



### Get in The Big Game

Want the scoop on what's going on for the Big Game in South Florida? Find major Broward events and The Essential Guide for Super Bowl <http://sunny.org/superbowl>. And fan us on <http://facebook.com/VisitLauderdale> and <http://twitter.com/visitlauderdale> for ongoing highlights on upcoming events, deals and news.



### Happy Groundhog Day

A new Groundhog Day email campaign is set to broadcast to 600,000 including Sherman's Travel and through Here media. Punxsutawney Phil is so over the gray days of winter. He wants colorful. He wants sizzling. He wants to slip into something sunny...and sip on something yummy. [Watch Phil](#) enjoy a warm and gay-friendly getaway amid the Blue Wave beaches, relaxing waterways and exotic Everglades in Greater Fort Lauderdale. Then enter to win one of 12 FREE Beach Chic Starter Kits (beach towel and flip flops) and get a tasty recipe for a chestnut martini.



### Update on Social Media

The *iVisitLauderdale* iPhone app has had more than 3,000 free downloads. Visitors are enhancing their stay by downloading to search deals, explore restaurants and activities. Download the app now and make sure to check your free listing. Along with our iPhone app, we have more than 14,000 fans on Facebook and 3,000 followers on Twitter.

### Sunny in the City: NYC Media Blitz

Greater Fort Lauderdale's "Sunny in the City" tour created a buzz in January attracting winter-weary New Yorkers to stop and take a look at our new 5,000 sq ft wrap-around billboard in Times Square, giant sunny.org pink flip flops on 325 taxi tops and atop 10 SUVs. Free commutes to work were awarded to lucky contest winners as well as free rides for top travel editors. The parade of vehicles included the Greater Fort Lauderdale Beach Mobile and a fleet of SUVs wrapped in beach scenes touring the city, while street teams handed out cell phone screen cleaners and collateral at the Apple stores and at the New York Boat Show and Winter Antiques Show. Simultaneously running in NYC, television and radio advertising, an online campaign on nytimes.com, TimeOut New York, print ads in the New York Times Travel section, email blasts in conjunction with Condé Nast Traveler and other media partners, plus public relations activities. A Beach Chic getaway with JetBlue and the Atlantic was promoted on WNBC LX-TV television and online. Another JetBlue Vacation to the Hilton Fort Lauderdale Beach is being promoted at [www.sunny.org/win](http://www.sunny.org/win) as well as in print. A successful meeting planner reception at Aureole restaurant midtown capped off the week of intensive marketing. [Click here](#) to see Nicki in NYC on Good Day New York.



### Valentine's Day Special Offers

[Click here](#) to see the special Valentine's Day Special packages and offers to dining, attractions and accommodations. It's not too late to add your offer. Send your special packages to Jessica Taylor [jtaylor@broward.org](mailto:jtaylor@broward.org).

### Hotel News

The Ocean Sands Resort and Spa in Pompano Beach is now a **Residence Inn by Marriott**. The **Cambria Suites, Fort Lauderdale** in Dania Beach recently opened in January. The **Hyatt Place Fort Lauderdale Airport-South** is scheduled to open in early March with phase one of the country's first joint Hyatt Place and Hyatt Summerfield Suites development.

### Attractions News

Opening February 11, **The Village at Gulfstream Park** is South Florida's newest outdoor shopping and

entertainment destination, featuring a sizzling collection of fashion boutiques, top of the line home accessory shops, signature restaurants, outdoor cafes and nightclubs. Located adjacent to the legendary Gulfstream Park Racetrack and Casino in Hallandale Beach, and is the first lifestyle center in the country built in conjunction with a thoroughbred racing facility. The Village immerses guests in a lavish Mediterranean experience of lush gardens, pedestrian promenades, inviting streetscapes and striking architectural details. The center will feature approximately 70 stores and restaurants. Future phases are projected to include a hotel, additional retail and office space as well as low, mid and high-rise residential units. Visit [www.thevillageatgulfstreampark.com](http://www.thevillageatgulfstreampark.com).

### Big Cypress Shootout

Battle reenactments from the 2nd Seminole War take place Feb 26-28 at Billie Swamp Safari. Authentic weapons, soldier and warrior attire, Seminole food, Seminole and pioneer artisans, alligator wrestling, venomous snake shows. [www.seminoletribe.com](http://www.seminoletribe.com)



### The Most Intimate Tiki Gathering in the World

The Hukilau will take place in Fort Lauderdale June 10-13, 2010. The 9th Annual Hukilau features shopping 'til you drop at the Tiki Treasures Bazaar, SHAG book signing (artist SHAG will unveil 3 new paintings!), Tiki Art Show, Jeff "Beachbum" Berry cocktail seminar, Hukilau Room Crawl, Live Entertainment by The Neanderthals (featuring members of Los Straitjackets), The Sweet Hollywaiians from Japan, Stolen Idols, The Intoxicators, and the return of the lovely Marina The Mermaid! Over 1,200 attendees from all over the world travel to The Hukilau once each year for 4 sun-soaked days to celebrate Tiki lifestyle and the classic age or the Tiki bar. All events lead up to an evening of celebration at the world famous Mai-Kai Restaurant circa 1956! Visit <http://www.thehukilau.com/2009/sponsoradpackage.pdf>.

### Welcome Our New CVB Sales Team Member

The CVB Convention & Group Sales team welcomes Sally Slater, as Regional Director of Sales in our Alexandria, VA office. With more than 20-years experience in travel sales and marketing, Sally was regional sales manager for Travel Alberta where she had responsibility for meetings, conventions and incentives sales. Previously, she was owner and president of The Zoe Group, a Maryland-based consulting, marketing and sales company working with convention and visitors bureaus on business development programs. Other hospitality industry experience includes serving as acting director of sales and sales manager for Country Inn & Suites in Bloomington, Minnesota; sales manager for the Bloomington Convention & Visitors Bureau; and manager of convention sales for Kissimmee Convention & Visitors Bureau. Sally Slater will focus on large conventions and citywide business for the destination with clients located in the DC Metro area. She can be contacted at (703) 684-0456 or [sslater@broward.org](mailto:sslater@broward.org).

### Convention Sales Team Update

The convention sales team recently participated in: Professional Convention Management Association Annual Meeting in Dallas, Visit Florida Marketing Council Meeting in Ponte Vedra, Health Care Exhibitors Association Summit in Philadelphia, AMPS Annual Meeting in DC, Northern California Meeting Professionals International Annual Meeting/Tradeshow in San Francisco, GFLCVB New York Sales Mission, Religious Conference Management Association in Fort Worth.

#### Catch the sales team soon at these upcoming events and tradeshow:

Feb 10–12: George Chapter Meeting Professionals International Annual Meeting/ Tradeshow, Atlanta

Feb 19–24: Meeting Professionals International Meet Different, Cancun

Feb 25: DMAI Destinations Showcase, Washington, DC

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

Carolina Sales Mission (Michele Bemis): Mar 8-12

Chicago Sales Mission (Nora Gorman): Mar 22–25

Houston, TX (Angella Lopez): May 10–13

Mid-Atlantic Region (Christine Tascione/ Dion James): May 11–13

Toronto (Stacy Copeland): May 17-20

Philadelphia, PA (Christine Tascione/ Dion James): June 8–10

Michigan (Stacy Copeland): June 14-18

Minneapolis (Stacy Copeland): Aug 9-13

St. Louis (Stacy Copeland): Sept 27-30

### Join Site Florida

Membership incentives are being offered for new members through March 31, 2010. Once confirmation has been received for your membership with Site Global listing Florida as your chapter of choice ([www.siteglobal.com](http://www.siteglobal.com)), you will be eligible for a total of \$100 credit on two events you attend through 2010. For questions contact Millie Evans, Membership Chair [mevans@allianceincentives.com](mailto:mevans@allianceincentives.com).

## February Group Sales Update

Groups meeting in February will generate more than \$22 million to Broward County. Sample groups include:

- Feb 6-13: Pfizer Inc. 2010 GLM (450 attendees)
- Feb 8-15: PRI-MED South 2010 (4,000 attendees)
- Feb 16-22: Florida Osteopathic Medical Association (FOMA) Annual Meeting 2010 (180 attendees)
- Feb 19-Mar 2: Association of the United States Army 2010 Winter Symposium (4,500 attendees)
- Feb 20-24: American Public Transportation Association 2010 Workshop (170 attendees)

## Sport Lauderdale

Greater Fort Lauderdale welcomes the following sports groups in February, with more than 35,500 competitors plus family and friends:

- Feb 2-8: Super Bowl XLIV (20,000 attendees)
- Feb 3-7: Les Grandes Dames Tennis Tournament (500 attendees)
- Feb 5-7: Sporting Clays Team Challenge (1000 attendees)
- Feb 6-21: Major League Soccer Spring Invite (1600 attendees)
- Feb 11-14: Big Ten Golf Match Play (750 attendees)
- Feb 12-14: Jr. International Water Polo Tournament (1000 attendees)
- Feb 12-14: FGC Sub Jr Open (750 attendees)
- Feb 12-15: FL Jr. Panther's President's Day AAA Tournament (1000 attendees)
- Feb 12-15: High School President's Day Tournament (350 attendees)
- Feb 12-15: Clay Court Classic (400 attendees)
- Feb 12-15: Weston Cup Soccer Invite (2000 attendees)
- Feb 19-22: A1A Marathon (3000 attendees)
- Feb 17-Mar 2: BK Halken Swedish Soccer Team Training (1000 attendees)
- Feb 19-21: FLL Masters Swim Championships (580 attendees)
- Feb 20-22: 28th USA Powerlifting Championships (250 attendees)
- Feb 26-29: Ruggerfest (1110 attendees)

## Gaming News

**Isle® Casino Racing Pompano Park** will attempt to set a world record on Feb 5, 2010 for the most slot machines played simultaneously. Registration is currently open for South Florida residents to participate and become a part of history. Pre-registration is required and is currently open online at [www.theislecasino.com](http://www.theislecasino.com). Participants will check-in at the Grandstand starting at 7am and the world record attempt will be held at 9am.

## Tourism Sales

In January, Alfredo Gonzalez was overseas in Europe attending the Florida Beaches Scandinavian Sales Mission. Later in the month Alfredo and Fernando Harb attended the Florida Huddle in Clearwater. Josh Winston was joined by Pelican Grand Beach Resort and Sun Tower Hotel & Suites for our annual Tourism Sales Mission in Washington, DC. Additionally, Tourism Sales hosted several fam groups highlighting new destination hotspots to top leisure market industry professionals. [Click here](#) to check out the industry rates and for special deals for cruisers go to: [www.sunny.org/cruisechic](http://www.sunny.org/cruisechic). To submit your rates and offers contact Justin Flippen at [JFlippen@broward.org](mailto:JFlippen@broward.org).

## HSMAI South Florida presents Travel Trends & Marketing for the New 2010 Decade

Join Virginia Sheridan, president, M. Silver Associates and Alfredo Gonzalez, VP of International Tourism, GFLCVB, as they discuss the state of domestic and international tourism. Weds, February 17, 11:30am, The Design Center of the Americas (DCOTA). RSVP online at [www.hsmaisouthflorida.org](http://www.hsmaisouthflorida.org).



### The Plane Facts: FLL News

Total passenger traffic for December 2009 was 1,920,747, up 1.9% over December 2008. International traffic was 309,869, up 13.7% over December of last year. Incremental gains in international capacity by Bahamasair, JetBlue, Spirit, Air Canada, and Westjet added 56,000 new seats in the market. The arrival of the Colombian carrier Aires, with new service to Bogota, contributed to the positive growth. December was the 4th month of consecutive positive growth in total traffic and the busiest month on record for international traffic, exceeding the previous high set in December of 2007. The outlook for

2010 is very positive. Airline schedule data indicates that for the top 35 US airports, **FLL ranks #1** in seat capacity growth for the first quarter 2010 compared to 2009, with an increase of 5% in available seats. In 2009, FLL saw strong demand and high load factors and this trend is expected to continue.

## Port Everglades

Silversea Cruises' brand new flagship, *Silver Spirit*, has arrived at Port Everglades in Fort Lauderdale, having completed her maiden crossing of the Atlantic. The elegant, all-suiteship hosted inaugural activities while in Fort Lauderdale, including an exclusive event for guests sailing on the 91-day Grand Inaugural Voyage. Following the Christening Ceremony festivities, *Silver Spirit* set sail on a 91-day Grand Inaugural Voyage. During this expansive journey, *Silver Spirit* is set to explore over 20 countries and 45 ports.



### Good Eats

Debuting this month, Harbor Beach Marriott Resort & Spa's newest 160-seat oceanfront venue, **Sea Level Restaurant and Ocean Bar**, will provide unobstructed views of the Atlantic, perched 15 feet above South Florida's largest private beach. Under the culinary leadership of Executive Chef Thomas O'Keefe, Sea Level will serve up approachable regional cuisine and expertly handcrafted cocktails. **SoLita** (South of Little Italy) opened this past month on Las Olas, in the old Mark's Las Olas space, combining the best of old school Italian restaurants and modern dining. Restaurateur Steve Martorano is bringing his signature Philadelphia-inspired Italian flavor and flair to the Seminole Hard Rock Hotel & Casino with the opening of **Martorano's** this February. The 7,400-sq.ft restaurant will have inside and outside seating for approximately 300. Also opening at the Seminole Hard Rock Hotel & Casino, **Bongos Cuban Café** in the spring of 2010. The cutting edge Cuban-inspired venue will be located across from Hard Rock Live and will include two outside dining areas.

### Happenings Around Town

Through Feb 7: American Chronicles: The Art of Norman Rockwell, Museum of Art | Fort Lauderdale

Feb 1: 7th Annual 5K Butterfly Run, Sabel Pines Park

Feb 1: Florida Panthers vs. Ducks, BankAtlantic Center

Feb 1: Super Celebrity Fishing Classic Kickoff Party, IGFA Fishing Hall of Fame, Dania Beach

Feb 2: B.B. King and Buddy Guy, Hard Rock Live

Feb 2: Celebrity Golf Challenge Dinner, Seminole Hard Rock Hotel & Casino

Feb 3: "Super" Game Day Chalk Talk, Levinson Jewelers

Feb 4: "Miami Rice" Jerry Rice Celebrity Gala, Seminole Hard Rock Hotel & Casino

Feb 4: Jamie Foxx Party, Passion Nightclub at Seminole Paradise

Feb 4: John Mayer, BankAtlantic Center

Feb 4: Legends for Charity, Westin Fort Lauderdale

Feb 4: Les Ballet Trockadero de Monte Carlo, Parker Playhouse

Feb 4: Lingerie Football League Conference Playoff Games "Football After Dark" Hard Rock Live

Feb 4: NFL Super Bowl Celebrity Bowling Classic, SpareZ Lanes, Davie

Feb 4: Red Bull Pool Party, Seminole Hard Rock Hotel & Casino

Feb 5: Florida Panthers vs Flames, BankAtlantic Center

Feb 5: Hard Rock International's "Rock 'N Soul" Party with Drew Rosenhaus, Hard Rock Live

Feb 5: NFL Alumni Player of the Year Awards Dinner, The Westin Diplomat Resort & Spa

Feb 5: NFL Alumni Super Bowl of Golf Showcase, Grand Oaks Golf Club

Feb 5: World Record Slot Pul Event, Isle Casino Racing Pompano Park

Feb 6: \$500,000 Donn Handicap, Gulfstream Park Racing & Casino

Feb 6: "Penthouse Magazine Super Party" Passion Nightclub at Seminole Paradise

Feb 6: 2010 Super Bowl Breakfast, Westin Diplomat Resort & Spa

Feb 6: Battle of the Beauties Youth Football Clinic, Northeast High School, Oakland Park

Feb 6: Celebrity Poker Tournament, Dave & Buster's, Hollywood

Feb 6: Dane Cook, BankAtlantic Center

Feb 6: Lingerie Bowl VII, Hard Rock Live

Feb 6: NFL Alumni Sporting Clays Team Challenge, Markham Skeet, Trap and Sporting Clays Club

Feb 6: Super Bowl Saturday Night Concert, Fort Lauderdale Beach

Feb 6: Super Saturday in the Sand, Hollywood Beach

Feb 6: Taste of the NFL, Broward County Convention Center

Feb 6: Walk for Wishes 5K, Markham Park

Feb 7: SunTrust Sunday Jazz Brunch, Riverwalk, Downtown Fort Lauderdale

Feb 7: Big Game Brunch, Seminole Hard Rock Hotel & Casino, Hollywood.

Feb 7: Black Eyed Peas Party, Opium Nightclub, Seminole Hard Rock Hotel & Casino

Feb 7: Rock the Game Watch Party, Hard Rock Live

Feb 7: Steve Tyrell, Parker Playhouse

Feb 7: Super Bowl Brunch, Big Tomato Market Grill

Feb 7: SUPER BOWL XLIV, Sun Life Stadium

Feb 7: SUPER BOWL XLIV Gameday Fan Plaza, Sun Life Stadium

Feb 9-10: Life in a Marital Institution, Broward Center for the Performing Arts  
Feb 9: New Found Glory, Revolution Live  
Feb 10: Ebony Fashion Fair, War Memorial Auditorium  
Feb 10-28: The 39 Steps, Parker Playhouse  
Feb 10: Tribute to Benny Goodman – Terry Myers Orchestra, Broward Center for the Performing Arts  
Feb 11: Florida Panthers vs Canucks, BankAtlantic Center  
Feb 12-14: Fort Lauderdale Greekfest, St. Demetrios Greek Orthodox Church  
Feb 12-14: Miami City Ballet, Broward Center for the Performing Arts  
Feb 13: Florida Panthers vs Bruins, BankAtlantic Center  
Feb 13-Mar 14: Florida Renaissance Festival, Quiet Waters Park, Deerfield Beach  
Feb 13-14: Fort Lauderdale Garden, Flower and Patio Show, War Memorial Auditorium  
Feb 17: HSMAl South Florida luncheon featuring Alfredo Gonzalez and Virginia Sheridan, DCOTA  
Feb 17-28: Tony 'N Tina's Wedding, Broward Center for the Performing Arts  
Feb 20: Fasig-Tipton Fountain of Youth, Gulfstream Park Racing & Casino  
Feb 20: Jay-Z with Young Jeezy, BankAtlantic Center  
Feb 21: A1A Marathon, Las Olas to A1A/Fort Lauderdale Beach  
Feb 21: Michael Amante, Broward Center for the Performing Arts  
Feb 22: 3rd Annual Horsemen's Golf Tournament, Diplomat Country Club, Hallandale Beach  
Feb 23: Barber of Seville, Gold Coast Opera, Miramar Cultural Center / ArtsPark  
Feb 24: Taste of the Beach 2010, Lauderdale by the Sea  
Feb 25: Disco Ball, Hard Rock Live  
Feb 26-28: Big Cypress Shootout, Billie Swamp Safari  
Feb 27: 30th Annual Sistrunk Parade & Festival, Fort Lauderdale  
Feb 27: 5th Annual Dania Beach Folk Art & Antique Festival, Dania Beach  
Feb 27-28: 73rd Annual Seminole Tribe of Florida Orange Blossom Festival, Parade & Rodeo  
Feb 27: Annual Butterfly Festival, Sabel Pines Park  
Feb 27: Fasig-Tipton Filly Festival, Gulfstream Park Racing & Casino  
Feb 27: Jimmy Buffett and The Coral Reefer Band, BankAtlantic Center  
Feb 27-28: Other Than My Health I Have Nothing (and today I don't feel so good!), Broward Center for the Performing Arts

With all best wishes,



Nicki E. Grossman  
President

greater  
FORT LAUDERDALE  
CONVENTION & VISITORS BUREAU  
sunny.org