

MAY NUMBERS

Growth in hotel occupancy continues (for the past 55 months) with the highest May occupancy rate on record.

GREATER FORT LAUDERDALE AVERAGE HOTEL OCCUPANCY		
May 2014	May 2013	% Change
74.2%	70.7%	5.0%
GREATER FORT LAUDERDALE AVERAGE HOTEL DAILY RATE		
May 2014	May 2013	% Change
\$113.65	\$109.46	3.8%

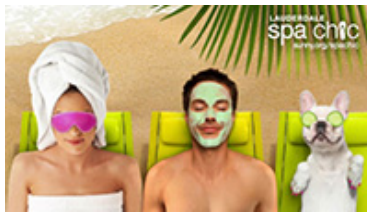
TOURISM MEANS JOB\$

The Embassy Suites Deerfield Beach proudly employs 119 team members.

AWARD-WINNING CVB

The Greater Fort Lauderdale Convention & Visitors Bureau won two Best of Class 2014 National Association of County Information Officers (NACIO) Awards for Greater Fort Lauderdale Vacation Planner and Sunny.org website.

SPA TIME



Get ready to relax during the fifth annual **Greater Fort Lauderdale Spa Chic**, September 1-30, where 14 top spas offer treatments for \$99 (up to 50% savings): Spa Atlantic at The Atlantic Resort & Spa; aLaya Spa at the Bonaventure Resort & Spa; Spa 950 at the Embassy Suites Deerfield Beach Resort & Spa; The Spa at the Harbor Beach Marriott Resort & Spa; Spa Q at the Hilton Fort Lauderdale Beach Resort & Spa; Spa 66 at the Hyatt Regency Pier Sixty-Six; The Spa at Lago Mar Resort and Club; SiSpa at Fort Lauderdale Marriott Pompano Beach Resort & Spa; Spa Ocean Sands at the Residence Inn Fort Lauderdale Pompano Beach/Oceanfront; The Spa at The Ritz-Carlton, Fort Lauderdale; Bliss Fort Lauderdale at the W Fort Lauderdale; Heavenly Spa by Westin at the Westin Beach Resort & Spa, Fort Lauderdale; Heavenly Spa by Westin at the Westin Diplomat Resort & Spa; and Day Spas: Diamante Day Spa; Karma 7 Day Spa; Dr Patty's Dental Boutique & Spa; and Planet Massage. For details visit www.sunny.org/spachic.

VACATION LIKE A VIP IN GREATER FORT LAUDERDALE

Lauderdale Luxe guests can enjoy perks with an exclusive 'Vacation Like A VIP' package providing a room upgrade, complimentary valet parking, \$25 American Express gift card, \$100 resort credit to be applied to spa, golf, food & beverage, pool/beach cabana, water activities or kids programs, and complimentary valet parking at The Colonnade Outlets at Sawgrass Mills, along with a complimentary glass of Prosecco for two at Villagio Ristorante. For details on the Vacation Like a VIP program, valid through September 30 with a two-night minimum stay and a list of participating Luxe properties, visit <http://sunny.org/vip>.

STACEY DAVIS WILL BE MISSED

Stacey, a loved and integral member of our Convention Sales department and CVB team for more than 15 years, passed away suddenly last month. Stacey was a beloved colleague and friend who is survived by her husband, and son, who serves our country as a member of the U.S. Navy, stationed in Hawaii. Stacey will be remembered for her positive outlook, constant smile and love for her friends. She will be dearly missed by her CVB family and hospitality friends.



JULY GROUP SALES & SERVICES UPDATE

Groups meeting in July will generate more than \$66 million to Broward County. Groups include:

- July 7-13: Florida Pharmacy Association - 2014 Annual Conference (375 attendees)
- July 11-13: r Family Vacations 10th Anniversary Pre-Cruise (800 attendees)
- July 11-17: 2014 Florida Dietetic Association Convention (325 attendees)
- July 12-15: American Association of Collegiate Registrars 2014 Technology and Transfer (500 attendees)
- July 12-19: CBIZ and Mayer Hoffman McCann Annual Conference (400 attendees)
- July 13-24: General Services 58th Florida State Convention - 2014 (700 attendees)
- July 16-20: Traci Lynn Jewelry Summer Launch 2014 (500 attendees)
- July 17-21: Christian Congregation of Jehovah's Witnesses 2014 National Convention (15,000 attendees)
- July 17-24: Ultimate Software 2014 Enterprise Delivery Meeting (350 attendees)
- July 20-24: Cheney Brothers, International 2014 (2000 attendees)
- July 21-28: 2014 Team National Convention (2600 attendees)
- July 25-30: American Association of Cosmetology Schools 2014 Annual Convention (800 attendees)

July 27-Aug 3: The American Tennis Association – ATA 2014 Annual Tournament (1500 attendees)
 July 28-Aug 4: Latin American Association of Insurance Agencies-LAIA (400 attendees)
 July 30-Aug 10: Progressive National Baptist 2014 Annual Session (5000 attendees)
 July 31-Aug 4: Christian Congregation of Jehovah's Witnesses 2014 National Convention (15,000)
 July 31-Aug 6: Florida Fire Chiefs' Association - 2014 Annual Conference (325 attendees)

MULTICULTURAL BUSINESS DEVELOPMENT

Albert Tucker will travel to New York July 1-2 to meet with the National Urban League in preparation for the 2015 National Conference coming to Fort Lauderdale, and also attending the 2014 National Urban League Convention in Cincinnati. Family Reunions continue to be a growing trend in Greater Fort Lauderdale with more than 30 reunions on the books for July. In August, the GFLCVB will host both the Progressive National Baptist Convention and the American Tennis Association.

TOURISM SALES

In June, Fernando Harb attended the Vacation.com conference and the Home Based Travel Agent Forum in Las Vegas. Vacation.com is North America's largest vacation-selling network working together to provide the travel experiences clients both expect and deserve. The Home Based Travel Agent Forum is the industry's #1 travel agent event bringing more than 300 suppliers to one location, offering three full days of conferences, seminars and training. Fernando also represented the CVB at the Affluent Traveler Symposium at the Boca Raton Resort. Fernando and Erick Garnica jointly attended Travel MarketPlace Canada, a conference dedicated exclusively to Canadian travel agents and travel suppliers interested in growing their business, providing education, training, and networking opportunities. Erick also joined VISIT FLORIDA for the #Next Travel Exchange Tradeshow in Mexico City with an estimated 700 travel agents and 20 meeting professionals from throughout Mexico and Latin America. Josh Winston led the Canada-based Travelsavers familiarization tour of Greater Fort Lauderdale and attended the Travelsavers convention in Boca Raton. Justin Flippen was appointed to the VISIT FLORIDA Cultural, Heritage, Rural, and Nature Committee and continues to work with the Broward County Cultural Division on the planning of Broward 100, Broward County's year-long centennial celebration set to run October 2014 to October 2015.



BROWARD 100

The Inside Out project is coming to Broward County. Inside Out is known as the people's art project because of its bold and exciting format. Using the expressions of the individuals in photographs, as well as their recorded thoughts, Inside Out Broward creates large-scale "pastings" and a global platform that allows people to share their "untold" stories. Residents and visitors alike are encouraged to come and show their faces and become part of Broward's history by participating in one of the largest grassroots public arts projects in the world! If you would like to organize an Inside Out Broward project, visit <http://broward100.org> to learn how to get started.

INTERNATIONAL TOURISM SALES

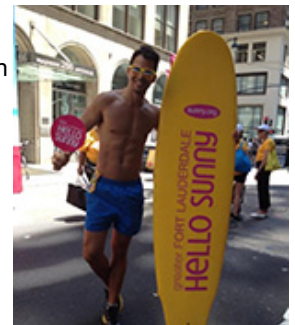
The GFLCVB UK office continues to work on a consumer campaign to drive sales to Greater Fort Lauderdale, targeting the family and LGBT markets. Agent training was conducted in Dublin for American Holidays sales staff. The team also attended the Visit Florida partners meeting providing an opportunity to network with other Florida CVBs and share opportunities for the coming year. The GFLCVB PR team has been busy with the UK media mission which took place from June 23-27. Jessica Savage and Kim Butler, along with the UK team met with a cross section of media and trade partners in London and Dublin. The team met with more than 23 media including a cross section of national, lifestyle, LGBT, consumer, trade and travel publications.

LGBT SALES

Richard Gray is in New York City for media interviews after attending the NYC Gay Pride Parade this past weekend. He will be attending ProvinceTown Bear Week July 12-20 and attending the National Gay & Lesbian Chamber of Commerce Conference in Las Vegas later this month.

SPORT LAUDERDALE

Sports welcomes more than 40,000 athletes, coaches, and families to Greater Fort Lauderdale in July including the International Women's Golden Gloves at the Hyatt Pier 66, the Rising Stars Summer Showcase in Davie, the USTA National Boys14 Clay Court Championships at the Jimmy Evert Tennis Center, the Teen Masters and Collegiate Masters Bowling Tournaments at Sawgrass Lanes, and martial arts events at the Broward County Convention Center, including, AAU Taekwondo & AAU Karate National Championships as well as the Jr. US Open Judo Championships.



OFFICE OF FILM & ENTERTAINMENT



Film Permits were issued for the following productions in June 2014: **TV Series:** Graceland-Season 2; I'd Kill for You; The Epps and Flow. **TV Commercials:** Cablevision; Experian; Home Depot; LP Media; Office Depot/Office Max; The Balancing Act; TV Time Tray; VaporX; Without Boundaries. **Still Photography:** Belk Brand Clothing; Black History Project; Falcon 900 Aircraft; G4 Aircraft; Greenstein Shoot; Sheehan Buick GMC; Success From Home Cover; Wal*Mart; Yindy Family. **Telenovelas:** En Otra Piel; Sangre En El Divan; Reina de Corazones; Voltea Pa' que te Enamores. **Music Video:** 2 Live Crew – "Take It Off." **Feature Film:** Greater Goode. **PSA:** University of Florida. **Documentaries:** A Long Way from Home; Incredible Flying Jet Packs; Proctor and Gamble; See No Evil; Happy Beyond Fit. **TV Movie:** First 48 – Special. **Other:** CALL Town Hall Meeting; Fitness Tabs; Sabbath Memorial Dog Rescue; Swimming In Your Skin Again. **Web:** Survey for Women Officially TV; Top Recruiter; Visit Florida Meetings; Waverunner Ball. Pictured here (left) Broward County's Commissioner Chip La Marca, Commissioner Stacy Ritter, CVB's Pati Hachman and OFE Film & Entertainment Commissioner Noelle Stevenson, on the set of Graceland with the cast and crew at Broward Soundstage for USA's Network.

AIRPORT UPDATE

Total passenger traffic for May 2014 was 1,977,662, up 3.2% over May 2013, with international traffic increasing by 38.6%. International traffic was 17.8% of total traffic for the month. International traffic has increased significantly, as a percentage of total traffic, for the past 12 months. With the arrival of new international service by JetBlue, Norwegian Air Shuttle, and Copa Airlines, this trend is expected to continue through the calendar year and into the first quarter of 2015.

HOTEL NEWS

Welcome aboard Heidi Dennis, the new GM at the **Atlantic Hotel & Spa**. The Atlantic, has named renowned underwater photographer, Craig Dietrich, as its new featured artist. Dietrich's stunning underwater photos will be displayed on the walls of the hotel, and available for purchase, now through the fall of 2014. As part of its ongoing support of the arts, every few months, the hotel will display throughout the hotel and spa, the stylish, eye catching artwork from a different local artist. Congrats to **Geannine Megazzini** on being recognized as Q1 Sales Star Winner for Marriott International for booking almost \$2 million dollars in revenue for the **Fort Lauderdale Marriott Harbor Beach Resort & Spa**.

HAPPY RETIREMENT

Our hospitality family salutes **Linda Sue Marsh**, VP of Sales, **Days Inn Bahia Cabana**, who retired last week after decades of service that included sales director tenures at Riviera Ocean Resort and Sheraton Yankee Trader. From founding the HSMIA chapter and serving on the board for 20+ years in Broward, to board positions on the Fort Lauderdale Beach Council and Bon Vivants, Linda Sue is a staple in Greater Fort Lauderdale tourism. We wish her happiness in her retirement.



WELCOME ABOARD

The **Fort Lauderdale Historical Society** welcomes **Patricia Coyle Zeiler** as their new Executive Director. Patricia recently served as the Executive Director of the Downtown Fort Lauderdale Transportation Management Association, the nonprofit organization that administers the Sun Trolley.

FORE! HSMIA SOUTH FLORIDA GOLF & GROUPS EVENT

Kirk Pagenkopf, President and CEO of Golf Industry Services, discusses the state of the golfing industry for groups. Learn how to target groups that are engaged in golf, what they are looking for in a golf resort, how to drive sales and satisfaction, and how to create strategic golf partnerships for non-golf properties. You'll also hear about new trends in the industry, i.e. footgolf. Wednesday, July 16, Coral Ridge Country Club. <http://www.hsmiasouthflorida.org>

MAKING THE LIST

Hollywood was named a 10Best Readers' Choice contest winner for "Best Summer Weekend Escape," chosen by readers of USA TODAY and 10Best, which provides unbiased travel advice to more than 40 million travelers each year through its consumer site 10Best.com. Hollywood was recognized for its award-winning Boardwalk and beaches, its unique character that features a mix of shops and art galleries, and its inexpensive lodging accommodations. [Click here to read about it](#). And congratulations to **Steak 954** at the W Fort Lauderdale for making Wine Enthusiast's 2014 list of America's 100 Best Wine Restaurants. The **City of Fort Lauderdale** has captured the prestigious All-America City Award. Established in 1949, the All-America City Award recognizes cities, counties, towns, neighborhoods, and metropolitan areas across the country for exemplary community-based problem solving and civic engagement efforts that involve public, private, and non-profit entities. And **Las Olas Gondola** and **Comfort Suites Airport & Cruise Port**, and **Holiday Inn Convention Center/Cruise Port** received the 2014 TripAdvisor Certificate of Excellence. **Beachside Village Resort** in Lauderdale-by-the-Sea and **Alhambra Beach Resort** in Fort Lauderdale recently ranked No. 4 and No. 7 respectively among the top 10 U.S. resorts for exceptional service as rated by TripAdvisor reviewers.

SUN TROLLEY EXPANDS SERVICE FOR JULY 4

Sun Trolley's Beach Link and Las Olas Link will operate on July 4, 2014 providing a connection to the City of Fort Lauderdale's *4th of July Spectacular*, a family-friendly event featuring fireworks, live music, beach games and more. To help families avoid beach traffic, the Sun Trolley is offering cost-effective services to the event. Both routes will extend hours until midnight. Visit <http://suntrolley.com> for more info.

FESTIVAL OF NATIONS – A SOCCER FEAST

Mark your calendars and head to Pompano Beach for two full days of festivities during Brazil's Soccer finals, July 12-13. Sports activities, bands and gigantic high definition and high resolution LED screens broadcasting live the final matches. Free admission. [Click here for more info](#).

HAPPENINGS AROUND TOWN

Through September 30: Summer Savings: 2-for-1 Offers <http://sunny.org/summer>
 July 2: A Star-Spangled Spectacular, Herb Skolnick Community Center, Pompano Beach
 July 2: Katy Perry, BB&T Center
 July 3-7: Fort Lauderdale Swing & Shag Beach Bash, Hilton Fort Lauderdale Marina
 July 4: 4th of July Party Cruise - Fort Lauderdale Fireworks Cruise, Liberty Belle Vessel
 July 4: All-American Celebration, Tamarac Sports Complex
 July 4: Coral Springs Fourth of July Celebration
 July 4: Davie Independence Day Fireworks and Family Fun Day
 July 4: Deerfield Beach 4th of July Celebration
 July 4: Flamingo Gardens Old Fashioned 4th of July, Davie
 July 4: Fort Lauderdale Presents: 4th of July Spectacular
 July 4: Fourth of July Concert & Fireworks at the BB&T Center, BB&T Center
 July 4: Hollywood Beach Star Spangled 4th of July Fireworks Spectacular
 July 4: Lauderdale-by-the-Sea Fourth of July
 July 4: Margate Fourth of July Parade and Activities

July 4: Miramar 4th of July Celebration
July 4: North Lauderdale Fourth of July Patriot 5K and Celebration
July 4: Patriotic Swim Party, Caporella Aquatic Center, Tamarac
July 4: Pembroke Pines Independence Day Celebration & Fireworks Show
July 4: Pompano Beach July 4th Beach Bash and Fireworks Extravaganza
July 4: Ritz Glitz Red, White and Tease Burlesque Revue, STACHE - A 1920s DRINKING DEN
July 4: Sunrise "Marching Through History" Parade and Family Fun Day, Sunrise
July 4: Weston 4th of July Hometown Parade
July: Turtle Walks, Museum of Discovery & Science
July 6: Replay America, Hard Rock Live
July 7-Aug 1: RedEye 2014, ArtServe Inc.
July 7-18: Summer of Art for Grades 1-12, F.A.T. Village
July 8: Matt Fulchiron, American Rock Bar
July 10: A Love Story: How the Moon Falls for the Earth, Broward Library
July 11: The "No Murcy" Band, Rosey Baby, Lauderhill
July 11: The BaCA Movie Lounge - Mambo Kings, Bailey Contemporary Arts Center, Pompano Beach
July 11-12: USA Sports Promotions of Florida Presents 2014 NPC Southern States Championships, War Memorial Auditorium
July 12: An Evening Under the Moon, Ocean2000
July 12: Chris Tucker, Hard Rock Live
July 12-13: Festival of Nations - Soccer Championship Weekend, Pompano Beach Fishing Pier
July 12: Pirates: An Overnight Family Adventure, Museum of Discovery & Science
July 13: Dennis Miller and Dana Carvey, Hard Rock Live
July 14: South Florida Symphony Presents A Distant Shore, Josephine's Leiser Opera Center
July 15: Senior Socials, Tamarac Community Center
July 16: HSMAl South Florida golf educational, Coral Ridge Country Club
July 17-31: International Design @ DCOTA: Outdoor Design in South Florida, Dania Beach
July 17-19: Rapunzel, Broward Center for the Performing Arts
July 18: The BaCA Movie Lounge - Being John Malkovich, Bailey Contemporary Arts Center, Pompano Beach
July 19-20: The Great South Florida History Mystery, Museum of Discovery & Science
July 21-15: Ocean Explorers Camp - Grades 7 & 8, Museum of Discovery & Science
July 22: The Fray with Barcelona and Oh Honey, Hard Rock Live
July 25: Sara Bareilles with Emily King and Hannah Georgas, Hard Rock Live
July 25-26: South Florida Book Festival at AARLCC
July 25: The BaCA Movie Lounge - Pan's Labyrinth, Bailey Contemporary Arts Center
July 25: Sinking World Art from the Mohawk and the Vandenberg, Frame 'n Art by the Sea, LBTS
July 27-Aug 2: BugFest-by-the-Sea, Lauderdale-by-the-Sea
July 30: Gavin Degraw with Matthew Nathanson and Andrew McMahon, Hard Rock Live

Best wishes,



Nicki E. Grossman
President

greater
FORT LAUDERDALE
CONVENTION & VISITORS BUREAU
sunny.org