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:			
CosmoProf 2023 - 1/20-26/24			
Urban Land Institute Fall Meeting 2026 - 10/27-29/26			
MBCC Priority 2 (P2)	Booked	Goal	% to Goal
Number of Groups	0	4	0%
Number of Room Nights	0	30,000	0%
Groups:			
2023 USA Health Expo 4/27/23 5/1/23			
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

reference Voind Cup 2026 Preliminary Draw MCC V12/1023 V13/1023 V.500 V.7350 V.7350 <th th="" v.7<=""><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th>Show</th></th>	<th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th>Show</th>								Show
USA Fencing 2023 North American Cup. 14Q Inder, Staff Block IMCC 10/2/4/2023 10/3/07/203 11.0 540 685 USA Fencing 2023 Sinth American Cup, Turnamer Housing, Attendee Block IMCC 10/2/5/2023 10/3/07/203 575 2.13 Caliron Events North America ITC LATAM (Instructench Connectonch) DDEL 5/1/2024 6/1/7024 500 1.146 National Association of Clip Fansportation Dfficials (NACTO) NACTO'S Designing Cliptic Conference DDEL 5/1/2024 6/1/7024 400 4.300 Visit Fiorida Fonda Encounter / Fonda Huddle ABAT 7/26/2024 8/1/2024 6/3 0.00 4.000 Visit Fiorida Ponda Encounter / Fonda Huddle ABAT 7/26/2024 8/1/2024 3.000 9.00 0.5000 Visit Fiorida Pacto Anticlic Step Conference DEL 8/1/2024 10/3/2024 10/3/000 10,640 6.000 Visit Fonda Pacto Anticlic Step Conference DEL 11/8/2024 10/3/1024 10/3/1024 10/3/1024 10/3/1024 1.1/3/204 10/3/102 10,640 6.000 Visit Fonda Pacto Anticarego Forum	Account Name								
USA Fencing 2023 North American Cup, Tournament Housing, Attendee Block IMCC 10/25/2023 10/30/2023 575 2,195 686 Stde 2024 Side X Side Forum TFR V 2/4/2024 4/14/2024 4/14/2024 4/14/2024 515 1.318 1.400 Charlon Events North America TC LATAM (InsureTech Connect) DDEL 5/12/2024 6/17/2024 5/17/2024 <td>Federation Internationale de Football Association (FIFA)</td> <td>World Cup 2026 Preliminary Draw</td> <td>JMCC</td> <td>7/21/2023</td> <td>7/31/2023</td> <td>1,500</td> <td>7,350</td> <td>2,000</td>	Federation Internationale de Football Association (FIFA)	World Cup 2026 Preliminary Draw	JMCC	7/21/2023	7/31/2023	1,500	7,350	2,000	
Side 2024 syle x side forum TRY 2/4/2024 2/8/2024 525 1,18 1,400 National Association of City Transportation Officials (NACTO) NACTO? Designing Cities Conference DDEL 5/12/2024 5/12/2024 5/00 1,566 155.000 National Association of Chiefs of Police (IACP) Annual ACP impaired Driving and Traffic Safety Conference DDEL 8/12/2024 8/21/2024 5/20 4,200 4,300 1,300 1,300 1,300 1,300 3,000 5,000 1,600 4,200 1,112/2024 1,010 1,140 1,140 1,140 1,140 1,140 1,140 1,140 1,140 1,140 1,140 1,140 1,140 <td< td=""><td>USA Fencing</td><td>2023 North American Cup - HQ Hotel, Staff Block</td><td>JMCC</td><td>10/24/2023</td><td>10/30/2023</td><td>110</td><td>540</td><td>685</td></td<>	USA Fencing	2023 North American Cup - HQ Hotel, Staff Block	JMCC	10/24/2023	10/30/2023	110	540	685	
Clarion Events North America IT CLATAM (InsureTech Connect) DPL 4/14/2024 4/18/2024 500 1.563 15.000 National Association of City Transportation Officials (NACTO) NACTO S Designing Cluits Conference DIMC 5/28/2024 6/27/2024 5/000 5/53 3,000 Visit Florida Florida Encounter / Florida Huddle ABAT 7/26/2024 8/1/2024 8/22/2024 1.000 4,300 1.300 Visit Florida Annal IACP Impared Driving and Traffic Safety Conference DDL 8/2/2024 8/22/2024 1.000 4,300 1.300 Vialuetainment 2024 VALUETAINMINET VMAN 8/18/2024 8/22/2024 3.000 3,000 5.000 Vialuetainment extop Inscient 2024 AULUETAINMINET VMAN 8/12/2024 1.11/2024 1.11/2024 1.11/2024 1.000 3,000 5.000 Vialuetainment extop Inscient Advicor Summinue 2025 BSC0 1.11/1/2024 1.11/2024 1.050 0.000 3,084 2,000 3,684 2,200 3,684 2,200 3,684	USA Fencing	2023 North American Cup, Tournament Housing, Attendee Block	JMCC	10/25/2023	10/30/2023	575	2,195	685	
National Association of City Transportation Officials (NACTO) NACTOS Designing Cities Conference DDEL 5/12/2024 5/12/20	Side	2024 Side x Side Forum	TFRY				1,318	1,400	
Delta Signa Theta Sorority inc. 2024 Southerin Regional Conference JMCC 5/28/2024 6/3/2024 6/3/2024 6/3/2024 6/3/2024 8	Clarion Events North America	ITC LATAM (InsureTech Connect)	DDEL	4/14/2024	4/18/2024	500	1,565	15,000	
Wist Florida Florida Florida Florida Hudie BAT 7/26/2014 8/1/2024 6555 2,278 4,000 Valuetalninerational Association of Chiefs of Police (IACP) Annual IACP (Impaired Driving and Traffic Safety Conference DDEL 8/1/2024 8/1/2024 500 2,475 2,000 VetApp NetApp INSIGHT 2024 TFRV 10/12/2024 10/11/2024 3,000 0,600 6,000 VetApp AFROTECH MICC 11/8/2024 11/8/2024 11/8/2024 11/8/2024 11/8/2024 10/00 6,000 National 8(a) Association 2024 Air Cargo Forum MICC 11/8/2024 11/8/2024 11/8/2024 10/00 3,684 2,000 National 8(a) Association AFROTECH DDEL 11/8/2024 11/8/202 11/8/202 1/8/202 3,000 11/8/30 2,000 Workhuman Workhuman Live DDEL 1/3/2025 5/2/4/2025 5/00 1,030 7,48 4,000 Notional Microity Supplice Percelopment Council, Inc. 2025 Conference and Exchange MICC 11/8/2025 11/1/	National Association of City Transportation Officials (NACTO)	NACTO'S Designing Cities Conference	DDEL	5/12/2024	5/17/2024	500	1,740	500	
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 1,200 Valuetainment V204 VALUETAINMNET VMAN 8/18/2024 8/24/2024 5/60 2,475 2,000 VexPap NetApp INSIGHT 2024 BSC0 10/25/2024 11/11/2024 3,000 10,640 6,000 Blavity Actional Cargo Forum IMCC 11/8/2024 11/16/2024 1,500 7,575 15,000 Blavity ARFOTECH BSC0 11/1/2024 1/16/2024 1,200 2,684 2,000 Red Hat, Inc. Red Hat Summit 2025 MTEI 4/3/2025 1/12/2025 1,210 3,864 2,000 Krewstet Advisor Summit 2025 MTEI 4/3/2025 5/1/12025 1,711 5,331 2,000 Northuman Vorkhuman Vorkhuman Vork DEL 5/1/3/2025 3,000 1,480 1,0000 National Minority Supplier Development Council, Inc. 2025 conference and Exchange <t< td=""><td>Delta Sigma Theta Sorority Inc</td><td>2024 Southern Regional Conference</td><td>JMCC</td><td>5/28/2024</td><td>6/3/2024</td><td>1,700</td><td>5,555</td><td>3,000</td></t<>	Delta Sigma Theta Sorority Inc	2024 Southern Regional Conference	JMCC	5/28/2024	6/3/2024	1,700	5,555	3,000	
Valuetainment 2024 VALUETAINMET VMAN 8/18/2024 8/24/2024 5/20 2,475 2,000 NetApp NetApp INSIGHT 2024 TFRY 10/5/2024 10/11/2024 3,300 9,700 5,000 Kop Realty exp(con. 2024 BSCO 10/25/2024 11/11/2024 3,300 9,700 5,000 Bisity AFROTECH BSCO 11/11/2024 11/12/2024 1,500 7,575 51,000 National 8(a) Association Red Hat Inc. Red Hat Inc. 86/200 11/11/2024 1,10/2024 1,000 3,684 2,0000 Envestnet Advisor Summit 2025 MTEI 4/3/27225 1,71/2025 1,71/2025 3,71/2025 3,71/2025 3,700 3,684 2,0000 International Gay & Lesbian Travel Association IGLTA Col Starting Constraint Starting Co	Visit Florida	Florida Encounter / Florida Huddle	ABAT	7/26/2024	8/1/2024	655	2,278	4,000	
NetApp NetApp<	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	
eXp RealtyeXpCon 2024SCO10/25/202411/1/202411/1/202410.640660The International Air Cargo Association2024 Air Cargo ForumJMCC11/18/202411/16/20246.502.51010.000BelvityAFKOTECHSCO11/11/202411/16/20241.507.5715.000National 8(a) Association 2025 Annual Conference RFPDEL11/23/20251.71/20251.71/203.6842.000EnvestnetRed Hat Summit 2025BSCO5/17/20255/17/20253.0011.0915.000EnvestnetAdvisor Summit 2025Morkhuman IueDEL5/13/20255/17/20253.0011.0915.000International Society on Thrombosis and Haemostasis (ISTHDISTH CongressABAT9/24/20259/26/20251.5002.2400Adsican Micro Metropolis of AtlantaHellenic Dance Festival 2026JMCC11/18/202511/14/20251.5003.000Adsica Metropolis of AtlantaHellenic Dance Festival 2026JMCC11/18/20261.9203.0003.000American Society of Retina Specialists (ASRS)Afstonal Micro Metropolis of AtlantaAfstonal Micro Metropolis of S/14/20265/21/20269.009.003.000American Society of Gene & Cell Therapy206 Annual MetringBSCO5/11/20265/21/20261.8007.2003.000American Society of Gene & Cell Therapy206 Annual MetrofingBSCO5/11/20265/21/20261.8007.2003.000American Society of Gene & Cell T	Valuetainment	2024 VALUETAINMNET	VMAN	8/18/2024	8/24/2024	560	2,475	2,000	
The International Air Cargo Association 2024 Air Cargo Forum IMC 11/8/2024 11/16/2024 665 2.510 1,000 Blavity AFROTECH BSC0 11/11/2024 11/16/2024 1,500 7,575 1,000 National 8(a) Association 2025 Annual Conference RFP DEL 1/23/2025 4/12/2025 4,000 1,4180 5,000 Red Hat, Inc. Red Hat Summit 2025 MTE 4/3/2025 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 1,000 International Gay & Lesbian Travel Association IGLTA IGLTA 2025 Conference and Exchange IMIC 10/26/2025 1/11/12025 1,800 7,348 4,000 National Minority Supplier Development Council, Inc. 2025 Conference and Exchange IMIC 1/18/2025 1/14/2025 1,800 7,348 4,000 AGCL-American Association of Gynecologic Laparoscopists Sth Global Congress on MIGS ITK 1/18/2025 1/14/2025 1,800 7,200 8,200	NetApp	NetApp INSIGHT 2024	TFRY	10/5/2024	10/11/2024	3,300	9,700	5,000	
Blavity AFROTEH BSCO 11/11/2024 11/12/2024 1,10/12/2024 1,11/	eXp Realty	eXpCon 2024	BSCO	10/25/2024	11/1/2024	3,000	10,640	6,000	
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 Summit 2025 MTEI 4/3/2025 5/11/2025 1,120 3,684 2,000 Workhuman Workhuman Live DDEL 5/13/2025 5/12/2025 3,000 11,091 5,000 Workhuman Workhuman Live DDEL 5/13/2025 5/24/2025 3,000 11,091 5,000 National Minority Supplier Development Council, Inc. 2025 Conference and Exchange JMCC 6/26/2025 1/11/2025 1,41/12025 1,4000 2,500 AGL-American Association (Gynecologic Laparoscopists 54th Global Congress on MIGS TFRY 11/8/2025 1/11/2025 1,905 2,500 Greek Orthodox Metropolis of Atlanta Hellenic Dance Festival 2026 JMCC 1/14/2026 1/38/202 9/26/202 9/20 3,000 0,200 3,200 Optica Annual Convention & Exposition BSCO 5/17/2026 5/23/2026 1,800 7,200 8,200 3,200 <t< td=""><td>The International Air Cargo Association</td><td>2024 Air Cargo Forum</td><td>JMCC</td><td>11/8/2024</td><td>11/16/2024</td><td>665</td><td>2,510</td><td>1,000</td></t<>	The International Air Cargo Association	2024 Air Cargo Forum	JMCC	11/8/2024	11/16/2024	665	2,510	1,000	
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 5/2/2025 5,000 15,000 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 5/26/2025 500 1,500 2,400 Axtional Minority Supplier Development Council, Inc. 2025 Conference and Exchange JMCC 1/14/2025 1/14/2025 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 3,200 American Society of Retina Specialists (ASRS) ASRA nnual International Conference BSCO 5/11/2026 5/22/2026 1,800 7,200 3,200 American Society of Retina Specialists (ASRS) ASRA nnual International Conference BSCO 5/11/2026 1,500 4,500	Blavity	AFROTECH	BSCO	11/11/2024	11/16/2024	1,500	7,575	15,000	
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 1/14/2025 1/14/2025 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 5/17/2026 5/23/2026 900 2,900 3,000 American Society of Gene & Cell Therapy 2026 Annual Meeting BSCO 5/17/2026 5/22/2026 1,800 7,200 8,000 <td>National 8(a) Association</td> <td>National 8(a) Association 2025 Annual Conference RFP</td> <td>DDEL</td> <td>1/23/2025</td> <td>1/31/2025</td> <td>1,200</td> <td>3,684</td> <td>2,000</td>	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	
Workhuman Workhuman Live DDEL 5/13/2025 5/24/2025 3,000 11,091 5,000 International Society on Thrombosis and Haemotasis (ISTH) 2025 ISTH Congress JMCC 6/26/2025 7/7/2025 2,400 13,800 10,000 National Minority Supplier Development Council, Inc. 2025 Conference and Exchange JMCC 10/26/2025 11/11/2025 1,110 3,000 7,348 4,0000 AAGL-American Association of Gynecologic Laparoscopists 54th Global Congress on MIGS TFRY 11/8/2026 1/14/2026	Red Hat, Inc.	Red Hat Summit 2025	MTEJ	4/3/2025	4/12/2025	4,000	14,180	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 1/11/2025 1,111/2025 1,214 4,905 2,500 Greek Orthodox Metropolis of Atlanta Hellenic Dance Festival 2026 JMCC 1/4/2026 1/4/2026 5/25 1,690 1,500 Optica Ontrodic Secondary of Atlanta Hellenic Dance Festival 2026 JMCC 1/14/2026 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 8,200 American Society of Gene & Cell Therapy 2026 Annual Meeting BSCO 9/17/2026 5/22/2026 1,800 7,200 8,000 Milliman Milliman 2026 Health Forum TFRY 10/10/2026 1/17/2026 1/2/2026 1,500 47,900 65	Envestnet	Advisor Summit 2025	BSCO	5/9/2025	5/17/2025	1,715	5,331	2,000	
International Gay & Lesbian Travel Association IGLTA IGLTA 2025 IGLTA 2025 S00 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 11/11/2025 1,231 4,905 2,500 Greek Orthodox Metropolis of Atlanta Hellenic Dance Festival 2026 JMCC 1/14/2026 4/25/2026 900 2,900 3,000 Optica Conference on Lasers and Electro-Optics (CLEO) DEL 5/14/2026 5/22/2026 1,800 7,200 1,290 American Society of Retina Specialists (ASRS) ARSA Annual International Conference BSCO 5/17/2026 5/22/2026 1,800 7,200 1,290 American Society of Gene & Cell Therapy 2026 Annual Meeting BSCO 5/17/2026 1/2020 1,500 47,900 65,000 Milliman Off Dermatologic Surgery Annual Meeting BSCO 9/27/2026 1/240 4,923 <td< td=""><td>Workhuman</td><td>Workhuman Live</td><td>DDEL</td><td>5/13/2025</td><td>5/24/2025</td><td>3,000</td><td>11,091</td><td>5,000</td></td<>	Workhuman	Workhuman Live	DDEL	5/13/2025	5/24/2025	3,000	11,091	5,000	
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 Corgress 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 1/14/2026 900 2,900 3,000 Optica Conference on Lasers and Electro-Optics (CLEO) DDEL 5/14/2026 5/22/2026 900 7,200 1,299 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 65,000 Mulliman Milliman 2026 Health Forum JMCC 6/8/2026 1/15/2026 1,240 4,028 1,200 AAGL-American Association of Gynecologic Laparoscopists 55th Global Congress on MIGS TFRY 10/10/2026 1/1	International Society on Thrombosis and Haemostasis (ISTH)	2025 ISTH Congress	JMCC	6/26/2025	7/7/2025	2,470	13,840	10,000	
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 5/23/2026 900 2,900 3,000 Optica Conference on Lasers and Electro-Optics (CLEO) DEL 5/14/2026 5/23/2026 1,800 7,200 1,299 American Society of Retina Specialists (ASRS) ASRS Annual International Conference 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 Milliman Conference on Lasers on MIGS TFRY 10/10/2026 10/17/2026 875 3,270 1,000 Milliman Milliman 2026 Health Forum TFRY 10/31/2026 11/5/2026 1,280 4,930 2,500 Professional Convention Management Association (PCMA)	International Gay & Lesbian Travel Association IGLTA	IGLTA 2025	ABAT	9/24/2025	9/26/2025	500	1,500	2,400	
Greek Orthodox Metropolis of AtlantaHellenic Dance Festival 2026JMCC1/14/20261/18/20265251,6901,500Water Quality Association (WQA)Annual Convention & ExpositionBSCO4/19/20264/25/20269002,9003,000OpticaConference on Lasers and Electro-Optics (CLEO)DDEL5/14/20265/22/20261,8007,2003,200American Society of Retina Specialists (ASRS)ASRS Annual International ConferenceBSCO5/17/20265/22/20261,8007,2008,000Federation Internationale de Football Association (FIFA)World CupJMCC6/8/20267/22/20261,50047,90065,000American Society for Dermatologic SurgeryAnnual MeetingBSCO9/27/202610/4/20268753,2701,000MillimanMilliman 2026 Health ForumTFRY10/13/20261,2201,2404,9302,500Professional Convention Management Association (PCMA)PCMA Convening Leaders 2027BSCO1/14/20271/13/20273,75013,8504,000Specialty Coffee AssociationAnnual MeetingBSCO5/11/20272,50010,17515,000Association for Uncrewed Vehicle Systems International (AUVSI)Xponential 2027BSCO5/13/20275/22/20271,8005,70710,000MGMA - Medical Group Management Association2027 Medical Practice Excellence Leaders ConferenceTFRY9/15/20279/23/20271,8005,70710,000MGMA - Medical Group Management Association	National Minority Supplier Development Council, Inc.	2025 Conference and Exchange	JMCC	10/26/2025	11/11/2025	1,800	7,348	4,000	
Water Quality Association (WQA)Annual Convention & ExpositionBSCO4/19/2024/25/20269002,9003,000OpticaConference on Lasers and Electro-Optics (CLEO)DDEL5/14/20265/23/20269204,5003,200American Society of Retina Specialists (ASRS)ASRS Annual International ConferenceBSCO5/17/20265/22/20261,8007,2001,299American Society of Gene & Cell Therapy2026 Annual MeetingBSCO5/17/20265/22/20261,8007,2008,000Federation Internationale de Football Association (FIFA)World CupJMCC6/8/20267/22/20261,50047,90065,000American Society of Dermatologic SurgeryAnnual MeetingBSCO9/2/202610/17/20261,2404,0281,200MillimanMilliman 2026 Health ForumTFRY10/10/202610/17/20261,2404,0281,200AAGL-American Association of Gynecologic Laparoscopists55th Global Congress on MIGSTFRY10/31/202611/5/20261,2804,9302,500Professional Convention Management Association (PCMA)PCMA Convening Leaders 2027BSCO1/8/20271/13/20273,75013,8504,000Association of Uncrewed Vehicle Systems International (AUVSI)Xponential 2027BSCO5/13/20275/22/20271,8007,2543,000MGMA - Medical Group Management Association2027 Medical Practice Excellence Leaders ConferenceTFRY10/12/20271,2005,000Mortgage Bankers Associati	AAGL-American Association of Gynecologic Laparoscopists	54th Global Congress on MIGS	TFRY	11/8/2025	11/14/2025	1,231	4,905	2,500	
OpticaConference on Lasers and Electro-Optics (CLEO)DDEL5/14/20265/23/20269204,5003,200American Society of Retina Specialists (ASRS)ASRS Annual International ConferenceBSCO5/17/20265/22/20261,8007,2001,299American Society of Gene & Cell Therapy2026 Annual MeetingBSCO5/17/20265/22/20261,8007,2008,000Federation Internationale de Football Association (FIFA)World CupJMCC6/8/20267/22/20261,50047,90065,000American Society for Dermatologic SurgeryAnnual MeetingBSCO9/27/202610/4/20268753,2701,000MillimanMilliman 2026 Health ForumTFRY10/10/202610/17/20261,2804,9302,500AAGL-American Association of Gynecologic Laparoscopists55th Global Congress on MIGSTFRY10/31/202611/5/20261,2804,9302,500Professional Convention Management Association (PCMA)PCMA Convening Leaders 2027BSCO1/8/20271/13/20273,75013,8504,000Association of Uncrewed Vehicle Systems International (AUVSI)Xponential 2027BSCO5/13/20275/22/20271,5005,70710,000MGMA - Medical Group Management Association2027 Medical Practice Excellence Leaders ConferenceTFRY9/13/20271,5005,70710,000Mortage Bankers Association of AmericaMBA Annual Convention & Expo 2027DEL10/28/20271,8007,2543,000Mortage Bankers A	Greek Orthodox Metropolis of Atlanta	Hellenic Dance Festival 2026	JMCC	1/14/2026	1/18/2026	525	1,690	1,500	
American Society of Retina Specialists (ASRS)ASRS Annual International ConferenceBSCO5/17/20265/22/20261,8007,2001,299American Society of Gene & Cell Therapy2026 Annual MeetingBSCO5/17/20265/22/20261,8007,2008,000Federation Internationale de Football Association (FIFA)World CupJMCC6/8/20267/22/20261,50047,90065,000American Society for Dermatologic SurgeryAnnual MeetingBSCO9/27/202610/4/20268753,2701,000MillimanMilliman 2026 Health ForumTFRY10/10/202610/17/20261,2404,0281,200AAGL-American Association of Gynecologic Laparoscopists55th Global Congress on MIGSTFRY10/31/202611/5/20261,3804,9302,500Professional Convention Management Association (PCMA)PCMA Convening Leaders 2027BSCO1/8/20271/13/20273,75013,8504,000Specialty Coffee AssociationAnnual MeetingBSCO4/11/20274/19/20272,50010,17515,000Association for Uncrewed Vehicle Systems International (AUVSI)Xponential 2027BSCO5/13/20275/22/20271,8007,2543,000MGMA - Medical Group Management Association2027 Medical Practice Excellence Leaders ConferenceFFRY9/15/20279/23/20271,8007,2543,000Mortgage Bankers Association of AmericaMBA Annual Convention & Expo 2027DEL10/20/202710/28/20272,3007,6605,000 <td>Water Quality Association (WQA)</td> <td>Annual Convention & Exposition</td> <td>BSCO</td> <td>4/19/2026</td> <td>4/25/2026</td> <td>900</td> <td>2,900</td> <td>3,000</td>	Water Quality Association (WQA)	Annual Convention & Exposition	BSCO	4/19/2026	4/25/2026	900	2,900	3,000	
American Society of Gene & Cell Therapy2026 Annual MeetingBSCO5/17/20265/22/20261,8007,2008,000Federation Internationale de Football Association (FIFA)World CupJMCC6/8/20267/22/20261,50047,90065,000American Society for Dermatologic SurgeryAnnual MeetingBSCO9/27/202610/4/20268753,2701,000MillimanMilliman 2026 Health ForumTFRY10/10/202610/17/20261,2404,0281,200AAGL-American Association of Gynecologic Laparoscopists55th Global Congress on MIGSTFRY10/31/202611/5/20261,2804,9302,500Professional Convention Management Association (PCMA)PCMA Convening Leaders 2027BSCO1/8/20271/13/20273,75013,8504,000Specialty Coffee Association for Uncrewed Vehicle Systems International (AUVSI)Xponential 2027BSCO5/13/20275/22/20271,5005,70710,000MGMA - Medical Group Management Association of AmericaMBA Annual Convention & Expo 2027DEL10/20/20271/28/20272,3007,6605,000Mortgage Bankers Association of AmericaMBA Annual Convention & Expo 2028DDEL10/18/202810/26/20282,3007,6605,000	Optica	Conference on Lasers and Electro-Optics (CLEO)	DDEL	5/14/2026	5/23/2026	920	4,500	3,200	
Federation Internationale de Football Association (FIFA)World CupJMCC6/8/20267/22/20261,50047,90065,000American Society for Dermatologic SurgeryAnnual MeetingBSCO9/27/202610/4/20268753,2701,000MillimanMilliman 2026 Health ForumTFRY10/10/202610/17/20261,2404,0281,200AAGL-American Association of Gynecologic Laparoscopists55th Global Congress on MIGSTFRY10/31/202611/5/20261,2804,9302,500Professional Convention Management Association (PCMA)PCMA Convening Leaders 2027BSCO1/8/20271/13/20273,75013,8504,000Specialty Coffee AssociationAnnual MeetingBSCO4/11/20274/19/20272,50010,17515,000Association for Uncrewed Vehicle Systems International (AUVSI)Xponential 2027BSCO5/13/20275/22/20271,8007,2543,000MGMA - Medical Group Management Association of AmericaMBA Annual Convention & Expo 2027DEL10/20/20271/28/20272,3007,6605,000Mortgage Bankers Association of AmericaMBA Annual Convention & Expo 2028DDEL10/18/202810/26/20282,3007,6605,000	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 for Dermatologic SurgeryAnnual MeetingBSCO9/27/202610/4/20268753,2701,000MillimanMilliman 2026 Health ForumTFRY10/10/202610/17/20261,2404,0281,200AAGL-American Association of Gynecologic Laparoscopists55th Global Congress on MIGSTFRY10/31/202611/5/20261,2804,9302,500Professional Convention Management Association (PCMA)PCMA Convening Leaders 2027BSCO1/8/20271/13/20273,75013,8504,000Specialty Coffee AssociationAnnual MeetingBSCO4/11/20274/19/20272,50010,17515,000Association for Uncrewed Vehicle Systems International (AUVSI)Xponential 2027BSCO5/13/20275/22/20271,5005,70710,000MGMA - Medical Group Management Association of AmericaMBA Annual Convention & Expo 2027DDEL10/20/202710/28/20272,3007,6605,000Mortgage Bankers Association of AmericaMBA Annual Convention & Expo 2028DDEL10/18/202810/26/20282,3007,6605,000	American Society of Gene & Cell Therapy	2026 Annual Meeting	BSCO	5/17/2026	5/22/2026	1,800	7,200	8,000	
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 Speciation Group Convention Management Association (PCMA) PCMA Convening Leaders 2027 BSCO 4/11/2027 1/13/2027 3,750 13,850 4,000 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 <td< td=""><td>Federation Internationale de Football Association (FIFA)</td><td>World Cup</td><td>JMCC</td><td>6/8/2026</td><td>7/22/2026</td><td>1,500</td><td>47,900</td><td>65,000</td></td<>	Federation Internationale de Football Association (FIFA)	World Cup	JMCC	6/8/2026	7/22/2026	1,500	47,900	65,000	
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 1/28/2027 1,800 7,254 3,000 Mortgage Bankers Association of America MBA Annual Convention & Expo 2027 DDEL 10/28/2027 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 Society for Dermatologic Surgery	Annual Meeting	BSCO	9/27/2026	10/4/2026	875	3,270	1,000	
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	Milliman	Milliman 2026 Health Forum	TFRY	10/10/2026	10/17/2026	1,240	4,028	1,200	
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	AAGL-American Association of Gynecologic Laparoscopists	55th Global Congress on MIGS	TFRY	10/31/2026	11/5/2026	1,280	4,930	2,500	
Association for Uncrewed Vehicle Systems International (AUVSI) Xponential 2027 Besc 5/13/2027 BSC 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	Professional Convention Management Association (PCMA)	PCMA Convening Leaders 2027	BSCO	1/8/2027	1/13/2027	3,750	13,850	4,000	
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	Specialty Coffee Association	Annual Meeting	BSCO	4/11/2027	4/19/2027	2,500	10,175	15,000	
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	Association for Uncrewed Vehicle Systems International (AUVSI)	Xponential 2027	BSCO	5/13/2027	5/22/2027	1,500	5,707	10,000	
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	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 2028 DDEL 10/18/2028 10/26/2028 2,300 7,660 5,000	Mortgage Bankers Association of America	MBA Annual Convention & Expo 2027	DDEL				7,660	5,000	
	Mortgage Bankers Association of America	MBA Annual Convention & Expo 2028	DDEL	10/18/2028	10/26/2028	2,300			
	American Academy of Dermatology (AAD)		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
kon 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
DEA 2022	03/22/22	10,000	P1
Bitcoin 2022 Convention	04/01/22	30,000	P1
Merge America's Technology Conference	04/13/22	5,000	P3
Seatrade Cruise Global	04/20/22	10,000	P1
imitless Wealth - Self-Help Seminar	04/29/22	100	P3
Miami Cosmetics Surgery	05/03/22	800	P3
VACA 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
nternational 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
IME 2022	07/23/22	8,000	P1
Destination Hoops	08/03/22	4,000	P3
JTD 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
rt Basel Union Training	09/06/22	0	P3
Democratic Blue Gala	09/09/22	600	P3
merica's Food & Beverage Show	09/08/22	11,000	P3
Smart City Expo USA 2022	09/12/22	3,500	P3
coShield Pro Bowl	09/22/22	400	P3
Vorld Molecular Imaging Society (WMIC) 2021	09/27/22	1,200	P2
leweler's International Showcase	09/27/22	10,000	P1
FS 2022 World Conference	10/07/22	2,500	P1
Iyundai Meeting	10/14/22	30	P3
/iami International Auto Show	10/10/22	30,000	P3
JS MD Codes Live Tour	10/15/22	350	P3
GBTQ 2022 Gala	10/20/22	700	P3
Propy Summit	10/26/22	350	P3
BA Annual Conference	10/24/22	3,500	P2
udy Lane ICS (ICW IBA)	10/30/22	200	P3
he International Congress of Esthetics & Spa	11/03/22	4,500	P3
Cargo.One - Executive Meeting 2023	11/07/22	15	P3
ir Cargo Forum Miami & Transport Logistic Americas	11/05/22	2,000	P1
rt Basel in Miami Beach	11/13/22	77,000	P1
/IDA / ESTILO Restaurant Group Holiday Annual Staff Breakfast Meeting	12/15/22	200	P3
FunerEvo Miami	12/16/22	2,000	P3
	12/10/22		
Total Definite Leads: 72		Total Attendees : 469,675	

Communication / PR Goals

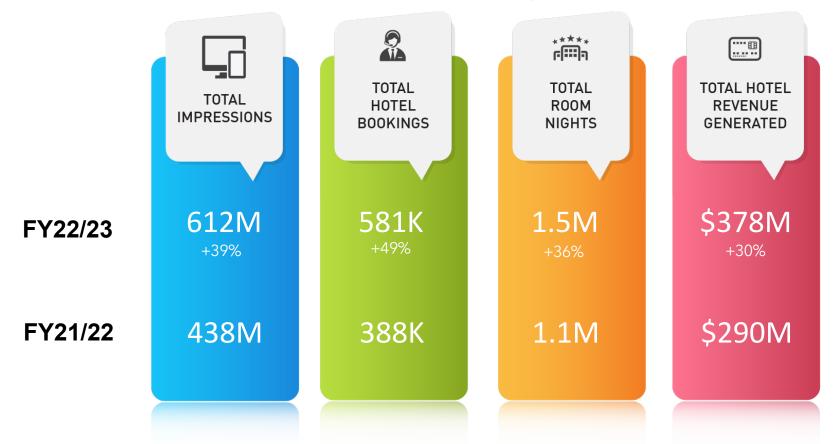
<u>KPIs</u>	21/22 Actual	22/23 Updated Goal
# of Media Placements	589	Total: 605 placements
AVE	\$138M	Total AVE: \$150M
Impressions	6.3 Billion	Total 7 Billion
Desk siders or IRL journalist meetings	25	250
Press Trips vs (# of journalists?)	5 & 140 visiting journalists	8 & 150 visiting journalists
Interactive 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

	YTD	<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%

<u>Note:</u> 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+





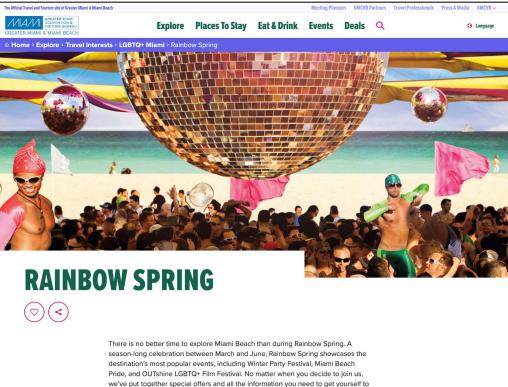


MARCH 1 – JUNE 21, 2023



- 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



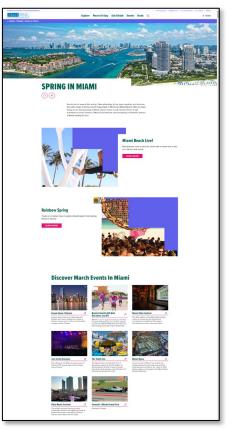


Miami Beach Rainbow Spring!

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



