

## WHAT'S NEW IN GREATER FORT LAUDERDALE

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### 10TH TIME'S THE CHARM

Greater Fort Lauderdale is gearing up to host [Super Bowl XLIV](#), Feb. 7, for a record 10th time, and the Pro Bowl, January 31. For the first time the Broward Convention Center will host the NFL Media Center, and the NFL Headquarter hotel will be located on Fort Lauderdale Beach. A microsite featuring all the activities taking place in Broward surrounding the "Big Game" is in development. [www.sunny.org/superbowl](#)

### AHOY MATES

Port Everglades is preparing for the November arrival of Royal Caribbean's new Oasis of the Seas mega cruise ship, the first of the 5,400 passenger cruise ships this November. The newly built Cruise Terminal 18 is the largest cruise terminal in the world. On the horizon for 2010, several new ships calling Port Everglades home including Silversea Cruises' Silver Spirit in Jan. 2010. In addition, MSC Poesia, Seabourn Odyssey, and Celebrity Equinox will make their US debuts this November. To enhance the pre- and post-cruise experience, Greater Fort Lauderdale has special offers cruisers can get on board with. Come a little earlier, stay a little longer, and discover what this sunny destination has to offer with special deals at [www.sunny.org/cruiseandplay](#)



### SUNNY SKIES

Virgin America will launch twice daily non-stop flights from Los Angeles International Airport (LAX) and San Francisco International Airport (SFO) beginning November 18, 2009. Not to be outdone, JetBlue, already serving Fort Lauderdale from Long Beach, will add a daily non-stop service from San Francisco beginning November 17, 2009. Beginning November 4, AirTran begins non-stop flights from Akron-Canton, OH; Columbus, OH; Flint, MI; and Harrisburg, PA to FLL. Starting Nov 13, Allegiant Air will add a third low-cost nonstop flight from Grand Rapids to Fort Lauderdale. Midwest Airlines will offer nonstop daily seasonal service between Milwaukee and Fort Lauderdale from Dec 17 through Apr 19, 2010.

### ARTS SCENE

**The Museum of Art | Fort Lauderdale** welcomes **American Chronicles: Norman Rockwell**, November 14, 2009 – February 7, 2010. Enjoy 70 works including Saturday Evening Post covers and oil paintings from one of the most popular American artists of the past century. Norman Rockwell was a keen observer of human nature and a gifted storyteller for nearly seven decades, chronicling our changing society in the small details and nuanced scenes of ordinary people in everyday life.



## GREATER FORT LAUDERDALE CONVENTION & VISITORS BUREAU

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## NEW HOTELS AND ADDITIONS IN GREATER FORT LAUDERDALE

### VERY ACCOMMODATING

From luxury beach resorts to Superior Small Lodgings, Greater Fort Lauderdale boasts 33,000 hotel rooms throughout this vibrant destination from Hollywood to Deerfield. Several new hotels conveniently located just minutes from the Fort Lauderdale-Hollywood International Airport, Port Everglades cruise port and the Broward County Convention Center are opening in 2009 and beyond. Hotels scheduled to open this fall, include the 157-room, [Fairfield Inn & Suites Fort Lauderdale Airport & Cruise Port](#), opening October 2009; Choice Hotels' 119-room [Cambria Suites Fort Lauderdale/Dania Beach](#), set to open November 2009. [Crowne Plaza Fort Lauderdale Airport/Cruise Port](#) is scheduled to open January 2010 with 150-rooms. Hyatt has plans for two new properties, the 149-room [Hyatt Place Fort Lauderdale Airport-South](#), May 30, 2010 and [Hyatt Summerfield Suites Fort Lauderdale Airport-South](#), opening July 2011 with 143 rooms.

It just gets better with the Lauderdale Luxe collection of hotels including the new Ritz-Carlton, Fort Lauderdale; Hilton Fort Lauderdale Marina; Hilton Fort Lauderdale Beach Resort; and Atlantic Hotel, joined by:



The [Westin Beach Resort, Fort Lauderdale](#) has re-opened after completing a multi-million dollar extensive rebirth. The resort's 433 guestrooms and suites are refreshed and revitalized, the 32,000 square feet of flexible event space has been refurbished, including a 10,192-square-foot ballroom for groups of up to 1,053 people, a second ballroom slightly smaller at 8,376 square feet accommodating 842 people, and the Sunrise Terrace with more than 5,500 square feet of space and inspiring Atlantic views. Also new, an 8,100-square-foot Heavenly Spa by Westin™ and a Starbucks bistro.

On April 30, 2009 Starwood Hotels opened the \$205 million [W Fort Lauderdale](#), the first W Hotel in Florida, and the first of the brand located beachfront. The 486-room hotel is located on a 4-1/2 acre site offering dramatic views of the Atlantic Ocean and Intracoastal Waterway. The 23-story two tower building offers Stephen Starr's Steak 954 restaurant, a luxurious Bliss Spa, W's signature Whiskey Blue and more than 19,000 sq. ft. of meeting space.



The [Harbor Beach Marriott Resort & Spa](#) debuts a new oceanfront ballroom in January 2010. The 10,000-square-foot facility is large enough to accommodate nearly 1,000 people theater-style and more than 450 classroom-style. A wall made entirely of glass will serve as a virtual window to the ocean and to the resort's private beach. The new ballroom is part of a \$50-million renovation including a \$25-million floor-to-ceiling rooms makeover, and ocean terrace enhancements with fire pits, cabana seating and cozy alcoves surrounded by lush tropical landscaping.

On the horizon, the [Sheraton Fort Lauderdale Beach Hotel](#), formerly the Sheraton Yankee Clipper, is in the midst of a \$30-million renovation and revival. Set to re-open in January 2010, the 1950's frame will undergo an extensive renovation to the exterior, the 485-guestrooms including 15 suites, meeting space, public areas, restaurants and bar. The hotel will also introduce a new Sheraton Core Fitness Center, Sheraton Sheraton Kids Club and family-friendly restaurant complete with home-made ice cream soda fountain. Major upgrades are underway for the property's 7,000 square feet of indoor meeting space and 5,600 square feet of outdoor space.



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