

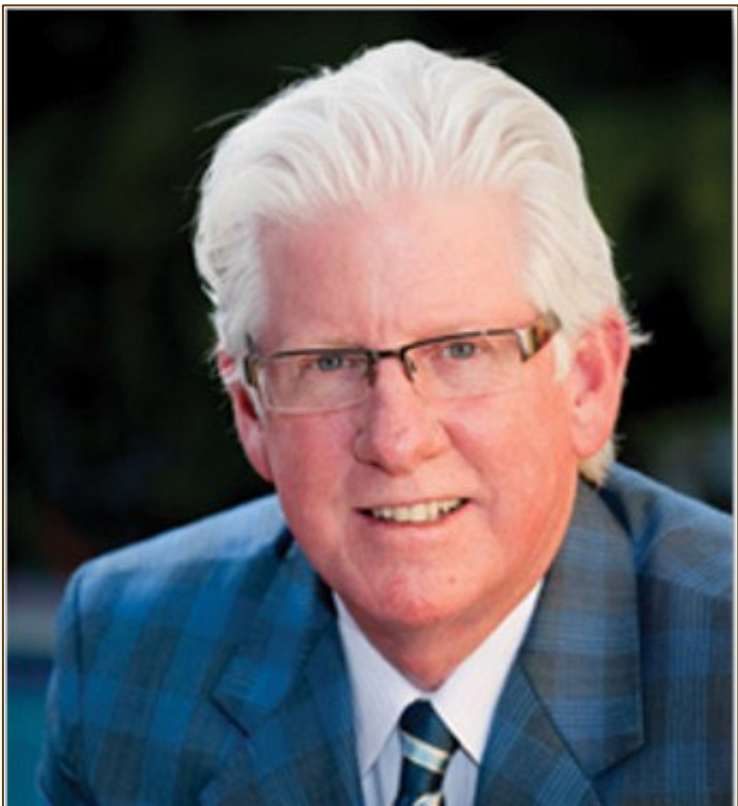
2021

MIAMI

GREATER MIAMI
CONVENTION &
VISITORS BUREAU

PLANNING WORKSHOP





William D. Talbert, III, CDME
President & CEO





David Whitaker
Incoming President & CEO





Rolando Aedo
Chief Operating Officer



Thank you to our sponsors

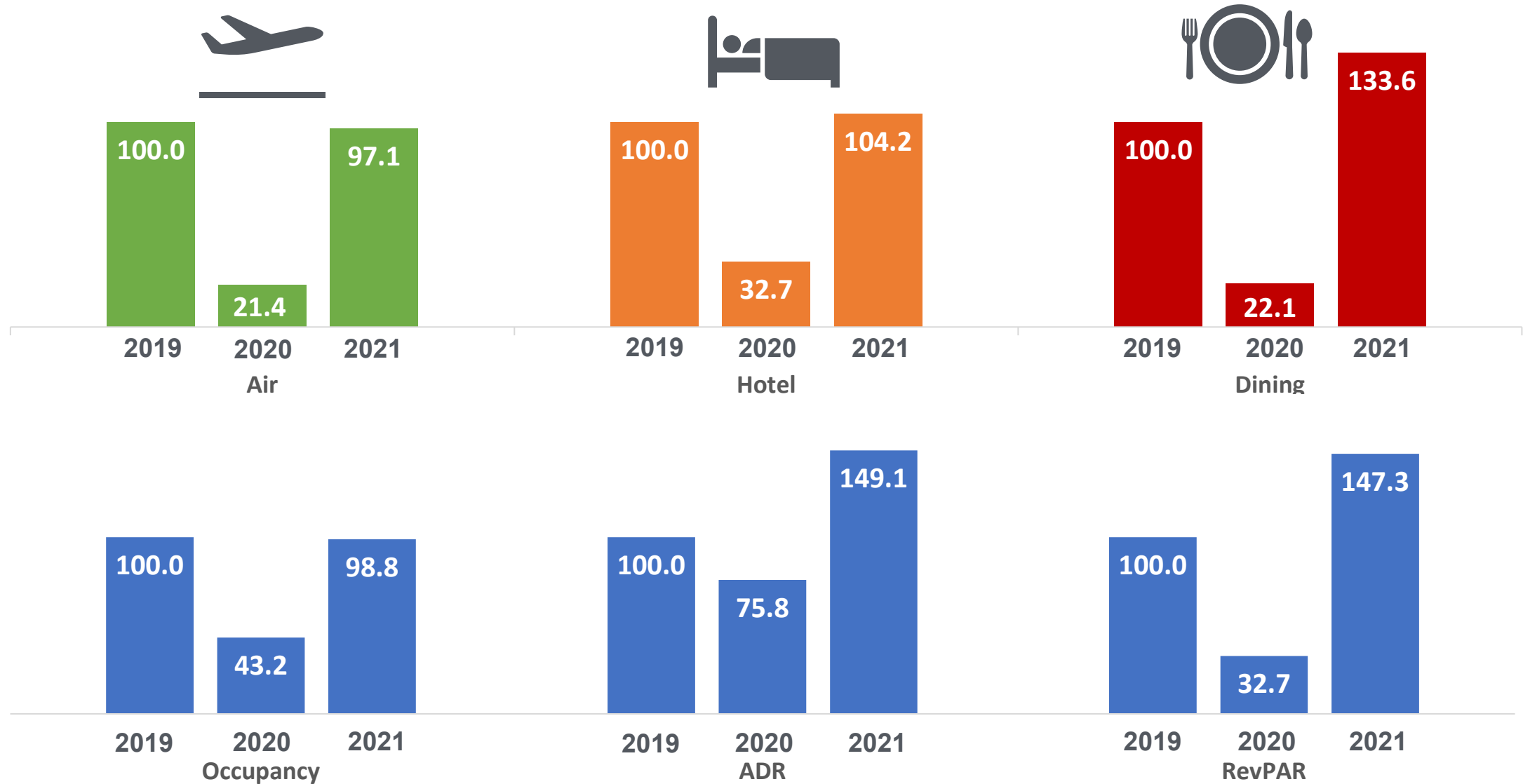


Travel & Tourism Recovery Snapshot

MIAMI
shines

GREATER MIAMI & MIAMI BEACH

Greater Miami Leading the Country in Tourism Recovery



Sources: MIA, STR, Open Table

New and Expanded Routes – New Carriers



PHOTO BY STEVEN BROOKE

American plans to serve 139 destinations by end of 2021



New and Returning Carriers and Routes - July to December 2021



Istanbul - From 5 to 10 Weekly



Paris - From 5 to 12 Weekly



Dubai – 4 Weekly



Montevideo - 3 Weekly



Doha - From 4 to 7 Weekly



Copenhagen / Stockholm / Oslo
3 Weekly



Helsinki – 2 Weekly



Brasilia / Fortaleza – 4 to 6 Weekly



Moscow – 3 Weekly



Dublin – 3 Weekly



Service from 30 cities

MIA Domestic v. International



	<u>Pre-pandemic</u>	<u>Current</u>	<u>Aug - Dec 2021</u>
Domestic	50.9%	68.7%	56.4%
International	49.1%	31.3%	43.6%

Source: OAG & MIA

New Terminals and Ships - The Wait is Over – Ships now Sailing



PORTMIAMI

CRUISE CAPITAL OF
THE WORLD IS BACK

MIAMI

GREATER MIAMI
CONVENTION &
VISITORS BUREAU

CRUISEMIAMI.ORG



Start Setting Sail



July 2, 2021



July 4, 2021



August 6, 2021



August 15, 2021



September 6, 2021



October 21, 2021



December 24, 2021

Greater Miami Heats Up With New Hotels

Miami-Dade	No. of Properties	No. of Rooms
As of January 2021	501	59,565
2021	11	1,753
2022	9	1,390
2023	20	3,582
2024+*	53	11,544
Total	594	77,834



*Includes Grand Hyatt MBCC as well as hotel projects that have been deferred or no opening dates given

Major Sporting Events



Major Lifestyle and Film/Production Events



Its Back!

Art | Basel

Miami Beach

December 2 - 5, 2021

Major City-Wide Conventions and Meetings



April 29-May 3, 2021
Attendance 1,200



June 4-5, 2021
Attendance 50,000



July 19-22, 2021
Attendance 3,000



July 20-22, 2021
Attendance 600



Sept 27-30, 2021
Attendance: 7,000



By Informa Markets
Sept 1-3, 2021
Attendance 550



Oct 13-16, 2021
Attendance 7,000



Oct 28-29, 2021
Attendance 1,500



Nov 10-12, 2021
Attendance 1,200



Nov 1-4, 2021
Attendance 1,500



Nov 4-7, 2021
Attendance 6,000

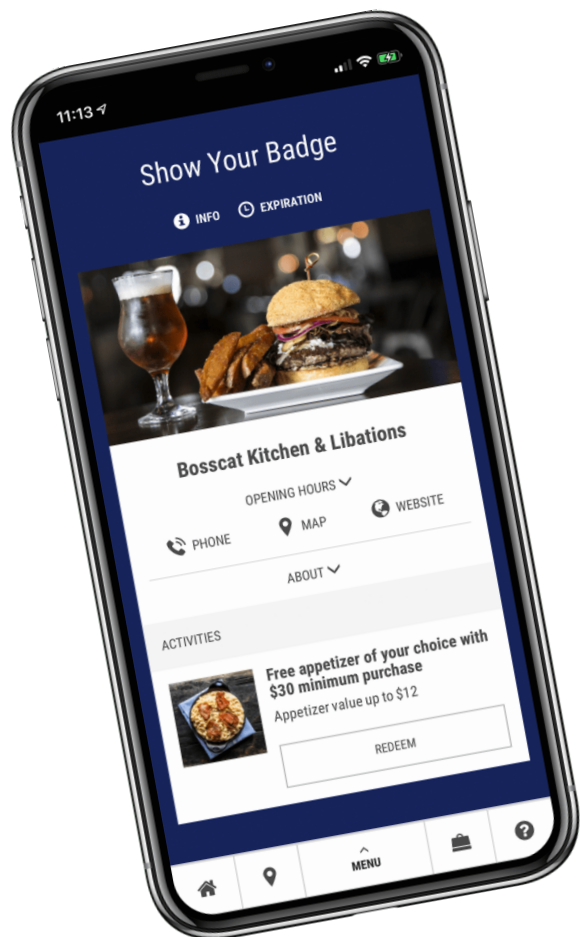


May 13-18, 2022
Attendance 1,800




May 20-22, 2022
Attendance 17,000


NEW! GMCVB “Show Your Badge” **Mobile** Pass




bandwangoTM
The Destination Experience Engine



SHOW YOUR BADGE





Show Us Your Badge Pass

- Mobile exclusive
- Instantly delivered via text and email, no apps to download
- New deals added regularly
- Save on the best of Indy

FREE

GET YOURS

GMCVB Miami Shines Tourism Recovery Programs – July to September 2021



OTA Booking Programs



Miami Spa Months



Miami Spice Months
/ Miami Eats



LGBTQ



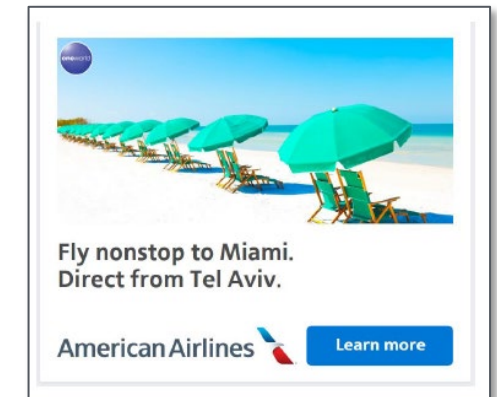
Multicultural



Meetings & Conventions

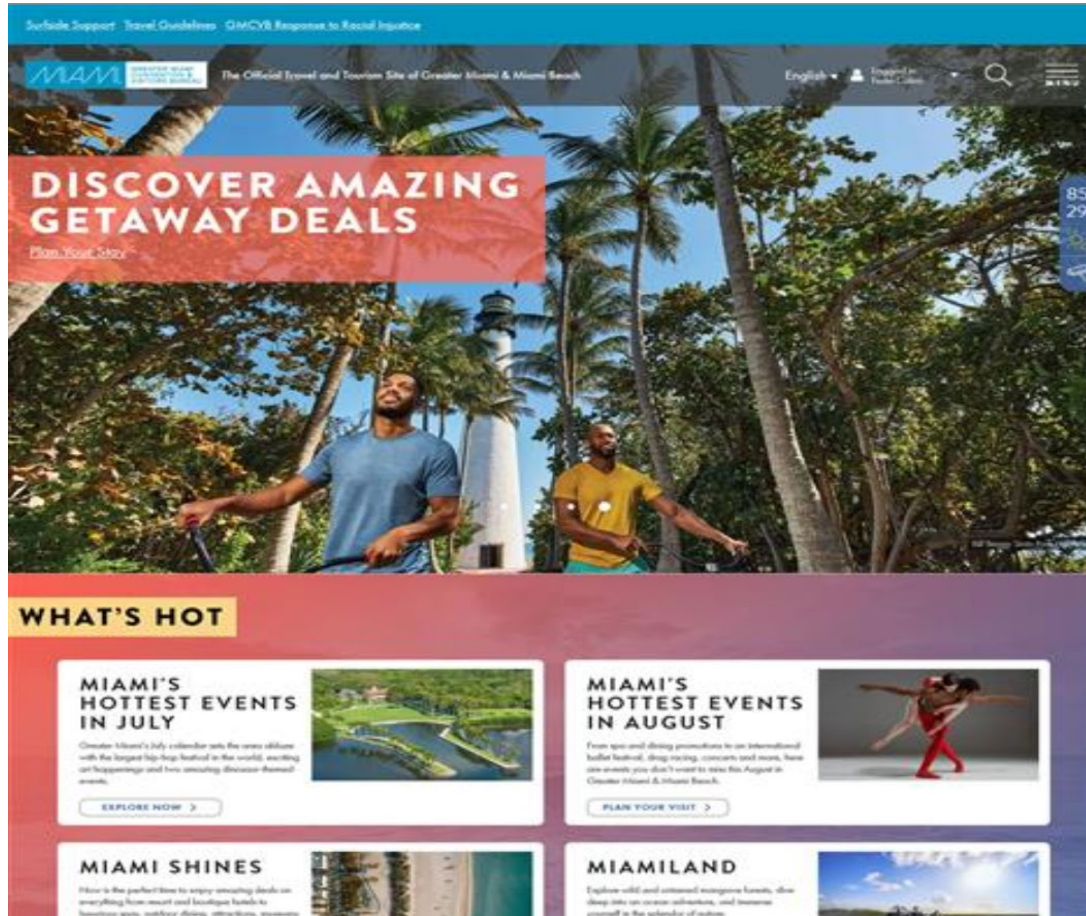


Cruise Campaign

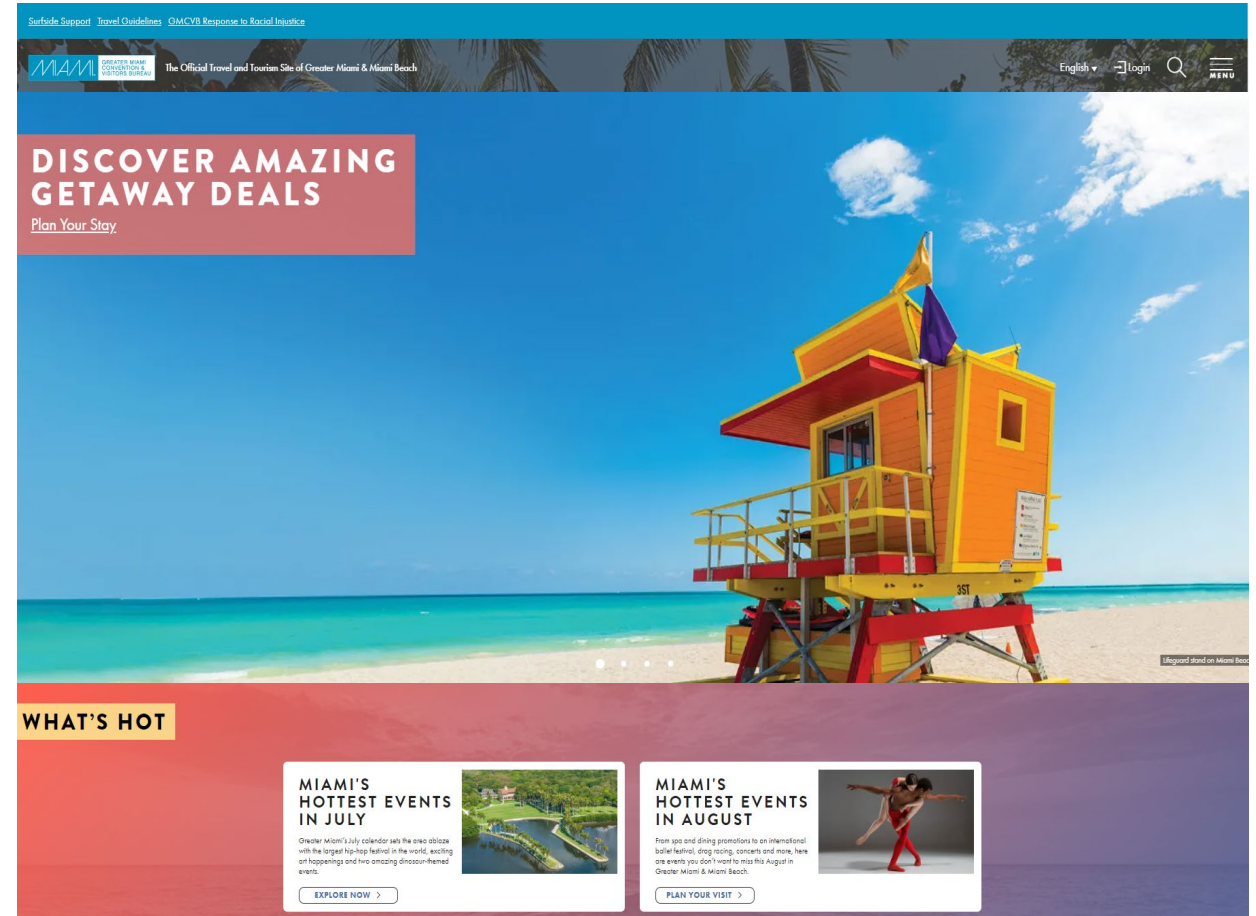


Airline Marketing
Partnerships

Building for the Future: Miles Partnership + Ntara



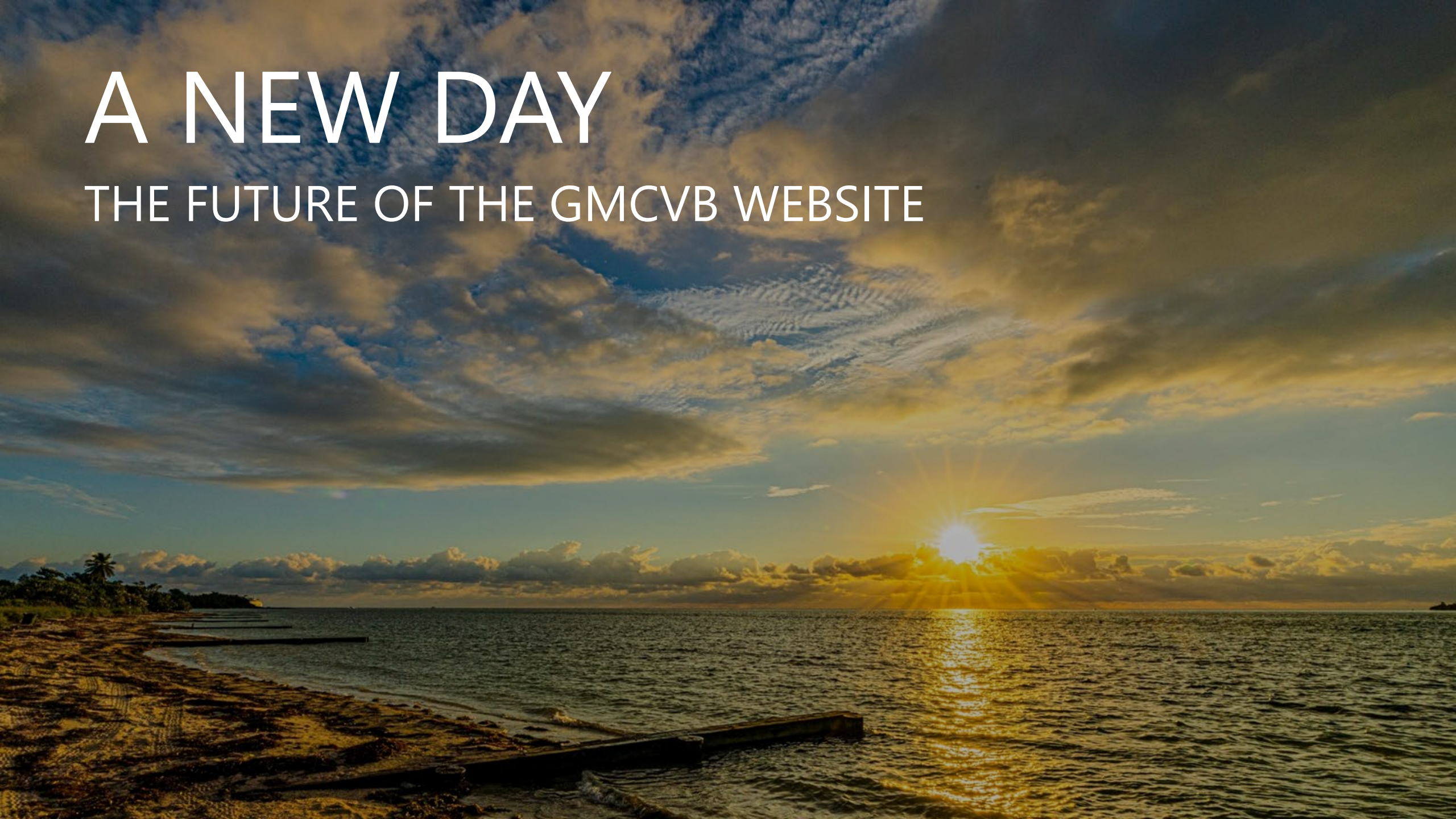
miles
PARTNERSHIP



Ntara

A NEW DAY

THE FUTURE OF THE GMCVB WEBSITE



OUR TOPICS

1. How did we do this year?
2. The Future
3. Flash Polls

2021

A year like no other

Like looking both ways before crossing the street and then getting hit by a submarine, because it's been the craziest year ever.

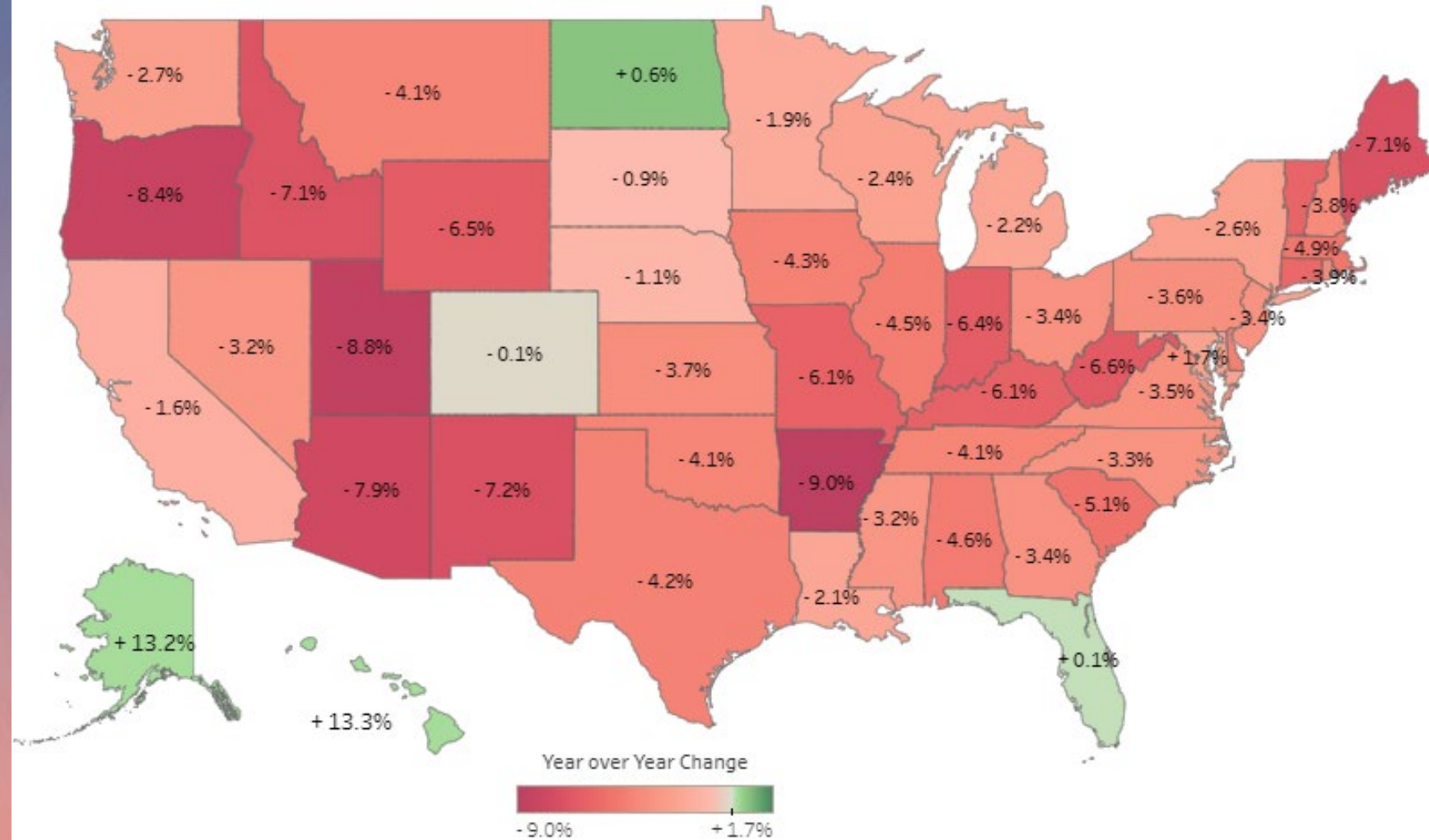
— Clarke Smith, Age 9, Beverly Hills, Michigan



GREATER MIAMI
CONVENTION &
VISITORS BUREAU

2021

Leisure demand is back



Source: Adara Site Impact

WEBSITE PERFORMANCE SUMMARY

- International traffic is way down, but US is compensating
- Site traffic sets all-time records

3.4M Sessions
5.3M Pageviews

VERSUS 2020 YTD

28% Sessions

24% Pageviews

VERSUS 2019 YTD

19% Sessions

10% Pageviews

US TRAFFIC LEADS THE RECOVERY

- US traffic from search leads recovery
- Campaigns, new stories and articles, and lots of new video
- Webcams

So far this year:

**US organic traffic alone
was up 934,000 sessions vs.
2019 – Up 51%**

Big traffic drivers include:

MIAMI LAND

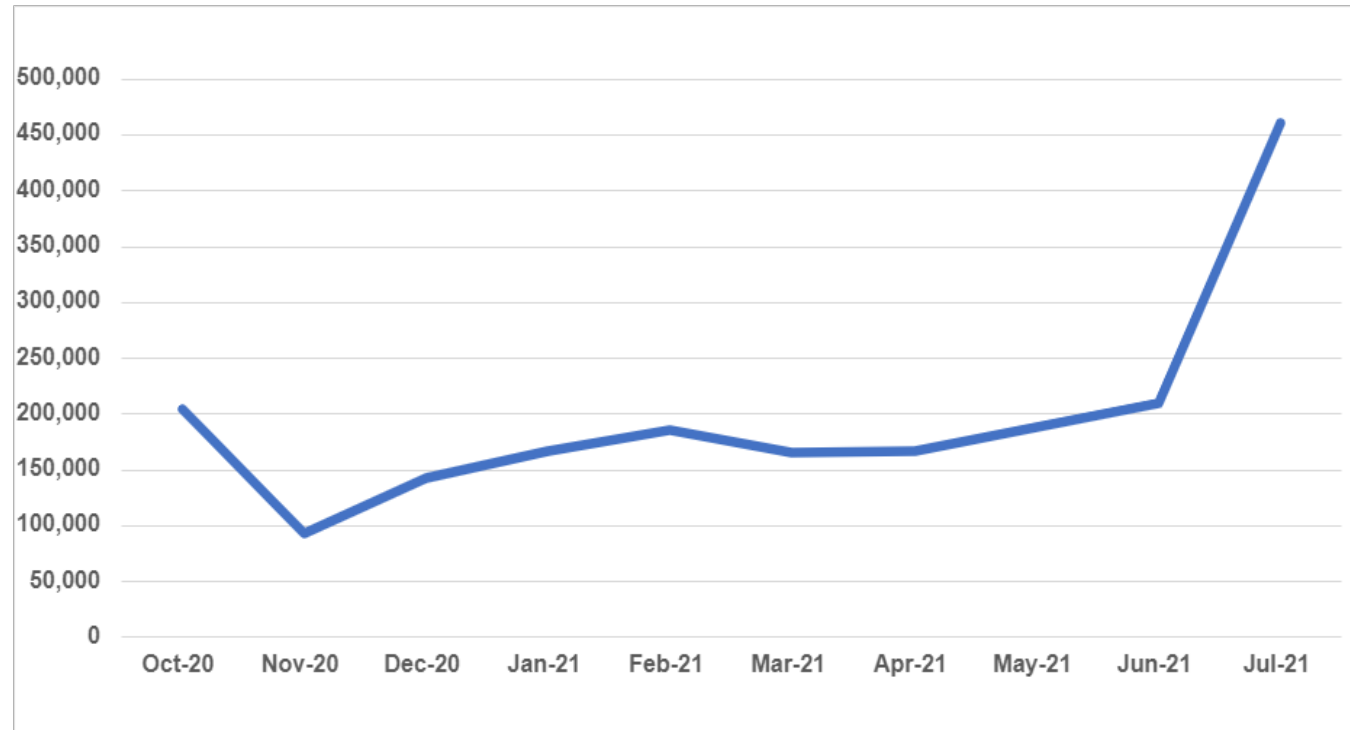
MIAMI
shines

DRIVING PARTNER ENGAGEMENTS

Year-to-date, the website has delivered:

- Close to 2 million partner, partner offer and event page views
- 194,000 clicks to partner sites

PARTNER PAGE VIEWS FISCAL YTD



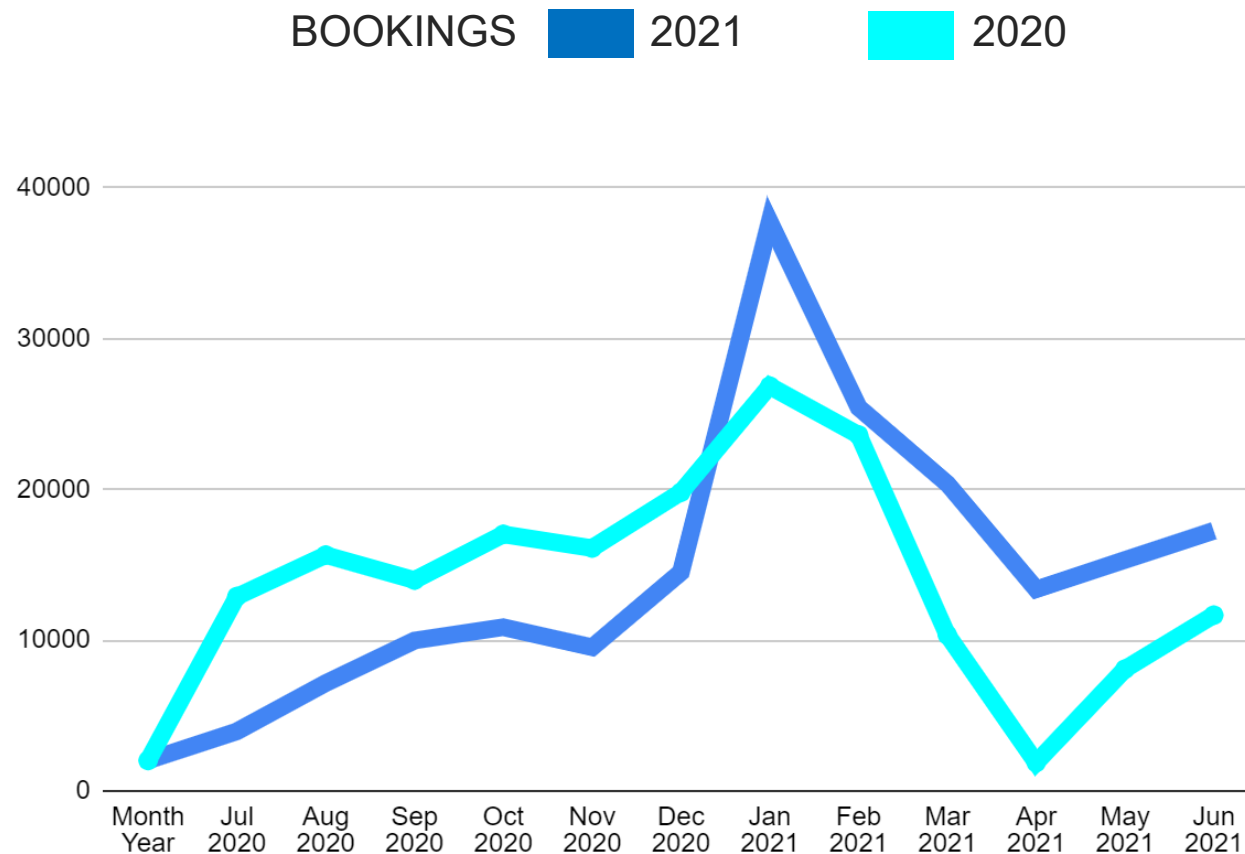
DRIVING ECONOMIC IMPACT FOR THE DESTINATION

Bookings (Jan-Jun of 2021)

- Record-breaking: already at 427,418 Room Nights - 93% of the total for 2020 YTD and 78% of the total for **all** of 2019

Revenue (Jan-Jun of 2021)

- \$116 million in revenue this year



Source: Adara Site Impact

WHO WE ARE

MILES PARTNERSHIP

Marketing, advertising and strategic services to over 100 Destination Marketing Organizations, Hotels & Resorts and travel businesses from national (Brand USA) to state (VISIT FLORIDA) to regional.

NTARA

A digital transformation agency and website developer for multichannel businesses focused on increasing revenue and accelerating innovation that we will leverage to build the all new GMCVB website.

WHAT'S COMING

Personalization

Rich digital assets

More snackable content & interactions

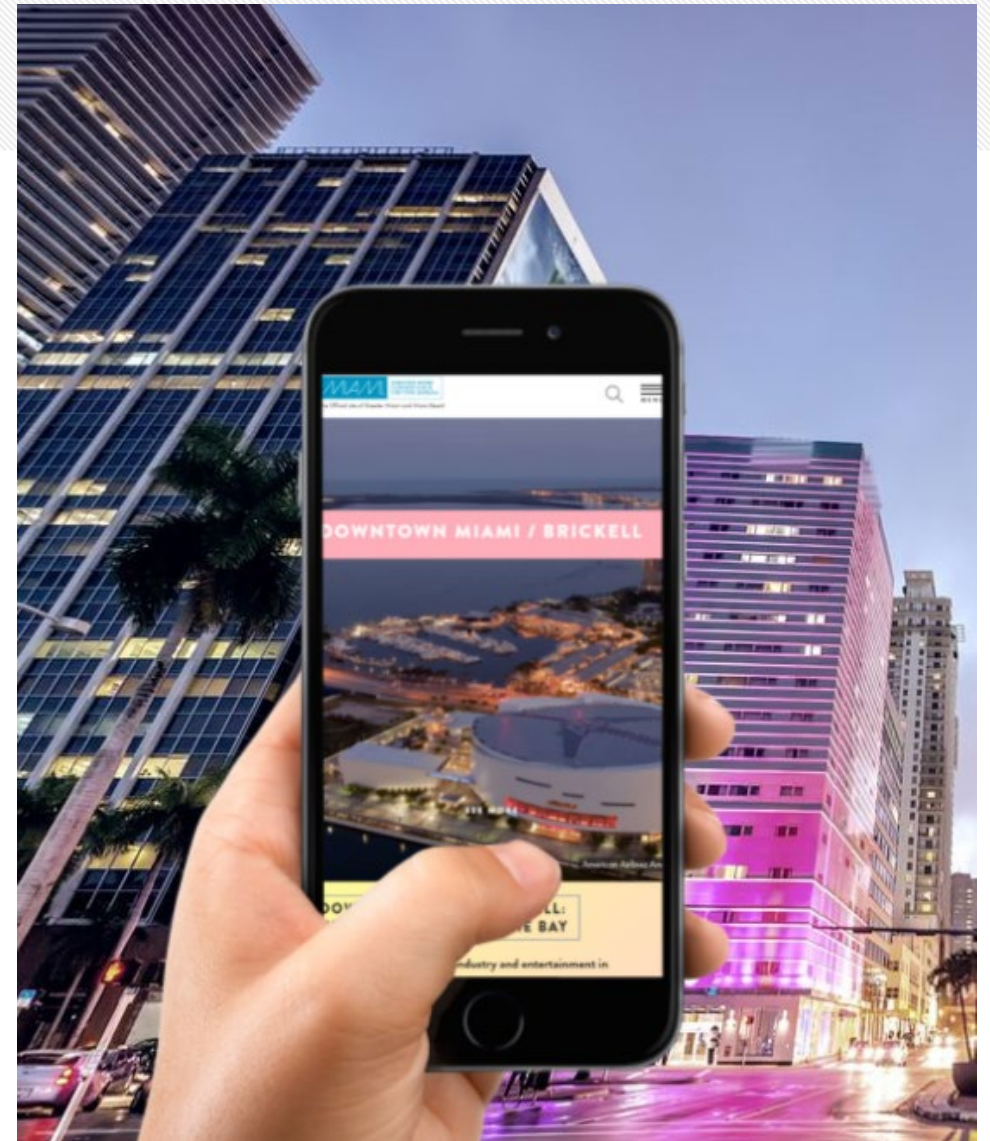
Google Core Web Vitals

Data privacy



BEST-IN-CLASS VISITOR EXPERIENCE

- Continue to tell our stories with richer, in-depth articles, features, video & stunning visuals
- Showcase diversity throughout our neighborhoods & experiences
- Create new ways to help visitors plan their trip
- Ensure lightning-fast page load to keep visitors engaged
- Capture visitor contact information & track behavior to deliver personalized experiences
- Share offers that are timely and relevant



MEETINGS & CONVENTIONS

- Showcase the MBCC District and the future Headquarter Hotel to attract citywide meetings
- Increase lead generation by showcasing deeper meetings venue information in exchange for contact details
- Bring meeting facilities to life with fun, interactive features
- Curate Miami's range of offerings (neighborhoods, offsite venues, culinary experiences, & more) that make Greater Miami unique
- Give meeting planners tools choose our destination & drive attendance



GREATER MIAMI
CONVENTION &
VISITORS BUREAU

FLASH POLLS

A few quick questions to guide our design
& development



GREATER MIAMI
CONVENTION &
VISITORS BUREAU

FLASH POLL: MY PRIMARY MARKET

The visitor audience
I really want to attract
most is...
(you can only vote
for one)

International
Meeting/Convention
Long-haul Fly Market
Shorter/Drive Market
Locals & In-Market

FLASH POLL: MY DEALS AND OFFERS

It would help me deliver better offers if the GMCVB provided an offer request calendar in advance for the year.

Agree or Disagree



THANK YOU

WE LOOK FORWARD TO MORE
DISCUSSION IN OUR BREAKOUTS



GREATER MIAMI
CONVENTION &
VISITORS BUREAU

Breakout Sessions — Select 3 and then join us for the craft beer experience and lunch session

- | | | | |
|---|------------------------------------------------------------------------------------|----|--------------------------------------------------------------------------------------------------------------------|
| 1 | DELIVERING A NEW WEBSITE EXPERIENCE
Biscayne Ballroom | 8 | STRENGTHENING SMALL TOURISM CAPACITY
Escorial |
| 2 | ARTS & CULTURE TOURISM: OPPORTUNITIES FOR THE FUTURE
Windsor | 9 | COLLABORATE WITH THE CONTENT & CREATIVE SERVICES TEAM: HELP TELL THE STORY OF GREATER MIAMI
Balmoral |
| 3 | BIG EVENT TOWN... BIG EVENT OPPORTUNITIES!
Alhambra | 10 | ENGAGING LGBTQ AUDIENCES THROUGH OUR PROGRAMS
Trinity |
| 4 | BLURRED LINES: USING SOCIAL MEDIA TO ELEVATE YOUR PR EFFORTS
Sandringham | 11 | MESSAGING TO THE MASSES
Raphael |
| 5 | WHAT'S NEXT WITH CONVENTION SALES
Oxford | 12 | TRAVEL INDUSTRY LEISURE SALES SHINING
Michelangelo |
| 6 | ELEVATING MEETING SERVICES IN THE NEW ERA
Cambridge | 13 | LET'S CRUISE!
Michelangelo |
| 7 | NAVIGATING & ELEVATING MULTICULTURAL MIAMI
Escorial | | |

2021

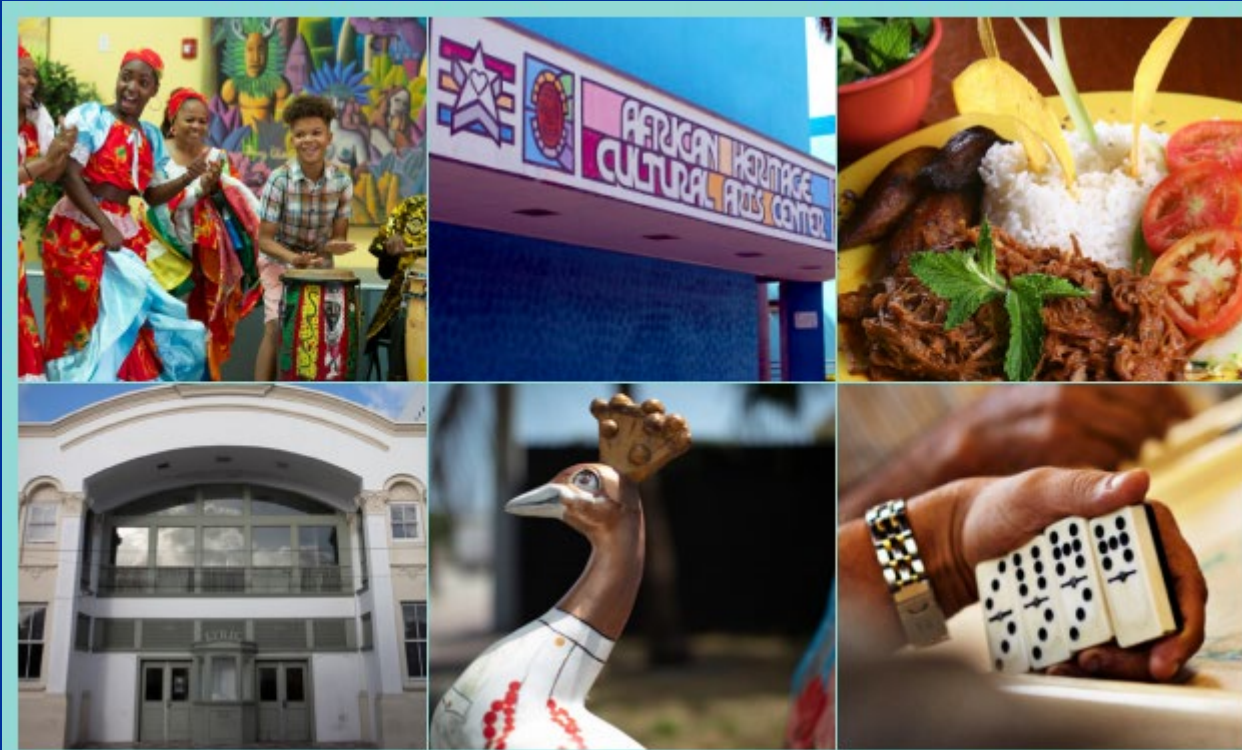
MIAMI

GREATER MIAMI
CONVENTION &
VISITORS BUREAU

PLANNING WORKSHOP



A Commitment to Inclusion Experience



Connie W. Kinnard

Vice President of Multicultural Tourism & Development

Greater Miami Convention & Visitors Bureau

Diversity – The presence of differences. An array of various backgrounds, ideas, life experiences, cultures, life circumstances, race, religion, sex, disabilities etc.

Inclusion – Embracing Differences and Creating a Culture of Belonging.

Equity – Making Opportunities Consistent & Fair. Meeting needs based on that specific person, situation or circumstance.



*Artwork by Miami Artist – Marvin Weeks
Entitled "Goodbread Alley"*

Diversity, Equity & Inclusion
Starts with Commitment from the Top



GMCVB Board of Directors
Diversity Focus

Destination International
*CEO Pledge, Destination Masterclass and DEI
Engagement*

GMCVB - Ongoing Activities/Programs (DEI and Multicultural Focus):

- GMCVB-Wide Program Development:** Advertising & Digital Marketing, Research & Business Intelligence, Communications, Content & Creative Services, Convention Sales & Services, Cultural Tourism, LGBTQ Marketing, Partnership & Business Development, Sports & Entertainment Tourism, Travel Industry Sales & Marketing, etc.
- Black Hospitality Initiative (BHI):** Established in 1991 by the GMCVB, the mission of the BHI is to advance economic participation of Black Americans in the Hospitality and Tourism Industry through educational scholarships. **Hospitality Open Golf Tournament (H.O.T. Challenge):** Annual golfing event organized by the GMCVB to raise funds for the Black Hospitality Initiative.
- Destination Miami Town Halls held In our Heritage Neighborhoods:** During the development of our 5-Year Strategic Plan, we conducted Town Hall Meetings to gather ideas from various communities including Miami Gardens, Historic Overtown, North Miami, and South-Dade. Virtual townhalls continue to take place.
- Internal Diversity Taskforce:** “Let’s Talk” is a group formed as a foster open dialogue among staff and educate in cultural competency. Internal programs for all staff include workshops, teambuilding, professional led workshops and company action plans.
- Accessibility:** We are taking steps and devoting resources to further enhance the accessibility links and info on our website however this is an area overall whether it is dealing with marketing and the overall visitors experience that we plan to improve.
- LGBTQ+ Marketing:** Miami Begins with Me with LGBTQ Diversity & Inclusion Customer Service Champion program is a free training program for Miami's hospitality industry which aims to empower hospitality professionals on ways to engage with LGBTQ customers.

Multicultural Tourism & Development Department

Created in 2015 as a new department within the GMCVB, MTDD's mission is to promote the diversity of Miami's multicultural communities, attractions, and events and connect the dots to these entities to tourism opportunities.

MISSION: Focus efforts locally to build consistency and economic sustainability while broadening the scope of initiatives and maximizing marketing opportunities to target national and global audiences.

Many of the programs facilitated by this department are directly related and created to support business partnerships, cultural organizations, and tourist attractions in our heritage communities and neighborhoods.

Webpage:

www.multiculturalmiami.com



Multicultural Tourism & Development Department (MTDD):

Programs of work. Leading or collaborating include:

- **Tourism Business Enhancement (TBE):** Launched in 2016, TBE focuses on creating sustainable businesses in Miami's heritage neighborhoods by providing workshops, consulting, and business resources.
- **Art of Black Miami (AOBM):** Launched in 2013, AOB Miami is a GMCVB marketing program created to elevate art, artists, and galleries that highlight and celebrate the African Diaspora throughout Miami-Dade.
- **Multicultural Marketing:** Identify and implement promotional opportunities through print and digital that target art/culture seekers and support securing conventions. These year-round, domestic and international marketing campaigns are developed in partnership with our global brand agency.
- **Conventions & Travel Industry:** Support the and foster travel/trade relations through convention outreach when needed to support the convention & travel industry departments.
- **Events:** Partner with events of all sizes geared to showcase the diversity of cultures we have in Miami Dade as well as drive room nights.



A Commitment to Inclusion Experience

United Together

GREATER MIAMI CONVENTION & VISITORS BUREAU (GMCVB) RESPONSE TO RACIAL INJUSTICE - GMCVB COMMITMENT

The GMCVB shares in the grief our nation and local community is experiencing following the senseless killings of George Floyd, Breonna Taylor, Ahmaud Arbery, Trayvon Martin, and countless others. We stand with the Black community and will do our part to speak out against the oppression and discrimination faced by Black people.

The GMCVB understands that combating systemic racism and confronting racial injustice begins with internal reflection. To that end, we've taken time to listen to our employees, business partners, and larger community. We commit to addressing inequality and promoting our global destination with intentional diversity in mind.

GMCVB Stands in Support of our Miami Cuban Family & Friends

Miami-Dade is a mosaic of cultures and one of the most diverse destinations in our country. So many have immigrated from the Caribbean and Latin America to our community, including those from the Cuban diaspora, seeking opportunities and freedoms not granted in their homeland. We are witnessing a critical time in history where those oppressed in Cuba are ready and willing to stand up for basic human rights that should be universal for us all. While our focus at the Greater Miami Convention & Visitors Bureau is the marketing and promotion of Greater Miami & Miami Beach, we are also aware and appreciate the importance of our local residents and heritage communities such as Little Havana, that are a core part of our overall destination's attraction. We stand in support of our Miami Cuban friends and family and the quest for freedom of homeland and life. Patria y Vida.

Candlelight Vigil held in Little Haiti for slain Haitian President

Community members gathered at the Little Haiti Cultural Center for a prayer vigil and memorial for slain Haitian President Jovenel Moïse on July 16th. The Little Haiti Cultural Center's Sounds of Little Haiti, which typically takes place on the 3rd Friday of the month, was turned into a memorial with Miami-Dade Mayor Daniella Levine Cava, City of Miami Commissioner Jeffery Watson and others joined in solidarity with South Florida's Haitian American community. The GMCVB provided program support and flowers as an expression of sympathy.



GMCVB Response to Asian American Violence

Throughout the United States there have been more reported cases recently of racial related incidents and violence targeting individuals of Asian descent. The Greater Miami Convention & Visitors Bureau condemns discrimination, racism, and violence against our Asian American Pacific Islander (AAPI) colleagues, industry partners, visitors and community members near and far. As an organization we are committed to promoting diversity, equity and inclusion in the tourism and hospitality industry which includes addressing issues that affect our community and working to eradicate discrimination. As a destination that is known for multiculturalism and heritage as a key tourism driver, we stand in support of the Asian American community and the quest to stop Asian Hate. For ways to show support and local resources visit the [Asian American Advisory Board of Miami Dade \(AAAB\)](#) or to report a crime call Miami-Dade State Attorney Office Hate Crimes Hotline (786) 687-2566 or 911.

A Commitment to Inclusion

United Together

Black CVB Leaders Write an Open Letter to Colleagues

Author: Convene Editors

This week, Black industry leaders representing destinations around the United States released an open letter to their colleagues and the world reflecting on systemic racism in the travel industry and providing a set of questions for organizations to think deeply about in order to advance equity. Their message is published in full below.

Recently this country has been experiencing situations and events that have forced us to see everything differently. We have been beseeched by a health pandemic that has taken the lives of hundreds of thousands of our fellow human beings and all but shut down TRAVEL as we have known it. Now the death of George Floyd at the hands of the Minneapolis police officers has refocused the world's awareness of another deadly pandemic; blatant and systemic RACISM.

The murder of George Floyd is a painful tragedy, not only for his family and friends, but also for the community of humanity, especially the Black sector. It is symbolic of the degree of marginalization and disenfranchisement that infects every level of society, including the meetings/travel/hospitality industry.

Like every Black person in this country, we well know that at any point in time in any city in this country, our lives, could be taken in a moment at the hands of someone who sees us as "in control." Nationally, Blacks are denied equal access to job opportunities. In the hospitality industry, specifically destination marketing, our efforts to improve the representation of Blacks continue to be hindered.

Sincerely,

Jason Dunn, Group VP, Diversity Sales & Inclusion, Cincinnati USA CVB

Elliott Ferguson, President and CEO, Destination DC

Robin McClain, SVP, Marketing and Communications, Destination DC

Arthur Ayres, Jr., VP of Finance, Discover Philadelphia

Gregory DeShields, PHL Diversity, Executive Director, Discover Philadelphia

Dan Williams, VP, Convention Sales & Services, Experience Columbus

Angela Nelson, VP of Multicultural Business Development, Experience Grand Rapids

Michael Gunn, SVP, Convention Sales and Servicing, Greater Birmingham CVB

Connie Kinnard, VP, Multicultural Tourism & Development Greater Miami CVB

Ernest Wooden, Jr., President and CEO, LA Tourism & Convention Board

Darren Green, SVP, Sales, LA Tourism & Convention Board

Timothy Bush, President and CEO, Louisiana's Cajun Bayou

Cleo Battle, COO, Louisville Tourism

Melvin Tennant, President & CEO, Meet Minneapolis

[Black Industry Leaders Pen Open Letter on Systemic Racism \(pcma.org\)](#)

A Commitment to Inclusion Experience

United Together

Thank You





GREATER MIAMI
CONVENTION &
VISITORS BUREAU



VMLY&R

A Commitment to Inclusion Experience

Today's Presenter



Myron King
Chief Integration Officer

As Chief Integration Officer, Myron King oversees the strategic integration of core agency capabilities for new and existing clients across North America. This includes focusing on BIPOC corporate integration; consulting on marketplace diversity; and developing inclusive policies, practices, and protocols for business evolution.

In addition, Myron serves as a strategic partner for the agency's cross-departmental Transformation Initiative. VMLY&R's Transformation Initiative aims to implement integration efforts that combat systemic racism across all areas of the business, both client-facing and internal. The initiative also supports ongoing Diversity, Equity and Inclusion strategies that drive measurable progress and substantive and lasting change for BIPOC employees and VMLY&R employees at large.





PUT EVERYTHING YOU ARE
INTO EVERYTHING YOU DO.

VMLY&R is dedicated to being a place where people feel open and able to bring their authentic self to the workplace and the work we do. Over the years we've been able to prove that:

DEI is in our DNA.

From the events that shaped 2020 and as we look into 2021 and beyond, we acknowledge the focus, effort, and investment necessary across business, across work, and across culture to:

Make DEI our everyday.



The Inclusion Experience

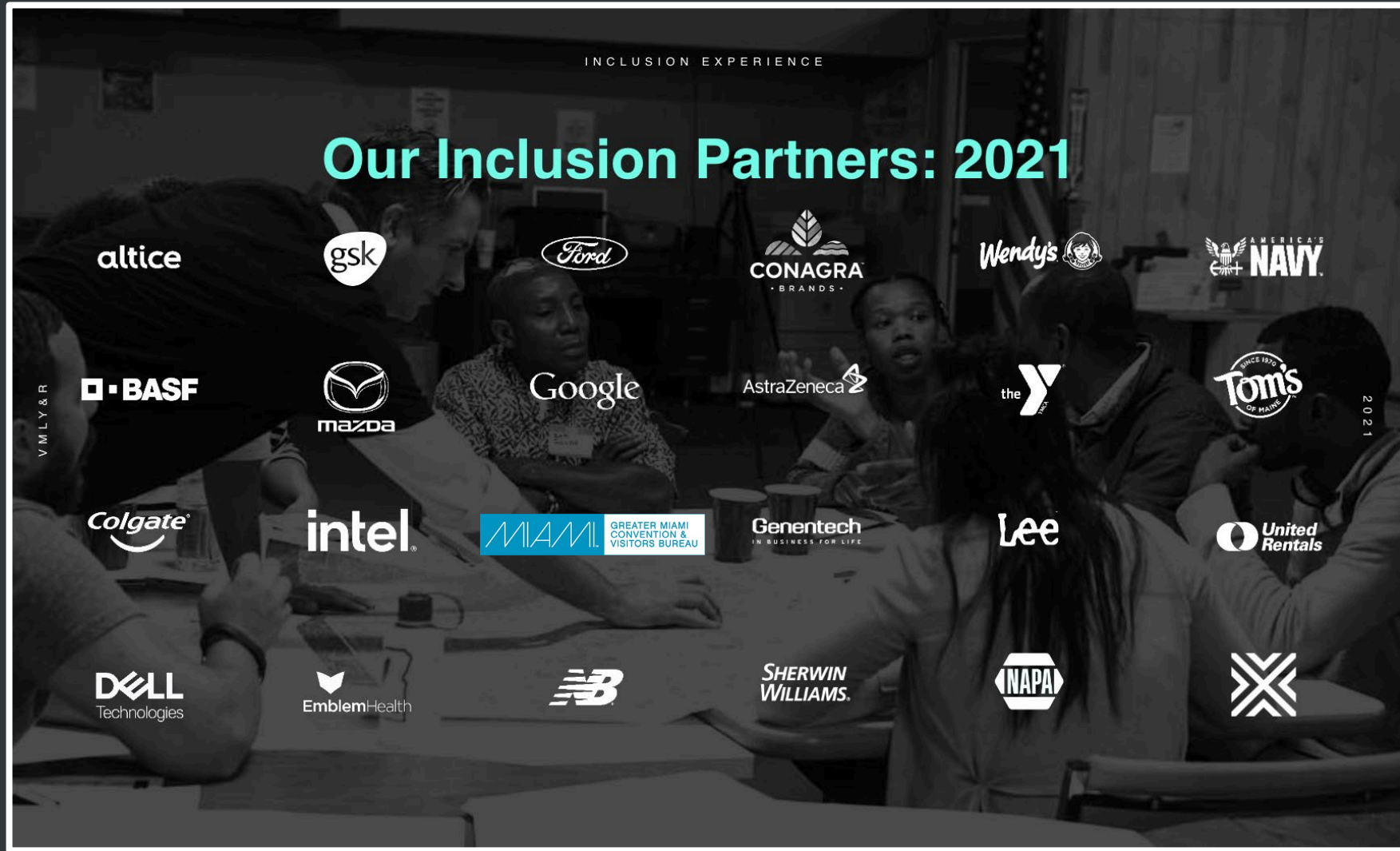
Ensuring Sustainable Value

- Workplace Inclusivity and Belonging
- Employee Engagement Design and Activation
- Organizational Design and Process Enhancement
- Cultural Adept Content, Strategy and Execution



INCLUSION EXPERIENCE

Our Inclusion Partners: 2021



altice





P R O C E S S

INCLUSION EXPERIENCE: CREATIVE WORK PROCESS

■ Step Completed ■ Step In Progress ■ Step N/A (Explain) □ Step Not Started



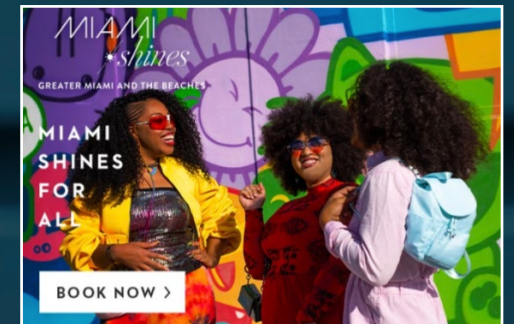
INCLUSION EXPERIENCE: CREATIVE WORK PROCESS

■ Step Completed ■ Step In Progress ■ Step N/A (Explain) □ Step Not Started





FOUND IN MIAMI



MIAMI SHINES



MIAMILAND



PRIDE MONTH



MIAMILAND
GREATER MIAMI & MIAMI BEACH

DISCOVER
AMAZING
GETAWAY
DEALS

BOOK NOW



MIAMILAND
GREATER MIAMI & MIAMI BEACH

RECONNECT
AT OUR
BEACHES

PLAN NOW



MIAMILAND
GREATER MIAMI & MIAMI BEACH

GO FROM
GREEN PATHS
TO BLUE
WATERWAYS

PLAN NOW



MIAMILAND
GREATER MIAMI AND THE BEACHES

DISCOVER
MIAMILAND'S
THRILLING
ADVENTURES

MIAMILAND.COM



MIAMILAND
GREATER MIAMI AND THE BEACHES

RELAX IN
NATURE'S NATURAL
AESTHETIC

MIAMILAND.COM



HISTORIC VIRGINIA KEY BEACH PARK

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GREATER MIAMI AND THE BEACHES

RELAX IN
NATURE'S NATURAL
AESTHETIC

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MIAMILAND
GREATER MIAMI AND THE BEACHES

DISCOVER
AMAZING
GETAWAY
DEALS

BOOK NOW



MIAMILAND
GREATER MIAMI AND THE BEACHES

DISCOVER
AMAZING
GETAWAY
DEALS

BOOK NOW



MIAMILAND
GREATER MIAMI & MIAMI BEACH

RECONNECT
IN MIAMI'S
GREAT
OUTDOORS

PLAN NOW





June 2021

Pride Month

As part of our commitment to representing and celebrating the LGBTQ+ community within Greater Miami and Miami Beach, it was critical to highlight the different faces of Pride. We did this through an Instagram series that brought attention to triumphs and tribulations within the LGBTQ+ community, both past and present.

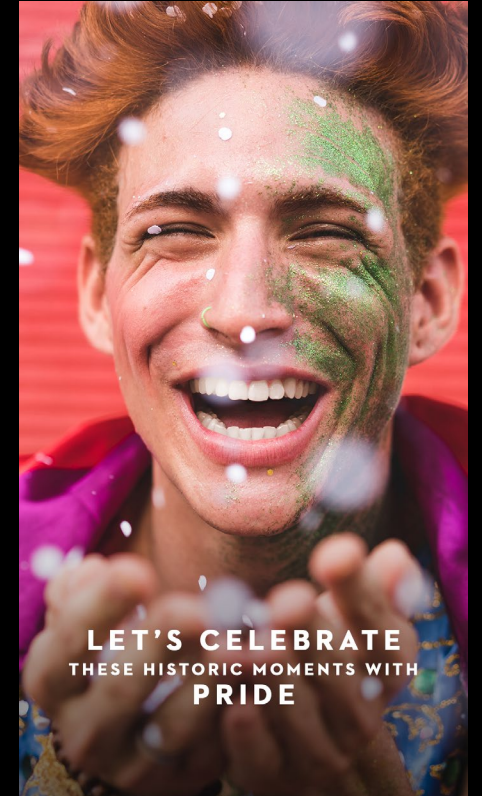
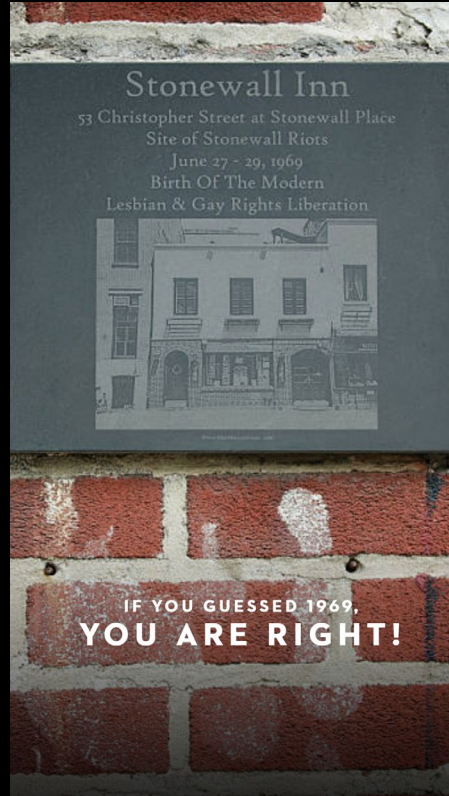
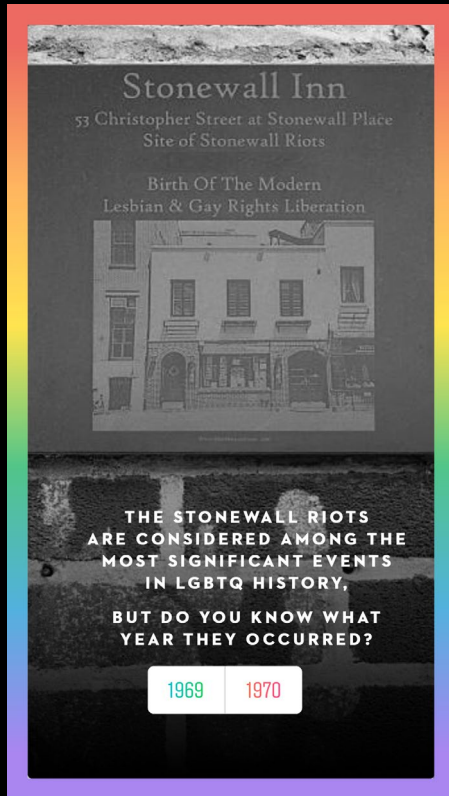
63



Organic Social Activation: Inspire



Organic Social Activation: Educate



Organic Social Activation: Celebrate



JOIN US FOR
**MIAMI'S PRIDE
EVENTS!**



**JUNE 17-20
WYNWOOD PRIDE**
Join an unforgettable, 4-day weekend
of art & expression.



**JUNE 26
MIAMI BEACH PROCLAMATION OF
MARRIAGE EQUALITY & COMMUNITA
DANCE AT ARSHT CENTER**
Love is the strongest bond.
Pride celebration returns for its fourth installment.



**SEPT 10-19
MIAMI BEACH PRIDE**
We're going to be out, loud & proud
on Miami Beach.



Organic Social Activation: Celebrate



OCT 10
HIALEAH PRIDE
Enjoy love and equality in Hialeah.



OCT 15
CELEBRATE ORGULLO
Explore the ART of ILUSIÓN!



**SCREENSHOT
TO SAVE**

JUNE 17-20
WYNWOOD PRIDE

JUNE 26
PROCLAMATION OF
MARRIAGE EQUALITY

JUNE 26
COMMUNITEA DANCE
AT ARSHT CENTER

SEPT 10-19
MIAMI BEACH PRIDE

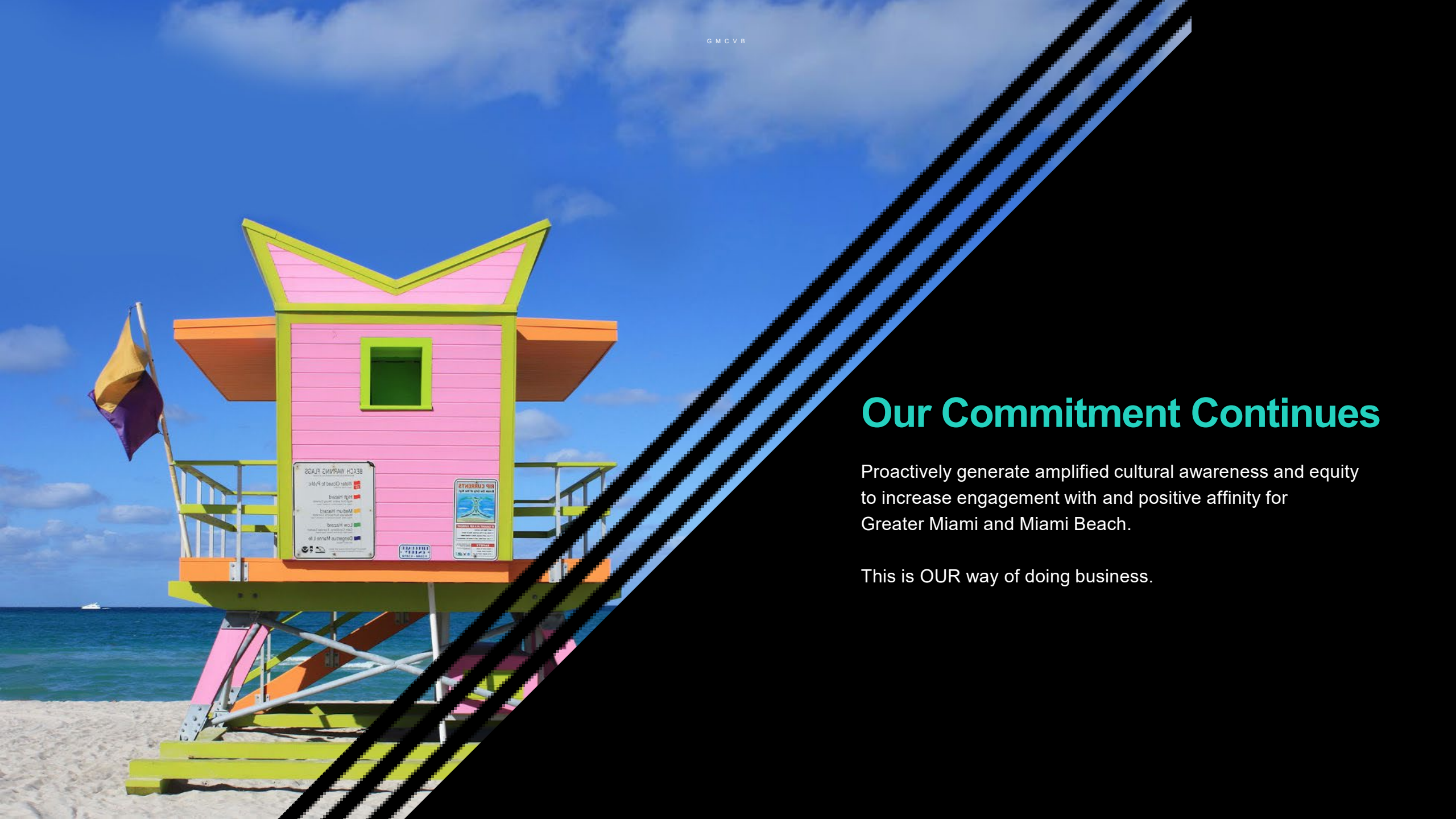
OCT 10
HIALEAH PRIDE

OCT 15
CELEBRATE ORGULLO



**WE ARE PROUD TO
CELEBRATE
WITH YOU**





Our Commitment Continues

Proactively generate amplified cultural awareness and equity to increase engagement with and positive affinity for Greater Miami and Miami Beach.

This is OUR way of doing business.



VMLY&R



Door Prize Time!

JULY + AUGUST

MIAMI

SPA

MONTHS

AUGUST + SEPTEMBER

MIAMI

SPICE

MONTHS





TM



American Airlines

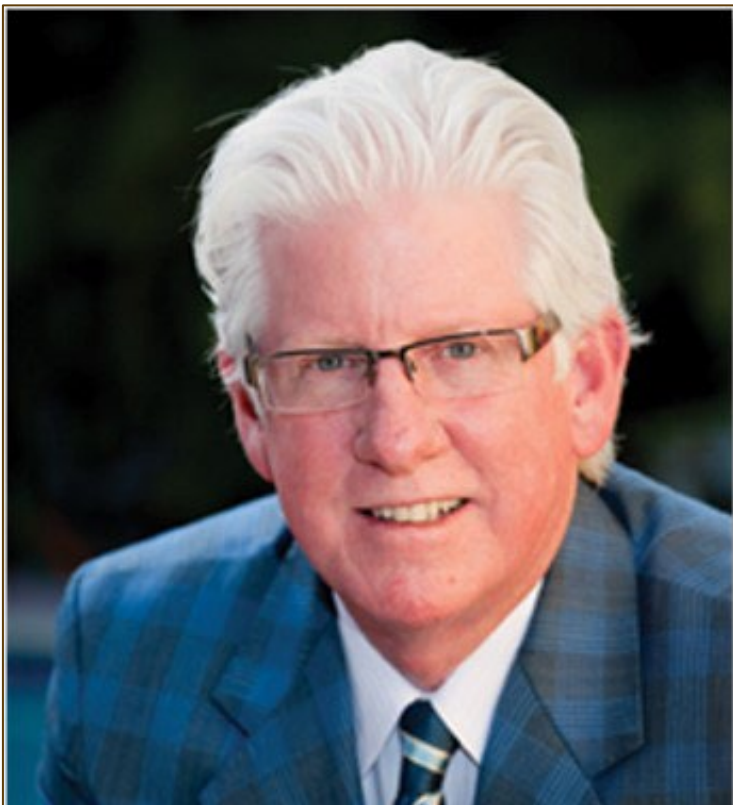


EASTERN





TURKISH AIRLINES



William D. Talbert, III, CDME
President & CEO



Special Thanks to our Sponsors



Hospitality Job Fair



GET YOUR NEW CAREER STARTED!

Friday, July 30, 2021
3 – 5 p.m.

InterContinental Hotel Downtown Miami
100 Chopin Plaza, Miami, FL • 2nd Floor

Take the next step toward a rewarding career in the hospitality industry.

Employers interested in having a Job Fair Table
or any questions, please contact CustomerService@GMCVB.com.



2021

MIAMI

GREATER MIAMI
CONVENTION &
VISITORS BUREAU

PLANNING WORKSHOP

THANK YOU!