



## Fort Lauderdale Airshow Study

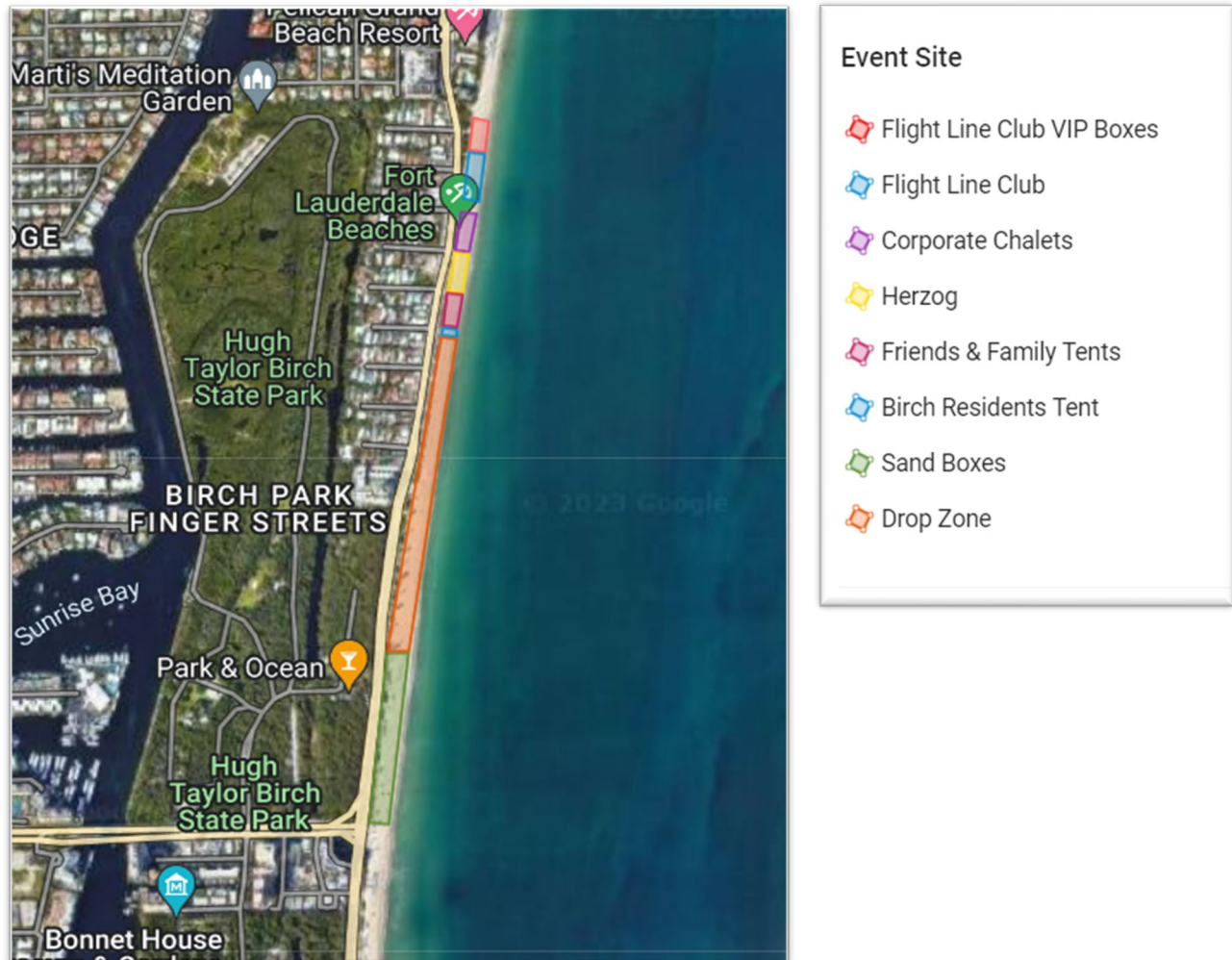
City of Fort Lauderdale  
Nighttime Economy Office  
June 15, 2023

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# FORT LAUDERDALE AIRSHOW

## Visitors to the Airshow

Fort Lauderdale Airshow is an annual weekend event with the primary event site and drop zone adjacent to Hugh Taylor Birch State Park, stretching from 18th Street southbound to Sunrise Boulevard on Fort Lauderdale beach, although since the aerial shows take place over the water, they can be viewed anywhere along Fort Lauderdale beach. The show exhibits military and civilian aircraft both on the Saturday and Sunday of the event weekend between noon and 3:00 PM.



Event Site Fort Lauderdale Airshow 2023

Source: <https://fortlauderdaleairshow.com/event-site-map/>

## FORT LAUDERDALE AIRSHOW

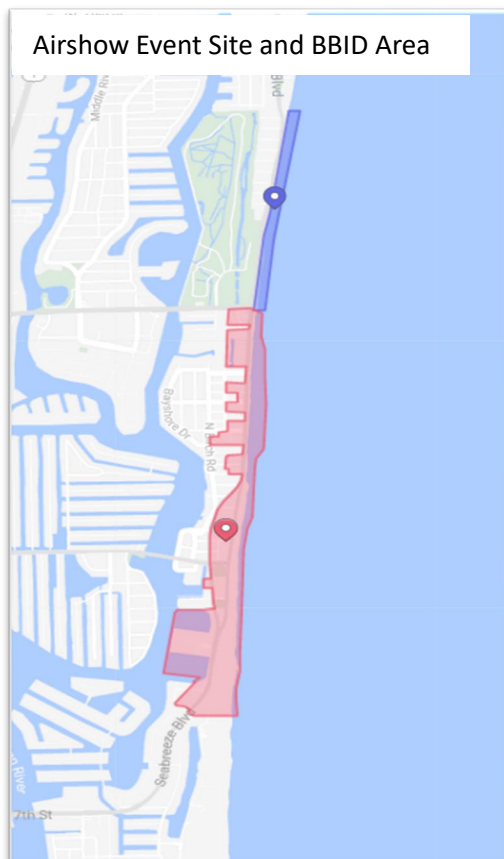
The airshow attracts thousands of people every year. The Nighttime Economy Office used foot traffic data to assess the number of visitors to the Airshow event site in 2019-2023.



*Number of visitors to the Fort Lauderdale Airshow 2019-2023*

*Source: Placer Labs Inc. (www.placerai)*


The Fort Lauderdale Airshow has been held annually since 2016 and typically takes place the last weekend in April or the first weekend in May. The 2020 festival was moved to November 2020 due to the pandemic and consequent lockdowns.



### Visitors to the greater beach area

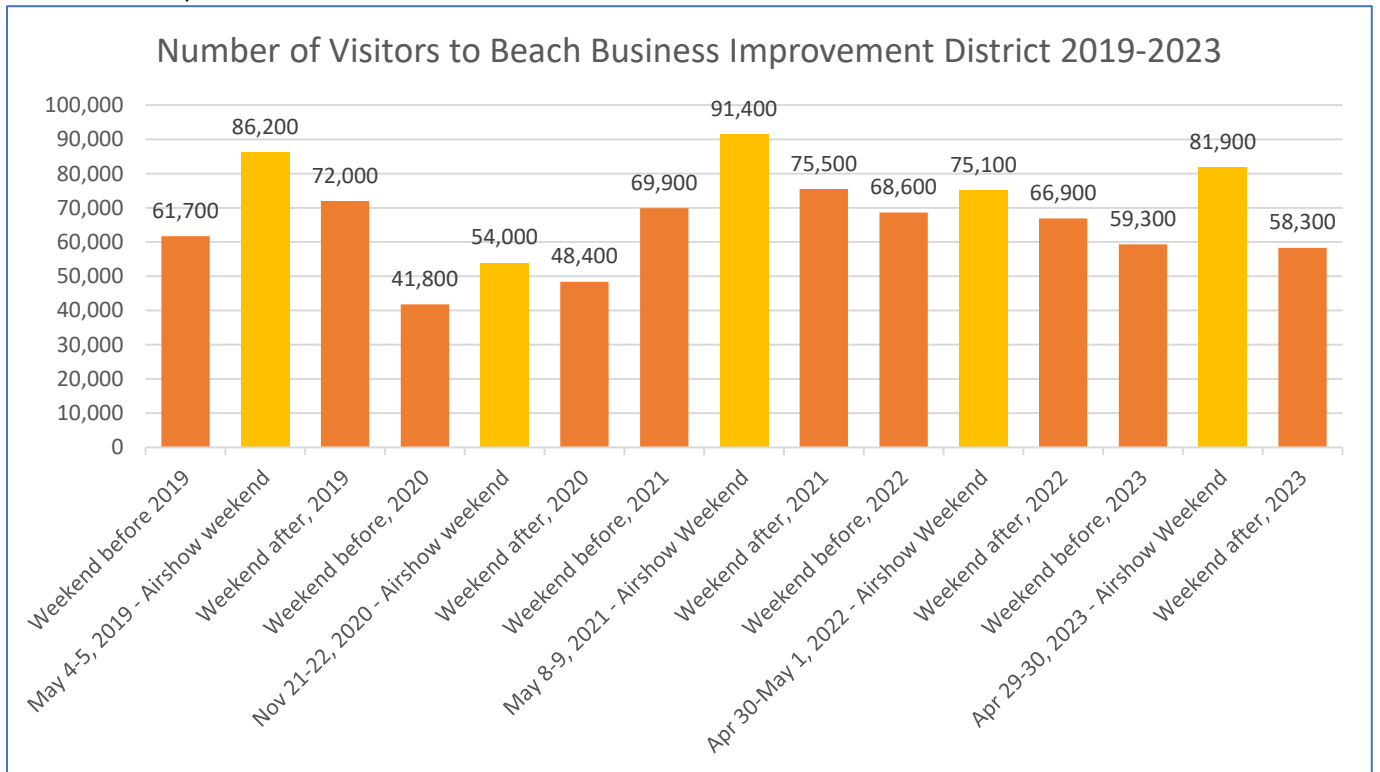
The Airshow is an aerial exhibition that can be viewed all along Fort Lauderdale Beach. To better reflect the impact the event has on the beach, we expanded the geographical area to include the number of visitors to the Beach Business Improvement District's (BBID) area. The Beach Business Improvement District's boundary stretches along A1A starting where the event site ends, at Sunrise Boulevard to the north all the way south to the east/west portion of Holiday Drive to the south.

#### Legend

-  Airshow Event Site
-  Beach Business Improvement District Area

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The foot traffic data clearly shows an increase in the number of visitors to the BBID area on the airshow weekends compared to the weekends before and after the show.

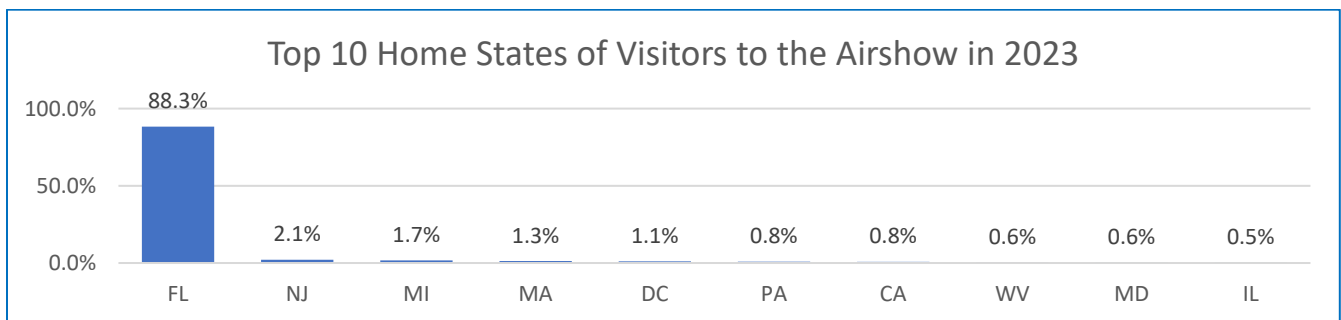


*Number of visitors to the Beach Business Improvement District Area on Airshow weekends, 2019-2023*

Source: Placer Labs Inc. ([www.placerai](http://www.placerai))

### Where do the visitors come from in the US?

The Airshow’s primary audience lives in Florida. In 2023, 88.3 % of the visitors were from Florida followed by New Jersey, Michigan, Massachusetts, Washington DC, Pennsylvania, California, West Virginia, Maryland, and Illinois.

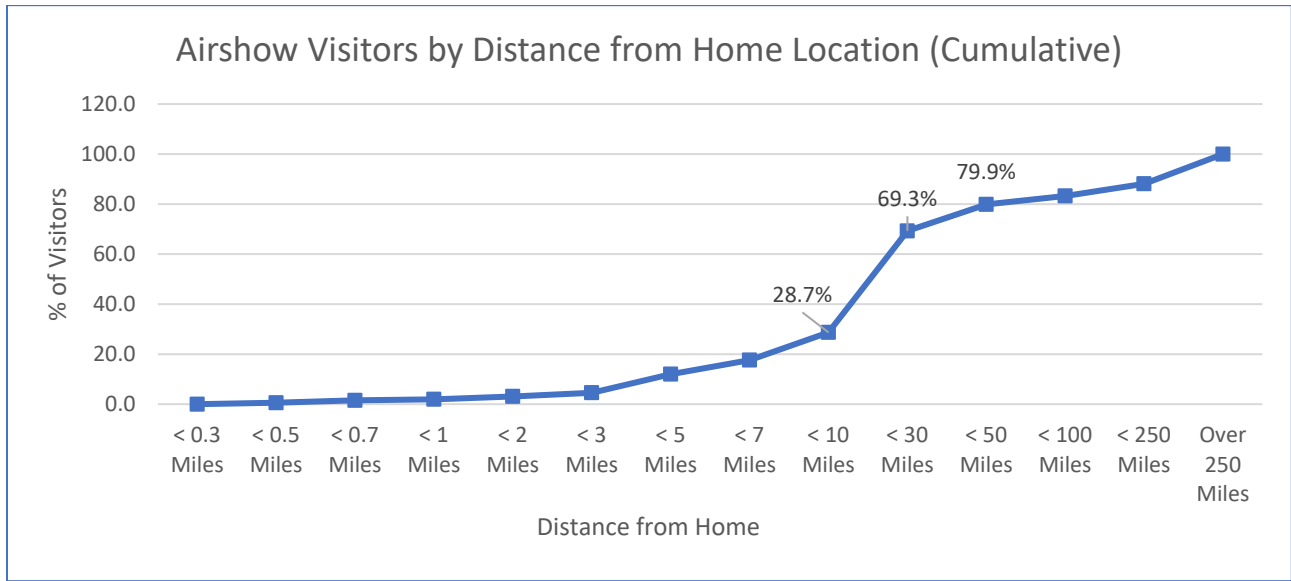


*Top 10 Home States of Visitors to the Airshow in 2023*

Source: Placer Labs Inc. ([www.placerai](http://www.placerai))

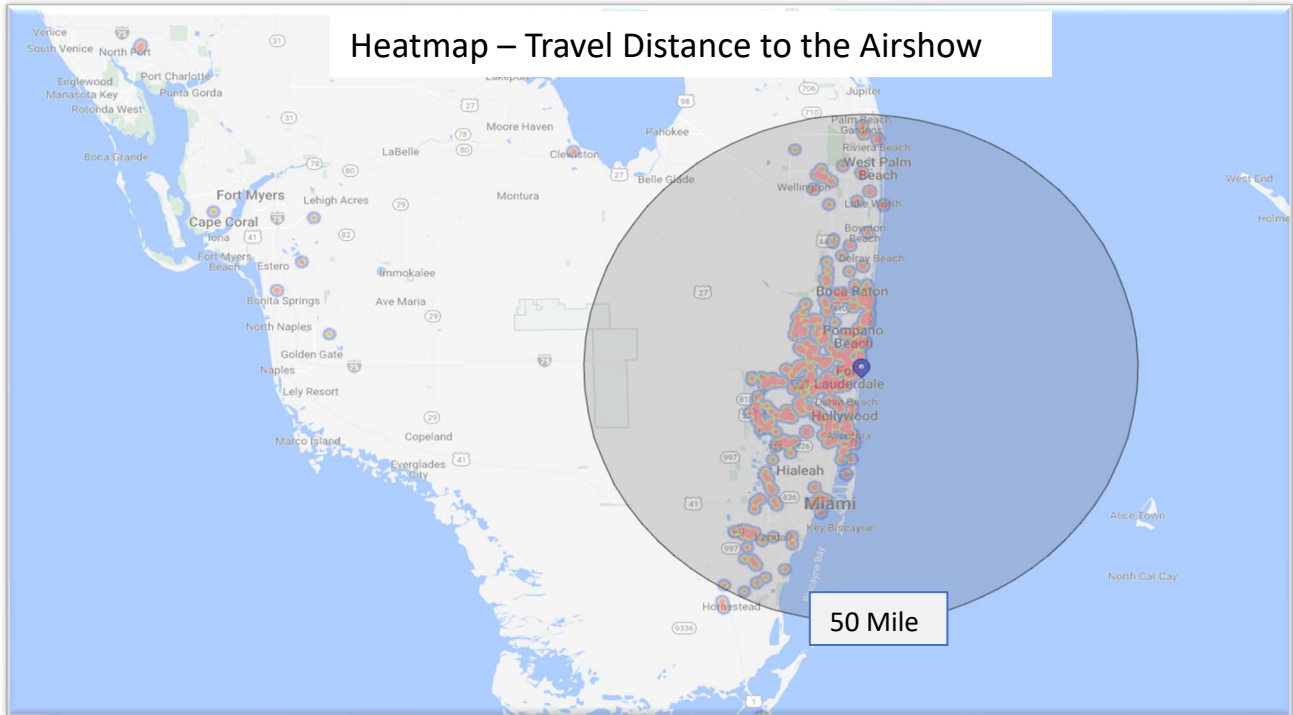
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To further identify the geographical reach of the audience, we investigated how far the visitors are willing to travel to the event. The chart and heatmap below show that the Airshow is primarily a local event where 69.3% of the visitors live within 30 miles of the event and 79.9% within 50 miles of the event.



*Airshow Visitors by Distance from Home Location, Cumulative*  
 Source: Placer Labs Inc. ([www.placerai](http://www.placerai))

79.9% of the visitors to the Airshow in 2023 live within 50 miles of the event.



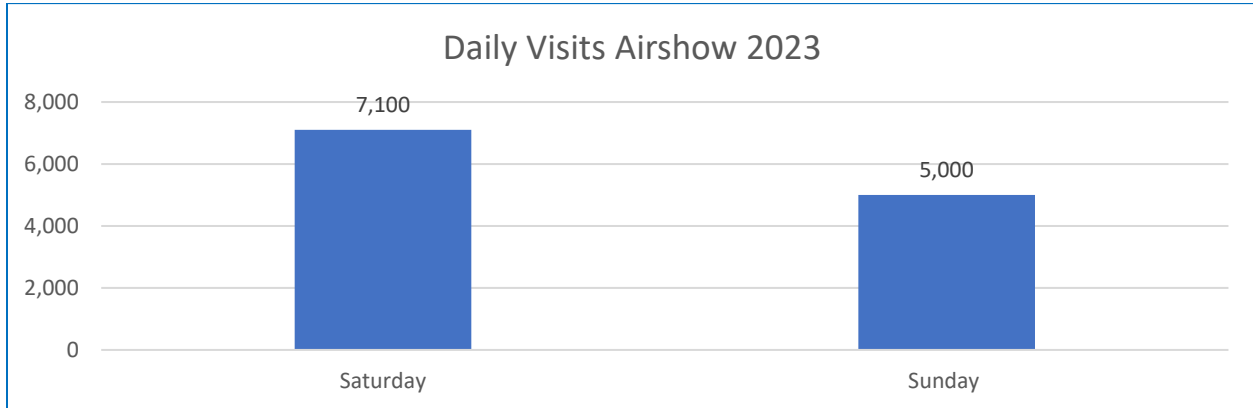
*Heatmap - Travel Distance to the Airshow*  
 Source: Placer Labs Inc. ([www.placerai](http://www.placerai))



# FORT LAUDERDALE AIRSHOW

## Daily Visits and Loyalty

12,000 of the 12,100 visitors in 2023 visited the airshow only one time. The majority, 58.7%, visited the show on Saturday. The lower attendance on Sunday may have been caused by inclement weather and rain delays.



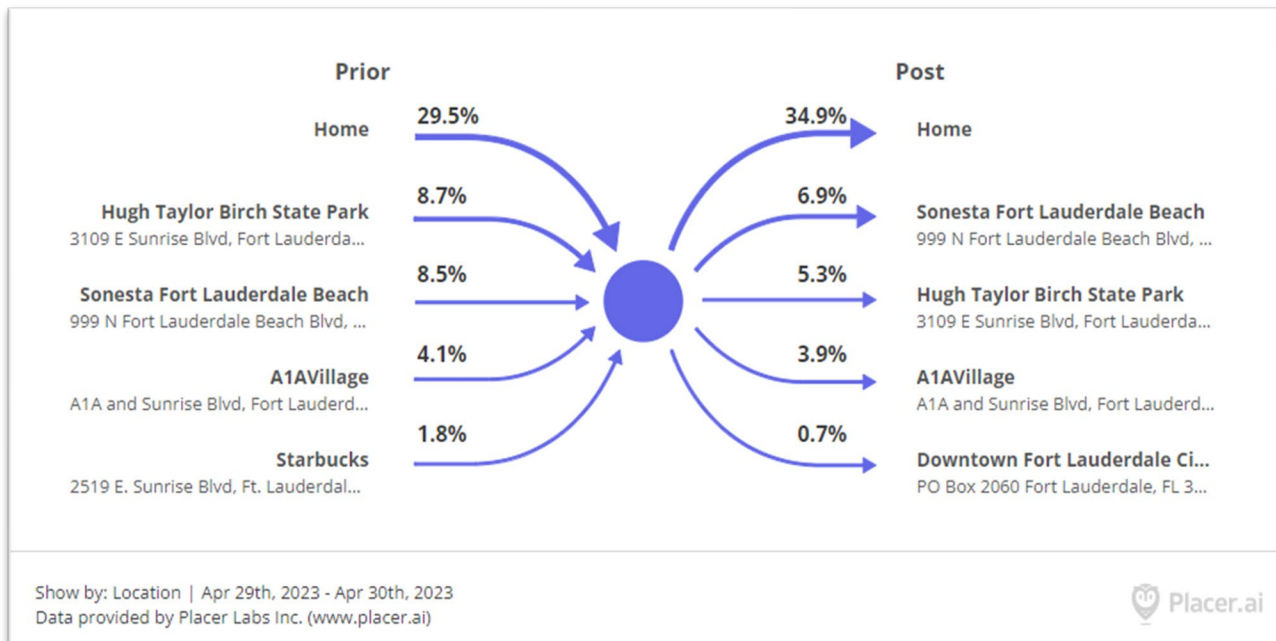
### Daily Visits to 2023 Airshow

Source: Placer Labs Inc. ([www.placerai](http://www.placerai))

The average dwell time at the show was 116 minutes.

## Visitors Journey to and from the Airshow

The visitors' journey chart shows where the visitors to the Airshow travelled from and to immediately before and after the event. As shown in the chart below, almost a third of the visitors came directly from their home to the show, and just over a third went straight back home after the show.



### Visitors Journey to and from the Airshow

Source: Placer Labs Inc. ([www.placerai](http://www.placerai))

# FORT LAUDERDALE AIRSHOW

## Airshow Visitors Top 10 Favorite Places

If we expand the timeframe to include the locations the Airshow visitors visited through the entire Airshow weekend, excluding the home location, the following list illustrates the places the airshow visitors visited at least once during the airshow weekend.

	Location	Address	City	% of Visitors
1.	Hugh Taylor Birch State Park	3109 E Sunrise Blvd	Ft. Lauderdale	18.30%
2.	Sonesta	999 N Ft Lauderdale Beach Blvd	Ft. Lauderdale	13.80%
3.	The Galleria at Fort Lauderdale	2414 E Sunrise Blvd	Ft. Lauderdale	7.40%
4.	A1A Village	A1A and Sunrise Blvd	Ft. Lauderdale	7.30%
5.	Galleria Plaza	2519 East Sunrise Boulevard	Ft. Lauderdale	4.70%
6.	Bonnet House Museum	900 N Birch Rd	Ft. Lauderdale	3.30%
7.	Starbucks	2519 E. Sunrise Blvd	Ft. Lauderdale	2.90%
8.	Ft Lauderdale Intl. Airport	50 Terminal Dr	Ft. Lauderdale	2.70%
9.	The Gallery at Beach Place	17 S Ft Lauderdale Beach Blvd	Ft. Lauderdale	2.40%
10.	Coral Ridge Mall	3200 N Federal Hwy	Ft. Lauderdale	2.30%

Source: Placer Labs Inc. ([www.placerai](http://www.placerai))

## Demographics of Airshow Visitors

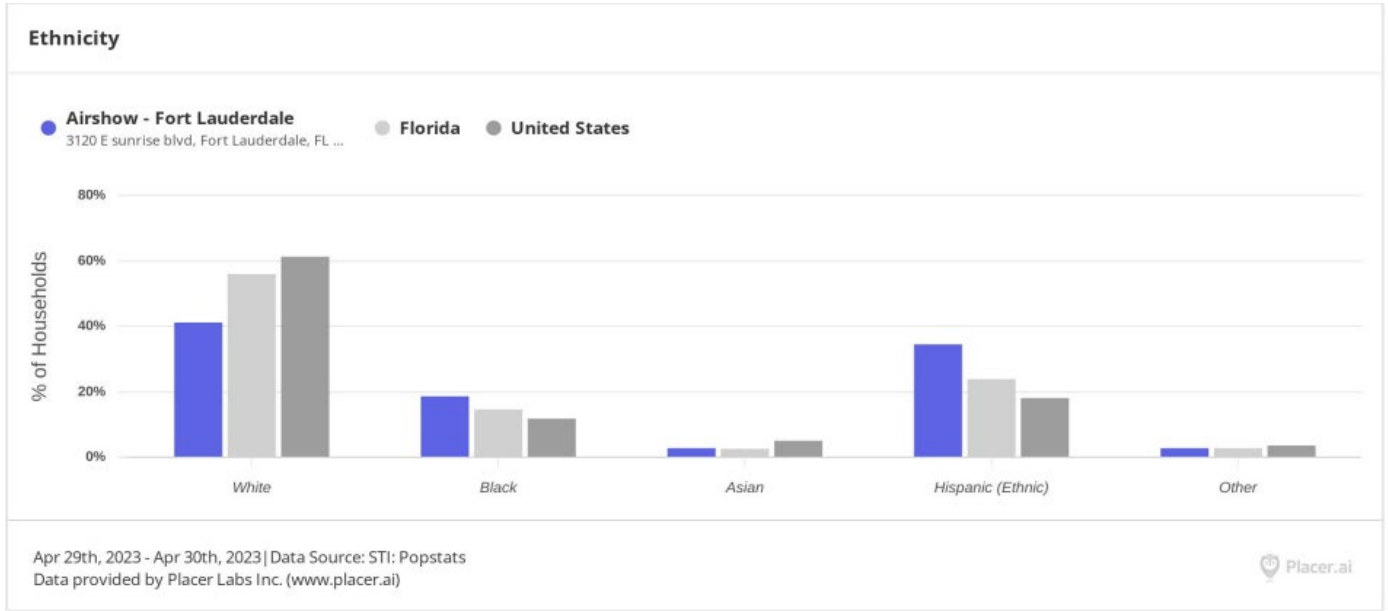
The median household income for the visitors to the Airshow is higher than in the State of Florida and the in the US. The number of visitors that have a bachelor's degree or higher is also higher for the airshow visitors than the rest of the State or the US.

Summary				
Property	Median Household Income	Bachelor's Degree or Higher	Most Common Ethnicity	Persons per Household
Airshow - Fort Lauderdale E sunrise blvd, Fort Lauderdale...	\$72.6K	38.5%	White (41.2%)	2.54
Florida	\$63.9K	31.7%	White (56%)	2.49
United States	\$69.5K	33.2%	White (61.3%)	2.58

Apr 29th, 2023 - Apr 30th, 2023 | Data Source: STI: Popstats  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

 Placer.ai

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43.9% of the visitors are White, 18.6% Black, 3.2% Asian, 32% Hispanic, and 2.1% Other ethnicity.

The demographics are based on true trade area, capturing 70% of the visits.