

HAPPY 2014!

Here's to a sunny and bright New Year! A special thank you to our hospitality community as we say hello to 2014. It is a pleasure to work with each of you, and absorb your friendly warmth, enthusiasm and energy, as we focus on making a splash in the new year.

NOVEMBER NUMBERS

Growth in hotel occupancy continues (for the past 48 months).

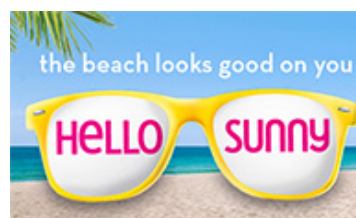
GREATER FORT LAUDERDALE AVERAGE HOTEL OCCUPANCY		
November 2013	November 2012	% Change
76.0%	72.7%	+4.5%
GREATER FORT LAUDERDALE AVERAGE HOTEL DAILY RATE		
November 2013	November 2012	% Change
\$114.72	\$106.28	+7.9%

TOURISM MEANS JOB\$

The Hilton Fort Lauderdale Marina provides an outstanding employment culture for 250 team members.

DID YOU KNOW?

Greater Fort Lauderdale ranks top in the nation with the lowest travel taxes, according to the Global Business Travel Association's (GBTA) annual study of travel-related taxes in the top 50 U.S. business travel destinations. For the third year in a row, Greater Fort Lauderdale tops the list of taxpayers' most friendly travel destinations, with an average tax of \$22.61 charged on a day's worth of \$256 in travel costs. According to GBTA's commissioned study, which examines hotel lodging, car rentals and restaurant meal taxes, the average daily tax expended by travelers in 2013 was \$29.94.



GREATER FORT LAUDERDALE CREATES TROPICAL PARADISE AT GRAND CENTRAL STATION AND JFK AIRPORT

New York City commuters will be transported to the sunny beaches of South Florida this winter as the GFLCVB transforms Grand Central Terminal's Vanderbilt Hall and John F. Kennedy International Airport's Terminal 5 into a tropical oasis with a beach-chic vibe. "The Beach Looks Good on You" event on Jan 28 in Vanderbilt Hall, will feature live music, palm trees, welcoming beach cabanas, a hobie cat, a huge beachcam screen streaming live images of Fort Lauderdale's beaches, giant sunglasses for photo ops, solar-powered charging stations for mobile devices, vending machines dispensing free "Hello Sunny" sunglasses for consumers who tweet #hellosunny, and much more.

Flight attendants from GFLCVB partner JetBlue Airways will be giving away Greater Fort Lauderdale trip getaways every hour. The one-day event brings a Greater Fort Lauderdale beach day to more than 500,000 daily Grand Central Terminal visitors. Street teams outside Grand Central will share the sunshine with free Greater Fort Lauderdale sunglasses and giveaways for chances to win a Greater Fort Lauderdale beach getaway. The following day, the Hello Sunny beach scene moves to JetBlue Airways' JFK Terminal 5 for one week, through Super Bowl Monday.

HELLO SUNNY SHARES THE WARMTH AROUND NEW YORK

The iconic "Beach-on-Wheels" will cruise the streets of New York day and night, branded with destination messaging and filled with the sand of Greater Fort Lauderdale's Blue Wave certified beaches. For one month, beginning Jan. 6, New Yorkers can warm their buns on a custom-designed heated bus shelter near Grand Central Terminal that look like sun lounges on the beach. Free beach-themed pedi-cab rickshaw rides around the city will be available on January 28. Greater Fort Lauderdale's beach will be featured on billboards at Times Square and near the Lincoln Tunnel, tempting Super Bowl fans headed to the big game. Advertising in TV, newspaper, magazine and digital in the tri-state area and hundreds of branded taxi tops will ensure Greater Fort Lauderdale shines brightly during the heart of winter. Metro North train stations feature The Beach Looks Good on You posters. After the New York event, the "Beach Looks Good on You" promotion will travel to Chicago on Feb 19, to Washington D.C. on March 18, and to São Paulo, Brazil, on April 29.

PRESS TRIPS/FAMS

In December, Jessica Savage hosted The Sunday Independent from Ireland for a honeymoon romance feature; as well as Diane Slawych, freelance writer and columnist with the Toronto Sun. Individual media fams during the Community Marketing Conference at the Westin Beach, included Bettina Hagen with L Magazine and Absolute publishing; and freelance writer with Attitude Magazine for an LGBT family story. Upcoming January initiatives include a post-Florida Huddle Press Fam of UK writers and a press fam for the Toronto Star.

GREATER FORT LAUDERDALE IN THE NEWS

[Click here](#) to read the coverage from the [Lima, Peru Inaugural Fam with JetBlue](#).

[Click here](#) to read media from the Norwegian Inaugural Fam.

[Click here](#) to read results from La Cita.

VALENTINE'S DAY

To attract visitors looking for romance, we invite you to create special offers like spa treatments for two, wine pairings or other creative ideas. We will promote your romantic offers to national travel and lifestyle media. The offers will be featured on sunny.org and our Facebook and Twitter pages as well. Please send your special offer to Justin jflippen@broward.org.



2013 SUNSATIONAL SERVICE COURTESY AWARD WINNERS

We salute your commitment to quality service - constant, consistent, and persistent. Congrats to the 2013 SunSational Service Courtesy Award winners, pictured here with Nicki E. Grossman. Winners include (top left to right): Sandra Dee Reyes, Room Service Server, Crowne Plaza Hollywood Beach Resort; Kym Nielsen, Assistant Director of Front Office, Hilton Fort Lauderdale Beach Resort; Karen Rech, Cruise Services Manager, Port Everglades; Levy Audenier, Banquet Set-Up, Hyatt Regency Pier Sixty-Six; Nicki E. Grossman, president, Greater Fort Lauderdale Convention & Visitors Bureau (red and white top); Michelle Tapia, Guest Services Guru, Hampton Inn & Suites, Fort Lauderdale West-Sawgrass/Tamarac; Alienne Alexis, Room Attendant, Riverside Hotel; Thomas Osborne,

Operator, Coral Ridge Country Club; Jorge Valencia, Engineer, Embassy Suites Fort Lauderdale; Shermin Furlonge, Front Desk Manager, Sheraton Fort Lauderdale Beach Hotel; William Bromley, Front Desk Agent, Hyatt Regency Pier Sixty-Six; Raul Lopez, Welcome Office Manager, W Fort Lauderdale; Syed Islam, Executive Car Driver, GO Airport Shuttle & GO Executive Car. [Click here](#) to read their stories.

JANUARY GROUP SALES UPDATE

Groups meeting in January will generate more than \$15.4 million to Broward County. Groups include:

- Jan 6-12: Cygnus Expositions National Pavement Expo (700 attendees)
- Jan 7-12: North East Regional Board of Dental Examiners, Inc. 2014 Annual Meeting (1300 attendees)
- Jan 10-15: Platts Aluminum Symposium 2014 (234 attendees)
- Jan 10-17: Alcon National Sales Meeting (200 attendees)
- Jan 13-20: American Academy of Cosmetic Surgery 2014 Annual Meeting (503 attendees)
- Jan 16-19: Legendary Rhythm & Blues Cruise (600 attendees)
- Jan 16-21: International Gay Bowling Organization (IGBO) FLIRT 2014 Tournament (200 attendees)
- Jan 16-27: Florida Nursery, Growers & Landscape Association Tropical Plant Industry Exhibition, 2014 (1100 attendees)
- Jan 18-21: AutoNation 2014 Retailer Leadership Conference (363 attendees)
- Jan 19-23: International Union of Operating Engineers Winter Meeting (250 attendees)
- Jan 19-24: Straumann NA Sales Management Meeting (300 attendees)
- Jan 22-Feb 1: IndexUniverse 7th Annual Inside ETFs Conference (700 attendees)
- Jan 23-29: Johnson & Johnson 2014 Biosense Webster Nat'l Training Meeting (600 attendees)
- Jan 24-29: Hadassah January 2014 National Board Meeting (200 attendees)
- Jan 26-Feb 1: Association of Marina Industries IMBC 2014 (300 attendees)
- Jan 31-Feb 7: Novartis Corporation MS National Meeting (335 attendees)

CONVENTION SALES TEAM UPDATE

The convention sales team recently participated in GFLCVB Customer Advisory Board at Bonaventure Resort & Club; Visit Florida's Florida Encounter in Palm Beach Gardens; PCMA New England Annual Meeting in Boston; Smart Mart in Dallas; Site Global Conference in Orlando; Post-Florida Encounter Destination Preview; Successful Meetings Diamond Invitational in Biloxi; IAEE Expo!Expo! in Houston; Assn Executives of NC in Raleigh; DMAI Convention Sales Forum in Chicago; Destination Reps Annual Holiday Luncheon in Chicago; PCMA Chicago Chapter Annual Meeting in Chicago; Association Forum Holiday Showcase in Chicago and DC Reps Annual Client Holiday Luncheon in Washington, DC.

Catch the sales team at these upcoming events and tradeshow:

- Jan 10-15: PCMA Annual Conference, Boston
- Jan 15-17: SGMP Education Day, Gainesville
- Jan 22-24: HCEA Summit, Philadelphia
- Jan 27-30: GFLCVB Hello/Meet Sunny New York Mission
- Jan 28-30: Sunbelt Mission, Texas



TOURISM SALES

In December, Fernando Harb and Erick Garnica attended the VISITFLORIDA marketing retreat. They also conducted a press FAM and inaugural event with Norwegian on new flights to Fort Lauderdale from Copenhagen, Oslo, and Stockholm. Fernando showcased the destination to 12 top travel agents with Trend Operadora from Brasilia, Brazil, as well as the Celebrity Cruises UK Sales & Marketing team which joined Celebrity Constellation sailing out of Port Everglades. Josh Winston joined with Carol Hudson and Saskia Fisher to host Martha LeShine and Yvette Kahn with North American Gay Volleyball Association to close business for their upcoming convention in the destination, drawing thousands of attendees. Additionally, Josh met with JetBlue, MSC Cruises, Sea, Sun & Tee Travel and other industry partners to build business for 2014.

VIVA FLORIDA

Justin Flippen concluded the CVB's participation in Viva Florida 500 which drew in over 12,800 visitors to the signature event of the voyage and visit of the Nao Victoria's El Galeon earlier in the year, resulting in a total economic impact of over \$1.2 million to Greater Fort Lauderdale. The State of Florida sealed an official Viva Florida time capsule to be opened in March 2095 on the 250th anniversary of Florida's Statehood to which the CVB added images of El Galeon while in port in Fort Lauderdale and a book of historical images of Broward County.

INTERNATIONAL OFFICE

This month the GFLCVB UK team has been busy on the road training over 40 agents from Thomas Cook Signature. Let's Go 2 will be launching Greater Fort Lauderdale in January 2014 and the team has also been busy working with them on promotional activity and training their sales team. The team also attended the annual Visit Florida Christmas Partners Meeting networking with trade and media to update on new developments around Greater Fort Lauderdale.



LGBT SALES

CMI's 14th Annual Conference on LGBT Tourism & Hospitality in December was a huge success with one of the largest conference attendees at the Westin Fort Lauderdale Beach. The Westin proudly flew the Rainbow flag as a welcome surprise for the conference attendees. Richard Gray attended LGBT sales meetings in San Francisco. Olivia cruises is possibly planning on two lesbian cruises out of Port Everglades in 2015. Richard also met with Out & Equal to discuss the possibility of bidding on their 2018 Conference. In January, Richard will be making a presentation at FITUR in Madrid. Just off the press, [Fort Lauderdale Like a Local in the Daily Xtra!](#)

SPORT LAUDERDALE

Sports Development welcomes more than 40,000 athletes, coaches, and families to Greater Fort Lauderdale in January, attending events such as: the Major League Soccer Combine, the Discover Orange Bowl, and the Rising Stars Girls Softball Nationals and Showcase. The Pro Football Legends Classic takes place Jan 20-22 at Jacaranda Golf Club, including Reidel Anthony, Cornelius Bennett, Ki-Jana Carter, Anthony Muñoz, Bob Griese, OJ McDuffie, Dwight Stephenson, John Randle, Andre Reed, Duane Starks and Jack Youngblood are just some of the pro football legends who will be participating.



MULTICULTURALLY SPEAKING.

The National Urban League will be conducting their Annual AOE Conference at the Hilton Fort Lauderdale Beach Resort Jan 20-25. And Angella Lopez will participate in Diversity Summit in Washington D.C. January 21-23. Check out our new 2 ½ -minute multicultural video produced by LP Media. The video covers a lot of ground and tells our story of diversity. [Click here](#) to watch.

OFFICE OF FILM & ENTERTAINMENT

Noelle attended the International Emmy's in NYC and the AICP – annual event. She hosted Filmmaker's soiree for incoming filmmakers during FLIFF and helped launched Lauderdale Live. A new Telenovela "En Otra Piel" is in Broward County. A production company gears up to start filming TNT's new series and Graceland gets ready for season 2 in Broward County. **Film Permits were issued for the following productions in December 2013: TV Series:** Four Weddings; Celebrity Wife Swap; South Beach Tow; The Sheards 2; Love Machine; New Classic Project; Raising Your Game. **TV Commercials:** Abs and Core Plus; Cielo Water; FP&L Grab the Sun; LP Media; Osteo Relief Institute; Zurich Insurance. **Still Photography:** American Eagle; Babies R Us/Toys R Us; British Vogue; Conrad 2112; Costa Hollywood; Decathlon Swim; Figue; JCP; Justice Gypsy Spirit; Pepsi; Pilatus Aircraft; River Island. **Telenovelas:** Santa Diabla; En Otra Piel. **Documentaries:** From Y 2 Why; Golden Wives; The Balancing Act. **Feature Film:** Miamiopolis; Progress and Unrelated Things. **PSA:** City of Fort Lauderdale, Water Safety. **Web:** IBM System Storage, Royal Caribbean. **Other:** Loud and Clear.

HOTEL NEWS

The Westin Diplomat Resort & Spa in Hollywood was recently distinguished as a top ten favorite among meetings and incentives groups, as announced by Cvent in its annual ranking of the "Top 100 Meeting Hotels in the U.S." The hotel ranked ninth on the list.

NEW SPA IN TOWN

The Marriott Pompano Beach Resort & Spa opened SiSpa, offering include signature therapies, massages, facials, body treatments, membership opportunities and more. Visit <https://www.facebook.com/sispapompano>.

EVERGLADES HOLIDAY PARK RANKED AMONG BEST FLORIDA ATTRACTIONS

Everglades Holiday Park rounded out the top three Best Florida Attractions in the 10Best.com Readers' Choice Award as determined by the readers of USA TODAY and 10Best.com, offering information on places to go and things to do, identifying top destinations,

attractions, and restaurants both in the U.S. and abroad. 10Best.com's local experts are well-traveled and live in the markets they critique allowing them to select nominees based on firsthand experience.

BROWARD BEACH RENOURISHMENT

Beach renourishment has begun in Pompano Beach and Lauderdale-by-the-Sea by the Army Corps of Engineers. [Click here](#) to see the proposed schedule for the remainder of the project. Dates could change depending on weather, equipment downtime and other factors. Eric Myers is the Broward County Natural Resource Administrator.

HAPPENINGS AROUND TOWN

Jan 2: Jay Z: Magna Carta World Tour, BB&T Center
 Jan 3-5: DinoMania Weekend, Museum of Discovery & Science
 Jan 3-4: Fort Lauderdale Rough Water Swim, International Swimming Hall of Fame
 Jan 3-5: The Nutcracker, Broward Center for the Performing Arts
 Jan 4-5: 26th Annual Las Olas Art Fair
 Jan 4: Forbidden Broadway 2014 - Alive & Kicking! Broward Center for the Performing Arts
 Jan 4: George Lopez, Hard Rock Live
 Jan 7 & 11: Billy Joel, BB&T Center
 Jan 7-19: The Wizard of Oz, Broward Center for the Performing Arts
 Jan 8: An Evening with Tony DeSare, Broward Center for the Performing Arts
 Jan 10-May 18: Sailing the Air: Aeronautics in Fort Lauderdale, New River Inn
 Jan 12: Tom Rush, Broward Center for the Performing Arts
 Jan 14: Florida Panthers vs New York Islanders, BB&T Center
 Jan 16: Florida Panthers vs San Jose Sharks, BB&T Center
 Jan 16: Winterstage Concert Series: Megan Mullally with Seth Rudetsky, Parker Playhouse
 Jan 17: Barry Manilow, BB&T Center
 Jan 17: Step Afrika, Parker Playhouse
 Jan 17: Summer of Love Concert, Broward Center for the Performing Arts
 Jan 18-20: Polynesian Culture Festival, Museum of Discovery & Science
 Jan 20: Orpheus Chamber Orchestra, Broward Center for the Performing Arts
 Jan 21-22: Pro Football Legends Classic, Jacaranda Golf Club
 Jan 22: Bob Woodward, Broward Center for the Performing Arts
 Jan 22-26: Golda's Balcony, Parker Playhouse
 Jan 24-25: 118th Big Cypress Reservation Celebration, Junior Cypress Rodeo Arena
 Jan 24: Florida Panthers vs Colorado Avalanche, BB&T Center
 Jan 25: Jeff Dunham: Disorderly Conduct, BB&T Center
 Jan 25: Leslie Jordan, Sunshine Cathedral
 Jan 27: Five Little Monkeys, Parker Playhouse
 Jan 31-Feb 2: Big Cypress Shootout: Seminole War Reenactment, Billie Swamp Safari
 Jan 31: Double Speak & Hidden Meanings, Broward Center for the Performing Arts
 Jan 31-Feb 1: Jerry Seinfeld, Hard Rock Live
 Jan 31-Feb 2: Shen Yun 2014, Broward Center for the Performing Arts

Best wishes,



Nicki E. Grossman
 President

greater
FORT LAUDERDALE
 CONVENTION & VISITORS BUREAU
sunny.org