



HAPPY 2013!

Here's to a sunny and bright New Year! A special thank you to our hospitality community as we bid a fond farewell to 2012. Growth in hotel occupancy continues (for the past 36 months), with the highest November hotel occupancy since 2005, outpacing Florida and the U.S. November's Average Daily Rate is at \$102.06, the highest November rate since 2008. Year-to-date, ADR is up 3.8% over 2011. It is a pleasure to work with each of you, and absorb your friendly warmth and energy as we focus on making a splash in 2013.

GREATER FORT LAUDERDALE AVERAGE HOTEL OCCUPANCY		
November 2012	November 2011	% Change
73.5%	71.3%	+3.0%
GREATER FORT LAUDERDALE AVERAGE HOTEL DAILY RATE		
November 2012	November 2011	% Change
\$106.82	\$102.86	+3.8%

WE WANT YOU TO LOOK YOUR BEST IN 2013 ON SUNNY.ORG

The new sunny.org will launch soon! We are still looking for larger images for your business. If you haven't already, please send us your largest images, (horizontal layout, preferably 650 pixels wide, which translates to 9.25 inches wide) so that we can make your free listing look its best. With an average of 250,000 monthly unique users, we all enjoy (and depend on) the exposure that the Greater Fort Lauderdale destination, and your listing, receives. You may send up to 8 images. **Please send to Stacie at sfaulds@broward.org ASAP.** (If we do not receive large images, your photos on Sunny.org will appear blurry when we launch).

DEFROST YOUR SWIMSUIT HEADING TO NYC, LONDON & CHICAGO

The GFLCVB's "Defrost Your Swimsuit" campaign starts in January in the Big Apple (Rockefeller Center) and then heads overseas to London and ends in Chicago. In New York, we are transforming The Rink at Rockefeller Center into a tropical paradise for a "Hello Sunny" ice skating party, followed by a VIP lunch for meeting planners, media and tour operators. Street teams will hand out free sunglasses. 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 and The W Fort Lauderdale 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 British Airways sweepstakes. More on Chicago next month.



M. SILVER, A FINN PARTNERS DIVISION

Our Public Relations firm, M. Silver Associates, as of January 1, 2013, will be part of Finn Partners – a prestigious New York based, full-service public relations agency with offices in New York (their headquarters), Washington, DC, Chicago, Los Angeles, San Francisco and Israel. Finn Partners is part of the Ruder Finn Group, which was founded in 1948, and is run by owner and CEO Peter Finn. They will now be known as *M. Silver, a Finn Partners*

Division. Virginia Sheridan and team will continue to work on our behalf.

PRWeek HAS REVEALED THE FINALISTS FOR THE PRWeek AWARDS 2013

The Defrost Your Swimsuit campaign is a finalist in the "Consumer Launch Campaign of the Year" and "Promotional Event of the Year." [Click here](#) for the full list.

CONVENTION SALES TEAM UPDATE

The convention sales team recently participated in MPI South Florida Board of Directors Retreat in Fort Myers, VISIT Florida Marketing Retreat in Orlando, IAEE Expo!Expo! in Orlando, AENC in Raleigh, NC, and Association Forum Holiday Showcase in Chicago. Catch the sales team at these upcoming events and tradeshow:

Jan 12–15: PCMA Annual Meeting, Orlando

Jan 15-18: GFLCVB New York Sales Mission

JANUARY GROUP SALES UPDATE

Groups meeting in January will generate more than \$6.6 million to Broward County. Groups include:

Jan 3-9: Westat NHANES Training (125 attendees)

Jan 18-25: Bard Medical (300 attendees)

Jan 18-26: Tropical Plant Industry Exhibition 2013 (630 attendees)

Jan 20-26: Ministries Institute Conference 2013 (170 attendees)

Jan 21-27: 2013 Mid-Winter Conference – National Newspaper Publishers Association (100 attendees)

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. Please send your special offer to Kim kcanter@broward.org.

2012 SUNSATIONAL SERVICE COURTESY AWARD WINNERS

We salute your commitment to quality service - constant, consistent, and persistent. Pictured here with Nicki E. Grossman and host Wil Shriner. Winners include (top left to right): Harold Fiqueroa - Engineering Supervisor at The Ritz-Carlton, Fort Lauderdale, Yennifer Huguet - Housekeeping Supervisor at the Sheraton Fort Lauderdale Beach Hotel, James Kittles – Chauffer at USA Transportation, Nicole Rhone - Restaurant Chef at the Hilton Fort Lauderdale Beach Resort, Jean D'Haity - Van Driver at the Holiday Inn Fort Lauderdale / Hollywood Airport, Priscilla Marie Berne - Guest Service Representative at the Hampton Inn Ft. Lauderdale/ Plantation, Robert Berger - Vibe Host at the Hard Rock Cafe Hollywood, and (bottom left to right), Lynne Downs - Event Manager at the Broward County Convention Center, Ivrosette Andre - Room Attendant at The Westin Beach Resort, Fort Lauderdale, Melaine Simemon - Call Taker at Yellow Cab, Wendy Bravo - Housekeeping Manager at The Desotos and Melania Coronel - Restaurant Server at the Fort Lauderdale Marriott North. [Click here](#) to read their stories.



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.

SUNSATIONAL 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.



ROLL OUT THE RAINBOW CARPET

Richard Gray, previous owner of The Royal Palms Resort & Spa, has been appointed consulting managing director for the LGBT Market for the Greater Fort Lauderdale Convention & Visitors Bureau. In his new position, Gray will be responsible for LGBT sales and marketing, developing and implementing short and long term strategic plans to increase meeting room nights and global travel and tourism. Welcome aboard!

SAWGRASS MILLS SHUTTLE

Sawgrass Mills began running shuttle service from Fort Lauderdale beach hotels. [Click here](#) for the schedule.

FLYING HIGH

FLL welcomes **Tiara Air Aruba's** new service non-stop from Fort Lauderdale to Aruba and direct to Caracas, five days per week. **United Airlines** announced new non-stop service between San Francisco and Fort Lauderdale

beginning in March 2013. **JetBlue** will start non-stop daily service to Medellin on June 20.

SPORT LAUDERDALE

Sports Development welcomes more than 45,000 athletes, coaches, and families to Greater Fort Lauderdale in January, attending events such as: the Major League Soccer Combine and National Soccer Coaches Re-certification, the USTA Pro Circuit Men's/Women's Futures Tennis Tournament, the Discover Orange Bowl and BCS Championships, and the Rising Stars Girls Softball Nationals and Showcase.

FILM & ENTERTAINMENT

Noelle Stevenson will attend Sundance Film Festival in partnership with Beyond Cinema as well as Outfest's GLBT filmmaker's brunch. She will also attend The National Association of Television Program Executives (NATPE). Discussions continue with Rock the Ocean music festival coming to Fort Lauderdale April 13-14, headliners include Kenny Chesney. GFL welcomes HBO Latin America's group for the upcoming International Emmy's panel/judging round in Fort Lauderdale. Noelle will also attend Film Florida meetings in Orlando. Discussions continue with Driven Music Conference coming to Fort Lauderdale in 2013. New Telenovela comes to Hollywood beach in 2013, set as Hollywood.

Current production include: **TV Series:** Graceland-Season 1; Gator Boys Season 2; The First 48; Four Weddings; Top Gear; Picture Frame Project; KKT5 (The Kardashians); Mission Makeover; Babies R Us **TV Commercials:** Invicta Watch Holiday Sales Event; Gazelle.com; Ntelos; Wake Up to Good Health; Pet Supermarket; Tommy Hilfiger **Still Photography:** JoAnn Stores Spring Kids Craft Catalog; Pembroke Pines Town Times; Delia's Catalog; Coca Cola, Belk 125th Anniversary Sale; Jeff Bark; G4 Windsor Jets; WIB **TV Movie Specials / Featured Films:** The Acting Session; **Dominos Documentaries:** Mission Makeover; Taboo-National Geographic **PSA:** Graco Modes Stroller Industrial: VXi Corporation; LP Media **Web:** Ford Fusion.

WOMEN ON THE MOVE

Museum of Discovery and Science President/CEO, **Kim Cavendish**, has been elected GSCA Chair by the Giant Screen Cinema Association (GSCA®) board of directors. Cavendish, the first woman to chair the organization, will serve a two year term leading the 22 member board of directors. **Kathy Koch**, president and CEO of Ambit Advertising and Public Relations has been honored with the Florida Achievement Award by the Florida Commission on the Status of Women for her significant contributions in improving the lives of women and families. The award was presented at the Florida Achievement Awards Ceremony in Tallahassee in November.

DID YOU KNOW?

Broward B-Cycle celebrates one-year! The 275 bike system with 26 stations in six Broward County highlights include: 24,190 trips taken by nearly 16,000 users, 3,443,408 calories burned, 4,464 gallons of fuel saved, and 87,804 pounds of carbon (CO₂) offset. You can find a new location at B Ocean in front of the hotel on Sunrise Blvd.



TOURISM JOB\$

The **Lago Mar Resort & Spa** employs **210** people.

HAPPENINGS AROUND TOWN

Jan 1: 79th Annual Discover Orange Bowl, Sun Life Stadium
 Jan 4: Jerry Seinfeld, Hard Rock Live
 Jan 4-5: Romeo and Juliet, Parker Playhouse
 Jan 4: Winter in the Tropics, Hugh Taylor Birch State Park
 Jan 5-6: Las Olas Art Fair
 Jan 5: Parents Time Out, Miramar Cultural Center / ArtsPark
 Jan 5: Walk in the Wild, Flamingo Gardens
 Jan 6: An Evening Doo Wop Stars, Parker Playhouse
 Jan 6: SunTrust Sunday Jazz Brunch, Riverwalk
 Jan 7: Discover BCS National Championship Game, Sun Life Stadium
 Jan 7: Itzhak Perlman, Broward Center for the Performing Arts
 Jan 9: Foreigner, Hard Rock Live
 Jan 9: John Faddis Quartet, Broward Center for the Performing Arts
 Jan 10: An Evening with Dudu Fisher, Broward Center for the Performing Arts
 Jan 10-13: La Mesa RV Show, Broward County Convention Center
 Jan 11-13: Shen Yun 2013, Broward Center for the Performing Arts
 Jan 12: One Night in Frogtown, Miramar Cultural Center / ArtsPark

Jan 12: Riverwalk Stone Crab & Seafood Festival, Esplanade Park at Riverwalk
Jan 12: Smokey Robinson, Hard Rock Live
Jan 12: Tap 'N' Run 4K Walk/Run, America's Backyard
Jan 13: David Bromberg Quartet, Broward Center for the Performing Arts
Jan 13: Sinbad, Hard Rock Live
Jan 14: Epic Heroes and The Goddess Master Concert, Broward Center for the Performing Arts
Jan 14: Johnny Mathis, Broward Center for the Performing Arts
Jan 15-Feb 3: Agatha Christie's BBC Murders, Parker Playhouse
Jan 15: Florida Panthers vs. Carolina Hurricanes, BB&T Center
Jan 16: Paul Rodgers, Hard Rock Live
Jan 17: Florida Panthers vs. Toronto Maple Leafs, BB&T Center
Jan 18-20: Miami City Ballet: Program II, Broward Center for the Performing Arts
Jan 19: Florida Panthers vs. New Jersey Devils, BB&T Center
Jan 19-20: Broward Shell Show, Emma Lou Olson Civic Center, Pompano Beach
Jan 19-20: Flamingo Fest, Flamingo Gardens
Jan 19: Juan Siddi Flamenco, Broward Center for the Performing Arts
Jan 21: Florida Panthers vs. Washington Capitals, BB&T Center
Jan 22: Natalie Cole, Broward Center for the Performing Arts
Jan 24: Ron White, Broward Center for the Performing Arts
Jan 25: The Pointer Sisters, Hard Rock Live
Jan 25-26: Go Solar Fest, Broward County Convention Center
Jan 25-26: Monty Python's Spamalot, Broward Center for the Performing Arts
Jan 25: Sweet Honey in the Rock, Miramar Cultural Center / ArtsPark
Jan 26: Dania Beach Vintage Motorcycle Show, Frost Park
Jan 26: Engelbert Humperdinck, Hard Rock Live
Jan 28: Howie Mandel, Hard Rock Live
Jan 29: The Marriage of Figaro, Miramar Cultural Center / ArtsPark
Jan 30: Jon Secada, Hard Rock Live
Jan 30-Feb 17: Wicked, Broward Center for the Performing Arts
Jan 31: Florida Panthers vs. Dallas Stars, BB&T Center

Happy New Year!

Best,



Nicki E. Grossman
President

greater FORT LAUDERDALE
HELLO SUNNY