

The New Culinary Passport: How Food Storytelling Inspires Travel



GMCVB Partner Planning Workshop powered by Expedia Group

Meet the MarComm Team



Jennifer Diaz-Alzuri



Suzie Sponder



Melina Martinez



Jennifer Haz



Anthony Guivas



Izabella Felpeto



Sofia Verdear



Eissy Corrales



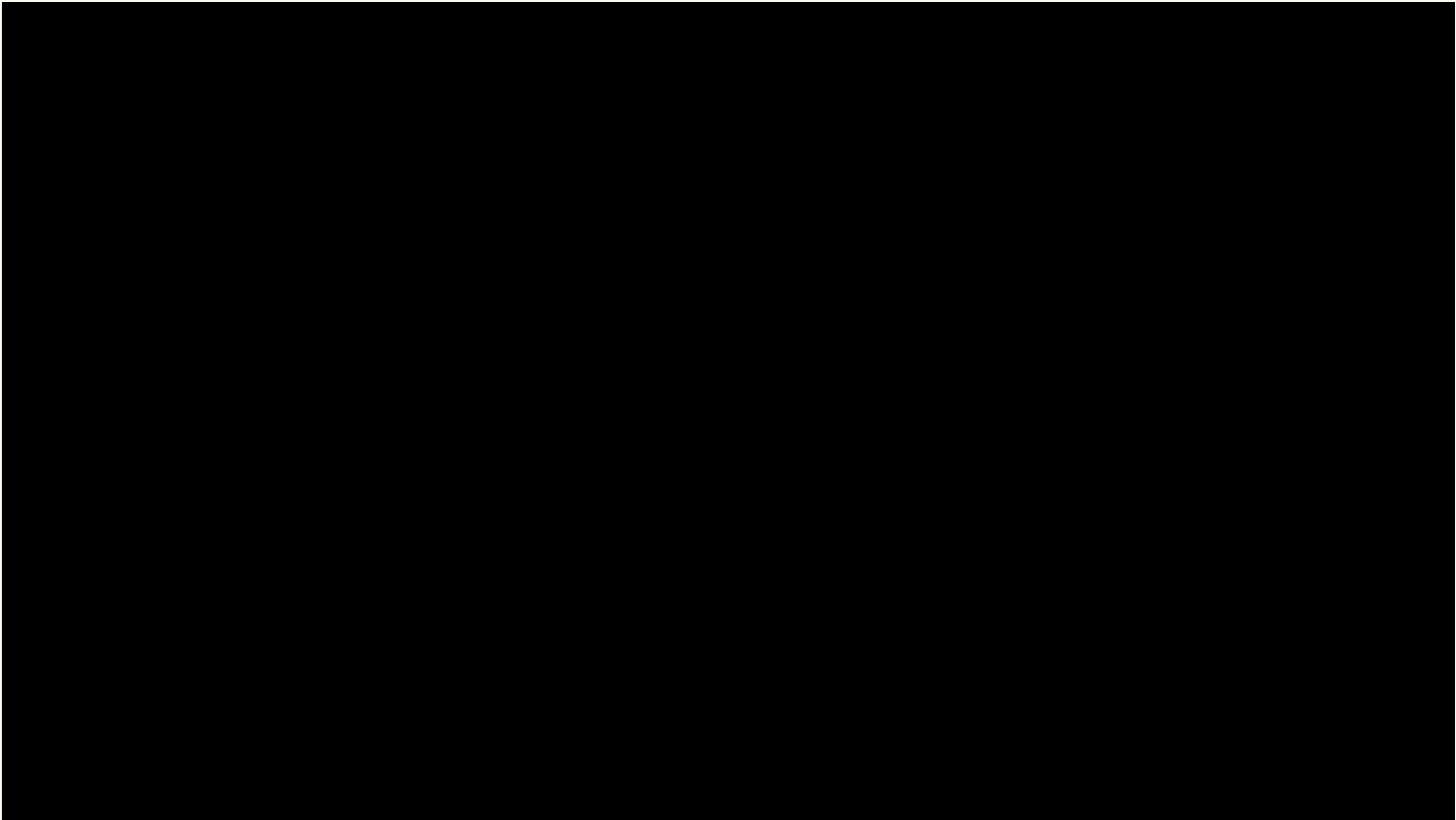
Global PR Network

JeffreyGroup



related





The Power of Culinary Storytelling

A FAR *The New York Times*  **USA TODAY** **VOGUE** **MAXIM**



NYC Media Event:



Canada Event:

65 Media, Content
Creators, Trade &
Industry
partners in
attendance

The Power of Culinary Storytelling

Media Mission Objectives:

- Reinforce Miami's presence in two priority markets—New York City and Toronto—during a critical travel-planning season.
- Strengthen relationships with U.S. and Canadian media, influencers, tour operators, travel advisors, airline partners, and other key industry stakeholders.
- Celebrate and deepen Miami's ties with both markets, while underscoring the destination's appreciation for and commitment to U.S. and Canadian travelers.
- Educate and inspire attendees through timely destination updates from GMCVB and Miami partners, equipping them with fresh story ideas, product knowledge, and reasons to promote Miami in 2026.
- Generate awareness and future editorial opportunities by showcasing Miami's evolving hotels, culinary scene, cultural offerings, neighborhoods, attractions, and major events.
- Deliver immersive Miami experiences in New York City and Toronto that reflected the destination's cultural richness, creativity, warmth, and energy.

The Power of Culinary Storytelling

FoodieCon® Kick-off Happy Hour

- When creators and press are already converging on Greater Miami and Miami Beach, a smaller, well-timed activation can insert the destination into that conversation — and **let their audiences do the reach for you.**
- **What we did:** GMCVB hosted a private sunset happy hour at the Olazul Club House at Andaz Miami Beach on February 20, 2026 — our own touchpoint, timed to reach creators while they were already in town for FoodieCon®, a one-day influencer summit held during the South Beach Wine & Food Festival (SOBEWFF), arguably one of the biggest food events in Greater Miami and Miami Beach.
- **Results: 17M+ Media impressions**
- Invited food-focused creators catering to a target demographic of local and national foodies: @healthygirlkitchen (5.1M followers) @succulentbite (2.3M), @okaycoolgigi (2.3M)
- Positioned local food influencers as hosts: 305-inspired cocktails by Gio Gutierrez (@chatchowtv) and music by Ava Praschnik (@yumiami_) adding authenticity and peer credibility that resonated with the national creators in the room.

The Power of Culinary Storytelling

**5.4%
Engagement
Rate**

458K Views



**9.3%
Engagement
Rate**

690K Views



Panelists



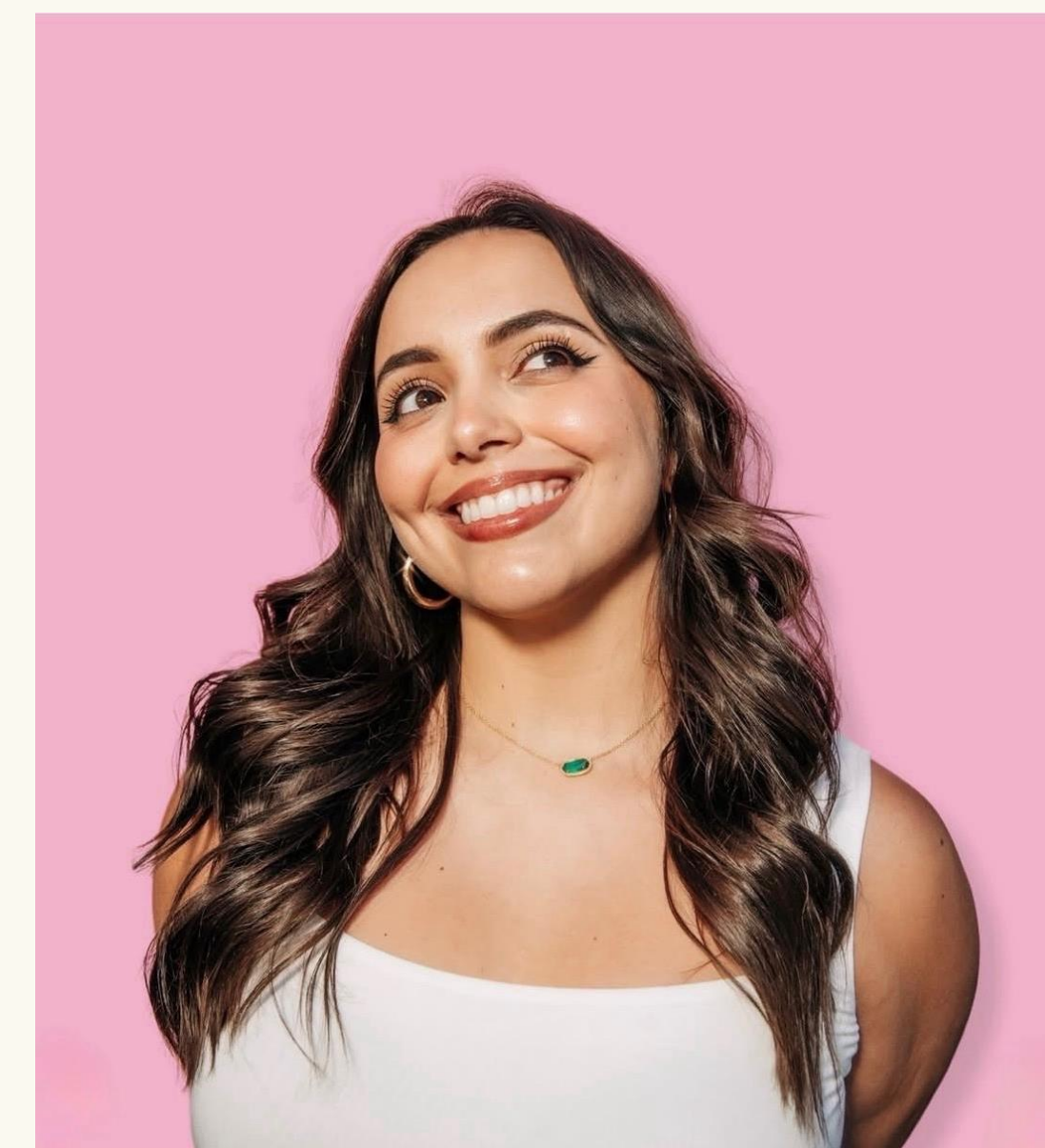
Omar Mamoon

Travel & Food Journalist



Dana Rhoden Baran

Founder of The Dana Agency



Ivette Lopez

Food Content Creator
@IvietheFoodie