



# greater FORT LAUDERDALE

## CVBUZZ

September 2012

### HAPPY LABOR DAY WEEKEND!

Away.com picks Fort Lauderdale as one of their Top 3 Labor Day Destinations. [Click here](#) to see!

### JULY NUMBERS

Vital signs are positive with continuing growth in hotel occupancy for the past 32 months, with the highest July occupancy since 2005 and highest July average daily rate since 2008.

GREATER FORT LAUDERDALE AVERAGE HOTEL OCCUPANCY		
July 2012	July 2011	% Change
70.7%	68.7%	+3.8%
GREATER FORT LAUDERDALE AVERAGE HOTEL DAILY RATE		
July 2012	July 2011	% Change
\$95.15	\$92.51	+1.8%

### FLYING HIGH

Total traffic for July 2012 was 2,066,416, up 1.4% over July last year. Domestic traffic was 1,727,839, up 1.7%. International traffic was 338,577, down .2% over last year. July was the 2nd consecutive month of positive growth in total passengers and the busiest July on record.

### WELCOME TO THE CVB TEAM

Hospitality executive **Carlos Molinet** has been named Senior Vice President of the Greater Fort Lauderdale Convention & Visitors Bureau. Carlos brings 25 years' experience in hospitality, business and motivational management and leadership to the CVB, including senior level positions with some of the country's leading lodging brands including Starwood, Wyndham, Hyatt and Hilton hotels. Welcome aboard!



### GREATER FORT LAUDERDALE 2013 MARKETING PLAN PRESENTATION

Join us **Thursday, October 11** at 12pm for the 2013 Greater Fort Lauderdale Marketing Plan Presentation and Luncheon at the Broward County Convention Center. See what's on the horizon for tourism sales, convention sales, multicultural business, public relations and advertising as we gear up for the year ahead. RSVP to Kim [kcanter@broward.org](mailto:kcanter@broward.org) by Sept 28. And don't miss the Florida Restaurant & Lodging Association (FRLA) annual trade show right before the luncheon at 10am. Discover what's new with Broward's top cultural groups, co-op advertising and hospitality service providers. To exhibit at the tradeshow, contact Lynne Hernandez [lhernandez@FRLA.org](mailto:lhernandez@FRLA.org) with FRLA.



### BRINGING HOME THE GOLD

The **Greater Fort Lauderdale/Broward County Convention Center** has been awarded Leadership in Energy & Environmental Design (LEED®) for Existing Buildings: Operations & Maintenance Gold certification from The Green Building Certification Institute (GBCI), an arm of the U.S. Green Building Council (USGBC). The venue is the first convention center in Florida to be LEED certified on any level and one of only three in the nation to achieve LEED Gold certification for an Existing Building. Along with the convention center, the **Young At Art Museum** was also awarded LEED® Gold Green Building

Certification.

### ADVERTISING CO-OP MEETING

Join the CVB's Marketing Communications team and Starmark on Wed, Sept 19, for a review of the co-op advertising options available for 2013 at 2pm at the Broward County Convention Center. Bring your questions about sunny.org and social media too. RSVP to Kim [kcanter@broward.org](mailto:kcanter@broward.org) if you plan to attend.

### NEED TO RELAX?

Find time to rejuvenate during the **5th Annual Lauderdale Spa Chic**, September 1-30, recently featured on [WTVJ](http://WTVJ.com). Enjoy spa treatments for \$99 (up to 50% savings) and Spa Chic Stays starting at \$249. Renew at one of 15 participating spas: The Atlantic Resort & Spa; Bonaventure Resort & Spa; Diamante Day Spa; Embassy Suites Deerfield Beach Resort & Spa; Grand Resort & Spa (gay); Harbor Beach Marriott Resort & Spa; Hilton Fort Lauderdale Beach Resort; Hyatt Regency Pier Sixty-Six; Lago Mar Resort and Club; Planet Massage of Las Olas; Residence Inn by Marriott Oceanfront; The Ritz-Carlton, Fort Lauderdale; The W Fort Lauderdale; The Westin Beach Resort & Spa, Fort Lauderdale; and The Westin Diplomat Resort & Spa. Special Spa Chic transportation provided by USA Transportation. For details and info on our Spa Chic visit [www.sunny.org/spachic](http://www.sunny.org/spachic). And check out our latest TV spot, [click here](#).



### STARS, STRIPES AND SUN – A SALUTE TO THE MILITARY

Greater Fort Lauderdale, in conjunction with the City of Fort Lauderdale and FRLA, welcomes veterans and military with open arms, warm hearts and special deals: September 14-16, 2012. Visit [www.sunny.org/military](http://www.sunny.org/military) for hotel, restaurant and drink specials and events. To participate and offer a deal, email Kim [kcanter@broward.org](mailto:kcanter@broward.org).



### DINE OUT LAUDERDALE

It's almost time to enjoy three-course dinner menus for \$35 October 1-November 8 at 39 top Broward restaurants: 15th Street Fisheries, 3030 Ocean at the Harbor Beach Marriott Resort & Spa, Acquo 124, Blue Moon Fish Co., By Word of Mouth, Cafe Maxx, The Capital Grille, China Grill at the Hilton Fort Lauderdale Marina, Coco Asian Bistro & Bar, Dapur, Asian Tapas & Lounge, Dos Caminos at Sheraton Fort Lauderdale Beach Resort, East End Brasserie at The Atlantic Resort & Spa, Ernie's Italian Chophouse, Grateful Palate, Grille 66 & Bar at the Hyatt Regency Pier Sixty-Six, ilios at the Hilton Fort Lauderdale Beach Resort, Indigo Restaurant at the Riverside Hotel, Ireland's Steakhouse at the Bonaventure Resort & Spa, Johnny V, Le Bistro, Mai-Kai Restaurant and Show, Market 17, The Melting Pot, Fort Lauderdale, Morton's The Steakhouse, North

Ocean Grille at the Pelican Grand, Rivals at The Westin Diplomat Resort & Spa, Ruth's Chris Steakhouse, SAIA at B Ocean Fort Lauderdale, SEA, SoLita Las Olas, Spazio, Steak 954 at the W Fort Lauderdale, Sunfish Grill, Tee Jay Thai Sushi Wilton Manors, Tower Club, Truluck's, Tundra, Tuscan Grill, and Via Luna at The Ritz-Carlton, Fort Lauderdale. Visit [www.sunny.org/dineout](http://www.sunny.org/dineout) for details.

### TOURISM SALES

In August, Alfredo Gonzalez met with Nordic Insight, and conducted a sales mission to Toronto. Alfredo and Fernando Harb attended Virtuoso in Las Vegas. Alfredo and Josh Winston attended ASTA's Southern California Showcase to highlight Greater Fort Lauderdale to some of LA's top agents and wholesalers. Additionally, Josh attended NACTA's San Francisco Bay Area Chapter Director's event to promote GFL ahead of Cruise World 2012.

### MULTICULTURALLY SPEAKING

The Urban League of Broward County (ULBC), a non-profit human services organization, will host its Red Gala on September 15, 2012 at the Harbor Beach Marriott Resort and Spa. The "Sunset Safari" features a night of African-inspired ambiance, an exotic menu infused with native nuances and booming rhythmic performances:

<http://www.ulbroward.org>.

### SPORT LAUDERDALE

Sports Development welcomes more than 8,000 athletes, coaches, and families to Greater Fort Lauderdale in September, attending events such as AAU Taekwondo Team Trials at the Broward County Convention Center, Triple Crown's Last Chance Pandemonium in Plantation, Labor Day Beach Soccer Tournament on Fort Lauderdale Beach, and the ESPN High School Football Classic at St Thomas Aquinas High School.

### CONVENTION SALES TEAM UPDATE

The convention sales team recently participated in Kellen Managers Summit in Atlanta, MPI Southeast Education Conference in Orlando, Successful Meetings Florida University in Orlando, ASAE Annual Meeting in Dallas, Chuck Cook Show in Tallahassee, Connect Marketplace in New Orleans, IncentiveWorks in Toronto and Site Classic in Aspen.

Catch the sales team at these upcoming events and tradeshows:

Sep 4-7: VisitFlorida Governor's Conference on Tourism, Orlando  
 Sept 5-6: HSMIA MEET National, Washington DC  
 Sept 9-12: Meetings & Conventions Invitational  
 Sept 10-11: Milwaukee Client Event  
 Sept 11-12: PCMA Philadelphia Chapter Educational Event, Philadelphia  
 Sept 16-20: Society of Government Meeting Professionals Regional Meeting, Mobile, AL

**Mark your calendars for the upcoming 2012 Destination Preview (dates subject to change):**

Fabulous Fort Lauderdale Fall Destination Preview: Nov 8-11

### SEPTEMBER GROUP SALES UPDATE

Groups meeting in September will generate more than \$6.1 million to Broward County. Groups include:

Sept 2-8: Electronic Recruiting Exchange 2012 Expo (300 attendees)  
 Sept 7-13: Novartis HEM East Regional Meeting (273 attendees)  
 Sept 16-20: National Indian Gaming Association Mid-Year Conference (250 attendees)  
 Sept 17-22: Florida Institute of Certified Public Accountants Conference / Tradeshow (200 attendees)  
 Sept 24-29: Electrolux (300 attendees)  
 Sept 28-Oct 4: Sysco Food Services of South Florida (175 attendees)

### CONGRATS!

**Hollywood Beach Boardwalk**, was named one of America's Best Boardwalks by Smarter Travel. Read more here: <http://bit.ly/Nbi02S>. **ME Productions**, for the 8th consecutive year, has been recognized by Special Events Magazine as one of the world's top 25 Destination Management Companies. And congrats to the **Beachcomber Resort** for receiving a 2012 TripAdvisor Certificate of Excellence.



### PARTNER NEWS

As of August 31, 2012 Hyatt Regency Bonaventure Conference Center and Spa will no longer be a Hyatt-managed property. The new name for the property is **Bonaventure Resort & Spa**: <http://www.bonaventureresortandspa.com>. **SAIA at the B Ocean Fort Lauderdale** presents "A Taste of SAIA," a three-course prix fixe menu for \$25 designed to introduce locals to Executive Chef Subin Chenkosorn's artistically-prepared and delectable sushi creations offering guests a preview of the Southeast Asian flavors presented in the area's only oceanfront sushi restaurant. The menu is offered daily from 5:30-7pm through September 30. **Sawgrass Mills** recent additions include the first in Florida Original Penguin Outlet, along with outlet locations from leading cosmetics brand bareMinerals, and Greg Norman, a leading worldwide marketer of golf-inspired sportswear for men and women. **Xtreme Indoor Karting** is offering a complimentary team building race event on Oct 11 for South Florida hotel management and staff. [Click here](#) for more info.

### FILM & ENTERTAINMENT

**Southern Circuit Independent Film Festival**, one of the largest independent film festivals in the south, will be showcasing various films from independent filmmakers at the premiere weekend Sept 6-9 at the Miramar Cultural Center. Visit <http://miramarculturalcenter.org> for more info and tix. The **Compass Expo, Congress of Motion Picture Associations**, brings the motion picture workforce and the business people that supply this industry together on Sept 8 at the IGFA Hall of Fame. Filmmakers, legislators, community leaders, crew and the general public will build awareness of motion picture production as a good thing in Florida - an initiator of jobs and significant economic impact to our communities. <http://compassflorida.org>.

### CALL FOR NOMINATIONS: HSMIA SOUTH FLORIDA HOSPITALITY AWARDS

Nominate your favorite General Manager, Revenue Manager and Sales/Marketing Professional for an HSMIA Hospitality Award. Nominees and finalists will be recognized at the annual gala on Oct 17 at the Seminole Hard Rock Hotel & Casino. [Click here](#) for more info.

## CHOCOLATE LOVERS UNITE

The Festival of Chocolate, named one of the Top Ten Chocolate Festivals in the USA, is coming to Fort Lauderdale Oct 13-14 at the Nova Southeastern University. Featuring the best local and regional chocolatiers; demonstrations by world renowned pastry chefs, chocolate and wine pairings; hands-on classes for the home chef; Kids-4-Chocolate workshop; crazy chocolate contests; an adult chocolate clubhouse; chocolate game show stage; live professional chocolate showpiece competition and featuring the Cocoa Couture Fashion Show on The Festival of Chocolate Yumway. Taste, touch, learn about, play with, get inspired by, celebrate and enjoy everything chocolate: <http://www.festivalofchocolate.com>.



## FORT LAUDERDALE FOODIE FESTIVAL

Get your taste buds ready for the inaugural "Flavors of Fort Lauderdale," November 8-11. This four-day food and beverage extravaganza is designed to raise Greater Fort Lauderdale's profile as an exciting culinary destination, while supporting charitable efforts to eliminate hunger in South Florida. Hosted by "Ambassador of Flavor" Chef Allen Susser, Flavors will feature an exciting lineup of activities, themed pavilions, parties and dining experiences for locals and visitors, with a Grand Tasting event at Las Olas Marina. More than 20 hotels, restaurants and food-service companies have already signed on to participate. Sponsorships are available in Gold, Silver, Event, Media, Community Partner and Charitable Partner categories. Restaurants wishing to exhibit during the Grand Tasting can do so FREE of charge. For more information, contact [info@flavorsfortlauderdale.com](mailto:info@flavorsfortlauderdale.com) or visit [www.FlavorsofFortLauderdale.com](http://www.FlavorsofFortLauderdale.com)

## HAPPENINGS AROUND TOWN

Through Sept 30: Super Summer Savings in Greater Fort Lauderdale, <http://www.sunny.org/supersummer>

Sept 1-30: Lauderdale Spa Chic, <http://sunny.org/spachic>

Sept 1: Fort Lauderdale Strikers vs. Tampa Bay Rowdies, Lockhart Stadium

Sept 1: The Ultimate Thriller: The Michael Jackson Tribute, Hard Rock Live

Sept 2: Bill Maher, Hard Rock Live

Sept 3: Native Bird Festival, Flamingo Gardens

Sept 6: Ban Cancer, Huizenga Plaza, Fort Lauderdale

Sept 6-9: Disney On Ice: Worlds of Fantasy, BankAtlantic Center

Sept 6-9: Southern Circuit Independent Film Festival, Miramar Cultural Center / ArtsPark

Sept 7: Dwayne Wade: A Father First Book Signing, Museum of Art | Fort Lauderdale

Sept 8: Fort Lauderdale Strikers vs. Puerto Rico Islanders, Lockhart Stadium

Sept 8: Laughs for Literacy, Seminole Hard Rock Hotel & Casino

Sept 8: Tunnel To Towers 5K Run/Walk, Huizenga Plaza, Fort Lauderdale

Sept 8-9: Repticon, A Reptile & Exotic Animal Convention: War Memorial Auditorium

Sept 10: Dr. Margaret Mitchell Armand, Fort Lauderdale History Center Speaker Series

Sept 11: 9.11 Tribute, Bokamper's Sports Bar & Grill

Sept 13: 5th Annual New Times Pairings, Broward County Convention Center

Sept 13: Art For Art's Sake VIP Sneak Peek, Art Serve

Sept 14: The Queen of Comedy Sommore, Miramar Cultural Center / ArtsPark

Sept 14: Dania Beach CRA Art & Seafood Celebration

Sept 15: Roller Derby - Gold Coast Derby Grls vs. Texas Hell Marys, War Memorial Auditorium

Sept 16: 19th Annual Hollywood Beach Latin Festival

Sept 20: Anderson Cooper, Hard Rock Live

Sept 21-22: Julio Iglesias, Hard Rock Live

Sept 24: Florida Panthers vs. Nashville Predators, BankAtlantic Center

Sept 26: Florence and The Machine, BankAtlantic Center

Sept 28: The Pink Pajama Party and Vendor Fair, Crowne Plaza Fort Lauderdale Airport/ Cruise Port

Sept 28: Florida Panthers vs. Dallas Stars, BankAtlantic Center

Sept 28-29: Joe Cocker with Dave Mason, Hard Rock Live

Sunny wishes,

Nicki E. Grossman  
President

