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2006 Visitor Profile and Economic Impact Study

Prepared for Greater Miami Convention & Visitors Bureau

Prepared by Synovate - Miami

Date February 2007



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 2006.

The Study is based on the results of 5,400 interviews conducted at random, among overnight visitors to Greater Miami and the Beaches. 500 intercept interviews were conducted monthly during the first and third quarters and 400 were conducted monthly in the second and fourth quarters.

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

- Executive summary
- 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, the Study also develops an analysis of the direct and indirect economic Impact of overnight visitors on the Miami-Dade County economy.

The following pages contain the major findings of the 2006 Tourism Survey of Greater Miami and the Beaches conducted by Synovate.



II. EXECUTIVE SUMMARY

2006 VISITOR INDUSTRY STATISTICAL HIGHLIGHTS

Overnight Visitor Spending

Overnight visitors spent \$16.3 billion in direct expenditures in Greater Miami and the Beaches. Other highlights: Average daily expenditure increased to \$245.41; average expenditure per trip was \$1,408.63; and the average length of stay was 5.74 days.

High Visitor Satisfaction

Visitor satisfaction continued at its high levels since the GMCVB started tracking it in 1989. Over 90% of overnight visitors said they were “extremely or very satisfied” with their stay in our destination -- that represents over 11 million of the 11.6 million overnight visitors to Greater Miami and the Beaches. The likelihood of returning to our destination was 96.3% or 11.2 million visitors—the highest observed level in the past 5 years. The increase in satisfaction and likely to return ratings are a good sign for Greater Miami’s “repeat visitors.” This also may be a sign that travelers are noting the increase in improved attractions and amenities that Greater Miami has to offer.

Total Overnight Visitors

In 2006 the visitor industry showed an improving travel industry with a 2.5% increase in visitors over 2005. More than 11.6 million visitors stayed at least one night in Greater Miami and the Beaches, compared to the 11.3 million visitors in 2005. This reflected a market mix of 54% domestic and 46% international visitor, continuing the trend of more domestic visitors than international visitors that has appeared in recent years. Tighter visa control that has since emerged after 9/11 may be negative effecting international travel to the U.S. The negative images of the U.S. in recent years may be detracting international visitors as well.

In 2006, the bright spot for international visitors was the continued to attract visitation from the strongest segment of Miami’s international visitor component-Latin America. Miami was an international destination for European visitors as well. Spending among international visitors was also up in 2006.



Main Purpose of Visit

Increases in travel to Greater Miami in 2006 seemed to occur mostly during the shoulder months of April to October.

Leisure travel continued to be the main reason people visited Greater Miami and the Beaches. It represents 61% of the total market mix in 2006.

Business/Convention travel represented 12% of the market mix. VFR represented 17% of the market mix.

The other main purpose of visit, taking a cruise, represented 6% of the market mix.

Where They Stayed

The following is a percentage breakdown of where visitors who used lodging stayed in 2006:

Miami Beach	44.4%
Downtown	14.0%
N. Dade/Sunny Isle	12.7%
Airport	12.3%
Grove/Gables/Biscayne	11.5%
South Miami Dade	4.8%

Miami Beach continues to be visitors' favorite place to stay during their trip to the Greater Miami area.

What They Liked*

Overnight visitors rated the following as the top characteristics they liked about our destination:

Weather	50.3%
Beaches	36.7%
Shopping	21.4%
Night life	20.9%
Friendly people	19.4%
South Beach/Ocean Drive	17.6%
International ambiance	13.8%
Restaurants	12.4%
Cleanliness	9.7%

** Visitors may have given more than one response*

The weather and beaches still topped the list for favorite features (and Greater Miami witnessed an increase in tourism).

International visitors rated shopping and the beaches as their top favorite features while domestic visitors' favorites were the weather and the beaches.



Other notable characteristics were our destination's cultural activities, shopping and year-round outdoor and water activities.

What They Don't Like

Visitors main concerns were mainly associated with traffic (14%) and crowded/developed (5%).

2006 TRENDS

Forty-eight percent of the overnight travelers to Miami rented a car or close to 5.6 million visitors used rental cars as their main transportation. This number was a slight decrease from last year where approximately half of Greater Miami's visitors rented cars; this is also apparent in the rise in the transportation expenditures.

Overnight visitors enjoyed a variety of Greater Miami's sights, activities and attractions, reflecting Greater Miami and the Beaches diversity, one of its greatest competitive strengths. Following is a sample of visitation at major points of interest:

Art Deco District/South Beach	67.8%
The Beaches	57.7%
Lincoln Road	36.0%
Aventura Mall	33.4%
Bayside Marketplace	27.3%
CocoWalk/Mayfair/Coconut Grove	26.0%
Coral Gables	19.6%
Night Clubs	17.9%
Downtown Miami	17.6%
Little Havana	14.6%
Dadeland Mall	14.1%
Dolphin Mall	13.9%
Key Biscayne	11.7%
Bal Harbour Shops	11.6%



III. Total Overnight Visitors

A. The Tourist Universe

Over fifteen million passengers arrived at MIA in 2006. In addition, significant levels of domestic passengers staying in Miami-Dade County are using Broward County Airport (FLL) as their gateway to South Florida. The Bureau has investigated the extent and impact of this situation on the estimates of visitor levels and economic impact on Greater Miami and The Beaches. The data in this report combines the interviews of visitors using both MIA and FLL who stay overnight in Miami-Dade county.

Over 11.6 million people spent at least one night in Greater Miami and the Beaches in 2006. Domestic visitors accounted for 54% of all overnight visitors while 46% were of international origin.

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>
	(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
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>
Total Overnight Visitors	10,509.3	10,231.4	10,445.0	10,961.8	11,301.6	11,585.0
	%	%	%	%	%	%
Domestic Visitors	50.1	52.0	53.5	52.2	53.3	54.1
International Visitors	<u>49.9</u>	<u>48.0</u>	<u>46.5</u>	<u>47.8</u>	<u>46.7</u>	<u>45.9</u>
Total Overnight Visitors	100.0	100.0	100.0	100.0	100.0	100.0
		% Change	% Change	% Change	% Change	% Change
		02 vs. 01	03 vs. 02	04 vs. 03	05 vs. 04	06 vs. 05
Domestic Visitors		1.0	5.1	2.5	5.3	3.9
International Visitors		-6.3	-1.1	7.7	0.7	0.9
Total Overnight Visitors		-2.6	2.1	4.9	3.1	2.5

Source: Synovate



B. Origin of Overnight Visitors - Domestic Visitors

The Northeast continues to be the leading source of overnight domestic visitors to Greater Miami and the Beaches. The next two leading regions each delivered more than one million overnight visitors to Greater Miami and the Beaches and the western region (traditionally the smallest contributor) delivered 482 thousand visitors.

Table 3B-1

Overnight Visitors To Greater Miami And The Beaches						
Domestic Origins						
	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>
	(000)	(000)	(000)	(000)	(000)	(000)
North East	2,316.0	2,400.8	2,502.2	2,612.7	2,785.3	2,949.8
Southern	1,479.1	1,418.7	1,385.2	1,407.2	1,501.1	1,565.7
Midwest	1,068.5	1,092.3	1,239.9	1,247.1	1,284.1	1,265.1
Western	<u>400.0</u>	<u>404.4</u>	<u>458.0</u>	<u>459.6</u>	<u>458.2</u>	<u>482.2</u>
Total Domestic	5,263.6	5,316.2	5,585.3	5,726.7	6,028.7	6,262.8
	%	%	%	%	%	%
North East	44.0	45.2	44.8	45.6	46.2	47.1
Southern	28.1	26.7	24.8	24.6	24.9	25.0
Midwest	20.3	20.5	22.2	21.8	21.3	20.2
Western	<u>7.6</u>	<u>7.6</u>	<u>8.2</u>	<u>8.0</u>	<u>7.6</u>	<u>7.7</u>
Total Domestic	100.0	100.0	100.0	100.0	100.0	100.0
		% Change	% Change	% Change	% Change	% Change
		02 vs. 01	03 vs. 02	04 vs. 03	05 vs. 04	06 vs. 05
North East		3.7	4.2	4.4	6.6	5.9
Southern		-4.1	-2.4	1.6	6.7	4.3
Midwest		2.2	13.5	0.6	3.0	-1.5
Western		1.1	13.3	0.4	-0.3	5.2
Total Domestic		1.0	5.1	2.5	5.3	3.9

Source: Synovate



C. Origin of Overnight Visitors - International Visitors

Sixty five percent of the international visitors came from Latin America, of whom almost 2.3 million visitors came from South America; 665 thousand from the Caribbean and about 500 thousand from Central America. Europe supplied 1.2 million visitors. 527 thousand Canadians visited.

Table 3C-1
Overnight Visitors to Greater Miami and the Beaches
International Origins, By Region

<u>Area of Origin</u>	<u>2001</u> (000)	<u>2002</u> (000)	<u>2003</u> (000)	<u>2004</u> (000)	<u>2005</u> (000)	<u>2006</u>
<u>Latin America</u>	3,278.6	3,111.3	3,076.2	3,303.3	3,385.2	3,443.5
<i>South America</i>	2,166.5	2,067.8	1,997.4	2,159.5	2,198.8	2,277.9
<i>Central America</i>	414.4	393.6	432.5	468.1	474.6	500.3
<i>Caribbean</i>	697.7	649.9	646.3	675.7	685.5	665.3
Europe	1,222.3	1,131.1	1,108.0	1,246.0	1,212.8	1,224.1
Canada	587.5	535.7	539.4	554.9	564.2	526.9
Others	157.3	137.1	136.1	130.9	137.1	127.73
Total International	5,245.7	4,915.2	4,859.7	5,235.1	5,272.9	5,322.2
Total Domestic	5,263.6	5,316.2	5,585.3	5,726.7	6,028.7	6,262.8
Total Overnight Visitors	10,509.3	10,231.4	10,445.0	10,961.7	11,301.6	11,585.0
		% Change	% Change	% Change	% Change	% Change
		02 vs. 01	03 vs. 02	04 vs. 03	05 vs. 04	06 vs. 05
<u>Latin America</u>		-5.1	-1.1	7.4	2.5	1.7
<i>South America</i>		-4.6	-3.4	8.1	1.8	3.6
<i>Central America</i>		-5.0	9.9	8.2	1.4	5.4
<i>Caribbean</i>		-6.9	-0.6	4.6	1.4	-2.9
Europe		-7.5	-2.0	12.4	-2.7	0.9
Canada		-8.8	0.7	2.9	1.7	-6.6
Others		-12.8	-0.8	-3.8	4.8	-6.8
Total International		-6.3	-1.1	7.7	0.7	0.9

Source: Synovate



Table 3C-2

Overnight Visitors To Greater Miami And The Beaches International Origins, Market Share By Region						
	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>
	%	%	%	%	%	%
Area of Origin						
Latin America	62.5	63.3	63.3	63.1	64.2	64.7
South America	41.3	42.1	41.1	41.2	41.7	42.8
Central America	7.9	8.0	8.9	8.9	9.0	9.4
Caribbean	13.3	13.2	13.3	12.9	13.0	12.5
Europe	23.3	23.0	22.8	23.8	23.0	23.0
Canada	11.2	10.9	11.1	10.6	10.7	9.9
Others	3.0	2.8	2.8	2.5	2.6	2.4
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Synovate

D. Overnight Visitors by Quarter

Table 3D-1

	2003		2004		2005		2006		% Chang e 04 vs. 03	% Chang e 05 vs. 04	% Chan ge 06 vs. 05
	%	(000)	%	(000)	%	(000)	%	(000)			
1st quarter		2866.2		3,145.5		3,292.3		3,309.6	9.7	4.7	0.5
International	45.0	1,280.2	47.0	1,467.9	47.0	1,536.9	46.0	1,513.1	14.7	4.7	-1.5
Domestic	55.0	1,586.0	53.0	1,677.6	53.0	1,755.4	54.0	1,796.5	5.8	4.6	2.3
2nd Quarter		2,478.7		2,646.2		2,705.1		2,856.8	6.8	2.2	5.6
International	44.0	1090.6	45.0	1,198.7	45.0	1,204.1	43.0	1,233.2	9.9	0.4	2.4
Domestic	56.0	1388.1	55.0	1,447.5	55.0	1,501.0	57.0	1,623.6	4.3	3.7	8.2
3rd quarter		2,266.1		2,300.1		2,376.5		2,442.2	1.5	3.3	2.8
International	48.0	1,080.8	48.0	1,095.2	47.0	1,127.9	48.0	1,170.2	1.3	3.0	3.8
Domestic	52.0	1,185.3	52.0	1,204.9	53.0	1,248.6	52.0	1,272.0	1.7	3.6	1.9
4th quarter		2,834.0		2,870.0		2,927.7		2,976.4	1.3	2.0	1.7
International	49.7	1,408.0	51.3	1,473.3	48.0	1,404.0	47.2	1,405.7	4.6	-4.7	0.1
Domestic	50.3	1,426.0	48.7	1,396.7	52.0	1,523.7	52.8	1,570.7	-2.1	9.1	3.1



E. Visitors from Ft. Lauderdale

Table 3E-1

Overnight Visitors To Greater Miami And The Beaches						
	2001	2002	2003	2004	2005	2006
	%	%	%	%	%	%
Percent who stayed in Miami	13.3	13.7	15.0	15.5	16.0	15.1
	(000)	(000)	(000)	(000)	(000)	(000)
Number of Overnight Visitors	700.1	728.3	837.8	887.6	964.6	945.7
		% Change 02 vs. 01	% Change 03 vs. 02	% Change 04 vs. 03	% Change 05 vs. 04	% Change 06 vs. 05
		4.0%	15.0%	5.9%	8.7%	-2.0%



IV. Characteristics of the Visitors' Stay

A. Purpose of Visit – All Overnight Visitors

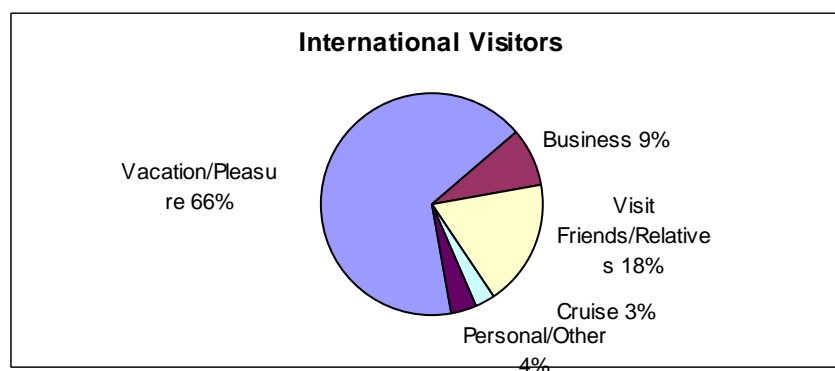
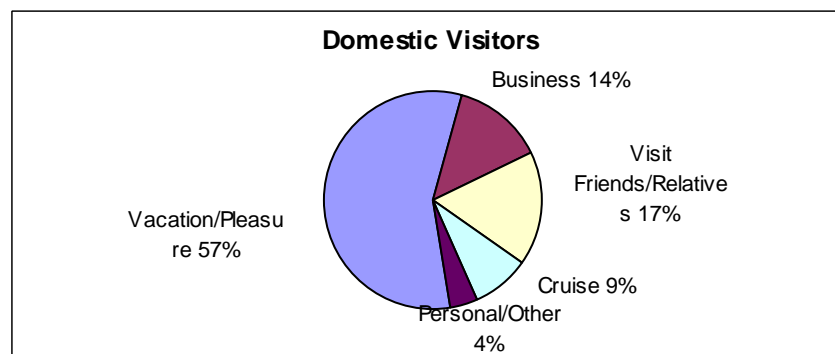
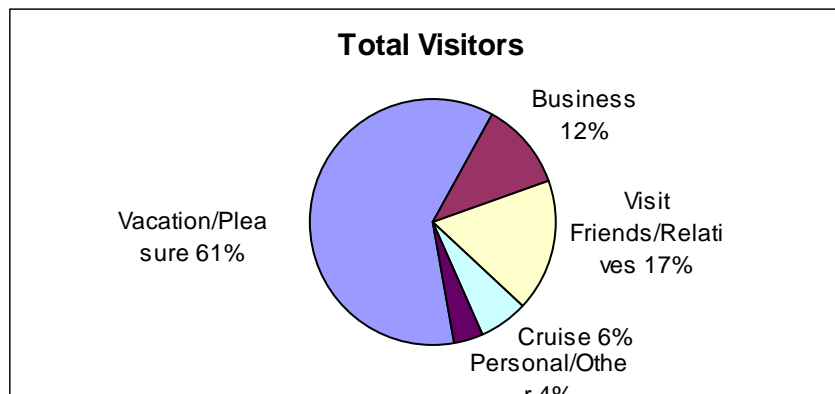
Table 4A-1

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>
	%	%	%	%	%	%
Total Visitors						
Vacation/Pleasure	65.4	66.6	71.5	65.8	63.6	61.0
Business	13.7	12.2	13.8	12.8	12.6	11.7
Visit Friends/Relatives	15.4	14.6	6.5	9.8	11.7	17.2
Cruise	4.8	5.3	5.2	6.3	6.4	6.2
Personal/Other	<u>0.7</u>	<u>1.3</u>	<u>3.0</u>	<u>5.3</u>	<u>5.7</u>	<u>3.9</u>
	100.0	100.0	100.0	100.0	100.0	100.0
Domestic Visitors						
Vacation/Pleasure	68.8	71.6	72.2	66.6	63.6	57.4
Business	18.5	16.0	15.6	15.0	12.9	13.7
Visit Friends/Relatives	4.8	3.9	3.6	6.6	9.7	16.6
Cruise	7.5	7.8	7.4	9.9	9.6	8.5
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>
	100.0	100.0	100.0	100.0	100.0	100.0
International Visitors						
Vacation/Pleasure	61.5	60.4	70.8	65.2	63.7	66.4
Business	8.3	7.5	11.6	11.0	12.1	8.6
Visit Friends/Relatives	27.5	28.0	9.9	12.6	14.0	18.0
Cruise	1.7	2.3	2.6	3.3	2.7	2.6
Personal/Other	<u>1.0</u>	<u>1.8</u>	<u>5.1</u>	<u>7.9</u>	<u>7.5</u>	<u>4.4</u>
	100.0	100.0	100.0	100.0	100.0	100.0
Total Visitors (000)	(000)	(000)	(000)	(000)	(000)	(000)
Vacation/Pleasure	6,873.08	6,814.11	7,468.18	7,212.80	7,187.82	7,066.85
Business	1,439.77	1,248.23	1,441.41	1,403.10	1,424.00	1,355.45
Visit Friends/Relatives	1,618.43	1,493.78	678.93	1,074.25	1,322.29	1,992.62
Cruise	504.45	542.26	543.14	690.59	723.30	718.27
Personal/Other	73.57	133.01	313.35	580.97	644.19	451.82
		% Change	% Change	% Change	% Change	% Change
		02 vs. 01	03 vs. 02	04 vs. 03	05 vs. 04	06 vs. 05
Vacation/Pleasure		-0.9	9.6	-3.4	-0.3	-1.7
Business		-13.3	15.5	-2.7	1.5	-4.8
Visit Friends/Relatives		-7.7	-54.6	58.2	23.1	50.7
Cruise		7.5	0.2	27.1	4.7	-0.7
Personal/Other		80.8	135.6	85.4	10.9	-29.9

Source: Synovate



Purpose of Visit 2006



Source: Synovate

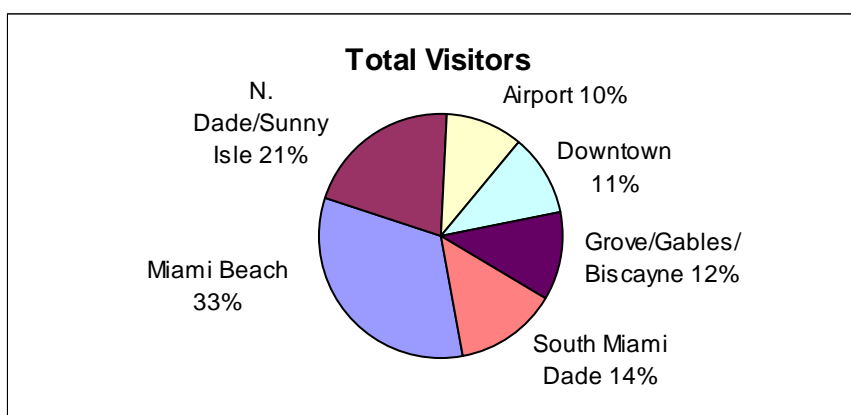


B. Area of Lodging- Total Overnight Visitors

	<u>2001</u>	<u>Table 4B-1</u> <u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u> [†]	<u>2006</u> [†]
Miami Beach	48.1%	43.4%	43.6%	40.9%	46.6%	44.4%
N. Dade/Sunny Isle	16.7%	13.1%	10.5%	18.6%	11.8%	12.7%
Airport	14.6%	18.9%	16.8%	15.3%	15.2%	12.3%
Downtown	8.2%	9.8%	10.5%	9.3%	9.9%	14.0%
Grove/Gables/Biscayne	4.9%	6.6%	5.5%	6.1%	11.1%	11.5%
South Miami Dade	7.0%	8.1%	3.8%	9.6%	5.2%	4.8%

[†]Based on people who used lodging.

Distribution of Overnight Visitors, By Area of Lodging 2006



Source: Synovate



C. Choice of Lodging

Table 4C-1

Overnight Visitors To Greater Miami and The Beaches				
Type of Lodging				
	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>
	(000)	(000)	(000)	(000)
<u>Hotel/Motel</u>	7,906.9	7,607.4	7,865.9	7,878.5
<u>Friends/Relatives</u>	2,297.9	3,244.7	3,300.1	3,591.7
<u>Owned/Rented</u>	198.5	153.5	158.2	127.5

Source: Synovate



V. Visitor Perceptions

A. Satisfaction Levels

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>
	%	%	%	%	%	%
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>
<i>Domestic</i>	69.2	61.5	54.9	63.4	70.5	76.2
<i>International</i>	50.2	34.8	19.6	36.2	43.5	68.8
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>
<i>Domestic</i>	28.9	35.6	39.1	30.6	24.7	20.5
<i>International</i>	42.4	54.6	64.4	52.7	47.0	27.7
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>
<i>Domestic</i>	98.0	97.1	93.9	94.0	95.2	96.7
<i>International</i>	92.7	89.4	84.0	88.9	90.5	96.4
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>
<i>Domestic</i>	1.5	2.5	5.4	5.2	4.1	2.8
<i>International</i>	6.4	9.9	14.6	9.9	8.5	3.3
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>
<i>Domestic</i>	0.4	0.4	0.7	0.6	0.7	0.5
<i>International</i>	0.9	0.7	1.4	1.1	1.0	0.2
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Synovate



B. Intention to Return to Greater Miami and the Beaches

Table 5B-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>
	%	%	%	%	%	%
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>
<i>Domestic</i>	71.0	69.5	66.8	68.1	75.0	81.9
<i>International</i>	51.8	40.6	33.7	48.8	58.5	75.9
Very Likely						
<u>Total</u>	<u>25.9</u>	<u>28.8</u>	<u>27.4</u>	<u>30.0</u>	<u>25.5</u>	<u>16.8</u>
<i>Domestic</i>	22.9	24.8	21.8	24.5	20.8	15.1
<i>International</i>	29.2	33.8	33.8	34.7	30.6	19.4
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>
<i>Domestic</i>	93.9	94.3	88.7	92.6	95.8	97.0
<i>International</i>	81.0	74.4	67.5	83.4	89.2	95.3
Somewhat Likely						
<u>Total</u>	<u>11.1</u>	<u>13.7</u>	<u>19.8</u>	<u>11.0</u>	<u>6.1</u>	<u>3.2</u>
<i>Domestic</i>	5.7	5.1	10.3	6.4	3.7	2.4
<i>International</i>	17.4	24.4	30.8	14.8	8.8	4.3
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>
<i>Domestic</i>	0.4	0.5	1.0	1.0	0.5	0.6
<i>International</i>	1.6	1.1	1.8	1.7	1.9	0.4
Total	100.0	100.0	100.0	100.0	100.0	100.0

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>
Total Visitors				
	(000)	(000)	(000)	(000)
<u>Have Visited Before</u>	8,126.21	8,593.97	8,928.26	8,677.17
<u>Have Not Visited Before</u>	2,318.79	2,367.73	2,373.34	2,907.84
	%	%	%	%
<u>Have Visited Before</u>	77.8	78.4	79.00	74.9
<u>Have Not Visited Before</u>	22.2	21.6	21	25.1



D. Most Liked Features

The international and domestic visitor continued to have different favorite features. Overall, weather, beaches, and shopping are the leading features. For the domestic visitors in 2006, the weather was by far the number one favorite feature (61%). The Beaches was second (39%) and night life was third (26%). The international visitors, on the other hand, mentioned shopping (36%) most often, followed by the weather (35%).

Miami continues to attract the domestic “snow birds” who come to escape the weather and come enjoy the beaches. Meanwhile international visitors may be coming not to escape cold weather, but are coming to take advantage of Miami’s great shopping and to enjoy the international ambience that Greater Miami offers.

Table 5D-1

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

Table 5D-2

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

*Features are ranked by 2006 figures.

2006 PROFILE OF OVERNIGHT VISITORS TO GREATER MIAMI AND THE BEACHES

Synovate Miami



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>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Shopping	38.7	33.4	40.9	42.8	44.2	36.4
Weather	38.7	35.1	40	33.6	27.5	34.6
Beaches	48.4	46.9	27	27.6	28.0	33.2
Friendly people	11.7	16.2	15.6	32.3	21.6	24.7
International ambiance	9.2	12.2	29.9	33.1	16.8	21.2
Restaurants	20.5	21.3	32.2	29.1	24.1	20.0
South Beach/Ocean Drive	17.1	9.9	10.6	9.6	15.9	20.0
Cleanliness	9.0	9.9	11.5	29.9	15.4	14.0
Night life	26.4	14.2	5.7	6.5	9.7	13.3
Prices	12.3	9.9	11.4	18.1	8.8	12.4
Attractions	14.5	19.3	4.6	12.1	12.1	11.9
Accommodations	9.8	17.7	17.1	16.5	7.2	8.2
Bayside Marketplace	17.8	6.9	1.6	6.3	8.3	4.0
Service Employees	0.9	5.6	17.8	20.1	4.1	3.3
Like Everything	1.5	2.6	5.5	7.4	8.2	0.9

**Features are ranked by 2006 figures.*

Source: Synovate



E. Areas Visited In Greater Miami and the Beaches

Diversity of destination matched the diversity of visitors' interests. Visitors took in a wide variety of Greater Miami and the Beaches' natural attractions, exciting streets and shops, night life and attractions. The top two areas visited continued to be the Art Deco/South Beach area and the beaches in general. Aventura Mall and the Gables area saw an increase in traffic in 2006.

Table 5E-1

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

* Visitors may give more than one response

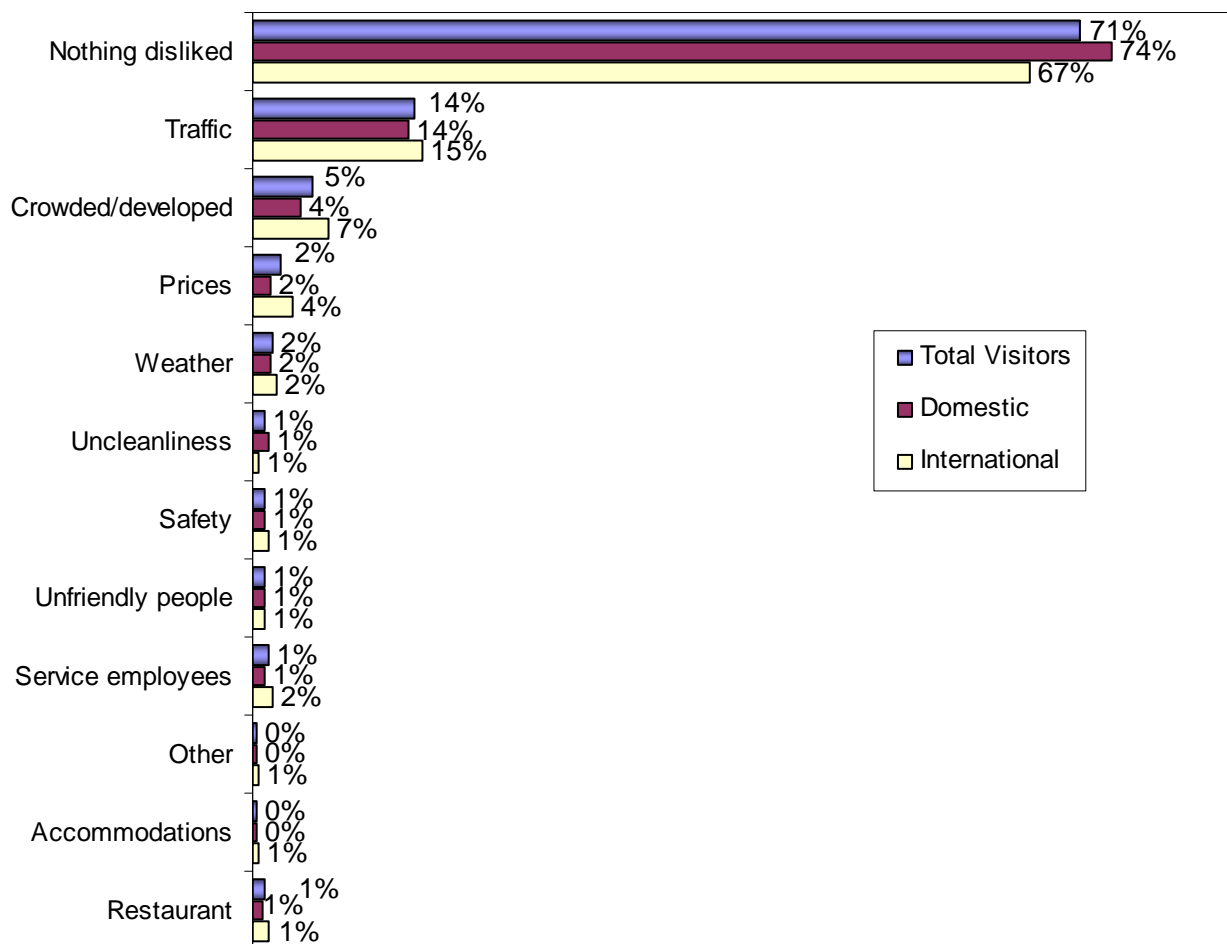
Source: Synovate



F. Least Liked Features

For International visitors, fears of crime and concerns about safety that were reflected several years ago (mostly among the European visitors) has abated drastically. Traffic, on the other hand, is now seen as the leading negative feature among both the international visitor and the domestic visitor.

Table 5F-1



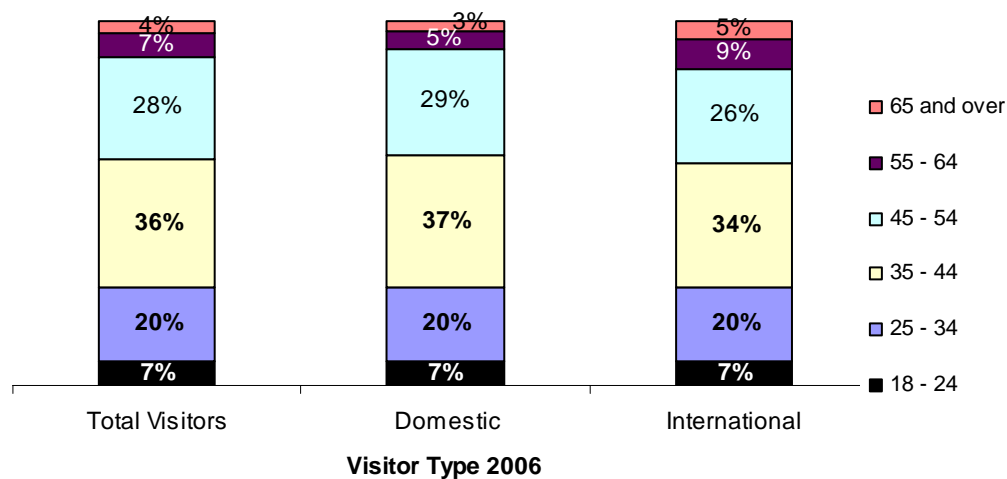


VI. Visitor Profile

A. Age Characteristics of Respondents

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>
	%	%	%	%	%	%
Total Overnight Visitors						
18 - 24	9.5	7.1	9.5	8.3	6.9	6.8
25 - 34	17.9	19.3	21.6	22.9	23.5	20.0
35 - 44	38.8	38.9	35.5	33.4	34.3	35.5
45 - 54	26.8	26.3	24.9	25	26.9	27.6
55 - 64	4.5	5	4.8	5.9	4.6	6.5
65 and over	2.4	3.4	3.7	4.4	3.9	3.5

Overnight Visitors to Greater Miami and the Beaches, Age Characteristics, 2006

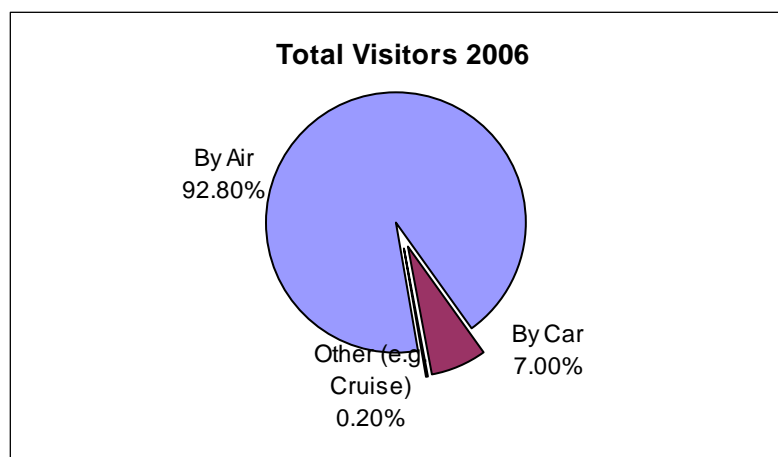


Average Age	2001	2002	2003	2004	2005	2006
Total Overnight Visitors	40.3 years	40.9 years	40.1 years	40.7 years	40.6 years	41.3 years
Domestic Visitors	40.8 years	40.3 years	40.0 years	39.8 years	39.6 years	40.9 years
International Visitors	39.6 years	41.6 years	40.3 years	41.4 years	41.7 years	41.9 years



B. Mode of Arrival

Overnight Visitors				
	2003	2004	2005	2006
By Air	93.8%	92.8%	94.4%	92.80%
By Car	5.9%	6.90%	5.41%	7.00%
Other (e.g. Cruise)	0.3%	0.3%	0.2%	0.20%
	(000)	(000)	(000)	(000)
By Air	9,797.41	10,172.46	10,668.71	10,750.88
By Car	616.26	756.36	610.90	810.95
Other (e.g. Cruise)	31.34	32.89	23.73	23.17



C. Party Size

Overnight Visitors				
	2003	2004	2005	2006
	%	%	%	%
One	28.6	32.9	28.9	24.9
Two	49.5	45.5	46.5	48.3
Three or more	21.9	21.4	24.4	26.7
Average party size	2.13	2.07	2.14	2.19



VII. Economic Impact of Overnight Visitors

A. Direct Impact: Expenditures

Direct expenditures of overnight visitors to Greater Miami and the Beaches are derived from 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 calculate per visitor daily expenditure. Per visitor daily expenditure is multiplied by the average number of nights stayed to calculate average total expenditures per visitor for the entire visit. Total average expenditures per visitor are projected against the total number of visitors to calculate the total direct expenditures of overnight visitors.

The tables on the following pages display the data in terms of the expenditures per party and per person in each of the categories, by domestic and international visitors. This data is then projected to develop the total direct expenditures made by overnight visitors to Greater Miami and the Beaches during 2006.



B. Visitor Expenditures

Table 7B-1

Overnight Visitors To Greater Miami And The Beaches						
Average Daily Expenditures						
	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>
<u>Type of Expenditure</u>						
Lodging	\$126.50	\$107.72	\$99.36	\$133.53 [†]	\$145.01 [†]	\$153.75 [†]
All Meals	\$99.26	\$89.81	\$78.41	\$77.50	\$87.97	\$100.48
Transportation	\$43.79	\$41.30	\$35.58	\$35.29	\$42.03	\$43.65
Entertainment	\$88.15	\$75.28	\$60.63	\$57.59	\$67.84	\$82.34
Shopping	<u>\$78.15</u>	<u>\$80.41</u>	<u>\$100.44</u>	<u>\$120.45</u>	<u>\$123.19</u>	<u>\$157.22</u>
Total: Avg. Daily \$ Per Party	\$435.85	\$394.52	\$374.42	\$424.36	\$466.04	\$537.44
Divided by: Avg. Party Size	2.06	2.04	2.13	2.07	2.14	2.19
Avg. Daily \$ Per Visitor	\$211.58	\$193.39	\$175.78	\$205.00	\$217.78	\$245.41
Multiplied by: Length of Stay Median No. of Nights	6.26	6.02	5.40	6.08	6.25	5.74
Total: \$/Person/Visit	\$1,324.49	\$1,164.21	\$949.23	\$1,246.40	\$1,361.1	\$1,408.63
Multiplied by Total Visitors (000)	10,509.3	10,231.5	10,445.0	10,961.7	11,301.6	11,585.0
Total Overnight Visitor Expenditures (In Billions)	\$13,919.5	\$11,911.6	\$9,914.7	\$13,662.7	\$15,382. 6	\$16,319. 0

Source: Synovate

2006 PROFILE OF OVERNIGHT VISITORS TO GREATER MIAMI AND THE BEACHES

Synovate Miami



[†]Based on people who used lodging.

Table 7B-2

Type of Expenditure	2001 \$ (Billion)	2002 \$ (Billion)	2003 \$ (Billion)	2004 \$ (Billion)	2005 \$ (Billion)	2006 \$ (Billion)
Lodging	\$4,036.7	\$3,251.9	\$2,631.1	\$4,299.1 [†]	\$4,786.4 [†]	\$4,668.5 [†]
All Meals	\$3,173.6	\$2,703.9	\$2,076.3	\$2,495.2	\$2,903.6	\$3,051.0
Local Transportation	\$1,405.9	\$1,250.7	\$942.2	\$1,136.2	\$1,387.3	\$1,325.4
Entertainment	\$2,811.7	\$2,275.1	\$1,605.5	\$1,854.2	\$2,239.2	\$2,500.2
Shopping	<u>\$2,491.6</u>	<u>\$2,430.0</u>	<u>\$2,659.7</u>	<u>\$3,878.0</u>	<u>\$4,066.1</u>	<u>\$4,773.9</u>
Total Expenditures	\$13,919.5	\$11,911.6	\$9,914.7	\$13,662.7	\$15,382.6	\$16,319.0
	%	%	%	%	%	%
Lodging	29.0	27.3	26.5	31.5	31.1	28.6
All Meals	22.8	22.7	20.9	18.3	18.9	18.7
Local Transportation	10.1	10.5	9.5	8.3	9.0	8.1
Entertainment	20.2	19.1	16.2	13.6	14.6	15.3
Shopping	<u>17.9</u>	<u>20.4</u>	<u>26.8</u>	<u>28.4</u>	<u>26.4</u>	<u>29.3</u>
Total Expenditures	100.0	100.0	100.0	100.0	100.0	100.0

Source: Synovate

[†]Based on people who used lodging.

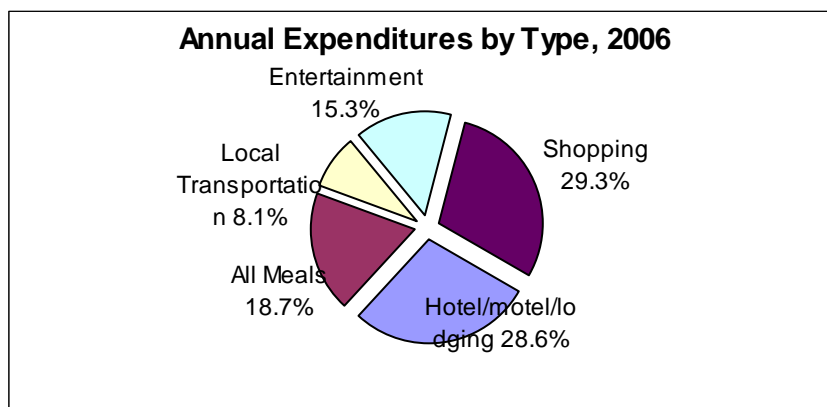




Table 7B-3

Overnight Visitors to Greater Miami and the Beaches Average Daily Expenditures, By Domestic Visitors						
Domestic						
	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>
Lodging	\$132.19	\$123.62	\$116.92	\$143.24 [†]	\$147.13 [†]	\$152.4 [†]
All Meals	104.26	102.02	88.42	90.59	91.98	96.42
Transportation	44.49	44.36	32.24	42.31	45.36	40.53
Entertainment	98.10	90.29	74.38	79.03	77.72	78.57
Shopping	<u>60.13</u>	<u>59.22</u>	<u>62.67</u>	<u>62.69</u>	<u>79.76</u>	<u>104.21</u>
Total: Avg. Daily \$ Per Party	\$439.17	\$419.51	\$374.63	\$417.86	\$441.95	\$472.13
Avg. Party Size	1.97	2.05	2.05	2.02	2.04	2.05
Avg. Daily \$ Per Visitor	\$222.93	\$204.38	\$182.74	\$206.86	\$216.64	\$230.31
Length of Stay Median No. of Nights	6.07	5.79	5.46	5.81	6.02	5.33
Total: \$/Person/Visit	\$1,353.19	\$1,183.4	\$997.77	\$1,201.86	\$1,304.19	\$1,227.54
Visitors (000)	5,263.6	5,316.2	5,585.3	5,726.7	6,028.7	6,262.8
Total Overnight Visitors Expenditures (In Millions)	\$7,122.7	\$6,298.5	\$5,572.84	\$6,882.70	\$7,862.60	\$7,687.8

Source: Synovate

[†]Based on people who used lodging.



Table 7B-4

Overnight Visitors to Greater Miami and the Beaches Average Daily Expenditures, By International Visitors						
International						
	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>
Lodging	\$119.90	\$87.65	\$77.69	\$121.72 [†]	\$142.03 [†]	\$155.96 [†]
All Meals	93.47	74.49	65.97	66.42	83.40	106.56
Transportation	40.64	37.47	30.61	29.55	38.23	48.35
Entertainment	74.52	56.37	42.93	39.17	56.42	88.00
Shopping	<u>96.80</u>	<u>107.08</u>	<u>146.79</u>	<u>169.42</u>	<u>172.92</u>	<u>236.91</u>
Total: Avg. Daily \$ Per Party	\$425.33	\$363.05	\$363.99	\$426.28	\$493.00	\$635.78
Avg. Party Size	2.16	2.02	2.23	2.11	2.24	2.40
Avg. Daily \$ Per Visitor	\$196.91	\$179.32	\$163.22	\$202.03	\$220.09	\$264.91
Length of Stay Median No. of Nights	6.58	6.36	5.25	6.50	7.0	6.46
Total: \$/Person/Visit	\$1,295.69	\$1,140.5	\$856.93	\$1,313.18	\$1,540.63	\$1,711.31
Visitors (000)	5,245.7	4,915.2	4,859.7	5,235.1	5,272.9	5,322.2
Total Overnight Visitors Expenditures (In Millions)	\$6,796.8	\$5,613.1	\$4,164.4	\$6,874.6	\$8,123.6	\$9,107.9

Source: Synovate

[†]Based on people who used lodging.