

Catch the Rhythm: The Power of Music to Drive Cultural Tourism in Miami



GMCVB Partner Planning Workshop powered by Expedia Group



Connie Kinnard

Senior Vice President
Multicultural Tourism
& Development



Herlinda Lombardi

Program Manager
Multicultural Tourism
& Development

MIAMI
GREATER MIAMI + MIAMI BEACH

GREATER MIAMI
CONVENTION &
VISITORS BUREAU

SO, WHAT IS MUSIC TOURISM?

GIG TRIPPERS: PEOPLE WHO TRAVEL FOR
CONCERTS, FESTIVALS, RESIDENCIES.

CULTURAL MUSIC TOURISTS: PEOPLE WHO
EXPLORE A DESTINATION THROUGH ITS MUSIC
HISTORY, STORIES, AND SCENES.

TOGETHER, THEY CREATE:

- NEW INCOME
- DEEPER CULTURAL CONNECTIONS
- LONG-TERM TOURISM IMPACT



Defined by the
Music Cities
Tourism
Conference

Why Music Matters in Tourism

Music is more than entertainment.

It creates:

- Emotional connections
- Authentic cultural experiences
- Neighborhood discovery
- Longer visitor stays
- Repeat visitation
- Local economic impact
- International brand recognition

Music gives destinations a heartbeat.



The Opportunity

Miami is already known for:

- Beaches
- Sunshine
- Cruise Capital of the World
- Art Basel and the arts
- Diverse cultures
- International cuisine
- Sports

The next opportunity:

Position Miami as one of the world's great music destinations.



Why Now?

Travelers increasingly seek:

- Authentic experiences
- Local culture
- Live entertainment
- Storytelling
- Immersive neighborhoods
- Cultural connection

Music delivers all these areas of interest



Miami Already Has the Foundation

Greater Miami possesses nearly every ingredient needed to become a premier music destination.

International Influence

- Latin Music
- Caribbean Music
- Hip-Hop
- R&B
- Jazz
- Gospel
- Dance Music
- Electronic Music
- Reggae
- Kompa
- Salsa
- Afrobeats
- Soca
- Brazilian music traditions

These genres coexist every day within Miami's neighborhoods.



Music Creates Economic Impact

Music tourism supports:

- Hotels
- Restaurants
- Transportation
- Retail
- Attractions
- Museums
- Small businesses
- Musicians
- Producers
- Venues
- Event professionals

Music is economic development.





Music Is Part of Miami's DNA

Every neighborhood has a soundtrack.

Possible examples:

Neighborhood	Musical Identity
Little Havana	Salsa, Son Cubano, Latin Jazz
Historic Overtown	Jazz, Gospel, R&B
Little Haiti	Kompa, Haitian Jazz
Coconut Grove	Bahamian rhythms, Jazz
Wynwood	Contemporary music culture
South Beach	Dance Music, Electronic Music
Liberty City	Hip-Hop, Gospel
Allapattah	Latin and multicultural influences

Music becomes a gateway into authentic neighborhoods.

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Legendary Recording History

Miami has been home to iconic recording studios.

Examples include

- Criteria Recording Studios
- Hit Factory Criteria

Artists who have recorded there include:

- Eagles
- Fleetwood Mac
- Bee Gees
- Eric Clapton
- James Brown
- Bob Marley
- Aretha Franklin
- Whitney Houston
- Alicia Keys
- Justin Bieber
- Shakira

Miami has quietly shaped popular music for decades.



Miami's Musical Legacy

Miami has helped launch, inspire, record or influence countless artists.

Examples include:

- Gloria Estefan
- Pitbull
- Rick Ross
- DJ Khaled
- Flo Rida
- Trick Daddy
- Betty Wright
- KC and the Sunshine Band
- Jon Secada
- Miami Sound Machine
- Uncle Luke
- Jason Derulo
- Camila Cabello (Miami influence)
- Wyclef Jean (South Florida connection)

Also:

- Bee Gees (historic recording ties)
- Jimmy Buffett's South Florida influence
- International Latin recording artists



Music Festivals Drive Tourism

Visitors are already traveling to Miami because of music.

Examples include:

- Ultra Music Festival
- Jazz in the Gardens
- Ground UP Music Festival
- Miami Carnival
- Best of the Best Music Fest
- Country Bay Music Festival
- Miami Beach Classical Music Festival
- III Points
- Calle Ocho Festival
- Haitian Compas Festival

Each festival introduces visitors to different neighborhoods and cultures.



**MONTREUX JAZZ
FESTIVAL MIAMI**
FEB 25 - MAR 1, 2026



JITG MUSIC FEST 2026

SATURDAY - MARCH 7

JHENÉ AIKO
GLORILLA • ELLA MAI
MÝA • JOE

D-NICE **SWV** • **DONELL JONES** • **CASE & FRIENDS**
FEATURING **SUNSHINE ANDERSON** • **KENNY BURNS**
DAMIEN ESCOBAR

SUNDAY - MARCH 8

LUDACRIS • **NELLY & ASHANTI**
25TH ANNIVERSARY SET

THE ISLEY BROTHERS
STEPHANIE MILLS • EL DeBARGE
KING GEORGE • PASTOR MIKE JR. • TONIO ARMANI
BONEY JAMES



JUNE 11 - AUGUST 20, 2026

CAD
Community Arts Program
2026
SUMMER
CONCERT SERIES





Celebrating Every Culture

Music naturally celebrates diversity.

It tells the stories of:

- African American communities
- Cuban communities
- Haitian communities
- Bahamian heritage
- Jamaican heritage
- Puerto Rican culture
- Colombian traditions
- Brazilian communities
- Venezuelan influences
- Caribbean diaspora
- African influences

Music becomes cultural diplomacy.





Music Builds Neighborhood Tourism

Rather than concentrating on visitors in one district,

Music encourages exploration.

Visitors discover:

- Local restaurants
- Public art
- Cultural centers
- Small businesses
- Museums
- Historic churches
- Community festivals

Music becomes the invitation.

Neighborhoods become the destination.

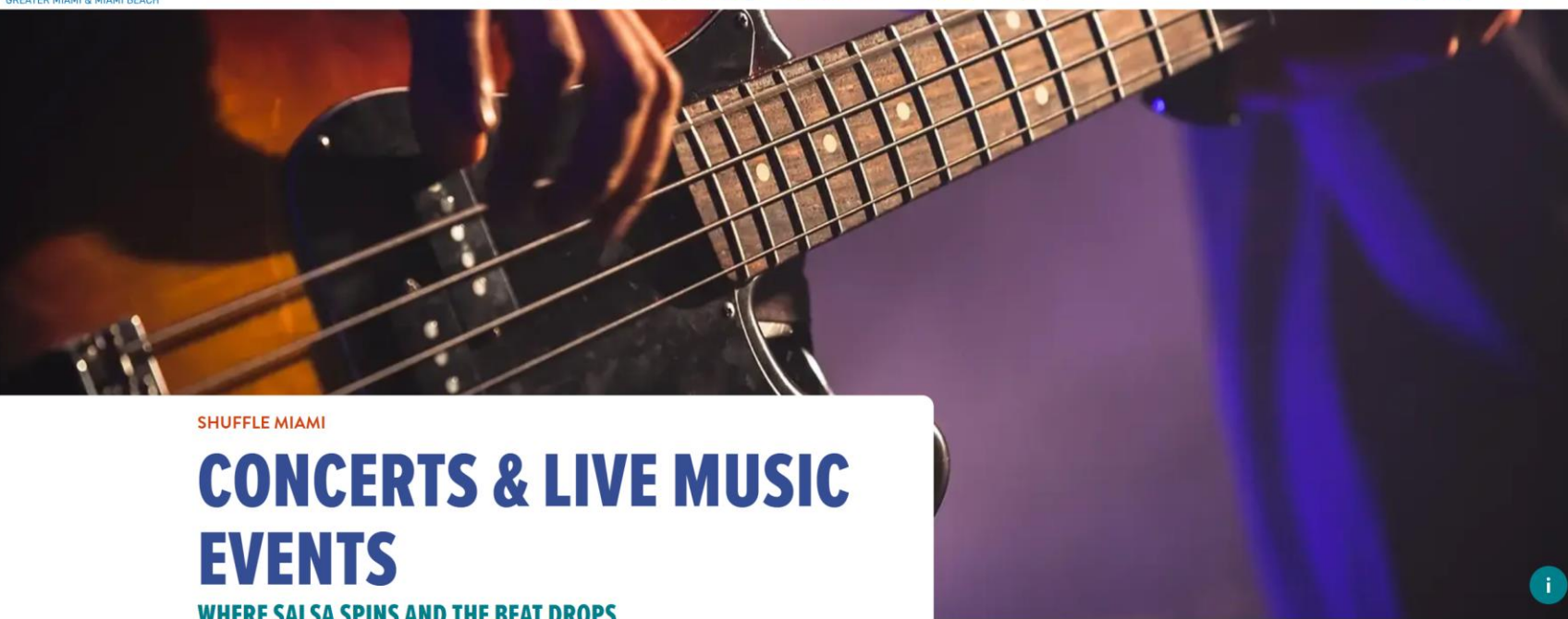
GMCVB Website



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MUSIC & NIGHTLIFE



SHUFFLE MIAMI

CONCERTS & LIVE MUSIC EVENTS

WHERE SALSA SPINS AND THE BEAT DROPS



Don't miss these Live Music Events & Concerts in Miami



Live Music & Dancing



Best Dance Clubs in Miami

Dance till sunrise at the best clubs in Miami.



Miami Clubs 101: How To Get Past The Red Ropes

From buying tickets to booking VIP tables, showing up early and dressing to impress, here's how to get past the velvet rope.



Where to Go Salsa Dancing in Miami

New to salsa or ready to hit the dance floor? Explore Miami's top spots for salsa dancing, live bands and beginner-friendly lessons.



Your Guide To Jazz In Miami

From hotel bars to cozy neighborhood joints and rooftop lounges, live jazz is thriving in every corner of Miami.



The Best Latin Clubs in Miami

Plan the perfect night out with our guide to Miami's Latin clubs, from historic venues to trendy spots, some with live music.



Miami's Hottest Gay Bars And Nightclubs

Here are the hottest gay bars and nightclubs in Miami and South Beach for planning your evening out on the town.



Events By Venue

From concerts and sports games to festivals and cultural performances, find everything you need to make the most of the venue hosting your experience.

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Events at Miami Beach Bandshell

Experience unforgettable concerts and performances at Miami Beach Bandshell's beachside amphitheater.

EXPLORE MIAMI STAYS

Check In To The Beat



Music-Centric Hotels in Miami

Stay where the rhythm never stops! These music-centric Miami hotels offer unmissable experiences, from intimate live shows to DJ-fueled nightlife.



Miami's Hottest Live Music Venues

From salsa to indie bands, dive bars to outdoor amphitheaters, these are the best places to see live music in Miami.



Restaurants With Live Music

These Greater Miami & Miami Beach restaurants combine live music with great food.



Concerts & Live Music Events

Explore Miami's vibrant music scene and catch your favorite artists live.

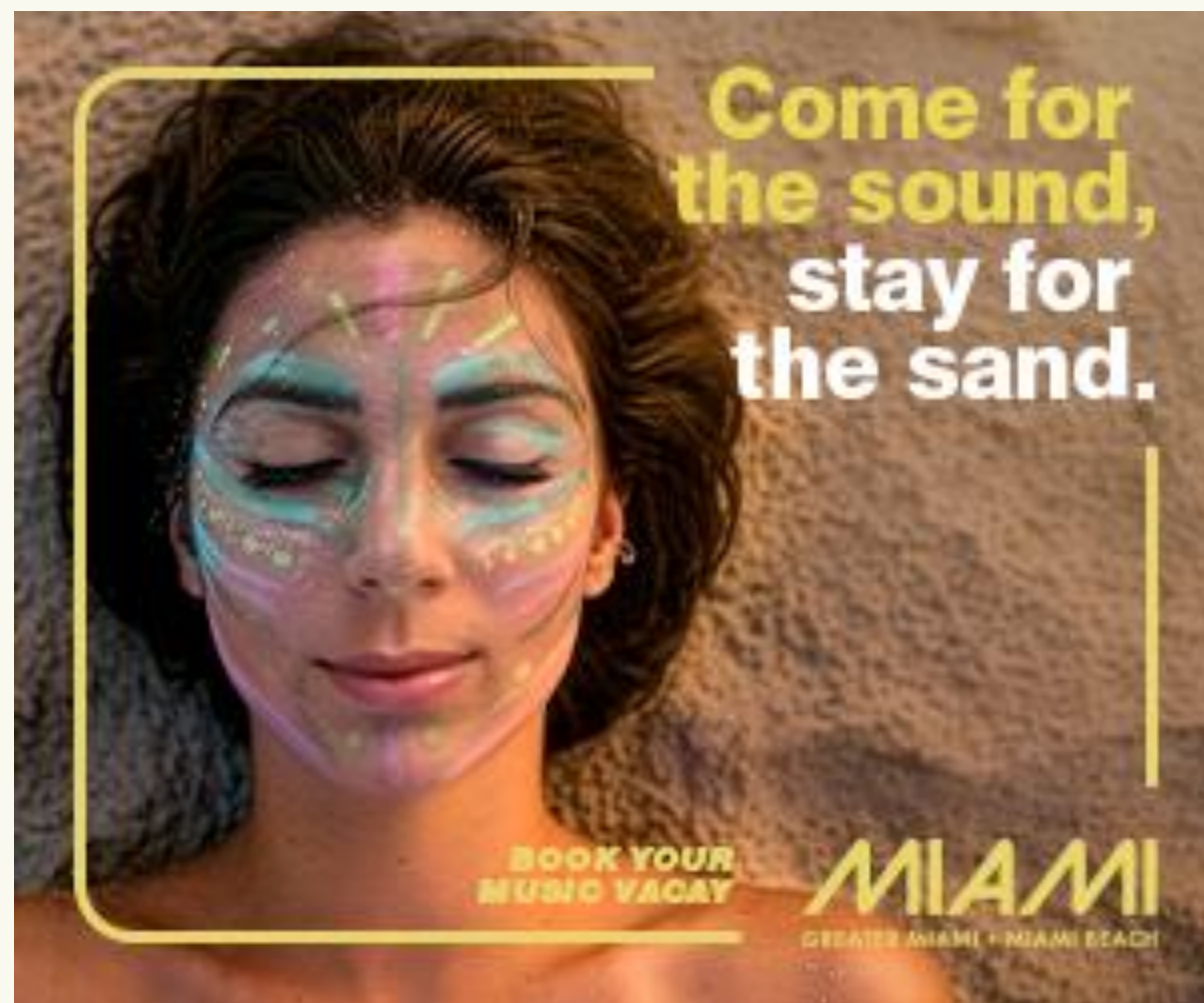


GMCVB – Bureau wide efforts



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Rooted in the diverse rhythms and cultural energy of Greater Miami, the campaign invites visitors to extend their stay beyond the show and experience the destination's music, cuisine, wellness and cultural offerings.



Campaign flighting: March 16 to August 31

Conversation with Rafa Bernard Churchill's Pub



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Ideas and Discussion



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Opportunities for Growth

Miami Music Month

Destination-wide celebration

Miami Music Trail

Self-guided visitor experience highlighting legendary venues, studios, neighborhoods, and artist landmarks.

Music Passport

Create a program to encourage visiting music venues and neighborhoods.

Music Heritage Tours

Storytelling through local musicians and historians.

Neighborhood Music Weekends

Rotating celebrations throughout the county.

Live Music Districts

Highlighting existing venues while encouraging new performances.

THANK YOU

Multiculturaltourism@GMCVB.com



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