



SAVE THE DATE: Courtesy Awards, Dec 6

Send us your nominations for the 2012 SUNsational Service Courtesy Awards. We will recognize the front line hospitality employees who go above and beyond at a special holiday luncheon, Thurs, Dec 6 at the Broward County Convention Center. [Click here](#) for a nomination form. **Please submit forms no later than 5pm, Thurs, Nov 1.**

SEPTEMBER NUMBERS

Vital signs are positive with continuing growth in hotel occupancy for the past 34 months, with the highest September hotel occupancy since 2005.

GREATER FORT LAUDERDALE AVERAGE HOTEL OCCUPANCY		
September 2012	September 2011	% Change
59.4%	57.0%	+4.2%
GREATER FORT LAUDERDALE AVERAGE HOTEL DAILY RATE		
September 2012	September 2011	% Change
\$89.36	\$88.38	+1.1%

HOLIDAY SPECIALS

To help visitors and locals who are looking for Thanksgiving & holiday specials, we are inviting you to submit your Thanksgiving menus, holiday offers or packages to Justin jflippen@broward.org. We will feature your offers on sunny.org and promote on Facebook.

DINE OUT LAUDERDALE

One more week remains to experience the culinary greatness in Greater "Fork" Lauderdale during Dine Out Lauderdale. Special \$35 three-course dinner menus at 43 top Broward restaurants through Nov 8. Visit <http://sunny.org/dineout> for participating restaurants and their Dine Out menus.



MAKING BEAUTIFUL MUSIC TOGETHER

Tony Bennett's new album "VIVA DUETS," released worldwide last month. To promote Greater Fort Lauderdale to Latin American markets, three music videos from the album were recorded and filmed in Greater Fort Lauderdale! "Blue Velvet," with Brazilian singer songwriter, Maria Gadú; "Are You Havin' Any Fun," with vocalist of award-winning Spanish pop rock band El Canto del Loco, Dani Martin; and "Cold Cold Heart," with Argentinian rocker Vicentico. The three songs were produced in Greater Fort Lauderdale as part of a partnership between the GFLCVB and Sony Music to promote tourism development and

brand building in Latin America. The music videos take some of Bennett's classic hits and pair them with iconic destination backdrops including our Blue Wave beaches, inland waterways, and boutique and cafe lined Las Olas Boulevard. [View the videos here.](#)

你好阳光明媚

[Click here](#) to take a look at our new ad in the China market. Do you know what it says?

SPORTS HALL OF FAME

Join us for the 2012 Broward County Sports Hall of Fame honoring Broward's sports legends on Tue, Nov 13 at the Broward County Convention Center. The Class of 2012 includes: Bob Brudzinski, Football; Carlos Giron, Soccer; Richard Hofman, Baseball; Charles Johnson, Jr., Baseball; Stu Marvin, Swimming; and Terese Terranova, Table Tennis/Paralympics. Festivities kick off with a cocktail reception and silent auction. Please contact Saskia Fisher sfisher@broward.org for info.

SPORT LAUDERDALE

Sports Development will be hosting more than 24 sporting events in November, welcoming more than 28,000 athletes, coaches, and families, attending events such as the Annual Hurricane Showdown in Fort Lauderdale, the College Soccer Classic in Plantation, the Thanksgiving Hockey Tournament at the Saveology Iceplex, and the SE Circuit Rodeo Finals in Davie.



GRIDIRON GRILL-OFF FOOD, WINE & TAILGATE FESTIVAL

From Gridiron (Miami Dolphins All-Pro career) to Grill (national restaurateur), John Offerdahl is the Gridiron Griller. John hosts the Gridiron Grill-OFF Food & Wine Festival on Dec 1, where celebrity, competition & charity collide! 20 legendary Dolphin football players team up with Broward County's best chefs as fans eat, drink, vote & compete in the Great Gridiron at the Pompano Beach Amphitheatre from 1-5:30pm. [Get your tickets here.](#)

CONVENTION SALES TEAM UPDATE

The convention sales team recently participated in IMEX America in Las Vegas; Tallahassee Society of Association Executives; World Medical Tourism at the Westin Diplomat in Hollywood; American Express/Maxvantage Global Conference in Dallas; and Meetings Industry Ladies Invitational in Reunion, FL.

Catch the sales team at these upcoming events and tradeshow:

Nov 5-9: GFLCVB New York Sales Mission

Nov 7-9: Meetings & Conventions Interact, Austin

Nov 7-9: Tallahassee CVB Tailgate Event

Nov 8-9: ASAE Healthcare Association Meeting, Chicago

Nov 8-11: GFLCVB Flavors of Fort Lauderdale Destination Preview

Nov 11-13: GFLCVB Customer Advisory Board Meeting, Hollywood, FL

Nov 14-16: PhoCusWright Conference, Scottsdale

Nov 15-17: Nursing Organization Alliance, Nashville

Mark your calendars for the upcoming 2012 Destination Preview:

Fabulous Fort Lauderdale Fall Destination Preview: Nov 8-11

MEDIA BUZZ

The communications department welcomed Espanoles por el Mundo last month covering the Tony Bennett Viva Duets Videos; TravelChannel.co.uk for a GLBT feature on Greater Fort Lauderdale and About.com for a feature on Lauderdale Luxe for the Luxury Travel section. Flavors of Fort Lauderdale Fam takes place Nov 8-11 including AAA Horizons Magazine, The Boston Globe, Detour, Chicago Parent, Elle, Glamour, Examiner.com, Windy City Times to name a few. AirTran Airways In-Flight magazine will also be visiting and Family iTrips apps and Buckettripper.com for family-friendly travel. In San Francisco, we hosted a GLBT reception with Richard Gray, at The Boulevard with award-winning executive chef Nancy Oakes, during the Community Marketing International Conference on Gay & Lesbian Tourism. In attendance Gina Gatta and Erika O'Connor with Damron; Heather Cassell with BAR and Girls That Roam; Rob Scott with SAGA City Publisher; Sheila O'Connor for Examiner.com; and Jim Gladstone with Passport Magazine.



NOVEMBER GROUP SALES UPDATE

Groups meeting in November will generate more than \$14 million to Broward County. Groups include:

Nov 3-11: 2012 Systems Meeting (350 attendees)

Nov 5-8: 2012 Roadnet Technologies Users Conference (350 attendees)

Nov 5-13: Property Tax Symposium (325 attendees)

Nov 7-11: Beacon Partners 2012 Annual Meeting (325 attendees)

Nov 7-11: 2012 Cruise World (300 attendees)

Nov 9-16: National Association of Electrical Distributors 2012 Easter Region Conference (550 attendees)

Nov 10-11: Southern Baptist Pre-Cruise (600 attendees)

Nov 10-20: American College of Phlebology 26th Annual Congress Final Program (700 attendees)

TOURISM SALES

In October, Alfredo Gonzalez represented the CVB at Routes and FTI in Abu Dhabi and Germany. He also attended the Zoomer event in Canada. Fernando Harb attended the ABAV trade show in Rio de Janeiro, Brazil and Josh Winston was joined by Holland America and the National Association of Career Travel Agents for a special industry promotional event in Seattle to announce Alaska Airlines new nonstop service to Fort Lauderdale Hollywood International Airport. Additionally, Josh led our annual leisure sales efforts in Charlotte and Baltimore for national cruise month.



PARTNER NEWS

Congrats to **The Pillars Hotel**, #1 Readers' Choice Awards and **il Lugano #8** for best hotels in Florida by Conde Nast Traveler. [Click here](#) for the complete list. Congrats to the **Holiday Inn Express & Suites** for receiving the Quality Excellence Award for 2012 and **Glenys Hanna**, 2012 Director of Sales of the Year for IHG Properties for Holiday Inn Express & Suites in the U.S. **Xtreme Indoor Karting's** Hotel Hot 100 event was a huge success and the winners are 1st Bahia Mar Fort Lauderdale, 2nd Seminole Hard Rock Hotel and 3rd. Doubletree by Hilton. [See the complete list here](#). Stay tuned for another event in the spring.

GOOD EATS

The **Quarterdeck Dania Beach** is now open on the Dania Beach pier. On Las Olas, **American Social** opened featuring more than 200 craft beers; **The Royal Pig Pub**, is new a high-end Irish pub; **Grille 401 Las Olas**, opened in the two-story space formerly occupied by Rare; and coming soon is **Voodka. Thasos**, named for the Greek island, recently opened on East Oakland Park Blvd with a menu of mostly small plates and classic Greek dishes. Isle Casino Racing Pompano Park launched **Farmer's Pick Buffet**, an all-new buffet concept featuring freshly prepared foods from Florida purveyors including a variety of fruits, herbs and vegetables hand-picked from the Isle's own two acre farm and hydroponic garden. Coming winter 2013: **S3 (Sun, Surf and Sand)** at the Hilton Fort Lauderdale Beach Resort. Chef Steven Zobel is opening **D.B.A.** restaurant, short for Doing Business As, and will offer a NYC vibe on US 1, with a wine bar, craft beers and global cuisine seven days a week, for lunch, dinner and a late-night menu. **Tsukuro**, a new Asian-inspired restaurant, which means "where the moon arrives over the water," will debut this winter on Fort Lauderdale beach. The two-story, open-air design was inspired by nature and will be made entirely of glass and seat up to 350 people. The menu features small-plates, and three additional bars -- raw, live sushi, and sake.

CONGRATULATIONS TO HSMIA HOSPITALITY AWARD RECIPIENTS

The following industry partners were recognized at the HSMIA South Florida awards gala at the Seminole Hard Rock Hotel & Casino: **Hospitality Legend, Vicki Freed**, Royal Caribbean Cruise Lines; **General Manager of the Year, Peggy Benua**, Dream South Beach; **Sales & Marketing Professional of the Year, Susan Aichele**, The Atlantic Resort & Spa; **Revenue Manager of the Year: Kenneth Miranda**, Dream South Beach; HSMIA South Florida President's Award, **Fernando Harb**, GFLCVB; HSMIA South Florida Rising Star, **Constantino Papadopulos**, Holiday Inn & Suites Hialeah; HSMIA South Florida Lifetime Achievement, **Haydee Casanova**.



FILM & ENTERTAINMENT

The Film & Entertainment Office is partnering with the 40th International Emmy's Awards in NYC this month. Global key industry professionals from various TV categories will be attendance Nov 16-20. Last month the CVB's Filmmaker's Soiree was held at the W Fort Lauderdale during the Fort Lauderdale International Film Festival. Attendees included Bailee Madison, James Caan, Artus de Penguern, Gary King, Lucy Mulloy, Domonic Paris, Stefan Ruzowitzky, Victor Viyuoh and filmmakers and producers from around the world. The Fort Lauderdale Gay & Lesbian film festival (FLGLFF) was a big success, ticket sales were up over 325% for this year's festival. The CVB's FLGLFF's Filmmaker's Soiree took place at the Atlantic Resort & Spa. Filmmakers in attendance included: Robin Williams' son, Rob Williams and Benjamin Lutz-The Men Next Door; Ira Sachs-Keep The Lights On; David W. Ross-I Do; Edwin Scharlau-UNFIT: Ward vs Ward; Selena Blake-Taboo Yardies; Ilene Cutler-Taking A Chance On God; Brendan Fay-Taking A Chance On God; Douglas Langway- Bear City 2; Henry White- Bear City 2 to name a few. Film & Entertainment will partner with the Association of Independent Commercial Producers (AICP) annual gala in South Florida with key commercial industry professionals. And Dancegiving takes place Nov 23-24 in Fort Lauderdale.



WATER, SPORTS & TRAVEL FESTIVAL

The 1st Annual Water, Sports & Travel Festival encompasses a series of city-wide events throughout Fort Lauderdale to attract a broad cross-section of

attendees with an active lifestyle and an interest in water-based activities. Bringing together all water sports disciplines - on the water, in the water or over the water – the festival will encourage future growth and interest in these areas. Strongly influenced by its roots in the recreational scuba diving and snorkeling industry and attracting divers and non-divers, as well as those who participate in other water based sports. Products and services exhibited will feature leading suppliers of water sports equipment. An educational program will cover all water sports activities and include seminars and training for consumer attendees, conference sessions for professionals, and eco and conservation sessions for everyone. The festival takes place April 26-28, 2013 at the Broward County Convention Center.

FLAVORS OF FORT LAUDERDALE

Get your taste buds ready for the inaugural “**Flavors of Fort Lauderdale**,” Nov 8-11. This four-day food and beverage extravaganza is designed to raise Greater Fort Lauderdale’s profile as an exciting culinary destination, while supporting charitable efforts to eliminate hunger in South Florida. For more info visit www.FlavorsofFortLauderdale.com



HAPPENINGS AROUND TOWN

Through Nov 8: Dine Out Lauderdale <http://sunny.org/dineout>

Nov 1: The Who, BB&T Center

Nov 2: Jill Scott, Hard Rock Live

Nov 2: Live MMA Professional Fights, War Memorial Auditorium

Nov 2-3: Red Trombone Concert and Gallery Talk, Red Trombone Gallery

Nov 3: Footsteps for Families Fun Walk/Run, Stranahan House

Nov 3: Mystic India: The World Tour, Miramar Cultural Center / ArtsPark

Nov 4: Florida MMA Awards, Miramar Cultural Center / ArtsPark

Nov 4: SunTrust Sunday Jazz Brunch, Riverwalk Fort Lauderdale

Nov 4: Heart with special guest Shawn Colvin, Hard Rock Live

Nov 4: Seminole Hard Rock Wine & Food Festival, Seminole Hard Rock Hotel & Casino

Nov 6-18: Million Dollar Quartet, Broward Center for the Performing Arts

Nov 8: Bag It, Miramar Cultural Center / ArtsPark

Nov 8-11: Flavors of Fort Lauderdale, Las Olas Marina

Nov 8: Weezer, Hard Rock Live

Nov 9-11: Florida Cajun-Zydeco Festival, Seminole Hard Rock Hotel & Casino

Nov 10: Ranse Volleyball Classic, Sands Court on Deerfield Beach

Nov 10-11: Florida National Guard 13th Army Band, Hollywood

Nov 10: The Time Machine Party, Kabooms Amusement and Party Center, Davie

Nov 11: 13.1 Half Marathon & 5K, Fort Lauderdale

Nov 15-25: Broward County Fair, Pembroke Pines

Nov 15: Charlotte’s Web, Parker Playhouse

Nov 16-18: Fort Lauderdale Home Design & Remodeling Show, Broward County Convention Center

Nov 17: Florida Bluegreen: Wildnight for Wildlife, Green Glades Ranch, Weston

Nov 17: Florida Turkish Festival, Pompano Beach Civic Center

Nov 19: Beauty and the Bear Master Concert, Broward Center for the Performing Arts

Nov 22: Fort Lauderdale 5K Turkey Trot and Paddle, Fort Lauderdale beach (A1A)

Nov 25: Willie Colon, Hard Rock Live

Nov 27: Christmas on Las Olas

Nov 27: Incredible Super Heroes, BB&T Center

Nov 27-Dec 1: Smokey Robinson presents Human Nature The Motown Show, Hard Rock Live

Nov 27-Dec 9: Divorce Party The Musical, Parker Playhouse

Nov 28: Louis C.K. Broward Center for the Performing Arts

Nov 28: Elizabeth Caballero Soprano, Museum of Art | Fort Lauderdale

Nov 30: Cirque Chinois, Miramar Cultural Center

Nov 30: Richard Marx, Coral Springs Center for the Arts

Sunny wishes,

Nicki E. Grossman
President

