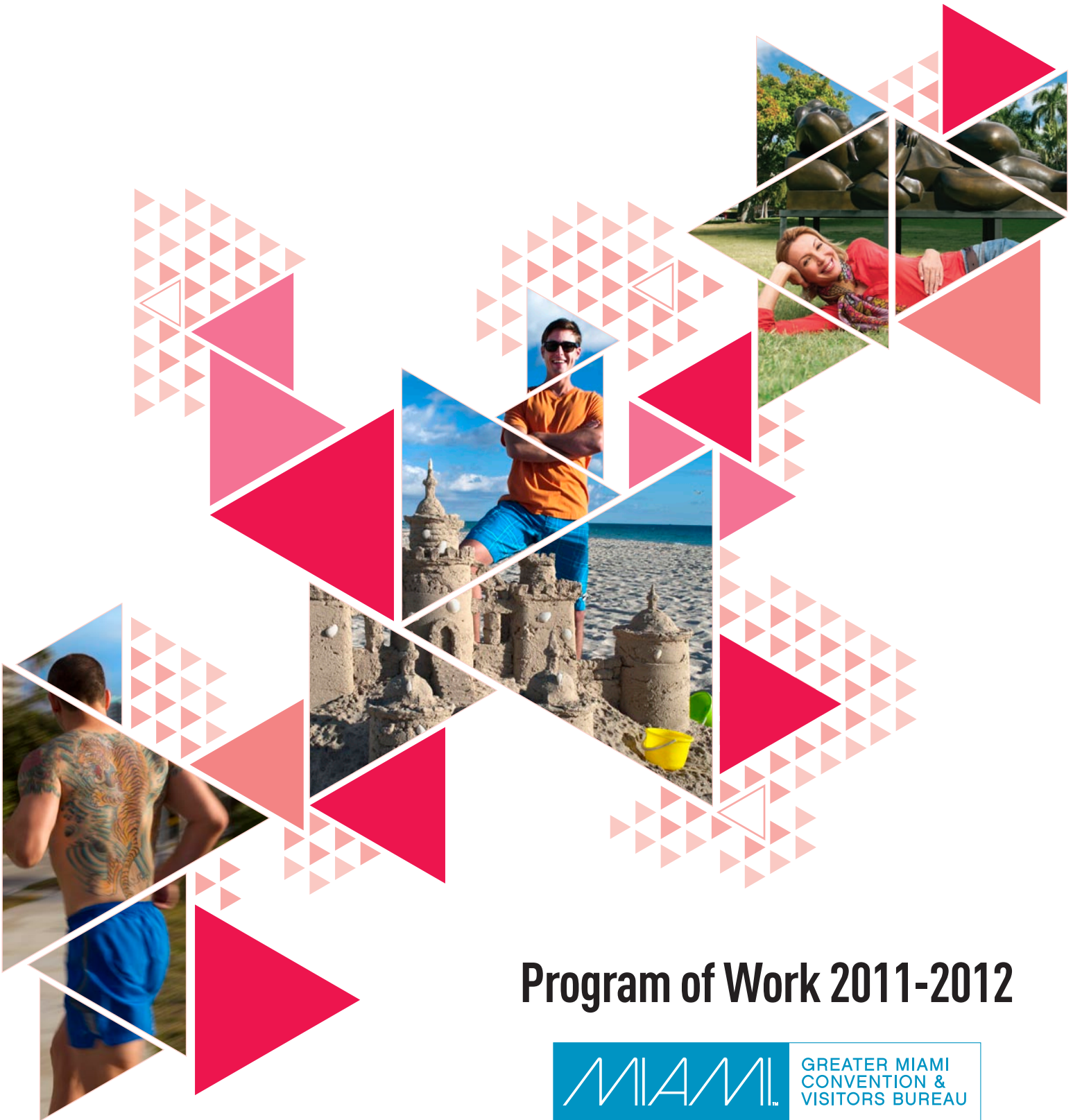


► Marketing & Creative Services



Program of Work 2011-2012



Marketing & Creative Services

2011/2012 Calendar of Publications & Specialty Programs



MIAMI MUSEUM MONTH
may



MIAMI ROMANCE MONTH
jun



MIAMI SPA MONTH
jul+aug



MIAMI SPICE RESTAURANT MONTH
aug+sep



MIAMI ATTRACTIONS MONTH
oct



MIAMI LIVE MUSIC MONTH
nov

October 2011

3rd Annual Miami Attractions Month — Everyone's A Kid

Experience Greater Miami and the Beaches' many unique attractions during October and enjoy special discounts on admission to Miami's top attractions. For more information, visit EveryonesAKid.com.

October 2011-October 2012

Buy, Play, Stay Local

A program in partnership with the Miami-Dade Coalition of Chambers, designed to promote their members' offers and encourage local spending/vacationing in your own backyard to stimulate the local economy. For more information, visit MiamiDealsForLocals.com.

October 2011

Greater Miami & The Beaches Calendar of Events

A guide to hundreds of arts and cultural shows and exhibits, food and music festivals, sporting events and the latest happenings in the destination.

November 2011

2nd Annual Miami Live Music Month

To celebrate our live music scene, Miami Live Music Month promotes our diverse live music venues and the great musicians that play in them. For more information, visit MiamiLiveMusicMonth.com.

December 2011

Greater Miami & The Beaches Vacation Planner/Visitors Guide

Serving as the primary fulfillment piece for consumer information, and an in-room edition found in 200 participating hotels. A Spanish-language e-zine is also available.

December 2011

Greater Miami & The Beaches Travel Planner

A comprehensive resource guide for travel trade professionals worldwide.

March 2012

Greater Miami & The Beaches Meeting Planner

This publication provides one-stop shopping for meeting, convention and trade show planners, with information on area facilities and services.

March 2012	<p>1st Annual Miami Film Month A celebration of the cultural diversity of Greater Miami and the Beaches through our renowned national, international and niche film festivals.</p>
March 2012	<p>Greater Miami & The Beaches Calendar of Events A guide to hundreds of arts and cultural shows and exhibits, food and music festivals, sporting events and the latest happenings in the destination.</p>
April 2012	<p>1st Annual Miami Golf Month Modeled after specialty programs such as Miami Spice Month, Miami Spa Month, Miami Attractions Month, Miami Museum Month, Miami Live Music Month and Miami Romance Month. This program will feature special golf offers showcasing our award-winning golf courses.</p>
May 2012	<p>4th Annual Miami Museum Month The cultural schedule in Greater Miami and the Beaches is unique and diverse. During May, celebrate Miami Museum Month and receive special offers at participating museums. This is an incredible opportunity to experience our inspiring museums. For more information, visit MiamiMuseumMonth.com.</p>
June 2012	<p>2nd Annual Miami Romance Month Greater Miami and the Beaches – the perfect place to spark a new romance, rekindle an old flame or tie the knot. Stay at a luxurious hotel, stroll along the beach, indulge at a candlelit restaurant, and marvel at the shimmering skyline. For more information, visit MiamiRomanceMonth.com.</p>
June 2012	<p>Greater Miami & The Beaches Family Fun Guide This publication provides information about activities for children including special programs at local hotels, attractions and family-friendly events.</p>
July-August 2012	<p>5th Annual Miami Spa Month Greater Miami and the Beaches is renowned for luxury spas that are ranked among the best spas in America, and are the favorites of spa connoisseurs throughout the world. Celebrate with us during July and August, when you can enjoy incredible savings on special treatments at Miami's premier spas. For more information, visit MiamiSpaMonth.com.</p>
August-September 2012	<p>11th Annual Miami Spice Restaurant Program During August and September, don't miss a chance to savor some of our area's most spectacular cuisine. Greater Miami and the Beaches' top restaurants offer mouth-watering meals at incredible savings. For more information, visit iLoveMiamiSpice.com.</p>
August 2012	<p>Greater Miami & The Beaches Pocket Guide A compact version of the Vacation Planner, this guide is distributed at hotels, visitor centers and other key visitor locations.</p>
September 2012	<p>Greater Miami & The Beaches Multilingual City Guides Produced in English, Spanish, Portuguese, French, German and Italian.</p>

Specialty Publications



Lifestyle & Boutique Hotels Directory

The ultimate resource for Greater Miami and the Beaches' boutique hotels. This guide features hotel listings, photographs and amenities as well as information tailored to Meeting Planners and the Film Industry.



Greater Miami & The Beaches Black Visitor Guide

Features the diverse sounds, tastes and sights of the people of African descent from African-American to Bahamian, Haitian, Jamaican and surrounding Caribbean communities that contribute to Greater Miami and the Beaches' cultural mosaic.



Greater Miami & The Beaches LGBT Guide

Provides helpful information for gay and lesbian travelers, including nightlife, dining, shopping, arts and culture, and LGBT events.



Greater Miami & The Beaches Heritage Guide

Offers in-depth information about Greater Miami's historic sites and places of interest, along with beautiful photographs and locator maps.



Greater Miami & The Beaches Film Location Guide

Showcases the wealth of film locations in Miami-Dade County, along with local film office information.

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