

City of Miami Beach Finance and Economic Resiliency Committee Update



April 21, 2023



GMCVB Sales Production - FY 22/23

MBCC Lead Production		FY 2022/2023
Leads Sent to MBCC		80
Potential Room Nights		430,913

MBCC Bookings	Goal	Achieved	% of Goal
Total Conventions	11	3	27%
P1 (2)	55,000	15,402	28%
P2 (1)	30,000	2,830	9%
Room Nights	85,000	18,232	21%

Total Destination In-Hotel Bookings	Goal	Achieved	% of Goal
Bookings (Wins)	527	295	56%
Room Nights	265,000	111,446	42%

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 February 2023

Miami Beach Convention Center Bookings			
MBCC Priority 1 (P1)	Booked	Goal	% to Goal
Number of Groups	2	7	29%
Number of Room Nights	15,402	55,000	28%
Groups:			
<i>CosmoProf 2023 - 1/20-26/24</i>			
<i>Urban Land Institute Fall Meeting 2026 - 10/27-29/26</i>			
MBCC Priority 2 (P2)	Booked	Goal	% to Goal
Number of Groups	0	4	0%
Number of Room Nights	0	30,000	0%
Groups:			
<i>2023 USA Health Expo - 4/27/23-5/1/23</i>			
City of Miami Beach In-Hotel Bookings			
	Booked	Goal	% to Goal
Number of Groups	84	205	41%
Number of Room Nights	37,256	115,000	32%

Miami Beach Convention Center Current Tentatives

Account Name	Lead Name	Rep	Mtg Start	Mtg End	Peak	Rmnts	Show Attendees
Federation Internationale de Football Association (FIFA)	World Cup 2026 Preliminary Draw	JMCC	7/21/2023	7/31/2023	1,500	7,350	2,000
USA Fencing	2023 North American Cup - HQ Hotel, Staff Block	JMCC	10/24/2023	10/30/2023	110	540	685
USA Fencing	2023 North American Cup, Tournament Housing, Attendee Block	JMCC	10/25/2023	10/30/2023	575	2,195	685
Side	2024 Side x Side Forum	TFRY	2/4/2024	2/8/2024	525	1,318	1,400
Clarion Events North America	ITC LATAM (InsureTech Connect)	DDEL	4/14/2024	4/18/2024	500	1,565	15,000
National Association of City Transportation Officials (NACTO)	NACTO'S Designing Cities Conference	DDEL	5/12/2024	5/17/2024	500	1,740	500
Delta Sigma Theta Sorority Inc	2024 Southern Regional Conference	JMCC	5/28/2024	6/3/2024	1,700	5,555	3,000
Visit Florida	Florida Encounter / Florida Huddle	ABAT	7/26/2024	8/1/2024	655	2,278	4,000
International Association of Chiefs of Police (IACP)	Annual IACP Impaired Driving and Traffic Safety Conference	DDEL	8/6/2024	8/12/2024	1,000	4,300	1,300
Valuetainment	2024 VALUETAINMNET	VMAN	8/18/2024	8/24/2024	560	2,475	2,000
NetApp	NetApp INSIGHT 2024	TFRY	10/5/2024	10/11/2024	3,300	9,700	5,000
eXp Realty	eXpCon 2024	BSCO	10/25/2024	11/1/2024	3,000	10,640	6,000
The International Air Cargo Association	2024 Air Cargo Forum	JMCC	11/8/2024	11/16/2024	665	2,510	1,000
Blavity	AFROTECH	BSCO	11/11/2024	11/16/2024	1,500	7,575	15,000
National 8(a) Association	National 8(a) Association 2025 Annual Conference RFP	DDEL	1/23/2025	1/31/2025	1,200	3,684	2,000
Red Hat, Inc.	Red Hat Summit 2025	MTEJ	4/3/2025	4/12/2025	4,000	14,180	5,000
Envestnet	Advisor Summit 2025	BSCO	5/9/2025	5/17/2025	1,715	5,331	2,000
Workhuman	Workhuman Live	DDEL	5/13/2025	5/24/2025	3,000	11,091	5,000
International Society on Thrombosis and Haemostasis (ISTH)	2025 ISTH Congress	JMCC	6/26/2025	7/7/2025	2,470	13,840	10,000
International Gay & Lesbian Travel Association IGLTA	IGLTA 2025	ABAT	9/24/2025	9/26/2025	500	1,500	2,400
National Minority Supplier Development Council, Inc.	2025 Conference and Exchange	JMCC	10/26/2025	11/11/2025	1,800	7,348	4,000
AAGL-American Association of Gynecologic Laparoscopists	54th Global Congress on MIGS	TFRY	11/8/2025	11/14/2025	1,231	4,905	2,500
Greek Orthodox Metropolis of Atlanta	Hellenic Dance Festival 2026	JMCC	1/14/2026	1/18/2026	525	1,690	1,500
Water Quality Association (WQA)	Annual Convention & Exposition	BSCO	4/19/2026	4/25/2026	900	2,900	3,000
Optica	Conference on Lasers and Electro-Optics (CLEO)	DDEL	5/14/2026	5/23/2026	920	4,500	3,200
American Society of Retina Specialists (ASRS)	ASRS Annual International Conference	BSCO	5/17/2026	5/22/2026	1,800	7,200	1,299
American Society of Gene & Cell Therapy	2026 Annual Meeting	BSCO	5/17/2026	5/22/2026	1,800	7,200	8,000
Federation Internationale de Football Association (FIFA)	World Cup	JMCC	6/8/2026	7/22/2026	1,500	47,900	65,000
American Society for Dermatologic Surgery	Annual Meeting	BSCO	9/27/2026	10/4/2026	875	3,270	1,000
Milliman	Milliman 2026 Health Forum	TFRY	10/10/2026	10/17/2026	1,240	4,028	1,200
AAGL-American Association of Gynecologic Laparoscopists	55th Global Congress on MIGS	TFRY	10/31/2026	11/5/2026	1,280	4,930	2,500
Professional Convention Management Association (PCMA)	PCMA Convening Leaders 2027	BSCO	1/8/2027	1/13/2027	3,750	13,850	4,000
Specialty Coffee Association	Annual Meeting	BSCO	4/11/2027	4/19/2027	2,500	10,175	15,000
Association for Uncrewed Vehicle Systems International (AUVSI)	Xponential 2027	BSCO	5/13/2027	5/22/2027	1,500	5,707	10,000
MGMA - Medical Group Management Association	2027 Medical Practice Excellence Leaders Conference	TFRY	9/15/2027	9/23/2027	1,800	7,254	3,000
Mortgage Bankers Association of America	MBA Annual Convention & Expo 2027	DDEL	10/20/2027	10/28/2027	2,300	7,660	5,000
Mortgage Bankers Association of America	MBA Annual Convention & Expo 2028	DDEL	10/18/2028	10/26/2028	2,300	7,660	5,000
American Academy of Dermatology (AAD)	American Academy of Dermatology (AAD) 2029 Annual Meeting	BSCO	3/5/2029	3/13/2029	7,000	30,660	19,000

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 (SFLAHHRA) 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

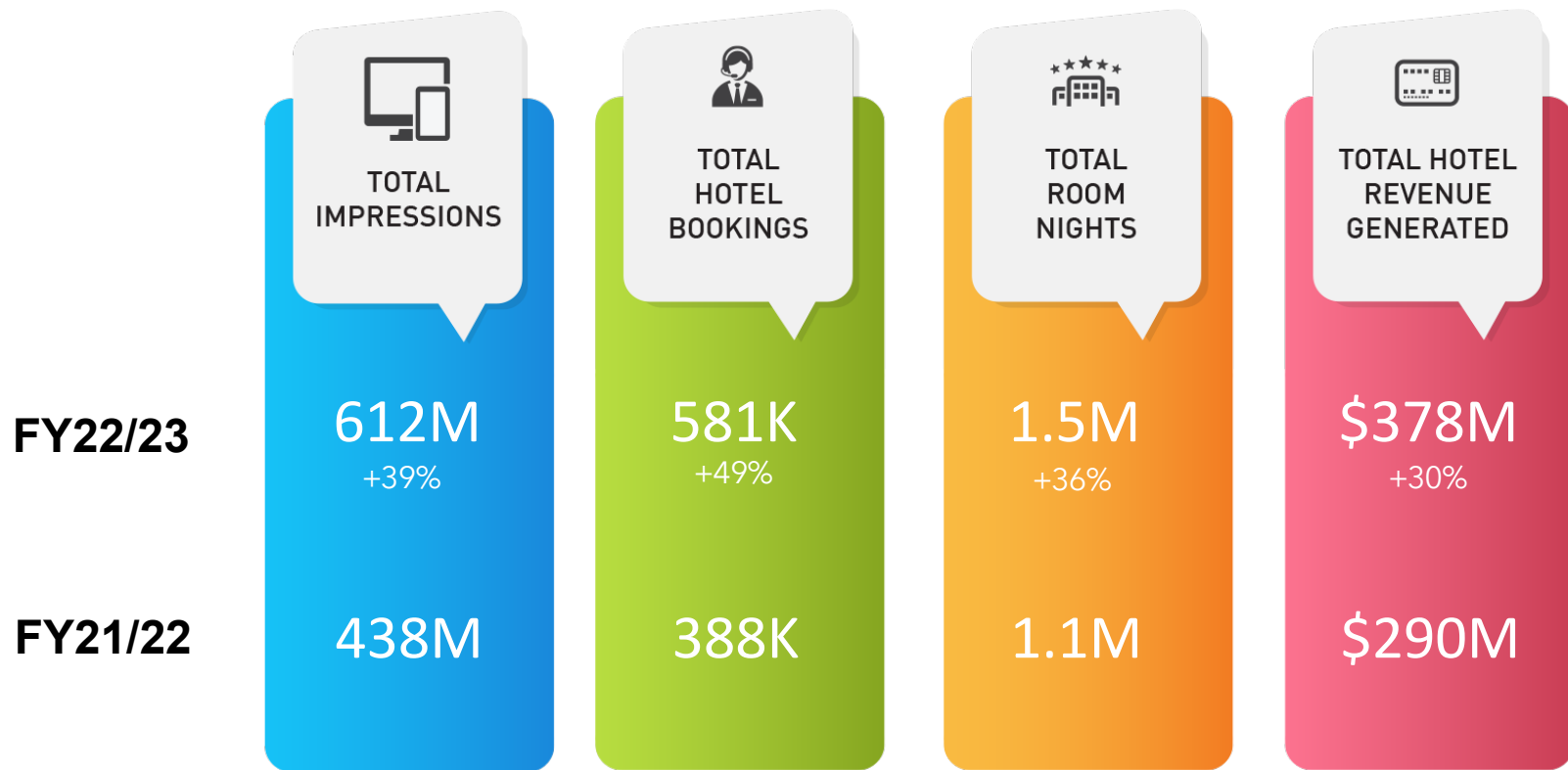
<u>KPIs</u>	21/22 Actual	22/23 Updated Goal
# of Media Placements	589	Total: 605 placements
AVE	\$138M	Total AVE: \$150M
Impressions	6.3 Billion	Total 7 Billion
Desk siders or IRL journalist meetings	25	250
Press Trips vs (# of journalists?)	5 & 140 visiting journalists	8 & 150 visiting journalists
Interactive 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:	444	605	73.39%
Overall Total Circulation:	1,192,241,404	2,800,000,000	42.58%
Overall Total Media Impressions:	2,980,603,510	7,000,000,000	42.58%
Overall Total Ad Equivalency:	\$44,030,065.89	\$150,000,000	29.35%
Number of Press Trips:	6	8	75%
Number of Visiting Journalists:	62	150	41.33%
Number of Media Events:	0	2	-
Number of Deskside Media Appts.	174	250	69.6%

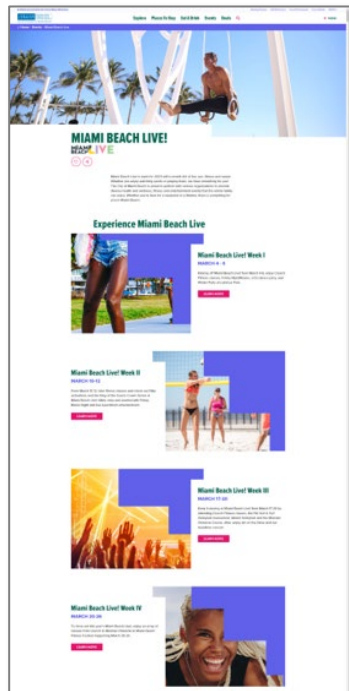
Note: The Key Performance Indicators (KPI) section provides you with a snapshot view of the results garnered by the efforts of the communications department through the month of January 2023 for Miami Beach

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, 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

GREATER MIAMI CONVENTION & VISITORS BUREAU GREATER MIAMI & MIAMI BEACH

Explore Places To Stay Eat & Drink Events Deals

Language

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



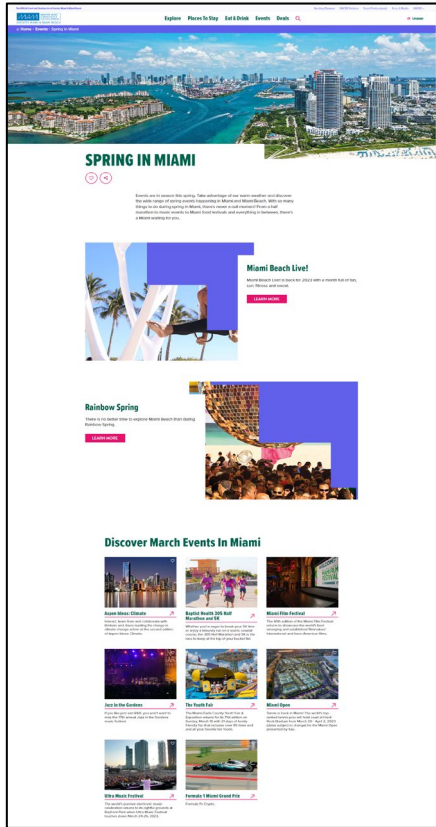
RAINBOW SPRING

♡ ↶

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

Additional Spring Campaign



- **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

January 2023					
	Occupancy	ADR	RevPAR	Rooms Sold	Gross Revenue
Miami Beach	76.5%	\$330.36	\$252.73	511,784	\$169,072,144
Downtown Miami	68.1%	\$276.12	\$188.09	228,376	\$63,058,434
Miami-Dade County	75.5%	\$253.01	\$191.07	1,553,442	\$393,043,607
Miami-Dade County w/o Miami Beach	75.0%	\$215.01	\$161.36	1,041,658	\$223,971,463

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



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