

JUNE NUMBERS

Growth in hotel occupancy continues (for the past 56 months) with the highest June occupancy rate on record.

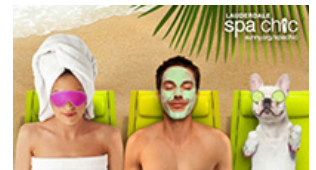
GREATER FORT LAUDERDALE AVERAGE HOTEL OCCUPANCY		
June 2014	June 2013	% Change
71.6%	70.7%	1.3%
GREATER FORT LAUDERDALE AVERAGE HOTEL DAILY RATE		
June 2014	June 2013	% Change
\$104.03	\$99.95	4.1%

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

Mark your calendars for Thursday, October 2 at 12pm for the 2015 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 & entertainment, 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.

SPA TIME

Get ready to relax during the fifth annual **Lauderdale Spa Chic**, September 1-30, where 17 top spas offer treatments for \$99 (up to 50% savings): Spa Atlantic at The Atlantic Resort & Spa; aLaya Spa at the Bonaventure Resort & Spa; Spa 950 at the Embassy Suites Deerfield Beach Resort & Spa; The Spa at the Harbor Beach Marriott Resort & Spa; Spa Q at the Hilton Fort Lauderdale Beach Resort & Spa; Spa 66 at the Hyatt Regency Pier Sixty-Six; The Spa at Lago Mar Resort and Club; SiSpa at Fort Lauderdale Marriott Pompano Beach Resort & Spa; Spa Ocean Sands at the Residence Inn Fort Lauderdale Pompano Beach/Oceanfront; The Spa at The Ritz-Carlton, Fort Lauderdale; Bliss Fort Lauderdale at the W Fort Lauderdale; Heavenly Spa by Westin at the Westin Beach Resort & Spa, Fort Lauderdale; Heavenly Spa by Westin at the Westin Diplomat Resort & Spa; and Day Spas: Karma 7 Day Spa; Dr Patty's Dental Boutique & Spa; Planet Massage; and Relax The Feet. For details visit www.sunny.org/spachic.



DINE OUT LAUDERDALE

Enjoy three-course dinner menus for \$35 October 1-November 6 at more than 35 top Broward restaurants. **FORT LAUDERDALE** Amatsu Sushi & Sake at the Westin Beach Resort & Spa, Fort Lauderdale; The Capital Grille; Chart House; Coco Asian Bistro & Bar; Dapur, Asian Tapas & Lounge; Dos Caminos at the Sheraton Fort Lauderdale Beach Hotel; Eduardo de San Angel; 15th Street Fisheries; Grille 66 & Bar Restaurant at the Hyatt Regency Pier Sixty-Six; Indigo Restaurant at the Riverside Hotel; Johnny V; Mai-Kai Restaurant and Show; The Melting Pot, Fort Lauderdale; Morton's The Steakhouse; Ocean 2000 at the Pelican Grand Resort; Piccolo Ristorante; Ruth's Chris Steakhouse; Seasons 52; Shula's on the Beach at the Westin Beach Resort & Spa, Fort Lauderdale; Sky Thai Sushi; Spazio; Steak 954 at the W Fort Lauderdale; 3030 Ocean at the Harbor Beach Marriott Resort & Spa; Tuscan Grill; Tsukuro; Via Luna at The Ritz-Carlton, Fort Lauderdale; Wild Sea Oyster Bar & Grille at the Riverside Hotel **HOLLYWOOD** Rivals at The Westin Diplomat Resort & Spa **LIGHTHOUSE POINT** Le Bistro **POMPANO BEACH** Cafe Maxx; McCoy's Restaurant at the Pompano Beach Marriott **WESTON** Ireland's Steakhouse at the Bonaventure Resort & Spa **WILTON MANORS** Tee Jay Thai Sushi. Visit www.sunny.org/dineout for details.



SUPERIOR SMALL LODGING WHITE GLOVE AWARDS

Congratulations to the 52 properties in the 2014-2015 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:** Carriage House Resort **FORT LAUDERDALE:** Birch Patio Motel, Casa Del Sol Resort, Estoril Paradise Inn, Manhattan Tower Apartment Hotel, Napoli Belmar Resort, Pineapple Point Guest House, Summerland Suites, Sun Tower Hotel & Suites On The Beach, Villa Venezia, Worthington Guest House **HOLLYWOOD:** Bougainvillea On The Beach, Caribbean Resort Apartments, Desoto Ocean Spray, The Desoto Oceanview Inn, Enchanted Isle Resort, Grenier's On The Beach, Hotel Sheldon, Manta Ray Inn, Marine Villas, Neptune Hollywood Beach Club, Ocean Inn, 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, Ocean Reverie Apartments, Ocean Terrace, 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 \$22 million to Broward County. Groups include:

- Aug 1-3: 23rd Annual Haitian Charismatic Congress (4000 attendees)
- Aug 2-6: Florida Council on Aging Annual Meeting (310 attendees)
- Aug 9-15: American Nuclear Society Utility Working Conference (506 attendees)
- Aug 12-23: General Dynamics Information Technology (1400 attendees)
- Aug 15-24: PeopleNet User Conference (760 attendees)
- Aug 18-26: Florida League of Cities Annual Convention (975 attendees)

MULTICULTURAL BUSINESS DEVELOPMENT

The GFLCVB will be hosting the Progressive National Baptist Conference (PNBC) August 4-9 bringing in more than 5,000 attendees to the destination. Fort Lauderdale will again be the Host City for the 97th Annual American Tennis Association (ATA) National Championships where more than 1,500 players and their families will be in the destination playing at the Jimmy Evert Tennis Center and the Fort Lauderdale Tennis Club August 3-9. Airport Minority Advisory Council (AMAC) will conduct the 2015 Planning Committee/Site visit August 21-23 at the Marriott Harbor Beach Resort & Spa. Al Tucker will be attending the Black Enterprise/Pepsi Conference at the PGA Conference Center August 28-31.

TOURISM SALES



In July, Fernando Harb was in London at the Visit USA Ball, the Norwegian Inaugural celebration and Visit Florida events. Fernando and Erick Gamica represented the CVB at the Copa Airlines inaugural event at Fort Lauderdale-Hollywood International Airport celebrating new flight service from Panama. Copa Airlines will now fly 4 times a week from Panama. Erick is hosting Copa Vacations this month. Copa Vacations is the tour operator side of the Copa Airlines that packages flight, hotel and other components for travelers. Josh Winston wrapped up a major week of meetings and events with Global Travel Market (GTM) hosted at the Westin Diplomat. The event is invite only to million dollar plus, producing agents and is among the most prestigious travel events in the world for active booking agents and suppliers. Additionally, he met with Mark Travel and Southwest Vacations to site their 2014 product line in the destination. Justin Flippen continues to work alongside the Broward County Cultural Division on the preparation and planning of

Broward 100, Broward County's year-long centennial celebration set to run October 2014 to October 2015. Engaging public participation, Broward 100 has created a survey for people to vote and name the grand finale event scheduled for October 2015. To take the survey and for more information on Broward100, visit www.Broward100.org.

A FOND FAREWELL TO JOSH

After nearly a decade with the CVB, Josh Winston is embarking on a new venture. He has taken a position as the Director of Tourism for National Harbor, a massive development situated along the waterfront of the Potomac River in Fort Washington, Maryland. We thank Josh for his many accomplishments and are so proud of his successes in travel and tourism...you will be missed!



INTERNATIONAL TOURISM SALES

In July 2014 GFLCVB UK worked with Norwegian Airlines to launch the first ever non-stop Norwegian flight from London Gatwick to Fort Lauderdale. Activity at Gatwick included performances by cheerleaders and roller skaters and a celebration at the gate with a Greater Fort Lauderdale themed cake and of course some of Greater Fort Lauderdale's signature Hello Sunny sunglasses. Fernando Harb visited the UK to launch the flight as well as carrying out a week long sales mission to meet with a variety of tour operators to discuss sales, product expansion and update on what's new from Greater Fort Lauderdale. The trip also included the first ever Visit USA Unite event – a one day event during which Greater Fort Lauderdale met with 18 tour operators – and the annual Visit USA Ball.

LGBT MARKET

Richard Gray will be attending and speaking at the G360 Network conference in Buenos Aires, Argentina, August 4-9. He will then head to Cleveland for Gay Games 9, August 9-16.

SPORT LAUDERDALE

Sports welcomes more than 7,000 athletes, spectators, coaches, and families to Greater Fort Lauderdale in August, attending events such as: US Judo Pan American Games in Weston; USA vs Brazil Beach Soccer at the Seminole Hard Rock Hotel & Casino; World Poker Open Championships at the Seminole Hard Rock Hotel & Casino; Guinness International Champions Cup Soccer at Sun Life Stadium; Bowling Tournament of the Americas at Strikers Bowling Center; Crush Games at the BB&T Center; and National Softball Association of the Deaf Tournament at Mills Pond Park.

OFFICE OF FILM, MUSIC & ENTERTAINMENT

Noelle Stevenson just returned from the UK where she met with PR reps from Hills Balfour to discuss film, music and fashion initiatives for the destination as well as an annual sales mission with the agency. A series of meetings with film production companies in the UK were set to discuss and present Broward's local film incentives as well as status on state tax credit program – Office of Film, Music and Entertainment, CVB's Office of Film, Music & Entertainment hosted 2 key events to film productions as well as commercial production industry in the UK. Meetings were also held with key production guide representatives to further discuss the annual event for this key market, as well as participating in partnership with Cannes Lions, the leading worldwide commercial industry gathering, which takes place in June.

Film Permits were issued for the following productions in July 2014: TV Series: Graceland-Season 2; Enter The Wild With Tom Brown Jr.; Interdesigns; Psychic Matchmaker; ScubaNation; The Balancing Act. **TV Commercials:** Aruba Beach Café; Transamerica; Volkswagen Promo. **Still Photography:** Adidas; Broward Health; Think Magazine; Venus Fashion and Venus Swim. **Telenovelas:** Reina de Corazones; Voltea Pa' que te Enamores. **Feature Film:** Ride Along 2; Love and Hostages. **PSA:** University of Florida. **Other:** Homeschool Common Core Education Week Univision; Las Olas Boulevard Association Promo; Talkin' Money Financial Literacy Educational Video. **Web:** Manage Your Particles; Sheehan Education Spotlight.

AIRPORT UPDATE

Total passenger traffic for June 2014 was 1,940,390, up 3.5% over June 2013. International traffic continues to grow at an amazing pace and contributes to the overall growth of total passenger traffic. International traffic has shown positive growth since last August. Domestic traffic should begin to improve in September and throughout the remainder of the calendar year as new domestic service by JetBlue, Silver, Spirit, Southwest, and Frontier takes effect. And Allegiant announced last month new nonstop jet service from Cincinnati / Northern Kentucky International Airport (CVG) to Fort Lauderdale beginning Oct. 9, 2014.

PORT NEWS

Last month, the Florida East Coast Railway, LLC (FEC) unveiled its state-of-the-art Intermodal Container Transfer Facility (ICTF) at Port Everglades with a grand opening ceremony featuring an exclusive firsthand view of South Florida's new global gateway. The state-of-the-art 43-acre facility increases FEC's available intermodal capacity from 100,000 to 450,000 lifts a year and the unique intermodal facility at Port Everglades will improve the transfer of both domestic and international containers between ships and rail. The ICTF is expected to reduce congestion on interstate highways and local roadways because loading and offloading cargo will take place at the Port as opposed to offsite facilities. As a result, air emissions will be reduced by diverting an estimated 180,000 trucks from the roads by the year 2027.

TAX FREE SHOPPING

Florida's tax-free weekend is August 1-3, 2014. Visit <http://sunny.org/taxfree> for info. And as an added convenience, guests coming to Sawgrass Mills for this annual shopping holiday will have access to complementary SHOP N DROP. This premier bag storage service allows guests to securely store their purchases and continue shopping hands-free.

SHOW YOUR SUPPORT

All Aboard Florida is moving full steam ahead with construction on the Miami to West Palm Beach rail infrastructure and stations starting soon. They recently added a "Show Your Support" tool to their website that allows supporters to submit letters to their relevant elected officials, the Federal Railroad Administration and the Florida Department of Transportation. [Click here](#) to show your support for All Aboard Florida.

BROWARD DAYS

Broward Days welcomes Florida Commissioner of Agriculture and Consumer Services Adam Putnam on Aug 11 at the Riverside Hotel Las Olas, from 5:30-7:30pm. [Click here to RSVP](#).

TEAM BUILDING TESTIMONIAL

Advito Global hosted their Annual Meeting at the award-winning Hilton Fort Lauderdale Beach and ended with a signature salsa challenge team building event. The executive chef, Shawn McDonald created and facilitated the popular activity along with his sous chefs and guest judge, Kelly Tortoriello. Anna Levin photographed the nine teams (75 people) wearing Hello Sunny aprons who competed based on name creativity, presentation, and salsa taste. The mild to WILD salsas ranged from HELLO salsa . . . to World Cup Salsa . . . to Farewell Sunny salsa (the winning team who was sad to leave). Kristen Allen, BCD Program Manager, stated "I cannot thank you all enough for the team support and assistance provided . . . It was absolutely the most successful meeting Advito has ever had. . . the feedback, mostly centered around the salsa challenge of course, has been outstanding!" Advito looks forward to their return along with (potentially) two additional programs. Way to go TEAM!



BE A PART OF THE TRAVELHOST POCKERSAVER

The GFLCVB, together with TravelHost Magazine, is pleased to announce the 13th annual 2015 Greater Fort Lauderdale exclusive dining, shopping and attraction PocketSAVER. This handy, pocket-sized guide and map offers exclusive incentives. Participants can showcase their establishments in 1/2 page, full page and in

coupons. A total of 80,000 guides will be printed and distributed through hotels, airport, rental car center, the convention center, condominiums and other high traffic areas - including popular electronic distribution to major groups. Net sales start at \$1,600 (\$1,400 for TravelHost Elite advertisers). Deadline to participate is August 8. Value is king, so please consider including a special 2-for-1 offer (year round) and/or a message instructing attendees to simply show their meeting ID badge to redeem your incentive. Space is limited, so take advantage of this opportunity and contact Ina Lee at (954) 463-4733 or ina@travelhostftl.com.

HAPPENINGS AROUND TOWN

- Through September 30: Summer Savings: 2-for-1 Offers <http://sunny.org/summer>
- Through Sept 5: New International Traveling Exhibit, Young At Art Museum
- Aug 1: Yes, Hard Rock Live
- Aug 2-3: Butterfly Weekend, Museum of Discovery & Science
- Aug 2: KID Hero 5K, Huizenga Plaza, Fort Lauderdale
- Aug 9: Hillsboro Lighthouse August Tour, Hillsboro Inlet Park
- Aug 10: An Evening Under the Moon, Ocean2000
- Aug 15: Rock 'N' Blues Fest, Broward Center for the Performing Arts
- Aug 15: The Wayans Brothers, Hard Rock Live
- Aug 16: Chris MacDonald's Memories of Elvis in Concert, Broward Center for the Performing Arts
- Aug 17: Gay Nuptials, A Wedding Showcase, Hagen Park, Wilton Manors
- Aug 20: Michael McDonald + Toto, Hard Rock Live
- Aug 22-24: Crush Games IV, BB&T Center
- Aug 23-24: Sounds of Summer, Museum of Discovery & Science
- Aug 29: Slash with Mylse Kennedy and the Conspirators, Hard Rock Live
- Aug 31: Deep Purple, Hard Rock Live

Best wishes,



Nicki E. Grossman
President

