



# Reaching New Heights in Fort Lauderdale



*Greater Fort Lauderdale ups the ante on its tourism offerings with new and renovated hotels, plus compelling brand initiatives.*

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PHOTO: Condos line the beach in Fort Lauderdale, Florida. (photo via Pixabay/vonpics)

Greater Fort Lauderdale continues to raise the bar on its tourism offerings with new and refreshed hotels, increased air service and a diverse collection of marketing initiatives designed to broaden the destination’s appeal.

“With new hotels, air service and marketing initiatives coming online, we’re looking forward to an exciting transformation of the destination,” said Stacy Ritter, president and CEO of the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB).

## HOTELS

The 157-room Plunge Beach Hotel, which offers direct beach access to Lauderdale-by-the-Sea, opened its doors in early 2017.