

greater FORT LAUDERDALE November 2011 CVBuzz November 2011

22 CONSECUTIVE MONTHS OF TOURISM GROWTH

GREATER FORT LAUDERDALE AVERAGE OCCUPANCY		
September 2011	September 2010	% Change
57.7%	53.8%	+7.1 %
GREATER FORT LAUDERDALE AVERAGE DAILY RATE		
September 2011	September 2010	% Change
\$87.44	\$83.83	+4.3%
GREATER FORT LAUDERDALE TOURIST TAX COLLECTIONS		
September 2011	September 2010	% Change
\$2,028,839.00	\$1,733,388.44	+17.04%

GREATER FORT LAUDERDALE IN TORONTO: DEFROST YOUR SWIMSUIT

We're heading to Toronto for the Santa Claus Parade, to launch "Defrost Your Swimsuit" campaign. Click here for a preview of the :15 TV spot which will play in Dundas Square on billboards and TV. In addition to the Toronto newspaper, radio and TV advertising and public relations efforts, three beach getaways are being offered in an online contest with the Toronto Star with Sunwing Vacations and B Ocean Resort. We will also be in NYC and London this winter with the "Defrosting Your Swimsuit" campaign.



SAVE THE DATE: Courtesy Awards, Dec 1

Send us your nominations for the 2011 SUNsational Service Courtesy Awards by Thurs, Nov 3. At a special holiday luncheon, Thurs, Dec 1 at the Broward County Convention Center, we will recognize the front line hospitality employees who go above and beyond. Click here for a nomination form. Please submit forms no later than Thurs, Nov 3.

MEET THE NEW SUNNY.ORG BOOKING ENGINE, aRes: Nov 2

Representatives from aRes, the new Sunny.org booking engine, will be in town Nov 2 to show how to add your hotel listing or how to enhance your existing listing. Maximize your sales with packaging, promotions and offers now bookable on Facebook too. Directors of Sales and/or Revenue Managers are welcome.

Superior Small Lodgings (CVB office) 8:30am:

Hotels who need to add hotel listing (CVB office) 11:30am:

Hotels currently with aRes (Broward County Convention Center, Room 305) 3pm:



DINE OUT LAUDERDALE

Two more weeks remain to experience the culinary greatness in Greater "Fork" Lauderdale during Dine Out Lauderdale. Special \$35 three-course dinner menus at more than 40 top Broward restaurants through Nov 10. Visit http://sunny.org/dineout for participating restaurants and their Dine Out menus.

HOLIDAY SPECIALS

To help visitors and locals who are looking for Thanksgiving & holiday specials, we are inviting you to submit your Thanksgiving menus, holiday offers or packages to jflippen@broward.org. We will feature your offers on sunny.org.

IN CASE YOU MISSED IT

The Greater Fort Lauderdale Marketing Plan presentation was covered in the Miami Herald, Sun Sentinel, and on Channel 7, Channel 10, Channel 4, and in TravelPulse, reaching more than 65,000 travel agents across the U.S., the largest travel agent website in the world. Click here to read the article. The local economic impact ad with our beach balls on the beach is also running in the Sun Sentinel and South Florida Business Journal. Click here to see the ad. Also, check out our LauderBlogger's article: The New Fort Lauderdale Might Surprise You.



DON'T FORGET TO "CHECK IN" ON FOURSQUARE

With a few clicks, you can claim your business as a venue, leave a tip, engage with your mobile customers, update your descriptions and add specials. Go to http://foursquare.com/VisitLauderdale to get started.

TOURISM SALES

In October, Alfredo Gonzalez attended Routes France in Europe, the HSMAI Gala at the Hyatt Regency Pier 66, and FIT in Argentina. Fernando Harb was at Tour Connections in Nashville and wrapped up the month at ABAV in Rio de Janeiro with Governor Rick Scott. Josh Winston attended MLT University in Minneapolis, with 2,000 travel agents. Additionally, Josh and Alfredo hosted meetings with JetBlue Getaways and Southwest Vacations.



FLL FLYING HIGH

The Fort Lauderdale-International Airport welcomes more than 21 million visitors each year. The Airport Ambassadors are an important part of welcoming these visitors. Information booths, staffed by volunteers, are located throughout FLL airport. Volunteers are trained to provide exceptional customer service to visitors while sharing the inside scoop about the area they love. If you know of anyone interested in volunteering, at least 16 years of age and able to provide a minimum of 1 day per week 4 hours per day, for 6 months, <u>click here</u>. Completed applications can be mailed to: Broward County Aviation Department, Attn: Volunteer Coordinator, 100 Aviation Blvd., Fort Lauderdale, FL 33315. Questions? Contact Felice Schneider (954) 336-2798.

CONVENTION SALES TEAM UPDATE

The convention sales team recently participated in the following: ASAE Summit Awards Dinner in DC; GFLCVB New York Sales Mission; IMEX America in Las Vegas; GFLCVB Destination Preview; TSAE Education Day in Tallahassee; MILI in Monterey, CA, and GFLCVB Atlanta Sales Mission.

Catch the sales team at these upcoming events and tradeshows:

Nov 2–4: Tallahassee Tailgate Event
Nov 4–7: GFLCVB Destination Preview
Nov 7–10: Rejuvenate Marketplace, San Jose
Nov 13–15: ASAE Partner Summit, Carlsbad, CA
Nov 13–16: PCMA Convene Forum, Cancun
Nov 13–16: Florida Encounter, Daytona Beach
Nov 30–Dec 3: Meeting Masters, Hilton Head Island, SC

Mark your calendars for these upcoming 2012 Destination Previews (dates subject to change):

Florida Derby Destination Preview: March 29-April 1, 2012

Sunsational Summer Splash: June 7-10, 2012

Super September Destination Preview: September 27–30, 2012

Fabulous Fort Lauderdale Fall Destination Preview: November 1-4, 2012

NOVEMBER GROUP SALES UPDATE

Groups meeting in November will generate more than \$8.4 million to Broward County. Sample groups include:

Nov 1-4: Florida Council of Independent Schools 2011 Annual Conference (265 attendees)

Nov 1-8: 2011 AAPPM Fall Practice Management Workshop (145 attendees)

Nov 2-5: GBTA Leadership Summit (150 attendees)

Nov 2-5: 2011 Home Based Agent Show/Cruise World (300 attendees)

Nov 3-7: Vision Preview (150 attendees) Nov 4-13: AAGL 2011 Annual (986 attendees) Nov 6-10: UC4 Integrate 2011 (300 attendees)

Nov 8-12: 2012 BlueBird Dealer Meeting (155 attendees)

FILM & ENTERTAINMENT

Noelle Stevenson organized the Filmmaker's Soiree at The Atlantic Resort & Spa. Producers, directors, writers and celebrities from various films showcased at the Fort Lauderdale International Film Festival were in attendance, including Beau Bridges and Dennis Haysbert. Columbia Film "Jack and Jill," starring Adam Sandler and Katie Holmes, filmed on the newest Royal Caribbean ship, Allure of the Seas, in Port Everglades last fall. The film opens in theaters Nov 11. A&E has renewed its flagship drama series The Glades for a third season, launching next summer. Current productions in the works include: TV Series: Burn Notice; Color Splash; The L Lounge; FOUND: Kelly's Story (Oprah Network); Spring Training; Comcast Community Vision; Operation Osmin; All That Jazz (Oprah Network); Gator Boys; Swamp Wars; Recreating A Legend; The Balancing Act; Fire Museum; Teen Mom Feature Films: Mais Je Dream ou Quoi (But I Dream or What?); Possession; Can You Hear Me Now? Telenovelas: Una Maid en Manhattan; Grachi (Season 2); Mi Corazon Insiste TV Commercials: Puma Fragrance; Joe DiMaggio's Children's Hospital; MACBond FUZE; Lenovo Computers;



Florida Center for Cosmetic Surgery; GFLCVB; CBS 4 Miami **StillPhotography:** Red Cats (catalog for 17 brands distributed worldwide); La Fabrica Films USA (international brands catalog); Kohl's; Walmart; Venus Fashion; Westin Diplomat **Music Videos:** Catch Fire **Independent Short:** Bunkham Discoveries **Documentaries:** De Misty Jean "I Want You Back" (CaribbeanNetwork); Dr. West **Web:** First Hand

SPORT LAUDERDALE

Greater Fort Lauderdale welcomes over 24 sporting events in November with more than 37,000 attendees, including the SE Circuit Rodeo Finals in Davie, taking place Nov 3-6.

SPORTS HALL OF FAME CLASS OF 2011

Join us for the 2011 Broward County Sports Hall of Fame honoring Broward's sports legends on Tue, Nov 8, at the Broward County Convention Center. The Class of 2011 includes: Wendy Bruce-Martin, Gymnastics; Joe Castiglione, Athletic Administration; Duffy Dillon, Swimming; Barry Krauss, Football; Gene Monahan, Sports Medicine; Louis Oliver, Football. Festivities kick off with a cocktail reception and silent auction. Please contact Saskia Fisher sfisher@broward.org for info.



LET'S GO FLORIDA PANTHERS

Catch one of the many home games at the BankAtlantic Center: **Nov 3:** Chicago Blackhawks; **Nov 6:** Tampa Bay Lightning; **Nov 13:** Philadelphia Flyers; **Nov 19:** Pittsburgh Penguins; **Nov 21:** New Jersey Devils; **Nov 23:** New York Rangers; **Nov 25:** Tampa Bay Lightning. Go to: http://panthers.nhl.com to get your tickets.

Greater "Fork" LAUDERDALE

Lauderdlicious newcomers to the more than 4,000 eateries in the area include **M Bar Global Tapas**, featuring specialty cocktails from "shotologists" and "master cocktailians" and small plates. The coolest restaurant to hit the scene, **Tundra**, will serve crystal clear "chilling spheres" in drinks instead of ice cubes and "Tundratizer" small plate options on ice flatware. **PL8**, a new restaurant in the heart of the Riverwalk Arts & Entertainment District features the art of sharing with small "plates." **East End Brasserie**, a new traditional French bistro from famed NYC Chef Steve Zobel is the latest addition to Fort Lauderdale beach calling The Atlantic Resort & Spa home. Casually sophisticated new additions to Las Olas Boulevard include **Las Olas Wine Bar** with 40 wines by the glass and live music Friday and Saturday nights, as well as **Cheese Culture**, a whey of life, promoting the love of wine and cheese.



GRIDIRON GRILL-OFF FOOD. WINE & TAILGATE FESTIVAL

From Gridiron (Miami Dolphins 8 year All-Pro career) to Grill (national restaurateur), John Offerdahl is the Gridiron Griller. John hosts the **Gridiron Grill-OFF Food & Wine Festival** on Nov 18, where celebrity, competition & charity collide! 20 legendary Dolphin football players team up with Broward County's best chefs as fans eat, drink, vote & compete in the Great Gridiron Toss-OFF, a bean-bag

competition that pairs athletes with fans! Pompano Beach Amphitheatre from 4-11pm. Live rock concert performance at 8pm. http://gridirongriller.com

PARTNER NEWS

The Ritz-Carlton, Fort Lauderdale launched its first Give Back Getaways® at John U. Lloyd Beach State Park last month. Hotel employees, visitors and members of the GFLCVB had a chance to make their mark on the area's gold beaches. A special offer to GFLCVB partners: Save 10% off selected performances of Cirque Dreams Holidaze (Dec 27-Jan 1). Click here for more info.

WINTERFEST BOAT PARADE'S 40TH ANNIVERSARY

This year's Seminole Hard Rock Winterfest Boat Parade set sails on Sat, Dec 10 from the New River in downtown Fort Lauderdale. The staging area starts the parade route west of Broward Center for the Performing Arts, past Esplanade Park stretching to Las Olas Riverfront, then traveling east from Sailboat Bend to connect along the Intracoastal Waterway and continues north to Lake Santa Barbara in Pompano Beach. www.winterfestparade.com.

INGRID LAWRENCE WILL BE MISSED

We are so sorry to hear that Ingrid Lawrence, long-time resident and industry partner, passed away last month. Our thoughts go out to her family and many friends.

HAPPENINGS AROUND TOWN

Through Nov 10: Dine Out Lauderdale, http://sunny.org/dineout

Through Nov 11: Fort Lauderdale International Film Festival, Cinema Paradiso

Through Nov 30: Art of the Dive/Portraits of the Deep, IGFA Fishing Hall of Fame & Museum



Nov 6: SunTrust Sunday Jazz Brunch, Riverwalk

Nov 2: Todd Rundgren Utopia, Hard Rock Live

Nov 4: Kathleen Madigan, Broward Center for the Performing Arts

Nov 5: Beyond Borders: The Music of Our World, Broward Center for the Performing Arts

Nov 5: Don King presents Championship Boxing, Hard Rock Live

Nov 5: 1st Annual Skim Classic, Lauderdale-by-the-Sea

Nov 5: Beach Clean Up, Commercial Blvd & the Beach, Lauderdale-by-the-Sea

Nov 6: Hilary Hahn, Broward Center for the Performing Arts

Nov 6: Sylvester and The Magic Pebble, Broward Center for the Performing Arts

Nov 9: Charlotte's Web, Parker Playhouse

Nov 10: John Fogerty, Hard Rock Live

Nov 10: BeachBash, Hyatt Regency Pier Sixty-Six

Nov 11-13: Florida Cajun-Zydeco Festival, Seminole Hard Rock Hotel & Casino

Nov 11-13: Fort Lauderdale Home Design & Remodeling Expo, Broward County Convention Center

Nov 12: New Times 14th Annual Original BeerFest, Esplanade Park

Nov 13: 13.1 Half Marathon & 5K

Nov 13: Jerk Festival, Markham Park

Nov 14: Jay-Z and Kanye West, BankAtlantic Center

Nov 14: Fort Lauderdale History Center Speaker Series

Nov 14: 99.9 KISS Country presents Stars & Guitars

Nov 15-27: Disney's Beauty and The Beast, Broward Center for the Performing Arts

Nov 16: Let's Go Science, Parker Playhouse

Nov 17: Jason Bonham's Led Zeppelin Experience, Hard Rock Live

Nov 17: Art Walk Las Olas

Nov 17-27: Broward County Fair, City Center, Pembroke Pines

Nov 18: Fort Lauderdale Bus Loop

Nov 18: Gridiron Grill-Off Food, Wine & Tailgate Festival, Pompano Beach Amphitheatre

Nov 19: Diwali Festival, Broward County Convention Center

Nov 20: Craig Ferguson Live, Hard Rock Live

Nov 23: 18th Annual Cranberry Jam, YOLO Plaza

Nov 23: Black Eyed Peas, Sun Life Stadium

Nov 26: Hot 105's Love Train, BankAtlantic Center

Nov 26-27: Art/Craft Show, Lauderdale by the Sea

Nov 26-Jan 14: Light Up Lauderdale, Downtown Fort Lauderdale

Nov 29: Christmas on Las Olas

Nov 30: Don Rickles Live, Hard Rock Live



Sunny wishes,

Nicki E. Grossman President

