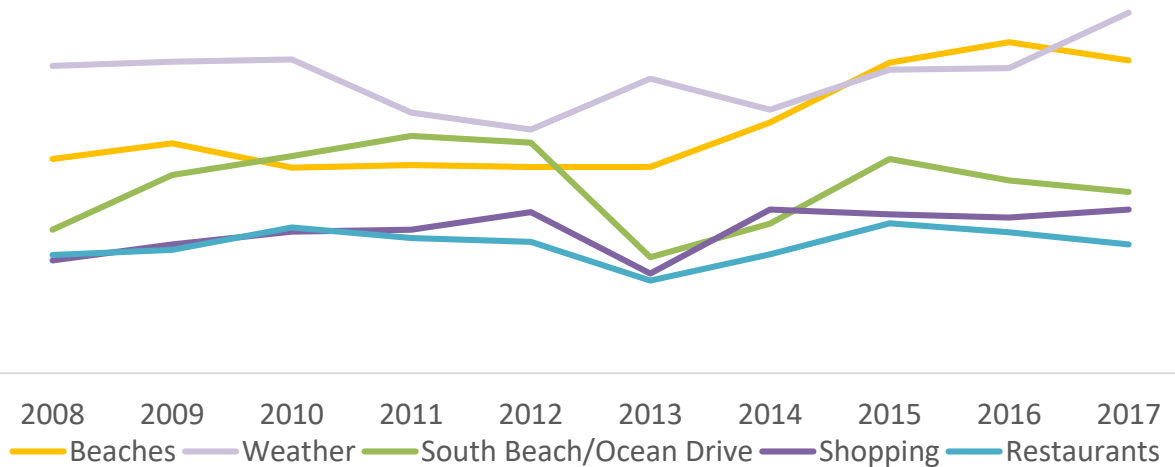


Most Liked Features

Top 5 Attractions – 10 Year Trend



Over the last 10 years, our weather and beaches have been the most popular features people claim as their favorites. In 2017, the weather surpassed beaches as the most liked feature among total visitors.

Total Visitors – Most Liked Features of Greater Miami Area					
	2013	2014	2015	2016	2017
Total Visitors					
Weather	55.6%	49.7%	57.3%	57.6%	68.0%
Beaches	38.9%	47.3%	58.6%	62.5%	59.0%
South Beach/Ocean Drive	41.9%	48.2%	40.4%	36.4%	34.2%
Shopping	31.8%	30.9%	30.0%	29.4%	30.9%
Restaurants	17.5%	22.4%	28.3%	26.6%	24.3%
Attractions*	28.8%	36.0%	23.8%	25.6%	23.2%
Night Life	25.0%	25.9%	25.7%	21.7%	21.3%
International Ambiance	22.1%	22.5%	16.8%	18.4%	17.2%
Accommodations	7.5%	12.5%	18.6%	13.5%	16.7%
Sun Bathing	24.7%	29.7%	16.4%	14.2%	16.6%
Art Deco Area	9.0%	10.6%	22.2%	18.5%	16.5%
Friendly People	12.4%	15.7%	20.7%	14.6%	15.2%
Bayside Marketplace	1.8%	4.6%	10.0%	7.1%	3.8%
Cleanliness	13.7%	15.4%	9.0%	6.3%	3.8%
Service Employees	1.5%	5.2%	9.6%	4.0%	3.1%
Sporting Activities	1.4%	2.4%	5.1%	5.4%	2.8%
Prices	8.7%	8.9%	8.0%	5.1%	2.5%

Q.14: What are the features of the Greater Miami area that you liked the most? Select all that apply.

*Note: Mention of Attractions may include unpaid Attractions in addition to paid Attractions.

Most Liked Features



Weather remained a top-liked feature of the area and this affinity was even stronger among Domestic visitors in 2017.



The majority of our visitors like our weather and beaches, in addition to its rich amenities, night life, attractions and places like South Beach/Ocean Drive.



Compared to recent history, this past year more International visitors said they liked shopping here.

Domestic and International Visitors – Most Liked Features					
	2013	2014	2015	2016	2017
Domestic Visitors					
Weather	59.9%	50.6%	63.4%	64.0%	72.3%
Beaches	39.6%	48.4%	57.6%	62.3%	62.6%
South Beach/Ocean Drive	39.9%	42.8%	35.6%	36.7%	38.9%
Night Life	30.3%	33.2%	31.0%	29.5%	28.2%
Sun Bathing	26.5%	30.3%	15.4%	16.7%	20.9%
Restaurants	12.5%	13.5%	18.4%	19.1%	17.4%
International Ambiance	16.4%	18.2%	11.2%	13.1%	14.4%
Attractions*	19.9%	23.3%	15.2%	16.3%	13.3%
Art Deco Area	2.3%	9.0%	14.2%	11.1%	13.1%
Shopping	8.2%	11.3%	11.2%	10.0%	11.1%
International Visitors					
Weather	50.1%	48.9%	51.7%	52.0%	63.1%
Beaches	38.0%	46.5%	59.5%	62.8%	54.8%
Shopping	56.9%	58.7%	47.5%	46.3%	53.4%
Attractions*	38.2%	39.7%	31.8%	33.7%	34.5%
Restaurants	23.8%	29.6%	37.5%	33.1%	32.0%
South Beach/Ocean Drive	43.9%	45.6%	44.8%	36.2%	28.9%
Friendly People	17.2%	21.3%	27.0%	19.4%	23.6%
Art Deco Area	1.7%	11.8%	29.7%	25.0%	20.4%
International Ambiance	29.7%	28.5%	22.1%	23.1%	20.3%
Night Life	18.4%	20.0%	20.9%	14.8%	13.5%
Sun Bathing	22.4%	25.5%	17.3%	12.0%	11.7%
Cleanliness	24.1%	26.5%	14.8%	10.4%	7.1%

Q.14: What are the features of the Greater Miami area that you liked the most? Select all that apply.

*Note: Mention of Attractions may include unpaid Attractions in addition to paid Attractions.

Least Liked Features



Unfavorable perceptions of traffic, prices and for some, the weather, were a little higher in 2017 than in recent years. Still, close to half of the visitors we surveyed could find nothing negative to mention.



We began asking visitors about their concerns regarding the Zika virus in late 2016. Happily, this has since fallen off the radar and not considered to be an issue.

Domestic and International Visitors – Least Liked Features					
	2013	2014	2015	2016	2017
Total Visitors					
Nothing Disliked	55.7%	52.5%	62.8%	63.5%	55.5%
Traffic	25.4%	19.0%	19.7%	21.6%	25.4%
Prices	7.1%	9.6%	6.7%	5.5%	11.6%
Weather	0.6%	3.3%	2.6%	2.9%	4.5%
Negative Media	0.2%	14.0%	5.8%	2.8%	2.2%
Crowded/Developed	3.9%	2.0%	1.2%	0.9%	2.2%
Safety	5.6%	0.9%	1.1%	1.9%	1.1%
Domestic Visitors					
Nothing Disliked	47.9%	50.0%	58.4%	61.7%	52.5%
Traffic	30.3%	20.6%	20.8%	23.0%	27.0%
Prices	10.0%	13.0%	8.3%	6.6%	14.1%
Weather	0.3%	3.5%	3.2%	2.9%	4.7%
Crowded/Developed	3.4%	1.7%	1.6%	0.9%	2.1%
Negative Media	0.2%	11.5%	6.9%	2.3%	1.9%
Safety	5.5%	0.9%	1.2%	2.2%	0.9%
International Visitors					
Nothing Disliked	64.5%	54.3%	66.5%	64.8%	58.4%
Traffic	19.8%	17.9%	18.9%	20.6%	23.9%
Prices	3.7%	7.1%	5.3%	4.6%	9.3%
Weather	0.8%	3.1%	2.1%	2.8%	4.3%
Negative Media	0.2%	15.8%	4.9%	3.2%	2.6%
Crowded/Developed	4.4%	2.2%	0.8%	0.9%	2.2%
Safety	5.7%	0.9%	1.1%	1.7%	1.4%

Q.15: What are the features of the Greater Miami area that you liked the least? Select all that apply.