



**JUNE NUMBERS**

Growth in hotel occupancy continues (for the past 67 months) with the highest June occupancy rate and average hotel daily rate in history!

GREATER FORT LAUDERDALE AVERAGE HOTEL OCCUPANCY	
June 2015	June 2014
73.8%	72.0%
GREATER FORT LAUDERDALE AVERAGE HOTEL DAILY RATE	
June 2015	June 2014
\$108.05	\$104.05

**SAVE THE DATE: Destination Marketing Plan Presentation and FRLA Trade Show**

Mark your calendars for **Thursday, October 15** at 12pm for the 2016 Greater Fort Lauderdale Marketing Plan Presentation and Luncheon at the Broward County Convention Center. See what's on the horizon for tourism sales, convention sales, multicultural business, film, music & entertainment, LGBTQ, public relations and advertising as we gear up for the year ahead. FRLA's annual trade show kicks it off at 11am with service providers, venues and cultural groups exhibiting. More info to follow.

**AWARD-WINNING**

The Greater Fort Lauderdale Convention & Visitors Bureau won Silver in the Bulldog Awards' Travel/Hospitality PR Campaign category for the Love is Love wedding event held in February 2015. And a special recognition to Nicki E. Grossman, who was recognized with an APEX Distinguished Service Award during the 2nd Annual International Multicultural & Heritage Tourism Summit & Trade Show gala dinner. The event, presented by Black Meetings & Tourism magazine, recognizes individuals who have made outstanding contributions to the travel and tourism industry. Nicki will also have a fellowship created in her name, a Hospitality Scholarship at Broward College will be given to an African-American hospitality student entering the travel industry.



**TAX FREE SHOPPING**

Florida's tax-free holiday is August 7-16, 2015. Visit <http://sunny.org/taxfree> for info.

**DINE OUT LAUDERDALE RETURNS WITH NEW SEPTEMBER DATES**

Enjoy three-course dinner menus for \$35 **September 1-October 12, 2015** at more than 35 top Broward restaurants: **FORT LAUDERDALE** American Vintage at the Westin Fort Lauderdale Beach Resort, Beauty and The Feast at the Atlantic Hotel & Spa, Bistro at Sonesta Fort Lauderdale, The Capital Grille, Chart House, Chima Brazilian Steakhouse, Coco Asian Bistro & Bar, Dos Caminos at the B Ocean Resort Fort Lauderdale, Eduardo de San Angel, Fork & Balls, 15th Street Fisheries, Indigo Restaurant at the Riverside Hotel, Johnny V, Mai-Kai Restaurant, Morton's The Steakhouse, Ocean 2000 at the Pelican Grand Beach Resort, Royal Pig, Ruth's Chris Steakhouse, S3 -Sun, Surf & Sand, Sea Level Restaurant - Ocean Bar at the Harbor Beach Marriott, Seasons 52, Scolapasta, Shooters Waterfront, Spazio, Sunfish Grill, Steak 954 at the W Fort Lauderdale, Tsukuro, Tuscan Grill, Wild Sea Oyster Bar Grille at the Riverside Hotel, Yolo (You Only Live Once) Restaurant **DEERFIELD BEACH** Chanson Restaurant at the Royal Blues Hotel, **HALLANDALE BEACH** Adena Grill, Ill Forks at Gulfstream Park **HOLLYWOOD** Bongo's Café, Elements Bistro at the Crowne Plaza Hollywood Beach Resort **LIGHTHOUSE POINT** Le Bistro **POMPANO BEACH** Cafe Maxx, McCoy's Restaurant at the Pompano Beach Marriott, Ocean Grill Restaurant at the Beachcomber Resor & Villast **WESTON** Ireland's Steakhouse at the Bonaventure Resort and Spa. Visit [www.sunny.org/dineout](http://www.sunny.org/dineout) for details.

**SEE YOU IN SEPTEMBER**

New this year is the introduction of **See You in September** promotion (Sept 1-Oct 12) with hotels offering a 'stay two nights, get third night free' deal. Find participating hotels at <http://sunny.org/September>. There is still time to enjoy **2-for-1 Summer Savings** at more than 70 attractions, restaurants and spas. Visit <http://sunny.org/summer> to view special summer two-for-one deals available now through Oct 12. If you would like to order Summer Savings cards for an added-value for your guests, contact Rita [rwells@broward.org](mailto:rwells@broward.org) to place your order. Find exclusive Greater Fort Lauderdale **Vacation Like A VIP** packages, available through October 12, at participating Lauderdale Luxe Collection hotels. VIP packages include 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), complimentary valet parking at The Colonnade Outlets at Sawgrass Mills, along with a coupon book and 2 complimentary glasses of Prosecco, and a latte or cappuccino at Paul Bakery. [Click here for details.](#)

**MULTICULTURAL BUSINESS DEVELOPMENT**

Greater Fort Lauderdale was proud to host the **National Urban League 2015 Conference**, which wrapped up this past weekend at the Broward County Convention Center. This is the first time the annual event, attended by political, business and community leaders, was held in the destination drawing approximately 10,000 attendees generating an estimated economic impact of nearly \$10 million. The four-day event featured exhibits, career fair, several top tier keynote speakers and a number of networking events for attendees. Presidential candidates and thought leaders including Hillary Clinton, Jeb Bush, Bernie Sanders, Dr. Ben Carson, Martin O'Malley spoke during the conference. All eyes were on Greater Fort Lauderdale with hundreds of national media covering the conference including a live-remote with The Tom Joyner Morning Show interviewing Nicki E. Grossman and Albert Tucker. Social media was buzzing with posts, tweets, likes, and shares across all platforms.



Greater Fort Lauderdale hosts the **American Tennis Association (ATA) 98th Annual National Championships** Aug 2-8, with more than 1,500 players and their families expected. Daily play will be at the Jimmy Evert Tennis Center and The Fort Lauderdale Tennis Club. Visit [www.sunny.org/ata](http://www.sunny.org/ata) for more details. The City of Miramar and the GFLCVB will host **NBC/LEO and Conference of Mayors** annual meeting, with more than 800 black elected officials from around the nation on August 4-7. Albert Tucker will be recognized for his leadership in the community at the luncheon during this event. The **Southern Transportation Civil Rights Training Symposium** Aug 3-6 will take place at the Fort Lauderdale Marriott Harbor Beach Resort & Spa. Al Tucker will be in New Orleans Aug 12-15 hosting the leadership of the **Alpha Kappa Psi Fraternity** in an effort to secure the 2019 National Kappa conference, which will have more than 4,000 attendees. The Diplomat Resort & Spa is the host hotel for **The Trumpet Awards Celebration** of the 85th birthday of Ms. Xermon Clayton, founder of the Trumpet Awards, Aug 20-22. Valerie Troutman continues to attract families to celebrate their culture in our destination, welcoming more than 20 family reunions to Greater Fort Lauderdale.

**SUPERIOR SMALL LODGING WHITE GLOVE AWARDS**

Congratulations to the 49 properties in the 2015-2016 Superior Small Lodgings program from Deerfield Beach to Hollywood. Recipients of the White Glove Award for best housekeeping practices, properties that score 100% during the annual inspection, include: **DEERFIELD BEACH:** Avalon Resort, Berkshire Beach Club, Carriage House Resort **FORT LAUDERDALE:** Birch Patio Motel, Casa Del Sol Resort, Casitas Coral Ridge, The Drift Hotel, Manhattan Tower Apartment Hotel, Napoli Belmar Resort, Summerland Suites, Sun Tower Hotel & Suites, Villa Venezia, Worthington Guest House **HOLLYWOOD:** Bougainvillea On The Beach, Caribbean Resort By The Ocean, Coral House, Coral Reef, The Desoto Oceanview Inn, Enchanted Isle Resort, Hollywood Sands, Hotel Sheldon, Manta Ray Inn, Marine Villas, The Mint, Quality Inn & Suites Hollywood Boulevard, Riptide Oceanfront Hotel, Sea Downs, Tide Vacation Apartments **LAUDERDALE BY THE SEA:** Away Inn, Beachside Village Resort, Driftwood Beach Club, High Noon Resort, Sea Spray Inn, Tropic Seas Resort, Windjammer Resort **POMPANO BEACH:** Bahama Beach Club, Cottages By The Ocean, Ebb Tide Oceanfront Resort, Pelican Place Apartments, Pineapple Place Apartments, Sunny Place Apartments.



**AUGUST GROUP SALES & SERVICES UPDATE**

Groups meeting in August will generate more than \$12.6 million to Broward County. Groups include:  
 Aug 1-15: National Treasury Employees Union 2015 National Convention (600 attendees)  
 Aug 2-9: 2015 American Tennis Association Annual Tournament (1000 attendees)  
 Aug 3-7: Southern Transportation Civil Rights 2015 Symposium (300 attendees)

Aug 3-9: 2015 Latin American Association of Insurance Agencies (400 attendees)  
Aug 6-9: Florida Conference of Seventh Day Adventist/Leadership Convention (700 attendees)  
Aug 9-15: National Gay & Lesbian Chamber of Commerce Int'l Business & Leadership Conference (700 attendees)  
Aug 11-23: 2015 Military Health System Research Symposium (1400 attendees)  
Aug 20-23: National Association of Letters Carriers Rap Session (300 attendees)  
Aug 20-29: Int'l Association of Machinist and Aerospace Workers Transportation Conference (500 attendees)  
Aug 26-Sept 3: Urban Expositions Gift Show (1500 attendees)

#### WELCOME ABOARD

Rita Wells joined the Marketing Communications team last month at the GFLCVB. Rita will be responsible for expanding our outreach efforts with our hospitality and tourism partners in Broward County. She will be facilitating many of our successful annual endeavors, such as the 2-for-1 summer savings, Dine Out Lauderdale, and local hospitality luncheons. She is a graduate of the State University of New York at Fredonia and holds a Bachelor's Degree in Musical Theater. She has a wealth of hospitality and tourism experience in South Florida.

#### OFFICE OF FILM, MUSIC & ENTERTAINMENT (OFME)

Film Permits were issued for the following productions in July 2015: **TV Series:** 20/20 on ID; 90 Day Fiancé; Graceland – Season 3; She Got Game; Top Fly. **TV Commercials:** FP&L; ITT Tech Summer Grads 2015; KFC; Michaels; Student Loans Consolidated; Bottlecap Barbeque Mania. **Still Photography:** Hawker Aircraft at Sunset; Heat Swimwear; South Florida Parenting Magazine; Summer Mini Session Photography; ACR Electronics, Inc. **Telenovelas:** Bajo El Mismo Cielo; Quien es Quien. **PSA:** Urban League Compilation Video. **Industrial:** Primor. **Music Video:** Jake Miller music video. **Feature Film:** Down's Revenge. **Documentary:** Everglades Learning Collaboration – Norton Museum of Art. **Web:** MyBlend; Let's Go! Pilot; LAL; Novation. **Other:** ABC News – Nightline; Adonis Lugo Thesis Film; Botched; Sandman; Univision Branding Campaign.

#### LGBTQ MARKET

The Fort Lauderdale Marriott Harbor Beach Resort & Spa is the host hotel for the prestigious **National Gay & Lesbian Chamber of Commerce's (NGLCC)** annual conference August 11-15 with keynote speaker, finance guru Suze Orman. Richard Gray will be attending Gay Days in Las Vegas September 9-13; and LGBT Confex Conference Sept 17-20 in Merida, Mexico, speaking about GFL's historic transgender initiative. Richard heads to Sao Paulo, Brazil Sept 22-26 to attend ABRAT GLS. The Bonaventure Resort and Spa is the host hotel for the **Southern Comfort Conference (SCC)**, the largest transgender conference in North America, Sept 29-Oct 3, with TLC's *I Am Jazz*, Jazz Jennings, as one of the keynote speakers. Interested in joining the **International Gay & Lesbian Travel Association**? Visit <http://iglta.org/join> for membership benefits and pricing. Richard Gray, LGBTQ Managing Director, is a board member and will be attending their conference next year Apr 13-16 in Cape Town, South Africa.

SunServe is offering LGBTQ Cultural Proficiency training to businesses in the Fort Lauderdale area, helping businesses increase revenue/consumer support, giving everyone the tools to be able to provide exceptional service to the LGBTQ community. Businesses in the Greater Fort Lauderdale area serve one of the largest LGBTQ communities in the US. Become a SunServe Business Partner. Space is limited. The cost of the training is \$49. Training dates: August 25, September 22, October 27, November 24, December 15, Contact: Arianna Lint, Director of Transgender Services, 954-764-5150 ext112 or [alint@sunserve.org](mailto:alint@sunserve.org).

#### SPORTS DEVELOPMENT

**Sports welcomes more than 7,500 athletes, spectators, coaches, and families to Greater Fort Lauderdale in August, attending events such as:** The JCC Maccabi Games, with headquarters at the David Posnack Jewish Community Center and multiple events taking place throughout Broward County; the Australian Rules Football 49th Parallel Cup taking place at Central Broward Regional Park; Monster Jam taking place at the BB&T Center in Sunrise; the National Wrestling Coaches Convention taking place in Fort Lauderdale; and the ESPN High School Football Classic taking place at Sun Life Stadium.



#### TOURISM SALES

Erick Garnica conducted presentations for the Association of Metropolitan Travel Agencies in Mexico, attended by industry leaders and media, July 14-19 in Mexico City. The event was in conjunction with JetBlue Airlines to pre-promote the new nonstop flight beginning Oct 2015. In addition, marketing activation events with JetBlue and Uber were conducted in various parts of Mexico City to generate awareness for the new flight. Caitlan Etchevers, along with Karen Rech from Port Everglades, attended the South Florida Chapter ASTA Annual Tradeshow and Dinner with guest speaker, Andy Stuart, President & COO of Norwegian Cruise Line. Caitlan gave a webinar for NACTA members, promoting the newly released Travel Agent Academy and all of the new updates in the destination. [Click here](#) to learn more about the Greater Fort Lauderdale Travel Agent Academy. Justin Flippen continues to represent the CVB on the Broward100 project, attending the Inside Out We Do exhibit opening reception at the Stonewall National Museum Gallery in Wilton Manors. Justin was appointed to a second term to the VISITFLORIDA Cultural, Heritage, Rural, and Nature Committee. As the CVB continues its support of Victory Florida, the State of Florida and VISITFLORIDA's commemoration of the 70th anniversary of the end of WWII, Justin conducted a site visit of the Naval Air Station Fort Lauderdale Museum, learning about the region's involvement in WWII, the training of future President George H.W. Bush, and the mystery surrounding Flight 19. For more info, visit <http://nasflmuseum.com>. To add your veteran related events to the celebration or to learn more about Victory Florida, visit [www.VivaFlorida.org/victory](http://www.VivaFlorida.org/victory).

#### SNAPSHOT FROM THE UK OFFICE

The GFLCVB UK PR team has been busy planning a number of individual press trip opportunities for autumn 2015. Freelance writer, Rebecca Underwood, will visit Greater Fort Lauderdale for four nights starting Oct 6, resulting in more than a six pieces of coverage for Jersey Life, Guernsey Life, Essence of Surrey, Essex Life, Hertfordshire Life and West London Living. Dates and story ideas are being discussed with Unravel Travel, Dive Magazine and the Daily Star. The sales and marketing team attended the Visit Florida UK Summer event and hosted a table at the annual Visit USA Ball, both excellent networking opportunities to keep the trade updated on the \$725 million investment in new development in Greater Fort Lauderdale, many of which are seeing uptake in the UK market across a variety of four operators.

#### COUNTDOWN TO BROWARD100

Broadway Director and Cirque Dreams founder, Neil Goldberg, and [Broward 100](#) announced the greatest Broadway-style Broward spectacle ever: **"WE"...** **The Passion & Rhythm of the People**. This one-of-a-kind Broward County production, is part of the county's weekend-long grand finale centennial celebration, [Duende](#), and will be performed Sat, Oct 3 at the Broward Center for the Performing Arts. "WE" is a show illuminating Broward County's culture, talent and diversity with awe-inspiring performances, spectacular theatrics and stunning visuals. Renowned celebrity artists will be joined on stage by a cast of more than 100 brilliantly-talented South Florida musicians, dancers, poets, choirs, athletes and creative variety acts celebrating the community "WE" call home. Tickets on sale now at <http://browardcenter.org/events/detail/broward100>



#### FLYING HIGH

Congrats to the **Broward County's Fort Lauderdale / Hollywood International Airport** for receiving "Airport of the Year" by the Air Line Pilots Association for its outstanding commitment to engaging with airline pilots during construction of the new South Runway. FLL is ranked 21st in the U.S. in total passenger traffic with about 24.6 million passengers traveling through the airport annually. With more than 300 departure and 300 arrival flights a day, the airport offers nonstop service to more than 100 U.S. cities as well as international destinations.

FLL opened its first new concourse in more than a decade last month. Passengers using Terminal 4, can now enjoy an expanded 34,000 square feet concession area with new restaurants and shops; more restrooms, more seating, and an interactive walkway art project. The opening of Concourse G is part of the first phase of a \$450 million expansion and modernization project underway in the terminal. The second phase should begin later this year and be completed in mid-2018. Total passenger traffic for May 2015 was 2,173,825, up 9.9% over May last year. Domestic traffic increased by 7.4%, and international traffic was up 21.4%. Year to date (JAN-MAY) enplanements were up 9.1% and Fiscal Year 2015 (OCT-MAY) enplanements were up 9.2%. May 2015 marked the first time that total passenger traffic in May exceeded the 2 million benchmark. It was the 18th consecutive month of double-digit growth in international passenger traffic and the 9th consecutive month of growth in total domestic traffic. Total passenger traffic will continue to grow for the second half of 2015 with new service including **Dynamic Airways** to Caracas, Venezuela; **JetBlue** service to Mexico City in October; Baltimore, Philadelphia, Charleston (SC) and Providenciales, Turks and Caicos in November; Albany in December and Quito, Ecuador beginning of 2016; **Southwest** to Phoenix and new seasonal service to Minneapolis in January 2016; **Allegiant** service to Portsmouth (NH), Akron and Rochester (NY) in October and seasonal Grand Rapids in December; and **Delta** resumes seasonal service to Boston in December.

#### SUNSATONAL STAR SPOTLIGHT

Congrats to **Tropical Sailing** for receiving the Certificate of Excellence Hall of Fame from TripAdvisor. This unique accolade is granted only to those businesses that have won the Certificate of Excellence for five years in a row.

#### PARTNER NEWS

**Galleria Mall** is encouraging shoppers to include their pooches in a series of dog-themed initiatives during the month of August. The newly launched Dog Days program will take place Aug 12, 19, and 26, from 5-8pm. For more info visit [www.galleriamall-fl.com](http://www.galleriamall-fl.com). **Sergio's, Cuban Kitchen and Bar** recently opened in Pembroke Pines, a family-owned restaurant with authentic Cuban cuisine. **Xtreme Action Park** celebrated its grand re-opening with expanded race karting, bowling, a challenging ropes course, a sports bar, a Hershey's Shake Shoppe, a banquet room and 2 large meeting rooms. **Hyatt Regency Pier Sixty-Six** is now offering Park 66, an interactive, family-friendly recreational playground, with a wealth of outdoor activities for all ages including life-sized chess, table ping pong, lawn croquet, bean bag toss, bocce ball, sand volleyball and soccer.



#### GFLCVB TEAM IN ACTION

Make sure to check out our team in action at various events and functions around the world. [Click here to see.](#)

#### HAPPENINGS AROUND TOWN

Aug 5: Whitesnake, Hard Rock Live  
Aug 5, 12: Disney Aladdin Jr, Parker Playhouse  
Aug 6: The Wedding Singer, Parker Playhouse  
Aug 7-8: Monster Jam, BB&T Center  
Aug 7: 2nd Annual Riverwalk Summer Social Cruise to Benefit Historic Stranahan House Museum, Pier 66  
Aug 8: Lighthouse Tour, Hillsboro Lighthouse  
Aug 8: Jill Scott, Hard Rock Live  
Aug 9: Maccabi Games® & ArtsFest® Opening Ceremony, BB&T Center  
Aug 11: Alice in Chains, Hard Rock Live  
Aug 12-23: Varekai: Cirque Du Soleil, BB&T Center  
Aug 13: Film: Art School Confidential, NSU Art Museum Fort Lauderdale  
Aug 13-Sept 17: The Man From U.N.C.L.E., Museum of Discovery & Science & AutoNation IMAX  
Aug 14: HippieFest 2015, Broward Center for the Performing Arts  
Aug 15: "Weird Al" Yankovic: The Mandatory World Tour, Broward Center for Performing Arts  
Aug 15: Chris MacDonald's Memories of Elvis in Concert, Parker Playhouse  
Aug 23: Marco Antonio Solis, Hard Rock Live  
Aug 29: African Wardrobe Festival, African-American Research Library

Best wishes,

Nicki E. Grossman  
President

greater  
**FORT LAUDERDALE**  
CONVENTION & VISITORS BUREAU  
[sunny.org](http://sunny.org)