



# greater FORT LAUDERDALE

## CVBuzz

June 2015

### YEAR-END STATS

Growth in hotel occupancy continues (for the past 65 months) with the highest April occupancy rate and hotel daily rate in history!

GREATER FORT LAUDERDALE AVERAGE HOTEL OCCUPANCY		
Apr 2015	Apr 2014	
82.4%	81.4%	
GREATER FORT LAUDERDALE AVERAGE HOTEL DAILY RATE		
Apr 2015	Apr 2014	
\$146.93	\$140.62	

### MARKETING COMMUNICATIONS UPDATE MEETING

Join the CVB's communications department **Tuesday, June 9 at 8am** at the **Broward County Convention Center**, for review of the 2015 summer programs, including the new 'See You in September' promotion, 2-for-1 Summer Savings, and Dine Out Lauderdale. Learn how to get more involved with sunny.org, vacation playbook, visitors guide, social media and more. RSVP to Kim [kcanter@broward.org](mailto:kcanter@broward.org).

### SEE YOU IN SEPTEMBER

New this year is the introduction of **See You in September** promotion with hotels offering a 'stay two nights, get third night free' deal. Along with the special hotel deals, 2-for-1 spa deals, Summer Savings 2-for-1 program, and Dine Out Lauderdale will also be taking place during the month...making September an unbeatable time to stay and play. If you are interested in participating, go to <http://sunny.org/septembersignup> to sign up. **We have extended the deadline to June 12.**

### 2-FOR-1 SUMMER SAVINGS

Enjoy 2-for-1 deals at more than 70 attractions, restaurants and spas from May 1-Oct 12. Visit <http://sunny.org/summer> to view special summer two-for-one deals available now through Oct 12. Thanks to our many hospitality industry partners for offering 2-for-1 experiences from arts and entertainment to transportation, dining and spa, and stimulating summer visitation. If you would like to order Summer Savings cards for your guests, contact Rita Wells [rwells@broward.org](mailto:rwells@broward.org) to place your order.



### VACATION LIKE A VIP

Exclusive Greater Fort Lauderdale 'Vacation Like A VIP' packages are available through October 12 at participating Lauderdale Luxe Collection hotels, offering 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), 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. For details on the Vacation Like a VIP program, valid May 1 through October 12 with a two-night minimum stay and a list of participating Luxe properties, visit <http://sunny.org/vip>.

### JUNE GROUP SALES & SERVICES UPDATE

Groups meeting in June will generate more than \$15 million to Broward County. Groups include:  
 June 11-17: FGFOA 2015 Annual Meeting (850 attendees)  
 June 12-18: Airport Business Diversity Conference (800 attendees)  
 June 12-18: Professional Convention Management Association 2015 Education Conference (600 attendees)  
 June 17-26: Oracle Development Tools User Group (1000 attendees)  
 June 19-27: ASTM Int'l 2015 Petroleum Products & Lubricants Conference (600 attendees)  
 June 20-24: Cheney Brothers 2015 (2000 attendees)  
 June 24-July 3: IAMWMMW 2015 Annual Conference (1500 attendees)  
 June 26-July 1: 2015 Global Travel Marketplace (400 attendees)

### MULTICULTURAL BUSINESS DEVELOPMENT

The GFLCVB is proud to host the Airport Minority Advisory Council (AMAC) June 12-16 at the Fort Lauderdale Marriott Harbor Beach Resort & Spa. [Click here to participate in the annual Celebrating Women in Aviation breakfast](#). The National Alumni Association of Bethune-Cookman University will hold their 47th Annual Convention at the Westin Fort Lauderdale June 17-21. And as we celebrate Caribbean Heritage Month, please join the City of Lauderdale on Sun, June 14 for Caribbean Village from noon-9pm at the Central Broward Regional Park. Call (954) 306-8668 for more info. The Westfield Mall will celebrate Caribbean Style Week from June 25-28 with host, Miss Universe Jamaica 2014, Kaci Fennell, featuring artists and designers from the Caribbean.

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

Lauderdale Live, a music and arts festival celebrating creativity and education of the arts, takes place June 20-21 at Huizenga Plaza in downtown Fort Lauderdale. Musical energy by top national, regional, & local artists including headliners Phillip Phillips and O.A.R. Get tix here: <http://www.lauderdalelivemusic.com/tickets-travel>



**Film Permits were issued for the following productions in May 2015: TV Series:** All That Jazz; For My Man; Graceland – Season 3; House Hunters; Mystery Diners 1000; Taking Flight; Untitled Lynn Toler Project; Untitled TV One Project; Vacation Renovations. **TV Commercials:** Broward County HIV Promo; Carphone Warehouse; Discovery Channel; Graceland/Toyota Promo; Leg Magic Infomercial; ION Media Networks; Laser Bond; Marcantil CommerceBank; Wilcox Family Funeral Home. **Still Photography:** CR Fashion Book; Citation V Aircraft; Hawker 400; Kohl's Department Store; Peek and Cloppenburg; Success Magazine Cover. **Telenovelas:** Bajo El Mismo Cielo; Tierra de Reyes. **TV Movie:** Finally. **Documentary:** Dietary Supplements; Swim to Music Instructional. **Web:** Freight Rail; Gabriel Hart; Lancaster. **Other:** Botaniko; Camp Ground King Sizzle Reel; Daykillers; Robic Demo Reel; Robin's Glove.

### LGBTQ MARKET

Richard Gray will attend the 25th Anniversary Gay Days Orlando June 3-7, with more than 200,000 people in attendance. He will also attend the Girls in Wonderland events, the second largest lesbian event in the US. He's then off to Buenos Aires, June 14-20 attending and speaking at the G 360 Network conference, presenting the Greater Fort Lauderdale transgender initiative. At the end of the month Richard will conduct media interviews during New York City Gay Pride, June 25-29. Greater Fort Lauderdale will host the IGBO Annual Conference and Tournament May 2017.

### SPORTS DEVELOPMENT

Sports welcomes more than 15,000 athletes, coaches, and families to Meeter Fort Lauderdale in June including the NHL Draft (BB&T Center), International Beach Brawl Roller Derby Invitational (Broward County Convention Center), the FLA International Invite Swim Meet (Plantation Aquatic Complex), the Davie Pro Rodeo (Bergeron Rodeo Grounds), and the Sunshine State Games Water Polo (Coral Springs Aquatic Complex).

### SPORTS UPDATE MEETING

You are invited to attend the CVB's Hospitality Sports Update Meeting, **Wed, June 17, at 8:30am** at the **Hard Rock Café**, at the Seminole Hard Rock Hotel and Casino. Hear from 25-30 local event directors, who will discuss their various sporting events hosted throughout Broward County and how you can get involved. **RSVP to Dawson** [dpritchett@broward.org](mailto:dpritchett@broward.org).

## TOURISM SALES

In May, Fernando Harb attended the eMerge Conference at the Miami Beach Convention Center and presented to the Turnberry Hospitality Group and the Florida Business Travel Association (FBTA). Fernando and Jessica Savage conducted a VIP destination tour with Carol Celico, Brazilian travel blogger with more than 1 million followers. Erick Gamica participated in Mexico Sales Mission with Visit Florida, conducting presentations for 200 travel agents in Mexico City, Guadalajara and Monterrey, in addition to media interviews. Erick and Fernando wrapped up the month at the International Pow Wow in Orlando with more than 1,000 U.S. travel organizations and more than 1,200 international and domestic buyers from more than 70 countries. Caitlan Etchevers met with 60 top travel professionals at the Global Travel Marketplace in Tucson, Arizona, May 1-3. Caitlan and Fernando exhibited at the Johnson & Wales Travel Expo, where they met with soon to be graduates to promote the industry and the destination. Caitlan also attended the new franchise owner tradeshow for Cruise Planners with more than 175 agents. Justin Flippen and Carlos Molinet attended the Commerce, Cultural and Governmental Center groundbreaking ceremony in Pembroke Pines which includes plans for a future art gallery, meeting rooms, and an entertainment district. Justin also attended the Broward 100 Art of Community Programming Committee meeting. For more info about Broward100, including the grand finale event Duende, visit [www.Broward100.org](http://www.Broward100.org).



## SNAPSHOT FROM THE UK OFFICE

The leading LGBTQ radio station in the UK, Gaydio, will visit Greater Fort Lauderdale on June 8-10 to pre-record two morning shows from Fort Lauderdale. Rebecca Underwood will visit Fort Lauderdale in October and will be writing for four luxury titles: Essence of Surrey, Jersey Life, Hertfordshire Life and Essex Life. The UK sales and marketing team attended a Florida training day organized by leading Scottish tour operator, Barrhead Travel at their luxury travel store in Glasgow. The team also attended the Visit Florida Tour Operator Luncheon at Balthazar in Central London. The event provided the opportunity to network with 15 key tour operators and airlines from across the UK in an informal setting while discussing the latest issues and trends relating to UK travel to Florida during the business advisory session.

## FLYING HIGH

Total passenger traffic for March 2015 was 2,658,793, up 7.6% over March last year. Domestic traffic increased by 5.4% and international traffic was up 18.5%. March 2015 was the busiest month in total passenger traffic on record and is the 16th consecutive month of double-digit growth in international passenger traffic. Airport's Council International (ACI) data for the 12 months ending March 2015 ranked FLL 2nd among large hub airports in total passenger growth. Air Carrier Operations were 23,420, up 8.1% over March last year (average of 33 operations a day). General Aviation was 4,067, up 15.3% over last year. Total aircraft operations were 27,487, up 9.1% over March 2014. New service includes: JetBlue to Mexico City in October, Baltimore and Philadelphia in November, Albany in December. JetBlue has also announced new service to Quito, Ecuador beginning in the first quarter of 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 has plans to add additional service in the next few months.

## COUNTDOWN TO BROWARD100

Broward director and Cirque Dreams founder Neil Goldberg and Broward 100 announce 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 on 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. The finale performance will be in concert with other **Broward 100** performances, events and family-friendly activities.

**Don't forget to enter the Facebook contest to create a new Broward 100 ice cream flavor.** What does Broward 100 ice cream taste like to you? [Enter here](#). All entries must be received online by midnight June 5. On June 8, Jaxson's will announce the winning entry and award the winner with a Jaxson's Original Kitchen Sink® ice cream dessert for 4. The Broward 100 ice cream flavor will be featured at Jaxson's Ice Cream Parlor and Restaurant in Dania Beach, and during Duende.

**You can still submit your Broward100 special offers on [sunny.org/broward100](http://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](http://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](http://www.sunny.org/partnerlogin). If you have not already obtained your partner login, contact Kim [kcenter@broward.org](mailto:kcenter@broward.org). When creating your coupons for your Broward100 deals, be sure to select the Broward100 coupon category. Contact Justin [jflippen@broward.org](mailto:jflippen@broward.org) with questions.

## VICTORY FLORIDA

Victory Florida, which commemorates the 70th anniversary of the end of World War II, is designed to educate residents and visitors about Florida's role in WWII by promoting cultural, heritage, and veteran tourism and increasing visibility and visitation to WWII and veteran related historic and cultural events, museums, exhibits, sites, and memorials. 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).



## NEW TO THE FOODIE SCENE

Time to check out some of the newer restaurants in Greater Fort Lauderdale. [Mellow Mushroom](#) serves stone baked pizza, calzones, hoagies, salads, vegan & gluten free options with a wide selection of craft beers. [Burger 21](#) features burgers made with freshly ground certified angus beef, milkshakes, and sundaes. [Louie Bossi's Ristorante Bar & Pizzeria](#) on Las Olas Boulevard (opening this week), inspired by the traditions of the great Italian American restaurants in New York and Chicago, the neighborhood spots that turn out house made pastas, wood burning Neapolitan pizzas, home cooked Sicilian comfort food and Chef Louie's famous house cured salumi. [Rhythm and Vine](#) offers a relaxing, backyard vibe in the middle of the city. [Vinos on Las Olas](#) is a unique place to enjoy fine wine, craft beer and light fare. [Qbar](#), a New Orleans inspired jazz/blues bar with small plates, burgers and live music.

## BRAVO!

Congrats to the **Living Room Terrace** at the W Fort Lauderdale, voted one to the top ten [Best Hotel Rooftop Bars by USA Today's readers](#). Congrats to the **Manta Ray Inn** in Hollywood; **Liberty Garden Suites** in Dania Beach; and **Tides Inn Hotel** in Lauderdale-by-the-Sea for receiving the 2015 TripAdvisor Certificate of Excellence. Did your business make the list? If so, let us know and we'll share the news!

## SUNSATONAL STAR SPOTLIGHT

Congrats to **Julie Russell**, Director of Sales at the **Embassy Suites Fort Lauderdale**, for receiving Hilton's Circle of Excellence award. The Circle of Excellence represents the pinnacle of achievement, recognizing Hilton's best of the best. Winners are selected annually based on performance against goals; revenue, market share and team goal attainment. These high achievers have excelled in creating value for their customers, continually innovating solutions, elevating their performance and driving dominant market share in their respective areas.

Four Fort Lauderdale icons were recognized for their lifelong accomplishments with induction into the City's Walk of Fame last month, as part of the sixth annual Great American Beach Party. The 2015 Walk of Fame honorees included: **Hugh Taylor Birch**, **Ina Lee**, **Ron O'Brien** and **Tim Schiavone**. Each of the 2015 honorees has distinguished themselves in their respective fields, while making positive contributions to the City of Fort Lauderdale. [Click here](#) to read more about it.



## RAPA NUI REEF

The Rapa Nui Reef in Deerfield Beach, a combination of a man-made reef with the splendor of public art, will be an underwater sculptural environment for divers to explore and marine life to inhabit. Rapa Nui is the Polynesian translation of Easter Island, and the reef serves as a tribute to the iconic stone figures found on the island. The 14 "Moai" figures range from 6 to 22 feet tall and are placed on concrete structures designed to facilitate the growth of marine life, and will be sunk on June 7 into 70 feet of water between the second and third reef directly off of the Deerfield Beach International Fishing Pier.

## 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

Through Oct 12: Summer Savings 2-for-1 offers: <http://sunny.org/summer>  
June 2-July 9: Summer time Moonlight Sea Turtle Walks, Museum of Discovery & Science  
June 4: New Kids on the Block with TLC & Nelly, BB&T Center  
June 5: Extreme Temperatures One Day Camp Adventure, Museum of Discovery & Science  
June 5: Lisa Lampanelli, Hard Rock Live  
June 6: Expressions Caribbean-American Exhibition & Festival, Miramar Cultural Center  
June 6: Family Fun Day: Relays, Pompano Citi Centre  
June 6-7: World Oceans Day, Museum of Discovery & Science  
June 9: Movie Night - Hotel Rwanda, C&I Studios  
June 10: Royal Blues Opera Night, Royal Blues Hotel  
June 12: FLOocalypse: "RiseOfThePoet," Broward Center for the Performing Arts  
June 12: Huey Lewis & The News, Hard Rock Live  
June 13-14: Jurassic Weekend, Museum of Discovery & Science  
June 13: Mario Cantone, Parker Playhouse  
June 13: The Gipsy Kings, Hard Rock Live  
June 19-21: Lauderdale Live, Huizenga Plaza, Downtown Fort Lauderdale  
June 20: Chuggington Live! The Great Rescue Adventure, Broward Center for the Performing Arts  
June 20: Marine Industry Day, Esplanade Park  
June 20: Wilton Manors Stonewall Pride Street Festival and Parade

June 24: Ottmar Liebert & Luna Negra, Parker Playhouse  
June 26: Delta Rae: After It All Tour 2015, Parker Playhouse  
June 26: More Live on Tour, Hard Rock Live  
June 27: Billy Gardell, Coral Springs Center for the Arts  
June 27: UFC, Hard Rock Live

Best wishes,



Nicki E. Grossman  
President

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