



greater FORT LAUDERDALE

CVBuzz

March 2009

January Numbers

Greater Fort Lauderdale had the highest hotel occupancy rate in the state in January (71%). The Florida average was 56.8%, and the US average was 45.9%. This very small silver lining may seem hard to celebrate. HOWEVER, our industry and the CVB continue to be optimistic about the future of Greater Fort Lauderdale.

Award-Winning CVB

The Greater Fort Lauderdale Convention & Visitors Bureau was presented with *ConventionSouth* magazine's annual **Readers' Choice Award** for 2009 for exemplary creativity and professionalism to groups. The GFLCVB also received four **ADDY® Awards**, considered the World's Largest Advertising Competition. The CVB took Gold for the Immersadome video and Integrated Ad Campaign and Silver for the Post Election Ad in the New York Times.

And the Beach Goes On

The GFLCVB is developing a summer campaign to highlight the eight beaches of Greater Fort Lauderdale and their distinct personalities, including "local, insider knowledge" about the destination. For this, we welcome your answers to these questions: What are the one or two things about your area that locals know about and visitors never seem to find? Is it the ice cream shop where they know everyone's first name? Or the cool place to go for happy hour? Is there a great place to have brunch or see live music? Or a really good place to drop in right after hitting the beach for the day? Please send your ideas to Eric Rayvid eric@msilver-pr.com with M Silver Associates, our PR firm.



George W. "Bob" Gill will be missed

As many of you know, Mr. Gill was considered the Dean of Fort Lauderdale tourism. He built the ship-shaped Yankee Clipper in 1956. He opened the 460-room Yankee Trader a mile north on the beach in 1964. (It will soon reopen as the Westin Beach Resort, Fort Lauderdale.) Mr. Gill served for many years on the Broward County Tourist Development Council and was inducted into the Florida Tourism Hall of Fame. Very active in the community, with his daughter Linda Gill, Bob was a dear friend to so many of us and will be greatly missed.



Tourism Sales Update

On the domestic front, Josh Winston just returned from the **Boston Travel Show** with Visit Florida. The show was a huge success and is one of the nation's most productive joint travel-trade and consumer shows. Our Beachmobile was in town supporting his tourism sales efforts. Also while in Boston, we held our annual Boston Travel Agent Seminar & Reception for Greater Fort Lauderdale's top 50 agent partners in the Boston area. We were joined by the Pelican Grand Beach Resort, the il Lugano, Water Taxi, and the Hollywood Office of Tourism. Coming up in March we will be attending Visit Florida's AAA New England Marketplace Mar 3-9 and our annual Chicago Sales Mission Mar 17-20.

Convention Sales Team Update

The convention sales team has showcased GFL to Harrington Company, Intercem Conferences, RMR Events/2010 International Church Leadership Conference, National Urban League, Inc/BEEP, First Class Events. The sales team was recently in Chicago for Area Sales Mission and Events, Atlanta for MPI's Meet Different, DC for Visit Florida – Customer luncheon at Smithsonian and Destinations Showcase (DMAI).

Catch the sales team soon at these upcoming events and tradeshow:

Mar 2-4: NCFMPE – Gainesville, FL

Mar 2-5: Experient Envision Conference – Kansas City, MO

Mar 9-13: Raleigh, North Carolina Sales Mission

Mar 24-26: MPI- Southern California Chapter Annual Tradeshow and Meeting

Sales Missions

In February, the CVB completed a very successful sales mission to Chicago. With three teams of 7 hotel partners and the Convention Center, the sales team had more than 40 appointments and hosted more than 60 clients at two receptions, which has already generated seven new business opportunities. Thank you to our participants: Hilton Fort Lauderdale Beach Resort, Hollywood Beach Marriott, Hyatt Regency Bonaventure, Marriott Coral Springs, Harbor Beach Marriott Resort & Spa, The Westin Beach Resort, The Westin Diplomat Resort & Spa.

Mark Your Calendar for these Upcoming Sales Missions:

Mar 9-12: Raleigh, NC (Michele Bemis)
 Apr 27-30: Minneapolis, MN (Stacy Copeland)
 May 11-14: Dallas, Texas (Angella Lopez)
 May 11-13: Toronto, Canada (Stacy Copeland)
 June 15-18: Ohio (Stacy Copeland)
 July 28 - 30: Chicago Cubs Event and Sales Calls (Nora Gorman)
 September TBD: Atlanta (Michele Bemis)

Contact the group sales team leader listed for more information or to let us know that you'd like to participate.

March Group Sales Update

Groups meeting in March will generate more than \$15 million to Broward County. Sample groups include:

Mar 7-15: National Comprehensive Cancer Network 2009 (800 attendees)
 Mar 13-19: Money Laundering.com and Money Laundering Alert 14th Annual Int'l Conf & Exhibition (1,600 attendees)
 Mar 17-21: Western Florida Jurisdiction Workers Meeting (1,000 attendees)
 Mar 17-29: 2009 Duty Free Show of the Americas (2,000 attendees)
 Mar 31-Apr 5: Cruise3Sixty 2009 (2,500 attendees)

Sport Lauderdale

Greater Fort Lauderdale welcomes the following sports groups in March, with over 15,000 competitors plus family and friends:

Mar 4-8: SSC Championships at NOVA (400 attendees)
 Mar 5-9: Dixie Masters Swimming Championships (1500 attendees)
 Mar 6-9: Cloverleaf Volleyball Tournament (650 attendees)
 Mar 7-9: USTA Girls Tennis Sectionals (500 attendees)
 Mar 6-8: Angelini Relays (950 attendees)
 Mar 16-20: Westminster Sunshine Classic (2500 attendees)
 Mar 15-22: BMW Tennis Championships (1150 attendees)
 Mar 18-22: USA Swimming Sectionals (600 attendees)
 Mar 20-22: Spirit Unlimited Cheer at NOVA (2500 attendees)
 Mar 23-27: Westminster Spring Classic (700 attendees)
 Mar 26-30: Short Course Swimming Junior Olympics (3000 attendees)
 Mar 27-30: Spring Chase for Champions (350 attendees)
 Mar 30 - April 3: Westminster Baseball Fever (200 attendees)

Don't Miss Spring Training

Watch as the Orioles play at the Fort Lauderdale Stadium as they get ready for baseball season. [Click here for tickets.](#)

Mar 4: WBC Team Dominican Republic
 Mar 5: Florida Marlins
 Mar 6: Washington Nationals
 Mar 8: Minnesota Twins
 Mar 11: Minnesota Twins
 Mar 13: St. Louis Cardinals
 Mar 14: Boston Red Sox
 Mar 18: St. Louis Cardinals
 Mar 20: New York Mets
 Mar 21: Tampa Bay Rays
 Mar 24: Washington Nationals
 Mar 26: Florida Marlins
 Mar 29: New York Mets
 Mar 31: St. Louis Cardinals

Congress to ban companies from hosting events and conferences

The National Business Travel Association is asking for action against Senator Kerry's legislation. Sen. Kerry has introduced legislation that would ban all 421 firms including the nation's largest banks that received money from the Troubled Assets Relief Program (TARP) from hosting, sponsoring or paying for conferences, holiday parties and entertainment events. If passed, this would have profound impact on the business travel industry and the nation's economy. This legislation would not only impact the affected companies it would have a chilling, immediate impact on all companies. You, as the expert in business travel, must educate Congress on the importance of managed travel and the benefits it brings. Travel for meetings and events is a cost effective tool that helps businesses grow. We need to give these real world practices time to work. Make sure our government knows that. <http://capwiz.com/nbta/issues/alert/?alertid=12773376>

Help Us Help You

It's that time of year again, and the media is thinking about Spring Break. This is the perfect time to tell our transformation story. Each year we put a fresh spin on how the destination has grown up, with focus on our Beach Chic ambiance. This year, the theme is "get more beach for your spring fling in Greater Fort Lauderdale." The underlying message will be a value proposition from Hollywood to Deerfield. And this is where we need your help. We want to know what your hotel, restaurant, attraction has created for the early spring season to attract visitors. This can be value rates, resort credits, special relaxation offerings like spa certificates or wine pairings, or other creative ideas. The GFLCVB will promote your special value offer to national travel and lifestyle media. These offers will also be featured on the GFLCVB website, www.sunny.org. Please email Jessica Taylor jtaylor@broward.org your offers or to find out how your hotel can get involved by creating special values.

Maury Povich Taping at The Westin Diplomat Resort & Spa

The Maury Show comes to Hollywood next week and is in need of some fabulous people for the "audience." So, please help. The Westin Diplomat needs people to arrive on Sun, March 8 anytime between 4-6pm at The Westin to be "casted" room 202. Then if chosen to be available Mon, March 9 from 10am-5pm.

Bet On It

The Seminole Hard Rock Casino presents the \$5 Million Traveling Cash Display and Exhibit, March 18-20, featuring the largest amount of money ever to be publicly showcased in a casino.

Port Everglades News

Construction workers building the world's largest single-ship cruise terminal have hoisted into place one of the world's largest tilt wall sections - a 324,000-pound concrete section that will serve as the main entrance for Cruise Terminal 18 at Port Everglades. At 162 tons, the wall section weighs as much as 31 adult male African elephants (of average weight) or one Boeing 747. Florida-based Tilt-Con Corporation constructed the wall section, which is estimated to be the second heaviest tilt wall in the world. The fifth heaviest tilt wall, at 300,000 pounds, is also a section of Cruise Terminal 18. The expansion and renovation of Cruise Terminal 18 is the centerpiece of preparations underway at Port Everglades for the arrival of Royal Caribbean International's 5,400-passenger Oasis-class ships, which will be the largest cruise ships in the world. When completed in November 2009, 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.

Attraction News

FAB! Films For Kids is a free film and activity program held the first Saturday morning of each month at **Cinema Paradiso** and presented by The Fort Lauderdale International Film Festival in conjunction with Funding Arts of Broward. This month's film is *The Parent Trap* will be showing Mar 7 at 10am. Following the film, kids can create a wedding-themed arts and craft item. www.FLIFF.com.

Celebrity Watch – it's a good thing

Martha Stewart was spotted at the Blue Moon Fish Co. in Lauderdale-By-The-Sea this past month, and Leslie Nielsen too.

Chima hosts NFL event

Chima Brazilian Steakhouse, on Las Olas Blvd, kicks off its carnival celebration on **Tues, March 3**, with special guests Santana Moss of the Washington Redskins and Sinorice Moss of the New York Giants to benefit the Moss Foundation. Live auction, entertainment and celebrity guests. Call (954) 712-0580.

Local High School Cheerleading Squad to be Featured on MTV

MTV recently held a contest at Sawgrass Mills for a chance to be the **MTV FIRED UP CHEER CHALLENGE**

WINNER for the new movie "Fired Up." Coral Glades High School, in Coral Springs, won the Florida semifinals, up against 23 other teams from around the country, and went on to win the challenge receiving \$5,000. Their performance can be seen on MTV at <http://dance.mtv.com/firedup/videos/19>.

Happenings Around Town

Mar 3: Motley Crue with special guest The Las Vegas, Hard Rock Live
Mar 4: Robin Williams "Weapons of Self Destruction," Hard Rock Live
Mar 5: Florida Panthers vs. Pittsburgh Penguins, BankAtlantic Center
Mar 5, 7: Lakme, Florida Grand Opera, Broward Center for the Performing Arts
Mar 5-29: Beatlemania Now! Paradise Live at the Hard Rock
Mar 7: Air Supply, Hallandale Beach
Mar 7-8: American Baby Faire, Broward County Convention Center
Mar 7-8: Antique Car Club of America Show and Auction, War Memorial Auditorium
Mar 7: Florida Panthers vs. St. Louis Blues, BankAtlantic Center
Mar 7-8: Las Olas Art Fair
Mar 7: MIAAF's 32nd Annual Waterway Cleanup
Mar 10-29: Dame Edna Live-"My First Last Tour," Parker Playhouse
Mar 11: Boston Pops, Broward Center for the Performing Arts
Mar 11: Harry James Orchestra, Golden Age of Swing, Broward Center for the Performing Arts
Mar 12-15: Fort Lauderdale International Auto Show, Broward County Convention Center
Mar 12: Willie Nelson & Family, Hard Rock Live
Mar 13-15: Miami City Ballet, Broward Center for the Performing Arts
Mar 13: Playhouse Disney Live! On Tour, Sawgrass Live presented by BankAtlantic Center
Mar 13: The Capitol Steps, Coral Springs Center for the Arts
Mar 14: 5th Annual Free Outdoor Concert, Weston
Mar 14: Florida Panthers vs. Tampa Bay Lightning, BankAtlantic Center
Mar 17: Florida Panthers vs. Washington Capitals, BankAtlantic Center
Mar 19: Florida Panthers vs. Toronto Maple Leafs, BankAtlantic Center
Mar 19: Paul Anka, Hard Rock Live
Mar 21-22: Coral Springs Festival of the Arts
Mar 21: Florida Panthers vs. Columbus Blue Jackets, BankAtlantic Center
Mar 21: George Benson, Hard Rock Live
Mar 21-22: Hollywood Festival of the Arts, Artspark at Young Circle, Hollywood
Mar 21: Linda Eder, Coral Springs Center for the Arts
Mar 21-22: PrideFest 2009, War Memorial Auditorium
Mar 23: Florida Panthers vs. Carolina Hurricanes, BankAtlantic Center
Mar 26-29: Disney On Ice - Worlds Of Fantasy, BankAtlantic Center
Mar 27: Broadwalk Friday Fest, Hollywood Beach
Mar 28: BeachBlast!, Fort Lauderdale Beach
Mar 29: 100 Years of Broadway, Coral Springs Center for the Arts
Mar 31: Florida Panthers vs. Ottawa Senators, BankAtlantic Center

With all best wishes,



Nicki E. Grossman
President

