

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

**Fiscal Year 2008
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 2007 Year-to-Date	FY 2008 Year-to-Date	FY 2008 Projected	
Number of room nights produced in Broward County by sales staff	N/A	363,996	N/A	1
Average number of room nights for national and regional conventions	2,800	2,700	2,825	
Average daily rates of a hotel room (dollars)	97	116	110	
Average hotel occupancy rate (percent)	70	69	74	
Average number of room nights produced in Broward County per sales staff member	38,888	40,444	112,000	
Average revenue generated by each hotel room in Broward County (dollars)	58	59	62	
Millions of visitors to Broward County	2.7	2.6	10.6	

Notes

1 Information not available at time of publication.