



## SEPTEMBER NUMBERS

Growth in hotel occupancy continues (for the past 58 months) with the highest September occupancy rate on record.

GREATER FORT LAUDERDALE AVERAGE HOTEL OCCUPANCY		
September 2014	September 2013	% Change
64.5%	59.6%	+8.2%
GREATER FORT LAUDERDALE AVERAGE HOTEL DAILY RATE		
September 2014	September 2013	% Change
\$96.27	\$92.38	+4.2%



### NOMINATE & SAVE THE DATE: SUNSational Service Courtesy Awards, Dec 11

We need your nominations for the 2014 SUNSational Service Courtesy Awards! We will recognize the front line hospitality employees who go above and beyond at a special holiday luncheon, Thurs, Dec 11 at the Broward County Convention Center. As we strive to provide SUNSational Service to Greater Fort Lauderdale visitors, we invite you to submit a nomination to recognize the most helpful, courteous hospitality industry employees - valet, lifeguard, bellman, housekeeper, taxi driver, server, baggage handler, reservationist, etc. [Click here](#) to nominate. **Remember to submit nominations by Wednesday, November 12.** Contact

Kim [kcanter@broward.org](mailto:kcanter@broward.org) with any questions.

### GREATER FORT LAUDERDALE ROCKED NEW YORK'S TIMES SQUARE DURING CBGB MUSIC & FILM FESTIVAL

It was a sunny time in Times Square last month as the warmth, surf and sand of Greater Fort Lauderdale's beach-themed party rocked the CBGB Music Festival & Film Festival as its first ever destination partner. In conjunction with the announcement that a spin-off CBGB Music Festival is headed to Broward County in 2015, the Greater Fort Lauderdale Convention & Visitors Bureau turned a city block into a beach rock party that included the iconic Beachmobile, with models decked out in rock n' roll and punk rock garb, "Hello Sunny" 3D sidewalk art, a "Sun Jump" human Velcro Sticky Wall, and the chance to win a trip to Greater Fort Lauderdale for the CBGB Music Festival in 2015. Attendees received custom collector T-Shirts and free official festival transportation provided by Hello Sunny branded pedicabs. To promote Broward County's production-friendly offerings and the area's Underground Lauderdale experiences to film makers, the Greater Fort Lauderdale Convention & Visitors Bureau's Office of Film, Music & Entertainment also hosted a VIP event during CBGB, and premiered its "Duende" video - a reel to showcase the vibe, energy and mystery of what will transpire during the centennial celebrations for Broward County in October 2015. The musical term "Duende" loosely means having soul, a heightened state of emotion, expression and authenticity. [Click here](#) for images from the event.



### DINE OUT LAUDERDALE

One more week remains to experience the culinary greatness in Greater "Fork" Lauderdale during Dine Out Lauderdale. Special \$35 three-course dinner menus at 35+ top Broward restaurants through Nov 6. Visit <http://sunny.org/dineout> for participating restaurants and their Dine Out menus.

### NOVEMBER GROUP SALES & SERVICES UPDATE

Groups meeting in November will generate more than \$47 million to Broward County. Groups include:

- Nov 1-6: Building Business Capability 2014 (500 attendees)
- Nov 3-7: Global United Fellowship Retreat (500 attendees)
- Nov 4-9: 2014 Cruise World (310 attendees)
- Nov 5-12: International Esthetics, Cosmetics, and Spa Conference 2014 (300 attendees)
- Nov 5-13: Property Tax Symposium (325 attendees)
- Nov 9-13: Team National Pre-cruise 2014 (1200 attendees)
- Nov 10-17: Academy of Psychosomatic Medicine 2014 Annual Meeting (550 attendees)
- Nov 11-21: National Industrial Transportation League 2014 Annual Convention (2000 attendees)
- Nov 26-Dec 1: Gay Days Fort Lauderdale (1500 attendees)
- Nov 30-Dec 5: Carlisle Sales Meeting (250 attendees)
- Nov 30-Dec 6: Visit Florida Annual Marketing Retreat / Florida Encounter (205 attendees)

### MULTICULTURAL BUSINESS DEVELOPMENT

Greater Fort Lauderdale welcomes the [National Black Public Relations Society 2014 Conference and Career Fair](#) November 6-9 at the Sonesta Fort Lauderdale. Themed PowerPR: Equip! Adapt! Conquer!, the nation's largest gathering of communications professionals of color will convene in Fort Lauderdale for three informative days of networking, inspirational keynote speakers, best in class workshops on social media, PR and branding strategy, storytelling, crisis communication, technology, entrepreneurship and other industry relevant topics. To register for the conference, go to <http://nbpr.org>. On Sunday, November 2, Broward County hosted an introductory reception to welcome the Airport Minority Advisory Council (AMAC) in advance of the 2015 Airport Business Diversity Conference in Fort Lauderdale. Find more info [here](#).

### TOURISM SALES

In October, Fernando Harb conducted a China Sales Mission visiting Beijing and Shanghai with Sawgrass Mills, which hosts an average of four groups from China per month. According to a recently commissioned VisaVue report, there are 18,000 Chinese visitors to Broward County. Fernando, along with Erick Gamica, represented the CVB at FIT in Buenos Aires, Argentina. FIT/Feria Internacional de Turismo brings together tourism professionals in Latin America in order to establish business contacts with customers and prospects, identify and attract new distributors, develop new markets, and learn new industry trends. Up next: World Travel Market in London, Nov 3-6, with key UK trade and media appointments. Kicking off WTM is the annual GFLCVB luncheon event, that took place on Halloween with a costume party.



Erick Gamica hosted a group of travel executives from Norway, as well as travel agents from Argentina. To celebrate Tame's new service and inaugural flight from Quito, Ecuador-Mariscal Sucre International Airport to Fort Lauderdale-Hollywood International Airport, Erick organized and co-hosted along with airline, airport and tourism officials a breakfast at Hyatt Regency Pier 66, with participation from Broward Mayor Barbara Sharief, Ecuador's U.S. ambassador, Nataly Celi and Minister of Transportation Paola Carvajal and Tame's general manager, Fernando Guerrero. Tame is operating the new once-daily route with Airbus A320 planes that seat 128 passengers in economy class and 12 in business. Erick also did sales calls with tour operators with Copa Airlines in Santiago, Chile last week. Caitlan Etchevers hosted a FAM with representatives from Nascimento Turismo & TAM which included top Brazilian sales executives. She also coordinated the VISIT FLORIDA United Airlines FAM. Caitlan attended the JetBlue reception at the Broward Center for the Performing Arts to celebrate the launch of their latest nonstop flights to FLL - Jacksonville (JAX), Las Vegas (LAS), Pittsburgh (PIT) and Cartagena, Colombia (CTG), and participated in the inaugural reception in Cartagena. Justin Flippen joined Carlos Molinet, along with representatives from the Community Foundation of Broward, the Cultural Division and Office of Public Communication for the official proclamation presentation by the Broward County Commission of the commencement of Broward100. Justin also participated in the official kick off of Broward 100 at the Block Party event held in downtown Fort Lauderdale. Broward College, in collaboration with FAU, revealed its Inside Out Broward installation which featured a large-scale black-and-white collage of student headshots. [Click here](#) to see the video. For more information on Broward100 and a full listing of sanctioned events, visit [www.Broward100.org](http://www.Broward100.org).



**LGBT MARKET**

Richard Gray and Jessica Savage hosted an international LGBT press trip in mid-October, with positive feedback from Jean-Paul Zapata of Gay Star News/UK: "I loved that we got free time, but also had a schedule with plenty to do. The AIDS Museum and Stonewall archives were SO impressive. You guys really did your research to make sure we went to venues of LGBT interest." Richard Gray will be attending World Travel Market at the Out Now Business Class LGBT Village, Oct 31-Nov 7. He will also attend Visit Florida's LGBT media reception in New York City, Nov 11-13. And Gay Days Fort Lauderdale begins November 25 - December 1, with the W Fort Lauderdale as the host hotel.

**SPORTS LAUDERDALE**

Sports Development welcomes more than 25,000 athletes, coaches, and families, attending events such as: the Collegiate Soccer Invite in Plantation, the Thanksgiving Hockey Tournament at the ICEDEN in Coral Springs, The Hurricane Showdown at Mills Pond Park, and the SE Circuit Rodeo Finals at Bergeron Rodeo Grounds in Davie.

**SPORTS HALL OF FAME**

Congratulations to the Class of 2014 who were inducted into the Broward County Sports Hall of Fame this past week. Inductees include: Howard Davis, Jr., Boxing; Jay Fitzgerald, Swimming; Ryan Hunter-Reay, Car Racing; William Reeves, Sports Officiating; Sanya Richards-Ross, Track and Field; and Dwight Stephenson, Football. [Click here to read bios.](#)

**OFFICE OF FILM, MUSIC & ENTERTAINMENT**

Noelle Stevenson, Film, Music & Entertainment Commissioner, helped kick off the **Fort Lauderdale Gay & Lesbian Film Festival** on October 10, with events through October 19, including the **€œFilm & Cocktails in the Courtyard€œ** event at the Museum of Art | Fort Lauderdale. **Film Permits were issued for the following productions in October 2014: TV Series:** Every Witch Way – Season 3; The Great Christmas Light Fight; Mission Makeover; Take Paws; Wake Up Call. **TV Commercials:** Hello Sunny Millennial Campaign; BI. **Still Photography:** Canadian Mist & Collinswood; House of Fraser; BP Inspiration; Cato Fashions; Hawker 400; Hippie Test Shoot; Next Directory; Peroni Vita al Mare; Honda Jet; Sen Collection; Venus Fashion. **Telenovelas:** Duenos del Paraiso; Ruta 35; Tierra de Reyes; Volte Pa Que Te Enamores. **Documentaries:** Lost Generation; World's Angriest: Caught on Camera. **PSA:** Jambu Commercial; AARP. **Feature Films:** American Lions; Base. **Other:** Broward County Public Defenders; Auday Tohopka. **Web:** KidVision VPK; NAI FLL Airport.

**NEW SERVICE AT FLL**

New nonstop service recently launched and coming soon include: JetBlue service from Pittsburgh, Las Vegas, Jacksonville, and Cartagena, Colombia in October; Southwest service from Dallas Love Field in November; Spirit service from Houston in September and Cleveland in February 2015; Frontier from Washington Dulles in September, Cincinnati in October, and St Louis in January 2014; Allegiant service Cincinnati in October; and Virgin America seasonal service from New York (JFK) in December. And check out the new and responsive design for the FLL's official website: <http://FLL.net>. The home page now features an updated look and feel, with streamlined content and enhanced functionality for any mobile device.

**PORT NEWS**

Port Everglades has released a new video to illustrate its 20-year roadmap for future growth, including approximately \$1.6 billion in capital investments to improve productivity for cargo, cruise and petroleum businesses that operate at the South Florida seaport. [Click here](#) to view the video. Already among the three busiest cruise ports in the world, Port Everglades is also one of the nation's leading container ports and South Florida's main seaport for receiving petroleum products including gasoline, jet fuel and alternative fuels. The total value of economic activity at Port Everglades in FY2013 was approximately \$26 billion. More than 202,000 Florida jobs are impacted by the Port, including 11,433 people who work for companies that provide direct services to Port

Everglades. A new princess arrives at Port Everglades. **The Regal Princess** is the newest ship in Princess Cruise's fleet. The 1,083-foot-long ship can accommodate more than 3,500 guests on Eastern & Western Caribbean cruises. **Resort World Bimini** launched shuttle service from Port Everglades last month and is now offering free Bimini day cruises through November 30, not including port charges and taxes. The daily cruise ship is now sailing year-round from Port Everglades to Bimini every Tuesday and Wednesday. [Click here](#) to find more info and to book your cruise.

**HOTEL / ATTRACTIONS NEWS**

The Westin Diplomat Resort & Spa is officially the **Diplomat Resort & Spa Hollywood, a Curio Collection by Hilton**. The **Fort Lauderdale Marriott Harbor Beach Resort & Spa** completed their \$7 million renovation of meeting space. Phase one of **Pier 66 Marina's** \$20 million project is complete and features more than half a mile of new parallel dockage, upgrades to the 127-slip, deep-water marina, and a new Marinetek floating dock system with more than 3,600 linear feet of parallel dockage and fixed docks. The new marina layout will accommodate 16 super yachts up to 150 feet, up from six prior to the redesign and has the deep-water capacity to accept yachts in excess of 300 feet. And congrats to The Diplomat Resort & Spa Hollywood, Curio Collection by Hilton, Fort Lauderdale Marriott Harbor Beach Resort & Spa, and The Westin Beach Resort & Spa, Fort Lauderdale for making the Cvent's Top 100 Most Popular Meeting Resorts in North America and the Caribbean. [Click here](#) to see the full list.

**GOOD EATS**

The new **Marti's New River Bistro** at the Broward Center for the Performing Arts offers modern American cuisine with indoor and outdoor seating, and spectacular views. Marti's offers a prix fixe dinner menu starting 2.5 hours before curtain for evening performances and is open after performances for drinks, desserts and coffee. Guests who are not attending the theater can enjoy Marti's on show nights for the prix fixe dinner menu or dine after 8pm and enjoy an à la carte dinner menu. When there is no show in the theater, the à la carte menu is available on Friday and Saturday evenings starting at 5:30pm and brunch on Saturday and Sunday from 10am to 2pm. **Council Oak Steaks & Seafood** at the Seminole Hard Rock Hotel & Casino has extended its fine dining experience to offer lunch on Fridays from noon–3pm, with most dishes priced in the \$12-\$26 range. Check out the newly renovated **Pelican Landing** at the Pier 66 Marina. [Click here](#) for the new menu. **Hoffman's Chocolates** is now open on Las Olas. And congrats to La Tasha McCutchen from **3030 Ocean** who is still a finalist on Hell's Kitchen.

**BRAZILIAN FEST POMPANO BEACH**

Brazil's love, passion, rhythm, and excitement comes together Sat, Nov 22 at the Pompano Beach Community Park. Enjoy Brazil's art, culture, music and cuisine with 2 stages, kid's zone, 100 vendors/exhibitors, food and beverage, Brazilian local bands, attractions and dancers. Free admission. Find more info here: <http://www.brazilianfestpompano.com>.

**ALL ABOARD FLORIDA BEGINS CONSTRUCTION ON FORT LAUDERDALE STATION**

Construction on the nearly 60,000 square foot station and platform began last week. This represents the first groundbreaking for one of its three South Florida stations along the Miami-to-Orlando corridor. The Fort Lauderdale station will be located on 4.8 acres of land adjacent to the Florida East Coast Railway (FEC) corridor on NW 2nd Avenue, between Broward Boulevard and NW 4th Street. Located at the northern end of downtown Fort Lauderdale, the station will stimulate a currently underutilized area, driving new visitors into downtown and the surrounding cultural, economic and shopping destinations. Providing a new gateway into the city and all of Broward County, the Fort Lauderdale station includes a modern, multi-story lobby spanning an elevated passenger lounge area for travelers and parking facilities. The station was chosen as it provides convenient connections to the Sun Trolley, Broward County Transit system, future Wave Streetcar and the planned Tri-Rail station. [Click here](#) to see updated renderings of the station.

**INDUSTRY EVENT: TRAVEL, TOURISM & TRADE EXPO**

Unique Creations by Liz presents the annual Expressions Travel, Tourism & Trade Expo on November 16 from 2-7pm at the Sheraton Suites Plantation. Activities include business and consumer expo, networking, live entertainment, kids zone and pre-holiday bazaar. [Click here](#) for details.

**HSMIA SOUTH FLORIDA HONORS HOSPITALITY'S BEST**

On December 2, Will Secombe, President and CEO of Visit Florida, will be named Hospitality Legend of the Year during HSMIA South Florida's annual Hospitality Awards Gala and Silent Auction. Other awards include General Manager of the Year, Sales & Marketing and Revenue Management. Proceeds benefit HSMIA South Florida Dr. Peter Ricci scholarship for future hospitality leaders. Festivities begin at 6pm at the Seminole Hard Rock. Early bird pricing ends Nov 10. For more info, visit [www.hsmiasouthflorida.org](http://www.hsmiasouthflorida.org).

**HAPPENINGS AROUND TOWN**

Nov 3: Susan Boyle, Broward Center for the Performing Arts  
 Nov 3: The Taste of the Island, Richardson Historic Park & Preserve, Wilton Manors  
 Nov 3: Trans Awareness Month: Movie Screening of "Mr. Angel" ArtServe, Inc.  
 Nov 5: Diavolo: Architecture in Motion, Broward Center for the Performing Arts  
 Nov 5-Dec 16: INTERSTELLAR: AN IMAX €œ EXPERIENCE, Museum of Discovery & Science  
 Nov 5: Natalie Cole, Hard Rock Live  
 Nov 6: Bonnet House Museum & Gardens - Singer/Songwriter Program  
 Nov 6: JETS First Thursday | Full Moon + Glow Yoga Bash, Museum of Art | Fort Lauderdale  
 Nov 6: Trans Opening Art Reception, Pride Center at Equality Park  
 Nov 7: A Conversation with Zane, Miramar Cultural Center  
 Nov 7-8: American Indian Arts Celebration, Ah-Tah-Thi-Ki Museum  
 Nov 7-8: BALLET FOR YOUNG AUDIENCES, Bailey Concert Hall and Fine Arts Theatre  
 Nov 7: Cutback Surfband CD Release Party at the Mai-Kai

Nov 7-23: Fort Lauderdale International Film Festival, Cinema Paradiso  
 Nov 8: Florida Panthers vs. Calgary Flames, BB&T Center  
 Nov 8: Gridiron Grill-Off, Pompano Beach Amphitheater  
 Nov 8: Hillsboro Lighthouse Tour: Veterans Day, Hillsboro Inlet Park  
 Nov 8: Nami Walks, Tradewinds Park  
 Nov 8: Sea Turtle Oversight Protection Concert & Silent Auction, Hugh Taylor Birch State Park  
 Nov 8: Steps for SOS 5K Run/Walk, Tradewinds Park  
 Nov 8: The Mercedes-Benz Fort Lauderdale 21st Century MODS Gala, Museum of Discovery & Science  
 Nov 8: The Molly Ringwalds, Revolution Live  
 Nov 8: Warren Miller's No Turning Back, Broward Center for the Performing Arts  
 Nov 9: 13.1 Half Marathon, Fort Lauderdale  
 Nov 9: 5th Annual Harvest Drive Community Fun Day & Collection, Weston  
 Nov 9: Heart, Hard Rock Live  
 Nov 9-16: Interstellar Special Events, Museum of Discovery & Science  
 Nov 10: Bonnet House Alliance Roaring Twenties Soiree  
 Nov 11: Art Inspired Song, Museum of Art | Fort Lauderdale  
 Nov 11: Florida Panthers vs. San Jose Sharks, BB&T Center  
 Nov 11: Veteran's Day Ceremony, Tamarac  
 Nov 12: Bill Allred Classic Jazz Band, Broward Center for the Performing Arts  
 Nov 13-Jan 10: Light Up Lauderdale, Downtown Fort Lauderdale  
 Nov 14: Amy Schumer, Hard Rock Live  
 Nov 14: Florida Panthers vs. New York Islanders, BB&T Center  
 Nov 14: Robin Trower, Parker Playhouse  
 Nov 15-Apr 18: Art Walk on Wilton Drive  
 Nov 15: Florida Bookstore Day, Bluewater Books & Charts, Fort Lauderdale  
 Nov 15: Holiday Fantasy of Lights 5K Run and Walk, Tradewinds Park  
 Nov 15: James Taylor, BB&T Center  
 Nov 15: Opening Art Exhibition, Artblend Gallery  
 Nov 15-16: Opening Festival at Coconuts Flea Market, Margate  
 Nov 15: Patti LaBelle, Broward Center for the Performing Arts  
 Nov 15: Phillip Phillips, Hard Rock Live  
 Nov 15-16: Repticon Ft. Lauderdale Reptile & Exotic Animal Show, War Memorial Auditorium  
 Nov 16: Holiday Fantasy of Lights Family Bike Night, Tradewinds Park  
 Nov 16: Travel, Tourism & Trade Expo, Sheraton Suites Plantation  
 Nov 18: Friends of MODS Presents: Starry Night at the Museum, Museum of Discovery & Science  
 Nov 19-30: Phantom of the Opera, Broward Center for the Performing Arts  
 Nov 20-23: Evil Dead - The Musical, Parker Playhouse  
 Nov 20: TDOR (Transgender Day of Remembrance), Pride Center at Equality Park  
 Nov 21: Dave Mason's Traffic Jam, Broward Center for the Performing Arts  
 Nov 21-Jan 3: Holiday Fantasy of Lights Drive Through, Tradewinds Park  
 Nov 21-23: Marvel Universe Live, BB&T Center  
 Nov 22: Terry Fator, Hard Rock Live  
 Nov 22: Third Brazilian Festival of Pompano, Pompano Beach Community Park  
 Nov 24: Florida Panthers vs. Minnesota Wild, BB&T Center  
 Nov 25-Dec 1: Gay Days Fort Lauderdale  
 Nov 26: Florida Panthers vs. Carolina Hurricanes, BB&T Center  
 Nov 27: 34th Annual Tamarac Turkey Trot 5K Run, Tamarac  
 Nov 28: Florida Panthers vs. Ottawa Senators, BB&T Center  
 Nov 28-30: Turtle Race Weekend, Museum of Discovery & Science  
 Nov 29-Dec 20: Forest of Angels, Coconut Creek  
 Nov 29: Mystical Arts of Tibet, Broward Center for the Performing Arts

Best wishes,



Nicki E. Grossman  
President

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**FORT LAUDERDALE**  
 CONVENTION & VISITORS BUREAU  
 sunny.org