



greater FORT LAUDERDALE

CVBUZZ

August 2012

JUNE NUMBERS

Vital signs are positive with continuing growth in hotel occupancy for the past 31 months, with the highest June occupancy since 2006 and highest June average daily rate since 2008.

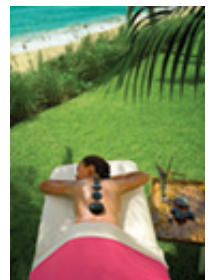
| GREATER FORT LAUDERDALE AVERAGE HOTEL OCCUPANCY | | |
|--|-----------|----------|
| June 2012 | June 2011 | % Change |
| 67.1% | 64.7% | +3.7% |
| GREATER FORT LAUDERDALE AVERAGE HOTEL DAILY RATE | | |
| June 2012 | June 2011 | % Change |
| \$97.01 | \$95.61 | +1.5% |

TAX FREE SHOPPING

Florida's tax-free weekend is August 3-5, 2012. Visit <http://sunny.org/taxfree> for guidelines and special hotel offers.

LAUDERDALE SPA CHIC

Take some time to refresh during the **5th Annual Lauderdale Spa Chic**, September 1-30, where 15 top spas offer treatments for \$99 (up to 50% savings): The Atlantic Hotel; Bonaventure Resort & Spa; Diamante Day Spa; Embassy Suites Deerfield Beach Resort & Spa; Grand Resort & Spa (gay); Harbor Beach Marriott Resort; Hilton Fort Lauderdale Beach Resort; Hyatt Regency Pier Sixty-Six; Lago Mar Resort and Club; Planet Massage; Residence Inn by Marriott Oceanfront; The Ritz-Carlton, Fort Lauderdale; The W Fort Lauderdale; The Westin Beach Resort & Spa, Fort Lauderdale; and The Westin Diplomat Resort & Spa. Special Spa Chic transportation provided by USA Transportation. For details visit www.sunny.org/spachic.



STARS, STRIPES AND SUN – A SALUTE TO THE MILITARY

Greater Fort Lauderdale, in conjunction with the City of Fort Lauderdale and FRLA, welcomes veterans and military with open arms, warm hearts and special deals: September 14-16, 2012. Visit www.sunny.org/military for hotel, restaurant and drink specials and events. To participate and offer a deal, please email Justin Flippen, jflippen@broward.org

ADVERTISING CO-OP PLAN UNVEILED

Join the CVB's Marketing Communications team and Starmark International on Wed, Sept 19, for a review of the co-op advertising options available for 2013 at 2pm at the Broward County Convention Center. Bring your questions about sunny.org and social media too. RSVP to Kim Canter kcanter@broward.org if you plan to join us.

SAVE THE DATE: Greater Fort Lauderdale Marketing Plan Presentation

Mark your calendars for Thursday, October 11 at 12pm for the 2013 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, public relations and advertising as we gear up for the year ahead. FRLA's annual trade show kicks it off at 11am with service providers, venues and cultural groups exhibiting. Contact Lynne

Hernandez lhernandez@FRLA.org for trade show info.

SUMMER DEALS

Summer deals are in full swing. Visit <http://sunny.org/Lauderdeals> for the latest info on Vacation Like a VIP at Lauderdale Luxe hotels, Super Summer Savings 2-for-1 offers, Cruise and Play deals, special deals for Latin American visitors, Florida Resident hotel deals, plus Tax-Free Weekend and September Spa Chic offers.



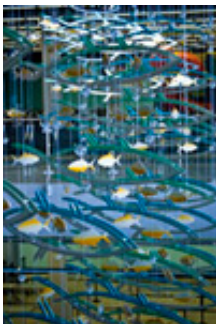
DINE OUT LAUDERDALE

Enjoy three-course dinner menus for \$35 October 1-November 8 at over 35 top Broward restaurants: 15th Street Fisheries, 3030 Ocean at the Harbor Beach Marriott Resort & Spa, Acquo 124, Blue Moon Fish Co., By Word of Mouth, Cafe Maxx, The Capital Grille, China Grill at the Hilton Fort Lauderdale Marina, Coco Asian Bistro & Bar, Dapur, Asian Tapas & Lounge, Dos Caminos, East End Brasserie at The Atlantic Resort & Spa, Ernie's Italian Chophouse, Grateful Palate, Grille 66 & Bar at the Hyatt Regency Pier Sixty-Six, ilios at the Hilton Fort Lauderdale Beach Resort, Indigo Restaurant at the Riverside Hotel, Ireland's Steakhouse at the Bonaventure, Johnny V, Le Bistro, Mai-Kai Restaurant and Show, Market 17, The Melting Pot, Fort Lauderdale, Morton's The Steakhouse, North Ocean Grille at the

Pelican Grand, Rivals at The Westin Diplomat Resort & Spa, Ruth's Chris Steakhouse, SAIA at B Ocean Fort Lauderdale, SEA, SoLita Las Olas, Spazio, Steak 954 at the W Fort Lauderdale, Sunfish Grill, Tee Jay Thai Sushi Wilton Manors, Tower Club, Tundra, Truluck's, Tuscan Grill, and Via Luna at The Ritz-Carlton, Fort Lauderdale. Visit www.sunny.org/dineout for details.

FORT LAUDERDALE FOODIE FESTIVAL

Get your taste buds ready for the inaugural "Flavors of Fort Lauderdale," November 8-11, a four-day food and beverage extravaganza designed to raise Greater Fort Lauderdale's profile as an exciting culinary destination, while also supporting charitable efforts to eliminate hunger in South Florida. Hosted by "Ambassador of Flavor" Chef Allen Susser, Flavors will feature an exciting lineup of activities, themed pavilions, parties and dining experiences for locals and visitors, with a Grand Tasting event at Las Olas Marina. More than 20 hotels, restaurants and food-service companies have already signed on to participate. Sponsorships are available in Gold, Silver, Event, Media, Community Partner and Charitable Partner categories. Restaurants wishing to exhibit during the Grand Tasting can do so FREE of charge. For more information, contact info@flavorsfortlauderdale.com or visit www.FlavorsofFortLauderdale.com.



PORT EVERGLADES

PUBLIC ART: A school of shimmering fish suspended among crystal bubbles and golden waves will now greet cruise passengers entering Cruise Terminal 18 thanks to esteemed public artist Larry Kirkland, who has installed his newest creation, "Cruising School," into the two-story atrium lobby in the homeport terminal of the world's largest cruise ships, Royal Caribbean International's Oasis of the Seas and Allure of the Seas. Kirkland's creation enhances the cruise experience with an artful welcome with 300 painted aluminum fish suspended from a swirling oval bracket attached to the ceiling, rotating on ambient air currents. The fish activate the space with changing reflections and cast shadows onto adjacent walls. **WELCOME ABOARD:** Port Everglades welcomes New Business Development Director, Michael Vanderbeek and names veteran Alan Hill as the new Director of Administration.

ELLER DRIVE'S SECOND PHASE OF CONSTRUCTION

One lane is now opened of the new westbound bridge onto I-595 and demolition of the old bridge has begun. All northbound lanes on US 1 turning east into Port Everglades will be directed north on US 1 to **SE 30th Street** then south to the Eller Drive Extension. Also, all eastbound lanes travelling from the Fort Lauderdale-Hollywood International Airport to Port Everglades will be directed the same. This closure is expected to last until summer 2013. This detour is not expected to impact traffic travelling eastbound and westbound on I-595 into or from Port Everglades. For more info about the Eller Drive Project, please contact the project Public Information Officer, Miranda Iglesias, at 954-940-7585 or miglesias@corradino.com. For a map [click here](#).

FLYING HIGH

Anna Aero Award: The King on the New Route – Cake of the Week was awarded to Alaska Airlines' Seattle to Fort Lauderdale. In July, Alaska Airlines launched daily overnight flights from Seattle (SEA) to Fort Lauderdale (FLL). The huge cake welcoming the new service featured Seattle's iconic Space Needle and a Florida palm tree beach on suitcases!



TOURISM SALES

In July, Alfredo Gonzalez conducted a United Kingdom and Ireland sales mission. Fernando Harb attended MSC's National Sales Meeting and took cruise industry professionals on a Greater Fort Lauderdale destination preview. Josh Winston hosted JetBlue Getaways National Sales Team for a destination preview of their Greater Fort Lauderdale product line.

SPORT LAUDERDALE

Sports Development welcomes over 5,500 athletes, coaches, and families to Greater Fort Lauderdale in August, attending events such as: Early Bird Hockey Tournament at the Saveology Ice Complex; USA Southern Zone Championships at the Fort Lauderdale Aquatic Complex and Strikers vs. Carolina on Aug 11 and vs. San Antonio on Aug 25 at Fort Lauderdale Stadium.

GO TEAM FORT LAUDERDALE

Do you know our hometown athletes at the 2012 Olympics? Best of luck to: Foluke Akinradewo, Volleyball; Sarah Lihan, Sailing; Sanya Richards-Ross, Track & Field; and Anna Tunnicliffe, Sailing.

CONVENTION SALES TEAM UPDATE

The convention sales team recently participated in Florida Society of Association Executives in Orlando, Destination Marketing Association International in Seattle, Chicago Client Event & Appointments, Boston Client Events & Sales Calls, International Association of Venue Managers in Fort Lauderdale, and MPI World Education Congress in St. Louis

Catch the sales team at these upcoming events and tradeshows:

- Aug 6–8: Kellen Managers Summit, Atlanta
- Aug 8–10: MPI Southeast Education Conference, Orlando
- Aug 9–11: Successful Meetings Florida University, Orlando
- Aug 10–14: ASAE Annual Meeting, Dallas
- Aug 14–17: Chuck Cook Show, Tallahassee
- Aug 16–18: Connect Marketplace, New Orleans
- Aug 18–23: IncentiveWorks, Toronto
- Aug 26–29: Site Classic, Aspen

Mark your calendars for the upcoming 2012 Destination Preview (dates subject to change):

Fabulous Fort Lauderdale Fall Destination Preview: Nov 8-11

AUGUST GROUP SALES UPDATE

Groups meeting in August will generate more than \$20 million to Broward County. Groups include:

- Aug 1-5: Mount Olive Baptist Church 2012 Singles Conference (200 attendees)
- Aug 3-9: American Nuclear Society Utility Working Conference (500 attendees)
- Aug 4-9: Amedisys Growth Summit (370 attendees)
- Aug 20-28: Florida League of Cities, Inc. Annual Convention (975 attendees)
- Aug 27-Sept 2: Classic Soul Cruisers 2012 (300 attendees)
- Aug 29-Sept 3: Black Writers Reunion & Conference (200 attendees)
- Aug 30-Sept 3: Federation of Bangladeshi Associations in North America Conference (600 attendees)

BEACHBEAR WEEKEND

A special thank you to the Courtyard by Marriott Fort Lauderdale Beach, host hotel for BeachBear Weekend in June, in which visitors from around the world experienced Greater Fort Lauderdale's gay scene. Pictured to the right is Bob Young of BeachBear Weekend presenting a check for \$12,000 to Mark Ketcham, President of SunServe, the designated charity.



CONGRATS

Congrats to The Riverside Hotel, The Desoto Oceanview, and the Crowne Plaza Hollywood Beach, along with Sea Experience for receiving a 2012 *TripAdvisor Certificate of Excellence*. Steve Zunt, Courtyard by Marriott Fort Lauderdale Beach, was awarded "Sales Person of the Year" by Pyramid Hotels. [Click here to view the video.](#)

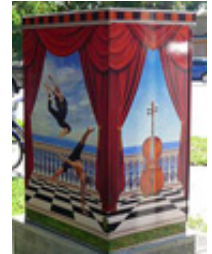


FILM & ENTERTAINMENT

Four Fort Lauderdale brides were featured in TLC's second episode of the hit reality television series "Four Weddings," which aired July 26. On August 8, 954 Glow, a monthly screening series produced by the Fort Lauderdale Gay & Lesbian Film Festival, will show *Beauty* at the Gateway Theater at 8pm. Current Productions include: **TV Series:** The Glades (Season Three); Burn Notice (Season 6); Harpo Productions' Inalya Vanzant (Fix My Life); Swamp Wars; NBC Universal Disappeared Episode 520; Amazing Broadwalk Empires; Discovery Network's Salvage Wars; Animal Planet's Pit Boss; NFL **Films:** Hard Knocks with the Miami Dolphins; Travel Channel's Countdown to Mega RV's; GFLCVB's Hello Sunny; Ev & Ocho **TV Commercials:** Orange Bowl Community TV; Maroone: Who Ya Gonna Call?; Max It-Curb It Recycling City of Fort Lauderdale; Take Stock in Children; Grip Go **Still Photography:** Walmart; Golfsmith catalog; Soma; Venus Fall catalog **Telenovelas:** En Mi Cuadra Nada Duadra; La Ruta; El Rostro De La Venganza; Una Maid in Manhattan; Relaciones Peligrosas; Corazon Valiente; Sabado Gigante Documentary: Eat Street with comedian James Cunningham **Music Video:** Cash Money; Mirror; Austin Mahoney **Webisode:** NFHA Online Videos

WRAPPED TRAFFIC SIGNAL BOXES BEAUTIFY DOWNTOWN FORT LAUDERDALE

Have you noticed the colorful and artistic art wraps that cover the base of 14 County-owned traffic signal boxes? The art on the boxes varies from historic black and white photographs of the specific area, to performing arts visuals, to colorful art renderings from an artist in the Sailboat Bend Art District. Most boxes have a "You Are Here" feature on the back of the box to help direct people to areas of interest and transit options in the downtown area. [Click here](#) to view the artistic boxes visit the Photo Gallery:



LAUDERDALE AIR SHOW

The Lauderdale Air Show has announced dates for 2013: May 4-5, during US Navy Fleet Week on Fort Lauderdale beach. The four-hour lineup will feature some of the nation's top military and civilian acts. General viewing of the air show from the beach is free. Premium Viewing in the Drop Zone and VIP hospitality tickets in the Clubhouse Chalet and Colonel's Club will go on sale August 15. <http://lauderdaleairshow.com>

CALL FOR NOMINATIONS: HSMIA SOUTH FLORIDA HOSPITALITY AWARDS

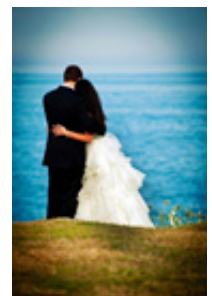
Nominate your favorite General Manager, Revenue Manager and Sales/Marketing Professional for an HSMIA Hospitality Award. Nominees and finalists will be recognized at the annual gala on Oct 17 at the Seminole Hard Rock Hotel & Casino. [Click here](#) for more info.

VISIT FLORIDA GOVERNOR'S CONFERENCE ON TOURISM

The 45th Annual Florida Governor's Conference on Tourism is September 5-7 in Orlando. Click here to start your registration process: <http://www.floridatourismconference.com>.

A WEDDING TOAST TO JESSICA

Congratulations to Jessica Taylor, now Jessica Savage, on her recent nuptials. Here's to a long, happy, healthy life together!



HAPPENINGS AROUND TOWN

Through Aug 19: Nathan Sawaya: The Art of the Brick, Art & Culture Center of Hollywood

Through Sept 30: Super Summer Savings in Greater Fort Lauderdale,

<http://www.sunny.org/supersummer>

Through Jan 6: SHARK! Museum of Art | Fort Lauderdale

Aug 1: Summerfest, Sistrunk Boulevard, Fort Lauderdale

Aug 1: El Gran Combo, Hard Rock Live

Aug 2: Business Beach Blast, McSorley's Beach Pub

Aug 3: American Idol Live, BankAtlantic Center

Aug 3-5: State Roller Derby Championships, War Memorial Auditorium

Aug 4: Rod Stewart & Stevie Nicks, BankAtlantic Center

Aug 4 & 11: Saturday Nite Alive, Fort Lauderdale Beach A1A

Aug 5: SunTrust Sunday Jazz Brunch, Riverwalk

Aug 9: Def Leppard & Poison, BankAtlantic Center

Aug 10: Chris Tucker Live, Hard Rock Live

Aug 11: Fort Lauderdale Strikers vs. Carolina Railhawks, Lockhart Stadium

Aug 12: Pet Adoption Fair, War Memorial Auditorium

Aug 17-18: Monster Jam, BankAtlantic Center

Aug 17: Panama de Hoy y del Ayer, Parker Playhouse

Aug 17: Tango Lovers, Broward Center for the Performing Arts
Aug 18: Cristian Castro, Hard Rock Live
Aug 18-19: Meet the Animals, Museum of Discovery & Science
Aug 18-19: Chris MacDonald presents Memories of Elvis in Concert, Broward Center for the Performing Arts
Aug 20: Dennis DeYoung - The Music of Styx, Hard Rock Live
Aug 22: The B-52s, Hard Rock Live
Aug 23: The Art of Wine and Food Series with world-renowned sommelier Charlie Arturaola, Museum of Art | Fort Lauderdale
Aug 24: Live MMA Professional Fights, War Memorial Auditorium
Aug 24-25: Santana, Hard Rock Live
Aug 25: Electile Dysfunction: Kinsey Sicks For President, Broward Center for the Performing Arts
Aug 25: Fort Lauderdale Bus Loop
Aug 25: Fort Lauderdale Strikers vs. San Antonio Scorpions, Lockhart Stadium
Aug 29: Black Writers: Telling Your Tale, African-American Research Library & Cultural Center

Sunny wishes,



Nicki E. Grossman
President

greater
FORT LAUDERDALE
CONVENTION & VISITORS BUREAU
sunny.org