event sales business opportunities (conventions, groups events, tradeshows and exhibitions) for Broward County hotels utilizing hotel facilities, unique venues, and municipal facilities, such as but not limited to, the Broward County Convention Center and BB&T Center, resulting in definite external visitation room nights directly related to these events for Broward County hotels.

OBJECTIVES

- Drive group and convention business opportunities from active and prospective customers through direct sales efforts.
- Determine new customer targets specifically for convention and meeting hotels, Broward County Convention Center, BB&T Center, and other event venues, with emphasis on low transient demand periods during shoulder and off-peak business periods.
- Actively assist with closure of prospective exhibition, event and group and convention business with hotels and venues through destination knowledge, destination connections and incentives and with in-market sales support in key geographic feeders.
- Lead a targeted initiative to actively engage with the incentive market and promote GFL's new luxe product.

STRATEGIES

- **Destination Client Visits / Destination Previews:** Coordinating with destination-specific special events and industry partner events in the area to execute group destination previews and customized site itineraries to give prospective clients the opportunity to experience key properties and the destination attributes.
- **Signature Customer Events and Face-to-Face Sales Missions:** Create specific signature sales events in target geographic markets focusing on a series of scheduled qualified customer appointments coupled with networking receptions or events showcasing property participants.
- **Tradeshow and Conference Attendance:** Continue to focus on participation in appointment-based shows, allowing increased opportunity for CVB team to engage in one-on-one meetings with planners, with limited participation at "show" only formatted events in key segments.
- **Customer Advisory Board:** The CAB, now in year five, comprised of senior executives of a cross-section of industries (corporate, association, multicultural, sports, third-party) will continue to give us the "Voice of the Customer" to drive the Meet Sunny campaign and build better communication, sales tactics, and competitive offerings to generate more business, while providing guidance for development and advocacy for Broward County Convention Center and other hotel transformations, as needed.
- **Key Business Influencer Partnerships:** Working in partnership with key third-party entities (AMCs, HelmsBriscoe, Experient/Maritz, Conference Direct) to reach business influencers to drive new business opportunities.
- **Marketing:** Utilize marketing tools in print, PR, online, social and b2b platforms to brand Greater Fort Lauderdale's Meet Sunny meeting's message, educate and update status of new Convention Center District and communicate actionable offers and opportunities.
 - **B2B:** work with key planner search and source sites enabling destination searches of potential properties and direct RFP opportunities for new clients.
 - **Print/PR:** Focus on key feature stories and messages throughout the year coinciding with industry booking cycles, industry shows and activities with new Meet Sunny images and messaging.
 - Expand print and digital strategy to mainstream business focused publications to reach c-level executives outside of the trades to raise brand awareness.



- **Online and Digital:** Communicate relevant news from the destination through various online and social media components utilizing consistent feature updates or messages to generate booking activity and interest.
- **Customized Sales Communication:** Using email newsletter templates, sales personnel will generate quarterly a branded but customized communication to planners with valuable business opportunities and information about in-market activities.
- **Targeted Sales Communications:** In conjunction with marketing, use state of the art technology to engage with key meeting planners and c-level decision makers.



TACTICS: MARKET SPECIFIC

- **Convention Center District Hotels:** communicate package of nearby hotels (17th Street and beach) through direct sales, marketing, public relations and advertising efforts targeted at key markets (Northeast, Chicago, Mid-Atlantic) with business opportunities, greater than 800 rooms on peak.
- **Regional Markets:** With six satellite personnel in key markets, actively be present in market promotion in Northeast, Mid-Atlantic, Coastal South, Midwest and Northwest/Northern California.

Association: State, Regional, National

- Focus on Association Management Companies (AMC) through AMC Institute and affiliated programs to get in touch with individuals responsible for managed associations. Selection of FLL for 2017 AMCI program will assist us in direct opportunity for AMC leaders to experience Fort Lauderdale's transformation.
- Creation and execution of signature events targeted at association planners in Southeast, Florida, Chicago and DC markets.
- Partnership in CONNECT Marketplace, allowing one-on-one appointments with key qualified hosted buyers in association and SMERF segments.
- National Partnership with PCMA and ASAE focusing on chapter leadership educational opportunities and nationally providing invaluable market research, brand alignment, marketing and direct sales efforts with memberships.
- Participation in PCMA Foundation Summit to network with senior executives for organizations with business opportunities for Greater Fort Lauderdale and the LCC/and Convention Center.

Corporate Segments

- Continue partnership with MPI to target national corporate (and association) planners through chapter leadership education and marketing opportunities at World Education Congress.
- Incentive Markets: participation with key customer targets at Incentive Research Foundation annual, Site Florida and Site International events. Site International and chapter events focusing on the existing and new upscale and luxury beach resorts.
- Continued participation in one and multiple day hosted buyer events in key secondary and tertiary markets to increase with various media providers.
- Go West: continued participation at SMART Meetings one and three day hosted buyer events in the west coast market.
- IMEX America and IBTM - increased participation with branded Greater Fort Lauderdale pavilions along with property and supplier partners in conjunction with VISIT FLORIDA's pavilion.
- Continued participation with LIMRA to further engage insurance and financial planners with the destination.
- Participation at Pharmaceutical Meeting Management Forum and Health Care executive forums which have resulted in key pharmaceutical and medical management programs.
- Attendance at Health Care Convention and Exhibitors Association annual convention and mid-year summit.

International Group

Successful deployment of resources allows for more direct convention/event/group focus time which has enabled us to make headway into this critical market, complimenting FLL airport expansion and anticipated route development.

- **Canada:** Continuation of Toronto focus, with western stops in Vancouver (likely in conjunction with Seattle) and Montreal/Quebec City, Halifax/Nova Scotia.
- **South America:**
 - > **Brazil:** Partnered sales missions with Tourism Sales will continue in 2017 as current representation agreement includes MICE in addition to leisure tourism, future opportunities will be explored. The 2017 Meet Sunny destination guide will be translated into Portuguese, and also available in Spanish and can be expanded into other languages as market conditions demand.
 - > Sales mission to **Colombia** and/or **Argentina**, and World Travel Fair in **Latin America** are also planned pending successful executions and ROI from inaugural executions in 2014.
- **Europe/ UK:** Participation in MPI European Congress was tremendously successful in the past with limited U.S. participation, enabling maximum relationship and future business development. Also continuation with EIBTM in Barcelona, IMEX Berlin, WTM and ITB. Sales trips to London and Germany are planned.

OVERVIEW

The mission of the Multicultural Group Sales and Business Development department is to build and maintain lasting relationships with meeting planners, organizational decision makers, religious leaders, along with local and national media to increase multicultural visitation and to ensure that Greater Fort Lauderdale remains the destination of choice for individuals of color.

OBJECTIVE

Increase the awareness of Greater Fort Lauderdale from diverse audiences and to enhance our footprint as a family-oriented, business-friendly destination for the multicultural visitor, resulting in increased multicultural visits and increased hotel occupancy.

STRATEGIES

- Create a “Get to Know Greater Fort Lauderdale” Destination Preview, using the relationships established with Black Meetings & Tourism Magazine and the National Policy Alliance, that will ensure greater access to Greater Fort Lauderdale City Wide business and conferences hosted in the shoulder season.
- Expand participation in religious tradeshows, RCMA and Rejuvenate, increase appointment-based programs, and enhance opportunities for one-on-one meetings with key decision makers.
- Coordinate three annual destination previews centered around specific cultural activities: Jazz in the Gardens (Mar); ATA/Tennis Family Reunion (Aug); and First Baptist Christmas Pageant (Dec).
- Use the “Jazz in the Gardens” program to expand national presence and increase promotional opportunities in selected target markets.
- Facilitate Caribbean business and tourism expansion in Central Broward through partnerships with Westfield Broward Mall and surrounding hotels to establish Central Broward as a multicultural hub for Broward County.
- Work with the City of Miramar, along with current and former professional tennis players, to secure a permanent site/home for the American Tennis Association and the Black Tennis Hall of Fame to increase year-round multicultural tourism.
- Partner with the City of Miramar and supporting hotels to create a targeted signature program to highlight the various amenities available and to showcase the diversity of the community.
- Work with CVB ambassadors and MAC members to create a Hispanic signature event for the destination.
- Co-op promotions and advertising with VISIT FLORIDA and other targeted media resources focusing on the Hispanic Group Market.
- Expand partnerships with the American Tennis Association (ATA) and the United States Tennis Association (USTA) to create a national Greater Fort Lauderdale Tennis Family Reunion. Develop a targeted program to attract families and members of the various Greek organizations through the Pan-Hellenic Council.
- Continue to attend local community based and civic organizational meetings to keep the community apprised of multicultural efforts, creating tourism and cultural ambassadors for the destination.
- Showcase existing GFLCVB promotions to drive city-wide and summer business.
- Continue to follow up on business opportunities created by the National Urban League Convention, hosted in Greater Fort Lauderdale.
- Extend family reunion marketing reach by working with Pathfinder Magazine, and its social media outlets.



(Hello Sunny Beach Party, Jazz in the Gardens)



(Miramar Cultural Center)

OVERVIEW

Sports Development's main mission is to consistently build and maintain strong relationships with the sporting industry's business decision makers and leaders to generate business in Broward County. To ensure that sports event directors, venue managers, and sports meeting planners are aware that Greater Fort Lauderdale is one of the best destinations to host various types of sporting events, such as regional, national, international events, tournaments, and championships, and to secure annual conventions and board meetings.

OBJECTIVES

- Work with local/national/international sports leaders to produce, increase, and extend hotel room nights that create positive economic impact for Broward County.
- Work with our hotels and sports venues to ensure the destination continues to offer value in the highly competitive marketplace.
- Work with Broward County Parks and Recreation to increase availability and access to sports venues.
- 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.

TARGET AUDIENCES

Amateur/Collegiate/Professional leagues and associations (domestic and international) that represent various sports: Archery, Badminton, Baseball, Beach Volleyball, Bocce, Bowling, Boxing, Cheer, Cricket, Curling, Cycling, Dancing, Diving, Dodgeball, Fencing, Field Hockey, Firefighting, Football, Game Fishing, Golf, Gymnastics, Health and Fitness, Ice Hockey, Kickball, Lacrosse, Martial Arts, Racquetball, Roller Hockey, Roller Skating, Rugby, Sailing/Yachting, Shooting, Soccer, Softball, Swimming, Synchronized Swimming, Table Tennis, Team Handball, Track & Field, Volleyball, Water Polo and Wrestling

STRATEGIES

- Showcase Broward County as a year-round destination for sporting events & meetings, focusing on summer business.
- Attend & exhibit at select trade shows, sports travel summits, and sales missions, such as Major League Soccer, NFL, NHL, American Amateur Athletic Union conference (AAU), National Association of Sports Commissions (NASC), Travel Events and Management in Sports conference (TEAMS), World Congress of Sports, SportAccord, Connect.
- Host destination previews/client visits around special events which allow us to showcase the destination while strengthening our relationships with clients and industry partners.
- Increase the market share of multicultural and LGBTQ sports related room nights.
- Host Broward County Sports Hall of Fame (SHOF) Induction Dinner at the BCCC to highlight sports legends.
- Maintain a sports calendar and communicate with the local hospitality community via annual sports hospitality update meeting.
- Create and distribute the Broward County Sports Venue Guide.
- Meet with Broward Parks and Recreation leaders and surrounding hotels to increase awareness of facilities and possible events that can be held.
- Work in unison with BB&T Center and the Florida Panthers.
- Continue to support the Fort Lauderdale Strikers marketing efforts.
- Continue to grow our market share of grant funding through the Florida Sports Foundation grant program and ensure that we maximize all sporting event opportunities.
- Continue to increase awareness of the sports specialty tags program through the Florida Sports Foundation.



(SHOF Class of 2016)

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FORT LAUDERDALE

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ENTERTAINMENT



**UNDERGROUND
LAUDERDALE**

sunny.org/underground

flick
lauderdale



sunny.org/flick



**UNDERGROUND
LAUDERDALE**
sunny.org/fashion

fashion

OFFICE OF FILM, MUSIC, ENTERTAINMENT & CREATIVE INDUSTRIES

OVERVIEW

To focus on all creative industries including film, music, entertainment, art, fashion and special events creating opportunities with a direct positive impact on tourism generated from these market segments, economic impact and job creations. OFME designs a comprehensive sales and marketing plan and is responsible for branding, partnerships and publicity of the overall goal.

OFME focuses on film efforts in addition to expanding its initiatives to music, art, nightlife culture and presently fashion, as well as overall creative industries, generating business developments in Broward County from film projects to expanding film festivals, to music festivals, overall events, showcasing our nightlife culture, underground vibe and fashion.

Promoting Greater Fort Lauderdale as a key entertainment destination, focusing on music, arts, film and fashion including niche markets such as LGBTQ films, lifestyle, underground & music events and nightlife. One of our overall goals is to continue to negotiate and execute productive partnerships with key film, music and entertainment opportunities and to continue to increase awareness, market growth and consumer tourism. Marketing efforts continue to generate industry and consumer tourism from these markets including media and publicity.



(Rockfest 80's at Markham Park, Sunrise)

MISSION

To develop of an annual film, music & entertainment sales and marketing program focusing on production, music & entertainment trade shows. Promote the destination to creative industries market segments and consumers. Market and brand Broward County as a key film, music, entertainment, art, fashion and nightlife destination, film conferences and festivals, music festivals and events. Develop sales mission, partnerships/sponsorships for key film, music & entertainment festivals locally and nationally. Work closely with entertainment travel agents, support local crews and vendors to generate job growth and economic impact, and business development. Showcase the destination, culture and nightlife and its hotels, organize site visits and FAM tours as a production, music and entertainment friendly destination.

Equally promote the destination as a key destination for live music, concerts and entertainment venues as well as entice music festivals and opportunities to the destination. "Underground Lauderdale" has brought a new meaning to the underground experience, where sound meets music, film meets imagination, and art meets fashion. Focus on working alongside various lifestyle partners, solidifying a unique off the beaten path fashion show in the destination as an annual event in Broward County, and continue to facilitate new opportunities in Broward County including new initiatives working with music, arts, fashion and LGBTQ film and event partnerships.

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UNDERGROUND
LAUDERDALE
sunny.org/underground

flick
lauderdale
sunny.org/flick



UNDERGROUND
LAUDERDALE
sunny.org/fashion
fashion

OFFICE OF FILM, MUSIC, ENTERTAINMENT & CREATIVE INDUSTRIES

STRATEGIES

- Brand, market and promote Greater Fort Lauderdale / Broward County as a key film, music, entertainment, art, fashion and nightlife culture to industry and consumers via various partnership opportunities in these industries as well as trades shows, festivals, conferences and events.
- Support filmmaking with one-stop free permitting and act as a liaison to all Broward County municipalities.
- Promote, market and support the film, music & entertainment industry, local crews and film vendors.
- Showcase GFL production, music & entertainment friendly hotels and work closely with production & entertainment travel agents.
- Organize site visits and fam tours as to generate awareness.
- Create partnerships via trades shows, awards shows and key conferences and events and meetings to promote Underground and Flick brands.
- Enhance and promote Underground Lauderdale (UMP) to music industry and during special events in Greater Fort Lauderdale.
- Develop Underground Fashion Pass (UFP) featuring local unique fashion stores providing fashion added values.
- Negotiate and execute partnerships with key film and music opportunities.
- Promote music venues in Broward County in various key music festivals and conferences.
- Promote music incentive program for dedicated concert venues in competitive bids for key music artist.
- Develop advertising and PR media plans to generate buzz and awareness of Broward County and Greater Fort Lauderdale, as well as the Underground and Flick brands.
- Maintain and update OFME, including Underground, web pages with current productions, resources and info in addition to music & entertainment events.
- Promote local incentive to film and music industries.
- Grow partnership with FLIFF (Fort Lauderdale International Film Festival) and MIFO (Fort Lauderdale Gay & Lesbian Film Festival).
- Promote the destination as a key live music hub and nightlife culture to consumers and industry.
- Promote entertainment culture in Broward County.
- Attend key meetings during the Primetime Emmys in LA to help build partnerships with key networks and film studios.
- Launch an annual “underground” fashion show in partnership with key designers and hospitality brands and promote Greater Fort Lauderdale’s fashion culture through innovative and cutting edge designers.



greater
FORT LAUDERDALE

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ENTERTAINMENT



**UNDERGROUND
LAUDERDALE**

sunny.org/underground

flick
lauderdale

sunny.org/flick



**UNDERGROUND
LAUDERDALE**

sunny.org/fashion

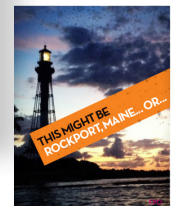
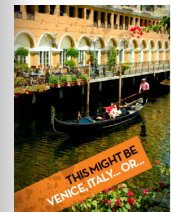
fashion

OFFICE OF FILM, MUSIC, ENTERTAINMENT & CREATIVE INDUSTRIES

MARKETING ACTIVITIES

Trade Show Participation/Award shows, festivals and events:

- Austin City Limits Music Festival
- MIFO LGBT Film Festival Fort Lauderdale
- Produced by NYC
- Showeast
- FLIFF - Fort Lauderdale International Film Festival
- AICP annual event
- International Emmy Awards
- LFP Gotham Awards
- IMFCOM - International Music Festival Conference
- IFFS - International Film Festival Summit
- Focus Locations Show
- APAP NYC (Association of Performing Arts Show)
- NATPE - National Association TV Producers Executives Trade Show
- Pollstar Music Conference
- Connections Le Book Production
- British Academy Film Awards (BAFTA) Awards
- London Production Show/Sales Blitz
- Tour Connection NY
- LMGA Awards - Location Mangers Guild of America Awards Show
- For the Love Music Festival
- Rockfest Music Festival
- MIPCOM - International Market of Communications Program
- Tour Connection LA
- Tortuga Rock the Ocean Music Festival
- Riptide Music Festival
- Billboard Awards
- Spirit Awards
- KW Singer Songwriter Music Festival
- Le Book Connections NY
- Fashion Event
- American Music Awards (or ACM)
- Primetime Emmy Awards
- Telluride Film Festival



OVERVIEW

Increase Greater Fort Lauderdale's share of the lesbian, gay, bi-sexual, transgender and questioning market by savvy, ahead of the curve marketing strategies to connect with, engage and influence LGBTQ visitors. Work with media, meeting planners, travel professionals, sports groups, and LGBTQ businesses and events with a common goal to increase total LGBTQ room nights.

OBJECTIVES

- Increase the destination's share of the LGBTQ leisure market; by 2018 be in the Top 5 U.S. LGBTQ destinations.
- Increase the destination's share of LGBTQ group and meeting business; by 2019 be the top choice for LGBTQ group/meetings and sports events in the U.S.
- Assist in developing and growing LGBTQ events in Greater Fort Lauderdale.
- Increase domestic and international LGBTQ travel to Greater Fort Lauderdale, in particular, Florida, Canada, UK, Germany, Scandinavia, France, Argentina, Brazil, Colombia and Mexico.
- Promote GFL as a diverse, modern, progressive and affirming destination for the younger demographic.
- Promote GFL as the top LGBTQ destination in Florida and one of the most inclusive destinations in the world.
- Increase transgender tourism and awareness to Greater Fort Lauderdale.
- Increase gay family tourism to Greater Fort Lauderdale.
- Increase LGBTQ weddings and honeymoons.
- Increase visibility in the lesbian market.

STRATEGIES

- Develop a visibility with influencers' strategy and partnerships with key companies that will increase LGBTQ destination awareness through non-traditional travel vehicles. Visibility with key global LGBTQ influencers
- Use market research to better understand the key LGBTQ motivators to both domestic & international leisure and group business and the barriers to travel to GFL.
- Grow transgender, lesbian and gay family tourism, both domestic and international.
- Partner with local LGBTQ events to greater increase destination awareness with a goal of increasing LGBTQ room nights.
- Develop and market One Magical Weekend Fort Lauderdale Halloween Event as the destinations signature and largest attended LGBTQ event.
- Work with key national lesbian promoters and assist in developing and marketing a Greater Fort Lauderdale lesbian event.
- Partner with Provincetown for women as their presenting sponsor for their four lesbian events.
- Partner with the GFL GLCC and work closely with their members on all LGBTQ tourism.
- Through social media and specific geo-targeting, educate LGBTQ millennial travelers that GFL is the gay capital of Florida and one of the most LGBTQ progressive destinations.
- Through creative gay messaging, inform the LGBTQ traveler that GFL is FL's largest and most popular diverse gay hub with the largest resident LGBTQ community, and the most gay-owned and operated businesses in FL.
- Create ongoing LGBTQ promotions on sunny.org/lgbtq.



MEDIA STRATEGY

- In the 2016/2017 campaign, continue an integrated focus with social media, print and digital placements.
- Continue to participate in the VISIT FLORIDA LGBTQ marketing initiative, including domestic and international events.
- Continue to look at iPad specific LGBTQ magazines, domestic and international mobile apps, as well as a Facebook campaign that will target a younger traveler.
- Develop an Instagram strategy and invite popular LGBTQ Instagram influencers to GFL to share their destination experience with their followers.
- Specifically target transgender, lesbian and gay families.
- The geographic target will continue to be the Northeast, Mid-West, California, Canada, the UK, Germany, Scandinavia, Argentina, Brazil, Colombia and Mexico.
- Educate the younger LGBTQ traveler that Greater Fort Lauderdale is Florida's sunny, progressive and hip gay capital.
- Weave lesbian, bi-sexual, gay family and transgender images throughout our LGBTQ materials.

LGBTQ EVENTS

- Miami Fort Lauderdale LGBTQ Film Festival, (Oct 2016)
- Wicked Manors Halloween, Wilton Manors. (Oct 2016)
- One Magical Weekend Fort Lauderdale Halloween Event, (Oct 2016)
- VISIT FLORIDA LGBTQ reception, New York, (Feb 2017)
- Fort Lauderdale Pride, (Feb 2017)
- VISIT FLORIDA ITB LGBTQ party, (Mar 2017)
- Gay Days Orlando, (June 2017)
- Stonewall Pride, Wilton Manors, (June 2017)
- Gay Pride New York City, (June 2017)
- Provincetown Bear Week, Provincetown, (July 2017)

LGBTQ TRAVEL SHOWS/CONFERENCES

- LGBTQ Confex, Mexico City (Oct 2016)
- Out & Equal, Orlando (Oct 2016)
- WE Trade, Colombia (Oct 2016)
- WTM, London (Nov 2016)
- CMI, Las Vegas (Dec 2016)
- FITUR, Madrid (Jan 2017)
- Creating Change, Philadelphia (Feb 2017)
- ITB, Berlin (Mar 2017)
- IGLTA Global Conference, St. Pete, FL (May 2017)
- WTTTC, Thailand (Apr 2017)
- LGBTQ Week in NYC (May 2016)
- Transgender Medical Symposium, Fort Lauderdale (May 2017)
- Gay Days Orlando (May 2017)
- G Network 360 Conference, B.A. Argentina (Aug 2017)
- NGLCC, Not Selected (Aug 2017)
- ABRAT, Sao Paulo, Brazil (Sept 2017)
- Gay Days Las Vegas (Sept 2017)
- Southern Comfort Transgender Conference, Fort Lauderdale (Sept 2017)



(Southern Comfort Transgender Conference, Bonaventure Resort & Spa, Weston)

OVERVIEW

Our goal is to maximize every travel and tourism opportunity throughout Broward County, in order to enhance our status as a family oriented, fun and vibrant year-round sunny destination. Continue to build on the present economic growth through increased room night sales and positive rate growth with the promotion of new and existing hotel product, from Lauderdale Luxe to Superior Small Lodgings, their services and unique amenities. We will maintain a close watch on traditional markets and trends, while simultaneously begin a new focus on emerging markets, capitalizing on new airline developments and the intensification of the cruise markets.

OBJECTIVES

- Increase visitation from established international markets and new ones by continued relationship with the airlines and promoting FLL as a viable international airport.
- Prioritize resources for consumer and trade sales efforts in core international markets: Canada, Mexico, Latin America, Brazil, UK and Scandinavia.
- Support and promote awareness in secondary international markets, including Central America, Belgium, Netherlands, France and Italy.
- Build brand awareness in the emerging China travel market and the Australian and Middle Eastern emerging markets.
- Increase pre/post cruise passenger stays in Broward County by working with CLIA, travel agent associations and Port Everglades.
- Develop Greater Fort Lauderdale brand awareness in Texas and California.
- Create programs around niche markets that translate into direct room night sales.
- Maintain and enhance Medical Tourism partnerships and initiatives with the Medical Tourism Association and the CVB's Sunny Health partners.
- Work collaboratively with Multicultural Sales to become a top of mind vacation destination for U.S. Hispanics.
- Promote Broward County as a world-class international year-round destination and continue to increase room nights for existing hotel partners and drive visitation to attractions and shopping.
- Capitalize on family travel and our family oriented, fun and vibrant year-round sunny destination.
- Continue to create brand awareness of the destination in top international markets and new domestic markets.

STRATEGIES

- Represent Greater Fort Lauderdale at all relevant domestic and international travel and tourism events both in the U.S. and globally including Virtuoso, GTM, Home Based Travel Agent, Cruise World, Cruise 360, World Travel Market in London, ITB Berlin, IPW, Florida Huddle, ANATO.
- Domestically, build stronger OTA and airline programs with MLT Vacations, US Airways Vacations, AA Vacations, Mark Travel, JetBlue Getaways, Alaska Airlines and Allegiant.
- Partner with VISIT FLORIDA and Brand USA through trade shows, sales missions and co-op marketing opportunities to maximize resources and amplify results.
- Offer educational opportunities to local hospitality partners with market specific seminars.



- Educate tour operators and travel agents on the “new beginnings” in Greater Fort Lauderdale, including family travel, Brightline rail service and the new developing luxury market through FAMs, targeted sales missions, in person seminars and webinars.
- Strengthen partnership programs with NACTA, ASTA and CLIA to maximize pre/post cruise stays.
- Tailor domestic working relationships to include JetBlue, American Airlines, Virgin and Alaska Airlines service from new west coast markets of LAX, SFO and SEA, and WC origin markets connecting through those hubs.
- Target consortia and mega agencies (Worldview, Valerie Wilson Travel and Virtuoso) for individual business/leisure travel.
- Encourage participation of the industry at relevant events.
- Continue to provide language specific collateral material in Spanish and Portuguese. Expand to include Italian, German, French and Mandarin.
- Continue to grow the Sunny Health initiative through consistent participation and partnership with the Healthcare Industry and tourism partners and through increased digital marketing.
- Maximize representation in China, UK, Scandinavia, Germany, Brazil and Colombia to generate awareness of the destination and provide infrastructure and resources to become a leader in attracting international visitors to Greater Fort Lauderdale.
- Offer educational opportunities to the trade with more FAMs into the destination, seminars and targeted sales missions.



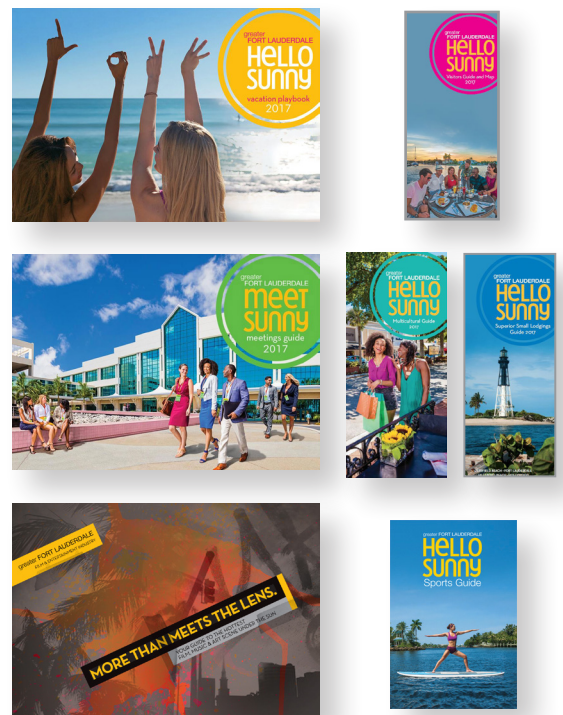
OVERVIEW

The Marketing Communications goal is to position Greater Fort Lauderdale as a year-round, warm weather destination with a sense of ease, using all channels, including the CVB website, social media integration, branded content, media outlets and added value. The continued integration of public relations and advertising strategies creates a cohesive sales message to develop destination awareness, inspire the desire to travel to Greater Fort Lauderdale and drive traffic to sunny.org. Messaging will include the positive impact of tourism on the local economy and job growth stimulated by hospitality and film industries.

CREATIVE COMMUNICATIONS

Communicate the HELLO SUNNY brand with messaging and visuals throughout all CVB communications channels both internal and external.

- Identify new platforms to promote the Greater Fort Lauderdale brand.
- Create demand for travel to Greater Fort Lauderdale through beautiful, iconic imagery and compelling content on sunny.org, providing an engaging, experiential website with all of the planning information and tools travelers need, in an approachable way.
- Integrate MEET SUNNY messaging & visuals into group sales materials.
- Stimulate engagement and conversions from customer base and potential visitors through tailored promotional emails and print/digital outreach.
- Incorporate VisitLauderdale’s social media channels into print and digital materials to stimulate interaction and encourage fandom of Facebook, Twitter, Pinterest, Instagram YouTube and GFL’s TV and multimedia access channels.
- Incorporate and promote the Broward County name/logo in all appropriate materials.



MEDIA RELATIONS

Elevate Greater Fort Lauderdale’s offerings and brand awareness through publicity and social media.

- Oversee individual media visits and media FAMs by qualified journalists and bloggers.
- Promote the GFLCVB’s consumer programs including Summer 2-for-1 Savings, Vacation Like a VIP, Cruise & Play, Lauderdale Spa Chic and Dine Out Lauderdale.
- Increase positive local newspaper, radio, television, online and social media coverage about the importance of tourism and the film industry in Greater Fort Lauderdale.
- Organize new editorial photography and video content for film and television as well social media.
- Promote the Broward County name and/or logo in all appropriate opportunities.

STAY MOBILE

Sunny.org is optimized for mobile and tablet, with easy navigation, “what’s nearby” mapping, mobile hotel booking engine and more.

- Reach potential visitors wherever they are and on whatever device they prefer.
- Redesign the “Fork Lauderdale” app to highlight dining options, including Dine Out Lauderdale and South Beach Wine and Food Festival -- Taste Fort Lauderdale series.

COMMUNITY RELATIONS/ADVOCACY

Increase awareness by hospitality industry partners of the tools and initiatives available to generate economic impact for Broward County.

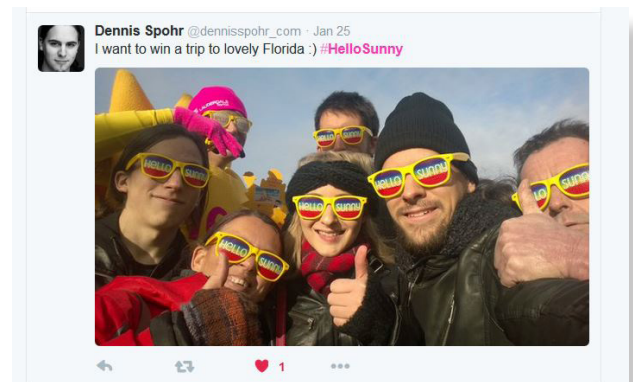
- Share the warmth of the destination by communicating news, opportunities and programs.
- Convey the importance of the hospitality industry in creating and sustaining jobs throughout the industry.
- Host hospitality industry outreach luncheons: Tourism Day, Sunsational Service Courtesy Awards, Marketing Plan Presentation, monthly CVBuzz e-newsletter, hurricane preparedness.
- Email GFLCVB updates to local hospitality industry and municipality leaders.
- Expand the Hello Sunny brand and customize for local municipalities.
- Encourage residents and businesses to become brand ambassadors for the destination by engaging with the CVB and sharing photos, experiences, blogs, videos, etc.
- Utilize local chambers of commerce, businesses and organizations to tap into “off the beaten path” experiences using social influencers to capture images & video showcasing the depth of unique experiences.

SOCIAL MEDIA

@VisitLauderdale | #HELLO SUNNY

Engage customers across top social channels and amplify Greater Fort Lauderdale’s presence as a trusted source for vacation planning and group business.

- Drive consumer engagement and loyalty to increase followers with meaningful authentic, content.
- Monitor, communicate, create and promote dynamic social dialogue on Facebook, Twitter, LinkedIn, YouTube, Instagram, and Pinterest.
- Listen and engage in conversations on the social web – with speed, honesty and human touch.
- Support current marketing efforts in all segments -- consumers, meetings, LGBTQ, film, sports, multicultural, weddings & international.
- Diversify message to appeal to new and loyal fan base.
- Provide content to reach the consumer at the moment and through the platform of their choice.



ADVERTISING OVERVIEW

Implement \$8 million ad campaign to generate brand awareness and expand year-round bookings.

- Create assets for luxury advertising campaign and media strategy.
- Create new assets for meetings, multicultural, Strategic Client Services, LGBTQ and consumer/leisure.
- Benchmark millennial campaign and continue to develop strategies to maximize audience reach.
- Leverage partnership opportunities with Brand USA, VISIT FLORIDA and the local tourism community through co-op advertising, media promotions and events.
- Focus on research to guide messaging and media road map to measure results and determine opportunities to reach consumers with an increased propensity to visit.
- Using feedback from the industry, evaluate and expand effectiveness of summer campaigns.
- Continue Port and Airport advertising campaign synergy.
- Expand energies into new technologies to keep Greater Fort Lauderdale at the forefront.
- Support PR and marketing initiatives.
- Optimize all media activity for maximum exposure and engagement.

OVERVIEW

Situational Analysis

The objective of the national public relations program is to keep Greater Fort Lauderdale front and center with the media and key customers by generating wide-spread and positive exposure of the destination’s continued transformation and image enhancement, exciting offerings, vigorous development, rich diversity, welcoming culture, youthful personality, and distinctive experiences, all appealing to a wide range of audiences.

This is an exciting time for Greater Fort Lauderdale - one of robust infrastructure improvements, luxury hotel development, and the debut of new county-wide attractions, restaurants, bars, lounges and culinary concepts. The destination’s continued evolution, including its luxury product, affords an exciting opportunity to create meaningful, impactful editorial coverage as we update existing audiences and cultivate new ones.

By leveraging existing media relationships, and constantly building new ones, especially online outlets and social influencers, we will communicate Broward County’s bright future and elevate its image to a business and leisure traveling audience seeking new, exclusive, vibrant, and dynamic experiences.

Public relations will employ a mix of creative media relations, special events, synergistic promotions, partnerships and strategic alliances for comprehensive market penetration. We will generate significant, feature-length editorial placements for Greater Fort Lauderdale, with a focus on high-profile media (traditional and online) reaching targeted audiences with the greatest impact.

By developing targeted, themed press trips, creative and immersive consumer events and experiences, conceiving and writing engaging press materials and news releases, and working with social influencers, we can convey our message using key travel PR vehicles like national consumer and trade magazines, regional and local niche publications, online outlets and national and local market broadcast (television and radio).

Public relations also plays a vital role in supporting the marketing and sales initiatives and departments of the Greater Fort Lauderdale Convention & Visitors Bureau as it does in promoting the destination to existing and emerging markets and through the Bureau’s annual marketing programs.

BRAND POSITIONING

- “Laid Back” but “Fresh”
- “Comfortable” but “Dynamic”
- “Always New and Exciting”

KEY AUDIENCES - CONSUMER

- | | |
|--|-------------------------|
| Boomers | Culinary |
| Millennials | Pre/Post Cruise |
| Gen X&Y | Sports/Active |
| Families | Nightlife/Entertainment |
| Couples | Arts & Culture |
| LGBTQ | Film/Music |
| Multicultural (African-American, US Hispanic, Caribbean) | Medical/Wellness |



(Experience Lauderdale LUXE, NYC)

KEY AUDIENCES - TRADE

- Business Traveler/MICE (Meetings, Incentives, Conferencing, Exhibits)
- Film Industry
- Cruise Industry
- Airline Industry
- Travel Agents and Travel Trade

PRIMARY GEOGRAPHIC TARGETS

- Top national customer origin markets
- Mid-Atlantic, Northeast, West Coast, Southwest, Midwest demographic market areas
- South Florida and in-state drive markets for summer, backyard and Florida promotions
- Emerging markets with new airline service
- Canada with emphasis on Toronto and Montreal
- Caribbean

OBJECTIVES

- Continue to increase awareness among key existing audiences, and enhance awareness in emerging markets.
- Generate sustained coverage with top-tier, special-interest, traditional, digital/online and emerging media outlets.
- Promote Greater Fort Lauderdale's appeal to affluent travelers and generate awareness of the destination's growing luxury product.
- Reinforce the destination's key brand attributes and new developments plus its cultural, culinary, wellness and soft adventure offerings - all the while telling a fresh new story about Greater Fort Lauderdale.
- Raise awareness of GFL's continuing transformation and the destination's significant new developments.
- Provide communications support to GFLCVB key departments to enhance marketing initiatives and sales activities.
- Drive year-round visitor interest with existing and emerging demographic/geographic audiences.
- Facilitate targeted outreach to a domestic Hispanic audience.
- Stimulate consideration of GFL as a "must-see," "must-visit" vacation, meetings and business travel choice.
- Continue targeted messaging to millennials, multicultural, LGBTQ, entertainment, cruisers and other vertical audiences.
- Leverage the ease and convenience of travel to GFL - especially in light of the expansion of the Fort Lauderdale-Hollywood International Airport (FLL) - to stimulate growth in new market development.
- Assure top-of-mind recognition/standing against competitive set as one of the fastest growing and most dynamic visitor destinations in the U.S. with record-breaking visitation and other positive market indicators.
- Ensure that public relations and media relations activities leverage, support and extend Greater Fort Lauderdale's brand and marketing strategy.
- Promote the CVB as an award-winning, innovative tourism industry leader.
- Increase traffic and reach to sunny.org and engagement on Greater Fort Lauderdale's social networks.

STRATEGIES

- Influence media and consumer perceptions about Greater Fort Lauderdale in all messaging.
- Implement programs that promote GFL's unique selling propositions and personality.
- Focus attention on the destination's ongoing transformation including new hotels, cuisine, nightlife and entertainment, up-and-coming neighborhoods, and special events, generating attention for the destination and attract an affluent audience.
- Tout tourism successes with promotion of visitor numbers and related revenue and economic impact.
- Educate consumers about the transformation of the destination by focusing on media that offer edgy content and speak to an audience seeking a dynamic experience.

- Develop engaging story lines and creative topics and messaging that will resonate with the media and showcase the destination's appeal and visitor assets.
- Promote marketing initiatives that drive visitors, occupancy and ADR and merchandise the destination's competitive advantage.
- Leverage new air service to increase media exposure in target markets and work closely with corresponding airlines and the cruise industry to promote the destination's appeal for pre/post cruise stays and media visits.
- Leverage special event taking place in GFL as a draw for media participation and visits, including culinary, entertainment (concerts), multicultural, LGBTQ, sports, meetings and cruise.
- Support partnerships with products, brands, entertainment vehicles, and special events that appeal to millennials to showcase the destination's desirability.

TACTICS

Keep Greater Fort Lauderdale top of mind with the media to generate awareness and buzz.

Greater Fort Lauderdale News Bureau

- Operate a robust Greater Fort Lauderdale News Bureau to keep the media well-informed and engaged with destination developments.
- Regularly expand our media database to include outlets consumed by a more youthful and dynamic target demographic; utilize PR Newswire for greater market penetration.
- Expand press release translation/distribution via Hispanic PR Newswire.
- Create marketing promotions, strategic alliances and partnerships with high-end retail, media and consumer outlets, products and services to further Greater Fort Lauderdale's brand awareness.
- Manage a social media/influencer program to serve as an enthusiastic and ongoing source of information, reviews and coverage of Greater Fort Lauderdale based on audience and topic segmentation.
- Create and distribute, on an ongoing basis, an annual calendar of news and feature releases, media alerts, pitches and story angles, advertorials and blog postings for brand promotion, sustained coverage and positive word-of-mouth.
- Promote seasonal events through quarterly What's Happening press releases.
- Create a 12-month calendar of press releases for new developments, event announcements, CVB marketing initiatives and promotions, destination successes and tourism achievements.
- Secure editorial coverage in top-tier consumer and trade media that reflects our audience mix (Millennials, Couples, Families, Culinary, LGBTQ, Cruisers, Adventurers, Multicultural, BT-MICE, Arts & Culture, and Nightlife/Entertainment).
- Create broadcast opportunities that feature the dining, nightlife/entertainment, water sports, sightseeing, romance, family/family reunions, shopping, multi-generation family travel, arts & culture, and LGBTQ offerings of Greater Fort Lauderdale.
- Pitch Greater Fort Lauderdale coverage to specialized media, including U.S. Hispanic, Multicultural and African American outlets, to reinforce the destination's multicultural and family reunion prominence.
- Research and fulfill editorial calendars and special sections of relevance.
- Promote greater engagement with a younger audience across multiple communications channels, presenting them with the multitude of experiences they can enjoy in Greater Fort Lauderdale.



(Lauderhill Performing Arts Center)

Creative Messaging and Story Angles

- **A New Way to Meet in GFL:** News on Convention Center District enhancement project as well as major improvements to Greater Fort Lauderdale meetings-oriented hotels
- **Transgender:** Overview of destination's history of commitment to this market (the forgotten T), commissioned study, Southern Comfort conference
- **LGBTQ Family:** GFL's appeal to families – the destination's fastest growing family market
- **Multicultural:** Focus on Miramar Cultural Center, West Broward, Plantation as multicultural hubs for family and leisure travel
- **Hotel Development:** Update on new and upcoming hotel projects: the Conrad Fort Lauderdale Beach, the Gale, Four Seasons, Element by Westin, Le Meridien, The Dalmar, The Element by Westin. etc.
- **Underground, Arts & Culture:** From F.A.T. Village to ArtServe, highlight the hidden gems of Greater Fort Lauderdale in art, fashion, live music and nightlife
- **Let's Go Greater Fort Lauderdale (Millennial):** Showcase the destination's appeal to millennials through nightlife, adventure travel, water sports, dining
- **Natural Fort Lauderdale:** Promote GFL's wildlife watching by land and water including turtle walks, bird watching, the Everglades, Whiskey Creek, Seminole Reservation, snorkeling/diving reefs, NOVA conservation program
- **Broward County Parks:** Highlight destination's top parks and nature preserves for exploration and outdoor adventure activities
- **Luxe Lauderdale:** Highlight the destination's transformation into a premier luxury destination for leisure travelers, including new + existing properties, spa, gaming, shopping, boating + watersports
- **Greater Fan Lauderdale (Sports Events):** Promote destination's appeal to sports/spectator travel; highlight destination's events and upcoming tournaments, etc. including Swatch Volleyball (Jan 2017), Caribbean Cricket, bowling events, fishing tournaments, Florida Panthers, Hard Rock Stadium events
- **Lauderdale Love:** Position the destination as a romantic getaway for all couples, whether LGBTQ, vow renewals, second weddings, or anniversaries. Time around the 2nd anniversary of Love is Love (February)
- **Throwback Lauderdale:** Create a list of classic restaurants, hotels, landmarks, etc. that have marked their place in Greater Fort Lauderdale for more than 50 years
- **Food For Thought:** Highlight the top restaurant/bars/influencers making noteworthy contributions in GFL
- **Chef in Spotlight:** Highlighting destination's young chefs making their mark on the destination's dining scene
- **Brews and Bubbly:** Greater Fort Lauderdale drink guide including recipes from top brewers, bartenders and distillers in the destination using local ingredients
- **Lauderdeals:** Promote Vacation Like a VIP, Summer Savings, Lauderdale Spa Chic and Dine Out Lauderdale
- **Diver's Haven:** Showcase the destinations vast diving and snorkeling opportunities – including Rapa Nui Reef, Pompano Beach's Shipwreck Park, Lauderdale-By-The-Sea's BugFest



Support value proposition programs

Enhance the CVB's programs and promotions via media relations, promotions, journalist visits and social media support. Create awareness and market prominence through special events and departmental activities.

Meetings/Conventions

- Promote Greater Fort Lauderdale success in meetings/conventions media through the promotion of CVB initiatives and successes, such as Customer Advisory Board initiatives, major convention/group/city-wide signings, industry partnerships and signature events.
- Promote Broward County Convention Center as a premier facility for meetings and conventions and promote the Center's expansion and development plans and the Lauderdale Convention Collection.

LGBTQ

- Promote the CVB's leadership and welcoming culture with targeted communications to the LGBTQ market, with a focus on LGBTQ family and transgender audiences.
- Leverage research and surveys to promote advancements in destination's LGBTQ hospitality.
- Launch all-inclusive #LoveisGreater campaign in November, transgender awareness month.
- Publicize Greater Fort Lauderdale's participation in 26th Annual Southern Comfort Conference (Sept 27-Oct. 1), any other major LGBTQ events.
- Generate buzz and media coverage of Pride Fort Lauderdale (October), Wicked Manors (Oct. 31), Prides of the Southeast (POSE) Conference (March 10-12, 2017).
- Support LGBTQ department's participation in VISIT FLORIDA's annual New York City media event.
- Secure media coverage of Greater Fort Lauderdale's LGBTQ tourism product through media development, interviews, press visits and cultivation activities.
- Actively cultivate media attending LGBTQ conferences taking place in Greater Fort Lauderdale.
- Execute an LGBTQ Modern Family media FAM to showcase the destination's "kid friendly" offerings.

Office of Film, Music, Entertainment, Fashion & Creative Industries

- Promote Greater Fort Lauderdale's emergence as a major presence for music and entertainment events, including MiFo LGBT Film Festival (Oct. 7-16), 31st Annual Fort Lauderdale Int'l Film Festival (Nov 4-20), Riptide Music Festival (Dec 3-4), For the Love Music Festival in F.A.T. Village (TBD), and Tortuga Music Festival (April 7-9, 2017).
- Promote Greater Fort Lauderdale's film and music industry and its economic impact on the destination.
- Support and promote Greater Fort Lauderdale at high-profile film and music events, trade and award shows, fashion shows, showcasing its casually chic brand image and desirability for film, video, broadcast, music, entertainment and fashion productions with entertainment and production media.
- Promote the destination's live music and nightlife culture to consumers and trade.
- Promote Greater Fort Lauderdale's "stylish" culture to fashion, lifestyle media; support the CVB in the creation of an annual "underground" fashion show in partnership with key designers and lifestyle brands.

Medical/Wellness Travel

Position Sunny Health, a collaborative initiative between the GFLCVB, the hospitality community and medical facilities in Broward County to offer medical services in a therapeutic setting, and provide accommodations resources for patients and traveling families, nurses, etc.

Multicultural

- Position GFL as the country's premier religious and multicultural market and family reunion capital.
- Promote major African-American and faith-based group events.
- Maximize media coverage of American Tennis Association's new headquarters in GFL.
- Publicize special multicultural destination events including Hispanic Heritage Month, Black History Month, Family Reunion Month (July), Jazz in the Gardens (Mar), First Baptist Christmas Pageant (Dec).
- Promote emerging neighborhoods and heritage locations of interest to the Multicultural visitor.
- Support annual events including Caribbean Style Week/Caribbean Heritage Month, including a media FAM event.



Culinary

- Publicize the destination's eclectic and evolving dining scene including up-and-coming chefs, and exciting dining, nightlife and food festival experiences.
- Highlight Dine Out Lauderdale annual promotion, food & wine events like Las Olas Wine & Food Festival, Pompano Beach Seafood Festival.
- Promote 2nd Taste Fort Lauderdale series/SOBEWFF; execute a media FAM in support.

Sports

- Promote the destination's venues, arenas, resources and amenities for sports-related travel and highlight major upcoming tournaments and special events.
- To shine the sporting spotlight on Greater Fort Lauderdale ahead of the 2020 Super Bowl, PR will run a sports-focused FAM to coincide with major events in the destination including Fort Lauderdale Marathon, Caribbean Cricket, Florida Panthers/Strikers and the Swatch Beach Volleyball events.

Travel Trade

- Promote travel agent academy.
- Generate awareness of Convention Center hotel project.
- Promote new developments.

Affluent Traveler

- Target today's affluent consumer seeking new travel experiences, by promoting the upscale and innovative offerings of Greater Fort Lauderdale.
- Promote Lauderdale Luxe hotel collection, offers and programs.
- Target recession-proof affluent Canadians through promotional activities including media visits & in-market activations.
- Execute a luxury media FAM to showcase new products and experiences.
- Support new hotel openings that cater to the affluent market.

Families/Multigenerational

- Position GFL as South Florida's premier family-friendly destination including hotels, activities, attractions & restaurants.
- Pitch Family Funtinerary in media outreach.
- Target family-friendly media for individual visits.
- Promote Superior Small Lodgings for families and multigenerational travel.

Cruise/Boating/Dive

- Position Greater Fort Lauderdale as a major cruise port and destination for pre/post cruise stays and enhance awareness of the destination among consumers, the cruise industry and travel agents.
- Promote pre/post-cruise travel options and packages via media relations.
- Promote GFL's outstanding dive product and industry by showcasing dive enhancements, attractions and the ease and diversity of the destination's dive offerings.
- Leverage Greater Fort Lauderdale's executive partner status and participation in significant trade shows, such as 57th Annual Fort Lauderdale International Boat Show (Nov 3-7), Seatrade Cruise Global (Mar 13-16, 2017), Cruise3sixty (Apr 18-24, 2017) etc.
- Promote Winterfest Boat Parade (Dec 10); execute a FAM in support.
- Partner with cruise lines on co-promotional media endeavors.
- Create a GFLCVB Cruise Summit with industry partners to discuss integrated cruise-related cruise marketing opportunities.
- Continue promotion of Greater Fort Lauderdale's hosting of Seatrade Cruise Global conference.

Weddings

- Promote wedding packages during wedding season and year-round.
- Target bridal media for a weddings FAM.
- Promote "beachside bachelorette" accommodations and activities.
- Execute "Weddings on the Water" promotion showcasing GFL's above, on, & below the water wedding experiences.

Year-Round Promotions & Special Events

- Enhance the CVB's programs and promotions via media relations, promotions, journalist visits and social media support. Create awareness and market prominence through special events and departmental activities.

Dine Out Lauderdale

- Promote program to travel and culinary media, blogs and restaurant review sites.
- Introduce new-to-market destination restaurants and chefs to culinary media.
- Host an influencer meet up activation in the destination to leverage latest trends in digital/social media.

Vacation Like a VIP

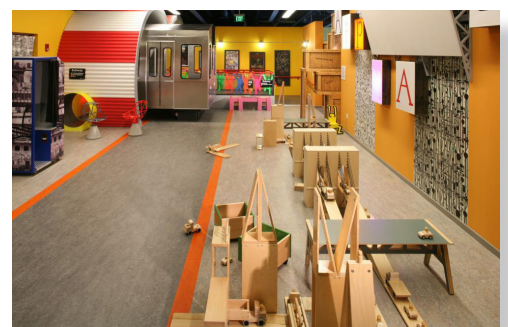
- Generate awareness of the program to highlight the destination's image and Lauderdale Luxe Collection.
- Secure media stays at the properties to experience the package offerings.

Summer Savings

- Promote summer hotel packages and 2-for-1 offerings to showcase Greater Fort Lauderdale's family friendly attractions and events.
- Provide media visiting in the summer with 2-for-1 savings offers for personal exploration.

Lauderdale Spa Chic

- Promote annual wellness program
- Promote packages alongside bridal/bachelorette offerings.



(Young At Art Museum, Davie)

PROMOTIONS

Culinary

- **Chef demonstrations in New York:** Stage a media event in NYC with GFL's rising star and top chefs for an interactive cooking demonstration to promote the destination's culinary offerings and events and hip dining scene. This event would also feature GFL craft beers and ciders.
- **Guest Chefs at Media Cafeterias/Media-Owned Restaurants:** Organize a visiting guest chef program at some of the top media company kitchens and cafeterias for editorial staff and the public, including Hearst, Time Inc. and Conde Nast. These individual chef appearances are also designed to showcase GFL's emerging culinary scene.
- **Media Partnerships:** Target food TV shows and online outlets to secure destination and chef coverage, including Food Network, HGTV, Cooking Channel, Serious Eats, Thrillist Media Group.



(Bloody Mary Brunch at The Ritz-Carlton, Fort Lauderdale during Taste Fort Lauderdale / South Beach Wine & Food Festival.)

Affluent

- **Lauderdale LUXE:** Canada: Orchestrate a Lauderdale LUXE consumer activation event in Toronto with a major retail partner to reach affluent Canadians with new destination messaging and imagery that showcases Greater Fort Lauderdale's more fashionable and luxury offerings.

DIGITAL/SOCIAL INFLUENCER PROGRAM

We live in a digitally driven world and Finn Partners is constantly in tune with the evolving trends that most effectively increase brand recognition and enthusiasm. Successful brands actively engage with targeted consumers and one key tactic is to collaborate with like-minded influencers. Influencers can either be a destination's best ambassador or its most powerful detractor.

At Finn Partners, we treat influencer engagement as part of the broader social and digital ecosystem for Greater Fort Lauderdale, ensuring that the strategy for monitoring, engaging and optimizing the relationships follows suit with the CVB's overall PR and digital strategy. We evaluate influencers based on their respective reach, relevance and resonance, assigning outreach and engagement priority based on those key factors.

Influencer Program Recommendations

- Finn Partners will formulate and manage a social media/influencer program for Greater Fort Lauderdale to engage prolific and popular bloggers and influencers to develop blog posts and create content for their own sites and channels, as well as serve as guest content creators for sunny.org. This program is designed to create brand ambassadors among digital media, generating influential discussions and first-hand experiences to encourage travel and garner additional stories about Greater Fort Lauderdale.
- Continuing to expand Greater Fort Lauderdale's digital footprint, Finn Partners will use social elements to enhance press trips and events. Creating designated hashtags, Snapchat filters, geo-fencing, emphasizing the use of destination handles and encouraging social engagement throughout the trips will elevate the experience and increase the destination's social presence.
- We will also curate a national influencer campaign to bring to the destination multiple content producers from around the country for group and individual press trips tailored to their interests across varied platforms - Instagram, YouTube, Facebook, Pinterest, Twitter, Snapchat.

OBJECTIVES

The GFLCVB advertising strategy is designed to maximize exposure for the destination with creative brand messaging communicated via a mix of paid, earned and owned media; delivering brand engagement, meaningful targeted impressions and a measurable return on investment.

Greater Fort Lauderdale will continue marketing under the Hello Sunny brand umbrella, using its equity and positioning to increase our visitation. The campaign will be updated in 2017, to evolve as the destination evolves and to meet new and future needs.

Brand Positioning

Hello Sunny - A feel-good, friendly destination - where happy meets go lucky.

Brand Personality - Welcoming to everyone.

| | | |
|---------------|------------|---------|
| Comfortable | Witty | Happy |
| Free | Relaxed | Vibrant |
| Uncomplicated | Attainable | Refined |
| Fresh | Credible | Playful |
| Confident | Acoustic | Genuine |

Advertising Objectives

- Increase overall brand awareness and recall.
- Support CVB goal to increase annual occupancy by 3%.
- Support CVB goal to increase ADR.
- Support the growing luxury/affluent properties and experiences in Greater Fort Lauderdale.
- Continue outreach to U.S. Hispanics (new initiative that started in 2016).
- Support existing and emerging international markets.
- Drive traffic to sunny.org and GFL's digital Vacation Playbook.
- Increase visits and meaningful engagement on GFL's social networks.
- Promote pre/post cruise vacation stays/extensions.
- Increase visibility as a premier, business oriented meeting and convention destination.
- Continue targeted messaging to specific audiences; multicultural, millennials, LGBTQ, OFME and niche.
- Support Broward County tourism related agencies, such as FLL, Port Everglades, Parks & Recreation and Cultural Division to promote expanded and new services which will enhance the visitor experience.



Strategies

Increase overall Brand Awareness and Brand Recall

- Maximize brand exposure using targeted branding mediums – television (network and on-demand), radio (network and on-demand), out of home, online video, print magazine.
- Conduct a Brand Recall and Perception Study to inform messaging while establishing a new brand benchmark.
- Update the Hello Sunny advertising campaign in English & Spanish. Updates will be based on research findings.
- Promote the digital Vacation Playbook, wherever possible, to increase brand engagement.
- Introduce the first Destination 24/7 television station via Apple TV.
- Generate content marketing assets (branded content) that consumers choose to engage with. This content can be digital (or not) and can be featured in both owned and paid platforms.
- Unite Broward County under the Hello Sunny brand umbrella. Create and provide a tool kit that fosters integration of the Hello Sunny brand throughout the county.
- Work with an outside source to introduce Hello Sunny branded merchandise for visitors to take home with them (car magnets, shirts, totes, etc.). Gain brand exposure by providing memorabilia to visitors who will cherish and share.
- Targeted social network programs – paid and owned. Utilize social media to further engage potential visitors with our brand.



Build occupancy by 3% and support an increasing ADR

- The new Hello Sunny campaign will slightly elevate the overall brand.
- A new Luxe/Affluent niche campaign will be created for GFL to target the affluent traveler.
- Provide booking mechanisms on all click thru landing pages.
- Support strategic local events (SoBEWFF, Tortuga, Riptide Music Festival) to ensure visitors are engaged and staying in the destination to attend events. Work with partners to create packages to support and promote.
- Whenever possible track online initiatives via site rankings as well as internal GFL URL tracking codes.
- Adapt/adjust all initiatives (real time) based on tracking information.

Support the growing luxury/affluent properties and experiences in Greater Fort Lauderdale

- Create a new niche campaign targeting affluent travelers.
- Target the affluent traveler via a media plan designed to reach this discerning audience. Examples include: Departures, Robb Report, AFAR, Elite Traveler.
- Create a Collection of five-star Greater Fort Lauderdale properties to support our entrance into this genre.
- Create and provide curated experiences through these media channels to support the demand for unique and memorable experiences.
- Develop content marketing assets specific to the affluent luxe market. Create content that this discerning audience wants to engage with, using a language and elevated aesthetic that is particular and desirable in nature.

Continue the outreach to U.S. Hispanics - for the first time GFLCVB launched a domestic Hispanic advertising campaign in mid-2016.

- Create Spanish version ads for all mediums. This includes Spanish language, culture and multigenerational content.
- Reach Hispanics on Spanish and English mediums and platforms.

Support Existing and Emerging International Markets

- Continue to partner with brands closely aligned with Hello Sunny to provide full, trackable packages to FLL - British Airways Holidays, Sunwing.
- Support international inbound flights with paid social media in feeder markets (Azul in Brazil, Copa Airlines in Latin America, Norwegian in Germany, Paris and Barcelona).
- Provide international sales team with updated tradeshow materials and displays.
- Maximize budget efficiencies by partnering with Brand USA for international endeavors in targeted markets.
- Continue working with VISIT FLORIDA to stretch our budget.
- Expand International co-op program for partners.
- Market digital Vacation Playbooks in Spanish, Portuguese, German, Italian, Chinese, and French in international communications, advertising, emails, etc.
- Provide collateral supplements for Spanish and Portuguese markets that promote the destination and the language appropriate Digital Playbook.
- Promote and distribute Spanish and Portuguese “Momentos Sunny” series of videos to Latin American countries and Brazil and include measurable offers.
- Increase Tour Operator Programs - UK, Germany, Scandinavia, Brazil, Argentina (Toselli) with advertising listings and combined ad spends.
- Provide all tour operators with links to international Vacation Playbooks for distribution.
- Assist with assets in emerging markets - Australia, Middle East (India), China.

Drive Traffic to sunny.org

- Online SEO and SEM programs designed to drive traffic.
- Segmented messaging - sunny.org/Portuguese, sunny.org/espanol, sunny.org/deutsche.
- Online retargeting programs.
- All paid and value added online advertising will support sunny.org.

Increase visits and meaningful engagement on GFL's social networks

- Targeted, brand integrated social network program on Facebook, paid and owned.
- Geo-target messaging as we grow our international connections. Country or market specific messaging.
- Add Twitter and Instagram to the paid mix of social advertising to maximize spend and effectiveness.
- Cross-promote social sites on sunny.org and in all other mediums where applicable.

Promote pre/post cruise vacation stays/extensions

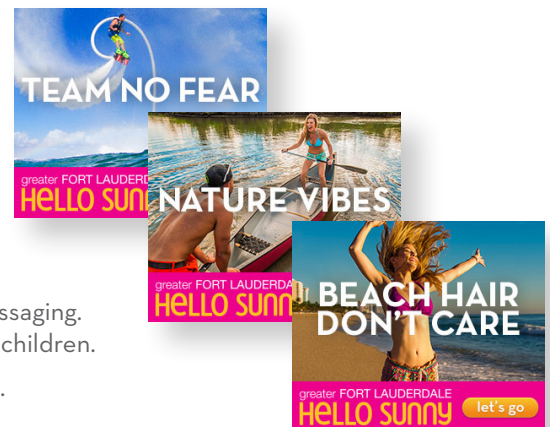
- Provide co-op opportunities targeting pre/post cruise market.
- Enhance website content for pre/post cruise audience by providing instructions and contacts making it easier for visitors to extend their stay, tag on an excursion, etc.
- Work with cruise lines to create tour packages in Greater Fort Lauderdale that cruisers book before they leave home. Support these programs through our own platforms: web, social, digital magazine, Hello Sunny TV.
- Utilize geofencing technology to target cruisers pre- and post-cruise, to encourage site visits and exploration.

Increase visibility as a premier, business oriented meeting destination

- Create new advertising assets for meetings and conventions.
- Create new ad targeting incentive sales market. Utilize consumer luxe assets to attract this market.
- Work with CAB (Customer Advisory Board) for messaging direction.
- Provide cooperative opportunities to meeting hotels.
- Produce printed and digital Meet Sunny brochures: English, Spanish and Portuguese.
- Develop assets and messaging for BCCC hotel and expansion – teaser messages when timing is right.
- Continue outreach to international group market.

Continue targeted messaging to specific audiences; multicultural, millennials, LGBTQ, OFME and niche

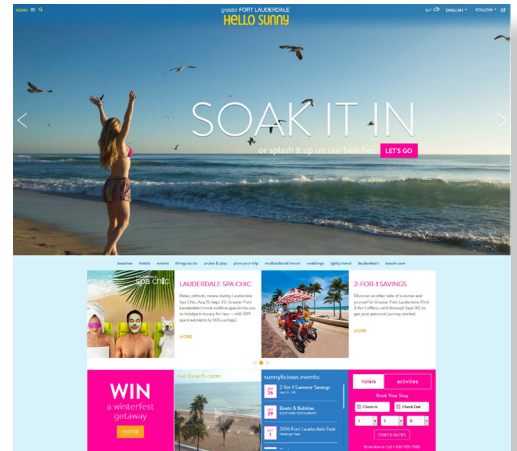
- Build upon events like Lauderdale Spa Chic, Dine Out Lauderdale, and Jazz in the Gardens.
- Use current Millennial “Let’s Go” campaign in on-demand and social environments.
- Support the upcoming conventions and groups (i.e.; Transgender Conference).
- New African American ads and content will be created to support needs like supporting Miramar/ATA, drawing Caribbean business for Western Broward.
- Continue to market LGBTQ as an integrated part of community and messaging. Add family market to the mix utilizing both gay and lesbian couples and children.
- Participate in consumer events to bolster and support brand awareness. (ex. New York City Pride)
- Update the OFME brochure to support the underground fashion initiative and promote the entertainment culture in Broward County.
- Utilize paid social media (targeting niche segments) to maximize reach and efficiencies.
- Provide informative and compelling communications to support the new Sunny Health initiatives.
- Provide marketing support for Sports Marketing events. Utilize events like Swatch Volleyball to reinforce and grow the Hello Sunny brand experience. Share the excitement via social sharing opportunities and marketing sponsorships.



MEDIA STRATEGY

Media Planning Objectives

- Use comprehensive tracking combined with the best travel data to guide marketing strategies and optimize media spend.
- Drive inquiries and ultimately visitations resulting in increased occupancy, room rates and overall revenues.
- Increase traffic/reach to sunny.org and Digital Playbook Magazine.
- Create strong co-op opportunities to allow partners to participate in both brand and inquiry driven programs.
- Include new attention-getting mediums and opportunities that push the limits and garner results.
- Support the efforts of the federal, state and local destination marketing organizations while maximizing our individual efforts and budget.



Target Audience

Primary:

| | |
|-------------------------------|----------------------|
| Active adults 25-54 (Primary) | HHI - \$100,000+ |
| College Educated | Families and couples |
| Professional Managerial | |

Affluent Luxe:

| | |
|-----------------------------|----------------------|
| HHI - \$250,000+ | Active Adults 25-54 |
| (with assets minimum \$1MM) | Families and couples |

Millennial:

Young adults 21-34

Lifestyle:

| | | |
|----------------------|-------------------|---------------------|
| Families and Couples | Multigenerations | Spa Enthusiasts |
| Yachting and Boating | Sport Enthusiasts | Health and Wellness |
| Cultural Enthusiasts | Food and Wine | LGBTQ Friendly |

Geographic Markets:

Fall/Winter

New York
Boston
Toronto
Philadelphia
Washington DC
Chicago
Cleveland
Dallas

Spring/Summer (Domestic Drive Market)

Tampa/St. Petersburg
Miami/Fort Lauderdale/Palm Beaches
Naples/Ft. Myers
Orlando
Washington DC
New York
Dallas

Multicultural:

- **African American**, Key religious meeting planners, Travel Professionals, Family Reunions, Local Civic and Corporate Meeting Planners, and the Caribbean Market (cricket/shopping)
- **U.S. Hispanic**, Spanish and English speaking, Family and Multigenerational, Millennial

International:

Canada (Toronto and Montreal), U.K., Brazil, Mexico, Colombia, Argentina, Germany, Scandinavia, France (Paris)

Meetings:

Incentive Sales Meeting Professionals, C-Class Executives, Corporate and Association Meeting Planners including those whose job function is not solely meeting planning.

TACTICS

The campaigns will incorporate broadcast and cable television, on-demand television, radio and on-demand radio. Digital (rich with video) will be a major component and will include paid social media.

Television/Radio

- Traditional and on-demand in both radio and television.
- Use radio partnerships to drive visitation and hotel nights to support major events. Ex. Tortuga, Riptide and SOBEFWW
- NY, Chicago, Boston, and our traditional summer drive markets.
- Participate in any coop programs to stretch budget (VISIT FLORIDA, Brand USA).

Print/Digital Programs

- Use co-operative funds in upscale, family and lifestyle publications to create awareness.
- Maintain publications that have been successful in selling co-ops and are strong lead generators.
- Digital programs will be mandatory with all publications.

Digital

- Online programs will be chosen based on high index against target audience usage habits; cross visitation and added value. (Use proven Ad Networks)
- Include content programs wherever possible, designed to attract viewers who choose to engage with the content.
- Include a highly targeted paid social program to augment programs year-round.
- Custom E-blast in our top markets will be used to maintain our successful co-op programs. Target markets include New York, Chicago, Boston, Philadelphia, Toronto.
- Develop online co-op programs that allow partners to participate in highly targeted, trackable mediums - all seasons.
- Provide a depth and breadth of digital solutions that maximizes media spend.
- Mobile ads, Retargeting, Spongecell, Dynamic Ad Serving, Digital Local Search, Video.
- Utilize rich media video programs for better engagement measurements (metrics).



Meetings & Conventions

- Continue the co-op program in targeted select meeting trade publications, emails, rich media bellybands, and banners.
- Reduce the number of titles to build frequency, which will ensure more attractive merchandising opportunities.
- Take advantage of all value add surrounding the major conference and tradeshow. PCMA, IMEX, Interact, Global Interact, Smart Market, springtime in the Park and WEC/MPI.
- Increase online co-op opportunities while reevaluating print options.
- Increase lead generation programs.
- Custom e-newsletters.
- Digital Postcards.

Out of Home

- Continue with high-impact Times Square billboards (New Year’s Eve) and winter.
- Continue annual “Welcome” billboard presence on Florida/Georgia state line.
- In state: Select high profile billboards strategically located in Tampa, Orlando and the local “backyard” market to drive summer business. Continue local presence with welcome messages throughout the year.



OVERVIEW

Continually enhance visitor experiences through customer relationship management and partnerships to positively influence repeat and referral business.

OBJECTIVE

Destination Experience Management - oversee the SUNsational Service program bridging Broward County Government and the Hospitality Industry creating an integrated strategic sales approach through service including: Research, Education, Training, Communication, and Recognition.



STRATEGIES

Strategic Client Services:

- Foster a “spirit of cooperation” among destination partners to integrate individual marketing efforts into the convention group business environment; showcase products, programs and services as a “one-stop shop community concierge.”
- Manage Service with a Smile referral program issuing more than 400 leads to registered service providers as partner rewards—integrated online focus.
- Provide meeting and convention support services to more than 900 arriving groups (enhanced online focus); conduct planning/sales sites and pre/post-convention meeting briefings; volunteer recruitment assistance.
- Design city-wide convention transportation networks and add value via a Water Taxi 2-for-1 online incentive (year-round); provide additional cost-savings via airport transfer partnerships.
- Offer customized attendance-building options, incentives, and custom mapping to maximize convention blocks; promote value-add Sun Trolley airport excursion to Downtown Fort Lauderdale in partnership with Bags To Go, A&E and other key partners.
- Custom-design venue experiences to maximize the special event industry’s impact on client marketing goals (i.e. Gulfstream Park, Las Olas Boulevard and Hollywood Dine-Arounds, Heritage Tours, Plan-It-Green); partner with local organizations to promote higher education, ethics, and professionalism: HSMAI, ISES, MPI, GMIC, GCCA and CLIA.
- 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 SUNsational Service.
- Provide restaurant group dining and retail values to convention delegates via TravelHost.
- PocketSAVER: value-add online sales tool for year-round and summer promotions.



- Provide free city-wide welcome signage throughout the airport and local partnerships for “one-stop-shop” coordination and permitting assistance for street banners, and sidewalk directional branding. Coordinate/ create personalized VIP welcome messages and special event signage.
- Provide concierge maps for FLL, and hotel partners in partnership with TravelHost Magazine.
- MEET GREEN as a meetings industry priority and work to assist meeting planners and group hotels (encouraging Plan-It-Green) and Corporate Social Responsibility (CSR) promotions.
- Provide sales/service support for the weddings niche market including development and support of all industry aspects and room night production.
- Create customized group microsites for key conventions and destination events to maximize delegate access to area activities, facilities, and attractions to increase attendance (and in-market spending); promote longer stays via post-cruise promotions; assist in maximizing.
- Simpleview/CRM database capabilities and update contacts/website venue photos.
- Conduct Destination Evaluation and Critiques, provide meeting planner feedback to industry partners striving for 100% satisfaction; obtain client testimonials for publications, website promotions, media and sales referrals.



Convention Housing Services:

- Provide block management and online reservation services for city-wide conventions as needed via Lanyon/Passkey; ongoing support of 3rd party providers.
- Conduct property site visits for potential convention hotel participation (official and overflow hotels) to enhance housing efficiency, revenue management, and service delivery.
- Act as hotel liaison for groups requiring assistance in inventory communications (including emergency management); produce pre/post meeting and convention audits/pick-up reports, and post-conference quality assurance feedback.



GREATER FORT LAUDERDALE CONVENTION & VISITORS BUREAU

101 NE Third Ave, Suite 100, Fort Lauderdale, FL 33301 • 954-765-4466 • sunny.org

Executive & Administration Staff

Stacy J. Ritter, GFLCVB President, sritter@broward.org
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Convention Sales Staff

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Gilbert Villard, Regional Director of Sales, 954-767-2481, gvillard@broward.org
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Celia Thompson, Convention Sales Assistant, 954-767-2462, cthompson@broward.org
Kathy Hall, Administrative Specialist, 954-767-2443, khall@broward.org

Multicultural & Religious Sales

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Sports Development

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Saskia Fisher, Sports Development Sales Manager, 954-767-2455, sfisher@broward.org
Dawson Pritchett, Sports Development Specialist, 954-767-2438, dpritchett@broward.org

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LBGTQ Sales & Marketing

Richard Gray, LGBT Managing Director, 954-914-3771, richardgray@broward.org

Tourism Sales

Fernando Harb, VP, Tourism Sales, 954-767-2448, fharb@broward.org
Erick Garnica, Director, International Sales, 954-767-2446, egarnica@broward.org
Caitlan Etchevers, Director, Domestic Sales, 954-767-2451, cetchevers@broward.org
Justin Flippen, Tourism Projects Manager, 954-767-2463, jflippen@broward.org
Raquel Flores, Tourism Sales Assistant, 954-767-2447, rflores@broward.org

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Kim Canter, Digital Marketing Manager, 954-767-2445, kcanter@broward.org
Rita Wells, Marketing Communications Manager, 954-767-2483, rwells@broward.org

Office of Film, Music, Entertainment & Creative Industries

Noelle Stevenson, VP, Film, Music & Entertainment, 954-767-2440, nstevenson@broward.org
Kristen Norona, Film Permit Assistant, 954-767-2472, knorona@broward.org

REGIONAL CONVENTION SALES OFFICES

Alexandria Office

1800 Diagonal Road, Suite 130 Alexandria, VA 22314

Rosa Mendoza-Friedham, Regional Director of Sales, 703-684-0456, romendoza@broward.org

Dion James Zanfordino, Regional Sales Manager, 703-684-0456, djames@broward.org

Greater Chicago Office

360 East South Water Street, Unit #1007, Chicago, IL 60601

Nora Gorman, Regional Director of Sales, 312-233-8300, ngorman@broward.org

Northeast Regional Office

15 Ferry Road, Old Lyme, CT 06371

Steve Aird, Regional Director of Sales, 860-434-8877, saird@broward.org

Carolina Regional Office

12838 Cumberland Cove Drive, Charlotte, NC 28273

Michele Bemis, CMP, CASE, Regional Director of Sales, 954-732-3870, mbemis@broward.org

Northwest, Midwest - Rockies Office

3081 Oakrider Drive, Alamo, CA 94507

Stacy Copeland, Regional Director of Sales, 925-791-5282, scopeland@broward.org

GREATER FORT LAUDERDALE/BROWARD COUNTY CONVENTION CENTER

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Carlos Puentes, Deputy Director, cpuentes@broward.org

Terry Kuca, Asst. General Manager, tkuca@ftlauderdalecc.com

1950 Eisenhower Boulevard, Fort Lauderdale, FL 33316, 954-765-5900

INTERNATIONAL OFFICES

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Marina Barros, In Market Representative, mbarros-broward@doubleem.com.br

Rua Coronel Xavier de Toledo, 316 conj 10A - 1º, CEP 01048-000 - Sao Paulo - SP - Brasil, 55-11-3258-1269

Colombia Office

Leonardo Pedraza, General Manager, bltravel@etb.net.co

Calle 19 N. 4-20, Local 10, Bogota AA26725, Colombia, (571) 281-6511

UK Office

Rosina Williams, Sales and Marketing Account Director, fortlauderdale@hillsbalfour.com

Hills Balfour, 58 Southwark Bridge Road, London SE1 0AS, United Kingdom, 44 (0) 20 7593 1700

China Office

Kevin Zhou, Travel Trade Marketing Director, KZhou@aviareps.com

Suite B, 18F, JingAn New Century Plaza, 188 WuJiang Road, Shanghai 200041, China, (8621) 6359 7178

PUBLIC RELATIONS

Finn Partners

Virginia Sheridan, Managing Partner, 212-754-6500, virginia.sheridan@finnpartners.com

ADVERTISING

Starmark

Lisa Hoffman-Linero, Chief Marketing Officer, 954-874-9000, lhoffman@starmark.com



Board of County Commissioners:
Mayor Barbara Sharief, Mark D. Bogen,
Beam Furr, Steve Geller, Dale V.C.
Holness, Chip LaMarca, Nan H. Rich,
Tim Ryan, Michael Udine

greater FORT LAUDERDALE
CONVENTION & VISITORS BUREAU

101 NE Third Avenue, Suite 100
Fort Lauderdale, FL 33301
954-765-4466 • sunny.org

@VisitLauderdale | #HELLO SUNNY

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

**MASTER: 2016-2017 GFLCVB TRADESHOW MASTER PLAN
Events, Tradeshows, Missions**

| Event | Location | Contact | Month | Share | Segment |
|---|------------------|--|-------|-------|---------------------|
| Home Based Travel Agent Forum | Orlando | Caitlan Etchevers | Oct | | Tourism Sales |
| Mark Travel Conference | Cancun, Mexico | Caitlan Etchevers | Oct | | Tourism Sales |
| MLT Product Launch/Training | Atlanta | Caitlan Etchevers | Oct | | Tourism Sales |
| Mark Travel Reservations Training | Orlando | Caitlan Etchevers | Oct | | Tourism Sales |
| Virginia Gold Cup | Virginia | Rosa Mendoza/Dion James | Oct | yes | Convention Sales |
| DC Client Event | Washington, DC | Rosa Mendoza/Dion James | Oct | yes | Convention Sales |
| IMEX America | Las Vegas | Stacy Copeland Christine Roberts Gilbert Villard | Oct | no | Convention Sales |
| NE CVB Rep Event | Philadelphia | Steve Aird | Oct | no | Convention Sales |
| Tallahassee Society of Association Executives | Tallahassee | Michelle Bemis | Oct | no | Convention Sales |
| LIMRA | Boston | Steve Aird | Oct | no | Convention Sales |
| ITB Asia & China Sales Mission | Singapore, China | Fernando Harb | Oct | yes | Tourism Sales |
| AAU Convention | San Antonio | Carol Hudson | Oct | no | Sports |
| Rejuvenate Marketplace | TBD | Angella Lopez | Oct | no | Multicultural Sales |
| Out & Equal | Orlando | Richard Gray | Oct | no | LGBTQ |
| Austin City Limits | Austin | Noelle Stevenson | Oct | no | OFME |
| Produced by NYC | New York | Noelle Stevenson | Oct | no | OFME |
| ShowEast | Miami | Noelle Stevenson | Oct | no | OFME |
| DEMA | Las Vegas | Caitlan Etchevers | Nov | | Tourism Sales |
| Cruise World | Fort Lauderdale | Caitlan Etchevers | Nov | | Tourism Sales |

| | | | | | |
|-------------------------------|----------------------------|---|-----|-----|----------------------------------|
| NACTA Annual Convention | Fort Lauderdale | Caitlan Etchevers | Nov | | Tourism Sales |
| PhoCusWright Conference | Los Angeles | Fernando Harb | Nov | no | Tourism Sales |
| CCRA | Fort Lauderdale | Caitlan Etchevers | Nov | | Tourism Sales |
| World Travel Market | London, England | Fernando Harb Richard Gray Kim Butler | Nov | yes | Tourism Sales, LGBTQ, MarComm |
| Visit Florida- Peru/Ecuador | Peru & Ecuador | Fernando Harb | Nov | yes | Tourism Sales |
| Caribbean Sales Missions | Bahamas & Jamaica | Fernando Harb | Nov | no | Tourism Sales |
| FOREward Meetings | | Steve Aird | Nov | no | Convention Sales |
| Meeting Masters International | | Rosa Mendoza-Friedheim | Nov | no | Convention Sales |
| 8th Annual Pharma Summit | New Jersey | Steve Aird | Nov | no | Convention Sales |
| Sales Call | St. Louis & Kansas City | Stacy Copeland | Nov | no | Convention Sales |
| Xsite | Birmingham | Michelle Bemis | Nov | no | Convention Sales |
| Nursing Organization Alliance | | Michelle Bemis | Nov | no | Convention Sales |
| Tallahassee Tailgate Event | Tallahassee | Michelle Bemis | Nov | no | Convention Sales |
| Visit Florida-ENCOUNTER | TBD | Michelle Bemis Gilbert Villard | Nov | no | Convention Sales |
| Northstar Global Incentive | Monaco | Gilbert Villard | Nov | no | Convention Sales |
| American Express Meetings | TBD | TBD | Nov | no | Convention Sales |
| Association Exec. Exchanges | Chicago | Nora Gorman | Nov | no | Convention Sales |
| IBTM Global | Barcelona | Gilbert Villard | Nov | no | Convention Sales |
| Site Global Conference | Panama | Gilbert Villard | Nov | no | Convention Sales |
| International Emmy Awards | New York | Noelle Stevenson | Nov | no | OFME |
| IFP Gotham Awards | New York | Noelle Stevenson | Nov | no | OFME |

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|--------------------------------------|------------------|--|-----|----|------------------------------------|
| Winterfest Boat Parade – Divine Nine | Fort Lauderdale | Albert Tucker | Nov | no | Multicultural Sales |
| Expedia Partner Seminar | Las Vegas | Caitlan Etchevers | Dec | no | Tourism Sales |
| Luxury Travel Expo | San Diego | Caitlan Etchevers | Dec | no | Tourism Sales |
| Visit Florida Retreat | TBD | Fernando Harb Christine Roberts Kim Butler Carlos Molinet | Dec | no | Tourism, Group, MarComm, Admin |
| IAEE | | Rosa Mendoza-Friedheim | Dec | no | Convention Sales |
| SMART Meetings | Dallas | Elena Gladstone | Dec | no | Convention Sales |
| Assoc Exec North Carolina | North Carolina | Michelle Bemis | Dec | no | Convention Sales |
| CVB Reps.com Holiday | Washington, DC | Rosa Mendoza/Dion James | Dec | no | Convention Sales |
| Sales Calls | Tennessee | Gilbert Villard | Dec | no | Convention Sales |
| CONNECT Winter Meeting | | Carol Hudson | Dec | no | Sports |
| Destination Preview | Fort Lauderdale | Albert Tucker Angella Lopez | Dec | no | Multicultural Sales |
| CMI | Las Vegas | Richard Gray | Dec | No | LGBTQ |
| Olivia Cruise Lines | San Francisco | Richard Gray | Dec | no | LGBTQ |
| IMFCON | Las Vegas | Noelle Stevenson | Dec | no | OFME |
| IFFS | Las Vegas | Noelle Stevenson | Dec | no | OFME |
| Focus Location Show | London, England | Noelle Stevenson | Dec | no | OFME |
| AAA Vacations Midwest | Columbus | Caitlan Etchevers | Jan | no | Tourism Sales |
| Florida Huddle | Lake Buena Vista | Fernando Harb Christine Roberts Kim Butler | Jan | no | Tourism, Convention, MarComm |
| Sales Mission | DC-Baltimore | Caitlan Etchevers | Jan | no | Tourism Sales |
| Florida Beaches Assoc. | Scandinavia | UK office | Jan | no | Tourism Sales |
| Sales Mission | Spain | Fernando Harb | Jan | no | Tourism Sales |

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|--------------------------------|------------------------|--|-----|----|---------------------|
| HCEA | | Michelle Bemis | Jan | no | Convention Sales |
| New York HELLO SUNNY Mission | New York | Steve Aird/Christine Roberts | Jan | no | Convention Sales |
| Quarterly Event | Washington, DC | Rosa Mendoza Dion James | Jan | no | Convention Sales |
| Xsite | Florida | Michelle Bemis | Jan | no | Convention Sales |
| PCMA Annual Meeting | Austin | Christine Roberts Stacy Copeland Rosa Mendoza Gilbert Villard | Jan | no | Convention Sales |
| ACES Conference | Cincinnati | Carol Hudson | Jan | no | Sports |
| MLS Combine | Los Angeles | Carol Hudson Saskia Fisher | Jan | no | Sports |
| Stylistics Steppers Conference | Broward County | Albert Tucker | Jan | no | Multicultural Sales |
| RCMA | | Angella Lopez | Jan | no | Multicultural Sales |
| Creating Change | Philadelphia | Richard Gray | Jan | no | LGBTQ |
| Atlantis Event | Los Angeles | Richard Gray | Jan | no | LGBTQ |
| FITUR | Madrid | Richard Gray | Jan | no | LGBTQ |
| APAP | New York | Noelle Stevenson | Jan | no | OFME |
| National Tour Association | St. Louis | Caitlan Etchevers | Feb | no | Tourism Sales |
| ASTA and Sales Calls | San Fran & Los Angeles | Caitlan Etchevers | Feb | no | Tourism Sales |
| Well Being Travel | TBD | Caitlan Etchevers | Feb | no | Tourism Sales |
| ANATO/Sales mission | Colombia | Fernando Harb | Feb | no | Tourism Sales |
| Routes America | Las Vegas | Erick Garnica | Feb | no | Tourism Sales |
| MPI European Congress | Granada, Spain | Gilbert Villard | Feb | no | Convention Sales |
| MPINCC | California | Stacy Copeland | Feb | no | Convention Sales |
| MEET Sunny Mission | Chicago | Nora Gorman | Feb | no | Convention Sales |

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|----------------------------------|-----------------|--|-----|----|----------------------------|
| MPINCC | California | Stacy Copeland | Feb | no | Convention Sales |
| MEET Sunny Mission | Chicago | Nora Gorman | Feb | no | Convention Sales |
| MPI- MACE | Washington, DC | Rosa Mendoza Dion James | Feb | no | Convention Sales |
| AMC | Fort Lauderdale | Stacy Copeland | Feb | no | Convention Sales |
| NAACP Image Awards | | Albert Tucker | Feb | no | Multicultural Sales |
| Visit Florida reception | TBD | Richard Gray | Feb | no | LGBTQ |
| Pollstar Music Conference | TBD | Noelle Stevenson | Feb | no | OFME |
| CONNECTIONS Le Book | Chicago | Noelle Stevenson | Feb | no | OFME |
| Sales Blitz/Production show | London, England | Noelle Stevenson | Feb | no | OFME |
| Consumer Activations | TBD | Kim Butler | Feb | no | MarComm |
| AAA Vacations Northeast | Foxborough, MA | Caitlan Etchevers | Mar | no | Tourism Sales |
| Home Based Travel Agent Forum | Las Vegas | Caitlan Etchevers | Mar | no | Tourism Sales |
| Boston Travel Agent Event | Boston | Caitlan Etchevers | Mar | no | Tourism Sales |
| ITB Berlin | Berlin | Fernando Harb Erick Garnica Richard Gray Kim Butler | Mar | no | Tourism, LGBTQ, MarComm |
| Visit Italy USA | Italy | Fernando Harb Kim Butler | Mar | no | Tourism, MarComm |
| Brazil Sales Mission | Brazil | Fernando Harb | Mar | no | Tourism Sales |
| MPI Mid-Atlantic | | Nora Gorman | Mar | no | Convention Sales |
| CBI Pharma Forum | | Steve Aird | Mar | no | Convention Sales |
| DMAI Destination Showcase | Washington, DC | Rosa Mendoza Dion James | Mar | no | Convention Sales |
| Visit Florida | Boston | Steve Aird | Mar | no | Convention Sales |
| Visit Florida | Chicago | Nora Gorman | Mar | no | Convention Sales |

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|--|------------------|--|--------------|-----|--|
| MIC Colorado/Sales calls | Colorado | Stacy Copeland | Mar | no | Convention Sales |
| Quarterly Event | Washington, DC | Rosa Mendoza Dion James | Mar | no | Convention Sales |
| CSPI | Washington, DC | Rosa Mendoza Dion James | Mar | no | Convention Sales |
| Incentive Travel | Las Vegas | Gilbert Villard | Mar | no | Convention Sales |
| Jazz in the Gardens Destination Preview | Miramar | Albert Tucker Angella Lopez | Mar | no | Multicultural Sales |
| Conference Direct | | Rosa Mendoza Dion James | Mar | no | Convention Sales |
| ASAE- Great Ideas Conference | | Stacy Copeland | Mar | no | Convention Sales |
| World Congress of Sports | California/Miami | Carol Hudson | Mar | no | Sports |
| Tourism Day | Tallahassee | Carol Hudson Saskia Fisher | Mar | no | Sports |
| Tour Connection | New York | Noelle Stevenson | Mar | no | OFME |
| LMGA Awards | Los Angeles | Noelle Stevenson | Mar | no | OFME |
| Destination Wedding Show | TBD | Anna Levin | Mar / Apr | | Wedding |
| AAA Sales Calls | Florida | Caitlan Etchevers | Apr | no | Tourism Sales |
| World Travel Market | Sao Paulo | Fernando Harb Gilbert Villard Kim Butler | Apr | no | Tourism Sales, Convention Sales, MarComm |
| NEXT Travel Expo | Cancun, Mexico | Erick Garnica | Apr | no | Tourism Sales |
| South America Sales Mission | Argentina, Chile | Erick Garnica | Apr | no | Tourism Sales |
| Everteract | | Michelle Bemis | Apr | no | Convention Sales |
| VISIT FLORIDA Event | Boston | Steve Aird/Christine Roberts | Apr | no | Convention Sales |
| ASAE- Springtime | Washington DC | Rosa Mendoza Dion James | Apr | no | Convention Sales |
| Meeting Spots | | Michelle Bemis | Apr | yes | Convention Sales |
| Heartland Mission | Des Moines/Omaha | Stacy Copeland | Apr | yes | Convention Sales |

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|--|----------------|-------------------------------|-----|-----|---------------------|
| Visit Florida- VIP- | Minnesota | Stacy Copeland | Apr | no | Convention Sales |
| Visit Florida- VIP- | Atlanta | Michelle Bemis | Apr | no | Convention Sales |
| M&C Planner Expo | TBD | TBD | | | |
| Helms Briscoe Partner Fair | Scottsdale | Elena Gladstone | Apr | no | Convention Sales |
| NY Sales Mission | New York | Steve Aird | Apr | yes | Convention Sales |
| SISO- CEO Summit | | Steve Aird | Apr | no | Convention Sales |
| Sales Mission | Montreal | Gilbert Villard | Apr | yes | Convention Sales |
| IMEX Frankfurt | Germany | Gilbert Villard | Apr | yes | Convention Sales |
| SMART Meetings | | Elena Gladstone | Apr | no | Convention Sales |
| Sport Accord | TBD | Carol Hudson Saskia Fisher | Apr | no | Sports |
| USOC Governing Bodies | Colorado | Carol Hudson Saskia Fisher | Apr | no | Sports |
| National Association of Sports Commission (NASC) | Sacramento | Carol Hudson Saskia Fisher | Apr | no | Sports |
| Client Event | Washington, DC | Albert Tucker | Apr | no | Multicultural Sales |
| WTTC | Bangkok | Richard Gray | Apr | no | LGBTQ |
| IGLTA | St. Petersburg | Richard Gray | Apr | no | LGBTQ |
| Instinct | West Hollywood | Richard Gray | Apr | no | LGBTQ |
| Tour Connection | Los Angeles | Noelle Stevenson | Apr | no | OFME |
| GTM West | Tucson | Caitlan Etchevers | May | no | Tourism Sales |
| Houston/NOLA Sales Calls | TX & LA | Caitlan Etchevers | May | no | Tourism Sales |
| Visit Florida China Sales Mission | China | Fernando Harb | May | yes | Tourism Sales |
| Hotel Beds Workshop | TBD | Fernando Harb | May | no | Tourism Sales |

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|-------------------------------|-----------------|---|-----|-----|------------------|
| Visit USA Peru | Lima | Erick Gamica | May | no | Tourism Sales |
| Visit Florida-Fashion Week | Brazil | Fernando Harb | May | yes | Tourism Sales |
| Brazil Travel Week | Brazil | Fernando Harb | May | no | Tourism Sales |
| Sales Mission | Canada | Erick Gamica | May | no | Tourism Sales |
| SGMP | Fort Lauderdale | Michelle Bemis Dion James | May | | Convention Sales |
| Sales Mission | Atlanta | Michelle Bemis | May | | Convention Sales |
| Sales Mission | NY | Steve Aird | May | | Convention Sales |
| CVENT | TBD | TBD | May | | Convention Sales |
| Sales Mission | Colombia | Gilbert Villard | May | | Convention Sales |
| NE CVB Rep Event | New York | Steve Aird | May | | Convention Sales |
| Mid-Atlantic Sales Mission | | Rosa Mendoza Dion James | May | | Convention Sales |
| AMP Tournament | | Rosa Mendoza Dion James | May | | Convention Sales |
| MPI | North Carolina | Michelle Bemis | May | | Convention Sales |
| ASAE | Wisconsin | Nora Gorman | May | | Convention Sales |
| Sales Calls | Ohio | Nora Gorman | May | | Convention Sales |
| Incentive Research Foundation | | Stacy Copeland | May | | Convention Sales |
| NFL/NHL Travel Show | NY/CA | Saskia Fisher | May | | Sports |
| Billboard Awards | TBD | Noelle Stevenson | May | | OFME |
| Singer Songwriter Festival | Key West | Noelle Stevenson | May | | OFME |
| Cruise 360 | Fort Lauderdale | Caitlan Etchevers | Jun | | Tourism Sales |
| IPW | Washington, DC | Fernando Harb Erick Gamica Jessica Savage | Jun | | Tourism, MarComm |

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|--------------------------------|---------------------|---|-----|--|------------------|
| Vacation.com | TBD | Caitlan Etchevers | Jun | | Tourism Sales |
| Sales Calls | Seattle & Vancouver | Caitlan Etchevers | Jun | | Tourism Sales |
| Visit Florida VIP | Mexico | Erick Garnica | Jun | | Tourism Sales |
| PCMA Education foundation | | Rosa Mendoza Dion James | Jun | | Convention Sales |
| Sp. Event | new York | Steve Aird | Jun | | Convention Sales |
| IBTM-Americas | Fort Lauderdale | Gilbert Villard | Jun | | Convention Sales |
| Destination Wedding Show | TBD | Anna Levin | Jun | | Wedding |
| COLLABORATE Marketplace | | Michelle Bemis | Jun | | Convention Sales |
| Sales Mission | Toronto | Stacy Copeland | Jun | | Convention Sales |
| MPI World Education Conference | | Steve Aird Dion James Gilbert Villard | Jun | | Convention Sales |
| PCMA Education Conference | | Stacy Copeland Nora Gorman Rosa Mendoza | Jun | | Convention Sales |
| Sales Mission | Utah | Elena Gladstone | Jun | | Convention Sales |
| Sales Mission and client event | Philadelphia | Steve Aird | Jun | | Convention Sales |
| HCEA | | Michelle Bemis | Jun | | Convention Sales |
| Sales Mission | Minneapolis | Stacy Copeland | Jun | | Convention Sales |
| LGBT Confex | Mexico City | Richard Gray | Jun | | LGBTQ |
| G 360 | Buenos Aires | Richard Gray | Jun | | LGBTQ |
| Gay Days | Orlando | Richard Gray | Jun | | LGBTQ |
| Pride Parade | New York | Richard Gray | Jun | | LGBTQ |
| FADMO | TBD | Jessica Savage | Jun | | MarComm |
| GTM EAST | Fort Lauderdale | Caitlan Etchevers | Jul | | Tourism Sales |

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|---|------------------|--|-----|----|-----------------------------|
| Sales Mission | UK | Fernando Harb Gilbert Villard | Jul | | Tourism Sales Convention |
| CVB Quarterly Event | Washington, DC | Rosa Mendoza Dion James | Jul | | Convention Sales |
| The Meetings Show | UK | Gilbert Villard | Jul | | Convention Sales |
| Association Exec North Carolina | North Carolina | Michelle Bemis | Jul | | Convention Sales |
| Client Event | Chicago | Nora Gorman | Jul | | Convention Sales |
| CVB Summer Event | | Rosa Mendoza Dion James | Jul | | Convention Sales |
| FSAE | | Michelle Bemis | Jul | | Convention Sales |
| SITE Seminar | | Gilbert Villard | Jul | | Convention Sales |
| International Beach Volleyball | | Carol Hudson Saskia Fisher | Jul | no | Sports |
| Sales Mission | Colorado | Carol Hudson Saskia Fisher | TBD | no | Sports |
| National Black Prosecutors Association | | Albert Tucker | Jul | | Multicultural Sales |
| Bear Week | Provincetown | Richard Gray | Jul | | LGBTQ |
| Virtuoso Travel Mart | Las Vegas | Caitlan Etchevers | Aug | | Tourism Sales |
| Visit USA Central America | Panama/Guatemala | Fernando Harb | Aug | | Tourism Sales |
| Sales Mission & Client Event | Boston | Steve Aird | Aug | | Convention Sales |
| Kellen Co. Summit | | Michelle Bemis | Aug | | Convention Sales |
| Successful Meetings Marketplace | TBD | TBD | Aug | | Convention Sales |
| Aspire RCMA Regional | | Angella Lopez | Aug | no | Multicultural Sales |
| CONNECT Marketplace | TBD | TBD | Aug | | Convention Sales |
| Destination Wedding Show | TBD | Anna Levin | Aug | | Wedding |
| ASAE annual Meeting | Salt Lake City | Nora Gorman Rosa Mendoza Elena Gladstone Dion James | Aug | | Convention Sales |

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|--|-----------------|--|------|----|-------------------------------------|
| Sales Mission | Michigan | Nora Gorman | Aug | | Convention Sales |
| MPI Southeast Conference | | Michelle Bemis Gilbert Villard | Aug | | Convention Sales |
| Questex- LAMITE | | Gilbert Villard | Aug | | Convention Sales |
| Florida Meetings Showcase | | Michelle Bemis | Aug | | Convention Sales |
| CONNECT- Sportslink | TBD | Carol Hudson | Aug | no | Sports |
| NGLCC | TBD | Richard Gray | Aug | | LGBTQ |
| DMAI Conference | TBD | Kim Butler Fernando Harb Christine Roberts Carlos Molinet | Aug | | MarComm |
| ESTO | TBD | Kim Butler Carlos Molinet | Aug | | MarComm |
| La Cita | Fort Lauderdale | Fernando Harb Erick Garnica | Sept | | Tourism Sales |
| ASTA Global Convention | TBD | Caitlan Etchevers | Sept | | Tourism Sales |
| World Medical Conference | TBD | Caitlan Etchevers | Sept | | Tourism Sales |
| Travel Agent Event | NY/NJ | Caitlan Etchevers | Sept | | Tourism Sales |
| Visit Florida Governor's Conference | Hollywood | Fernando Harb Christine Roberts Kim Butler | Sept | | Tourism, Convention, MarComm, |
| Routes World | Barcelona | Erick Garnica | Sept | | Tourism Sales |
| Sales Mission | Germany | Fernando Harb | Sept | | Tourism Sales |
| Sales Mission | Latin America | Fernando Harb | Sept | | Tourism Sales |
| Visit Florida Sales Mission | Scandinavia | Erick Garnica | Sept | | Tourism Sales |
| Sales Mission | Texas | Elena Gladstone | Sept | | Convention Sales |
| ICOMEX | Mexico | Gilbert Villard | Sept | | Convention Sales |
| SGMP Regional conf | | Michelle Bemis/Dion James | Sept | | Convention Sales |

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|------------------------------------|---------------|-------------------------------|------|----|---------------------|
| CVB Quarterly Event | | Rosa Mendoza Dion James | Sept | | Convention Sales |
| HSMIA Meet | Washington DC | Dion James | Sept | | Convention Sales |
| ISITE | | Stacy Copeland | Sept | | Convention Sales |
| Marriott Event | Washington DC | Albert Tucker | Sept | | Multicultural Sales |
| Black Enterprise Challenge | | Albert Tucker | Sept | | Multicultural Sales |
| USTA Diversity & Inclusion Program | New York | Albert Tucker | Sept | | Multicultural Sales |
| Gay Days | Las Vegas | Richard Gray | Sept | | LGBTQ |
| American Music Awards | Los Angeles | Noelle Stevenson | Sept | | OFME |
| Primetime Emmy Awards | Los Angeles | Noelle Stevenson | Sept | | OFME |
| Telluride Film Festival | Telluride | Noelle Stevenson | Sept | | OFME |
| TEAMS Conference | TBD | Carol Hudson Saskia Fisher | Sept | no | Sports |

CO-OP ADVERTISING PLAN

Please visit www.sunny.org/coop for the full plan, including domestic, international, radio, television and video production co-op.

The Greater Fort Lauderdale Convention & Visitors Bureau co-op program continues to grow as we offer multi-dimensional benefits to our hospitality industry. Maximize your advertising dollars by spending less for more exposure. This advertising menu offers a multitude of programs representing the diverse interests of the industry.

The 2016-2017 co-op program will enrich the opportunities and increase value for our hospitality industry by offering multiple bundled packages based on audience segments, cost, and trackable digital results. The co-op programs, by design, are flexible in timing, structure, costs and markets impacted. The co-operative advertising program has proven to be a vital tool for the hotel industry to promote their businesses and take full advantage of all available cost saving opportunities. The implementation of all co-op advertising programs is contingent on securing industry participation. See individual co-op programs for contacts and specific deadlines. Co-op participation is on a first-come, first-served basis.

To reserve space, upload materials, access invoices,
visit <http://gflcvb.starmark.com/>

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co-op advertising

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DOMESTIC CO-OP, FALL/WINTER 2016-2017

- [ABC Watch NEW](#)
- [Boston.com Traveler Email program](#)
- [Chicago ad Mails](#)
- [Food & Wine Magazine](#)
- [Travel & Leisure, Food & Wine, Departures Digital Campaign NEW](#)
- [Globe Magazine NEW](#)
- [Hulu NEW](#)
- [New York Times T Magazine](#)
- [New York Times Great Getaways Emails](#)
- [Official Visit Florida Magazine/Visit Florida Visitors Guide](#)
- [Pandora On-demand Radio – Winter](#)
- [Philly.com Email program](#)
- [Spotify NEW](#)
- [SpotXchange NEW](#)
- [Travel & Leisure](#)
- [TripleLift NEW](#)
- [Toronto Star Wanderlust email program](#)
- [Your Travel Insider](#)

DOMESTIC CO-OP, SPRING/SUMMER 2017

- [AAA Living Magazine South](#)
- [Bridal Guide Digital and Print Program](#)
- [Budget Travel Deal Alerts Email Program](#)
- [Hulu NEW](#)
- [Interfuse VF Instate Inserts](#)
- [Pandora On-demand Radio – Summer](#)
- [Spotify NEW](#)
- [SpotXchange NEW](#)
- [Trip Advisor](#)