



From the President

Dear Greater Fort Lauderdale Hospitality Industry Friends,

As we kick off another year in partnership, it is so important to stay united and focused on year-round tourism growth. Together, our collective passion, energy, creativity and warmth will keep us top-of-mind with vacationers, group planners, travel professionals and media.

Are you with us?

We are committed to staying strong in the marketplace. Spending lethargy is a real hurdle and consumer spending growth will likely be slow for months to come with a “new normal” affecting travel. There are glimmers of hope as we prepare for the challenging year ahead. The desire to travel seems to be on the rise.

With emphasis on affordable luxury and authenticity reflecting our carefree, water-centric personality, we will implement new programs such as We Love Cruisers in conjunction with Royal Caribbean. The popular Beachmobile will tour northern cities and the UK. The Immersadome multi-sensory experience will be showcased at trade shows and the Times Square mega billboard will post January through March. This winter heats up with Pro Bowl and South Florida’s tenth Super Bowl, both headquartered in Greater Fort Lauderdale (along with the NFL media center at the Broward County Convention Center). This is our chance to shine. Other campaigns include Dine Out Lauderdale in October, Summer 2-for-1 attraction offers, and SpaChic for September. Moving towards a more mobile platform, we are launching an iPhone application while also growing our engagement with social media on Twitter and Facebook.

The strategic 2010 plan, developed by the GFLCVB staff based on input, insight and guidance from the Broward County Tourist Development Council, Marketing Advisory Council and hospitality industry partners, will continue to generate leisure and group business while branding Greater Fort Lauderdale as a year-round affordable beach chic destination with a genuine vibe.

We look forward to working closely with each of you as we make 2010 the best it can be.

With warmest wishes for a happy, healthy and successful year ahead,

Nicki E. Grossman
President

2009 Honor Roll

- Nicki E. Grossman appointed to the Federal Reserve Bank of Atlanta’s Travel and Tourism Advisory Council
- Three VISIT FLORIDA Flagler Awards for the Vacation Planner, Long Island Expressway billboards, and post-election day ad in The New York Times
- Association Meetings’ Inner Circle Award
- Top Destination Award from Facilities & Destinations
- Distinctive Achievement Award from Association Conventions & Facilities
- Meetings & Conventions’ Gold Service Award
- World Class Award from Insurance & Financial Meetings Management
- ConventionSouth 2009 Readers’ Choice Award
- Award of Excellence from Corporate and Incentive Travel
- The Communicator Award for the New York City blitz, including post-election ad in New York Times, and Times Square billboard
- Hermes Creative Award for Sunny.org
- Tweet Elite from DCI in NY: VisitLauderdale among Top 5 CVBs using twitter for destination marketing
- Sun-Sentinel names VisitLauderdale in Top 10 tweets to follow, calls it “surprisingly entertaining”