

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

**Fiscal Year 2008  
2nd 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.

| <b>Performance Measures</b>   | <b>FY 2007<br/>Year-to-Date</b> | <b>FY 2008<br/>Year-to-Date</b> | <b>FY 2008<br/>Projected</b> |
|---|---------------------------------|---------------------------------|------------------------------|
| Number of room nights produced in Broward County by sales staff                 | 705,585                         | 625,500                         | 1,100,000                    |
| Average number of room nights for national and regional conventions             | 2,825                           | 2,800                           | 2,825                        |
| Average daily rates of a hotel room (dollars)                                   | 134                             | 137                             | 110                          |
| Average hotel occupancy rate (percent)  | 76                              | 75                              | 74                           |
| Average number of room nights produced in Broward County per sales staff member | 69,500                          | 70,000                          | 112,000                      |
| Average revenue generated by each hotel room in Broward County (dollars)        | 79                              | 80                              | 62                           |
| Millions of visitors to Broward County  | 6.2                             | 6.1                             | 10.6                         |