



20 CONSECUTIVE MONTHS OF TOURISM GROWTH

July 2011 had the highest hotel occupancy since 2006, up 7.8% from 2010. Overall, year-to-date hotel occupancy is 74.4%, up 6.1% year-over-year. July 2011 saw the highest average daily rate since 2008 and has been “in the black” for the past five months. Tourist tax collections show double-digit growth over the last four months with an increase of 8.17% in July 2011 and 12.2% in June 2011. March, April and May also had dramatic increases with 15.4%, 25.2% and 11.6%. [Click here](#) to see the Top Ten Signs of Tourism Growth.

GREATER FORT LAUDERDALE AVERAGE OCCUPANCY		
July 2011	July 2010	% Change
68.7%	63.7%	+7.8 %
GREATER FORT LAUDERDALE AVERAGE DAILY RATE		
July 2011	July 2010	% Change
\$92.51	\$89.23	+3.1%
GREATER FORT LAUDERDALE TOURIST TAX COLLECTIONS		
July 2011	July 2010	% Change
\$2,617,690.00	\$2,419,946.33	+8.17%

GREATER FORT LAUDERDALE MARKETING PLAN PRESENTATION

Join us on **Thursday, October 13** at 11am for the 2012 Greater Fort Lauderdale Marketing Plan Presentation and Luncheon at the Broward County Convention Center (celebrating 20 years). See what's on the horizon for tourism sales, convention sales, multicultural business, film & entertainment, public relations and advertising as we gear up for the year ahead. RSVP to Kim Canter kcanter@broward.org by Sept 23. And don't miss the Florida Restaurant & Lodging Association Tradeshow at 10am, right before the luncheon. Discover what's new with Broward's top cultural groups, co-op advertising and hospitality service providers. To exhibit at the tradeshow, contact Lynne Hernandez lhernandez@frla.org, with FRLA.

LAUDERDALE SPA CHIC

Find time to relax during the **4th Annual Lauderdale Spa Chic**, September 1-30, which was recently featured on [WTVJ](#). Enjoy spa treatments for \$99 (up to 50% savings) and Spa Chic Stays, including spa treatments and overnight accommodations, starting at \$239. Relax and renew at one of 14 participating spas: The Atlantic Hotel; Grand Resort & Spa (gay); Harbor Beach Marriott Resort; Hilton Fort Lauderdale Beach Resort; Hyatt Regency Pier Sixty-Six; Lago Mar Resort and Club; Living Waters European Day Spa; Residence Inn by Marriott Oceanfront; Planet Massage; Renewal Spa; The Ritz-Carlton,



Fort Lauderdale; The W Fort Lauderdale; The Westin Beach Resort, Fort Lauderdale; and The Westin Diplomat Resort & Spa. For details and info on our Spa Chic contest visit www.sunny.org/spachic. To check out our newest commercial, [click here](#).



CHEERS TO 5 YEARS OF DINE OUT LAUDERDALE

The most tasteful event of the season starts soon. Enjoy three-course dinner menus for \$35 October 1-November 10 at 40 top Broward restaurants including the vegan lover's Sublime and Asian fusion at Dapur. For a list of participating Dine Out Lauderdale restaurants and their menus, go to <http://sunny.org/dineout>. In celebration of **Dine Out Lauderdale's 5th Anniversary**, the CVB has partnered with Premier Beverage to create a "Cheers to 5 Years Dine Out Lauderdale" Cocktail Contest. We are asking Dine Out bartenders to submit an original Stoli cocktail recipe that captures the essence of Greater

Fort Lauderdale's beach chic vibe – whether it's in the ingredients, the look of the drink, or the name itself. The winner will receive a two-night stay at the new Wyndham Deerfield Beach. Deadline is September 6, 2011. Post your drink recipes on <http://facebook.com/visitlauderdale>.

ADVERTISING CO-OP UPDATE MEETING

The CVB's Communication Dept, along with Starmark International, the CVB's advertising agency, will review the coop advertising options available for 2012 at **3pm, Wednesday, Sept 7** at the Broward County Convention Center, Room 304. Bring your questions about sunny.org and social media too. RSVP to Kim Canter kcanter@broward.org if you plan to attend.

SUPERIOR SMALL LODGING 2011 ANNUAL CONFERENCE

Inn-Formation, Inn-Ovation, Inn-Spiration: Greater Fort Lauderdale will host the **2011 Superior Small Lodging Annual Conference**, at the Broward County Convention Center, Sept 27-28. Superior Small Lodging members from around the state will gather to share ideas and plan for the year ahead. SSL members as well as small hoteliers interested in attending should contact Donna Boucher executivedirector@superiorsmalllodging.com.



IN THE NEWS

Greater Fort Lauderdale recently hosted a group press trip of four UK-based journalists representing OK! Extra, Manchester Evening News, Press Association and the North West Evening Mail. Coverage is expected later this year and early next. Previous press visits and trips have garnered positive coverage of the destination from the [London Daily Mirror](#) and [AAA Times](#) which reaches western Massachusetts.

VISIT FLORIDA GOVERNOR'S CONFERENCE ON TOURISM

The 44th Annual Florida Governor's Conference on Tourism is September 25-27 at the Westin Diplomat Resort & Spa in Hollywood. "Friends, Fans and the Future" is the theme for the conference this year with 18 educational sessions and more than 30 expert speakers. Register here: <http://www.floridatourismconference.com>.

MULTICULTURAL MEETINGS

Albert Tucker will be in New York participating at the United States Association (USTA) Diversity & Inclusion Program Sept 3-4. Greater Fort Lauderdale will host South Florida's 3rd Annual Jamaica's Netball & Soccer Tournament Sept 4-5 at the Fort Lauderdale Stadium, with more than 36 teams from around the U.S. and Caribbean competing. Sheraton Cypress Creek will be the host hotel. On Sept 15-18 The Omega's will host their Florida State Quecentennial Conference at the Westin Fort Lauderdale, with more than 300 guests attending. This is a launch to bid on the 2014 National Conference. And on Sept 17, The Urban League of Broward County will host the Red Gala Affair at Harbor Beach Marriott Resort & Spa.

FLYING HIGH

July 2011 marked the 23rd month of consecutive growth in total passenger traffic and was the busiest July on record. Total traffic for the month was 2,037,607, up 4.4% over July last year. International traffic was 339,332, up 1.3% over last year. American Airlines has announced service to Los Angeles in November and additional Chicago and Dallas service in February; Vision will begin service to Freeport in November; and Southwest will begin service to Milwaukee and Manchester (MA) in February.

TOURISM SALES

Last month, Alfredo Gonzalez and Josh Winston attended the American Airlines Product Launch in Dallas. Alfredo represented the CVB at the Sunwing Vacations Event, Itravel 2000 Training Program, and the Thomas Cook Road Show on a Canadian Sales Mission. Fernando Harb attended a Doing Business in Brazil seminar as well as Virtuoso Travel Mart in Las Vegas. He was also in Panama, Costa Rica and Guatemala on a Central American Sales Mission. Josh Winston participated in Greater Fort Lauderdale week at Visit Florida's Welcome Centers, where travelers were treated to Super Summer 2-for-1 cards and goodies.



CONVENTION SALES TEAM UPDATE

The convention sales team recently participated in the following:

August 1 – 3: Kellen Summit, Atlanta, GA – Michele Bemis

Michele Bemis and The Westin Diplomat and Marriott Harbor Beach participated in one-on-one appointments and networking elements with 75 participants from their organization throughout the world. They came back with numerous new business opportunities for the area and properties.

August 5 – 10: American Society of Association Executives Annual Meeting, St. Louis, MO – Nora Gorman, Stacy Copeland, Sally Slater

This annual convention consisted of more than 5,000 attendees of which 2700 were association executives, 79% of which were final decision makers. The team was joined by the Convention Center, Hyatt Regency Bonaventure, the Hyatt Regency Pier Sixty-Six and Harbor Beach Marriott and met with more than 100 planners during the tradeshow, and held a private client event on Sunday for 50 key executives considering the Greater Fort Lauderdale Area.

August 15 – 18: GFLCVB Boston Sales Mission – Steve Aird

This 3 day sales mission with 5 hotels and 1 DMC partner was a resounding success! The team executed 6 client appointments, held a client event at the newly opened Forum Restaurant in Boston, and brought 25 planners to the Red Sox game on Wednesday August 17 and networked with 75 other PCMA New England members during a reception sponsored by the team preceding the game.

August 16 – 19: Chuck Cook Show, Tallahassee, FL – Michele Bemis

This annual show attended by 125 qualified planners, resulted in one new opportunity for 2012 for our properties.

August 22 – 24: IncentiveWorks, Toronto, Canada – Stacy Copeland

Over 2000 Canadian corporate and association planners of meeting, convention and incentive travel programs; specialty incentive houses; and meeting consultants/organizers and special events planners attended the 20th year of this B2B event in Toronto.

August 25 – 26: Connect Marketplace, Chicago, IL – Nora Gorman

This was the first time that we've participated in this hosted buyer appointment show, and Nora met with more than 40 qualified planners during appointments and networked with many more with business opportunities for our area. 8 business opportunities were directly generated from participation immediately after this event.

Catch the sales team at these upcoming events and tradeshows:

- Sept 6–9: Site Classic, Monterrey, CA – Stacy Copeland
- Sept 7–8: HSMA MEET National, Washington, DC – Dion James
- Sept 11–14: Society of Government Meeting Professionals Regional Meeting, Daytona, FL – Michele Bemis
- Sept 19–22: GFLCVB St. Louis Sales Mission

SEPTEMBER GROUP SALES UPDATE

Groups meeting in September will generate more than \$6 million to Broward County. Sample groups include:

- Sept 4-10 Electronic Recruiting Exchange 2011 Expo (300 attendees)
- Sept 8-15 Shoe Market of the Americas (160 attendees)
- Sept 14-18 2011 Annual Conference Florida RV Trade Association (175 attendees)
- Sept 19-23 2011 Conference Florida Institute of Certified Public Accountants (200 attendees)
- Sept 22-28 Visit Florida Governor's Conference on Tourism (510 attendees)
- Sept 26-Oct 4 2011 Harrison International Florida (400 attendees)
- Sept 30-Oct 4 Sysco Food Services of South Florida (175 attendees)

SPORT LAUDERDALE

Greater Fort Lauderdale welcomes the following sports groups in September, with more than 3,050 competitors plus family and friends:

- Sep 1-4 College Pre Season Soccer Training (700 attendees)
- Sep 8-12 AAU Taekwondo Team Trials (250 attendees)
- Sep 9-11 Bullriding Championships (150 attendees)
- Sep 16-18 Ohio State Alumni Meeting (800 attendees)

Sept 21-24	ESPN High School Football Classic (1000 attendees)
Sept 22-25	Marshall University Pre Season Soccer Training (100 attendees)
Sept 23-25	FL Sports Foundation Fall Board Meeting (50 attendees)



FILM & ENTERTAINMENT

Current productions in the works: **Feature Films:** Possession; Finding Joy; Bunkham Discoveries; Mais Je Dream ou Quoi; Me You and the Road; Magic City; and Can Ye Hear Me Now? **TV Series:** Shark Week; Yo Cuz; The Glades (Season Two); Burn Notice (Season Five); HGTV's Weekends with Luis; HGTV's My First Sale; Swamp Wars; Recreating A Legend; Think Green; Unclaimed; Brad Meltzer's Decoded (Season 2); MTV:

Teen Mom; CTV MADE; Mobsters; Disappeared; The Day That Changed My Life; Tanbou; Heat Seekers; Investigation Discovery's Nightmare Next Door; Fox Sports Channel: Soccer Bragging; Discovery Channel's NERD; and Cineflix's Dual Suspects 2 **Telenovela:** Grachi (Season Two) **TV Commercials:** FP&L; MACBond FUZE; The Learning Experience; FLIFF 2011 Trailer; Grab Bag; and Slick Fix **Still Photography:** Walmart; Yellow Door; Hawker 800; and Venus Fashion **Music Videos:** Warner Brothers IYAZ; Anthony Bless "Your Lover"; and Mizz Nina **Independent Short:** Genesis **Documentaries:** Unclaimed; Ireland's Mission Beach USA; UK's Super Tiny Animals; NBC's Disappeared; Unfit: The Ward vs. Ward Story; Jaco Pastorius; Dual Suspects 2; Prohibition and the South Florida Connection.

PARTNER NEWS

Wine Spectator's 2011 Award of Excellence was presented to **3030 Ocean Restaurant** at the **Harbor Beach Marriott Resort & Spa** for their fine selection of wines. 3030 Ocean joins the list of elite eating establishments whose wine lists offer interesting selections and appeal to a wide range of wine lovers. **Sublime Restaurant and Bar**, part of Dine Out Lauderdale, has introduced 9 new items to their vegan menu. [Click here](#) to see the new additions. **Yellow Cab** will be participating in the 2011 Making Strides Against Breast Cancer walk on Oct 9. [Click here](#) to join or donate.



HSMIA SOUTH FLORIDA FEATURES PORT EVERGLADES

Join HSMIA on Wed, Sept 21 at 11am for a Port update at the Sheraton Fort Lauderdale Airport & Cruise Port Hotel. \$35 members, \$40 non-members. Register at www.hsmiasouthflorida.org

HAPPENINGS AROUND TOWN

Through Sept 25: Art of Caring: A Look at Life Through Photography, Museum of Art | Fort Lauderdale

Through Sept 30: Super Summer Savings: <http://sunny.org/supersummer>

Sept 1-30: Lauderdale Spa Chic, <http://sunny.org/spachic>

Sept 2, 9, 16, 23, 30: Jazz on the Square, Lauderdale-by-the-Sea

Sept 2-4: Florida Marlins vs. Philadelphia Phillies, Sun Life Stadium

Sept 3: Saturday Nite Alive, Fort Lauderdale beach

Sept 3: Lauderdale-by-the-Sea Beach Clean Up

Sept 3: Fort Lauderdale Strikers vs. Montreal Impact, Fort Lauderdale Stadium

Sept 4: SunTrust Sunday Jazz Brunch, Riverwalk, Downtown Fort Lauderdale

Sept 5-7: Florida Marlins vs. New York Mets, Sun Life Stadium

Sept 7: Fort Lauderdale Strikers vs. Carolina RailHawks, Fort Lauderdale Stadium

Sept 8: Dionne Warwick, Hard Rock Live

Sept 10: Davie Championship Bull Riding, Bergeron Rodeo Grounds

Sept 10: 1st Fort Lauderdale Tunnel to Towers Run, Commemorate 10th Anniversary of 9/11, Huizenga Park

Sept 10: Books & Books Signing: Loren Long - Otis and the Tornado, Museum of Art | Fort Lauderdale

Sept 11: HBO presents In Memoriam - New York 9/11/2001, Museum of Art | Fort Lauderdale

Sept 11: 9/11 Remembrance Ceremony, Fort Lauderdale Fire and Safety Museum

Sept 11: Firefighter's 5K Run on the Broadwalk, Hollywood

Sept 12: Singer Songwriters Series, Broward Center of the Performing Arts

Sept 12-13: Don Mizell on Desegregation in Broward County, Fort Lauderdale History Center

Sept 13: Roger Daltrey, Hard Rock Live

Sept 15: 4th Annual News Times Pairings, Broward Center for the Performing Arts

Sept 15: Art Walk Las Olas, Las Olas Boulevard from the Museum of Art to Luigi's

Sept 15-18: Disney on Ice celebrates 100 Years of Magic! BankAtlantic Center

Sept 16: XVI International Ballet Festival of Miami, Broward Center of the Performing Arts

Sept 16: Heroes in Action Boxing & MMA, Hard Rock Live

Sept 17: ArtWalk, downtown Hollywood

Sept 17: Fort Lauderdale Strikers vs. Atlanta Silverbacks, Fort Lauderdale Stadium

Sept 17: Bellator Fighting Championships 50, Hard Rock Live
Sept 17-18: American Fantasy, Parker Playhouse
Sept 18: Hollywood Beach Latin Festival, Hollywood Beach Broadwalk
Sept 18: 7th Annual Indopak Festival, Fort Lauderdale Beach
Sept 18: Elvis Costello, Hard Rock Live
Sept 19-21: Florida Marlins vs. Atlanta Braves, Sun Life Stadium
Sept 22: From Villa-Lobos to Samba - João Carlos Martins and the Bachiana Filarmônica, Broward Center for the Performing Arts
Sept 22: Disco Night, Hard Rock Live
Sept 22: HSBC Tennis Cup, BankAtlantic Center
Sept 23: World Class Boxing, Hard Rock Live
Sept 24-25: Sesame Street Live: Elmo's Healthy Heroes, Broward Center for the Performing Arts
Sept 25: Primordial: Paintings and Sculpture by Isabel De Obaldia opening, Museum of Art | Fort Lauderdale
Sept 26-28: Florida Marlins vs. Washington Capitals, Sun Life Stadium

All best wishes,



Nicki E. Grossman
President

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