



GREATER MIAMI CONVENTION & VISITORS BUREAU

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## MEET ME IN MIAMI: TROPICAL PARADISE IS A MEETINGS AND CONVENTIONS DESTINATION

(MIAMI) - A dynamic international city, Greater Miami is a rare hybrid -- a sophisticated urban resort with world-class business amenities that doubles as a laid-back tropical paradise. Conventioneers reap the benefits when they choose to meet in a town where combining business with pleasure is as effortless as convening a conference on a waterfront terrace kissed by glorious sunshine and soft breezes.

Boasting a centrally located international airport, temperatures that average 75°F year round, state-of-the-art meeting facilities and close to 50,000 hotel rooms, Miami has evolved into a meeting destination for all seasons. Factor in the lure of the world-famous Art Deco District, white sand beaches, sparkling Biscayne Bay and renowned dining and entertainment and it is easy to see why many of the world's most prestigious associations and corporate meetings, conventions and trade shows choose to meet in Miami. Each year, more than one million delegates converge on Miami, contributing close to \$1 billion to the local economy.

### ***Takin' Care of Business***

**Miami Beach Convention Center** ([www.MiamiBeachConventionCenter.com](http://www.MiamiBeachConventionCenter.com)), located just blocks from the beach, is a modern, comfortable setting for trade shows and conventions which has implemented its first extensive recycling program. Located throughout the 1,000,000 square-foot venue, guests will find numerous single-stream friendly recycling containers. With state-of-the-art technology throughout, the convention center's striking architecture complements Miami Beach's historic Art Deco District and features a palette of soft pastels with occasional brightly colored accents. Tropical landscaping enhances the building, which is a model of up-to-date efficiency.

Hoteliers and developers, increasingly hip to the city's growing reputation as a prime meeting location, have made modifications to existing space, or in the case of new development, designed properties with meetings in mind. The result is a myriad of interesting options for meeting planners. Small, trendy boutique hotels feature plush conference rooms with designer furniture and plasma screens to attract small, image-conscious groups.

In recent years, thousands of new hotel rooms have been added throughout Greater Miami and the beaches. Three new Ritz-Carlton hotels, the Four Seasons Hotel, the Mandarin Oriental Miami, The Aqualina Resort & Spa, The Setai South Beach and the Conrad Miami all opened their doors within a few years of each other in Greater Miami in the early 2000s. Equally impressive is that several luxury hotels opened in the past year, including The Regent Bal Harbour Hotel, Hotel De Soleil South Beach, Gansevoort South, Mondrian South Beach Hotel Residences, Sonesta Solé Miami, Canyon Ranch Miami Beach, The EPIC Hotel by Kimpton Properties, The Viceroy Hotel at Icon Brickell and the Grand Beach Suite Hotel. Among properties slated to open in 2009 are: W South Beach Hotel & Residences, Soho Beach House, Tempo Miami Hotel, Aloft Hotel and Four Points Sheraton Coral Gables. Even further on the horizon are a Met Marquis Hotel and Shangri-La Luxury Hotel scheduled to open in 2010.

Located between 23<sup>rd</sup> and 24<sup>th</sup> Street, **The Gansevoort South Hotel** includes the Gansevoort Hotel Group's signature feature, a 110-foot rooftop pool and bar as well as a spacious multi-level beach club. The property also features a 6,600-square-foot ballroom that accommodates up to 500 people, six state-of-the-art meeting rooms, an Ocean Terrace, Suites and a new exciting Penthouse Suite. This 3,400-square-foot room is located on the North East corner of the sixth floor with a striking view of the ocean and the northern strip of Miami Beach. The space is a perfect location for an intimate gathering or a conference style meeting for up to 30 guests.

Established properties have also kept pace. In 2008 the **Fontainebleau Miami Beach** and the **Eden Roc Renaissance Beach Resort & Spa** underwent multimillion-dollar restorations that brought the legendary beachside resorts back to their glory days. The 693-room **Doral Golf Resort and Spa** has spent \$75 million upgrading, including a facelift to more than 100,000-square-feet of meeting space. The new Legends Ballroom made its debut in 2007. The new \$25 million facility features a 24,000-square-foot ballroom with

22-foot ceilings and 27,000 square feet of indoor and outdoor pre-function space that can accommodate up to 2,000 attendees.

Downtown Miami, where the city's international business and banking concerns are centered, has been a hub of development activity in recent years. The AAA Five-Diamond award-winning **Mandarin Oriental, Miami** takes excellent care of discerning delegates with 15,000-square-feet of flexible space, 22-foot ceilings, stunning rice-paper chandeliers and cutting-edge technology. The **JW Marriott Hotel Miami** caters lavishly to its primarily business clientele and the \$379 million **Four Seasons Hotel and Tower** on Brickell Avenue instantly raised the bar for luxury business hotels throughout South Florida. All of these properties offer easy proximity to the **Miami Convention Center**, a major downtown facility that encompasses the 614-room **Hyatt Regency Hotel**, which unveiled a \$20 million renovation in early 2008, as well as the 5,000-seat James L. Knight Auditorium. A popular concert venue, the Knight Center boasts state-of-the-art sound and lighting systems suitable for the world's most particular performers. Ranked as the "largest hotel exhibit space in South Florida," the **Doubletree Miami Mart Hotel & Exhibition Center** offers 24,160-square-feet of meeting space plus another 115,500-square-foot. of meeting and exhibit space in the adjoining convention center.

The grand dame of downtown Miami hotels, the **Hotel InterContinental Miami** recently completed a \$34 million renovation which included upgrading and redesigning its 65,000 square feet of meeting space, while the nearby **Radisson Hotel Miami**, across from the Adrienne Arsht Center for the Performing Arts of Miami Dade County, recently completed a \$12 million renovation. Other popular hotels in this area include the 212-room **Doubletree Grand Hotel Biscayne Bay**, which completed a multimillion-dollar renovation in 2005 and the 603-room **Biscayne Bay Marriott Hotel & Marina**.

Many other hotels throughout Miami, from the **Ritz-Carlton, Key Biscayne** (492 rooms) to the historic **Biltmore** in Coral Gables (280 rooms) offer attendees top-notch business facilities and service in beautiful resort settings. Also located in Coral Gables are first-rate business hotels such as the elegant **Hyatt Regency** (242 rooms) and the **Westin Colonnade** (157 rooms), with its new ballroom bringing meeting space to over 30,000 square feet.

Fueling the demand for high-end hotels and resorts has been Miami's emergence as one of the world's preeminent centers for art and culture. Case in point is the dazzling \$500 million Adrienne Arsht Center for the Performing Arts of Miami Dade

County, which opened in October 2006. Designed by world-renowned Argentinean architect Cesar Pelli, the 570,000-square-foot complex features three separate performance facilities: the 2,200-seat Carnival Symphony Hall, the 2,400-seat Sanford and Dolores Ziff Ballet Opera House, and a 200-seat black box Studio Theatre. The Adrienne Arsht Center for the Performing Arts of Miami Dade has figured prominently with recent meetings including Gala Choruses (July 2008) and the American Choral Directors Association (March 2007).

### ***Time To Play***

One of the best reasons to meet in Miami is that when the day's work is done, visitors find themselves in America's playground. For delegates on a break or spouses along for the journey, options for entertainment, both organized and spontaneous, abound. Whether it's zipping around sparkling Biscayne Bay on a motor boat or lounging poolside at one of Miami Beach's chic boutique hotels, down time is a great time when you choose to meet in Miami. Immaculately groomed golf courses throughout the destination are geared towards duffers of all levels; tennis courts are in the same league. A gateway to glorious ecological discovery lies less than an hour from downtown with two national treasures -- Biscayne National Park and Everglades National Park.

Restaurants are among the top in the nation, with top chefs attracting kudos for innovative New American cuisine, while nightlife is legendary -- offering ample opportunities to rub shoulders with hot celebrities and super models. Others may choose to participate in the great American pastime -- shopping! Check out Lincoln Road on Miami Beach for trend-setting shops and extraordinary people-watching or the chic, designer-studded Bal Harbour Shops and Village of Merrick Park in Coral Gables. Upscale centers like Aventura Mall and The Falls, as well as factory outlet centers like the Dolphin Mall, offer serious shoppers a wealth of choices.

The Greater Miami Convention & Visitors Bureau (GMCVB) is an independent not-for-profit sales and marketing organization whose mission is to attract visitors to Greater Miami and the Beaches for leisure, business and conventions. To request our Meeting Planner's Guide 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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