



# greater FORT LAUDERDALE

## CVBuzz

June 2013

### APRIL NUMBERS

Growth in hotel occupancy continues (for the past 41 months), with the highest April hotel occupancy since 2007, and April's highest Average Daily Rate since 2009.

GREATER FORT LAUDERDALE AVERAGE HOTEL OCCUPANCY		
April 2013	April 2012	% Change
77.8%	73.8%	+5.4%
GREATER FORT LAUDERDALE AVERAGE HOTEL DAILY RATE		
April 2013	April 2012	% Change
\$125.78	\$124.63	+0.9%

### TOURISM MEANS JOBS

The Atlantic Hotel & Spa provides an outstanding employment culture for 152 associates. Remember, for every 85 visitors to Greater Fort Lauderdale, one job is created.

### LIVE STREAMING HD VIEWS OF THE BEACH

If a picture is 'worth a thousand words,' how much is a live streaming beach view worth? With Blue Wave Certified beaches and sunny days, Greater Fort Lauderdale is giving visitors and would-be visitors a visual souvenir -- a new live HD webcam found on [www.sunny.org/webcam](http://www.sunny.org/webcam). Since its launch last month, the webcam, located at Fort Lauderdale's Beach Place, has become the most-viewed and most-searched page on sunny.org website, attracting an average of 250,000 unique views per month. The new webcam - one of 10 positioned throughout the destination-- showcases the beaches, Everglades, hotels, waterways and port. For a western view, the live webcam at Broward County's Everglades Holiday Park offers the sights and sounds of the exotic Everglades including wading birds, airboats, frogs, alligators, and more.

### 2-FOR-1 SUMMER SAVINGS

Have you seen the [TV spots](#) and billboards for 2-for-1 Summer Savings? 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 through Sept 30. Summer Savings cards are available for distribution for added value to your summer guests. Contact Frank [fpadin@broward.org](mailto:fpadin@broward.org) to order a quantity for your guests.



### SPA TIME

It's almost time for the fifth annual Lauderdale Spa Chic, September 1-30. Fourteen top spas offering treatments for \$99 (up to 50% savings). The Atlantic Resort & Spa; Bonaventure Resort & Spa; Diamante Day Spa; Embassy Suites Deerfield Beach Resort & Spa; Harbor Beach Marriott Resort; Hilton Fort Lauderdale Beach Resort; Hyatt Regency Pier Sixty-Six; Lago Mar Resort and Club; Residence Inn by Marriott Oceanfront; Planet Massage; The Ritz-Carlton, Fort Lauderdale; The W Fort Lauderdale; The Westin Beach Resort & Spa, Fort Lauderdale; and The Westin Diplomat Resort & Spa. Visit [www.sunny.org/spachic](http://www.sunny.org/spachic).

### VACATION LIKE A VIP IN GREATER FORT LAUDERDALE

Lauderdale Luxe guests can enjoy perks with an exclusive 'Vacation Like A VIP' package providing a room upgrade, complimentary valet parking, \$25 American Express gift card, \$100 resort credit to be applied to spa, golf, food & beverage, pool/beach cabana, water activities or kids programs, and complimentary valet parking at The Colonnade Outlets at Sawgrass Mills, along with a complimentary glass of Prosecco for two at Villaggio Ristorante. For details on the Vacation Like a VIP program, valid May 1 through September 30 with a two-night minimum stay and a list of

participating Luxe properties, visit <http://sunny.org/vip>.

## UPCOMING HOLIDAYS

Send your Father's Day activities to Justin [jflippen@broward.org](mailto:jflippen@broward.org) to be listed on our website. We will tweet and post on Facebook too. And we are still looking for your July 4th activities. Submit your events at: <http://sunny.org/submit>

## "FORT FABULOUS"

Fort Lauderdale is featured in the recent issue of Jezebel magazine (June 2013), a guide to the urban style and culture of the south. The "Weekend Getaways" section included **"Fort Fabulous: The former spring break capital of Fort Lauderdale is all grown up - but still has its groove."** The two-page section included The Pillars Hotel, Il Lugano Hotels, The Ritz-Carlton, Fort Lauderdale, Old Fort Lauderdale Breakfast House, Wild Sea Oyster Bar, American Social, Royal Pig Pub & Kitchen, Sublime, W Fort Lauderdale, Tap 42 Bar, and our Lauderdale Spa Chic promotion. [Click to read](#).

## TOP USA WATERFRONT

Fort Lauderdale was named one of the top 10 great waterfronts to visit across North America. Read about in USA Today: <http://usat.ly/12SGab2>.

## PLAN AHEAD: JOIN THE CVB TEAM AT TRADESHOWS

You can now find the tentative FY 2013/2014 tradeshow, events, missions schedule on sunny.org for your budgeting purposes. [Click here for the schedule](#). Be part of the 2014 Vacation Playbook. Contact Lisa Hoffman at 954-874-9000. The coop advertising plan will be available in July. And mark your calendars for October 24 at the Broward Convention Center for the 2014 Marketing Plan Presentation.

## CONVENTION SALES TEAM UPDATE

The convention sales team recently participated in: Meeting Spots in Tallahassee, IRF in Cancun, Dunn's Crab Feast in DC, GFLCVB Sales Calls in Albany, Buffalo & Pittsburgh, Shamrock Shootout in DC, PCMA Foundation Dinner in DC, ASAE Springtime Expo in DC, Springtime Invitational, MPI Carolina Chapters event in Myrtle Beach, IMEX in Frankfurt, Germany, and SGMP NEC in Orlando.

## JUNE GROUP SALES UPDATE

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

June 3-7: Sanofi Aventis Meeting (250 attendees)

June 3-11: Association for Professionals in Infection Control & Epidemiology, Inc. Annual Conference (4000 attendees)

June 5-15: National Investor Relations Institute Annual Meeting (1300 attendees)

June 6-9: The Hukilau (150 attendees)

June 10-14: Florida Association of Special Districts (150 attendees)

June 10-16: Southeast Association for Language Learning Technology (200 attendees)

June 16-22: Westinghouse Electric Company, LLC Refueling Workshop (160 attendees)

June 17-26: General Federation of Women's Clubs Convention (800 attendees)

June 18-24: Celebration of Friends (500 attendees)

## TOURISM SALES

In May, Fernando Harb attended Hotelbeds Americas Conference at Paradisus Cancun. Hotelbeds' top buyers from the Americas met with suppliers in a combination seminar and trade show format. Fernando also attended the Visit Florida Sales Mission to Mexico City. The two-day event included presentations to travel agents, tour operators and journalists. Josh Winston showcased the destination to the LGBT market during Beach Bear Weekend. Greater Fort Lauderdale's office in Bogota attended the Ladevi Workshops in Bucaramanga, Bogota and Medellin. The workshops are designed to bring travel agents from around the country to meet with travel suppliers and destinations supported by Ladevi's publications. The UK had a busy month with various programs including Tour America and British Airways joint marketing activities, Funway's Florida Beaches Brochure program and attendance at the British Airways mini Travel Market.



### "BEST FAM TRIP EVER"

The Professional Travel Agents of North America (PTANA) presented the "Favorite Fam Trip" (first ever given) award to the GFLCVB. This heritage based fam trip was as team effort put together by Josh Winston, Albert Tucker and Raquel Flores. Josh Winston attended the Vacation Product Northeast Launch May 20-23 in DC and Baltimore.

### HAVE AN EVENT FOR SUNNY.ORG CALENDAR?

Does your hotel, restaurant, attraction or organization have a visitor-friendly or tourist-oriented Broward event you would like to see up Sunny.org? If so, event submission is just a click away! Simply visit [www.sunny.org/submit](http://www.sunny.org/submit) to input the details of your event, including location, dates, times, admission (if any), website, and event description. Be sure to select the applicable category for your event and also include a picture for your event or a photo of the venue at which your event is taking place. Your event submission will be reviewed, and once approved it will be immediately placed on our sunny.org online events calendar for all to see.

### VIVA FLORIDA 500 EL GALEON

Justin Flippen oversaw the visit of the Viva Florida 500 El Galeon, a replica Spanish sailing vessel from the era of Juan Ponce de Leon docked at Bahia Mar Marina. More than 12,800 individuals climbed aboard to explore the decks of El Galeon for free tours May 14-19.



### ROLLING OUT THE RAINBOW CARPET

It was a busy month for Richard Gray working on gay group business, plus participating at IGLTA in Chicago, BeachBear Weekend at the Courtyard Marriott, Aqua Girl Fort Lauderdale reception and Gay Days Orlando. Richard also had a media interviews with Arlene Satchell, Sun-Sentinel; Emily Kaufman, Gaycation Nation, new LGBT TV show; and Alexa Standard, Destinations Magazine.

### FLYING HIGH

Total traffic for April 2013 was 2,098,840, down .5% over last year. Domestic traffic was down .1% and international traffic was down 2.7%. Leading the way in positive growth for the month of April was AirTran, up 31.0%; Air Canada, up 13.9%; JetBlue, up 6.9%; and United up 4.4%. FLL's regional airline Silver Airways has increased operations significantly and carried 25,697 passengers, up 52.1%. JetBlue continues to expand at FLL. In the months to come, the airline will add new service to Medellin, Colombia; San Jose, Costa Rica; Lima, Peru; Worcester, MA; and Port Au Prince, Haiti. Additional new service coming this year includes the much anticipated arrival of Norwegian Air Shuttle and the Boeing 787 Dreamliner. Norwegian will start service in November with four weekly flights from Scandinavia. This will add approximately 8,000 passengers per month.

### SPORT LAUDERDALE

Get sport, don't miss the Sports Hospitality Update meeting June 6 at the IGFA in Dania Beach from 3-5pm. RSVP to Saskia [sfisher@broward.org](mailto:sfisher@broward.org). Sports will welcome more than 20,000 athletes, coaches, and families to Greater Fort Lauderdale in June including the Florida Police and Fire Games, the US Tumbling and Trampoline National Championships at the Broward County Convention Center, the Swim Fort Lauderdale Age Group Invitational at the Fort Lauderdale Aquatic Complex, the Florida High School Rodeo Finals in Davie, and the Sunshine State Games Waterpolo at the Coral Springs Aquatic Complex.



### FILM & ENTERTAINMENT

Greater Fort Lauderdale welcomes a key network for International Emmy's judging round, screenings of various projects will be judged from the jury over a 4 day period. Marvista's **Assumed Killer** film project premiered in Fort Lauderdale at Cinema Paradiso. Telemundo continues to film in Hollywood and Fort Lauderdale for their new 120 episode Telenovela.

The Glades TV series premiered in May for season 4. As the music industries grow, a series EDM (electronic dance music) is in discussion to come to Fort Lauderdale. The Office of Film & Entertainment hosted Driven Music Conference VIP reception at China Grill to kick off the conference, with over 75 industry professionals including Vans Warped Tour, Kevin Lyman, Universal Music, Warner Bros, Republik Records among others attended.

### WHAT'S ON TV

USA Network's **Graceland** will premiere on June 6 at 10pm. A high impact TV series housed and filmed in Greater Fort Lauderdale (make sure you watch). A new 14 episode pilot titled **Pawnfellas** has come to town filming 90% of their locations in Fort Lauderdale. It is expected to be picked up by a major network which would then go to series. Frank Vincent, Vincent Pastore and Walter Shaw are leading this new reality TV series.



## FILM PERMITS

Film Permits were issued for the following productions in May 2013: TV Series: The Glades-Season 4; Four Weddings; The Real Housewives of Miami; Travel Channel's RIDE-iculous; Top Ten Ageless Wonders; Gator Boys. TV Commercials: Off! Deep Woods; Saville-PWC; Tag Away; Group Matrix; Embassy Suites; KFC Grilled + Hot Shots. Featured Film: Line of Sight. Still Photography: Venus Fashion Shoot; Top Shop / Top Man; Wal\*Mart Catalog; Acura RLX; Southern Cross Aviation G4; Ivo Raza; Belk Wk. 27 Youth Mailer. Telenovela: Marido En Alquiler; Cosita Linda; Dama y Obrero; Santa Diabla. Documentaries: Buen Provecho. Music Video: Leave it Up, featuring Pitbull & Jennifer Lopez; Angel y Luz. PSA: Brad USA Destination Video. Other: Best Friends Forever; Football Saturdays. Web: QR Life Support

## SUN, SURF & SAND

Congratulations to The Restaurant People on the opening of **S3 restaurant at the Hilton Fort Lauderdale Beach Resort** last month. S3 brings together sun, surf and sand with steak, seafood and sushi in a scenic beachfront setting.

## ORIGINAL PEANUTS DRAWINGS IN HOLLYWOOD

*Charles M. Schulz: Pop Culture in Peanuts* thematic exhibition will debut with a swinging Snoopy Jazz Party at the Art & Culture Center Sat, June 8 through Sept 1. Don't miss the largest collection of Original Peanuts drawings. Visit [www.ArtandCultureCenter.org](http://www.ArtandCultureCenter.org) for details. In addition to viewing Schulz's original cartoon strips, gallery visitors of all ages can create their own works in the Center's Peanuts Play Area, as well as partake in other fun, exhibition-related activities.



## FREE ENTERTAINMENT ON THE BEACH

Saturday Nite Alive returns to Fort Lauderdale beach June 1 through Aug 3, from 7-11pm: live bands, dozens of street vendors, special parking rates and trolley service. Entertainers perform on the sidewalks along Fort Lauderdale Beach from Hall of Fame Drive to Castillo Street. Isle Casino Racing Pompano Park Presents Saturday Nite Alive offers to unique restaurants and outdoor cafes plus patio and oceanfront lounges. <http://saturdaynitealive.com/>

## BAMM! BROWARD ATTRACTIONS AND MUSEUMS MONTH

Experience diverse cultural treasures all for the price of one membership, thanks to the collaborative effort of 17 attractions, museums, and cultural destinations during Broward Attractions and Museums Month (BAMM). Members of any of the 17 institutions will enjoy reciprocal membership to the other venues free of charge. Participating Broward institutions include: African-American Research Library, Art and Culture Center of Hollywood, Bonnet House Museum & Gardens, Cinema Paradiso, Classical South Florida 89.7FM, Fort Lauderdale History Center, Historic Stranahan House Museum, International Swimming Hall of Fame, Museum of Art | Fort Lauderdale Nova SE University, Old Davie School Historical Museum, Old Dillard Museum, Plantation Historical Museum, and Seminole Ah-Tah-Thi-Ki Museum. <http://www.bamminfo.org>.

## SUNSATIONAL SERVICE TRAINING

The next FREE quarterly class scheduled for Wednesday, June 12, 1-4:30pm in Hollywood. [Click here to sign up.](#)

## HSMIA SOUTH FLORIDA LUNCHEON: CRISIS MANAGEMENT: STRATEGIES FOR SUCCESS WHEN A CRISIS OCCURS

Don Silver, Chief Operating Officer of Boardroom Communications, and co-chair of the firm's Crisis Communications Practice Group, will share important crisis planning and management strategies that are implemented by clients, including South Florida top entrepreneurs, corporations, not-for-profits, hospitals and law firms. **Wed, June 19, 11:30am at the Renaissance Fort Lauderdale-Plantation.** [www.hsmiasouthflorida.org](http://www.hsmiasouthflorida.org)



## SUN TROLLEY'S TRACKER APP WINS 2012 TRAVEL CHOICES INNOVATIVE PROGRAM AWARD

This innovative tracker app that literally "tracks" the location of all the Sun Trolleys across all seven routes in real time, was presented with the 2012 Travel Choices Innovative Program Award in April for designing and implementing specific public transportation-related programs that demonstrate innovative concepts or effective problem-solving techniques. Click [here](#) to read more!

## HAPPENINGS AROUND TOWN

May 1-Sept 30: Summer Savings in Greater Fort Lauderdale With 2-For-1 Summer Deals

June 1-29: ArtsPark Live! ArtsPark at Young Circle  
June 1: Fort Lauderdale Strikers vs Carolina RailHawks, Lockhart Stadium  
June 1: Relay for Life Air and Sea, El Prado Park, Lauderdale By The Sea  
June 1: Saturday Nite Alive 2012 presented by Isle Casino Racing Pompano Park, Fort Lauderdale Beach A1A  
June 2: SunTrust Jazz Brunch, Riverwalk  
June 2: Celebrate Art Education, Museum of Art | Fort Lauderdale  
June 2: Field Day for Foster Care, BB&T Center  
June 4: Pompano Beach Fine Food & Wine, Hillsboro Club, Pompano Beach  
June 6-9: The Hukilau, Sheraton Fort Lauderdale Beach Hotel  
June 7: Wayne Brady, Seminole Casino Coconut Creek  
June 8: Fleetwood Mac, BB&T Center  
June 8: Snoopy Jazz Party, Pop Culture in Peanuts, Art and Culture Center of Hollywood  
June 8-Sept 15: Where the Wild Things Are: Maurice Sendak in His Own Words and Pictures, Young At Art Museum  
June 13: One Direction, BB&T Center  
June 15: 2nd Annual Family Boating Day, Bahia Mar Yachting Center  
June 15: ArtWalk, Downtown Hollywood  
June 15: Classic Rock Legends Join for "Happy Together Tour" Seminole Casino Coconut Creek  
June 15: Colors of the Caribbean, ArtsPark at Young Circle  
June 15: Fort Lauderdale Strikers vs Atlanta Silverbacks, Lockhart Stadium  
June 15: Hillsboro Inlet Lighthouse Tour, Sands Harbor Resort & Marina  
June 15-16: Scooby-Doo Live! Musical Mysteries, Broward Center  
June 22: Australian Football Stadium Classic, Central Broward Regional Park  
June 22: The Package Tour: NKOTB, 98 Degrees and Boyz II Men, BB&T Center  
June 23: Fort Lauderdale Strikers vs Cruzeiro, Lockhart Stadium  
June 23: Stonewall Summer Pride & Street Festival, Wilton Manors  
June 29: Beach Day Live in Concert, Hollywood Beach Theater (Johnson St. & the Broadwalk)  
June 29: Fort Lauderdale Strikers vs San Antonio Scorpions, Lockhart Stadium

Sunny wishes,



Nicki E. Grossman  
President

greater FORT LAUDERDALE  
HELLO SUNNY