



GREATER MIAMI CONVENTION & VISITORS BUREAU

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**MIAMI AND THE BEACHES OFFERS INCENTIVES FOR CONVENTIONS TO BOOK BY
END OF 2010**

**Providing a boost to Meeting Planners by building attendance &
potential revenue**

MIAMI (July 1, 2009) – Miami is launching a new incentive program to encourage associations and their meeting planners to book conventions in Greater Miami and the Beaches by the end of 2010. The conventions, which must contract at least 1,500 hotel rooms on peak night and utilize the Miami Beach Convention Center, can take place at any time in the future.

Dubbed MIA-ROI (Return on Inspiration), the program provides credits, reduced hotel rates and other perks for associations and their members to encourage travel to the area pre- or post-meeting, as well as drive attendance when their meeting is in Greater Miami.

Highlights of the program include:

- Discounted hotel rates for association members who travel to Miami anytime before or after the meeting/convention or extend their stay. The best available rate (BAR) is offered at participating hotels, and will be valid a year before & a year after the meeting is held.
- \$2 per room per night credit from these rooms sold which goes back into a "credit account" for the association. Funds saved prior to a meeting may be used to offset convention costs or be designated to a charity of the group's choice. Funds accumulated



after the convention may be donated to charity or applied to a future meeting.

- Distribution of the Miami Beach Chamber of Commerce's INcard, which offers discounts at restaurants, shops, museums, attractions and more. Each card can be custom made for the group and will have a website dedicated to the program.
- VIP status at participating hotels for individual travelers.
- Increased GMCVB resources to support attendance building for convention, to include web-based advertising, e-postcards & newsletters as well as social networking channels.

The incentive program is one initiative from the Miami Beach Mayor's Blue Ribbon Task force on Tourism which explored ways to attract more conventions and leisure travel incorporating a "value-added" component. Miami Beach is home to the Miami Beach Convention Center, which boasts more than 1 million square feet of flexible meeting space in the heart of South Beach, as well as numerous hotels. The Fontainebleau Miami Beach and Loews Miami Beach Hotel are charter members of the incentive program and helped define its terms.

"Conventions and meetings are a cornerstone of Miami's tourism economy," said William Talbert III, CDME, President and CEO of the Greater Miami Convention & Visitors Bureau, who noted that more than 880,000 conventioners contribute nearly \$1 billion to the local economy each year. "We are grateful to Mayor Matti Bower and City of Miami Beach for assembling a task force to come up with creative ways to bolster both convention sales and leisure travel to Miami. We also deeply appreciate the leadership role that the Fontainebleau Miami Beach, Eden Roc Hotel, and Loews Miami Beach Hotel have taken and encourage other properties to join in the program."

"This program not only enhances the individual customer experience, it also benefits our association clients," said Eric Gavin, Director of Sales and Marketing for Loews Miami Beach Hotel. "MIA-ROI demonstrates added-value components; helps drive attendance for annual meetings, benefits the



association and its membership, highlights the destination and hotels and ultimately increases activity in our community for leisure and meetings. It's a win-win situation."

"With its world-class airport, international accessibility, hotels, beaches, restaurants, nightlife and attractions, Greater Miami and the beaches is one of America's best destinations for large conventions," added Esther Navas, Assistant Director of Sales at The Fontainebleau Miami Beach.

Both Gavin and Navas actively participated on the Miami Beach Mayor's Blue Ribbon Task Force on Tourism. For more details on the MIA-ROI program, visit www.MiamiMeetings.com.

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 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.

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