

**GREATER FORT LAUDERDALE CONVENTION
AND VISITORS BUREAU
OPERATING**

Fiscal Year 6 - 1st Quarter

Goal Statement

To provide industry leadership in the marketing of Broward County as a premier year round destination for leisure and convention visitors in order to generate growth in the volume of occupied room nights and their corresponding economic impact.

Performance Measures	FY 2005 Year-to-Date	FY 2006 Year-to-Date	FY 2006 Projected
Millions of visitors to Broward County	2.3	2.7	9.2
Average number of room nights for national and regional conventions	2,700	2,800	2,750
Average daily rates of a hotel room (dollars)	90	97	96
Average hotel occupancy rate (percent)	71	70	71
Average revenue generated by each hotel room in Broward County (dollars)	N/A	N/A	55