



greater FORT LAUDERDALE

CVBuzz

May 2015

GET YOUR RED ON: CELEBRATE THE SOUNDS OF SUCCESS IN BROWARD COUNTY TOURISM

See you next Thursday, May 7 at the Tourism Appreciation Day luncheon at the Broward County Convention Center, as we celebrate the importance of tourism. Keynote speaker, Sam Crowther, will enhance your auditory senses and demonstrate the sounds of success. **There is still time to RSVP:** <http://sunny.org/rsvp>. \$35 per person.

YEAR-END STATS

Growth in hotel occupancy continues (for the past 64 months) with the highest March occupancy rate since 2006 and hotel daily rate in history!

GREATER FORT LAUDERDALE AVERAGE HOTEL OCCUPANCY		
Mar 2015	Mar 2014	% Change
88.3%	87.5%	+0.9%
GREATER FORT LAUDERDALE AVERAGE HOTEL DAILY RATE		
Mar 2015	Mar 2014	% Change
\$175.38	\$160.58	+9.2%

2-FOR-1 SUMMER SAVINGS BEGINS TODAY

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 to place your order.



VACATION LIKE A VIP BEGINS TODAY

Exclusive Greater Fort Lauderdale 'Vacation Like A VIP' packages are available through October 12 at participating Lauderdale Luxe Collection hotels and offer 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 coupon book and 2 complimentary glasses of Prosecco, and 2 lattes or cappuccinos. 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>.

SEE YOU IN SEPTEMBER Value Month includes Dine Out Lauderdale

New in 2015 is the introduction of a special month-long "See you in September," promotion including 2-for-1 spa treatments, hotel deals, and Dine Out Lauderdale restaurant month! These are in addition to the Summer 2-for-1 Savings and "Vacation Like a VIP" already in progress, making September an unbeatable time to stay and play. Dine Out Lauderdale is a six-week celebration of the area's top restaurants, chefs and cuisine. From Sept 1 through Oct 12, a selection of Greater Fort Lauderdale restaurants will offer specially-created, three-course menus at a \$35 fixed price: <http://sunny.org/dineout>. Enjoying the local restaurant scene is easy with the FREE Fork Lauderdale dining app free for Apple and Android users.



SUPERIOR SMALL LODGINGS ANNUAL REVIEWS

Superior Small Lodgings Annual Reviews begin next week. It's not too late to sign up! Contact Scott Rivelli at info@superiorsmalllodging.com. To qualify, you must have 50 rooms or less, meet the Superior Small Lodging guidelines and pass the review with an 82% grade. As a Superior Small Lodging member, you will be included in the 2016 Greater Fort Lauderdale Superior Small Lodging directory, as well as the SSL website, the Broward listing on www.sunny.org/ssl, Broward SSL Facebook: www.facebook.com/superiorsmalllodgings and the Greater Fort Lauderdale Playbook. SSL members can join Visit Florida at a discounted rate and will receive a free SSL sign to display on your property as well. For more info on becoming a Superior Small Lodgings member, go to www.sunny.org/sslmembers.

CELEBRATE WITH MOM (AND DAD)

Offering something special for Mother's Day? Let us know. We've created a special page with special offers: <http://sunny.org/mom>. We will be tweeting and posting on Facebook too. And don't forget Dad! Offers can be submitted online under your partner login at www.sunny.org/partnerlogin. If you have not already obtained your partner login, contact Kim kcarter@broward.org. When creating your coupons, be sure to select the appropriate category (attraction, brunch/dinner, spa, hotel). If you have any questions about submitting your special offers, contact Justin jflippen@broward.org

MAY GROUP SALES & SERVICES UPDATE

Groups meeting in May will generate more than \$17 million to Broward County. Groups include:
 May 1-3: Segadores De Vida Women's Conference (500 attendees)
 May 1-7: SourceAmerica National Training and Achievement Conference (1000 attendees)
 May 3-11: American Academy of Anti-Aging Medicine 2015 World Congress-East (950 attendees)
 May 6-11: BeachBear Weekend 2015 (1000 attendees)
 May 9: Pro Player Publishing Charity Spoken Poetry and Concert (4000 attendees)
 May 10-17: American Association for Public Opinion Research (1600 attendees)
 May 12-17: California Closet 2015 Annual Convention (350 attendees)
 May 14-19: Medtronic Diabetes 2015 National Sales Meeting (820 attendees)
 May 15-25: AOD Software 2015 Annual Conference (400 attendees)
 May 17-21: American Airlines (700 attendees)
 May 19-26: Anniversary Fetish Weekend (500 attendees)
 May 20-25: Rexair Worldwide Meeting 2015 (600 attendees)
 May 20-26: 2015 Annual NCFE Grand National Speech and Debate Tournament (300 attendees)
 May 25-June 1: Florida Association of Speech-Language Pathologists and Audiologists (350 attendees)
 May 31-June 9: European Wax Centers 2015 (1000 attendees)

MULTICULTURAL BUSINESS DEVELOPMENT

Join the GFLCVB as we partner with the Sistrunk community and support Small Business Week, May 4-10. Details at www.smallbusinessweekftl.com. For a cultural experience join the City of Lauderdale Lakes on Sun, May 17 as they celebrate Unifest with artists from the various Islands of the Caribbean. Event takes place from 1-9pm at Vincent Torres Park. Greater Fort Lauderdale welcomes the NAACP for their national board meeting at the Westin Fort Lauderdale Beach, May 14-17; as well as the National Catholic Forensic League 2015 Grand National Speech & Debate Tournament May 20-26 at the Broward County Convention Center and Nova Southeastern University with more than 4500 students, families and participants utilizing more than 15 hotels in the area representing more than 5000 room nights.

OFFICE OF FILM, MUSIC & ENTERTAINMENT (OFME)

Noelle Stevenson attended Tour Connection in New York with more than 300 entertainment travel agents, providing OFME books focusing on film, music & entertainment friendly hotel collections, and upcoming concerts. Tortuga Music Festival's partnership was a great success with more than 75,000 in attendance and many hotels sold out. Noelle will be attending the Key West singer songwriter's music festival in May to promote Lauderdale Live coming June 20-21.



Film Permits were issued for the following productions in April 2015: TV Series: All That Jazz; Anglers & Appetites; Dr. K's Exotic Animal ER; Graceland – Season 3; Taking Flight; Vacation Renovation. TV Commercials: Jeaneez; Telemundo and Dr. Pepper. Still Photography: 2016 Zumba Cruise Photo Shoot; ADT; Belk; Dick's Sporting Goods – Back to School Shoot; Easter Mini Session; French Elle; Hawker 400; Mother's Day Minis; Wal-Mart. Telenovelas: Tierra de Reyes. Music Video: DJ Khalid – "How Many Times." Documentary: Swim to Music; Turning Points: Diabetes. Industrial: Infield Maintenance Group. Web: KidVision VPK; Live BOLD Live NOW: Living with Anaphylaxis; Tortuga Music Festival Video. Other: C-SPAN Cities Tour – History and Literary Segments; OXL Testimonials; The Prophet.

LGBT MARKET

Greater Fort Lauderdale remains out and in front as the gay capital of Florida, and now, the United States. [Click here](#) to read the article 'Sunny with a chance of rainbows — is Fort Lauderdale the new gay capital of the U.S.?' in the National Post. The LGBT market continues to receive great press on our Transgender initiative. Where Happy Meets Go Lucky, as well as our LovelsLove wedding. Richard Gray will host LGBT media from Canada this month and is getting ready for Gay Pride New York City in June. Beach Bear Weekend is May 6-11 with the Courtyard Marriott Fort Lauderdale Beach as the host hotel.

SPORTS LAUDERDALE

Sports Development will welcome more than 20,000 athletes, coaches, and families in May including the AAU Diving Red White and Blue National Championships at the Coral Springs Aquatic Complex, the Sunshine State Games Figure Skating at the ICEDEN in Coral Springs, the EVP Beach Volleyball series on Fort Lauderdale Beach, the Wings for Life Run in Sunrise, and the Florida Junior High School Rodeo Finals at Bergeron Rodeo Grounds.

TOURISM SALES

In April, Fernando Harb attended World Travel Market Latin America and Sao Paulo Fashion Week, hosting a VIP reception for top clients and media. More than 1200 press, bloggers and TV attended. He wrapped up the month at FTI client presentations in Orlando including a super FAM event with 40 top producing agents through FTI from Switzerland and Germany. Erick Garnica hosted top media and journalists from Mexico City in conjunction with Volaris-Hilton Worldwide in GFL to support the nonstop flights from Mexico City and Guadalajara. Erick also hosted a FAM for 15 top producing agents with FTI from Germany and Switzerland. FTI Touristik offers a comprehensive range of holiday packages and is one of the top tour operators in German speaking countries. Caitlan Etchevers, along with the tourism sales team, participated at Cruise 3Sixty with top executives of the cruise industry, suppliers and more than 1400 travel agents from around the world. Caitlan, along with Port Everglades, held two seminars on the destination educating agents on how to extend port stays with longer pre and post stays; and held three post Cruise 3Sixty FAMs. Caitlan also attended the local NACTA meeting (Greater Fort Lauderdale will be their annual conference home every other year); and held a webinar for National Association of Career Travel Agents. Justin Flippen attended the Hebro welcome reception at the Fort Lauderdale Marriott Pompano Beach Resort & Spa. Based out of New York, Hebro is a social group for gay Jewish men and promotes gay Jewish parties throughout the year that attract the cultural and modern urban gay Jew. Justin also attended the kickoff to the Broward 100 ice cream flavor contest hosted by Jaxson's Ice Cream.



NEW TRAVEL AGENT ACADEMY NOW LIVE

The Greater Fort Lauderdale certification program is now available for agents through Travel Agent Academy. In addition to a comprehensive destination overview, agents will learn how to create itineraries based on client's perSUNailities. [Click here for more info.](#)

SNAPSHOT FROM THE UK OFFICE

The GFLCVB UK PR team has been busy working on a variety of individual press trip opportunities. Heather Lowrie from Scotland's largest selling tabloid newspaper, The Scottish Sun, visited Greater Fort Lauderdale in April. Eugene Masterson, from the Irish based newspaper, the Sunday World, will visit GFL May 4-7; and Martin Clark from Om Yoga & Lifestyle magazine, will visit GFL May 11-13. The GFLCVB UK Sales and Marketing team have particularly focused on the Scandinavian market this month with an emphasis on increasing sales in the region through several joint tour operator marketing campaigns with key operators in Norway, Sweden and Denmark. The team also visited Wales as part of a training day with THG Holidays, spending time training their sales team as well as visiting THG agencies in the area to push Greater Fort Lauderdale as the preferred Florida Beach destination.

FLYING HIGH

Total passenger traffic for February 2015 was 2,213,483, up 10.8% over February last year. Domestic traffic increased by 8.0% and international traffic was up 23.7%. February marked the 15th consecutive month of double-digit growth in international passenger traffic. Airport's Council International (ACI) data for February ranked FLL 2nd among large hub airports in total passenger growth, which increased by 12.9% over last year. Total passenger traffic will continue to grow over the next few months. New service includes: JetBlue from Cleveland and Detroit in April, and Baltimore in November, and Albany in December. Southwest will begin new service from Washington National in August. Allegiant will begin new service from Columbus (Ohio) in March, Indianapolis in April, Memphis and Concord, NC in May.

BROWARD100 SCOOP

Here's the scoop! It's Broward County's 100th birthday. To celebrate this milestone, Jaxson's Ice Cream Parlor and Restaurant and Broward 100 are inviting residents to enter a 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, the grand finale weekend of the Broward 100 Centennial celebration on October 2-4.



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 kcantner@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.

SUNSATONAL STAR SPOTLIGHT

Congratulations to **Laurie Johnson**, DOSM at the Hyatt Regency Pier 66, who was named DOSM of the Year at the Hyatt brand conference based on YOY revenue, RGI and REVPAR growth and future pace, as well as DOSM of the Year by Interstate Hotels. Go Laurie! Congratulations to **Dawn Read**, Event Director at Winterfest, Inc; and **Bill Hansen**, CEO of Bill Hansen Catering, who were awarded Association of Nonprofit Event Planner of the Year and Caterer of the Year, respectively. [Click here to read about it.](#) And four Fort Lauderdale icons will be recognized for their lifelong accomplishments with induction into the City's Walk of Fame on Sat, May 23, as part of the sixth annual Great American Beach Party. The 2015 Walk of Fame honorees include: **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.

HOTEL DEVELOPMENTS

Last month, the **Fairfield Inn & Suites in Pembroke Pines** opened. The five-story Marriott franchise hotel is the eighth South Florida property for hotel operator and owner Luckey's Management of Fort Lauderdale. The smoke-free hotel has 97 rooms and 30 suites and is expected to generate about 40 jobs. **Hyatt Place Fort Lauderdale** welcomes 2 new members to their team: **Bobby Copeland**, General Manager and **Emily Walsh**, Sales Manager.

2015 C-SPAN CITIES TOUR

Fort Lauderdale has been chosen as one of C-SPAN's "2015 C-SPAN Cities Tour" covering the history of Fort Lauderdale and its local authors and libraries. The **Fort Lauderdale Historical Society** hosted the CSPAN team. The program will air throughout the weekend of May 16-17. The history segments will air on American History TV (AHTV) on C-SPAN3 and the literary events/non-fiction author segments will air on BookTV on C-SPAN2. In addition, there will be special Fort Lauderdale programming blocks: C-SPAN2 BookTV BLOCK: May 16 at 12pm and C-SPAN3 American History TV (AHTV) BLOCK: May 17 at 2pm.

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.



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. Victory Florida will launch its campaign at Broward Navy Days on May 9. To add your veteran related events to the celebration or to learn more about Victory Florida, visit www.VivaFlorida.org/victory.

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

May 1: Las Olas Wine & Food Festival
May 1-21: Avengers: Age of Ultron: An IMAX® 3D Experience, Museum of Discovery & Science
May 1: John Mulaney, Broward Center for the Performing Arts
May 1-2: West Side Story, Broward Center for the Performing Arts
May 2: Chris Young, Broward Center for the Performing Arts
May 2: Dog Loves Books presented by ArtsPower, Hollywood Central Performing Arts Center
May 2: Saturday Night Music & C&I Studios
May 2: The Color Run™ 5K – Fort Lauderdale, Huizenga Plaza
May 3: Jason Boham's Led Zeppelin Experience, Hard Rock Live
May 3: Peter & The Wolf, Don Quixote and Le Corsair, Broward Center for the Performing Arts
May 3: Wings for Life World Run, BB&T Center
May 4-10: Fleet Week, Port Everglades
May 4: Flogging Molly, Revolution Live
May 6: Nitro Circus Live, BB&T Center
May 8-9: Bette Midler, Hard Rock Live
May 8: Doktor Kaboom's LIVE WIRE! The Electricity Tour, Parker Playhouse
May 8: Riverwalk Burger Battle VI, Huizenga Plaza
May 9: 2nd Annual Downtowner Crawfish Fest, Downtowner Saloon
May 9: Asian Pacific American Heritage Celebration, Museum of Discover & Science
May 9: Hugs for Hope 5k, Markham Park
May 9: Nightwish with Sabaton and Delain, Revolution Live
May 10: 2CELLOS, Parker Playhouse
May 12: Night Out: Cocktails & Cavases, Pompano Citi Centre
May 13: Mike Longo & the Gold Coast Jazz Society Band, Broward Center for the Performing Arts
May 15: Girl Choir of South Florida: She Sings, Broward Center for the Performing Arts
May 15: Kings of Chaos, Hard Rock Live
May 15: Superhero Soiree, Museum of Discovery & Science
May 16: 2nd Annual American Brew Fest, America's Backyard
May 16: Island Paws Rescue's 3rd Annual Charity Golf Tournament, Pompano Beach Golf Course
May 17: Unifest, Lauderdale Lakes
May 20: Chris Berman, Broward Center for the Performing Arts
May 21: Pat Benatar and Neil "Spyder" Giraldo, Hard Rock Live
May 23: 99 Jamz Summer Jamz, BB&T Center
May 23-25: Sesame Street Presents The Body Exhibit Opening, Museum of Discovery & Science
May 24: Eat, Drink & B. Mary Brunch Cruises, Windridge Yacht Charters
May 28-31: Driven Music Conference, Embassy Suites Fort Lauderdale
May 30: Deerfield Beach Wine & Food Festival, A Family Fun Day Affair
May 30: KID Hero 5K, Huizenga Plaza

Best wishes,

Nicki E. Grossman
President

greater
FORT LAUDERDALE
CONVENTION & VISITORS BUREAU
sunny.org