



Celebrate National Tourism Appreciation with the GFLCVB

Save the Date: Reserve your seat for **National Tourism Appreciation Day** luncheon on Thursday, May 12 at the Broward County Convention Center, as we celebrate the importance of tourism with motivational speaker and comedian, Frank Miles. \$35pp. Please RSVP to Kim Canter, kcanter@broward.org



On TV...Again!

Tune in (or set your DVR) this Saturday, 4/2 at 7:30am on the Discovery Channel. Fort Lauderdale's vibrant Riverwalk Park will be featured on the Florida Travel and Life Affordable Luxury series, selected by Visit Florida as one of the state's choice destinations, along with Butterfly World, Everglades, Flamingo Gardens, Water Taxi, pedicab, Seminole Hard Rock gaming, Hydrobob, yachting, dining and wakeboarding. The segment was produced by Florida Travel+Life. [Click here](#) for a sneak preview.

In the News

Greater Fort Lauderdale hosted a travel writer from the Sunday Scottish Express in February. [Click here](#) to view the article. Throughout the year, the CVB has been shouting from the rooftops the City of Fort Lauderdale's centennial milestone and USA Today took notice. [Click here](#) to read the article about Fort Lauderdale's history of sun and fun. In January, the CVB hosted a writer with Go Magazine, AirTran Airways in-flight magazine for a special On-the-Town destination feature. [Click here](#) to view the article.



Do You Like Us?

Are you a fan of Fort Lauderdale on Facebook: <http://facebook.com/visitlauderdale>? Get interactive with us by posting on our site, engaging in conversation, promote a special deal or comment on our photos. Every morning we post a beach image, courtesy of <http://facebook.com/ftlauderdalusun>. Spread the word and help build our community on facebook.

Super Summer Savings

Summer visitors can discover a passion for diving, charter a fishing boat for an afternoon adventure, spend the day relaxing and revitalizing at the spa, or rent a beach cruiser. Thanks to our many hospitality industry partners offering 2-for-1 experiences from arts and entertainment to transportation to encourage summer visitation. Visit <http://sunny.org/supersummer> to view the 30 special summer two-for-one deals available June 1 through Sept 30. Super Summer Savings cards will be available for distribution beginning April 30.

June is Learn to Dive Month

With the goal of stimulating more dive tourism, the GFLCVB created a special "Learn to Dive" promotion in June. "Learn to Dive" includes a partnership with PADI and SDI promoting online dive instruction, local dive operators, and "dive and stay" hotel packages. To view offers go to <http://sunny.org/learntodive>.



Lauderdale Spa Chic

Get ready for the third annual **LAUDERDALE SPA CHIC**, September 1-30, with spa treatments for \$99 (up to 50% savings). If you are a spa interested in participating in Lauderdale Spa Chic, please contact kcanter@broward.org.

For more information go to <http://sunny.org/spachic>

Tourism Sales

In March, Alfredo Gonzalez attended Network 2011 in Austin, Texas, and conducted a UK sales mission to London. Alfredo and Fernando Harb also attended ITB in Berlin, Germany. Fernando wrapped up the month traveling to Brazil on a multi-city sales mission to Belo Horizonte, Brasilia and Sao Paulo. Josh Winston was joined by six hotel

partners for our annual Boston Sales Mission.

Update Your Offers, Submit New Ones

Please be sure to provide us with any changes to your submitted offers whether these changes are to the offer details or to the valid dates. If your property has submitted offers, check to make sure they are current by visiting www.sunny.org/save and reviewing LauderDeals, Cruise and Play, Learn to Dive, Spa Chic and Latin American Special Offers. And if you are not already participating in one of our programs we welcome your submissions. To make changes or to submit an offer, contact Justin Flippen at Jflippen@broward.org.

Multiculturally Speaking

Greater Fort Lauderdale will host The Alpha Kappa Alpha Sorority South Atlantic Regional Conference at the Westin Diplomat Resort & Spa on April 19-24. More than 2,300 have already registered for the conference with anticipation of 3,000 attendees. The organization has gone past their room blocks and is still seeking more overflow rooms.



Superior Small Lodgings Annual Reviews

Superior Small Lodgings Annual Reviews begin May 2, with inspector Roseanne Petit. To qualify, you must have 50 rooms or less, meet the Superior Small Lodging guidelines and pass the review with an 85% grade. As a Superior Small Lodging member you will be included in the 2012 Greater Fort Lauderdale Superior Small Lodging directory, as well as the SSL website www.superiorsmalllodging.com, 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. The deadline date to sign up is April 15. For more information on becoming a Superior Small Lodgings member, go to www.sunny.org/sslmembers or [click here](#) for the sign up form.

Convention Sales Team Update

The convention sales team recently participated in the following: GFLCVB Carolina Sales Mission, ASAE Great Ideas Conference in Colorado Springs, Colorado Sales Calls in Denver, Multi-Cultural/Religious Destination Preview and Pharmaceutical Forum.

Catch the sales team at these upcoming events and tradeshow:

- Apr 2-5: Destination Preview
- Apr 5-7: Mid-Atlantic Sales Mission
- Apr 12-13: Convention Collection Events, Chicago
- Apr 18-21: Minneapolis/St. Paul Sales Mission
- Apr 25: Dunn's Crab Fest, DC
- Apr 27: PCMA Foundation Dinner, DC
- Apr 28-29: ASAE & The Center's Annual Springtime Expo & Foundation Golf Tournament, VA

Upcoming Sales Missions

Want to join us? Contact the group sales team leader listed.

- Apr 5-7: Mid-Atlantic Sales Mission (Sally Slater, Dion James)
- Apr 17-19: Milwaukee Sales Mission (Nora Gorman)
- Apr 18-21: Minneapolis/St. Paul (Stacy Copeland)
- Apr 28: ASAE & The Center's Springtime in The Park (Sally Slater)
- May 3-5: Boston Sales Mission (Christine Tascione)
- May 9-13: Dallas Sales Mission (Angella Lopez)
- June 6-10: Philadelphia Area Sales Mission (Steve Aird, Dion James)
- June 6-10: Omaha/ Iowa/ Kansas City Sales Mission (Stacy Copeland)
- June 14-17: Seattle & Portland Sales Mission (Elena Gladstone)
- July 11-13: Fort Lauderdale Mini-Tradeshow at Chicago Yacht Club & Sales Calls (Nora Gorman)
- July 23-26: MPI World Education Congress Tradeshow and Meeting, Orlando (Christine Tascione, Sally Slater)
- Aug 7: St. Louis & ASAE Client Event (Stacy Copeland, Nora Gorman, Sally Slater)
- Sept 7-8: HSMAl's Affordable Meetings National, DC (Dion James)
- Sept 19-21: St. Louis Sales Mission
- Oct 10-14: New York Sales Mission (Steve Aird)
- Oct 11-13: IMEX America (Christine Tascione)
- Oct TBA: Atlanta Sales Mission (Michele Bemis)
- Dec 13: Association Forum's Holiday Showcase, Chicago (Nora Gorman)

Mark Your Calendar for these 2011 Group Sales Missions/Destination Previews: May 19-22*; July 14-17*; Sept 15-18*, Nov 3-6*. *These dates are currently tentative. Hotels and specific arrangements for the itinerary are currently in progress for all of these previews for next year. Details of our 2011 calendar of tradeshow, sales missions and previews were sent out in early November to hotel Directors of Sales (and Marketing). If you need

another copy of the documents, visit www.sunny.org/partners.

April Group Sales Update

Groups meeting in April will generate more than \$32 million to Broward County. Sample groups include:

- Apr 6-7: State Farm / Ambassador Travel (750 attendees)
- Apr 8-16: International Society of Beverage Technologies 2011 Conference (300 attendees)
- Apr 9-19: Financial Group (900 attendees)
- Apr 11-18: Cruise3Sixty 2011 (2500 attendees)
- Apr 13-14: State Farm Ambassador Travel (750 attendees)
- Apr 14-27: Majestic Tours 2011 (500 attendees)
- Apr 17-30: Passover 2011 (600 attendees)
- Apr 19-24: 2011 South Atlantic Regional Conference (3000 attendees)
- Apr 27-May 5: ARVO 2011 Annual Conference (10,000 attendees)
- Apr 28-May 4: 2011 State & Local Government Benefits Association Annual Conference (450 attendees)

Sport Lauderdale

Greater Fort Lauderdale welcomes the following sports groups in April, with more than 16,000 competitors plus family and friends:

- Mar 29-Apr 2: USSC Southern Invite (3000 attendees)
- Mar 31- Apr 3: USSSA Softball Regionals (1500 attendees)
- April 1-9: US International Soccer Fed Classic/Summit (950 attendees)
- April 2-5: Family Fitness Weekend - CB Smith Park (400 attendees)
- Apr 3-11: YMCA Nationals (4000 attendees)
- Apr 5-8: Baseball Fever Classic (450 attendees)
- April 8-10: Sunshine Stampede Gay Rodeo (1000 attendees)
- Apr 12-15: Fort Lauderdale Classic (1500 attendees)
- Apr 13-17: YMCA Masters National Championships (2000 attendees)

Port News

Building on the successful design of the world's largest single-ship cruise terminal, Port Everglades is following a similar approach to renovate four existing cruise terminals that will be used for Carnival Corporation's newest and largest cruise ships. The estimated \$35 million cruise terminal renovations are part of a landmark agreement, one of the largest in Carnival's history, calling for a minimum of 25.5 million Carnival-brand cruise guests sailing to and from Port Everglades over the next 15 years, and potentially producing a half-a-billion dollars in Port revenue. Since seven Carnival-brand cruise lines already sail from Port Everglades, with a fleet of 30 different cruise ships, the terminals will be able to accommodate cruise



ships of various sizes and guest capacities. Construction is expected to begin in late 2012 with completion of the first terminal in Spring 2013. Carnival's agreement with Broward County and Port Everglades is expected to have an average annual economic impact on more than 6,000 local jobs with related personal income of \$293.6 million over the 15-year period. According to an economic impact study by nationally recognized maritime research company Martin Associates, the agreement to homeport Carnival's ships at Port Everglades is also expected to generate \$21.7 million in state and local taxes annually. In other news, the Port Security & Port Access for 2011 has been updated. [Click here](#) for more info.

Flying High

Total traffic for the month of February 2011 was 1,915,099, up 8.9% over February last year. International traffic was 299,819, up 14% for the period. February marked the 18th consecutive month of positive growth in total passenger traffic, was the 6th consecutive month of double digit growth for international traffic, and was the busiest international month on record. Recent additions in service include Vision Airlines to Louisville and Spirit to Charleston WV. Future new service includes Spirit to DFW in May, San Salvador in June, and Toluca, Mexico, also in June. Condor returns from Frankfurt in April and will operate year round service with two weekly flights.

Hotel News

The **Wyndham Deerfield Beach Resort** celebrated their grand opening this week. The 172-room resort, ideally situated on Deerfield Beach with direct ocean and beach access, represents the conclusion of a stunning renovation modernizing the public spaces and guest rooms, business center, fitness center, gift shop and meeting space. The interiors and exteriors of this landmark beachfront property have been completely rejuvenated, bringing ocean views to each of the stylish hotel's eight floors. Guest room upgrades include floor-to-ceiling window views in each room, oversized flat-screen televisions, complimentary wired and wireless internet, as well as Wyndham's signature Be Well@bedding. Outdoors you'll find a heated pool and hot tub, poolside dining and refreshments, and nightly live entertainment at the popular Patio Bar and Grill all overlooking the ocean. Wayne Gales is the new director of sales & marketing for the Wyndham.



More Hotel Happenings

We would also like to welcome aboard to the hospitality community: Joseph Maijala, director of sales at the **Pelican Beach Grand Resort**, Anna Russo, director of sales & marketing at the **Ocean Sky Hotel and Resort**, Jamie Jordan, director of group sales at the **Harbor Beach Marriott Resort & Spa**, Yvette Pallens, manager of marketing at **The Westin Diplomat Resort & Spa**, and Susan Aichele, director of sales and marketing, and Andrew Volkmann, sales manager, both at **The Atlantic Resort & Spa**.

Women's International Film & Arts Festival

In partnership with the City of Hollywood, the Women's International Film & Arts Festival started March 30 and will run through April 3. The festival is in various theaters throughout Broward & Miami-Dade County. The 6th anniversary festival includes over 50 films screening from over 25 countries including: Austria, Argentina, India, Brazil, France, Haiti, Italy, Israel, Iran, Japan, Netherlands, Spain, Palestine and many more celebrating the lives of women around the world. In addition, the festival will offer workshops with Gregory Allen Howard: writer of "Remember the Titans" starring Denzel Washington and "Ali" starring Will Smith and Jada Pinkett Smith. Panel discussions, a pool party/fashion show and luncheons will also be held throughout Hollywood. Screening schedules and programming can be found at www.womensfilmfest.com.

Film & Entertainment

Noelle Stevenson attended Tour Connection in LA to promote the destination to 250 production & entertainment travel agents where she hosted a dinner event for LA production agents and was joined by three Broward film friendly hotels. Noelle conducted a production agency and production mission in Los Angeles. The film and entertainment office continues to identify production-friendly hotels and venues. Noelle has been working with the upcoming feature film *Rock of Ages* starring Tom Cruise and Alec Baldwin, to identify appropriate locations in Broward. Noelle heads to NY to attend Tour Connection this month.

Current Productions In the Works

Rock of Ages, the new Adam Shankman movie, will be filming around town— teeming with talent including Tom Cruise, Alec Baldwin, Julianne Hough, Mary J Blige, Paul Giamatti, and Russell Brand. **TV Series:** The Glades (Season Two); Police Women of Broward County; Unleashed: K-9 Broward County; America's Most Wanted; VH1's Tough Love Season 3; truTV's All Worked Up; HGTV's My First Sale; UK Travel Series: Paul Merton Great Escapes; Discovery Channel's Black December; Four Weddings; TTMAR; Investigation Discovery's Nightmare Next Door; What's Your Car Worth; TLC Women's Prison Project. **Telenovelas:** Quiero Mi Boda; Aurora. **TV Commercials:** Toyota; Coty Perfume "Soul-2-Soul" by Bruce Weber; Ziggo, Dutch Cable TV Operator; Bell & Howell Micro Sonic; Direct TV; Sam's Club; NBC 6 – I am Miami; Fort Lauderdale's Children's Theater; Annex Films; C & A European Fashion Company's Bikinis. **Still Photography:** Seventeen Magazine; Outdoor (Issue Six); One Sweet Party; European Bon Prix Fashion; C & A European Fashion; Walmart; Target; Shop Direct; Maximum Magazine; Venus Fashion Inc.; Peacocks Summer; Greater Fort Lauderdale Convention & Visitors Bureau. **Documentaries:** What Men Really Want; The Opener (Season 2). **Corporate Videos:** City of Miramar Waste & Recycling; Florida Power & Light; ITT Tech.



Attraction News

Sun Trolley is now providing assistance with a new Fort Lauderdale City Excursion. Tourists can explore Fort Lauderdale, enjoy the sites, experience the culture, delight in its food and shopping all without the worries of storing their baggage, finding parking or hunting for the city's "Must Do" adventures. Fort Lauderdale's Centennial launch of a "Hop On Hop Off" city excursion offers visitors the ease of the destination's best stops all while traveling either through the waterways aboard a Water Taxi or through the charming city streets aboard the Sun Trolley. For ease of exploration baggage can be conveniently stored and delivered to either Fort Lauderdale/Hollywood

International Airport or Port Everglades. For one conveniently low price starting at \$29 per adult and \$19 per child, receive full day transport, including to and from the airport and/or port (pre-arranged), baggage storage (two per person) and delivery, plus an array of special offers and discounts only available to "Hop On Hop Off" passengers. To book tickets visit www.graylinefortlauderdale.com or call 800-336-8233.

In the Biz

The newly opened **B Ocean Hotel** is offering specials for all "In the Biz." At SAIA, show your business card upon arrival and you and your guests can delight in 2-4-1 cocktails, with a purchase of a roll, every Sun-Thurs through April 30. Reservations recommended (954.302.5252). Or at B'stro on the Beach, show your business card during evening dinner service hours and receive a \$20 beverage card to enjoy the Enomatic Wine dispensary, featuring 24 wines from around the world, with any dining purchase of \$20 or more thru April 30. Valet parking is \$5 for the evening. Be sure to check out Celebrity Signature Chef Holli Ugalde's (Winner of Hell's Kitchen) exclusive dishes that are only available at B Ocean Fort Lauderdale.

Who wants to network with models?

Join HSMIA South Florida for a fashion show networker at Grand Lux Café patio at Sawgrass Mills. **Wed, April 27** at 5:30pm. The CVB's own Alfredo Gonzalez and hospitality industry members will model fashions from Last Call by Neiman Marcus. Members \$20, guests \$25. Price includes complimentary wine, beer and soft drinks, hors d'oeuvres and gift bags. Proceeds benefit HSMIA scholarship fund for local hospitality students. Register at www.hsmaisouthflorida.org

Happenings Around Town

Through Apr 24: Vatican Splendors: Art and Faith, Museum of Art | Fort Lauderdale

Through Apr 24: Wicked, Broward Center for the Performing Arts

Through Apr 3: Women's International Film & Arts Festival

Apr 1: 16th Annual Wine and Culinary Celebration, Museum of Discovery & Science

Apr 1: Fight Time 4: MMA Heavyweight Explosion! War Memorial Auditorium

Apr 1-3: Florida Marlins vs. New York Mets, Home Opener, Sun Life Stadium

Apr 2: Concert on the Green, Nyberg Swanson House, Dania Beach

Apr 2: Coral Springs Craft Guild Spring Show, La Quinta Inn and Suites, Coral Springs

Apr 2: Florida Panthers vs. Pittsburgh Penguins, BankAtlantic Center

Apr 2-3: It's a Baby & Family Expo, Broward County Convention Center

Apr 2: People and Planet Day, Esplanade Park, Fort Lauderdale

Apr 3: SunTrust Sunday Jazz Brunch, Riverwalk

Apr 3-11: YMCA National Short Course Swimming & Diving Championships, Fort Lauderdale Aquatic Complex

Apr 5: Lil' Wayne, BankAtlantic Center

Apr 5-7: Florida Marlins vs. Washington Nationals, Sun Life Stadium

Apr 6: Aaron Lewis, Hard Rock Live

Apr 7: Beauty & The Feast at the Grateful Palate

Apr 8: Riverwalk Get Downtown, Las Olas Place

Apr 8: David Sedaris, Parker Playhouse

Apr 8-10: Fort Lauderdale International Auto Show, Broward County Convention Center

Apr 9: Florida Panthers vs. Washington Capitals, BankAtlantic Center

Apr 9: Fort Lauderdale Strikers vs. FC Edmonton, Fort Lauderdale Stadium

Apr 9-10: Gun & Knife Show, War Memorial Auditorium

Apr 11: Neil Berg's 100 Years of Broadway, Hard Rock Live

Apr 12: Lady Gaga, BankAtlantic Center

Apr 13: Tenor Titans, Broward Center for the Performing Arts

Apr 13-17: YMCA Masters Nationals & Diving Championships, Fort Lauderdale Aquatic Complex

Apr 14: Peter Michael Winery Wine Dinner at the Grateful Palate

Apr 14: Robert Plant, Hard Rock Live

Apr 14-17: Forbidden Broadway, Broward Center for the Performing Arts

Apr 15: Fort Lauderdale Strikers vs. NSC Minnesota Stars, Fort Lauderdale Stadium

Apr 15-17: "Ladies, Let's Go Fishing!" Seminar, IT Parker Community Center, Dania Beach
Apr 15-17: Pompano Beach Seafood Festival, Pompano Beach
Apr 16: Fancy Nancy and Other Storybooks, Miramar Cultural Center
Apr 16: Iron Maiden, BankAtlantic Center
Apr 19-21: Florida Marlins vs. Pittsburgh Pirates, Sun Life Stadium
Apr 20: Chicago, Hard Rock Live
Apr 21: Seth's Big Fat Broadway Show, Broward Center for the Performing Arts
Apr 21: Sips and Sliders at Sunset at Yolo, Fort Lauderdale
Apr 21: Tom Jones, Hard Rock Live
Apr 22-24: Florida Marlins vs. Colorado Rockies, Sun Life Stadium
Apr 23: Earth Day, Hugh Taylor Birch State Park
Apr 23: Hip Hop Symphony, Broward Center for the Performing Arts
Apr 23: Charlie Sheen, BankAtlantic Center
Apr 25-30: Fleet Week, Port Everglades
Apr 25-27: Florida Marlins vs. Los Angeles Dodgers, Sun Life Stadium
Apr 27: Usher, BankAtlantic Center
Apr 29: Las Olas Wine and Food Festival
Apr 29-May 1: Miami City Ballet, Broward Center for the Performing Arts
Apr 30: Kevin Spirtas, Broward Center for the Performing Arts
Apr 30: Gold Coast Derby GRRLS vs. the Gainesville Roller Rebels, War Memorial Auditorium

All best wishes,



Nicki E. Grossman
President

greater
FORT LAUDERDALE
CONVENTION & VISITORS BUREAU
sunny.org