# Follow the Traveler

GREATER MIAMI + MIAMI BEACH

GREATER MIAMI CONVENTION & VISITORS BUREAU

GMCVB Partner Planning Workshop powered by Expedia Group

# Your Partnership.

# Our Digital Reach.

# We are a small but mighty team

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# The value of being a GMCVB Partner

Your GMCVB Partner Detail page is so much more than a listing; it's the power of Miami's most trusted brand behind your business.

### Built-in authority

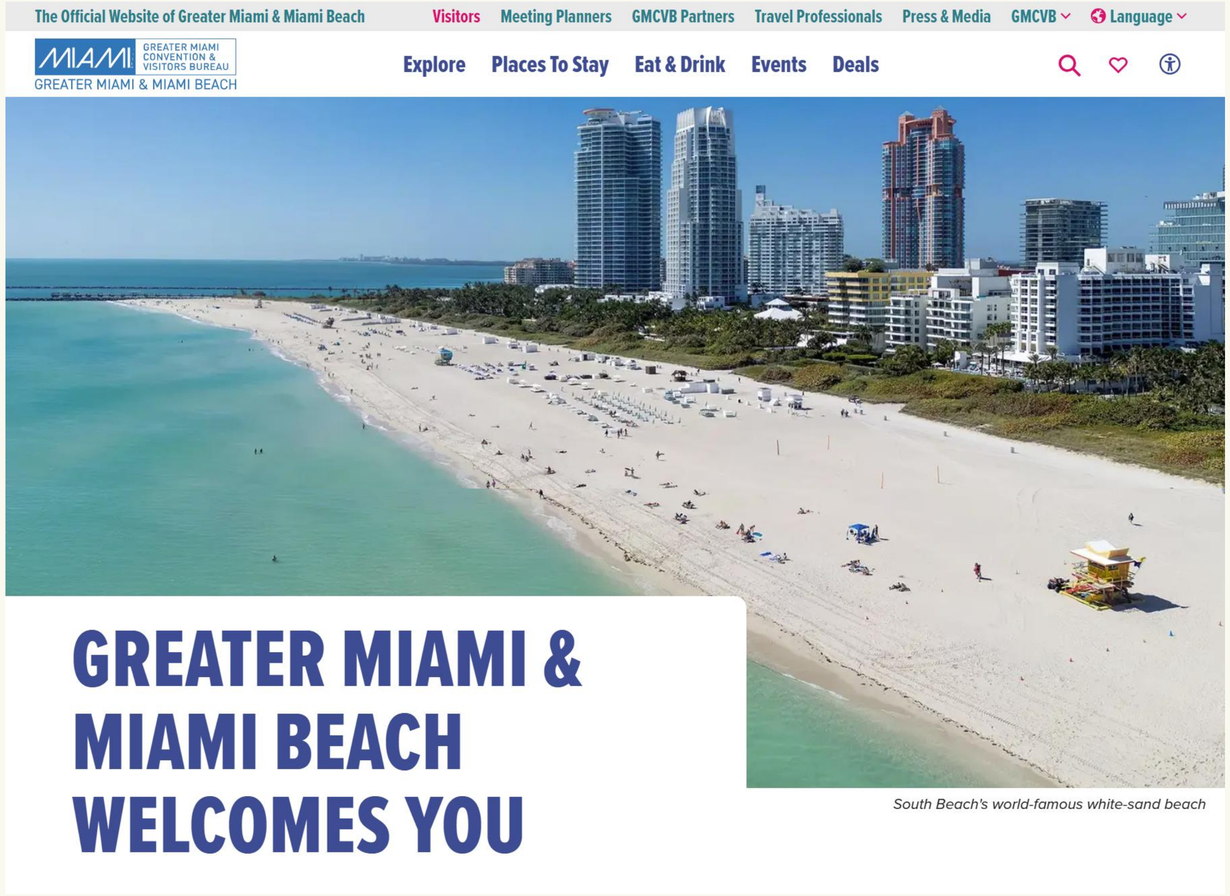
Years of domain authority working for you.

### Proven visibility

MiamiandMiamiBeach.com Ranks for thousands of high-value Miami searches.

### Marketing muscle

The reach of the destination's official brand.




*South Beach's world-famous white-sand beach*

# The value of being a GMCVB Partner

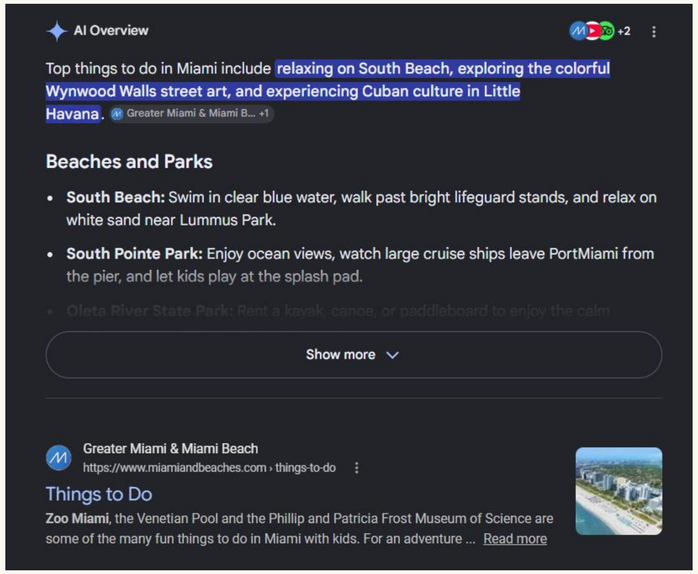
## Increases Your Visibility in Google & LLM Search

**Search is evolving.** Travelers now research and choose their vacation experiences using AI tools, Google AI Overviews, ChatGPT, Gemini, Claude, Perplexity, and more.

**LLMs cite trusted sources.** Cited recommendations come from authoritative, credible websites. MiamiandMiamiBeach.com is trusted by the tools that travelers use.

**That's MiamiandMiamiBeach.com.** Our content is increasingly cited in AI answers about Greater Miami & Miami Beach, positioning your business for the future of discovery.

### SEARCH: Things to do in Miami in Google:




### Trusted by the Tools Travelers Use

- Google AI Overviews
- ChatGPT
- Gemini
- Claude
- Perplexity

# Our article library is the engine of organic discovery

WHY CONTENT MATTERS

## Most MiamiandMiamiBeach.com Traffic is ORGANIC from Google Search

| | |
|---|---|
| Organic Search | 4.3M |
| Direct | 2.4M |
| Paid Search | 651K |
| Display | 377K |
| Cross-Network | 370K |
| Referral | 261K |

GA #’s This fiscal Oct. 1, 2025 – Aug. 2, 2026

### An extensive, evergreen library

Hundreds of destination articles that stay relevant season after season and keep earning search visibility.

### Built around what travelers search

Things to do, restaurants, attractions, hotels, spas, shopping, and neighborhood guides, along with questions people actually type into Google.

### Your business, inside the story

We showcase Partners within the stories travelers are already reading as they plan their trip.

**We link to your website from within articles, and to your detail page in the map section below each article.**

**Every link to your business on MiamiandMiamiBeach.com is another opportunity for both travelers and search engines to discover, engage and ultimately choose your business as part of their experience.**

# Ways we promote our GMCVB Partners

**We strategically feature Partners in high-visibility places across MiamiandMiamiBeach.com**

Placements that inspire visitors as they plan their trip, introducing your business to travelers who weren't searching for you specifically, but are looking for experiences that match their interests.

You may be highlighted as a participating Miami Spice restaurant, included in a "Top Things to Do" article roundup, or be showcased in a neighborhood guide.  Featured content expands your reach beyond your Partner Detail Page and puts your business in front of highly engaged audiences.

### Articles

Woven into the editorial stories travelers read.

### Seasonal Campaigns

Included in timely moments like Miami Spice and more.

### Homepage Promotions

Front-and-center visibility.

### Program Landing Pages

Grouped with the experiences travelers seek.

### Other High-Visibility Areas

Curated modules across the site.

# A strong GMCVB Partner Detail page

YOUR DIGITAL STOREFRONT

Your Partner Detail Page usually appears alongside your website in Google and AI results.

**The stronger your page, the stronger your presence in Google search and LLM citations when recommending places to stay, dine, shop, and explore. As well as being promoted across GMCVB marketing channels.**

Keeping your description, amenities, accessibility, sustainability, and meeting information up to date will ensure you are being surfaced when visitors use our search filters to minimize results.

Keeping your GMCVB Detail page as accurate as possible further builds on our authority and credibility and your likelihood of being cited.

### High-quality photography

Stops the scroll and earns the click.

### Compelling descriptions

Tell your story in a way that converts.

### Accurate amenities

Give travelers the details they need.

### Up-to-date information

Current listings build trust and action.

# Partner Checklist: Your Partner Detail Page = Your Digital Storefront

Keep these five things strong and updated so your listing works harder in Google and AI search, in our editorial, and across campaigns.

Partner value isn't limited to appearing on our website it also benefits from the GMCVB's authority across both traditional search engines and the rapidly growing AI search landscape.

The more complete and compelling your Partner profile is, with exceptional photography, accurate information and participation in GMCVB programs, the more opportunities there are for our editorial and marketing teams to feature your business across our digital channels.

1. **Update photos regularly and be sure to use compelling images that will catch a visitor's eye**
2. **Keep content current & accurate**
3. **Add CTAs & contact info through the Extranet to ensure you are being included in all opportunities**
4. **Join Miami Spice & Spa Months. Miami Spice is THE top performing page on our site for the program duration each year**
5. **Share & tag GMCVB content. Use the branded assets we develop to reinforce brand consistency and authority**

# Submit Your Deals in the GMCVB Partner Extranet

*Everything MiamiandMiamiBeach.com and its AI chatbot knows about your offer comes from what you enter.*

## WHY IT MATTERS

**Publishes in two places**
Appears on the MiamiandMiamiBeach.com Deals page and your Partner Detail page.

**Free destination-scale reach**
Millions of visitor sessions on the website, plus GMCVB email.

**You control the message**
Dates, price, terms and booking link are exactly what you type. ***The more information, the better!***

**MiamiandMiamiBeach.COM/DEALS**

**Restaurant · Hotel · Attraction · Tours & Outdoor · Art & Culture · Cruise · Military**

Admission savings, BOGO offers, hotel and group deals; every category, all year, not just program months.

## THE CHATBOT READS YOUR LISTING

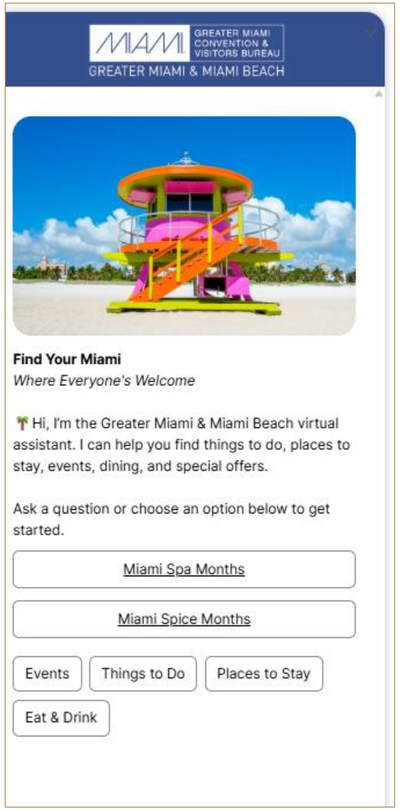
It answers visitor questions using your listing content.

"Any hotel deals on the beach?"

Beautiful Beachfront Bungalow Hotel: 3rd night free, from $249, Sun- Thu through Dec. 15

**Feed it detail:**
Dates, price, category, booking link, photos.

*Thin listing → "I don't have details on that."*



# Miami Spice and Miami Spa Months: Our Top Two Summer Programs

***MiamiSpice.com draws more views than anything else on the site during the summer months.***

**MIAMISPICE.COM**

**Restaurant Months · August – September**

- Diners browse by neighborhood, cuisine and price
- Compelling Images and Menus inspire bookings

**MIAMISPAMONTHS.COM**

**Spa Months · July – August**

- Spa-goers compare treatments, duration and price
- Service detail and booking links convert browsers

## GIVE DINERS AND SPA-GOERS MORE

Complete listings, current photos, and free Threshold 360 virtual tours give them the details they need.

## USE THE OFFICIAL PROGRAM ASSETS

The Miami Spice and Miami Spa Months logos **strengthen program recognition, build consumer trust, and reinforce the marketing behind these signature programs.**

# Our digital presence doesn't stop on our website

### WHERE IT COMES FROM

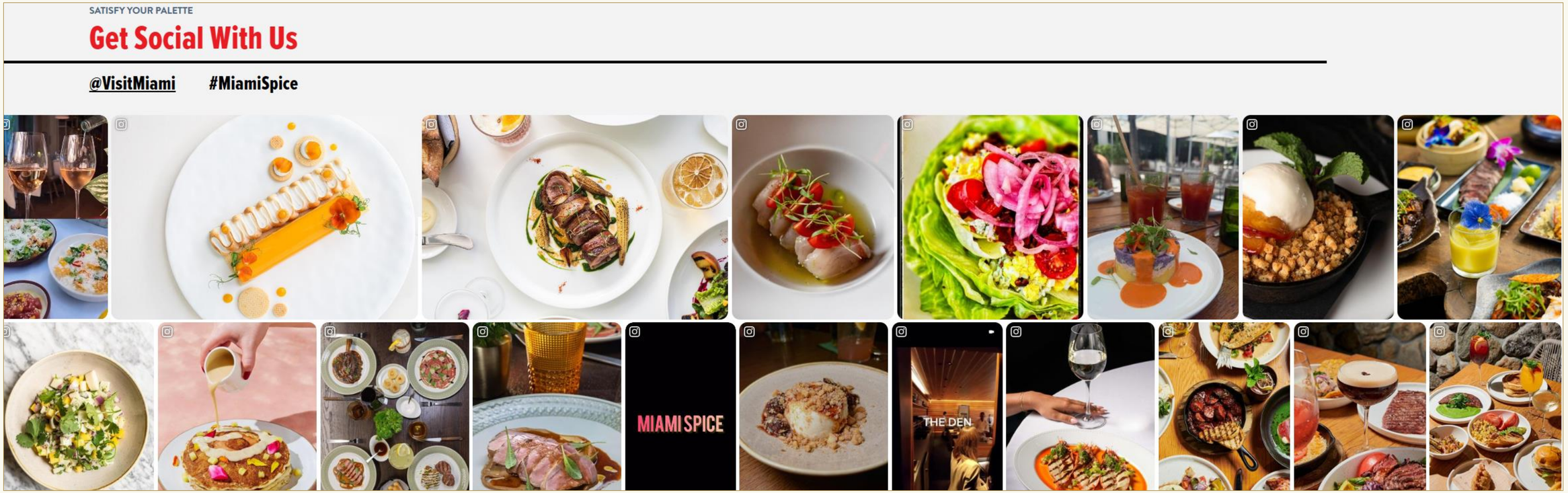
**Visitors** tagging **@VisitMiami** and **#Miami,** plus **partners' own posts**, photos and video.

### WHY WE USE IT

Real, current content tells the destination's story better than stock ever could, and **tagging us amplifies your reach**.

### WHERE IT SHOWS UP

Curated galleries across MiamiandMiamiBeach.com and program pages like Miami Spice.



# Our reach extends well beyond Partner pages

## WHY EVENT LISTINGS MATTER

One of the most visited sections of MiamiandMiamiBeach.com. Event listings extend your visibility beyond your Detail Page and reach travelers actively searching for things to do.

## HOW PARTNERS CAN MAKE EVENT LISTINGS STRONGER

- ✓ Submit eligible public events through the partner portal
- ✓ Submit event early to allow time for editorial review, inclusion and publication
- ✓ Upload a high-quality compelling horizontal image at 1440 x 900 px
- ✓ Update information when event details change

For event submission support or questions about an existing listing, email calendar@gmcvb.com

## EVENT CALENDAR TRAFFIC

For the past 2 years, our Event landing page is the ***2nd top performing page on the site***.

| | | |
|---|---|---|
| 1 | /plan-your-trip/miami-webcams | |
| | Oct 1, 2025 - Aug 2, 2026 | 2,577,943 (12.81%) |
| | Oct 1, 2024 - Aug 2, 2025 | 2,269,836 (11.83%) |
| | % change | 13.57% |
| 2 | /events | |
| | Oct 1, 2025 - Aug 2, 2026 | 1,716,129 (8.53%) |
| | Oct 1, 2024 - Aug 2, 2025 | 1,703,133 (8.87%) |
| | % change | 0.76% |

# eCRM: Reach the right audience in their inbox

Our monthly email marketing program puts your business directly in front of engaged visitors and meeting planners at exactly the right moment in their planning journey.

**508K**
**Emails sent in May**
508,239 across 71 campaigns

**29.18%**
**Unique open rate**
146K unique opens

**98.64%**
**Delivered rate**
500.6K delivered

**71**
**Campaigns sent**
In a single month

*Source: Act-On, May 2026. Open rate reflects all unique opens.*

MONTHLY

## Visitor Newsletter

In front of engaged leisure travelers actively considering Greater Miami and Miami Beach.

QUARTERLY

## Meeting Newsletter

Reaching meeting and event planners as they source and shape their next Miami program.

### Paid Placements

Spotlight your business to a high-intent audience.

### Article Highlights

Be featured within the content subscribers love.

### Event Highlights

Put your events in front of ready-to-plan readers.

Google Search

MiamiandMiamiBeach.com

Partner Detail Pages

Together, these touchpoints create a powerful digital ecosystem designed to help our Partners reach more travelers, generate more engagement and ultimately drive more business.

Events

Social Media

Branding

# Thank you.

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