

Tourism
& Hospitality



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REAL ESTATE

The Fort partners with luxury residence

A newly opened Broward County sports complex partnered with an upcoming luxury residential tower in Fort Lauderdale.

The Fort – a pickleball, wellness and social club that debuted in February at 891 S.W. 34th St. – announced Oct. 28 that it has teamed with Viceroy Residences Fort Lauderdale to expand lifestyle offerings for condo unit owners once the tower opens in 2029.

"We're thrilled to partner with such a prestigious brand," The Fort co-founder Brad Tuckman said. "Viceroy's reputation for luxury and connection aligns perfectly with our vision to create a third place for our members, a space beyond home and work where people can relax, play and build community."

Rising 45 stories at 451 N.E. Fourth St., Viceroy Residences is being developed by New York-based Naftali Group, with architecture by Arquitectonica, interiors by Rockwell Group and landscaping by EDSA.

Future residents will receive limited membership access to The Fort's amenities, including 43 pickleball courts, a lakeside restaurant and bar program, and open-air social areas.

The partnership comes amid surging demand for pickleball amenities. Participation rose 45.8% in 2024 to nearly 20 million players nationwide, including roughly 2.8 million in the South Atlantic region, according to Pickleheads.

TECHNOLOGY

SPAIN-BASED FOURVENUES LAUNCHES IN MIAMI

Platform expands to U.S., centralizing club operations and sales

A European nightlife technology company is expanding to the United States, opening an office in Miami as part of its push to modernize operations across the industry.

Fourvenues, a Spanish software platform that provides management tools for clubs and festivals, announced its U.S. launch Oct. 31.

The company's system is designed to help venues centralize ticketing, marketing, payments and VIP sales in one platform.

Fourvenues co-founder and CEO Alberto Centeno said the company aims to help operators run more efficiently and maximize revenue through technology built by and for the nightlife industry.

"Digitizing ticket sales means nothing if the rest of the operation is still manual," he said in a statement.

Fourvenues also plans to host its first American "Fun Business Days" conference in Miami on March 25, 2026, coinciding with Miami Music Week and the Ultra Music Festival.

The event, which began three years ago in Valencia, Spain, brings together operators, promoters and brands to discuss technology and trends shaping the global nightlife market. A venue for the conference has not yet been announced.

Founded in 2018, Fourvenues has partnered with international



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nightlife brands such as Pacha, a longtime nightclub in Ibiza, Spain; Zamna, a Tulum, Mexico-based electronic music festival; and Club Chinois, an upscale venue in Ibiza's marina district.

The company operates in more than 20 countries. Its Miami office, which is set for 1111 Brickell Ave. in the Brickell Financial District, will serve as its first U.S. location, with another planned in New York.

Fourvenues' expansion comes as the global nightlife sector continues to show steady growth.

The Miami office is part of a push to modernize operations across the industry.

According to Verona, New Jersey-based Verified Market Research, the global bars and nightclubs market was valued at about \$98.6 billion in 2023, and is projected to reach about \$128.8 billion by 2031 – a compound annual growth rate of 3.4%.

"Urbanization and the expanding young population, particularly in metropolitan areas, are driving demand for nightlife venues," the forecast states. "As personal income levels increase, individuals are more likely to spend on leisure activities, including nightlife experiences."

RETAIL

Louis Vuitton debuts new boutique

Louis Vuitton has opened a two-story boutique at 150 Worth Ave., marking the French luxury house's 14th Florida location.

The 7,500-square-foot store offers men's and women's ready-to-wear collections, handbags, shoes, accessories, jewelry, watches and fragrances.

A wood staircase leads to the upper floor, which showcases the brand's recently launched home collection – one of only two

such spaces in the U.S. – featuring furniture, tableware and decorative pieces created with international artists and designers.

Designed in Palm Beach's Mediterranean Revival style, the interior includes oak flooring, custom wallpaper and curated artwork. The boutique expands Louis Vuitton's presence across South Florida, including stores at Bal Harbour Shops, Aventura Mall and the Miami Design District.



BRAD DICKSON

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