



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 8 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 9 from 12-7pm, with the parade starting at 1pm in downtown Hollywood. <http://www.stpatricksparade.com>.

JANUARY STATS

Growth in hotel occupancy continues (for the past 50 months) with the highest January occupancy rate on record.

GREATER FORT LAUDERDALE AVERAGE HOTEL OCCUPANCY		
January 2014	January 2013	% Change
83.2%	80.1%	+3.8%
GREATER FORT LAUDERDALE AVERAGE HOTEL DAILY RATE		
January 2014	January 2013	% Change
\$150.11	\$141.37	+6.2%

TOURISM MEANS JOB\$

Shooters reopened in Fort Lauderdale employing nearly 200 people.

AWARD-WINNING CVB

The GFLCVB is the proud recipient of two gold HSMAI Adrian Awards, in the "Special Event" and "Marketing Program Consumer" categories, for the Goodbye Chilly, Hello Sunny events held in New York, Chicago and London in 2013.

GREATER FORT LAUDERDALE WARMS UP CHICAGO

The CVB team, along with Starmark and M Silver, gave Chicagoans a beach day on Feb 19 on Michigan Avenue, next to the Tribune Tower, giving away free sunglasses, ice scrapers, along with a chance to win a Greater Fort Lauderdale vacation. Sports fans were excited to meet the Blackhawk Ice Crew, Tommy Hawk and former NHL star, Tony Esposito, while snapping photos in front of ice blocks with bikinis suspended inside and enjoying live beach cam views on a giant plasma screen. The beach mobile was onsite with swimsuit models interacting with the crowd.

Broadcast coverage included [WGN Chicago](#), [CBS2 Chicago News](#), and [ABC7 Chicago News](#). And local coverage in the [Sun-Sentinel](#). To check out the video of our team in Chicago [click here](#). You can also view the photos on our Facebook page [here](#). Next stop on the Hello Sunny Tour: Sao Paulo, Brazil, April 29.

SAVE THE DATE: NATIONAL TOURISM APPRECIATION DAY, MAY 8

Reserve your seat for National Tourism Appreciation Day luncheon on **Thursday, May 8** at the Broward County Convention Center and celebrate the importance of tourism. \$35pp. RSVP now to Kim kcanter@broward.org. Remember to get your red outfit ready.



SUMMER SAVINGS: 2-FOR-1 OFFERS

Attractions, cultural activities, spas, golf courses, and dive operators are participating in the **2014 Summer Savings** program by offering 2-for-1 offers to help increase business May 1 through September 30, 2014. The CVB's online summer program promoting these values will reach millions of in-state and out-of-area consumers and is FREE to participate. [Click here](#) to sign up. Deadline is Friday, Mar 7. To see past participants, go to <http://sunny.org/summer>. Order 2-for-1 cards for your guests now. Contact Frank at fpadin@broward.org.

MEDIA TRIPS/FAMS

In February, Jessica Savage arranged destination video shoots for Copa Airlines In-flight programming, as well as for Brand USA to be distributed to the UK market. She recently attended media receptions in New York City and Toronto and will be attending ITB in Berlin to meet with German-based media to promote Greater Fort Lauderdale. This month, journalists with Examiner.com, as well as Jomal de Turismo and Huit Magazine from Brazil will be visiting the destination on individual press trips.

IN THE NEWS

Greater Fort Lauderdale was featured in Fox News' talk show Fox & Friends last month as one of the country's top romantic weekend getaways. [Click here to view](#). You can also check the March issue of Virtuoso Life with coverage on Greater Fort Lauderdale from a recent press trip. [Click here to view](#). DailyXtra.com featured "spring break" ideas for LGBT travelers including Greater Fort Lauderdale in the round of top 5. [Click here to view](#). And ShermansTravel.com did a piece on Fort Lauderdale's Best Bites. [Click here to view](#).

MARCH GROUP SALES UPDATE

Groups meeting in March will generate more than \$12.9 million to Broward County. Groups include:

- Mar 3-6: HJ Sims Annual Meeting (250 attendees)
- Mar 6-10: Wicked Book Weekend (300 attendees)
- Mar 7-15: 31st Annual Int'l Seminar on Primary & Secondary Batteries (600 attendees)
- Mar 8-17: National Comprehensive Cancer Network Annual Conference (898 attendees)
- Mar 9-12: RB&D AE/CMM National Meeting (450 attendees)
- Mar 9-15: ICA National Conference 2014 (350 attendees)
- Mar 11-18: A&S Building Systems 2014 National Meeting (200 attendees)
- Mar 13-17: Jazz in the Gardens (1000 attendees)
- Mar 13-22: Teaching Academic Survival Skills (200 attendees)
- Mar 14-21: Money Laundering.com Conference (800 attendees)
- Mar 17-23: Southeastern Section of the American Urological Assn (500 attendees)
- Mar 17-24: Fort Lauderdale Collector Car Auction (2000 attendees)
- Mar 18-23: Ceco Industrial Metal Building Supplier Partnership Forum (375 attendees)

Mar 19-20 ICSC 2014 South Florida Idea Exchange (500 attendees)
 Mar 20-23: Gold Coast BBYO Spring Convention (220 attendees)

CONVENTION SALES TEAM UPDATE

The convention sales team recently participated in CSPI Annual Meeting/ DMAI's Destination Showcase in Washington, DC; FSAE AAC Meeting/ Xsite Tradeshow in Tallahassee; MPI Northern California Chapter Annual Meeting & Sales calls in San Francisco; GFLCVB Hello/Meet Sunny Chicago Mission & Client Event; Xchange MICE at sea; MPI European Meetings & Events Conference in Istanbul, Turkey; Potomac Chapter of MPI MACE 2014 in Washington, DC and GFLCVB DC Area Destination Preview.

TOURISM SALES

In February, Fernando Harb joined the CVB team in Chicago for the Hello Sunny Tour. He also attended ANATO in Bogota, Colombia. ANATO is the Colombian Association of Travel Agencies annual professional conference including Colombian leading travel agencies, tour operators, wholesalers and media representatives. Erick Garnica joined Jessica Savage to host and assist with the filming of a GFL inflight video that will run in May on Copa Airlines as well as photography that will be feature in the airline's flight magazine. The video and print ads will showcase Greater Fort Lauderdale's nature, shopping, beaches, and arts and entertainment to Panamanian and other Latin American travelers. Copa Airlines is set to launch new nonstop flight service from Fort Lauderdale to Panama in July.

Josh Winston attended The Well-Being Travel Symposium, conducted by American Marketing Group/Travel Savers in Las Vegas. The show was attended by agents and suppliers working to develop wellness and medical travel as a new market initiative. Additionally, he conducted a destination preview for MAST Travel Association, looking to come to GFL from Chicago for next year. Justin Flippen, along with members of the Broward County Cultural Affairs Division, hosted Broward 100 consultant Dan Fenton with the Strategic Advisory Group for site visits and meetings with stakeholders on the planning of Broward County's year-long centennial celebration set to begin in October. Justin also represented the CVB at the Pride Center at Equality Park's fundraiser, "Evening in Paradise – CARNAVAL," in Wilton Manors.



INTERNATIONAL OFFICE

The GFLCVB UK, Ireland & Scandinavia trade team attended Ferie for Alle in Herning on behalf of Florida's beaches. The show had a high footfall, with a good level of interest in Greater Fort Lauderdale from both consumers and trade. The PR team is busy working on the annual Hills Balfour UK Regional Roadshow. This year, the team will be visiting Edinburgh and Glasgow, London, Brighton and Dublin to meet with key media contacts and share the latest news from the county.

AIRPORT AND CRUISE PORT UPDAGE

Total traffic for December 2013 was 2,224,322, up 3.3% over 2012. Domestic traffic was up .7% and international traffic was up 18.5%. The outlook for 2014 is very optimistic. The reduction in capacity by the Southwest/AirTran merger will begin to stabilize. JetBlue will add several new international routes in May with service to Montego Bay, Jamaica; Punta Cana, Dominican Republic; and Port of Spain, Trinidad and Tobago. Norwegian Air Shuttle will increase service with an additional flight to Copenhagen this month. FLL will then have daily service from Scandinavia. In July, Norwegian will begin the much anticipated service from London. Copa Airlines will begin service to FLL from Panama City, Panama in July 2014.

Air-sea travelers will find Port Everglades even more convenient when a second runway at neighboring Fort Lauderdale-Hollywood International Airport (FLL) opens September 2014. The new 8,000-foot runway will help improve flight times and reduce delays at FLL. In addition, FLL's Terminal 4 will expand from 10 to 14 gates, with increased concession choices for passengers. The number of cruise passengers is expected to reach 4 million during 2014. More than 23 million passengers passed through FLL in 2013, and which an estimated 15 percent was for a cruise out of Port Everglades. FLL is ranked 21st in the U.S. in total passenger traffic and 13th in domestic origin and destination passengers, with more than 300 departure and 300 arrival flights a day.

ECONOMIC ENGINE PERFORMANCE REPORT

The Port Everglades Association presents The Sixth Annual Economic Engine Performance Report March 28, at the Broward County Convention Center. Get an up-to-date look at Broward County's Economic Engines. Keynote speakers include Port Everglades Director, Steve Cernak, County Aviation Director, Kent George and CVB CEO, Nicki Grossman. [Click here for more information.](#)

LGBT SALES

Richard Gray is preparing to attend ITB (in the ever so fabulous Pink Pavilion), partnering with Visit Florida to host an LGBT reception and continuing to work on LGBT Group and Sporting business and some potential new event business. He also attended the Hello Sunny event in Chicago with the CVB team.

SPORT LAUDERDALE

Sports will host over 30 events in March with more than 17,500 attendees Highlighting: ACHA College Hockey Nationals at the Florida Panthers ICEDEN; Twisters Gymnastics Invitational at the Broward County Convention Center; USA Diving Regional Championship at the Fort Lauderdale Aquatic Complex; Run or Dye run at Vista View Park; USTA Girls and Boys 12 Sectional Championships at the Jimmy Evert Tennis Center; Dig the Beach Volleyball on Fort Lauderdale Beach.

OFFICE OF FILM & ENTERTAINMENT

Noelle Stevenson attended Pollstar trade show in Nashville as well as met with key music video producers and artist managers during that week. Over 1,000 music industry professionals attend this annual event.

Film Permits were issued for the following productions in February 2014: **TV Series:** Food Truck Face Off; Four Weddings; Graceland-Season 2; Hoke TV Pilot; Lake Point Tower; Mission Makeover; Psychic Matchmaker; South Beach Tow; The Cruise; Untitled Diary Project; Wake Up Call; Yacht Broker; Panorama de las Americas TV Show - COPA Airlines. **TV Commercials:** Flash Sales; LP Media; Milt Commercial; nTelos; Sears of Canada; Skechers; Sony; We Are Not the Neighbors. **Still Photography:** 595 Dance Session; Babies R Us/Toys R Us; G4 Aircraft; Exxon; Penwitt Photography; Bianca Zinger Photo Shoot; Self Magazine; South Florida Parenting April cover; Target; White Swan/Jockey Scrubs. **Telenovelas:** En Otra Piel; Cosita Linda; Sangre en El Divan; Reina de Corazones. **Documentaries:** Art of Community; Carb-Loaded: A Culture Dying To Eat; Miles Media/Brand USA Fort Lauderdale Tourism; The Unproduceables; Dr. K and the Exotics. **Feature Film:** A Change of Heart. **Music Video:** Hero – "Stacks."; James Blunt – "Postcards" ("shown here with Milvia Gutierrez from the Crowne Plaza Hollywood Beach, while shooting his video on Fort Lauderdale beach).



ONE HOUSE, ONE ROOF, ONE DONATION

The Fort Lauderdale Historical Society needs your help to put a new roof on the historic King-Cromartie House, one of the county's oldest homes that's still preserved in all its early 20th century glory. [Click here to donate today.](#)

BRUNCH IS SERVED

Blue Moon Fish Co. is now serving a new a la carte brunch with a short menu of delicious dishes every Saturday from 10:30am to 3pm. Find more info here: www.bluemoonfishco.com. Spring Awareness Brunch, a 3-month brunch series, begins Sunday, March 16 from 12:30-3pm at **3030 Ocean** on the terrace of the Fort Lauderdale Marriott Harbor Beach Resort & Spa, overlooking the ocean and featuring live musical entertainment.

GALLERIA AT FORT LAUDERDALE WELCOMES INTERNATIONAL VISITORS

International travelers can take advantage of its first ever SHINE program with incredible incentives from select retailers and delicious dining venues. Area visitors can also take advantage of an exclusive Shop, Stay & Shine promotion in conjunction with Hilton Fort Lauderdale Beach Resort. Now through April 2014, international visitors who show their valid ID at Guest Services will enjoy the retail destination's SHINE Program, which includes one signature Galleria tote bag per family while supplies last and one complimentary signature cocktail at Blue Martini per family. It also includes a coupon book with special offers, including 20% of a purchase of \$125 or more from Guess, 10% off of the total bill from P.F. Chang's and 10% off almost everything in the store from Macy's. Out-of-town guests are also invited to take advantage of an exclusive Shop, Stay & Shine package with Hilton Fort Lauderdale Beach Resort, which includes a special room rate, plus a complimentary full American breakfast and high speed internet access.

WAP! FORT LAUDERDALE'S FIRST COMIC CON

Fort Lauderdale's first large-scale comic book, video game, and pop culture convention comes to the Broward County Convention Center May 9-11. [Click here to read the story behind it.](#)

HAPPENINGS AROUND TOWN

Mar 1-2: 26th Annual Las Olas Art Fair, Fort Lauderdale
Mar 1: Galt Mile Wine & Food Festival, A Seaside Affair, Galt Ocean Mile
Mar 1: Hollywood ArtsPark Experience: New Orleans, ArtsPark at Young Circle
Mar 1: Jennifer Nettles, Hard Rock Live
Mar 1: KID Duck Fest Derby, Esplanade Park, Fort Lauderdale
Mar 1-2: Pride Fort Lauderdale 2014, War Memorial Auditorium
Mar 1: Walk for the Animals, Huizenga Plaza
Mar 4: Justin Timberlake, BB&T Center
Mar 6-Apr 1: A Tribute to Elephants and Other Works, Parker Playhouse
Mar 7: Florida Panthers vs Buffalo Sabres, BB&T Center
Mar 7: The New Revolution at The Starlite Lounge
Mar 7: Zoso The Ultimate Led Zeppelin Experience, Parker Playhouse
Mar 8: Frankie Valli & The Four Seasons, Hard Rock Live
Mar 8: St Patrick's Day Parade & Festival, Huizenga Plaza, Fort Lauderdale
Mar 8: Wicked Book Weekend, Bahia Mar Fort Lauderdale
Mar 9: Florida Panthers vs Boston Bruins, BB&T Center
Mar 9: Hit Parade 2014, Parker Playhouse
Mar 9: St. Patrick's Day Parade and Festival, Downtown Hollywood
Mar 11: Florida Panthers vs Phoenix Coyotes, BB&T Center
Mar 13-16: ModWeekend 2014, North Beach Village
Mar 13: Winterstage Concert Series: Patti LuPone with Seth Rudetsky, Parker Playhouse
Mar 14-16: 2014 Jazz in the Gardens, Sun Life Stadium
Mar 14: Florida Panthers vs New Jersey Devils, BB&T Center
Mar 14: Jim Cullum Jazz Band, Broward Center for the Performing Arts
Mar 14-16: Menopause The Musical, Parker Playhouse
Mar 14: Tony Bennett with Antonia Bennett, Hard Rock Live
Mar 15: Aziz Ansari, Hard Rock Live
Mar 15: Paul Simon & Sting, BB&T Center
Mar 16: Florida Panthers vs Vancouver Canucks, BB&T Center
Mar 21: Goosebumps School Holiday Camp Adventure, Museum of Discovery & Science
Mar 21-30: Margate Chamber Carnival
Mar 22: Dash From The Past 5k Fun Run, Markham Park
Mar 22: Run or Dye, Vista View Park, Davie
Mar 25-Apr 6: American Idiot, Broward Center for the Performing Arts
Mar 25: Florida Panthers vs Ottawa Senators, BB&T Center
Mar 27: Florida Panthers vs Carolina Hurricanes, BB&T Center
Mar 29-30: Dania Beach Arts & Seafood Celebration, Frost Park
Mar 29: Florida Derby, Gulfstream Park Racing & Casino

Best wishes,



Nicki E. Grossman
President

greater
FORT LAUDERDALE
CONVENTION & VISITORS BUREAU
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