



greater FORT LAUDERDALE
April 2015
CVBuzz

YEAR-END STATS

Growth in hotel occupancy continues (for the past 63 months) with the highest February occupancy rate and hotel daily rate in history!

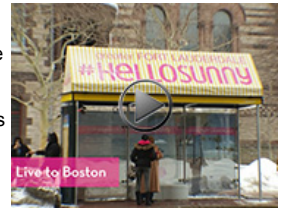
GREATER FORT LAUDERDALE AVERAGE HOTEL OCCUPANCY		
February 2015	February 2014	% Change
93.0%	89.9%	+3.4%
GREATER FORT LAUDERDALE AVERAGE HOTEL DAILY RATE		
February 2015	February 2014	% Change
\$180.16	\$164.70	+9.4%

SOUNDS OF SUCCESS IN BROWARD COUNTY TOURISM

Get Your Red Ready: Reserve your seat for **National Tourism Appreciation Day** luncheon on **Thursday, May 7** at the Broward County Convention Center and celebrate the importance of tourism. Keynote speaker, Sam Crowther, will enhance your auditory senses and demonstrate the sounds of success. \$35pp. RSVP now at <http://sunny.org/rsvp>.

WATCH AND SHARE THE SUCCESS OF THE FIRST-EVER LIVE BROADCAST INTERACTIVE BUS SHELTER

During the month of February, the Greater Fort Lauderdale Convention & Visitors Bureau transformed street corners in Boston and Chicago into bright yellow "Hello Sunny" branded beach cabanas that featured heat lamps and custom benches mimicking the iconic Fort Lauderdale beach wave wall. "Live activation events" allowed for two-way video and audio interaction via satellite broadcast between Fort Lauderdale, Boston and Chicago, a first of its kind in the U.S. [Watch the video](#) and see unsuspecting commuters talk in real time with "Mr. Sunny," swimsuit-clad models and Nicki, live on the beach in Fort Lauderdale, Hollywood and Pompano Beach. [Click here to watch](#), give it a thumbs up, and share it on your social media channels.



LAST CALL TO PARTICIPATE: SUMMER SAVINGS: 2-FOR-1 OFFERS EXPANDED FOR 2015

Don't miss your opportunity to be included in the newly expanded 2-for-1 program, May 1-Oct 12. Supported with a robust advertising and marketing campaign that spans the state of Florida, Northeast and beyond. Submit your restaurant, spa, attraction or shopping 2-for-1 offer by this **Friday, April 3**: <http://www.sunny.org/2-for-1-offer>.

FROM TALLAHASSEE TO CAPITOL HILL

In March, the GFLCVB participated in Tourism Day activities in Tallahassee and Washington, D.C., strengthening the Florida delegation in support of the business of travel. Pictured here: Carlos Molinet with Florida Senators Rubio and Nelson on Capitol Hill. Second photo: State Representative George Moraitis with members of the film industry with Kim Butler and Carlos Molinet.



SUPERIOR SMALL LODGINGS ANNUAL REVIEWS

Superior Small Lodgings Annual Reviews begins the last week of April. [Click here to sign up now](#). To qualify, you must have 50 rooms or less, meet the Superior Small Lodging guidelines and pass the review with an 82% grade. As a Superior Small Lodging member, you will be included in the 2016 Greater Fort Lauderdale Superior Small Lodging directory, as well as the SSL website, the Broward listing on www.sunny.org/ssl, Broward SSL Facebook: www.facebook.com/superiorsmalllodgings and the Greater Fort Lauderdale Playbook. SSL members can join Visit Florida at a discounted rate and will receive a free SSL sign to display on your property as well. For more info on becoming a Superior Small Lodgings member, go to www.sunny.org/sslmembers.

APRIL GROUP SALES & SERVICES UPDATE

- Groups meeting in April will generate more than \$34 million to Broward County. Groups include:
- Apr 7-12: ViSalus and ViEvents (1600 attendees)
 - Apr 10-13: 38th Annual Sickle Cell Disease Research & Education Symposium (600 attendees)
 - Apr 13-20: American Medical Society for Sports Medicine Annual Meeting (800 attendees)
 - Apr 14-18: American Financial Services Association Conference (300 attendees)
 - Apr 19-26: American Osteopathic Association (480 attendees)
 - Apr 20-24: Elite Training 2015 (1225 attendees)
 - Apr 20-26: CPCU Society Annual Leadership Summit (310 attendees)
 - Apr 21-28: CLIA Cruise3Sixty 2015 (465 attendees)
 - Apr 22-26: 65th Southern Province Council 2015 (300 attendees)
 - Apr 25-May 3: Wireless Infrastructure Show (600 attendees)
 - Apr 26-May 1: GFS Spring Food Show (400 attendees)
 - Apr 26-May 4: 2015 American Pediatric Surgical Assn (450 attendees)
 - Apr 30-May 9: 2015 Annual Int'l Assn of Healthcare Central Services Material Management (553 attendees)

MULTICULTURAL BUSINESS DEVELOPMENT

Last month the GFLCVB hosted the Jazz in the Gardens VIP/Partner Reception. In attendance: Commissioner Dale Holness, Commissioner Barbara Sharief, State Representative Bobby Dubose and the City of Miami Gardens Council. Join the GFLCVB for the 30th Annual Southern Florida Minority Supplier Development Council (SFMSDC) Business Expo, April 14-15 at the Broward County Convention Center. Register here: www.sfmisd.org. Participate in the J.M. Family African American Achievers Awards Ceremony April 15 at the Broward County Convention Center. And the GFLCVB will host the Kappa Alpha PSI Fraternity Regional Provincial April 23-26 with more than 1,200 Kappas.



LGBT MARKET

Congrats to Richard Gray who was appointed to the International Gay & Lesbian Travel Association's Board of Directors. He previously sat on their executive board and served as Vice President and Treasurer from 1993 to 2001. In 2002, he was inducted into their Hall of Fame. Richard will attend the International Gay & Lesbian Travel Association's annual conference in Los Angeles, April 8-11, making a presentation on Greater Fort Lauderdale's highly successful transgender initiative. Richard will also attend the World Travel & Tourism Council Summit in Madrid, April 13-16, representing the global LGBT market; and WTM Sao Paulo in April 22-24, covering the LGBT market and meeting with LGBT media.

SunServe is offering LGBTQ Cultural Proficiency trainings to businesses in the Fort Lauderdale area, helping businesses increase revenue/consumer support, giving everyone the tools to be able to provide exceptional service to the LGBTQ community. Businesses in the Greater Fort Lauderdale area serve one of the largest LGBTQ communities in the US. Become a SunServe Business Partner. Space is limited. The cost of the training is \$49. Training dates: April 28, May 26, June 23, July 28, August 25, September 22, October 27, November 24, December 15. Contact: Aspen Hawke, Business Development Specialist, 954-764-5150 x182, Ahawke@sunsolve.org.

SPORTS LAUDERDALE

Sports Development will welcome more than 14,000 attendees in April including Fight Time Promotions MMA Showcase at the War Memorial Auditorium, the National Collegiate Boxing Championship at the BB&T Center, the Dig the Beach Volleyball Series in Pompano Beach, the Canadian Hockey Enterprises Adult Hockey Tournament at the ICEDEN in Coral Springs, and the Regional Diving Championships at the Coral Springs Aquatic Complex.

OFFICE OF FILM, MUSIC & ENTERTAINMENT

The GFLCVB's Office of Film, Music and Entertainment, AEG Live and Donahue Entertainment announced the Lauderdale Live 2015 line-up with Phillip Phillips and O.A.R. as headliners. Lauderdale Live will take place June 19-21 in downtown Fort Lauderdale at Huizenga Plaza. Get tix here: www.lauderdalelivemusic.com and www.ticketmaster.com; and [click here](#) to get special hotel rates.



Film Permits were issued for the following productions in March 2015: **TV Series:** All That Jazz; Autopsy, Inc.; Graceland – Season 3; Gym Brats; Long Island Medium; Mission Makeover; Restaurant Impossible; The Ultimate Fighter (21); Toni La Chef; What's My Car Worth? **TV Commercials:** Cato Summer; Clorox; Gatorade; Magic Cooper; McDonald's UK; Oxygen – Shareworthy Backyard; Rubenstein Law Choices; Velform Satin. **Still Photography:** Belk; Bon Prix Fashion; Canadian Tire; G4 Exterior; JDW Locations; Jo-Anne's Fabrics; New Balance & Toys R Us; Pre-Fall Editorial; Seven Publishing; Venus Swimwear; Vita Ice Shoot with Anastasia Ashley; Wal*Mart; Yelitza Salazar Photography; S1 2015 Sport Chek. **Telenovelas:** Bajo el Mismo Cielo; Tierra de Reyes. **Documentary:** Big Kitchens; Clean Break 2015. **Industrial:** Ford Xperience; Infield Maintenance Guide; Vital Style. **Web:** KidVision VPK; South Beach. **Other:** African American Achievers Awards; Ford Eco Boost Challenge; Invicta Watch & Evine Live March Sales Event; The Following.

TOURISM SALES



In March, Fernando Harb, along with Kim Butler, participated in Visit USA Italy Showcase meeting with major Italian tour operators and media representatives. He also attended the Seatrade Global Reception and is wrapping up the month with a China Sales Mission. Fernando and Erick Garnica attended ITB Berlin, conducting more than 50 appointments with tour operators and media representatives. Erick and Caitlan Etchevers hosted a delegation of travel executives from India in conjunction with VISIT FLORIDA. Caitlan conducted a Baltimore/DC Tourism Sales Mission with the Diplomat Resort & Spa, and hosted a NACTA (National Association of Career Travel Agents) luncheon and a PTANA (Professional Travel Agents of North America) dinner & seminar for more than 50 travel agents. Caitlan also attended the Cruise Shipping Miami Tradeshow meeting and networking with fellow CLIA members and potential cruise business for Port Everglades. Justin Flippen participated in the Broward100 Art of Community Programming committee. He also participated in a webinar with the Florida Department of State on a new initiative with Visit Florida called Victory Florida, commemorating the 70th anniversary of the end of World War II. Victory Florida is designed to educate residents and visitors about Florida's role in WWII by promoting cultural, heritage, and veteran tourism and increasing visibility and visitation to WWII and veteran related historic and cultural events, museums, exhibits, sites, and memorials. To add veteran related events to the celebration or to learn more visit www.VivaFlorida.org/victory.

SNAPSHOT FROM THE UK OFFICE

The UK office travelled to Osby, Sweden and Copenhagen, Denmark to attend the Swanson's America Travel Day and FDM Travel USA Events on behalf of the Florida Beaches Coalition. Both consumer shows were extremely well attended, reaching more than 5,000 consumers. Preparations continued in the office for the upcoming Visit USA Unite Exhibition, which took place on Mar 26. Now in its 2nd year, is a 'one-stop-shop' event for UK and European based tour operators to hold informal, pre-booked, one-to-one meetings with the tourist board, followed by a media market place event with one-on-one media appointments with key travel.

BROWARD100: CELEBRATE 100 YEARS OF COMMUNITY

Say HAPPY BIRTHDAY in 2015 as Broward County commemorates its centennial, Broward100, with a series of art and performance projects that highlight the culture, sports and recreation venues, natural attractions and community diversity. Visitors and residents are celebrating the art of community with VisualEYES mural art, Inside Out black and white photography appearing around town, a year-round calendar of festivals and events, and the Duende grand finale event the weekend of October 2-4, 2015. For more info, visit www.broward100.org. **To entice residents and visitors to explore our shores, you are invited to submit your Broward100 special offers.** Broward100 special offers can range from a special \$100 rate, a culinary treat (such as a piece of birthday cake after dinner), a BOGO, special admission rate, or whatever you creatively decide is the way you want to celebrate 100 years of Greater Fort Lauderdale. Broward100 special deals will be placed on www.sunny.org/broward100 until October 4, 2015. If your attraction or venue is hosting a special event in 2015, consider making it an official Broward100 sanctioned event. For details visit www.broward100.org/calendar100 and click on 'submit an event.' Broward100 special offers can be easily submitted online under your partner login at www.sunny.org/partnerlogin. If you have not already obtained your partner login, contact Kim kcarter@broward.org. When creating your coupons for your Broward100 deals, be sure to select the Broward100 coupon category. Contact Justin jflippen@broward.org with questions.

PARTNER NEWS

Passengers who want to catch a lift on **Lauderdale-By-The-Sea's free Pelican Hopper** community shuttle service can now use their smart phone to check when the next shuttle will arrive thanks to the Sun Trolley's award-winning Tracker App. The Tracker App can be downloaded free from the App or Google Play stores. **Sawgrass Mills** has announced several future additions including new to market outlet locations from Ted Baker, Alexis Bittar, La Perla and Vince, as well as a first-in-state location from the popular Washington D.C. eatery Matchbox, scheduled to debut during early 2016.

NEW ON THE SCENE

Kuro, a sophisticated and wholly unique Japanese Craft Kitchen, located at the Seminole Hard Rock Hotel & Casio, opened last month. Kuro features an open dining room, chef's table (omakase bar), sushi bar with view into the hot kitchen (sauté, tempura, robata grill) and pastry section, in addition to two private dining rooms and an alfresco dining patio. **ALEX AND ANI, LLC**, the brand's fourth store in Florida, opened on Las Olas Boulevard last month: alexandani.com

GFLCVB TEAM IN ACTION

Make sure to check out our team in action at various events and functions around the world. [Click here to see](#).

PARTNER WITH VISIT FLORIDA

You are invited to join VISIT FLORIDA's Regional Partnership Manager, Lindsey Norris, for a complimentary lunch and presentation at the Museum of Discovery & Science, April 13. Explore the benefits available through Partnership with VISIT FLORIDA and how these opportunities can help generate more business for you.

11:30am-12pm: Networking and check-in; 12-1pm Lunch and presentation. During this interactive presentation, you will see the most up-to-date tourism statistics from VISIT FLORIDA; view elements from recent VISIT FLORIDA campaigns; and discover ways that VISIT FLORIDA can help grow your business. Registration is open until April 6. Space is limited and available for up to two people per company. [Click here](#) to reserve your space and complete the registration form.

HAPPENINGS AROUND TOWN

Apr 1-30: Sky High, Galleria Fort Lauderdale
Apr 2: Florida Panthers vs. Carolina Hurricanes, BB&T Center
Apr 3: Fight Time 24, War Memorial Auditorium
Apr 3-30: Furious 7: The IMAX Experience, Museum of Discovery & Science
Apr 3-5: Joey's Egg Hunt, Museum of Discovery & Science
Apr 4: Florida Panthers vs. Tampa Bay Lightning, BB&T Center
Apr 4: Spring Extravaganza at Gulfstream Park
Apr 5: Annual Easter Egg Hunt, Weston Town Center
Apr 5: Florida Panthers vs. Montreal Canadiens, BB&T Center
Apr 7: Theresa Caputo Live! The Experience, BB&T Center
Apr 8: Dr. Lonnie Smith Trio - The Mighty B3, Broward Center for the Performing Arts
Apr 9: Florida Panthers vs. Boston Bruins, BB&T Center
Apr 9: Get Pampered, Pompano Citi Centre
Apr 10: Concert in the Park, Tamarac Sports Complex
Apr 10: MattyB Live in Fort Lauderdale, Broward Center for the Performing Arts
Apr 10: Naach Meri Jaan: Bollywood Dance, Parker Playhouse
Apr 11: Alan Cumming, Parker Playhouse
Apr 11: Exotic Car Display, Museum of Discovery & Science
Apr 11: Florida Panthers vs. New Jersey Devils, BB&T Center
Apr 11: Human Race South Florida, Charnow Park, Hollywood Beach
Apr 11-12: Rock The Ocean Tortuga Festival, Fort Lauderdale Beach
Apr 11: Tom Paxton and Janice Ian, Broward Center for the Performing Arts
Apr 11: Wings for Life World Run Training Day, BB&T Center
Apr 12: South Florida Flute Orchestra, Sunshine Cathedral
Apr 13: Boz Scaggs, Broward Center for the Performing Arts
Apr 14: Chris Botti, Broward Center for the Performing Arts
Apr 15: Art Speaks presents Jason Taylor, Miramar Cultural Center
Apr 17: Meditation: Awaken Your Power Within- Free Public Lecture, Broward Convention Center
Apr 17: Robert Irvine, Hard Rock Live
Apr 19: Earth Day Celebration, Veterans' Memorial Park, Tamarac
Apr 19: Florida Turkish Festival, ArtsPark at Young Circle
Apr 21: Bob Dylan and His Band, Broward Center for the Performing Arts
Apr 24: Roberta Flack, Broward Center for the Performing Arts
Apr 25: Kathy Griffin, Broward Center for the Performing Arts
Apr 26: Mythbusters - Jamie & Adam Unleashed, Broward Center for the Performing Arts
Apr 26: The Ukrainian Montage, Broward Center for the Performing Arts
Apr 27-May 4: Fleet Week, Port Everglades
Apr 30: The Robert Cray Band Live, Parker Playhouse

Best wishes,



Nicki E. Grossman
President

greater
FORT LAUDERDALE
CONVENTION & VISITORS BUREAU
sunny.org