



SUNSATIONAL SERVICE COURTESY AWARDS: December 6

We hope to see you **Thursday, December 6** for the annual holiday-themed Courtesy Awards luncheon at the Broward County Convention Center, as frontline hospitality employees are recognized for going above and beyond and providing sunsational guest service.

OCTOBER NUMBERS

Vital signs are positive with continuing growth in hotel occupancy for the past 35 months, with the highest October hotel occupancy since 2004 and the highest October ADR since 2008.

| GREATER FORT LAUDERDALE AVERAGE HOTEL OCCUPANCY | | |
|--|--------------|----------|
| October 2012 | October 2011 | % Change |
| 69.1% | 66.0% | +4.7% |
| GREATER FORT LAUDERDALE AVERAGE HOTEL DAILY RATE | | |
| October 2012 | October 2011 | % Change |
| \$108.18 | \$104.04 | +4.0% |

WE WANT YOU TO LOOK YOUR BEST ON SUNNY.ORG

We will soon unveil a new look for Sunny.org with larger images for your business, and we need your help: **Please send us your largest images**, (horizontal layout, preferably 650 pixels wide, which translates to 9.25 inches wide) so that we can make your free listing look its best. With an average of 250,000 monthly unique users, we all enjoy (and depend on) the exposure that the Greater Fort Lauderdale destination, and your listing, receives. You may send up to 8 images. **Please send to Stacie at sfaulds@broward.org ASAP.** (If we do not receive large images, your photos on Sunny.org will appear blurry when we launch).

VIVA FLORIDA 500 – FLORIDA'S 500TH ANNIVERSARY

Commemorate 500 years of Florida's rich heritage and diverse cultural history by submitting your deals and events which highlight our shared history and heritage. Deals can range from a special Viva Florida 500 hotel rate to a culinary menu, dish or treat. Events need to highlight our rich history and heritage, such as music festivals that share our culture through dance and sound or food festivals that share our Spanish, Hispanic, Latin, Caribbean, English, French and other cuisine. Visit http://www.visitflorida.com/submit_viva_event/ to add your event to the calendar. [Click here](#) for the Viva Florida 500 form and return via email to Justin Flippen at jflippen@broward.org. To learn more about Viva Florida 500 visit <http://visitflorida.com/viva> or <http://fla500.com>.

CONGRATS TO WILL SECCOMBE

Visit Florida announced the selection of Will Seccombe as their new President and CEO this week. Will was Visit Florida's Chief Marketing Officer and has been serving as the Acting President and CEO since Chris Thompson's departure to head Brand USA.



WINTERFEST BOAT PARADE'S 41st ANNIVERSARY READY TO SET SAIL

This year's Seminole Hard Rock Winterfest Boat Parade sets sail on Sat, Dec 15 from the New River in downtown Fort Lauderdale. The parade starts at the Broward Center for the Performing Arts, passing Esplanade Park stretching to Las Olas Riverfront, then traveling east to connect along the Intracoastal Waterway and continuing north to Lake Santa Barbara in Pompano Beach. On board the Grand Marshal Showboat, the Floridian Princess, 400 passengers will party with this year's Grand Marshal, Deborah Norville.

www.winterfestparade.com

HOLIDAY SPECIALS

To help visitors and locals who are looking for holiday specials, events and dining options, we invite you to submit your holiday (including New Year's Eve) menus, offers or packages to Justin jflippen@broward.org. They will be featured at sunny.org/holidays and promoted on Facebook and Twitter.

CONVENTION SALES TEAM UPDATE

The convention sales team recently participated in GFLCVB New York Sales Mission, Meetings & Conventions Interact in Austin, Tallahassee CVB Tailgate Event, ASAE Healthcare Association Meeting in Chicago, GFLCVB Flavors of Fort Lauderdale Destination Preview, GFLCVB Customer Advisory Board Meeting in Hollywood, FL, PhoCusWright Conference in Scottsdale and Nursing Organization Alliance in Nashville.

Catch the sales team at these upcoming events and tradeshow:

Dec 2-4: MPI South Florida Board of Directors Retreat, Fort Myers

Dec 4-5: VISIT Florida Marketing Retreat, Orlando

Dec 4-6: IAEE Expo!Expo!, Orlando

Dec 12-14: AENC Raleigh, NC

Dec 12-13: Association Forum Holiday Showcase, Chicago

WELCOME ABOARD

Gilbert Villard has joined the GFLCVB as the new Convention Sales Manager responsible for the international market along with some geographic areas in the U.S. Gilbert comes to the CVB from the Puerto Rico Convention Bureau. Prior to that he spent more than 14 years at Caribbean Exhibits as Director of Sales.



DECEMBER GROUP SALES UPDATE

Groups meeting in December will generate more than \$3.3 million to Broward County. Groups include:

Dec 3-7: Bacardi USA 2012 Distributors Meeting (400 attendees)

Dec 3-8: International Society of Hotel Association Executives 2012 Winter Conference (100 attendees)

Dec 8-15: ACES-A Community on Ecosystem Services (302 attendees)

Dec 11-17: 11th Annual Inflammatory Bowel Disease Meeting (900 attendees)

PORT NEWS

Port Everglades reopened four fully reconstructed, expanded and modernized cruise terminals last month. Cruise Terminals 2, 19, 21 and 26 are part of a \$54 million renovation project that transformed existing facilities into modern, world-class, guest-friendly cruise terminals, capable of processing both debarking and embarking cruise passengers simultaneously. The renovated cruise terminals can accommodate ships of various sizes and capacities and have separate and larger baggage halls, improved ground transportation areas, and covered waiting areas outdoors.

THANKSGIVING BOARDING PASSES

In partnership with database marketing firm SOJERN, Greater Fort Lauderdale was the first U.S. destination to launch a Boarding Pass Takeover on the busiest travel day of the year (the day before Thanksgiving). The boarding passes featured a pilgrim in swim trunks on the beach with the headline "After the Thanksgiving rush, you deserve a beach escape." SOJERN hosts digital and print boarding passes with all major U.S. airline carriers, with messaging to high value frequent travelers. [Click here](#) to see the boarding pass.

FLYING HIGH

FLL total traffic for October 2012 was 1,698,367, up .7% over last year. Domestic traffic was up .3% and international traffic was up 3.5%. October marked the 5th consecutive month of positive growth in total traffic. Among large hub airports, FLL ranks 4th for growth in available seats for December, and 2nd for January 2013. Silver Airways announced new service from Fort Lauderdale to Orlando starting Jan 7. **TSA Pre✓™** is

headed to FLL, and allows select frequent flyers of participating airlines and members of U.S. Customs and Border Protection Trusted Traveler programs to receive expedited screening benefits during domestic travel. Eligible participants use dedicated screening lanes for benefits which include leaving on shoes, light outerwear and belts, as well as leaving laptops and 3-1-1 compliant liquids in carry-on bags. Beginning in mid-December, the program will become available in Terminal 2 for select Delta travelers. For more information on the program please visit www.tsa.gov.

SPORT LAUDERDALE

Sports Development welcomes more than 30,000 athletes, coaches, and families to Greater Fort Lauderdale in December, attending events such as: the Orange Classic Girls' Soccer Tournament, the Orange Bowl International Tennis Championship, the Metro PCS Orange Bowl Basketball Classic, the Dixie Amateur Men's Golf Championship, and the Kreul Classic Girls' Basketball Tournament.

TOURISM SALES

In November, Alfredo Gonzalez attended World Travel Market in London and PhoCusWright in Phoenix. He and Fernando Harb attended Luxury Travel Expo in Las Vegas and Fernando attended Feria Internacional de Turismo (FIT) in Buenos Aires and DEMA in Las Vegas. Josh Winston and Elena Gladstone hosted Cruise World 2012 at the Broward County Convention Center, attended by more than 2,000 travel agents from across the US and Canada. Additionally, Josh attended the National Association of Career Travel Agents national convention in Port St. Lucie and accepted the "Travel Agent Destination of the Year Award" on Greater Fort Lauderdale's behalf. Justin Flippen represented the CVB at the Southeast Regional Meeting of Viva Florida 500 as Florida prepares to commemorate its rich heritage and diverse cultural history from 1513-2013.



AMAZING THINGS

The **Gallery of Amazing Things** (formerly the South Florida Museum of Natural History) in Dania Beach is in the final phase of completion and is looking to have a soft opening in December and be fully functional by January 2013. <http://www.galleryamazing.com>.

150,000 NEW REASONS TO ROLL CAMERAS IN GREATER FORT LAUDERDALE

The GFLCVB has announced a cash rebate for qualified production expenditure up to \$150,000 for film and TV projects. These incentives are in addition to the Florida Governor's Office of Film and Entertainment's tax credit for film and entertainment projects conducted in the Sunshine State. The rebate joins low production costs, state tax breaks providing up to 30% transferable tax credit for TV projects - a maximum saving of \$8 million - and a host of additional incentives as a major draw for productions choosing Greater Fort Lauderdale as their top filming location. Some of the benefits of filming in Greater Fort Lauderdale include no permit fees, dedicated film-friendly hotels, professional studio and production offices, and the Preferred Production Pass (P3) which provides added values to each crew and cast member when filming in town. [Click here](#) to read about it in the Sun-Sentinel.

FILM & ENTERTAINMENT

USA Network's new law enforcement drama, *Graceland*, began filming in Greater Fort Lauderdale with locations around the area doubling as beach communities in Southern California. The drama series is scheduled to launch in the summer of 2013 featuring actors Aaron Tveit ("Les Miserables") and Daniel Sunjata ("Rescue Me"). Current production include: **TV Series:** Fish Tank Kings; Extreme Makeover Weight Loss; Gator Boys; Top Gear; The First 48; Four Weddings; Mission Makeover; Mob Wives; MADE C12; MTV Hoods; The Distance; My Tupelo-Lake Point

Tower; Travel Channel; Florida Travel Life-Amazing Boardwalk Empire; Unreported World; Code Enforcers of South Florida; 11-11 En Mi Cuadra Nada Cuadra; Long Pond Media. **TV Commercials:** HTV 2013; The Valdez Family; Spec; Beall's Department Store; Gymform AB Swift; Economic Development; XXL Sporting Goods; A New Day Begins; AutoNation; Who ya Gonna Call?; Florida Lottery; Westin Diplomat Leisure; WSFL-TV Image Campaign; Method Laboratories-Simply Healthcare; Dr Pepper; Pet Supermarket; The Outdoor Trail; Economic Development; The Home Depot. **Still Photography:** Walmart January 27 Tab; Pilatus for Banyan; Chicco's; G-2000; Lyrica; Visit Florida; Belk Seventeen Magazine Ad; Otto-German Fashion Catalogue; Nissan; Gerrit Kretz; Camieux; Blink Productions; Pulse Production; Jerry Wyszatycki; Walmart Photo Shoot; Family Portrait Session; White Swan/Jockey Scrubs; Saltwater 2013 Catalog Shoot. **TV Movie Specials / Featured Films:** Untitled Zombie Short; Slaphapp; Caged; See No Evil. **Telenovelas:** El Rostro De La Venganza; Corazon Valiente. **Documentaries:** Off The Hook: Extreme Catches; 48 Hours; Documentary of Arthur Chappel; Kaplan; Spanish People Around the World; Moving Picture Media; Unreported World; Mighty Planes NOAA Hurricane Hunters. **Industrial:** Luxottica. **Music Video:** MU2 Productions; PEEWEE-Music Video; No te Tengo a Ti; Flo-Rida; Terrero Digital; Radiant 3 Production. **Web:** College of Public Service. **Other:** Invicta Labor Day Event; Fire Rescue Department; Short Film: The Flower; Alfonso Gonzalez.

SOUTH FLORIDA HOSPITALITY INDUSTRY HOLIDAY PARTY

December 18 marks the annual hospitality industry party at the Museum of Discovery & Science. This industry-wide charity event will feature food and drink, entertainment, raffle prizes and more from 7-10pm. Proceeds benefit the Children's Opportunity Fund. Participating associations include FAME, HSMIAI, ISES, SFMPI, NACE, NAWP and SITE. <http://www.southfloridaindustryholidayparty.com>

HAPPENINGS AROUND TOWN

Through Dec 9: Divorce Party, Parker Playhouse
 Dec 1: Eddie Vedder, Broward Center for the Performing Arts
 Dec 1: Gridiron Grill-Off, Pompano Beach Amphitheater
 Dec 1: Holiday Fashion Show, Coral Ridge Yacht Club
 Dec 1-2: Orchid Festival, Bonnet House
 Dec 2: SunTrust Sunday Jazz Brunch, Riverwalk
 Dec 2: Hollywood Half Marathon, Hollywood Beach Theatre
 Dec 2: Wanda Sykes, Broward Center for the Performing Arts
 Dec 4: Michael Bolton, Hard Rock Live
 Dec 5: So You Think You Can Dance Tour, Hard Rock Live
 Dec 6-9: United States Cricket Open, Central Broward Regional Park, Lauderhill
 Dec 6 & 8: Florida Grand Opera: La Boheme, Broward Center for the Performing Arts
 Dec 7: City Link BeerFest, Huizenga Plaza, Fort Lauderdale
 Dec 7-9: Deerfield Beach Surf Festival, Deerfield Beach Fishing Pier
 Dec 7: Florida National Guard 13th Army Band, Deerfield Beach
 Dec 7-31: Garden of Lights, Flamingo Gardens
 Dec 7: Light Up Sistrunk
 Dec 8: An Evening with Shirley Caesar, Miramar Cultural Center / ArtsPark
 Dec 8: Family Holiday Festival, Downtown Fort Lauderdale
 Dec 8: Hollywood Beach Candy Cane Parade, Hollywood Beach Broadwalk
 Dec 8: Y100 Jingle Ball, BB&T Center
 Dec 9: Dion, Hard Rock Live
 Dec 9: Aerosmith, BB&T Center
 Dec 9: Pompano Beach Holiday Boat Parade
 Dec 11: Sounds of the Season: Holiday Extravaganza, Broward Center for the Performing Arts
 Dec 12: Christmas-by-the-Sea, Anglin's Square, El Mar Drive and Commercial Blvd, LBTS
 Dec 13: Joe Bonamassa, Hard Rock Live
 Dec 13-30: Shear Madness, Broward Center for the Performing Arts
 Dec 14: Beres Hammond featuring Maxi Priest, Hard Rock Live
 Dec 14-16: Miami City Ballet, George Balanchine's The Nutcracker, Broward Center for the Performing Arts
 Dec 14: Trans-Siberian Orchestra: The Lost Christmas Eve, BB&T Center
 Dec 15: KC & The Sunshine Band, Hard Rock Live
 Dec 15: Eric Church: Blood, Sweat and Beers Tour, BB&T Center
 Dec 15: Christmas Near the Beach, ArtsPark, Hollywood
 Dec 15: Seminole Hard Rock Winterfest Boat Parade
 Dec 16: Jose Jose, Hard Rock Live
 Dec 17-23: Holiday River Tours, departs Stranahan House
 Dec 18-30: Sister Act, Broadway, Broward Center for the Performing Arts

Dec 22: Carrie Underwood, BB&T Center
Dec 23: Florida Panthers vs. Nashville Predators, BB&T Center
Dec 26: Florida Panthers vs. Tampa Bay Lightning, BB&T Center
Dec 28: Florida Panthers vs. Montreal Canadiens, BB&T Center
Dec 28-29: Gladys Knight, Hard Rock Live
Dec 29: 2012 MetroPCS Orange Bowl Basketball Classic, BB&T Center
Dec 30-31: Kid Rock, Hard Rock Live
Dec 31: B.B. King, Broward Center for the Performing Arts
Dec 31: Florida Panthers vs. New York Rangers, BB&T Center
Dec 31: New Year's Eve Orange Bowl Downtown Celebration, Fort Lauderdale

Holiday wishes,



Nicki E. Grossman
President

greater FORT LAUDERDALE
HELLO SUNNY