



GET YOUR RED ON: CELEBRATE NATIONAL TOURISM APPRECIATION DAY
 Reserve your seat for **Tourism Appreciation Day** luncheon Friday, May 11 at the Broward County Convention Center. Join the CVB as we celebrate the importance of tourism. Entertainment provided by The Water Coolers. \$35pp. RSVP by May 4 to Kim: kcanter@broward.org.

VOTE FOR TRAVEL

The U.S. Travel Association is touring the country with the Vote Travel bus engaging hospitality industry employees and educating candidates running for all levels of public office about the enormous value of travel. The Vote Travel Bus stopped at the Convention Center in Fort Lauderdale yesterday for a photo op with the staff of the Greater Fort Lauderdale Convention & Visitors Bureau and the Broward County Convention Center. To view other photos, visit their Facebook page: <http://www.facebook.com/U.S.TravelAssociation>



MARCH NUMBERS

Vital signs are positive with continuing growth in hotel occupancy and rate for the past 28 months.

GREATER FORT LAUDERDALE AVERAGE OCCUPANCY		
March 2012	March 2011	% Change
85.8%	83.4%	+2.8 %
GREATER FORT LAUDERDALE AVERAGE DAILY RATE		
March 2012	March 2011	% Change
\$140.00	\$134.68	+4.0%

SUPER SUMMER SAVINGS

Thanks to our many hospitality industry partners offering 2-for-1 experiences from arts and entertainment to boating and fishing encouraging summer visitation. Visit <http://sunny.org/supersummer> to view 30 special summer 2-for-1 deals available May 1 through Sept 30. Super Summer Savings cards are available for distribution to hotel guests. Contact Frank: fpadin@broward.org to order a quantity.



CELEBRATE WITH MOM

Offering something special for Mother's Day? Let us know. We are creating a special page with special offers. We will be tweeting and posting on Facebook too. And don't forget Dad...send Mother's Day and Father's Day (and even Memorial Day) activities to Kim: kcanter@broward.org

VACATION LIKE A VIP IN GREATER FORT LAUDERDALE

Lauderdale Luxe guests can enjoy celebrity perks with an exclusive Greater Fort Lauderdale package, 'Vacation Like

A VIP' package providing guests staying at one of the upscale hotel properties a room upgrade, complimentary valet parking, \$25 American Express gift card and \$100 resort credit to be applied to spa, golf, food & beverage, pool/beach cabana, water activities or kids programs. For details on the Vacation Like a VIP program, valid June 1 through September 30 with a two-night minimum stay and a list of participating Luxe properties, visit <http://sunny.org/vip>.

FLL FLYING HIGH

Starmark International and Curry Media Services put together an out-of-home advertising campaign for Fort Lauderdale Hollywood International Airport. There are now 50 taxi top displays on taxi cabs that pick up/drop off at Miami International Airport. These cabs are seen going in/out of MIA and traveling throughout Dade and Broward Counties. It is estimated that each vehicle will generate 5,950 impressions per day for a total of 297,500 per day x 30 = 8.9mm per month.

PORT EVERGLADES

The Annual Keep Port Everglades Shipshape will take place Saturday, May 19. This is an opportunity for volunteers of all ages and talents to test their creativity and painting skills in a community service project to transform recycled petroleum drums into decorative trash and recycling bins that will be used throughout Port Everglades. Tours of Port Everglades will also be available for volunteer painters. This community event commemorates National Maritime Day, an annual celebration (every May 22) to honor and recognize the maritime industry and its benefits to our country. [Click here](#) for more info and to register.



TOURISM SALES

The Tourism Sales department conducted a Colombia Sales Mission in Melgar and attended the IGLTA conference in Sao Paulo, Brazil this past month. To kick off the summer drive season, Josh did a mission to AAA offices around the state of Florida, announcing our Super Summer Savings program, ideal for families looking to save. At Cruise 3Sixty more than 2,000 travel advisors at the Broward Convention Center were offered a chance to participate in two destination previews and a chance to meet all participating GFL partners in the 'Greater Fort Lauderdale Aisle.' In August, the team will conduct a Chicago Sales Mission and Visit Florida Welcome Center Sales Mission. The international team headed to Pow Wow for the annual show

which brings thousands of international buyers to the US. Alfredo will lead the Chile & Argentina Sales Mission in May and go to Scandinavia in June and Central Europe in August to promote the destination in the popular European market.

SPORT LAUDERDALE

The Sports Development team welcomes 22,000 athletes, coaches, and families in May with events such as USA Diving Grand Prix at the Fort Lauderdale Aquatic Complex, Sunshine State Games in Coral Springs and Plantation, and the USTA National Open Clay Court Championships at Jimmy Evert Tennis Center.

ULTIMATE FISHING TOWN

Now is your chance to vote for Pompano Beach to be WFN's Ultimate Fishing Town at www.WFNFishingTown.com. WFN: World Fishing Network is looking for the Ultimate Fishing Town. Pompano Beach could win a \$25,000 donation and be featured on WFN! Cast your vote now.

MULTICULTURALLY SPEAKING

Greater Fort Lauderdale welcomes the National Black Coalition of Federal Aviation Employees Training Conference May 2-4 at the B Ocean Fort Lauderdale. Angella Lopez will attend the Travel Professionals of Color conference in Denver May 16-18. Albert Tucker will be participating in the American Tennis Association (ATA) focus group to support a permanent home in GFL for the ATA in Philadelphia May 18-20. Lauderdale Lakes celebrates the Unifest Caribbean Festival May 20.

CONVENTION SALES TEAM UPDATE

The convention sales team recently participated in the following: Lauderdale Convention Collection Sales Mission & Event; GFLCVB Mid-Atlantic Sales Mission; International Gay & Lesbian Travel Assn Annual Convention; GFLCVB Brazil Sales Mission; Lauderdale Convention Collection Sales Mission & Event; Collaborate Marketplace, Las Vegas; GFLCVB Destination Preview with Fort Lauderdale Air Show; and Dunn's Crab Feast in Washington, DC. Catch the sales team at these upcoming events and tradeshow:

May 1-4: Meeting Spots, Tallahassee

May 2-4: PCMA Foundation Dinner, ASAE's Springtime, ASAE's Golf Tournament, DC Area

May 6-8: Smart Meetings Summit, Orange County

May 14–17: GFLCVB Kansas City Sales Mission
 May 15–19: SGMP Annual Meeting
 May 17–19: PCMA Education Foundation Partner Summit , Palm Beach Gardens
 May 19–23: Meeting Industry Ladies Organization, Reno, NV
 May 23–25: AAC/ FSAE Meeting, Tallahassee
 May 30–31: Incentive Research Foundation/ Houston Sales Calls

Mark your calendars for these upcoming 2012 Destination Previews (dates subject to change):

Super September Destination Preview: Sept 27–30
 Fabulous Fort Lauderdale Fall Destination Preview: Nov 8-11

MAY GROUP SALES UPDATE

Groups meeting in May will generate more than \$20 million to Broward County. Sample groups include:

May 2-12: ARVO 2012 Annual Conference (10,000 attendees)
 May 3-7: Spring Fling Tennis Tournament (750 attendees)
 May 5-11: Red Prairie (350 attendees)
 May 6-10: FEMA 2012 Annual Convention (150 attendees)
 May 11-18: 2012 Governor's Hurricane Conference (733 attendees)
 May 12-18: AirVision Global Conference (300 attendees)
 May 14-17: Longview Solutions (250 attendees)
 May 19-26: AOD User's Conference 2012 (220 attendees)

FILM & ENTERTAINMENT

Current productions include: **TV Series:** The Glades (Season Three); Burn Notice (Season Four); Bar Rescue (Season Two); NBC/Ford Motor Company's new reality TV show "Escape Routes (Season One); Today in America with Terry Bradshaw; HGTV's House Hunters World Tour; Travel Channel's Hotel Impossible (Season One); Fishing America; FX's UFX Primetime 8; MTV's MADE; TLC/Southwest Airlines On The Fly; Swamp Wars; America's Most Wanted; RelativityREAL's The Family Show. **TV Commercials:** Citibank – Just Like Us; Toyota; Dodge Dart; BB&T; Dunkin Donuts; ITT Tech; Style Wraps; Mobistar (Belgium Cellphone); The Toy Project; Pull 'n Cool. **Still Photography:** UK's Fashion World Catalogue; Walmart; Self Magazine; CETCO Sales Force Catalog; Lovable; Vogue; Glamour Magazine; Camila's Quinceañera; kid's wear Magazine; Bon Prix (UK/Germany); Undergear (men's swimwear and apparel); Breuninger German Swimwear. **Telenovelas:** Una Maid in Manhattan; Quiero Mi Baby; Corazon Valiente; Galavision's Detras Del Saber; Quiero Mi Boda; Eva Luna; Univision's Sabado Gigante; Galavision's Trailer Project M. **Feature Films:** Fragments. **Documentary:** 3net's Super Systems: Allure of the Seas; Sand: The Invisible Hero; The Balancing Act. **Web:** Silver Airlines. **Music Video:** We Run This.

CULTURALLY SPEAKING

The new **Young At Art Museum** and **Broward County Library** celebrate their grand opening on May 5 at a new location in Davie. The sleek, modern 55,000 square-foot LEED-certified building will house a free, public Broward County Library and the Young At Art Museum, an innovative children's arts education complex. Young At Art Museum will feature four permanent galleries: GreenScapes, CultureScapes, WonderScapes and ArtScapes, providing guests with a thematic artistic journey. Shark! A new exhibition at the **Museum of Art | Fort Lauderdale**, delves into a variety of issues in an examination of the human impact on sharks, exploring the shark as a predator and its portrayal in culture, the importance of shark conservation, the biology of the myriad of shark species and the thrill of shark encounters. The SHARK exhibition is on view May 13 through January 6, 2013. This month, the **Museum of Discovery and Science** will open, *Geckos: Tails to Toepads*, the largest and most advanced gecko exhibition in the country. The traveling exhibition introduces visitors to the remarkable diversity of these lizards in 16 lush naturalistic habitats with living examples from around the world.



SHOPPING NEWS

Sawgrass Mills will soon break ground on its newest phase of development to increase the footprint of The Colonnade Outlets. This milestone also represents the soon to be completed 140,000 square foot retail expansion. The 40,000 square foot expansion of The Colonnade Outlets will soon be joined by first-in-market outlet locations from fashion legends, Diane Von Furstenberg and Robert Graham. The 140,000 square foot retail expansion will allow for more retailers to open this summer, including South Florida's first outlet location from Steve Madden, plus Columbia Sportswear Outlet and Volcom. www.sawgrassmills.com.

RESTAURANT NEWS

Last month **Sublime** hosted PETA's Nanci Alexander Activist Award Ceremony At the event Joanna Krupa, *Dancing With the Stars* alumna and the newest star to join *The Real Housewives of Miami*, unveiled her "Be an Angel for Animals" ad campaign for PETA. Guests at the event included pro surfer Karina Petroni, Telemundo's Natalia Villaveces, and *El Talismán's* Pablo Azar.

American Social is scheduled to open on Las Olas Boulevard this month. A neighborhood bar and restaurant featuring over 200 craft beers, wine, spirits, and a very unique menu along with a friendly atmosphere, rich with American History, both past and present. The **Copa** is opening in the old Laffing Matterz venue on Andrews Avenue serving a tapas menu and offering shows. Expected opening is Memorial Day Weekend.



HSMIA SOUTH FLORIDA PRESENTS: THE RETURN OF THE BUSINESS TRAVELER

Luncheon and panel moderated by the GFLCVB's Alfredo Gonzalez and Josh Winston, with representatives from American Airlines, Fort Lauderdale/Hollywood International Airport, U.S. Customs and ASTA will discuss new developments for business travelers and opportunities for local hotels and services to get involved. **May 16, 11:30am**, East End Brasserie restaurant at The Atlantic Resort on Fort Lauderdale beach. Register at www.hsmaisouthflorida.org

MEMORIAL DAY BEACH PARTIES

Memorial Day weekend at the City of Fort Lauderdale's **3rd Annual Great American Beach Party** celebrate Fort Lauderdale's artistic community, Jose Cuervo Pro Beach Volleyball Series, classic car show, music, entertainment, food vendors and more on Sat, May 26 from 11:30am-10pm on Fort Lauderdale beach at A1A and Las Olas Boulevard. This free event features music, live performances and activities for the entire family. And on Memorial Day, Mon, May 28, Aruba Beach Cafe celebrates **Memorial Day Beach Bash 2012** from noon-7:30pm with 2 live bands, 3 tropical bars and complimentary pig roast. www.arubabeachcafe.com

HAPPENINGS AROUND TOWN

May 1-Sept 30: Super Summer Savings in Greater Fort Lauderdale, www.sunny.org/supersummer
 May 2: The Musical Box, Hard Rock Live
 May 4: Steve Trash, Broward Center for the Performing Arts
 May 4: The Beach Boys – 50th Anniversary Tour, Hard Rock Live
 May 5: Lauderdale-by-the Sea Community Beach Cleanup
 May 5: Nickelback, BankAtlantic Center
 May 6: Mary Mary, Hard Rock Live
 May 6: SunTrust Jazz Brunch, Riverwalk
 May 6: Clifford the Big Red Dog, Broward Center for the Performing Arts
 May 8: Neil Berg's 100 Years of Hollywood, Hard Rock Live
 May 9: Christian Tamburr, Vibraphone & Gold Coast Jazz Society Band, Broward Center for the Performing Arts
 May 10-12: Romeo et Juliette, Florida Grand Opera, Broward Center for the Performing Arts
 May 10-13: AT&T USA Diving Grand Prix, Fort Lauderdale Aquatic Complex
 May 10-14: BeachBear Weekend, Courtyard Fort Lauderdale Beach Marriott
 May 11-13: Peter Pan The Musical, Dillard Center for the Arts
 May 12: Hot Topics Discussion: Dan Cameron, Art & Culture Center of Hollywood
 May 12-June 3: The Prisoner of 2nd Avenue, Tamarac Theatre of Performing Arts
 May 13-Jan 6: Shark! Museum of Art | Fort Lauderdale
 May 16: Melissa Etheridge, Hard Rock Live
 May 16-19: Pompano Beach Fishing Rodeo
 May 17: Annual Cuisine for Art, Seminole Hard Rock Hotel
 May 17: Joan Rivers, Hard Rock Live
 May 18: D-Day II - World Class Boxing Hard Rock Live
 May 19: Fort Lauderdale Strikers vs. Minnesota Stars, Lockhart Stadium
 May 22: Pompano Beach Fine Food & Wine Festival, Sheraton Suites Cypress Creek
 May 24-June 15: Broward College Potters Guild Invitational, Broward College New Gallery
 May 25-27: Jose Cuervo Pro Beach Volleyball Series, Fort Lauderdale Beach
 May 26: Fort Lauderdale Strikers vs. Atlanta Silverbacks, Lockhart Stadium
 May 27: Kenny Loggins, Hard Rock Live
 May 27: The Soul Seekers, Parker Playhouse
 May 28: Memorial Day 2012 Beach Bash, Aruba Beach Café

Sunny wishes,



Nicki E. Grossman
President

greater
FORT LAUDERDALE
CONVENTION & VISITORS BUREAU
sunny.org