



# greater FORT LAUDERDALE

## CVBuzz

February 2015

### HAPPY GROUNDHOG'S DAY

It's official, the groundhog saw his shadow this morning....6 more weeks of winter!

### YEAR-END STATS

Growth in hotel occupancy continues (for the past 61 months) with the highest December occupancy rate and hotel daily rate in history! Year-to-date 2014 hotel occupancy is up 4.3% over 2013 and ADR is up 6.3% over 2013.

GREATER FORT LAUDERDALE AVERAGE HOTEL OCCUPANCY	
December 2014	December 2013
78.8%	76.6%
GREATER FORT LAUDERDALE AVERAGE HOTEL DAILY RATE	
December 2014	December 2013
\$134.13	\$125.13

### FINALLY, WE ALL DO: GREATER FORT LAUDERDALE CELEBRATES MARRIAGE EQUALITY WITH A HISTORIC WEDDING WITH PRIDE

To mark the landmark announcement of marriage equality in Florida, the Greater Fort Lauderdale Convention & Visitors Bureau is launching a "Love is Love" initiative to marry both LGBT and straight couples from across the nation in an historic collective wedding ceremony this Thursday, February 5. Couples (in and out of state) were invited to say "I Do" during a sunrise beach ceremony on Fort Lauderdale beach in front of the W Fort Lauderdale. If you would like to send warm wishes, sign the guestbook here: <http://sunny.org/loveislove>.



### WINTER ACTIVATIONS IN BOSTON AND CHICAGO

Our team is preparing to hit the streets in Chicago and Boston next week, bringing some warmth to commuters who will be virtually whisked away to the golden sand beaches of Greater Fort Lauderdale throughout February 2015 in an innovative, first-of-its-kind interactive campaign. Via live satellite streaming, commuters in parkas braving winter's bite in each city can communicate in real time with relaxed and sun-kissed Greater Fort Lauderdale beachgoers. Throughout the day, bikini-clad models and street team ambassadors will give out free "Hello Sunny" sunglasses and ice scrapers to commuters in each city who tweet #hellosunny and a few lucky commuters will win a free trip to Greater Fort Lauderdale, including airfare, and a three-night stay at a Greater Fort Lauderdale resort.

### 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 and our Facebook and Twitter pages as well. Submit your offers under your partner login at <http://sunny.org/partnerlogin>. If you do not know your partner login, contact Kim at [kcanter@broward.org](mailto:kcanter@broward.org). When creating coupons for your special offers, be sure to select the appropriate Valentine coupon category. If you have any questions, please contact Justin Flippen [jflippen@broward.org](mailto:jflippen@broward.org).

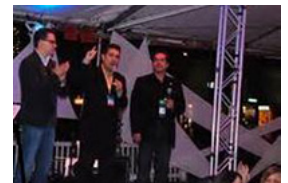
### FEBRUARY GROUP SALES & SERVICES UPDATE

Groups meeting in February will generate more than \$38 million to Broward County. Groups include:

- Feb 2-9: PRI-MED South 2015 (4000 attendees)
- Feb 4-5: CarMax Big Gig 2015 (800 attendees)
- Feb 4-10: 2015 Biosense Webster Nat'l Training Meeting (600 attendees)
- Feb 5-9: Rugged Convergence (600 attendees)
- Feb 12-15: Shock Pop Comic Convention (7500 attendees)
- Feb 12-17: Florida Sunshine Cup (2000 attendees)
- Feb 15-27: BO Capital Markets 2015 Global Metals & Mining Conference (1000 attendees)
- Feb 17-23: Florida Osteopathic Medical Association 2015 Annual (800 attendees)
- Feb 23-25: Partners in Parkinson's Florida (1000 attendees)
- Feb 24-Mar 1: 2015 First Robotics – SE Florida Regional (600 attendees)
- Feb 26-Mar 8: 2015 Workforce Development Conference (800 attendees)

### TOURISM SALES

In January, Fernando Harb, Erick Garnica and Caitlan Etchevers welcomed delegates at the Broward County Convention Center for Florida Huddle. The 668 delegates represented 395 travel companies from around the world. There were a total of 224 buyers who participated in one-on-one appointments with tourism suppliers, an increase of 10% from last year. Delegates came to Greater Fort Lauderdale from the United States, United Kingdom, Germany, Canada, India, China, France, Spain, the Bahamas, Brazil, Honduras, Ireland, Italy, Mexico, The Netherlands, Switzerland, and the United Arab Emirates. Fernando, Erick, and Caitlan represented the Tourism Sales team at the opening reception at the Hyatt Pier 66 in addition to the Florida Tourism Forum Press Conference. Justin Flippen and Raquel Flores joined members of the CVB welcoming Florida Huddle guests to host hotels.



Fernando conducted a Visit Florida India FAM of the destination to visiting travel professionals last month. He also conducted a presentation for SKAL, an international association of travel professionals, which included an update on the state of the tourism industry in Broward County. Erick Garnica participated in a tourism update presentation and panel discussion with the local HSMIA South Florida Chapter. Caitlan attended the Cruise Planners trade show at the Broward County Convention Center and joined Fernando at the New York Times Show where Fernando also participated in a medical tourism panel discussion. The New York Times Travel Show features nearly 500 exhibitors representing more than 150 countries and focuses on travel destinations, packages and special offers, as well as tour operators, and cruise lines. Fernando, Erick and Caitlan also attended the Port Everglades Terminal 4 grand reopening after the terminal underwent a \$24 million renovation that included covered ground transportation areas for passenger pick-up and drop-off and 172 additional parking spaces. Justin continues to represent the CVB on Broward 100, the year-long centennial celebration of Broward County's art of community. For more information on Broward100 and a full listing of sanctioned events, including the grand finale event - Duende, visit [www.Broward100.org](http://www.Broward100.org).

### SNAPSHOT FROM THE UK OFFICE

The GFLCVB UK team had a busy start to 2015 with trips scheduled for Greater Fort Lauderdale and Oslo as they took part in Florida Huddle and the Reiselivsmessen consumer show on behalf of Florida Beaches. Back in the office, GFLCVB UK continues to liaise with tour operators, including America As You Like It, Barrhead Travel and Funway on their 2015 campaigns with activity featuring in leading national publications including the Times and The Sun. The GFLCVB UK PR team has been busy co-ordinating the last minute broadcast opportunity with Good Morning Britain and The Lorraine Show, two of the UK's most-watched breakfast television shows. The crew were also in Greater Fort Lauderdale shooting for the February competition entry.

## PORT EVERGLADES



Port Everglades completely remodeled its sixth cruise terminal in five years with \$24 million worth of renovations and upgrades designed for greater efficiency and guest convenience. Cruise Terminal 4 officially opened last month with a ribbon-cutting ceremony that also celebrated Broward 100, the County's centennial year and commitment to the arts. The ceremony was attended by travel agents, elected officials and cruise line executives who toured the modernized cruise terminal and were entertained by grant recipients from Broward's Cultural Division. Port Everglades is also expanding its environmental efforts by signing on as a participant with Green Marine, the largest voluntary environmental program for the maritime industry in North America.

## LGBT MARKET

SunServe is offering LGBTQ Cultural Proficiency trainings to businesses in the Fort Lauderdale area, helping businesses increase revenue/consumer support, giving everyone the tools to be able to provide exceptional service to the LGBTQ community. Businesses in the Greater Fort Lauderdale area serve one of the largest LGBTQ communities in the US. Become a SunServe Business Partner. Space is limited. The cost of the training is \$49. Training dates: February 24, March 24, April 28, May 26, June 23, July 28, August 25, September 22, October 27, November 24, December 15, Contact: Aspen Hawke, Business Development Specialist, 954-764-5150 x182, [Ahawke@sunserve.org](mailto:Ahawke@sunserve.org).

## SPORTS LAUDERDALE

Sports Development welcomes more than 25,000 athletes, coaches, and families to Greater Fort Lauderdale in February, attending events such as: the A1A Marathon and Half Marathon and Expo in Fort Lauderdale, the International Water Polo Tournament in Coral Springs, GLTA Clay Court Classic Tennis Tournament in Fort Lauderdale, and the Weston Cup Soccer Tournament.

## OFFICE OF FILM, MUSIC & ENTERTAINMENT

Noelle Stevenson attended the Gotham Awards in NYC last month. Telemundo has started permitting for a new Telenovela in Broward County titled "JARDINERO" in which they will be using the Broward Stockade full time for a month and a half. Upcoming music festivals include: Tortuga: April 11-12; Driven Music Conference: June 11-14; and Lauderdale Live: June 19 -21. Forthelove Music Festival takes place at C & I Studios in F.A.T. Village Feb 7 starting at noon. See musical legends Copeland play along with their friends -kids-, Civilian, Jacob Jeffries Band, Corey James Bost, Hoyle, fauna halø, Forlorn Strangers, Phil Barnes, Rivers, Michael McArthur, Valise, Kyle Cox, and others. Ticket info here: <http://forthelovemusicfestival.eventbrite.com/>

**Film Permits were issued for the following productions in January 2015: TV Series:** The Ultimate Fighter 21; Ballers; Broward County Public Defenders; Chopped – Food Network; Miami Rehab; Mission Makeover; World Poker Tour. **TV Commercials:** AutoNation; Beach Ball; Burlington; Dick's Sporting Goods; DirectTV; Gym Form Copper Wear; New York Grilled Cheese Company; NSU Museum of Art; nTelos Wireless; SNHU; Toyota. **Still Photography:** Beach Dance; Belk; Citation X Aircraft; Haband; Novaxanthin; Soothing Scents; The Children's Group; Vogue Spain. **Telenovelas:** Duenos del Paraiso; Jardinero; Tierra de Reyes. **TV Movies:** Good Morning Britain & Lorraine. **Web:** KIKO; Overcomers. **Other:** Miramar 60 Years and Beyond.



## MULTICULTURAL BUSINESS DEVELOPMENT

Albert Tucker has been working with the American Tennis Association (ATA), the Historically Black Colleges and Universities (HBCU's), the Alpha Kappa Alpha Sorority (AKA's), the Kappa Alpha Psi Fraternity (Kappa's) and the United States Tennis Association (USTA) to establish a permanent home and Black Tennis Hall of Fame for the ATA/ATEF in Greater Fort Lauderdale. You can watch the 30 minute documentary on the history of the ATA, the importance of the HBCU's, and why Greater Fort Lauderdale is engaged in this historic process on The Tennis Channel and Inside College Tennis featuring the ATA on Sat, Feb 7 at 7pm. Greater Fort Lauderdale also welcomes:

Feb 7-15: Jewish Federations of North America (300 attendees)  
Feb 18-24: Native American Heritage Association (2000 attendees)  
Feb 19-22: Liberate Conference 2015 (800 attendees)  
Feb 23-28: 2015 Leaders Meeting/Willow Creek (200 attendees)  
Feb 26-Mar 6: 2015-BE Women of Power Summit (700 attendees)

## PARTNER NEWS

Mission Makeover®, an award-winning health and wellness series, welcomes the **Bonaventure Resort & Spa** to Season 4 of the show as the premier host site for the series' fitness and wellness episodes. The premiere of Mission Makeover will air on Mon, Feb 9 at 7:30am on Lifetime. The **NSU Museum of Art Fort Lauderdale** welcomes paintings by Frida Kahlo (1907–1954) and Diego Rivera (1886–1957), two of the most celebrated artists of the early 20th century. The paintings will be on view in a group exhibition of 75 works from February 26 through May 31. For more information visit <http://moafl.org>.

## PACE YOURSELF: GREATER FORT LAUDERDALE WELCOMES A1A MARATHON

The Publix Fort Lauderdale A1A Marathon & Half Marathon invites you to participate in the 9th annual running of the event on Feb 15. Anyone interested can register at [www.A1AMarathon.com](http://www.A1AMarathon.com).

## HAPPENINGS AROUND TOWN

Feb 4: Alton Brown Live! The Edible Inevitable Tour, Coral Springs Center for the Arts  
Feb 4: Less Than Jake and Reel Big Fish with Authority Zero, Revolution Live  
Feb 5: Florida Panthers vs. Los Angeles Kings, BB&T Center  
Feb 6-8: 44th Annual Seminole Tribal Fair, Seminole Paradise  
Feb 6: February First Fridays Street Festival, America's Backyard  
Feb 6-8: Hear the Dance, Broward Center for the Performing Arts  
Feb 6-28: Seventh Son: An IMAX® 3D EXPERIENCE, Museum of Discovery & Science  
Feb 7: 5KRunDead, Snyder Park  
Feb 7: Black History Celebration, Miramar City Hall  
Feb 7: Bob Seger & The Silver Bullet Band, BB&T Center  
Feb 7-Mar 15: Florida Renaissance Festival, Quiet Waters Park  
Feb 7: For the Love of Music Festival, C&I Studios  
Feb 7: Hillsboro Lighthouse Tour  
Feb 7: Walk for Wishes, Markham Park  
Feb 8: Florida Panthers vs. Nashville Predators, BB&T Center  
Feb 8: Say It With Music, Susan B Katz Performing Arts Theater  
Feb 9: Boston Pops Esplanade Orchestra, Broward Center for the Performing Arts  
Feb 10: Florida Panthers vs. Anaheim Ducks, BB&T Center  
Feb 10-Mar 10: Get Fit Pompano, Pompano Citi Centre  
Feb 12: Aaron Neville, Parker Playhouse  
Feb 12-15: Andrea Bocelli, Hard Rock Live  
Feb 12: Chris Brown, BB&T Center  
Feb 12, 14: Florida Grand Opera presents Cosi fan tutte, Broward Center for the Performing Arts  
Feb 13: Arturo Sandoval & the South Florida Jazz Orchestra, Broward Center for the Performing Arts  
Feb 13: SHOCK POP COMICCON, Broward County Convention Center  
Feb 13: Silverstein with Hands Like Houses, Major League, My Iron Lung, Revolution Live  
Feb 14: Cheyenne Jackson, Parker Playhouse  
Feb 14-15: Riverwalk Blues and Music Festival, Esplanade Park  
Feb 14-16: Whale of a Good Time, Museum of Discovery & Science  
Feb 14: Yonder Mountain String Band with Horse Feathers, Revolution Live  
Feb 15: A1A Marathon, Fort Lauderdale  
Feb 15: Dancing Pros Live, Broward Center for the Performing Arts  
Feb 15: Florida Panthers vs. St. Louis Blues, BB&T Center  
Feb 15: Gordon Lightfoot, Parker Playhouse  
Feb 17: Dennis DeYoung & The Music of STYX with Rock Symphony, Broward Center for the Performing Arts  
Feb 18: Alice Cooper, Hard Rock Live  
Feb 19-22: Alvin Ailey - American Dance Theater, Broward Center for the Performing Arts  
Feb 19: Diana Ross, Hard Rock Live

Feb 20: Paul Reiser, Coral Springs Center for the Arts  
Feb 21-22: Blue Wild Ocean Adventure and Marine Art Expo, Broward County Convention Center  
Feb 21: The Fab Faux 2015 - Greatest Beatles Tribute Band, Parker Playhouse  
Feb 24: Maroon 5 with Magic! and Rozzi Crane, BB&T Center  
Feb 24-Mar 8: Motown, Broward Center for the Performing Arts  
Feb 26: An Evening with Jason Alexander and His Hair, Coral Springs Center for the Arts  
Feb 26: Florida Panthers vs. Chicago Blackhawks, BB&T Center  
Feb 27-28: Jerry Seinfeld, Hard Rock Live  
Feb 28: Florida Panthers vs. Buffalo Sabres, BB&T Center  
Feb 28-Mar 1: Pride Fort Lauderdale 2014, War Memorial Auditorium

**GFLCVB TEAM IN ACTION**

Make sure to check out our team in action at various events and functions around the world. [Click here to see.](#)

Best wishes,



Nicki E. Grossman  
President

greater  
FORT LAUDERDALE  
CONVENTION & VISITORS BUREAU  
sunny.org