



APRIL STATS

Growth in hotel occupancy continues (for the past 53 months) with the highest April occupancy rate on record.

GREATER FORT LAUDERDALE AVERAGE HOTEL OCCUPANCY		
April 2014	April 2013	% Change
81.5%	77.6%	+5.0%
GREATER FORT LAUDERDALE AVERAGE HOTEL DAILY RATE		
April 2014	April 2013	% Change
\$140.52	\$125.41	+12.1%

AWARD WINNING CVB

At the 2013/2014 Fourth District ADDY Awards, Goodbye Chilly, Hello Sunny Chicago Non-Traditional Advertising campaign for the GFLCVB won Best of Show. A Silver ADDY was awarded for the Goodbye Chilly, Hello Sunny Chicago Newspaper Spadea. The “Goodbye Chilly, Hello Sunny” consumer event in Rockefeller Center in 2013 and the sunny.org mobile website won Platinum in the Hermes Creative Awards competition from the Association of Marketing and Communications Professionals.

GREATER FORT LAUDERDALE SHARES SOME SUNSHINE IN DC

The “Beach Looks Good on You” event held May 15 in DC was another successful consumer program. Thousands of Washingtonians enjoyed free sunglasses, enter-to-win kiosk, the SunnyDome 3D experience, sidewalk art, and the impromptu basketball arcade game as a nod to the Washington Wizards who were in Game 6 of the NBA playoffs at the Verizon Center that night. DC residents and ASAE Springtime attendees rode free on beach-themed DC rickshaws, and branded taxis with Taxi TV showcasing :30 Hello Sunny spots. Advertising included TV and LED video billboards wrapped around the Verizon Center across from the event; and the beach mobile cruised the streets. [Click here](#) to see photos of the event.



2-FOR-1 SAVINGS: FOR THE LOVE OF SUMMER



Have you seen the [TV spots](#) and billboards for 2-for-1 Summer Savings? Look for summer TV spots on morning and evening news, plus finales of The Amazing Race, Survivor, The Voice, Glee, Shark Tank and Dancing with the Stars. And billboards in West Broward, Orlando and Tampa. Visit <http://sunny.org/summer> to view more than 30 special summer two-for-one deals through Sept 30. Summer Savings cards are available for distribution for added value to your summer guests. Contact

Frank fpadin@broward.org to order a quantity for your guests.

VACATION LIKE A VIP IN GREATER FORT LAUDERDALE

Lauderdale Luxe guests can enjoy perks with an exclusive 'Vacation Like A VIP' package providing a room upgrade, complimentary valet parking, \$25 American Express gift card, \$100 resort credit to be applied to spa, golf, food & beverage, pool/beach cabana, water activities or kids programs, and complimentary valet parking at The Colonnade Outlets at Sawgrass Mills, along with a complimentary glass of Prosecco for two at Villagio Ristorante. For details on the Vacation Like a VIP program, valid through September 30 with a two-night minimum stay and a list of participating Luxe properties, visit <http://sunny.org/vip>.

HOLIDAY EVENTS

Don't forget to submit your Father's Day and July 4 events to be featured on sunny.org. Just login at www.sunny.org/partnerlogin. If you do not know your password, contact Kim at kcanter@broward.org. When creating your coupons be sure to select the appropriate coupon category. If you have any questions about submitting your events, contact Justin at jflippen@broward.org.



WELCOME TO THE CVB TEAM

The Greater Fort Lauderdale Convention & Visitors Bureau has named Kim Butler as Vice President of Marketing Communications. Kim is responsible for overseeing the advertising and public relations operations of the GFLCVB. She brings more than 20 years of experience in marketing and public relations to her new position. She joins the GFLCVB from the NJ Casino Reinvestment Development Authority (CRDA) in Atlantic City, NJ where she served as Director of Communications since 2012. Prior to that, she was General Manager and Marketing Director for Tanger Outlets/The Walk (previously owned by The Cordish Company). Kim has worked in the casino industry as VP Marketing/Consultant for Indiana LIVE!, Casino, Resorts Atlantic City, Trump Hotels and Casino Resorts, including Trump Plaza and Trump Taj Mahal in Atlantic City. Please join us in welcoming Kim to our team! Stacie Faulds, who has been with the CVB's communication department for 20

years, was promoted to Director of Marketing.

MEDIA RELATIONS

Jessica Savage attended IPW in Chicago, representing the CVB by attending meetings with media and tour operators, discussing story ideas, social media opportunities and promotions to international travelers. She hosted a media fam with journalists from Latin America to promote Copa Airlines' new Panama flight to FLL launching in July. She also hosted a UK Media fam to promote summer travel and the new Norwegian Air Shuttle Gatwick flight beginning in July. There were various individual media fams planned with international media during the month of May with The Herald (Scotland); Unterwasser (Germany) to name a few.

BROWARD 100

Broward County announced plans for its 100 year centennial. "Broward 100 – Celebrating the Art of Community" will be a year-long, community-wide celebration beginning October 2014, with numerous events and activities that utilize the arts to strengthen communities and build unity. There will be four featured cornerstones of Broward's centennial celebration: Inside Out, VisualEYES, Calendar 100 and the fourth cornerstone is a grand finale event, October 2-4, 2015, that will showcase our community's diverse talent in an exciting way. In keeping with the County's goal to encourage community involvement in the centennial, The Broward 100 team is seeking public input on a name for the annual event. To vote on or submit a name for the grand finale, visit www.Broward100.org. For more info on how you or your organization can participate in any of the cornerstone activities, including getting your event sanctioned, visit www.Broward100.org or email broward100@broward.org. #broward100



JUNE GROUP SALES & SERVICES UPDATE

Groups meeting in June will generate more than \$53 million to Broward County. Groups include:

- June 4-12: HAEMONETICS Global Sales Meeting (370 attendees)
- June 4-14: Electrolux Summer Meeting 2014 (300 attendees)
- June 5-9: Christian Congregation of Jehovah's Witnesses National Convention (15,000 attendees)
- June 6-11: Planet Philanthropy 2014 (350 attendees)
- June 6-11: Autotask Community Live 2014 (800 attendees)
- June 7-14: 2014 Loss Prevention Conference and Expo (2500 attendees)
- June 8-15: National Association of Social Workers (400 attendees)
- June 8-16: 2014 Annual Conference – 100 Black Men of America, Inc (1500 attendees)
- June 12-15: The Hukilau 2014 (300 attendees)
- June 13-21: NCDEU 2014 Annual Conference (1200 attendees)
- June 18-26: Fiber to the Home Council Annual Meeting (1200 attendees)

MULTICULTURAL BUSINESS DEVELOPMENT

Al Tucker will attend the AMAC conference in Denver June 8-10, promoting the 2015 conference coming to GFL.

Greater Fort Lauderdale welcomes:

- June 2-6: Native Learning Center, Seminole Hard Rock Hotel & Casino
- June 12-15: 100 Black Men of America Conference, Westin Diplomat Resort & Spa
- June 13-16: Caribbean American Heritage Florida, Crowne Plaza Hollywood Beach
- June 18-21: Coalition of 100 Black Women Conference, Westin Diplomat Resort & Spa

TOURISM SALES

In May, Fernando Harb attended Hotelbeds Market Hub in Las Vegas. Hotelbeds is a global travel distribution partner of online accommodation and ancillary products, offering an all-encompassing portfolio of more than 60,000 hotels in 180 countries. Erick Garnica, along with Jessica Savage, hosted a Copa Airlines Media FAM with journalists from Colombia, Ecuador, Panama, and Brazil, promoting new upcoming nonstop service from Panama to FLL starting July 11, 2014. Erick also attended Visit Florida South America Sales Mission to Uruguay, Argentina and Chile where he conducted presentations for tour operators/travel agents and also conducted media interviews. In addition, he participated in a round table discussion at the US Embassy in Chile along with other Florida CVB's and Brand USA to discuss the importance of the visa waiver for Chilean travelers coming to the U.S. and ways to jointly promote Florida destinations. Josh Winston represented the CVB at Johnson & Wales National Tourism Week and led an annual seminar for graduating students in the school of hospitality and tourism. Justin Flippen continues to work alongside the Broward County Cultural Division on the preparation and planning of Broward 100. He helped organize the Broward 100 Media Launch event at the Miramar Multi-Services Complex. Justin attended the Future of Latin America, Caribbean & South Florida Economies Symposium at the Museum of Art | Fort Lauderdale and spoke at the Hospitality Connection Seminar at the Broward County Convention Center, with Raquel Flores.



INTERNATIONAL TOURISM SALES

The GFLCVB UK team launched a consumer advertising campaign focusing on the family and LGBT markets, working with Thomas Cook and Travel Planners to drive summer sales to Greater Fort Lauderdale. Over 80 agents were trained on the destination, including sales staff at Virgin Holidays and British Airways, to equip them with the tools and knowledge to better sell the destination. The team also attended the Visit Florida Advisory Luncheon, which provided an excellent opportunity to network with key tour operator and airline partners and update them on exciting news and developments in Greater Fort Lauderdale. The GFLCVB UK PR team organized the annual UK press trip, which took place from May 16-20. The focus of the trip was to highlight the launch of the inaugural Norwegian flight direct from London to Fort Lauderdale.

LGBT SALES

Richard Gray will be attending Gay Days Orlando June 3-8, with more than 150,000 people in attendance. Richard will also attend the LGBT Confex in Puerto Vallarta, Mexico, June 10-14, presenting GFL, an LGBT destination success story. He will also attend the NYC Gay Pride parade bringing the beach mobile to New York City on Sunday, June 29 distributing Rainbow Hello Sunny glasses. Last year

attendance exceeded 1½ million people.

SPORT LAUDERDALE

Sports welcomes more than 15,000 athletes, coaches, and families to Greater Fort Lauderdale in June including the Cloverleaf and Florida Region Volleyball Tournaments at the Broward County Convention Center, the Swim Fort Lauderdale Age Group Invitational at the Fort Lauderdale Aquatic Complex, the England vs Honduras and Ecuador Soccer matches at Sun Life Stadium, and the Sunshine State Games Waterpolo at the Coral Springs Aquatic Complex. The Sports Hospitality Update meeting takes place June 18 at the IGFA in Dania Beach from 3-5pm. Update the local hospitality industry on your upcoming events for 2014-2015. RSVP to Saskia sfisher@broward.org or 954-767-2455.

OFFICE OF FILM & ENTERTAINMENT

The Office of Film & Entertainment welcomed Driven's Music Conference, a 3 day music event focusing on emerging artists, to Fort Lauderdale. Record labels such as Virgin, Atlantic, Interscope, and Universal are among a few who attended this annual music conference with the intent of recruiting talented music artists. Noelle Stevenson joins IMFCO'S (International Music Festival Conference) advisory board, a leading music board, focusing on key music festival concepts and visions. **Film Permits were issued for the following productions in May 2014: TV Series:** Graceland-Season 2; Gator Boys; Trailblazers; Million Dollar Listing; The Epps and Flow. **TV Commercials:** Nestle NESQUICK; ClearChoice; Toyota; Pompano Lincoln; Safe Cane; SFL-TV; Spike TV. **Still Photography:** George at Asda; New Era Cap – Spring 2015 Women's Apparel; Venus Fashion Shoot; Wal*Mart; Sheehan Buick GMC. **Telenovelas:** En Otra Piel; Sangre En El Divan; Reina de Corazones. **Music Video:** Sal Governale – "Melt"; Universal French Music Video. **Feature Film:** Colt 45; Greater Goode. **Other:** Grace Short Film; Talkin' Money Financial Literacy Educational Video; Xeno's Gift. **Web:** Spirit Airlines Flash Mob; Ford World Cup.



AMC LIQUIDATORS ON HOTEL IMPOSSIBLE

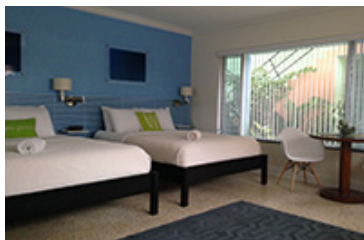
Michael Grimmé and his crew from AMC Liquidators, one of the nation's premier commercial and residential furniture liquidators, partnered with "Hotel Impossible" for its May 19 show. Earlier this spring, the AMC team navigated the mountains of North Carolina to donate a semi-tractor trailer load of upscale, like-new furniture to the family-owned inn located in scenic Roaring Gap. You can see before and after pictures, videos and get more info about how the inn is doing today at the "Hotel Impossible" [website](#).

AIRPORT UPDATE

JetBlue continues to expand in Fort Lauderdale, announcing it will launch new routes. New daily service to Las Vegas, Pittsburgh and Cartagena, Colombia, begins Oct. 29, giving JetBlue more than 30 nonstop destinations out of Fort Lauderdale. Silver Airways is adding three daily flights to Jacksonville starting this summer and that will increase to six daily flights in November. The new service will start August 19.

ATTRACTION NEWS

Internationally renowned LEGO artist Nathan Sawaya, who currently has an exhibition at Discovery Times Square in New York City and whose iconic "Yellow" piece was featured in the recent Lady Gaga video "G.U.Y.," has a show coming this month to the **Art and Culture Center of Hollywood**. This all new exhibition, titled "In Pieces," is a collaboration between Sawaya and famed photographer Dean West. This is also the first time this exhibition is on display in Florida, and it's coming to Broward County! The exhibition will be through Aug. 17, and kicks off with a talk and book signing with Sawaya at the Center on June 7. The **Sun Trolley**, administered by the Downtown Transportation Management Association (TMA), was named the "2014 Small Business Nonprofit of the Year" by the Greater Fort Lauderdale Chamber of Commerce. In addition to this award, Patricia Zeiler, was also named the 2014 Nonprofit Leader of the Year at the Annual 211 Broward Academy Awards in March 2014.



HOTEL NEWS

Located in Fort Lauderdale's Victoria Park, the **Victoria Park Hotel** replaced the former Schubert Resort as a boutique family hotel. The quaint, mid-century modern property with 31 rooms reopened May 23, and a community celebration is planned for July. To introduce the property, all suites are priced at a special rate of \$89 per night through June 30. Locals entering the code IAMLOCAL will enjoy an additional 10% off. LBA Hospitality is proud to announce the brand new extended stay **Residence Inn Fort Lauderdale Airport and Cruise Port** is under construction at the corner of Anglers and Griffin and is scheduled to open September 2014. LBA Hospitality hired Suria Plante, GM, and Tina Stiles, DOS. A [job fair](#) will be held on June 19 at IGFA from 10am-8pm. Contact ridaniabeach@lbaproperties.com. The B Ocean Fort Lauderdale is officially the **Sonesta Fort**

Lauderdale, the first in Fort Lauderdale. The **Courtyard by Marriott Fort Lauderdale East** celebrates their grand re-opening, June 4, showcasing new rooms and a new lobby.

Congrats to the **Beachside Village Resort** in Lauderdale-by-the-Sea and **Alhambra Beach Resort** in Fort Lauderdale for ranking 4 and 7 respectively among the top 10 U.S. resorts for exceptional service, rated by TripAdvisor reviewers. And **The Pillars Hotel** in Fort Lauderdale, along with the **Hyatt Place Fort Lauderdale 17th Street Convention Center**, were awarded 2014 TripAdvisor Certificate of Excellence.

NEW RESTAURANTS ON THE SCENE

The Creative Kitchen Restaurant Group opened an interactive American gastropub, **Bull Market**, on Himmarshee Street. **Zinburger Wine & Burger Bar**, an upscale burger restaurant offering gourmet burgers combined with paired wine selections, opened its first location in Florida last month at The Colonnade Outlets at Sawgrass Mills. **Fork & Balls**, a new meatball restaurant concept, is slated to open on Las Olas Boulevard mid-June.

MORE HAPPY CONTEST WINNERS

"We would like to thank you for a wonderful weekend. Cher was fabulous, as she floated above everyone in the arena. And, Cyndi Lauper, was an added pleasure. Accommodations were excellent, the Atlantic Hotel is lovely and the room, we couldn't ask for better...we truly enjoy our weekend."

Erasmus M. & Joseph G., San Francisco, CA, Sunny & Cher contest winners (May 2014)

"Thank you for a lovely visit to Fort Lauderdale. I had an amazing time exploring the beaches and downtown Las Olas, and I plan on continuing to share photos of my trip...on my social media channels (Instagram, Twitter and Facebook)." You can view the photos [here](#).

Marie-Eve Vallieres, A Montrealer Abroad, Allegiant Airlines contest winner (May 2014)

HAPPENINGS AROUND TOWN

Through September 30: Summer Savings: 2-for-1 Offers <http://sunny.org/summer>

June 3: Jacks Joint Fundraiser for the Special Olympics Broward, STACHE

June 3-July 10: Moonlight Sea Turtles Walks, Museum of Discovery & Science

June 5: Boston, Hard Rock Live

June 5: George Bellows and Edward Hopper, Museum of Art | Fort Lauderdale

June 6: Alien Invaders One-Day Camp Adventure, Museum of Discovery & Science

June 6: Movies in the Park, Tamarac Sports Complex

June 6-8: Soar Above Fear Weekend, Museum of Discovery & Science

June 6: The BaCA Movie Lounge - A Clockwork Orange, Bailey Contemporary Arts Center

June 6-7: Women of Faith Coral Springs, Church By The Glades (Sawgrass Campus)

June 7: Children's Author Tameka Hobbs Hosts Book Signing and Scavenger Hunt, African-American Research Library

June 7: Junebug and the Gumbo Garden Scavenger Hunt & Book Signing Event, African-American Research Library

June 7: South Florida Pride Wind Ensemble, Broward Center for the Arts

June 7-Aug 17: The Art of Nathan Sawaya featuring In Pieces, Art & Culture Center of Hollywood

June 8: Caribbean Jazz Matazz, Broward Center for the Performing Arts

June 8: Cartoon Network's Move It Movement Tour, The Village at Gulfstream Park

June 8: Weezer, Hard Rock Live

June 9-13: GUTS! Five-Day Summer Camp Adventure, Museum of Discovery & Science

June 10-13: [NRF Loss Prevention Conference & Expo](#)

June 11: An Evening of Spirit with James Van Praagh, Parker Playhouse

June 12: Counting Crows with Toad the Wet Sprocket, Hard Rock Live

June 12: 103.5 The Beat presents The Beat Down 2014, BB&T Center

June 13: Jesus Christ Superstar Arena Spectacular, BB&T Center

June 13: MOVE Live on Tour with Julianne and Derek Hough, Hard Rock Live

June 13: The BaCA Movie Lounge - I Shot Andy Warhol, Bailey Contemporary Arts Center

June 14: Art of Sound and Fashion Festival, Dapur, Asian Tapas and Lounge

June 14: Cat Shell performs as Kitty Carmichael, STACHE

June 14: International Food & Comedy Festival, War Memorial Auditorium

June 14: Mind, Body, and Soul, Museum of Art | Fort Lauderdale

June 14: The Lion, The Witch, and the Wardrobe, Broward Center for the Performing Arts

June 16: Steven Seagal and Thunderbox, Hard Rock Live

June 17: Say Anything with The Front Bottoms, The So So Glos, You Blew It!, Revolution Live

June 17: South Florida Symphony Presents The Grand Tour, Josephine S. Leiser Opera Center

June 18: Devildriver with White Chapel, Carnifex, Revocation, River of Nihil, Fit For an Autopsy, Revolution Live

June 18: International Picnic Day, Peter Feldman Park

June 20: Classic Albums Live! Playing Abbey Road, Parker Playhouse

June 20: The BaCA Movie Lounge - Midnight Cowboy, Bailey Contemporary Arts Center

June 21: Stonewall Pride, Wilton Manors

June 21: Amateur Sand Sculpting Contest, Pompano Beach Pier

June 26: The Voice Tour presented by Clear Haircare, Broward Center for the Performing Arts

June 27-28: Spank! Harder, Parker Playhouse

Best wishes,



Nicki E. Grossman
President

greater
FORT LAUDERDALE
CONVENTION & VISITORS BUREAU
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