

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

Fiscal Year 2005

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	FY03 Actual	FY04 Actual	FY05 Budget	FY05 Actual	% Change FY04 - FY05	Variance Number
Millions of visitors to Broward County	8.5	8.9	8.9	10.1	13%	
Average number of room nights for national and regional conventions	2,600	2,788	2,700	2,800	0%	
Average daily rates of a hotel room (dollars)	89	90	92	96	6%	
Average hotel occupancy rate (percent)	68	69	70	73	6%	
Average dollars spent by this program per visitor to Broward County	0.80	1	1	1.07	3%	