



GREATER FORT LAUDERDALE 2013 MARKETING PLAN PRESENTATION

See you **Thursday, October 11** for the 2013 Greater Fort Lauderdale Marketing Plan Presentation and Luncheon at the Broward County Convention Center as we gear up for the year ahead, see what's on the horizon for GFL tourism, meetings and film, public relations and advertising as we gear up for the year ahead. RSVP to Kim kcanter@broward.org. Don't miss the Florida Restaurant & Lodging Association (FRLA) annual trade show, starting at 10am, right before the luncheon. Discover what's new with Broward's top cultural groups, co-op advertising and hospitality service providers.

AUGUST NUMBERS

Vital signs are positive with continuing growth in hotel occupancy for the past 33 months, with the highest August occupancy since 2007.

GREATER FORT LAUDERDALE AVERAGE HOTEL OCCUPANCY		
August 2012	August 2011	% Change
66.3%	63.1%	+6.7%
GREATER FORT LAUDERDALE AVERAGE HOTEL DAILY RATE		
August 2012	August 2011	% Change
\$89.23	\$87.78	+0.4%

GREATER FORT LAUDERDALE PUTS THE 'APP' IN APPETITE

Sorting out GFL's restaurant scene just got easier with the introduction of the GFLCVB's FREE **Fork Lauderdale dining app**. The release of the Greater Fork Lauderdale application comes in time for Dine Out Lauderdale culminating with the new Flavors of Fort Lauderdale culinary event Nov 8-11. [Click here](#) to download and [click here](#) to see the new dining app recently featured on WTVJ.



DINE OUT LAUDERDALE KICKS OFF TODAY

Experience the culinary greatness in Greater "Fork" Lauderdale during the 6th Annual Dine Out Lauderdale now through November 8 with special \$35 three-course dinner menus at 43 top Broward restaurants. **FORT LAUDERDALE** By Word of Mouth, The Capital Grille, China Grill at the Hilton Fort Lauderdale Marina, Coco Asian Bistro & Bar, da Campo Osteria at the il Lugano, Dapur, Asian Tapas & Lounge, Dos Caminos at the Sheraton Fort Lauderdale Beach Hotel, East End Brasserie at The Atlantic Resort & Spa, 15th Street Fisheries, Grateful Palate, Grille 66 & Bar at the Hyatt Regency Pier Sixty-Six, ilios at the Hilton Fort Lauderdale Beach Resort, Indigo Restaurant at the Riverside Hotel, Johnny V, Mai-Kai Restaurant, Market 17, The Melting Pot, Fort Lauderdale, Michele's Dining Lounge, Morton's The Steakhouse, North Ocean Grille at the Pelican Grand, Primavera Restaurant, Ruth's Chris Steakhouse, SAIA at B Ocean Fort Lauderdale, SoLita Las Olas, Spazio, Steak 954 at the W Fort Lauderdale, Sunfish Grill, Tee Jay Thai Sushi Wilton Manors, 3030 Ocean at the Harbor Beach Marriott Resort & Spa, Tower Club, Tundra, Tuscan Grill, Truluck's, Via Luna at The Ritz-Carlton, Fort Lauderdale **HALLANDALE BEACH** Acquo 124 **HOLLYWOOD**

Rivals at The Westin Diplomat Resort & Spa **LIGHTHOUSE POINT** Ernie's Italian Chophouse, Le Bistro **LAUDERDALE-BY-THE-SEA** 101 Ocean, Blue Moon Fish Co., SEA **POMPANO BEACH** Cafe Maxx **WESTON** Ireland's Steakhouse at the Bonaventure Resort & Spa. Visit www.sunny.org/dineout for details

YOUR AWARD-WINNING GFLCVB

At the Governor's Conference on Tourism, the GFLCVB received a **Record-Breaking 10 Flagler Awards** from VISIT FLORIDA: **BEST OF SHOW** for Defrost Your Swimsuit Campaign; and six **GOLD Flagler Awards** for *Mobile Marketing* (sunny.org Mobi Site), *Out of Home* (Defrost Your Swimsuit Digital Boards in Toronto), *Resource Promo Material Consumer* (Pre-Post Cruise & Play Video), *Resource Promo Material Trade* (SunConventional Meetings Guide), *Special Event* (Defrost Your Swimsuit) and *Mixed Media* (Defrost Your Swimsuit Tour). The CVB also won a **SILVER** for *Tourism Advocacy* (Who knew stimulating an economy could be so much fun!) and two **BRONZE** for *Direct Marketing* (Spa Chic direct mail) and *Internet Advertising* (Super Summer Savings online).



The GFLCVB was also awarded four **2012 National Association of County Information Officers (NACIO) Awards** for: **Defrost Your Swimsuit special project/media relations** (Best of Class), **2012 Marketing Plan Booklet** (Superior), **Sunny.org Mobile site** (Excellent) and **Super Summer Savings special project** (Meritorious).



TOURISM SALES

In September, Alfredo Gonzalez attended Total Vacations in Toronto and then met with Visit Florida, the Department of Transportation, and Silver Airlines in Tallahassee exploring flight service opportunities between FLL and TLH. He also represented the CVB at the Orbitz Symposium in Miami and the Florida Governor's Conference in Orlando. He and Fernando Harb attended La Cumbre in Orlando. Fernando also attended the Expedia Market Forum in Miami, Top Resa in France, and the Visit Florida sales mission to Peru and Ecuador. Josh Winston attended ASTA's "The Trade Show" in Los Angeles, attended by the industry's top selling agents and travel professionals.



FLYING HIGH

A \$100 million Terminal Modernization Program replacing the airport carpet with modern Sea Turtle terrazzo floors began in September beginning a Public Art project designing the flooring to reflect the beauty of South Florida's unique ecosystems with the flow of water (from the freshwater Everglades to the saltwater Atlantic Ocean). This is the start of a five-year program to improve the passenger experience through upgrading and beautifying the terminals. Other improvements include improving the security checkpoints, modernizing the restrooms, and creating state-of-the-art passenger processing facilities. Total traffic for August 2012 was 1,924,268, up 3.4% over August

last year. Domestic traffic was 1,589,575, up 3.2%. International traffic was 334,693, up 4.6%. New service in the next few months include Spirit to Baltimore and Minneapolis; JetBlue to Providence; Allegiant to Ashville and United to Washington Dulles.

IM"PORT"ANT NEWS

Port Everglades is in the midst of a \$54 million renovation project to transform four existing cruise terminals into modern passenger facilities for more than 30 different Carnival Corporation cruise ships as well as cruise ships from other lines. Cruise Terminals 2, 19, 21 and 26 have completion dates ranging from mid-December 2012 through early June 2013. Cruise lines operating ships of various sizes and capacities will be able to process embarking and debarking passengers at the same time from each of the terminals. All terminals will have two passenger loading bridges, separate and larger baggage halls, improved ground transportation areas and new Florida-inspired artwork. Broward County's Public Works Department, Seaport Engineering & Construction Division are overseeing the renovations.

SPORT LAUDERDALE

Sports Development welcomes more than 8,000 athletes, coaches, and families to Greater Fort Lauderdale in October, attending events such as: the Rising Stars Fall Showcase in Plantation, the South FL Frigate Invite Gymnastics Competition in Coral Springs, and the Hurricane Classic Basketball Tournament in Coral Springs.

SPORTS HALL OF FAME

Save the date for the **2012 Broward County Sports Hall of Fame** honoring Broward's sports legends, **Tuesday, November 13** at the Broward County Convention Center. The festivities kick off with a cocktail reception and silent auction. [Click here](#) for more info. Help us make the auction a success by donating a certificate or prize package.

Contact Saskia Fisher sfisher@broward.org to donate

MULTICULTURALLY SPEAKING

Angella Lopez will attend Rejuvenate Oct 23-26 in Columbus, OH and Albert Tucker will be presenting at the Travel Professionals of Color (TPOC) Board meeting in Atlanta Oct 25-27. The Lauderhill Regional Chamber International Expo takes place Oct 4 at the Inverrary Country Club. Black Child Care Development Institute is hosting their annual conference at the Harbor Beach Marriott Resort & Spa Oct 5-9. The CVB is partnering with The Westin Diplomat Resort & Spa to host Hispanic Destination Preview Oct 11-13. Alpha Kappa Alpha Sorority (AKA's) is hosting their Cluster 1 Conference Oct 19-21 at the Bahia Mar Fort Lauderdale Beach - A Doubletree by Hilton.

CONVENTION SALES TEAM UPDATE

The convention sales team recently participated in HSMIA MEET National in Washington DC, Meetings & Conventions Invitational, Milwaukee Client Event, PCMA Philadelphia Chapter Educational Event, and Society of Government Meeting Professionals Regional Meeting in Mobile, AL.

Catch the sales team at these upcoming events and tradeshow:

- Oct 8-12: IMEX America, Las Vegas
- Oct 16-18: Tallahassee Society of Association Executives, Tallahassee
- Oct 24-26: World Medical Tourism Conference, Hollywood, FL
- Oct 26-30: American Express/Maxvantage Global Conference, Dallas
- Oct 28-31: Meetings Industry Ladies Invitational, Reunion, FL

Mark your calendars for the upcoming 2012 Destination Preview (dates subject to change):

Fabulous Fort Lauderdale Fall Destination Preview: Nov 8-11

MEDIA BUZZ

The communications department hosted Viaje Mais, a leading travel magazine in Brazil, for a travel feature and coverage of the Tony Bennett Latin Duets videos shot on location in Greater Fort Lauderdale earlier this year. The communication department also hosted Simon Burrell, ManOnTheGo.com, for a visit to the destination and coverage of the dining options in Greater Fort Lauderdale; and Holiday & Lifestyle Magazine's editor and publisher, a German-based travel magazine. Coming up in October, the TravelChannel.co.uk, is visiting for a travel feature on GLBT and Espanoles por el Mundo, a travel television program from Spain will be profiling a local resident.

OCTOBER GROUP SALES UPDATE

Groups meeting in October will generate more than \$192 million (including Boat Show) to Broward County. Groups include:

- Oct 2-6: REOMAC Fall Conference 2012 (600 attendees)
- Oct 3-6: SE Conference for Public Administration (250 attendees)
- Oct 4-10: 42nd Annual National Black Child Development Institute Conference (1500 attendees)
- Oct 8-10: NCCMP 2012 Annual Conference (200 attendees)
- Oct 11-18: National Parking Association 2012 Annual Convention and Exposition (1015 attendees)
- Oct 15-26: ACORD 2012 Implementation Forum (255 attendees)

YOUNG AT ART AWARENESS BRACELET

South Florida native Maja Hanson, an acclaimed fashion designer and daughter of world-renowned figurative sculptor Duane Hanson, has created an original, one-of-a-kind **Young At Art** awareness bracelet that is now on sale in the Museum's Gift Shop with half the sales proceeds benefiting Young At Art. Designed with a crystal heart wrapped in a yellow, purple or orange ribbon to match Young At Art's signature colors, the stylish bracelets reflect the love of art and support for the Museum that is a lasting legacy of the Hanson family. The bracelets are sized for adults and children, are waterproof and sell for \$50, with Museum members receiving a 10% discount: <http://YoungAtArtMuseum.org>.



PARTNER NEWS

Congrats to the **Holiday Inn Express Fort Lauderdale Convention Center-Cruise** and **Southport Raw Bar** for receiving TripAdvisor's 2012 Certificate of Excellence.

THE NEXT ERA OF ARTS AND ENTERTAINMENT BEGINS

ENCORE! Building Community through the Arts is a capital project that will renovate, renew, revitalize and ultimately redefine the Broward Center for the Performing Arts for the future. The theaters will be restored to state-of-the-art-caliber. Technology will be integrated throughout the campus. Education facilities will be expanded to accommodate the growth of the arts-in-education programs, and unique dining and entertainment areas will be added. [Click here](#) to view the interactive rendering of the renovation and expansion.



FILM & ENTERTAINMENT

Andrea Voss will be missed: Andrea, a valued member of our Film & Entertainment department and CVB team, passed away last month after a heroic battle. Andrea will be remembered for her high-energy and love for life. She will be dearly missed by her CVB family and friends.

Greater Fort Lauderdale welcomes the cast and production crew for the third and final installment in the solo superhero saga "**Iron Man 3.**" Locations include Dania Beach and other neighboring South Florida communities. The 'Iron Man 3' cast includes Robert Downey Jr., Guy Pearce, Gwyneth Paltrow, Ben Kingsley, Rebecca Hall, Don Cheadle, and Jon Favreau. A&E has renewed its flagship drama series **The Glades** for a fourth season, launching next year. And the new TV series, **GRACELAND**, a FOX production, has begun production in Broward County.

FILM FESTIVALS

The **26th Annual Fort Lauderdale International Film Festival (FLIFF)** starts Oct 19 and runs through Nov 11. During the month-long event over 200 films will be presented including 14 world premieres and six U.S. Premieres. For more info and to see the celebrity guests being honored, go to: <http://fliff.com>. The **Fort Lauderdale Gay and Lesbian Film Festival (FLGLFF)** takes Oct 4-7. FLGLFF is showcasing 40 films throughout the four-day event. To purchase tickets visit www.flglff.com.



HSMIA SOUTH FLORIDA HONORS HOSPITALITY'S BEST

On October 17, Vicki Freed, Senior Vice President of Sales, Royal Caribbean International, 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 Seminole Hard Rock Hotel & Casino. For more info, visit www.hsmaisouthflorida.org.



CELEBRATE THE 53rd ANNUAL FORT LAUDERDALE INTERNATIONAL BOAT SHOW

The world's largest boat show, set over six locations in Fort Lauderdale, will take place Oct 25-29. The show features more than a billion dollars' worth of boats, yachts, super yachts, electronics, engines and thousands of accessories from every major marine manufacturer and builder worldwide on both land and in water: http://www.showmanagement.com/fort_lauderdale/event.

FLAVORS OF FORT LAUDERDALE

Get your taste buds ready for the inaugural "**Flavors of Fort Lauderdale**," Nov 8-11. This four-day food and beverage extravaganza is designed to raise Greater Fort Lauderdale's profile as an exciting culinary destination, while supporting charitable efforts to eliminate hunger in South Florida. For more info visit www.FlavorsofFortLauderdale.com

DESTINATION MEALS

travel. eat. save. DestinationMeals.com is getting ready to launch in Greater Fort Lauderdale. If you are interested in participating in a new dining value plan for out of town visitors, contact Mike Stone, mstone@DestinationMeals.com or call 800-991-4534 for more info.

HAPPENINGS AROUND TOWN

- Oct 1-Nov 8: Dine Out Lauderdale <http://sunny.org/dineout>
- Oct 4-7: Fort Lauderdale Gay & Lesbian Film Festival
- Oct 5: Art for Art's Sake Finale, Art Serve
- Oct 5-6: Coral Springs Craft Guild Fall/Holiday Show
- Oct 7-11: Cheers for Charity, Huizenga Plaza, Fort Lauderdale
- Oct 11: Keiko Matsui, Broward Center for the Performing Arts
- Oct 11: Mario Cantone, Hard Rock Live
- Oct 13-14: Festival of Chocolate, Nova Southeastern University Arena
- Oct 13: Florida Panthers vs. Tampa Bay Lightning, BB&T Center
- Oct 18: Florida Panthers vs. New York Islanders, BB&T Center
- Oct 19-Nov 11: Fort Lauderdale Int'l Film Festival, Cinema Paradiso
- Oct 19-20: Howling Hammock Carriage Ride Adventure, Hugh Taylor Birch State Park
- Oct 19-21L Sesame Street Live: Elmo Makes Music, Broward Center for the Performing Arts
- Oct 19-28: Little Shop of Horrors, Fort Lauderdale Children's Theatre

Oct 19: Charlie Zaa, Hard Rock Live
Oct 20: Jump Jivin' African-American Research Library and Cultural Center
Oct 20-21: Las Olas Art Fair
Oct 21: 99.9 Kiss Country presents Stars & Guitars, Hard Rock Live
Oct 22: Michael Feinstein, Hard Rock Live
Oct 25-29: 53rd Annual Fort Lauderdale International Boat Show
Oct 25: Lynyrd Skynyrd, Hard Rock Live
Oct 26-27: Women of Faith, BBT Center
Oct 26-28: Miami City Ballet, Broward Center for the Performing Arts
Oct 26: Bill O'Reilly, Hard Rock Live
Oct 27-28: Lauderdale-by-the-Sea Festival
Oct 29: Florida Panthers vs. Columbus Blue Jackets, BB&T Center

Sunny wishes,



Nicki E. Grossman
President

greater
FORT LAUDERDALE
CONVENTION & VISITORS BUREAU
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