



MIAMI™

GREATER MIAMI CONVENTION & VISITORS BUREAU

21  
YEAR IN REVIEW  
22

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# VISION & MISSION

## 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 & Miami Beach to maximize economic impact on the community, ensure industry resiliency and elevate residents' quality of life.



# MESSAGE TO THE INDUSTRY

When we are at our best, the Greater Miami Convention & Visitors Bureau (GMCVB) represents all sectors of the hospitality industry – hotels, attractions, restaurants, airports and airlines, cruise lines, transportation, arts & cultural institutions and artisans, and vitally important meetings, conventions and tradeshows, including the Miami Beach Convention Center (MBCC). As diverse as these sectors are, our diversity is also found in the many distinct neighborhoods and communities we serve and represent.

As we complete another Fiscal Year living with the residual impacts of COVID, we are also encouraged by recent momentum and partnerships resulting in one of the strongest comebacks of any visitor destination in the nation, if not the world.

## VISITOR DEMAND (ROOMS SOLD) AND HOTEL REVENUE

Greater Miami & Miami Beach's recovery is well documented and celebrated. For the first 11 months (October-August) of Fiscal Year 2021/2022, Greater Miami & Miami Beach's Hotel Demand (rooms sold) increased by 24% and the Average Daily Rate (ADR) our hoteliers were able to command increased by 26.2%. In Fiscal Year 2021/2022, the Convention Development Tax (CDT) was up 57.7% and the Tourist Development Tax (TDT) was up 62.2%. The 2% Hotel Food & Beverage Tax was up 87.5% from October through August year-over-year.

Overall Visitation for the first nine months (October-June) increased 47.5% over the same period from one year ago, for a total of 20.8 million visitors.

Perhaps one of the best barometers is to compare ADR figures with similar data for the same period in 2019 (pre-pandemic). As of the end of September 2022, Miami-Dade County's weekly ADR was pacing 29.6% ahead of September 2019 figures for the same weeks. Maintaining this momentum – fueled by targeting and segmenting visitors and delegates to achieve this level of performance – is one of our highest, if not our highest, priorities and challenges.

## ECONOMIC IMPACT

The importance of travel and tourism to Greater Miami & Miami Beach cannot be overstated. The industry has historically been one of Miami-Dade County's greatest job creators. Visitor spending generates nearly 40% of all sales taxes collected. These dollars fund transportation, healthcare, schools, public safety and so much more.

Without visitors, the average household would pay \$1,700 more in taxes each year. We can't sustain our economic recovery and maintain our current success as a destination without a thriving tourism economy supporting the many employees who work to create and fulfill the visitor experience. Our visitor, convention, meetings and trade show economy is helping drive demand for employees in all sectors.

## LOOKING BACK AND LOOKING FOWARD

This Annual Report highlights many of the outcomes generated by your Convention & Visitors Bureau in conjunction with our board leadership, our professional staff and our key partners. This year's highlights also illustrate most, if not all, of our key priorities and the variety of programs that are matched by the variety of partners we collaborate with and serve.

The accomplishments also help build a road map for the year ahead and lay a foundation for future strategies and guiding priorities. Chief among them, the GMCVB team and apparatus is in the business of "Story Telling." This is all about designing a content strategy that brings these stories to life in the eyes, hearts and minds of our visitors, our meeting and event planners, and our member partners. This priority cannot be achieved without active and ongoing engagement with our consumers, clients, member partners and stakeholders, including our Board and the elected bodies and officials who support our mission.

Audience development remains a key priority in the year to come as we focus on identifying and targeting visitor segments and engaging with these visitors before, during and after their stays.

Fueling this development will be predicated on our ability to expand our destination's and our partners' value proposition. This can best be articulated as our brand promise and/or the north star that guides us. Driving this development is our commitment and investment in our team of professional staff members – their deployment and their continued development and growth.

In this important time and ongoing evolution, all must be at the table. Our commitment to Diversity, Equity and Inclusion must not waver. Rather, it must now be built upon. Plans include an intentional exercise in taking time to focus resources on planning for our future and that of our partners. This will only be possible by being aligned with our partners and their needs and priorities.

If anything, this past Fiscal Year simply speaks to the incredible resiliency and even greater potential of Greater Miami & Miami Beach. As we move into the new Fiscal Year, we will continue to monitor other drivers of our business that, while growing, continue to remain just at the cusp of their fullest potential, including our cruise industry, meetings, conventions, major trade shows and international travel. We will prepare for these favorable changes by continuing to bring back staff to expand upon our growth and potential.

## THANK YOU

While it cannot be said enough, we would like to offer a special acknowledgement and thank you to all of our partners and stakeholders. Collectively, we make up and provide all of the experiences and distinctions that make this not only a great place to live, work and play – but a great place to visit.



**Bruce Orosz**  
Board Chair



**David Whitaker**  
President & CEO

# TOURISM'S ECONOMIC IMPACT

## Overview of Tourist Taxes

The following table and charts represent the various tourist taxes collected by each municipality, Miami-Dade County, the City of Miami Beach and Bal Harbour, as well as the percentage of total tourist dollars allocated to the GMCVB. Each year, the GMCVB receives approximately 11% of the total tourist dollars collected in Miami-Dade County. The remaining 89% is used to support and maintain public facilities, such as existing convention centers, sports facilities and auditoriums, and to promote cultural events and support community programs.

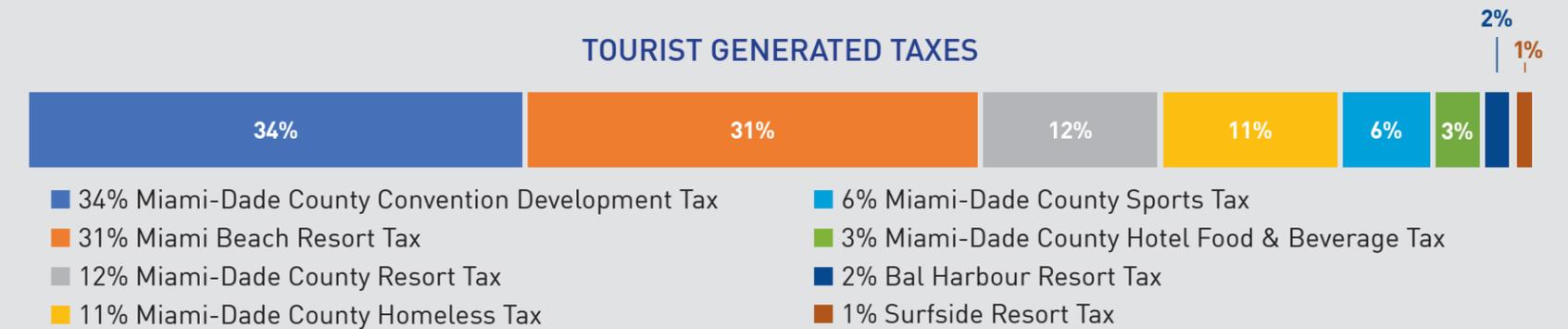
COLLECTING MUNICIPALITY	SEP 2021 – AUG 2022	SEP 2020 – AUG 2021	% CHANGE
<b>Miami-Dade County</b>			
Resort Tax	\$44,428,234	\$26,828,132	65.6%
Convention Development Tax	\$125,183,273	\$77,621,949	61.3%
Professional Sports Tax	\$22,214,115	\$13,414,065	65.6%
Homeless Tax	\$40,975,262	\$28,758,597	42.5%
Hotel Food & Beverage Tax	\$9,481,165	\$4,928,297	92.4%
<b>Miami Beach*</b>			
Resort Tax	\$114,983,797	\$75,062,914	53.2%
<b>Bal Harbour*</b>			
Resort Tax	\$5,930,152	\$4,691,791	26.4%
<b>Surfside*</b>			
Resort Tax	\$5,059,177	\$4,226,535	19.7%
<b>Totals</b>	<b>\$368,255,175</b>	<b>\$235,532,280</b>	<b>56.4%</b>

\* Miami Beach's, Bal Harbour's and Surfside's Resort Taxes include both Food & Beverage and Resort Tax.

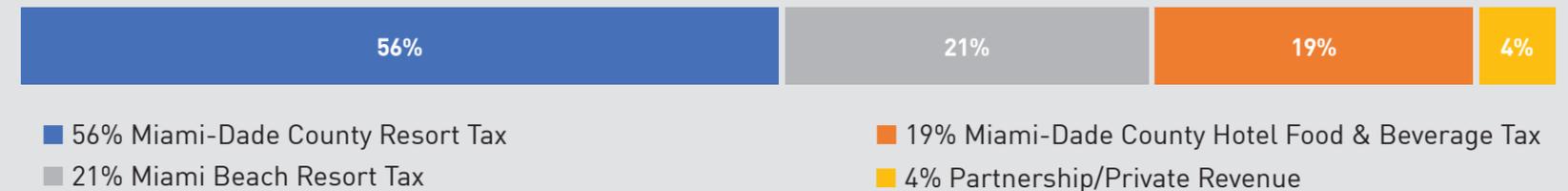
## GMCVB SHARE OF TOURIST TAXES USED FOR SALES & MARKETING EFFORTS



## TOURIST GENERATED TAXES



## GMCVB FUNDING SOURCES



# GROWER LEADERSHIP

# GMCVB LEADERSHIP

A successful organization requires effective leadership to make it work. The vision for the Greater Miami Convention & Visitors Bureau (GMCVB) is guided by the volunteer leadership of its Board of Directors, Chairperson, Finance & Audit, Marketing & Tourism, Convention Sales, and Multicultural Tourism & Development committees as well as the President & CEO. The GMCVB is led by some of Miami-Dade County's most influential community and business leaders, all of whom have a common goal of enhancing the destination's visitor industry and generating jobs.

## 2021/2022 EXECUTIVE COMMITTEE

### CHAIRMAN

**BRUCE OROSZ**  
President & CEO  
Act Productions, Inc.

### IMMEDIATE PAST CHAIR

**STEVEN HAAS**  
General Manager  
Rum Room + VenU  
Miami Beach Convention Center

### FINANCE COMMITTEE CHAIR

**ELIZABETH HICKS**  
Consultant

### MARKETING & TOURISM COMMITTEE CHAIR

**ERIC JELLSON**  
Area Director of Marketing & Strategy  
Kimpton Hotels Florida

### CONVENTION SALES COMMITTEE CHAIR

**JULISSA KEPNER**  
General Manager  
Marriott Miami Biscayne Bay

### MULTICULTURAL TOURISM & DEVELOPMENT COMMITTEE CHAIR

**CAROLE ANN TAYLOR**  
Founder & President  
Miami To Go, Inc.

### AT LARGE

**T. WILLARD FAIR**  
President & CEO  
Urban League of Greater Miami, Inc

### AT LARGE

**DAN GELBER**  
Mayor  
City of Miami Beach

### AT LARGE

**ALINA HUDAK**  
City Manager  
City of Miami Beach

### AT LARGE

**DANIELLA LEVINE CAVA**  
Mayor  
Miami-Dade County

### AT LARGE

**GENE PRESCOTT**  
President  
The Biltmore Hotel

### AT LARGE

**MARIA SASTRE**  
Retired

### AT LARGE

**CHRISTINE VALLS**  
Vice President, Latin America,  
Caribbean & Florida Sales  
American Airlines

## 2021/2022 BOARD OF DIRECTORS

**STEVE ADKINS**  
President & CEO  
Miami-Dade Gay & Lesbian  
Chamber of Commerce

**RODNEY BARRETO**  
Chairman & CEO  
Barreto Group

**RICK BEASLEY**  
Executive Director  
CareerSource South Florida

**KEVIN BRYANT**  
Vice President of Sales  
Fontainebleau Miami Beach

**FERNANDO CASAMAYOR**  
Chief Innovation and Economic  
Development Officer  
Office of Miami-Dade County  
Mayor Daniella Levine Cava

**MICHAEL CHENG, PH.D., CHE**  
Dean, Chaplin School of Hospitality  
& Tourism Management  
Florida International University

**HENRY CRESPO SR.**  
President & Founder  
Urgent, Inc.

**ALEX J. FERNANDEZ**  
Vice Mayor & Commissioner  
City of Miami Beach

**LUIS GAZITUA**  
Attorney At Law  
Gazitua Letelier, P.A.

**JULIO GUZMAN**  
Vice Mayor  
City of Homestead

**KEON HARDEMON**  
Commissioner  
Miami-Dade County

**WENDY KALLERGIS**  
President & CEO  
Greater Miami & the Beaches  
Hotel Association

**CHRISTINE KING**  
Chairwoman and Commissioner  
City of Miami

**MUTLUHAN KUCUK**  
Complex Managing Director  
Loews Miami Beach Hotel

**BEN MOLLERE**  
Corporate Vice President  
Hospitality & Business Relations  
Baptist Health South Florida

**JOHN MULREY**  
Regional Director  
FirstService Residential

**ABE NG**  
President, CEO & CSO  
Sushi Maki

**ADOLFO PEREZ**  
SVP of Global Sales & Trade Marketing  
Carnival Cruise Line

**FREDDIE PETERSON**  
General Manager  
Miami Beach Convention Center  
OVG360 Venue Management

**ALAN RANDOLPH**  
Regional Director, Community  
Bank for Florida, Georgia, Texas  
and New York  
Bank OZK

**ALFREDO RICHARD**  
EVP, Corporate Communications  
NBC Universal Telemundo Enterprises

**CHRIS ROLLINS**  
Chief Operating Officer  
South Beach Group Hotels

**GRISSETTE ROQUE-MARCOS**  
Executive Director  
Miami Beach Visitor  
& Convention Authority

## PAST CHAIRS

**RICHARD FAIN**  
Chairman & CEO  
Royal Caribbean Cruises Ltd.

**TONY GOLDMAN\***

**ADOLFO HENRIQUES**  
Vice Chairman  
The Related Group

**THOMAS F. HEWITT**  
Managing Partner  
WDI Hospitality, LLC

**DONALD E. LEFTON**  
Principal & CEO  
The Continental Companies

**SIDNEY LEVIN\***

**STEPHEN D. NOSTRAND\***

**R. DONAHUE PEEBLES**  
Chairman & CEO  
Peebles Corporation

**CHRISTOPHER PERKS**  
Retired

**STEPHEN SONNABEND**  
Retired

**DOROTHY C. WEAVER\***

## EX OFFICIO

**RALPH CUTIÉ**  
Director & CEO  
Miami-Dade Aviation Department

**MICHAEL FINNEY\***

**WILFREDO GORT  
CAMACOL**

**G. ERIC KNOWLES**  
President & CEO  
Miami-Dade Chamber  
of Commerce

**IBIS ROMERO**  
Executive Director  
Sunny Isles Beach Tourism  
and Marketing Council

**ALFRED SANCHEZ**  
President & CEO  
Greater Miami Chamber  
of Commerce

**HYDI WEBB**  
Port Director  
PortMiami

\*Deceased

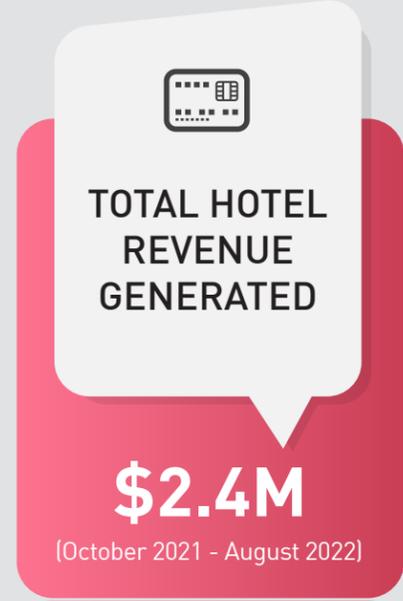
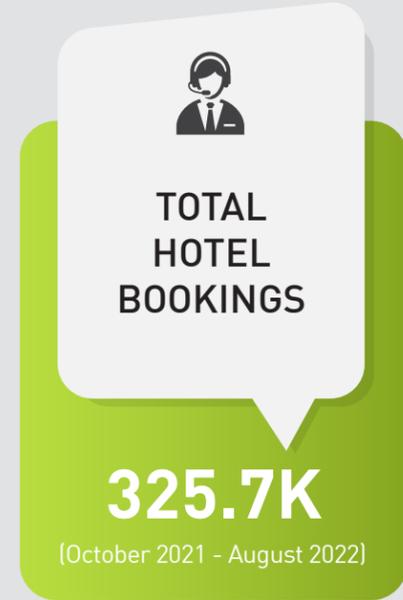
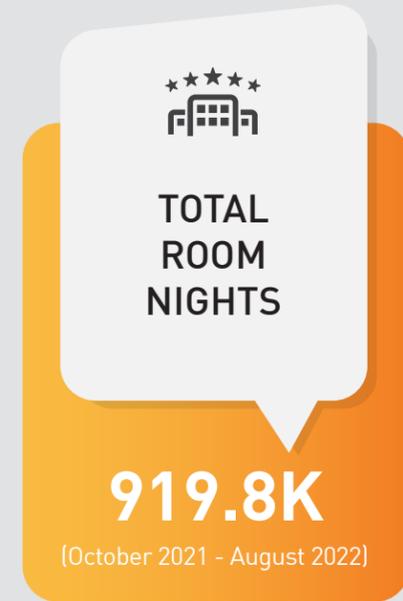
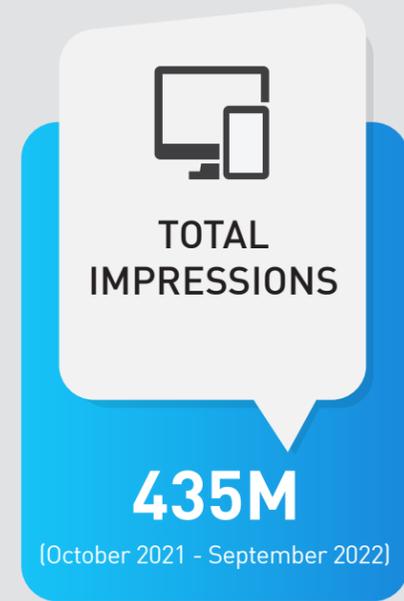


# ADVERTISING

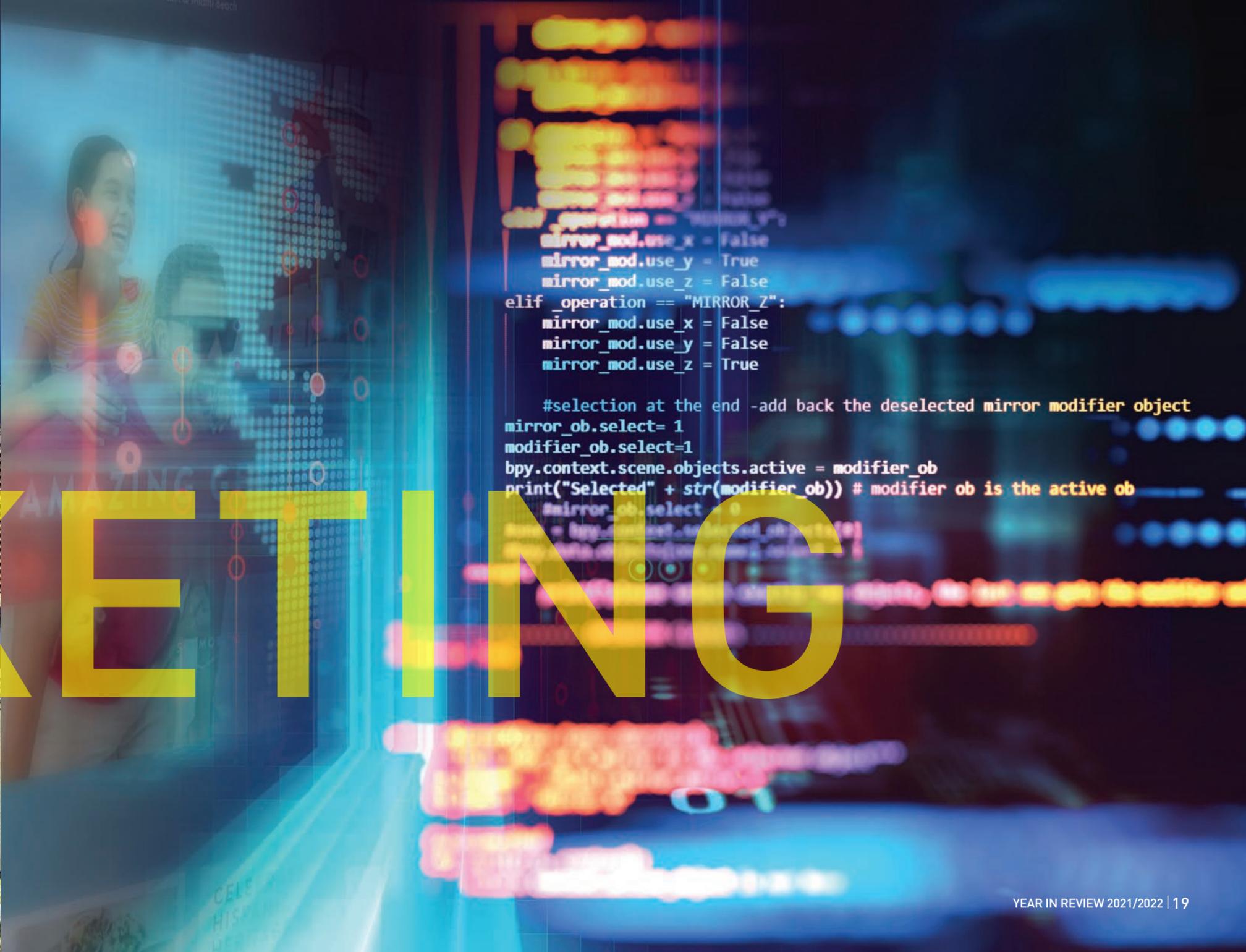


# ADVERTISING

The Advertising Division seeks to highlight unique Greater Miami & Miami Beach 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.



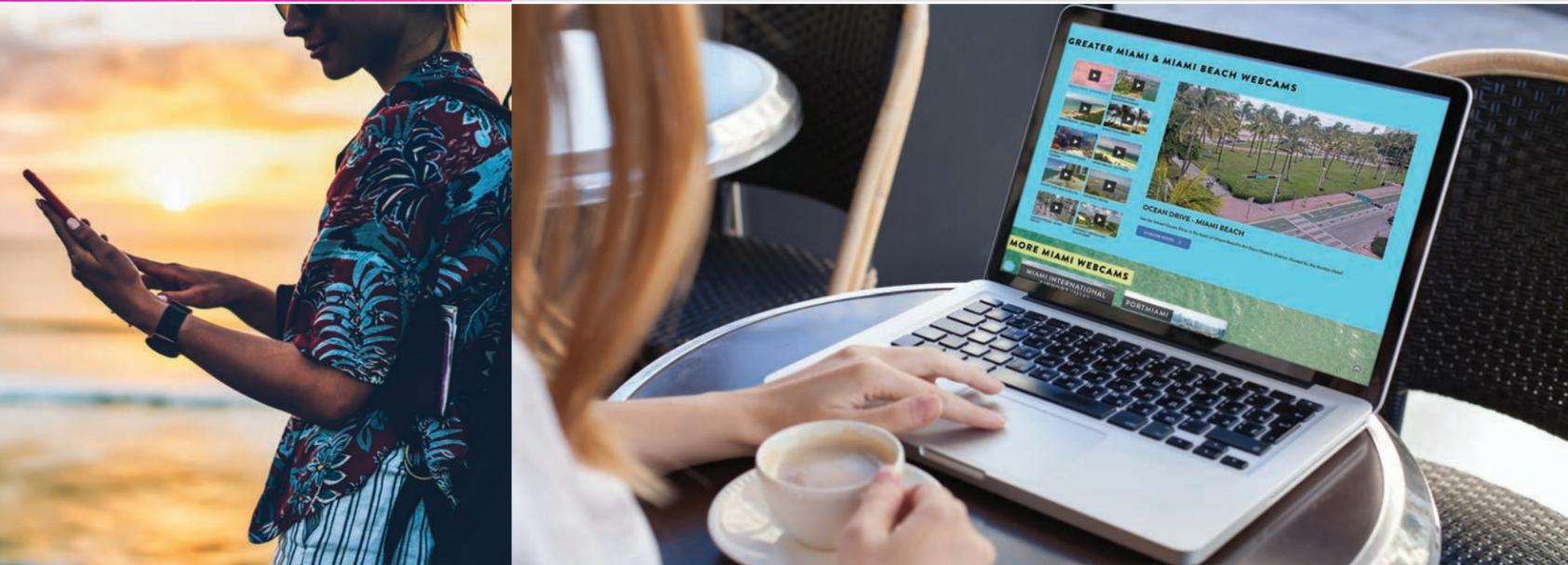
FY21/22 campaign creative showcases diverse culture and unique experiences enticing travelers to choose Greater Miami & Miami Beach



# DIGITAL MARKETING

# DIGITAL MARKETING

The Digital Marketing Division seeks to captivate potential Greater Miami & Miami Beach travelers and meeting planners through innovative experiences that inspire increased lengths of stay. The focus of the division is to engage and convert leisure travelers and meeting planners through MiamiandMiamiBeach.com and other digital channels.



Greater Miami & Miami Beach webcams are a popular feature on MiamiandMiamiBeach.com

## WEBSITE VISITOR GROWTH

All-time record growth, from 6.9 million to 9.1 million

Increase of **+32%**

## EMAIL SUBSCRIPTIONS

Climbed from 123K to 164K

Increase of **+33%**

## PARTNER ENGAGEMENTS

Investment in storytelling, articles and website enhancements paid off for partners

**378K+ Partner Engagements**

Up **+64%** versus last year (212K)

## AVERAGE SITE VISIT DURATION

**Increased by 5 seconds (or 4%)**

With gain in site visitors, that's **45 million more seconds (12,500 more hours)** spent exploring what Greater Miami & Miami Beach offers visitors and meeting planners

## WEBSITE ADARA BOOKINGS

**Revenue: \$141.9M | Bookings: 139.3K | Room Nights 451K**



MARKETING

COMMUNICATIONS,

PR & SOCIAL MEDIA



# COMMUNICATIONS

The Marketing Communications Division oversees PR and Social Media to inspire travel by storytelling through earned and owned social media channels. Through influencer engagement, content creation, press trips and global media relations, the team brings the destination to life in a way that is consistent with the brand philosophy and drives demand for leisure and meetings business.

## TRADITIONAL PR MEDIA VISITS/ACTIVITIES

**970** media placements | **9.85M** media impressions | Total Circulation: **3.9M**

Total Advertising Value Equivalent (AVE): **\$177.3M**

**135** media visits | **189** media assisted | **5** group press tours

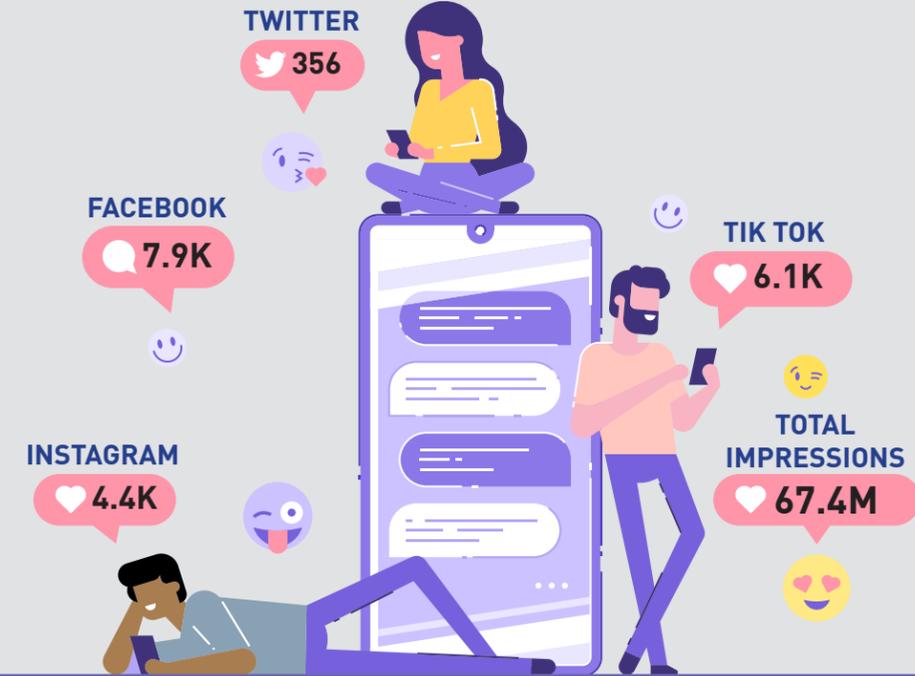
Nominated and secured Stella Gold award recognition for MBCC for Best Convention Center: Southeast



Left: New York media mission • Center: LE Miami press tour  
Right: Miami Outdoor cross-market press tour - Everglades Alligator Farm

## SOCIAL MEDIA

Total # of new followers:



**SOCIAL MEDIA**  
Total # of engagements  
**1.5M**

**TWITTER**  
18.1K

**FACEBOOK**  
1.4M

**IG**  
99.9K

**TIKTOK**  
10.3K

Increase in followers across all platforms  
**+3.6%**

Increase in engagement across all platforms  
**+2.2%**

## MIAMI BEACH LIVE

March 2022 campaign

**18** total posts | **124.5K** reach  
**130.4K** impressions

## TAKE CARE OF OUR CITY

March 2022 campaign

**4** influencer-collaborated posts  
**98.6K** total reach | **104.5K** total engagement



Buff Monster - Credit: Nika Kramer  
26 | Greater Miami Convention & Visitors Bureau



Art Basel MBCC21 Meridians Hank Willis Thomas  
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# ARTS & CULTURE TOURISM

The Arts & Culture Insider Guide  
for Greater Miami & Miami Beach



The Arts & Culture Tourism Division promotes Greater Miami & Miami Beach as a unique destination boasting outstanding art museums, galleries, historic sites, attractions and performing arts. Marketing initiatives include hosting programs targeting media, attending local, national and international trade shows, and producing compelling promotional content. Additionally, the division works to ensure that community arts and culture organizations have access to opportunities that attract visitor audiences and ensure long-term cultural vibrancy for the destination.

## ATTRactions, EXPERIENCES & MUSEUMS CO-OP PROGRAM

11 organizations participated

Participants invested **\$20K**  
(matching \$20K GMCVB investment)

Return on investment:  
Impressions: **3.9M**  
Direct Clicks: **57.1K**

## CONFERENCEs, CONVENTIONS & TRADE SHOWS

Actively participated  
in **20+ events**

Met and connected with **hundreds of industry professionals**  
from around the world who are interested in arts & culture tourism  
in Greater Miami & Miami Beach

## MIAMI ARTS MARKETING PROJECT

824 participants

42 expert thought leaders

11 virtual labs and  
coaching sessions

## MIAMI ART WEEK

16 satellite fairs/festivals throughout  
Greater Miami & Miami Beach

60K+ attended Art Basel Miami Beach  
at the Miami Beach Convention Center



Left: FriendsWithYou's "Little Cloud Sky" on Española Way in Miami Beach.  
Center: Design Miami/ in Basel, Switzerland • Right: Art Basel 2022, Switzerland



# LGBTQ+ MARKETING

# LGBTQ+ MARKETING

The LGBTQ+ Marketing Division promotes Greater Miami & Miami Beach as a premier destination for LGBTQ+ visitors through strategic sales, promotional efforts and content development, ensuring that potential visitors, the travel trade and media are informed about the latest developments, including hotels, events, attractions, airlines and cruise ships. The division aims to empower individuals who work in Greater Miami & Miami Beach's tourism industry to effectively engage with LGBTQ+ customers through the rollout of the Miami Begins with Me LGBTQ+ Diversity & Inclusion Training.

The LGBTQ+ Travel Insider Guide for Greater Miami & Miami Beach



## ACTIVATIONS

10 International

8 Local

11 Domestic

29 TOTAL Activations

## LGBTQ+ SOCIAL MEDIA CHANNELS



11M Impressions

110.3K Engagements (+100.4%)

Net Audience Growth 110.1%

358.8K Video Views (+427.5%)

## INFLUENCER MARKETING

8.3M impressions

36.5K engagements

+\$231K estimated media value



Left: GMCVB at LGBTQ+ Turismo Expo in Rio de Janeiro, Brazil  
Right: GMCVB celebrates Miami Beach Pride, April 2022



# SPORTS & ENTERTAINMENT TOURISM

# SPORTS & ENTERTAINMENT TOURISM

The mission of the 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 through increased visitor stays and a more frequent visitor return rate.

## 2026 FIFA WORLD CUP™

**Miami announced as one of 16 host destinations** across the U.S., Canada and Mexico. Matches will be held at Hard Rock Stadium.

## INAUGURAL FORMULA 1® CRYPTO.COM MIAMI GRAND PRIX

Held at Hard Rock Stadium in May 2022

Boosted local economy by <b>\$350M</b>	Total broadcast audience: <b>23M</b>
Visitor spending: <b>\$150M</b>	Jobs created: <b>3.1K+</b>

## MIAMI OPEN TENNIS TOURNAMENT

Broke attendance record: **385K spectators**

Total Global Audience (linear TV and digital): <b>211.1M</b>	Broadcast Markets: <b>196 countries</b>
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## COLLEGE FOOTBALL PLAYOFF

Selected Miami for **2026 National Championship**

Game to be played at **Hard Rock Stadium** on January 5, 2026

**22nd** College Football National Championship hosted in Miami



Left: F1 Crypto.com Miami Grand Prix activation at Miami International Airport  
Right: 2026 FIFA World Cup™ meeting



# TRAVEL INDUSTRY SALES

Global outreach to the Travel Trade... The Travel Industry Sales Division provides travel professionals with support and access to the resources they need for planning, marketing and selling the destination – a one-stop trip planning resource for travel professionals. The leisure traveler frequently turns to travel professionals (tour operators, travel agencies, OTAs, and online guides and influencers) to inspire and plan their trips. Many of Greater Miami & Miami Beach's overnight visitors rely on these sources throughout their trip planning and booking processes. Given the size of the leisure travel market in Greater Miami & Miami Beach, this channel for guidance and promotion is crucial.



Left: Miami connects with Colombia travel trade - ANATO 2022  
Right: Miami's ventanita at the Orange Grove - IPW 2022

## WEBINARS

**Conducted 40 Webinars** with travel trade organizations including, Expedia TAAP, ASTA Chapters, CLIA AustralAsia, Carnival Cruise Line, MSC Cruises, Norwegian Cruise Line, PTANA, American Airlines and Cruise Planners

## TRAVEL ADVISORS & SPECIALISTS

**1.1K enrolled travel advisors**

**712** Greater Miami & Miami Beach Travel Specialist graduates

## FAM GROUPS

**Hosted 21 FAM Groups**

from the U.S., Germany, Mexico, Brazil, Dominican Republic and Colombia

## TRAVVY AWARDS (NOVEMBER 11, 2021)

The **GMCVB** won...

Gold for **Best Tourism Board**

Gold for **Best Domestic Destination**

Bronze for **Best Travel Agent Academy**

Gold for **Best Honeymoon Destination U.S./Canada**

**Miami Beach** won...

Gold for **Best City Destination**

Silver for **Best Luxury Destination North America**





# BOUNTIFUL HOTELS

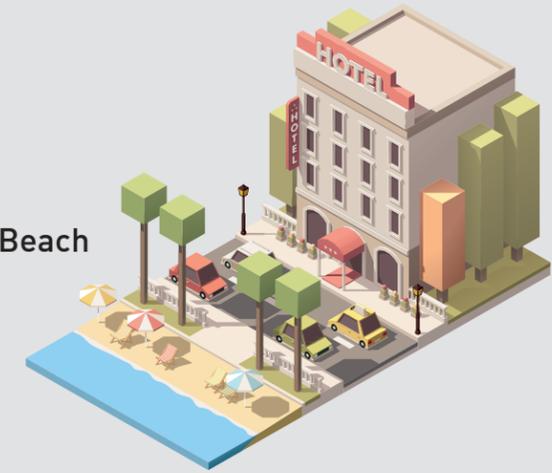
# BOUTIQUE HOTELS

The Boutique Hotels program represents more than 100 boutique hotel partners.

Efforts are focused on promoting the destination and its boutique and lifestyle hotels to specialty trade and consumer lifestyle press, LGBTQ+ event producers, travel advisors, production industry decision makers, and film and production agents globally.

The Boutique Hotels program develops and creates site content and programming across several audiences, including: Luxury, LGBTQ+, Family Travel, Film and Fashion & Entertainment to inspire leisure and business travelers to visit the destination.

**BOUTIQUE HOTELS**  
**100+ properties**  
throughout Greater Miami & Miami Beach



**SITE VIEWS AND ENGAGEMENTS**  
**39.1K page views**  
of Boutique Hotel-related pages and site content

LGBTQ+ Influencer Engagements delivered  
**1.96M impressions**

**MIAMI BEACH LIVE**  
**Campaign delivered 73.8M impressions**  
**(+23% vs. the goal)**

This campaign generated awareness of Miami Beach's March programming, including Boutique Hotel offerings



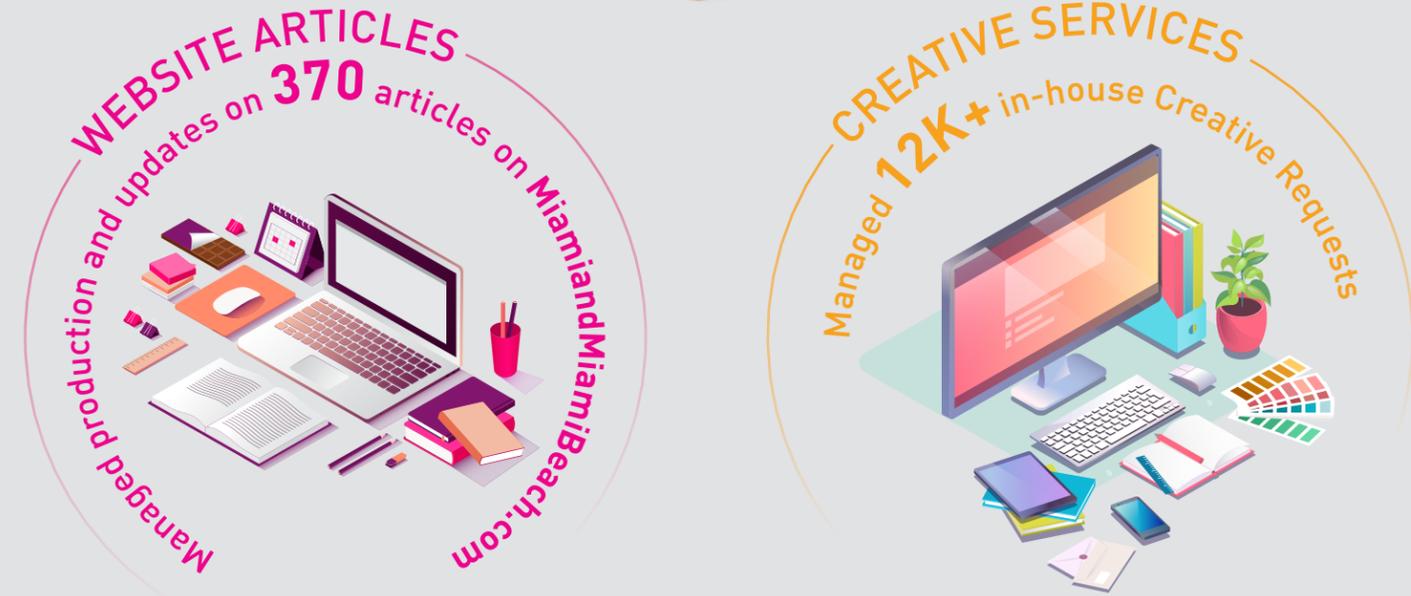
Left: GMCVB participation at LE Miami (MBCC), a leading boutique hotel trade show  
Right: Quarterly GMCVB Boutique Hotel Meeting to discuss opportunities and trends



# CONVENTION & CREATIVE SERVICES

# CONTENT & CREATIVE SERVICES

The Content & Creative Services Division serves as the GMCVB's in-house creative agency, developing customized publications, 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-round Miami Temptations programs as well as its website articles and printed materials. This includes promoting the destination at visitor centers, Miami International Airport (MIA) and PortMiami.



Left: The GMCVB's Miami Eats Program received "The Henry" Award from VISIT FLORIDA  
Right: MICHELIN Launch Event at Miami Beach Convention Center

# RESEARCH & STRATEGIC PLANNING

# RESEARCH & STRATEGIC PLANNING

The Research & Strategic Planning Division supports the GMCVB's various marketing programs by analyzing industry performance. The division assists with effective strategic planning by conducting visitor research, tracking key industry benchmarks and providing ongoing, in-depth analysis of industry trends. Additionally, the division is responsible for identifying and utilizing the best business tools to help the GMCVB's internal and external stakeholders. Research & Strategic Planning also conducts specialized research for GMCVB partners and responds to data inquiries. Furthermore, the division publishes an annual State of the Industry report, highlighting the industry's performance for the prior year and providing the public with a comprehensive overview of tourism to Greater Miami & Miami Beach.



The Research team conducts surveys at Miami International Airport

## TOTAL VISITORS\*



\*Calendar year 2021

# RESEARCH & STRATEGIC PLANNING

## TOP 5 DOMESTIC OVERNIGHT MARKETS\*

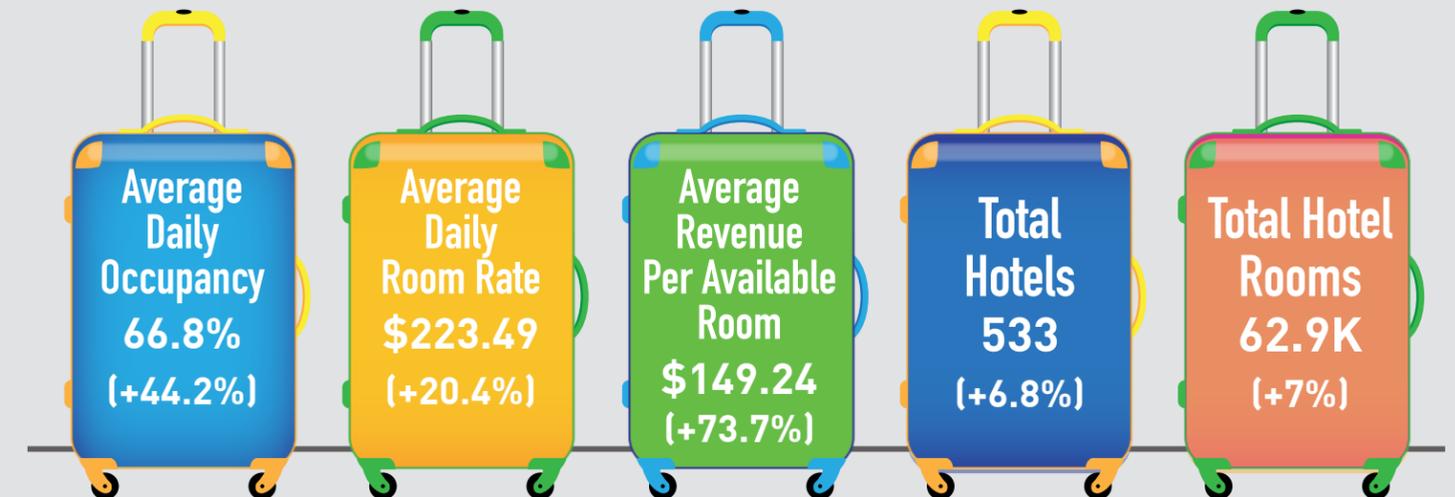


\*Calendar year 2021

## TOP 5 INTERNATIONAL OVERNIGHT MARKETS\*



## HOTEL PERFORMANCE\*



\*Calendar year 2021



# BUSINESSES DEVELOPMENT & PARTNERSHIPS



# BUSINESS DEVELOPMENT & PARTNERSHIP

The Business Development & Partnership Division brings new partners to the organization and ensures that these partners receive exposure across GMCVB platforms.

The division generates vital private sector revenue in support of GMCVB operations through partner dues revenue, event sponsorship and digital platform advertising sales.

## PARTNERS & REVENUE

**New Partners: 185**

**Partner Revenue (PRIVATE REVENUE): \$1.35M**  
**Strategic Partnership + Digital Revenue**

**(PRIVATE REVENUE): \$75K**

## NEW PROGRAM LAUNCHES

**Miami Arts Pass**

**Miami Craft Brew Pass**

Programs drive traffic to local businesses while increasing partner benefits

## ONGOING/UPDATED PROGRAMS



**Miami Begins with Me (MBWM)**  
customer service training program



Expanded **LGBTQ+ Sensitivity & Awareness** workshops

## PARTNER EVENTS

Successfully executed **45+** partner training and networking events at a variety of partner locations

**Key events included:**

- GMCVB Annual Meeting
- GMCVB State of the Industry Meeting
- GMCVB Annual Partner Planning Workshop
- Annual Partner Expo (celebrated and supported Black-Owned Business Month)



Left: GMCVB 2022 State of the Tourism & Travel Industry Presentation at The Fillmore Miami Beach  
 Right: GMCVB Partnership Networking Breakfast at the Gabriel South Beach



# MEETINGS & CONVENTIONS SALES & SERVICES

# MEETINGS & CONVENTION SALES & SERVICES

Greater Miami & Miami Beach has hosted a large number of meetings and conventions of all sizes. This business is key to generating hotel room nights and helps filter traffic to local businesses. Competition for the lucrative meetings business is fierce among the country's major destinations, which is why the Meetings & Convention Sales & Services Department, together with the Marketing & Tourism Department, continues to develop new programs to increase hotel bookings and develop new Miami Beach Convention Center business as well as lay the groundwork for future events of all sizes.

## LEADS & BOOKINGS

Produced **2.6K** Leads      Produced **388** Bookings

Captured **30+ new opportunities** for the next 5 years impacting desired need dates

**Total Room Nights Booked: 289.2K**

**Booked 7 new citywides**

Rebooked **Burger King** and **Bitcoin** for 2023:

**Economic Impact of \$25M**

## STRATEGIC PARTNERSHIPS

Partnered with leading industry organizations:

**PCMA** | **ASAE** | **MPI**

**Maritz Global Events** | **Trade Show Executive**

## FAMS HOSTED

**Helms Briscoe** | **Conference Direct**

**PCMA Foundation Partnership Summit**



*PCMA Partnership Summit 2022 - clients enjoying our unique destination experiences*

## TRADE SHOWS

Participated in **25 global industry trade shows** and sales forums

Created a **“Miami Experience”** at important shows, such as **IMEX, ASAE** and **PCMA**

## CAMPAIGNS

Targeted sales-driven **media campaign** to highlight reimagined **MBCC** and the **Convention Center HQ Hotel**

Launched new **marketing sales collateral** and campaigns targeting key feeder markets

## SALES MEETINGS

Reignited **General Managers/DOSM Meeting** to include Revenue Directors  
Reignited Miami Beach (2), Downtown Miami (2) and Airport (1) **Task Force Meetings**  
Held monthly **joint sales meetings with MBCC** to target and convert P1/P2 groups

## CONVENTION SERVICES

Implemented **Show Your Badge Program** for all events at the Miami Beach Convention Center  
Continued **pre-planning engagement** for clients within our hotel partners to provide exceptional experience  
Organized and operated the **PCMA Partnership Summit 2022**



Left: PCMA Partnership Summit 2022 - bringing events to life at the Miami Beach Convention Center ballroom  
Right: Miami Beach Convention Center

Miami Beach Convention Center



# MULTICULTURAL TOURISM & DEVELOPMENT

# MULTICULTURAL TOURISM & DEVELOPMENT

The Multicultural Tourism & Development Department's role is to help promote the diversity of Miami's multicultural communities, attractions and events. By working locally to build consistency and economic sustainability as well as broadening the scope of initiatives, the department maximizes marketing and engagement opportunities. Its focus is to promote the heritage of Greater Miami & Miami Beach, help attract convention business, help improve experiences for cultural travelers, support cultural events, and assist in tourism capacity-building for small and minority-owned businesses.

## SMALL BUSINESS OUTREACH AND CAPACITY BUILDING VIA THE TOURISM BUSINESS ENHANCEMENT PROGRAM

Miami Bayside Partnership and GMCVB Lead Planning Workshops collectively  
**Reached 162 Businesses**

## ART OF BLACK MIAMI

Marketed and promoted **51 art events** that showcased multiple affiliated artists during Art Basel season (November/December)

Hosted **10 GMCVB-sponsored events**

## AWARDS & RECOGNITION

**Connie Kinnard** – Sr. Vice President, Multicultural Tourism Development – received the *South Florida Business Journal's* **Diversity & Inclusion Award**



Left: Multicultural Tourism & Development team day of giving - volunteering at the Salvation Army Food Pantry  
Right: Miami Bayside Foundation Small Business Graduation, Summer 2022



# FINANCE & ADMINISTRATION

The Finance & Administration (F&A) Department is the backbone of the Greater Miami Convention & Visitors Bureau (GMCVB), responsible for the Human Resources (HR), Finance & Accounting, Information Technology (IT) and Facility Management divisions. The team's primary purpose is to keep the Sales & Marketing departments fully and successfully functioning. The department also manages the Black Hospitality Initiative (BHI), which encourages the equitable economic and increased workforce participation of African Americans and Blacks of African descent in the Greater Miami & Miami Beach visitor industry through scholarship awards.

## HUMAN RESOURCES

Maintained the workforce during the pandemic, **utilizing grant funding** from the PPP and ERTC programs  
**Rebuilt the Bureau's workforce** to match the post-pandemic work environment

## FINANCE & ACCOUNTING

Completed **31st consecutive clean audit** with no management letters

## INFORMATION TECHNOLOGY

Embarked on **moving all GMCVB information systems to the Cloud** to achieve a **100% paperless environment**

## BLACK HOSPITALITY INITIATIVE (BHI)

Hosted the **29th Annual H.O.T. Challenge** golf tournament

Raised **\$195K** at the H.O.T. Challenge

**204 players and guests** came out to support the event

Enrolled **8 new students** in the BHI Scholarship Program

**Graduated 4 BHI scholars** from Miami Dade College and Florida International University



*The GMCVB hosted the 29th Annual H.O.T. Challenge golf tournament*

# CORPORATE PARTNERS

Adrienne Arsht Center for the  
Performing Arts of Miami-Dade County  
[arshtcenter.org](http://arshtcenter.org)

American Airlines  
[aa.com](http://aa.com)

Azamara Club Cruises  
[azamara.com](http://azamara.com)

Bank of America  
[bankofamerica.com](http://bankofamerica.com)

Baptist Health South Florida  
[baptisthealth.net](http://baptisthealth.net)

Berkshire Hathaway  
HomeServices EWM Realty  
[ewm.com](http://ewm.com)

Brickell City Centre  
[brickellcitycentre.com](http://brickellcitycentre.com)

Carnival Cruise Line  
[carnival.com](http://carnival.com)

Celebrity Cruises  
[celebritycruises.com](http://celebritycruises.com)

Comcast Business Services  
[business.comcast.com](http://business.comcast.com)

Estiatorio Milos  
[estiatoriomilos.com](http://estiatoriomilos.com)

Faena District  
[faena.com](http://faena.com)

Florida Power & Light Co.  
[fpl.com](http://fpl.com)

Greater Miami & the Beaches  
Hotel Association  
[gmbha.com](http://gmbha.com)

Greater Miami Chamber of Commerce  
[miamichamber.com](http://miamichamber.com)

Greenberg Traurig PA  
[gtlaw.com](http://gtlaw.com)

Hard Rock Stadium  
[hardrockstadium.com](http://hardrockstadium.com)

First Horizon Bank  
[firsthorizon.com](http://firsthorizon.com)

Miami Design District  
[miamidesigndistrict.net](http://miamidesigndistrict.net)

Miami Herald Media Co. / El Nuevo Herald  
[miamiherald.com](http://miamiherald.com)

Miami International Airport  
[miami-airport.com](http://miami-airport.com)

Miami Marlins  
[mlb.com/marlins](http://mlb.com/marlins)

Miami New Times  
[miaminewtimes.com](http://miaminewtimes.com)

The Miami-Dade Beacon Council  
[beaconcouncil.com](http://beaconcouncil.com)

Miami's Community Newspapers  
[communitynewspapers.com](http://communitynewspapers.com)

Miccosukee Tribe of Indians of Florida  
[miccosukee.com](http://miccosukee.com)

Norwegian Cruise Line  
[ncl.com](http://ncl.com)

Oceania Cruises, Inc.  
[oceaniacruises.com](http://oceaniacruises.com)

OpenTable  
[opentable.com](http://opentable.com)

Outfront Media  
[outfrontmedia.com](http://outfrontmedia.com)

Phillip and Patricia Frost  
Museum of Science  
[frostsscience.org](http://frostsscience.org)

PortMiami  
[miamidade.gov/portmiami](http://miamidade.gov/portmiami)

RBB Communications  
[rbbcommunications.com](http://rbbcommunications.com)

Regent Seven Seas Cruises  
[rssc.com](http://rssc.com)

Royal Caribbean Group  
[royalcaribbean.com](http://royalcaribbean.com)

RSMUS  
[rsmus.com](http://rsmus.com)

Signature Flight Support  
[signatureflight.com](http://signatureflight.com)

VMLY&R  
[vmlyr.com](http://vmlyr.com)



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

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