



greater FORT LAUDERDALE

CVBuzz

February 2013

HELLO SUNNY(.ORG)

Have you had a chance to check out the newly redesigned sunny.org website with enhanced features reflecting the new Hello Sunny marketing campaign? The redesigned, colorful website allows for greater engagement and easier navigation designed as a more "app-like" experience for users. The site also features greater mapping capabilities. Each main section has highlighted "Sunny Interests" making it easy to jump from page to page. An enhanced Trip Planner allows users to save hotel, dining options, events and activities to itineraries on a daily basis. Hotel Listings include new sort features, and ways to quickly filter by amenity, lifestyle, ratings, and price. Sunny Deals are easier to find than ever. Live web cams, special-interest travel information, "sunny tunes" music channel, and colorful imagery bring the site to life. Sunny.org also serves as a hub for links to our partners, media and social sites including Facebook, Twitter, Foursquare, Pinterest and YouTube. And we are continually looking for larger images for your free listing. Check your free listing for any updates.



YEAR-END STATS

Growth in hotel occupancy continues (for the past 37 months), with the highest December hotel occupancy since 2005, and the U.S. December's highest Average Daily Rate since 2007. Year-end, ADR is up 3.4% over 2011 at \$114.48 and hotel occupancy is up 3.2% over 2011 at 72.7%.

GREATER FORT LAUDERDALE AVERAGE HOTEL OCCUPANCY		
December 2012	December 2011	% Change
74.8%	72.0%	+3.9%
GREATER FORT LAUDERDALE AVERAGE HOTEL DAILY RATE		
December 2012	December 2011	% Change
\$116.47	\$110.29	+5.6%

TOURISM MEANS JOBS

Did you know that the The Ritz-Carlton, Fort Lauderdale employs 300 people?

HAPPY GROUNDHOG DAY

6 more weeks of winter? Not for this groundhog. Our annual Groundhog Day contest is happening now. Facebook fans can enter to receive one of 50 Hello Sunny sunglasses. <http://sunny.org/groundhog>.

VALENTINE'S DAY

Visit <http://sunny.org/valentine> to see special Valentine's Day offers for attractions, concerts, dining, and accommodations. It's not too late to add yours. If you have a special romantic



package or special spa treatments, wine pairings or other creative ideas, send to Justin jflippen@broward.org



GREATER FORT LAUDERDALE WARMS UP NYC & LONDON

Greater Fort Lauderdale's "Goodbye Chilly, Hello Sunny" tour created a buzz last week attracting winter-weary New Yorkers to free skating at The Rink in Rockefeller Center. Here, we transformed the city's famed ice rink into a tropical paradise for one day featuring bikini-clad ice dancers, easy breezy beach music, life-sized palm trees, beach umbrellas and ice blocks with frozen bikinis. The "Beach on Wheels" was also onsite with live models wearing bathing suits and tossing beach balls inside the Greater Fort Lauderdale sand-filled beach mobile. Street teams surrounded Rockefeller Center giving away free sunglasses and ice scrapers and a chance to win a Greater Fort Lauderdale beach getaway. And our spectacular Greater Fort Lauderdale billboard is wrapped around Toys R Us at

44th and Broadway and window displays at the NY Stock Exchange on Wall Street. [Click here](#) to see the NYC photos. In London, we set up camp at Canary Wharf, a busy financial center for morning commuters, with ice blocks and beach-wrapped taxis and a chance to win a beach holiday, courtesy of British Airways www.sunny.org/defrostuk. To check out the video of our team, [click here](#). You can also see all the photos on our Facebook page [here](#). To view the Goodbye Chilly, Hello Sunny playlist on YouTube, [click here](#).

WE MADE THE NEWS

In NYC, we started the day bright and early with our team at the [Today Show's plaza](#). Nicki Grossman did live TV interviews with [FOX NY "Good Day New York"](#) and [NBC's LXTV "New York Live" with Ben Aaron](#), along with broadcast coverage on WPIX/Ch. 11's "PIX Morning News." AP covered the campaign as well as Sun-Sentinel, CBS Miami, NBC 6, Travel Agent Magazine and several travel blogs.



NEXT STOP ON THE TOUR: CHICAGO

Our team is preparing to hit the streets in Chicago, Wednesday, February 6 on Michigan Avenue, next to the Tribune Tower. We'll be bringing some warmth and giving away free sunglasses and ice scrapers and a chance to win a beach getaway <http://sunny.org/defrostchicago>. Chicagoans will have the chance to meet the Blackhawk Cheerleaders, Tommy Hawk and NHL Hall of Famer Denis Savard, while warming up with Greater Fort Lauderdale. Our beach mobile will be onsite along with frozen bikinis, warm your buns benches, live beach cam on giant plasma screen, photo kiosks and real swimsuit models.

CONVENTION SALES TEAM UPDATE

The convention sales team recently participated in PCMA Annual Meeting in Orlando, GFLCVB New York Sales Mission and Hello Sunny, SGMP Regional Meeting in Gainesville, HCEA Mid-Year Meeting in Baltimore, Visit Florida Board of Directors Meeting in Daytona Shores, and MPI European Conference in Montreaux, Switzerland. Catch the sales team at these upcoming events and tradeshows:

Feb 5-7: Chicago Hello Sunny/ Meet Sunny mission and Client event, Chicago, FL

Feb 10: LCC client event, Washington, DC

Feb 11-14: Sunbelt CVB group client events, August/ Dallas, TX

Feb 13-15: Association Management Companies Annual, St. Pete Beach, FL

Feb 18-21: Xsite, Tallahassee, FL

Feb 20-22: MPI Northern California Chapter Annual Meeting & Client Event, San Francisco, FL

Feb 26-28: Visit Florida Sales mission, Bogota, Colombia

Feb 28-Mar 2: World Confess Medical Meetings Summit, Philadelphia, PA

AWARD-WINNING

The **Greater Fort Lauderdale Convention & Visitors Bureau** was awarded by The INCENTIVE Platinum Partner Awards recognized as one of the top suppliers in the industry, selected by the INCENTIVE audience, selected by buyers as an outstanding incentive supplier. Congrats to **Ed Lugo Resort** for making TripAdvisor's Travelers' Choice 2013 Award for being one of the Top 25 Small Hotels in the United States

WELCOME ABOARD

Please welcome the newest addition to the CVB family, **Michelle Reynolds**. Michelle is the new Strategic Client Services Assistant. She began her career with Broward County seven years ago as part of the Public Service Intern program (Aviation Division), and was subsequently hired by the Broward County Human Services Department. She brings much technical, organizational, and customer service expertise to our division.

FEBRUARY GROUP SALES UPDATE

Groups meeting in February will generate more than \$32.6 million to Broward County. Groups include:

Feb 1-3: Traci Lynn Jewelry Launch (2000 attendees)

Feb 4-6: Pharmaceutical Care Management Association-PCMA Forum (325 attendees)

Feb 4-11: PRI-MED South 2013 (4000 attendees)

Feb 5-9: Scholastic Intervention 2013 (250 attendees)

Feb 7-17: RSVP 2013 Eastern Caribbean (250 attendees)

Feb 8-12: IndexUniverse 6th Annual Inside ETF Conference (650 attendees)

Feb 9-17: 2013 Leaders in Construction Business Executive Conference (400 attendees)



PORT NEWS

Port Everglades celebrates the grand re-opening for four renovated cruise terminals: Terminals 2, 19, 21 and 26 are part of a \$54 million renovation project that transformed existing facilities into modern, world-class, guest-friendly cruise terminals, capable of processing both debarking and embarking cruise passengers simultaneously. Florida Gov. Rick Scott issued a press release saying that he applauded the Florida Department of Transportation's (FDOT) investment of \$9 million to reconstruct and modernize four cruise terminals at Port Everglades.

FLYING HIGH

Total passenger traffic for December 2012 was 2,147,564, up 2.3% over last year. Domestic traffic was up 2.2% and international traffic was up 2.5%. December marked the 7th consecutive month of positive growth in total traffic and was the busiest December on record. New domestic service for the year included: Airtran to San Juan in May; Alaska Airlines to Seattle in July; Spirit to Baltimore in September and Minneapolis in November; United to Washington Dulles in November; Allegiant to Ashville in November and JetBlue to Providence. Silver Airways started service to Orlando in January and Frontier will begin service to Trenton, NJ in February. New international service by JetBlue to Medellin, Colombia and San Jose, Costa Rica will begin in June. FLL continues to be the domestic airport of choice in South Florida. In 2012, FLL had over one million more available domestic seats than MIA, 28% more domestic destinations, twice the origin and destination domestic passengers, and 20% lower domestic fares.

SPORT LAUDERDALE

Sports Development welcomes more than 25,000 athletes, coaches, and families to Greater Fort Lauderdale in February, attending events such as: the A1A Marathon and Half Marathon and Expo, the Clay Court Classic Tennis Tournament, the Weston Cup Soccer Tournament, and the Columbia vs Guatemala International Soccer Tournament at Sun Life Stadium.

TOURISM SALES

In January, Alfredo Gonzalez attended the Florida Beaches Programme in Norway and Sweden. He and Fernando Harb joined the CVB team in New York and London for the launch of the Defrost campaign. They both also attended Florida Huddle in St. Augustine, (showcasing our new booth). Josh Winston led our annual DC Sales Mission and 'Hello Sunny' rebranding effort to top area clients and industry partners.



FILM & ENTERTAINMENT

Noelle Stevenson attended Sundance Film Festival and Outfest's GLBT filmmaker's brunch last month. Greater Fort Lauderdale welcomed NATPE executives last weekend, hosting key TV executives aboard a private yacht. Attendance included Venevision, HBO Latin America, Lionsgate, Quebecomm, the International Emmy's just to name a few. And coming soon...Cinema Paradiso will open a second location in downtown Hollywood.

FILMING AROUND BROWARD

Film Permits were issued for the following productions in January 2013: **TV Series:** Graceland-Season 1; The Glades-Season 4; American Pickers 5; Slapphappia; Gator Boys Season 2; The First 48; Four Weddings; Les Anges de la Télé- Réalité; Mission Makeover; Four Houses. **TV Commercials:** Belk – University Commercial; HoverDisc; GeeBo; Ford of Canada – F-150 is the Answer; ITT Tech; Party City. **Still Photography:** Carin Monica Olman; Delia's Summer Shoot; Women's Health; Coolibar; The Childrens Group; Belk 125th Anniversary Sale; Childrens Place; Belk Easter Sale; KSC Kreate Fashion Test; Canadian Tire & Automotive; Jockey Scrubs Catalog; Bon Prix; Cara Shoot; Meijer Inc. **Telenovela:** Pasion Prohibida. **Documentaries:** Taboo-National Geographic. **Featured Film:** Temple of Joy. **Industrial:** LP Media – Meet Sunny. **Other:** Comptel Finland; ESPN Unite; CNN News Story.

GETTING AROUND

Airport Excursion (operated by Sun Trolley) began service last month. This 13-week pilot program (sponsored by the City of Fort Lauderdale), connects visitors waiting at the airport for their flight home with our downtown community. The program will run until April 7, 2013, every Friday – Sunday, 9am-4pm (last trolley departs downtown at 3:30pm). FREE shuttle from FLL to the Stranahan House “Welcome Center.” Sun Trolley Excursion tickets are then sold on board the bus and onsite at the Welcome Center. \$19.95pp includes round-trip airport transportation, all-day Sun Trolley access, discounted coupons & participating museum entrance fees, \$29.95pp includes all-day Water Taxi pass (plus all items listed above – \$100 VALUE). Passengers can conveniently leave luggage onsite at the airport by Bags To Go, \$6/bag or \$5/bag with Sun Trolley Excursion receipt, bags are not allowed on Sun Trolley buses. Passengers can depart from all four airport terminals (lower, baggage claim level). Visitors can walk outside and wait for the next vehicle which stops hourly at public transportation signs (with Sun Trolley/Tri Rail logos). [Click here for more info.](#) **Yellow Cab** has installed cameras in 110 cabs, the remainder cabs will take place over the next few months. A Passenger Bill of Rights decal is also being installed in every cab. [Click here to see the decal.](#) Customers can call 24/7 and the Service Representatives are trained to handle any issues that come up.

GOOD EATS

The **Pelican Grand Beach Resort** just revealed **Ocean2000** waterfront restaurant, led by Executive Chef Todd Lough, who blends local produce and character into a new, refined menu. Ocean2000 provides an oceanfront verandah and features small-plates with bold flavors, accompanied by a serious mixology program of classic reinvented cocktails. The newly opened **Thasos Taverna** on Oakland Park welcomes a new Chef Brian Cantrell, previously with Prime Italian, Emeril's Miami Beach, and Ocean Drive's A Fish Called Avalon and Nemo, among others. Hollywood restaurateur Fulvio Sardelli expanded his ventures in downtown Hollywood with the recent opening of **The Topsy Boar**, a gastropub offering a selection of 40 craft beers on tap, as well as liquor and wine in an upscale neighborhood pub ambiance.



PACE YOURSELF: GREATER FORT LAUDERDALE WELCOMES A1A MARATHON

The Publix Fort Lauderdale A1A Marathon & Half Marathon invites you to participate in the 8th annual running of the event on Feb 17. Anyone interested can register at www.A1AMarathon.com.

A DAY IN FORT LAUDERDALE

Check out A Day in Fort Lauderdale time lapse video project by Dennis Bernhard with 10,566 images in 3 minutes. [Click here.](#) Very cool!

HAPPENINGS AROUND TOWN

Through Feb 17: Wicked, Broward Center for the Performing Arts
 Feb 2: Barbershop Harmony Salutes Disney, Broward Center for the Performing Arts
 Feb 2: Groundhog Day on Hollywood Beach, Ocean Alley
 Feb 2: Jimmy Buffett and the Coral Reefer Band, BB&T Center
 Feb 2; Story Pirates, Miramar Cultural Center
 Feb 7: GLBT Travel Expo, Pride Center, Wilton Manors
 Feb 7: Stars of SNL Live, Coral Springs Center for the Arts
 Feb 8: Andrea Bocelli, BB&T Center
 Feb 8: Going to the Mardi Gras with Michael Kaeshammer, Parker Playhouse
 Feb 8: Night of Broadway Stars, Broward Center for the Performing Arts
 Feb 8-10: Seminole Tribal Fair, Hard Rock Live, Seminole Okalee Village
 Feb 9: Bella & Harry, Broward Center for the Performing Arts
 Feb 9: Harlem Gospel Choir, Miramar Cultural Center
 Feb 9: Sweetheart Art-filled Valentine's Celebration, Young at Art Museum
 Feb 9: The Spencers 2013, Parker Playhouse
 Feb 9-Mar 10: Florida Renaissance Festival, Quiet Waters Park
 Feb 10: Just Imagine, Broward Center for the Performing Arts
 Feb 12: Florida Panthers v. Washington Capitals, BB&T Center
 Feb 13-16: I Love You, You're Perfect, Now Change, Broward Center for the Performing Arts Center
 Feb 14: Florida Panthers v. Canadiens, BB&T Center
 Feb 15: HeARTS on the Drive, Wilton Manors
 Feb 15: New Shanghai Circus, Parker Playhouse
 Feb 16: Beatlemanix, Botanical Garden Amphitheatre, Lauderhill
 Feb 16: Florida Panthers v. Lightning, BB&T Center
 Feb 17: A1A Marathon, Fort Lauderdale

Feb 17: Blue Suede Shoes, Parker Playhouse
Feb 17: Steve Miller Band, Hard Rock Live
Feb 17: The Great Pas de Deux Series VI, Broward Center for the Performing Arts
Feb 18: Alan Parsons Live Project, Parker Playhouse
Feb 18: Florida Panthers v. Maple Leafs, BB&T Center
Feb 18: The Beach Boys featuring Mike Love & Bruce Johnston, Hard Rock Live
Feb 20: Daughtry & 3 Doors Down, BB&T Center
Feb 20: Franc D'Ambrosio, Hard Rock Live
Feb 21: Eating Alabama, Miramar Cultural Center
Feb 21: Melanie, Broward Center for the Performing Arts
Feb 21-23: Florida Grand Opera: The Magic Flute, Broward Center for the Performing Arts Center
Feb 22: Harriet Tubman and the Underground Railroad, Broward Center for the Performing Arts
Feb 22: Muse, BB&T Center
Feb 22-23: Paul Anka, Hard Rock Live
Feb 23-26: Opera to Broadway, Broward Center for the Performing Arts
Feb 23: Sistrunk Parade and Festival
Feb 24: Florida Panthers v. Bruins, BB&T Center
Feb 25: P!nk, BB&T Center
Feb 26: Florida Panthers v. Pittsburgh Penguins, BB&T Center
Feb 26: Russian National Orchestra, Broward Center for the Performing Arts
Feb 26: Tosca, Miramar Cultural Center
Feb 26-Mar 3: Looped with Valerie Harper, Parker Playhouse
Feb 27: Taste of the Beach, Lauderdale-by-the-Sea
Feb 27: Tony Bennett, Broward Center for the Performing Arts
Feb 28: Florida Panthers v. Sabres, BB&T Center

Best,



Nicki E. Grossman
President

greater FORT LAUDERDALE
HELLO SUNNY