

# Beach Business Improvement District Website Discussion

*February 13, 2023*

*Presented By*



# STATISTICS

CATEGORY	NOVEMBER	DECEMBER	JANUARY
Visits	10.8K	12.9K	41.9K (+ 178.56%)
Unique Visitors	9.9K	14.9K	41.9K (+ 215.52%)
Average Visit Duration	02:30	04:21	08:17 (+224.84%)





WELCOME TO

# Fort Lauderdale Beach

GREAT PLACES TO DISCOVER, DINE, STAY AND PLAY

PLAN YOUR TRIP



# Things To Do



Enjoy a Day  
on Beach  
Beaches



Break Bread  
at World-Class  
Restaurant



Relax in  
Pristine Blue  
Ocean Waters

Explore Fort  
Lauderdale  
Beach by Bike



Pamper Yourself  
With a Day  
at Luxury Spa



Create Memorable  
Water Adventures  
on the Sea



# Places to Stay



## BUDGET-FRIENDLY FINDS

**Affordable Rooms**

*from \$189 a night*



## LUXURY STAYS

**Lavish Suites**

*from \$399 a night*



## OCEANFRONT VIEWS

**Gorgeous Ocean Views**

*from \$300 a night*

# Event Guide

**CONCERTS**

**FESTIVALS**

**PET-FRIENDLY**

# Getting Around

MAPS

PARKING

PUBLIC TRANSIT



# Deals and Offers

RESTAURANTS

HOTELS

SHOPS



# Blog

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**10 Best Spas on  
Fort Lauderdale Beach**

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**10 Ways to Save on  
Fort Lauderdale Beach**

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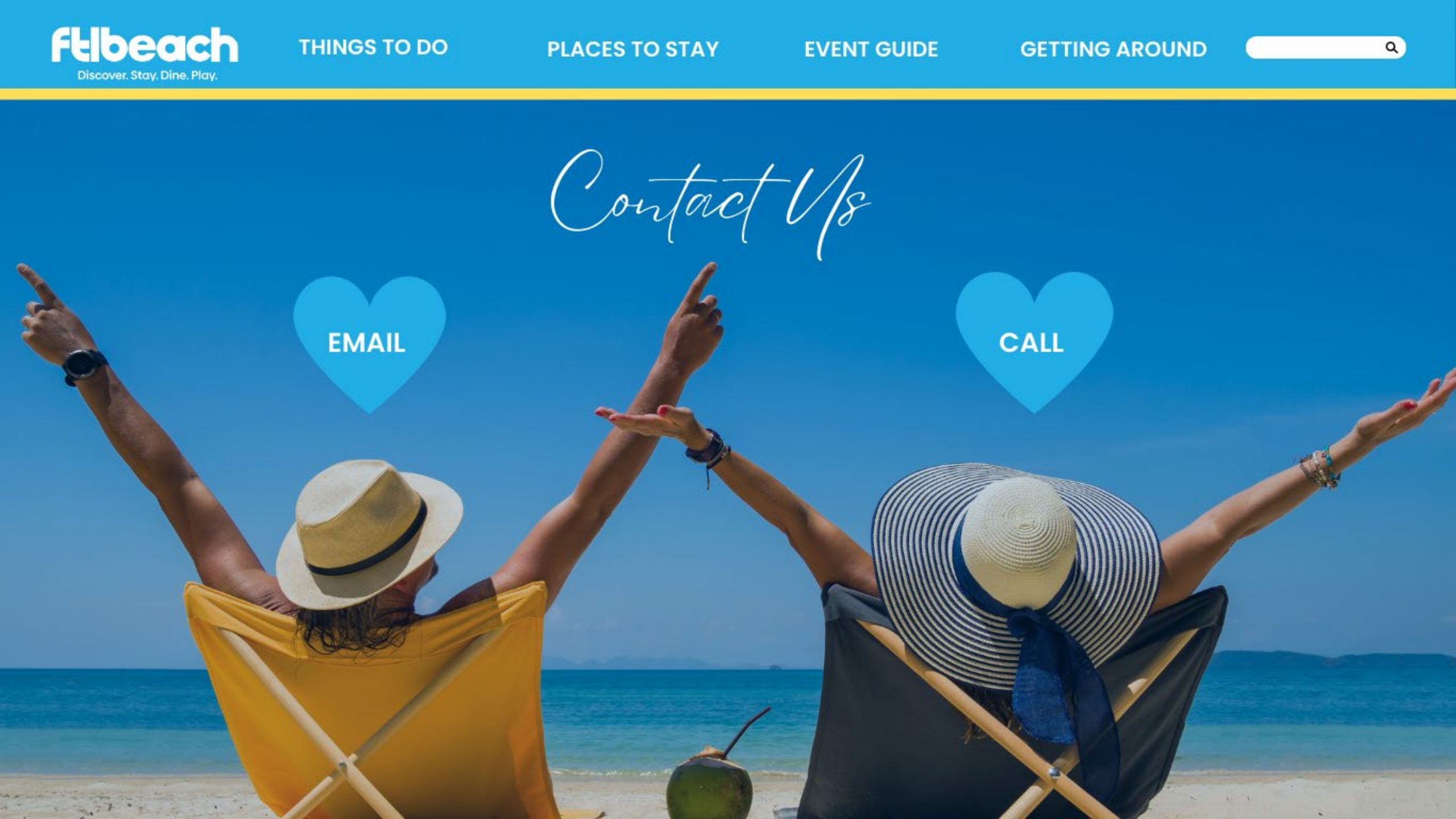


**5 Top Oceanfront  
Restaurants**

# Contact Us

EMAIL

CALL



# *Businesses*

**RESTAURANTS**

**HOTELS**

**SHOPS**



# Hotels

Take a vacation and reserve a room at one of the fantastic hotels on Fort Lauderdale Beach.

Whether you're in search of budget-friendly options, five-star lodgings, or incredible ocean views, we have a perfect choice for you on the sandy shores of Fort Lauderdale Beach.

W FORT LAUDERDALE

WESTIN

FOUR SEASONS

CONRAD

THE ATLANTIC

HOTEL MAREN

RITZ CARLTON

KIMPTON

SONESTA

BAHIA MAR

B OCEAN

WINTERSET

# THINGS TO CONSIDER

- Should businesses outside of the BBID boundaries be included?
  - Other BIDs we looked at do not allow businesses outside of their boundaries, however they do allow events that are just outside of their boundaries.
- Should a translation app such as Google Translate be included in the new site?
- Should the new site integrate with travel sites such as Booking.com, Trivago, etc.
- Should each business have an individual listing or should we link with a UTM parameter to the booking or reservation page of each business so that we can more accurately track who books from the BBID website?





# Questions and Answers