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## **MIAMI LAUNCHES 'MIAMI 4-4-3' CAMPAIGN TO PROMOTE SUMMER 4-FOR-3 DEALS AT HOTELS, RESTAURANTS AND OTHER AREA ATTRACTIONS**

MIAMI (June 15, 2009) – Now through Labor Day, a new 'Miami 4-4-3' campaign is offering a wide range of deals at dozens of hotels, restaurants and other area attractions that allow visitors to buy three and get one free.

Spearheaded by the Greater Miami Convention and Visitors Bureau (GMCVB), the four-for-three promotion allows value-hunting families and friends to transform a three-day getaway to a four-day vacation.

"There has never been a better time to visit Miami," said William Talbert III, CDME, President & CEO of GMCVB. "The Miami 4-4-3 campaign offers extraordinary value across a diverse spectrum of lodging and dining options, as well as nightlife, sports and recreation, attractions and transportation. Taken together, these deals make it possible for visitors to enjoy a world-class vacation in Miami this summer at a tremendous value."

A sampling of nearly 60 four-for-three deals now being offered at [www.Miami443.com](http://www.Miami443.com) include:

- **The Fairmont Turnberry Isle Resort & Club** – Book three nights in a deluxe golf view room or suite and get a fourth night free. Also includes free tee times (cart fees apply).
- **Fontainebleau Miami Beach** – Enjoy four spa treatments for the price of three.
- **Shula's Hotel & Golf Club** – Play four rounds of golf for the price of three on the Senator Course at Shula's Golf Club.



- **Miami Seaquarium** – Purchase three general admission tickets and receive a fourth ticket of equal or lesser value free.
- **Mansion Nightclub** – Get admission for four guests for the price of three.
- **Dolphin Limousine Service** – Experience Miami in style by limousine, buying four hours for the price of three.
- **Prezzo Restaurant & Martini Bar** – Purchase four entrees and the least expensive will be free.

The 'Miami 443' promotion is being supported by an advertising campaign that includes radio, newspaper and online placements in New York, Chicago, Atlanta and Philadelphia.

The Greater Miami Convention & Visitors Bureau (GMCVB) is a non-profit sales and marketing organization whose mission is to attract visitors to Greater Miami and the Beaches for leisure, business and conventions. For a vacation guide visit our website at [www.MiamiAndBeaches.com](http://www.MiamiAndBeaches.com) or call 1-888-76-Miami (US/Canada only) or 305-447-7777. To reach the GMCVB offices dial 305-539-3000. Meeting planners may call 1-800-933-8448 (US/Canada only) or 305-539-3071 or visit [www.MiamiMeetings.com](http://www.MiamiMeetings.com).

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