



greater FORT LAUDERDALE

CVB Buzz

April 2010

Celebrate Tourism Appreciation with the GFLCVB

Save the Date: Reserve your seat for **National Tourism Appreciation Day** luncheon on Thursday, May 13 at the Broward County Convention Center, as we celebrate the importance of tourism with motivational speaker and local hospitality partner, Carlos Molinet, General Manager of the Hilton Fort Lauderdale Marina. \$30pp. Please RSVP to Kim Canter, kcanter@broward.org



Gr8 Beaches

The **Summer Gr8 Beaches Campaign** will highlight the eight distinct beaches from Deerfield Beach to Hallandale Beach, plus an online program reaching millions of in-state and out-of-area consumers promoting gr8 values. The summer program includes 2-for-1 offers to more than 30 attractions, cultural activities, spas, diving, and entertainment May 1 through Sept 30. To view offers go to <http://sunny.org/241>



Learn to Dive Month

With the goal of stimulating more dive tourism, the GFLCVB has created a special "Learn to Dive" promotion in June. "Learn to Dive" includes a partnership with PADI and SDI promoting their online dive instruction program, local dive operators, and hotels for "dive and stay" packages. The CVB has created a microsite on sunny.org with a link to all "Learn to Dive" participants. We will be advertising in Dive Training and Sport Diver online and in print as well as e-newsletters and using public relations to promote the program. To view offers go to <http://sunny.org/learntodive>.

Endangered Sea Turtle Nesting

Don't miss the rare opportunity to witness threatened Loggerhead and endangered Green and Leatherback sea turtles nesting on the beaches. These dinosaur-like creatures produce more than 1,900 nests per year on Broward's beaches, with more than 150,000 hatchlings making their way into the Atlantic Ocean. Turtle walks by moonlight and hatchling release programs are available at the Museum of Discovery and Science, John U. Lloyd Park and Anne Kolb Nature Center from June-August. Visit <http://sunny.org/seaturtles> for details. **Photo:** Leatherback turtle laying her eggs on the Pelican Grand's Beach.



Lauderdale Spa Chic

Get ready for the third annual **Lauderdale Spa Chic**, from September 1-30, with spa treatments for \$99 (up to 50% savings). Any spa interested in participating in Lauderdale Spa Chic, please contact kcanter@broward.org. For more information visit

<http://sunny.org/spachic>

Community Star of the Year

The Gay & Lesbian Community Center/Pride Center awarded 2010 Stars of the Rainbow honorees at the annual Stars of the Rainbow fundraising event last month. This year marks the Center's 17th anniversary providing valued services and programs to the GLBT community. Among the honorees, TDC Vice Chair **Richard Gray** was named the *Community Star of the Year* for his exemplary spirit of activism. His representation of the GLBT community in travel and tourism and his efforts on behalf of the GLCC/Pride Center make him a vital part of the community's growth and success. Congratulations Richard!

Congratulation to Jesse Gaddis

For celebrating 50 years in business with Yellow Cab in Broward County!

Convention Sales Team Update

The convention sales team recently participated in the following: SmithBucklin Presentation in DC; Professional Convention Management Association – New England Chapter in Boston; North Central Florida Meeting Planners Expo; ASAE Great Ideas Conference and Sales Calls in Denver; Experient EnVision and Sales Calls in Fort Worth; GFLCVB Carolina Sales Mission; GFLCVB Chicago Sales Mission; and the GFLCVB Destination Preview including the Florida Derby.

Catch the sales team at these upcoming events and tradeshow:

Mar 31–Apr 1: USITT Board Presentation, Kansas City, MO

April 28: BizBash Florida Meeting Planners Expo in Fort Lauderdale

Upcoming Convention Sales Missions: Want to join us? Contact the group sales team leader listed.

Houston, TX (Angella Lopez): May 10–13

Mid-Atlantic Region (Christine Tascione/ Dion James): May 11–13

Toronto (Stacy Copeland): May 17-20

Philadelphia, PA (Christine Tascione/ Dion James): June 8–10

Michigan (Stacy Copeland): June 14-18

Fort Lauderdale Destination Preview/Site Summer Seminar: July 8-11

Chicago Cubs Event (Nora Gorman): July 19-21

Minneapolis (Stacy Copeland): Aug 9-13

St. Louis (Stacy Copeland): Sept 27-30



April Group Sales Update

Groups meeting in April will generate more than \$25 million to Broward County. Sample groups include:

- Apr 14-16: CruiseWorld 2010 (300 attendees)
- Apr 15-19: 2010 Adrenaline Dance (600 attendees)
- Apr 16-24: 25th Int'l Maintenance Conference (300 attendees)
- Apr 25-May 2: AAFPRS 2010 Annual Meeting (400 attendees)
- Apr 28-May 8: ARVO 2010 Annual Conference (9,800 attendees)

Sport Lauderdale

Greater Fort Lauderdale welcomes the following sports groups in April, with more than 28,000 competitors plus family and friends:

- Apr 3-10: US International Soccer Fed Classic & Summit (2000 attendees)
- Apr 4-12: YMCA Short Course National Swimming Champs (4000 attendees)
- Apr 5-10: NASA Age Group Swim Showcase (2500 attendees)
- Apr 7-10: USSSA Regional Basketball Championships (2000 attendees)
- Apr 8-11: Fort Lauderdale Volleyball Invite (1500 attendees)
- Apr 8-11: Fort Lauderdale Classic (1750 attendees)
- Apr 10-12: AVP Young Guns Qualifier Bch Volleyball Tournament (1000 attendees)
- Apr 12-17: Hofball South Florida Classic (2000 attendees)
- Apr 14-19: YMCA Master Championships (3200 attendees)
- Apr 15-18: AVP Beach Volleyball (800 attendees)
- Apr 15-19: USA Soccer Youth Training Camp (1000 attendees)
- Apr 16-18: Four Nations Cup Youth Hockey Tournament (1000 attendees)
- Apr 21-23: Canadian Hockey Enterprises Adult Hockey Tournament (1500 attendees)
- Apr 23-25: AAU District Basketball (1400 attendees)
- Apr 28-30: 4A Region 3 High School Track and Field Regional's (800 attendees)

Tourism Sales

In March, Alfredo Gonzalez and Fernando Harb were in Berlin, Germany attending ITB. Fernando attended the Visit USA Workshop in Brussels, Belgium prior and wrapped up the month attending the Visit Florida Sales Mission in Brazil. Josh Winston was accompanied by Starwood Hotels & Resorts, The Westin Diplomat Resort & Spa, and Luxury Resorts & Hotels on the annual Chicago Tourism Sales Mission. He also attended Beneath the Seas diving expo with Sea Experience in NJ. Justin Flippen hosted Chinese tour agents and operators on a Visit Florida FAM of Greater Fort Lauderdale. He is also working with hotels, attractions, and restaurants on participation in the Latin American Campaign and the Pack Your Bags, We're Staying Home Florida Residents special offers. If you have not already submitted your offers to participate in these programs, please contact Justin Flippen jflippen@broward.org.

Flying High

Total passenger traffic for the month of Feb was 1,758,412, up 2.2% over Feb 2009. International traffic was 262,975, up 8.7% over Feb last year. February marked the 6th consecutive month of positive growth in total passenger traffic. The outlook for the first half of 2010 remains positive. Aires began new service to the Colombian cities of Cali and Barranquilla last month and will add Cartagena in July. Spirit has applied for rights to Barranquilla and this summer will add several rotations to existing Colombian markets. By July of this year, FLL will have 58 flights a week to Colombia, second only to MIA for weekly departures to Colombia. Current airline schedules indicate that for the first six months of 2010, FLL ranks 3rd among major US airports in available seat growth over the same time last year, up 3.8%. In November, **American Airlines** will add twice-daily, non-stop service to Fort Lauderdale from NYC. American has entered in an agreement with JetBlue Airways that will offer JetBlue customers connections to American's international flights.

Port Everglades

Port Everglades broke its own world record, again, when more than 52,000 cruise guests sailed in and out of Port Everglades on Saturday, March 20. The last world record was set on Jan 3, 2009, when 49,234 passengers. Nine cruise ships sailed from Port Everglades on March 20. If lined up bow to stern, the nine cruise ships would stretch 8,233 feet or the equivalent of nearly 27 football fields. Broward County's Port Everglades is poised to become the world's top cruise port by 2011 with Royal Caribbean International homeporting the second of its two new 5,400-passenger Oasis-class vessels at the South Florida cruise port. Each Oasis-class ship is projected to generate approximately 584,000 passenger movements annually at Port Everglades. Fourteen major cruise lines sail from the South Florida seaport.



Port Everglades also launches new guest services: A new cell phone lot for picking up cruise passengers, free WiFi in cruise terminals, taxi dispatch improvements and new signage are services that Port Everglades initiated this cruise season to improve the guest experience. Details on the latest cruise offerings are available at www.porteverglades.net.

Gaming News

New Slots are arriving at **Mardi Gras Casino** this April and will be the first in Florida to be installing "The Amazing Race" multi-level progressive and Top Dollar slot machines. April also brings "Reel em in, Star Track, Wizard of OZ, and Planet GO Monopoly" slot machines. They are also creating the largest penny progressive link in the country consisting of 78 penny slot machines all on the same progressive link. A progressive link encompasses multiple slot machines linked together so that every bet on every machine contributes to a growing Jackpot.

www.playmardigras.com. April is full of promotions, tournaments and prizes at **Isle® Casino Racing Pompano Park**: Magic Mondays, Bingo Tuesdays, Mystery Point Multiplier on Wed, \$50,000 Grant's Slot Tournaments on Thurs, \$200,000 Presidential Giveaway on Fri & Sat, \$2,500 Early Bird Sweepstakes on Sat, and April Birthday Celebration on Sun, Apr 18. www.theislepompanopark.com. Racing fans are in for just as much excitement this weekend. **Gulfstream Park's** April stakes schedule kicks off this Sat, Apr 3 with the Skip Away, named in honor of the Florida Derby runner who went on to victory in the Breeders' Cup Classic, and garnered Horse of the Year and Hall of Fame honors with almost \$10 million in career winnings. www.gulfstreampark.com

Good Eats

Martorano's Italian-American Kitchen at the Seminole Hard Rock Hotel & Casino celebrated its grand opening in "fantastico" style last month. Attending the festivities and joining Steve Martorano in his kitchen were Michael "The Situation" Sorrentino from the MTV show Jersey Shore, Kelly Bensimon from Bravo's Real Housewives of New York, Miami Dolphins stars Dan Marino & Jason Taylor, Frank Vincent from The Sopranos, and Buddy Morton, owner/partner of Martorano's Italian-American Kitchen to name a few. Guests can expect a friendly atmosphere accented with music, classic movies and more. The 7,400-square-foot restaurant seats 300 inside and outside. www.cafemartorano.com. **Sublime Restaurant** welcomed Golden-Globe-nominated actress Marilu Henner to a cocktail reception benefiting Physicians' Committee for Responsible Medicine (PCRM) at Sublime this past month. www.sublimerestaurant.com



Upcoming HSMIA Events

How Can You Benefit From The South Florida Film Industry? April 21: Listen to the experts and learn about the film industry's impact on South Florida and how you can get involved. Hugh's Catering, 4351 NE 12th Terrace, Oakland Park, 11:30am. Visit www.hsmiasouthflorida.org to register.

HSMIA Meeting Matters & Resort Connection, May 4: Hear from Michael Tchong, a renowned trend analyst, who will explore the latest market trends. Plus, you will have the opportunity to take part in a networking event that will

connect meeting & incentive professionals with senior executives from resorts around the country who can help you make your events successful. PGA National Resort & Spa, 4:30-7:30pm. [Click here](#) for more info.

Attraction News

The Parker Playhouse is offering a special discount to CVB partners to see The Kosher Cheerleader April 20-25. [Click here](#) to get your tickets. In addition to the 120 careers currently offered for kids at **Wannado City**, the theme park's newest attraction, the WannaView Photo Studio, transports kids to a world of creativity where they get to be Photo Journalists and create their own magazine cover.

SUNsational Service Training

This free fast-paced interactive class is designed to help us reach our goal of outstanding service for every citizen and visitor in Broward County. Seats are still available for July and October classes. [Click here](#) to sign up.

Feeding South Florida

Ten years after the inception in 1991, Daily Bread Food Bank (the original name) embarked on a program called Extra Helpings whereby surplus prepared foods from hotels, restaurants, caterers and supermarkets that would normally be discarded are captured and channeled back to needy people in the communities they serve. This simple principle is an extension of their philosophy; reduce hunger by reducing waste; feeding people who are food insecure. Through the Extra Helpings Program, Feeding South Florida uses a refrigerated truck, which goes out on a daily basis to licensed donors and captures prepared meals then immediately delivers it to non-profit member agencies with feeding programs. [Click here](#) for additional information.

Old Florida Fish-Fry

Enjoy old-fashioned food, games and entertainment at the Old Florida Fish Fry being held at the Fort Lauderdale History Center, May 8 from 5-8:30pm. [Donations needed](#). Click here for [info on tickets](#) or [sponsorship](#).



Happenings Around Town

Through April 6: Tennis Camp, Tropi Rock Resort, Fort Lauderdale

Through Apr 19: Fort Lauderdale History Center Walking Tours, New River Inn, Fort Lauderdale

Apr 1: Mercedes-Benz Corporate Run, Fort Lauderdale

Apr 2: Smucker's Stars on Ice, BankAtlantic Center

Apr 3: SunTrust Sunday Jazz Brunch, Riverwalk, Downtown Fort Lauderdale

Apr 3: Earth Fest, Young at Art Children's Museum

Apr 3: Florida Panthers vs New York Rangers, BankAtlantic Center

Apr 3: Paul McCartney, Sun Life Stadium

Apr 3-4: Annual Orchid/Bromeliad Display & Sale, Flamingo Gardens & Wildlife Sanctuary

Apr 6: Florida Panthers vs Ottawa Senators, BankAtlantic Center

Apr 6-18: The Color Purple, Broadway, Broward Center for the Performing Arts

Apr 7-18: Dixie's Tupperware Party, Broward Center for the Performing Arts

Apr 8: Florida Panthers vs New Jersey Devils, BankAtlantic Center

Apr 8: Mixed Martial Arts Cage Fighting, Hard Rock Live

Apr 9: Pineapple Jam at the Stranahan House

Apr 9: Riverwalk Get Downtown, Plaza at Las Olas, Fort Lauderdale

Apr 9-11: Florida Marlins vs Los Angeles Dodgers, Sun Life Stadium

Apr 10: Kids in Distress of Broward 5K Run/Walk, Huizenga Plaza, Fort Lauderdale

Apr 10: Neil Berg's 101 Years of Broadway, Parker Playhouse

Apr 10: HBO World Championship Boxing, BankAtlantic Center

Apr 10: zMotion Sunrise Classic, BankAtlantic Center

Apr 10-11: Fort Lauderdale Classic Volleyball Tournament, Broward County Convention Center

Apr 10-11: Inaugural IGFA Fishing Expo, IGFA Fishing Hall of Fame & Museum, Dania Beach

Apr 11: Florida Panthers vs Tampa Bay Lightning, BankAtlantic Center

Apr 12-15: Florida Marlins vs Cincinnati Reds, Sun Life Stadium

Apr 13-18: Menopause The Musical, Parker Playhouse

Apr 15: Clueless on Las Olas, Fort Lauderdale

Apr 16: Chicago, Pompano Beach Amphitheater

Apr 16: 15th Annual Wine and Culinary Celebration, Museum of Discovery & Science and AutoNation® IMAX® Theater

Apr 16-18: AVP Tour Fort Lauderdale Open, Fort Lauderdale Beach

Apr 16-18: Dancing in America Talent Competition, War Memorial Auditorium

Apr 16-18: Florida's Newport Guitar Festival, Hard Rock Live
Apr 16-18: Pompano Beach Seafood Festival
Apr 16-18: Sunshine Stampede Rodeo, Bergeron Rodeo Grounds, Davie
Apr 16-May 23, Suds, Stage Door Theatre
Apr 17: Earth Day 5K at the 2010 People and Planet Fair, Snyder Park, Fort Lauderdale
Apr 17: Plywood Regatta 2010, Dania Beach City Marina
Apr 17-18: Seaside Craft Fair, Hollywood Beach Broadwalk
Apr 18: Bon Jovi, BankAtlantic Center
Apr 19-Sept 12: Francie Bishop Good and David Horvitz Collection, Museum of Art / Fort Lauderdale
Apr 20: Joaquin Achucarro – Symphony of the Americas, Broward Center for the Performing Arts
Apr 20-25: The Kosher Cheerlead, Parker Playhouse
Apr 22: John Fogerty, Hard Rock Live
Apr 23-25: Fire & Ice Talent Competition, War Memorial Auditorium
Apr 23-May 30: Full Circle, Stage Door Theatre
Apr 24: The Blind Boys of Alabama, Miramar Cultural Center / ArtsPark
Apr 25: Jim Gaffigan, Hard Rock Live
Apr 26: An Evening of Wisdom with Sri Sri Ravi Shankar, Westin Diplomat Resort & Spa, Hollywood
Apr 26-May 1: Fleet Week 2010, Port Everglades
Apr 26-28: Florida Marlins vs San Diego Padres, Sun Life Stadium
Apr 28: Expo Alfresco, ArtsPark at Young Circle, Hollywood
Apr 30: Florida Marlins vs Washington Nationals, Sun Life Stadium
Apr 30: Fort Lauderdale Bus Loop, Downtown Fort Lauderdale to the beach area,
Apr 30-May 1: Girls Night: The Musical, Hard Rock Live
Apr 30-May 2: Riverdance, Broward Center for the Performing Arts

With all best wishes,



Nicki E. Grossman
President

greater
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CONVENTION & VISITORS BUREAU
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