

Welcome Members of the Board of Directors



June 27, 2022



Call to Order & Approval of Minutes

Bruce Orosz, Chairman
President, ACT Productions



Chairman's Comments

Bruce Orosz, Chairman
President, ACT Productions













MIAMI

FIFA WORLD CUP 2026™

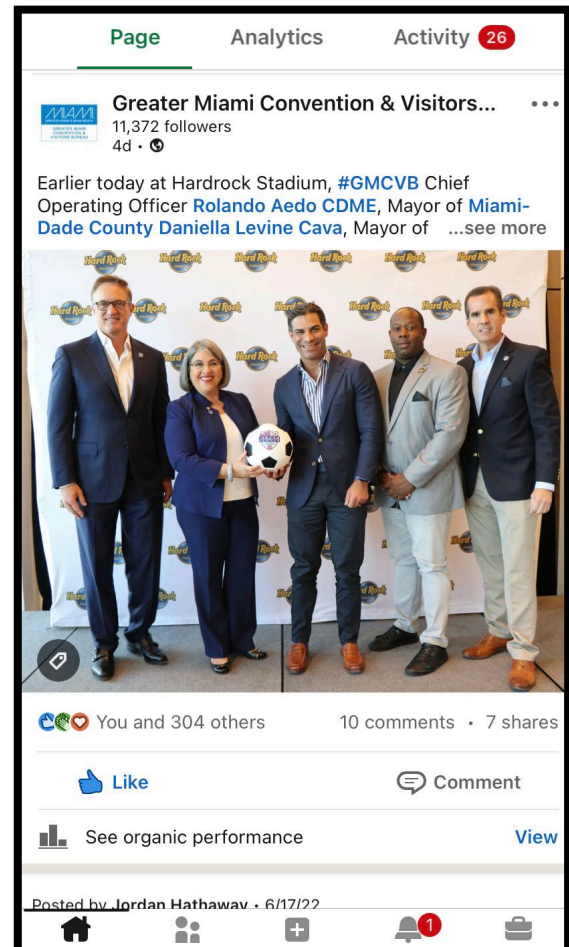
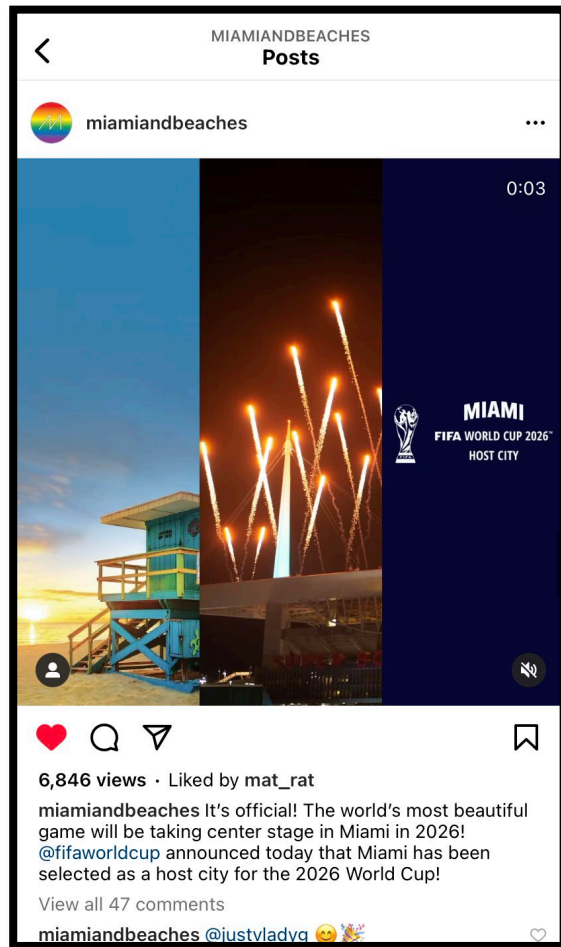
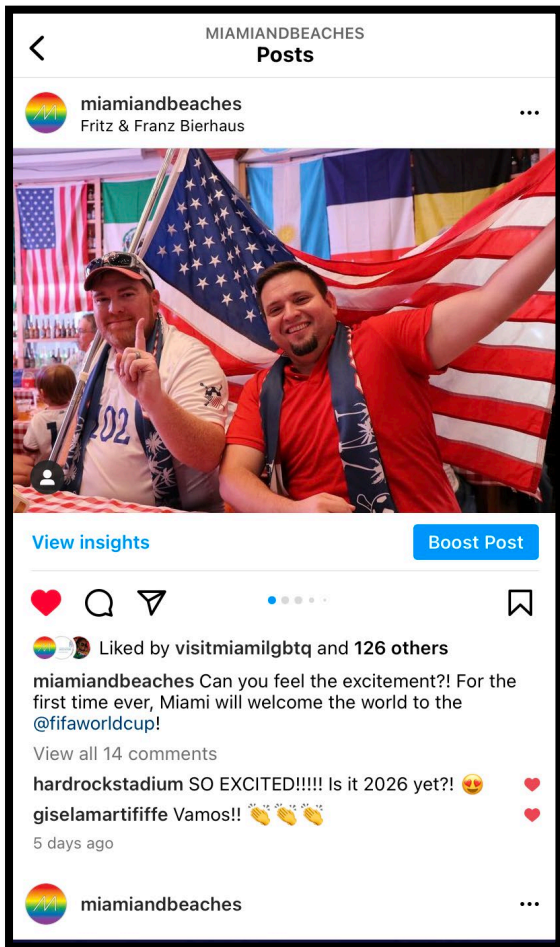
HOST CITY



MIAMI

COPA MUNDIAL DE LA FIFA 2026™

CIUDAD SEDE





Workshop Format

PLENARY SESSION

- Organisation structure
- Stadium infrastructure
- Team facilities and operations
- Transport and accommodation
- Human rights and sustainability
- Commercial
- Legal
- Brand Marketing
- Wrap-up and next steps



BREAKOUT SESSIONS

Individual sessions with each Host City to discuss bespoke topics on the following focus areas:

- Host City and commercial
- Infrastructure, team services and accommodation
- Brand Marketing

2022 Roadmap: Key milestones



FIFA WORLD CUP 2026™



Meetings & Communication



FIFA WORLD CUP 2026™

- Quarterly meetings from 2023 onwards
- Technical & functional area meetings and visits to be scheduled as needed
- Contact points: FWC26 Inc (Amy) / FWC26 Can (Peter) / FWC26 Mex (TBD)

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
HCs Meeting @ FWC26 Inc HQ			Venue visits			HCs Meeting @ FWC26 Inc HQ			Venue visits		

*Sample schedule

Art Basel's return to Switzerland (June 16-19)

Government Delegation Meeting 6/16

- President of Basel-Stadt
- U.S. Ambassador to Switzerland
- Mayor of City of Miami Beach
- City Manager, City of Miami Beach
- President of MCH Group

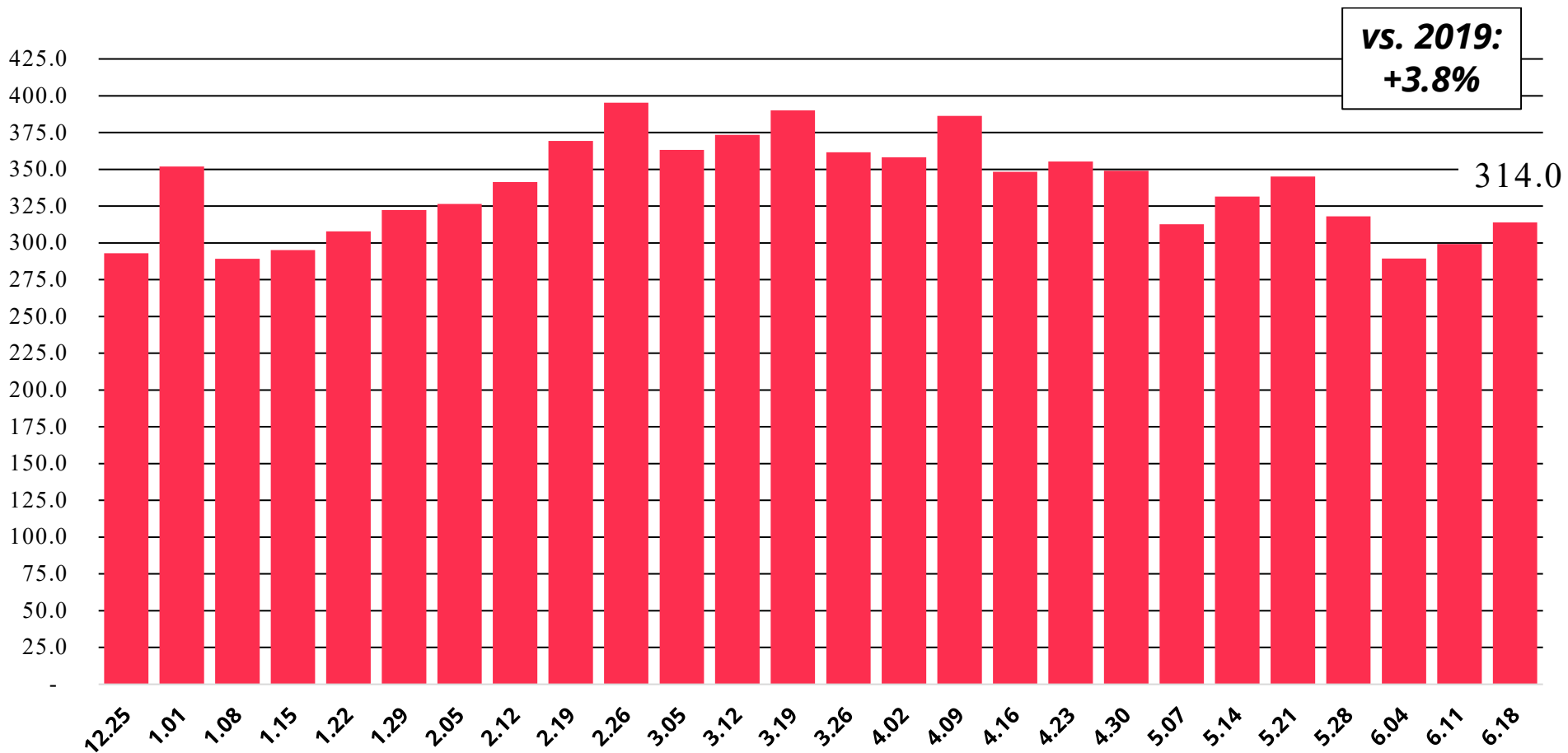


President's Report

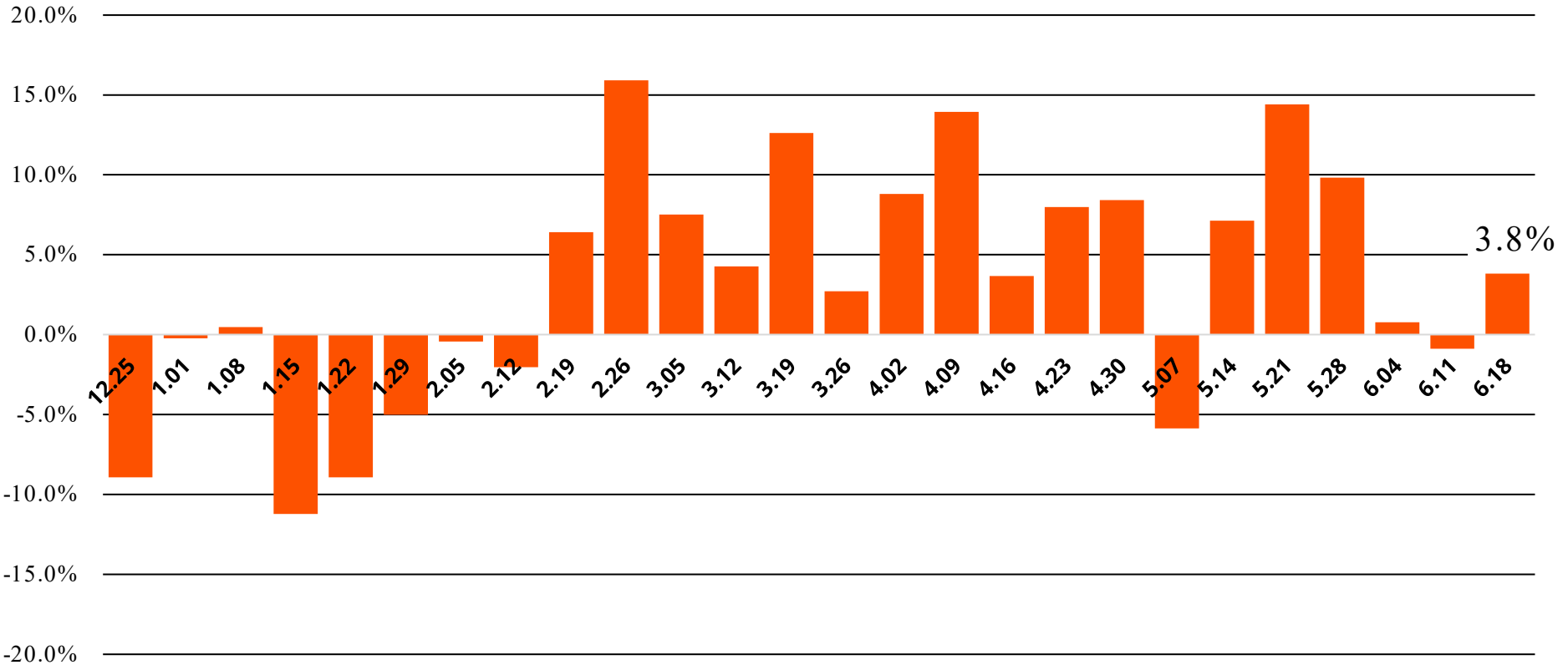
David Whitaker
President & CEO



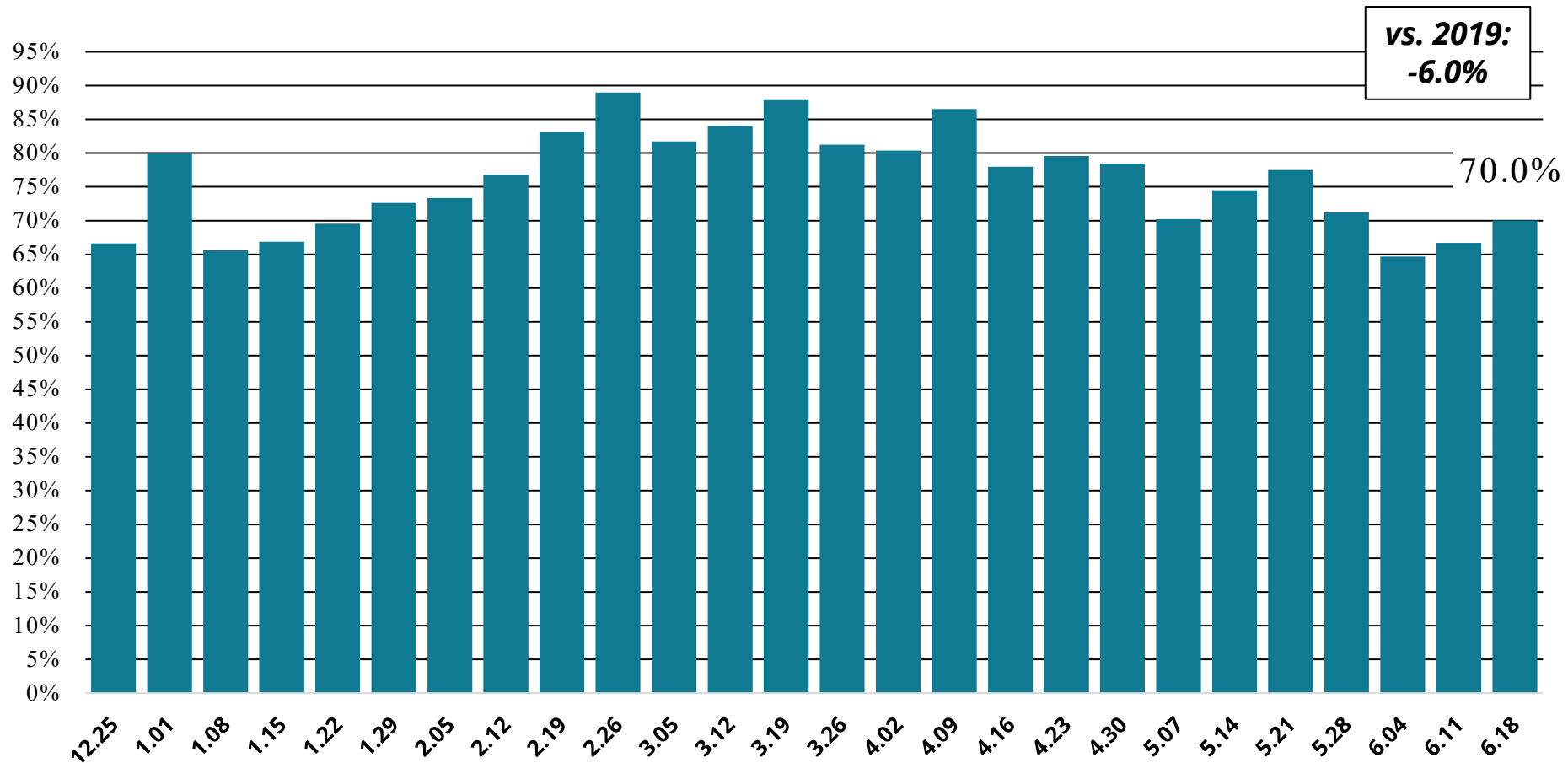
Hotel Demand / Rooms Sold (in 1000s - last 6 months)



Miami-Dade County Weekly Demand % Change (vs 2019)

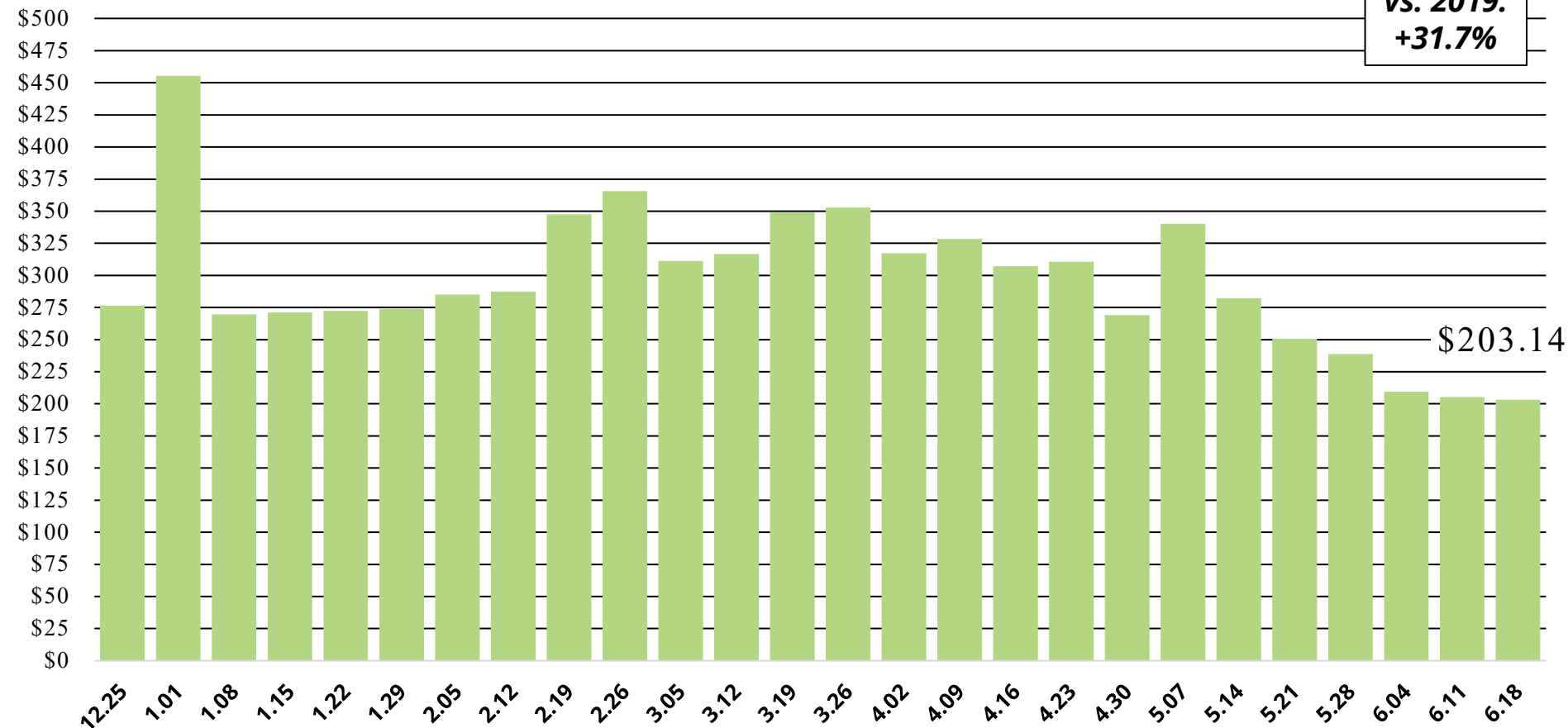


Weekly Occupancy (last 6 months)



Weekly ADR (last 6 months)

vs. 2019:
+31.7%



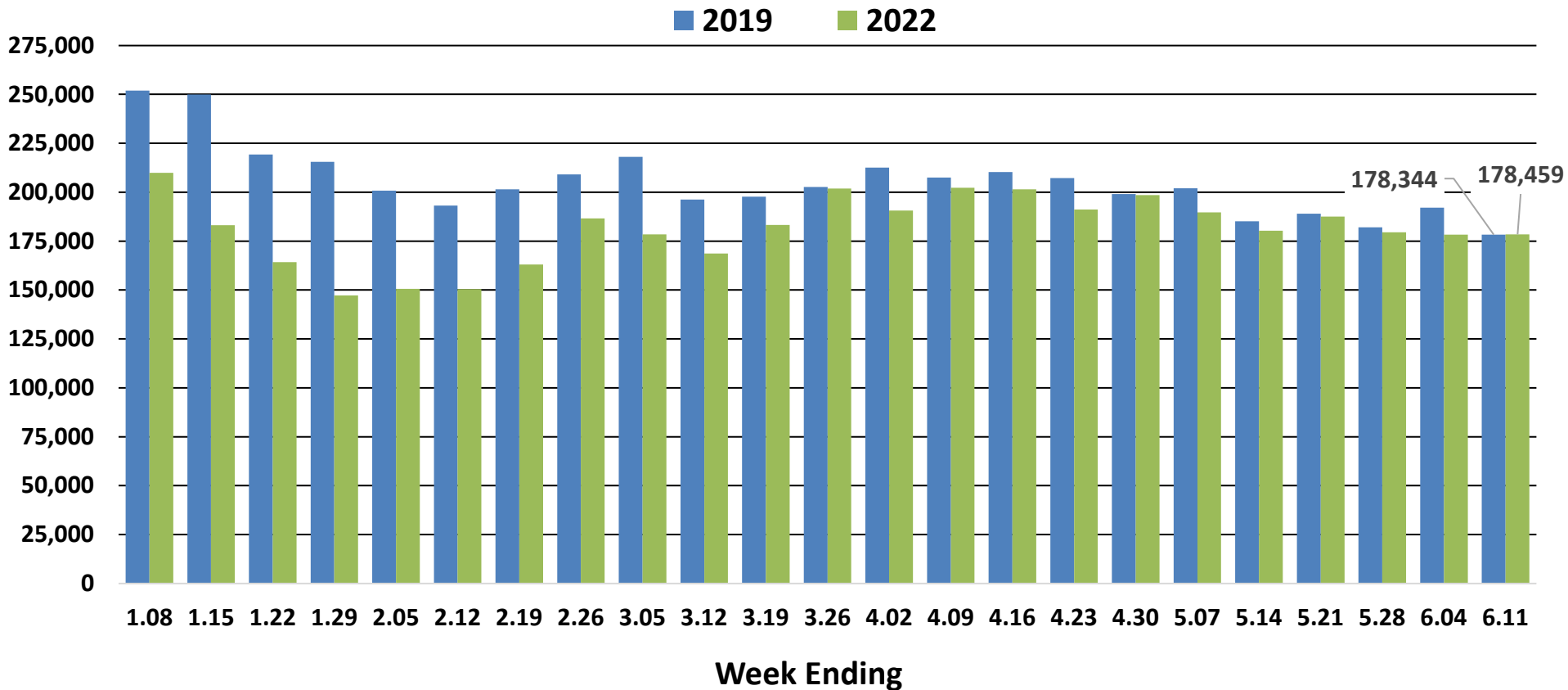
Top 10 Hotel Markets Jan - April 2022

Occupancy		
Rank	Market	%
1	Miami-Dade	77.0%
2	Tampa	76.5%
3	Phoenix	73.4%
4	Orlando	73.0%
5	Oahu Island	72.6%
6	San Diego	70.0%
7	Los Angeles	69.2%
8	Anaheim	66.8%
9	Nashville	65.6%
10	New York	65.2%

ADR		
Rank	Market	\$
1	Miami-Dade	\$301.82
2	Oahu Island	\$245.44
3	New York	\$240.22
4	Los Angeles	\$196.97
5	San Francisco	\$191.61
6	Anaheim	\$187.75
7	Phoenix	\$187.75
8	New Orleans	\$187.71
9	Boston	\$184.69
10	Tampa	\$183.95

RevPAR		
Rank	Market	\$
1	Miami-Dade	\$232.37
2	Oahu Island	\$178.27
3	New York	\$156.65
4	Tampa	\$140.72
5	Phoenix	\$137.86
6	Los Angeles	\$136.40
7	San Diego	\$128.11
8	Anaheim	\$125.49
9	New Orleans	\$121.01
10	Orlando	\$114.58

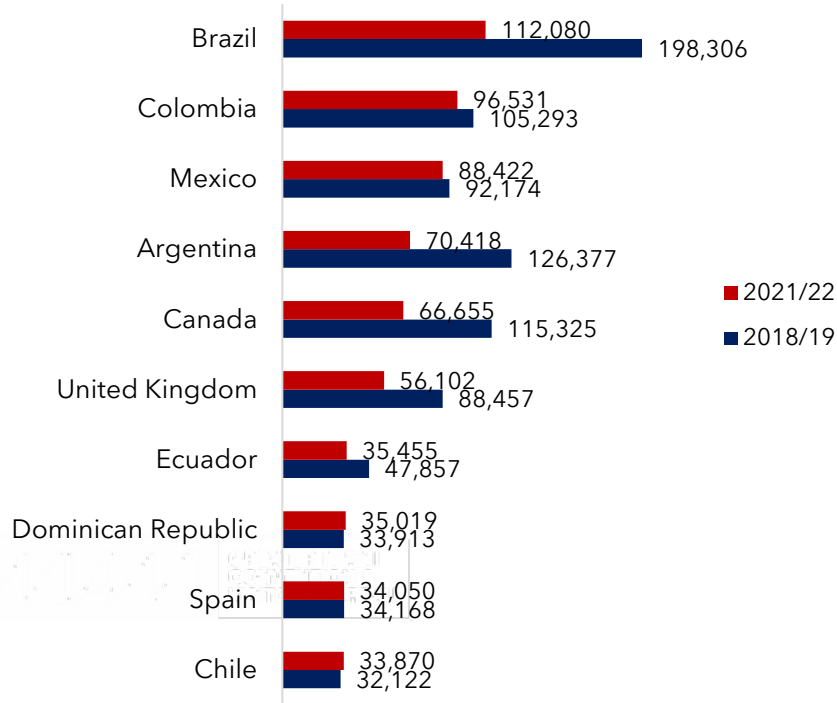
Miami International Airport - Weekly International Arrivals



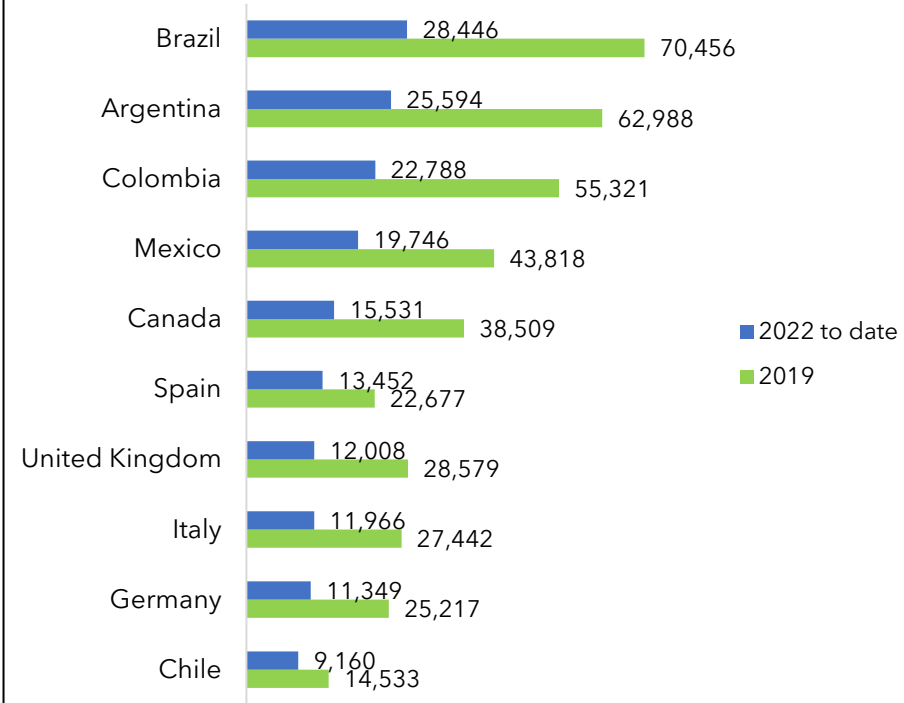
ARC - Top International Bookings into Miami

(Travel Agencies, incl. OTAs)

Past 6 Months (Dec 21/May 22)



June, July, August



TripAdvisor's 2022 Best of the Best Awards



Top Overall Experiences

Third

Little Havana Food & Walking Tour
Miami Culinary Tours



Top Destination for Food Lovers

Fourth

Miami Beach



Popular Destination

Eighth

Miami Beach

Miami-Dade Charter School Summer Youth Employment Program



Registration is now open for the Miami-Dade Charter School Summer Youth Employment Program! Through this initiative sponsored by Miami-Dade County, CareerSource South Florida and The Children's Trust, eligible Charter School youth will earn \$13.88 an hour for 150 hours to include 20 hours of Work Readiness Skills Training.

The Miami-Dade Charter School Summer Youth Employment Program helps youth between the ages of 15 and 18 residing in Miami-Dade County develop employment skills by providing them with valuable work experience. Participating youth will also receive financial literacy training and information related to budgeting and investing.

BEGINS JUNE 1, 2022 AND ENDS SEPTEMBER 25, 2022



Finance & Administration

Elizabeth Hicks, Chairperson
GMCVB Finance Committee

Alvin L. West, CDME
Chief Financial Officer & Senior Vice President



Summary of Activities Eight Months Ended May 31, 2022

(In \$1,000's)

	Year To Date		Actual vs Budget Over / (Under) %
	Actual	Budget	
NET REVENUE	28,803	21,523	33.8%
TOTAL EXPENSES	19,412	21,605	-10.2%
OPERATING SURPLUS/ (DEFICIT)	9,392	(82)	
OPERATIONAL FUNDS FROM RESERVES	781	781	
ADJUSTED OPERATING SURPLUS/ (DEFICIT)	10,173	699	

Revenue Eight Months Ended May 31, 2022

(In \$1,000's)

	Year To Date		Actual vs. Budget Over / (Under) %
	Actual	Budget	
REVENUE			
MIAMI DADE COUNTY TDT	17,043	12,910	32.0%
MIAMI DADE COUNTY 2% F & BTAX	6,182	4,899	26.2%
CITY OF MIAMI BEACH	5,228	3,545	47.5%
PARTNERSHIP DUES (NET)	729	660	10.5%
MEMBER PROGRAMS, CONTRIBUTED SERVICES & MISC	539	779	-30.9%
TOTAL ALL REVENUE	29,721	22,793	30.4%
LESS ADJUSTMENTS FOR PROGRAM REVENUE & INTERLOCALS	(917)	(1,269)	-27.7%
NET REVENUE	28,803	21,523	33.8%

Program Expenses Eight Months Ended May 31, 2022

(In \$1,000's)

	Year To Date		Actual vs. Budget Over / (Under) %
	Actual	Budget	
<u>PROGRAM OF WORK SALES & MARKETING EXPENSES</u>			
MARKETING, MEDIA RELATIONS & TOURISM PROMOTION	10,179	11,533	-11.7%
MULTICULTURAL TOURISM DEVELOPMENT	851	1,072	-20.6%
CONVENTION SALES & SERVICES	872	1,339	-34.9%
PARTNERSHIP SALES	203	165	22.9%
PERSONNEL COSTS	4,631	4,626	0.1%
TOTAL PROGRAM EXPENSES	16,736	18,734	-10.7%
GENERAL & ADMINISTRATIVE EXPENSES	1,653	1,732	-4.5%
OVERHEAD & INSURANCE	745	799	-6.7%
OTHER EXPENSES	277	340	-18.6%
TOTAL EXPENSES	19,412	21,605	-10.2%

Mid-Year Review & Budget Revisions (recommendations)



FY 21-22 Midyear Budget Review & Plan

Tourist Tax Revenue Variance Forecast						
	Actual 7 Mos	Forecast 5 Mos	Fiscal Year	Budget	Over/(Under)	%
Miami Dade County TDT	\$14,468,305	\$9,608,982	\$24,077,287	\$20,219,173	\$3,858,114	19%
Miami Dade County F & B	\$5,272,694	\$3,608,609	\$8,881,303	\$7,601,116	\$1,280,187	17%
City of Miami Beach Resort Tax	\$4,376,320	\$2,933,534	\$7,309,854	\$5,462,820 *	\$1,847,034	34%
Total Tourist Tax Revenue Forecast	\$24,117,319	\$16,151,125	\$40,268,444	\$33,283,109	\$6,985,335	21%
FY 21-22 Budgeted Operating Surplus					\$1,800,000	
Total Projection For Incremental Spending & Designated Funds					\$8,785,335	

Incremental Spending / Designated Funds	
City of Miami Beach Increased programming (50% of \$1,847,034 per contract) *	\$923,517
Future Host City Reserves	
Superbowl '25 (Current Reserves \$250,000)	\$500,000
College Football Championships '26 (Current Reserves \$175,000)	\$175,000
PCMA '27	\$100,000
	<u>\$775,000</u>
Convention & Meeting Booking Incentives	<u>\$1,500,000</u>
Incremental Sales & Marketing Programs	
Incremental Sales & Marketing Programs	\$1,000,000
Campaign Relaunch	\$1,500,000
Miami Beach March / Spring Initiatives	\$1,000,000
Quick Response Fund	\$2,000,000
	<u>\$5,500,000</u>
Total Incremental Spending / Designated Funds	<u>\$8,698,517</u>

Projected Undesignated Funds

\$86,818

Mid-Year Budget Revisions (recommendations)

Future Host City Reserves

Super Bowl '25 (current reserve \$250,000)	\$ 500,000
College Football Championship '26 (current reserve \$175,000)	\$ 175,000
PCMA Host City '27	<u>\$ 100,000</u>
	\$ 775,000
 City of Miami Beach Increased Programming (50% of \$1,847,034)	 \$ 923,517

Destination Campaign Relaunch - \$1.5 Million

Funds to redevelop and deploy Greater Miami and Miami Beach destination-wide brand platform and marketing campaign following extensive research.

Emphasis will be on:

- Evolution of Found in Miami campaign
- Updated Storytelling with new messaging and imagery
- Leisure and Meetings and Conventions audience
- New audience segments and personas
- Expanded Neighborhood Strategy

March / Spring Break Initiatives - \$1 million

Funds set aside to develop strategic initiatives and create incentives for programming and events during high impact periods in the March / Spring timeframe.

Priorities:

- Focus on Ocean Drive with City and County-wide benefits
- Multiday event strategy especially during 2nd and 3rd week of March
- Leverage equity of Miami Beach Live initiative
- Potential to utilize large room blocks, multiple venues and MBCC
- Efforts to be closely coordinated with City, BIDs and Associations

Quick Response Fund - \$2 million

Funds set aside to quickly respond to weakness in demand due to unforeseen circumstances and/or market conditions. Programs will be deployed as needed and are designed to drive demand targeting the affluent traveler.

Program Highlights Include:

- OTA Partnerships for high-end customers (i.e. Expedia)
- Paid Social Media to expand presence among key platforms
- Expanded Paid Search to increase visibility in the planning phases
- Digital Display and Native Advertising to expand Brand and Deal offerings
- Partnership with American Airlines to support key routes

Mid-Year Budget Revisions (recommendations)

Quick Response Fund Options

Display Advertising	\$ 600,000
Online Travel Agencies	\$ 600,000
Paid Social	\$ 200,000
Paid Search	\$ 400,000
AA Partnership	<u>\$ 200,000</u>
	\$2,000,000

Recap of Budget Allocation for Marketing Programs

Incremental Sales / Marketing Programs	\$1,000,000
Destination Campaign Relaunch	\$1,500,000
March / Spring Initiatives	\$1,000,000
Quick Response Fund	\$2,000,000
Total Marketing Initiatives	\$5,500,000



Incremental Programs - \$1 Million

To maintain overall momentum, capitalize on reopened international markets, leverage partner investments, identify new co-op opportunities and support meetings and conventions sales efforts.

Highlights Include:

- Additional BrandUSA international programs
- Expanded Social Media / Influencer Efforts
- Retail Partnership with Credit Card
- High-Profile Sports / Entertainment / Film Events
- New Accessibility Programs / Expansion of DEI
- MBCC HQ Hotel Groundbreaking

Mid-Year Budget Revisions (recommendations)

Incremental Sales & Marketing

Advertising (Meetings/Conventions)	\$ 85,000
Advertising (MBCC Host Hotel)	\$ 100,000
MasterCard International Campaign	\$ 100,000
Consumer Social Media	\$ 150,000
Communications Social Media	\$ 125,000
Marketing Research	\$ 20,000
Cultural Tourism	\$ 75,000
LGBTGQ+ Marketing	\$ 45,000
Sports & Entertainment	\$ 75,000
Travel Industry Sales	\$ 115,000
Partnership Development	\$ 60,000
Michelin Guide	<u>\$ 50,000</u>
	\$1,000,000

Mid-Year Budget Revisions (recommendations)

Convention & Meeting Booking Incentive

\$1,500,000

<u>Account Name</u>	<u>Meeting Name</u>	<u>Meeting Date</u>	<u>Peak</u>	<u>Room Nights</u>	<u>Economic Impact</u>
Burger King	Franchise Owners Conference 2023	October 2, 2023	800	2,600	\$1,707,818
HLTH	2024 HLTH	February 27, 2024	3,500	13,195	\$8,443,079
eXp Realty	eXp Shareholder Summit 2024	May 31, 2024	5,670	15,435	\$13,370,609
Million Dollar Round Table	MDRT Annual	June 16, 2025	1,691	8,206	\$15,862,952
Inda Association of Nonwoven Fabrics Industry	IDEA 2026	April 28, 2026	2,180	9,511	\$9,567,537
eXp Realty	eXp Shareholder Summit 2026	May 28, 2026	5,670	21,110	\$14,889,208
American Federation of Teachers	AFT Annual Convention 2026	July 20, 2026	2,200	10,296	\$3,678,132.86
Society of Thoracic Surgeons (STS)	Annual Meeting	January 18, 2028	2,000	7,560	\$6,782,818
American College of Chest Physicians	ACCP Annual Meeting 2028	October 31, 2028	2,900	12,702	\$8,194,428

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Total Incremental Spending / Designated Funds	<u>\$8,698,517</u>

Projected Undesignated Funds

\$86,818

Convention Sales

Julissa Kepner, Chairperson

General Manager, Miami Marriott Biscayne Bay

Carol Motley

Senior VP Convention Sales and Services



Total Sales Leads: 1,543

Total Definite Bookings: 253

Total Room Nights: 164,295

Total Economic Impact: \$325 M

	GOAL	ACHIEVED	% of GOAL
MBCC			
Bookings (wins)	17	4	23.5%
P1 (2)	90,000	10,521	11.7%
P2 (2)	30,000	6,780	22.6%
Room nights	120,000	17,301	14.4%

MBCC Definite Programs Since October 1, 2021



HLTH ViVE Convention 2022

- Dates: March 6-8, 2022
- Peak: 1,554
- TRN: 5,841
- MBCC License Status: DEFINITE



International Health Racquet and Sportclub Association 2022

- Dates: June 18-26, 2022
- Peak: 1,600
- TRN: 4,680
- MBCC License Status: DEFINITE



IFS Global Software IFS World Conference 2022

- Dates: October 9-13, 2022
- Peak: 1,200
- TRN: 4,270
- MBCC License Status: DEFINITE



The International Air Cargo Association - Air Cargo Forum Miami & Transport Logistic Americas 2022

- Dates: November 8-10, 2022
- Peak: 665
- TRN: 2,510
- MBCC License Status: DEFINITE

Salesforce Company Sales Kickoff

Dates: 2023, Feb 6-10

Peak: 5,000

TRN: 22,525

EIC: \$12,292,095.21

Spargo - Confidential Healthcare Technology Show

Dates: 2023, Oct 1-4

Peak: 3,400

TRN: 15,500

EIC: \$11,975,340.93

American Physical Society

Dates: 2025, March 14-21

Peak: 2,100

TRN: 8,500

EIC: \$14,296,744.94

RIMS, The Risk Management Society

Dates: 2025, April 27-May 1

Peak: 8,000

TRN: 32,970 *(Note: RIMS required 4500 peak, 20,000 total)*

EIC: \$38,766,122.68

ACE Hardware Corporation

Dates: 2025 and 2026, March & April

Peak: 4,400

TRN: 17,908

EIC: \$12,548,230.80

National Precast Concrete Association

Dates: 2027, March 10-12

Peak: 1,200

TRN: 4,680

EIC: \$3,074,115.17

Commodity Classic

Dates: 2028, March 1-5

Peak: 5,000

TRN: 21,000

EIC: \$14,803,704.72

North American Spine Society

Dates: 2033, September 14-18

Peak: 3,500

TRN: 12,040

EIC: \$7,892,013.51

Bitcoin

Bitcoin Miami
1,600 on peak
May 2023

National Funeral Directors Association

Annual Meeting
2,000 on peak
October 2025 or 2026

American Planning Association

National Planning Conference
1,500 on peak
May 2026

CISCO Systems

Annual Partner Summit
3,000 on peak
November 2026

American College of Obstetrician and Gynecologist

Annual Scientific Session
2,800 on peak
May 2027

Emergency Nurses Association

Annual Scientific Session
3,800 on peak
September 2027

American Society of Cataract and Refractive Surgery

ASCRS Annual Meeting
5,000 on peak
April 2029

American Association of Oral and Maxillofacial Surgeons

AAOMS Annual
2,000 on peak
September 2029

American Urological Association

Annual Meeting
9,000 on peak
May 2030

Alpha Kappa Alpha Sorority

Biennial National Convention
6,500 on peak
July 2030

**2026 Preferred - Unavailable due to FIFA*

American Dental Association

SmileCon
6,500 on peak
October 2030

RIMS, The Risk Management Society

Riskworld
8,000 on peak
April 2033

Alpha Phi Alpha Fraternity

General Convention
1,200 on peak
July 2035

GMCVB – HOT Tentatives/Economic Impact



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HLTH *	2024 ViVE	February 27, 2024	3,500	13,195	\$ 8,443,079.00
Amazon	Amazon Ops Live 2024	May 20, 2024	1500	5,875	\$ 3,834,628.00
eXp Realty	eXp Shareholder Summit 2024	May 31, 2024	5,670	15,435	\$ 13,370,609.00
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American College of Chest Physicians *	ACCP Annual Meeting 2028	October 31, 2028	2,900	12,702	\$ 8,194,428.00
National Apartment Association *	Apartmentalize	June 9, 2029	6,750	25,000	\$ 15,877,631.00
			Total:	147,028	\$102,208,840

Annual Group	Peak	Total	Attendance
Miami International Boat Show	1,082	6,415	100,000
Beyond Beauty Americas	200	1,200	1,500
Tissue World Americas	700	2,850	2,500
Seatrade Cruise Global	2,500	10,500	10,000
Miami Cosmetic Surgery	80	246	2,000
Florida International Medical Exposition/FIME	550	1,615	13,000
Art Basel	1,200	6,000	65,000
OMBAS Emerald Miami Beach Antique Show	112	804	2,500
Jewelers International Showcase	TBD	TBD	3,000
Beyond Luxury Media, Ltd.-LE Miami	TBD	TBD	2,000
eMerge Americas, LLC	230	599	15,000
Elite Exhibitions-Cruise Ship Interiors	25	93	10,000
Swimwear Association Of Florida	76	267	3,500

Total Room Nights:

30,589

Trade Shows

Connect Marketplace

Puerto Rico
May 22-25, 2022

IMEX Frankfurt

Frankfurt, Germany
May 31-June 2, 2022

PCMA Educon

New Orleans, LA
June 5-8, 2022

MPI-WEC

San Francisco, CA
June 21-24, 2022

ASAE

Nashville, TN
August 20-23, 2022

IBTM World

Barcelona, Spain
November 29-December 1, 2022



FAMS

HelmsBriscoe

July 2022

Conference Direct

September 2022

Missions

West Coast Mission

July 2022

Mid Atlantic Mission

Date TBD



Partnership Summit
The Biltmore
September 15-18, 2022

Current Sponsors:

The Biltmore
Sunny Isles
Miami Beach Convention Center

Marketing & Tourism Update

Eric Jellson, Chairperson

Area Director of Marketing & Strategy
Kimpton Hotels Florida + Caribbean

Rolando Aedo

Chief Operating Officer

Gisela Marti

VP Marketing / Tourism



Travel Sentiment (Wave 62 - June 14, 2022)

Demand For Travel Is Still Strong

- One third of American travelers now say concerns about rising transportation costs greatly impact their decision to travel in the next six months higher than one month ago
- Concerns that one's personal financial situation would greatly impact their decision to travel in the next six months is holding steady at 25%.
- Despite inflationary pressures and concerns, demand for travel is still at record highs with 91% of American travelers still indicating plans to take a trip within the next six months.
- One in six (16%) of American travelers indicate that fear of COVID-19 will greatly impact their decision to travel in the next six months as the shift from pandemic to endemic traveler mindset continues.



Michelin stars aligned for Greater Miami and Miami Beach



THE
MICHELIN
GUIDE

IS PLEASED TO
INVITE YOU TO THE

**MICHELIN
REVEAL 2022**

BIB GOURMANDS & STARS

**GREATER MIAMI, ORLANDO, TAMPA BAY
FLORIDA**

THURSDAY, JUNE 9, 2022
6:30PM | THE RITZ-CARLTON ORLANDO, GRANDE LAKES
4012 CENTRAL FLORIDA PARKWAY, ORLANDO, FL 32837

VISITFLORIDA. MAMI GREATER MIAMI & MIAMI BEACH VisitOrlando TAMPA BAY FLORIDA

PRESENTING PARTNER

Capital One

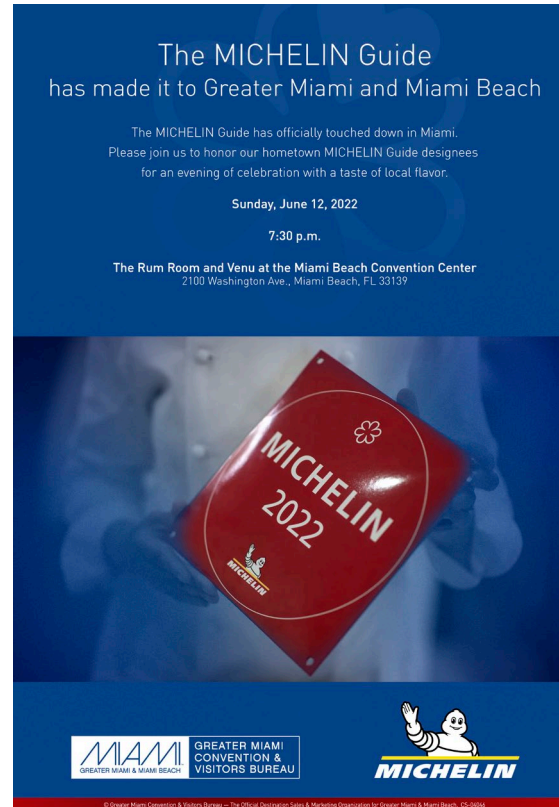
OFFICIAL PARTNERS

RÉMY MARTIN caviar WINE ACCESS BLANCPAIN

PREFERRED PARTNER

OTHERLAND SOCIETY GAGGENAU PETROSSIAN S.PELLEGRINO DELTA

#MICHELINSTAR22 MICHELIN #MICHELINGUIDEFL




The MICHELIN Guide
has made it to Greater Miami and Miami Beach

The MICHELIN Guide has officially touched down in Miami.
Please join us to honor our hometown MICHELIN Guide designees
for an evening of celebration with a taste of local flavor.

Sunday, June 12, 2022

7:30 p.m.

The Rum Room and Venu at the Miami Beach Convention Center
2100 Washington Ave., Miami Beach, FL 33139

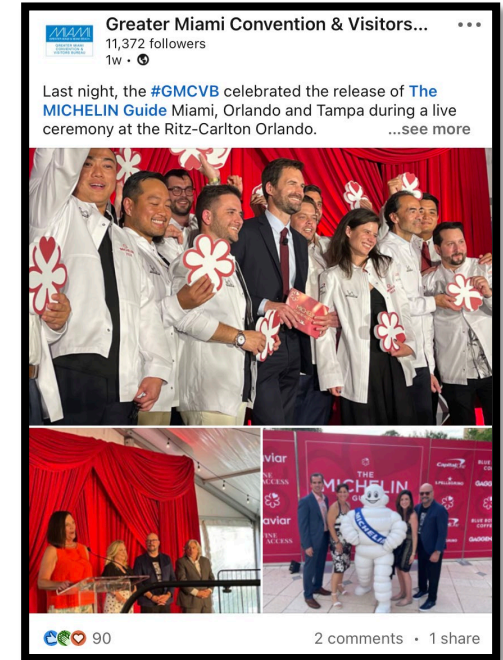


MAMI GREATER MIAMI & MIAMI BEACH GREATER MIAMI CONVENTION & VISITORS BUREAU MICHELIN

© Greater Miami Convention & Visitors Bureau - The Official Destination Sales & Marketing Organization for Greater Miami & Miami Beach. CS-0004

Michelin stars aligned for Greater Miami and Miami Beach

65 Miami-Dade restaurants now listed in the MICHELIN Guide





Event Dates

June 4 - 8, 2022
Orlando, Florida

IPW showcases U.S. suppliers of USA travel products and destinations, attracting international and domestic travel buyers and journalists representing more than 70 countries.

- 798 Suppliers
- 605 Buyers
- 391 Journalists



18 Partners Participated

- American Executive International Corp.
- Carnival Corporation & plc
- Crescent Hotels & Resorts Miami Beach
- Dolphin Mall Miami
- EB Hotel Miami
- Fontainebleau Miami Beach
- Grand Beach Hotel Group
- Highgate Hotels Miami
- Marseilles Oceanfront Hotel South Beach
- Miami Marlins
- Nobu Hotel
- Norwegian Cruise Line Limited
- South Beach Group Hotels
- Sunny Isles Beach Miami
- TBO Holidays
- Thriller Miami
- Victor Hotels Miami Beach
- Zoo Miami



Ads in IPW Daily



IPW Show Floor



Media Marketplace



Azucar Ice Cream & cafecito daily activation



Greater Miami & Miami Beach Partners



Celebrating Pride Month



Pride Month – Social Media Campaign across all platforms



Influencer Visit

Ravi 's 24HR GayOver in Miami



Wynwood Pride

Kickoff Announcement

Adrienne Arsht Center
FOR THE PERFORMING ARTS OF MIAMI-DADE COUNTY

AN ARSHT CENTER EVENT

communitéa dance

Adrienne Arsht Center
FOR THE PERFORMING ARTS OF MIAMI-DADE COUNTY

COMMUNITÉA DANCE 2022
June 25 at 5 p.m.
Thomson Plaza for the Arts | Free admission*

MIAMI GREATER MIAMI & MIAMI BEACH
GREATER MIAMI CONVENTION & VISITORS BUREAU

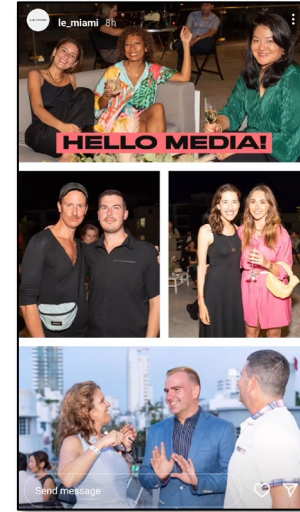
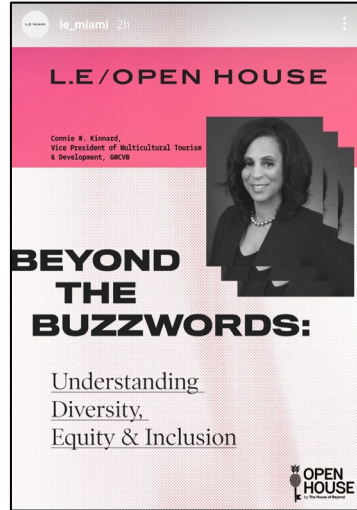
Arsht CommuniTea Dance 2022



LGBTQI+ U.S. - Mexico Travel & Tourism Forum – June 22-23

L.E Miami's return to Miami Beach Convention Center - June 13 to 16, 2022

- GMCVB & Michelin Media Reception celebrating Miami's leading chefs and new Michelin guide
- GMCVB DEI speaker during LE's Open House
- One-on-one meetings with Luxury, Entertainment and Corporate Travel Buyers from the U.S., Canada, Europe, Latin America and Southeast Asia
- One-on-one meetings with leading international travel & lifestyle travel lifestyle media such as: Afar, Forbes, Travel + Leisure and others



L.E/MIAMI



Leveraging Earned Media



Condé Nast Traveler
Print Circulation -
761,325
Print Ad media Value -
\$1,315,070



Vacation

Miami wants to be more than a shopping destination and targets hip tourists

Florida City Tries to Attract New Types of Travelers in Post-Covid Hangover and Rising Dollar



leonardo.sanchez

MIAMI

It's still a dark morning, but already hot at the Miami airport. The queue to go through immigration is long, and a mess of bags fills the halls of the place. A few minutes away, colossal cruise ships line up at the port, waiting for travelers to board later. On the streets, the traffic is not so intense, but it collects plates from different states.

The pandemic is not over yet, but you can see that [the city of Florida, in the south of the United States, is already eagerly receiving a large number of tourists](#), as anti-Covid regulations loosen and its attractions reinvent themselves.

We are talking, after all, about a [Miami that was already trying to detach itself from the label of a shopping destination](#), investing in first-rate bars, restaurants and museums. The process predates the pandemic, but it seems to gain strength at a good time, as, after months of confinement and canceled trips, many

Folha de S.Paulo

[Website](#) - Unique visitors per month (UVM): 37 million

[Twitter](#) - 8MM followers

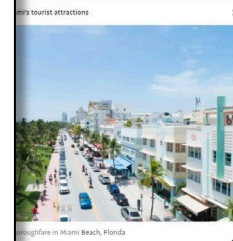
[Facebook](#) - 5,4MM followers

[Instagram](#) - 2,8MM followers

[LinkedIn](#) - 1.7MM subscribers

[YouTube](#) - 661K subscribers

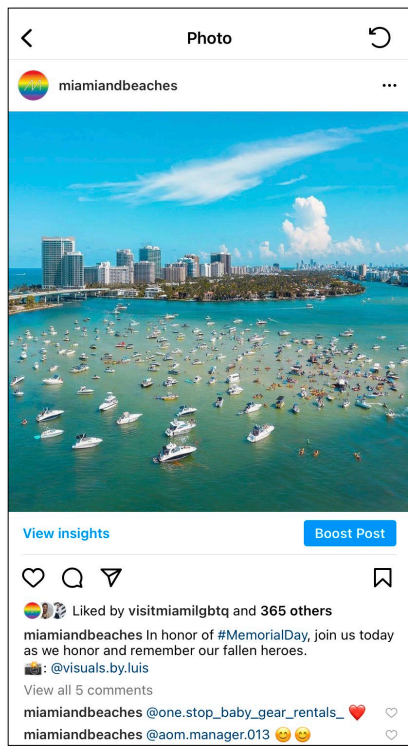
After a diverse number of experiences in a single



Younger and more hip Miami is the challenge of the Convention & Visitors Bureau, an association for the promotion of local tourism that, after a long period of hibernation, tries to sell another image of the city, especially to Brazilians, for whom the beaches of the local have little power of attraction and now face a high dollar that precludes [the capitalist frenzy that spurred many flights there](#).

This concept of a cultural and pluralist Miami is reflected even in the hotel wing, which has bet on boutique hotels with more personality and exclusivity. In South Miami Beach, for example, these developments have occupied the art deco buildings that make up the city's iconic coastal landscape.

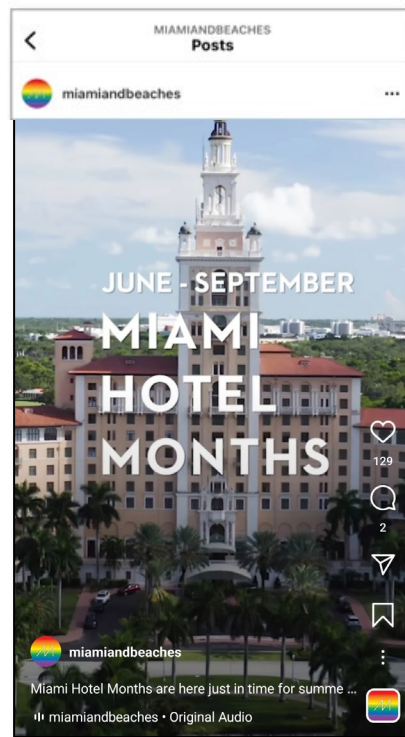
Aware of the huge Latino presence in Miami -both among residents and tourists-, hotels like The Balfour, owned by Brazilian partners, invest in a more immersive and less generic ambience, with samba coming from the loudspeakers,



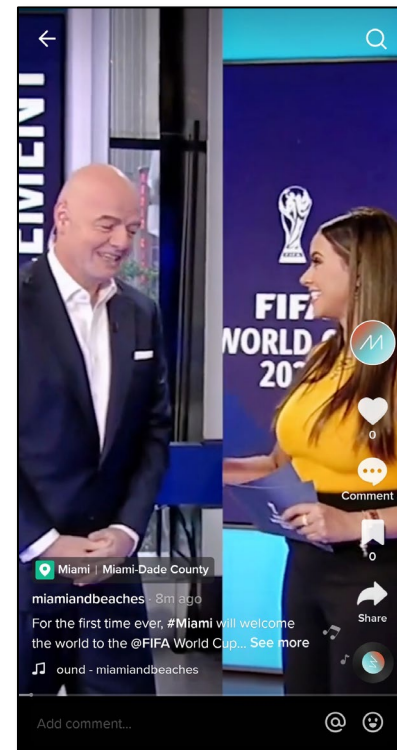
Facebook/Instagram/Twitter
840 Likes



Facebook/Instagram/Twitter
958 Likes



Facebook/Instagram/Twitter
525 Likes



Leveraging World Cup
Announcement

Driving short-term summer business

:30 SECOND TV SPOT

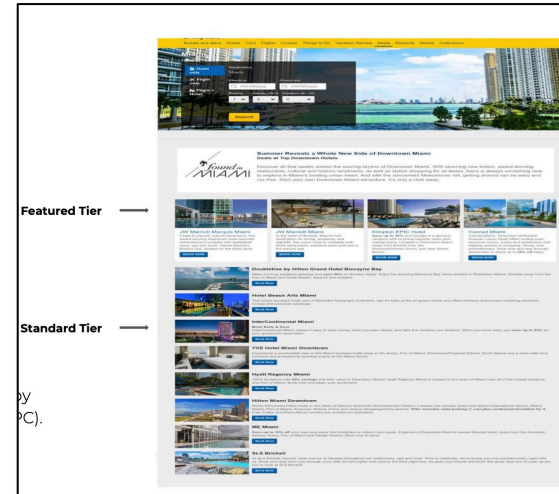
June 6 - July 13



Our local broadcast TV spot featured messaging and visuals aimed to showcase our diverse city through cultural, artistic and outdoor experiences, with an estimated reach of **4MM Impressions**

DESTINATION COOP PROGRAM

August 1 - September 30



GMCVB partnered with Expedia to develop an effective program to drive bookings. Estimated reach over **9MM impressions**

Temptations for the Perfect Summer Getaway

JUNE - SEPTEMBER

MIAMI

HOTEL

MONTHS

JULY + AUGUST

MIAMI

SPA

MONTHS

AUGUST + SEPTEMBER

MIAMI

SPICE

MONTHS

GMCVB Planning Workshop - July 13th

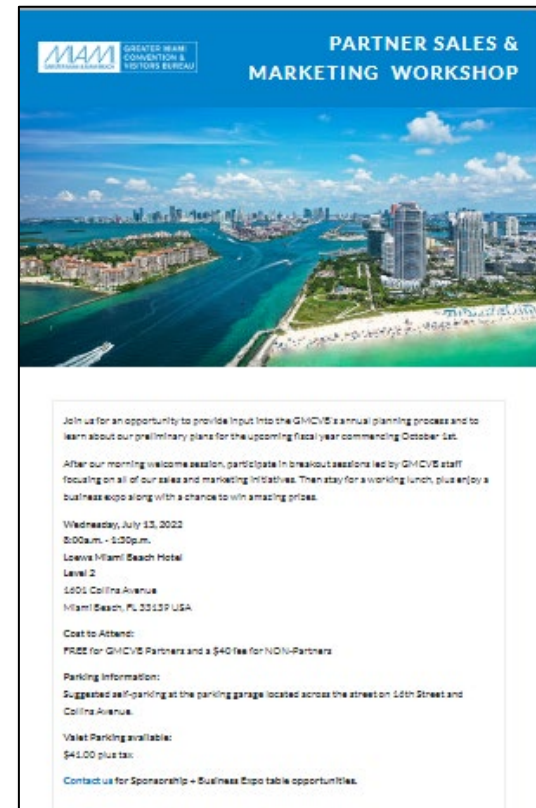
Loews Miami Beach - 8:00 am - 1:30 p.m

Keynote Speaker:

Toby Willis - Sr. Product Manager for Inclusive Travel
EXPEDIA GROUP

Tracks:

- Storytelling
- Leisure Tourism
- Convention Sales / Services + Sports Tourism
- Multicultural Tourism / Diversity Initiatives
- Communications / Media Relations



GMVB GREATER MIAMI CONVENTION & VISITORS BUREAU

PARTNER SALES & MARKETING WORKSHOP

Join us for an opportunity to provide input into the GMCVB's annual planning process and to learn about our preliminary plans for the upcoming fiscal year commencing October 1st.

After our morning welcome session, participate in breakout sessions led by GMCVB staff focusing on all of our sales and marketing initiatives. Then stay for a working lunch, plus enjoy a business expo along with a chance to win amazing prizes.

Wednesday, July 13, 2022
8:00am - 1:30pm
Loews Miami Beach Hotel
Level 2
1601 Collins Avenue
Miami Beach, FL 33139 USA

Cost to Attend:
FREE for GMCVB Partners and a \$40 fee for NON-Partners

Parking Information:
Suggested self-parking at the parking garage located across the street on 16th Street and Collins Avenue.

Valet Parking available:
\$45.00 plus tax

[Contact us for Sponsorship + Business Expo table opportunities.](#)



Multicultural Tourism & Development

Carole Ann Taylor, Chairperson

Owner, Miami to Go. Inc.

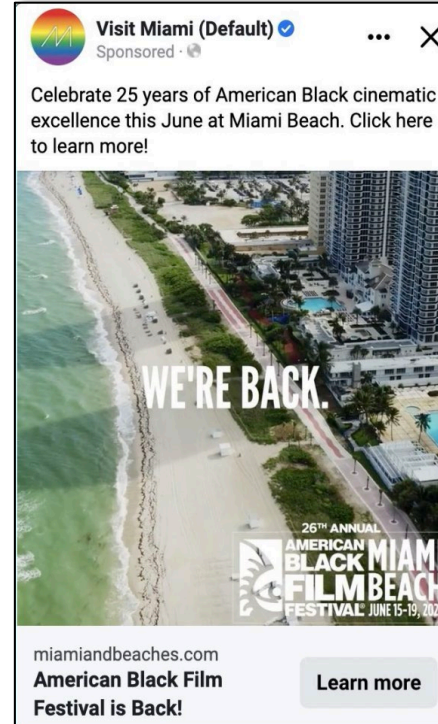
Connie Kinnard

VP, Multicultural Tourism & Development



ABFF Celebrating 25 Years in Greater Miami

- GMCVB supported the success of the **2022 American Black Film Festival** with a Paid Media campaign to increase local and national awareness.
- Driving engagement and participation with a produced :30 second national radio spot for **86 stations** and curating paid video content on Instagram and Facebook.
- **Total Impressions:**
National Radio – **1.5MM**
Paid Social – **1.2MM**



Multicultural Tourism & Development

American Black Film Festival



Media Engagement



Image: South Florida Business Journal

South Florida Business Journal's 2022 Diverse Voices
Honors Connie Kinnard



20,994 Views
OhThePeopleYouMeet

Multicultural Tourism & Development

JUNE: A Month of Culture, Celebration and Appreciation



In 1863, during the American Civil War, President Abraham Lincoln issued the Emancipation Proclamation, which declared more than three million slaves living in the Confederate states free. It was not until Union soldiers arrived in Galveston, Texas, on June 19, 1865, when slaves learned that they had been freed. The nation's Juneteenth celebrated the date of the holiday combining the words "June" and "nineteenth." Juneteenth is now "Juneteenth National Independence Day," a U.S. Federal holiday commemorating the official end of slavery in the United States.

Friday, MAY 20, 2022 - 7:00 p.m.
AFRICAN HERITAGE CULTURAL ARTS CENTER PRESENTS A ONE STREAM EVENT
Featuring Live Performance: T. Dicks
610 N.W. 2nd Avenue • Miami, FL 33137
(305) 438-6771 | www.ahca.org

Saturday, JUNE 4, 2022 - 11:30 a.m. - 2:00 p.m.
BLACK ADVISORY BOARD Award Community Pilgrimage & Young Pilgrimage Scholarship Awards
Bayshore Bay Marriott
1633 North Bayshore Drive • Miami, FL 33132
Tickets: \$60 per person
(305) 375-4848 | www.miamidade.gov/diversity

Sunday, JUNE 5, 2022 - 6:00 p.m.
SOUTH FLORIDA MISS JUNETEENTH PAGEANT
Kissimmee Convention Center
4240 N.W. 27th Avenue • Miami, FL 33142
(800) 255-8258 | www.SFLJuneteenth.com

Thursday, JUNE 16, 2022 - 1:00 p.m.
CONVERSATION WITH THE NEXT JUNETEENTH GENERATION
Miami Dade County USD SD80 • Miami Dade County Public Schools (SD80)
Haitian Cultural Center
212 N. 10th Terrace • Miami, FL 33137
(305) 395-2573 | www.edsdadeschools.net

Thursday, JUNE 16, 2022 - 6:00 p.m.
JUNETEENTH KISSISSIPPO NETWORKING MEETING
The Urban
1000 N.W. 2nd Avenue • Miami, FL 33136
Black Professionals Network
FREE | https://mnpn.org/events

Thursday, JUNE 16, 2022 - 7:00 p.m.
AN ACACIA CENTER EVENT: JUNETEENTH LAKE JOINT "A DYNAMIC VIBES OF BLACK MUSIC AND FOOD"
Featuring Live & DJ Performances
Parrish Foundation Studio
Admission: Adult Center
1200 Biscayne Boulevard • Miami, FL 33132
Tickets: \$20 per person | VIP packages available | www.acaciacenter.org

Thursday, JUNE 16, 2022 - 7:00 p.m.
WE ARE HERE! SoMa
Featuring an Art by Miami-based Black artists honoring the contributions and resilience of Black America.
6900 79th Street • Miami, FL 33157
(305) 790-3883 | info@thegraceandmiami.com

Thursday, Sunday, JUNE 16 to 19, 2022
"THE SUMMIT" A WATER-BASED IMMERSIVE EVENT
Blue Lagoon Farm Miami
1400 S.W. 12th Street • Homestead, FL 33032
www.atrismall.com | info@atrismall.com

Friday, JUNE 17, 2022
Miami Museum of Contemporary Art African Diaspora
Miami MACAADA & Hampton Art Center Co-Host
JUNETEENTH-HERITAGE CONVERSATION CELEBRATION
VEL VEL VEL FEE FEE, MAMMY WE MAMMY WE
Interactive Media Music Project at Judge Lawson L.
Thames Office
Historic West Rivington House
300 N.W. 5th Street • Miami, FL 33136
www.miamimuseum.org | https://www.hamptonartcenter.com

Friday, JUNE 17, 2022 - 11:00 a.m.
HERITAGE CUTTING CEREMONY
Celebrating a new beginning at Liberty City as we embrace
Public Schools (SD80)
Haitian Cultural Center
212 N. 10th Terrace • Miami, FL 33137
(305) 395-2573 | www.edsdadeschools.net

Friday, JUNE 17, 2022 - 5:00 p.m. - 7:00 p.m.
RICHTONG RESIDENTS COMMUNITY ASSOCIATION "COMMUNITY JUNETEENTH ARTS FESTIVAL"
1400 Lincoln Boulevard • Miami, FL 33139
FREE | info@thegraceandmiami.com

Saturday, JUNE 18, 2022 - 5:00 p.m. - 10:00 a.m.
"TRINIDAD ANNUAL CITY OF MIAMI BEACH JUNETEENTH FREEDOM DAY CELEBRATION"
Rite Park 1 (305) 423-2527
10th Street & Madison Avenue • Miami Beach, FL 33140
https://www.miamibeach.com/cityofmiamibeach/celebrations/juneteenth

Saturday, JUNE 18, 2022 - 6:00 p.m. - 9:00 p.m.
THE EXPERIENCE TOUR/AFRICAN CULTURAL ARTS CENTER SoMa Gallery WORKSHOP
Sundae Room Theater
6102 N.W. 2nd Avenue • Miami, FL 33127
(305) 790-3883 | info@thegraceandmiami.com

Saturday, JUNE 18, 2022 - 5:00 p.m.
CITY OF NORTH MIAMI BEACH "JUNETEENTH KIDS ZONE & MUSEUM"
Blue Lagoon Farm Miami
1400 S.W. 12th Street • Homestead, FL 33032
www.atrismall.com | info@atrismall.com

Saturday, JUNE 18, 2022 - 6:00 p.m.
MIAMI LAKES "ANNUAL JUNETEENTH CELEBRATION"
Featuring Guest Speaker: JIM BASHAM
Town Hall Council Chambers
6600 Main Street • Miami Lakes, FL 33014
www.miamilakes.gov

Saturday, JUNE 18, 2022 - 6:00 p.m. - 8:00 p.m.
THE FREEDOM SYMPOSIUM "FINANCIAL, CREATIVE, SOCIAL, MENTAL & PHYSICAL FREEDOM" WORKSHOP
Sundae Room Theater
6102 N.W. 2nd Avenue • Miami, FL 33127
87 Days After Freedom Special Live Show
Reggie Adair Presents 8511 PHOMO CODE, CARIBBEAN
https://tickets.thefreedomproject.com
info@thefreedomproject.com

Saturday, JUNE 18, 2022 - 7:00 p.m.
CITY OF NORTH MIAMI BEACH JUNETEENTH "STEP SHOW AND DRUMLINE"
North Miami Beach City Hall
1201 N.E. 10th Avenue • North Miami Beach, FL 33062
FREE | https://cityofnorthmiamibeach.com/events/

Saturday, JUNE 18, 2022 - 7:00 p.m. - 10:00 p.m.
SOJUCE (Miami Urban Contemporary Experience) "HONORING OUR ANCESTORS JUNETEENTH COMMUNION"
246 N.W. 54 Street • Miami, FL 33127
Registration open: May 16th
(786) 287-7008 | info@sojuce365.org

Sunday, JUNE 19, 2022 - 2:00 p.m. - 6:00 p.m.
"FREEDOM & FAMILY DAY @ THE SQUARE"
Featuring BIG G, Gator, Pro School Graduation and Fellowship
6900 79th Street • Miami, FL 33157
(305) 790-3883 | info@thegraceandmiami.com

Sunday, JUNE 19, 2022 - 6:00 p.m. - 10:00 p.m.
CITY OF MIAMI GARDENS "2ND ANNUAL JUNETEENTH PARK & PARTY CELEBRATION"
Cedar Creek Golf & Country Club
11001 N.W. 27th Avenue • Miami, FL 33056
FREE | VIP \$25
https://www.eventbrite.com/event/juneteenth-park-and-party-2022-juneteenth-park-and-party-2022-20220604027

Sunday, JUNE 19, 2022 - 8:00 p.m. - 10:00 p.m.
THE RHYTHM FOUNDATION'S JUNETEENTH AND FREEDOM DAY CELEBRATION
North Beach Band Shell (305) 493-2897
225 Collins Avenue • Miami Beach, FL 33139
www.rhythmfoundation.com

Monday, JUNE 20, 2022 - 7:00 p.m.
"A VIBRANT LECTURE ON THE HISTORY OF AFRICA: FROM FREEDOM TO FREEDOM"
Sundae Room Theater
African Heritage Cultural Arts Center
1800 N.W. 2nd Avenue • Miami, FL 33137
(305) 438-6771 | www.ahca.org

EMBRACE, ENGAGE & REDISCOVER MIAMI'S MULTICULTURAL JEWELS DURING CARIBBEAN HERITAGE MONTH

MiamiandMiamiBeach.com



MIAMI
GREATER MIAMI & MIAMI BEACH

GREATER MIAMI
CONVENTION & VISITORS BUREAU

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BLACK
MUSIC
MONTH

PRIDE
EDITION

KIMPTON
HOTELS & RESTAURANTS

MiamiandMiamiBeach.com

Multicultural Tourism & Development

Art of Black Miami



Sizzle Video



Art of Black Miami Podcast Series with
Cornelius Tulloch (June)

Black Hospitality Initiative Expansion



- Scholarships (Pipeline / Recruitment)
- Industry Partnership Development and Alliances
- Internships and Apprenticeships
- Neighborhood and Community Alliances
- Board Development
- **New Director Position**



Open Discussion / Q&A



THANK YOU

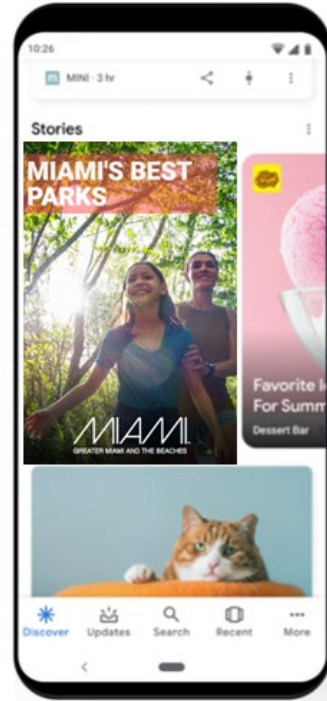
GREATER MIAMI
CONVENTION &
VISITORS BUREAU



Additional Updates



- Google Stories launch upcoming
- Potential to reach millions of prospects through the Google Discover platform
- Stories integrated into new website launching in December



Bon appétit collaboration

bon appétit

In partnership with Conde Nast Media Group, GMCVB produced a paid media program with Bon Appétit, noting Greater Miami and Miami Beach as "The Most Exciting Culinary Destination in the Country".

TOTAL IMPRESSIONS:
3.9MM over a 3-month period (June-Aug)

