

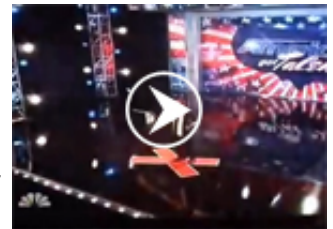


VITAL STATS

The numbers are in for January-April 2011 with average occupancy for the first four months at 79.4%, up 5.5% from same time period 2010, and ADR \$129.60. We are happy to report our highest occupancy in April since 2006, 76.4%, along with the average rate of \$122.87, up 8.6% from last year. The unaudited tourist tax collections in April are up 17.5% over April 2010.

AMERICA'S GOT TALENT, AND OUR JUGGLER!

For those of you that missed National Tourism Appreciation Day, Frank Miles our speaker, was featured on America's Got Talent last night. [Watch the clip here](#)



FORT LAUDERDALE: BEST VACATIONS

US News & World Report has recognized Fort Lauderdale as one of the Best Vacations for the following categories: [#4 in Best Cheap Summer Vacations](#); [#7 in Best Family Beach Vacations in the USA](#); [#8 in Best Beaches in the USA](#); and [#11 in Best Family Summer Vacations](#). See the full list and vote that we deserve to be on it: <http://travel.usnews.com/Rankings>.

JUNE IS "LEARN TO DIVE MONTH"

Dive into summer with savings in June. Special dive packages have been created offering a free graduation dive along with a free hotel night stay. Warm summer seas make scuba even more inviting, and local dive operators have created convenient training programs for out of towners and locals. Certification only takes three days (four, if traveling by plane), and then you can spend quality time with colorful parrotfish, giant grouper, sea turtles and stingrays. **Participating dive operators include:** Brownies Yachtdiver Stores, Divers Cove; Dixie Divers of Deerfield Beach, Gold Coast Scuba LLC, Lauderdale Diver, Scuba Network, Sea Experience, and South Florida Diving Headquarters. More details: www.sunny.org/learntodive.



SUPER SUMMER SAVINGS

Summer visitors can discover a passion for diving, charter a fishing boat for an afternoon adventure, spend the day relaxing and revitalizing at the spa, or rent a Harley or beach cruiser. Thanks to our many hospitality industry partners who are providing 2-for-1 experiences from arts and entertainment to transportation to encourage summer visitation. Consumers, meeting planners, and travel agents can now order a free Super Summer Savings card online with more than 30 special two-for-one deals available through Sept 30:

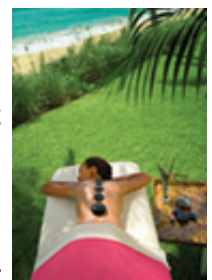
<http://sunny.org/supersummer>. For quantities of the value-added cards for your guests, contact Kim Canter kcanter@broward.org.

CELEBRATE WITH DAD

Send your Father's Day events and activities to kcanter@broward.org to be listed on our website: <http://sunny.org/dad>. We are tweeting and posting on Facebook too.

VACATION LIKE A VIP IN GREATER FORT LAUDERDALE

Vacation Like A VIP signature packages are being booked, with guests staying at one of the luxe hotel properties receiving a room upgrade, complimentary valet parking, \$25 American Express gift card and \$100 resort credit to be applied to spa, golf, food & beverage, pool/beach cabana, water activities or kids programs. For details on program, valid June 1 through October 15 with a two-night minimum stay, and a list of participating Luxe properties, visit <http://sunny.org/vip>.



LAUDERDALE SPA CHIC

Need a rub? It's almost time for the fourth annual Lauderdale Spa Chic, September 1-30. 14 top spas offering treatments for \$99 (up to 50% savings). The Atlantic Hotel; Grand Resort & Spa (gay);

Harbor Beach Marriott Resort; Hilton Fort Lauderdale Beach Resort; Hyatt Regency Pier Sixty-Six; Lago Mar Resort and Club; Living Waters European Day Spa; Residence Inn by Marriott Oceanfront; Planet Massage; Renewal Spa; The Ritz-Carlton, Fort Lauderdale; The W Fort Lauderdale; The Westin Beach Resort, Fort Lauderdale; and The Westin Diplomat Resort & Spa. For details visit www.sunny.org/spachic.

TOURISM SALES

In May, Alfredo Gonzalez attended the Leadership FLL meeting at the Broward County Convention Center. He, Fernando Harb and Jessica Taylor represented the GFL at POW WOW in San Francisco. Fernando attended the Johnson & Wales University Student Showcase and was a panelist for Destination Branding Strategies at the Biltmore Hotel. Josh Winston and seven hotel partners participated in the annual AAA Florida sales mission to focus on summer drive business and to promote Super Summer campaign. Additionally the team met with travel leaders at IGLTA's annual convention.

FLYING HIGH

Total passenger numbers in April continued a positive trend, with a 9.3% increase over the same month last year. Total arriving and departing passengers for April 2011 reached 2,154,136 compared to 1,970,121 for April 2010. Year-to-date total passengers January-April are up 7.9%. To find a year-to-date summary of the monthly airport statistical reports for the Fort Lauderdale-Hollywood International Airport through April 2011, [click here](#).



PORT EVERGLADES

Port Everglades recorded an 18.4% increase in multi-day cruise activity for the first six months of its fiscal year, with 2,518,445 cruise passengers embarking and debarking through the Port for the period ending March 31, 2011 compared to 2,127,835 passengers the prior year. Additionally, to view **Port Everglades' Passenger Volume Report** for April 2011, [click here](#). Volunteer artists tested their creativity to "Keep Port Everglades Shipshape" last month by decoratively painting recycled petroleum drums that will be used as trash cans and recycling bins throughout the Port as part of a port-wide beautification program.

PARTNER NEWS

Congrats to the **Manta Ray Inn**, a Superior Small Lodging in Hollywood, for receiving a 2011 TripAdvisor Certificate of Excellence. TripAdvisor awards this certificate to properties who consistently receive excellent ratings from their members. The grand opening celebration for the [ArtsPark Amphitheater](#) in Hollywood is June 3-4, featuring two nights of free concerts, with the opening ceremony at 7pm on Friday. **Sublime Vegan Restaurant's** Apple Crumb Pie A La Mode was named the Best Vegan Pie in the Country by People for the Ethical Treatment of Animals (PETA). **Stranahan House** welcomes April Kirk, as their new executive director. The Crowne Plaza Hollywood Beach Hotel has become an official pick-up point of the Fort Lauderdale/Hollywood Water Taxi.



MULTICULTURAL MEETINGS

The **105th National Baptist Congress**, with more than 8,000 attendees, host their annual meeting at the Broward County Convention Center June 12-17. Albert Tucker will be attending the **Full Gospel Baptist Conference** in Indianapolis June 26-July 1.

CONVENTION SALES TEAM UPDATE

The convention sales team recently participated in the following: Meeting Spots, GFLCVB Milwaukee Client Visits, GFLCVB Dallas Sales Mission, GFLCVB Ohio Sales Mission, AMPS Industry Golf Event, Marriott Masters Event in Fort Lauderdale, Meetings Industry Ladies Organization in Amelia Island.

Catch the sales team at these upcoming events and tradeshow:

- June 6-10: GFLCVB Philadelphia Sales Mission
- June 6-10: SGMP National – Norfolk, VA
- June 6-10: GFLCVB Omaha/IA/Kansas City Mission
- June 14-17: GFLCVB Northwest Sales Mission
- June 18-20: PCMA Education Conference, Baltimore
- June 21-23: AIBTM, Baltimore
- June 21-23: Association Forum's Annual Meeting and Honors Forum, Chicago
- June 23-24: PCMA Partner Conference, Baltimore
- June 24-28: HCEA Annual Conference, Las Vegas

Upcoming Sales Missions Want to join us? Contact the group sales team leader listed.

- July 11-13: Fort Lauderdale Mini-Tradeshow at Chicago Yacht Club & Sales Calls (Nora Gorman)
- July 23-26: MPI World Education Congress Tradeshow and Meeting, Orlando (Christine Tascione, Sally Slater)

- Aug 7: St. Louis & ASAE Client Event (Stacy Copeland, Nora Gorman, Sally Slater)
- Sept 7-8: HSMIA's Affordable Meetings National, DC (Dion James)
- Sept 19-21: St. Louis Sales Mission
- Oct 10-14: New York Sales Mission (Steve Aird)
- Oct 11-13: IMEX America (Christine Tascione)
- Oct TBA: Atlanta Sales Mission (Michele Bemis)
- Dec 13: Association Forum's Holiday Showcase, Chicago (Nora Gorman)

BIZBASH FLORIDA EXPO

BizBash Media, today's leading authority on the events industry, celebrated its 10 Year Anniversary in style during the 2nd Annual BizBash Florida Expo, sponsored by the Greater Fort Lauderdale Convention & Visitors Bureau, on April 12 at the Greater Fort Lauderdale/Broward County Convention Center. The state's largest gathering of event and meeting professionals saw registrations up by a third compared to last year's Expo. [Click here](#) for a list of award-winners.

JUNE GROUP SALES UPDATE

Groups meeting in June will generate more than \$32 million to Broward County. Sample groups include:

- June 15-25: College of Problems of Drug Dependence, Inc. (815 attendees)
- June 8-19: National Baptist Congress 2011 (15,000 attendees)
- June 24-July 3: NLEIC / NFFN / NEADA Conference 2011 (500 attendees)
- June 20-27: 2011 National Open Bible Churches Convention (750 attendees)
- June 24-July 1: American Nuclear Society Annual 2011 (600 attendees)
- June 21-27: Celebration of Friends ACOF 2011 (500 attendees)
- June 20-24: Ripple Effect Communications NIH Regional Seminar (750 attendees)
- June 5-8: 2011 Omnicom Americas Leadership Conference (400 attendees)
- June 8-19: Anthony Robbins "Life Wealth and Mastery" 2011 (350 attendees)

SPORT LAUDERDALE

Greater Fort Lauderdale welcomes the following sports groups in June, with more than 18,000 competitors plus family and friends:

- June 9-10: US Swim Open Nationals (500 attendees)
- June 10-14: USSSA Grade School/Middle School Basketball State Champs (2500 attendees)
- June 13-19: US Paralympics Track & Field National Championships (600 attendees)
- June 17-20: June Krauser Masters Invite (450 attendees)
- June 17-20: US Open Powerlifting Championships (280 attendees)
- June 18-20: Hollywood Beach Volleyball (150 attendees)
- June 23-27: International Age Group Invite (2000 attendees)
- June 23-25: FL Youth Rodeo (1500 attendees)
- June 24-26: ASA Qualifier – Fastpitch (4300 attendees)
- June 24-27: FSF Annual Meeting (150 attendees)
- June 24-26: Davie Pro Rodeo (650 attendees)
- June 25-27: BTTC RoboPong US Open Warm Up Tournament (300 attendees)
- June 25-27: Dig the Beach Volleyball (450 attendees)
- June 27-July 3: AAU Karate Nationals (4500 attendees)

FILM & ENTERTAINMENT

The landmark "Hollywood" sign was recreated at Waste Management's Renewable Energy Park in Coconut Creek, by Warner Brothers, as they prepared to shoot a scene for "Rock of Ages," featuring Tom Cruise and Mary J. Blige. The 20-ft high letters were built on the southern slope of the 500-acre Monarch Hill landfill, located adjacent to the Florida Turnpike at Sample Road, replicating the famous Hollywood landmark in California. Carrabba's Italia Film Festa takes place June 2-5 at Cinema Paradiso with 12 films and 7 parties. [Click here](#) for more info.



Current productions in the works include: Feature Film: Rock of Ages. **TV Series:** The Glades (Season Two); Burn Notice (Season Five); The T.O. Show – Terrell Owens; The Fraud Dog; Heat Seekers; Investigation Discovery's Nightmare Next Door; truTV's All Worked Up; HGTV's My First Sale; Planeta Feroz (Latin America's Discovery Channel) and MTV: Teen Mom. **TV Commercials:** Greater Fort Lauderdale Alliance; Office Depot, Blue Cross/Blue Shield; Rampage by Grass Gator; The Balancing Act and Florida Lottery. **Still Photography:** Self Magazine and Marie Claire. **Web:** Avis-FLL Way Finder. **Documentaries:** Locked Up Abroad (UK Travelogue) and Prohibition and the South Florida Connection.



BROWARD ATTRACTIONS AND MUSEUMS MONTH (BAMM)

Experience diverse cultural treasures all for the price of one membership, thanks to the collaborative effort of 17 attractions, museums, and cultural destinations during Broward Attractions and Museums Month (BAMM). Members of any of the 17 institutions will enjoy reciprocal membership to the other venues free of charge. **Participating Broward institutions include:** African-American Research Library, Art and Culture Center of Hollywood, Bonnet House Museum & Gardens, Cinema Paradiso, Classical South Florida 89.7FM, Flamingo Gardens, Fort Lauderdale History Center, Historic Stranahan House Museum, IGFA Fishing Hall of Fame, International Swimming Hall of Fame, Museum of

Art | Fort Lauderdale Nova SE University, Old Davie School Historical Museum, Old Dillard Museum, Plantation Historical Museum, Seminole Ah-Tah-Thi-Ki Museum and Young at Art Museum. www.bamminfo.org

THE HUKILAU

The 10th Annual Hukilau, a multifaceted event celebrating "Polynesian Pop," June 9-12, brings together Tiki and Polynesian Pop Culture, including entertainment, music, visual art, mixology, food, fashion, cultural and social history. Tiki lovers and curiosity seekers travel from all over the world for the ultimate party and vacation weekender. Events and seminars take place in three venues: Mai-Kai, Bahia Cabana, and Bahia Mar Beach Resort.

www.thehukilau.com

HAPPENINGS AROUND TOWN

Through Sept 30: Super Summer Savings, <http://sunny.org/supersummer>
 Through Oct 2: The Art of Jim Henson Featuring The Muppets, Young at Art Children's Museum
 June 1-30: Broward Attractions and Museum Month (BAMM), Broward County
 June 1-30: Learn to Dive Month in Greater Fort Lauderdale, <http://sunny.org/learntodive>
 June 1-July 28, Turtle Walks, Museum of Discovery & Science and AutoNation® IMAX® Theater
 June 2: Taste of the Nation, Broward County Convention Center
 June 2-3: Taylor Swift, BankAtlantic Center
 June 2-5: The Carrabba's Italia Film Festa, Cinema Paradiso
 June 3: Big Cypress 115th Anniversary Concert starring Trace Adkins, Junior Cypress Rodeo Grounds
 June 3-6: Florida Marlins vs Milwaukee Brewers, Sun Life Stadium
 June 4-Sept 3: Saturday Nite Alive, Fort Lauderdale Beach A1A
 June 4: Fort Lauderdale Strikers vs. Puerto Rico Islanders, Fort Lauderdale Stadium
 June 4-5: Franchise & Business Opportunities Expo, Broward County Convention Center
 June 5: SunTrust Sunday Jazz Brunch, Riverwalk
 June 5: An Evening with the Monkees, Pompano Beach Amphitheater
 June 7-9: Florida Marlins vs Atlanta Braves, Sun Life Stadium
 June 7-19: Hair, Broadway, Broward Center for the Performing Arts
 June 8: ZZ Top, Hard Rock Live
 June 9-12: The Hukilau, The Mai-Kai Restaurant, Bahia Cabana and Bahia Mar
 June 10-13: Florida Marlins vs. Arizona Diamondbacks, Sun Life Stadium
 June 11: Fort Lauderdale Strikers vs. NSC Minnesota Impact, Fort Lauderdale Stadium
 June 11: Joel McHale, Hard Rock Live
 June 11: Kate Perry, BankAtlantic Center
 June 16: Blood, Sweat & Tears, Hard Rock Live
 June 17: Fight Time 3 – "It's War" War Memorial Auditorium
 June 19: Stonewall Street Festival & Parade 2011, Wilton Manors
 June 20-22: Florida Marlins vs. Los Angeles Angels, Sun Life Stadium
 June 22: HSMAl luncheon, Hyatt Bonaventure, featuring Will Seccombe from Visit Florida
 June 22: Lionel Richie, Hard Rock Live
 June 25: Fort Lauderdale Strikers vs. Puerto Rico Islanders, Fort Lauderdale Stadium
 June 25: Gold Coast Derby GRRLs vs. Dub City, War Memorial Auditorium
 June 26: John Kay & Steppenwolf, Hard Rock Live
 June 29: Fort Lauderdale Strikers vs. FC Tampa Bay, Fort Lauderdale Stadium
 June 29-July 2: AAU Karate National Championships, Broward County Convention Center

All best wishes,

A handwritten signature in black ink, appearing to read "Nick".

Nicki E. Grossman
President

