**FEBRUARY STATS**

Growth in hotel occupancy continues (for the past 51 months) with the highest February occupancy rate on record.

GREATER FORT LAUDERDALE AVERAGE HOTEL OCCUPANCY		
February 2014	February 2013	% Change
90.0%	87.4%	+2.9%
GREATER FORT LAUDERDALE AVERAGE HOTEL DAILY RATE		
February 2014	February 2013	% Change
\$164.53	\$151.61	+8.5%

**TOURISM MEANS JOBS**

Fort Lauderdale Marriott Coral Springs contributes to the local economy with 145 employees.

**NATIONAL TOURISM APPRECIATION DAY, MAY 8**

Get Your Red Ready: Reserve your seat for National Tourism Appreciation Day luncheon on **Thursday, May 8** at the Broward County Convention Center and celebrate the importance of tourism with keynote speaker, Doug Lansky. \$35pp. RSVP now to Kim [kcanter@broward.org](mailto:kcanter@broward.org).

**SUMMER SAVINGS: 2-FOR-1 OFFERS**

Thanks to our many hospitality industry partners for offering 2-for-1 experiences from arts and entertainment to transportation and spa to stimulate summer visitation. Visit <http://sunny.org/summer> to view more than 30 special summer two-for-one deals available May 1 through Sept 30. Summer Savings cards will be available for distribution for added value to your summer guests. Email Frank [fpadin@broward.org](mailto:fpadin@broward.org) to order a supply of cards.

**MOMENTOS SUNNY: GREATER FORT LAUDERDALE HITS PRIMETIME WITH NEW PORTUGUESE AND SPANISH TV**

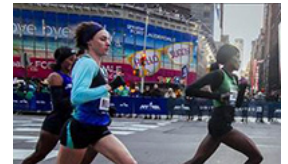
A FIRST for a destination, Greater Fort Lauderdale unveiled new 3-minute travel segments that will begin running in primetime cable throughout Latin America beginning next week through end of April. Each segment captures and explores a different topic including shopping, beaches and waterways, dining, nightlife and gaming, and the Everglades. The segments will run on popular networks like CNN and Bravo, during Anthony Bourdain: Parts Unknown, Project Runway, Masterchef, Sex and The City, just to name a few. See for yourself at: [Portuguese version](#) and [Spanish version](#).

**OLÁ BRAZIL: GREATER FORT LAUDERDALE'S BEACH LOOKS GOOD ON YOU TOUR HEADS TO SÃO PAULO**

The iconic "Beach-on-Wheels," with a new chic shopping twist, will cruise the streets of São Paulo during the Brazilian iteration of "The Beach Looks Good on You" road show. A media/tour operator/meeting planner reception will be held on April 28, followed by consumer events on April 29. Street teams will surprise locals with free Hello Sunny sunglasses and a chance to win a Greater Fort Lauderdale six-night getaway and shopping spree. There will be radio and tv presence surrounding the events, including the Momentos Sunny tv segments (see above).

**IN THE NEWS**

Greater Fort Lauderdale continues to shine in New York City long after its winter tourism blitz in the Big Apple, including a feature on the TODAY Show on March 15 in a segment about the wicked winter in much of the U.S. and how it has resulted in a busy tourism season for Greater Fort Lauderdale. [Click here to watch the clip](#). The Times Square billboard has been up since January 2, getting noticed weekly on Good Morning America, ESPN and major networks during Super Bowl week and most recently, as a backdrop for NYC half-marathon runners. And Fort Lauderdale was named one of the Top 10 Downtowns in the nation according to Livability.com. [Check here to read the Sun-Sentinel article](#).

**TURTLE SEASON IS HERE**

Sea turtle nesting season began March 1. These large marine reptiles will soon begin visiting our beaches at night with regularity. Females of three different species of sea turtle come ashore at night, lay their eggs and return to the sea. Loggerhead turtles may lay four to five nests per turtle per season, with each nest containing an average of 110 eggs. The peak of the nesting season in Broward County is June and July. If you are on the beach at night and see a large turtle coming ashore, please observe this phenomenon from a distance. If you wish to participate in organized tours to witness the nesting ritual, contact the Broward County Sea Turtle Conservation Program at (954) 519-1255 for info.

**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 2015 Greater Fort Lauderdale Superior Small Lodging directory, as well as the SSL website, the Broward listing on [www.sunny.org/ssl](http://www.sunny.org/ssl), Broward SSL Facebook: [www.facebook.com/superiorsmalllodgings](http://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](http://www.sunny.org/sslmembers).

**HAPPY EASTER**

We invite you to create and submit your special events and offers (Easter, Mother's Day etc.) online under your partner login at [www.sunny.org/partnerlogin](http://www.sunny.org/partnerlogin). If you have not already obtained your partner login, contact Kim [kcanter@broward.org](mailto:kcanter@broward.org). When creating your coupons, be sure to select the appropriate category. If you have any questions about submitting your special offers, feel free to contact Justin [jflippen@broward.org](mailto:jflippen@broward.org).

**APRIL GROUP SALES UPDATE**

Groups meeting in April will generate more than \$10 million to Broward County. Groups include:  
 Apr 1-6: 2014 First Robotics South Florida Regional (500 attendees)  
 Apr 5-10: ICMA Annual Expo 2014 (220 attendees)  
 Apr 7-11: 2014 Advanced Solutions International, Inc. Innovations Conference (200 attendees)  
 Apr 8-14: Stamet Commercial Flooring Spring Annual Membership meeting (600 attendees)  
 Apr 11-18: HelmsBrisco NICWA Protecting Our Children (600 attendees)  
 Apr 11-24: Majestic Tours 2014-Passover (500 attendees)  
 Apr 20-29: 2014 Associated Pharmacies Annual Conference (600 attendees)  
 Apr 21-15: BizBash Florida Expo (1500 attendees)  
 Apr 23-27: Travel Professionals of Color 12th Annual Conference (275 attendees)  
 Apr 25-May 1: United Incentives, Inc. FileBound Conference (225 attendees)  
 Apr 26-May 1: Credit Union National Association 20th Annual (240 attendees)  
 Apr 28-May 2: Florida Chapter International Association of Assessing Officers (250 attendees)

**MULTICULTURALLY SPEAKING**

The success of the 9th Annual Jazz in the Gardens music festival has provided Greater Fort Lauderdale with an opportunity to host members of the National Policy Alliance for a site visit, resulting in substantial tourism impact moving forward. Greater Fort Lauderdale will host the National Press Conference of the 100 Black Men of America (BMOA) on April 11 from 1-3pm.

The business luncheon and press conference will be held at NOVA Southeastern University and will introduce the local community and businesses to the benefits of the 100 BMOA Conference, taking place June 2014 in Greater Fort Lauderdale. Any businesses interested in attending the press conference should contact Albert Tucker at [atucker@broward.org](mailto:atucker@broward.org) for details.

#### TOURISM SALES

In March, Fernando Harb and Erick Garnica, along with Jessica Savage, attended ITB in Berlin, Germany. ITB Berlin is the world's largest tourism trade fair. Fernando wrapped up the month in Cancun, Mexico, at Nascimento Turismo, a Brazilian tour operator trade show where Greater Fort Lauderdale had the opportunity to meet with agents to showcase and raise market awareness of the destination. Erick and Jessica participated in a Copa Airlines luncheon and press conference at the B Ocean with media, tour operators, chambers of commerce representatives, and public officials spotlighting the airline's new flight from Panama to Fort Lauderdale beginning in July. Panama is considered a hub of Latin America air travel, and Copa's new service will allow GFL to have a stronger presence in markets such as Brazil, Argentina, Costa Rica, and Colombia.



Josh Winston was joined by Hyatt Regency Pier 66, Courtyard by Marriott Fort Lauderdale Beach, and Rodeway Inn & Suites for the annual Boston Sales Mission. Greater Fort Lauderdale welcomes the 10th Annual Cruise3Sixty convention at the Broward Convention Center April 2-6 and will feature pre-post cruise options, and Port/CVB presentation to agents. Justin Flippen, along with members of the Broward County Cultural Affairs Division, met with the Strategic Advisory Group for the preparation and planning of Broward 100, Broward County's year-long centennial celebration, set to begin in October.

#### INTERNATIONAL OFFICE

The UK, Ireland and Scandinavia team has trained more than 50 agents, including sales staff at Ocean Florida and Planet Cruise, on the wealth of experiences available in Greater Fort Lauderdale. This equips agents with knowledge and sales tools to increase length of stay and pre and post cruise visits in GFL. The team is also continuing its initiatives with the trade to increase demand and generate more bookings to Greater Fort Lauderdale. The Regional Roadshow concluded with 43 media having heard the latest news and developments from Greater Fort Lauderdale.

#### LGBT SALES

Richard Gray will attend Instinct Magazine's LGBT Hello Sunny reception in West Hollywood, CA April 13, well attended by LA's LGBT elite. Richard will be a panelist at HSMAI South Florida's LGBT tourism hospitality panel discussion on April 16 at The Atlantic Hotel & Spa. Additional panelists include Keith Blackburn, President of the GFLGLCC, and Jim Durham, proprietor of the Worthington Resort (GFL's largest gay hotel). Richard will also attend the Hello Sunny event in São Paulo, Brazil, distributing the popular rainbow Hello Sunny sunglasses and meeting with LGBT media.

#### SPORT LAUDERDALE

Sports Development welcomes more than 15,000 attendees in April, including the American Invitational Horse Jumping Show at SunLife Stadium, Can/AM Adult Hockey Tournaments at the ICEDEN Iceplex, the Youth Track and Field Olympic Trials at Ansin Sports Complex, and the Sunshine Stampede Gay Rodeo at Bergeron Rodeo Grounds.

#### OFFICE OF FILM & ENTERTAINMENT

**Film Permits were issued for the following productions in March 2014:** **TV Series:** Graceland-Season 2; June and Johnny; Mission Makeover; What's My Car Worth; Psychic Matchmaker; Untitled Diary Project; Wake Up Call; Energizer Personal Care Segment for Designing Spaces. **TV Commercials:** H2O Go Slide; Power Financial Community Spot; Amerjet Mother's Day Commercial; Party City; AARP; Huffy Bicycles; MetLife; City Furniture; Kia; Waverunner Beach Balls. **Still Photography:** Barena; Belk Q2 E-commerce; Brookstone; Justice Summer Snapshot; Louis Gameau Summer 2015; Pure Protein Bars; South Florida Beauty Magazine; River Island; Yelitza Salazar Photography; Americanino; Beach Bikini's; Pilatus for Banyan; Leonisa; SportsCheck; Venus Fashion. **Telenovelas:** En Otra Piel; Cosita Linda; Sangre En El Divan; Reina de Corazones. **Documentaries:** Accès Illimité; Documentary on Lightening; Preston Bailey Mentorship; Dr. K and the Exotics. **Music Video:** Keelyn Lyttle Video Intro; Ni Contigo Ni Sin Ti. **Feature Film:** Drag Hell-Zombies; Revenge Is A Promise; Miamiopolis; Colt 45. **Other:** Australia Guantanamo; News Feature on Air Banner Advertising; The Boss; King's Speech; 2013 Addy Awards; Mirror. **TV Movie:** Patient Killer. **Web:** Ocean Breeze Recovery.

#### EVENT LISTING MADE EASIER

Does your organization have visitor based events you would like included on our online events calendar? Simply visit [www.sunny.org/submit](http://www.sunny.org/submit) to input the details of your event along with a photo. If you don't have a photo specific to your event, then consider submitting a logo. Once approved, your event will be added to the host of others listed on sunny.org. Have questions? Contact Justin [jflippen@broward.org](mailto:jflippen@broward.org).

#### PORT UPDATE

Port Everglades released a new video featuring the advantages of cruising from Port Everglades – location, speed, service, flexibility, and showcasing Greater Fort Lauderdale as a vibrant, sunny vacation destination. [Click here to view the video.](#)

#### HOTEL NEWS

The **Bonaventure Resort & Spa** announced a new concept in conferencing: "High Impact Meetings." Taking advantage of its newly renovated conference center, in-house production and destination management capabilities, the resort delivers High Impact Meetings within 80,000 sq. ft. of indoor and outdoor space. The Bonaventure welcomes Gregory A. Majka as its new Director of Catering & Conference Services.

#### SHOPPING NEWS

Sawgrass Mills announced the opening of first-in-market locations from Diesel, Catimini, and OndadeMar. Coming soon: Zinburger Wine & Burger Bar and OneClick.

#### JERRY FABER WILL BE MISSED

The Greater Fort Lauderdale hospitality community is saddened by the passing of Jerry Faber, owner and operator of the Jungle Queen Riverboat. Jerry was an active and enthusiastic tourism supporter, holding leadership roles and board positions with the GFLCVB's Marketing Advisory Committee, Beach Council, Greater Fort Lauderdale Chamber of Commerce, Barnett Bank Board of Directors, and many other tourism-related boards and activities. Jerry was named Hospitality Legend of the Year in 2010 by HSMAI South Florida, commemorating his contribution to Greater Fort Lauderdale's tourism fabric.

#### VISITOR TESTIMONIALS

"Just got back yesterday. Amazing trip. Thank you. Hotel (W Fort Lauderdale) was beautiful! Beach was beautiful! Lovely area. I had no idea such a beautiful vacation spot was only a little over 2 hours away by plane. Our airport transportation (USA Transportation) was first class coming and going to the airport. Very professional and personable drivers." *Mary Anne, NY, Hello Sunny Makeover contest winner, (3/7/2014).*

"I just wanted to send you a quick note to say THANK YOU for such a wonderful (although too quick!) getaway at beautiful Fort Lauderdale!! The Marriot Beach Resort & Spa was amazing and my husband and I had an awesome time. Thank you again very much!!" *Suzanne, NY, Warm Up New York contest winner, (3/27/2014)*

#### WORLD AUTISM AWARENESS DAY

Bahia Cabana is participating in a global event "Light It Up Blue" for World Autism Awareness Day. Buildings around the world will be lit up blue on Wed, Apr 2 from 5-9pm. Bahia Cabana will be aglow in blue lights, with 50% discount on all appetizers and drinks. Kids eat free. Wear blue and receive a free cocktail. RSVP to Linda Sue [LindaSueM@BahiaCabanaResort.com](mailto:LindaSueM@BahiaCabanaResort.com).

#### HAPPENINGS AROUND TOWN

Through Apr 6: American Idiot, Broward Center for the Performing Arts  
 Apr 2: Light It Up Blue Global Event, Bahia Cabana  
 Apr 4: Florida Panthers vs Calgary Flames, BB&T Center  
 Apr 4-6: Sunshine Stampede Rodeo, Bergeron Rodeo Grounds  
 Apr 5: Gay Men's Chorus "No Man Stands Alone" Concert, First Congregational Church of Fort Lauderdale  
 Apr 5-6: Repticon Reptile & Exotic Animal Show, War Memorial Auditorium  
 Apr 5: Spring Festival Eggstravaganza, St. Clement Church  
 Apr 5: Stars on Ice 2014 Tour, BB&T Center  
 Apr 5: Tamarac Community Garage Sale, Tamarac Park  
 Apr 5: The MOST Amazing Race, Birch State Park  
 Apr 6: Florida Panthers vs Dallas Stars, BB&T Center  
 Apr 8: Florida Panthers vs Philadelphia Flyers, BB&T Center  
 Apr 9: Lenore Raphael, Jazz Pianist, Broward Center for Performing Arts  
 Apr 10: Florida Panthers vs Toronto Maple Leafs, BB&T Center  
 Apr 11-12: The Screwtape Letters, Parker Playhouse  
 Apr 12: Florida Panthers vs Columbus Blue Jackets, BB&T Center  
 Apr 12-13: Rock The Ocean Tortuga Festival, Fort Lauderdale Beach  
 Apr 12: Tamarac Springfest, Tamarac Sports Complex

Apr 16: HSMIA South Florida luncheon, LGBT panel, The Atlantic Hotel & Spa  
Apr 18: Astronomy Rocks School Holiday Camp Adventure, Museum of Discovery & Science  
Apr 18: Steve Aoki with Kat Lane, Hard Rock Live  
Apr 19: Fantasy Dreams - Asian Music Show, Hard Rock Live  
Apr 25: Deerfield Beach Wine & Food Festival, A Blue Wave Affair, Quiet Waters Park  
Apr 26: Rob Thomas, Hard Rock Live  
Apr 28-May 5: Fleet Week, Port Everglades  
Apr 29: Bruce Springsteen, BB&T Center  
Apr 29-May 11: Ghost, Broward Center for the Performing Arts  
Apr 30: Avenged Sevenfold - Shepherd of Fire Tour, Hard Rock Live

Best wishes,



Nicki E. Grossman  
President

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CONVENTION & VISITORS BUREAU  
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