



Beach Business Improvement District Advisory Committee

Date: 06-13-22

Agenda Item: IV.

Topic: Winterfest Post Event Recap Presentation

# Advertising Report 2021



**Thank you for your support**

# Advertising Report 2021

**SEMINOLE Hard Rock WINTERFEST BOAT PARADE**

**50** "50 YEARS OF HARD ROCKIN' FUN"

Winterfest 2021

**THE TRADITION CONTINUES...**  
DECEMBER 11, 2021

**WINTERFEST CELEBRATIONS**  
 WHITE HOT LAUNCH PARTY | OCTOBER 23  
 NIFTY FIFTY PARTY | NOVEMBER 6  
 FAMILY FUN DAY | NOVEMBER 21  
 BLACK TIE BALL | DECEMBER 4  
 GRAND MARSHAL RECEPTION | DECEMBER 10  
 SEMINOLE HARD ROCK WINTERFEST® BOAT PARADE | DECEMBER 11

Official Bank of Winterfest: FIFTH THIRD BANK, WSVN, flbeach, VISIT LAUDERDALE, Ford

**50** "50 YEARS OF HARD ROCKIN' FUN"

Winterfest 2021

**THE TRADITION CONTINUES...**

**FAMILY FUN DAY**  
NOV. 21<sup>ST</sup>

**WINTERFEST BOAT PARADE**  
DECEMBER 11<sup>TH</sup>

**PARADE VIEWING AREA**  
DECEMBER 4  
LIMITED NUMBER OF TICKETS AVAILABLE

TICKETS ARE ONLY \$25 ADULT \$15 CHILDREN

954-767-0686 | WINTERFESTPARADE.COM | #WF50

**SEMINOLE Hard Rock WINTERFEST BOAT PARADE**

**50** "50 YEARS OF HARD ROCKIN' FUN"

Winterfest 2021

**THE TRADITION CONTINUES...**  
DECEMBER 11, 2021

**WINTERFEST CELEBRATIONS**  
 WHITE HOT LAUNCH PARTY | OCTOBER 23  
 NIFTY FIFTY PARTY | NOVEMBER 6  
 FAMILY FUN DAY | NOVEMBER 21  
 BLACK TIE BALL | DECEMBER 4  
 GRAND MARSHAL RECEPTION | DECEMBER 10  
 SEMINOLE HARD ROCK WINTERFEST® BOAT PARADE | DECEMBER 11

Official Bank of Winterfest: FIFTH THIRD BANK, WSVN, flbeach, VISIT LAUDERDALE, Ford

954-767-0686 | WINTERFESTPARADE.COM | #WF50

**Plan the Perfect Family Vacation with WINTERFEST**  
Enjoy everything Fort Lauderdale and Broward County has to offer Sun, Fun and tickets to the Best Show on H2O.

**SEMINOLE Hard Rock WINTERFEST BOAT PARADE**  
DECEMBER 11, 2021

WEEKEND GET-A-WAYS are just a scan from your phone or click on the website.

954-767-0686 | WinterfestParade.com | #WF50

**11 MAGAZINE ISSUES**  
**Min. circulation: 775,000**  
 Burrelles Reports our PRINT impressions from magazines and newsprint from Oct-Dec as **139,364,539**

**INCLUSION IN THE FOLLOWING MAGAZINES:**  
 Fort Lauderdale Illustrated (1x), Lifestyle (3x), GoRiverwalk (1x), Palm Beach Illustrated (1x), TravelHost (1x), Waterfront Times (1x), Rio Vista (1x), Venice (1x), Yellow Cab (1x)

Magazine Ad Samples Aug.-Dec.



# Marketing Materials



## PARADE VIEWING AREA

in association with and

**NEW LOCATION: Las Olas Intra-coastal Promenade Park  
80 Las Olas Circle, Fort Lauderdale, FL 33316**

Culinary Courtyard presented by



Enjoy an up close and personal view of the Parade from this location. A festival atmosphere will include live bands on the City of Fort Lauderdale Stage, food and your favorite Coke products will be available for purchase in the Stella Artois Culinary Courtyard. Interactive games and fun for the whole family, including a sampling from our friends at LaCroix. Ford vehicles will be on display; spin the wheel to win prizes. A Big City Dogs Band concert will kick off the afternoon and after the Parade, the Shane Duncan Band will be in concert. Sit back and relax and enjoy all this area has to offer. Our MC for the day is Frankie P from Y100 and Parade commentary will be provided by Drew from Y100.



The gates open at 4pm and the Parade is expected to arrive at 7pm in the area (Parade starts at 6:30 in downtown along the Riverwalk).



Tickets are \$15 for children 10 and younger, and \$25 for adults.

Parking is available at the City Garage, Bahia Mar, Beach Place (and other locations TBA) Rideshare is encouraged.

PARADE GOES ON RAIN OR SHINE! There are no refunds, no exceptions. No pets, cans, drones, chairs, or coolers are permitted inside the gated Parade Viewing area.



Make it a Winterfest® weekend with discounted hotel packages at winterfestparade.com.



VOL. 27 | ISSUE 1 | NOVEMBER 2021 Call 954-767-0686 or visit WinterfestParade.com

### The Tradition Continues... WINTERFEST® 2021

Winterfest® is BACK for our 50th Anniversary Celebration. The 12-mile Holiday Block Party along the Parade Route will be Saturday, December 11th. We are inviting our community, visitors, television, and online audiences to enjoy this year's Seminole Hard Rock Winterfest® Boat Parade. Fort Lauderdale's Downtown, New River and Intra-coastal Waterway will turn into a Floating Anniversary Party. Families, friends, and community partners will come together to celebrate the magic of Winterfest®.

Paddleboarders, kayakers and boats 20' and under – be a part of the Parade's pre-show excitement! Fishing boats (20'+), pontoons, barges, and mega yachts can enter their privately-owned vessel for only \$35. Enter your vessel today and bring the holiday season to life!

Don't own a boat? You can still join the celebration!

Sit back, relax and get tickets to view the Parade

"The World's Most Watched Boat Parade" captivates over 1 million spectators annually. We are so excited to celebrate this milestone with you. Be a part of it! Don't miss out! Enter your boat, purchase tickets or become a partner.

**Happy Holidays! See you at the Parade.**

*Mark Swenson*  
Chairman of the Board

*Lisa Scott-Fowds*  
President & CEO

Call 954-767-0686 or visit WinterfestParade.com | #WinterfestFL #WF50 | Like us on Facebook

Winterfest Souvenir Journal 158,000 circulation in Lifestyle Magazine 10,000 and sent out digitally to over 100,000. The Parade Viewing Page was printed separately (5,000 flyers) for print circulation in Broward County Public Schools. This flyer was also sent out digitally.

# MAILING - Residences INSIDE and OUTSIDE the County

- Winterfest Boat Parade was featured on the front cover of RSVP's Broward Winter Edition of our Luxury Card Pack. This was mailed to 50,000 of the most affluent homeowners in Central to North Broward. These are the top 16% of homes in the area based on assessed home value, income and credit scores. Average home value of \$ 725,650.



- Winterfest Boat Parade was featured on the Informed Delivery email sent out by the USPS a week before the mailing arrived in the homes. This lets the homeowners know what will be arriving in their mailboxes.



**Circulation 50,000 @ 5.0 cents or  
With RSVP \$2,500  
Winterfest had two mailing = \$5,000**



**Print & Mailing Samples – out of area targeting**

# MAILING - Residences outside of County

- Winterfest Boat Parade / Winterfest Weekend Packages was the first card in RSVP's Palm Beach Winter Edition. This was mailed to 100,000 of the most affluent homeowners in Palm Beach County (Boca Raton to Jupiter). These are the top 15% of homes in Palm Beach County based on assessed home value, income, and credit scores. Average home value of \$852,000

## MAILING TO HOMEOWNERS PALM BEACH COUNTY



**Circulation 100,000 @ 4.5 cents  
or with RSVP \$1,500**



**Print & Mailing Samples – out of area targeting**

# CLINGS Promoting to Stay for the weekend



## WINTERFEST BOAT PARADE



Buy your "Party in the Park"  
Parade Viewing Tickets Now!

# 12.11.21

winterfestparade.com  
954-767-0686



## WINTERFEST BOAT PARADE



Buy your "Party in the Park"  
Parade Viewing Tickets Now!

# 12.11.21

winterfestparade.com  
954-767-0686



# DIGITAL Promotions 2021



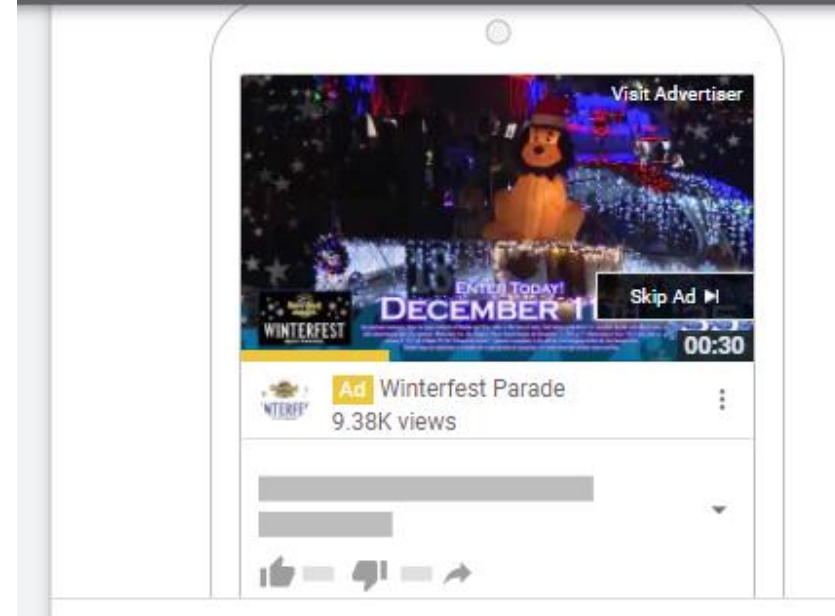
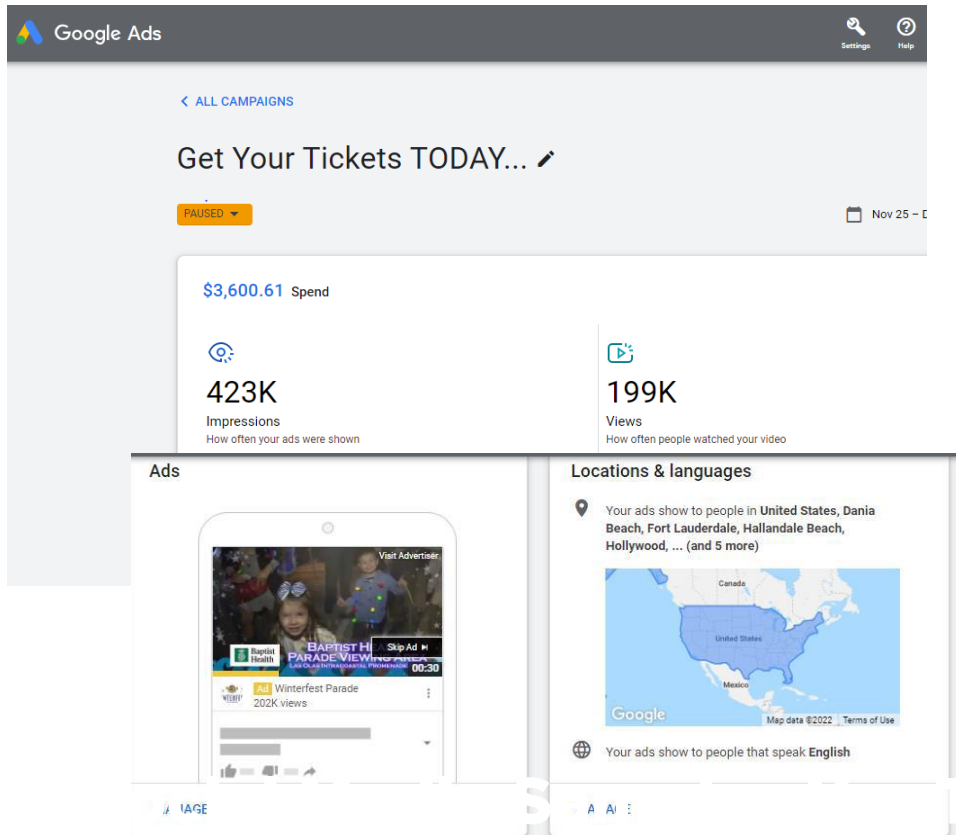
**ONLINE PROMOTIONAL SAMPLES** targeting to outside of the county (Google, Facebook, YouTube)

- Vacation with Winterfest 14.5K Impressions / 2.36K Engagement / 1.16K intent to visit - action
- Get tickets to see Parade with a Spend the weekend tag 423K Impressions / 199K Engagement
- and see Santa in Fort Lauderdale (not a direct promo to vacation) 7.3K Impressions / 1.1K Engagement

# Digital Samples:

GOOGLE ADS / Vacation Promotion

FACEBOOK / INSTAGRAM – Vacation Promotion



Impressions

14.5K

How often your ads were shown



Clicks

2.36K

Actions on your ads



Location actions

1.16K

Actions showing intent to visit

Google Vacation Ads: 423K Impressions / 199K Engagement

Video Ads: 14.5K Impressions / 2.36K Engagement / 1.16K intent to visit - action

# Digital Samples:

Winterfest Boat Parade

## THE EAT BEAT NEWSLETTER

New restaurants | Let's Go to Sea Salt Fish Market | Pagoda Kitchen | Sprouts opens in Dania Beach | Coming up: Caribbean Food and Rum Festival

**Deployment Date:**  
12/2

**Emails Sent:**  
9,221

**Open rate:** Performed **44%** above email industry average of 15%

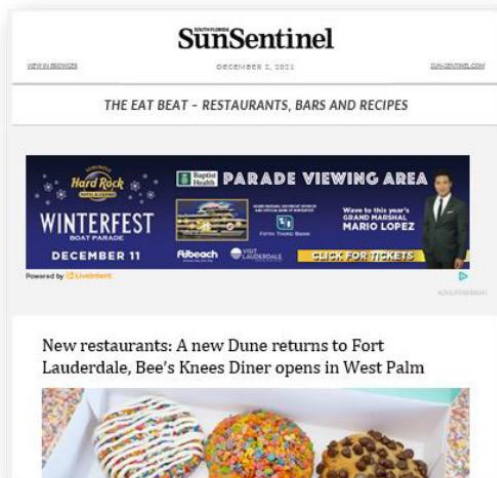
**Email Opens:**  
1,987 (21.55%)

**Click rate:** Performed **347%** above email industry average of 1.5%

**Clicks:**  
619 (6.71%)

**Ad Unit Click Rate:** Performed **143%** above industry average of display ads of 0.07%

**Ad Unit Clicks:**  
16 (0.17%)



SunSentinel  
MEDIA GROUP

SunSentinel Eblast of our Newsletter with Links to the Hotel Package Page and Parade Viewing  
95,095 email address

Winterfest does separate eblasts via mailchimp and Blacktie SouthFlorida to over 58,000

Winterfest Boat Parade

## FAMILIES AND SAVINGS NEWSLETTER

Holiday edition: Boat parades, toy drives, events and season's streamings

**Deployment Date:**  
12/8

**Emails Sent:**  
11,031

**Open rate:** Performed **21%** above email industry average of 15%

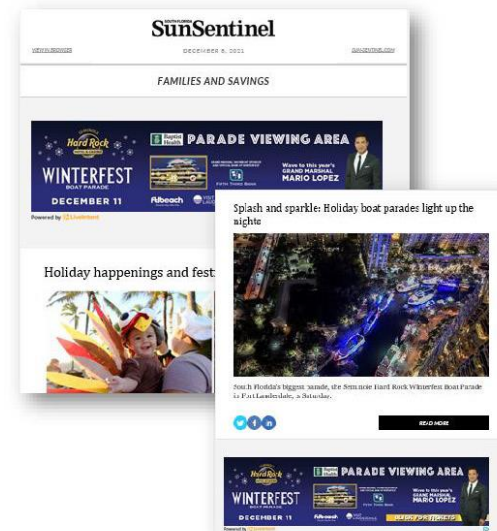
**Email Opens:**  
2,008 (18.20%)

**Click rate:** Performed **584%** above email industry average of 1.5%

**Clicks:**  
206 (10.26%)

**Ad Unit Click Rate:** Performed **200%** above industry average of display ads of 0.07%

**Ad Unit Clicks:**  
23 (0.21%)



SunSentinel  
MEDIA GROUP

Winterfest Boat Parade

## SUNSENTINEL.COM ADMAIL

Don't miss the best show on H2O

**Deployment Date:**  
12/1

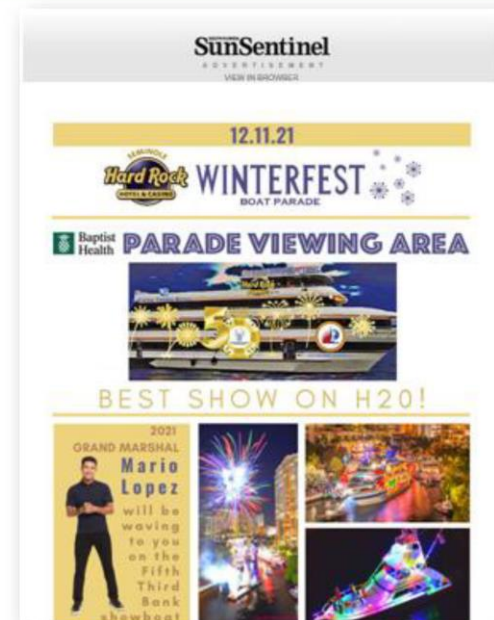
**Emails Sent:**  
74,843

**Email Opens:**  
6,554 (8.76%)

**Clicks:**  
752 (1.00%)

**Open rate:** The industry average is 15%

**Click rate:** The email industry average is 2%



SunSentinel  
MEDIA GROUP

# Digital Samples:

FOR MORE INFORMATION PLEASE CALL US AT 954-241-7938 or [EMAIL US](#).  
Ticketing Powered by Complete Ticket Solutions.

Save \$5 on each ticket for the Winterfest Boat Parade Viewing Area with code WF502021  
#promo @visitlauderdale #visitlauderdale #winterfest #50years

*Save \$5 on Each Ticket  
For the Best Show on H2O*

DECEMBER 11, 2021

**SEMINOLE Hard Rock HOTEL & CASINO**

**WINTERFEST BOAT PARADE**

**Baptist Health**

**PARADE VIEWING AREA**

in association with **Ft. Lauderdale Beach** and **FORD**

**NEW LOCATION: Las Olas Intracoastal Promenade Park  
80 Las Olas Circle, Fort Lauderdale, FL 33316**

Culinary Courtyard presented by **STELLA ARTOIS**

Enjoy an up close and personal view of the Parade from this location. A festival atmosphere will include live bands on the City of Fort Lauderdale Stage, food and your favorite Coke products will be available for purchase in the Stella Artois Culinary Courtyard. Interactive games and fun for the whole family, including a sampling from our friends at LaCrok. Ford vehicles will be on display; spin the wheel to win prizes. A Big City Dogs Band concert will kick off the afternoon and after the Parade, the Shane Duncan Band will be in concert. Sit back and enjoy all this area has to offer. Our MC for the day is Frankie P from Y100 and Parade commentary will be provided by Drew from Y100.

The gates open at 4pm and the Parade is expected to arrive at 7pm in the area (Parade starts at 6:30 in downtown along the Riverwalk).

Tickets are \$15 for children 10 and younger, and \$25 for adults.

<https://winterfestparade.com/events/parade-viewing-area>

Parking is available at the City Garage, Bahia Mar, Beach Place (and other locations TBA) Rideshare is encouraged.

**PARADE GOES ON RAIN OR SHINE!** There are no refunds, no exceptions. No pets, cans, drones, chairs, or coolers are permitted inside the gated Parade Viewing area.

**SAVE \$5  
USE PROMO CODE: WF502021**



Las Olas Intracoastal Promenade Park 80 Las Olas Circle Fort Lauderdale, FL 33316

[CLICK HERE](#) for Additional details.



Santa is in the Winterfest Family Fun Day house - checking out his new ride! @fifththirdbank @ford @joedimaggio @publix #family #freefun #winterfest #WF50



**50th ANNUAL SEMINOLE Hard Rock HOTEL & CASINO WINTERFEST BOAT PARADE**

DECEMBER 11, 2021 | 6:30 PM

Parade begins in Downtown Fort Lauderdale

[www.winterfestparade.com](http://www.winterfestparade.com)

City of Fort Lauderdale

December 6 at 4:26 PM

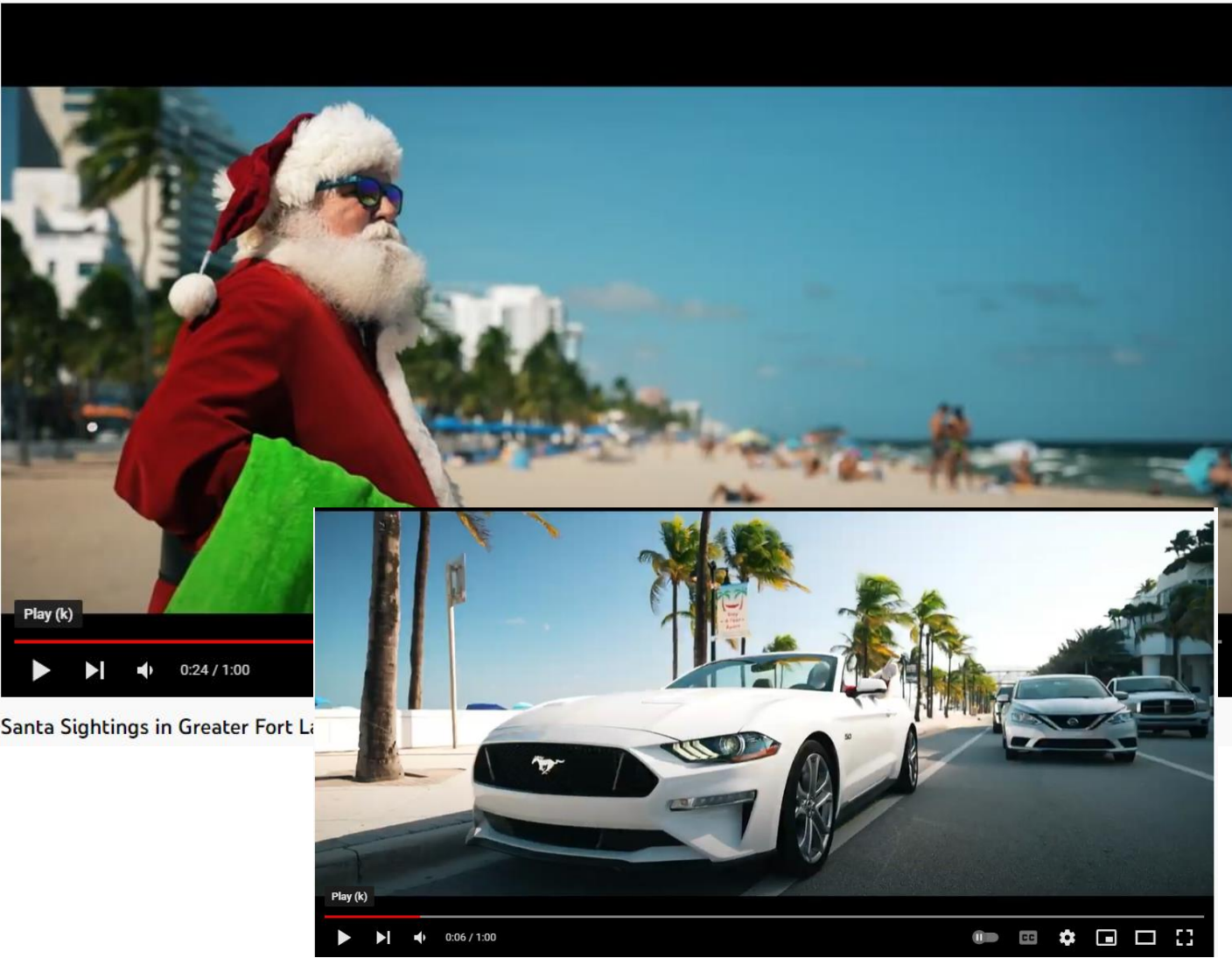
The 50th Annual Seminole Hard Rock Hotel & Casino - Hollywood, FL Winterfest Boat Parade is coming up this weekend!

Las Olas Intracoastal Promenade... See more

**Winterfest social media samples promoting the Santa in the area, new parade viewing area and video links to the Winterfest weekend – Promotions from October – December 5.**

# FACEBOOK ADS – targeting families - promoting Santa in the Greater Fort Lauderdale with photos and video images primarily along A1A

YouTube Search



Play (k) 0:24 / 1:00

Santa Sightings in Greater Fort L

Play (k) 0:06 / 1:00

 **Winterfest Boat Parade**  
Sponsored · 🌐

The first 100 families that register will receive the book *Pomp Snow & Cirqueumstance* in the mail - special thank you to Joe ...See more



**Joe DiMaggio Children's Hospital**

First 100 Registered viewers will receive the book

**UBS**  
The Swiss Financial Team

SAT, DEC 18, 2021  
**Storytime with Santa - presented by Joe DiMaggio...**

**INTERESTED**

# Television Report 2021



**WSVN**  
**Bally SPORTS**  
**Hotwire** COMMUNICATIONS  
**fision** Fiber Optics by Hotwire  
**CW 56 LVI**  
**WHDH**

*Celebrate* all weekend  
STAY . PLAY . FUN



SEMINOLE  
**Hard Rock**  
HOTEL & CASINO

**WINTERFEST**  
BOAT PARADE

CHECK OUT OUR  
**WINTERFEST WEEKEND**  
PACKAGES

**Local market with WSVN Channel 7**

**Throughout the State of Florida with Bally Sports**

**Weekend packages to encourage visitors outside tri-county markets with Hotwire Communications**

# Television 2021

## Local Market, State of Florida Airing, Boston Markets, and WSVN Social Streams

### WSVN PROMOTIONS of WEEKEND WIITH WINTERFEST / LOGO PLACEMENT

directly targeting to Attend the Parade / Spend the Weekend

# of Spots

Parade Viewing	combination of :30 :15 spots	100
Deco Drive give-away contest (Promoting vacationing in the Area)		10



### LOGO PLACEMENT IN THE FOLLOWING:

**Seminole Hard Rock Winterfest Boat Parade One-Hour Special (Airings)**

Miami/Fort Lauderdale Market

5 Airings

#### Boston Market

WHDH	Sunday, 12/26/21 5:00-6:00PM
WLVI	Saturday, 1/1/22 3:00-4:00PM

2 Airings



### Throughout the State of Florida

**Bally's Sports (Regional Sports Network – Airings in the State of Florida)**

9 Airings

Saturday, 12/25/2021	12:00 PM, 7:00 PM, and 11:00 PM
Sunday, 12/26/2021	10:00 AM, and 6:00 PM
Monday, 12/27/2021	12:00 AM
Thursday, 12/30/2021	8:00 AM
Saturday, 1/01/2022	6:00 AM
Monday, 1/03/2022	5:00 AM



# Digital WSVN promotions



Parade Viewing Commercial with Vacation:

<https://youtu.be/ejmbEGpYM2I>

(online commercial hosted 201,569 views)

Family Fun Day and Parade Viewing (logo placement in Show):

<https://www.youtube.com/watch?v=jSckhU-hmHI>

WSVN Television Special Uploaded on YouTube:

<https://www.youtube.com/watch?v=mfT0VIGCaww>

Television Viewership

Facebook: Livestream of the Parade

Watched by 78,900 people Parade Night 1.8k likes, 452 shares

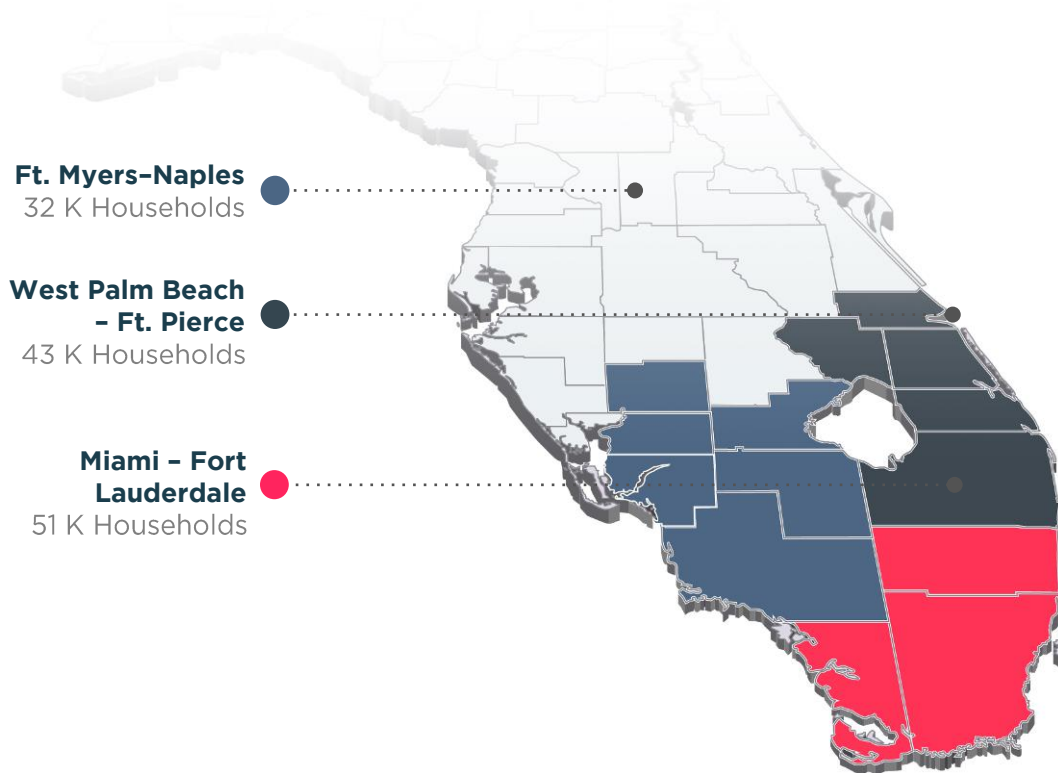
Twitter: 4,520 viewers

Vacation / Parade Ticket WSVN commercial hosted 201,569 online

# Advertising Report 2021

**Hotwire**<sup>®</sup>  
COMMUNICATIONS

**fision**<sup>®</sup>  
Fiber Optics by Hotwire



**ADVERTISING LOCAL MARKET (tri-county): \$38,373** in advertising on 25 of Hotwire's most viewed networks in entertainment, news and movies; focusing the market message here in **South Florida**.

**ADVERTISING ADDITIONAL MARKETS:** In addition to the tri-county campaign, Winterfest purchased a schedule to increase awareness in other markets (**Naples-Fort Meyers & WPB-Ft Pierce**). Hotwire matched Winterfest's investment and included additional in-kind advertising in both of those DMAs for a total of **\$14,871** in added value.

## **VIDEO LINKS OF THE AD CAMPAIGNS:**

[Vacation with Winterfest Creative](#)

[Winterfest Parade Viewing Creative](#)

**Parade Viewing and Vacationing in the Greater Fort Lauderdale Area**

# Hotwire's Platforms and Networks



## FLIGHT

November 2<sup>nd</sup> – December 11<sup>th</sup> 2021



## TARGET

3 DMAs: High Viewability  
Entertainment | News | Movies



## CREATIVE

(2) :30 Spots  
Vacation with Winterfest  
Winterfest Grandstand Creatives



## SPOTS

3,985  
(1,067) Naples-Ft Myers  
(1,461) Miami-FTL  
(1,457) WPB-Ft Pierce



# Advertising Report 2021



Outside County Commercial



Tri-County Commercial



## RADIO

**Parade Viewing with Vacation Tag in local market: 90 radio spots**  
**Fort Myers and Naples Market – 361 radio spots**  
**And 62,500 streaming commercials promoting vacation packages**

# Hotel Connecting Report 2021



**Rooms directly booked by Winterfest**

List of all hotels and restaurants promoted during the Winterfest weekend  
<https://winterfestparade.com/hotels-and-transportation-for-winterfest-events>

# Hotels & Restaurants For Winterfest Weekend



REMEMBER TO CHECK OUT OUR CONTESTS: [GET-AWAY](#) (text ROCKSTAR to 1-844-675-0705) or [DECO](#) and enter

## HOTEL PARTNERS WITH PARADE VIEWING, TICKET PACKAGES, OR SPECIALS:

**Bahia Mar**  
  
 FORT LAUDERDALE BEACH  
 A DOUBLETREE BY HILTON

**ROOMS WITH PARADE VIEWING**

**BAHIA MAR FORT LAUDERDALE**  
 A DOUBLETREE BY HILTON

801 Seabreeze Boulevard  
 Fort Lauderdale, FL 33316  
 954-764-2233

[Bahia Mar Winterfest Booking Link](#)

  
**Hilton**

**INCLUDES PARADE VIEWING TICKETS PACKAGE**

**HILTON FORT LAUDERDALE BEACH RESORT**

505 North Fort Lauderdale Beach Boulevard Fort Lauderdale, FL 33304  
[VISIT OUR WEBSITE](#)

includes two (2) tickets for the Parade Viewing



**SPECIAL ROOM RATE CLOSEST TO THE PARADE VIEWING AREA**

**COURTYARD BY MARRIOTT FORT LAUDERDALE BEACH**

Courtyard by Marriott Fort Lauderdale Beach starting at \$249 USD per night, a "Winterfest Welcome Cocktail" and NO RESORT FEE

[Book your special rate on the Courtyard Booking Link for Boat Parade](#)

Hotel Promotions on the Winterfest Website – this page was targeted by our weekend promotions.

**HOTEL MAREN**  
 FT. LAUDERDALE BEACH  
**CURIO COLLECTION**  
 by Hilton

**ROOMS WITH PARADE VIEWING**

**HOTEL MAREN FORT LAUDERDALE BEACH**  
 Curio Collection by Hilton

525 S Fort Lauderdale Beach Blvd, Ft. Lauderdale, FL 33316  
 (954) 524-9595

Discount rate package with dinner, champagne, etc.  
<https://group.curiocollection.com/bpfsny>

Group Name: Winterfest Boat Parade  
 Special Rate Group Code: WINTER

  
**MARRIOTT RESORT FORT LAUDERDALE HARBOR BEACH**


**SPECIAL ROOM RATE**

**FORT LAUDERDALE MARRIOTT HARBOR BEACH RESORT & SPA**

3030 Holiday Drive, Fort Lauderdale, FL 33316  
 9545254000

<https://promos.marriott.com/FLLSB/winterfest-getaway?web=1&wdLOR=cB172D08E-4652-4CCD-BC1E-5A0B143EF203>

PROMO CODE | D3Q

  
**PLUNGE BEACH RESORT**

**SPECIAL ROOM RATE**

**PLUNGE BEACH RESORT**

4660 El Mar Drive, Lauderdale-By-The-Sea, FL 33308  
 (754) 312-5775

<https://www.plungebeachresort.com>  
<https://reservations.travelclick.com/99124>

Use promo code: WF50 to receive a 20% discount on our Best Flexible Rate with a complimentary "Winterfest Cocktail" at our Backflip Beach Bar & Kitchen

## HOTELS AND RESTAURANTS ON THE PARADE ROUTE ON THE INTRACOASTAL and NEW RIVER

**BOATHOUSE AT RIVERSIDE:**

620 Southeast 4th Street  
 Fort Lauderdale, Florida 33301  
 954-377-5494

**DOWNTOWNER**

408 South Andrews Avenue  
 Fort Lauderdale, Florida 33301  
 954-463-9800

(STAGE VIEWING located west of the Parade start)

**RIVERSIDE HOTEL**

620 East Las Olas Boulevard  
 Fort Lauderdale, FL 33301  
 954-467-0671

# Winterfest Event Report 2021

## Event Name / Location

Winterfest Launch Media Party / Fort Lauderdale Harbor Beach Marriott  
Family Fun Day / Huizenga Plaza  
Black Tie Ball / Seminole Hard Rock Hotel & Casino  
Grand Marshal Reception / Seminole Hard Rock Hotel & Casino  
Volunteer Party / Salt7

## Attendees

536  
7,000  
1,074  
185  
104

**NON-PARADE EVENT TOTAL 8,899**

## Parade Day - Event Name / Location

VIP Parade Viewing Area / Laura Ward Park  
Parade Viewing Area / Las Olas Intracoastal Park

500  
3,000

**PARADE DAY TOTAL 3,500**



**Attendees at select events**

# Charter Boats in the Parade

<b>Charter Vessel / Corporate Connection</b>	<b>Attendees</b>
Carrie B – TWO MEN AND A TRUCK and FPL	125
Catalina - Republic National Distributing Company	305
Caprice – Celsius	300
Grand Princes – Omega Psi Phi	350
Musette	65
South Beach Princess – FPI Security Services	100
SunDream – Twin Peaks Restaurant	100
Water Taxi Island Discovery – Catholic Health Services	27
Water Taxi – Beatles Entry	10
Water Taxi – Turquoise Takeover	10
Summerwind – MIA SF	20
Jungle Queen – West Marine and representatives from Broward County NonProfits	190
Venetian Lady – WSVN Channel 7	120
South Beach Lady – Grand Marshal Showboat Seminole Hard Rock Hotel & Casino / Fifth Third Bank	350
	<b>TOTAL 2,072</b>

**Attendees on Vessels with Corporate Connections  
Many from out of the county and state**



**PARADE  
VIEWING  
Survey Sample**



**Survey Period:  
Saturday, December 11, 2021  
Parade Viewing Area**

Survey conducted by:  
Lanie Shapiro  
**TouchPoll South Florida**  
*On Site Surveys, Feedback,  
Economic Impact Studies*  
954-675-0181  
www.touchpollsofla.com  
lanie@touchpollsofla.com



## **Summary *Of those surveyed...***

- 84% were first time Winterfest Viewing Area attendees
- 31% were out-of-county visitors**
- Of those from out of county, 84% traveled to Broward County especially for Winterfest
- Of those who parked, 50% parked in the Las Olas Garage
- Of those who parked, 90% rated their parking experience “Excellent” or “Good”
- 32% of out-of-county visitors stayed in a hotel in Broward County**
- 5% of out-of-county visitors added this event as part of a cruise vacation
- 28% downloaded the Winterfest app
- Of those who were able to rate their overall experience, 93% rated the event “Excellent” or “Good”



*Winterfest 2021*

**Survey Period:  
Saturday, December 11, 2021  
Parade Viewing Area**

Survey conducted by:  
Lanie Shapiro  
**TouchPoll South Florida**  
*On Site Surveys, Feedback,  
Economic Impact Studies*  
954-675-0181  
www.touchpollsofla.com  
lanie@touchpollsofla.com

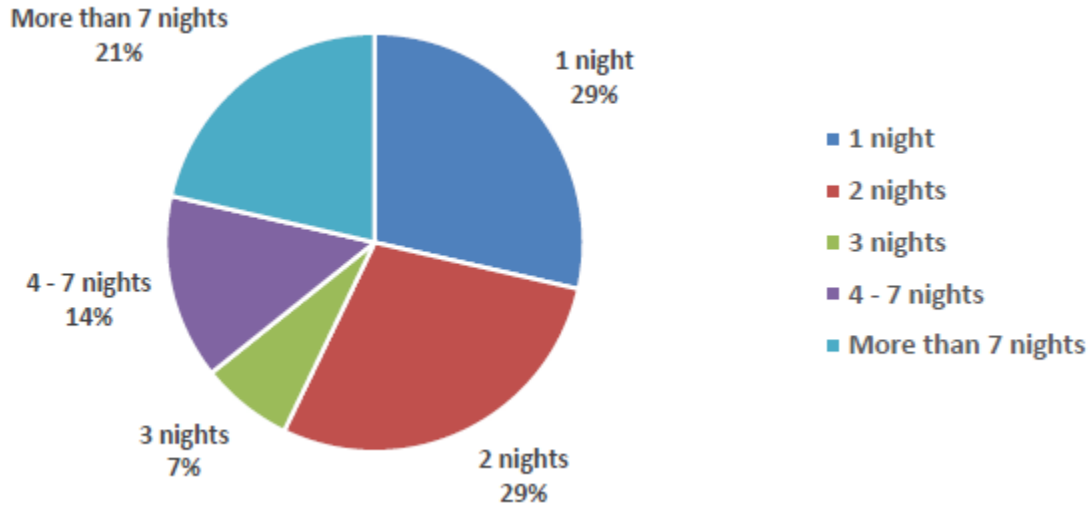


**Out of County:**

<u>Zip</u>	<u>CityAliasName</u>	<u>CountyName</u>	<u>State</u>
1949	MIDDLETON	ESSEX	MA
2130	BOSTON	SUFFOLK	MA
7080	S PLAINFIELD	MIDDLESEX	NJ
12054	BETHLEHEM	ALBANY	NY
12472	ROSENDALE	ULSTER	NY
29715	FORT MILL	YORK	SC
32114	DAYTONA BEACH	VOLUSIA	FL
32128	PT ORANGE	VOLUSIA	FL
32137	PALM COAST	FLAGLER	FL
32812	BELLE ISLE	ORANGE	FL
33167	MIAMI	MIAMI-DADE	FL
33031	HOMESTEAD	MIAMI-DADE	FL
33034	HOMESTEAD	MIAMI-DADE	FL
33135	MIAMI	MIAMI-DADE	FL
33160	NORTH MIAMI BEACH	MIAMI-DADE	FL
33162	MIAMI	MIAMI-DADE	FL
33169	MIAMI	MIAMI-DADE	FL
33174	MIAMI	MIAMI-DADE	FL
33178	MIAMI	MIAMI-DADE	FL
33179	MIAMI GARDENS	MIAMI-DADE	FL
33419	RIVIERA BEACH	PALM BEACH	FL
33421	ROYAL PALM BEACH	PALM BEACH	FL
33424	BOYNTON BEACH	PALM BEACH	FL
33433	BOCA RATON	PALM BEACH	FL
33436	BOYNTON BEACH	PALM BEACH	FL
33469	JUPITER INLET	PALM BEACH	FL
33498	BOCA RATON	PALM BEACH	FL
33619	TAMPA	HILLSBOROUGH	FL
33903	NO FT MYERS	LEE	FL
34990	PALM CITY	MARTIN	FL
53228	GREENFIELD	MILWAUKEE	WI
55357	MEDINA	HENNEPIN	MN

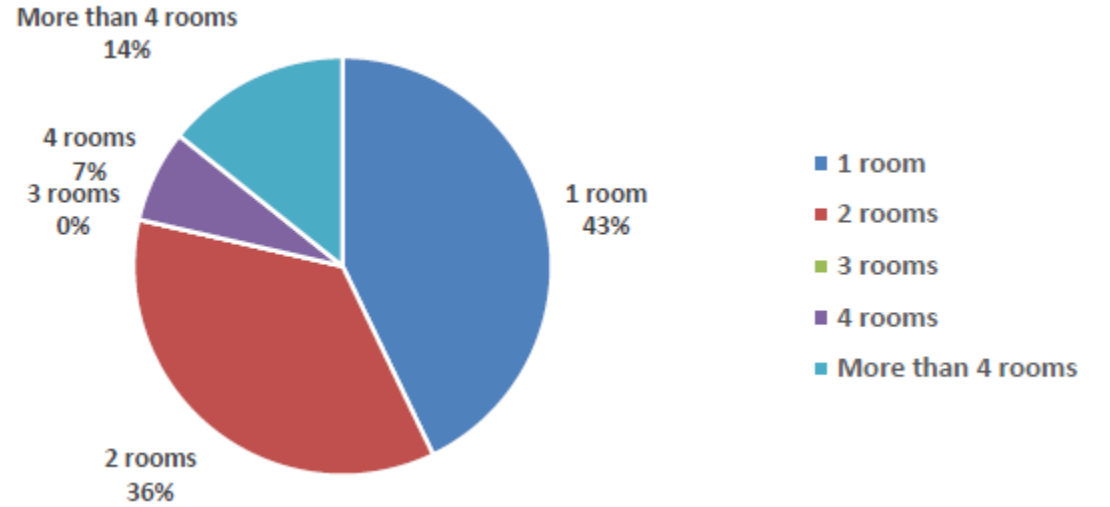
### Out-of-County Visitors:

Q12: How many nights are you staying in the hotel?

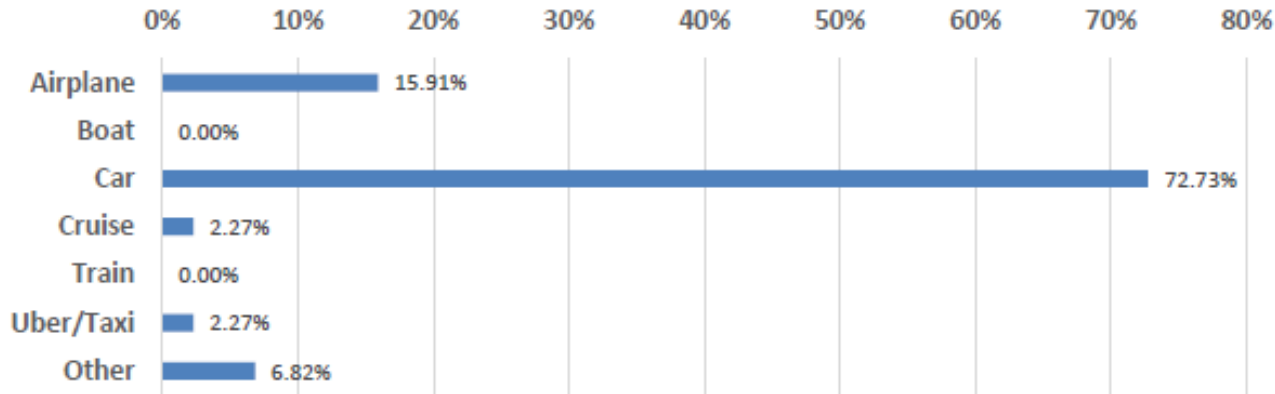
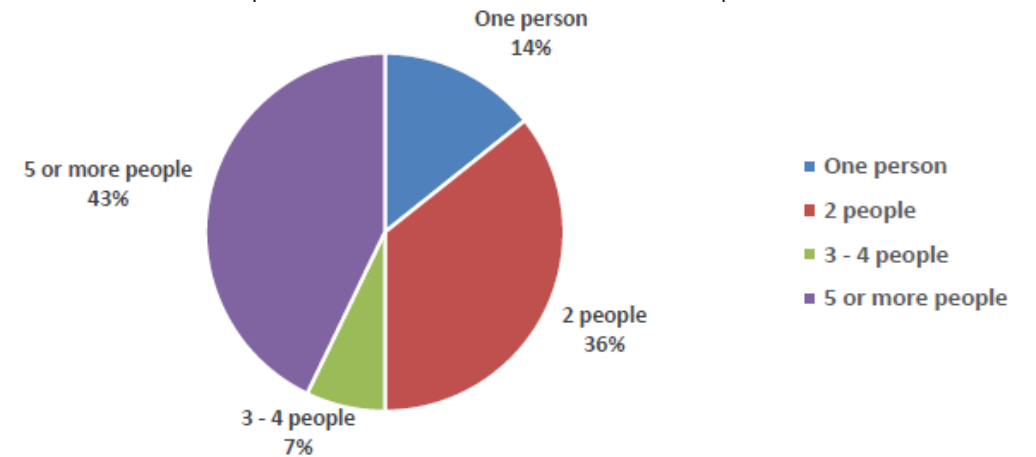


### Out-of-County Visitors:

Q13: How many rooms are you occupying at the hotel?



Q14: How many people are in your party at the hotel?



**Survey of the Out of County Visitors: Number of nights in a hotel?**  
**Survey taken in the Parade Viewing Area hosting 3,000 in attendance:**  
**21% surveyed stayed 7+ nights / 14% stayed 4+ nights / 58% stayed 1-2 nights**



*Winterfest 2021*



**Thank you for your Support**