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Visitor Profile and Economic Impact Study

January-December 2008

Prepared for Greater Miami Convention & Visitors Bureau

Prepared by Synovate - Miami

Date May 2009



I. INTRODUCTION

This report contains a summary of the major results of the **Visitor Profile and Economic Impact Study** conducted for the Greater Miami Convention & Visitors Bureau during 2008.

In 2008, 5,422 intercept interviews with Miami visitors were conducted.

The study is conducted annually to determine a number of characteristics of the overnight visitor to Greater Miami and the Beaches, including:

- Total overnight visitors by region
- Purpose of visit
- Type of lodging used
- Area of lodging
- Satisfaction level
- Likelihood of returning
- Likes of area
- Areas visited
- Dislikes of area
- Demographic characteristics
- Party size
- Length of stay
- Expenditures

In addition to determining a Visitor Profile, this study also develops estimates of the direct economic impact of overnight visitors on the Miami-Dade County economy.

The following pages contain the major findings of the 2008 Tourism Survey of Greater Miami and the Beaches conducted by Synovate.



II. EXECUTIVE SUMMARY

2008 VISITOR INDUSTRY STATISTICAL HIGHLIGHTS

Overnight Visitor Spending

During 2008 (January-December), overnight visitors spent an estimated \$17 billion in direct expenditures in Greater Miami and the Beaches, which can be highly attributed to international visitor spending. In total, the average daily expenditure per visitor was \$244.72, and the average expenditure per person per visit was \$1,407.15. The average length of stay in 2008 was 5.75 nights. Direct visitor spending increased in 2008 over 2007 due to higher lodging rates among international visitors. Per-visitor spending on entertainment and shopping dropped in 2008 among both domestic and international visitors. This suggests that while visitors wanted to enjoy a trip to Greater Miami, they economized on spending in the area.

Total Overnight Visitors

In 2008, the visitor industry showed growth with a 1.4% increase in overnight visitors to Miami and the beaches over 2007, largely a result of increased international visitors (up 5.4%). An estimated 12.1 million visitors stayed at least one night in Greater Miami and the Beaches in January-December 2008.

Main Purpose of Visit

Vacation continued to be the main reason people visited Greater Miami and the Beaches, representing 73% of the total market mix in 2008. Business travel represented 13.0%.

Where They Stayed

The following is a percentage breakdown of where visitors who used lodging stayed in 2008:

Miami Beach	40.1%
Downtown	19.2%
Grove/Gables/Biscayne	13.1%
N. Dade/Sunny Isle	12.7%
Airport	9.8%
South Miami Dade	5.9%

Consistent with results in the past, Miami Beach continues to be visitors' favorite place to stay during their trip to the Greater Miami area.



2008 VISITOR INDUSTRY STATISTICAL HIGHLIGHTS (CONT'D)

Hotel Occupancy

The variety of attractions and points of interest supported high January-December 2008 occupancy rates reported by participating hotels throughout our community:

Airport/Civic Center	78.1%
Miami Beach	72.2%
Grove/Key Biscayne	71.5%
Miami-Dade	71.5%
Aventura/Sunny Isles	70.6%
North Dade	68.9%
Coral Gables	68.0%
Downtown	67.8%
Central Dade	65.8%
South Dade	59.6%

While most areas show slightly higher occupancy rates compared to the same time period last year, the past few individual months have shown decline, likely due to the current economic situation.



III. Total Overnight Visitor Estimates

A. The Tourist Universe

More than 17 million passengers arrived at MIA in 2008 (January-December), a .9% increase compared to 2007. Arrivals at FLL in 2008 were essentially flat over 2007 (-.3%). The data in this report combines the interviews of visitors using both MIA and FLL who stay overnight in Miami-Dade county.

An estimated 12.1 million visitors spent at least one night in Greater Miami and the Beaches in 2008. The greatest growth came from international visitors, which saw a 5.4% increase over 2007, and made up 48 percent of all overnight visitors. Domestic visitors, accounting for 52 percent of all overnight visitors, saw a decline since last year (-2.0%).

Table 3A-1

Overnight Visitors To Greater Miami And The Beaches Domestic and International Origins									
	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	% Change Over Prior Year
	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	
Domestic Visitors	5,263.6	5,316.2	5,585.3	5,726.7	6,028.7	6,262.8	6,473.0	6,341.4	-2.0%
International Visitors	<u>5,245.7</u>	<u>4,915.2</u>	<u>4,859.7</u>	<u>5,235.1</u>	<u>5,272.9</u>	<u>5,322.2</u>	<u>5,492.9</u>	<u>5,787.2</u>	5.4%
Total Overnight Visitors	10,509.3	10,231.4	10,445.0	10,961.8	11,301.6	11,585.0	11,965.9	12,128.6	1.4%
	%	%	%	%	%	%	%	%	
Domestic Visitors	50.1	52	53.5	52.2	53.3	54.1	54.1	52.0%	
International Visitors	<u>49.9</u>	<u>48</u>	<u>46.5</u>	<u>47.8</u>	<u>46.7</u>	<u>45.9</u>	<u>45.9</u>	<u>48.0%</u>	
Total Overnight Visitors	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

Source: Synovate



B. Origin of Overnight Visitors

The majority of domestic visitors to Greater Miami and the Beaches continue to come from the Northeast (more than 3 million visitors). The Southern and Midwest regions provided Miami with 2.7 million visitors in 2008, while the Western region continues to be a growing source, with more than 526,000 visitors.

While the majority of international visitors to Greater Miami and the Beaches continue to originate from Latin America, this region saw an increase in visitors in 2008 (3.7 million) compared to 2007 (3.5 million). South America plays a large part in these visitors, accounting for nearly 2.5 million of those from Latin America. Visitors originating from Europe have been steadily growing over time, with nearly 1.4 million in 2008. More visitors from Canada were also accounted for in 2008, with 573,000 visitors in total.

Overnight Visitors To Greater Miami And The Beaches International Areas and Domestic Regions Annual								
	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)
International Regions								
Latin America	3278.6	3111.3	3076.2	3303.3	3385.2	3443.5	3518.6	3722.2
<i>South America</i>	2166.5	2067.8	1997.4	2159.5	2198.8	2277.9	2324.1	2480.1
<i>Central America</i>	414.4	393.6	432.5	468.1	474.6	500.3	511.1	540.0
<i>Caribbean</i>	697.7	649.9	646.3	675.7	685.5	665.3	683.4	702.1
Europe	1222.3	1131.1	1108.0	1246.0	1212.8	1224.1	1294.0	1360.6
Canada	587.5	535.7	539.4	554.9	564.2	526.9	556.0	573.5
Others	157.3	137.1	136.1	130.9	137.1	127.7	124.3	130.9
Total International	5245.7	4915.2	4859.7	5235.1	5272.9	5322.2	5492.9	5787.2
Domestic Regions								
North East	2316.0	2400.8	2502.2	2612.7	2785.3	2949.8	3158.9	3094.6
Southern	1479.1	1418.7	1385.2	1407.2	1501.1	1565.7	1579.4	1550.3
Midwest	1068.5	1092.3	1239.9	1247.1	1284.1	1265.1	1216.9	1170.2
Western	400.0	404.4	458.0	459.6	458.2	482.2	517.8	526.3
Total Domestic	5263.6	5316.2	5585.3	5726.7	6028.7	6262.8	6473.0	6341.4
Total Visitors	10,509.3	10,231.4	10,445.0	10,961.7	11,301.6	11,585.0	11,965.9	12,128.6



IV. Characteristics of the Visitors' Stay

A. Purpose of Visit – All Overnight Visitors

Though more than half of total visitors indicated the purpose of their Miami visit was for vacation or pleasure, this area has experienced some decline over the past few years. More visitors are coming to Miami to visit friends and relatives, particularly international visitors.

Table 4A-1

OVERNIGHT VISITORS TO GREATER MIAMI AND THE BEACHES PURPOSE OF VISIT								
	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
	%	%	%	%	%	%	%	%
Total Visitors								
Vacation/Pleasure	65.4	66.6	71.5	65.8	63.6	61.0	55.0	54.0
Business	13.7	12.2	13.8	12.8	12.6	11.7	13.9	13.0
Visit Friends/Relatives	15.4	14.6	6.5	9.8	11.7	17.2	19.5	19.3
Cruise	4.8	5.3	5.2	6.3	6.4	6.2	6.2	6.4
Personal/Other	<u>0.7</u>	<u>1.3</u>	<u>3</u>	<u>5.3</u>	<u>5.7</u>	<u>3.9</u>	<u>5.4</u>	<u>7.3</u>
	100	100	100	100	100	100	100	100.0
Domestic Visitors								
Vacation/Pleasure	68.8	71.6	72.2	66.6	63.6	57.4	48.2	49.2
Business	18.5	16	15.6	15	12.9	13.7	20.5	17.5
Visit Friends/Relatives	4.8	3.9	3.6	6.6	9.7	16.6	15.6	15.2
Cruise	7.5	7.8	7.4	9.9	9.6	8.5	10.5	10.8
Personal/Other	<u>0.4</u>	<u>0.7</u>	<u>1.2</u>	<u>1.9</u>	<u>4.2</u>	<u>3.8</u>	<u>5.2</u>	<u>7.3</u>
	100	100	100	100	100	100	100	100.0
International Visitors								
Vacation/Pleasure	61.5	60.4	70.8	65.2	63.7	66.4	62.7	59.5
Business	8.3	7.5	11.6	11	12.1	8.6	6.5	8.0
Visit Friends/Relatives	27.5	28	9.9	12.6	14	18	23.9	24.0
Cruise	1.7	2.3	2.6	3.3	2.7	2.6	1.2	1.3
Personal/Other	<u>1</u>	<u>1.8</u>	<u>5.1</u>	<u>7.9</u>	<u>7.5</u>	<u>4.4</u>	<u>5.7</u>	<u>7.2</u>
	100	100	100	100	100	100	100	100.0
Total Visitors	10,509.3	10,231.4	10,445.0	10,961.8	11,301.6	11,585.0	11,965.9	12,128.6
Vacation/Pleasure	6,873.1	6,814.1	7,468.2	7,212.8	7,187.8	7,066.9	6,581.3	6,549.4
Business	1,439.8	1,248.2	1,441.4	1,403.1	1,424.0	1,355.5	1,663.3	1,576.7
Visit Friends/Relatives	1,618.4	1,493.8	678.9	1,074.3	1,322.3	1,992.6	2,333.4	2,340.8
Cruise	504.5	542.3	543.1	690.6	723.3	718.3	741.9	776.2
Personal/Other	73.6	133.0	313.4	581.0	644.2	451.8	646.2	885.4

Source: Synovate



B. Choice of Lodging

Hotel/motel is still the most common type of lodging for visitors, but has seen some slight decline over the years in favor of other lodging options. Since a higher number of visitors are coming to Miami to visit their friends and relatives, it's not surprising that they are staying with their friends/relatives as well. This area has seen a steady increase over time and may continue to trend upward as travelers look for less expensive lodging alternatives in today's economy.

Table 4B-1

OVERNIGHT VISITORS TO GREATER MIAMI AND THE BEACHES TYPE OF LODGING						
	<u>2003</u> (000)	<u>2004</u> (000)	<u>2005</u> (000)	<u>2006</u> (000)	<u>2007</u> (000)	<u>2008</u> (000)
<u>Hotel/Motel</u>	7906.9	7607.4	7865.9	7878.5	7721.0	7592.5
<u>Friends/Relatives</u>	2297.9	3244.7	3300.1	3591.7	4953.9	5020.3
<u>Owned/Rented</u>	198.5	153.5	158.2	127.5	179.5	230.4

***Note: Visitors could have stayed in more than one type of lodging during a visit to the Greater Miami area.*

Source: Synovate



C. Area of Lodging- Total Overnight Visitors[†]

While the Miami Beach area is still the most common area for visitor lodging, movement over time suggests other areas have gained in appeal, such as Downtown, Coconut Grove/Coral Gables/Key Biscayne and the North Dade/Sunny Isles areas.

Table 4C-1

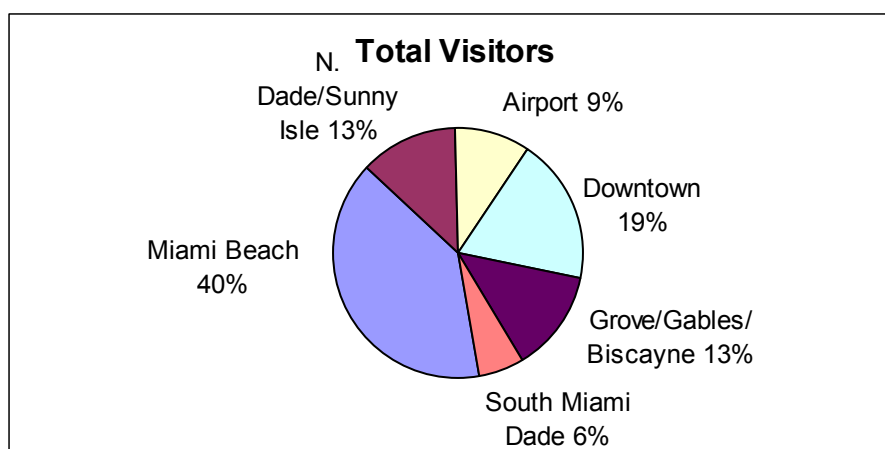
	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u> [†]	<u>2006</u> [†]	<u>2007</u> [†]	<u>2008</u> [†]
Miami Beach	48.1%	43.4%	43.6%	40.9%	46.6%	44.4%	40.9%	40.1%
Downtown	8.2%	9.8%	10.5%	9.3%	9.9%	14.0%	16.6%	19.2%
Grove/Gables/Biscayne	4.9%	6.6%	5.5%	6.1%	11.1%	11.5%	12.5%	13.1%
N. Dade/Sunny Isle	16.7%	13.1%	10.5%	18.6%	11.8%	12.7%	13.2%	12.7%
Airport	14.6%	18.9%	16.8%	15.3%	15.2%	12.3%	10.5%	9.8%
South Miami Dade	7.0%	8.1%	3.8%	9.6%	5.2%	4.8%	6.3%	5.9%

***Note: Visitors could have stayed in more than one area during a visit to Greater Miami.*

[†]Based on people who used lodging.

Distribution of Overnight Visitors

By Area of Lodging 2008[†]



[†]Based on people who used lodging.

Source: Synovate

D. Travel Party Size

Compared to 2007, there has been an increase of those visiting Greater Miami alone and fewer visitors traveling with two or more in their party. This drove a slight reduction in the average travel party size in 2008.

Table 4D-1

OVERNIGHT VISITORS TO GREATER MIAMI AND THE BEACHES						
	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
	%	%	%	%	%	%
One	28.6	32.9	28.9	24.9	27.1	32.8
Two	49.5	45.5	46.5	48.3	50.3	48.2
Three and more	21.9	21.4	24.4	26.7	22.6	19.0
Average party size	2.13	2.07	2.14	2.19	2.09	1.98



E. Mode of Arrival

There was a slight increase in visitors arriving by car in 2008 compared to the previous year. This is likely the result of higher airfares and additional fees being charged by airlines, as well as visitors economizing on travel spending.

Table 4E-1

OVERNIGHT VISITORS MODE OF ARRIVAL		
	<u>2007</u>	<u>2008</u>
By Air	95.2%	93.7%
By Car	4.80%	6.3%
	100.0%	100.0%
By Air	11,391.54	11,364.50
By Car	574.36	764.10
Visitors	11,965.90	12,128.60



V. Visitor Perceptions

A. Satisfaction Levels

As in the past, trip satisfaction and intention to return is very high among visitors to the Greater Miami area.

Table 5A-1

Overnight Visitors to Greater Miami and The Beaches Satisfaction with Visit								
	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
	%	%	%	%	%	%	%	%
Extremely Satisfied								
<u>Total</u>	<u>60.4</u>	<u>49.7</u>	<u>38.6</u>	<u>48.6</u>	<u>57.8</u>	<u>73.2</u>	<u>74.6</u>	<u>66.0</u>
<i>Domestic</i>	69.2	61.5	54.9	63.4	70.5	76.2	75.9	62.8
<i>International</i>	50.2	34.8	19.6	36.2	43.5	68.8	72.8	69.7
Very Satisfied								
<u>Total</u>	<u>35.2</u>	<u>44.0</u>	<u>50.7</u>	<u>42.7</u>	<u>35.2</u>	<u>23.4</u>	<u>22.2</u>	<u>29.9</u>
<i>Domestic</i>	28.9	35.6	39.1	30.6	24.7	20.5	20.4	33.1
<i>International</i>	42.4	54.6	64.4	52.7	47.0	27.7	24.7	26.3
Extremely/Very Satisfied								
<u>Total</u>	<u>95.6</u>	<u>93.7</u>	<u>89.3</u>	<u>91.2</u>	<u>93.0</u>	<u>96.6</u>	<u>96.8</u>	<u>96.0</u>
<i>Domestic</i>	98.0	97.1	93.9	94.0	95.2	96.7	96.3	95.9
<i>International</i>	92.7	89.4	84.0	88.9	90.5	96.4	97.5	96.0
Somewhat Satisfied								
<u>Total</u>	<u>3.8</u>	<u>5.8</u>	<u>9.6</u>	<u>7.8</u>	<u>6.2</u>	<u>3.0</u>	<u>2.5</u>	<u>3.7</u>
<i>Domestic</i>	1.5	2.5	5.4	5.2	4.1	2.8	2.8	3.8
<i>International</i>	6.4	9.9	14.6	9.9	8.5	3.3	1.9	3.6
Somewhat/Very Dissatisfied								
<u>Total</u>	<u>0.7</u>	<u>0.5</u>	<u>1.0</u>	<u>0.9</u>	<u>0.8</u>	<u>0.3</u>	<u>0.7</u>	<u>0.2</u>
<i>Domestic</i>	0.4	0.4	0.7	0.6	0.7	0.5	0.9	0.0
<i>International</i>	0.9	0.7	1.4	1.1	1.0	0.2	0.6	0.0
Total	100	100	100	100	100	100	100	100

Source: Synovate



B. Intention to Return to Greater Miami and the Beaches

Table 5B-1

Overnight Visitors to Greater Miami and The Beaches Likelihood to Return								
	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
	%	%	%	%	%	%	%	%
Definitely Likely								
<u>Total</u>	<u>62.1</u>	<u>56.7</u>	<u>51.5</u>	<u>57.5</u>	<u>67.2</u>	<u>79.5</u>	<u>81.6</u>	<u>76.2</u>
<i>Domestic</i>	71	69.5	66.8	68.1	75	81.9	82.7	74.1
<i>International</i>	51.8	40.6	33.7	48.8	58.5	75.9	80.3	78.8
Very Likely								
<u>Total</u>	<u>25.9</u>	<u>28.8</u>	<u>27.4</u>	<u>30</u>	<u>25.5</u>	<u>16.8</u>	<u>16.2</u>	<u>21.1</u>
<i>Domestic</i>	22.9	24.8	21.8	24.5	20.8	15.1	15.3	22.6
<i>International</i>	29.2	33.8	33.8	34.7	30.6	19.4	17.5	19.3
Definitely/Very Likely								
<u>Total</u>	<u>88.0</u>	<u>85.5</u>	<u>78.9</u>	<u>87.6</u>	<u>92.7</u>	<u>96.3</u>	<u>97.8</u>	<u>97.3</u>
<i>Domestic</i>	93.9	94.3	88.7	92.6	95.8	97.0	97.9	96.7
<i>International</i>	81.0	74.4	67.5	83.4	89.2	95.3	97.7	98.1
Somewhat Likely								
<u>Total</u>	<u>11.1</u>	<u>13.7</u>	<u>19.8</u>	<u>11</u>	<u>6.1</u>	<u>3.2</u>	<u>2.0</u>	<u>2.5</u>
<i>Domestic</i>	5.7	5.1	10.3	6.4	3.7	2.4	1.9	3.1
<i>International</i>	17.4	24.4	30.8	14.8	8.8	4.3	2.2	1.8
Not Very/Not at All Likely								
<u>Total</u>	<u>0.9</u>	<u>0.9</u>	<u>1.4</u>	<u>1.3</u>	<u>1.2</u>	<u>0.5</u>	<u>0.1</u>	<u>0.1</u>
<i>Domestic</i>	0.4	0.5	1.0	1.0	0.5	0.6	0.1	0.1
<i>International</i>	1.6	1.1	1.8	1.7	1.9	0.4	0.0	0.0
Total	100	100	100	100	100	100	100	100

Source: Synovate



C. First Time Visitors to Greater Miami Area

Table 5C-1

Overnight Visitors to Greater Miami and The Beaches						
	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Total Visitors						
	(000)	(000)	(000)	(000)	(000)	(000)
<u>Have Visited Before</u>	8,126.2	8,594.0	8,928.3	8,677.2	9,871.9	10,333.6
<u>Have Not Visited Before</u>	2,318.8	2,367.7	2,373.3	2,907.8	2,094.0	1,795.0
	%	%	%	%	%	%
<u>Have Visited Before</u>	77.8	78.4	79.0	74.9	82.5	85.2
<u>Have Not Visited Before</u>	22.2	21.6	21.0	25.1	17.5	14.8

Source: Synovate



D. Most Liked Features

Total Visitors

Table 5D-1

Total Visitors	2001	2002	2003	2004	2005	2006	2007	2008*
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Weather	58.2	57.7	60.3	55.2	50.5	50.3	47.4	57.5
Beaches	49.3	44.4	32.2	30.0	31.5	36.7	35.8	40.1
International ambiance	5.4	7.7	18.2	24.0	11.7	13.8	24.3	35.7
Night life	26.0	20.4	14.8	15.8	22.2	20.9	24.3	29.6
South Beach/Ocean Drive	18.6	14.4	12.8	10.7	15.7	17.6	15.7	26.9
Restaurants	11.1	13.5	21.7	22.5	16.7	12.4	13.2	22.1
Attractions	11.9	15.3	7.4	11.0	11.3	9.4	16.8	21.6
Shopping	20.9	18.4	24.2	27.4	26.8	21.4	17.1	21.1
Friendly people	6.6	9.3	10.3	23.9	17.2	19.4	12.3	17.7
Cleanliness	4.4	5.6	7.5	21.9	11.0	9.7	8.5	11.6
Bayside Marketplace	8.5	3.5	1.0	4.0	5.3	2.6	3.4	9.4
Prices	6.3	5.3	7.6	14.1	7.4	9.5	7.8	7.2
Accommodations	5.5	9.9	12.0	13.9	7.0	7.4	6.4	6.6
Service Employees	0.5	3.1	12.7	16.2	3.6	2.7	2.8	4.1

**Features are ranked by 2008 responses*



**Domestic Visitors
Table 5D-2**

<u>Domestic Visitors</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008*</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Weather	75.2	75.7	77.8	81.2	71.1	60.7	58.6	68.0
Beaches	50.2	42.3	36.7	32.9	34.6	39.1	39.9	41.8
Sun bathing	19.1	14.4	9.8	3.8	3.6	2.3	21.1	35.0
Night life	25.7	25.2	22.6	26.9	33.4	26.0	25.5	28.0
International ambiance	5.4	4.1	8.2	13.0	7.2	8.9	17.0	25.3
South Beach/Ocean Drive	19.9	18.0	14.8	11.9	15.6	16.0	13.5	22.1
Restaurants	3.0	7.2	12.7	14.6	10.1	7.4	9.5	17.4
Attractions	9.7	12.2	9.7	9.6	10.6	7.7	12.5	17.0
Friendly people	2.2	3.9	5.7	13.9	13.4	15.9	8.0	11.4
Shopping	5.4	6.4	9.9	8.8	11.2	11.5	8.6	10.6
Accommodations	5.5	3.7	7.7	10.9	6.8	6.9	4.1	6.1
Cleanliness	0.4	2.2	4.2	12.4	7.1	6.9	3.5	6.0
Prices	1.1	1.6	4.4	9.2	6.2	7.6	3.5	1.2

**Features are ranked by 2008 responses*

**International Visitors
Table 5D-3**

<u>International Visitors</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
International ambiance	9.2	12.2	29.9	33.1	16.8	21.2	36.5	47.7
Weather	38.7	35.1	40.0	33.6	27.5	34.6	32.5	45.5
Beaches	48.4	46.9	27.0	27.6	28.0	33.2	30.2	38.1
Shopping	38.7	33.4	40.9	42.8	44.2	36.4	28.3	33.2
South Beach/Ocean Drive	17.1	9.9	10.6	9.6	15.9	20.0	18.6	32.5
Night life	26.4	14.2	5.7	6.5	9.7	13.3	22.7	31.5
Restaurants	20.5	21.3	32.2	29.1	24.1	20.0	18.1	27.6
Attractions	14.5	19.3	4.6	12.1	12.1	11.9	22.4	26.9
Friendly people	11.7	16.2	15.6	32.3	21.6	24.7	18.1	25.0
Cleanliness	9.0	9.9	11.5	29.9	15.4	14.0	15.0	18.0
Prices	12.3	9.9	11.4	18.1	8.8	12.4	13.5	14.1
Bayside Marketplace	17.8	6.9	1.6	6.3	8.3	4.0	5.1	12.8
Service Employees	0.9	5.6	17.8	20.1	4.1	3.3	4.4	7.9
Accommodations	9.8	17.7	17.1	16.5	7.2	8.2	9.5	7.3

**Features are ranked by 2008 responses*

Source: Synovate



E. Areas Visited In Greater Miami and the Beaches

**Total Visitors
Table 5E-1**

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008*</u>
	%	%	%	%	%	%	%	%
Art Deco District/South Beach	71.8	77.4	68.9	66.8	70.1	67.8	53.3	51.7
The Beaches	70.2	68.8	55.4	56.0	60.7	57.7	51.2	48.2
Downtown Miami	29.8	24.5	19.0	20.6	16.4	17.6	24.1	28.9
Lincoln Road	20.5	27.8	31.0	29.6	38.0	36.0	27.6	26.6
Coconut Grove	40.0	31.6	24.1	25.7	32.1	26.0	24.9	25.3
Bayside Marketplace	52.6	44.0	29.5	31.6	30.5	27.3	24.4	25.0
Coral Gables	16.2	10.2	5.6	6.6	10.3	19.6	24.1	24.0
Aventura Mall	33.7	25.1	25.6	25.4	31.5	33.4	24.9	18.9
Little Havana	6.2	3.6	5.8	8.1	11.7	14.6	17.9	17.9
Night Clubs	21.8	20.2	12.1	11.9	15.3	17.9	16.4	16.9
Dolphin Mall	N/A	N/A	N/A	15.4	17.6	13.9	12.5	11.1
Dadeland Mall	7.9	9.9	12.9	15.8	17.7	14.1	11.8	10.1
Miami Seaquarium	6.5	9.4	6.3	6.8	5.8	7.2	8.5	8.4
Key Biscayne	10.9	12.7	8.0	7.4	9.9	11.7	7.5	8.0
Theaters	10.7	12.9	8.8	6.7	7.9	9.3	6.3	6.4
Bal Harbour Shops	9.0	6.9	6.7	6.7	8.0	11.6	6.6	6.0
International Mall	8.0	9.8	6.0	11.4	11.3	8.1	6.6	5.6
Parrot Jungle	0.2	0.2	0.6	2.4	2.2	3.4	3.8	5.2
Water Sports/Activities	4.5	2.3	2.6	1.7	4.0	2.7	2.9	4.7
The Falls	2.8	1.7	4.2	4.7	4.5	5.4	3.5	3.7
Golf	7.2	6.9	7.0	6.5	6.3	5.3	4.3	3.7
Place on Flagler	15.7	7.8	7.3	4.4	3.7	3.0	4.5	3.6
One day/Casino Cruise	4.9	4.6	3.7	2.7	3.5	2.8	3.0	3.3
Everglades National Park	1.6	1.4	1.7	1.6	2.2	4.7	3.7	2.9
Westland Mall	1.6	2.1	2.2	3.8	5.4	3.6	3.2	2.5
Mall of the Americas	3.0	3.3	3.7	5.1	6.7	4.8	2.3	1.4
Museums	9.8	10.1	6.9	4.8	4.4	4.1	1.9	1.3
Parks	2.6	2.3	1.5	1.2	5.8	7.0	0.8	0.8

*Areas are ranked by 2008 responses

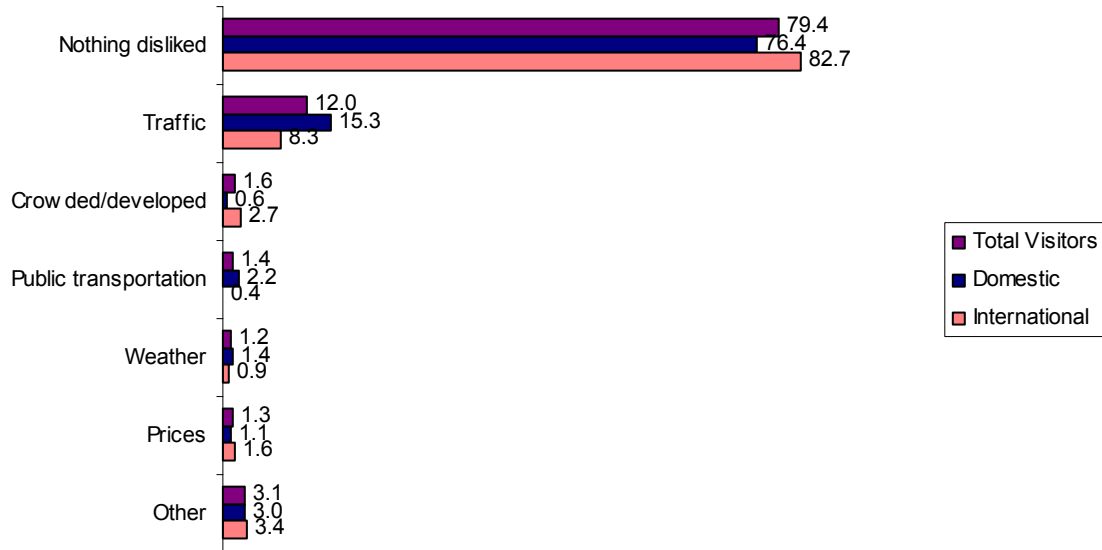
** Visitors may give more than one response

Source: Synovate



F. Least Liked Features

**Total Visitors
Table 5F-1**



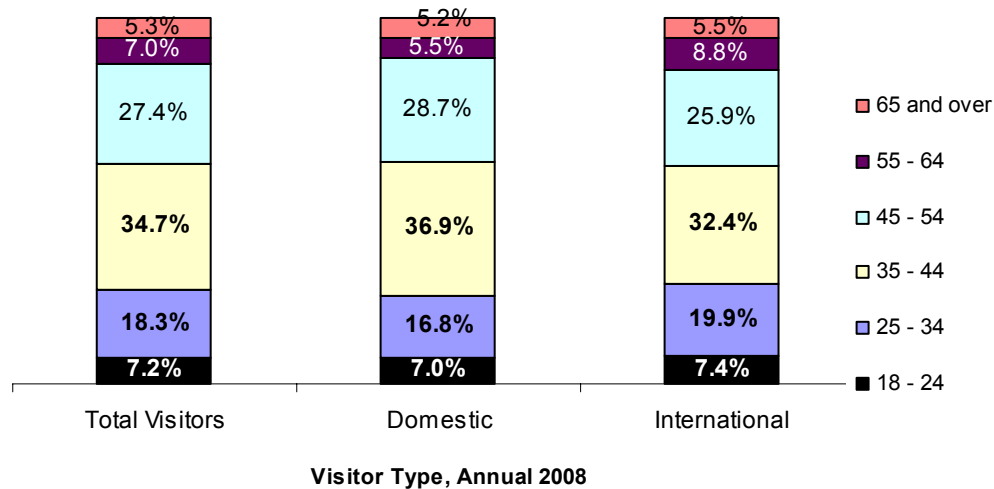


VI. Visitor Profile

A. Age Characteristics of Respondents

Total Overnight Visitors	2001 %	2002 %	2003 %	2004 %	2005 %	2006 %	2007 %	2008 %
18 - 24	9.5	7.1	9.5	8.3	6.9	6.8	6.0	7.2
25 - 34	17.9	19.3	21.6	22.9	23.5	20.0	17.9	18.3
35 - 44	38.8	38.9	35.5	33.4	34.3	35.5	36.5	34.7
45 - 54	26.8	26.3	24.9	25.0	26.9	27.6	27.6	27.4
55 - 64	4.5	5.0	4.8	5.9	4.6	6.5	7.0	7.0
65 and over	2.4	3.4	3.7	4.4	3.9	3.5	4.8	5.3

**Overnight Visitors to Greater Miami and the Beaches
Age of Visitor By Origin,
2008**



Average Age (yrs)	2001	2002	2003	2004	2005	2006	2007	2008
Total	40.3	40.9	40.1	40.7	40.6	41.3	42.2	42.1
Domestic	40.8	40.3	40.0	39.8	39.6	40.9	41.9	42.0
International	39.6	41.6	40.3	41.4	41.7	41.9	42.7	42.2



VII. Economic Impact of Overnight Visitors

A. Direct Economic Impact: Expenditures

Direct expenditures of overnight visitors to Greater Miami and the Beaches are estimated from visitor-reported spending collected in the continuing monthly profile study. Visitors are asked for the average daily expenditures on lodging, food, transportation, entertainment and shopping for their visitor party. Per party daily expenditures are divided by the number of people per party to estimate per visitor daily expenditure. Per visitor daily expenditure is multiplied by the average number of nights stayed to estimate average total expenditures per visitor for the entire visit. Total average expenditures per visitor are projected against the total number of visitors to estimate the total direct expenditures of overnight visitors.

The tables on the following pages display the data in terms of the direct expenditures per party and per person in each of the categories, by domestic and international visitors. This data is then projected to develop estimates of the total direct expenditures made by overnight visitors to Greater Miami and the Beaches during 2008 (January-December).



B. Direct Visitor Expenditures

Table 7B-1

Overnight Visitors to Greater Miami and the Beaches								
Average Daily Expenditures								
Total Visitors								
<u>Type of Expenditure</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Lodging	\$126.50	\$107.72	\$99.36	\$133.53	\$145.01	\$153.75	\$145.81	\$150.40
All Meals	\$99.26	\$89.81	\$78.41	\$77.50	\$87.97	\$100.48	\$91.91	\$96.37
Transportation	\$43.79	\$41.30	\$35.58	\$35.29	\$42.03	\$43.65	\$33.69	\$33.42
Entertainment	\$88.15	\$75.28	\$60.63	\$57.59	\$67.84	\$82.34	\$70.06	\$60.85
Shopping	\$78.15	\$80.41	\$100.44	\$120.45	\$123.19	\$157.22	\$169.62	\$143.51
Total: Avg Daily \$ Per Party	\$435.85	\$394.52	\$374.42	\$424.36	\$466.04	\$537.44	\$511.09	\$484.55
Divided by: Avg. Party Size	2.06	2.04	2.13	2.07	2.14	2.19	2.09	1.98
Avg. Daily \$ Per Visitor	\$211.58	\$193.39	\$175.78	\$205.00	\$217.78	\$245.41	\$244.54	\$244.72
Multiplied by: Length of Stay (median # of nights)	6.26	6.02	5.4	6.08	6.25	5.74	5.85	5.75
Total: \$/Person/Visit	\$1,324.48	\$1,164.22	\$949.23	\$1,246.43	\$1,361.10	\$1,408.63	\$1,430.56	\$1,407.15
Multiplied by Total Visitors (000)	10,509.3	10,231.5	10,445.0	961.7	11,301.6	11,585.0	11,965.9	12,128.6
Total Overnight Visitor Expenditures (In Millions)	\$13,919.5	\$11,911.6	\$9,914.7	\$13,662.0	\$15,382.6	\$16,319.0	\$17,117.9	\$17,095.0

Source: Synovate



Table 7B-2
Expenditures by Type
Total Visitors

<u>Type of Expenditure</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
	\$ (Million)	\$ (Million)	\$ (Million)	\$ (Million)	\$ (Million)	\$ (Million)	\$ (Million)	\$ (Million)
Lodging	\$4,040.0	\$3,252.4	\$2,631.1	\$4,299.1	\$4,786.4	\$4,668.5	\$4,883.6	\$5,325.6
All Meals	\$3,170.0	\$2,711.6	\$2,076.3	\$2,495.2	\$2,903.6	\$3,051.0	\$3,078.3	\$3,394.3
Local Transportation	\$1,398.5	\$1,247.0	\$942.2	\$1,136.2	\$1,387.3	\$1,325.4	\$1,128.4	\$1,177.1
Entertainment	\$2,815.2	\$2,272.9	\$1,605.5	\$1,854.2	\$2,239.2	\$2,500.2	\$2,346.5	\$2,143.3
Shopping	<u>\$2,495.8</u>	<u>\$2,427.8</u>	<u>\$2,659.7</u>	<u>\$3,878.0</u>	<u>\$4,066.1</u>	<u>\$4,773.9</u>	<u>\$5,681.1</u>	<u>\$5,054.7</u>
Total Expenditures	\$13,919.5	\$11,911.6	\$9,914.7	\$13,662.7	\$15,382.6	\$16,319.0	\$17,117.9	\$17,095.0
	%	%	%	%	%	%	%	%
Lodging	29.0%	27.3%	26.5%	31.5%	31.1%	28.6%	28.5%	31.2%
All Meals	22.8%	22.8%	20.9%	18.3%	18.9%	18.7%	18.0%	19.9%
Local Transportation	10.0%	10.5%	9.5%	8.3%	9.0%	8.1%	6.6%	6.9%
Entertainment	20.2%	19.1%	16.2%	13.6%	14.6%	15.3%	13.7%	12.5%
Shopping	17.9%	20.4%	26.8%	28.4%	26.4%	29.3%	33.2%	29.6%
Total Expenditures	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Synovate

Expenditures by Type, Total Visitors
2008
Table 7B-3

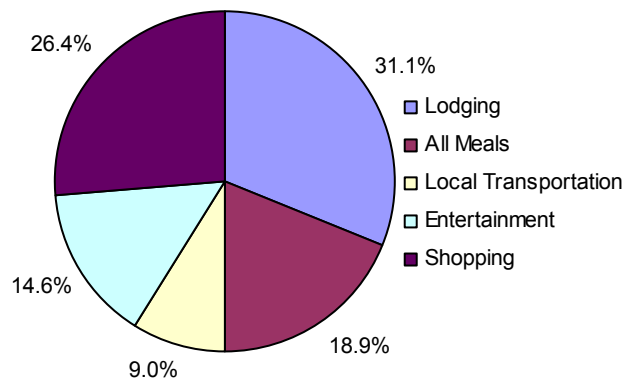
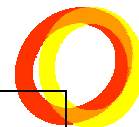


Table 7B-4

JANUARY-DECEMBER 2008 PROFILE OF OVERNIGHT VISITORS TO GREATER MIAMI AND THE BEACHES
Synovate Miami



**Overnight Visitors to Greater Miami and the Beaches
Average Daily Expenditures
Domestic Visitors**

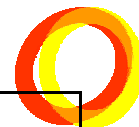
<u>Type of Expenditure</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Lodging	\$132.19	\$123.62	\$116.92	\$143.24	\$147.13	\$152.40	\$144.49	\$150.50
All Meals	\$104.26	\$102.02	\$88.42	\$90.59	\$91.98	\$96.42	\$91.56	\$96.58
Transportation	\$44.49	\$44.36	\$32.24	\$42.31	\$45.36	\$40.53	\$32.62	\$37.20
Entertainment	\$98.10	\$90.29	\$74.38	\$79.03	\$77.72	\$78.57	\$71.69	\$62.66
Shopping	\$60.13	\$59.22	\$62.67	\$62.69	\$79.76	\$104.21	\$97.34	\$77.04
Total: Avg Daily \$ Per Party	\$439.17	\$419.51	\$374.63	\$417.86	\$441.95	\$472.13	\$437.70	\$423.98
Divided by: Avg. Party Size	1.97	2.05	2.05	2.02	2.04	2.00	2.03	1.96
Avg. Daily \$ Per Visitor	\$222.93	\$204.64	\$182.76	\$207.27	\$216.64	\$227.66	\$215.74	\$216.70
Multiplied by: Length of Stay (median # of nights)	6.13	5.77	5.54	5.80	6.00	5.50	5.10	4.74
Total: \$/Person/Visit	\$1,366.56	\$1,182.00	\$1,012.49	\$1,202.17	\$1,299.84	\$1,252.13	\$1,100.27	\$1,027.16
Multiplied by Total Visitors (000)	5,263.6	5,316.2	5,585.3	5,726.7	6,028.7	6,262.8	6,473.0	6,341.4
Total Overnight Visitor Expenditures (In Millions)	\$7,193.0	\$6,283.7	\$5,655.1	\$6,884.4	\$7,836.3	\$7,841.8	\$7,122.1	\$6,513.6

Source: Synovate

Table 7B-5

Overnight Visitors to Greater Miami and the Beaches

**JANUARY-DECEMBER 2008 PROFILE OF OVERNIGHT VISITORS TO GREATER MIAMI AND THE BEACHES
Synovate Miami**



Average Daily Expenditures International Visitors								
<u>Type of Expenditure</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Lodging	\$119.90	\$87.65	\$77.69	\$121.72	\$142.03	\$155.96	\$147.93	\$150.40
All Meals	\$93.47	\$74.49	\$65.97	\$66.42	\$83.40	\$106.56	\$92.36	\$100.91
Transportation	\$40.64	\$37.47	\$30.61	\$29.55	\$38.23	\$48.35	\$35.11	\$30.51
Entertainment	\$74.52	\$56.37	\$42.93	\$39.17	\$56.42	\$88.00	\$67.86	\$61.69
Shopping	\$96.80	\$107.08	\$146.79	\$169.42	\$172.92	\$236.91	\$265.51	\$230.60
Total: Avg Daily \$ Per Party	\$425.33	\$363.06	\$363.99	\$426.28	\$493.00	\$635.78	\$608.77	\$574.12
Divided by: Avg. Party Size	2.16	2.02	2.23	2.11	2.24	2.65	2.17	2.01
Avg. Daily \$ Per Visitor	\$196.91	\$179.74	\$163.31	\$202.03	\$220.09	\$239.73	\$280.83	\$285.25
Multiplied by: Length of Stay (median # of nights)	6.51	6.37	5.37	6.40	6.5	6.64	6.48	6.41
Total: \$/Person/Visit	\$1,282.28	\$1,144.94	\$876.49	\$1,294.78	\$1,430.59	\$1,592.77	\$1,819.78	\$1,828.45
Multiplied by Total Visitors (000)	5,245.7	4,915.2	4,859.7	5,235.1	5,272.9	5,322.2	5,492.9	5,787.2
Total Overnight Visitor Expenditures (In Millions)	\$6,726.5	\$5,627.6	\$4,259.5	\$6,778.3	\$7,543.3	\$8,477.0	\$9,995.9	\$10,581.6

Source: Synovate