

## YEAR-END STATS

Growth in hotel occupancy continues (for the past 26 months), with the highest January hotel occupancy in the state at 80%. January's Average Daily Rate is \$132.41.

GREATER FORT LAUDERDALE AVERAGE OCCUPANCY		
January 2012	January 2011	% Change
80.0%	74.4%	+7.5 %
GREATER FORT LAUDERDALE AVERAGE DAILY RATE		
December 2012	December 2011	% Change
\$132.41	\$125.07	+5.9%



## HAPPY ST. PATRICK'S DAY

It's the Luck of the Irish with two St. Patrick's Day Parades & Festivals. Showcasing Irish culture through live performance and entertainment, the **Fort Lauderdale St. Patrick's Parade and Festival** takes place Sat, Mar 10 at 11am- 7pm at Huizenga Plaza and the Riverwalk/Riverfront area, parade starts at noon and runs along Las Olas Blvd. <http://www.ftlaudirishfest.com>. And **Hollywood's St. Patrick's Day Parade & Festival** takes place Sun, Mar 11 from 12-6pm, with the parade starting at 1pm in downtown Hollywood. <http://www.stpatricksparade.com>.

## SAVE THE DATE: NATIONAL TOURISM APPRECIATION DAY, MAY 11

Reserve your seat for National Tourism Appreciation Day luncheon on **Friday, May 11** at the Broward County Convention Center, as we celebrate the importance of tourism with entertainment provided by the Water Coolers. \$35pp. Please RSVP to Kim [kcanter@broward.org](mailto:kcanter@broward.org). Remember to get your red outfit ready.

## SUPER SUMMER SAVINGS: 2-FOR-1 OFFERS

Attractions, cultural activities, spas, golf courses, and dive operators are participating in the 2012 **Super Summer Savings** program by offering 2-for-1 offers to increase business May 1 through September 30, 2012. The CVB has created a campaign promoting these values reaching millions of in-state and out-of-area consumers: <http://sunny.org/SuperSummer>. You can use these cards as value added for your summer guests.



## HAVE YOU HEARD OF GOOGLE+?

Google+ is the latest in social media, and good for SEO. We recommend you join today and add VisitLauderdale (<http://gplus.to/VisitLauderdale>) to your circles. And don't forget to follow us on [www.Twitter.com/VisitLauderdale](http://www.Twitter.com/VisitLauderdale), subscribe to [www.YouTube.com/VisitLauderdale](http://www.YouTube.com/VisitLauderdale) and check in to [www.Foursquare.com/VisitLauderdale](http://www.Foursquare.com/VisitLauderdale) and post tips.

## LAUDERDALE AIR SHOW RETURNS

The GFLCVB has invited media and meeting planners to the four-hour line up of military and civilian air acts scheduled to include the US Air Force Thunderbirds and US Navy Seals Leapfrogs Apr 28-29 on Fort Lauderdale

beach: <http://lauderdaleairshow.com>

### LAUDERDALE SPA CHIC

Get ready for the fourth annual **Lauderdale Spa Chic**, from September 1-30, with spa treatments for \$99 (up to 50% savings). If you are a spa interested in participating in Lauderdale Spa Chic, contact [kcanter@broward.org](mailto:kcanter@broward.org). For more information go to <http://sunny.org/spachic>

### GOING FOR THE GOLD

The GFLCVB campaigns have won top honors in The Hospitality Sales & Marketing Association International's (HSMIA) annual Adrian Awards competition. The Gold and Bronze Adrian Awards were given for integrated marketing and public relations excellence for the CVB's 2011 "Defrost Your Swimsuit" marketing program and "Vacation Like a VIP" summer package promotion. This year's contest attracted nearly 1,000 entries from around the world, with entries judged by top executives from all sectors of the industry. With more than 30 countries participating in the competition, HSMIA's Adrian Awards are considered the most prestigious in the hospitality industry.

### MEDIA VISITS

Throughout the fourth quarter of 2011, the Greater Fort Lauderdale CVB hosted several media visits to the area showcasing the destination's many hidden treasures and tropical pleasures. The following are a few resulting articles from these visiting press. Family travel on [CiaoBambino.com](http://CiaoBambino.com) and [Luxury travel story](http://Luxury travel story on About.com) on [About.com](http://About.com). Pre-Post Cruise stories in the [Chicago Tribune.com](http://Chicago Tribune.com), and [AAA World](http://AAA World).

### TOURISM SALES

In February, Alfredo Gonzalez, Fernando Harb and Josh Winston hosted a successful Florida Huddle at the Broward County Convention Center with more than 40 domestic and international media in attendance. The following are just a few of the early articles that have been published: [Guide Book America](http://Guide Book America), [Channel Plus America](http://Channel Plus America) and [RC Vips blogs](http://RC Vips blogs). Alfredo represented the CVB at Routes Bahamas and Visit Florida's Brand Development Workshop and also conducted meetings with JetBlue and Hertz FLA to discuss partnership opportunities for the coming year. Fernando was in Medellin on a Colombia Sales Mission in addition to having attended the Hotelbeds North America Supplier Appreciation Breakfast and the HSMIA Board Meeting. Fernando and Alfredo wrapped up the month at ANATO in Bogota.

### TRAVEL INDUSTRY RATES / TRAVEL AGENT APPRECIATION PROGRAM

The Greater Fort Lauderdale hospitality community welcomes travel professionals with open arms and special rates. We are currently updating the listings on the travel industry rates section of our website. If your hotel or property would like to say 'thank you' to the agents in the industry by participating in this program, please contact Justin Flippen at [jflippen@broward.org](mailto:jflippen@broward.org) to obtain and fill out our Travel Agent Rate Form.

### FLL FLYING HIGH

Total traffic for 2011 was 23,349,845, up 4.2% and exceeded 2010 by almost 1 million passengers. International traffic was 3,608,922, up 4.7% over 2010. Spirit Airlines announced daily service between Denver and Fort Lauderdale beginning May 3.



### PORT EVERGLADES CRUISE PASSENGERS

January 2012	January 2011	% Change
529,725	543,765	-2.58%

### CONVENTION SALES TEAM UPDATE

The convention sales team recently participated in the following: AMC Institute, MPI Northern California Chapter Annual Meeting in San Francisco, Georgia MPI Meeting Expectations Conference in Atlanta, DMAI Destination Showcase in Washington, DC. Catch the sales team at these upcoming events and tradeshow:

**Mar 5-9:** GFLCVB - Carolina Sales Mission

**Mar 7-9:** GFLCVB – Colorado MICE and Sales Mission

**Mar 25-28:** Pharma Planners Forum – Orlando

**Mar 26-28:** ASAE Great Ideas Conference, Colorado Springs

**Mar 29-Apr 1:** GFLCVB Destination Preview

**Mark your calendars for these upcoming 2012 Destination Previews (dates subject to change):**

Fort Lauderdale Flies: Air Show Preview: Apr 26–29  
 Sunsational Summer Splash: June 7–10  
 Super September Destination Preview: Sept 27–30  
 Fabulous Fort Lauderdale Fall Destination Preview: Nov 8-11

### MARCH GROUP SALES UPDATE

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

**Mar 6-11:** Connect the Dots, Inc National Sales Meeting (400 attendees)

**Mar 14-18:** Jazz in the Gardens (1000 attendees)

**Mar 15-20:** Dania Beach Marine Flea Market (1350 attendees)

**Mar 30-Apr 3:** Association of Certified E-Discovery Specialists (440 attendees)

### SPORT LAUDERDALE

Greater Fort Lauderdale welcomes sporting events in March with more than 17,500 attendees, including the 19th Annual Masters Challenge and Wendy Wyland at the Fort Lauderdale Aquatic Complex, and the American College Cricket Tournament at the Central Broward Regional Park.

### MOVIES OF OUR LIFE

You don't have to be Werner Herzog to film and submit a 1 to 3 minute documentary to *Movies of Our Lives*, a new program co-sponsored by Funding Arts Broward, The Knight Foundation and The Broward County Film Society. All you need is a good idea and a video camera or a cell phone. The subject matter of the documentaries can be anything you love about life in Broward County; the parks, the beach, the arts, the restaurants, sports...or perhaps something you're not too crazy over such as traffic, roads, politics, development. *Movies of Our Lives* is free to enter and more than \$1,000 in cash and over \$2,500 in prizes will be awarded. Films must be submitted by April 10, 2012. Screenings of *Movies of Our Lives* will take place during FAB-Fest, April 27-29 at Cinema Paradiso. [Click here](#) for more information.



### FILM & ENTERTAINMENT CURRENT PRODUCTIONS

**Feature Films:** Assumed Memories. **TV Series:** TLC/Southwest Airlines On The Fly; Rivals; Think Green; America's Most Wanted; RelativityREAL's The Family Show (reality-based docu-drama); American Originals; DIY Desperate Landscapes; Swamp Wars; Florida Travel + Life's Affordable Luxury; Shark Advocates; World's Top 5 – Allure of the Seas. **TV Commercials:** Pepsi MLB; Travelocity; Home Depot; Unibet; Revo-Flex Nutrition; Groove

Tubes – Hear the Difference; Safe Auto Insurance; Soccer; SmartMune; WanderWand. **Still Photography:** Coca Cola Flavors of Summer 2012; Men's Journal Magazine with Dara Torres; Success from Home Magazine; Cato - Women's Fashion Clothing and Accessories; JD Williams (UK plus size clothing/footwear catalogue); Undergear (men's swimwear and apparel); Jacamo Sports (UK Catalogue); JD Williams Knitwear (UK); Cosmopolitan Magazine; JD Williams Premier Man (UK); Walmart; Belk Retail Department Store; Alec Bradley Cigars; All You Magazine; Anita Unique Body Style. **Telenovelas:** Corazon Valiente; Una Maid en Manhattan; Eva Luna; Amor Con Prado; Valeria; Sacrificio de Mujer; Quiero Mi Baby. **Video:** CreditCards.com (video contest).

### “THE HUNGER GAMES”

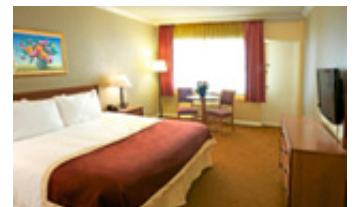
Come see the stars from the film “THE HUNGER GAMES” at Westfield Broward Mall on Thurs, Mar 8th at 6pm. Jennifer Lawrence, Alexander Ludwig and Amandla Stenberg will be appearing on stage for a live Q&A where fans will have a chance to ask questions, along with entertainment and giveaways. This event is part of an 8-city national tour, sponsored by Microsoft, China Glaze and h2O Water. Visit <http://www.facebook.com/westfieldbroward>. Lionsgate will release “[THE HUNGER GAMES](#)” film on March 23, 2012.

### HOTEL NEWS

The **Ocean Sky Hotel & Resort** recently completed a one million dollar refurbishment of all guest rooms, suites and public areas offering a colorful, “home away from home” sanctuary. Guest rooms have been refreshed with plush bed linens, draperies, wall coverings, as well as fresh paint and newly installed sky blue glass balconies with new cozy deck chairs. [Click here](#) to visit their Facebook page. The **Holiday Inn Express**

**Hotel & Suites Plantation** recently renovated the five story 156 room hotel including 16 suites. Dining, spa and amenities at **The Atlantic Resort & Spa** can now be accessed

with push of a button with the Samsung Galaxy Tab™ 10.1 available in more than 100 guestrooms. The unique software allows guests to conveniently access in-room dining and spa appointments, as well as web browsing, local news, and custom applications. The tablet is connected to the resort's Wi-Fi, allowing guests to use the device by the pool, in restaurants, or any other location in the resort. The tablet arrival represents the first time the hospitality industry has used Galaxy™ devices to execute an integrated service platform for hotel guests. The **Spa at the Hyatt**



**Regency**, a conversion of the Red Door Lifestyle Spa, will officially be opening its doors at the **Hyatt Regency Bonaventure Conference Center and Spa** in early March.

### CONGRATS!

**Milvia Gutierrez**, from the Hyatt Regency Bonaventure Conference Center and Spa, has been nominated for Individual Sales Manager of the Year within Hyatt Hotels and Resorts. **Sherry Friedlander** was honored for her tireless efforts, persistence and insistence to a Child Is Missing Alert and Recovery Center (ACIM). [Click here](#) to read more.

### HSMAI FASHION NETWORKER AT SAWGRASS MILLS, MARCH 21

See fashions from Bloomingdales Outlet Store, with Tag Heuer watches, on HSMAI models, including our own Fernando Harb and Josh Winston. Fabulous raffle prizes from Sawgrass Mills shops and boutiques. Proceeds benefit HSMAI scholarship fund for local hospitality students. Weds, March 21, 6-8pm, Grand Lux Café patio. Details at [www.hsmaisouthflorida.org](http://www.hsmaisouthflorida.org)

### WELCOME TIKI LOVERS

The **11th Annual Hukilau**, the largest annual celebration of Tiki culture on the East Coast with more music, and a fine art show. Scheduled for April 19-22 in Fort Lauderdale, the event will now feature one of the most sought-after speakers on historic Polynesian Pop, influential author Sven Kirsten: <http://www.thehukilau.com>. **SheStreams**, a social technology conference will be held at the Gallery One Doubletree, March 30-31 featuring informative and engaging sessions intended to catapult women and brands into the future of social technology: <http://shestreamsconference.com>

### HAPPENINGS AROUND TOWN

Through Mar 4: Kathleen Turner in High, Parker Playhouse  
 Through Mar 11: Florida Renaissance Festival, Quiet Waters Park, Deerfield Beach  
 Through Mar 11: Billy Elliot The Musical, Through, Broward Center for the Performing Arts  
 Through Apr 8: Offering of the Angels: Old Master Paintings and Tapestries from the Uffizi Gallery, Museum of Art  
 Mar 1-11: William Shakespeare's Hamlet...Prince of Denmark, Fort Lauderdale Children's Theatre  
 Mar 2: Frankie Valli & The Four Seasons, Hard Rock Live  
 Mar 2: Disney's Phineas and Ferb: The Best Live Tour, BankAtlantic Center  
 Mar 2: Literary Feast 2012: LitLunch! Hyatt Regency Pier Sixty-Six  
 Mar 2: The Irish Variety Show, Bienes Center for the Arts  
 Mar 2-3: Trey McIntyre Project, Broward Center for the Performing Arts  
 Mar 3-4: Butterfly & Garden Festival, Flamingo Gardens  
 Mar 3-4: Las Olas Art Fair, Las Olas Boulevard  
 Mar 3: Dropkick Murphys, Pompano Beach Amphitheater  
 Mar 3: Feeding South Florida March for Hunger 5K, Hollywood Beach Broadwalk, Hollywood, FL  
 Mar 3: Florida Panthers vs. Nashville Predators, BankAtlantic Center  
 Mar 3: Literary Feast 2012: Night of the Literary Feasts, Hyatt Regency Pier Sixty-Six  
 Mar 3: SeaBlue, and Event Benefiting Oceana, W Fort Lauderdale  
 Mar 4: SunTrust Jazz Brunch, Riverwalk  
 Mar 4: Florida Panthers vs. Ottawa Senators, BankAtlantic Center  
 Mar 4: Literary Feast 2012: LitLive! Alvin Sherman Library, Research, and Information Technology Center  
 Mar 7: Roger Hodgson, Hard Rock Live  
 Mar 7: University of Miami Frost Concert Jazz Band, Broward Center for the Performing Arts  
 Mar 8-Apr 1: Death and The Maiden, Mosaic Theatre  
 Mar 8: Jay Leno, Hard Rock Live  
 Mar 9: Eddie Money, Isle Casino Racing Pompano Park  
 Mar 9: Elton John, BankAtlantic Center  
 Mar 9-10: Isle Country Jamboree & BBQ Contest, Isle Casino Racing Pompano Park  
 Mar 10-11: Fairy Doll, Broward Center for the Performing Arts  
 Mar 10-11: Coconut Creek Spring Craft Festival at the Promenade  
 Mar 10: St. Patrick's Day Parade & Festival, Huizenga Plaza and along the Riverwalk to Riverfront  
 Mar 11: The Moody Blues, Hard Rock Live  
 Mar 11: Florida Panthers vs. Carolina Hurricanes, BankAtlantic Center  
 Mar 11: St. Patrick's Day Parade & Festival, Downtown Hollywood  
 Mar 12: Masters of Their Universe, Broward Center for the Performing Arts  
 Mar 13: Florida Panthers vs. Toronto Maple Leafs, BankAtlantic Center  
 Mar 14: Experience Hendrix Tribute Tour, Hard Rock Live  
 Mar 14: Dudu Fisher, Broward Center for the Performing Arts



Mar 15-18: Dania Beach Marine Flea Market, Dania Jai Alai  
Mar 15: Florida Panthers vs. Boston Bruins, BankAtlantic Center  
Mar 16-17: Tony Bennett, Hard Rock Live  
Mar 17-18: Jazz in the Gardens, Sun Life Stadium  
Mar 17: Florida Panthers vs. Buffalo Sabres, BankAtlantic Center  
Mar 17: Lord of the Dance, Broward Center for the Performing Arts  
Mar 17-18: Coral Springs Festival of the Arts  
Mar 20: Oscar D'Leon, Hard Rock Live  
Mar 20: President Bill Clinton, Broward Center for the Performing Arts  
Mar 22: George Lopez, Hard Rock Live  
Mar 23: Florida Panthers vs. Edmonton Oilers, BankAtlantic Center  
Mar 25: Blondie, Hard Rock Live  
Mar 25: Florida Panthers vs. New York Islanders, BankAtlantic Center  
Mar 27: Broadway Goes to the Movies, Broward Center for the Performing Arts  
Mar 29-Apr 8: Cirque Dreams presents Pop Goes the Rock, Hard Rock Live  
Mar 29-Apr 1: Disney on Ice: Toy Story 3, BankAtlantic Center  
Mar 30: Wine & Culinary Celebration, Museum of Discovery & Science  
Mar 31: Florida Derby, Gulfstream Park Racing & Casino  
Mar 31: New Times Original Beerfest, Huizenga Plaza

Sunny wishes,



Nicki E. Grossman  
President

greater  
FORT LAUDERDALE  
CONVENTION & VISITORS BUREAU  
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