

# Marketing Plan 20/21



GREATER MIAMI CONVENTION & VISITORS BUREAU

THE OFFICIAL DESTINATION SALES & MARKETING ORGANIZATION FOR GREATER MIAMI AND THE BEACHES.



# MIAMI *shines*

GREATER MIAMI AND THE BEACHES



# TABLE OF CONTENTS



<b>2</b>	Vision & Mission Statements
<b>3</b>	Message to the Industry
<b>4</b>	The GMCVB's Marketing Efforts
<b>6</b>	Advertising
<b>10</b>	Digital Marketing
<b>12</b>	Arts & Culture Tourism
<b>16</b>	LGBTQ Marketing
<b>20</b>	Multicultural Tourism & Development
<b>26</b>	Boutique & Lifestyle Hotels
<b>30</b>	Communications, PR & Social Media
<b>36</b>	Travel Industry Sales
<b>42</b>	Meetings & Convention Sales & Services
<b>50</b>	Business Development & Partnership
<b>56</b>	Content & Creative Services
<b>62</b>	Sports & Entertainment Tourism
<b>66</b>	Research & Strategic Planning
<b>82</b>	Miami Beach Convention Center
<b>98</b>	GMCVB 2020/2021 Program of Work at a Glance
<b>112</b>	GMCVB Marketing & Promotional Opportunities





**Vision:** A global leisure and business destination that delivers culturally rich, diverse and innovative experiences inspiring boundless passion in visitors and residents alike.



**Mission:** Generate travel demand to Greater Miami and the Beaches to maximize economic impact on the community, ensure industry resiliency and elevate residents' quality of life.





# MESSAGE TO THE INDUSTRY

## GREATER MIAMI AND THE BEACHES' TRAVEL INDUSTRY – STRONGER TOGETHER

Before COVID-19 upended the global tourism economy, Greater Miami and the Beaches was setting records across many key performance metrics: hotels, dining, retail spending and hospitality industry employment. Our tourism recovery efforts will need to be implemented in close collaboration with the destination's tourism and business community. More than ever, working across business segments and leaning on partnerships will continue to be vital to the industry's recovery.

The pandemic has brought unprecedented challenges including restrictions on air travel and shutting down hotels, restaurants and businesses – but we will start this comeback from a position of strength: a highly desirable destination and a strategic marketing platform that aligns the collective interests of the hospitality industry.

Despite these significant impacts on the industry, the Greater Miami Convention & Visitors Bureau (GMCVB) continues to highlight the destination in compelling ways at key moments along connected travelers' decision-making journeys, with the goal of increasing discovery, consideration and engagement with our brand.

### TOURISM RECOVERY PROGRAM OVERVIEW

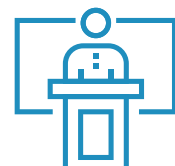
#### GOAL

Spur the recovery for Miami-Dade County by generating broad economic impact in all parts of our community, leveraging all aspects of our Travel and Tourism industry while preserving and restoring job opportunities.

#### STRATEGIC PRIORITIES

Generate travel demand for all visitor experiences, with an emphasis on those experiences that drive significant revenue and related taxes and generate community-wide economic activity and support resident quality of life. These include:

- Hotels / Meeting Spaces / Miami Beach Convention Center
- Restaurants & Banquet Spaces
- Spas / Attractions / Museums
- Small Businesses / Neighborhoods / Retail



# THE GMCVB'S MARKETING EFFORTS

As the destination's tourism industry recovers from the pandemic, competition in the travel space will be strong. The GMCVB's marketing efforts will focus on increasing consideration of Greater Miami among those who intend to travel by highlighting engaging and unique Miami brand campaigns, as well as deals and special offers, with the goal of increasing visits, room rates and length of stay.

The Miami Shines Tourism Recovery campaign that launched in April 2020 will continue to highlight the people, places and neighborhoods that make Miami shine. The recovery campaign will continue to keep Miami top of mind, with traveling responsibly messaging combined with inspirational brand messaging and special offers/deals.



## BRAND POSITIONING

There is nothing about the destination that is one-note. We are a range of emotions, sensations and experiences – from warm and friendly, to savory and sensual, to thrilling, dynamic and energized. Most of all, we are unexpected. Unexpected in our cultural offerings. Unexpected in the opportunities to be found. And unexpected in the diversity that beats at the heart of the destination. In everything we do, and everything we put out and offer the world, we seek to embody and communicate this wealth and range in a way that is appropriate, authentic and true to the brand.

While the Found in Miami campaign will continue to target art/culture, outdoor and travel enthusiasts, in 2020-2021 the GMCVB is launching a new Found in Miami campaign layer targeting Miami's great outdoors, called MIAMILAND. This program leverages the growing eco-travel trend and aims to reflect the destination's many diverse and unexpected natural experiences.

## 2020-2021 PRIORITIES

Advertising will feature the Miami Shines recovery campaign, the MIAMILAND outdoor adventure campaign and the Found in Miami campaign, highlighting Miami's full spectrum of arts, culture and diverse experiences.

In order to accelerate Greater Miami and the Beaches' tourism recovery, a large-scale marketing campaign will launch in fall 2020 featuring Miami's outdoor experiences, beaches and adventures – MIAMILAND. The campaign will create awareness that area's parks and beaches are open and ready to receive visitors. Because consumer confidence and safety concerns related to COVID-19 are paramount, MIAMILAND will emphasize wide-open spaces that allow for natural social distancing.

An expanded Art, Culture & Heritage advertising program will highlight art programming throughout the destination as well as spotlight Miami's diverse multicultural communities and its cultural gems.

Multicultural and LGBTQ audiences and media partners will be included throughout all programs.

The Meetings & Conventions and Miami Beach Convention Center (MBCC) advertising program will keep Miami top of mind for meeting planners looking to plan a safe and convenient meeting or event, with a short-term focus on local and regional meeting planners. Advertising programs will focus on digital display, targeted eblasts with trusted publishers, and digital advertorials highlighting the Zero Attrition and Zero Cancellation Fees promotion.

Programs targeting drive markets will expand as road trips continue to surge due to the general public's caution about flying.

The Cruise program focused on extending pre- and post-cruise stays in Miami will relaunch once cruise operations resume at PortMiami.

The division will maintain co-op programs with Expedia and Travelzoo to help drive hotel bookings.







## TARGET AUDIENCE

### Primary Consumer Geographic Targets

#### DOMESTIC MARKETS

- New York
- New Jersey
- Atlanta
- Chicago
- Los Angeles
- San Francisco
- Dallas
- Philadelphia
- Boston
- Washington, DC
- Houston
- Baltimore

#### FLORIDA DRIVE MARKETS

- Orlando
- Tampa
- West Palm Beach
- Fort Myers
- Jacksonville

#### INTERNATIONAL MARKETS

The GMCVB will continue to monitor international travel restrictions. When certain market conditions are met, the GMCVB will resume advertising in key international visitor markets including:

- Argentina
- Brazil
- Canada
- Colombia
- Mexico
- Germany
- United Kingdom

### Primary Meeting Planner Targets

- Associations
- Corporate
- Independent
- Specialty
- Association Management Companies

### PRIMARY MARKETING CHANNELS INCLUDE

- Advertising – digital, video, native, social and print
- Social media – paid advertising and influencer collaborations
- Search engine marketing
- Email marketing
- Co-op advertising programs



# ADVERTISING

The GMCVB's Advertising Division seeks to highlight uniquely Greater Miami and the Beaches moments, in order to drive interest and engagement through media and digital channels. Key program performance indicators include messaging impact, attributable hotel and flight bookings, attributable site traffic, click-through rates, engagement rates, partner site traffic volume, overall site traffic and Miami Beach Convention Center (MBCC) leads.

The division will maintain a nimble and fluid media approach to respond to changing market landscapes and consumer sentiment during the pandemic.

The primary target customer for Greater Miami is a curious, well-educated consumer looking for the opportunity to experience Miami's unique variety of activities:

- Ages 25 to 49
- Household income over \$75K
- Art/culture, outdoor and travel enthusiasts

## GOAL

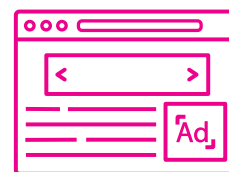
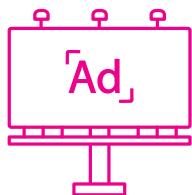
Increase overnight visitors and attendant visitor resort, sales, food & beverage taxes, and jobs through optimum occupancy and highest possible room rates. This goal is supported through the development and implementation of strategies and tactics that emphasize the evolution of the brand identity, while targeting high-value consumers and informing them about the diversity of options and interests possible during the visitor experience. The GMCVB will continue supporting the growth of year-round tourism, focusing on increasing demand.

## STRATEGY 1

Now entering its fifth year, the Found in Miami art/culture, outdoor and travel enthusiasts campaign will continue to highlight the destination's art/cultural/outdoor and culinary offerings. The desire to reconnect with nature is a growing travel trend, so the GMCVB will launch an additional Found in Miami Outdoor Adventure campaign (MIAMILAND) layer targeting outdoor enthusiasts, showcasing Miami as a top outdoor destination for travelers and their families.

## TACTICS

- Continue to manage and the Found in Miami cultural campaign, optimizing to top-performing creative and media.
- Grow the highly successful Winter Weather campaign in order to take advantage of seasonal stresses in snowy target markets.
- Outdoor Adventures will leverage a multi-channel mix of paid media, social, paid search and a media launch partner, with location-based targeting around large amusement parks, fitness and outdoor retail locations.
- Collaborate with the GMCVB's Content & Creative Services team to develop rich content showcasing the entire destination's natural experiences.
- Utilize dynamic programmatic media to optimize and retarget prospects based on insights into the best messaging combination.







MIAMI  
shines

GREATER MIAMI AND THE BEACHES

## STRATEGY 2

Under the larger Found in Miami umbrella, campaigns will be developed for targeted consumer segments, including LGBTQ, African-American, Hispanic and Cruisers.

### TACTICS

- Develop creative for the new Found in Miami outdoor adventure campaign messaging that is tailored to resonate with African-American, Hispanic and LGBTQ audiences.
- Use specific promotional messaging and offers to encourage LGBTQ travelers who attend annual events throughout the year in Miami to stay another day.
- Work directly with publishers and influencers who have clout with culture-seeking African-American and LGBTQ travelers to develop custom multi-channel programs and leverage synergistic brand equities.
- Continue to partner with social media influencers who offer multi-platform reach, in order to ensure visibility not only on social platforms but also on the influencers' blogs.
- Expand new messaging around extended stays focused on cruisers once cruise operations resume from PortMiami.
- Target expanded drive markets to inspire additional visits to Miami to experience the destination's cultural institutions, hotels and dining and special events.
- Retarget people with relevant content based on their MiamiandBeaches.com website behaviors.

## STRATEGY 3

Continue to drive increased bookings and length of stay through booking-focused media tactics, expanded cooperative marketing programs and partnerships.

### TACTICS

- Partner with Travelzoo, Expedia, Northstar and Cvent to provide a templated but flexible approach to regional co-op marketing programs.
- Re-launch the Cruise campaign to promote pre/post cruise stays in Miami once cruise operations resume from PortMiami.
- Maintain evergreen media support promoting hotel booking offers on the website, targeting qualified prospects exhibiting travel planning behavior and retargeting qualified site visitors.
- Establish booking-focused campaign elements to coincide with branding campaigns for domestic campaigns.

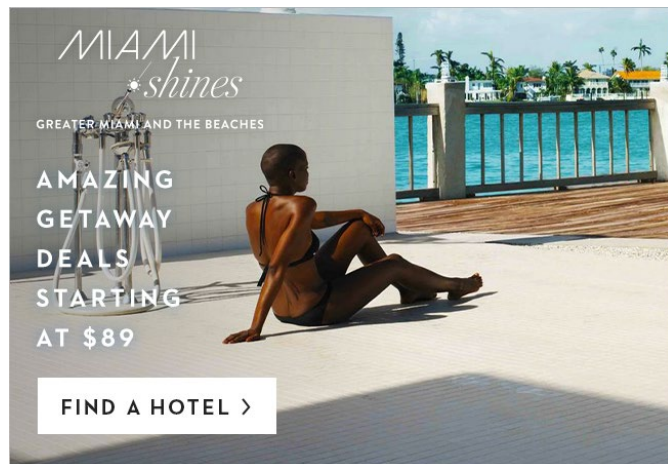
## STRATEGY 4

Drive continued growth in Greater Miami and the Beaches meetings business through a focus on diversified marketing programs that drive qualified leads.

### TACTICS

- Meeting Planner marketing will continue to focus on the reimagined Miami Beach Convention Center, with broad reach advertising, search and social media designed to increase awareness, and email and social media efforts designed to capture and convert leads for Miami meetings and conventions.
- Develop detailed messaging strategies to focus on the Center's differentiating features and highlight them through videos and advertising.
- Increase support of critical annual events – PCMA, ASAE, IMEX and IAEE – to drive leads toward both MBCC and Greater Miami and the Beaches meetings.
- Target media-supported efforts toward meeting planners working with Financial, Corporate, Pharmaceutical, Technology and Legal organizations as part of the long-term drive to increase meetings representation across these industries.
- Ensure strong marketing programs targeting association and corporate meeting planners, with a mix of print and digital tactics that take advantage of the attitudes and media habits of each key target group.





# ADVERTISING

## PROGRAM OF WORK

### OCTOBER 2020 – SEPTEMBER 2021

- Miami Shines Recovery Campaign
- Always On Advertising
- Attribution Advertising
- Paid Search Advertising
- Meetings Advertising
- Retargeting Advertising

### NOVEMBER 2020 – MARCH 2021

Winter Booking Campaign

### OCTOBER 2020 – JANUARY 2021

Outdoor Adventure Campaign

### NOVEMBER 2020 – JANUARY 2021

Art, Culture & Heritage Campaign

### APRIL 2021 – AUGUST 2021

Summer Booking Campaign

**NOTE:** Program of Work reflects major scheduled activities based on planning process. Additional activities are considered throughout the year and others are subject to change.

## PARTNER BENEFITS & OPPORTUNITIES

**Cooperative Advertising** — The GMCVB offers partners the opportunity to participate in programs that help parties leverage their advertising dollars. Look for GMCVB Advertising Opportunities in the partner section of the Miami and Beaches website.

**Online Advertising** — Partners have an opportunity to purchase advertising on MiamiandBeaches.com as well as the Miami Insider consumer e-newsletter. Look for GMCVB Advertising Opportunities in the partner section of the Miami and Beaches website.

**Social Media** — The GMCVB promotes Greater Miami and the Beaches through social channels including Instagram, Facebook, Twitter, LinkedIn and more. To see a detailed overview of our social channels, look for Social Media Opportunities in the partner section of the website.

**Special Offers** — Partners may post special offers through the Partner Extranet, which is accessible through MiamiandBeaches.com. Offers submitted by partners are featured on the website, email marketing, social media and through paid media programs.



# DIGITAL MARKETING

The focus of the GMCVB's Digital Marketing Division is to engage and convert leisure travelers and meeting planners through MiamiandBeaches.com and other digital channels. Key program performance indicators include attributable hotel and flight bookings, attributable site traffic, engagement rates, partner site traffic volume, overall site traffic and Miami Beach Convention Center (MBCC) leads.

## GOAL

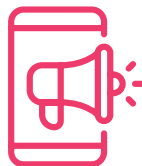
Enhance and expand the GMCVB's website and other digital marketing channels in order to drive consideration, engagement, bookings and meetings leads. Further enhance the measurement tools for marketing programs in order to ensure efficiency. Maintain flexibility and responsiveness to changing market conditions.

## STRATEGY 1

Continue to enhance the Miami and Beaches website, delivering innovative interactive experiences and focusing on new ways to drive engagement, partner traffic and visitors throughout the consumer life cycle.

## TACTICS

- Capitalize on the GMCVB website, Google search platform and customer relationship marketing tools to drive higher consideration, engagement, clicks to partners, bookings and meetings leads year-round.
- Analyze key high-value pages including partner profile pages and content landing pages, and optimizing to remove friction points and within the user's website and travel planning experiences.
- Enhance the website's search tool to make finding relevant content easier for site users.
- Analyze search terms and restructure the website content to increase search rankings and website authority.
- Target showcasing of Miami and Beaches site content in as many Google Featured Snippets as possible. This will increase reach, attract consumers at all life cycle stages and engage consumers while on the website.
- Increase visibility of email opt-in for both leisure visitors and meeting planners to increase lead capture and conversion when site users are most engaged.
- In coordination with the GMCVB's Content & Creative Services team, update article formats to increase scannability. Develop more articles using short paragraphs with supporting imagery, creating snackable content with shorter, keyword-rich articles and clear calls to action.
- Maintain increased engagement with partners and programs to continuously add value to the visitor and partner experience.
- Transition webcams to new technology to facilitate management and camera uptime. Add new webcams to showcase the breadth of Miami's beauty and diversity.
- Update the Meeting Planner website section, clearly providing the benefits of meeting in Miami and booking meetings at area hotels and at the Miami Beach Convention Center, and prioritizing lead capture and use of the site section as a sales tool for the GMCVB's Meetings & Convention Sales team.
- Introduce dynamic tagging logic to increase the relevancy of content being surfaced on the website through the various article content modules.
- Update the website's technical architecture to streamline website development and content management processes.





## STRATEGY 2

Utilize the eCRM program to engage with more travelers. Leverage database segmentation, lead acquisition and personalization to inspire travel and increase intent to travel to Miami.

## TACTICS

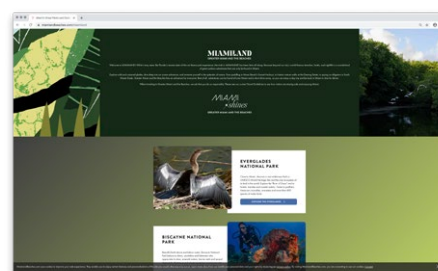
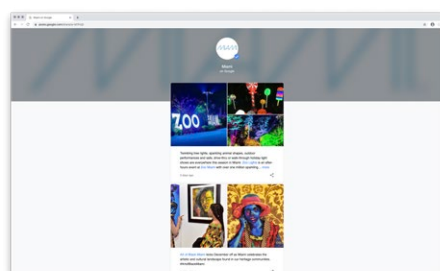
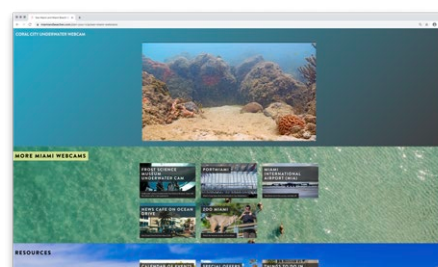
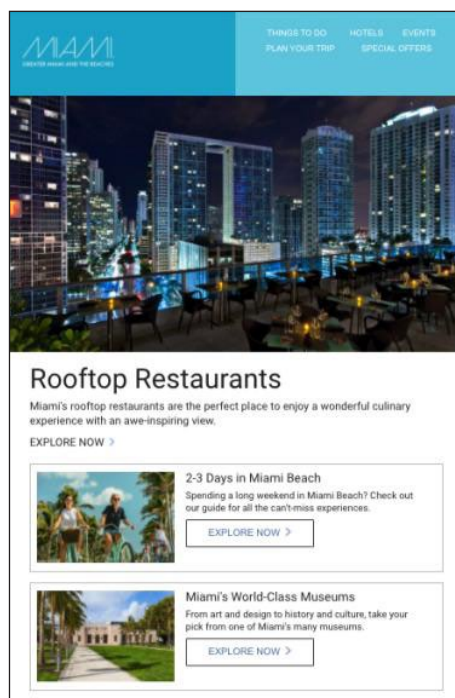
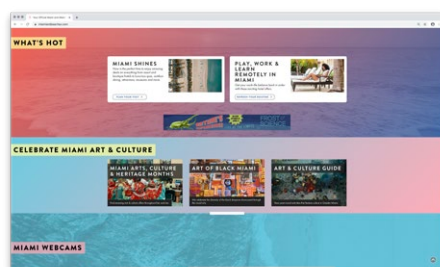
- Improve the eCRM program by bringing in new travelers and starting their relationship with Miami by immediately providing them with relevant content at the time when they are most engaged in considering a Miami and Beaches stay.
- Leverage visitor and meeting planner communications to create unique relationships with subscribers, rooted in the experiences and personalization categories on MiamiandBeaches.com.
- Activate subscribers through progressive journeys based on known high-engagement areas, moving them from inspiration to intent.

### STRATEGY 3

The GMCVB will use clear measurement frameworks and track consumer and meeting planner behavior on the website to continuously optimize marketing investments and programs and gain actionable insights.

## TACTICS

- Enhance Marketing Performance Dashboards and site analysis tools with further engagement and booking-related Key Performance Indicators.
- Continue using the ADARA impact measurement platform and shift efforts to empower partners with first-party data and tangible ROI.
- Leverage cross-platform partner research to learn about travelers' key planning tools, timing and influencers.
- Continue to leverage website usability research and heat-mapping tracking to understand and enhance the website's impact on visitors' travel experiences.
- Use behavioral analytics as a proxy to track places and activities of interest, and to be able to inform partners of potential upsell opportunities.





# ARTS & CULTURE TOURISM

The GMCVB's Art & Culture Tourism Division leads strategic development and implementation of programs that expand global awareness of Greater Miami and the Beaches' arts and culture assets and help drive incremental attendance at local arts and culture institutions, events and attractions. Miami is home to more than 750 cultural organizations that historically attract more than 16 million audience members to thousands of events each year. The division will continue to partner with local, regional and national organizations to make important connections between the Miami cultural arts industry and visitors seeking a cultural arts experience.

## GOAL

The goal of this division is to expand global awareness of Miami's art and culture assets to drive incremental attendance at local arts and culture institutions, events and attractions. This division will also ensure integration of cultural content into all GMCVB marketing programs and platforms and serve as the principal liaison with the local arts and culture community through proactive engagement. This division will play a supportive role in identifying and securing arts and culture centric meetings and conventions and identify grants and other funding sources and partnerships that will allow for further expansion of Art & Culture Tourism programs.

## STRATEGY 1

Increase global awareness of Miami's arts and culture assets.

## TACTICS

- Through the Miami Arts, Culture & Heritage Months program, create national, regional and local awareness of activities, events and exhibitions taking place in the months of December and January.
- Build partnerships between the arts industry and the hotel industry to increase awareness, excitement and travel by attracting cultural tourists through Art in Hotels focused campaigns.
- Continue to expand the partnership with Art Basel Switzerland/Hong Kong to increase future attendance at the Miami fair and throughout Miami Art Week.
- Partner with the GMCVB's Communications team to support the cultural arts-focused Cross-Market Press Tours.
- Identify arts-specific content that can further promote #MiamiShines cultural assets through website, social media and press channels.
- Engage with the GMCVB's Boutique & Lifestyle Hotels Division to bring Miami artists into properties to directly interact with guests and impact their experience.

December & January

## MIAMI ARTS, CULTURE & HERITAGE

## STRATEGY 2

Engage the local arts and culture community to increase the impact of Arts & Culture Tourism initiatives.

## TACTICS

- Recruit and encourage local arts partners to optimize their utilization of GMCVB resources in their tourism-focused marketing efforts.
- Participate in and support local arts industry workshops and conferences through resources within the Art & Culture Tourism Education Program.
- On a quarterly basis, convene the Arts & Culture Tourism Task Force, which consists of local influencers and visionaries who can guide and advise the work of the division.
- Co-host the annual Arts & Business Council of Miami Breakfast with the Arts & Hospitality and the Miami Arts Marketing Project events.





- Actively engage with local arts agencies, including the Miami-Dade County Department of Cultural Affairs, the City of Miami Beach Cultural Affairs Office and the Coral Gables Cultural Affairs Department.
- Recruit new arts and culture partners to support the GMCVB.

### STRATEGY 3

Support sales-related initiatives to identify and secure arts and culture centric meetings and conventions, tour groups and leisure travel.

#### TACTICS

- Develop relationships with major national arts service organizations to expand and attract increased cultural arts meetings and conventions in Miami.
- Support and attend arts industry related conferences.
- Participate in joint sales calls and FAM tours with the GMCVB's convention and leisure sales teams.
- Leverage resources within the Arts & Culture Tourism Sponsorship Support program.

### STRATEGY 4

Increase program revenue generation by identifying local and national programs that may be leveraged to secure funding support.

#### TACTICS

- Identify program and event opportunities that can be leveraged by the GMCVB to increase support for Art & Culture Tourism initiatives.
- Research successful arts and culture programs to create models for future projects.
- Identify and generate funding support leads through community networking.
- Work with the Business Development & Partnership Division to develop proposals and solicit sponsors.

# ARTS & CULTURE TOURISM

## PROGRAM OF WORK

### OCTOBER 2020

10/1: U.S. Cultural & Heritage Marketing Council, Virtual Town Hall  
10/10–13: Miami Film Festival GEMS / Miami, FL  
10/21: 2020 GMCVB Annual Meeting / Miami Beach, FL  
10/28–30: National Trust for Historic Preservation Virtual Conference

### NOVEMBER 2020

11/17–24: Miami Book Fair Online / Miami, FL  
11/19: Give Miami Day / Miami, FL  
11/24: South Florida Concierge Association Meeting / Miami, FL  
11/29–12/6: Miami Art Week / Miami Beach, FL

### DECEMBER 2020

12/1–1/31: Miami Arts, Culture & Heritage Months  
11/29–6: Miami Art Week / Miami Beach, FL  
12/1–5: Art and Culture Cross-Market Press Tour / Miami, FL  
12/1–13: No Vacancy: Miami Beach / Miami Beach, FL  
12/1–6/1: “Manolo Valdés: The Legacy” / Doral, FL  
12/7–8: National Arts Marketing Project Virtual Conference

### JANUARY 2021

12/1–1/31: Miami Arts, Culture & Heritage Months  
1/15–17: Art Deco Weekend / Miami Beach, FL  
1/15–2/15: Illuminate Coral Gables / Coral Gables, FL

### FEBRUARY 2021

2/1–3/31: Miami Health & Wellness Months  
2/11–15: Art Wynwood / Miami, FL  
2/12–14: GroundUP Music Festival / Miami Beach, FL  
2/18: Cultural Tourism Taskforce Meeting / Miami, FL  
TBA: Florida Arts & Culture Day / Tallahassee, FL

### MARCH 2021

2/1–3/31: Miami Health & Wellness Months  
3/5–14: Miami Film Festival / Miami, FL  
TBA: National Arts Action Summit / Washington, DC

### APRIL 2021

4/1–5/31: Miami Attraction & Museum Months  
TBA: Breakfast with the Arts & Hospitality Industry / Miami, FL  
TBA: Cultural Tourism Quarterly Meeting / Miami, FL

### MAY 2021

4/1–5/31: Miami Attraction & Museum Months  
5/5–9: Frieze New York / New York, NY  
5/21–23: Art Basel Hong Kong / Hong Kong

### JUNE 2021

6/1–9/30: Miami Hotel Months  
6/17–20: Art Basel / Basel, Switzerland  
6/23–6/25: WTM Latin America / Sao Paulo, Brazil  
TBA: Americans for the Arts Annual Convention / Washington, DC  
TBA: Florida Attractions Association Annual Conference

### JULY 2021

6/1–9/30: Miami Hotel Months  
7/1–8/31: Miami Spa Months  
7/13–15: Destinations International / Chicago, IL

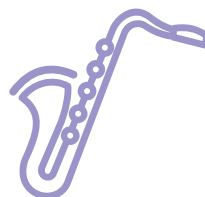
### AUGUST 2021

6/1–9/30: Miami Hotel Months  
7/1–8/31: Miami Spa Months  
8/1–9/30: Miami Spice Restaurant Months  
TBA: Cultural Tourism Quarterly Meeting / Miami, FL  
TBA: Florida Festivals & Events Association Annual Meeting

### SEPTEMBER 2021

6/1–9/30: Miami Hotel Months  
8/1–9/30: Miami Spice Restaurant Months  
9/11: ArtsLaunch 2021 @ the Arsht Center / Miami, FL  
9/18–22: IPW / Las Vegas, NV

**NOTE:** Program of Work reflects major scheduled activities based on planning process. Additional activities are considered throughout the year and others are subject to change.







## PARTNER BENEFITS & OPPORTUNITIES

**Sales Missions** – The GMCVB conducts national and international sales missions targeting existing and emerging markets to promote Greater Miami and the Beaches as the destination of choice for travel advisors and tour operators for sales promotion.

**Trade Shows** – Throughout the year, the Arts & Culture Tourism Division, along with Travel Industry Sales, creates special exhibits designed to target key decision makers at important industry trade shows.

Opportunities exist for partners to attend trade shows with GMCVB sales staff or send brochures for distribution at the shows.

**Familiarization (FAM) Tours** – One of the most effective ways of selling the destination is to bring key decision makers and journalists here. The GMCVB arranges well-planned itineraries to allow participants to experience firsthand the many attributes of Greater Miami and the Beaches. FAM clients include arts and culture journalists and tour operators. Partners play a vital role by contributing key elements to sponsor FAM tours, and opportunities are available throughout the year.



# LGBTQ MARKETING

The GMCVB's LGBTQ Marketing Division promotes Greater Miami and the Beaches as a premier destination for LGBTQ visitors. It provides potential visitors and travel industry professionals with resources for planning, marketing and selling the destination. It also ensures that potential visitors and the travel trade are fully educated about the latest developments in the destination, including new hotels, attractions, airlines and cruise ships. The division aims to make it abundantly clear that Greater Miami welcomes all these visitors to our community and looks forward to their visit.

## GOAL

Increase LGBTQ visitation to Greater Miami and the Beaches.

### STRATEGY 1

Expose LGBTQ audiences to the full range of Miami experiences to encourage longer stays and help them experience a broader range of Miami activities across all neighborhoods.

#### TACTICS

- Highlight the destination's annual LGBTQ events – TransArt, Wigwood, Gay8 Festival, Winter Party Festival, Miami Beach Pride, Fling Women's Weekend, OUTshine Film Festival, Sizzle Miami, SweetHeat Miami, Out in the Tropics, Wynwood Pride, Aqua Girl, Celebrate Orgullo, Hialeah Pride, Circuit Miami Festival and Art Gaysel.
- Promote South Beach as a hub for Greater Miami's LGBTQ community by highlighting its many offerings including 12th Street Beach, the LGBT Visitor Center and plentiful art, culture, dining and hotel inventory, with a special focus on boutique hotels.
- Focus on promoting various neighborhoods throughout the destination, including heritage neighborhoods, by highlighting weekly and monthly events for the LGBTQ community.
- Focus on highlighting the destination's diverse attractions, with a focus on outdoor adventures to appeal to potential LGBTQ visitors, including LGBTQ families.
- Focus on promoting local artists and art organizations that offer programming for this segment.

### STRATEGY 2

Develop a comprehensive marketing plan and accompanying communication strategy to target and reach potential LGBTQ travelers.

#### TACTICS

- Design and implement a targeted LGBTQ Marketing program that will include participation in related virtual and in-person trade shows, conferences and special events in partnership with the Miami-Dade Gay & Lesbian Chamber of Commerce and other key LGBTQ stakeholders.
- Work to expand audiences of LGBTQ social media channels by highlighting the diverse local community, targeted events with paid and organic posts, and influencer marketing.
- Develop targeted marketing collateral that will showcase Greater Miami as a premier destination for LGBTQ visitors.
- Work with the GMCVB's global and local advertising agencies to ensure advertising campaigns target all segments of LGBTQ communities.
- Partner with the GMCVB's Communications Division in organizing and hosting LGBTQ domestic and international media to highlight the destination.





- Partner with the GMCVB's Digital Marketing, Communications and Content & Creative Services divisions to identify and host LGBTQ social media influencers to highlight the destination.
- Continue to work with the Miami-Dade Gay & Lesbian Chamber of Commerce and support its tourism/travel programs, including the LGBT Visitor Center in Miami Beach.

### STRATEGY 3

Help attract LGBTQ-centric groups, meetings and conventions.

### TACTICS

- Work with the GMCVB's Convention Sales Department to attract LGBTQ-centric meetings and conventions.
- Work with the GMCVB's Sports & Entertainment Tourism Division to attract LGBTQ-centric sports events.
- Create programs to target a variety of groups and high-value customers to create consumer and travel industry awareness about Greater Miami and the Beaches as a premier LGBTQ destination.

# LGBTQ MARKETING

## PROGRAM OF WORK

### OCTOBER 2020

10/1–31: Miami Spice Restaurant Months & Miami Spa Months

10/1–15: Celebrate Orgullo

10/19: National LGBTQ Task Force Virtual Gala / Miami and Miami Beach, FL

### NOVEMBER 2020

11/12–13: WeTrade 2020 – Virtual / Colombia

11/16–20: Community Marketing Insights (CMI), LGBTQ Marketing & Advertising Symposium – Virtual / U.S.

11/23–27: Brazilian LGBT Tourism Forum – Virtual / Brazil

### DECEMBER 2020

12/1–1/31: Miami Arts, Culture & Heritage Months

12/19: Miami Beach Pride Queer-A-Thon / Miami Beach, FL

TBA: GMCVB LGBTQ Tourism Advisory Committee Meeting – Virtual / Miami, FL

### JANUARY 2021

12/1–1/31: Miami Arts, Culture & Heritage Months

1/22–24: TransArt / Miami, FL

### FEBRUARY 2021

2/1–3/31: Miami Health & Wellness Months

TBA: 4Ward Americas Symposium / Miami Beach, FL

TBA: Gay8 Festival / Little Havana, FL

TBA: Wigwood Miami / Miami, FL

### MARCH 2021

2/1–3/31: Miami Health & Wellness Months

TBA: GMCVB LGBTQ Tourism Advisory Committee Meeting – Virtual / Miami, FL

TBA: Winter Party Festival / Miami Beach, FL

### APRIL 2021

4/1–5/31: Miami Attraction & Museum Months

4/22–5/2: OUTshine Film Festival / Miami, FL

TBA: Miami Beach Pride Festival & Expo / Miami Beach, FL

## PARTNER BENEFITS & OPPORTUNITIES

**Sales Missions** — The GMCVB conducts national and international sales missions targeting existing and emerging markets to promote Greater Miami and the Beaches as the destination of choice for travel advisors and tour operators for sales promotion.

**Trade Shows** — Throughout the year, LGBTQ Marketing, along with Travel Industry Sales, creates special exhibits designed to target key decision makers at important industry trade shows. Opportunities exist for partners to attend trade shows with our sales staff or send brochures for distribution at the shows.

**Familiarization (FAM) Tours** — One of the most effective ways of selling the destination is to bring key decision makers and journalists to the destination. The GMCVB arranges well-planned itineraries to allow participants to experience firsthand the many attributes of Greater Miami and the Beaches. FAM clients include LGBTQ journalists and tour operators. Members play a vital role by contributing key elements to sponsor FAM tours, and opportunities are available throughout the year.





#### MAY 2021

4/1–5/31: Miami Attraction & Museum Months  
 4/22–5/2: OUTshine Film Festival / Miami, FL  
 5/12–17: SweetHeat Miami / Miami Beach, FL  
 5/28–31: Sizzle South Beach / Miami Beach, FL

#### JUNE 2021

6/1–9/30: Miami Hotel Months / Meet in Miami  
 TBA: GMCVB LGBTQ Tourism Advisory Committee Meeting – Virtual / Miami, FL  
 TBA: St. Pete Pride / Tampa Bay, FL  
 TBA: Wynwood Pride / Miami, FL

#### JULY 2021

6/1–9/30: Miami Hotel Months / Meet in Miami  
 7/1–8/31: Miami Spa Months  
 TBA: GMCVB Partner Marketing Workshop / Miami, FL

#### AUGUST 2021

6/1–9/30: Miami Hotel Months / Meet in Miami  
 7/1–8/31: Miami Spa Months  
 8/1–9/30: Miami Spice Restaurant Months  
 8/3–6: GNetwork360 (Latin American Conference on LGBT Marketing) / Buenos Aires, Argentina  
 8/11–13: NGLCC International Business Leadership Conference / Fort Lauderdale, FL

#### SEPTEMBER 2021

6/1–9/30: Miami Hotel Months / Meet in Miami  
 8/1–9/30: Miami Spice Restaurant Months  
 9/1–5: Key West Womenfest / Key West, FL  
 TBA: GMCVB LGBTQ Tourism Advisory Committee Meeting – Virtual / Miami, FL

**NOTE:** Program of Work reflects major scheduled activities based on planning process. Additional activities are considered throughout the year and others are subject to change.



# MULTICULTURAL TOURISM & DEVELOPMENT

The GMCVB's Multicultural Tourism & Development Department (MTDD) will continue creating platforms to celebrate and showcase the diversity of Miami from a multicultural perspective and promote tourism-related awareness of under-exposed communities, businesses and attractions. The word multicultural is defined as the mix of diverse ethnicities and cultures within our society; showcasing the places, food, history and activities that represent the stories of the people in the present day and their diaspora. The purpose of these efforts is to increase the visibility of Miami's multicultural neighborhoods and entice potential consumers to select Miami as a favored destination to visit and convene.

## GOAL

Looking ahead to this fiscal year, the program of work will need to be fluid and flexible. The department will continue to lead and collaborate through structured efforts and produce more local and national exposure to Miami's multicultural significance from a macro perspective. In addition, MTDD will continue its efforts to confirm the GMCVB's commitment to the entire community, including the multicultural neighborhoods, regarding the growth and impact of tourist dollars. The team will do this by continuing to facilitate some of its staple programs both virtually and in person. It will also incorporate some new ideas into the platform this year based on COVID-19 recovery efforts, in anticipation of a better year for travel. The ultimate goals are to continue promoting Miami's rich history and heritage, increase convention business, improve leisure traveler experiences and assist in tourism capacity-building with businesses in our culturally rich heritage communities.

## STRATEGY 1

**Sales and Services Assistance:** Sales-related initiatives will be executed to help secure multicultural conventions of all sizes, including small groups and leisure travel business.

## TACTICS

### Convention Sales:

- Work with the GMCVB's Convention Sales team to close sales by promoting multicultural options to groups, offering staff support and providing additional convention incentives where needed.
- Conduct local awareness programs in collaboration with the Convention Sales team to ethnic, civic and service organizations located in Miami. Continue the Lunch & Learn awareness/education series, which is geared toward getting community meeting influencers and stakeholders to become Miami Magnets.
- Participate in joint sales calls and FAM tours when needed.
- Maximize the Reunion Market/Small Group resources, which are now showcased on the website.
- Work with Convention Sales on strategies to attract more business.

### Travel Industry Sales:

- Work with the Director of Latin American & Caribbean Sales on cross-educating the international sales team about the most current multicultural attractions and events in Miami in order to better inform tour operators and travel agents.
- Connect local neighborhood organizations and businesses from our cultural communities with inbound FAM exposure and promotion opportunities.

## STRATEGY 2

**Tourism Business Enhancement Program:** The goal is to help businesses with capacity-building to prepare them to receive visitors and maximize opportunities in Miami's tourism industry. Implementing methods of supporting, cultivating and developing businesses are all part of the layered approach to growth, including partnership development, mentorship and workforce education support.





Picture courtesy of Saddi Khali Photography. Artwork by Belaji Ogunwo at Art Africa Art Fair 2018

### TACTICS

- Facilitate meetings and other communication channels that bring together key leaders in the neighborhoods to establish networks and relationships in the industry.
- Expand the Tourism Business Enhancement Program (TBE) to reach even more businesses in the heritage communities and/or multicultural companies directly or indirectly affected by tourism, as well as strengthen the education component of the training workshops.
- Continue to host and facilitate capacity support for small business training to include technical assistance workshops and webinars as part of the small business recovery efforts.
- Collaborate with resource agencies and organizations to strengthen businesses and encourage career opportunities in tourism.
- Continue partnering with the Miami Bayside Foundation on small business workshop sessions that teach core business and growth principles.

### STRATEGY 3

Art of Black Miami: Broaden marketing, promotion and collaboration efforts for the GMCVB's Art of Black Miami (AOBM) program, with the goal of making it the premier and most well-recognized cultural art collaborative in the country.

### TACTICS

- Promote AOBM activations and exhibits year-round.
- Increase the presence of AOBM from a website and social media perspective.
- Engage partners more effectively with a communication process to meet needs during the December/January Art Season and throughout the year.
- Create an AOBM art activation project such as a community mural project or an art competition among local artists and the community, building on the Miami Shines campaign as a catalyst, with a message of resiliency, hope and activism.



#### STRATEGY 4

Marketing/Media Collaborations: Establish ideas to increase awareness through media to include print, digital, social media, public relations, research and other innovative ways to promote Miami's multicultural attractions and heritage neighborhoods.

#### TACTICS

- Identify and commit to local media buys as well as additional niche and national marketing channels for promotion in the area.
- Create viable relationships with celebrities in the music and entertainment worlds who live or have lived here, to aid in the promotion of multicultural Miami.
- Continue production of and enhance the GMCVB's Multicultural E-Newsletter.
- Build from the Miami Eats program to establish relationships with multicultural restaurants throughout Greater Miami (inclusive of Miami Lakes, Perrine, Westchester, etc., where many of the restaurants have cultural authenticity).
- Continue engagement independently where needed and directly with VML on research into the multicultural visitor's profile regarding travel and cultural interests.
- Elevate the connection to the GMCVB's Communications and Content & Creative Services divisions to help tell diverse stories and highlight attractions through website and social media channels, as well as updating the Multicultural Miami section of the website.

#### STRATEGY 5

Events/Programs Sponsorship & Coordination: Identify events and programs locally or nationally with which the department should collaborate or produce in order to help support Greater Miami's brand and enhance the perception/reality of being a multiculturally diverse community. Local awareness programming is included.

#### TACTICS

- Identify event sponsorships and event development opportunities that will strengthen the brand and promote the culture of the neighborhoods and all of Miami-Dade County, which positively affects hotel usage and media coverage.
- Organize a heritage celebration for Asian Pacific Islander Month in conjunction with the Asian American Advisory Board.
- Continue and expand local awareness programs to include concierge tours, community tours, hotel partner updates, local presentations to advisory boards etc. to better understand the multicultural offerings so they can promote them more effectively.
- Work with the Allapattah Neighborhood Enhancement Team (NET) to build a walking tour of the warehouse district on Northwest 20th Street to support the many small minority-owned businesses on that strip.
- Promote Art of Black Miami activations and exhibits year-round.
- Increase efforts to connect heritage partners with the GMCVB's Miami Temptations programs.

### PROGRAM OF WORK

#### MONTHLY ACTIVITIES

On a monthly basis, MTDD implements marketing strategies to incorporate Multicultural Miami into the GMCVB's Miami Temptations themed programs. The department also creates and distributes a monthly newsletter.

#### OCTOBER 2020

9/15–10/15: Hispanic Heritage Month virtual activations other experiences

10/8–11: Miami Carnival / Virtual

10/20: Tourism Business Development Program begins  
in collaboration with the Miami Bayside Foundation Fall Program

#### NOVEMBER 2020

11/13–16: National Coalition of Black Meeting Planners (NCBMP) / Virtual

11/30: Art of Black Miami Kickoff Event / Virtual



#### DECEMBER 2020

12/1–1/31: Miami Arts, Culture & Heritage Months – Activations and Programming

12/1–15: Art of Black Miami/Art Season – Activations & Events

#### JANUARY 2021

12/1–1/31: Miami Arts & Heritage Months – Activations and Programming

1/21: Martin Luther King Jr. Scholarship Breakfast / Virtual

TBA: Art of Black Miami – Community mural project starts

TBA: MIAMILAND Virtual Panel – Multicultural Cultural Traveler

TBA: Convention Sales FAM Collaboration / Coconut Grove, FL

#### FEBRUARY 2021

2/1–3/31: Miami Health & Wellness Months – Activations and Programming

2/17: Annual Chinese New Year Festival

TBA: Black History Month Heritage Community Tour and/or Experiences

#### MARCH 2021

2/1–3/31: Miami Health & Wellness Months – Activations and Programming

TBA: Annual Asian Cultural Festival

TBA: Jazz in the Gardens

TBA: Tourism Business Development Program begins  
in collaboration with the Miami Bayside Foundation Spring Program

# MULTICULTURAL TOURISM & DEVELOPMENT

## PROGRAM OF WORK (cont.)

### APRIL 2021

4/1–5/31: Miami Attraction & Museum Months – Activations and Programming

TBA: Art of Black Miami – Community mural completion

TBA: Community Awareness Presentation

### MAY 2021

4/1–5/31: Miami Attraction & Museum Months – Activations and Programming

5/1–31: Asian American and Pacific Islander Heritage Month – Activities and Experiences

5/1–31: Haitian Heritage Month – Activations, Activities and Experiences

TBA: Best of the Best Concert

TBA: Haitian Compas Festival (Haitian Flag Day festival)

TBA: H.O.T. Challenge Golf Tournament Fundraiser

TBA: Sounds of Little Haiti/Haitian Heritage Month Celebration

TBA: Taste of Haiti

### JUNE 2021

TBA: Art of Black Miami – Art Talk

TBA: Community Awareness Presentation

TBA: Pillars Award Scholarship Luncheon, Miami-Dade Black Affairs Advisory Board Office of the Chair

TBA: Taste of the Caribbean/Caribbean 305 coordinated by the Caribbean Hotel & Tourism Assn

### JULY 2021

TBA: Destinations International Convention / St. Louis, MO

TBA: International Multicultural Summit

TBA: Lunch & Learn Presentation

TBA: National Association of Black Hotel Owners, Operators & Developers (NABHOOD)

TBA: Overtown Music & Arts Festival

TBA: Tourism Business Enhancement – Professional Business Workshop

TBA: Tourism Business Development Program begins  
in collaboration with the Miami Bayside Foundation Summer Program

### AUGUST 2021

8/1–9/30: Miami Spice Restaurant Months – Activations and Programming

8/1–9: Association of African American Museums Conference / Miami, FL

### SEPTEMBER 2021

8/1–9/30: Miami Spice Restaurant Months – Activations and Programming

TBA: Africando Trade and Investment Conference

TBA: Arts Launch

TBA: Congressional Black Caucus

TBA: Hispanic Heritage Month Community Tour and/or Experiences

TBA: Miccosukee Tribe of Indians of Florida celebrates American Indian Day

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MIAMI  
*shines*

GREATER MIAMI AND THE BEACHES



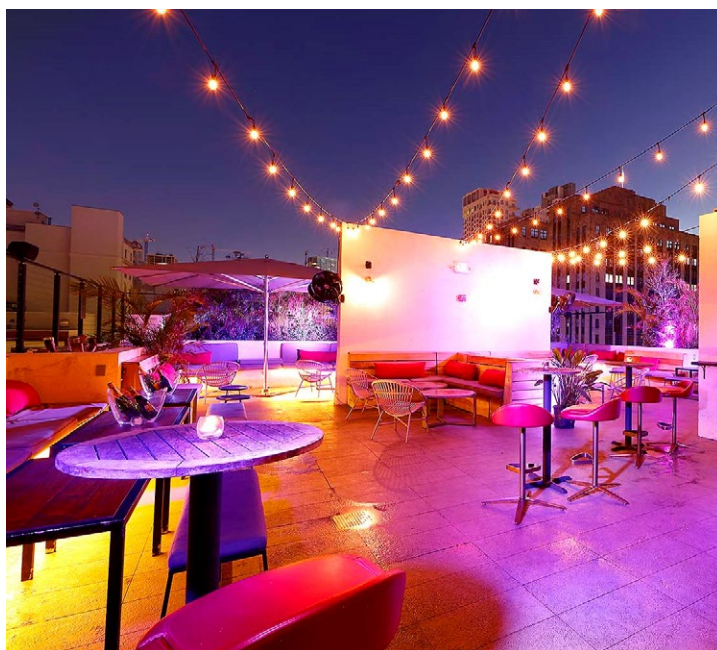


# BOUTIQUE & LIFESTYLE HOTELS

Greater Miami and the Beaches is home to the world's largest collection of boutique and lifestyle hotels, providing visitors from all over the world with a wide array of hospitality options. Miami's boutique hotels represent some of the most cutting-edge and innovative elements in design, fashion, dining and entertainment. Many boutique hotels have been lovingly restored to preserve timeless elements of Art Deco architecture that are iconic parts Miami Beach's landscape. Intimate and fashion forward, Boutique & Lifestyle Hotels provide a whimsical escape for even the most seasoned traveler.

## GOALS & OBJECTIVES

- Further expand the Boutique & Lifestyle Hotels program, which currently represents more than 100 Boutique & Lifestyle Hotels.
- Efforts will be focused on specialty trade and consumer lifestyle press, travel advisors, production industry decision makers, as well as film and production agents globally.
- Attend select trade shows to generate leads with entertainment travel advisors with primary interest in Miami Boutique & Lifestyle Hotels.
- Support Boutique & Lifestyle Hotels press trips, in addition to targeting lifestyle publications.
- Continue to expand the alliance with the Miami Design Preservation League to help showcase and promote the Boutique & Lifestyle Hotels and the Art Deco District.
- Build collaborative partnerships with arts and culture organizations through the Art in Hotels Program to design unique offerings that allow hotel guests to engage with the local arts community. Actively promote existing hotel art programs through local, regional and national marketing initiatives.
- Work with producers of local LGBTQ events to identify potential partnerships with Boutique & Lifestyle Hotels.
- Raise further awareness of the GMCVB's Safe Sets Program with production decision makers to utilize Boutique & Lifestyle Hotels as production sets for the creative screen industry.



## PROGRAM OF WORK

### OCTOBER 2020

10/1–11/30: Miami Shines & Miami Eats  
10/1–31: Familiarization (FAM) Tours / Miami, FL  
10/1–15: Celebrate Orgullo / Miami, FL  
10/26–29: Brand USA Travel Week Europe / Virtual  
10/29–31: GTM – Global Travel Marketplace / Virtual

### NOVEMBER 2020

10/1–11/30: Miami Shines & Miami Eats  
11/1–30: Familiarization (FAM) Tours / Miami, FL  
11/9–11: World Travel Market (WTM) / Virtual  
11/9–11: RTO Summit South / Orlando, FL  
11/11–13: CruiseWorld / Virtual  
11/12–13: WeTrade 2020 Colombia / Virtual  
11/15–11/22: Miami Book Fair / Virtual  
11/16–20: Brazilian LGBT Tourism Forum / Virtual



## DECEMBER 2020

12/1–1/31: Miami Arts, Culture & Heritage Months  
 12/1–31: Familiarization (FAM) Tours / Miami, FL  
 12/10–12: Aruba & Curacao Sales Mission  
 12/10: Boutique & Lifestyle Hotels Quarterly Meeting / Miami Beach, FL  
 12/19: Miami Beach Pride Queer-A-Thon / Miami Beach, FL

## JANUARY 2021

12/1–1/31: Miami Arts, Culture & Heritage Months  
 1/1–1/31: Familiarization (FAM) Tours / Miami, FL  
 1/15–17: Art Deco Weekend / Miami Beach, FL  
 1/22–24: TransArt / Miami, FL

## FEBRUARY 2021

2/1–3/31: Miami Health & Wellness Months  
 2/1–28: Familiarization (FAM) Tours / Miami, FL  
 2/11–15: Art Wynwood / Miami, FL  
 2/15–18: IntelTravel Quest 2021 / Cancun, Mexico  
 TBA: Connect Travel Marketplace / Kissimmee, FL  
 TBA: 4Ward Americas Human Rights Symposium / Miami Beach, FL  
 TBA: Gay8 Festival / Miami, FL  
 TBA: Wigwood / Miami, FL

## MARCH 2021

2/1–3/31: Miami Health & Wellness Months

3/1–31: Familiarization (FAM) Tours / Miami, FL  
 3/5–14: Miami Film Festival / Miami, FL  
 3/6–7: Travel & Adventure Show / Los Angeles, CA  
 3/9–12: ITB Berlin / Virtual  
 3/13–14: Travel & Adventure Show / Washington, DC  
 3/19–21: Tour Connection / Huntington Beach, CA  
 3/23–26: Sales Blitz / Los Angeles and San Francisco, CA  
 3/26: AAA Pittsburgh Travel Showcase / Pittsburgh, PA  
 3/27–28: Travel & Adventure Show / San Francisco, CA  
 TBA: Argentina & Uruguay Sales Mission / Buenos Aires, Cordoba and Montevideo  
 TBA: The LA Trade Show / Los Angeles, CA  
 TBA: Winter Party Festival / Miami Beach, FL  
 TBA: Boutique & Lifestyle Hotels Quarterly Meeting / Miami Beach, FL

## APRIL 2021

4/1–5/31: Miami Attraction & Museum Months  
 4/1–30: Familiarization (FAM) Tours / Miami, FL  
 4/6–8: World Travel Market Latin America / Sao Paulo, Brazil  
 4/7–8: RTO Summit East / New York, NY  
 4/10–11: Travel & Adventure Show / Dallas, TX  
 4/12–14: Sales Blitz / Dallas and Houston, TX  
 4/17–18: Travel & Adventure Show / Chicago, IL  
 4/18–21: Travel Agent Forum / Las Vegas, NV



# BOUTIQUE & LIFESTYLE HOTELS

## PROGRAM OF WORK (cont.)

4/22–5/2: OUTshine Film Festival / Miami, FL  
4/24–25: Travel & Adventure Show / Atlanta, GA  
TBA: Florida Road Show / Naples, Orlando and Jacksonville, FL  
TBA: Miami Beach Pride Festival & Expo / Miami Beach, FL  
TBA: Northeast Sales Mission / NY, PA, CT  
TBA: Breakfast with the Arts & Hospitality Industry / Miami, FL  
TBA: Fling Women's Weekend / Miami Beach, FL

### MAY 2021

4/1–5/31: Miami Attraction & Museum Months  
5/1–31: Familiarization (FAM) Tours / Miami, FL  
5/1–2: Travel & Adventure Show / Philadelphia, PA  
5/3–5: GTM West / Tucson, AZ  
5/12–17: SweetHeat Miami / Miami Beach, FL  
5/13–15: TPOC Conference / Miami, FL  
5/23–26: Travel Leaders EDGE / Orlando, FL  
5/28–31: Sizzle Miami / Miami, FL  
TBA: Jamaica Sales Mission / Kingston  
TBA: Boutique & Lifestyle Hotels Quarterly Meeting / Miami Beach, FL  
TBA: Bahamas Sales Mission / Nassau  
TBA: Colombia Sales Mission / Bogota, Medellin & Cali

### JUNE 2021

6/1–9/30: Miami Hotel Months  
6/1–6/30: Familiarization (FAM) Tours / Miami, FL  
TBA: Trinidad & Guyana Sales Mission  
TBA: St. Pete Pride / Tampa Bay, FL  
TBA: Boutique & Lifestyle Hotels Quarterly Meeting / Miami Beach, FL  
TBA: Wynwood Pride / Miami, FL

### JULY 2021

6/1–9/30: Miami Hotel Months  
7/1–8/31: Miami Spa Months  
7/1–7/31: Familiarization (FAM) Tours / Miami, FL  
7/1–31: Media Newsletter (Breaking News & Events)  
7/17–21: GBTA / Orlando, FL  
7/27–30: Cruise360 / Hollywood, FL  
TBA: GTM / Hollywood-Ft. Lauderdale, FL

### AUGUST 2021

6/1–9/30: Miami Hotel Months  
7/1–8/31: Miami Spa Months  
8/1–9/30: Miami Spice Restaurant Months  
8/1–8/31: Familiarization (FAM) Tours / Miami, FL  
8/3–6: GNetwork360 (Latin American Conference on LGBT Marketing) / Buenos Aires, Argentina  
8/11–13: NGLCC International Business Leadership Conference / Fort Lauderdale, FL  
8/16–20: Brazil Sales Mission / Sao Paulo, Rio de Janeiro & Belo Horizonte  
8/23–25: ASTA Global Conference / Chicago, IL  
TBA: Mexico Sales Mission / Mexico City, Monterrey & Merida  
TBA: Boutique & Lifestyle Task Force Meeting / Miami, FL

### SEPTEMBER 2021

6/1–9/30: Miami Hotel Months  
8/1–9/30: Miami Spice Restaurant Months  
9/1–9/30: Familiarization (FAM) Tours / Miami, FL  
9/1–5: Womenfest Key West / Key West, FL  
9/5: ArtsLaunch 2020 / Miami, FL  
9/18–22: IPW / Las Vegas, NV (Formerly known as International Pow Wow)  
TBA: Boutique & Lifestyle Hotels Quarterly Meeting / Miami Beach, FL  
TBA: La Cita / TBA

**NOTE:** Program of Work reflects major scheduled activities based on planning process. Additional activities are considered throughout the year and others are subject to change.



## PARTNER BENEFITS & OPPORTUNITIES

**Incentive Program** — In order to facilitate and encourage Boutique & Lifestyle Hotels' participation in Media Relations and Travel Industry Sales Missions and Trade Shows, the GMCVB offers a 25% savings on registration fees to hotels with 100 rooms or less.

**Familiarization (FAM) Tours** — One of the most effective ways of selling the destination is to bring key decision-makers here. The GMCVB arranges well-planned itineraries to allow participants to experience firsthand the many attributes of Greater Miami and the Beaches. FAM clients include meeting planners and tour operators. Partners play a vital role by contributing key elements to sponsor FAM tours, and opportunities are available throughout the year.

**Press Trips** — One of the most effective ways of selling the destination is to bring key decision-makers and journalists here. The GMCVB arranges well-planned itineraries to allow participants to experience firsthand the many attributes of Greater Miami and the Beaches. Clients include meeting planners, tour operators and media. Partners play a vital role by contributing key elements to sponsor press trips, and opportunities are available throughout the year.

The GMCVB's Communications, PR & Social Media Division works with journalists from around the world to generate positive news coverage for Greater Miami and the Beaches, with the goal of increasing visitation for both leisure and business travel. The team works with 13 global PR agencies situated throughout Europe, Latin America, the Caribbean and North America, to ensure the destination's PR objectives are being communicated in a culturally sensitive manner and using native language in some of Miami's key international feeder markets. The team informs journalists and influencers from all over the world to produce captivating stories about Greater Miami and the Beaches, thereby providing the public with compelling reasons to travel to the destination and support the tourism industry – the number one economic engine for Miami-Dade County.

In addition to destination branding efforts, the Communications team is tasked with Community Relations efforts and educating residents and stakeholders about the value of the travel and tourism industry for Miami-Dade County.

## GOAL

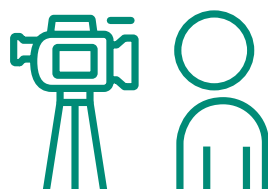
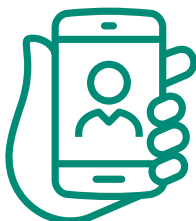
Influence perceptions about Greater Miami as an art-centric, outdoor adventure, heritage rich, road trip-worthy, tropical and cosmopolitan destination of choice to the high-value customer through: placement of editorial stories in a variety of consumer and travel media outlets, as well as social media channels; and through consumer experiences and campaigns.

## STRATEGY 1

Drive leisure visitation by augmenting Greater Miami's unique offerings via press activities including individual and group press trips (virtual and in person), tailored editorial pitches, engagement/leveraging media relationships, and in-market media missions.

## TACTICS

- Identify key media and influencers who can act as third-party allies for Greater Miami and the Beaches.
- Host travel editors/writers on a one-on-one basis throughout the year, at their comfort level.
- Host media tours from key feeder markets, with each tour themed according to niche pitches and featuring multiple media.
- Leverage select niche events such as the Latin Grammy Awards, Art Week, South Beach Wine & Food Festival, Miami Film Festival, Gay & Lesbian Film Festival, Miami Fashion Week, LE Miami, eMerge Americas, Jazz in the Gardens and other key events, to bring in media to cover the destination.
- Visit key markets (in person or virtually) to present the message and products to consumer and trade media via media missions, trade shows and participation in media marketplace activities (i.e. IPW, SATW, IMM/ TravMedia, TMAC).
- Service media inquiries seeking editorial, logistical and collateral support.







## STRATEGY 2

Leverage the MIAMILAND marketing campaign to educate customers about Miami's natural paradise, national, state and county parks, soft adventures, glistening beaches and other outdoor adventures that appeal to visitors seeking open spaces and new adventures.

### TACTICS

- Identify and target key media and influencers who appeal to adventure seekers, health & wellness enthusiasts and visitors preferring to engage in outdoor activities.
- Host travel editors/writers on a one-on-one basis, focusing on itinerary enhancements that highlight these assets.
- Host group press tours from key feeder markets themed according to niche pitches and featuring multiple media.
- Pursue media opportunities presented in conjunction with the GMCVB's Travel Industry Sales Division's participation in the Travel & Adventure Shows around the country.

## STRATEGY 3

Once the cruise industry begins to open again safely, leverage existing partnerships with cruise lines sailing from PortMiami to further push the "Cruise Capital of the World" sentiment and promote pre/post cruise trips to the destination using drivers such as soft adventures and arts and culture.

### TACTICS

- Leverage cruise line inaugural sailings to bring in leisure and trade media to promote Miami Beach and Downtown Miami proximity as well as Miami and Beaches offerings.
- Work with influencers and PortMiami to highlight the plethora of tourism offerings in Miami.

## STRATEGY 4

Strategically monitor and follow the media trends to align Greater Miami's offerings with top-tier publications' needs for editorial content. This will increase media coverage and make the Miami brand more relevant to the press.

### TACTICS

- Provide the most up-to-date, positive information to all audiences through newsletters.
- Utilize press pitches to highlight travel trends, events, new developments, financial news, festival information, GMCVB initiatives, Miami Temptations Programs and other news in a timely, accurate and targeted fashion.
- Create more relevant editorial calendars as dictated by market needs and nuances.
- Reach out to key consumer travel editors, contributing editors and freelance writers who represent major publications that reinforce the brand within target markets.

## STRATEGY 5

Host fully vetted production crews for strategic broadcast opportunities.

### TACTICS

- Conduct outreach with producers and travel correspondents at national, regional and cable news programs as well as key drive market affiliates, to develop destination feature stories.
- Pitch Miami coverage to locally based U.S. Hispanic media giants such as Univision, Telemundo and others to assure optimum cost effectiveness.
- Research and pitch syndicated and regional radio shows/TV programs to broadcast live from Miami throughout the year, with special emphasis on summer visits where possible to help boost summer business.
- Promote and connect the GMCVB's Practice Safe Sets Miami initiative through trade pitches to visiting production crews.





## GOAL

Position the Miami Beach Convention Center (MBCC) as an innovative meetings venue that is evolving to meet the demands of virtual, hybrid and new types of events that are adapting to the current culture. The goal is to reinforce and solidify Greater Miami and the Beaches as an optimal meetings and conventions choice.

## STRATEGY 1

Highlight the importance of the “Meetings Mean Business” angle among local media and stakeholders to encourage the local business community to embrace the mission to bring convention business to the destination.

## TACTICS

- Gather economic impact from secured citywide convention business and relay through editorial pitches and local media interviews.
- Launch a paid and viral social media initiative to increase awareness of the economic impact meetings have in Miami.

## STRATEGY 2

Create community awareness of the GMCVB’s role in booking convention groups and amplify success stories post-events.

## TACTICS

- Utilize stakeholder newsletters, social media posts and pitches to convention trade magazines.
- Identify and distribute updates regularly to appropriate trade media outlets (i.e., What’s New release).
- Create a behind-the-scenes look at the MBCC and its new initiatives to create hybrid meetings that emphasize safety measures (GBAC certification, Art Deco Suite).
- Develop a parallel media desk-siders program during major meetings, conventions and trade shows such as PCMA, IMEX and ASAE.



### STRATEGY 3

Direct a press program to generate a consistent stream of digital and print coverage within the meetings and conventions media segment.

#### TACTICS

- Design an editorial calendar that supports key strategic messages for the reimagined and recently reopened MBCC.
- Continue to drive traffic to MiamiMeetings.com and support lead generation.
- Develop key messaging around convention bookings and promote success stories through pitches to convention trade magazines.
- Develop advertorials upon request for key meetings trade magazines to be used to leverage additional publicity from advertising.

### STRATEGY 4

Leverage the MBCC's recent GBAC certification, Art Deco Suite hybrid meeting initiative and scheduled marquee events such as eMerge and others to ignite interest in creative and citywide convention use of the MBCC.

#### TACTICS

- Utilize photo captions and press release distribution.
- Invite key editors and writers from meetings publications to visit and experience the MBCC.
- Work with the GMCVB's web team to create and promote a dedicated landing page on the website that is a Miami Beach Meetings toolkit/resource offering a comprehensive overview of MBCC and the corresponding neighborhoods, as well as resources meeting planners need to understand what Miami offers. The landing page is to be built with connectivity to Cvent, with Cvent and the MBCC page sharing the same marketing efforts as the GMCVB landing page.

### GOAL

Increase awareness and support for the travel and hospitality industry among stakeholders including elected officials, residents of Miami-Dade County and the local business community.

### STRATEGY 1

Utilize stats and figures to highlight the importance of the travel and tourism industry in Miami-Dade County and further drive the "tourism is everyone's business" sentiment.

#### TACTICS

- Gather economic impact from both leisure and convention business and translate it as ROI for residents.
- Launch a paid and viral social media initiative about new corporate social media handles to directly engage with community leaders and elected officials.
- Develop messaging on several topics including: jobs in the tourism industry, economic impact and how tourism taxes benefit local and social programs.
- Develop the GMCVB speaker's bureau to leverage subject matter experts on the GMCVB Board and further drive key messages for the travel industry.
- Create a news bureau of GMCVB initiatives consisting of photos and news releases resulting from corporate events, to be shared with local stakeholders and GMCVB staff.

### STRATEGY 2

Promote GMCVB internal resources as thought leaders to leading trade publications.

#### TACTICS

- Develop key messaging around convention bookings and promote success stories through pitches to convention trade magazines.
- Secure partnerships to leverage out-of-home advertising throughout Miami-Dade County.
- Create partnerships with local media partners to institutionalize travel industry segments or columns.

# COMMUNICATIONS, PR & SOCIAL MEDIA

## PROGRAM OF WORK

### MONTHLY

Communications Newsletter (breaking news & events)

### OCTOBER 2020

10/1–31: Miami Spa Month and Miami Spice Restaurant Month  
10/14–17: Society of American Travel Writers Virtual Conference  
10/21: GMCVB Annual Meeting – Tourism Recovery Plan and Efforts

### NOVEMBER 2020

11/6–10: Miami Book Fair Social Media Support  
11/27–12/8: Art Week Media Visits

### DECEMBER 2020

12/1–1/31: Miami Arts, Culture & Heritage Months

### JANUARY 2021

12/1–1/31: Miami Arts, Culture & Heritage Months  
1/1: What's New in Greater Miami and the Beaches Quarterly News Release – Winter  
1/11–14: PCMA Convening Leaders / San Francisco, CA  
1/27–28: TravMedia International Media Marketplace

### FEBRUARY 2021

2/1–3/31: Miami Health & Wellness Months  
2/15–21: Gay8 Individual Media Visits / Miami, FL

### MARCH 2021

2/1–3/31: Miami Health & Wellness Months  
3/1: What's New in Greater Miami and the Beaches Quarterly News Release – Spring  
3/1–10: Miami Film Festival Media Visits – Latin American and Domestic / Miami, FL  
3/9–12: ITB Berlin 2021 (Virtual)

### APRIL 2021

4/1–5/31: Miami Attraction & Museum Months  
4/6–8: World Travel Market Brazil  
4/26–27: eMerge Americas / Miami Beach, FL  
TBA: New York Media Reception & Mission / New York, NY  
TBA: Canadian Media Reception & Mission / Toronto, Canada  
TBA: Global Meetings Industry Day Media Outreach  
TBA: Cruise Capital of the World Influencer Program / Miami, FL

### MAY 2021

4/1–5/31: Miami Attraction & Museum Months  
5/20–23: SoBe Food & Wine Festival Media Visits / Miami Beach, FL  
5/29–6/2: Miami Fashion Week Media Visits / Miami, FL  
TBA: National Tourism Month and GMCVB State of the Industry Announcement / Miami, FL  
TBA: Pan European Health & Wellness Press Tour / Miami, FL

### JUNE 2021

6/1–9/30: Miami Hotel Months  
6/1: What's New in Greater Miami and the Beaches Quarterly News Release – Summer  
6/14–17: LE Miami / Miami Beach, FL  
TBA: American Black Film Festival / Miami, FL  
TBA: Cross Market Bling on a Budget Press Tour / Miami, FL  
TBA: Travel Media Association of Canada (TMAC) AGM & Conference / Canada

### JULY 2021

6/1–9/30: Miami Hotel Months  
7/1–8/31: Miami Spa Months  
TBA: Miami Swim Week Media Visits

### AUGUST 2021

6/1–9/30: Miami Hotel Months  
7/1–8/31: Miami Spa Months  
8/1–9/30: Miami Spice Restaurant Months  
8/14–17: ASAE Media Appointments / Dallas, TX  
TBA: Latam and Caribbean Market Press Tour

### SEPTEMBER 2021

6/1–9/30: Miami Hotel Months  
8/1–9/30: Miami Spice Restaurant Months  
9/21–25: USTA IPW 2021 / Las Vegas, NV  
TBA: U.S. Hispanic Press Tour / Miami, FL

**NOTE:** Program of Work reflects major scheduled activities based on planning process. Additional activities are considered throughout the year and others are subject to change.



# TRAVEL INDUSTRY SALES

The GMCVB's Travel Industry Sales Division provides travel industry professionals with easy access to the resources they need for planning, marketing and selling the destination. The division oversees all targeted sales efforts to key domestic and international travel industry professionals, including tour operators, travel advisors, cruise specialists, online travel agencies (OTAs) and international inbound operators, to reach the traveling consumer. The team is responsible for developing sales missions, attending consumer and travel trade shows, and organizing familiarization tours to connect key clients with GMCVB stakeholders to foster business relationships.

In the coming year, the division will continue the destination's recovery by rebuilding demand and further supporting the global travel trade community. Success will be based on driving growth in the value and volume of leisure tourism; maintaining Greater Miami as top of mind with travel professionals; and inspiring travel to Greater Miami through intermediaries, travel advisors, tour operators and others. Success will be based on efforts supporting trade education, trade engagement, and the establishment of a GMCVB Partner Alliance made up of key industry stakeholders and GMCVB Sales staff to ensure there is alignment on future sales activations.

The team will continue to expand travel advisor education through the Greater Miami and the Beaches Travel Specialist Program, host sales activities featuring GMCVB stakeholders, virtual destination workshops in partnership with airlines, cruise lines, online travel agencies, host agencies and receptive tour operators. It will increase engagement with the travel trade through various initiatives including virtual FAMs and sales missions with the participation of GMCVB stakeholders. These strategic sales activations will be developed and rolled out to further contribute to the overall success of GMCVB partners and the destination. Finally, the division will build deeper relationships with airlines and cruise brands operating at Miami International Airport (MIA) and PortMiami to support airline routes and cruise deployments.

## GOAL

Maintain Greater Miami and the Beaches as top of mind with travel professionals.

## STRATEGY 1

Maintain and promote the GMCVB's online Travel Specialist Program to further build relationships with travel advisors and home-based agents throughout the U.S. and Canada.

## TACTICS

- Provide an online travel agent educational platform with 24/7 access, which will empower travel advisors to confidently sell Greater Miami.
- Develop and roll out a loyalty program alongside the GMCVB's online Travel Specialist Program, which will ultimately lead to an increase in travel agent bookings and visitor arrivals.
- With the ongoing support of GMCVB partners, utilize incentives to drive agent enrollment and specialist certification.
- Develop online networking opportunities to cultivate business relationships whereby the GMCVB will host meet-ups bringing together destination stakeholders and graduates of the GMCVB's online Travel Specialist Program.
- Continue to increase the number of graduates to 7,500 by driving interest from travel trade marketing efforts.





## GOAL

Drive growth in the value and volume of leisure tourism.

### STRATEGY 1

Support and leverage new airline partners introduced at Miami International Airport (MIA).

### TACTICS

- Maintain the GMCVB's Air Service Development Partnership with MIA. This partnership unlocks GMCVB sales and marketing support for service that is introduced by new airline partners.
- Support and amplify key initiatives introduced by American Airlines to drive incremental traffic to Miami. An example is the GMCVB/AA Stop Over program introduced for passengers originating from Latin America and the Caribbean traveling to the U.S. throughout 2021. In this promotion, AA has waived lay-over fees and allows a stop-over in Miami for a few nights for passengers who are on the way to another U.S. destination.
- Provide in-kind support to new airline partners by amplifying new routes and service through GMCVB-owned channels.

### STRATEGY 2

Capitalize on Greater Miami's position as the "Cruise Capital of the World" by extending the length of stay of cruise passengers and drive incremental room nights.

### TACTICS

- Attend the leading cruise trade shows in partnership with PortMiami, including: Cruise360, Cruise World and Travel Agent Forum.
- Create deeper partnerships with cruise line partners for opportunities to network directly with their top-producing cruise advisors.
- Work more closely with Cruise Line International Association (CLIA) by participating in its sponsored events, webinars and other educational events.
- Maintain travel trade advertising in the U.S. and Canada in Travel Weekly, with the aim of raising awareness of the GMCVB's online Travel Specialist Program; and raise awareness of the destination's pre/post cruise offerings among cruise specialists.
- Deepen business relationships with the leading cruise operators including Cruise Planners, Cruise One and Travel Planners.

## GOAL

Captivate and inspire travel to Greater Miami and the Beaches through travel intermediaries, tour operators and travel advisors.

### STRATEGY 1

Build relationships with leading travel agency groups with the goal of rebuilding and increasing U.S. sales.

### TACTICS

- Leverage research and key metrics to determine target markets.
- Establish strategic marketing partnerships with leading networks including AAA, Internova (formerly Travel Leaders) and Flight Centre, with the goal of training their travel advisors.
- Attend and support key association and consortia in-person and virtual events including AAA, CCRA, ASTA and Travel Leaders' EDGE.
- Strengthen partnerships with leading tour operators including: Classic Vacations, Pleasant Holidays, American Airlines Vacations and others through partner appreciation events, FAM tours and sales support.
- Develop and organize in-person sales blitzes with GMCVB partners in key markets (Chicago, Atlanta, Los Angeles, Philadelphia, San Francisco, Dallas and Washington, DC) in conjunction with participation in Travel & Adventure Shows in these markets.
- Develop and organize a Florida Sales Mission to target key travel advisors in major Florida cities and encourage visitation.
- Strengthen U.S. tour operator partnerships through FAM tours/sales support; encourage tour operators to increase their hotel product to account for Greater Miami's growing inventory.

### STRATEGY 2

Continue to build and foster relationships with international travel buyers, with the goal of rebuilding international sales in designated markets.

### TACTICS

- Leverage research and key metrics to determine target markets.
- Develop and organize virtual sales blitzes/missions in Argentina, Brazil, Chile, Colombia, Mexico, UK, Germany, France and Spain. These virtual sales events will bring together GMCVB partners and key clients from each respective market to maintain Miami top of mind while these key clients are developing future U.S. programs.
- Strengthen international tour operator partnerships through virtual FAM tours/sales support; encourage tour operators to increase their hotel product to account for Greater Miami's growing inventory.
- Leverage Brand USA and Discover America committees and Visit USA offices by participating in virtual events organized by these organizations targeting the following markets: Argentina, Brazil, Chile, Colombia, Mexico, UK, Germany, France and Spain.

## PARTNER BENEFITS & OPPORTUNITIES

**Sales Missions** — The GMCVB conducts national and international sales missions targeting existing and emerging markets to promote Greater Miami and the Beaches as the destination of choice for travel advisors and tour operators for travel industry promotion.

**Trade Shows** — Throughout the year, Travel Industry Sales creates special exhibits designed to target key decision makers at important industry trade shows. Opportunities exist for partners to attend trade shows with our sales staff to send brochures for distribution at the shows.

**Familiarization (FAM) Tours** — One of the most effective ways of selling the destination is to bring key decision-makers to the destination. The GMCVB arranges well-planned itineraries to allow participants to experience firsthand the many attributes of Greater Miami and the Beaches. FAM clients include meeting planners and tour operators. Partners play a vital role by contributing key elements to sponsor FAM tours, and opportunities are available throughout the year.

# TRAVEL INDUSTRY SALES

## PROGRAM OF WORK

### ONGOING ANNUAL SALES ACTIVITIES

#### 10/1/2020–9/30/2021

- Familiarization (FAM) Tours / Miami, FL
- Cruise Line Partner Destination Workshops
- Destination Workshops and Training
- Territory Sales Call Coverage
- Airline Partners and Tour Operators Destination Training
- Joint Partnership Community Programs
- Destination Events and Road Shows with Brand USA, Visit USA and Industry Organizations

#### OCTOBER 2020

10/1–11/30: Miami Shines & Miami Eats  
10/1–31: Familiarization (FAM) Tours / Miami, FL  
10/1–15: Celebrate Orgullo / Miami, FL  
10/26–29: Brand USA Travel Week Europe / Virtual  
10/29–31: GTM – Global Travel Marketplace / Virtual

#### NOVEMBER 2020

10/1–11/30: Miami Shines & Miami Eats  
11/1–30: Familiarization (FAM) Tours / Miami, FL  
11/9–11: RTO Summit South / Orlando, FL  
11/9–11: World Travel Market (WTM) / Virtual  
11/11–13: CruiseWorld / Virtual  
11/12–13: WeTrade 2020 Colombia / Virtual  
11/15–22: Miami Book Fair / Virtual  
11/23–27: Brazilian LGBT Tourism Forum / Virtual

#### DECEMBER 2020

12/1–1/31: Miami Arts, Culture & Heritage Months  
12/1–31: Familiarization (FAM) Tours / Miami, FL  
12/10: Boutique & Lifestyle Hotels Quarterly Meeting / Miami Beach, FL

#### JANUARY 2021

12/1–1/31: Miami Arts, Culture & Heritage Months  
1/1–1/31: Familiarization (FAM) Tours / Miami, FL  
1/17–19: Art Deco Weekend / Miami Beach, FL  
1/22–24: TransArt / Miami, FL

#### FEBRUARY 2021

2/1–3/31: Miami Health & Wellness Months  
2/1–28: Familiarization (FAM) Tours / Miami, FL  
2/11–15: Art Wynwood / Miami, FL  
2/15–18: InteleTravel Quest 2021 / Virtual  
TBA: Connect Travel Marketplace / Kissimmee, FL  
TBA: 4Ward Americas Human Rights Symposium / Miami Beach, FL  
TBA: Gay8 Festival / Miami, FL  
TBA: Wigwood / Miami, FL

#### MARCH 2021

2/1–3/31: Miami Health & Wellness Months  
3/1–31: Familiarization (FAM) Tours / Miami, FL  
3/5–14: Miami Film Festival / Miami, FL  
3/6–7: Travel & Adventure Show / Los Angeles, CA  
3/9–12: ITB Berlin / Virtual  
3/13–14: Travel & Adventure Show / Washington, DC  
3/19–21: Tour Connection / Huntington Beach, CA  
3/23–26: Sales Blitz / Los Angeles & San Francisco, CA  
3/26–28: AAA Pittsburgh Travel Showcase / Pittsburgh, PA  
3/27–28: Travel & Adventure Show / San Francisco, CA  
TBA: Boutique & Lifestyle Hotels Quarterly Meeting / Miami Beach, FL  
TBA: The LA Trade Show / Los Angeles, CA  
TBA: Winter Party Festival / Miami Beach, FL

#### APRIL 2021

4/1–5/31: Miami Attraction & Museum Months  
4/1–30: Familiarization (FAM) Tours / Miami, FL  
4/7–8: RTO Summit East / New York, NY  
4/10–11: Travel & Adventure Show / Dallas, TX  
4/12–14: Sales Blitz / Dallas and Houston, TX  
4/17–18: Travel & Adventure Show / Chicago, IL  
4/18–21: Travel Agent Forum / Las Vegas, NV  
4/22–5/2: OUTshine Film Festival / Miami, FL  
4/24–25: Travel & Adventure Show / Atlanta, GA  
TBA: Breakfast with the Arts & Hospitality Industry / Miami, FL  
TBA: Fling Women's Weekend / Miami Beach, FL  
TBA: Florida Road Show / Naples, Orlando & Jacksonville, FL  
TBA: Miami Beach Pride Festival & Expo / Miami Beach, FL  
TBA: Northeast Sales Mission / NY, PA, CT



# TRAVEL INDUSTRY SALES

## PROGRAM OF WORK (cont.)

### MAY 2021

4/1–5/31: Miami Attraction & Museum Months  
5/1–31: Familiarization (FAM) Tours / Miami, FL  
5/1–2: Travel & Adventure Show / Philadelphia, PA  
5/3–5: GTM West / Tucson, AZ  
5/13–15: TPOC Conference / Miami, FL  
5/13–18: SweetHeat Miami / Miami Beach, FL  
5/23–26: Travel Leaders EDGE / Orlando, FL  
5/28–31: Sizzle Miami / Miami Beach, FL  
TBA: Bahamas Sales Mission / Nassau  
TBA: Boutique & Lifestyle Hotels Quarterly Meeting / Miami Beach, FL  
TBA: Colombia Sales Mission / Bogota, Medellin & Cali  
TBA: Jamaica Sales Mission / Kingston

### JUNE 2021

6/1–9/30: Miami Hotel Months  
6/1–6/30: Familiarization (FAM) Tours / Miami, FL  
6/19–20: Stonewall Pride Wilton Manors / Wilton Manors, FL  
6/23–25: World Travel Market Latin America / Sao Paulo, Brazil  
TBA: Boutique & Lifestyle Hotels Quarterly Meeting / Miami Beach, FL  
TBA: St. Pete Pride / Tampa Bay, FL  
TBA: Trinidad & Guyana Sales Mission  
TBA: Wynwood Pride / Miami, FL

### JULY 2021

6/1–9/30: Miami Hotel Months  
7/1–8/31: Miami Spa Months  
7/1–31: Familiarization (FAM) Tours / Miami, FL  
7/1–31: Media Newsletter (Breaking News & Events)  
7/17–21: GBTA / Orlando, FL  
7/27–30: Cruise360 / Hollywood, FL  
TBA: GTM / Hollywood, FL

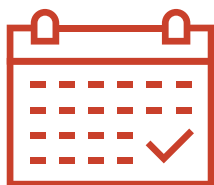
### AUGUST 2021

6/1–9/30: Miami Hotel Months  
7/1–8/31: Miami Spa Months  
8/1–9/30: Miami Spice Restaurant Months  
8/1–3: Familiarization (FAM) Tours / Miami, FL  
8/3–6: GNetwork360 (Latin American Conference on LGBT Marketing) / Buenos Aires, Argentina  
8/11–13: NGLCC International Business Leadership Conference / Fort Lauderdale, FL  
8/16–20: Brazil Sales Mission / Sao Paulo, Rio de Janeiro & Belo Horizonte  
8/23–25: ASTA Global Conference / Chicago, IL  
TBA: Boutique & Lifestyle Task Force Meeting / Miami, FL  
TBA: Mexico Sales Mission / Mexico City, Monterrey & Merida  
TBA: Trinidad & Guyana Sales Mission

### SEPTEMBER 2021

6/1–9/30: Miami Hotel Months  
8/1–9/30: Miami Spice Restaurant Months  
9/1–9/30: Familiarization (FAM) Tours / Miami, FL  
9/1–5: Womenfest Key West / Key West, FL  
9/5: ArtsLaunch 2020 / Miami, FL  
9/18–22: IPW / Las Vegas, NV (Formerly known as International Pow Wow)  
TBA: Boutique & Lifestyle Hotels Quarterly Meeting / Miami Beach, FL  
TBA: La Cita / TBA

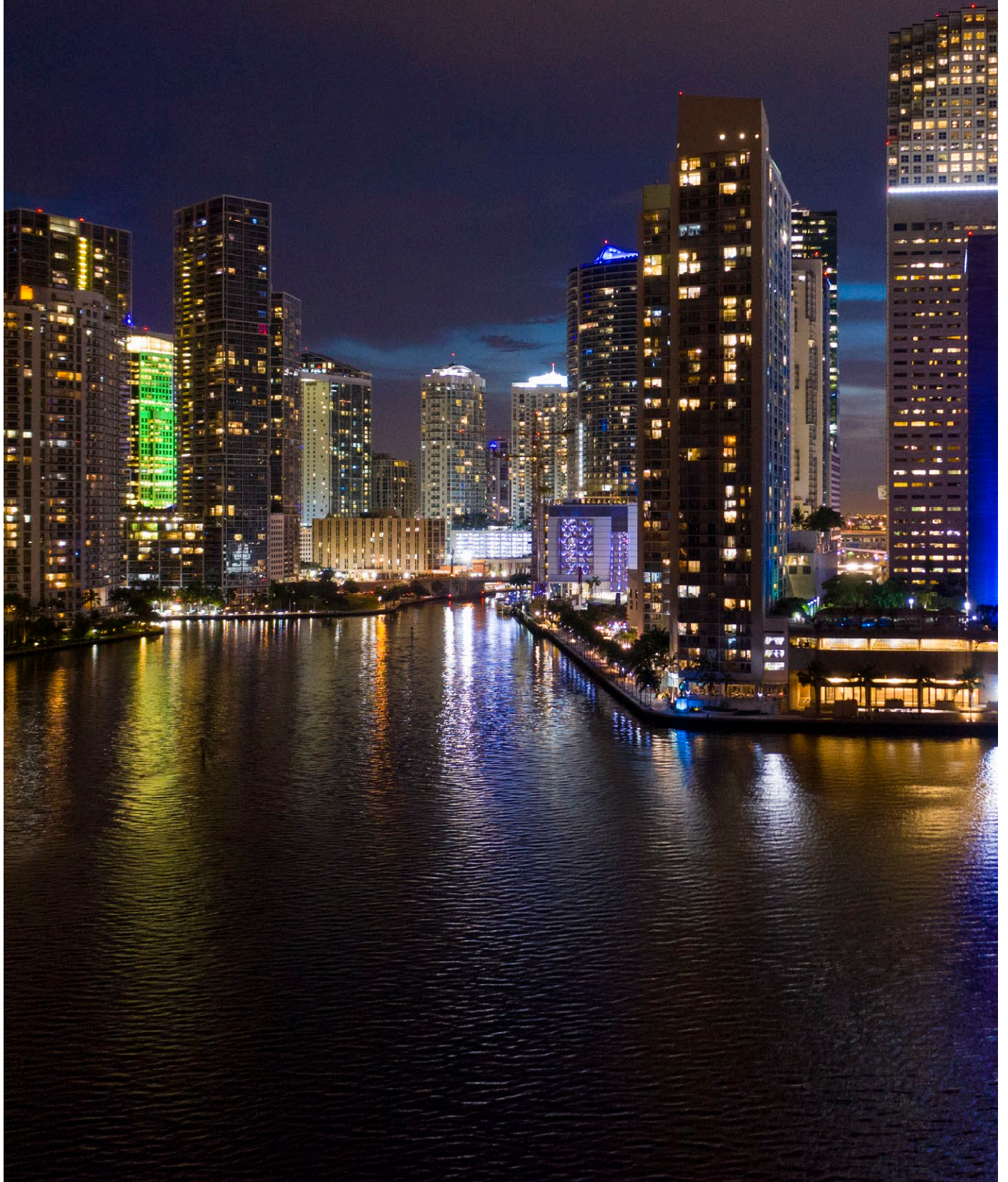
**NOTE:** Program of Work reflects major scheduled activities based on planning process. Additional activities are considered throughout the year and others are subject to change.





MIAMI  
*shines*

GREATER MIAMI AND THE BEACHES







# MEETINGS & CONVENTION SALES & SERVICES

The GMCVB's Meetings & Convention Sales Department promotes Greater Miami and the Beaches as the ideal destination for meetings and conventions by creating relationships with meeting planners and association executives to generate leads, bookings and room nights, and therefore a positive economic impact for our community.

The department will continue to brand Greater Miami as a destination that offers value and great return on investment with increased attendance, both domestic and international, strong satisfaction ratio and overall successful meetings.

This section outlines the global sales efforts the Meetings & Convention Sales & Services team undertakes on a year-round basis to promote Greater Miami and the Beaches as the ultimate choice for meetings and conventions.

## GOAL

Maintain long-term bookings of conventions and trade shows at the Miami Beach Convention Center (MBCC) and increase hotel meetings in 2020/21 and beyond. (Due to COVID-19, this will be a unique year.)

## STRATEGY 1

Generate Miami Beach Convention Center leads through solicitation, data mining and by targeting cities in select geographic areas (cities and states that still cannot meet due to strict mandates, such as Boston, Chicago, California, Colorado and Ohio) and businesses in key vertical markets. Trade show companies, associations, third parties, incentives and corporations are prime sources of new prospects. The medical, healthcare, financial & insurance, incentives and technology fields continue to be of interest to hotels. The team will continue to target meetings, conventions and trade show business that will use at least 1,500 contracted rooms on peak nights. The team will also continue to data mine the industry to generate new prospects for "Priority One" and "Priority Two" business in the vertical markets by making solicitation calls and reviewing other center calendars. In addition, there will be opportunities to work with groups that were too large for the MBCC to handle before COVID-19. Efforts will target the May–October timeframe on which hotels wish to focus.

## TACTICS

- Generate communications via telemarketing contacts and email. Spectra Management at MBCC and GMCVB sales managers continue to meet every month and work closely together to identify potential business.
- GMCVB, Spectra and the City of Miami Beach will collaborate closely to forge partnerships with potential trade show producers of international groups. **Market Segment:** Trade shows.
- Continue to promote the MBCC and City of Miami Beach hotels at all shows.
- Continue to solicit international business through new shows and regional offices.
- The GMCVB and Spectra Management will conduct approximately seven joint sales blitzes to Washington, DC, Chicago and the New York area. **Market Segments:** Medical, Technology, Healthcare, Financial & Insurance, and Incentives.
- Organize and host MBCC site visits for key decision-makers, prospective new clients, boards of directors, site committees, trade show management committees and executive boards. **Market Segments:** Tech, Medical, Healthcare, Financial & Insurance, and Incentives.
- Attend and participate in approximately 50 global industry trade shows, conventions and sales forums. (See the 2020/21 Meetings & Convention Sales & Services Program of Work on page 48 for details.)  
**Market Segments:** All target markets.



## STRATEGY 2

Continue to generate excitement about new developments by representing the destination at major trade shows and meetings, and by continuing the aggressive convention destination familiarization review program, sponsorships at industry functions, conducting small dinner destination events, and taking showcase events on the road to tell Miami Beach's story.

## TACTICS

- Host exciting destination reviews corresponding with special events and mini-familiarization tours for prospective buyers to showcase the Miami Beach Convention Center, hotels and surrounding area. When appropriate and the current landscape allows, the team will participate in events at the New World Symphony, Hard Rock Stadium, Marlins Park or Miami HEAT at the American Airlines Arena that generate excitement for potential clients. **Market Segments:** Medical, Finance & Insurance, Sports, Tech and Incentives.
- Schedule a series of mini familiarization trips, which will be supplemented with more than 200 site inspections for users of both the MBCC and in-house hotel meetings. **Market Segments:** Medical, Finance & Insurance, Sports, Tech and Incentives.
- Produce showcase events in key target cities and on certain shows, partnering with hotels and MBCC Spectra Management.
- Target major cities to host events and conduct similar efforts in secondary markets. These will consist of sales calls, lunches and dinners with key customers.
  - » Minneapolis, MN // **Market Segments:** Corporate, Incentives, Pharma
  - » St. Louis, MO // **Market Segments:** Corporate, Incentives, Pharma
  - » Houston, TX // **Market Segments:** Tech, Corporate
  - » Dallas, TX // **Market Segments:** Tech, Medical Devices
  - » San Antonio, TX // **Market Segments:** Tech, Medical Devices
  - » Hartford, CT // **Market Segments:** Finance & Insurance, Corporate
  - » Boston, MA // **Market Segments:** Finance & Insurance, Corporate, Medical
- Organize and implement sales blitzes throughout the year. (See the 2020/21 Meetings & Convention Sales & Services Program of Work on page 48 for details).
- Sponsor events at key industry meetings held locally. These events offer the opportunity to interact with potential clients and promote Greater Miami as a meetings destination.

### STRATEGY 3

Continue to target major multi-management and trade show companies, which represent a significant number of organizations that can generate new business for the Convention Center and individual hotel properties.

#### TACTICS

- Solicit multi-management and trade show companies to host executive management retreat meetings in Greater Miami and invite them to participate in familiarization trips. **Market Segments:** Medical, Trade shows.
- Convention Sales will attend all multi-management company annual trade shows, which include Helms Briscoe, Conference Direct, Maritz Travel, American Express, Smith Bucklin, International Association of Association Management Companies (IAAMC), MCI and Kellen Company. **Market Segments:** Medical, Tech, Healthcare, Finance & Insurance, and Incentives.
- Sponsor events at IAAMC, which targets all management companies.

### STRATEGY 4

Maintain and strengthen relationships with annual trade show clients and marquee event organizers that have made the Miami Beach Convention Center their home.

#### TACTICS

- Continue to work closely with MBCC managers and Spectra to promote and expand relationships with annual users from a Convention Services aspect, as well as assist them in expanding and adjusting their room blocks.
- Maintain relationships for endorsements, testimonials and promotional opportunities. Drive attendance through newsletters, email blasts, traditional advertising and digital efforts.
- Ensure strong customer satisfaction scores by nurturing relationships with repeat customers.

### GOAL

Generate incremental new business through the Washington, DC market, with dedicated staff.

### STRATEGY 1

Generate new leads and secure definitive room nights for house accounts.

#### TACTICS

- Conduct in-person sales calls, presentations and intimate client events at least every other month.  
**Market Segments:** All target markets.
- Plan and organize city familiarization trips, including arranging participation for individual site inspections.
- Maintain day-to-day sales activities including sales calls, telemarketing, email correspondence and prospecting.
- Attend monthly meetings of local chapters of International Association of Exhibitions & Events, Professional Convention Management Association, American Society of Association Executives, Meeting Professionals International and Association of Management Professionals.
- Identify new events and shows to sell and attend in order to promote Greater Miami. Be aware of new potential markets, especially corporate clients from the Virginia, Maryland and Washington, DC areas.
- Participate in major industry organizations and the local chapters and national level committees in order to heighten exposure of the Washington, DC market for Greater Miami.
- Maintain a presence at industry trade shows in the Washington, DC market and continue to monitor those results in the upcoming year.
- Participate in select national meetings and trade shows such as Professional Convention Management Association, American Society for Association Executives and others if the appropriate ROI is expected.
- Network with regional sales managers from Miami-based hotels in order to team up and sell the destination.





## STRATEGY 2

Strengthen relationships with key association and trade show clients.

### TACTICS

- Conduct virtual FAM tours and small client dinners for 10-12 associations, medical groups, corporations and trade show clients in order to update them about the MBCC and headquarter hotel development.
- Invite hotel partners, MBCC sales staff and other community leaders from Greater Miami to join the team in selling to key association and trade show clients. **Market Segments:** Medical, Financial & Insurance, Tech.

### GOAL

Continue to engage local stakeholders, hotels and other key business partners to share ideas and discuss marketing opportunities. These meetings keep key business partners informed of the GMCVB's responsibilities to the community while discussing current and future goals. Identify incentive programs to help book future business.

## STRATEGY 1

The GMCVB will maintain year-round communication with local stakeholders, hotels and other key business partners.

### TACTICS

- Conduct regularly scheduled hotel business partner meetings, including representatives of the MBCC sales staff, the GMCVB's Multicultural Tourism Department, the arts and cultural community, Greater Miami and the Beaches Hotel Association, Miami-Dade Chamber of Commerce, Miami-Dade Gay & Lesbian Chamber of Commerce, Downtown Development Authority and GMCVB staff members from other departments when appropriate.
- Hold quarterly general manager and directors of sales business partner meetings and invite Convention Center partners.
- Conduct quarterly directors of sales task force meetings by bringing together all geographical area hotels to communicate with the GMCVB about industry issues and focus areas in their respective regions. This has already begun with the Downtown Miami hotels, Miami Beach hotels and the Airport coalition. Each task force will agree on an incentive program to secure future business.
- Meet regularly with the GMCVB's Sports & Entertainment Tourism Division and include them in task force meetings with hoteliers.
- Participate in the monthly sales meetings currently being conducted by the City of Miami Beach with the staff of the MBCC and the Convention Sales & Services team to ensure communications about citywide groups that are being solicited as well as other potential opportunities. Develop creative ideas to lure new business.
- Expand the Miami Magnet Program, which encourages locals to utilize the GMCVB's services when soliciting their groups to meet in Greater Miami. Plans include hosting two magnet events for local residents who have been instrumental in bringing meetings here.

### GOAL

Provide support to incoming meetings, conventions and trade shows.

## STRATEGY 1

Continue to utilize all methods to promote awareness of key service programs to clients by being involved with the planning process as early as possible. This will ensure that clients will have a successful event and a positive experience in the destination.

### TACTICS

- Maintain a strong partnership with service managers at the MBCC, hotel partners and other partners at large.
- Assist clients with event planning, spouse/companion and local interest/entertainment programs through business referral services (i.e., special event venues, transportation and other local services) and site inspections.
- Leverage GMCVB marketing campaigns such as Miami Shines and MIAMILAND.
- Provide amenities, promotional materials (digital and print) and support to meetings, conventions and events taking place in Greater Miami and the Beaches.

- Continue using GMCVB newsletters to update clients about Greater Miami, new CDC/governmental travel safety guidelines, new points of interest, things to do, renovations, arts and culture, heritage, etc.
- Communicate with clients on an ongoing basis to address their specific program needs and provide services accordingly.
- Participate in pre/post-convention meetings to understand the needs of clients and ensure high customer service standards.
- Enhance post-convention offerings by producing summary videos of events, which work as a good testimonial source for future meetings.
- Continue to use the Citywide Welcome Program to promote awareness through signage and banners for qualifying events.
- Work with Miami International Airport/Miami-Dade County Aviation staff to develop a new airport welcome initiative for citywide convention groups to explore branding opportunities for both Miami International Airport and Miami-Dade County. Continue to educate clients about new safety measures at MIA.
- Work closely with local taxi and ride-sharing companies and the Miami-Dade County Consumer Services Department to keep them informed and emphasize the role they play in welcoming out-of-town visitors.
- Continue to provide a Branded City Information Desk at large conferences and conventions to educate visitors about the destination's offerings (dining, attractions, shopping, culture, etc.) and special promotions that are part of the GMCVB's recovery program.

## **STRATEGY 2**

Support citywide conventions, meetings and trade shows at the MBCC, thus reaching a broader base of potential repeat business.

## **TACTICS**

- Support and keep clients informed of all construction timelines, especially with the new Headquarter Hotel coming online soon.
- Form partnerships with the citywide hotel sales team to further identify and service client needs.
- Solicit feedback from existing customers via the E-Autofeedback online post-convention survey tool.

## **GOAL**

Develop and organize GMCVB showcase events and venue reviews to sell Greater Miami as a meetings destination.

## **STRATEGY**

Design events that showcase the latest Greater Miami has to offer for meeting planners and conference organizers, including hybrid events when applicable.

## **TACTICS**

- Influence decision makers to bring their meetings and conventions to Greater Miami and the Beaches by conducting familiarization trips, special events, presentations and coordinated site visits. Add virtual or hybrid versions when available.
- The special curated events and venue reviews are an opportunity to showcase new infrastructure, new hotels and renovated properties within the destination.





# MEETINGS & CONVENTION SALES & SERVICES

## PROGRAM OF WORK

### OCTOBER 2020

10/19: Nursing Organizations Alliance (NOA) / Virtual  
10/19–22: Travel Events & Mgmt. in Sports (TEAMS) / Virtual  
10/28: PCMA/MPI Joint Event / Washington, DC

### NOVEMBER 2020

11/15–18: Financial & Insurance Conference Planners (FICP) Annual Conference / Virtual  
11/18–21: National Coalition of Black Meeting Professionals (NCBMP) / Virtual

### DECEMBER 2020

12/1–3: SPINCON Annual Meeting / Virtual  
12/6–8: SMART Meetings / Eden Roc Miami Beach  
12/8–10: International Association of Exhibits & Events (IAEE Expo) / Virtual

### JANUARY 2021

1/11: PCMA Education Conference / Virtual  
1/11–15: Professional Convention Management Association (PCMA) Convening Leaders / Virtual  
1/25–27: Healthcare Convention & Exhibitors Assn (HCEAConnect 2021) / Location TBA

### FEBRUARY 2021

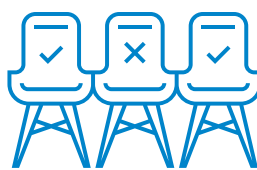
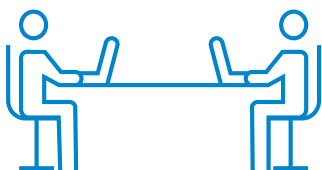
2/16: XSite / Tallahassee, FL  
2/23–25: Life Insurance Marketing and Research Association (LIMRA) Distribution Conference / Virtual  
TBA: Connect Diversity Summit / Location TBA  
TBA: Destination International (DI) Spirit of Hospitality Reception / Location TBA  
TBA: Global Pharmaceutical & Medical Meetings Summit / Boston, MA

### MARCH 2021

3/16–19: Experient Envision / Louisville, KY  
3/22–24: Annual Pharma Forum / New York, NY

### APRIL 2021

4/7–9: HelmsBriscoe Annual Business Conference / Dallas, TX  
4/12–15: Society of Independent Show Organizers (SISO) / Amelia Island, FL  
TBA: Carolinas Sales Mission / Charlotte, NC  
TBA: Elite Meeting Alliance / Location TBA  
TBA: Northeast Sales Blitz / NY, NJ, PA  
TBA: Professional Convention Management Association (PCMA) Foundation Visionary Awards / Location TBA  
TBA: Washington, DC/Virginia Sales Blitz



## MAY 2021

5/12–16: Site Texas Tech Summit / Dominican Republic  
5/18–21: Society of Government Meeting Professionals (SGMP) NEC & Expo / Location TBA  
5/25–27: Incentive Travel, Meetings, Events Expo (IMEX) / Frankfurt, Germany  
TBA: Spring Venue Review

## JUNE 2021

6/2–4: Assn. Management Companies Institute (AMCI) Annual Meeting / Orlando, FL  
6/2–4: Fraternity Executives Association (FEA) / Palm Desert, CA  
6/2–5: Incentive Research Foundation (IRF) Invitational / Marco Island, FL  
6/14–17: Chicago Mini Sales Blitz / Chicago, IL  
6/23–25: Financial & Insurance Conference (FICP) Education Forum / Amelia Island, FL  
6/24–25: HCEA Innovate Virtual Platform  
6/27–28: Visionary Summit, Eau Palm Beach / Palm Beach, FL  
6/29–7/1: Florida Society of Association Executives (FSAE) Annual Conference / Orlando, FL  
6/30: Association Forum Association Week & Honors Gala / Chicago, IL  
TBA: Connect Marketplace / Puerto Rico  
TBA: Meeting Planners International (MPI) WEC / Las Vegas, NV

## JULY 2021

6/29–7/1: Florida Society of Association Executives (FSAE) Annual Conference / Orlando, FL  
7/22–24: Cvent CONNECT / Location TBA  
7/26–29: Boston Sales Blitz / Boston, MA  
TBA: Council of Engineering and Scientific Society Executives (CESSE) / Location TBA  
TBA: Destination International (DI) Annual Conference / Chicago, IL

## AUGUST 2021

8/14–17: American Society of Association Executives (ASAE) Annual Meeting & Exposition / Dallas, TX  
TBA: The Canadian Meetings & Events Expo / Location TBA  
TBA: CVB Reps Summer Reception / Location TBA  
TBA: The Kellen Managers Summit Conference / Location TBA

## SEPTEMBER 2021

TBA: International Association of Exhibits & Events (IAEE Women's Leadership Forum) / Location TBA  
TBA: PCMA Capital Chapter Annual Meeting / Location TBA

**NOTE:** Program of Work reflects major scheduled activities based on planning process. Additional activities are considered throughout the year and others are subject to change.

## NOTES

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# BUSINESS DEVELOPMENT & PARTNERSHIP

The GMCVB's Business Development & Partnership Division will continue to focus on providing support to partners while highlighting GMCVB marketing platform opportunities during the 2020-21 fiscal year, allowing for further creative expansion of private revenue opportunities using GMCVB collateral materials, digital platforms and communications tools. The team will continue to create customized partner and sponsor packages while raising awareness of the GMCVB and the Miami brand. GMCVB partners will also further benefit from the MIAMILAND and Miami Shines programs for added exposure to locals, visitors and meeting and convention delegates.

## GOAL

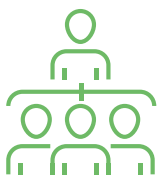
Establish and continue to increase a core base of GMCVB members/partners to provide visitors and convention attendees with a broad base of services and marketing tools. Furthermore, the division generates vital private sector revenue in support of GMCVB operations. The Business Development Division provides its members/partners with key benefits/services and a variety of marketing opportunities year-round. It also leverages marketing initiatives, including Medical and Wellness Partner opportunities, for the GMCVB and the destination as a whole. The GMCVB shares, with its member institutions and the community, the benefit and/or negative impact of the delivery of customer service and service employee attitude. To that end, the GMCVB will continue to engage with other partners as well as GMCVB staff to positively promote and support the continued commitment to excellence in customer service by continuing to promote the Miami Begins with Me training opportunity, as well as expand business training programs throughout the community.

## STRATEGY 1

Continue to create more actual and perceived value for members, particularly in the benefit, extranet and customer service training areas. Continue to increase the quality and level of participation in the GMCVB through social media, familiarization tour and press trip support, as well as increase member-to-member interaction at virtual and in-person networking events with personalized outreach from dedicated support staff, further engaging with partners to learn more about opportunities to showcase their businesses and services.

## TACTICS

- The Partnership Account Manager will contact new partners via phone within one week of their account becoming active to review their partnership benefits, upcoming events, provide an overview of the extranet tool and ensure they are receiving GMCVB communications.
- Sales staff will also invite the partner to an upcoming event or follow up to check if they have any questions, and ensure training and that the account page is up to date with photos and special offers within 30 days.
- The New Partner Orientation – offering new partners the opportunity to interact with each department directly and learn how to maximize their opportunities – will continue to be offered on a quarterly basis as a virtual event as needed.
- Host one annual table-top expo and luncheon for members to showcase their products/services.
- Host one Wedding Showcase Consumer Event featuring wedding and relevant event partners.
- Host one Health & Wellness Consumer Event featuring relevant health, sports and wellness partners.







- Continue to produce monthly Partner e-Newsletter content to include recaps from partner events, partner products and company launches, as well as regularly updated opportunities for sales missions, trade shows, familiarization tours, press trips and social media marketing.
- Continue to engage more partners to join the Partner Facebook page for interactive contests and weekly/monthly promotions, as well as further exposure for their company. Personal invitations will be sent to existing partners to join the Partner Page.
- Work closely with the Customer Relationship Management (CRM) team to ensure the GMCVB is able to provide reporting tools that partners can reference to measure Return on Investment (ROI), such as leads generated, web clicks and article mentions.
- The new partner welcome package will continue to be provided to new partners. How-To Guides, Co-op Advertising, Digital Marketing Opportunities, GMCVB Key Staff Contact Roster and other useful tools will continue to be presented to each new partner business, along with their Partnership Certificate, within 30 days of joining.
- All renewing partners will continue to get a personalized Partnership Certificate each year to display.
- Continue to provide partners with a high level of personalized customer service.

## STRATEGY 2

Pursue and maintain all current Corporate Partner level companies, as well as expand general membership by targeting previously untapped companies with customized program options, including new sponsorship program opportunities.

### **TACTICS**

- Host one Corporate Partner Appreciation event or give a special gift annually.
- Provide added value to Corporate Partners through specialized partnership opportunities such as featured exposure and gifting opportunities at the Annual Meeting and other key GMCVB virtual and in-person events.
- Continue to have a presence at community festivals, conferences and events as may be available to further promote the GMCVB brand and its many resources for the community and businesses.
- Utilize print partnerships to recruit new business partners.
- Extend all renewals by six months.
- Continue to offer valuable and measurable marketing benefits.
- Maintain constant personal contact (via meetings) between partners and account managers to further build relationships, with required reporting to the Senior Director providing a log of communications.
- Offer a GMCVB Partner Referral Program for qualified leads from existing partners.
- The Partnership Sales team will continue to offer partners the opportunity to purchase digital ad packages.

### **STRATEGY 3**

Continue to increase the visibility of the Medical Tourism and Wellness Program. Create more value and buy-in from existing partners. Increase the number of partners.

### **TACTICS**

- Expand the Miami Health & Wellness Month Expo with interactive booths and experiences and/or a panel discussion featuring medical tourism partners and sponsors.
- Increase the number of new and renewing medical tourism partner accounts by expanding opportunities through Miami Health & Wellness Months.
- Update medical tourism partner editorial content into relevant GMCVB website articles.
- Continue to survey relevant hotel partners to provide their medical tourism amenities that can then be promoted through the medical tourism website, GMCVB official publications and the medical tourism brochure.
- Continue to compile key contacts and physicians that may be willing to work to attract new medical meetings and conferences through their relationships, and connect them with the GMCVB's Convention Sales & Services team.

### **STRATEGY 4**

Work closely with the GMCVB's Chief Operating Officer/Chief Marketing Officer to continue expansion of the Miami Begins with Me initiative, as well as general business training expansion.

### **TACTICS**

- Work with Miami-Dade County to expand training to county employees.
- Continue to expand the reach of the Miami Begins with Me training by promoting the free online training program as well as in-person training programs with local community partners.
- Further promote the LGBTQ Sensitivity Training program, both online and in person.
- Offer onsite training classes for partners that are willing to host, including hotel partners, Business Improvement Districts, Chambers of Commerce, the Miami-Dade Library System and industry organizations.
- Continue to partner with local attractions and sightseeing companies to provide discount coupon vouchers for Miami Begins with Me graduates.
- Continue to partner with Miami International Airport on regular required training sessions for all airport employees.

### **STRATEGY 5**

Continue to develop relationships with visitor centers and expand the number of visitor centers.

### **TACTICS**

- Continue to host the Visitor Center Committee Group, with meetings held three times per year.
- Continue to provide additional brochure racks and hardware to hold additional guides and maps for visitors.
- Expand new visitor center locations at strategic partner locations.
- Ensure visitor surveys are being completed at visitor centers.

## PARTNER BENEFITS & OPPORTUNITIES

- Enhanced GMCVB website listing with a dedicated webpage that features each partner's photo gallery (up to eight images along with videos), description, address, website and contact information. Offers exposure to millions of site visitors each year in multiple languages.
- Ability to update online partner listing information and feature leisure visitor and meeting planner special offers.
- Promotional opportunities via GMCVB social media channels.
- Visitor Center Exposure: 4" x 9" brochure distribution at numerous area visitor centers, including the Historic Lyric Theater, Little Haiti Visitor Center, South Dade Visitor Center, GMCVB Visitor Center and more, at no additional cost. Brochures must be provided by partner.
- 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 the GMCVB on sales missions and at trade shows, as well as participate in familiarization tours, press visits and GMCVB hosted partner events and expos.
- 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 throughout the year to stretch marketing dollars.
- Access to complete GMCVB partner database, including email addresses.



[GMCVBPartner.com](http://GMCVBPartner.com)



# BUSINESS DEVELOPMENT & PARTNERSHIP

## PROGRAM OF WORK

### OCTOBER 2020

- 10/7: Coffee & Conversation  
Featuring Miami DDA and Natiivo Miami / Virtual
- 10/21: GMCVB Annual Meeting /  
Miami Beach Convention Center
- 10/28: Coffee & Conversation  
Featuring W South Beach Hotel / Virtual

### NOVEMBER 2020

- 11/4: Coffee & Conversation  
Featuring Miami Book Fair / Virtual
- 11/18: Coffee & Conversation  
Featuring Miami Arts, Heritage & Culture Months  
Highlights / Virtual

### DECEMBER 2020

- 12/2: Coffee & Conversation  
Featuring Coconut Grove Updates / Virtual
- 12/9: Coffee & Conversation  
Featuring Retail Holiday Highlights / Virtual
- 12/15: Holiday Toy Drive Event / The Biltmore and  
Loews Miami Beach

### JANUARY 2021

- 1/13: New Partner Orientation / Virtual
- 1/20: Coffee & Conversation  
Featuring New Miami Museum Highlights / Virtual
- 1/27: Coffee & Conversation  
Featuring Mondrian Hotel / Virtual

### FEBRUARY 2021

- 2/3: Coffee & Conversation  
Featuring Health & Wellness Highlights / Virtual
- 2/10: Coffee & Conversation  
Featuring Tourism Marketing 101 / Virtual
- 2/24: Coffee & Conversation  
Featuring TBA / Virtual

### MARCH 2021

- 3/3: Coffee & Conversation  
Featuring TBA / Virtual or in person
- 3/10: Coffee & Conversation  
Featuring TBA / Virtual or in person
- 3/17: Miami Begins with Me Training /  
GMCVB Office or virtual
- 3/31: Coffee & Conversation  
Featuring TBA / Virtual or in person

### APRIL 2021

- 4/7: New Partner Orientation / Virtual or in person
- 4/14: Coffee & Conversation  
Featuring TBA / Virtual or in person

- 4/21: Coffee & Conversation  
Featuring TBA / Virtual or in person
- 4/24: Miami Romance Wedding Showcase /  
Miami Beach Convention Center
- 4/28: Miami Begins with Me Training / GMCVB Office

### MAY 2021

- 5/5: State of the Industry / Location TBA
- 5/12: Coffee & Conversation  
Featuring TBA / Virtual or in person
- 5/19: Coffee & Conversation  
Featuring TBA / Virtual or in person
- 5/27: Miami Begins with Me Training / GMCVB Office

### JUNE 2021

- 6/2: Coffee & Conversation  
Featuring TBA / Virtual or in person
- 6/9: Coffee & Conversation  
Featuring TBA / Virtual or in person
- 6/16: Coffee & Conversation  
Featuring TBA / Virtual or in person
- 6/23: Annual Marketing Workshop / Location TBA
- 6/30: Miami Begins with Me Training / GMCVB Office

### JULY 2021

- 7/7: New Partner Orientation / Virtual or in person
- 7/14: Coffee & Conversation Featuring TBA /  
Virtual or in person
- 7/22: Coffee & Conversation – Partner Promotional  
Product Expo / Virtual or in person
- 7/29: Miami Begins with Me Training / GMCVB Office

### AUGUST 2021

- 8/4: Coffee & Conversation  
Featuring TBA / Virtual or in person
- 8/11: Coffee & Conversation  
Featuring TBA / Virtual or in person
- 8/25: Miami Begins with Me Training / GMCVB Office
- TBA: Annual Partner Expo / Location TBA

### SEPTEMBER 2021

- 9/4: Coffee & Conversation  
Featuring TBA / Virtual or in person
- 9/11: Coffee & Conversation  
Featuring TBA / Virtual or in person
- 9/25: Miami Begins with Me Training / GMCVB Office
- TBA: White Glove Concierge Awards Luncheon /  
Location TBA

**NOTE:** Program of Work reflects major scheduled activities based on planning process. Additional activities are considered throughout the year and others are subject to change.

MIAMI  
*shines*

GREATER MIAMI AND THE BEACHES





# CONTENT & CREATIVE SERVICES

The Content & Creative Services Division serves as the GMCVB's in-house creative agency, developing custom, targeted videos, collateral and sales materials for each internal department including media, travel trade, meeting planners and convention delegates. It is also the driving force behind the GMCVB's year-long Miami Temptations Programs, the newly developed Miami Eats and Miami Shines programs, and website/digital editorial articles. This includes promoting the destination at visitor centers, Miami International Airport (MIA) and PortMiami.

## GOAL

Provide high-quality and cost-effective creative services, custom collateral, photography, video, digital assets and sales materials for all GMCVB departments as well as for strategic community partners.

### STRATEGY 1

The Creative Services subdivision provides a Creative Services Request Form easily accessible from the GMCVB's Intranet home page. GMCVB team employees can quickly make requests, based on their needs, for an array of content such as graphic design, website articles, photography and video. Once completed, the form is automatically emailed to the Creative Services Manager to be delegated to the appropriate team member for execution.

### TACTICS

- The Creative Services Manager interfaces with team members regarding their creative services requests to obtain the assets, creative direction and deadlines needed for each project to ensure efficient workflow within the subdivision.
- All creative collateral produced is reviewed for quality by the Creative Services Manager and then proofread by the Sr. Editorial Manager for accuracy.
- Collateral and assets are reviewed by the point person who makes the initial creative services request, then edits and approvals are completed by the agreed upon deadline.

### STRATEGY 2

To ensure cost-effective production, printing and delivery of collateral in a timely manner, the Creative Services Manager conducts RFQs from GMCVB printing partners.

### TACTICS

- Creative Services keeps an updated list of GMCVB partners specializing in printing and producing the requested collateral.
- Using this list of partners, the Creative Services Manager sends a detailed RFQ to the partners best suited to producing each collateral item at the time of production. Creative Services utilizes the services of more than 100 partners.







### STRATEGY 3

Continue to provide high-quality video content to publish across the GMCVB's many digital channels, including MiamiandBeaches.com, social media accounts and the What's Happening weekly e-newsletter. GMCVB partners can use this content on their channels as well.

### TACTICS

- Once a request for video is made through the Creative Services Request Form, creative services arranges for the film crew to capture the necessary B-roll footage, images and interviews, ensuring that all safety precautions and protocols are followed.
- Assets are then downloaded and organized. The video is reviewed, edited and sent on for approval.
- Assets attained during these film shoots are vetted, ensuring proper signatures and permissions are given, whether it's for the property being filmed or any persons within, in perpetuity to the GMCVB to publish through all its channels.
- B-roll footage is then classified, codified and uploaded to the GMCVB's Digital Asset Management (DAM) library.

### STRATEGY 4

Continue to provide high-quality and up-to-date assets through the Digital Asset Management (DAM) library (GMCVBDigitalLibrary.com) to be used as a tool and accessed by GMCVB agencies of record, media partners, meeting planners, travel trade industry professionals, and GMCVB partners to promote Greater Miami and the Beaches as a destination.

### TACTICS

- The DAM is maintained on a regular basis.
- Outdated assets are continually removed, making room for new ones to be uploaded.
- Creative Services ensures proper usage of the assets by sending instructions to those making requests.
- New accounts are approved for a period of one year.
- Frequently used accounts are given priority to extend past the one-year expiration date.

## GOAL

Enhance digital editorial content, including updated and new articles that are SEO'd across MiamiandBeaches.com, partnered with visually appealing graphics.

### STRATEGY 1

Continue to meet with GMCVB division leaders on a regular basis to assess their needs and requests for new and updated content on MiamiandBeaches.com.

### TACTICS

- Schedule monthly meetings with each division.
- Prepare an editorial calendar for each division to showcase events, meetings, marketing and sales opportunities to be followed throughout the year.
- Follow up with division leaders to update older content previously published on MiamiandBeaches.com.

### STRATEGY 2

Analyze all digital editorial content currently on MiamiandBeaches.com and determine how articles can be enhanced visually by adding images or videos.

### TACTICS

- Refer to the editorial calendar to make sure the content that will be worked on that month is updated and is SEO'd.
- Use the GMCVB Digital Asset Library to obtain new videos and images that can be added to article pages.

## GOAL

Ensure that the content in all consumer and trade publications such as the Vacation Planner, Visitors Guide, Meeting Planner, Travel Planner, Pocket Guide, Family Fun Guide and Multicultural Guide is available and accessible on the GMCVB's website.

### STRATEGY

Update all sections of MiamiandBeaches.com with relevant content from print publications.

### TACTICS

- Work with the GMCVB's Digital Marketing Division to update the website as needed.
- Maintain links to digital versions of existing publications.
- Work with the GMCVB's Business Development & Partnership Division to help print publication advertisers place digital ads.
- Create a QR code to display in visitor centers and hotels, directing visitors to specific sections of the GMCVB's website.

## GOAL

Ensure that the Miami Temptations Programs continue to drive business to all program participants.

### STRATEGY 1

Promote the Miami Temptations Programs locally and to drive markets.

### TACTICS

- Advertise in print and digital media.
- Drive social media engagement.
- Update the MiamiTemptations.com website with easy access to offer details.
- Generate awareness of the programs through public relations initiatives.

## STRATEGY 2

Encourage GMCVB partners to participate in more than one Miami Temptations program per year.

### TACTICS

- Provide the GMCVB's Partnership team a one-sheeter that provides details about all of the Miami Temptations programs and what types of partners can participate in each program.

## STRATEGY 3

Use the Miami Shines programs such as Miami Eats as a driving force to increase the number of Miami Temptations Program participants and GMCVB partners.

### TACTICS

- Reach out to contacts that were developed through the Miami Eats program and ask them to become GMCVB partners so they can participate in Miami Spice Restaurant Months.

## PROGRAM OF WORK

### OCTOBER 2020

Miami Eats – program management/solicitation, website development, advertising, art direction and organic social media posts

Hotel Offers – program management/solicitation, website development, advertising, art direction and organic social media posts

Attraction & Museum Offers – program management/solicitation, website development, advertising, art direction and organic social media posts

Miami Spice Restaurant Months (Miami Temptations Program) – program management/solicitation, website development, advertising, art direction and organic social media posts

Miami Spa Months (Miami Temptations Program) – program management/solicitation, website development, advertising, art

GMCVB Annual Meeting 2020 – design collateral and video recap

Miamians Who Shine Videos – video shoot, interviews and production of video

Hotel Guest Testimonial Videos – video shoot, interviews and production of video

Retail Testimonial Videos – video shoot, interviews and production of video

Annual Meeting Recap Video – video shoot, interviews and production of video

ASAPS Meeting Video – video shoot, interviews and production of video

Year-end publications – Year in Review 2019/2020

December & January

**MIAMI**  
**ARTS, CULTURE**  
**& HERITAGE**

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February & March

**MIAMI**  
**HEALTH &**  
**WELLNESS**

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April & May

**MIAMI**  
**ATTRACTIONS &**  
**MUSEUMS**

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June – September

**MIAMI**  
**HOTELS**

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July & August

**MIAMI**  
**SPAS**

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August & September

**MIAMI**  
**SPICE**

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October & November

**MIAMI**  
**ENTERTAINMENT**

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# CONTENT & CREATIVE SERVICES

## PROGRAM OF WORK (cont.)

### NOVEMBER 2020

Hotel Offers – program management/solicitation, website development, advertising, art direction and organic social media posts

Hotel Guest Testimonial Videos – video shoot, interviews and production of videos

Retail Testimonial Videos – video shoot, interviews and production of videos

Museum Testimonial Videos – video shoot, interviews and production of videos

Art of Black Creative for Art Circuits

Year-end publications – Marketing Plan 2020/2021

### DECEMBER 2020

Hotel Offers – program management/solicitation, website development, advertising, art direction and organic social media posts

Miami Arts, Culture & Heritage Months (Miami Temptations Program) – program management/solicitation, website development, advertising, art direction and organic social media posts

Hotel Guest Testimonial Videos – video shoot, interviews and production of videos

Retail Testimonial Videos – video shoot, interviews and production of videos

Museum Testimonial Videos – video shoot, interviews and production of videos

### JANUARY 2021

Miami Arts, Culture & Heritage Months (Miami Temptations Program) – program management/solicitation, website development, advertising, art direction and organic social media posts

### FEBRUARY 2021

Miami Health & Wellness Months (Miami Temptations Program) – program management/solicitation, website development, advertising, art direction and organic social media posts

### MARCH 2021

Miami Health & Wellness Months (Miami Temptations Program) – program management/solicitation, website development, advertising, art direction and organic social media posts

### APRIL 2021

Miami Attraction & Museum Months (Miami Temptations Program) – program management/solicitation, website development, advertising, art direction and organic social media posts

State of the Industry 2020 – video production and collateral design

### MAY 2021

Miami Attraction & Museum Months (Miami Temptations Program) – program management/solicitation, website development, advertising, art direction and organic social media posts

### JUNE 2021

Miami Hotel Months (Miami Temptations Program) – management/solicitation, website development, advertising, art direction and organic social media posts

GMCVB Partner Workshop 2021 – design collateral

### JULY 2021

Miami Hotel Months (Miami Temptations Program) – program management/solicitation, website development, advertising, art direction and organic social media posts

Miami Spa Months (Miami Temptations Program) – program management/solicitation, website development, advertising, art direction and organic social media posts

GMCVB Annual Budget & Program of Work Binder – design collateral

GMCVB Divisions Program of Work Calendar Covers – design collateral

### AUGUST 2021

Miami Hotel Months (Miami Temptations Program) – program management/solicitation, website development, advertising, art direction and organic social media posts

Miami Spa Months (Miami Temptations Program) – program management/solicitation, website development, advertising, art direction and organic social media posts

Miami Spice Months (Miami Temptations Program) – program management/solicitation, website development, advertising, art direction and organic social media posts

### SEPTEMBER 2021

Miami Hotel Months (Miami Temptations Program) – program management/solicitation, website development, advertising, art direction and organic social media posts

Miami Spice Restaurant Months (Miami Temptations Program) – program management/solicitation, website development, advertising, art direction and organic social media posts

Year-end publications – Year in Review 2020/2021; Marketing Plan 2021/2022

**NOTE:** Program of Work reflects major scheduled activities based on planning process. Additional activities are considered throughout the year and others are subject to change.



MIAMI  
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GREATER MIAMI AND THE BEACHES





# SPORTS & ENTERTAINMENT TOURISM

The mission of the GMCVB's Sports & Entertainment Tourism Division is to attract, promote and retain sporting events, conferences, conventions and film and television productions for Miami-Dade County. As the premier destination for sporting events and leisure and entertainment, the team's goal is to foster growth and economic development for the local community through increased visitor stays and a more frequent visitor return rate. Additionally, promoting motion picture and television production in Miami-Dade County will further stimulate tourism by highlighting the community as a vibrant, seductive destination.

## GOALS & OBJECTIVES

- Highlight and/or sponsor annual events such as the Miami Open, Orange Bowl, NASCAR Dixie Vodka 400 and the Life Time Miami Marathon to further promote Miami as a year-round sports destination to the out-of-market audience.
- Collaborate with the GMCVB's Convention Sales team to attract film and sports-related conferences, trade shows and conventions.
- Use the Miami Beach Convention Center as a venue that can host sports conventions and conferences as well as indoor sporting events. Additionally, promote the MBCC as a location that can be converted as a sound stage for filming purposes.
- Leverage past success in hosting world-class events in order to secure top-tier events such as Formula 1 and the FIFA World Cup.
- Attend industry trade shows including but not limited to the Florida Sports Foundation Summit, TEAMS Conference, Sports ETA Symposium, SportAccord, ConnectSports Marketplace, NATPE and Focus London.
- Partner with the Miami-Dade Office of Film & Entertainment, the City of Miami Beach Department of Tourism and Cultural Development and the City of Miami Mayor's Office of Film, Arts & Entertainment to support the film/entertainment industry by encouraging production companies to apply for local financial film incentives.
- In collaboration with Film Florida and Florida Tax Watch, advocate for the re-establishment of statewide film incentives.
- In conjunction with the Miami-Dade Office of Film & Entertainment, attend top film festivals such as Sundance, the Toronto Film Festival and Tribeca, as well as work with local film festivals such as the Miami Film Festival, American Black Film Festival and the Urban Film Festival to promote using sites in Greater Miami and the Beaches for filming.
- Using the new *Greater Miami & the Beaches Sports & Entertainment Venue Guide*, attract and promote non-traditional use of facilities to show the flexibility of the buildings/locations and showcase Miami as a destination that can adjust to any event from any international market.
- Amplify the new PracticeSafeSetsMiami.com microsite to highlight how local hotels and other businesses adhere to COVID-19 regulations and how production crews can film in the destination while keeping their workers safe and secure.
- Participate with the Consulate of the Netherlands in a monthly forum to connect Dutch businesses with local sports venues and clubs to promote international trade and local sponsorship opportunities. The team will work with Miami-Dade County's International Trade Consortium on this joint project.
- Collaborate with the Orange Bowl Committee (OBC) on both the 2020-2021 Orange Bowl Football Game and the 2020-2021 College Football National Championship Game. Both games will be played at Hard Rock Stadium. While all non-stadium events have been cancelled, the team will collaborate with the OBC to create a marketing plan using both games to promote Greater Miami as a safe and healthy destination.
- As 2021 will be an Olympic year, the team will partner with USA Water Polo to host the USA Water Polo Open Water Nationals. The division will work with governing bodies of Olympic sports to attract National, International and Pan American events to Greater Miami and the Beaches.





# SPORTS & ENTERTAINMENT TOURISM

## PROGRAM OF WORK

### ONGOING

FIFA World Cup Hosting Initiatives  
Practice Safe Sets Filming Initiatives

### OCTOBER 2020

10/15: Orange Sports Forum / Virtual

### NOVEMBER 2020

11/17–18: Centre for Sport and Human Rights United  
2026 Workshop / Virtual

### DECEMBER 2020

12/7–13: PGA TOUR Latinoamérica / Doral, FL

### JANUARY 2021

1/2: Capital One Orange Bowl Football Game /  
Miami Gardens, FL  
1/11: College Football Playoff National Championship /  
Miami Gardens, FL  
TBA: National Association of Television Program  
Executives (NATPE) / Virtual

### FEBRUARY 2021

2/1–5: SoccerEx Connected / Virtual  
2/21: Dixie Vodka 400 / Homestead, FL

### MARCH 2021

3/2–5: Houston Livestock Show and Rodeo / Houston, TX  
3/22–4/4: Miami Open Tennis Tournament /  
Miami Gardens, FL  
TBA: AFCI Week / Los Angeles, CA

### APRIL 2021

3/22–4/4: Miami Open Tennis Tournament /  
Miami Gardens, FL  
4/16–18: Miami International Agriculture, Horse &  
Cattle Show / Miami, FL  
4/26–29: Sports ETA Symposium / Birmingham, AL  
TBA: IEG Sponsorship Conference / Chicago, IL  
TBA: South Beach Triathlon / Miami, FL  
TBA: SportAccord / Yekaterinburg, Russia

### MAY 2021

TBA: Florida Sports Foundation Annual Meeting /  
Location TBD  
TBA: Orange Bowl Paddle Championship /  
Key Biscayne, FL  
TBA: USA Water Polo Open Water / Key Biscayne, FL

### JUNE 2021

6/20–23: International Association of Golf Tour  
Operators NAC / Reno, NV  
TBA: American Black Film Festival (ABFF) / Miami, FL  
TBA: Produced by Conference / Los Angeles, CA  
TBA: PGA TOUR Latinoamérica Championship /  
Doral, FL

### JULY 2021

TBA: Optimist International Junior Golf Championship /  
Doral, FL  
TBA: NATPE Streaming / Los Angeles, CA

### AUGUST 2021

8/23–29: Powerlifting Pan American Championships /  
Doral, FL  
TBA: Connect Sports Marketplace / Location TBD

### SEPTEMBER 2021

TBA: Toronto International Film Festival (TIFF) / Toronto,  
Ontario, CN  
TBA: TEAMS Conference / Location TBD

**NOTE:** Program of Work reflects major scheduled activities based on  
planning process. Additional activities are considered throughout the  
year and others are subject to change.



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GREATER MIAMI AND THE BEACHES







# RESEARCH & STRATEGIC PLANNING

The GMCVB's Research & Strategic Planning Division supports the Greater Miami Convention & Visitors Bureau's (GMCVB) various marketing programs by gathering and analyzing data and trends. The division assists with effective strategic planning by tracking key industry benchmarks and ongoing in-depth analysis of visitor trends through the dissemination and collection of surveys and other sources of data. Research & Strategic Planning also conducts specialized research for GMCVB partners and responds to data inquiries from various groups including partners, media and staff.

## GOALS

- Continue to evolve the visitor profile program, implementing mobile device tracking technology to better understand the frequency and volume of the visitor drive market.
- Develop more robust forecasting models to better inform on future visitation to Greater Miami and the Beaches.
- Design more in-depth digital dashboard reporting to share with industry stakeholders.
- Identify areas where Research can provide additional information to the GMCVB's Multicultural Tourism & Development, Arts & Culture Tourism, LGBTQ Marketing, Advertising and Digital Marketing teams.

Greater Miami and the Beaches was ranked **4th** highest in Revenue per Available Room, **5th** in Room Rate and **8th** in Occupancy in 2019.

Looking ahead, **hotel performance** for Greater Miami and the Beaches will continue to be impacted due to recovery from the pandemic, as well as new hotel rooms coming online.



## PARTNER BENEFITS & OPPORTUNITIES

**Market Research Reports** — The GMCVB produces online profiles of visitors, including demographics, expenditures and other valuable marketing information. The Research & Strategic Planning Division tracks hotel occupancy and room rates, airport arrivals, seaport passenger figures, employment, tourism taxes and overnight visitors on a monthly basis. GMCVB-sponsored research is conducted by an established independent research firm. Market research reports are available to partners of the GMCVB.

# RESEARCH & STRATEGIC PLANNING

## PROGRAM OF WORK

### LOCAL EVENTS SURVEYS

The Research & Strategic Planning Division conducts intercept surveys at local events by sampling attendees to provide insight into who attends, where they are from, the type of lodging used and their impressions of the event. This covers a diverse group of events that occur year-round and are located throughout Miami-Dade County. While the department normally conducts interviews at 20-25 events per year, it is not yet known which events will be returning this year due to the pandemic.

### QUARTERLY OUTLOOK HOTEL SURVEYS

The Research & Strategic Planning Division updates Quarterly Hotel Industry Reports from CBRE and STR to determine the outlook for local hotels on a countywide basis. These updates include Occupancy, ADR, RevPAR, Demand and Inventory.

11/20: Release First Quarter Outlook Survey Results

2/21: Release Second Quarter Outlook Survey Results

5/21: Release Third Quarter Outlook Survey Results

8/21: Release Fourth Quarter Outlook Survey Results

### MONTHLY VISITOR INDUSTRY SURVEYS

The Research & Strategic Planning Division conducts online surveys of local attractions and visitor centers to help monitor their foot traffic and market trends.

Surveys of Miami-Dade attractions to collect the number of attendees at their facilities.

Survey of Miami-Dade visitor centers to collect the number of visitors to their facilities.

### OVERNIGHT VISITOR RELEASE REPORT

The Research & Strategic Planning Division releases quarterly updates on the number of overnight visitors to Greater Miami and the Beaches. These reports indicate whether the market is increasing or decreasing versus the prior year. The reports from six months through the end of the year identify the Top 10 markets to Greater Miami among domestic and international origin markets.

11/20: 2020 Top 10 Domestic and International Markets 9-Month Visitor Count

5/21: 2020 Top 25 Domestic and International Markets 12-Month Visitor Count

8/21: 2021 Top 10 Domestic and International Markets 6-Month Visitor Count

### ONGOING

#### VISITOR PROFILE SURVEY

The Research & Strategic Planning Division releases the Greater Miami and the Beaches Visitor Industry Overview Annual Report, which provides information about major characteristics of overnight and day visitors to Greater Miami.

The GMCVB's research partner conducts monthly surveys at Miami International Airport, Fort Lauderdale-Hollywood International Airport, local visitor centers, attractions and shopping centers throughout Miami-Dade County as well as online.

# RESEARCH & STRATEGIC PLANNING

## PROGRAM OF WORK (cont.)

### MONTHLY STATISTICS RELEASE

These reports listed below are statistics gathered every month from other sources that provide an outline of the Greater Miami Visitor Industry. Each one is a key component in determining the health of the local Visitor Industry.

### AIRPORT PASSENGERS – DOMESTIC – INTERNATIONAL – TOTAL

Miami International Airport Arrivals

Fort Lauderdale-Hollywood International Airport Arrivals

### TOTAL SEA PORT PASSENGERS

PortMiami – Monthly Release

Port Everglades – Monthly Release

### HOTEL OCCUPANCY – ROOM RATE – REVENUE PER AVAILABLE ROOM

Miami-Dade Hotel Markets

Top 25 U.S. Hotel Markets

Top Florida Cities Hotel Markets

### HOTEL TAXES AND FOOD & BEVERAGE TAXES

- Miami-Dade County Hotel Room Taxes: 3% Convention Development Tax, 2% Tourist Development Tax and 1% Professional Sports Tax
- Miami-Dade Food & Beverage Taxes: 2% Hotel Tax, 1% Homeless Tax
- Miami Beach Resort Tax: 4% Room Tax, 2% Food & Beverage Tax
- Bal Harbour Resort Tax: 4% Room Tax, 2% Food & Beverage Tax

### OVERNIGHT VISITORS – DOMESTIC, INTERNATIONAL AND FLORIDA RESIDENTS

11/20: Release Q3 visitors

4/21: Release Q4 visitors

5/21: Release Q1 visitors

8/21: Release Q2 visitors

11/21: Release Q3 visitors

### VISITOR INDUSTRY EMPLOYMENT

Employment in Accommodations and Food Services for Miami-Dade County is released on the third Friday of every month by the State of Florida.

**NOTE:** Program of Work reflects major scheduled activities based on planning process. Additional activities are considered throughout the year and others are subject to change.





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## TOP 25 HOTEL MARKETS

### REVPAR

<b>2019</b>				<b>% Change</b>
<b>Rank</b>	<b>City</b>	<b><u>2019</u></b>	<b><u>2018</u></b>	<b><u>19 vs 18</u></b>
1	New York	\$220.06	\$227.94	-3.5%
2	San Francisco	\$205.99	\$197.62	4.2%
3	Oahu Island	\$202.62	\$197.65	2.5%
<b>4</b>	<b>Miami</b>	<b>\$149.19</b>	<b>\$152.33</b>	<b>-2.1%</b>
5	Boston	\$147.41	\$150.83	-2.3%
6	Los Angeles	\$143.74	\$143.41	0.2%
7	Anaheim	\$129.51	\$125.76	3.0%
8	San Diego	\$127.95	\$130.73	-2.1%
9	Seattle	\$118.86	\$123.87	-4.0%
10	Washington, DC	\$112.81	\$111.46	1.2%
11	Nashville	\$110.54	\$107.58	2.7%
12	New Orleans	\$103.91	\$105.34	-1.4%
13	Chicago	\$101.63	\$103.24	-1.6%
14	Denver	\$100.27	\$96.11	4.3%
15	Orlando	\$96.60	\$97.64	-1.1%
16	Tampa	\$95.65	\$92.83	3.0%
17	Philadelphia	\$95.38	\$94.69	0.7%
18	Phoenix	\$94.23	\$90.20	4.5%
	<b>United States</b>	<b>\$86.76</b>	<b>\$85.96</b>	<b>0.9%</b>
19	Minneapolis	\$80.93	\$82.89	-2.4%
20	Atlanta	\$79.56	\$76.92	3.4%
21	Dallas	\$73.79	\$73.98	-0.3%
22	St. Louis	\$69.50	\$68.04	2.2%
23	Detroit	\$69.02	\$70.36	-1.9%
24	Norfolk	\$67.20	\$65.30	2.9%
25	Houston	\$64.16	\$66.40	-3.4%

Source: STR

## TOP 25 HOTEL MARKETS

### ROOM RATE

<b>2019</b>				<b>% Change</b>
<b><u>Rank</u></b>	<b><u>City</u></b>	<b><u>2019</u></b>	<b><u>2018</u></b>	<b><u>19 vs 18</u></b>
1	New York	\$255.16	\$261.40	-2.4%
2	San Francisco	\$251.24	\$241.26	4.1%
3	Oahu Island	\$240.76	\$236.06	2.0%
4	Boston	\$199.35	\$199.34	0.0%
<b>5</b>	<b>Miami</b>	<b>\$196.52</b>	<b>\$198.86</b>	<b>-1.2%</b>
6	Los Angeles	\$180.39	\$180.38	0.0%
7	San Diego	\$166.78	\$166.44	0.2%
8	Anaheim	\$165.89	\$162.07	2.4%
9	Seattle	\$160.74	\$165.01	-2.6%
10	Washington, DC	\$159.80	\$156.42	2.2%
11	Nashville	\$150.40	\$147.17	2.2%
12	New Orleans	\$149.67	\$151.22	-1.0%
13	Chicago	\$145.93	\$149.07	-2.1%
14	Philadelphia	\$136.43	\$133.08	2.5%
15	Denver	\$135.67	\$131.78	3.0%
16	Phoenix	\$133.36	\$129.70	2.8%
17	Tampa	\$132.27	\$130.11	1.7%
	<b>United States</b>	<b>\$131.21</b>	<b>\$129.97</b>	<b>1.0%</b>
18	Orlando	\$126.95	\$125.59	1.1%
19	Minneapolis	\$121.46	\$122.74	-1.0%
20	Atlanta	\$114.54	\$109.88	4.2%
21	Dallas	\$109.14	\$108.62	0.5%
22	St. Louis	\$107.31	\$105.23	2.0%
23	Norfolk	\$105.72	\$103.67	2.0%
24	Detroit	\$105.26	\$104.80	0.4%
25	Houston	\$101.89	\$105.27	-3.2%

**Source: STR**



## TOP 25 HOTEL MARKETS

### OCCUPANCY

<b>2019</b>				<b>% Change</b>
<b>Rank</b>	<b>City</b>	<b><u>2019</u></b>	<b><u>2018</u></b>	<b><u>19 vs 18</u></b>
1	New York	86.2%	87.2%	-1.1%
2	Oahu Island	84.2%	83.7%	0.5%
3	San Francisco	82.0%	81.9%	0.1%
4	Los Angeles	79.7%	79.5%	0.2%
5	Anaheim	78.1%	77.6%	0.6%
6	San Diego	76.7%	78.5%	-2.3%
7	Orlando	76.1%	77.7%	-2.1%
<b>8</b>	<b>Miami</b>	<b>75.9%</b>	<b>76.6%</b>	<b>-0.9%</b>
9	Boston	73.9%	75.7%	-2.3%
10	Seattle	73.9%	75.1%	-1.5%
11	Denver	73.9%	72.9%	1.3%
12	Nashville	73.5%	73.1%	0.5%
13	Tampa	72.3%	71.3%	1.3%
14	Phoenix	70.7%	69.5%	1.6%
15	Washington, DC	70.6%	71.3%	-0.9%
16	Philadelphia	69.9%	71.2%	-1.7%
17	Chicago	69.6%	69.3%	0.6%
18	Atlanta	69.5%	70.0%	-0.8%
19	New Orleans	69.4%	69.7%	-0.3%
20	Dallas	67.6%	68.1%	-0.7%
21	Minneapolis	66.6%	67.5%	-1.3%
	<b>United States</b>	<b>66.1%</b>	<b>66.1%</b>	<b>0.0%</b>
22	Detroit	65.6%	67.1%	-2.3%
23	St. Louis	64.8%	64.7%	0.2%
24	Norfolk	63.6%	63.0%	0.9%
25	Houston	63.0%	63.1%	-0.2%

**Source: STR**

**FLORIDA CITIES HOTEL MARKETS  
ROOM RATE**

<b>2019</b>				<b>% Change</b>
<b>RANK</b>	<b>CITY</b>	<b>2019</b>	<b>2018</b>	<b>2019 vs 2018</b>
1	Florida Keys	\$277.32	\$266.93	3.9%
<b>2</b>	<b>Miami-Dade</b>	<b>\$196.52</b>	<b>\$198.86</b>	<b>-1.2%</b>
3	West Palm Beach	\$185.24	\$182.86	1.3%
4	Fort Myers	\$157.24	\$155.74	1.0%
5	Fort Lauderdale	\$146.83	\$149.10	-1.5%
	<b>Florida</b>	<b>\$145.21</b>	<b>\$143.64</b>	<b>1.1%</b>
6	Florida Panhandle	\$132.34	\$126.08	5.0%
7	Tampa	\$132.27	\$130.11	1.7%
	<b>United States</b>	<b>\$131.21</b>	<b>\$129.97</b>	<b>1.0%</b>
8	Orlando	\$126.95	\$125.59	1.1%
9	Daytona Beach	\$119.03	\$118.77	0.2%
10	Melbourne	\$118.06	\$116.30	1.5%
11	Jacksonville	\$116.93	\$114.99	1.7%

**FLORIDA CITIES HOTEL MARKETS  
REVENUE PER AVAILABLE ROOM**

<b>2019</b>				<b>% Change</b>
<b>RANK</b>	<b>CITY</b>	<b>2019</b>	<b>2018</b>	<b>2019 vs 2018</b>
1	Florida Keys	\$212.53	\$204.73	3.8%
<b>2</b>	<b>Miami-Dade</b>	<b>\$149.19</b>	<b>\$152.33</b>	<b>-2.1%</b>
3	West Palm Beach	\$133.36	\$133.17	0.1%
4	Fort Lauderdale	\$111.56	\$114.42	-2.5%
5	Fort Myers	\$107.75	\$107.41	0.3%
	<b>Florida</b>	<b>\$104.92</b>	<b>\$104.66</b>	<b>0.2%</b>
6	Orlando	\$96.60	\$97.64	-1.1%
7	Tampa	\$95.65	\$92.83	3.0%
8	Florida Panhandle	\$87.37	\$82.74	5.6%
	<b>United States</b>	<b>\$86.76</b>	<b>\$85.96</b>	<b>0.9%</b>
9	Jacksonville	\$83.41	\$82.97	0.5%
10	Melbourne	\$81.81	\$79.91	2.4%
11	Daytona Beach	\$74.21	\$74.96	-1.0%

**FLORIDA CITIES HOTEL MARKETS  
OCCUPANCY**

<b>2019</b>				<b>% Change</b>
<b>RANK</b>	<b>CITY</b>	<b>2019</b>	<b>2018</b>	<b>2019 vs 2018</b>
1	Florida Keys	76.6%	76.7%	-0.1%
2	Orlando	76.1%	77.7%	-2.1%
3	Fort Lauderdale	76.0%	76.7%	-1.0%
<b>4</b>	<b>Miami-Dade</b>	<b>75.9%</b>	<b>76.6%</b>	<b>-0.9%</b>
5	Tampa	72.3%	71.3%	1.3%
	<b>Florida</b>	<b>72.3%</b>	<b>72.9%</b>	<b>-0.8%</b>
6	West Palm Beach	72.0%	72.8%	-1.1%
7	Jacksonville	71.3%	72.2%	-1.1%
8	Melbourne	69.3%	68.7%	0.9%
9	Fort Myers	68.5%	69.0%	-0.6%
	<b>United States</b>	<b>66.1%</b>	<b>66.1%</b>	<b>0.0%</b>
10	Florida Panhandle	66.0%	65.6%	0.6%
11	Daytona Beach	62.3%	63.1%	-1.2%

Source: STR

**GMCVB SELECTED GLOBAL HOTEL MARKETS**  
**ROOM RATE - US \$**

<b>2019</b>				<b>% Change</b>
<b>RANK</b>	<b>CITY</b>	<b>2019</b>	<b>2018</b>	<b>2019 vs 2018</b>
1	Paris, France	\$244.39	\$253.49	-3.6%
2	London, United Kingdom	\$196.72	\$197.60	-0.4%
<b>3</b>	<b>Miami, FL</b>	<b>\$196.52</b>	<b>\$198.86</b>	<b>-1.2%</b>
4	Rome, Italy	\$171.61	\$176.47	-2.8%
5	Greater Sydney, Australia	\$153.40	\$169.37	-9.4%
6	Dubai, United Arab Emirates	\$150.10	\$171.03	-12.2%
7	Toronto, Canada	\$148.10	\$149.96	-1.2%
8	Madrid, Spain	\$133.97	\$127.40	5.2%
9	Buenos Aires, Argentina	\$121.01	\$129.01	-6.2%
10	Mexico City, Mexico	\$116.70	\$119.40	-2.3%
11	Berlin, Germany	\$111.12	\$116.99	-5.0%
12	Sao Paulo, Brazil	\$97.04	\$94.67	2.5%
13	Beijing, China	\$90.43	\$92.76	-2.5%

**GMCVB SELECTED GLOBAL HOTEL MARKETS**  
**REVENUE PER AVAILABLE ROOM - US \$**

<b>2019</b>				<b>% Change</b>
<b>RANK</b>	<b>CITY</b>	<b>2019</b>	<b>2018</b>	<b>2019 vs 2018</b>
1	Paris, France	\$187.57	\$199.05	-5.8%
2	London, United Kingdom	\$164.35	\$164.91	-0.3%
<b>3</b>	<b>Miami, FL</b>	<b>\$149.19</b>	<b>\$152.33</b>	<b>-2.1%</b>
4	Greater Sydney, Australia	\$126.48	\$142.32	-11.1%
5	Rome, Italy	\$123.25	\$127.23	-3.1%
6	Toronto, Canada	\$112.65	\$115.65	-2.6%
7	Dubai, United Arab Emirates	\$111.97	\$128.78	-13.1%
8	Madrid, Spain	\$101.68	\$94.97	7.1%
9	Berlin, Germany	\$88.06	\$91.38	-3.6%
10	Buenos Aires, Argentina	\$81.34	\$89.96	-9.6%
11	Mexico City, Mexico	\$76.79	\$80.76	-4.9%
12	Beijing, China	\$68.27	\$70.97	-3.8%
13	Sao Paulo, Brazil	\$62.35	\$59.44	4.9%

**GMCVB SELECTED GLOBAL HOTEL MARKETS**  
**OCCUPANCY**

<b>2019</b>				<b>% Change</b>
<b>RANK</b>	<b>CITY</b>	<b>2019</b>	<b>2018</b>	<b>2019 vs 2018</b>
1	London, United Kingdom	83.5%	83.5%	0.1%
2	Greater Sydney, Australia	82.5%	84.0%	-1.9%
3	Berlin, Germany	79.2%	78.1%	1.5%
4	Paris, France	76.7%	78.5%	-2.3%
5	Toronto, Canada	76.1%	77.1%	-1.4%
<b>6</b>	<b>Miami, FL</b>	<b>75.9%</b>	<b>76.6%</b>	<b>-0.9%</b>
7	Madrid, Spain	75.9%	74.5%	1.8%
8	Beijing, China	75.5%	76.5%	-1.3%
9	Dubai, United Arab Emirates	74.6%	75.3%	-0.9%
10	Rome, Italy	71.8%	72.1%	-0.4%
11	Buenos Aires, Argentina	67.2%	69.7%	-3.6%
12	Mexico City, Mexico	65.8%	67.6%	-2.7%
13	Sao Paulo, Brazil	64.2%	62.8%	2.3%

Source: STR



GREATER MIAMI CONVENTION & VISITORS BUREAU						
2018/19 Analysis of Miami-Dade Tourist Taxes Fiscal Year						
Tax Rate	Tax Name	Where Tax is Collected	Who Collects	Amount Collected	GMCVB Allocation	GMCVB %
3%	Convention Development Tax*	All of Miami-Dade except Bal Harbour and Surfside	Miami-Dade County	\$92,827,073	\$0	0%
2%	Tourist Development Tax*	All of Miami-Dade except Bal Harbour, Miami Beach and Surfside	Miami-Dade County	\$32,016,098	\$16,938,730	53%
1%	Professional Sports Tax*	All of Miami-Dade except Bal Harbour, Miami Beach and Surfside	Miami-Dade County	\$16,094,578	\$0	0%
2%	Hotel Food & Beverage Tax: This tax is collected on all food and beverages sold in hotels.	All of Miami-Dade except Bal Harbour, Miami Beach and Surfside	Miami-Dade County	\$8,704,008	\$8,207,435	94%
1%	Non-Hotel Food & Beverage Tax: This tax is collected on food and beverages sold in restaurants not in hotels, with full liquor license and gross sales of over \$400,000 annually. (The Homeless Tax)	All of Miami-Dade except Bal Harbour, Miami Beach and Surfside	Miami-Dade County	\$30,263,097	\$0	0%
4%	Resort Tax	Miami Beach	City of Miami Beach	\$59,875,488	\$6,523,685	11%
2%	Food & Beverage Tax: This tax is collected on food and beverages sold in restaurants in and out of hotels. This includes fast food establishments.	Miami Beach	City of Miami Beach	\$31,205,532	\$0	0%
4% Room Tax 2% F&B Tax	Bal Harbour reports its Room Tax and F&B Tax combined. Its Food & Beverage Tax is collected on food and beverages sold in restaurants in and out of hotels. This includes fast food establishments.	Bal Harbour	Village of Bal Harbour	\$4,090,478	\$0	0%
4% Room Tax 2% F&B Tax	Surfside reports its Room Tax and F&B Tax combined. Its Food & Beverage Tax is collected on food and beverages sold in restaurants in and out of hotels. This includes fast food establishments.	Surfside	Town of Surfside	\$3,817,837	\$0	0%
<b>TOTAL TOURIST-RELATED TAXES COLLECTED</b>				\$278,894,189	\$31,669,850	
Miami-Dade .5% Transit Tax**	.5% Sales tax on all goods and services sold in Miami-Dade County which the state sales tax is collected on.	All of Miami-Dade County	Miami-Dade County	\$83,457,944	\$0	0%
Miami-Dade .5% JMH Tax**	.5% Sales tax on all goods and services sold in Miami-Dade County which the state sales tax is collected on.	All of Miami-Dade County	Miami-Dade County	\$83,457,944	\$0	0%
6% FL State Sales Tax	6% Sales tax on all goods and services sold in Miami-Dade County which the state sales tax is collected on.	All of Miami-Dade County	Miami-Dade County	\$1,001,495,327		
<b>TOTAL SALES TAXES COLLECTED</b>				\$1,168,411,215	\$0	0%
<b>TOTAL SALES AND TOURIST-RELATED TAXES COLLECTED</b>				\$1,447,305,404		
<b>GMCVB % OF TOTAL TOURIST TAX COLLECTIONS</b>					\$31,669,850	11%

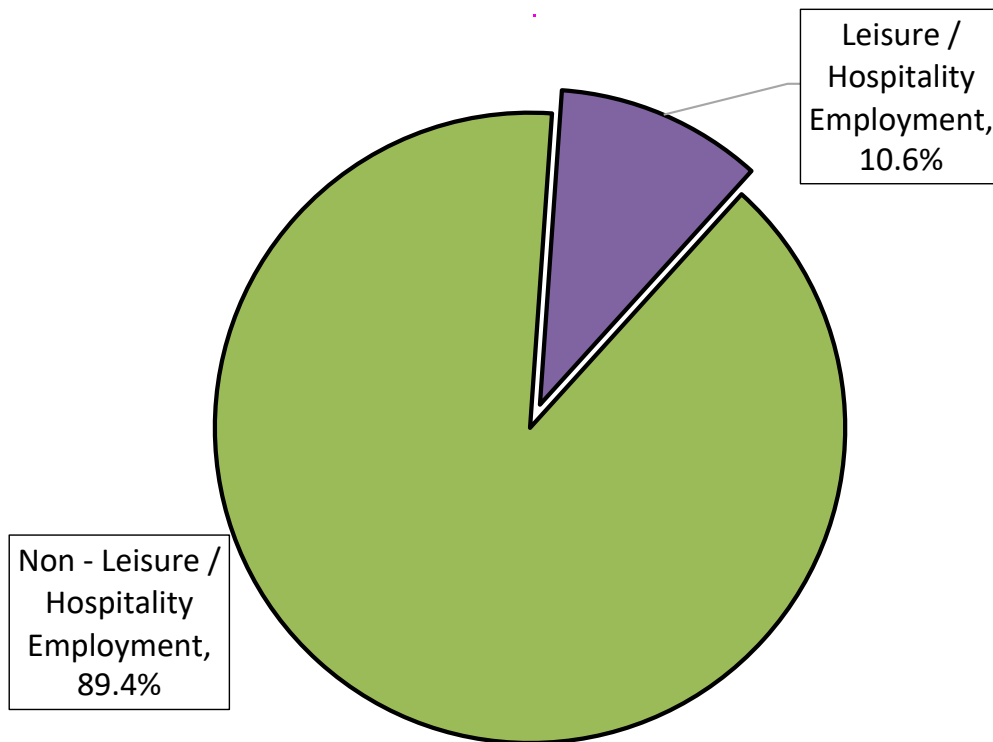
## MIAMI-DADE COUNTY JOBS

	<u>2018*</u>	<u>2019</u>	% CHANGE
<b>Total Non-Agricultural Employment</b>	1,362,691	1,383,989	+1.6%

<b>Total Leisure and Hospitality Employment</b>	143,500	146,800	+2.3%
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<b>Total Leisure and Hospitality Employment as % of Total Employment</b>	10.5%	10.6%	+0.7%
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**Total Leisure and Hospitality Employment  
Miami-Dade County 2019**



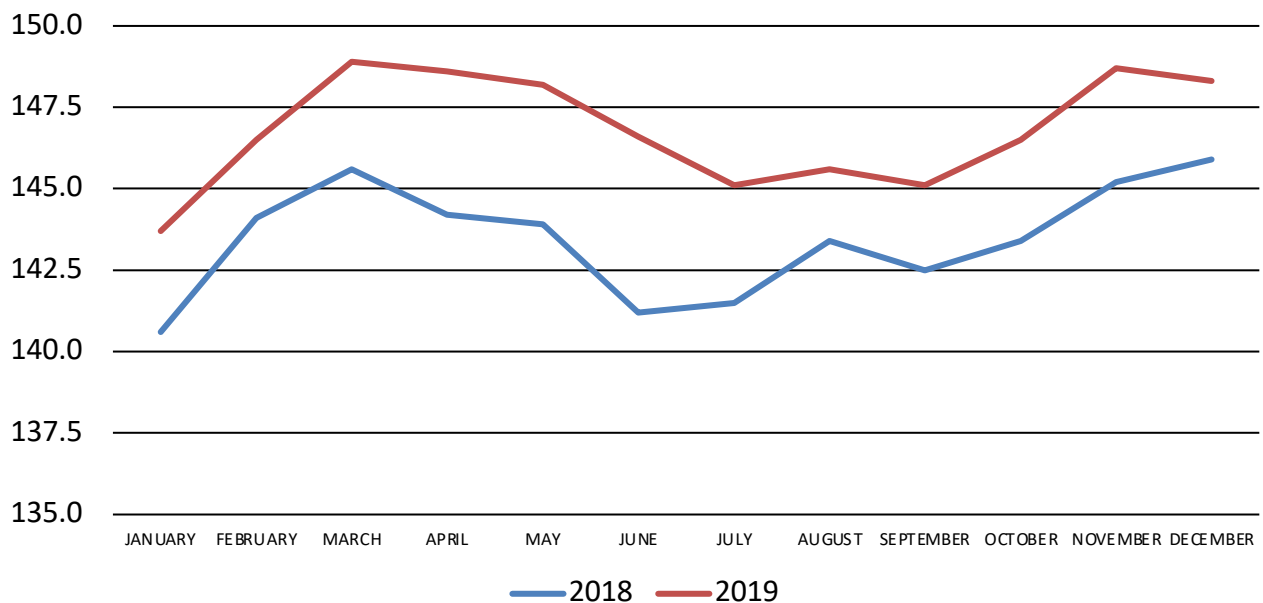
\*Reflects annual revision by Florida Department of Economic Opportunity

## MIAMI-DADE COUNTY LEISURE AND HOSPITALITY EMPLOYMENT TRENDS

	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>% CHANGE</u> <u>19 vs 18</u>
<b>JANUARY</b>	103.6	109.9	116.6	123.0	126.9	132.1	138.9	139.5	140.6	143.7	2.2%
<b>FEBRUARY</b>	105.3	110.0	116.9	124.9	128.5	133.5	141.4	141.5	144.1	146.5	1.7%
<b>MARCH</b>	106.9	111.3	119.6	127.0	131.0	135.5	143.5	143.3	145.6	148.9	2.3%
<b>APRIL</b>	107.6	111.6	120.0	127.0	130.4	135.3	143.0	143.6	144.2	148.6	3.1%
<b>MAY</b>	106.5	112.2	120.3	126.5	129.8	134.3	141.7	143.4	143.9	148.2	3.0%
<b>JUNE</b>	106.3	112.6	119.7	125.5	129.4	133.5	139.6	143.4	141.2	146.6	3.8%
<b>JULY</b>	104.5	110.1	118.7	123.5	127.3	132.6	138.5	140.7	141.5	145.1	2.5%
<b>AUGUST</b>	105.7	109.3	118.7	124.1	127.6	133.5	138.3	141.4	143.4	145.6	1.5%
<b>SEPTEMBER</b>	105.2	109.3	119.1	124.0	128.7	132.9	139.7	133.3	142.5	145.1	1.8%
<b>OCTOBER</b>	106.8	111.5	120.0	125.3	130.1	133.5	141.2	137.7	143.4	146.5	2.2%
<b>NOVEMBER</b>	108.0	113.0	120.4	127.3	132.5	135.0	144.1	140.0	145.2	148.7	2.4%
<b>DECEMBER</b>	108.3	113.2	121.7	128.7	133.6	135.2	144.5	140.8	145.9	148.3	1.6%
<b>YTD Total</b>	<b>106.2</b>	<b>111.2</b>	<b>119.3</b>	<b>125.6</b>	<b>129.7</b>	<b>133.9</b>	<b>141.2</b>	<b>140.7</b>	<b>143.5</b>	<b>146.8</b>	<b>2.3%</b>

Source: Florida Agency for Workforce  
Innovation

### MIAMI-DADE LEISURE AND HOSPITALITY EMPLOYMENT



*Note: Reported figures are in thousands*

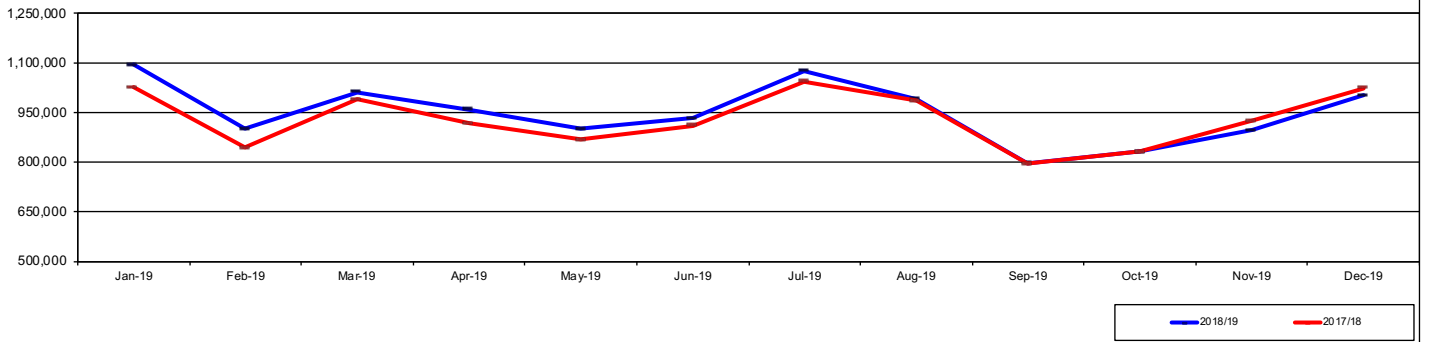


# RESEARCH & STRATEGIC PLANNING

## KEY PERFORMANCE INDICATORS

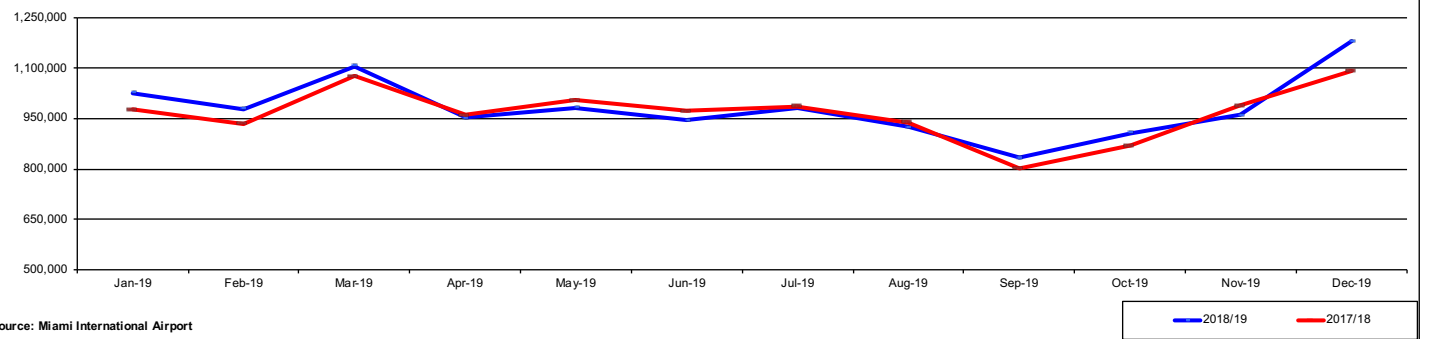
### MONTHLY DASHBOARD OF KEY VISITOR INDUSTRY INDICATORS

#### MIAMI AIRPORT INTERNATIONAL ARRIVALS



	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Rolling 12 Months	Fiscal Year 2019/2020	Calendar YTD
2018/19	1,094,782	901,455	1,011,388	959,969	900,895	933,439	1,076,823	991,653	796,799	832,932	896,413	1,000,731	11,397,279	2,730,076	11,397,279
2017/18	1,026,095	843,837	988,314	917,276	868,624	910,425	1,042,825	986,233	796,259	831,668	925,114	1,023,461	11,160,131	2,780,243	11,160,131
% change	6.7%	6.8%	2.3%	4.7%	3.7%	2.5%	3.3%	0.5%	0.1%	0.2%	-3.1%	-2.2%	2.1%	-1.8%	2.1%

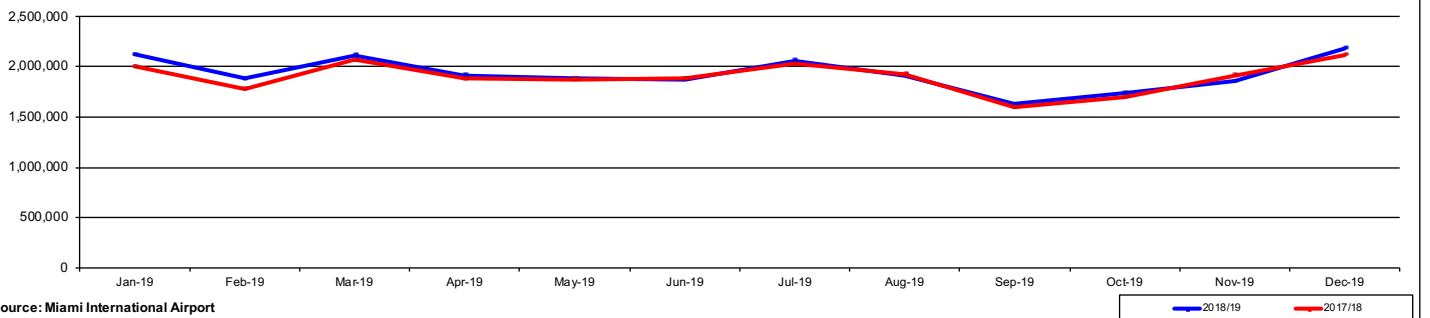
#### MIAMI AIRPORT DOMESTIC ARRIVALS



Source: Miami International Airport

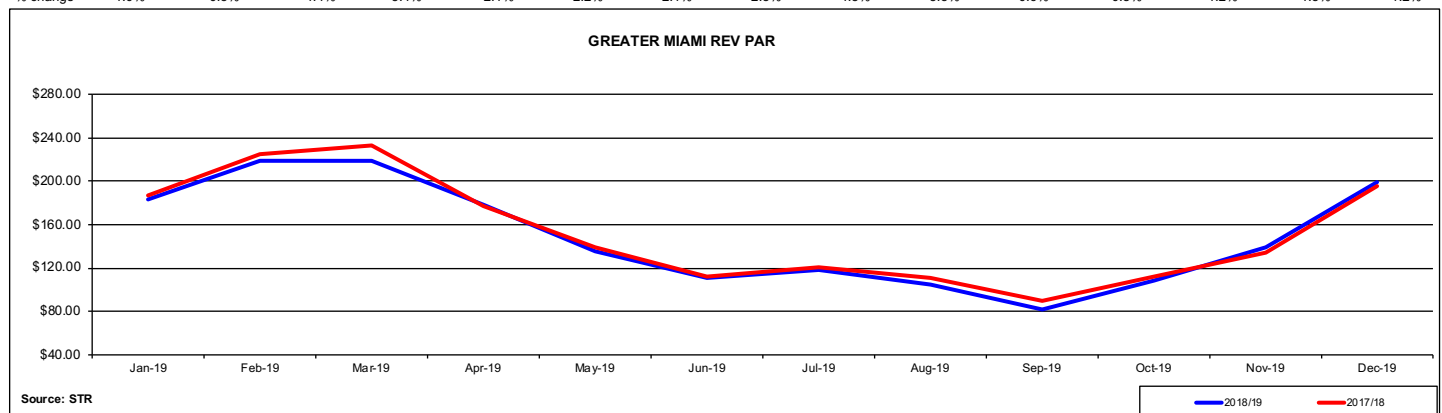
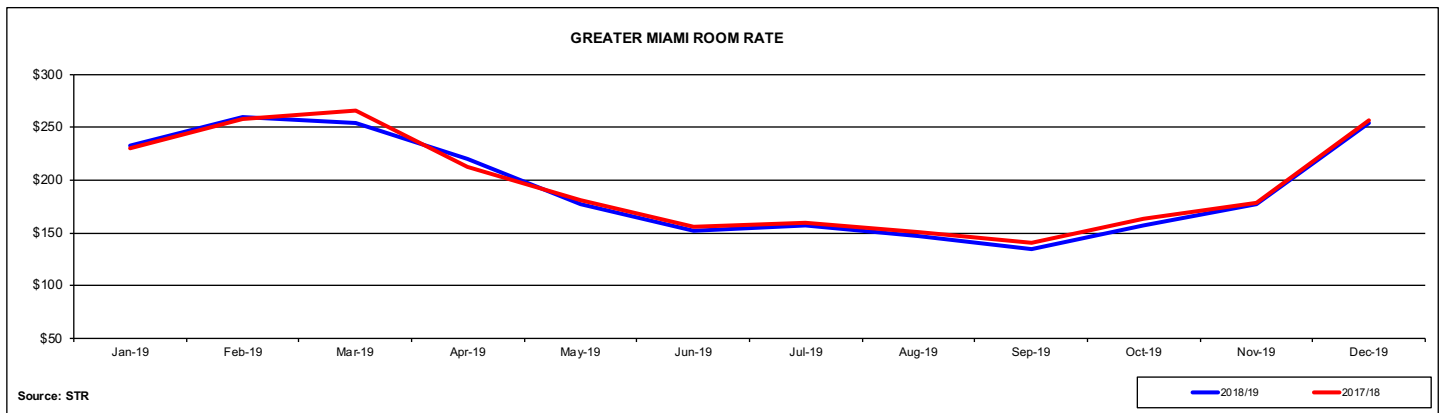
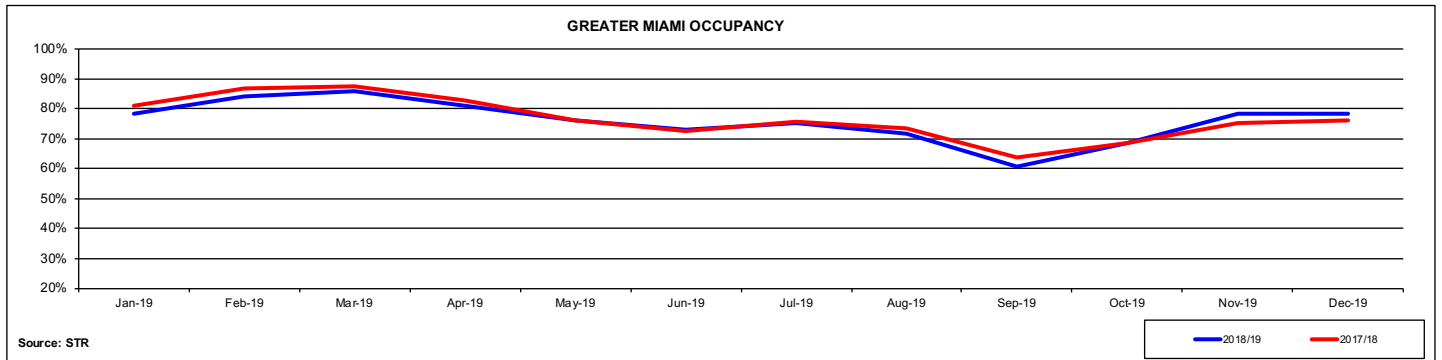
	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Rolling 12 Months	Fiscal Year 2019/2020	Calendar YTD
2018/19	1,026,925	979,033	1,105,904	952,064	983,180	943,788	981,707	923,804	834,038	907,699	959,843	1,180,431	11,778,416	3,047,973	11,778,416
2017/18	977,037	934,549	1,076,832	961,122	1,004,332	972,478	986,832	939,244	801,637	868,380	988,496	1,091,766	11,602,705	2,948,642	11,602,705
% change	5.1%	4.8%	2.7%	-0.9%	-2.1%	-3.0%	-0.5%	-1.6%	4.0%	4.5%	-2.9%	8.1%	1.5%	3.4%	1.5%

#### MIAMI AIRPORT TOTAL ARRIVALS

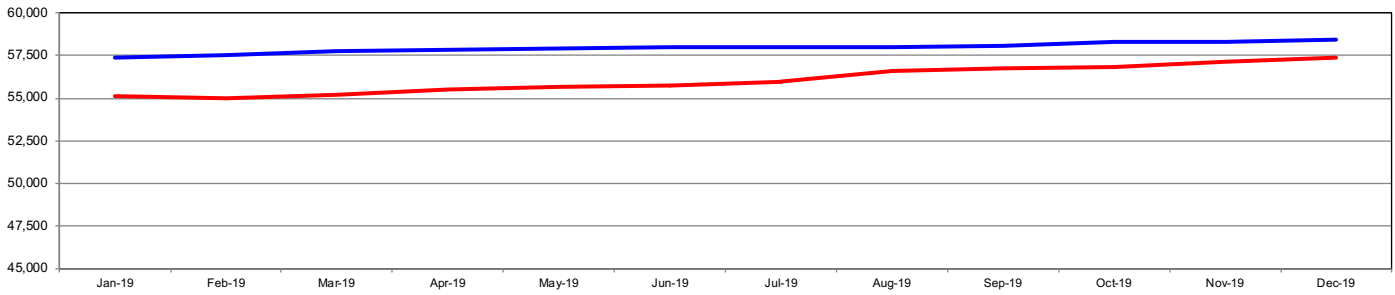


Source: Miami International Airport

	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Rolling 12 Months	Fiscal Year 2019/2020	Calendar YTD
2018/19	2,121,707	1,880,488	2,117,292	1,912,033	1,884,075	1,877,227	2,058,530	1,915,457	1,630,837	1,740,631	1,856,256	2,181,162	23,175,695	5,778,049	23,175,695
2017/18	2,003,132	1,778,386	2,065,146	1,878,398	1,872,956	1,882,903	2,029,657	1,925,477	1,597,896	1,700,048	1,913,610	2,115,227	22,762,836	5,728,885	22,762,836
% change	5.9%	5.7%	2.5%	1.8%	0.6%	-0.3%	1.4%	-0.5%	2.1%	2.4%	-3.0%	3.1%	1.8%	0.9%	1.8%



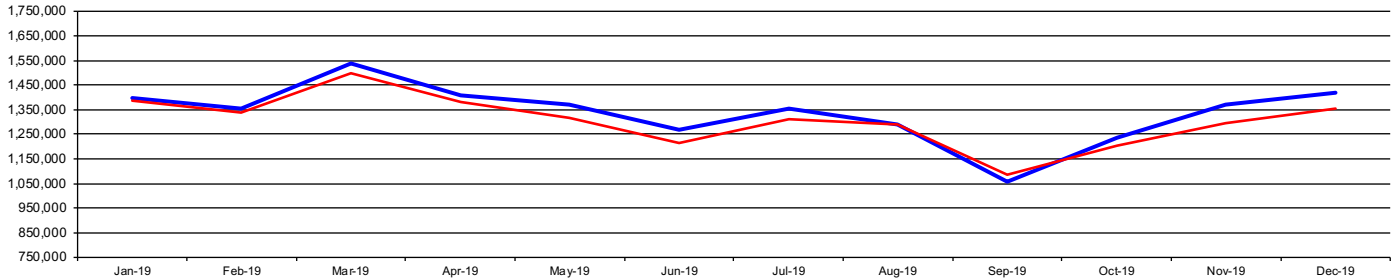
### GREATER MIAMI LODGING ROOM INVENTORY



Source: STR

	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Rolling 12 Months	Fiscal Year 2019/2020	Calendar YTD
2018/19	57,372	57,522	57,752	57,855	57,896	57,960	57,960	58,000	58,045	58,266	58,282	58,424	57,947	58,324	57,947
2017/18	55,090	54,991	55,218	55,511	55,645	55,734	55,955	56,567	56,739	56,798	57,141	57,371	56,070	57,103	56,070
% change	4.1%	4.6%	4.6%	4.2%	4.0%	4.0%	3.6%	2.5%	2.3%	2.6%	2.0%	1.8%	3.3%	2.1%	3.3%

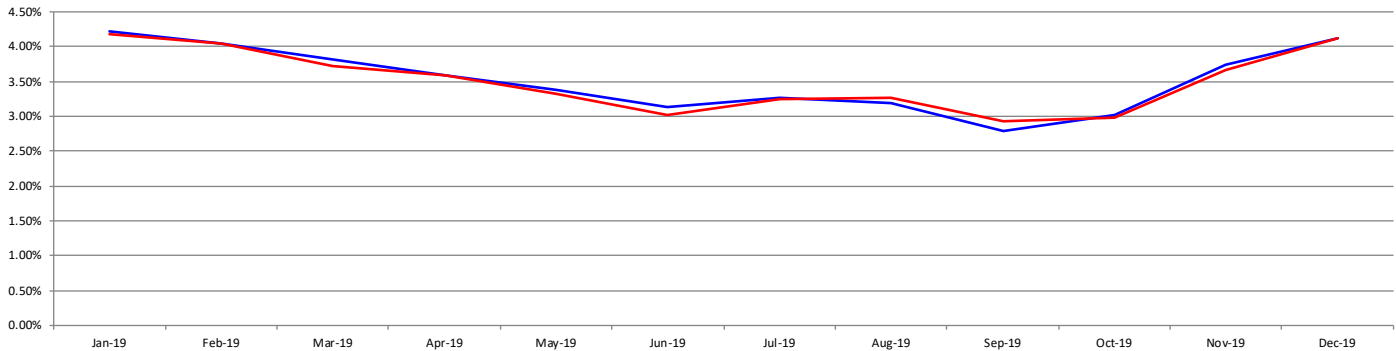
### GREATER MIAMI HOTEL ROOMS SOLD



Source: STR

	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Rolling 12 Months	Fiscal Year 2019/2020	Calendar YTD
2018/19	1,395,661	1,355,556	1,538,100	1,407,776	1,368,496	1,269,690	1,352,940	1,287,803	1,057,600	1,238,024	1,368,815	1,416,506	16,056,967	4,023,345	16,056,967
2017/18	1,386,194	1,338,303	1,498,374	1,379,996	1,317,197	1,213,412	1,314,215	1,289,039	1,085,989	1,204,501	1,293,128	1,357,104	15,677,452	3,854,733	15,677,452
% change	0.7%	1.3%	2.7%	2.0%	3.9%	4.6%	2.9%	-0.1%	-2.6%	2.8%	5.9%	4.4%	2.4%	4.4%	2.4%

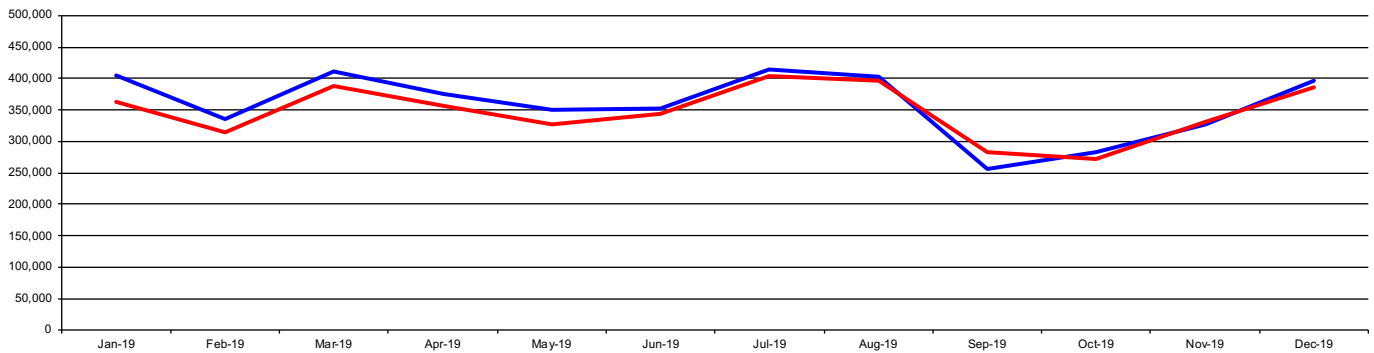
### GREATER MIAMI'S HOTEL ROOMS SOLD SHARE OF TOP 25 MARKETS



	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Rolling 12 Months	Fiscal Year 2019/2020	Calendar YTD
2018/19	4.22%	4.05%	3.82%	3.59%	3.38%	3.12%	3.26%	3.19%	2.79%	3.02%	3.74%	4.12%	3.53%	3.93%	3.46%
2017/18	4.18%	4.05%	3.73%	3.59%	3.33%	3.02%	3.24%	3.26%	2.93%	2.99%	3.66%	4.12%	3.51%	3.89%	3.45%
% change	1.0%	0.0%	2.4%	0.0%	1.5%	3.6%	0.6%	-2.1%	-4.8%	1.0%	2.2%	0.1%	0.5%	1.0%	0.4%



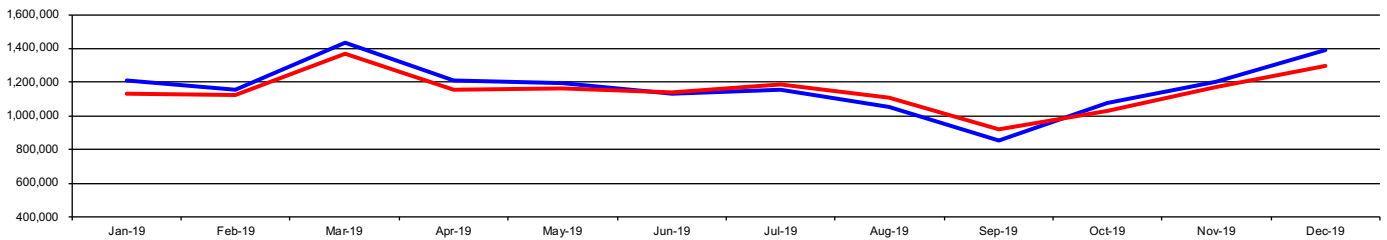
### FORT LAUDERDALE AIRPORT INTERNATIONAL ARRIVALS



Source: Broward Aviation

	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Rolling 12 Months	Fiscal Year 2019/2020	Calendar YTD
2018/19	405,369	336,443	411,021	375,635	350,223	353,044	414,507	401,874	256,141	283,200	327,770	396,044	4,311,271	1,007,014	4,311,271
2017/18	362,190	314,466	388,575	355,727	326,547	344,381	403,993	396,179	283,873	272,011	330,779	385,090	4,163,811	987,880	4,163,811
% change	11.9%	7.0%	5.8%	5.6%	7.3%	2.5%	2.6%	1.4%	-9.8%	4.1%	-0.9%	2.8%	3.5%	1.9%	3.5%

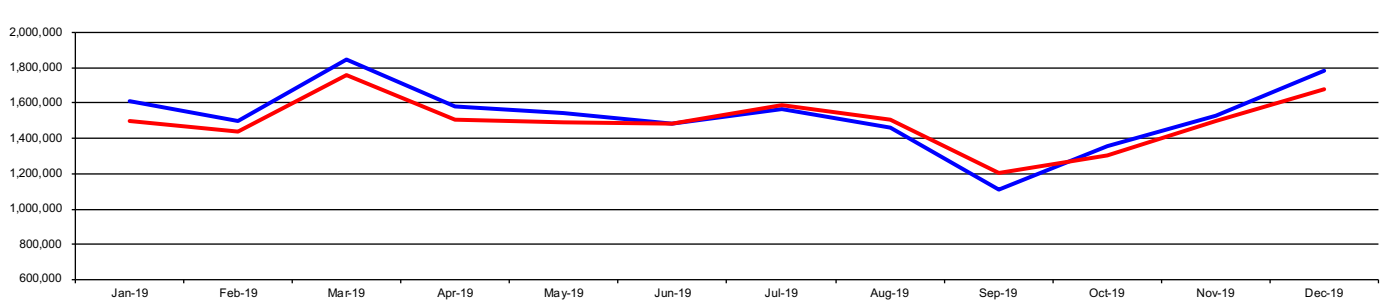
### FORT LAUDERDALE AIRPORT DOMESTIC ARRIVALS



Source: Broward Aviation

	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Rolling 12 Months	Fiscal Year 2019/2020	Calendar YTD
2018/19	1,207,723	1,158,932	1,435,761	1,208,929	1,191,706	1,130,289	1,154,624	1,057,210	854,006	1,074,221	1,203,470	1,388,954	14,065,825	3,666,645	14,065,825
2017/18	1,133,676	1,124,382	1,370,142	1,152,577	1,161,354	1,141,127	1,186,770	1,107,157	920,524	1,032,301	1,170,249	1,296,558	13,796,817	3,499,108	13,796,817
% change	6.5%	3.1%	4.8%	4.9%	2.6%	-0.9%	-2.7%	-4.5%	-7.2%	4.1%	2.8%	7.1%	1.9%	4.8%	1.9%

### FORT LAUDERDALE AIRPORT TOTAL ARRIVALS



Source: Broward Aviation

	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Rolling 12 Months	Fiscal Year 2019/2020	Calendar YTD
2018/19	1,613,092	1,495,375	1,846,782	1,584,564	1,541,929	1,483,333	1,569,131	1,459,084	1,110,147	1,357,421	1,531,240	1,784,998	18,377,096	4,673,659	18,377,096
2017/18	1,495,866	1,438,848	1,758,717	1,508,304	1,487,901	1,485,508	1,590,763	1,503,336	1,204,397	1,304,312	1,501,028	1,681,648	17,960,628	4,486,988	17,960,628
% change	7.8%	3.9%	5.0%	5.1%	3.6%	-0.1%	-1.4%	-2.9%	-7.8%	4.1%	2.0%	6.1%	2.3%	4.2%	2.3%



# MIAMI BEACH CONVENTION CENTER

## 2020/2021 SALES & MARKETING GOALS & OBJECTIVES

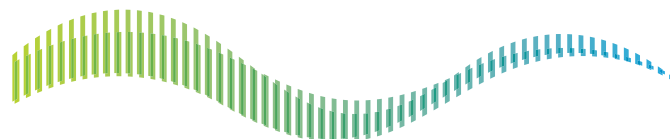
With the investment the City of Miami Beach has made to renovate and modernize the Miami Beach Convention Center (MBCC), with the support of the hospitality industry, Miami-Dade County and others, it is critical to develop new and innovative sales and marketing efforts to maximize this investment and further establish Miami Beach as a premier meetings and convention destination.

As the official sales and marketing organization for the City, the GMCVB works closely with Spectra and Centerplate to retain and expand current business and attract new customers.

The MBCC is a national and international convention, trade show and multipurpose facility owned by the City of Miami Beach. One of Spectra's primary objectives at the MBCC is to secure, promote and facilitate events and activities within a 24-month window that have a significant impact in terms of Convention Development Tax generated. The GMCVB is charged with booking the MBCC 24 months and out with first priority business, which means it blocks at least 1,500 rooms on peak nights; and second priority business, which means the convention will utilize 500-1,499 rooms on peak nights. In addition, there will be opportunities to work with groups that were too large for the MBCC to handle before COVID-19. Most groups have been impacted in terms of size, and all have adjusted by adding hybrid versions of their events.

The GMCVB team will focus on marketing and selling the building to high-priority clients, including conventions within the medical, financial and technology industries. Through close partnerships with MCH Swiss Exhibition (Basel) Ltd., Informa and Reed Exhibitions, Spectra and the GMCVB will attract more national and international citywide events that bring significant economic impact to Miami and Miami Beach comparable to JIS, Seatrade Cruise Global, FIME and Art Basel Miami Beach. The GMCVB will handle the hotel room component and all destination-related resources on these potential leads.

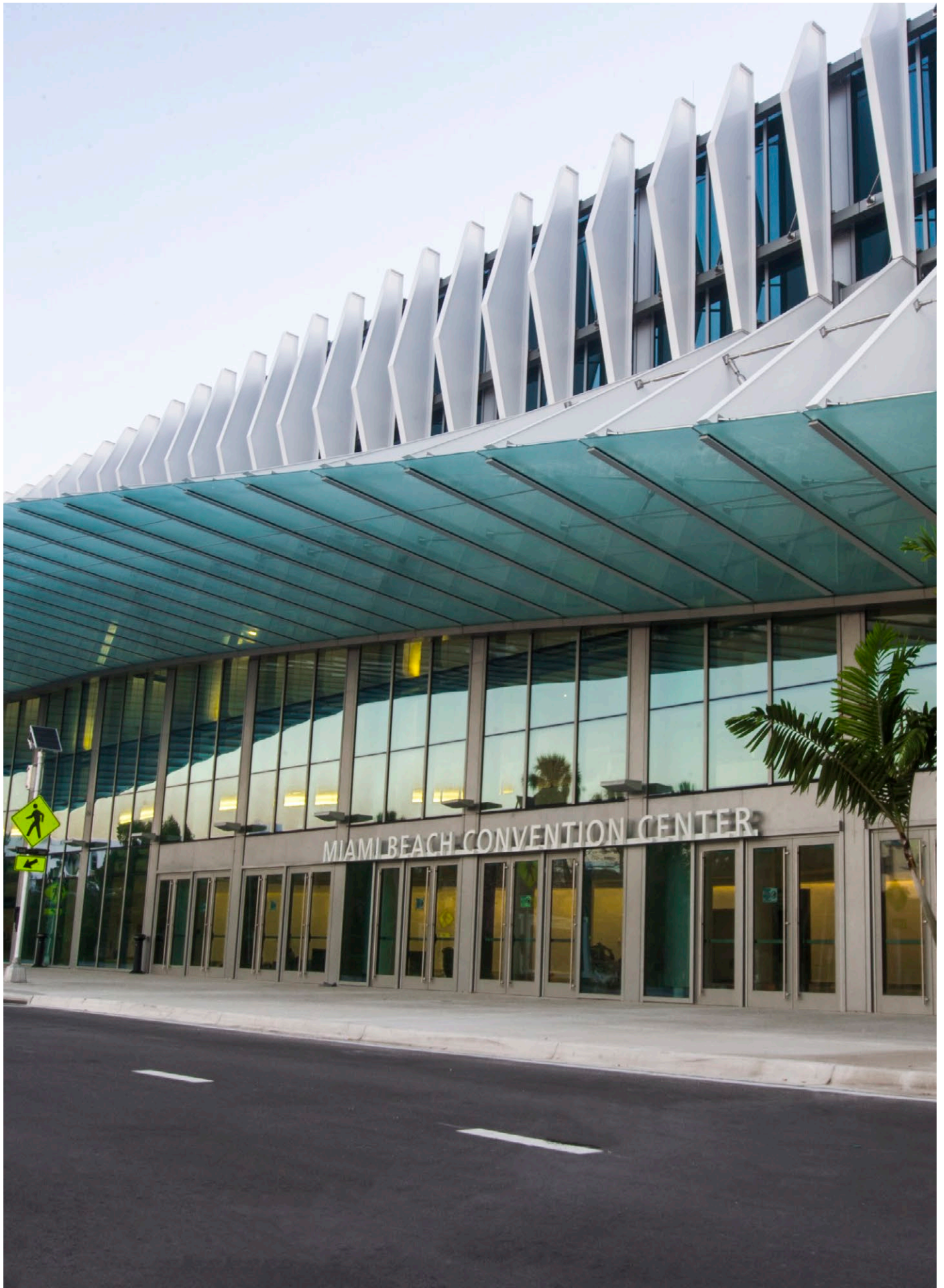
Marketing efforts at the Miami Beach Convention Center will be enhanced by the National Marketing Plan, while sales efforts will be enhanced by the Global Prospecting System (GPS) Database; two programs offered by Spectra Venue Management. The National Marketing Plan provides Spectra venues with discounted advertisement placements in key industry publications and free trade show registration for IMEX Americas, IAEE Expo! Expo!, ASAE, PCMA and more. The GPS Database houses 20,000+ contacts that have held or are interested in holding events at Spectra-managed venues. The close network of Spectra marketers and sales managers across the globe share revenue-generating ideas to keep venues growing continuously with fresh and innovative strategies.



MIAMI BEACH  
CONVENTION CENTER

*proudly managed by*







## GMCVB'S CITYWIDE CONVENTION TARGET MARKET SEGMENT FOR MBCC

### COMPETITIVE OVERVIEW

When looking at the Southeast for convention center space, these cities are in the MBCC's competitive set:

#### FORT LAUDERDALE/BROWARD

600,000-square-foot facility with 31,900-square-foot ballroom. Close proximity to airport. Limited hotel inventory near the Center and more space needed to draw large conventions. Seeking to add an 800-room convention center hotel, 65,000-square-foot ballroom, and expand square footage to 1.2 million. The expansion complete date will be October 2021.

#### NEW ORLEANS

1.1 million square feet of contiguous exhibit space and 96,700-square-foot ballroom. 2,513 headquarter hotel rooms and more than 9,000 rooms within ½ mile of the Center. A proposed \$700 million Convention Center District Development Project includes substantial retail, entertainment, residential and lodging components.

#### ORLANDO

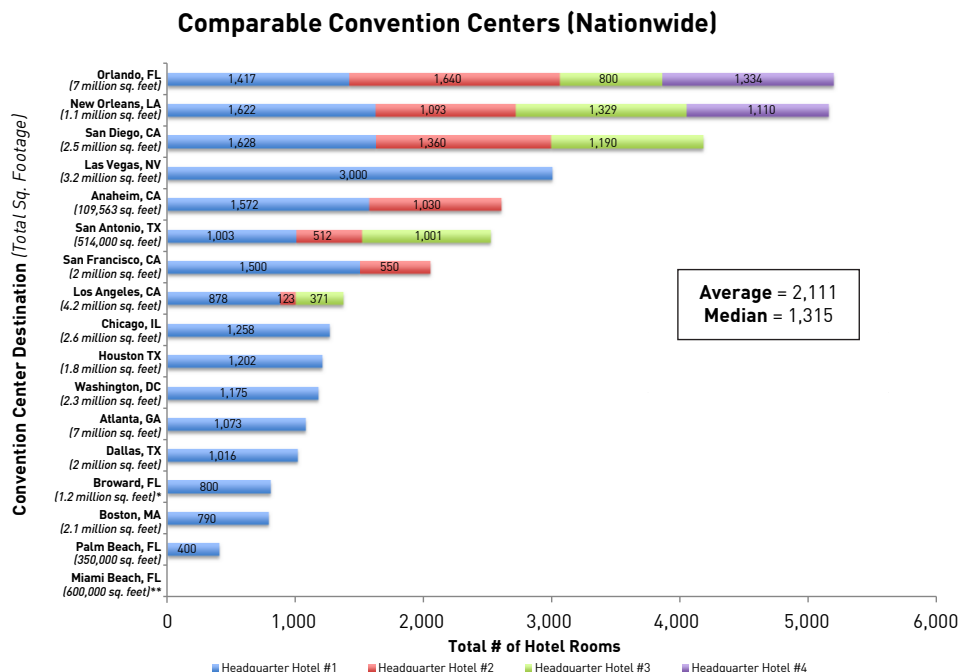
As of Fall 2020, it's a 7 million-square-foot facility – second largest in the country, after Las Vegas – with a 62,200-square-foot ballroom. More than 5,000 rooms at headquarter hotels and 10,000 hotel rooms within ½ mile of Center. Five-year, \$187 million capital improvement plan was completed in 2018. They have embarked on another \$605 million capital improvement for two campuses (North and South Building) with a completion date to be announced.

#### TAMPA

600,000-square-foot waterfront convention center in downtown Tampa with 36,000-square-foot ballroom. Currently undergoing \$14.6 million in improvements. In advance of the 2012 RNC, more than \$40 million in new fiber-optic cable, cellphone systems and Wi-Fi technology were installed.

#### WEST PALM BEACH

350,000-square-foot facility. New 400-room convention center hotel opened in 2017 allowing Center to better compete with second-tier cities for multi-day meetings that require housing entire group and exhibit space under one roof. Focus is on education, engineering, fashion and medical research groups.



\*Broward County Convention Center plans to expand with Headquarter Hotel in 2021.  
\*\*MBCC's existing square footage increased to 1.1 million square feet after renovations in 2018.

Note: Average and Median figures do not include MBCC.  
Source: CVB and industry publications, 2016



## GMCVB'S ADVERTISING & MARKETING ACTIVITIES SUPPORTING MBCC

### GMCVB ADVERTISING: MEDIA STRATEGY

The GMCVB's Advertising and Digital Marketing divisions seek to captivate potential Miami and Beaches meeting planners through clear and compelling digital and traditional media experiences. Programs are developed leveraging proprietary research and industry trends to deliver the information planners seek when choosing a destination.

The divisions focus on leveraging the many unique cultural experiences that Greater Miami and the Beaches offers, addressing recent trends on what meeting planners are looking for in a destination. Key performance indicators include: outbound clicks to partners, site traffic, click-through rates, engagement rates, Miami Beach Convention Center leads, RFPs and revenue.

### GOAL

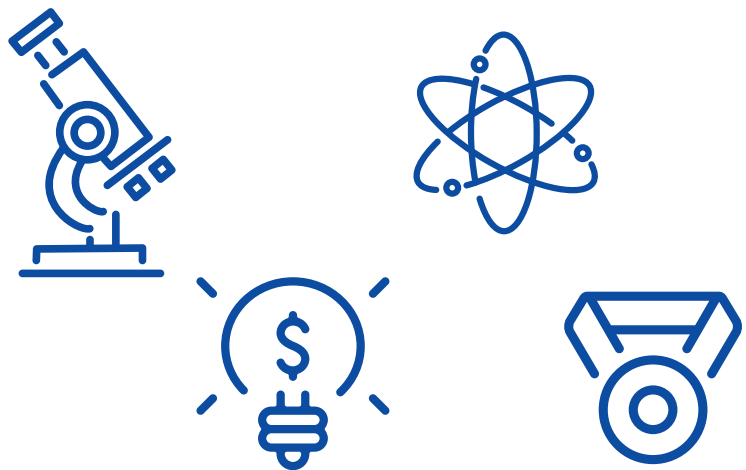
Continue to drive bookings for Greater Miami and the Beaches convention center and meetings business, identifying associations and corporate meeting planners for qualified leads and continued engagement with customers.

### STRATEGY

Continue providing comprehensive reach to all segments of the business-to-business market with the ability to recommend and/or authorize a Miami Beach meeting.

### TARGET MARKETS

- Meeting Planners
  - » Association
  - » Corporate
  - » Specialty
- Vertical markets
  - » Biotech
  - » Medical
  - » Financial
  - » Pharma
  - » Technology & Software
  - » Insurance
  - » Incentives
- Association Management Meeting Planners
- Sports
  - » Professional
  - » College
  - » Amateur



### GEOGRAPHY

- Primary:
  - » United States
- Secondary:
  - » Canada
  - » Latin America & Caribbean
  - » Europe

### TACTICS

- Provide multi-channel coverage of four key trade events: PCMA, IMEX, ASAE, IAEE.
- Deliver equitable impressions across the Miami Beach Convention Center and Miami Meetings, and reserve budget for promotion of the MBCC Headquarter Hotel.
- Increase digital marketing efforts, including event coverage, strong targeting and direct response platforms.
- Increase use of video to drive awareness, along with continued use of targeted e-newsletters for lead generation/conversion opportunities.
- Continue to offer popular meeting planner co-op programs such as Northstar and Cvent.



- Continue to utilize core publishing partners such as Smart Meetings, Connect Meetings, Facilities and Destination, USAE, Corporate & Incentive Travel, Convention South and Trade Show Executive.
- Increase paid search efforts by utilizing new Google Ad formats, as well as immediacy-focused messaging.

## **2020-2021 MIAMI BEACH CONVENTION CENTER & MEETINGS MEDIA PLAN SUMMARY**

### **WEBSITE STRATEGY**

- Provide digital tools and collaborate on new content to promote opportunities for the Miami Beach Convention Center and Miami Meetings.
- Enhance content on MiamiMeetings.com to promote Greater Miami and the Beaches as a premier meetings destination, as well as promote local business services to meeting planners.
- Continue to collaborate on new content for all Miami Beach Convention Center updates and related activities to increase interest and buzz for meetings at the MBCC.
- Enhance the meeting planners site section by highlighting meeting spaces and specialized venues, using high-res imagery, videos specific to the venues, 360-degree video and photo highlights of the spaces, and location-mapping technology. Testimonial videos will be updated frequently as the MBCC hosts meetings in the new normal.
- Measure site engagement for media-driven traffic in order to optimize lead generation for meetings-interested visitors.

### **DIGITAL: SEARCH ENGINE MARKETING PROGRAM**

Continue to purchase Miami Beach Convention Center, competitive destinations and meeting and convention keywords on Google to capture meeting planners who are conducting research.

### **DIGITAL: MEETING PLANNER JOURNEY (CRM)**

Continue providing meeting planners with communications, sales and service tools to address their needs at all stages of the meeting planner experience – from sales through service – to encourage positive perceptions and encourage new and repeat bookings.

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## **LEVERAGING THE GMCVB'S TARGETED DEPARTMENTS**

### **COMMUNICATIONS, PR AND SOCIAL MEDIA**

The GMCVB's Communications, PR and Social Media Division works with journalists from around the world to generate positive news coverage for Greater Miami and the Beaches with the goal of increasing visitation for both leisure and meetings and conventions. The team works with 13 global PR agencies to ensure the destination's PR objectives are being communicated in a culturally sensitive manner and using native language in some of Miami's key international feeder markets. The team persuades journalists and influencers from all over the world to write informative and captivating stories about Greater Miami and the Beaches, thereby providing the public with compelling reasons to travel to the destination and support the tourism industry – the number one economic engine for Miami-Dade County.

In addition to destination branding efforts, the team is tasked with Community Relations efforts and educating residents and stakeholders about the value of the travel and tourism industry for Miami-Dade County.

The Communications team will support "Meetings in Miami" by working with journalists who contribute to travel trade, meetings trade and business outlets with a strong focus on promoting the new MBCC and future headquarter hotel story angles. Story ideas will also highlight new meetings hotels and venues, vast dining options and opportunities available for groups with notable chefs, arts and cultural institutions in Greater Miami, and world-renowned shopping and nightlife – all within walking distance to the Miami Beach Convention Center. The Communications team will expand on an awareness campaign to influence positive perceptions of Greater Miami among meeting planners, association executives and event decision makers in order to increase long-term convention center bookings.

## GOAL

Secure feature stories and earned placements for the MBCC among the leading travel trade and meetings press.

### STRATEGY 1

Leverage key spokespeople to tell the story of the MBCC, including external spokespeople from associations and organizations who have confirmed and/or successfully implemented programs at the MBCC.

### TACTICS

- Create a special meetings-only editorial program during the New York City Media Mission and leverage the leadership team's time in the market for press interviews with leading trades.
- Develop a parallel media desk-sider program during major meetings, conventions and trade shows such as PCMA Convening Leaders and IMEX America.
- Amplify testimonials from key spokespeople across corporate and b2b facing social media channels via creative videos and/or Q&A's.

### STRATEGY 2

Increase awareness of the new headquarter hotel among meeting planners through a "behind the scenes" campaign that will be deployed as the headquarter hotel construction is underway.

### TACTICS

- Invite key editors and writers from meetings publications to visit Miami to meet one-on-one with identified spokespeople.
- Create a landing page on the GMCVB's website that offers behind-the-scenes content and interviews with architects, hotel staff, sales team and event planners as the hotel is being built. The landing page will offer a countdown of "groundbreaking" start of construction, and then be updated bi-weekly with content after construction begins.

## GOAL

Increase the relevance of the Miami Beach Convention Center among target press and meeting planners, while developing a constant flow of positive news stories.

### STRATEGY 1

Direct a News Bureau program to generate a consistent stream of digital and print coverage within the meetings and conventions media segment.

### TACTICS

- Design an editorial calendar that supports key strategic messages for the MBCC along with the headquarter hotel, including a strong "leisure" message.
- Continue to drive traffic to MiamiMeetings.com and support lead generation.
- Develop advertorials upon request for key meetings and trade magazines, to be used to leverage additional publicity from advertising initiatives.
- Continuously update the MBCC Fact Sheet, Press Kit and photo library to include renderings and construction progress of the new headquarter hotel.
- Trade Press: Utilize GMCVB President & CEO William D. Talbert III, CDME, Chief Operating Officer Rolando Aedo, CDME and Vice President of Convention Sales, Sonia Fong to reach top trade outlets including: Convene Magazine, Meetings & Conventions, TSNN.com and Successful Meetings.
- Messaging angles include:
  - » Miami Beach Public Space & Veterans Park
  - » Dining and chef engagement
  - » Art in Public Spaces/Miami Beach Arts District
  - » Environmental efforts and LEED
  - » Starchitect angle
  - » New hotel inventory that will support MBCC business
- Promote the MBCC's Post COVID-19 Reopening Plan
  - » Industry best practices/local health guidelines
  - » Art Deco Suite for hybrid meetings
  - » GBAC STAR Facility accreditation certification
  - » MBCC Ready video package

## STRATEGY 2

Leverage scheduled marquee events such as eMerge and others to ignite and spark creativity among meeting planners.

### TACTICS

- Photo captions and press release distribution.
- Invite editors and writers from meetings publications to visit Miami and experience the MBCC during marquee events in a joint meeting planner hosted fam trip. Offer a behind-the-scenes look at how these events come together through creative use of design.
- Tailor a thought leadership pitch about the GMCVB-led FAM that achieves tactical best practices as well as showcases success on both sales and communications sides.
- Showcase the creativity of marquee events via social media spotlights across corporate and b2b channels.

### GOAL

Position the MBCC as an innovative meetings venue that is evolving to meet the demands of virtual, hybrid and new types of events that are adapting to the current culture. The goal is to reinforce and solidify Greater Miami as an optimal meetings and conventions choice.

## STRATEGY 1

Leverage the MBCC's recent GBAC certification, Art Deco Suite hybrid meeting initiative and scheduled marquee events such as eMerge and others to ignite interest in creative and citywide convention use of the MBCC.

### TACTICS

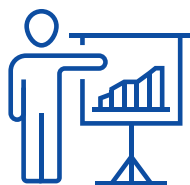
- Photo captions and press release distribution.
- Invite key editors and writers from meetings publications to visit Miami and experience the MBCC.
- Work with the GMCVB's web team to create and promote a dedicated landing page on the website that is a Miami Beach Meetings toolkit/resource.
- This resource would have a comprehensive overview of the MBCC and the corresponding neighborhoods, and resources meeting planners need to understand what Miami offers.
- The landing page could be built with connectivity to Cvent, with Cvent's MBCC page sharing the same marketing efforts as the GMCVB landing page.

## STRATEGY 2

Create community awareness of the GMCVB's role in booking convention groups and amplify success stories after events take place.

### TACTICS

- Utilize stakeholder newsletters, social media posts and pitches to convention trade magazines.
- Highlight the importance of the "Meetings Means Business" angle among local media and stakeholders to encourage the local business community to embrace the mission to bring convention business to the destination.
- Identify and distribute updates regularly to appropriate trade media outlets.
- Create a behind-the-scenes look at the MBCC and its new initiatives to create hybrid meetings that emphasize safety measures (GBAC certification, Art Deco Suite).
- Develop a parallel media desk-siders program during major meetings, conventions and trade shows such as PCMA, IMEX and ASAE.





### STRATEGY 3

Direct a press program to generate a consistent stream of digital and print coverage within the meetings and conventions media segment.

#### TACTICS

- Design an editorial calendar that supports key strategic messages for the reimagined and recently reopened MBCC.
- Continue to drive traffic to MiamiMeetings.com and support lead generation.
- Develop key messaging around convention bookings and promote success stories through pitches to convention trade magazines.
- Develop advertorials upon request for key meetings trade magazines to be used to leverage additional publicity from advertising.

#### GOAL

Highlight the importance of the “Meetings Mean Business” angle among local media and stakeholders to encourage the local business community to recognize the importance of bringing convention business to the destination and the GMCVB’s role in securing this business.

#### STRATEGY

Convey the importance of meetings and convention business as an economic driver that generates much needed tax dollars for the local economy.

#### TACTICS

- Gather economic impact from secured citywide convention business and relay through editorial pitches and local media interviews.
- Incorporate the “human” aspect of these economic impact numbers by highlighting several businesses that are positively impacted by the meetings/conventions industry, and highlight their stories in sales efforts.
- Launch a paid and viral social media initiative to increase awareness of the economic impact meetings have in Miami.
- Reinvigorate the “Miami Magnet” program by merging it with a “Miami Shines Ambassador” program targeting individuals in the conventions and conferences space that are responsible for bringing large association conferences to Miami.
- Create a content series on GMCVB platforms and social media to feature thought leaders, scientists and local association members. Select leaders would be pitched to MICE media.

#### KEY MEDIA TARGETS FOR MEETINGS AND MBCC MESSAGING:

**BIZBASH**

**Facilities**  
**Destinations**  
THE ASSOCIATION & CORPORATE MEETING PROGRAM

**Connect**

PCMA  
**convene**

**M&C**  
MEETINGS AND CONVENTIONS

THE  
**MEETING**  
PROFESSIONAL™

**meetings**  
PEOPLE + PLACES  
TODAY™

**prevue**  
meetings + incentives

**Skift.**  
DEFINING THE FUTURE OF TRAVEL.

**Smart**meetings  
INSPIRING BRILLIANT EXPERIENCES

**SUCCESSFUL**  
MEETINGS START HERE

## CONTENT & CREATIVE SERVICES

The GMCVB's Content & Creative Services Division serves as the GMCVB's in-house creative agency, developing custom, targeted publications, collateral and sales materials for each of its departments. This includes promoting the destination at visitor centers throughout Greater Miami and the Beaches, Miami International Airport and PortMiami. It is also the driving force behind website/digital editorial, print editorial and the year-long Miami Temptations programs.

### GOAL

Support the sales and marketing efforts of the Miami Beach Convention Center.

### STRATEGY

Develop, monitor and track creative services needs, video, print publications and other marketing materials for delegates and digital articles to promote the MBCC.

### TACTICS

- Produce customized videos, high-quality printed materials, competitive graphic solutions and collateral materials to assist in the marketing of the MBCC.
- Produce print and digital materials that provide meeting planners and convention attendees with information about Miami and the Beaches.
- Produce collateral materials to support the MBCC before, during and after citywide meetings and conventions.
- Create new and update existing content for the GMCVB's website, to assist in promoting the MBCC, the MBCC campus and the MBCC district.
- Promote the MBCC's programs and marketing messages through the GMCVB Partner newsletter and local industry eblast communications.

### GOAL

Sell Miami Beach as the ideal destination and the Miami Beach Convention Center as its focal point for meeting planners.

### STRATEGY

Arm meeting planners with information about the MBCC and the destination so they can promote to their attendees.

### TACTICS

- Support the GMCVB's Meetings & Convention Sales & Services Department at trade shows with high-quality creative booth designs showcasing the MBCC and the MBCC district.
- Produce HD videos featuring the GMCVB's President & CEO welcoming upcoming meetings and conventions attendees to the destination.
- Produce HD videos showcasing the destination for individual meetings and conventions to entice future attendees to come to the MBCC.

### GOAL

Position Miami Beach and the Miami Beach Convention Center as a year-round value proposition for meetings and conventions.

### STRATEGY

Identify GMCVB partners such as restaurants, spas, retailers and attractions to obtain packages and offers, further developing the Show Your Badge Initiative, in partnership with area Business Improvement Districts.

### TACTICS

- Develop and organize year-round marketing programs such as the money-saving Miami Temptations programs including Miami Spa Months and Miami Spice Restaurant Months, which meeting planners can leverage and promote to their attendees and travel companions while in the destination.
- Design and periodically update marketing materials to promote savings at spas, restaurants and attractions for meetings and conventions attendees in and around the MBCC district.

## ARTS & CULTURE TOURISM

Arts and Culture activities continue to be a strong driver for the decisions made by groups to hold meetings at the Miami Beach Convention Center. With world-renowned cultural institutions in walking proximity of the MBCC, Miami Beach offers a wealth of vibrant post-meeting activities for convention delegates.

The Miami Beach Convention Center has been home to the destination's premier cultural tourism event from its inception – Art Basel Miami Beach. Historically each December, more than 250 leading galleries from North America, Europe, Asia and Africa show significant works by the masters of modern and contemporary art, as well as the new generations of emerging stars. Paintings, sculptures, installations, photographs, films and limited edition works of the highest quality are exhibited throughout the hall. In addition, lectures, discussions and meetings are held in the various meeting rooms – all historically drawing more than 80,000 visitors every year. While not occurring in 2020, this important gathering will return in 2021.

### GOALS

- Attract arts industry conferences to the destination through recruitment and collaboration with local partners and the MBCC sales team.
- Build awareness and support of the internationally renowned public art installations at the MBCC.
- Promote Miami Beach's arts and culture offerings as a focal point for convening.
- Strengthen local partnerships with Art Basel Miami Beach to ensure long-standing commitments with the MBCC.

## LGBTQ MARKETING

The GMCVB's LGBTQ Marketing Division will continue to showcase Greater Miami as a favored LGBTQ destination to visit and convene. It provides potential customers with information and resources with the purpose of highlighting the destination's ability to effectively host conferences and groups. The division will continue reaching out to the local LGBTQ community for ideas and will incorporate results-oriented programs that will expand the division's reach.

### GOAL

Work with the GMCVB's Meetings & Convention Sales & Services Department to attract LGBTQ-centric meetings and conventions such as the National Association of LGBTQ Journalists and the National LGBT Chamber of Commerce.

## MULTICULTURAL TOURISM & DEVELOPMENT

The GMCVB's Multicultural Tourism & Development Department will continue creating platforms to celebrate the diversity of Miami from a multicultural perspective. The word multicultural is defined as the mix of diverse ethnicities and cultures within our society; showcasing the places, food, history and activities that represent the stories of the people in the present day and their diaspora. The purpose of these efforts is to increase the visibility of Miami's multicultural neighborhoods and entice potential consumers to select Miami as a favored destination to visit and convene.

### GOAL

Help secure multicultural conventions of all sizes, including small groups and leisure travel, and help to identify diverse tourism offerings in the community for meeting planners and delegates to patronize.

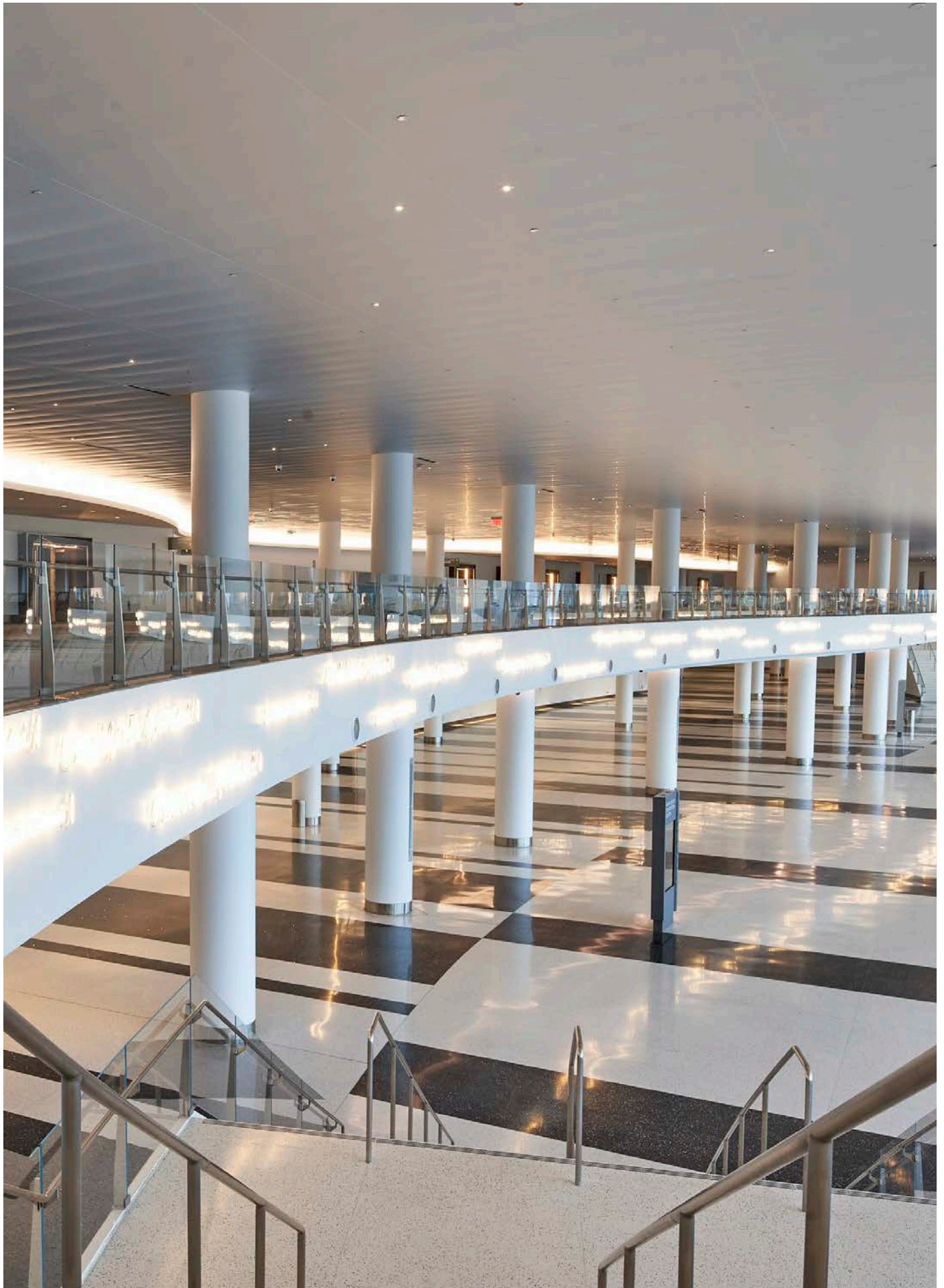
### STRATEGY

Collaborate with the GMCVB's Meetings & Convention Sales & Services Department on sales-related initiatives.

### TACTICS

- Work with the Convention Sales team to help identify and close business by promoting multicultural options to groups, offering staff support and providing additional convention incentives where needed.
- Attend industry shows and joint sales calls with the Convention Sales team when applicable.





- Conduct local awareness programs in collaboration with the Convention Sales team for multicultural, diversity and/or civic and service organizations located in Miami.
- Continue the Lunch & Learn awareness/education series, which is geared toward making community meeting influencers and stakeholders become Miami Magnets.
- Participate in or coordinate a Multicultural Convention Market FAM during a key event or multicultural program taking place in Miami.

## **PARTNERSHIP & BUSINESS DEVELOPMENT**

The Partnership & Business Development Division will continue to expand GMCVB marketing platform opportunities during the 2020/21 fiscal year, allowing for further creative expansion of private revenue opportunities using GMCVB collateral, digital platforms and communications tools to create customized partner and sponsor packages – all while raising awareness of the GMCVB and the Greater Miami and the Beaches brand.

### **GOAL**

Establish and continue to increase a core base of GMCVB members/partners to provide visitors and convention attendees with a broad range of services and marketing tools. The GMCVB shares with its member institutions and the community, in general, the benefit and/or negative impact of the delivery of customer service and service employee attitude. To that end, the GMCVB will continue to engage with other partners as well as GMCVB staff to positively promote and support the continued commitment to excellence in customer service by expanding participation the Miami Begins with Me program.

### **STRATEGY 1**

Continue to increase the visibility of the Medical Tourism & Wellness Program while attracting more medical meetings. Create more value for and participation from existing Medical & Wellness partners. Increase the number of partners while highlighting the MBCC as an ideal location to host medical meetings and conferences.

### **TACTICS**

- Have a presence at domestic medical trade shows as well as at regional health and medical related events.
- Continue to integrate medical, health and wellness tourism partner editorial content into relevant GMCVB website articles.
- Continue to survey relevant hotel partners to provide their medical tourism amenities that can then be promoted through the medical tourism website and brochure.
- Work closely with the GMCVB's Convention Sales team to promote the medical and healthcare meeting message as part of the MBCC offerings.

### **STRATEGY 2**

Promote hosting social and business events at the MBCC to GMCVB partners, including hotel partners, in order to help create strong local relationships, further growing meeting and event business at the MBCC.

### **TACTICS**

- Continue to share regular updates on the MBCC, along with sales tools resources, with partners through partner newsletters, virtual workshops, networking events and at key GMCVB events.
- Hosted the GMCVB's 2020 Annual Meeting at the MBCC to signal that Greater Miami and the Beaches is open for safe, effective meetings.
- Host the GMCVB Miami Wedding Showcase at the MBCC.
- Highlight the MBCC in the Miami Begins with Me (MBWM) Customer Service Training program, including the economic impact of key events and conferences, and its important role in ensuring continued tourism and meetings growth.







### STRATEGY 3

Enhance MBCC staff training opportunities to ensure positive overall customer service experiences.

#### TACTICS

- Continue to work closely with the GMCVB's Executive Team to provide MBWM training to all staff and in-house partners.
  - Provide LGBTQ sensitivity training to all staff and in-house partners.
  - Work with the MBCC team to create a permanent information kiosk with maps, destination guides and QR codes linking to visitor information resources.
- .....

### SPORTS & ENTERTAINMENT TOURISM

The mission of the GMCVB's Sports & Entertainment Tourism Division is to attract, promote and retain sporting events, conferences, conventions and film and television productions for Miami-Dade County. As the premier destination for sporting events and leisure and entertainment, the team's goal is to foster growth and economic development for the local community through increased visitor stays and a more frequent visitor return rate. Additionally, promoting motion picture and television production in Miami-Dade County will further stimulate tourism by highlighting the community as a vibrant, seductive destination.

#### GOALS

- Attract new annual sporting events and conferences that can use the MBCC for offsite events (i.e. 2026 FIFA™ World Cup).
  - Work with the GMCVB's Convention Sales team to attract an increasing number of sports-related conferences and conventions.
  - Join forces with Convention Sales to identify and target selected entertainment industry conferences and conventions to bring these events to the destination.
  - Collaborate with local film offices to educate the film/entertainment industry about local film incentives available for qualifying projects.
  - In collaboration with FilMiami, urge production companies to use the MBCC as a potential sound stage/film location.
- .....

### TRAVEL TRADE & INDUSTRY RELATIONSHIPS

The GMCVB's Travel Industry Sales Division provides travel industry professionals with easy access to the resources they need for planning, marketing and selling the destination. The division oversees all targeted sales efforts to key domestic and international travel industry professionals, including tour operators, travel advisors, cruise specialists, online travel agencies (OTAs) and international inbound operators to reach the traveling consumer. The team is responsible for developing sales missions, attending consumer and travel trade shows, and organizing familiarization tours to connect key clients with GMCVB stakeholders to foster business relationships.

#### GOAL

Contribute to the success of the Miami Beach Convention Center by bringing leads from the travel industry.

#### STRATEGY

Build relationships with business and corporate travel buyers to support the GMCVB's meetings and conventions group strategy with an emphasis on the MBCC.

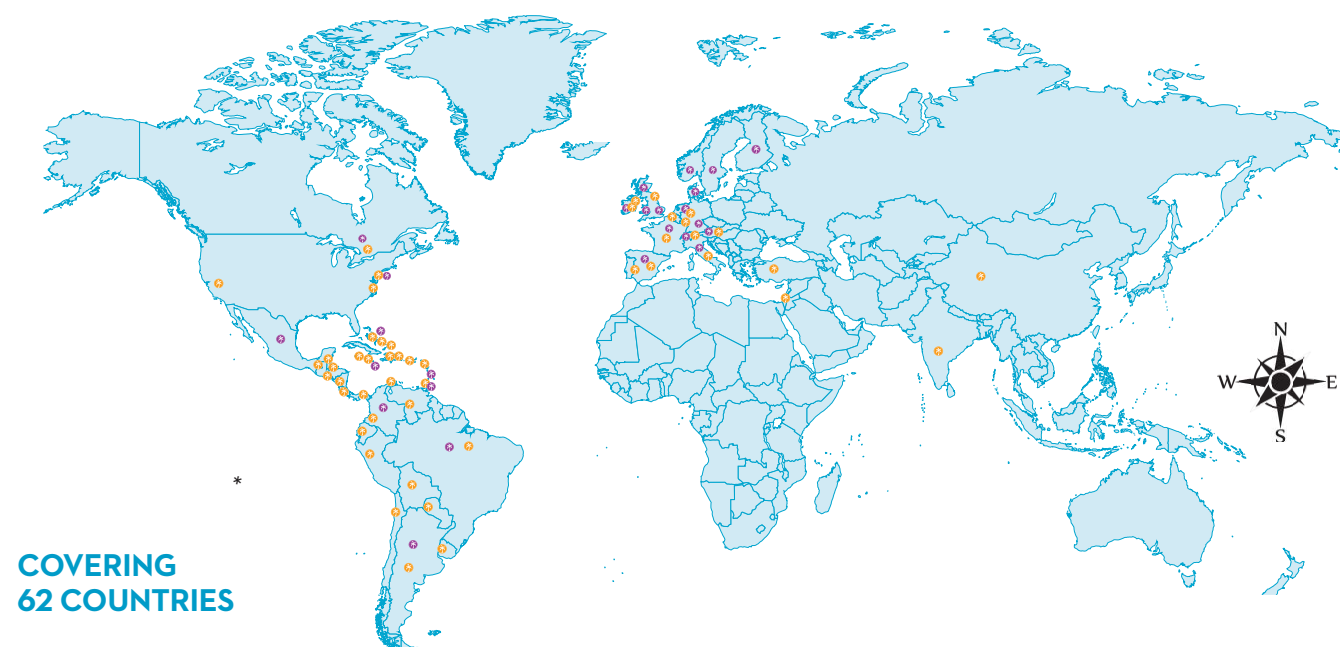
#### TACTICS

- Attend the GBTA (Global Business Travel Association) trade show to further build relationships with business and corporate travel buyers, with the aim of generating group leads, enhancing destination knowledge and supporting hotel partners.

- Develop and host corporate travel FAM opportunities in partnership with American Airlines throughout the year. These FAM opportunities will allow the GMCVB to build relationships with key corporate travel buyers and foster future business relationships.
- Attract new cruise industry meeting events to the MBCC such as Cruise360, Cruise World and others, to help support cruise market growth in Greater Miami and the Beaches.
- Continue to target high-end international priority sectors, i.e. medical, tech, corporate, finance, media/entertainment.
- Further identify major incentive houses in respective markets for leads and MBCC product updates.
- Continue to educate/brief GSOs of major hotel brands.

## GLOBAL REPRESENTATION NETWORK

### SALES: GLOBALIZING OUR EFFORTS



#### TRAVEL TRADE REPRESENTATION 62 COUNTRIES

- |                  |                      |                            |   |
|------------------|----------------------|----------------------------|---|
| • Antigua        | • Denmark            | • Mexico                   | • Trinidad & Tobago   |
| • Argentina      | • Dominica           | • The Netherlands          | • Turkey  |
| • Aruba          | • Dominican Republic | • Nicaragua                | • Turks & Caicos  |
| • Austria        | • Ecuador            | • Norway                   | • United Arab Emirates  |
| • Bahamas        | • El Salvador        | • Paraguay                 | • United Kingdom (England, Wales, Northern Ireland, Scotland) |
| • Barbados       | • Finland            | • Panama                   | • Uruguay   |
| • Belgium        | • France             | • Peru                     | • USA   |
| • Belize         | • Germany            | • Portugal                 | » New York  |
| • Bolivia        | • Grenada            | • Puerto Rico              | » San Francisco   |
| • Bonaire        | • Guatemala          | • Qatar                    | » Washington, DC  |
| • Brazil         | • Haiti              | • Saint Kitts              | • U.S. Virgin Islands   |
| • Canada         | • Honduras           | • Saint Lucia              | • Venezuela   |
| • Cayman Islands | • India              | • Saudi Arabia             |   |
| • Chile          | • Ireland            | • Sint Maarten/ St. Martin |   |
| • China          | • Israel             | • Spain                    |   |
| • Colombia       | • Italy              | • Sweden                   |   |
| • Costa Rica     | • Jamaica            | • Switzerland              |   |
| • Curaçao        | • Luxembourg         |                            |   |

#### PUBLIC RELATIONS 25 COUNTRIES

- |             |   |
|-------------|---|
| • Argentina | • Jamaica   |
| • Austria   | • Mexico  |
| • Bahamas   | • Norway  |
| • Barbados  | • Scotland  |
| • Belgium   | • Spain   |
| • Brazil    | • Sweden  |
| • Canada    | • Switzerland   |
| • Colombia  | • Trinidad & Tobago   |
| • Denmark   | • United States   |
| • England   | • United Kingdom (England, Wales, Northern Ireland, Scotland) |
| • Finland   |   |
| • France    |   |
| • Germany   |   |
| • Ireland   |   |
| • Italy     |   |

\*The GMCVB continues to monitor international travel restrictions and when certain market conditions are met, it will reinstate representation services throughout the Global Representation Network.



# GMCVB 2020/2021 PROGRAM OF WORK AT A GLANCE

TRAVEL INDUSTRY SALES	PHONE: (305) 539-3091   EMAIL: <a href="mailto:TravelTrade@GMCVB.com">TravelTrade@GMCVB.com</a>	OCTOBER 2020 Miami Shines & Miami Eats	NOVEMBER 2020 Miami Shines & Miami Eats	DECEMBER 2020 Miami Arts, Culture & Heritage Months	JANUARY 2021 Miami Arts, Culture & Heritage Months	FEBRUARY 2021 Miami Health & Wellness Months	MARCH 2021 Miami Health & Wellness Months
		Sales Calls by In-market representatives <b>MBCC</b> GMCVB/AA Update for Caribbean Advisors (1)	Sales Calls by In-market representatives <b>MBCC</b> GTM (1-2) World Travel Market; London, England (9-11)	Sales Calls by In-market representatives <b>MBCC</b> CLIA Cruise Port and Destination Showcase (9)	Sales Calls by In-market representatives <b>MBCC</b>	Sales Calls by In-market representatives <b>MBCC</b> Inteletravel Quest; Virtual Conference	Sales Calls by In-market representatives <b>MBCC</b> Travel & Adventure Show; Los Angeles, CA (6-7)
		AAA Auto Club Webinar (20)	Outlander Travel Meeting; Miami Beach, FL (9)	Oasis Travel Network Virtual Tradeshow (1)		Connect Travel Marketplace; Kissimmee, FL TBD	Travel & Adventure Show; Washington, DC (13-14)
		GMCVB/Royal Caribbean Update (22)	Cruise World; (11-13)	Familiarization Tours: U.S. (20)			Tour Connection; Los Angeles, CA (19-21)
		Brand USA Global Marketplace Travel Week Europe (26-29)	Familiarization Tours: U.S. (21-23)	Familiarization Tours: U.S. (1-4)			Travel & Adventure Show; San Francisco, CA (27-28)
		Global Travel Marketplace: Virtual (29-31)	Webinars: U.S., Brazil	Webinars: U.S., Brazil			Active American China, CA: TBD
		GTM (30-31)	Familiarization Tours: U.S. (11/30-4)				AAA Pittsburgh Travel Showcase, Pittsburgh, PA (26-28)
		Webinars: Colombia, Chile, U.S.					
		Familiarization Tours: U.S. (21-23)					
		Familiarization Tours: Dominican Republic (22-24)					
		Familiarization Tours: U.S. (26-28)					

**MBH** – Miami Boutique Hotels Integration **Partner Participation** **Brochure Distribution** **MBCC** – Miami Beach Convention Center Showcase



**Note:** Document updated biweekly. Latest version available at [GMCVBTools.com](http://GMCVBTools.com)

APRIL 2021 Miami Attraction & Museum Months	MAY 2021 Miami Attraction & Museum Months	JUNE 2021 Miami Hotel Months	JULY 2021 Miami Hotel & Miami Spa Months	AUGUST 2021 Miami Hotel, Miami Spa & Miami Spice Months	SEPTEMBER 2021 Miami Hotel & Miami Spice Months	TRAVEL INDUSTRY SALES
<p>Sales Calls by in-market representatives MBCC WTM Latin America; Sao Paulo, Brazil (6-8) → 📖</p> <p>RTO Summit East; New York, NY (7-8) → 📖</p> <p>Travel &amp; Adventure Show; Dallas, TX (10-11) → 📖</p> <p>Travel &amp; Adventure Show; Philadelphia, PA (17-18) → 📖</p> <p>Travel Agent Forum; Las Vegas, NV (18-21) → 📖</p> <p>Travel &amp; Adventure Show; Atlanta, GA (24-25)</p> <p>Northeast Sales Mission; New York &amp; Philadelphia: TBD</p>	<p>Sales Calls by in-market representatives MBCC 2020 TPOC Conference; Miami, FL (13-15) → 📖</p> <p>Travel Leaders EDGE; Orlando, FL (23-26) → 📖</p> <p>Colombia Sales Mission; Bogota, Medellin &amp; Cali, Colombia TBD</p>	<p>Sales Calls by in-market representatives MBCC LE Miami; Miami Beach, FL (14-17) → 📖</p>	<p>Sales Calls by in-market representatives MBCC GBTA; Orlando, FL (18-21) 📖</p> <p>Cruise 360; Ft. Lauderdale, FL (27-31) → 📖</p>	<p>Sales Calls by in-market representatives MBCC ASTA Global; Chicago, IL (23-26) 📖</p>	<p>Sales Calls by in-market representatives MBCC IPW; Las Vegas, NV (18-22) → 📖</p> <p>Brazil Sales Mission; Sao Paulo/Rio (27-30) → 📖</p>	

COMMUNICATIONS, PR & SOCIAL MEDIA		ARTS & CULTURE TOURISM			
PHONE: (305) 539-3084   EMAIL: Media@GMCVB.com		PHONE: (305) 539-3083   EMAIL: CulturalTourism@GMCVB.com			
OCTOBER 2020 Miami Shines & Miami Eats	NOVEMBER 2020 Miami Shines & Miami Eats	DECEMBER 2020 Miami Arts, Culture & Heritage Months	JANUARY 2021 Miami Arts, Culture & Heritage Months	FEBRUARY 2021 Miami Health & Wellness Months	MARCH 2021 Miami Health & Wellness Months
October Media Newsletter Miami Temptations Extension Press Release What's New Press Release Fall Society of American Travel Writers (SATW) AGM & VIRTUAL Conference (14-17) GMCVB Annual Meeting Media Interviews (21)	November Media Newsletter Miami Temptations Press Release (TBD) Miami Book Fair Social Media Support (15-22) Art Week Domestic Media Visits (Nov 27-Dec 7)	December Media Newsletter Miami Arts Culture & Heritage Months Press Release (1-31) Art Week Domestic Media Visits (Nov 27-Dec 7) IAEE (International Association of Exhibitions & Events) (TBD)	January Media Newsletter What's New in Greater Miami and the Beaches Release Winter PCMA Convening Leaders; San Francisco, CA (TBD) TravMedia IMM Media Marketplace; New York, NY (TBD) National Plan for a Vacation Day (26)	February Media Newsletter Miami Health & Wellness Months Press Release (1-28) Vitrina Turística - ANATO 2018; Bogotá, Colombia (24-26) Gay 8 Individual Media Visits (TBD)	March Media Newsletter What's New Press Release Spring MFF Media Visits (TBD) Jazz in the Gardens Media Visits (TBD) ITB Berlin (9-12) Ultra Music Festival Media Visits (26-28)
Miami Film Festival GEMS 2019; Miami, FL (8-11) National Trust for Historic Preservation Conference; Virtual (28-30)	Miami Book Fair; Miami, FL (15-22) South Florida Concierge Association Nov Meeting; Miami, FL (24) Give Miami Day (19)	Miami Arts, Culture & Heritage Months (1-31) Miami Art Week; Miami, FL (11/29-6) National Arts Marketing Project Annual Conference; Miami, FL (7-8) Wynwood Walls Opening Night (TBD) Art Basel Miami Beach; Miami Beach, FL (2-6)  **9/2 canceled No Vacancy Public Art Project; Miami Beach, FL (1-13)	Miami Arts, Culture & Heritage Months (1-31) Art Deco Weekend; Miami Beach, FL (15-17) Illuminate Coral Gables; Coral Gables, FL (1/15-2/15) Arts Marketing Now: What's Working; Miami, FL Virtual (26) Florida Arts & Culture Day; Tallahassee, FL (TBD)	Illuminate Coral Gables; Coral Gables, FL (1/15-2/15) Art Wynwood; Miami, FL (11-15) GroundUp Music Festival; Miami, FL (12-14) Coconut Grove Arts Festival; Miami, FL (postponed to 2022) Fundraising in the New Landscape; Miami, FL Virtual (23)	Miami Film Festival; Miami, FL (5-14) Jazz in the Gardens Festival; Miami Gardens, FL (13-14) Impactful Virtual Arts Events; Miami, FL Virtual (23) Art Basel Hong Kong; Hong Kong, China (25-27) National Arts Action Summit; Washington, DC (TBD) WTM Latin America; Sao Paulo, Brazil (TBD)

**MBH** – Miami Boutique Hotels Integration








Partner Participation



Brochure Distribution

**MBCC** – Miami Beach Convention Center Showcase

APRIL 2021 Miami Attraction & Museum Months	MAY 2021 Miami Attraction & Museum Months	JUNE 2021 Miami Hotel Months	JULY 2021 Miami Hotel & Miami Spa Months	AUGUST 2021 Miami Hotel, Miami Spa & Miami Spice Months	SEPTEMBER 2021 Miami Hotel & Miami Spice Months	COMMUNICATIONS, PR & SOCIAL MEDIA
April Media Newsletter Temptations Press Release (TBD) NY Media Reception; New York, NY (TBD) Canada Media Reception & Mission; Toronto (TBD) World Travel Market (WTM) Brazil (6-8) Global Meetings Industry Day Media Outreach (TBD)  LGBTQ Group Press Tour, International Media (TBD) Argentina Media Roadshow (TBD) eMerge Americas Press Sponsorship; Miami, FL (26-27) <b>MBCC</b> Influencer Campaign (TBD)	May Media Newsletter Media Interviews Miami Fashion Week Influencer Campaign & Media Visits (TBD) National Tourism Month activities Pan European Group Press Tour (TBD) South Beach Food & Wine Festival Media Visits (20-23) 	June Media Newsletter What's New in Greater Miami and the Beaches Release Summer Miami Hotels Months Press Release (1-30) Travel Media Association of Canada (TMAC) AGM & Conference (TBD) Unconventional Meetings MICE Domestic Group Press Tour (TBD) <b>MBCC</b> American Black Film Festival (ABFF) Press Visits; Miami, FL (TBD)	July Media Newsletter Miami Spa Months Press Release (1-31) Bling on a Budget Group Press Tour International Media (TBD) Domestic Summer Campaign (TBD)	August Media Newsletter Miami Spice Months Press Release (1-30) Family Reunion Month Media Pitches LATAM Group Press Tour (TBD) Cruise Capital of the World Campaign (TBD) ASAE Annual Meeting & Expo; Dallas, TX (14-17)	September Media Newsletter USTA IPW 2021; Las Vegas, NV (18-22) U.S. Hispanic Press Tour (TBD)	
Miami Attraction & Museum Months (1-30) Energize Your Message: Media & Outreach; Miami, FL Virtual (27)  Arsht Center Gala; Miami, FL (TBD) Breakfast with the Arts & Hospitality; Miami, FL (TBD) Miami Emerging Arts Leaders; Miami, FL (TBD)	Miami Attraction & Museum Months (1-30) Diversifying Your Audience; Miami, FL Virtual (25)  Frieze New York; New York City, NY (TBD) OutShine Film Festival; Miami, FL (4/22-5/2)	OutShine Film Festival; Miami, FL (4/22-5/2) Art Basel; Basel, Switzerland (17-20) Arts & Business Council Changemaker Chats; Miami, FL Virtual (29)  Americans for the Arts Annual Convention; Washington, DC (TBD) Miami Beach Chamber Annual Gala; Miami Beach, FL (TBD) Greater Miami Festivals & Events Association Conference; Miami, FL (TBD) Florida Attractions Annual Conference (TBD)	Destinations International Annual Convention; Chicago (TBD) Florida Trust for Historic Preservation Conference; New Port Richey, FL (21-24)	Florida Festivals & Events Association Conference; (TBD)	ArtsLaunch2021 @ Arsht Center; Miami, FL (11) IPW; Las Vegas, NV (18-22)	ARTS & CULTURE TOURISM

 COVID-19	 Virtual Conference	 Social Media	* Does not include significant amount of yet to be scheduled activities.
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**Note:** Document updated biweekly. Latest version available at [GMCVBTools.com](http://GMCVBTools.com)



LGBTQ MARKETING	PHONE: (305) 503-3245   EMAIL: LGBTQ@GMCVB.com	OCTOBER 2020 Miami Shines & Miami Eats	NOVEMBER 2020 Miami Shines & Miami Eats	DECEMBER 2020 Miami Arts, Culture & Heritage Months	JANUARY 2021 Miami Arts, Culture & Heritage Months	FEBRUARY 2021 Miami Health & Wellness Months	MARCH 2021 Miami Health & Wellness Months
		Celebrate Orgullo Festival 10th Annual Hispanic LGBT Pride Festival; Miami, FL (1-15) National LGBTQ Task Force Virtual Gala; Miami Beach, FL (3) Discovery Channel ERG; Miami, FL (28)	WeTrade 2020; Bogota, Colombia (12-13) Community Marketing Insights (CMI) 13th Annual LGBTQ Tourism Advertising Virtual Symposium (16-20) Brazilian LGBT Tourism Virtual Forum; São Paulo, Brazil (23-27) GMCVB LGBTQ Tourism Advisory Committee Meeting; Miami, FL (TBD)	Miami Arts, Culture & Heritage Months (Dec+Jan) GeoSure Travel Safety Webinar; Zoom (8) Miami Beach Pride Queer-A-Thon; Miami Beach, FL (19)	Miami Arts, Culture & Heritage Months (Dec+Jan) TransArt; Miami, FL (22-24)	4Ward Americas Symposium; Miami Beach, FL (TBD) Gay 8 Festival; Miami, FL (TBD) Wigwood; Miami, FL (TBD) GMCVB LGBTQ Tourism Advisory Committee Meeting; Miami, FL (TBD)	Winter Party and Festival; Miami, FL (TBD)
MULTICULTURAL TOURISM & DEVELOPMENT	PHONE: (305) 539-3123   EMAIL: MulticulturalTourism@GMCVB.com	Hispanic Heritage Presentation – Mofongo Cooking Class (1) Calle Ocho Live (4) Miami Carnival (8-11) Black Travel Summit (17-18) Tourism Business Enhancement Program begins in collaboration with the Miami Bayside Foundation Fall Program (10/20-11/18) AUDACITY Fest (24) MTDD Committee Meeting (27)	Tourism Business Enhancement Program begins in collaboration with the Miami Bayside Foundation Fall Program (10/20-11/18) AFRIKIN Broadcast (1) ANA Multicultural Marketing & Diversity Conference (11-18) Black Enterprise (12-13) Small Business Training Graduation (18) National Coalition of Black Meeting Planners (NCBMP) (18-20) Art of Black Miami Kick Off Event (30)	Art of Black & Miami Art Week (1-6) Miccosukee Indian Arts & Crafts Festival (12/26-1/1) Temptations: Miami Arts, Culture & Heritage Month Collaboration - Activations & Programming (TBD) Martin Luther King Jr. Scholarship Breakfast (TBD) Convention Sales and MTDD Collaboration (TBD) MTDD Committee Meeting (TBD)	Temptations: Miami Arts, Culture & Heritage Month Collaboration - Activations & Programming (TBD) Martin Luther King Jr. Scholarship Breakfast (TBD) Convention Sales and MTDD Collaboration (TBD) MTDD Committee Meeting (TBD)	Lyric Live All Stars (TBD) Coconut Grove Arts Festival (postponed to 2022) Annual Chinese New Year Festival, Miami Dade College, Kendall Campus; Miami, FL (TBD) Black History Month Heritage Community Tour (TBD)	Asian Cultural Festival, Fruit and Spice Park; Homestead, FL (TBD) Multicultural FAM in Collaboration with Convention Sales (TBD) Jazz in the Gardens Music Festival; Miami Gardens, FL (13-14) Annual Calle Ocho Latin Music Festival (TBD) Tourism Business Development Program begins in collaboration with the Miami Bayside Foundation Spring Program (TBD)

**MBH** – Miami Boutique Hotels Integration

**Partner Participation**

**Brochure Distribution**

**MBCC** – Miami Beach Convention Center Showcase

APRIL 2021 Miami Attraction & Museum Months	MAY 2021 Miami Attraction & Museum Months	JUNE 2021 Miami Hotel Months	JULY 2021 Miami Hotel & Miami Spa Months	AUGUST 2021 Miami Hotel, Miami Spa & Miami Spice Months	SEPTEMBER 2021 Miami Hotel & Miami Spice Months	LGBTQ MARKETING
OUTshine Film Festival; Miami, FL (4/22-5/2) Miami Beach Pride Festival & Expo; Miami Beach, FL (TBD) LGBTQ Cross-Market Press Trip; Miami, FL (TBD) Fling Women's Weekend; Miami Beach, FL (TBD)	OUTshine Film Festival; Miami, FL (4/22-5/2) SweetHeat Miami; Miami Beach, FL (12-17) Sizzle South Beach; Miami, FL (28-31) Out In The Tropics Festival; Miami, FL (TBD) GMCVB LGBTQ Tourism Advisory Committee Meeting; Miami, FL (TBD)	Wynwood Pride; Miami, FL (TBD) St. Pete Pride; FL (TBD)	GMCVB Partner Marketing Workshop (TBD)	GNetwork360 (Latin American Conference on LGBT Marketing); Buenos Aires, Argentina (3-6) NGLCC (National LGBTQ Chamber of Commerce) International Business Leadership Conference; Fort Lauderdale, FL (11-13) GMCVB LGBTQ Tourism Advisory Committee Meeting; Miami, FL (TBD)	WomenFest Key West; Key West, FL (1-5) IGLTA (International LGBTQ Travel Association) Annual Global Convention; Atlanta, GA (8-11)	
TPOC - Travel Professionals of Color (TBD) Business Continuity Webinar (TBD) Convention Sales and MTDD Collaboration (TBD) Small Business Training Graduation (TBD) MTDD Committee Meeting (TBD)	H.O.T. Challenge Golf Tournament Fundraiser (TBD) Taste of Haiti (TBD) National Academy Foundations, Academy of Hospitality & Tourism Student Conference (TBD) Sounds of Little Haiti, Haitian Heritage Month Celebration (TBD) Haitian Compas Festival - Haitian Flag Day Festival (15) Travel Industry Sales Mission (Jamaica) and MTDD Collaboration (TBD) Temptations: Attractions & Museums - Activations & Programming (TBD) Haitian Heritage Month Activations (TBD) TBE Webinar (TBD) Best of the Best Music Fest (30)	Pillars Award Scholarship Luncheon, Office of the Chair Miami-Dade Black Affairs Advisory Board (TBD) Americans for the Arts Annual Convention (TBD) Taste of the Caribbean/Caribbean 305 coordinated by the Caribbean Hotel & Tourism Association (TBD) Art of Black Miami Creative Conversation Art Talk (TBD)	Art of Black Miami Webinar (TBD) Destination International Convention (TBD) International Multicultural Summit (23-25) TBE Professional Workshop (TBD) Historic Overtown Music and Arts Festival (TBD) Tourism Business Enhancement Program in collaboration with Miami Bayside Foundation Summer Program (TBD) MTDD Committee Meeting (TBD)	Association of African American Museums Conference (TBD) Small Business Training Graduation (TBD) TBE Arts Entrepreneurship Online Workshop (TBD) Temptations: Miami Spice - Activations & Programming (TBD) Lunch & Learn, Convention Sales and MTDD Collaboration (TBD) Small Business Training Graduation (TBD) National Association of Black Hotel Owners, Operators & Developers (NABHOOD) (19-21)	Arts Launch (TBD) Urban Film Festival (TBD) Congressional Black Caucus (TBD) 25th Brazilian Film Festival of Miami (TBD) Africando Trade & Investment Conference (TBD) TBE Grant Writing Workshop (TBD) ICABA Global Hall of Fame Weekend (TBD) Miccosukee Tribe of Indians of Florida celebrates American Indian Day (TBD) Hispanic Heritage Cafecito & Conversations (TBD) Temptations: Miami Spice - Activations & Programming (TBD)	MULTICULTURAL TOURISM & DEVELOPMENT

BUSINESS DEVELOPMENT & PARTNERSHIP		BUSINESS DEVELOPMENT & PARTNERSHIP									
		PHONE: (305) 539-3076   EMAIL: Partnership@GMCVB.com									
OCTOBER 2020 Miami Shines & Miami Eats		NOVEMBER 2020 Miami Shines & Miami Eats		DECEMBER 2020 Miami Arts, Culture & Heritage Months		JANUARY 2021 Miami Arts, Culture & Heritage Months		FEBRUARY 2021 Miami Health & Wellness Months		MARCH 2021 Miami Health & Wellness Months	
Coffee & Conversation (Virtual) Featuring Miami DDA and Nativio (7) GMCVB Annual Meeting, Miami Beach Convention Center; Miami Beach, FL (21) Coffee & Conversation (Virtual) Featuring W South Beach Hotel (28)		Coffee & Conversation (Virtual) Featuring Miami Book Fair (4) Coffee & Conversation (Virtual) Featuring Miami Arts, Heritage & Culture Months Highlights (18)		Coffee & Conversation (Virtual) Featuring Coconut Grove Updates & Highlights (2) Coffee & Conversation (Virtual) Featuring Holiday Events Highlights (9) Coffee & Conversation (Virtual) TBD (16)		New Partner Virtual Orientation, Miami, FL (13) Coffee & Conversation (Virtual) Featuring Super Blue & New Miami Museum Highlights (20) Coffee & Conversation (Virtual) Featuring TBD (27)		Coffee & Conversation (Virtual) Featuring Health & Wellness Highlights (3) Coffee & Conversation (Virtual) Featuring TBD (10) Coffee & Conversation (Virtual) Featuring TBD (24)		Coffee & Conversation (Virtual or in person) Featuring TBD (3) Coffee & Conversation (Virtual or in person) Featuring TBD (10) Coffee & Conversation (Virtual or in person) Featuring TBD (31)	
RESEARCH & STRATEGIC PLANNING		RESEARCH & STRATEGIC PLANNING									
		PHONE: (305) 539-3065   EMAIL: Research@GMCVB.com									
Visitor Surveys: Ft. Lauderdale Airport Miami International Airport Aventura/Bal Harbour/Sunny Isles Cape Florida State Park Coco Walk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco PortMiami Robert Is Here Seaquarium Zoo Miami FL Resident (online)		Visitor Surveys: Ft. Lauderdale Airport Miami International Airport Aventura/Bal Harbour/Sunny Isles Cape Florida State Park Coco Walk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco Robert Is Here Seaquarium Zoo Miami FL Resident (online) Hotel Research: Thanksgiving Hotel Occupancy Survey		Visitor Surveys: Ft. Lauderdale Airport Miami International Airport Aventura/Bal Harbour/Sunny Isles Cape Florida State Park Coco Walk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco PortMiami Robert Is Here Seaquarium Zoo Miami FL Resident (online) Hotel Research: Christmas/New Year's Hotel Occupancy Survey New Year's/Bowl Hotel Occupancy Survey Field Research: Art of Black Miami (1-8)		Visitor Surveys: Ft. Lauderdale Airport Miami International Airport Aventura/Bal Harbour/Sunny Isles Cape Florida State Park Coco Walk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco Robert Is Here Seaquarium Zoo Miami FL Resident (online) Field Research: Miami Marathon (TBD) Art Deco Weekend Miami Beach (TBD)		Visitor Surveys: Ft. Lauderdale Airport Miami International Airport Aventura/Bal Harbour/Sunny Isles Cape Florida State Park Coco Walk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco Robert Is Here Seaquarium Zoo Miami FL Resident (online) Hotel Research: Presidents Day Weekend Hotel Occupancy Survey Field Research: Gay Ocho (TBD)		Visitor Surveys: Ft. Lauderdale Airport Miami International Airport Aventura/Bal Harbour/Sunny Isles Cape Florida State Park Coco Walk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco Robert Is Here Seaquarium Zoo Miami FL Resident (online) Hotel Research: Ultra Hotel Occupancy Survey Field Research: Winter Party Festival (TBD) Carnaval on the Mile (TBD) Jazz in the Gardens (TBD) Calle Ocho (TBD)	



APRIL 2021 Miami Attraction & Museum Months	MAY 2021 Miami Attraction & Museum Months	JUNE 2021 Miami Hotel Months	JULY 2021 Miami Hotel & Miami Spa Months	AUGUST 2021 Miami Hotel, Miami Spa & Miami Spice Months	SEPTEMBER 2021 Miami Hotel & Miami Spice Months	BUSINESS DEVELOPMENT & PARTNERSHIP
New Partner Orientation; (Virtual or in person) (7) Coffee & Conversation (Virtual or in person) Featuring TBD (14) Coffee & Conversation (Virtual or in person) Featuring TBD (21) Miami Begins with Me Training, GMCVB Office TBD (28)	State of the Industry (5) TBD Coffee & Conversation (Virtual or in person) Featuring TBD (12) Coffee & Conversation (Virtual or in person) Featuring TBD (19) Miami Begins with Me Training, GMCVB Office TBD (27)	Coffee & Conversation (Virtual or in person) Featuring TBD (2) Coffee & Conversation (Virtual or in person) Featuring TBD (9) Coffee & Conversation (Virtual or in person) Featuring TBD (16) Annual Marketing Workshop, (23) TBA Partnership Miami Begins with Me Training, GMCVB Office TBD (30)	New Partner Orientation; (Virtual or in person) (7) Coffee & Conversation (Virtual or in person) Featuring TBD (14) Coffee & Conversation - Partner Promotional Product Expo (Virtual or in person) (22) Miami Begins with Me Training, GMCVB Office TBD (29)	Coffee & Conversation (Virtual or in person) (Featuring TBD (4)) Coffee & Conversation (Virtual or in person) Featuring TBD (11) Annual Partner Expo (TBD in person) Miami Begins with Me Training, GMCVB Office TBD (25)	Coffee & Conversation (Virtual or in person) (Featuring TBD (4)) Coffee & Conversation (Virtual or in person) Featuring TBD (11) White Glove Concierge Awards Luncheon; (TBA) Miami Begins with Me Training, GMCVB Office TBD (25)	
Visitor Surveys: Ft. Lauderdale Airport Miami Intl Airport Aventura/Bal Harbour/Sunny Isles Cape FL State Park Coco Walk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco Robert Is Here Seaquarium Zoo Miami FL Resident (online) Hotel Research: Easter Hotel Occupancy Survey Field Research: Miami Beach Gay Pride Festival Parade (TBD) South Beach Triathlon (TBD) Miami International Agriculture Horse & Cattle Show (TBD) eMerge Conference (26-27)	Visitor Surveys: Ft. Lauderdale Airport Miami Intl Airport Aventura/Bal Harbour/Sunny Isles Cape FL State Park Coco Walk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco Robert Is Here Seaquarium Zoo Miami FL Resident (online) Hotel Research: Memorial Day Weekend Hotel Occupancy Survey	Visitor Surveys: Ft. Lauderdale Airport Miami Intl Airport Aventura/Bal Harbour/Sunny Isles Cape FL State Park Coco Walk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco Robert Is Here Seaquarium Zoo Miami FL Resident (online) Hotel Research: Fourth of July Hotel Occupancy Survey Field Research: American Black Film Festival (TBD) GMCVB Marketing Workshop (TBD)	Visitor Surveys: Ft. Lauderdale Airport Miami Intl Airport Aventura/Bal Harbour/Sunny Isles Cape FL State Park Coco Walk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco Robert Is Here Seaquarium Zoo Miami FL Resident (online) Hotel Research: Labor Day Hotel Occupancy Survey	Visitor Surveys: Ft. Lauderdale Airport Miami Intl Airport Aventura/Bal Harbour/Sunny Isles Cape FL State Park Coco Walk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco Robert Is Here Seaquarium Zoo Miami FL Resident (online) Hotel Research: Labor Day Hotel Occupancy Survey	Visitor Surveys: Ft. Lauderdale Airport Miami International Airport Aventura/Bal Harbour/Sunny Isles Cape Florida State Park Coco Walk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco Robert Is Here Seaquarium Zoo Miami FL Resident (online)	RESEARCH & STRATEGIC PLANNING

# CONTENT & CREATIVE SERVICES

PHONE: (305) 503-3255 | EMAIL: Content@GMCVB.com

OCTOBER 2020 Miami Shines & Miami Eats	NOVEMBER 2020 Miami Shines & Miami Eats	DECEMBER 2020 Miami Arts, Culture & Heritage Months	JANUARY 2021 Miami Arts, Culture & Heritage Months	FEBRUARY 2021 Miami Health & Wellness Months	MARCH 2021 Miami Health & Wellness Months
<p><b>Main Themes:</b> Attractions Halloween Hispanic Heritage Month Art Week Art Basel Events Holidays</p> <p><b>Neighborhoods:</b> Design District Aventura</p> <p><b>Temptations Program:</b> Miami Shines Miami Eats Miami Spice Months Miami Spa Months</p> <p><b>Creative:</b> Cruise Miami Cruise Guide 2021 2020 Annual Meeting Collateral/Recap Video 2020 Sizzle Reel Coral Gables Visitor Center Collateral</p> <p><b>Video Projects:</b> GMCVB Annual Meeting Attendees Interviews at MBCC – (10/21) Travel Responsibly Hotel Videos Travel Responsibly Retail Videos Travel Responsibly Museum Videos</p> <p><b>Editorial:</b> Update GMCVB website with content from print publications</p> <p>Raul De Nieves Exhibition At Museum of Contemporary Art, North Miami</p> <p>Miami is Always close to Richard Blanco's Imagination</p> <p>LGBTQ Shopping Miami Style</p>	<p><b>Main Themes:</b> Thanksgiving Black Friday History &amp; Heritage Multicultural Native American Heritage Month Art Week Art Basel Events Holidays</p> <p><b>Neighborhoods:</b> Wynwood Westchester</p> <p><b>Temptations Program:</b> Miami Shines Miami Eats</p> <p><b>Creative:</b> Miami Arts, Culture &amp; Heritage Collateral GMCVB Marketing Plan 2020/2021 Aventura Welcome Center Design</p> <p><b>Video Projects:</b> Travel Responsibly Hotel Videos Travel Responsibly Retail Videos Travel Responsibly Museum Videos</p> <p><b>Editorial:</b> Update GMCVB website with content from print publications</p> <p>Explore Art, Culture and History in Coral Gables</p> <p>Explore Miami Beach</p>	<p><b>Main Themes:</b> Weather Parks &amp; Recreation Arts &amp; Culture - art, dance, music, theater Art Week Art Basel Events Holidays/New Year's Eve</p> <p><b>Neighborhoods:</b> Little Haiti Coconut Grove</p> <p><b>Temptations Program:</b> Miami Arts, Culture &amp; Heritage Months</p> <p><b>Creative:</b> NATPE 2021 Welcome Reception Collateral For-Hire Chauffeur Handbook 2021 Cruise Miami Cruise Guide 2021 Travel &amp; Adventure Shows 2021 Collateral</p> <p><b>Editorial:</b> Update GMCVB website with content from print publications</p> <p>Miamiland Parks Content</p>	<p><b>Main Themes:</b> Art &amp; Heritage New Year Resolutions Health &amp; Fitness Spas &amp; Wellness Events Holidays</p> <p><b>Neighborhoods:</b> Historic Overtown Little Havana Everglades Area</p> <p><b>Temptations Program:</b> Miami Arts, Culture &amp; Heritage Months</p> <p><b>Creative/Video:</b> Miami Temptations 2021 Season creative collateral Arts, Culture &amp; Heritage Months</p> <p><b>Editorial:</b> Update GMCVB website with content from print publications</p>	<p><b>Main Themes:</b> Health &amp; Wellness Sports Transportation Black History Month Events Holidays</p> <p><b>Neighborhoods:</b> Airport Area South Dade</p> <p><b>Temptations Program:</b> Miami Health &amp; Wellness Months</p> <p><b>Creative:</b> ANATO 2021 Booth &amp; Collateral ITB Berlin Trade Show Booth &amp; Collateral</p> <p><b>Editorial:</b> Update GMCVB website with content from print publications</p>	<p><b>Main Themes:</b> Health &amp; Wellness Attractions Family Fun Guides Spring Break 305 Day Daylight Saving Time Women's History Month PortMiami/Cruising Events Holidays</p> <p><b>Neighborhoods:</b> Miami Beach</p> <p><b>Temptations Program:</b> Miami Health &amp; Wellness Months</p> <p><b>Creative:</b> eMerge Conference 2021 MBCC Video</p> <p>Recap Production ⚠️ State of the Industry</p> <p>Video Production ⚠️ H.O.T. Challenge</p> <p>Creative Designs ⚠️</p> <p><b>Editorial:</b> Update GMCVB website with content from print publications</p>

MBH – Miami Boutique Hotels Integration



Partner Participation



Brochure Distribution

MBCC – Miami Beach Convention Center Showcase

APRIL 2021 Miami Attraction & Museum Months	MAY 2021 Miami Attraction & Museum Months	JUNE 2021 Miami Hotel Months	JULY 2021 Miami Hotel & Miami Spa Months	AUGUST 2021 Miami Hotel, Miami Spa & Miami Spice Months	SEPTEMBER 2021 Miami Hotel & Miami Spice Months	CONTENT & CREATIVE SERVICES
<p><b>Main Themes:</b> Attractions/Museums Meeting Planner Tours Easter MB Pride April Fool's Day Events Holidays</p> <p><b>Neighborhoods:</b> Key Biscayne Miami Springs Pinecrest South Miami</p> <p><b>Temptations Program:</b> Miami Attraction &amp; Museum Months</p> <p><b>Creative:</b> 2021 State of the Industry Breakfast</p> <p><b>Collateral</b> ⚠️ 2021 PW Trade Show Booth Design &amp; Collateral 2021 IMEX Frankfurt Trade Show Booth</p> <p><b>Collateral</b> ⚠️ Greater Miami &amp; the Beaches 2020 Visitor Industry Overview Publication Design</p> <p><b>Editorial:</b> Update GMCVB website with content from print publications</p>	<p><b>Main Themes:</b> Attractions/Museums Hotels Mother's Day Memorial Day Cinco de Mayo National Bike Month Tourism Month/MIA Preservation Month SoBeWFF</p> <p><b>Neighborhoods:</b> Downtown Miami/Brickell Coral Gables Kendall Sweetwater Doral</p> <p><b>Temptations Program:</b> Miami Attraction &amp; Museum Months</p> <p><b>Creative:</b> 2021 State of the Industry Collateral Visitor Industry Overview 2020</p> <p><b>Editorial:</b> Update GMCVB website with content from print publications</p>	<p><b>Main Themes:</b> Hotel Stays Spa &amp; Wellness Father's Day End of School Year Summer Solstice LGBT Pride Month Tropical Fruit Season Events Holidays</p> <p><b>Neighborhoods:</b> Bal Harbour Bay Harbor Islands Fisher Island North Bay Village</p> <p><b>Temptations Program:</b> Miami Hotel Months</p> <p><b>Creative:</b> 2021 Partner Workshop Content &amp; Creative Services Team PPT 2021 Partner Workshop Collateral 2021 Miami Spice Collateral</p> <p><b>Editorial:</b> Update GMCVB website with content from print publications</p>	<p><b>Main Themes:</b> Hotel Stays Spas Restaurants July 4 National Bikini Day Events Holidays</p> <p><b>Neighborhoods:</b> Liberty City Miami Gardens Hialeah Opa Locka</p> <p><b>Temptations Programs:</b> Miami Hotel Months Miami Spa Months Miami Spice Months</p> <p><b>Creative:</b> 2021 Miami Hotels Collateral Aventura Welcome Center Collateral 2021 Partner Workshop Collateral</p> <p><b>Editorial:</b> Update GMCVB website with content from print publications</p>	<p><b>Main Themes:</b> Hotel Stays Spas Food/Culinary Shopping Event Planning National S'mores Day Back to School Events Holidays</p> <p><b>Neighborhoods:</b> Surfside Sunny Isles</p> <p><b>Temptations Programs:</b> Miami Hotel Months Miami Spa Months Miami Spice Months</p> <p><b>Creative:</b> 2021 AfricANDO Conference Collateral ⚠️ Arts &amp; Culture Insider Fall/Season ⚠️ 2021 Toronto International Film Festival Collateral ⚠️ IMEX America 2021 Trade Show Booth Collateral ⚠️ 2021 FTM Top Resale Trade Show Booth Collateral Year in Review 2020/2021 Marketing Plan 2021/2022 2021 Miami Temptations Collateral: Hotels, Spas, Spice, Attractions &amp; Museums</p> <p><b>Editorial:</b> Update GMCVB website with content from print publications</p>	<p><b>Main Themes:</b> Value/Deals Food/Culinary Nightlife Bars &amp; Lounges Back to School Hispanic Heritage Month Labor Day Events Holidays</p> <p><b>Neighborhoods:</b> Miami Lakes Miami Shores</p> <p><b>Temptations Programs:</b> Miami Hotel Months Miami Spice Months</p> <p><b>Creative:</b> Marketing Plan 2021-2022 Year in Review 2020-2021 2021/2022 Program of Work Calendar Covers</p> <p><b>Editorial:</b> Update GMCVB website with content from print publications</p>	














SPORTS & ENTERTAINMENT TOURISM	PHONE: (305) 539-2972   EMAIL: SportsTourism@GMCVB.com					
	OCTOBER 2020 Miami Shines & Miami Eats	NOVEMBER 2020 Miami Shines & Miami Eats	DECEMBER 2020 Miami Arts, Culture & Heritage Months	JANUARY 2021 Miami Arts, Culture & Heritage Months	FEBRUARY 2021 Miami Health & Wellness Months	MARCH 2021 Miami Health & Wellness Months
	Miami Beach Production Industry Council Meeting Florida Sports Foundation Industry Roundtable Orange Sports Forum, Miami, FL (15) Miami-Dade Film & Entertainment Advisory Board Meeting (TBD)	Miami Beach Production Industry Council Meeting Florida Sports Foundation Industry Roundtable Centre for Sport and Human Rights United 2026 Workshop (17-18)	Miami Beach Production Industry Council Meeting Florida Sports Foundation Industry Roundtable PGA TOUR Latinoamérica; Doral, FL (7-13)	Miami Beach Production Industry Council Meeting Florida Sports Foundation Industry Roundtable Capital One Orange Bowl Game; Miami Gardens, FL (2) College Football Playoff National Championship Game; Miami Gardens, FL (11) NATPE; Virtual Miami Beach, FL (TBD) Miami-Dade Film & Entertainment Advisory Board Meeting (TBD)	Miami Beach Production Industry Council Meeting Florida Sports Foundation Industry Roundtable SoccerEX Connected (1-5) Dixie Vodka 400; Homestead, FL (21)	Miami Beach Production Industry Council Meeting Florida Sports Foundation Industry Roundtable Houston Livestock Show and Rodeo; Houston, TX (2-5) Miami Open Tennis; Miami Gardens, FL (3/22-4/4) AFCI Week, Los Angeles, CA (TBD)
MEETINGS & CONVENTION SALES & SERVICES	PHONE: (305) 539-3071   EMAIL: MariaD@GMCVB.com					
	SpinCon Mini Session Virtual (13) NOA Nursing Organizations Alliance Virtual (19) TEAMS Travel Events & Mgmt in Sports Virtual (19-22) PCMA/MPI Joint Event Washington, DC (28)	Financial & Insurance Conference Planners (FICP) Annual Virtual (15-18) National Coalition of Black Meeting Planners (NCBMP); Virtual (18-21) PCMA Capital Chapter Annual Meeting; Washington, DC (TBA)	Smart Meetings Miami Beach, FL (6-8) SpinCon Annual Mtg Virtual (1-3) Intl Assn Exhibits & Events (IAEE Expo); Louisville, KY (8-10) CVB Reps Holiday Reception; Washington, DC (16)	Professional Convention Management Association (PCMA); Education Conf Virtual (11) Professional Convention Management Association (PCMA); Convening Leaders Virtual (11-15) HCEAConnect (TBA) (25-27)	Global Pharmaceutical and Medical Meetings Summit; Boston, MA (TBA) Connect Diversity Summit (TBA) Destinations Showcase Washington, DC (TBA) XSite Tallahassee, FL (16) Life Insurance Marketing and Research Association (LIMRA) Distribution Conference Virtual (23-25)	SISO Society of Independent Show Organizers Amelia Island, FL (12-15) Experient Envision Louisville, KY (16-19) Pharma Forum NY, NY (22-24)


































**MBH** – Miami Boutique Hotels Integration

Partner Participation

Brochure Distribution

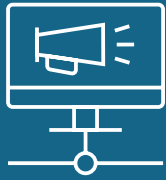
**MBCC** – Miami Beach Convention Center Showcase

APRIL 2021 Miami Attraction & Museum Months	MAY 2021 Miami Attraction & Museum Months	JUNE 2021 Miami Hotel Months	JULY 2021 Miami Hotel & Miami Spa Months	AUGUST 2021 Miami Hotel, Miami Spa & Miami Spice Months	SEPTEMBER 2021 Miami Hotel & Miami Spice Months	SPORTS & ENTERTAINMENT TOURISM
Miami Beach Production Industry Council Meeting  Florida Sports Foundation Industry Roundtable  Miami International Agriculture, Horse & Cattle Show; Miami, FL (16-18) Sports ETA Symposium; Birmingham, AL (26-29) SportAccord; Ekaterinburg, Russia (TBD) IEG Sponsorship Conference; Chicago, IL (TBD) South Beach Triathlon; Miami, FL (TBD)	Miami Beach Production Industry Council Meeting  Florida Sports Foundation Industry Roundtable  Orange Bowl Paddle Championship & 5K Run; Key Biscayne, FL (TBD) Florida Sports Foundation Annual Meeting (20-22) USA Water Polo Open Water; Key Biscayne, FL (TBD)	Miami Beach Production Industry Council Meeting  Florida Sports Foundation Industry Roundtable  International Association of Golf Tour Operators (IAGTO) North American Conference; Reno, NV (20-23) American Black Film Festival; Miami, FL (TBD) PGA TOUR Latinoamérica Championship; Doral, FL (TBD)	Miami Beach Production Industry Council Meeting  Florida Sports Foundation Industry Roundtable  Connect Sports Marketplace; (TBD) Powerlifting Pan American Championships; Doral, FL (23-29) Miami-Dade Film & Entertainment Advisory Board Meeting (TBD) NATPE Streaming; Los Angeles, CA (TBD)	Miami Beach Production Industry Council Meeting  Florida Sports Foundation Industry Roundtable  Connect Sports Marketplace; (TBD) Powerlifting Pan American Championships; Doral, FL (23-29)	Miami Beach Production Industry Council Meeting  Florida Sports Foundation Industry Roundtable  Toronto International Film Festival (TIFF); Toronto, Ontario (TBD) TEAMS Conference (TBD)	
Washington, DC/ Virginia Sales Mission (TBA) Washington DC/Virginia Sales Blitz (TBA) Carolina's Sales Mission Charlotte, NC (TBA) Northeast Sales Blitz NY, NJ, PA (TBA) HelmsBriscoe Annual Conference Dallas, TX (7-9) PCMA Foundation Visionary Awards Dinner: Washington, D.C. (TBA) Elite Meeting Alliance (TBA)	Spring Venue Review Miami, FL (TBA) Site Texas Tech Summit Dominica Republic (12-16) SGMP- Society of Government Meeting Professionals NEC & Expo Location TBD (18-21) IMEX -Incentive Travel Meetings Event Expo Frankfurt, Germany (25-27)	Chicago Mini Sales Blitz Chicago, IL (TBD) Connect Marketplace Puerto Rico (TBD) Meeting Planners International (MPI) WEC Las Vegas, NV (TBD) Fraternity Executives Association (FEA) Palm Desert, CA (2-4) Assn. Management Companies Institute (AMCI) Annual Meeting Orlando, FL (2-4) Incentive Research Foundation (IRF) Invitational Marco Island, FL (2-5) Financial & Ins. Conference Planners (FICP) Education Forum Amelia Island, FL (23-25)	Connecticut Sales Blitz; Hartford & Stamford, CT (TBD) CESSE Council of Engineering and Scientific Society Executives Location TBD (TBD) Destination International Annual Conference (DI) Chicago, IL (TBD) Cvent Connect Location TBD (22-24)	The Canadian Meetings & Events Expo. TBD The Kellen Managers Summit Conference TBD CVB Reps Summer Reception TBD American Society of Association Executives (ASAE), Annual Meeting & Exposition Dallas, TX (14-17)	IAEE Women's Leadership Forum TBD PCMA Capital Chapter Annual Meeting TBD	MEETINGS & CONVENTION SALES & SERVICES

MAJOR EVENTS	<div> <div>PHONE: (305) 539-3096   EMAIL: <a href="mailto:Calendar@GMCVB.com">Calendar@GMCVB.com</a></div> </div>					
	OCTOBER 2020 Miami Shines & Miami Eats	NOVEMBER 2020 Miami Shines & Miami Eats	DECEMBER 2020 Miami Arts, Culture & Heritage Months	JANUARY 2021 Miami Arts, Culture & Heritage Months	FEBRUARY 2021 Miami Health & Wellness Months	MARCH 2021 Miami Health & Wellness Months
	<p>Consumer:</p> <p>Hispanic-Latino Heritage Month (9/15-10/15)</p> <p>Celebrate Orgullo (1-15)</p> <p> Miami Carnival Parade and Concert (8-11) </p> <p>Aqua Girl postponed </p> <p>FIBO USA postponed </p> <p>South Beach Seafood Week postponed to 10/20-23/2021 </p>	<p>Consumer:</p> <p>Miami Book Fair (15-22) </p> <p>Design Miami (11/27-12/6)</p> <p>Prizm Art Fair (11/30-12/21) </p> <p>Miami Smooth Jazz</p> <p>Festival postponed </p> <p>Music in the Isles</p> <p>postponed </p> <p>The Seed Food &amp; Wine</p> <p>Festival postponed </p>	<p>Consumer:</p> <p>Design Miami (11/27-12/6)</p> <p>Prizm Art Fair (11/30-12/21) </p> <p>Art Miami MIAMI</p> <p>ART CITY Online Requisition Rooms (1-6) </p> <p>Art Basel Miami Beach postponed to 12/2-5/2021 </p> <p>Miccosukee Indian Arts &amp; Crafts Festival (postponed) </p>	<p>Consumer:</p> <p>Capital One Orange Bowl Football Game (2)</p> <p>South Beach Jazz Festival (8-10)</p> <p>College Football Playoff National Championship (11)</p> <p>Miami Antiques, Art &amp; Design Show (postponed) </p> <p>Miami Design Preservation League's Art Deco Weekend </p> <p>(15-17)</p> <p>Beaux Arts Festival </p> <p>(16-17)</p> <p>Dr. Martin Luther King Jr. Day Parade (18)</p> <p>Homestead Championship Rodeo (postponed to 2022) </p> <p>Trade:</p> <p>NATPE Miami – National Association of Television Executives (TBA) </p>	<p>Consumer:</p> <p>African-American History Month (1-28)</p> <p>Art Wynwood (11-15)</p> <p>Miami International Auto Show (19-28)</p> <p>NASCAR Dixie Vodka 400 (21)</p> <p>Gay8 Festival (TBD)</p> <p>G2G – Miami Gateway to Gravel (TBD)</p> <p>Coconut Grove Arts Festival (postponed to 2022) </p> <p>Miami Yacht Show (postponed to 2022) </p> <p>Life Time Miami Marathon and Half Marathon (postponed) </p> <p>Progressive Miami International Boat Show (postponed to 2/17-21/2022) </p>	<p>Consumer:</p> <p>Miami Film Festival (5-14)</p> <p>The Original Miami Beach Antique Show (12-16)</p> <p>The Youth Fair (3/18-4/11)</p> <p>Miami Open (3/22-4/4)</p> <p>Asian Culture Festival (TBD)</p> <p>Calle Ocho Music Festival (TBD)</p> <p>Carnaval on the Mile (TBD)</p> <p>Jazz in the Gardens Music Festival (13-14)</p> <p>Miami Beach Pride (TBD)</p> <p>Miami Sailing Week (TBD)</p> <p>Ultra Music Festival (26-28)</p> <p>Winter Music Conference (TBD)</p> <p>Winter Party Festival (TBD)</p>
MIAMI BEACH CONVENTION CENTER EVENTS	<p>ASLA Annual Meeting &amp; Expo 2020 (1-5) Cancelled </p> <p>Limited Edition Miami 2020 (6-8) Cancelled </p> <p>2020 Fall</p> <p>Jewelers International (13-16) Cancelled </p> <p>2020 ASTRO Annual Meeting (25-28) Cancelled </p>	<p>IBA Annual Meeting 2020 (2-6) Cancelled </p> <p>America's Food &amp; Beverage Show 2020 (2-3) Cancelled </p> <p>FIBO Global Fitness 2020 (5-7) Cancelled</p> <p>Air Cargo Forum Miami &amp; Transport Logistic Americas 2020 (10-12) postponed to 2022 </p> <p>Tissue World Americas 2020 (11-13) postponed to 2022 </p> <p>CruiseWorld 2020 (11-13) Cancelled </p>	<p>Art Basel Miami Beach 2020 (postponed to 12/2-5/2022) </p>			<p>OMBAS Original Miami Beach Antique Show 2021 (12-16)</p>



APRIL 2021 Miami Attraction & Museum Months	MAY 2021 Miami Attraction & Museum Months	JUNE 2021 Miami Hotel Months	JULY 2021 Miami Hotel & Miami Spa Months	AUGUST 2021 Miami Hotel, Miami Spa & Miami Spice Months	SEPTEMBER 2021 Miami Hotel & Miami Spice Months	MAJOR EVENTS
Consumer: Miami Open (3/22-4/4) The Youth Fair (3/18-4/11) Miami Jewish Film Festival (14-29) OUTshine Film Festival (4/22-5/2)  Ill Points Festival (4/30-5/1) Miami Beach Polo World Cup (TBD) Miami Beach Pride (TBD) Miami International Agriculture, Horse & Cattle Show (16-18) Miami Riverday Festival (TBD) Redland Blues & Barbecue Festival (TBD) Sprung! Spring Beer Festival (TBD) Trade: Seatrade Cruise Global (12-15) eMerge Americas (26-27)	Consumer: Haitian Heritage Month (1-31) Ill Points Festival (4/30-5/1) OUTshine Film Festival (4/22-5/2)  Rolling Loud Festival (7-9) Food Network South Beach Wine & Food Festival (20-23) Sizzle Miami (27-31) Air and Sea Show and Music Explosion (29-30) All Kids Included Festival (TBD) Best of the Best Music Fest (TBD) Florida Supercon (TBD) Haitian Compas Festival (TBD) Miami Fashion Week (TBD) Redland International Orchid Show (TBD) Slamdance Film Festival (TBD) South Florida's Taste of the Nation (TBD)	Consumer: Gay and Lesbian Pride Month (1-30) American Black Film Festival (ABFF) (TBD) Coral Gables Restaurant Week (TBD) Lychee Summer Celebration (TBD) Redland Summer Fruit Festival (TBD) Trade: Cruise Ship Interiors Expo (8-9)	Consumer: Funkshion Fashion Week Miami Beach Swim (TBD) International Hispanic Theatre Festival of Miami (TBD) International Mango Festival (TBD) Overtown Music and Arts Festival (TBD) South Beach Mango Festival (TBD) SwimShow (TBD)	Consumer: African Diaspora Dance and Drum Festival of Florida (TBD) International Ballet Festival of Miami (TBD) National Rum Day Fest (TBD)	Consumer: Hispanic-Latino Heritage Month (9/15/10/15) ArtsLaunch (TBD) Brazilian Film Festival (TBD) Miccosukee Tribe Celebrates American Indian Day (TBD) South Florida Craft Beer Run (TBD) Urban Film Festival (TBD) Trade: FIME – Florida International Medical Expo (1-3)	
American Society for Aesthetic Plastic Surgery Annual Meeting (4/30-5/3)	American Society for Aesthetic Plastic Surgery Annual Meeting (4/30-5/3) Ingram Micro 2021 Cloud Summit (4-5) WOBI 2021 (5-6) Aviation Festival Americas 2021 (9-13)	2021 World Perfumery Congress (Jun 29–Jul 1)	Catersource Conference Tradeshow 2021 (19-21)			MIAMI BEACH CONVENTION CENTER EVENTS



# GMCVB MARKETING & PROMOTIONAL OPPORTUNITIES

## DIGITAL ADVERTISING ON MIAMIANDBEACHES.COM

### WEBSITE

**MiamiandBeaches.com Advertising**

### DESCRIPTION

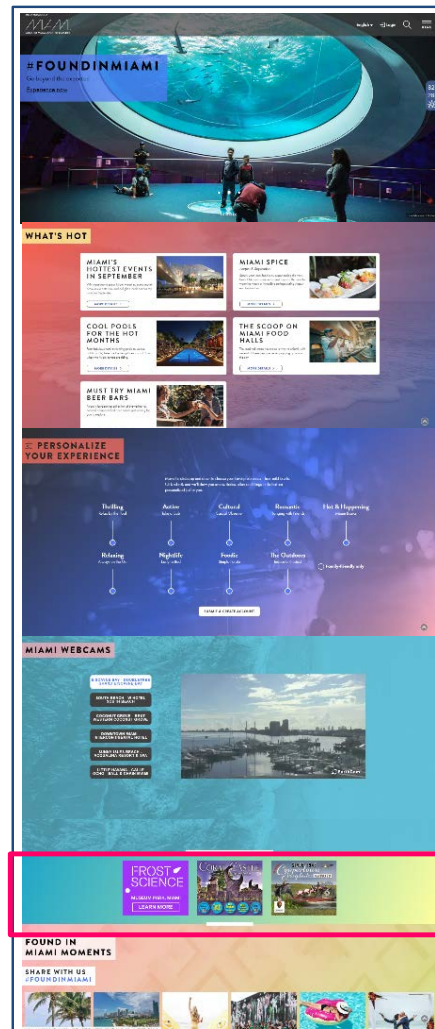
**Leaderboard Display Ad**  
728px (w) x 90px (h)

**Medium Rectangle Display Ad**  
300px (w) x 250px (h)

### ADVERTISING COST

Impressions	CPM	Net Rate
50,000	\$14	\$700
150,000	\$12	\$1,800
250,000	\$10	\$2,500
500,000	\$8	\$4,000

Sample Partner Advertising Placement



### For Digital Advertising Opportunities:

Ali Bibeau, GMCVB

305.539.3076 [Ali@GMCVB.com](mailto:Ali@GMCVB.com)

# DIGITAL ADVERTISING ON MIAMIANDBEACHES.COM

## WEBSITE

**MiamiandBeaches.com  
Advertising**

## DESCRIPTION

**Landing Page Feature:**  
Target your message by site content by promoting your business on category-specific landing pages: Hotels, Things to Do, What's Hot, Events sections and more.

## ADVERTISING COST

\$750 for 90 days  
\$1,400 for 180 days



## Featured Search Result:

MiamiandBeaches.com is a trusted source for comprehensive business listings that visitors depend on to plan their trip. The featured search result business listing program gives you premium exposure on relevant category pages.

\$750 for 90 days  
\$1,400 for 180 days



## For Digital Advertising Opportunities:

Ali Bibeau, GMCVB  
305.539.3076 [Ali@GMCVB.com](mailto:Ali@GMCVB.com)



# DIGITAL ADVERTISING ON MIAMIANDBEACHES.COM

## WEBSITE

## DESCRIPTION

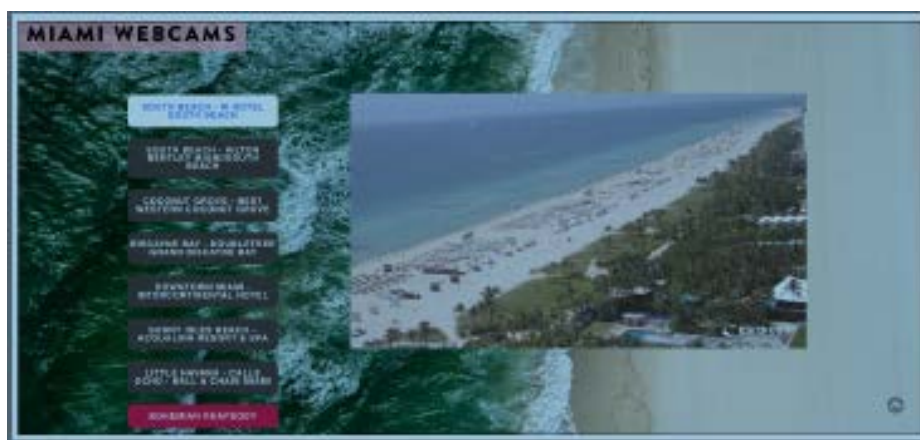
## ADVERTISING COST

**MiamiandBeaches.com Advertising**

**Webcam Video Feature:**  
As one of the most highly trafficked spots on MiamiandBeaches.com, the Miami Webcam section is an ideal position to promote your video.

\$1,500 for 30 days

\$5,000 for 180 days



### Mid Article Ad:

Advertise your business in absolute context by aligning it with relevant content for an entire year. Mid-article ads are sold on an annual basis as an exclusive opportunity per article.

Custom rates available.



### For Digital Advertising Opportunities:

Ali Bibeau, GMCVB

305.539.3076 [Ali@GMCVB.com](mailto:Ali@GMCVB.com)

# DIGITAL ADVERTISING — MIAMI INSIDER E-NEWSLETTER

## PUBLICATION

### MIAMI INSIDER E-NEWSLETTER

## DESCRIPTION

The *Miami Insider* consumer email is sent to 50,000 prospective visitors monthly, highlighting what's hot in Greater Miami and the Beaches, including featured hotels, events, attractions, nightlife, shopping, special deals and more.

## ADVERTISING COST

- Primary Sponsor: \$1,500
- Article Card: \$1,250
- Featured Hotel: \$1,000
- Hotel Card: \$750
- Featured Event/Attraction: \$750
- Event Card: \$500
- Banner ad: \$475



### LITTLE HAVANA'S LATIN FLAVOR

Spice up your Latin vacation with a visit to Little Havana, featuring the vibrant culture and cuisine of the heart of Miami.

Read More



### Miami's Hottest Rooftop Bars

Score deals for the most scenic, creative rooftop bars in Miami. You have to see it all.

Read More



### Hot Hotel Lobby Bars

Discover the most stylish and sophisticated hotel lobby bars in Miami. You have to see it all.

Read More

Primary Sponsorship & Article Card



### EXPERIENCE HAVANA CLUB'S AMPARO IN DOWNTOWN MIAMI

An exclusive Havana Club experience with a live performance by Amparo in a high-end Miami venue.

Read More



### Road Rock Week

Experience the best of rock music and car culture in Miami.



### Gourmetfest October

Enjoy the best of Miami's culinary scene in a high-end venue.

Read More

Featured Event & Event Card



### Tasty Breakfast Included!

Enjoy a delicious breakfast at the best hotel in Miami. You have to see it all.

Read More



### Day Three Nights, Pay for Two

Enjoy the best of Miami's hospitality in a high-end hotel.

Read More

Featured Hotel & Hotel Card



### Gourmetfest October

Enjoy the best of Miami's culinary scene in a high-end venue.

Read More

Featured Event & Event Card

## For Miami Insider Placement Opportunities:

Ali Bibeau, GMCVB

305.539.3076 [Ali@GMCVB.com](mailto:Ali@GMCVB.com)

# GMCVB “PARTNER OF THE WEEK” OPPORTUNITY

## PUBLICATION

### Dedicated Partner e-blast

## DESCRIPTION

The GMCVB Partner of the Week package includes one dedicated e-blast that is sent to approximately 5,000 active contacts within the GMCVB Partner Database.

The Partner of the Week listing will include a short paragraph and link or call to action.

Specs: No more than 40% images-to-text ratio – meaning the total content of the e-mail must contain less than 40% images. Images should be less than 700px in width and should be submitted as .jpg or .png files.

## ADVERTISING COST

\$500 per week

Limit one insertion per month per partner.



### Partner of the Week and Newsletter Sponsorship:

Ali Bibeau, GMCVB

305.539.3076 [Ali@GMCVB.com](mailto:Ali@GMCVB.com)



# GMCVB TRAVEL TRADE SALES EVENTS

## EVENT



**ITB**  
BERLIN

The World's  
Leading  
Travel Trade  
Show®



## DATE & DESCRIPTION

March 6-7, 2021  
Los Angeles, CA

Travel & Adventure Shows are the largest consumer travel shows in the U.S.

Past attendance: 25K

**PARTICIPATION COST: \$500**

March 9-12, 2021  
Virtual

ITB Berlin is the world's largest tourism trade fair. The companies represented at the fair include hotels, tourist boards, tour operators, system providers, airlines and car rental companies.

**PARTICIPATION COST: \$2,000**

March 13-14, 2021  
Washington, DC

Travel & Adventure Shows are the largest consumer travel shows in the U.S. The GMCVB will coordinate a Sales Blitz prior to the show.

Past attendance: 15K

**PARTICIPATION COST: \$500**

**For all Travel Trade Opportunities:**

[TravelTrade@GMCVB.com](mailto:TravelTrade@GMCVB.com)

305.539.3091

# GMCVB TRAVEL TRADE SALES EVENTS

## EVENT

## DATE & DESCRIPTION



April 17-18, 2021  
Chicago, IL

Travel & Adventure Shows are the largest consumer travel shows in the U.S. The GMCVB will coordinate a Sales Blitz prior to the show.

Past attendance: 18K

**PARTICIPATION COST: \$500**



April 24-25, 2021  
Atlanta, GA

Travel & Adventure Shows are the largest consumer travel shows in the U.S. The GMCVB will coordinate a Sales Blitz prior to the show.

Past attendance: 18K

**PARTICIPATION COST: \$500**



June 23-25, 2021  
Sao Paulo, Brazil

An annual business-to-business exhibition for travel industry professionals. Suppliers of travel and tourism products showcase the latest developments in the travel industry.

**PARTICIPATION COST: \$2,000**

**For all Travel Trade Opportunities:**  
[TravelTrade@GMCVB.com](mailto:TravelTrade@GMCVB.com)  
305.539.3091

# GMCVB TRAVEL TRADE SALES EVENTS

## EVENT

## DATE & DESCRIPTION



July 27-31, 2021  
Hollywood, FL

The largest and only official conference of the cruise industry, Cruise360 brings together travel professionals, cruise line representatives, ports and destinations.

**PARTICIPATION COST: \$1,000**



September 18-22, 2021  
Las Vegas, NV

IPW is the travel industry's premier international marketplace and the largest generator of travel to the U.S. Participation includes shared appointments with the GMCVB Sales team.

Past attendance: 5K

**PARTICIPATION COST: \$4,000**

**For all Travel Trade Opportunities:**

[TravelTrade@GMCVB.com](mailto:TravelTrade@GMCVB.com)

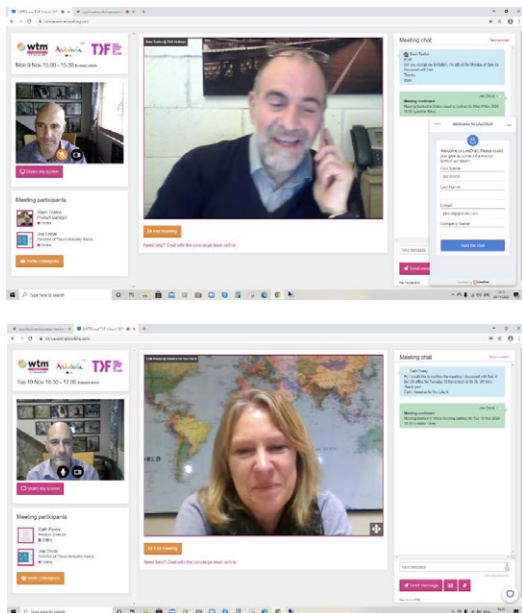
305.539.3091



# GMCVB TRAVEL TRADE SALES EVENTS

## EVENT

### Virtual Sales Missions



## DATE & DESCRIPTION

The GMCVB is planning a series of virtual sales missions throughout the following markets to keep Miami top of mind with clients:

- United States
- Canada & Mexico
- Argentina, Brazil, Colombia
- UK, Germany, France, Spain

These Sales Missions will include one-on-one meetings with key clients. These are in development and dates will be firmed up during December 2020.

**PARTICIPATION COST: RANGING FROM \$250 TO \$1,000**

### In-person Sales Missions & Sales Blitzes



The GMCVB is planning a series of in-person sales missions and sales blitzes throughout the following markets:

- Northeast, Midwest and California
- Florida
- Canada and Mexico
- Argentina, Brazil, Colombia
- Caribbean

These Sales Missions will include one-on-one meetings with key clients. These are in development and dates will be firmed up during December 2020.

**PARTICIPATION COST: RANGING FROM \$500 TO \$2,000**

**For all Travel Trade Opportunities:**  
[TravelTrade@GMCVB.com](mailto:TravelTrade@GMCVB.com)  
305.539.3091

# MIAMI TEMPTATIONS PROGRAMS

FY 2020/2021 PROGRAMMING	MONTHS	TARGET MARKET	PARTNERS - WHO CAN PARTICIPATE?	WHAT'S THE ASK?
Miami Entertainment Months	October - November	Local tri-county	<ul style="list-style-type: none"> <li>Theater/auditorium venues</li> <li>Dance/music venues</li> <li>Ticketed events</li> <li>Entertainment venues in heritage neighborhoods</li> </ul>	Special offers from entertainment venue partners
Miami Arts, Culture & Heritage Months	December - January	Local tri-county	<ul style="list-style-type: none"> <li>Art galleries</li> <li>Museums</li> <li>Arts/culture/historical attractions</li> <li>Heritage museums/art galleries/attractions</li> <li>Miami-Dade County parks</li> <li>Restaurants</li> <li>Hotel partners that are pairing with an artist for viewing or have a hotel package with a local art venue</li> </ul>	Special offers from arts, culture and heritage partners; Hotel+artist exhibition matchmaking
Miami Health & Wellness Months	February - March	Local tri-county	<ul style="list-style-type: none"> <li>Medical/day/hotel spas</li> <li>Yoga/dance/acupuncture studios</li> <li>Urgent care/minute clinics</li> <li>Hospital networks</li> <li>Fitness centers/cycling/health clubs</li> <li>Outdoor recreational facilities</li> <li>Restaurants</li> <li>Beauty/nail salons</li> <li>Dermatology offices</li> <li>Hotels that have hotel packages related to wellness offerings</li> </ul>	Special offers from health and wellness related partners
Miami Attraction & Museum Months	April - May	Local tri-county	<ul style="list-style-type: none"> <li>Attractions</li> <li>Museums</li> <li>Outdoor recreational facilities</li> </ul>	Special offers from attraction/museum partners (BOGO, membership deals, discounts)
Miami Hotel Months	June - September	Local tri-county	<ul style="list-style-type: none"> <li>Accommodations</li> </ul>	Special offers from hotel partners such as summer getaways, staycation deals, long-term stays.
Miami Spa Months	July - August	Local tri-county	<ul style="list-style-type: none"> <li>Hotel spas</li> <li>Medical spas</li> <li>Day spas</li> </ul>	Special treatment menu offerings of \$109, \$139 w/ optional \$199
Miami Spice Restaurant Months	August - September	Local tri-county	<ul style="list-style-type: none"> <li>Restaurants</li> </ul>	Special prix fixe menus at \$25 brunch/lunch & \$39 dinner

**For all Miami Temptations Opportunities:**  
**[Temptations@GMCVB.COM](mailto:Temptations@GMCVB.COM)**





MIAMI  
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