

# WHAT'S NEW in Greater Fort Lauderdale



## DEFROST YOUR SWIMSUIT

Greater Fort Lauderdale is taking the "Defrost Your Swimsuit" campaign to Toronto, NYC and London. In November 2011, ten ice blocks with bikinis and boardshorts will make an appearance in Toronto's Yonge-Dundas Square during the Santa Claus Parade. And in January 2012 to NYC's Times Square and London's financial district. Television, radio, billboards, retail promotions and street teams handing out ice scrapers, with opportunities to win beach getaways to Greater Fort Lauderdale.

## GREATER "FORK" LAUDERDALE

Casually sophisticated new additions to Las Olas Boulevard include Las Olas Wine Bar with 40 wines by the glass and live music, as well as Cheese Culture, a whey of life. M Bar Global Tapas features "master cocktailians" and small plates. The coolest restaurant to hit the scene, Tundra, serves crystal clear "chilling spheres" in drinks and "Tundratizer" small plate options with ice flatware. P18, a new restaurant in the Riverwalk Arts & Entertainment District features small "plates." The latest addition to Fort Lauderdale beach is East End Brasserie, a new traditional French bistro from NYC Chef Steve Zobel, at The Atlantic Resort.



## FOR THE LOVE OF ART

"Offering of the Angels: Old Master Paintings and Tapestries from the Uffizi Gallery" from Florence, Italy, makes its American debut at The Museum of Art | Fort Lauderdale, November 19, 2011-April 8, 2012. Broadway Across America returns to the Broward Center for the Performing Arts with Beauty and the Beast (Nov.), Cirque Dreams Holiday (Dec.) Jersey Boys (Jan.), Billy Elliot The Musical (Feb./Mar.), South Pacific (Apr.), and La Cage Aux Folles (June). Alice Cooper and Paul Simon appear at Hard Rock Live in December. BankAtlantic Center welcomes back Andrea Bocelli (Feb. 14) and Roger Waters (June 15).

## KID LAUDERDALE

The EcoDiscovery Center debuts at the Museum of Discovery and Science on 11/11/11 with an exciting outdoor otter habitat, simulated Everglades airboat ride and interactive prehistoric dig pit, highlighting the fragile Florida environment. In Spring 2012, Young At Art Museum unveils its new \$26.5 million, 57,000 sq. ft. gold-LEED certified facility with galleries including CultureScapes, GreenScapes, WonderScapes and ArtScapes. For the adventurous kid at heart, the new Funderdome indoor, activity-based, family fun center fuses modern play technology and kid-friendly fun.



## FIT LAUDERDALE

Get, feel and stay fit on your Greater Fort Lauderdale getaway. With Blue Wave beaches as your outdoor fitness center, it is easy to keep that new year's resolution and get swimsuit ready in Fit Lauderdale. Yoga-board on the Atlantic. Bike by the beach. Workout at a Lauderdale Luxe spa. Run February's A1A marathon. Paddleboard or surf, golf or salsa dance and savor healthy fare. Broward's new B Cycle bike sharing program, lets riders from Hallandale Beach to Pompano Beach access public bicycles for short trips around town.

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## VERY ACCOMMODATING

From luxury beach resorts to Superior Small Lodgings, Greater Fort Lauderdale boasts 34,000 hotel rooms from Hallandale Beach to Deerfield Beach. Book online at [sunny.org](http://sunny.org) or on [Facebook.com/VisitLauderdale](https://www.facebook.com/VisitLauderdale) and receive a **FREE "Beach Starter Kit,"** including a beach towel, beach ball and flip flops. New hotels and recent renovations include:

Coming soon to Hollywood Beach, a new \$130 million, 349-room, [Margaritaville Resort](#) along the Broadwalk at Johnson Street. Opening in 2014, it will include a 15,000 sq. ft. Margaritaville Café, rooftop pool as well as pools at beach level, meeting space of 35,000 sq. ft. that can accommodate 800 people, a 1,000 car parking garage, boat dock and more. A revamp of the Broadwalk's famed Bandshell amphitheater and a new lawn for events and concerts are planned.



The newly renamed [Bahia Mar Fort Lauderdale Beach - a DoubleTree by Hilton](#) hotel is an iconic, oceanside retreat undergoing an enhancement program of its 296 guest rooms and suites and signature 8,200 sq. ft. Commodore Ballroom. Renovated rooms will feature a light and airy décor with floor-to-ceiling water views and splashes of citrus color accents.

## WE LOVE CRUISERS

Cruise passengers can stretch their vacations and their budgets with Greater Fort Lauderdale's cruise and play deals. Discover complimentary transfers from hotels, hotel deals, and special prices on excursions to the Everglades. Sawgrass Mills launched a premier bag storage and shipping program, allowing shoppers to drop off their purchases at one of three convenient locations throughout the mall to either send their bags directly to the airport or have them shipped home. A new pre-post-cruise video is available to see why Greater "Port" Lauderdale is your first port of call. [www.sunny.org/cruiseandplay](http://www.sunny.org/cruiseandplay)



## FREE E-BOOKS FOR VISITORS

Fort Lauderdale/Hollywood International Airport has paired with Broward County Libraries to offer travelers free access to 15,000+ downloadable e-books for smart phones or e-readers, with a scan of a Quick Response (QR) code displayed on screens in baggage claim areas. The e-books are a gift and never expire. Happy reading!

## JUST FOR GROUPS: LAUDERDALE CONVENTION COLLECTION

Book any of the six hotels of the Lauderdale Convention Collection, and enjoy the attention of Greater Fort Lauderdale CVB's Sunsational Service Team to coordinate transportation, marketing and beyond. Hotels include: Embassy Suites Fort Lauderdale, Harbor Beach Marriott Resort & Spa, Hilton Fort Lauderdale Marina, Hyatt Regency Pier Sixty-Six, Renaissance Fort Lauderdale Port Everglades, Sheraton Fort Lauderdale Beach. Visit [sunny.org/lcc](http://sunny.org/lcc) for sunny savings when booking June 15-Oct 15, 2012-2014. **Added benefits:** Free event space at the Convention Center; one-hour welcome reception at Convention Center; one-hour Board of Directors reception; 10% discount off services such as F & B, electric, a/v, internet and security staffing; advance marketing assistance at the previous year's event.



## GET SOCIAL WITH US

Put Greater Fort Lauderdale in the palm of your hand with the new [Sunny.org](http://Sunny.org) mobi site. Find hotel and dining deals, maps and virtual Vacation Playbook and Meeting Planners Guide for iPad. Like us on [Facebook.com/VisitLauderdale](https://www.facebook.com/VisitLauderdale) or follow our tweets on [Twitter.com/VisitLauderdale](https://twitter.com/VisitLauderdale) and find tips on [Foursquare.com/VisitLauderdale](https://www.foursquare.com/VisitLauderdale) to stay in the know.