

greater
FORT LAUDERDALE
CONVENTION & VISITORS BUREAU

HELLO
SUNNY





greater
FORT LAUDERDALE
CONVENTION & VISITORS BUREAU

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more than **13 million** visitors in 2013
spending \$10 Billion!

Key Greater Fort Lauderdale Selling Points

1. Fresh vibrant destination (lux hotels) with strong value for dollar
2. Water Culture (water has the power to refresh, rejuvenate, restore our spirits, bring joy and awaken our souls)
3. Casual Chic
4. Authentic and Surprisingly Diverse
5. Accessible, Ease and Simplicity





Water Culture

- 23 miles of beaches
- 300 miles of waterways
- “Venice of America”
- The Everglades

Blue Wave Beaches



Water Culture

- Scuba / snorkel, deep sea fishing, watersports
- Waterfront hotels, dining, shopping, entertainment
- Sightseeing cruises (even a gondola tour!), jet-pack Rocketman experience, wakeboarding and more



World-class Scuba



Surprisingly Diverse Experiences

Variety of unexpected destination-wide discoveries:

Dining, shopping, arts, gaming, multigenerational entertainment and up-market leisure pursuits.



Exotic Everglades



“Venice of America”



Water Taxi



Casinos & Gaming

- Gulfstream Park
- Seminole Hard Rock Casino with Seminole Paradise scene
- Seminole Coconut Creek Casino
- Mardi Gras Casino
- Dania Jai-Alai
- Isle Casino Racing Pompano Park





Year-round golf
on 47 courses

sunny.org/FitLauderdale

Fit Lauderdale “Nama-stay”

1. Exhale
2. Walk or hike
Fort Lauderdale
3. Bike Broward
4. Fore
5. Watersports
6. Namaste



Al Fresco Dining





Retail Therapy

- The Galleria
- Sawgrass Mills and Colonnade Shops
- The Village at Gulfstream Park
- Las Olas Boulevard
- Seminole Paradise

Sawgrass Mills Designer Outlets
Jimmy Choo, Prada, Versace, Frette
and the list goes on

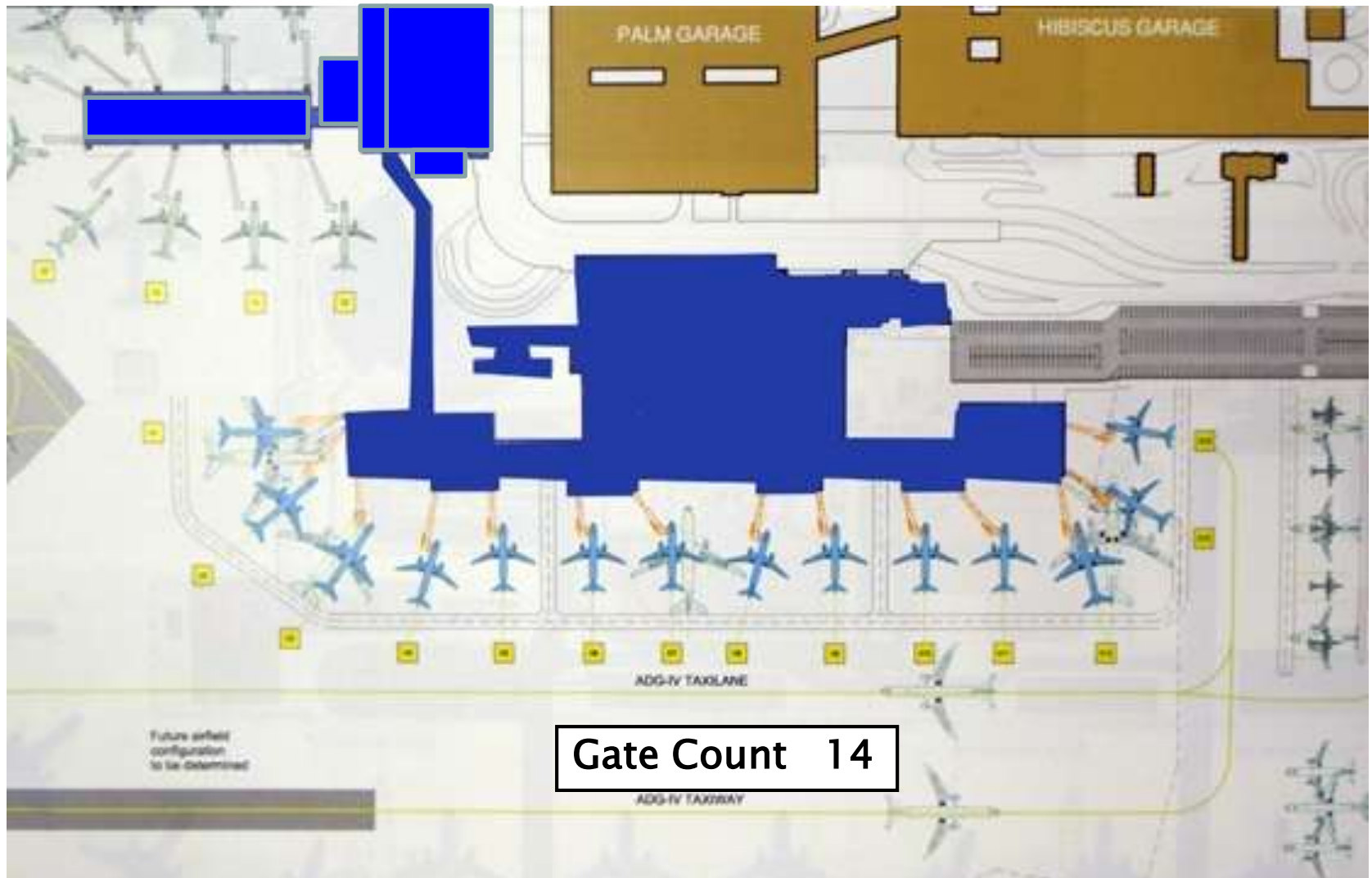


preparing for takeoff

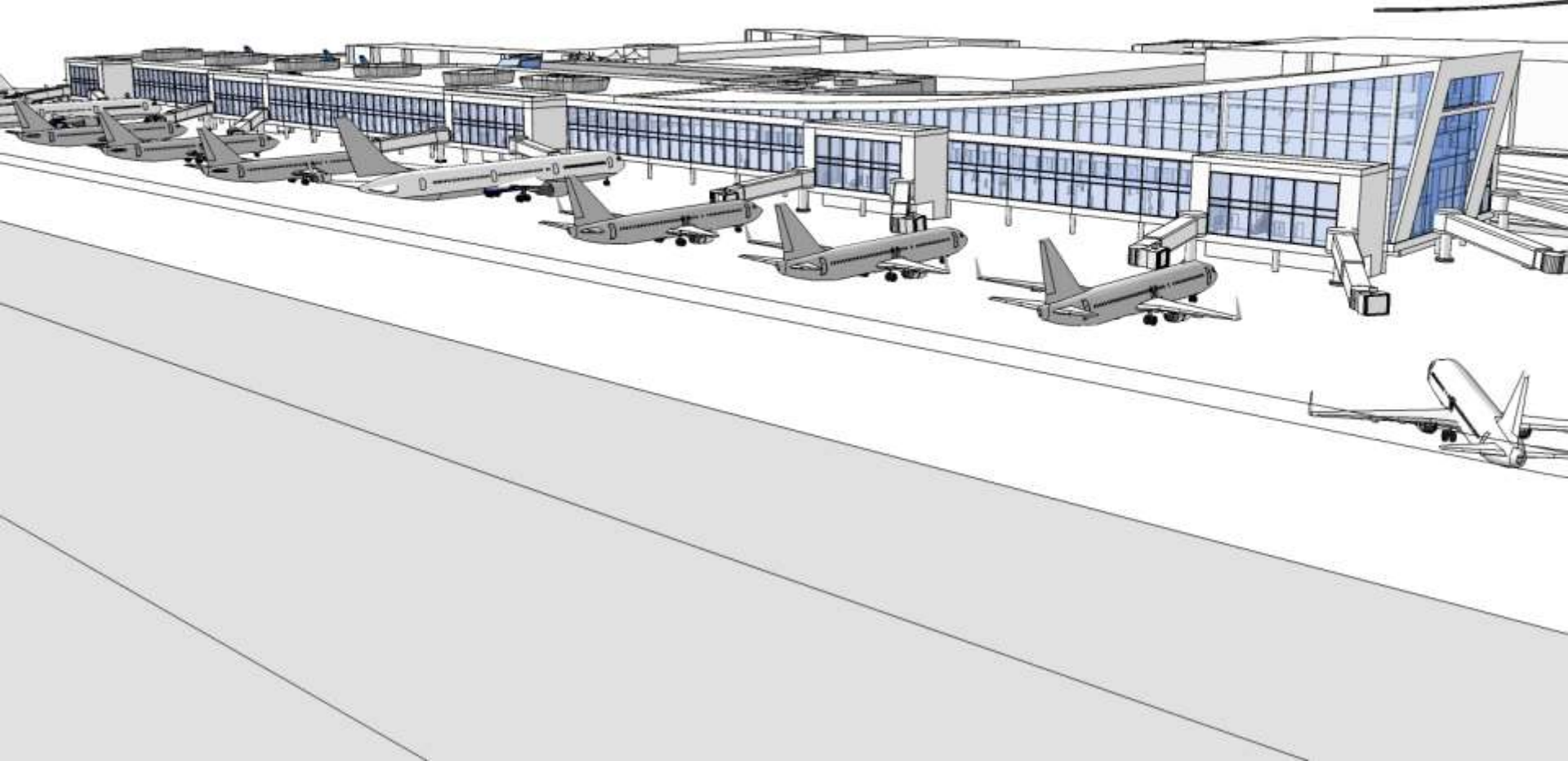


\$800 million expansion
New runway
New and expanded air service

PROPOSED TERMINAL DEVELOPMENT



TERMINAL 4



A woman with blonde hair, wearing a pink bikini top and colorful patterned shorts, is running through the ocean waves. She is barefoot and her hair is blowing in the wind. The background shows a long wooden pier extending into the sea under a bright blue sky with scattered white clouds. The sun is high, creating a strong lens flare effect.

sunny forecast

**14 million visitors in 2014
spending \$11 Billion!**

**coming
soon**

**Margaritaville
in Hollywood**

**La Costa,
Hollywood**

**Conrad Hilton
Fort
Lauderdale
Beach**



coming soon

Beachwalk Resort, Hallandale Beach, Spring 2015



Hyde Resort



Margaritaville in Hollywood, Summer 2015



Conrad Hilton in Fort Lauderdale, 2015



Costa
Hollywood,
June 2016



**56th Annual
Fort Lauderdale International Boat Show
Nov. 05 – 09, 2015**



Broward Center for the Performing Arts



Oct 7-19: Annie

Nov 19-30: Phantom of the Opera

Jan 7-Feb1: Lion King

Feb 24-Mar 8: Motown the Musical

Mar 31-Apr 12: Pippin

May 5-17: Anything Goes

A nighttime photograph of a boat parade on a river. In the foreground, a large, ornate float decorated with lights and figures moves from right to left. Behind it, a smaller boat with blue and white lights is visible. Further back, a white ferry boat and a sailboat are also part of the parade. The river is flanked by city buildings, and a large bridge with its two massive bascules raised is the central backdrop. The water reflects the various lights from the boats and the city.

44th Seminole Hard Rock Winterfest Boat Parade

Dec 12

James Taylor

Nov 15

Marvel Universe Live

Nov 21-23

The Black Keys

Dec 15

Fleetwood Mac

Dec 19

Metro PCS Orange Bowl

Basketball, Dec 20

Maroon 5

Feb 24



Chicago, Oct 2

Peter Frampton, Oct 5

Earth, Wind & Fire, Oct 15

Motley Crue, Oct 17-18

**Enrique Iglesias
and Pitbull, Oct 25**

Judas Priest, Oct 30

Natalie Cole, Nov 5

Heart, Nov 9

Amy Schumer, Nov 14

Phillip Phillips, Nov 15

Michael Bolton, Jan 23

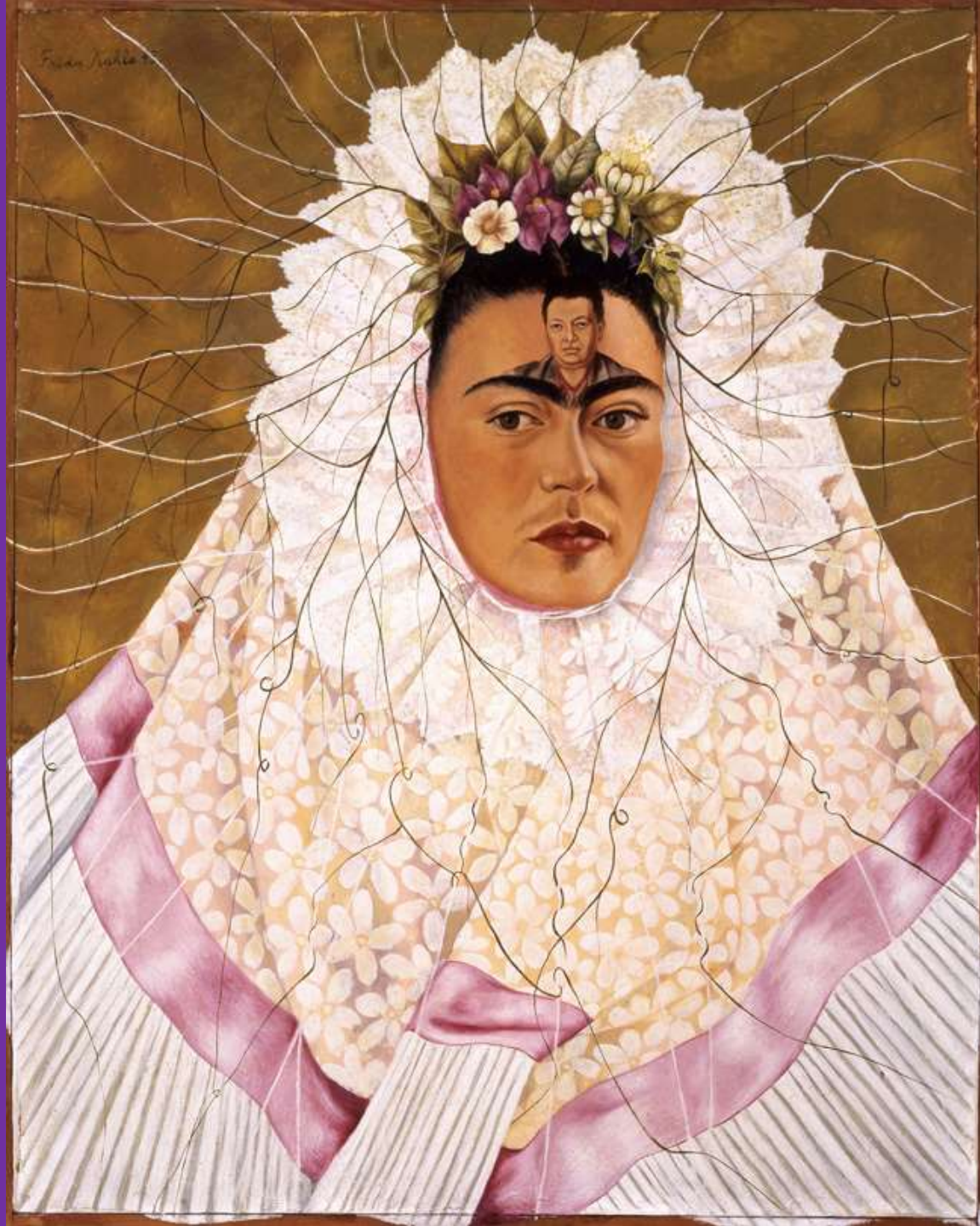


Florida Panthers, Oct 13 – Apr 11



**Museum of Art
Fort Lauderdale**

**Frida Kahlo
Feb 26 - May 31**





Vacation Like a VIP

May 1-September 30



Summer 2-for-1 Savings



May 1 – September 30

Spa Chic Sept 1-30

LAUDERDALE
spa chic
sunny.org/spachic

\$99
spa visits
September 1 - 30



A spa-liday is on your horizon.

Hello bright eyes. It's Spa Chic month in Greater Fort Lauderdale. Time to indulge in luxury for less with \$99 spa treatments at our most sublime resort and day spas. After all, everyone deserves a little ooh and ahh time. So go ahead, treat yourself — and anyone else who tags along.

- aLaya Spa at the Bonaventure Resort & Spa
- Bliss Fort Lauderdale at the W Fort Lauderdale
- Diamante Day Spa Fort Lauderdale
- Heavenly Spa by Westin at The Westin Beach Resort & Spa, Fort Lauderdale
- Heavenly Spa by Westin at The Westin Diplomat Resort & Spa
- Le Spot European Day Spa
- Planet Massage of Las Olas
- Spa 66 at the Hyatt Regency Pier Sixty-Six
- Spa 950 at the Embassy Suites Deerfield Beach Resort & Spa
- Spa Atlantic at The Atlantic Resort & Spa
- Spa Ocean Sands at the Residence Inn Fort Lauderdale Beach Pompano Beach/Oceanfront
- Spa Q at the Hilton Fort Lauderdale Beach Resort & Spa
- The Spa at the Harbor Beach Marriott Resort & Spa
- The Spa at Lago Mar Resort and Club
- The Spa at The Ritz-Carlton, Fort Lauderdale

September 1 - 30 | Visit sunny.org/spachic for deals

dine out LAUDERDALE

Oct 1- Nov 6



dine out
LAUDERDALE

Take a vacation from cooking.

Indulge in special three-course menus for \$35 at some of the best restaurants in Greater Fort Lauderdale. **October 1st - November 6th**



Download the
free Dine Out App
from the Apple or
Android store.

- 15th Street Fisheries
- 3030 Ocean
- Amatsu Sushi & Sake
- Cafe Maxx
- The Capital Grille
- Chart House
- Coco Asian Bistro & Bar
- Dapur, Asian Tapas & Lounge
- Dos Caminos
- Eduardo de San Angel
- Grille 66 & Bar Restaurant
- Indigo Restaurant

- Ireland's Steakhouse
- Johnny V
- Le Bistro
- Mai-Kai Restaurant and Show
- McCoy's Restaurant
- The Melting Pot
- Morton's Steakhouse
- Nanking Asian Grill
- Ocean 2000
- Piccolo Ristorante
- Rivals
- Ruth's Chris Steakhouse

- Seasons 52
- Shula's on the Beach
- Sky Thai Sushi
- Spazio
- Steak 954
- Tee Jay Thai Sushi
- Tsukuro
- Tuscan Grill
- Via Luna
- Wild Sea Oyster Bar & Grille

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Visit sunny.org/dineout for details.

port everglades

Cruise & Play program
on Sunny.org





HELLO SUNNY

1 2 3 4 WIN

explore your sunny side ^



beaches



hotels



cruise & play



ways 2 play



dining



scuba



lgbt



multicultural



lauderdeals



vacation like a vip



Get the star treatment at the destination's most luxurious hotels and resorts from May 1 to Sept. 30.

Stay 2 nights in a Lauderdale Luxe Collection resort and receive VIP treatment, including FREE room upgrade, complimentary valet parking, \$100 resort credit, \$25 American Express gift card

summer 2-for-1



Discover another side of summer and yourself in Greater Fort Lauderdale. Discover a passion for diving. Charter a fishing boat for an afternoon adventure. Relax at the spa. It's all part of a vacation that goes beyond the ordinary.

Find two-for-one offers, valid through Sept 30, 2013, to get

live! beach cam



[view cam](#)

today's view

july 22 at 7:51 am



reserve online

hotels flights cars attractions

Check In...

Check Out...

1

Kids

1

or call

1-800-928-7583

[book now](#)

hello sunny tv



greater FORT LAUDERDALE



82°

(0) items in itinerary

search site

FLL airport

port everglades

hotels

pre/post cruise

shore excursions

cruise hotels

hotel shuttles

transportation

maps

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image gallery

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vip card request

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home / travel trade / pre/post cruise

**pre/post cruise**

Round out your client's cruise from **Port Everglades** by encouraging a pre or post stay in Greater Fort Lauderdale, a "port of call" all its own. The convenience of flying into **Fort Lauderdale/ Hollywood International Airport**, together with the variety and accessibility of hotels, beaches, arts, entertainment, shopping and dining - make a pre/post stay a great addition to any cruise itinerary.

pre/post cruise essentials found inside:

- **Hotels with Shuttle Service** with cruise-friendly services, including shuttle transportation and day room availability
- **Port Everglades** traveler information
- **Landlubber Activities** - options for enjoying the highlights of Greater Fort Lauderdale

top 10 reasons to sell greater fort lauderdale

10. Cruise and Play deals for your clients to enjoy the destination pre or post cruise.

9. Oasis of the Seas and Allure of the Seas, the world's largest cruise ships, call Port Everglades home (at new largest cruise terminal).

8. Greater Fort Lauderdale boasts 23 miles of Blue Wave Beaches - some of the cleanest, safest and most beautiful beaches in the US--- from Deerfield Beach in the north to

cruise and play**trending topics****Tweets**

Follow @visitlauderdale



Fort Lauderdale
@visitlauderdale

1h

RT @ftlauderdaleSun: The ocean meets the sands.
pic.twitter.com/uuS4ORZTqa
Show Photo



Fort Lauderdale
@visitlauderdale

2h

The start of a beautiful week RT @FtLauderdaleSun: By the shore, a



deals

[home](#) / [cruise & play](#) / [cruise & play deals](#)

5



enter to win

cruise & play deals

cruise hotels

49

hotel shuttles

shore
excursions

4

FLL airport

transportation

image gallery

cruise & play deals

Welcome cruisers! Greater Fort Lauderdale invites you to enhance your cruise experience with special offers.

[hotel special offers](#) | [attraction special offers](#) | [restaurant special offers](#)

hotel special offers

bonaventure resort & spa
everything florida is nearby**Valid January 3 - December 31, 2013**

Don't just cruise, experience all that is Florida. Enjoy a poolside cabana, breakfast for two at Banyan, 20% spa discount on all services and a guaranteed 4pm late check-out.



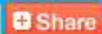
add to itinerary



print



5



14

comfort inn airport/cruise port south
snooze and cruise**Valid December 1, 2011 - December 31, 2013**

Package includes deluxe room with choice of king or double beds, welcome cocktail at our poolside bar, deluxe continental breakfast, cruise transfer from Fort Lauderdale airport to hotel, and next day transfer to Port Everglades.





explore your sunny side ▼

10 ways to play

[1](#) [2](#) [3](#) [4](#) [5](#)

deals

[home](#) / [cruise & play](#) / shore excursions

f Like

10

Share



shore excursions

With sun-kissed beaches, outdoor cafes, shopping galore and exciting attractions just minutes away, it's easy to trade airport blues for sunny hues.

here are some ways to play, in under three hours, before your flight home.

beachfront promenade

Only two miles north of Port Everglades, you can experience the landscaped beachfront promenade with its signature white wave wall and brick paved path. Across the street, visit luxury hotels and Gallery at BeachPlace for casual fun, shopping, dining, or a narrated 90-min. amphibious [Fort Lauderdale Duck Tour](#) of quaint Las Olas Boulevard, historical



enter to win

cruise & play deals

cruise hotels


49


hotel shuttles


shore
excursions


4

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Visit Lauderdale


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What have you been up to?

 **Visit Lauderdale**
2 hours ago 🌤️











Monday dawns. Amber image captured by @FLauderdaleSun







30 Friends

Connected to Visit Lauderdale

30 friends like this

+21

4 friends were here



Invite Your Friends to Like this Page

See All



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Lists

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Fort Lauderdale

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GFL Convention & Visitors Bureau. Win a Vacation Like A VIPgetaway: [sunny.org/win](#)Fort Lauderdale, Florida · [sunny.org](#)

22,585

TWEETS

4,457

FOLLOWING

21,942

FOLLOWERS



Following

Tweets



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2h

RT [@ftlauderdaleSun](#): The ocean meets the sands.[pic.twitter.com/uUS4ORZTqa](#)[View photo](#)

Fort Lauderdale @visitlauderdale

3h

The start of a beautiful week RT [@FtLauderdaleSun](#): By the
shore, a butterscotch dawn. [pic.twitter.com/slqiO2Xoki](#)[View photo](#)

Fort Lauderdale @visitlauderdale

4h

Get [@PeterSGreenberg](#)'s travel tip on vacation rentals vs. home
stays [bit.ly/12p63kf](#)[Expand](#)

Fort Lauderdale Sun @FtLauderdaleSun

19h

The Fab 5 now have a cool FB page - celebrating a 5th year as
their official photographer :-) [facebook.com/Fab5FL](#)[pic.twitter.com/XXOKZAnsJm](#)

Go Mobile



For the iPad

sunny.org/playbook



Questions?



Thank you!



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