



greater FORT LAUDERDALE

CVBuzz

July 2009

There's An App For That

A new **iPhone App** for Greater Fort Lauderdale tourism is in development by Miles Media. We need you to be a part of this new **FREE** creative marketing tool by taking 10 minutes to participate to promote your business. Email requests were sent to attractions, spas, golf courses, diving, restaurants, and nightlife to update their listings. Hotel information is being collected by Miles Media. The iPhone App will be a free download for iPhone users, and will feature hotels, attractions, restaurants, shopping, sports options, arts & entertainment, for visitors – all GPS-based or location-based. Listings will include everything you currently have on sunny.org plus up to five photos, your YouTube video and more detailed info. The deadline has been extended to **Monday, July 6**. Please contact Kim Canter kcanter@broward.org with any questions you may have.



Lauderdale Spa Chic

Get ready for the second annual **LAUDERDALE SPA CHIC** presented by American Express, from September 1-30, with spa treatments for \$99 (up to 50% savings). Spa Chic Stays, including spa treatments and overnight accommodations, start at \$218. Relax, refresh and renew at one of 12 participating spas: The Atlantic Resort

& Spa, Diplomat Golf Resort & Spa, Embassy Suites Deerfield Beach Resort, Grand Resort & Spa (gay), Harbor Beach Marriott Resort & Spa, Hyatt Regency Pier Sixty-Six, Hollywood Beach Marriott, Ocean Sands Resort & Spa, Planet Massage on Las Olas Blvd., The Ritz Carlton, Fort Lauderdale, the W Fort Lauderdale and The Westin Beach Resort, Fort Lauderdale. For details visit www.sunny.org/spachic

Award-Winning CVB

The Greater Fort Lauderdale Convention & Visitors Bureau received the **2009 World Class Award** presented annually by *Insurance & Financial Meetings Management magazine* and a **2009 Distinctive Achievement Award** from *Association Conventions & Facilities*.

Cruise and Play

To enhance the pre- and post-cruise experience for visitors, the CVB is collecting information from attractions, restaurants, retailers, spas and hotels for the new **Cruise and Play** webpage on sunny.org. Offers for cruise passengers should include a special incentive such a discount, free shuttle service, free parking, welcome cocktail or any other added value. Your **Cruise and Play** offer will be heavily promoted through media, travel trade, CLIA agents, international agents, and consumer outlets. If you are interested in participating in this pre and post cruise program, please contact Fernando Harb fharb@broward.org.

Tourism Sales Update

The Tourism Sales team recently hosted the **UK Superfam** for 54 of Britain's top producing travel agents. A big thank you goes out to The Hollywood Office of Tourism, The Hollywood Beach Marriott, and the Crowne Plaza Hollywood Beach Resort, who were invaluable in creating a SUNsational experience. Fernando Harb recently attended the **North American Journeys (NAJ) trade show** at the Marriott Marquis. Over 17 meetings with tour operators were conducted over this two day event. In June, Josh Winston, joined by **Courtyard by Marriott Fort Lauderdale Beach** at the **Marriott Global Reservations Center** in Omaha, provided destination training for over 600 Marriott agents, including their Gold and Platinum Elite desks, responsible for high-end leisure and business travel bookings. Coming up this summer, the tourism sales team heads to Provincetown, MA for a joint promotion with IGLTA to support our GLBT superior small lodgings and to build attendance for "Lauderdale Unleashed," IGLTA's 2011 Annual Convention being held in Greater Fort Lauderdale.

Travel Agent Summer Appreciation

The Greater Fort Lauderdale hospitality community welcomes travel professionals with open arms and special rates. [Click here](#) for a complete listing of rates and hotels participating in this appreciation program. If your hotel or

property would also like to say 'thank you' to the agents in the industry by participating in this program, contact Justin Flippen jflippen@broward.org.

We Love Cruisers

Greater Fort Lauderdale announces **We Love Cruisers**, the destination's new cruise marketing program for travel agents. Designed to provide extra incentives for agents booking pre- or post-cruise stays, We Love Cruisers will debut in October 2009, during the Cruise Line International Association's annual National Cruise Vacation Month. Domestic travel professionals who book pre- or post-cruise stays in Greater Fort Lauderdale hotels for two or more nights and international travel professionals who book for three or more nights will receive a \$25 American Express gift card from the GFLCVB, on top of their earned hotel commission. Agents need only submit the hotel confirmation number to the GFLCVB, and their clients will receive a beach starter kit containing a welcome beach towel and flip flops upon arrival in their hotel room, along with two Cruise and Play VIP cards good for complimentary admission to one of Greater Fort Lauderdale's many leisure amenities, including water sports, shopping and sightseeing. The We Love Cruisers travel agent incentive program will be valid for the first 750 bookings made during the month of October 2009, and gift cards will be awarded to the agent upon completion of the booked stay. For more information agents can visit www.sunny.org/traveltrade.

Media Visits

We hosted two prominent gay writers from Spartacus Traveler and EDGE Boston. These writers toured the gay-owned guesthouses and business, as well as the new W Fort Lauderdale, Wilton Manors and the Everglades. We also hosted a family-themed press trip with 4 journalists each accompanied by a child. Greater Fort Lauderdale received high marks by both the kids and the moms for the fun activities. Highlights of the trip included dinner at Bubba Gump Shrimp Company; the Polynesian revue at Mai-Kai; visit to Wannado City; surfing in Deerfield Beach with Island Water Sports; and Butterfly World. The lazy river ride and comfy rooms at Pelican Grand Beach Resort were also tops with these tough critics. A huge thank you to all our partners for participating in this very successful press trip. **Western Daily Press**, a collection of daily regional newspaper across the west of England with a dedicated travel section, will be in town on July 27-30.

City-Wide Convention News

Fred Heather with **IEEE**, was in town for a planning site in preparation for next July's city-wide convention with approximately 3,000 attendees planned. **The Association for Professionals in Infection Control & Epidemiology (APIC)** held their Annual Education Conference and International Meeting in Greater Fort Lauderdale at the Broward County Convention Center on June 7-11 and picked up over 2,000 rooms per nights. The CVB is working on their future return.

The Muscular Body as Living Art

On Thursday, July 9, at 6pm, the **Museum of Art | Fort Lauderdale, Nova Southeastern University** and the **2009 NPC Southern States Fitness, Figure, Bikini & Bodybuilding Championships** unite to present "The Muscular Body as Living Art" at the Museum of Art | Fort Lauderdale. This summer's event is inspired by the Whitney Museum of American Art's 1976 live exhibition, "The Body as Art," which featured Arnold Schwarzenegger, Frank Zane, and Ed Corney.



Hotel News

Elaine Fitzgerald with **Beach Vacation Rentals**, owner of five Superior Small Lodgings, was honored as **2009 Small Business Person of the Year** by Pompano Beach Chamber of Commerce. Congratulations to the **Sheraton Suites Plantation** on being winners in Starwood system for the South Region for Q1 Sales Team of the Quarter! Happy 10th Birthday to **The Grand Resort and Spa. The Westin Diplomat Resort & Spa** will be gathering sheets and pillow cases through Aug 31, to be turned over to Volunteer Broward, donating nearly 1,000 sets of heavenly® sheets in celebration of 10 years of heavenly. **David Casey** is the new Director of Sales & Marketing at the **Hyatt Regency Bonaventure**. In conjunction with the **Las Olas Association**, the **Riverside Hotel** is putting together a free "Movies Under the Stars" night on the hotel's lawn. Beginning July 3 at 8pm and will occur Wednesday in July & August. For info [click here](#).

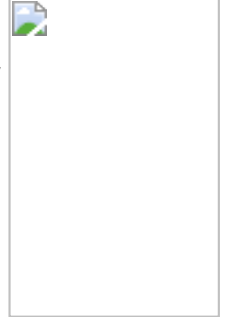
Attraction News

Show your patriotism by wearing an American flag on July 4 at **Billie Swamp Safari** on the Big Cypress Seminole Reservation in the Florida Everglades and receive a 50% discount off regular price of an Airboat Ride, a Swamp Buggy Eco-Tour, Snake & Alligator Show, or Swamp Critter Show www.billieswampsafari.travel. The **Ah-Tah-Thi-Ki Museum of the Seminole Tribe of Florida** offers FREE admission to Florida residents throughout the months of July and August. The Museum recently earned full national accreditation from the American Association of Museums, making it one of the 4% of more than 17,000 museums in the United States to be accredited. **Kate**

Spade in The Galleria Mall is offering an additional 25% off all sale merchandise July 1-7. The **Fort Lauderdale History Center** is hosting a Happy Hour Tea Party on July 17 from 4-7pm at the New River Inn. Tickets are \$50, VIP \$75 which includes 2 drinks and light fare. [Click here for information.](#)

Massive Skylight Lets Light Shine on New Cruise Terminal

Construction of Cruise Terminal 18 at Port Everglades is on schedule to be completed in time for the November arrival of Royal Caribbean International's new 5,400-passenger cruise ship, *Oasis of the Seas*. One of the more exciting amenities for the new cruise terminal at Port Everglades, a 4,000-square-foot skylight, was installed recently in the atrium. The skylight is made up of opaque panels that are designed to allow diffused natural light into the main arrival hall. The terminal's expansion and renovation is the centerpiece of preparations underway at Port Everglades for the arrival of RCI's *Oasis*-class ships, which will be the largest cruise ships in the world. The second *Oasis*-class ship, *Allure of the Seas*, is scheduled to be homeported at Port Everglades beginning the following year. When completed, Cruise Terminal 18 will be expanded from 67,500 square feet to a total of 240,000 square feet, which will make it the largest cruise terminal in the world built to serve a single ship at a time.



The Plane Facts

JetBlue Airways offers new flights and low fares to Cancun and Santo Domingo from FLL. AirTran Airways launches new service from Allentown, PA Tues, Thurs, Sat. AirTran Airways also announced nonstop service between FLL and Akron-Canton Airport, four times per week.

Good Eats

New Times weekly paper voted **Hi-Life Café** the Best Restaurant in Broward County in their reader's poll for 2009! Hi-Life Café will be hosting a winner dinner on July 14 and a cooking class on July 25 from 2:30-4pm. Call (954) 563-1395 for reservations. **Christine Lee** at **Gulfstream** is offering a [summer menu](#) Mon-Fri through Sept, which boasts a three-course steak or lobster dinner for \$30. Plus a free fireworks display on Fri, July 3.

July Group Sales Update

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

- June 26-July 4: National Institute of Mental Health (811 attendees)
- June 27-July 7: FGBMFI International 2009 Convention (1,000 attendees)
- July 1-5: Convencion iComercio del Sur (250 attendees)
- July 6-13: National Golf Association Pro Golf Tour (2,000 attendees)
- July 13-19: National Sunday School Conference 2009 (1,500 attendees)
- July 15-26: Florida Fire & Emergency Services Foundation Annual Meeting 2009 (250 attendees)

Sport Lauderdale

Greater Fort Lauderdale welcomes the following sports groups in July, with more than 51,000 competitors plus family and friends:

- June 29-July 5: AAU Taekwondo Nationals (5000 attendees)
- July 1-5: Summer Soccer Classic (3000 attendees)
- July 3-14: American Dance Awards (1500 attendees)
- July 6-13: Natl Golf Association Pro Golf Tour (2000 attendees)
- July 7-11: Hofball Summer Shootout I (1000 attendees)
- July 7-12: Women's International Golden Gloves (4000 attendees)
- July 8-11: AABC Regional Baseball Tournament (Pee Wee Reese) (3000 attendees)
- July 8-11: AABC Regional State Baseball Tournament (Willie Mays) (2000 attendees)
- July 10-13: FLA Archery Association 3D Series (1500 attendees)
- July 12-19: USA National Karate-do Federation (6000 attendees)
- July 13-18: Nations Rising Juniors World Series (3000 attendees)
- July 13-19: USA Youth Soccer Developmental Invite (4100 attendees)
- July 13-20: Rising Stars Summer Showcase (3000 attendees)
- July 14-19: Jr. Baseball Classic (1500 attendees)
- July 16-18: USA Diving Summer Nationals (1000 attendees)
- July 16-20: Fort Lauderdale Invite (3000 attendees)
- July 17-27: USA Volleyball High Performance Champs (1500 attendees)
- July 18-25: Big League Regional Tournament (800 attendees)
- July 19-26: USTA Boys 14s Clay Court Champs (1000 attendees)
- July 20-25: Nations Rising Seniors World Series (2300 attendees)
- July 24-26: Dig the Beach Volleyball Tournament (300 attendees)

July 25-27: Summer Recreation Swim Meet (300 attendees)

July 27-31: Hofball Summer Shootout II (1000 attendees)

Volunteers Needed for Super Bowl XLIV and Pro Bowl 2010

Go behind the scenes of America's largest annual sporting event by becoming an Ambassador for Pro Bowl 2010 and Super Bowl XLIV. All registered Ambassadors will be eligible to win a Host Committee prize pack including two (2) tickets to Pro Bowl 2010.

Sign up today. Shifts are filling up quickly. Go to

www.SouthFloridaSuperBowl.com/Volunteer to register.



Happenings Around Town

Through July 16: Transformer 2: Revenge of the Fallen, Museum of Discovery & Science and AutoNation IMAX Theater

July 1, 2, 7, 8, 9, 14, 15: Moonlight, Sea Turtles & You, Museum of Discovery & Science

July 1: Florida Marlins vs. Washington Nationals, Land Shark Stadium

July 2: Pat Benatar & Neil at Benatar & Neil Giraldo, Hard Rock Live

July 2-4: Seussical Jr., Miramar Cultural Center / ArtsPark

July 3-5: Florida Marlins vs. Pittsburgh Pirates, Land Shark Stadium

July 4: Fireworks Spectacular, Fort Lauderdale Beach

July 4: Hollywood's Fourth of July Celebration, Hollywood Beach

July 5: SunTrust Sunday Jazz Brunch, Riverwalk, Downtown Fort Lauderdale

July 9: John Legend, Hard Rock Live

July 9-11: Seussical Jr., Broward Center for the Performing Arts

July 9: The Muscular Body as Living Art, Museum of Art | Fort Lauderdale

July 10: Broadwalk Friday Fest, Hollywood Beach Theatre

July 10-11: 2009 NPC Southern States Fitness, Figure & Bikini and Bodybuilding Championships

July 12: Bastille Day Celebration, Cinema Paradiso

July 13: Aerosmith with ZZ Top, BankAtlantic Center

July 17, 18, 19: Florida Marlins vs. Philadelphia Phillies, Land Shark Stadium

July 17-Oct 30: Harry Potter & Half Blood Prince, Museum of Discovery & Science and AutoNation® IMAX® Theater

July 18: Offspring, Pompano Beach Amphitheater

July 18-19: Thomas & Friends Live!, Broward Center for the Performing Arts

July 22: HSMAl South Florida luncheon at W Fort Lauderdale, "Building Brand Value"

July 24: Broadwalk Friday Fest, Hollywood Beach Theatre

July 25-26: Buckler's Christmas in July Craft Fair, War Memorial Auditorium

July 28, 29, 30: Florida Marlins vs. Atlanta Braves, Land Shark Stadium

July 29: American Idols Live! Tour 2009, BankAtlantic Center

July 29-Aug 2: Grease, Broadway, Broward Center for the Performing Arts

July 30-Aug 1: Joseph and The Amazing Technicolor Dreamcoat, Miramar Cultural Center / ArtsPark

July 31: Florida Marlins vs. Chicago Cubs, Land Shark Stadium

With all best wishes,

Nicki E. Grossman

President

greater

FORT LAUDERDALE

CONVENTION & VISITORS BUREAU

sunny.org