Advertising & Digital Marketing

Strengthening our Destination Recovery through Advertising, Partner Co-op and Website Programs
Today’s Agenda

Advertising

Josie Llado
AVP, Advertising & Digital Marketing

Co-ops & Website

Becca Hildner, Advertising Manager
Madeleine Paredes, Sr AVP, Business Development

Website

Laura Medley, Website Director
Our Sponsor

THRESHOLD 360
Our Sponsor

For more information contact Seth Lawson, Sales Director
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GMCVB Advertising Program
2019-20 Advertising Program

Grow consideration of Miami visits and lengthen stay

- Found in Miami Winter, Summer, International, Miamiland, Multicultural, LGBTQ, Cruise, Drive Market, Luxury Co-op Programs, Paid Social

Drive leisure bookings at the highest rates year-round

- Search Engine Marketing, Always On Retargeting Leisure & Co-op Booking Programs (Expedia, Travelzoo, Trip Advisor)

Drive meetings and MBCC leads

- Search Engine Marketing, Meetings & Conventions Advertising, Meetings Co-op Programs (CVENT)
2019-20 Advertising: Consumer Program
2019-20 Advertising: Meetings

Magical Miami Meetings

With amazing weather and beaches, top hotels and attractions, Miami has everything you need to host the meeting of your dreams. Visit MiamiMeetings.com

Learn More!

Plan to Meet In Miami, A World-Renowned Destination

The growing arts and culture scene and the great variety of meeting spaces are what makes Greater Miami and the Beaches a dynamic destination that offers countless possibilities for meetings or conventions.

READ MORE

MEET IN MIAMI, A DESTINATION THAT DAZZLES

MIAMIANDBEACHES.COM
Miamiland

Developed to increase awareness of Greater Miami and the Beaches’ outdoor and natural offerings.

Campaign launched January 2020, paused after six weeks due to COVID-19.

Delivered:
- 43,335 clicks to website
- 3,110 hotel bookings
- 14:1 ROI
- 23% lift in “intent to visit”
Miami Shines

Recovery campaign reminding travelers of the literal and figurative warmth found in Miami to encourage (safe) travel.

**Pre-Recovery Phase : Mid-April through June 1**

Keep Miami top-of-mind as a leisure travel and meetings destination while sheltering in place.

**Recovery Campaign: June 1 - TBD**

Drive hotel demand in Miami and reignite interest in booking meetings and conventions, targeting primarily regional/drive markets. Branding ads paused June 29, booking programs remain active.
Active Programs

The GMCVB is currently promoting responsible travel to Miami, targeting consumers actively researching travel to Miami and Florida on proven online travel agent, booking and Meetings RFP websites.

Massive 400K+ Expedia program launched late July

- National Miami & Beaches campaign
- Regional co-op campaigns for Miami Beach, Downtown Miami, Airport Area and Doral
- Expedia coupon offering 15% off all bookings up to $125,000

Travelzoo – Featured Destination program launched July 1

Offer-focused advertising on Sojern, Kayak and Trip Advisor

CVENT Meeting Planners
Looking Ahead: 2020-21 Advertising Considerations

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
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<tbody>
<tr>
<td>Flexibility is Key</td>
<td>Rapid changes in the environment require shifts toward digital media, search and social.</td>
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<tr>
<td>Responsible Travel</td>
<td>Provide prospective visitors with guidance regarding traveling responsibly to Miami, feature actual visitors in appropriate channels.</td>
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<tr>
<td>Balance Branding and Booking</td>
<td>Media mix will be weighted towards booking-driving media, while maintaining some brand advertising to differentiate among competition.</td>
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<td>Product Positioning</td>
<td>In the short-term, emphasize beaches, outdoors and wide-open spaces.</td>
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<tr>
<td>Seasonality</td>
<td>Increase fall investment to stimulate visits. Maintain winter and summer proportionately.</td>
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<tr>
<td>Meetings &amp; Conventions</td>
<td>Many meetings being rescheduled for spring 2021 and beyond. Focus will be on identifying local prospects for meetings until fly market demand returns.</td>
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2020-21 Advertising Creative Approach

Found in Miami

Booking Programs
Focused on driving bookings and increasing length of stay with partners such as Expedia, Travelzoo and more.

Miami Shines
Recovery campaign reminding travelers of the literal and figurative warmth found in Miami to encourage (safe) travel.

Miamiland
Highlights the outdoor experiences that can be found in Miami showcasing adventurous and relaxing activities.

Found in Miami
Brings to life the culture and neighborhoods that make Miami such a diverse and dynamic travel destination.
2020-21 Advertising Approach

**Higher Levels of COVID-19 in FL**
- Booking Program/s
  - Miami Shines
  - Found in Miami
- Miamiland

**Stable Levels of COVID-19 in FL**
- Booking Program/s
  - Miami Shines
  - Found in Miami
- Miamiland

**CONSUMER**

**MEETINGS**
Advertising Partner Feedback

In the upcoming year, what percentage of the available budget would you recommend the GMCVB spend on Consumer Leisure Advertising? Meetings Advertising?

Please share any advertising program comments or questions in the chat window.
GMCVB Co-op & Website Advertising
For the first time ever, the GMCVB shifted co-op marketing to an entirely regional approach.

Co-ops were a collaborative effort between GMCVB, hotel partners, and intra-local partners.

Regions chose between focusing on consumer bookings, meetings leads, or both.

Over $1 million in planned media spend for 2019-2020 co-op programs.

- Cruise Co-Op
- Ultra-Luxury & Luxury Hotels

Expedia Banner

Cvent Banner
Looking Ahead: 2020-21 Co-op Advertising

- GMCVB will focus on citywide programs instead of regional programs in order to generate as much activity as possible.

- GMCVB will look to invest in 1 or more citywide booking programs with trusted and proven booking partners.
Co-op Advertising Partner Feedback

Which media or online travel agent partners would you like to see the GMCVB consider for co-op marketing programs in 2021?

Please share any co-op advertising questions or comments in the chat window.
GMCVB Advertising Opportunities for 2020-21

**Web banners** (run of site)

*Investment:* starting at $700

**Landing Page Feature**
Hotels, Things To Do, Events and Homepage
GMCVB Advertising Opportunities for 2020-21

**Search Results Featured Business**

- **Investment:** starting at $700

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**Mid Article Ad**

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GMCVB Advertising Opportunities for 2020-21

What's Hot Sponsored Native Ad

Webcam Featured Video

What's Hot Sponsored Logo
GMCVB Advertising Opportunities for 2020-21

Miami Insider Monthly Email

• Primary Sponsor (E-mail Header): $1,500
• Article Card: $1,250
• Featured Event: $750
• Event Card: $500
• Featured Hotel: $1,000
• Hotel Card: $750
• Banner ad: $475
GMCVB Advertising Opportunities Partner Feedback

Please share any GMCVB website advertising questions or comments in the chat window.
Miami and Beaches Website
2019-20 Website Overview

- MiamiLand: Celebrating outdoor spaces and the businesses that allow a visitor to experience them
  - Bounce rate 19.5% (Since March avg 10.35%)
  - Time on page at avg 5+ min.
- New Digital Agencies: Miles Partnership/Ntara
- Updated and enhanced content including 360 tours
- Recovery Programs: Miami Eats, Virtual Miami, etc.
- Miami on Google: 50M+ views to date, Avg 4% interaction
  - Since March 13 #2 site referrer
  - 6+% conversion
2020-21 Website Plan

- Enhanced Outdoor/Miamiland section including:
  - Experiential, immersive, 360, video, and photo galleries
  - Enhanced relation between partners and outdoor experiences
  - Global content distribution: Google Earth, Streetview, Miami on Google, Social, and other 3rd party platforms

- Updated technology:
  - Enhanced user interface
  - Refined partner pages
  - Enhanced site search
What You Can Do Free on MiamiandBeaches.com

- Get your own Threshold360 video created to showcase on your business page.
- Write your own article on your business page.
- Add your own YouTube videos on your page photo gallery.
- Upload images to your page photo gallery.
- Create multiple offers and events (including virtual) for your customers.
Website Partner Feedback

What functionality would you like to see on the site? What can we include about your business on your MiamiandBeaches.com profile page to best showcase what you offer?

Please share any website comments or questions in the chat window.
Thank you