

2023

GREATER MIAMI & MIAMI BEACH

# DIGITAL ADVERTISING OPPORTUNITIES



# REACH OVER 10M

Qualified Leisure Visitors across Greater Miami  
& Miami Beach's Digital Channels



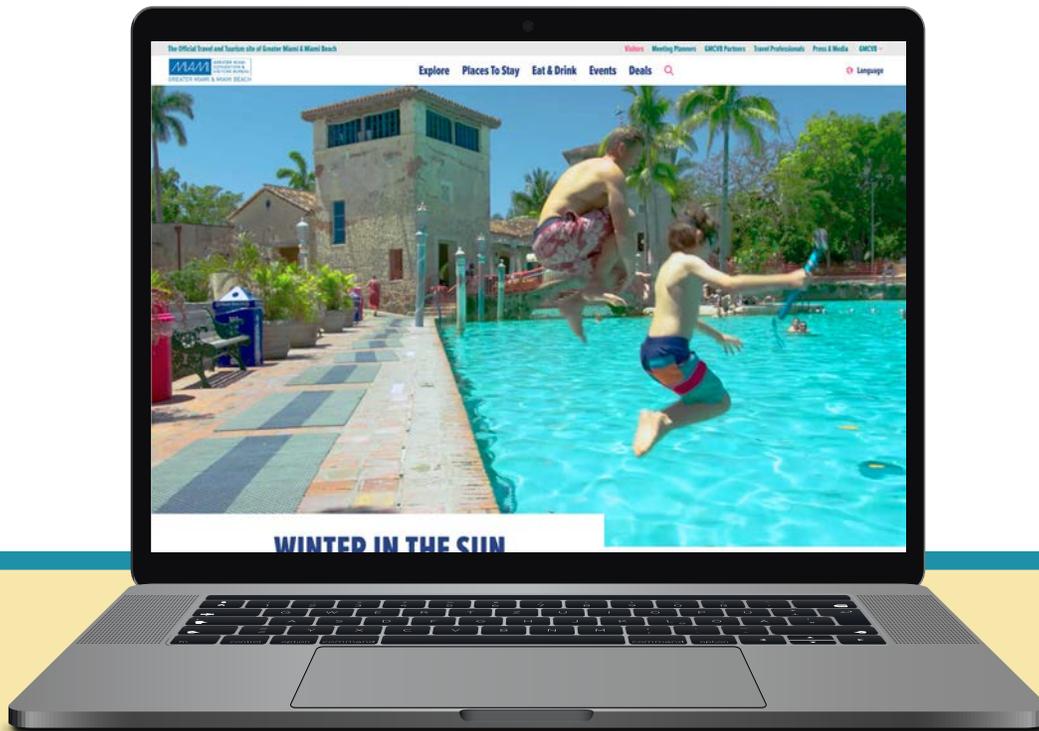
**24.2M** Visitors to  
Greater Miami & Miami  
Beach Every Year



**10M+** Annual Website  
Visitors



**165,000+** Miami Insider  
Email Subscribers



- The website drove **134,375** bookings, **437,327** room nights, and **\$140M** in revenue
- Average site duration increased by **4** seconds (or **3%**) with a big gain in site visitors. That's **37M** more seconds (**10,291** more hours) spent exploring what Greater Miami & Miami Beach offers visitors and meeting planners!
- Investments in storytelling, articles and website enhancements paid off for our partners with **384K+** in direct clicks to our partner's websites. This is a **57%** increase versus last year!
- Views of partner listings also grew, up by an impressive **35%**

# VISITOR PROFILE

MIAMIANDMIAMIBEACH.COM



## GENDER

**51.3%** Female | **48.7%** Male



## AGE

18-24	16.05%
25-34	24.37%
35-44	23.40%
45-54	17.31%
55-64	11.42%
65+	7.67%

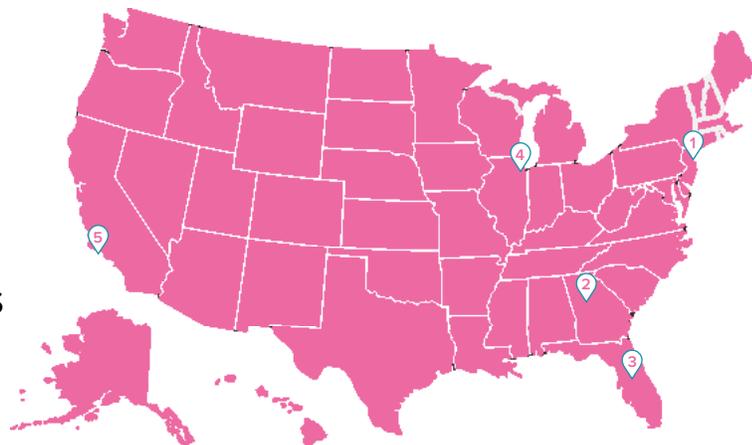


## AUDIENCES

**70%** Visitors | **30%** Locals

## TOP SITE VISITOR MARKETS

1. New York
2. Atlanta
3. Orlando
4. Chicago
5. Los Angeles



# NATIVE ADS

MIAMIANDMIAMIBEACH.COM

Native ads are creatively designed to match the look and feel of the website. This means that your ads look more like content integrated on pages of the site. You provide the photo and copy and we will take care of the rest!

## PREMIUM NATIVE AD

**SPONSORED**

**CHEERS TO 10 YEARS OF WELCOMING TRAVELERS**

Enjoy 10% off nightly rates, welcome amenity, 10 am early check-in, 10 pm late check-out, \$10 self-parking and 10% off golf, spa, dining and more.

[BOOK NOW](#)

Larger, bold design and displays higher on the page.  
**\$12 PER 1,000 IMPRESSIONS**

## BASIC NATIVE AD

**SPONSORED**

**Cheers to 10 years of welcoming travelers**

**TRUMP NATIONAL DORAL MIAMI**

Enjoy 10% off nightly rates, welcome amenity, 10 am early check-in, 10 pm late check-out, \$10 self-parking and 10% off golf, spa, dining and more.

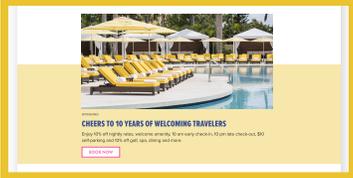
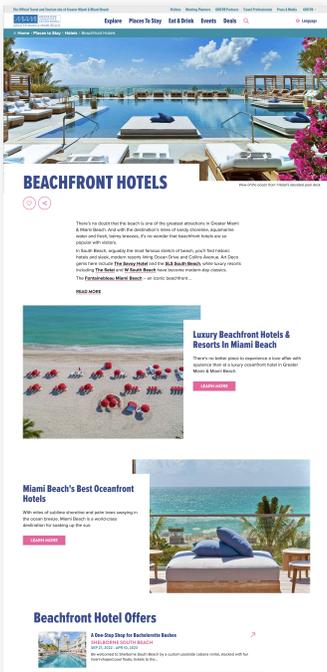
**SPONSORED**

**Discover Ultimate Dinosaurs**

**FROST MUSEUM OF SCIENCE**

Enjoy 10% off nightly rates, welcome amenity, 10 am early check-in, 10 pm late check-out, \$10 self-parking and 10% off golf, spa, dining and more.

Native design that displays in the top two-thirds of the page.  
**\$10 PER 1,000 IMPRESSIONS**



# DISPLAY BANNERS

MIAMIANDMIAMIBEACH.COM

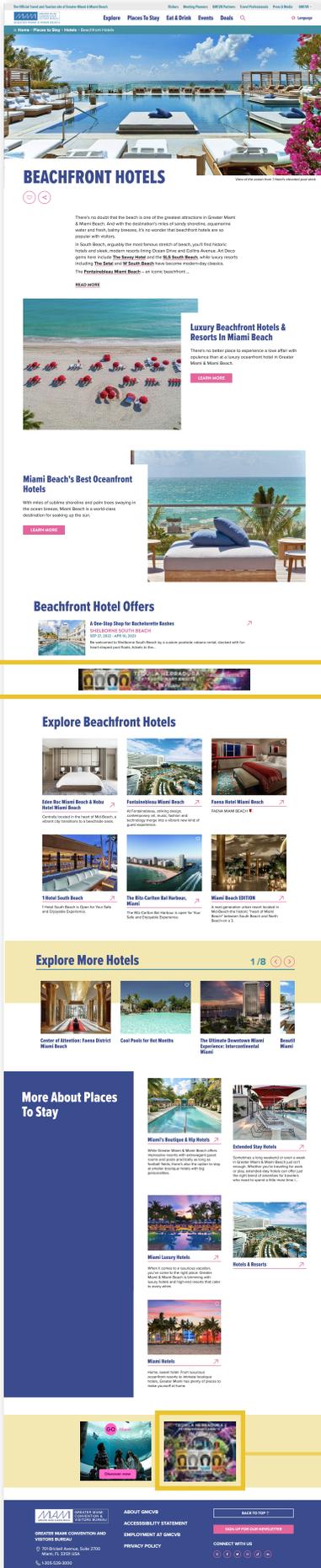
Partners provide banner ads that display above the Footer on pages throughout the website.

## 728 X 90 BANNER AD



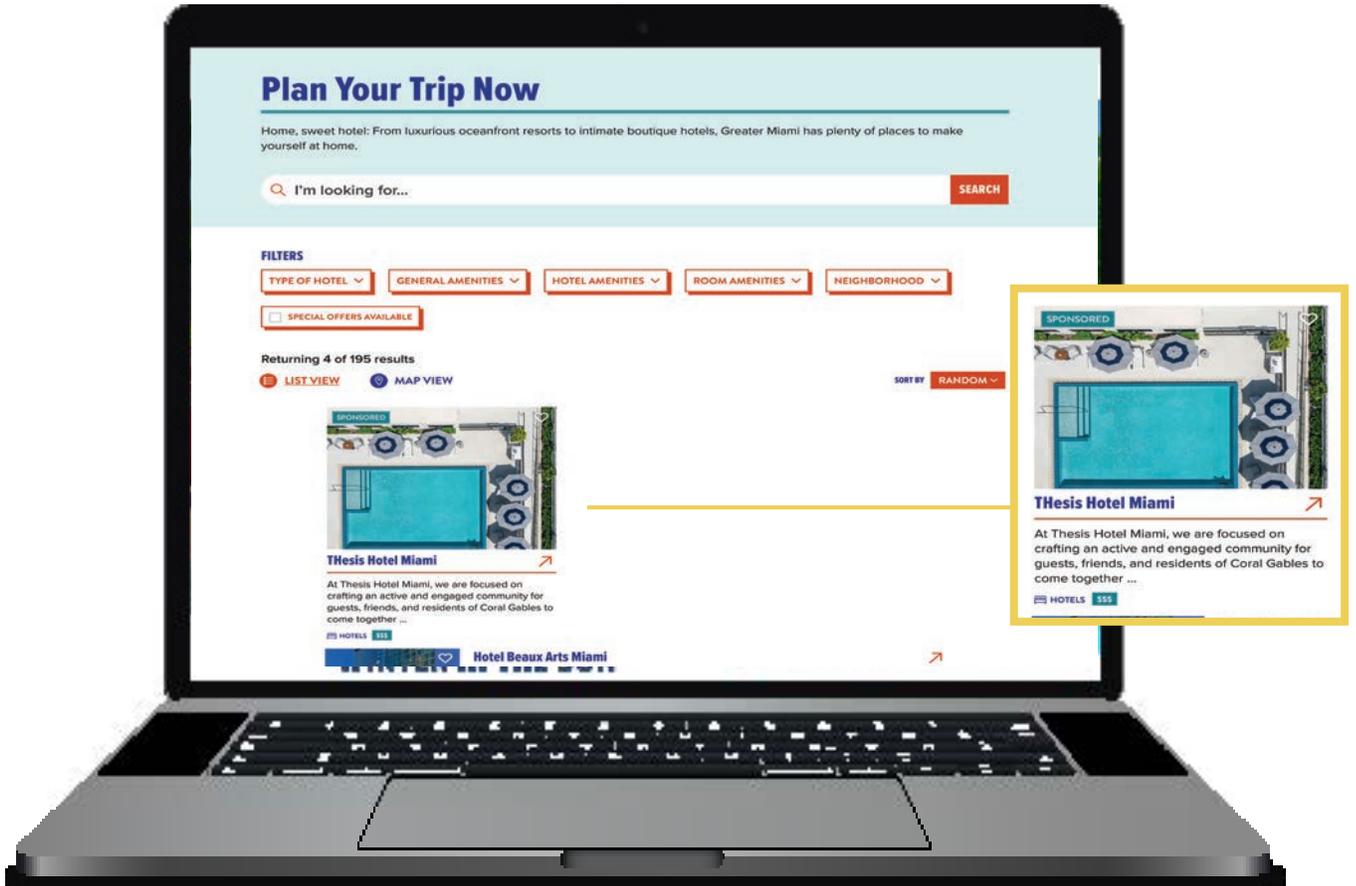
IMPRESSIONS	CPM	NET RATE
50,000	\$14	\$700
150,000	\$12	\$1,800
250,000	\$10	\$2,500
500,000	\$8	\$4,000

## 350 X 250 BANNER AD



# FEATURED SEARCH LISTING

Reach an audience that is looking to convert with the Featured Listing program. Come up first in website searches relevant to your business.



LANDING PAGE	NET RATE
HOTEL LANDING PAGE AND SEARCH RESULTS	\$750 FOR 3 MONTHS
EVENT LANDING PAGE AND SEARCH RESULTS	
THINGS TO DO LANDING PAGE AND SEARCH RESULTS	
SEARCH	

# INSIDER EMAIL

## GREATER MIAMI & MIAMI BEACH

The Miami Insider consumer email is sent to **165,000+** prospective and local visitors every month, highlighting what's hot in the Greater Miami & Miami Beach area. It includes featured hotels, events, attractions, nightlife, shopping, special deals and much more!

PRODUCT	SPOTS/YEAR	RATE
PRIMARY SPONSOR	12	\$1,500
FEATURED HOTEL/ATTRACTION	12	\$1,000
EVENT CARD	12	\$750
BANNER AD	12	\$475



## INTERESTED IN REACHING PROSPECTIVE VISITORS WITH A DEDICATED 100% SHARE-OF-VOICE SPONSORED EMAIL?

Ask for more information about an **Miami Insider Dedicated Email** focused solely on your business, destination or event, plus all clicks drive to your website! Email sent to GMCVB's qualified subscriber database in a branded template featuring a single message, allowing you to tailor your approach.

Four placements available annually.

GREATER MIAMI CONVENTION & VISITORS BUREAU

**Three Days in Miami You'll Never Forget**  
 We've collected three days of amazing adventures for you: Explore the wilderness of Everglades National Park, feel the wind in your hair on a thrilling speedboat ride, taste some of Miami's best international cuisine and much more.

UNLOCK ADVENTURE

**Best Places to Sip Cocktails in Wynwood**  
 Wynwood is more than art: Discover cocktail dens that are perfect for gathering with friends, day or night.

CHEERS TO WYNWOOD

**Uncover Miami's Historic Virginia Key Beach**  
 Rich in history, natural beauty and outdoor activities, Miami's Virginia Key Beach has it all.

EXPLORE NOW

Trump Doral

**Style Meets Luxury at This Legendary Golf Resort**  
 Stay & Play with the resort's Championship Golf Package featuring deluxe accommodations, daily breakfast, exhilarating golf and more.

BOOK NOW

Celebrate Miami Carnival Parade & Concert

The vibrant sights and sounds of the Caribbean come alive in this lively parade and heritage celebration.

CELEBRATE CARNIVAL

Looking for fun this October?

Check out our [Hottest Events](#) story now.

# ADDITIONAL ADVERTISING OPPORTUNITIES

Interested in more marketing opportunities? If you are a tourism business, the Greater Miami Convention Visitors Bureau offers great benefits for you.



GMCVB'S "PARTNER OF THE WEEK"



MIAMI TEMPTATIONS PROGRAMS



GMCVB POCKET VISITORS GUIDE



THE PINK PALM LGBTQ+ TRAVEL INSIDER



TRAVEL TRADE SALES EVENTS

## BECOME A GMCVB PARTNER

- Enhanced GMCVB business listing.
- Provide visitor and meeting planner special offers and events.
- Promotional opportunities via GMCVB social media channels.
- Visitor Center Exposure.
- Access to GMCVB online Convention Calendar.
- Access to GMCVB digital image library and market research data.
- Receive Monthly Partnership e-Newsletter with opportunity for monthly inclusion.
- Inclusion in relevant media relations and industry newsletters.
- Opportunity to join GMVCB on sales missions, trade shows and press events.
- Invitations to GMCVB networking events, GMCVB Annual Expo opportunities and workshops.
- Free Miami Begins with Me Customer Service Training Program available for staff.
- Opportunity to take advantage of co-op online and print advertising programs.
- Access to complete GMCVB partner database, including email addresses.

### ANNUAL INVESTMENT

Business Services _____	<b>\$575</b> (MP, PD)
Visitor Services _____	<b>\$575</b> (VP, MP, TP, PG, PD)
Receptive Tour Operators/ Destination Management Companies _____	<b>\$700</b> (VP, MP, TP, PG, PD)



For more information or to lock in partnership and advertising opportunities with the GMCVB, please contact:

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