# PALM BEACH TOURISM MASTER PLAN

# TOURISM RESEARCH REVIEW

OCTOBER 31, 2024

CSL has reviewed reports, plans, research documents, and other items provided by Palm Beach County Tourist Development Council (TDC) directly relating to the state of the tourism industry in the County, as well as performed our own analysis to evaluate the drive-in demographics, hotel industry, attractions, and visitor behavior in the destination. Key takeaways from this process, and their implications for the Palm Beach County Tourism Master Plan study tasks and recommendation development, are presented below. The summaries within each group are listed in alphabetical order, followed by further detail regarding observations and takeaways for each. These are followed by more detail regarding each of the items reviewed on the subsequent pages.

## A.) TDC – PROVIDED DOCUMENTS:

- ***Cultural Council Marketing Report FY23:*** The Report underscores the significant economic contribution of Palm Beach County's cultural sector, which generates over $633 million annually and attracts high spending tourists who often partake in extended stays. The analysis also highlights the importance of coordinated marketing efforts across TDC agencies, with a focus on digital, print, and influencer-driven strategies to target key demographics like Millennials and Gen Z travelers, who are increasingly seeking authentic and immersive experiences. Additionally, the report emphasizes the role of cultural tourism in enhancing perceived value of the destination amidst rising travel costs, and positioning Palm Beach's unique offerings as key to justifying higher expenditures. Ensuring the long-term sustainability of cultural tourism through support systems like the Palm Beach County Cultural Resiliency Fund, which could serve as a model for building resilience against future disruptions, will be a key consideration for the Tourism Master Plan.

- ***Cultural Tourism Plan – Executive Summary FY24:*** Palm Beach County is actively promoting itself as Florida's Cultural Capital®, targeting cultural tourists, wellness seekers, and family travelers. With cultural tourists spending more and staying longer, the Tourism Master Plan should identify ways to integrate wellness into cultural experiences, in recognition of the growing trend of visitors seeking improvements to their physical and emotional health through arts and culture. Additionally, the plan should develop strategies to capture the interest of Millennials and Gen Z travelers. This could be accomplished by promoting unique wellness and cultural offerings and leveraging creative digital marketing tactics to more effectively engage these demographics.

- ***Discover the Palm Beaches (DTPB) 2024 and 2025 Strategic Plan:*** Discover the Palm Beaches' Strategic Plan outlines key initiatives centered around revenue growth, cross-agency collaboration, sustainability, and inclusivity to drive tourism in Palm Beach County. The plan emphasizes the importance of collaboration between agencies like the Convention Center, Cultural Council, and Sports Commission to secure large-scale events and enhance operational efficiency, which will be crucial goals of the Tourism Master Plan. Prioritization of sustainable tourism through campaigns like "Sea to Preserve" and the incorporation of Diversity, Equity, Inclusion, and Accessibility (DEIA) strategies to ensure Palm Beach is a welcoming destination are also pertinent considerations.

- ***DTPB Brand Tracker Study 2024:*** Discover the Palm Beaches' Brand Tracker Study highlights the performance of The Palm Beaches brand across key markets and emphasizes key trends in awareness, desirability, and visitation intent. DTPB's research shows that while advertising has significantly impacted brand awareness and visitation, specific segments, such as disabled travelers, are underexposed to campaigns, which suggests the need for more inclusive marketing. Additionally, the study reveals a decline in overall desirability among Florida destinations and in the 18–24-year-old demographic's visitation to The Palm Beaches over the last three years. These data suggest a need to re-engage younger travelers by developing youth-oriented experiences, promoting events and activities that resonate with this age group, and leveraging digital marketing channels that are popular with younger audiences to build awareness and increase visitation.

- ***DTPB Destination Marketing Plan 2023 – TDC Board Presentation:*** This presentation outlines strategies for enhancing tourism growth through brand evolution, group and leisure sales, and DEI efforts, while emphasizing international market expansion and digital engagement. The recovery of group room nights in Fiscal Year 2022 to 85% of 2019 levels presents a strong opportunity to focus on business travel and conventions, with the Convention Center District playing a key role in future growth. The Tourism Master Plan should also prioritize community engagement and transparent communication regarding new facility construction, as only 59% of residents currently support such developments. Additionally, influencer-driven campaigns targeting diverse traveler segments could enhance the destination's brand reach and engagement.

- ***DTPB Destination Marketing Plan 2024:*** DPTB's 2024 Marketing Plan emphasizes the importance of enhancing brand positioning, growing market share, and promoting sustainability and inclusivity in Palm Beach County. The Destination has undergone over $500 million in hotel and attraction renovations and improvements over the last few years, which have contributed to a 34% rise in the average daily room rate; momentum that will be important to maintain and build on as part of future Master Plan recommendations. The Plan also highlights shifting traveler preferences, as Palm Beach visitors are moving away from outdoor experiences toward cultural and resort-based attractions. Interestingly, this contrasts with statewide data which suggest travelers continue to prefer outdoor experiences, suggesting that the Palm Beach visitor exhibits different preferences relative to the rest of Florida's tourism base.

- ***DTPB Destination Next - Multi User Online Diagnostic Tool Results 2017:*** Destination Next's 2017 analysis of the County notes strong destination performance but identifies room for improvement in regional cooperation and effective advocacy. While stakeholders rated categories like economic development, funding support, and workforce development as performing above average, they indicated a need for better collaboration among municipalities, tourism organizations, and regional partners. The Tourism Master Plan should prioritize strengthening these collaborative efforts and advocacy initiatives to ensure aligned regional policies, unified goals, and sustainable tourism growth across Palm Beach County.

- ***DTPB LGBTQ+ Travel Report 2015:*** Community Marketing & Insights (CMI) surveyed more than 2,300 LGBTQ+ travelers to uncover data-driven insights related to this tourist segment. The report reveals that LGBTQ+ travelers to Palm Beach County tend to have higher household incomes and are more likely to identify as luxury travelers, offering an opportunity for the County to promote high-end experiences tailored to this segment. The Report also highlights the unique preferences of Palm Beach's LGBTQ+ visitors, such as live theater, food festivals, and water activities, which suggests an opportunity for more targeted marketing that reflects these interests. Safety and inclusivity are crucial factors influencing destination choice – mainstream ads featuring same-sex couples are particularly effective for branding Palm Beach as a welcoming and inclusive destination. The Tourism Master Plan should balance marketing campaigns and product development that cater to the LGBTQ+ segments with broader, inclusive strategies.

- ***DTPB Visitation and Spending Data 2023:*** Data prepared by the County outlines the significance of key markets such as the New York metropolitan area, Miami, the broader state of Florida, and Canada, all of which were top contributors to visitation and spending in 2023. The Tourism Master Plan should focus on maintaining strong marketing efforts in these regions, especially during high-demand periods like Q1 and Q4. The Tourism Master Plan should identify product developments and marketing strategies that will attract the affluent visitors from the Miami metropolitan area, especially given their ability to allocate more disposable income toward in-market activities due to lower travel costs. Additionally, targeted seasonal campaigns should be implemented to continue to attract New York visitors, particularly in Q1 when their spending is highest.

- ***DTPB Visitor Profile 2019:*** Discover the Palm Beaches developed a Visitor Report in 2019. It notes that over one million room nights were booked through alternative lodging platforms like Airbnb and VRBO, which suggests that the Tourism Master Plan should emphasize promoting diverse accommodation options to cater to visitor preferences. Additionally, 23% of hotel room nights came from group travel associated with events. The data also indicate the proportion of meeting/convention attendees who are first time visitors to the market (39%) is significantly higher than the overall proportion of first-time visitors (19%), highlighting the importance of the meeting/convention industry to the Palm Beach tourism economy,. African American visitors (accounted for 10% of total visitation in 2019) show a strong interest in history and culture and are more likely to be first-time visitors, indicating that cultural heritage tourism could be a significant opportunity for the County.

- ***DTPB Visitor Segments 2022:*** A 2022 visitor segment analysis conducted by DTPB reveals significant declines in market share for the Bed, Beach & Beyond and LGBTQ segments, data which underscore the need for the Tourism Master Plan to revitalize interest among these key groups. The Plan should consider enhancing beach experiences and developing more inclusive offerings to appeal to LGBTQ travelers, while targeting beach-focused travelers to regain market share in the Bed, Beach & Beyond segment. Additionally, Palm Beach's favorable position in capturing Hispanic and Cultural Explorer segments presents an opportunity to expand its cultural event calendar and promotions to further strengthen its appeal to these groups.

- ***Film and Television Commission Marketing Plan FY24 – Executive Summary:*** Palm Beach County has grown as a global film and television production hub. Over the past decade, production has contributed to over $4 billion in economic impact in the County, and production revenues have increased 80 percent over this time period. The FTC's Marketing Plan also highlights the expansion of The Palm Beaches TV through collaborations with news publications such as South Florida Daily to offer increased exposure for local attractions. The Master Plan should devise ways to integrate these types of innovative media tools to enhance destination marketing while also educating residents about cultural and entertainment opportunities in the County.

- ***Film and Television Commission Marketing Plan FY23:*** According to the County Film and Television Commission, the production industry is an essential economic driver for Palm Beach County and contributes to local job creation, tourism, and community development. The Tourism Master Plan should continue to support this industry by fostering a production-friendly environment to further boost tourism and economic growth. The expansion of The Palm Beaches TV and its webisodes, now distributed on YouTube, offers opportunities to connect attractions, hotels, cultural institutions and other tourism industry stakeholders through cross-promotion and enhanced visitor engagement. The Tourism Master Plan could also consider adapting these webisodes into other content formats, such as podcasts or Tik Tok shorts, to reach a broader, more diverse audience. Additionally, promoting celebrity-driven projects and leveraging endorsements could attract more tourists interested in the film industry and creative arts sector.

- ***Hotel Market Advisory Services – West Palm Beach Submarket 2018:*** HVS Global Hospitality Services prepared an analysis of hotel market trends which highlighted unaccommodated demand in the Convention Center District due to insufficient hotel capacity. Despite the addition of the 150-key Canopy by Hilton in 2020, stakeholders continue to report difficulties in securing sufficient room blocks close to the Convention Center, therefore limiting its ability to maximize bookings. The Tourism Master Plan should prioritize the ongoing development of a second headquarter hotel and explore further hotel expansion to resolve this challenge and support long-term growth in convention/tradeshow bookings.

- ***Palm Beach County Resident Survey – October 2023:*** A resident sentiment survey conducted by the County in 2023 shows that 73% of residents maintain a positive view of tourism's impact, though there were notable declines in positive sentiment among residents with disabilities and residents who moved to the area recently (in the last two years). The Tourism Master Plan should focus on inclusive and accessible initiatives to better engage these groups and communicate the benefits of tourism across the community. Additionally, the declining belief among residents that tourism increases tax revenues suggests a need for greater education regarding the benefits that tax revenues from tourism-related spending have on public services and infrastructure. Lastly, the Survey results show strong support for reinvestment in important destination amenities such as beach renourishment and events, but limited approval for funding major products such as Spring Training Facilities. This highlights the importance for the Tourism Master Plan to identify consensus-driven strategies approved by the community, while also communicating the benefits of any potential major public investment such as new and/or expanded event facilities.

- ***Palm Beach County TDC Strategic Plan:*** The TDC's Strategic Plan emphasizes goals for shaping legislative agendas and developing a stronger voice to represent the visitor economy. The Tourism Master Plan should align with these objectives via recommendations of enhanced community outreach and increased advocacy efforts to support tourism-related policies. Additionally, the Tourism Master Plan may explore the development of a resident-driven ambassador program to promote the County as a destination for leisure and events. It should also prioritize the creation of iconic festivals during off-seasons to boost cultural tourism and economic growth. Finally, the concept of a "Perfect Week" festival, which would encourage visitors to explore a variety of locations in Palm Beach County, should be further developed in the Master Plan with the goal of dispersing tourists beyond central/typical areas of the County.

- ***Sports Commission Marketing Plan FY23:*** The County Sports Commission's fiscal year 2023 Marketing Plan outlines opportunities to leverage youth sports events and statewide athletic activities during the summer to drive hotel occupancy during a time of year when rates are traditionally low. With lower cost structures and fewer travel days involved, drive-market events tend to be more resilient during challenging economic periods. Given the potential for recessionary periods to occur in the United States, the Tourism Master Plan should consider support for and expansion of more local/regional events to ensure steady participation and mitigate the impact of reduced long-distance travel during times of economic downturn. The Commission's strategies emphasize partnerships with international sporting event bodies, such as with CONCACAF and the English Premier League, to attract international training camps and elevate Palm Beach's profile as a global sports destination. enhancing facility infrastructure, promoting beach sports tourism, and packaging Wellington's polo fields to diversify sports offerings and boost year-round visitation are all Strategies within the Marketing Plan that will be further considered as part of the Tourism Master Plan.

- ***Sports Commission Marketing Plan – Executive Summary FY24:*** The County Sports Commission looks to position Palm Beach County as a premier sports tourism destination through year-round event recruitment, sports infrastructure development, and the expansion of sports tourism during off-seasons. Their 2024 Marketing Plan emphasizes the pursuit of international events, including Olympic qualifiers and training camps, to capitalize on the global interest surrounding the 2024 Olympics. The Tourism Master Plan should prioritize infrastructure enhancements and marketing strategies that attract international sports events and large-scale tournaments. Additionally, the commission's partnership with Zimmerman Agency presents an opportunity to develop more impactful marketing campaigns. The Commission's focus on spectator-driven sporting events and the development of larger venues will also be key considerations for the Tourism Master Plan which could further solidify the County as a sports hub.

- ***Visit Florida 'A Brand Called Florida' Presentation:*** Visit Florida's analysis of State-specific, post-Pandemic travel trends emphasizes the growing importance of targeting key demographics such as Millennials, Gen Z, and families. With Florida's increased U.S. Domestic Airlift Capacity and Visit Florida's effective marketing campaigns, the Tourism Master Plan should align its strategies with statewide initiatives to capitalize on growing visitor volume and differentiate Palm Beach from other in-state destinations. Additionally, the data suggest Palm Beach County should further develop and market its natural assets, emphasizing environmentally conscious tourism to attract families seeking both relaxation and eco-friendly adventures; Belle Glade and other west-lying municipalities in Palm Beach County present an opportunity to further develop unique outdoor experiences which align with the growing preference for scenic and sustainable family travel.

## B.) CSL RESEARCH AND ANALYSIS:

- ***Accommodations Inventory:*** Palm Beach County (PBC) offers a total of 15,310 existing hotel rooms across 99 properties, 3,507 existing motel rooms across 75 properties, 785 hotel rooms currently in development/redevelopment across seven properties, and 20 planned/proposed hotel properties with a potential of 3,199 rooms. Nine campground/RV resorts comprise 1,131 sites and 10 bed and breakfasts comprise 93 lodging rooms in the County. The County's hotel properties serve a range of visitor types, offering a large variety of chain scales and property types. PBC yields a high proportion of high-end properties, with 48 percent of properties falling into chain scale categories of Upscale or higher. The lodging properties of PBC are largely concentrated in the eastern third of the County, near the coastline. Only five motels and three campsite/RV properties are in the western two-thirds of the County.

- ***Attractions Inventory:*** The Palm Beach County area offers a significant inventory of attractions for a range of visitor types. Similar to lodging properties, these are mainly located in the eastern third of the County but are somewhat more dispersed westward, comparatively. The leading attraction categories, in terms of quantity of attractions, include Nature, Shopping & Entertainment, Outdoor Recreation, and Arts & Culture/Live Arts.

- ***Demographic Analysis:*** In the past 15 years, Palm Beach County nearly doubled the population growth rate of the U.S. but was slightly below that of the state of Florida. It is projected to keep growing at a rate above the U.S. but to remain notably below the growth rate of Florida. The majority of the County's population is located in the eastern subdivisions, which are also the fastest-growing communities. While PBC has a diversity index above the U.S., six of its 11 subdivisions are below the U.S. benchmark. However, the County's most diverse subdivisions, Lake Worth, West Palm Beach, and Belle Glade-Pahokee, are notably above the U.S. benchmark, highlighting the diverse population base within the County. The County has a median household income above the U.S. benchmark, while its five subdivisions with the highest median income are significantly above the U.S. benchmark, between $105,000-$110,000 compared to $79,000 in the U.S. It will be important for the Tourism Master Plan to identify product development opportunities and initiatives that will benefit the quality of life for this wide variety of resident profiles.

- ***Psychographic Analysis:*** The psychographic analysis of residents within various drive times surrounding West Palm Beach (WPB) can inform tourism planning for the broader destination. Within a 30-minute drivetime, the leading segments include "The Elders" (9.3%), "Urban Edge Families" (7.4%), and "Retirement Communities" (5.6%), which consist primarily of older adults and suburban families with moderate to higher disposable incomes. Expanding to a 180-minute drivetime introduces the "Silver and Gold" segment, which includes high-income seniors, while a 300-minute drivetime sees the emergence of "Up and Coming Families," younger families moving into the area. These insights highlight the importance of catering to both an aging drive-in market with considerable spending power, as well as a growing market of up-and-coming families.

- ***Lodging Performance:*** While hotel occupancy in the County has not fully returned to pre-COVID levels, alternative lodging, primarily vacation rentals, peaked in 2021 at 65.3% occupancy. Despite lower occupancy levels, average daily rates (ADR) for all lodging categories have risen significantly since the pandemic. For example, ADR for hotels increased from $184 in 2019 to $253 in 2023, and hotel room inventory has expanded steadily since 2018. This growth led to more room nights sold and higher total hotel revenue, reaching $1.19 billion in 2023. Notably, alternative lodging accounted for 20 to 30% of total room nights sold in recent years but only contributed 15-20% of revenue, reflecting the continuing importance of traditional hotel revenue

- ***Lodging Performance:*** From a seasonal perspective, alternative lodging shows more consistent occupancy rates, whereas hotel performance peaks during February and March, with lows in the summer months of July through September. This seasonality significantly impacts related hospitality sectors such as restaurants and attractions, emphasizing the need for strategic planning to boost occupancy and revenue during slower months. When compared to 13 competitive Florida markets in 2022 and 2023, Palm Beach County ranks 9th in occupancy but 3rd in ADR, outpacing competitors like Miami and Sarasota in pricing. Palm Beach County's hotel room count places it 8th in the market, with revenue ranking 6th, showing strong revenue per hotel performance relative to its peer markets.

- ***Visitation to Palm Beach County***: Placer.AI , a cloud-based, location intelligence software was used by CSL for analyses revealing that the New York metropolitan area represents the primary source of visitors to PBC, contributing 1.4 million visitors and 5.4 million visit nights over the last 12 months. Other major source markets include Florida cities such as Miami, Orlando, and Tampa, along with out-of-state markets like Boston, Washington D.C., and Philadelphia. In total, 10 of the top 18 CBSAs (Core-Based Statistical Areas) providing visitors to PBC are from outside Florida. Visitors tend to stay in the eastern half of the County, primarily in West Palm Beach, Riviera Beach, and Boca Raton, with fewer visitors venturing west despite the larger geographic area. Additionally, CSL's data highlights variations in visitor origin patterns among PBC's individual cities. Popular destinations like Boca Raton, Delray Beach, Jupiter, and West Palm Beach align with the broader County trend, drawing most of their visitation from New York and Miami. However, in Wellington, Miami leads as the primary source of visitors, followed by New York. In contrast, Belle Glade attracts most of its visitors from in-state locations. An analysis of PBC's 39 municipalities shows that higher population centers like West Palm Beach, Boca Raton, and Delray Beach generate the most visitor spending. Interestingly, smaller municipalities such as Palm Beach Shores, Manalapan, and Juno Beach lead in visitors per capita.

The following material is a summary of the research prepared and compiled by both CSL and the TDC. The material primarily focuses on the tourism assets and industry performance of Palm Beach County. The research summaries are segmented into two groups: A) previously conducted research, studies, plans and reports provided by TDC and B) primary research and analysis conducted by CSL. The summaries within each group are listed in alphabetical order, followed by further detail regarding observations and takeaways for each. ***Note that key takeaways and potential areas of focus for the TMP are in bold.***

## A.) TDC – PROVIDED DOCUMENTS:

1. ***Cultural Council Marketing Report FY23***
2. ***Cultural Tourism Plan – Executive Summary FY24***
3. ***DTPB 2024 and 2025 Strategic Plan***
4. ***DTPB Brand Tracker Study 2024***
5. ***DTPB Destination Marketing Plan 2023 – TDC Board Presentation***
6. ***DTPB Destination Marketing Plan 2024***
7. ***DTPB Destination Next - Multi User Online Diagnostic Tool Results 2017***
8. ***DTPB LGBTQ+ Travel Report 2015***
9. ***DTPB Visitation and Spending Data 2023***
10. ***DTPB Visitor Profile 2019***
11. ***DTPB Visitor Segments 2022***
12. ***Film and Television Commission Marketing Plan – Executive Summary FY24***
13. ***Film and Television Commission Marketing Plan FY23***
14. ***Hotel Market Advisory Services – West Palm Beach Submarket 2018***
15. ***Palm Beach County Resident Survey – October 2023***
16. ***Palm Beach County TDC Strategic Plan***
17. ***Sports Commission Marketing Plan FY23***
18. ***Sports Marketing Plan – Executive Summary FY24***
19. ***Visit Florida 'A Brand Called Florida' Presentation***

## B.) CSL RESEARCH AND ANALYSIS:

1. ***Accommodations Inventory***
2. ***Attractions Inventory***
3. ***Demographics Analysis***
4. ***Placer.AI Analysis***
5. ***STR Analysis***

# A.) TDC – PROVIDED DOCUMENTS

## CULTURAL COUNCIL MARKETING REPORT FY23

The FY2023 Cultural Tourism Marketing Report notes that the cultural sector in Palm Beach County generates more than $633 million in annual economic impact and employs over 14,000 people. It is important to consider that cultural tourists oftentimes stay longer and spend more than other visitor segments. This segment's higher-than-average economic contribution justifies focused efforts to attract them, and Palm Beach is uniquely positioned to do so. The Palm Beaches are nicknamed "Florida's Cultural Capital" because art and culture are part of the destination's brand and what differentiates it from in-state and out-of-state competitors. Recognizing the economic value of the cultural sector is crucial for future resource allocation and with respect to the Master Plan.

One major way the Cultural Council is pursing this visitor segment is via a targeted and multifaced marketing plan, one which is in concert with the other TDC Agencies (DTPB, PBC Sports Commission, PBC Film & Television Commission). This plan includes digital and print media advertising, co-op advertising, paid/organic social media, influencer marketing, blogs and native content, email market, video, activations and art infusions, public relations and consumer magazine published triannually. The Cultural Council serves as a central coordinator for the cultural sector and stewards funds and strategies that attract high value cultural tourists. The Cultural Council utilizes insights from state and County organizations to refine its marketing efforts, and its geographic and demographic targets can be seen in the exhibit below.

## TARGET AUDIENCES

The Council will continue to be nimble with target audiences utilizing insights from VISIT FLORIDA, Discover the Palm Beaches, and other TDC agencies to market to the right audiences at the right time.

**INTERNATIONAL**
Canada
Montreal
Ottawa
Toronto

**NATIONAL**
Boston
New York
Philadelphia
Washington D.C.
Chicago
Houston
Los Angeles

**DRIVE MARKETS**
Ft. Meyers | Naples
Jacksonville
Miami | Ft. Lauderdale
Orlando
Tampa
Atlanta

**CONTINUE TO REFINE AUDIENCE PROFILE**
Millennial
Gen X
Cultural Boomer (Age 35+)

### HHI: $75K+
Millennial, Gen X and Cultural Boomer (Age 35+)

### HHI: $75K+
Millennial (under 35) and Gen Z*

**INTERESTS IN**
Travel
Vacations
Arts (Museum, Ballet, etc.)

Millennials and Gen Z travelers made up 28% of Florida visitors in 2021, up from 24% in 2019. These younger travelers are more likely to prioritize authentic, immersive experiences, and often rely on social media and influencers for travel decisions. This demographic shift suggests the importance of adapting cultural marketing strategies to appeal to younger audiences. The Tourism Master Plan should consider the integration of digital marketing tactics and creation of arts/cultural experiences that resonate with these emerging travel segments, as gleaned from the Cultural Council's report.

The Marketing Report notes that inflation and rising travel costs in 2022 had a significant impact on travel behavior. Gas prices were up 44%, food costs rose by 9%, and car rental rates averaged $101 per day, all of which affect how visitors perceive the value of their trips. The report indicates that cultural tourism can play a role in enhancing value perception, as cultural experiences often garner higher expenditures. Understanding these trends will help the Tourism Master Plan address potential barriers to travel by promoting the unique value of Palm Beach County's cultural offerings.

In response to the COVID-19 pandemic, the Cultural Council established the Palm Beach County Cultural Resiliency Fund, distributing over $186,000 in grants to 15 organizations. This effort, alongside private fundraising that created a $45,000 artist relief fund, helped the cultural sector recover from the severe financial strain caused by the Pandemic. The report's focus on resilience and recovery initiatives highlights the importance of maintaining strong support systems for cultural organizations. Including similar strategies in the Tourism Master Plan will ensure that cultural tourism remains sustainable and resilient in the face of future challenges.

# CULTURAL TOURISM PLAN – EXECUTIVE SUMMARY FY24

The County Cultural Council prepared an executive summary for its FY24 Tourism Marketing Plan, which outlines the strategic priorities for promoting Palm Beach County as Florida's Cultural Capital®, focusing on attracting cultural tourists, wellness seekers, and family travelers. Digital marketing, community engagement, and DEIA initiatives are emphasized as opportunities to enhance the region's cultural tourism offerings and drive visitor growth.

According to the Summary, data suggest that 65% of Florida visitors take part in at least one cultural activity, and these cultural tourists spend more on their trips and stay longer than other visitors. It is noted that while "bleisure" (mixing business trips with leisure activities) and eco-tourism are long standing destination trends, the wellness trend and its relationship to the arts presents a new opportunity for product and experience development in The Palm Beaches, as tourists say they are seeking improvements to their physical and emotional health. A study by the Florida Division of Arts & Culture shows that those who participated in the arts were more likely to rate their mental and physical health positively compared to those who did not participate. Therefore, the Cultural Council predicts that cultural tourists will play an integral role in attracting wellness-seeking visitors to the destination. This identification of a growing trend of wellness tourism, and particularly its intersection with cultural activities, indicates that the Tourism Master Plan should devise strategies that integrate wellness with cultural tourism, catering to visitors seeking both physical and emotional well-being through arts and culture.

The report also notes that the Cultural Council will specifically be targeting Millennials and younger Gen Z'ers, two groups who are propelling growth in niche travel. According to the Council, these groups specifically seek out wellness and one-of-a-kind experiences and tend to immerse themselves in local culture. During interviews with local stakeholders, these demographics, specifically younger Gen Z'ers, were identified as a segment that the destination could do more to capture. In conjunction with the Cultural Council's efforts, the Tourism Master Plan should develop targeted strategies that capture the interest of Millennials and younger Gen Z travelers who seek these unique experiences. This could include creating more wellness-oriented offerings, promoting one-of-a-kind cultural and wellness events, and leveraging digital platforms and social media in unique, creative and targeted ways – such as using generation-specific humor or catered language – to differentiate from other competitive destinations and better engage these demographics as a result.

# DTPB 2024 AND 2025 STRATEGIC PLAN

Discover the Palm Beaches' 2024-2025 Strategic Plan outlines key initiatives and objectives for sustaining and growing tourism in Palm Beach County over the next two years, with a focus on revenue optimization, collaboration across agencies, sustainability, and inclusivity. It also highlights targets for increasing visitation, market share, and community engagement while addressing the challenges of slow economic growth and evolving travel trends.

A key focus of the strategic plan involves cross-agency collaboration among the major tourism stakeholders within Palm Beach County. The plan highlights joint initiatives between the Convention Center, Cultural Council, Sports Commission, and other agencies to secure large-scale events, grow cultural tourism, and improve operational efficiency. This collaborative approach will be essential to the Master Plan, as it aligns multiple stakeholders to collectively enhance the destination's tourism offerings. The plan also places an emphasis on sustainability and diversity, equity, inclusion, and accessibility (DEIA). It includes strategies to promote sustainable tourism through campaigns like "Sea to Preserve" and efforts to make Palm Beach a more accessible and inclusive destination. For the Master Plan, integrating these principles will be crucial in positioning Palm Beach as a leading sustainable and welcoming destination. Additionally, the strategic plan emphasizes workforce development and community engagement, including initiatives to encourage careers in hospitality among local high school students and promote resident sentiment through campaigns like "Love The Palm Beaches." These efforts highlight the importance of integrating local community support and talent development into the Master Plan to ensure long-term sustainability and community buy-in.

DTPB's quantitative goals are listed in the table below. DTPB is committed to increasing overall visitation, economically impactful events, room night revenue and overall tourism spending by 2025. These revenue, spending, and visitation targets should guide the Master Plan's efforts in expanding tourism infrastructure and improving marketing strategies to meet these ambitious benchmarks.

| REVENUE OBJECTIVES | 2022 | 2023 | 2025 GOAL |
|---|---|---|---|
| Grow Visitation to The Palm Beaches | 9.3 M | 9.5 M | 9.6 M |
| Increase RevPAR | $172 | $171 | $175 |
| Grow Non-Public Revenues | $527 K | $647 K | $850 K |
| Economic Impact of Events | $127 M | $164 M | $172 M |
| **ORGANIZATIONAL / DESTINATION DEVELOPMENT** | **2022** | **2023** | **2025 GOAL** |
| Drive More Hotel Room Night Revenue | $1.2 B | $1.2 B | $1.3 B |
| Maintain Market Share (Hotel Room Night Rev) | 5.0% | 5.1% | 5.1% |
| Attribute at Least 40% of Hotel Room Nights Sold to DTPB | 33% | 40% | 40% |
| **COLLABORATION, ADVOCACY, SUSTAINABILITY, DEIA** | **2022** | **2023** | **2025 GOAL** |
| Increase Tourism Spending (EI) | $6.9 B | $7.1 B | $7.3 B |
| Resident Sentiment | 73% | 73% | 75% |
| Increase Visitation from Diverse Markets | 14% | 12% | 14% |

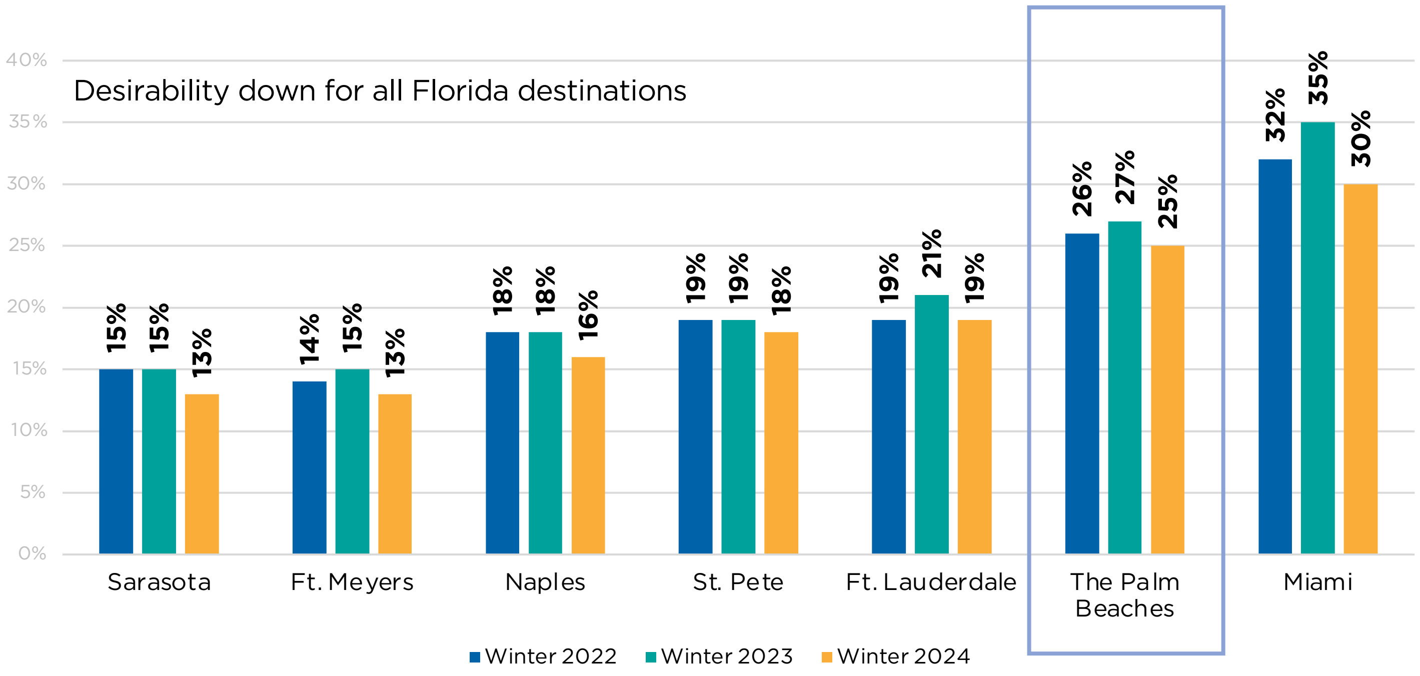
## DPTB BRAND TRACKER STUDY 2024

Discover the Palm Beach's 2024 Brand Tracking Study monitors the performance of The Palm Beaches brand in key domestic and international markets, focusing on awareness, desirability, and visitation intent. The report also provides insights into the effectiveness of recent advertising campaigns and tracks the brand's reach across diverse demographic segments, highlighting trends in both domestic and international travel demand.

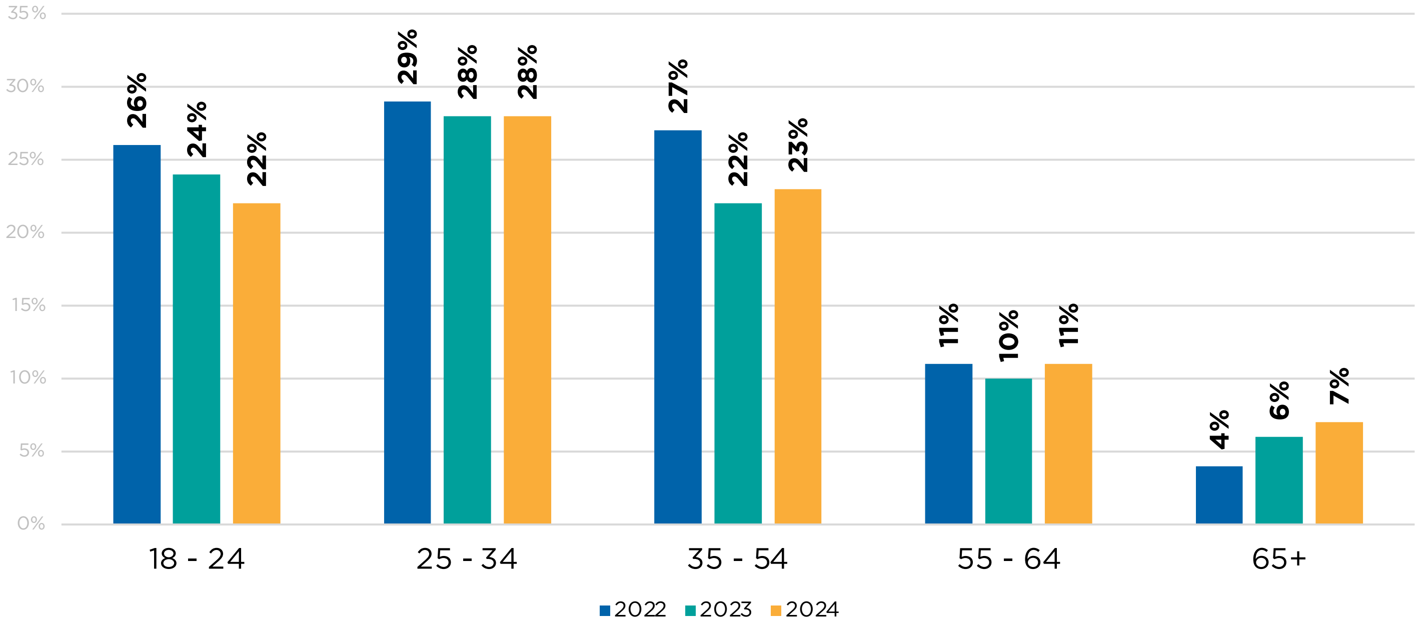
DPTB noted that ad exposure had the lowest impact on destination awareness, but significant impacts on brand awareness, familiarity, desirability, and visitation (realized and prospective). The effectiveness of advertising exposure varied across target segments. In particular, the beach and family segments performed well, with increased exposure to DTPB advertising among LGBTQ+, Black/TOC and Hispanic travelers, while exposure for disabled travelers lagged behind. This shows that targeted advertising efforts are reaching diverse audiences, though specific segments may need additional attention to ensure inclusive marketing strategies.

Generally, desirability is down among Florida destinations; the exhibit below outlines drops of between one and five points in the desirability Palm Beach and six competitive destinations between 2023 and 2024. This decline highlights the importance of revitalizing the appeal of the destination as part of the Tourism Master Plan, including enhancing the visitor experience, promoting unique offerings, and differentiating Palm Beach from other Florida locations.

### DESTINATION DESIRABILITY
### (TOP BOX – PERCENT MUST EXPERIENCE)



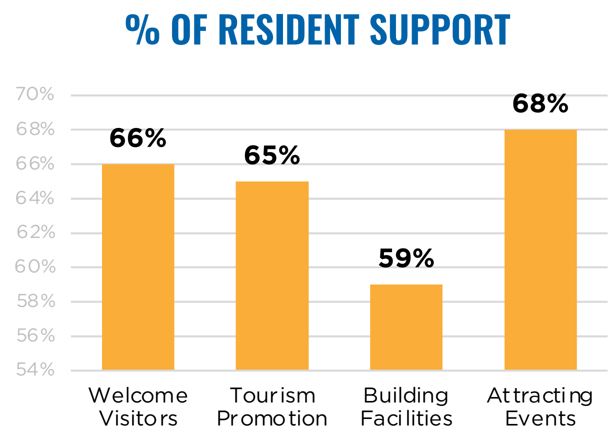
As seen in the exhibit below, the likelihood of 18–24-year-olds to visit the market has also decreased over the last three years, dropping from 26 percent in 2022 to 22 percent in 2024. Likewise, awareness (eight percent decrease since 2022) and desirability (seven percent decline over last year) have also declined within this demographic segment. The Tourism Master Plan should prioritize strategies to engage younger travelers. This could involve developing more youth-oriented experiences, promoting events, activities, and attractions that appeal to this demographic, and leveraging digital marketing channels to reach these younger audiences



# DPTB DESTINATION MARKETING PLAN 2023 – TDC BOARD PRESENTATION

Discover the Palm Beaches' TDC Board Presentation for the FY2023 Destination Market Plan outlines strategic initiatives to enhance tourism growth in The Palm Beaches, focusing on brand evolution, group and leisure sales, and diversity, equity, and inclusion (DEI) efforts. It also highlights opportunities in international markets, digital expansion, and community engagement to ensure sustainable tourism and economic development.

According to the presentation, group room nights showed significant recovery in 2022, reaching nearly 85% of 2019 levels. DTPB notes that a restructured sales approach that pairs the group sales team with greater support from the leisure sales, destination experience and culture teams has contributed to greater event retention. Future growth should continue to focus on business travel, conventions, and meetings, positioning Palm Beach and the Convention Center District as premier destination for large-scale, highly impactful events.




DTPB conducted a poll of residents regarding their support for four key aspects of tourism. As shown in the graphic above, 66 percent of residents support the welcoming of visitors to the destination, 65 percent support the promotion of tourism, and 68 percent support the attraction of events to the Palm Beaches. However, a significantly lower percentage (59 percent) support the construction of new facilities which could drive tourism to the destination. These data suggest that the Tourism Master Plan should prioritize community engagement and transparent communication regarding the benefits of new facilities. Emphasizing how new construction can enhance the visitor experience and contribute to local economic growth, while addressing concerns about potential impacts on the community to gain broader support for future developments, could help increase this support rating.

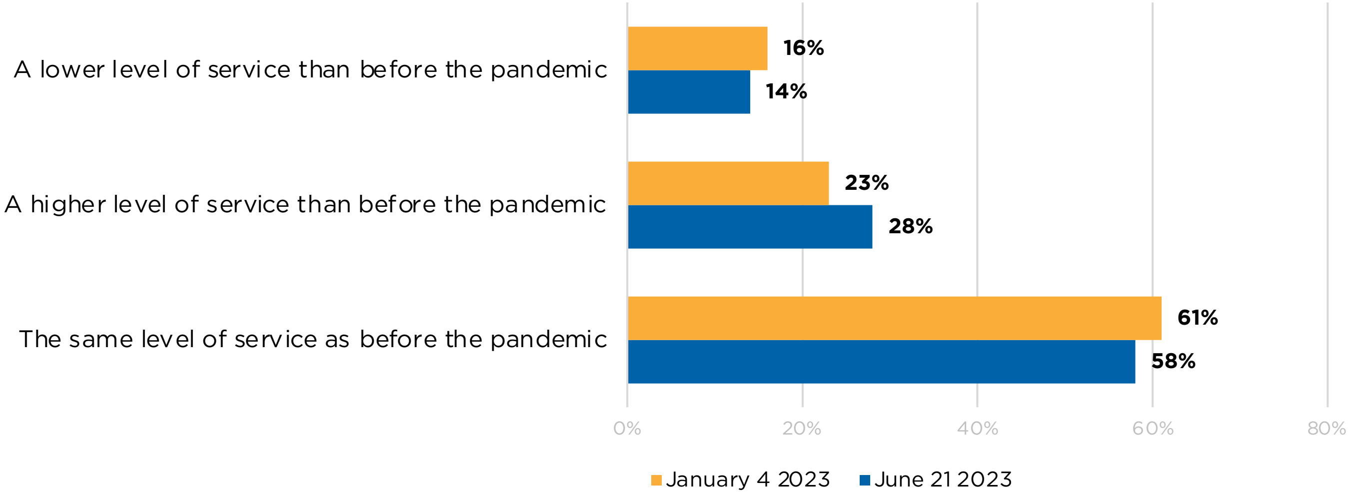
The 2023 Marketing Plan also discusses DTPB's strategic focus on expanding influencer collaborations to target key demographics and markets. The Palm Beaches aims to partner with influencers who represent diverse backgrounds, including a significant focus on DEI (Diversity, Equity, and Inclusion) influencers, to create authentic, user-generated content. With regard to the Tourism Master Plan, this approach highlights the need to invest in influencer-driven campaigns that resonate with various traveler segments, amplifying brand reach and enhancing engagement through digital platforms.

# DPTB DESTINATION MARKETING PLAN 2024

Discover the Palm Beaches' 2024 Destination Marketing Plan outlines strategies to enhance The Palm Beaches' brand, increase international and domestic market share, promote sustainability and inclusivity, and drive year-round tourism through infrastructure development and transformational events. It also emphasizes community engagement and the integration of innovative marketing technologies to ensure long-term tourism growth. As shown in the table below, DTPB's 2023 goals were largely met, through restoration and growth of leisure/hospitality jobs (93 percent of goal) and increases in group contribution to hotel rooms nights (85 percent). These will be areas of focus for the Tourism Master Plan.

| | 2019 ACTUAL | 2020 ACTUAL | 2021 ACTUAL | 2022 ACTUAL | 2023 GOAL | 2023 ACTUAL | % TO 2023 GOAL |
|---|---|---|---|---|---|---|---|
| Grow Visitation | 8.2 M | 5 M | 7 M | 9.2 M | 9.5 M | 9.55 M | 101% |
| Sell more hotel room nights | 4.5 M | 2.9 M | 4.3 M | 4.7 M | 4.8 M | 4.72 M | 98% |
| Economic impact (direct visitor spend) | $5 B | $4 B | $5 B | $6.9 B | $7.2 B | $7.04 B | 98% |
| Restore and grow leisure & hospitality jobs | 93,800 | 76,600 | 89,400 | 92,600 | 101,000 | 94,000 | 93% |
| Increase share of hotel room nights sold in Florida | 3.8% | 4% | 3.9% | 3.8% | 3.9% | 3.8% | 97% |
| Rank 1st in ADR, RevPAR, and Hotel Room Night Revenue Growth in SFL (4 times) | 2 ADR<br>2 RevPaR<br>7 Rev Growth | 10 ADR<br>10 RevPaR<br>9 Rev Growth | 2 ADR<br>2 RevPaR<br>2 Rev Growth | 3 ADR<br>3 RevPaR<br>3 Rev Growth | 4 ADR<br>4 RevPaR<br>4 Rev Growth | 10 ADR<br>6 RevPaR<br>6 Rev Growth | 250% ADR<br>150% RevPaR<br>150% Rev Growth |
| Increase share of tourism spending in Florida | 6.2% | 6.8% | 6.3% | 6.1% | 6.3% | 6.3% | 100% |
| Increase the group contribution to hotel room nights | 26% | 20% | 11% | 18% | 20% | 17% | 85% |

The Marketing Plan notes that over $500 million in hotel and attraction renovations have enhanced and upgraded the overall Palm Beaches destination experience. This elevation in the total product offering has been reflected in a significant 34% increase in the average daily hotel room rate. To maintain these rates in the face of competition, destination marketing will play a key role in communicating to potential travelers the true value of the enhanced destination experience and service levels compared to other competitors. Additionally, measurements of traveler expectations show that guests are increasingly expecting a higher level of service than pre-pandemic, which aligns with The Palm Beaches continued investment in quality amenities and services.

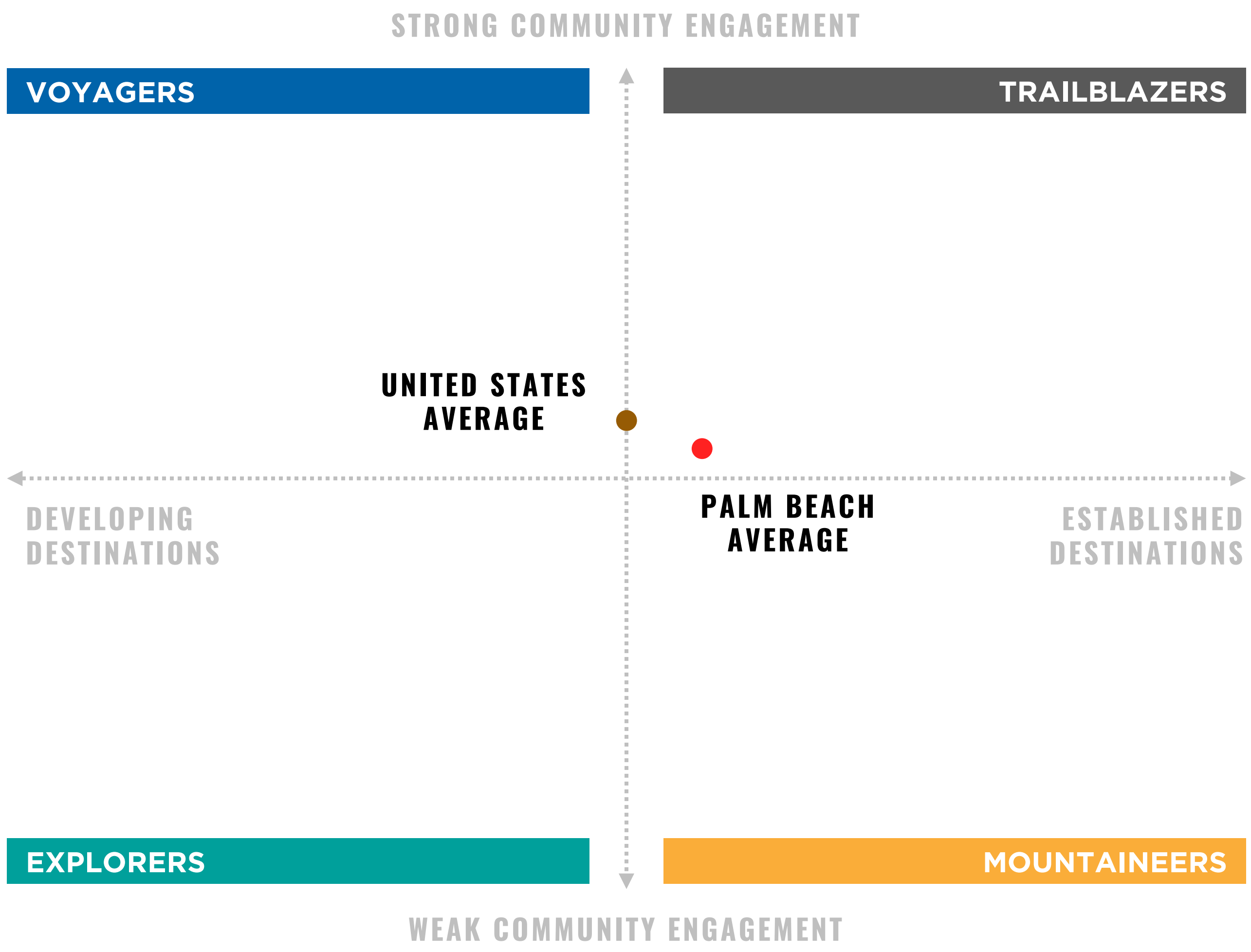



*Source: Travel Sentiment Study Wave 75*

The Marketing Plan also points to a trend in travelers moving away from outdoor and nature experiences as post-COVID behaviors evolve. Interestingly, research by Visitor Florida seen later in this report indicates that, state-wide, visitors continue to move towards and prefer outdoor experiences, implying the preferences of Palm Beach visitors may be unique relative to the rest of the state. The Master Plan should consider new experience-driven offerings, such as cultural, resort, and city-based attractions, that align with the current trends of Palm Beach-specific visitors. The plan also identifies transformational events as a key strategy to generate demand during off-peak periods and grow tourism year-round. Incorporating these events into the Master Plan will help stabilize seasonality and create new growth opportunities for tourism-related infrastructure and local businesses.

# DPTB DESTINATION NEXT – MULTI USER ONLINE DIAGNOSTIC TOOL RESULTS 2017

Destination Next's Multi-User Online Diagnostic Tool provides an assessment of Palm Beach County's tourism strengths and weaknesses in two key categories: Destination Strength and Community Engagement. This 2017 analysis incorporates responses from over 90 County Stakeholders including DMO staff, municipality chambers and hoteliers. Compared to the US average, Palm Beach County (average of all responses) profiles as an above-average established destination (high destination strength) with average community engagement, placing it in the preferred quartile (Trailblazers) of the Destination next plot exhibited below.




Amongst stakeholders, the relative importance of Mobility & Access and Communication & Internet Infrastructure were significantly higher than Destination Next's industry averages. Importance of other common destination features, including Attractions & Entertainment, Accommodations, Destination Performance, Sports and Recreation Facilities., were rated as relatively less important than markets across the U.S. However, stakeholders rated the performance of these categories very highly. Palm Beach County stakeholders viewed the destination's performance more positively than average across all 10 variables, with only the performance of Events and Communications & Internet Infrastructure nearing industry average ratings.

| VARIABLE | RELATIVE IMPORTANCE (0-100%) | | | PERCEIVED PERFORMANCE (1-5 SCALE) | | |
|---|---|---|---|---|---|---|
| | INDUSTRY AVERAGE | PALM BEACH AVERAGE | STANDARD DEVIATION | INDUSTRY AVERAGE | PALM BEACH AVERAGE | STANDARD DEVIATION |
| Attractions & Entertainment | 12% | 10.5% | 1% | 3.68 | 4.15 | 0.82 |
| Brand | 13% | 10.5% | 2% | 3.21 | 3.59 | 0.98 |
| Accommodation | 12% | 10.3% | 1% | 3.42 | 4.08 | 0.82 |
| Convention & Meeting Facilities | 10% | 10.2% | 2% | 3.12 | 3.53 | 1.03 |
| Air Access | 9% | 10.2% | 2% | 2.90 | 3.11 | 1.23 |
| Destination Performance | 12% | 10.1% | 2% | 3.83 | 4.11 | 0.80 |
| Events | 9% | 9.9% | 2% | 3.73 | 3.77 | 0.80 |
| Sports & Recreation Facilities | 9% | 9.7% | 2% | 3.32 | 3.87 | 0.80 |
| Mobility & Access | 7% | 9.5% | 1% | 3.04 | 3.33 | 1.00 |
| Communication & Internet Infrastructure | 7% | 9.3% | 2% | 3.32 | 3.38 | 0.90 |
| **DESTINATION STRENGTH – PALM BEACH** | | | | | | **3.71** |
| **INDUSTRY AVERAGE DESTINATION STRENGTH** | | | | | | **3.49** |

Destination Next also prepared a report card for Community Support & Engagement. Stakeholders rated a number of engagement factors at similar rates of performance (8 of 10 variables scored between 10.0 and 10.2 out of 100 in terms of their relative importance). When asked to score the perceived performance of the destination in those same categories, stakeholders indicated that Economic Development, membership strength and support, funding support & certainty and workforce have all performed better than average. Key areas of areas for improvement highlighted by Stakeholders include regional cooperation and effective advocacy. The Tourism Master Plan should prioritize building stronger collaborative efforts between Palm Beach County's municipalities, tourism organizations, and regional partners. Additionally, the plan should focus on enhancing advocacy initiatives to better align tourism goals with broader regional, state and national policies, ensuring unified efforts to address challenges and promote sustainable growth.

## DPTB LGBTQ+ TRAVEL REPORT 2015

In 2015, Community Marketing & Insights (CMI) surveyed more than 2,300 LGBTQ+ travelers, and from their responses garnered insights related to visitor demographics, motivations, and travel preferences. The Travel Report presents data regarding LGBTQ+ visitor profiles, travel behaviors, and their perceptions of The Palm Beaches as a destination, with comparisons to other Florida locations.

### HOUSEHOLD INCOME

| | ALL LGBTQ+ | PALM BEACHES |
|---|---|---|
| Under $50K | 32% | 19% |
| $50K to $100K | 27% | 34% |
| Over $100K | 32% | 40% |

### WHEN YOU THINK ABOUT HOW MUCH YOU SPEND ON VACATION, WHAT TYPE OF TRAVELER ARE YOU?

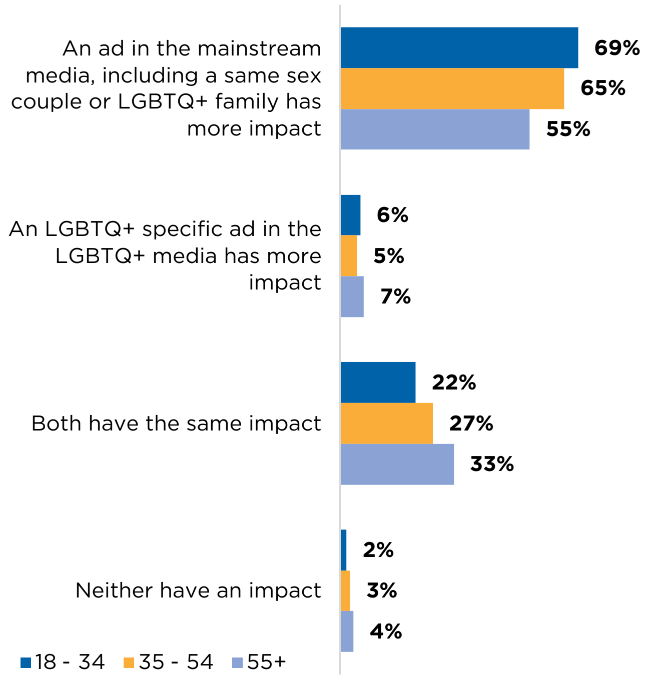
*Please Pick One That Best Applies*

| | ALL LGBTQ+ | FLORIDA | WPB |
|---|---|---|---|
| Luxury / High-End Traveler | 8% | 10% | 17% |
| Mid-Range Price Traveler | 55% | 61% | 58% |
| Economy / Budget Traveler | 37% | 29% | 25% |

The report notes that LGBTQ+ visitors to The Palm Beaches tend to have higher household incomes compared to the general LGBTQ+ traveler population, with 40% reporting incomes over $100,000 compared to a United States average of 32 percent. They are also more likely than the average LGBTQ+ person to be luxury travelers, with 17 percent identifying themselves as luxury/high end travelers compared to an average of eight percent. This suggests an opportunity for Palm Beach County to focus on luxury travel offerings tailored specifically to this segment given their higher-than-average levels of household income and self-identification as luxury travelers. Palm Beaches' LGBTQ+ travelers enjoy live theater, musical performances, food festivals and water activities more than the average US LGBTQ+ traveler, and activities like golf, spas and gaming ranked relatively lower, even thought these are often featured in Palm Beaches' LGBTQ+ communications. The Tourism Master Plan should consider targeted marketing approaches which consider the specific, and somewhat unique, preferences of Palm Beaches LGBTQ+ community.

| | 1 - MOST IMPORTANT | 2 | 3 | 4 | 5 - LEAST IMPORTANT | WEIGHTED AVERAGE |
|---|---|---|---|---|---|---|
| Safe for LGTBQ+ people (no harassment / violence) | 58% | 20% | 14% | 6% | 1% | 1.7 |
| Can hold partner's hand in the street without worry | 14% | 26% | 16% | 14% | 30% | 3.2 |
| Has many LGBTQ+ businesses (like bars/ guesthouses) | 11% | 20% | 23% | 28% | 20% | 3.3 |
| Has LGBTQ+ non-discrimination ordinance | 8% | 20% | 25% | 25% | 22% | 3.3 |
| Tourism bureau promotes the destination as LGBTQ+ welcoming | 11% | 14% | 22% | 27% | 26% | 3.4 |

## WHAT ARE YOUR THOUGHTS ABOUT SEEING LGBTQ+ IMAGERY IN THE MAINSTREAM MEDIA VS. THE LGBTQ+ MEDIA?




## BY DEMOGRAPHIC

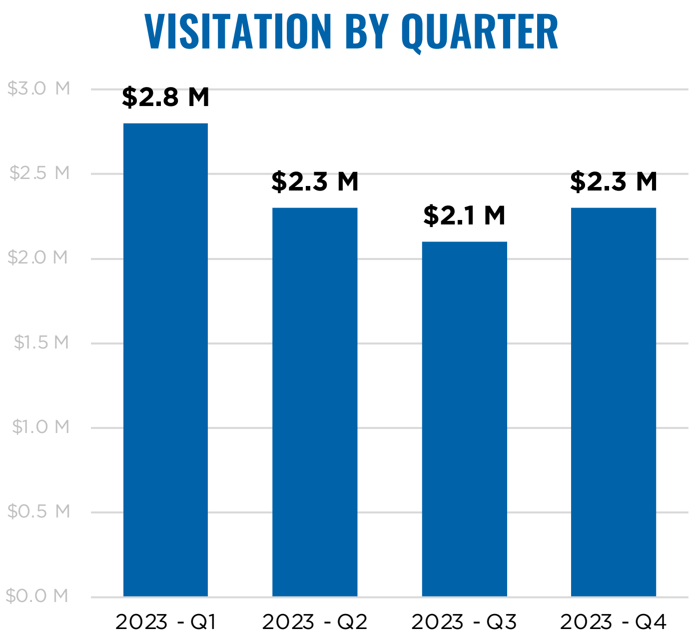
### AN AD IN THE MAINSTREAM MEDIA, INCLUDING A SAME SEX COUPLE OR LGBTQ+ FAMILY, HAS MORE IMPACT

| | |
|---|---|
| All LGBTQ+ | 64% |
| Florida Visitors | 62% |
| Male | 59% |
| Female | 70% |
| Parents | 68% |
| Single | 61% |
| Living w/ Partner | 67% |
| Eastern Canada | 60% |
| Western States | 64% |
| South central States | 62% |
| Southern States | 61% |
| Northeastern States | 66% |
| Midwest States | 66% |

Safety and being LGBTQ+-friendly were identified in the Report as crucial factors influencing destination choice, with 58 percent of respondents identifying safety as their number one most important destination factor. The Master Plan should emphasize maintaining and promoting Palm Beach as a safe, inclusive destination, particularly for LGBTQ travelers. In fact, 63 percent of respondents indicated that an ad in the mainstream media including a same sex couple or LGBTQ+ family has more impact than the same in LGBTQ2++ specific media. Younger respondents rated this question even higher than the overall percentage (69 percent). Ads in mainstream media which feature same sex couples could be effective in branding Palm Beach County as a safe and inclusive destination for LGBTQ2++ travelers. The Tourism Master Plan should balance traditional LGBTQ+-specific campaigns with broader, inclusive mainstream marketing strategies.

# DPTB VISITATION AND SPENDING DATA 2023

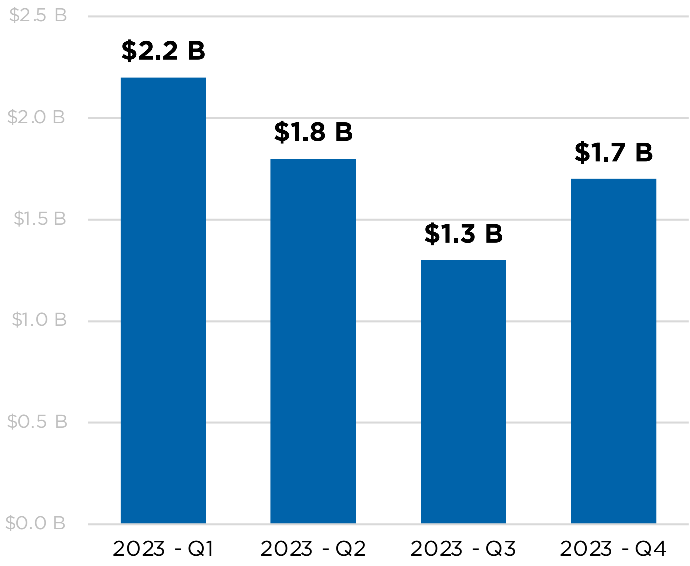
Discover the Palm Beaches conducted in depth research related to gross visitation and spending by market of origin. In 2023, the Palm Beaches hosted approximately 9.48 million visitors, with 30 percent of visitation occurring in Q1, 24 percent in Q2, 22 percent in Q3 and 24 percent in Q4. The New York metropolitan area was the most common origin point for visitors, followed by in-state metropolitan areas like Miami, Orlando and Tampa and Canada, which accounted for the fifth highest level of visitation and nearly half of the County's 800,000 total international visits. The Tourism Master Plan should consider the importance of maintaining strong marketing efforts in these key markets – given that these regions account for a significant portion of Palm Beach County's visitation, the plan should focus on targeted promotions and maintaining connectivity with these markets, particularly to sustain high visitation levels in Q1 and Q4 when travel demand is strongest. Additionally, the importance of Canadian visitors highlights the need for continued international marketing efforts and airlift partnerships to support growth in international tourism.




| MARKET | VISITATION |
|---|---|
| New York – Newark, NY-NJ-CT-PA | 1,114,500 |
| Miami-Ft. Lauderdale | 926,090 |
| Orlando-Lakeland-Deltona, FL | 613,520 |
| Tampa-St. Petersburg-Clearwater, FL | 359,960 |
| Canada | 358,200 |
| Washington-Baltimore-Arlington, DC-MD-VA-WV-PA | 357,850 |
| Port St. Lucie, FL | 331,030 |
| Boston-Worcester-Providence, MA-RI-NH-CT | 263,930 |
| Atlanta-Athens-Clarke County- Sandy Springs, GA-AL | 254,050 |
| Philadelphia-Reading-Camden, PA-NJ-DE-MD | 213,730 |
| Jacksonville-St. Mary's-Palatka, FL-GA | 181,750 |
| Los Angeles-Long Beach, CA | 178,310 |
| Chicago-Naperville, IL-IN-WI | 176,490 |
| Cape Coral-Fort Meyers-Naples, FL | 171,100 |
| Detroit-Warren-Ann Arbor, MI | 137,810 |
| North Port-Sarasota, FL | 119,250 |
| Palm Beaches Resident | 114,840 |
| Palm Bay-Melbourne-Titusville, FL | 104,330 |
| Dallas-Fort Worth, TX-OK | 94,920 |
| Houston-The Woodlands, TX | 87,600 |
| Cleveland-Akron-Canton, OH | 83,760 |

Visitor spending totaled approximately $6.97 billion in 2023 and spend by quarter followed a near identical trend to overall visitation by quarter. Of the $6.97 billion, 33 percent was allocated to lodging and 27 percent to food and beverage. It is notable that while the Miami-Fort Lauderdale metropolitan area accounted for the second most visits in 2023, it accounted for the most visitor spend over the course of the entire year, ahead of the greater New York area. Miami's proximity to Palm Beach relative to New York, and the recent addition of the Brightline, may suggest that visitors from South Florida are likely spending less on travel to the Palm Beaches and therefore have higher amounts of disposable income to spend in market. The Tourism Master Plan should attempt to capitalize on the high spending power of visitors from the Miami metropolitan area, especially given their ability to allocate more disposable income toward in-market activities due to lower travel costs. Additionally, targeted seasonal campaigns should be implemented to continue to attract New York visitors, particularly in Q1 when their spending is highest. The Master Plan should also leverage the convenience of the Brightline to further increase visits and spending from Miami, while prioritizing attraction, destination and experience developments that will maximize the economic impact of these key visitor markets.

## SPEND BY QUARTER




| MARKET | SPEND |
|---|---|
| Miami – Ft. Lauderdale | $1,165,566 |
| New York – Newark – Jersey City, NY – NJ - PA | $967,278 |
| Canada | $337,135 |
| Orlando – Kissimmee – Sanford, FL | $315,523 |
| Washington – Arlington – Alexandria, DC – VA – MD - WV | $262,512 |
| Boston – Cambridge – Newton, MA - NH | $242,342 |
| Port St. Lucie, FL | $217,578 |
| Philadelphia – Camden – Wilmington, PA – NJ – DE – MD | $175,875 |
| Tampa – St. Petersburg – Clearwater, FL | $150,077 |
| Chicago – Naperville – Elgin, IL – IN – WI | $149,835 |
| Atlanta – Sandy Springs – Roswell, Ga | $121,726 |
| **TOTAL** | **$6,973,957** |

# DPTB VISITOR PROFILE 2019

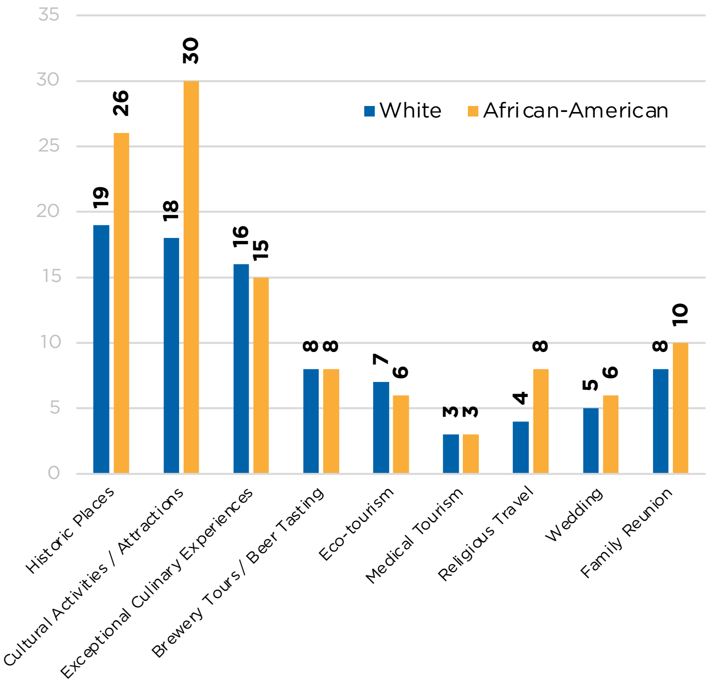
The Palm Beaches attracted 8.2 million visitors in 2019, with 5.19 million staying overnight, of which a significant portion (25 percent) stayed with friends or family, while others used vacation rentals, second homes, or timeshares. With 4.48 million hotel room nights sold and 1 million additional room nights booked through Airbnb, VRBO, and HomeAway, the Tourism Master Plan should emphasize promoting diverse accommodation options, including alternative lodging, to cater to varying visitor preferences.

In 2019, 23 percent of hotel room nights stemmed from group blocks associated with events such as conventions, sports tournaments, and family reunions; and group travel continues to present a significant opportunity. Additionally, 39% of conference visitors are first-time visitors, highlighting the importance of attracting more conventions and business meetings to bring new visitors to the area.

The report notes that 2019 visitors used a range of sources to find travel information, with OTAs (16 percent), social media (9 percent), and travel agents (9 percent) being the most common. The Master Plan should focus on optimizing digital and online strategies, including partnerships with OTAs and enhanced presence on social media platforms, to reach potential visitors in key markets.

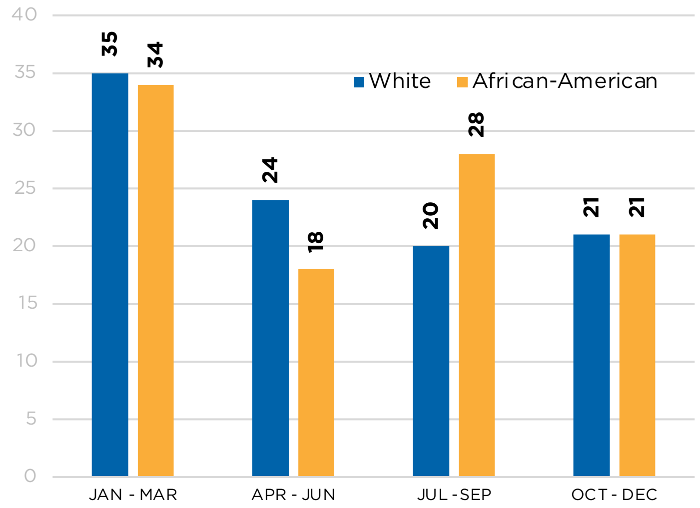
African American visitors, who accounted for 10 percent of visitation in 2019, are more likely to be first-time visitors and travel for marketable trips or business, per the exhibits below. They show a strong interest in history and cultural activities, suggesting that cultural heritage tourism could be a significant growth area. The Master Plan should focus on further developing cultural offerings and historical sites to attract this segment.

## TRAVEL INTERESTS




## FIRST TIME VISITOR

24% – AFRICAN AMERICAN
19% WHITE



# DPTB VISITOR SEGMENTS 2022

The Discover the Palm Beaches Visitor Segments - CY 2022 Updates Report provides a detailed analysis of the various leisure traveler segments visiting Palm Beach County, including demographic profiles, trip planning behavior, and market share comparisons with other Florida destinations. It highlights key trends in visitor preferences and performance across seven segments, offering insights to inform tourism strategies.

In 2022, the Bed, Beach & Beyond (leisure overnight travelers who indicated beach was a primary or secondary reason for visiting Florida) and LGBTQ+ (leisure overnight visitors to Florida who identify as being LGBTQ) segments saw statistically significant decreases from the year prior across all of Florida. Given these declines, which are presented in the exhibit below, and the fact that Palm Beach is consistent with the state percentage capture for these segments but lags well behind the competitive set, the County Tourism Master Plan must consider the importance of tailoring future campaigns to revitalize interest among these segments. Given demographic and socioeconomic data provided by the Segment report, additional capture could be earned by enhancing beach experiences and developing more inclusive experiences and promotions that resonate with LGBTQ travelers.

| | | Bed, Beach & Beyond | Cultural Explorers | Rest & Resort-ation | African-American | Hispanic | LGBTQ+ | EFR |
|---|---|---|---|---|---|---|---|---|
| SIZING | Segment % of Florida Leisure Overnight Travelers | **31%** | 8% | **9%** | 7% | 9% | **6%** | 28% |
| | Segment % of Competitive Set Leisure Overnight Travelers | **38%** | 10% | **7%** | 9% | 10% | **7%** | 33% |
| | Segment % of Palm Beach Leisure Overnight Travelers | **31%** | 14% | 6% | 6% | 12% | **6%** | 37% |
| PERFORMANCE | % Palm Beach Captures within Florida | 7% | 12% | 4% | 6% | **9%** | 6% | 9% |
| | % Palm Beach Captures within the Competitive Set | 15% | 26% | 15% | 13% | 21% | 15% | 19% |

As seen below, Palm Beach ranks favorably amongst its competitive set in capturing Cultural Explorers, Hispanic and Exploring with Friends & Relatives (EFR) segments (Palm Beach captures the second highest percentage among a set of six-instate competitive destinations). Palm Beach can capitalize on its already strong position with the Hispanic market by expanding culturally relevant events, promotions, and experiences tailored to this group.

| **PALM BEACH RANK** | **#4** | **#2** | **#3** | **#4** | **#2** | **#4** | **#2** |
|---|---|---|---|---|---|---|---|
| | **Bed, Beach & Beyond** | **Cultural Explorers** | **Rest & Resort-ation** | **African-American** | **Hispanic** | **LGBTQ+** | **EFR** |
| Palm Beach | 15% | 26% | 15% | 13% | 21% | 15% | 19% |
| Ft. Lauderdale | 20% | 20% | 14% | 35% | 19% | 34% | 16% |
| Ft. Meyers | 12% | 12% | 11% | 6% | 7% | 7% | 11% |
| Miami | 28% | 38% | 28% | 45% | 40% | 22% | 19% |
| Naples | 9% | 7% | 9% | 2% | 6% | **3%** | 7% |
| Sarasota | 11% | **17%** | 8% | 3% | 5% | 5% | 12% |
| Tampa / St. Petersburg | **22%** | 16% | 25% | 20% | **21%** | 32% | 36% |

## FILM AND TELEVISION COMMISSION MARKETING PLAN – EXECUTIVE SUMMARY FY2024

The Film and Television Commission prepared an executive summary for the FY24 Marketing Plan, which outlines strategies to promote Palm Beach County as a premier global production destination, highlighting economic impacts, expanded media collaborations, and a focus on enhancing The Palm Beaches TV to drive tourism and production growth.

The summary notes that the Film and Television Commission achieved a record-breaking economic impact of $238.7 million last year, with an 80% growth in production revenues over the past decade. This growth emphasizes the potential of the production industry to further boost Palm Beach County's economy, positioning it as a global production hub and points to the need for the Master Plan to support the entertainment and business tourism sectors.

The FTC's focus on expanding The Palm Beaches TV through strategic collaborations like the South Florida Daily, will increase local and regional exposure to Palm Beach County's tourism offerings–this aligns with comments made by stakeholders suggesting that the County could benefit from better leveraging of television and digital platforms to increase local advertising. The Master Plan should continue to incorporate innovative media tools that not only enhance destination marketing and attract visitors but educate local (and seasonal) residents about culture and entertainment opportunities/experiences in the County.

# FILM AND TELEVISION COMMISSION MARKETING PLAN FY2023

The Palm Beach Film and Television Commission's (FTC) FY23 Marketing Plan outlines strategies to promote Palm Beach County as a leading production destination, emphasizing economic impact, workforce development, and expanding media platforms like The Palm Beaches TV. It also highlights key initiatives in diversity, infrastructure development, and partnerships to enhance tourism and attract more film and television projects to the region.

The Marketing Plan notes the importance of the film and television industry for tourism in Palm Beach through its program objectives and performance measures, which are presented in the exhibit below. Entertainment and production generate an estimated $200 million in annual economic impact for the County, creating short-term revenue boosts and destination awareness while also creating jobs. Productions put heads in beds, employ locals and utilize area facilities. The industry is known to infuse cash into local businesses and positively impact impoverished, urban, metropolitan and residential neighborhoods when they welcome commercial productions. The Tourism Master Plan should continue to support this significant contributor to the county's economy by fostering a production-friendly environment.



| PROGRAM OBJECTIVES AND PERFORMANCE MEASURES | Actual FY21 | Estimated FY22 | Projected FY23 |
|---|---|---|---|
| Production Revenue in Millions ($pent in PBC) | $196 | $211 | $217 |
| Hotel Room Nights | 11,238 | 15,100 | 15,400 |
| Permits Issued | 372 | 328 | 335 |
| Productions Not Requiring Permits | 263 | 230 | 237 |
| Production Leads | 318 | 262 | 270 |
| Lead Responses | 312 | 262 | 270 |
| Content Marketing for PBTV (includes episodic, one-off shows, commercials, and promos) | 119 | 115 | 123 |
| Unique Website Visitors | 26,939 | 29,000 | 29,580 |

According to the Marketing Plan, FTC produces weekly webisodes featuring curated content from shows on The Palm Beaches TV (PBTV). This campaign is produced in-house by FTC staff, often features local representatives from FTC sister agencies as well as Lion Country Safari, The Honda Classic, Palm Beach County's Parks and Recreation Department, and Palm Beach County's Office of Equal Opportunity. In 2023, FTC expanded the distribution of these Watch Party webisodes to YouTube which has greatly expanded the size of their platform. Expanding distribution to YouTube will significantly increase visibility, allowing the destination to reach a broader audience and strengthen its digital presence, aligning with modern trends in content consumption. These webisodes could provide an opportunity to connect cultural institutions by showcasing their diverse offerings in a unified platform. The PBTV platform could serve as a tool for cross-promotion, helping to raise the profile of cultural institutions, drive visitor engagement, encourage exploration of multiple sites, and attract a broader, more diverse audience through webisode content. Additionally, the curated nature of the webisodes – which feature guest hosts and cover diverse topics related to Palm Beach County's attractions and cultural institutions – could easily be adapted into audio format. By extrapolating the content into podcast or other forms, the Film & Television Commission (FTC) could reach a broader audience, especially among those who prefer audio or other content types for commuting or multitasking.

The FTC notes that Palm Beach is home to a sizeable community of famous filmmakers and celebrities who contribute to many national and international productions. The FTC promotes the work of local professionals by providing resources when needed and by featuring them on social platforms and in the monthly newsletter. Production in The Palm Beaches receives a significant boost from celebrities, professional athletes, and business executives who live and work in County. This base of high-profile residents could be leveraged to position Palm Beach County as a hub for media and production tourism, attracting visitors interested in the film industry, celebrity culture, and behind-the-scenes experiences. Promoting these high-profile projects and leveraging celebrity endorsements can enhance the county's appeal, drawing more tourists to visit production locations, attend events, and explore the creative arts sector.

# HOTEL MARKET ADVISORY SERVICES – WEST PALM BEACH SUBMARKET 2018

In 2018, HVS Global Hospitality Services prepared an analysis of hotel market trends which highlighted unaccommodated demand in the Convention Center District due to insufficient hotel capacity. The report underscored the need at that time for additional hotel developments to support growing demand, particularly for group business and long-term tourism growth.

The report notes that pre-Pandemic, the Palm Beach County Convention Center was losing group business due to a lack of sufficient hotel rooms within proximity to the Convention Center. In 2018, the Convention Center was unable to maximize its bookings due to a limited number of hotels within one half mile and the headquarter property's (Hilton West Palm Beach) inability to provide significant group room blocks. This is also a challenge associated with Marriot West Palm Beach, which is the only other full-service hotel within a half mile of the Convention Center. Since 2018, these challenges have not yet been alleviated. While the 150-key Canopy by Hilton property opened 0.4 miles from the Convention Center in 2020, interviews with stakeholders suggest that meeting planners still struggle to secure sufficient room blocks within proximity to the convention center, and the Hilton and Marriott properties continue to prioritize their own group business over room blocks due to high demand from leisure and corporate travelers. Preliminary plans exist for a second headquarter hotel in near the Center, which could help to address these challenges. The Tourism Master Plan must consider the critical need for additional hotel capacity within proximity to the Palm Beach County Convention Center. Prioritizing the development of a second headquarter hotel and exploring further hotel expansion near the Convention Center will be essential to addressing this long-standing barrier to maximizing convention/tradeshow bookings.

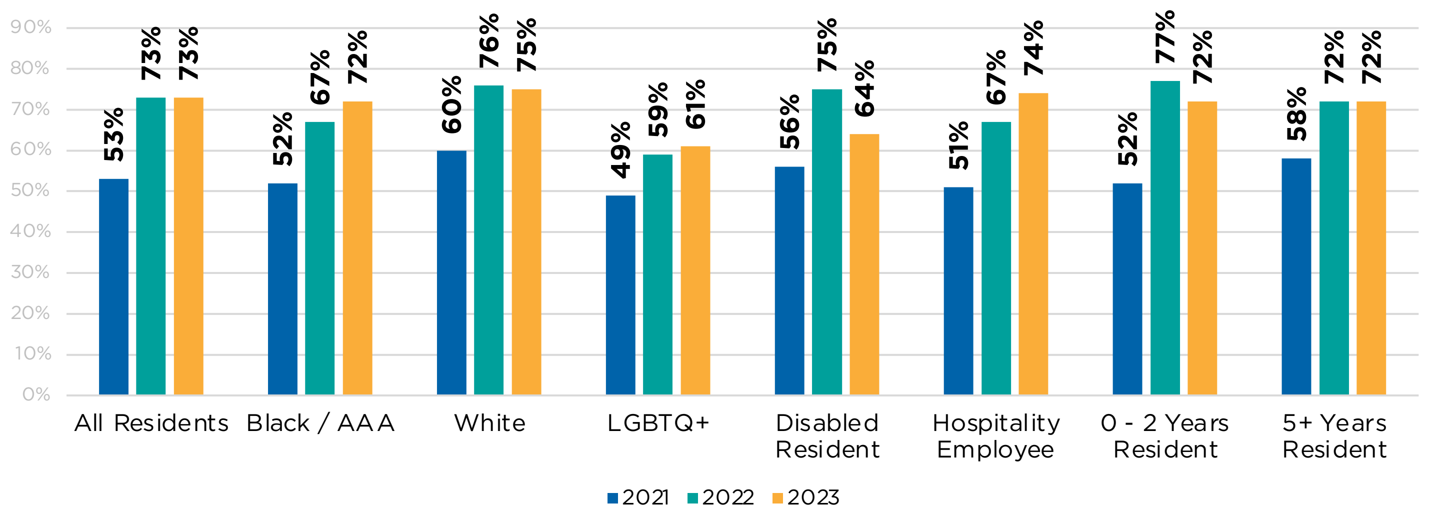
## FIGURE 34: UNACCOMMODATED DEMAND ESTIMATE

| MARKET SEGMENT | ACCOMMODATED ROOM NIGHT DEMAND | UNACCOMMODATED DEMAND PERCENTAGE | UNACCOMMODATED ROOM NIGHT DEMAND |
|---|---|---|---|
| TOTAL | 323,195 | 3.4% | 10,950 |

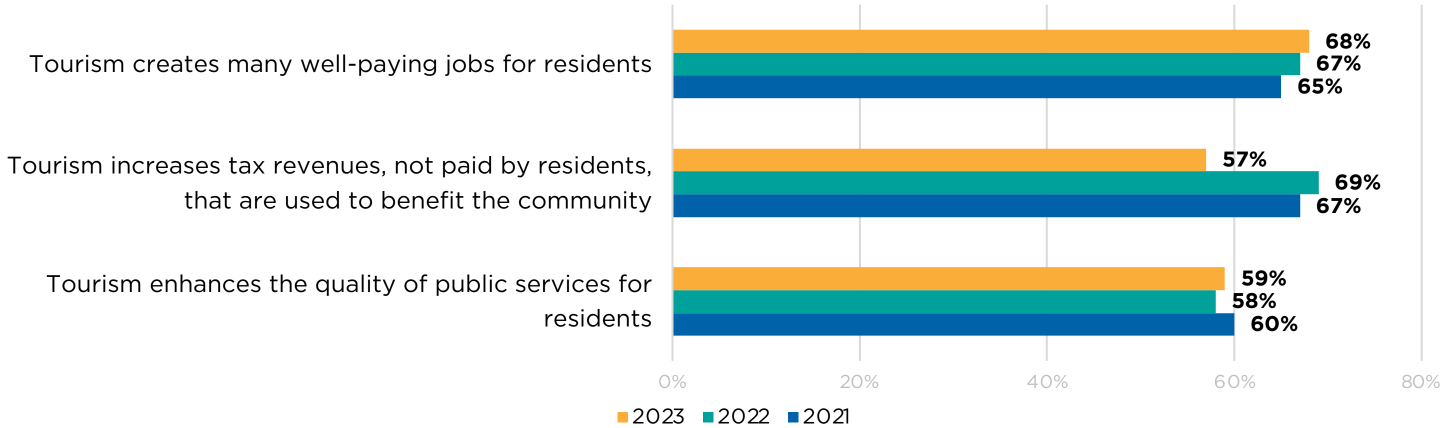
# PALM BEACH COUNTY RESIDENT SURVEY – OCTOBER 2023

DTPB conducts an annual online resident survey; in 2023, this survey garnered over 800 responses, which were compiled into a Resident Tourism Perception Report.

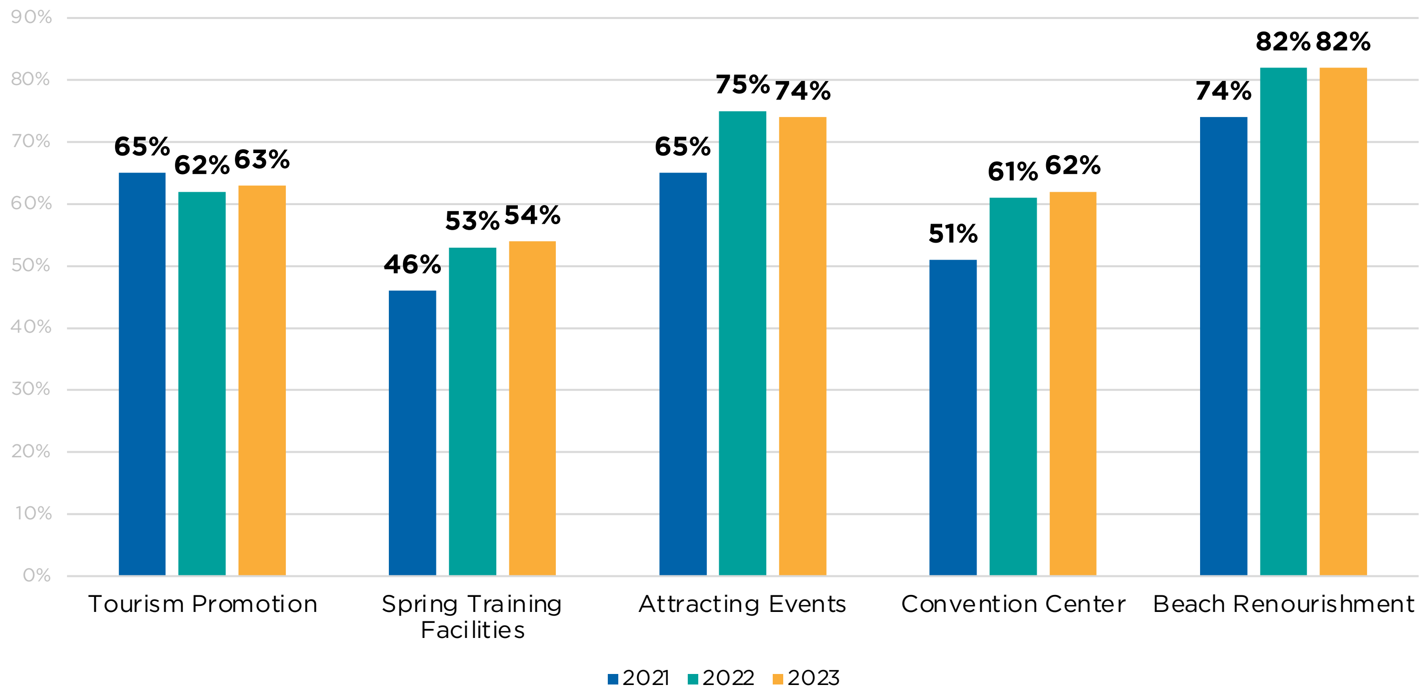
Sentiment among residents towards tourism was analyzed during the survey process. Resident sentiment towards tourism remained largely unchanged in the past year, with 73 percent of residents indicating that tourism has a positive impact in both 2022 and 2023. Positive sentiment has increased with most groups, however residents with disabilities and residents who have lived in market for less than two years fell 11 percent and five percent, respectively, in positive feelings towards tourism over the last year. To address these declines, the Tourism Master Plan should incorporate more inclusive, accessible tourism initiatives and community outreach to better engage these groups, ensuring that tourism benefits are clearly communicated and felt by all segments of the population.




Residents were also asked about the perceived impact of tourism in enhancing quality of life, increasing tax revenues and creating well-paying jobs (see graphic above). It is notable that only 57 percent of respondents believed that tourism increases tax revenues are used to benefit the community compared to 69 percent in 2022. This suggests a need for the Tourism Master Plan to better communicate the economic benefits of tourism. The plan should emphasize transparency in how tourism-generated funds are used for public services, infrastructure, and community improvements, ensuring residents understand the direct benefits of tourism on their quality of life.



Survey respondents were also asked if they felt the reinvestment of bed tax on Tourism Promotion, Spring Training Facilities, Attraction of Events, the Convention Center and Beach Renourishment was a good or bad use of funds. The percentage of “good responses” for 2021-2023 is listed in the graphic below. While responses remained stable year over year, it is clear that there is divide amongst residents on the use of bed tax dollars to support Spring Training Facilities. Residents are overwhelmingly more supportive of reinvestment in Beach Renourishment and Attracting Events. Taken together, this highlights the importance for the Tourism Master Plan to identify consensus-driven strategies approved by the community, while also communicating the benefits of any potential major public investment such as new and/or expanded event or sports facilities.



# PALM BEACH COUNTY TDC STRATEGIC PLAN

The Palm Beach County TDC Strategic Plan comprises goals which support the destination vision of Palm Beach County; to be a globally recognized destination that all visitors will want to experience because of its culture, lifestyle, and amenities.

The TDC has two primary objectives with regard to advocating for tourism in Palm Beach County. The first is to work with affiliated agencies each year to determine State and local legislative agendas, including staging annual planning sessions, voting on primarily important issues, and directly engaging affiliated agencies to deploy their resources to mutually support or oppose measures. Additionally, the TDC wants to develop a stronger voice in representing the County's visitor economy. Their goals include clear articulation of the opportunities that the Tourism industry and TDC possess in advancing financial and social inclusion of previously unengaged members of the community, and scheduling of regular appearances at Board of County Commissioner meetings to discuss successes, opportunities and needs of the affiliated agencies. The Tourism Master Plan should align with these objectives by including strategies for additional community outreach that highlight how tourism can benefit local economies and enhance quality of life. Additionally, stronger advocacy efforts, including regular updates to the Board of County Commissioners, will help ensure that tourism-related policies and initiatives receive the necessary support to drive growth and inclusivity.

The TDC is also analyzing opportunities to develop an ambassador program for residents that would encourage them to invite friends, relatives and other groups to visit, meet and compete in the County. To accomplish this, the TDC looks to make the Discover the Palm Beaches' calendar of events the go-to resource for all residents looking for leisure activities/experiences in the County. Consideration has also been given to the development of a program to incentivize all residents to encourage associations and sports teams with which they are affiliated to bring their events to Palm Beach County. To align with these objectives, the Tourism Master Plan should explore the opportunity to develop a community-driven Ambassador program that empowers residents to actively promote Palm Beach County as a destination for leisure and events. Additionally, positioning Discover the Palm Beaches' calendar of events as a key resource could facilitate local participation in leisure activities, an area in which stakeholder interviews indicate the County is currently challenged.

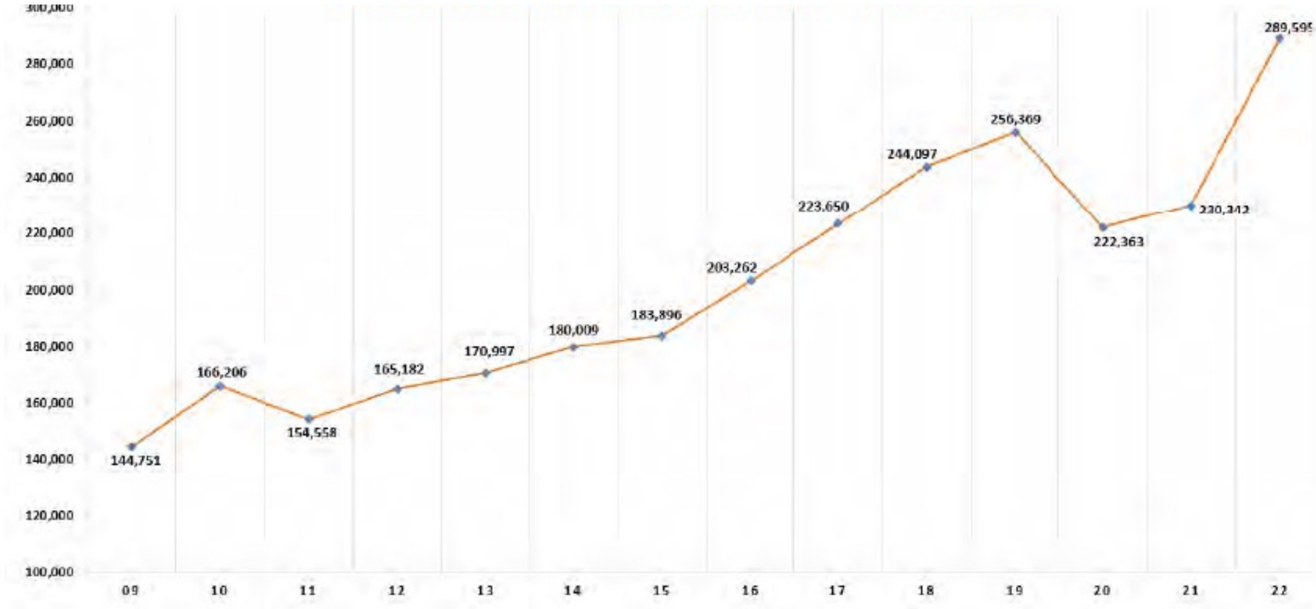
Another key objective of the TDC 2022-2024 Strategic Plan is the development of iconic festivals and events, specifically during the Summer and Autumn offseason. Tactics to accomplish this goal include the development of a Foundation to attract philanthropic investment into the expansion or development of events and festivals that highlight the culture of Palm Beach County, identification of funding opportunities to secure large-scale nationally televised events, identification of existing events with potential to become nationally recognized, and elevation of historically diverse events to mainstream status. The importance of developing iconic festivals and events should be incorporated into the Tourism Master Plan, as they have the potential to enhance the county's cultural tourism appeal while driving economic growth during off-peak seasons.

As part of the TDC's goal to strengthen the collaboration of its affiliated agencies, the Strategic Plan suggests the development of a "Perfect Week" festival. This potential event would target an existing shoulder season event from which to build out a seven-to-10-day festival that involves all of the affiliated TDC agencies' destination assets. Specific strategies include engaging the airport and area hotels to develop packages which create an immersive experience from arrival to departure and development of a QR code (which could be placed anywhere from bar coasters to facility signage) to drive visitors to explore every asset of Palm Brach County. The Master Plan should further explore the "Perfect Week" concept, which would promote the County's diverse assets and introducing tourists to a wider variety of areas in Palm Beach County.

# SPORTS COMMISSION MARKETING PLAN FY23

The County Film and Television Commission FY23 Marketing Plan outlines strategies to grow sports tourism, focusing on youth sports, off-season events, and expanding diverse offerings like golf, racquet sports, and equestrian competitions. It highlights the economic impact of sports tourism and emphasizes the need for continued infrastructure development and inclusivity in event programming.

## SPORTS COMMISSION ROOM NIGHT PRODUCTION




The Sports Commission highlights recruiting and developing events during the summer, a time of year where hotel occupancy rates are traditionally at their lowest, is a primary focus of the organization. The Commission notes that the youth sports marketplace lends itself to the summer months more than any other market segment, as families are more likely to travel freely with their children during this time of year. Summer is also a time when events tailored for Florida athletes thrive. As a dominant state for sports, Florida is home to an impressive array of state sports associations and governing bodies, offering a variety of sports events and activities that drive market tourism. Tournaments, showcases, invitationals, qualifiers, championships, camps, and clinics with a statewide reach are abundant during the summer. The Tourism Master Plan should feature a focus on youth sports events and statewide athletic activities during the summer to boost tourism during the low-occupancy season.

The report also points to fall and early winter as a critical time for boosting hotel occupancy rates. The Palm Beach County Sports Commission is focused on placing high-impact sports events during this period, as evidenced by its success in securing major events such as the world's largest lacrosse showcase, which generated over 14,000 hotel room nights in November 2020. The Sports Commission aims to further strengthen fall sports tourism by directly marketing to sports markets with active calendars from September to January and emphasizing outdoor sports, a competitive advantage for Florida's warm climate.

The Commission is also hosting marquee events like the FIP Polo World Championship and pursuing future game-changing events, including the National Hockey Festival and US Youth Soccer Olympic Development Program, to drive new benchmarks in fall and winter sports tourism. These initiatives suggest that the Tourism Master Plan should also prioritize the fall and early winter periods, which could entail support for outdoor sports events and the acquisition of marquee events that leverage Florida's year-round climate and increase room nights during need periods.

The Palm Beach County Sports Commission is focusing on statewide events such as tournaments, showcases, and qualifiers to capitalize on the Florida drive market, especially during times of economic uncertainty. As research from Longwoods International Destination Intelligence suggests that travelers are planning fewer trips and cutting back on retail and lodging expenses due to rising gas prices, these drive-market events are becoming increasingly vital. With lower cost structures and fewer travel days involved, drive-market events tend to be more resilient during challenging economic periods. Given the potential for recessionary periods to occur in the United States, the Tourism Master Plan should consider support for and expansion of more local/regional events to ensure steady participation and mitigate the impact of reduced long-distance travel during times of economic downturn.

The Palm Beach County Sports Commission is continuing to strengthen its partnership with CONCACAF, one of FIFA's six continental confederations, which oversees soccer development and competitions across 41 nations. This collaboration has already brought national teams from countries like Bermuda, Guatemala, and Trinidad & Tobago to Palm Beach County for 10-day training camps ahead of major events such as the CONCACAF Gold Cup. By hosting these training camps at facilities like The Gardens North County District Park, the Sports Commission is positioning Palm Beach County as a premier training destination. The Tourism Master Plan should aim to build on this partnership, attracting more teams and events, which would enhance Palm Beach's international profile and further boost tourism through sports.

The Palm Beach County Sports Commission is in discussions with the English Premier League, the world's most-watched sports league, to host training camps and exhibition games with its professional clubs. Strong leads have been established with clubs like Wolverhampton Wanderers, which is considering hosting a training camp and potentially an exhibition game at FAU Stadium. In addition, Liverpool FC has partnered with the Palm Beach Soccer Academy, bringing Liverpool's brand and training expertise to local youth soccer players. The Palm Beach County Sports Commission's efforts to establish connections with the English Premier League present a unique opportunity for the Tourism Master Plan - securing training camps and exhibition games with world-renowned clubs can significantly elevate Palm Beach County's international profile, attracting soccer fans, tourists, and media attention from across the globe. Additionally, partnerships can generate year-round youth soccer tournaments and camps, further boosting local tourism through sports and increasing hotel room nights.

The Palm Beach County Sports Commission recognizes the county's 47 miles of beaches as a prime asset for attracting significant beach sports tourism, positioning it as a top destination for international beach tennis and volleyball events. In addition to major beach sporting events which are already held in the County, such as the International Tennis Federation's Beach Tennis World Tour, the Commission is actively pursuing additional amateur, collegiate, regional, and international beach sporting events.

Hosting these events not only brings international competitors, generating longer stays and greater tourism impact, but it also elevates Palm Beach County's standing on the world stage. For the Tourism Master Plan, leveraging these natural assets for high-profile beach sports will help increase visitation, room nights, and Palm Beach County's reputation as a premier sports tourism destination.

The Palm Beach County Sports Commission, in collaboration with the Village of Wellington, is working to synchronize the operations of Wellington's 56 private polo fields — the single largest concentration in the U.S.—to create opportunities for hosting regional and national polo events. These fields are also equivalent to 336 rectangle fields and could be better leveraged as multipurpose fields. Through partnerships with private venue operators, this initiative aims to strengthen relationships and generate additional revenue for operators while repurposing polo fields for various sports tourism-related events. The Tourism Master Plan should incorporate this strategy, as utilizing these expansive polo facilities can diversify the county's sports tourism offerings and boost year-round visitation by attracting new events to the Wellington area.

The County Sports Commission also conducted a data-driven analysis of sports event planners, as seen in the graphic below. These individuals are overwhelmingly male (60.9 percent), and favor overall cost, good past experience with the destination, safety and incentive packages in their destination selection process. They also primarily use general internet searches, Sports Commission contacts, and word of mouth for their destination research. Slightly over half (54.7 percent) of planners will not select a destination until they tour it in person first. The Tourism Master Plan should consider the importance of tailored marketing efforts and destination incentives to meet the specific preferences of these sports event owners. Strategies to facilitate familiarization tours and provide strong, competitive incentive packages to attract event planners and secure more sports tourism business for Palm Beach County should also be incorporated.

## DEMOGRAPHICS

Male – ***60.9%***

Female – ***34.4%***

Grad School – ***42.2%***

College Grad – ***46.9%***

Mean Age – ***46.8***

## MOST IMPORTANT DESTINATION ATTRIBUTES

### TO THE DESTINATION SELECTION PROCESS

1. Overall Cost ***(90.6%)***
2. Good past experience with destination ***(85.9%)***
3. Safety ***(85.9%)***
4. Incentive packages offered by the Sports Commission ***(84.4%)***
5. Geographic location ***(78.1%)***
6. Hotels – Rates ***(75.0%)***
7. Hotels – Quality ***(75.0%)***
8. Distance of hotel to sporting facilities ***(71.9%)***

## TOP RESOURCES USED FOR DESTINATION RESEARCH

General Internet Search ***(60.9%)***

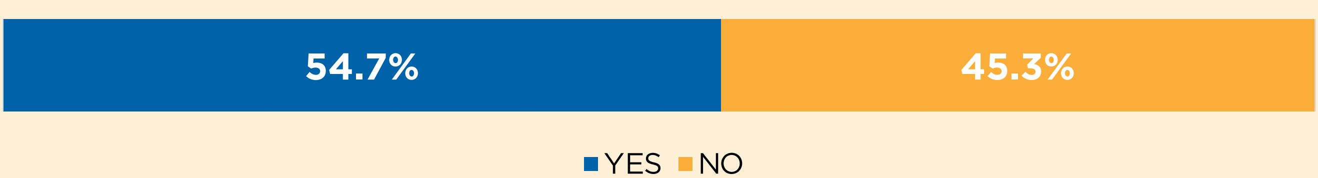
Contact at Sports Commission ***(48.4%)***

Word of Mouth ***(45.3%)***

Sports Commission Website ***(42.2%)***

FAM Tours ***(37.5%)***

## WILL NOT SELECT DESTINATION UNLESS THEY TOUR IT IN PERSON FIRST



# SPORTS COMMISSION MARKETING PLAN – EXECUTIVE SUMMARY FY24

The Palm Beach Sports Commission recently prepared an executive summary for the FY24 Marketing Plan, which outlines the Commission's strategy to position Palm Beach County as a premier sports tourism destination, one that is focused on year-round event recruitment and sports infrastructure development. The plan emphasizes expanding sports tourism during off-seasons, targeting the Florida drive market, and leveraging international events like the 2024 Olympics to boost economic impact.

The Plan notes that in 2024, a focus of the Commission was pursuit of international events such as Olympic qualifiers and training camps to capitalize on higher international sports interest associated with the 2024 Olympics. In considering the next 10 to 20 years of tourism in Palm Beach, the Master Plan should consider the enhancement of infrastructure and marketing to attract international sports events during times of high interest (future Olympics, international tournaments like the World Cup, etc.). Hosting qualifiers and training camps associated with these world renowned, highly visible sports tournaments/events could elevate Palm Beach County as a premier destination for global sports, and potentially position it to win even larger bids for international, highly attended professional sporting events in the future.

According to the Executive Summary, the Sports Commission will contract with a creative agency to enhance marketing efforts and elevate brand presence in 2024 and beyond. The Commission selected Zimmerman Agency as the agency of record for FY24, a relationship which creates significate synergies – Zimmerman also serves as the Agency of Record for The Palm Beaches. The contracting of a creative agency presents an opportunity for the Commission to create specialized and impactful content to reach a wider audience; a creative agency can also craft compelling campaigns that effectively communicate the unique sports offerings and venues of Palm Beach County. The Master Plan should align with this rebranding effort, supporting the promotion of Palm Beach County as a top-tier sports destination.

Another key Tourism Master Plan consideration is the Commission's focus on spectator-driven sporting events as potentially significant drivers of sports tourism. The Commission will actively promote spectator sporting events to national and drive-in markets. They note that increased attendance not only enhances the overall spectator experience but also generates substantial economic profit, and further showcases Palm Beach as a premier sports destination. Growth in attendance could also foster the development of large spectator sporting venues which could attract larger professional or collegiate spectator sporting events and further solidify the County's reputation as sports hub. The Master Plan should highlight increased marketing efforts for spectator events, particularly those with national and regional appeal, to boost tourism and economic impact. It should also consider the impact of increased attendance on the potential for new sporting facilities/venues in the County.

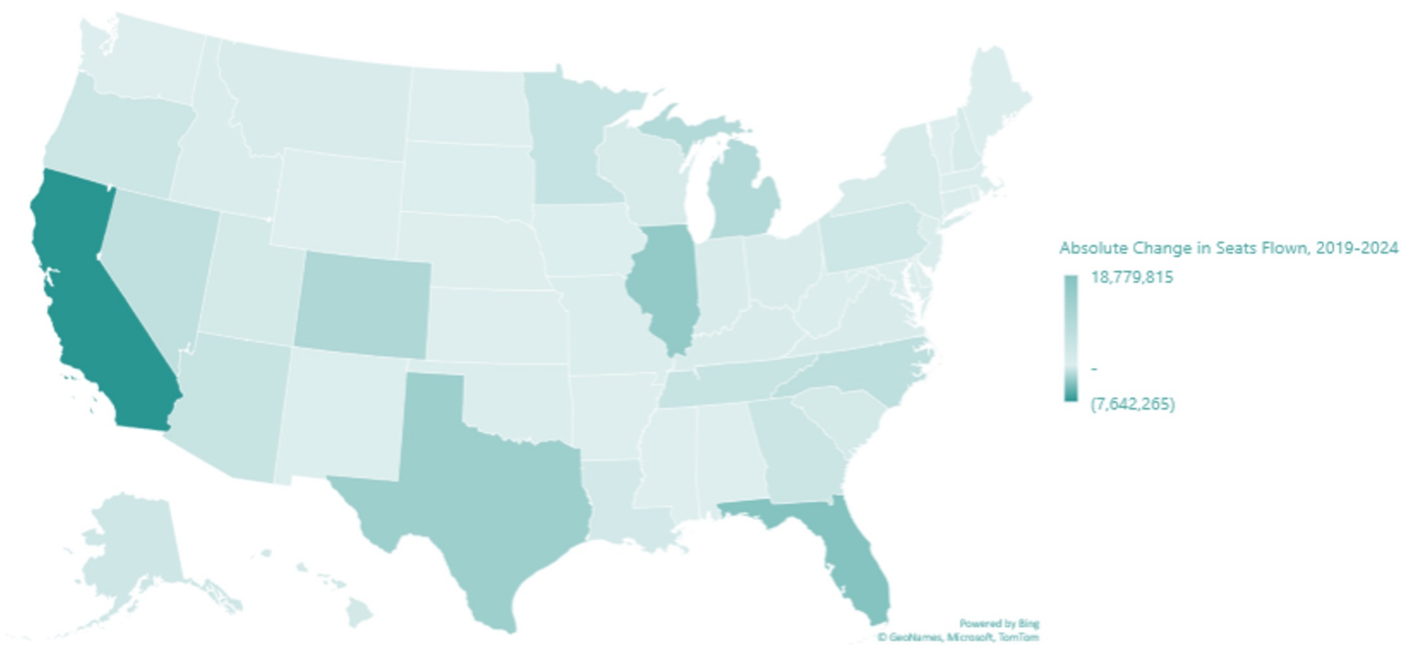
## VISIT FLORIDA 'A BRAND CALLED FLORIDA' PRESENTATION

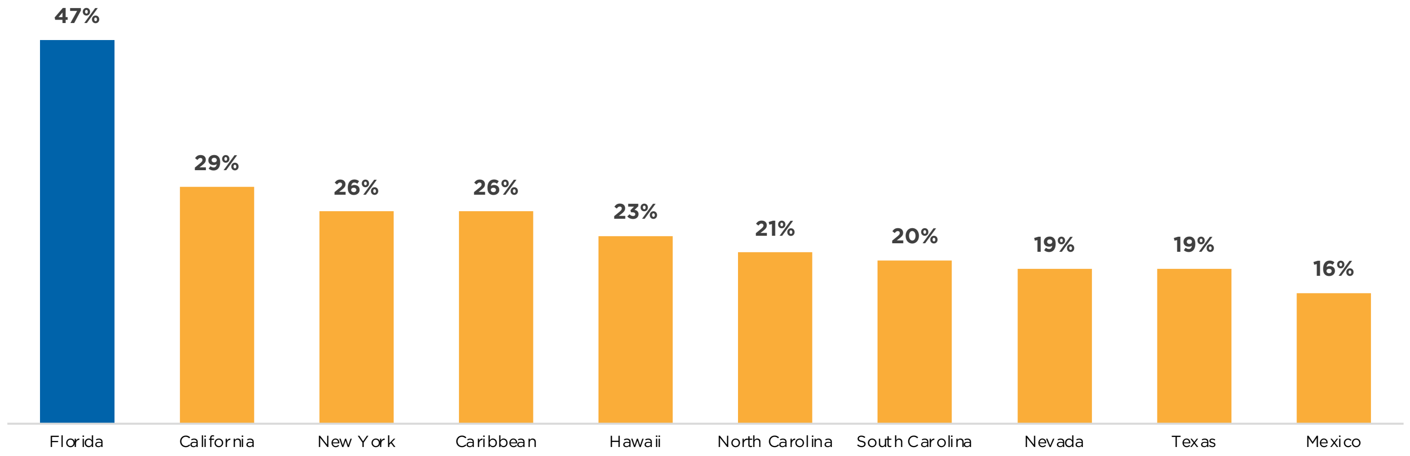
Visit Florida has prepared a presentation which provides an analysis of post-pandemic travel trends, highlighting the growing importance of sustainability, affordability, and targeting key demographics such as Millennials, Gen Z, and family travelers. The presentation also emphasizes the need for Florida destinations to adapt to economic pressures, promote cultural and outdoor experiences, and leverage the State's strong tourism brand to attract a diverse visitor base.

The State of Florida has emerged as a top tourism destination in the wake of the pandemic. As seen in the graphic above, Florida's change in U.S. Domestic Airlift Capacity between 2019 and 2024 is higher than other states. Visit Florida has also implemented an integrated marketing effectiveness study, a process comprised of 1,000 monthly surveys of domestic markets where Visit Florida allocates most of its marketing funds. The results show that Visit Florida has been effective in positioning Florida as an attractive destination. Forty-seven (47) percent of respondents indicated they would consider traveling to Florida in the next 24 months, while the next highest scoring destination (California) received a significantly lower 29 percent positive response rate. With regard to the Tourism Master Plan, it will be important to align marketing strategies with Visit Florida's successful campaigns to further boost visibility and capitalize on the high intent of travelers to visit the state and ensure that Palm Beach County stands out among Florida's diverse destination options.

### CHANGE IN U.S. DOMESTIC AIRLIFT CAPACITY POST-PANDEMIC

NEW AIRLINE SEATS FLOWN BY STATE, 2024 VS. 2019

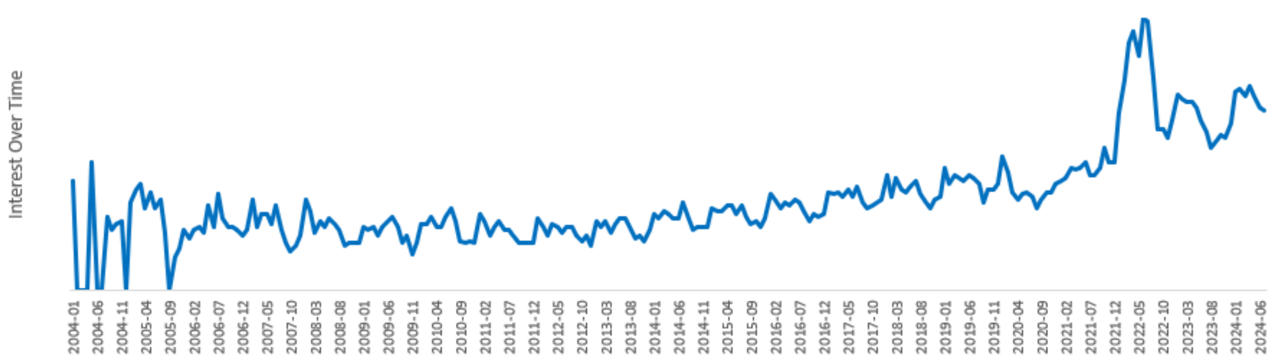




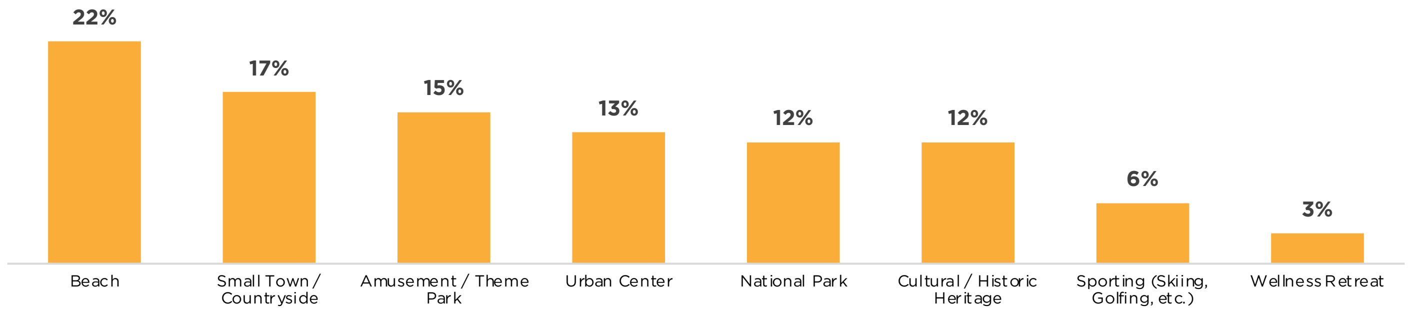

Family travel has remained robust post-pandemic; after a surge in 2021-2022, interest has remained elevated in 2023-2024. Families are more focused on scenic retreats like beaches and small towns and countryside's than they are urban adventures. Palm Beach County should further develop and market its natural assets to capture this segment, emphasizing environmentally conscious tourism to attract families seeking both relaxation and eco-friendly adventures; Belle Glade and other west-lying municipalities in Palm Beach County present an opportunity to further develop unique outdoor experiences which align with the growing preference for scenic and sustainable family travel.

## FAMILY TRAVEL PEAKED POST-COVID IN 2022 AND HAS REMAINED ELEVATED SINCE

SEARCH INTEREST IN 'TRAVEL WITH FAMILY' SINCE 2004

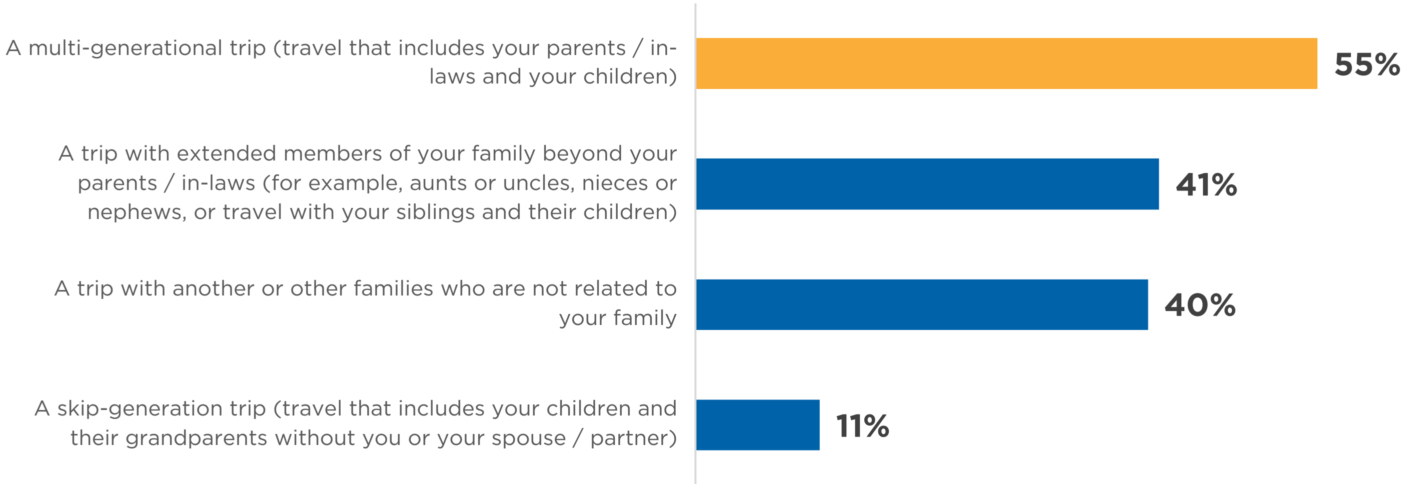



## FAMILIES FAVOR RELAXED AND SCENIC SPOTS OVER URBAN AREAS



Multi-generational trips, those which include both parents/in-laws and children, were notably popular amongst survey respondents. Fifty-five percent indicated that they expect to plan a multi-generational trip in the next 12 months. The Tourism Master Plan should prioritize developing attractions, accommodations, and experiences that cater to various age groups. This could include creating family-friendly attractions with intergenerational activities, offering accessible outdoor adventures, and promoting cultural and educational experiences that appeal to both children and seniors. Additionally, the plan could incorporate resort stays, multi-bedroom vacation rentals, all-inclusive packages, and special group pricing to attract these extended family units, ensuring that the destination accommodates their diverse needs.

## MORE THAN HALF FAMILY TRIPS EXPECTED TO BE MULTI-GENERATIONAL TRIPS IN THE COMING 12 MONTHS



# B.) CSL RESEARCH AND ANALYSIS

## ACCOMMODATIONS INVENTORY

Analyzing the size, availability, and location of hotels is crucial to planning future tourism strategies. The following exhibits and tables detail existing, in-development, and planned hotels and motels in Palm Beach County. The first three tables (sorted by room count, then type) include open hotels, followed by in-development/redevelopment hotels, planned/proposed hotels, and open motels. A color-coded legend can be found below these tables, highlighting the property and room counts associated with each lodging type.

| COUNT | ATTRACTION | ROOM COUNT |
|---|---|---|
| 1 | The Boca Raton | 1047 |
| 2 | Breakers Hotel, The | 540 |
| 3 | Hilton West Palm Beach | 400 |
| 4 | PGA National Resort & Spa | 370 |
| 5 | Marriott,West Palm Beach | 352 |
| 6 | Eau Palm Beach Resort & Spa | 310 |
| 7 | Doubletree Palm Beach Gardens | 279 |
| 8 | Palm Beach Gardens Marriott | 279 |
| 9 | Opal Grand | 269 |
| 10 | Embassy Suites Boca Raton | 263 |
| 11 | Palm Beach Shores Resort & Vacation Villas | 260 |
| 12 | Marriott at Boca Center, Boca Raton | 256 |
| 13 | Palm Beach Airport Hilton Hotel | 245 |
| 14 | Hilton Singer Island Oceanfront/Palm Beaches | 223 |
| 15 | AKA West Palm Beach | 215 |
| 16 | Four Seasons Resort Palm Beach | 210 |
| 17 | Autograph Collection The Ben | 208 |
| 18 | Hyatt Place Boca Raton Downtown | 200 |
| 19 | Hilton Suites Boca Raton | 199 |
| 20 | Holiday Inn-Palm Beach Airport | 199 |
| 21 | Embassy Suites West Palm Beach Central | 195 |
| 22 | Palm Beach Marriott Singer Island Beach Resort & Spa | 191 |
| 23 | Hilton Garden Inn West Palm Beach I 95 Outlets | 190 |
| 24 | Renaissance Boca Raton Hotel | 189 |
| 25 | Holiday Inn & Suites Boca Raton North | 180 |
| 26 | Wyndham Jupiter | 179 |
| 27 | Doubletree Hotel West Palm Beach Airport | 175 |
| 28 | Hilton Garden Inn Palm Beach Garden | 175 |
| 29 | Courtyard Boynton Beach | 170 |
| 30 | Hyatt Place West Palm Beach/Downtown | 165 |
| 31 | Hampton Inn & Suites Boynton Beach | 164 |
| 32 | Seagate Hotel & Spa, The | 162 |
| 33 | Palm Beach Gardens Embassy Suites | 160 |
| 34 | Residence Inn West Palm Beach Downtown City Place | 152 |
| 35 | Sonesta Select Boca Raton | 152 |
| 36 | Canopy by Hilton West Palm Beach Downtown | 150 |
| 37 | Courtyard Delray Beach | 150 |
| 38 | Courtyard West Palm Beach | 149 |
| 39 | Hilton Garden Inn Boca Raton | 149 |
| 40 | Springhill Suites Boca Raton | 146 |
| 41 | Hampton Inn by Hilton Delray Beach | 143 |
| 42 | The Ray Hotel Delray Beach, Curio Collection by Hilton | 141 |
| 43 | DoubleTree Waterstone Resort & Marina Boca Raton | 139 |
| 44 | Studio 6 West Palm Beach #6026 | 137 |
| 45 | Stay Inn Palm Beach aiport | 135 |
| 46 | Hyatt Place Delray Beach | 134 |
| 47 | Tideline Ocean Resort & Spa | 134 |
| 48 | Residence Inn Delray Beach | 131 |
| 49 | Springhill Suites West Palm Beach | 130 |
| 50 | Red Roof Inn #7227 | 129 |
| 51 | Courtyard Palm Beach Jupiter | 128 |
| 52 | Extended Stay America Lake Worth Beach | 124 |
| 53 | aloft Hotel Delray Beach | 122 |
| 54 | Hampton Inn & Suites Wellington | 122 |
| 55 | Residence Inn Palm Beach Gardens | 122 |
| 56 | Home2 Suites by Hilton West Palm Beach Airport | 120 |
| 57 | Residence Inn Boca Raton | 120 |
| 58 | Fairfield Inn & Suites by Marriott Boca Raton | 119 |
| 59 | Hampton Inn Palm Beach Gardens | 116 |
| 60 | Marriott TownePlace Suites | 116 |
| 61 | Homewood Suites By Hilton West Palm Beach | 114 |
| 62 | Hawthorn Suites By Wyndham | 112 |
| 63 | Fairfield Inn & Suites by Mariott Jupiter | 110 |
| 64 | Hampton Inn West Palm Beach Florida Turnpike | 110 |
| 65 | Holiday Inn Express Oceanview Juno Beach | 108 |
| 66 | Fairfield Inn & Suites Wellington West Palm Beach | 107 |
| 67 | Hampton Inn West Palm Beach Central Airport | 105 |

| COUNT | ATTRACTION | ROOM COUNT |
|---|---|---|
| 68 | Hampton Inn West Palm Beach- Lake Worth-Turnpike | 104 |
| 69 | Courtyard West Palm Beach Airport | 103 |
| 70 | La Quinta Inns & Suites West Palm Beach I-95 | 103 |
| 71 | Hilton Garden Inn West Palm Beach Airport | 100 |
| 72 | The Inn @ Boynton Beach | 100 |
| 73 | Fairfield Inn & Suites Palm Beach | 98 |
| 74 | Fairfield Inn & Suites Delray Beach | 95 |
| 75 | Boca Raton Plaza Hotel & Suites | 94 |
| 76 | Hampton Inn Boca Raton | 94 |
| 77 | Homewood Suites By Hilton Palm Beach Gardens | 94 |
| 78 | Holiday Inn Express & Suites Boynton Beach West | 92 |
| 79 | Towneplace Suites | 91 |
| 80 | Ambassador Hotel | 90 |
| 81 | Best Western Plus Palm Beach Gardens Hotel & Suites | 90 |
| 82 | Colony Hotel Palm Beach, The | 90 |
| 83 | Hampton Inn Jupiter / Juno Beach | 90 |
| 84 | Residence Inn West Palm Beach | 78 |
| 85 | Extended Stay DeluxeWest Palm Beach-Northpoint | 73 |
| 86 | Brazilian Court Hotel & Beach Club, The | 72 |
| 87 | Colony Hotel & Cabana Club , The | 70 |
| 88 | Holiday Inn Express Hotels & Suites West Palm Beach | 70 |
| 89 | Comfort Inn & Suites Jupiter | 69 |
| 90 | Holiday Inn Express & Suites Lantana | 62 |
| 91 | Comfort Inn & Suites Lantana | 60 |
| 92 | Chesterfield Palm Beach, The | 52 |
| 93 | Hotel Biba and Biba Bar | 40 |
| 94 | Bradley Park Hotel | 31 |
| 95 | Evernia Hotel | 30 |
| 96 | Sands Hotel | 30 |
| 97 | Crane's Beachhouse Hotel & Tiki Bar | 27 |
| 98 | Hunters Run Lodge | 17 |
| 99 | Frenchman's Reserve C.C. Spa Hotel | 6 |
| 100 | One West Palm Beach | 201 |
| 101 | Mandarin Oriental Boca Raton | 164 |
| 102 | Amrit Ocean Resort & Residences | 155 |
| 103 | Holiday Inn Lake Worth Beach FL | 110 |
| 104 | The Palm House Hotel | 90 |
| 105 | The Vineta Hotel Palm Beach | 53 |
| 106 | Sundy House | 12 |
| 107 | Hilton West Palm Beach Rosemary Ave | 400 |
| 108 | Drury Plaza (fomerly Loehmann's) | 292 |
| 109 | Mizner Plaza Hotel | 266 |
| 110 | Nora District Hotel | 201 |
| 111 | Aloft Downtown Palm Beach Gardens | 174 |
| 112 | Compass by Margaritaville Riviera Beach Marina | 150 |
| 113 | Hotel Indigo West Palm Beach Downtown | 146 |
| 114 | Royal Palm Place Hotel | 144 |
| 115 | BRIC Campus Hotel | 140 |
| 116 | The Gulfstream Hotel | 140 |
| 117 | Tribute Portfolio West Palm Beach Downtown | 130 |
| 118 | Homewood Suites by Hilton Boca Raton | 124 |
| 119 | WoodSpring Suites Palm Springs, FL | 122 |
| 120 | SpringHill Suites By Marriott Palm Beach Jupiter | 120 |
| 121 | Everhome Suites West Palm Beach | 114 |
| 122 | Holiday Inn Express West Palm Beach Airport | 110 |
| 123 | Mr C Hotel & Residences West Palm Beach | 110 |
| 124 | SpringHill Suites by Marriott Royal Palm Beach | 108 |
| 125 | Transit Village Hotel | 108 |
| 126 | Wellington Market Equestrian Hotel | 100 |
| 127 | Wyndham Garden Hotel - Boca Raton | 184 |
| 128 | Jupiter Beach Resort & Spa | 168 |
| 129 | Ramada West Palm Beach | 162 |
| 130 | Motel 6 Lantana | 154 |
| 131 | Best Western Palm Beach Lakes | 135 |
| 132 | Super 8 Lantana | 125 |
| 133 | Intown Suites Military Trail | 121 |
| 134 | Okeechobee Inn | 119 |

| COUNT | ATTRACTION | ROOM COUNT |
|---|---|---|
| 135 | Motel 6 Riviera Beach | 116 |
| 136 | Extended Stay America Boca Raton | 115 |
| 137 | La Quinta Inn - West Palm Beach-City Place | 114 |
| 138 | Delray Sands Resort | 113 |
| 139 | Royal Inn of Royal Palm Beach | 111 |
| 140 | Homing Inn | 104 |
| 141 | La Quinta Inn Jupiter | 101 |
| 142 | Super 8 North Palm Beach | 100 |
| 143 | Super 8 Riviera Beach-West Palm Beach | 100 |
| 144 | Holiday Inn Express Boca Raton | 97 |
| 145 | Inn Of America- Palm Beach Gardens | 95 |
| 146 | Best Western University Inn | 90 |
| 147 | Best Western Intracoastal Inn Jupiter | 52 |
| 148 | Horizon Inn & Suites Belle Glade | 52 |
| 149 | Boca Raton's Boca Inn | 50 |
| 150 | Quality Inn Boca Raton | 48 |
| 151 | Queens Lodge Motel Apartments | 35 |
| 152 | New Sun Gate Motel | 33 |
| 153 | Sailfish Marina Resort | 31 |
| 154 | HOLIDAY HOUSE MOTEL | 30 |
| 155 | Aqua Motel | 28 |
| 156 | Sunland Motel | 27 |
| 157 | Parkview Motor Lodge | 26 |
| 158 | Travelers Motor Lodge | 26 |
| 159 | Golden Sands Inn | 24 |
| 160 | Paul's Motel | 24 |
| 161 | Travel Inn Of Riviera | 24 |
| 162 | Treetops Motel | 23 |
| 163 | Scandia Lodge | 22 |
| 164 | Sunny Palm Inn | 22 |
| 165 | Southern Pines Motel | 20 |
| 166 | Stay Inn Motel | 20 |
| 167 | El Patio Motel | 19 |
| 168 | Ixora Motel | 19 |
| 169 | Relax Inn | 19 |
| 170 | Sunshine Inn | 19 |
| 171 | Budget Inn Lake Worth | 18 |
| 172 | Dutchman Motor Lodge | 18 |
| 173 | Ocean Lodge Motel | 18 |
| 174 | Budget Inn of Delray Beach | 17 |
| 175 | Caribbean Villas Motel | 17 |
| 176 | Lago Motor Inn | 17 |
| 177 | Economy Inn | 16 |
| 178 | Congress Motel And Apartments | 15 |
| 179 | Economy Inn Lake Worth | 15 |
| 180 | Helen Apartments & Motel | 15 |
| 181 | Southgate Motel Lake Worth | 15 |
| 182 | Tiki Hut Motel | 15 |
| 183 | Apollo Inn | 14 |
| 184 | Sea Grape Motel Apartments | 14 |
| 185 | Lisa Motel Apartments | 13 |
| 186 | Martinique Moter Lodge | 12 |
| 187 | Regency Inn | 12 |
| 188 | Starling Motel | 12 |
| 189 | FRONT ROW MOTEL | 11 |
| 190 | Barefoot Mailman Motel | 10 |
| 191 | Cynthias Motel | 10 |
| 192 | Delray Inn | 10 |
| 193 | LA DORAL | 10 |
| 194 | SEA BREEZE INN | 10 |
| 195 | TEQUESTA PALMS INN | 10 |
| 196 | WHITE HORSE MOTEL | 10 |
| 197 | Ocean Surf Motel | 9 |
| 198 | Portside On The Inlet | 9 |
| 199 | New England Motor Lodge | 8 |
| 200 | Sun N Sand Motel & Apts | 6 |
| 201 | Inlet Inn, The | 4 |

| LEGEND | CATEGORY | PROPERTY COUNT | ROOM COUNT |
|---|---|---|---|
| | Open Hotel | 99 | 15,310 |
| | In Development / Redevelopment Hotel | 7 | 785 |
| | Planned / Proposed Hotel | 20 | 3,199 |
| | Motel | 75 | 3,507 |

The chart below (left) depicts the chain scale of existing and planned hotels, including property and room counts, and the share of room count at each chain scale. The chart below (right) depicts the existing and planned hotels and motels in each PBC municipality, including property and room counts, and the share of room count in each municipality.

| HOTEL CHAIN SCALE | PROPERTY COUNT | ROOM COUNT | SHARE (ROOM COUNT) |
|---|---|---|---|
| Luxury | 15 | 3,890 | 20.2% |
| Upper Upscale | 9 | 1,337 | 6.9% |
| Upscale | 27 | 4,028 | 20.9% |
| Upper Midscale | 3 | 421 | 2.2% |
| Midscale | 30 | 3,960 | 20.5% |
| Economy | 24 | 3,018 | 15.6% |
| Not Listed | 18 | 2,640 | 13.7% |
| Luxury | 15 | 3,890 | 20.2% |
| Upper Upscale | 9 | 1,337 | 6.9% |
| Upscale | 27 | 4,028 | 20.9% |
| Upper Midscale | 3 | 421 | 2.2% |

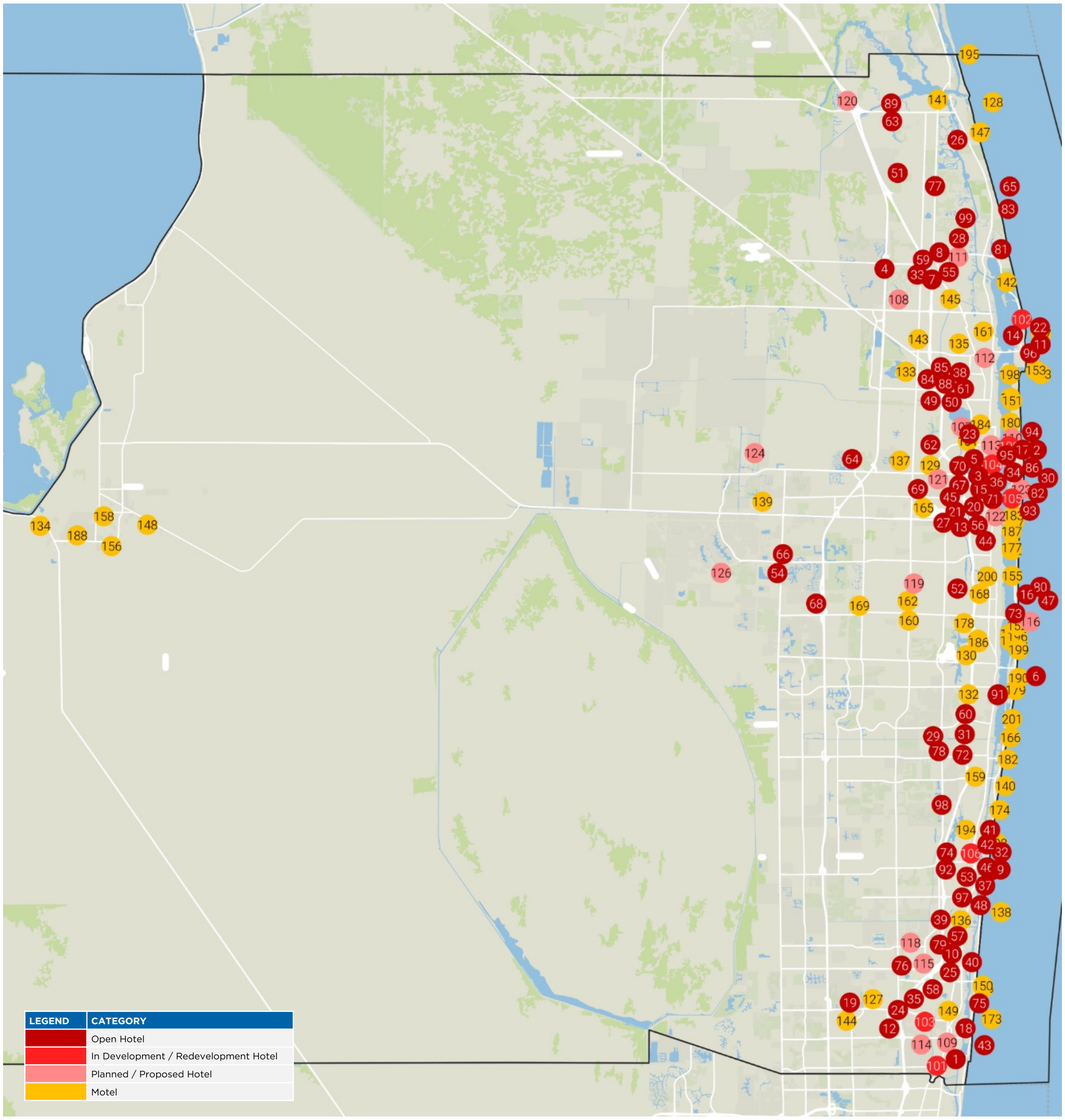
| MUNICIPALITY | PROPERTY COUNT | ROOM COUNT | SHARE (ROOM COUNT) |
|---|---|---|---|
| West Palm Beach | 58 | 7,285 | 32.0% |
| Boca Raton | 31 | 4,999 | 21.9% |
| Palm Beach Gardens | 13 | 2,252 | 9.9% |
| Delray Beach | 14 | 1,481 | 6.5% |
| Palm Beach | 9 | 1,317 | 5.8% |
| Riviera Beach | 11 | 1,003 | 4.4% |
| Boynton Beach | 11 | 826 | 3.6% |
| Jupiter | 7 | 807 | 3.5% |
| Lantana | 8 | 744 | 3.3% |
| Lake Worth Beach | 20 | 536 | 2.4% |
| Highland Beach | 2 | 376 | 1.6% |
| Juno Beach | 3 | 298 | 1.3% |
| Wellington | 2 | 229 | 1.0% |
| Royal Palm Beach | 2 | 221 | 1.0% |
| Haverhill | 2 | 134 | 0.6% |
| South Bay | 2 | 131 | 0.6% |
| Glades | 3 | 105 | 0.5% |
| Greenacres | 2 | 47 | 0.2% |
| Tequesta | 1 | 10 | 0.0% |

The map on the following page displays the geography of each hotel/motel property, corresponding to the number on the first three lodging charts above.

Palm Beach County offers an existing 15,310 hotel rooms across 99 properties and 3,507 motel rooms across 75 properties, for a total of 18,817 open and available rooms. In the current hotel development/redevelopment pipeline, there are a total of 785 rooms comprised of seven properties, with an additional 20 planned or proposed hotels with a potential of 3,199 rooms. An example of a planned property includes the potential new Hilton property near the convention center in West Palm Beach.

These hotels cater to a significant variety of traveler types, from the highest calibers of luxury, such as The Boca Raton or the Breakers, to a notable inventory of midscale and economy-tier hotels, such as Courtyard and Doubletree properties, for price-conscious travelers.  Nearly half, 48 percent, of these hotel properties fall into a chain scale category of Upscale or higher, highlighting PBC's capability to service high-end and high-value travelers.  Approximately 36 percent of hotel rooms are classified as midscale or lower, which in addition to the 3,507 existing motel rooms, accommodate price-sensitive visitors.

As depicted in the map below and municipality chart above, a significant majority of these hotel/motel properties are located in the eastern third of the County, with only five motel properties (236 rooms, ~1.3 percent of existing lodging rooms) found in the western half of the County near Belle Glade and Pahokee.  West Palm Beach features the highest concentration of both properties (58) and room count (7,285) in the County, followed by Boca Raton (31 properties, 4,999 rooms), Palm Beach Gardens (13 properties, 2,252 rooms), and Delray Beach (14 properties, 1,481 rooms).



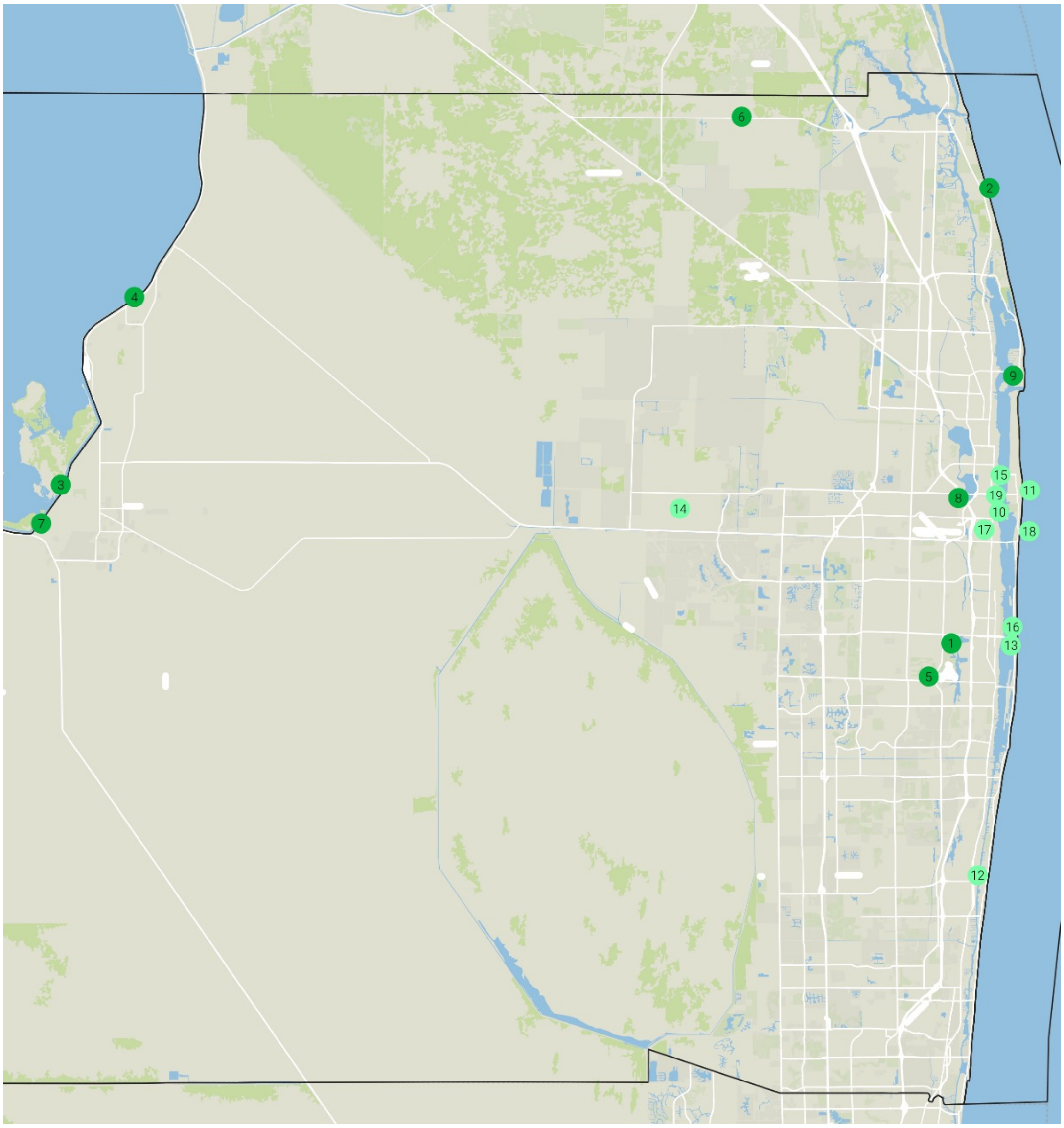

Alternative lodging properties including campgrounds, RV resorts, and bed and breakfasts, are highlighted on the following page. A total of nine campground/RV properties offer a combined 1,131 sites and 10 bed and breakfasts total 93 lodging rooms in the County.

The largest camping property, the John Prince Park Campground in Lake Worth Beach, has a total of 300 sites. Notable properties in the western half of the County include Torry Island Campground & Marina with 170 sites, Everglades Adventure RV & Sailing Resort with 118 sites, and South Bay RV Campground with 72 sites. Notably, there are no bed and breakfast properties in the Western third of the County, with most being in West Palm Beach.

| COUNT | NAME | SITE / ROOM COUNT |
|---|---|---|
| 1 | John Prince Park Campground | 300 |
| 2 | Juno Ocean Walk Rv Resort | 246 |
| 3 | Torry Island Campground & Marina | 170 |
| 4 | Everglades Adventure RV & Sailing Resort | 118 |
| 5 | Palm Beach Traveler Park | 100 |
| 6 | West Jupiter Camping Resort | 74 |
| 7 | South Bay RV Campground | 72 |
| 8 | Palm Beach Rv Park | 31 |
| 9 | Peanut Island Park & Campground | 20 |
| 10 | Casa Grandview Historic Inn Cottages & Suites B&B | 17 |
| 11 | Palm Beach Historic Inn | 13 |
| 12 | Sundy House | 13 |
| 13 | Mango Inn Bed & Breakfast | 10 |
| 14 | Southern Palm Bed & Breakfast | 8 |
| 15 | HIBISCUS HOUSE DOWNTOWN BED & BREAKFAST | 8 |
| 16 | Sabal Palm House Bed & Breakfast Inn | 7 |
| 17 | Casa Coco Private Vacation Homes | 6 |
| 18 | MAR-A-LAGO CLUB | 6 |
| 19 | Grandview Gardens Bed & Breakfast & Vacation Homes | 5 |

| LEGEND | CATEGORY | SITE / ROOM COUNT |
|---|---|---|
| | Camp / RV | 1,131 |
| | Bed & Breakfast | 93 |

| MUNICIPALITY | CAMP / RV SITE COUNT | B&B ROOM COUNT |
|---|---|---|
| Lake Worth Beach | 300 | 17 |
| Juno Beach | 246 | 0 |
| Glades | 288 | 0 |
| Lantana | 100 | 0 |
| Jupiter | 74 | 0 |
| South Bay | 72 | 0 |
| West Palm Beach | 31 | 36 |
| Riviera Beach | 20 | 0 |
| Palm Beach | 0 | 19 |
| Delray Beach | 0 | 13 |
| Loxahatchee | 0 | 8 |



# ATTRACTIONS INVENTORY

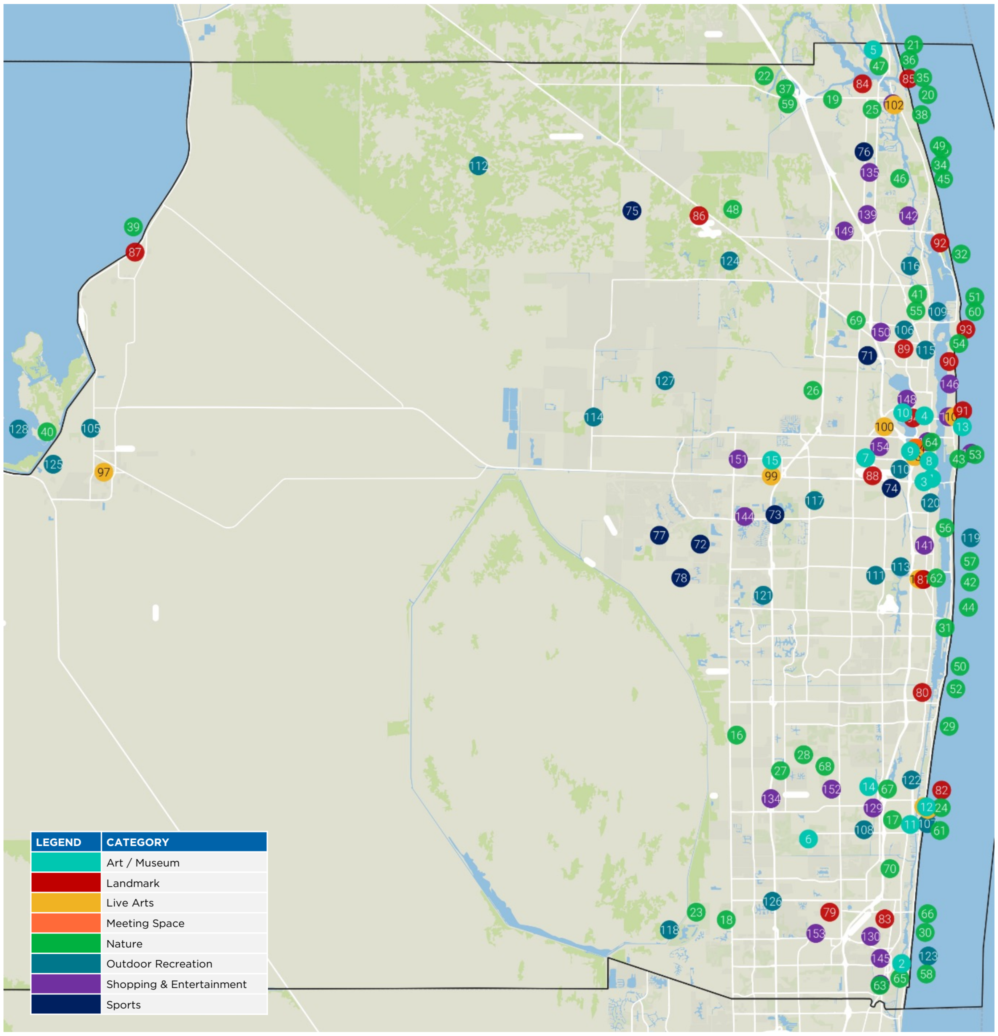
Palm Beach County's tourism identity is strongly supported by its vast quantity and variety of attractions. The primary tourism assets identified throughout Palm Beach County are displayed below and on the following page and are grouped into the following categories: Art/Museum, Landmark, Live Arts, Meeting Space, Nature, Outdoor Recreation, Shopping & Entertainment, and Sports.

| KEY | ATTRACTION |
|---|---|
| 1 | Ann Norton Sculpture Gardens |
| 2 | Boca Raton Museum of Art |
| 3 | Cox Science Center & Aquarium |
| 4 | Flagler Museum |
| 5 | Lighthouse ArtCenter |
| 6 | Morikami Museum and Japanese Gardens |
| 7 | Mounts Botanical Garden |
| 8 | Norton Museum of Art |
| 9 | Palm Beach Photographic Centre |
| 10 | PBC History Museum |
| 11 | Pineapple Grove Arts District |
| 12 | Silverball Pinball Museum |
| 13 | Society of the Four Arts |
| 14 | Spady Cultural Heritage Museum |
| 15 | Yesteryear Village |
| 16 | Arthur R. Marshall Loxahatchee National Wildlife Refuge |
| 17 | Atlantic Dunes Park |
| 18 | Burt Aaronson South County Regional Park |
| 19 | Busch Wildlife Sanctuary |
| 20 | Carlin Park |
| 21 | Coral Cove Park |
| 22 | Cypress Creek Natural Area |
| 23 | Daggerwing Nature Center |
| 24 | Delray Beach Municipal Park |
| 25 | DuBois Park |
| 26 | Grassy Waters Preserve |
| 27 | Green Cay Nature Center |
| 28 | Green Cay Wetlands |
| 29 | Gulfstream Park |
| 30 | Gumbo Limbo Nature Center |
| 31 | Hypoluxo Scrub Natural Area |
| 32 | John D. MacArthur Beach State Park |
| 33 | Juno Beach Park |
| 34 | Juno Dunes Natural Area |
| 35 | Jupiter Beach Park |
| 36 | Jupiter Inlet Outstanding Natural Area |
| 37 | Jupiter Outdoor Center |
| 38 | Jupiter Ridge Natural Area |
| 39 | Lake Okeechobee |
| 40 | Lake Okeechobee Scenic Trail |
| 41 | Lake Park Scrub Natural Area |
| 42 | Lake Worth Beach Municipal Beach |
| 43 | Lake Worth Lagoon |
| 44 | Lantana Park and Public Beach |
| 45 | Loggerhead Marinelife Center |
| 46 | Loggerhead Park |
| 47 | Loxahatchee River |
| 48 | Loxahatchee Slough Natural Area |
| 49 | Ocean Cay Park |
| 50 | Ocean Inlet Park |
| 51 | Ocean Reef Park |
| 52 | Oceanfront Park |
| 53 | Palm Beach Municipal Park |
| 54 | Peanut Island Park |
| 55 | Phil Foster Park |
| 56 | Phipps Ocean Park |
| 57 | R.G. Kreusler Park |
| 58 | Red Reef Park |
| 59 | Riverbend Park - Jeaga Wildways |
| 60 | Riviera Beach Municipal Beach |
| 61 | Sandoway Discovery Center |
| 62 | Snook Islands Natural Area |
| 63 | South Beach Park |
| 64 | South Cove Natural Area |
| 65 | South Inlet Park |
| 66 | Spanish River Park |
| 67 | Veterans Park |
| 68 | Wakodahatchee Wetlands |
| 69 | Winding Waters Natural Area |
| 70 | Yamato Scrub Natural Area |
| 71 | Ballpark of The Palm Beaches |
| 72 | International Polo Club |
| 73 | Jim Brandon Equestrian Center |
| 74 | National Croquet Center |
| 75 | PBC Shooting Range |
| 76 | Roger Dean Chevrolet Stadium |
| 77 | Wellington International |
| 78 | Wellington Equestrian Center |

| KEY | ATTRACTION |
|---|---|
| 79 | Boca Raton Airport |
| 80 | Boynton Harbor Marina |
| 81 | Cultural Council for PBC |
| 82 | Delray Beach Visitor Information Center |
| 83 | FAU |
| 84 | Jupiter Inlet Lighthouse |
| 85 | Loxahatchee River Center |
| 86 | North County Airport |
| 87 | Pahokee Marina |
| 88 | Palm Beach International Airport |
| 89 | Port of Palm Beach |
| 90 | Riviera Beach Marina |
| 91 | Royal Poinciana Place |
| 92 | Safe Harbor Marina |
| 93 | Sailfish Marina |
| 94 | Visit Palm Beach, downtown WPB |
| 95 | Armory Arts Center |
| 96 | Arts Garage Delray Beach |
| 97 | Dolly Hand Cultural Arts Center |
| 98 | IPIC Theaters |
| 99 | iTHINK Financial Amphitheatre (Coral Sky) |
| 100 | Kravis Center |
| 101 | Lake Worth Playhouse |
| 102 | Maltz Jupiter Theatre |
| 103 | Palm Beach Dramaworks |
| 104 | PBC Convention Center |
| 105 | Belle Glade Municipal Golf Club |
| 106 | Blue Heron Bridge diving |
| 107 | Delray Beach Arts Trail |
| 108 | Delray Beach Childrens Garden |
| 109 | Diving at Blue Heron Bridge |
| 110 | Drive Shack |
| 111 | John Prince Golf Learning Center |
| 112 | JW Corbett Wildlife Management Area camping |
| 113 | Lake Worth Beach Golf Club |
| 114 | Lion Country Safari |
| 115 | Manatee Lagoon |
| 116 | North Palm Beach Country Club |
| 117 | Okeeheelee Golf Course |
| 118 | Osprey Point Golf Course |
| 119 | Palm Beach Par 3 |
| 120 | Palm Beach Zoo |
| 121 | Park Ridge Golf Course |
| 122 | Putt'n Around |
| 123 | Red Reef Executive Golf Course |
| 124 | Sandhill Crane Golf Club |
| 125 | South Bay RV Campground |
| 126 | Southwinds Golf Course |
| 127 | Swank Farms & Special Events |
| 128 | Torry Island |
| 129 | Atlantic Avenue |
| 130 | Boomer's Family Recreation Center |
| 131 | CityPlace WPB |
| 132 | Clematis Street WPB |
| 133 | Delray Beach Market |
| 134 | Delray Marketplace |
| 135 | Downtown Abacoa |
| 136 | Downtown Boca Raton |
| 137 | Downtown Delray Beach |
| 138 | Downtown Lake Worth Beach |
| 139 | Downtown Palm Beach Gardens |
| 140 | Downtown West Palm Beach |
| 141 | Fun Depot |
| 142 | Gardens Mall |
| 143 | Harbourside Place |
| 144 | Mall at Wellington Green |
| 145 | Mizner Park |
| 146 | Northwood District WPB |
| 147 | Old School Square |
| 148 | Palm Beach Outlets |
| 149 | PGA Commons |
| 150 | Rapids Water Park |
| 151 | South Florida Fair |
| 152 | The Girl's Strawberry U-Pick |
| 153 | Town Center at Boca Raton |
| 154 | Warehouse District WPB |
| 155 | Worth Avenue |

| LEGEND | CATEGORY | COUNT | SHARE |
|---|---|---|---|
| | Art / Museum | 15 | 9.7% |
| | Landmark | 16 | 10.3% |
| | Live Arts | 9 | 5.8% |
| | Meeting Space | 1 | 0.6% |
| | Nature | 55 | 35.5% |
| | Outdoor Recreation | 24 | 15.5% |
| | Shopping & Entertainment | 27 | 17.4% |
| | Sports | 8 | 5.2% |

| MUNICIPALITY | COUNT | SHARE |
|---|---|---|
| West Palm Beach | 27 | 19% |
| Unincorporated | 19 | 14% |
| Delray Beach | 19 | 14% |
| Boca Raton | 13 | 9% |
| Jupiter | 12 | 9% |
| Riviera Beach | 10 | 7% |
| Palm Beach | 9 | 6% |
| North Palm Beach & Juno Beach | 7 | 5% |
| Lake Worth Beach | 6 | 4% |
| Belle Glade | 5 | 4% |
| Tequesta | 4 | 3% |
| Boynton Beach | 3 | 2% |
| Royal Palm Beach | 3 | 2% |
| Pahokee | 1 | 1% |
| Haverhill | 1 | 1% |
| Atlantis/Lantana/Hypoluxo/Manalapan | 1 | 1% |




CSL utilized a list of 155 primary attractions provided by Discover the Palm Beaches to analyze the existing attraction inventory of Palm Beach County. In early July of 2024, CSL toured 75 of these attractions and viewed many more in passing.

Of 155 observed attractions, 35.5 percent fall into the Nature category, including key ecotourism assets, primarily driven by the County's robust inventory of beaches, but also including natural areas, parks, and nature centers. This is followed by Shopping & Entertainment with 27 attractions comprising 17.4 percent of observed attractions and includes shopping malls, mixed-use districts, and other shopping amenities. Thirdly, 24 attractions (primarily golf courses) fall under the Outdoor Recreation category, making up about 15.5 percent of observed attractions.

Arts and Culture are often lauded by PBC visitors and residents, with many referring to the destination as the "arts capital of the southeast." Combined, the categories of Art/Museum (15 attractions, 9.7 percent of observed attractions) and Live Arts (9 attractions, 5.8 percent of observed attractions) make up about 15.5 percent of analyzed attractions.

As is highlighted in the map above, most of these attractions are on the far eastern side of the County, with somewhat better dispersion compared to lodging properties previously analyzed. Per each municipality, West Palm Beach yields the highest share with 27 attractions and 19 percent of observed attractions, followed by unincorporated areas of the County (19 attractions), Delray Beach (19 attractions), and Boca Raton and Jupiter (nine attractions each).

# DEMOGRAPHIC ANALYSIS

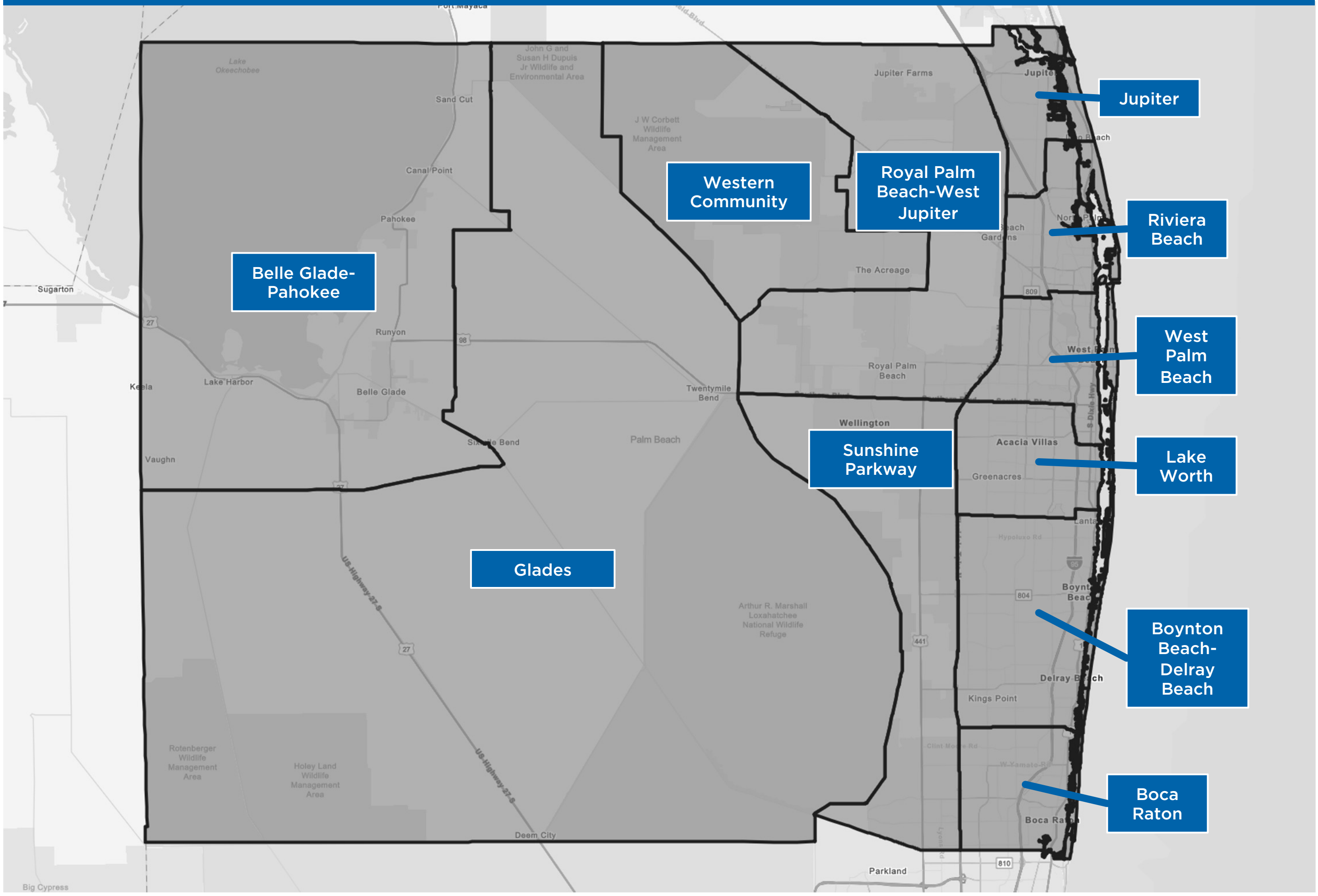
The exhibits below and on the following pages illustrate the demographic profile captured within 11 County subdivisions, Palm Beach County, the state of Florida, and US benchmarking data, sourced from ESRI.

| DEMOGRAPHIC VALUE | COUNTY SUBDIVISIONS | | | | | | PALM BEACH COUNTY | STATE OF FLORIDA | UNITED STATES |
|---|---|---|---|---|---|---|---|---|---|
| | BELLE GLADE-PAHOKEE | BOCA RATON | BOYNTON BEACH – DELRAY BEACH | GLADES | JUPITER | LAKE WORTH | | | |
| **POPULATION** | | | | | | | | | |
| 2010 Total Population | 34,209 | 126,455 | 305,058 | 517 | 82,794 | 207,253 | 1,320,134 | 18,801,310 | 308,745,538 |
| 2024 Total Population | 34,321 | 148,985 | 346,984 | 543 | 95,914 | 242,210 | 1,546,881 | 22,779,514 | 338,440,954 |
| 2029 Total Population | 34,659 | 152,101 | 353,314 | 540 | 96,153 | 246,629 | 1,583,583 | 23,862,875 | 344,873,411 |
| Annual Growth Rate (2010-2024) | 0.02% | 1.27% | 0.98% | 0.36% | 1.13% | 1.20% | 1.23% | 1.51% | 0.69% |
| Annual Growth Rate (2024-2029) | 0.20% | 0.42% | 0.36% | -0.11% | 0.05% | 0.36% | 0.47% | 0.95% | 0.38% |
| **AGE** | | | | | | | | | |
| Median Age | 35.8 | 50.2 | 52.7 | 39.9 | 48.1 | 39.6 | 45.8 | 43.5 | 39.3 |
| Population age 25 to 44 | 28.0% | 19.7% | 21.6% | 21.4% | 21.8% | 26.8% | 23.3% | 24.7% | 26.9% |
| **AGE DISTRIBUTION** | | | | | | | | | |
| Under 15 | 21.0% | 11.2% | 11.7% | 22.5% | 13.9% | 17.5% | 14.6% | 15.2% | 17.4% |
| 15 to 24 | 13.6% | 13.7% | 8.9% | 10.3% | 10.7% | 13.1% | 11.2% | 11.9% | 13.2% |
| 25 to 34 | 14.4% | 9.8% | 11.0% | 12.0% | 9.9% | 13.1% | 11.3% | 12.3% | 13.6% |
| 35 to 44 | 13.6% | 9.9% | 10.6% | 9.4% | 11.8% | 13.7% | 12.0% | 12.5% | 13.3% |
| 45 to 54 | 11.6% | 11.3% | 10.4% | 14.6% | 12.6% | 12.6% | 11.9% | 12.1% | 12.1% |
| 55 and over | 25.9% | 44.1% | 47.4% | 31.3% | 41.1% | 30.1% | 39.1% | 36.0% | 30.4% |
| **HOUSEHOLD INCOME** | | | | | | | | | |
| Median Household Income | $41,121 | $105,733 | $76,051 | $17,007 | $106,768 | $62,658 | $81,615 | $74,715 | $79,068 |
| Per Capita Income | $18,880 | $71,954 | $49,820 | $11,902 | $67,677 | $31,915 | $50,876 | $42,078 | $43,829 |
| **INCOME DISTRIBUTION** | | | | | | | | | |
| $0 to $24,999 | 36.6% | 10.9% | 14.1% | 77.6% | 8.8% | 16.1% | 13.4% | 15.0% | 14.9% |
| $25,000 to $49,999 | 19.6% | 12.4% | 17.6% | 14.9% | 11.0% | 21.2% | 15.8% | 18.3% | 16.8% |
| $50,000 to $74,999 | 16.1% | 13.4% | 17.5% | 1.2% | 13.8% | 20.9% | 16.6% | 16.9% | 15.7% |
| $75,000 to $99,999 | 12.6% | 10.7% | 14.5% | 0.0% | 13.0% | 14.8% | 13.3% | 13.6% | 12.8% |
| $100,000 to $149,999 | 8.8% | 16.4% | 16.2% | 0.0% | 17.9% | 14.8% | 16.2% | 17.2% | 17.6% |
| $150,000 or more | 6.4% | 36.3% | 20.1% | 6.3% | 35.5% | 12.2% | 24.8% | 19.1% | 22.2% |
| **POPULATION BY RACE / ETHNICITY** | | | | | | | | | |
| White/Caucasian | 13.8% | 74.7% | 60.9% | 34.3% | 77.8% | 36.9% | 55.8% | 56.5% | 60.3% |
| Black/African American | 57.7% | 4.8% | 20.0% | 43.7% | 2.4% | 17.7% | 17.7% | 15.0% | 12.5% |
| American Indian | 0.4% | 0.2% | 0.4% | 0.7% | 0.6% | 2.1% | 0.7% | 0.5% | 1.2% |
| Asian | 0.4% | 3.5% | 2.8% | 0.9% | 3.2% | 2.1% | 3.2% | 3.2% | 6.4% |
| Pacific Islander | 0.0% | 0.1% | 0.0% | 0.0% | 0.1% | 0.1% | 0.1% | 0.1% | 0.2% |
| Other Race | 12.9% | 3.8% | 5.1% | 10.1% | 4.5% | 17.5% | 7.8% | 7.6% | 8.8% |
| Two or More Races | 14.8% | 13.0% | 10.8% | 10.3% | 11.4% | 23.7% | 14.8% | 17.2% | 10.7% |
| Hispanic Origin | 33.1% | 15.8% | 16.7% | 20.4% | 16.3% | 50.7% | 24.8% | 27.6% | 19.6% |
| Diversity Index | 78.3 | 57.4 | 69.2 | 77.8 | 54.7 | 87.3 | 76.7 | 77.3 | 72.5 |
| **BUSINESS** | | | | | | | | | |
| Total Business 2024 | 999 | 16,947 | 16,185 | 12 | 6,700 | 8,891 | 88,180 | 1,080,913 | 12,883,225 |
| Total Employees 2024 | 12,806 | 155,076 | 121,998 | 1,502 | 52,564 | 66,009 | 750,961 | 9,893,301 | 160,403,925 |
| Employee to Residential Pop. Ratio | 0.37:1 | 1.04:1 | 0.35:1 | 2.77:1 | 0.55:1 | 0.27:1 | 0.49:1 | 0.43:1 | 0.47:1 |

| DEMOGRAPHIC VALUE | COUNTY SUBDIVISIONS | | | | | PALM BEACH COUNTY | STATE OF FLORIDA | UNITED STATES |
|---|---|---|---|---|---|---|---|---|
| | RIVIERA BEACH | ROYAL PALM BEACH-WEST JUPITER | SUNSHINE PARKWAY | WEST PALM BEACH | WESTERN COMMUNITY | | | |
| **POPULATION** | | | | | | | | |
| 2010 Total Population | 101,148 | 103,335 | 187,746 | 142,518 | 29,101 | 1,320,134 | 18,801,310 | 308,745,538 |
| 2024 Total Population | 117,265 | 125,913 | 228,301 | 173,635 | 32,810 | 1,546,881 | 22,779,514 | 338,440,954 |
| 2029 Total Population | 120,365 | 127,860 | 232,572 | 185,355 | 34,035 | 1,583,583 | 23,862,875 | 344,873,411 |
| Annual Growth Rate (2010-2024) | 1.14% | 1.56% | 1.54% | 1.56% | 0.91% | 1.23% | 1.51% | 0.69% |
| Annual Growth Rate (2024-2029) | 0.53% | 0.31% | 0.37% | 1.35% | 0.75% | 0.47% | 0.95% | 0.38% |
| **AGE** | | | | | | | | |
| Median Age | 46.7 | 45.5 | 46.5 | 40.8 | 45.4 | 45.8 | 43.5 | 39.3 |
| Population age 25 to 44 | 23.6% | 23.5% | 20.5% | 27.8% | 23.4% | 23.3% | 24.7% | 26.9% |
| **AGE DISTRIBUTION** | | | | | | | | |
| Under 15 | 14.4% | 15.7% | 15.7% | 15.9% | 14.9% | 14.6% | 15.2% | 17.4% |
| 15 to 24 | 10.2% | 10.2% | 11.9% | 11.7% | 11.2% | 11.2% | 11.9% | 13.2% |
| 25 to 34 | 11.6% | 10.6% | 8.7% | 14.6% | 10.8% | 11.3% | 12.3% | 13.6% |
| 35 to 44 | 12.0% | 12.9% | 11.8% | 13.1% | 12.5% | 12.0% | 12.5% | 13.3% |
| 45 to 54 | 11.3% | 12.2% | 13.7% | 11.4% | 12.9% | 11.9% | 12.1% | 12.1% |
| 55 and over | 40.5% | 38.4% | 38.3% | 33.3% | 37.6% | 39.1% | 36.0% | 30.4% |
| **HOUSEHOLD INCOME** | | | | | | | | |
| Median Household Income | $80,472 | $105,752 | $105,513 | $62,842 | $109,645 | $81,615 | $74,715 | $79,068 |
| Per Capita Income | $54,295 | $57,210 | $58,710 | $41,540 | $49,680 | $50,876 | $42,078 | $43,829 |
| **INCOME DISTRIBUTION** | | | | | | | | |
| $0 to $24,999 | 13.4% | 8.3% | 9.3% | 19.2% | 5.2% | 13.4% | 15.0% | 14.9% |
| $25,000 to $49,999 | 15.5% | 10.2% | 11.8% | 19.9% | 10.2% | 15.8% | 18.3% | 16.8% |
| $50,000 to $74,999 | 18.0% | 14.3% | 14.1% | 18.1% | 13.4% | 16.6% | 16.9% | 15.7% |
| $75,000 to $99,999 | 11.9% | 13.9% | 12.2% | 13.0% | 15.1% | 13.3% | 13.6% | 12.8% |
| $100,000 to $149,999 | 16.2% | 19.3% | 16.7% | 14.2% | 22.4% | 16.2% | 17.2% | 17.6% |
| $150,000 or more | 25.1% | 33.9% | 35.9% | 15.7% | 33.7% | 24.8% | 19.1% | 22.2% |
| **POPULATION BY RACE / ETHNICITY** | | | | | | | | |
| White/Caucasian | 52.6% | 60.5% | 63.4% | 39.0% | 63.3% | 55.8% | 56.5% | 60.3% |
| Black/African American | 30.3% | 15.0% | 8.5% | 31.2% | 13.2% | 17.7% | 15.0% | 12.5% |
| American Indian | 0.4% | 0.3% | 0.2% | 1.0% | 0.4% | 0.7% | 0.5% | 1.2% |
| Asian | 3.6% | 3.7% | 5.1% | 2.4% | 3.5% | 3.2% | 3.2% | 6.4% |
| Pacific Islander | 0.0% | 0.1% | 0.0% | 0.1% | 0.1% | 0.1% | 0.1% | 0.2% |
| Other Race | 4.2% | 5.6% | 5.7% | 11.5% | 4.3% | 7.8% | 7.6% | 8.8% |
| Two or More Races | 8.9% | 14.9% | 17.1% | 14.9% | 15.3% | 14.8% | 17.2% | 10.7% |
| Hispanic Origin | 13.4% | 22.0% | 21.4% | 30.6% | 20.0% | 24.8% | 27.6% | 19.6% |
| Diversity Index | 70.9 | 72.8 | 70.5 | 83.6 | 69.8 | 76.7 | 77.3 | 72.5 |
| **BUSINESS** | | | | | | | | |
| Total Business 2024 | 9,842 | 5,340 | 8,747 | 13,654 | 863 | 88,180 | 1,080,913 | 12,883,225 |
| Total Employees 2024 | 91,870 | 50,318 | 63,161 | 128,649 | 7,008 | 750,961 | 9,893,301 | 160,403,925 |
| Employee to Residential Pop. Ratio | 0.78:1 | 0.4:1 | 0.28:1 | 0.74:1 | 0.21:1 | 0.49:1 | 0.43:1 | 0.47:1 |

Below is a map depicting the geography of each of the County subdivisions within Palm Beach County. On the following page, comparison bar charts highlight the breakdown of specific demographic statistics, per each County subdivision.

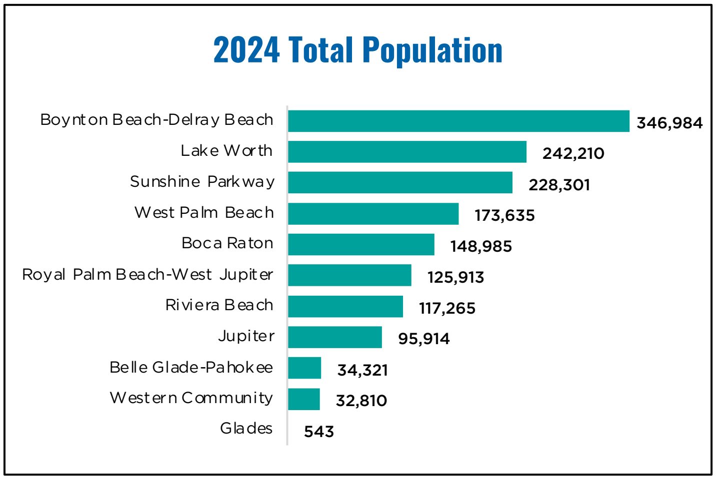
## PALM BEACH COUNTY SUBDIVISIONS

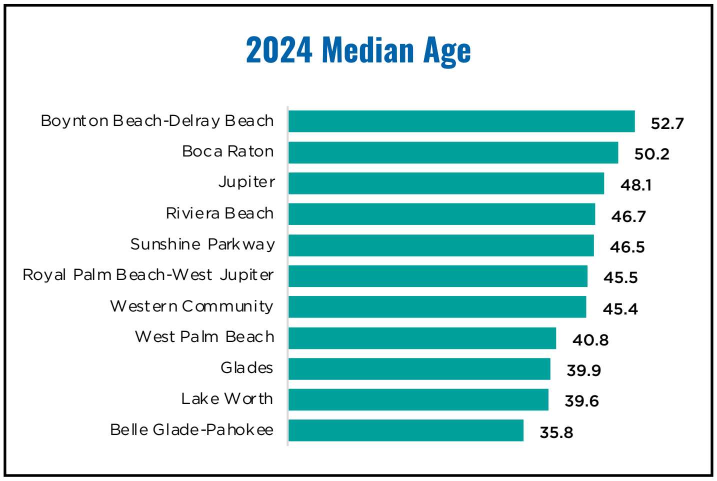


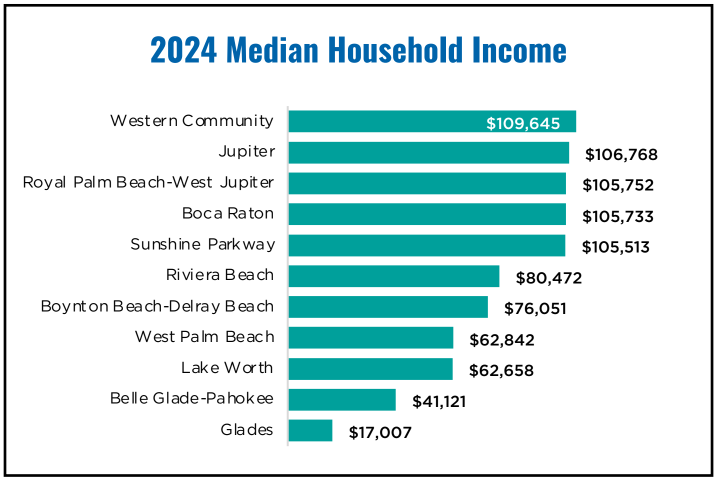

The Boynton Beach-Delray Beach subdivision is the largest by size on the County's east coast and has the largest population (347,000) of any subdivision. Its population is most closely followed by Lake Worth with 242,000 and Sunshine Parkway with 228,300. While the Glades subdivision is the largest in the area covered, it has the lowest population (543) by a significant margin. The second least populated subdivisions are also on the western side of the County with Western Community having 33,000 residents and Belle Glade-Pahokee with 34,000 residents.

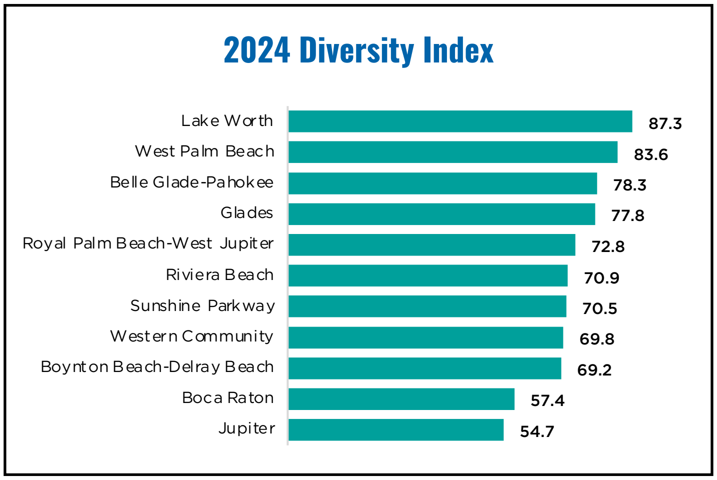
Boynton Beach-Delray Beach has the oldest resident base, with a median age of 52.7 years, followed by Boca Raton with 50.2 years and Jupiter with 48.1 years. The youngest County subdivisions include Belle Glade-Pahokee with 35.8 years, Lake Worth with 39.6 years, and Glades with 39.9 years.

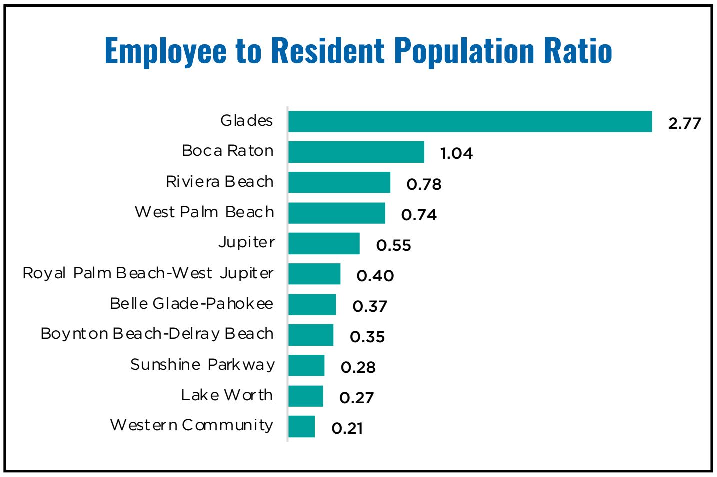
The five wealthiest subdivisions in the County are closely positioned in terms of median household income, ranging between $105,500 and $109,600. These include Western Community ($109,645), Jupiter ($106,768), Royal Palm Beach-West Jupiter ($105,752), Boca Raton ($105,733), and Sunshine Parkway ($105,513). These are notably higher than the Florida and US median household incomes of $74,715 and $79,068, respectively. Those subdivisions with the least median household income are significantly lower, with Glades at $17,007, Belle Glade-Pahokee at $41,121, Lake Worth at $62,658, and West Palm Beach at $62,842, highlighting a significant disparity throughout the County's geography.

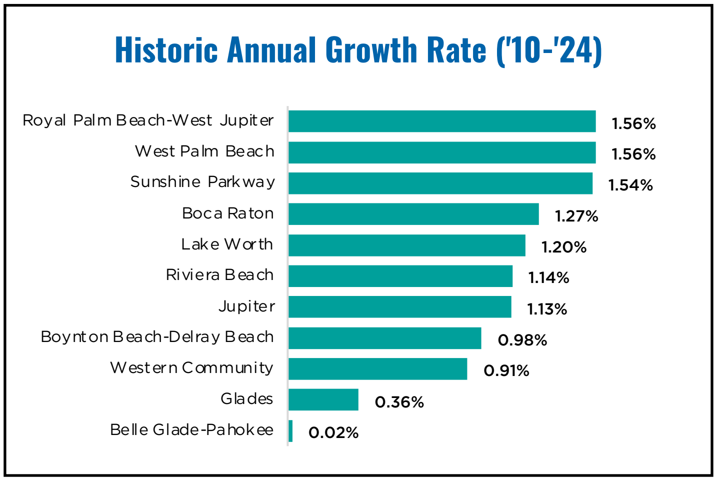


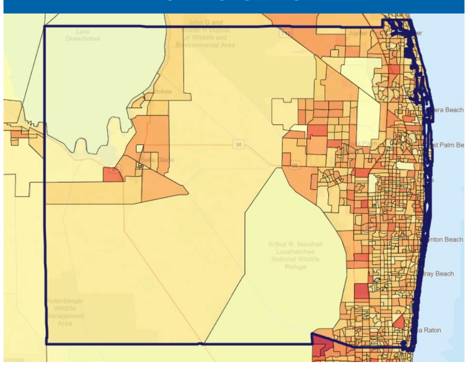
Lake Worth, West Palm Beach, and Belle Glade-Pahokee are the County subdivisions with the highest diversity indexes, at 87.3, 83.6, and 78.3, respectively. These figures are significantly higher than the US benchmarking figure at 72.5. The County itself has an index of 76.7, highlighting the variety of demographics throughout the community. County subdivisions below the US diversity index include Riviera Beach (70.9), Sunshine Parkway (70.5), Western Community (69.8), Boynton Beach-Delray Beach (69.2), Boca Raton (57.4), and Jupiter (54.7).

While PBC has an employee-to-resident ratio above the US benchmark, 0.49:1 compared to 0.47:1, many of its communities still are below this figure. These include Royal Palm Beach-West Jupiter, Belle Glade-Pahokee, Boynton Beach-Delray Beach, Sunshine Parkway, Lake Worth, and Western Community. The higher a community's employee-to-resident ratio, the better its economy is serviced by a sizable workforce.

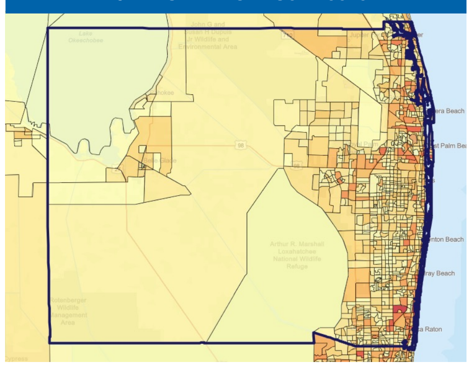
The County's population has historically (past 14 years) grown at a rate almost double that of the US, 1.23% compared to 0.69%. This is still below the state's historic rate of 1.51%. Historically, the fastest-growing subdivisions have been Royal Palm Beach-West Jupiter (1.56%), West Palm Beach (1.56%), and Sunshine Parkway (1.54%). However, as projected for the future, those expected to grow at the highest rate for the next five years include West Palm Beach at 1.35%, Western Community at 0.75%, and Riviera Beach at 0.53%.

The heat maps below indicate the concentration of various observed demographic and socioeconomic statistics throughout the County, detailed by census tract. The darker color suggests higher concentration, with lighter denoting lower concentration. While the western two-thirds of the County typically have larger census tract geographics, it remains limited in most observed statistics. The eastern third of the County has much more substantial populations, hospitality-related sales, and household incomes. This again demonstrates the economic concentration along the coast, with less development and economic activity in the west.

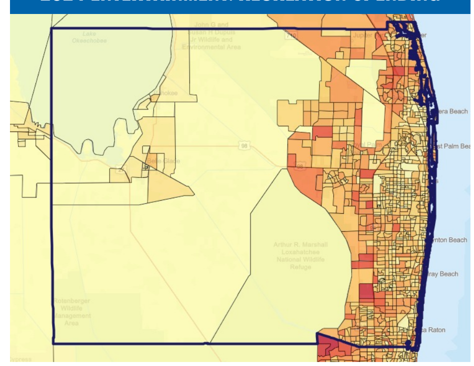
**2024 POPULATION**



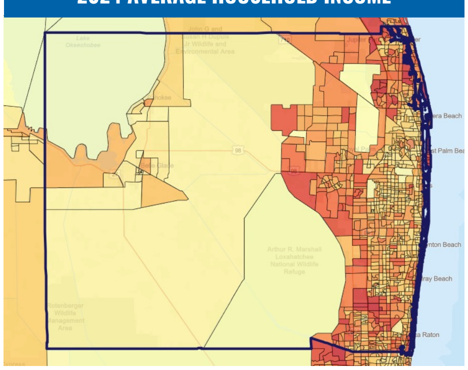
**2024 NUMBER OF BUSINESSES**



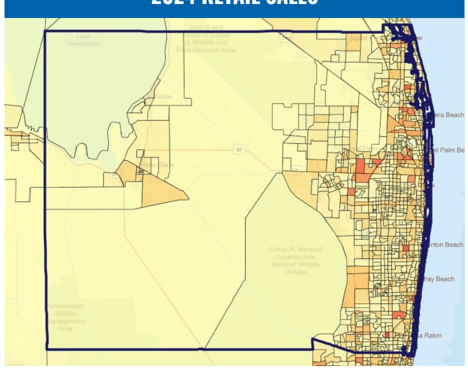
**2024 ENTERTAINMENT/RECREATION SPENDING**



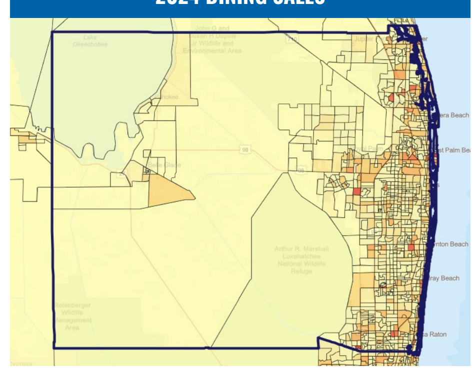
**2024 AVERAGE HOUSEHOLD INCOME**



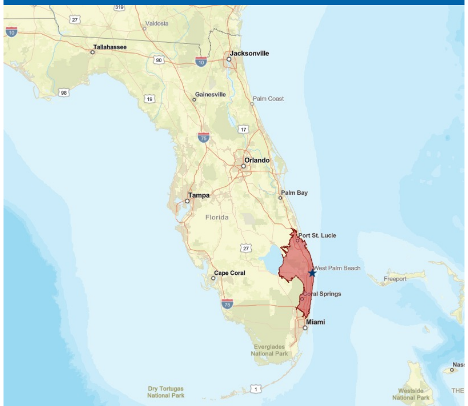
**2024 RETAIL SALES**



**2024 DINING SALES**

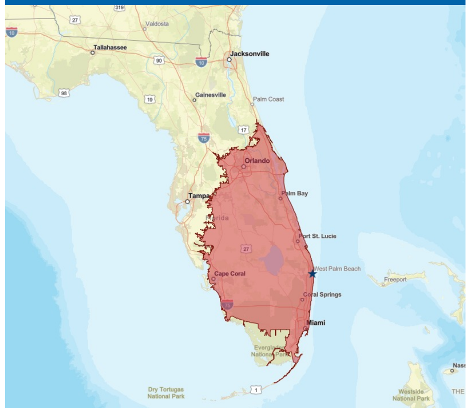


### 60-MINUTE DRIVETIME



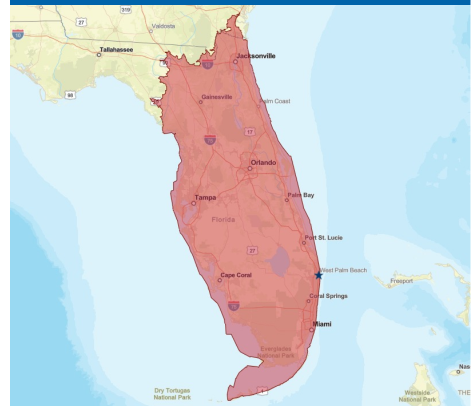

1. The Elders (9.3%)
2. Urban Edge Families (7.4%)
3. Retirement Communities (5.6%)
4. Home Improvement (5.2%)
5. Silver & Gold (4.9%)

### 180-MINUTE DRIVETIME




1. Urban Edge Families (7.8%)
2. The Elders (5.1%)
3. Silver & Gold (4.4%)
4. Metro Fusion (3.9%)
5. Southwestern Families (3.7%)

### 300-MINUTE DRIVETIME




1. The Elders (5.9%)
2. Urban Edge Families (5.2%)
3. Senior Escapes (5.2%)
4. Silver & Gold (4.5%)
5. Up and Coming Families (3.8%)

The maps and data presented above highlight the top five market profiles that are descriptive of the population within the various listed drive times surrounding West Palm Beach (WPB). These data provide an understanding of the demographic and psychographic profiles of residents within a given area. Demographic definitions and population share by type are provided by ESRI.

Within a 30-minute drivetime of WPB, the leading market segments include "The Elders" at 9.3%, "Urban Edge Families" at 7.4%, and "Retirement Communities" at 5.6%.

– "The Elders" market segment consists of seniors, predominantly homeowners in suburban or retirement communities, with modest incomes from Social Security and investments, prioritizing practical purchases and traditional entertainment.

– The "Urban Edge Families" segment consists of diverse, young, and multigenerational suburban families who prioritize family spending, enjoy fast food and theme parks, and are tech-savvy.

– The "Retirement Communities" segment consists of middle-aged and older adults, often living in rental units or assisted living facilities, who value fiscal responsibility, enjoy reading, playing cards, and watching cable TV, and prefer practical purchases at large retail chains.

These identified segments are generally older adults with higher disposable incomes. When expanding to a drivetime of 180 minutes, "Urban Edge Families" and "The Elders" remain among the top three segments, with "Silver and Gold" shifting into the third space. "Silver and Gold" is a similarly high-age segment that yields even higher disposable income than previously described segments. When expanding further, to 300 minutes, the top four segments yield a median age over 55 years old, followed by "Up and Coming Families," which is more reflective of those populations moving into the state and County. Similarly, segments just below the top five for each drive distance include "Bright Young Professionals" and "Old and Newcomers" which depict a younger, trend-forward demographic that is increasing in presence in PBC.

# STR DATA – LODGING PERFORMANCE

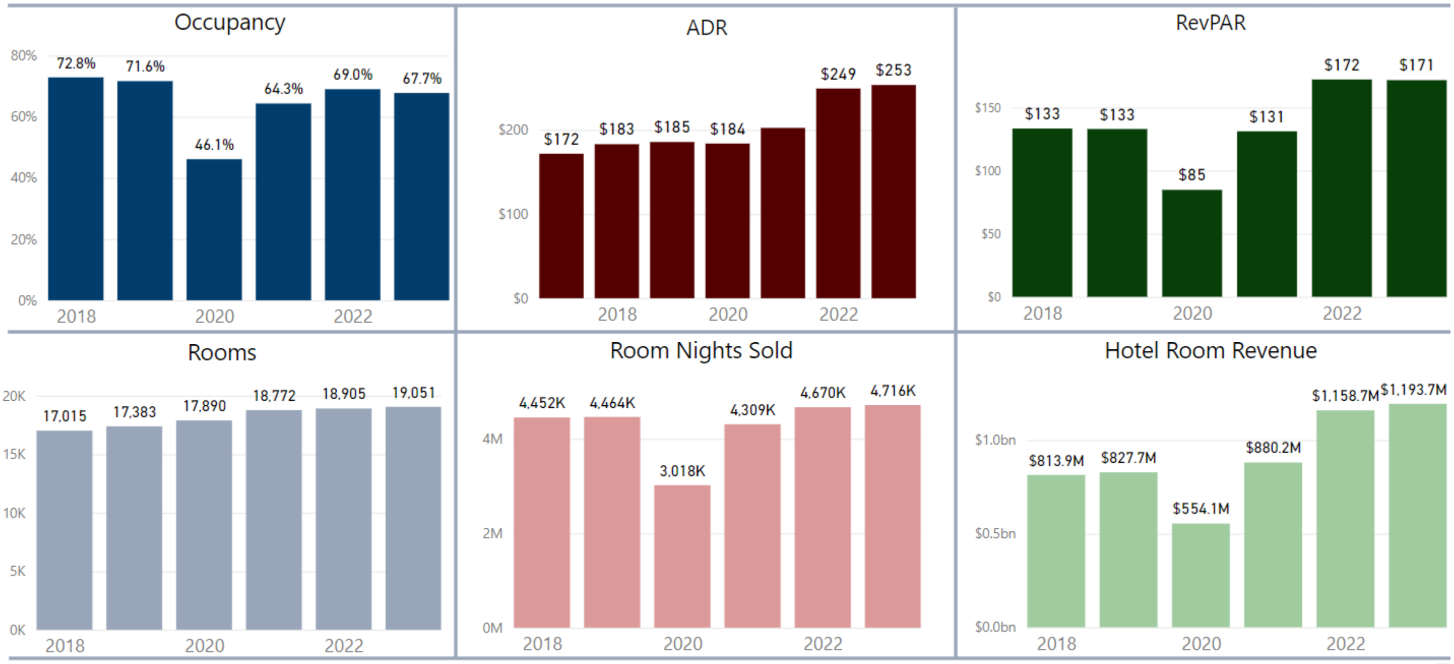
Discover the Palm Beaches provided CSL with the following charts from Smith Travel Research, related to the lodging (hotel, alternative, and total lodging) performance of Palm Beach County.

Palm Beach County's hotel occupancy has yet to return to pre-COVID levels, while its alternative lodging, which includes mainly vacation rental properties, reached a peak of 65.3% occupancy in 2021. However, ADR has climbed significantly following the Pandemic for all three categories. In 2019, ADR for hotels was approximately $184. In 2023, this figure had climbed to $253, still in a trajectory of growth. Similarly, hotel room quantity has grown consistently since 2018, with no stoppage related to the Pandemic. This resulted in higher room nights sold year-over-year (4,716K in 2023) and hotel room revenue collected ($1.2 billion in 2023), regardless of slightly lower occupancy figures.

In recent years, alternative lodging has made up about 20-30% of total room nights sold, However, though alternative lodging bookings continue to increase, the sector has only comprised approximately 15-20% of revenue collected.

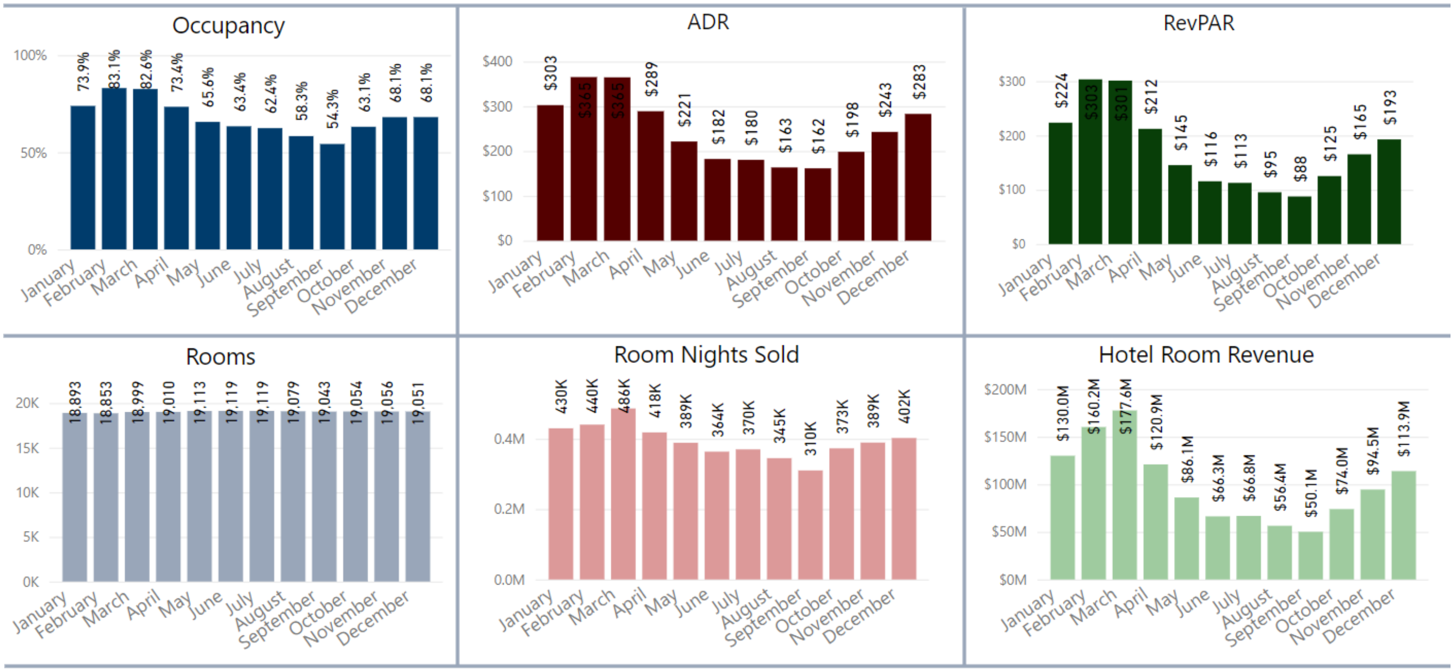
From a seasonal performance standpoint, alternative lodging is more consistent related to occupancy and room nights sold. Hotels typically experience the highest peaks in occupancy and ADR in February and March, with notable lows in July, August, and September.

THE PALM BEACHES ANNUAL HOTEL PERFORMANCE



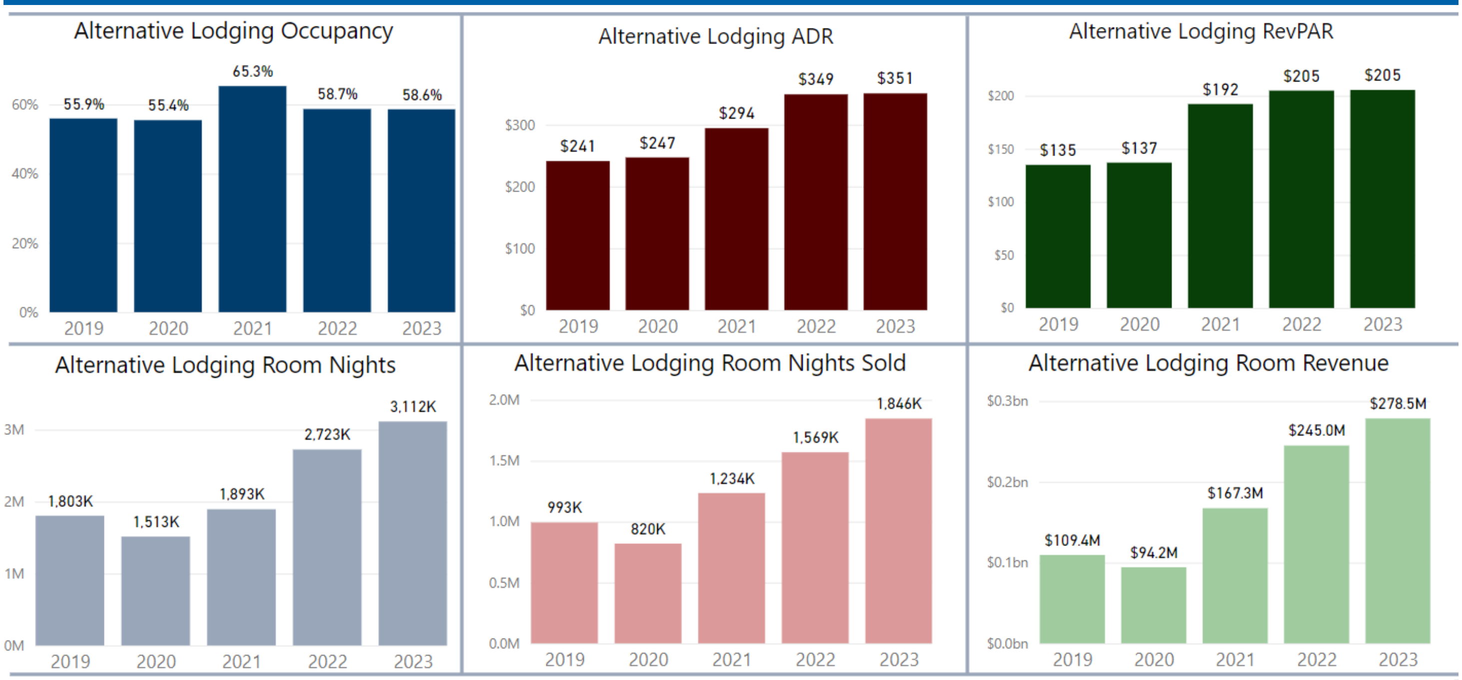

*Source: STR, Discover the Palm Beaches, 2024.*

## THE PALM BEACHES 2023 MONTHLY HOTEL PERFORMANCE



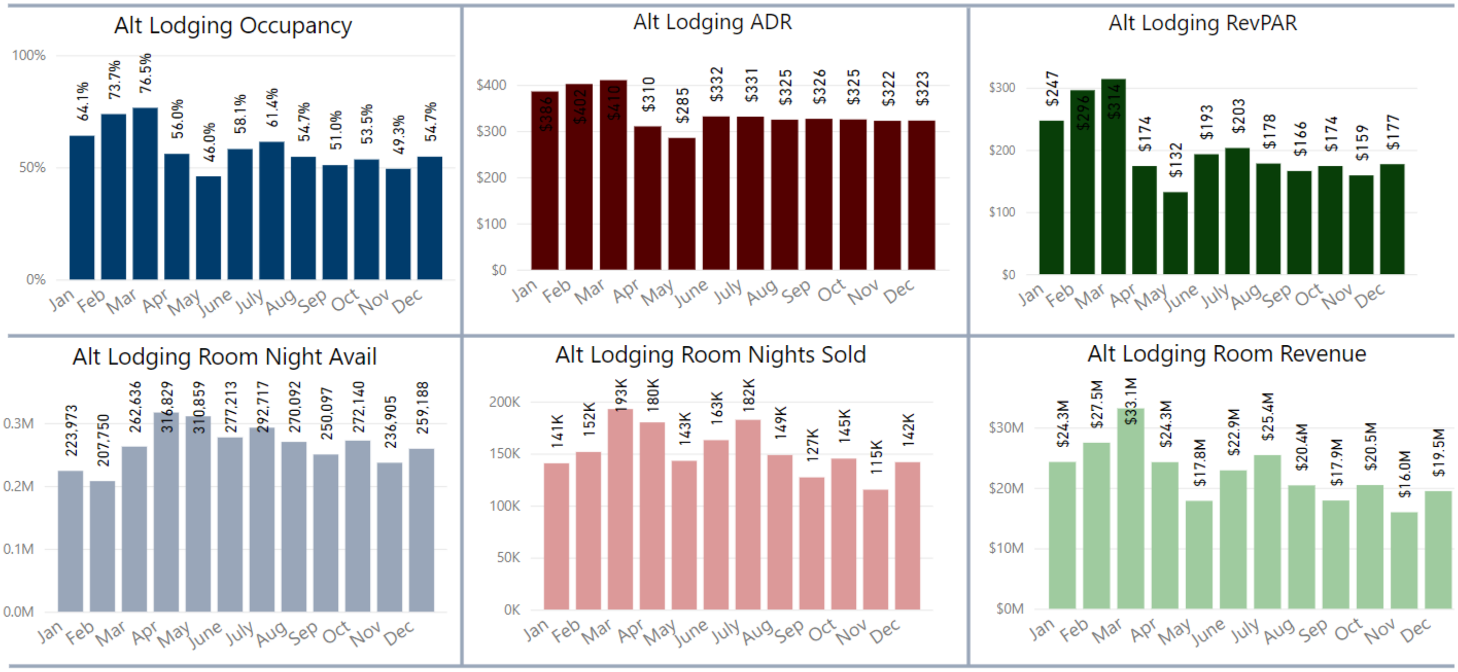

*Source: STR, Discover the Palm Beaches, 2024.*

## THE PALM BEACHES ANNUAL ALTERNATIVE LODGING PERFORMANCE



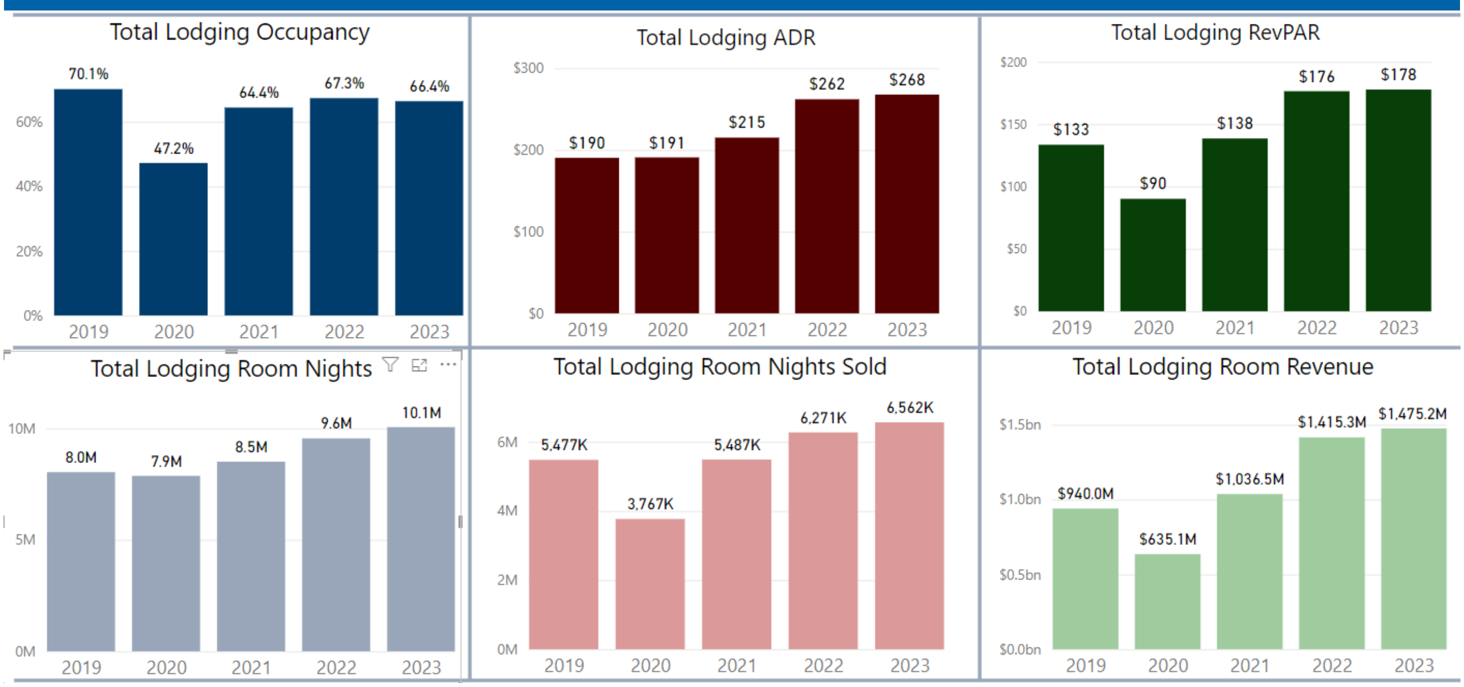

*Source: STR, Discover the Palm Beaches, 2024.*

## THE PALM BEACHES MONTHLY ALTERNATIVE LODGING PERFORMANCE



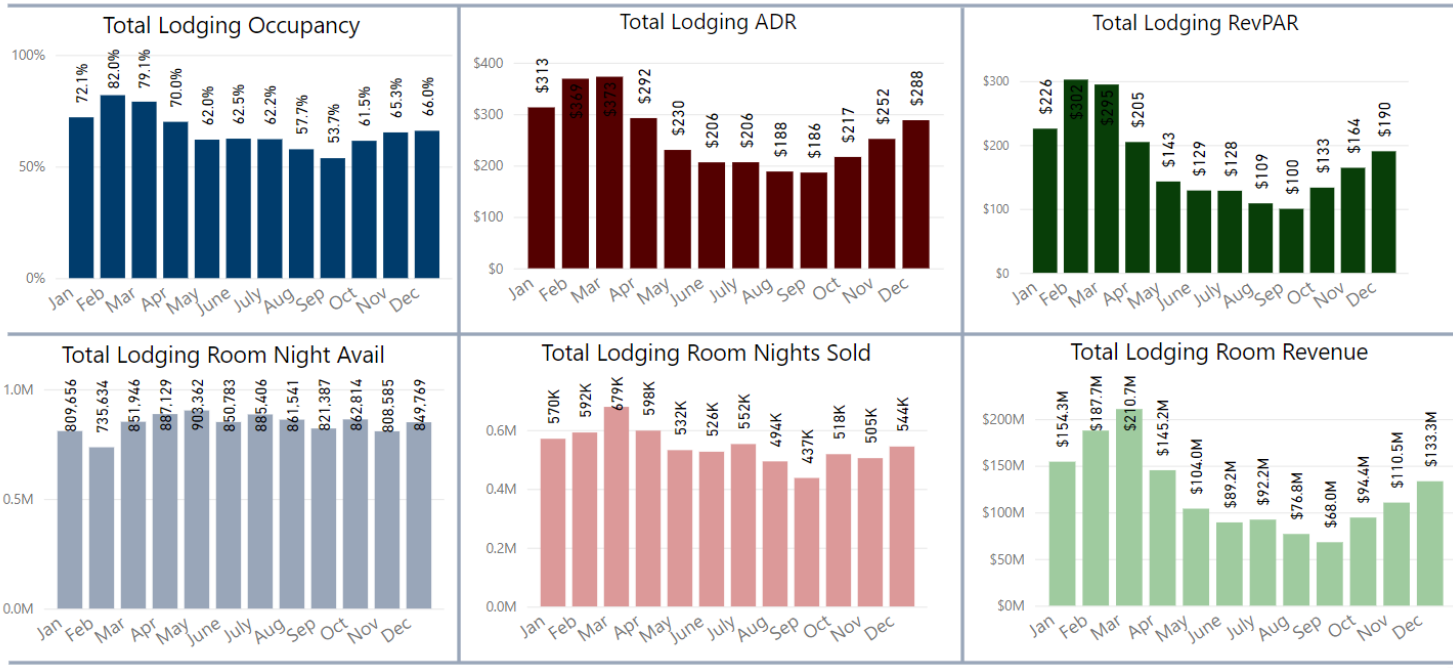

*Source: STR, Discover the Palm Beaches, 2024.*

## THE PALM BEACHES ANNUAL TOTAL LODGING PERFORMANCE




*Source: STR, Discover the Palm Beaches, 2024.*

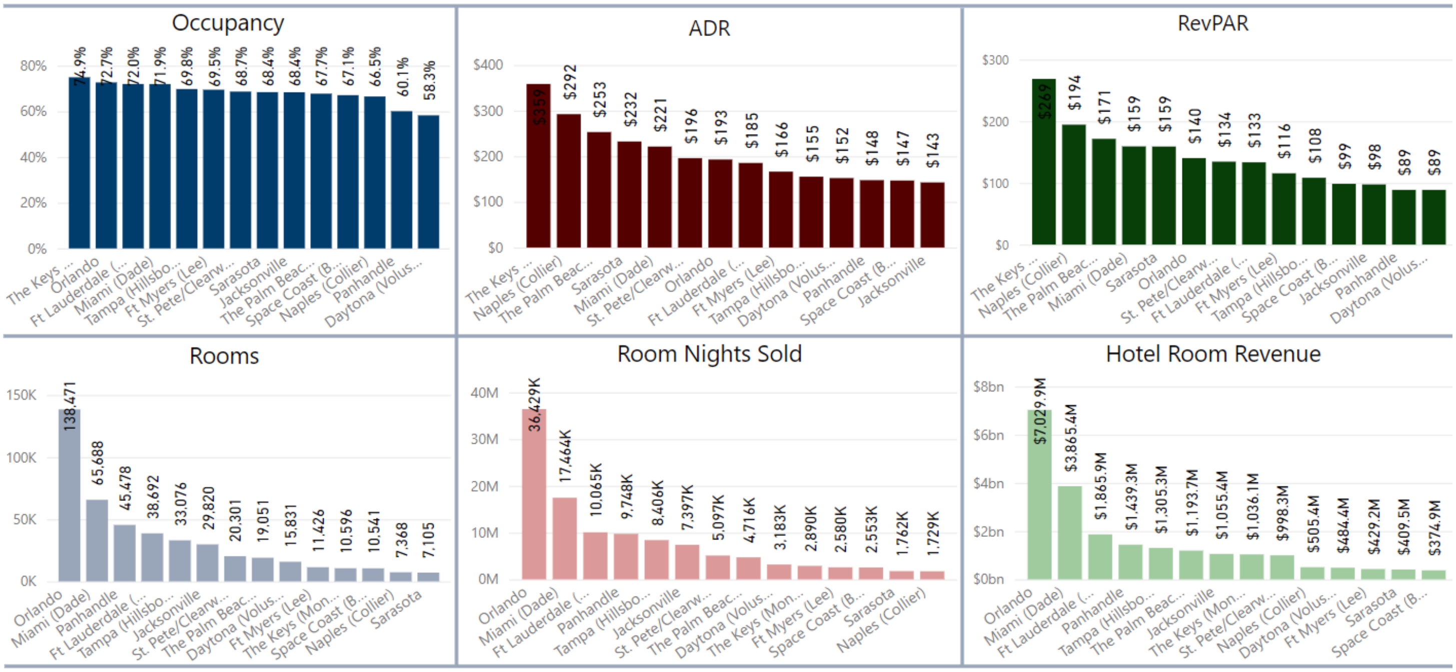
## THE PALM BEACHES MONTHLY TOTAL LODGING PERFORMANCE




*Source: STR, Discover the Palm Beaches, 2024.*

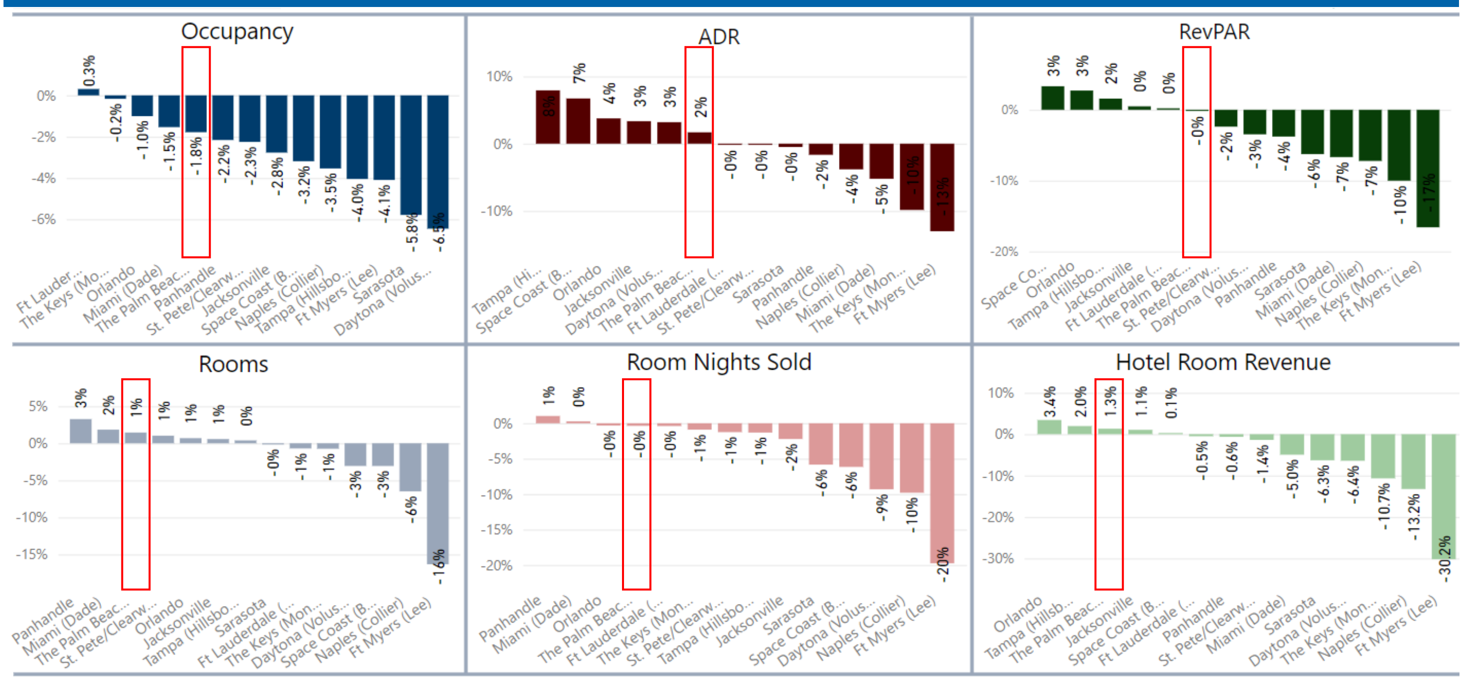
The charts on the following two pages depict Palm Beach County's hotel performance against 13 competitive Florida Markets in 2022 and 2023. PBC ranks 9th out of 14 in terms of occupancy yet yields an ADR ranking 3rd among the same markets. It also has the eighth-greatest number of rooms in the market but has hotel revenues ranking 6th. Closely competitive markets in terms of ADR include Naples ($292), Sarasota ($232), and Miami ($221), of which PBC ($253) ranks above the latter two. PBC's room count inventory ranks closest to that of St. Pete and Daytona. In terms of change year-over-year from 2022 to 2023, PBC consistently ranks above the median of the group in all observed performance metrics. Its ADR and Room Count continue to climb, highlighting a positive trajectory for lodging inventory in the market.

## 2023 HOTEL PERFORMANCE BY FLORIDA MARKET




*Source: STR, Discover the Palm Beaches, 2024.*

## 2022 TO 2023 CHANGE IN HOTEL PERFORMANCE BY FLORIDA MARKET




*Source: STR, Discover the Palm Beaches, 2024.*

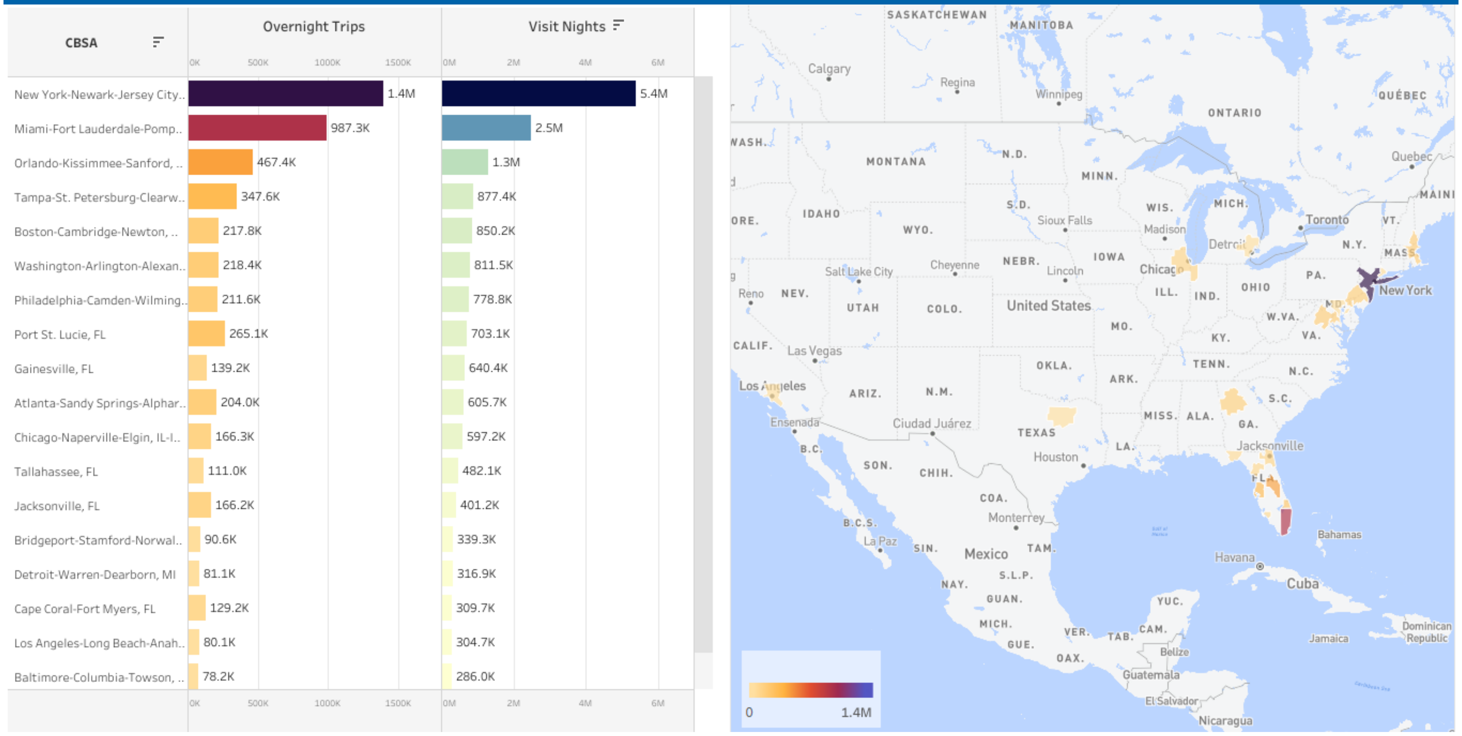
## PLACER.AI AND PSYCHOGRAPHIC ANALYSIS

CSL utilizes Placer.AI, a tool for tracking visitor behavior through anonymized visitor data, sourced from cellphone location data, to conduct analyses for visitor origins and activities. It also observes generalized population data including the "Experian Mosaic," which is similar to the ESRI market profile above. The following pages depict a breakdown of this data to highlight the tourism performance of PBC and its respective municipalities.

The charts and maps below depict the CBSA origin of visitors to PBC, as well as where these visitors are going within the County. The primary CBSA of origin for visitors is the New York area with 1.4 million visitors accounting for 5.4 million visit nights in the last 12 months hailing from this location. The following three markets are each located within Florida, including Miami, Orlando, and Tampa with 987.3K, 467.4K, and 347.6K visitors in the past 12 months. Other out-of-state leaders for visitation to PBC include Boston with 217.8K visitors, Washington D.C. with 218.4K visitors, and Philadelphia with 211.6K visitors. Ten (10) of the 18 leading CBSAs providing visitors to PBC are located outside of the state of Florida.

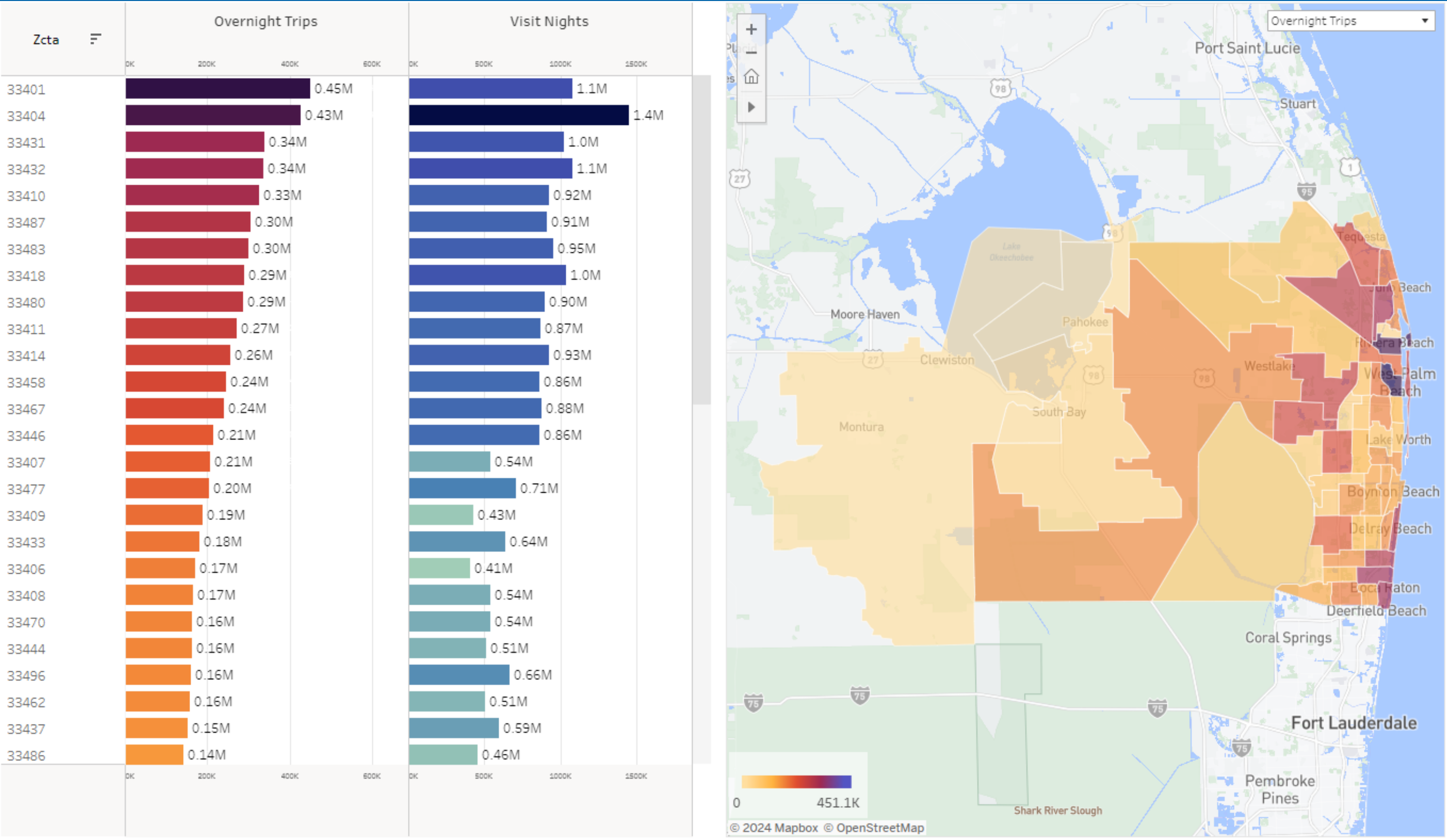
These visitors most commonly stay in the eastern two-thirds of the County, with the leading zip codes being located in West Palm Beach, Riviera Beach, and Boca Raton. As the map depicts, there is still a notable level of visitors to the Wellington area and other eastern edge communities. As traveling to the west of the County, these visitation numbers decrease significantly, regardless of the larger geographic area of the zip codes in this portion of the County.

**VISITORS TO PALM BEACH COUNTY BY CBSA OF ORIGIN (LAST 12 MONTHS)**




*Source: Placer.AI, 2024.*

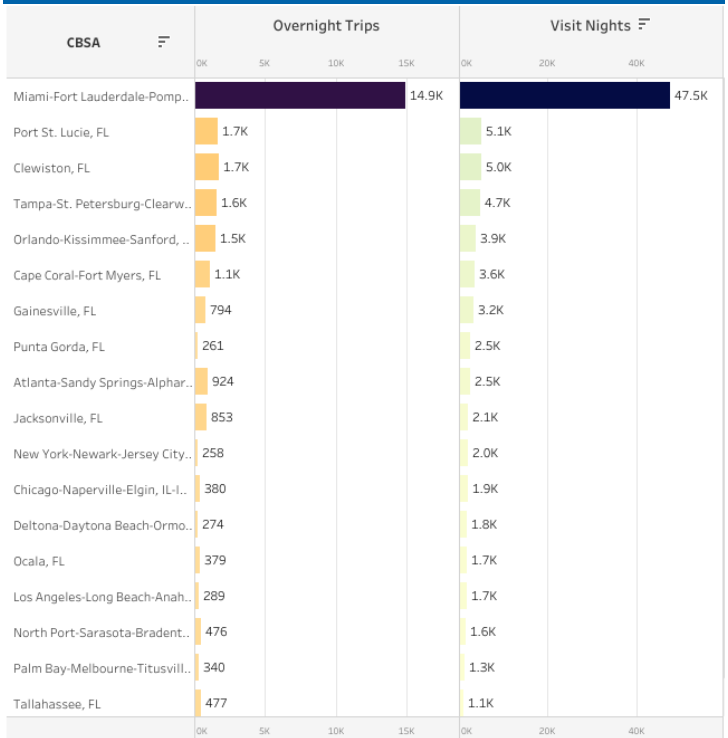
## PALM BEACH COUNTY VISITOR ACTIVITY: ZIP CODES VISITED



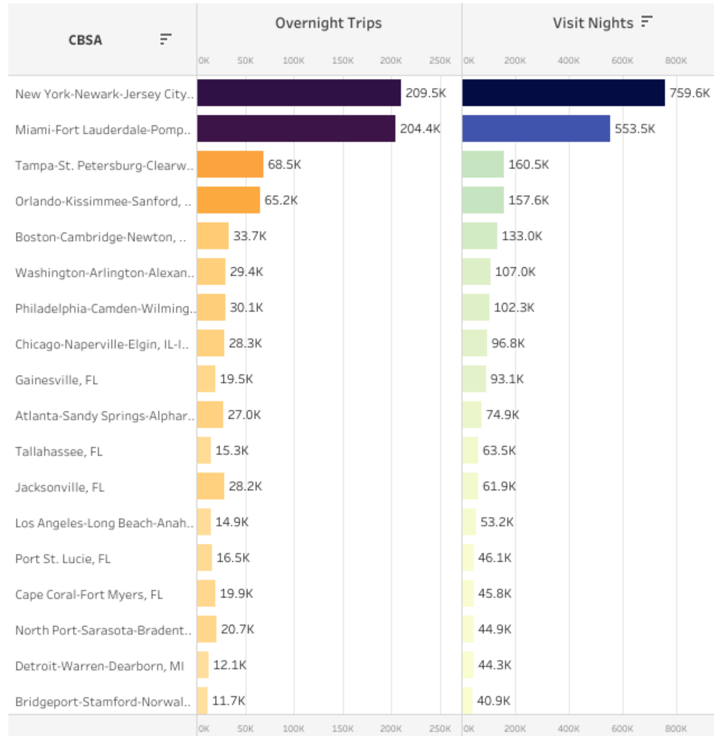

*Source: Placer.AI, 2024.*

The six charts below highlight specific cities of Palm Beach County and the respective CBSAs of origin for visitors to these markets. More commonly visited markets within the County, such as Boca Raton, Delray Beach, Jupiter, and West Palm Beach, are consistent with the broader County, in that the leading two CBSAs providing visitors are New York and Miami. Wellington, yields its highest proportion of visitors from Miami then from New York. Belle Glade, one of the weakest visitation markets in the County, hails its highest proportion of visitors from eight in-state markets.

## BELLE GLADE VISITATION BY CBSA OF ORIGIN (LAST 12 MONTHS)

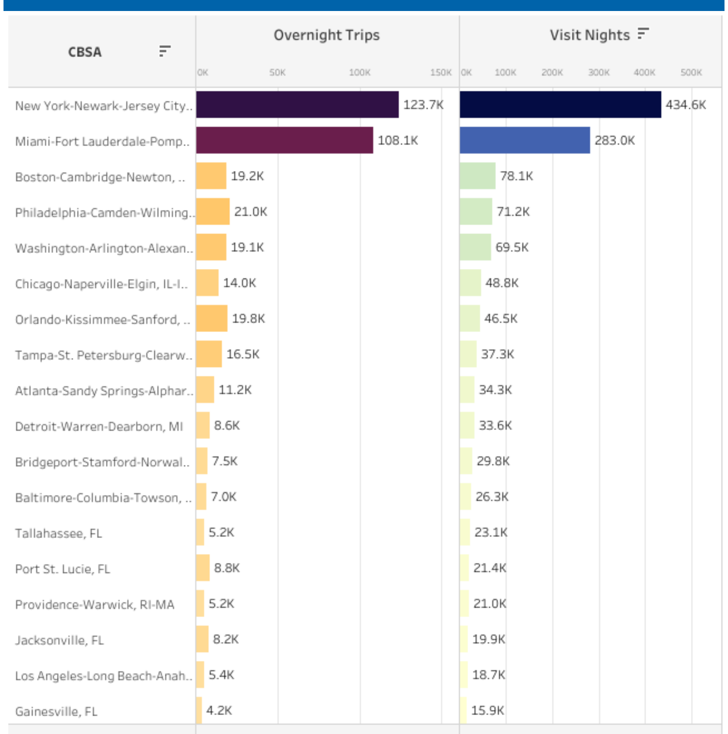



## BOCA RATON VISITATION BY CBSA OF ORIGIN (LAST 12 MONTHS)

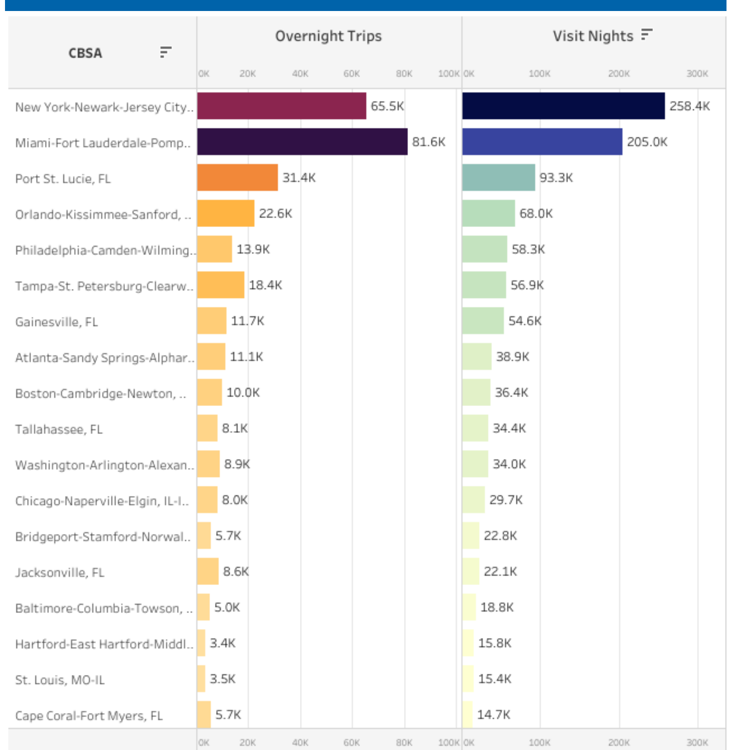



*Source: Placer.AI, 2024.*

## DELRAY BEACH VISITATION BY CBSA OF ORIGIN (LAST 12 MONTHS)

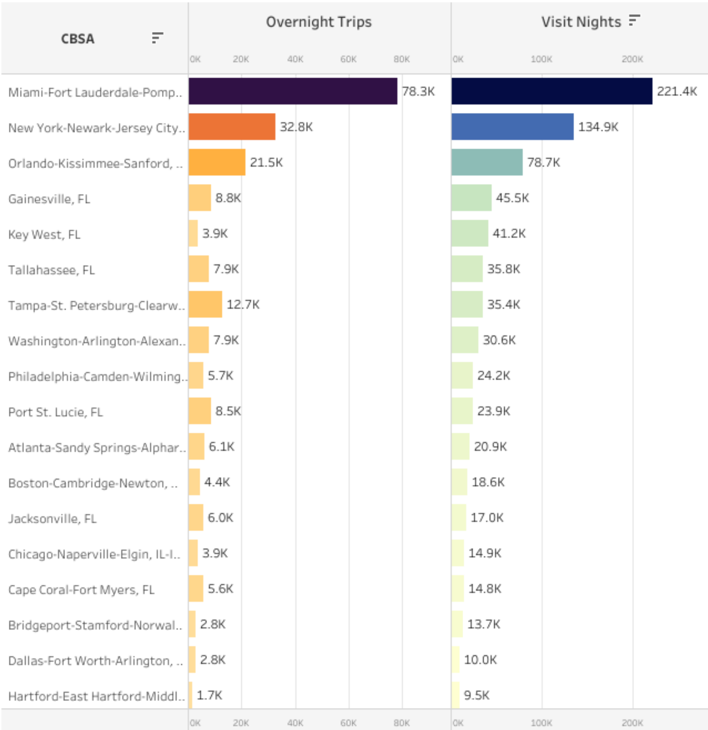



## JUPITER VISITATION BY CBSA OF ORIGIN (LAST 12 MONTHS)

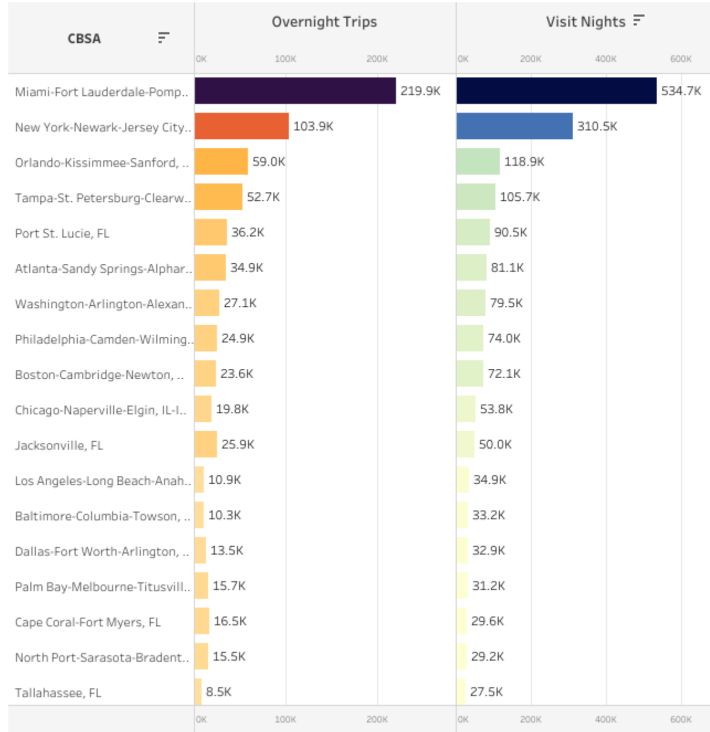



*Source: Placer.AI, 2024.*

## WELLINGTON VISITATION BY CBSA OF ORIGIN (LAST 12 MONTHS)




## WEST PALM BEACH VISITATION BY CBSA OF ORIGIN (LAST 12 MONTHS)



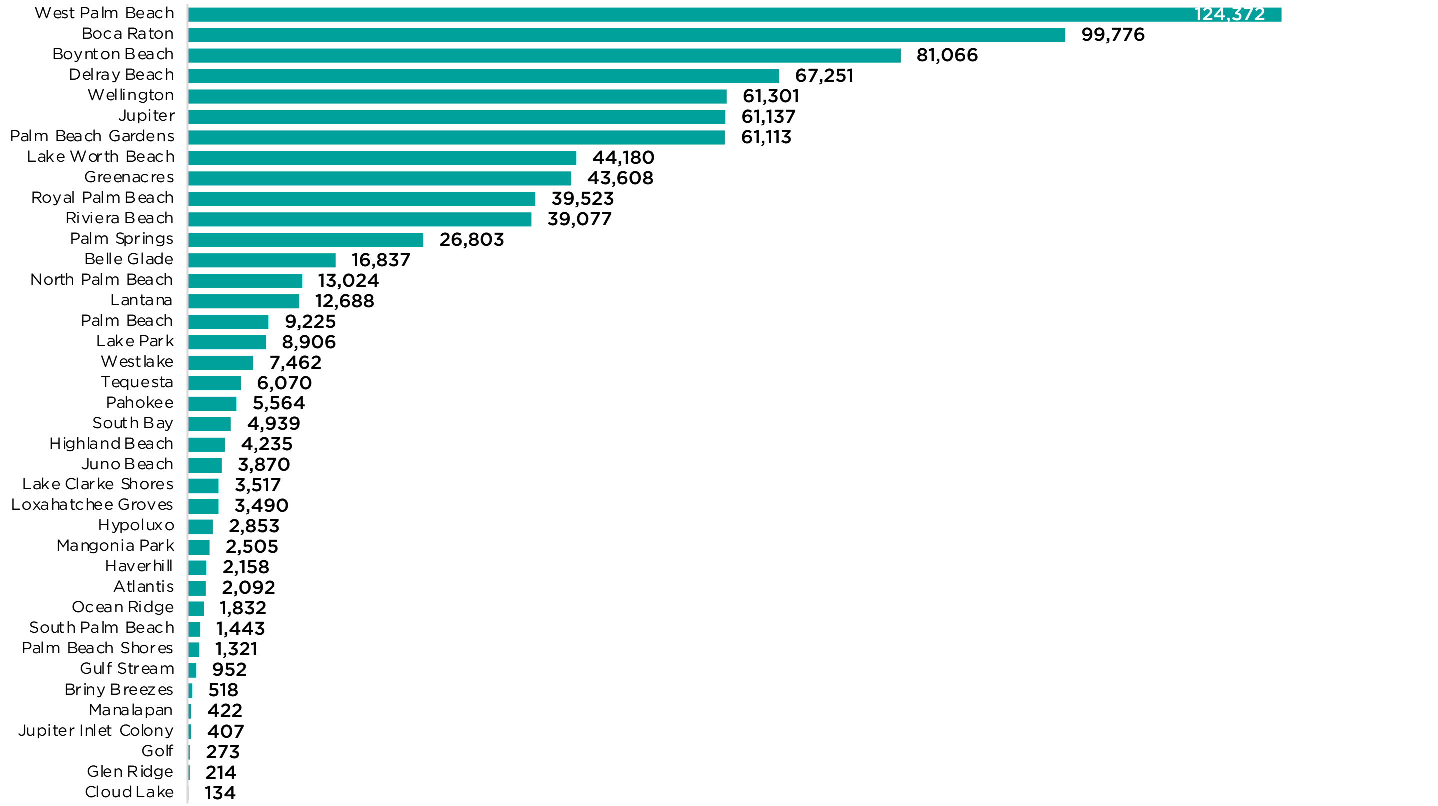

*Source: Placer.AI, 2024.*

The table on the following page and its subsequent bar charts depict the visitation performance of PBC and its 39 municipalities. The table is sorted from largest to smallest population. The highest-population municipalities similarly attract the highest level of visitation, at a nearly proportionate rate. West Palm Beach, Boca Raton, Delray Beach, and Palm Beach Gardens, respectively, garner the greatest potential visitor spending.

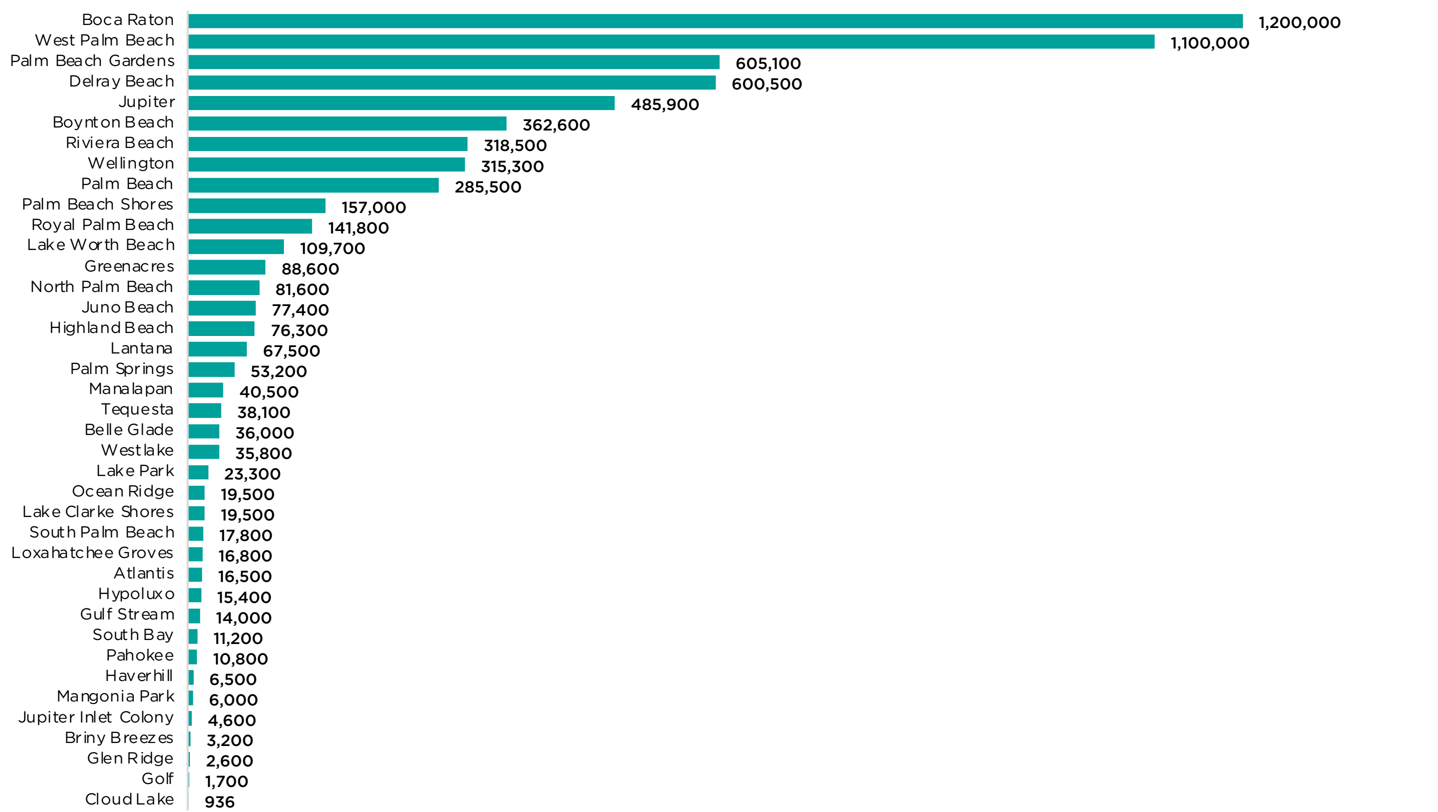
Markets with the highest visits per capita include Palm Beach Shores, Manalapan, Palm Beach, Juno Beach, Highland Beach, and Gulf Stream. The data below highlight the importance of strategically avoiding overtourism and infringement of resident preferences through sustainable tourism investments throughout the County.

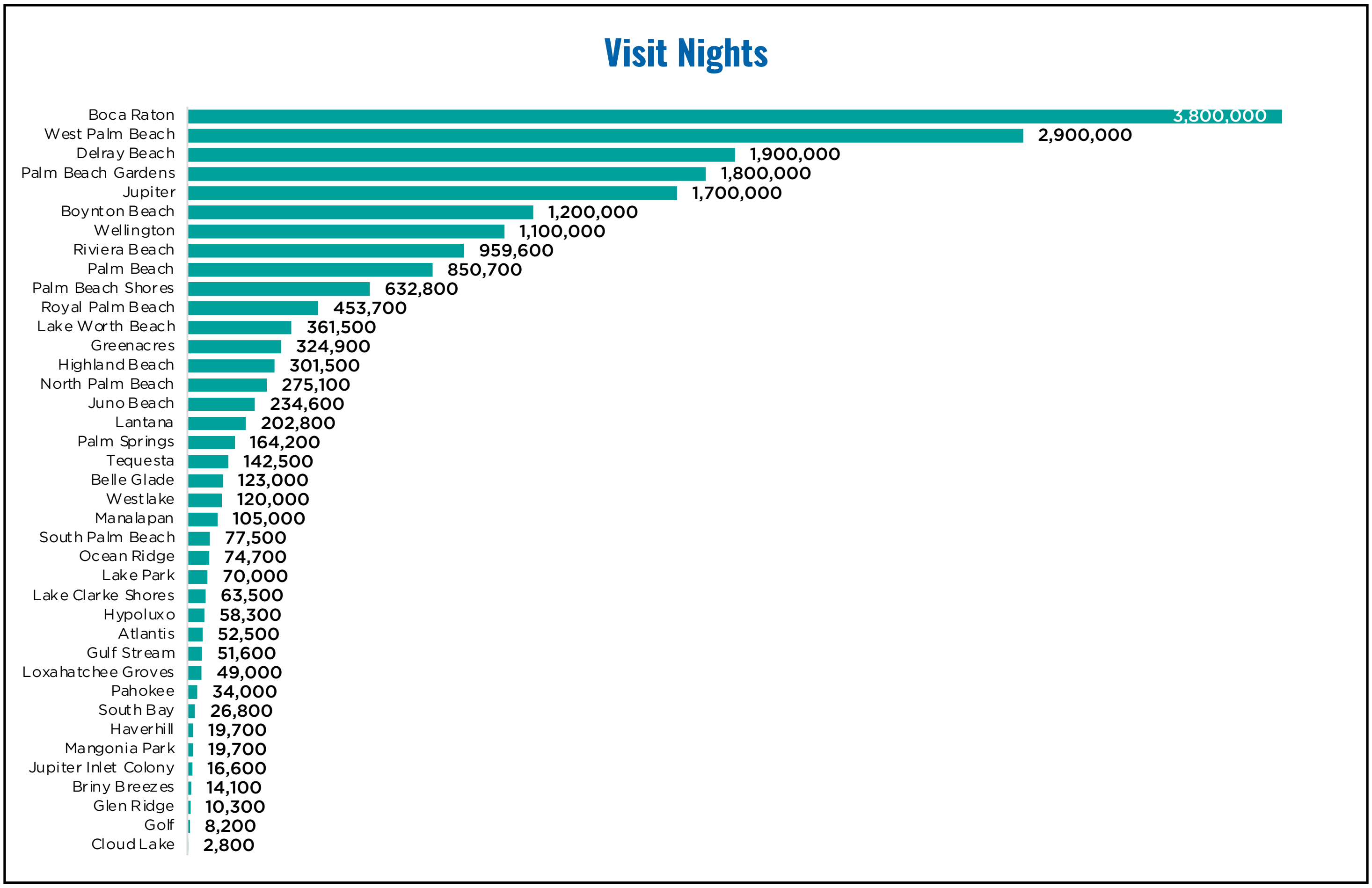
| MUNICIPALITY | POPULATION | OVERNIGHT TRIPS | VISIT NIGHTS | TOTAL VISITORS' SPEND | AVERAGE NIGHTS PER TRIP | OVERNIGHT TRIPS PER CAPITA |
|---|---|---|---|---|---|---|
| **PALM BEACH COUNTY** | **1,546,881** | **8,300,000** | **27,400,000** | **N/A** | **3.3** | **5.4** |
| West Palm Beach | 124,372 | 1,100,000 | 2,900,000 | $911,500,000 | 2.6 | 8.8 |
| Boca Raton | 99,776 | 1,200,000 | 3,800,000 | $816,300,000 | 3.2 | 12.0 |
| Boynton Beach | 81,066 | 362,600 | 1,200,000 | $106,300,000 | 3.3 | 4.5 |
| Delray Beach | 67,251 | 600,500 | 1,900,000 | $305,700,000 | 3.2 | 8.9 |
| Wellington | 61,301 | 315,300 | 1,100,000 | $73,400,000 | 3.5 | 5.1 |
| Jupiter | 61,137 | 485,900 | 1,700,000 | $167,800,000 | 3.5 | 7.9 |
| Palm Beach Gardens | 61,113 | 605,100 | 1,800,000 | $271,500,000 | 3.0 | 9.9 |
| Lake Worth Beach | 44,180 | 109,700 | 361,500 | N/A | 3.3 | 2.5 |
| Greenacres | 43,608 | 88,600 | 324,900 | N/A | 3.7 | 2.0 |
| Royal Palm Beach | 39,523 | 141,800 | 453,700 | $66,400,000 | 3.2 | 3.6 |
| Riviera Beach | 39,077 | 318,500 | 959,600 | $100,000,000 | 3.0 | 8.2 |
| Palm Springs | 26,803 | 53,200 | 164,200 | $23,700,000 | 3.1 | 2.0 |
| Belle Glade | 16,837 | 36,000 | 123,000 | N/A | 3.4 | 2.1 |
| North Palm Beach | 13,024 | 81,600 | 275,100 | $22,400,000 | 3.4 | 6.3 |
| Lantana | 12,688 | 67,500 | 202,800 | $25,200,000 | 3.0 | 5.3 |
| Palm Beach | 9,225 | 285,500 | 850,700 | N/A | 3.0 | 30.9 |
| Lake Park | 8,906 | 23,300 | 70,000 | N/A | 3.0 | 2.6 |
| Westlake | 7,462 | 35,800 | 120,000 | N/A | 3.4 | 4.8 |
| Tequesta | 6,070 | 38,100 | 142,500 | N/A | 3.7 | 6.3 |
| Pahokee | 5,564 | 10,800 | 34,000 | N/A | 3.1 | 1.9 |
| South Bay | 4,939 | 11,200 | 26,800 | N/A | 2.4 | 2.3 |
| Highland Beach | 4,235 | 76,300 | 301,500 | N/A | 4.0 | 18.0 |
| Juno Beach | 3,870 | 77,400 | 234,600 | N/A | 3.0 | 20.0 |
| Lake Clarke Shores | 3,517 | 19,500 | 63,500 | N/A | 3.3 | 5.5 |
| Loxahatchee Groves | 3,490 | 16,800 | 49,000 | N/A | 2.9 | 4.8 |
| Hypoluxo | 2,853 | 15,400 | 58,300 | N/A | 3.8 | 5.4 |
| Mangonia Park | 2,505 | 6,000 | 19,700 | N/A | 3.3 | 2.4 |
| Haverhill | 2,158 | 6,500 | 19,700 | N/A | 3.0 | 3.0 |
| Atlantis | 2,092 | 16,500 | 52,500 | N/A | 3.2 | 7.9 |
| Ocean Ridge | 1,832 | 19,500 | 74,700 | N/A | 3.8 | 10.6 |
| South Palm Beach | 1,443 | 17,800 | 77,500 | N/A | 4.4 | 12.3 |
| Palm Beach Shores | 1,321 | 157,000 | 632,800 | N/A | 4.0 | 118.8 |
| Gulf Stream | 952 | 14,000 | 51,600 | N/A | 3.7 | 14.7 |
| Briny Breezes | 518 | 3,200 | 14,100 | N/A | 4.4 | 6.2 |
| Manalapan | 422 | 40,500 | 105,000 | N/A | 2.6 | 96.0 |
| Jupiter Inlet Colony | 407 | 4,600 | 16,600 | N/A | 3.6 | 11.3 |
| Golf | 273 | 1,700 | 8,200 | N/A | 4.8 | 6.2 |
| Glen Ridge | 214 | 2,600 | 10,300 | N/A | 4.0 | 12.1 |
| Cloud Lake | 134 | 936 | 2,800 | N/A | 3.0 | 7.0 |

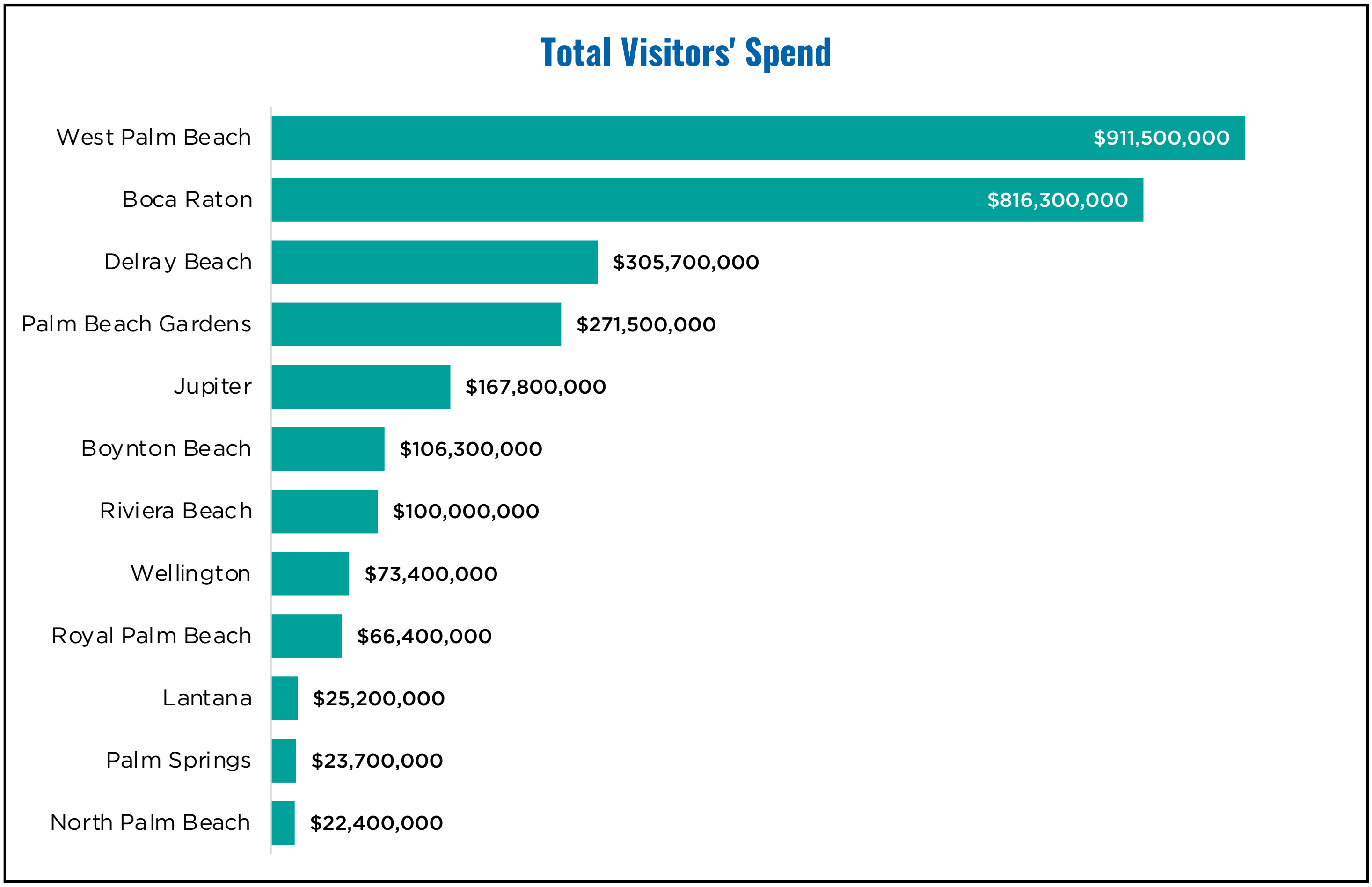
## Population



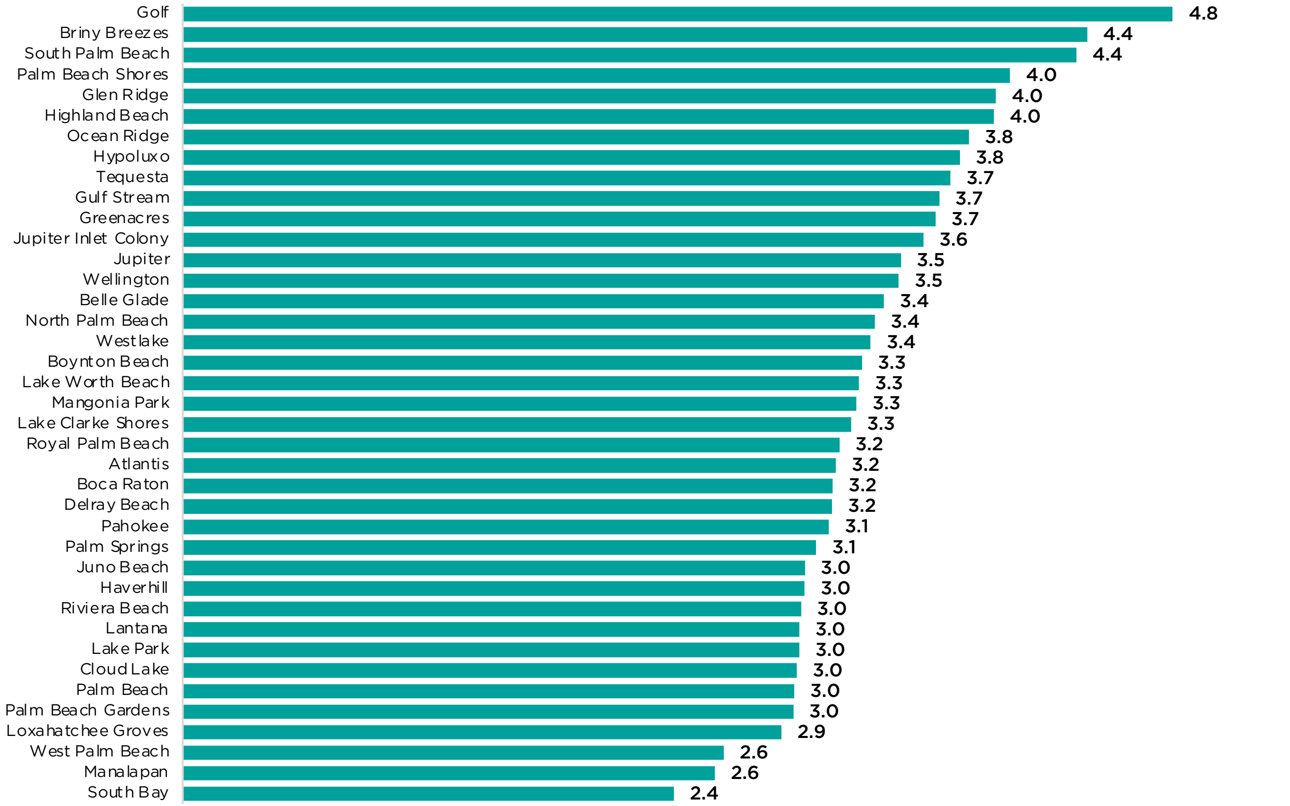

## Overnight Trips



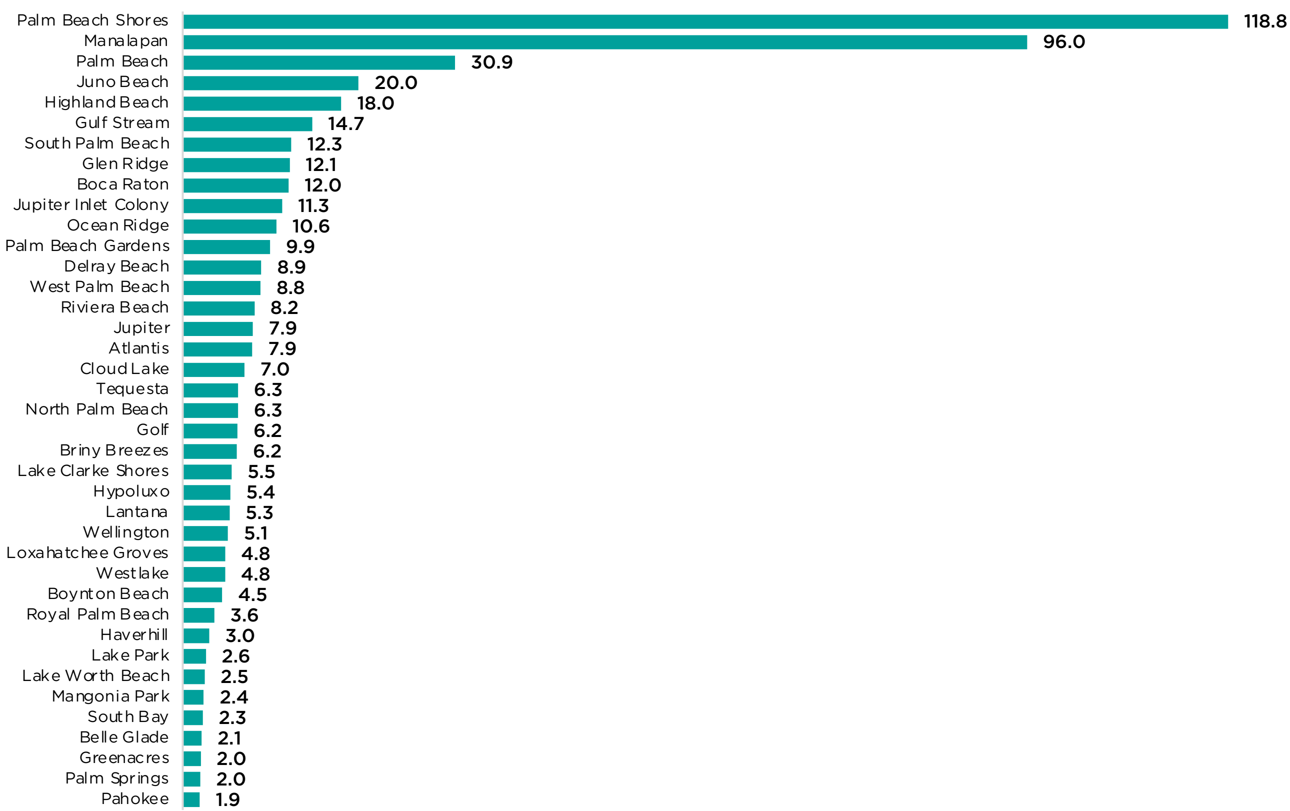

Visit Nights
Boca Raton 3,800,000
West Palm Beach 2,900,000
Delray Beach 1,900,000
Palm Beach Gardens 1,800,000
Jupiter 1,700,000
Boynton Beach 1,200,000
Wellington 1,100,000
Riviera Beach 959,600
Palm Beach 850,700
Palm Beach Shores 632,800
Royal Palm Beach 453,700
Lake Worth Beach 361,500
Greenacres 324,900
Highland Beach 301,500
North Palm Beach 275,100
Juno Beach 234,600
Lantana 202,800
Palm Springs 164,200
Tequesta 142,500
Belle Glade 123,000
Westlake 120,000
Manalapan 105,000
South Palm Beach 77,500
Ocean Ridge 74,700
Lake Park 70,000
Lake Clarke Shores 63,500
Hypoluxo 58,300
Atlantis 52,500
Gulf Stream 51,600
Loxahatchee Groves 49,000
Pahokee 34,000
South Bay 26,800
Haverhill 19,700
Mangonia Park 19,700
Jupiter Inlet Colony 16,600
Briny Breezes 14,100
Glen Ridge 10,300
Golf 8,200
Cloud Lake 2,800


Total Visitors' Spend
West Palm Beach $911,500,000
Boca Raton $816,300,000
Delray Beach $305,700,000
Palm Beach Gardens $271,500,000
Jupiter $167,800,000
Boynton Beach $106,300,000
Riviera Beach $100,000,000
Wellington $73,400,000
Royal Palm Beach $66,400,000
Lantana $25,200,000
Palm Springs $23,700,000
North Palm Beach $22,400,000

## Average Nights Per Trip




## Overnight Trips Per Capita



# FROM ALL OF US AT CSL

# THANK YOU

OCTOBER 31, 2024


**FRISCO OFFICE**
One Cowboys Way
Suite 325
Frisco, TX 75034
cslintl.com | 602.294.2000

**MINNEAPOLIS OFFICE**
520 Nicollet Mall
Suite 520
Minneapolis, MN 55402
cslintl.com | 602.294.2000

**NEW YORK OFFICE**
61 Broadway
Suite 2400
New York, NY. 10006
cslintl.com | 602.294.2000