

City of Miami Beach Finance and Economic Resiliency Committee Update



February 17, 2023



GMCVB Sales Production – Sept 21/ Oct 22

MBCC Lead Production		FY 2021/2022
Leads Sent to MBCC		81
Potential Room Nights		505,472

MBCC Bookings	Goal	Achieved	% of Goal
Total Conventions	17	7	41%
P1 (3)	90,000	18,017	20%
P2 (4)	30,000	16,152	54%
Room Nights	120,000	34,169	28%

Total In-Hotel Bookings	Goal	Achieved	% of Goal
Bookings (Wins)	425	445	105%
Room Nights	130,000	255,831	197%

P1 = 1,500 + room on peak; **P2** = 500 - 1,499 rooms on peak; **P3** = less than 500 rooms on peak

MBCC P1/P2 Definite Bookings

Booked FY 2021-2022

Account Name	Lead Name	Meeting Start	Priority	Peak	RMNTs	Attendees	EIC
HLTH	HLTH ViVE Convention 2022	3/6/2022	Priority 1	1554	5841	3500	\$3,710,074.70
The International Air Cargo Association	Air Cargo Forum Miami & Transport Logistic Americas 2022	11/8/2022	Priority 2	665	2510	2000	\$1,561,184.15
International Health Racquet and Sportsclub Association	International Health, Racquet & Sportsclub Association 2022 International Convention & Trade Show	6/18/2022	Priority 1	1600	4680	2000	\$4,058,380.56
IFS Global Software	IFS Global Software-IFS World Conference October 2022	10/10/2022	Priority 2	1200	4270	2500	\$4,548,865.48
Million Dollar Round Table	MDRT Annual 2025	6/22/2025	Priority 1	1500	7496	15000	\$15,507,353.19
Burger King Corporation	Burger King Franchise Owners Conference 2023	10/4/2023	Priority 2	800	2600	1200	\$1,707,819.32
Bitcoin	2023 Bitcoin Miami	5/14/2023	Priority 2	670	6772	18000	\$20,414,853.06
Grand Totals					34,169	44,200	\$51,508,530.46

MBCC / Miami Beach Hotel Updated Goals - FY 22/23

MBCC Booking Goal	Groups	Room Nights
P1	7	55,000
P2	4	30,000
Totals	11	85,000

Miami Beach In-Hotel	Groups	Room Nights
Bookings	205	115,000

Miami Beach Convention Center & Miami Beach Hotel Bookings

Through January 2023

<i>Incremental Booked Business*</i>	Year to Date	Goal	% to Goal
Miami Beach Convention Center Bookings			
MBCC Priority 1 (P1) 1,500+ hotel rooms at peak			
Number of Groups	2	7	29%
Number of Room Nights	15,402	55,000	28%
<i>Groups:</i>			
<i>CosmoProf 2023 - 1/20-26/24</i>			
<i>Urban Land Institute Fall Meeting 2026 - 10/27-29/26</i>			
MBCC Priority 2 (P2) 500-1,499 hotel rooms at peak			
Number of Groups	1	4	25%
Number of Room Nights	1,350	30,000	5%
<i>Groups:</i>			
<i>2023 USA Health Expo - 4/27/23-5/1/23</i>			
MBCC Totals			
P1 & P2 Groups	3	11	27%
P1 & P2 Room Nights	16,752	85,000	20%
City of Miami Beach In-Hotel Bookings			
Number of Groups	65	205	32%
Number of Room Nights	29,233	115,000	25%

Convention Sales & Services

Current MBCC P1/P2 Tentative Leads – Page 1

Account Name	Lead Name	Mtg Start	Mtg End	Peak	Rmnts	Show Attendees	Priority
One10 (formerly Aimia)	2023 Market Sellerbration	4/25/2023	5/3/2023	2,500	7,100	4,000	Priority 1
USA Fencing	2023 North American Cup Tournament Housing	10/25/2023	10/30/2023	685	2,735	685	Priority 2
American Income Life Insurance Company (AIL)	AIL Convention	5/12/2024	5/17/2024	1,400	4,553	2,500	Priority 2
National Homeland Security Association, Inc.	2024 National Homeland Security Conference	8/17/2024	8/22/2024	750	2,830	1,500	Priority 2
eXp Realty	eXpCon 2024	10/25/2024	11/2/2024	2,600	13,060	5,200	Priority 1
Blavity	AFROTECH	11/4/2024	11/9/2024	995	5,126	15,000	Priority 2
Association for Asian Studies, Inc.	Association for Asian Studies 2025	3/18/2025	3/24/2025	1,100	3,655	3,200	Priority 2
Envestnet	Advisor Summit 2025	5/9/2025	5/17/2025	1,715	5,331	2,000	Priority 1
International Society on Thrombosis and Haemostasis (ISTH)	2025 ISTH Congress	6/26/2025	7/7/2025	2,470	13,840	10,000	Priority 1

Convention Sales & Services

Current MBCC P1/P2 Tentative Leads - Page 2

Account Name	Lead Name	Mtg Start	Mtg End	Peak	Rmnts	Show Attendees	Priority
National Minority Supplier Development Council, Inc.	2025 Annual Conference	10/26/2025	11/11/2025	1,800	7,348	4,000	Priority 1
Water Quality Association (WQA)	Annual Convention & Exposition	4/19/2026	4/25/2026	900	2,900	3,000	Priority 2
Inda Association of the Nonwoven Fabrics Industry	IDEA 2026	4/28/2026	5/9/2026	2,180	9,511	10,000	Priority 1
Federation Internationale de Football Association (FIFA)	World Cup	6/8/2026	7/22/2026	1,500	47,900	65,000	Priority 1
Professional Convention Management Association (PCMA)	PCMA Convening Leaders 2027	1/8/2027	1/13/2027	3,750	13,850	4,000	Priority 1
AMC Entertainment, Inc.	AMC Theaters 2027 Connections	1/23/2027	1/28/2027	900	3,000	900	Priority 2
Specialty Coffee Association	Annual Meeting	4/11/2027	4/19/2027	2,500	10,175	15,000	Priority 1
Association for Uncrewed Vehicle Systems International (AUVSI)	Xponential 2027	5/13/2027	5/22/2027	2,583	9,794	10,000	Priority 1
American Academy of Physician Assistants (AAPA)	AAPA Annual Conference 2027	5/18/2027	5/29/2027	3,500	16,265	7,000	Priority 1
AMC Entertainment, Inc.	AMC Theaters 2028 Connections	1/22/2028	1/27/2028	900	3,000	900	Priority 2

MBCC Definite Group Business - 2022 (Page 1)

Account name	In Date	Attendance	Priority Status
Build Expo USA 2022	01/03/22	800	P3
Original Miami Beach Antique Show (OMBAS)	01/15/22	12,000	P2
Advanced Therapies Week	01/23/22	1,300	P2
58th STS (Society of Thoracic Surgeons) Annual Meeting	01/26/22	5,000	P1
Miami Beach Condo & HOA Expo	02/03/22	500	P3
Miami Marathon & Health & Fitness Expo 2022	02/02/22	15,000	P3
Natural Disaster Expo	02/05/22	1,500	P3
Discover Boating Miami International Boat Show	01/30/22	100,000	P2
PB Expo 2021	03/01/22	5,000	P3
VIVE HLTH 2022 Conference and Expo	03/03/22	5,000	P1
Propy Summit	03/09/22	0	P3
Meet Up Miami Business Seminar	03/10/22	220	P3
Jeweler's International Showcase	03/11/22	8,500	P2
GMCVB Wedding Expo	03/12/22	500	P3
Ikon Tasarim Reception	03/13/22	150	P3
Soccerex	03/13/22	1,000	P3
Tissue World Miami 2022	03/12/22	1,500	P2
Boomers Volleyball Academy	03/17/22	1,000	P3
IDEA 2022	03/22/22	10,000	P1
Bitcoin 2022 Convention	04/01/22	30,000	P1
eMerge America's Technology Conference	04/13/22	5,000	P3
Seatrade Cruise Global	04/20/22	10,000	P1
Limitless Wealth - Self-Help Seminar	04/29/22	100	P3
Miami Cosmetics Surgery	05/03/22	800	P3
NACA 2022 Program	05/11/22	200	P3
South Florida Human Resources Association (SFLAHRA) Meeting	05/12/22	25	P3
Chart Addicts Conference	05/12/22	800	P3
Cloud Summit	05/14/22	1,500	P2
2022 AAO Annual Session	05/16/22	5,000	P1
South Point Elementary 5th Grade Dance and Ceremony	06/02/22	0	P3
Miami Beach Chamber of Commerce Annual Gala	06/03/22	600	P3

MBCC Definite Group Business - 2022 (Page 2)

Account name	In Date	Attendance	Priority Status
Cruise Ship Interiors Expo 2022	06/03/22	3,000	P3
Aviation Festival 2022	06/06/22	1,500	P2
2022 International Floriculture Expo (IFE)	06/04/22	3,000	P2
LE Miami	06/10/22	1,500	P2
AlixPartners 2022 Global Team Meeting	06/14/22	2,000	P3
International Health, Racquet & Sportsclub Asson.	06/18/22	5,000	P1
Black Future Weekend	06/23/22	600	P3
Particle Therapy Co-Operative Group (PTCOG)	06/26/22	800	P3
2022 World Perfumery Congress (WPC)	06/26/22	1,600	P2
Advent International Corporation Team Building	06/27/22	350	P3
Florida Supercon	07/05/22	35,000	P2
Swimwear Show 2022	07/12/22	7,500	P2
Cabana 2022	07/12/22	2,000	P3
Beyond Hackathon 2022	07/26/22	85	P3
FIME 2022	07/23/22	8,000	P1
Destination Hoops	08/03/22	4,000	P3
UTD Steward Retreat	08/09/22	300	P3
Catalyst 2022	08/24/22	400	P3
Bronner Brothers International Beauty Show	08/23/22	20,000	P2
Art Basel Union Training	09/06/22	0	P3
Democratic Blue Gala	09/09/22	600	P3
America's Food & Beverage Show	09/08/22	11,000	P3
Smart City Expo USA 2022	09/12/22	3,500	P3
EcoShield Pro Bowl	09/22/22	400	P3
World Molecular Imaging Society (WMIC) 2021	09/27/22	1,200	P2
Jeweler's International Showcase	09/27/22	10,000	P1
IFS 2022 World Conference	10/07/22	2,500	P1
Hyundai Meeting	10/14/22	30	P3
Miami International Auto Show	10/10/22	30,000	P3
US MD Codes Live Tour	10/15/22	350	P3
LGBTQ 2022 Gala	10/20/22	700	P3
Propy Summit	10/26/22	350	P3
IBA Annual Conference	10/24/22	3,500	P2
Judy Lane ICS (ICW IBA)	10/30/22	200	P3
The International Congress of Esthetics & Spa	11/03/22	4,500	P3
Cargo.One - Executive Meeting 2023	11/07/22	15	P3
Air Cargo Forum Miami & Transport Logistic Americas	11/05/22	2,000	P1
Art Basel in Miami Beach	11/13/22	77,000	P1
VIDA / ESTILO Restaurant Group Holiday Annual Staff Breakfast Meeting	12/15/22	200	P3
TunerEvo Miami	12/16/22	2,000	P3
Total Definite Leads: 72		Total Attendees : 469,675	

Communication / PR Goals

<u>KPIs</u>	21/22 Actual	22/23 Updated Goal
# of Media Placements	589	Total: 605 placements
AVE	\$138M	Total AVE: \$150M
Impressions	6.3 Billion	Total 7 Billion
Desk siders or IRL journalist meetings	25	50
Press Trips vs (# of journalists?)	5 & 140 visiting journalists	8 & 150 visiting journalists
Interactive Media Event	1	1
Social Media Campaigns	10	12
SOV for Miami Beach	50%	25%
Increase followers & engagement on GMCVB social	6%	8%
News stories on state of tourism industry	97	50

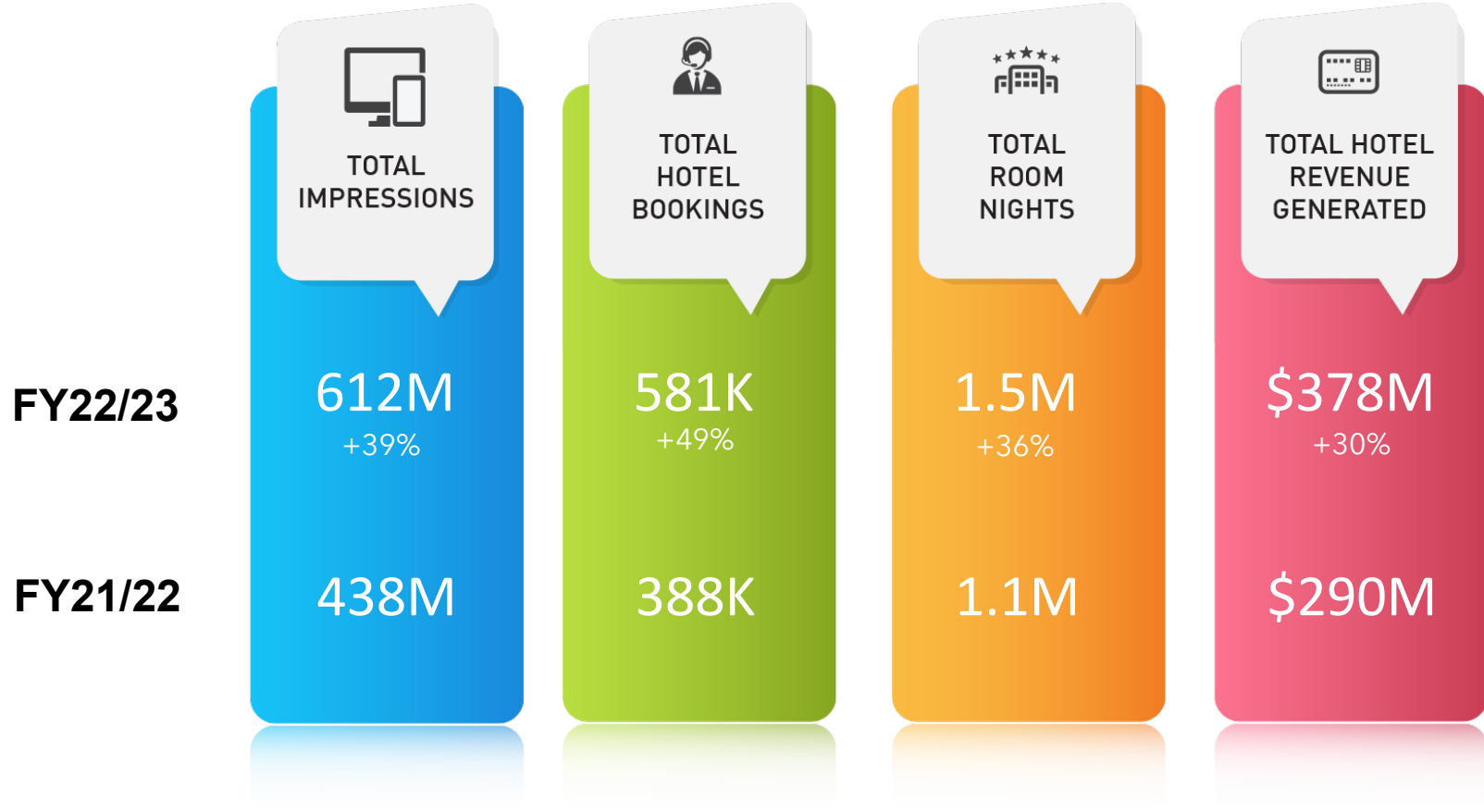
Communication / PR Goals - Update

	<u>YTD</u>	<u>Goal</u>	<u>% to Goal</u>
Number of Earned Media Placements:	323	605	53.39%
Overall Total Circulation:	896,466,711	2,800,000,000	32.02%
Overall Total Media Impressions:	2,241,166,778	7,000,000,000	32.02%
Overall Total Ad Equivalency:	\$42,269,430.46	\$150,000,000	28.18%
Number of Press Trips:	5	8	62.5%
Number of Visiting Journalists:	43	150	28.67%
Number of Media Events:	0	2	-
Number of Deskside Media Appts.	133	250*	53.2%

Note: The Key Performance Indicators (KPI) section provides you with a snapshot view of the results garnered by the efforts of the communications department during the month of December 2022 for Miami Beach

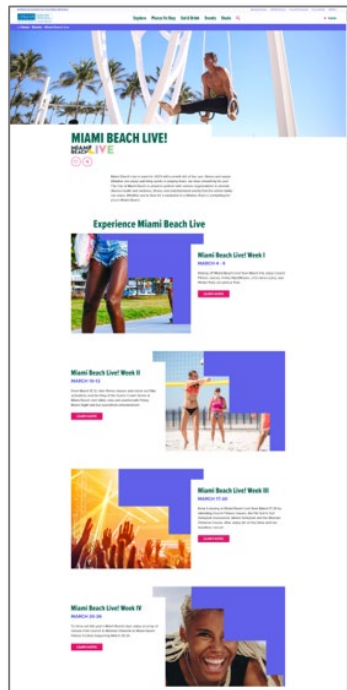
*Updated goal based on new benchmark

Paid Advertising Goals



Source: Impressions, hotel bookings, room nights and revenue data are based on ADARA measurement tool

Miami Beach Live!



- **Campaign Launch: Feb - March**
- Miami Beach Live! campaign will engage travel enthusiasts with a focus on fitness and wellness activities.
- **Key Campaign Drivers**
Advertising > Display, Paid Social, Paid Search
Dedicated Landing Page
Social Influencer Strategy
Strategic Partners
Public Relations
- **Total Impressions: 42M +**

Miami Beach Branding



- **Initial Phase: Feb - May**
- Drive awareness and interest with a new brand campaign that communicates the multi-dimensional experiences offered in the City of Miami Beach from business attraction, residential, and tourism.
- **Key campaign tactics** featuring new creative content and marketing strategies:
 - Display Partners
 - Paid/Organic Search
 - Paid Social
 - Social Influencer Strategy
 - Organic Social
 - Video, Still imagery
- **Total Impressions: 28M+**

RAINBOW SPRING

A MIAMI BEACH LGBTQ+ CELEBRATION!

MARCH 1 – JUNE 21, 2023




- Program introduced to hosted International LGBTQ+ Media group on **January 5**
- Press release issued globally on **January 9**
- Partnership with Expedia and EDGE Media launched **January 15**
- Dedicated program landing page
- Showcase most popular LGBTQ+ events
- Showcase unique offers and experiences
- Influencer / Social Media Marketing components
- Hosting media / journalists

The Official Travel and Tourism site of Greater Miami & Miami Beach

Meeting Planners GMCVB Partners Travel Professionals Press & Media GMCVB

Explore Places To Stay Eat & Drink Events Deals

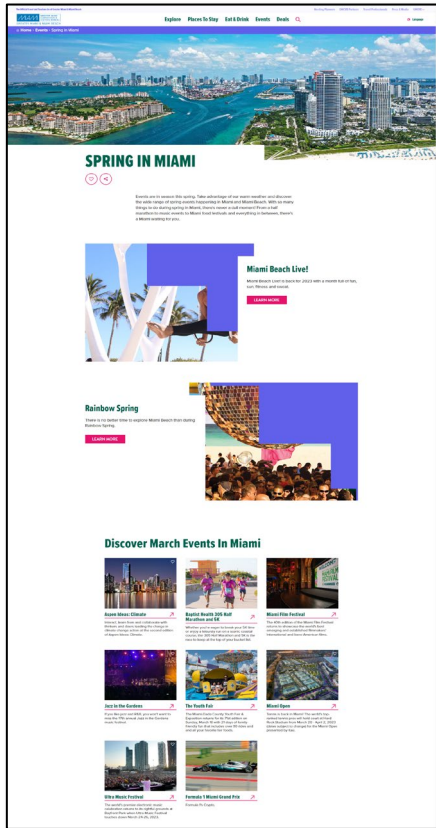
Home > Explore > Travel Interests > LGBTQ+ Miami > Rainbow Spring



RAINBOW SPRING

There is no better time to explore Miami Beach than during Rainbow Spring. A season-long celebration between March and June, Rainbow Spring showcases the destination's most popular events, including Winter Party Festival, Miami Beach Pride, and OUTshine LGBTQ+ Film Festival. No matter when you decide to join us, we've put together special offers and all the information you need to get yourself to Miami Beach Rainbow Spring!

MiamiBeachRainbowSpring.com



- **Campaign Launch: 1/4**
- Targeted campaign highlighting the many unique events and moments in Greater Miami and Miami Beach during March to June
- Digital, Paid Social, and Paid Search
- Key Moments include Miami Beach Live and Rainbow Spring
- Key Campaign Drivers
 - Paid Advertising
 - PR Efforts include Influencers and Press Releases
- Estimated engagement to deliver over 28.2M+ impressions

Miami Beach Hotel Performance

October - December 2022

	Occupancy	ADR	RevPAR	Rooms Sold	Gross Revenue
Miami Beach	67.0%	\$359.96	\$241.20	1,331,546	\$479,301,107
Downtown Miami	67.3%	\$247.16	\$166.45	657,684	\$162,553,332
Miami-Dade County	70.8%	\$246.47	\$174.56	4,301,173	\$1,060,112,427
Miami-Dade County w/o Miami Beach	72.7%	\$195.58	\$142.15	2,969,627	\$580,811,320

Full Year 2022

	Occupancy	ADR	RevPAR	Rooms Sold	Gross Revenue
Miami Beach	69.6%	\$368.02	\$256.32	5,488,276	\$2,019,808,304
Downtown Miami	67.7%	\$252.39	\$170.99	2,461,311	\$621,216,498
Miami-Dade County	72.1%	\$253.11	\$182.55	17,104,602	\$4,329,264,368
Miami-Dade County w/o Miami Beach	73.4%	\$198.81	\$145.84	11,616,326	\$2,309,456,064

Source: STR; Terms: ADR = Average Daily Rate; RevPAR = Revenue Per Available Room; Rooms Sold = Demand

Thank You

