Greater Miami 2020 Visitor Industry Overview

Visitor Profile • Economic Impact • Hotel Performance • Jobs

Presented by:

MIAMI GREATER MIAMI CONVENTION & VISITORS BUREAU

with data collected by:

DEO FLORIDA DEPARTMENT of ECONOMIC OPPORTUNITY

INTEGRATED INSIGHT

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Table of Contents

Overview & Executive Summary	3
COVID-19 Impact Timeline	4
Greater Miami Overnight Visitor Market Visitation	11
Domestic Overnight Visitors	16
International Overnight Visitors	22
Florida Overnight Visitors	29
Domestic Day Trippers	39
Florida Resident Day Trippers	45
Economic Impact	52
Appendix	55
Hotel Industry Recap	57
Tourist-Related Taxes Collected in Miami-Dade County	63
Leisure and Hospitality Employment	65
2020 Dashboard of Key Visitor Industry Indicators	68

Overview and Executive Summary

COVID-19 Impact Timeline

News of COVID-19 started to hit in early January, but the major milestones were in early March followed by a strong second wave in the summer, which reversed many plans for destinations to re-open.

2020 COVID-19 Timeline

Month	Development
January	• January 9 — World Health Organization Announces Mysterious Coronavirus-Related Pneumonia in Wuhan, China • January 21 — CDC Confirms First US Coronavirus Case • January 31 — WHO Issues Global Health Emergency
February	• February 2 — Global Air Travel Is Restricted • February 3 — US Declares Public Health Emergency
March	• March 11 — WHO Declares COVID-19 a Pandemic • March 13 — COVID-19 Declared a National Emergency • March 13 — Travel Ban on Non-US Citizens Traveling From Europe Goes Into Effect • March 14 — CDC issues No Sail Order, halts cruises • March 19 — California Issues First Statewide Stay-at-Home Order • March 19 — GMCVB launches Miami Eats and Meals for Heroes restaurant programs
April	• April 1 – Gov. DeSantis signs executive order to restrict activities only to those deemed as essential • April 1 – GMCVB launches Miami Shines Pre-Recovery Campaign
May	• May 28 — Miami Shines Pre-Recovery Campaign live throughout the U.S.
June	• June 1 – GMCVB launches Miami Spice in support of the local restaurant industry • June 1 – GMCVB launches Miami Shines Tourism Recovery Campaign
July	• July 2 — States Reverse Reopening Plans • July 16 — US Reports New Record of Daily COVID-19 Cases
August	• August 1 – GMCVB launches Practice Safe Sets and Work & Learn Remotely programs
September	• September 1 — GMCVB extends Miami Spice, Miami Spa, Museum & Attraction Months programs through October 31
October	• October 1 — GMCVB relaunches national multi-media campaign *Miamiland* which highlights the areas' Open Spaces, Beaches and Parks
November	• November 4 — GMCVB continues to expand the Miami Shines Tourism Recovery Program with its Arts, Culture & Heritage including Art of Black Miami Program
December	• December 1 — GMCVB books first major citywide 2021 Miami Beach Convention Center meeting (Aesthetic Society) April 30-May 3, 2021 • December 11 — FDA Agrees to Emergency Use Authorization for COVID-19 Vaccine From Pfizer, BioNTech • December 18 — FDA Signs Off on EUA for Moderna's COVID-19 Vaccine

Overview

The **Greater Miami Convention & Visitors Bureau (GMCVB)** is proud to serve as Greater Miami's official destination sales and marketing organization, representing the brand globally with offices in 49 cities and 52 countries.

As the top industry for Greater Miami, the travel sector's performance is closely monitored by the GMCVB. Research insights are an essential element of the GMCVB's work and serve as the strategic driver for marketing programs to promote leisure tourism (including cruising) as well as meetings and conventions business. With such an unforeseen year of travel disruption, understanding travel trends becomes critical to developing plans for recovery.

The following pages represent the 2020 Visitor Profile for Greater Miami. Building off of recent years reports, we continue to profile three broad segments (International, Domestic and Florida Resident) with trend to prior years. In segmenting Greater Miami's visitor profile in three categories, the GMCVB is able to better understand the recent impacts and develop strategic sales and marketing programs to attract visitors back to the area.

In response to an unprecedented year and its impact of COVID-19 on hospitality and tourism in Greater Miami, the GMCVB launched a series of targeted Tourism Recovery programs specifically aimed at supporting our community. These included on March 19th, Miami Eats, which promoted delivery and/or take-out menus available for Miamians to enjoy at home, followed by Hotels for Essential Lodgers, which presented a comprehensive list of hotels that were open for first and front-line responders during the crisis; Help for Tourism, an online portal providing the industry and other GMCVB partners a look at how to secure assistance; and the Miami Pandemic Response Fund, a partnership between the GMCVB, United Way of Miami-Dade, Miami Herald/Nuevo Herald, Health Foundation of South Florida and The Miami Foundation to create a fund to support hospitality workers and their families with emergency needs including food, supplies, utilities, rent/mortgage assistance and micro-grants.

During June 2020, the GMCVB launched Miami Shines, a comprehensive travel and tourism recovery program to promote Greater Miami as a place for vacations and future meetings and conventions business. The program included a strong lineup of promotional incentives across restaurants, hotels, museums, spas and attractions. The GMCVB rolled out the Miami Shines platform to coincide with the opening of hotels and public beaches as a way to drive demand and stimulate business for the hard-hit tourism industry. The overall campaign was designed to help the destination recover as quickly as possible, offering relief to the tourism and hospitality industry, which accounts for the economic backbone of the community.

Executive Summary

During 2020, Greater Miami attracted 7.9 million overnight visitors and an additional 3.7 million day trippers, for a total of 11.6 million visitors in the face of a world-wide pandemic that shut down travel for months. Total visitors were down 52% for the year after a strong start in the first two months of the year bolstered by the Super Bowl. Total 2020 economic impact was $7.9B, less than half of what was accomplished in the prior year.

- Visitor volumes and behavior in 2020 had three distinct phases, a strong start in January/February, a near complete shutdown in March/April/May and then an uneven recovery through the rest of the year starting in June including starts and stops related to declining and then rising COVID-19 cases and deaths.
- On a relative basis, Greater Miami fared best with the Domestic visitor as they declined 37% for the year, while International (-64%) and Florida Residents (-58%) did not hold up as well. International air travel was suspended to and from many popular origins throughout the year including Canada, most European countries and parts of South America.
- Florida Residents were exposed on a regular basis to media reports of the strong spread of the virus in Miami-Dade, which likely kept them away. While they did cut down their travel overall, there is evidence that they still continued to visit other parts of the state including the Panhandle.

There were few bright spots on a regional or market level as the entire globe was affected by the pandemic.

- New York City faced a significant health crisis early in the pandemic which clearly limited their travel. While this remained by far the largest source Domestic market (3X more than the next largest market), NYC was down 45% and more than 600,000 visitors. The top ten markets generally remained the same as in prior years, while San Francisco and Kansas City received an early 2020 boost with Super Bowl entries.
- Mexico remained largely open and rose to the top of inbound International visitors, down only 14% for the year. Other nearby Caribbean countries also fared slightly better than overall International, especially the Dominican Republic and Jamaica, two areas that have been hard hit in recent years by hurricanes that depressed prior year travel.

Executive Summary

- Visitors from Palm Beach County and Naples/Fort Myers saw the largest declines relative to other markets. Where these markets had the advantage of proximity in prior years, that turned into a disadvantage this year as local media reports discouraged travelers for much of the year. Orlando's theme parks were shut down for most of the year and their visitation to Greater Miami held up stronger than other Florida markets.

There were notable shifts in the reasons for a visit to Greater Miami as the year went on, most of which are expected. While early in 2020 there was robust cruise and business visitor populations, much of that business was shut down or at least very limited. As a result, more visitors in the second half were coming to the area to visit friends and relatives, along with shop and do outside leisure activities.

The hotel industry was severely impacted in 2020, with the volume of hotel rooms sold were down 48% across the county. Room demand was down primarily due to fewer visitors; but even among those that did visit, the shift to visiting friends and relatives caused a swing towards unpaid accommodations types.

Other impacts that caused downward pressure on the overall economic impact were related to attractions and other venues closing. Visitor spending on a per person basis otherwise held up fairly well and the decline of overall visitor spending was primarily related to lower visitation.

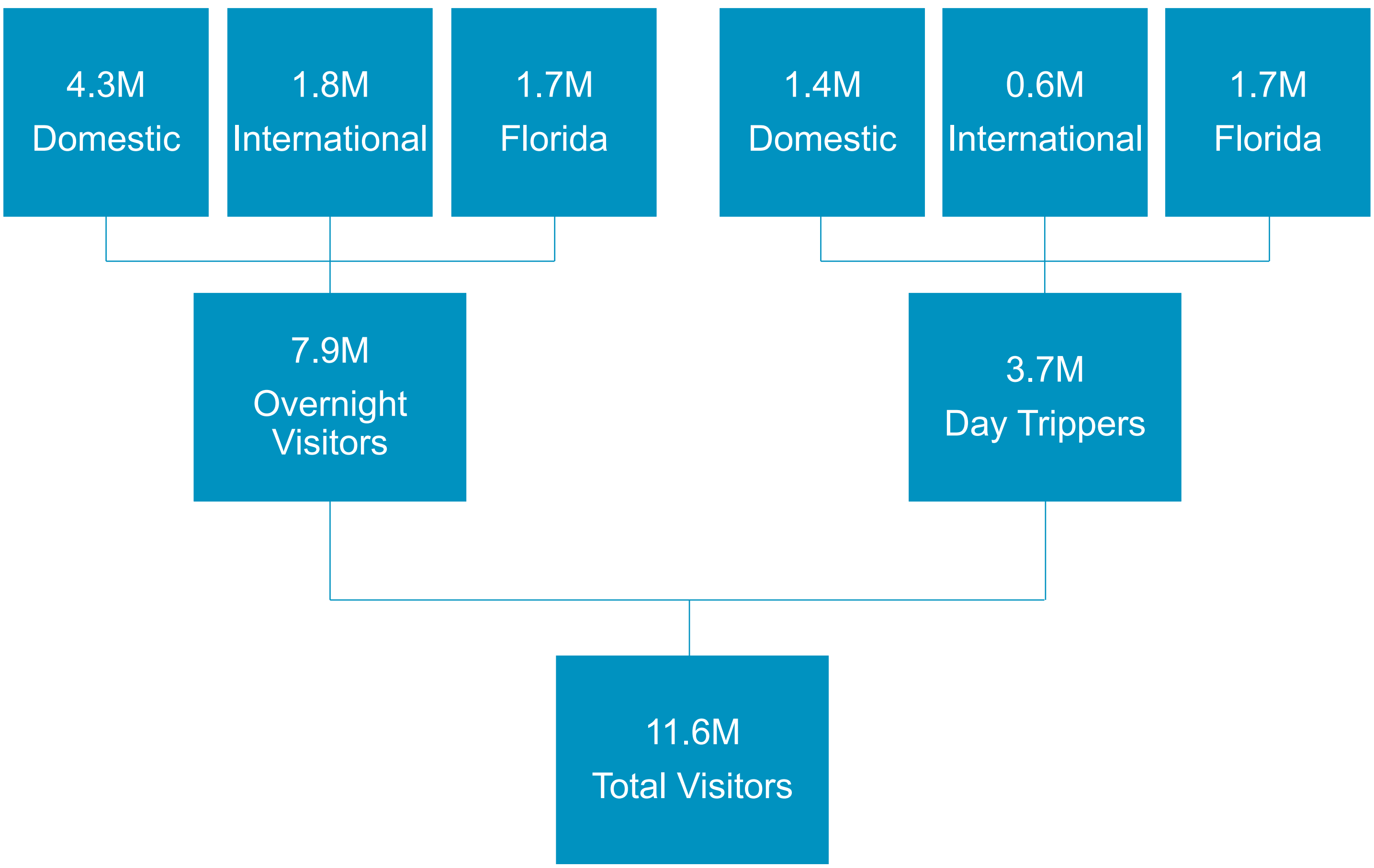
Greater Miami Visitor Volume

11.6 Million Total Visitors in 2020

The total number of visitors to Miami-Dade County is estimated to be 11.6 million total visitors in 2020, down from 24.2 million in 2019 due to the pandemic disruption of travel for the last nine months of the year. Overnight visitors accounted for 7.9 million, or nearly 70% of the total, and the remaining 3.7 million visited for the day.

Greater Miami Overnight Visitors

Greater Miami Day Trippers



2020 Greater Miami Visitation

Overall visitation to the Greater Miami area was less than half of the 2019 total. After a strong start in Q1, the pandemic halted travel in Q2 and there was an uneven recovery in the second half of the year.

International visitors were hit the hardest by travel bans and the elimination of most flights. Florida Residents also largely stayed away from Greater Miami, either staying at home or finding other destinations that were perceived to be more open.

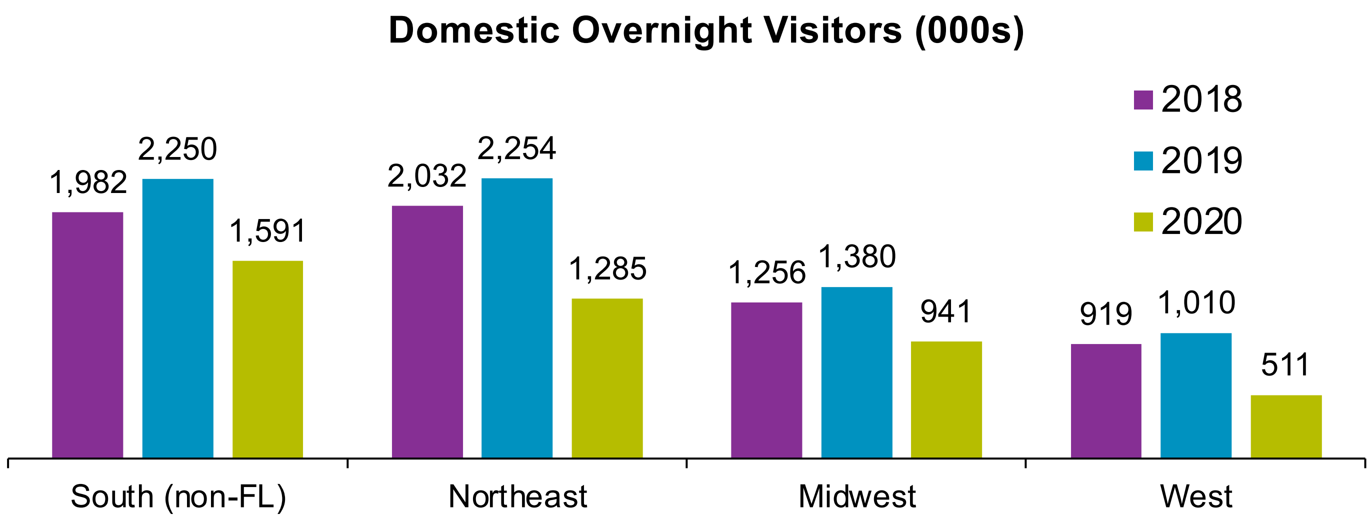
Greater Miami Visitors (000s)				
	2018	**2019**	**2020**	**Var %**
Domestic Overnight	6,198	6,897	4,328	-37%
International Overnight	5,779	5,337	1,842	-65%
Florida Resident Overnight	4,006	4,089	1,708	-58%
Total Miami Overnight Visitors	15,983	16,323	7,877	-52%
Domestic Day Trippers	2,050	2,213	1,421	-36%
International Day Trippers	1,913	1,568	614	-61%
FL Resident Day Trippers	3,305	4,064	1,682	-59%
Total Day Trippers	7,268	7,845	3,717	-53%
Total	**23,251**	**24,168**	**11,594**	**-52%**

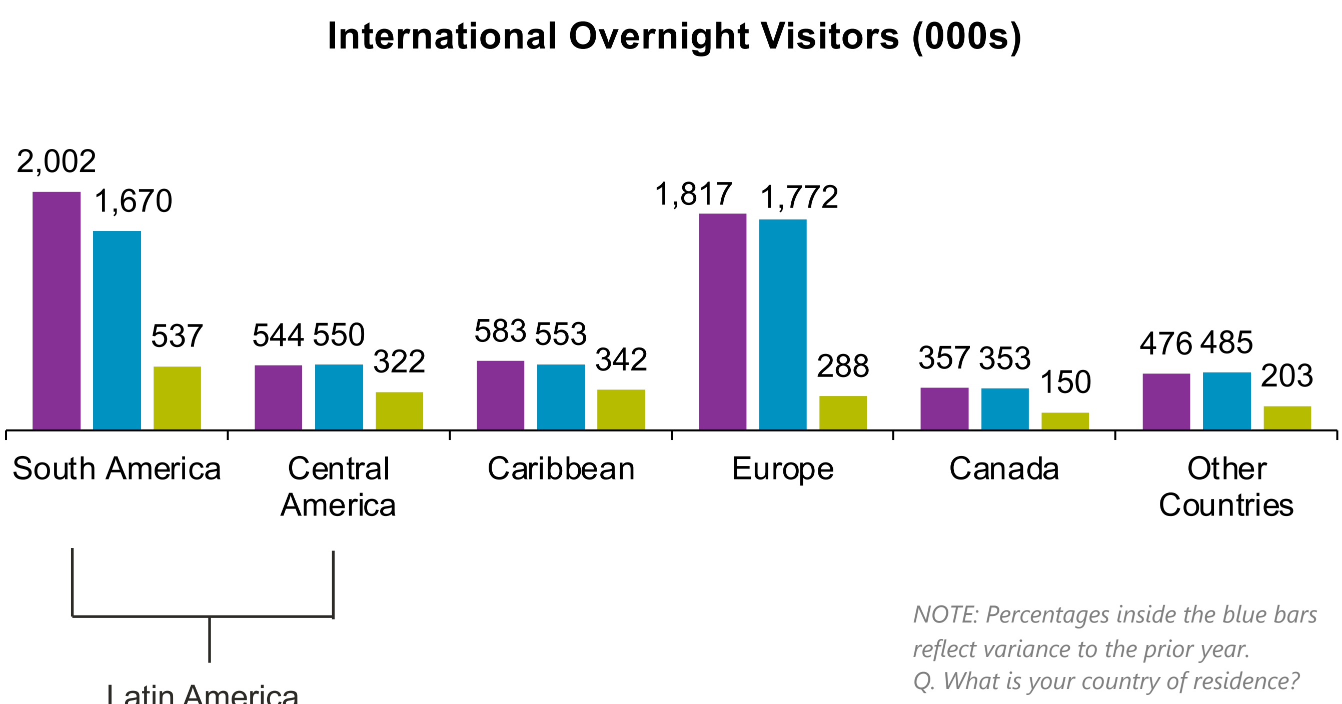
Greater Miami Overnight Visitor Market Visitation

Regional Visitation

Travel bans, air travel limitations and more severe virus outbreaks all contributed to much lower visitor volume from Europe and South America.

In the Domestic markets, the South region held up the best, but overnight visitor volume was still down 29% to the prior year. The Northeast and West (California) had more extreme case numbers early in the pandemic, which led to steeper declines.





NOTE: Percentages inside the blue bars reflect variance to the prior year.
Q. What is your country of residence?
Q. What is your zip code?

Top 20 Domestic Markets

New York City remained comfortably ahead of other domestic markets in visitation to the Greater Miami area, despite the city being harder hit than most early in the pandemic. Philadelphia, Los Angeles and Washington DC were the top markets with the largest declines, while Atlanta, Chicago, Dallas and Boston fared better on a relative basis.

Greater Miami Overnight Domestic Visitors

Market	2018 Volume (000s)	2019 Volume (000s)	2020 Volume (000s)	Variance to 2019 (000s)	Variance to 2019 %
New York City	1,235	1,364	752	-612	-45%
Atlanta	331	380	237	-143	-38%
Chicago	349	385	234	-151	-39%
Philadelphia	314	349	164	-185	-53%
Dallas	207	223	149	-74	-33%
Boston	182	208	142	-66	-32%
Los Angeles	276	304	139	-165	-54%
Washington	270	299	135	-164	-55%
Houston	167	191	125	-66	-35%
Detroit	153	141	106	-35	-25%
Charlotte	63	86	77	-9	-10%
Minneapolis	97	110	69	-41	-37%
Denver	95	104	66	-38	-37%
Raleigh	80	85	55	-30	-35%
San Francisco	113	117	55	-62	-53%
Cleveland	85	100	58	-42	-42%
Baltimore	58	58	53	-5	-9%
Nashville	82	105	48	-57	-54%
Kansas City	39	49	43	-6	-12%
Indianapolis	64	67	43	-24	-36%

Q. What is your zip code?

Note: Due to smaller sample sizes, only overnight visitor volumes can be reported (no day trippers)

Top 20 International Markets

Visitors from South American and European markets saw the largest declines. Several Caribbean markets fared better on a relative basis, but it should be noted they were also coming off multiple years of hurricane impacts that lowered prior year visitation.

Due to these shifts, Mexico became the number one international overnight travel market in 2020. They did not have as stringent travel barriers as other countries and were able to travel more freely than other markets.

Greater Miami Overnight International Visitors					
Country	**2018 (000s)**	**2019 (000s)**	**2020 (000s)**	**Variance to 2019 (000s)**	**Variance to 2019 %**
Mexico	226	203	176	-27	-14%
Canada	357	351	150	-201	-57%
Colombia	422	374	144	-230	-61%
Brazil	462	440	118	-322	-73%
Dominican Republic	96	92	106	14	15%
Argentina	364	285	79	-206	-72%
Ecuador	207	205	70	-135	-66%
UK	353	321	54	-267	-83%
Jamaica	58	66	54	-12	-18%
Chile	103	102	52	-50	-49%
Bahamas	173	163	51	-112	-69%
Haiti	18	65	45	-20	-30%
France	216	251	43	-208	-83%
Spain	172	205	41	-164	-80%
Peru	101	90	39	-51	-57%
Venezuela	229	169	37	-132	-78%
Costa Rica	76	67	35	-32	-48%
Panama	64	66	32	-34	-51%
Germany	314	296	31	-265	-89%
Italy	85	82	25	-57	-70%

Q. In what country do you reside? Note: Due to smaller sample sizes, only overnight visitor volumes can be reported (no day trippers)

Top Florida Resident Markets

Due to COVID-19 outbreaks and shutdowns across the state, visitation to the Greater Miami area by other Florida markets changed. Visitation from Naples/Fort Myers as well as those from Palm Beach lost ground as well. Meanwhile, areas in the Panhandle capitalized on COVID-19 outbreaks in other parts of Florida due to their decreased restrictions and beaches that never closed.

Visitation from Orlando fared better than other markets on a relative basis for both overnight and day trips. Visitation from Tampa/St Petersburg held up better than other markets on day trips.

Greater Miami Overnight Florida Resident Visitors

Market	2018 (000s)	2019 (000s)	2020 (000s)	Variance to 2019 (000s)	Variance to 2019 %
Orlando	1,086	1,078	631	-447	-41%
Tampa/St Petersburg	1,162	1,001	398	-603	-60%
Palm Beach	695	1,059	287	-772	-73%
Jacksonville	467	401	188	-213	-53%
Naples/Fort Myers	446	310	141	-169	-55%
Other	150	240	62	-178	-74%

Greater Miami Day Trip Florida Resident Visitors

Market	2019 (000s)	2020 (000s)	Variance to 2019 (000s)	Variance to 2019 %
Palm Beach	1,946	643	-1,303	-67%
Orlando	542	425	-117	-22%
Tampa/St Petersburg	520	334	-186	-36%
Jacksonville	268	129	-139	-52%
Naples/Fort Myers	585	124	-461	-79%
Other	203	27	-176	-87%

Q. What is your zip code?

Domestic Overnight Visitors

Purpose of Visit – Domestic Overnight

On a more broad spectrum, the great majority of domestic visitors come to the Greater Miami area for vacation and other leisure-related activities, mostly on par with the past several years. During the first quarter of 2020, PortMiami continued to see record cruise passengers, which surpassed other reasons to visit the area over previous years.

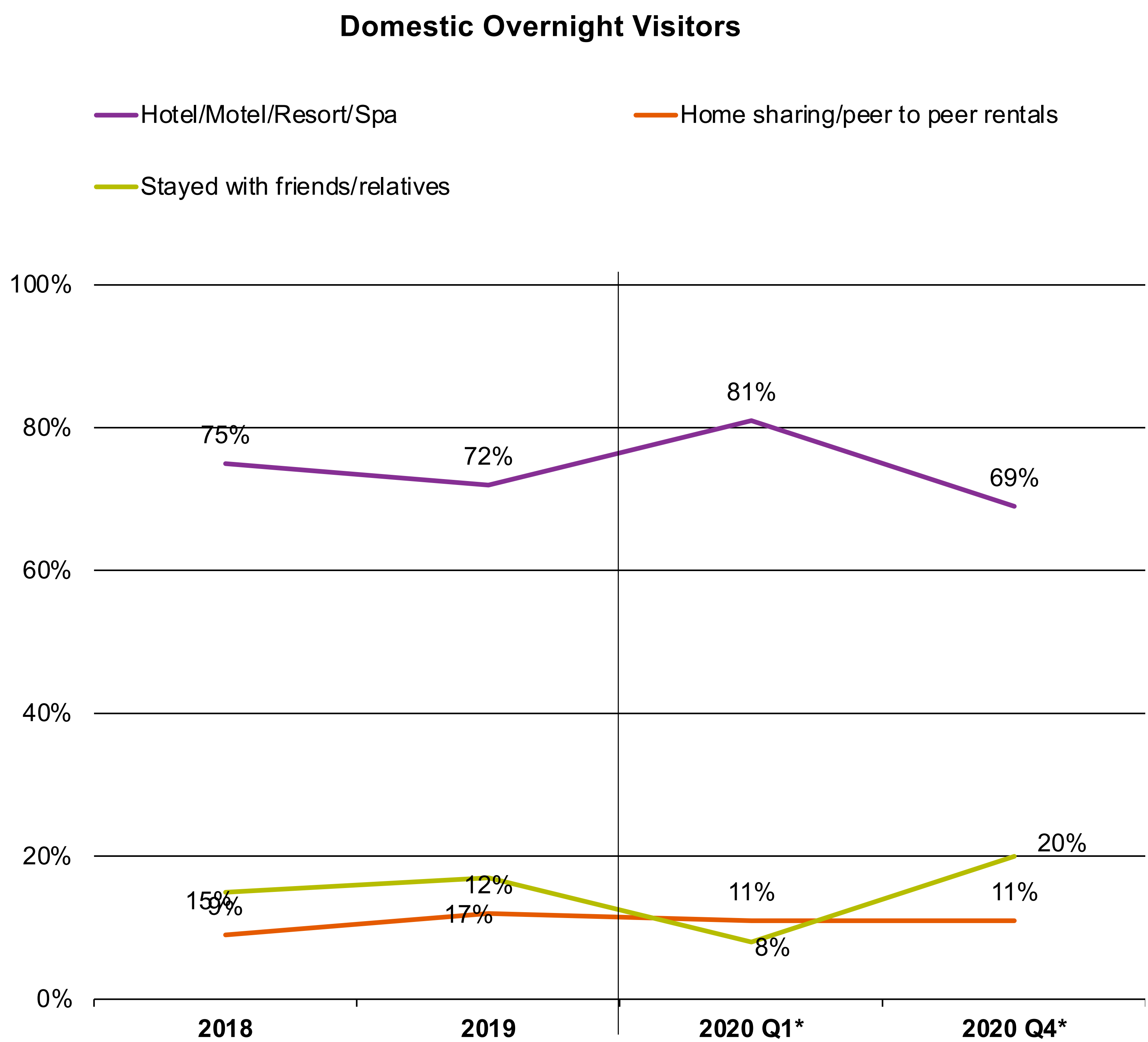
All Reasons for Visit Domestic Overnight Visitors

	2018	2019	2020 Q1*	2020 Q4*
Vacation/Pleasure	72%	65%	49%	59%
Business	18%	19%	32%	15%
Cruise	14%	15%	25%	0%
Visit friends	13%	15%	11%	13%
Visit relatives	11%	13%	6%	13%
Meeting/Convention	3%	3%	5%	0%
Food/Gastro-tourism	**	4%	2%	7%
Shopping	4%	3%	2%	8%

*Q. What was the **MAIN** purpose of your visit to the Greater Miami Area?*
*Q. Were there any **OTHER** purposes of your visit to the Greater Miami Area?*
**Surveying took place in Q1 and Q4 of 2020. Data collection was halted at the start of the pandemic and resumed in October 2020*
***Not asked in 2018*

Type of Lodging – Domestic Overnight

Domestic visitors generally favor hotels and this continued to be the case throughout 2020. By the end of the year, some visitors opted to stay with family more so than earlier in the year. Conversely, visitors stayed in hotels at a lower frequency prior to lockdowns.



NOTE: Only includes accommodation types with more than 3% in each segment
Q. What type of lodging have you used during this visit?
**Surveying took place in Q1 and Q4 of 2020. Data collection was halted at the start of the pandemic and resumed in October 2020*

Accommodations Area – Domestic Overnight

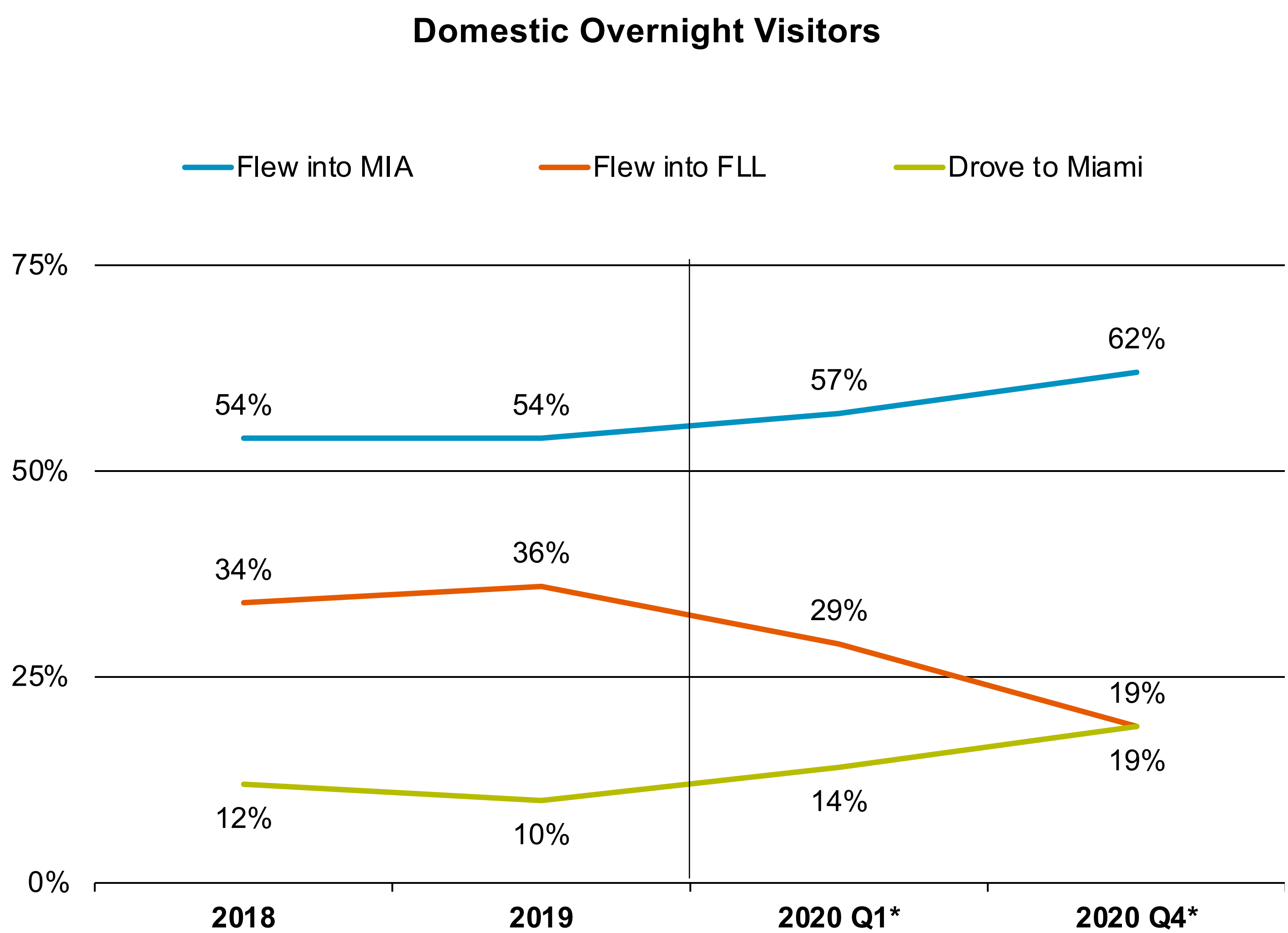
Miami Beach continues to be the most popular place to stay in the Greater Miami area. Starting the year, the airport area was also a popular place to stay but by the end of the year, visitors generally favored the same areas as they have in the past.

Domestic Overnight Visitors				
Area	**2018**	**2019**	**2020 Q1***	**2020 Q4***
Miami Beach	47%	38%	38%	49%
Airport Area	13%	17%	25%	12%
Downtown	13%	15%	12%	13%
South Miami	8%	9%	7%	8%
Doral	5%	4%	7%	5%
Coral Gables	2%	4%	4%	6%
Aventura	3%	4%	4%	3%
Key Biscayne	3%	3%	2%	2%
South Dade	2%	3%	2%	3%
Coconut Grove	2%	3%	1%	3%
Sunny Isles	3%	2%	1%	1%
North Dade	2%	2%	1%	1%
Kendall	2%	2%	1%	3%

Q. In what area(s) did you stay? Select all that apply.
**Surveying took place in Q1 and Q4 of 2020. Data collection was halted at the start of the pandemic and resumed in October 2020*

Mode of Arrival – Domestic Overnight

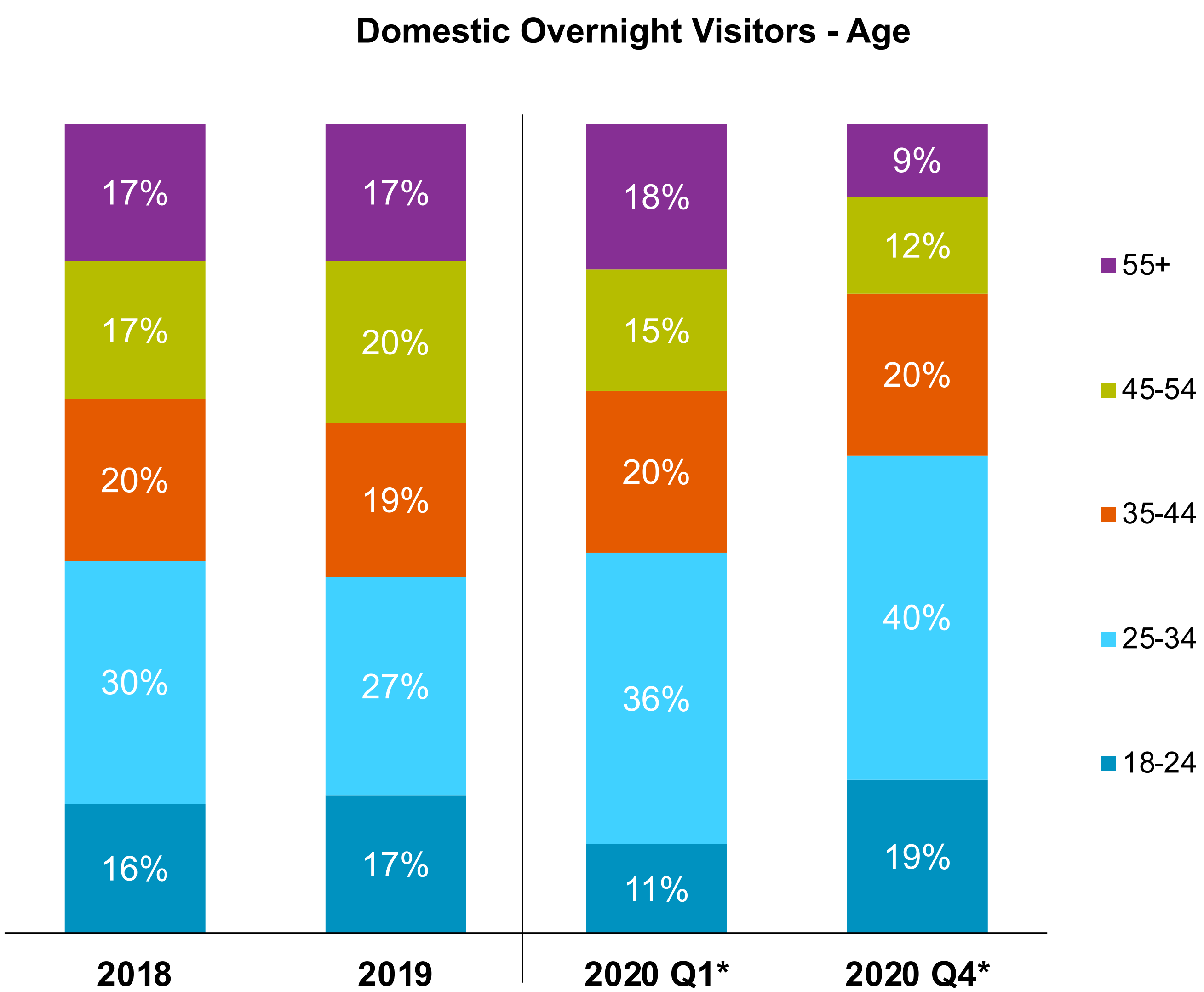
Continued expansion to Miami International Airport has helped increase the volume of Domestic visitors to Greater Miami. While Fort Lauderdale-Hollywood International Airport is also a popular choice for our visitors, visitors started to show more preference towards MIA as well as traveling by automobile.



Q. Which modes of transportation did you use to get to the Greater Miami Area?
Q. At what airport did you arrive?
**Surveying took place in Q1 and Q4 of 2020. Data collection was halted at the start of the pandemic and resumed in October 2020*

Age and Party Size – Domestic Overnight

In 2020, the makeup of domestic visitors shifted more towards younger visitor and considerably less who were traveling without children. Furthermore, the average traveler party size also decreased.



Percent with any children in the party:

12%	*19%*	*9%*	*8%*

Average Party Size:

2.9	*2.6*	*2.9*	*2.2*

Q. Which of the following age groups are you in?
Q. Including yourself, how many people from each of the following age categories were in your immediate travel party?
**Surveying took place in Q1 and Q4 of 2020. Data collection was halted at the start of the pandemic and resumed in October 2020*

International Overnight Visitors

Purpose of Visit – International Overnight

International visitors often visited their friends and families while taking a vacation in the Greater Miami area. Shopping remains a very popular activity and toward the end of the year, about one in three international overnight visitors also claimed they were here to shop.

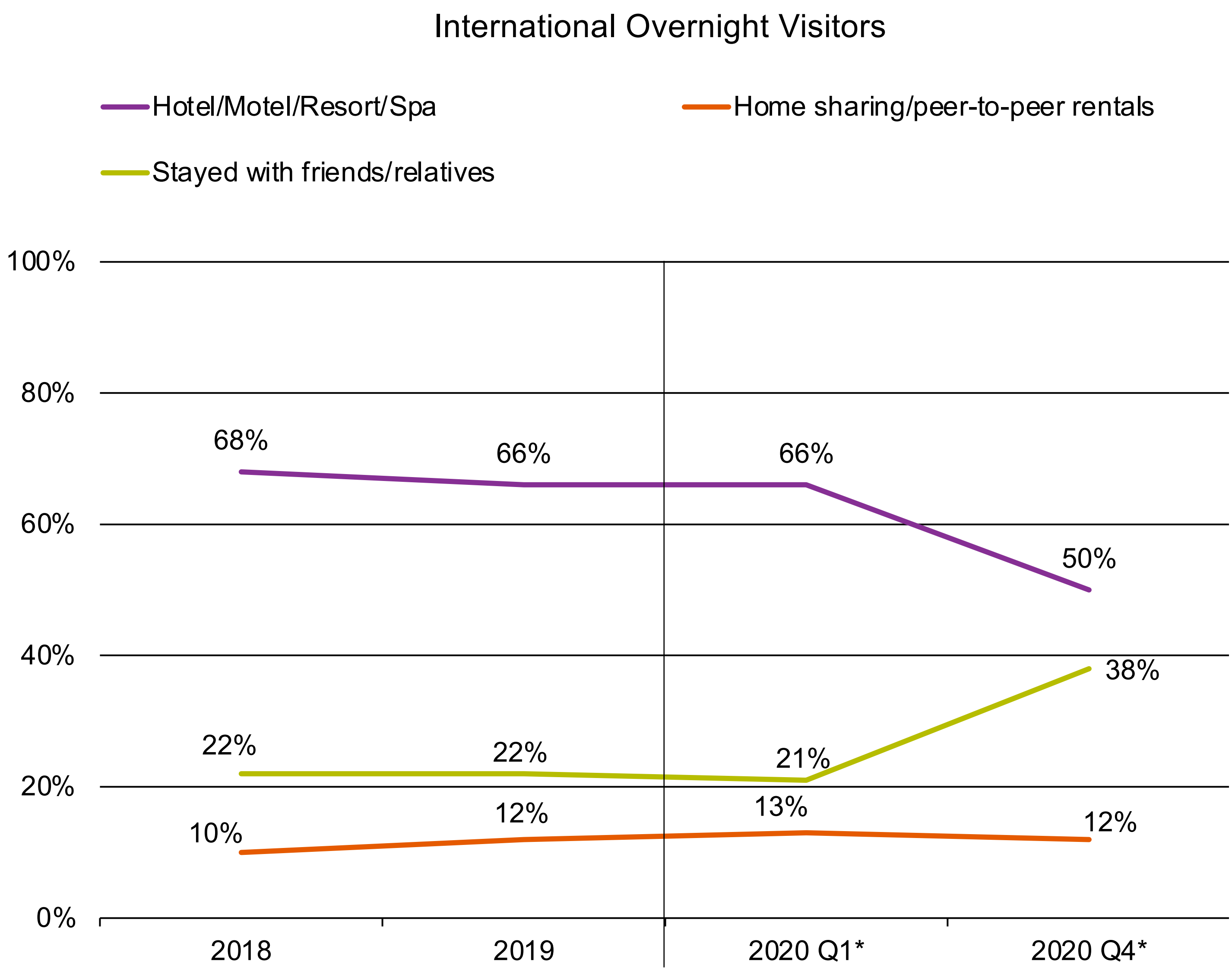
Business travel, while not nearly as common as other reasons, remained relatively on par with previous years.

All Reasons for Visit International Overnight Visitors				
	2018	**2019**	**2020 Q1***	**2020 Q4***
Vacation/Pleasure	84%	78%	75%	54%
Shopping	18%	19%	17%	30%
Business	10%	11%	16%	11%
Visit relatives	14%	14%	16%	22%
Visit friends	11%	15%	15%	19%
Cruise	7%	8%	13%	1%
Food/Gastro-tourism	**	4%	4%	4%
Meeting/Convention	2%	3%	4%	1%

*Q. What was the **MAIN** purpose of your visit to the Greater Miami Area?*
*Q. Were there any **OTHER** purposes of your visit to the Greater Miami Area?*
**Surveying took place in Q1 and Q4 of 2020. Data collection was halted at the start of the pandemic and resumed in October 2020*
***Not asked in 2018*

Type of Accommodations – International Overnight

While International visitors still generally prefer hotels over other accommodations, a considerably higher proportion in 2020 opted to stay with friends and family instead; this is consistent with their primary reasons for visiting. Using home sharing and peer-to-peer rentals was consistent with prior years.



NOTE: Only includes accommodation types with more than 3% in each segment
Q. What type of lodging have you used during this visit?
**Surveying took place in Q1 and Q4 of 2020. Data collection was halted at the start of the pandemic and resumed in October 2020*

Accommodations Area – International Overnight

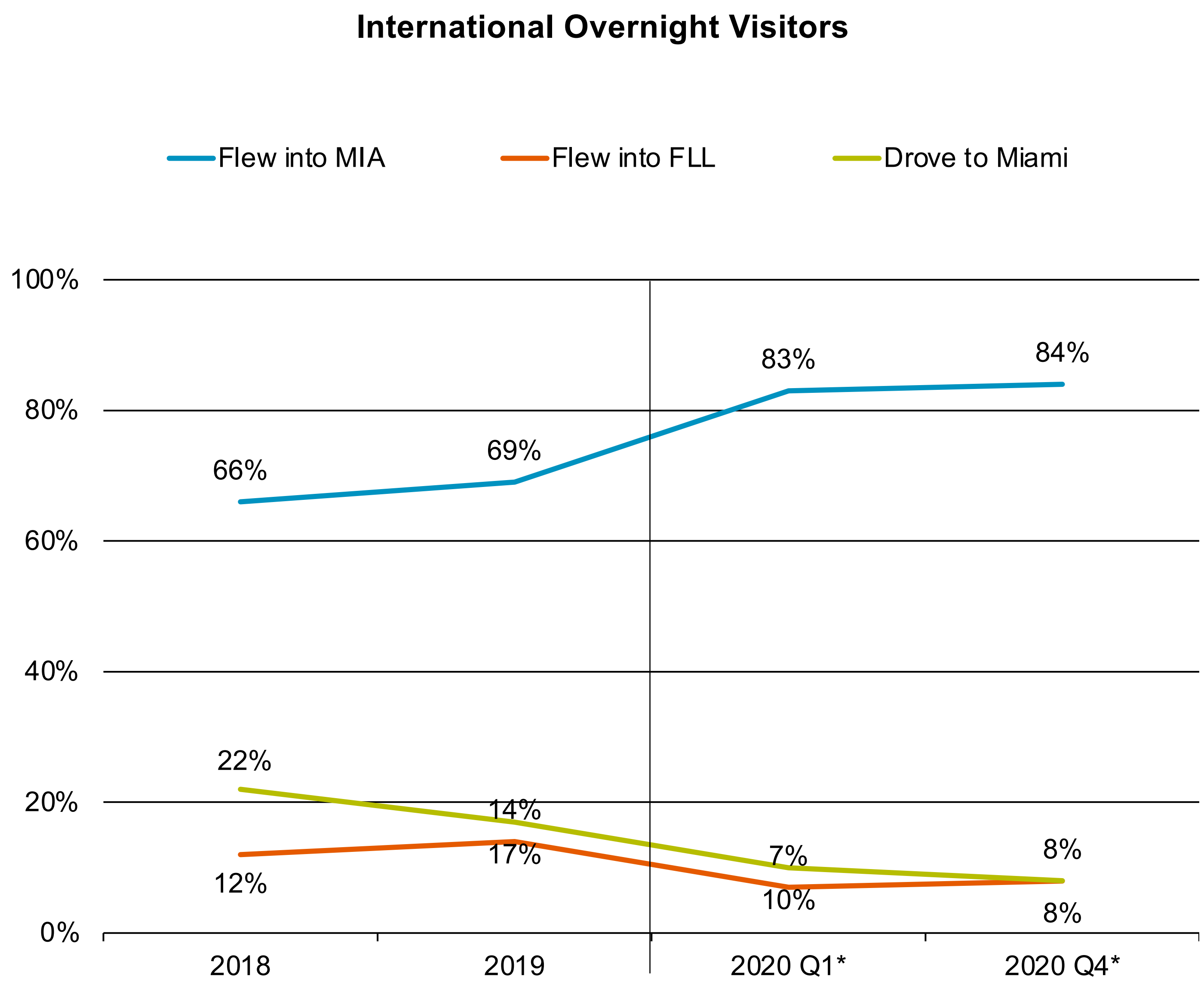
International visitors basically stuck to the same areas they stayed in during 2020 as they did in 2019, with Miami Beach remaining their top pick. Most areas did not noticeably change. Towards the end of the year, some international visitors shifted to areas like Aventura and Kendall as compared to the beginning of 2020.

International Overnight Visitors				
Area	**2018**	**2019**	**2020 Q1***	**2020 Q4***
Miami Beach	51%	39%	38%	37%
Airport Area	12%	16%	16%	11%
Downtown	12%	14%	15%	12%
Doral	6%	10%	9%	10%
Kendall	3%	4%	6%	9%
Coral Gables	4%	5%	5%	4%
South Miami	7%	9%	4%	3%
Aventura	5%	7%	4%	9%
Key Biscayne	3%	3%	4%	3%
Coconut Grove	3%	2%	3%	3%
Sunny Isles	4%	2%	2%	2%
North Dade	3%	5%	2%	2%

Q. In what area(s) did you stay? Select all that apply.
**Surveying took place in Q1 and Q4 of 2020. Data collection was halted at the start of the pandemic and resumed in October 2020*

Mode of Transportation – International Overnight

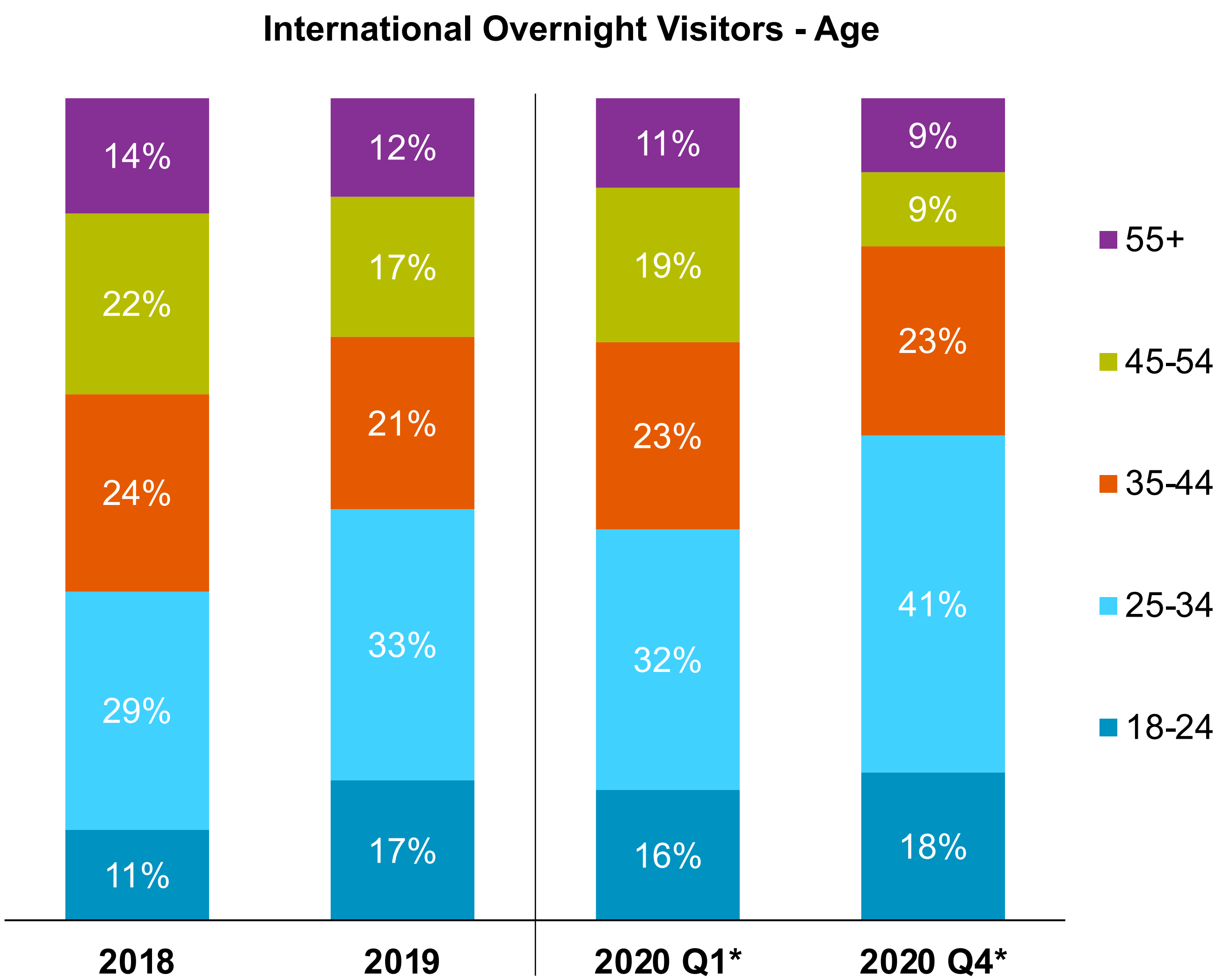
International visitors strongly preferred flying into MIA over FLL in 2020, and as a result we saw proportionally less visitors who chose to fly to FLL than in previous years.



Q. Which modes of transportation did you use to get to the Greater Miami Area?
Q. At what airport did you arrive?
**Surveying took place in Q1 and Q4 of 2020. Data collection was halted at the start of the pandemic and resumed in October 2020*

Age and Party Size – International Overnight

Much like other overnight visitor segments, International visitors who spent the night in Greater Miami towards the end of 2020 tended to be younger and less likely to have children traveling with them. Furthermore, the average party size in Q4 2020 was less than at the beginning of the year.



Percent with any children in the party:

19%	*12%*	*13%*	*10%*

Average Party Size:

2.8	*2.7*	*2.3*	*1.9*

Q. Which of the following age groups are you in?
Q. Including yourself, how many people from each of the following age categories were in your immediate travel party?
**Surveying took place in Q1 and Q4 of 2020. Data collection was halted at the start of the pandemic and resumed in October 2020*

Share of Greater Miami Visitors to the United States

An important frame of reference is how well Miami attracts visitors versus other USA destinations. To monitor this, we have compared Miami Overnight Visitors to the overall USA visitation tracked by I94 immigration forms.

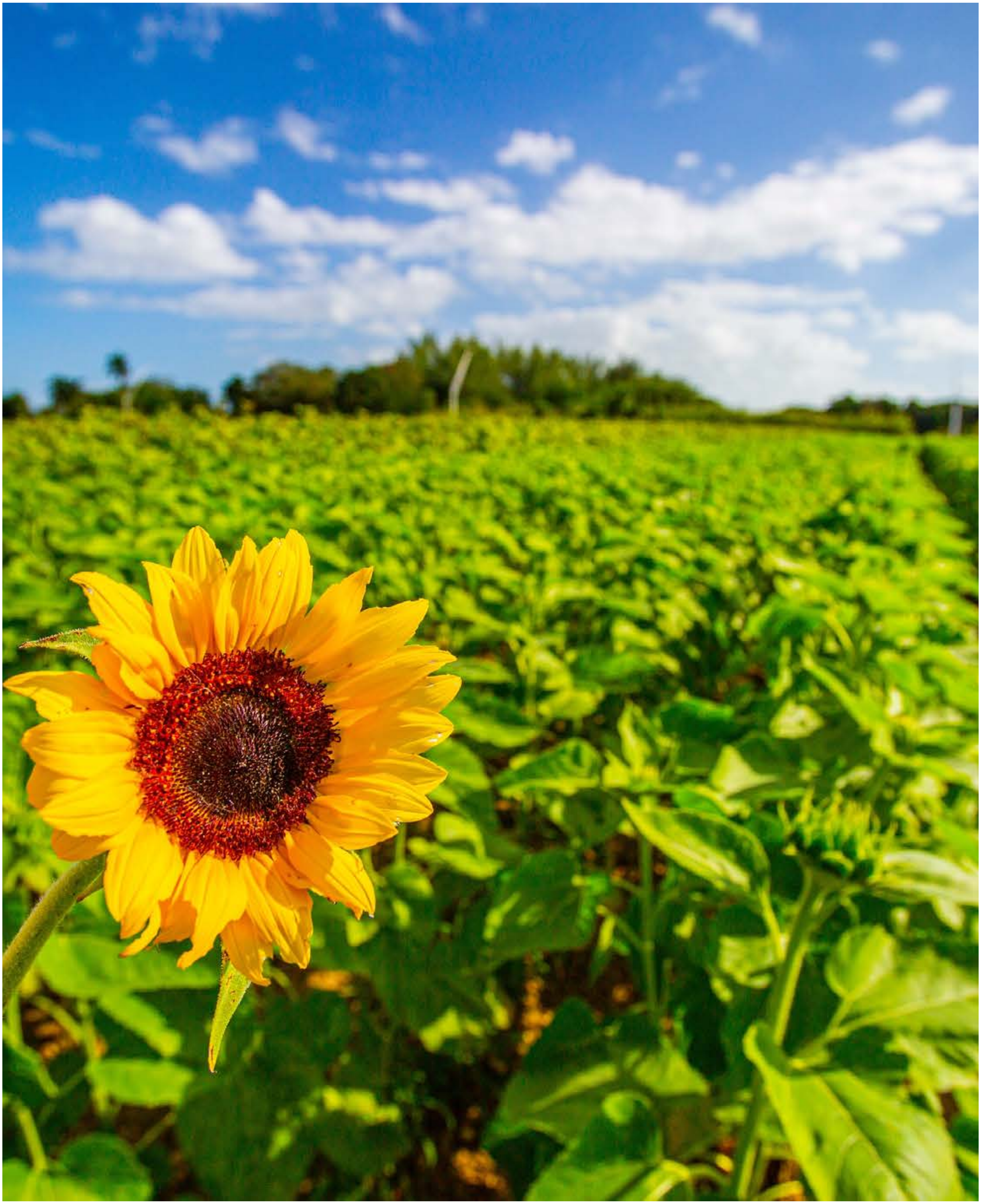
Among the top ten countries in 2020, Miami gained share relative to overall USA visitation in nine of the ten. In particular, there were substantial gains in share from Dominican Republic and Jamaica residents visiting Greater Miami.

While not on the same magnitude, South American countries generally saw share increases, with the exception of Ecuador. Miami's share of all Colombia visitors increased substantially, a 14% point gain over 2019.

	Greater Miami Overnight Visitors (000s)		I94 USA Visitors (000s)		Greater Miami Share of USA Visitors		
Country	2019	2020	2019	2020	2019	2020	Share Variance (ppts)
Mexico	203	176	2,798	1,089	7%	16%	+9
Canada	351	150	9,013	2,574	4%	6%	+2
Colombia	374	144	944	270	40%	53%	+14
Brazil	440	118	2,105	424	21%	28%	+7
Dominican Republic	92	106	489	179	19%	59%	+40
Argentina	285	79	854	198	33%	40%	+7
Ecuador	205	70	457	169	45%	41%	-3
UK	321	54	4,780	730	7%	7%	+1
Jamaica	66	54	293	81	23%	67%	+44
Chile	102	52	384	132	27%	39%	+13

NOTE: Canada and Mexico I94 data based on those flying only.

Florida Resident Overnight Visitors



Purpose of Visit – Florida Resident Overnight

Much like in 2019, Florida Residents who visited the Greater Miami area and stayed overnight came for a vacation. However, their motivations became more centered around visiting friends and family, which is quite possibly due to the desire to reconnect after the lockdowns were lifted. Shopping also appears to have been more important to these visitors in 2020 over years past.

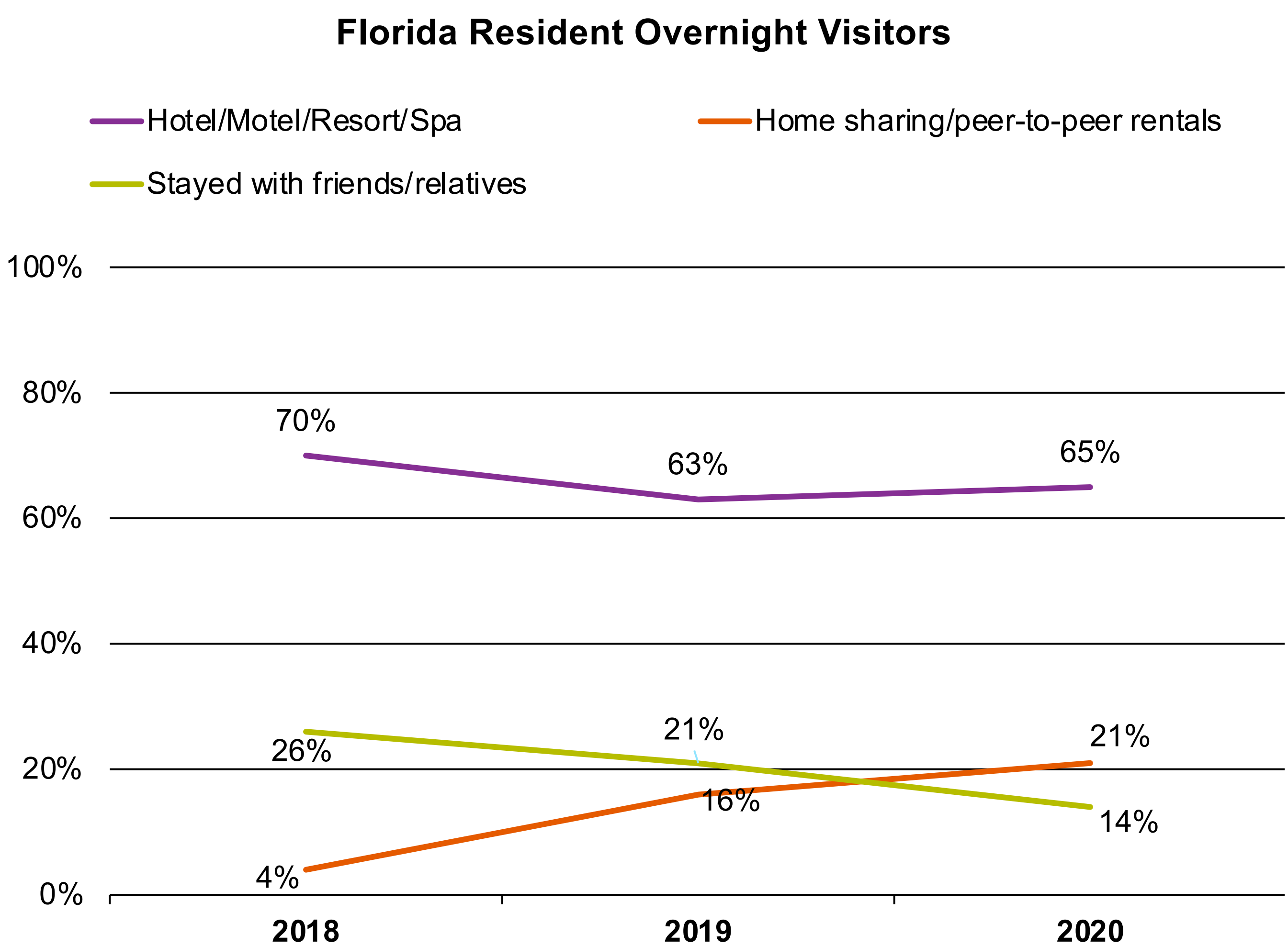
All Reasons for Visit - Florida Resident Overnight Visitors			
	2018	**2019**	**2020**
Vacation/Pleasure	46%	62%	63%
Visit friends	18%	26%	38%
Visit relatives	16%	24%	26%
Shopping	17%	16%	23%
Business	12%	10%	19%
Food/Gastro-tourism	**	13%	14%
Special Events	14%	15%	14%
Sports	9%	8%	8%
Cruise	13%	7%	6%
Meeting/Convention	3%	5%	5%

*Q. What was the **MAIN** purpose of your visit to the Greater Miami Area?*
*Q. Were there any **OTHER** purposes of your visit to the Greater Miami Area?*
***Not asked in 2018*

Type of Lodging – Florida Resident Overnight

Hotels continue to be the preferred lodging for Florida Residents but peer-to-peer rentals have increased quite substantially over the past 2 years.

In line with visiting friends who live in Greater Miami, the proportion of visitors who opted to stay with their friends also increased in 2020 from last year.



Q. What type of lodging have you used during this visit?

Accommodations Area – Florida Resident Overnight

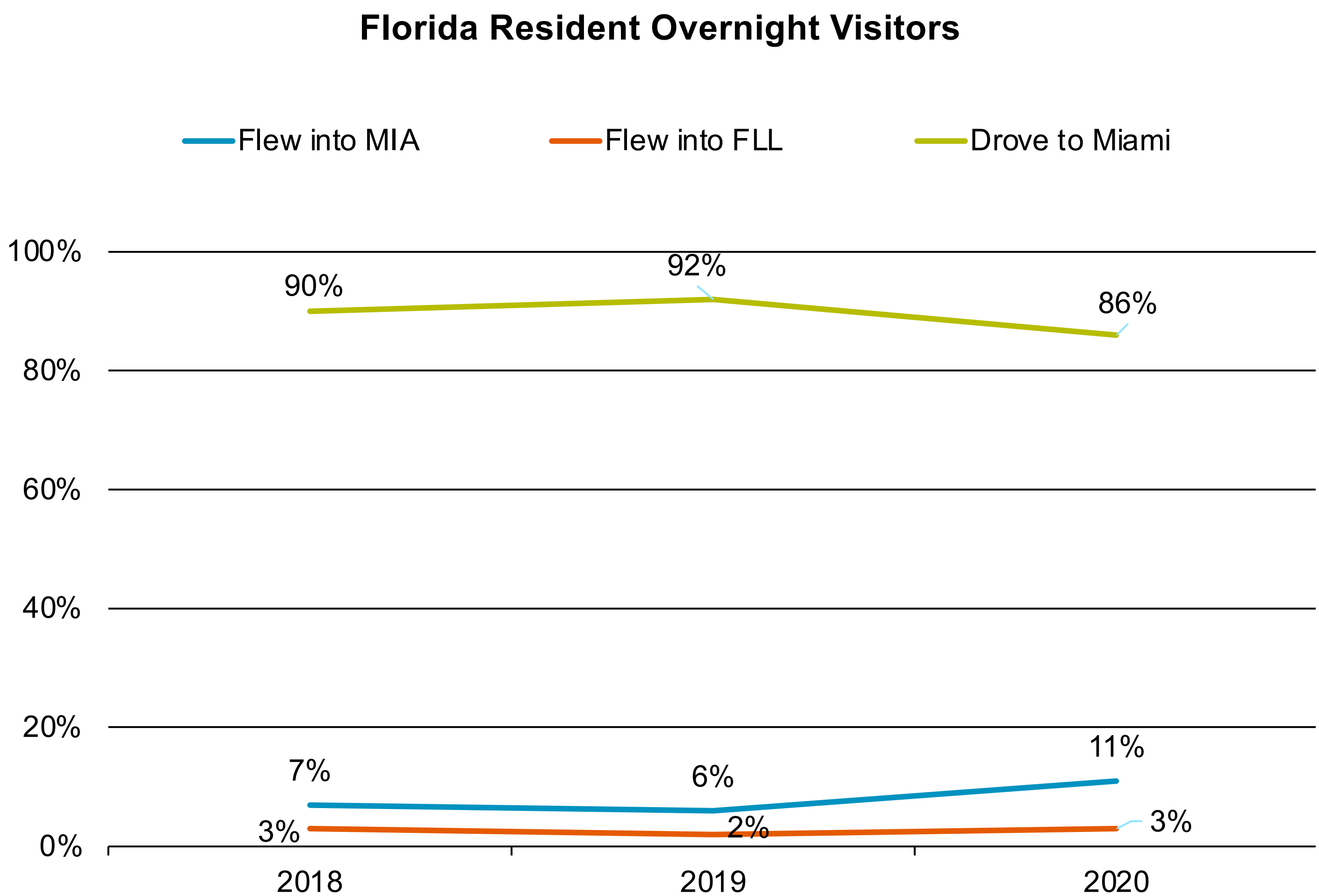
The top areas where Florida Residents stayed are still their top picks. In 2020, more people said they stayed in places near the airport and Coconut Grove as opposed to recent trends in those areas.

Florida Resident Overnight Visitors			
Area	**2018**	**2019**	**2020**
Miami Beach	34%	35%	37%
Airport Area	15%	11%	18%
South Miami	12%	12%	14%
Downtown	13%	10%	13%
South Dade	10%	12%	13%
Coral Gables	8%	9%	11%
Coconut Grove	5%	6%	10%
Doral	7%	6%	7%
Aventura	8%	6%	7%
Kendall	6%	4%	7%
Key Biscayne	6%	5%	6%
Sunny Isles	4%	4%	5%
North Dade	4%	3%	5%

Q. In what area(s) did you stay? Select all that apply.

Mode of Transportation – Florida Resident Overnight

Relatively unchanged from previous years, the Florida Resident segment continues to be a strong drive market. In 2020, a few more visitors than in the past said they decided to fly to MIA than they did in years past. Very few Floridians said they used FLL.



Q. Which modes of transportation did you use to get to the Greater Miami Area?
Q. At what airport did you arrive?

Areas Visited – Florida Resident Overnight

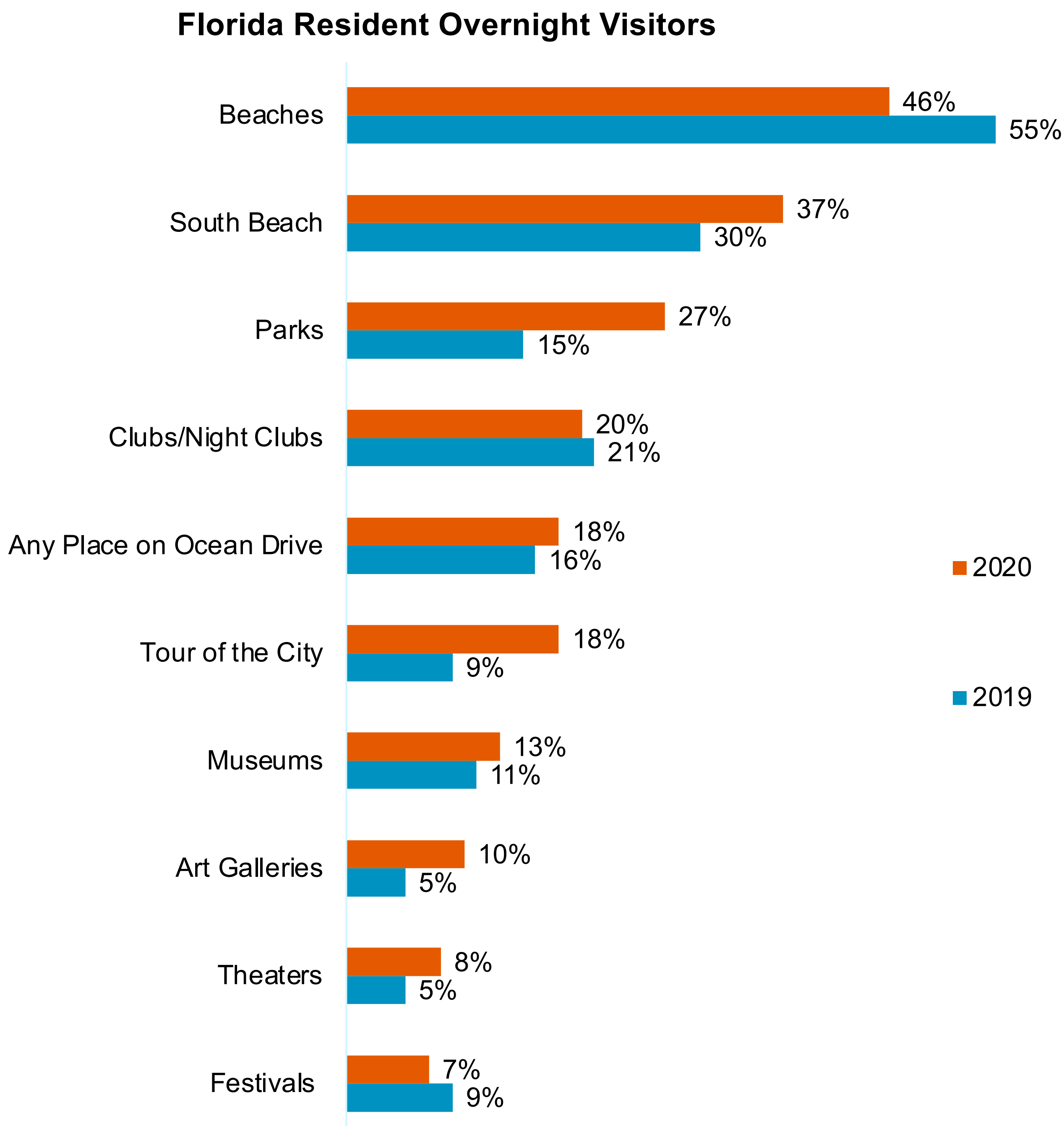
The desire to visit Miami Beach did not go away in 2020 despite the pandemic. Florida Residents showed an even greater likelihood to visit Miami Beach than they did last year. Many other areas became more popular as well- South Dade, Aventura, South Miami, the Design District, Bal Harbour and even Miami Gardens all increased over a year ago.

Florida Resident Overnight Visitors		
Neighborhood	**2019**	**2020**
Miami Beach	35%	44%
Downtown Miami	34%	34%
South Miami	15%	23%
Aventura	9%	20%
Coconut Grove	15%	19%
Coral Gables	14%	19%
Miami Gardens	10%	16%
Little Havana	11%	13%
Bal Harbour	6%	12%
Doral	9%	11%
Hialeah	9%	11%
South Dade	6%	11%
Key Biscayne	10%	10%
Everglades	9%	10%
Homestead	9%	9%
Design District	4%	9%
Historic Overtown	6%	9%
Little Haiti	6%	7%
Wynwood	7%	7%
Westgate	2%	3%

*Q. Did you visit (or do you plan to visit) any of the following places during **THIS** visit to the Greater Miami Area?*
NOTE: Percentages indicate the % of respondents that visited a particular neighborhood and do not reflect if a respondent made multiple visits to that neighborhood on that trip.

Top Places of Interest – Florida Resident Overnight

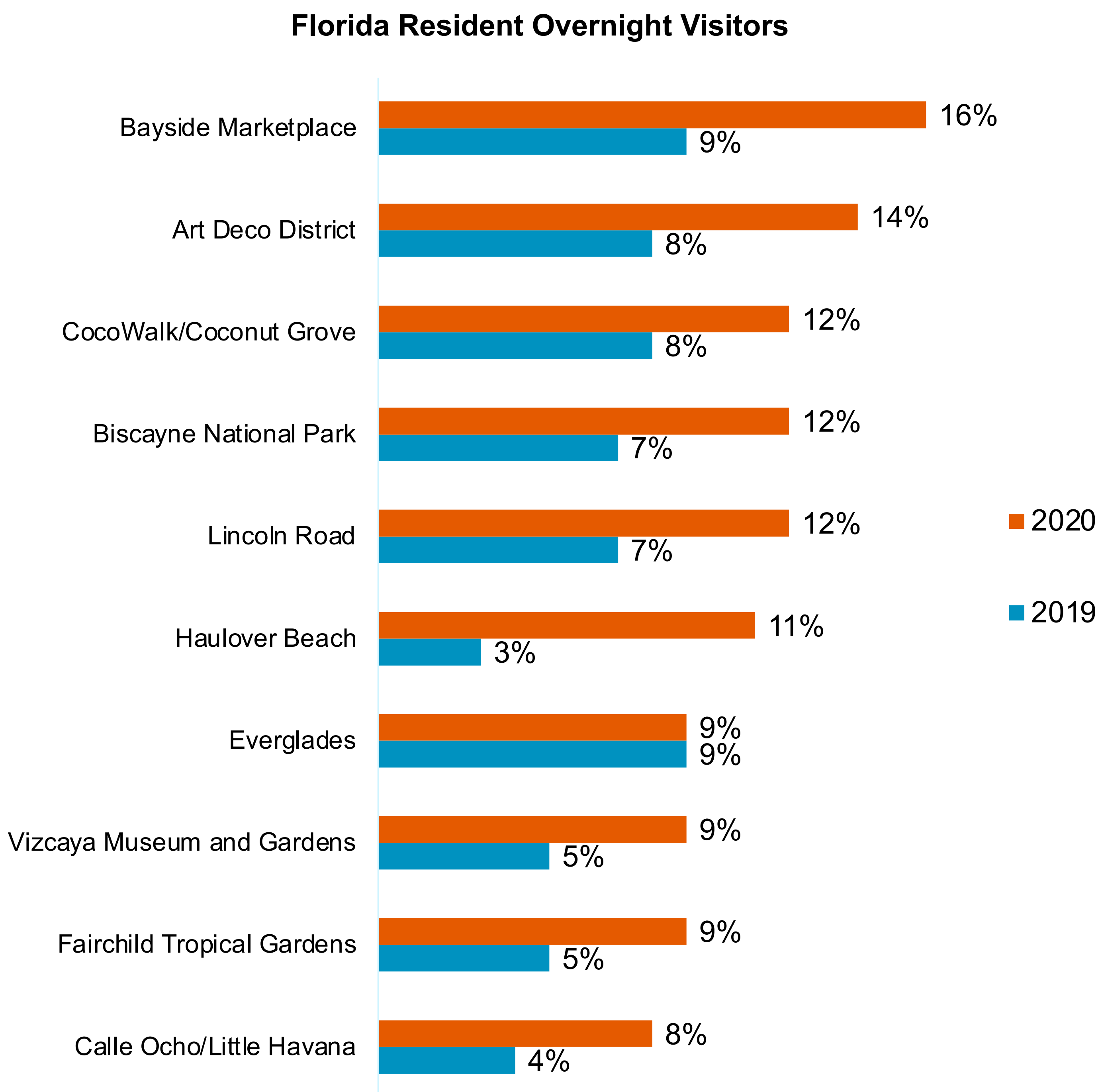
It's quite clear that Florida Residents flock to Greater Miami's beaches. In 2020, a very substantial number of Florida Residents mentioned they visited Greater Miami's parks, which is quite likely to be due to the ability to social distance. The GMCVB also introduced Miamiland, an innovative campaign which actively showcased Greater Miami's many national parks and other outdoor spaces.



*Q. Did you visit (or do you plan to visit) any of the following places during **THIS** visit to the Greater Miami Area?*

Top Places of Interest – Florida Resident Overnight

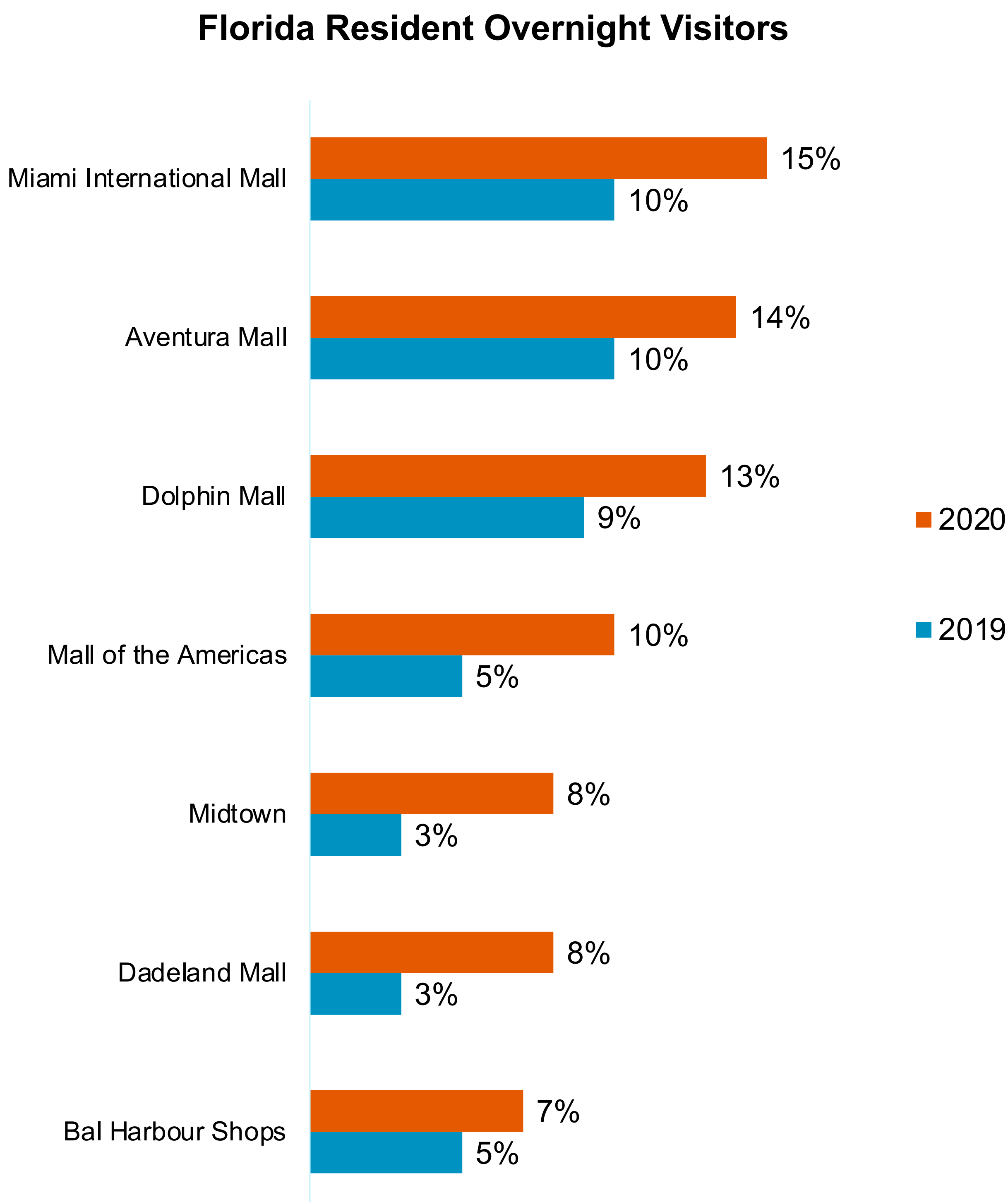
Several areas moved up in popularity among those Florida Residents who spent the night. In particular, Bayside Marketplace, Lincoln Road, Little Havana and even Coconut Grove were all areas that visitors said they went in 2020.



*Q. Did you visit (or do you plan to visit) any of the following places during **THIS** visit to the Greater Miami Area?*

Shopping Areas Visited – Florida Resident Overnight

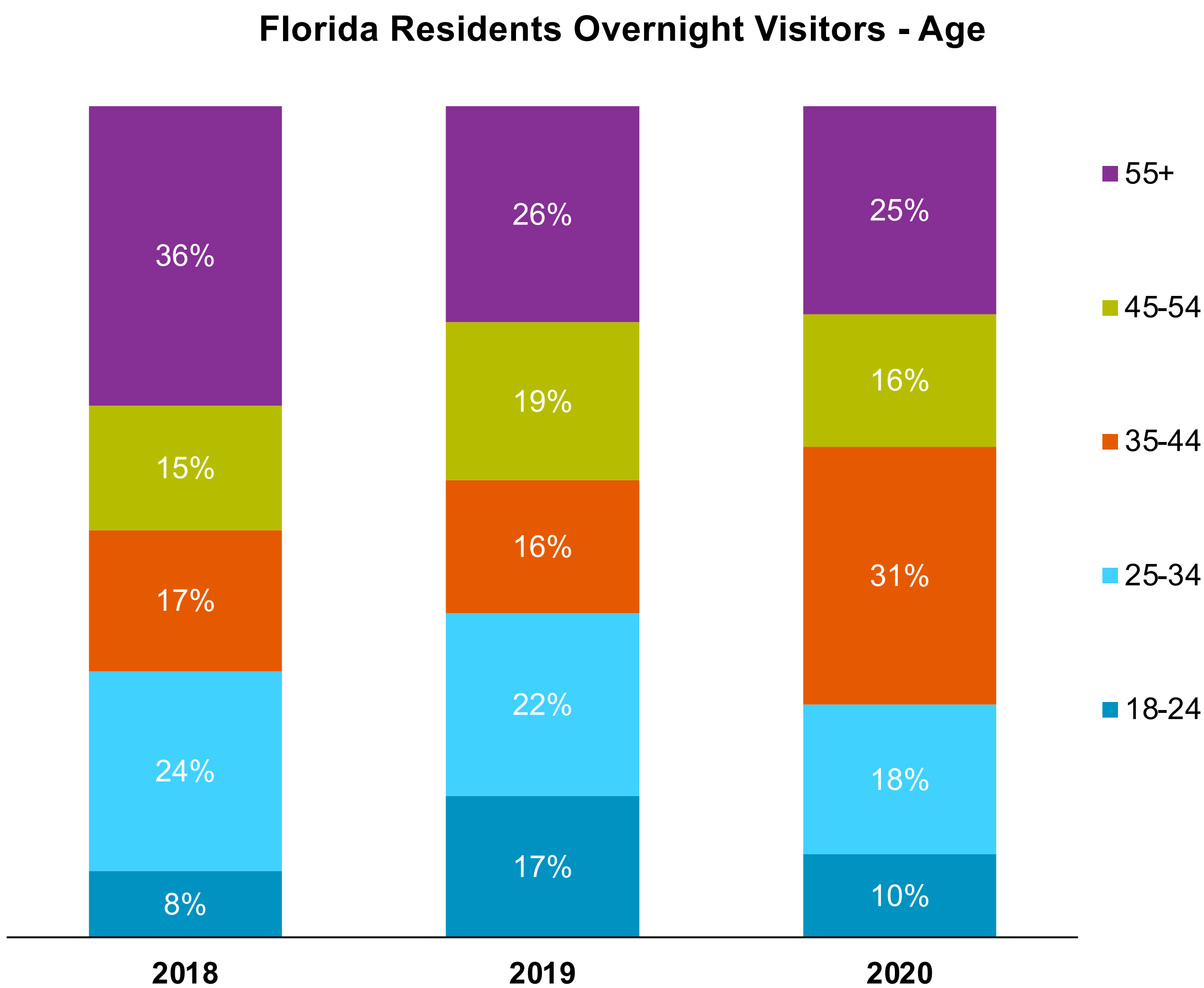
Shopping was also a very popular activity and this was evident among those places that Florida Residents said they went. Malls were of particular interest compared to what we saw in 2019.



*Q. Did you visit (or do you plan to visit) any of the following places during **THIS** visit to the Greater Miami Area?*

Age and Party Size – Florida Resident Overnight

The Florida Resident overnight visitor in 2020 most often in the 35-44 year age group, which was a bit older than in previous years. Those that did come here in 2020 more often tended to be traveling with children.



Percent with any children in the party:

21% *23%* *32%*

Average Party Size:

2.4 *2.8* *3.0*

Q. Which of the following age groups are you in?
Q. Including yourself, how many people from each of the following age categories were in your immediate travel party?

Domestic Day Trip Visitors

Purpose of Visit – Domestic Day Trip

While visiting the area for a vacation, many Domestic day trippers were also here to visit friends and family, often being visitors who were not able to connect to their loved ones for much of the year due to lockdowns.

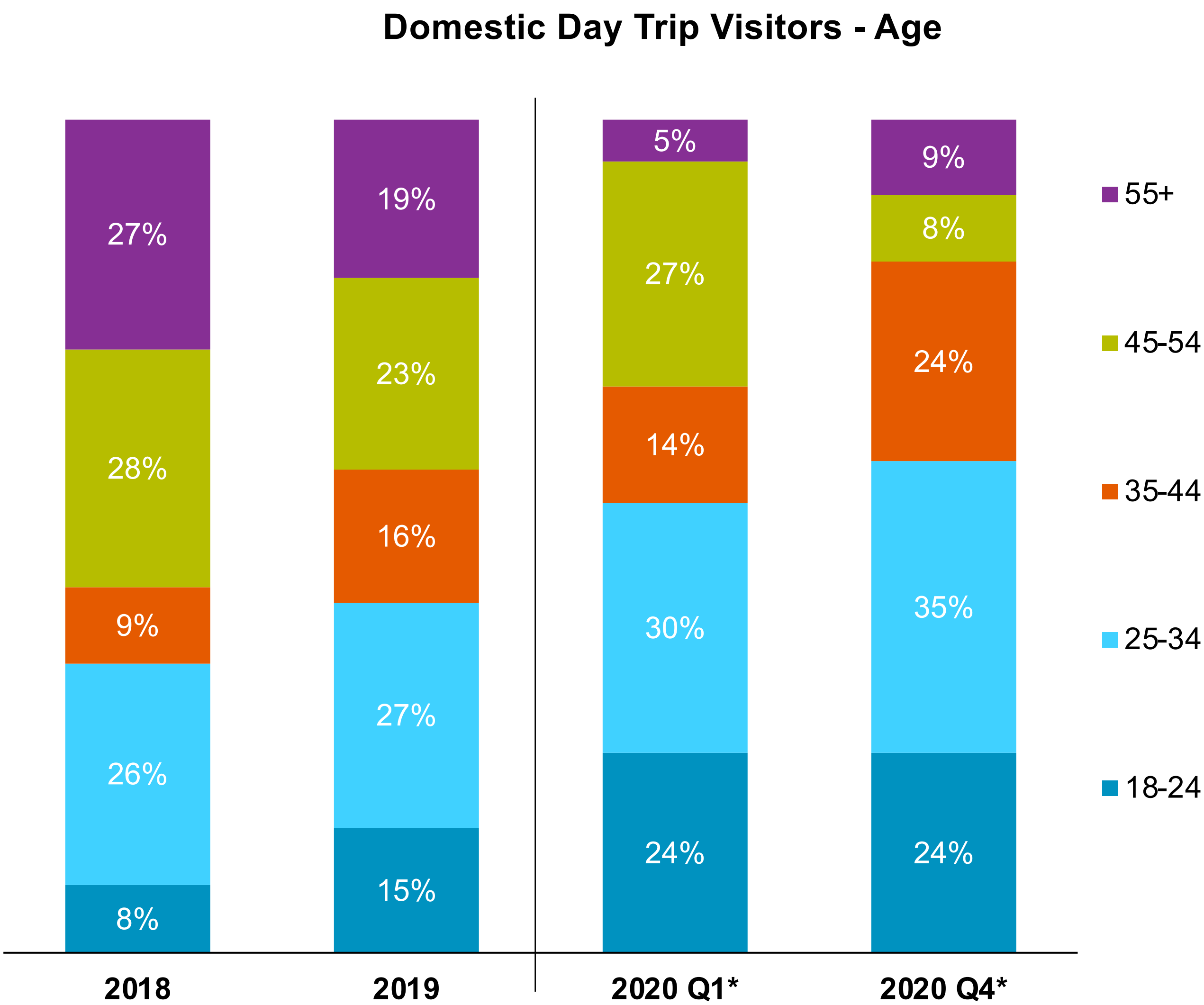
All Reasons for Visit - Domestic Day Trip Visitors

	2018	2019	2020 Q1*	2020 Q4*
Vacation/Pleasure	70%	68%	78%	57%
Visit relatives	13%	4%	24%	15%
Visit friends	18%	19%	16%	24%
Business	21%	14%	14%	12%
Cruise	13%	8%	8%	3%
Food/Gastro-tourism	**	7%	8%	6%
Sporting Event	3%	4%	8%	3%
Shopping	16%	24%	3%	14%
Meeting/Convention	0%	2%	0%	1%
Special Event	1%	5%	0%	0%

*Q. What was the **MAIN** purpose of your visit to the Greater Miami Area?*
*Q. Were there any **OTHER** purposes of your visit to the Greater Miami Area?*
**Surveying took place in Q1 and Q4 of 2020. Data collection was halted at the start of the pandemic and resumed in October 2020*
***Not asked in 2018*

Age and Party Size – Domestic Day Trip

Much like Domestic overnight visitors, the age of Domestic day visitors was a little younger in 2020 as compared to years past. This was particularly evident at the end of 2020, where more than half were under the age of 35.



Percent with any children in the party:

2018	2019	2020 Q1*	2020 Q4*
10%	*14%*	*18%*	*12%*

Average Party Size:

2018	2019	2020 Q1*	2020 Q4*
2.4	*2.7*	*3.0*	*2.9*

Q. Which of the following age groups are you in?
Q. Including yourself, how many people from each of the following age categories were in your immediate travel party?
**Surveying took place in Q1 and Q4 of 2020. Data collection was halted at the start of the pandemic and resumed in October 2020*

International Day Trip Visitors

Purpose of Visit – International Day Trip

Shopping has consistently been a reason for International visitors from all over the world to visit the great retail locations in Miami. In Q4 2020, about half that were able to visit Miami on a day trip mentioned this as a reason, likely bolstered by the holiday period. Visiting friends and relatives was also a prominent reason.

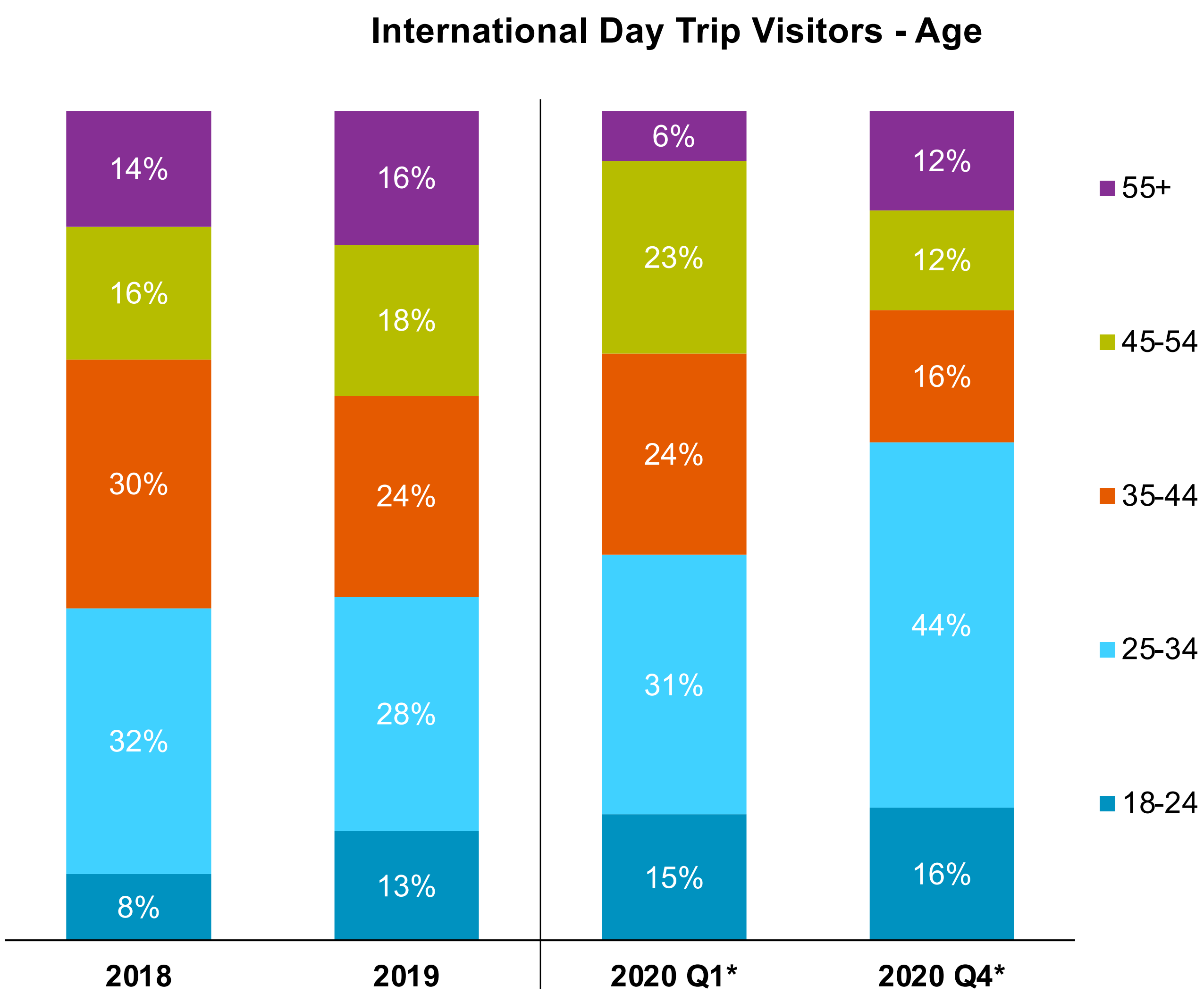
All Reasons for Visit
International Day Trip Visitors

	2018	2019	2020 Q1*	2020 Q4*
Vacation/Pleasure	81%	66%	87%	57%
Shopping	20%	16%	26%	50%
Visit friends	7%	15%	18%	19%
Visit relatives	9%	18%	10%	19%
Cruise	13%	5%	10%	0%
Business	4%	8%	9%	12%
Sporting Event	3%	3%	8%	0%
Food/Gastro-tourism	**	4%	6%	12%
Special Event	1%	3%	6%	0%
Meeting/Convention	0%	2%	3%	0%

*Q. What was the **MAIN** purpose of your visit to the Greater Miami Area?*
*Q. Were there any **OTHER** purposes of your visit to the Greater Miami Area?*
**Surveying took place in Q1 and Q4 of 2020. Data collection was halted at the start of the pandemic and resumed in October 2020*
***Not asked in 2018*

Age and Party Size – International Day Trip

Over the past three years International Day Trippers have started to skew younger with more in the 18-34 age bracket. This accelerated in Q4 with a 15ppt difference compared to the beginning of the year, likely due to travel restrictions and a change in market visitation and their reasons for visiting.



Percent with any children in the party:

2018	2019	2020 Q1*	2020 Q4*
25%	*13%*	*24%*	*4%*

Average Party Size:

2018	2019	2020 Q1*	2020 Q4*
2.4	*2.4*	*3.1*	*2.5*

Q. Which of the following age groups are you in?
Q. Including yourself, how many people traveled in your IMMEDIATE party on this trip to the Greater Miami area?
Q. Including yourself, how many people from each of the following age categories were in your immediate travel party?
**Surveying took place in Q1 and Q4 of 2020. Data collection was halted at the start of the pandemic and resumed in October 2020*

Florida Resident Day Trip Visitors

Purpose of Visit – Florida Resident Day Trip

While overall volume of Florida Resident Day Trippers was down in 2020, those who did visit were more often visiting friends and relatives than in prior years. Shopping and dining also remained important elements of this segment in 2020 despite capacity constraints and a general desire to avoid crowded indoor settings.

All Reasons for Visit
Florida Resident Day Trip Visitors

	2018	2019	2020
Vacation/Pleasure	27%	41%	47%
Visit friends	17%	18%	28%
Visit relatives	13%	16%	26%
Shopping	19%	20%	23%
Business	10%	12%	17%
Food/Gastro-tourism	**	13%	15%
Special Events	13%	10%	9%
Cruise	9%	9%	8%
Sports	10%	3%	7%
Meeting/Convention	2%	8%	5%

*Q. What was the **MAIN** purpose of your visit to the Greater Miami Area?*
*Q. Were there any **OTHER** purposes of your visit to the Greater Miami Area?*
***Not asked in 2018*

Areas Visited – Florida Resident Day Trip

Florida Resident Day Trip visits are spread throughout the county, but the Downtown area and Miami Beach clearly lead the pack. Miami Beach received more visitation this year, consistent with a desire to be outside.

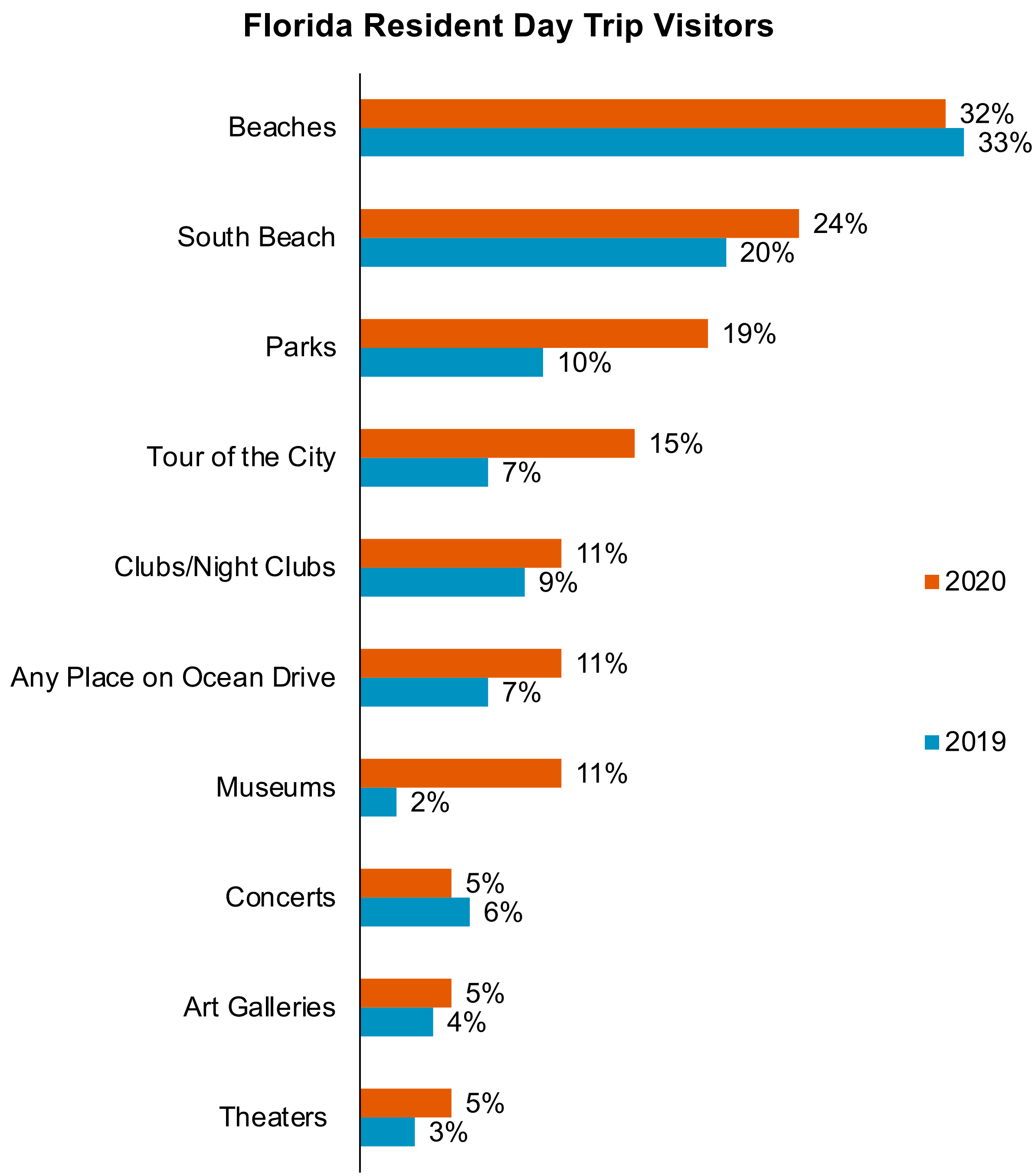
Other neighborhoods including Aventura, Coconut Grove and Miami Gardens also picked up at least five percentage points of visitation this year indicating that more day trippers were visiting multiple areas while in-market.

Florida Resident Day Trip Visitors		
Neighborhood	**2019**	**2020**
Downtown Miami	29%	31%
Miami Beach	22%	29%
Aventura	13%	18%
South Miami	12%	16%
Coral Gables	11%	15%
Coconut Grove	9%	14%
Miami Gardens	7%	13%
Doral	5%	9%
Hialeah	7%	9%
Everglades	5%	8%
Design District	4%	8%
Bal Harbour	6%	8%
South Dade	3%	8%
Little Havana	8%	8%
Homestead	5%	7%
Historic Overtown	3%	6%
Key Biscayne	4%	6%
Wynwood	6%	6%
Little Haiti	4%	4%
Westgate	2%	3%

*Q. Did you visit (or do you plan to visit) any of the following places during **THIS** visit to the Greater Miami Area?*
NOTE: Percentages indicate the % of respondents that visited a particular neighborhood and do not reflect if a respondent made multiple visits to that neighborhood on that trip.

Top Places of Interest – Florida Resident Day Trip

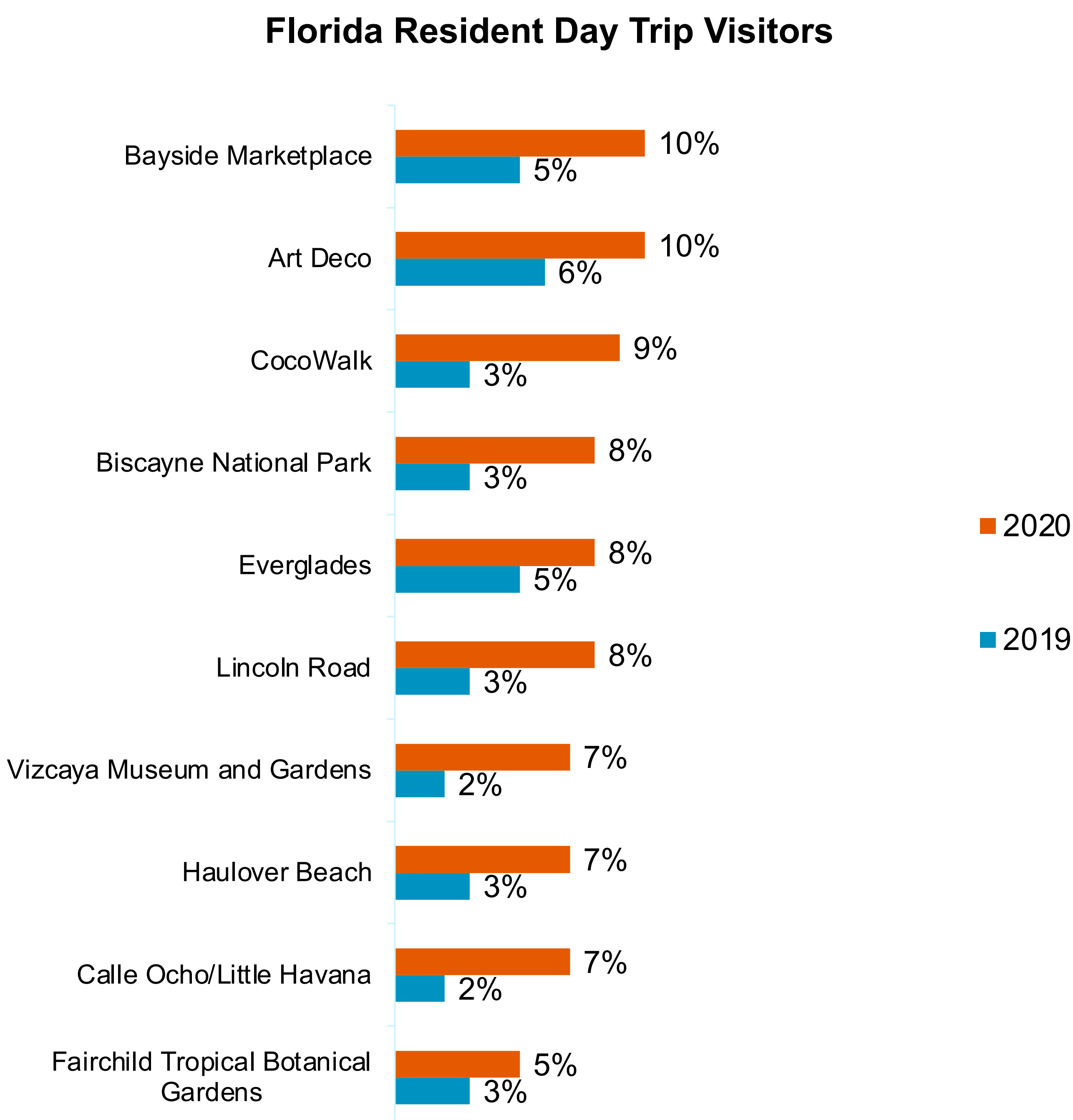
Parks and tours of the city saw significant gains to trail only the beaches in terms of in-market things to do. Visiting parks lines up well with an overall trend of people doing more outside in wide open spaces until they can feel safe and healthy being in big crowds again.



*Q. Did you visit (or do you plan to visit) any of the following places during **THIS** visit to the Greater Miami Area?*

Top Places of Interest – Florida Resident Day Trip

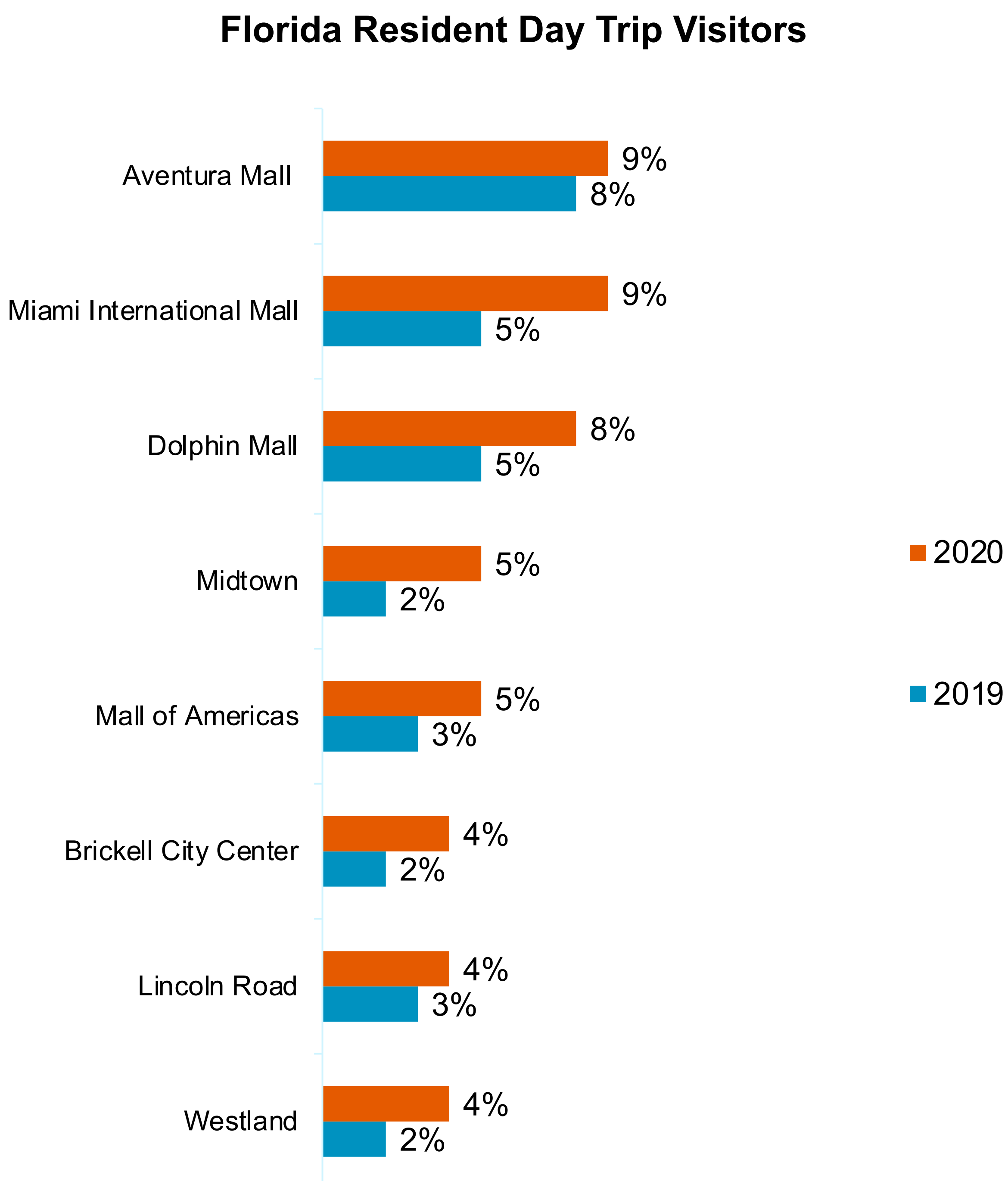
Consistent with higher levels of shopping and dining, more Florida Resident day trippers reported visiting the major retail and dining districts in the area. Bayside and CocoWalk saw the most visits, but Lincoln Road and Calle Ocho trail them closely.



*Q. Did you visit (or do you plan to visit) any of the following places during **THIS** visit to the Greater Miami Area?*

Shopping Areas Visited – Florida Resident Day Trip

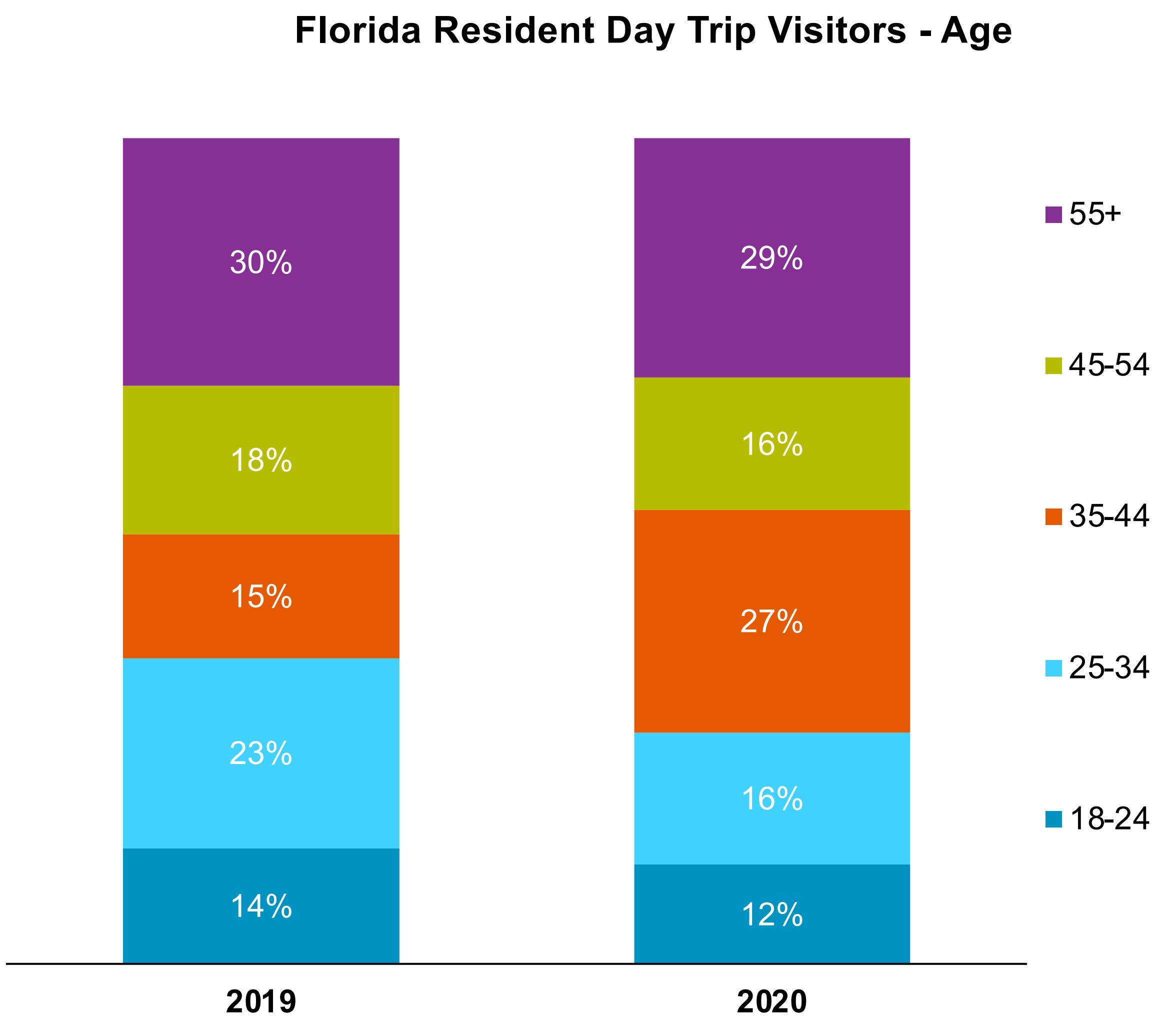
Visits to malls and shopping areas were up at each individual location a few percentage points among day trippers in spite of closures and capacity limitations. Aventura stayed near the top, and Miami International and Dolphin Mall gained to be in the top tier among this audience.



*Q. Did you visit (or do you plan to visit) any of the following places during **THIS** visit to the Greater Miami Area?*

Age and Party Size – Florida Resident Day Trip

There was an increase in day trip parties that had a child under 18 in them in 2020, and a corresponding increase of those aged 35-44. The mix of visitors aged 55+ who made a day trip remained constant with the prior year despite the emerging risks of contracting the virus for the older population.



Percent with any children in the party:

13%	*18%*

Average Party Size:

2.5	*2.5*

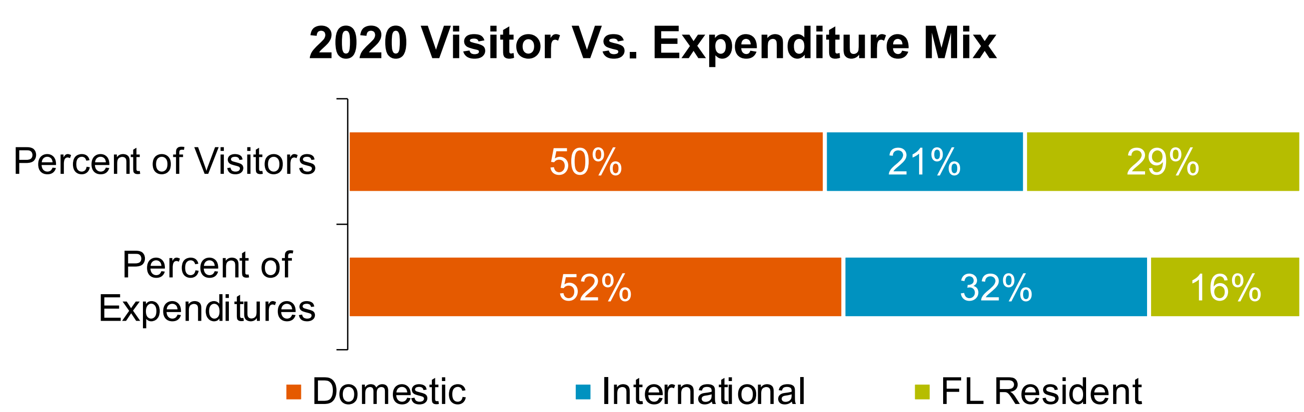
Q. Which of the following age groups are you in?
Q. Including yourself, how many people from each of the following age categories were in your immediate travel party?

Economic Impact

Total Visitor Spend

Tourist spending declined substantially, primarily due to lower volumes. The lack of International tourist volume was responsible for most of the decline. While less than prior years, International spending still contributed 30% of spending despite fewer visitors.

Total Visitor Spend					
Segment	**2018 ($M)**	**2019 ($M)**	**2020 ($M)**	**Var 20 vs 19 ($M)**	**Var 20 vs 19 (%)**
Domestic	$6,115	$6,867	$4,153	-$2,714	-40%
International	$9,558	$8,378	$2,501	-$5,877	-70%
FL Resident	$2,215	$2,614	$1,262	-$1,352	-52%
Total	**$17,889**	**$17,860**	**$7,916**	**-$9,943**	**-56%**



NOTE: Individual segments may not sum to total due to rounding.

Q. While visiting the Greater Miami Area, did anybody in your immediate group spend money on…

*Q. For each of these please indicate how much money you spent **IN TOTAL ON YOUR TRIP**, specifically in the **MIAMI AREA.** Please include in your estimate the money spent by **EVERYONE** in your **IMMEDIATE** party on **YOUR TRIP**.*

Visitor Spending – Total and Per Person

Domestic Tourists contributed half of the total tourist spending on their lodging and dining alone. All categories of spending saw significant drops due to the pandemic-related visitor volume loss, but with the closure of many attractions and venues, entertainment expenditures were softer than other categories.

Total Visitor Spending ($M)								
Category	Domestic	% of Total	International	% of Total	Florida Residents	% of Total	Total	% of Total
Lodging	$1,601	39%	$743	30%	$350	28%	$2,694	34%
All Meals	$1,261	30%	$535	21%	$354	28%	$2,150	27%
Transportation	$501	12%	$338	14%	$127	10%	$966	12%
Entertainment	$335	8%	$124	5%	$126	10%	$585	7%
Shopping	$455	11%	$761	30%	$306	24%	$1,521	19%
Total	**$4,153**	**100%**	**$2,501**	**100%**	**$1,262**	**100%**	**$7,916**	**100%**

Per Person Per Visit Spending				
Category	Domestic	International	Florida Residents	Total
Lodging	$278	$303	$103	$241
All Meals	$219	$218	$104	$192
Transportation	$87	$138	$37	$86
Entertainment	$58	$50	$37	$52
Shopping	$79	$310	$90	$136
Total	**$722**	**$1,018**	**$372**	**$708**

NOTE: Individual rows and columns may not sum to total due to rounding.

Q. While visiting the Greater Miami Area, did anybody in your immediate group spend money on…

*Q. For each of these please indicate how much money you spent **IN TOTAL ON YOUR TRIP**, specifically in the **MIAMI AREA.** Please include in your estimate the money spent by **EVERYONE** in your **IMMEDIATE** party on **YOUR TRIP**.*

Appendix

Methodology

GMCVB partners with Integrated Insights Inc., to conduct surveys at Miami International Airport (MIA), Ft. Lauderdale-Hollywood International Airport (FLL) and throughout various attractions, retail outlets and visitor centers in Miami-Dade County. To maintain a safe and healthy environment for visitors and interviewers, surveys were suspended in 2020 from mid-March through the start of October. Florida Resident visitors were interviewed continuously throughout the year via online survey panels.

The 2020 study includes perspectives on the following:

- Total overnight visitors by market segment
- Purpose of visit, length of stay, party size, type and location of lodging used
- Demographic characteristics
- Expenditures by category

When the in-market surveying was re-started in the Fall, due to safety concerns and social distancing, the interviews required a more brief interaction and some questions related to areas visited, satisfaction and other trip behaviors were temporarily removed and expect to be added back in 2021.

In addition, the ongoing online research study of Florida Residents continued throughout the year, providing a full year perspective on trip and visitor characteristics.

Visitor volume calculations are done using statistical modeling, which uses the following additional data inputs:

- Miami International Airport arrivals
- Fort Lauderdale – Hollywood International Airport arrivals
- Airlines Reporting Corporation/IATA ticket sales to MIA and FLL
- See Source mobile device data
- STR
- I94 Visitor Arrivals

This research, along with supplemental information about travel and tourism jobs, hotel occupancy data, airline arrivals and departures, as well as Miami-Dade County tax receipts, forms the foundation for determining the direct economic impact of visitors on the Miami-Dade County economy.

NOTE: Canada and Mexico i94 data based on those flying only.

Hotel Industry Recap

2020 Hotel Industry Recap

Greater Miami offers a diverse hotel product for leisure and business travelers alike. Whether it's a luxury resort or a quaint boutique hotel, visitors to Greater Miami will find the right hotel to meet their travel needs. As one of the most-telling travel industry metrics, hotel performance for Miami-Dade is closely monitored by the GMCVB and reported on regularly.

According to STR, the industry leader for hotel performance monitoring, Greater Miami ranked high in the Top 25 U.S. Hotel Markets in 2020 despite the turmoil of the pandemic. The destination ended the year with an average hotel Occupancy rate of 46.4%, a decrease of -38.9% compared to 2019, and ADR of $188.01, a decrease of -4.1%. The changes in Occupancy and ADR resulted in RevPAR (revenue per available room) of $87.22, a net decrease of –41.4%

Continuing from 2019, Airbnb and other home sharing platforms' inventory continued to grow and provide alternative lodging options to overnight visitors to Greater Miami. Despite the sustained growth of Airbnb and other home sharing platforms, Greater Miami and the Beaches' hotels continue to be favored by visitors to the area.

In 2020, Greater Miami ranked among the top 10 in all three major categories (Occupancy, ADR and RevPAR) when compared against the Top 25 U.S. Hotel Markets by STR.

Greater Miami:

#1 Revenue Per Available Room (RevPAR)

#2 Average Daily Room Rate (ADR)

#8 Occupancy

TOP 25 HOTEL MARKETS

REVPAR

2020 Rank	City	Jan - Dec 2020	Jan - Dec 2019	% Change 20 vs 19
1	**Miami-Dade**	**$87.22**	**$148.82**	**-41.4%**
2	Oahu Island	$84.04	$202.69	-58.5%
3	San Francisco	$74.09	$205.37	-63.9%
4	New York	$70.74	$219.15	-67.7%
5	Los Angeles	$67.98	$143.44	-52.6%
6	San Diego	$62.88	$127.77	-50.8%
7	Anaheim	$59.91	$129.40	-53.7%
8	Tampa	$59.83	$95.87	-37.6%
9	Phoenix	$57.97	$93.57	-38.0%
10	New Orleans	$48.21	$103.87	-53.6%
11	Orlando	$45.59	$96.62	-52.8%
	United States	**$45.48**	**$86.63**	**-47.5%**
12	Norfolk	$43.93	$67.27	-34.7%
13	Nashville	$42.94	$110.67	-61.2%
14	Philadelphia	$42.94	$95.12	-54.9%
15	Boston	$42.27	$147.26	-71.3%
16	Washington, DC	$41.55	$112.73	-63.1%
17	Atlanta	$41.32	$79.35	-47.9%
18	Denver	$40.83	$99.92	-59.1%
19	Seattle	$40.47	$118.76	-65.9%
20	Detroit	$37.51	$68.90	-45.6%
21	Dallas	$37.17	$73.77	-49.6%
22	Houston	$34.21	$63.87	-46.4%
23	Chicago	$32.44	$101.19	-67.9%
24	St Louis	$31.63	$69.04	-54.2%
25	Minneapolis	$28.91	$80.79	-64.2%

Source: STR

TOP 25 HOTEL MARKETS

ROOM RATE

2020 Rank	City	Jan - Dec 2020	Jan - Dec 2019	% Change 20 vs 19
1	Oahu Island	$215.57	$240.92	-10.5%
2	**Miami-Dade**	**$188.01**	**$196.11**	**-4.1%**
3	San Francisco	$177.18	$250.43	-29.2%
4	New York	$151.62	$254.08	-40.3%
5	Los Angeles	$138.96	$180.16	-22.9%
6	Anaheim	$135.64	$165.73	-18.2%
7	San Diego	$130.01	$166.71	-22.0%
8	Boston	$121.81	$199.18	-38.8%
9	Tampa	$117.75	$132.93	-11.4%
10	New Orleans	$117.63	$149.46	-21.3%
11	Phoenix	$116.33	$132.64	-12.3%
12	Washington, DC	$112.78	$159.68	-29.4%
13	Orlando	$109.74	$126.72	-13.4%
14	Seattle	$106.77	$160.67	-33.5%
15	Nashville	$105.03	$150.67	-30.3%
	United States	**$103.25**	**$131.19**	**-21.3%**
16	Philadelphia	$98.69	$135.94	-27.4%
17	Denver	$94.88	$135.40	-29.9%
18	Chicago	$91.56	$145.38	-37.0%
19	Norfolk	$89.42	$105.86	-15.5%
21	Minneapolis	$86.74	$121.47	-28.6%
20	Atlanta	$86.51	$114.61	-24.5%
22	Dallas	$85.57	$109.18	-21.6%
23	St Louis	$84.16	$106.47	-21.0%
24	Detroit	$83.72	$105.27	-20.5%
25	Houston	$80.84	$101.54	-20.4%

Source: STR

TOP 25 HOTEL MARKETS

OCCUPANCY

2020 Rank	City	Jan - Dec 2020	Jan - Dec 2019	% Change 20 vs 19
1	Tampa	50.8%	72.1%	-29.5%
2	Phoenix	49.8%	70.5%	-29.4%
3	Norfolk	49.1%	63.5%	-22.7%
4	Los Angeles	48.9%	79.6%	-38.6%
5	San Diego	48.4%	76.6%	-36.9%
6	Atlanta	47.8%	69.2%	-31.0%
7	New York	46.7%	86.3%	-45.9%
8	**Miami-Dade**	**46.4%**	**75.9%**	**-38.9%**
9	Detroit	44.8%	65.5%	-31.5%
10	Anaheim	44.2%	78.1%	-43.4%
	United States	**44.0%**	**66.0%**	**-33.3%**
11	Philadelphia	43.5%	70.0%	-37.8%
12	Dallas	43.4%	67.6%	-35.7%
13	Denver	43.0%	73.8%	-41.7%
14	Houston	42.3%	62.9%	-32.7%
15	San Francisco	41.8%	82.0%	-49.0%
16	Orlando	41.5%	76.2%	-45.5%
17	New Orleans	41.0%	69.5%	-41.0%
18	Nashville	40.9%	73.5%	-44.3%
19	Oahu Island	39.0%	84.1%	-53.7%
20	Seattle	37.9%	73.9%	-48.7%
21	St Louis	37.6%	64.8%	-42.0%
22	Washington, DC	36.8%	70.6%	-47.8%
23	Chicago	35.4%	69.6%	-49.1%
24	Boston	34.7%	73.9%	-53.1%
25	Minneapolis	**33.3%**	**66.5%**	-49.9%

Source: STR

FLORIDA CITIES HOTEL MARKETS
REVENUE PER AVAILABLE ROOM

2020 RANK	AREA	2020	2019	% Change 2020 vs 2019
1	Florida Keys	$166.20	$210.78	-21.1%
2	**Miami-Dade**	**$87.22**	**$148.82**	**-41.4%**
3	West Palm Beach	$84.63	$133.28	-36.5%
4	Fort Myers	$77.25	$108.32	-28.7%
5	Fort Lauderdale	$67.34	$111.28	-39.5%
	Florida	**$63.55**	**$104.75**	**-39.3%**
6	Florida Panhandle	$61.27	$86.87	-29.5%
7	Tampa	$59.83	$95.87	-37.6%
8	Daytona Beach	$57.32	$74.24	-22.8%
9	Jacksonville	$53.93	$83.33	-35.3%
10	Melbourne	$51.56	$82.04	-37.2%
11	Orlando	$45.59	$96.62	-52.8%
	United States	**$45.48**	**$86.63**	**-47.5%**

FLORIDA CITIES HOTEL MARKETS
ROOM RATE

2020 RANK	AREA	2020	2019	% Change 2020 vs 2019
1	Florida Keys	$283.16	$277.48	2.0%
2	**Miami-Dade**	**$188.01**	**$196.11**	**-4.1%**
3	West Palm Beach	$183.59	$185.18	-0.9%
4	Fort Myers	$154.78	$157.41	-1.7%
	Florida	**$132.67**	**$145.21**	**-8.6%**
5	Fort Lauderdale	$132.32	$146.62	-9.8%
6	Florida Panhandle	$118.31	$132.03	-10.4%
7	Tampa	$117.75	$132.93	-11.4%
8	Daytona Beach	$115.24	$119.19	-3.3%
9	Orlando	$109.74	$126.72	-13.4%
10	Melbourne	$108.37	$118.80	-8.8%
	United States	**$103.25**	**$131.19**	**-21.3%**
11	Jacksonville	$101.18	$116.96	-13.5%

FLORIDA CITIES HOTEL MARKETS
OCCUPANCY

2020 RANK	AREA	2020	2019	% Change 2020 vs 2019
1	Florida Keys	58.7%	76.0%	-22.7%
2	Jacksonville	53.3%	71.2%	-25.2%
3	Florida Panhandle	51.8%	65.8%	-21.3%
4	Fort Lauderdale	50.9%	75.9%	-32.9%
5	Tampa	50.8%	72.1%	-29.5%
6	Fort Myers	49.9%	68.8%	-27.5%
7	Daytona Beach	49.7%	62.3%	-20.2%
	Florida	**47.9%**	**72.1%**	**-33.6%**
8	Melbourne	47.6%	69.1%	-31.1%
9	**Miami-Dade**	**46.4%**	**75.9%**	**-38.9%**
10	West Palm Beach	46.1%	72.0%	-36.0%
	United States	**44.0%**	**66.0%**	**-33.3%**
11	Orlando	41.5%	76.2%	-45.5%

Source: STR

Tourist-Related Taxes Collected in Miami-Dade County

by: Miami-Dade County, Miami Beach, Bal Harbour and Surfside

GREATER MIAMI CONVENTION & VISITORS BUREAU						
Analysis of Miami-Dade Tourist Taxes Fiscal Year 2019/2020						
Tax Rate	**Tax Name**	**Where Tax is Collected**	**Who Collects**	**Amount Collected**	**GMCVB Allocation**	**GMCVB %**
3%	Convention Development Tax*	All of Miami-Dade except Bal Harbour and Surfside	Miami-Dade County	$63,249,283	$0	0%
2%	Tourist Development Tax*	All of Miami-Dade except Bal Harbour, Miami Beach and Surfside	Miami-Dade County	$22,856,171	$11,611,437	51%
1%	Professional Sports Tax*	All of Miami-Dade except Bal Harbour, Miami Beach and Surfside	Miami-Dade County	$11,428,085	$0	0%
2%	Hotel Food & Beverage Tax: This tax is collected on all food and beverages sold in hotels.	All of Miami-Dade except Bal Harbour, Miami Beach and Surfside	Miami-Dade County	$5,700,202	$5,325,169	94%
1%	Non-Hotel Food & Beverage Tax: This tax is collected on food and beverages sold in restaurants not in hotels, with full liquor license and gross sales of over $400,000 annually. (The Homeless Tax)	All of Miami-Dade except Bal Harbour, Miami Beach and Surfside	Miami-Dade County	$22,434,108	$0	0%
4%	Resort Tax	Miami Beach	City of Miami Beach	$37,062,198	$6,560,130	18%
2%	Food & Beverage Tax: This tax is collected on food and beverages sold in restaurants in and out of hotels. This includes fast food establishments.			$19,983,705		
4% Room Tax 2% F&B Tax	Bal Harbour reports its Room Tax and F&B Tax combined. Its Food & Beverage Tax is collected on food and beverages sold in restaurants in and out of hotels. This includes fast food establishments.	Bal Harbour	Village of Bal Harbour	$2,804,128	$0	0%
4% Room Tax 2% F&B Tax	Surfside reports its Room Tax and F&B Tax combined. Its Food & Beverage Tax is collected on food and beverages sold in restaurants in and out of hotels. This includes fast food establishments.	Surfside	Town of Surfside		$0	0%
TOTAL TOURIST-RELATED TAXES COLLECTED				$185,517,880	$23,496,735	
Miami-Dade .5% Transit Tax**	.5% Sales tax on all goods and services sold in Miami-Dade County which the state sales tax is collected on.	All of Miami-Dade County	Miami-Dade County	$36,990,654		
Miami-Dade .5% JMH Tax**	.5% Sales tax on all goods and services sold in Miami-Dade County which the state sales tax is collected on.	All of Miami-Dade County	Miami-Dade County	$36,990,654		
6% FL State Sales Tax	6% Sales tax on all goods and services sold in Miami-Dade County which the state sales tax is collected on.	All of Miami-Dade County	Miami-Dade County	$433,887,850		
TOTAL SALES TAXES COLLECTED				$517,869,159		
TOTAL SALES AND TOURIST-RELATED TAXES COLLECTED				**$703,387,039**		
GMCVB % OF TOTAL TOURIST TAX COLLECTIONS					$23,496,735	13%

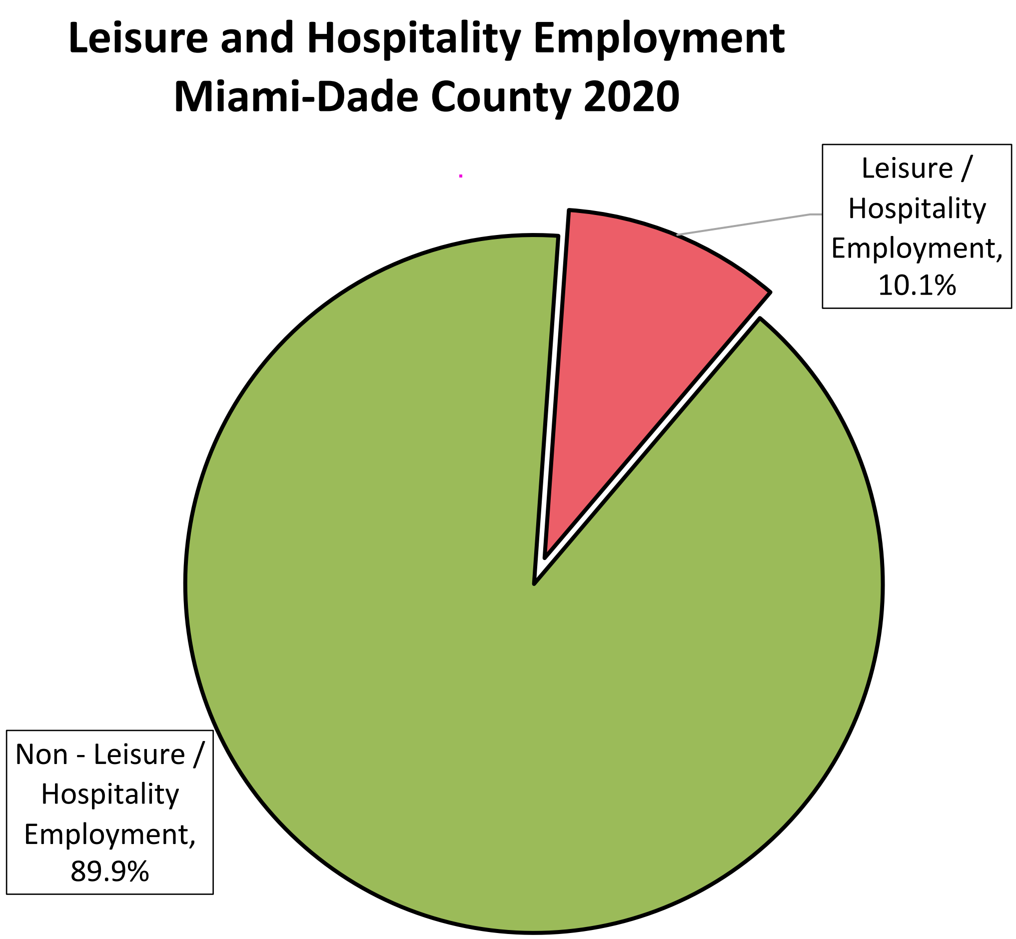
Leisure and Hospitality Employment

MIAMI-DADE COUNTY JOBS

	2019*	2020	% CHANGE
Total Employment (Non-Agricultural)	1,235,700	1,166,500	-5.6%

Leisure and Hospitality Employment	145,800	118,000	-19.1%

Leisure and Hospitality Employment as % of Total Employment	11.8%	10.1%	-14.4%



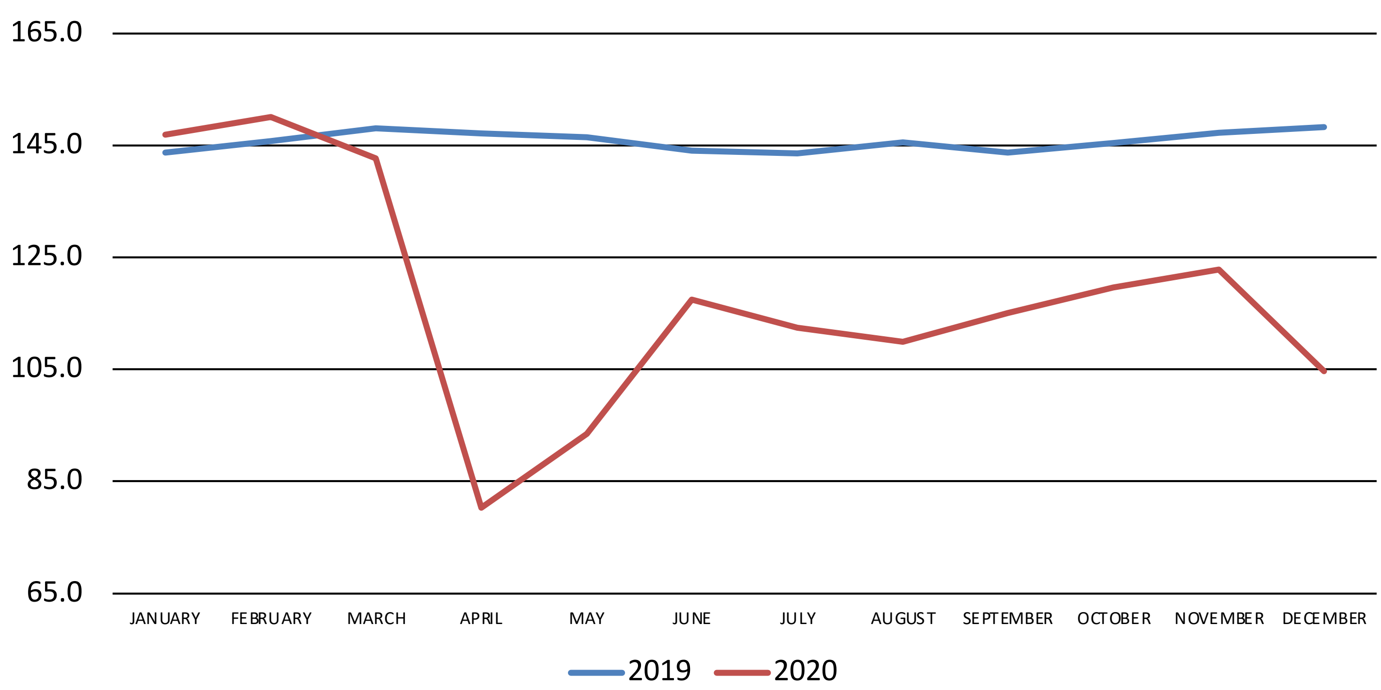
*reflects annual revision by Florida Department of Economic Opportunity

MIAMI-DADE COUNTY
LEISURE AND HOSPITALITY EMPLOYMENT TRENDS

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	% CHANGE 20 vs 19
JANUARY	109.9	116.6	123.0	126.9	132.1	138.9	139.5	140.6	143.7	146.9	2.2%
FEBRUARY	110.0	116.9	124.9	128.5	133.5	141.4	141.5	144.1	145.8	150.1	2.9%
MARCH	111.3	119.6	127	131	135.5	143.5	143.3	145.6	148.1	142.7	-3.6%
APRIL	111.6	120	127	130.4	135.3	143.0	143.6	144.2	147.2	80.3	-45.4%
MAY	112.2	120.3	126.5	129.8	134.3	141.7	143.4	143.9	146.5	93.5	-36.2%
JUNE	112.6	119.7	125.5	129.4	133.5	139.6	143.4	141.2	144.1	117.5	-18.5%
JULY	110.1	118.7	123.5	127.3	132.6	138.5	140.7	141.5	143.6	112.5	-21.7%
AUGUST	109.3	118.7	124.1	127.6	133.5	138.3	141.4	143.4	145.6	109.9	-24.5%
SEPTEMBER	109.3	119.1	124	128.7	132.9	139.7	133.3	142.5	143.7	115.1	-19.9%
OCTOBER	111.5	120.0	125.3	130.1	133.5	141.2	137.7	143.4	145.4	119.7	-17.7%
NOVEMBER	113	120.4	127.3	132.5	135	144.1	140	145.2	147.3	122.8	-16.6%
DECEMBER	113.2	121.7	128.7	133.6	135.2	144.5	140.8	145.9	148.3	104.7	-29.4%
YTD Total	**111.2**	**119.3**	**125.6**	**129.7**	**133.9**	**141.2**	**140.7**	**143.5**	**145.8**	**118.0**	**-19.1%**

Source: Florida Agency for Workforce Innovation

MIAMI-DADE LEISURE AND HOSPITALITY EMPLOYMENT

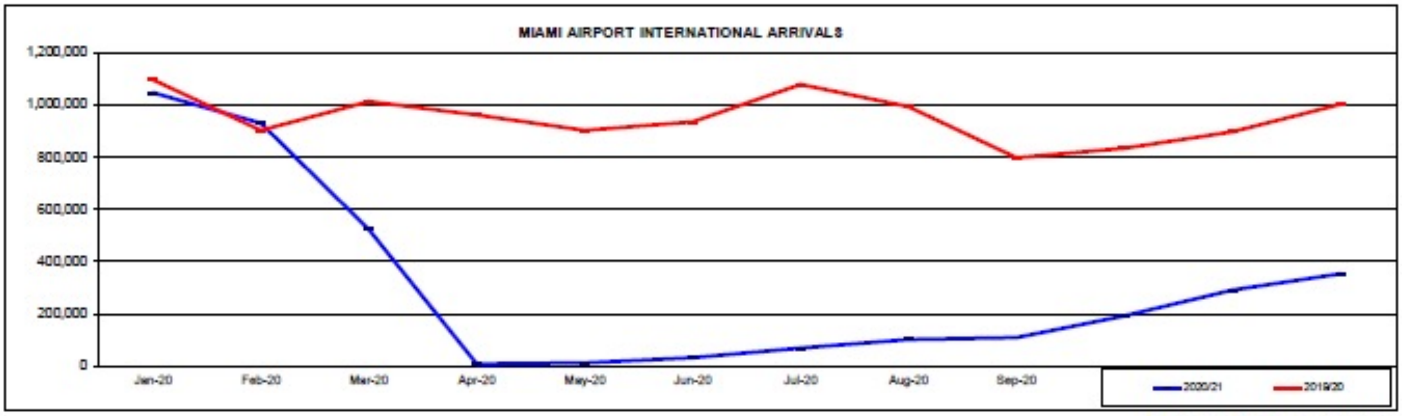


Note: Reported figures are in thousands

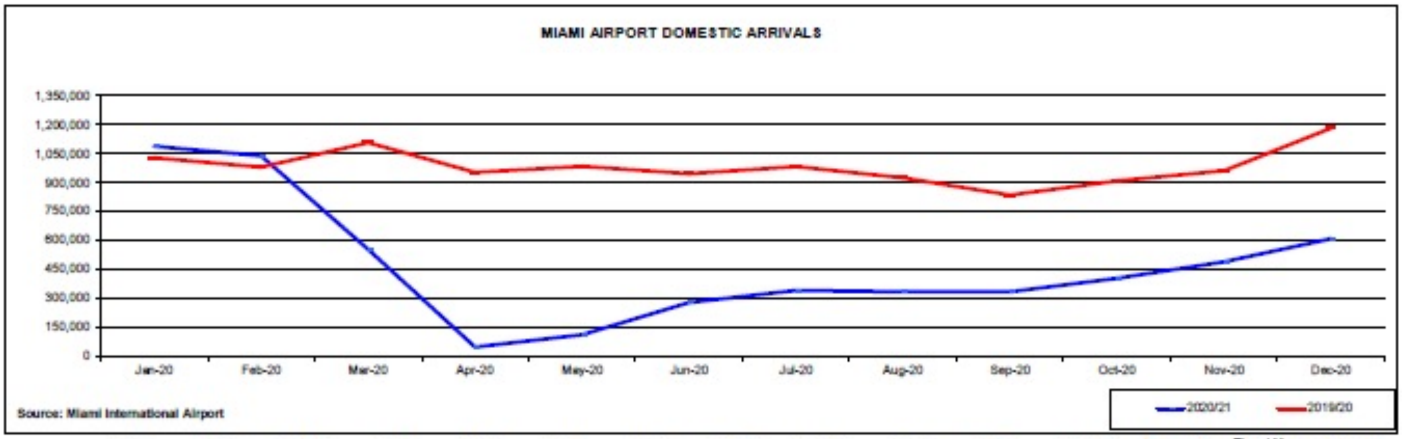
2020 Dashboard of Key Visitor Industry Indicators

Prepared by: GMCVB's Research Division

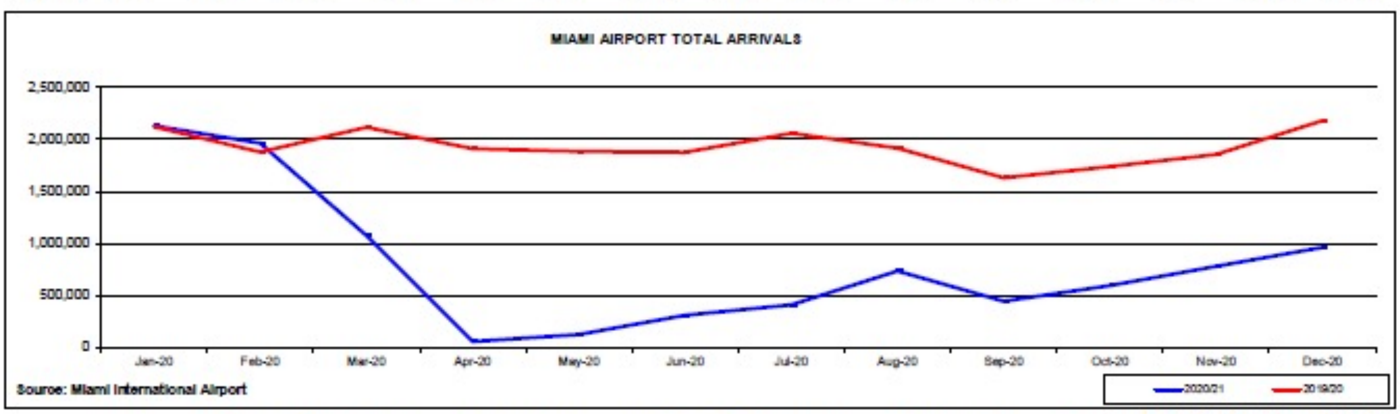
Monthly Dashboard of Key Visitor Industry Indicators



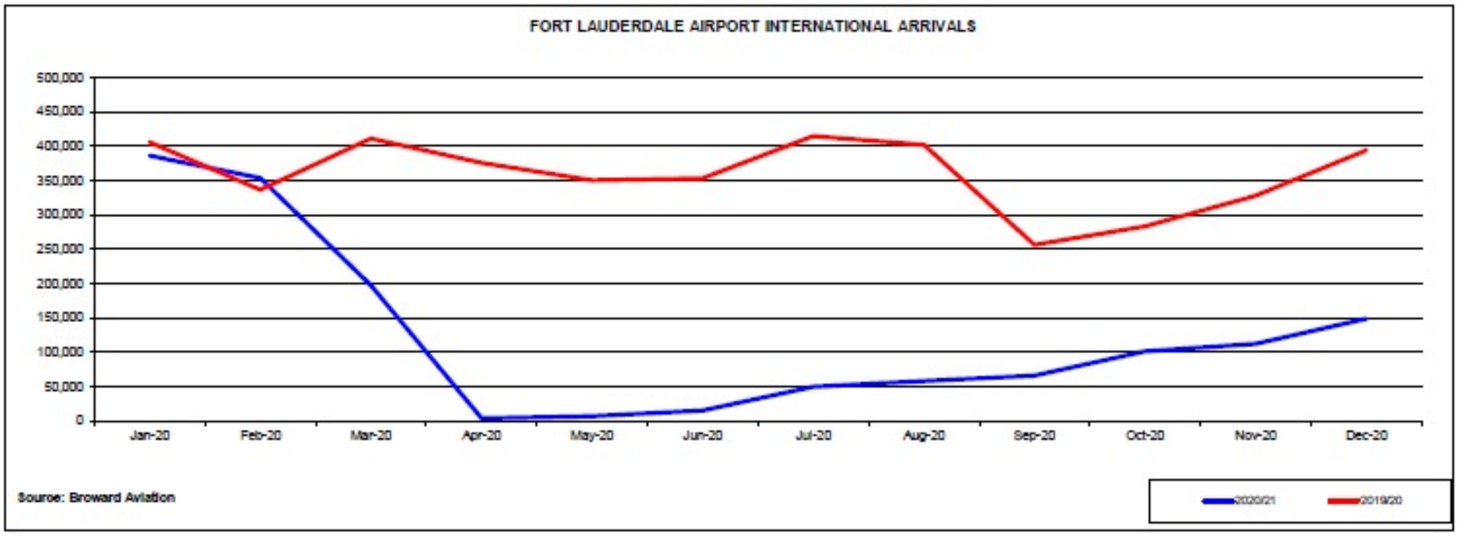
	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2020/2021	Calendar YTD
2020/21	1,045,315	928,646	523,531	9,384	13,281	33,028	70,082	102,793	110,303	192,843	292,369	353,660	3,675,235	838,872	3,675,235
2019/20	1,094,782	901,455	1,011,388	959,969	900,895	933,439	1,076,823	991,653	796,799	832,932	896,413	1,000,731	11,397,279	2,730,076	11,397,279
% change	-4.5%	3.0%	-48.2%	-99.0%	-98.5%	-96.5%	-93.5%	-89.6%	-86.2%	-76.8%	-67.4%	-64.7%	-67.8%	-69.3%	-67.8%



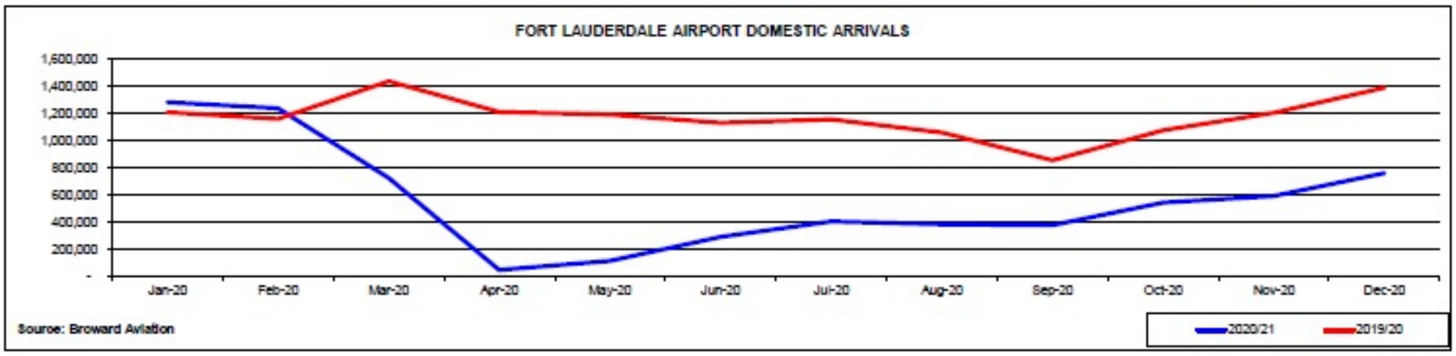
	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2020/2021	Calendar YTD
2020/21	1,086,694	1,036,701	553,356	47,306	110,901	277,576	339,891	332,956	332,982	402,972	487,957	608,686	5,617,978	1,499,615	5,617,978
2019/20	1,026,925	979,033	1,105,904	952,064	983,180	943,788	981,707	923,804	834,038	907,699	959,843	1,180,431	11,778,416	3,047,973	11,778,416
% change	5.8%	5.9%	-50.0%	-95.0%	-88.7%	-70.6%	-65.4%	-64.0%	-60.1%	-55.6%	-49.2%	-48.4%	-52.3%	-50.8%	-52.3%



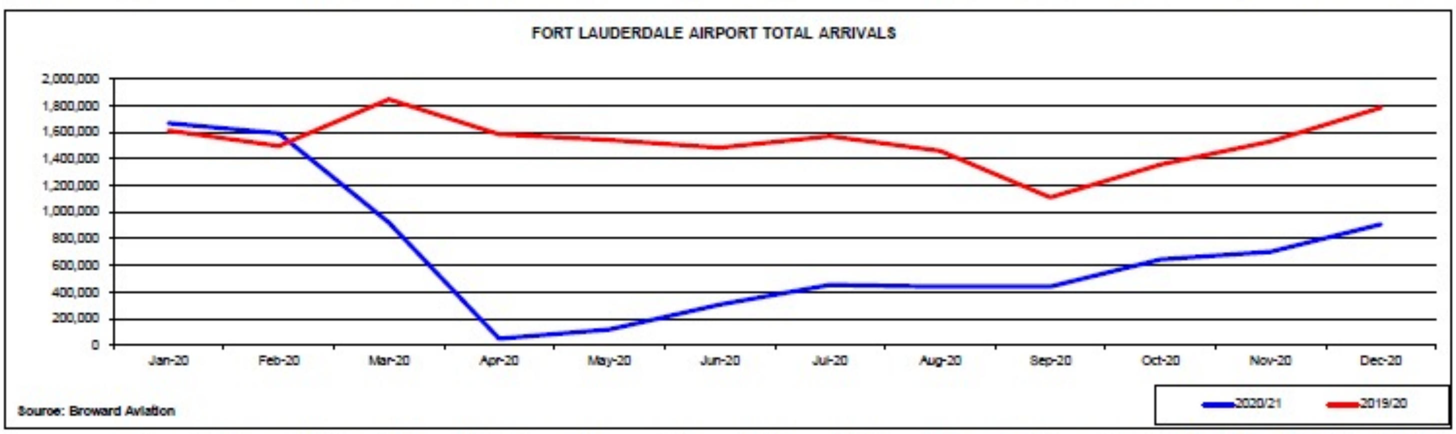
	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2020/2021	Calendar YTD
2020/21	2,132,009	1,965,347	1,076,887	56,690	124,182	310,604	409,973	735,749	443,285	595,815	780,326	962,346	9,593,213	2,338,487	9,593,213
2019/20	2,121,707	1,880,488	2,117,292	1,912,033	1,884,075	1,877,227	2,058,530	1,915,457	1,630,837	1,740,631	1,856,256	2,181,162	23,175,695	5,778,049	23,175,695
% change	0.5%	4.5%	-49.1%	-97.0%	-93.4%	-83.5%	-80.1%	-61.6%	-72.8%	-65.8%	-58.0%	-55.9%	-58.6%	-59.5%	-58.6%



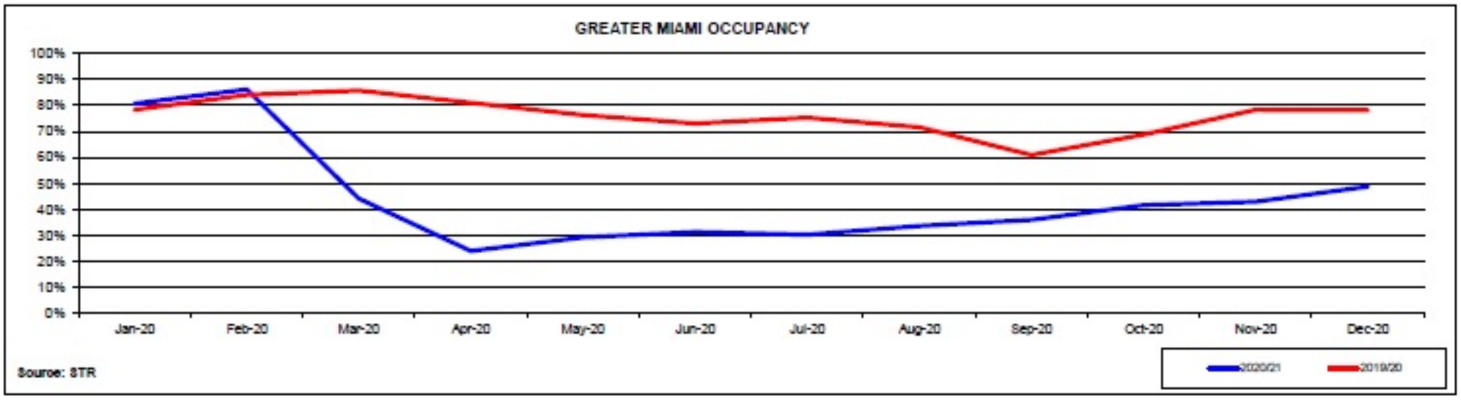
	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2020/2021	Calendar YTD
2020/21	386,016	353,471	197,439	3,455	6,513	14,957	49,566	57,856	65,641	101,126	111,930	148,702	1,496,672	361,758	1,496,672
2019/20	405,369	336,443	411,021	375,635	350,223	353,044	414,507	401,874	256,141	283,200	327,770	394,044	4,309,271	1,005,014	4,309,271
% change	-4.8%	5.1%	-52.0%	-99.1%	-98.1%	-95.8%	-88.0%	-85.6%	-74.4%	-64.3%	-65.9%	-62.3%	-65.3%	-64.0%	-65.3%



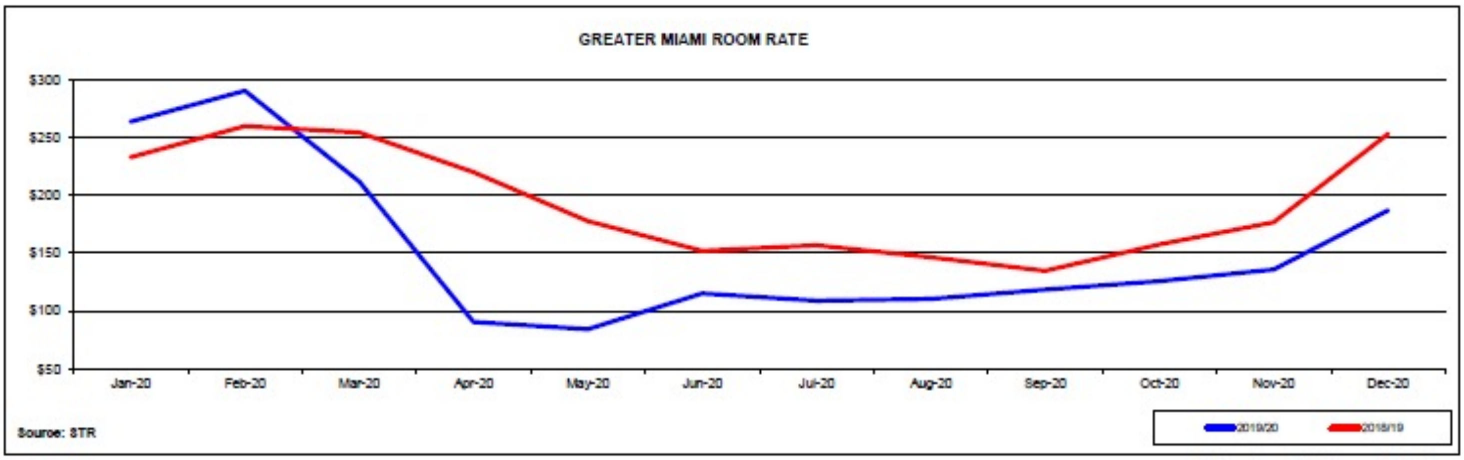
	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2020/2021	Calendar YTD
2020/21	1,281,484	1,237,772	723,897	46,364	112,593	289,489	403,170	382,137	375,873	542,233	591,062	759,337	6,745,411	1,892,632	6,745,411
2019/20	1,207,723	1,158,932	1,435,761	1,208,929	1,191,706	1,130,289	1,154,624	1,057,210	854,006	1,074,221	1,203,470	1,388,954	14,065,825	3,666,645	14,065,825
% change	6.1%	6.8%	-49.6%	-96.2%	-90.6%	-74.4%	-65.1%	-63.9%	-56.0%	-49.5%	-50.9%	-45.3%	-52.0%	-48.4%	-52.0%



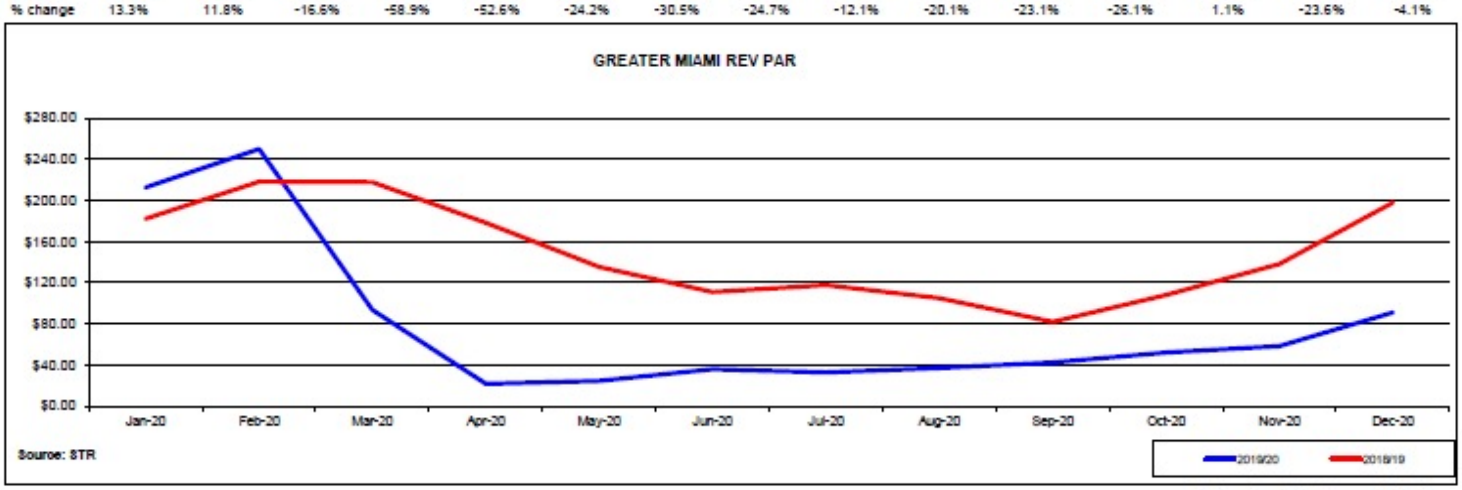
	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2020/2021	Calendar YTD
2020/21	1,667,500	1,591,243	921,336	49,819	119,106	304,446	452,736	439,993	441,514	643,359	702,992	908,039	8,242,083	2,254,390	8,242,083
2019/20	1,613,092	1,495,375	1,846,782	1,584,564	1,541,929	1,483,333	1,569,131	1,459,084	1,110,147	1,357,421	1,531,240	1,784,998	18,377,096	4,673,659	18,377,096
% change	3.4%	6.4%	-50.1%	-96.9%	-92.3%	-79.5%	-71.1%	-69.8%	-60.2%	-52.6%	-54.1%	-49.1%	-55.2%	-51.8%	-55.2%



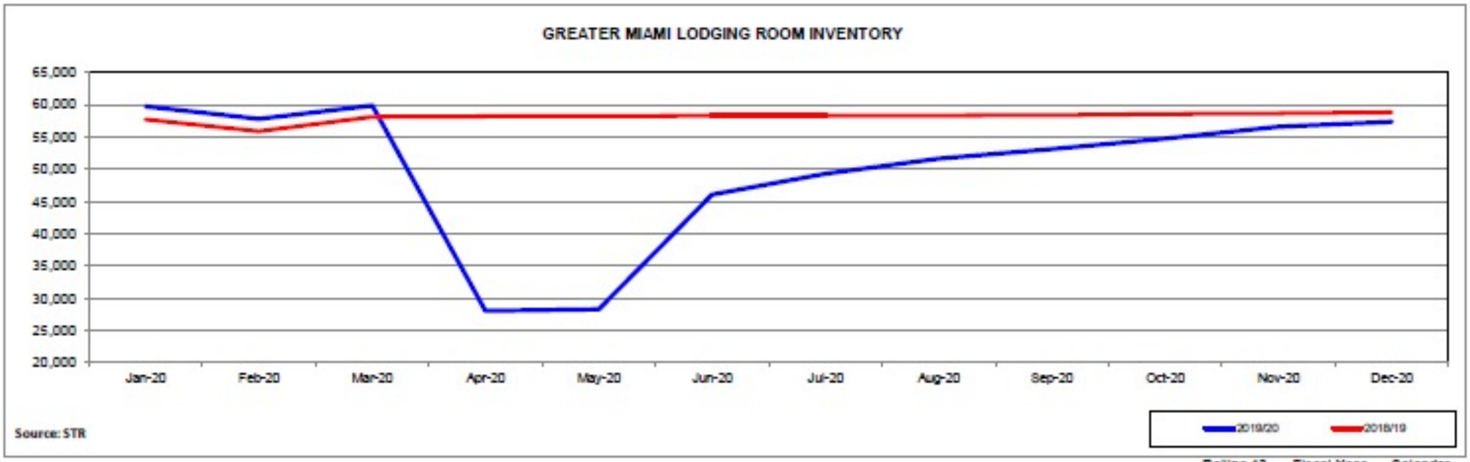
	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2020/2021	Calendar YTD
2020/21	80.6%	86.1%	44.2%	24.0%	29.3%	31.3%	30.3%	33.7%	36.0%	41.6%	43.0%	48.7%	41.4%	44.4%	46.4%
2019/20	78.3%	84.0%	85.7%	81.0%	76.2%	73.0%	75.3%	71.6%	60.9%	68.7%	78.3%	78.1%	75.8%	75.1%	75.9%
% change	3.0%	2.5%	-48.4%	-70.3%	-61.6%	-57.1%	-59.8%	-53.0%	-40.8%	-39.5%	-45.1%	-37.6%	-45.4%	-40.8%	-38.9%



	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2020/2021	Calendar YTD
2019/20	$263.49	$290.18	$211.87	$90.44	$84.11	$115.03	$108.75	$110.22	$118.23	$125.68	$135.61	$186.81	$198.28	$149.37	$188.01
2018/19	$232.62	$259.62	$254.02	$219.87	$177.55	$151.83	$156.48	$146.37	$134.54	$157.35	$176.40	$252.95	$196.07	$195.57	$196.11
% change	13.3%	11.8%	-16.6%	-58.9%	-52.6%	-24.2%	-30.5%	-24.7%	-12.1%	-20.1%	-23.1%	-26.1%	1.1%	-23.6%	-4.1%

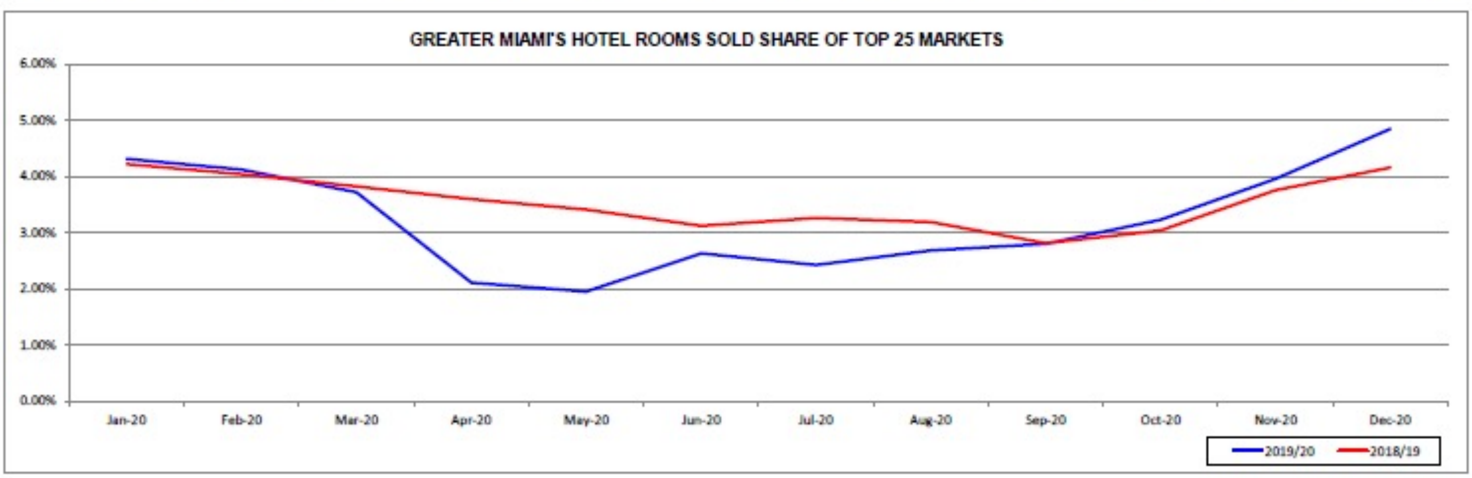


	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2020/2021	Calendar YTD
2019/20	$212.50	$249.89	$93.61	$21.74	$24.62	$36.02	$32.90	$37.12	$42.62	$52.26	$58.29	$91.07	$82.04	$67.21	$87.22
2018/19	$182.22	$218.16	$217.64	$178.11	$135.33	$110.80	$117.77	$104.81	$81.94	$108.16	$138.18	$197.64	$148.52	$148.00	$148.82
% change	16.6%	14.5%	-57.0%	-87.8%	-81.8%	-67.5%	-72.1%	-64.6%	-48.0%	-51.7%	-57.8%	-53.9%	-44.8%	-54.6%	-41.4%

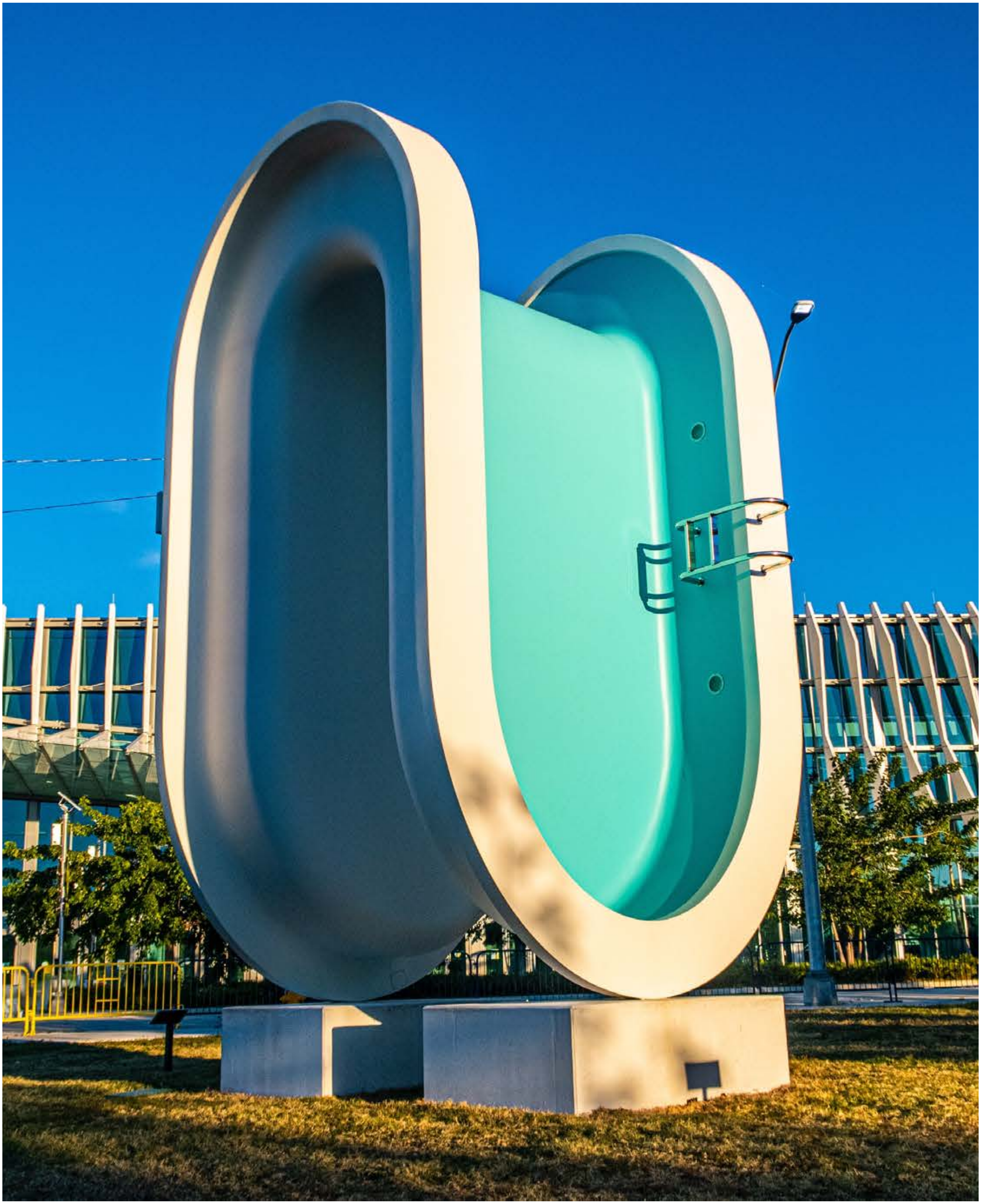


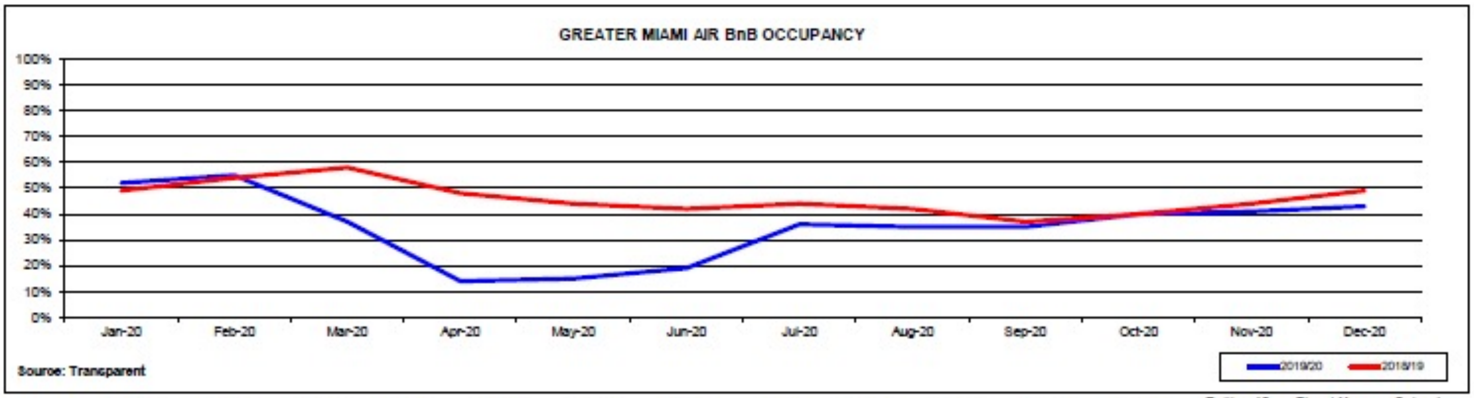
	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2020/2021	Calendar YTD
2019/20	59,774	57,823	59,888	28,042	28,297	46,073	49,290	51,633	53,136	54,767	56,599	57,386	50,226	56,251	50,226
2018/19	57,737	55,894	58,120	58,223	58,264	58,328	58,328	58,368	58,413	58,599	58,695	58,835	58,150	58,710	58,150
% change	3.5%	3.5%	3.0%	-51.8%	-51.4%	-21.0%	-15.5%	-11.5%	-9.0%	-6.5%	-3.6%	-2.5%	-13.6%	-4.2%	-13.6%

	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2020/2021	Calendar YTD
2019/20	1,494,436	1,444,026	820,249	202,221	256,771	432,846	462,227	539,132	574,566	705,934	729,874	867,177	8,529,459	2,302,985	8,529,459
2018/19	1,402,062	1,362,075	1,543,713	1,414,946	1,376,669	1,276,987	1,360,818	1,295,672	1,067,330	1,248,683	1,379,398	1,425,083	16,153,436	4,053,164	16,153,436
% change	6.6%	6.0%	-46.9%	-85.7%	-81.3%	-66.1%	-66.0%	-58.4%	-46.2%	-43.5%	-47.1%	-39.1%	-47.2%	-43.2%	-47.2%

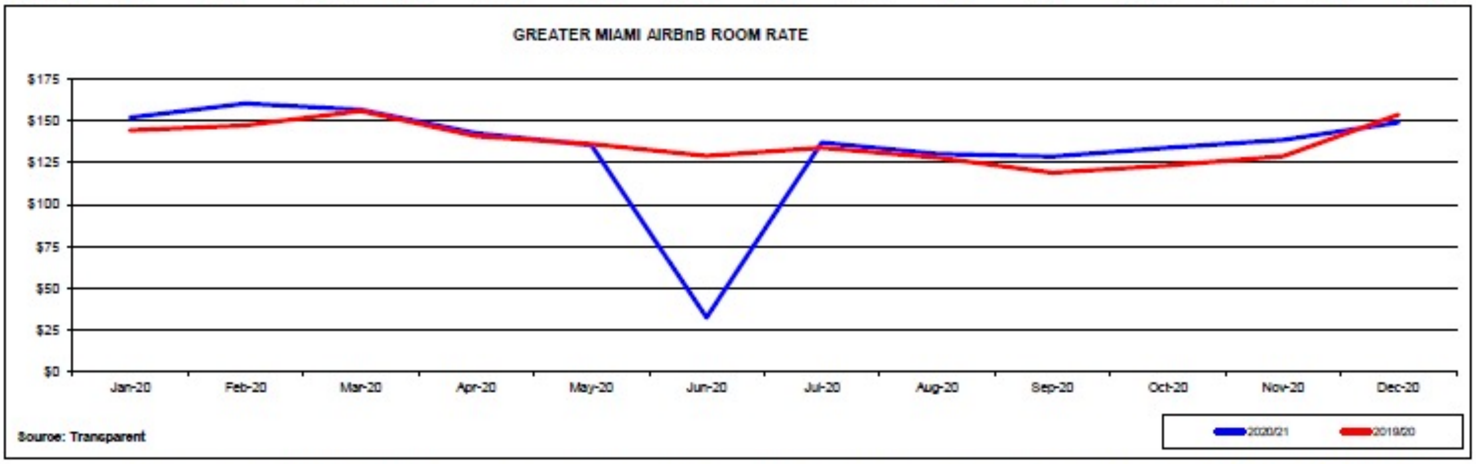


	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2020/2021	Calendar YTD
2019/20	4.31%	4.12%	3.72%	2.11%	1.95%	2.63%	2.43%	2.68%	2.80%	3.23%	3.96%	4.85%	3.23%	4.40%	3.23%
2018/19	4.22%	4.04%	3.82%	3.60%	3.41%	3.12%	3.26%	3.19%	2.81%	3.04%	3.76%	4.16%	3.53%	3.96%	3.53%
% change	2.1%	2.0%	-2.6%	-41.4%	-42.8%	-15.7%	-25.5%	-15.8%	-0.4%	6.4%	5.4%	16.5%	-8.6%	11.2%	-8.6%

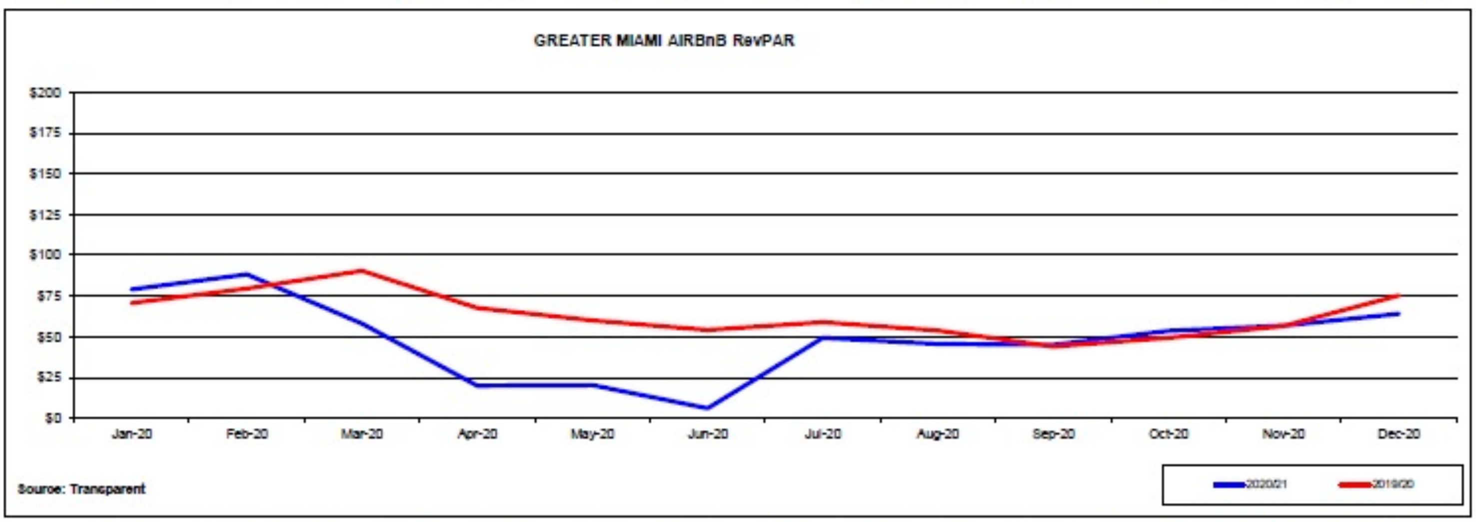




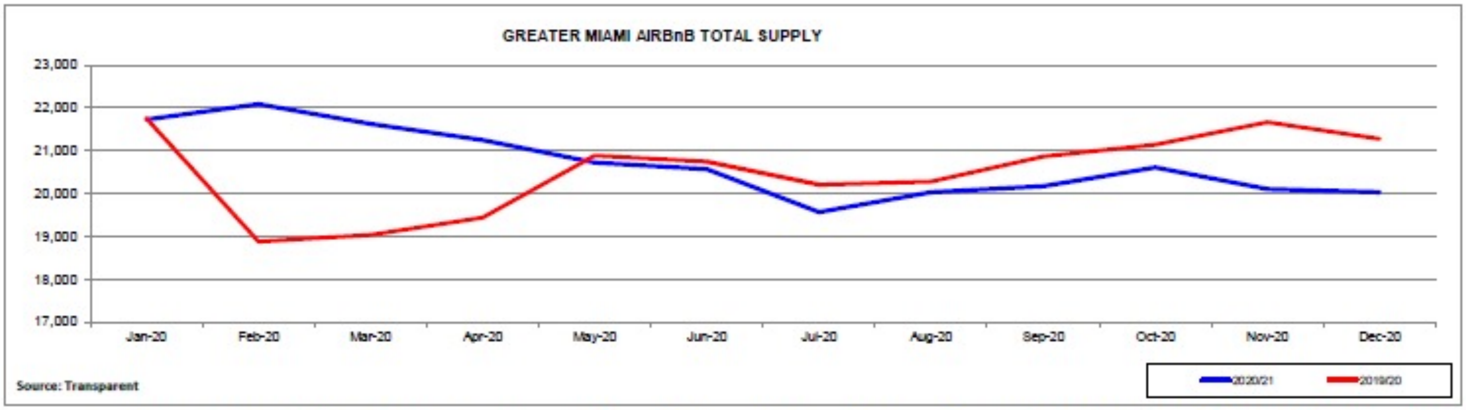
	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2020/2021	Calendar YTD
2019/20	52.0%	55.0%	37.0%	14.0%	15.0%	19.0%	36.0%	35.0%	35.0%	40.0%	41.0%	43.0%	35.2%	41.3%	35.2%
2018/19	49.0%	54.0%	58.0%	48.0%	44.0%	42.0%	44.0%	42.0%	37.0%	40.0%	44.0%	49.0%	45.9%	44.3%	45.9%
% change	6.1%	1.9%	-36.2%	-70.8%	-65.9%	-54.8%	-18.2%	-16.7%	-5.4%	0.0%	-6.8%	-12.2%	-23.4%	-6.8%	-23.4%



	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2020/2021	Calendar YTD
2020/21	$152.17	$160.54	$156.89	$142.78	$135.57	$32.41	$137.21	$130.37	$128.79	$134.05	$138.65	$149.08	$133.21	$140.59	$133.21
2019/20	$144.46	$147.48	$156.05	$141.05	$136.33	$129.08	$134.05	$128.18	$119.09	$123.35	$128.94	$153.85	$136.83	$135.38	$136.83
% change	5.3%	8.9%	0.5%	1.2%	-0.6%	-74.9%	2.4%	1.7%	8.1%	8.7%	7.5%	-3.1%	-2.6%	3.9%	-2.6%

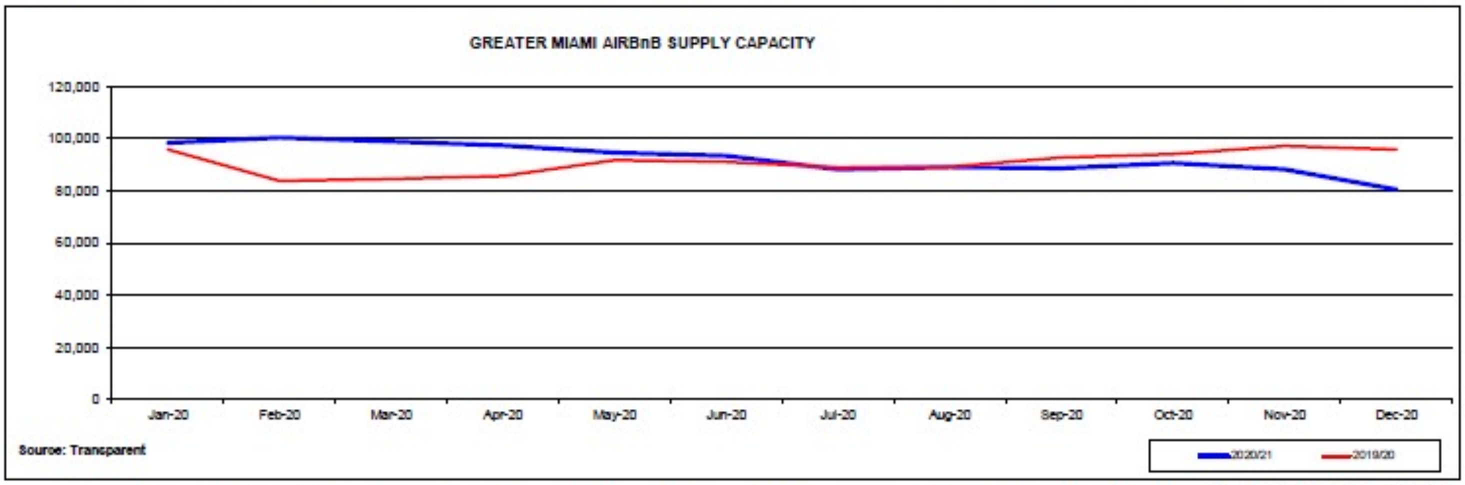


	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2020/2021	Calendar YTD
2020/21	$79.13	$88.30	$58.05	$19.99	$20.34	$6.16	$49.40	$45.63	$45.08	$53.62	$56.85	$64.10	$48.89	$58.19	$48.89
2019/20	$70.79	$79.64	$90.51	$67.70	$59.99	$54.21	$58.98	$53.84	$44.06	$49.34	$56.73	$75.39	$63.43	$60.49	$63.43
% change	11.8%	10.9%	-35.9%	-70.5%	-66.1%	-88.6%	-16.3%	-15.2%	2.3%	8.7%	0.2%	-15.0%	-22.9%	-3.8%	-22.9%



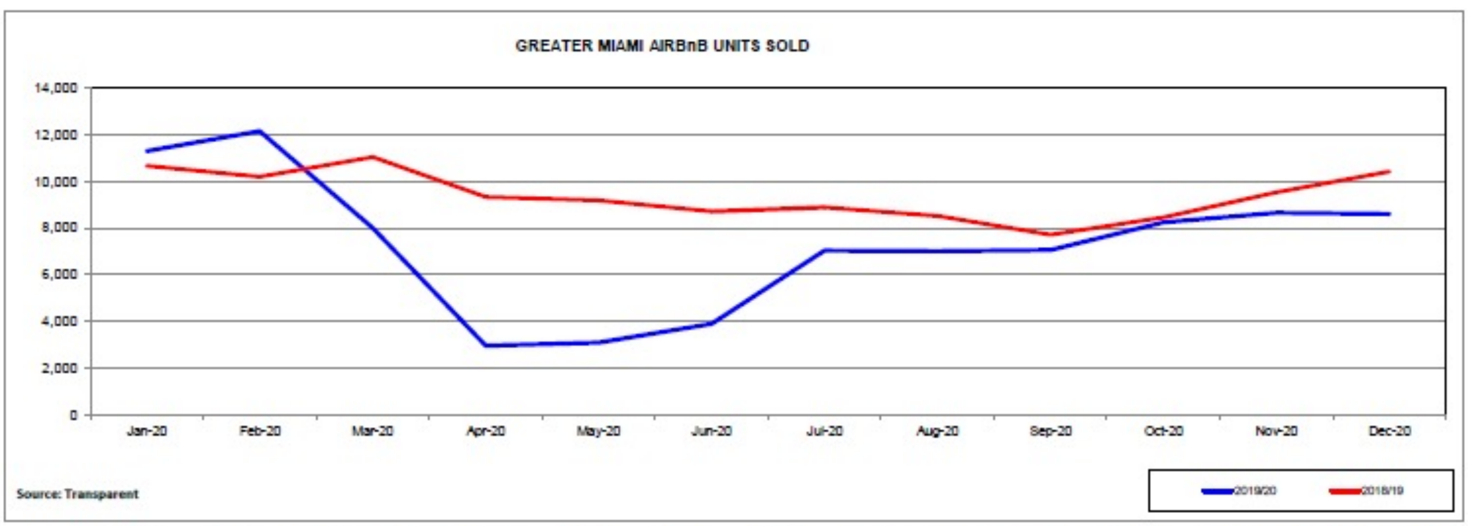
Source: Transparent

	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2020/2021	Calendar YTD
2020/21	21,724	22,085	21,627	21,246	20,720	20,567	19,563	20,030	20,171	20,610	20,102	20,027	20,706	20,246	20,706
2019/20	21,757	18,876	19,033	19,435	20,883	20,742	20,205	20,274	20,860	21,137	21,664	21,271	20,511	21,357	20,511
% change	-0.2%	17.0%	13.6%	9.3%	-0.8%	-0.8%	-3.2%	-1.2%	-3.3%	-2.5%	-7.2%	-5.8%	0.9%	-5.2%	0.9%



Source: Transparent

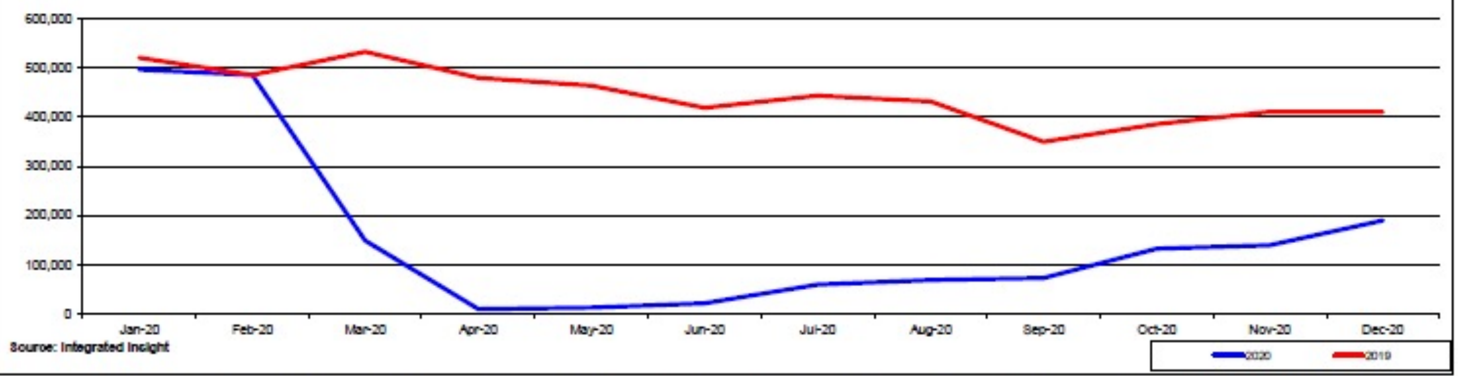
	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2020/2021	Calendar YTD
2020/21	98,421	100,442	98,954	97,493	94,690	93,484	88,252	89,161	88,660	90,681	88,244	80,520	92,417	86,482	92,417
2019/20	95,932	83,842	84,576	85,763	91,800	91,147	89,078	89,219	92,816	94,174	97,208	95,861	90,951	95,748	90,951
% change	2.6%	19.8%	17.0%	13.7%	3.1%	2.6%	-0.9%	-0.1%	-4.5%	-3.7%	-9.2%	-16.0%	1.6%	-9.7%	1.6%



Source: Transparent

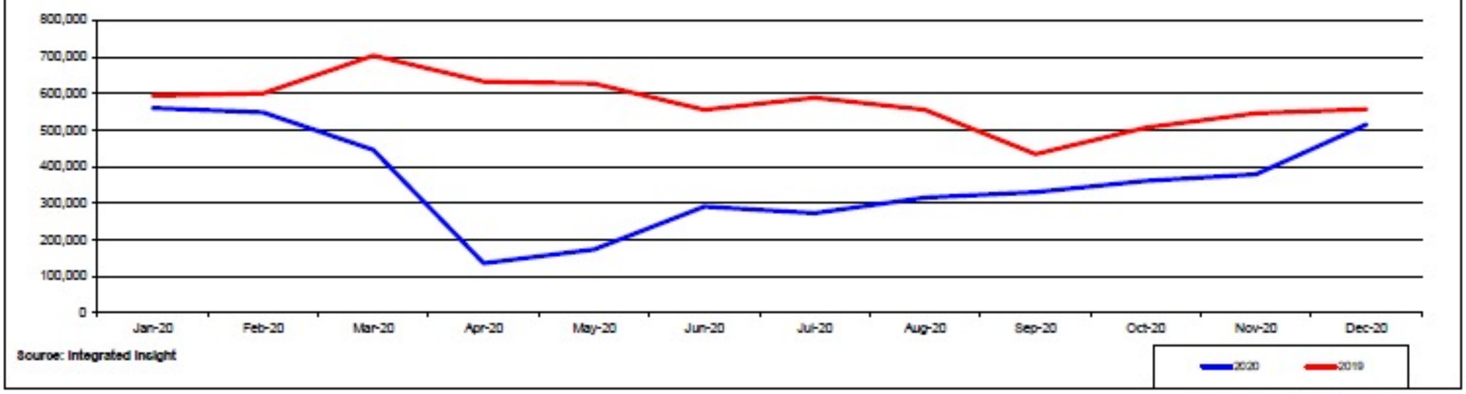
	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2020/2021	Calendar YTD
2019/20	11,296	12,147	8,002	2,974	3,108	3,908	7,043	7,011	7,060	8,244	8,652	8,612	88,056	25,508	88,056
2018/19	10,661	10,193	11,039	9,329	9,189	8,712	8,890	8,515	7,718	8,455	9,532	10,423	112,656	28,410	112,656
% change	6.0%	19.2%	-27.5%	-68.1%	-66.2%	-55.1%	-20.8%	-17.7%	-8.5%	-2.5%	-9.2%	-17.4%	-21.8%	-10.2%	-21.8%

GREATER MIAMI INTERNATIONAL OVERNIGHT VISITORS



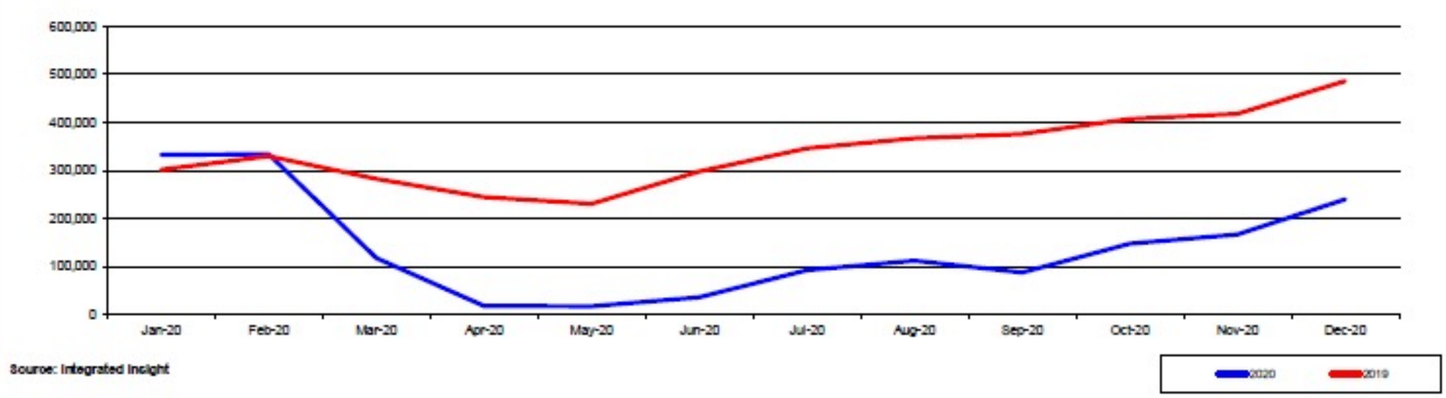
	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2019/2020	Calendar YTD
2020	497,000	486,000	149,000	10,000	13,000	22,000	60,000	69,000	73,000	133,000	140,000	190,000	1,842,000	463,000	1,842,000
2019	521,000	486,000	533,000	480,000	464,000	419,000	444,000	432,000	350,000	386,000	411,000	411,000	5,337,000	1,208,000	5,337,000
% change	-4.6%	0.0%	-72.0%	-97.9%	-97.2%	-94.7%	-86.5%	-84.0%	-79.1%	-65.5%	-65.9%	-53.8%	-65.5%	-61.7%	-65.5%

GREATER MIAMI DOMESTIC OVERNIGHT VISITORS



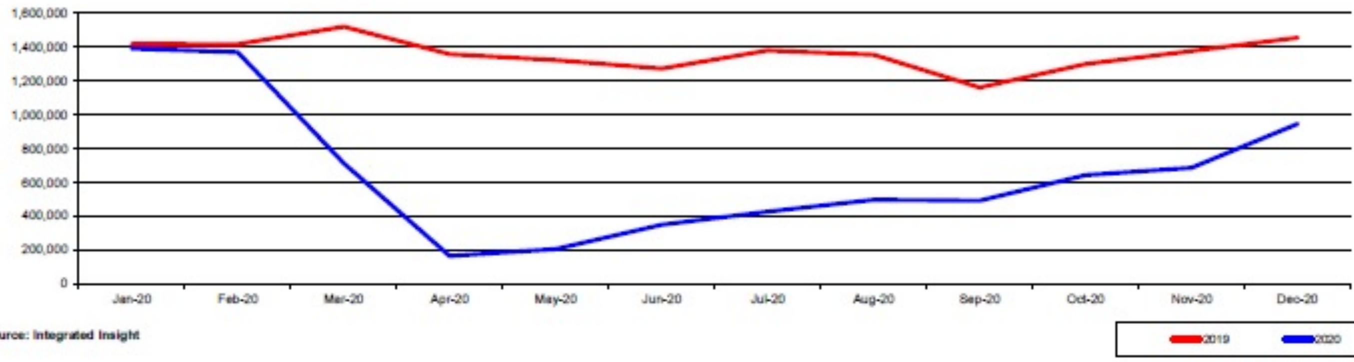
	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2019/2020	Calendar YTD
2020	560,000	548,000	446,000	136,000	174,000	291,000	273,000	315,000	330,000	361,000	379,000	515,000	4,328,000	1,255,000	4,328,000
2019	594,000	600,000	703,000	632,000	627,000	555,000	588,000	555,000	434,000	506,000	546,000	557,000	6,897,000	1,609,000	6,897,000
% change	-5.7%	-8.7%	-36.6%	-78.5%	-72.2%	-47.6%	-53.6%	-43.2%	-24.0%	-28.7%	-30.6%	-7.5%	-37.2%	-22.0%	-37.2%

GREATER MIAMI FLORIDA RESIDENT OVERNIGHT VISITORS



	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2019/2020	Calendar YTD
2020	333,000	334,000	118,000	19,000	18,000	37,000	93,000	113,000	88,000	148,000	167,000	240,000	1,708,000	555,000	1,708,000
2019	302,000	330,000	283,000	245,000	231,000	298,000	346,000	367,000	376,000	407,000	418,000	486,000	4,089,000	1,311,000	4,089,000
% change	10.3%	1.2%	-58.3%	-92.2%	-92.2%	-87.6%	-73.1%	-69.2%	-76.6%	-63.6%	-60.0%	-50.6%	-58.2%	-57.7%	-58.2%

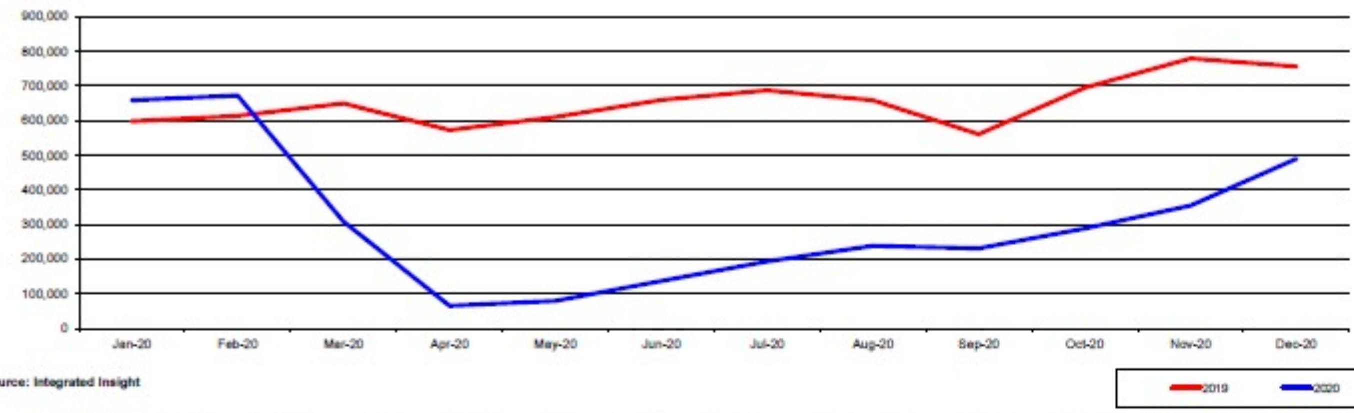
GREATER MIAMI TOTAL OVERNIGHT VISITORS



Source: Integrated Insight

	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2019/2020	Calendar YTD
2020	1,390,000	1,368,000	713,000	165,000	205,000	350,000	426,000	497,000	491,000	642,000	686,000	945,000	7,878,000	2,273,000	7,878,000
2019	1,417,000	1,416,000	1,519,000	1,357,000	1,322,000	1,272,000	1,378,000	1,354,000	1,160,000	1,299,000	1,375,000	1,454,000	16,323,000	4,128,000	16,323,000
% change	-1.9%	-3.4%	-53.1%	-87.8%	-84.5%	-72.5%	-69.1%	-63.3%	-57.7%	-50.6%	-50.1%	-35.0%	-51.7%	-44.9%	-51.7%

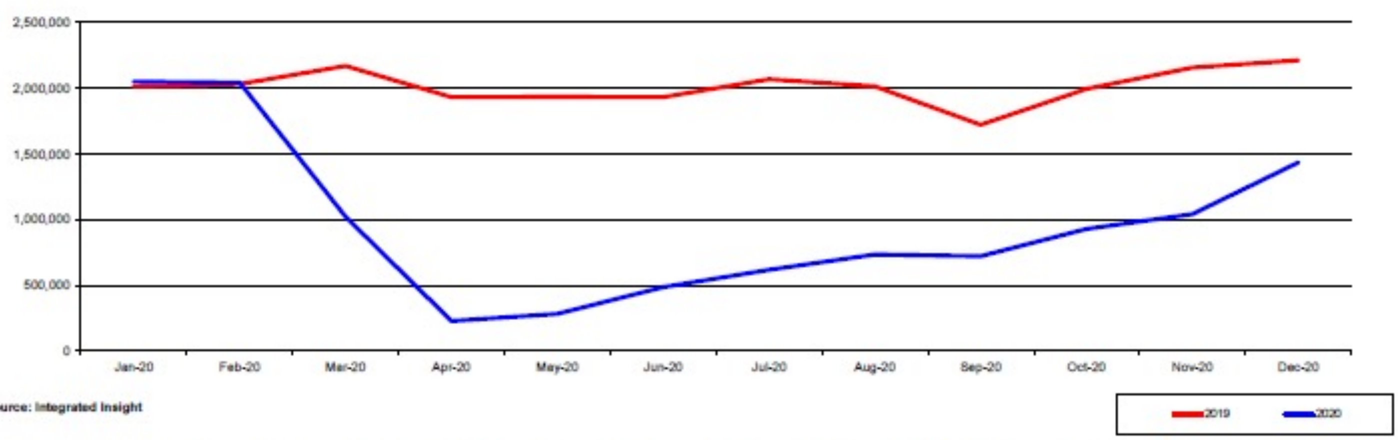
GREATER MIAMI TOTAL DAY VISITORS



Source: Integrated Insight

	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2019/2020	Calendar YTD
2020	659,000	673,000	309,000	65,000	79,000	137,000	193,000	238,000	231,000	288,000	355,000	490,000	3,717,000	1,133,000	3,717,000
2019	598,000	614,000	650,000	573,000	611,000	660,000	688,000	659,000	561,000	695,000	780,000	757,000	7,846,000	2,232,000	7,846,000
% change	10.2%	9.6%	-52.5%	-88.7%	-87.1%	-79.2%	-71.9%	-63.9%	-58.8%	-58.6%	-54.5%	-35.3%	-52.6%	-49.2%	-52.6%

GREATER MIAMI TOTAL VISITORS (OVERNIGHT AND DAY)

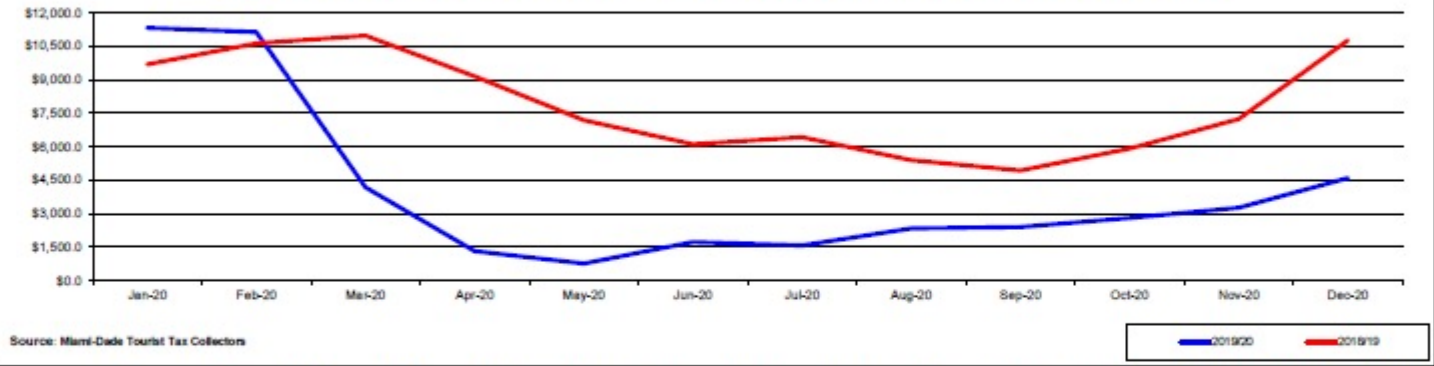


Source: Integrated Insight

	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2019/2020	Calendar YTD
2020	2,049,000	2,041,000	1,022,000	230,000	284,000	487,000	619,000	735,000	722,000	930,000	1,041,000	1,435,000	11,595,000	3,406,000	11,595,000
2019	2,015,000	2,030,000	2,169,000	1,930,000	1,933,000	1,932,000	2,066,000	2,013,000	1,721,000	1,994,000	2,155,000	2,211,000	24,169,000	6,360,000	24,169,000
% change	1.7%	0.5%	-52.9%	-88.1%	-85.3%	-74.8%	-70.0%	-63.5%	-58.0%	-53.4%	-51.7%	-35.1%	-52.0%	-46.4%	-52.0%

MIAMI-DADE COUNTY CONVENTION DEVELOPMENT TAX (000)
Activity Month

CDT Tax is a 3% tax on hotel room rate collected in all hotels exclusive of Bal Harbour and Surfside. This revenue is for building and maintain public facilities

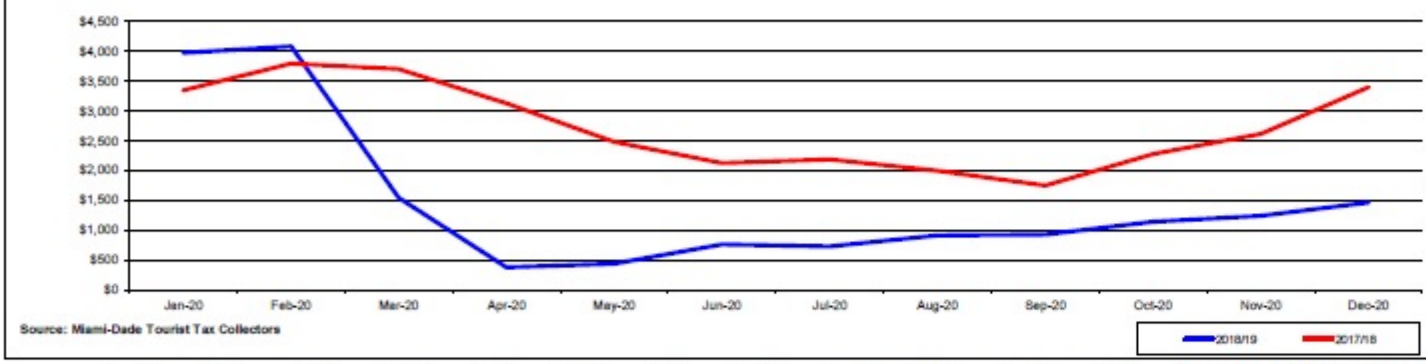


Source: Miami-Dade Tourist Tax Collectors

	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2020/2021	Calendar YTD
2019/20	$11,322.9	$11,134.8	$4,183.1	$1,327.4	$769.2	$1,734.0	$1,579.9	$2,338.3	$2,407.4	$2,807.9	$3,262.5	$4,594.8	$47,462.2	$10,665.2	$47,462.2
2018/19	$9,682.9	$10,626.1	$10,971.1	$9,147.6	$7,189.2	$6,108.5	$6,422.9	$5,401.6	$4,935.0	$5,924.4	$7,234.1	$10,766.0	$94,409.4	$23,924.5	$94,409.4
% change	16.9%	4.8%	-61.9%	-85.5%	-89.3%	-71.6%	-75.4%	-56.7%	-51.2%	-52.6%	-54.9%	-57.3%	-49.7%	-55.4%	-49.7%

MIAMI-DADE TOURIST DEVELOPMENT TAX (000)
Activity Month

Miami-Dade Resort tax is a 2% tax on hotel room rate, excluding Bal Harbour, Miami Beach and Surfside properties. This money funds the GMCVB and TDC

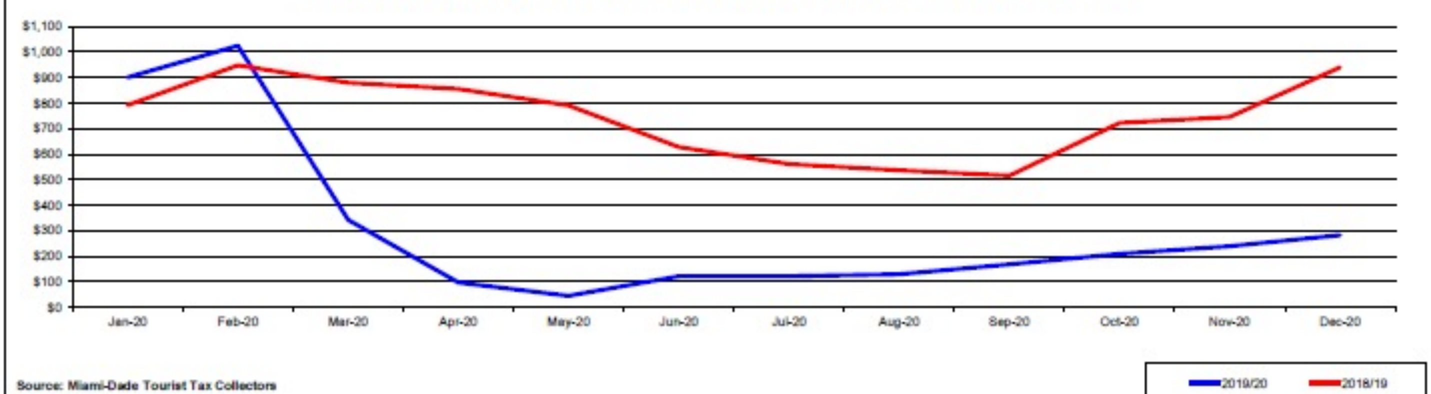


Source: Miami-Dade Tourist Tax Collectors

	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2020/2021	Calendar YTD
2018/19	$3,972.7	$4,084.5	$1,543.3	$376.7	$438.3	$758.0	$727.0	$912.1	$925.9	$1,142.0	$1,241.5	$1,466.1	$17,588.1	$3,849.6	$17,588.1
2017/18	$3,345.3	$3,795.5	$3,704.2	$3,127.9	$2,481.1	$2,124.0	$2,187.2	$1,995.2	$1,748.6	$2,278.8	$2,616.0	$3,399.6	$32,803.4	$8,294.4	$32,803.4
% change	18.8%	7.6%	-58.3%	-88.0%	-82.3%	-64.3%	-66.8%	-54.3%	-47.0%	-49.9%	-52.5%	-56.9%	-46.4%	-53.6%	-46.4%

MIAMI-DADE 2% HOTEL FOOD & BEVERAGE TAX (000)
Activity Month

Miami-Dade 2% F& B Tax is charged on food and beverages purchased in hotels excluding Bal Harbour, Miami Beach and Surfside.

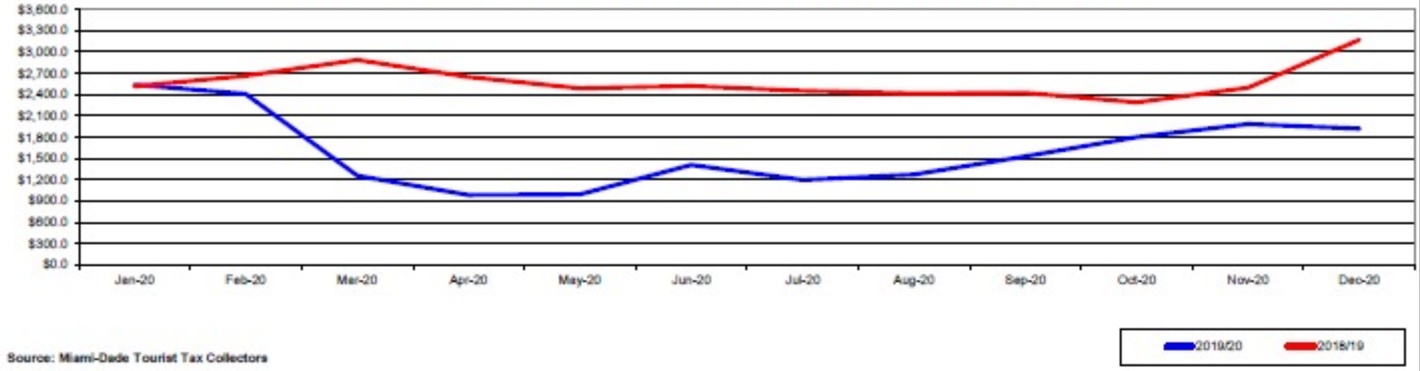


Source: Miami-Dade Tourist Tax Collectors

	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2020/2021	Calendar YTD
2019/20	$901.3	$1,024.8	$341.9	$96.6	$44.1	$120.5	$120.7	$128.9	$167.0	$208.3	$238.5	$281.5	$3,674.1	$728.3	$3,674.1
2018/19	$791.5	$947.9	$879.3	$855.1	$791.3	$627.8	$561.2	$536.6	$515.1	$722.3	$744.8	$939.2	$8,912.1	$2,406.3	$8,912.1
% change	13.9%	8.1%	-61.1%	-88.7%	-94.4%	-80.8%	-78.5%	-76.0%	-67.6%	-71.2%	-68.0%	-70.0%	-58.8%	-69.7%	-58.8%

MIAMI-DADE 1% RESTAURANT FOOD AND BEVERAGE TAX (000)
Activity Month

Miami-Dade 1% F& B Tax is charged on food and beverages purchased in restaurants not in hotels excluding Bal Harbour, Miami Beach and Surfside.

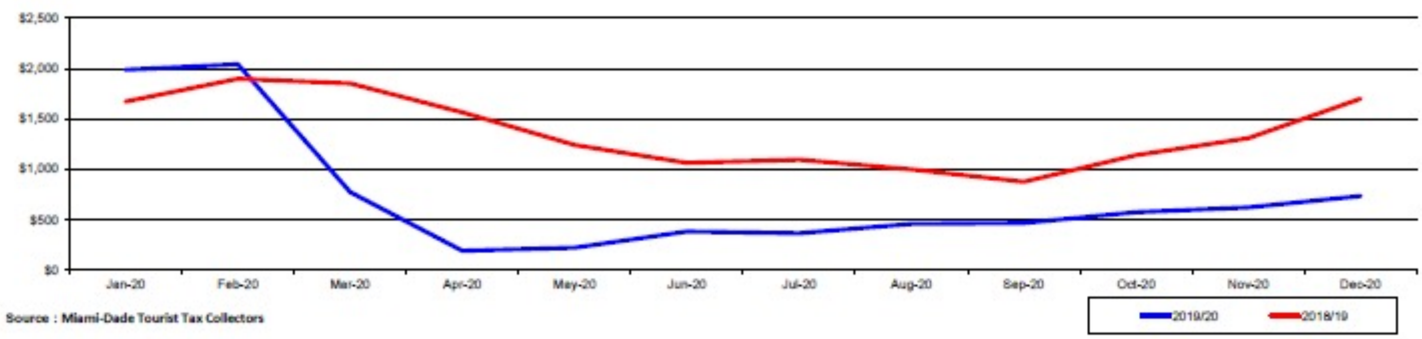


Source: Miami-Dade Tourist Tax Collectors

	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2020/2021	Calendar YTD
2019/20	$2,539.1	$2,408.7	$1,254.4	$982.9	$992.8	$1,407.8	$1,194.2	$1,272.3	$1,529.0	$1,799.3	$1,983.4	$1,921.2	$19,285.1	$5,703.9	$19,285.1
2018/19	$2,515.3	$2,663.8	$2,888.2	$2,649.6	$2,486.3	$2,518.6	$2,453.5	$2,413.9	$2,425.2	$2,290.4	$2,494.6	$3,171.8	$30,971.2	$7,956.8	$30,971.2
% change	0.9%	-9.6%	-56.6%	-62.9%	-60.1%	-44.1%	-51.3%	-47.3%	-37.0%	-21.4%	-20.5%	-39.4%	-37.7%	-28.3%	-37.7%

MIAMI-DADE 1% PROFESSIONAL SPORTS TAX (000)
Activity Month

Miami-Dade Sports Tax is 1% tax on the hotel room rate exclusive of Miami Beach, Surfside and Bal Harbour. This money is used to build and maintain professional sports facilities

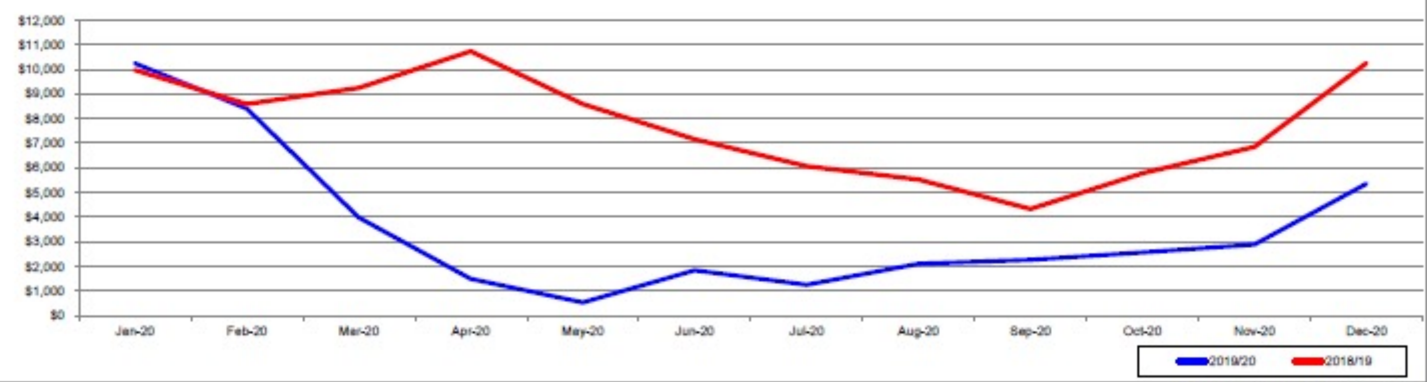


Source : Miami-Dade Tourist Tax Collectors

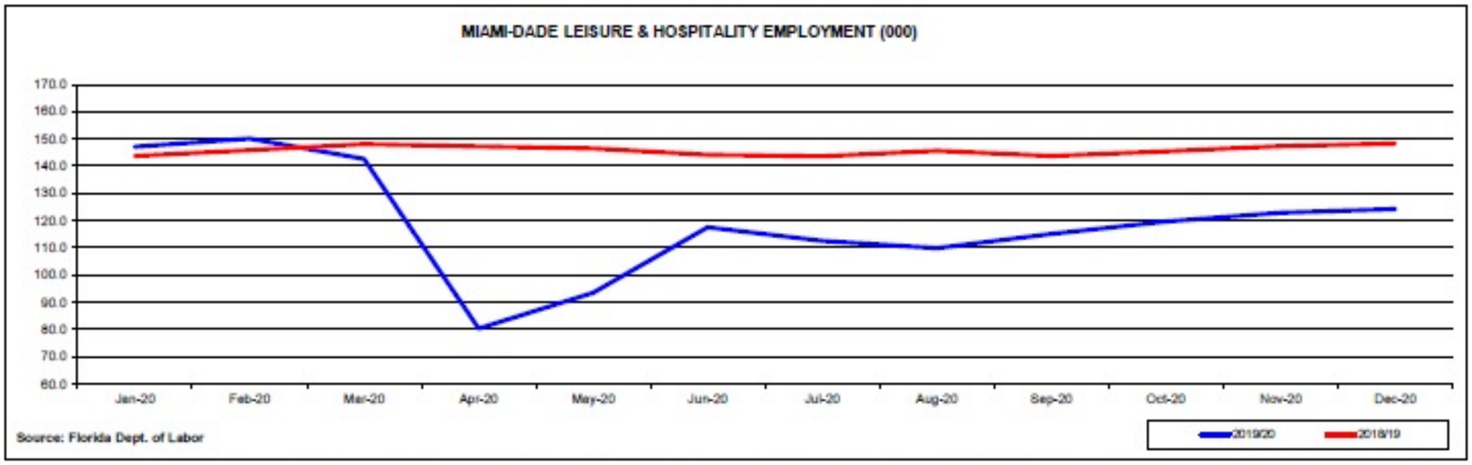
	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2020/2021	Calendar YTD
2019/20	$1,986.4	$2,042.2	$771.6	$188.4	$219.1	$379.1	$363.5	$456.0	$462.9	$571.0	$620.7	$733.1	$8,794.0	$1,924.8	$8,794.0
2018/19	$1,672.7	$1,897.8	$1,852.1	$1,563.9	$1,240.5	$1,061.8	$1,093.6	$997.6	$874.3	$1,139.4	$1,308.0	$1,699.8	$16,401.5	$4,147.2	$16,401.5
% change	18.8%	7.6%	-58.3%	-88.0%	-82.3%	-64.3%	-66.8%	-54.3%	-47.1%	-49.9%	-52.5%	-56.9%	-46.4%	-53.6%	-46.4%

MIAMI BEACH RESORT TAX (000)
Activity Month

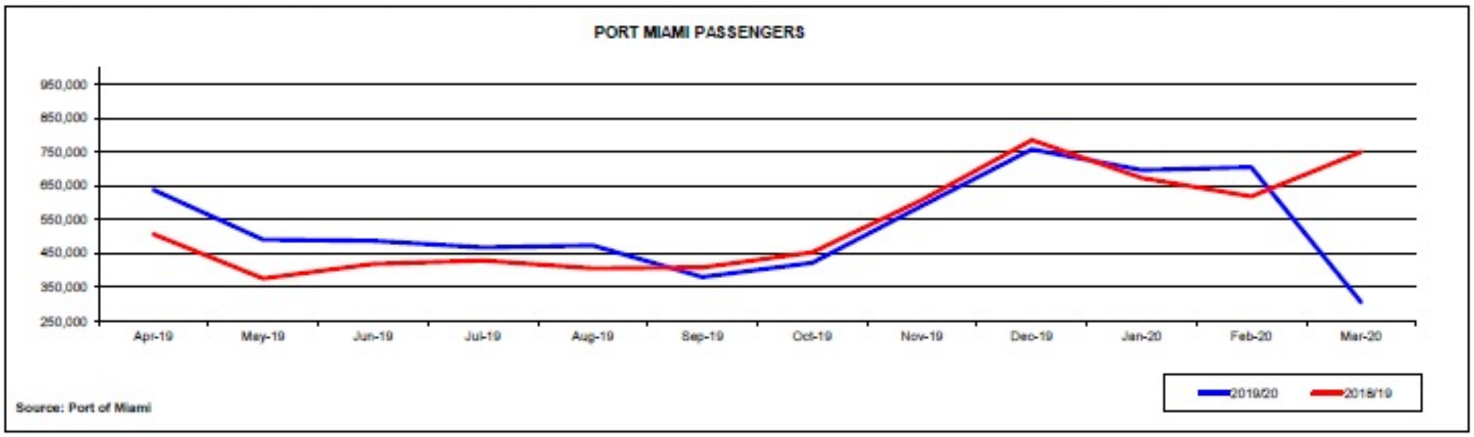
Miami Beach Resort Tax includes 4% tax on hotel rooms and 2% tax on food and beverage sold in restaurants and hotels



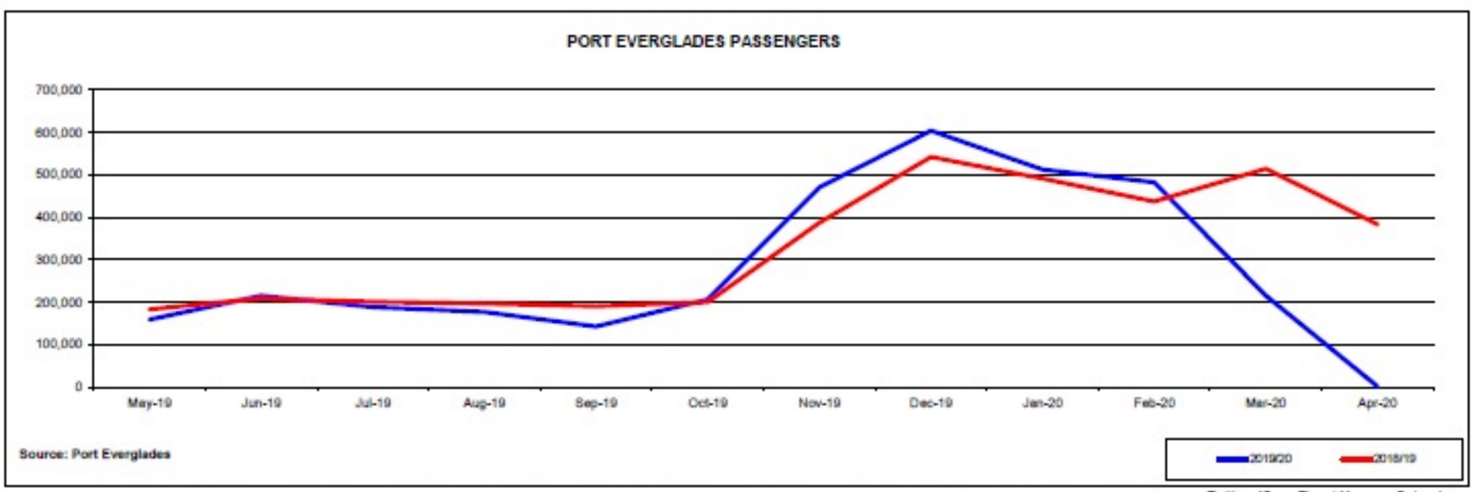
	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2020/2021	Calendar YTD
2019/20	$10,241.3	$8,410.1	$3,977.1	$1,488.0	$532.6	$1,836.8	$1,251.3	$2,100.9	$2,261.0	$2,565.3	$2,892.6	$5,350.2	$42,907.2	$10,808.1	$42,907.2
2018/19	$9,975.8	$8,586.8	$9,246.4	$10,734.0	$8,590.2	$7,156.0	$6,064.3	$5,522.3	$4,330.3	$5,773.2	$6,852.2	$10,252.1	$93,083.6	$22,877.5	$93,083.6
% change	2.7%	-2.1%	-57.0%	-86.1%	-93.8%	-74.3%	-79.4%	-62.0%	-47.8%	-55.6%	-57.8%	-47.8%	-53.9%	-52.8%	-53.9%



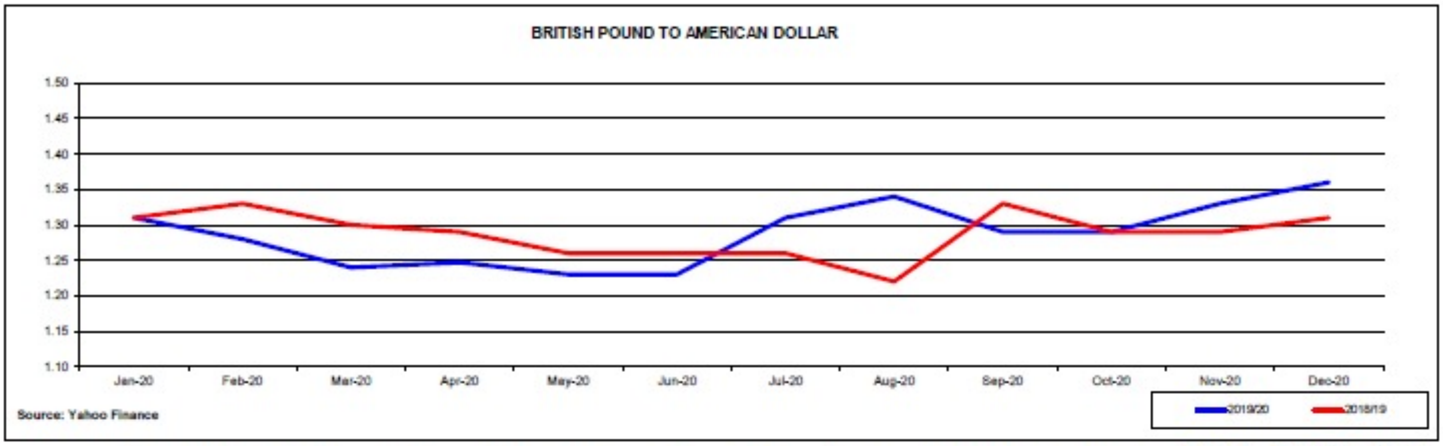
	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2020/2021	Calendar YTD
2019/20	147.1	150.1	142.7	80.3	93.5	117.5	112.5	109.9	115.1	119.7	122.8	124.2	119.6	122.2	119.6
2018/19	143.7	145.8	148.1	147.2	146.5	144.1	143.6	145.6	143.7	145.4	147.3	148.3	145.8	147.0	145.8
% change	2.4%	2.9%	-3.6%	-45.4%	-36.2%	-18.5%	-21.7%	-24.5%	-19.9%	-17.7%	-16.6%	-16.3%	-17.9%	-16.8%	-17.9%



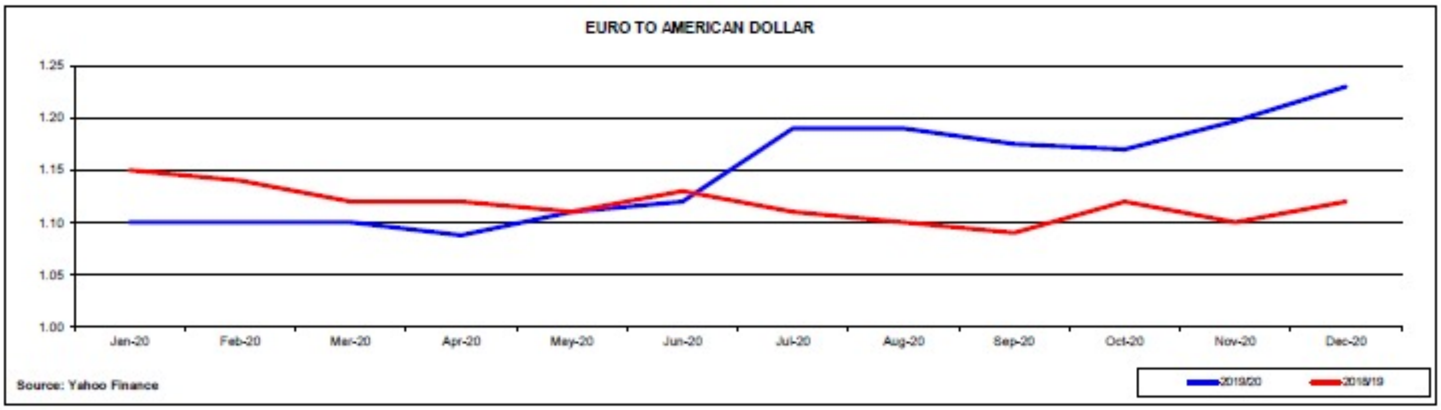
	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Rolling 12 Months	Fiscal Year 2019/2020	Calendar YTD
2019/20	637,947	490,545	487,389	467,716	473,466	380,434	422,292	591,187	757,587	695,869	704,361	305,420	6,414,213	3,476,716	1,705,650
2018/19	507,397	375,980	418,495	428,776	405,736	408,343	452,758	607,864	784,878	672,742	618,166	749,911	6,431,046	3,886,319	2,040,819
% change	25.7%	30.5%	16.5%	9.1%	16.7%	-6.8%	-6.7%	-2.7%	-3.5%	3.4%	13.9%	-59.3%	-0.3%	-10.5%	-16.4%



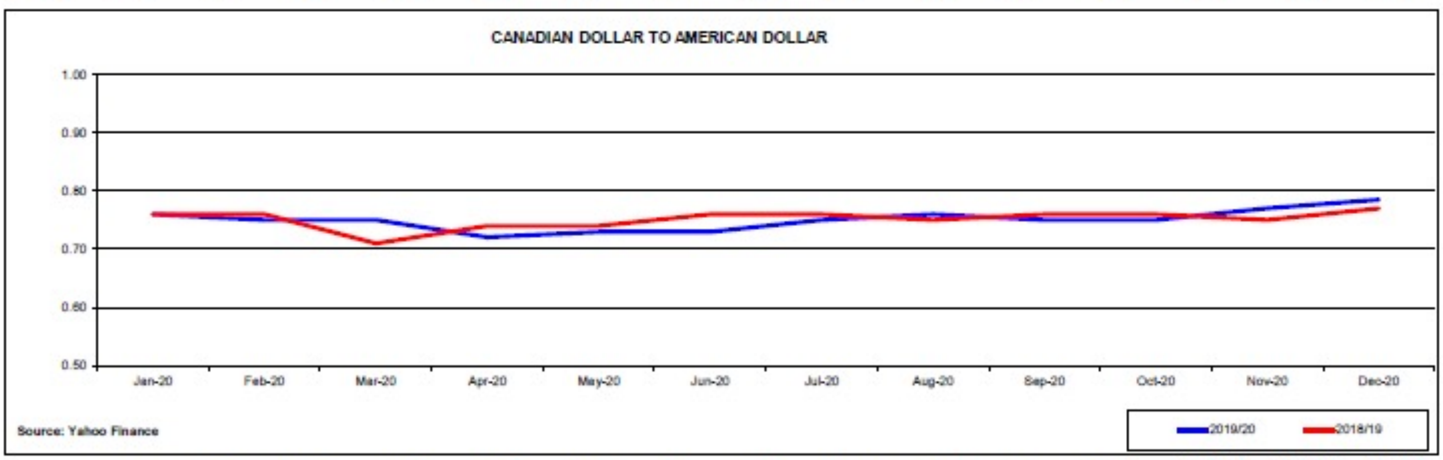
	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	Rolling 12 Months	Fiscal Year 2019/2020	Calendar YTD
2019/20	158,721	214,412	187,845	176,288	142,461	205,849	470,211	603,607	511,834	481,552	214,490	908	3,368,178	2,488,451	1,208,784
2018/19	182,663	208,791	200,383	196,087	189,784	199,310	387,114	541,794	490,769	436,563	513,692	382,566	3,929,516	2,951,808	1,823,590
% change	-13.1%	2.7%	-6.3%	-10.1%	-24.9%	3.3%	21.5%	11.4%	4.3%	10.3%	-58.2%	-99.8%	-14.3%	-15.7%	-33.7%



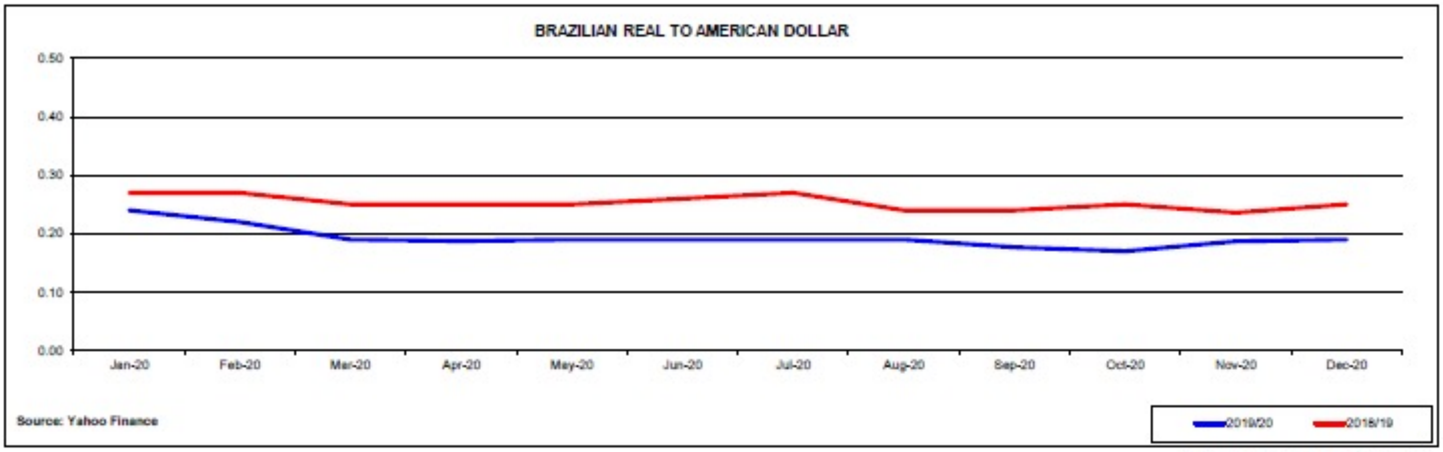
	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2020/2021	Calendar YTD
2019/20	1.31	1.28	1.24	1.25	1.23	1.23	1.31	1.34	1.29	1.29	1.33	1.36	1.29	1.33	1.29
2018/19	1.31	1.33	1.30	1.29	1.26	1.26	1.26	1.22	1.33	1.29	1.29	1.31	1.29	1.30	1.29
% change	0.0%	-3.8%	-4.6%	-3.3%	-2.4%	-2.4%	4.0%	9.8%	-3.0%	0.0%	3.1%	3.8%	0.0%	2.3%	0.0%



	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2020/2021	Calendar YTD
2019/20	1.10	1.10	1.10	1.09	1.11	1.12	1.19	1.19	1.18	1.17	1.20	1.23	1.15	1.20	1.15
2018/19	1.15	1.14	1.12	1.12	1.11	1.13	1.11	1.10	1.09	1.12	1.10	1.12	1.12	1.11	1.12
% change	-4.3%	-3.5%	-1.8%	-2.9%	0.0%	-0.9%	7.2%	8.2%	7.8%	4.5%	8.8%	9.8%	2.7%	7.7%	2.7%



	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2020/2021	Calendar YTD
2019/20	0.76	0.75	0.75	0.72	0.73	0.73	0.75	0.76	0.75	0.75	0.77	0.79	0.75	0.77	0.75
2018/19	0.76	0.76	0.71	0.74	0.74	0.76	0.76	0.75	0.76	0.76	0.75	0.77	0.75	0.76	0.75
% change	0.0%	-1.3%	5.6%	-2.6%	-1.4%	-3.9%	-1.3%	1.3%	-1.3%	-1.3%	2.7%	1.9%	-0.2%	1.1%	-0.2%



	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Rolling 12 Months	Fiscal Year 2020/2021	Calendar YTD
2019/20	0.24	0.22	0.19	0.19	0.19	0.19	0.19	0.19	0.18	0.17	0.19	0.19	0.19	0.18	0.19
2018/19	0.27	0.27	0.25	0.25	0.25	0.26	0.27	0.24	0.24	0.25	0.24	0.25	0.25	0.25	0.25
% change	-11.1%	-18.5%	-24.0%	-25.0%	-24.0%	-26.9%	-29.6%	-20.8%	-26.3%	-32.0%	-20.8%	-24.0%	-23.5%	-25.7%	-23.5%

Prepared by: GMCVB - Research Dept.

GREATER MIAMI
CONVENTION &
VISITORS BUREAU

701 Brickell Ave., Suite 2700
Miami, FL 33131 USA
305/539-3000, 800/933-8448
MiamiandBeaches.com