



Great VISIT FLORIDA Beach Walk: Sat, Nov 6

Beach-lovers are invited to join the Great VISIT FLORIDA Beach Walk on Saturday, November 6, when Floridians rally to celebrate the Sunshine State's sandy shores. Beach walkers can register now at www.volunteerbroward.org to walk a beach mile and upload a photo. All 34 of Florida's beach counties, including Broward, have enlisted volunteer hosts, and a diverse group of beach walkers - from Scout troops to hoteliers to homeowners - and the momentum is growing. For details, visit www.visitflorida.com/beachwalk. Help support this event by inviting your staff, guests, family and friends to one of the 8 beaches of Gr8ter Fort Lauderdale to walk a mile. Greater Fort Lauderdale CVB staffers have already registered. See you on the beach!



Sports Hall of Fame Class of 2010

Join us for the 2010 Broward County Sports Hall of Fame honoring Broward's sports legends, Tue, Nov 9, at the Broward County Convention Center. Class of 2010: **Danny McManus** - Football, **Patti Rizzo** - Golf, **John Vanbiesbrouck** - Ice Hockey, **Weekley Brothers: Daniel, Troy and Wayne** - Rodeo, **Autry Denson** - Football. Festivities kick off with a cocktail reception and silent auction. Please contact Saskia Fisher sfisher@broward.org for more info.

SAVE THE DATE: Courtesy Awards, Dec 2

Send us your nominations for the **2010 Sunsational Service Courtesy Awards**. We will recognize the front line hospitality employees who go above and beyond at a special holiday luncheon Thurs, Dec 2 at the Broward County Convention Center. [Click here](#) for a nomination form. **Please submit forms no later than Friday, November 5.**

Dine Out Lauderdale

Two more weeks remain to experience the culinary greatness in Greater "Fork" Lauderdale during Dine Out Lauderdale through Nov 11 with special \$35 three-course dinner menus at 38 top Broward restaurants. Visit www.sunny.org/dineout for participating restaurants and their Dine Out menus.



Greater Fort Lauderdale Film Commission

The **Fort Lauderdale International Film Festival** celebrates 25 years! The longest film festival of all time, spans 46 days (through Nov 11) with 185 films from 36 countries. [Click here](#) for a schedule of events. Columbia Films "Jack and Jill" movie, starring Adam Sandler, will be filmed on the newest Royal Caribbean ship, Allure of the Seas, in Port Everglades.

Film crews will be aboard the ship during pre-inaugural events to shoot segments for Sandler's newest movie that co-stars Katie Holmes, Dana Carvey and Al Pacino. Other current productions in the works include: **Feature Films:** Tony Tango, Kizmet Media International. **TV Series:** True Crime with Aphrodite Jones, Discovery Studios; Look Who Is Dancing, Endemol Latino; NBC - I Am, Mother Industries, Inc. **Reality TV Series:** MADE - Emma Pagano, New Remote Productions, Inc. / MTV Networks. **Telenovela:** Alquien Te Mira, Telemundo. **TV Commercials:** Hydroxycut, Iovate Health Science, Inc.; The American Eagle Kids, LEW Productions; Winn Dixie, Blue Bridge Productions; Honda, America Filmworks; Next Directory, BAM Productions; Boom-A-Ring, Hutton Miller, LLC; Klingel, P Studio, Inc.; Buick Running Footage, Bader TV News; Bell & Howell Mini Camera, ADS Production Team; Ron Trains You, Ibis Entertainment Group; WSCV's Morning Show Talent, WSCV Telemundo 51 / NBC Universal; GFLCVB Film Location Reel, LP Media. **Documentaries:** Allure of the Seas Arrival at Port Everglades, Outthink, LLC; Danish in South Florida, Nordisk Film TV; Paneta Feroz / PBS Spanish VME, Plural Entertainment.

SUNsational Service Training

This fast-paced interactive class is designed to help us reach our goal of outstanding service for every citizen and visitor in Broward County. [Click here for the 2011 Training Schedule.](#)



Cruise News

Port Everglades experienced its highest multi-day cruise passenger count ever with a record 17% growth this past year, and Port officials expect the trend to continue in 2011. More than 3.3 million multi-day cruise guests sailed to and from Port Everglades during fiscal year 2010, compared to 2.8 million in FY2009. The number of multi-day passengers is expected to climb another 6% to 3.5 million in FY2011 with the addition of Royal Caribbean's second 5,400-passenger Oasis-class cruise ship, Allure of the Seas, sailing every Sunday from Port Everglades beginning December 2010 and a new long-term

agreement with Carnival Corporation that is expected to bring 25.5 million cruise passengers to the Port over the next 15 years. The agreement between Carnival and Broward County will potentially produce half-a-billion dollars in Port revenue. Port Everglades also has a long-term agreement with Royal Caribbean Cruises Ltd. that is expected to generate more than 18 million passenger movements at Port Everglades during the first 10-year term of the contract. www.porteverglades.net

Thanksgiving Specials

To help visitors and locals who are looking for Thanksgiving specials, we are inviting you to submit your Thanksgiving menus, offers or packages to kcanter@broward.org. We will feature your offers on sunny.org.

Flying High at FLL

Fort Lauderdale-Hollywood International Airport was recognized by Airline Network News and Analysis (anna.aero), with an annual "Annie" award for the US airport that attracted the most new air carriers during the past year (Virgin, Condor and Aires). [Anna.aero](http://anna.aero) is a website dedicated to outstanding airline network planning intelligence and features the latest "Annie" awards. Total passenger traffic for the month of September was 1,447,268, up 10.3% over September 2009. International traffic was 214,342, up 31.3% over September last year. September marked the 13th consecutive month of positive growth in total passenger traffic and was the first month of double digit growth in total traffic since February 2008, and was the highest September on record for in international traffic.



Convention Sales Team Update

The convention sales team recently participated in the following: PCMA Partner Forum in Charlotte, NC; GFLCVB New York City Sales Mission and Client Event; GFLCVB Atlanta Sales Mission and Client Event; TSAE Education Day in Tallahassee; and Meeting Industry Ladies Invitational in Orlando.

Catch the sales team at these upcoming events and tradeshow:

Nov 14-16: Florida Encounter, Miami Beach

Nov 14-21: Meeting Masters, LaQuinta, CA

Upcoming Sales Missions Want to join us? Contact the group sales team leader listed.

Tallahassee (Michele Bemis): Jan 10-14

Carolina (Michele Bemis): Mar 28-Apr 1

Milwaukee (Nora Gorman): April TBD

Minneapolis (Stacy Copeland): April TBD

Toronto (Stacy Copeland): May TBD

Indianapolis (Nora Gorman): May TBD

Mid-Atlantic (Sally Slater, Dion James): May TBD

Dallas (Angella Lopez): May 9-13

Philadelphia (Steve Aird, Dion James): June 6-10

Ohio/Michigan (Stacy Copeland): June TBD

Fort Lauderdale Mini-Tradeshow at Chicago Yacht Club (Nora Gorman): July 11

St. Louis & ASAE Client Event (Stacy Copeland, Nora Gorman, Sally Slater): Aug 7

New York Sales Mission (Steve Aird, Dion James): Oct 10-14



Greater Fort Lauderdale Fall Destination Preview

A big thank you goes out to all that participated in our Oct 21-24 GFL Destination Preview. Eighteen qualified meeting professionals were thrilled to visit the following properties and areas: Accommodations at The Westin Beach Resort & Spa, Fort Lauderdale; Events and tours at The Riverside Hotel, Harbor Beach Marriott Resort & Spa, Hyatt Regency Pier Sixty-Six, The Hilton Fort Lauderdale Beach Resort, Gallery One, The Westin Diplomat Resort & Spa, W Hotel, The Ritz-Carlton Fort Lauderdale, Hyatt Regency Bonaventure, and the Broward County Convention Center. Thank you to Embassy Suites Fort Lauderdale, Renaissance Fort Lauderdale Airport/Cruiseport, Sheraton Beach Hotel, and Hilton Fort Lauderdale Marina who attended our Convention Collection showcase hosted by the Hyatt Regency Pier Sixty-Six.

Mark Your Calendar for these Upcoming Group Sales Missions/Destination Previews: Mar 17-20; May 19-22*; July 14-17*; Oct 20-23. *These dates are currently tentative. Hotels and specific arrangements for the itinerary are currently in progress for all of these previews for next year.

In the Meeting World

The Incentive Travel Council (ITC) of the Incentive Marketing Association (IMA) recently named SFN Group Director of Business Meeting Services Dahilton A. Bennington, CMP, CMM, as the recipient of its 2010 Advocate of the Year Award. In its second year, the award recognizes an individual, business or organization that demonstrates outstanding leadership in enhancing, educating and/or promoting incentive travel as a value driver for achieving performance. SFN Group's corporate headquarters is located in Fort Lauderdale.

November Group Sales Update

Groups meeting in November will generate more than \$8 million to Broward County. Sample groups include:

- Nov 2-5: Association of Cooperative Operations Research and Development Implementation Meeting (300 attendees)
- Nov 3-7: Florida School Counselor Association 2010 Convention (375 attendees)
- Nov 9-20: National Industrial Transportation League Annual Convention (2,000 attendees)
- Nov 18-21: America's Vacation Center National Conference (250 attendees)
- Nov 26-Dec 2: National Association of Career Travel Agents Annual Convention (155 attendees)

Sport Lauderdale

Greater Fort Lauderdale welcomes the following sports groups in November, with more than 26,000 competitors plus family and friends:

- Nov 4-7: SE Circuit Pro Rodeo Finals (260 attendees)
- Nov 8-19: Canadian Soccer Summit (600 attendees)
- Nov 12-14: College Soccer Invite (1100 attendees)
- Nov 12-15: Orange Bowl Cheer and Dance Championship (3800 attendees)
- Nov 12-15: 13.1 Half Marathon (1000 attendees)
- Nov 12-16: USTA Men's 35 National Clay Courts (750 attendees)
- Nov 18-21: Fort Lauderdale Billfish Tournament - Fisheries Conference (1000 attendees)
- Nov 19-22: Florida Netball Classic (550 attendees)
- Nov 19-26: US Youth Soccer Interregionals –ODP (1200 attendees)
- Nov 20-22: Hofball Turkey Classic (1250 attendees)
- Nov 23-Dec 1: National Softball Team Trials (8300 attendees)
- Nov 24-28: Thanksgiving Soccer Classic (2000 attendees)
- Nov 25-28: FL Panthers Thanksgiving Day Tournament (1600 attendees)
- Nov 26-28: Hurricane Showdown Softball (1000 attendees)
- Nov 26-28: Thanksgiving Shootout (Weston) (1250 attendees)
- Nov 28-Dec 5: USTA National Men's/Women's 30s Clay Court Champs (350 attendees)

Corporate Team Building

Feeding South Florida can accommodate up to 100 people for corporate teambuilding while sorting donated food at their headquarters. Receive a tour of the new facility and learn how the food bank distributes over 24 million pounds of food annually to feed over one million people living in South Florida. [Click here](#) for more info.

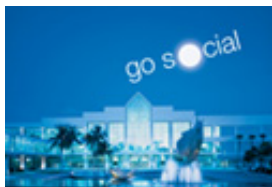
Tourism Sales

In October, Alfredo Gonzalez attended the German Sales Mission in Frankfurt and Aerovision in Columbia. He also represented the CVB at Feria Internacional de Turismo in Buenos Aires, Argentina. Fernando Harb attended the Bahamasair Trade Show in Nassau and the ABAV Trade Show in Rio De Janeiro, Brazil. Josh Winston attended ASTA's annual travel industry event 'The Trade Show' in Orlando and was joined by four hotel partners for this year's New York and New Jersey sales mission.



Hotel/Attraction News

The **Pelican Grand** welcomes Joseph Maijala as the new Director of Sales and Marketing. **Discovery Cruise Line** now offers two all-you-can-eat buffet meals (with beverages) on the roundtrip cruise to Grand Bahama Island.



The Digital Consumer & Social Media for Travel: Don't be left out in the cold

Join us on Nov 10 from 9-11am at the Broward County Convention Center (breakfast served) as David Atkins shows you how to create a social media strategy and make social media work for you. HSMIA will install its 2011 Board of Directors as well. Register at www.hsmiasouthflorida.org.

Upcoming Events

The **Village at Gulfstream Park** lights up South Florida this holiday season with **Symphony in Lights**, a free, spectacular, dancing light show choreographed to the holiday music of Trans-Siberian Orchestra, Nov 20-Dec 31. And Save the Date: **Dec 14** marks the annual hospitality industry party, hosted by The Village at Gulfstream Park. This industry-wide charity event will feature food and drink, entertainment, raffle prizes and more. www.thevillageatgulfstreampark.com. **Fiestas Patronales 2010** presents The Biggest Salsa Dance party. Come and dance on the street from Nov 11-21, for the first time in U.S. history, 11 days celebrating the Fiestas Patronales and salsa. And on Sat, Nov 20 from 3-7pm, help break The Guinness World Record. To register and be part of history visit www.prfiestas.com. At the **Seminole Hard Rock Winterfest Boat Parade** on Dec 11, to celebrate the City of Fort Lauderdale's Centennial, The Clydey Foundation's Showboat will lead the parade with a full Cirque Show.



Let's Go Florida Panthers

Catch one of the many home games at the BankAtlantic Center: **Nov 3:** Atlanta Thrashers; **Nov 5:** Carolina Hurricanes; **Nov 10:** Toronto Maple Leafs; **Nov 12:** Minnesota Wild; **Nov 22:** Pittsburgh Penguins; **Nov 24:** Boston Bruins; **Nov 26:** New York Rangers. Go to: <http://panthers.nhl.com> to get your tickets.

Happenings Around Town

Through Nov 11: Dine Out Lauderdale, <http://sunny.org/dineout>

Through Nov 11: Fort Lauderdale International Film Festival, Cinema Paradiso

Nov 3: Bobby Rodriguez Band, Big Band Extravaganza, Miramar Cultural Center

Nov 5: Todd White, Hamilton Gallery

Nov 5-7: American Indian Arts Celebration, Ah-Tah-Thi-Ki Museum, Big Cypress Seminole Indian Reservation

Nov 6: Great VISIT FLORIDA Beach Walk, Greater Fort Lauderdale Beaches

Nov 6: A Night of Smooth Jazz featuring Oleta Adams, Miramar Cultural Center

Nov 7: SunTrust Sunday Jazz Brunch, Riverwalk, Downtown Fort Lauderdale

Nov 7: Dana Carvey, Parker Playhouse

Nov 10: The Beat Goes On, Broward Center for the Performing Arts

Nov 11-21: Fiestas Patronales, Pembroke Pines City Center

Nov 12-14: Miami City Ballet, Broward Center for the Performing Arts

Nov 12: Riverwalk Get Downtown, Las Olas Place

Nov 13: Harold & The Purple Crayon, Miramar Cultural Center

Nov 13-14: Happy Paws Pet Expo, War Memorial Auditorium

Nov 13-14: Roger Waters in Concert, BankAtlantic Center

Nov 14: 13.1 Half Marathon, Fort Lauderdale

Nov 14: Men of Soul, Hard Rock Live

Nov 14: Jazz Picnic in the Park, Ilene Lieberman Botanical Gardens

Nov 16: Viva Italia...The Mob Hits, Broward Center for the Performing Arts

Nov 16-28: Burn the Floor, Broadway, Broward Center for the Performing Arts

Nov 18-21: 45th Annual Fort Lauderdale Billfish Tournament

Nov 19: 4th Annual "Taste of Harbor Beach" Marriott, Fort Lauderdale

Nov 19: Chayanne, Hard Rock Live

Nov 19: One Voice, Broward Center for the Performing Arts

Nov 19: Tickled Pink: A Night of Comedy, War Memorial Auditorium

Nov 20-Dec 31: Symphony in Lights, Village at Gulfstream Park

Nov 21: Diana Ross, Hard Rock Live

Nov 23: A Classical Evening, Broward Center for the Performing Arts

Nov 24: Cranberry Jam, in front of the World Famous Parrot Lounge

Nov 24-Dec 5: Broward County Fair, Pembroke Pines

Nov 25: Handy Thanksgiving Day Bike Ride, Las Olas Riverfront

Nov 26: Get Lit, Esplanade Park, Downtown Fort Lauderdale

Nov 26-Jan 14: Light up Lauderdale, Downtown Fort Lauderdale

Nov 26-28: Hurricane Showdown Softball Tournament, Wilton Manors

Nov 29: Dave Koz and Friends: A Smooth Jazz Christmas, Broward Center for the Performing Arts

Nov 30: Christmas on Las Olas, Fort Lauderdale

Nov 30: Joan Rivers, Hard Rock Live

With all best wishes,



Nicki E. Grossman
President

