



**MAY NUMBERS**

Growth in hotel occupancy continues (for the past 42 months), with the highest May hotel occupancy since 2006.

GREATER FORT LAUDERDALE AVERAGE HOTEL OCCUPANCY		
May 2013	May 2012	% Change
71.1%	68.0%	+4.5%
GREATER FORT LAUDERDALE AVERAGE HOTEL DAILY RATE		
May 2013	May 2012	% Change
\$108.48	\$111.06	-2.3%

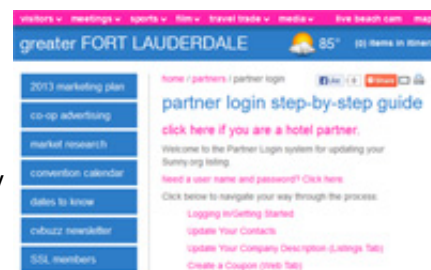
**TOURISM MEANS JOB\$**

The Restaurant People, with four quality establishments: Tarpon Bend, YOLO, Vibe and S3, provide an outstanding employment culture for 523 team members.

**PARTNER ACCESS**

Learn how to update your free listing on [www.sunny.org](http://www.sunny.org) expanded with photo slide show, full length descriptions, meeting space info, fresh content and more. Hotels, attractions and venues are invited to a free training session on

**Thursday, July 18 at the Broward County Convention Center, Room 315 (Hotels at 9am; Attractions, Restaurants and Venues at 11am).** Beginning July 18, you will be asked to log-in to the sunny.org partner access and update your sunny.org listing, plus revise your team’s contact info, have access to the Convention Calendar and CVB meeting dates, and submit your “deals” to be promoted on Sunny.org’s desktop and mobile sites (250,000 unique monthly users). Please RSVP to Stacie Faulds, [sfaulds@broward.org](mailto:sfaulds@broward.org), by July 8.





### SPA TIME

Get ready to relax during the fifth annual Lauderdale Spa Chic, September 1-30, where 14 top spas offer treatments for \$99 (up to 50% savings): The Atlantic Resort & Spa; Bonaventure Resort & Spa; Diamante Day Spa; Embassy Suites Deerfield Beach Resort & Spa; Harbor Beach Marriott Resort; Hilton Fort Lauderdale Beach Resort; Hyatt Regency Pier Sixty-Six; Lago Mar Resort and Club; Residence Inn by Marriott Oceanfront; Planet Massage; The Ritz-Carlton, Fort Lauderdale; The W Fort Lauderdale; The Westin Beach Resort & Spa, Fort Lauderdale; and The Westin Diplomat Resort & Spa. For details visit [www.sunny.org/spachic](http://www.sunny.org/spachic).

### VACATION LIKE A VIP IN GREATER FORT LAUDERDALE

Vacation Like A VIP signature packages are being booked at Lauderdale Luxe properties, with guests receiving a room upgrade, complimentary valet parking, \$25 American Express gift card, \$100 resort credit to be applied to spa, golf, food & beverage, pool/beach cabana, water activities or kids programs, and complimentary valet parking at The Colonnade Outlets at Sawgrass Mills, along with a complimentary glass of Prosecco for two at Villagio Ristorante. For details on the Vacation Like a VIP program, valid through September 30 with a two-night minimum stay and a list of participating Luxe properties, visit <http://sunny.org/vip>.

### THE BRITISH INVASION

The Communications department hosted a UK Press Fam focusing on the "Vacation Like a VIP" experience. Publications represented include *Daily Star Sunday*, *Irish Sunday*, *Mirror OK! Extra*, *Scottish Mail on Sunday*, and *The People*. Thanks so much to all our partners that helped to host this group and showcase the destination including The Ritz-Carlton, Fort Lauderdale, Sunrise Paddleboards, Wild Sea Oyster Bar & Grille, Ocean Alley, Sun & Fun Cycles, Anne Kolb Nature Center, Spirit of Lauderdale, Water Taxi, Sawgrass Mills Mall, Market 17, Coconuts and Blue Moon Fish Co.



### MEDIA RELATIONS

Attended IPW (formerly known as International Pow Wow) meeting with dozens of international journalists from the UK, Scandinavia, Brazil, Argentina, Colombia, Mexico, Germany, Canada and Russia to promote and secure travel stories about Greater Fort Lauderdale. Assisted German television crew in town filming the "Venice of America," including the Water Taxi for a tour operator destination video. Coming up this month, Aspire magazine, a high-end magazine from the Travel Weekly UK group will be visiting the destination for a story on trendy and luxury Greater Fort Lauderdale. And this August, Peter Greenberg's PBS show, Travel Detective, will be filming in Greater Fort Lauderdale.



### SUPERIOR SMALL LODGING WHITE GLOVE AWARDS

Congratulations to the 62 properties in the 2013-2014 Superior Small Lodgings program from Deerfield Beach to Hollywood. Recipients of the White Glove Award for best housekeeping practices, properties that score 100% during the annual inspection include: **DEERFIELD BEACH:** Berkshire Beach Club of Deerfield, Carriage House Resort **FORT LAUDERDALE:** Alcazar Resort, Fort Lauderdale Ambrosio's Inn & Vacation Rentals, Birch Patio Motel, Estoril Paradise Inn, Manhattan Tower Apartment Hotel, Napoli Belmar Resort, The Pillars Hotel, Pineapple Point Guest House, Summerland Suites, Sun Tower Hotel & Suites On

The Beach, Villa Venezia, Worthington Guest House **HILLSBORO BEACH:** Royal Flamingo Villas **HOLLYWOOD:** Bougainvillea On The Beach, Caribbean Resort By The Ocean, The Caroline, Desoto Ocean Spray, The Desoto Oceanview Inn, Enchanted Isle Resort, Grenier's On The Beach, Hollywood Beach Suites, Hostel & Hotel, Hollywood Sands Resort, Manta Ray Inn, Neptune Hollywood Beach Club, Nevada Beach Apartments, Ocean Inn, Quality Inn & Suites Hollywood Boulevard, Riptide Oceanfront Hotel, Tide Vacation Apartments, Walkabout Beach Resort **LAUDERDALE BY THE SEA:** Away Inn Beachside Village Resort, Captain's Quarters Resort, Driftwood Beach Club, High Noon Resort, Ocean Reverie Apartments, Sea Spray Inn, Tropic Seas Resort, Villa Aqualina, Windjammer Resort **POMPANO BEACH:** Bahama Beach Club, Cottages By The Ocean, Ebb Tide Oceanfront Resort, Pelican Place Apartments, Pineapple Place Apartments, Sunny Place Apartments.

### JULY GROUP SALES UPDATE

Groups meeting in July will generate more than \$7.9 million to Broward County. Groups include:  
 July 4-7: Kerala Hindus of North America 2013 Biennial Convention (600 attendees)  
 July 4-8: Traci Lynn Jewelry Summer Launch (500 attendees)

July 6-13: The Kellen Company World Candle Congress (360 Attendees)  
 July 8-13: Broward House 2013 Dining Out for Life Conference (500 attendees)  
 July 15-21: American Orthopaedic Foot and Ankle Surgeons (450 attendees)

### WELCOME ABOARD

Rosa Mendoza-Friedheim has joined the GFLCVB as the Regional Director of Sales – Mid-Atlantic office, effective July 22. Rosa has been a sales leader and top producing salesperson as the Director, Mid-Atlantic Sales for The Westin Diplomat Resort & Spa in Hollywood for the last seven years. Previous to that she worked for Hyatt Regency Century Plaza in LA.

### TOURISM SALES

In June, Fernando Harb and Josh Winston attended US Travel Association's International Pow Wow annual trade show in Las Vegas, the travel industry's premier international marketplace and the largest generator of travel to the U.S. The show was an intensive slate of pre-scheduled business appointments. It represents more than 1,000 U.S. travel organizations from every region of the country (representing all industry category components), and more than 1,200 international and domestic buyers from more than 70 countries. The attendees conduct business generating more than \$3.5 billion in future Visit USA travel.

### TIARA AIR ARUBA - SOLD OUT

According to the Tiara Air Aruba sales office, flights between Venezuela and Fort Lauderdale (three flights per week Wednesday, Friday, Sunday) are sold out for July, August and September.

### NACTA'S ANNUAL CONVENTION

ASTA CEO, Zane Kerby and NACTA VP of Business Development, Bob Duglin met in Greater Fort Lauderdale with Nicki, Fernando & Josh to discuss the upcoming trade adjoining trade shows for September 2013. NACTA has teamed up with the Greater Fort Lauderdale CVB to host the NACTA's Annual Convention at the Westin Beach Resort & Spa in Fort Lauderdale, September 19-22, 2013. NACTA's Convention programs include a roof top welcome reception, dinner/party on the beach, river cruise discussion panel, special prizes, workshops, tradeshow, round table sessions, special featured speakers including Olympic Gold Medalist Greg Louganis and much more. You can experience this exciting and educational event for only \$199 per NACTA/ASTA member (\$299 for non-member). The potential growth to your business and savings doesn't stop there! NACTA is proud to offer a special dual rate of \$399/member for admission to both the ASTA 2013 Global Convention & NACTA 2013 Annual Convention.

### HELLO SUNNY IN SEATTLE

Josh Winston presented an overview of what to expect at the NACTA Convention to the National Chapter Directors at their Seattle board meeting and reception and was then joined the following evening by Vicki Ramani (Sawgrass Mills), Nadine Bankley (Rodeway Inn & Suites) and Keith Blackburn (GFLGLCC) for a 'Hello Sunny' dinner filled with the latest news on the destination to NACTA's top selling Seattle based agents at the Holland America Dining Room at the Seattle World Trade Center. Included was the rollout of the new Alaska Airlines SEA-FLL nonstop service and updates on GFL's pre/post cruise program for agents.



### MEDELLIN INAUGURAL FLIGHT

Fernando Harb was joined by the sales team from JetBlue Airways and JetBlue Getaways for the inaugural flight to Medellin, Colombia. The event marked JetBlue's first entry into the country's second most populous city. They will fly daily on A320s from FLL, further cementing Greater Fort Lauderdale's positioning in the ever expanding Colombian market. [See here.](#)

### CRUISE 3SIXTY VANCOUVER

Josh Winston was joined by Vicki Ramani (Sawgrass Mills), Nadine Bankley (Rodeway Inn & Suites), Keith Blackburn (GFLGLCC), Fred Stribling (Port Everglades) and Rebecca Kendig (Il Lugano) for The Cruise Line Industry Association's annual "Cruise 3Sixty", one of the largest, most dynamic business-oriented trade show. Conference attendees met with cruise line representatives and DMO's during pre-scheduled one-on-one appointments to build and develop industry contacts and relationships. The show returns to Greater Fort Lauderdale in April 2014.

### VISIT FLORIDA LE MANS EVENT

Together with Governor Rick Scott, Fernando Harb attended Visit Florida's Le Mans event in France with international airline executives and tour operators. To expand Florida's reach with international visitors, VISIT

FLORIDA sponsored the #30 car in the 24 Hours of Le Mans endurance race. The paint scheme on the car features branding for VISITFLORIDA.com, the official source for Florida travel planning.

### ROLLING OUT THE RAINBOW CARPET

The Fort Lauderdale Beach on wheels proudly paraded down Fifth Avenue to Greenwich Village for NYC's Gay Pride Parade with 1.7 million watchers, the biggest exposure ever for the LGBT market. Richard Gray, plus Starmark's Dale Baron, the M Silver team, and swimsuit wearing models handed out thousands of Hello Sunny rainbow sunglasses along the parade route. Media coverage is still coming in from the NY Daily News to the Huffington Post. Also this month, Richard Gray participated in Gay Days Orlando and was interviewed by the Sun-Sentinel, Tampa Tribune, The Austin Chronicle, and HotSpots Media.



### SPORT LAUDERDALE

Sports welcomes more than 40,000 athletes, coaches, and families to Greater Fort Lauderdale in July including the Rising Stars Summer Showcase in Davie, the USTA National Boys14 Clay Court Championships at the Jimmy Evert Tennis Center, and the USA High Performance Volleyball Championships and various martial arts at the Broward County Convention Center.

### HOTEL SPA NEWS

**The Westin Diplomat Resort & Spa** celebrates the grand opening of the newly built Heavenly Spa by Westin™ and WestinWORKOUT®. Featuring magnificent views overlooking the Atlantic Ocean, the new 14,000 square foot facility offers 10 treatment rooms, a Halotherapy salt steam room, Vichy shower, manicure and pedicure stations as well as a two-story, 24-hour fitness studio and spa café: <http://www.diplomatresort.com/heavenly-spa>.

### TRIPADVISOR CERTIFICATE OF EXCELLENCE

Congrats to the **Beachcomber Resort and Villas**, **Manta Ray Inn** and **Flamingo Gardens** for receiving a TripAdvisor Certificate of Excellence.

### MULTICULTURALLY SPEAKING

Albert Tucker will be in Trinidad July 3–7 meeting with the Prime Minister and Ministers of Tourism and Economics to discuss tourism collaborations. The American Tennis Association will host their 96th Annual National Championships in Greater Fort Lauderdale July 28–Aug 3. Visit [www.sunny.org/ata](http://www.sunny.org/ata) for details. The month of July has record breaking reunion numbers with more than 30 family reunions, including the City of Fort Lauderdale Commissioner Bobby Dubose hosting his family reunion in Fort Lauderdale July 26–28.

### OFFICE OF FILM & ENTERTAINMENT

This month, Noelle Stevenson attended LE Miami trade show. LE focuses on lifestyle travel agents with an interest in design hotels, entertainment and luxury. Noelle judges the International Emmy's in Fort Lauderdale over 4 days. Noelle attended Fort Lauderdale International Film Festival's executive meeting to discuss Hollywood's location. The Office of Entertainment hosted a travel agent FAM at the Westin Diplomat Resort and Spa. O2 Media's producers of "Mission Makeover" airing on Lifetime's network begins season 3. Casting is open at the studios in Pompano Beach through July 31 for those interested.

### WHAT'S ON TV

Telemundo's newest series "Marido en Aquilar" premieres on July 10 at 9pm. This TV series films in Broward County including Hollywood and Fort Lauderdale. They will be hosting a luncheon to showcase first episodes of the new series at the studios. Telemundo also starts a brand new telenovela "Santa Diabla" filming in Greater Fort Lauderdale.

### FILM PERMITS

Film Permits were issued for the following productions in June 2013: **TV Series:** The Glades-Season 4; La Voz Kids – Ford Field Trip; Man Caves **TV Commercials:** Brand USA; Tag Away; Chilly Bowlz; Florida Blue; Digital Communications; Poi Spin Balls; Personal Watercraft; Digital Content; Winn Dixie **Still Photography:** Venus Fashion Shoot; Belk Wk. 30 Outerwear; Belk Wk. 30 Collegiate; Dr. Well Lifestyle Shoot **Telenovela:** Marido En Alquiler; Dama y Obrero; Santa Diabla; Los Secretos de Lucia **Documentaries:** Little People/Big Planet – Incredibly Small World; True Crime with Aphrodite Jones **Other:** Muscular Dystrophy Association; GROW DVD Curriculum; No Texting and Driving Awareness Video.

### FROM OUR LOYAL FANS

*"I have to say I LOVE your website and I use it constantly. The cruise hotels page is bookmarked and I use it all the*

*time, so whoever did all the research on all those hotels tell them thank you!"*  
Amber Grannis, Travel Agent, Satrom Travel & Tour (June 20, 2013)

*"On behalf of my husband, our little guy on the way and I, we wanted to thank you for setting up the perfect vacation for us! We had an amazing time this weekend at Fort Lauderdale and look forward to visiting again soon. Everything was amazing! The hotel was beautiful, the restaurant was the best one I've been to yet and we had great weather all four days there. Thank you again for such a wonderful opportunity!"*  
Jennifer L., Long Island, NY, WABC, NY Promotion (May 31, 2013)

*"We were down in April and had a blast! The Marriott (Harbor Beach) was great...we enjoyed every minute of it! We hope to visit again soon. Thanks so much."*  
Ashley C., St. Simons Island, GA, Spa Chic Getaway contest winner (June 2013)

*"Just wanted to drop a note to say Thank You! We had a fantastic time in Fort Lauderdale! We are already looking forward to our next visit! Thanks!"*  
Rob G. Orlando, BeachBear Weekend contest winner (April 26, 2013)



#### HELLO SUNNY SUNGLASSES

Greater Fort Lauderdale CVB's Senior VP, Carlos Molinet, gives a Hello Sunny welcome to the Director General for Taipei Economic and Cultural Office.

#### HAPPENINGS AROUND TOWN

Through Sept 30: Summer Savings in Greater Fort Lauderdale With 2-For-1 Summer Deals

July 4: Fort Lauderdale Fourth of July Spectacular, A1A and Las Olas Blvd, Fort Lauderdale

July 4: Old Fashioned 4th of July, Flamingo Gardens

July 6-27: RedEye 2013, ArtServe, INC.

July 6, 13, 20, 27: Saturday Nite Alive presented by Isle Casino Racing

Pompano Park, Fort Lauderdale Beach A1A

July 9: Beyonce: The Mrs. Carter Show World Tour, BB&T Center

July 11: Kathy Griffin, Hard Rock Live

July 12: CONCACAF Gold Cup, Sun Life Stadium

July 12-13: Organic Love, Miramar Cultural Center

July 18: Cedric, Hard Rock Live

July 24-25: Great Florida Bug Hunt Contest, Lauderdale-By-The-Sea

July 25-26: BugFest, Lauderdale-By-The-Sea

July 25: Viva Florida 500 Best in Show Series, Bonnet House

July 31-Aug 4: Cirque Du Soleil: Quidam, BB&T Center

#### DO YOU PIN?

We are expanding our Pinterest page. Check out some of our new boards: Sunny Recipes, Shop Sunny, Summer Savings, Superior Small Lodging and Spa Chic. Join the fun and pin with us: <http://pinterest.com/visitlauderdale>.

Sunny wishes,

*Nicki*

Nicki E. Grossman  
President

greater  
FORT LAUDERDALE  
CONVENTION & VISITORS BUREAU  
sunny.org