RESEARCH & STRATEGIC PLANNING

PROGRAM OF WORK 2019/2020
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PROGRAM OF WORK

LOCAL EVENTS SURVEYS

The Research & Strategic Planning Division conducts intercept surveys at local events by sampling attendees to provide an insight into who attends, where they are from, the type of lodging used and their impressions of the event. This covers a diverse group of events that occur year-round and are located throughout Miami-Dade County.

OCTOBER 2019
10/5–10/6: Aqua Girl
10/13: Miami Carnival Parade and Concert
10/26–11/2: ITF Senior Tennis Circuit

NOVEMBER 2019
11/14–15: World Freestyle Football
11/16–17: Miami Book Fair International

DECEMBER 2019
12/4–8: Art of Black Miami

JANUARY 2020
1/17–19: Art Deco Weekend

FEBRUARY 2020
2/8–9: Life Time Miami Marathon & Half Marathon Weekend
2/15–16: Coconut Grove Arts Festival

MARCH 2020
3/7–8: Winter Party Festival
3/7–8: Carnival on the Mile
3/14–15: Jazz in the Gardens
3/15: Calle Ocho
3/30–3/31: eMerge Americas

APRIL 2020
4/4–5: Miami Beach Pride Festival & Expo
4/19: South Beach Triathlon
TBA: Miami International Agriculture, Horse & Cattle Show

JUNE 2020
TBA: American Black Film Festival
TBA: GMCVB Partner Marketing & Planning Workshop

JULY 2020
7/11–21: Jr. Optimist Golf Tournament
TBA: Overtown Music & Arts Festival

HOLIDAY/EVENTS HOTEL OCCUPANCY SURVEYS

The Research & Strategic Planning Division conducts online occupancy surveys of our hotel partners prior to special events and holidays. This information allows us to respond to questions from potential visitors, as well as media who inquire with the GMCVB regarding hotel room availability.

10/19: Columbus Day Weekend Hotel Occupancy Survey
11/19: Art Basel Hotel Occupancy Survey
12/19: Christmas, New Year’s Eve and Orange Bowl Hotel Occupancy Survey
2/20: President’s Weekend Hotel Occupancy Survey
3/20: Winter Music Conference & Ultra Music Festival Weekend Hotel Occupancy Survey
4/20: Easter Hotel Occupancy Survey
5/20: Memorial Day Weekend Hotel Occupancy Survey
6/20: Fourth of July Hotel Occupancy Survey
8/20: Labor Day Weekend Hotel Occupancy Survey

QUARTERLY OUTLOOK HOTEL SURVEYS
The Research & Strategic Planning Division updates Quarterly Hotel Industry Reports from CBRE and STR to determine the outlook for local hotels on a countywide basis. These updates include Occupancy, ADR, RevPAR, Demand and Inventory.

11/19: Release First Quarter Outlook Survey Results
2/20: Release Second Quarter Outlook Survey Results
5/20: Release Third Quarter Outlook Survey Results
8/20: Release Fourth Quarter Outlook Survey Results

MONTHLY VISITOR INDUSTRY SURVEYS
The Research & Strategic Planning Division conducts online surveys of our local Attractions and Visitor Centers to help us monitor their foot traffic and market trends.

Surveys of Miami-Dade attractions to collect the number of attendees at their facilities.
Survey of Miami-Dade visitor centers to collect the number of visitors to their facilities.

OVERNIGHT VISITOR RELEASE REPORT
The Research & Strategic Planning Division releases quarterly updates on the number of overnight visitors to Greater Miami. These reports indicate whether the market is increasing or decreasing versus the prior year. The reports from six months through the end of the year identify the Top 10 markets to Greater Miami among our domestic and international origin markets.

11/19: 2019 Top 10 Domestic and International Markets Nine-Month Visitor Count
2/20: 2019 Top 10 Domestic and International Markets Twelve-Month Visitor Count
5/20: 2020 Domestic and International Regional Markets Three-Month Visitor Count
5/20: 2019 Top 25 Domestic and International Markets 12-Month Visitor Count
8/20: 2020 Top 10 Domestic and International Markets 6-Month Visitor Count

ONGOING

VISITOR PROFILE SURVEY
The Research & Strategic Planning Division releases the Greater Miami and the Beaches Visitor Industry Overview Annual Report providing information about major characteristics of overnight and day visitors to Greater Miami.

The GMCVB’s research partner conducts surveys monthly at Miami International Airport, Fort Lauderdale-Hollywood International Airport, local visitor centers, attractions and shopping centers throughout Miami-Dade County as well as online.

MONTHLY STATISTICS RELEASE
These reports listed below are statistics gathered monthly from other sources that provide an outline of the Greater Miami Visitor Industry. Each one is a key component in determining the health of the local Visitor Industry.
AIRPORT PASSENGERS – DOMESTIC – INTERNATIONAL – TOTAL
Miami International Airport Arrivals
Fort Lauderdale-Hollywood International Airport Arrivals

TOTAL SEA PORT PASSENGERS
PortMiami – Monthly Release
Port Everglades – Monthly Release

HOTEL OCCUPANCY – ROOM RATE – REVENUE PER AVAILABLE ROOM

Miami-Dade Hotel Markets
Top 25 U.S. Hotel Markets
Top Florida Cities Hotel Markets

HOTEL TAXES AND FOOD & BEVERAGE TAXES

Miami-Dade County Hotel Room Taxes: 3% Convention Development Tax, 2% Tourist Development Tax and 1% Professional Sports Tax

Miami-Dade Food & Beverage Taxes: 2% Hotel Tax, 1% Homeless Tax

Miami Beach Resort Tax: 4% Room Tax, 2% Food & Beverage Tax

Bal Harbour Resort Tax: 4% Room Tax, 2% Food & Beverage Tax

OVERNIGHT VISITORS – Domestic, International and Florida Residents
11/19 – Release Q3 visitors
4/20 – Release Q4 visitors
5/20 – Release Q1 visitors
8/20 – Release Q2 visitors
11/20 – Release Q3 visitors

VISITOR INDUSTRY EMPLOYMENT
Employment in Accommodations and Food Services for Miami-Dade County is released on the third Friday of the month by the State of Florida.

NOTE: Program of Work reflects major scheduled activities based on planning process. Additional activities are considered throughout the year and others are subject to change.