



greater FORT LAUDERDALE

CVBUZZ

April 2013

Follow us on [Facebook](#) and share the beauty of the destination with your friends and guests.

*Photo taken this morning by [FtLauderdaleSun](#)

APRIL FOOLS DAY

"Let us be thankful for the fools. But for them the rest of us could not succeed." ~Mark Twain

FEBRUARY NUMBERS

Growth in hotel occupancy continues (for the past 39 months), with the highest February hotel occupancy since 2006, and the U.S. February's highest Average Daily Rate since 2008 (up for the past 24 months).

GREATER FORT LAUDERDALE AVERAGE HOTEL OCCUPANCY		
February 2013	February 2012	% Change
87.6%	86.3%	+1.4%
GREATER FORT LAUDERDALE AVERAGE HOTEL DAILY RATE		
February 2013	February 2012	% Change
\$151.54	\$144.10	+5.2%

TOURISM MEANS JOB\$

Did you know the Embassy Suites Fort Lauderdale – 17th Street provides an outstanding employment culture for 125 team members?



GET YOUR RED READY: CELEBRATE NATIONAL TOURISM APPRECIATION DAY

Reserve your seat for the **Tourism Appreciation Day** luncheon on **Thursday, May 2** at the Broward County Convention Center, as we celebrate the importance of tourism with keynote speaker, Greg Schwem. \$35pp. RSVP by Apr 26 to Kim, kcanter@broward.org.

A FOND FAREWELL TO OUR INTERNATIONAL GURU

Congratulate **Alfredo Gonzalez** as he "Goes to Washington" to become Brand USA Senior Vice President, Global Partnership Development. We thank him for his many accomplishments and for helping us put Greater Fort Lauderdale on the global map for the past 13 years. We are so proud of Alfredo's successes in travel and tourism, as well as developments in aviation growth during his tenure at the GFLCVB. While we are sad to see him move on, Alfredo will still be working with us to promote tourism to the US, Florida and especially Greater Fort Lauderdale. Thanks Alfredo for your legacy in Broward...you will be missed!!



AWARD-WINNING

The Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) won four Gold ADDYs at the **2013 Advertising Federation of Greater Fort Lauderdale's ADDY Awards**. Top honors were awarded for integrated marketing and advertising creative campaigns produced by Starmark. The Greater Fort Lauderdale CVB's New York Times interstitial banners, "Defrost Your Swimsuit App" in the mobile category, "Fork Lauderdale Dine Out App," and

"Defrost Your Swimsuit" Taxi Wrap were among the winners. The ADDY Awards are the advertising industry's largest, recognizing creativity in advertising and attracting more than 50,000 entries per year in local chapter competitions, the first of a three-tier national competition.



SUMMER SAVINGS: 2-FOR 1

Thanks to our many hospitality industry partners for offering 2-for-1 experiences from arts and entertainment to transportation and spa to encourage summer visitation. Visit <http://sunny.org/summer> to view more than 30 special summer two-for-one deals available May 1 through Sept 30. Summer Savings cards will be available for distribution for added value to your summer guests. Email Frank fpadin@broward.org to order your Summer Savings cards.

SUPERIOR SMALL LODGINGS ANNUAL REVIEWS

Superior Small Lodgings Annual Reviews begin the first week of May. [Click here](#) to sign up now. To qualify, you must have 50 rooms or less, meet the Superior Small Lodging guidelines and pass the review with an 82% grade. As a Superior Small Lodging member, you will be included in the 2014 Greater Fort Lauderdale Superior Small Lodging directory, as well as the SSL website, the Broward listing on www.sunny.org/ssl, Broward SSL Facebook: www.facebook.com/superiorsmalllodgings and the Greater Fort Lauderdale Playbook. SSL members can join Visit Florida at a discounted rate and will receive a free SSL sign to display on your property as well. For more info on becoming a Superior Small Lodgings member, go to www.sunny.org/sslmembers. Also, there will be a Superior Small Lodging meeting on Wednesday, April 10 at 8:30am at the CVB offices, open to all properties with 50 rooms or less.



TURTLE SEASON IS HERE

Sea turtle nesting season began March 1. These large marine reptiles will soon begin visiting our beaches at night with regularity. Females of three different species of sea turtle come ashore at night, lay their eggs and return to the sea. Loggerhead turtles may lay four to five nests per turtle per season, with each nest containing an average of 110 eggs. The peak of the nesting season in Broward County is June and July. If you are on the beach at night and see a large turtle coming ashore, please observe this phenomenon from a distance. If you wish to participate in organized tours to witness the nesting ritual, contact the Broward County Sea Turtle Conservation Program at (954) 519-1255 for info.

CONVENTION SALES TEAM UPDATE

The convention sales team recently participated in Mid-Atlantic HelmsBriscoe DC Destination Preview, PCMA New England Education conference, ASAE Great Ideas Conference in Colorado Springs, DMAI Foundation Dinner/Destinations Showcase in Washington, DC, GFLCVB Carolina Sales Mission, Pharma Forum in Orlando, Smart Meetings in Seattle, and MIC Colorado in Denver.

Catch the sales team at these upcoming events and tradeshow:

- Apr 8-10: Visit Florida VIP Event and Client visits, Atlanta
- Apr 16-18: GFLCVB Milwaukee and Chicago Sales Mission
- Apr 16-18: GFLCVB Mid-Atlantic Sales Mission
- Apr 16-19: HelmsBriscoe Annual Partner Conference
- Apr 24: AMPs Golf Event, Washington, DC
- Apr 24-26: GaMPI-MEC, Atlanta
- Apr 28-30: Smart Meeting - SmartMart, San Diego

APRIL GROUP SALES UPDATE

Groups meeting in April will generate more than \$15 million to Broward County. Groups include:

- Apr 2-6: Association of American Medical Colleges (AAMC) Conference (1255 attendees)
- Apr 3-7: Florida Roundup 2013 (500 attendees)
- Apr 6-11: SmithBucklin Corporation American Resort Development Association (3200 attendees)
- Apr 8-12: Visiting Nurse Associations of America (VNAA) Annual Meeting (350 attendees)
- Apr 8-15: Association Management Center American Academy of Pain Medicine 2013 Annual (400 attendees)
- Apr 10-13: BUCOM International, Inc. Alecardio Investigators Meeting (287 attendees)
- Apr 11-18: Mortgage Bankers Association of America Conference and Expo (1775 attendees)
- Apr 15-21: NAACP 2013 Southeast Region Civil Rights Advocacy Training Institute-CRATI (300 attendees)
- Apr 15-21: Reed Smith LLP Partner Retreat (772 attendees)
- Apr 20-25: Bersin & Associates Impact 2013 Conference (350 attendees)
- Apr 26-May 4: International Society of Beverage Technologists 2013 Conference (300 attendees)
- Apr 27-May 3: Allied Buying Corporation Spring Meeting (250 attendees)

SPORT LAUDERDALE

Sports Development will welcome more than 18,000 attendees in April, including the YMCA Masters Swimming and YMCA National Diving Championships at the Fort Lauderdale Aquatic Complex, Florida State USBC Youth Pepsi Bowling Tournaments at Strikers Family Sportscenter and Synchronized Swimming Regional Meets at the Coral Springs Aquatic Complex.

TOURISM SALES

Fernando Harb began the month wrapping up the CVB's attendance at ANATO in Bogota, Colombia. Before joining Alfredo at ITB in Germany, Fernando was at Showcase Italy in Milan. Josh Winston was joined by partners Hyatt Regency Pier 66 and Courtyard by Marriott Fort Lauderdale Beach for our annual Boston Sales Mission to showcase what's new in the destination. Justin Flippen conducted a series of Viva Florida 500 meetings to finalize the Bahia Mar Marina as the host location for the replica Spanish Galleon.



CELEBRATE FLORIDA'S 500th ANNIVERSARY

Viva Florida 500 commemorates Florida's rich heritage and diverse cultural history through 2013. For the Spanish and Ponce de Leon who arrived on our shores in 1513, Florida was a new place to discover and explore. To celebrate and continue the exploration, a Spanish Galleon arrives in Fort Lauderdale May 14-19. El Galleon, a replica of the type used by the Spanish when they discovered La Florida will be docked at Bahia Mar Marina. The ship will be open for free public tours courtesy of the Broward County Commission and the Greater Fort Lauderdale Convention & Visitors Bureau. For more news about Viva Florida 500 in Greater Fort Lauderdale, visit

www.sunny.org/vivaflorida. To entice visitors to explore our shores, submit your special offers and events which highlight our shared history and heritage. Special offers can range from a Viva Florida 500 hotel rate to a culinary treat. Events should highlight our rich history and heritage, such as music or food festivals that share our Spanish, Hispanic, Latin, Caribbean, English, French and other cultures. To submit a Viva Florida event, visit www.sunny.org/submit, input the details of your Viva Florida event, and be sure to select Viva Florida 500 as your event category. Or to submit a special offer, [click here](#) to fill out the Viva Florida 500 Special Offers form, and return it via email to Justin Flippen at jflippen@broward.org.

EVENT LISTING MADE EASIER

Does your organization have visitor based events you would like included on our online events calendar? If so, check out the new and improved way to submit events. Simply visit www.sunny.org/submit to input the details of your event along with a photo. If you don't have a photo specific to your event, then consider submitting a logo. Once approved, your event will be added to the host of others listed on sunny.org. Have questions? Contact Justin jflippen@broward.org.

FLYING HIGH

Allegiant Air begins new, nonstop low-fare flight service from Piedmont Triad International Airport (PTI) to Fort Lauderdale-Hollywood International Airport (FLL) beginning June 6 with twice-weekly flights from PTI on Thursdays and Sundays. **Norwegian Air Shuttle** announced Copenhagen flights beginning Nov 29 on Mondays and Fridays, while service from Stockholm will kick off Dec 1 on Thursdays and Sundays. The new service to the Scandinavian cities will be a first for the Fort Lauderdale airport. **Silver Airways** just began daily turboprop service to Orlando (MCO) and **Frontier Airline's** new flights to Trenton-Mercer Airport (TTN), flying Monday, Wednesday, and Saturday. Two new "grab and go" concession kiosks opened in Terminal 4 Pre-Security: **Caffe Sienna**, located in the upper Departure Level, offers sandwiches, fruit parfaits, coffee, fresh fruit, and pastries 5am-11pm. **Fresh Selections** offers a variety of sandwiches, salads, beverages, and fruit parfaits, located in the lower Baggage Claim Level from 7am-10:30pm.



FREE TROLLEYS FROM FLL

The Sun Trolley will offer free trolley service Saturday and Sunday, picking up at the airport every hour on the hour between 9am– 4pm and heading to downtown Fort Lauderdale. Final departure from Fort Lauderdale leaves at 4:30pm for the airport. [Click here](#) for more info.

IM'PORT'ANT NEWS

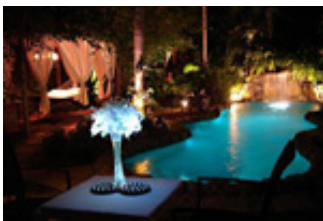
Princess Cruises' new *Royal Princess* will call Port Everglades her US winter home when she arrives in the fall of 2013 after debuting in Europe. *Royal Princess* will be berthed at Cruise Terminal 2, which was completely renovated this fall to allow for a seamless "curbside-to-ship" guest experience with expanded check-in and baggage claim areas, covered walkways, streamlined transportation routing and bright interiors. The new 141,000-ton, 3,600-passenger *Royal Princess* will depart from Southampton on June 16, 2013, followed by seasons of cruising in the Mediterranean and Eastern Caribbean. A sister ship, *Regal Princess*, will debut in 2014.



FILM & ENTERTAINMENT

Noelle Stevenson attended Tour Connection in NY with more than 250 entertainment travel agents. She also met with HIFF (Hamptons International Film Festival) to explore further partnership. Hollywood kicks off Cinema Paradiso in Hollywood. Noelle did a Venevision studio visit to introduce the local incentive. She also had a meeting with Miramar Cultural Center welcoming, once again, the Southern Independent Film Festival coming in September. The film project "Assumed Killer" starring Armand Assante, Eric Roberts, filmed entirely in Broward, was picked up by Marvista entertainment premiering at various industry festivals. Noelle also met with O2 Productions regarding their new in studio and location production projects in Broward.

Film Permits were issued for the following productions in March 2013: **TV Series:** Graceland-Season 1; The Glades-Season 4; Mission Makeover; Four Weddings; Les Anges de la Télé- Réalité; South Beach Tow-Season 2; Best Shore Diving in the State/ScubaNation; Taboo; The Expat Show; Catfish; Ex Wives of Rock; The Real Housewives of Miami; Lifetime-Single Dads; Fish Tank Kings. **TV Movie or Special:** Invicta Watches March Event-ShopNBC; "What Would Ryan Lochte Do?" **TV Commercials:** MyLooks; Kool Aid; Michael Dolce; VW; DDA (Chocolate); Sony; Cool Caps; Party City. **Still Photography:** Tahoe River Outfitters; Justice-Summer 3; SanMar; Foster Grants; Prez; Calupso 2013; River Island; OP Iconix; Belk Week 18 Izod Mailer; Scott and Adam Fletcher; HG Beach; Beauty Cars; Emilia Lay Catalog; Ellos Forshell T031302; Wal*Mart May 19th Circular; Next Director; SDG Specialogue; Miracle Suite. **Telenovela:** Marido En Alquiler. **Featured Film:** Untitled Elmore Leonard Project. **Documentaries:** C Production / Enquete Exclusive. **PSA:** Crime Stoppers Educational Video. **Other:** Florida AIDS Walk; Touch Up & Go.



HOTEL NEWS

Congratulations to our very own **Ed Lugo Resort** in Wilton Manors, for making TripAdvisor's 2013 Travelers' Choice Top 25 Small Hotels in the U.S. [Click here](#) to see the list or read about in the [Sun-Sentinel](#). The **Fort Lauderdale-Coral Springs Marriott Hotel, Golf Club & Convention Center** welcomes **Justin Nels** as the new general manager and the hotel's F&B Department was one of 27 food service establishments in Florida to be recognized by the Florida Department of Business and Professional Regulation for having no safety or sanitation violations within the past year. **The Hilton**

Garden Inn Fort Lauderdale Airport-Cruise Port in Dania Beach has completed renovations to guest rooms, public areas and meeting spaces. It's the first Hilton Garden Inn in Florida to get the new brand makeover.

PARTNER NEWS

Sawgrass Mills added more hotel stops to its recently launched shuttle service for visitors staying on Fort Lauderdale beach including Bahia Mar Fort Lauderdale Beach, Courtyard by Marriott Fort Lauderdale, Hilton Fort Lauderdale Marina, Hyatt Regency Pier Sixty-Six, and W Fort Lauderdale. This newly expanded service, which also stops at The Atlantic Resort & Spa, B Ocean, Harbor Beach Marriott and The Ritz-Carlton, Fort Lauderdale, will transport shoppers three times daily. Shoppers are not required to be guests at the hotels. Mon-Sat 9am-8pm and Sun 10am-9pm. \$15 one-way or \$25 roundtrip per person. visit www.theofficialsawgrassshuttle.com for more info.

Zola Keller held its #1 position in the Channel 10 Best Of contest. [Click here](#) to see their ad marketing Zola's great accomplishment in continuing to be the best in South Florida. **The Grateful Palate** introduces a selection of sumptuous new dishes, as well as a brand new cocktail program. Go to www.thegratefulpalate.com to find out more.

BARBIE'S REAL LIFE DREAMHOUSE

Barbie™ The Dreamhouse Experience, a life-sized house complete with pink elevators, a walk-in "glitterizer," an endless closet and a dazzling "diamond" ring display -- will be opening at Sawgrass Mills May 2013 providing an unprecedented opportunity to interact with Barbie, her friends and family, and truly see what it's like to live her dreamy life. Using Radio Frequency Identification (RFID) technology bracelets and LED touch screens, fans can create their own personalized experiences -- including digitally "trying on" Barbie® doll's fabulous fashions. More than 350 Barbie® dolls and other collector memorabilia will be on display. General admission tickets start at \$14.95.



EARTH DAY AWARENESS EVENT

Earth Day in the Glades will be held Sat, Apr 20 from 10am until 2pm at Sawgrass Recreation Park located at 1006 North U.S. Highway 27 in Weston. The event will include a meet and greet with the stars of Swamp Men on Nat Geo Wild, Gus "Onebear" and Jonathan "Cattail." Eco friendly craft projects, a bounce house, educational talks, and food trucks are among the other highlights of the event. Details of auction items and more posted on their Facebook page: <https://www.facebook.com/sawgrassrecreationpark>

CHECK FDOT'S 511 TO KNOW BEFORE YOU GO

Access info on crashes, congestion, construction and more on interstates, toll roads and other major metropolitan roadways such as I-95, I-595, I-75, and Florida's Turnpike. 511 also provides free phone transfers to airports and local transit authorities, including Fort Lauderdale International Airport, Miami International Airport, Broward County Transit Authority, and South Florida Commuter Services. There are four convenient ways to receive traffic updates: call 511 toll free for updates in English and Spanish, visit FL511.com, with interactive roadway maps showing traffic congestion, travel times and crashes, download the free Florida 511 app on [iTunes](https://itunes.apple.com/us/app/florida-511-toll-free-traffic-updates/id924444444); or follow one of the 12 statewide, regional or roadway-specific feeds on [Twitter](https://twitter.com/FL511).



HAPPENINGS AROUND TOWN

- Apr 4: Chicago, HARD ROCK LIVE
- Apr 5: 18th Annual Wine and Culinary Celebration, MUSEUM OF DISCOVERY & SCIENCE & AUTONATION IMAX
- Apr 5-6: Beach Beast Health and Fitness Expo / 5k Adventure Race, SHERATON FORT LAUDERDALE BEACH HOTEL
- Apr 6: Beerfest, Esplanade Park
- Apr 6-7: Dania Beach Arts and Seafood Celebration 2013, Frost Park
- Apr 6: Florida Panthers v. Washington Capitals, BB&T CENTER
- Apr 6-7: YAA Festival of the Arts, YOUNG AT ART MUSEUM
- Apr 7: Florida Panthers v. Ottawa Senators, BB&T CENTER
- Apr 7: Riverwalk Sunday Arts
- Apr 9-21: The Addams Family, Broadway, BROWARD CENTER FOR THE PERFORMING ARTS
- Apr 10: BizBash IdeaFest South Florida, BROWARD COUNTY CONVENTION CENTER
- Apr 10: John Legend, HARD ROCK LIVE
- Apr 11: Follow the Leader: Southern Circuit Independent Film Festival, MIRAMAR CULTURAL CENTER
- Apr 11: Larry the Cable Guy & Bill Engvall, BB&T CENTER
- Apr 12: Bill Mays Trio - Mays at the Movies, BROWARD CENTER FOR THE PERFORMING ARTS
- Apr 12-14: Ladies, Let's Go Fishing Weekend, DANIA BEACH
- Apr 12: Pineapple Jam, STRANAHAN HOUSE
- Apr 13: Florida Panthers v. Pittsburgh Penguins, BB&T CENTER
- Apr 13: Howard Hewett, MIRAMAR CULTURAL CENTER
- Apr 13-14: Rock The Ocean Tortuga Festival, FORT LAUDERDALE BEACH
- Apr 14-16: The Five Beethovens, BROWARD CENTER FOR THE PERFORMING ARTS
- Apr 17: HSMAl South Florida Fashion Networker at Bonaventure Resort & Spa
- Apr 19: 5th Annual Spin-A-Thon, ESPLANADE PARK
- Apr 19: Las Olas Wine and Food Festival
- Apr 19-20: Reba McEntire, HARD ROCK LIVE
- Apr 19-20: Spank: The Fifty Shades Parody, PARKER PLAYHOUSE
- Apr 20: Blues, Brews and BBQ, SEMINOLE CASINO COCONUT CREEK
- Apr 20: Date Night (Parent's Night Out), FORT LAUDERDALE CHILDREN'S THEATRE
- Apr 20: Earth Day Celebration, FLAMINGO GARDENS, WRAY BOTANICAL COLLECTION
- Apr 20: Hillsboro Inlet Lighthouse Tour, SANDS HARBOR RESORT & MARINA
- Apr 20-21: Lauderdale Air Show, FORT LAUDERDALE BEACH
- Apr 20: Rihanna, BB&T CENTER
- Apr 21: Pat Benatar & Neil Giraldo, HARD ROCK LIVE
- Apr 23: Florida Panthers v. New York Rangers, BB&T CENTER
- Apr 24: Brit Floyd, BROWARD CENTER FOR THE PERFORMING ARTS
- Apr 25: Florida Panthers v. Toronto Maple Leafs, BB&T CENTER
- Apr 25: Al Pacino: One Night Only, HARD ROCK LIVE
- Apr 26-28: Deerfield Beach Wine & Food Festival, QUIET WATERS PARK
- Apr 26-28: Pompano Beach Seafood Festival
- Apr 26: Rush, BB&T CENTER
- Apr 26: STOMP for YAA!, YOUNG AT ART MUSEUM
- Apr 26-27: Trey McIntyre Project 2013, BROWARD CENTER FOR THE PERFORMING ARTS

Apr 28: Renaissance, BROWARD CENTER FOR THE PERFORMING ARTS

Apr 28: Roberta Flack, HARD ROCK LIVE

Apr 29-May 6: Fleet Week, PORT EVERGLADES

Apr 30: Kathleen Madigan, HARD ROCK LIVE

"This is the day upon which we are reminded of what we are on the other three hundred and sixty-four." ~ Mark Twain, Pudd'nhead Wilson, 1894

Sunny wishes,

A handwritten signature in black ink that reads "Nicki".

Nicki E. Grossman
President

greater FORT LAUDERDALE
HELLO SUNNY