

**JULY NUMBERS**

Growth in hotel occupancy continues (for the past 56 months) with the highest July occupancy rate on record.

GREATER FORT LAUDERDALE AVERAGE HOTEL OCCUPANCY		
July 2014	July 2013	% Change
75.6%	72.1%	4.8%
GREATER FORT LAUDERDALE AVERAGE HOTEL DAILY RATE		
July 2014	July 2013	% Change
\$103.60	\$98.48	5.2%

**TOURISM MEANS JOBS**

Record-breaking jobs numbers hit 157,000 in Broward County's hospitality industry.

**2015 COOPERATIVE ADVERTISING PREVIEW**

Join the CVB's Marketing Communications team and Starmark on Tuesday, September 9, for a review of the co-op advertising options available for 2015, plus engage in our creative, Hello Sunny think tank at 8:30am at the Broward County Convention Center. Bring your questions about sunny.org and social media too. RSVP to Kim Canter [kcanter@broward.org](mailto:kcanter@broward.org) if you plan to join us.

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

Join us Thursday, October 2 at 12pm for the 2015 Greater Fort Lauderdale Marketing Plan Presentation and Luncheon at the Broward County Convention Center. See what's on the horizon for tourism sales, convention sales, multicultural business, film & entertainment, public relations and advertising, with special guest, Wil Shriver. [Click here to RSVP](#). 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 Anne Sallee with FRLA at [asallee@fria.org](mailto:asallee@fria.org).

**NEED TO RELAX?**

Get ready to relax during the sixth annual **Lauderdale Spa Chic**, September 1-30, where 16 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: Karma 7 Day Spa; Dr Patty's Dental Boutique & Spa; and Planet Massage. For details visit [www.sunny.org/spachic](http://www.sunny.org/spachic) and click on the spas.

**DINE OUT LAUDERDALE**

Enjoy three-course dinner menus for \$35 October 1-November 6 at 35 top Broward restaurants. **FORT LAUDERDALE** Amatsu Sushi & Sake at the Westin Beach Resort & Spa, Fort Lauderdale; The Capital Grille; Chart House; Coco Asian Bistro & Bar; Dapur, Asian Tapas & Lounge; Dos Caminos at the Sheraton Fort Lauderdale Beach Hotel; Eduardo de San Angel; 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; Morton's The Steakhouse; Nanking Asian Grill at the Hilton Fort Lauderdale Marina; Ocean 2000 at the Pelican Grand; Piccolo Ristorante; Ruth's Chris Steakhouse; Seasons 52; Shula's on the Beach at the Westin Beach Resort & Spa, Fort Lauderdale; Sky Thai Sushi; Spazio; Sunfish Grill; Steak 954 at the W Fort Lauderdale; 3030 Ocean at the Harbor Beach Marriott Resort & Spa; Tsukuro; Tuscan Grill; Via Luna at The Ritz-Carlton, Fort Lauderdale; Wild Sea Oyster Bar & Grille at the Riverside Hotel **HOLLYWOOD** Rivals at The Westin Diplomat Resort & Spa **LIGHTHOUSE POINT** Le Bistro **POMPANO BEACH** Cafe Maxx; McCoy's Restaurant at the Pompano Beach Marriott **WESTON** Ireland's Steakhouse at the Bonaventure Resort & Spa **WILTON MANORS** Tee Jay Thai Sushi. Visit [www.sunny.org/dineout](http://www.sunny.org/dineout) for details and menus.

**2014 SOUTH FLORIDA BUSINESS LEADER OF THE YEAR**

Seafarers' House Board of Directors announces the selection of Nicki Grossman as the 2014 South Florida Business Leader of the Year. The 19th Annual South Florida Business Leaders' luncheon, hosted by Holland America Line to benefit Seafarers' House, will take place Friday, November 7 aboard ms Zuiderdam.

**SUPERIOR SMALL LODGING 2014 ANNUAL CONFERENCE**

Taking Your Small Lodging to the Next Level: Greater Fort Lauderdale will host the 2014 Superior Small Lodging Annual Conference, at the Broward County Convention Center, Oct 5-6. 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 Scott Rivelli [ScottRivelli@SuperiorSmallLodging.com](mailto:ScottRivelli@SuperiorSmallLodging.com) or 954-895-4777.

**MEDIA UPDATE**

The Greater Fort Lauderdale CVB hosted a two-hour media cultivation event with NYC-based family media including consumer, travel, lifestyle, family, and bloggers to raise interest in visiting and covering the destination as a family-friendly vacation hotspot and to promote family-friendly hotels, activities, events and attractions. Hosted by Nicki Grossman, the event was held at Dylan's Candy Shop, one of New York City's most popular family-friendly venues. Dozens of media brought their children to enjoy a beach-themed playdate and to learn more about how readers can plan family-friendly vacation to Greater Fort Lauderdale.

Media visits during August 2014 included UK's The Sun, one of the largest daily newspapers in the region, German writer with two women's lifestyle publications including Neue Freizeit and Neues für die Frau; Canadian writer with Jo Lee Magazine and The Indulged Traveler; and Scuba-themed Press Fam with Lauderdale-By-The-Sea. Upcoming media visits in September include Excelsior TV from Mexico.

**SEPTEMBER GROUP SALES & SERVICES UPDATE**

Groups meeting in September will generate more than \$13 million to Broward County. Groups include:

- Sept 7-12: 2014 Checkers/Rally's National Convention (575 attendees)
- Sept 13-21: TriMega Innovate 2014 (550 attendees)
- Sept 13-21: TriMega National Convention & Trade Show (800 attendees)
- Sept 14-19: Florida Institute of Certified Public Accountants 2014 Conference/Trade Show (200 attendees)
- Sept 18-21: Catholic Charismatic Services – Archdiocese Miami Annual Conference 2014 (200 attendees)
- Sept 19-23: HoneyBaked Ham Company – Owned Store Manager Conference (154 attendees)

**LOVE & SUNSHINE DESTINATION WEDDING CONFERENCE & EXPO**

The GFLCVB, in conjunction with *Joy Agness Events*, would like to invite you to participate in the Love & Sunshine Destination Wedding Conference & Expo. This two day conference is the premier training resource for wedding professionals and will be taking place at the Westin Beach Resort & Spa October 26-29, 2014. [Click here](#) for more info or to register.

#### AWARD-WINNING VIDEO

Greater Fort Lauderdale's 'Meet Sunny in Greater Fort Lauderdale' video was named one of the Best Destination Videos by PCMA's *Convene* magazine. [Click here](#) for the whole list and [click here](#) to view the video.

#### MULTICULTURAL BUSINESS DEVELOPMENT

Albert Tucker will host a Buyers Partners Program in Atlanta on September 18 and will participate in HBCU College Championships in Atlanta Sept 19-21. Greater Fort Lauderdale welcomes Florida A&M University (team and band) to Broward this upcoming weekend.

#### TOURISM SALES

In August, Fernando Harb and Erick Gamica attended Virtuoso Travel Week in Las Vegas. Virtuoso is the travel industry's leading luxury network, and this year set a record with 8% increase in attendees from 92 countries, 340 agencies with 8,900 elite advisors throughout North and South America, the Caribbean, Australia, and New Zealand. Fernando also attended the Visit USA Costa Rica show which included a press conference, trade show and presentation to Costa Rica's top San Jose based travel agents and tour operators. Erick Gamica hosted a Copa Vacations Regional FAM with four regional sales executives from North, Central, and South America conducting site inspections of hotel properties and attractions to be incorporated into their program. Justin Flippen began his CVB representation on the VISIT FLORIDA Cultural, Heritage, Rural, and Nature (CHRN) Committee this month, and continues to work alongside the Broward County Cultural Division on the preparation and planning of Broward 100.



#### INTERNATIONAL TOURISM SALES

The GFLCVB UK team secured an opportunity to partner with UK retailer, WHSmith and publisher, Harper Collins on the launch of One Direction's new autobiography in exchange for a holiday prize to Greater Fort Lauderdale. The competition will run across more than 600 stores in the UK with various in store POS and window display activity, providing potential to reach a high volume of UK customers. During the GFLCVB UK Media Mission, the PR team met with The Sun Newspaper, the UK's leading national newspaper, and planned a visit for Martyn Hullet from The Sun, in Greater Fort Lauderdale for seven nights.

#### LGBT MARKET

Richard Gray is attending Gay Days Las Vegas, September 2-5. Richard will attend the Southern Comfort Transgender Conference in Atlanta September 3-7 to help announce that Greater Fort Lauderdale will host the 2015, 2016 and 2017 conference at Bonaventure Resort & Spa. Richard was also invited to attend the World Travel & Tourism Council summit in Lima, Peru September 10-11 to represent the LGBT market.

#### LEARN HOW TO WELCOME THE TRANSGENDER VISITOR

The Greater Fort Lauderdale Convention & Visitors Bureau, in partnership with Community Marketing & Insights, invites you to a special session on welcoming the transgender visitor, an important part of the LGBT community, Monday, September 15, 9:30-11:30am at the Riverside Hotel with special guest, Alexis Dee, Chairperson, Southern Comfort Conference, the largest transgender conference, and as mentioned, to be hosted by Greater Fort Lauderdale in 2015, 2016 & 2017. Review recent Community Marketing & Insights research on the travel considerations within the transgender community, as well as how to become a genuine LGBT-friendly business by welcoming the transgender community. RSVP by September 5 to Richard [richardgray@broward.org](mailto:richardgray@broward.org).

#### SPORT LAUDERDALE

Sports Development welcomes more than 10,000 athletes, coaches, and families to Greater Fort Lauderdale in September, attending events such as: International soccer matches taking place at Sunlife and Lockhart Stadiums - Brazil vs Columbia, Chile vs Haiti, and Ecuador vs Bolivia, the United Soccer Cup in Plantation, AAU Taekwondo Team Trials and 27th State Martial Arts Festival at the Broward County Convention Center, the Strangers International Hockey Tournament at the Saveology Iceplex, and the Davis Cup with Israel vs Argentina taking place at Sunrise Tennis Club.

#### SPORTS HALL OF FAME BANQUET AND INDUCTION DINNER

The Greater Fort Lauderdale Convention & Visitors Bureau and the Broward County Sports Hall of Fame proudly announce the 2014 Annual Sports Banquet and Induction Dinner honoring six of Broward County's Sports legends: Howard Edward Davis, Jr., Boxing; Jay Fitzgerald, Swimming; Ryan Hunter-Reay, Car Racing; William Reeves, Sports Officiating; Sanya Richards-Ross, Track and Field; and Dwight Stephenson, Football. The event is Tuesday, October 28, 2014 at the Broward County Convention Center. Contact Saskia Fisher at 954-767-2455 or via email [sfisher@broward.org](mailto:sfisher@broward.org), if you would like to contribute or attend.

#### OFFICE OF FILM, MUSIC & ENTERTAINMENT

Film Permits were issued for the following productions in August 2014: **TV Series:** Graceland-Season 2; Eric McDuffie Backgrounder; Offbeat Eats with Jim Stacy; ScubaNation. **TV Commercials:** KFC Together; World Traveler Media and Brand USA. **Still Photography:** Adidas; Challenger and Hawker; Hawker 800XP; GFLCVB; Mercedes SUV; Sheehan Buick GMC; South Florida Parenting Magazine. **Telenovelas:** Reina de Corazones. **Documentary:** Brits Behind Bars. **Web:** Advanced Sports Technology; Diamonds in the Rough.



#### PORT NEWS

Port Everglades will kick off its 2014-2015 winter cruise season by hosting the traditional naming ceremony for Princess Cruises' Regal Princess, as well as the grand opening of its completely renovated Cruise Terminal 4. Princess Cruises' Ocean Princess and Carnival Cruise Line's Carnival Conquest will also make their first-time calls at Port Everglades this winter, with Carnival Conquest continuing to sail year-round through the summer. A total of five ships will embark on world and grand cruises from Port Everglades this year. In total, Port Everglades anticipates 3.9 million cruise passenger moves (embark, debark and in-transit) aboard 42 cruise ships during the 2014-2015 season. Princess Cruises will officially name its newest cruise ship, Regal Princess, at Port Everglades in early November, making this the seventh Princess ship to be named at the South Florida cruise port. The 3,560-guest sister ship to the Royal Princess began sailing her inaugural season in the Mediterranean in May, and Princess Cruises elected to postpone the official naming ceremony until Regal Princess reached her North American homeport in Fort Lauderdale. Regal Princess will sail from Port Everglades on seven-day cruises to the Eastern Caribbean from November 9, 2014 through April 25, 2015. In early December, Port Everglades will open its new, completely renovated \$24 million Cruise Terminal 4, which was completely gutted and renovated with a revamped transportation area, 172 surface parking spaces, improved lighting and acoustics, high efficiency air conditioning system, 50 check-in counters and two new passenger loading bridges to expedite the embark and debark process. Port Everglades will apply for Leadership in Energy and Environmental Design (LEED) certification for the terminal due to the scheduled energy-efficient terminal improvements.



#### ADVOCATE OF THE YEAR - Ina Lee

Congratulations to Ina Lee, publisher of TravelHost of Greater Fort Lauderdale, for receiving one of the Broward Days' 2014 "Advocates of the Year" for her beach renourishment efforts and hotel-related expansion.



#### DOCK, DINE & DANCE - Honoring Winterfest

The [Fort Lauderdale Historical Society 2014 Annual Founder's Dock, Dine & Dance](#) honoring Winterfest, takes place Friday, October 17 at the Pier Top Lounge at the Hyatt Regency Pier Sixty-Six. [Click here for more info and to purchase tickets.](#)

#### ATTRACTION NEWS

This summer, the [Bonnet House Museum & Gardens](#) reopened the historic south entrance. The new pedestrian entrance opening on to Breakers Avenue is the first phase of other improvements to the property that will eventually include an educational amphitheater and an archaeological exhibit interpreting the property's Tequesta Indian shell midden. The museum is planning on launching an annual gardens pass program that will offer unlimited grounds admission during normal operating hours. Visit [bonnethouse.org](http://bonnethouse.org) for more info. This fall, two new retailers will join [Sawgrass Mills](#). A first-in-market outlet location from Vera Bradley and new concept store, SIX:02 will further enhance Sawgrass Mills' appeal to brand savvy and budget-conscious shoppers from near and far. These new stores follow other recent additions now open, including expanded locations from kate spade New York Outlet and Coach Factory Store, first-in-market outlet locations from Diesel and Catimini, as well as One Click, Sawgrass Mills' own authorized Apple reseller and service provider. AllSaints is scheduled to debut its first outlet location in Florida during October.

**MERMAIDS-BY-THE-SEA GATHERING**

A first-time event set up for mermaids to meet, greet and make new "mer-friends" in a gorgeous tropical setting in Lauderdale-By-The-Sea, September 17-21. Watch an underwater "in tails" wedding ceremony between a diver and Mermaid Queen Barbara Wynns on Fri, Sept 19 with a large mermaid wedding party in attendance. Also this year, Allen "The Grouper" Sherrod returns to the reef to reclaim his world record for the longest open saltwater SCUBA dive he originally set here in 2011. [Click here for more info.](#)

**HAPPENINGS AROUND TOWN**

Through September 30: Summer Savings: 2-for-1 Offers <http://sunny.org/summer>

Through Sept 5: New International Traveling Exhibit, Young At Art Museum

Sept 6: Steve Martin & Martin Short, Hard Rock Live

Sept 7: SunTrust Sunday Jazz Brunch, Riverwalk

Sept 7: NSU's Exclusive Movie Screening - MUSICAL CHAIRS, Museum of Art | Fort Lauderdale

Sept 7: Divas Night, Hard Rock Live

Sept 11: Classic Albums Live: Prince – Purple Rain, Broward Center of the Performing Arts

Sept 13: A Day With The Authors, African-American Research Library and Cultural Center

Sept 13-14: Joe DiMaggio Children's Hospital Kids Love & Family Expo, Museum of Discovery & Science

Sept 15: New Mural Painting Class for Teens Session A, Museum of Art | Fort Lauderdale

Sept 18: New Times Seventh Annual Pairings, Broward Center for the Performing Arts

Sept 18-21: Disney on Ice: Worlds of Fantasy, BB&T Center

Sept 19: Experience Hendrix, Hard Rock Live

Sept 20: Disney's Choo-Choo Soul with Genevieve, Parker Playhouse

Sept 20: South Florida Ballet Theater Great Pas de Deux Series VIII with Sleeping Beauty Act III: Aurora', Broward Center for the Performing Arts

Sept 26-27: The Orphan Train, Broward Center for the Performing Arts

Sept 27: Foreigner, Hard Rock Live

Sept 27: Art Is..., 1310 Gallery, Fort Lauderdale

Sept 29: Kathy Kafka - Photo Artist, Anne Kolb Nature Center

Best wishes,



Nicki E. Grossman  
President

greater  
**FORT LAUDERDALE**  
CONVENTION & VISITORS BUREAU  
[sunny.org](http://sunny.org)

