



greater FORT LAUDERDALE

CVBuzz

October 2013

AUGUST NUMBERS

Growth in hotel occupancy continues (for the past 45 months), with the highest August ever.

GREATER FORT LAUDERDALE AVERAGE HOTEL OCCUPANCY		
August 2013	August 2012	% Change
69.82%	66.3%	+5.7%
GREATER FORT LAUDERDALE AVERAGE HOTEL DAILY RATE		
August 2013	August 2012	% Change
\$94.16	\$89.23	+5.4%

TOURISM MEANS JOBS

The Bonaventure Resort & Spa in Weston appreciates all 300 "Be the Difference" associates.

SAVE THE DATE: Destination Marketing Plan Presentation and FRLA Trade Show

Join us **Thursday, October 24** at 12pm for the **Greater Fort Lauderdale Marketing Plan Presentation and Luncheon** at the Broward County Convention Center. **SPF 2014: Sunny Partner Focus:** we've got you covered for tourism sales, convention sales, multicultural, sports, public relations, advertising and film. RSVP to Kim kcanter@broward.org by Oct 10. And don't miss the Florida Restaurant & Lodging Association (FRLA) annual trade show right before the luncheon at 10am. Discover what's new with Broward's top cultural groups, co-op advertising and hospitality service providers.

DINE OUT LAUDERDALE KICKS OFF TODAY



Make your reservations now for Dine Out Lauderdale through November 7. Experience \$35 three-course dinner menus at 39 top Broward restaurants: **FORT LAUDERDALE** Amatsu Sushi & Sake at the Westin Beach Resort & Spa; The Capital Grille; Chima Brazilian Steakhouse; Coco Asian Bistro & Bar; da Campo Osteria at il Lugano; Dapur, Asian Tapas & Lounge; Dos Caminos at the Sheraton Fort Lauderdale Beach Hotel; 15th Street Fisheries; Grille 66 & Bar Restaurant at the Hyatt Regency Pier Sixty-Six; Indigo Restaurant at the Riverside Hotel; Johnny V; Mai-Kai Restaurant; The Melting Pot, Fort Lauderdale; Michele's Dining Lounge; Morton's The Steakhouse; Ocean 2000 at the Pelican Grand; Royal Pig Pub & Kitchen; Ruth's Chris Steakhouse; SAIA at B Ocean Fort Lauderdale; Sea Level at Harbor Beach Marriott Resort &

Spa; Seasons 52; Sette Bello Ristorante; Shula's on the Beach at the Westin Beach Resort & Spa, Fort Lauderdale; Spazio; Steak 954 at the W Fort Lauderdale; Sunfish Grill; Thasos Greek Taverna; 3030 Ocean at the Harbor Beach Marriott Resort & Spa; Via Luna at The Ritz-Carlton, Fort Lauderdale; Wild Sea Oyster Bar & Grille at the Riverside Hotel **HOLLYWOOD** Bongos Cuban Café; Rivals at The Westin Diplomat Resort & Spa **LAUDERDALE-BY-THE-SEA** Blue Moon Fish Co; SEA **LIGHTHOUSE POINT** Le Bistro **POMPANO BEACH** Cafe Maxx; McCoy's Restaurant at the Pompano Beach Marriott **WILTON MANORS** Tee Jay Thai Sushi **WESTON** Ireland's Steakhouse at the Bonaventure Resort & Spa. Visit www.sunny.org/dineout for details. [Click here](#) to see Paula DaSilva, new chef at 3030 Ocean at the Fort Lauderdale Harbor Beach Marriott, participating in Dine Out Lauderdale.

THE FIRST LADIES OF DIPLOMACY AND TOURISM

The Honorable Hillary Clinton and Nicki E. Grossman share a congratulatory fist bump at the recent ASTA Global Conference in Miami during a Q&A session of unscreened questions, conducted by Nicki. In her closing session speech, which drew two standing ovations, Mrs. Clinton praised travel agents calling them "dream makers" and talked about the importance of travel in bringing cultures and people together to improve global understanding.



AWARD-WINNING GFLCVB MARKETING



Of the 18 categories Greater Fort Lauderdale won 12 medals at the Governor's Conference on Tourism. The GFLCVB received eight gold Flagler Awards from VISIT FLORIDA: **BEST OF SHOW** for Hello Sunny Campaign; and **seven GOLD Flagler Awards** for Tourism Advocacy (Hello Sunny Marketing Plan luncheon, marketing plan book and kick off of Hello Sunny brand); Creativity in Public Relations (Goodbye Chilly, Hello Sunny events in NY Rockefeller Center); Television Advertising (30-second Hello Sunny TV spots); Niche Marketing (Hello Sunny Campaign, integration into mainstream, LGBT print ads, TV spot, website, mild to wild, Vacation Playbook inclusion); Resource/Promotional Material/ Consumer (Hello Sunny Vacation Playbook); Promotional Material/Trade (Greater Fort Lauderdale Office of Film & Entertainment Sizzle Reel) Mobile Marketing (Fork Lauderdale Dining App) The CVB also won **four SILVER Awards** for Out-of-home (London Taxi Wrap); Print Advertising (Hello Sunny/Meet Sunny print ads); Internet Advertising (Hello Sunny App-like Ad for NY Times and TripAdvisor); and Mixed Media Campaign (Hello Sunny print and TV and outdoor).

NACTA ANNUAL CONVENTION AWARDS

The GFLCVB was honored with three awards last week at the National Association of Career Travel Agent (NACTA) Annual Awards dinner, including NACTA Supplier of the Year, NACTA Destination of the Year, and NACTA Supplier Liaison of the Year for the GFLCVB's Josh Winston.



TOP TEN LISTS

Fort Lauderdale has been named one of the top 10 cities for families as reported by Good Morning America. Family Vacation Critic, an online family travel planning guide, recently released its list of top 10 urban destinations based on a survey of its readers. [Click here](#) to read article. Fort Lauderdale is also one of the winners of the Best Bikini-Watching category in 10Best Readers' Choice travel award contest sponsored by USA TODAY. [Click here](#) to see the full list.



BEST GAYBORHOOD OF THE YEAR

Man About World, the online magazine, awarded Wilton Manors **"Gayborhood of the Year."** Also three Fort Lauderdale gay hotels were recognized as Accommodations of the Year: The Grand Resort & Spa, Pineapple Point Guesthouse and The Worthington. Congratulations to the City of Wilton Manors and the three great gay hotel teams who are helping raise the global standards for gay travelers and the profile of Greater Fort Lauderdale as a diverse destination. [Click here to read more.](#)

OCTOBER GROUP SALES UPDATE

Groups meeting in October will generate more than \$175 million to Broward County. Groups include:

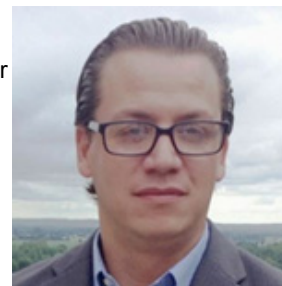
- Oct 6-14: 13th Annual Meeting of the Pilates Method Alliance (300 attendees)
- Oct 7-11: Bacardi USA Distribution Meeting (350 attendees)
- Oct 8-18: Clinical Cytometry Society Annual Meeting (276 attendees)
- Oct 16-25: Prometheus Global Media ShowEast 2013 (900 attendees)
- Oct 16-26: 2014 LG Electronics USA Inc. Dealer Workshop (275 attendees)
- Oct 24-Nov 6: 54th Annual International Boat Show (125,000 attendees)

INTERNATIONAL SALES

In September, Fernando Harb was in Sao Paulo at ABAV – Tourism Fair of the Americas with exhibitors from 50 countries. The event, the largest travel fair in the Americas, sets the stage for a large diversity of travel products, services and destinations, and aims to facilitate the integration between buyers and suppliers and to encourage networking. Fernando also attended FIT/Feria Internacional de Turismo in Buenos Aires which brought together tourism professionals in Latin America to establish business contacts with customers and prospects, identify and attract new distributors, develop new markets and learn of new industry trends. Fernando finished up the month with a FIT Touristik sales mission to Germany.

TOURISM SALES

Josh Winston was joined by B Ocean Fort Lauderdale and The Atlantic Resort & Spa for Luxury Travel Exchange 2013. The event is focused on luxury and premium niche markets. Tourism Sales hosted to the ASTA & NACTA Global Conventions, welcoming hundreds of agents from all over the US for two weeks of training, education and of course the experience of Greater Fort Lauderdale. Erick Garnica joined the Tourism Sales team as the new director of international sales. Erick previously held the position of senior international tourism sales manager at the Lee County Visitor & Convention Bureau. His responsibilities include selling Greater Fort Lauderdale as a viable leisure destination to travel agents and tour operators internationally, with a focus on Latin America, Europe, and Scandinavia. Erick attended the Visit Florida Scandinavian Sales Mission to Oslo, Stockholm, Copenhagen and Malmo took place this month. Justin Flippen represented the CVB as a speaker at the Equality Means Business luncheon held at the Hyatt Regency Pier Sixty-Six and sponsored by the Greater Fort Lauderdale Chamber of Commerce, Wells Fargo, Florida Blue, the Florida Diversity Council, and Equality Florida Institute. With 120 business and community leaders attending, Justin and other panelists discussed the business dollars and sense of LGBT inclusion in business practices, policies, and marketing and the economic impact LGBT inclusion has on the bottom line.



UK OFFICE

Media coverage in the UK this month featured three articles from the group press trip back in June being published. Publications include The Daily Star Sunday, The Sunday People and the Scottish Daily Mail. We have also received coverage in Selling Long Haul's September edition. Preparations for World Travel Market are well underway, with plans for the annual 'Fort Lauderdale Friday' pre-WTM lunch in place. The chosen venue for this year's lunch is Bentley's Oyster Bar & Grill.

FLYING HIGH

International traffic has grown 18% at Fort Lauderdale-Hollywood International Airport between 2008 and 2012, the latest data show,

thanks to Broward County's diverse population and the airport's success at attracting low-cost carriers with increasingly expanding international service. [Click here to read the full story.](#) Service from Latin America expanded with new flights on JetBlue Airways to Medellin, Colombia and San Jose, Costa Rica and Lima, Peru this December, and begin service to Port of Spain, Trinidad and Tobago (POS) with once daily non-stop flights set to begin May 1, 2014. And new service from Mexico City by Delta. Twice-weekly flights from Stockholm and Copenhagen begin November 29 and December 1, 2013, respectively on Scandinavian low-cost carrier Norwegian Air Shuttle.

KOSHER FOOD BEFORE FLYING

For the first time, kosher meals have been rolled out at the FLL airport in Terminal 3. The salads, sandwiches and baked goods are marketed under the label of red hot Chef Allen Susser. Hollywood-based Kosher Central Market will source, prepare and certify the meals that will be delivered to Susser's airport concession. The packaged food will bear the Orthodox Rabbinic Board of Broward and Palm Beach counties seal. [Read here.](#)

PORT EVERGLADES

Modernizing its cruise terminals to be more operationally efficient and customer-friendly has earned Broward County's Port Everglades the title of "Port of the Year" by Seatrade Insider, one of the world's foremost cruise industry trade publications. Princess Cruises' new Royal Princess ship will sail from Port Everglades, its U.S. winter home, beginning with her maiden Caribbean voyage on October 29. The 3,600-passenger ship will dock at cruise terminal 2, one of three terminals which recently underwent major renovations. Upgrades include expanded check-in and baggage claim areas, covered walkways and streamlined transportation routing. Read about new short cruises, and summer itineraries on tap for Port Everglades in 2014 [here.](#)

LGBT SALES

Richard Gray, LGBT Managing Director, attended **Gay Days Las Vegas**, which was well attended and showing growth in its second year. The majority of attendees were from the West Coast of the US, with California, one of the top LGBT markets. The **World Travel & Tourism Council** (WTTC) invited Richard to represent the Global LGBT market at their Asia Summit, September 10-12 in Seoul, South Korea. Richard was asked to do video for WTTC on the global LGBT market, with the theme, "Staying Ahead of Tomorrow." The International Gay & Lesbian Travel Association (IGLTA), headquartered in Fort Lauderdale, will host its first ever **Global Summit** on Thursday October 24. Hilton Fort Lauderdale Beach is the host hotel. The GFLCVB is hosting a welcome reception at S3. Fort Lauderdale outgays San Francisco with most same sex households. [Click here](#) to read about it.

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 Fright Invite Gymnastics Competition in Coral Springs, and the 27th State Martial Arts Festival at the Broward County Convention Center.

SPORTS HALL OF FAME

Save the date for the 2013 Broward County Sports Hall of Fame honoring Broward's sports legends, Tuesday, October 29 at the Broward County Convention Center. The festivities kick off with a cocktail reception and silent auction. Help us make the auction a success by donating a certificate or prize package. Contact Saskia Fisher sfisher@broward.org to donate.

MULTICULTURALLY SPEAKING

This month, Greater Fort Lauderdale welcomes the Progressive National Baptist Conference for a site visit in preparation for 2014 National Conference, and the 8th 100 Black Men of America site visit for their 2014 Annual Conference. The Broward Junior Carnival at Central Broward Regional Park takes place Oct 6 from 12-7pm. Angella Lopez will attend the Hispanic Meetings Planners Conference Oct 9-11 and Rejuvenate Oct 28-30. The Caribe Arts Fest features the best in Caribbean Arts, Film and Music Oct 17-20 in downtown Fort Lauderdale. Visit www.CaribeArtsFest.com for details.



OFFICE OF FILM & ENTERTAINMENT

Showeast, a film expo group returns to Hollywood October 21-24, attracting more than 5,000 industry professionals to the destination to discuss entertainment, movie releases and studio and industry matters. Noelle Stevenson joins forces once again with the International Emmy's in New York this November. The Tortuga Rock the Ocean returns in 2014. **Film Festivals:** The 27th Annual Fort Lauderdale International Film Festival (FLIFF) starts Oct 18 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, including include Anna Paquin, Lea Thompson, Ed Asner, Tab Hunter, and Ann-Margret, go to: <http://fliiff.com>. The Fort Lauderdale Gay and Lesbian Film Festival (FLGLFF) Oct 10-13, 40 films throughout the four-day event. To purchase tickets visit www.flglff.com. **Film Permits: September 2013: TV Series:** Gator Boys; The Daily Show; The Cooking Cult; The Bachelor; Hoarding: Buried Alive; Fish Tank Kings; Check, Please! South Florida-Hollywood Tasting Tour. **TV Commercials:** Carriage Services; Chase Bank-Mission Main Street; Danish Lottery. **TV Movies and Specials:** Allure of the Seas. **Still Photography:** Brook Stone; Jake Miller Album Cover; Next Directory. **Telenovelas:** Marido En Alquiler; Santa Diabla; Dama y Obrero; Cosita Linda. **Music Videos:** Cordula Davis. **Industrial:** LP Media; Nova Southeastern University. **Other:** Fort Lauderdale Vision Video; JetLev; Key Chain; Peace; Wings for Life World Run.

LAUDERDALE LIVE CONCERT WEEKEND

Did you know Greater Fort Lauderdale is an underground/indie rock music hub secret? Be on the lookout for the first annual Lauderdale Live weekend of rock, December 6-8, along the waterfront in downtown Fort Lauderdale. Artists include: Lyle Lovett, Huey Lewis & The News, Indigo Girls, Jason Isbell, Robert Randolph & The Family Band, Shovels & Rope, , Drew Holcomb and The Neighbors, The Wild Feathers, Holly Williams and more. Additional details to come: <http://lauderdalelivemusic.com>

CELEBRATE THE 54TH ANNUAL FORT LAUDERDALE INTERNATIONAL BOAT SHOW

The world's largest boat show, set over six locations in Fort Lauderdale, sails into town Oct 31-Nov 4. 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.

HOTEL NEWS

Hampton Inn and Suites-Coconut Creek, a 6-story hotel, with meeting space, jacuzzi suites, and pool/spa, is expected to open April 2014. In 2014, Fort Lauderdale Marriott Harbor Beach Resort & Spa will invest \$6.5 million on ballroom and meeting room renovations.

SHOPPING NEWS

The Colonnade Outlets at Sawgrass Mills expanded its list of internationally-recognized luxury brands with the first Florida outlet location from Frette. Shoppers can enjoy access to Frette's elegant bedding, bath, loungewear and intimate apparel at a great value. Sawgrass Mills will also be opening a seasonal outlet location from GUCCI Kids. At the **Galleria Fort Lauderdale**, the first Michael Kors location in the Fort Lauderdale area is now open featuring American classic ready-to-wear pieces and accessories, including premium handbags, wallets, eyewear, shoes and watches.

GOOD EATS

Congrats to the **15th Street Fisheries** voted Best Waterfront Restaurant, Best Seafood Restaurant and Best Restaurant to Take Your Parents, according the Sun-Sentinel 2013 Readers Poll. The official grand opening of Swank Southern Kitchen takes place tomorrow, Oct 2 in Davie. Enjoy the taste of Southern inspired food & drink with country rock and dance tunes. <http://swanksouthern.com>



SOUTHEAST FLORIDA CLIMATE SUMMIT



Registration is now open for the Fifth Annual Southeast Florida Regional Climate Leadership Summit, taking place Thursday and Friday, 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.

BROWARD A1A SCENIC HIGHWAY NEEDS YOUR INPUT

The Broward A1A Scenic Highway Corridor Management Plan is currently being updated. This plan will identify how to heighten awareness of the intrinsic resources along the corridor while protecting them to enhance the travel experience. Plan to attend one of the workshops and help develop a plan for the future of the designated S.R. A1A Scenic Highway: October 14, 5-7pm at the Marriott Pompano Beach Resort or October 15, 5-7pm at the Marriott Hollywood Beach.

CHEERS TO KIM

Congrats to Kim L. Cavendish, President/CEO of the Museum of Discovery and Science, was awarded the prestigious Lifetime Achievement Award at the annual Florida Association of Museums Service Awards luncheon last month. The Lifetime Achievement award is presented to individuals who have worked in the museum field for over 30 years and whose career has made a profound impact on the museum industry, on individual museums, and on the lives of the citizens.



DINOSAURS IN MOTION

The Museum of Discovery and Science unveiled its new dinosaur exhibit last month. The exhibit goes through January 5, 2014, featuring 14 magnificent, fully interactive, recycled life-size metal dinosaur sculptures inspired by actual fossils, bringing to life the principles of STEAM (Science, Technology, Engineering, Arts & Mathematics). Visitors will have the ability to manipulate dinosaurs via lever and pulley systems, as well as with remote controls, offering large-scale dinosaur interaction unprecedented in a museum setting. Test your own artistic creativity and newfound technological inspiration with hands-on activities, such as the Innovation Stations, where you can create your own sculptures.

STREETSCAPES IN LAUDERDALE-BY-THE-SEA

Construction of two innovative streetscape projects are underway at Lauderdale-By-The-Sea. The Town's plan to revitalize the business district on Commercial Boulevard includes widening sidewalks and adding lush foliage. The goal is to make strolling through the Town more enjoyable, create beautiful public plazas and provide for additional open-air dining. To facilitate parking during construction, free parking is available in the Town's A1A lot, just north of Commercial Blvd. on the west side of the road. And, a new 78-space lot was recently opened near the ocean on El Mar Drive and A1A within a block of downtown. Free transportation on the air-conditioned Pelican Hopper is also provided throughout the Town. Construction of the streetscape projects will be completed before the end of the year. For additional info visit www.lauderdalebythesea-fl.gov.

HAPPENINGS AROUND TOWN

Oct 1-Nov 7: Dine Out Lauderdale, <http://sunny.org/dineout>
 Oct 3: Patrizio Buanne, Broward Center for the Performing Arts
 Oct 5: Fight For Air Run/Walk 5k, Huizenga Plaza
 Oct 5: Fort Lauderdale Strikers vs Tampa Bay Rowdies, Fort Lauderdale Stadium
 Oct 5: Gold Coast Derby Grrls vs Gainesville Roller Rebels, War Memorial Auditorium
 Oct 5: Hollywood ArtsPark Experience: Italy, ArtsPark at Young Circle
 Oct 5: Sarah Brightman, BB&T Center
 Oct 5: Story Hour at Stranahan House
 Oct 6: Gary Allen, Hard Rock Live
 Oct 9-20: Chicago, Broward Center for the Performing Arts
 Oct 10: Bjorn Again, Broward Center for the Performing Arts
 Oct 10-13: Fort Lauderdale Gay & Lesbian Film Festival, Sunrise Cinema

Oct 10: Mommy, I'm a Bastard! Miramar Cultural Center
 Oct 11: Florida Panthers vs. Pittsburgh Penguins, BB&T Center
 Oct 11: Anthony Jeselnik, Parker Playhouse
 Oct 11-13: PBR: Professional Bull Riders Built Ford Tough Series Cooper Tires Invitational, Hard Rock Live
 Oct 12: Ambrosia, Miramar Cultural Center
 Oct 12: Craftoberfest, Downtowner Saloon
 Oct 12: Hillsboro Inlet Lighthouse Tour, Sands Harbor Resort
 Oct 12: Pentimento and Firebird, Broward Center for the Arts
 Oct 12-Jan 5: Zap! Pow! Bam! The Superhero: The Golden Age of Comic Books, Young At Art Museum
 Oct 13: Florida Panthers vs. Los Angeles Kings, BB&T Center
 Oct 14: Golden Boy Boxing Series, BB&T Center
 Oct 17: Florida Panthers vs. Boston Bruins, BB&T Center
 Oct 17-20: Caribe Arts Fest, Esplanade Park
 Oct 18-Nov 11: Fort Lauderdale Intl Film Festival, Cinema Paradiso
 Oct 18-19: Howling Hammock Halloween Adventure, Hugh Taylor Birch State Park
 Oct 18: Improvised Shakespeare — "Shake It Up!" Broward Center for the Performing Arts
 Oct 18: TasteHOPE Warehouse Gala, F.A.T. Village
 Oct 19: Florida Panthers vs. Minnesota Wild, BB&T Center
 Oct 19: Diwali Festival of Lights, Broward County Convention Center
 Oct 19: Equality Night, BB&T Center
 Oct 19: Fort Lauderdale Strikers vs Atlanta Silverbacks, Fort Lauderdale Stadium
 Oct 19: Ghost Light Society presents The 4th Annual Studio 54 Soiree, Parker Playhouse
 Oct 22: Florida Panthers vs. Chicago Blackhawks, BB&T Center
 Oct 23: Math Rocks, Broward Center for the Performing Arts
 Oct 24-27: Halloween Ghost Tours, Historic Stranahan House Museum
 Oct 25: Eva Ayllon, Miramar Cultural Center
 Oct 25: Florida Panthers vs. Buffalo Sabres, BB&T Center
 Oct 26: Bobbie Celler's Screamfest 2013, BB&T Center
 Oct 27: Florida Panthers vs. Tampa Bay Lightning, BB&T Center
 Oct 27: Alice Cooper, Hard Rock Live
 Oct 29: John Fogerty, Hard Rock Live
 Oct 29: Selena Gomez, BB&T Center
 Oct 30: Barenaked Ladies with Whitehorse, Hard Rock Live
 Oct 30-Nov 3: Halloween Ghost Tours, Historic Stranahan House Museum
 Oct 30: Nine Inch Nails: Tension 2013, BB&T Center
 Oct 31-Nov 4: 54th Annual Fort Lauderdale Intl Boat Show
 Oct 31: Wicked Wilton, Wilton Manors

Sunny wishes,



Nicki E. Grossman
President

greater FORT LAUDERDALE
HELLO SUNNY