

greater
FORT LAUDERDALE
**HELLO
SUNNY**

2016 MARKETING PLAN



greater FORT LAUDERDALE
HELLO SUNNY

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Commissioner Lois Wexler
Broward County
Commission



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Mardi Gras Casino



Mayor Peter Bober
City of Hollywood



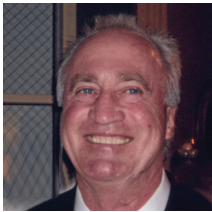
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City of Miramar



Andreas Ioannou
Orchestra Hotels & Resorts



Ramola Motwani
Merrimac Ventures



Tim Schiavone
The Parrot



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Melissa Milroy
The Galleria Fort Lauderdale

Jim Pancallo
Lago Mar Resort

Tim Petrillo
The Restaurant People

Michael Pouey
Hilton Hotels

Michael Solomon
USA Transportation

Raelin Story
City of Hollywood

Matt Talchik
Charter One Yachts

To our Greater Fort Lauderdale Hospitality Industry Friends,

2015 has been an incredible year that has recorded unprecedented successes in tourism for Greater Fort Lauderdale and Broward County. As of August 2015, there has been nearly 70 consecutive months of hotel occupancy growth. With nearly \$200 million in new hotel developments from the new Margaritaville Beach Resort in Hollywood and the Conrad on Fort Lauderdale beach to more than \$222 million in hotel renovations throughout Broward County, there continues to be a phenomenal return on investment for the hospitality and tourism industries.

The GFLCVB's marketing initiatives braved new technologies and continued to blaze the path of success for destination advertising and public relations. From Pompano Beach, Hollywood Beach and Fort Lauderdale beach, we brought warmth and sunshine to our friends in Chicago and Boston via satellite; Greater Fort Lauderdale celebrated marriage equality with our multi award winning Love is Love wedding which saw couples from 18 states and three countries take and renew their wedding vows at the W Hotel on Fort Lauderdale Beach. And when it comes to media coverage, The New York Times, Huffington Post.com, Good Morning, America- well, it seems everyone LOVES Greater Fort Lauderdale.

For the first time this year, our efforts earned national recognition from the US Travel Association with a Destiny Award for Branding and Integrated Marketing Campaign for "Hello Sunny" and even more kudos in the form of seven new Henry Flagler, gold, and silver Awards, including Best in Show for Love is Love.

We are fortunate to be working with extraordinary partners like Brand USA, VISIT FLORIDA; to have an exceptionally talented staff and to have leadership and guidance from the dedicated people of the Marketing Advisory Committee and our Tourist Development Council. That's why I am particularly proud to present the 2016 Greater Fort Lauderdale Marketing Plan. This is our guide- our roadmap to success for all sales and marketing efforts to maximize what has become an exceptional return on investment.

Thank you to all who make it possible for tourism to thrive in Broward County; clearly teamwork equals success.

Best wishes for a happy, healthy and successful year ahead,



A handwritten signature in black ink that reads "Nicki". The signature is fluid and cursive, with a small flourish at the end.

Nicki E. Grossman
President

AWARDS & RECOGNITION

- Henry Flagler Visit Florida Tourism Awards:
 - > **Best in Show** for the Love is Love Wedding
 - > Gold “Henry” for Love is Love Wedding in the Creativity in Public Relations category
 - > Gold “Henry” for the Love is Love Wedding in the Mixed Media Campaign category
 - > Silver Award for Niche Marketing (Momentos Sunny Travelscape/Latin America)
 - > Silver Award for Resource/Promotional Material/ Consumer (Greater Fort Lauderdale Digital Vacation Magazine and Playbook)
 - > Silver Award for Tourism Advocacy (Greater Fort Lauderdale Destination Marketing Luncheon)
 - > Bronze Award for Special Event (“The Beach Looks Good on You” Washington DC event)
- U.S. Travel Association’s Educational Seminar for Tourism Organizations (ESTO) Destiny Award for Branding and Integrated Marketing Campaign for “Hello Sunny”
- Fort Lauderdale named Gay Capital of the U.S. by National Post
- Gold ADDY for Goodbye Chilly, Hello Sunny - Chicago Non-Traditional Advertising Campaign
- Bulldog Awards, by Bulldog Report, Silver Award, Travel/Hospitality PR Campaign, Love is Love in Greater Fort Lauderdale
- PRSA Bronze Anvil Award for The Beach Looks Good on You special event
- Hermes Award for “Hello Sunny- the Beach Looks Good on You” special event
- National Association of County Information Officers (NACIO) Awards for Love is Love special event and campaign, OFME Film, Music, Entertainment & Fashion Guide, Greater Fort Lauderdale Vacation Playbook
- HSMAI Adrian Awards - Gold Adrian for Consumer Marketing Campaign and Silver Adrian in the Special Events categories for “The Beach Looks Good On You” and a Silver Adrian in the Special Events category for “Meet the Mother, Grandmother, and President of the Greater Fort Lauderdale CVB”
- 2015 M&C Gold Service Award
- Man About World named Fort Lauderdale their 2015 LGBTQ Destination of the Year



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.

68 consecutive months of visitor growth.

Marketing Communications:

- Innovative technology to launch WARM UP BOSTON and WARM UP CHICAGO simultaneous live broadcasts in bus shelters in February
- Worldwide coverage for the LOVE IS LOVE event, celebrating marriage equality
- Successful launch of Millennial targeted campaign
- Title sponsorship of “Anglers and Appetites” which featured two full length segments on Fort Lauderdale and Deerfield Beach and a weekly 3 minute segment in every show. Viewership of more than 18 million, plus an extended season with an additional 8 million views at no additional cost.
- Hosted SATW conference and will host two additional media conferences before the end of 2015

Leisure Sales:

- Launched Tame air service from Ecuador.
- Launched Volaris air service from Mexico City
- Launched Copa air service from Panama with huge connectivity to the rest of Latin America
- Launched Jet Blue air service both domestic and international
- Launched Azul air service from Brazil
- Launched Travel Agent certification program and met goal of 1,000 agent enrollment in the first year
- Created partners in the healthcare industry to launch Sunny Health/Medical Tourism initiative

Multicultural Sales:

- Successfully hosted the National Urban League Conference in Fort Lauderdale
- Hosted annual signature events including ATA Tennis Championships and Jazz in the Gardens
- Booked the National Organization of Black Law Enforcement
- Attracted a record number of professional sorority/fraternity events, including participation in the Winterfest Boat Parade.

Broward Office of Film, Music, Entertainment and Fashion:

- Overall economic impact of \$661.1 million generated from the OFME’s efforts with over 116,968 in job creation, and 4,770,582 in room night bookings from overall film, music & entertainment industries
- Over 3,100 permits have been issued from film efforts alone, 50 non-permitted projects including business developments into Broward County including industry trade shows, music festivals and events, as well as film festivals.
- Film highlights include Graceland, Season 3; Gator Boys, Season 5 (Broward County parks)
- Music events: Lauderdale Live, Rock the Ocean Tortuga Music Festival (year 3) and Driven Music Conference
- Underground Lauderdale initiative continued to grow, focusing on film, music, art and culture (emphasis on music and nightlife). Successful distribution of UMP passes (underground music pass) for special offers in venues with live music for industry and consumers.

Strategic Client Services:

- Over 20,000 hospitality industry employees trained in SUNsational Service
- Meeting & Conventions Gold Service Award for 20 consecutive years
- Welcomed over 400 meeting & convention groups to Broward County (60% repeat)
- Expanded the reach of our weddings niche market participation

Sports:

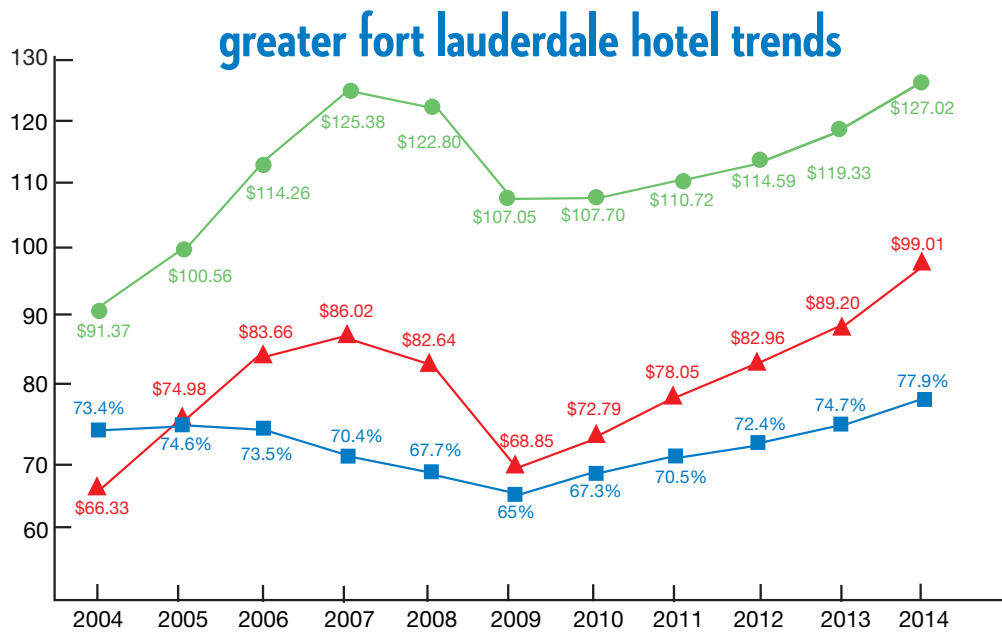
- Hosted nearly 300 sporting events, representing over 400,000 room nights and over 200,000 attendees
- Sports Highlights for 2014/2015:
 - > Red Bull events hosted - Wings for Life, Global RallyCross Championships
 - > Swatch Beach Volleyball FIVB World Tour Finals
 - > Additional sports groups: MLS Combine, Connect Sports Advisory Board Meeting, International Crossbow Championships, Women's Golden Gloves Boxing and Hall of Fame Induction, Orange Bowl International Tennis Championships, NHL Draft, JCC Maccabi Games, AAU Taekwondo Nationals and USA Karate-do Nationals

Group Sales:

- Brought more than 4,550 meeting planner industry professionals to Broward County including Northstar Travel Media Travel Buyer Program, Florida Encounter, PCMA, American Society of Association Executives, GTM, Cruise 360 and Florida Huddle, etc.
- Broward County selected to host the Florida Governor's Conference on Tourism in 2016
- Continue to enhance Customer Advisory board and host bi-annual meetings
- Increased presence and production from international group market

LGBTQ:

- Commissioned the first ever Transgender Travel Study in partnership with Community Marketing & Insights
- Secured a three-year commitment for the Southern Comfort Conference, beginning in 2015
- Man About World named Fort Lauderdale their 2015 LGBTQ Destination of the Year
- Wicked Manors, Wilton Manors outrageous Halloween party with more than 30,000 attendees
- The National Gay & Lesbian Chamber of Commerce National Business & Leadership Conference (NGLCC), August 11-14, 2015, was hosted in Fort Lauderdale for the first time ever with more than 800 attendees, the largest ever conference to date. Key note speakers included Suze Ormand and Richard Quest.



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

2014 total number of properties = 563

2014 total number of rooms = 34,017



2014 GFL TOP ORIGIN MARKETS

Domestic

Florida	28%
New York	10.7%
Texas	5.5%
New Jersey	5.3%
Pennsylvania	4.6%
Ohio	4.4%
Virginia	3.8%
Georgia	3.7%
Connecticut	3.4%
Illinois	3.3%
Maryland	3.0%
Massachusetts	2.6%

International

Canada	36.5%
Latin America	28.0%
(Top 3: Brazil, Colombia, Argentina)	
Europe	12.6%
Scandinavia	7.7%
United Kingdom	6.2%
Other Foreign	8.9%

Top Domestic Airline Markets into Fort Lauderdale/Hollywood International Airport through September 2014:

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

The most recent Airports Council International (ACI) data ranked FLL 2nd among large hub airports in international traffic growth up 21.7%, and 2nd in total traffic growth, up 8.5% (12 months ending June 2015).

BY THE NUMBERS

- In 2014, Greater Fort Lauderdale welcomed 14.3 million visitors. Visitor expenditures increased to 11.4 billion. Year-end average daily rate (ADR) was \$126.94 for 2014, a 6.3% increase from 2013; above the national average of \$115.32, and above the Florida average of \$124.96. Broward bed tax collections increased 12% year-over-year to \$53,435,436. Year-end hotel occupancy averaged 77.8% increase of 4.3% over 2013 compared to the national average of 64.4% and State of Florida average of 69.7%. International visitation is up with increases from Canada, Brazil and Latin America.
- Greater Fort Lauderdale hotel occupancy continues to be up for the past 69 months. Jan-Aug 2015 hotel occupancy was 81.1%, up 1.7% from Jan-Aug 2014. The average daily room rate was \$139.73, up 6.3% from 2014. Fiscal YTD occupancy for Oct 2014-Aug 2015 was up 2.5% and ADR up 6.4% from 2014.
- In 2014, Fort Lauderdale/Hollywood International Airport serviced 24,648,306 passengers, representing a 4.62% increase from 2013. International passengers at FLL for 2014 increased 26.0%. Domestic traffic for 2014 was up 0.6%. Jan-Jun 2015 passenger totals are up 9.2% over Jan-Jun 2014. Port Everglades ended 2014 with 4,113,825 passengers, a 13.7% increase from 2013.



GREATER FORT LAUDERDALE DOMESTIC LEISURE VISITOR PROFILE

Average Age	49 Years
Average Household Income	\$99,058
Average Number in Party	1.89
Average Length of Stay	4.09 Nights
Average Expenditures	\$151 (per person per day)

ACCOMMODATIONS

Hotel / Motel	48%
Private Home	43%
Other Paid	8%
Other	1%

TRIP PARTY COMPOSITION

One Adult	42%
Couple (One Male/One Female)	35%
Families	11%
Three or More Adults	7%
MM/FF *	5%

MODE OF TRANSPORTATION

Auto	52%
Air	47%
Other	1%

PURPOSE OF STAY

Visit Friends/Relatives	35%
General Vacation	30%
Special Event	14%
Getaway Weekend	13%
Other Personal	6%
Other	3%

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

Source: D.K. Shifflet & Associates Ltd. & Visit Florida 2014

GREATER FORT LAUDERDALE IN-MARKET ACTIVITY

Beach/Waterfront	64%
Visit Friends/Relatives	43%
Culinary/Dining Experience	42%
Shopping	33%
Nightlife (bar, nightclub, etc.)	22%
Touring/Sightseeing	13%
Gambling (slots, cards, horses, etc.)	12%
Festivals/Fairs (state, craft, etc.)	11%
Personal Special Event (anniversary, birthday)	11%
Movies	10%
Parks (national/state, etc.)	9%
Wildlife Viewing (birds, whales, etc.)	8%
Water Sports	7%
Boating/Sailing	6%
Holiday Celebration (Easter, July 4 etc.)	6%
Theme/Amusement/Water Parks	6%
Historic Sites	5%
Reunion/Graduation	5%
Biking	4%
Concerts/Theatre/Dance, etc.	4%
Golfing	4%
Spa	4%
Wedding	4%
Fishing	3%
Funeral/Memorial	3%
Hiking	3%
Museums, Art Exhibits, etc.	3%
Professional Sports Event	2%
Religious/Faith Based Conference	2%
Service/Volunteerism/Charity	2%
Show: Boat, Car, Home	2%
Tennis	2%
Zoo/Aquarium	2%
Amateur Sports (attend/participate)	1%
Medical/Health/Doctor Visit	1%
Real Estate (buy/sell)	1%
Winery/Distillery/Brewery Tours	1%
Other Activity	4%

Note: Based on Non-Resident Overnight Visitors

Source: D. K. Shifflet & Associates 2014



EXAMINING CURRENT INDUSTRY TRENDS U.S. TRAVEL ASSOCIATION, AS OF JULY 2015

MMGY's 2015 Global Portrait of American Travelers found that more Americans intend to travel this year. During the past 12 months, travelers reported spending an average of \$4,526 and plan to spend \$4,742 over the next 12 months. Other key findings included that travelers were migrating from online travel agencies and going directly to travel supplier websites to research and book their travel. Travelers found lower prices and convenience by booking directly. Cruising is also on the rise with about half of all travelers interested in taking a cruise vacation within the next two years. Millennials were increasingly taking 'staycations' with 55 percent opting for a vacation close to home. The desire to stay in one place and relax, spend more time with friends and family, and save money were the reasons cited for the increase.

Air & Land Travel

According to data recently released by the Bureau of Transportation Statistics first quarter airline financial, U.S. passenger airlines reported an after-tax net profit of \$3.1 billion in the first quarter of 2015. This was up from \$241 million in the fourth quarter of 2014 and \$507 million in the first quarter of 2014.

According to the International Air Transport Association (IATA), North American airline traffic rose 2.0 percent compared to May a year ago. Capacity climbed 4.2 percent and load factor fell 1.7 percentage points to 81.1 percent. The strengthening dollar likely will continue to place downward pressure on international leisure travel to the U.S.

Americans were driving more this year due to lower gas prices and a stronger economy. Summertime demand was even higher with prices averaging the lowest since 2010.

The survey found that millennials and adults under the age of 45 tended to be more inclined than other generations to use public transportation during summer vacation. The top reason for using public transportation on vacation was to avoid having to find a parking space. Affordability, minimizing stress, and saving money on gas were other popular reasons, according to the survey.

The Global Business Travel Association's (GBTA) foundation released their 2015 Q2 Business Travel Outlook and estimated that \$74.1 billion was spent on business travel in the U.S. in the first quarter. This year, U.S. business travelers are predicted to take 488.1 million person trips and spend \$302.7 billion, an increase of 4.9 percent over last year.

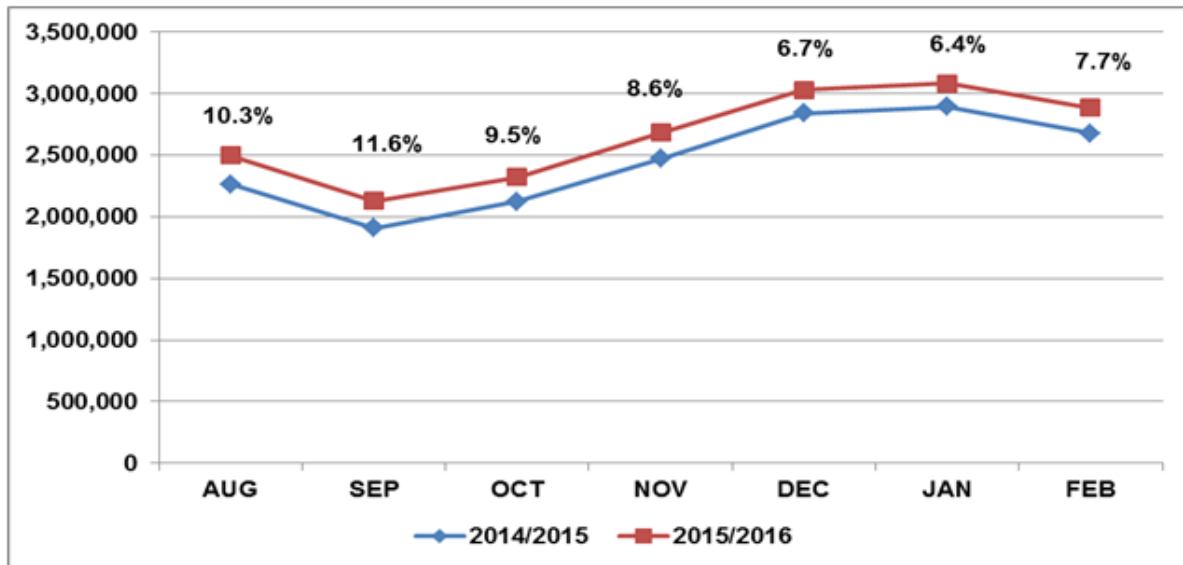
The Office of Travel and Tourism Industries (OTTI) released international visitation forecasts through 2020 this month, updating their forecasts for visitations by country and by region from 2015-2020.

Following a 6.8-percent increase in 2014, international visitations are expected to rise by just 3.8 percent this year to 77.6 million travelers. In 2020, 96.4 million travelers are expected to visit the U.S., a 29.0 percent increase from 2014.

Canada will grow 1.0 percent to 23.2 million visitations in 2015, while Mexico will grow 8.0 percent to 18.7 million visitations. The pace of overseas travel to the U.S. is expected to moderate significantly this year, growing only 3.5 percent to 35.6 million visitations. However, overseas travel is expected to make up a larger portion of international inbound U.S. travelers in the next five years, with a 35.0-percent increase from 2014, or 5.1 percent per year. Asian and emerging markets will remain important in the years to come, while strong European markets will continue to travel to the U.S. in large numbers.

Fort Lauderdale/Hollywood International Airport

The chart below shows the month-over-month increase in scheduled seats. Passenger traffic should respond accordingly.



Expansion Update

- South Runway: opened September 2014.
- Terminal Modernization: well underway with estimated completion of Terminals 1, 2, and 3 in mid-2017.
- Terminal 1, Concourse A: Five international gates estimated to be completed in mid-2017.
- Terminal 4: Twelve new international gates and two domestic gates. First phase of west expansion opened on July 14th with two gates in the G concourse. East expansion expected to be completed late 2017.

New domestic service:

- JetBlue - Baltimore, Charleston, Philadelphia and, Albany in Dec 2015.
- Southwest - DCA in Aug 2015, Minneapolis in Jan 2016.
- Allegiant - Portsmouth, NH; Akron, OH; and Rochester, in Oct 2015; San Antonio in Nov 2015.

New international service:

- Dynamic Airways now offers daily service to Caracas, Venezuela.
- JetBlue to Mexico City - October 2015, Providenciales (Turks and Caicos) in November 2015 and Quito, Ecuador in Q1 2016.

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 of 5.6 million passenger moves in 2033.

Interest in Port Everglades for 2015-16 will be significant as the Seaport Cruise Trade convention moves to Fort Lauderdale from Miami for the next three years; the anticipated launch of Royal Caribbean's Harmony of the Seas and developments in the opening of travel to Cuba. All of these factors create opportunity to spark new and renewed interest in pre- and post- cruise activities and overnight stays in Greater Fort Lauderdale.

GOALS

- Welcome 15 million visitors, representing 15% of the overall VISIT FLORIDA goal
- Increase Broward County bed tax revenue by 3%
- Increase visitor spending by 3%
- Increase international visitation by 3%
- Book more than 935,000 group room nights

HIGHLIGHTS FOR 2016

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.

OFME & Creative Industries

- Add FASHION to the Underground brand of entertainment.
- Expand the Underground Music product through expansion of the Tortuga Music Festival, Lauderdale Live and development of new events.
- Focus on arts, fashion and LGBTQ film & music events.

Tourism Sales

- Create new “Wellness” travel initiative to complement the Medical Tourism initiative.
- Develop sales efforts to support new incoming air service from Italy, France and Scandinavia.
- Re-enter the Venezuelan marketplace to capitalize on increased passenger traffic.
- Develop and implement new strategies for the emerging Chinese market.

LGBTQ

- Increase international LGBTQ travel to Greater Fort Lauderdale, including Canada, UK, Germany, Scandinavia, Argentina, Brazil and Mexico.
- Promote Greater Fort Lauderdale as a destination of choice for Transgender travel.
- Promote Greater Fort Lauderdale as the destination of choice for Gay Families.

Strategic Client Services

- Through partnership with the business community, expand the SunSational Service program to reach and serve more of Broward County’s hospitality and tourism industry.
- Continue partner outreach to create new and innovative experiences for ALL visitors to Greater Fort Lauderdale.

Sports Marketing

- Create opportunities to attract more interest in Broward County as a destination for championship tournaments at all levels.
- Leverage activities with professional sports partners.
- Showcase Broward County as a year-round destination for sporting events and meetings.
- Connect Parks and Recreation with local hotels to develop events and create demand for room nights.

Group Sales and Conventions

- Actively promote new luxury brand hotel and meeting products through incentive and upscale markets.
- Promote new hotel and meeting product.
- Determine new customer targets for convention and meeting hotels with an emphasis on low transient demand periods during shoulder and off-peak business periods.

Multicultural

- Focus on domestic Hispanic market to attract more group meetings, family reunions and religious gatherings in Broward County.
- Work toward establishing a permanent home for the American Tennis Association within Broward County.
- Expand outreach and participation to grow the religious market.

Marketing Communications

- Partner with Visit Florida and Brand USA to maximize international exposure.
- Develop unique marketing, PR and advertising opportunities for Hello Sunny brand to shine while supporting all areas of the GFLCVB.
- Promote tourism partnerships throughout Broward County through outreach and promotional programs.
- Leverage partner investments to promote and drive incremental room nights with event marketing.
- Expand, execute and maximize social and digital media programs.

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 Fort Lauderdale 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.
- Promote new hotel and meeting product (Margaritaville Beach Resort)
- Actively promote new luxury brand hotel and meeting products (Conrad, Four Seasons) through incentive and upscale markets
- 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.

STRATEGIES

- **Destination Client Visits / Destination Previews:** Coordinating with destination-specific special events (Winterfest, Tortuga, Florida Derby) and industry partner events in the area, execute group destination previews and customized site itineraries for prospective clients.
- **Signature Customer Events and In-Market Sales Missions:** Create specific signature sales events (Meet Sunny NYC, Taste of FLL in Chicago, Virginia Gold Cup, Tallahassee Tail Gate) 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:** Participation in appointment-based shows (Collinson, IBTM, IMEX), allowing maximum 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:** Continue The CAB, now in year three, 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:** Work as partner with key third-party entities (AMCs, HelmsBriscoe, Experient, ConferenceDirect) reach business influencers to drive new business opportunities.
- **Marketing:** Brand Greater Fort Lauderdale’s Meet Sunny meeting message and communicate actionable offers and opportunities in print, PR, online, social, video and b2b platforms.
 - **B2B:** work with key planner search and source sites (Cvent) enabling destination searches of potential properties and direct RFP opportunities for new customers.
 - **Print/PR:** Working with MarComm, with input from CAB, create Meet Sunny images and messaging focusing on key feature stories and messages throughout the year coinciding with industry booking cycles, industry shows and activities.



- **Online:** Communicate relevant news from the destination through various online and social media components (MeetSunny on LinkedIn and Twitter) utilizing consistent feature updates or message to generate booking activity and interest.
- **Customized Sales Communication:** Working with internal and external marketing support (Successful Meetings, M&C, Smart Meetings) generate monthly feature emails - focusing on key destination components and co-op marketing partner and information about in-market activities.



TACTICS: MARKET SPECIFIC

- **Convention Center and Center District:** Communicate package of nearby hotels (17thstreet 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 In-Market Offices:** With six satellite personnel in key markets, actively be present in market promotion in Northeast, Mid-Atlantic, Coastal South, Mid-West and Northwest/Northern California.

Association: State, Regional, National

- Host key executive leadership councils to bring senior execs to the area - ASAE KPAC, ASAE Fellows Retreat, SB Legislative Council and others.
- Focus on Association Management Companies (AMC) through AMC Institute and affiliated programs to develop relationships with key organizations responsible for management of multiple associations- SmithBucklin, Creative Group, Fernley&Fernley, Association Headquarters and others.

- Creation and Execution of Signature events targeted at Association planners in Southeast, Florida, Northeast, Chicago and DC markets.
- Sales activity in regional associations (AENC, GSAE, NYSAE, etc.) and chapters for IAEE and PCMA to reach regional associations.
- 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 Global and regional 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 Fort Lauderdale and the LCC/and Convention Center.

Corporate Segments

- Continue partnership with MPI and PCMA to target national corporate (and association) planners through chapter activation and global events like World Education Congress, Convening Leaders and EduCon.
- Incentive Markets: participation with key customer targets at Incentive Research Foundation annual, 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 exposure with various media providers.
- IMEX and IBTM – increased participation in IMEX America with branded Fort Lauderdale pavilion along with 12 property and supplier partners. And sponsorship for IBTM America to announce 2017 in Fort Lauderdale. In Europe participate in conjunction with Visit Florida's pavilion.
- 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 restructuring of the deployment allowed more direct convention/event/group focus time which has enabled us to make headway into this critical market, in advance of FLL airport expansion and anticipated route development.
- Canada: continue participation with properties for IncentiveWorks and Ignite Hosted-Buyer event. Continuation of Toronto focus, with western stops in Vancouver (likely in conjunction with Seattle) and Montreal/Quebec City, Halifax/Nova Scotia.
- South America:
 - Brazil. 2014 FLL executed our second mission to Sao Paolo, this time in conjunction with a consumer Hello Sunny/ Meet Sunny Brazil mission in April. Also with the 2014 addition of a representation agreement to include MICE in addition to leisure tourism, future opportunities will be explored. The 2014 Meet Sunny destination guide was also translated into Portuguese prior to the mission. Future translation in 2014-2015 will include French and Spanish.
 - Sales mission to Colombia and/or Argentina, Intl Tourism Fair of 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 both 2013 and 2014 with limited US participation, enabling maximum relationship and future business development. Continuation with EIBTM in Barcelona, IMEX Berlin, WTM and ITB. Sales trips to London and Germany are planned pending renegotiation of representation agreements with leisure organizations. In 2014, GFLCVB joined ICCA to help develop contacts with international associations.

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

- Using the relationships established with Black Meetings & Tourism Magazine and the National Policy Alliance, create a “Get to Know Greater Fort Lauderdale” Destination Preview that will ensure greater access to GFL 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 (March), ATA/Tennis Family Reunion (August), First Baptist Christmas Pageant (December)
- 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 Broward County officials and interested municipalities, 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 geared to family reunions and faith based initiatives to highlight the various amenities available and to showcase the diversity of the community
- Conduct a successful Hispanic Destination Preview
- 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
- Attend community-based and civic organizational meetings and promote multicultural efforts, creating tourism and cultural ambassadors
- Showcase GFLCVB promotions to drive city-wide and summer business
- Extend family reunion marketing reach by working with Pathfinder Magazine, and its social media outlets



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.
- Work with our hotels and sports venues to ensure the destination continues to offer value in the highly competitive market place.
- Work with Broward County Parks and Recreation to increase availability and access to sports venues.

TARGET AUDIENCES

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

STRATEGIES

- Showcase Broward County as a year-round destination for sporting events and meetings, focusing on summer business
- Attend and 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 market share of multicultural and LGBT sports related room nights
- Host Broward County Sports Hall of Fame Induction Dinner at Broward County Convention Center 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 and Golf Guide.
- Meet with Broward County Parks and Recreation leaders and surrounding hotels to increase awareness of facilities and possible events to be hosted in the destination
- Continue to grow Greater Fort Lauderdale's market share of grant funding through the Florida Sports Foundation grant program and maximize all sporting event opportunities
- Continue to increase awareness of the sports specialty tags program



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FORT LAUDERDALE

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fashion

OFFICE OF FILM, MUSIC & CREATIVE INDUSTRIES

OVERVIEW

The Greater Fort Lauderdale Convention & Visitors Bureau's Office of Film, Music & Creative Industries continues to promote Greater Fort Lauderdale as a key entertainment destination, focusing on music, arts, and fashion including niche markets such as LGBT film & music events. One of our overall goals is to continue to negotiate and execute productive partnerships with key film, music and entertainment opportunities as 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.

MISSION

The main mission of the Greater Fort Lauderdale/Broward Office of Film, Music & Entertainment is the development of an annual film, music & entertainment sales and marketing program focusing on production, music & entertainment trade shows, promoting 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, 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.

The CVB's office of Film, Music & Entertainment equally promotes the destination as a key destination for live music, concerts and entertainment venues as well as entices 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. Our next initiative is to bring a fashion show to the destination as an annual event in Broward County. Our mission is to continue to facilitate new opportunities in Broward including new initiatives working with music, arts, fashion and LGBT film and event partnerships. The CVB's office of Film, music & Entertainment has launched in 2015 newest series of logos for film, music, art, culture and fashion in the destination.



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fashion

OFFICE OF FILM, MUSIC & 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 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
- Distribute via trades shows, awards shows and key conferences and events and meetings the film, music, art, culture and fashion guide
- Expand and promote Underground Lauderdale (UMP) to music industry and during special events in Greater Fort Lauderdale
- Expand music initiatives and partnerships
- Promote Broward County music venues in key music festivals and conferences
- Award show partnership opportunities for film and music
- Launch music incentive for concert venues in competitive bids for key music artists
- Promote LGBTQ film & event partnerships to Broward County
- Media and publicity to generate buzz on film and music & Awards show & entertainment initiatives
- Maintain and update OFME and Underground web pages with productions, resources and info in addition to music & entertainment events
- Focus on-line advertising for film, music and underground efforts & promotions
- Promote Local incentive to film and music industries
- Generate economic impact from film & music industry, job creation as well as generate tourism from industry and consumers from these markets
- Grow partnership with FLIFF (Fort Lauderdale International Film Festival)
- Grow partnership with FLGLFF (Fort Lauderdale Gay & Lesbian film festival)
- Position destination in Film & Music Awards show to generate buzz and attract interest (tourism, industry and media)
- Promote the destination as a key location to key music labels and artist for music videos
- Promote the destination as a key live music hub and nightlife culture to consumers and industry
- Continue to work on special events tied to creative industries
- Promote entertainment culture in Broward County
- 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

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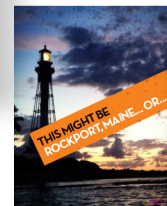
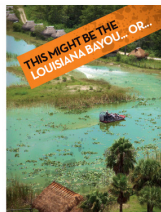
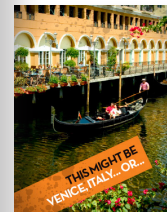
**UNDERGROUND
LAUDERDALE**

fashion

OFFICE OF FILM, MUSIC & CREATIVE INDUSTRIES

MARKETING ACTIVITIES

- Trade Show Participation/Award shows, festivals and events:
- FLIFF film festival (Fort Lauderdale International Film Festival)
- MIFO film festival (Fort Lauderdale gay & lesbian film festival)
- Austin City Limits Music Festival
- Produced By Nyc
- Showeast
- Aicp Annual Event
- International Emmy's Awards
- IFP Gotham Awards
- IMFCO - International Music Festival Conference
- IFFS - International Film Festival Summit
- Focus Locations Show
- NATPE - National Association TV Producers Executives Trade Show
- APAP (Association Of Performing Arts Show)
- Pollstar Music Conference
- Film Independent Spirits Awards
- Connections Le Book Production
- London Production Show / Sales Blitz Production And Music
- Tour Connection NY
- LMGA Awards - Location Managers Guild Of America Awards Show
- Tour Connection La
- Tortuga Rock The Ocean Music Festival
- Tribeca Film Festival
- Nashville Blitz Record Labels/Music Video
- Cannes Film Festival
- Driven Music Festival
- San Francisco LGBT Film Festival
- IMA - Independent Music Awards
- Primetime Emmy's Awards
- Telluride Film Festival
- Launch of GFL "Underground Fashion" Show



OVERVIEW

Increase Greater Fort Lauderdale's share of the Lesbian, Gay, Bi-sexual, Transgender and Questioning market by applying 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 with a common goal to increase total LGBTQ room nights.

OBJECTIVES

- Increase the destination's share of the LGBTQ leisure and group business; by 2017 rank in the Top 5 of US LGBTQ destinations
- Assist in developing and growing LGBTQ events in Greater Fort Lauderdale
- Increase domestic and international LGBTQ travel to GFL, in particular, Florida, Canada, UK, Germany, Scandinavia, Argentina, Brazil, Columbia and Mexico
- Promote GFL as a diverse, modern, progressive and affirming destination for Millennials
- 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 GFL
- Increase Gay Family tourism to GFL
- Increase LGBT weddings and honeymoons

STRATEGIES

- Develop a Visibility with Influencers strategy and develop partnerships with key companies that will increase LGBTQ destination awareness through non-traditional travel vehicles. We want visibility with key global LGBTQ influencers
- Use market research to better understand the LGBTQ motivators to leisure and group business and the barriers to travel to GFL
- Develop key research with a special focus on the Transgender, Lesbian and Gay Family segment to better understand the LGBTQ motivators for leisure and group business - both domestic and international - and the barriers to travel to GFL
- Partner with local LGBTQ events to greater increase destination awareness with a goal of increasing LGBT room nights
- Develop and market End Of Summer, the first Fort Lauderdale Dance Festival, over Labor Day weekend, as the destinations signature and largest attended LGBTQ event
- Work with Pandora Productions to develop and market a lesbian event
- Partner with the GFL GLCC and work closely with their members on all LGBT tourism
- Through social media and specific geo targeting, educate LGBT millennial travelers that Greater Fort Lauderdale is the gay capital of Florida and one of the most LGBTQ progressive destinations
- Through creative gay messaging, inform the LGBTQ traveler that Fort Lauderdale is Florida's largest and most popular diverse gay hub with the largest resident LGBT community and the most gay owned and operated businesses in Florida
- Create ongoing LGBT promotions on www.sunny.org/lgbt



MEDIA STRATEGY

- In the 2015/2016 campaign, we will continue an integrated focus with print and digital placements in Details Magazine and The New York Times
- We will also continue to participate in the VISIT FLORIDA LGBT marketing initiative, including domestic and international events
- We will continue to look at iPad specific LGBT magazines, domestic and international mobile apps, as well as a Facebook campaign that will target a younger traveler
- We will develop an Instagram strategy and invite popular LGBTQ Instagram influencers to GFL to share their destination experience with their followers
- The geographic target will continue to be the Northeast, Mid-West, California, Canada, the UK, Germany, Scandinavia, Argentina, Brazil, Columbia and Mexico
- Educate the younger LGBTQ traveler that GFL is Florida's sunny, progressive and hip gay capital
- Weave lesbian, bi-sexual, gay family and transgender images throughout LGBTQ materials.

LGBTQ EVENTS

Fort Lauderdale Pride, October 2015
Wicked Manors Halloween, Wilton Manors. October 2015
Visit Florida LGBT reception, New York. February 2016
Evening in Paradise, Wilton Manors. February 2016
Visit Florida ITB LGBT party. March 2016
Instinct Magazine Party, West Hollywood. April 2016
Beach Bear Weekend. May 2016
Gay Days Orlando. June 2016
Stonewall Pride, Wilton Manors, June 2016
New York City Gay Pride, June 2016
Provincetown Bear Week, Provincetown. July 2016
Gay Days Las Vegas. September 2016

LGBTQ TRAVEL SHOWS/CONFERENCES

Out & Equal, Dallas. October 2015
WE Trade, Columbia. October 2015
WTM, London. November 2015
CMI, Fort Lauderdale. December 2015
FITUR, Madrid. January 2016
Creating Change, Denver. February 2016
ITB, Berlin. March 2016
IGLTA Global Conference, Cape Town. April 2016
Travel Gay Canada, Winnipeg, Canada. April 2016
WTTC, Dallas. April 2016
Gay Days Orlando. May 2016
G Network 360 Conference, B.A. Argentina. May 2016
Gay Pride New York City, June 2016
NGLCC, Los Angeles. August 2016
Bear Week, Provincetown. August 2016
Gay Days Las Vegas, September 2016
ABRAT, Sao Paulo, Brazil. September 2016
LGBT Confex, Mexico. September 2016
NGLCC, TBA. August 2016



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.

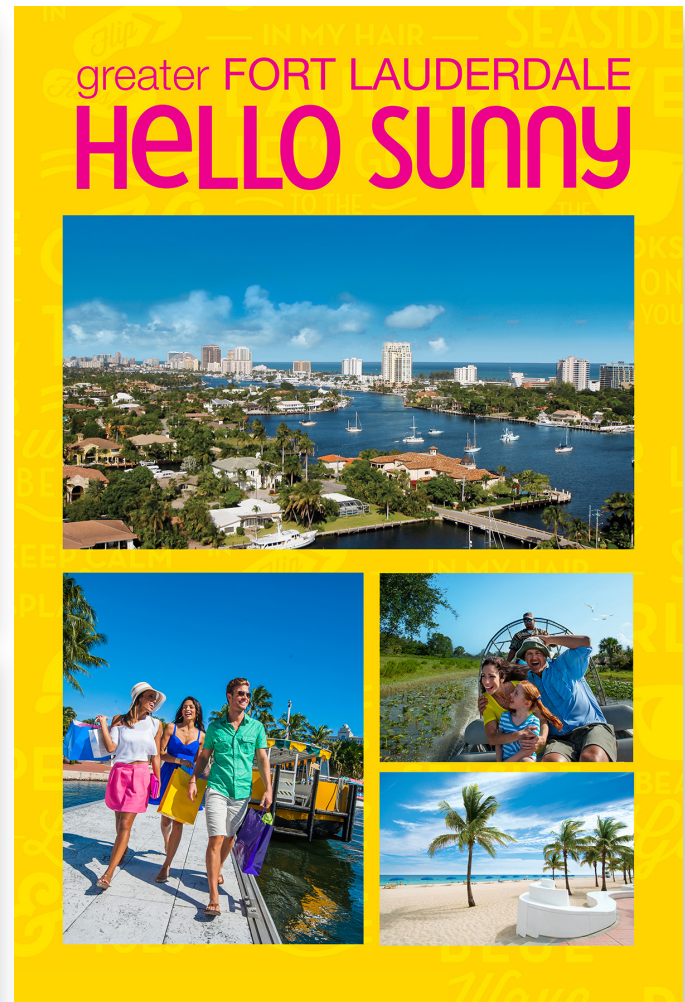
OBJECTIVES

- 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 our core international markets: Canada, Mexico, Latin America, Brazil, UK and Scandinavia.
- Support and promote awareness in secondary international markets, including Central America
- Build brand awareness in the emerging China travel market.
- Increase pre and post cruise passengers' stays in the County.
- Develop Greater Fort Lauderdale brand awareness in the new domestic originating markets in Texas and California
- Create programs around niche markets that translate into direct room night sales.
- Establish a presence in the medical tourism industry with healthcare partners through Sunny Health initiative.
- Become top of mind as a vacation destination for US Hispanics
- Promote Broward County as a world-class international year-round destination and continue to increase room nights into our existing hotel partners as well as visitation to attractions, shopping.

STRATEGIES

- Represent Greater Fort Lauderdale at all relevant domestic and international travel and tourism events both in the US and globally.
- Domestically, build stronger OTA and airline programs with MLT Vacations, US Airways Vacations, AA Vacations, Mark Travel, JetBlue Getaways, and Allegiant.
- Internationally: World Travel Market in London, ITB Berlin, IPW, Florida Huddle, ANATO, ABAV, Florida Beaches Association
- Partner with Visit Florida and Brand USA to maximize resources and amplify results
- Special events in key markets with tour operators
- Offer educational opportunities to the trade with more fams into the destination, seminars and targeted sales missions.
- Strengthen partnership programs with NACTA, ASTA and CLIA to maximize pre/post cruise stays.
- Tailor domestic sales missions 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 (PISA Brothers, Valerie Wilson Travel and Virtuoso) for individual business travel.
- Educate our buying markets, through direct sales missions, seminars and familiarization trips.
- Encourage the participation of the local industry at relevant events.

- Meet with US Hispanic media outlets in Northeast, Midwest and West coast to build awareness for Greater Fort Lauderdale vacation options, especially for pre/post cruise and summer business
- Continue to provide language specific collateral material in Spanish and Portuguese and expand to include German, French, Italian and Chinese.
- Create new initiative to capture the Well Being market through participation in industry related event.
- Utilize VISIT FLORIDA representation in China to generate awareness and provide necessary infrastructure and resources to become a leader in attracting visitors to Greater Fort Lauderdale.
- Special events in key markets with tour operators.
- Offer educational opportunities to the trade with more fams into the destination, seminars and targeted sales missions.



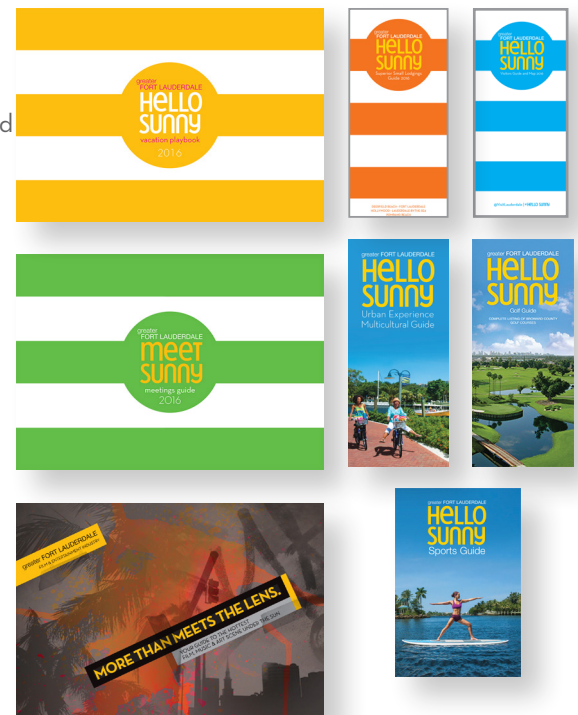
OVERVIEW

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 website. 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 and 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, Periscope, Instagram and YouTube.
- 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, See You in September and Dine Out.
- 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.

- Complete redesign and conversion of responsive website.
- Promote the “Fork Lauderdale” app nationally and internationally to highlight dining options, including Dine Out Lauderdale program and South Beach Food and Wine Festival

COMMUNITY RELATIONS

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 to current and new tourism partners through electronic and in-person outreach.
- Convey the importance of the hospitality industry in creating and sustaining jobs throughout the hospitality 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

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. Develop a social/digital media strategy that is integrated with each department and connected with advertising and PR initiatives.

- Drive consumer engagement and loyalty to increase social media follower counts with meaningful authentic, content.
- Monitor, communicate, create and promote dynamic social dialogue on Facebook, Twitter, LinkedIn, YouTube, Instagram, Periscope 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, LGBT, sports, multicultural, weddings and international.
- Integrate share functionality and real-time social media feeds from Facebook, Twitter, Instagram, Blog and others throughout Sunny.org.
- Diversify message to appeal to new and loyal fan base.
- Create a reliable, interesting stable of social ambassadors to tell the Hello Sunny destination story through a variety of special interest channels.

ADVERTISING OVERVIEW

Implement \$7.5 million ad campaign to generate brand awareness and expand year-round bookings.

- Implement creative ad campaign and new technologies and set appropriate goals for measurement
- Continue brand messaging channels and evaluate based upon impressions
- Leverage opportunities with Brand USA and VISIT FLORIDA internationally.
- Winter activation in London (Jan-Feb)
- Expand co-op program in International market
- Continue and expand Vacation like a VIP, Summer 2-for-1 Savings and See You in September campaigns.
- Create digital and print co-op for hospitality industry partners in targeted markets.
- Optimize all media activity for maximum exposure and engagement
- Evaluate ROI on retail messaging through partner programs
- Continue Port and Airport and Parks and Rec advertising campaign synergy.



OVERVIEW

The goal of national public relations is to generate wide-spread, positive exposure for Greater Fort Lauderdale by showcasing the destination's diverse and distinctive attributes, quality appeal to key audiences, and continued transformation to a traveling audience seeking new, exclusive, vibrant, dynamic experiences.

Public relations will employ a mix of creative media relations, special events, synergistic promotions, partnerships and strategic alliances for comprehensive market penetration. Editorial focus will concentrate on high-profile media - traditional and online - that reaches target audiences with the greatest impact. Public relations also will play a role in supporting the marketing and sales initiatives and departments of the Greater Fort Lauderdale Convention & Visitors Bureau as well as promoting the destination to existing and emerging markets.

This is the year of "New Beginnings" for Greater Fort Lauderdale, a year of exciting infrastructure improvements, highly anticipated hotel development, and the debut of new restaurants, bars, lounges and culinary concepts. These additions to the destination continue to provide a fresh, new perspective to existing and new audiences. And with some of Broward's largest and most significant conventions taking place in 2016, it is clear the meetings and convention industry also recognizes the draw and appeal of Greater Fort Lauderdale for its events. These "new beginnings" further solidify the continued transformation of Broward County - with favorable economic impact and draw from supporting industries.

BRAND POSITIONING

"Laid Back" but "Fresh"

"Comfortable" but "Dynamic"

"Always New and Exciting"

KEY AUDIENCES - CONSUMER

Gen X, Y	Millennials
Boomers	Families
Couples	Culinary
LGBTQ	Cruisers
Active, Nature, Sports	Multicultural (African-American, US Hispanic)
US Hispanic	
BT- MICE (Meetings, Incentives, Conferencing, Exhibits)	
Arts/Culture, Nightlife/Entertainment Enthusiasts	

KEY AUDIENCES - TRADE

Meeting, Convention, Exhibition, Incentive Planners
 Film Industry
 Cruise Industry
 Airline Industry
 Travel Agents and Travel Trade

PRIMARY GEOGRAPHIC TARGETS

- Domestic markets with a heavy emphasis on Metropolitan New York and including Chicago, Boston, Philadelphia, Washington DC
- 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
- UK/Ireland/Scotland
- Brazil, Argentina, Colombia, Mexico, Panama City
- Scandinavia/Nordic



OBJECTIVES

- Continue to increase awareness among key audiences, and attract the new to market visitor
- Reinforce the destination's key brand attributes all the while telling a fresh new story about Greater Fort Lauderdale - one with a younger voice and appeal
- Promote Greater Fort Lauderdale's "New Beginnings" and generate awareness of the destination's significant new developments plus its cultural, culinary, wellness and soft adventure offerings
- Drive year-round visitor interest with existing and emerging demographic/geographic audiences
- Stimulate consideration of Greater Fort Lauderdale as a "must-see," "must-visit" vacation, meetings and business travel choice
- Continue to position Greater Fort Lauderdale's reputation in key market areas, such as Meetings and Conventions, Multicultural, LGBTQ, Cruise and Film & Entertainment
- Leverage the ease and convenience of travel to Greater Fort Lauderdale - especially with expansion of the Fort Lauderdale-Hollywood International Airport (FLL) - to stimulate growth in new market development
- Generate sustained coverage with top-tier, special-interest, traditional, digital and emerging media outlets
- Assure top-of-mind recognition/standing against competitive set as one of the fastest growing and most dynamic visitor destinations in the U.S.
- Ensure that public relations and media relations activities leverage, support and extend Greater Fort Lauderdale's brand and marketing strategy
- Provide communications support to Greater Fort Lauderdale CVB key departments to enhance marketing initiatives and sales activities
- 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
- Incorporate the Broward County logo and message on appropriate communications

STRATEGIES

- Implement programs that promote Greater Fort Lauderdale's unique selling propositions and personality
- Focus attention on the destination's "New Beginnings" in its exciting new hotels, cuisine, nightlife and entertainment, up-and-coming neighborhoods, and special events, to generate attention for the destination and attract a younger, new 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
- Influence media and consumer perceptions about Greater Fort Lauderdale in all messaging
- 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
- 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
- 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
- Develop a Blogger Ambassador 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 world-of-mouth
- Promote seasonal events through Winter and Summer Happenings 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 LGBT offerings of Greater Fort Lauderdale.
- Pitch Greater Fort Lauderdale coverage to specialized media, including US Hispanic 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, presenting them with the multitude of experiences they can enjoy in Greater Fort Lauderdale. Now is the time to tap into the Millennial Advisory Committee Finn Partners has created to better understand the sensibilities of this audience group. These third party spokespeople can serve as ambassadors, to project the younger spirit of Greater Fort Lauderdale, using their social media influence to inspire others to come to the destination.

Creative Messaging and Story Angles

- **New Beginnings:** Major feature on Greater Fort Lauderdale/Broward County tourism and hospitality industry related investment in infrastructure and additions to the destination's landscape
- **Love is Greater in Inclusive Greater Fort Lauderdale:** Recap of transgender survey, Southern Comfort Conference, LGBTQ friendly hotels in the destination, #LoveisGreater campaign
- **Family Friendly LGBTQ Greater Fort Lauderdale:** From LGBTQ-friendly lodgings to family-friendly beaches Greater Fort Lauderdale hits a home run with LGBTQ families
- **Access Hollywood, FL:** Spotlight on airport expansion, new resorts/hotels (Margaritaville, Melia Costa Hollywood Beach Resort, Hyde/Beachwalk), attractions and special events
- **The Moodie Foodie:** From small plate sharers to celebratory brunchers, healthy eats to business meetings, Greater Fort Lauderdale has a restaurant to delight every food enthusiast
- **Broward's Brewery Buzz:** New craft breweries 26 Degrees Brewery, Bangin' Banjo (Pompano Beach), 3 Sons Brewing Company (Dania Beach), Craft Beer Cartel and Riverside Market (Fort Lauderdale) take Greater Fort Lauderdale to "brew" heights
- **Love is in the Air:** Tips for "love" in Greater Fort Lauderdale - top hotspots, romantic restaurants, beautiful locations to fall in love, top places to pop the question, honeymoon hotel packages, babymoos

- **Waterfront Watering Holes:** The best spots to catch a glimpse of the green flash/best sunset views, top dockside eateries and best cocktails
- **Fashion Forward Fort Lauderdale:** Latest updates at Sawgrass designer outlets collection, Galleria, Village at Gulfstream Park, Las Olas.
- **Hipster Heaven - Lauderdale Loves Live, (Local) Music:** Greater Fort Lauderdale, the music lover's ultimate destination from neighborhood events to the hottest live music venues including Revolution Live, Laser Wolf, Culture Room, BB&T, Broward Center for the Performing Arts and concert events like Tortuga Music Festival, For the Love in FAT Village, and Lauderdale Live
- **Sea For Yourself:** A close look at Greater Fort Lauderdale's newest dive attractions (Rapa Nui Reef) and hot watersports like flyboarding
- **Fit Lauderdale:** How to stay fit in Greater Fort Lauderdale, Greater Fort Lauderdale in 10,000 steps
- **A Marathon of Beaches:** Beach hop along Greater Fort Lauderdale's 26.2 miles of beaches (23 miles of Blue Wave and then some), from Deerfield to Hallandale and the charming beach towns along the way
- **Introducing North Beach Village:** Greater Fort Lauderdale's newest revitalized beachside neighborhood, home to new hotels, restaurants, etc.
- **The HeART of Greater Fort Lauderdale:** Highlighting the best of Greater Fort Lauderdale's arts & culture scene: museums, art exhibitions, FAT Village, performing arts
- **Development Update:** Spotlight on key cities/areas; new developments throughout the county
- **Movie Madness - Reel Fort Lauderdale:** Visit the destination's most famous locations featured in film & TV
- **Greater Fort Lauderdale Celebrates National Family Reunion Month:** Greater Fort Lauderdale's best SSL, multigenerational accommodations family attractions/hotels update, July deals and summer savings
- **30 Under 30 -- the Greater Fort Lauderdale Millennial Hit List:** 30 Things Every Greater Fort Lauderdale Visitor Under 30 Must Do! For Travelers over 30, Channel Your Inner Millennial with these Young at Heart activities
- **Weekend Warrior:** For the Time Crunched, How to Enjoy 48 Dynamic Hours in Greater Fort Lauderdale
- **Late Night Lauderdale:** All-Night Fun Includes Sunset Cruise, Overnight Stand Up Paddleboarding, FAT Village, Moonlight Madness Water Taxi, Night Tours in the Everglades, and more.
- **Last Fling Before the Ring in Greater Fort Lauderdale:** The Ultimate Bachelor/Bachelorette Party (Nightlife/ Spas/Sports/Adventure/Ocean Activities)
- **From Vows to Wows:** Weddings and Honeymoon Offerings
- **Meet Me In Greater Fort Lauderdale:** Meeting Facilities, Accommodations, Fine Dining, Soft Adventure
- **Pamper, Primp, Relax & Spa:** Mother-Daughter Spa Getaway, Unique Spa Treatments, Local Greater Fort Lauderdale Spa Secrets, Home Remedy Recipes & Treatments to Feel Sunny Even When Back Home
- **The Power Player's Guide to Greater Fort Lauderdale:** Yachting Capital of the World, Restaurants to Seal the Deal, World's Largest Boat Show, Golfing

Cultivate media relationships for maximum coverage

- Create cultivation events with special interest media and bloggers to educate them and their audiences on the destination's key assets plus its constant evolution
- Conduct media missions and arrange interviews, briefings and deskside meetings for Greater Fort Lauderdale representatives in key market locations with consumer, lifestyle, travel, culinary, industry trade, meetings/conventions and special interest media
- Identify strategic events and promotional partnerships to enhance awareness of Greater Fort Lauderdale

- Invite and host travel editors/writers on a one-on-one basis throughout the year
- Conduct small group media fams to support various segments of the hospitality industry, including hotels, attractions, dining, shopping and specialized destination assets such as Superior Small Lodgings
- Provide public relations support and services for large-scale travel media conferences i.e. Macaroni Kids, TBEX, SATW, etc.
- Leverage select niche events, such as Tortuga Music Festival, Seminole Hard Rock Winterfest Boat Parade, Fort Lauderdale International Boat Show, Seatrade Cruise Global, and others to attract media visits and generate destination publicity
- Participate in Visit Florida media events and media missions
- Service media inquiries seeking editorial and logistical support

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.

See You in September

- Promote September as value season with savings on hotels, dining, spas, and attractions
- Coordinate media stays at properties for editorial coverage

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

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 and 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

The Beach Looks Good On You (TBD)

- Stage high-profile creative events in prominent markets such as New York, Chicago and Boston to enhance the image of the destination
- New market: Philadelphia - JetBlue to add FLL-PHL service November 2015
- Promote through media, partnerships and promotions

LGBTQ

- Publicize Greater Fort Lauderdale's participation in 25th Annual Southern Comfort Conference (Sept. 29-Oct. 3), Pride in New York City (June 2016)
- Generate buzz and media coverage of Pride Fort Lauderdale (Oct. 9-11), Wicked Manors (Oct. 31), Prides of the Southeast (POSE) Conference (April 14-17, 2016)
- Launch all-inclusive #LoveisGreater campaign in November, transgender awareness month
- Support LGBTQ department's participation in Visit Florida, New York media events
- Secure media coverage of Greater Fort Lauderdale's LGBTQ tourism product through media development, interviews, press visits and cultivation activities

Film Commission, Music & Entertainment, Fashion

- Promote Greater Fort Lauderdale at high-profile film 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 Greater Fort Lauderdale's emergence as a major presence for music and entertainment events, including MiFo LGBT Film Festival (Oct. 9-18), 30th Annual Fort Lauderdale Int'l Film Festival (Nov. 6-22), For the Love Music Festival in FAT Village (Mar. 19), Tortuga Music Festival (April 2016), and Lauderdale Live

Cruise/Boating

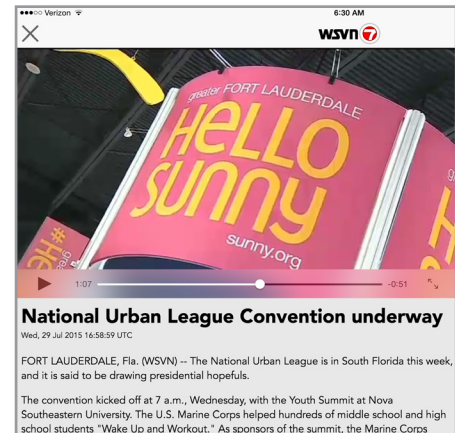
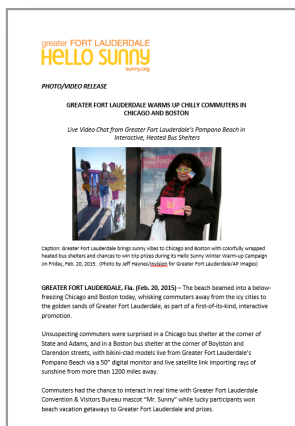
- Position Greater Fort Lauderdale as a major cruise port and destination for pre/post cruise stays and enhance awareness of the destination among consumers, the cruise industry and travel agents
- Leverage Greater Fort Lauderdale's executive partner status and participation in significant trade shows, such as 56th Annual Fort Lauderdale International Boat Show (Nov. 5-9), Seatrade Cruise Global (Mar. 16-19, 2016), cruise3sixty (June 1-6, 2016), etc.
- Promote Winterfest Boat Parade (Dec. 12); execute a fam in support
- Partner with Lance Bass during cruise for his Sirius XM radio show, Dirty Pop Live (April 10-17, 2016) for pre- and post-hotel packages, special events, photo opps
- Partner with cruise lines on co-promotional media endeavors

Multicultural

- Position Greater Fort Lauderdale as the country's premier Religious and Multicultural market and Family Reunion Capital
- Promote major African-American and faith-based group events, including new Tennis Family Reunion program
- Maximize media coverage of 100th Anniversary of American Tennis Association
- Publicize special multicultural destination events including Hispanic Heritage Month, Black History Month, Family Reunion Month (July), Jazz in the Gardens, First Baptist Christmas Pageant
- Promote emerging neighborhoods and heritage locations of interest to the Multicultural visitor

Meeting/Conventions

- Promote Greater Fort Lauderdale M&C success in meetings/conventions media through the promotion of CVB initiatives and successes: Customer Advisory Board, major convention/group/city-wide signings, industry partnerships and signature events
- Promote Greater Fort Lauderdale/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.



INTERNATIONAL PUBLIC RELATIONS

OBJECTIVES

- Increase awareness and profile of Greater Fort Lauderdale in the UK, Irish, Scandinavian and Brazilian markets
- Increase sales and visits for the respective markets to Greater Fort Lauderdale
- Intensify Greater Fort Lauderdale's presence in key media outlets

TACTICS

- Generate editorial coverage while increasing familiarity with the destination through a visit media program of key journalists (across individual and group opportunities).
- Use celebrity endorsements to promote the destination through visits and in-market activity
- Pro-active press release schedule to continually update media on new developments and news stories
- Conduct an aggressive UK and Irish media mission to meet with 30 key media to share the latest news
- Participate in Visit USA, Brand USA and VISIT FLORIDA media events to maintain Greater Fort Lauderdale awareness with key media with an avid interest in travel to the US
- Focus on round-up features, promotions, press releases, social media, online technology and key areas of the PR spectrum to ensure a 360 degree campaign

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ACTUEEL MAANMAGAZINE | ANDEVOLEN RESTAURANTS | GALERIE & MUSEA | COMPLETE BIBLIOGRAFIE | PERSONALIA | CONTACT



HET VENETIË VAN AMERIKA

Saint-Tropez is er niks bij. Monte-Carlo evenmin: het aantal luxeuze pleziervaartuigen van Fort Lauderdale overtreft ze ruimschoots. Gewoonlijk liggen er circa 42.000, waaronder enkele van 's werelds allerduurste en allergrootste. Zoals het in Alblasserdam gebouwde, \$200 miljoen kostende motorjacht Oceanico van Steven Spielberg (links).

Alleen al de master bedroom is groter dan menig appartement. Deze stad langs Florida's zuidelijke oostkust telt maar liefst 345 jachtavens. En eind oktober vindt er een gigantische botenshow plaats. Dit alles is te danken aan niet alleen de nabijgelegen, maar ook aan de bijna 500 kilometer waterwegen die Fort Lauderdale als bijnaam het Venetië van Amerika geven. Bovendien is het klimaat koesterend, met 320 zonnige dagen per jaar en een gemiddelde temperatuur van 26 graden Celsius. Deze combinatie van zon en water heeft veel weigertijd mensen getrokken. Tijdens de Drogelagging waren dat vooral gangsters. Al Capone had er o.a. een bar (die nog steeds bestaat en nu Capones heet). En

TURISMO ESPECIAL EUA

Eu sou Rykah!

Fort Lauderdale é o paraíso de gays ricos que adoram o sol da Flórida

Por Nelo Ribeiro

Fort Lauderdale é o paraíso de gays ricos que adoram o sol da Flórida. O destino é conhecido por suas praias de areia branca, águas cristalinas e vida noturna vibrante. A cidade atrai milhares de turistas por ano, especialmente durante o verão. O clima quente e o sol brilhante são fatores importantes para muitos visitantes. Além disso, a cidade oferece uma variedade de opções de lazer, incluindo restaurantes de luxo, bares e clubes noturnos. A segurança e a hospitalidade também são aspectos valorizados pelos turistas. Fort Lauderdale é um destino ideal para quem busca relaxamento e entretenimento em um ambiente sofisticado.

32 Sport FRIDAY 10. DECEMBER 2010 50LDA

Tag med drømmeflyet til USA's Venedig

ALBERT: Nu kan du flyve direkte til Fort Lauderdale, der kan byde på en fin sommerferie til

Et mange kender i Fort Lauderdale Florida kan gøre hverdagen mere interessant. I den gamle Venedig er der dog på en særlig måde at gøre det. Der er mange mennesker der kommer til Fort Lauderdale, og det er fordi de elsker det her. De kommer her for at se på de mange mennesker der kommer her. De kommer her for at se på de mange mennesker der kommer her. De kommer her for at se på de mange mennesker der kommer her.



Det er rig mulighed for at se på alligatorer i naturen.

Norwegian vil stoppe jetlag

Konceptet i de nye fly er at gøre det lettere for passagerne at sove under turen. Norwegian vil stoppe jetlag ved at gøre det lettere for passagerne at sove under turen. Norwegian vil stoppe jetlag ved at gøre det lettere for passagerne at sove under turen. Norwegian vil stoppe jetlag ved at gøre det lettere for passagerne at sove under turen.



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.

Brand Positioning

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



Brand Personality

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

Advertising Objectives

- Increase overall brand awareness and recall.
- Grow the international market.
- Expand the “Hello Sunny” brand to the millennial market.
- Support CVB goal to increase annual occupancy by 3%
- Support CVB goal to increase ADR
- Drive traffic to sunny.org
- Increase visits and meaningful engagement on GFL’s social networks.
- Increase pre- and post-cruise vacation stays/extensions
- Increase visibility as a premier, business oriented meeting and convention destination.
- Continue targeted messaging to specific audiences; multicultural, LGBT, film and niche.

Strategies

Increase overall Brand Awareness and Brand Recall

- Maximize brand exposure using targeted branding mediums - television, radio, out of home, online video, print magazine.
- Create a first-ever television coop program that will reach more viewers and provide a greater measure of frequency.
- Broward County Hello Sunny Road Tour. Meet with local groups, committees, hoteliers, etc. to review the Hello Sunny Brand and ways to integrate, emulate and be the brand throughout the county.
- Utilize search engine marketing and retargeting technology to reach target audience with personal relevant messaging.
- Include rich, meaningful electronic content (like videos) to enrich and increase engagement.
- Targeted social network programs - paid and owned. Utilize social media to further engage potential visitors with our brand.

Grow the international market

- Winter/spring, multi-market, buzz building, guerilla event in London, U.K. Continue with our successful formula that delivers millions of brand impressions and creates brand advocates.
- Continue to partner with brands closely aligned with Hello Sunny to provide full, trackable packages to FLL.
- Maximize budget efficiencies by partnering with Brand USA for international endeavors in targeted markets
- Continue working with Visit Florida to stretch our budget
- Create an International Co-Op program for partners
- Expand use of multi-lingual materials in print and digital. Create digital Vacation Playbooks in Spanish, Portuguese, German, Italian, Chinese, French
- Promote and distribute Spanish and Portuguese “Momentos Sunny” series of videos to Latin American countries and Brazil and include measurable offers.
- Coordinate consumer and trade initiatives to maximize and track results.
- Increase Tour Operator Programs - UK, Germany, Scandinavia, Brazil, Argentina (Toselli) with advertising listings and combined ad spends.
- Take advantage of growing social media network to geotarget messaging.



Expand the “Hello Sunny” brand to the millennial market

- Feature new millennial campaign targeting leisure segment – digital, social, television, and video.
- Integrate millennial campaign into mainstream branding and marketing
- Supported separate media strategy for millennial audience. Include paid, earned and owned.



Build occupancy by 3% and support an increasing ADR

- Provide booking mechanisms on all click thru landing pages.
- Provide trackable vacation packages to promote during events (include airline partners who provide metrics). Make conversions easy.
- Offer a strong coop program – domestic and international. Add television and radio to the media mix and, include value added elements like editorial content, custom landing pages, emails, etc.
- 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.
- Increase mobile tactics (hand held and tablets) in line with better performance metrics.
- Update and elevate marketing the Lauderdale Luxe Collection to reflect growing luxury product.
- Continue marketing SSL as a group

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
- Introduce a robust digital magazine format of the Vacation Playbook and market it via social and digital | programs.
- 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 to the paid mix of social advertising to maximize spend and effectiveness.
- Use geotargeted social media to showcase international videos - Momentos Sunny segments.
- Cross-promote social sites on sunny.org and in all other mediums where applicable.

Increase pre- and post-cruise vacation stays/extensions

- Provide coop opportunities targeting pre- and post- cruise market.
- Consider partnering with Cruise Lines during winter guerilla stunts and develop creative ways to increase pre- and post- cruise bookings.

Increase visibility as a premier, business oriented meeting destination

- Continue destination presence at major shows, events.
- Provide cooperative opportunities to Meeting Hotels.
- Utilize current digital programs
- Create a targeted Meeting Delegates video.

Continue targeted messaging to specific audiences; multicultural, gay and niche.

- Build upon events like See You in September, Dine Out Lauderdale, Jazz in the Gardens
- Support the upcoming conventions and groups.
- Outreach to domestic Hispanic audience to support multicultural initiative.
- Continue to market LGBTQ offerings via experiential events - parades, etc.
- Utilize paid social media to maximize reach and efficiencies.

MEDIA OBJECTIVES

- Build brand awareness
- Drive inquiries and ultimately visitations resulting in increased occupancy, room rates and overall revenues
- Increase traffic/reach to sunny.org
- Create compelling retail messages to further the travel planning cycle
- Expand media plan to include effort against millennial audience. (14 to 34 years)
- Include new attention-getting mediums and opportunities that push the limits and garner results
- Utilize measurement metrics with constant evaluation in order to adjust plans to current market conditions and delivery
- Develop and implement sound initiatives to maximize the budget
- Support the efforts of the state and local destination marketing organizations
- Increase international market presence

Target Audience

Primary:

Active adults 25-54 (Primary)
College Educated
Multigenerational

HHI - \$100,000+
Families and couples
Professional Managerial

Lifestyle Targets:

Affluent Families	Luxury
Spa Enthusiasts	Sports Enthusiasts (Participatory sports - Dive, Fishing)
Bridal/Destination Weddings	Historical and Cultural Enthusiast
Yachting	Gay Friendly

Geographic Markets

Fall/Winter	Spring/Summer
New York	Tampa/S. Petersburg
Boston	Miami/Fort Lauderdale
Toronto	Palm Beaches
Philadelphia	Naples/Ft. Myers
Washington DC	Orlando
Chicago	Atlanta
Cleveland	Washington DC
New York	

Multicultural

African American, Key religious meeting planners, Specific focus on Hispanic, Travel Professionals, Family Reunions, Local Civic and Corporate Meeting Planners, and the Caribbean Market (cricket/shopping)

International

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

Meetings

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

MEDIA STRATEGIES

- The overall media strategy is “getting the right message in front of the right audience at the right time through the best possible vehicle.”
- Develop co-operative media purchases and other partnerships that expand the budget - BRAND USA, Visit Florida
- Develop and execute a plan specifically for millennial market and gain momentum started in 2015.
- Consider using HIT (High Impact targeting) campaign that reaches the most probable prospects with enough frequency to render maximum results
- Drive bookings on travel content sites
- Use media that facilitates capturing a database for future prospecting to maximize the impact of the individual effort
- Create programs that extend the GFL’s budget through tough negotiations.
- Each medium will be required to provide a minimum of 15% in value added
- As the media landscape changes, evaluate and optimize program in order demonstrate ROI.
- Continue with a completely integrated media program that includes the right mix of mediums
- Capitalize on the success of the 2014-2015 co-op programs, which generated over \$700,000 in additional funding for the CVB. Create new program for international market. Create new programs for domestic television and radio.

TACTICS

The campaigns will incorporate broadcast and cable television, out of home, print, digital (video, rich media and mobile marketing, social media and guerilla marketing).

Television/Radio

- Implement broadcast to support specific markets events.
- NY, Chicago, Boston, and our traditional summer markets.
- Participate in any coop programs to stretch budget (Visit Florida, Brands)

Out of Home

- Continue our high impact Toys R US Wall Spectacular in Time Square (In 2015, we were able to negotiate 4 weeks at no charge)
- 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

Print

- Use co-operative funds in upscale, family and lifestyle publications to create awareness and positive perceptions of the brand across all targets to pique interest to visit sunny.org,
- Maintain publications that have been successful in selling co-ops and are strong lead generators.

Interactive

- Online programs will be chosen based on high index against target audience usage habits; cross visitation and added value. (Use proven Ad Networks)
- 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 Media (phones and tablets) Ad 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 with our new video.
- 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 tradeshows. 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



OVERVIEW

Continually enhance visitor experiences and partner engagement 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 over 400 leads to registered service providers as partner rewards—integrated online focus.
- Provide meeting and convention support services to more than 400 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 Water Taxi.
- 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, Scavenger Hunts, Plan-It-Green); partner with local organizations to promote higher education, ethics, and professionalism: HSMAl, 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.
- 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.
- Meet Green as a meetings industry priority and work to assist all meeting planners and group hotels in this process (encouraging Plan-It-Green) and Corporate Social Responsibility (CSR) initiatives.



- 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 on-line reservation services for city-wide conventions as needed via 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

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LGBTQ Sales & Marketing

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MASTER: 2015- 2016 GFLCVB TRADESHOW MASTER PLAN
Events, Tradeshows, Missions

EVENT	Location	CONTACT	MONTH	SHARE	SEGMENT
Out & Equal	Dallas	Richard Gray	OCT	No	LGBTQ
WE Trade	Colombia	Richard Gray	OCT	Yes	LGBTQ
International Tourism Fair of Latin America	Latin America	Gilbert Villard	OCT	No	International
Mark Travel Reservations Center Trainings	Orlando	Caitlan Etchevers	OCT	No	Tourism
Home Based Travel Agent Forum East	Tampa	Caitlan Etchevers	OCT	No	Tourism
Scandinavian Sales Mission (Visit Florida)	Scandinavia	Erick Garnica	OCT	No	International
Visit Florida Germany Roadshow	Germany	Fernando Harb	OCT	No	International
Hotelbeds Conference	Mexico	Fernando Harb	OCT	No	International
China Sales Mission	China	Fernando Harb	OCT	Yes	International
ITB Asia (Visit Florida)	Singapore	Fernando Harb	OCT	No	International
Marketing Outlook Forum	Philadelphia	Fernando Harb	OCT	No	Tourism
Mid Atlantic Sales Mission/ PCMA Event & Virginia Gold Cup Event	Washington, DC	Rosa Mendoza-Friedheim/ Dion James	OCT	Yes	Group/Convention
IMEX Americas	Las Vegas	Gilbert Villard/ Stacy Copeland	OCT	Yes	Group/ Convention
Tallahassee Society of Association Executives – Education Day	Tallahassee	Michele Bemis	OCT	No	Group/ Convention
LIMRA	Boston	Steve Aird	OCT	No	Group/ Convention
ICCA – Annual Congress	Buenos Aires	Gilbert Villard	OCT	No	Group/ Convention
Rejuvenate Marketplace	Dallas	Angella Lopez	OCT	Yes	Religious
MiFo Film Festival (LGBT)	Fort Lauderdale	Noelle Stevenson	OCT	No	Film, Music & Entertainment
Austin City Limits Music Festival	Austin	Noelle Stevenson	OCT	No	Film, Music & Entertainment
Produced by NYC	New York	Noelle Stevenson	OCT	No	Film, Music & Entertainment
Showeast (LA Studio Reception)	Hollywood, FL	Noelle Stevenson	OCT	No	Film, Music & Entertainment
Colorado Springs/NY York Sales Mission	CO/NY	Carol Hudson/Saskia Fisher	OCT	Yes	Sports
AAU Conference/Visit	TBD	Carol Hudson	OCT	No	Sports
Destination Wedding Show	Fort Lauderdale / Miami	Anna Levin	OCT	Yes	Wedding
NCBMP	Newport Beach, CA	Albert Tucker	NOV	No	Multicultural
World Travel Market	London	Fernando Harb/Erick Garnica/ Gilbert Villard/ Richard Gray	NOV	Yes	International

EVENT	Location	CONTACT	MONTH	SHARE	SEGMENT
EIBTM Barcelona	Spain	Gilbert Villard	NOV	No	International
Visit Florida Peru / Ecuador	Peru / Ecuador	Erick Garnica	NOV	Yes	International
Cruise World Trade Show	Fort Lauderdale	Caitlan Etchevers	NOV	Yes	Tourism
NACTA Annual Convention	Hawaii	Caitlan Etchevers	NOV	No	Tourism
DEMA – Diving Show	Orlando	Fernando Harb	NOV	Yes	Tourism
PhocusWright Conference	Hollywood, FL	Fernando Harb/ Christine Roberts	NOV	No	Tourism/ Marketing & Convention
FLIFF Filmmaker's Soiree	Fort Lauderdale	Noelle Stevenson	NOV	No	Film, Music & Entertainment
AICP Annual Event	Miami	Noelle Stevenson	NOV	No	Film, Music & Entertainment
Intl Emmy's Awards	New York	Noelle Stevenson	NOV	No	Film, Music & Entertainment
Meeting Masters Invitational	California	Rosa Mendoza- Friedheim	NOV	No	Group/ Convention
Tallahassee Client "Tailgate" Event	Tallahassee	Michele Bemis	NOV	Yes	Group/ Convention
Annual Pharma Forum –Exl	New Jersey	Steve Aird	NOV	No	Group/ Convention
Xsite	Birmingham	Michele Bemis	NOV	No	Group/ Convention
Northstar Leadership Summit	Palm Springs	Rosa Mendoza- Friedheim	NOV	No	Group/ Convention
ASAE Partnership Summit	Austin	Christine Roberts	NOV	No	Group/ Convention
IBTM Europe	Barcelona	Gilbert Villard	NOV	No	International Group
Nursing Organizations Alliance	Palm Springs	Michele Bemis	NOV	No	Group/ Convention
St. Louis & Kansas City Sales Mission	Missouri	Stacy Copeland	NOV	Yes	Group/ Convention
Association Executive Exchange	Charleston	Nora Gorman	NOV	No	Group/ Convention
Destination Wedding Show	West	Anna Levin	NOV	Yes	Wedding
TEAMS Conference	Las Vegas	Carol Hudson/ Saskia Fisher	NOV	No	Sports
Community Marketing Inc. LGBT Tourism & Hospitality Conference	Fort Lauderdale	Richard Gray	DEC	No	LGBTQ
America's Cup Tour Operator Event	Palm Beach, FL	Fernando Harb	DEC	No	International
Visit Florida Marketing Retreat	Amelia Island, FL	Fernando Harb/ Christine Roberts	DEC	No	Other
IAEE Expo!Expo!	Baltimore	Rosa Mendoza- Friedheim	DEC	No	Group/ Convention
USTOA	Chicago	Caitlan Etchevers	DEC	No	Tourism
VISIT FLORIDA's Florida Encounter	Amelia Island, FL	Michele Bemis/ Gilbert Villard	DEC	No	Group/ Convention
CVB Reps.com Holiday Event	Washington, DC	Rosa Mendoza/ Dion James	DEC	No	Group/ Convention

EVENT	Location	CONTACT	MONTH	SHARE	SEGMENT
Association Forum – Holiday Showcase	Chicago	Nora Gorman	DEC	Yes	Group/ Convention
Tennessee Sales Mission	Nashville	Gilbert Villard	DEC	Yes	Group/ Convention
Winterfest Boat Parade/ Pan Hellenic Council	Fort Lauderdale	Albert Tucker	DEC	Yes	Multicultural
Association Executives of North Carolina Trade Show	Raleigh	Michele Bemis	DEC	No	Group/ Convention
IFP Gotham Awards	New York	Noelle Stevenson	DEC	No	Film, Music & Entertainment
Intl Music Festival Conference (IMFCON)	Austin	Noelle Stevenson	DEC	No	Film, Music & Entertainment
Intl Film Festival Summit (IFFS)	Austin	Noelle Stevenson	DEC	No	Film, Music & Entertainment
Focus Location Show	London	Noelle Stevenson	DEC	No	Film, Music & Entertainment
SOCCER (MLS)	New York	Carol Hudson	DEC	No	Sports
FITUR	Madrid	Richard Gray	JAN	No	LGBTQ
Destination Wedding Show	New York	Anna Levin	JAN	Yes	Wedding
Healthcare Convention & Exhibitors Association (HCEA) Summit	Chicago	Michele Bemis	JAN	No	Group/ Convention
Professional Convention Management Assn (PCMA)- Annual Meeting	Vancouver	Rosa Mendoza/ Nora Gorman/ Christine Roberts/ Stacy Copeland	JAN	No	Group/ Convention
Tallahassee Sales Mission	Tallahassee	Michele Bemis	JAN	Yes	Group/ Convention
New York - MEET SUNNY Mission – Large Group Hotels/ LCC-	New York	Steve Aird	JAN	Yes	Group/ Convention
Religious Conference Management Association	San Diego	Angella Lopez	JAN	Yes	Religious
Diversity Summit	Washington, DC	Angella Lopez	JAN	No	Multicultural
Spain Sales Mission / FITUR	Spain	Fernando Harb	JAN	No	International
Visit Florida's - Florida Huddle	Tampa	Fernando Harb/ Erick Garnica	JAN	No	Tourism
Florida Beaches Association	Tampa	Erick Garnica/ Rosina Williams	JAN	No	Tourism
AAA Vacations Midwest	Columbus, OH	Caitlan Etchevers	JAN	No	Tourism
NATPE	Miami/Fort Lauderdale	Noelle Stevenson	JAN	No	Film, Music & Entertainment
Assn. of Performing Arts Show (APAP)	New York	Noelle Stevenson	JAN	No	Film, Music & Entertainment
Surf Expo	Orlando	Carol Hudson	JAN	No	Sports
Creating Change	Denver	Richard Gray	FEB	No	LGBTQ
Destination Wedding Show	Northeast	Anna Levin	FEB	Yes	Wedding

EVENT	Location	CONTACT	MONTH	SHARE	SEGMENT
Destination Wedding Show	Fort Lauderdale / Miami	Anna Levin	FEB	Yes	Wedding
MPI European Congress	Denmark	Gilbert Villard	FEB	No	International Group
Northern California Chapter Meeting Professionals International (MPINCC)- Annual Meeting & Tradeshow	San Francisco	Stacy Copeland	FEB	Yes	Group/ Convention
Xcite – Florida	Jacksonville	Michele Bemis	FEB	No	Group/ Convention
North Central Florida Meeting Planners Expo	Jacksonville	Michele Bemis	FEB	Yes	Group/ Convention
Chicago - MEET SUNNY Mission- LCC/ Large Group Hotels	Chicago area	Nora Gorman	FEB	Yes	Group/ Convention
Potomac Chapter MPI – MACE!	DC Area	Rosa Mendoza-Friedheim/ Dion James	FEB	No	Group/ Convention
Association Management Company INSTITUTE Annual Meeting (AMC)	Anaheim	Steve Aird	FEB	No	Group/ Convention
Destination Wedding Show	Northeast	Anna Levin	FEB	Yes	Wedding
Routes Americas	Puerto Rico	Erick Garnica	FEB	No	Airline/International
Colombia Sales Mission	Colombia	Fernando Harb	FEB	Yes	International
ANATO Colombia (Visit Florida) Trade Show	Colombia	Fernando Harb	FEB	Yes	International
National Tour Association	Atlanta	Caitlan Etchevers	FEB	No	Tourism
Pollstar Music Conference	Nashville	Noelle Stevenson	FEB	No	Film, Music & Entertainment
Connections Le Book	Chicago	Noelle Stevenson	FEB	No	Film, Music & Entertainment
London Production Show / Sales Blitz W Hills Balfour	UK	Noelle Stevenson	FEB	No	Film, Music & Entertainment
World Congress Medical Forum – CBI	Philadelphia	Steve Aird	FEB	No	Group/ Convention
Sunbelt CVB Event – TX	Texas	Stacy Copeland	FEB	No	Group/ Convention
MPI Potomac – Mid Atlantic Conference and Expo (MACE!)	Washington, DC	Rosa Mendoza/ Dion James	FEB	No	Group/ Convention
USA Beach Volleyball/IMG	Los Angeles	Carol Hudson	TBD	No	Sports
Black Enterprise Women's Empowerment Summit	Fort Lauderdale	Albert Tucker	MAR	No	Multicultural
MPI Mid-America Conf	Northern Kentucky/ Ohio	Nora Gorman	MAR	No	Group/ Convention
MIC Colorado and Colorado Sales Calls –	Colorado	Stacy Copeland	MAR	Yes	Group/ Convention
Great Ideas Conference, ASAE –	Colorado	Rosa Mendoza/ Stacy Copeland	MAR	No	Group/ Convention
CBI Pharmaceutical Meeting Forum-	New York	Steve Aird	MAR	No	Group/ Convention

EVENT	Location	CONTACT	MONTH	SHARE	SEGMENT
ConferenceDirect Partner Event	San Antonio	Rosa Mendoza	MAR	No	Group/ Convention
EVENTERACT	Atlanta	Michele Bemis	MAR	No	Group/ Convention
Incentive Travel Exchange	Las Vegas	Gilbert Villard	MAR	Yes	Group/ Convention
Convention Sales Professionals International (CSPI) Annual Conference	Washington, DC	Rosa Mendoza	MAR	No	Group/ Convention
Destination & Travel Foundation (DMAI) Dinner	Washington, DC	Rosa Mendoza/ Dion James	MAR	No	Group/ Convention
Destination Management Association International (DMAI) -Destination Showcase Washington	Washington, DC	Rosa Mendoza/ Dion James	MAR	Yes	Group/ Convention
Visit USA Italy	Italy	Fernando Harb	MAR	Yes	International
ITB Berlin	Berlin, Germany	Fernando Harb/ Richard Gray/ Erick Garnica	MAR	Yes	International
Boston Sales Mission, Travel Agent Event	Boston	Caitlan Etchevers	MAR	Yes	Tourism
AAA Vacations Northeast	Foxborough, MA	Caitlan Etchevers	MAR	No	Tourism
Seatrade	Fort Lauderdale	Caitlan Etchevers	MAR	Yes	Tourism
Expo Mayoristas	Mexico City	Erick Garnica	MAR	Yes	International
Tour Connection NY	New York	Noelle Stevenson	MAR	No	Film, Music & Entertainment
Location Managers Guild of America (LMGA) Awards	Los Angeles	Noelle Stevenson	MAR	No	Film, Music & Entertainment
World Congress of Sports	California/Miami	Carol Hudson	MAR	No	Sports
Tourism Day	Tallahassee	Carol Hudson	MAR	No	Sports
Jazz in the Gardens Destination Preview	Hollywood/Miramar	Albert Tucker/ Angella Lopez	MAR	No	Multicultural
World Travel Mkt Latin America	Brazil	Fernando Harb/ Gilbert Villard	MAR	Yes	International
IGLTA	Cape Town	Richard Gray	APR	No	LGBTQ
WTTC	Dallas	Richard Gray	APR	No	LGBTQ
Travel Gay Canada	Winnipeg	Richard Gray	APR	No	LGBTQ
Destination Wedding Show	TBD	Anna Levin	APR	Yes	Wedding
Pathfinders Magazine Family Reunion Program	TBD	Valerie Troutman/ Albert Tucker	APR	TBD	Multicultural
Brazil Travel Week	Brazil	Fernando Harb	APR	No	International
Visit Florida China Sales Mission	China	Fernando Harb	APR	Yes	International
ASTA California Sales Calls	California	Caitlan Etchevers	APR	Yes	Tourism

EVENT	Location	CONTACT	MONTH	SHARE	SEGMENT
ROUTES Europe	Scotland	Erick Garnica	APR	No	International
NEXT Travel Expo	Mexico City	Erick Garnica	APR	No	International
Tour Connection LA	Los Angeles	Noelle Stevenson	APR	No	Film, Music & Entertainment
Tortuga Rock The Ocean Music Festival	Fort Lauderdale	Noelle Stevenson	APR	No	Film, Music & Entertainment
Meeting Spots	TBD	Michele Bemis	APR	Yes	Group/ Convention
Montreal Sales Mission	Montreal	Gilbert Villard	APR	Yes	Group/ Convention
Independent Planner Conference – M&C	Las Vegas	TBD	APR	No	Group/Convention
West Coast CVB Event	Portland/ Vancouver	Stacy Copeland	APR	No	Group/ Convention
IMEX Europe	Frankfurt	Gilbert Villard	APR	No	International Group
HELMS BRISCOE Partner Fair	Scottsdale	Elena Gladstone	APR	No	Group/ Convention
ASAE & The Center's Springtime Expo	Washington, DC	Rosa Mendoza/ Dion James	APR	Yes	Group/ Convention
Dunn's Crab Feast	Washington, DC	Rosa Mendoza/ Dion James	APR	No	Group/ Convention
Heartland Mission	Omaha/ Des Moines	Stacy Copeland	APR	Yes	Group/ Convention
Society of Independent Show Organizers CEO Summit	San Diego	Steve Aird	APR	No	Group/ Convention
NFL/NHL Travel Show	TBD	Carol Hudson	TBD	No	Sports
SportAccord	TBD	Carol Hudson/ Saskia Fisher	APR	No	Sports
NASC - National Association of Sports Commissions	Grand Rapids	Carol Hudson/ Saskia Fisher	APR	No	Sports
DC Sales Mission	Washington DC	Albert Tucker	MAY	TBD	Multicultural
Global Travel Marketplace West	Tucson	Caitlan Etchevers	MAY	No	Tourism
Vacation.com	Fort Lauderdale	Caitlan Etchevers	MAY	Yes	Tourism
Houston / New Orleans Sales Mission	Houston	Caitlan Etchevers	MAY	No	Tourism
Wisconsin SAE - Annual Event	Lake Geneva	Nora Gorman	MAY	No	Group/ Convention
Incentive Research Foundation Annual	TBD	Stacy Copeland	MAY	No	Group/ Convention
M&I Americas Forum	Scottsdale	Gilbert Villard	MAY	No	Group/ Convention
AMPs Annual Golf Tournament	Washington, DC	Rosa Mendoza/ Dion James	MAY	No	Group/ Convention

EVENT	Location	CONTACT	MONTH	SHARE	SEGMENT
Society of Government Meeting Professionals (SGMP)- National	Palm Springs	Michele Bemis/ Dion James	MAY	No	Group/ Convention
Ohio Sales Calls	Ohio	Nora Gorman	MAY	No	Group/ Convention
Mid-Atlantic Sales Mission/ LCC Event/Large hotel	Washington, DC	Rosa Mendoza - Friedheim	MAY	Yes	Group/ Convention
Mid-Atlantic Sales Mission/Single hotel – May 16-20	Various	Dion James	MAY	Yes	Group/ Convention
Upstate New York Sales Mission	Buffalo, Albany	Steve Aird	MAY	Yes	Group/ Convention
Atlanta Sales Mission	Atlanta	Michele Bemis	MAY	Yes	Group/ Convention
Argentina/Chile/Uruguay Sales Mission	Various	Erick Garnica	MAY	Yes	International
ARLAG Mexico	Mexico City	Erick Garnica	MAY	No	International
FLIFF Cannes Film Festival	Cannes, France	Noelle Stevenson	MAY	No	Film, Music & Entertainment
Driven Music Festival VIP Reception	Fort Lauderdale	Noelle Stevenson	MAY	No	Film, Music & Entertainment
Nashville Blitz Record Labels/Music Videos	Nashville	Noelle Stevenson	MAY	No	Film, Music & Entertainment
Gay Days Orlando	Orlando	Richard Gray	MAY	No	LGBTQ
Gay Pride	New York City	Richard Gray	JUN	No	LGBTQ
Florida Sports Foundation Annual Meeting	TBD	Carol Hudson/ Saskia Fisher	JUN	No	Sports
IBTM Americas	Nashville	Gilbert Villard	JUN	No	Group/ Convention
Meeting Professionals International (MPI)- WEC	Atlantic City	Gilbert Villard/ Steve Aird	JUN	Yes	Group/ Convention
PCMA Education Forum	St. Louis	Christine Roberts/ Rosa Mendoza/ Stacy Copeland	JUN	No	Group/ Convention
Tennessee Sales Calls	Tennessee	Gilbert Villard	JUN	Yes	Group/Convention
PCMA Education Foundation Partnership	TBD	Rosa Mendoza- Friedheim	JUN	No	Group/ Convention
Smart Mart - Los Angeles	Los Angeles	Elena Gladstone	JUN	No	Group/ Convention
Association Forum's Annual Event	Chicago area	Nora Gorman	JUN	No	Group/ Convention
MPI Greater Chicago Chapter Golf Event	Chicago area	Nora Gorman	JUN	No	Group/ Convention
Utah Sales Mission	Salt Lake City	Elena Gladstone	JUN	Yes	Group/ Convention
Sunbelt CVB Event - TX	Texas	Stacy Copeland	JUN	No	Group/ Convention

EVENT	Location	CONTACT	MONTH	SHARE	SEGMENT
Phillies Client Event & Sales Mission	Philadelphia	Steve Aird	JUN	Yes	Group/ Convention
COLLABORATE Marketplace	TBD	TBD	JUN	No	Group/ Convention
Toronto Sales Mission/ Client Event	Toronto	Stacy Copeland	JUN	Yes	Group/ Convention Tourism Sales
AMG Conference	Bahamas	Fernando Harb	JUN	No	Tourism
IPW (Pow Wow)	New Orleans	Fernando Harb/ Erick Garnica	JUN	No	International
Mexico Sales Mission	Mexico	Erick Garnica	JUN	No	International
Jumpstart (Airline Development)	TBD	Erick Garnica	JUN	No	Airline/International
Northwest Sales Calls	Seattle & Vancouver	Caitlan Etchevers	JUN	Yes	Tourism
Cruise3sixty	Vancouver	Caitlan Etchevers	JUN	Yes	Tourism
San Francisco LGBT Film Festival	San Francisco	Noelle Stevenson	JUN	No	Film, Music & Entertainment
NABA	Fort Lauderdale	Albert Tucker	JUN	No	Multicultural
New York/New Jersey Sales Mission, Sales Calls	NY/NJ	Caitlan Etchevers	JUL	Yes	Tourism
UK Sales Mission	UK	Fernando Harb	JUL	Yes	International
FL Welcome Centers / Travel Agent Event	Upstate Florida	Caitlan Etchevers	JUL	No	Tourism
Canada Sales Mission	Toronto/Montreal	Erick Garnica	JUL	Yes	International
Bear Week	Provincetown, MA	Richard Gray	JUL	No	LGBTQ
Assn Exec of NC Annual	Charlotte	Michele Bemis	JUL	No	Group/ Convention
Florida Society of Association Executives (FSAE) Annual	Tallahassee	Michele Bemis	JUL	No	Group/ Convention
London/UK Sales Mission	London	Gilbert Villard	JUL	Yes	Group/ Convention
Council of Engineering and Scientific Society Executives	Omaha	TBD	JUL	No	Group/ Convention
Chicago Client Event/ Sales Mission – Golf Tournament	Chicago area	Nora Gorman	JUL	Yes	Group/ Convention
G Network 360	Buenos Aires, Argentina	Richard Gray	JUL	No	LGBTQ
NGLCC	Los Angeles	Richard Gray	AUG	No	LGBTQ
American Tennis Association Family Reunion Week	Fort Lauderdale	Albert Tucker/ Valerie Troutman	AUG	No	Multicultural
Virtuoso Travel Market	Las Vegas	Fernando Harb/ Erick Garnica	AUG	No	Tourism
Visit USA Central America	Central America	Fernando Harb	AUG	Yes	International

EVENT	Location	CONTACT	MONTH	SHARE	SEGMENT
Global Travel Marketplace Flagship	Fort Lauderdale	Caitlan Etchevers	AUG	No	Tourism
Baltimore /DC Sales Mission	Baltimore	Caitlan Etchevers	AUG	Yes	Tourism
CONNECT -SPORTSLINK	TBD	Carol Hudson/TBD	AUG	No	Sports
CONNECT Marketplace	TBD	TBD	AUG	No	Group/ Convention
Kellen Company Global Summit	Atlanta	Michele Bemis	AUG	Yes	Group/ Convention
Healthcare Convention & Exhibitors Association (HCEA)	Savannah	Michele Bemis	AUG	Yes	Group/ Convention
Chuck Cook Show	Tallahassee	Michele Bemis	AUG	Yes	Group/ Convention
Successful Meetings Marketplace	Kissimmee	TBD	AUG	Yes	Group/ Convention
Boston Sales Mission & Event	Boston	Steve Aird	AUG	Yes	Group/ Convention
Latin American Meeting & Incentive Travel Exchange	TBD	Gilbert Villard	AUG	No	Group/ Convention
American Society of Association Executives - Annual Meeting & Tradeshow	Salt Lake City	Rosa Mendoza/ Nora Gorman/ Steve Aird/ Elena Gladstone	AUG	Yes	Group/ Convention
LGBT Confex	Mexico	Richard Gray	SEP	No	LGBTQ
Destination Wedding Show	TBD	Anna Levin	SEP	Yes	Wedding
Black Enterprise Golf & Tennis Challenge	West Palm Beach	Albert Tucker	SEP	No	Multicultural
HSMIA's MEET National	Washington, DC	Dion James	SEP	Yes	Group/ Convention
Society of Government Meeting Professionals (SGMP) Regional Conference	Southeast	Michele Bemis/ Dion James	SEP	No	Group/ Convention
ICOMEX – Banamex Center	Mexico City	Gilbert Villard	SEP	TBD	International Group
Texas Sales Mission	Dallas	Elena Gladstone	SEP	Yes	Group/ Convention
International SITE Classic	TBD	Stacy Copeland	SEP	No	Group/ Convention
ABAV Brazil (IGLTA) Trade Show	Sao Paulo	Richard Gray	SEP	Yes	LGBTQ
FIT, Feria Int'l De Turismo	Argentina	Fernando Harb / Erick Garnica	SEP	Yes	International
MLT Product Launch	Minneapolis	Caitlan Etchevers	SEP	No	Tourism
ASTA Global Convention	TBD	Caitlan Etchevers	SEP	No	Tourism
La Cita	TBD	Fernando Harb / Erick Garnica	SEP	No	International
World Medical Conference	Washington DC	Caitlan Etchevers	SEP	Yes	Tourism
Travel Industry Exchange	Orlando	Caitlan Etchevers	SEP	No	Tourism
ABAV- Brazilian Travel Agent Association	Brazil	Fernando Harb	SEP	Yes	International
Governor's Conference on Tourism	Fort Lauderdale	Fernando Harb	SEP	No	Tourism

EVENT	Location	CONTACT	MONTH	SHARE	SEGMENT
PrimeTime Emmy's Awards	Los Angeles	Noelle Stevenson	SEP	No	Film, Music & Entertainment
Virginia Gold Cup Event	Washington, DC	Rosa Mendoza/ Dion James	SEP	Yes	Group/ Convention
International Society of Incentive Travel Executives (ISITE)	TBD	Stacy Copeland	SEP	No	Group/ Convention
Telluride Film Festival	Telluride	Noelle Stevenson	SEP	No	Film, Music & Entertainment
International Beach Volleyball/SOCCEREX	TBD	Carol Hudson/ Saskia Fisher	SEP	No	Sports
Gay Days Las Vegas	Las Vegas	Richard Gray	SEP	No	LGBTQ
St. Louis Sales Mission and client event	St. Louis	Stacy Copeland	SEP	Yes	Group/ Convention
USOC - Sportslink	Chicago	Carol Hudson	SEP	No	Sports
Independent Music Awards (IMA)	TBD	Noelle Stevenson	TBD	No	Film, Music & Entertainment

CO-OP ADVERTISING PLAN

Please visit www.sunny.org/coop for the full plan, including domestic, international, radio, television and new this year, 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 advertising menu offers a multitude of programs representing the diverse interests of the industry. The co-op programs for the hospitality industry feature discounted rates and special value-added benefits that could not be purchased on their own. The co-op programs, by design, are flexible in timing, structure, costs and markets impacted. Industry input and suggestions are welcome. 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.

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Watch the presentation of the 2015-2016 co-op advertising program, presented on September 8, 2015.

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

DOMESTIC CO-OP, FALL/WINTER 2015-2016

- Boston.com Traveler Email Program
- Chicago Ad Malls
- Food & Wine - NEW
- Interfuse Media Digital Pre-Roll Campaign
- New York, Boston, Chicago, Philadelphia Combo Magazine
- New York Times T Magazine
- New York Times Great Getaways Emails
- Official Visit Florida Magazine/Visitors Guide
- Pandora On-Demand Radio
- Philly.com Email Program
- Travel - Leisure
- Toronto Star/Wanderlust Email Program
- XAXIS (pre-roll/native) Program
- Your Travel Insider

DOMESTIC CO-OP, SPRING/SUMMER 2016

- AAA Living Magazine South
- Bridal Guide Digital & Print Program
- Budget Travel Deal Alerts Email Program
- Interfuse Media Digital Native Content - NEW
- Interfuse Media Digital Retargeting - NEW
- Interfuse Visit Florida In-State Insert & Digital
- Pandora On-Demand Radio
- TravelZoo
- Trip Advisor
- XAXIS (pre-roll/native) Program

INTERNATIONAL CO-OP, 2015-2016

- Brand USA: Miles Media Multi-Channel Program, UK
- Brand USA: TravelZoo, UK
- Brand USA: Taxi Program
- Brand USA: Essentially America, UK
- Ultra Travel Luxury Market, UK
- Brand USA: Miles Media Multi-Channel Program, Germany
- Brand USA: Essentially America, Germany
- Brand USA: Miles Media Multi-Channel Program, Brazil
- Brand USA: Essentially America, Latin America
- Brasilius Journal (Visit Florida)
- Brazil Travel News (Visit Florida)
- Ladevi Latin America (Visit Florida)
- Mercado & Eventos (Visit Florida)
- Qual Viagem
- Report Americas, Pan Regional (Visit Florida)
- Boletim Turístico
- Visit Florida Latin American Vacation Guide

RADIO/TV CO-OP

- Spot Radio Program - New
- Spot Television Program - New
- TV Production - New