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## Could Fort Lauderdale's new direct flight path to London increase condo sales at Four Seasons?

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When British Airways launched its first direct flight between Fort Lauderdale and London last week, the sales team at the Four Seasons Private Residences Fort Lauderdale saw dollar signs.

That's because about 30 percent of the condo hotel's buyers so far are international, with a large share from Europe.



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"Our first purchaser is from London," said Dan Teixeira, sales director at the property. "He keeps his yacht in Fort Lauderdale and comes here often to take the yacht to the Bahamas regularly."

Teixeira told the *South Florida Business Journal* that London buyers are "very familiar" with the Four Seasons brand because there are two Four Seasons properties in London. The Four Seasons Private Residences Fort Lauderdale, which has 90 residences and 130 hotel rooms, is about 30 percent sold as of July 1, he said. The property at 525 N. Fort Lauderdale Beach Blvd. along A1A started accepting contracts March 1 and buyers will start moving in December 2019. Furnished units start at \$2 million.

British Airways' nonstop route between Fort Lauderdale-Hollywood International and London's Gatwick Airport flies four times weekly and could help funnel more buyers to the project as condo sales slow in coastal Miami-Dade and Fort Lauderdale. [Fewer units sold at the beginning of 2017 compared to previous months, according to data from ISG World.](#)

"Most buyers have flown into Miami from London," Teixeira said. "They have complained about the Miami traffic and have always asked when we would have direct flights from Fort Lauderdale. Our proximity to the airport being 10 minutes away - and never having to be on a highway to get to our location - is very attractive to buyers."

[The same factor slowing tourism to South Florida](#) is causing the region's condo sales to sputter: The strong U.S. dollar in comparison to foreign currencies means fewer international investments in local properties and fewer visitors.

[Click here to read the latest about slowing condo sales in South Florida. And click here to learn more about how local hospitality businesses are coping with a rough summer.](#)

Emon Retser is the digital producer for the *South Florida Business Journal*. Get the latest local business news with our free daily newsletter. [Click here to subscribe.](#)