

HERE'S TO A HAPPY AND FUN LABOR DAY WEEKEND!

JULY NUMBERS

Growth in hotel occupancy continues (for the past 44 months), with the highest July ever.

| GREATER FORT LAUDERDALE AVERAGE HOTEL OCCUPANCY | | |
|---|------------------|-----------------|
| July 2013 | July 2012 | % Change |
| 72.2% | 70.4% | +2.7% |
| GREATER FORT LAUDERDALE AVERAGE HOTEL DAILY RATE | | |
| July 2013 | July 2012 | % Change |
| \$98.53 | \$95.31 | +3.4% |

TOURISM MEANS JOBS

Congratulations to the new Marriott Pompano Beach Resort & Spa. They provide employment for 80 hospitality industry team members.

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, 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. To exhibit at the tradeshow, contact Lynne Hernandez lhernandez@FRLA.org with FRLA.

NEED TO RELAX?

Find time to rejuvenate during the 6th Annual Lauderdale Spa Chic, September 1-30, recently featured on WTVJ, [click here](#) to view. Enjoy spa treatments for \$99 (up to 50% savings) and Spa Chic Stays. Renew at one of 17 participating spas: The Atlantic Resort & Spa; Bonaventure Resort & Spa; Diamante Day Spa; Embassy Suites Deerfield Beach Resort & Spa; Harbor Beach Marriott Resort; Hilton Fort Lauderdale Beach Resort; Hyatt Regency Pier Sixty-Six; Lago Mar Resort and Club; Le Spot European Day Spa; Residence Inn by Marriott Oceanfront; Planet Massage; The Ritz-Carlton, Fort Lauderdale; Soleil Spa at the Sea Gardens Beach and Tennis Court; Soleil Spa at the Wyndham Palm-Aire Resort; The W Fort Lauderdale; The Westin Beach Resort & Spa, Fort Lauderdale; and The Westin Diplomat Resort & Spa. For details and info on our Spa Chic visit www.sunny.org/spachic And check out our latest TV spot, [click here](#).



DINE OUT LAUDERDALE

It's almost time to enjoy three-course dinner menus for \$35 October 1-November 7 at 36 top Broward restaurants: **FORT LAUDERDALE** Amatsu Sushi & Sake at the Westin Beach Resort & Spa, Fort Lauderdale; 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 and Show; The Melting Pot, Fort Lauderdale; 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; 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.

MEDIA NEWS

The Communications department wrapped up filming for Peter Greenberg's new PBS show, Travel Detective, filming throughout Greater Fort Lauderdale including Hollywood, Fort Lauderdale, the Everglades, Billie Swamp Safari, Rocketman, and more. The show will air in December. Upcoming media visits including Sport Diver UK, KIWI Magazine and the Sunday Independent. The Greater Fort Lauderdale Convention & Visitors Bureau just received the 2013 Great Lakes Graphics Awards Of Excellence in: BEST of DIVISION for "Meet Sunny" CVB Meetings Guide; BEST of CATEGORY for "Hello Sunny" Vacation Playbook; and AWARD of EXCELLENCE for "Meet Sunny" CVB Meetings Guide.



SEPTEMBER GROUP SALES UPDATE

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

- Sept 7-15: IACA 2013 Annual Convention (300 attendees)
- Sept 7-11: Florida Association of Museums Foundation Annual Conference and Exposition (150 attendees)
- Sept 18-26: International Esthetics, Cosmetics, and Spa Conference 2013 (240 attendees)
- Sept 19-22: NACTA 2013 Annual Convention (125 attendees)
- Sept 19-25: New Jersey State PBA 2013 Annual Convention (500 attendees)
- Sept 19-27: National Association Medical Staff Services Annual Conference & Exhibition (850 attendees)
- Sept 20-23: Catholic Charismatic Services – Archdiocese Miami Annual Conference (200 attendees)
- Sept 23-28: Florida Institute of Certified Public Accountants Conference/Tradeshaw (200 attendees)
- Sept 23-29: 2013 Annual Meeting – National Council of Catholic Women (750 attendees)



TOURISM SALES

In August, Fernando Harb and Josh Winston attended Virtuoso in Las Vegas. Virtuoso, the industry's leading luxury travel network, is comprised 330 agencies with more than 7,200 elite travel specialists in 20 countries in North and South America, the Caribbean, Australia and New Zealand, as well as over 1,300 of the world's best travel providers and premier destinations. The network's member agencies generate over \$9.6 billion annually in travel sales, making the group the most powerful in the luxury travel segment. For more info, visit www.virtuoso.com. Josh also visited the Heartland and conducted global call center trainings in Omaha, NE. Fernando ventured internationally and represented the CVB at Visit USA Costa Rica in San Jose. Fernando also showcased the destination to USA Tours/Silvio Rebmann, a visiting German FAM group. Justin Flippen began representing the CVB on the

Broward Centennial project, a year-long commemoration of Broward County/Greater Fort Lauderdale's 100th anniversary set to begin in 2014 and conclude in 2015.

NACTA SUPPLIER AWARDS NOMINATIONS

Greater Fort Lauderdale CVB was nominated for NACTA Supplier Awards: 2013 NACTA Supplier of the Year; 2013 NACTA Destination of the Year; and 2013 NACTA Supplier Liaison of the Year (Josh Winston). Winners will be announced September 20.

PORT EVERGLADES

Princess Cruises' new Royal Princess will call Port Everglades her U.S. winter home when she arrives in late October 2013 after debuting in Europe.



FLYING HIGH

Air Canada will launch weekly seasonal flights between Halifax and Fort Lauderdale, beginning December 14 until the end of April 2014. Air Canada will operate flights on Saturdays using 97-seat Embraer (NYSE: ERJ) E190 aircraft offering a choice of executive or economy class service and featuring complimentary seatback entertainment. In-flight entertainment, roomy seats boost Fort Lauderdale flights' 'happiness' factor. [Click here](#) to find out why.

SPORT LAUDERDALE

The Sports Development team welcomes more than 8,000 athletes, coaches, and families to Greater Fort Lauderdale in September, attending events such as: AAU Taekwondo Team Trials at the Broward County Convention Center, Triple Crown's Last Chance Pandemonium in Plantation, the Strangers International Hockey Tournament at the Saveology Iceplex, and Junior Pan Am Swim Championships at the Coral Springs Aquatic Complex.

MULTICULTURALLY SPEAKING

Albert Tucker, VP of Multicultural, is attending the following:

Aug: 28– Sept 1: Black Enterprise Magazine Annual Conference

Sept 1-2: Jamaica High School Alumni Association 2nd Annual Netball and Soccer Championships. More than 40 teams with matches at the Lauderhill Sports Park

Sept 12 –14: Chicago Sales Mission for clients visits and hosting the opening Reception at the Chicago Steppers Gala

Sept 18–21: Historically Black Colleges and University's (HBCU) Summit in Atlanta

Angella Lopez is attending the following:

Sept 18-19: Bowling/Marketing Event in DC in conjunction with Marriott, targeting multi-cultural organizations

Oct 9-12: International Association of Hispanic Meeting Professional Conference in St. Augustine

OFFICE OF FILM & ENTERTAINMENT

Mad Dance Block Party took place at Revolution. The CVB OFE hosted a private event at the Westin Diplomat celebrating Telemundo's new telenovelas in Broward. Film Forum takes place in Broward, Dade and Monroe to educate legislators and representatives on film incentives and overall economic impact of the industry. The Fort Lauderdale Gay & Lesbian Film Festival (FLGLFF) prepares for the 5th year with 25 films programmed over the 5-day festival. Lauderdale Live will soon announce the performer line-up and website.

FILM PERMITS

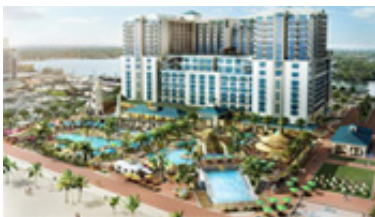
TV Series: Gator Boys; Gym Rescue; Untitled Casting Sizzle Reel **TV Commercials:** MHS-Rehab; Group Matrix; InstaTorch **TV Movies and Specials:** Peter Greenberg's 'The Travel Detective'; Untitled E! Special **Still**

Photography: Florida Panthers-Lady Panthers 2014 Swimsuit Calendar; Fitness Rx for Women; Wal*Mart

September Catalog; Lydia Jump; BankUnited **Telenovelas:** Marido En Alquiler; Santa Diabla; Dama y Obrero; La

Viuda Negra; Cosita Linda **Music Videos:** Hold Me Down; Tatianna K **Documentaries:** Real Pictures Fishing

Documentary **Other:** Discovery Channel Canada-Daily Planet; Deadly Confessions.



HOTEL NEWS

The official groundbreaking took place for the **Margaritaville Hollywood Beach Resort**, an 845,000-square-foot island-themed paradise with a 349-room hotel, seven bars and restaurants, retail space and a surf ride. **Costa Hollywood**, a \$180 million, six-story, 304-room condo-hotel including gym, holistic day spa, upscale dining and shopping district, plus a rooftop pool deck overlooking the Intracoastal and Atlantic Ocean, opens Dec 2014. **The Hilton Fort Lauderdale Beach Resort** has installed

six wind turbines to plug into the natural breeze blowing from the Atlantic Ocean and help power its facilities. It's the first Hilton of more than 500 properties to have installed wind turbines. [Click here to watch the tv coverage.](#)

SHOPPING NEWS

The Galleria at Fort Lauderdale continues to expand its mix of more than 100 specialty retailers with new locations from American Eagle Outfitters and LOFT coming soon. **Sawgrass Mills** adds to its coveted collection of world-renowned luxury brands with the first and only outlet location in Florida from Jimmy Choo set to open at the Colonnade Outlets.

FESTIVAL OF CHOCOLATE

Want the "Sweetest" barter deal of the year? Reward your top employees and their families with tickets to The Festival of Chocolate at Nova University on October 12 and 13 in exchange for hosting the festival production team at your hotel and make your property the Official Hotel of The Festival of Chocolate for guests and vendors. The Festival of Chocolate was voted Top 10 Chocolate Festival in the US and hosts over 8,000 guests. If interested, contact info@festivalofchocolate.com.

BRATS N' BREWS ON THE BOULEVARD

It's that time of the year again! The event where dames in Dirndls, beer aficionados and the average Joe, all join together for the "HAUS" of German Tradition. Where jugs of frothy libations are set to flow like a yodeler's melody and delicacies will consist of Rostbratwürstl and Wiener Schnitzle. It is the **2nd Annual Las Olas Oktoberfest** and this year it's for two weekends. Presented by The Riverside Hotel and Fritz & Franz Bierhaus, the two weekend beer, food and music festival will take place on the Riverside hotel's Lawn, overlooking Las Olas Boulevard, September 20-29. The celebration will kick off with the traditional keg taping ceremony at 5pm on Friday! [Click here](#) for more info.

REGISTRATION OPENS FOR 5TH ANNUAL 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 in Fort Lauderdale. 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.

11 THINGS YOU CAN DO WHILE THE HISTORIC STRANAHAN HOUSE MUSEUM IS CLOSED

The Historic Stranahan House Museum is temporarily close for maintenance and repairs. [Click here](#) to find out 11 things you can do while they are closed.

HAPPENINGS AROUND TOWN

Through Sept 30: Summer Savings in Greater Fort Lauderdale With 2-For-1 Summer Deals

Sept 4: Diana Ross, Hard Rock Live

Sept 7: Family Fun Day, Pompano Beach Aquatic Center

Sept 7: Fort Lauderdale Strikers vs San Antonio Scorpions, Lockhart Stadium

Sept 7: Hillsboro Inlet Lighthouse Tour, Sands Harbor Resort & Marina

Sept 9: Fort Lauderdale Historical Society Lecture Series, Mike Kennedy, Fort Lauderdale History Center

Sept 11: Dan Pallotta, Broward Center for the Performing Arts

Sept 12: Joe Satriani "Unstoppable Momentum Tour" with the Steve Morse Band, Parker Playhouse

Sept 12: Engelbert Humperdinck, Seminole Casino Coconut Creek

Sept 12: Eddie Money Live, Seminole Casino Coconut Creek

Sept 12: Joe Satrian with the Steve Morse Band, Broward Center for the Performing Arts

Sept 15: Depeche Mode, BB&T Center

Sept 15: Loretta Lynn, Hard Rock Live

Sept 17: Stone Temple Pilots with Chester Bennington, BB&T Center

Sept 18: Lionel Richie, Hard Rock Live

Sept 19-22: Disney on Ice: Princesses & Heroes, BB&T Center

Sept 20-29: Las Olas Oktoberfest, Riverside Hotel

Sept 21: Fort Lauderdale Strikers vs New York Cosmos, Lockhart Stadium

Sept 22: Lisa Lampanelli, Hard Rock Live

Sept 27: Brian Wilson and Jeff Beck, Hard Rock Live

Sept 27-29: Sesame Street Live "Can't Stop Singing" Parker Playhouse

Sept 28-Jan 5: Dinosaurs in Motion Exhibit, Museum of Discovery & Science

Sept 29: Taste of Parrotise, IGFA

Sept 30: Stone Soup, Broward Center for the Performing Arts

Sunny wishes,



Nicki E. Grossman
President

greater FORT LAUDERDALE
HELLO SUNNY