



greater FORT LAUDERDALE

CVBuzz

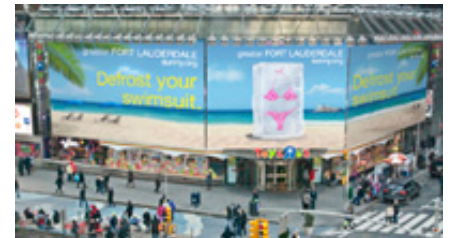
January 2012

HAPPY 2012!

A special thank you to our hospitality community as we bid a fond farewell to 2011. Growth in hotel occupancy continues (for the past 24 months), with the highest November hotel occupancy since 2005, outpacing Florida and the U.S. Third highest occupancy in the state at 72.3%. Year-to-date hotel occupancy is up 5.3% over 2010. November's Average Daily Rate is at \$102.06, the highest November rate since 2008. ADR is higher than U.S. and fourth highest in the state. Year-to-date, ADR is up 1.6% over 2010. It continues to be a pleasure to work with each of you, and absorb your friendly warmth and energy as we focus on making a splash in 2012.

DEFROST YOUR SWIMSUIT HEADING TO NYC & LONDON

The GFLCVB's "Defrost Your Swimsuit" campaign continues in January in the Big Apple (Times Square) and then heads overseas, to London (Canary Wharf). In New York, the giant 5,000 sq ft wrap-around billboard at 45th St and Broadway, six ice blocks, and the Beach on Wheels, followed by a reception for meeting planners, media and tour operators. Street teams will hand out free ice scrapers and lip balms. Activities will be supported by television and radio advertising, online, print ads in the New York Times and New York Magazine, outdoor media, social media integrations, email blasts, plus a public relations campaign. A Defrost Your Swimsuit vacation with JetBlue Getaways and the Atlantic will also be promoted on www.sunny.org/win. In London, wrapped taxi cabs, radio promotions plus Evening Standard and Metro print ads will get the message out along with a Virgin Atlantic sweepstakes.



VOTE FORT LAUDERDALE

We are happy to report that Fort Lauderdale made U.S. News top Florida beaches list, but we need to move up the ranks. [Click here](#) and vote YES for Fort Lauderdale (And of course, feel free to vote no for the others). Fort Lauderdale has also been nominated for "Best Settle Down City" in this year's "Best of GayCities 2011" annual challenge. Voting is open until Jan 4. [Click here](#) to vote!

VALENTINE'S DAY

To attract visitors looking for romance, we invite you to create special offers like spa treatments for two, wine pairings or other creative ideas. We will promote your romantic offers to national travel and lifestyle media. The offers will be featured on sunny.org as well. Please send your special offer to Kim kcanter@broward.org by Jan 10.



TOURISM SALES

In December, Alfredo Gonzalez and Fernando Harb began the month at the Luxury Travel Expo in Las Vegas. Fernando attended aRes Training in San Diego. They attended the Riverside Hotel's 75th Anniversary event in downtown Fort Lauderdale. Josh Winston was joined by five hotel partners for our annual New York Sales Mission. Additionally, Josh hosted Rese Konsulterna's Swedish destination preview for some of Europe's top agents and tour operators.

INTERNATIONAL TOURISM UPDATE WITH HSMIA SOUTH FLORIDA

Alfredo Gonzalez and Fernando Harb will discuss the latest in international tourism trends and marketing efforts at the HSMIA South Florida luncheon on Wed, Jan 11 at the Renaissance Fort Lauderdale Cruise Port. Register at www.hsmiasouthflorida.org.

FLL FLYING HIGH

Thomas Cook Canada now offers weekend flights from FLL to Pearson Int'l Airport in Toronto through April. **JetBlue Airways** announced additional service next spring from Kingston, Jamaica's capital and largest city, beginning April 30. Starting May 24, **AirTran Airways** and **Southwest Airlines** will add two daily nonstop flights between FLL and

San Juan. **PC World Magazine** spent the last several months checking the 40 busiest airports in the country for hi tech amenities such as Wi-Fi, cellular coverage, electrical outlet availability, etc. And FLL made the top 20 list. Overall FLL was # 11. [Click here](#) to read the whole story.

PORT EVERGLADES HOMEPORTS SIX OF CRUISE CRITIC'S MOST POPULAR CRUISE SHIPS

Cruise Critic, one of the nation's top websites for cruise reviews and social media networking by cruise guests, has listed six cruise ships that homeport at Port Everglades among the most popular in 2011. The six ships that homeport at Port Everglades include: Royal Caribbean International's *Allure of the Seas*, *Oasis of the Seas* and *Liberty of the Seas*, Celebrity Cruises' *Celebrity Constellation* and *Celebrity Solstice*; and, Princess Cruises' *Ruby Princess*.



NEW FERRY SERVICE

Shoppers from the Bahamas and Floridians wanting a quick island getaway are now able to take a high-speed cruise from Port Everglades to Freeport. Balearia group, a Spanish shipping company that has transported people and cargo for 13 years in the Spanish Mediterranean, has started a high-speed transport service to the Bahamas from Port Everglades. The 463-passenger Bahamas Express transport operates daily, except Wednesdays, departing from Port Everglades at 10am to Freeport and returning to Port Everglades at 10pm. This route is operated by the fast ferry Pinar del Rio and takes two to three hours. Trips can be booked at <http://ferryexpress.com>

CONVENTION SALES TEAM UPDATE

The convention sales team recently participated in the following: GFLCVB Destination Preview – Religious Market; IAEE Expo!Expo! in Las Vegas; Association Forum's Holiday Showcase in Chicago; and MPI South Florida Board of Directors Retreat in Palm Beach.

Catch the sales team at these upcoming events and tradeshow:

Jan 7–11: PCMA Annual Meeting – San Diego
 Jan 16–20: GFLCVB Tallahassee Sales Mission – Tallahassee
 Jan 18–19: Visit Florida Board of Directors Meeting – Tallahassee
 Jan 23–25: New York Client Event and CVB Sunshine in the City – New York
 Jan 25-28 Religious Conference Management Association, Kansas City
 Feb 15-17 Northern California Chapter MPI Annual Meeting

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

Florida Derby Destination Preview: March 29–April 1, 2012
 Fort Lauderdale Flies: Air Show Preview: Apr 26 – 29, 2012
 Sensational Summer Splash: June 7–10, 2012
 Super September Destination Preview: September 27–30, 2012
 Fabulous Fort Lauderdale Fall Destination Preview: November 8-11, 2012

JANUARY GROUP SALES UPDATE

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

Jan 4-8: American Osteopathic Association CME/OME Sponsors Conference (200 attendees)
 Jan 5-12: Public Housing Authorities Directors Assn 2012 Commissioners' Conference (500 attendees)
 Jan 8-12: Comic Retreat 2012 (150 attendees)
 Jan 13-21: FL Nursery, Growers & Landscape Association Tropical Plant Industry Exhibition (635 attendees)
 Jan 15-21: New Golden Heights Church of Christ Ministers Institute Conference 2012 (170 attendees)
 Jan 16-22: Worldwide Express 17th Annual Convention-2012 (400 attendees)
 Jan 19-30: Stryker Ortho SLT & NSM 2012 (1200 attendees)
 Jan 20-25: Lincoln Financial Group Protection Nat'l Sales Conference (240 attendees)
 Jan 20-27: Novartis MS BU Nat'l Meeting (309 attendees)
 Jan 21-29: Bunge Canada and US (130 attendees)
 Jan 24-28: Lincoln Financial Defined Contribution National Sales Conference (280 attendees)
 Jan 24-Feb 2: Society of Thoracic Surgeons 2012 Annual Meeting & Exhibition (2500 attendees)
 Jan 25-29: American Bar Association (ABA) 2012 Joint CLE Seminar (160 attendees)
 Jan 26-Feb 2: The Westfield Group 2012 National Sales Meeting (220 attendees)
 Jan 27-29: Atlantis Allure All Gay Cruise (500 attendees)
 Jan 27-Feb 1: Meetings International Pandora Retailer Appreciation Days (RAD) (600 attendees)
 Jan 30-Feb 2: The Home Depot 1H Alignment Meeting-Southern (200 attendees)



SPORT LAUDERDALE

Greater Fort Lauderdale welcomes sporting events in January with more than 50,500 attendees, including the 2012 Discover Orange Bowl (Clemson vs. West Virginia) and Florida Lacrosse Classic.

MULTICULTURAL MEETINGS

- Jan 11-13: Washington D.C. Sales Calls
 Jan 14-16: New Orleans Sales Calls
 Jan 24-27: RCMA January Religious Conference Management Association (RCMA)

Groups Meeting in GFL

- Jan 15-17: Golden Heights Church of Christ- Ministers Institute
 Jan 18-22: National Urban League, Association of Executives Meeting
 Jan 23-26: Native Learning Center

SUNSATIIONAL SERVICE TRAINING

There is still time to sign up for this fast-paced interactive class designed to help reach your goals of outstanding service for every citizen and visitor. [Click here for dates.](#)

FILM & ENTERTAINMENT CURRENT PRODUCTIONS

TV Series: True Entertainment's City Hall Weddings; Detras Del Saber (Univision's how things work & are manufactured); RelativityREAL's Family Show; HGTV's Bang for Your Buck; UK's Freecationers Travel Tips; FOX Sports Florida: Panthers Live; South Beach TOW; DIY Desperate Landscapes; Gator Boys; Swamp Wars; TeleFutura: Special Events; HBO's 24/7 Flyers-Rangers. **Feature Films:** Artic Wilderness Productions' 7 Minute Thriller; All Wars End. **Telenovelas:** Relaciones Peligrosas (Dangerous Relationships); Quiero Mi Boda (cross-cultural weddings); Una Maid en Manhattan; Grachi (Season 2). **TV Commercials:** Gatorade; Invicta Watch/Shop NBC; Office Depot; French Renault; Florida Realtors; VISIT Florida's Weather Travel Log; Bell & Howell's Solar Charger; WPLG Local 10 Palm Beach Fertility Clinic; EuroMillions - European lottery; Disney/Nintendo 3DS. **Still Photography:** Merck Pharmaceuticals-Diabetes; BJ's Spring Catalog; JoAnn Stores Kids Catalog; Proctor Gamble's Father's Day; Jim Malucci fashion catalogue; Sean Murdock's art shoot; Hennes & Mauritz/Ellos catalogue (H&M Swedish retail-clothing company); Glamour Italy; Next Brands; Walmart; Kohl's; Redcats Woman Within. **Documentaries:** Bond Arms. **Web:** ESP/Excel Sport Training.

HOTEL NEWS

Congrats to the **Wyndham Deerfield Beach** for being placed at the top of the list for service and customer satisfaction among 100+ Wyndham Hotels and Resorts worldwide. For the past six months, the resort has been ranked number one in Service, Guest Satisfaction and Cleanliness according to Medallia, an independent agency contracted by all major hotel chains to track service levels. During the same period, the resort was recognized by Tripadvisor as the top hotel in all of Deerfield Beach. Congrats to Jerry McKay from the **Fort Lauderdale Marriott North**, for receiving 'Concierge of the Year' by the Gold Coast Concierge Association, Broward County. **3030 Ocean at the Harbor Beach Marriott Resort & Spa** welcomes their new garden addition. You can now find fresh herbs for your food and drinks. Stop by and try the mojitos with their onsite mint!



FLORIDA RENAISSANCE FESTIVAL CELEBRATES 20 YEARS!

Bobby Rodriguez Productions presents the Florida Renaissance Festival at Quiet Waters Park in Deerfield Beach Feb 11-Mar 11, weekends. Browse through our enchanted crafts Village where over one hundred merchants and artisans demonstrate and sell their wares. Behold glass blowing, hammered pewter, wooden toys, unique pottery, clothing and a wealth of other riches. Applaud Hundreds of Performers on twelve stages and all around you. Sword fighters, minstrels, magicians, wenches and more. Cheer battling knights, as they mount their steeds, lower their visors, aim their lances and charge at full tilt, thrice daily. Feast on hearty food fit for a king! Visit the pub and toast to the royal court with a tankard of ale or cider. Visit <http://ren-fest.com> for tickets.

LAUNCH OF B-CYCLE

Broward B-Cycle, a bike sharing program, debuted in Broward County this past month. More stations and bikes are on the way from Hollywood to Pompano Beach: <http://bcycle.com>. Tri-Rail ridership broke new record on National Dump the Pump Day. Tri-Rail carried more passengers on June 16, National Dump the Pump Day 2011, than on any other day in its 22-year history. A record 19,731 trips were logged, breaking the previous record by more than 1,000. [Click here](#) to read The Wave Update by the Downtown Development Authority.



CONGRATS!

Congratulations to our own **John Webb** and **Kim Canter** who were recognized on Dec 15 by Broward County for their 10 years of service at the GFLCVB. And welcome aboard Celia Thompson, the GFLCVB's new Convention Sales Assistant.

HAPPENINGS AROUND TOWN

Through Jan 14: Light Up Lauderdale, downtown Fort Lauderdale
 Through Apr 8: Offering of the Angels: Old Master Paintings and Tapestries from the Uffizi Gallery, Museum of Art
 Jan 4: 78th Annual Discover Orange Bowl, Sun Life Stadium
 Jan 6-8: Fort Lauderdale Beach Car Show & Auction, War Memorial Auditorium
 Jan 7-8: Las Olas Art Fair, Las Olas Boulevard
 Jan 7: An Evening with the Stars of Doo Wop, Parker Playhouse
 Jan 8: SunTrust Jazz Brunch, Riverwalk
 Jan 9: Florida Panthers vs. Vancouver Canucks, BankAtlantic Center
 Jan 9: Songwriter's Showcase, Broward Center for the Performing Arts
 Jan 11-29: Soul Doctor: The Shlomo Carlebach Musical, Parker Playhouse
 Jan 11: Duke Ellington Legacy Band, Gold Coast Jazz, Broward Center for the Performing Arts
 Jan 11-29: Jersey Boys, Broadway, Broward Center for the Performing Arts
 Jan 11-15, Step Afrika, Miramar Cultural Center / ArtsPark
 Jan 12: Bob Seger, BankAtlantic Center
 Jan 12-15: Capital Steps in Desperate Housemembers, Broward Center for the Performing Arts
 Jan 13: Golden Dragon Acrobats, Miramar Cultural Center
 Jan 13: Florida Panthers vs. Pittsburgh Penguins, BankAtlantic Center
 Jan 13: Potting and Mounting Bromeliads, Hugh Taylor Birch State Park
 Jan 13: Schoolhouse Rock, Broward Center for the Performing Arts
 Jan 13: Whoopi Goldberg, Hard Rock Live
 Jan 14: Black Violin, Miramar Cultural Center
 Jan 16: Florida Panthers vs. Boston Bruins, BankAtlantic Center
 Jan 17: Evanescence: Hard Rock Live
 Jan 17-22: Love, Loss and What I Wore, Parker Playhouse
 Jan 18: Gregg Allman, Hard Rock Live
 Jan 19: Women Fully Clothed, Broward Center for the Performing Arts
 Jan 20: Red Hot Chili Peppers, BankAtlantic Center
 Jan 20: The Fabulous Fakers Show, Broward Center for the Performing Arts
 Jan 21: Mind Games, Broward Center for the Performing Arts
 Jan 23: Larry King, Hard Rock Live
 Jan 24: Florida Panthers vs. Philadelphia Flyers, BankAtlantic Center
 Jan 24: Symphony of the Americas, An Orchestra, A Cello and a Piano, Broward Center for the Performing Arts
 Jan 28: Ramona Quimby, Miramar Cultural Center / ArtsPark
 Jan 28: Tom Rush, Broward Center for the Performing Arts
 Jan 28-29: Southeast Florida Chamber Expo, War Memorial Auditorium
 Jan 29: The Pointer Sisters, Hard Rock Live
 Jan 29: 99.9 KISS Country Chili Cookoff, C.B. Smith Park, Pembroke Pines
 Jan 29: Arc Attach, Miramar Cultural Center / ArtsPark
 Jan 30: South Florida Symphony Orchestra, Fire and Ice, Broward Center for the Performing Arts
 Jan 31: Tchaikovsky St. Petersburg State Orchestra, Broward Center for the Performing Arts

Sunny wishes,

Nicki E. Grossman
President

