

# Alliance for Innovation Award Entry – Cover Sheet Broward County / Greater Fort Lauderdale Convention & Visitors Bureau

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#### **Alliance for Innovation Award Entry Form**

Member: Broward County (also known as Greater Fort Lauderdale)

Title: Greater Fort Lauderdale Brings the Beach to Manhattan with *coast(954)*: The First-Ever Destination Pop-Up Store

#### **BACKGROUND AND INNOVATION DESCRIPTION (NUMBERS 2-3)**

#### (NOTE: NUMBER 5 WOVEN THROUGHOUT ENTRY)

Tourism is the largest industry in Broward County, whose hospitality sector is responsible for more than 119,000 jobs. The billions of dollars spent by the 10 million-plus annual visitors to Broward County represent a vital aspect of the county's economy and overall well-being.

The nature of tourism in Broward County, also known as Greater Fort Lauderdale, has evolved tremendously over the last two decades. Once known as the country's Spring Break capital, Greater Fort Lauderdale (GFL) has transformed over time into a casually sophisticated, "beach chic" destination with a wide array of attractions and activities. Driving this transformation is a new array of offerings, including five-star hotels, year-round golf, luxurious spas and a variety of outstanding outdoor experiences featuring the destination's remarkable water culture, from yachting to deep sea fishing.

To further its re-positioning efforts, the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) must communicate the vacation destination's *new* image and brand and creatively showcasing "beyond the beach" activities including golf, spa, upscale hotels, family vacations and gay-friendly accommodations. To maximize effect both nationally and in the New York Metropolitan Area – by far GFL's top out-of-state tourism feeder market – the GFLCVB saw NYC as the best bet for a big splash. But how would the GFLCVB WOW the jaded New York City consumer and media marketplace with a new initiative that transcended visibility into something that truly educated consumers about GFL's attractiveness as a tourism destination?

The new initiative had to showcase the diverse array of new experiences in GFL, creating a new message and vibe for the destination. It also was crucial that this "out of the box" idea position GFL as an innovative leader in tourism marketing. The GFLCVB's answer: a completely original and new-to-market concept in the form of coast(954), the first ever "Pop-Up Store" executed on behalf of a travel destination.

#### **OBJECTIVES**

- Create a high-profile, trendy and interactive "experience" showcasing GFL's casual sophistication and diversity of attractions and activities to help attract a more affluent consumer set to the destination.
- Combine traditional PR tactics and measurable media hits with innovative, cutting-edge marketing strategies – utilizing new media, viral marketing and social networking Web sites

- Exhibit GFL to media and consumers as an attractive destination with fresh appeal for visitors,
   while proving that the destination also is innovative in promoting its assets
- Enhance the visibility of GFL and capture the attention of New Yorkers in a highly memorable way
- Capitalize on cold NYC weather to make a GFL promotion an intriguing, "warming" concept for consumers and media

#### **TARGET AUDIENCES**

- Visitors and residents of the Greater New York City Metropolitan Area, particularly those who live and/or work in Manhattan – representing a potential 25 million person market
- National, niche and specialty travel media that reach a wide demographic and GFL's targeted visitor profile – urban couples, young professionals with families, hip twenty-and-thirty-somethings, boomers, and the gay community
- Trade and industry press that follow industry newsmakers and trendsetters travel, meeting, marketing and PR media

#### **RESEARCH / PLANNING**

As shown by travel industry and destination-specific tourism statistics, the time was now for GFL to attract a more affluent consumer set. Demographic research showed GFL's target travelers to be trendy, savvy and "in the know," meaning the GFLCVB had to be highly innovative in creating a program that brought an experiential GFL environment to NYC and represented its key selling points such as newness of infrastructure, "water culture," casual sophistication and diverse array of experiences. Research was performed on the success of previous Pop-Up Stores by retailers, sparking creative thought about how such a store can sell an *experience* rather than a *product* (such as coffee, clothing, etc).

The location of the Pop-Up Store was also vital to the initiative's success. The GFLCVB conducted several months of research, scouting dozens of locations. The "Bank Building" at Union Square was a particularly attractive candidate, offering wide-open floor-space and an area where a variety of shops yielded steady foot traffic and high-income consumers.

The store's trendy name, coast(954), made a playful nod to GFL's area code. The GFLCVB created several possible designs for coast(954)'s interior – settling upon an open, fluid layout that invited visitors to take the full store tour – and also created ways for the store's exterior to lure pedestrians inside, including a huge banner, doors painted like a beach scene and two 20-foot palm trees lining the front entrance. The store's timing – January 10-17, 2007 – would give the colorful, tropical-themed storefront extra incentive for chilly New Yorkers to come in, warm up and get to know the real GFL through experiential activities, contest entries, and a large screen video loop displaying the destination's most enticing features.

#### **STRATEGY**

To experience *coast(954)* New Yorkers first had to step inside it. To supplement the inviting exterior, street teams distributed branded hand-warmers to chilly pedestrians inviting them to *coast(954)*. The Beach on Wheels – the GFLCVB's previous innovative "big splash" created in 2003 – spread word of the Pop-Up Store by motoring through high-traffic areas of Manhattan.

In considering *coast*(954)'s interior, the GFLCVB saw the destination's casually sophisticated, upscale yet something-for-everyone appeal as paramount to communicate to the media and public. The GFLCVB made the following components of *coast*(954):

- "Ask the Expert" sessions with notable niche editors (Family Circle, PlanetOut) focused on GFL activities
- Giant screen video presentation of new luxury hotels, fine dining and Intracoastal waterways/water culture
- Real golf putting green represented premier golf courses
- Spa services at the "Relaxation Station" to raise awareness of GFL as an emerging spa destination
- Virtual fishing station showcased big-game fishing
- Beach volleyball, encouraging visitors to enjoy the beach Fort Lauderdale style
- A toy-filled sandbox for children, demonstrating family friendliness
- Bikini-clad models on lifeguard stands in a beach scene with sand castle representing fun in the sun

To further intrigue visitors, the GFLCVB created contests and trip giveaways that highlighted GFL's new, upscale offerings. Laptop stations let guests explore the destination's tourism website, www.sunny.org, and Travelocity reps helped book trips.

#### **COST & EXECUTION**

The budget for this project was approximately \$150,000. The execution started with extensive media outreach, both to ensure listings in key "Calendar of Events" sections and to secure high-profile media visitation of coast(954). A pre-opening media gala gave the press a sneak preview of coast(954), opening the eyes of consumer media to the "new GFL" and showing how the destination differentiated itself from the competition by creating an innovative, first-ever marketing method.

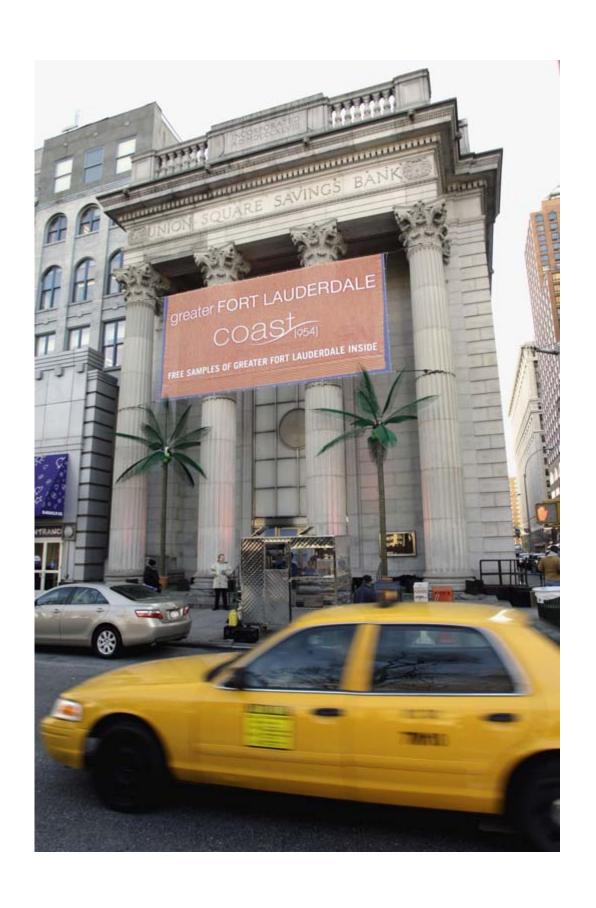
coast(954)'s grand public debut was positioned as an additional "first-look" for media, one where they'd have the opportunity not only to experience the Pop-Up Store in operation but have one-on-one access to interviews with the CVB president. This secured major print, broadcast, online and wire media, who experienced the store and were provided with branded destination messaging through interviews and supporting collateral. Live remotes provided instant coverage and local visibility for the Pop-Up Store. A gay-themed party attracted hundreds, and a YouTube video helped spread the buzz online.

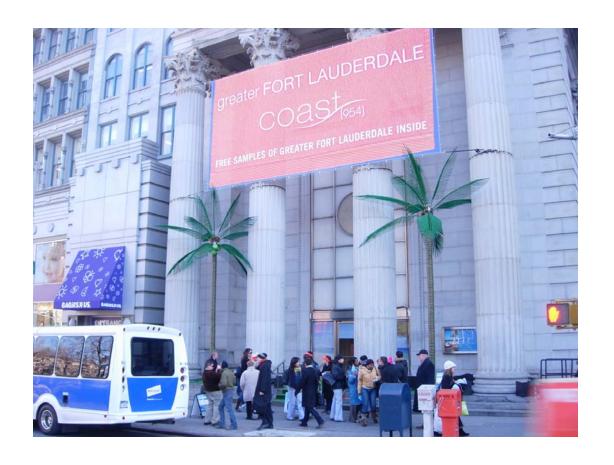
#### **EVALUATION OF SUCCESS / MEASUREMENT (NUMBER 4)**

coast(954) reached a media audience of 150 million consumers. Advertising value exceeded \$2.5 million. More than 10,000 New Yorkers visited coast(954) and, in January, the GFL Web site saw an additional 16% visitation over the previous year, a 50,000-click increase.

Media coverage appeared in major U.S. news outlet from the *Associated Press* (68 outlets) to *USA Today* to *BusinessWeek*. TV segments appeared on New York City and Florida affiliates of FOX, NBC and My 9. Other consumer coverage included calendar items in influential outlets such as *About.com, CNNMoney.com* and *New York Daily News*; trade exposure included *Agent@Home, PRWeek* and *BrandWeek*. Trend pieces in *Florida Trend, South Florida Sun-Sentinel, O'Dwyer's, PR Week, AdAge* and *Brandweek* showcased the GFLCVB's ingenuity, and the YouTube video was seen by thousands.

The average daily rate at Broward County hotels soared to new levels: in August of 2007, it reached \$98.47 – representing a 10% increase over August 2006 and an all-time high for the destination during this non-peak period. Hotel occupancy for August 2007 was nearly 6% higher than August 2006 – an indication that the increased revenue seen by GFL's hotels was not coming at the expense of overall visitation. As previously stated, the tourism industry in Broward County employs more than 119,000 individuals; that said, a healthy tourism industry benefits the community mightily.







Interior view of pop-up store with Greater Fort Lauderdale branding throughout



Creating a spectacular sandcastle







Winner of daily Greater Fort Lauderdale getaway, this one sponsored by Travelocity



Virtual fishing





Interview with Greater Fort Lauderdale Convention & Visitors Bureau president Nicki E. Grossman







Travelocity booking station with special Greater Fort Lauderdale offers, and contest to win the grand prize: tickets to Super Bowl XLI in South Florida.









CVB street teams distributed handwarmers and invitations to come inside the pop-up store





Get out of the cold. See sun, sand and palm trees at coast (954), The Vacation Destination January 10 thru 16. Open daily at 10 a.m. 20 UNION SQUARE EAST AT 15TH STREET

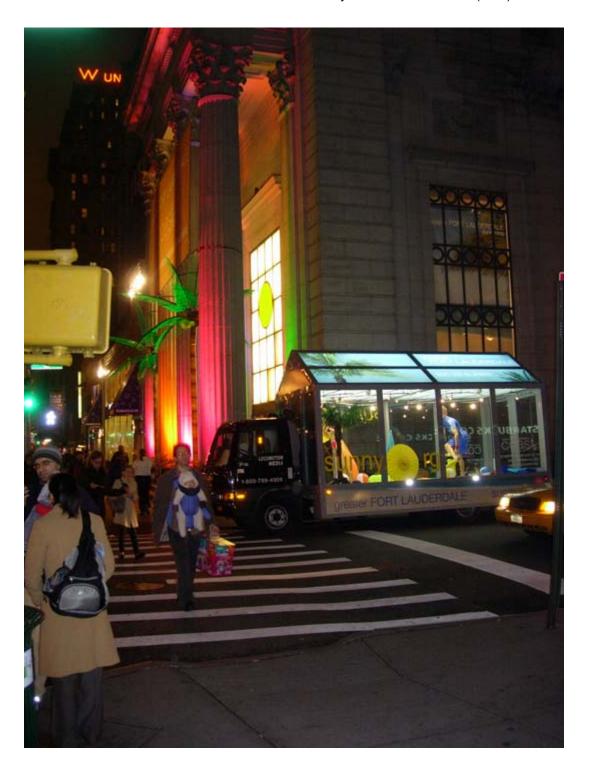
- Experience Florida's beach chic vacation
- Play golf, go fishing and relax on the "beach"
- Enter to win daily vacation prizes, including a Grand Prize trip to Super Bowl XI Lin South Florid
- Complimentary massages at The Relaxation Statio
- and adventure travel at The Vacation Station
- Ask an Expert, with daily appearances by trave and fitness experts







Front and back of Greater Fort Lauderdale handwarmers, distributed to freezing New Yorkers Greater Fort Lauderdale's signature Beach Mobile, a glass truck with a beach scene inside, cruises the streets of New York. Here it is adjacent to the Coast(954) store.



OutTraveler sponsored a VIP event inside the pop-up store for gay and lesbian consumers







#### Self Magazine sponsored a pre-opening client reception



Convention & Visitors Bureau for an exclusive pre-opening party to unveil coast(954), the first-ever "Pop-Up Store" created by a destination. Enjoy cocktails, hors d'oeuvres, Greater Fort Lauderdale vacation prize giveaways, and more.

January 9, 2007

6:00-8:00 р.м.

Location: The Bank Building at Union Square 20 Union Square East at 15th Street, NYC

Please RSVP via email to RSVPcoast954  $\mbox{@condensst.com}$  by Friday, January 5, 2007.

# greater FORT LAUDERDALE CONVENTION & VISITORS BUREAU

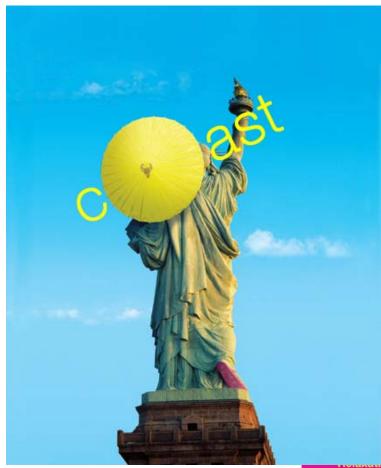
For one week in January, New Yorkers will get out of the cold and feel the warmth as the Bank Building is transformed into a palm tree-lined beach destination with engaging interactive elements. Play golf, fish, book vacation specials with Travelocity, relax on the Greater Fort Lauderdale "beach" and enter daily to win themed vacations.



#### Daily in-store contest for Greater Fort Lauderdale getaways



#### Informational postcard describing pop-up store events and activities



bye cold and gray. Hello sun, sea and sand.

Greater Fort Lauderdale's coast(954) arrives in Union Square, January 10-16

a sunny-state-of-mind as 20 Union Square East rmed into a palm tree-lined beach destination. mini-vacation at coast(954), where you can:

Free Trip: Enter to win daily trips ranging from spa o active adventures and family weekends

 Super Bowl XLI: Grand prize includes roundtrip Spirit Airlines, four nights at the Seminole Hard tel, Dollar Rent A Car, admission to *Taste of the* nt, and two tickets to Super Bowl XLI, Feb 4

on Station: Enjoy a complimentary hand massage

Virtual Fishing: See if you can catch the big one

Go for a "Drive:" Get into the swing of things with an interactive golf experience

Guest Appearances: Vacation advice from noon to 2 pm: "Travel Tips from A to Z" with Amy Ziff of *Travelocity* on 1/12; Gay-friendly getaways with *PlanetOut's* Ed Salvato on 1/11; fun family vacation ideas from *Family Circle* on 1/16

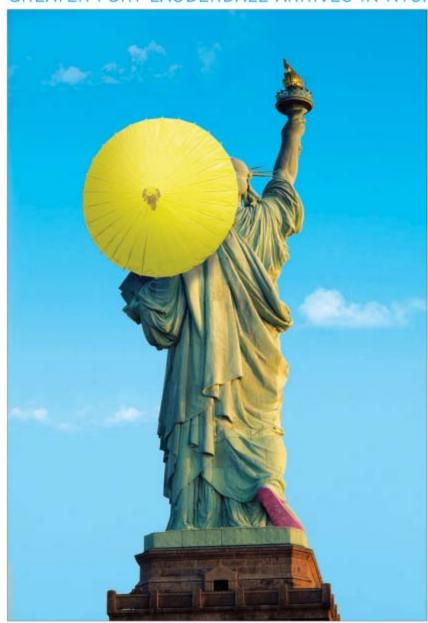
Plan Your Escape: Book special vacation deals to Greater Fort Lauderdale with *Travelocity.com*. Travel specialists can answer questions and help book your vacation on the spot

#### coast(954)

Greater Fort Lauderdale's Vacation Store 20 Union Square East @ 15th Street

See why New Yorkers "Live in 212 and Play in 954"

## GREATER FORT LAUDERDALE ARRIVES IN NYC.



SAMPLE OUR WINTER WARMTH, VISIT GREATER FORT LAUDERDALE'S coast (954) VACATION STORE.

20 UNION SQUARE EAST AT 15 STREET, JANUARY 10-16, OPEN DAILY FROM 10 A.M. EXPERIENCE FLORIDA'S DRACH CHIC DESTINATION | PLAY GOLF, GO TENENS AND RELAY ON THE "REACH" OR CHICKY A COMPLIMENTARY MASSAGE DAILY PROZES, INCLUDING A GRAND PRIZE THE TO SUPERI BOYAL XIL HIS SOUTH FLORIDA, FEEL 4, 2007 | CALL 1000-25-51/INNY OR YEST SUMMY ONE.

COAST IN FOR A FREE BEACH TOWEL | BRING THIS AD TO coast (954)



#### Press Outreach Started the Media Buzz ...



#### Greater Fort Lauderdale Announces First Ever Pop-Up Store for a **Travel Destination**

Greater Fort Lauderdale's coast(954) Invites New Yorkers to Live in 212 and Play in 954 Exclusive Offers and Daily Vacation Prizes Including Grand Prize Super Bowl XLI Trip

GREATER FORT LAUDERDALE, Fla., Dec. 12 /PRNewswire/ — This January, New Yorkers thinking about snow, salt an sleet will be talking about sun, sand and sea when the Greater Fort Lauderdale Convention & Visitors Bureau launches c (954) — the first-ever destination 'pop-up store.' An experiential marketing concept, Greater Fort Lauderdale's coast)(954) debuts on Wednesday, January 16, 2007. The Greater Fort Lauderdale Convention & Visitors Bureau will transform the bank building at 20 Union Square East at 15th Street in 3,600 square-foot palm tree-lined beach destination with engaging interactive elements. The store will be open daily from

#### Money.com

#### Fort Lauderdale Pitches Summer to Winter-**Bound New Yorkers**

Chicago -- The Greater Fort Lauderdale Convention & Visitors Bureau reaches out to New York City&#x2014.its largest out-of-state market&#x2014.by conventing a bank building into a destina

ndays starting Jan. 10, the space at 20 Union Square East at 15th Street will be transformed in lined casis. Visitors at coast(564,56x,001x; play on Fort Lauderdain's area code54x2014, ca virtual fishing and golf, and get pampered with hand massages while watching travel videos. by (NYSE:1563) of glower the Vacation Station where the public can book travel packages.

Travel specialists will be available to dispense trip advice and recommodities to win trips to the Florida destination, spa retreats, family we February's Super Bowl XI,I in Miami. RedPeg Marketing, Alexandria,





December 26, 2006

By Mike Beirne

Chicago -- The Greater Fort Lauderdale Convention & Visitors Bureau reaches out to New York City-its largest out-of-state market-by converting a bank building into a ation pop-up store.



The Seattle Times

Greater Fort Lauderdale Announces First Ever Pop-Up Store for a Travel Destination

# & Destination



Nicki E. Grossman, President of the Greater Fort Lauderdale Convention & Visitors Bureau, hosted a media breakfast and news update in New York City in October. This famous Florida meeting & event destination was promoting the openings of several new luxury hotels in the area, high profile events that are coming to Fort Lauderdale, such as Superbowl XLI this February, and "Coast 954," the GFLCVB's new promotional campaign. (photograph by Sandy Abby)

#### Fort Lauderdale Takes a Quick Trip to NYC

**Destination Opens Pop-Up Shop to Lure Visitors** 

By Rich Thomaselli

Published: December 27, 2006

NEW YORK (AdAge.com) -- Fort Lauderdale is popping up in New York.

Taking note of the success enjoyed by Nike, Sony and Motorola, the Greater Fort Lauderdale Convention & Visitors Bureau is transforming a bank building in New York's Union Square into a 3,600-square-foot pop-up store from Jan. 10-16 to tout the south Florida destination.



#### Virtual fishing trips

The initiative is called Coast(954) and will include such elements as virtual fishing, a putting green, hand massages and original video content. Visitors can book daily travel specials online through the Vacation Station on site, sponsored by Travelocity. There are daily giveaways, including a grand-prize trip to February's Super Bowl XLI in nearby Miami.

New York is Fort Lauderdale's biggest market. Coast(954), so named after the region's area code, will be supported by a marketing and public relations campaign, including street teams of brand ambassadors, advertising and live TV and radio remotes. The concept was the brainchild of Greater Fort Lauderdale's longtime public-relations agency, M. Silver Associates, New York.

A trend pops up "We believe we're the first destination marketer to try the pop-up store," said Francine Mason, VP-

M. Silver Associates Spearheads Vacation "Pop Up" Store for Client

December 20, 2006



AdvertisingAge.

This January, the **Greater Fort Lauderdate Convention & Visitors Bureau** launches destination "pop-up store" **coast(95-9**). An experiential marketing concept developed by **M Silver Associates** (<u>www.msilver.or.com</u>), the New York-based public relations firm that has represented the GFLCVB for more than two decades, the inhibitory will transform a bank building into a coloral, plant meet-land beach detaination with engaging interactive elements.

To demonstrate a diverse offering of vacation activities, visitors to cosst@56) will experience virtual fishing, play golf, get pampered with hand massages at the Relaxation Station, vetch video presentations and look daily travel offers and specially-priced packages at the Vacation Station, powered by Travedocity. "Ask an Expert" travel specialists will be on hand to provide travel advice and recommendations.

"New York is by far Greater Fort Lauderdale's top out-of-state tourism market, and coast(954) is intended to create a newmind set with this audience," said Virginia M. Sheridan, president of M. Silver Associates. The initiative pulls together multiple areas of marketing—including public relations, advertising, direct marketing and promotional partnerships—for acreate a colorth and exciting experience truly representative of the destination itself. In short, we're bringing Greater Fort Lauderdale to New York so that New Yorkers will bring themselves to Greater Fort Lauderdale."

"We pride ourselves on finding attention-grabbing ways to reach potential visitors," said **Nicki E. Grossman**, president of the Greater Fort Lauderdale Convention & Visitors Bureau, "We hope that cogad/954) will further position Greater Fort Lauderdale as a leader on the cutting edge of consumer trends."

## Then New Yorkers Checked Their Calendars...













pop-up store sponsored by the

Ft. Lauderdale tourism office.

**Around Town** 

#### Rich's Weekend Reader--Travel

http://www.weekendreader.blogspot.com/

Surf's up...An update on last's week's mention of the Greater Fort Lauderdale CVB road show. The NYC bank transformation at 20 Union Square, East 15th Street to a 3,600 square-foot palm tree-lined beach, called a pop-up store, will open on Wednesday, January 10 and run through January 16. The Greater Fort Lauderdale CVB also promotes the destination with something they call the Beach on Wheels," a flatbed truck with a 17-foot beach scene featuring real sand and beachgoers, http://www.sunny.org

FREE coast(954) Coast(954), 20 Union Sq East at 15th St (800-22-SUNNY, sunny.org). Subway: L, N, Q, R, W, 4, 5, 6 to 14th St-Union Sq. 10am-5pm. Through Jan 16. Spring break comes early, thanks to the Greater Fort Lauderdale Convention and Visitors Bureau's pop-up store in Union Square. Visitors can check out virtual fishing, hand massages and a vacation station offering specially priced travel packages. No word yet on any wet-bikini contests.



#### Weekend Picks

coast (954) -- Dreaming of a sunny escape from New York? Live the fantasy in Union Square and enter to win a sunny trip to FLA. The Greater Fort Lauderdale Convention and Visitors' Bureau has transformed 20 Union Square into a pseudo beach to lure New Yorkers from the wintry streets. Stop by for free hand massages, virtual golf and fishing, and vacation giveaways coast (954), 20 Union Square at 15th Street January 10-16, 2007; Friday and Saturday from 10AM-8PM, Sunday from 10AM-

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#### January 10, 2007: Pencil This In



VACATION: The Greater Fort Lauderdale visitors' bureau has brought the Sunshine State to NYC in the form of a 3,600-square foot virtual vacation. The space includes a palm tree-lined "beach", complimentary mini-massages and, of course, bikini clad models. Virtual fishing, golf and more, will make you forget the sudden drop in temperature.

# Consumer and Trade Media Spread the Word



IN NEW YORK

#### Fort Lauderdale Sets Sights on Gen X

27 November 2006

Nicki Grossman, president of the Greater Fort Lauderdale Convention & Visitors Bureau, has spent the better part of the past two decades making sure that the South Florida beach town escapes the Spring Break stereotype.

Spring Break moved on years ago, but now the destination is reaching out to the youth market once again — this time to Generation  $\times$ .

The youth market Fort Lauderdale is seeking is quite different from the days when college kids flocked there and slept eight to a hotel room. The CVB will roll out a sophisticated marketing campaign in 2007 called "coast(954)," which will seek to attract both affluent Gen X leisure travelers and meeting and conference

As part of the camp York in January, opt upwardly mobile de business world," Gr Grossman said the of niche group cate lesbian, and European travelers

the pulse of the industry

As part of the 2007 campaign, the CVB will continue using an element from previous years: "The Beach on Wheels," a motor-powered, walk-through exhibit that will make stops in New York, Chicago, Toronto, Boston, and Washington over

Fort Lauderdale's Mona Meretsky, president of COMCOR Event Productions, expects the new hotels and upscale restaurants will make the destination more appealing to a younger, sophisticated audience. "The destination is not changing into another South Beach overnight, but it's certainly making itself more attractive to the hip crowd," she said.

■ Visit Florida — vicariously — with the opening of Greater Fort Lauderdale's "coast(954)," the first pop-up store launched by a travel destination. The interactive space features virtual fishing, a vacation station with specially priced travel packages and a relaxation station offering hand massages. Through Jan. 16. 10 a.m.; free admission. 20 Union Square East, at 15th St. See www.sunny.org/coast954 for more information.

Christopher Cullen



#### Shott On Location: Beach In A Bank; Ft. Lauderdale Lands At Union Square

"We're happy it's cold," said Francine Mason of the Greater Fort Lauderdale Convention & Visitors Bureau, pointing out the chilly local temperature of 32 degrees at 2:49 p.m. on Thursday.

In southern Florida, it was 72, she noted, looking up the info on one of several laptop computers set up inside the former bank building at the corner of Union Square East and 15th Street. She then pulled up an instant Webcam im age showing palm trees blowing in the breeze back in her hometown.



Ms. Mason & Co. are braving the wintery New York climate this week in order to attract more tourists to Ft. Lauderdale. "New York is our No. 1 market," she said—adding, however, that "we have not completely tapped the New York market. We have a lot more people to go."

To lure in the hold-outs, visitors-bureau workers are passing out free hand-warmers outside the fake-palm-tree-adorned bank building and inviting passersby to come inside for a glimpse at what they're missing down South

Folks who venture inside can register to win a trip to the Super Bowl, play a hole of mini-putt-putt, or go virtual fishing on the flat screen. Gals from Spa

# And the Hits Keep Coming...

## Out of Home Marketing and Design

Take the 4 Train To Ft. Lauderdale.....

#### Bill Geist's Zeitgeist

« Bifurcation Indeed | Main | Rock the Caucus »

January 08, 2007

#### Bringing the Beach to a City near You



You gotta hand it to my friends at the Greater Fort Lauderdale CVB. For the past few winters, the Bureau's "Beachmobile" (a flatbed truck with a glass-enclosed beach

on the back) would swing through target markets, bringing sun, sand, palms, beachballs and bikinis to the frigid north.

Starting today, they set the bar even higher as they have converted a bank building into a destination pop-up store. For the next week, the space at 20 Union Square East at 15th Street will be transformed into a palm tree-lined oasis where consumers can indulge in virtual fishing and golf and get hand massages while watching travel videos. Travel specialists will be available to offer trip advice and recommendations and visitors will be able to book their trip

Posted at 06:25 in Destination Marketing | Permalink



### The Gothamist Blog

Most Commented: Maple Syrup Was Better: Smell... (190) Park Slope May Be Over and Out... (127) Toys R Us Decides to Love ALL...

JANUARY 10, 2007

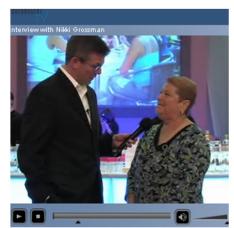
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Through 6pm // The Bank Building [20 Union Square East] // Free



# **Modern Agent.com**



#### **President's Letter**

Published on: January 11, 2007







On Tuesday night in New York City I
"popped in" to the first ever destination
"pop-up store," an experiential
marketing concept created by the
Greater Fort Lauderdale Convention &
Visitors Bureau. The destination has
taken a retail approach to introducing
both consumers and agents to what
Fort Lauderdale offers for those
looking to escape the cold of the
Northeast, just as winter has finally
arrived



Print Article

Indeed, Fort Lauderdale's timing

couldn't be better. Temperatures this week have dipped into the 20s and 30s, and New Yorkers even saw some brief snow flurries on Wednesday morning. As many of you experience firsthand, that first jolt of cold weather typically gets the phone ringing with those beach vacation requests.

As we often do, we brought our camera along from ModernAgent TV to help give you a firsthand perspective of what the destination was doing to stimulate demand for travel to this growing destination. To watch today's show, simply click on <a href="https://www.ModernAgent.com">www.ModernAgent.com</a> or

# coast(954) Interviews at "The Beach"

- Wires: Associated Press and Reuters
- Photographers: Getty Images and Daily News
- Newspapers: New York Daily News, El Diario
- Magazines: Condé Nast Traveler
- International: BBC
- Trade: PR Week, Modern Agent, Incentive, Travel Weekly, Travel Trade News, Luxuryweb.com
- TV: WNBC Ch. 4, Fox 5, WWOR - Ch. 9, CW 11





