

Welcome Boutique Hotel Partners



March 6, 2019



Partnership / Business Development Update

Madeleine Paredes

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Ali Bibeau

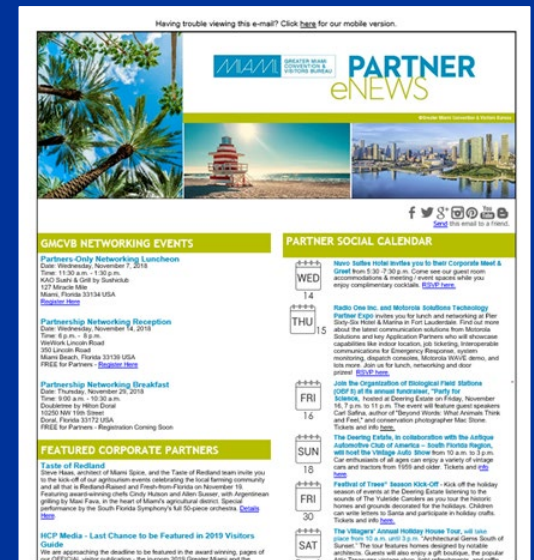
Director, Partnership Development

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Partnership – Added Value Opportunities

- **360 Video Program:** Threshold 360 in partnership with GMCVB will capture 360° interactive video content of your business for your landing page on www.MiamiandBeaches.com.
- *Miami Begins with Me* Online Training available for your staff. Next live course training is March 13 and April 10 at GMCVB office from 9–11:30 a.m. and available anytime at www.MiamiBeginsWithMe.com
- Partner e-Newsletter Submissions: Due 25th of each month Published 1st of each month



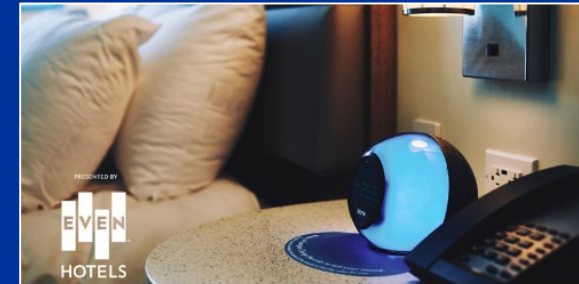
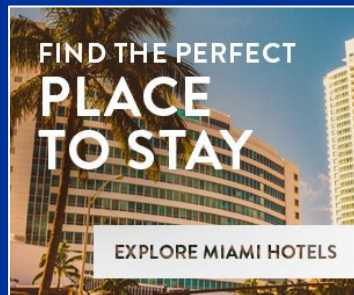
Partnership – Upcoming Events...Join Us!

- **Casa Blanca Cigar Lounge Networking Reception**
Partnership with Greater Miami Chamber of Commerce
6 p.m. – 8 p.m.
March 27, 2019
- **Marlins Park 2nd Annual Health & Wellness Expo**
Pre-Game Activation at 5th Base on West Plaza
3:30 p.m. – 7 p.m.
March 29, 2019
- **Save The Date: Miami Romance Wedding Showcase**
Hotel Colonnade, Coral Gables
1 p.m. – 4 p.m.
May 19, 2019



Partnership – New Digital Opportunities

- *MiamiandBeaches.com Web Banners*
- *Home Page and Landing Page Takeovers*
- *Partner of the Week Dedicated e-Blast*
- *Miami Insider: Consumer Monthly e-Newsletter Advertising*
- *Paid Social Media Programs*



Wellness Has Landed at Miami Airport

Experience a hotel that focuses on a better you. Visit Florida Package: Save 25% off best rate.

[VIEW OFFER >](#)



10% off at the Chesterfield Hotel

Enjoy a discounted stay in iconic South Beach.

[VIEW OFFER >](#)



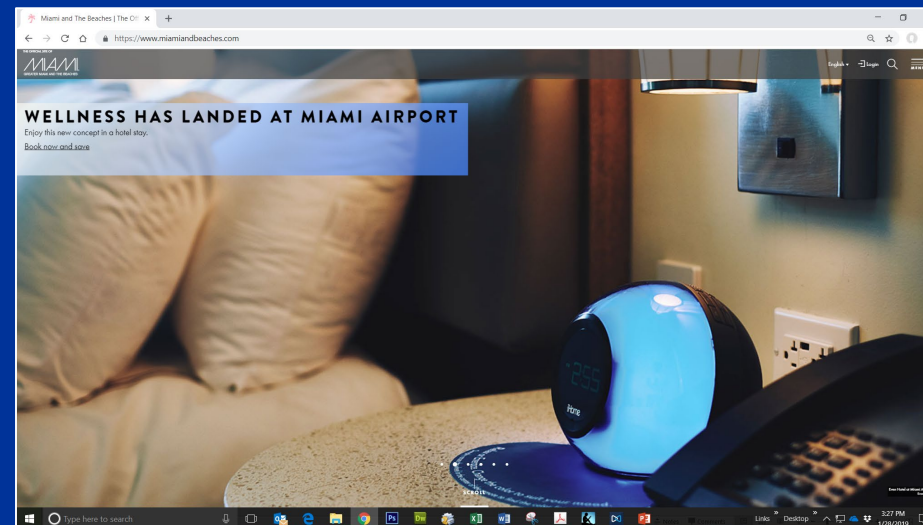
Private Yoga at Mandarin Oriental

During Miami Health & Wellness Months this February and March, reserve a private yoga session and get 15% off spa services.

[VIEW OFFER >](#)

There are always more deals to explore.

[SEE MORE SPECIAL OFFERS >](#)



Convention Sales Update

Marti Tejada
AVP, Convention Sales
Marti@GMCVB.com



Headquarter Hotel Approved

MIAMI
MIAMI MEETINGS.COM



- OWNERS: Fontainebleau and JW Marriott Turnberry
- Brand: Hilton or Hyatt
- Total rooms: 800
- 2 Buildings: 400 rooms each
- Location: Parking lot by MBCC
- Ground Breaking: 2020
- Expected Completion late 2022/early 2023

Sales Leads and Bookings

December 2018

Sales Leads

122

Bookings

55

Total Room Nights: 40,809
Economic Impact \$17,620,191

January 2019

Sales Leads

189

Bookings

86

Total Room Nights: 54,719
Economic Impact \$24,108,331

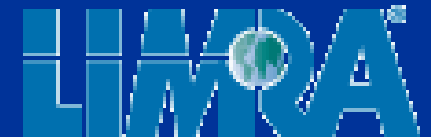
December 2018 Activities

- **Sales Calls/Luxury Meetings Summit**
San Francisco, CA – December 3-6, 2018
- **Tallahassee Client Holiday Party**
Tallahassee, FL – December 6, 2018
- **IAEE EXPO**
New Orleans, LA – December 10-13, 2018
- **Holiday Showcase**
Chicago, IL – December 13, 2018
- **CVB Reps Annual Holiday Party**
Washington, DC – December 18, 2018



January-February 2019 Activities

- PCMA - Pittsburgh, PA January 6-9, 2019
- Northeast Sales Blitz - NY, NJ January 13-16, 2019
- American Society of Association Executives
CEO Symposium - Miami, FL January 12-17, 2019
- Opus Group's MICE Leadership Summit - Mexico January 21, 2019
- Global Pharma & Medical Meeting Summit PA February 4-6, 2019
- Destination Showcase DC February 13, 2019
- Houston Sales Blitz February 19-22, 2019
- LIMRA (Ft. Lauderdale) February 27-March 1, 2019



January 2019 Activities

Professional Convention Management Association



January MBCC Bookings

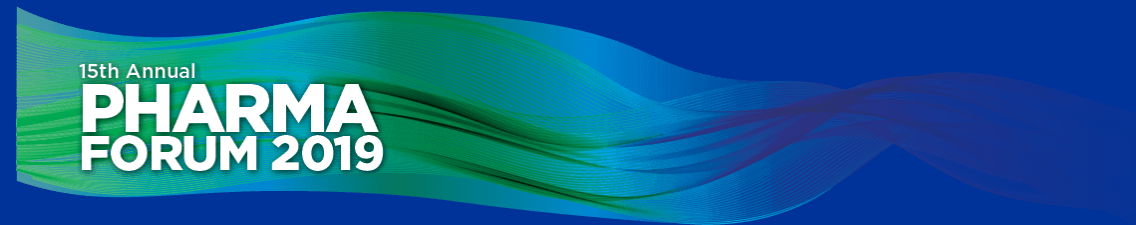
- **American Society for Aesthetic Plastic Surgery**
April 17-23, 2023
Attendance: 3,000 – Total Room Nights: 8,580
Economic Impact: \$3,969,823
- **Zendesk, Inc**
March 2-4, 2020
Attendance: 2,000 – Total Room Nights: 1,970
Economic Impact: \$1,015,239



zendesk

Convention Sales – Coming Soon

- Conference Direct Annual Partner Meeting (Georgia) - March 3-7, 2019
- Northeast Sales Blitz (NY, NJ, PA) - March 3-6, 2019
- SISO-Society of Independent Show Organizers (Miami) - March 24-27, 2019
- Pharma Forum (New York) - March 24-27, 2019
- Chicago Sales Blitz - April 1-3, 2019
- Carolina, Sales Mission - April 8-12, 2019
- DC Sales Mission - May 6-9, 2019



Industry Performance Overview

Gisela Marti
VP, Marketing & Tourism
Gisela@GMCVB.com



Market Indicators

	12 Months*	% Change	December 2018	% Change
Overnight Visitors	16,505,000	+3.5%	1,451,000	+5.4%
MIA Arrivals	22,762,836	+2.0%	2,115,227	+3.6%
PortMiami	6,013,746	+12.5%	784,878	+28.2%

MIAMI-DADE	12 Months**	% Change	January 2019	% Change
Occupancy	76.5%	-0.5%	78.6%	-3.2%
Room Rate	\$199.66	+5.4%	\$234.16	+1.4%
Rev Par	\$152.80	+4.8%	\$184.04	-1.9%
Rooms Available	56,243	+1.7%	57,282	+4.3%
Rooms Sold	15,710,856	+1.1%	1,395,664	+0.9%

*12 months (January 2018 - December 2018)

**12 months (February 2018 – January 2019)

Source: STR

Market Indicators

MIAMI BEACH	12 Months*	% Change	January 2019	% Change
Occupancy	75.9%	+1.9%	79.2%	-0.9%
Room Rate	\$271.40	+8.3%	\$311.13	+3.1%
Rev Par	\$205.95	+10.3%	\$246.50	+2.2%
Rooms Available	19,823	-2.4%	20,026	+2.3%
Rooms Sold	5,490,784	-0.6%	491,854	+1.4%

DOWNTOWN MIAMI	12 Months*	% Change	January 2019	% Change
Occupancy	75.1%	-0.2%	78.7%	-1.6%
Room Rate	\$205.78	+4.3%	\$250.30	+1.5%
Rev Par	\$154.58	+4.0%	\$196.97	-0.1%
Rooms Available	8,190	+3.4%	8,287	+4.4%
Rooms Sold	2,245,669	+3.2%	202,160	+2.8%

*12 months (February 2018 – January 2019)

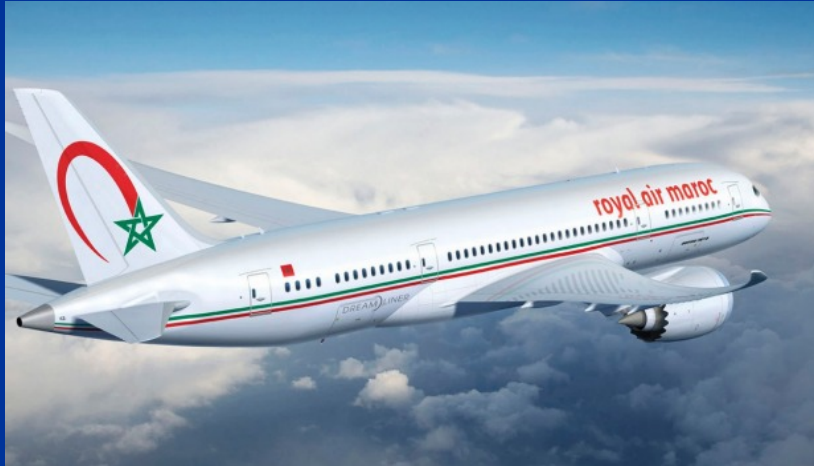
Source: STR

Hotel Industry Outlook 2019

	Q1	% Change	Q2	% Change	Q3	% Change	Q4	% Change	Full Year	% Change
Occupancy	83.7%	-1.6%	76.8%	-0.6%	71.2%	+0.1%	73.7%	+0.3%	76.3%	-0.5%
Room Rate	\$254.85	+0.8%	\$188.88	+2.2%	\$155.46	+2.8%	\$204.18	+1.3%	\$202.46	+1.6%
Rev Par	\$213.44	-0.9%	\$145.12	+1.5%	\$110.68	+2.9%	\$150.44	+1.6%	\$154.45	+1.1%

Source: STR Forecast, revised 2/2019

Upcoming New Service



Casablanca, Morocco

Begins April 3, 2019 / 3x's per week
Boeing 787-8 (219 seats)

- **AMCHAM Morocco Miami Gala**, Feb 16, 2019
- **Inaugural Flight** (Mr. Talbert attending), April 3, 2019
- **US–Morocco Trade & Investment Forum**, April 4, 2019
- **County Trip to Africa** (Mr. Talbert attending), April 14-19, 2019



Warsaw, Poland

Begins June 1, 2019 / 4x's per week
Boeing 787-8 (252 seats)

- **Global Polonia Summit** at Eden Roc, Feb 8, 2019
- **FIFA U-20 World Cup**, May 23 to June 15, 2019
- **LOT Airlines Press Trip/Tour** (in discussion), TBD



Paris, France

Begins June 10, 2019 / 4x's per week
A 330-300 (352 seats)

- **Corsair Inaugural VIP France Press Tour**, June 10 -14, 2019
- **XL Airways France Influencers Trip**, June 27 to July 1, 2019
- **Hosting a VIP Familiarization Tour for Inaugural flight**, June 17-21

PortMiami Update



Press Conference for New Virgin Voyages Terminal – November 2018



“Palm Grove” Terminal – November 2021



Virgin Scarlet Lady – October 2020

Travel Industry Sales Update

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Travel Industry Sales – U.S. & Canada



Christmas Sales Blitz
Quebec, Canada
December 4 – 5



Liberty Travel Year One Consultant Training
Woodbury, NY
December 17



Boston Globe Travel Show
Boston, MA
January 18 - 20



NY Times Travel Show
New York, NY
January 25 - 27

- **Christmas Sales Blitz** (Quebec, Canada) – December 4, 2018
- **Liberty Travel Year One Consultant Training** (Woodbury, NY) – December 17, 2018
- **AAA Pittsburgh Travel Showcase** (Pittsburgh, PA) – January 11 – 13, 2019
- **Boston Globe Travel Show** (Boston, MA) – January 18 – 20, 2019
- **NY Times Travel Show** (New York, NY) – January 25 – 27, 2019

Travel Industry Sales – Latin America



GMCVB Joint Destination Presentation

Belo Horizonte, Brazil
December 4

- **Monthly Sales Calls** by GMCVB Reps throughout Latin America & Caribbean
- **Joint Destination Presentation with Visual Turismo, Copa Airlines & Aventura Mall** (Belo Horizonte, Brazil): December 4, 2018



Visit USA Committee Uruguay Event

Montevideo, Uruguay
December 11

- **Destination Presentation CVC Sales Staff** (Rio Sul, Brazil) – December 14, 2018
- **Destination Presentation Carrasco Viajes Sales Staff** (Montevideo, Uruguay) – December 12, 2018



Destination Presentation

Bogota Colombia
January 23

- **Visit USA Committee Colombia Event** (Bogota, Colombia) – December 13, 2018
- **Destination Presentation at Flytour MMT Viagens** (Campina, Brazil) – January 29
- **Destination Presentation with Trend Operadora** (Juiz de Fora, Brazil) – January 15,
- **Destination Presentation with Grupo GEA** (Buenos Aires, Argentina) – January 9, 2019



GMCVB Destination Presentation

Sao Paulo, Brazil
January 30

- **Joint Destination Present with American Airlines at Pricetravel** (Bogota Colombia) – January 23, 29 & 31, 2019

Travel Industry Sales – Europe



Visit USA Switzerland Workshop
Zurich, Switzerland
January 29-30, 2019



FITUR – Gastronomy of the Americas 2019 Award
Madrid, Spain
January 24, 2019

- **Monthly Sales Calls** by GMCVB Reps throughout Europe
- **Windrore (FTI Group Luxury Brand) Training** (Berlin) – December 3, 2018
- **Visit USA Italy Committee Annual Meeting** (Milan) – December 10, 2018
- **Visit USA Belgium Workshop** (Brussels) – December 11, 2018
- **Ailleurs Voyages TA Group Workshop** (Lyon) – December 14, 2018
- **Travel Counsellors and Cruise Club UK Trainings** (Manchester) – December 17, 2018
- **AC Tours Training** (London) – December 19, 2018
- **Lyon Tour Operators Training** (Lyon) – January 2, 2019
- **France-Belgium Tour Operators Webinar** (Paris) – January 4, 2019
- **Corsair Airline/GMCVB Travel Agents Webinar** (Paris) – January 16 & 18, 2019
- **Brand USA/Visit USA Spain – Americas Musical Journey Event** (Madrid) – January 22
- **FITUR – Gastronomy of the Americas 2019 Award** (Madrid) – January 24, 2019
- **Visit USA Switzerland Workshop** (Zurich) – January 29-30, 2019

Travel Industry Sales – Looking Ahead

- **ITB** (Berlin, Germany): March 6-10, 2019
- **Peninsula Tradeshows**: (Boston, MA – Providence, Rhode Island & Central New Jersey) March 16 – 20, 2019
- **Travel Advisor Forum**: (Las Vegas, Nevada): March 19-20, 2019
- **Atlanta Travel Show** (Atlanta, Georgia): March 23-24, 2019
- **GMCVB Travel Agent Workshop** (Haifa, Israel): March 27, 2019
- **Cruise360** (Ft. Lauderdale, Florida): April 1-8, 2019
- **WTM Latin America** (Sao Paulo, Brazil): April 2-4, 2019
- **Travel Bulletin Luxury Showcase** (Belfast & Cork, Ireland): April 29 – 30, 2019
- **IPW** (Anaheim, California): June 1-5, 2019



Advertising & Digital Marketing Update

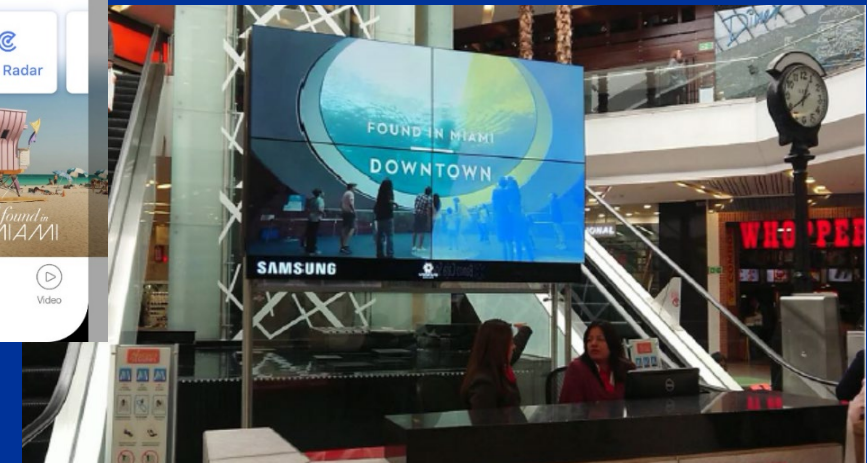
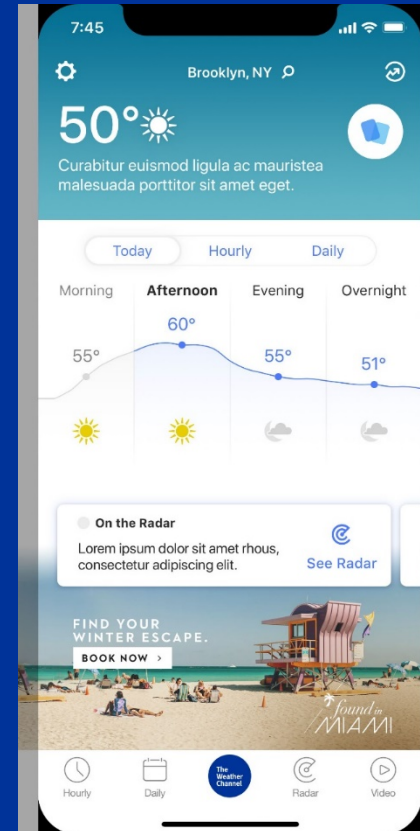
Laura Medley
Website Director
Imedley@GMCVB.com



Advertising & Digital Marketing – Consumer

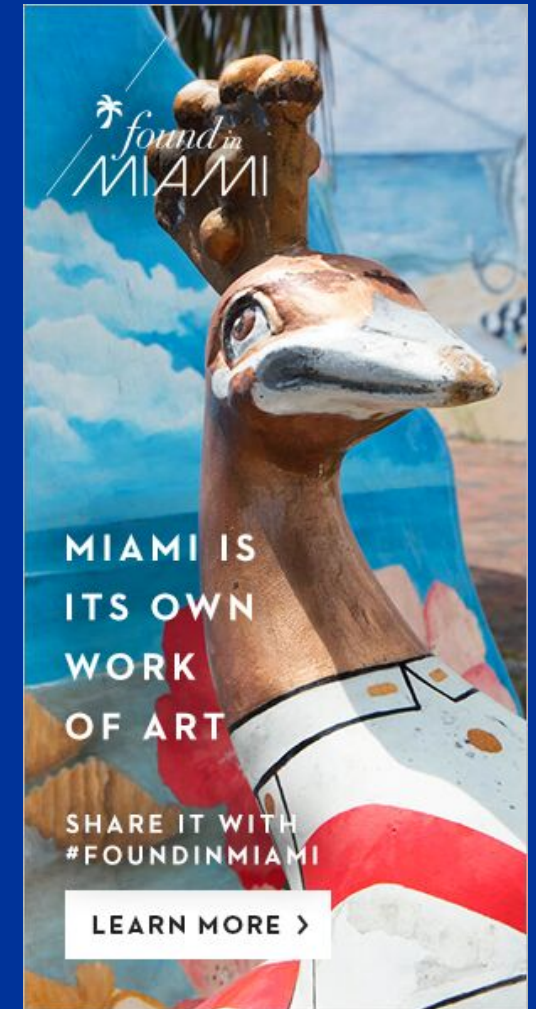
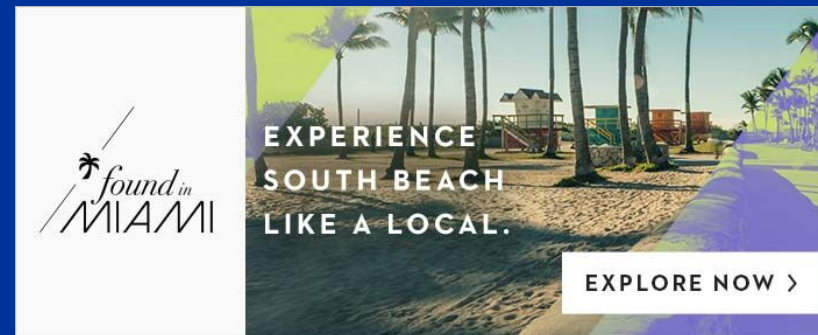
**49,740, 541 impressions generated
October – January**

- 42 million from December and January alone
 - Found In Miami Winter placements running through Amobee, Triplelift, Weather Channel, ClueP, Uproxx, and paid social
 - Ads utilizing our #FoundInMiami videos are live in Colombia and Argentina
 - Local #FoundInMiami included geo-targeted ads and digital bus shelters during Miami Art Week and Art Deco Weekend, as well as a South Beach trolley wrap
 - Multicultural efforts include digital ads through Undertone, paid social, HuffPost Latino Voices, and Univision.



Advertising & Digital Marketing – Looking Ahead

- Digital banners ads going live in Germany and the UK
- Digital ads geo-targeted around arts & culture events in NYC
- Local Miami program will include geo-targeted ads and bus shelters during key events
- Co-op programs with Expedia, Kayak, and NYT launching in April and continuing throughout the summer***
 - Expedia program runs Aug- September. Tiered pricing available, deadline to enroll: 7/11
 - Kayak program includes 4 targeted email drops
 - NYT Great Getaways program includes 2 email drops
 - Includes your pic, logo on booking pages (contact for details)



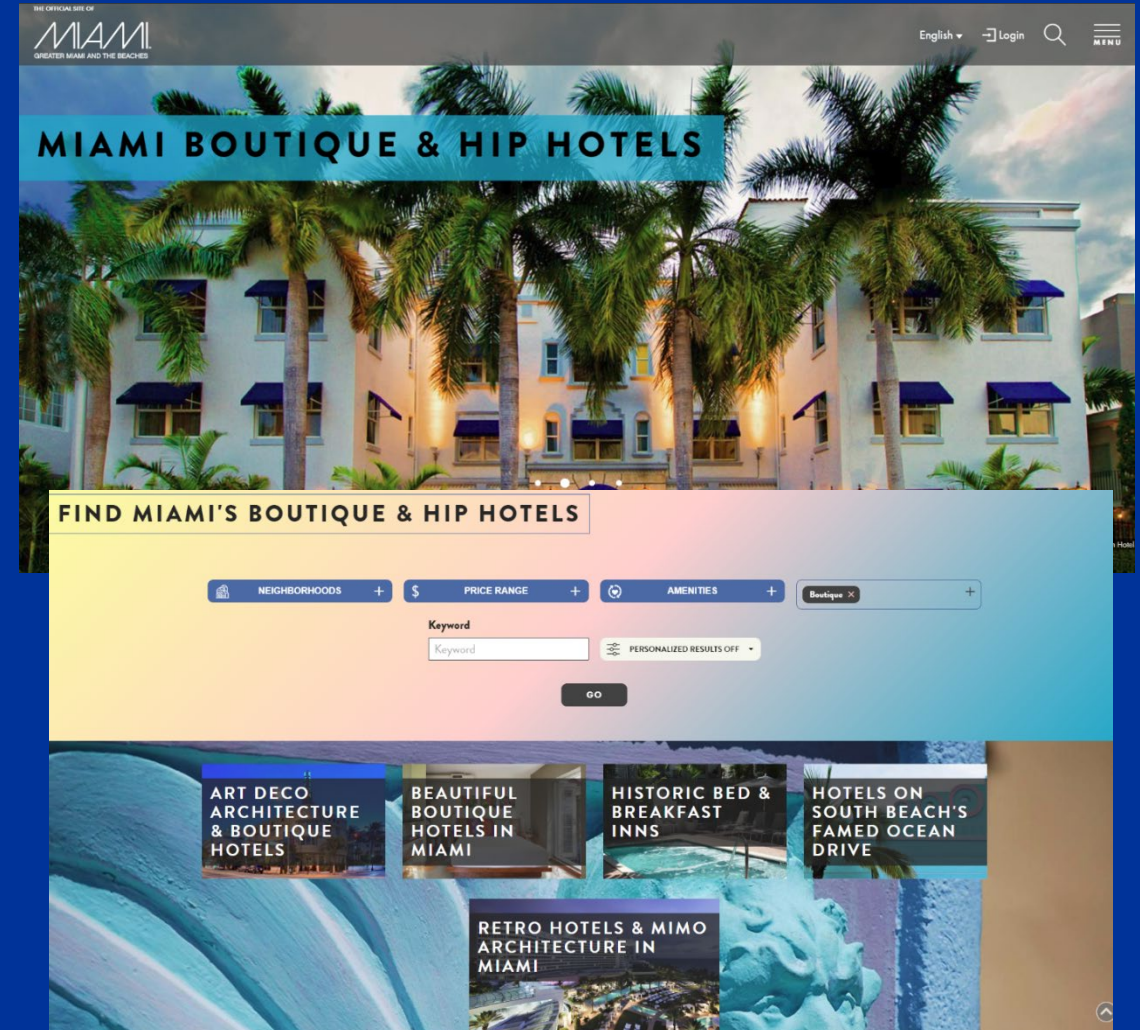
Advertising & Digital Marketing – Meetings

- Utilizing mix of print, digital and social media (with a focus on LinkedIn) to share Miami Beach Convention Center messaging to a highly targeted list of planners
 - Corporate & Incentive Travel
 - Prevue
 - Black Meetings
 - USAE
 - Smart Meetings
 - Meetings and Conventions
- Conducted meeting planner one-on-one interviews to further evolve meetings creative and messaging
- Expand the GMCVB's digital marketing programs, with a focus on CRM contact streams for visitors and meeting planners, as well as enhanced interactive maps, video, and further site personalization.



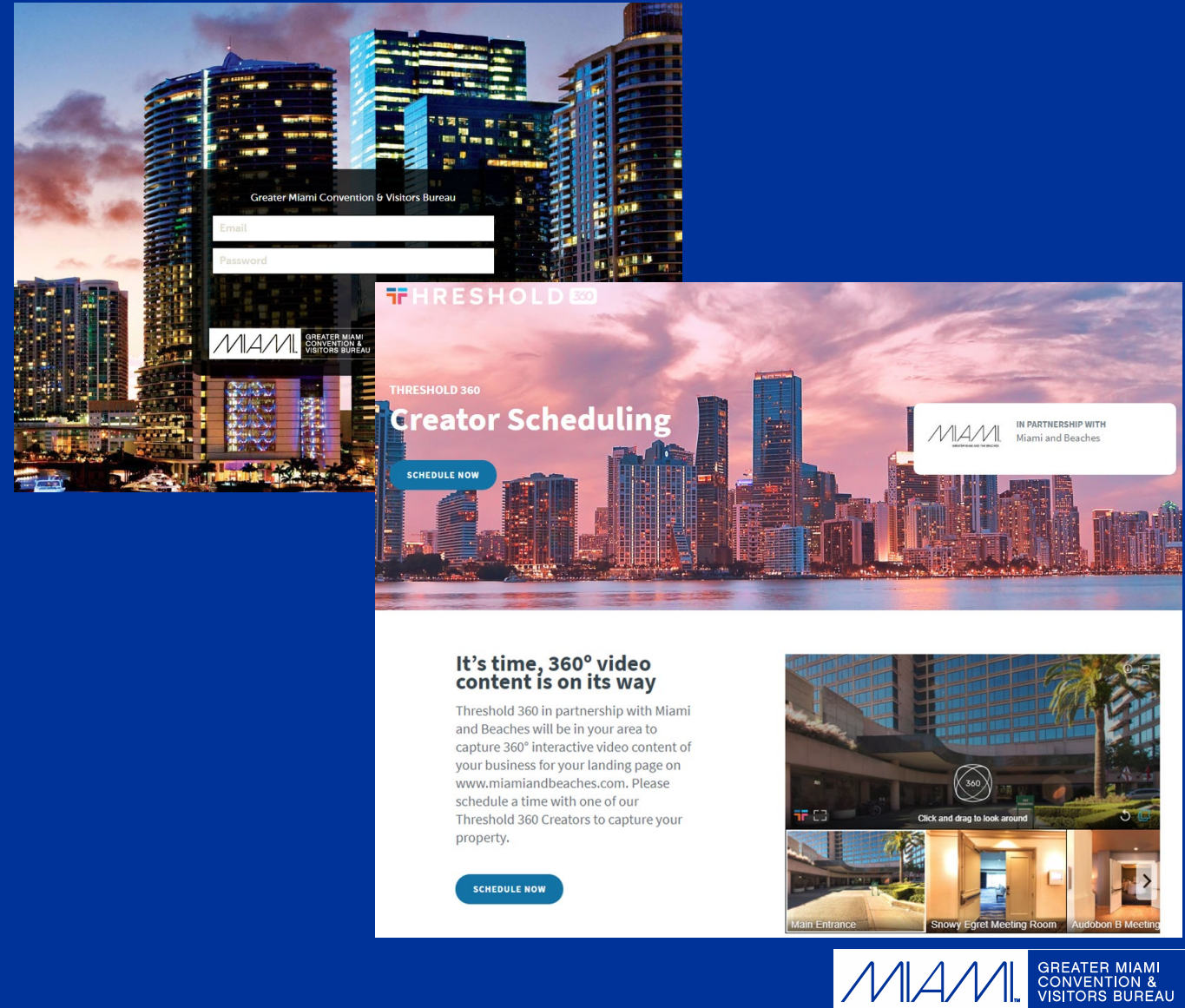
Advertising & Digital Marketing – Website

- Bookings-focused banner ads leading directly to new Boutique & Hip Hotels landing page
- Easy-to-find placement on main menu under “Hotels”
- Page features new content, special offers, and articles about Miami’s boutique hotels
- Allows users to easily search all boutique hotel partners



Advertising & Digital Marketing – Web “Showcase”

- Best Showcase Your Property
 - Update Extranet
 - 1-2 paragraphs of leisure target marketing copy
 - Big beautiful lifestyle Images
 - Youtube videos
 - Events/Offer additions
 - 360^o video
 - Free with partnership
 - Schedule appt at <https://www.threshold360.com/creator-scheduling-miami/>
 - Property walk-throughs
 - Meeting/Event spaces
 - Google Programs
 - Grow with Google
 - Google Maps StreetView



Greater Miami Convention & Visitors Bureau

MIAMI GREATER MIAMI CONVENTION & VISITORS BUREAU

THRESHOLD 360

THRESHOLD 360

Creator Scheduling

SCHEDULE NOW

MIAMI IN PARTNERSHIP WITH Miami and Beaches

It's time, 360° video content is on its way

Threshold 360 in partnership with Miami and Beaches will be in your area to capture 360° interactive video content of your business for your landing page on www.miamiandbeaches.com. Please schedule a time with one of our Threshold 360 Creators to capture your property.

SCHEDULE NOW

Click and drag to look around

Main Entrance Snowy Egret Meeting Room Audobon B Meeting

MIAMI GREATER MIAMI CONVENTION & VISITORS BUREAU

Communications & PR Update

Suzie Sponder
Senior Director of Communications – U.S./Canada
Suzie@GMCVB.com



Communications Department – Press Trips



Meetings & Incentives Press Trip / MBCC Ribbon Cutting
Media Outlets: Smart Meetings, Prevue Magazine, Connect Magazine,
and Convene Magazine
December 3-5, 2018

Communications Department – Press Trips



Cross Market “Miami In Motion” Press Trip

Media Outlets: Best Health Magazine, Canada, Forbes.com, US, Influencer @agusdandri, El Tiempo Newspaper, Colombia, You Magazine, UK
January 16-20, 2019

Communications Department – Media Mission



New York & Toronto Media Mission
Hosted leading journalists from both markets
February 26 and 28, 2019

Communications Department – Media Visits

- Gay Times Magazine (US)
- The Boston Globe (US)
- HERE Magazine (US)
- Tremendo Viaje (Spain)
- Journal Bem Parana Newspaper (Brazil)
- Skift (US)
- Le Petite Futé (France)
- Foodism Magazine (UK)
- Olive (UK)
- Irish Independent (UK)
- Le Journal Des Arts & L'eventail + Peplum (France/Belgium)
- Naver Tour & Maeil Business Newspaper (Korea)
- El Tiempo (Colombia)
- O Globo (Brazil)

The logo for gaytimes, featuring the word "gaytimes" in a bold, lowercase, black sans-serif font on a white background.The logo for BEM PARANÁ, featuring the words "BEM" and "PARANÁ" in a bold, white, uppercase sans-serif font on an orange background.The logo for The Boston Globe, featuring the words "The Boston Globe" in a black, serif font on a white background.

Communications Department – Industry Relations



**U.S Travel Association (USTA) Communications
Council Meeting – Washington D.C.
December 6-7, 2018**

Communications Department – Select Clippings



Miami at a glance

Good to know

- Stavos:** Neben einem großzügigen Park sind hier auch eine 5536 Meter lange Strandpromenade, ein Kino, ein Theater, ein Museum und ein Einkaufszentrum zu finden.
- Transport:** In der Innenstadt sind die U-Bahn, die Tram und der Bus zu finden. Ein Mietwagen ist ebenfalls eine gute Option.
- Wetter:** Das Wetter in Miami ist das ganze Jahr über warm und sonnig. Die Temperatur schwankt zwischen 24°C und 30°C.
- Wirtschaft:** Miami ist ein wichtiges Finanzzentrum in Südamerika und Lateinamerika. Hier sind viele Banken und Versicherungen ansässig.
- Leben:** Miami ist eine lebendige Stadt mit einer vielfältigen Kultur und einer großen Gemeinschaft.

34 City Guide

Swiss Magazine – December and January 2018
Circulation/Readers: 2.6 Million

Advertising Equivalency: \$1.2M

Communications Department – Select Clippings

THE INCENTIVIST
INTELLIGENCE FOR INCENTIVE TRAVEL PROFESSIONALS



TAKING A NEW LOOK AT MIAMI

By Lori Smith | January 22, 2019


I last visited Miami and its Beaches in 2013. At that time, developers were putting in bids to recreate the **Miami Beach Convention Center**. The 250,000-square-foot **Phillip and Patricia Frost Museum of Science** was a construction site in Museum Park, the 30-acre park in the city's downtown. The rejuvenation of the **Design District** had begun but was two years out from welcoming the major brands and retailers that have elevated it to a fashion and art destination. And, revitalization efforts were underway in the **Brickell** area, the city's financial district. Miami was laying new foundations for future growth.

MIAMI: UMA CIDADE NORTE-AMERICANA COM RITMO LATINO

7 Jan 2019 07:30
Viagem Viagem Partilhar
Mundo
1 comentários


Patrocinado por TAP

Quando eu pensava em Miami, imaginava praias, festas e música latina. Quando visitei a cidade, não me senti defraudada. A cidade tem tudo isso e muito mais, é tão exagerada, chamativa e festiva, como dizem. A vibração de Miami é incrível!



Poucas cidades conseguem rivalizar com a sua vida noturna. Alguns dos maiores clubes do planeta encontram-se aqui instalados.

As pistas de dança são animadas pelo som de conhecidos DJ's e em Ocean Drive não faltam restaurantes e bares trendy onde podemos provar novos sabores e cocktails originais.



VOR DER KREUZFAHRT IN.....

Miami

Die Kreuzfahrtmetropole weltweit starten in keinem Hafen mehr Kreuzfahrtschiffe. Die Karibik liegt quasi vor der Haustür und die USA sind nach wie vor der größte Kreuzfahrtschiffmarkt weltweit. US-Amerikaner fliegen im Regelfall am Tag der Kreuzfahrt nach Miami. Für Europäer ist ein längerer Aufenthalt in Miami oder ein Zwischenstopp Miami Beach vor der Kreuzfahrt empfehlenswert. Wir geben ab Ihnen einige Tipps.



HINKOMMEN

Der Flughafen von Miami ist mit 44 Millionen Passagieren pro Jahr einer der wichtigsten US-Flughäfen. Lufthansa, Austrian Airlines und Swiss bieten Direktflüge zu mehreren deutschen Flughäfen sowie ab Zürich und Wien an. Auf Umsteigerverbindungen findet man eher ein günstiges Angebot. Durch die Zeitverschiebung landen die Flüge nicht vor dem Nachmittag, so dass mindestens eine Übernachtung vor der Kreuzfahrt eingeplant werden muss. Taxis bieten Festpreise für die Strecke vom Flughafen in die Stadt an. Günstiger ist der Super-Shuttle, ein privater Minibus- und Shuttleservice (super-shuttle.com). Über ist auch eine Alternative: Wer außerhalb vom Zentrum von Miami oder Miami Beach übernachtet, sollte überlegen, einen Mietwagen zu buchen.

www.miami-airport.com

The Incentivist (Canada)
January 2019
*Result of Meetings FAM
Circulation: 9,500

SAPO Viagens (Brazil)
January 2019
Circulation: 17,010

Crucero (Germany)
January 2019
Circulation: 116,550

Communications Department – Looking Ahead

- **New York & Toronto Media Mission (NYC/Toronto)** – Feb 26-28, 2019
- **Vitrina Turistica (ANATO)** (Bogota, Colombia) – Feb 28-March 1, 2019
- **International Tourism Bourse (ITB)** (Berlin, Germany) – March 6-10, 2019
- **World Travel Market (Brazil)** – April 2-5, 2019
- **LGBT Cross Market Press Trip** – April 4-8, 2019
- **Tourism Month** – May 2019



Cultural Tourism Update

John Copeland
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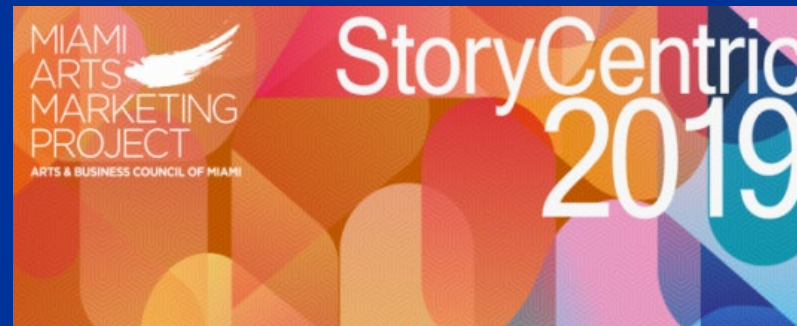
Cultural Tourism

- **Wynwood Walls Artist Residency Program** Partnership with Goldman Global Arts, to support the internationally renowned artists.
- **Art Basel, Art Miami & PINTA** Provided Tourism Desk to promote highlights of our destination – Dec 4-9, 2018
- **Americans for the Arts Emerging Leaders** Public conversation hosted at Frost Science Museum featuring Robert Lynch, President & CEO of Americans for the Arts – Dec 6, 2018



Cultural Tourism – Looking Ahead

- **Art Deco Weekend Partnership** with Miami Design Preservation League – Jan 18-20, 2019
- **Cultural Tourism Task Force** Convening Miami Arts & Culture thought-leaders to focus on cultural tourism efforts and activities – Jan 24, 2019
- **Miami Arts Marketing Project Conference Partnership** with the Arts & Business Council of Miami (200+ local attendees) – Jan 29, 2019



Cultural Tourism – Looking Ahead

- Miami Beach Culture Crawl - Monthly
- Art Basel Hong Kong: March 28-31
- IKT Congress: April 11-14
- Frieze New York: May 1-5
- Breakfast with the Arts & Hospitality Industries: May 6
- FL Trust for Historic Preservation: May 15-18
- Theatre Communication Group Conference: June 5-7
- Art Basel Switzerland: June 13-16



LGBTQ Marketing Efforts

Dan Rios
Director LGBTQ Marketing
Dan@GMCVB.com



LGBTQ Marketing

- **AIDS Memorial Quilt Unveiling** On display starting to coincide with World AIDS Day, at City of Miami Beach Police Department during the month of December – Dec 1, 2018
- **Community Marketing Insights (CMI) 19th LGBTQ Tourism Forum** A forum that brought together leading industry professionals to share the latest learnings about the LGBTQ Market – Dec 2-4, 2018
- **LGBT MPA** Joined Association to support the Convention Sales team with identifying leads and help attract LGBTQ-centric meetings and conventions – Dec 11, 2018
- **Miami Beach LGBTQ Advisory Committee** – Dec 11, 2018 & Jan 10, 2019
- **GayTravel.com** Miami is the 2018 Gay Travel Awards winner for Domestic Destination category – Dec 27, 2018

CMI Community Marketing & Insights Leaders in LGBTQ Research since 1992 *In partnership with* **DESTINATIONS INTERNATIONAL** **IGLTA**

ALL NEW 19th LGBTQ TOURISM FORUM
SALES & MARKETING • BEST PRACTICES • LEISURE & BUSINESS • MEETINGS & EVENTS
DECEMBER 2-4, 2018 • W HOTEL FORT LAUDERDALE

Sponsored by GREATER FORT LAUDERDALE **Vegas** **Digital** **Argentina** **MEXICO** **VISIT PHILADELPHIA**

Partners **LGBT Convention** **Visitors Bureau** **PINK** **ETN** **LGBT MPA** **pridemedia**

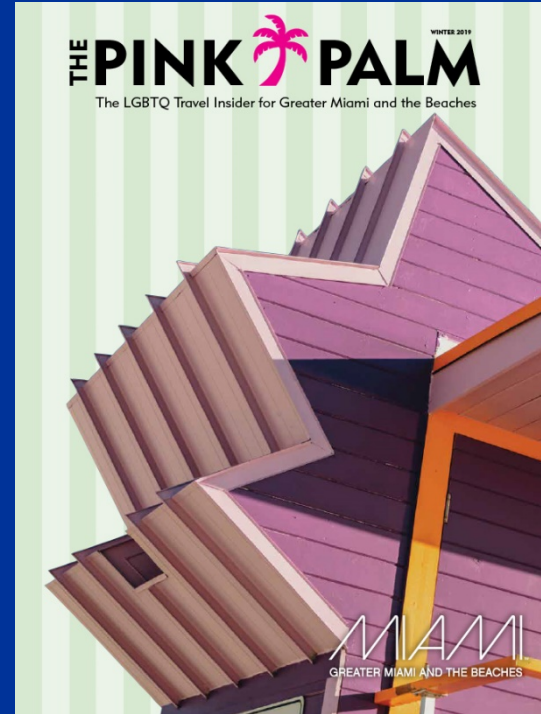
Introducing **LGBTQ Tourism 19.0**
The completely rebooted marketing, sales, public relations and research forum to help you better understand, and successfully reach, LGBTQ travelers.

LGBT MEETING PROFESSIONALS ASSOCIATION

Gay Travel Awards
Awards
2018
Winner

LGBTQ Marketing

- **The Pink Palm** – 1st edition of the LGBTQ Travel Insider for Greater Miami and the Beaches.
- **Aspen Gay Ski Week** – Strong performance by geo-fencing effort with 744,670 impressions generating 1,577 clicks.
- **GMCVB LGBTQ Tourism Advisory Committee** – Jan 31, 2019



instinct

Q.Digital



MIAMI GREATER MIAMI CONVENTION & VISITORS BUREAU

New Publications



2019 Travel Planner



2019 Visitors Guide

Content Development – Looking Ahead



February & March

MIAMI HEALTH & WELLNESS

Hit the refresh button with amazing health and wellness offers, and join us at our expo. Learn more at MiamiTemptations.com

#MiamiTemptations

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MIAMI

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Miami Health & Wellness Months
February & March



April & May

MIAMI ATTRACTIONS & MUSEUMS

Enjoy family fun and culture and take advantage of deep savings on admission, memberships and more. Learn more at MiamiTemptations.com

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Miami Attractions & Museums Months
April & May

Social Media Update

Maika Moulite
Social Media Manager
Maika@GMCVB.com



Social Media

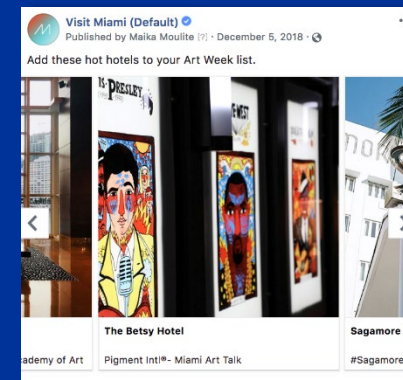
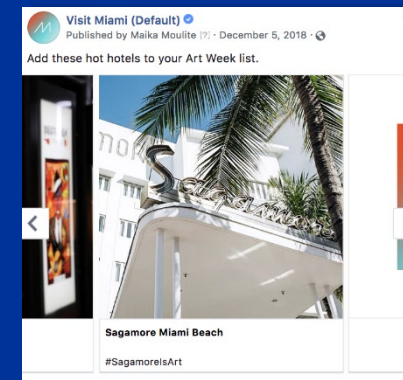
3.5M+ impressions from Oct. 1, 2018 – Jan. 31, 2019

Top Stats

- YoY approximately +56,561 fans acquired on Facebook, Instagram, and Twitter.

Top Posts Across Platforms

- The first day of winter
- Miami Seaquarium's Taste of Miami
- New Year's Eve in Miami

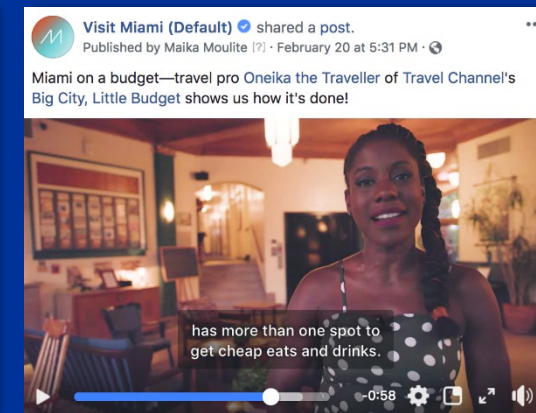
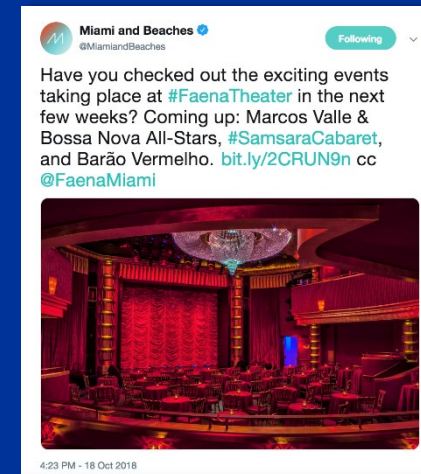
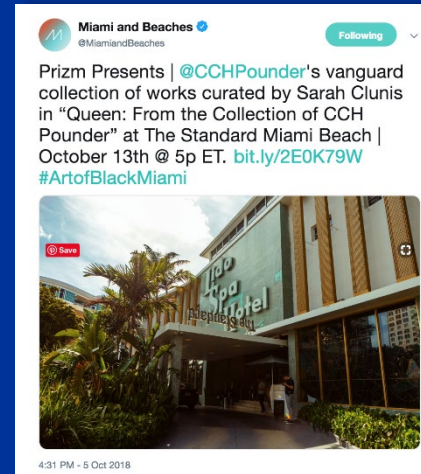


Social Media

Highest performing platform:
Instagram with +25.61% increase in
followers YoY (+13,924 fans)

Followers – January 2019

- Facebook: 739,913
- Twitter: 136,137
- Instagram: 65,197



Wendy Kallergis

President & CEO



PARTNERS IN HOSPITALITY



MIA DNC 2020



U.S. TRAVEL
ASSOCIATION



COMPLETE OUR CONVENTION CENTER
MIAMI BEACH
REFERENDUM 3
VOTE YES





National Academy Foundation (NAF)



myNAFTrackMiami

myNAFTrack is an online professional network connecting NAF students and alumni with professional development and employment opportunities available through NAFTrack Certified Hiring partner companies

GMBHA Upcoming Events



MIAMI HOSPITALITY DESIGN AWARDS 2019
APRIL 3RD

AWARDS EVENT HOSTED AT
THE MIAMI BEACH EDITION

PURCHASE EVENT TICKETS NOW
CLICK HERE

Join AIA Miami, the Greater Miami & The Beaches Hotel Association and Oberhausen Marketing & Public Relations for the 2019 Miami Hospitality Design Awards hosted at the Miami Beach EDITION.

A celebration of architecture, design and hospitality, the awards will honor the creative minds and extraordinary venues that elevate Miami's hospitality industry and consumer experiences.

When: Wednesday, April 3, 2019
6-9 p.m.

Where: The Miami Beach EDITION
2901 Collins Ave.
Miami Beach, FL 33140

For more information, visit miamihospitalityawards.com

4.3.2019 Miami Hospitality Design Awards at Miami Beach EDITION

4.10.2019 GMBHA Catering Event with Keynote Speaker David Adler, CEO & Founder, BizBash

4.16.2019 Women in Technology Panel at Expedia

5.3.2019 25th Annual Inn Key Awards Luncheon at Hilton Miami Downtown



GREATER MIAMI AND THE BEACHES HOTEL ASSOCIATION PRESENTS

25TH INN KEY AWARDS

FRIDAY, MAY 3, 2019
HILTON MIAMI DOWNTOWN
1601 BISCAYNE BLVD
MIAMI, FL 33132

EVENT
11 am - 12 pm
Allied & Allied Upgrade Expo
12 pm - 2 pm
Awards Luncheon
Members **\$80**
Guests **\$90**

SPONSORSHIPS

Table Sponsorship:
Hotel: \$1,500 Member: \$1,750
Complimentary tabletop at expo
One table of ten
Logo on screen during event

Supporter Sponsorship:
Price: \$3,500
Complimentary tabletop at expo
One table of ten
Logo on invitation
Complimentary lunch/brunch for four at member hotel/restaurant

Corporate Sponsorship:
Price: \$5,000
Complimentary tabletop at expo (premier placement)
One table of ten
Sponsorship included in press and media releases

Inn Key Event Sponsorship:
Price: \$10,000
Boucher Brothers Water sports package
One two-night stay for two at a member hotel

FOR SPONSORSHIP DETAILS AND TO RSVP CONTACT
Faheemah Garzon at FAHEEMAH@GMBHA.COM

Hilton
GREATER MIAMI & THE BEACHES HOTEL ASSOCIATION

GMBHA in Partnership with ToursRUs

Hotel History Tours
Beginning in June 2019



City of Miami Beach Recognizes GMBHA 2018 Hospitality Leadership Award Recipients



GMBHA Women General Managers Panel

Tuesday March 5th, 2019 at Atton Brickell Miami by Novotel



DESTINATION MIAMI™

GREATER MIAMI AND THE BEACHES

THE FUTURE OF OUR TRAVEL & TOURISM INDUSTRY

Town Hall Schedule – DestinationMiami.org



TOURISM IS EVERYBODY'S BUSINESS

The Greater Miami Convention & Visitors Bureau (GMCVB) is developing a 5-Year Strategic Plan for our community's Number One Industry: Tourism.

Your input is critical to this plan's success, so you are cordially invited to attend any of our Town Hall Meetings.

Please join us to share your thoughts on the future of Greater Miami's Visitor Industry.

We look forward to seeing you there!

<p>Hialeah Monday, March 18 • 5 – 7 p.m. Hialeah Park Racing & Casino 100 E. 32nd St. Hialeah, FL 33013</p>	<p>Overtown Tuesday, March 19 • 6 – 8 p.m. Historic Overtown Performing Arts Center 1074 NW 3rd Ave. Miami, FL 33136</p>	
<p>Downtown Miami Monday, April 29 • 5 – 7 p.m. Adrienne Arsht Center Peacock Foundation Studio Located on the 1st floor of the Ziff Ballet Opera House 1300 Biscayne Blvd. Miami, FL 33132</p>	<p>Airport Area/Doral Tuesday, April 30 • 6 – 7:30 p.m. InterContinental Doral 2505 NW 87th Ave. Doral, FL 33172</p>	<p>Miami Beach Thursday, May 2 • 5 – 7 p.m. Miami Beach Convention Center Room 103/104 – 1st Floor Access through Convention Center Drive 1901 Convention Center Drive Miami Beach, FL 33139</p>
<p>South Dade Tuesday, May 7 • 5 – 7 p.m. South Miami-Dade Cultural Arts Center Lab Theater 10950 SW 211th St. Cutler Bay, FL 33189</p>	<p>North Dade Wednesday, May 8 • 5 – 7 p.m. Florida International University Kovens Conference Center Room 117 3000 NE 151st St. North Miami, FL 33181</p>	<p>Kendall Thursday, May 9 • 5 – 7 p.m. Hilton Miami Dadeland 9100 N. Kendall Drive Miami, FL 33176</p>

For ongoing status updates on the 5-Year Strategic Plan, go to DestinationMiami.org



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Thank you

