



YOU'VE FOUND PARADISE

PARADISE | 2019



## WHO WE ARE



**Barbara Karasek**

CEO, Co-Owner



**Rudy Webb**

SVP, Client Services



**Tom Merrick**

VP, Chief Creative Officer



## WHO WE ARE



**Tony Karasek**

President, Co-Owner



**Kristen Murphy**

VP, Business Development



OUR CLIENT PARTNERS



OUR AIRPORT / AIRLINE EXPERIENCE

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There is no firm out there that knows more about destination marketing in Florida than Paradise.



Jack Wert  
Executive Director



## WHAT WE ARE SEEING & HEARING

 Houstonia Magazine

### Two Days in Fort Lauderdale Does the Trick

We made the award-winning beachfront luxury hotel, the W Fort Lauderdale, our homebase on a recent weekend trip, and it kept us central

 CNN


### How to vacation in culture-rich Fort Lauderdale, Florida

 Miami Herald

### JetBlue opens new office in Dania Beach to focus on vacation packages

 South Florida Business Journal

### Airline to launch new nonstop flight between Brazil, Fort Lauderdale

 Sun Sentinel

### Orlando, Fort Lauderdale rank as affordable vacation destinations

 Miami Herald

### Expect Fort Lauderdale airport to be more crowded. Rebuilt runway reopening soon.

 Miami Herald

### Live your best life at The Dalmar, Fort Lauderdale's newest luxury hotel

WHAT WE LEARNED

**\$5.67  
BILLION  
LEFT ON THE TABLE**



## WHAT WE LEARNED

- YOY KPI inconsistencies
- Decreasing visitation, occupancy rates, volume
- Decrease of families
- Void of luxury, affluent fly audiences
- Too many drivers, day trippers, millennials
- Increasing supply of luxury rooms
- 39% visitors in town to visit friends/relatives
- Marketplace confusion



WHAT WE LEARNED

**\$4BILLION**  
**ROI EXPECTATIONS**



THE NUMBERS

<u>FROM</u>			<u>TO</u>	
Economy Leisure	\$580 - \$1,100		GenX	\$1,178
Solo Travelers	\$643		Affluent Family (w/Kids)	\$1,328
Non-Leisure Visitor	\$913		Affluent Couples	\$1,466
Friends & Family	\$0 TDT		Affluent Millenials	\$1,000
Drive Market	Low Spend		Bommerlennials	\$1,493
\$100K HHI			Adult Groups	\$1,465
			Pre/Post Business/Meetings	\$913
			Flyers and Hotel Stayers	
			Middle Affluent - \$150K - \$250K HHI	



## THE NUMBERS

**Increase of 12% = 1.4 Million Net New Luxury Leisure Visitors**

**1.4M**

x 1 Night Increase

x \$1,493 per stay spend

**= \$2,090,200,000**

**640K Affluent Families with kids**

x 2 Night Stay

x \$1,348 per stay spend

**= \$862,720,000**

**\$2.95 BILLION**



## WHAT WE LEARNED

**\$1.6 BILLION**



## WHAT WE LEARNED

**\$5.67  
BILLION**

WHAT WE LEARNED

**YOUR FUTURE  
IS AT RISK**



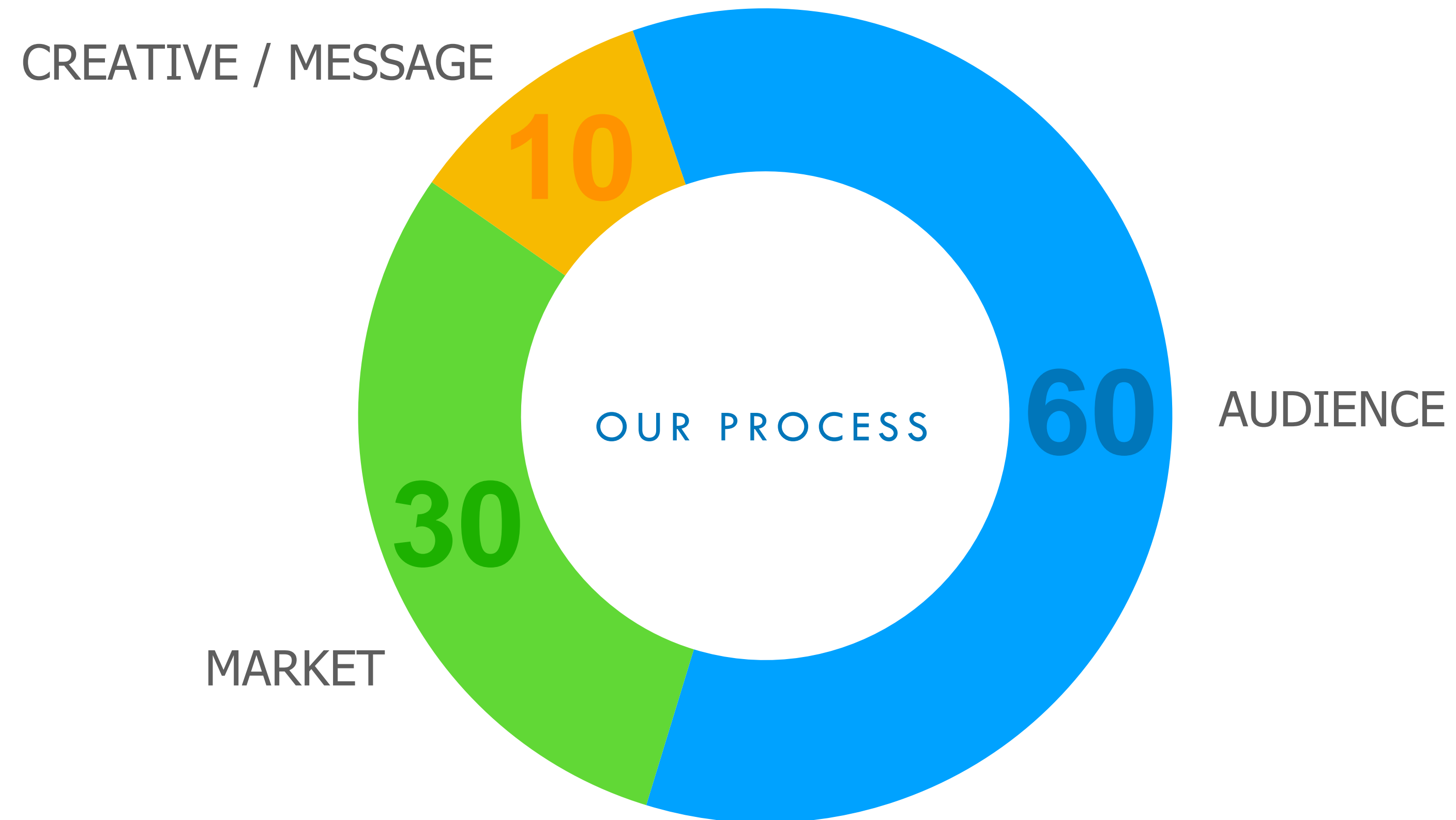
A tropical beach scene at sunset. Two palm trees frame the image on the left and right. In the center, a white lifeguard stand with a corrugated metal roof sits on the sandy beach. The ocean is visible in the background with a few ships on the horizon under a colorful sky.

# WE ARE DMO EXPERTS

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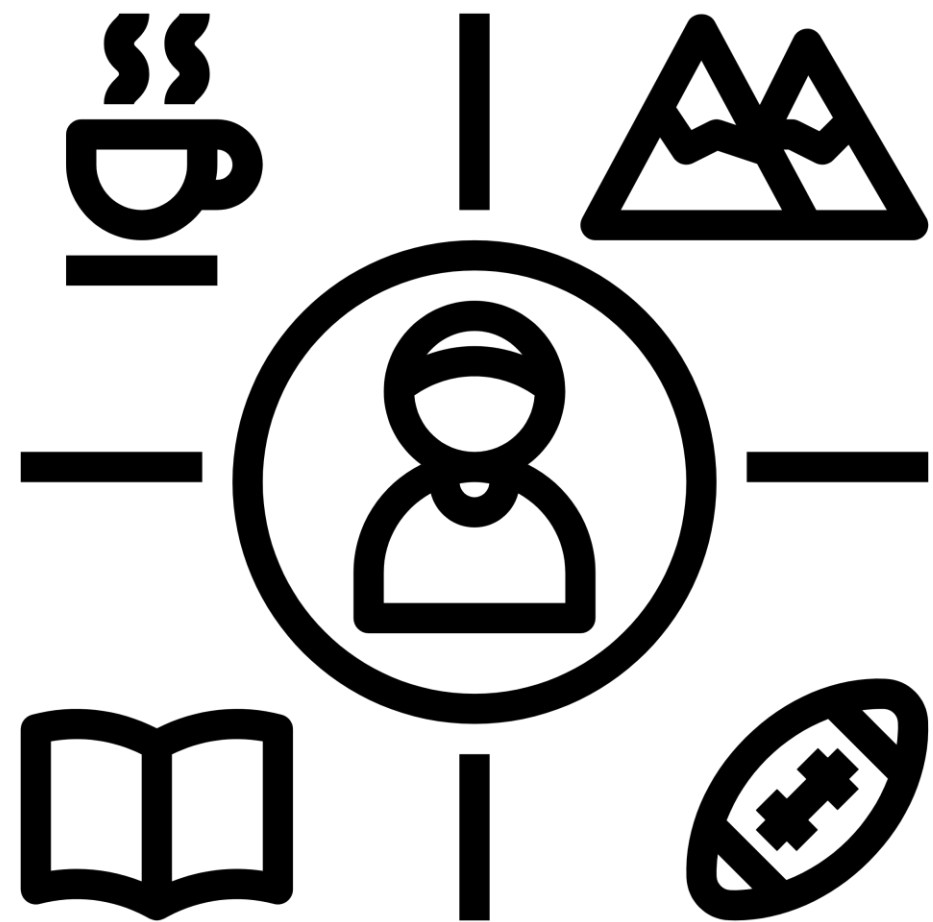


IT'S A SIMPLE 60-30-10 FORMULA.





THE “BIG 3”



## OUR APPROACH

- Audience Segmentation and Insights
- Media Strategies
- Airport(s) Integration
- Convention Center Integration
- POI Monitoring



## APPROACH TO SUSTAINABLE GROWTH

- Establish YOY Baseline KPIs
- Get the House in Order
- Reset E/P/O/S Media Priorities
- Shift Audience Targeting
- Shift Market Priorities
- Shift Brand Messaging
- Refresh to a Luxury Beach Brand
- Create a “Sense of Place”







## OUR COMMITMENTS

- Follow the Data
- Target the Right Customers
- Capitalize Revenue Potential
- Maximize Partners
- Reposition the Brand
- Measure Everything
- Lead with Integrity

## OUR COMMITMENTS

**\$5.67  
BILLION**



An aerial photograph of a family of four running along a sandy beach towards the ocean. The father and mother are in the front, holding hands, followed by two young children. The ocean waves are breaking on the shore, creating white foam. The scene is captured from a high angle, showing the family's long shadows on the sand.

THANK YOU

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