

City of Miami Beach Finance and Economic Resiliency Committee Update



September 22, 2023



Convention Sales Production

Fiscal Year 2022-2023 YTD

MBCC Goals	Goal	Booking*	Committed**	Total Achieved	% of Goal
Bookings	11	10	5	15	136%
P1	55,000	33,915	37,180	73,193	133%
P2	30,000	11,429	5,540	14,871	50%
Total Room Nights	85,000	45,344	42,720	88,064	104%

* Booking = 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	555	105%
Total Room Nights	265,000	246,863	93%

* As of September 6, 2023

New Bookings Year to Date

#	Account Name	Event Name	Start Date	End Date	Peak	Rooms	Attendees	Type
1	Informa Markets (DC)	Magic Fashion 2024	1/6/2024	1/13/2024	524	2098	7000	Priority 2
2	Phacilitate	Phacilitate Advanced Therapies Week 2024	1/12/2024	1/21/2024	517	2083	2000	Priority 2
3	Informa Markets (DC)	CosmoProf	1/18/2024	1/27/2024	2000	8500	4000	Priority 1
4	3 Step Sports	2024 Volleyball Tournament	1/31/2024	2/4/2024	1500	1815	5000	Priority 1
5	Visit Florida	Florida Encounter / Florida Huddle 2024	2/2/2024	2/6/2024	505	1635	650	Priority 2
6	Padelx	RacquetX 2024	3/20/2024	3/27/2024	750	2783	1500	Priority 2
7	National Homeland Security Association, Inc.	2024 National Homeland Security Conference	8/17/2024	8/22/2024	750	2830	1500	Priority 2
8	Informa Markets (DC)	CosmoProf 2025	1/16/2025	1/25/2025	2000	9050	2400	Priority 1
9	National Minority Supplier Development Council, Inc.	2025 Conference and Exchange	10/26/2025	11/11/2025	1800	7348	4000	Priority 1
10	Urban Land Institute	ULI Fall Meeting	10/23/2026	10/31/2026	2600	7202	5000	Priority 1
Total Room Nights:						45,344		

New Commitments Year to Date

#	Account Name	Event Name	Start Date	End Date	Peak	Rooms	Attendees	Type
1	Axon Enterprise	Axon Accelerate	4/19/2024	4/26/2024	1200	5540	2100	Priority 2
2	eXp Realty	eXpCon 2024	10/24/2024	11/1/2024	3000	13315	6000	Priority 1
3	eXp Realty	eXpCon 2025	10/17/2025	10/24/2025	3000	13305	6000	Priority 1
4	Water Quality Assn.	Annual Convention	4/26/2026	5/2/2026	900	2900	200	Priority 1
5	Mortgage Bankers Assn.	MBA Annual Conference	10/18/2028	10/26/2028	1200	7660	200	Priority 1
Total Room Nights:						42,720		

MBCC Current Tentatives (Page 1)

Account Name	Lead Name	Mtg Start	Mtg End	Peak	Rmnts	Show Attendees	Type
eMerge Americas, LLC	eMerge 2024	4/18/2024	4/21/2024	20	25	10000	MBCC Recurring Annuals
Yoga Expo, LLC	2024 Yoga Expo	4/26/2024	4/27/2024	100	200	4000	Priority 3
Terrapinn (NY)	Aviation Festival	5/14/2024	5/17/2024	200	475	400	Priority 3
Realcomm Conference Group, LLC	Realcomm IBcon 2024	6/2/2024	6/7/2024	500	1780	1600	Priority 2
Elite Exhibitions (Cruise Ship Interiors)	Cruise Ship Interiors 2024	6/3/2024	6/6/2024	300	800	800	MBCC Recurring Annuals
Beyond Luxury Media Ltd (LE Miami)	LE Miami 2024	6/9/2024	6/13/2024	500	1900	7000	MBCC Recurring Annuals
Boston Consulting Group (MA)	BCG WW HC 24	6/10/2024	6/14/2024	750	1930	750	Priority 2
Florida International Medical Exposition, Inc. (Informa-FIME)	Florida International Medical Expo 2024	6/18/2024	6/22/2024	458	1860	15000	MBCC Recurring Annuals
NSSF -National Shooting Sports Foundation, Inc.	NSSF Range Expo 2024	7/13/2024	7/17/2024	290	934	300	Priority 3
Swimwear Association Of Florida	Swimwear Show 2024	7/16/2024	7/23/2024	250	730	2500	MBCC Recurring Annuals
Valuetainment	2024 VALUETAINMNET	8/18/2024	8/24/2024	560	2475	2000	Priority 2
BMC Software, Inc.	Global Connect 2024	9/12/2024	9/19/2024	1672	6292	1800	Priority 1
World Trade Center Miami	America's Food and Beverage Show 2024	9/14/2024	9/18/2024	100	400	3000	MBCC Recurring Annuals
Jewelers International Showcase JIS	2024 Fall Show	10/9/2024	10/13/2024	1500	7000	200	MBCC Recurring Annuals

MBCC Current Tentatives (Page 2)

Account Name	Lead Name	Mtg Start	Mtg End	Peak	Rmnts	Show Attendees	Type
eMerge Americas, LLC	eMerge 2024	4/18/2024	4/21/2024	20	25	10000	MBCC Recurring Annuals
Yoga Expo, LLC	2024 Yoga Expo	4/26/2024	4/27/2024	100	200	4000	Priority 3
Terrapinn (NY)	Aviation Festival	5/14/2024	5/17/2024	200	475	400	Priority 3
Realcomm Conference Group, LLC	Realcomm IBcon 2024	6/2/2024	6/7/2024	500	1780	1600	Priority 2
Elite Exhibitions (Cruise Ship Interiors)	Cruise Ship Interiors 2024	6/3/2024	6/6/2024	300	800	800	MBCC Recurring Annuals
Beyond Luxury Media Ltd (LE Miami)	LE Miami 2024	6/9/2024	6/13/2024	500	1900	7000	MBCC Recurring Annuals
Boston Consulting Group (MA)	BCG WW HC 24	6/10/2024	6/14/2024	750	1930	750	Priority 2
Florida International Medical Exposition, Inc. (Informa-FIME)	Florida International Medical Expo 2024	6/18/2024	6/22/2024	458	1860	15000	MBCC Recurring Annuals
NSSF -National Shooting Sports Foundation, Inc.	NSSF Range Expo 2024	7/13/2024	7/17/2024	290	934	300	Priority 3
Swimwear Association Of Florida	Swimwear Show 2024	7/16/2024	7/23/2024	250	730	2500	MBCC Recurring Annuals
Valuetainment	2024 VALUETAINMNET	8/18/2024	8/24/2024	560	2475	2000	Priority 2
BMC Software, Inc.	Global Connect 2024	9/12/2024	9/19/2024	1672	6292	1800	Priority 1
World Trade Center Miami	America's Food and Beverage Show 2024	9/14/2024	9/18/2024	100	400	3000	MBCC Recurring Annuals
Jewelers International Showcase JIS	2024 Fall Show	10/9/2024	10/13/2024	1500	7000	200	MBCC Recurring Annuals

MBCC Current Tentatives (Page 3)

Account Name	Lead Name	Mtg Start	Mtg End	Peak	Rmnts	Show Attendees	Type
SBC Gaming	SBC Summit Latin America 2024	11/3/2024	11/8/2024	1200	3600	1499	Priority 2
The International Air Cargo Association	2024 Air Cargo Forum	11/8/2024	11/16/2024	1500	5547	1000	Priority 1
Phacilitate	Advanced Therapies Week 2025	1/27/2025	2/1/2025	300	1200	2000	Priority 2
Informa Markets (DC)	Miami International Boat Show 2025	2/8/2025	2/18/2025	2000	9600	50000	MBCC Recurring Annuals
Electric & Gas Industries Association	EPIC2025 - Educating Professionals in Contracting	3/4/2025	3/7/2025	550	1250	1000	Priority 2
Vacation Rental Managers Association	VRMA 2025 Spring Forum	3/29/2025	4/3/2025	511	1490	800	Priority 2
eMerge Americas, LLC	eMerge 2025	4/30/2025	5/9/2025	230	599	10000	MBCC Recurring Annuals
Informa Markets (DC)	Informa Tile & Stone Show 2025	10/22/2025	11/1/2025	750	3320	7000	Priority 2
Association of Dental Support Organizations	ADSO Summit 2026	4/18/2026	4/24/2026	1520	4272	1500	Priority 1
American Society of Gene & Cell Therapy	2026 Annual Meeting	5/17/2026	5/22/2026	1800	7200	8000	Priority 1
Federation Internationale de Football Association (FIFA)	World Cup	6/8/2026	7/22/2026	1500	47900	65000	Priority 1
Paralyzed Veterans Of America	2026 National Veterans Wheelchair Games	7/26/2026	8/5/2026	800	5785	1500	Priority 2
Milliman	Milliman 2026 Health Forum	10/10/2026	10/17/2026	1240	4028	1200	Priority 2
Informa Markets (DC)	Informa Tile & Stone Show	10/22/2026	11/1/2026	750	3720	7000	Priority 1

MBCC Current Tentatives (Page 4)

Account Name	Lead Name	Mtg Start	Mtg End	Peak	Rmnts	Show Attendees	Type
AAGL-American Association of Gynecologic Laparoscopists	55th Global Congress on MIGS	10/31/2026	11/5/2026	1280	4930	2500	Priority 2
Boston Consulting Group (MA)	WWOM 2026	11/4/2026	11/13/2026	2250	7250	2545	Priority 1
Professional Convention Management Association (PCMA)	PCMA Convening Leaders 2027	1/8/2027	1/13/2027	3750	13850	4000	Priority 1
Geotab Inc.	2027 Geotab Connect Convention and Citywide	1/22/2027	1/29/2027	3000	12100	2750	Priority 1
Association for Uncrewed Vehicle Systems International (AUVSI)	Xponential 2027	5/13/2027	5/22/2027	1500	5707	10000	Priority 1
International Society for Hip Arthroscopy	ISHA Annual Scientific Meeting	10/5/2027	10/10/2027	600	2600	1000	Priority 2
International Association for Dental Research	IADR/AADOCR/CADR - 2028 General Session & Exhibition	3/18/2028	3/25/2028	3000	8880	5000	Priority 1
Optica	Conference on Lasers and Electro-Optics (CLEO) 2028	5/11/2028	5/20/2028	730	3665	3200	Priority 2
Gerontological Society of America	GSA 2028 Annual	10/29/2028	11/6/2028	1600	6455	4000	Priority 1
American Association of Pharmaceutical Scientists	AAPS 2028 PharmSci 360	11/1/2028	11/9/2028	1600	5795	5000	Priority 1
American Academy of Dermatology	American Academy of Dermatology (AAD) 2029 Annual Meeting	3/5/2029	3/13/2029	7000	30660	19000	Priority 1
American Society of Plastic Surgeons	Annual October North American Convention	9/9/2029	9/21/2029	2300	8953	5000	Priority 1
AMPP, the Association for Materials Protection and Performance	2030 AMPP Annual Conference + Expo	1/23/2030	2/3/2030	2200	10010	2500	Priority 1
Total Tentative Leads: 55		Total Tentative Room Nights: 273,968					

MBCC Definite Group Business - FY 2022/2023

Account Name	Lead Name	Start Date	Rmnts	Show Attendees	Type
Industrial and Financial Systems, IFS AB	IFS Global Software-IFS World Conference October 2022	10/5/2022	4,352	2,500	Priority 2
Allergan USA Inc	Project Paradigm	10/16/2022	405	350	Priority 3
International Bar Association (IBA)	International Bar Association Annual Meeting 2022	10/29/2022	6,739	5,000	Priority 1
The International Air Cargo Association	Air Cargo Forum Miami & Transport Logistic Americas 2022	11/4/2022	2,510	2,000	Priority 2
Les Nouvelles Esthetiques & Spa	International Congress on Esthetics 2022	11/5/2022	535	1,500	MBCC Recurring Annuals
MCH Basel Exhibition Ltd. (Art Basel)	Art Basel Miami Beach 2022	11/29/2022	8,000	80,000	MBCC Recurring Annuals
Emerald Expositions, LLC (OMBAS)	Emerald Expo-OMBAS Emerald Miami Beach Antique Show 2023	1/15/2023	1,325	2,000	MBCC Recurring Annuals
Informa Markets (DC)	Miami International Boat show	2/5/2023	8,336	50,000	MBCC Recurring Annuals
Informa Markets (DC)	Aesthetic & Anti-Aging Medicine World Congress	2/23/2023	615	1,500	MBCC Recurring Annuals
Aspen Institute	2023 Aspen Ideas: Climate	3/3/2023	2,713	1,000	MBCC Recurring Annuals
Jewelers International Showcase JIS	2023 Spring Jewelers International Showcase	3/24/2023	4,750	6,000	MBCC Recurring Annuals
eMerge Americas, LLC	2023 eMerge Americas (EME232)	4/15/2023	604	100,000	MBCC Recurring Annuals
The Aesthetic Society	The Aesthetic Meeting 2023	4/17/2023	7,645	3,000	Priority 1
Trade Show Executive	Fastest 50 Awards & Summit	4/29/2023	467	150	Priority 3
Bitcoin	2023 Bitcoin Miami	5/14/2023	6,772	18,000	Priority 2
Terrapinn (NY)	Aviation Festival	5/14/2023	475	400	Priority 3
Systems and Machine Learning Foundation	MLSYS 2023 Room Block	6/3/2023	645	155	Priority 3
Elite Exhibitions (Cruise Ship Interiors)	Elite Exhibitions-Cruise Ship Interiors 2023	6/5/2023	800	3,000	MBCC Recurring Annuals
Beyond Luxury Media Ltd (LE Miami)	LE Miami	6/10/2023	3,242	750	MBCC Recurring Annuals
Florida International Medical Exposition, Inc. (Informa-FIME)	Florida International Medical Expo 2023	6/15/2023	840	10,000	MBCC Recurring Annuals
Florida Supercon C/O Reed Exhibitions	Florida Supercon 2023	6/29/2023	600	36,000	MBCC Recurring Annuals
Swimwear Association Of Florida	Swimwear Show 2023	7/5/2023	730	7,500	MBCC Recurring Annuals
Effect Fitness	Annual Bootcamp	9/6/2023	174	300	Priority 3
American Vein and Lymphatic Society	UIP 2023	9/13/2023	7,127	2,500	Priority 1
World Trade Center Miami	America's Food & Beverage Show	9/16/2023	460	2,000	MBCC Recurring Annuals
Total MBCC Bookings: 25			70,861	335,605	

Communication / PR Goals

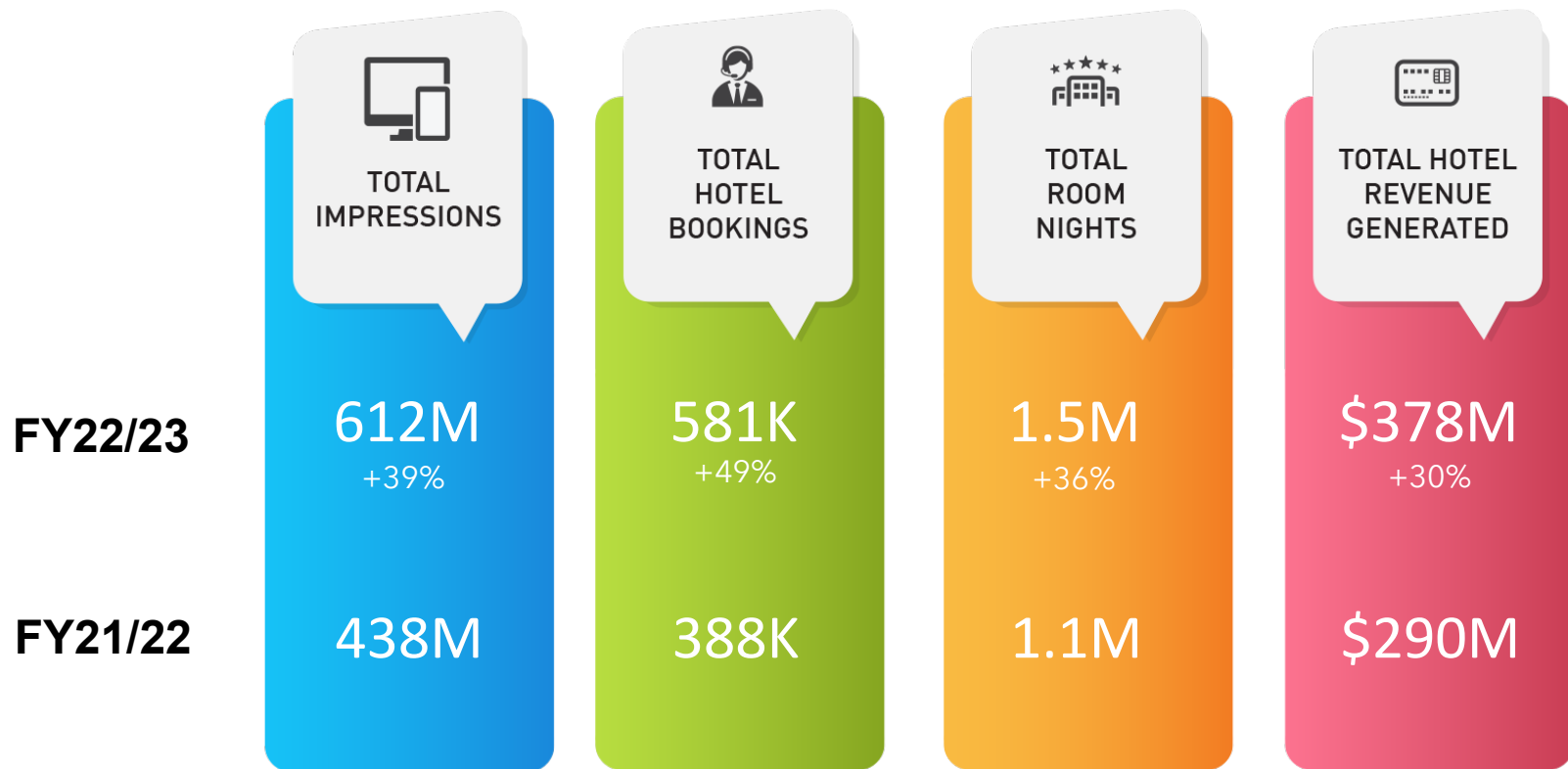
<u>KPIs</u>	21/22 Actual	22/23 Goals
# of Media Placements	589	605
Ad Value Equivalency	\$138M	\$150M
Impressions	6.3 Billion	7 Billion
Desk siders or IRL journalist meetings	25	250
Press Trips vs (# of journalists?)	5 & 140 visiting journalists	8 & 150 visiting journalists
Interactive Media Event	1	1
Social Media Campaigns	10	12
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:	1,162	605	192.07%
Overall Total Circulation:	5,013,696,942	2,800,000,000	179.06%
Overall Total Media Impressions:	12,534,242,354	7,000,000,000	179.06%
Overall Total Ad Equivalency:	\$76,301,604	\$150,000,000	50.87%
Number of Press Trips:	11	8	137.50%
Number of Visiting Journalists:	153	150	102%
Number of Media Events:	2	2	100%
Number of Deskside Media Appts.	511	250	204.40%

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 July 2023 for Miami Beach

Paid Advertising Goals



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

Miami Beach Partnership



- **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: 39MM**

MiamiBeachFindYourWave.com



Miami Beach Partnership



Launch: June 19 –July 16

Partnership with VCA

Time Square Billboard - 49th St & 7th Ave

Goal: Drive awareness of Experience Miami Beach Tours App



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

7.7M
Impressions

19.2M
Tickets Sold

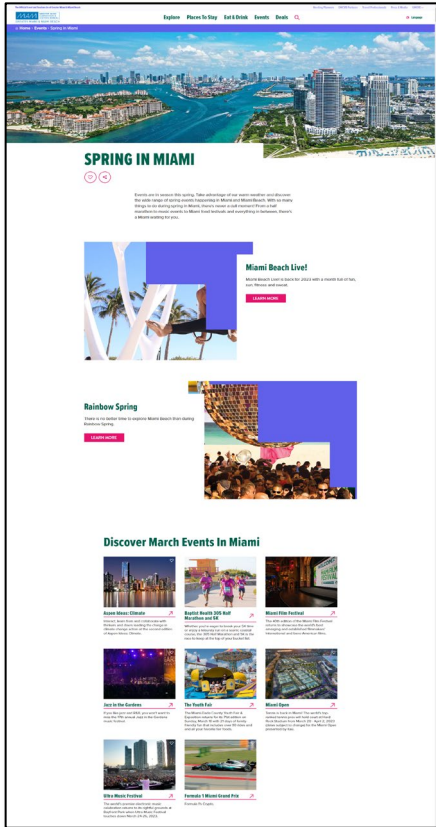
27.1M
Room Nights

\$14.5M
Total Gross
Booking

August 12, 2023

MiamiBeachRainbowSpring.com

Additional Campaign Messaging



- **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 Campaign Drivers
 - Paid Advertising
 - PR Efforts include Influencers and Press Releases
- Estimated engagement to deliver over 28.2M+ impressions

Miami Beach Hotel Performance (Jan-Jul)

Year-To-Date (January – July 2023)

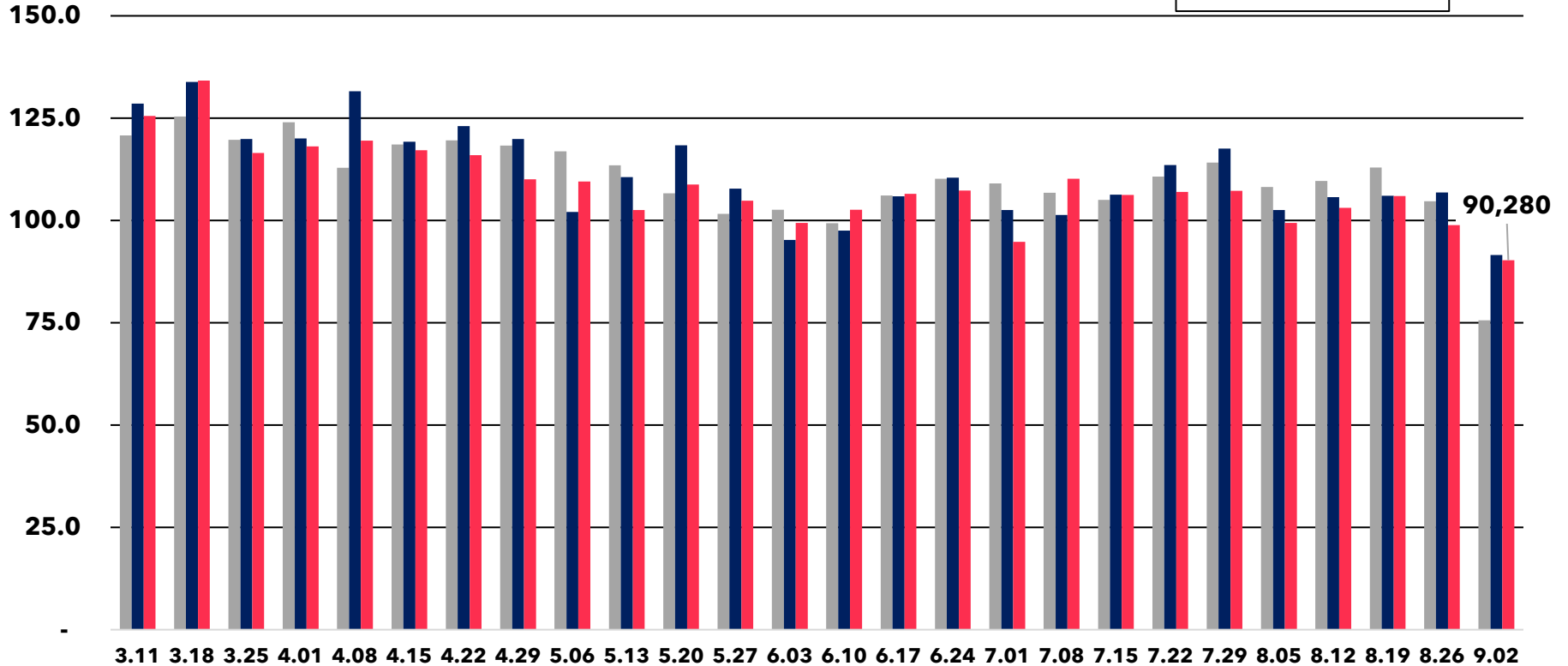
	Occupancy	ADR	RevPAR	Rooms Sold
Miami Beach	73.7%	\$313.67	\$231.22	3,385,450
Downtown Miami	68.6%	\$257.28	\$176.49	1,590,775
Miami-Dade County	74.2%	\$238.71	\$177.17	10,477,747
Miami-Dade County w/o Miami Beach	74.5%	\$202.93	\$151.10	7,092,297

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

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

■ 2019 ■ 2022 ■ 2023

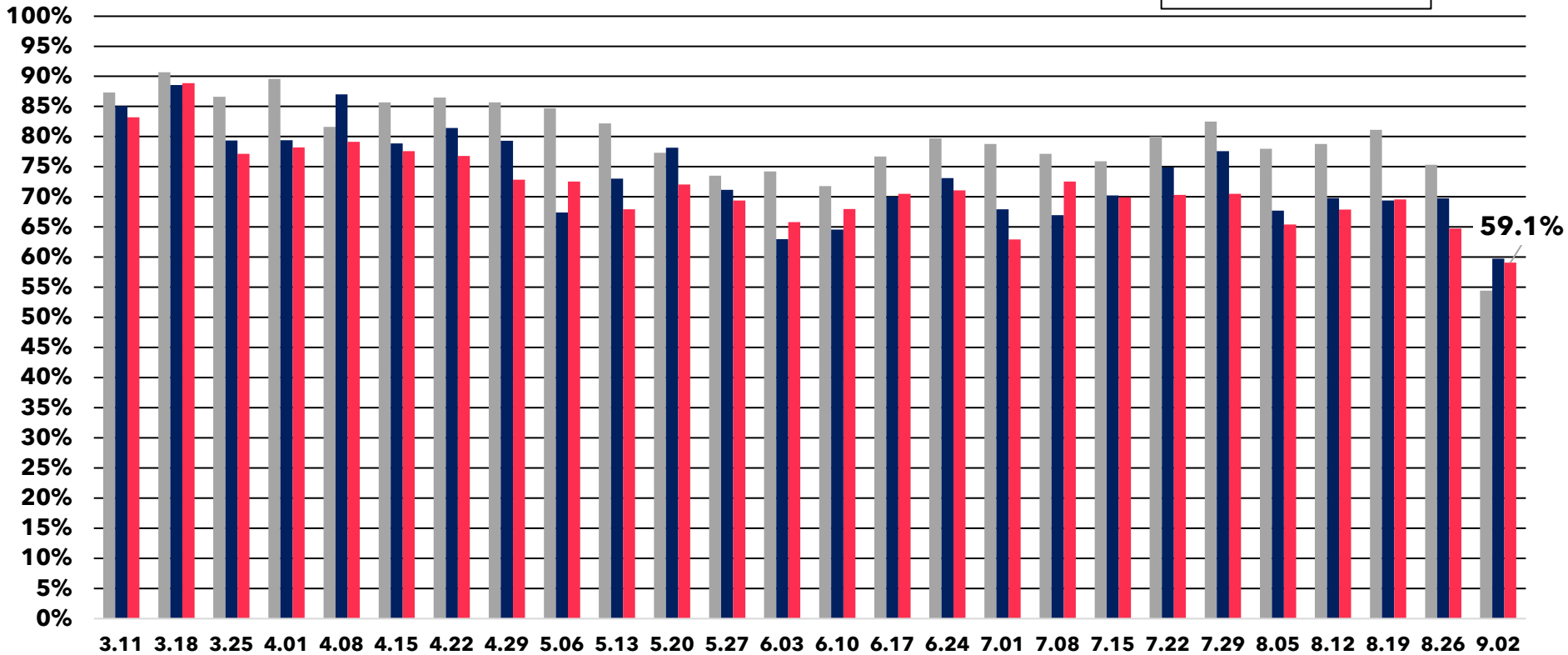
Year-Over-Year
vs 2022: **-1.4%**
vs 2019: **+19.4%**



Miami Beach Weekly Occupancy (%) - Year To Date

■ 2019 ■ 2022 ■ 2023

**Year-Over-Year
vs 2022: -1.1%
vs 2019: +8.6%**



Thank You

