



greater FORT LAUDERDALE

July 2015

CVBuzz

HAPPY JULY 4TH!

As we celebrate our nation's birthday, have a fun, safe long weekend! [Click here](#) to check out events and celebrations around town this holiday weekend.

MAY NUMBERS

Growth in hotel occupancy continues (for the past 66 months) with the highest May occupancy rate in history!

GREATER FORT LAUDERDALE AVERAGE HOTEL OCCUPANCY	
May 2015	May 2014
74.8%	74.7%
GREATER FORT LAUDERDALE AVERAGE HOTEL DAILY RATE	
May 2015	May 2014
\$118.35	\$114.13

AWARD-WINNING CVB

The Greater Fort Lauderdale Convention & Visitors Bureau won the National Association of County Information Officers (NACIO) Award Best of Class for the Love is Love wedding special event; and a Superior award for its Greater Fort Lauderdale Office of Film, Music and Entertainment Guide.

SPECIAL RECOGNITION

Congratulations to Nicki Grossman, who was recognized by the Broward County Board of County Commissioners for 20 years of service at the helm of the CVB.



SUMMER PROGRAMS

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>. 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. 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](#). And **Dine Out Lauderdale** returns with new dates September 1-October 12, 2015.

MEDIA RELATIONS

Jessica Savage and Kim Butler hosted a Norwegian Airlines FAM with journalists from Scandinavia and the UK who stayed at B Ocean, enjoyed the Everglades, Sawgrass Mills, kayaking at John U Lloyd Park, strolled the Riverwalk and Las Olas Blvd, toured the Bonnet House and enjoyed great cuisine at Louie Bossi's, Oceans 2000 and Dos Caminos. In addition, the communications team hosted a taped radio remote for UK-based LGBT radio station *Gaydio* with interviews at the Atlantic Hotel & Spa, Stonewall Museum & Archives, World Aids Museum, Rosie's and more. Also, the team hosted Canal International Destinos TV, a travel program that reaches millions of viewers throughout Latin America with interviews and segments stretching from Deerfield Beach to Hollywood, as well as west to the Everglades.

NSA & NOBLE CHOOSES BROWARD

The National Sheriffs' Association has selected Greater Fort Lauderdale as the location for its 2022 Annual Conference, for an historic third time, with an expected 3,500 sheriffs in attendance. And the National Organization of Black Law Enforcement Executives will be returning to Greater Fort Lauderdale in July 2018 for their Annual Training Conference with an expected 3,300 room nights.



JULY GROUP SALES & SERVICES UPDATE

Groups meeting in July will generate more than \$27 million to Broward County. Groups include:
 July 5-10: Tom James Company Sales Meeting (550 attendees)
 July 9-12: Team Global 2015 Convention (3000 attendees)
 July 10-15: Florida Sheriffs Association 2015 Annual Conference (450 attendees)
 July 10-19: Nova Southeastern University Annual Conference (1500 attendees)
 July 14-24: March of Dimes 2015 National Staff Conference (500 attendees)
 July 16-20: Traci Lynn Jewelry Summer Launch (500 attendees)
 July 17-27: Coordinate Metrology Society 31st Annual CMSC (400 attendees)
 July 22-29: UWUA/2015 Utility Workers 20th Quadrennial Convention (600 attendees)
 July 24-Aug 4: National Urban League Annual Conference (4500 attendees)
 July 25-29: MetLife Financial Planning Special Needs Symposium (350 attendees)
 July 26-Aug 2: 2015 ASET Annual Conference (400 attendees)
 July 28-Aug 3: Florida Engineering Society 2015 Annual Conference (500 attendees)
 July 29-Aug 7: ITE 2015 Annual Convention (1000 attendees)
 July 30-Aug 7: Ultimate Software 2015 (360 attendees)

OFFICE OF FILM, MUSIC & ENTERTAINMENT (OFME)

Noelle Stevenson talks fashion with the W Fort Lauderdale, Sex and the City fashion designer Patricia Field, and Susanne Bartsch, NY's fashion and event producer, during their recent fashion FAM in Fort Lauderdale. **Film Permits were issued for the following productions in June 2015: TV Series:** All That Jazz; Graceland – Season 3; Sabado Gigante-Ritmo Dieta; Storage Wars Miami; Talia's Kitchen; The Ultimate Fighter 21; Vacation Renovations. **TV Commercials:** Don; Group Matrix; Ideal Companion; Kruncher. **Still Photography:** Coquette Catalogue 2016; Corbo Bonito Swimwear Look Book; Uloric; Wal-Mart. **Telenovelas:** Bajo El Mismo Cielo. **Industrial:** Lincoln Thank You Video. **Documentary:** Motherboard. **Web:** Novation-Hector Picard Web Video. **Other:** 48 Hour Film Project; Caribbean Airlines' Inflight Video.

MULTICULTURAL BUSINESS DEVELOPMENT

Greater Fort Lauderdale continues to be a destination of choice for family reunions with more than 29 reunions in July, representing more than 1,843 room nights. Greater Fort Lauderdale welcomes the Christian Congregation of Jehovah's Witnesses at the BB&T Center (July 9-12, and July 23-26), expecting more than 15,000 in attendance for both events, utilizing more than 10 hotels. GFL also welcomes Traci Lynn Jewelry-Summer Launch at Diplomat Resort & Spa, expecting more than 600 in attendance; and National Urban League Annual Convention (July 24-Aug 4) with 4,500 attendees expected at the convention center and surrounding hotels.

LGBTQ MARKET

Richard presented the GFLCVB's transgender initiative at the G Network 360 LGBT conference in Buenos Aires and participated in a luxury LGBTQ panel. He was in New York City for Pride Week, doing media interviews with Jetsetter, Huffington Post, TripAdvisor, Skift and ManAboutWorld. He also attended Bear Week in Provincetown, July 15-20.



SPORTS DEVELOPMENT

Sports welcomes more than 40,000 athletes, coaches, and families to Greater Fort Lauderdale in July including the American Dance Awards at the Diplomat Resort, the World Crossbow Festival hosted by the Fort Lauderdale Archers, the International Women's Golden Gloves at the Hyatt Pier 66, the USTA National Boys/Girls 14 Clay Court Championships in Plantation and Fort Lauderdale, and martial arts events at the Broward County Convention Center, including, AAU Taekwondo & USA Karate National Championships as well as the Jr. US Open Judo Championships. And the NHL Draft, held at the BB&T Center last week, was a great success. [Click here](#) to check out some of the players touring the everglades!

TOURISM SALES

In June, Fernando Harb and Erick Garnica attended the International Pow Wow in Orlando (with media relations support from Kim Butler and Jessica Savage), meeting with more than 1,000 U.S. travel organizations and more than 1,200 international and domestic buyers from 70 countries conducting business negotiations, resulting in the generation of more than \$4.7 billion in future Visit USA travel. Erick hosted top travel consultants from France and Belgium and two airline representatives from XL Airlines. Erick and several hotel partners participated in a sales mission to Toronto/Montreal, conducting sales training and sales calls to various tour operators/travel agencies, and participated in Travel Market Place tradeshow. The CVB and Port Everglades hosted the local NACTA (National Association of Career Travel Agents) South Florida Chapter for their monthly meeting at Terminal 18 at Port Everglades. This was the highest attendance for a local chapter meeting this year.



Caitlan Etchevers attended the Home Based Travel Agent Show in Las Vegas, speaking on a panel to more than 150 agents on "how to sell destinations outside the box" and educating agents on "What's New" in Greater Fort Lauderdale. She also networked with more than 2,000 agents on the trade show floor, many from the Western part of the country. Caitlan also attended the GTM Flagship conference at the Diplomat Resort & Spa, where she networked and met with more than 100 top selling agents. The opening reception was held at the Museum of Discovery and Science with a pre & post FAM. Caitlan developed a pre-conference FAM trip for agents to experience Flamingo Gardens, Hallandale Beach Properties, Gulfstream Park and the City of Hollywood. Caitlan developed a pre-Flea Market, a private tour of the lighthouse at Hillsboro Inlet, the Sonesta Fort Lauderdale Beach, Marriott Pompano Beach Resort & Spa and Aruba's Beach Café. Justin Flippen continues to represent the CVB on the Broward100 project, including the County's Centennial Citizen Recognition Reception; the Broward100 Scoop of the Century ice cream reveal with Nicki Grossman at Jaxson's Ice Cream in Dania Beach; Inside Out photo shoot with staff and patrons of the Broward County Main Library; media press event for the Duende weekend's theatrical performance WE: The Passion & Rhythm of the People at the Broward Center scheduled for October; participated in the final approval of the VisualEyes mural design for the City of Hallandale Beach; and helped to secure a Broward100 presence at the Stonewall Street Festival and Parade in Wilton Manors, with an estimated attendance exceeding 20,000. For more info about Broward100, including Duende, visit www.Broward100.org.

SNAPSHOT FROM THE UK OFFICE

This month, the GFLCVB UK PR team has been pushing the summer 2-for-1 promotion and the Vacation Like a VIP package to the late deal and short-lead press. The leading LGBTQ radio station in the UK, Gaydio, returned from the trip to Greater Fort Lauderdale and were very impressed with the destination. The live breakfast take-over broadcasts took place June 11-12 with coverage time totaling one hour and 45 minutes. The GFLCVB UK sales and marketing team travelled to Orlando to attend International Pow Wow (IPW), and met with more than 30 meetings international buyers. Closer to home, the team provided a destination update for UK and Irish operators, Ocean Holidays and Tour America and trained more than 40 sales agents.

FLYING HIGH

Travel to FLL just got easier for international travelers: U.S. citizens and residents traveling to FLL from international destinations can take advantage of [Mobile Passport](#), a mobile app that allows travelers to submit passport and customs declaration information via a smartphone or tablet, reducing wait times and allowing travelers to quickly claim their luggage. Total passenger traffic for April 2015 was 2,348,311, up 7.1% over April last year. Domestic traffic increased by 4.2% and international traffic was up 20.7%. April marked the 17th consecutive month of double-digit growth in international passenger traffic. New service includes JetBlue to Mexico City in October, Baltimore and Philadelphia in November, Albany in December and Quito, Ecuador beginning in Q1-2016; Southwest will begin new service to Washington National in August with two daily flights; Allegiant began new service to Memphis and Concord, NC in May and will offer non-stop flights from Akron-Canton and Rochester, NY starting in October; and Dynamic International Airways, a former charter operator, plans to launch daily flights between Fort Lauderdale and the Venezuelan capital of Caracas starting July 17.

COUNTDOWN TO BROWARD100

Save the Date: Broward County's 100th Birthday Weekender, celebrating Duende – where the soul expresses emotion through the arts, takes place Oct 2-4. Get more info at <http://duende.broward100.org>. **You can still submit your Broward100 special offers on sunny.org/broward100.** Broward100 special offers can range from a special \$100 rate, a culinary treat (such as a piece of birthday cake after dinner), a BOGO, special admission rate, or whatever you creatively decide is the way you want to celebrate 100 years of Greater Fort Lauderdale. Broward100 special deals will be placed on www.sunny.org/broward100 until October 4, 2015. If your attraction or venue is hosting a special event in 2015, consider making it an official Broward100 sanctioned event. [Click here](#) for details. Broward100 special offers can be easily submitted online under your partner login at www.sunny.org/partnerlogin. If you have not already obtained your partner login, contact Kim kcanter@broward.org. When creating your coupons for your Broward100 deals, be sure to select the Broward100 coupon category. Contact Justin jflippen@broward.org with questions.



SUNSHATIONAL STAR SPOTLIGHT

Congrats to the **Museum of Discovery & Science**, the **Ed Lugo Resort** in Wilton Manors, The **Driftwood Beach Club** in Lauderdale-by-the-Sea, and the **Comfort Suites Airport & Cruise Port** for receiving the 2015 TripAdvisor Certificate of Excellence; and the **Holiday Inn Express Cruise-Airport** received the 2015 Hall of Fame Award from TripAdvisor for receiving the Certificate of Excellence for 5 consecutive years. Did your business make the list? If so, let us know and we'll share the news!

PARTNER NEWS

Sawgrass Grand Hotel & Suites, the official partner of the Fort Lauderdale Strikers, is introducing a "Shop and Stay in Style" package to include Sawgrass Grand Hotel duffle bag, complimentary welcome cocktail, complimentary breakfast for two, voucher to redeem coupon book at **Sawgrass Mills Mall**, complimentary shuttle to and from Sawgrass Mills Mall, complimentary upgrade to a deluxe room upon availability, and complimentary late check out at 5pm upon availability. **REM French Riviera**, the first U.S. store location, opened at **The Galleria at Fort Lauderdale**, offering women's jewelry, semi-precious stones, pearls, sterling silver, vermeil, crystals, rhinestones and perfumes from France.

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

July 2: Read Between the Wines: Create Dangerously, NSU Art Museum Fort Lauderdale
July 3: Friday Night Sound Waves featuring Sounds of Visions Big Band Swing and Jazz, The Fort Lauderdale Beach Hub at Las Olas & A1A
July 3-11: Peter Pan, Broward Center for the Performing Arts
July 4: Fort Lauderdale 4th of July Spectacular, A1A and Las Olas Blvd
July 4: July 4th Celebration Presented by Wheelabrator Technologies, BB&T Center
July 9: La Belle Vie: The Good Life, NSU Art Museum Fort Lauderdale
July 9-16: Filmed in Broward, Cinema Paradiso
July 10-13: Florida State Championships, Mills Pond Park
July 11: Imagine Dragons "Smoke + Mirrors" Tour, BB&T Center
July 11: Lighthouse tour, Sands Harbor Dock, Pompano Beach
July 16-30: ANT-MAN: AN IMAX @ 3D EXPERIENCE, Museum of Discovery & Science
July 17: Soar with Reading, Museum of Discovery & Science
July 18: Ariana Grande: The Honeymoon Tour, BB&T Center
July 18: Mini Muse: Haitian Metal Sculpture, NSU Art Museum Fort Lauderdale
July 25-31: BugFest-By-The-Sea 2015, Lauderdale-By-The-Sea
July 25: Cruisin' Down the River with Bonnet House, Carrie B Cruises
July 25: Smokey Robinson, Hard Rock Live

Best wishes,

Nicki

Nicki E. Grossman
President

greater
FORT LAUDERDALE
CONVENTION & VISITORS BUREAU
sunny.org