

**WE'RE ON THE MOVE**

As of December 8, the new office location of The Greater Fort Lauderdale Convention & Visitors Bureau will be 101 NE 3rd Avenue, Suite 100, Fort Lauderdale, FL 33301. Please make sure to change our address in your databases.

**SUNSATIIONAL SERVICE COURTESY AWARDS, DEC 11**

We hope to see you Thursday, December 11 at the Broward County Convention Center for the annual holiday-themed 2014 SUNSational Service Courtesy Awards! We will recognize Broward's finest professional employees who go above and beyond at a special holiday luncheon. RSVP by December 5 at <http://sunny.org/rsvp>. Contact Kim kcanter@broward.org with any questions.

OCTOBER NUMBERS

Growth in hotel occupancy continues (for the past 59 months) with the highest October occupancy rate since 2004.

GREATER FORT LAUDERDALE AVERAGE HOTEL OCCUPANCY		
October 2014	October 2013	
73.2%	68.5%	
GREATER FORT LAUDERDALE AVERAGE HOTEL DAILY RATE		
October 2014	October 2013	
\$113.96	\$106.80	

WINTERFEST BOAT PARADE'S 43rd ANNIVERSARY

This year's Seminole Hard Rock Winterfest Boat Parade sets sail on Sat, Dec 13 from the New River in downtown Fort Lauderdale. The parade starts at the Broward Center for the Performing Arts, passing Esplanade Park stretching to Las Olas Riverfront, then traveling east to connect along the Intracoastal Waterway and continuing north to Lake Santa Barbara in Pompano Beach with Grand Marshal, Flo Rida. www.winterfestparade.com

**DECEMBER GROUP SALES & SERVICES UPDATE**

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

- Dec 3-9: 2014 Tri-Ed Distribution National Sales Meeting (250 attendees)
- Dec 4-7: 10th Annual Black & Rd Affair (200 attendees)
- Dec 7-11: Consumer Specialty Products Association 101st Annual Meeting (600 attendees)
- Dec 8-13: 2014 Zero to Three National Training Institute (700 attendees)
- Dec 13-20: Focused Segment Workshop (121 attendees)
- Dec 28-Jan 1: Worldstrides Heritage Festivals (250 attendees)

TOURISM SALES

Last month Fernando Harb attended World Travel Market in London, as well as PhoCusWright in Los Angeles. Erick Garnica and Caitlan Etchevers attended CruiseWorld 360 at the Broward County Convention Center. CruiseWorld is the premier Travel Weekly event for travel agents who book a diversified portfolio of business and for suppliers building their frequent traveler client base. Erick also hosted travel executives from Majestic Tours-Argentina with Double Tree Suites Hilton-Gallery One. He participated in Visit USA Committee Workshop in Lima, Peru in conjunction with airline partner, JetBlue, and conducted a destination presentation to 200 agents. Erick also welcomed a Norwegian Airlines FAM- and hosted travel executives from Norway in conjunction with Norwegian Airlines who just celebrated its 1st year operation into FLL/Hollywood International Airport, and hosted travel executives from Trailfinders UK with Hyatt Regency Pier Sixty Six.

**CRUISE AND PLAY PARTICIPATION**

To enhance the pre- and post-cruise experience for visitors, the Greater Fort Lauderdale CVB is continuing to collect information from attractions, restaurants, retailers, spas, and hotels for our Cruise and Play webpage at www.sunny.org/cruise-and-play. Offers for cruise passengers should include a special incentive such as a discount, free shuttle service, free parking, welcome cocktail, or any other added value. Your Cruise and Play offer will be heavily promoted through media, travel trade, CLIA agents, international agents, and consumer outlets. Many offers that were originally listed had valid dates that have now expired or will be expiring soon. We invite you to submit your offers or resubmit your new valid dates and offer details under your partner login at www.sunny.org/partnerlogin. Please note that participation in the program requires that you create a dedicated URL landing page that specifically identifies your Cruise and Play offer.

LGBT MARKET

Richard Gray will attend the Community Marketing & Insights Annual Travel Conference in Las Vegas Dec 7-9. He will also present the results of the Transgender Travel Survey at the opening plenary session along with Greater Fort Lauderdale's Transgender initiative.

2015 GAY TRAVEL GUIDE

Our partners at the Greater Fort Lauderdale Gay & Lesbian Chamber of Commerce (GFLGLCC) are set to publish the 2015 Gay Travel Guide in January 2015. The guide will feature print and digital formats. New for 2015 include 200% Increase in Print Run; Top Things to do Lists; Expanded Maps; New out of market distribution points added in Philadelphia, Washington, DC, NYC, Fire Island, Chicago, Atlantic City and more. These guides have been extremely popular and are distributed internationally to LGBT leisure travelers, group and conference attendees. If you're looking to reach the ever-expanding LGBT market, we encourage you to participate and support the Gay Travel Guide. Advertising rates are very reasonable and all proceeds go to marketing and distribution. To learn more, please contact Jim Balarillo at 404-242-7793 or jim@navigaytour.com. Visit www.gogayfortlauderdale.com or contact Keith Blackburn at 954-523-3500 or Keith@gflgcc.org to find out how your business can participate in this powerful market and benefit from over one million LGBT visitors to Greater Fort Lauderdale each year.

SPORTS LAUDERDALE

Sports Development welcomes more than 30,000 athletes, coaches, and families to Greater Fort Lauderdale in December, attending events such as: the Capital One Orange Bowl Championship at Sun Life Stadium, the USTA Orange Bowl International Tennis Championship in Plantation, the Orange Classic Girls' Soccer Tournament in Davie/Plantation, the Dixie Amateur Men's Golf Championship at Heron Bay Golf Club, and the Kreul Classic Girls' Basketball Tournament in Coral Springs.

OFFICE OF FILM, MUSIC & ENTERTAINMENT

Noelle Stevenson attended the FLIFF Chairman's Gala Awards for Film in Hollywood Nov 21, the International Emmy's NYC Nov 22 - 25, and the Gotham Awards NYC - Nov 29 - Dec 3. Following those key film events, Noelle will be traveling to Austin to attend both the International Film festival as well as the International Music Conference. **Film Permits were issued for the following productions in November 2014: TV Series:** Access Health; Bar Rescue; Healthy Weight Commitment Foundation; Lifestyles of the Rich and Famous; Mission Makeover; The Great Christmas Light Fight; United States of England. **TV Commercials:** Gym Form Copper Wear; Hello Sunny Millennial Campaign; Micro Max; Pizza Hut; Skin Center. **Still Photography:** Barney's; Bed Bath & Beyond; Belk Valentine's Day; BP Inspiration Shoot; Call It Spring; Corona; G4 Aircraft at Sunrise; Hair Club Xtrands; Next. **Telenovelas:** Duenos del Paraiso; Ruta 35; Tierra de Reyes; Volte Pa Que Te Enamores. **Documentaries:** CNN Death Row Stories; The Hunt. **Feature Films:** American Lions. **Industrial:** Gale Fort Lauderdale. **TV Movie:** Missing. **Other:** Regal Princess Cruises; The Barber; Who Is Lou Gehrig?



FLYING HIGH

Total passenger traffic for September 2014 was 1,540,523, up 8.7% over September 2013. Domestic traffic was up 3.4% and international traffic increased by 36.9%. September marked the 10th consecutive month of double digit growth in international passenger traffic. Six out of the last ten months showed international growth exceeding 20%. International seats for September were up 29.6%. An increase of 36.9% indicates an extremely high load factor for this time of the year. The historical average for September is 66%. This September, the international load factor was 79%, 13 percentage points higher. The most recent Airports Council International (ACI) data indicates that from January through August 2014, FLL was the fastest growing large airport in terms of international traffic.

PORT NEWS

Passenger moves at Port Everglades topped 4 million in FY2014, with a record number 3.88 million multi-day moves and 121,321 daily moves, according to preliminary fiscal year 2014 statistics. Port officials attribute the increase to more cruise ships sailing during the summer and the cruise lines offering more 4- and 5-night sailing itineraries. The Port's 20-Year Master/Vision Plan estimates that Port Everglades will reach 5.6 million cruise passenger moves by the year 2033. The cruise industry at Port Everglades accounts for more than 5,000 direct jobs and nearly \$1.7 billion in annual economic activity. Eight cruise lines, one ferry and more than 40 cruise ships sail from the South Florida seaport including: Balearia's Bahamas Express, Carnival Cruise Lines, Celebrity Cruises, Cunard Line, Holland America Line, Princess Cruises, Royal Caribbean International, Seabourn and Silversea Cruises. The Port's wide-ranging fleet of cruise ships provides guests with an array of cruise vacation choices from the Greater Fort Lauderdale area, including the cities of Hollywood and Dania Beach.

CG/LA Infrastructure Inc. awarded Port Everglades' 20-Year Master/Vision Plan its 2014 Projects of the Year Award for Job Creation during the 6th Annual North American Strategic Infrastructure Leadership Forum in Washington, D.C. The national awards were selected from an initial list of 400 projects valued at \$370 billion. An estimated \$1.6 billion in infrastructure improvements are planned for Port Everglades by the year 2033. The three most critical projects – extending the Southport Turning Notch by an additional 1,500 feet to add up to five new cargo berths, deepening the navigational channels to 48 feet (+1'+1') and launching a new intermodal freight rail facility in partnership with the Florida East Coast Railway – are estimated to create 7,000 new regional jobs and support 135,000 new jobs statewide when operating at full capacity.

HOTEL / ATTRACTIONS NEWS

Congrats to the **Diplomat Resort & Spa** for being the first sales team to be 100% Cvent certified. [Click here to read the article.](#) Miami-based artist Bhakti Baxter, a top 10 pick in the *Miami Herald's* 2014-15 Season of the Arts; legendary local DJ Michael Dean (aka dj yard), who will curate a pop-up record store; and Los Angeles-based Annie Buckley will have exhibitions on display at the **Art & Culture Center** in Hollywood through Sun, Jan 18, 2015.

HSMIA SOUTH FLORIDA HONORS HOSPITALITY'S BEST

On December 2, Will Secombe, President and CEO of Visit Florida, 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 Dr. Peter Ricci scholarship for future hospitality leaders. Festivities begin at 6pm at the Seminole Hard Rock. For more info, visit www.hsmiasouthflorida.org.

HAPPENINGS AROUND TOWN

Through Jan 3: Holiday Fantasy of Lights Drive Through, Tradewinds Park
 Through Jan 10: Light Up Lauderdale, Downtown Fort Lauderdale
 Dec 2: Author Mae Silver presents her book "Too Hot to Hide: Remarkable Women of Fort Lauderdale" Broward Main Library
 Dec 2: Christmas on Las Olas
 Dec 3: Christmas-By-The-Sea, Anglin's Square
 Dec 3: Holiday Lighting Ceremony and Craft Fair, Tamarac Community Center
 Dec 4-6: Florida Grand Opera presents Madama Butterfly, Broward Center for the Performing Arts
 Dec 4: Florida Panthers vs. Columbus Blue Jackets, BB&T Center
 Dec 5: Annual Tree Lighting, Weston Town Center
 Dec 5: US Cricket Open '14, Central Broward Regional Park
 Dec 6: A JAZZ HOLIDAY featuring Metta Quintet, Bailey Concert Hall
 Dec 6: Florida Panthers vs. Buffalo Sabres, BB&T Center
 Dec 6: Orchid, Garden & Gourmet Food Festival, Bonnet House
 Dec 6: Origami that Pops for Family Fun, Broward County Main Library
 Dec 6: Paws with Claus Holiday Pawty, Tamarac
 Dec 6: Seminole Hard Rock Winterfest Black Tie Ball presented by Moët & Chandon, Seminole Hard Rock
 Dec 6: Tap N Run Fort Lauderdale, America's Backyard
 Dec 7: Yo Gabba Gabba! Live! Music is Awesome!, BB&T Center
 Dec 8: Cincinnati Pops Orchestra "Holiday Pops" Broward Center for the Performing Arts
 Dec 9: Holiday Members-Only Night, Museum of Art
 Dec 10: Bill Charlap Trio, Broward Center for the Performing Arts
 Dec 11-Jan 25: AMALUNA presented by Cirque du Soleil, Sun Life Stadium
 Dec 11: Film | Dorothea Lange: Grab a Hunk of Lightning, Museum of Art
 Dec 11: Holiday Sip + Shop Featuring Jewelry Trunk Show, Museum of Art
 Dec 11: Kenny G, Parker Playhouse
 Dec 11: The Art of Wine and Food Series, Museum of Art
 Dec 12: Rudolph's Winter Wonderland, Tamarac Park
 Dec 12-13: The Little Match Girl Ballet, Dillard Center for the Arts
 Dec 12: Trans-Siberian Orchestra: The Christmas Attic, BB&T Center
 Dec 13-14: ONE Caribbean Music Festival, Central Broward Regional Park
 Dec 13: Seminole Hard Rock Winterfest Boat Parade, New River, Intracoastal Waterway
 Dec 14: Dance Movement, Museum of Art
 Dec 14: Pompano Beach Holiday Boat Parade, Intracoastal Waterway
 Dec 15: The Black Keys, BB&T Center
 Dec 15: The Hobbit Trilogy: An IMAX 3D Experience, Museum of Discovery & Science
 Dec 16: Florida Panthers vs. Washington Capitals, BB&T Center
 Dec 16: Youth Florida Amateur Astronomers present the Equinox, Broward Main Library
 Dec 17-Jan 15: The Hobbit: The Battle of the Five Armies, Museum of Discovery & Science
 Dec 18: Joe Bonamassa, Hard Rock Live
 Dec 18: Read Between the Wines, Museum of Art
 Dec 19: Fleetwood Mac, BB&T Center
 Dec 19: Seraphic Fire performs Handel's "Messiah" Broward Center for the Performing Arts
 Dec 20: MetroPCS Orange Bowl Basketball Classic, BB&T Center
 Dec 21: Y100 Jingle Ball, BB&T Center
 Dec 22: Florida Panthers vs. Pittsburgh Penguins, BB&T Center
 Dec 23-Jan 4: Stars of David, Broward Center for the Performing Arts
 Dec 28: Florida Panthers vs. Toronto Maple Leafs, BB&T Center
 Dec 30: Florida Panthers vs. Montreal Canadiens, BB&T Center
 Dec 31: Florida Panthers vs. New York Rangers, BB&T Center
 Dec 31: City of Fort Lauderdale Orange Bowl Downtown Countdown

Best wishes for a happy holiday season,

Nicki E. Grossman
President

greater
FORT LAUDERDALE
 CONVENTION & VISITORS BUREAU
 sunny.org

