



## OCTOBER NUMBERS

Growth in hotel occupancy continues (for the past 47 months).

GREATER FORT LAUDERDALE AVERAGE HOTEL OCCUPANCY		
October 2013	October 2012	% Change
69.3%	69.1%	+0.3%
GREATER FORT LAUDERDALE AVERAGE HOTEL DAILY RATE		
October 2013	October 2012	% Change
\$106.92	\$108.11	-1.1%

## TOURISM MEANS JOBS

Mai-Kai Restaurant & Polynesian Show has 160 employees performing and serving residents and visitors.



## SUNSATONAL SERVICE COURTESY AWARDS: December 5

We hope to see you **Thursday, December 5** 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.

## 2013 TOURISM OFFICE OF THE YEAR

The Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) was named the **2013 Tourism Office of the Year** at the Southeast Tourism Society's Fall Forum last month in Jacksonville, Florida. The prestigious award represents the GFLCVB's many accomplishments in effective tourism marketing in 2013, a year of record-breaking visits of 13 million.



## WINTERFEST BOAT PARADE'S 42nd ANNIVERSARY

This year's Seminole Hard Rock Winterfest Boat Parade sets sail on Sat, Dec 14 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: [www.winterfestparade.com](http://www.winterfestparade.com)

## HOLIDAY SPECIALS

To help visitors and locals who are looking for holiday specials, we invite you to submit your holiday offers or packages to Justin [jflippen@broward.org](mailto:jflippen@broward.org) to be featured on [sunny.org/holidays](http://sunny.org/holidays) and promoted on Facebook.

## IN THE NEWS

The CVB hosted a record 11 group and individual media fams in the past 6 weeks. Here is an overview of the media outlets that have experienced the destination:

**Uruguay Media Fam:** group of 10 journalists visited the destination exploring the beaches to the Everglades. The media outlets represented include: VTV Direct TV, Diario El País, Revista Galería, Diario El País, Diario El Observador, Diario La Republica, Semanario Búsqueda, Revista Caras, and Revista Caras.

**Fort Lauderdale International Boat Show Media Fam:** hosted a group of domestic and International media (Robb Report, Zink Magazine, Virtuoso Life, USAToday.com, O'Globo (Brazil), La Reforma (Mexico) to a VIP experience the Boat Show visiting mega yachts, as well as the area's top restaurants, arts and entertainment.

**JetBlue Worcester Inaugural Media Fam:** hosted a group of Worcester-based media for JetBlue's inaugural flight to FLL. The group experienced the destination. Media in attendance: Athol Daily News, Worcester News Tonight, CBS, Telegram & Gazette, Worcester Magazine, Travel with Stephanie Abrams!" and "Travelers411."

**Canadian Foodie Fam:** hosted a group of top food and travel writers from Canada in cooperation with VISIT FLORIDA to experience food-themed spa treatments, cooking classes, wine pairings and chef's tables, food trucks

and organic farms. Stories will appear in the following outlets: The National Post, Travel Industry Today, Style at Home, Canadian Gardener, Canadian World Traveler, Xtra!, Forever Young and Town Crier group of newspapers.

**Fort Lauderdale Harbor Beach Marriott Resort & Spa Media Fam:** the CVB assisted with area attractions, meals and activities for feature travel stories. Media: Curve Magazine, Huffington Post, Dallas Morning News, TheDailyMeal.com, New York Times-Union Newspaper, Trekaroo.com, Tampa Bay Parenting Magazine, Parlour online, The Broward New Times, WHERE South Florida Magazine, Essence.com and AOL's theBVX.com.

**JetBlue Lima Inaugural Media Fam:** hosted a group of Lima-based media on a press trip through the destination experiencing shopping, dining, nightlife, the Everglades and more. The media will publish travel stories in La República, El Profesional, Peru.com, and Cosas Viajes.

**Norwegian Air Inaugural Media Fam:** to promote the new air service from three Scandinavian countries beginning in November, the CVB is hosting a group of media from Denmark, Sweden, Finland, and Norway to promote the new routes and highlight the area feature travel stories. The media attending the press trip include: Stand By (Travel trade in Sweden), Aftonbladet (Sweden's largest evening paper), Vi Menn (Men's Life Style), Norway's Reis (Travel Magazine) and Travel News (Travel trade), Norsk Ukeblad (Norway's key lifestyle weekly magazine), Nordjyske (daily newspaper in Denmark), Metroxpress (one of the most read newspapers in Denmark), and Iltasanomat (Finland's largest newspaper).

**Texas Journeys:** created a detailed itinerary and toured the editor for a feature in this Texas-based AAA publication.

**The Gazette, Montreal:** created detailed itinerary and tour for journalist for hotel reviews and feature stories about Greater Fort Lauderdale, Wilton Manors and Lauderdale-by-the-Sea.

**Travel Tips, Wellness & Santé magazine, Partir-magazine.com:** hosted journalist on a familiarization trip of Pompano Beach and the northern beach communities, as well as the opening of the new Pompano Beach Marriott Resort & Spa to run this winter in Switzerland.

**Brides.com:** created detailed itinerary and tours for journalist to experience a honeymoon or girlfriend's getaway for brides to be.

## NOVEMBER GROUP SALES UPDATE

**Groups meeting in November will generate more than \$6.4 million to Broward County. Groups include:**

2013 CGI Leadership Development Forum / US VP Conference (250 attendees)  
 Asphalt Institute 2013 Annual Convention (270 attendees)  
 Florida Parking Association (200 attendees)  
 9th Annual Black & Red Affair (200 attendees)  
 Consumer Specialty Products Association 100th Annual Meeting (600 attendees)  
 2013 Pastors & Ministers Forum (600 attendees)  
 12th Annual Inflammatory Bowel Disease Meeting (897 attendees)  
 CMI's 14th International Conference on Gay & Lesbian Tourism (200 attendees)  
 2013 Alpha Omega International Dental Fraternity (400 attendees)

## TOURISM SALES

In November, Fernando Harb attended World Travel Market in London. World Travel Market brings together worldwide buys and sellers from every sector of the travel industry with more than 7,900 attendees and almost 5,000 exhibitors representing 184 countries and regions. Fernando and Erick Garnica held site inspections at the Hampton Inn in downtown Fort Lauderdale and the Bonaventure Resort & Spa in Weston, as well as attended the grand opening reception for the Marriott Pompano Beach.



## FLL AIRLINE INAUGURALS

Erick Garnica conducted FAMs with journalists from Uruguay and Nina Vacations out of Costa Rica. He and Fernando represented the CVB on JetBlue's inaugural flight from Fort Lauderdale to Lima, Peru and conducted a corresponding press FAM. They also facilitated a Scandinavian press FAM for Norwegian's inaugural flight from Copenhagen, Denmark to Fort Lauderdale. Josh also conducted a FAM for JetBlue's new service to Worcester, Massachusetts.

## INTERNATIONAL OFFICE

This month the GFLCVB UK and head office teams took part in World Travel Market from Nov 4-7 in London. The team leveraged on the news of the Barbie Dreamhouse Experience opening to engage with the travel trade through an on-stand stunt with a real life Barbie to create additional buzz and photo opportunities to make Greater Fort Lauderdale stand out from the crowd. This year was the busiest show yet for the UK and head office teams with 17 media meetings at the show across the GFLCVB stand and Richard Gray on the Out Now Business Class stand and 18 tour operator meetings on the GFLCVB stand at the show. The team organized the famous 'Fort Lauderdale

Friday' pre-WTM lunch, hosting 24 tour operators and 12 media as well as attending 6 further events throughout the week. In total, 7 articles with a PR value of £55,521.62 reaching over 113,369 readers were achieved, highlighting the GFL presence at WTM.



#### **TRAVEL TRADE SHOWS**

Josh Winston attended Cruise World at the Broward County Convention Center. CruiseWorld is the premier Travel Weekly event for travel agents who book a diversified portfolio of business and for suppliers building their frequent traveler client base. The event is streamlined so travel professionals can learn and interact in the areas they need. The program includes hands on learning during workshop sessions, expert advice from industry executives, networking events, an Exhibitor Showcase and exclusive ship inspections. Josh joined Fernando at the PhoCusWright Summit at the Westin Diplomat.

PhoCusWright is one of the most credible and quoted sources for data, information and analysis in the travel, tourism and hospitality industry. PhoCusWright produces several high-profile conferences in the United States and Germany, and partners with conferences in China and Singapore.



#### **WORLD AIDS MUSEUM OPENS IN WILTON MANORS**

Justin Flippen attended the dedication of the World AIDS Museum and Educational Center in Wilton Manors with NBA Legend Magic Johnson. Scheduled to open in 2014, the World AIDS Museum and Educational Center will provide a welcoming place where visitors can learn and understand the history of AIDS by following a life-size time line from the discovery of HIV/AIDS to today. It will be the first museum of its kind, dedicated to increasing awareness and decreasing stigma of the AIDS epidemic by documenting the history of HIV/AIDS, remembering the people who have suffered from

this disease, educating people about HIV/AIDS, enlightening the world to this continuing tragedy, and empowering the survivors.



#### **HOLLYWOOD BROADWALK**

USA Today named Hollywood Broadwalk as one of the top 2 Florida's Best Boardwalk. The American Planning Association (APA) announced the designation of the "Broadwalk" in Hollywood, Florida, as one of 10 Great Public Spaces for 2013. Each year during National Community Planning Month, APA's Great Places in America program names 30 exemplary public spaces, streets and neighborhoods to highlight the role planning and planners play in adding value to communities, including fostering economic growth and jobs. APA singled out the Broadwalk for its exceptional natural setting along 2.5 miles of

Hollywood's beachfront; its 'old Florida' character and protection of adjoining historic architecture including Streamline-Art Moderne, Mediterranean Revival, and Mid-Century Modern styles; and a \$20 million public-private revitalization of the Broadwalk and adjacent facilities and amenities that was completed in 2007.

#### **PORT EVERGLADES**

Royal Caribbean International announced that Port Everglades will be the homeport for Royal Caribbean International's newest ship, Anthem of the Seas, the second in the cruise line's new Quantum class of ships. Anthem of the Seas is scheduled to debut at Port Everglades in Fall 2015 after launching from Southampton, UK, and offering cruises to the Mediterranean. Port Everglades is the year-round homeport for Royal Caribbean's Oasis of the Seas and Allure of the Seas, the world's largest cruise ships. Independence of the Seas and Liberty of the Seas, both 4,375-guest cruise ships, also sail from Port Everglades in the winter months. Legend of the Seas is also sailing from Port Everglades this winter, while Vision of the Seas will sail throughout the summer.

#### **LGBT SALES**

Richard Gray attended World Travel Mart in London in November which was a huge success. The Out Now Business Class LGBT village drew many potential customers to GFL and the LGBT press conference was well attended with over 250 people. The Greater Fort Lauderdale, an LGBT destination success story presentation was very well received. Community Marketing's 14th International Conference on Gay & Lesbian Tourism will be held at The Westin Fort Lauderdale Beach, December 11-13. If you would like to attend this conference, register online at [www.communitymarketinginc.com](http://www.communitymarketinginc.com). County Mayor Barbara Sharief and Fort Lauderdale Commissioner Dean Trantalis will be attending the opening cocktail reception at The Westin on Wednesday, December 11 and on Thursday, December 12, Nicki Grossman will be making a key note presentation on LGBT GFL during the luncheon. Richard will be traveling to San Francisco December 16-18, to meet with Olivia Cruises, Out & Equal and the Damron Company.

#### **HOTEL NEWS**

Congrats to the **Atlantic Hotel**, the winner of the 2013 Orbitz Best in Stay Award for being the top-rated hotel in the Fort Lauderdale market and the 2013 Orbitz Best in Stay Award for being the top-rated hotel in the LGBT category. The **Marriott Harbor Beach Resort & Spa** are offering special spa packages for the holidays. [Click here to see the deals.](#) The **Florida Superior Small Lodging Annual Conference** takes place this weekend Dec 7-9 in Fort Myers. Congratulations to Scott Rivelli, the new executive director of the Superior Small Lodging Association. Donna Boucher leaves the helm with 7 years of SSL success. We are pleased that Donna will remain the Chair of the Superior Small Lodging Broward Chapter.



### SPORT LAUDERDALE

Sports Development welcomes more than 30,000 athletes, coaches, and families to Greater Fort Lauderdale in December, attending events such as the USTA Orange Bowl International Tennis Championship, the Orange Classic Girls' Soccer Tournament, the Dixie Amateur Men's Golf Championship, and the Kreul Classic Girls' Basketball Tournament. Super Bowl festivities kicks off this January when the Pro Football Legends Golf Classic with Hall of Famers and current professional football players come to Greater Fort Lauderdale January 20-

22 at the Grande Oaks Golf Club and Jacaranda Golf Club benefiting the Children's Diagnostic & Treatment Center. Play golf with a legend or legend in the making. Call 4 Destinations & Events, LLC at (561) 777-5655 for details.

### MULTICULTURALLY SPEAKING

Angella Lopez will be attending the Diversity Summit in Washington DC Jan 21-24 and RCMA 2 Emerge Conference in Sacramento. The GFLCVB will be hosting the Stylistics Steppers Conference December 5-7 at the Broward Convention Center. Albert Tucker will participate with the City of Fort Lauderdale for the Light Up Sistrunk program on December 6. The GFLCVB will conduct a site visit with the Delta Sigma Theta Sorority National President and have her as a guest in the Winterfest Boat Parade on December 14, the first time an organization of African American descent has had a yacht in the annual boat parade.



### OFFICE OF FILM & ENTERTAINMENT

Noelle will be heading out to the International Emmy's festival and award show in NY promoting the destination to festival and gala attendees. CVB's OFE and Be Live Events introduce Lauderdale Live, a first time indie rock music festival in Fort Lauderdale, Dec 6-8. AICP (Association of International Commercial Producers) event partnership. Film Permits issued for the following productions in November 2013: **TV Series:** Drag Queen vs. Princess; Drowning in Sunshine; Swamp Wars. **TV Commercials:** Mike Gazzola Infomercial; Belk Spring 2014; Dick's Sporting Goods; Florida Lottery; H&R Block; Office

Depot; Splitsecnd; Tired Matress; Yellow Cab of Broward County/Go Airport Shuttle. **Still Photography:** CONR 2112; Freundin Fashion Shoot; Home Decorators; Hugo Boss; Otto Fashion Catalog; Piaggio Shoot; Venus Fashion Shoot; Nivea. **Telenovelas:** Santa Diabla; Cosita Linda. **Documentaries:** Fort Lauderdale Economic Development; Killing Spree; Toto and Harry. **Feature Film:** The Heart of the Father. **Music Videos:** Olu Mountain/NAWTI; Pitbull feat. Ke\$ha and Timber; We are the Same. **Web:** HD Pitch Video.

### GOOD FUN

The creators of the South Florida comedy dinner theater institution Laffing Matterz spent the summer scanning the news, cracking each other up with new material, taste testing new recipes and gearing up to appear in the high-energy and hilarious new show: **Laffing Matterz With a Vengeance** has opened their 2013-14 season in the Abdo New River Room at the Broward Center for the Performing Arts.

### CONGRATS TO THE SUN TROLLEY

Fort Lauderdale's Sun Trolley, operated by the Downtown Fort Lauderdale Transportation Management Association, received two special awards at the Florida Public Transportation Association (FPTA) statewide conference, 2nd place awards in two categories: Social Media and Electronic Media/Audio Visual.

### HAPPENINGS AROUND TOWN

Through Dec 10: Hunger Games: Catching Fire, Museum of Discovery & Science  
 Through Dec 22: The Book of Mormon, Broward Center for the Performing Arts  
 Through Dec 22: Forest of Angels-A Decorated Christmas Tree Forest, Promenade at Coconut Creek  
 Through-Jan 25: Renaissance: The Works of Philippe Dodard, Miramar Cultural Center  
 Through Jan 4: Holiday Fantasy of Lights, Tradewinds Park  
 Through Jan 10: Light Up Lauderdale, Downtown Fort Lauderdale  
 Dec 3: Florida Panthers vs Ottawa Senators, BB&T Center  
 Dec 4: Christmas-By-The-Sea, Anglin's Square

Dec 5: Florida Panthers vs Winnipeg Jets, BB&T Center  
Dec 5: Paula Poundstone, Bailey Concert Hall and Fine Arts Theatre  
Dec 5-22: The Santaland Diaries, Empire Stage  
Dec 6-22: Garden of Lights, Flamingo Gardens and Wray Botanical Collection  
Dec 6-8: Lauderdale Live, Huizenga Plaza, Downtown Fort Lauderdale  
Dec 6-7: Otter Tales, Museum of Discovery & Science  
Dec 6-13: Seussical, Broward Center  
Dec 7: Cookies with Santa, Historic Stranahan House Museum  
Dec 7: Donny & Marie: Christmas in South Florida, BB&T Center  
Dec 7: Hollywood Beach Candy Cane Parade, Hollywood  
Dec 8-10: A Chorus of Season Greetings, Broward Center  
Dec 8-Apr 13: Jazz Picnic in the Park, Lieberman Botanical Garden Amphitheatre  
Dec 8: Toys in the Sun Motorcycle Run, Mardi Gras Casino  
Dec 9: Brazilian Voices, Broward Center  
Dec 10: Florida Panthers vs Detroit Red Wings, BB&T Center  
Dec 11: Tierney Sutton & Shelly Berg Trio, Broward Center  
Dec 13: Florida Panthers vs Washington Capitals, BB&T Center  
Dec 13-Jan 19: The Hobbit: The Desolation of Smaug, Museum of Discovery & Science  
Dec 14: Beres Hammond, Hard Rock Live  
Dec 14-15: Gulfstream Park Art Festival, Gulfstream Park Racing & Casino  
Dec 14: Seminole Hard Rock Winterfest Boat Parade  
Dec 14: Beres Hammond, Hard Rock Live  
Dec 14: The Chocolate Nutcracker, Broward Center  
Dec 14-15: The Hobbit Opening Weekend, Museum of Discovery & Science  
Dec 14: YAA Winter Fest, Young At Art Museum  
Dec 15-23: Holiday River Tour, Historic Stranahan House Museum  
Dec 15: Broward House Presents – Cheech & Chong, Hard Rock Live  
Dec 15: Hollywood ArtsPark Experience: Colombia, ArtsPark at Young Circle  
Dec 17: Trace Adkins: The Christmas Show Tour, Hard Rock Live  
Dec 18: Arts Ballet Theatre - The Nutcracker, Parker Playhouse  
Dec 20: Y100 Jingle Ball, BB&T Center  
Dec 21: 2013 MetroPCS Orange Bowl Basketball Classic, BB&T Center  
Dec 21-22: The Nutcracker, Parker Playhouse  
Dec 21-22: The Nutcracker by Ballet Etudes of South Florida, Miramar Cultural Center  
Dec 23: Florida Panthers vs Tampa Bay Lightning, BB&T Center  
Dec 23: Sub Zero Science School Holiday Camp Adventures, Museum of Discovery & Science  
Dec 26-27: Museum Explorers Two Day School Holiday Camp Adventure, Museum of Discovery & Science  
Dec 28: Florida Panthers vs Detroit Red Wings, BB&T Center  
Dec 28: ZZ Top, Hard Rock Live  
Dec 29: Comedy All Stars, Hard Rock Live  
Dec 29: Florida Panthers vs Montreal Canadiens, BB&T Center  
Dec 31: Florida Panthers vs New York Rangers, BB&T Center

Best wishes,



Nicki E. Grossman  
President

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sunny.org