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# INTERNATIONAL VISITATION TO FLORIDA

Calendar Year 2016(p)

# TOP COUNTRIES FOR INTERNATIONAL VISITATION TO FLORIDA

No.	Origin Country	2015 Visitation	2016 Visitation	% Change	% of Total
1	Canada	3,797,000	3,240,000	-15%	23%
2	United Kingdom	1,696,000	1,690,000	0%	12%
3	Brazil	1,475,000	1,051,000	-29%	7%
4	Argentina	722,000	754,000	4%	5%
5	Colombia	565,000	522,000	-8%	4%
6	Germany	499,000	482,000	-3%	3%
7	Mexico	453,000	455,000	0%	3%
8	Venezuela	404,000	396,000	-2%	3%
9	France	313,000	316,000	1%	2%
10	China	293,000	312,000	7%	2%



# UNITED KINGDOM

Market Update

# CURRENT MARKET SCENARIO AND SITUATIONAL ANALYSIS FOR GREATER FORT LAUDERDALE

- UK tour operators are reporting good growth across the board for 2017. The larger volume drivers such as Lastminute.com are up between 60% in terms of bookings from 1 Jan – 30 May 2017 YOY from 2016
- The smaller specialist operators are also seeing growth to Fort Lauderdale and 2017 is set to be another positive year for the UK market
- Due to the nature of clientele visiting from the UK, we haven't seen the market softening as much as some other areas of Florida, however we are seeing increased demand for condo style accommodation to meet **exchange rate difficulties** and make money go further within the destination
- Greater Fort Lauderdale has seen huge growth between 2002 – 2017, with significant growth seen since Norwegian introduced direct flight in 2014. 2017 and 2018 are set to also see huge growth with the announcement of BA direct flights from 6th July 2017.

# PASSENGER ARRIVALS IN FLL

Year	Total
• 2007	180,000
• 2008	184,000
• 2009	181,000
• 2010	182,000
• 2011	190,000
• 2012	198,000
• 2013	203,000
• 2014	207,000



July 4, 2014



July 6, 2017

# WORLD TRAVEL MARKET 2017

November 6 - 8, 2017  
London, UK

GFLCVB Partner Participation  
\$1,000.00



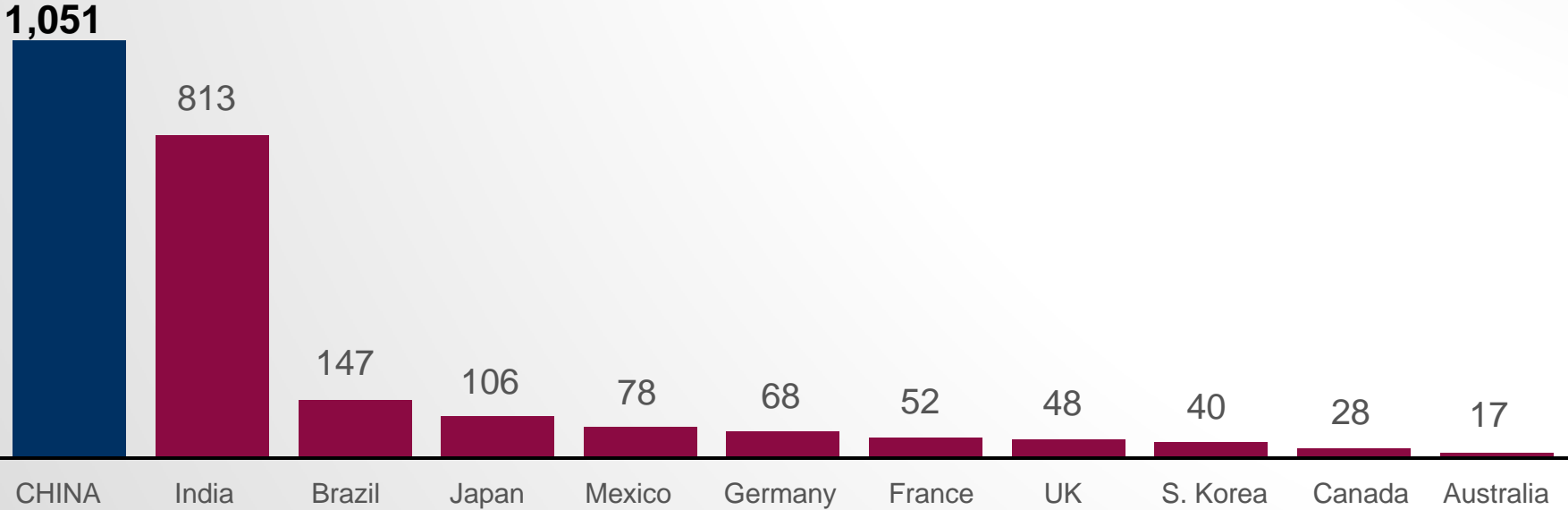


# CHINA

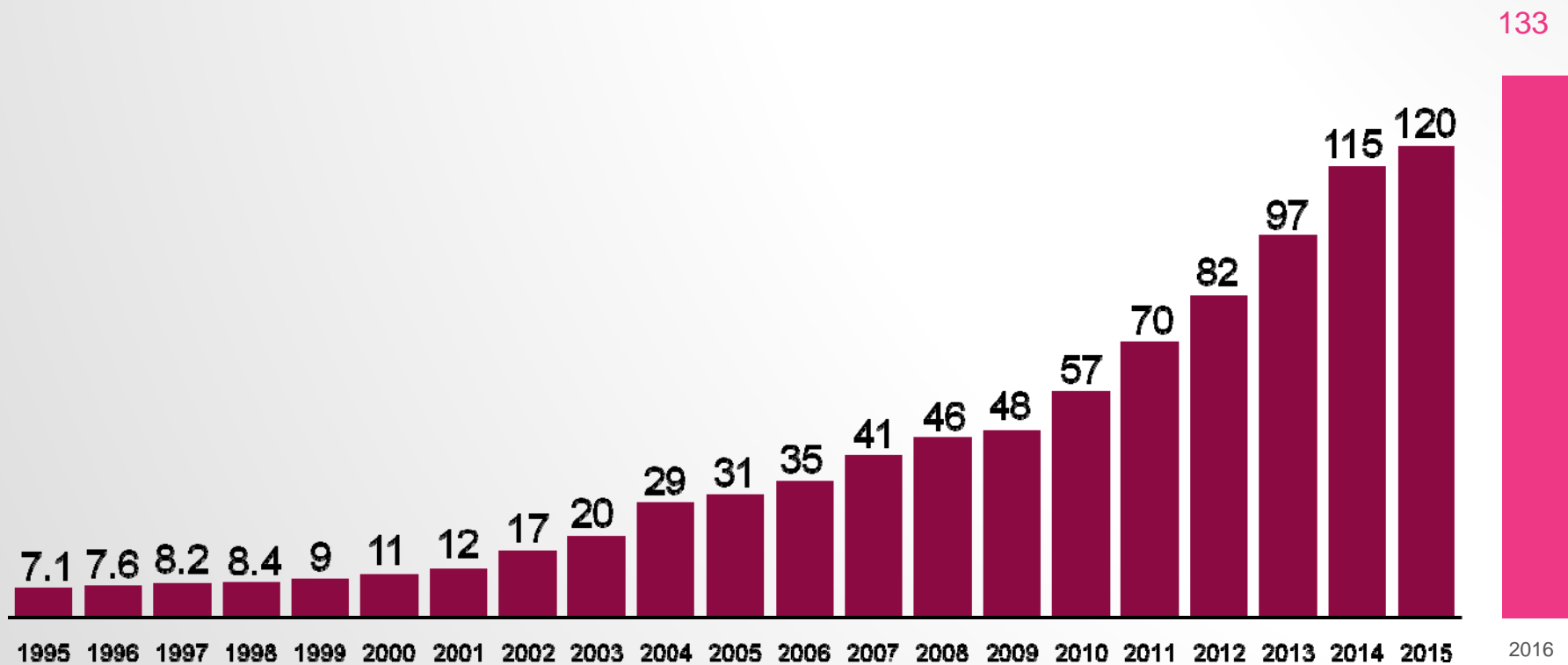
Market Update



# SIZE OF ADULT POPULATION (MILLIONS)



# CHINA OUTBOUND TRAVEL MARKET (MILLIONS)



# CHINA OUTBOUND MARKET GROWTH

2013

**97 Million** — World's #1 source market

2014

**115 Million** — Double 2010 levels

2015

**120 Million** — 9% of China's population

2020\*

**250 Million** — 14% annual growth



# CHINESE VISITOR PROFILE

## **Young Demographic**

87% of Chinese outbound travelers are under 40

## **Well Educated**

67% with a Bachelor's degree and 13% with a Master's — 80% are highly educated

## **Exploding Mobile Access**

42% acquire destination information from mobile phone versus 29% in 2013

# CHINA MARKET RECAP: ALIGNMENT OF KEY FACTORS

- **Market Size:** Massive market size of 1.3 billion
- **Market Growth:** China's population has grown by the entire population of Australia in 5 years
- **Economic Growth:** Second largest economy in the world after the U.S. with willingness to spend on travel soaring
- **Disposable Incomes:** Chinese incomes growing at 10% per year
- **FX Rate:** RMB pegged to the U.S. dollar
- **Chinese Desire to Travel:** Travel is the most desired leisure pursuit for 56% of middle and upper-class Chinese
- **Willingness to Spend:** Chinese are the No. 1 spending international visitors to the U.S. with 19% of disposable incomes spent on travel on average
- **China Outbound Travel Growth:** **120M** outbound in 2015 -- world's # 1 outbound market
- **Potential:** less than 9% of China's population is traveling overseas – versus 25% for Korea
- **Growth:** Number of Chinese outbound travelers is projected to more than double in the next 5 years to 250 million

# CHINA SALES MISSIONS

- Tour Operator  
One-on-One Meetings
- Travel Agent Educational  
Presentations
- Media Appointments
- VIP Luncheons

