



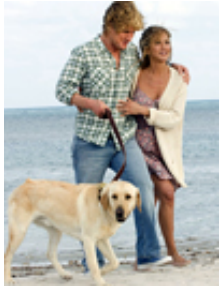
greater FORT LAUDERDALE

CVBuzz

January 2009

Happy New Year

A special thank you to our hospitality community for a wonderful 2008. It's an absolute pleasure to work with you and absorb your friendly warmth and energy. We look forward to continuing on, united and focused, as we make a splash in 2009.



Marley & Me Doggy Vacay

Celebrating the much anticipated release of the film *Marley & Me*, shot on location in Greater Fort Lauderdale, the CVB has created a website contest for a Greater Fort LauderdaleDOG getaway, including airline tickets and a hotel stay with pet-friendly sponsors. Visit www.sunny.org/marleyandme for a list of pet-friendly hotels and locales from dog parks and dog beaches to puppy boutiques and spas, to sidewalk cafes that welcome four legged visitors as well as those with two.

Come Play on Our Beaches

A new marketing campaign, "Come Play on our Beaches," promotes the area's eight beaches and highlights the Blue Wave-certified affordable luxury of the destination. "Come Play on our Beaches" is an integrated marketing program that includes public relations, advertising, online marketing to showcase the eight beach communities and their hotels, restaurants, shops and events. Campaign elements include special advertising sections, advertorials, magazine inserts, a visiting journalist program, promotions and direct-to-consumer marketing via the Web. The campaign will run year-round with seasonal special offerings and packages.

Valentine's Day promotion

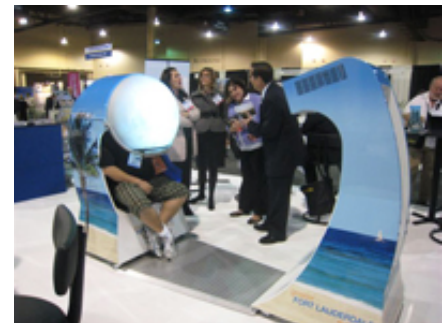
To attract out-of-market visitors looking for romance, we invite you to create special romantic packages or special romantic offers like spa certificates or wine pairings, or other creative ideas. We will promote your offer to national travel and lifestyle media, as well as to online travel and lifestyle outlets. The offers will also be featured on the GFLCVB website, www.sunny.org. Please send your special offer to Jessica Taylor jtaylor@broward.org by January 15 to be included.

Upcoming Media Visits

This month, the PR department welcomes the Irish Daily Herald, Drive I-95 and the Daily Herald.

Tourism Sales Update

The Leisure Sales team premiered the new "Immersadome," a multi-sensory experience at the recent Luxury Travel Expo in Las Vegas. The "Immersadome" lets clients experience the destination with a sensory combination of sight, smell, sound, and even includes a blast of fresh air! More than 200 travel agents, press writers, tour operators and even curious competitors stood in line to try the two-minute experience. As part of our continuing efforts to increase business in leisure/tour & travel segments, we are requesting your **2009 need dates**. The rates must be Travel Agent Commissionable and are for leisure / tour & travel market only, not group. Please contact Josh Winston at jwinston@broward.org for more details.



Cruise and Play

The Leisure Sales team is collecting information from hotels, venues and attractions for the new **Cruise and Play** pre and post cruise webpage for consumers on sunny.org. Offers should include an incentive such as free shuttle service, free parking, welcome cocktail or breakfast or any other added value. Your Cruise and Play offer will be heavily promoted through media, travel trade, CLIA agents and consumer outlets. Along those lines, **Fort Lauderdale Duck Tours** is offering a special post-cruise package for groups of 35 or more. The tour includes pick up at the cruise port, luggage storage in a motor coach, transfer to the Fort Lauderdale Duck Tour for a 90-minute

fully-narrated tour, transfer to the Seminole Casino, where each guest will receive a \$15 playing chip and buffet lunch, followed by return transfer to either the hotel or the airport. Cost per person is \$45. Certain restrictions apply. For more information, please call (954) 761-4002.

January Group Sales Update

Groups meeting in January generate more than \$12 million to Broward County. Sample groups include:

Jan 17-23: 2009 ISET – International Symposium on Endovascular Therapy (1,500 attendees)

Jan 12-19: Tropical Plant Industry Exhibition, 2009 (2,200 attendees)

Jan 23-29: IMBC 2009 (300 attendees)

Jan 26-Feb 1: AOE Mid-Winter Meeting 2009 (600 attendees)

Jan 30-Feb 5: 2000 GLM (450 attendees)

SUNsatioinal Service Training

There is still time to sign up for this fast-paced interactive class designed to help reach your goals of outstanding service for every citizen and visitor. [Click here for dates.](#)



Sports Hall of Fame Class of 2008

The 2008 Broward County Sports Hall of Fame honoring Broward's sports legends, took place Tuesday, December 2 at the Broward County Convention Center. **Congratulations to the Class of 2008: Cameron Benson - Football, Bonnie Canino - Boxing, Eric Eichmann - Soccer, Danny Kanell - Football, Kaye Pearson - Boating, Joe Rose - Football.**

Sport Lauderdale

Greater Fort Lauderdale welcomes the following sports groups in January, with over 96,000 competitors plus family and friends:

Dec 17-Jan 12: 73rd Annual College Forum (4000 attendees)

Dec 27-Jan 2: Fed Ex Orange Bowl (30,000 attendees)

Dec 31 - Jan 4: Dixie Amateur - Women's Division (1700 attendees)

Jan 2-3: Indoor Lacrosse (500 attendees)

Jan 2-5: Rising Stars Winter Showcase (5000 attendees)

Jan 3-12: National Soccer Coaches Recertification (2500 attendees)

Jan 6-9: BCS National Championship Game (40,000 attendees)

Jan 8-12: All Star Challenge Cheer and Dance Comp (2000 attendees)

Jan 9-13: MLS Combine/Coaches Meeting (1500 attendees)

Jan 11-14: Vintage Cricket Tournament (500 attendees)

Jan 16-18: US Cheerleading Championships (750 attendees)

Jan 16-18: SPATS Winter Senior Nationals (1800 attendees)

Jan 21-25: ACC Conference Meeting (75 attendees)

Jan 23-25: AAU Volleyball Pre-season Slam (1500 attendees)

Jan 23-25: FL Lacrosse Classic (500 attendees)

Jan 28-Feb 1: FL Youth Skeet Trap & Clay Shooting Championships (350 attendees)

Jan 29-Feb 1: SE Age Group Soccer Championships (1700 attendees)

Jan 31-Feb 1: USA Volleyball Pre-season Slam (2500 attendees)

Hotel News

Congratulations to the **Renaissance Fort Lauderdale Hotel** for becoming Certified Green Lodging Hotel. The **Ramada Hollywood Beach Resort** has completed the first phase of a three part Historical Restoration of the "Grand Ole lady." The outside will begin in April 2009 and the convention center and mall improvements by Jan 2009.

Quality Inn Sawgrass Conference Center officially opened on Dec. 21 as the first Quality Inn hotel in Plantation.

Good Eats

Morton's The Steakhouse opened in downtown Fort Lauderdale on December 14. Renowned from coast to coast for its signature menu and legendary hospitality, the Fort Lauderdale Morton's will continue to follow the company's tradition of serving only the finest quality foods, featuring USDA prime aged, grain-fed beef, fresh fish and seafood, choice produce and a selection of delicious appetizers and elegant desserts – prepared to perfection and served in a lively atmosphere. **BOVA Prime** invites you to enjoy a dinner and a show. Your evening in Fort Lauderdale begins at BOVA Prime, formerly Riley McDermott's, with a special Pre-Theater Dinner menu, then attend a Broadway show at the nearby Broward Center for the Performing Arts or Parker Playhouse. The dinner/theater package includes a discounted orchestra ticket, three course BOVA Prime Lite Bites menu, tax and gratuity. To order go to:

www.broadwayacrossamerica.com/groupsales password: BOVAPRIME.

Café Cinematheque International begins the New Year at a New Location...Cinema Paradiso

Café Cinematheque International, the popular monthly foreign film series hosted by film expert Shelly Isaacs, moves to Fort Lauderdale in January 2009. Formerly held at Sunrise Cinemas in Boca Raton and North Miami Beach, the Sunday morning movie with discussion and continental style breakfast will be held at Fort Lauderdale International Film Festival's year-round art house theatre, Cinema Paradiso. The first Café Cinematheque International at Cinema Paradiso will be Sunday, January 11, 2009. The event begins at 10am with complimentary coffee and pastries followed at 11am by the award winning film from Italy, *My Brother Is An Only Child*, about two brothers who want to change the world but in completely different ways. A post film discussion will be facilitated by Shelly Issacs, who teaches foreign language film appreciation from cultural and historical perspectives, at Florida International University, the Osher Lifelong Learning Institute. www.fliff.com

The Plane Facts: FLL News

JetBlue Airways announced plans to further expand its South Florida focus city at Fort Lauderdale / Hollywood International Airport with two new international routes: Santo Domingo, Dominican Republic, and Cancun, Mexico, in May 2009. JetBlue kicked off twice-daily nonstop service to San Juan, Puerto Rico on December 18 while another new route, to Nassau, Bahamas, begins February 1, 2009. Starting in spring of 2009, **Spirit Airlines** will start daily service to Colombia's second largest city: Medellin. On March 25th, **EXIM Travel** will start weekly charters from Prague in the Czech Republic to Fort Lauderdale.

Important Changes on I-95

You can now choose a faster, more reliable option on I-95 by using the new northbound **95 Express** lanes, but you need to know the new Express lanes are variably-priced toll lanes so a **SunPass** is required to pay - no cash is accepted. Travelers may obtain a PlatePass® or Pass24® at rental car agencies to pay tolls electronically. At this time, Express lanes are available in the northbound direction only. Drivers may enter the lanes from eastbound State Road 112, northbound I-95 just south of SR 112 or from the Northwest 10 Avenue ramps to I-95, once in the lanes there is no exit for approximately seven miles to just north of 151 Street. Stoppin gis not allowed in the Express lanes and do not attempt to exit early by driving around or between the plastic poles.

Bet On It

This January, the Seminole Hard Rock Casino promotions include: New Year's Day "Hot Seat" Giveaway, \$250,000 Cash Exchange Giveaways throughout the month, \$50,000 Big Game Lottery, CLK 350 A Mercedes Giveaway, "Take Center Stage" Cash or Memorabilia Giveaway, the Classic Rockers Slot Tournament and \$50,000 King of Rock Slot Tournament. There will be a Super Bowl Sunday Cruise for Two Giveaway on Sunday, February 1 and special tournaments throughout the month.

HSMAI event, January 21

Join Nicki Grossman and Alfredo Gonzalez for an update on international tourism on Jan 21 at the Renaissance Plantation Hotel. Networking and registration at 11:30am, luncheon, board installation and presentation at noon. Register online at www.hsmaisouthflorida.org.

Assn of Travel Marketing Executives luncheon

The Association of Travel Marketing Executives (ATME) is holding a lunch on board Royal Caribbean Cruise Line's *Jewel of the Sea* on January 30, while the ship is docked at the Port of Miami. The panel of travel industry executives will be discussing their 2009 forecast for travel marketing in their segment. Vicki Freed, SVP at Royal Caribbean Line and an ATME Board Member will host and represent the cruise industry on the panel. There will be a reception, lunch and a panel discussion lasting about 45 minutes. The moderator will be Dennis Marzella, CEO of Marzella Associates (formerly of Y Partnership). All questions will be shared with the panel prior to the event. If you would like more information, please check out the site at www.ATME.org.

Happenings Around Town

Through Jan 4: The Light Before Christmas, Museum of Discovery & Science and AutoNation® IMAX® Theater
 Through Jan 4: Santa vs. the Snowman, Museum of Discovery & Science and AutoNation® IMAX® Theater
 Through Jan 4: Holiday Fantasy of Lights, Tradewinds Park, Coconut Creek
 Through Jan 10: Light Up Lauderdale, Downtown Fort Lauderdale
 Through Jan 10: Winter Wonderland, Plantation Historical Museum
 Through Jan 11: The Climate Change Show, Museum of Discovery & Science and AutoNation® IMAX® Theater
 Through Jan 11: Avenue Q, Broadway, Broward Center for the Performing Arts
 Through Jan 15: 73rd Annual College Swim Forum, Fort Lauderdale Aquatic Center

Through Feb 23: Picasso / Luna, Museum of Art
 Through Feb 28: Dinosaurs Alive 3D, Museum of Discovery & Science and AutoNation® IMAX® Theater
 Through Mar 23: Coming of Age: American Art 1850s to 1950s, Museum of Art
 Jan 1: 75th Annual FedEx Orange Bowl, Dolphin Stadium
 Jan 1-4: ASA Rising Stars Softball Tournament, Brian Piccolo Park (Cooper City)
 Jan 1: Budweiser Orange Bowl Tailgate Party, Dolphin Stadium
 Jan 2, 4, 16, 18: Billy Joel, Hard Rock Live
 Jan 2: Last Comic Standing, Coral Springs Center for the Arts
 Jan 2: WWE Presents: RAW Live!, BankAtlantic Center
 Jan 2-3: Classic Albums Live Presents AC/DC "Back in Black," Paradise Live
 Jan 2-4: Fort Lauderdale Beach Collector Car Auction, War Memorial Auditorium
 Jan 3-10: Ecoaction Day, Fern Forest Nature Center (Coconut Creek)
 Jan 3: Family Bed & Breakfast Camping, Quiet Waters Park (Deerfield Beach)
 Jan 3: Family Hayride and Campfire, Quiet Waters Park (Deerfield Beach)
 Jan 3: Family Trail Hike, Anne Kolb Nature Center at West Lake Park (Hollywood)
 Jan 3-4: Las Olas Art Festival
 Jan 3: Nature Crafts for Kids, Long Key Natural Area and Nature Center (Davie)
 Jan 3: New York Titans vs. Toronto Rock - Pro Lacrosse, BankAtlantic Center
 Jan 4: SunTrust Sunday Jazz Brunch, Riverwalk, Downtown Fort Lauderdale
 Jan 4: Model Boat Club, Markham Park (Sunrise)
 Jan 4: The Village Gathering, Anne Kolb Nature Center at West Lake Park (Hollywood)
 Jan 4: Winter Duathlon/Triathlon, Tradewinds Park (Coconut Creek)
 Jan 7: Bryan Adams, Parker Playhouse
 Jan 8: 2009 BCS National Championship Game, Dolphin Stadium
 Jan 8: Dog Park Petiquette, Secret Woods Nature Center (Dania Beach)
 Jan 8: Florida Panthers vs. Carolina Hurricanes, BankAtlantic Center
 Jan 8: Nature Tots, Fern Forest Nature Center (Coconut Creek)
 Jan 9: Broadwalk Friday Fest, Hollywood Beach
 Jan 9: Chris MacDonald's Memories of Elvis in Concert, Coral Springs Center for the Arts
 Jan 9: Gold Coast Jazz Society First Friday Jazz Jams, Artserve
 Jan 10: Florida Panthers vs. Atlanta Thrashers, BankAtlantic Center
 Jan 10: Harvey Robbins' Royalty of Doo-Wopp, Coral Springs Center for the Arts
 Jan 14: Warrior's Boxing Presents Live Boxing, Hard Rock Live
 Jan 16-18: Fort Lauderdale Orchid Show, War Memorial Auditorium
 Jan 16-18: Design Squad Build It Challenge.! Museum of Discovery & Science and AutoNation® IMAX® Theater
 Jan 16: Florida Panthers vs. Philadelphia Flyers, BankAtlantic Center
 Jan 18: Meet the Author, Dr. Myron Winick, Holocaust Documentation and Education Center, Hollywood
 Jan 19: Florida Panthers vs. Buffalo Sabres, BankAtlantic Center
 Jan 20-25: Cirque Dreams Jungle Fantasy The Broadway Tour, Hard Rock Live
 Jan 20-Feb 1: Mamma Mia, Broward Center for the Performing Arts
 Jan 21: Florida Panthers vs. Dallas Stars, BankAtlantic Center
 Jan 23: Dancing with the Stars Tour, BankAtlantic Center
 Jan 23-25: 2009 Australian Festival, C.B. Smith Park, Pembroke Pines
 Jan 23: Broadwalk Friday Fest, Hollywood Beach
 Jan 24: Warriors Collide 7, War Memorial Auditorium
 Jan 24-25: David Copperfield - Intimate Evening of Grand Illusion, Coral Springs Center for the Arts
 Jan 25: 99.9 KISS Country Chili Cookoff, C.B. Smith Park, Pembroke Pines
 Jan 26: The Eagles, BankAtlantic Center
 Jan 27: Florida Panthers vs. Philadelphia Flyers, BankAtlantic Center
 Jan 28, 30: Rod Stewart, Hard Rock Live
 Jan 29: Florida Panthers vs. Montreal Canadiens, BankAtlantic Center
 Jan 20: Buddy, Bopper & Valens, Coral Springs Center for the Arts
 Jan 30: Celine Dion, BankAtlantic Center
 Jan 31: Bobby Collins, Coral Springs Center for the Arts
 Jan 31-Feb 1: Florida Sportsman Fishing Show, War Memorial Auditorium

With all best wishes and a Happy New Year,



Nicki E. Grossman

