



+ MIAMIBEACH



Partnership Overview (2015-2020)

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Destination Vision:

A global leisure and business destination that delivers culturally rich, diverse and innovative experiences inspiring boundless passion in visitors and residents alike.



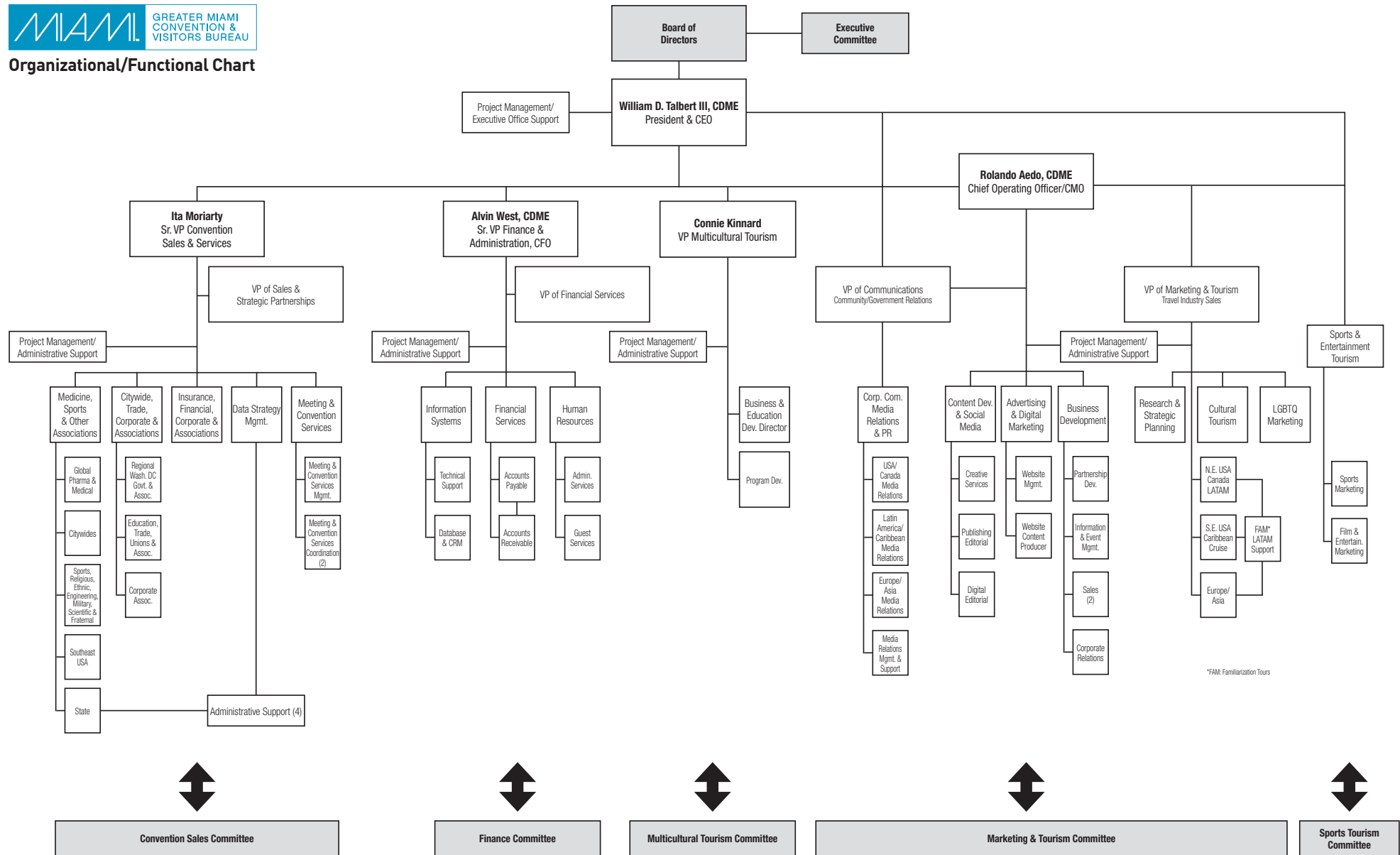
Corporate Mission:

Generate travel demand to Greater Miami and the Beaches to maximize economic impact on our community, ensure industry resiliency and elevate residents' quality of life.

GMCVB Organizational Chart



Organizational/Functional Chart



GMCVB Leadership

A successful organization requires effective leadership to make it work. The vision for the Greater Miami Convention & Visitors Bureau (GMCVB) is guided by the volunteer leadership of its Board of Directors, Chairperson, Finance, Marketing & Tourism, Convention Sales, and Multicultural Tourism Committees, as well as the President & CEO. The GMCVB is led by some of Miami-Dade's most influential community and business leaders, all of whom have a common goal of enhancing our visitor industry and generating jobs.

2019/2020 EXECUTIVE COMMITTEE

CHAIRMAN

BRUCE OROSZ

President & CEO
ACT Productions, Inc.

IMMEDIATE PAST CHAIR

STEVEN HAAS

Executive Director,
Sales & Marketing
Centerplate, Miami Beach
Convention Center

FINANCE COMMITTEE CHAIR

ELIZABETH HICKS

Consultant

MARKETING & TOURISM COMMITTEE CHAIR

ERIC JELLSON

Area Director of
Marketing & Strategy
Kimpton Hotels Florida &
Cayman Islands

MULTICULTURAL TOURISM & DEVELOPMENT

COMMITTEE CHAIR

CAROLE ANN TAYLOR

President
Miami To Go

CONVENTION SALES COMMITTEE CHAIR

JULISSA KEPNER

General Manager
Marriott Miami Biscayne Bay

AT LARGE

T. WILLARD FAIR

President & CEO
Urban League of
Greater Miami, Inc.

AT LARGE

DAN GELBER

Mayor, City of Miami Beach

AT LARGE

CARLOS A. GIMENEZ

Mayor, Miami-Dade County

AT LARGE

JIMMY MORALES

City Manager
City of Miami Beach

AT LARGE

GENE PRESCOTT

President
The Biltmore Hotel

AT LARGE

MARIA SASTRE

Retired, President & COO
Signature Flight Support
Corporation

AT LARGE

CHRISTINE VALLS

Managing Director,
Latin America,
Caribbean & Florida
American Airlines

2019/2020 BOARD OF DIRECTORS

STEVE ADKINS

President & CEO
Miami-Dade Gay & Lesbian
Chamber of Commerce

MICHAEL CHENG

Dean, Chaplin School of
Hospitality & Tourism
Management
Florida International
University

HENRY CRESPO SR.

President & CEO
Urgent, Inc.

ALEX DIAZ DE LA PORTILLA

Commissioner District 1
City of Miami Commission

LUIS GAZITUA

Attorney At Law
Gazitua Letelier, P.A.

WENDY KALLERGIS

President & CEO
Greater Miami & the
Beaches Hotel Association

BEN MOLLERE

Corporate Vice President,
Hospitality &
Business Relations
Baptist Health of
South Florida

JOHN MULREY

President
JMC & C, Inc.

ABE NG

President, CEO & CSO
Sushi Maki

FREDDIE PETERSON

General Manager
Miami Beach
Convention Center
Spectra Venue
Management

ALAN G. RANDOLPH

Deputy Director,
Florida & New York
Bank OZK

ALFREDO RICHARD

SVP, Corporate
Communications
NBC Universal Telemundo
Enterprises

MARY ROGERS

Vice President & GM
Fontainebleau Miami Beach

CHRIS ROLLINS

Chief Operating Officer
South Beach Group Hotels

STEPHEN R. SHELLEY

Councilman, City of
Homestead

REBECA SOSA

Vice Chairwoman
Commissioner District 6
Miami-Dade County
Commission

PAST CHAIRS

RICHARD FAIN

Chairman & CEO
Royal Caribbean Cruises Ltd.

TONY GOLDMAN*

ADOLFO HENRIQUES

Vice Chairman
The Related Group

THOMAS F. HEWITT

Managing Partner
WDI Hospitality, LLC

DONALD E. LEFTON

Principal
The Continental Companies

SIDNEY LEVIN*

STEPHEN D. NOSTRAND

President and Chief
Operating Officer
One Commercial Real Estate

R. DONAHUE PEEBLES

Chairman & CEO
Peebles Corporation

CHRISTOPHER PERKS

Retired, President
The Opus Group, Inc.

STEPHEN SONNABEND

Retired

DOROTHY C. WEAVER*

EX-OFFICIO

MICHAEL FINNEY

President & CEO
Miami-Dade Beacon
Council, Inc.

WILFREDO GORT

CAMACOL

G. ERIC KNOWLES

President & CEO
Miami-Dade Chamber of
Commerce

JUAN KURLYA

Port Director & CEO
PortMiami

IBIS ROMERO

Executive Director
Sunny Isles Beach
Tourism and Marketing
Council

ALFRED SANCHEZ

President & CEO
Greater Miami
Chamber of Commerce

LESTER SOLA

Aviation Director & CEO
Miami-Dade Aviation
Department

*Deceased

GMCVB Global Representation Network

50 Cities Covering 53 Countries

TRAVEL TRADE REPRESENTATION 53 COUNTRIES

- Antigua
- Argentina
- Aruba
- Austria
- Bahamas
- Barbados
- Belgium
- Belize
- Bolivia
- Brazil
- Canada
- Chile
- China
- Colombia
- Costa Rica
- Curaçao
- Denmark
- Dominica
- Dominican Republic
- Ecuador
- El Salvador
- Finland
- France
- Germany
- Grenada
- Guatemala
- Honduras
- India
- Israel
- Italy
- Jamaica
- Luxembourg
- Mexico
- The Netherlands
- Nicaragua
- Norway
- Paraguay
- Panama
- Peru
- Portugal
- Puerto Rico
- Qatar
- Saint Lucia
- Saudi Arabia
- Spain
- Sweden
- Switzerland
- Turkey
- United Arab Emirates
- United Kingdom & Ireland
- Uruguay
- USA
 - » New York
 - » San Francisco
 - » Washington, D.C.
- Venezuela



PUBLIC RELATIONS REPRESENTATION 22 COUNTRIES

- | | | |
|-------------|------------|---------------------|
| • Argentina | • England | • Scotland |
| • Austria | • France | • Spain |
| • Bahamas | • Germany | • Sweden |
| • Barbados | • Ireland | • Switzerland |
| • Brazil | • Italy | • Trinidad & Tobago |
| • Canada | • Jamaica | • Wales |
| • Colombia | • New York | |
| • Denmark | • Norway | |

GMCVB Meetings & Convention Sales/Services



Overview

The Meetings & Convention Sales Department promotes Greater Miami as the ideal destination for meetings and conventions by creating relationships with meeting planners and association executives to generate leads, bookings and room nights and, therefore, a positive economic impact for the community. The GMCVB books meetings and conventions at the Miami Beach Convention Center (MBCC) in collaboration with Spectra, as well as within Miami Beach hotels.

The Meetings & Convention Services Division has implemented key upgrades to the Department's internal GMCVB partner referral system, creating more efficiency when assisting planners with their specific meeting requirements. The Division also provides operational support to incoming convention groups.

GMCVB Washington, DC Regional Sales Office

The GMCVB's Washington, DC Regional Sales Director represents the destination and Miami Beach, producing sales events, attending Virginia, Maryland and DC industry events, Association of Meeting Professionals (AMPS), Meeting Professionals International (MPI), Professional Convention Management Association (PCMA), Association Management Companies Institute (AMCI), Destinations International (DI), American Society of Association Executives (ASAE) and more.

Sales Strategy



Focus on both Citywide/Convention Center and In-Hotel Meetings Business.

Incorporate new technology to visualize trends and zero-in on areas of opportunity.

Categorical approach by Top Market Segments.

Geographic approach by Top Feeder Markets.

Sales Tactics: Missions, Blitzes, Familiarization Trips, Tradeshows, Industry Events.

11 Sales & Support Staff deployed strategically.

Strategy by Top Market Segments



Medical

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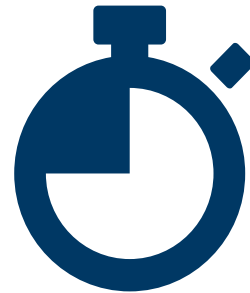
Technology



Trade Associations



Financial



Sports



Life Sciences

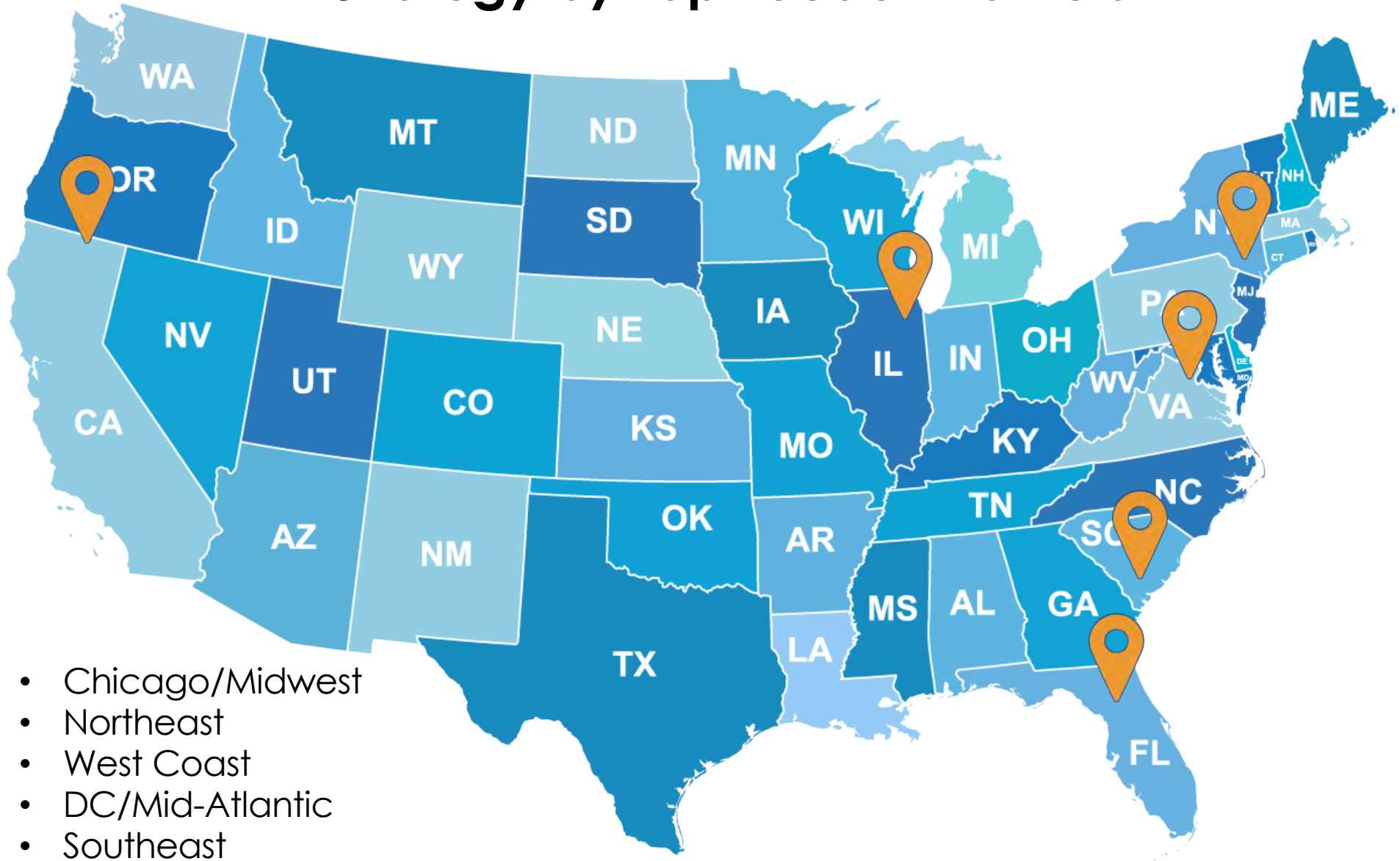


Corporate



Insurance

Strategy by Top Feeder Markets



- Chicago/Midwest
- Northeast
- West Coast
- DC/Mid-Atlantic
- Southeast
- Florida

GMCVB MBCC Leads and Bookings

2015-2020



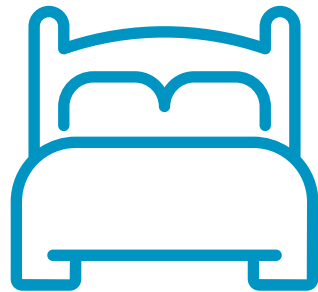
207

Leads



42

Bookings



237,083

Room Nights

+\$349 Million

Estimated Economic Impact

*Please note the MBCC had limited or no available dates during 2015-2019 due to construction.
In addition, COVID-19 caused cancellations in 2020.

MBCC Conventions Booked or Serviced by the GMCVB (2015-2020)

Name	Meeting Date	Attendance	Estimated Economic Impact
The Show Producers - Small Business Expo***	January 2015	500	\$9,641
Motorcycle Show***	January 2015	100	\$115,692
Real Estate Insiders Summit***	January 2015	300	\$19,080
Miami 3 - Marathon***	January 2015	25,000	\$10,299,376
Jewelers International Showcase***	January 2015	8,500	\$2,723,200
Technology 3 - Marketing IT Expo	January 2015	8,000	\$485,070
Miami Intl Boat Show***	February 2015	50,000	\$1,843,710
Graphics of the Americas	February 2015	10,000	\$6,967,500
Les Nouvelles Esthetiques	March 2015	3,000	\$2,062,380

***Serviced/Assisted with Housing

MBCC Conventions Booked or Serviced by the GMCVB (2015-2020)

Name	Meeting Date	Attendance	Estimated Economic Impact
Cruise Shipping Miami	March 2015	13,000	\$7,063,300
Aviation Week/MRO Americas	April 2015	10,000	\$7,432,000
National Assn of Non-Clinical Physicians	April 2015	3,000	\$166,950
Real Estate Insiders Summit***	April 2015	300	\$22,605
Jewelers Intl Showcase***	April 2015	5,000	\$1,531,800
Technology Foundation of America	May 2015	10,000	\$1,023,165
Beyond Luxury Media LTD	May 2015	2,000	\$1,909,050
Velocity Dance***	May 2015	500	\$104,372
Maison & Objet	May 2015	6,000	\$4,850,700
American Association of Retired Persons	May 2015	8,000	\$13,191,800

***Serviced/Assisted with Housing

MBCC Conventions Booked or Serviced by the GMCVB (2015-2020)

Name	Meeting Date	Attendance	Estimated Economic Impact
China Sourcing 2015	June 2015	8,000	\$4,595,400
Florida Supercon	June 2015	20,000	\$2,553,000
Swimwear Assn of FL Annual Show	July 2015	3,000	\$1,142,670
Neighborhood Assistance Corp of America	July 2015	2,500	\$59,128
FIME	August 2015	15,000	\$1,740,224
Jewelers Intl Showcase***	October 2015	10,000	\$2,808,300
America's Food & Beverage Show***	October 2015	3,000	\$297,850
Adrenaline Dance***	October 2015	200	\$26,778
Art Basel Miami Beach***	December 2015	10,000	\$663,780

***Serviced/Assisted with Housing

MBCC Conventions Booked or Serviced by the GMCVB (2015-2020)

Name	Meeting Date	Attendance	Estimated Economic Impact
Motorcycle Show	January 2016	10,000	\$335,339
Jewelers Intl Showcase***	January 2016	8,500	\$650,300
Microstrategy	February 2016	2,300	\$1,013,928
Graphics of the Americas	February 2016	6,000	\$1,394,718
Miami Wholesale Expo***	April 2016	3,000	\$129,025
Jewelers Intl Showcase***	April 2016	5,000	\$1,531,800
eMerge 2016	April 2016	6,000	\$1,492,105
Maison & Objet***	May 2016	6,000	\$1,739,050
LE Miami	June 2016	1,500	\$1,804,966

***Serviced/Assisted with Housing

MBCC Conventions Booked or Serviced by the GMCVB (2015-2020)

Name	Meeting Date	Attendance	Estimated Economic Impact
World Vapor Expo	June 2016	3,000	\$243,440
Florida Supercon***	June 2016	12,000	\$516,713
Swimwear Assn of FL	July 2016	2,500	\$2,127,500
FL Intl Medical Expo***	August 2016	15,000	\$1,221,850
Miami Wholesale Expo***	August 2016	3,000	\$94,731
Americas Food & Beverage Show***	September 2016	3,000	\$213,010
ICFF LUXE Miami	October 2016	3,000	\$451,581
Jewelers Intl Showcase***	October 2016	10,000	\$2,808,300
Art Basel Miami Beach***	November 2016	45,000	\$5,423,700

***Serviced/Assisted with Housing

MBCC Conventions Booked or Serviced by the GMCVB (2015-2020)

Name	Meeting Date	Attendance	Estimated Economic Impact
eMerge Americas	June 2017	13,000	\$1,541,440
LE Miami	June 2017	2,000	\$1,448,243
MLB All-Star Game	July 2017	34,000	\$11,282,530
Swimwear Assn of Florida***	July 2017	2,500	\$1,498,284
FIME Medical Expo***	August 2017	10,000	\$1,372,917
World Vapor Expo 2017***	August 2017	3,000	\$270,992
Asia America tradeshow	August 2017	3,000	\$108,197
Art Basel Miami Beach***	December 2017	50,000	\$11,491,730

***Serviced/Assisted with Housing

MBCC Conventions Booked or Serviced by the GMCVB (2015-2020)

Name	Meeting Date	Attendance	Estimated Economic Impact
Tissue World Americas	Mar 2018	1,500	\$1,216,704
Jewelers Intl Showcase***	April 2018	5,000	\$375,046
eMerge Americas***	April 2018	5,000	\$1,825,995
LE Miami***	June 2018	850	\$1,524,963
Swimwear Show 2018***	July 2018	2,500	\$766,856
AHIMA	September 2018	4,000	\$6,672,225
America's Food & Beverage***	October 2018	3,000	\$270,102
Jewelers Intl Showcase***	October 2018	10,000	\$1,633,530
Intl Soc of Aesthetic Plastic Surg	October 2018	4,000	\$2,605,108
Art Basel Miami Beach***	December 2018	40,000	\$11,491,730
Jewelers Intl Showcase***	January 2019	8,500	\$1,318,816

***Serviced/Assisted with Housing

MBCC Conventions Booked or Serviced by the GMCVB (2015-2020)

Name	Meeting Date	Attendance	Estimated Economic Impact
Emerald Expo (OMBAS)***	January 2019	20,000	\$747,257
INDA Assn of the Nonwoven Fabrics Industry	March 2019	10,000	\$4,928,374
Seatrade Cruise Global	April 2019	7,000	\$3,908,603
Jewelers International Showcase***	April 2019	5,000	\$1,169,045
IOHK***	April 2019	2,000	\$875,927
eMerge Americas***	April 2019	5,000	\$1,194,736
NUVO Fabrics Industry***	May 2019	2,000	\$73,951
Industrial Exchange***	May 2019	2,000	\$146,035
FIBEGA-Miami 2019	May 2019	8,000	\$351,674

***Serviced/Assisted with Housing

MBCC Conventions Booked or Serviced by the GMCVB (2015-2020)

Name	Meeting Date	Attendance	Estimated Economic Impact
Million Dollar Round Table	June 2019	8,000	\$9,184,504
Cruise Interiors	June 2019	3,000	\$1,045,900
Beyond Luxury Media Ltd***	June 2019	1,500	\$1,899,002
International Floriculture Expo***	June 2019	3,000	\$1,232,440
FIME***	June 2019	3,000	\$2,040,159
Florida Supercon***	July 2019	36,000	\$1,070,448
Swimwear Association***	July 2019	2,500	\$925,484
Major League Gaming – Call of Duty Playoff	July 2019	3,000	\$788,143

***Serviced/Assisted with Housing

MBCC Conventions Booked or Serviced by the GMCVB (2015-2020)

Name	Meeting Date	Attendance	Estimated Economic Impact
Americas Food & Beverage Show***	September 2019	3,000	\$215,691
Jewelers International Showcase***	October 2019	10,000	\$2,661,401
Burger King	October 2019	2,500	\$1,821,131
FIBO USA Global Fitness	October 2019	5,000	\$475,030
Tim Hortons	October 2019	2,500	\$1,689,449
Popeyes Louisiana Kitchen	October 2019	2,000	\$1,123,626
Art Basel Miami Beach***	December 2019	50,000	\$12,402,150
Original Miami Beach Antique Show***	January 2020	20,000	\$905,336
LRP Publication / FETC	January 2020	10,000	\$3,143,662
Super Bowl LIV	February 2020	65,000	\$12,794,198

***Serviced/Assisted with Housing

MBCC Conventions Booked or Serviced by the GMCVB (2015-2020)

Name	Meeting Date	Attendance	Estimated Economic Impact
Jewelers Intl Showcase***	February 2020	8,500	\$1,351,478
Miami Cosmetic Surgery	February 2020	1,000	\$1,280,074
Franchise Expo***	February 2020	2,000	\$363,010
Zendesk**	March 2020	2,000	\$1,465,263
Tissue World Americas 2020*	March 2020	1,500	\$1,793,961
eMerge Americas*(***)	March 2020	15,000	\$1,223,755
Jewelers Intl Showcase – Spring** (***)	April 2020	5,000	\$1,194,183
Seatrade Cruise Global 2020**	April 2020	10,000	\$4,990,428
Florida SuperCon**(***)	May 2020	36,000	\$1,529,951
Ingram Micro*	May 2020	1,800	\$2,296,734
The Wireless Infrastructure Assn**	May 2020	1,500	\$1,491,504

*Postponed due to COVID-19 **Cancelled due to COVID-19 ***Serviced/Assisted with Housing

MBCC Conventions Booked or Serviced by the GMCVB (2015-2020)

Name	Meeting Date	Attendance	Estimated Economic Impact
World Perfumery Congress**	June 2020	1,200	\$2,178,420
Realcomm Conference Group*	June 2020	1,000	\$1,322,164
World of Business Ideas (WOBI)*	June 2020	1,500	\$93,882
International Floriculture Expo*(***)	June 2020	3,000	\$1,259,240
Cruise Ship Interiors*	June 2020	2,000	\$693,050
Americas Health Insurance Plans**	June 2020	3,500	\$2,600,216
LE Miami*(***)	June 2020	1,500	\$1,623,653
FIME*(***)	June 2020	10,000	\$1,657,889
Institute of Internal Auditors**	July 2020	2,500	\$2,728,612
Congress of Neurological Surgeons (CNS)	September 2020	4,500	\$4,182,579

*Postponed due to COVID-19 **Cancelled due to COVID-19 ***Serviced/Assisted with Housing

MBCC Conventions Booked or Serviced by the GMCVB (2015-2020)

Name	Meeting Date	Attendance	Estimated Economic Impact
Transcatheter Cardiovascular Therapeutics (TCT)	September 2020	15,000	\$17,190,553
Amer Soc of Landscape Architects Mtg & Expo	October 2020	5,000	\$7,432,000
Jewelers Intl Showcase - Fall***	October 2020	10,000	\$2,903,320
Beyond Beauty Americas*	October 2020	1,500	\$749,244
American Society for Radiation Oncology**	October 2020	12,000	\$28,315,920
Americas Food & Beverage Show***	November 2020	3,000	\$218,529
International Bar Association**	November 2020	5,000	\$4,166,992
International Air Cargo Association***	November 2020	2,000	\$1,669,283
CruiseWorld	November 2020	1,200	\$921,921
Art Basel Miami Beach***	December 2020	40,000	\$8,566,041

*Postponed due to COVID-19 **Cancelled due to COVID-19 ***Serviced/Assisted with Housing

Future MBCC Conventions

Meeting	Meeting Date	Total Room Nights
Soccerex Miami 2020	November 2020	709
College Football National Championship 2021	January 2021	29,921
Catersource Conference and Tradeshow 2021	March 2021	7,779
Ingram Micro 2021 Cloud Summit	May 2021	3,247
WOBI 2021	May 2021	150
CruiseWorld 2021	October 2021	1,555
2021 NMSDC Annual Conference	October 2021	6,118
2021 American Academy of Periodontology Annual Mtg	November 2021	7,926
Society of Thoracic Surgeons Annual Meeting	January 2022	7,570
IDEA 2022	March 2022	9,516
Bronner Bros. International Beauty Show 2022	August 2022	1,100
The Aesthetic Meeting 2023	April 2023	8,580
American Vein and Lymphatic Society UIP 2023	September 2023	7,127
Cisco Systems Annual Partner Summit	November 2023	12,780
NACHA Annual Conference	May 2024	5,007
AAO-HNSF Annual Meeting & Expo	September 2024	22,373
IDEA 2025	April 2025	7,150
IACP Annual Conference & Expo	October 2028	28,500

Future MBCC Conventions

Assisting with Housing

Meeting	Meeting Date	Total Room Nights
Florida International Medical Expo 2020	August 2020	2,635
eMerge 2020	November 2020	1,945
Art Basel Miami Beach	December 2020	13,900
International Floriculture Expo 2020	September 2020	2,000
2020 Fall Jewelers International	October 2020	4,650
America's Food & Beverage Show 2020	November 2020	350
FIBO Global Fitness 2020	November 2020	608
OMBAS Original Miami Beach Antique Show 2021	January 2021	6,568
Life Time Miami Marathon 2021	January 2021	10,975
Limited Edition Miami 2020	October 2020	3,598
Beyond Beauty Americas - Miami Beach	February 2021	1,200
International Congress of Esthetics 2021	November 2021	535

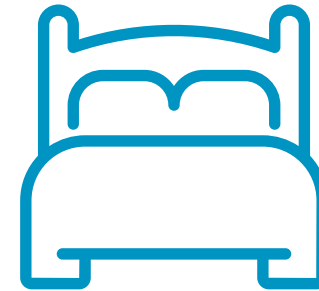
GMCVB Miami Beach In-Hotel Meetings Bookings

2015-2020



946

Bookings



518,619

Room Nights

\$208.4 Million

Estimated Economic Impact

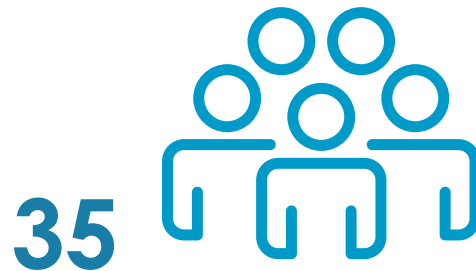
*Please note Miami Beach hotels closed during Spring 2020 due to COVID-19.

GMCVB Site Inspections, Familiarization Trips (FAMs), Tradeshows, Industry Events and Meetings Serviced*

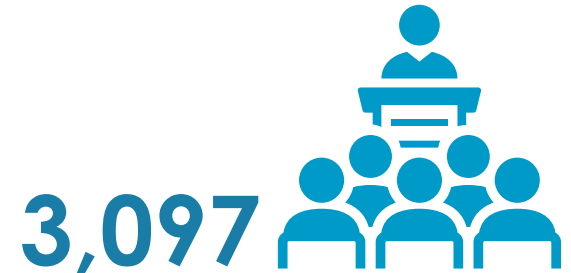
2015-2020



Site Inspections
with **876** Attendees



FAM Trips with
2,568 Attendees



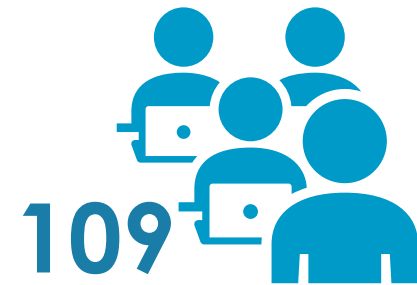
Meetings Serviced,
Representing More
Than **1.7 million**
Attendees



Sales Blitzes



Tradeshows Attended



Industry Events

**Miami Beach hotels and Convention Center were represented or in attendance.*

Headquarter Hotel Voting Campaign

Vote Yes on #60 in 2016



Advertising

Nearly 90 million impressions were generated from 2015-2020 through print placements, advertorials, digital banners, email marketing, social media and event targeting.



MBCC Print Advertising

One City and World Class City Magazine Ads



MANY DESTINATIONS.

When it comes to planning your next meeting, Miami has it all. Breathtaking landscapes and diverse neighborhoods set the perfect stage for innovation and world-class entertainment and family-friendly attractions that visitors never forget. Plan your next meeting today.

800-933-8448 ext. 3071
Meetings@MiamiMeetings.com



MiamiMeetings.com



FIRST CLASS CENTER.

The Miami Beach Convention Center is a dynamic, vibrant business destination offering 300,000 square feet of flexible exhibit space, 14 breakout rooms, and a 30,000 square foot ballroom. Coming soon, this stunning venue will be enhanced with an 800-room, four-star hotel, making Miami Beach the ultimate meetings destination.

800-933-8448 ext. 3071
Meetings@MiamiMeetings.com



MiamiMeetings.com

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MBCC Print Advertising

Sense of Place



MBCC Print Advertising

Sense of Place



**BLUE-SKY
IDEATION
BENEATH
ACTUAL
BLUE
SKIES.**

Beneath stunning skies sits the Miami Beach Convention Center. With 500,000 square feet of reimagined and modern exhibit space, unlimited possibilities await. **New Space. New Possibilities. Coming September 2018.**

Learn more at MiamiMeetings.com
Meetings@MiamiMeetings.com | 800-855-8443 ext. 3071

MIAMI BEACH CONVENTION CENTER



**MEETINGS
ARE
REIMAGINED
IN THE
HEART OF
MIAMI BEACH.**

Immersed in year-round sunshine is the beautifully reimagined Miami Beach Convention Center. With 500,000 square feet of modern exhibit space and an expansive rooftop terrace, unlimited possibilities await. **New Space. New Possibilities. Coming September 2018.**

Learn more at MiamiMeetings.com
Meetings@MiamiMeetings.com | 800-855-8443 ext. 3071

MIAMI BEACH CONVENTION CENTER



**MIAMI BEACH
IS A DREAM.
CONSIDER IT
YOUR
REALITY.**

Beneath stunning skies sits the Miami Beach Convention Center. With 500,000 square feet of transformative and modern exhibit space and a 40,000 square foot ballroom, your ideal meeting is realized. **New Space. New Possibilities. Coming September 2018.**

Learn more at MiamiMeetings.com
Meetings@MiamiMeetings.com | 800-855-8443 ext. 3071

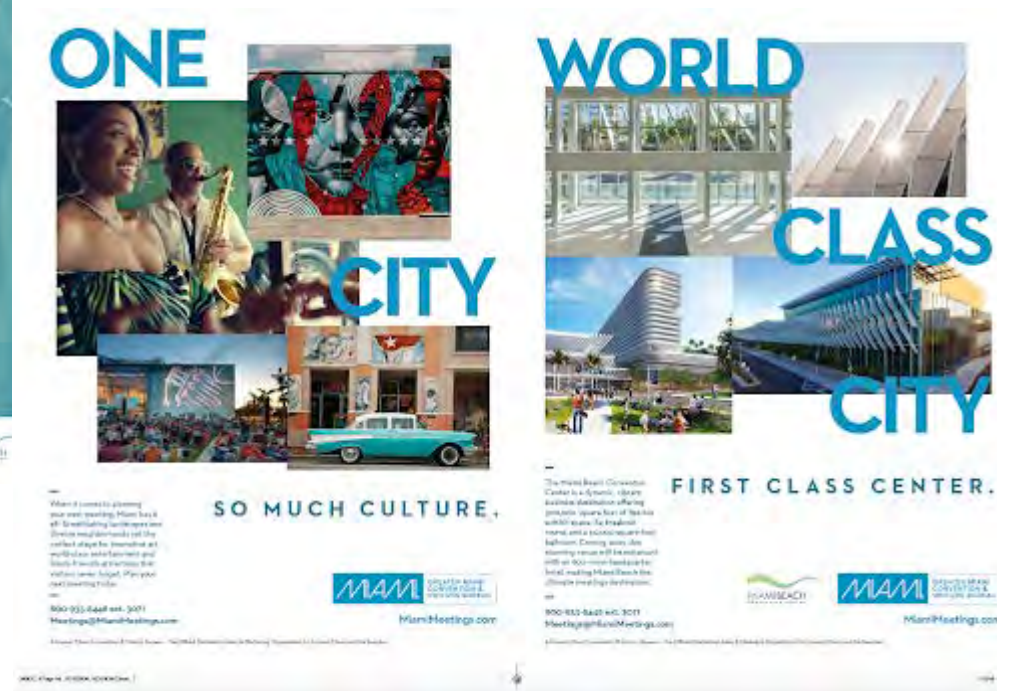
MIAMI BEACH CONVENTION CENTER

MBCC Print Advertising

Sense of Place



Print placements, out-of-home and geotargeted digital ads are used at key events like PCMA, ASAE, IMEX, IAEE and others to promote Miami Beach and the Miami Beach Convention Center as a premier meetings destination.



Print Advertising Announcing Grand Hyatt Miami Beach Headquarter Hotel

New print and digital creative was produced to announce the Grand Hyatt Miami Beach Headquarter Hotel and the Miami Beach City Center Campus.

A NEW HOTEL. MANY POSSIBILITIES.

A state-of-the-art Grand Hyatt Miami Beach Headquarter Hotel at the Miami Beach Convention Center is coming soon to the Miami Beach City Center Campus. Just steps away from your meeting is a hub of arts and culture. Discover the contemporary arts of the Bass Museum and live music at Soundscape Park. Explore world-class dining and shopping on Lincoln Road, or lounge on some of the most iconic beaches in the world. Start planning your next meeting in the Miami Beach Convention Center district now.

Call or email us for details. 800-933-8448 ext. 3071.
MiamiMeetings@GMCVB.com

© Greater Miami Convention & Visitors Bureau. The Official Convention Sales & Marketing Organization for Greater Miami and the Beaches.

Florida designed by:

MIAMI **GREATER MIAMI CONVENTION & VISITORS BUREAU** **MIAMI BEACH** **SPECTRA**

STAY WHERE YOU MEET

A state-of-the-art Grand Hyatt Miami Beach Headquarter Hotel at the Miami Beach Convention Center is coming soon to the Miami Beach City Center Campus. Just steps away from your meeting is a hub of arts and culture. Discover the contemporary arts of the Bass Museum and live music at Soundscape Park. Explore world-class dining and shopping on Lincoln Road, or lounge on some of the most iconic beaches in the world. Start planning your next meeting in the Miami Beach Convention Center district now.

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CHECK IN. MEET. EXPLORE.

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MIAMI **GREATER MIAMI CONVENTION & VISITORS BUREAU** **MIAMI BEACH** **SPECTRA**

Print Advertising Announcing Grand Hyatt Miami Beach Headquarter Hotel



The Greater Miami Convention & Visitors Bureau is excited to announce that coming soon to the Miami Beach Convention Center is the connecting 800-room Grand Hyatt Miami Beach headquarter hotel. This stunning, state-of-the-art addition along with the area's growing arts, culture and entertainment has transformed the Miami Beach Convention Center to a dynamic convention center district known as the Miami Beach City Center Campus.

Located in the heart of South Beach, the Miami Beach City Center Campus offers everything you need for your next meeting. Within a few city blocks you can find 96 hotels, nearly 10,000 guest rooms, world-class dining and shopping on Lincoln Road, scenic strolls at MBCC Pride Park, live entertainment at the Fillmore Miami Beach and New World Symphony, contemporary arts at The Bass Museum, and of course some of the most iconic beaches in the world. All of this and much more is within walking distance of the Miami Beach Convention Center.

Plan your next meeting today. Visit MiamiMeetings.com to learn more.

Grand Hyatt HQ Hotel at The | Miami Beach Convention Center | Coming Soon

www.miamiandbeaches.com

The new Grand Hyatt HQ Hotel connected to the Miami Beach Convention Center is coming soon. Your meetings, dining, shopping, arts, culture and entertainment are all just steps away.

Grand Hyatt Miami Beach Hotel | Headquarter Hotel Coming Soon | Plan Your Meetings in Style

www.miamiandbeaches.com

A new 800-room hotel connected to the Miami Beach Convention Center. Miami Beach Convention Center District has everything you want for your next meeting.

New Grand Hyatt Miami Beach | Headquarter Hotel Coming Soon | Check In. Meet. Explore

www.miamiandbeaches.com

Coming soon the new Grand Hyatt Miami Beach HQ Hotel at the Miami Beach Convention Center. Stay, meet and discover a hub of arts and culture in the Miami Beach City Center Campus.

MBCC Digital Advertising



Digital Advertising



Host your most vibrant meeting yet at the newly reimagined Miami Beach Convention Center.

Open for business through its \$500-million transformation for 2018, the Miami Beach Convention Center invites event planners to book their next event today.

Close to hotels, cultural destinations and Miami International Airport, the space is



Digital Advertising



MBCC Email Advertising



Miami, a world-class city with a first-class convention center

Few places in the world deliver such a thrilling mix of international sophistication, tropical beauty and cultural diversity as Miami.

A dynamic global hub, Miami continues to reinvent itself with innovative meeting spaces. Among the creative venue options is the new reimagined Miami Beach Convention Center in the heart of South Beach. Featuring nearly 500,000 square feet of flexible exhibition space, a 60,000 square-foot multipurpose grand ballroom, and 84 breakout rooms, the Miami Beach Convention Center will also soon be home to a 800-room connecting headquarter hotel.

Plus, with Miami International Airport (MIA) offering more than 400 flights from around the globe daily, getting to Miami is a breeze.

Visit MiamiMeetings.com and discover why meeting in Miami is so magical.

LEARN MORE ABOUT MIAMI

Magical Miami Meetings



With amazing weather and beaches, top hotels and attractions, Miami has everything you need to host the meeting of your dreams. Visit MiamiMeetings.com

[Learn More!](#)

Sponsored By Greater Miami CVB



MIAMI, A WORLD-CLASS CITY WITH A FIRST-CLASS CONVENTION CENTER

Few places in the world deliver such a thrilling mix of international sophistication, tropical beauty and cultural diversity as Miami.

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Visit MiamiMeetings.com and discover more of why meeting in Miami is so magical.

Event Advertising – Billboards



GMCVB Travel Industry Sales (Travel Advisors, Tour Operators)



Overview

The Travel Industry Sales Division provides travel professionals worldwide with easy access to the resources they need for planning, marketing and selling the destination – a one-stop trip planning resource.

With a current representation network in 50 cities covering 53 countries, the Division can reach travel professionals globally and provide them with the latest news and industry happenings in the destination, leverage travel provider relationships, and create co-operative promotions with the aim of increasing awareness and sales.

The leisure traveler frequently turns to travel professionals (OTAs, tour operators, travel agencies, cruise specialists, online guides and influencers) to inspire and plan their trips. Many of Greater Miami's overnight visitors rely on these sources throughout their trip planning and booking. Given the size of the leisure travel market in Greater Miami, this channel of guidance and promotion is crucial.

The GMCVB also teams up with Miami International Airport on air service development efforts to attract new airline partners.

GMCVB/Miami International Airport Partnership



The Airline Marketing Partnership Program was designed as part of the GMCVB's air service development efforts.

It complements MIA's incentive programs, with the aim of attracting new airline partners.

The program includes many benefits but primarily provides funding to raise awareness of new service through marketing efforts.

Airlines Adding Flights to Greater Miami

2015-2020

American Airlines

Aer Lingus 

AIRITALY 

Avianca 

Aruba 
AIRLINES

Austrian 

bahamasair

CORSAIR 

EL AL 

Eurowings 

FIRST AIR 

FRONTIER 
AIRLINES

GOL 
Linhas aéreas inteligentes

KLM 

LATAM 
AIRLINES

POLISH AIRLINES
LOT 

norwegian 

PAWA 
DOMINICANA


المخطوط الملكية المغربية
Royal Air Maroc

SAS 
Scandinavian Airlines

Silver 
AIRWAYS

SURINAM 
AIRWAYS

Thomas Cook Airlines 

 TURKISH
AIRLINES

Viva Air 

volaris 

wow 
air

New MIA Direct Service

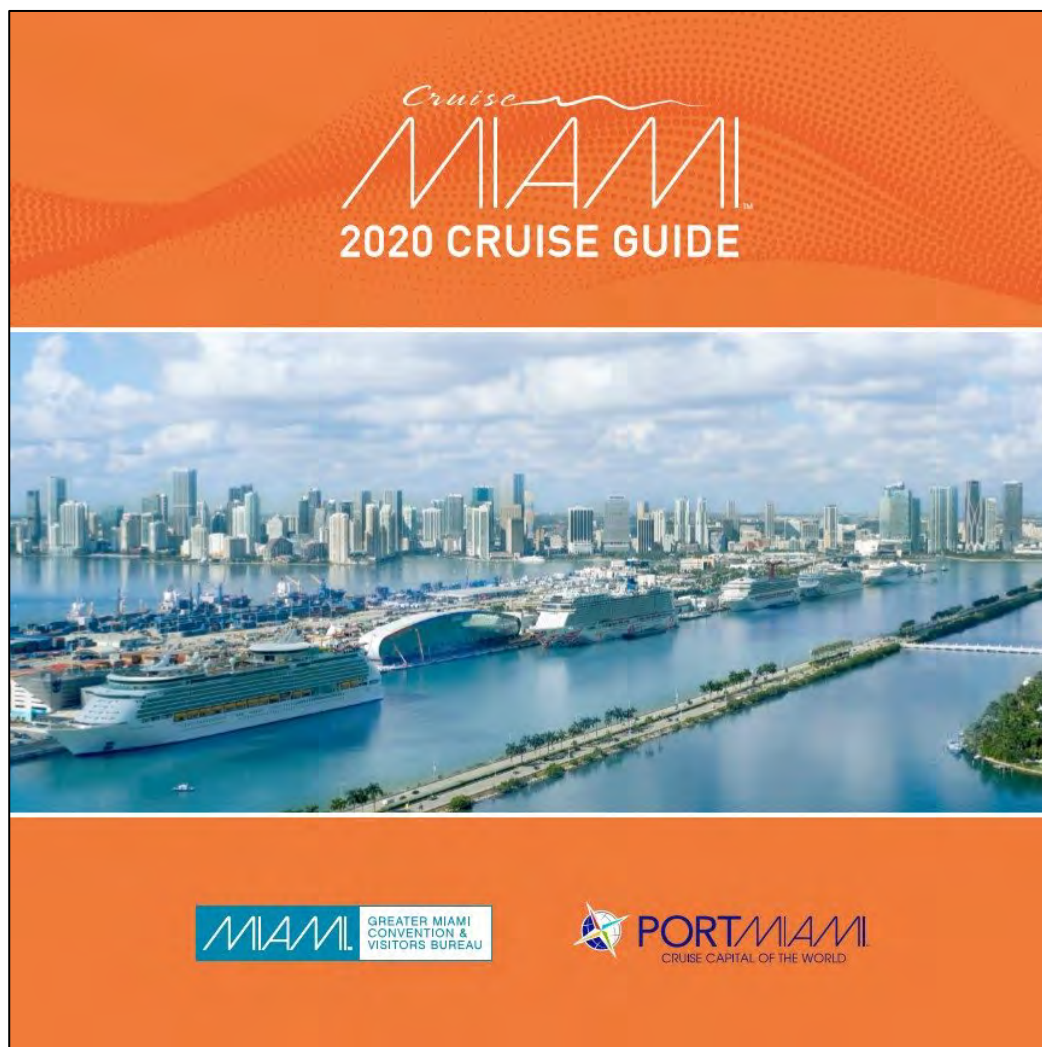
Launch of Direct Service Flight between Tel Aviv and Greater Miami
El Al November 1, 2017

The inaugural delegation included EL Al's President & CEO and media. The VIP delegation participated in the GMCVB's Annual Meeting and had the opportunity to visit many attractions in Miami Beach during November 2017.



GMCVB & PortMiami Partnership

Cruise Capital of the World™



The GMCVB's Cruise Miami Program in partnership with PortMiami was designed to further develop and market pre/post cruise stays.

Given the growth of cruise passenger volumes from 2015-2019, this program provided support to cruise line operators at PortMiami.

The program includes many benefits but primarily provides funding to keep PortMiami top of mind among cruise specialists.

In 2021, the Miami Beach Convention Center will welcome Cruise World, one of the leading b2b tradeshow for cruise specialists.

Cruise Lines Adding Sailings from PortMiami

2015-2020

Cruise Lines



AIDA CRUISES
011-49-381-20-270707
aida.de



AZAMARA CLUB CRUISES®
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celebritycruises.com



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crystalcruises.com



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disneycruise.com



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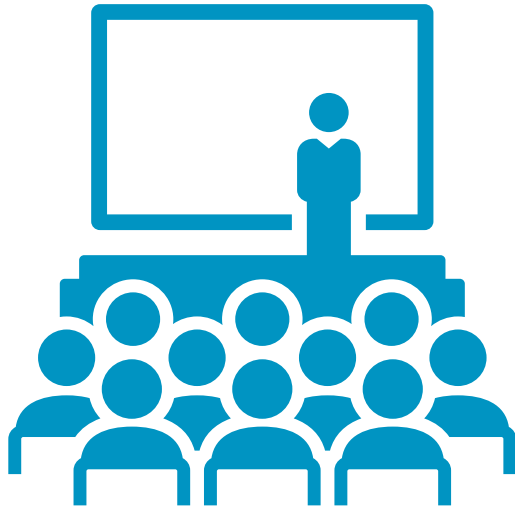
WINDSTAR CRUISES
180° FROM ORDINARY
WINDSTAR CRUISES
844/212-4624
windstarcruises.com

The GMCVB supports leading tour operator/travel agent networks through participation in their unique tourism shows and workshops, and through co-op marketing activities.



GMCVB Efforts at Tradeshows

Tradeshows Organized by the GMCVB Provided an Important Platform for Stakeholders (2015-2019)



840

Tradeshows



300K

Contacts Made
Through Tradeshows

Key Tradeshows

Miami Beach hotel and industry stakeholders represent approximately 50% of total participants.



The World's
Leading
Travel Trade
Show®



GMCVB Familiarization Trips (FAMs)

Miami Beach Itinerates Provide an Important Platform for Stakeholders

All familiarization trips include Miami Beach in the itinerary. This is a great opportunity for travel professionals to educate themselves about Miami Beach hotels, restaurants, attractions/museums and more. Here are the results during the period of 2015-2020.



347

FAMs



4,419

Travel Professionals Hosted

The GMCVB Booked Leading Tourism Tradeshows at the Miami Beach Convention Center

- **Limited Edition** attracts more than 300 luxury global travel buyers seeking unique lifestyle-oriented experiences for their clients.
- **Seatrade Cruise Global** is the leading global conference serving the cruise industry, attracting more than 13,000 international attendees.
- **Cruise World** is one of the leading cruise tradeshows, attracting more than 1,000 cruise specialists and major cruise lines. The 2020 and 2021 shows have been scheduled at the MBCC.



GMCVB Boutique & Lifestyle Hotels Program



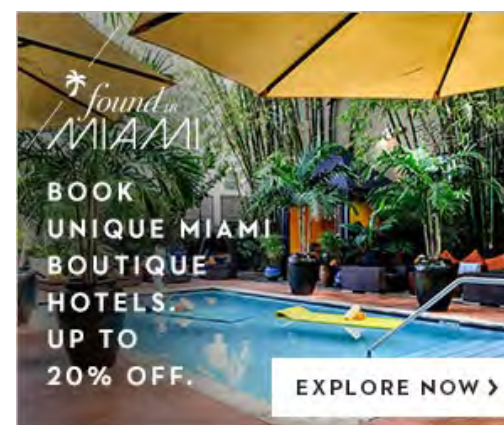
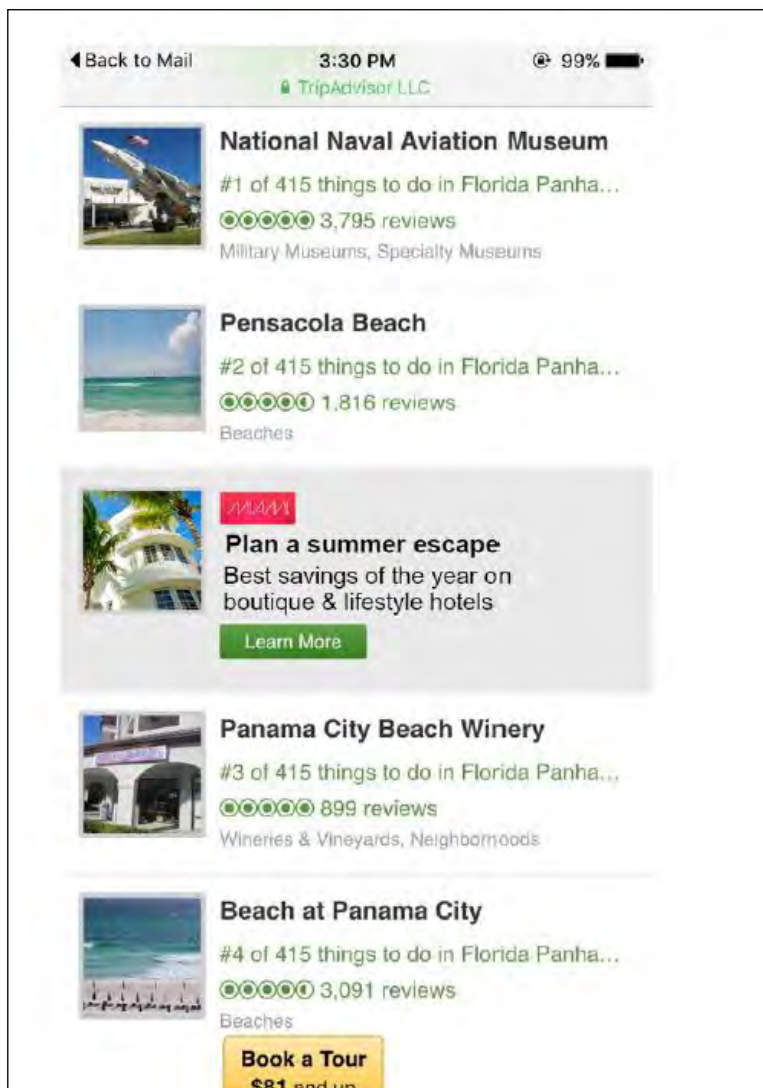
Overview

The GMCVB's Boutique & Lifestyle Hotels Program was created nearly 20 years ago under the leadership of Mr. Tony Goldman (Past GMCVB Board Chair). Mr. Goldman's vision was to position boutique and lifestyle hotels as a “top-of-mind” destination brand in the categories of fashion, film, music, food and wellness in domestic and international markets among consumers and the media.

The GMCVB continues to support boutique and lifestyle hotels in advertising collateral, advertising co-ops and the MiamiandBeaches.com website. Digital banners, booking co-ops, website articles and social media posts are all used to help promote boutique and lifestyle hotels.

The GMCVB's Boutique & Lifestyle program is an incremental program designed to target many niche markets above and beyond the general sales and marketing programs. These incremental programs create additional awareness for the destination's independent hotels that offer special experiences that are unique and not cookie-cutter.

Dedicated Advertising



Dedicated Co-Op Programs

Objective: Promote family-focused offers from Miami Beach hotels to drive incremental weekday bookings.

Timing: July 31-September 30, 2019

Strategy:

- Partnered with Travelzoo to showcase exciting hotel, attraction and restaurant partner offers.
- VCA provided radio promotions in Orlando, Boca Raton, Ft. Lauderdale, Hollywood and West Palm Beach.
- Included free Jungle Island and Miami Children's Museum tickets for qualifying hotel stays.

Key Performance Indicators:

- Clicks to offers
- Hotel bookings
- Exposure for partners

Travelzoo Performance	
Hotel bookings	647
Average Daily Rate	\$159
Room Nights	1,556
Revenue Generated (ADR x Room Nights)	\$247,404

Boutique/Family Fun Co-Op



Boutique/Family Fun Co-Op

The New York Times
Travel Deals

Exclusive Travel Offers
from The New York Times

Thursday, September 19, 2019

Each week we offer you 25 incredible travel discounts exclusive to The New York Times.

\$2507	Europe: 7 Cities in 9 Nights, Save \$440	Trafalgar*	View Deal
\$699 & up	10-Night Guided Classic Nepal Sightseeing Tour	Lumle Holidays*	View Deal
\$899	Lowest Cruise Rate: 7-Night Hawaii Cruise: Visit Oahu, Maui, Kauai & More	Norwegian Cruise Line†	View Deal
\$79 & up	Family-Friendly South Beach Hotels & Attractions	Greater Miami Convention & Visitors Bureau*	View Deal
\$593 & up	12-Night North Pacific Crossing Cruise	Holland America Line*	View Deal
\$2899	Indonesia & Singapore: 14-Nt, Tall-Sail Ship Cruise w/Oceanview Cabin	Windstar Cruises*	View Deal
\$15-\$25 Credit	Hiltons of New Orleans: Guaranteed Best Rates & Perks	Hiltons of New Orleans*	View Deal
\$699 & up	Iceland: Bucket List Getaway w/Flights	Icelandair*	View Deal
\$899	7-Nt, Luxe Cruises on Oceania w/Call-In Savings, Free Gratuities & Bonus AMEX Savings	Oceania Travel†	View Deal
\$1049 & up	6-Night Bolivia Trip incl. Hotels, Transfers & Guides	Journeyou.com*	View Deal
\$739 & up	Antigua All-Inclusive 4-Night Getaway incl. Flights	CheapCaribbean.com*	View Deal
\$2869	Tokyo to Osaka: 9-Nt Japan Tour, incl. Kyoto w/Bullet Train & Meals	Cosmos†	View Deal
\$1049	Luxe Europe River Cruises on Avalon Waterways, incl. Christmas Markets	Avalon Waterways†	View Deal
\$849	Fly Round-Trip to Cape Town on 4-Star South African Airways	South African Airways†	View Deal
\$600	Ireland: Customizable Tours, incl. Castle Stays, Private Transfers, Breakfast & More	Tourism Ireland / Crafted Ireland†	View Deal
\$219	5-Night Caribbean Cruise from Miami, incl. New Private Island, in Winter, 60% Off	MSC Cruises†	View Deal

*Powered by Travelzoo
†Powered by ShermansTravel.com

TRAVELZOO

Why Fall Is the Family-Friendly Sweet Spot in South Beach

By Camille Lamb Guzman



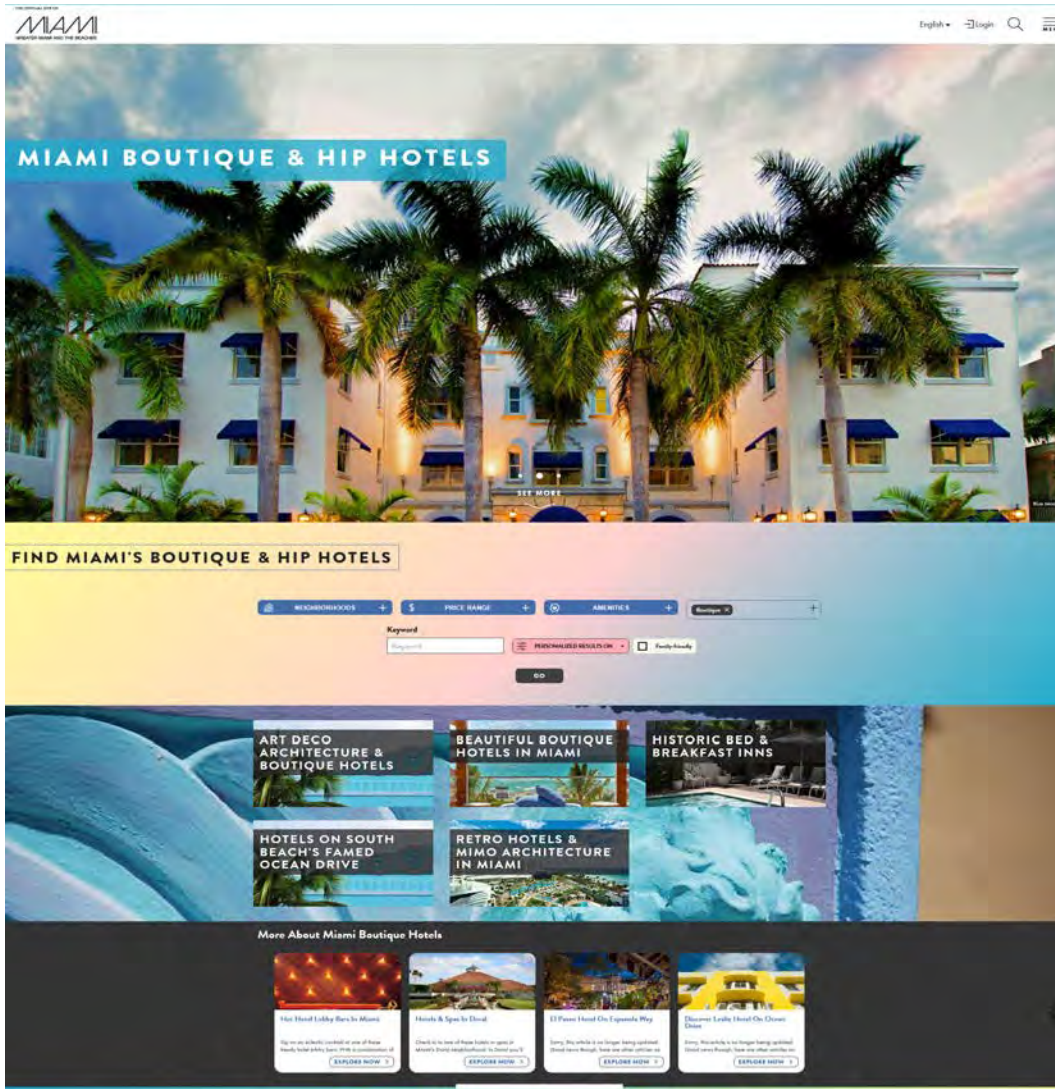
Looking to plan a family-friendly escape close to home before the snowbirds begin to flock south for winter? South Beach is one of our favorite getaways for families who know where – and when – to look. And fall is when it all comes together.

Case in point: We've rounded up an exclusive collection of offers that save up to 25% at boutique hotels in the Art Deco District. They offer pools kids will love splashing in, plenty of nearby parks and beaches and a host of features families will appreciate, like rooms with fully equipped kitchens and restaurants where kids eat free.

The best part? Prices start at just \$74 per night. Plus, if you can sneak away midweek for 2 or more nights, they'll throw in either four tickets to the eco-adventure park Jungle Island or the Miami Children's Museum, plus \$5 off four Lyft rides during your trip.

[View Deals »](#)

Miami Beach Boutique Hotels featured on GMCVB website (MiamiandBeaches.com)



- Miami on Google engagements with Boutique Hotels have seen continued growth in:
 - Views
 - Average engagement
 - Outbound partner clicks to Miami Beach businesses
- MiamiandBeaches.com enhancements include:
 - Updated and new boutique hotel articles
 - New boutique hotel search filter
 - New boutique hotel landing page

Quarterly Sales Meetings



Every quarter, the GMCVB convenes the sales and marketing teams of the Boutique & Lifestyle Hotels to discuss:

- Future sales and marketing activities for transient and meeting segments.
- Key market performance indicators.
- Future planning and programs specifically designed for Boutique Hotels.
- Co-op Advertising Program opportunities.
- The quarterly meetings provide a forum for exchanging ideas for future collaboration.

GMCVB Communications



Overview

The Communications Division generates print and broadcast media coverage of the destination by various means, including writing and distributing news releases, hosting press trips, traveling on press missions, as well as generating promotional and experiential marketing programs both on social media platforms and at marquee international events.

The team brings news pitches to life by hosting domestic and international journalists on press trips. Whether it is showcasing Greater Miami's emerging culinary scene, amazing attractions or diverse hotel properties, the team helps journalists from all over the world see for themselves why this is a leading international tourism destination.

The Communications team also takes a lead role in overseeing issue and crisis management for the destination. Working with municipal and community partners, the GMCVB's Communications team collaborates with important local stakeholders to ensure the safeguarding of the Miami and Beaches brand image. Relaying accurate and timely information to visitors and the local travel industry during challenging times is paramount in preserving the credibility required to recover from a crisis.

As news cycles turn, the GMCVB's Communications team monitors trends and media interests to ensure the Miami and Beaches brand remains relevant and vibrant in the public perception.

GMCVB Public Relations Global Representatives

Latin America:

Argentina
Brazil
Colombia
Mexico

GMCVB Affiliates in:

Central America
Peru
Uruguay
Paraguay
Chile and Ecuador

Europe & Asia:

United Kingdom
France
Italy
Germany
Spain
Scandinavia

GMCVB Affiliates in:

India
China
Russia
Australia
New Zealand

Key Clippings from Travel Publications

Directly Secured by the GMCVB



Europe: *Vanity Fair Italia*
Circulation: 640,022
Ad Value: \$164,076
 December 2015



U.S.: Woman Magazine
Circulation: 247,403
Ad Value: \$69,436
 February 2016

Key Clippings from Travel Publications

Directly Secured by the GMCVB



Europe: *Il Venerdì di Repubblica*
Circulation: 273,297
Ad Value: \$285,360
 December 2016



Europe: *Connoisseur Circle*
Circulation: 93,000
Ad Value: \$43,640
 December 2016

Key Clippings from Travel Publications

Directly Secured by the GMCVB



Europe: Aftonbladet Söndag
Circulation: 320,000
Ad Value: \$40,860
 February 2017



Latin America: La Republica
Circulation: 5,933
Ad Value: \$15,300
 January 2017

Key Clippings from Travel Publications

Directly Secured by the GMCVB



Latin America: Avianca em Revista
Circulation: 30,000
Ad Value: \$786,098
 June 2017



Europe: Zeit
Circulation: 518,886
Ad Value: \$234,420
 November 2017

Key Clippings from Travel Publications

Directly Secured by the GMCVB

MAGISKE MIAMI -PÅ BUDSJETT!

A kalle Miami billig er å strække seg, men du trenger heller ikke å spørge budsjettet mer enn nødvendig. Her er de rieste tipsene som sikrer deg både sol, strand og liksomkaksas.

TRASF: MARTINE RONSBERG, FOTO: MARTINE RONSBERG, CULINARIA CITY, HALLS, LUIS A VAS, SPINOFF AS MIAMI, AND THE BEACHES REJATED TO





A UTOFORSKE VERDENS STØRSTE LEVENDE GRAFFITIMUSEUM I WYNWOOD PÅ SYKKEL KOMMER DEFINITIVT HURT OPP PÅ LISTA VAS. MED CITIBIKE FAR DU DESSUTEN EGEN GRAFFITIGUIDE, SJEKK UT MER PÅ WWW.CITIBIKEMIAMI.COM



SPINOFF
Miami er et morsomt, spennende sted å være, og det er også et sted som er perfekt for deg som vil ha en ferie som er både billig og spennende. Her er noen tips som sikrer deg en fantastisk ferie i Miami.

For å finne Crab
Et must for deg som vil ha en fantastisk ferie i Miami, er å finne Crab. Dette er en fantastisk mat som er både billig og spennende. Du kan finne Crab i mange steder i Miami, og det er også et sted som er perfekt for deg som vil ha en ferie som er både billig og spennende.

The Diner
Denne delen av byen er full av restauranter, og det er også et sted som er perfekt for deg som vil ha en fantastisk ferie i Miami. Du kan finne mange gode restauranter i denne delen av byen, og det er også et sted som er perfekt for deg som vil ha en ferie som er både billig og spennende.

Hvis du vil ha en fantastisk ferie i Miami, er det viktig å vite at Miami er et fantastisk sted å være. Det er et sted som er både billig og spennende, og det er også et sted som er perfekt for deg som vil ha en fantastisk ferie i Miami. Du kan finne mange gode restauranter i Miami, og det er også et sted som er perfekt for deg som vil ha en ferie som er både billig og spennende.

Existe amor em Miami

Marcada pela diversidade cultural, cidade se firma como destino gay-friendly e investe para tornar a arte uma de suas referências



EXISTE AMOR EM MIAMI
Miami é uma cidade que se destaca por sua diversidade cultural e por ser um destino gay-friendly. A cidade investe para tornar a arte uma de suas referências.

AMOR EM MIAMI
Miami é uma cidade que se destaca por sua diversidade cultural e por ser um destino gay-friendly. A cidade investe para tornar a arte uma de suas referências.

Miami é uma cidade que se destaca por sua diversidade cultural e por ser um destino gay-friendly. A cidade investe para tornar a arte uma de suas referências.

Europe: Se og Hør
Circulation: 23,872
Ad Value: \$23,416
October 2017

Latin America: O Globo
Circulation: 127,300
Ad Value: \$475,000
March 2018

Key Clippings from Travel Publications

Directly Secured by the GMCVB



Think Local, Eat Global

The culinary scene in Miami's South Beach is an international adventure

WORDS MICHAEL ALPNER

Florida – the Sunshine State – is not always so sun-shiny. Throughout its history the peninsula, and particularly its southern tip, has from time to time been the target of major Atlantic hurricanes. Nevertheless, the (mostly) sunny weather, the beaches and the desire for both are a continual draw for people to south Florida's shores. And when disaster does strike, those redneck folk have picked up the pieces and gone back to living life in paradise.

That's certainly the story of South Beach, aka SoBe, a strand of barrier islands between Biscayne Bay and the Atlantic. Here, Ferraris of all styles and colors ramble

through the streets with unrestrained bravado, women and men parade along the sun-baked sidewalks wearing their well-worn tans and aloof attractiveness, and the chatter from the street-side cafes pronounces much temporary dominance over the forces of nature.

The Art Deco style, synonymous with the original South Beach ambience of the 1930s, has been preserved with almost a square mile of the area on the National Registry of Historic Places. Just as the glamorous style coexists with the amenities common to nearly all American cities (not everyone who lives in South Beach can afford Ferraris), so too the food choices are geared for all lifestyles and wallets.

LEFT AND ABOVE: The Sunset Tower, Old Market Miami, Katsuya

STYLING: JESSICA STOKES



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Key Clippings from Travel Publications

Directly Secured by the GMCVB

Reisen mit den Stars

Larrous Park am South Beach zeigt sich wie aus dem Film. Der Strandpark ist beliebt bei Jung und Alt.

So schön hier: Auf dem Ocean Drive reihen sich zahllose Gebäude im berühmten Art Deco-Stil aneinander.

Die Privatinsel Star Island ist eine im Jahr 1922 künstlich angelegte kleine Insel zwischen Miami und Miami Beach.

Miami

Paradies an der Küste Florida

In der beliebten Sonnen-Metropole tankt Tennis-Ass Novak Djokovic neue Kraft

S... und, so fein und weiß wie Pulverzucker. Dass der blauen, die Gegend rund um neue Luxus-Compléx des 14-fachen Grand Slam-Gewinners zu erkunden. Das Hochhaus, in dem Novak Djokovic neue Wärmegläser, steht in einem 35 Hektar großen Park. Es ist schwärme die derzeitige Nummer Eins im Herren-Tennis. Da lohnt es sich, die Gegend rund um neue Luxus-Compléx des 14-fachen Grand Slam-Gewinners zu erkunden. Das Hochhaus, in dem Novak Djokovic neue Wärmegläser, steht in einem 35 Hektar großen Park. Es ist

Trend-Metropole mit Sonnenschein-Garantie

Die Glamour-Metropole ist eine Insel, die vor dem Rest der Metropole im Atlantischen Ozean liegt. Hier in Miami Beach, von Singer geschrien, hat nun auch Tennis-Ass Novak Djokovic (33) eine feine Bleibe mit riesigen Panoramen-Balkonen gefunden. „Ich liebe das Design dieses Gebäudes“, beschreibt der „Tennis-Profi“ seine neue Bleibe begeistert. Dort lebt er, wenn er nicht gerade für den Sport um den Globus jettet, mit Ehefrau Jelena (35) und den beiden Kindern Stefan (10) und Tara (12). Von dem Panoramabalkon hat die Familie einen grandiosen Blick auf das Meer, den Trautstrand und Miami Beach.

Ungewöhnliche Unterkunft der Serie an Sommer in der Weltung

König des Courts

Novak Djokovic wurde am 22.5.1987 in Belgrad geboren. Schon als Kind war er ganz verfallen auf das große Fußball. Heute gilt er als einer der besten Tennisspieler der Gegenwart.

Info & Tipps

Die Metropole liegt im Südosten Floridas und hat etwa 160.000 Einwohner. Das Stadtgebiet besteht aus unzähligen Inseln. Mehr Infos: miami.visitflorida.com

Estilo DF VIAJES

MIAMI

LUJO Y ENTRETENIMIENTO

Soyya Williams

Miami es para todos los gustos y estilos. Desde el más exclusivo y sofisticado hasta el más accesible y divertido. En esta ciudad se encuentran los mejores restaurantes, hoteles, tiendas y lugares de entretenimiento. La ciudad es una mezcla perfecta de lujo y diversión. En esta ciudad se encuentran los mejores restaurantes, hoteles, tiendas y lugares de entretenimiento. La ciudad es una mezcla perfecta de lujo y diversión.

Elegancia histórica

En la zona histórica de Miami se encuentran los mejores restaurantes, hoteles, tiendas y lugares de entretenimiento. La ciudad es una mezcla perfecta de lujo y diversión. En esta ciudad se encuentran los mejores restaurantes, hoteles, tiendas y lugares de entretenimiento. La ciudad es una mezcla perfecta de lujo y diversión.

Conexión y relajación

La ciudad ofrece una gran variedad de opciones para relajarse y disfrutar. Desde el más exclusivo y sofisticado hasta el más accesible y divertido. En esta ciudad se encuentran los mejores restaurantes, hoteles, tiendas y lugares de entretenimiento. La ciudad es una mezcla perfecta de lujo y diversión.

Lujo y moda

En la zona de lujo y moda de Miami se encuentran los mejores restaurantes, hoteles, tiendas y lugares de entretenimiento. La ciudad es una mezcla perfecta de lujo y diversión. En esta ciudad se encuentran los mejores restaurantes, hoteles, tiendas y lugares de entretenimiento. La ciudad es una mezcla perfecta de lujo y diversión.

Europe: Avanti
Circulation: 51,698
Ad Value: \$7,372
 January 2020

Latin America: Estilo DF
Circulation: 1,000,000
Ad Value: \$8,508
 January 2020

Broadcast TV Partnerships

The NFL Show on BBC One Channel UK – Jason Bell's Tour of Miami
February 2020



Broadcast TV Partnerships

Samantha Brown's Places to Love – "Miami"
April 2020



Key Clippings from MICE Publications

Directly Secured by the GMCVB



U.S.: Meetings Today
Circulation: 55,151
Ad Value: \$8,467
 March 2018



U.S.: Meetings Professional
Circulation: 30,157
Ad Value: \$6,186
 July 2018



U.S.: Meetings Today Magazine
Circulation: 55,085
Ad Value: \$2,207
 December 2018

Key Clippings from MICE Publications

Directly Secured by the GMCVB

PUNTO MICE
Revista del sector de reuniones, incentivos, convenciones y eventos de empresa

16 JULIO-AGOSTO 2018
EUR 4,95

LA VOZ DEL SECTOR
Bleisure o cómo disfrutar un lugar al que se viaja por trabajo, ¿cuál es el rol del destino?

DESTINOS
Miami, de ciudad viva a referencia MICE. Suiza, rigor y exactitud contra las milas sorpresas

PURO INCENTIVO
Asicame (Chile) un paseo por el Cielo durante el que deleitarse con los colores de la tierra

Europe: Punto MICE
Circulation: 37,000
Ad Value: \$60,908
July 2018

Como en tantos otros edificios de Miami, los motivos oceánicos son el elemento de inspiración para su diseño, que aprovecha las olas del mar en sus gran estructura de cristal cubierta de alerías de aluminio blanco para crear sombras. La sostenibilidad y la eficiencia energética tienen protagonismo en la nueva infraestructura, en la que el 60% de los espacios interiores estará iluminado con luz natural.

El proyecto incluye además la construcción a medio plazo de un hotel de 800 habitaciones directamente conectada con el centro.

El hotel Miami Beach Edition, de cinco estrellas y inaugurado en 2019, cuenta con un área de entretenimiento que incluye bolera, pista de patinaje sobre hielo y un club nocturno que es posible privatizar para grupos en incentivo. Con estas facilidades, ofrece para sesiones de trabajo nuevas e inimaginables oportunidades que ocultan entre las 300 y las 350 personas en formato teatro, un salón de conferencias de 300 delegados con entrada independiente y espacios al aire libre convertibles a teatro o fiesta a 50 personas en formato club.

El mar sirvió de inspiración para la renovación del centro de convenciones que abrirá en septiembre.

La renovación del centro de convenciones ha dado un impulso a la técnica y vecinos Lincoln Road, el centro social y cultural de Miami Beach y donde se concentran los restaurantes y tiendas más frecuentadas por los turistas. También ofrece espacios complementarios para eventos. Por ejemplo, se puede alinear al programa una zona de gala para 300 invitados en el jardín botánico o un salón para 80 en la terraza del restaurante Juvia tras una jornada de trabajo que culmine con la luz que ilumina los alrededores de Miami.



meetings TODAY



Six projects that are reinventing the U.S. convention center

BY JEFF HEILMAN

Hollywood has imagined some pretty dazzling fictional vehicles for movies and TV shows, from *Tron* and *Logan's Run* to *Blade Runner* and *Star Wars*. Soon, Las Vegas delegates may be experiencing revolutionary rides for real.

Las Vegas Convention Center District
www.lvcddistrict.com

The second phase of the nearly \$1.3 billion expansion of the Las Vegas Convention Center District, timed for completion by CES 2021, will add 1.8 million square feet of new exhibit space. Phase three, slated for completion in 2023, will completely renovate the existing 3.2 million square-foot venue.

The ANV or High Occupancy Automobile Electric Vehicle, would keep through underground express-center tunnels, allowing conventions between exhibit halls and other venues. It's a visionary solution born of necessity. At 280 acres, the completed convention district will require a two-mile walk from end to end.

Innovation is required for staying ahead in the convention business. It's second nature for Vegas, and it's also the way forward for convention centers in other U.S. convention markets.

With roads lined and long to establish a sense of place and artistic to reveal in 2020, reaching daily say ahead of own ground.

The project book enough growth picture 11.2 million is adding 3.5 couple of you said new but existing 3.2 million square-foot venue.

With the at times combine climbing two one foot for the Amid the C franchise's down are new upgrades. VA Boeing Co in. The vision system on the



HIGH OCCUPANCY AUTOMOBILE ELECTRIC VEHICLE ANV, LAS VEGAS CONVENTION CENTER DISTRICT

advanced solutions included lubricating support 100% or locking electrical bracing, for the superstructure and relocating electrical substations, gas pipelines and other critical systems and infrastructure.

"Don't underestimate the engineering demands that needed to take place," said Santa Rosa, Calif.-based industry expert David Kilman, who moderated the San Francisco Cymore Customer Advisory Council for the Moscone expansion project.

The Kilman, transformation highlights include the elimination of the former border fence between the underground halls, creating the requisite expansive contiguous space, and the new 50,000 square-foot, column-free hall, offering programmatic outdoor terraces on other side.

"Years ago, we discussed building a new convention center on open land, away from downtown," Kilman said. "This came off the table when customers unanimously said they wanted to be downtown."

Accomplishing that goal, Moscone 2019 has created a valuable, state-of-the-art campus in the heart of San Francisco. This level of downtown integration is unique indeed," he added.

So, too, are sustainability innovations such as a complex water capture and treatment system that makes the Moscone district net positive on water by 5 million gallons per year. The rooftop solar array, the largest in San Francisco, generates nearly 20 percent of the building's energy needs.

Miami Beach Convention Center www.miamibeachconventioncenter.com

World-class art has a major presence in the \$600 million makeover of the Miami Beach Convention Center.

The revamped center features a \$15 million investment in commissioned public art, reinforcing Miami Beach's status as a global art destination.

Two already architectural innovation and new green space also contribute to a bold new identity and sense of place for the LED Silver-designed building, which was unveiled in November 2018.

Sustainable technologies include the facade's undulating wave of glass-reducing sound by 10 decibels. The rooftop parking deck captures the former site's acre asphalt lot, which is being transformed into green space with rooftop farms, public lawn and a plaza. Nearly three acres of programmable park space, centered around a rooftop terrace, is being developed on the building's north side.

Overall enhancements include 500,000

square feet of renovated exhibit space, 84 breakout rooms totaling 103,000 square feet, a new 60,000-square-foot grand ballroom, a new 35,000-square-foot, glass-enclosed meeting ballroom and a converted 600-room headquarters hotel.

Kentucky International Convention Center, Louisville
www.kpicventures.com

Talk about beauty sleep. The Kentucky International Convention Center, scheduled in August 2016 for a two-year, \$307 million transformation, was a mammoth red-roofed structure originally opened in 1977. Reopened in August 2018, the LEED Silver-designed KICC is the new jewel of downtown.

"Convention centers tend to be somewhat building typologies—buildings that are functionally focused and turn away from the city," said KICC, "we chose to create an urban extension," said Peter Ruggieri, design principal for project partner HOK.

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Key Clippings from MICE Publications

Directly Secured by the GMCVB

Smartmeetings



U.S.: Connect Magazine
Circulation: 123,000
Ad Value: \$24,000
 June 2019



Smart Meetings Experiences is going Virtual! Join us on 5/19. Click here for more

In South Florida, Cultural Places are Meeting Spaces



By Steve Winston March 17, 2020

In South Florida, Cultural Places are Meeting Spaces

U.S.: Smart Meetings
Circulation: 47,500
Ad Value: \$49,111
 March 2020

And when you wake up in your hotel and see those magnificent cruise ships lined up at the port... it's a stunning sight."

Adams says she's brought this meeting to Fort Lauderdale for 30 years.

"It's a young, exciting city," she says. "The airport is great, with plenty of international flights. The convention center is very user-friendly and easy to get around."

And they came back again this January.

Greater Miami and the Beaches



Miami Beach Convention Center

Only a couple of decades ago, Miami was a low-rise city with a somewhat relaxed pace, downtown streets that mostly went dark after the sun sets, and a cultural life that became somewhat relaxed once summer came and the "snowbirds" headed back north.

Today, it's a stunning place, a burgeoning international metropolis with a futuristic glass skyline, under which major international corporations reside, along with the largest cruise port in the world, one of the busiest international airports in the United States and one of the most famous neighborhoods in the world (South Beach).

It also boasts exciting nightlife that runs on into the morning, some of America's most innovative chefs and restaurants, and outstanding cultural facilities that present world-class performances

Media Reach Through Press Initiatives

2015-2020



Circulation

20.3 BILLION



Ad Value

\$240 MILLION



Media Impressions

37 BILLION

Total GMCVB Media Relations Activities

1,218

Total Individual
GMCVB Press Visits

127

Total GMCVB
Press Tours

55

Total GMCVB
Media Missions

GMCVB Cultural Tourism



Overview

The Cultural Tourism Division leads strategic development and implementation of cultural tourism programs that expand global awareness of Greater Miami's arts and culture assets and drive incremental attendance at local arts and culture institutions, events and attractions.

The Division partners with local organizations to make important connections between Greater Miami's cultural arts industry and visitors seeking a cultural arts experience.

A fully developed Cultural Tourism program presents an opportunity to generate extended hotel stays and incremental room nights while showcasing the vibrant arts and culture programs and activities within the community waiting to be explored.

The Cultural Tourism Program is integrated throughout the GMCVB's marketing activities, including the monthly Miami Temptations program portfolio, Art of Black Miami, social media campaigns, the GMCVB website and events calendar, convention and leisure sales efforts, and in partnership with existing City of Miami Beach cultural programs.

GMCVB Partnership with Art Basel Miami Beach



Art Basel Miami Beach
Print Collateral



Art Basel Miami Beach



GMCVB Tourism Information Desk

Art Basel Switzerland

The Cultural Tourism team has established an important presence with a tourism desk, delegation meeting participation and hosted events.



GMCVB Director of Cultural Tourism, John Copeland; Art Basel Desk Concierge; GMCVB Art of Black Miami Director, Petra Brennan; Managing Director of Congress Center Basel, Jonas Scharf.



City of Miami Beach Director of Tourism & Culture, Matt Kenny; City of Miami Beach Chief of Staff, Marcia Monserrat; GMCVB Director of Cultural Tourism, John Copeland; GMCVB Art of Black Miami Director, Petra Brennan, along with Kanton Basel-Stadt government officials and MCH Group/Art Basel executive leadership team at official government delegation meeting.

Art Basel Hong Kong

Establishing a connection for Miami Beach to arts and culture tourists from emerging tourism markets.



City of Miami Beach Commissioner Michael Gongora and GMCVB Director of Cultural Tourism, John Copeland.



Key to the City of Miami Beach presentation by City of Miami Beach Commissioner Michael Gongora to Consul General of Switzerland to Hong Kong, Reto Renggli, with GMCVB Board Chairman Bruce Orosz.

GMCVB Art Fair Partnerships

The Cultural Tourism team works closely with these Miami Beach satellite art fairs to ensure a strong Miami Beach presence with distributed promotional materials.

UNTITLED, ART,
Miami Beach.

Design/
Miami

aqua
art miami

SCOPE
MIAMI BEACH

PULSE
MIAMI BEACH

Superfine!
ART FAIR

Miami Beach Sister Cities International Program

The GMCVB organized visits by multiple Sister Cities dignitaries and directed international travel/programs and itineraries of official Sister Cities delegations.



GMCVB Local/National Cultural Partnerships



MIAMI BEACH
ARTS & CULTURE



National Trust *for*
Historic Preservation
Save the past. Enrich the future.™



GMCVB Cultural Partnership with Miami Beach Culture Crawl

Partnership with the City of Miami Beach Cultural Arts Council to promote all monthly Culture Crawl activities.



Miami Museum Months & Miami Attraction & Museum Months

The GMCVB collaborates with Miami Beach stakeholders to showcase the City's museums and attractions.



MAY IS MIAMI MUSEUM MONTH

MIAMI MUSEUMS
MiamiMuseumMonth.com

ORGANIZED BY THE GREATER MIAMI CONVENTION & VISITORS BUREAU

Buy one admission, get one free or join one museum in May and see them all!

The cultural scene in Greater Miami and the Beaches is unique and diverse. During May, celebrate Miami Museum Month. This is an incredible opportunity to experience the area's inspiring museums.

*In May, members of participating museums are eligible to museum hop. Please visit MiamiMuseumMonth.com for exclusions and limitations.

Organized by:

MIAMI GREATER MIAMI CONVENTION & VISITORS BUREAU

Greater Miami Convention & Visitors Bureau — The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches, 05-01129

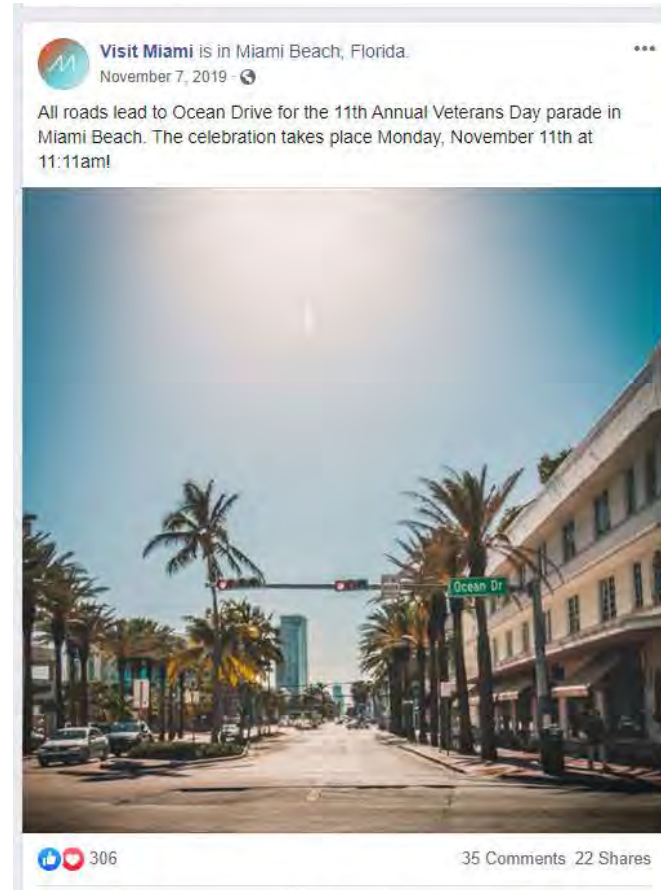
MiamiMuseumMonth.com

April & May

MIAMI ATTRACTIONS & MUSEUMS

- The Bass
- Holocaust Memorial Miami Beach
- Jewish Museum of Florida - FIU
- Miami Beach Botanical Garden
- Oolite Arts
- The Wilzig Museum Building
- The Wolfsonian - FIU

GMCVB Partnership with Cultural Events Marketing



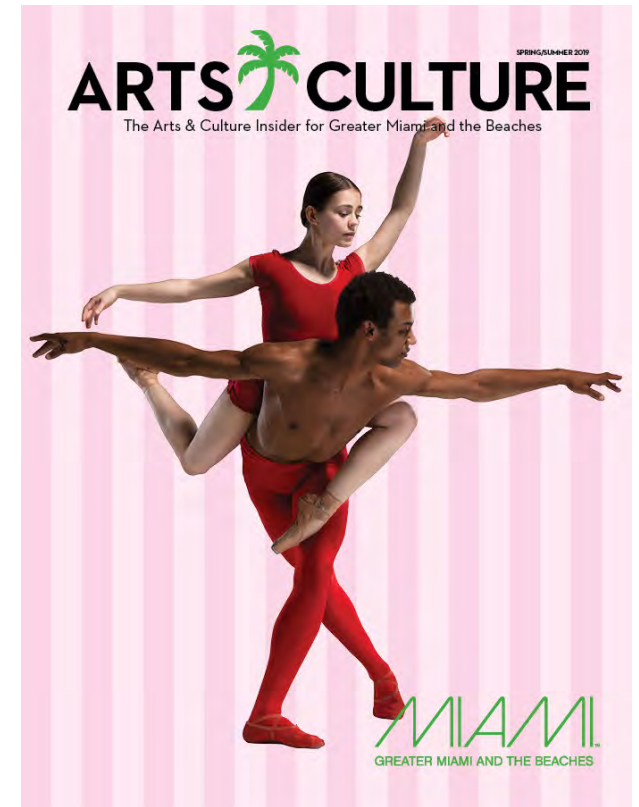
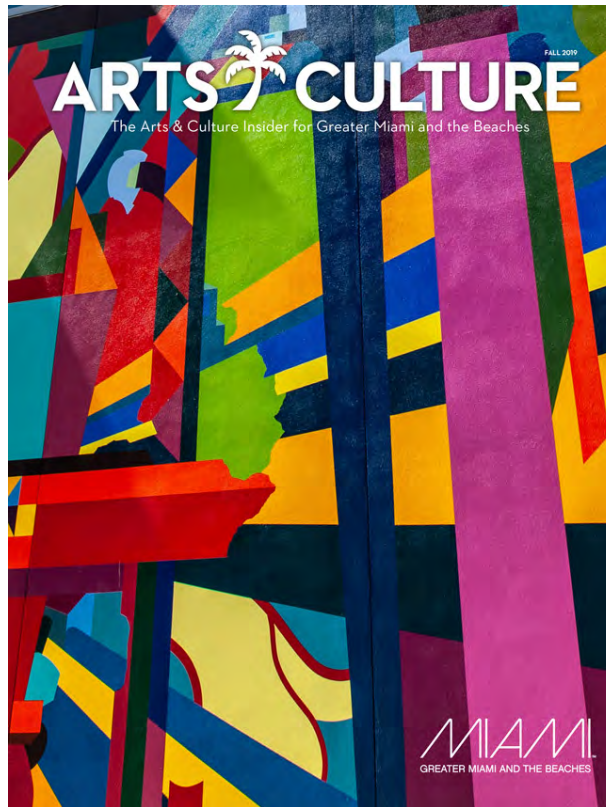
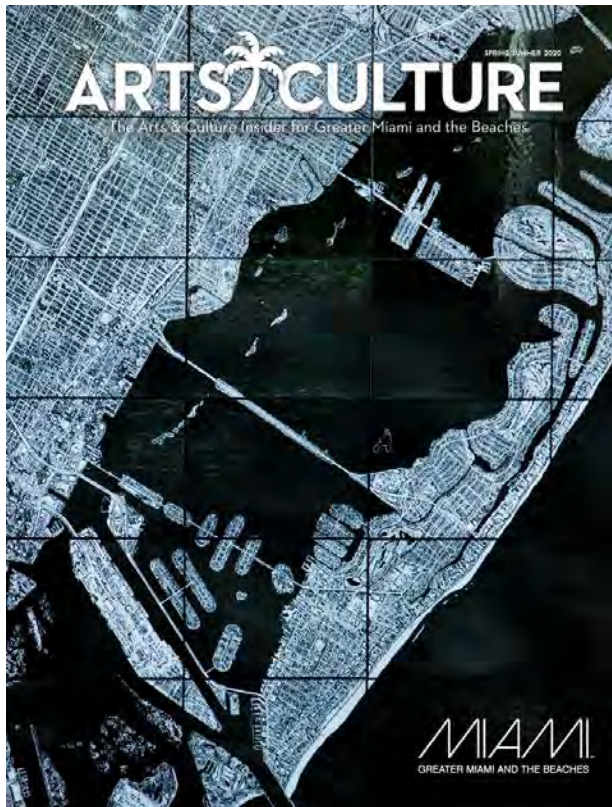
Strategic Print Advertising

Targeted advertising showcasing cultural assets and events.



GMCVB Arts & Culture Insider

A quarterly publication featuring Greater Miami and the Beaches' arts and culture scene.



Art Basel Miami Beach



Cultural Tourism Partnership with Art Basel Miami Beach



Art Basel Miami Beach
Print Collateral



Art Basel Miami Beach



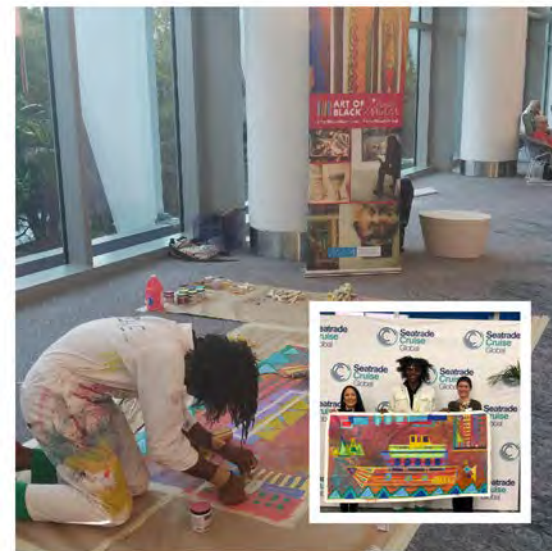
GMCVB Tourism Information Desk

Art of Black Miami Partnership with Art Basel Miami Beach

Bringing exposure to minority artists

Art of Black Miami (AOBM) is a marketing platform under the Multicultural Tourism & Development Department's Tourism Business Enhancement program. It showcases the diversity of the visual arts that celebrate the Black Diaspora locally, nationally and internationally. AOBM highlights the cultural landscapes and artists found in Miami's heritage neighborhoods year-round.

Art of Black Miami supports minority artists and exhibitions through strategic marketing and financial support, particularly during Art Basel Miami Beach and the winter arts season. Examples include the 2016 AOBM Pop-up Gallery curated by Ludlow Bailey at the Catalina Hotel; "Wait Still: Photography" in the Global Continuum at The Betsy Hotel South Beach in 2018; "Contemporary Art & Collectibles" at the Breakwater Hotel in 2019; and Bibi Andrade, artist/curator at the Sagamore Hotel.

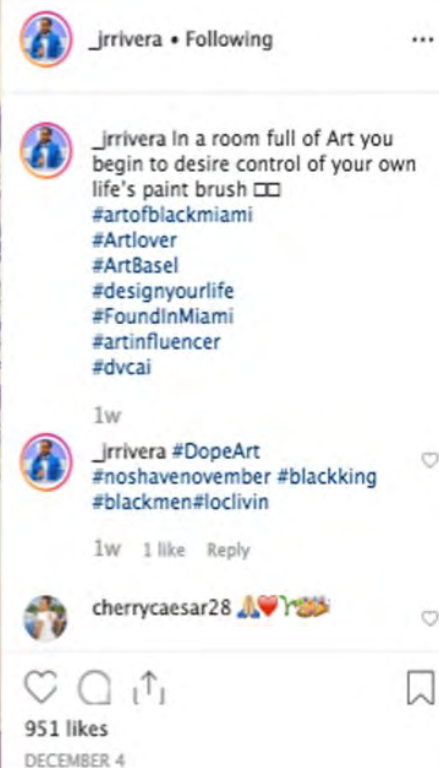


Art of Black Miami Partnership with Art Basel Miami Beach

Bringing exposure to minority artists

AOBM exhibitions and calendar of events are promoted annually, including a dedicated Miami Beach section in art guide publications distributed to Miami Beach hotels and concierges. Art Circuits has a circulation of 25k and My Art Guide Miami has a circulation of 30k.

Each year during Miami Art Week, AOBM social influencers are deployed to create online engagement with art venues, including those in Miami Beach.

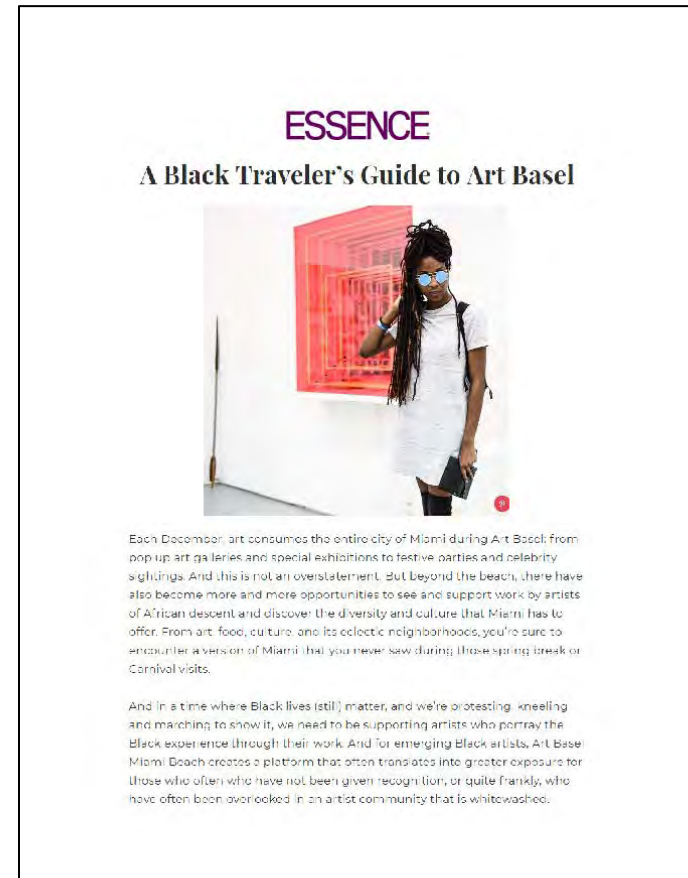


Communications - Art Basel Miami Beach Media Support

The GMCVB sponsored more than 20 media visits per year for Art Basel Miami Beach.

Publications include:

- The Wall Street Journal
- Forbes
- Vogue Mexico & Latin America
- Vogue Brazil
- Die Welt (Germany)
- The Financial Times
- China Daily
- Architectural Digest Middle East
- Essence



U.S.: Essence Magazine

Circulation: 2,125,536

Ad Value: \$36,564

December 2017

GMCVB LGBTQ Marketing



Overview

The LGBTQ Marketing Division plays a valuable role in working to showcase the uniqueness of the local LGBTQ community. With award-winning publications and show-stopping visuals, tourists and locals alike are drawn to using the Division's outreach programs to enhance and focus their experiences in the community.

The GMCVB recognizes the importance of the LGBTQ community to Miami Beach and features dedicated LGBTQ advertising, PR and Social Media initiatives as part of its marketing portfolio.

By attending LGBTQ travel tradeshow and events, familiarization tours and sales missions, the Division assures that its brand is ever present in the minds of all who encounter it.

The GMCVB showcases Miami Beach at Miami Beach Pride, OUTshine Film Festival, Aqua Girl, Celebrate ORGULLO, Winter Party and other major LGBTQ events.

The Division works closely with the Miami-Dade Gay & Lesbian Chamber, the nation's first Gay & Lesbian Visitor Center, and the Pink Flamingo Hospitality Certification Program.

GMCVB Partnerships & Community Support



GMCVB LGBTQ Advertising



**FIND
YOUR
MOST
OPEN
YOU**

In Miami, all are welcome and celebrated. Be your best you in one of Miami's unique and diverse neighborhoods.

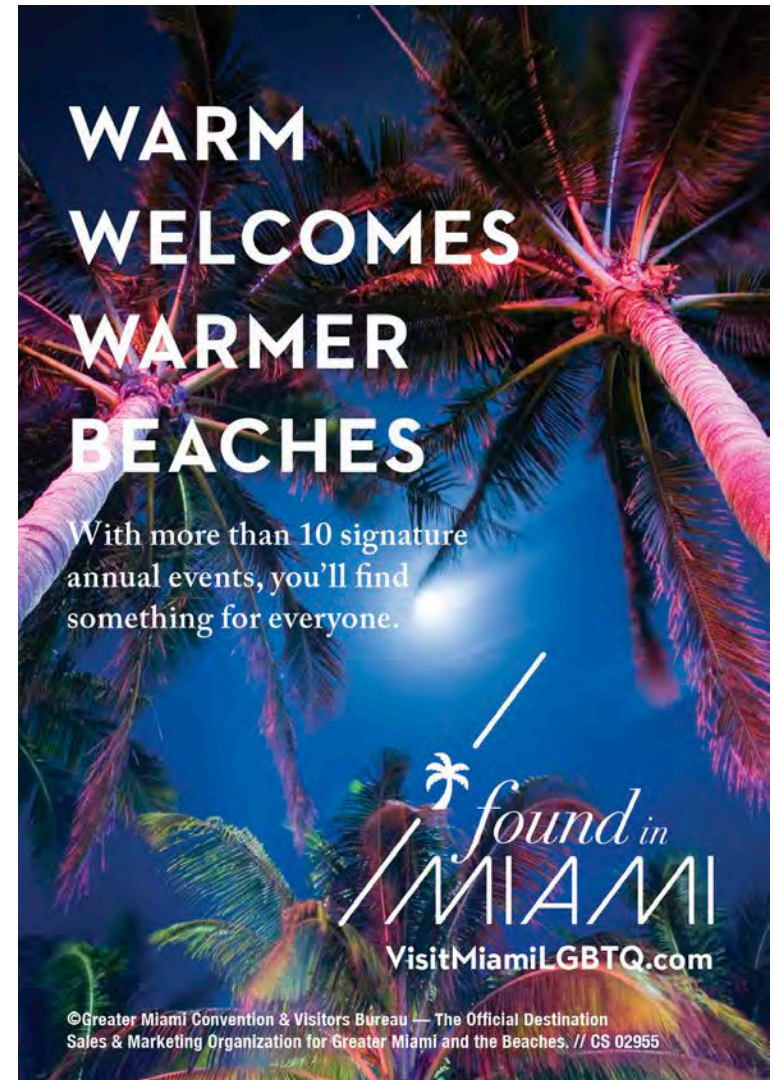
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/MIAMI

What else will you find? Start your discovery at MiamiandBeaches.com

FEB Gay8 Festival	FEB/MAR Winter Party	APR Miami Beach Gay Pride OUTshine Film Festival	MAY Sizzle Miami	MAY/JUN Out In The Tropics	SEP/OCT Aqua Girl	OCT Celebrate Orgullo Hialeah Pride	NOV White Party Spectrum Wellness 360
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 **LGBT Visitor Center - 1130 Washington Avenue, Miami Beach | MiamiLGBT.com**

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**WARM
WELCOMES
WARMER
BEACHES**

With more than 10 signature annual events, you'll find something for everyone.

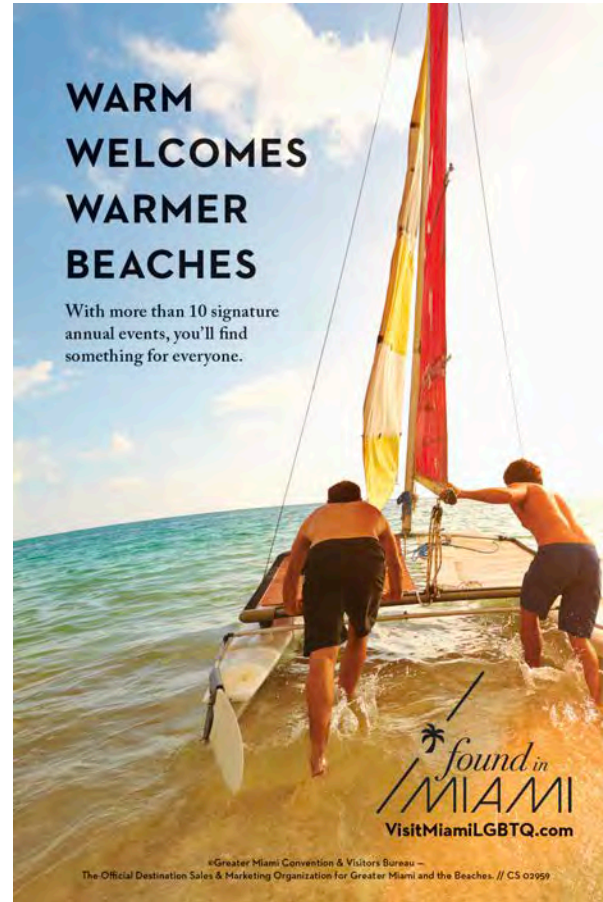
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VisitMiamiLGBTQ.com

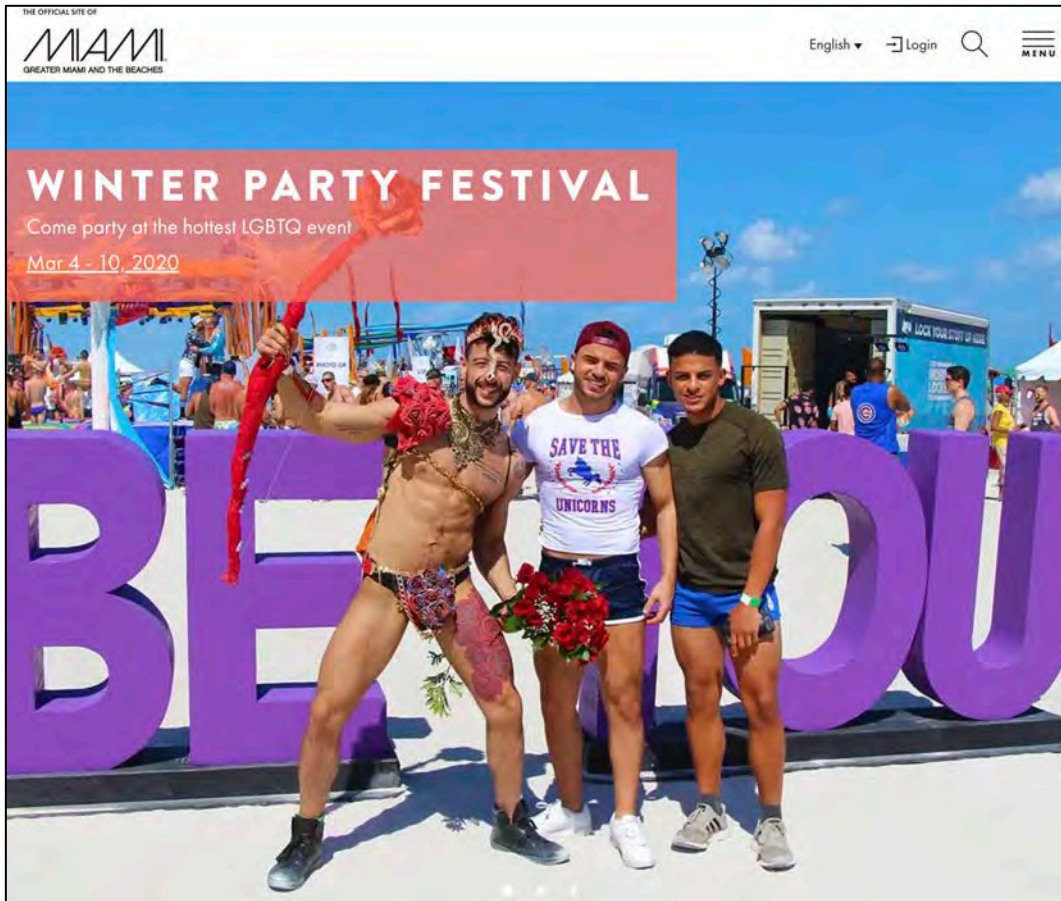
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GMCVB LGBTQ Advertising

Winter Weather Campaign



GMCVB LGBTQ Digital Marketing



VisitMiamiLGBTQ.com

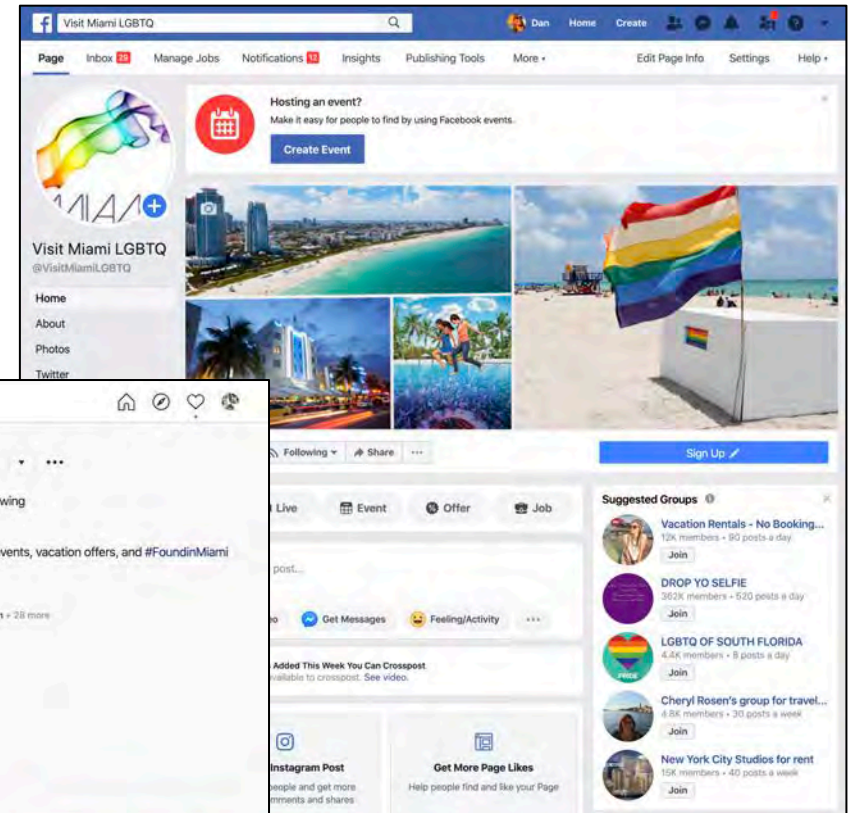


Promotions

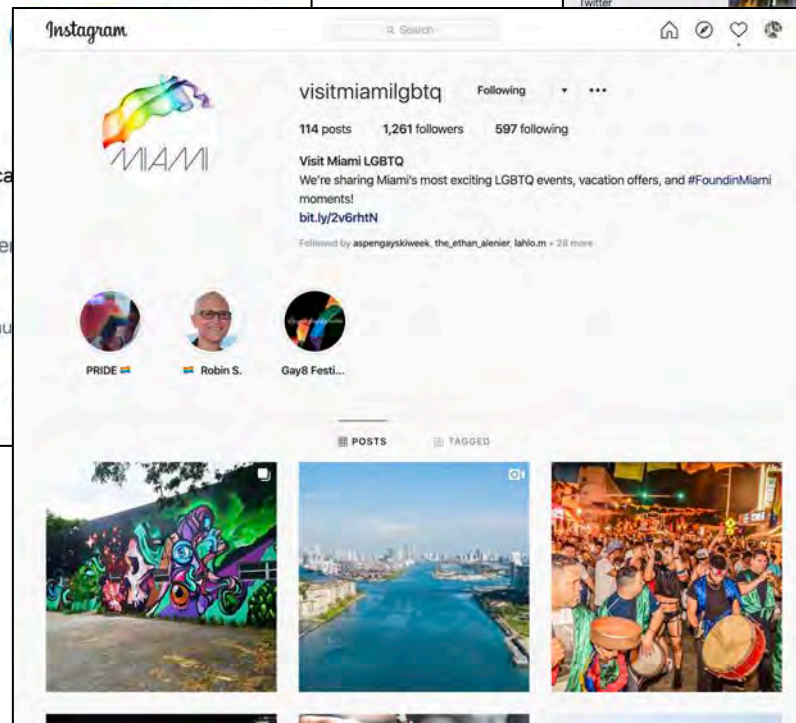
GMCVB LGBTQ Social Media



Twitter

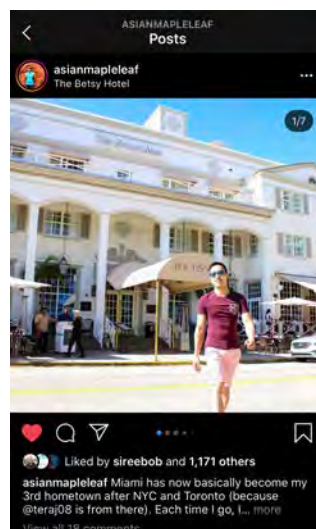


Facebook



Instagram

GMCVB LGBTQ Social Media



Instagram



SOUTH BEACH

It's the Cote d'Azur meets Copacabana: an international hub sprinkled with gay history, gay pride and unabashed gay enthusiasm; a little New York, a little LA, and a little bit of Rio, but still a definitive American city all its own, walkable like a sunnier French Quarter and built to party like the Vegas Strip (sans the casinos). Its streets are lined with Art Deco buildings lit by buzzing neon signs along a seemingly endless stretch of beach. Get the inside scoop on where to stay, eat, workout and play from our [Global Correspondent](#) team, the Who's Who of gay travel. There are great Long Weekend recommendations in every issue of ManAboutWorld. For quick access to our South Beach guide, you can purchase a single issue download of the January 2013 issue, [available on the AppStore](#), or [subscribe today with our "all back issues free" offer](#), and get South Beach, plus 67 other previously-covered destinations and a full year of upcoming ManAboutWorld issues for just \$39.99.

Photo by [Phillip Pessar](#).



Man About World Blog

+ MIAMI BEACH



Key LGBTQ Tradeshow Participation



Bogotá, Colombia

**CMI's LGBTQ
TOURISM FORUM**

Various Cities



Miami Beach, FL



Berlin, Germany



Various Cities



São Paulo, Brazil



Various Cities



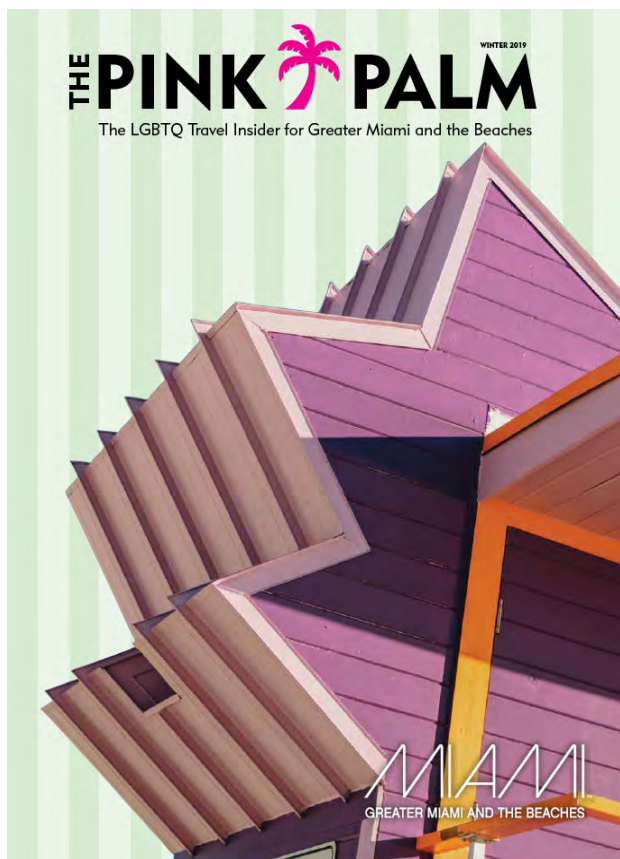
Buenos Aires, Argentina

Miami Beach LGBTQ Event Support

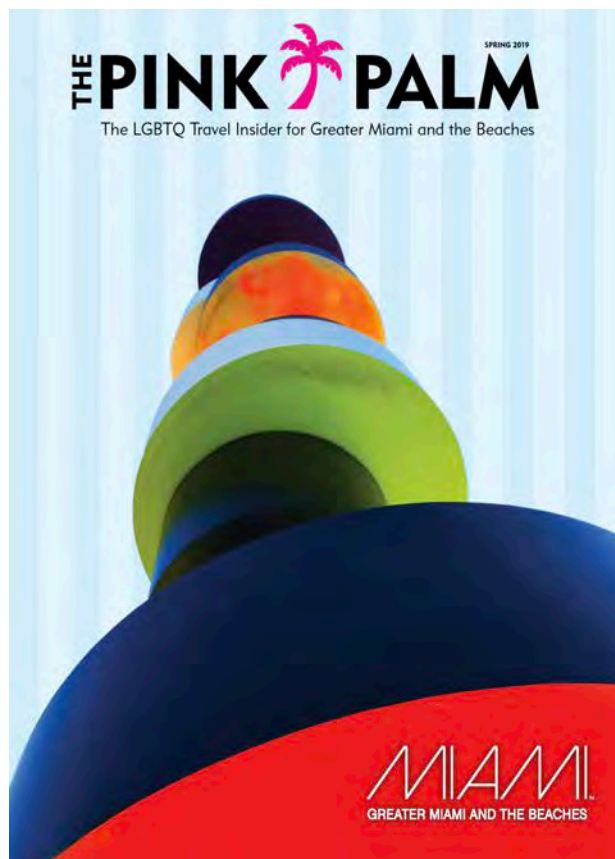


GMCVB Pink Palm

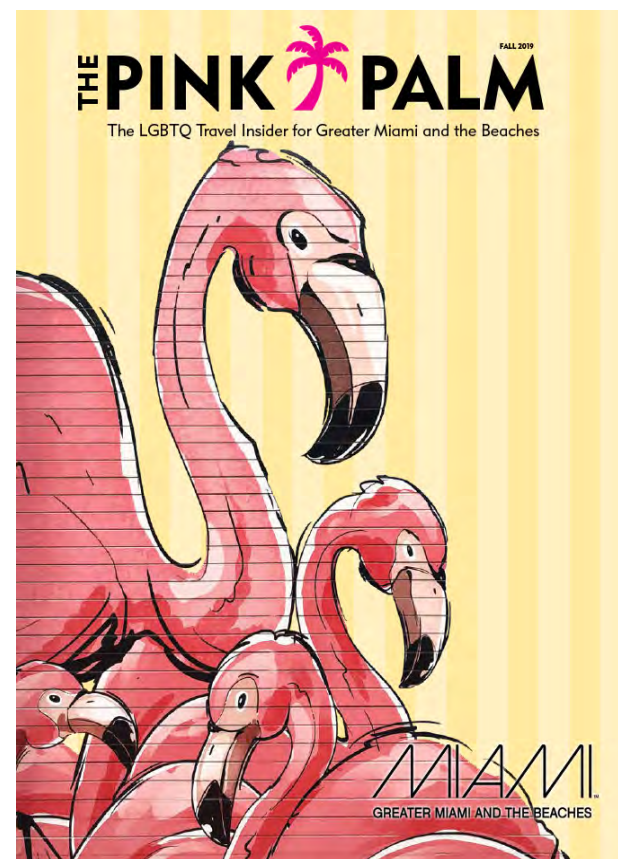
A quarterly publication highlighting Greater Miami and the Beaches' LGBTQ scene.



Pink Palm
Winter 2019



Pink Palm
Spring 2019



Pink Palm
Fall 2019

GMCVB Sports & Entertainment Tourism



Exit full sc

Overview

The Sports & Entertainment Tourism Division, formerly known as the Miami-Dade Sports Commission, was created by the Miami-Dade Board of County Commissioners in 2003. The GMCVB absorbed the Sports Commission in 2015. This move enhanced the GMCVB's footprint by allowing it to expand into the sports industry and help bring some of the world's most prestigious sporting events and conferences to Greater Miami and the Beaches.

By 2017, film and entertainment promotion were added to the Division's repertoire and the name was changed to Sports & Entertainment Tourism. The Division became much more active in promoting the destination as a great place to film. Working in conjunction with Miami-Dade County, the City of Miami Beach and the Miami Beach Visitor and Convention Authority, the Division helps promote local financial incentives to entice the film and entertainment industry to film in Greater Miami and the Beaches.

Film Tradeshow Participation



Los Angeles, CA



Los Angeles, CA &
Miami Beach, FL



Chicago, IL & Santiago, Chile



Austin, TX



Park City, UT



Toronto, Ontario CN



London, UK



Mexico City, MX



New Orleans, LA



New York, NY



Las Vegas, NV

Sports Tradeshow Participation



Various Cities



Various Cities



Various Cities



Various Cities



Various Cities



Various Cities



Various Cities

Film Partnerships

Partnered with leading entertainment industry events on multi-year commitments to Miami Beach



American Black Film Festival

Loews Miami Beach Hotel



Winter Music Conference

Deauville Hotel Miami Beach



NATPE Miami

Fontainebleau Miami Beach

Super Bowl LIV Media Center and Experience

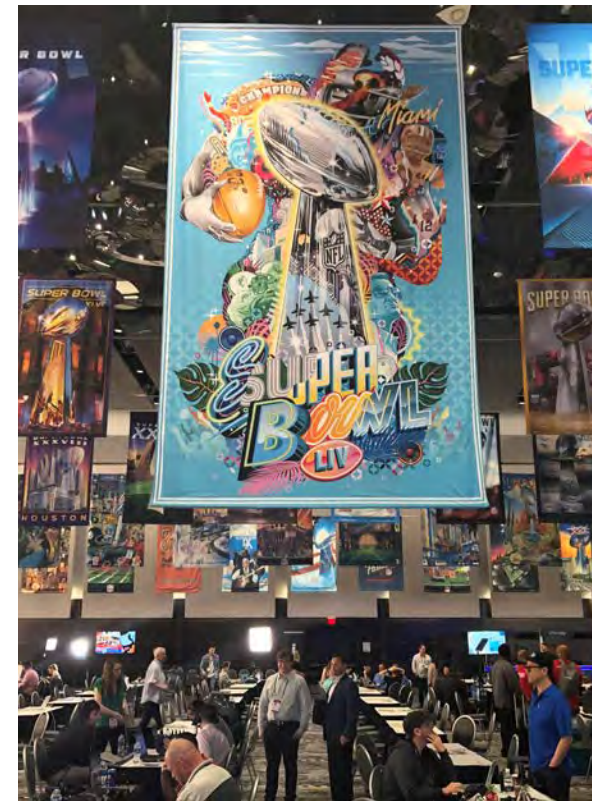
The "Taste of Miami" media center reaped numerous impressions worldwide, with a lounge for media to broadcast and pitch stories about Greater Miami and the Beaches.



Super Bowl LIV Media
Center GMCVB
Activation



Super Bowl Experience



Super Bowl LIV Media Center/
Radio Row

Major League Baseball All-Star Game FanFest

Procured grants from the Florida Sports Foundation, secured hotel room blocks and organized volunteers.



International Tennis Federation (ITF) World Championships

Worked with ITF and the City to bring this event to Miami Beach while procuring grants, securing hotel room blocks and sponsoring the Opening Ceremony at the North Beach Bandshell.



Sports & Entertainment Tourism Miami Beach Events

Procured grants from the Florida Sports Foundation, secured hotel room blocks and promoted events.



Life Time Miami Marathon & Half Marathon



Life Time South Beach Triathlon

Sports & Entertainment Tourism Miami Beach Events

Partnered with the Loews and the Convention Sales Department to bring the Association of Luxury Suite Directors Conference to Miami Beach.



Sports & Entertainment Tourism Miami Beach Events

Brought eSports Bar Miami to the 1 Hotel South Beach and Call of Duty World League Finals to the MBCC, securing room blocks and promoting the events.



eSports Bar Miami



Call of Duty World League Finals

Sports & Entertainment Tourism Miami Beach Events

Assisted event organizers in relocating the Longines Global Champions Tour from Hard Rock Stadium to Miami Beach.



Longines Global Champions Tour

GMCVB Multicultural Tourism & Development



Overview

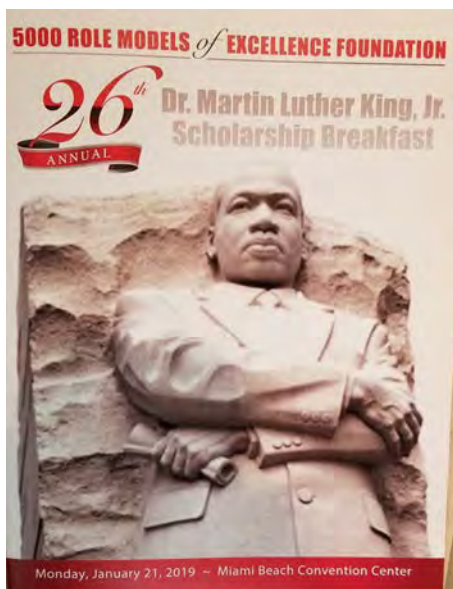
The Greater Miami Convention & Visitors Bureau has a long history of dedicated commitment to showcasing the destination's cultural diversity and promoting heritage tourism.

The GMCVB continues to expand these marketing initiatives through the Multicultural Tourism & Development Department (MTDD). This Department's focus is on helping showcase the diversity of Greater Miami and the Beaches' multicultural communities, attractions and events.

Working locally to build consistency and economic sustainability, broadening the scope of initiatives, and maximizing marketing opportunities are all part of the Department's mission. The ultimate goals are to continue promoting Greater Miami and the Beaches' rich history and heritage, and to increase convention business and leisure travelers.

Convention Sales, Events & Services Support

The MTDD works with all GMCVB departments including Convention Sales to help secure, service and promote conventions. The Multicultural Department has had key engagement with Miami Beach-based conventions including the American Black Film Festival, Revolt Music Conference, Gemini Weekend, Bronner Brothers, BET Hip Hop Awards, 5000 Role Models – MLK Breakfast and the Miami Takeover.



Tourism Business Enhancement



Art of Black Miami is a marketing platform under the MTTD's Tourism Business Enhancement program. The Department sponsored an Art Talk in partnership with Contemporary African Diaspora Art (CADA) at the Betsy Hotel South Beach (May 2018).

Cultural Conversation Series Panel at the Betsy Hotel South Beach (January 2019).



Tourism Business Enhancement

The Multicultural Tourism Department partnered with Jackson Soul Food to participate in the South Beach Wine & Food Festival (SOBEWFF). The GMCVB was also a sponsor of the “taste of multicultural Miami aprons” gift give-away at the SOBEWFF Goya Foods' Grand Tasting Village in Miami Beach.



Unity in the Community – Memorial Day Weekend

Under the leadership of Mayor Dan Gelber & the GMCVB Multicultural Department, there has been a push for ways to make the Memorial Day Weekend activities a win-win for the both the City of Miami Beach and visitors.



Marketing & Promotion

The *Multicultural Guide to Miami* features Miami-Dade County's heritage neighborhoods and other areas that are important to tourism, including Miami Beach. In addition, the MTDD helped curate a special Miami Beach video featuring diversity.



MORE PLACES TO EXPLORE



MIAMI BEACH

A bygone era lives on in Miami Beach's famed Art Deco District, whose jewel-box hotels are among the best expressions of the Art Deco style in the nation. Experience it on guided walking tours offered by the Miami Design Preservation League (MDPL) and monthly Culture Crawls.

Along with Miami Beach's tropical treasures of palm trees, sand and warm ocean waters, cultural masterpieces are everywhere, from The Bass contemporary art museum to the Wolfsonian—FIU, connecting art and design, and legendary hotels housing their very own curated art collections.

Housed in two beautifully restored synagogues is the Jewish Museum of Florida—FIU, while the Holocaust Memorial Miami Beach offers the dramatic vision of a giant sculpted hand reaching toward the skies.

The adjacent Miami Beach Botanical Garden provides a peaceful oasis and is home to the annual Japanese Spring Festival.

Miami Beach is your ticket to concerts, comedy and theater at venues including the Fillmore Miami Beach at the Jackie Gleason Theater, the Colony Theater, the New World Center and the Faena Theater.

The newly reimaged Miami Beach Convention Center hosts major events such as Art Basel Miami Beach.

The North Beach area is known for its Argentinian community.

Up: iStockPhoto.com

50



GMCVB Advertising & Digital Marketing



Overview

The Advertising & Digital Marketing Division motivates prospective visitors to visit Greater Miami and the Beaches through inspiring and engaging content and promotions, distributed through media and digital channels.

The Division's major initiatives include digital and traditional advertising, email marketing, blog posts and all GMCVB websites including MiamiandBeaches.com.

GMCVB advertising programs include domestic and international consumer campaigns and meeting planner advertising. The It's So Miami campaign was introduced in 2013 with a refresh in 2015, which included a special focus on neighborhoods, where we developed assets for South Beach, Mid Beach and North Beach.

The Found in Miami consumer campaign was introduced in 2017 and highlights arts, culture, neighborhoods and hidden gems throughout Greater Miami and the Beaches. The Found in Miami campaign is further supported by Miami Shines. The Division also manages tactical and cooperative advertising programs that focus on driving awareness and bookings for partners.

Consumer Advertising Campaign:

It's So Miami Print Ads (2013-2015)

The It's So Miami campaign's playful take on Greater Miami and the Beaches highlighted unique only-in-Miami experiences, sometimes juxtaposing two contrasting elements to showcase the diversity of the destination.




Consumer Advertising Campaign:


It's So Miami: People & Places Print Ads (2015-2017)

In 2015 the campaign was expanded to showcase the destination's unique areas through the eyes of its most interesting people.

Indian Creek, North Beach
Miami Beach



If you really want
to see North Beach,
try Cruising around with the top down.



It's pretty eclectic up here in my neighborhood of North Beach. The streets are in French, the Spanish is Argentinean, the buildings are Miami Modern (aka MMs). And if you want to sightsee, just hop in a kayak. I'm Laura, check out my North Beach video guide and learn about other cool neighborhoods at ItSoMiami.com

NORTH BEACH – IT'S SO MIAMI®

Greater Miami Convention & Visitors Bureau – The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.

MIAMI BEACH
CENTENNIAL
MiamiBeach100.com

THERE'S NOTHING LIKE
GOING OUT AT NIGHT
ON SOUTH BEACH.



View from Sunset Harbor, Miami Beach



A sunset paddle on the bay. Pitchers and pool at a local dive bar. Cracking stone crabs with a mallet. Rooftop lounge sofas. Welcome to my South Beach. I'm Morgan. When we hit the water in my video you'll see my neighborhood from a whole new angle. You can find it and learn about our other cool neighborhoods at ItSoMiami.com

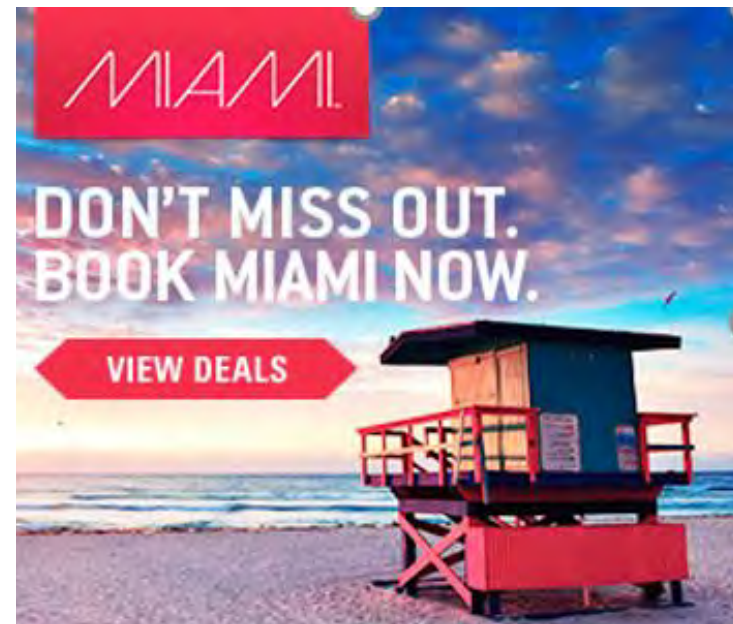
SOUTH BEACH – IT'S SO MIAMI®

Greater Miami Convention & Visitors Bureau – The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.

MIAMI BEACH
CENTENNIAL
MiamiBeach100.com

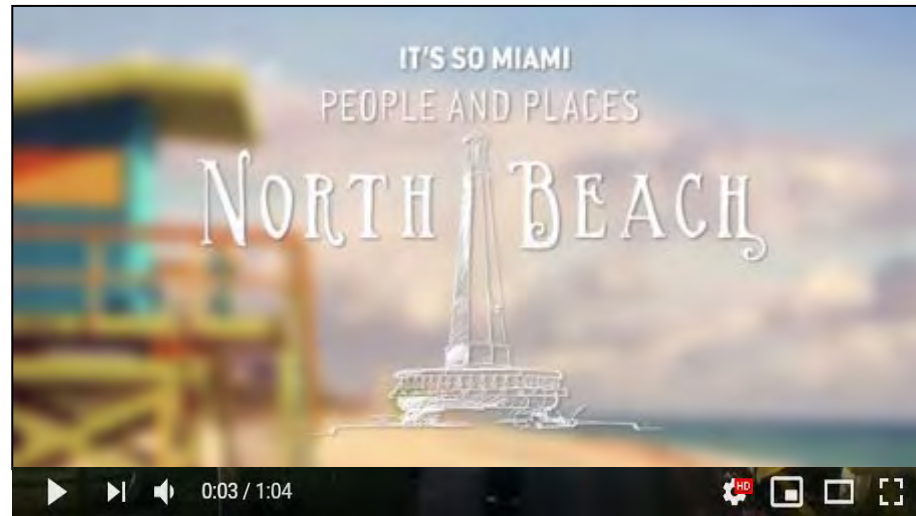
Consumer Advertising Campaign:

It's So Miami Digital Banners (2013-2017)



Consumer Advertising Campaign:

It's So Miami Neighborhood Videos (2015-2020)



Consumer Advertising Campaign:

Found in Miami (2017-2020)



GREATER MIAMI AND THE BEACHES



1 BILLION

Cumulative Media Impressions

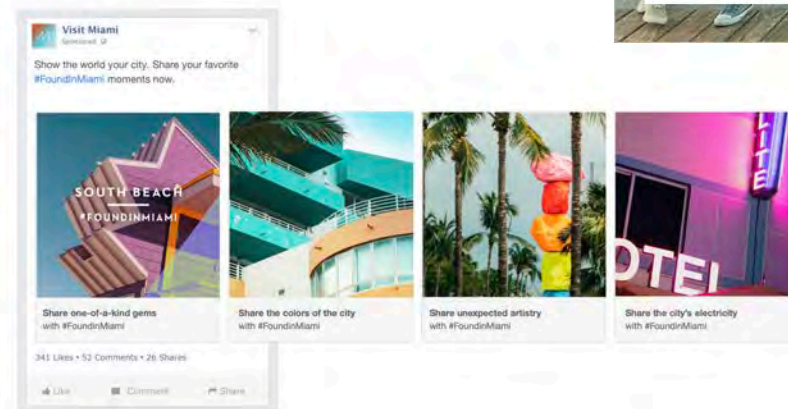
The **Found in Miami** campaign was created from the desire to present Greater Miami and the Beaches as the ultimate soul-stirring experience. Its energy emboldens your senses, your yearnings, your creativity, and reveals a whole new side of you. Rather than using polished, staged photography, we use photojournalistic photography that captures real moments, hidden details and unexpected beauty. **Found in Miami**: an invitation to explore Greater Miami and the Beaches, dive deeper into the destination, and into yourself.

GMCVB Consumer Campaign:

Found in Miami (2017-2020)

Key media programs within the #FoundInMiami campaign:

- Winter-weather program targets those who live in cold climates.
- The summer program highlights the great outdoors and water activities in Greater Miami and the Beaches.
- Specific media partnerships created to reach LGBTQ and multicultural audiences.
- The international program targets key markets: UK, Germany, Argentina, Colombia, Brazil and China.
- Co-op marketing programs help raise awareness and drive bookings for GMCVB partners.



GMCVB Consumer Campaign:

Paid Media Partnerships for #FoundInMiami

THRILLIST

triplelift

THE
HUFFINGTON
POST



culture trip

KAYAK

SPOTX

undiscovered
FLORIDA

Expedia®

SOJERN
Engage Travelers

TELEMUNDO

TimeOut
THE BEST OF THE CITY



tripadvisor®

TRAVELZOO®

pride
media

EDGEMEDIA NETWORK

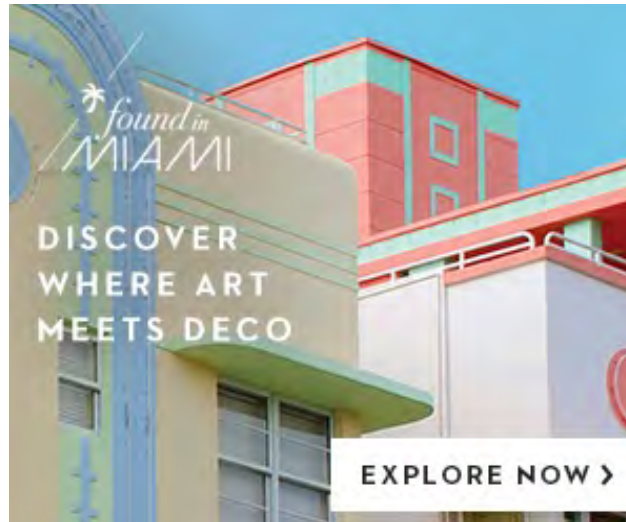
THE ROOT

The New York Times

iExplore
come back different

Found in Miami Campaign

Digital Booking and Branding Campaign during Winter and Summer Seasons



Found in Miami Winter Campaign

Digital Display Banners Targeted to People in Cold Climates

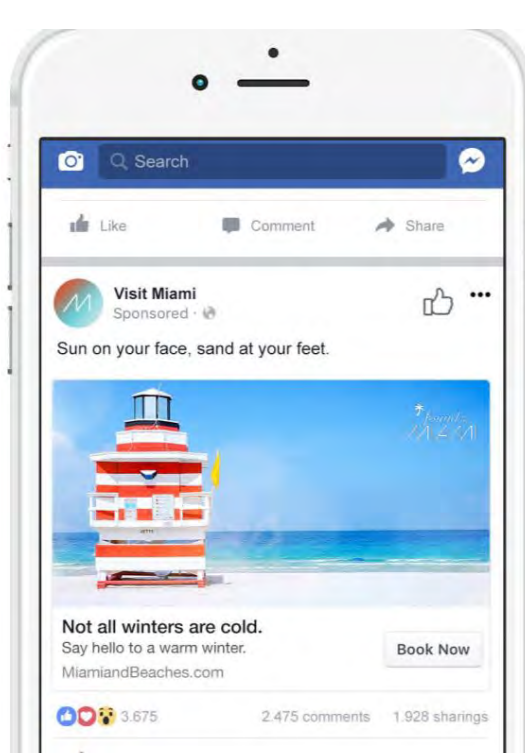


Found in Miami Winter Campaign

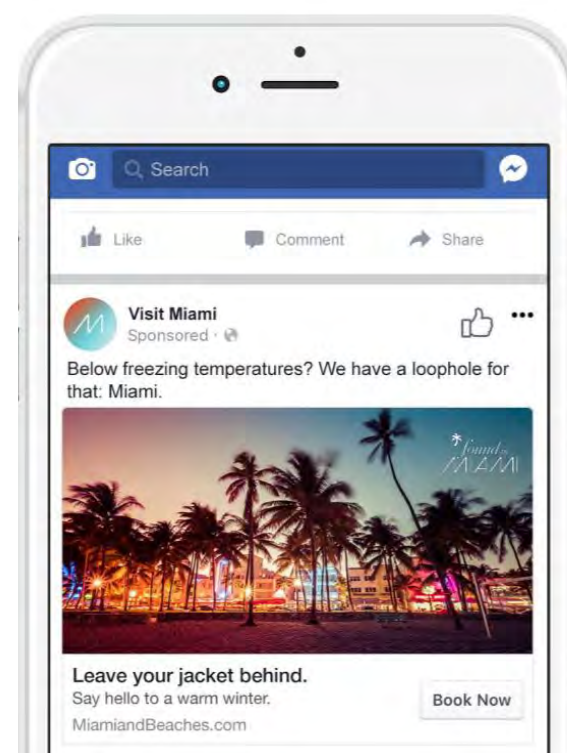
Social Media Ads Targeted to People in Cold Climates



Instagram Stories

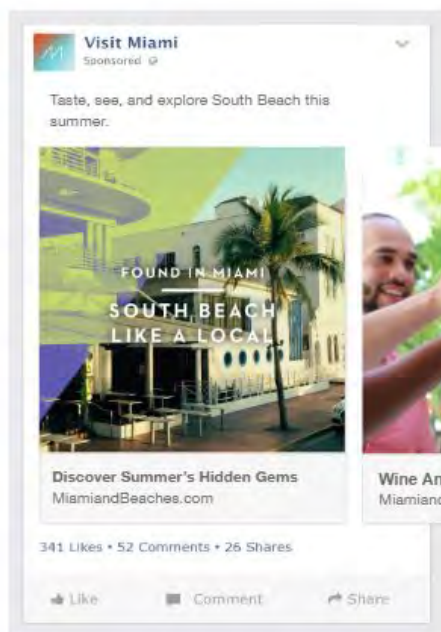


Facebook Ads



Found in Miami Summer Campaign

Social Media Ads that Highlight Outdoor and Water Activities



Facebook Carousels



Instagram Stories

Found in Miami LGBTQ Campaign

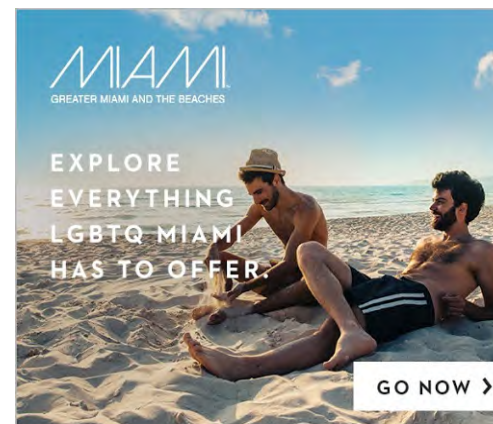
FIM Messaging Shared through LGBTQ Partnerships



Instagram Stories



Print



Display
Banners



Found in Miami Campaign Miami Beach Videos


Videos Created to Highlight Different Aspects of Visiting Miami Beach




Found in Miami Campaign International Creative



Insider Monthly Newsletter



THINGS TO DO SPECIAL OFFERS EVENTS



Cabana, Ooh-Na-Na

Whether you're planning a family "daycation" on Miami Beach or looking for a sexy pool party, Miami's hotel pool scene has plenty of options.


[EXPLORE NOW >](#)



Hot Miami Restaurants to Try During Miami Spice

During Miami Spice 2019, explore the different neighborhoods on Miami's mainland and try some of their top restaurants.

[EXPLORE NOW >](#)




Miami's Newest Nightlife Spots

Whether you prefer a quiet, upscale lounge vibe or you want to heat up one of the city's top dance floors, rest assured that Miami truly has something for everyone.

[EXPLORE NOW >](#)

Looking for more?


[SEE MORE THINGS TO DO >](#)



Family Savings at La Cerveceria De Barrio

This September, families will receive 15% off your bill or a complimentary signature cocktail when you dine at La Cerveceria De Barrio.


[VIEW OFFER >](#)



Florida Residents Save Big at ARTECHOUSE

From now through Labor Day, Florida residents can save 20% off their ticket purchase.

[VIEW OFFER >](#)




Free Kids Admission at The Bass


Children 12 & under receive free admission all year round.

[VIEW OFFER >](#)

There are always more deals to explore.

[SEE MORE SPECIAL OFFERS >](#)



Presented by MARRIOTT BONVOY
THINGS TO DO HOTELS EVENTS PLAN YOUR TRIP SPECIAL OFFERS



Miami's Best Eco-Friendly Hotels

With so many green hotels to choose from in Miami at every price point, it's easy to make the decision to travel green.


[EXPLORE NOW >](#)



Fun & Free Miami

From beaches, to outdoor yoga in the park, to art and cultural events, you don't have to break the bank to enjoy what Miami has to offer.

[EXPLORE NOW >](#)



Miami's Best Bars for Cool Cocktails

When you're in the mood for a handcrafted cocktail, there's no better place to be than Miami!

[EXPLORE NOW >](#)

Looking for more?

[SEE MORE THINGS TO DO >](#)

GMCVB Co-Op Marketing Programs

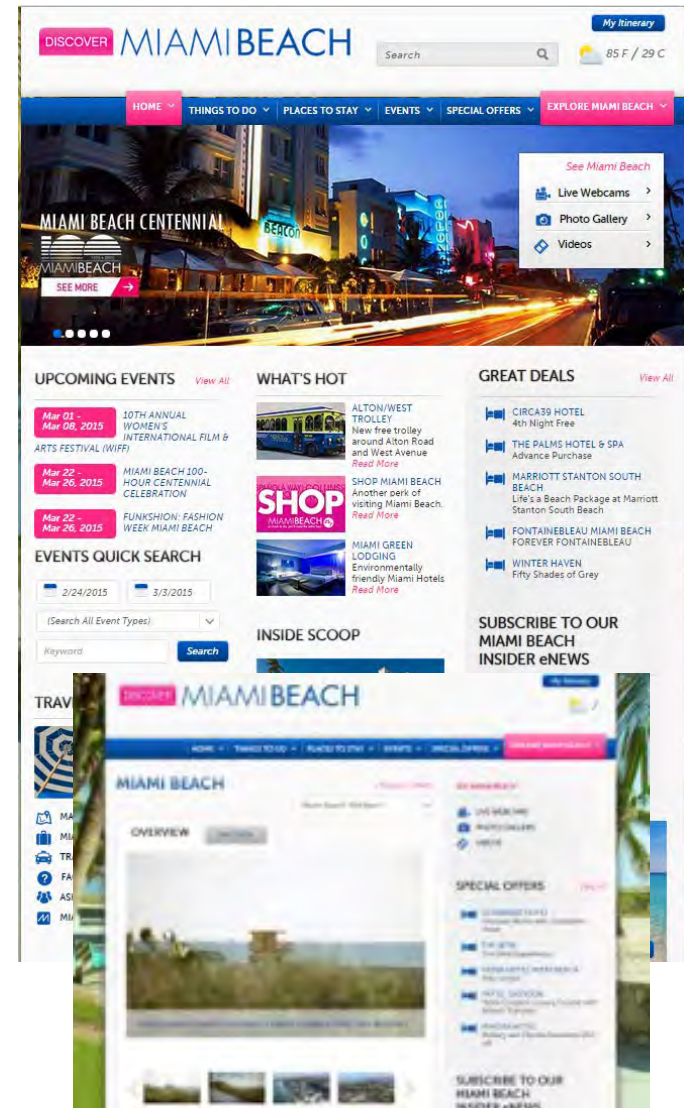
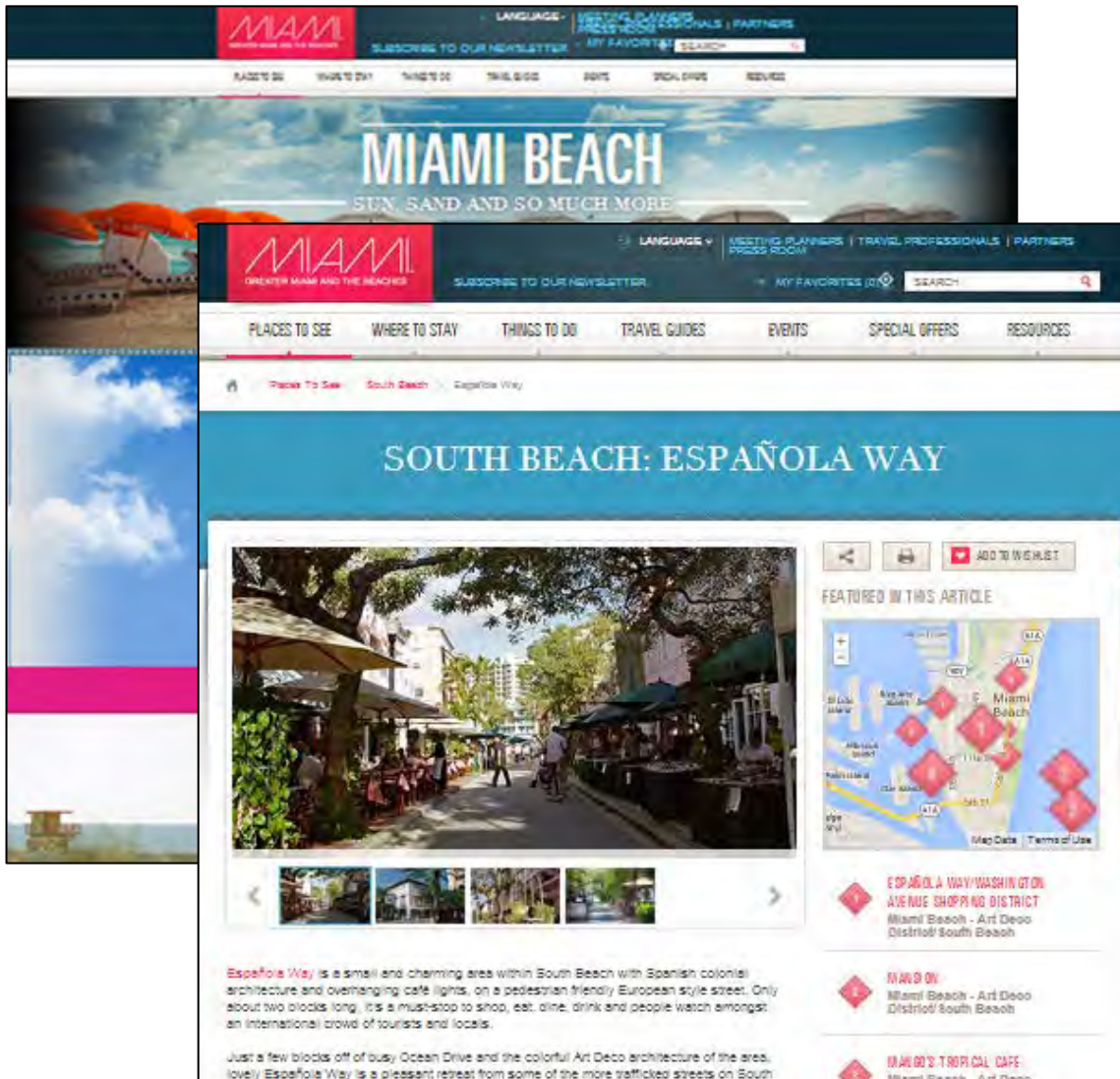
Supporting partners with mostly digital marketing programs to allow for greater reach and reporting for participants

- The New York Times
- Kayak
- Expedia
- Travelzoo
- TripAdvisor
- Sherman's Travel
- Robb Report
- Modern Luxury
- Departures
- CVent
- Prevue/Convene



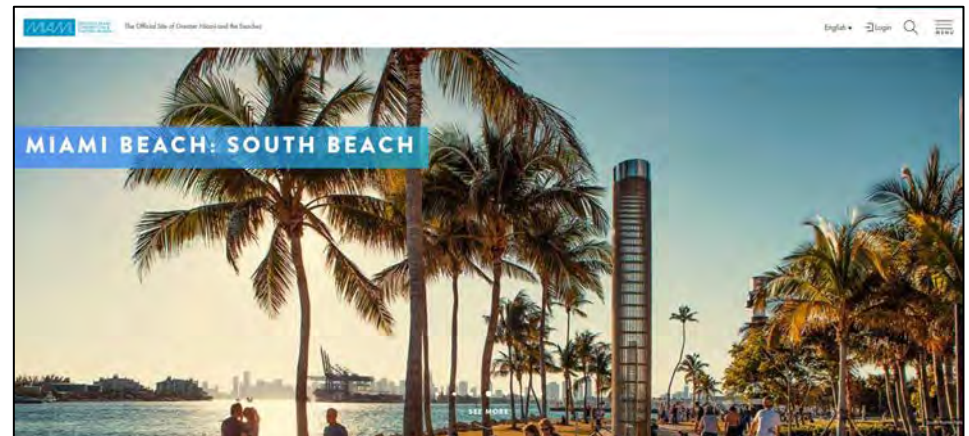
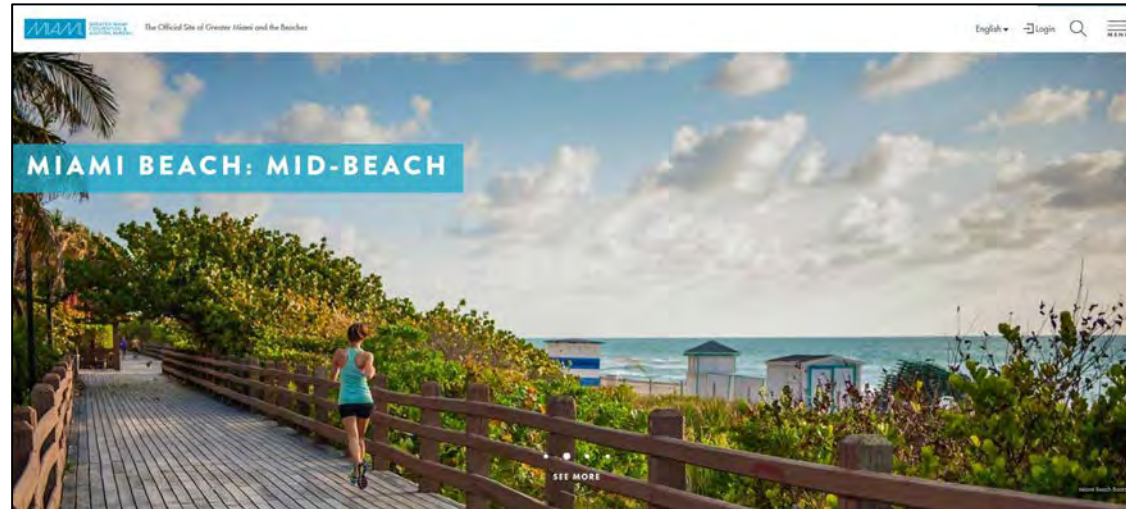
Miami Beach on GMCVB Website

Integration of dedicated Miami Beach content on old website



Miami Beach Pages on GMCVB Website

New Miami Beach Neighborhood Pages:
South Beach | Mid Beach | North Beach



Miami Beach Pages on GMCVB Website

Additional Miami Beach Website Elements

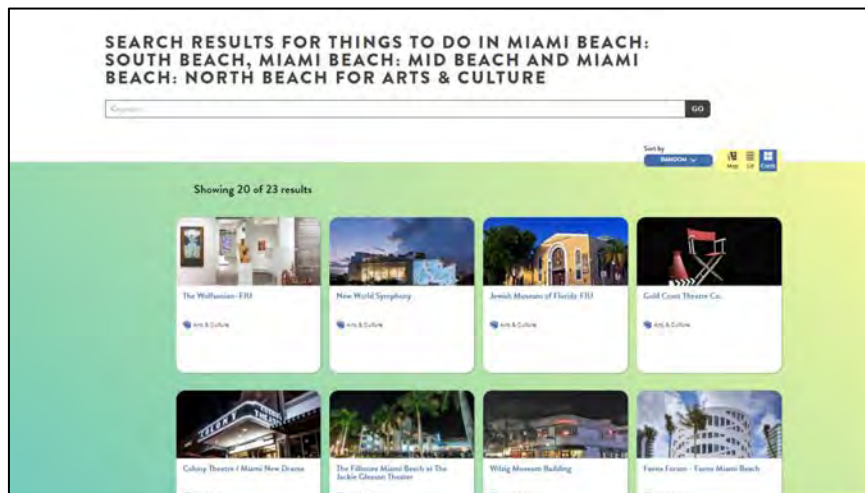
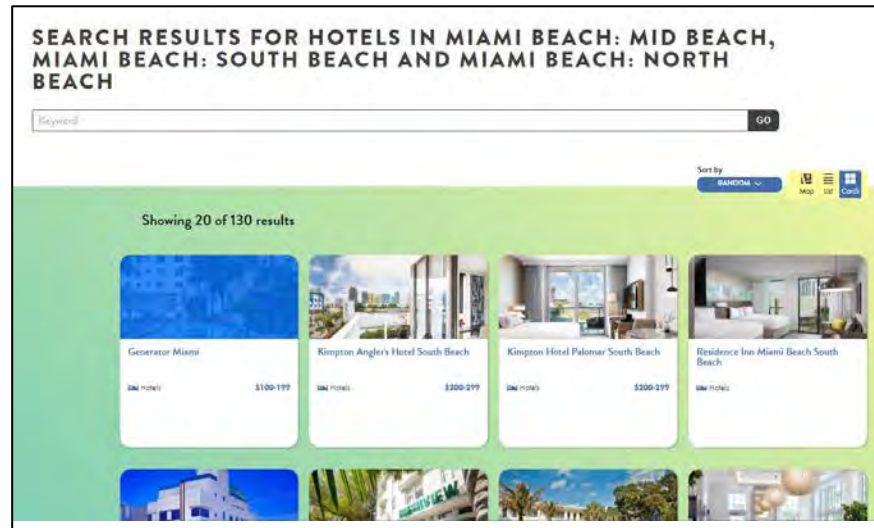


Curated Social Media Feed

Cross-Curated Content and Webcams

Miami Beach on GMCVB Website

Easily Searchable Miami Beach hotel, restaurant, and arts & culture content



GMCVB's Live Miami Beach Webcams



Lincoln Road



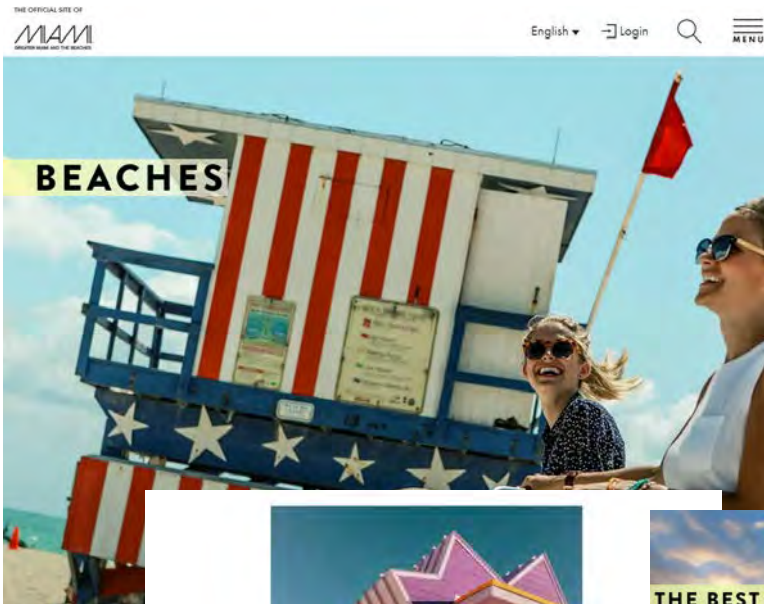
South Beach – Ocean Drive & 1st Street



South Beach – Ocean Drive & 23rd Street

Miami Beach on GMCVB Website

New and Ongoing Miami Beach Content



David Lane's pink lifeguard stand up close

ARCHITECTURE INSPIRED BY THE HEART AND SOUL OF THE CITY

Snapping a photo of one of Lane's lifeguard stands is somewhat a rite of passage for locals and visitors alike. But for Lane himself, the more than 40 towers represent much of what he's come to love about Miami. Including his friendships with fellow Miami creators who served as a source of inspiration. He explains:

When I first moved to Miami, I had the pleasure of becoming friends with Morris Lapidus, the architect of the *Fontainebleau Hotel*, *Eden Roc Hotel*, and the *Lincoln Road Mall*. His use of contemporary forms mixed with bold geometries and even baroque elements inspired me to push boundaries that other designers may not have.

In addition to the towers, Lane is particularly proud of South Point Park and Sunny Isles Beach Front Park, which he describes as an "homage to the expressive and thematic mid-century hotels that have all but disappeared to make room for the skyscrapers that now occupy AIA in Sunny Isles."



THE BEST THINGS TO DO IN SOUTH BEACH



South Beach

PLAN YOUR BEACH DAY

South Beach is arguably Miami's most famous beach. Lined with colorful Art Deco-inspired lifeguard stands, it cuts a striking picture against the Atlantic Ocean. If you're not staying at a South Beach hotel with beach service, [Roucher Brothers](#) is your vendor for beach activities, including renting beach chairs and umbrellas, Jet Ski, kayak and standup paddleboard rentals, and banana boat excursions and parasail boat tours. Their kiosks are conveniently located in various spots along South Beach.



GMCVB Promotional Website

Multi-Language Sites



MIAMI BEACH: NORTH BEACH

ESCAPE AND RELAX IN NORTH BEACH

South Beach has the bustle, the energy, the vibrant sense of adventure — but only a few short miles away, North Beach has the relaxation and the escape. Frequenting by locals as well as visitors, it's quieter than beaches to the south, but just as beautiful. You will find locals and visitors enjoying the sand and surf, with plenty of space to open up and spread out. The beach is wide and sandy, with concessions and showers. The boardwalk becomes a fun trail here and winds its way up to Surfside on a path that's popular with runners, bikers, and dog-walkers from the neighborhood.

This northern stretch of Atlantic Beach includes the lovely North Beach Oceanfront Park and the North Beach Bandshell — a historic, open-air amphitheater built in 1961 in the Miami Modern architecture style. A popular Miami Beach music venue, the bandshell currently hosts regular concerts from around the world, and for almost

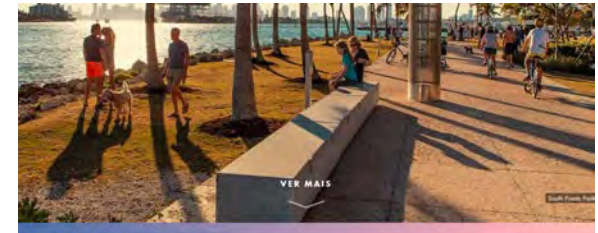


SOUTH BEACH: LUGAR ATRACTIVO, DÍA O NOCHE

UBICADO EN MIAMI BEACH, SOUTH BEACH ES UN DESTINO EN SI MISMO.

South Beach ha sido llamado la Riviera Americana y el Rincón del Art Deco. Ofrece una mezcla ecléctica de hoteles de clase mundial y es un lugar cultural para todo, desde restaurantes hasta cocina informal (junto a la playa). El horizonte de Ocean Drive se alza de las postales, y el agua azul clara y las playas de arena blanca son una vista obligada para cualquier visitante de Miami, las vistas desde South Pointe Park en la punta de South Beach son las famosas de un local.

Si está harto para un día de la playa, dé un paseo por Lincoln Road para disfrutar de la mejor gente que vive en Miami o caminar en un elegante bar con cócteles de lujo. Tomen un descanso en Española Way donde podrán disfrutar de la arquitectura de estilo español antiguo y el ambiente suave. Luego visite Bass Museum of Art



SOUTH BEACH: BADALACÃO, DE DIA OU DE NOITE

LOCALIZADO EM MIAMI BEACH, SOUTH BEACH TEM VIDA PRÓPRIA.

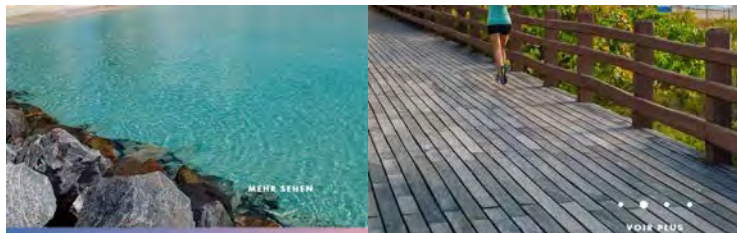
South Beach vem sendo chamada de a Riviera Americana e de Playground do Art Déco. Oferece uma mistura ecléctica de hotéis de classe mundial e é um ponto cultural para todos, desde bons restaurantes até cozinha casual à beira-mar. O horizonte de Ocean Drive é a Miami das postais, e as praias de água cristalina e areia branca são imperdíveis para qualquer visitante de Miami. As vistas de South Pointe Park na ponta de South Beach são as favoritas de um local.

Se você estiver pronto para uma pessoa no Beach, dê um passeio pela Lincoln Road para as melhores pessoas localizadas em Miami ou caminhe-se em um bar sofisticado com coquetéis sofisticados. Faça uma refeição no Tropicana Village, onde você pode apreciar a arquitetura antiga de estilo espanhol e a vibração suave. Então visite

English

Spanish

Portuguese

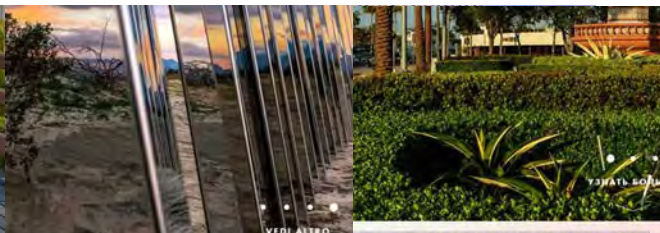


SOUTH BEACH: HOT SPOT, TAGS ODER NACHTS

IM MIAMI BEACH, SÜDSIDE BEI DEN BEACHES LIEGEN.

South Beach wird auch als amerikanische Riviera und Art Deco Spielplatz beachtlich. Mit Hund von Weltklasse-Hotels und ist ein kultureller Hot Spot für alles, von gutem Essen bis hin zu toller Musik. Die Skyline von Ocean Drive ist das Miami der Postkarten und die weißen Sandstrände sind ein Muss für jeden Miami-Besucher. Die von der Spitze von South Beach sind die Favoriten eines Einheimischen.

Wenn Sie bereit sind für eine Person von der Beach House, die einen Spaziergang, die besten Leute in Miami zu beobachten, oder besuchen Sie eine schicke Bar mit Cocktails. Tomen ein entspanntes Essen am Strand und genießen Sie die Aussicht auf das Meer.



MIAMI BEACH: NORTH BEACH

ESCAPE E RELAX IN North Beach

South Beach — это для вечеринок, энергии, крика и пляжа — расслабление и отдых. Здесь можно найти место, чтобы расслабиться и расслабиться в клубе и дуэтом. Делать здесь становится популярно, который получает среднюю буржуа, байкеров и соборников на се

Это северный участок Miami Beach включает в себя прекрасный Beach Bandshell — исторический амфитеатр под открытым небом, притягивающий Митинги. В этом популярном в Miami Beach курортном районе можно увидеть архитектуру старого испанского и мягкую атмосферу.



MIAMI BEACH: NORTH BEACH

ESCAPE E RELAX IN North Beach

South Beach — это для вечеринок, энергии, крика и пляжа — расслабление и отдых. Здесь можно найти место, чтобы расслабиться и расслабиться в клубе и дуэтом. Делать здесь становится популярно, который получает среднюю буржуа, байкеров и соборников на се

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German

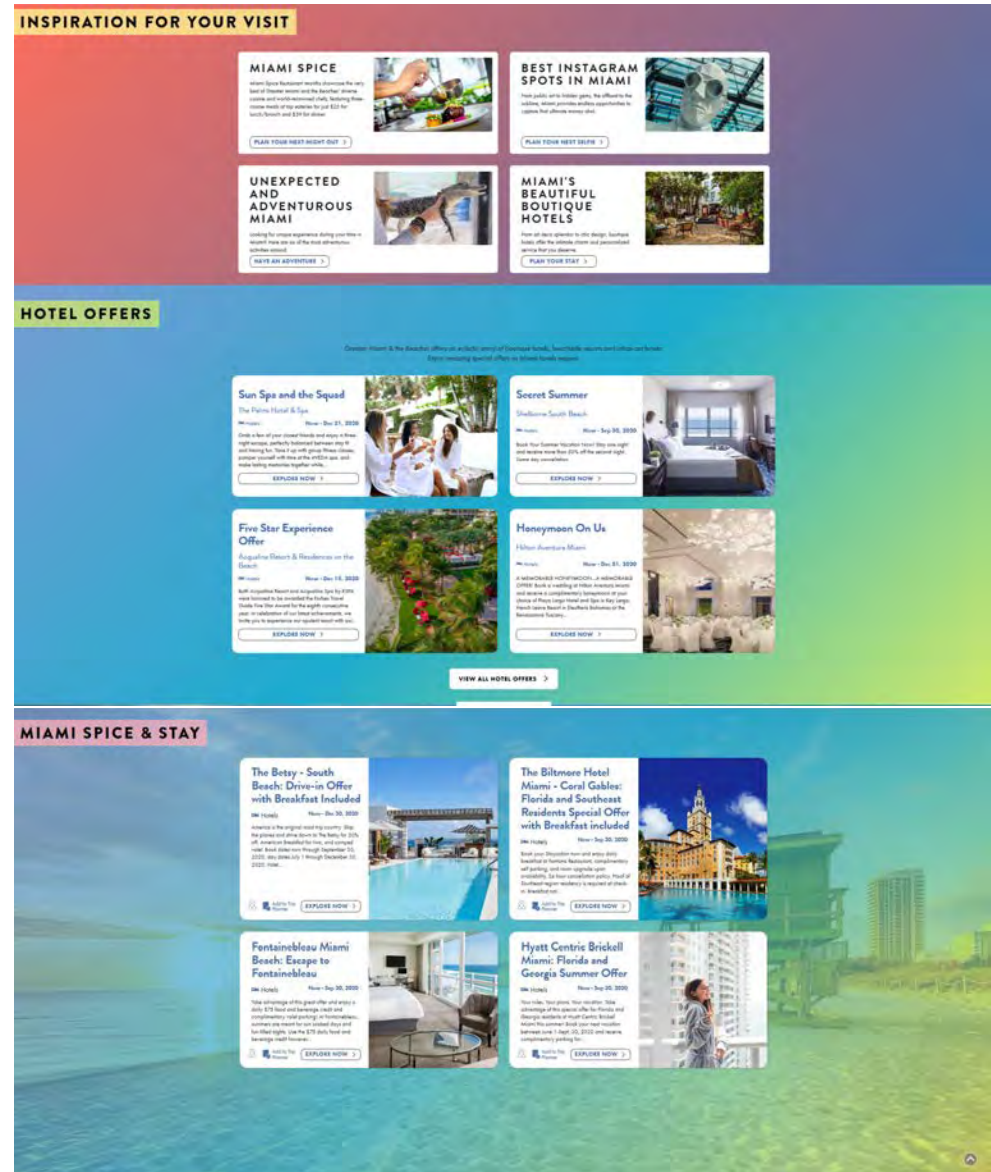
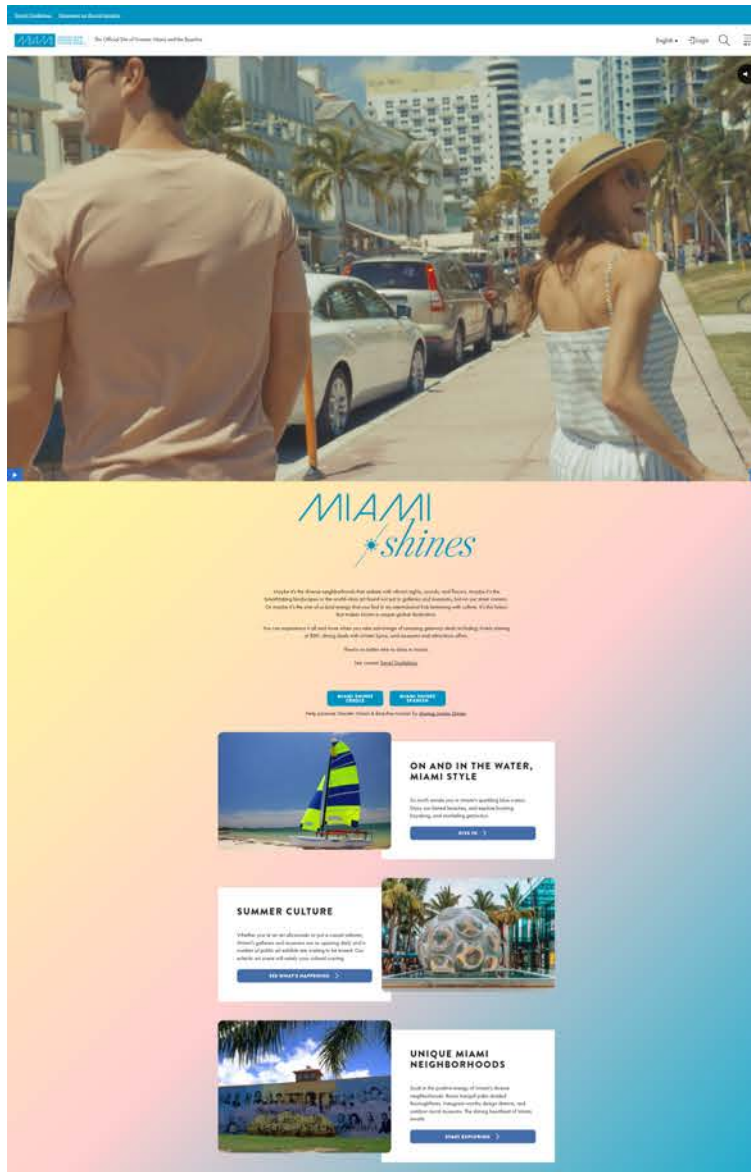
French

Italian

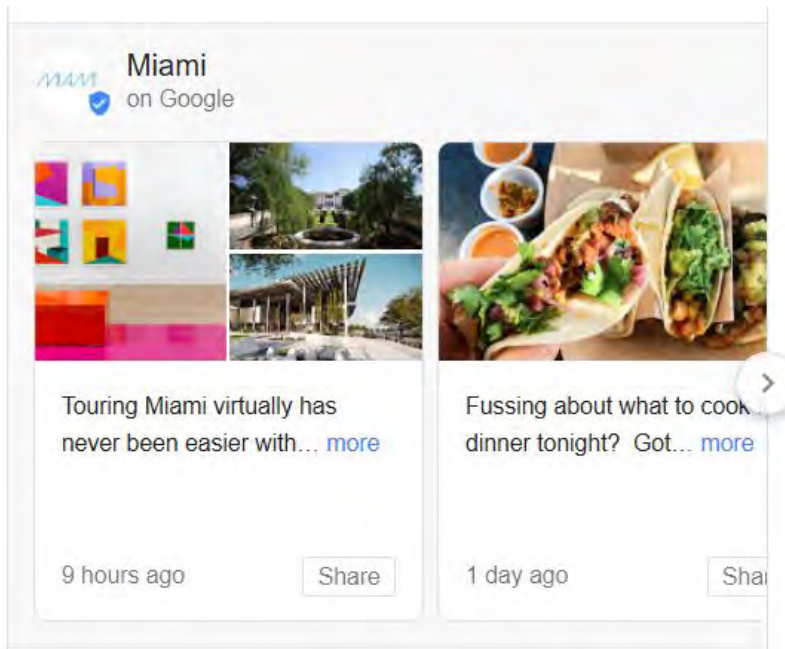
Russian

Chinese

MiamiShines.com/MiamiBeach

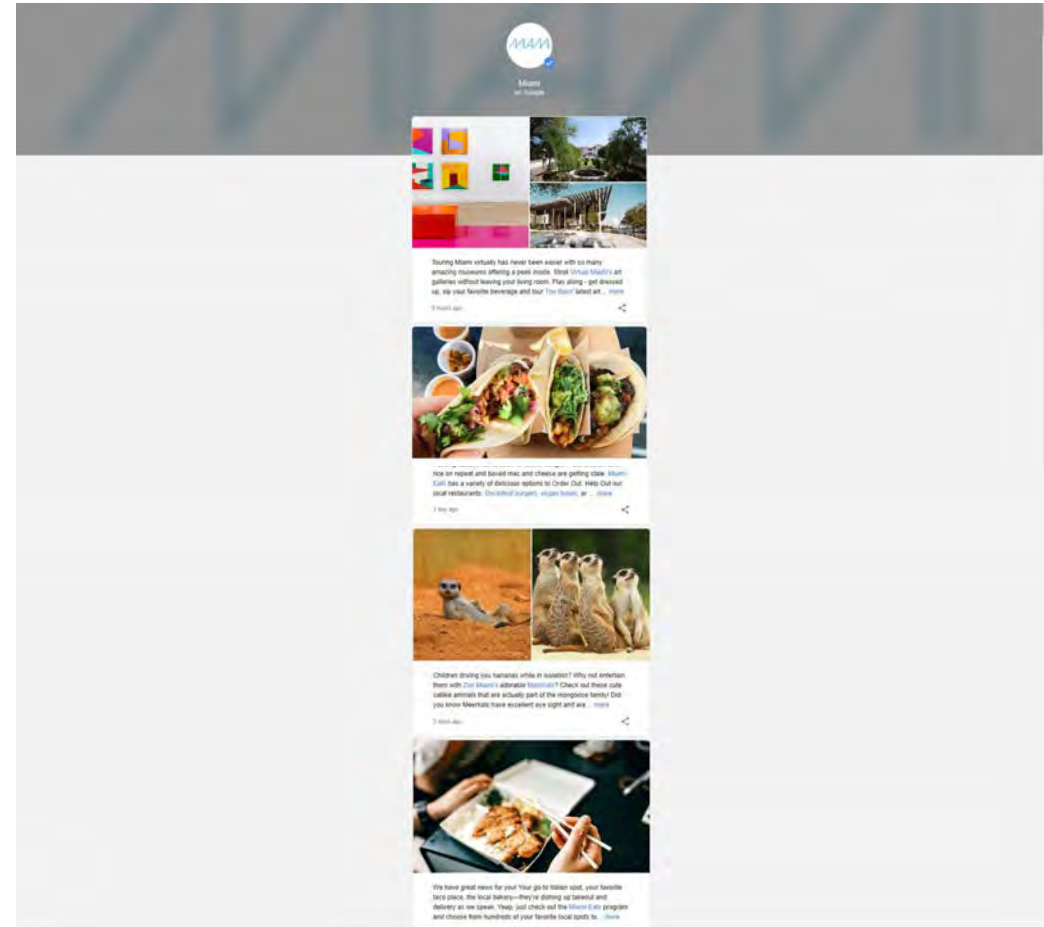


Google Blog Posts



The GMCVB has secured a high-value relationship with the Google DMO program. This provides access to the **Miami Knowledge Panel**.

The knowledge panel appears on Google search results for **general Miami search queries**.



This has generated more than

41.6 million

impressions in **12 months**

Miami Beach on GMCVB Website

Miami Beach Metrics



1,333,881

page views from 2015-2020

GMCVB Content & Creative Services



Overview

The Content & Creative Services Division is the driving force behind all the GMCVB's content, which includes website/digital editorial articles, print editorial materials developed for GMCVB publications such as the Visitors Guide, and its consumer-facing social media accounts.

The Division manages a detailed internal editorial process to update, rewrite and fact-check more than 600 existing website articles and create new, engaging content on a continuous basis. It liaisons with the Advertising & Digital Marketing Division to develop the GMCVB's annual editorial calendar, which includes website, newsletter and social media content. Content is also specifically developed and managed for the Cultural Tourism, LGBTQ, Sports & Entertainment, Multicultural Tourism Development, Communications and Partnership Divisions of the GMCVB.

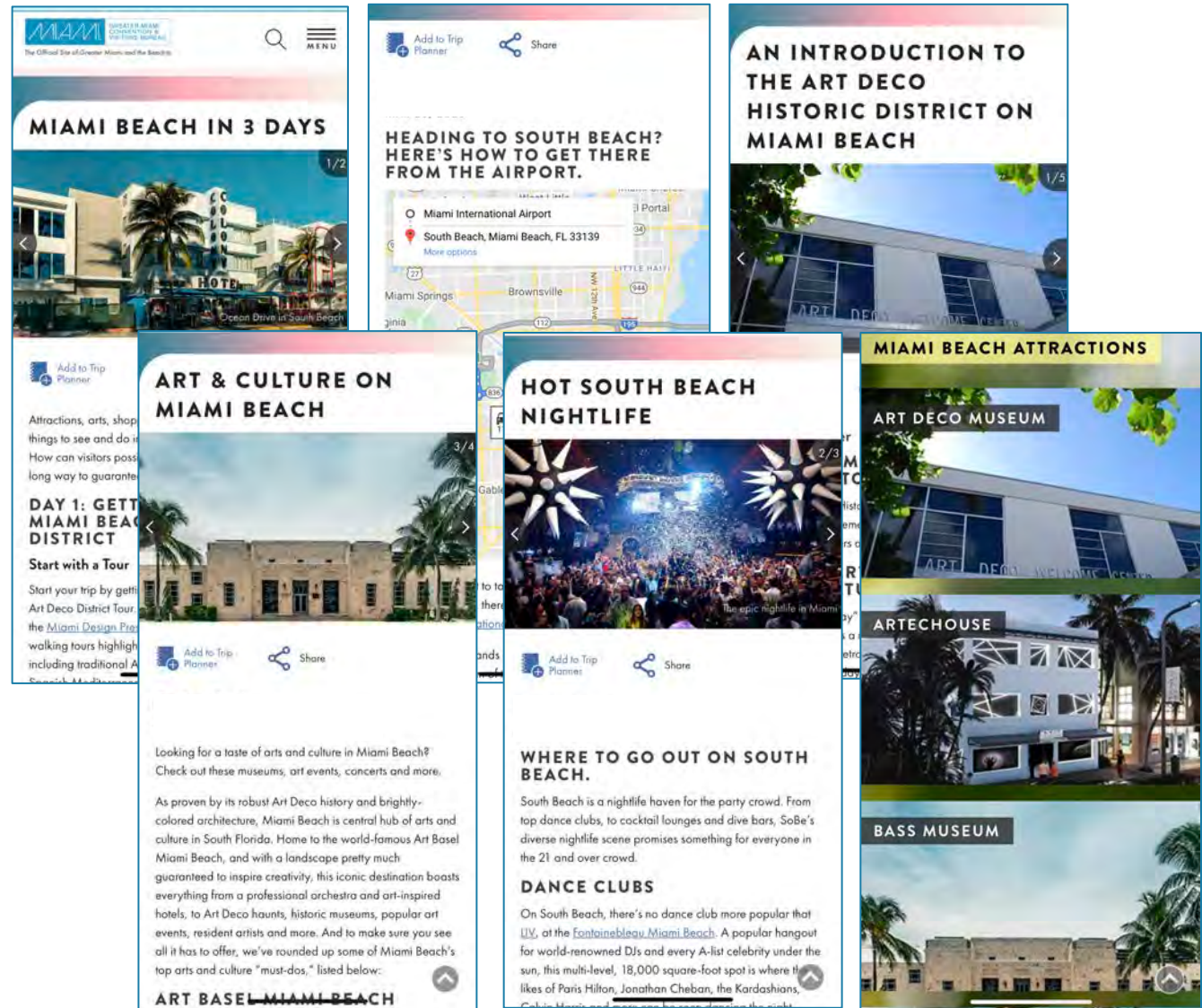
It develops and manages consumer programs such as the monthly Miami Temptations programs, which include popular money-saving programs like Miami Spice Months, Miami Spa Months, Miami Hotels Months and most recently the Miami Eats Program, developed to help restaurants during the COVID-19 quarantine period.

It also serves as the GMCVB's in-house creative agency, developing custom, targeted publications, collateral and sales materials for communications, travel trade, meeting planners and convention delegates.

Miami Beach Website Articles & Stories

Miami Beach articles spanning multiple topics

- Beaches & Parks
- Hotels
- Restaurants/Dining
- Spas
- Events
- Nightlife
- Arts & Culture
- LGBTQ
- Family
- Shopping
- Transportation
- Sports
- Art Deco & MiMo
- History
- Itineraries
- Insider Guides



GMCVB Social Media – Top Facebook Posts

FY '15 - '16



Miami Beach PD vs City of Miami PD
Running Man Challenge

FY '16 - '17



Found in Miami
Influencer Campaign

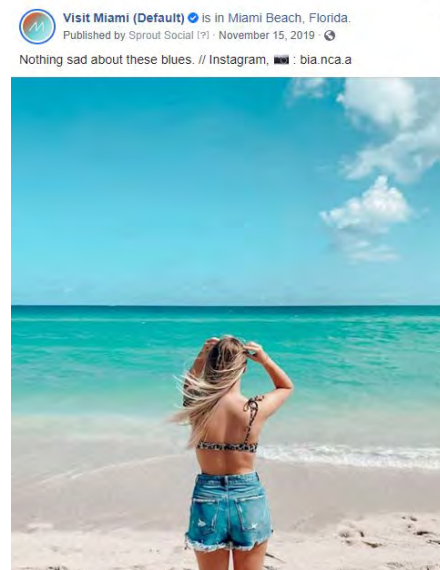
FY '17 - '18



User-Generated Content (UGC)
on the Beach

FY '18 - '19

UGC: Miami Beach EDITION



FY '19 - '20

UGC: On the Beach

GMCVB Social Media – Facebook



290

Miami Beach FB Posts



Total Impressions:
20,525,798



Total Reach:
10,420,635



Total Engagements:
509,072



Total Post Clicks:
510,605



Total Video Views:
1,912,150

GMCVB Social Media – Top Twitter Posts

FY '15 - '16



SoBe Fire & Ice

FY '16 - '17



Art of Black Miami
@ Hotel Catalina

FY '17 - '18



Miami Beach Views via
Clevelander

FY '18 - '19

UGC: First Day of Spring



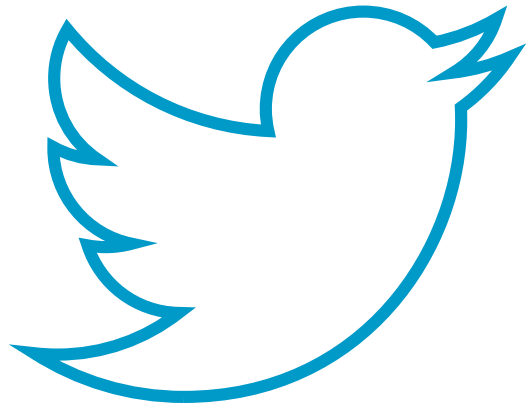
City of Miami Beach

FY '19 - '20

FL Travel Chat: Española Way



GMCVB Social Media – Twitter



559

Miami Beach
Twitter Posts



Total Impressions:
2,879,613



Potential Reach:
84,454,166



Total Engagements:
62,378



Total Post Clicks:
47,287



Total Video Views:
1,912,150

GMCVB Social Media – Top Instagram Posts

FY '15 - '16



Fourth of July on Miami Beach

FY '16 - '17



UGC: Aerial causeway views

FY '17 - '18



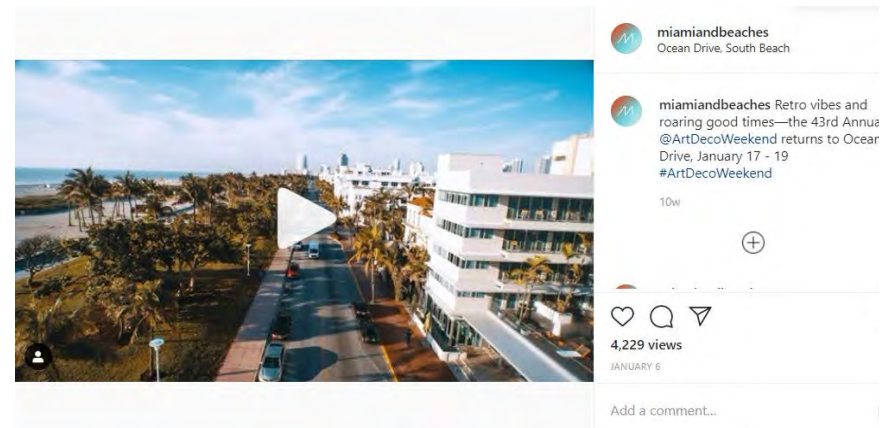
UGC: Biking on the Beach

FY '18 - '19



UGC: First Day of Winter

FY '19 - '20



Art Deco Weekend

GMCVB Social Media – Instagram

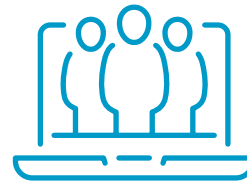


378

Miami Beach
Instagram Posts



Total Impressions:
1,772,713



Total Reach:
1,414,212



Total Engagements:
32,432



Total Video Views:
90,297

**Please note that Instagram did not pull Impressions before 2017*

GMCVB Social Media – Germany

Facebook, Instagram



Total Facebook Posts:

346

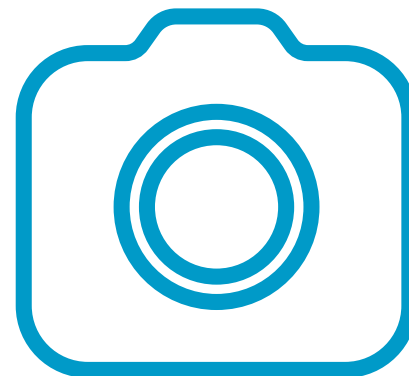
Total Impressions: **14,542,787**

Total Reach: **2,204,798**

Total Engagements: **165,016**

Total Link Clicks: **1,866**

Total Video Views: **36,719**



Total Instagram Posts:

341

Total Impressions: **2,216,674**

Total Reach: **1,413,583**

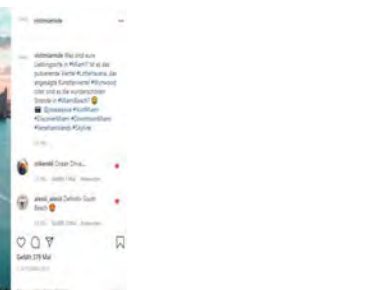
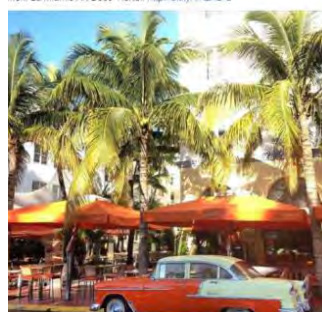
Total Engagements: **72,868**

Total Link Clicks: **3,412**

Total Video Views: **15,372**

**Please note that German stats begin March 2018*

Top Posts: Facebook, Instagram



GMCVB Social Media – LATAM

Facebook, Instagram, Twitter



Total Facebook Posts:

96

Total Impressions: **14,023,967**

Total Engagements: **304,823**

Total Link Clicks: **22,103**

Total Video Views: **1,106,042**



Total Instagram Posts:

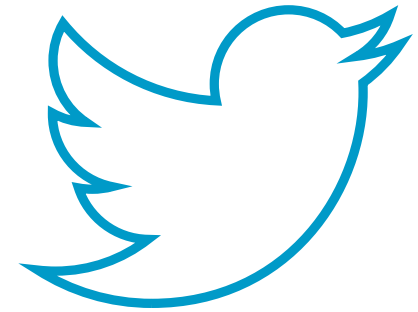
98

Total Impressions: **35,265,019**

Total Engagements: **413,226**

Total Link Clicks: **73,255**

Total Video Views: **4,449,415**



Total Twitter Posts:

130

Total Impressions: **9,992,417**

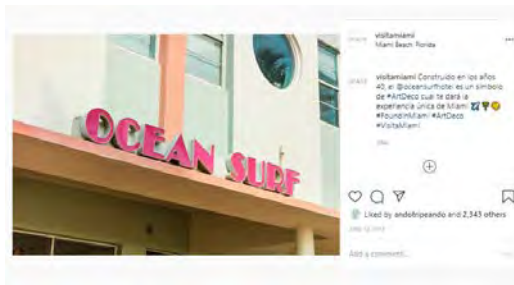
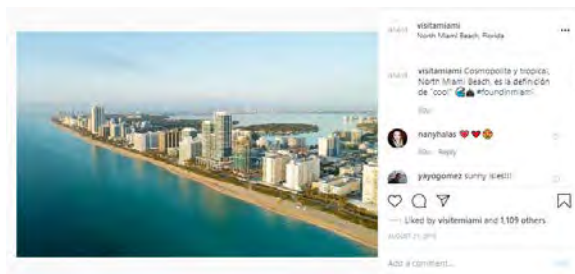
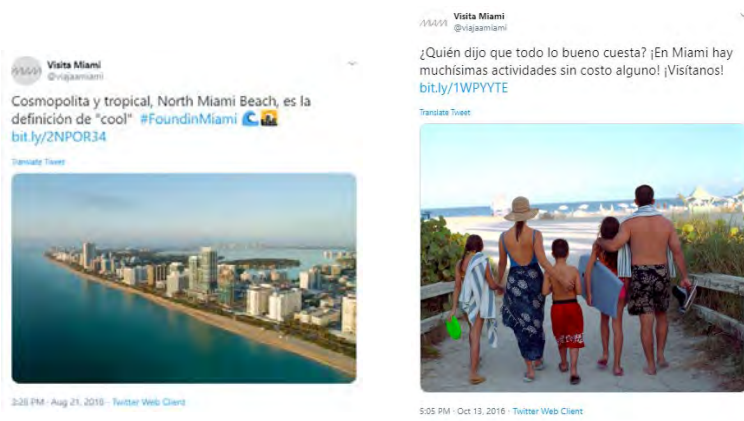
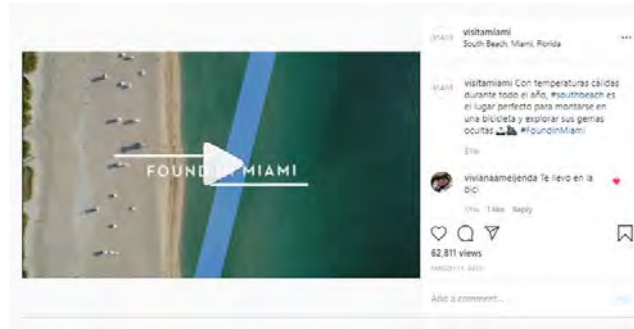
Total Engagements: **2,000,142**

Total Link Clicks: **1,555,295**

Total Video Views: **4,919**

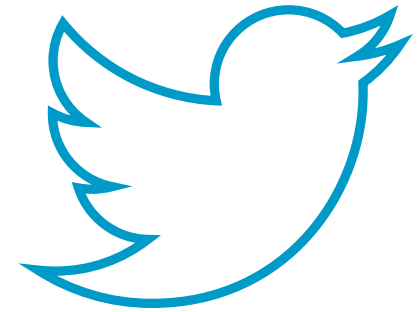
GMCVB Social Media – LATAM

Top Posts: Facebook, Instagram, Twitter



GMCVB Social Media – Brazil

Facebook, Instagram, Twitter



Total Facebook Posts:

43

Total Impressions: **4,371,358**

Total Engagements: **155,662**

Total Link Clicks: **61,703**

Total Video Views: **185,957**

Total Instagram Posts:

47

Total Impressions: **14,732,187**

Total Engagements: **46,059**

Total Link Clicks: **38,523**

Total Video Views: **72,783**

Total Twitter Posts:

38

Total Impressions: **328,389**

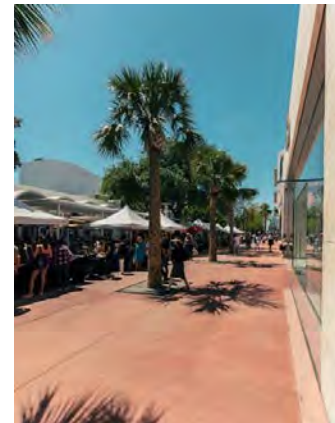
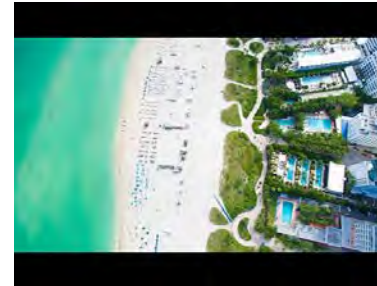
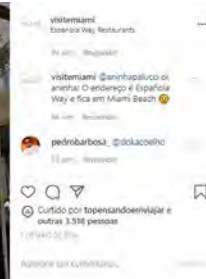
Total Engagements: **34,978**

Total Link Clicks: **32,467**

Total Video Views: **88**

GMCVB Social Media – Brazil

Top Posts: Facebook, Instagram, Twitter



GMCVB Social Media – UK

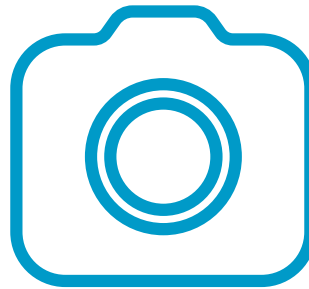
Facebook, Instagram, Twitter



Total Facebook Posts:

81

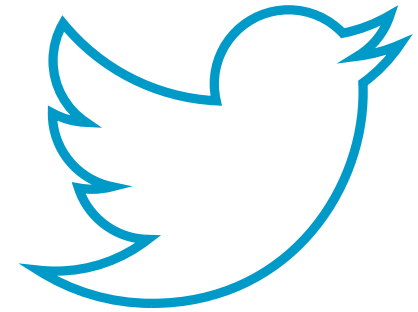
Total Impressions: **321,773**
Total Engagements: **12,676**
Total Link Clicks: **128**
Total Video Views: **2,006**



Total Instagram Posts:

144

Total Impressions: **156,306**
Total Engagements: **65,929**



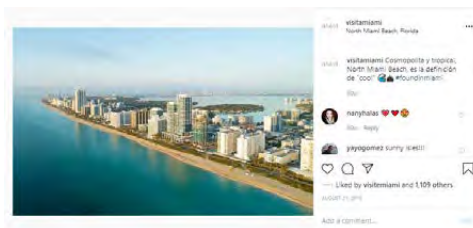
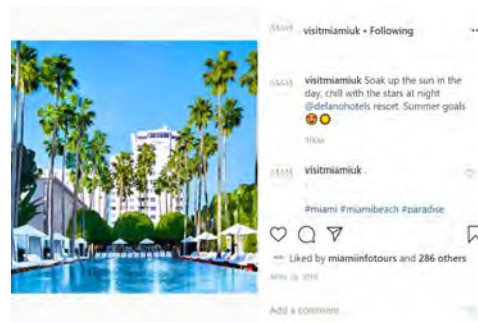
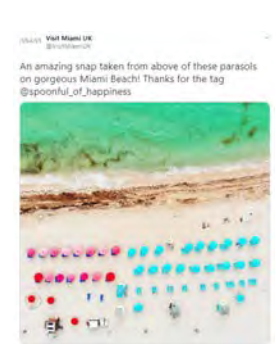
Total Twitter Posts:

112

Total Impressions: **46,063**
Total Engagements: **1,848**

GMCVB Social Media – UK

Top Posts: Facebook, Instagram, Twitter



GMCVB Social Media – YouTube

Approximately 200 Greater Miami and the Beaches topical interest videos in categories such as Adventure, Arts & Culture, Shopping and Dining in English, Spanish, French, Portuguese, Italian and German.



Total Video Views:
3,826,425



GMCVB Social Media – Pinterest

Thirty boards featuring Greater Miami and the Beaches topical interest videos in categories such as Neighborhoods, Nightlife, Shopping, Miami Temptations and more.



Impressions:
991.19K

Monthly Viewers:
506.7K

Engagements:
51.22K



Miami Hotels



Miami Beach



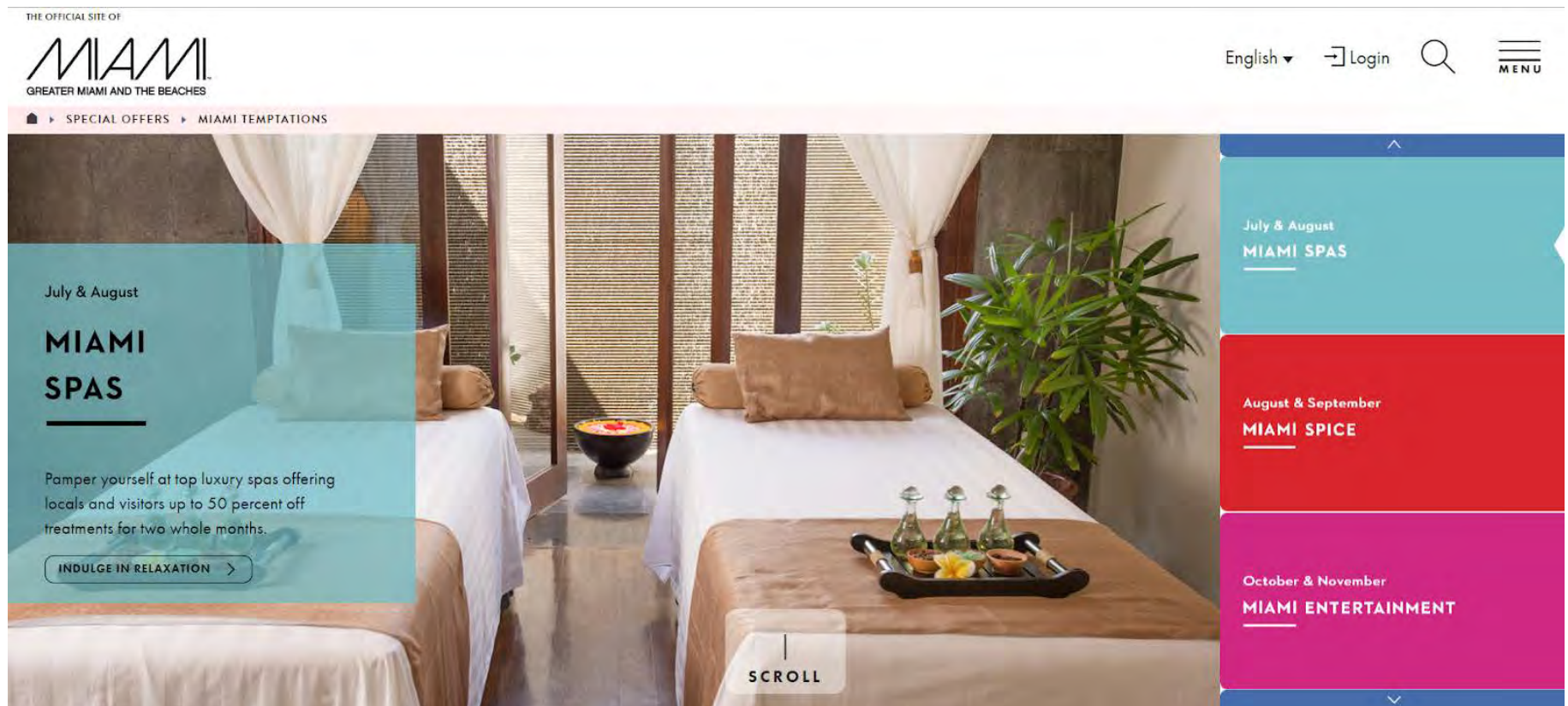
Miami Nightlife



LGBTQ Miami

Miami Temptations Programs

(2015-2020)



The **Miami Temptations Programs**, organized by the Greater Miami Convention & Visitors Bureau, have evolved over the years from 2015 to 2020. Programs continue to highlight a thematic focus on the best the destination has to offer, with monthly deals and special events appealing to locals and visitors alike.

Miami Temptations (2015-2018)

Miami Beach Participants

Averaged 80 Different Miami Beach Program Participants Per Year



Miami Temptations (2018-2020)

In 2018, the GMCVB further streamlined and made structural changes to the Miami Temptations lineup, giving partners and stakeholders a better opportunity to showcase their money-saving deals.

Total of 311 Different Miami Beach Program Participants thus far.

December & January

**MIAMI
ARTS &
HERITAGE**

February & March

**MIAMI
HEALTH &
WELLNESS**

April & May

**MIAMI
ATTRACTIONS &
MUSEUMS**

June - September

**MIAMI
HOTELS**

July & August

**MIAMI
SPAS**

August & September

**MIAMI
SPICE**

October & November

**MIAMI
ENTERTAINMENT**

Miami Beach Miami Spice Showcase

August & September

MIAMI SPICE

on Miami Beach

85

Participants

14

Print insertions

235,000

Circulation

377,500

Readership

2,021,000

Total readership

August & September
MIAMI SPICE
on Miami Beach

MIAMI BEACH PARTICIPATING RESTAURANTS
Please visit MiamiBeach.MiamiTemptations.com for an updated list of participants and lunch/brunch/dinner availability.

MIAMI BEACH SOUTH BEACH

- 7 Spices
- A Fish Called Avalon
- The Alley
- Amare Ristorante
- Azula Miami Beach
- Bagatelle Miami
- Black
- Bar Collins at Loews Miami Beach Hotel
- The Bazaar by José Andrés
- Blue Ribbon Sushi Bar & Grill
- Blythe Miami
- Chotto Matis
- Cleo Miami Beach
- Diez y Seis
- Dolce Italian
- Drunken Dragon
- Estafiorio Miso
- Filla South Beach
- Fogo de Chão Brazilian Steakhouse
- Forte del Mami
- Habitat
- Jaya, at The Setai
- Juvia
- Kataya South Beach
- La Cerveceria De Barrio
- La Moderna
- La Sombra
- Larko On The Beach
- Leyline at Delano
- Lobster Bar Sea Grille Miami Beach
- The Local House
- LT Steak & Seafood
- Lure Fishbar
- Meat Market Miami Beach
- Mondrian Caffe
- Mr. Chow Miami
- The National Hotel Tamara's Bistro
- Nikki Beach Miami
- Oliver's Bistro
- Orange Blossom
- Osteria Del Teatro
- Pied à Terre at the Cadet Hotel
- Planta
- Prime Fish
- Prime Italian
- Pubbelly Sushi Miami Beach
- Quality Meats
- RED, The Steakhouse South Beach
- RWSB
- Santorini By Georgios
- Sardinia Erotica Ristorante
- Smith & Wolsensky
- Stillwell Fish Bar
- STK Steakhouse
- Stubbins Seed
- SushiSamba
- Sushi Garage
- Tanuki
- Texas de Brazil Miami Beach
- Umi Sushi & Sake Bar
- Upland Miami
- Villa Azur Restaurant & Lounge
- Yardbird Southern Table & Bar

MIAMI BEACH MID BEACH

- 27 Restaurant & Bar
- Bird & Bone
- Casa Faina Restaurant
- Coccon's Miami Beach at Soho Beach House
- Donna Mare
- Hakasan
- The Jim and Nessie
- Los Pargos
- Casa Faina Restaurant by Francis Mulmann at Faina Miami Beach
- Market at Edition
- New Campo Argentino Steakhouse
- Pas by Paul Qui at Faina Miami Beach
- Salinity Restaurant & Terrace
- Scarpetta by Scott Conant
- Silverlake Bistro
- StripSteak by Michael Mina
- Traymore by Michael Schwartz

MIAMI BEACH NORTH BEACH

- Café Prima Pasta
- Fifi's On The Beach
- The Strand at Carlton Miami

OFFICIAL SPONSORS

MIAMI GREATER MIAMI CONVENTION & VISITORS BUREAU
STELLA ARTOIS

© Greater Miami Convention & Visitors Bureau
The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.

August & September
MIAMI SPICE
on Miami Beach

Lunch/Brunch \$23*
Dinner \$39*

FIND RESTAURANTS >

*3-course meal includes appetizer, entrée and dessert. Beverage, tax and gratuity are not included.
NOTE: Restaurant participation, days offered and menus vary and are subject to change.

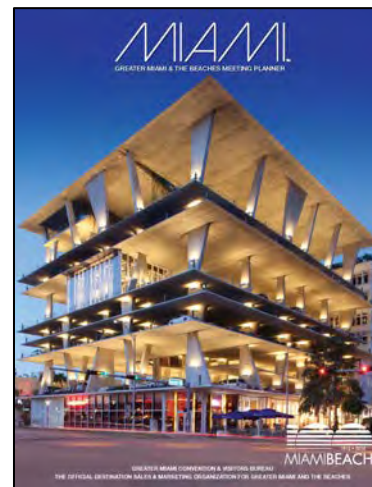
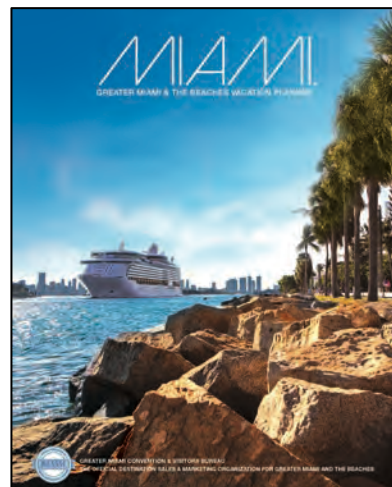
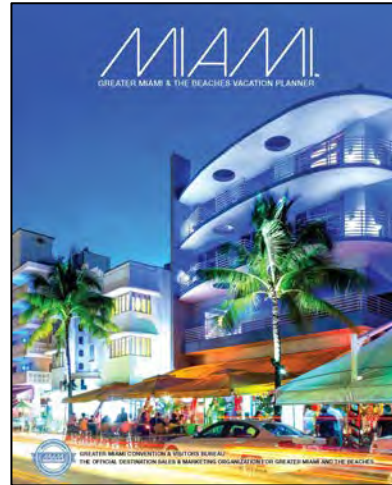
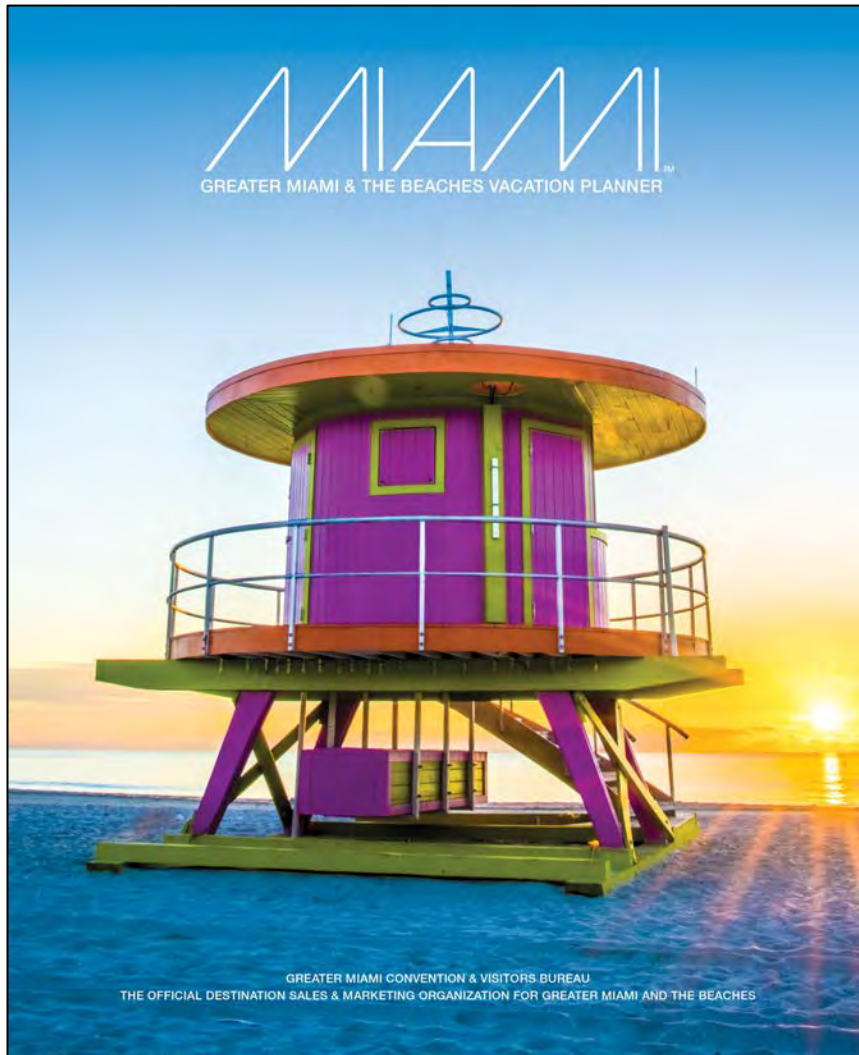
OFFICIAL SPONSORS

MIAMI GREATER MIAMI CONVENTION & VISITORS BUREAU
STELLA ARTOIS

Ran in: Miami Herald, El Nuevo Herald and Miami Today in August and September 2019

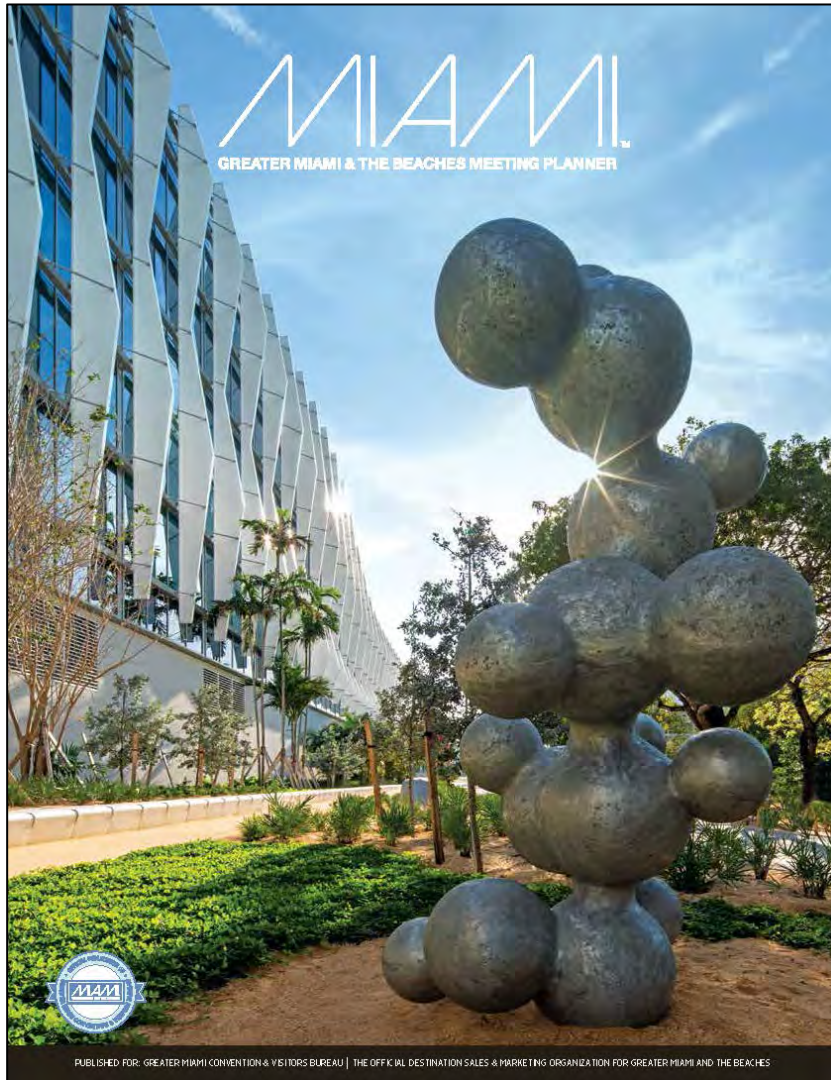
Vacation Planners

In-room and Trip Planning Guides



GMCVB Print Publications – MBCC

Greater Miami & the Beaches Meeting Planner & Pocket Guide



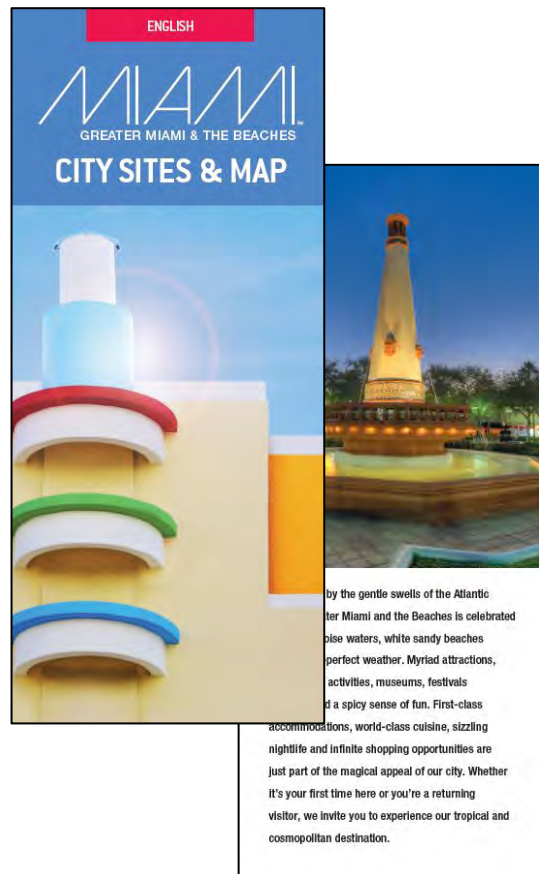
GMCVB Calendar of Events

Published Quarterly



GMCVB City Sites & Map Brochures

These brochures are produced in English, Spanish, Portuguese, French, Italian, German, Chinese and Russian.



GMCVB Research & Strategic Planning



Overview

The Research & Strategic Planning Division supports the GMCVB's various marketing programs by conducting primary and secondary research. The Division assists with effective strategic planning by tracking key industry benchmarks and providing ongoing, in-depth analysis of visitor trends through the dissemination and collection of data and other industry information.

Research & Strategic Planning has been conducting a large-scale Visitor Profile study of tourism in Miami-Dade County since 2001. This research helps the GMCVB better understand visitors and share information with stakeholders. Visitors are interviewed at both Miami International and Fort Lauderdale airports, as well as at various locations in the county, including areas on Ocean Drive and Lincoln Road.

The Division also surveys attendees at many events in Miami Beach, including Art Deco Weekend, Aqua Girl, American Black Film Festival, Miami Beach Pride, Winter Party and others. From time to time, the GMCVB also conducts additional surveying in Miami Beach in order to collect information about visitors specifically to Miami Beach, as well as Miami-Dade locals who frequent the area.

GMCVB Surveying at Key Miami Beach Events



- American Black Film Festival
- Aqua Girl
- Art Deco Weekend
- eMerge
- ITF Senior Tennis Tournament
- Miami Beach Pride
- Panamerican Internationals
- SoBe Triathlon
- SoBe Wine and Food Festival
- Winter Party



Special Miami Beach Research Projects



Ocean Drive Survey



Profile of Ocean Drive Visitation Full Year 2018

Prepared by: GMCVB Research Division

Greater Miami Convention and Visitors Bureau
701 Brickell Avenue, Suite 2700, Miami, FL 33131 - Phone: 305-539-3065
Email: Research@GMCVB.com



Lincoln Road Survey



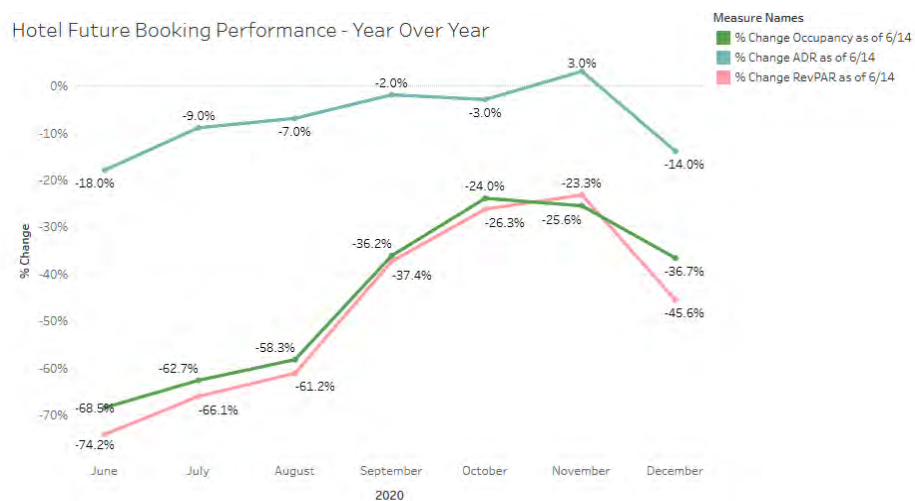
Profile of Lincoln Road Visitation Wave 4 - December 2018

Prepared by: GMCVB Research Division

Greater Miami Convention and Visitors Bureau
701 Brickell Avenue, Suite 2700, Miami, FL 33131 - Phone: 305-539-3065
Email: Research@GMCVB.com

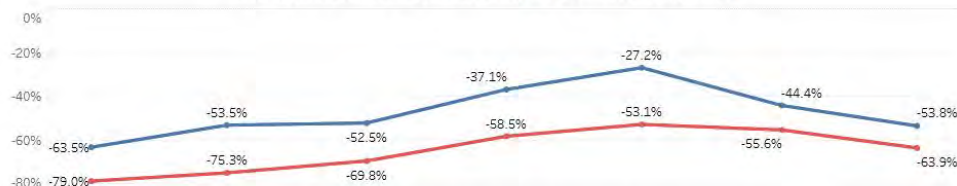
GMCVB Forecasting Tools & Resources

Hotel Future Booking Performance - Year Over Year

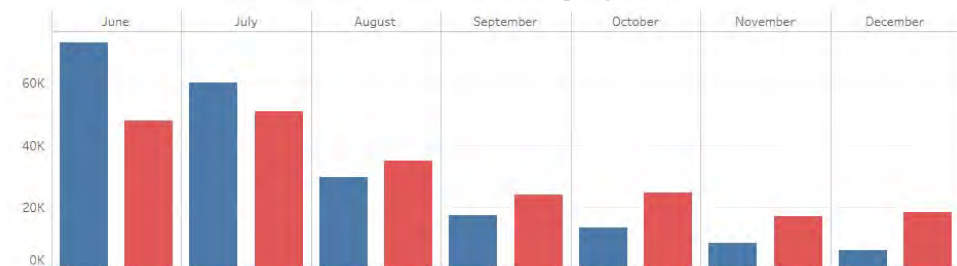


These figures represent the present rate of change (pace) of Occupancy, ADR and RevPAR of Miami-Dade County hotel reservations (on the books) year over year as of June 14, 2020. This data will be updated regularly and is based on present hotel industry performance, subject to change.

MIA Domestic vs International Trend - Year Over Year



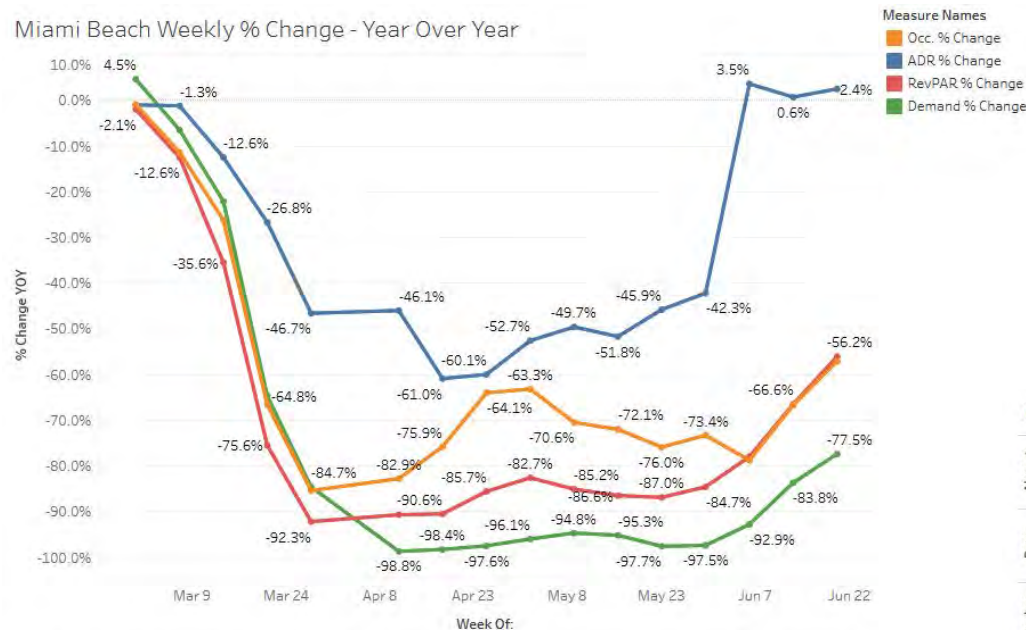
MIA Ticket Volume - Travel Agency Sales



GMCVB Interactive Research Dashboards

Latest Tourism Industry Data - On Demand 24/7

Miami Beach Weekly % Change - Year Over Year



This chart shows the % change of Occupancy, ADR, RevPAR and Demand in Miami Beach hotels from week to week versus the same week last year based on available data.

Source: STR



COVID-19 INDUSTRY INFORMATION

Miami-Dade Daily Activity Indexes - Pre/Post COVID19



These indexes were created in order to monitor key areas of activity in Miami-Dade County. A score of 100 means that day's activity is on par compared to activity that occurred during February 2020 (used as a base period, pre-COVID19). Data begins 6/14/2020.

Note: Index values have been normalized using a 7 day rolling average to better visualize trends.

Source: Foursquare <https://foursquare.com/recoveryindex?county=Miami-Dade%20County&date=2020-06-20&state=Florida>

GMCVB Weekly Reports

GREATER MIAMI CONVENTION AND VISITORS BUREAU										
MIAMI BEACH WEEKLY HOTEL TRACKER										
Miami Beach Hotels	Supply (Rooms)		Demand (Rooms sold)		Occupancy		Room Rate		RevPAR	
	#	% Change	#	% Change	%	% Change	\$	% Change	\$	% Change
Week of March 17 - March 23, 2019	19,757	0.7%	119,738	0.7%	86.6%	0.0%	\$346.24	-12.1%	\$299.77	-12.1%
Week of March 24 - March 30, 2019	19,757	0.7%	123,967	-0.1%	89.6%	-0.8%	\$393.43	-5.0%	\$352.66	-5.8%
Week of March 31 - April 6, 2019	19,757	0.7%	112,878	-8.1%	81.6%	-8.7%	\$309.17	-14.4%	\$252.34	-21.8%
Week of April 7 - April 13, 2019	19,757	0.7%	118,567	4.6%	85.7%	3.8%	\$312.13	7.8%	\$267.60	11.9%
Week of April 14 - April 20, 2019	19,757	0.7%	119,560	2.0%	86.5%	1.3%	\$347.87	22.5%	\$300.74	24.1%
Week of April 21 - April 27, 2019	19,716	0.7%	118,328	1.2%	85.7%	0.5%	\$327.55	19.0%	\$280.84	19.5%
Week of April 28 - May 4, 2019	19,716	0.3%	116,921	4.2%	84.7%	3.9%	\$267.11	0.0%	\$226.29	3.9%
Week of May 5 - May 11, 2019	19,716	0.3%	113,450	0.8%	82.2%	0.5%	\$250.37	-1.3%	\$205.82	-0.8%
Week of May 12 - May 18, 2019	19,716	0.3%	106,641	-3.2%	77.3%	-3.5%	\$234.04	-6.1%	\$180.84	-9.4%
Week of May 19 - May 25, 2019	19,757	0.5%	101,627	8.3%	73.5%	7.8%	\$243.27	-1.7%	\$178.77	6.0%
Week of May 26 - June 1, 2019	19,757	0.5%	102,633	4.3%	74.2%	3.8%	\$226.28	-4.5%	\$167.92	-0.9%
Week of June 2 - June 8, 2019	19,765	0.5%	99,340	3.4%	71.8%	2.8%	\$203.45	-1.5%	\$146.08	1.3%
Week of June 9 - June 15, 2019	19,766	0.5%	106,110	2.8%	76.7%	2.3%	\$214.58	4.7%	\$164.56	7.1%
Week of June 16 - June 22, 2019	19,766	0.5%	110,218	10.5%	79.7%	10.0%	\$203.11	-1.4%	\$161.79	8.4%
Week of June 23 - June 29, 2019	19,766	0.5%	109,032	3.8%	78.8%	3.3%	\$199.45	-3.8%	\$157.17	-0.6%
Week of June 30 - July 6, 2019	19,766	0.6%	106,742	-0.3%	77.1%	-1.0%	\$225.18	1.2%	\$173.72	0.2%
Week of July 7 - July 13, 2019	19,766	0.6%	105,036	2.1%	75.9%	1.5%	\$218.52	-4.5%	\$165.89	-3.1%
Week of July 14 - July 20, 2019	19,766	0.6%	110,696	-3.1%	80.0%	-3.7%	\$210.80	-6.1%	\$168.65	-9.6%
Week of July 21 - July 27, 2019	19,766	0.6%	114,135	-0.1%	82.5%	-0.7%	\$211.77	-4.1%	\$174.69	-4.7%
Week of July 28 - August 3, 2019	19,817	-0.1%	108,187	-3.4%	78.0%	-3.3%	\$204.02	-3.3%	\$158.11	-6.5%
Week of August 4 - August 10, 2019	19,885	-0.6%	109,639	-2.3%	78.8%	-1.8%	\$204.12	-2.6%	\$160.78	-4.3%
Week of August 11 - August 17, 2019	19,885	-0.6%	112,913	1.3%	81.1%	1.9%	\$200.03	-4.0%	\$162.26	-2.2%
Week of August 18 - August 24, 2019	19,856	-0.7%	104,680	-1.9%	75.3%	-1.2%	\$189.53	-3.2%	\$142.74	-4.4%
Week of August 25 - August 31, 2019	19,856	-0.8%	75,641	-16.3%	54.4%	-15.6%	\$182.79	-9.8%	\$99.48	-23.9%
Week of Sep 1 - Sep 7, 2019	20,016	-0.4%	52,311	-34.8%	37.3%	-34.5%	\$171.23	-7.9%	\$63.93	-39.7%
Week of Sep 8 - Sep 14, 2019	19,697	-1.2%	77,479	4.2%	56.2%	5.5%	\$175.23	-0.5%	\$98.47	5.0%
Week of Sep 15 - Sep 21, 2019	19,697	-1.2%	81,411	1.2%	59.0%	2.5%	\$179.14	-3.4%	\$105.77	-1.0%
Week of Sep 22 - Sep 28, 2019	19,697	-1.3%	95,057	0.9%	68.9%	2.2%	\$193.42	-4.9%	\$133.35	-2.8%
Week of Sep 29 - Oct 5, 2019	19,697	-1.3%	78,553	-15.0%	57.0%	-13.9%	\$189.73	-11.2%	\$108.09	-23.5%
Week of Oct 6 - Oct 12, 2019	19,697	-1.3%	85,037	3.4%	61.7%	4.7%	\$203.22	-4.7%	\$125.34	-0.2%
Week of Oct 13 - Oct 19, 2019	19,697	-1.3%	102,871	16.4%	74.6%	17.9%	\$217.37	2.7%	\$162.18	21.1%
Week of Oct 20 - Oct 26, 2019	19,768	-0.9%	103,747	4.6%	75.0%	5.5%	\$222.10	1.4%	\$166.52	7.1%
Week of Oct 27 - Nov 2, 2019	19,768	-0.9%	100,017	-4.4%	72.3%	-3.5%	\$222.82	-7.1%	\$161.05	-10.3%
Week of Nov 3 - Nov 9, 2019	19,812	-0.7%	113,470	6.4%	81.8%	7.2%	\$240.06	0.7%	\$196.42	8.0%
Week of Nov 10 - Nov 16, 2019	19,814	-0.7%	116,774	10.2%	84.2%	11.0%	\$231.85	-0.6%	\$195.20	10.4%
Week of Nov 17 - Nov 23, 2019	19,814	-0.7%	101,467	1.8%	73.2%	2.6%	\$216.01	-8.7%	\$158.03	-6.3%
Week of Nov 24 - Nov 30, 2019	19,814	-0.8%	104,136	10.2%	75.1%	11.0%	\$239.38	8.4%	\$179.73	20.3%
Week of Dec 1 - Dec 7, 2019	19,844	-0.7%	118,801	2.3%	85.5%	2.9%	\$463.36	0.9%	\$396.29	3.8%
Week of Dec 8 - Dec 14, 2019	19,944	-0.2%	104,521	14.6%	74.9%	14.8%	\$229.14	0.4%	\$171.55	15.3%
Week of Dec 15 - Dec 21, 2019	19,944	-0.2%	93,024	3.6%	66.6%	3.8%	\$235.16	0.4%	\$156.69	4.2%
Week of Dec 22 - Dec 28, 2019	19,982	-0.2%	113,137	-3.9%	80.9%	-3.8%	\$448.14	-10.0%	\$362.48	-13.4%
Week of Dec 29 - January 4, 2020	19,982	-0.2%	127,581	8.9%	91.2%	9.1%	\$522.55	10.1%	\$476.61	20.1%
Week of Jan 5 - Jan 11, 2020	19,980	-0.2%	108,265	10.9%	77.4%	11.1%	\$289.27	3.5%	\$223.92	15.0%
Week of Jan 12 - Jan 18, 2020	19,980	-0.2%	120,843	7.6%	86.4%	7.8%	\$333.16	6.7%	\$287.86	15.1%
Week of Jan 19 - Jan 25, 2020	20,016	-0.2%	124,407	5.4%	88.8%	5.5%	\$324.79	2.4%	\$288.38	8.0%
Week of Jan 26 - Feb 1, 2020	20,587	3.3%	117,580	0.5%	81.6%	-2.7%	\$586.45	84.0%	\$478.48	79.0%
Week of Feb 2 - Feb 8, 2020	20,645	5.2%	110,566	-0.8%	76.5%	-5.7%	\$432.82	33.5%	\$331.15	25.9%
Week of Feb 9 - Feb 15, 2020	20,645	5.2%	124,370	7.8%	86.1%	2.5%	\$580.67	2.3%	\$327.60	4.9%
Week of Feb 16 - Feb 22, 2020	20,741	5.6%	128,945	4.9%	88.8%	-0.7%	\$592.29	3.5%	\$438.41	2.8%
Week of Feb 23 - Feb 29, 2020	20,741	5.6%	123,149	4.5%	84.8%	-1.0%	\$339.39	-1.1%	\$287.87	-2.1%
Week of March 1 - March 7, 2020	20,741	5.6%	111,144	-6.6%	76.6%	-11.5%	\$331.49	-1.3%	\$253.76	-12.6%
Week of March 8 - March 14, 2020	20,741	5.6%	96,356	-22.2%	66.4%	-26.3%	\$296.87	-12.6%	\$197.02	-35.6%
AVERAGE	19,925	0.8%	106,956	1.0%	76.7%	0.5%	\$273.69	1.0%	\$215.24	1.7%

² Easter week was April 15 - 20, 2019

⁵ Easter week was March 26-31, 2018

⁸ Columbus Day occurred in different weeks 2018-2019

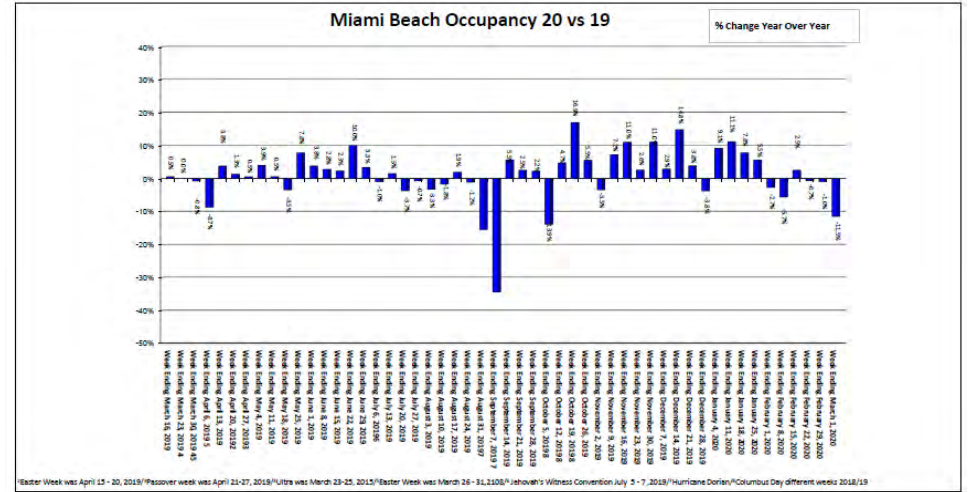
⁴ Passover week was April 21-27, 2019

⁷ Jehovah's Witness Convention July 5 - 7, 2019

⁶ Ultra was March 23-25, 2018

⁹ Hurricane Dorian

Green represents positive year-over-year growth

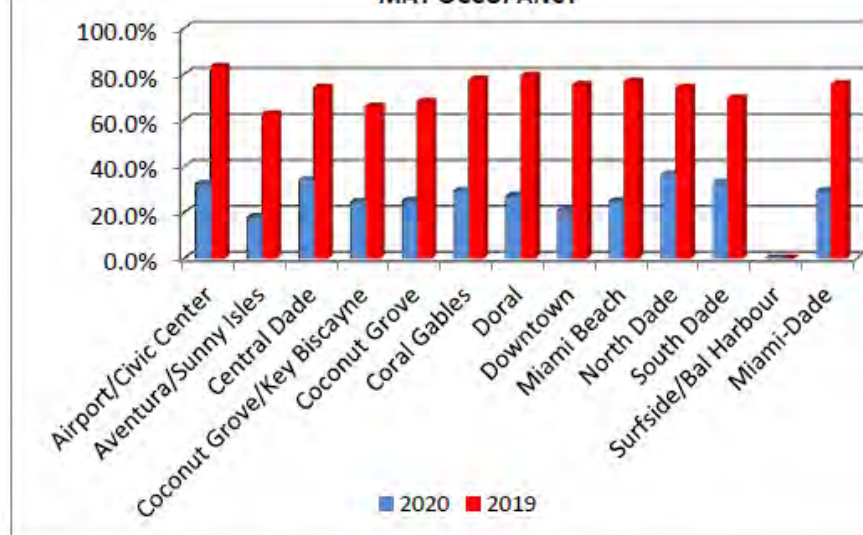


GMCVB Regional Market Analysis

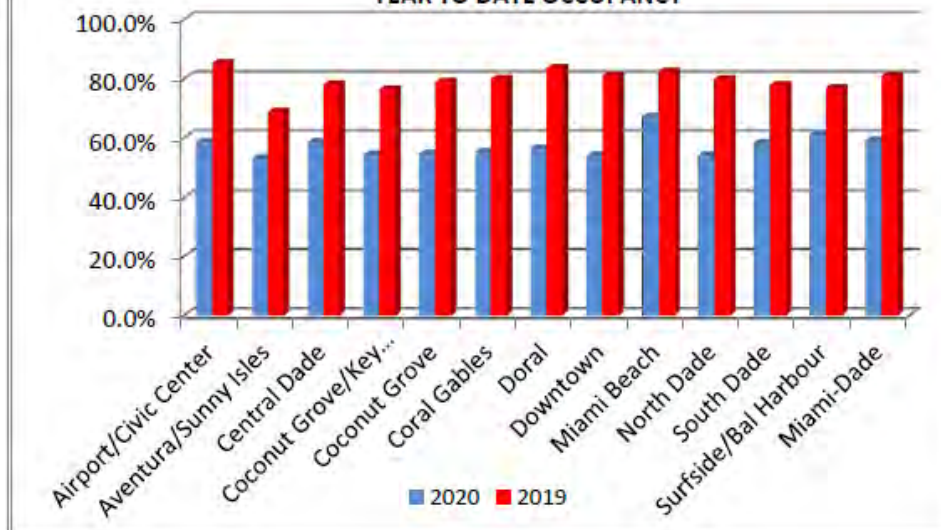
MIAMI-DADE OCCUPANCY BY REGION

	MAY			YEAR TO DATE		
	2020	2019	% Change 20 vs 19	2020	2019	% Change 20 vs 19
Airport/Civic Center	32.6%	83.5%	-60.9%	58.6%	85.3%	-31.3%
Aventura/Sunny Isles	18.2%	63.0%	-71.1%	53.1%	68.8%	-22.8%
Central Dade	34.2%	74.3%	-54.0%	58.5%	78.2%	-25.2%
Coconut Grove/Key Biscayne	24.7%	66.4%	-62.8%	54.3%	76.2%	-28.7%
Coconut Grove	25.2%	68.3%	-63.0%	54.6%	78.8%	-30.7%
Coral Gables	29.5%	78.0%	-62.2%	55.2%	79.9%	-30.9%
Doral	27.3%	79.6%	-65.8%	56.5%	83.6%	-32.4%
Downtown	21.2%	75.6%	-71.9%	53.9%	81.0%	-33.4%
Miami Beach	25.1%	77.1%	-67.5%	67.2%	82.2%	-18.3%
North Dade	36.5%	74.3%	-50.9%	54.0%	79.8%	-32.4%
South Dade	33.3%	69.8%	-52.3%	58.2%	77.9%	-25.3%
Surfside/Bal Harbour	*	*	*	61.1%	76.8%	-20.4%
Miami-Dade	29.4%	76.1%	-61.4%	59.2%	80.9%	-26.8%

MAY OCCUPANCY



YEAR TO DATE OCCUPANCY




GMCVB Visitor Industry Overview

Annual Reports Detailing Visitor and Industry Statistics

2019 Visitor Industry Overview

Visitor Profile • Economic Impact • Hotel Performance • Jobs



Presented by:

MIAMI GREATER MIAMI CONVENTION & VISITORS BUREAU

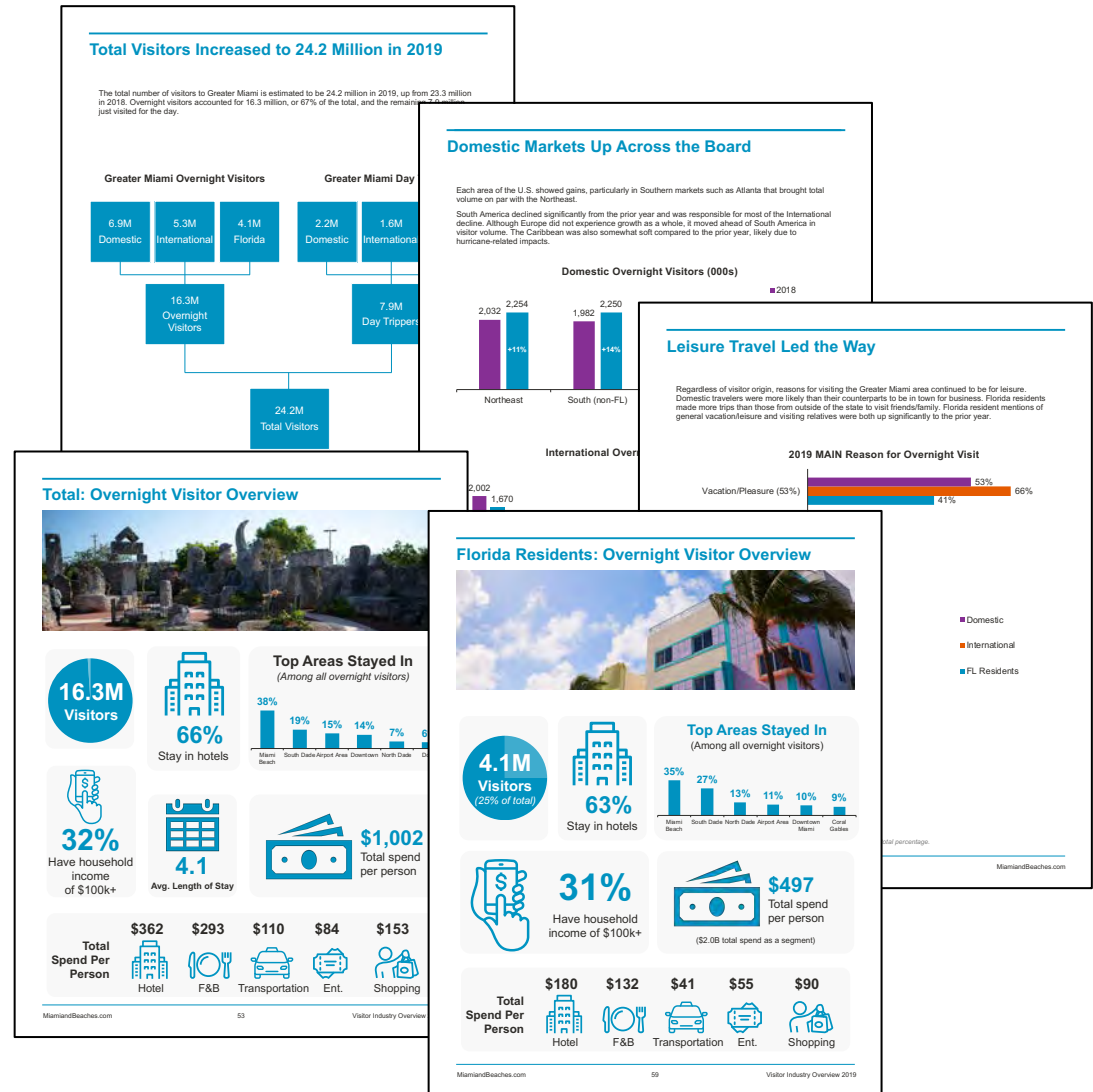
with data collected by:

DEO FLORIDA DEPARTMENT OF ECONOMIC OPPORTUNITY

INTEGRATED INSIGHT

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Regional Market Analysis

New Miami Beach Pipeline

GREATER MIAMI AND THE BEACHES				
NEW HOTEL PRODUCT				
TOTAL 2020				
Miami-Dade County				
Miami Beach (C)	Collins Park Hotel	2000 Park Avenue	Mar-20	295
Miami Beach (C)	Kimpton Palomar South Beach	1750 Alton Rd	Mar-20	96
Miami Beach (C)	Washington Hotel	601 Washington Ave	Jun-20	269
Miami Beach (C)	MOXY Miami South Beach	915-955 Washington Ave	Nov-20	202
Miami Beach	The Fifth Hotel	803 5th St	Feb-21	50
Miami Beach	Thompson Hotel Miami	1685 Washington Ave	Feb-21	150
Miami Beach (P)	CitizenM Miami Beach	1212 Lincoln Road	Mid 2021	168
Miami Beach (U)	Aman Miami	3425 Collins Ave	Jan-23	TBD
Miami Beach (P)	Grand Hyatt at Miami Beach Convention Center	Washington Ave and 19th St	Jul-05	800
Miami Beach (P)	Unnamed Hotel @ Sterling Building	927 Lincoln Road	TBD	140
Miami Beach (P)	Unnamed Hotel @ Lincoln Center Building	690 Lincoln Road	TBD	134
Miami Beach (P)	Urbanica	6747 Collins Avenue	TBD	200
Miami Beach (P)	Bohemian House Hotel	1409-1413 Washington Ave	TBD	50
Miami Beach (P)	Park Avenue Hotel	355 19th St	TBD	100
Miami Beach (P)	Miami Beach Hotel & Spa	4833 Collins Ave	TBD	424
Miami Beach (P)	Raleigh Hotel	1775 Collins Ave	TBD	173
Miami Beach (C)	The Variety Hotel	1700 Alton Road	TBD	70
Miami Beach (P)	Urbn Retreat Miami Beach	1234, 1240, 1260 Washington Ave	TBD	56

GMCVB Business Development & Partnership



Overview

The Business Development & Partnership Division solicits and retains GMCVB partners/sponsors. The partnership base provides visitors and convention attendees with a broad range of services and marketing tools. Furthermore, the Division generates vital private sector revenue in support of GMCVB operations. This Division also provides Miami Beach partners with key benefits, services and marketing opportunities year-round.

The GMCVB continues to engage Miami Beach area partners to promote and support the continued commitment to excellence in customer service by expanding the *Miami Begins with Me* initiative, with further development of free partner learning resources and training opportunities, including online training programs. This includes free direct MBCC Staff Training Opportunities.

The Division also hosts networking events throughout Miami Beach, in partnership with local businesses. Many key annual events are held at the MBCC, further increasing their meetings and events business. The team continues to share regular updates on the MBCC, as well as sales tools resources with partners, through monthly partner newsletters, at networking events and at key GMCVB events. The Division also works alongside the GMCVB Convention Services Division to develop and enhance a *Show Your Badge* discount program to encourage convention delegates to enjoy Miami Beach area businesses.

GMCVB Partnership Breakdown:

Approximately 1,700 Partners

36

Arts, Culture
and Attraction
Partners



18

Spa & Wellness
Partners



121

Hotel Partners

135

Dining
Partners



79

Retail, Visitor and
Business Services
Partners



26% of local GMCVB partners are Miami Beach-based companies.

Miami Begins With Me Customer Service Program

The GMCVB continues to provide the completely free *Miami Begins with Me* customer service and destination training program.

More than 60,000 Miami-Dade residents have completed this course since the program began in 2009.

The program continues to expand with new training programs for LGBTQ Awareness & Sensitivity Training, as well as a Guest Services Edition, focused on frontline hotel employees to further support strong customer service skills and knowledge of the impact of tourism on the community.

The free program is held regularly at various locations around the county, including South Beach, Mid Beach and North Beach.



GMCVB Key Annual Partner Events Held on Miami Beach



**GMCVB Annual Partner
Marketing Workshop**
Eden Roc Miami Beach



GMCVB Annual Meeting
Miami Beach Convention Center



GMCVB Annual Meeting
Loews Miami Beach Hotel



**GMCVB State of the Travel &
Tourism Industry**
Faena Forum Miami Beach



GMCVB Annual Meeting
Miami Beach Convention Center

GMCVB White Glove Awards Luncheons

Celebrating the Best of the Best of Miami-Dade County's concierges, this event is always held in Miami Beach in Partnership with the Southern Florida Concierge Association.



GMCVB Partner Networking

GMCVB Partner Networking Team Hosts
Monthly Networking Events on Miami Beach



Corporate Partners

The GMCVB's Corporate Partners' high-level financial commitment augments our private revenue, while providing enhanced marketing exposure to their brand.

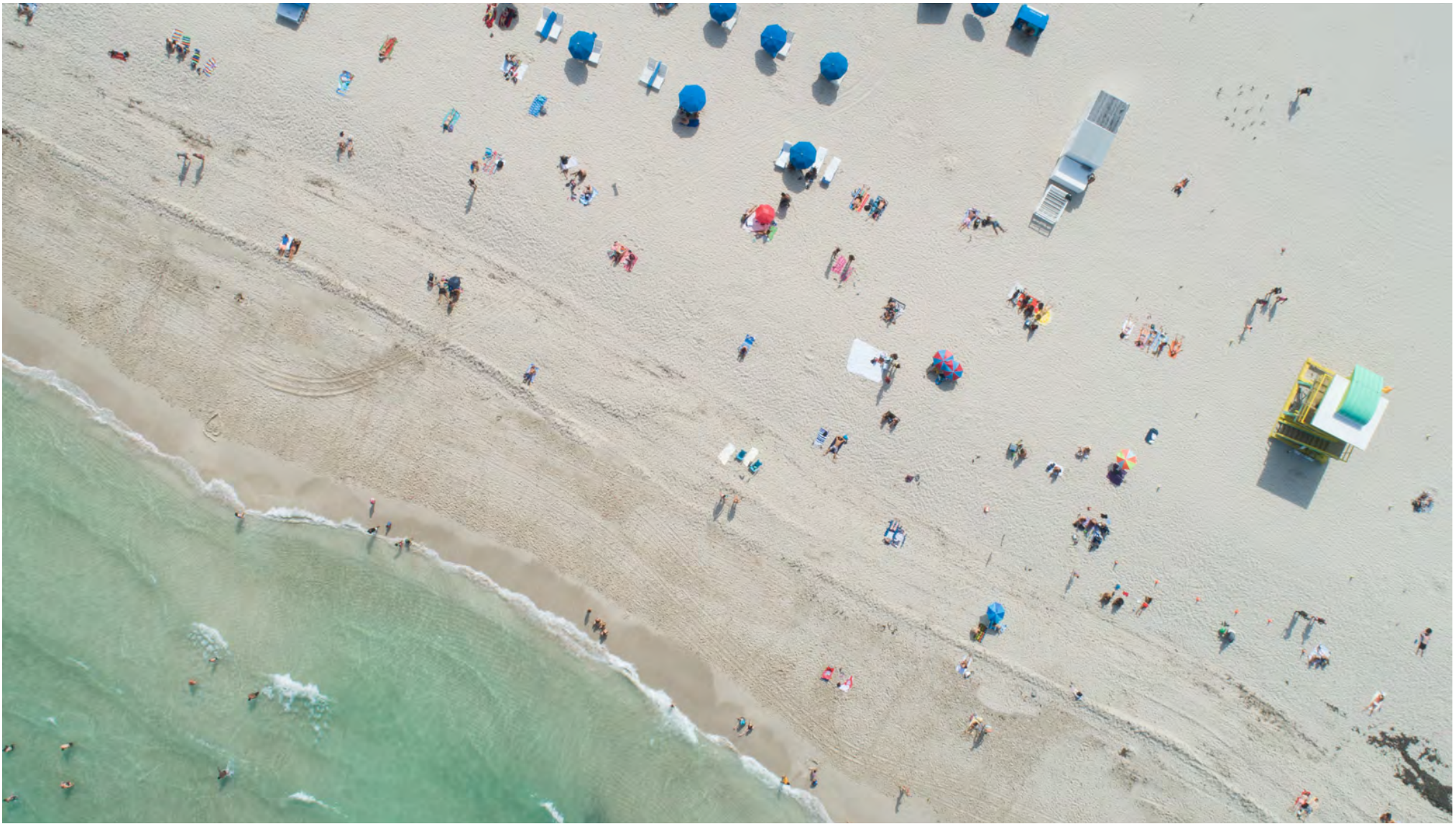


GMCVB Business Development

During the past 5 years, the GMCVB Programs have attracted the following sponsors and generated more than \$1,000,000 in private sector revenue: Development & Partnership

- **Absolut Juice**
Miami Spice Months
- **Bacardi**
Miami Spice Months
- **Citibank**
Miami Temptations Programs
- **Diageo**
Miami Spice Months
- **Facundo Rum Collection**
Miami Spice Months
- **FIJI Water**
Miami Spice Months & Miami Spa Months
- **Moët Hennessy**
Miami Spice Months
- **OpenTable.com**
Miami Spice Months
- **Plymouth Gin**
Miami Spice Months
- **Spa Finder**
Miami Spa Months
- **Stella Artois**
Miami Spice Months & Miami Film Months
- **Terraza Wines**
Miami Spice Months
- **Whole Foods**
Miami Spice Months

Special Projects



Democratic National Convention

GMCVB Efforts to bring the Democratic National Convention to Miami Beach



Democratic National Convention

Site Visit with DNC Delegation



Fontainebleau Miami Beach

GMCVB Representatives, City of
Miami Beach and Miami-Dade
County Officials in Attendance

Democratic National Convention

Site Visit in City of Miami Beach with City Officials and DNC Delegation



Democratic National Convention

Mini Site Visit with DNC Housing Officials



Leveraging Miami Beach's Investment in the GMCVB



Overview

The GMCVB has a long-term commitment and proven track record of leveraging its budget to raise private revenue, secure in-kind services and work together with other governmental partners to secure additional revenue.

In addition, its leadership with organizations such as Visit Florida and Brand USA has resulted in significant incremental funding.

GMCVB Budget Overview

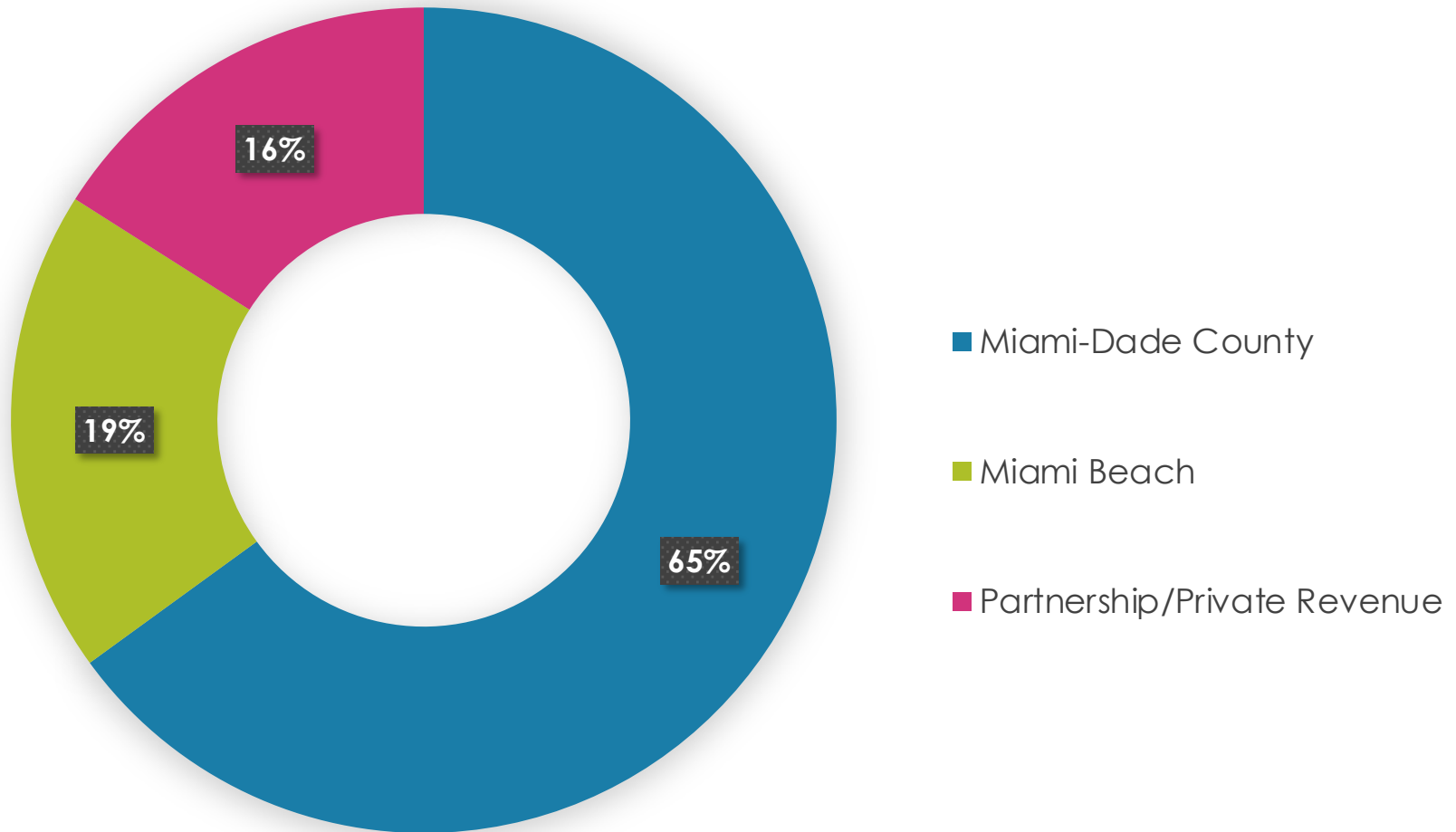
Funding sources for GMCVB Fiscal Years 2015/2016 through 2018/2019

FISCAL YEAR	MIAMI-DADE	MIAMI BEACH	PRIVATE/OTHER
2015/2016	75%	19%	6%
2016/2017	75%	23%	5%
2017/2018	74%	21%	5%
2018/2019	74%	21%	5%
AVERAGE	74.5%	21%	5.25%

GMCVB's Fiscal Year begins October 1st through September 30th.

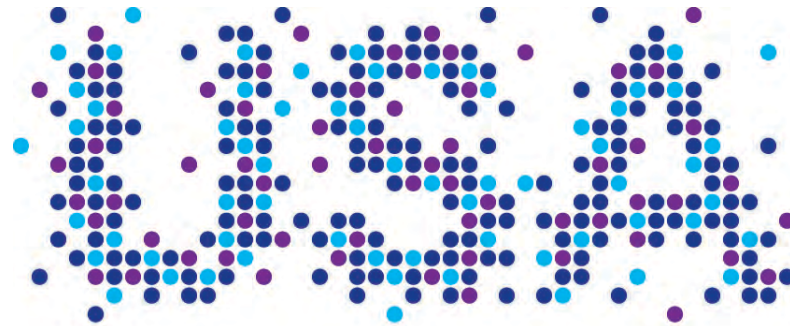
GMCVB Investment Overview

Revenue sources for GMCVB Fiscal Years 2015/2016 through 2019/2020



Additional GMCVB Leveraging

2015-2020



DiscoverAmerica.com

\$200 Million

GMCVB COVID-19 Recovery Efforts in Miami Beach



GMCVB's Tourism Relief & Recovery Programs

The GMCVB continues to develop ways to help our hospitality industry and its employees navigate through these unprecedented times, with a three-pronged Coronavirus Response Strategy

Educate

- Engage stakeholders and arm them with the latest information and resources to make informed decisions.



Mitigate

- Adjust marketing activities responsibly to maintain as much business as possible to blunt the impact on the industry and its employees.

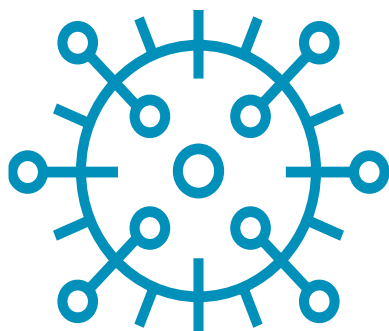


Stimulate

- Deploy a comprehensive business recovery plan to quickly regain market share and economic activity at the appropriate time.

GMCVB's Tourism Relief & Recovery Programs

Pre-Recovery Programs Launched March 2020



[GMCVB.com/Covid19](https://www.gmcvb.com/Covid19)

Ongoing updates and advisories for our visitors and partners. **Launched 3/02/20**



[GMCVB.com/MiamiEats](https://www.gmcvb.com/MiamiEats)

Treat yourself, treat your friends and treat your heroes. Showcasing more than 1,000 restaurants offering takeout and delivery. **Launched 3/19/20**



[GMCVB.com/Lodging](https://www.gmcvb.com/Lodging)

An up-to-date list of hotels that are open for essential lodgers. **Launched 3/22/20**



[GMCVB.com/Help](https://www.gmcvb.com/Help)

Comprehensive list of relief programs and recovery efforts, including partnership with United Way Operation Helping Hands. **Launched 3/25/20**



[GMCVB.com/MiamiSalutes](https://www.gmcvb.com/MiamiSalutes)

Showcasing special offers from the hospitality industry and others to recognize the heroic efforts of our front-line workers and first responders. **Launched 3/27/20**



[GMCVB.com/VirtualMiami](https://www.gmcvb.com/VirtualMiami)

Showcasing local virtual events, webcams, videos, and downloadable backgrounds for remote meetings. **Launched 3/30/20**



[MealsForHeroesMiami.org](https://www.MealsForHeroesMiami.org) Partnership to pay restaurants a stipend to prepare high-quality meals to deliver to front-line heroes and first responders.

GMCVB Implements Miami Eats Initiative

Miami Eats – Order Out. Help Out. Dial Restaurants Direct.



Phase I

Awareness Creation.

Informative, building an identity for the program with a strong call to action.



Phase II

New News.

Expanded program relevance and usage from individuals and single households to friends, families and local heroes.



Phase III

Weeks Before Reopening.

Stronger call to action — specific to dialing restaurants directly to support small businesses. Logo evolution to include new messaging.

Miami Eats By the Numbers



+1.2K

Program Participants



7

Months:
March-September



43K

Unique Users



+263M

Total Impressions



88.9K

Page Views

GMCVB Implements Miami Eats Initiative

GMCVB.com/MiamiEats, featuring more than 170 Miami Beach restaurants



- 7 Spices Restaurant & Lounge
- 41 Pizza & Bakery
- A Fish Called Avalon
- A Simple Eggstaurant
- Al Basha Grill
- The Alley
- Alma Mexicana
- Amare Ristorante
- Andrix Cafe
- Arepas and Sandwich
- Bar One Miami Beach
- Barton G. The Restaurant
- Bella Cuba
- Bettant Bakery & Café
- Blocks Pizza
- Bodega Taqueria y Tequila
- Bolivar Restaurant Bar
- BurgerFi
- Burgermeister
- Burgers & Shakes
- Byblos Miami
- Cafe Prima Pasta
- Call Me Gaby

- CAO Bakery & Cafe - South Beach
- Capri New Style
- Carillon Cafe, Bar & Lounge
- Carrot Express - South Beach
- Casa Faena Restaurant
- Casa Tua Restaurant
- Cecconi's Miami Beach at Soho Beach House
- Chalan On The Beach
- Charlotte Bakery
- Cheeseburger Baby
- Chicken Brasa
- Chicken Kitchen - 41st
- Chicken Kitchen - Alton
- CJ's Crab Shack
- Conos Miami
- Crema Gourmet Espresso Bar
- David's Cafe Cafecito
- Deco Sandwiches & Burgers
- Diez y Seis
- Diya Indian Kitchen
- Dolce Restaurant Icon South Beach

- Doraku Izakaya and Sushi
- Dr Smood Sunset Harbour
- Drunken Dragon
- El Rancho Grande Cocina Mexicana
- Española Way on South Beach
- Fat Ronnie's Burger Bar
- Forte dei Marmi
- Fratelli La Bufala
- Gelato-go Ocean Drive
- Gemys, fast casual healthy food
- George's Restaurant & Lounge
- Giotto Maestro della Pizza
- Grafa Pizza
- Haagen Dazs
- Haagen-Dazs Ice Cream
- Hakkasan Miami Beach
- Harold's Shrimp & Chicken
- Hiro's Sushi Express
- Holy Guacamole
- Huahua's Taqueria
- Icebox Cafe
- Iron Sushi
- Joe's Stone Crab Restaurant

- Juice and Java
- Jules Kitchen
- Juvia Miami
- Katana Restaurant
- Katsuya South Beach
- La Cerveceria De Barrio
- La Sandwicherie South Beach
- La Ventana Colombian Restaurant
- Las Vegas Cuban Cuisine
- Lenny's Pizza
- Les Moulins La Fayette
- Lilikoi Organic Living
- LIME Fresh Mexican Grill
- LT Steak & Seafood
- Lucali
- Lucky Thai Food
- Maison Valentine
- Meat Market Miami Beach
- Mega Pizza
- Miami 'N' Ice
- Miss Saigon

GMCVB Implements Miami Eats Initiative

GMCVB.com/MiamiEats, featuring more than
170 Miami Beach restaurants



- Miu's Tea
- Mom's New York Pizza
- Monty's Sunset
- Moshi Moshi
- Mr. Chow Miami
- My Ceviche South Beach
- Necessary Purveyor
- New Campo Argentino Steakhouse
- Nikki Beach
- Norman's American Bar & Grill
- Oliver's Bistro
- Orange Blossom
- Orilla Bar & Grill
- Panizza Bistro
- Papi Steak
- Pasta-Go Alton Road
- Pasta-Go Ocean Drive
- Paul Bakery
- Pepper's Authentic Mexican
- Pied à Terre at the Cadet Hotel
- Pinecrest Bakery - Miami Beach
- Pink Taco

- Piola
- Pita Loca
- Pizza Bar
- Pizza Fiore
- Pizza Rustica
- Pizze Rustica South Beach
- Planta
- Poseidon Greek Boutique Seafood Restaurant
- Prime 112
- Prime Fish
- Prime Italian
- Pubblelly Sushi Miami Beach
- Puerto Sagua Restaurant
- Rakija Lounge
- RED South Beach
- Regina's Grocery
- Rita's Ice - Miami Beach
- Roasters N Toasters Miami Beach
- Rosetta Bakery
- RWSB Miami
- Safron Grill

- Sand Bar + Kitchen
- Santorini By Georgios
- Sardinia Enoteca Ristorante
- Semilla
- Silverlake Bistro
- Smith & Wollensky
- Spiga Restaurant
- Spris Pizza
- Sriracha House
- Stiltsville Fish Bar
- STK Miami Beach
- The Strand at Carillon Miami
- StripSteak by Michael Mina
- Stubborn Seed
- Sunny Poke
- Sushi Garage
- Suviche South Beach
- Sweet Liberty
- Sylvano Miami Beach
- Tanuki Miami
- Taquiza
- Taquiza

- Taste Bakery Cafe
- Ted's Hideaway
- Tequitzlan Mexican Restaurant and Tequila Bar
- TGI Fridays South Beach
- Thai House South Beach
- The Bazaar by José Andrés
- The Chicken Spot
- The Frieze Ice Cream Factory
- The Lobster Shack
- The Smoothie Shop
- Toni's Sushi
- Venezia Grill, Pizzeria & Bar
- Via Emilia 9
- Villa Azur Restaurant & Lounge
- XO Espresso Bar
- Yard House
- Yardbird Southern Table & Bar
- Yuca
- Zaytouna Foods

Miami Eats Advertising

Advertising Overview

PRINT
Miami Beach News
Miami Herald
El Nuevo Herald
Miami Times
Miami Today
Biscayne Times
Pinecrest Tribune

RADIO
WHYI

DIGITAL
FB/IG
Pandora
MiamiNewtimes.com
MiamiHerald.com
Culture Owl

BILLBOARD
Clear Channel: Digital Boards
Outfront: Shelters/Digital Board

GMCVB Implements Miami Eats Initiative

Digital Marketing Collateral



GMCVB Implements Miami Eats Initiative

Print Ads

A blue print advertisement for the Miami Eats Initiative. The background features a repeating pattern of white line-art icons representing various food items and restaurant-related symbols. At the top, the text "Support your local restaurants." is written in white. In the center is a large orange circle containing the word "MIAMI" in a script font above the word "EATS" in a bold, sans-serif font. A small white icon of a crossed fork and knife is positioned below "EATS". Two curved white arrows form a circle around the central orange circle. The top arrow is labeled "ORDER OUT. HELP OUT." and the bottom arrow is labeled "DIAL RESTAURANTS DIRECT". Below the central graphic, a paragraph of white text reads: "Combat those quarantine cravings and treat yourself, your friends and your heroes. There are over a thousand restaurants offering takeout and delivery today." A horizontal white line separates this paragraph from the bottom section. The bottom section contains two lines of white text: "Help out even more by calling your restaurants directly to place your order. See full list at:" followed by a vertical line, then "► GMCVB.com/MiamiEats" and "#MiamiEats #OrderOutHelpOut". At the bottom center, there is a logo for "MIAMI GREATER MIAMI CONVENTION & VISITORS BUREAU". Below this logo, in small white text, is the copyright notice: "© Greater Miami Convention & Visitors Bureau — The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches."

Support your local restaurants.

ORDER OUT. HELP OUT.

MIAMI
EATS

DIAL RESTAURANTS DIRECT

Combat those quarantine cravings and treat yourself, your friends and your heroes. There are over a thousand restaurants offering takeout and delivery today.

Help out even more by calling your restaurants directly to place your order. See full list at: | ► GMCVB.com/MiamiEats
#MiamiEats #OrderOutHelpOut

MIAMI GREATER MIAMI CONVENTION & VISITORS BUREAU

© Greater Miami Convention & Visitors Bureau — The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.

Miami Eats Ad in City of Miami Beach Digital Newsletter



The advertisement is a digital newsletter layout with a blue background featuring faint line art of various food items. It is divided into three horizontal sections. The top section is blue and contains the 'MIAMI EATS' logo with a fork and knife icon, the text 'ORDER OUT. HELP OUT.', the website 'GMCVB.com/MiamiEats', and a call to 'Support your local restaurants.' with the subtext 'Treat yourself, your friends and your heroes.' The middle section is orange and features the 'MEALS FOR HEROES MIAMI' logo (a circular emblem with a cross and fork) and the text 'Help your heroes: Support your local front-line healthcare workers and first-responders by making a donation to Meals for Heroes Miami and help your favorite restaurants in the process.' A 'Donate Now' button is located at the bottom right of this section. The bottom section is blue and contains the 'MIAMI' logo and the text 'GREATER MIAMI CONVENTION & VISITORS BUREAU'.

MIAMI EATS ORDER OUT. HELP OUT.
GMCVB.com/MiamiEats

Support your local restaurants.
Treat yourself, your friends and your heroes.

Help your heroes:
Support your local front-line healthcare workers and first-responders by making a donation to **Meals for Heroes Miami** and help your favorite restaurants in the process.

Donate Now

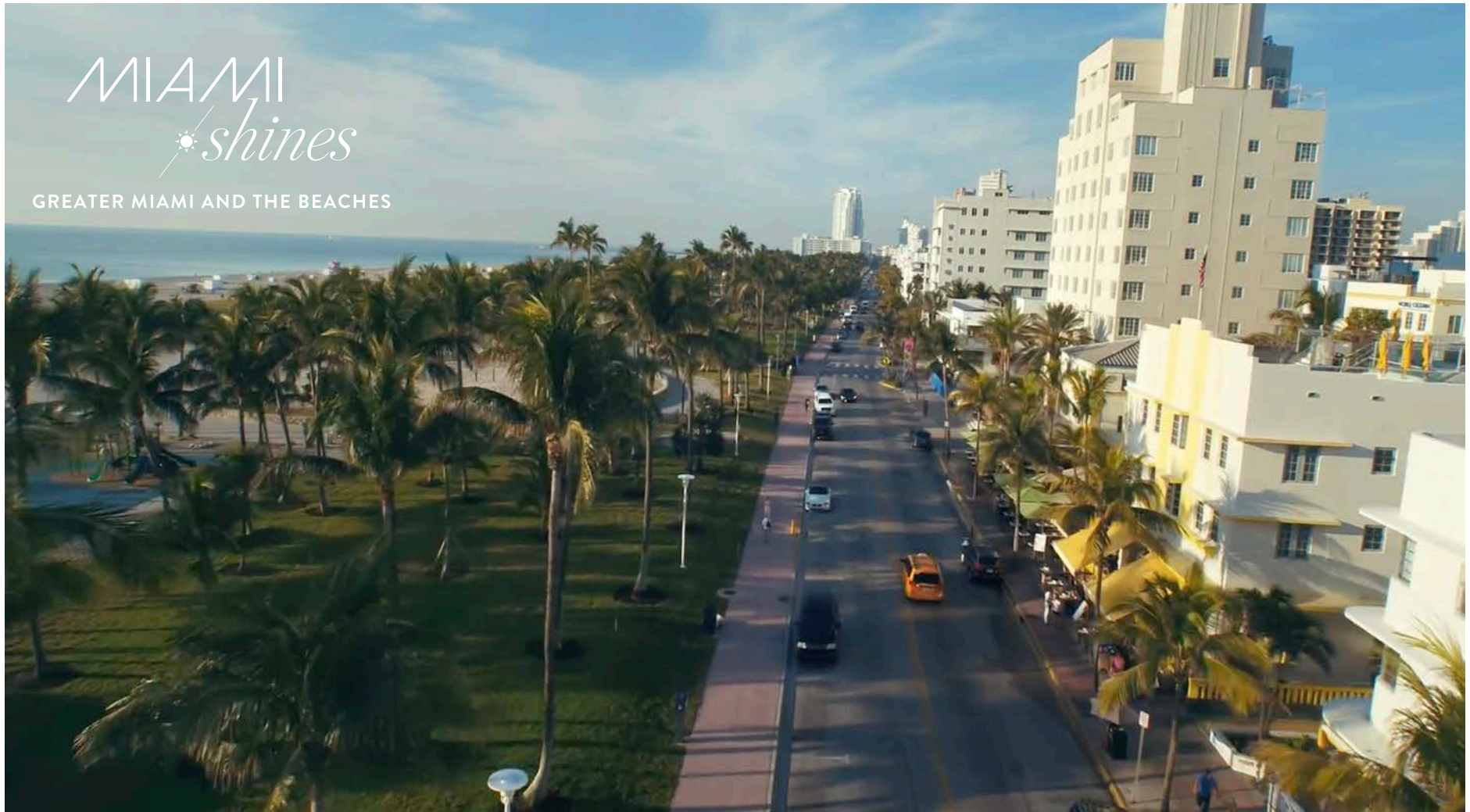
MIAMI GREATER MIAMI CONVENTION & VISITORS BUREAU

GMCVB & Miami Beach Chamber of Commerce Miami Eats Commercial



Miami Shines Recovery Campaign

June 1 – September 30, 2020



Commercial/Videos (English, Spanish & Creole)

Miami Shines Program Snapshot

Consumer

Pre-Recovery

Recovery

Co-Ops

Audiences

- A25-49, HHI \$75k+, Travel, Culture/Art Enthusiasts
- LGBTQ and Multicultural
- Outdoor Enthusiasts

Channel Mix

- Paid Social (including Video)
- Search
- CTV/FEP/OTT

Channel Mix

- High-Impact Display
- Video
- Native
- Social
- OTAs
- Search
- Local publishers
- Out-of-home
- Radio

Channel Mix

- Cvent
- Expedia

Meetings

Pre-Recovery/Recovery

Audiences

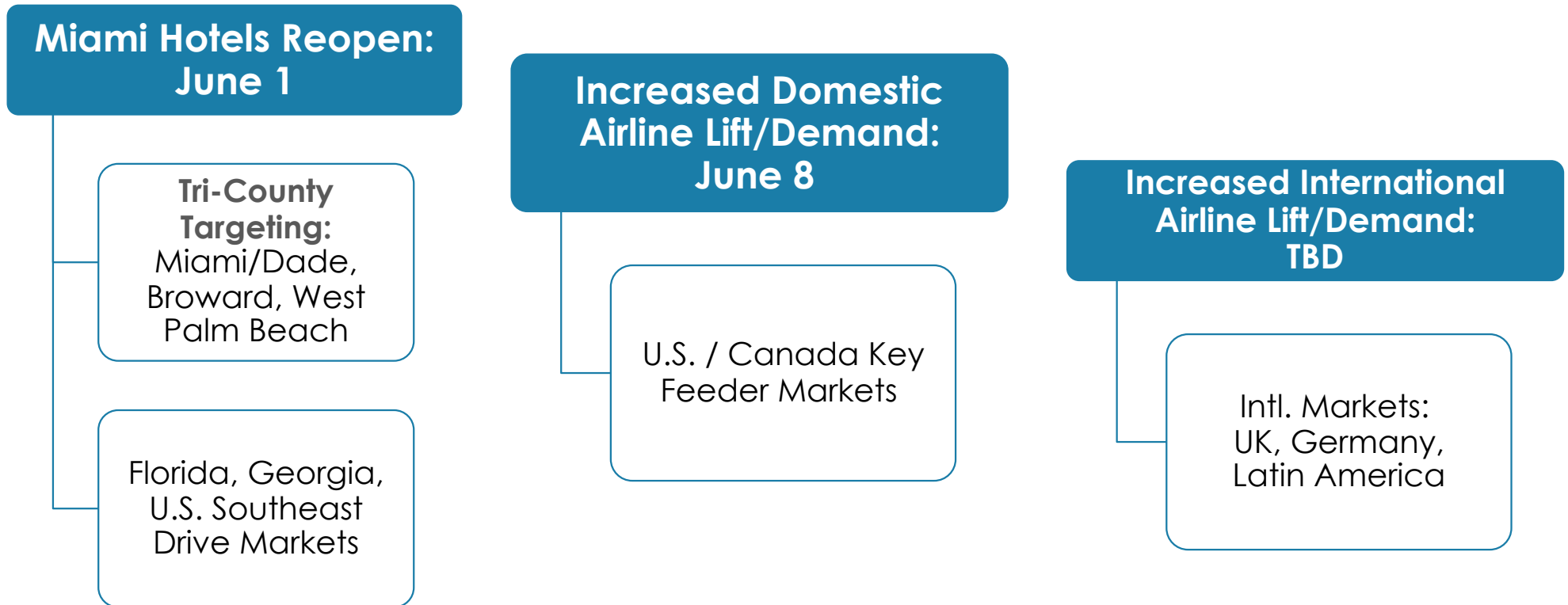
- Convention/Corporate/Association Meeting Planners
- Tech/Medical/Insurance
- GMCVB Prospect List

Channel Mix

- Key Print Publishers
- Cvent/ConventionPlanIt Listings
- Programmatic Digital

Miami Shines Recovery Campaign

Timing & Markets*



*All efforts will be targeting General Consumer, Group, Multicultural and LGBTQ audiences

Miami Shines Recovery Campaign

Strategic Marketing Overview: Phase 1



June 1 through Fall

Objective

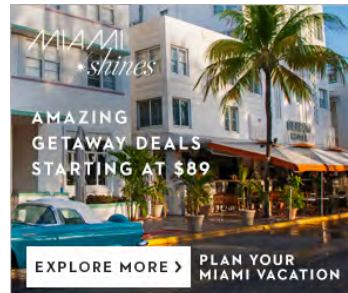
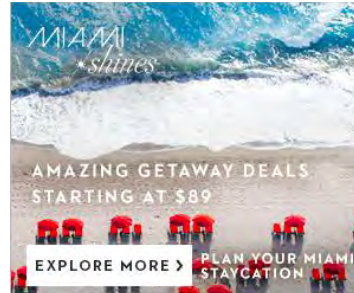
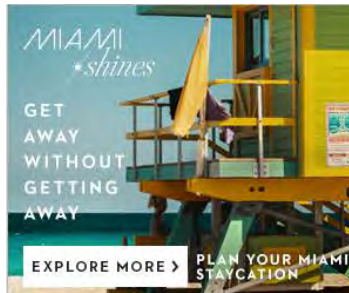
- Drive hotel demand in Miami and reignite interest in booking meetings and conventions.

Approach

- Target local Miami visitors, tri-county area, and drive markets including Florida and Georgia for the first month, then expand nationally as appropriate
- Continue to highlight beach/outdoor/nature, arts and culture, and neighborhoods while avoiding crowded imagery
- Continue to emphasize Miami's unique cosmopolitan experience as a differentiator from other Florida cities
- Showcase the broad array of Miami hotel, restaurant, and spa, attractions, and museum deals that will be available

Miami Shines Recovery – Consumer

June 1 through Fall 2020



Increase consideration & drive visitation to Miami

- ❖ Target markets:
 - Tri-County – Miami Dade, Broward and Palm Beach
 - Drive – Florida and Georgia
 - Fly Markets
- ❖ Mix of display, video, native, social & paid search for immediate reach including high impact units and video
- ❖ Broad mix of online travel agent booking programs with high profile placements and deals pages
- ❖ Sequential creative - destination ads followed by targeted deals messaging.

Leverage the GMCVB's Miami Temptations program and launch special offers from:

- ❖ Hotels
- ❖ Restaurants – Miami Spice
- ❖ Spas – Miami Spa Months (when available)
- ❖ Attractions
- ❖ Museums

Miami Shines Recovery – Meeting Planners

Reignite interest in Miami for booking meetings & conventions



The graphic features a photograph of a modern building with palm trees in the background. Overlaid on the image is the Miami logo with the text 'GREATER MIAMI AND THE BEACHES'. Below the image, the text reads: 'MIAMI, A WORLD-CLASS CITY WITH A FIRST-CLASS CONVENTION CENTER'. This is followed by three paragraphs of text describing Miami's appeal for meetings and conventions, highlighting the Miami Beach Convention Center and Miami International Airport. At the bottom, there is a red button that says 'LEARN MORE ABOUT MIAMI'.

MIAMI, A WORLD-CLASS CITY WITH A FIRST-CLASS CONVENTION CENTER

Few places in the world deliver such a thrilling mix of international sophistication, tropical beauty and cultural diversity as Miami.

A dynamic global hub, Miami continues to reinvent itself with innovative meeting spaces. Among the creative venue options is the reimagined Miami Beach Convention Center in the heart of South Beach. Featuring nearly 500,000 square feet of flexible exhibition space, a 60,000 square-foot multipurpose grand ballroom, and 84 breakout rooms, the Miami Beach Convention Center will also soon be home to a 800-room connecting headquarter hotel.

Plus, with Miami International Airport (MIA) offering more than 400 flights from around the globe daily, getting to Miami is a breeze.

Visit MiamiMeetings.com and discover why meeting in Miami is so magical.

LEARN MORE ABOUT MIAMI

Miami Shines Pre-Recovery

- ❖ Maintains presence on meeting planner listing sites such as Cvent and Conventionplanit.com to keep Miami top-of-mind when planners are researching
- ❖ Leverage the Miami Shines Pre-Recovery video

Miami Shines Recovery

- ❖ Expand reach with established Meeting Planner key publishers with print and digital schedules and mix of eNewsletters and native ads
- ❖ Leverage the Miami Shines Recovery video

GMCVB Accreditation & Recognition





Destination Marketing Accreditation Program (DMAP)

In June 2020, the GMCVB was awarded reaccreditation with distinction from Destination International's prestigious *Destination Marketing Accreditation Program (DMAP)*.

DMAP evaluates Destination Management Organizations (DMOs) on a variety of standards including: governance, finance, management, human resources, technology, visitor services, group services, sales, communications, membership, brand management, destination development, research/market intelligence, innovation and stakeholder relationships.

Of more than 6,000 members and partners from nearly 600 destinations worldwide, fewer than 250 meet the rigorous criteria for accreditation, and less than 30 are recognized with distinction, illustrating an organization's even greater standards of excellence and commitment to industry stewardship.

Approximately 30% of the 650 worldwide members of DMAI are accredited.

GMCVB Marketing & Tourism Sales Corporate Awards



2017

Henry Award for Mixed
Media –
Found in Miami

Bronze Award for
Resource/Promotional
Material –
Found in Miami

Bronze for Print
Advertising –
Found in Miami

Henry Award for
Internet Advertising –
Found in Miami

GMCVB Meetings & Convention Sales Awards

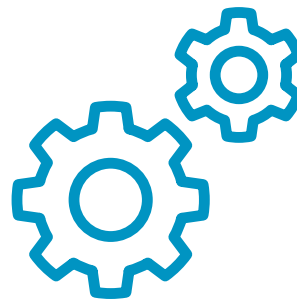
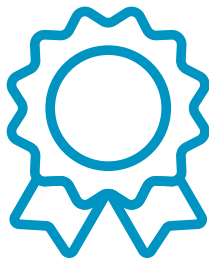
2015-2019

- Award of Excellence | *Insurance & Financial Mtgs Management Magazine* (2015)
- M&C Gold Service Award (2015)
- Pinnacle Awards | *Successful Meetings Magazine* (2015)
- *ConventionSouth's* Annual Readers' Choice Award (2015, 2016, 2017)
- Distinctive Achievement Award for Outstanding Service to Association Meeting and Convention Planners | *The Meetings Magazines* (2015, 2017, 2018)
- World Class Award for Outstanding Service | *Insurance & Financial Meetings* | *The Meeting Magazines Insurance & Financial Meetings Management* (2016, 2017)
- Platinum Choice Award Winner The Best of | *Smart Meetings* (2016, 2017, 2018, 2019)
- Excellence for Outstanding Service | *The Meeting Magazines* | *Corporate & Incentive Travel* (2017)
- Preview Visionary Award Winner | *Prevue* (2017, 2018, 2019)
- Award of Excellence for Outstanding Service to the Meetings and Incentive Travel Industry | *Corporate & Incentive Travel* (2018, 2019)
- "World Class Award" Winner | *The Meeting Magazines Insurance & Financial Meetings Management* (2018, 2019)

GMCVB President & CEO Industry Leadership

President & CEO

- Immediate Past Chair, VISIT FLORIDA Board and Member of the Executive Committee
- U.S. Travel and Tourism Advisory Board
- U.S. Travel Association Executive Committee
- Brand USA Marketing Committee Member
- Professional Convention Management Association (PCMA)
- American Society of Association Executives (ASAE)
- Meeting Professionals International (MPI)
- Florida International University Chaplin School of Hospitality & Tourism Management Dean's Advisory Council
- University of Florida Eric Friedheim Tourism Institute (EFTI)
- Orange Bowl Committee
- Miami Super Bowl Host Committee - Executive Committee
- Black Hospitality Initiative of Greater Miami Board of Directors
- World Trade Center Miami Board of Directors
- Greater Miami & the Beaches Hotel Association (GMBHA) Board of Directors
- Greater Miami Chamber of Commerce Honorary Board Member



GMCVB Staff Awards and Credentials

38 Undergraduate Degrees

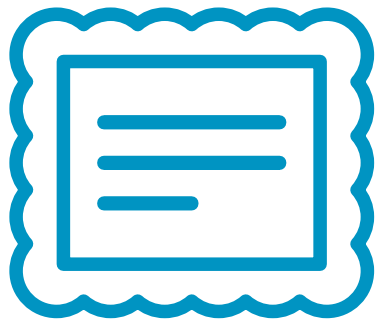
17 Graduate Degrees

8 MBA

4 MS/MA

3 Certified Destination Management Executives (CDME)

11 Professional Certificates



GMCVB Strategic Planning Priorities



GMCVB Strategic Planning Priorities

Strategic Plan for 2020-2025





+ MIAMI BEACH

=

Successful Partnership

Thank you!