

LAUDERSTATS

Greater Fort Lauderdale has lots to celebrate this summer, with 18 consecutive months of increased hotel occupancy to date. From January through April 2011 hotel occupancy was 79.4% up 5.5% over last year and bed tax collections were up 25% for the month of April. In addition, Fort Lauderdale/Hollywood International Airport traffic was up 7.9%, hitting a record high for the month of April welcoming 2,154,136 passengers.

AWARD-WINNING CVB

The Greater Fort Lauderdale Convention & Visitors Bureau won five **2010 National Association of County Information Officers (NACIO) Awards**, including: Best of Class for Mild to Wild GLBT mobi site, Superior for Vacation Playbook, Excellent for Super Bowl, Meritorious for Sunny in the City campaign in NYC and Learn to Dive Month.

BARBIE & KEN HIT THE BEACH

Congrats to Ken and Barbie who will be celebrating their 50th anniversary in Fort Lauderdale at the Harbor Beach Marriott Resort & Spa. Take a peek at their fun beach video:

<http://bit.ly/mRL2Sf>.



VISIT FLORIDA COMMITTEES

Broward's reach will be felt statewide as we market Florida as the number ONE destination in the world! Committee members from the Greater Fort Lauderdale Convention & Visitors Bureau include: Nicki E. Grossman, member of Visit Florida Finance Committee & Industry Relations Committee; Albert Tucker, member of Visit Florida Promotions

Committee; Alfredo Gonzalez, member of Visit Florida International Marketing Committee; Christine Tascione, Chair of the Visit Florida Sales Committee; and Jessica Taylor, Chair of Visit Florida Public Relations Committee. That's a nice recognition of our excellent performers. And congrats to other Broward members: Advertising / Internet committee: Marlene Janetos/Museum of Discovery & Science and Robert Keesler/Pelican Grand Beach Resort; Audit Committee: Walter Banks/Lago Mar; International: Carol Henderson/Sawgrass Mills; Sales Committee: Michele Frank / Westin Diplomat Resort & Spa, and Marci Garcia / Hilton Fort Lauderdale Marina.

TAX FREE SHOPPING

Florida's tax-free weekend is August 12-14, 2011. Greater Fort Lauderdale has created a page to help shoppers: <http://sunny.org/taxfree>. Promotions in the Caribbean will encourage Bahamians and Trinidadians to visit and shop Broward. If your hotel would like to offer special rates during the tax-free weekend, email kcanter@broward.org with your special deal.

WEDDING BELLS IN THE AIR

Greater Fort Lauderdale is helping guide brides and grooms-to-be with every facet of the wedding planning experience at <http://sunny.org/weddings> providing access to the newly appointed Ambassador of Bliss, Aly Zelaya. Aly offers helpful insider tips and valuable advice. Email ambassadorofbliss@broward.org for details.



SUPER SUMMER SAVINGS

Visit www.sunny.org/SuperSummer for your "Super Summer Savings" card and take advantage of dozens of unbeatable "two for one" offers from luxury spas and championship golf to Scuba diving, kayaking, and cultural events, to museums, unique attractions and natural wonders.

VACATION LIKE A VIP IN GREATER FORT LAUDERDALE

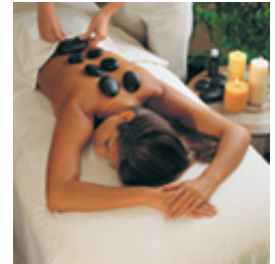
Vacation Like A VIP signature packages are being booked at Lauderdale Luxe properties, with guests receiving a room upgrade, complimentary valet parking, \$25 American Express gift card and \$100 resort credit to be applied to spa, golf, food & beverage, pool/beach cabana, water activities or kids programs. Visit <http://sunny.org/vip>.

TOURISM SALES

In June, Alfredo Gonzalez conducted a European Sales Mission to the UK, Germany, Norway, and Denmark. Fernando Harb attended the Pershing Conference at the Westin Diplomat Resort & Spa. He and Josh Winston represented the CVB at the Expedia Market Forum at the Hyatt Regency Pier Sixty-Six. Fernando also headed up a Royal Caribbean Mid-Atlantic FAM. Josh Winston conducted our annual destination training seminars to hospitality reservations agents in Omaha. Additionally, Josh welcomed Virgin Atlantic's top tour operators for a destination preview.

LAUDERDALE SPA CHIC

It's almost time for the fourth annual **Lauderdale Spa Chic**, September 1-30. 14 top spas offering treatments for \$99 (up to 50% savings). The Atlantic Hotel; Grand Resort & Spa (gay); Harbor Beach Marriott Resort; Hilton Fort Lauderdale Beach Resort; Hyatt Regency Pier Sixty-Six; Lago Mar Resort and Club; Living Waters European Day Spa; Residence Inn by Marriott Oceanfront; Planet Massage; Renewal Spa; The Ritz-Carlton, Fort Lauderdale; The W Fort Lauderdale; The Westin Beach Resort, Fort Lauderdale; and The Westin Diplomat Resort & Spa. For details visit www.sunny.org/spachic.



SATURDAY NITE ALIVE

Every Saturday night through Sept 3 from 7-11pm, free on Fort Lauderdale beach: 20 live bands, dozens of street vendors, special parking rates and trolley service. Experience the "Open House Feel" of the hotel resort properties and your favorite Fort Lauderdale beach spots along A1A from The Oasis Café (south) to The Atlantic Resort & Spa (north). Dine at 25 restaurants and outdoor cafes, enjoy cocktails at patio and oceanfront lounges and stroll along the beach with indoor/outdoor entertainment: <http://www.myfortlauderdalebeach.com>.

GFL IN THE MEDIA

The Greater Fort Lauderdale CVB is planning a media familiarization trip this August for six qualified UK-based journalists to experience all that Greater Fort Lauderdale has to offer. Recent coverage from press visits include *Travel Weekly UK*, *Daily Star*, *Daily Mail* and *Scottish Sunday Express* to name a few.

PORT EVERGLADES

See the Port Everglades 20-Year Master/Vision Plan in action as South Florida's premier seaport outlines its expansion plans on YouTube. This video focuses on current and upcoming capital improvements to add more cargo berths, widen and deepen the waterways, modernize cruise terminals and bring rail to container terminal operations. [Click here](#) to view.

PARTNER NEWS

EagleRider, the world's largest motorcycle rental and tour company, opened its newest location in Fort Lauderdale at 1880 S Federal Hwy. Beginning July 1, **Sun Trolley** expands its current A1A and Galt service with the addition of a second trolley and southbound service to The Galleria Mall on Mon, Wed, and Fri. At The Galleria, Galt residents will be able to connect to the A1A trolley on Mon and Fri. The A1A route (Harbor Shops to The Galleria Mall) will expand service from 2 trolleys to 3. [Click here](#) for more info. **A Day More Tours** offers transportation to and from Sawgrass Mills with comfort, reliability and a fixed rate of \$49 per person or 4 people for \$169. To book, go to <http://www adaymoretours.com>.



MULTICULTURAL MEETINGS

Albert Tucker attended the Kappa Alpha PSI Centennial Conference in Indianapolis July 2-5. Greater Fort Lauderdale will host the Kappa Regional Conference in 2015. Albert will be speaking at the Greater Lauderdale Chamber of Commerce Annual Breakfast, July 8, discussing Caricom World Expo. Albert will also be attending USTA Diversity and Inclusion program, July 21-22, looking to bring the program to GFL in 2012.

CONVENTION SALES TEAM UPDATE

The convention sales team recently participated in the following: GFLCVB Philadelphia Sales Mission, SGMP National in Norfolk, VA, GFLCVB Omaha/IA/Kansas City Mission, GFLCVB Northwest Sales Mission, PCMA Education Conference in Baltimore, AIBTM in Baltimore, Association Forum's Annual Meeting and Honors Forum in Chicago, PCMA Partner Conference in Baltimore, and HCEA Annual Conference in Las Vegas.

Catch the sales team at these upcoming events and tradeshow:

- July 11-12: GFLCVB Chicago Sales Mission and Client Event
- July 14-17: GFLCVB Destination Preview
- July 20-22: DMAI Annual Meeting, New Orleans
- July 20-22: FSAE Annual Meeting, Miami
- July 23-27: MPI World Education Congress, Orlando

Upcoming Sales Missions Want to join us? Contact the group sales team leader listed.

- July 11-13: Fort Lauderdale Mini-Tradeshows at Chicago Yacht Club & Sales Calls (Nora Gorman)
- July 23-26: MPI World Education Congress Tradeshows and Meeting, Orlando (Christine Tascione, Sally Slater)
- Aug 7: St. Louis & ASAE Client Event (Stacy Copeland, Nora Gorman, Sally Slater)
- Sept 7-8: HSMIA's Affordable Meetings National, DC (Dion James)
- Sept 19-21: St. Louis Sales Mission
- Oct 10-14: New York Sales Mission (Steve Aird)
- Oct 11-13: IMEX America (Christine Tascione)
- Oct TBA: Atlanta Sales Mission (Michele Bemis)
- Dec 13: Association Forum's Holiday Showcase, Chicago (Nora Gorman)

JULY GROUP SALES UPDATE

Groups meeting in July will generate more than \$10 million to Broward County. Sample groups include:

- July 1-10: Ayn Rand Institute OCON 2011 (150 attendees)
- July 8-13: Florida Dietetic Association 2011 (300 attendees)
- July 9-14: National Neurotrauma Society (350 attendees)
- July 10-14: Florida Motorcoach Association (115 attendees)
- July 13-20: Florida Airports Council 2011 Conference (410 attendees)
- July 14-18: 2001 Black Women's Leadership Council Summit (100 attendees)
- July 15-20: Florida Dietetic Association 2011 (250 attendees)
- July 20-24: Herbalife International of America (150 attendees)
- July 20-Aug 3: National Barbie Doll Collectors Conference 2011 Convention (400 attendees)
- July 21-25: National Black Women's Health Conference (266 attendees)
- July 24-Aug 1: HelmsBrisco IEA Annual Conference (200 attendees)

SPORT LAUDERDALE

Greater Fort Lauderdale welcomes the following sports groups in July, with more than 13,000 competitors plus family and friends:

- Through July 3: AAU Karate Nationals (2000 attendees)
- July 8-11: NPC Southern States Bodybuilding Champs (200 attendees)
- July 8-12: AAU Goldcoast Basketball Tournament (1650 attendees)
- July 10-16: USTA Girls 14 National Tournament (300 attendees)
- July 14-19: Jr US Open Judo (1000 attendees)
- July 16-18: Deerfield Beach Volleyball (300 attendees)
- July 17-24: USTA National Boys 14s/Girls 13 Clay Court Tennis (300 attendees)
- July 20-24: Hofball Summer Shootout (280 attendees)
- July 22-24: Notre Dame Summit (800 attendees)
- July 22-24: Junior Pan American Games (Ansin) (1000 attendees)
- July 22-24: Rising Stars Summer Showcase (3500 attendees)
- July 23-24: Dig the Beach Volleyball (250 attendees)
- July 27-30: Hofball Last Chance Classic (800 attendees)
- July 29-31: Sunshine State Natural Classic Bodybuilding Champs (200 attendees)
- July 29-31: Jr Beach Volleyball Championships (500 attendees)

FILM & ENTERTAINMENT

Noelle Stevenson, Film Commissioner, attended Produced By Conference and Locations Trade Show in LA last month, where attendees included industry professionals with interest in locations for their future film projects. Also in June, Noelle attended Le Book's Production/Connections show in New York City with advertising creative directors, photographers, illustrators, and catalogue art directors. At their annual meeting, Noelle was selected Chair of Film Florida.

Current productions in the works include: Feature Films: Rock of Ages; Finding Joy; Can Ye Hear Me Now? **TV Series:** The Glades (Season Two); Burn Notice (Season Five); Swamp Wars; MTV: Teen Mom; Gator Boys; The Fraud Dog; CMT's MADE; truTV's All Worked Up; HGTV's My First Sale; and Planeta Feroz (Latin America's Discovery Channel). **Music Videos:** Ace Hood Go N' Get It; Mizz Nina; and Sean Garret ft. Rick Ross. **TV Commercials:** Greater Fort Lauderdale Alliance; Blue Cross/Blue Shield; and The Balancing Act. **Still**

Photography: Image Capture/Nottingham, UK; and Always On with NFL's Patrick Peterson. **Documentaries:** Mission Beach USA; Industex; Zopical.com; and Prohibition and the South Florida Connection. **Digital Media:** EDSA.

HAPPENINGS AROUND TOWN

Through July 28, Turtle Walks, Museum of Discovery & Science and AutoNation® IMAX® Theater
 Through Sept 30: Super Summer Savings, <http://sunny.org/supersummer>
 Through Oct 2: The Art of Jim Henson Featuring The Muppets, Young at Art Children's Museum
 July 9, 16, 23, 30: Saturday Nite Alive, Fort Lauderdale beach
 July 7: The Righteous Brothers' Bill Medley, Hard Rock Live
 July 7-9: Disney's Camp Rock, Broward Center for the Performing Arts
 July 7-10: Florida Marlins vs Houston Astros, Sun Life Stadium
 July 9: Fort Lauderdale Strikers vs. Atlanta Silverbacks, Fort Lauderdale Stadium
 July 9: World Class Boxing, Hard Rock Live
 July 12: Joan Jett and The Blackhearts, Hard Rock Live
 July 14: Rihanna, BankAtlantic Center
 July 14: The O'Jays, Hard Rock Live
 July 15-Sept 5: Harry Potter and The Deadly Hallows, Part 2, Museum of Discovery & Science and AutoNation® IMAX® Theater
 July 15: Sade with John Legend, BankAtlantic Center
 July 16: Disney's Camp Rock, Miramar Cultural Center
 July 16-17: From Mozart to Marley, Broward Center for the Performing Arts
 July 16: The Tropical Symphony Concert, Broward Center for the Performing Arts
 July 19-21: Florida Marlins vs. San Diego Padres, Sun Life Stadium
 July 19-24: Mamma Mia, Broadway, Broward Center for the Performing Arts
 July 20-31: Cirque du Soleil Alegria, BankAtlantic Center
 July 20: Summerfest 2011, Broward Center for the Performing Arts
 July 22-23: Zo's Summer Groove Comedy Show, Hard Rock Live
 July 22-24: Florida Marlins vs. New York Mets, Sun Life Stadium
 July 22-23: National Black Women's Health & Beauty Conference, Westin Diplomat Resort & Spa
 July 23: Next Step Dance Theater presents Evolution, Broward Center for the Performing Arts
 July 27: ABBA, Hard Rock Live
 July 29-30: Hello Dolly! Broward Center for the Performing Arts
 July 30: Fort Lauderdale Strikers vs. FC Edmonton, Fort Lauderdale Stadium

All best wishes,



Nicki E. Grossman
 President

greater
FORT LAUDERDALE
 CONVENTION & VISITORS BUREAU
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