



greater FORT LAUDERDALE

May 2009

CV Buzz

Celebrate Tourism with the CVB

Reserve your seat for **National Tourism Appreciation Day** luncheon on Tuesday, May 19 at the Broward County Convention Center, as we celebrate the importance of tourism, and the importance of laughter with comedian Rob Bartlett. \$30pp. Please RSVP to Kim Canter before May 13, kcanter@broward.org



H1N1 Virus Update

The State of Florida has opened a toll-free telephone service where residents and visitors can call to receive health information about swine flu. The number for Florida residents to call is 1-800-342-3557. The line will be staffed from 8am to 8pm daily until further notice. The GFLCVB continues to monitor the situation and we stand ready to help communicate critical information to visitors when and if needed. We are available to help answer your concerns. Please let us know if and how this impacts your business. Florida has five confirmed cases; two in Lee, one in Broward, one in Orange County, and one in Pinellas. Anti-virals have been pre-positioned to areas of potential need, with more than one half million individual courses.

And the Beach Goes On

The summer *And the Beach Goes On* will bring awareness to our 8 distinct beaches. A 12-page newspaper insert will reach 2 million consumers from New York to Miami, plus an online program. A specially designed online sweepstakes called **Gr8 Beach Summer Getaway** is featured at sunny.org/win, as well as on the sunny.org homepage. Visitors take a Gr8 Beach Personality quiz. Winner will receive round-trip airfare on JetBlue, a four-night stay at one of four beach properties (Atlantic Hotel, Fort Lauderdale; Tropic Seas Resort Motel, Lauderdale-By-The-Sea; Embassy Suites Deerfield Beach Resort & Spa, Deerfield Beach; The Westin Diplomat Resort & Spa, Hollywood) which runs through June 30, as well as dinners and other activities. To increase summer business in Greater Fort Lauderdale the summer program includes 2-for-1 offers to attractions, cultural activities, spas, dive operators, and entertainment June 1-Sept 30. To view the offers go to <http://sunny.org/summer>

Nice to "Tweet" You

Do you **Twitter**? Follow www.twitter.com/visitlauderdale for official destination news as it happens. If you're tweeting, add the **#sunny** hashtag (a word snippet that shows a common thread) to your tweets. See what everyone is talking about by typing the #sunny tag into search.twitter.com



Go, Paula, Go!

Root for your hometown girl this Thursday, as Harbor Beach Marriott 3030 Ocean's own Paula DaSilva battles it out during the finals on Hell's Kitchen.

GFLCVB Wins Hermes Creative Awards

We proudly announce two Platinum Hermes awards for the 2009 Meeting Planners Guide and for the redesigned Sunny.org website. And Honorable Mention for our Times Square billboard.

Webcam of the Week

The CVB's live beach cam was named Webcam of the Week by Webclopedia.com. Find it here at www.sunny.org/webcam

Tourism Sales Update

Port Everglades is poised to become the world's top cruise port by 2011. In order to make the pre- and post-cruise experience SUNsational for visitors, the Greater Fort Lauderdale CVB is collecting information from attractions, restaurants, retailers, spas and hotels for the new **Cruise and Play** pre and post cruise webpage for consumers on sunny.org. Offers should include an incentive such as special discounts, free shuttle service, free parking, welcome cocktail or any other added value. Your Cruise and Play offer will be heavily promoted through media, travel trade, CLIA agents, international agents, and consumer outlets. If you are interested in participating in this pre and post cruise program, please contact Jessica Taylor, jtaylor@broward.org.

Media Visits

Greater Fort Lauderdale welcomes the following press to our sunny shores:

- Writer working for several German magazines, such as "Freizeit Revue" (circulation: 1.244.267) and "Auf einen Blick" (circulation: 1.576.842). He will be in Florida from May 8 to 27 to do research travel stories. He is seeking access to attractions and locations for photography.
- Freelancer from Germany is writing for Geo Saison, the leading German consumer travel magazine as well as trade magazines in Europe. He is visiting on a pre-Pow Wow trip, May 14 -16, 2009.
- SoulOfAmerica.com travel website and working on guide book of Florida. May 15 and 18, 2009. He is writing about downtown/riverfront/beach attractions in Fort Lauderdale. Example of publication: <http://www.soulofamerica.com/chicago-hotels.phtml>
- Refresh Magazine, gay men's magazine from the UK. May 21, 2009.
- Writer on assignment with the Richmond Times-Dispatch and has a travel story on the local public radio station during the NPR hour, drive-time. She is writing about affordable luxury. Visiting May 26-31, 2009.
- Spartacus Traveler and Männer, two of the top gay Men's publications in Germany and needs any guesthouses interested in hosting him during his visiting, June 19-25. He is covering the Stonewall Street Festival.

If you are interested in hosting/assisting with these media, please contact Jessica Taylor, jtaylor@broward.org

Media who visited in April:

The CVB coordinated an **Art Press Fam** centered around the new exhibition at the Museum of Art Fort Lauderdale, *With You I Want to Live*, April 18-21, 2009. Participating media included Art Collector Magazine, artkrush.com, NY Art World, V online, Flash Art online, The German Art Newspaper, Artinvestor and Architektur & Wohnen (German). **Dive Fam** in Pompano Beach/Deerfield Beach, April 22-25, 2009, with www.away.com; Travel Editor, Diver Magazine; Examiner.com www.examiner.com www.greentravels.blogspot.com; Ecotourism feature writer, <http://www.suite101.com/>, www.KarenBerger.com. Our thanks to Jeff Torode from South Florida Diving Headquarters, all hotels and chambers of commerce for their assistance.

Additional individual visits from Sport Diver Magazine – UK, April 24-May 2, 2009; Sun TV – Argentina TV Crew; UK Travel Writer – London Times.

Convention Sales Team Update

The convention sales team has showcased GFL to Hagen Inventions, FSASE Supervisor of Elections, National Tekakwitha Conference, Gospel Heritage Foundation, Maritz, Carlson, Homepg,LLC/Allergan, Goldie Associates, LaQuinta Inn & Suites, Showboats International, Institute of Higher Education Policy, MJ Location Solvers, General Dynamics

Catch the sales team soon at these upcoming events and tradeshow:

- May 3-5 Meeting Industry Ladies Open, LaJolla, CA (Christine Tascione)
- May 6-7 Meeting Spots (Michele Bemis)
- May 7-10 International Gay & Lesbian Travel Association Annual Convention, Toronto (Stacy Copeland)
- May 11-15 Toronto Group Sales Mission (Stacy Copeland)
- May 11-14 Dallas Group Sales Mission (Angella Lopez, Christine Tascione)
- June 2-4 Greater Fort Lauderdale Sales Blitz, Convention Center
- June 4-5 Florida Association of Convention & Visitors Bureau Summit, Tampa (Christine Tascione)
- June 7-9 PCMA Leadership Summit, Austin, TX (Christine Tascione)
- June 9-12 Affordable Meetings West and Sales Calls, San Jose, CA (Elena Gladstone)
- June 12-16 Healthcare Convention & Exhibitors Association, Tampa, FL (Michele Bemis)
- June 12-14 MPI Leadership Summit, Fort Worth, TX (Christine Tascione)
- June 18 Society of Government Meeting Professionals, Gainesville, FL (Michele Bemis)
- June 23 Association Forum Annual Meeting, Chicago, IL (Nora Gorman)
- June 24 Destinations Showcase, Chicago, IL (Nora Gorman)
- June 25 Association Forum Annual Honors Gala, Chicago, IL (Nora Gorman, Christine Tascione)

Mark Your Calendar for these Upcoming Sales Missions:

- Dallas, Texas (Angella Lopez): May 11-14
- Toronto, Canada (Stacy Copeland): May 11-13
- Washington, DC (Tom Durkin) June 11-13
- Chicago Cubs Event and Sales Calls (Nora Gorman): July 28-30
- Ohio (Stacy Copeland): August 3-7
- Atlanta (Michele Bemis): September 14-18
- Contact the group sales team leader listed for info



Convention Center News

The Broward County Convention Center recently welcomed South Florida business professionals to the facility for a Chef's Showcase of World Cuisine. Creative culinary stations served elegant seafood, trendy Mexican fare, and Japanese sushi favorites, among others. All excess food was donated to the Daily Food Bread Bank. The Convention Center also recognized four organizations that have stood for their commitment to the community, frequency, longevity, and commitment to environmental conservation. The first annual Sailfish Award winners included the National Multiple Sclerosis Society, Broward County School Board, Fort Lauderdale International Boat Show and Dade Paper. (From l-r) Nicki Grossman, GFLCVB; Monica Whiting, National Multiple Sclerosis Society; Janet DiPinal, Broward County School Board; Chuck Bolt, Fort Lauderdale International Boat Show; Laura Craven, Dade Paper; and Mark Gatley, Convention Center. (Photo by George Von Kantor)

May Group Sales Update

Groups meeting in May will generate more than \$12 million to Broward County. Sample groups include:

- May 2-7: American Society of Colon & Rectal Surgeons Annual Meeting (1,200 attendees)
- May 6-11: Mahi Shrine (300 attendees)
- May 8-15: 2009 Governor's Hurricane Conference (1,040 attendees)
- May 9-14: Strategic Account Management Assn. (800 attendees)
- May 13-16: 2009 AAPOR (800 attendees)

- May 14-21: National Association of Electrical Distributors 2009 Annual Meeting (1,200 attendees)
- May 21-31: 2009 Annual Championship Tournament & Convention (1,500 attendees)
- May 25-31: The 9th Annual International Child and Youth Care Conference (1,000 attendees)
- May 25-31: The Institute for Functional Medicine-16th Annual Symposium (250 attendees)

Sport Lauderdale

Greater Fort Lauderdale welcomes the following sports groups in May, with over 32,950 competitors plus family and friends:

- Apr 30-May 3: AABC State Championship Qualifier (1650 attendees)
- May 1-3: AAU District Basketball Championship (1500 attendees)
- May 6-9: FHSAA Boys' Volleyball State Champs (3000 attendees)
- May 5-10: AT&T USA Diving Grand Prix (300 attendees)
- May 4-6: FLA Archery Association #10 300 Target (500 attendees)
- May 11-17: Masters Basketball Championships (3000 attendees)
- May 14-17: VH1 Golf Classic (3000 attendees)
- May 14-18: Sunshine State Games Figure Skating Championships (1600 attendees)
- May 15-22: USA Rugby Camp (800 attendees)
- May 16-22: USTA National Clay Court Championships (800 attendees)
- May 20-25: North American Chinese Basketball (4000 attendees)
- May 20-25: Jamaica/Haiti National Soccer Training (800 attendees)
- May 21-31: TNBA National Bowling Tournament (8500 attendees)
- May 22-25: Ultimate Frisbee Challenge (250 attendees)
- May 23-24: Florida Beach Volleyball - Ft Laud Beach (250 attendees)
- May 29-31: AAU Regional Basketball Championships (3000 attendees)

Multiculturally Speaking

The Gospel Complex, Inc hosts its 1st Annual Gospel Music Industry Conference, "Embracing the Future Through the Creative Arts," May 4-6 at Nova Southeastern University. World renowned gospel artists and ministers from around the world will be on hand in support of the mission to construct the Gospel Complex for Education & Preservation (GCEP) museum and entertainment facility in Lauderhill.

www.gopelcomplex.org.

Hotel News

Fort Lauderdale welcomes Florida's first **W Fort Lauderdale Hotel** to the beach, with new Stephen Starr Steak954 restaurant. Special WOW (Wonder on the Water) package starts at \$299 and includes a VIP Living Room table with two Coastal-politans, W beach towel, two lounge chairs and umbrella on the beach, Bliss® Hot Cream Manicure, chef-guided kitchen tour with wine at Stephen Starr's signature restaurant and an unbelievable room upgrade. **Hampton Inn & Suites**, located at the intersection of the Sawgrass Expressway and Commercial Blvd., is scheduled to open in late June 2009. Among services and amenities are: free hot breakfast, free high speed wireless internet, Cloud Nine-Hampton Bed Experience, Fitness Center with both free weights and cardiovascular machines, over 30 suites, Queen rooms and King rooms and a meeting room to accommodate approximately 30-50 people. **Pelican Grand Beach Resort** brings back its "Day at the Beach" package, including oceanfront accommodation, use of private beach, entry to lazy river ride and pool, free ice cream cone per person, use of beach towels, and \$5 valet, for \$99 (Mon-Thurs, 8am-6pm, up to 6 guests per dayroom). Call 954-568-9431. **The Marie Green Forum** is now open in Pompano Beach with 74 magnificent rooms starting at \$59 a night. Offering "budget business solution" with 8 conference rooms to choose from.

www.forumsouthflorida.com

The Plane Facts

Total passenger traffic for March 2009 was 2,035,658, 15.6% decrease over March 2008. International

traffic was 295,513, down 9.2% from last year. March 2009 was the lowest total traffic count since March 2004. Southwest Airlines was the only carrier to report an increase in passenger traffic, and was up by 16.5%. Load factor has remained relatively constant and FLL has not experienced the decline in demand that other airports have experienced.



Award-winning HSMIAI chapter

Congratulations to our South Florida HSMIAI chapter for receiving four “Frank W. Berkman Best of the Best Awards,” and the prestigious Chapter of the Year. The CVB supports HSMIAI’s mission to provide education, networking and professional development for hospitality professionals. May events include: Networker on May 5 at America’s Backyard; and luncheon at Hilton Fort Lauderdale Marina (formerly Fort Lauderdale Grande) on May 20 with guest speaker Carlos Molinet, who will discuss world class customer service. Visit

www.hsmaisouthflorida.org

Celebrate with Mom

Treat your mom to “Something Wild” this Mother’s Day at **Billie Swamp Safari**. All moms can enjoy a complimentary day package to include: Airboat Ride, Swamp Buggy Eco-Tour, choice of show on Mother’s Day, Sun May 10. At least one paying child must accompany each mother.

www.billieswampsafari.travel. Moms enjoy free admission to **Butterfly World** on Mother's Day.

Flamingo Gardens offers 2-for-1 admission for moms. **The Museum of Art | Fort Lauderdale** invites all mothers for a FREE day on Mother’s Day at the Museum to relax and enjoy the brand new exhibition *With You I Want to Live*, 11am-5pm. Also on Las Olas Blvd., buffet brunch with live music at **Timpano Chophouse** for \$34.95, or add a Latin twist a la carte at **Samba Room**. **PierTop Lounge at Hyatt Regency Pier 66** has elaborate brunch with cocktails for \$65. **Lola's on Harrison Street** offers family style brunch \$34. Don't forget Dad...send us Father's Day activities at jtaylor@broward.org.

Good Eats

The Mai-Kai Polynesian Restaurant unveiled extensive renovations, a brand new wine list, a new happy hour with 50% off drinks and appetizers, and a redesigned website (www.maikai.com). The Galleria at Fort Lauderdale welcomes **Truluck’s Seafood, Steak and Crab House** to its already popular mix of retail and dining options in July 2009.

Taste of History

Fort Lauderdale History Center presents “Old Florida Fish Fry” on Saturday, May 9 from 4:30pm-8:30pm. Enjoy old-fashioned food, games, guided tours, kids’ activities and entertainment with special guest DJ Rick Shaw of Majic 102.7 FM. \$20 in advance, \$25 at the door, \$10 for kids, children 6 and under free. Price includes dinner and 2 drink tickets. Proceeds Benefit the Fort Lauderdale Historical Society, Inc. and the Fort Lauderdale Woman’s Club. Call 954-463-4431 ext. 16



Happenings Around Town

Through May 31: Wild Music: Sounds and Songs of Life, Museum of Discovery & Science and AutoNation® IMAX® Theater

Through June 13: National Week of the Ocean Sea-son

May 8, 22: Broadwalk Friday Fest, Hollywood Beach Theater

Through May 7: Monsters vs. Aliens 3D, Museum of Discovery & Science and AutoNation® IMAX® Theater

Through May 16: Louis Delsarte & Friends, Coral Springs Museum of Art

Through May 16: Romero Britto-Britto Celebration! Coral Springs Museum of Art

Through May 24: A Little Night Musical, Stage Door Theatre
Through June 7: 2009 All-Media Juried Biennial, Art & Culture Center of Hollywood
May 4-5: Florida Marlins vs. Cincinnati Reds, Dolphin Stadium
May 5: Cinco de Mayo networker, HSMIA South Florida, America's Backyard
May 6-10: AT&T USA Diving Grand Prix, Fort Lauderdale Aquatic Complex
May 6-7: Florida Marlins vs. Atlanta Braves, Dolphin Stadium
May 8-10: Red, White & Bluegrass, Hollywood Beach Broadwalk
May 9: Walenstein Symphony Orchestra, Broward Center for the Performing Arts
May 9: Old Fashioned Fish Fry, Fort Lauderdale History Center
May 11-12: Tybee 500, Hollywood Beach
May 13-16: Pompano Beach Fishing Rodeo, Alsdorf Park in Pompano Beach
May 14: Don Henley, Hard Rock Live
May 14,16: Madama Butterfly, Gold Coast Opera, Broward Center for the Performing Arts
May 15: Riverwalk Trust Mutts and Martinis Yappy Hour, Fort Lauderdale Riverwalk
May 15-16: Hospice 13th Annual Regatta and Clambake, Fort Lauderdale
May 15-17: Florida Marlins vs. Los Angeles Dodgers, Dolphin Stadium
May 15-17: Sunshine State Game Figure Skating, Coral Springs
May 16: Gilda's Club SNL Comedy, Parker Playhouse
May 16-22: USTA National Open Clay Court Championship, Jimmy Evert Tennis Center, Fort Lauderdale
May 17: Donna Summer, Hard Rock Live
May 17-26: Go Outdoors! Bass Pro Shops, Dania Beach
May 18-21: Florida Marlins vs. Arizona Diamondbacks, Dolphin Stadium
May 19: Tourism Appreciation Luncheon, Broward Convention Center
May 20: World Class Customer Service, HSMIA South Florida, Hilton Fort Lauderdale Marina
May 22-24: Florida Marlins vs. Tampa Bay Rays, Dolphin Stadium
May 22-25: Fort Lauderdale Home Design & Remodeling Show, Broward County Convention Center
May 22-June 25: Night at the Museum: Battle of the Smithsonian, Museum of Discovery & Science and AutoNation® IMAX® Theater
May 27-June 7: Cirque du Soleil Saltimbanco, BankAtlantic Center
May 30-31: Kids Expo, Broward County Convention Center
May 31: Dinosaurs Alive! 3D, Museum of Discovery & Science and AutoNation® IMAX® Theater
May 31: Unifest 2009 Caribbean Celebration, Lauderdale Lakes

With all best wishes,



Nicki E. Grossman
President

greater
FORT LAUDERDALE
CONVENTION & VISITORS BUREAU
sunny.org