



**GET YOUR RED ON: CELEBRATE NATIONAL TOURISM APPRECIATION DAY**

See you next Thursday, May 8 at the Tourism Appreciation Day luncheon at the Broward County Convention Center, as we celebrate the importance of tourism with keynote speaker, Doug Lansky.

**MARCH STATS**

Growth in hotel occupancy continues (for the past 52 months) with the highest March occupancy rate on record.

GREATER FORT LAUDERDALE AVERAGE HOTEL OCCUPANCY		
March 2014	March 2013	
88.2%	88.0%	
GREATER FORT LAUDERDALE AVERAGE HOTEL DAILY RATE		
March 2014	March 2013	
\$160.69	\$153.76	

**TOURISM MEANS JOBS**

Sheraton Suites Cypress Creek has 40 employees and recently went through a hotel renovation.

**GREATER FORT LAUDERDALE SHARES SOME HAPPINESS IN SÃO PAULO, BRAZIL**

A typical weekday morning on Avenida Paulista became a swirl of song and dance on April 29 with HELLO SUNNY flash mobs surprising Brazilian commuters. Choreographed to Pharrell Williams's song Happy, dancers and brand ambassadors distributed free Hello Sunny sunglasses with promo cards to win a Shop and Beach Getaway in Greater Fort Lauderdale. [Click here to see the video!](#) A "Shop and Play Beach Mobile" circled the streets of Sao Paulo, branded with destination messaging and showcasing Sawgrass Mills, Macy's, Las Olas Boulevard and The Galleria. Photos and videos shared by onlookers have already made their way into social media sphere. Next stop on the tour: Washington D.C.



**2-FOR-1 SAVINGS: FOR THE LOVE OF SUMMER**

Visit <http://sunny.org/summer> to view more than 30 special summer two-for-one deals available now through Sept 30. Thanks to our many hospitality industry partners for offering 2-for-1 experiences from arts and entertainment to transportation and spa to stimulate summer visitation. The summer program is supported by a robust media plan, including digital and print. Look for summer TV spots launching next week on morning and evening news, plus finales of The Amazing Race, Survivor, The Voice, Glee, Shark Tank and Dancing with the Stars. And billboards in West Broward, Orlando and Tampa. Summer Savings cards will be available for distribution to your summer guests. Email Frank [fpadin@broward.org](mailto:fpadin@broward.org) to order a supply of cards.

**VACATION LIKE A VIP**

Exclusive Greater Fort Lauderdale 'Vacation Like A VIP' packages are available through September 30 at participating Lauderdale Luxe Collection hotels and offer 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 Villaggio Ristorante. For details on the Vacation Like a VIP program, valid May 1 through September 30 with a two-night minimum stay and a list of participating Luxe properties, visit <http://sunny.org/vip>.

**SPECIAL RECOGNITION**

Congratulations to our own Stacie Faulds and Sophia Jones, who celebrated 20 and 25-year anniversaries, respectively, of service to Broward County. And hats off to Lisa Scott-Founds of Seminole Hard Rock Winterfest Boat Parade, who was honored last month for her contribution to the growth and development of Riverwalk Park and downtown Fort Lauderdale.



**BROWARD 100 – MEDIA LAUNCH**

As Broward County gears up to celebrate its centennial year in October 2014, you are invited to the kick-off press conference, Friday, May 9 at the Miramar Multi Service Complex at 2pm. Learn about the four cornerstones associated with the year-long celebration, and you and your business can get involved.

**CELEBRATE WITH MOM**

Offering something special for Mother's Day? Let us know (quickly). We've compiled special offers at <http://sunny.org/mom>, which will be shared through social media. Submit Mother's Day and Father's Day (and even Memorial Day) activities through your partner login at <http://sunny.org/partnerlogin>. Be sure to select the appropriate coupon category. If you have questions, please contact Justin: [jflippen@broward.org](mailto:jflippen@broward.org).

**MAY GROUP SALES UPDATE**

Groups meeting in May will generate more than \$11.7 million to Broward County. Groups include:

- May 1-3: Koglin Viagens (600 attendees)
- May 1-4: Beyond Leather (500 attendees)
- May 1-6: National Gay Pilots Association Annual Conference (200 attendees)
- May 2-10: Manhattan Associates, Inc. Annual Global Customer Conference (1500 attendees)
- May 5-8: The Mike Ferry Organization (450 attendees)
- May 6-11: Enterprise IT Leaders NA Spring Peer Forum (215 attendees)
- May 6-11: Taxicab, Limousine & Paratransit Association Conference & Expo (250 attendees)
- May 7-9: Florida Remediation Conference (200 attendees)
- May 7-12: BeachBear Weekend (500 attendees)
- May 10-16: Furniture First 2014 Annual Symposium (300 attendees)
- May 13-16: National Association of Healthcare Access Management 40th Annual Conference (600 attendees)
- May 18-23: The Legend Group (350 attendees)
- May 22-28: Anniversary Fetish Weekend (600 attendees)
- May 25-June 3: Face & Body Art Int'l Annual Conference (750 attendees)
- May 28-31: Learning Systems Institute, Florida State University (700 attendees)
- May 28-31: Millionaire Mind Intensive (600 attendees)
- May 29-31: Apple Education Latin America Leadership Summit (200 attendees)

May 29-June 1: FortuneBuilders – Real Estate Insiders Summit (200 attendees)

#### MULTICULTURAL BUSINESS DEVELOPMENT

Angella Lopez travels to Austin, TX May 6-7 to attend the RCMA Conference and secure more religious conference and meetings to the destination. May 13-16 Albert Tucker will be in Washington DC for the Hello Sunny consumer event and sales calls. Valerie Troutman is on track to making the 2014 Family Reunion season the highest on record. The Unifirst Cultural Experience and music festival takes place on May 18 at Lauderdale Lakes Vincent Torres Park. The Kinfolks SoulFood Festival will have more than 8 national acts and food at the Central Broward Regional park on May 24.

#### TOURISM SALES

In April, Fernando Harb and Erick Garnica traveled to Chicago for International Pow Wow – the travel industry's premier marketplace and the largest generator of travel to the U.S.– for three days of appointments with international and domestic buyers. Fernando traveled to Sao Paulo, Brazil, where he attended World Travel Market and led the Hello Sunny media/tour operator reception and consumer flash mobs. Josh Winston attended Cruise3sixty, produced by Cruise Lines International Association (CLIA), at the Broward Convention Center. Justin Flippen joined Dawson Pritchett from Sports Development at the International Gay Polo Tournament at the Grand Champions Polo Club in Wellington. He joined the Business for the Arts of Broward cultural tour of Broward County sponsored by the Greater Fort Lauderdale Alliance and the Broward County Cultural Division. Justin continues to work alongside the Broward County Cultural Division on the planning of the Broward 100 year-long centennial celebration, running October 2014 - October 2015.



#### LGBT SALES

Richard Gray participated in an HSMIA South Florida panel discussion on reaching the LGBT traveler in April. He will attend the International Gay & Lesbian Travel Associations (IGLTA) annual Convention in Madrid, May 6-11, where he will be doing an onstage interview with David Scowhill, President & CEO of the World Travel & Tourism Council. Richard will also attend the Hello Sunny consumer event in Washington DC, May 15. Greater Fort Lauderdale welcomes the National Gay Pilots Association and BeachBear Weekend May 7-11. Through extensive sales and marketing outreach, Richard has secured the first annual Gay Days Fort Lauderdale, in November 2014, with 25,000 attendees expected and huge long-term growth potential.

#### SPORT LAUDERDALE

Sports Development will welcome over 20,000 athletes, coaches, and families in May...with events such as the YMCA Diving Nationals at the Fort Lauderdale Aquatic Complex, the North American Chinese Basketball Association Basketball Tournament in Davie, the EVP Beach Volleyball series on Fort Lauderdale Beach, the Wings for Life Run in Sunrise, and the Florida High School Rodeo Finals at Bergeron Rodeo Grounds.

#### A TASTE OF SOUTH FLORIDA

The Orange Bowl Impact and Excellence (OBIE) Awards: A Taste of South Florida Presented by Florida Blue and Supported by Publix will take place on May 30 at the Broward Convention Center. This year the OBIEs will be a culinary experience headlined by a group of celebrity chefs and outstanding restaurants, with special recognition to those who share Orange Bowl's values in giving back to the South Florida community. For a list of all participating chefs and restaurants, or to purchase VIP or general admission tickets, please visit [www.orangebowl.org](http://www.orangebowl.org) or call 305-341-4701.

#### OFFICE OF FILM & ENTERTAINMENT

Noelle Stevenson partnered with the LMGA (Location Manager's Guild Award show) in LA, where she showcased the OFE reel to key location managers at the awards show. The winner for best feature film location manager was Ilt Jones for Iron Man 3, which was partially filmed in Broward. The Tortuga Rock the Ocean music festival on Fort Lauderdale beach was a success in year two, with increased attendance from the drive and national market. **Film Permits were issued for the following productions in April 2014: TV Series:** Graceland-Season 2; Beachfront Bargain Hunt; I'd Kill for You; Island Hunters; Psychic Matchmaker; Take Paws. **TV Commercials:** BMX Bike Lightning; Club Penguin; Jaguars; Joe DiMaggio Children's Hospital; Michael Kors; VW. **Still Photography:** Belk 4th of July Sale; Burlington; Epi-Pen; ESSO; Family Fun Magazine; Frontgate; George at Asada; GFLCVB Summer Campaign; JD Williams Casual Wear; Men's Lifestyle Test Shoot; People Country Magazine Cover Shoot; Porsche; Pure Protein Bars; Sunrise Swimsuit Meetup; New Era Cap Co.; Venus Fashion Shoot; Wal\*Mart. **Telenovelas:** En Otra Piel; Sangre En El Divan; Reina de Corazones. **Documentaries:** Vind Mijn Familie (Long Lost Family); The Ultimate Fighter 20. **Music Video:** T-Dogg - Jesus Is Real. **Feature Film:** Drag Hell-Zombies. **Other:** Bonk; News Feature on Air Banner Advertising; One Love. **Web:** Astellas Pharma.



#### AIRPORT UPDATE

Total passenger traffic for the month of February was 1,998,069, up .9% over February 2013. JetBlue Airways will launch a new route to Pittsburgh International Airport (PIT) on October 29, 2014. JetBlue currently operates 26 nonstop routes out of FLL, with five more new routes already announced to begin in 2014/15. On May 1, JetBlue will add three new nonstop routes from FLL to Montego Bay (Jamaica), Port of Spain (Trinidad and Tobago) and Punta Cana (Dominican Republic). Next year, the airline also intends to launch a nonstop route to Albany, NY.

#### INTRACOASTAL WATERWAY DOCK OPENING

Deerfield Beach celebrates the opening of its new dock at Deerfield Island Park with a ceremony on Thursday, May 22 at 10am at the City of Deerfield Beach's Sullivan Park, located at Riverview Road and the Intracoastal Waterway. RSVP before noon on Monday, May 19 to [cybaker@broward.org](mailto:cybaker@broward.org).

#### HAPPENINGS AROUND TOWN

Through September 30: Summer Savings: 2-for-1 Offers <http://sunny.org/summer>  
 Through May 5: Fleet Week, Port Everglades  
 Through May 11: Ghost, Broward Center for the Performing Arts  
 Through May 18: Sailing the Air: Aeronautics in Fort Lauderdale, New River Inn  
 Through May 31: Rocky Mountain Express, Museum of Discovery & Science  
 May 2: Carlos Santana, Hard Rock Live  
 May 3-4: Asian-Pacific American Heritage Celebration, Museum of Discovery & Science  
 May 3: EVP Fort Lauderdale FL Pro, Fort Lauderdale beach  
 May 3: Heroes in Recovery 6K Run/Walk, Tradewinds Park  
 May 3: Knowing Home: The Places that Belong to Us, Parker Playhouse  
 May 3: March of Dimes March for Babies Broward, Nova Southeastern University  
 May 3: Plaster Art Gallery - GRAND OPENING, Hollywood  
 May 3: Spring Bash Swim Party, Caporella Aquatic Center  
 May 3: Band of Skulls with SACCO, Revolution Live  
 May 4: Jason Boham's Led Zeppelin Experience, Hard Rock Live  
 May 4: Lady Gaga, BB&T Center  
 May 4: Spring Ballet Gala, Broward Center for the Performing Arts  
 May 4: Wings for Life, BB&T Center  
 May 5: South Florida Symphony Presents Murder in the Chamber, Josephine S. Leiser Opera Center  
 May 7: Ghost with King Dude, Revolution Live  
 May 7-11: Becoming Dr. Ruth starring Debra Jo Rupp, Parker Playhouse  
 May 8: You Me At Six with Deaf Havana, Revolution Live  
 May 10: Earl Sweatshirt, Revolution Live  
 May 10: Brazilian Voices presents Rhythm, Broward Center for the Performing Arts  
 May 10: Festival d'Haiti, Broward County Miramar Library  
 May 10: The Color Run 5k, Huizenga Plaza  
 May 10: Things Mama Used to Say – Book Signing, African American Research Library  
 May 12: South Florida's Water Past and Future, New River Inn  
 May 13: Steve Trash, Parker Playhouse  
 May 14-17: Pompano Beach Fishing Rodeo  
 May 14: Tribute to Stan Getz, Broward Center for the Performing Arts  
 May 15: The Bloody BeetRoots, Revolution Live  
 May 15: Book Talk: Senior Centers Can Enhance the Quality of Life for Older Adults, Broward Library  
 May 15: Gipsy Kings with Ole' Noys, Hard Rock Live  
 May 15-17: Thais, Broward Center for the Performing Arts  
 May 16: 1000 Places to See Before You Die With Patricia Schultz, Broward Library  
 May 16: Lady Antebellum, Hard Rock Live  
 May 16: Spring Concert: Sound Sense, Broward Center for the Performing Arts  
 May 16-18: Spring Into Summer Block Party Weekend Event, Sky Zone Fort Lauderdale  
 May 17: Cher: Dressed to Kill Tour, BB&T Center  
 May 17: Fifth Annual Covenant House Florida 5K on A1A, World Famous Parrot Lounge

May 17: Grind for Life Skateboarding Contest, Ramp 48 Skatepark  
May 17: Pepe Aguilar, Hard Rock Live  
May 17: Sounds of Haiti with Romel Joseph! Broward Center for the Performing Arts  
May 23: Forces and Matter School Holiday Camp Adventure, Museum of Discovery & Science  
May 23-24: Michael Jackson: The Immortal World Tour by Cirque du Soleil, BB&T Center  
May 23: Riverwalk Burger Battle V, Huizenga Plaza  
May 24: Kinfolks Soul Food Festival, Central Broward Regional Park  
May 25: Israeli Dance Festival, Broward Center for the Performing Arts  
May 28: Crohn's and Colitis Foundation of America's Comedy Night with Paul Mecurio, Improv Comedy Club  
May 28: Digitour 2014, Revolution Live  
May 29: Neon Trees, Revolution Live  
May 30: OBIE Awards: A Taste of South Florida, BCCC

Best wishes,



Nicki E. Grossman  
President

greater  
FORT LAUDERDALE  
CONVENTION & VISITORS BUREAU  
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