

LGBTQ+ MARKETING

PROGRAM OF WORK 21/22

MIAMI
GREATER MIAMI & MIAMI BEACH



The Official Destination Sales & Marketing Organization for Greater Miami & Miami Beach. CS-03859



LGBTQ+ MARKETING

PROGRAM OF WORK

OCTOBER 2021

10/1–11/30 Miami Entertainment Months
10/1–15 Celebrate ORGULLO / Miami, FL
10/23 National LGBTQ Task Force Gala / Miami Beach, FL
10/23–24 SF/Bay Area Travel & Adventure Show / Santa Clara, CA
10/28–29 WeTrade 2021 / Bogota, Colombia

NOVEMBER 2021

10/1–11/30 Miami Entertainment Months
11/16–19 GNetwork360 Conference on Business and LGBT
Tourism / Buenos Aires, Argentina
11/26–29 URGE Miami Festival / Miami Beach, FL

DECEMBER 2021

12/1–1/31 Miami Arts, Culture & Heritage Months
12/2–4 Art Gaysel / Miami Beach, FL

JANUARY 2022

12/1–1/31 Miami Arts, Culture & Heritage Months
1/16–23 Aspen Gay Ski Week / Aspen, CO
1/28–30 NYC Travel & Adventure Show / New York, NY
TBA GMCVB LGBTQ Tourism Advisory Committee Meeting /
Virtual

FEBRUARY 2022

2/1–3/31 Miami Health & Wellness Months
2/4–6 Wigwood Miami / Miami, FL
2/16 Travel Bulletin LGBT+ Expo / Manchester England
2/20 Gay8 Festival / Little Havana, FL

MARCH 2022

2/1–3/31 Miami Health & Wellness Months
3/2–8 Winter Party Festival / Miami Beach, FL
3/9–13 ITB Berlin / Berlin, Germany

APRIL 2022

4/1–5/31 Miami Attraction & Museum Months
4/21–5/1 OUTshine Film Festival / Miami, FL
TBA Miami Beach Pride Festival & Expo / Miami Beach, FL
TBA GMCVB LGBTQ+ Tourism Advisory Committee Meeting /
Virtual

MAY 2022

4/1–5/31 Miami Attraction & Museum Months
4/21–5/1 OUTshine Film Festival / Miami, FL
5/11–16 SweetHeat Miami / Miami Beach, FL
5/26–30 Sizzle South Beach / Miami Beach, FL

JUNE 2022

6/1–9/30 Miami Hotel Months / Meet in Miami
6/27–29 PROUD Experiences / New York, NY
TBA Arsht Center CommuniTea Dance / Miami, FL
TBA St. Pete Pride / St. Petersburg, FL
TBA Wynwood Pride / Miami, FL

JULY 2022

6/1–9/30 Miami Hotel Months / Meet in Miami
7/1–8/31 Miami Spa Months
TBA GMCVB Partner Marketing Workshop / Miami, FL
TBA GMCVB LGBTQ Tourism Advisory Committee Meeting /
Virtual

AUGUST 2022

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
TBA NGLCC International Business Leadership Conference /
Fort Lauderdale, FL

SEPTEMBER 2022

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

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.