



### SEPTEMBER NUMBERS

Growth in hotel occupancy continues (for the past 46 months), with the highest September since 2005.

GREATER FORT LAUDERDALE AVERAGE HOTEL OCCUPANCY		
September 2013	September 2012	% Change
60.2%	58.8%	+2.4%
GREATER FORT LAUDERDALE AVERAGE HOTEL DAILY RATE		
September 2013	September 2012	% Change
\$92.57	\$89.70	+3.2%

### TOURISM MEANS JOBS

The Hyatt Regency Pier Sixty Six strives to make a brighter future for all 280 associates with their continued commitment to new innovations and enhancements to the property.

### NOMINATE & SAVE THE DATE: Sunsational Service Courtesy Awards, Dec 5

We need your nominations for the 2013 SUNsational Service Courtesy Awards! We will recognize the front line hospitality employees who go above and beyond at a special holiday luncheon, Thurs, Dec 5 at the Broward County Convention Center. As we strive to provide SUNsational Service to Greater Fort Lauderdale visitors, we invite you to submit a nomination to recognize the most helpful, courteous hospitality industry employees - valet, lifeguard, bellman, housekeeper, taxi driver, server, baggage handler, reservationist, etc. [Click here](#) for the nomination form. **Remember to submit nominations to Kim [kcanter@broward.org](mailto:kcanter@broward.org) or fax (954) 765-4117 by Thursday, November 7.**



### HELLO SUNNY WELCOME BILLBOARD

We now have an official Hello Sunny welcome billboard on I-95 at the Florida/Georgia state line, which will be up all year. If you know anyone driving down, tell them to take a photo (but not while driving) and we will send you Hello Sunny sunglasses.

### IN CASE YOU MISSED IT

The Greater Fort Lauderdale 2014 Marketing Plan Presentation was covered in the [Sun Sentinel](#), [Travel and Tour World](#), [International Meetings Review](#), [Marketing Daily](#) and in [TravelPulse](#).



### "THE BEACH LOOKS GOOD ON YOU" ROADSHOW

In January 2014, the GFLCVB will bring a warm hug to New Yorkers with "The Beach Looks Good on You." This consumer event during the week leading up to Super Bowl XLVIII, will take over Grand Central Station Vanderbilt Hall in NYC bringing the beach, with huge screens of the live beachcam, giant sunglasses for photo ops, ivideos for social media sharing, solar-powered charging stations for mobile devices, vending machines dispensing free 'Hello Sunny' sunglasses when consumers tweet a #hellosunny hash tag and lots more. Partnering with Jet Blue Airways, Greater Fort Lauderdale trip getaways will be given away every hour at Grand Central. After the one-day event, the entire display moves to JetBlue Airways JFK Terminal 5 in New York for one week, through Super Bowl Monday.

Greater Fort Lauderdale branding in NYC continues with billboards at Times Square and near the Lincoln Tunnel to 'feel the warmth' as Super Bowl fans head to the stadium for the Big Game. Hello Sunny heated bus benches around Grand Central, advertising on TV, newspaper, magazine and digital in the tri-state area, hundreds of branded taxi tops, and pedi-cabs wrapped with beach scenes offering free rides will drive the message home. Metro North rail platform advertising will reach Connecticut and Westchester commuters. This year's plan expands the GFLCVB's guerilla marketing globally with "The Beach Looks Good on You" road show to Chicago (Feb. 2014); Washington, DC (March 2014); and São Paulo (April 2014).

### DINE OUT LAUDERDALE

One more week remains to experience the culinary greatness in Greater "Fork" Lauderdale during Dine Out Lauderdale. Special \$35 three-course dinner menus at 40 top Broward restaurants through Nov 7. Visit <http://sunny.org/dineout> for participating restaurants and their Dine Out menus.

### HOLIDAY SPECIALS

To help visitors and locals who are looking for Thanksgiving & holiday specials, we are inviting you to submit your Thanksgiving menus, holiday offers or packages to Justin [jflippen@broward.org](mailto:jflippen@broward.org). We will feature your offers on [sunny.org/thanksgiving](http://sunny.org/thanksgiving) and promote on Facebook.



### MEDIA CORNER

Jessica Savage attended the VISIT FLORIDA Media Reception in Los Angeles meeting with dozens of Southern California based media including: *Trekaroo*, *Association News*, *Variety*, *Washington Times*, *Amazing Race Producer*, *Examiner.com*, *Sports Travel Magazine* and more. The Greater Fort Lauderdale CVB team is hosting an international media press trip in cooperation with the Fort Lauderdale International Boat Show with media representing *Robb Report*, *Virtuoso Life*, *Zink Magazine*, *Reforma* (Mexico), and *O'Globo* (Brazil).

### FOODIE MEDIA FAM

Coming in November, the GFLCVB communications team will welcome travel and food writers from Canada for a "Foodie Fam" with VISIT FLORIDA. Media representing top Canadian media outlets include: *National Post*, *TravelIndustryToday.com*, *Canadian Gardening*, *Style at Home*, *Canadian World Traveller*, *Xtra*, *Forever Young*, *Town Crier*, *Toronto Today*.

### NOVEMBER GROUP SALES UPDATE

Groups meeting in November will generate more than \$10.4 million to Broward County. Groups include:

Nov 1-2: USANA Health Sciences 2013 (175 attendees)

Nov 2-5: Conference for the Society for the Study of Human Development (118 attendees)

Nov 2-6: Kellogg Company Sales Leadership Meeting (500 attendees)  
 Nov 4-9: Florida Atlantic University TED Conference (260 attendees)  
 Nov 4-10: Northstar Travel Media 2013 Fall Cruise World (310 attendees)  
 Nov 4-17: American Academy of Anti-Aging Medicine 2013 Fellowship (192 attendees)  
 Nov 5-10: Southern Thoracic Surgical Associates (275 attendees)



#### TOURISM SALES

In October, Fernando Harb attended the LaCita Trade Show at the Broward Convention Center. La Cita de las Americas, a three-day forum for travel industry professionals, held its first marketplace in Fort Lauderdale. Fernando and Erick Garnica conducted a site inspection of the Hollywood Beach Resort as well as attended the Greater Fort Lauderdale Alliance's International Action Team meeting.

Erick attended World Routes in Las Vegas, the largest Routes event to date, attracting almost 3,000 high profile delegates from more than 100 countries worldwide, and marked the 1st time any Routes event has been held in the USA. The Routes business is focused entirely on aviation route development the company organizes and operates world-renowned airline and airport networking events through its regional and World Route Development Forums. Josh Winston attended the Canadian Travel XChange in Toronto, Montreal, Calgary, and Vancouver. Josh was also in Baltimore at PTNA (Professional Travel Agents of North America) whose mission is to provide an educational forum and networking opportunities for travel professionals, facilitate strong relationships with travel partners, and promote domestic and international travel. Raquel Flores assisted the team by conducting a Travel Impressions FAM showcasing the destination to one of the nation's largest leisure tour operators.

#### HAPPY 100 BROWARD!

Justin Flippen continues to represent the CVB on the Broward Centennial project, Broward100, a collaborative effort of Broward County, the CVB, and other community organizations to celebrate the county's 100th anniversary in 2015.

#### FLYING HIGH

Scandinavian low-cost carrier Norwegian Air Shuttle announced plans for Fort Lauderdale service to London's Gatwick Airport starting July 4. It will be the first regular London service from FLL since 1998. JetBlue will launch Fort Lauderdale service to Lima, Peru in November and Port-au-Prince, Haiti in December.



#### PORT EVERGLADES

Port Everglades and public officials welcomed Princess Cruises' new Royal Princess to the South Florida cruise port last month and presented Captain Tony Draper with traditional plaques and keys to Broward County and the Cities of Fort Lauderdale and Hollywood. The new 141,000-ton, 3,600-passenger Royal Princess, the first of two new-generation ships for Princess built by Italy's Fincantieri shipyard, made her U.S. debut last month at Port Everglades. Royal Princess will sail to the Eastern Caribbean every Sunday from Port Everglades through the end of April 2014.

#### SUNSATONAL PORTERS

Porters at Port Everglades Train for First-Class Customer Service: More than 800 cruise ship baggage handlers from the International Longshoremen's Association (ILA) Local #1526 are completing a customized customer service training course in preparation for the 2014 cruise season at Port Everglades. The course teaches customer service excellence, and is designed specifically for porters at Port Everglades and taught by ILA members.

#### LGBT SALES

The IGLTA Summit at the Hilton Fort Lauderdale Beach was a great success with a reception at S3. Chill Wine Lounge hosted a reception for the IGLTA Foundation's launch of "Check-Out for Good." with Fort Lauderdale as the premier city. In November Richard Gray will attend World Travel Mart in London and will be making a presentation...an LGBT Destination Success Story. He will also be attending the World Travel & Tourism Council's reception (WTTTC) as the global LGBT representative.

#### WORLD AIDS MUSEUM

On Nov 7, Magic Johnson will be honoring the World Aids Museum at their pre-opening reception in Wilton Manors. [www.worldaidsmuseum.com](http://www.worldaidsmuseum.com). Greater Fort Lauderdale will have the first World Aids Museum, with a scheduled December opening. Also in November, Richard will be attending an LGBT meeting with Wilton Manors Council and making a presentation on LGBT tourism. The Westin Fort Lauderdale Beach will be the host hotel for Community Marketing's 14th International Conference on Gay & Lesbian Tourism, December 11-13. You can register online at [www.communitymarketinginc.com](http://www.communitymarketinginc.com).



#### SPORTS HALL OF FAME

Congratulations to the Class of 2013 who were inducted into the Sports Hall of Fame this past week. Inductees include: Horatio "Bennie" Blades: Football; Walter Dix: Track and Field; Jobie Hughes: Soccer; Mike Mularkey: Football; Sharon Robb: Sports Media; and John Webb: Sports Development. [Click here to read bios.](#)

#### SPORT LAUDERDALE

Sports Development welcomes over 28,500 athletes, coaches, and families, attending events such as: the Brazil vs Honduras Soccer Game at Sun Life Stadium, the NPC National Bodybuilding & Fitness Championships at the Broward Center, the Thanksgiving Hockey Tournament at the Saveology Iceplex in Coral Springs, and the SE Circuit Rodeo Finals at Bergeron Rodeo Grounds in Davie.

#### GRIDIRON GRILL-OFF FOOD, WINE & TAILGATE FESTIVAL

John Offerdahl hosts the Gridiron Grill-Off Food, Wine & Tailgate Festival on Nov 9, where celebrity, competition & charity collide! 25 legendary Dolphin football players team up with Broward County's best chefs as fans eat, drink, vote & compete in the Great Gridiron at the Pompano Beach Amphitheatre from 1-5pm. [Get your tickets here.](#)



#### PRO FOOTBALL LEGENDS GOLF CLASSIC

Kick off Super Bowl festivities when the Pro Football Legends Golf Classic with Hall of Famers and current professional football players come to Greater Fort Lauderdale January 20-22 at the Grande Oaks Golf Club and Jacaranda Golf Club benefiting the Children's Diagnostic & Treatment Center. Play golf with a legend or legend in the making. Call 4 Destinations & Events, LLC at (561) 777-5655 for details.

#### OFFICE OF FILM & ENTERTAINMENT

During the Fort Lauderdale International Boat Show, Lauderdale Live presents Party in Paradise aboard the MIA SF Aqualounge from 3-6pm, featuring an exclusive concert by recording artist Jackopierce. \$10 per person at the boat. [Click here for more info.](#) Lauderdale Live comes to Fort Lauderdale Dec 6-8. <http://lauderdalelivemusic.com>. **Film Permits in October 2013:** TV Series: Mission Makeover; Top Gear; Relatos; South Beach Tow; Take Paws; AM Tonight/Drag Queens VS Princess; CNBC; Drowning in Sunshine; Justified. **TV Commercials:** Sunny Moments; Dick's Sporting Goods; KFC; Party City Christmas; Pizza Hut; Samsung; Tired Mattress; Yellow Cab of Broward County/Go Airport Shuttle. **TV Movies and Specials:** Purple Passion Carrot Assassin; Royal Princess SMT. **Still Photography:** Hawker 800 for Windsor Jet; Home Decorators; House of Fraser; Islander; Muscular Development Major Distraction; Otto Fashion; Photography of Embraer Legacy 600; Venus Fashion; Wrap. **Telenovelas:** Santa Diabla; Cosita Linda. **Documentaries:** My Strange Addiction; Toto and Harry. **Feature Film:** Fat Camp Massacre; Open My Eyes. **Music Videos:** Ese Es Mi Carino; T-Pain feat. B.O.B.; We are the Same. **Industrial:** LP Media.



#### HOTEL NEWS

Congrats to The Pillars Hotel, named in the top three of Florida's hotels for the second year in a row by Conde Nast Traveler in the 2013 Readers' Choice Awards with a score of 93.3 out of 100.

#### HOLLYWOOD PRIME WINE DINNER

On Wed, Nov 13, wine ambassador Scott Gaffney of PlumpJack and Cade Wineries collaborates with new Chef Anthony Dicillo of Hollywood Prime ([recently featured in Food & Beverage Magazine](#)) and Chef Henry Martignago of The Westin Diplomat Resort & Spa to prepare a delectable wine and food dinner. Hosted at Hollywood Prime, The Westin Diplomat Resort & Spa's AAA Four Diamond Rated Steakhouse, guests will indulge in a variety of chef inspired menu selections with perfectly matched wine pairings for each course. This extraordinary culinary experience begins at 7pm with a reception of passed hors d'oeuvres and Cade Sauvignon Blanc welcome wine followed by 7:30pm dinner service. The price is \$155++ pp. For reservations, call (954) 602-8331.

#### GOOD FUN

Recently opened at The Village at Gulfstream Park is **Cool de Sac**, a place where kids can play, create and explore while parents relax and dine. The family establishment delivers quality cuisine, while offering a fun, safe, and engaging venue for children. Families enjoy a wide variety of games and activities with play areas for art, building blocks, dress-up, a recreational play unit, a computer area, discovery zone, and a tots play area. <http://cool-de-sac.com>.

#### SOUTHEAST FLORIDA CLIMATE SUMMIT

Registration is now open for the Fifth Annual Southeast Florida Regional Climate Leadership Summit, taking place November 7 and 8, at the Broward County Convention Center. Hosted by Broward County and the City of Fort Lauderdale in collaboration with the Southeast Florida Regional Climate Change Compact, the Summit is an annual gathering of local, regional, national policymakers, nonprofit and business representatives. Participants come together to review regional action on climate change and plan for the future. [Click here](#) for more info.

#### HSMIA SOUTH FLORIDA HONORS HOSPITALITY'S BEST

On November 14, Alfredo Gonzalez, senior vice president, global partnership development, Brand USA, will be named Hospitality Legend of the Year during HSMIA South Florida's annual Hospitality Awards Gala and Silent Auction. Other awards include General Manager of the Year, Sales & Marketing and Revenue Management. Proceeds benefit HSMIA South Florida scholarship for future hospitality leaders. Festivities begin at 6pm at the Fort Lauderdale Marriott Pompano Beach. For more info, visit [www.hsmiasouthflorida.org](http://www.hsmiasouthflorida.org).



#### HAPPENINGS AROUND TOWN

Through Nov 7: Dine Out Lauderdale, <http://sunny.org/dineout>  
 Through Nov 3: Halloween Ghost Tours, Historic Stranahan House Museum  
 Nov 1: American Indian Arts Celebration, Ah-Tah-Thi-Ki Museum  
 Nov 1: Florida Panthers vs Saint Louis Blues, BB&T Center  
 Nov 1: The Science of Magic, Parker Playhouse  
 Nov 2-3: Everglades Forever Weekend, Museum of Discovery & Science  
 Nov 2-3: Florida Day of the Dead Celebration  
 Nov 2-3: American Express Forever Celebration, Museum of Discovery & Science  
 Nov 2: Fort Lauderdale Strikers vs FC Edmonton, Fort Lauderdale Stadium  
 Nov 2: Michael Buble, BB&T Center  
 Nov 2: The Magic of Bill Blagg Live!, Parker Playhouse  
 Nov 4: Paramore: BB&T Center  
 Nov 5: Florida Panthers vs Edmonton Oilers, BB&T Center  
 Nov 6: America's Music: ROCK, Broward County Main Library  
 Nov 6: Josh Groban, BB&T Center  
 Nov 7: Big Bad Voodoo Daddy, Bailey Concert Hall  
 Nov 7, 9: Florida Grand Opera: Mourning Becomes Electra, Broward Center for the Performing Arts  
 Nov 7: Sammy Hagar & The Wabos, Hard Rock Live  
 Nov 8: Brian McKnight with Musiq Soulchild & Avant, Hard Rock Live  
 Nov 8: Glow In The Dark Charity Golf Tournament & Party, Fort Lauderdale Country Club  
 Nov 9: Cyndi Lauper, Hard Rock Live  
 Nov 9: Gridiron Grill-Off, Pompano Beach Amphitheater  
 Nov 9: Hillsboro Inlet Lighthouse Tour, Sand Harbor Resort  
 Nov 9: South Florida Pride Wind Ensemble: All's Fair in Love & War, Broward Center for the Performing Arts  
 Nov 9: Story Hour at Stranahan House, Historic Stranahan House Museum  
 Nov 9: The Piano Guys, Parker Playhouse  
 Nov 12: Florida Panthers vs Anaheim Ducks, BB&T Center  
 Nov 12: Kronos Quartet, Bailey Concert Hall  
 Nov 12: Romanze, Broward Center for the Performing Arts  
 Nov 13: America's Music: From Mambo to Hip Hop, Broward County Main Library  
 Nov 12: Knockout Night Boxing, Hard Rock Live  
 Nov 13: Charlotte's Web, Parker Playhouse  
 Nov 13: Frank Derrick Big Band: Buddy Rich Tribute, Broward Center for the Performing Arts  
 Nov 14: Jim Brickman, Broward Center for the Performing Arts  
 Nov 15: Tango Fire, Broward Center for the Performing Arts  
 Nov 16: An Evening Under the Moon, Ocean2000  
 Nov 16: BLUEGREEN, Green Glades Ranch  
 Nov 16: Craig Ferguson, Hard Rock Live  
 Nov 16: Estonian National Symphony Orchestra, Broward Center for the Performing Arts  
 Nov 16: Full Moon Party, The Ritz-Carlton, Fort Lauderdale  
 Nov 17: Miss ARC Broward Pageant, Parker Playhouse  
 Nov 17: Stars & Guitars featuring Sheryl Crow, Darius Rucker, Love & Theft, and Craig Campbell, Hard Rock Live  
 Nov 18: A Soul Unfettered, Broward Center for the Performing Arts  
 Nov 19: Tour de Cure Kickoff Party, Chima Steakhouse  
 Nov 22-23: 2013 Bodybuilding.com NPC National Bodybuilding Championships, Broward Center  
 Nov 22: Gladys Knight, Hard Rock Live  
 Nov 22: Handel, Haydn and Purcell: Tributes to the Patroness of Music, First Presbyterian Church  
 Nov 22-Dec 10: Hunger Games: Catching Fire, Museum of Discovery & Science  
 Nov 22: Joy of Brazil, Broward Center for the Performing Arts  
 Nov 23: BeachBash 2013, Hilton Fort Lauderdale Marina  
 Nov 23: Brazilian Festival of Pompano Beach, Community Park  
 Nov 23-24: Sleeping Beauty, Broward Center for the Performing Arts  
 Nov 25: Florida Panthers vs Philadelphia Flyers, BB&T Center  
 Nov 26-Dec 22: The Book of Mormon, Broward Center for the Performing Arts  
 Nov 27: Florida Panthers vs New York Rangers, BB&T Center  
 Nov 28: 2013 Fort Lauderdale 5k Turkey Trot and Paddle, Fort Lauderdale beach (A1A)  
 Nov 29-Dec 1: Mini-Monster Truck Weekend, Museum of Discovery & Science  
 Nov 29: Trans-Siberian Orchestra, BB&T Center

Nov 30: Bonnie Raitt, Hard Rock Live  
Nov 30: Florida Panthers vs Pittsburgh Penguins, BB&T Center

Sunny wishes,



Nicki E. Grossman  
President

greater  
FORT LAUDERDALE  
CONVENTION & VISITORS BUREAU  
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