

GREATER FORT LAUDERDALE STORY IDEAS

Greater Fort Lauderdale is home to near-endless sunshine, great getaways – and countless compelling tales to be told and story angles to be spun. Below is a list of story ideas that highlight the richness, activities and diversity found in Greater Fort Lauderdale. Feel free to use these ideas to seed your stories or blogs, feed your mind or add extra sources or resources to your reporting.

SELF-ENRICHMENT – LEARNING & LEISURE: What do deck shoes, a sand wedge, camera, wetsuit and a butcher's block have in common? All can be part of an engaging, enriching and educational vacation experience in Greater Fort Lauderdale. Educational excursions combine learning with leisure in the sunshine.



‘FIT’ LAUDERDALE: Greater Fort Lauderdale partnered with SELF magazine to showcase the fitness options available to visitors hoping to keep or regain their pre-holiday physiques. These options make great content for writers focusing on active lifestyle, sports and outdoor topics. www.sunny.org/fitlauderdale

GETTING AROUND AND SEEING IT ALL: Greater Fort Lauderdale is home to various – uniquely South Florida – ways of getting around. From self-guided bicycle riding to professional run land and water tours, vacationers and locals alike can enjoy discovering the area.

ADVENTURE TRAVEL & OUTINGS: Adventure travel achieves new lengths and depths in Greater Fort Lauderdale. Whether by bike, foot, kayak, surf board or Scuba tank, adventurers will find much to explore and do in South Florida. Be sure to bring your camera – except when waterskiing, of course.



FRESHWATER AND DEEP SEA FISHING: Get hooked with fresh or salt-water fishing in Greater Fort Lauderdale. Within 20 minutes, beginner or professional anglers can find world-class fishing – whether for bass or blue marlin. From a boat or a pier, there’s fishing for all.



KID LAUDERDALE: Fun for all ages, Greater Fort Lauderdale is a family-friendly experience full of natural wonders, seasonal getaways, shopping excursions and experiences sure to delight the five senses – and then some.

WE LOVE CRUISERS: Port Everglades "Port of the Year," in 2011 saw 3.6 million passengers pass through its gangways to 45 cruise ships run by 12 cruise lines. Pre-post-cruise options from hotels, restaurants and attractions show this destination “loves cruisers.” www.sunny.org/cruisechic

WEDDINGS & HONEYMOONS: Greater Fort Lauderdale is a matrimonial delight. With a moonrise or ocean as your backdrop, or a striking botanical garden or five-star resort as the setting, a Fort Lauderdale wedding is unmatched in conjuring unforgettable romance – matched only by the area’s role as a honeymoon destination. Ask our Ambassador of Bliss for suggestions and assistance in planning the perfect nuptials or romantic getaway.

www.sunny.org/weddings





‘FORK’ LAUDERDALE DINING: In Greater "Fork" Lauderdale, dining aficionados and foodies of all kinds will re-discover the top restaurants that make dining here so Lauderdale. The new luxury hotels and top names in culinary delights are bringing a windfall of elegant eating to Greater Fort Lauderdale. Those who want to enjoy a uniquely Fort Lauderdale approach to dining can take a boat or Water Taxi to their dock-side restaurant of choice. From October 1-November 8, experience 3-course gourmet meals for \$35 at more than 40 of the area’s top restaurants during [Dine Out Lauderdale](#).

LAS OLAS CHIC: Rodeo Drive, Fifth Avenue, Worth Avenue – and Las Olas Boulevard. Only one of these venerable shopping destinations can truly wear the slogan, “Where the Beach Meets Chic.” Translated to mean “the waves” in Spanish, Las Olas Boulevard has historically been the road that connects the beach with the city. Today it’s known as Greater Fort Lauderdale’s "style mile," lined with boutiques. At night, restaurants come alive with bands and dancing.

AHHH...SPAAAA: De-stress for less with Greater Fort Lauderdale’s *Lauderdale Spa Chic* during the month of September. Dozens of the area’s most sublime resort and day spas invite visitors to take a “life break” and indulge in luxury for less. Relax, refresh, renew and recharge with the full Spa Chic treatment - aromatherapy massage, facial, scrub or wrap - all for just \$99 (up to a 50% savings). Visit www.sunny.org/spachic for a list of participating spas and Spa Chic packages.



LAUDERDALE LUXE: Greater Fort Lauderdale's upscale hotels have arrived, placing a luxury stamp on an already casually sophisticated destination. But you don’t have to spend a million to feel like a million with the ‘Vacation Like a VIP’ package this June through September. These luxe properties are offering a room upgrade, \$100 resort credit to be applied to dining, spa and activities, complimentary valet parking, \$25 American Express gift card, and a Super Summer Savings 2-for-1 card, (valued at \$200) to enjoy more than 25 destination attractions. www.sunny.org/vip

ARTS, ENTERTAINMENT, CIVICS & CULTURE: The arts and culture scene in Greater Fort Lauderdale has blossomed. Today it includes arts districts, festivals and a county-wide \$100 million art in public spaces program.

GAY TRAVEL: Called America's "Favorite Gay Resort Town," according to gay.com, Greater Fort Lauderdale is an inclusive and welcoming community with a thriving resident and tourist lesbian, gay, bisexual and transgender (LGBT) community. www.sunny.org/glb or www.sunny.org/mildtowild

GAMING IN GREATER FORT LAUDERDALE: Florida has become the third most active gambling state in the U.S. Greater Fort Lauderdale is in many ways the epicenter of that activity. Our pari-mutuel betting venues and free-standing casinos combine the excitement of traditional table games; slot machines; horse, dog and harness racing; jai-alai; simulcasting – and all the excitement that comes with them.



For more information about Greater Fort Lauderdale visit www.sunny.org/media or contact Jessica Taylor, jtaylor@broward.org.

For more info, contact the Greater Fort Lauderdale Convention & Visitors Bureau at (800) 22-SUNNY or visit www.sunny.org. Follow us on Twitter at www.twitter.com/visitlauderdale or become a fan on Facebook at www.facebook.com/visitlauderdale or join us on Foursquare at www.foursquare.com/visitlauderdale. To have Greater Fort Lauderdale in the palm of your hand, download the free iPhone applications, *iVisitLauderdale* and *Defrost Your Swimsuit* at www.sunny.org/apps.