

GET YOUR RED ON: CELEBRATE NATIONAL TOURISM APPRECIATION DAY
See you tomorrow, May 2 at the **Tourism Appreciation Day** luncheon at the Broward County Convention Center, as we celebrate the importance of tourism with keynote speaker, Greg Schwem.



MARCH NUMBERS

Growth in hotel occupancy continues (for the past 40 months), with the highest March hotel occupancy since 2006, and the U.S. March's highest Average Daily Rate since 2008.

GREATER FORT LAUDERDALE AVERAGE HOTEL OCCUPANCY		
March 2013	March 2012	% Change
88.4%	84.2%	+5.0%
GREATER FORT LAUDERDALE AVERAGE HOTEL DAILY RATE		
March 2013	March 2012	% Change
\$153.34	\$141.15	+8.6%

TOURISM MEANS JOB\$

The Fort Lauderdale Beach Resort provides an outstanding employment culture for 85 team members.

SUMMER SAVINGS: 2-FOR 1 OFFERS BEGINS TODAY

Look for the in-state TV spots and billboards coming soon. Thanks to our many hospitality industry partners for offering 2-for-1 experiences from arts and entertainment to transportation and spa to encourage summer visitation. Visit <http://sunny.org/summer> to view more than 30 special summer two-for-one deals starting today, May 1, 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.



VACATION LIKE A VIP IN GREATER FORT LAUDERDALE

Lauderdale Luxe guests can enjoy perks with an exclusive Greater Fort Lauderdale, '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 May 1 through September 30 with a two-night minimum stay and a list of participating Luxe properties, visit <http://sunny.org/vip>.

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 turtles 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. To participate in organized tours to witness the nesting ritual, contact the Broward County Sea Turtle Conservation Program at (954) 519-1255 for info.

CELEBRATE WITH MOM

Offering something special for Mother's Day? Let us know. We've created a special page with special offers: <http://sunny.org/mom>. 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 Justin: jflippen@broward.org.

MULTICULTURALLY SPEAKING

Greater Fort Lauderdale will host a site visit with Travel Professionals of Color May 2–3; present to the National Bowling Association in Louisville May 16-17; attend the FAMU Leadership Conference May 15–19 at the Bonaventure Resort & Spa; and celebrate the Unifest Cultural Weekend May 19 at the City of Lauderdale Lakes Vincent Torres Park.

CONVENTION SALES TEAM UPDATE

The convention sales team recently participated in: Visit Florida VIP Event and Client visits in Atlanta, GFLCVB Milwaukee and Chicago Sales Mission, GFLCVB Mid-Atlantic Sales Mission, HelmsBriscoe Annual Partner Conference, AMPs Golf Event in Washington, DC, GaMPI-MEC in Atlanta, Smart Meeting – SmartMart in San Diego. Catch the sales team at these upcoming events and tradeshow

May 7–9: Meeting Spots, Tallahassee

May 8–11: IRF, Cancun, Mexico

May 13: Dunn's Crab Feast, Washington, DC

May 13–17: GFLCVB Sales Calls, Albany, Buffalo, Pittsburgh

May 14: Shamrock Shootout, Washington, DC

May 15: PCMA Foundation Dinner, Washington, DC

May 16: ASAE Springtime Expo, Washington, DC

May 17: Springtime Invitational

May 18–20: MPI Carolina Chapters event, Myrtle Beach

May 17–25: IMEX, Frankfurt, Germany

May 17–24: SGMP NEC, Orlando

MAY GROUP SALES UPDATE

Groups meeting in May will generate more than \$16 million to Broward County. Groups include:

May 2-9: CHE 2013 Management & Governance Conference (342 attendees)

May 3-10: 2013 Governor's Conference on Tourism (730 attendees)

May 5-11: Governor's Hurricane Conference (3000 attendees)

May 5-11: Southern Thoracic Surgical Associates (275 attendees)

May 8-17: Strategic Account Management Association Annual (800 attendees)

May 11-17: 2013 American Congress of Pharmacometrics (613 attendees)

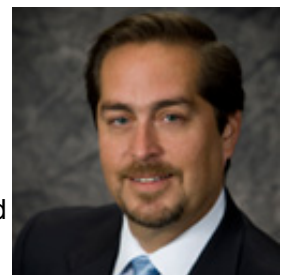
May 14-23: International Parking Institute 2013 Annual Conference (2000 attendees)

BROWARD CONVENTION CENTER SHOWCASES ART OF SOUTH FLORIDA MARINE AND ECO-FRIENDLY ARTISTS

Rotating exhibits are selected in collaboration with Fort Lauderdale's North Beach Art Gallery and are displayed in the center's Cyber Café. The first exhibition features 30 prints on paper or canvas by French painter Pascal Lecocq, whose artwork often depicts images of divers in surreal situations against vivid blue backdrops.

GFLCVB PROMOTES FERNANDO HARB TO VICE PRESIDENT OF TOURISM SALES

Fernando will expand his current tourism development responsibilities to spearhead market growth in Brazil, Canada, United Kingdom, Ireland, Scotland, Europe, Scandinavia and Latin America and the emerging Asian markets. Fernando has been with the CVB since 2007 handling domestic sales as well as supporting the international market, with an emphasis on Brazil, working with travel agents, tour operators, wholesalers, as well as groups. In addition, he has been instrumental in helping to attract new airline service, working with cruise lines and successfully launched Greater Fort Lauderdale as the first US destination in the Virtuoso luxury travel tourism program; and most recently launched the destination's entry into medical tourism and wellness travel, a burgeoning niche market.



TOURISM SALES

Fernando Harb represented the CVB at World Travel Market in Sao Paolo, Brazil. Josh Winston led our annual AAA Florida sales mission to kick off our summer drive program and support this year's participation in Viva Florida 500! Justin Flippen continued to oversee the bureau's involvement in Viva Florida 500.

SPECIAL OFFERS FOR LATIN AMERICAN VISITORS

As part of a major advertising campaign throughout Latin America, in conjunction with Hertz, Sawgrass Mills and Miami, the Greater Fort Lauderdale needs your special offers specifically for Latin visitors. Visitors show their passport at the hotels, attractions or restaurants to take advantage of the special offers. To submit an offer, [click here](#).

ROLLING OUT THE RAINBOW CARPET

Richard Gray hosted the Instinct LGBT reception for 600+ guests in West Hollywood. He also hosted the IGLTA Media dinner in Chicago this past month. With a week to go, more than 1,000 room nights have been booked for the BeachBear Weekend taking place May 8-13.



VIVA FLORIDA: CELEBRATE FLORIDA'S 500th ANNIVERSARY

The mainsails have been hoisted on El Galeón for its historic Viva Florida 500 Voyage simulating Spanish explorer Juan Ponce de León's arrival 500 years ago. Ponce de León sailed from Puerto Rico, where he was governor, in search of an island of riches and perhaps the fountain of youth. He spotted land April 3, 1513, and promptly named it La Florida. El Galeón is a 170 foot, 495 ton, authentic wooden replica of a galleon that was part of Spain's West Indies fleet. El Galeón departed from Puerto Rico en route to Florida where the Viva Florida 500 Voyage will include Fort Lauderdale May 14-19. The ship's decks will be open to public visits with FREE tours during her stay at Bahia Mar Marina.

Visitors will have the chance to learn about the history that began 500 years ago while admiring the craftsmanship and grandeur of these galleons that reached Florida's coast centuries ago. The ship tours will be available every day from 9am to 5pm. Free tickets can be obtained online at www.sunny.org/vivafloida or by visiting the Greater Fort Lauderdale Convention & Visitors Bureau.

FLYING HIGH

Total traffic for March 2013 was 2,492,597, up 6.0% over last year. Domestic traffic was up 6.2% and international traffic was up 5.2%. Most major carriers experienced positive growth for the month: AirTran was up 41.0%, United up 17.4%, US Airways up 9.1%, JetBlue up 8.3%, Southwest up 7.4% and Delta up 1.4%. JetBlue continues to increase service at FLL. In June of this year JetBlue will add Medellin, Colombia and San Jose, Costa Rica and service to Lima, Peru will start in November, along with service to Worcester, MA. Additional new service coming this year includes the arrival of Norwegian Air Shuttle and the Boeing 787 Dreamliner with weekly flights from Scandinavia.

SAWGRASS MILLS WELCOMES...

Barbie™ The Dreamhouse Experience, a life-sized house complete with pink elevators, a walk-in "glitterizer," an endless closet and a dazzling "diamond" ring display opens Mon, May 6. Visit <http://barbiedreamhouse.com> for details. New luxury retail additions are now open: Diane von Furstenberg, Robert Graham, Ippolita, Wolford, an expanded location from Armani Outlet, and the permanent location from Gucci. Versace, Roberto Cavalli and Frette will be added over the next several months.



CONGRATS!

Congrats to the **Seafarers' House at Port Everglades**, honored as 2012 International Seafarers' Center of the Year by the International Committee on Seafarers' Welfare. We also congratulate our partners Angie Nelson with **Koncept Events**, Jamie Lipman with **Absolute**, and Dave Gold with **Hard Rock Live** on their win as BizBash Reader's Choice winners for Event Designer, Social Event Planner and Venue of the Year, respectively.

SPORT LAUDERDALE

Sports Development will welcome more than 22,000 athletes, coaches, and families in May with events such as the FINA USA Diving Grand Prix at the Fort Lauderdale Aquatic Complex, the Masters Basketball Tournament in Coral Springs, the World Senior Bowling Tournament at Strikers Bowling Center in Plantation, and the USTA National Open Clay Court Championships at Jimmy Evert Tennis Center.

SATURDAY NITE ALIVE

Free on Fort Lauderdale beach every Saturday night starting June 1 through Aug 3 from 7-11pm: 20 live bands, dozens of street vendors, special parking rates and trolley service.



Entertainers perform on the sidewalks along Fort Lauderdale Beach from Hall of Fame Drive to Castillo Street. Isle Casino Racing Pompano Park Presents Saturday Nite Alive offers 25 unique restaurants and outdoor cafés plus patio and oceanfront lounges. <http://saturdaynitealive.com/>

FILM & ENTERTAINMENT

Film Permits were issued for the following productions in April 2013: **TV Series:** The Glades-Season 4; Mission Makeover; Four Weddings; The Real Housewives of Miami; Fish Tank Kings; La Impostora; Big Ang **TV Movie or Special:** Universal Television Network-Miss Bikini **TV Commercials:** Beyond Total Branding-Who is Your Hero?; Integracion Ford; Group Matrix; FPL **Still Photography:** Wal*Mart-May 19th Circular; Tommy Bahama Hacker Craft-Fall 2013; Q-Straint; Office Depot Focus Walls; Undergear Summer; Florida Bar Journal Magazine; Banyan Kingair; Stylist Magazine; Chase; Telescope Casual Furniture 2013 Shoot; Belk Q2 Eccom Fashion **Telenovela:** Marido En Alquiler; Pasion Prohibida **Documentaries:** Harold & Ethel; Inimaginable; National Geographic's Drugs Inc **Music Video:** Tori Lynn-She Wolf **PSA:** FLIFF 2013 TV Spot **Other:** Summer Day; Quince 2 **Web:** Vilebrequin/Where's Waldo?



CELEBRATE MEMORIAL DAY WEEKEND

The City of Fort Lauderdale's **4th Annual Great American Beach Party on May 25** features a portion of Fort Lauderdale's world famous A1A that will be transformed into an entertainment mecca, featuring music, live performances, and activities for the entire family. Two stages will feature live bands that will perform classic oldies and rock n' roll hits including such acts as Riverside Dixieland Band, Across the Universe and headliners Boogie Knights. At 8:30pm

event-goers will be treated to a special screening of a movie presented by the Fort Lauderdale International Film Festival on a larger-than-life screen set.

SFRTA LAUNCHES HOURLY WEEKEND TRI-RAIL SERVICE

Tri-Rail recently expanded its weekend service to include 30 trains a day, allowing commuters to catch the train every hour on the weekend and holidays. Southbound trains depart from Mangonia Park Station at 5:50am (last southbound trains departs at 9pm), and northbound trains start from the Hialeah Market Station at 5:20am (last northbound train departs 9:45pm). To celebrate this expanded service, Tri-Rail is inviting South Florida residents and visitors for a day of fun aboard Tri-Rail on Sat, May 18. Riders can show their validated train fare at Bayside Marketplace, Vizcaya Museum & Gardens, Museum of Discovery & Science, CityPlace or International Game Fish Association to enjoy discounts and special offers. Check out the new schedule and get more details: www.tri-rail.com.



TAKE THE BROWARD COUNTY TRANSIT (BCT) CONNECTED SURVEY

The BCT Connected community outreach program is looking for insightful comments to help the team develop a Transit Development Plan that will address near- and long-term transit needs of our community. Go to <http://www.surveymonkey.com/s/8snh99p> to take survey.

HAPPENINGS AROUND TOWN

May 1-Sept 30: Summer Savings in Greater Fort Lauderdale With 2-For-1 Summer Deals

May 2-5: Florida Grand Opera: La traviata, Broward Center For The Performing Arts

May 2: Les Ballets Trockadero De Monte Carlo, Broward Center For The Performing Arts

May 3: Romeo Santos, Hard Rock Live

May 4: Elvis Crespo, The "King Of Merengue" Seminole Casino Coconut Creek

May 4: We're Going On A Bear Hunt, Broward Center For The Performing Arts

May 5: The Color Run 5k, Huizenga Plaza

May 5: SunTrust Sunday Jazz Brunch, Riverwalk, Downtown Fort Lauderdale

May 7-19: War Horse, Broadway, Broward Center For The Performing Arts

May 8-13: BeachBear Weekend, Fort Lauderdale Beach

May 8: South Florida Jazz Divas & The Gold Coast Jazz Society, Broward Center For The Performing Arts

May 10: Brazilian Voices Presents Lounge Brazil, Broward Center For The Performing Arts

May 10: Blue Oyster Cult, Seminole Casino Coconut Creek

May 10-11: Crosby, Stills & Nash, Hard Rock Live

May 11-12: African Violet And Begonia Show, Flamingo Gardens, Wray Botanical Collection

May 11: Arts Ballet Theatre: Spring Gala, Broward Center For The Performing Arts

May 11-12: Asian Pacific Day, Museum Of Discovery & Science & AutoNation IMAX

May 12: Bill Cosby, Hard Rock Live

May 13: Gretchen Thompson, Fort Lauderdale Historical Society Speaker

May 14-19: Spanish Galleon: Viva Florida 500, Bahia Mar Marina

May 15-18: Pompano Beach Fishing Rodeo
May 16-18: Seminole Okalee Indian Village Pow Wow, Seminole Okalee Indian Village
May 17: The Beauty In Everything, Broward Center For The Performing Arts
May 18: An Evening With Renee Olstead, Miramar Cultural Center
May 18: AutoNation Academy Of Art + Design Open House, Museum of Art | Fort Lauderdale
May 18: Date Night (Parent's Night Out), Fort Lauderdale Children's Theatre
May 18: 4th Annual Covenant House Florida 5k On A1A, The Parrot, Fort Lauderdale
May 18: Hillsboro Inlet Lighthouse Tour, Sands Harbor Resort & Marina
May 19: Unifest, Vincent Torres Park
May 23: Homage To Fromage: Wine & Cheese Pairings, Museum of Art | Fort Lauderdale
May 24 & 27: The Rascals - Once Upon A Dream Tour, Hard Rock Live
May 25-27: Fort Lauderdale Home Design & Remodeling Show, Broward County Convention Center
May 25: Great American Beach Party, Fort Lauderdale Beach, A1a and Las Olas Boulevard
May 25-Sept 2: Tony Hawk Rad Science, Museum of Discovery & Science & AutoNation IMAX
May 26: Israeli Dance Festival, Broward Center For The Performing Arts
May 27: Memorial Day Kidz Fest, Flamingo Gardens, Wray Botanical Collection
May 29: Memorial Concert, Bailey Concert Hall And Fine Arts Theatre
May 31: Burger Battle, Huizenga Plaza
May 31: Frampton's Guitar Circus: Peter Frampton With Robert Cray Band, Hard Rock Live

Sunny wishes,



Nicki E. Grossman
President

greater FORT LAUDERDALE
HELLO SUNNY