



greater FORT LAUDERDALE
October 2014
CVBuzz

AUGUST NUMBERS

Growth in hotel occupancy continues (for the past 57 months) with the highest August occupancy rate on record.

GREATER FORT LAUDERDALE AVERAGE HOTEL OCCUPANCY	
August 2014	August 2013
75.3%	69.6%
GREATER FORT LAUDERDALE AVERAGE HOTEL DAILY RATE	
August 2014	August 2013
\$99.24	\$94.07

TOURISM MEANS JOBS

North Beach Village boasts over 30 mid-century modern boutique hotels including Tranquilo Hotel, Aqua Hotel, LaCasa Hotel and Royal Palms Resort, which employ approximately 50 people from front desk managers, bar/restaurant staff to housekeepers and groundskeepers.

SEE YOU TOMORROW: Destination 2015 Marketing Plan Presentation and FRLA Trade Show

Join us Thursday, October 2 at 12pm for the 2015 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, film & entertainment, public relations and advertising, with special guest, Wil Shriner. 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.

AWARD-WINNING GFLCVB MARKETING

Greater Fort Lauderdale won 7 medals at the Governor's Conference on Tourism. The GFLCVB received four **Gold Flagler Awards** from VISIT FLORIDA: Tourism Advocacy (Destination Marketing Plan Luncheon), Creativity in Public Relations (The Beach Looks Good on You events), Resource/ Promotional Material Consumer (Hello Sunny Vacation Playbook), and Resource/ Promotional Material Trade (Meet Sunny direct mail/ video program). The CVB also won three **Bronze Awards** for Niche Marketing (GFL Urban Experience), Mobile Marketing (sunny.org mobile site) and Mixed Media (Hello Sunny Fall/Winter campaign).



DINE OUT LAUDERDALE KICKS OFF TODAY

Make your reservations now for Dine Out Lauderdale through November 6. Experience \$35 three-course dinner menus at 38 top Broward restaurants. **FORT LAUDERDALE** Amatsu Sushi & Sake at the Westin Beach Resort & Spa, Fort Lauderdale; Beauty and The Feast at the Atlantic Hotel & Spa; The Capital Grille; Chart House; Coco Asian Bistro & Bar; Dapur, Asian Tapas & Lounge; Dos Caminos at the Sheraton Fort Lauderdale Beach Hotel; Eduardo de San Angel; 15th Street Fisheries; Grille 66 & Bar Restaurant at the Hyatt Regency Pier Sixty-Six; Indigo Restaurant at the Riverside Hotel; Johnny V; Mai-Kai Restaurant and Show; The Melting Pot; Morton's The Steakhouse; Nanking Asian Grill at the Hilton Fort Lauderdale Marina; Ocean 2000 at the Pelican Grand; Piccolo Ristorante; Ruth's Chris Steakhouse; Seasons 52; Shula's on the Beach at the Westin Beach Resort & Spa, Fort Lauderdale; Sky Thai Sushi; Spazio; Sunfish Grill; Steak 954 at the W Fort Lauderdale; 3030 Ocean at the Harbor Beach Marriott Resort & Spa; Tsukuro; Tuscan Grill; Via Luna at The Ritz-Carlton, Fort Lauderdale; Wild Sea Oyster Bar & Grille at the Riverside Hotel **DAVIE** Cinque Terre Italian Restaurant **HALLANDALE BEACH** III Forks

HOLLYWOOD Rivals at The Diplomat Resort & Spa **LIGHTHOUSE POINT** Le Bistro **POMPANO BEACH** Cafe Maxx; McCoy's Restaurant at the Pompano Beach Marriott WESTON Ireland's Steakhouse at the Bonaventure Resort & Spa **WILTON MANORS** Tee Jay Thai Sushi. Visit www.sunny.org/dineout for details and menus.

FLORIDA SUPERIOR SMALL LODGING 2014 ANNUAL CONFERENCE

Taking Your Small Lodging to the Next Level: Greater Fort Lauderdale will host the 2014 Superior Small Lodging Annual Conference, at the Broward County Convention Center, Oct 5-6. Superior Small Lodging members from around the state will gather to share ideas and plan for the year ahead. SSL members, as well as small hoteliers, interested in attending should contact Scott Rivelli ScottRivelli@SuperiorSmallLodging.com or 954-895-4777. [Click here](#) for more info on the conference.



OCTOBER GROUP SALES & SERVICES UPDATE

- Groups meeting in October will generate more than \$200 million to Broward County. Groups include:
- Oct 3-9: National Water Summit (245 attendees)
- Oct 3-11: The Mike Ferry Organization – East Coast Super Star Retreat 2014 (520 attendees)
- Oct 10-15: American Association of Cosmetology Schools Annual Convention (400 attendees)
- Oct 10-15: BioFlorida, Inc Annual Conference (185 attendees)
- Oct 12-24: Airline Pilots Association, International Board of Directors Meeting (600 attendees)
- Oct 19-22: Council of State Taxation Annual (260 attendees)
- Oct 21-26: American Dental Education Association Fall Meetings (233 attendees)
- Oct 22-31: Prometheus Global Media (900 attendees)
- Oct 23-31: Association for Cooperative Operations Research & Development Implementation Forum (400 attendees)
- Oct 23-Nov 5: 55th Annual Fort Lauderdale International Boat Show (125,000 attendees)
- Oct 28-31: Florida Association for Career and Technical Education Regional Professional Development (200 attendees)

MULTICULTURAL BUSINESS DEVELOPMENT

The multicultural department will participate in the International Business Trade Expo Oct 15-16 at the Broward Center for the Performing Arts, to bring new business opportunities to the destination. Angella Lopez travels to Atlanta Oct 28-30 to participate in Rejuvenate Marketplace. Support the Broward 100 Hispanic Outreach program on Oct 18 at the Westfield Broward Mall, featuring P9 and many other cultural activities. Visit the Coral Springs Performing Arts Center Oct 4 for the Reggae Music Awards.

BROWARD 100

Broward 100, Celebrating the Art of Community, begins the year long, community-wide celebration this month. Broward 100 will commemorate Broward County's centennial with bold, innovative art and performance projects that attract visitors and bring Broward residents together using the arts to creatively bridge, bond and build their communities. Broward100 begins this month with a [Block Party](#) kick off the evening of October 16 along Las Olas Boulevard between the Florida Atlantic University/Broward College campus and the Museum of Art. For more info and a full listing of events, visit www.Broward100.org.

TOURISM SALES

In September, Fernando Harb and Erick Garnica participated at La Cita de las America's trade-show where they conducted one-on-one pre-matched appointments with Latin America's leading travel players, in addition to various interviews for trade publications and media. Erick joined Jessica Savage and hosted a TV host/journalist for one of the top travel shows airing on cable TV in Mexico, reaching 30 million viewers who also conducted a live feed to the radio program while in Greater Fort Lauderdale. Justin Flippen and Raquel Flores arranged a hospitality booth onboard the Regent Navigator for its passengers when it was docked at Port Everglades. Justin continues to work alongside the Broward County Cultural Division on the preparation and planning of Broward100. The Tourism Sales team welcomes aboard Caitlan Etchevers as Director of Domestic Sales. Caitlan has been with the CVB since March and brings many years of experience and education, with her most recent employment as a Global Account Manager with Helms Briscoe. She holds a degree in Hospitality Management from FIU.



INTERNATIONAL TOURISM SALES

The GFLCVB UK team, along with Fernando Harb, hosted a product manager fam trip this month in partnership with Norwegian Airlines to celebrate the launch of the inaugural Norwegian flight direct from London Gatwick to Fort Lauderdale. The group consisted of some of the leading operators from the UK and Ireland including Tropical Sky, Iglu, Jetset Holidays, Hayes &

Jarvis, American Holidays and Canadian Affair. The destination preview included hotel inspections, activities and dining experiences designed to enhance destination and product knowledge amongst the group.

LGBT MARKET

Greater Fort Lauderdale will host a LGBT press trip with The W Fort Lauderdale, Oct 9-12. Richard Gray will present Greater Fort Lauderdale's LGBT success story at the Travel Gay Canada LGBT Conference October 23.

BEST GAY DESTINATION OF THE YEAR

Man About World, the digital magazine, awarded Fort Lauderdale "Destination of the Year." Congratulations to the three Fort Lauderdale gay hotels were recognized as Editors' Choice Accommodations: The Grand Resort & Spa, Pineapple Point Guesthouse and The Worthington. [Click here to read more.](#)

SPORT LAUDERDALE

Sports Development welcomes more than 10,000 athletes, coaches, and families to Greater Fort Lauderdale in October, attending events such as: the AAU National Convention at the Fort Lauderdale Marriott Harbor Beach Resort & Spa, Xtreme Top Box Cross Fit Competition on Fort Lauderdale beach, Rising Stars Fall Showcase in Plantation/Davie, the International Netball Tournament in Coral Springs, and the Junior World Judo Championships at the Broward County Convention Center.

SPORTS HALL OF FAME BANQUET AND INDUCTION DINNER

The Greater Fort Lauderdale Convention & Visitors Bureau and the Broward County Sports Hall of Fame proudly announce the 2014 Annual Sports Banquet and Induction Dinner honoring six of Broward County's Sports legends: Howard Davis, Jr., Boxing; Jay Fitzgerald, Swimming; Ryan Hunter-Rea, Car Racing; William Reeves, Sports Officiating; Sanya Richards-Ross, Track and Field; and Dwight Stephenson, Football. The event is Tuesday, October 28, 2014 at the Broward County Convention Center. Contact Saskia Fisher at 954-767-2455 or via email sfisher@broward.org, if you would like to contribute or attend.

OFFICE OF FILM, MUSIC & ENTERTAINMENT

Film Permits were issued for the following productions in September 2014: **TV Series:** Every Witch Way – Season 3; The Great Christmas Light Fight; Travel Channel's Monumental Mysteries; Workout with Eric-Mission Makeover. **TV Commercials:** Pecin Levin Law Group. **Still Photography:** Conrad Hotels; Fitness Photo Shoot; Jaime's Editorial; NEXT Fashion; Original Penguin Mens; Sheehan Buick GMC; Challenger Aircraft; WorldVentures Magazine. **Telenovelas:** Duenos del Paraiso; Ruta; Tierra de Reyes; Volte Pa Que Te Enamores. **Industrial:** GFLCVB Hidden Gems. **TV Movie:** Red Man. **Music Videos:** Roberto Carlos – O Calhambeque; Transportation Entertainment. **Other:** Little Time. **Web:** Google Hangout; Miami Dolphins International; The Unknowns.

PORT NEWS

Port Everglades will kick off its 2014-2015 winter cruise season by hosting the traditional naming ceremony for Princess Cruises' *Regal Princess*, welcoming Resorts World's *Bimini SuperFast* day cruise, and celebrating the grand opening of its completely renovated Cruise Terminal 4.

Princess Cruises' *Ocean Princess* and Carnival Cruise Line's *Carnival Conquest* will also make their first-time calls at Port Everglades this winter, with *Carnival Conquest* continuing to sail year-round through the summer. A total of five ships will embark on world and grand cruises from Port Everglades this year. In total, Port Everglades anticipates 3.9 million cruise passenger moves (embark, debark and in-transit) aboard 42 different cruise ships during the 2014-2015 season. Princess Cruises will officially name its newest cruise ship, *Regal Princess*, at Port Everglades on November 5th, making this the seventh Princess ship to be named at Port Everglades. The 3,560-guest sister ship to the *Royal Princess* began sailing her inaugural season in the Mediterranean in May, and Princess Cruises elected to postpone the official naming ceremony until *Regal Princess* reached her North American homeport in Fort Lauderdale. *Regal Princess* will sail from Port Everglades on seven-day cruises to the Eastern Caribbean from November 9, 2014 through April 25, 2015.



Resorts World's *Bimini Superfast* will begin sailing year-round from Port Everglades to Bimini every Tuesday, Wednesday and Thursday beginning October 14, 2014. The 1,500-passenger *Bimini SuperFast* cruise ship departs at 9AM from Cruise Terminal 21 and returns at 9PM. The ship features 180 cabins, six restaurants and bars, casino and onboard activities during its 2-3 hour journey.

In early December, Port Everglades will open its newly renovated \$24 million Cruise Terminal 4, which was completely gutted and renovated with a revamped transportation area, 172 surface parking spaces, improved lighting and acoustics, high efficiency air conditioning system, 50 check-in counters and two new passenger loading bridges to expedite the embark and debark process. Port Everglades will apply for Leadership in Energy and Environmental Design (LEED) certification for the terminal due to the scheduled energy-efficient terminal improvements.

VOTE FOR AMERICA'S BEST RESTROOM

The **Mai-Kai Polynesian Restaurant** has been chosen as a finalist in the 2014 Cintas' America's Best Restroom Contest. To vote go to <http://www.bestrestroom.com/us/> and vote as many times as you want until Oct 31. This year, ten finalists have been chosen from the vast field of hotel, restaurant, and airport bathrooms. According to Cintas, Mai-Kai's bathroom was chosen for its opulence. "From the floor to the ceiling, columns to the mirrors, the restroom has a golden aura that whisks you away with the feel of a royal washroom." The Mai-Kai also got high marks for their bathroom attendants in both the ladies and men's rooms. Make sure to vote!



SUN TROLLEY UPGRADES

Sun Trolley now has sport exterior LED screens that display route information, as well as interior screens that display public announcements for travelers. They also have new security cameras and display systems in all of the trolleys. To track the trolleys, in real time, along any of the Sun Trolley's seven routes, download the [Sun Trolley Tracker App](#). To download printable route maps, or to learn more, visit www.suntrolley.com.

CELEBRATE THE 55TH ANNUAL FORT LAUDERDALE INTERNATIONAL BOAT SHOW

The world's largest boat show, set over six locations in Fort Lauderdale, sails into town Oct 30-Nov 3. The show features more than a billion dollars' worth of boats, yachts, super yachts, electronics, engines and thousands of accessories from every major marine manufacturer and builder worldwide on both land and in water. http://www.showmanagement.com/fort_lauderdale/event.



LET'S TALK TRANSPORTATION

The Broward Metropolitan Planning Organization (Broward MPO) and Jade Alexander want your input on the future of transportation in Broward! Your voice matters, so Speak Up Broward! eTownHall Meetings are being held Oct 2, 9 and 15 from 7-8pm. Join the discussion. [Click here](#) for more info.

HAPPENINGS AROUND TOWN

Oct 2: Chicago, Hard Rock Live
 Oct 2: Film | The Color Purple, Museum of Art Fort Lauderdale
 Oct 2: JETS First Thursday | I'm in Fort Lauderdale!, Museum of Art Fort Lauderdale
 Oct 2-Nov 23: The Marvelous Wonderettes, Broward Center for the Performing Arts
 Oct 3: Sesame Street Live - Make a New Friend, Broward Center for the Performing Arts
 Oct 4: 33rd International Reggae & World Music Awards (IRAWMA), Coral Springs Center for the Arts
 Oct 5: Miami Broward Junior Carnival, Central Broward Regional Park & Stadium
 Oct 5: Peter Frampton, Hard Rock Live
 Oct 7-19: Annie, Broward Center for the Performing Arts
 Oct 10-12: 22nd Annual Craft Show, St. Elizabeth Ann Seton Catholic Church Community Center, Coral Springs
 Oct 10-19: Fort Lauderdale Gay & Lesbian Film Festival, Sunrise Cinema at Gateway
 Oct 10: Richard Marx, Parker Playhouse
 Oct 10: King and Queen Competition, Central Broward Regional Park & Stadium
 Oct 10-11: One Carnival, Central Broward Regional Park & Stadium
 Oct 11: Florida Panthers vs. New Jersey Devils, BB&T Center
 Oct 11: Hillsboro Lighthouse Tour: Barefoot Mailman Day, Hillsboro Inlet Park
 Oct 11: Making Strides Against Breast Cancer Fort Lauderdale, Huizenga Plaza
 Oct 12: Art Talk | Julian Schnabel in Conversation with NSU Museum of Art Director and Chief Curator
 Oct 12: Cheap Trick, Parker Playhouse
 Oct 12: One Carnival: Carnival Sunday, Sun Life Stadium
 Oct 13-Dec 15: Bugs 3D: A Rainforest Adventure, Museum of Discover & Science
 Oct 13: Florida Panthers vs. Ottawa Senators, BB&T Center
 Oct 15: Earth Wind & Fire: Guiding Lights Tour, Hard Rock Live
 Oct 16: Film | Basquiat, Museum of Art Fort Lauderdale

Oct 17: DRACULA UNTOLD: AN IMAX ® EXPERIENCE, Museum of Discovery & Science, IMAX
Oct 17-18: Motley Crue, Hard Rock Live
Oct 17-Apr 24: The Psychic Cabaret, Bona Care, Wilton Manors
Oct 18: 2nd Annual Craftoberfest! Downtowner Restaurant
Oct 18: Community Event | Art Fallout: A Day for Contemporary Art, Museum of Art Fort Lauderdale
Oct 18: Dragonfly Darlings, Broward County Convention Center
Oct 18-19: Las Olas Art Festival
Oct 18: Tango Lovers, Broward Center for the Performing Arts
Oct 21: Ringo Starr & His All Starr Band, Broward Center for the Performing Arts
Oct 23: Film | The Diving Bell and the Butterfly, Museum of Art Fort Lauderdale
Oct 23: Oktoberfest, Fort Lauderdale Woman's Club
Oct 24: Justin Hayward, Parker Playhouse
Oct 24: Los Lonely Boys, Parker Playhouse
Oct 25: Andy McKee, Broward Center for the Performing Arts
Oct 25: Chloe Dolandis, Stache, Fort Lauderdale
Oct 25: Enrique Iglesias & Pitbull, Hard Rock Live
Oct 25-26: Lauderdale-by-the-Sea Craft Festival
Oct 25: Mini Muse | Café Dolly: Picabia, Schnabel, Willumsen, Museum of Art Fort Lauderdale
Oct 25: Theater of Vampires- Fort Lauderdale Cinema Paradiso
Oct 30-Nov 3: 55th Annual Fort Lauderdale Intl Boat Show
Oct 30: Florida Panthers vs. Arizona Coyotes, BB&T Center
Oct 30: Judas Priest, Hard Rock Live
Oct 31: Trick or Treating, Museum of Discovery & Science
Oct 31: Wicked Manors, Wilton Manors

Best wishes,



Nicki E. Grossman
President

greater
FORT LAUDERDALE
CONVENTION & VISITORS BUREAU
sunny.org