

City of Miami Beach Finance and Economic Resiliency Committee Update



July 28, 2023



MBCC Goals	Goal	Contracted*	Committed**	Total Achieved	% of Goal
Bookings	11	5	3	8	73%
P1	55,000	29,017	26,193	55,210	100%
P2	30,000	4,295	0	4,295	14%
Total Room Nights	85,000	33,312	26,193	59,505	70%

* Contracted = MBCC Licensing Agreement or HQ Hotel Contract Received

** Committed = Destination Booking Agreement (DBA) Received

In-Hotel Goals - Bookings	Goal	Achieved	% of Goal
Bookings (Wins)	527	443	84%
Total Room Nights	265,000	186,361	70%

Account Name	Event Name	Date	Peak	Rooms	Attendees	Type
Informa Markets	CosmoProf	1/18/2024	2,000	8,500	4,000	Priority 1
Visit Florida	Florida Encounter / Florida Huddle	2/2/2024	505	1,465	650	Priority 2
Axon Enterprise	Axon Accelerate	4/22/2024	1,200	5,540	2,100	Priority 1
National Homeland Security	National Homeland Security	8/17/2024	750	2,830	1,500	Priority 2
eXp Realty	eXpCon 2024	10/28/2024	3,000	13,315	6,000	Priority 1
eXp Realty	eXpCon 2025	10/20/2025	3,000	13,305	6,000	Priority 1
Natl Minority Supplier	Conference and Exchange	10/26/2025	1,800	7,348	4,000	Priority 1
Urban Land Institute	ULI Fall Meeting	10/27/2026	2,600	7,202	5,000	Priority 1

Tentatives Expected to Close by September 30th

Account Name	Date	Peak	Rmnts	Attendees	Type
Phacilitate Advance Therapies	1/26/2024	500	1,658	2,000	Priority 2
3 Step Sports - Volleyball	2/1/2024	1,500	3,070	5,000	Priority 1
International Air Cargo	11/9/2024	1,500	5,547	4,000	Priority 1
Water Quality Association	4/19/2026	900	2,900	3,000	Priority 2
PCMA Convening Leaders (verbal definite)	1/10/2027	3,750	13,850	4,000	Priority 1

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	1500	7350	2000
Emerald Expositions, LLC (OMBAS)	Miami Beach Antique Jewelry Show - Fall 2023	ABAT	9/11/2023	9/18/2023	100	522	300
Asociacion Internacional de Periodistas de Espana	AIPE Latin Golden Awards October 2023	VMAN	10/2/2023	10/3/2023	50	100	450
Break the Floor Productions	Break the Floor Productions October 2023	TFRY	10/19/2023	10/21/2023	50	128	150
Towerhouse Experience Production	MDC Ascend Convention 2023 Staff Room Block	TFRY	10/24/2023	10/29/2023	35	168	35
America Digital	Congreso Latinoamericano Tecno, y Negocios America Digital 2023	VMAN	11/13/2023	11/17/2023	100	350	5000
Agency Be	CMB's Miami Dade 2023 Compact Climate Summit	VMAN	11/15/2023	11/17/2023	100	300	100
Informa Markets (a trading division of Informa PLC)	MAGIC Miami Jan. 2024	ABAT	1/6/2024	1/13/2024	450	1950	7000
Phacilitate	Phacilitate Advanced Therapies	VMAN	1/19/2024	1/25/2024	500	1658	2000
3 Step Sports	2024 Volleyball Tournament	JMCC	1/31/2024	2/4/2024	1500	1815	5000
3 Step Sports	2024 Volleyball Tournament	JMCC	2/1/2024	2/4/2024	1500	3070	5000
Side	2024 Side x Side Forum	TFRY	2/4/2024	2/8/2024	525	1318	1400
Monat	2024 Monat Global Conference	VMAN	2/7/2024	2/11/2024	250	800	250
Nestle USA	Nestle 11388 NHsc U.S. Cross Org National Meeting 2024	DDEL	2/23/2024	2/29/2024	580	1850	580
YPO - Young Presidents' Organization	YPO Leadership Program 2024	TFRY	2/24/2024	3/2/2024	190	810	190
Forward Coaching	BuiltHOW Live Spring 2024	TFRY	3/2/2024	3/8/2024	500	1740	2500
Jewelers International Showcase JIS	2024 Spring Show	ABAT	3/14/2024	3/18/2024	1500	7000	7000
Microsoft Corporation	Envision Tour Stops- Miami/Ft Lauderdale	TFRY	3/15/2024	3/21/2024	105	510	1500
Padelx	RacquetX 2024	JMCC	3/20/2024	3/27/2024	750	2783	1500
BMC Software, Inc.	FY25 Sales Kickoff	TFRY	4/12/2024	4/19/2024	1672	6292	1800
eMerge Americas, LLC	eMerge 2024	ABAT	4/18/2024	4/21/2024	20	25	10000
Axon Enterprise, Inc.	Axon Accelerate 2024	TFRY	4/19/2024	4/27/2024	1200	5540	2100
Yoga Expo, LLC	2024 Yoga Expo	VMAN	4/26/2024	4/27/2024	100	200	4000
Realcomm Conference Group, LLC	Realcomm IBcon 2024	TFRY	6/2/2024	6/7/2024	500	1780	1600
Elite Exhibitions (Cruise Ship Interiors)	Cruise Ship Interiors 2024	ABAT	6/3/2024	6/6/2024	300	800	800
Beyond Luxury Media Ltd (LE Miami)	LE Miami 2024	ABAT	6/9/2024	6/13/2024	500	1900	7000
Boston Consulting Group (MA)	BCG WW HC 24	DDEL	6/10/2024	6/14/2024	750	1930	750
National Shooting Sports Foundation, Inc.	NSSF Range Expo 2024	JGIA	7/13/2024	7/17/2024	290	934	300
Swimwear Association Of Florida	Swimwear Show 2024	ABAT	7/16/2024	7/23/2024	250	730	2500
Florida International Medical Exposition, Inc. (Informa-FIME)	Florida International Medical Expo 2024	ABAT	7/25/2024	8/3/2024	1000	3685	15000
Valuetainment	2024 VALUETAINMNENT	VMAN	8/18/2024	8/24/2024	560	2475	2000
BMC Software, Inc.	Global Connect 2024	TFRY	9/12/2024	9/19/2024	1672	6292	1800
World Trade Center Miami	America's Food and Beverage Show 2024	ABAT	9/14/2024	9/18/2024	100	400	3000
Clio	ClioCon2024	VMAN	9/16/2024	9/17/2024	2300	3850	3000
Jewelers International Showcase JIS	2024 Fall Show	ABAT	10/9/2024	10/13/2024	1500	7000	200
The International Air Cargo Association	2024 Air Cargo Forum	JMCC	11/8/2024	11/16/2024	1500	5547	1000
MCH Basel Exhibition Ltd. (Art Basel)	Art Basel 2024	ABAT	12/3/2024	12/11/2024	1800	7100	7000
Phacilitate	Advanced Therapies Week 2025	VMAN	1/27/2025	2/1/2025	300	1200	2000

Account Name	Lead Name	Rep	Mtg Start	Mtg End	Peak	Rmnts	Show Attendees
Maritz Global Events - AT&L Inc.	Confidential Inquiry 2025 Citywide	DDEL	4/2/2025	4/9/2025	1800	6228	2500
Vacation Rental Managers Association	VRMA 2025 Spring Forum	DDEL	4/5/2025	4/9/2025	511	1490	800
eMerge Americas, LLC	eMerge 2025	ABAT	4/30/2025	5/9/2025	230	599	10000
IBM Corporation	Think 2025	MTEJ	5/15/2025	5/24/2025	4500	16920	6000
Paralyzed Veterans Of America	2025 National Veterans Wheelchair Games	JMCC	7/27/2025	8/6/2025	800	5785	1500
SPARGO, Inc	Spargo Confidential Annual Convention	DDEL	9/8/2025	9/19/2025	6000	37620	10000
Trinity Edge Solutions	Residential Conference	VMAN	9/16/2025	9/24/2025	1000	4700	5000
National Commission On Correctional Health Care	NCCHC National Conference on Correctional Health Care	BSCO	10/9/2025	10/16/2025	800	3320	1000
Informa Markets (a trading division of Informa PLC)	Informa Tile & Stone Show 2025	ABAT	10/22/2025	11/1/2025	750	3320	7000
AAGL-American Association of Gynecologic Laparoscopists	54th Global Congress on MIGS	TFRY	11/8/2025	11/14/2025	1231	4905	2500
Press Ganey	Press Ganey HX26	DDEL	1/29/2026	2/3/2026	3005	10077	3000
Water Quality Association (WQA)	Annual Convention & Exposition	BSCO	4/26/2026	5/2/2026	900	2900	200
Optica	Conference on Lasers and Electro-Optics (CLEO)	DDEL	5/14/2026	5/23/2026	920	4500	3200
American Society of Gene & Cell Therapy	2026 Annual Meeting	BSCO	5/17/2026	5/22/2026	1800	7200	8000
Federation Internationale de Football Association (FIFA)	World Cup	JMCC	6/8/2026	7/22/2026	1500	47900	65000
Milliman	Milliman 2026 Health Forum	TFRY	10/10/2026	10/17/2026	1240	4028	1200
Informa Markets (a trading division of Informa PLC)	Informa Tile & Stone Show	ABAT	10/22/2026	11/1/2026	750	3720	7000
AAGL-American Association of Gynecologic Laparoscopists	55th Global Congress on MIGS	TFRY	10/31/2026	11/5/2026	1280	4930	2500
Boston Consulting Group (MA)	WWOM 2026	DDEL	11/4/2026	11/13/2026	2250	7250	2545
Professional Convention Management Association (PCMA)	PCMA Convening Leaders 2027	BSCO	1/8/2027	1/13/2027	3750	13850	4000
Association for Uncrewed Vehicle Systems International (AUVSI)	Xponential 2027	BSCO	5/13/2027	5/22/2027	1500	5707	10000
IEEE Meetings, Conferences & Events (MCE)	IEEE EMC + SIPI Symposium	DDEL	7/9/2027	7/16/2027	510	2227	1500
International Society for Hip Arthroscopy	ISHA Annual Scientific Meeting	VMAN	10/5/2027	10/10/2027	600	2600	1000
Mortgage Bankers Association (MBA)	MBA Annual Convention & Expo 2027	DDEL	10/20/2027	10/28/2027	2300	7660	5000
Mortgage Bankers Association (MBA)	MBA Annual Convention & Expo 2028	DDEL	10/18/2028	10/26/2028	2300	7660	5000
Gerontological Society of America	GSA 2028 Annual	DDEL	10/29/2028	11/6/2028	1600	6455	4000
American Association of Pharmaceutical Scientists	AAPS 2028 PharmSci 360	DDEL	11/1/2028	11/9/2028	1600	5795	5000
American Academy of Dermatology	American Academy of Dermatology (AAD) 2029 Annual Meeting	BSCO	3/5/2029	3/13/2029	7000	30660	19000
Future of Education Technology (FETC)	FETC (Future of Education Technology Conference) 2031	VMAN	1/24/2031	1/31/2031	3421	11356	4000

Account name	In Date	Attendance	Priority Status
Emerald Expositions, LLC (OMBAS)	1/15/2023	2,000	MBCC Recurring Annuals
Informa Markets (a trading division of Informa PLC)	2/5/2023	50,000	MBCC Recurring Annuals
Informa Markets (a trading division of Informa PLC)	2/23/2023	1,500	MBCC Recurring Annuals
Aspen Institute	3/3/2023	1,000	MBCC Recurring Annuals
Jewelers International Showcase JIS	3/24/2023	6,000	MBCC Recurring Annuals
eMerge Americas, LLC	4/15/2023	100,000	MBCC Recurring Annuals
The Aesthetic Society	4/17/2023	3,000	Priority 1
Trade Show Executive	4/29/2023	150	Priority 3
Bitcoin	5/14/2023	18,000	Priority 2
Terrapinn (NY)	5/14/2023	400	Priority 3
Systems and Machine Learning Foundation	6/3/2023	155	Priority 3
Elite Exhibitions (Cruise Ship Interiors)	6/5/2023	3,000	MBCC Recurring Annuals
Beyond Luxury Media Ltd (LE Miami)	6/10/2023	750	MBCC Recurring Annuals
Florida International Medical Exposition, Inc. (Informa-FIME)	6/15/2023	10,000	MBCC Recurring Annuals
Florida Supercon	6/29/2023	36,000	MBCC Recurring Annuals
Swimwear Association Of Florida	7/5/2023	7,500	MBCC Recurring Annuals
American Vein and Lymphatic Society	9/13/2023	2,500	Priority 1
World Trade Center Miami	9/16/2023	2,000	MBCC Recurring Annuals
Burger King Corporation	10/2/2023	1,200	Priority 2
Jewelers International Showcase JIS	10/12/2023	10,000	MBCC Recurring Annuals
Les Nouvelles Esthetiques & Spa	10/26/2023	1,500	MBCC Recurring Annuals
Cisco Systems, Inc.	11/2/2023	3,200	Priority 1
MCH Basel Exhibition Ltd. (Art Basel)	12/5/2023	100,000	MBCC Recurring Annuals
Total MBCC BOOKINGS: 23		Total Attendance: 359,855	

Communication / PR Goals

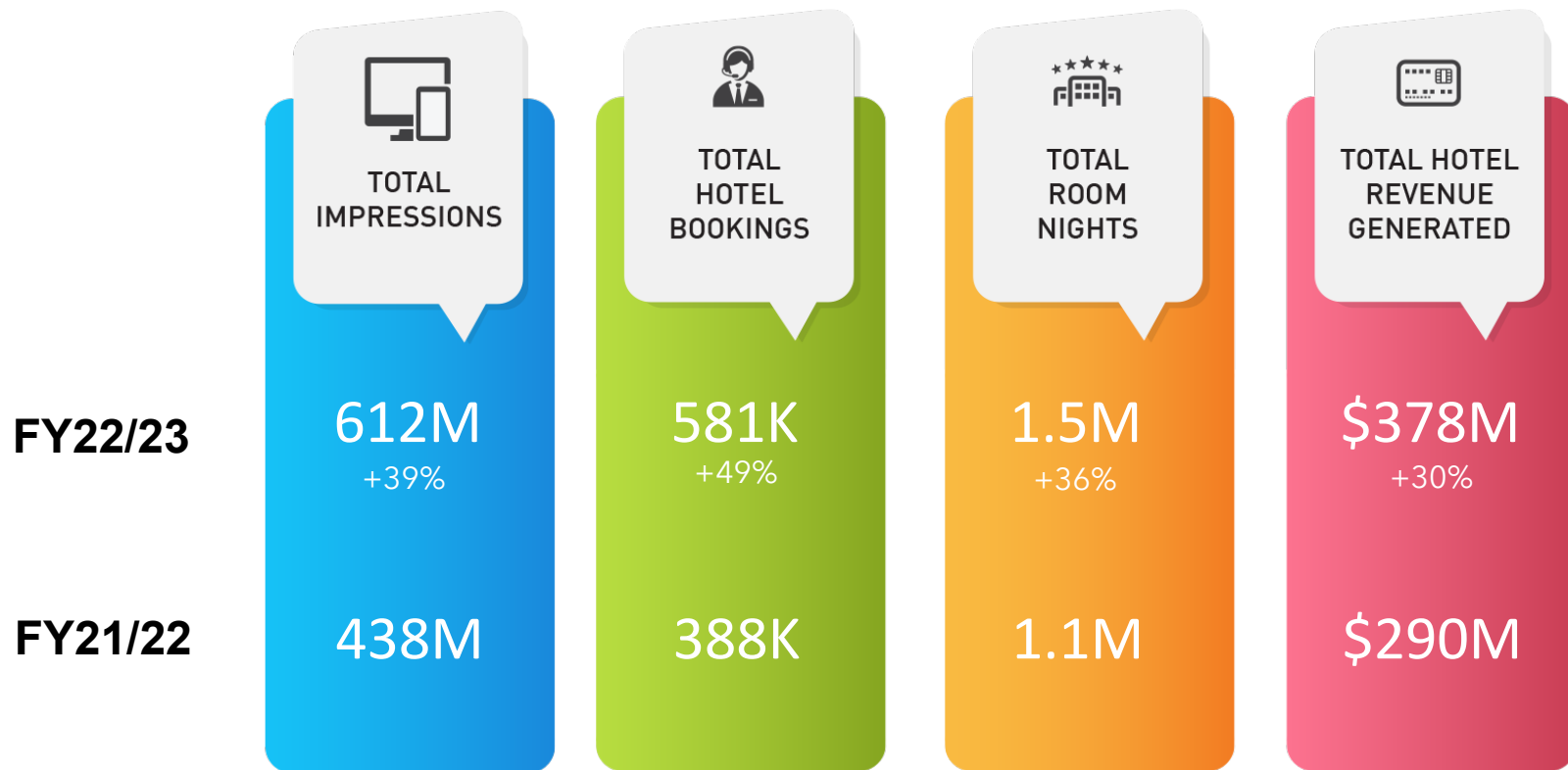
<u>KPIs</u>	21/22 Actual	22/23 Updated Goal
# of Media Placements	589	Total: 605 placements
AVE	\$138M	Total AVE: \$150M
Impressions	6.3 Billion	Total 7 Billion
Desk siders or IRL journalist meetings	25	250
Press Trips vs (# of journalists?)	5 & 140 visiting journalists	8 & 150 visiting journalists
Interactive 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:	916	605	151.4%
Overall Total Circulation:	4,632,135,265	2,800,000,000	165.4%
Overall Total Media Impressions:	11,580,338,163	7,000,000,000	165.4%
Overall Total Ad Equivalency:	\$73,821,238	\$150,000,000	49.2%
Number of Press Trips:	10	8	125%
Number of Visiting Journalists:	133	150	88.7%
Number of Media Events:	2	2	100%
Number of Deskside Media Appts.	378	250	151.2%

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

Paid Advertising Goals



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

Miami Beach Branding



- **Initial Phase: Feb - May**
- **FYW Extension: June - October**
- Custom program targeted to tourist community, businesses and local audience
- **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: 31.9MM**

MiamiBeachFindYourWave.com



Miami Beach Branding



Launch: June 19 –July 16

Partnership with VCA

Time Square Billboard - 49th Street & 7th Ave

Goal: Drive awareness of Experience Miami Beach Tours App



Find Your Wave

- FYW :60 second hero video hosted on MiamiandMiamiBeach.com and the Miami Beach neighborhood page.
- Video plays April 1-July 10: 246,370
- 98% of visitors to homepage are viewing the video and spending 1:43 time on site

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

Viators Meeting Planners GNCVB Partners Travel Professionals Press & Media GNCVB

Explore Places To Stay Eat & Drink Events Deals Q Language

FIND YOUR WAVE MIAMI BEACH

WE LOOK FORWARD TO WELCOMING YOU

What's Hot

Sustaining Paradise

In Miami, we take stewardship of this precious ecosystem seriously. We want to ensure that visitors will enjoy Miami's unique beauty for many generations to come.

Celebrate Pride Month in Miami

Get in on the festivities in this year's Pride Month celebrations in Miami.

Miami's Hottest Events in July

July events sizzle in Miami, with music festivals, July 4th parties and deep discounts at local spas and hotels.

Miami Hotel Months

June - September | Take advantage of special family packages, earn resort credits, enjoy luxury amenities, complimentary meals, and more.

Miami Spa Months

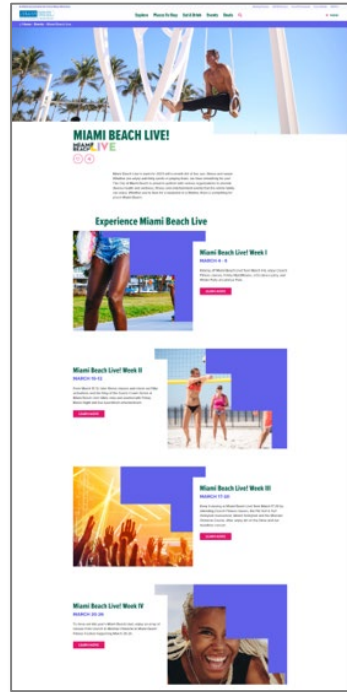
July - August | Treat your mind, body, and soul to some well-deserved pampering during Miami Spa Months.

Art of Black Miami Podcast Series

Meet Miami-based artists as they share their unique experiences and artistic expression influenced by Miami's cultural landscape, rich heritage and mosaic neighborhoods.



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 +**

RAINBOW SPRING

A MIAMI BEACH LGBTQ+ CELEBRATION!

MARCH 1 – JUNE 30, 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



7.1M

Impressions

18.2K

Tickets Sold

26K

Room Nights

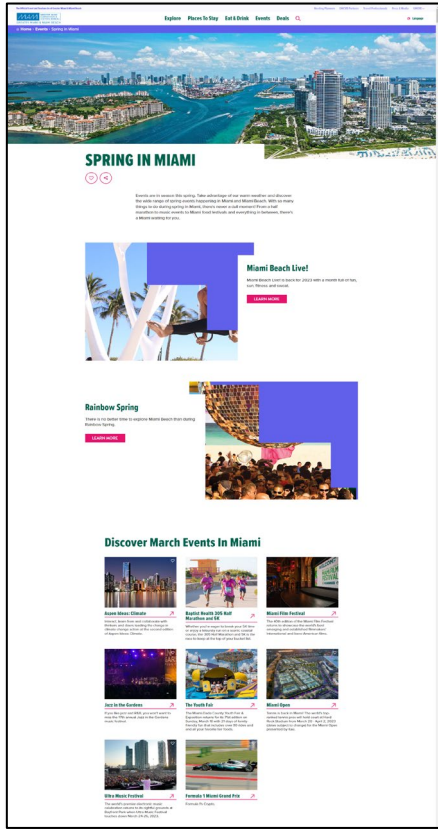
\$14M

Total Gross Bookings

July 8, 2023

MiamiBeachRainbowSpring.com

Additional Spring Campaign



- **Timing: Launched in January and extended through September**
- Targeted campaign highlighting the many unique events and moments in Greater Miami and Miami Beach
- 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

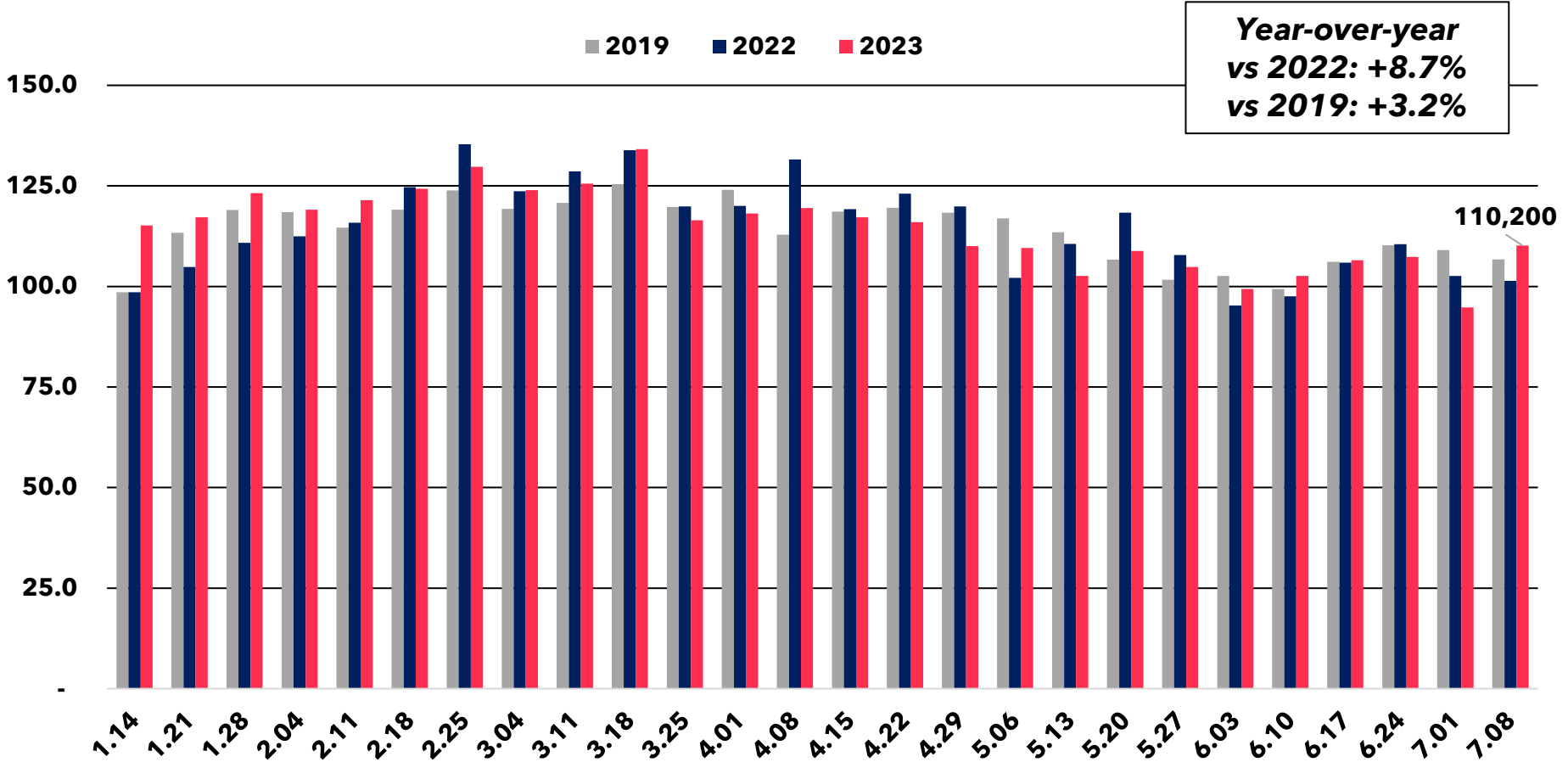
Miami Beach Hotel Performance

May-23					
	Occupancy	ADR	RevPAR	Rooms Sold	Gross Revenue
Miami Beach	68.6%	\$297.05	\$203.67	458,546	\$136,212,150
Downtown Miami	65.8%	\$245.67	\$161.74	227,781	\$55,959,756
Miami-Dade County	69.2%	\$224.36	\$155.18	1,430,413	\$320,925,453
Miami-Dade County w/o Miami Beach	69.5%	\$190.06	\$132.01	971,867	\$184,713,303

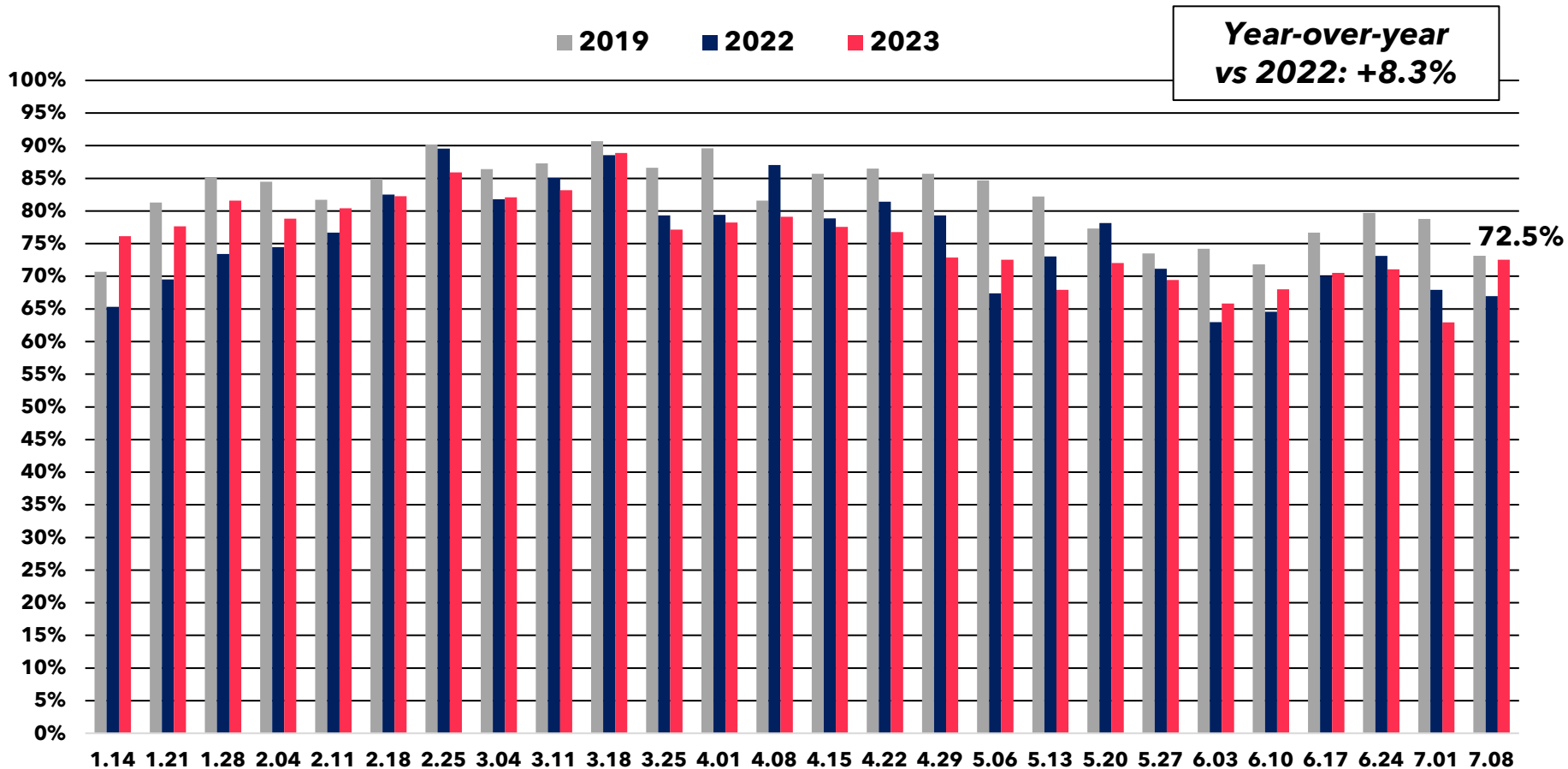
Year To Date					
	Occupancy	ADR	RevPAR	Rooms Sold	Gross Revenue
Miami Beach	76.0%	\$347.05	\$263.75	2,474,301	\$858,707,828
Downtown Miami	71.0%	\$280.24	\$199.01	1,188,744	\$333,137,358
Miami-Dade County	76.4%	\$261.67	\$200.02	7,690,667	\$2,012,390,796
Miami-Dade County w/o Miami Beach	76.7%	\$221.17	\$169.53	5,216,366	\$1,153,682,968

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

Miami Beach Weekly Demand (Rooms Sold) - Year To Date



Miami Beach Weekly Occupancy (%) - Year To Date



Thank You

