Welcome Members of the Marketing Committee

January 15, 2020
MARKETING COMMITTEE MEETING
JANUARY 15, 2020

- Welcome
  Rolando Aedo, CDME
- Chair Overview
  Eric Jellson
- President’s Updates
  William Talbert III, CDME
- 2019/2020 Strategic Marketing Priorities
  Rolando Aedo, CDME
- Department / Division Updates
  - Research & Business Intelligence
    Andrew Wobensmith
  - Advertising & Digital Marketing
    Josie Llado
  - Travel & Tourism Sales
    Gisela Marti
  - LGBTQ Marketing
    Gisela Marti
  - Communications
    Suzie Sponder
  - Cultural Tourism
    John Copeland
  - Multicultural Tourism & Development
    Connie Kinnard
  - Content & Creative Services
    Janel Blanco
  - Sports & Entertainment Tourism
    Jose Sotolongo
  - Convention Sales & Services
    Brandi Scott
  - Business Development & Partnership
    Madeleine Paredes & Ali Bibeau
- Partner Updates
  Marketing Committee
- GMCVB Sustainable Initiative
  Rolando Aedo, CDME
Marketing & Tourism

Eric Jellson, Chairman
Area Director of Marketing & Strategy, Kimpton Hotels Florida + Caribbean

Rolando Aedo, CDME
Chief Operating Officer, GMCVB
Eric Jellson, Chairman
Area Director of Marketing & Strategy,
Kimpton Hotels Florida + Caribbean
William D. Talbert III, CDME
President & CEO, GMCVB
Talbert@GMCVB.com
FLORIDA TOURISM DAY
The Partnership for Florida’s Tourism
10th ANNIVERSARY
NATPE MIAMI
JANUARY 21-23, 2020
Newly reimagined
Miami Beach Convention Center

Approved
Headquarter Hotel
DESTINATION MIAMI
GREATER MIAMI AND THE BEACHES
THE FUTURE OF OUR TRAVEL & TOURISM INDUSTRY
Rolando Aedo, CDME
Chief Operating Officer, GMCVB
Rolando@GMCVB.com
STRATEGIC GOALS & INITIATIVES
<table>
<thead>
<tr>
<th>Initiative</th>
<th>GMCVB Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Update and diversify the Greater Miami brand to deliver a fully developed global community narrative.</td>
<td>Lead</td>
</tr>
<tr>
<td>b) Develop a Florida visitor campaign with regional partners customized to local in-state markets.</td>
<td>Lead</td>
</tr>
<tr>
<td>c) Further develop a meetings sales strategy leveraging key economic sectors to target high-value events in tech, medical, finance, creative, resiliency, etc.</td>
<td>Lead</td>
</tr>
<tr>
<td>d) Partner with regional and global digital, media and entertainment companies to exploit tech platforms (AI, AR, esports, etc.) that drive higher engagement and conversion.</td>
<td>Lead</td>
</tr>
<tr>
<td>e) Further develop sports and wellness tourism by partnering with local teams and relevant organizations to attract new events and engage new market segments.</td>
<td>Lead</td>
</tr>
<tr>
<td>f) Build deeper relationships with travel professionals to expand pre/post cruise market and capture more cruise industry events.</td>
<td>Lead</td>
</tr>
<tr>
<td>g) Further develop Asia-readiness program.</td>
<td>Lead</td>
</tr>
<tr>
<td>h) Increase in-house hotel group business lead generation and target right-sized events for MBCC.</td>
<td>Lead</td>
</tr>
<tr>
<td>i) Evolve the Multicultural Tourism and Development effort.</td>
<td>Lead</td>
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## PROACTIVE DESTINATION DEVELOPMENT

<table>
<thead>
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</thead>
<tbody>
<tr>
<td>a) Align economic, community, and tourism development around a shared sustainable vision for Miami’s future.</td>
<td>Support</td>
</tr>
<tr>
<td>b) Support iconic community improvement initiatives with organizations (i.e. BIDs, DDA, CRAs, etc.) to elevate visitor experience and brand image.</td>
<td>Support</td>
</tr>
<tr>
<td>c) Collaborate with arts, cultural, civic and academic organizations to develop an inclusive creative industry cluster, event series and ambassador program.</td>
<td>Lead</td>
</tr>
<tr>
<td>d) Expand awareness of resiliency initiatives such as Resilient305.</td>
<td>Support</td>
</tr>
<tr>
<td>e) Cluster smaller cities together to develop regional sub-brands/campaigns around their collective assets.</td>
<td>Lead</td>
</tr>
<tr>
<td>f) Develop segment-specific 1-3 day travel itineraries to disperse visitors county-wide.</td>
<td>Lead</td>
</tr>
<tr>
<td>g) Elevate role in attracting mega consumer events by convening local leaders in different sectors to liaison with their global networks.</td>
<td>Lead</td>
</tr>
<tr>
<td>h) Leverage new port of call opportunities to increase volume of non-home-port ships.</td>
<td>Lead</td>
</tr>
<tr>
<td>i) Develop a new luxury, fashion and retail platform to further elevate Miami as a global capital at the forefront of lifestyle trends.</td>
<td>Support</td>
</tr>
</tbody>
</table>
## IMPROVED HOSPITALITY CULTURE

<table>
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<tr>
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<th>GMCVB Role</th>
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<tbody>
<tr>
<td>a) Implement next-generation customer service experience training for hospitality sector in collaboration with academia, industry, ambassadors and “Miami Proud” elements.</td>
<td>Lead</td>
</tr>
<tr>
<td>b) Work with hotel association to advocate for more diversity in senior management and develop workforce development programs and certification programs for underserved communities.</td>
<td>Lead</td>
</tr>
<tr>
<td>c) Collaborate more intentionally with academic and trade hospitality schools to support a more relevant talent pipeline.</td>
<td>Lead</td>
</tr>
<tr>
<td>d) Further develop middle and high school initiatives that expose Miami’s youth to the variety of careers available in hospitality.</td>
<td>Support</td>
</tr>
<tr>
<td>e) Pursue partnership with Career Source South Florida, National Academy Foundation (NAF), Hospitality Employees Advancement &amp; Training (HEAT), Overtown CRA, etc. to develop a subsidized hospitality apprenticeship program.</td>
<td>Support</td>
</tr>
<tr>
<td>f) Further develop/update long-term framework for industry workforce development based on more effective alignment among government, industry and academic institutions.</td>
<td>Support</td>
</tr>
</tbody>
</table>
## ENHANCED MOBILITY

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<th>GMCVB Role</th>
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<tbody>
<tr>
<td>a) Collect and share all of the different community transportation plans, and support implementation with visitor data.</td>
<td>Support</td>
</tr>
<tr>
<td>b) Collaborate more effectively with city and county transportation officials to advocate local, state and federal government for expanded funding.</td>
<td>Support</td>
</tr>
<tr>
<td>c) Collaborate with MIA to develop a better visitor experience and improved destination messaging.</td>
<td>Support</td>
</tr>
<tr>
<td>d) Advocate for more efficient transportation access for hospitality workers county-wide. Develop incentives with partners (employers, hotels, restaurants, hotel developers) to include ridesharing credits.</td>
<td>Support</td>
</tr>
<tr>
<td>e) Support the development of new mobility innovations to enhance walkability, bikeability and non-motorized connectivity.</td>
<td>Support</td>
</tr>
<tr>
<td>f) Begin planning for the rollout of fully autonomous vehicle systems in 3-5 years.</td>
<td>Support</td>
</tr>
<tr>
<td>g) Develop more comprehensive online materials to help visitors and locals navigate the county without single occupancy vehicles.</td>
<td>Lead</td>
</tr>
</tbody>
</table>
## STRONGER COMMUNITY ALIGNMENT

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<tr>
<th>Initiative</th>
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<tbody>
<tr>
<td>a) Expand messaging about economic benefits of tourism to elected officials to include community building and equitable opportunity.</td>
<td>Lead</td>
</tr>
<tr>
<td>b) Expand local education of residents on the economic and social benefits of the visitor economy.</td>
<td>Lead</td>
</tr>
<tr>
<td>c) Expand resident sentiment surveys to gauge the visitor economy’s impact on local quality of life; include resident sentiment as primary key performance indicators.</td>
<td>Lead</td>
</tr>
<tr>
<td>d) Collaborate with businesses, non-profits, economic development organizations, academic institutions and government as an incubator to stimulate new Greater Miami-based businesses.</td>
<td>Support</td>
</tr>
<tr>
<td>e) Invest time and resources to support the transformation of heritage neighborhoods as beacons for inclusive community tourism development.</td>
<td>Lead</td>
</tr>
<tr>
<td>f) Regulate short-term rentals and collect taxes where legal to protect Greater Miami neighborhoods.</td>
<td>Support</td>
</tr>
</tbody>
</table>
### LONG-TERM ORGANIZATIONAL SUSTAINABILITY

<table>
<thead>
<tr>
<th>Initiative</th>
<th>GMCVB Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Ensure that the GMCVB is effectively funded over the long-term to deliver on its expanded role.</td>
<td>Lead</td>
</tr>
<tr>
<td>b) Embrace global evolution from destination marketing to destination stewardship. Establish new rules of engagement with government, industry and community.</td>
<td>Lead</td>
</tr>
<tr>
<td>c) Generate greater synergies and foster diversity and inclusivity within the GMCVB.</td>
<td>Lead</td>
</tr>
<tr>
<td>d) Develop senior management succession plans.</td>
<td>Lead</td>
</tr>
<tr>
<td>e) Expand focus on Board composition and leadership, and define responsibilities to support specific goals/initiatives.</td>
<td>Lead</td>
</tr>
<tr>
<td>f) Consistently review organizational structure to reflect evolving roles.</td>
<td>Lead</td>
</tr>
</tbody>
</table>
Andrew Wobensmith
Research & Business Intelligence
Research@GMCVB.com
## Market Indicators

<table>
<thead>
<tr>
<th></th>
<th>November 2019</th>
<th>%</th>
<th>YTD</th>
<th>%</th>
<th>12 Months*</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIA Arrivals</td>
<td>1,856,256</td>
<td>-3.0%</td>
<td>20,994,533</td>
<td>+1.7%</td>
<td>23,109,760</td>
<td>+1.9%</td>
</tr>
<tr>
<td>PortMiami</td>
<td>591,187</td>
<td>-2.7%</td>
<td>5,319,053</td>
<td>+13.3%</td>
<td>6,776,673</td>
<td>+16.0%</td>
</tr>
<tr>
<td>L &amp; H Employment</td>
<td>148,600</td>
<td>+2.3%</td>
<td>146,700</td>
<td>+2.4%</td>
<td>146,600</td>
<td>+2.5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Q3 2019</th>
<th>%</th>
<th>YTD</th>
<th>%</th>
<th>Q1 – Q3</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Visitors</td>
<td>5,505,000</td>
<td>+0.1%</td>
<td>18,134,000</td>
<td>+4.3%</td>
<td>18,134,000</td>
<td>+4.3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>November 2019</th>
<th>%</th>
<th>YTD</th>
<th>%</th>
<th>12 Months*</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occupancy</td>
<td>78.3%</td>
<td>+3.8%</td>
<td>75.8%</td>
<td>-1.9%</td>
<td>75.8%</td>
<td>-2.2%</td>
</tr>
<tr>
<td>Room Rate</td>
<td>$177.06</td>
<td>-0.6%</td>
<td>$188.11</td>
<td>-1.3%</td>
<td>$193.83</td>
<td>-0.7%</td>
</tr>
<tr>
<td>Rev Par</td>
<td>$138.61</td>
<td>+3.1%</td>
<td>$145.11</td>
<td>-2.7%</td>
<td>$149.36</td>
<td>-2.2%</td>
</tr>
<tr>
<td>Rooms Available</td>
<td>58,191</td>
<td>+2.0%</td>
<td>57,810</td>
<td>+3.5%</td>
<td>57,766</td>
<td>+3.6%</td>
</tr>
<tr>
<td>Rooms Sold</td>
<td>1,366,609</td>
<td>+5.9%</td>
<td>14,617,442</td>
<td>+2.2%</td>
<td>15,973,515</td>
<td>+2.2%</td>
</tr>
</tbody>
</table>

*12 months (December 2018 - November 2019)  
**12 months (Q4 2018 - Q3 2019)  
Source: MIA, PortMiami, STR, Florida Department of Economic Opportunity
## Market Indicators

<table>
<thead>
<tr>
<th></th>
<th>Occupancy (YTD)</th>
<th>%</th>
<th>Room Rate (YTD)</th>
<th>%</th>
<th>RevPAR (YTD)</th>
<th>%</th>
<th>Rooms Available</th>
<th>%</th>
<th>Rooms Sold</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Downtown</strong></td>
<td>75.3%</td>
<td>+0.3%</td>
<td>$201.10</td>
<td>-0.7%</td>
<td>$151.42</td>
<td>-0.4%</td>
<td>8,398</td>
<td>+2.3%</td>
<td>2,104,358</td>
<td>+2.6%</td>
</tr>
<tr>
<td><strong>Miami Beach</strong></td>
<td>76.6%</td>
<td>+1.0%</td>
<td>$256.96</td>
<td>-0.7%</td>
<td>$196.89</td>
<td>+0.3%</td>
<td>19,814</td>
<td>+0.2%</td>
<td>5,035,844</td>
<td>+1.2%</td>
</tr>
</tbody>
</table>

### Hotel Industry Outlook

<table>
<thead>
<tr>
<th></th>
<th>STR</th>
<th>Full Year 2019</th>
<th>Full Year 2020</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occupancy</td>
<td></td>
<td>75.4%</td>
<td>75.9%</td>
<td>+0.6%</td>
</tr>
<tr>
<td>Room Rate</td>
<td></td>
<td>$197.04</td>
<td>$204.12</td>
<td>+3.6%</td>
</tr>
<tr>
<td>RevPAR</td>
<td></td>
<td>$148.63</td>
<td>$154.90</td>
<td>+4.2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>CBRE</th>
<th>Full Year 2019</th>
<th>Full Year 2020</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occupancy</td>
<td></td>
<td>75.4%</td>
<td>74.8%</td>
<td>-0.9%</td>
</tr>
<tr>
<td>Room Rate</td>
<td></td>
<td>$197.40</td>
<td>$202.28</td>
<td>+2.5%</td>
</tr>
<tr>
<td>RevPAR</td>
<td></td>
<td>$148.92</td>
<td>$151.28</td>
<td>+1.6%</td>
</tr>
</tbody>
</table>

Source: STR and CBRE Forecasts, revised 11/2019
New Business Intelligence Tools
## MIAMI-DADE

<table>
<thead>
<tr>
<th></th>
<th>January</th>
<th>February</th>
<th>March</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2019 Occupancy</strong></td>
<td>78.5%</td>
<td>84.2%</td>
<td>85.9%</td>
</tr>
<tr>
<td><strong>YTD Occupancy</strong></td>
<td>53.1%</td>
<td>42.0%</td>
<td>26.5%</td>
</tr>
<tr>
<td><strong>% Change STLY</strong></td>
<td>+11.2%</td>
<td>+18.1%</td>
<td>+6.4%</td>
</tr>
<tr>
<td><strong>% Change Pace Last Year</strong></td>
<td>-1.9%</td>
<td>+0.2%</td>
<td>-0.2%</td>
</tr>
</tbody>
</table>

## MIAMI BEACH

<table>
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<th>January</th>
<th>February</th>
<th>March</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2019 Occupancy</strong></td>
<td>79.1%</td>
<td>84.9%</td>
<td>88.2%</td>
</tr>
<tr>
<td><strong>YTD Occupancy</strong></td>
<td>60.2%</td>
<td>43.0%</td>
<td>22.0%</td>
</tr>
<tr>
<td><strong>% Change STLY</strong></td>
<td>+9.9%</td>
<td>+12.6%</td>
<td>-14.6%</td>
</tr>
<tr>
<td><strong>% Change Pace Last Year</strong></td>
<td>-1.5%</td>
<td>+0.6%</td>
<td>+0.8%</td>
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</tbody>
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## DOWNTOWN

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<th>March</th>
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<tbody>
<tr>
<td><strong>2019 Occupancy</strong></td>
<td>78.6%</td>
<td>85.4%</td>
<td>85.4%</td>
</tr>
<tr>
<td><strong>YTD Occupancy</strong></td>
<td>65.1%</td>
<td>57.4%</td>
<td>39.2%</td>
</tr>
<tr>
<td><strong>% Change STLY</strong></td>
<td>+6.4%</td>
<td>+18.8%</td>
<td>+22.0%</td>
</tr>
<tr>
<td><strong>% Change Pace Last Year</strong></td>
<td>-0.7%</td>
<td>-1.1%</td>
<td>-0.5%</td>
</tr>
</tbody>
</table>

YTD Occupancy: presently committed rooms on the books as of 1/2/2020
STLY (Same Time Last Year): percent difference from same time last year
Pace: percent difference in recent pickup from last year
Josie Llado
Advertising & Digital Marketing
Advertising@GMCVB.com
WHAT WE'RE SOLVING FOR:

PEOPLE DON'T SEE MIAMI AS A VACATION DESTINATION FOR OUTDOORSY AND ADVENTUROUS ACTIVITIES.
PROJECT: Miami Tourism
DATE/TIME: 12/4/19
TITLE: “Miami Land - Reveal 60s”
VERSION: Rough 7.1
TRT: 60s
RATIO: 16:9
RESOLUTION: 1920x1080
MUSIC: Ygor Ghensev - “World of Wonders”
NOTES: New End Card #5
Teaser Campaign: January 6-22
- High-impact OOH units in NYC and Chicago
- Partnership with iExplore
- Paid social, paid search, banners with Thrillist

Reveal: January 22
- New high-impact OOH units in NYC and Chicago revealing MIAMILAND
- Paid social, search, digital banners
- Partnership with Boat Show and Travel & Adventure Shows
Advertising & Digital Marketing

Looking Ahead

- Cruise Marketing Program launching to promote pre & post stays
- Regional Co-op Marketing Programs launching Q1:
  - Airport Area, Doral, Miami Beach, South Dade, & Downtown Miami
- Luxury Co-op Programs in market:
  - Ultra Luxury Hotels, Luxury Hotels, Bal Harbour, Sunny Isles Beach and Surfside
- 'Found in Miami – Winter’ targeting cold-weather climates
- 'Found in Miami – International’ launching in South America and Europe
- Meetings & Conventions marquee events advertising (key publications & coverage)
Gisela Martí
Travel Industry Sales
TravelTrade@GMCVB.com
American Airlines plans to expand service in several cities beginning April 2020 as well as begin new service in the U.S.

**Expanded service beginning April 2020:**
- Add a 3rd flight from Lima, Peru
  - Boeing 757 - 176 seats
- Add a 2nd flight from Santiago, Chile
  - Boeing 777-200 - 273 seats
- Add a 3rd flight from Sao Paulo, Brazil
  - Boeing 777-200 - 273 seats

**First-time service during Summer 2020:**
- Jackson, Mississippi
- Des Moines, Iowa
Frontier Airlines will expand their service to Miami with 22 routes by Summer 2020

8 new cities:

Starting April 23, 2020:
- Baltimore/Washington, Ontario (San Bernardino, California) & Santo Domingo, Dominican Republic
  - Daily service
- Austin, Texas & Trenton, New Jersey
  - 3x’s per week

Starting May 10, 2020:
- Long Island, New York & Guatemala City, Guatemala
  - Daily service

Starting June 18, 2020:
- El Salvador, San Salvador
  - 3x’s per week

TravelTrade@GMCVB.com
Rare Line-up of 8 Cruise Ships
Carnival, Crystal Cruises, Oceania Cruises, Navigator of the Seas, Royal Caribbean, Norwegian Cruise Line, Regent Cruises & MSC Cruises
January 6, 2020

PortMiami Set a New Record for the Largest Container Ship at a Florida Port
CMA CGM Magellan, 167-foot wide & 13,344 TEU vessel
December 11, 2019
Travel Industry Sales
FAM Update

- Emirates
  - March 3 - 7, 2020

- Emirates Holidays
  - April 3 - 6, 2020

- MSC Cruises
  - April 23 - 27, 2020

- Royal Air Maroc
  - April 5 - 8, 2020
  - April 12 - 15, 2020

- Norwegian
Travel Industry Sales
Airline Marketing Programs

**POLISH AIRLINES**

- Service from Warsaw, Poland
- Launching May 2020
- Banners on LOT home page
- Dedicated Mailings (LOT database)
- KALEIDOSCOPE (in flight publication)
- Social Media (Facebook, Instagram, Linkedin)

**CORSAIR**

- Service from Paris Orly (Airport)
- Launching May 2020
- Dedicated Mailings (Corsair database)
- Targeted meeting planner offers to stimulate groups bookings
- Social Media (Facebook, Instagram, Linkedin)
Travel Industry Sales
Looking Ahead

- **Travel & Adventure Shows**
  Boston (Jan 11-12), Chicago (Feb 8-9), Los Angeles (Feb 15-16), Atlanta (Feb 29-March 1), Washington DC (March 7-8), Philadelphia (March 14-15), San Francisco (March 21-22), Dallas (March 28-29)

- **Florida Road Show WAVE Season**: Jan 21-24, 2020

- **New York Times Travel Show** (New York): Jan 24-26, 2020

- **Canada Sales Mission** (Toronto & Quebec): Feb 10-14, 2020

- **ANATO** (Bogota, Colombia): Feb 26-28, 2020

- **Visit USA Italy Showcase** (Rome, Italy): Feb 29-March 3, 2020

- **LA Trade Show** (Los Angeles): March 3-5, 2020

- **Argentina & Uruguay Sales Mission**: March 16-20, 2020

- **Germany Sales Mission**: March 29-April 3, 2020

- **Active America China Conference** (San Diego): March 31-April 2, 2020

- **WTM Latin America** (Sao Paulo, Brazil): March 31-April 2, 2020
Dan Rios
LGBTQ Marketing
LGBTQ@GMCVB.com
LGBTQ Marketing
Looking Ahead

Aspen Gay Ski Week
January 12-19

TransArt
January 24-25

Miami Marathon
February 9

Gay8 Festival
February 16

ITB Berlin
March 4-8

Travel & Adventure Show
Philadelphia, March 14-15
San Francisco, March 21-22

LGBTQ@GMCVB.com
Pink Flamingo Hotel Certification Program
Ongoing

MBWM LGBTQ Diversity & Inclusion Training
January 21
Jennifer Diaz
Communications
Media@GMCVB.com
Communications
Super Bowl LIV 2020 Media Center

Branded Back Wall

Branded Side Walls

- 6,000 Journalists
- 25 Countries

Media Activation Center
This magazine will be on board every American Airlines flight in their entire global network for January 2020. 6800 daily flights = 600,000 daily customers = 18,600,000 views.
**Publication**: Daily Mirror (UK)  
**Date**: 11/23/2019  
**Author**: Andrew Gilpin  
**Title**: A Walk on the Wild Side  
**Circulation**: 454,685  
**Ad Equivalency**: $94,309  
**Result of**: GMCVB Pan-European Hidden Gems press tour Sept 2019
72 hs en Miami: el plan perfecto

El plan de los empresarios que les encanta el éxito.

Result of: GMCVB Individual Media Visit
Circulation: 50,000

December 2019
Communications

Looking Ahead

• Travel & Adventure Show: Boston, MA (January 11-12)
• “The Main Event: The Best of Miami’s Culinary, Luxury & Wellness Scenes” - Domestic Press Tour (January 8 - 12)
• MIAMILAND Cross Market Press Tour: (January 14-18)
• TravMedia IMM Media Marketplace: NYC (January 22)
• NY Times Travel Show: NYC (January 24-26)
• Super Bowl LIV Media Center Activations: (January 26-February 2)
• Travel & Adventure Show: Chicago, IL (February 8-9) & Los Angeles, CA (February 15-16)
• South Beach Wine & Food Festival: Media Visits (February 19-23)
• VitrinaTuristica (ANATO): Bogota, Colombia (February 26-28)
• Travel & Adventure Show: Atlanta, GA (February 28-March 1), Washington D.C. (March 7-8) & Philadelphia (March 14-15)
• New York & Toronto Media Reception & Mission: (March 10-12)
• World Travel Market (WTM): Brazil (March 31-April 2)

Media@GMCVB.com
John Copeland
Cultural Tourism
CulturalTouirism@GMCVB.com
Art Basel Miami Beach
Cultural Tourism
Looking Ahead

• Art Deco Weekend – Miami, FL: Jan 17-20
• Miami Arts Marketing Project Conference – Miami, FL: Jan 22
• Art Wynwood – Miami, FL: Feb 13-17
• Coconut Grove Arts Festival – Miami, FL: Feb 14-17
• Miami Film Festival – Mar 6-15
• Art Basel Hong Kong – Hong Kong, PRC: Mar 17-22
• National Arts Action Summit – Washington DC: Mar 30-31
Connie Kinnard
Multicultural Tourism & Development
MulticulturalTourism@GMCVB.com
Art of Black Miami Kickoff

On November 19th the Art of Black Miami Kicked off its 6th season at the Hard Rock Stadium highlighting the arts, culture and diversity in Miami. The presenter for the evening was Sculptor George Gadson pictured above along with William Talbert, the MTDD Team, Miami Gardens Mayor Oliver Gilbert along with the winner of the MIA Magazine cover competition.

MulticulturalTourism@GMCVB.com
Tourism Business
Enhancement Expansion

MulticulturalTourism@GMCVB.com
Convention Sales x Multicultural Tourism
Multicultural Tourism Development

Looking Ahead

• Planning for the annual Community Tour in honor of Black History Month

• Marketing and promotion in preparation for Jazz in the Gardens, Carnival on the Mile and Calle Ocho Festival

• Prepare for Spring session of the Tourism Business Enhancement Small Business Training Program

• Prepare for the next series of Lunch & Learn sessions in collaboration with Convention Sales

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Janel Blanco
Content & Creative Services
Content@GMCVB.com
Temptations & Creative Services

MIA MI
ARTS &
HERITAGE

December
&
January

FIND YOUR INNER SOUL

MIAMI TEMPTATIONS

December & January
MIAMI ARTS & HERITAGE

Immerse yourself in our cultural gems. Find special offers at MiamiTemptations.com
#MiamiTemptations
Temptations & Creative Services
Looking Ahead

Miami Health & Wellness Months
February & March

Cruise Guide
February 2020

Taxi Handbook
February 2020

Lure Brochure
March 2020
Social Media & Digital Editorial
Looking Ahead

Art Deco Weekend
Miami Beach Convention Center
Jazz in the Gardens
SOBE Wine & Food Festival

HOW VOLUNTEERING AT AMERICA'S FAVORITE WINE AND FOOD FESTIVAL KICK STARTED A CAREER
Jose Sotolongo
Sports & Entertainment Tourism
SportsTourism@GMCVB.com
Film&TV@GMCVB.com
Super Bowl LIV NFL “Green Week”:
January 14 – 18
  o As part of huddle for 100, “green week” features community greening projects, super kids-super sharing school donation event and community e-waste event.

Super Bowl Experience presented by Lowes at MBCC:
January 25 – 26; January 29 – February 1
  o Pro football’s interactive theme park offering participatory games, youth football clinics, merchandise from NFL Shop presented by Visa, and autograph sessions with NFL players.

Super Bowl LIVE presented by Verizon at Bayfront Park:
January 25 – February 1
  o The fan festival will feature evening concerts at the Amphitheater, a Huddle Down Community Stage, Road to the 11th Super Bowl activation, Tailgate Town, Culinary Stage, Environmental Village, live water shows, evening parades, fireworks and much more.
Optimist International
Junior Golf Championships

- Signed a three-year contract extension at Trump National Doral through 2024
- 600+ junior golfers, boys and girls age 10-18
- 2019 Event Economic Impact $2,649,942 and 4,063 room nights generated

Optimist International Junior Golf Championships
July 11-30

SportsTourism@GMCVB.com
Sports Tourism

Looking Ahead

24-Hour Ultraskate
Homestead-Miami Speedway
January 18-19

Hempel World Cup Series Miami
Coconut Grove
January 27 - February 3

UM Sports Industry Conference
University of Miami
January 29

Miami Marathon & Half Marathon
Miami-Dade County
February 7-9

Houston Livestock Show and Rodeo
Houston, Texas
March 2-6

SportsTourism@GMCVB.com
Entertainment Tourism
Film Highlights

- Hosting Welcome Reception – January 20, 2020 at LIV Fontainebleau
- Promote Stackable Film Incentives
- ABFF FAM – Generates potential future streaming production
- Exclusive sponsorship of Buyer Briefing
Entertainment Tourism
Looking Ahead

Sundance Film Festival 2020
Park City, Utah
January 23 – February 02

AFCI Week 2020
Los Angeles, California
March 30 – April 3
Brandi Scott
Convention Sales & Services, GMCVB
ConventionSales@GMCVB.com
ConventionServices@GMCVB.com
- William Talbert III, GMCVB President & CEO with GMCVB Team
- Matt Kenny, City of Miami Beach Director of Tourism & Culture
- Kathleen McClemmy, American Society of Aesthetic Plastic Surgery Meetings Manager
- Freddie Peterson, MBCC General Manager
<table>
<thead>
<tr>
<th>Event Date</th>
<th>Delegates</th>
<th>Room Nights</th>
<th>Economic Impact</th>
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</thead>
<tbody>
<tr>
<td>Sept. 2024</td>
<td>10,000</td>
<td>22,380</td>
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<tr>
<td>Oct. 2021</td>
<td>2,000</td>
<td>3,165</td>
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<tr>
<td>Mar. 2021</td>
<td>3,000</td>
<td>6,859</td>
<td>$2 Million</td>
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<tr>
<td>Jun. 2021</td>
<td>1,000</td>
<td>2,360</td>
<td>$700,000</td>
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<td>Apr. 2026</td>
<td>5,000</td>
<td>6,325</td>
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<tr>
<td>Apr. 2025</td>
<td>10,000</td>
<td>9,520</td>
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</tbody>
</table>

**Contact:** ConventionSales@GMCVB.com
MBCC 2020 Bookings Highlights

January 15-17
10,000 Delegates

February 1-4
65,000 Delegates

May 11-15
1,800 Delegates

Americas Health Insurance Plans
May 11-15
3,500 Delegates

Florida Int’l Medical Expo
June 23-25
10,000 Delegates

The Institute of Internal Auditors
July 17-25
2,500 Delegates

CNS
Congress of Neurological Surgeons
Sept 13-16
4,500 Delegates

Transcatheter Cardiovascular Therapeutics
Sept 23-27
15,000 Delegates

American Society of Landscape Architects
Oct. 1-5
5,000 Delegates

ASTRO
Targeting Cancer Care
Oct 25-28
12,000 Delegates

International Bar Association
Nov 2-6
5,000 Delegates

ConventionSales@GMCVB.com

Nov 9-12
2,000 Delegates
MBCC x Lincoln Road Delegate Program

- Providing City Information Desk daily during the peak hours of the FETC convention from Jan. 14-17, 2020
- City Information Desk will be co-branded with GMCVB and Lincoln Road displays, collateral and discount cards
- Convention attendees can present the Lincoln Road discount card or show their badge at participating Lincoln Road restaurants and merchants to receive special offers
- Lincoln Road will have an Ambassador at the GMCVB City Information Desk
- Both the GMCVB staff person and Lincoln Road Ambassador will make dining and shopping recommendations on Lincoln Road
- The LRB has created a flyer for its restaurants and merchants in preparation for FETC (see attached flyer)

ConventionServices@GMCVB.com
Madeleine Paredes
Business Development & Partnership
Partnership@GMCVB.com
Business Development & Partnership
New Strategic Alliances

- **OpenTable.com** – Year-round revenue generating deal
- **RentalCars.com** – Global revenue generating deal
- **Uber Eats** – Year-round Affiliate Program to generate private revenue
Business Development & Partnership
Customer Service Trainings

To register for these trainings visit:

MiamiBeginsWithMe.com
MiamiBeachVCA.com
GayBizMiami.com
Business Development & Partnership

Looking Ahead

• 2020 GMCVB Vacation Planner Launch Networking Luncheon
  *Conrad Miami Hotel*
  January 17, 11:30 a.m. - 1:30 p.m.

• Health & Wellness Luncheon
  *Hilton Miami Dadeland*
  February 28, 11a.m. - 1:30 p.m.

• Miami Romance Wedding Showcase (Sponsorship Opportunities Available)
  *Hotel Colonnade*
  April 26, 1 p.m. - 4 p.m.

++Partner Newsletter Submissions Due 25th of each Month / Published 1st of each month
++Free 360 Video of your Property

Partnership@GMCVB.com
GMCVB Sustainable Initiative
New GMCVB Sustainable Initiative Committee

- GMCVB Sustainable Initiative Committee implemented new recycling and re-use policies for employee lounge and meeting spaces to be more eco-friendly, reduce landfill waste and provide healthy reusable options.

- Marketing & Tourism Department Annual Retreat included an Oleta Park / Beach Clean up.

- New GMCVB eco-friendly bags and conference items.

- GMCVB representation at the GMBHA Sustainable Hospitality Council.

- Looking for ways to collaborate with Plastic Free Miami Beach, Miami Beach Rising Above, Surfrider Foundation’s “Ocean Friendly Restaurants Program”, Florida Green Lodging Program, and others.

- Super Bowl LIV NFL “Green Week” begins January 14th
Thank you