2020 GMCVB PARTNER PLANNING VIRTUAL WORKSHOP
August 4 – 6, 2020
Mission

Miami Music Project uses music as an instrument for social transformation, empowering children to acquire values and achieve their full potential, positively affecting their society through the study and performance of music.

Values
Develop values of community, sharing, and teamwork.

Development
Develop creativity, discipline, perseverance, and self-esteem.

Inspire
Inspire children to reach excellence through their own efforts.

Improvement
Improve the school performance of children.

Unity
Strengthen the unity of families.
William D. Talbert, III, CDME
President & CEO
Thank you

Event Sponsor
GMCVB Corporate Partners
Lester Sola  
*Director & CEO*

Daniel Swain  
*Director, Data Sales*

Nashara Frazier  
*Director, Florida*
Register NOW for Workshops!

Breakout Sessions:
Various times August 4 - 6

- Digital Marketing
- Cultural Tourism
- Sports & Entertainment Tourism
- LGBTQ Tourism
- Travel Industry Sales
- Communications
- Convention Sales
- Convention Services
- Multicultural Tourism & Development
- Social Media & Content Development

FREE REGISTRATION
GREATER MIAMI CONVENTION & VISITORS BUREAU (GMCVB)
STATEMENT ON RACIAL INJUSTICE

The GMCVB shares in the grief our nation and local community is experiencing following the senseless killings of George Floyd, Breonna Taylor, Ahmaud Arbery, Trayvon Martin, and countless others. We stand with the Black community and will do our part to speak out against the oppression and discrimination faced by Black people.

https://www.miamiandbeaches.com/about-gmcvb/statement-on-racial-injustice
Relief & Recovery Programs

The Greater Miami Convention & Visitors Bureau (GMCVB) continues to develop ways to help our hospitality industry and its employees navigate through these unprecedented times, with a three-pronged Coronavirus Response Strategy. Several programs are available to assist:

**Educate**
Engage stakeholders and arm them with the latest information and resources to make informed decisions.

**Mitigate**
Adjust marketing activities responsibly to maintain as much business as possible to blunt the impact on the industry and its employees.

**Stimulate**
Deploy a comprehensive business recovery plan to quickly regain market share and economic activity at the appropriate time.

- **GMCVB.com/Help**
  Comprehensive list of relief programs and recovery efforts, including partnership with United Way Operation Helping Hands. (Also easily accessible on the advisory banner on GMCVB.com.)
  Launched 3.25

- **GMCVB.com/MiamiEats**
  Treat yourself, treat your friends and treat your heroes. Showcasing more than 1,000 restaurants offering takeout and delivery.
  Launched 3.19

- **GMCVB.com/Covid19**
  Ongoing updates and advisories for our visitors and partners.
  Launched 3.02

- **GMCVB.com/MiamiSalutes**
  Showcasing special offers from the hospitality industry and others to recognize the heroic efforts of our front-line workers and first responders.
  Launched 3.27

- **MealsForHeroesMiami.org**
  Partnership to pay restaurants a stipend to prepare high-quality meals to deliver to front-line heroes and first responders.
  Launched 3.02

- **GMCVB.com/VirtualMiami**
  Showcasing local virtual events, webcams, videos, and downloadable backgrounds for remote meetings.
  Launched 3.30

- **GMCVB.com/Lodging**
  An up-to-date list of hotels that are open for essential lodgers.
  Launched 3.22

For additional information and updates, please visit [GMCVB.com](http://GMCVB.com).
MIAMI EATS:

“2020 Best Grass Roots Relief Effort”

1288 Restaurants Participating
Miami Shines Destination Pledge*

**Miami International Airport** (Miami-Dade County):
- Facial coverings required for passengers, employees and visitors
- Increased cleaning and disinfecting of high touch point areas
- Additional hand sanitizing stations
- Plexiglass in key areas
- Additional signage
- Dining & lounges restricted to 50 percent capacity
- Implementing social distancing (at least 6 feet)

**Hotels** (Greater Miami & The Beaches Hotel Association):
- Increased cleaning and disinfecting
- Additional signage
- Certified workplace safety training for staff
- Mandatory PPE equipment for staff
- Health screening for staff
- High-efficiency air filters
- Plexiglass in key areas
- Social distancing (at least 6 feet)

**Miami Beach Convention Center** (Spectra Management/Centerplate):
- Pursuing GBAC STAR Facility Accreditation
- Increased cleaning and disinfecting
- Touch-free surfaces in restrooms
- Additional signage
- Staff training on proper prevention techniques
- Additional hand sanitizer dispensers
- Food & Beverage service providers also taking appropriate measures

**Transportation / Shuttles** (MDC Dept. of Transportation, Taxicab Authority, Uber, Lyft):
- Disinfecting & cleaning all surfaces and vehicles after each ride
- Hand sanitizer, face masks and cleaning supplies distributed to drivers and available at loading zones
- Removed additional touchpoints in vehicles
- Drivers/customers must wear facial coverings
- Social distancing measures in vehicles & loading zones and adhering to capacities
- Plexiglass between driver and passengers

**Restaurants**
- Restaurant staff must wear facial coverings
- Screening employees
- No preset place settings
- Cleaning and disinfecting after every seating
- Hand sanitizer and wipes available at each table
- Disposable menus, cutlery and single-use condiments

**Retail**
- Masks required for visitors and employees
- Enforcing social distancing
- Cleaning and disinfecting
- Hand sanitizing stations throughout malls/stores
- Monitoring shopper traffic
- Screening employees
- Plexiglass in key areas

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* The above is based on CDC Guidelines
Rolando Aedo, CDME
Chief Operating Officer
Promoting Safe & Responsible Travel
Miami Spice To Go & Al Fresco
June - September

113 Restaurants Participating
August & September

MIAMI SPAS

13 Spas Participating
Miamians Who Shine – Video Series

On a weekly basis, the GMCVB is showcasing individuals and business that have been helping Miami Shine during the Covid-19 pandemic.
Miamians Who Shine – Kristin Kitchen
Booking Ads Targeting Active Travel Researchers

Tri-County Area

Drive Market
Destination-Wide Booking Programs
Targeting Consumers Researching Travel to Miami & Florida:

- Featured Destination with 20+ Hotel Deals
- Digital Offer-Focused Advertising
- Print Ads
- Massive $400K+ Miami & Beaches Program
Expedia’s Miami & Beaches $400K program launched July 24th:

- National citywide campaign featured throughout Expedia.
- Dedicated email & destination page features Miami and Beaches experiences: outdoor adventures, diverse neighborhoods, the beaches, and Miami Spice.
- Each featured activity links to a detailed page and a section to book a hotel.
- Regional Co-Op campaigns for Miami Beach, Downtown Miami, Airport Area and Doral receive their own dedicated page with each hotel partner featured.
- American Airlines Co-Op program targets beach-interested travelers.
- Expedia coupon offering 15% off all bookings up to $125,000.

Example of Expedia Search Screen Ads
New group business of 25 peak rooms or more, executed by December 31, 2020.

Group meetings can also receive:
• $3 - $5 cashback per room per night based on actualized room pickup - hotel match only
• Up to 10 VIP Roundtrip Airport Transfers
• Complimentary Destination Tour & Entrance to Attractions for attendees*
• 10 Miami Spice vouchers for on-site planner (meetings in August & September only)

Cancellation must be received 30 days before to qualify for the No penalty cancellation. Blackout dates may apply. Group size limits may apply.
William D. Talbert, III, CDME
President & CEO
MIA BY THE NUMBERS: PRE-COVID-19

275,708
Number of direct and indirect jobs supported by MIA.

60
Percentage of international passengers to FL who travel through MIA.

32
MIA’s economic impact measured in billions of dollars.

3
MIA’s ranking among U.S. airports for international passengers.

100
Airlines serving MIA.

96
Percentage of Miami visitors who arrive by air.

46
MIA’s 2019 passenger total measured in millions.

1
MIA’s ranking among U.S. airports for international freight and total airlines.

11
MIA’s ranking among world airports for international freight.

Welcome to Florida. The Sunshine State.
CARGO BY THE NUMBERS: PRE-COVID-19

#1 Nearly 2.3 Million Total Tons Most in the USA for Int’l Freight

83% on Freighter
17% on Belly Cargo

International Trade:

53% Origin/Destination (IMPORTS & EXPORTS)

Valued at: $59 BILLION

47% Of International Tonnage In-Transit to Third Countries

81% OF IMPORTS
78% OF EXPORTS

Market Share Between LAC Region and USA

2.7M Total Square Feet of Cargo Facilities
### MIA By the Numbers: Post COVID-19

#### Daily Passenger Flights

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Passengers</td>
<td>135,014</td>
<td>28,879</td>
<td>-78.6%</td>
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<tr>
<td>Flights</td>
<td>950</td>
<td>311</td>
<td>-67.3%</td>
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</table>

#### Year-To-Date Passenger Flights

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Passengers</td>
<td>27,575,645</td>
<td>12,479,738</td>
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<tr>
<td>Flights</td>
<td>199,632</td>
<td>107,149</td>
<td>-46.3%</td>
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</tbody>
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#### Daily Non-Passenger Flights

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cargo Flights</td>
<td>101</td>
<td>143</td>
<td>41.6%</td>
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<tr>
<td>GA Flights</td>
<td>51</td>
<td>8</td>
<td>-84.3%</td>
</tr>
<tr>
<td>Other Flights</td>
<td>23</td>
<td>13</td>
<td>-43.5%</td>
</tr>
</tbody>
</table>

#### Year-To-Date Non-Passenger Flights

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cargo Flights</td>
<td>30,023</td>
<td>32,991</td>
<td>9.9%</td>
</tr>
<tr>
<td>GA Flights</td>
<td>17,596</td>
<td>11,771</td>
<td>-33.1%</td>
</tr>
<tr>
<td>Other Flights</td>
<td>3,327</td>
<td>3,354</td>
<td>0.8%</td>
</tr>
</tbody>
</table>
FINANCIAL RELIEF

• In April, MIA awarded $207 million CARES Act grant – largest among all Florida airports.
  • Grant will support operations until passenger traffic returns to pre-COVID-19 levels.

• In April, Board of County Commissioners approved $64.8 million relief plan for MIA’s business tenants, which:
  • Defers monthly rent payments;
  • Waives minimum annual guarantee payments;
  • Requires a percentage of gross revenue.
• In July, the Board of County Commissioners extended the relief plan through the end of the year, representing an additional $32.9 million in relief.

• Aviation Department has also trimmed its operating budget by $49 million, without any staff reductions.
IMPROVEMENT PROJECTS AT MIA
IMPROVEMENT PROJECTS AT MIA
Domestic Visitor Share Increases

2019

United States: 62%
Brazil
Argentina
Canada
Colombia
Mexico
United Kingdom
Germany
Italy
France

First Half 2020

65%

Second Half 2020 (pre-bookings as of Aug1)

67%
Nashara Frazier
Director, Florida
Restoring travel, together

Nashara Frazier
Director, Miami, Fort Lauderdale, Orlando

Aug 2020
Restoring travel
The Industry
Destination
Partners
Restoring the industry

Safety

Flexibility
Preparing the workforce

Anyone can join at no cost

Online and live content from industry experts

Modules in diversity and inclusion, sales and business skills, and leadership training

Connect with like-minded peers and leaders
Restoring Travel

Partners

Destination
Keeping customers inspired

$25 million in advertising funds for destination recovery
A more resilient, inclusive, and sustainable global travel ecosystem
Questions & Answers
Register NOW for Workshops!

2020 GMCVB Partner Planning Virtual Workshop
AUGUST 4 - 6, 2020

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Special thank you to our Event Sponsor
Thank You