

# State of the Tourism & Hospitality Industry

May 11, 2023





# David Whitaker

## GMCVB President & CEO



# **Bruce Orosz, Chairman** GMCVB Board Chair

# GMCVB Board of Directors



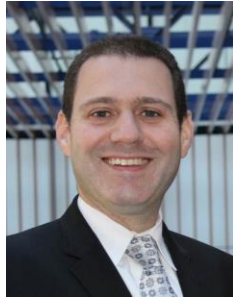
**STEVE ADKINS**  
President and CEO  
Miami-Dade Gay and Lesbian  
Chamber of Commerce



**RODNEY BARRETO**  
Chairman and CEO  
Barreto Group



**RICK BEASLEY**  
Executive Director  
CareerSource South Florida



**AMIR BLATTNER**  
General Manager  
Hyatt Regency Miami



**ANTHONY BRUNSON**  
President and CEO  
Anthony Brunson, P.A.  
**Finance & Audit Committee Vice Chair**



**KEVIN BRYANT**  
Vice President of Sales  
Fontainebleau Miami Beach

# GMCVB Board of Directors



**MICHAEL CHENG, PH.D., CHE**  
Dean  
Chaplin School of Hospitality  
and Tourism Management  
Florida International University



**FRANCESCA COVEY**  
Chief Innovation and  
Economic Development Officer  
Miami-Dade County



**RALPH CUTIE**  
Director and CEO  
Miami-Dade Aviation Department  
**Ex-Officio**



**ALEX FERNANDEZ**  
Commissioner  
City of Miami Beach



**TERESA FOXX**  
Chief Operating Officer  
Banco de Credito e Inversiones



**SUZETTE ESPINOSA FUENTES**  
VP, Communications  
Adrienne Arsht Center for the Performing Arts  
of Miami-Dade County  
**Marketing & Tourism  
Committee Vice Chair**

# GMCVB Board of Directors



**DAN GELBER**  
Mayor  
City of Miami Beach



**JORGE GONZALEZ**  
Village Manager  
Bal Harbour Village  
**Ex-Officio**



**WILFREDO GORT**  
CAMACOL  
**Ex-Officio**



**JULIO GUZMAN**  
Vice Mayor  
City of Homestead



**STEVEN HAAS**  
Immediate Past Chair  
GMCVB



**KEON HARDEEMON**  
Commissioner  
Miami-Dade County

# GMCVB Board of Directors



**YVETTE HARRIS**

President  
Harris Public Relations

**Multicultural Tourism & Development  
Committee Chair**



**FELECIA HATCHER**

CEO

Black Ambition Opportunity Fund



**ELIZABETH HICKS**

Consultant

**Finance & Audit Committee Chair**



**MARLON HILL**

Partner  
Weiss Serota Helfman  
Cole & Bierman



**MICHAEL HOOPER**

Hotelier

**Multicultural Tourism & Development  
Committee Vice Chair**



**ALINA HUDAK**

City Manager  
City of Miami Beach

# GMCVB Board of Directors



**ERIC JELLSON**

Area Director, Marketing and Strategy  
Kimpton Hotels Florida

**Marketing & Tourism Committee Chair**



**WENDY KALLERGIS**

President and CEO  
Greater Miami and Beaches  
Hotel Association



**JULISSA KEPNER**

General Manager  
Marriott Miami Biscayne Bay

**Board Vice Chair**  
**Convention Sales Committee Chair**



**CHRISTINE KING**

Chairwoman and Commissioner  
City of Miami



**ERIC KNOWLES**

President and CEO  
Miami-Dade Chamber of Commerce  
**Ex-Officio**



**MUTLUHAN KUCUK**

Complex Managing Director  
Loews Miami Beach Hotel  
**Convention Sales Committee Vice Chair**



# GMCVB Board of Directors



**RAUL LEAL**  
Chief Executive Officer  
SH Hotels & Resorts



**DANIELLA LEVINE CAVA**  
Mayor  
Miami-Dade County



**LILIAM LOPEZ**  
President and CEO  
South Florida Hispanic Chamber of Commerce  
**Ex-Officio**



**NAVIN MAHTANI**  
Managing Partner  
Think Hospitality



**BEN MOLLERE**  
Corporate Vice President  
Hospitality & Business Relations  
Baptist Health of South Florida



**CAROLINE O'CONNOR**  
President, Business Operations  
Miami Marlins

# GMCVB Board of Directors



**BRUCE OROSZ**  
President and CEO  
ACT Productions, Inc.  
**Chairman Of The Board**



**FREDDIE PETERSON**  
General Manager  
Miami Beach Convention Center  
OVG360 Venue Management



**MYLES PISTORIUS**  
SVP, General Counsel  
Miami Dolphins



**GENE PRESCOTT**  
President  
The Biltmore Hotel



**CHRIS ROLLINS**  
Chief Operating Officer  
South Beach Group Hotels



**IBIS ROMERO**  
Executive Director  
Sunny Isles Beach Tourism  
and Marketing Council  
**Ex-Officio**

# GMCVB Board of Directors



**GRISETTE ROQUE-MARCOS**  
Executive Director  
Miami Beach Visitor  
and Convention Authority



**ALFRED SANCHEZ**  
President and CEO  
Greater Miami  
Chamber of Commerce  
**Ex-Officio**



**MARK TROWBRIDGE**  
President and CEO  
Coral Gables  
Chamber of Commerce  
**Ex-Officio**



**CHRISTINE VALLS**  
Nominating Committee Chair  
GMCVB



**HYDI WEBB**  
Port Director  
PortMiami  
**Ex-Officio**

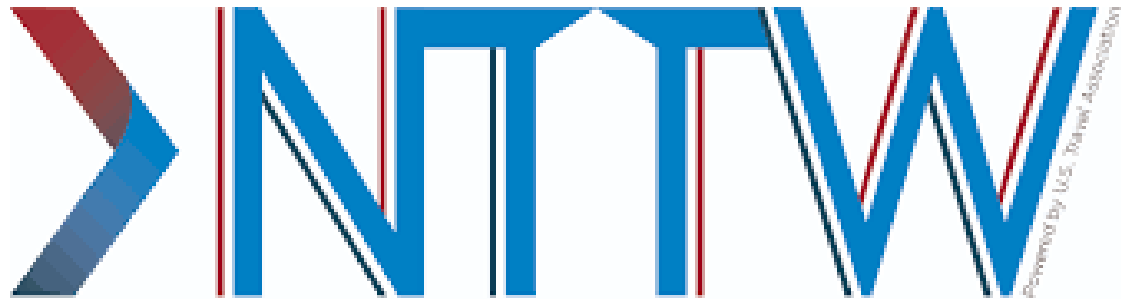
# State of the Tourism & Hospitality Industry

May 11, 2023





**Caroline O'Connor**  
President  
Business Operations  
Miami Marlins



NATIONAL **TRAVEL & TOURISM** WEEK

MAY 7-13, 2023



**Mayor Daniella Levine Cava**  
Miami-Dade County



**Mayor Dan Gelber**  
City of Miami Beach



**Mayor Daniella Levine Cava**  
Miami-Dade County





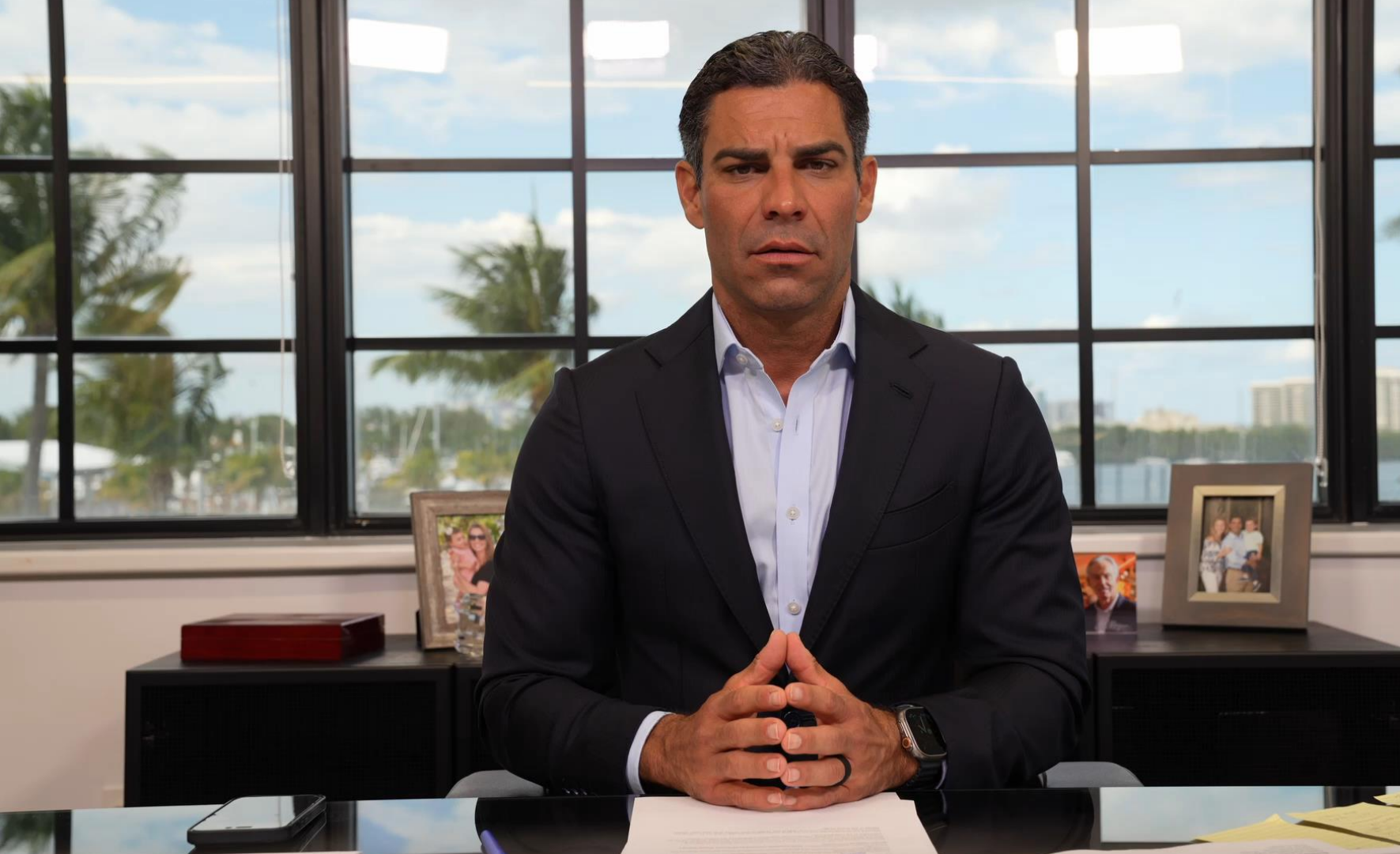
# Senator Ana Maria Rodriguez





# Mayor Francis Suarez

## City of Miami





**Mayor Dan Gelber**  
City of Miami Beach



# How are we doing?

# 2022 Miami-Dade County Hotel Performance

	2022	2021	% Change
<b>Occupancy</b>	<b>72.1%</b>	<b>75.9%</b>	<b>-5.0%</b>
<b>Average Daily Rate (ADR)</b>	<b>\$253.11</b>	<b>\$196.52</b>	<b>28.8%</b>
<b>Revenue Per Available Room (RevPAR)</b>	<b>\$182.55</b>	<b>\$149.19</b>	<b>22.4%</b>

# 2023 Miami-Dade County Hotel Performance (Jan-Mar)

	Jan-Mar 2023	Jan-Mar 2022	% Change
<b>Occupancy</b>	<b>79.4%</b>	<b>77.9%</b>	<b>1.9%</b>
<b>Average Daily Rate (ADR)</b>	<b>\$277.80</b>	<b>\$285.81</b>	<b>-2.8%</b>
<b>Revenue Per Available Room (RevPAR)</b>	<b>\$220.56</b>	<b>\$222.69</b>	<b>-1.0%</b>



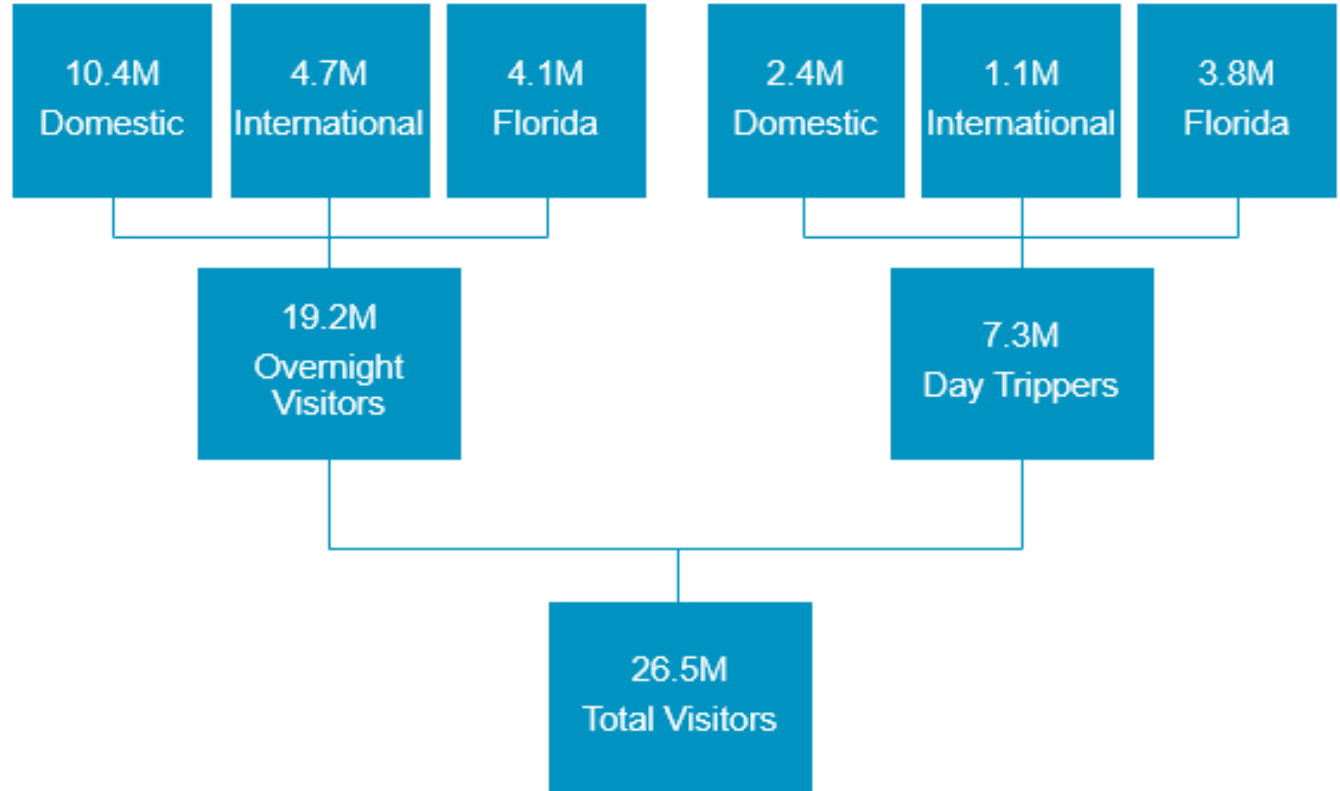
# Occupancy / ADR / RevPAR Ranking (Jan 2023 - Mar 2023)

Occupancy		
Rank	Market	%
1	Tampa	79.6%
<b>2</b>	<b>Miami-Dade</b>	<b>79.4%</b>
3	Orlando	78.8%
4	Phoenix	78.1%
5	Oahu Island	77.5%
6	Las Vegas	77.0%
7	New York	71.8%
8	San Diego	70.8%
9	Los Angeles	69.7%
10	Anaheim	67.3%

ADR		
Rank	Market	\$
<b>1</b>	<b>Miami-Dade</b>	<b>\$277.80</b>
2	Oahu Island	\$273.18
3	San Francisco	\$240.41
4	Phoenix	\$235.95
5	New York	\$214.40
6	Orlando	\$214.21
7	Anaheim	\$201.75
8	Tampa	\$199.09
9	Los Angeles	\$195.37
10	Las Vegas	\$193.88

RevPAR		
Rank	Market	\$
<b>1</b>	<b>Miami-Dade</b>	<b>\$220.56</b>
2	Oahu Island	\$211.72
3	Phoenix	\$184.26
4	Orlando	\$168.83
5	Tampa	\$158.52
6	New York	\$153.99
7	Las Vegas	\$149.28
8	San Francisco	\$143.81
9	San Diego	\$137.17
10	Los Angeles	\$136.11

# Greater Miami and Miami Beach Visitors - 2022



# 2022 Visitor Volume

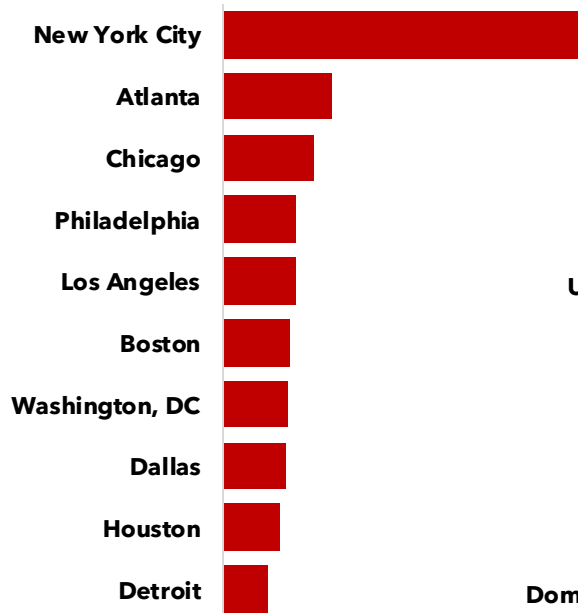
Greater Miami & Miami Beach Visitors (000s)				
	2020	2021	2022	2022 v 2021
<b>Domestic Overnight Visitors</b>	4,328	8,719	10,369	19%
<b>International Overnight</b>	1,842	3,747	4,743	27%
<b>Florida Resident Overnight Visitors</b>	1,708	3,450	4,057	18%
<b>Total Miami Overnight Visitors</b>	<b>7,877</b>	<b>15,915</b>	<b>19,169</b>	<b>20%</b>
<b>Domestic Day Visitors</b>	1,421	3,355	2,399	-28%
<b>International Day Visitors</b>	614	1,442	1,100	-24%
<b>Florida Resident Day Visitors</b>	1,682	3,508	3,832	9%
<b>Total Day Visitors</b>	<b>3,717</b>	<b>8,304</b>	<b>7,332</b>	<b>-12%</b>
<b>Total</b>	<b>11,594</b>	<b>24,220</b>	<b>26,501</b>	<b>9%</b>

# 2022 Visitor Spend

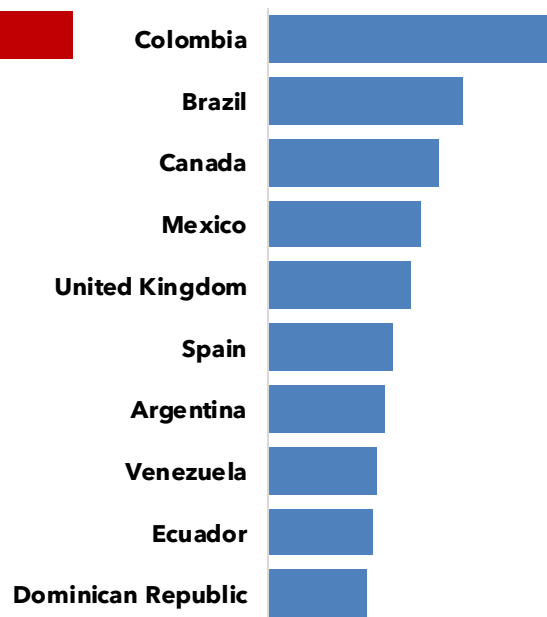
Total Visitor Spend				
Segment	2020 (\$M)	2021 (\$M)	2022 (\$M)	Variance to 2021 (%)
<b>Domestic</b>	\$4,153	\$9,315	\$11,367	22%
<b>International</b>	\$2,501	\$6,743	\$6,058	-10%
<b>FL Resident</b>	\$1,262	\$2,747	\$3,366	23%
<b>Total</b>	<b>\$7,916</b>	<b>\$19,222</b>	<b>\$20,792</b>	<b>11%</b>

# 2022 Top Overnight Visitor Markets

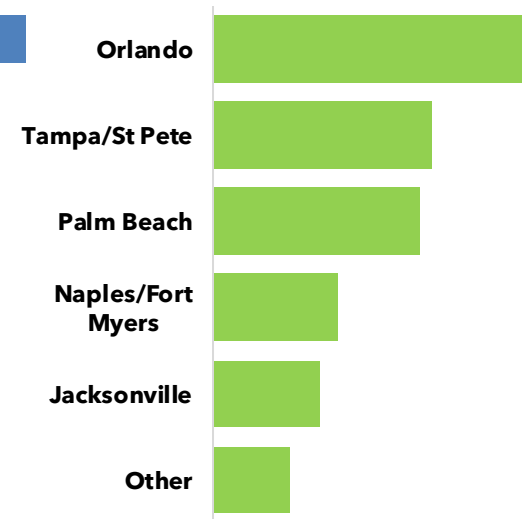
## Top 10 Domestic



## Top 10 International

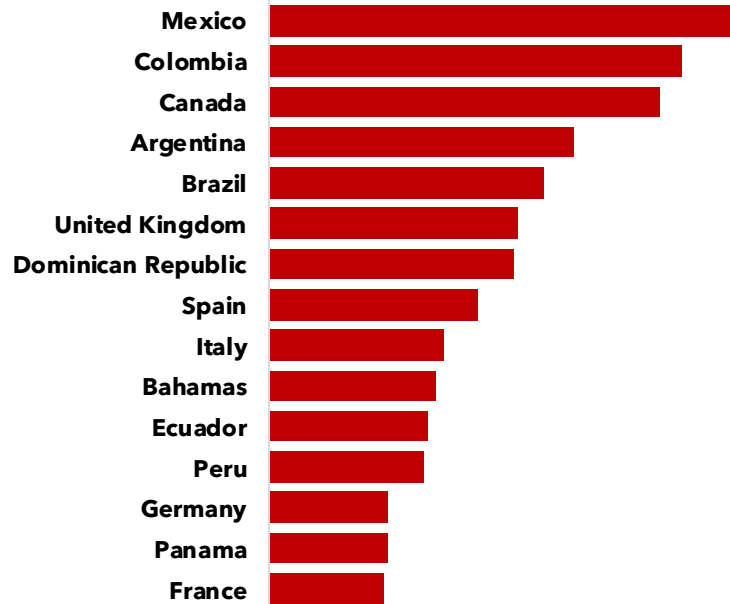


## Top 5 Florida Resident

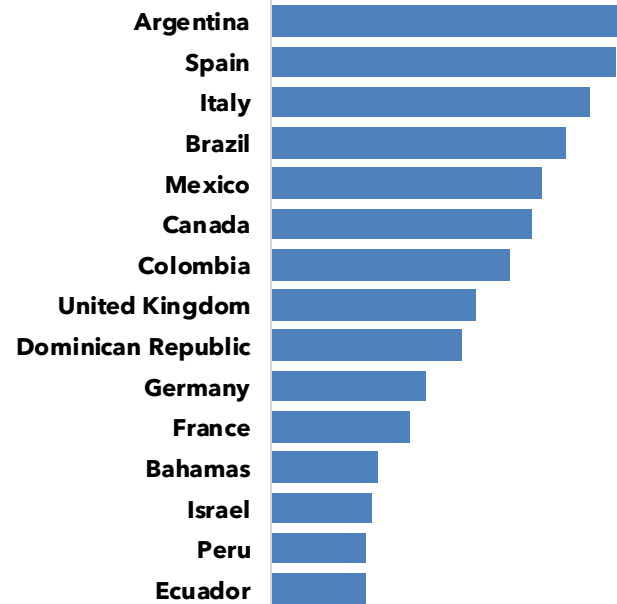


# ARC - Top 15 International Bookings into Miami (Travel Agencies, incl. OTAs)

**Past 6 Months  
October 2022 - April 2023**



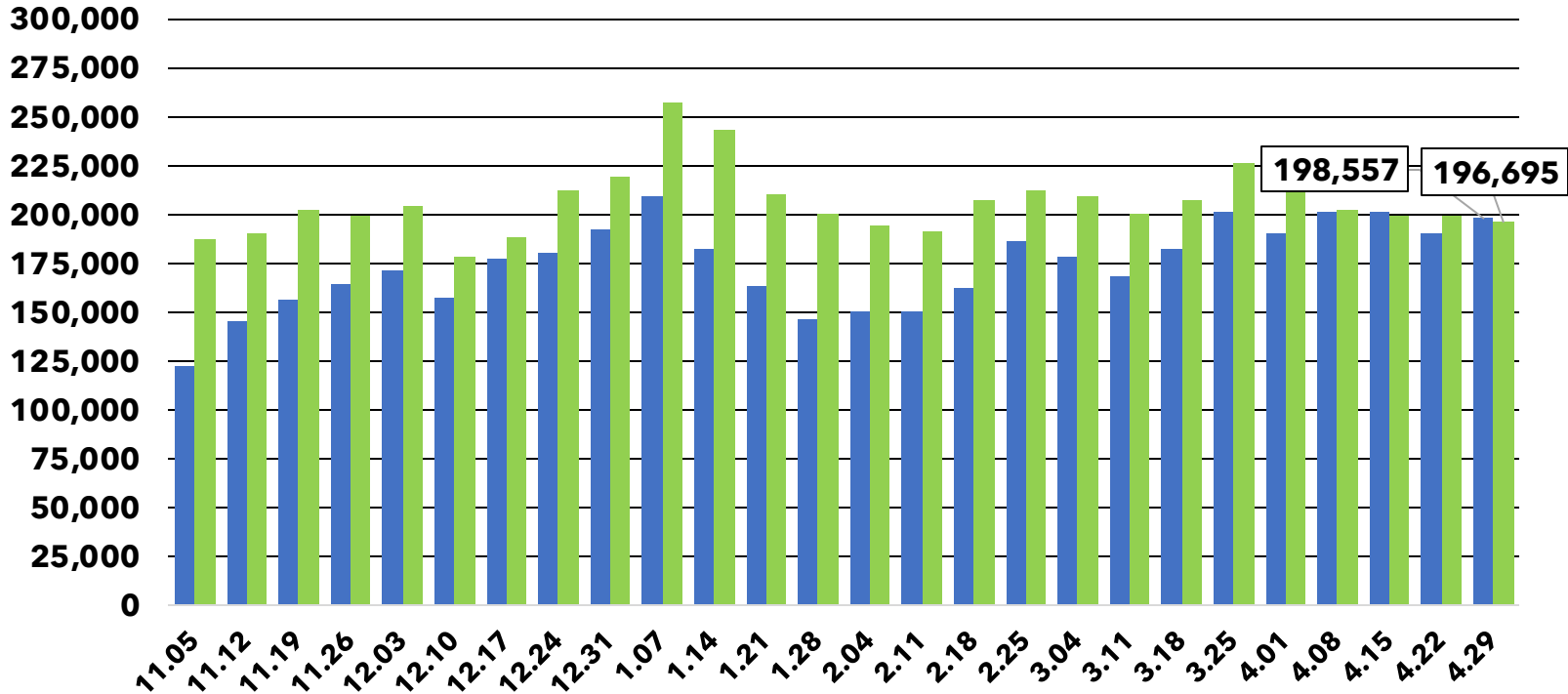
**May 2023 - December 2023**



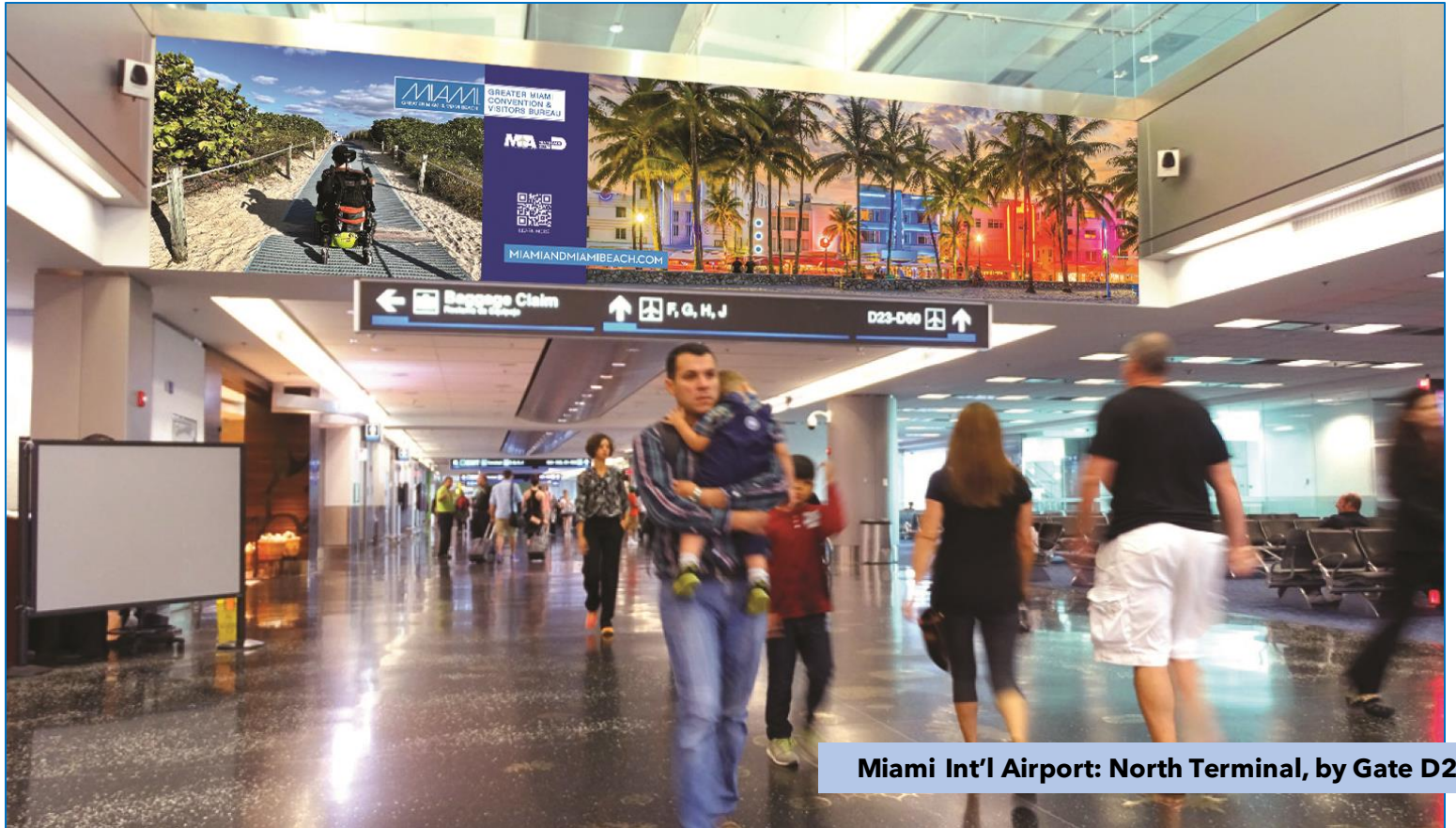


# Weekly International Arrivals

■ 2021/22 ■ 2022/23



# Miami Airport Welcome Signage Refresh



Miami Int'l Airport: North Terminal, by Gate D22





**Miami Int'l Airport: North Terminal, Parking Garages/ Rental Car Returns connector to Main Ticketing**



Miami Int'l Airport: North Terminal, by Gates D1 - D7



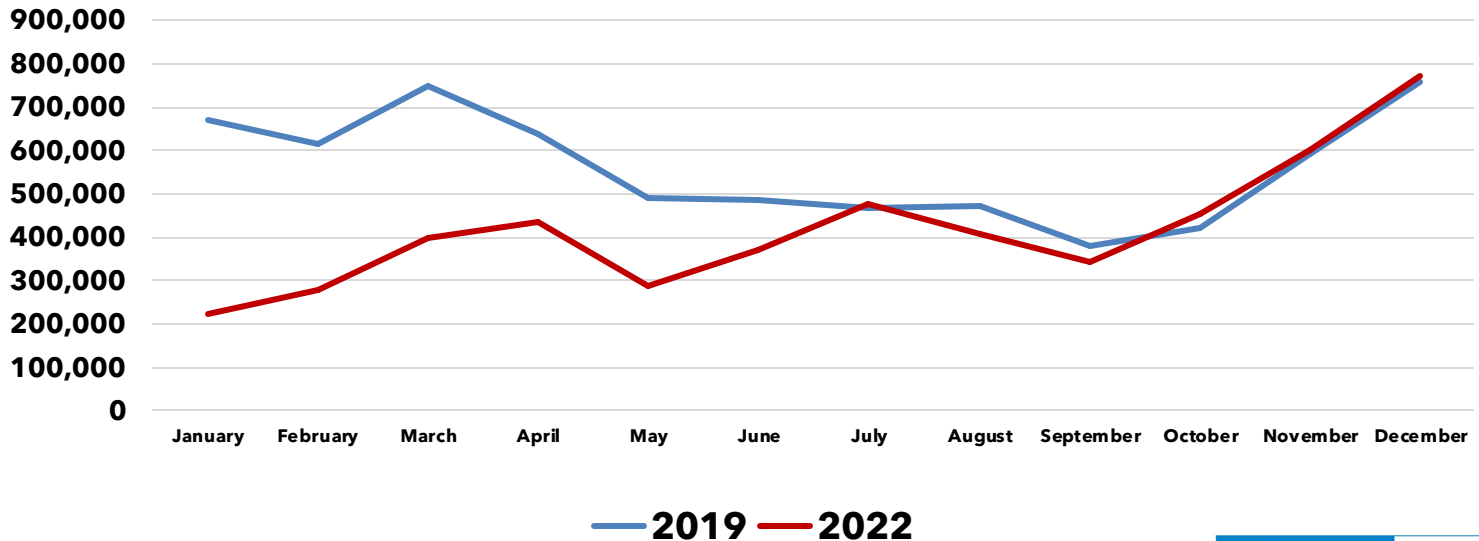
**Miami Int'l Airport: North Terminal, by Gate D17**



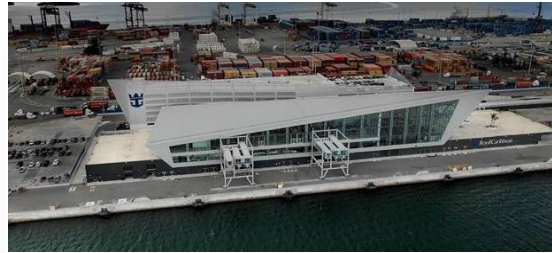
Miami Int'l Airport: North Terminal, by Gate D17

Total Passengers			
	2019	2021	2022
<b>Passengers</b>	<b>6,749,382</b>	<b>1,053,353</b>	<b>5,055,350</b>

**Monthly Passenger Volume - 2022 vs 2019**



# Recent Passenger Terminal Investments



CTA - Royal Caribbean  
Opened - November 2018  
Architect - Broadway Malyan  
Shore Power coming  
in Winter 2023



CTB - Norwegian Cruise Line  
Opened - August 2021  
Architect - Bermello Ajamil  
Shore Power coming in Winter 2023



CTV - Virgin Voyages  
Opened - February 2022  
Architect - Arquitectonica  
Shore Power coming in Winter 2023

# Future Passenger Terminal Investments



CT F - Carnival Cruise Line  
Opened - November 2022  
Architect - Berenblum Busch  
Shore Power coming in Winter 2023



CT AA/AAA - MSC Cruise Line  
Groundbreaking - March 2022  
Completion date - Fall 2023  
Architect - Arquitectonica  
Shore Power coming in Winter 2023

# Tourism Matters in Miami-Dade County

Making Our Community a Better Place to Live, Work, Play and Visit



## How Do Residents Benefit?



**181 visitors = 1 job**  
Miami-Dade County has one of the country's lowest unemployment rates; tourism supports **146,000 jobs.**



**Approximately 32%** of all state sales taxes in Miami-Dade County are collected from visitors.



Tourism results in **more than \$2,500** in annual tax savings per household in Miami-Dade County. (Visit Florida)



Tourism tax revenues **enhance resident quality of life** and essential services.





# Greater Miami & Miami Beach 2022 Visitor Industry Overview

Visitor Profile • Economic Impact • Hotel Performance • Jobs



Presented by:



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SCAN ME

[www.GMCVBRsearch.com](http://www.GMCVBRsearch.com)



**expedia group**

## **Silvia Camarota**

Senior Director for North America Market  
Management, Lodging at Expedia Group

# State of the Tourism and Travel Industry

A large, stylized number '9' graphic in a light blue color, positioned on the left side of the slide. The '9' is composed of a thick, rounded top curve and a horizontal bar extending to the right.

# The 2023 traveler



# Understanding the 2023 global traveler



Increasing appetite to travel



Pricing and refundability are top of mind



Spotlight on inclusion and sustainability



# Bringing in the 2023 global traveler



## APPEAL

46% of people value travel more than pre-pandemic



## STAND OUT

47% of travelers prioritize compelling offers, refundable policies, perks and upgrades



## HIGHLIGHT

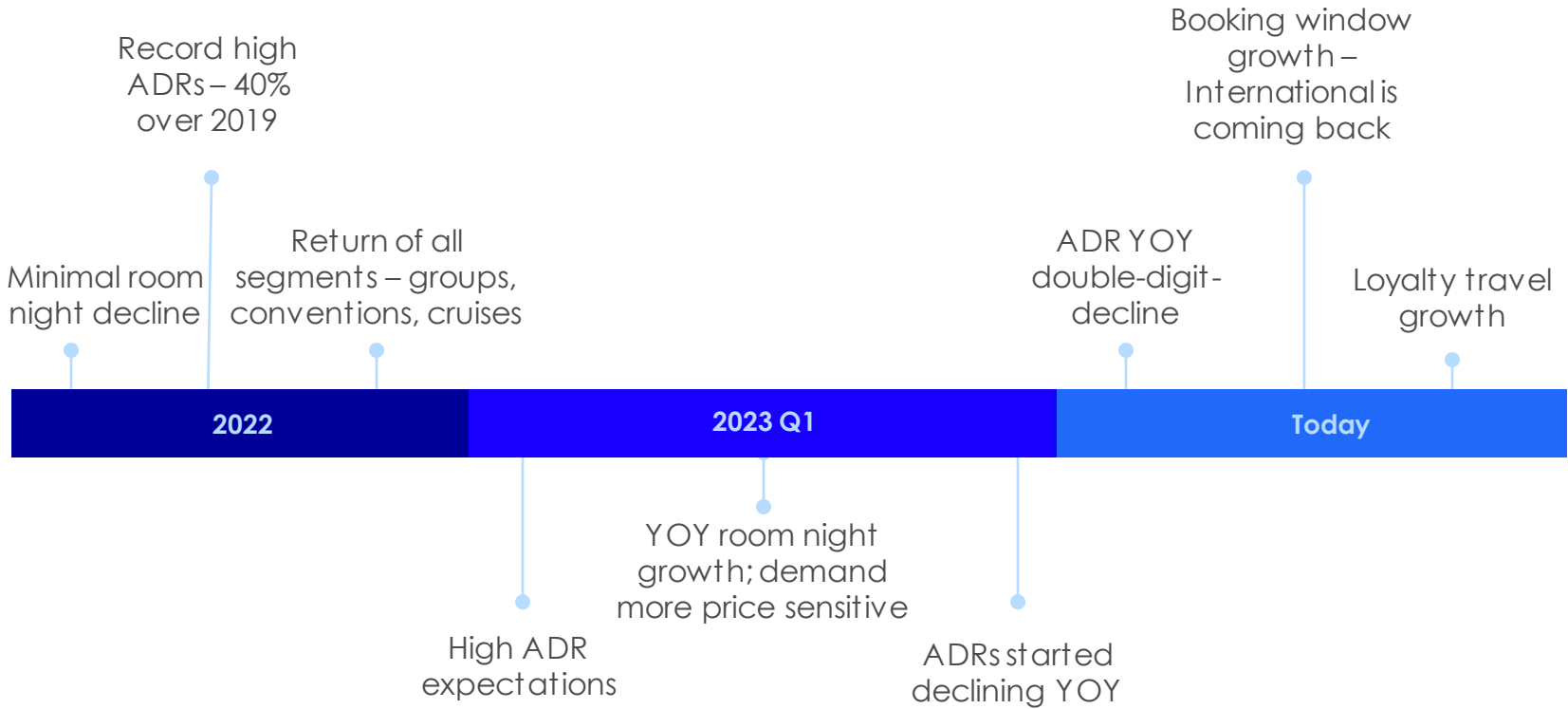
Accessibility, environmentally friendly practices, local flavors

A large, stylized number '9' graphic in a light blue color, positioned on the left side of the slide. The '9' is composed of a thick, rounded top curve and a horizontal base that tapers to the right.

# The Miami market



# Past, present, future





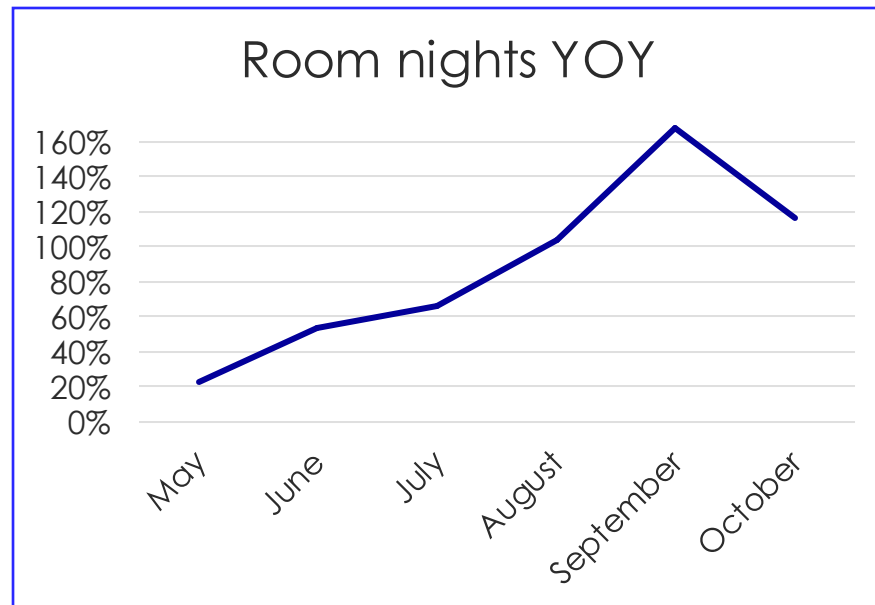
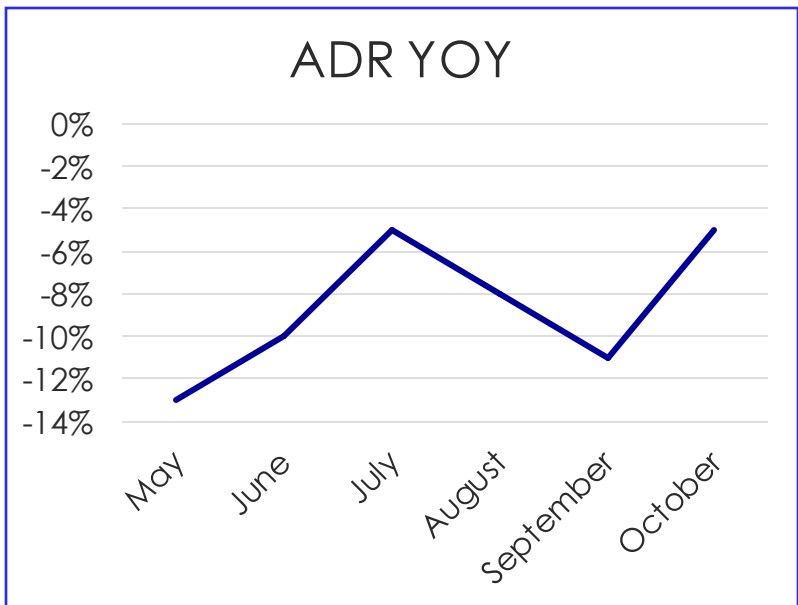


# The snapshot of Miami now

YTD for future dates	Miami
Booking window	37 days
Length of stay	2.6 nights
International growth YOY	+75%
Top feeder markets	Ca, Br, UK
Package growth YOY	+50%

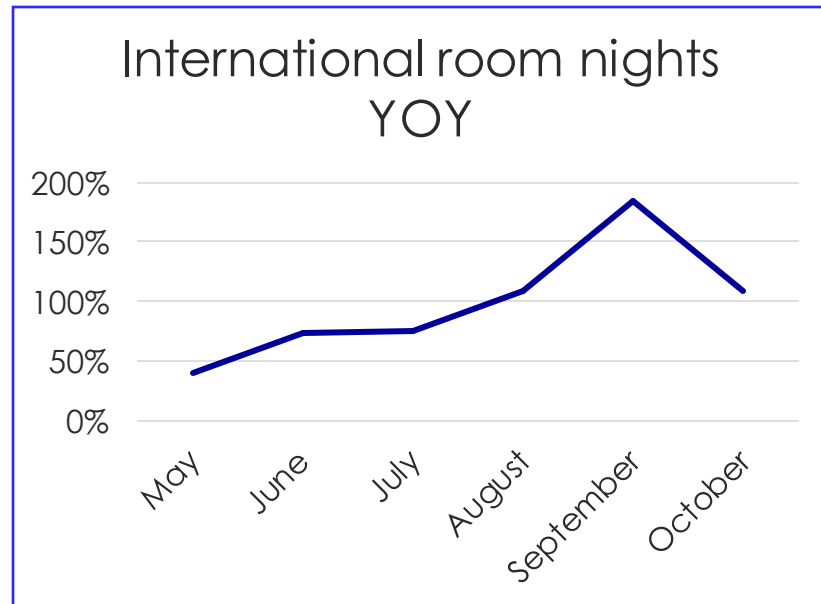
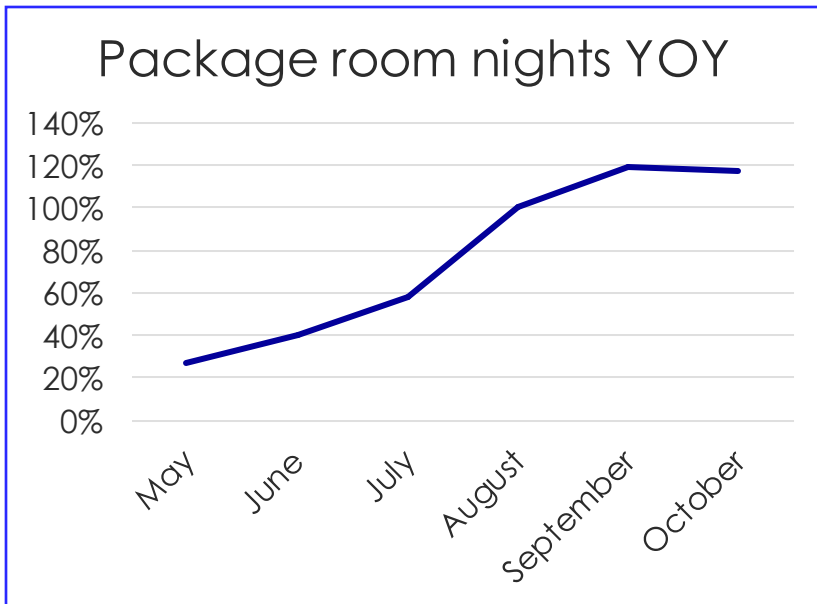


# Next 6 months - Miami





# Next 6 months - Miami

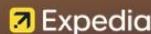
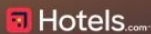



A large, stylized number '9' logo in a light blue color, positioned on the left side of the slide. The '9' is composed of a thick, rounded top curve and a horizontal base that tapers to the right.

# The Expedia Group future

# One Key

## One Key™

 Expedia  Hotels.com  Vrbo

- Unifies Expedia, Hotels.com, and Vrbo with a single rewards program
- Brings a rewards program to Vrbo for the first time
- Members can earn and use rewards across brands and for all eligible parts of the trip\*

Launching in the U.S. on July 6, 2023  
with additional markets to follow starting in 2024

\*See terms for full details

# One Key





# GMCVB partnership

MIAMI  
GREATER MIAMI & MIAMI BEACH  
GET ON THE  
FAST TRACK  
TO SEEING  
MORE OF  
MIAMI

Learn more

EXPLORE  
NEW WAYS  
TO SET SAIL  
FROM  
PORTMIAMI

MIAMI  
GREATER MIAMI & MIAMI BEACH

LEARN MORE

GREATER MIAMI  
& MIAMI BEACH

DISCOVER  
AMAZING  
GETAWAY  
DEALS IN  
MIAMI

BOOK NOW

GREATER MIAMI  
& MIAMI BEACH

RECONNECT  
AT THE  
BEACH IN  
MIAMI

PLAN NOW

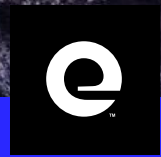
GREATER MIAMI  
& MIAMI BEACH

DISCOVER A  
MIAMI.  
FOR  
EVERYONE

MIAMI BEACH

BOOK NOW

GREATER MIAMI  
& MIAMI BEACH



**Thank You**





# Recent Activities

# Advertising - Spring/Summer Incremental Programs



April/May program kicks-off  
summer hotel co-op  
Covers US & International  
Markets  
Incremental plan:  
2M impressions  
Total impressions: 8.5M



19,428 room nights through  
May 4, 2023  
4.6 planned impressions  
5.8M Total Impressions



Expanded coverage to reach  
cultural enthusiasts  
**Incremental plan: 7.6M**  
Total impressions: 23.2M



Family Friendly Initiative  
Includes custom content,  
Pinterest, native with  
storytelling opportunities.  
**Incremental plan: 6.6M**



Expand Food City of the Year message.  
Media will run In *Saveur*, *Food & Wine*, *The New Yorker* & Conde Nast webpage during summer  
Includes custom content, display,  
social, run of site ads  
**Incremental plan: 3.3M**  
Total impressions: 10.3



Includes high impact units, Departures,  
Conde Nast Traveler, plus flightAware (private  
high-end airports) and social, search.  
Domestic & International audiences  
**Incremental plan: 8.5M**  
Total impressions: 29M

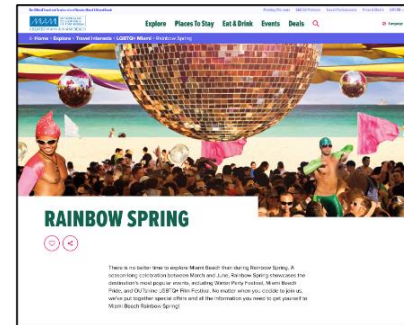
# RAINBOW SPRING

A MIAMI BEACH LGBTQ+ CELEBRATION!

MARCH - JUNE



- Advertising partnership with Expedia and EDGE Media – Jan 15
- Press release issued globally – Jan 9
- Program introduced to hosted International LGBTQ+ Media – Jan 5
- Dedicated program landing page
- Features four of the destination's most popular LGBTQ+ events
- Showcases GMCVB and Community Partner offers and experiences
- Influencer Marketing initiatives
- Social Media Marketing initiatives
- Hosted media



# Advertising - Spring/Summer Incremental Programs



DISCOVER THE  
OUTDOORS IN  
**MIAMI**

PLAN NOW

GREATER MIAMI & MIAMI BEACH



RELEASE THE  
RHYTHM OF  
**MIAMI**

PLAN NOW

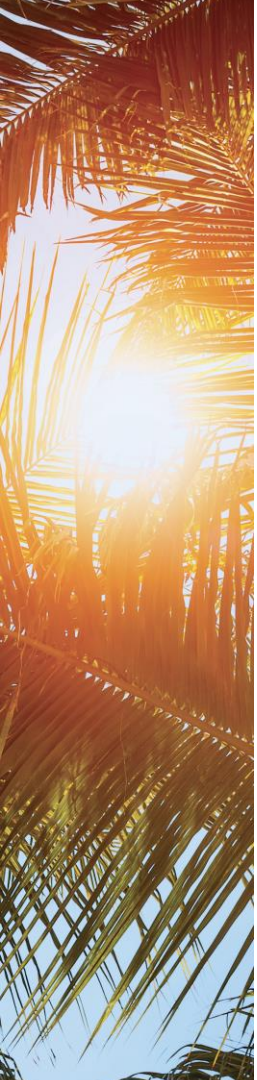
GREATER MIAMI & MIAMI BEACH

Always On/Re-targeting:  
Oct-March: 10.7M  
April-Sept: 12M  
**Total impressions: 22.7M**

**FIND  
YOUR  
WAVE**  
MIAMI BEACH

Connected TV/OTT  
Streaming TV in major US markets as  
part of Miami Beach campaign launch  
Covers US markets  
**Incremental plan: 1.9M impressions**  
Total impressions: 33.8M

**Total incremental programs will generate  
33.7M impressions**



**FIND  
YOUR  
WAVE**

MIAMIBEACH



# Influencer Engagement

FOODIE  
CON



19.4 Million Followers



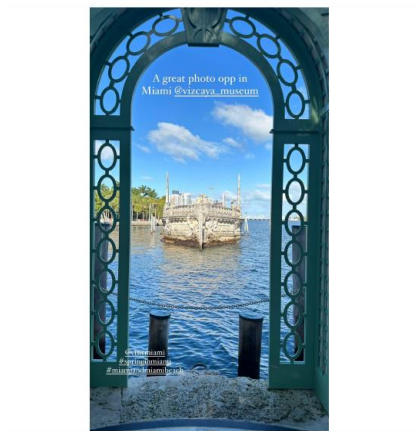
# Influencer Engagement

## SPRING IN MIAMI 10.5 Million Impressions



1.1K

@visitmiami #springinmiami  
@miami\_culinary\_tours



864



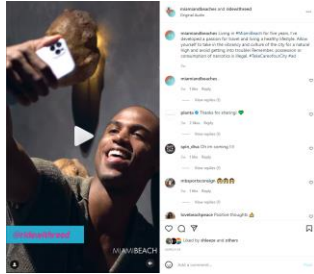
A great photo opp in Miami  
@vizzcaya\_museum @visitmiami  
#springinmiami  
#miamiandmiamibeach



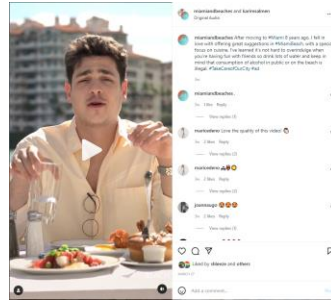
# Influencer Engagement



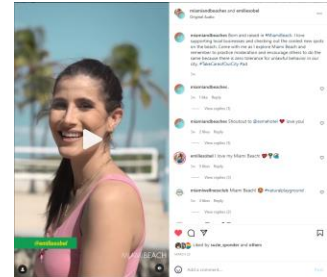
**Brandon Reed, Miami Beach**  
Followers: 13.8K



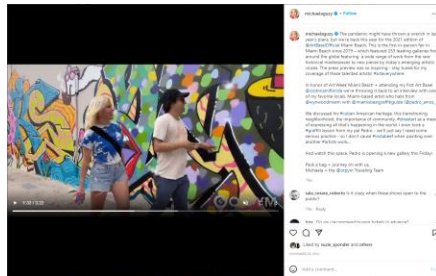
**Karim Salmen, Miami Beach**  
Followers: 123K



**Emilie Sobel, Miami Beach**  
Followers: 21.1K



**Michaela Guzy, US**  
Followers: 229K



**Jess Darrington, US**  
Followers: 26.8K



**Saliha Hadj Djilani, France**  
Followers: 16K



# Media Highlights

## The New York Times

36 Hours in Miami



**AVE: \$1.3 Million**  
**Impressions: 140 million**



The installation "Forest of Us" by the English artist and stage designer Es Devlin, on display at Superbia Miami



# Forbes

## A Trio Of Terrific Weekend Meals In Miami

Sherrie Nachman Contributor

Follow

Miami has become a beloved food destination with an abundance of fresh seafood, locally sourced produce and global influences from Latin-America to Asia. With just one weekend or a short stay, it may be challenging to choose between hundreds of options. These three restaurants provide a unique and fabulous way to spend a few days sampling some of the best food that Miami has to offer.



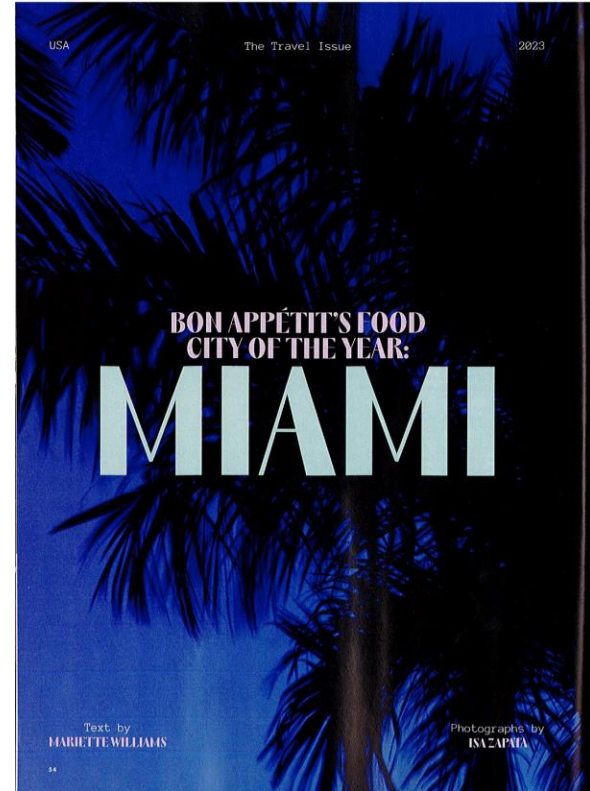
Hopefully, you have left room for the dessert, which is also served family style. There is no need to choose between the key lime pie, the chocolate mouse, the mango panna cote or any of the other treats the pastry chef has created that day. Any meal at the Lido is spectacular, but brunch is my favorite. The opulent atmosphere, ocean view and first-class service make guests feel extremely welcome.



**Impressions:** \$72M

**AVE:** \$666,583

# Media Highlights



- Impressions: **14.25M**; AVE: \$899.2K

# WE EAT!

## Mouthfuls of eateries during special week-long birthday celebration

I recently had an opportunity to enjoy mouthfuls of Miami menus after being invited to a special week-long birthday celebration for a dear friend of mine, known simply as Don Ernesto. The Don had gathered close family and friends to come celebrate his special 81 Day, in which every day was literally a feast for all senses, full of fun, sun — and sustenance.

And — hey! Did we eat well? With its world-famous weather and beaches, along with lively neighbourhoods (the recent Spring Break drama notwithstanding), Miami is home to some of the finest restaurants in the world, and it's truly an eater's paradise. TripAdvisor 2010 recently handed out its "Best of the Best Awards" and Miami and Miami Beach received top honours. It rates fourth overall in the U.S. for best food experience.

"The culinary scene in Greater Miami and Miami Beach holds a wealth of the best dining and provides guests with a feast for the senses. David Whitaker, president and CEO of the Greater Miami Convention & Visitors Bureau ([miamiandbeach.com](http://miamiandbeach.com)), said in an email: "The secret to Miami's culinary success lies in the diversity of our chefs who are inspired by the international community embedded within a tropical and cosmopolitan landscape."

From old world charm to bold Caribbean and Latin flavours, Miami offers a food experience like none other — the place is awash with celebrity chefs and fabulous food festivals. And — from humble little eateries to powerhouse restaurants — the gastronomic experiences can go on forever. I was particularly delighted to



find a chain of ice cream shops with my name! Rita's Ice Cream ([ritasicecream.com](http://ritasicecream.com)) offers up a variety of hard and soft serve flavours — my favourite being a vanilla-chocolate swirl in a waffle cone.

Even our hotel — the Grand Beach on Collins Ave. ([grandbeach.com/beach/miami](http://grandbeach.com/beach/miami)) — has a most inspiring restaurant with one of the best breakfast selections around, and a dinner menu that included one of my all time fave dishes: spaghetti con vongole. Mum Here, no particular order are some of the eateries we visited — thanks, Don Ernesto, for throwing one of the best birthday bashes in history!



### Concor's Miami Beach

4285 Collins Ave.  
[concor.com/miami-beach](http://concor.com/miami-beach)

Nicely situated in the courtyard of Rollo Beach House, this place is elegant and relaxing, offering classic Italian inspired dishes with a modern twist. We tried the beef carpaccio, a variety of pizzas and fresh salads. The spaghetti lobster with chili, tomatoes and basil is a must. Although not a big fan of the dessert, the tiramisu was a big hit.

### Mandala Argan Bistro

4282 NE 2nd Ave.  
[mandalabistro.com](http://mandalabistro.com)

Opened in Miami back in 2008, this place is one of the most popular. Situated in a restored 1940s home with beautiful gardens and outdoor patio space, a person is easily transported to the lushness along Argan on coastal towns. Impeccable service and hospitality — and the food is fabulous! We had a selection of traditional Greek appetizers and soups — tzatziki, hummus, plus olive puree and fish cake. The roasted beets in tahini yogurt and mint was a huge hit, along with wild rice (grilled marathals) and

whole, grilled Mediterranean sea bass. This restaurant is considered one of the top 10 in the U.S.

### Cipriani 465 Brickell Ave.

[cipriani.com/dinner-downtown-miami/](http://cipriani.com/dinner-downtown-miami/)

Located in Miami's downtown financial district, this place — named after the owner of the house, Harry's Bar of Venice — offers panoramic views of Biscayne Bay to go with the elegant dining rooms and distinct menu that includes a dynamic lobster bogue and the freshest of salads, thanks to the intensely sweet tomatoes that taste of a summer day.

### Mr. Chow's in the W Hotel

South Beach, [concor.com](http://concor.com)

This place is world-renowned, offering traditional cuisine in a fine dining experience. The dining rooms are elegant, as is the serving staff (formally trained) with dishes placed "family style" instead of individual servings. The stack is world class but we enjoyed a selection of dim sum, pan fried sole file, steinbogen in a soy-based sauce, chicken tenders and the restaurant's famous home-made noodles (there are noodle-making demos you can watch).

A slice of the magical Torta Merengina Classica — Vanilla Merengue Cream Cake.

### La Industria Bakery

4650 NE 1st Ave., Suite 100  
[laindustria.com](http://laindustria.com)

One of the many restaurants owned by smart-wearing singer and actor Nick Rivera Camarero — aka Nicky Jam — this place is so popular you have to start lining up early in the morning to get a seat. Famous for its go-to-go-home

## More mouthfuls from Miami



size of entrees. (Honestly, bring an army to help finish the dishes); the restaurant is famous for the pancakes, waffles and French toast along with a variety of delicious Latin American delicacies. Even the drinks should come with their own agenda! The brunch when we left snaked around the MarketPlace.

— Rita DeMontis

## CROSSWORD New York Times

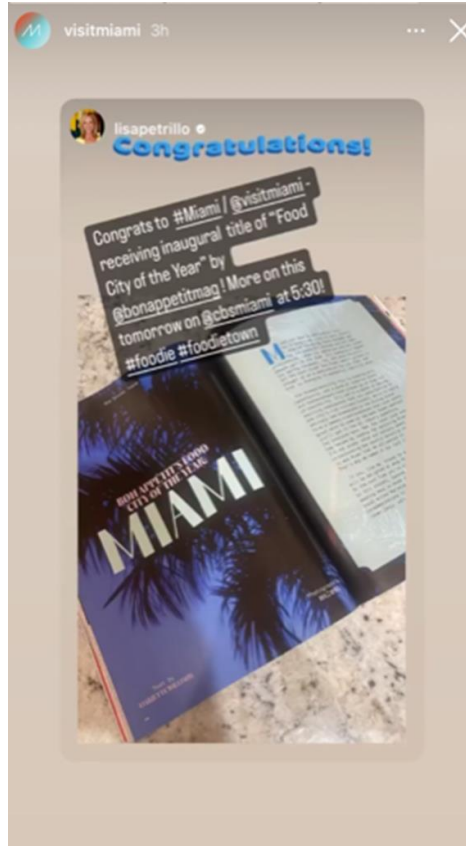
ACROSS  
1 Kit Kat component  
6 'Hail' (over)  
9 'Baker' in Quebec  
14 Words before "darned"  
15 What ice cream and sweets may do  
16 Transport up a buoy  
17 Investigative journalist and civil rights pioneer who co-founded the N.A.A.C.P.  
19 Some burrito, in brief  
20 Cabaret  
21 Belling sensation  
22 California's "Tarkie" for one  
23 Novelist and civil rights activist who wrote "Go Tell It on the Mountain"  
25 Language in which "sweet" is "sour"  
30 One way to crack rights pleaser who co-founded the N.A.A.C.P.  
33 Film screening  
37 — away!  
38 W.W. II-era campaign that helped usher in the civil rights movement ...  
41 and a hint to four powers in this puzzle  
42 Letter after phi  
43 Make a pit stop at a bank drive?  
45 Bodybuilding supplement  
46 Beach retreat  
47 Clay jobs to  
48 Enemy org. of bond world  
49 Big game  
50 "That's" "wunt"  
51 A pop megastar  
52 African American who received a posthumous Medal of Honor for valiant service in WW. II  
56 "Star Wars" trope, informally  
57 Nest egg, lit.  
58 Transcript stat  
59 African American who was the first African American to receive a doctorate at Harvard  
60 Whipper  
61 Whangoo  
62 Waze-way  
63 Inevitable, e.g.

## ANSWER TO PREVIOUS PUZZLE

A	M	S	T	E	L	A	D	D	S	K	E	M		
O	A	M	A	R	I	O	A	P	E	L	O			
S	T	A	R	B	U	R	S	T	S	O	T	O		
E	S	P	E	R	A	H	U	N	T	E	D			
M	I	N	E	R	I	T	I	C	E	N	E			
A	M	A	L	F	I	E	A	T	S	B	A	M		
S	A	L	T	I	N	E	C	R	A	C	K	E	R	S
A	T	E	E	C	R	I	T	I	C	O	L	L	E	R
M	I	L	I	T	R	A	S	L	I	A	P			
N	L	I	N	D	I	C	K	E	R	A	R	S		
B	R	I	D	I	T	S	B	A	L	E	S	I	E	
I	C	E	D	S	Q	U	A	R	E	M	E	A	L	
F	A	L	L	O	U	R	O	S	C	A	R	S		
E	S	S	E	K	E	N	N	E	S	T	E	R	A	

Impressions: \$1.2M  
AVE: \$10,295

**RAISE YOUR NOOO  
WIP TAX**  
FOR NEW PRODUCTS  
STRICTS BAN FRIDAY MAR. 24



Combined followers of **336K+**





THE  
**MICHELIN**  
GUIDE



GREATER MIAMI  
CONVENTION &  
VISITORS BUREAU





READERS' CHOICE AWARDS

# 2023 Readers' Choice Awards Survey





# Convention Sales Production: Fiscal Year 2023 Year to Date



**Total Sales Leads: 2,093**



**Total Definite Bookings: 386**



**Total Room Nights: 239,218**



# GMCVB - MBCC Annual Groups

Meeting Name	Attendance
<b>Miami International Boat Show</b>	100,000
<b>Tissue World Americas</b>	1,500
<b>Seatrade Cruise Global</b>	10,000
<b>Aesthetic &amp; Anti-Aging Medicine World Congress</b>	2,000
<b>FIME</b>	13,000
<b>Art Basel</b>	65,000
<b>OMBAS Emerald Miami Beach Antique Show</b>	2,500
<b>Jewelers International Showcase</b>	3,000
<b>Beyond Luxury Media, Ltd.-LE Miami</b>	2,000
<b>eMerge Americas, LLC</b>	15,000
<b>Elite Exhibitions-Cruise Ship Interiors</b>	10,000
<b>Swimwear Association Of Florida</b>	3,500



## **Michael Valdes**

*Chief Growth Officer, eXp Realty*

**EXPCON**

**Miami Beach Convention Center**

**October 28-November 1, 2024**

**October 20-23, 2025**



**Sherrif Karamat, CAE**

*President and CEO  
PCMA and CEMA*



PCMA CONVENING  
**LEADERS 2027**  
MIAMI | JANUARY 10-13



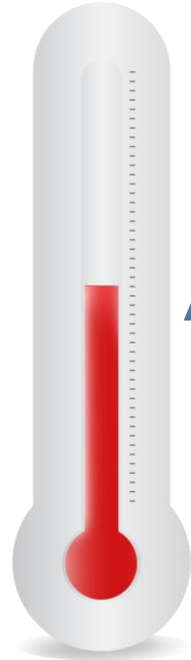
# State of the Tourism & Hospitality Industry

May 11, 2023



# Partnership Update Oct to Apr\* YTD

## New Partners to Date



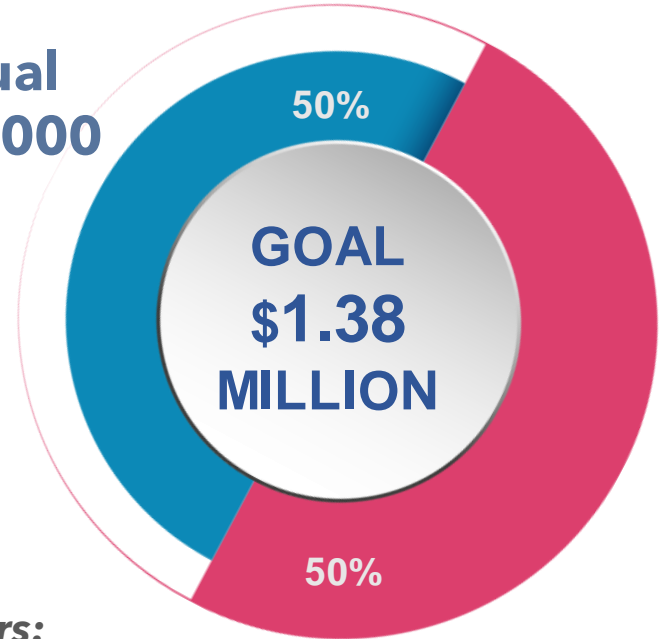
**Goal 160**

**Actual 80**

**50% of goal**

## Partner Dues Revenue to Date

**Actual  
\$690,000**



**GOAL  
\$1.38  
MILLION**

**50%**

**50% of goal**

**Current Partners:**

**989**

**\*As of April 18**

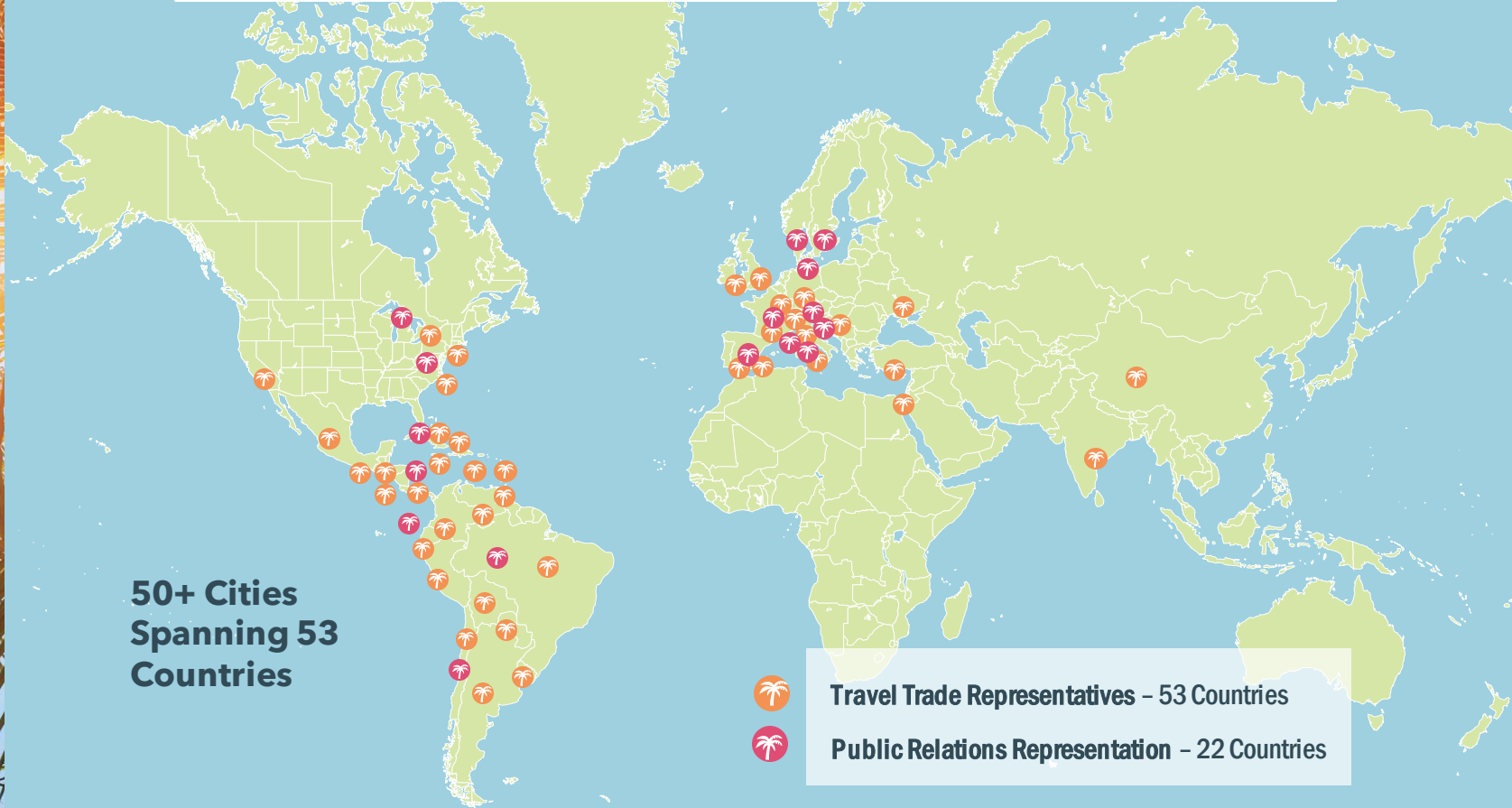
# New Members 2023 - Welcome!

**1818 Meridian House** ♦ **250 Collins Hotel by Roami** ♦ **601 Miami** ♦ **6080 Design Hotel** ♦ **A1A Airport & Limousine Service** ♦ **A6 Security** ♦ **Aba** ♦ **Abae Hotel** ♦ **Agency Be** ♦ **Alliance Nationwide** ♦ **Exposition** ♦ **Amal Miami** ♦ **Anthony Brunson P.A.** ♦ **Apogee Indigo** ♦ **arely PR** ♦ **ARS Global Emergency Management** ♦ **Ball & Chain** ♦ **Baybes Inc.** ♦ **Blind Tiger** ♦ **Bobby's Bike Hike - Miami Bike, Walking and Food Tours** ♦ **Bodega Taqueria y Tequila Coconut Grove** ♦ **Bodega Taqueria y Tequila South Beach** ♦ **Boucher Brothers Management Inc.** ♦ **Bunbury** ♦ **Coral Gables Art Cinema** ♦ **Courtyard Miami Beach South Beach** ♦ **Coyo Taco - Brickell** ♦ **Development Counsellors International (DCI)** ♦ **El Espacio 23** ♦ **Espanola Cigar Lounge** ♦ **Esteem 360 Studios LLC** ♦ **Ethos Event Collective** ♦ **EventFy** ♦ **Florida Film & Television Center** ♦ **Florida Self-Guided Driving Tours** ♦ **Full of Dreams Group Tours LLC** ♦ **Fusion Academy Miami** ♦ **Get Up and Go Kayaking - Miami** ♦ **Giselle Miami** ♦ **Gravitate Productions** ♦ **Grove 27 by Roami** ♦ **Habitat Brickell by Roami** ♦ **Healing Hands Therapeutic Massage & Corp. Wellness** ♦ **Heritage Market** ♦ **Holiday Inn Miami North I-95** ♦ **HotelPORT®** ♦ **Kivvit** ♦ **Level 6 Rooftop Restaurant** ♦ **Limo Miami** ♦ **LSW Hotels Corp** ♦ **Mad Tours and Events** ♦ **Miami Beach Pride Inc.** ♦ **Miami Watersports Paraden** ♦ **Mindwarehouse** ♦ **MiniMax Agency** ♦ **Muze at Met Mint House Miami** ♦ **My Dentist in Miami** ♦ **NationsMarket** ♦ **Obsidian Security & Consulting Corp.** ♦ **Paradox Museum Miami** ♦ **Pedal Pub Miami** ♦ **Petite Comite - Japandi Bistro** ♦ **Place of Aroma** ♦ **Prizm Art Fair** ♦ **Pro-Gress Education** ♦ **RED South Beach Hotel** ♦ **Rooftop Cinema Club South Beach** ♦ **Rosa Sky Rooftop** ♦ **Silver Mirror Facial Bar Sofia Design District** ♦ **Sonesta Select Miami Lakes** ♦ **South Florida Automobile Dealers Association** ♦ **Southern Golf Cars** ♦ **Sugarcane Magazine** ♦ **SYOTOS LLC** ♦ **Tap 42 Craft Kitchen & Bar - Doral** ♦ **Tap 42 Craft Kitchen & Bar - Kendall** ♦ **Team IP Corporate** ♦ **The BLS Company** ♦ **The Carmela by Roami** ♦ **The Elser Hotel & Residences** ♦ **The Meridian Hotel Miami Beach** ♦ **The Spa at The Loews in Coral Gables** ♦ **The Surf Club Restaurant** ♦ **Tinez Farms** ♦ **Underground Donut Tour** ♦ **Unlimited Biking** ♦ **Virgin Voyages** ♦ **Vivo! Dolphin Mall** ♦ **VRTL PRO photography** ♦ **Water Fantaseas** ♦ **WYNWOOD BUGGIES** ♦ **Wynwood Segway Tours, LLC** ♦ **X7 MKTG** ♦ **Yacht Spot Charter Co. LLC**



**Let's Keep  
the  
Momentum Going**

# Reactivating our International Network



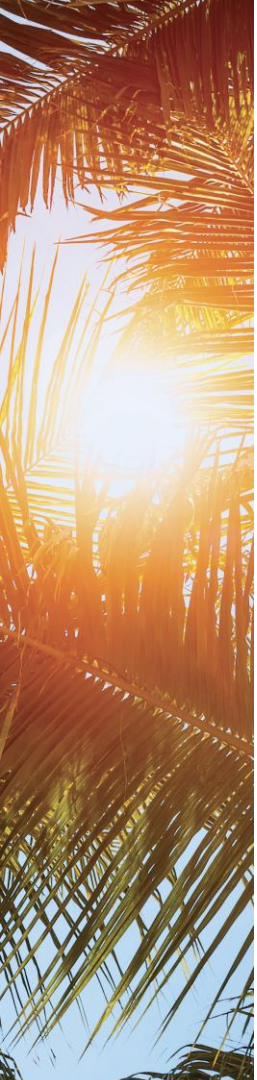
**50+ Cities  
Spanning 53  
Countries**



**Travel Trade Representatives - 53 Countries**



**Public Relations Representation - 22 Countries**



U.S. TRAVEL  
ASSOCIATION®



**DESTINATION**  
**CAPITOL HILL**

# OUR ASKS

- Fully Fund the Assistant Secretary of Commerce for Travel and Tourism
- Lower Visitor Visa Wait Times
- Provide H-2b Cap Relief
- Advance FAA Reauthorization Priorities







## TOP DETERRENENTS TO VISITING THE USA

- ① Cost/Expensive
- ② Gun Violence/Safety
- ③ Distance/Travel Length

*Visa-Waiver Countries*

- ① Visa Wait Times & Process
- ② Cost/Expensive
- ③ Gun Violence/Safety

*Non-Visa-Waiver Countries*

# State of the Tourism & Hospitality Industry

May 11, 2023





FIND YOUR

MIAMI™  
GREATER MIAMI AND MIAMI BEACH

# Destination Brand Pillars

## Outdoor Oasis

Adventurous Activities  
Beach Leisure  
Parks & Green Spaces

## Cultural Capital

Arts & Performance  
Culinary Experiences  
Music & Entertainment  
Retail Shopping  
Tech & Innovation  
Sustainability  
Accessibility

## Rich Heritage

Neighborhoods  
History  
Architecture & Design

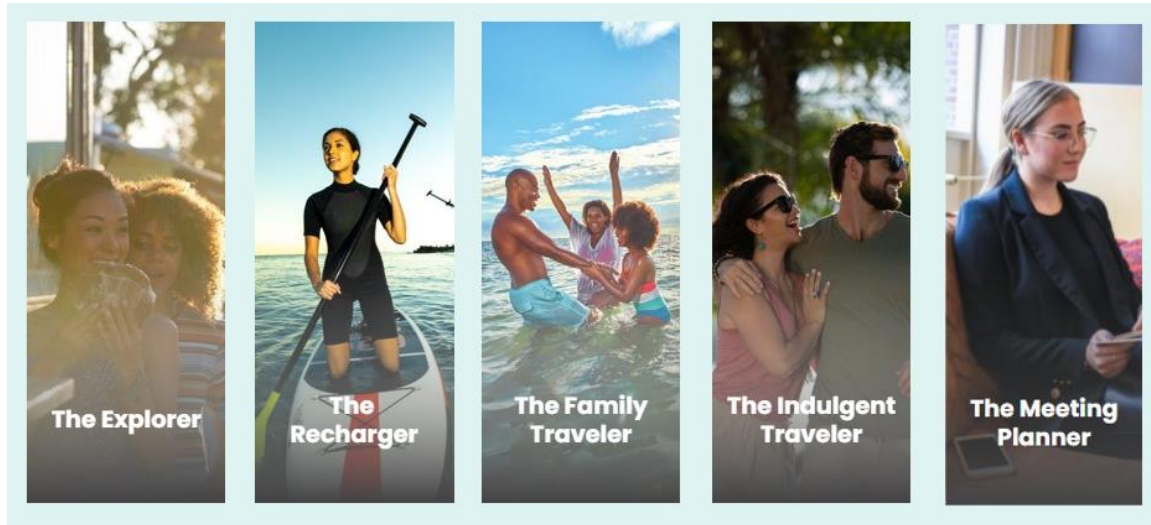
## Health & Wellness

Sports  
Fitness  
Self-Care

## Meetings & Events Planner

Meetings  
Events  
Conventions  
Conferences

← Diversity, Equity, & Inclusion →



# Campaign Evolution



FIND YOUR WAVE



That's So Miami

FOUND IN MIAMI

MIAMI SHINES

EVERGREEN

FIND YOUR MIAMI

MIAMILAND 1.0



MIAMILAND 2.0





FIND YOUR  
**MIAMI**  
GREATER MIAMI AND MIAMI BEACH



Art | Basel  
Miami Beach



DISCOVER  
BOATING™

MIAMI  
INTERNATIONAL  
BOAT SHOW®





# FIFA World Cup 26™ Miami Brand Reveal

MAY 18, 2023



# #WEARE26

# BREAKING NEWS



Copa America returns to the  
United States in 2024



# **Our Commitment to Community**



# Rolando Aedo

Chief Operating Officer  
Greater Miami  
Convention & Visitors Bureau

# Supporting our Future Tourism Professionals



# H.O.T. Challenge Sponsors - \$200,000 this year

## BRONZE - \$1,000

Advocacy + Insights  
American Black Film Festival  
Anthony Brunson, P.A.  
Biltmore Hotel  
Conex Exhibition Services

Development Counsellors International  
Girl Power Rocks, Inc.  
Horizons Intl/NABHOOD  
Integrated Insight

Miami Dade Chamber of Commerce  
Miami Dade Economic Advocacy Trust  
Overtown Children & Youth Coalition  
Symphony/Tourism Economics

## SILVER - \$3,000

Beacon Council Foundation  
Brown & Brown of Florida, Inc.  
CRA Community Redevelopment Agency  
Diaspora Vibe Cultural Arts Incubator  
Doubletree by Hilton Grand Hotel Biscayne Bay  
Eden Roc Miami Beach  
Fiduciary Trust International  
First Horizon  
FIU Chaplin School of Hospitality  
Florida Power & Light  
Fontainebleau Miami Beach

Goldman Properties  
Greater Miami & The Beaches Hotel Association  
Greenberg Traurig  
Hilton Cabana Miami Beach  
Homestead Miami Speedway  
Hyatt Regency Miami  
InterContinental Hotel Group Miami  
Loews Miami Beach Hotel  
MCA - Airports  
MIA Media Group LLC

Miami Beach Chamber of Commerce  
Miami Lakes Hotel  
Miami Marriott Biscayne Bay  
Miami Marlins  
Ocean Bank  
Orange Bowl Committee  
Port Miami  
RBB Communications  
RSM  
Sunny Isles Beach Tourism & Marketing Council

## GOLD - \$4,000

Carnival Cruise Lines

## PLATINUM - \$5,000

American Airlines

Kivvit

Ntara

Miles Partnership

Show Technology, Inc.

VMLY&R

# BHI Foundation Partnership with CareerSource South Florida



## Black Hospitality Initiative

ADVOCACY | TALENT DEVELOPMENT | EDUCATION

ORGANIZED BY THE GREATER MIAMI CONVENTION & VISITORS BUREAU

**2023 Scholarship and Internship Partnerships in collaboration with CSSF**

**Looking ahead to next year - developing Apprenticeship Programs**



### **RICK BEASLEY**

Executive Director



**Eden Rock**  
**Fontainebleau Miami Beach**  
**Goldman Properties (The Tony Hotel)**  
**Hilton Cabana Miami Beach**  
**Hyatt Regency Miami**  
**InterContinental Hotel Miami**  
**Loews Miami Beach Hotel**  
**Miami Lakes Hotel**  
**Miami Marriott Biscayne Bay**  
**Biltmore Hotel**  
**Doubletree by Hilton Biscayne Bay**  
**Mandarin Oriental Miami**

# Broadening our Commitment to Inclusivity





# Broadening our Commitment to Sustainability



# Creating Community Awareness – B.T.Y.B.T.



**HER OCEAN VIEW SUITE JUST SAVED A MIAMI RESIDENT \$1744 ON TAXES.**

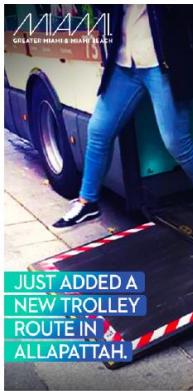
MAMI  
GREATER MIAMI & MIAMI BEACH

**Miami's "Brought to You by Tourism" campaign takes a human look into the benefits of tourism tax dollars.**



MAMI  
GREATER MIAMI & MIAMI BEACH

**VISITORS WITH TICKETS TO SWAN LAKE**



MAMI  
GREATER MIAMI & MIAMI BEACH

**JUST ADDED A NEW TROLLEY ROUTE IN ALLAPATTAH.**

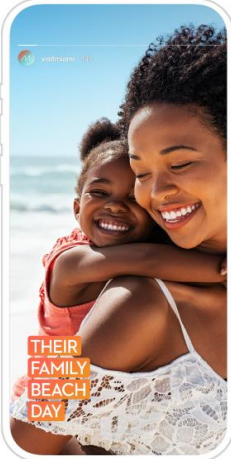


MAMI  
GREATER MIAMI & MIAMI BEACH

**PUBLIC TRANSPORTATION UPGRADES ARE BROUGHT TO YOU BY TOURISM.**

[LEARN MORE](#)

# Creating Community Awareness – B.T.Y.B.T.



# Supporting Small Businesses



**STRIVE305 Virtual Incubator**  
Learn on-demand, at home or from any mobile device, and get ready to take your business to the next level.

**TAKE A CLASS**

## Free Consultation

Receive a free 30-minute consultation for your small business needs. Select a service and date to see available

## Small Business Resources

Learn more about small business services, and programs for county certifications and contracting

## Strive305 Calendar

Search for events happening all across Miami-Dade County.



**MBF** Miami Bayside Foundation

**SEMINARIO TALLER PARA PEQUEÑAS EMPRESAS**

**¿LISTO PARA LLEVAR SU NEGOCIO AL SIGUIENTE NIVEL?**

Este programa, gratuito, le brindará las herramientas y habilidades necesarias para hacer crecer su negocio, mientras lo guía a través de la creación de su plan de negocios.

**APLIQUE AHORA**  
[miamibaysidefoundation.org/workshops](http://miamibaysidefoundation.org/workshops)

**PLAN DE NEGOCIOS**  
**VENTAS**  
**ESTRATEGIA DE MERCADEO**  
**ESTRUCTURA LEGAL**  
**FINANZAS**

**CUÁNDO**  
15 sesiones: del 4 de abril 2023 al 4 de mayo 2023  
Sesiones los martes, miércoles y jueves de 6:00 p.m. a 8:00 p.m.  
Graduación: 10 de mayo 2023

**DÓNDE**  
Videollamada por Zoom. No se graban las clases.

**REQUISITOS**  
Empresas operativas por lo menos 6 meses, mínimo 51% de los accionistas deben pertenecer a minorías y estar ubicadas en el condado de Broward, Miami-Dade, o Monroe. Según los estatutos del Estado de Florida, las minorías incluyen Afroamericanos, Hispanos, Asiáticos, Nativos Americanos y Mujeres.

**CONTÁCTENOS AHORA**  
 (786) 580-5099  
 [alan@mbf.miami](mailto:alan@mbf.miami)

**AUSPICIADORES**

# Supporting Economic Development



**Rodrick Miller**

President and Chief Executive Officer

# Supporting those in Need





# Strategic Priorities

- Miami Beach Convention Center Host Hotel
- Complete Recovery of our International Source Markets
- Customer Service / Talent Retention & Development
- Continued Commitment to Equity, Diversity & Inclusion
- Storytelling \* Audience Development \* Sense of Place
- Technology
- Industry and Community Alignments







Join us for the



THE  
**MICHELIN**  
GUIDE





**SAVE THE DATE**  
**GMCVB Planning Workshop**

July 7<sup>th</sup>

Miami Marriott Biscayne Bay

**GMCVBPartner.com**

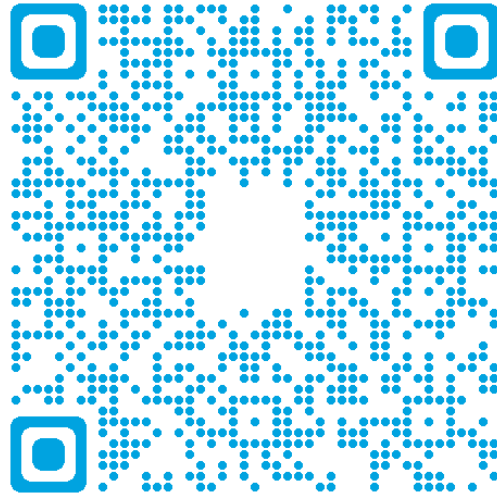


# Door Prize Drawing - VIP Package



# Take Me Out to the Ball Game

**Miami Marlins vs. Cincinnati Reds**  
**Friday, May 12 @ 6:40 p.m.**



An aerial photograph of Miami Beach, Florida, showing the coastline, turquoise water, and a mix of residential and commercial buildings. A white rectangular box is overlaid on the top center of the image, containing the Miami logo and the name of the Greater Miami Convention & Visitors Bureau.

**MIAMI**  
GREATER MIAMI & MIAMI BEACH™

GREATER MIAMI  
CONVENTION &  
VISITORS BUREAU

**THANK YOU**