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### **MIAMI LAUNCHES 'BUY, PLAY AND STAY LOCAL' CAMPAIGN TO HELP FUEL LOCAL ECONOMY**

MIAMI (April 30, 2009) – To help fuel the local economy, the Greater Miami Convention & Visitors Bureau (GMCVB) is spearheading a new "Buy, Play and Stay Local" campaign. The program encourages residents to spend their money locally, while taking advantage of great deals.

Spurred by the success of its Miami Spice Restaurant Month and Miami Spa Month programs, the GMCVB is partnering with seven chambers of commerce to offer special discounts on lodging, dining, shopping, arts and culture, boating/water sports, sightseeing and tours, business services and other local services.

"There has never been a better time for Miami residents to vacation in their own backyards than right now," said William D. Talbert III, CDME, President & CEO of GMCVB. "The deals are incredible at places that attract visitors from around the world. Plus, residents can feel good about strengthening our economy when they spend their dollars locally. Buying, playing and staying local helps retain jobs and expands Greater Miami's tax base."

The "Buy, Play and Stay Local" program is being supported by a comprehensive marketing campaign that includes radio and newspaper ads, public relations and a dedicated website – [www.MiamiDealsForLocals.com](http://www.MiamiDealsForLocals.com). Residents are encouraged to check the website regularly for updates on special offers. Among the deals currently being promoted:

- **Miami Museum Month** – During May, membership at any one of the 15 participating museums will work as a free pass to any of the other museums. The month will be punctuated by a vast range of programming at each of the institutions, inviting locals to museum hop and experience the Miami cultural scene.
- **Miami Spa Month** – Nearly 20 of Miami's premier spas will offer \$99 treatments – normally valued at \$199 and above – during July. The promotion was so popular last year that it was extended for a second month.
- **Miami Spice Restaurant Month** – Upwards of 100 Miami restaurants will offer \$23 lunch and \$36 dinner prix fixe menus during August and September, an average discount of 30-60 percent off the regular value. Beginning on May 1, the GMCVB is launching the first-ever Spring Miami Spice where more than 50 of Miami's finest restaurants will offer the \$23 lunch and \$36 dinner prix fixe menus. Spring Miami Spice runs May 1 through May 31, 2009 and has all the ingredients of the successful Miami Spice summer program which launched in 2001.
- **Accommodations** – More than 50 package deals at a broad range of hotels and resorts throughout Greater Miami and the Beaches are now available on the website. Special packages range from complimentary nights to special upgrades.

Participants in the promotion include Chamber South, Coral Gables Chamber of Commerce, Greater Miami Chamber of Commerce, Miami Beach Chamber of Commerce, Miami-Dade Chamber of Commerce, Miami-Dade Gay & Lesbian Chamber of Commerce and South Florida Hispanic Chamber of Commerce. The promotion is also sponsored by *The Miami Herald* and *El Nuevo Herald*.

The concept of "staycations" – where individuals and families stay home and take day trips to local attractions – became popular last spring as the summer travel season approached and gas prices were reaching record highs. With the national economy now in full recession, many people continue to look for ways to cut back on expenses, including travel.

“Fortunately for people in Miami, staycations are hardly a hardship,” noted Mr. Talbert. “There is a spectacular array of options in Greater Miami and the Beaches for planning a fabulous vacation close to home that will help make our economy strong and won’t break the bank.”

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 [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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