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# SALES & MARKETING PLAN 2022/2023

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THE OFFICIAL DESTINATION SALES & MARKETING ORGANIZATION FOR GREATER MIAMI & MIAMI BEACH



# MARKETING PLAN 2022/2023

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## 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 FROM THE PRESIDENT

## INTRODUCTION

It is once again my extreme honor and privilege to present the Fiscal Year 2022/2023 Sales & Marketing Plan and Program of Work. It is not lost on me that I begin this second year having recently celebrated my one-year anniversary back with an organization and team that make me so proud. I am incredibly excited to enter the year with a veteran group of experienced and committed professionals, supplemented by the addition of several key leadership positions.

The preparation and submission of the budget and plan marks another year of transition in the “post-pandemic” phases of rebounding, repositioning and, in many cases, seizing upon and maintaining the momentum our destination and our community has experienced. This proposed budget has been vetted by both our Finance Committee and our Executive Committee. I would like to take this opportunity to especially acknowledge and thank Bruce Orosz, Chairman of the Board, and Elizabeth Hicks, Chair of the Finance Committee, for their dedication of time, commitment and wise counsel throughout the process.

The overall proposed net revenue (\$41.2 M) for the upcoming Fiscal Year aligns closely with, albeit slightly lower than, the projected revenue (\$41.9 M) of the current Fiscal Year. This will allow us to maintain similar levels of investment and resource deployment. It was made possible by a mid-year adjustment and expansion of investments due to much higher collections of actual revenues than what was originally budgeted to begin our Fiscal Year. This positive variance is a direct result of record levels of visitors and even higher record levels of collections generated by the strongest and highest Average Daily Rate (ADR) in the nation.

One of our greatest challenges and opportunities in the year to come is, in fact, investing to support and maintain this significantly higher level of a perceived and promoted value proposition and visitor experience.

## 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. As noted earlier, 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.

## LOOKING AHEAD

I welcome you to read the Program of Work for each GMCVB division and team outlined in this report. Several key priorities guide these strategies and tactics. Chief among them, the Greater Miami Convention & Visitors Bureau 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. Lastly, this will only be possible by being aligned with our partners and their needs and priorities.

## CONCLUSION

If anything, this past Fiscal Year simply speaks to the incredible resilience 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.

This Fiscal Year 2022/2023 Annual Budget and Program of Work is designed to give our team the resources to continue to fuel the next level of performance and support our partners. In telling our story, and yours, we must define and distinguish all aspects of our diverse partners, experiences and neighborhoods.

My sincere thanks go out to all staff for the hard work and dedication put into preparing this Annual Budget & Program of Work. I would like to thank Rolando Aedo, Al West, Carol Motley and Connie Kinnard for the outstanding work they, their senior and director colleagues, and the entire staff put into preparing their teams' budget sections. I would like to especially thank Al West and the Finance & Administration team for shepherding this through our governance process.

Respectfully submitted,



**David Whitaker,**  
*President & CEO*



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

# THE GMCVB'S MARKETING OVERVIEW

In order to maintain Greater Miami & Miami Beach's positive momentum, the GMCVB will continue to launch campaigns to drive interest, demand and engagement by highlighting our diverse neighborhoods. The GMCVB's marketing efforts will focus on increasing consideration of Greater Miami & Miami Beach among those who intend to travel by highlighting and engaging with unique brand campaigns, as well as deals and special offers, with the goal of increasing visits, room rates and length of stay.

## BRAND POSITIONING

The destination is unique and brimming with endless experiences. 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, hospitality and entertainment 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. Our approach is to explore qualitative and quantitative data research and leverage key insights from consumers and meeting planners to reestablish our brand position. This will allow us to create a stronger and more relevant brand identity for the destination.

As we continue to engage with our multifaceted personas, we will drive targeting strategies through storytelling and impactful content. This will allow us to reimagine and further reposition Greater Miami & Miami Beach.

## 2022/2023 PRIORITIES

We will sustain our always-on efforts – pitching media, educating travel agents and executing promotions. The GMCVB will maintain a strong search strategy (SEO/SEM) to maintain consumer awareness and keep the Greater Miami & Miami Beach brand top of mind among consumers and meeting planners. It will be critical to continue to produce engaging storytelling and marketing campaigns that are informed by consumer behavior data, inspire travelers and generate strong hotel bookings.

- The GMCVB's Destination Wide campaign will drive interest, demand and engagement by highlighting our diverse neighborhoods. An expanded Art, Culture & Heritage program will highlight art programming throughout the destination as well as spotlight its cultural gems and diverse multicultural communities.
- Continue to support Miami International Airport and PortMiami by capitalizing on any new airlines, cruise ships and routes serving our community through integrated sales and marketing programs.
- The Meetings & Conventions and Miami Beach Convention Center (MBCC) marketing programs will keep the destination top of mind for meeting planners, especially driving the awareness of the MBCC Headquarter Hotel. Programs will attract high-value meetings and conventions that match the needs of our Center, host hotels and partners.
- The destination continues to expand its luxury offerings for indulgent travelers. As a result, we will partner with luxury brands (including retail, hotel, restaurant, etc.) to reach affluent audiences on a global scale.
- Expand media campaigns and marketing efforts to amplify key moments and special events that foster a strong draw to the destination. These include Art Basel Miami Beach, Miami Beach Live, Miami International Boat Show, Formula 1 and others.
- Redevelop the GMCVB website to establish a state-of-the-art foundation that will drive partner business value, allow for destination storytelling and maximize productivity.

- Support the website relaunch to allow for engaging storytelling content that appeals to the travel enthusiast and is delivered through appropriate channels.
- Launch a lead generation initiative that will drive an increase in data collection, including focused targeting and personalization, to better serve our visitors and potential travelers.
- Advertising programs will focus on digital displays, targeted eblasts with trusted publishers, and digital advertorials highlighting group offers. Multicultural, Hispanic, and LGBTQ+ audiences and media partners will also be included throughout all programs.
- Maintain co-op programs with trusted travel partners, such as Expedia, Kayak and Travelzoo, to continue to generate demand and drive incremental hotel bookings.
- Continue co-investing in Visit Florida co-op programs and partnerships like the MICHELIN Guide, as well as leverage the Visit Florida pavilion at international tourism tradeshow.
- Leverage Brand USA's partnership by boosting media and advertising campaigns in key international markets to drive consideration and maximize demand.

## TARGET AUDIENCE

### Primary Consumer Geographic Targets

#### DOMESTIC MARKETS

- |              |             |                |                  |
|--------------|-------------|----------------|------------------|
| • Atlanta    | • Cleveland | • Indianapolis | • Pittsburgh     |
| • Austin     | • Columbus  | • Los Angeles  | • Sacramento     |
| • Baltimore  | • Dallas    | • Minneapolis  | • San Francisco  |
| • Boston     | • Denver    | • Nashville    | • Washington, DC |
| • Charlotte  | • Detroit   | • New Jersey   | • Wilmington     |
| • Chicago    | • Hartford  | • New York     |                  |
| • Cincinnati | • Houston   | • Philadelphia |                  |

#### FLORIDA DRIVE MARKETS

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

*Additional markets may be added, based on consumer behavior data.*

#### INTERNATIONAL MARKETS

As international travel continues to gain momentum, the GMCVB's marketing efforts will attract consumers and meeting planners in the following markets:

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

*Additional markets may be added, based on consumer behavior data.*

#### PRIMARY MEETING PLANNER TARGETS

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

#### 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 consistently focuses on showcasing Greater Miami & Miami Beach's uniqueness to those who are seeking an escape with seemingly endless vacation activities or fulfilling their desires for an experience of a lifetime. Through targeted media and digital channels, the division offers a vast range of experiences that drive interest, demand and engagement with multifaceted personas. 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.

## GOAL

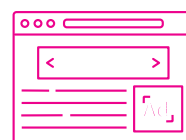
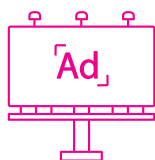
Increase overnight visitors and attendant resort, sales, food & beverage taxes, and jobs through optimum occupancy and highest possible room rates. This goal is supported through the development and implementation of strategies and tactics that emphasize the evolution of the brand identity, while targeting 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

The new GMCVB Destination Wide campaign will drive interest, demand and engagement by highlighting our diverse neighborhoods and featuring the destination's art/cultural/outdoor/culinary and retail offerings. Supporting this campaign, we will activate a lead generation initiative that will drive an increase in data collection, including focused targeting and personalization, to better serve our visitors and potential travelers.

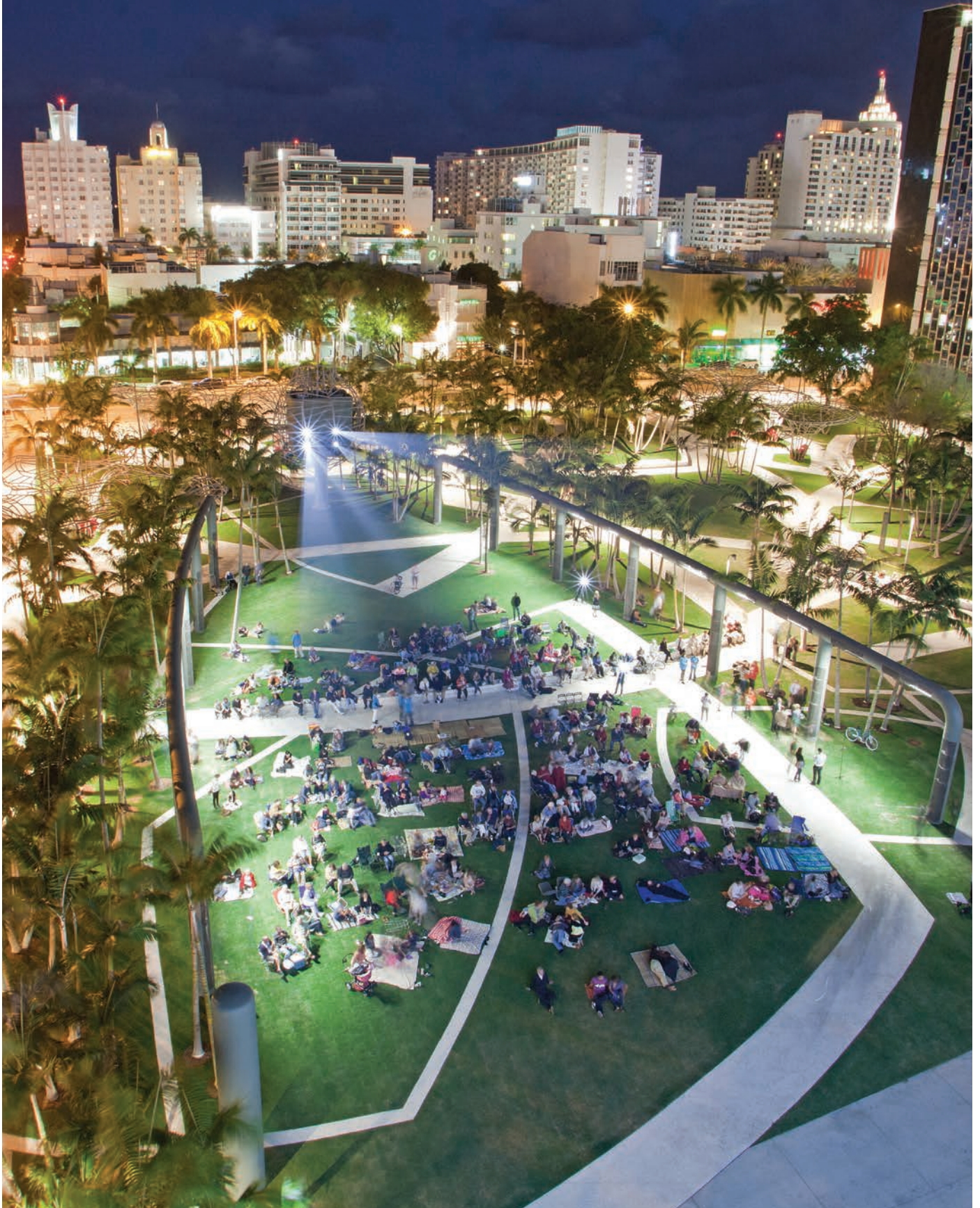
## TACTICS

- Launch Destination Wide 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.
- Expand retail partnerships with credit card partners to reach affluent audiences (globally).
- Boost media campaigns in key international markets to drive consideration and to maximize demand.
- Expand media campaigns to amplify key destination moments and special events.
- Increase the use of video, OTT (over-the-top media or streaming) and AI (artificial intelligence) media partners to drive further engagement.
- Utilize dynamic programmatic media to optimize and retarget prospects based on insights into the best messaging combination.



# MIAMI

GREATER MIAMI & MIAMI BEACH



## STRATEGY

Under the Destination Wide campaign brand platform, campaigns will be developed for targeted consumer segments, including African-American, LGBTQ+, Hispanic, Cruisers and Accessible Travelers.

## TACTICS

- Develop creative for campaign messaging that is tailored to resonate with African-American, Hispanic and LGBTQ+ audiences as well as those looking for information about accessibility.
- Use specific promotional messaging and offers targeting LGBTQ+ travelers who attend annual events throughout the year and encourage them to extend their stays.
- Work directly with publishers and influencers with culture-seeking African-American and LGBTQ+ travelers to develop custom multi-channel programs and leverage synergistic brand equities.
- Ensure campaign representation of travelers with disabilities and their experiences in the destination.
- Expand messaging around cruising from PortMiami, including the promotion of pre/post-cruise stays.
- 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.
- Retarget people with relevant content based on their MiamiandMiamiBeach.com website behaviors.

## STRATEGY

Drive continued growth in Greater Miami & Miami Beach meetings & conventions through a focus on diversified marketing programs that drive qualified leads. Leverage incremental advertising support to generate awareness of the Miami Beach Convention Center (MBCC) Headquarter Hotel by increasing marketing efforts to specifically focus on convention and meeting planners, and identifying new and potentially new users of the MBCC and other partner venues.

## TACTICS

- Meeting Planner marketing will continue to focus on the reimagined MBCC 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 meetings and conventions.
- Develop detailed messaging strategies to focus on the MBCC's differentiating features, including awareness of the MBCC Headquarter Hotel, 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 hotel meetings.
- Expand advertising outreach to global markets to drive international meeting bookings.
- 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.
- Leverage videos depicting how the destination is open for meetings.
- 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.
- Redirect efforts to focus on Facebook, Instagram, Twitter and LinkedIn advertising targeting specific regions in conjunction with using keywords that align with meeting planners searching to book their events and conventions.

## STRATEGY

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

## TACTICS

- Partner with Travelzoo, Expedia and Kayak to provide a templated and flexible approach to co-op marketing programs.
- 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.



# ADVERTISING

## PROGRAM OF WORK

### OCTOBER 2022 – SEPTEMBER 2023

- Always On Advertising
- Ad Serving/Attribution Advertising
- Paid Search Advertising
- Meetings & Conventions Advertising
- Retargeting Advertising
- Social Media Advertising
- Miami Temptations Program Advertising
- Annual General Market – includes African American, Hispanic, Accessible and LGBTQ+ audiences

### FALL 2022

- Cruise Campaign

### APRIL 2023 – AUGUST 2023

- Summer Co-op Booking Campaigns (Expedia, Travelzoo and Kayak)

**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 MiamiandMiamiBeach.com website.

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

**Social Media** — The GMCVB promotes Greater Miami & Miami Beach 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 MiamiandMiamiBeach.com.

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



# DIGITAL MARKETING

The focus of the GMCVB's Digital Marketing Division is to engage with and convert leisure travelers and meeting planners through MiamiandMiamiBeach.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 to drive consideration, engagement, bookings and first-party data capture, including email opt-in 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

Launch the new website to enhance storytelling and deliver innovative interactive experiences. Focus on new ways to drive engagement, partner traffic and visitors throughout the consumer and meeting planner life cycle.

## TACTICS

- Capitalize on the GMCVB website and customer relationship marketing tools to drive higher consideration, engagement, clicks to partners, bookings and meeting leads year-round.
- Leverage our marketing personas to deliver information that is relevant to our users.
- Analyze key high-value pages, including partner profile pages and content landing pages and optimizing, to remove friction points 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 website content to increase search rankings and website authority.
- Showcase Greater Miami & Miami Beach 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, identify opportunities to enhance storytelling on the website through increased showcasing of real visitor experiences, find further opportunities for search-engine optimized content, and refresh of existing content to ensure accuracy.
- Maintain increased engagement with partners and programs to continuously add value to the visitor and partner experience.
- Add more locations to the GMCVB's new webcam network to continue to show the breadth of Greater Miami & Miami Beach's beauty and diversity.
- Enhance the Meeting Planner experience on the website, clearly providing the benefits of meeting in Greater Miami & Miami Beach and booking meetings at area hotels and at the Miami Beach Convention Center (MBCC).
- Prioritize first-party data collection, maximizing Meetings & Conventions lead capture and consumer email opt-ins for further engagement, remarketing and conversion.
- 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 and decrease page load times.

## STRATEGY

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 Greater Miami & Miami Beach.

## TACTICS

- Enhance the eCRM program by bringing in new travelers and starting their relationships with the destination by immediately providing them with relevant content at the time when they are most engaged in considering a Greater Miami & Miami Beach stay.
- Develop a “countdown to your visit” contact stream to increase data capture and engagement with visitors traveling to the destination.
- Leverage visitor and meeting planner communications to create unique relationships with subscribers that are rooted in the experiences and personalization categories on MiamiandMiamiBeach.com.
- Activate subscribers through progressive journeys based on known high-engagement areas, moving them from inspiration to intent.

## STRATEGY

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

- Implement post-launch user experience testing and heat-mapping tracking to identify opportunities for further website enhancement and enhance the website’s impact on visitors’ travel experiences.
- Enhance Marketing Performance Dashboards and site analysis tools with further engagement and booking-related Key Performance Indicators.
- Continue using the ADARA impact measurement platform to measure impact of the site on visitation and revenue.
- Leverage partner research to learn about travelers’ key planning tools, timing and influencers.
- Use behavioral analytics to track places and activities of interest, and target with relevant information.

# DIGITAL MARKETING

## PROGRAM OF WORK



## ONGOING ACTIVITIES

- Complete development of new website launching in December 2022
- Targeting and Customer Relationship Management (CRM) plan to leverage the new site’s personalization capabilities
- Manage ongoing website enhancements and optimization
- Content planning and implementation in collaboration with the GMCVB’s Content team
- eCRM – Consumer email program management
- Event entry management
- Digital promotional calendar management
- Web usability research
- Technical on-page and off-page Search Engine Optimization

## PARTNER BENEFITS & OPPORTUNITIES

**Partner Listings** – GMCVB partners receive a partner listing on MiamiandMiamiBeach.com. The listing includes the partner’s name, address, phone number, website link and a company description. It also includes photos and 360-degree videos. The new website, launching in December 2022, will also include meetings-specific website profiles, including meetings amenities and the ability to upload meeting space floorplans. Partners can update their listings through the Partner Extranet.

**Event Listings** – Events at GMCVB partner venues are listed on the Events section of MiamiandBeaches.com. Partners can submit and update event listings through the Partner Extranet.



# ARTS & CULTURE TOURISM

The GMCVB's Arts & Culture Tourism Division leads strategic development and implementation of programs that expand global awareness of Greater Miami & Miami Beach's 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 Arts & Culture Tourism programs.

## STRATEGY

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

## TACTICS

- Through the Miami Arts, Culture & Heritage and Miami Attractions & Museums Months programs, create national, regional and local awareness of activities, events and exhibitions taking place during these campaign activations.
- Build partnerships between the arts 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 and Paris to increase future international audience attendance for Miami Art Week and throughout the entire year.
- Partner with the GMCVB's Communications team to support the cultural arts-focused Cross-Market Press Tours. Further expand upon projects that target specific content to pitch to art- & culture-related publications.
- Identify arts-specific content and influencers that can further promote 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

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

## TACTICS

- Recruit and encourage local arts, culture and attraction 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 Arts & Culture Tourism Education Program.
- Develop and expand the Attractions, Experiences and Museums Co-Operative Marketing Initiative designed to leverage GMCVB resources to enhance paid digital media marketing campaigns by local partners.
- On a quarterly basis, convene the Arts & Culture Tourism Task Force, which consists of local thought leaders 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.
- Support and promote the Florida Festivals Association, the Florida Attractions Association and the Greater Miami Festivals & Events Association's regional efforts to build synergies with partners and destination tourism efforts.
- 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.

### STRATEGY

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 engage with arts, culture and attractions industry-related conferences to develop relationships to entice Miami considerations for future meeting locations.
- Participate in joint sales calls and FAM tours with the GMCVB's convention and leisure sales teams.
- Work to maintain and expand the Public Art Tour module on the Bandwango platform in partnership with the Convention Services team.
- Leverage resources within the Arts & Culture Tourism Sponsorship Support program to attract and lure meetings and conventions within the arts industry.
- Join the Travel Industry Sales team on domestic and international trade show missions to leverage the Miami arts & culture story to drive leisure and tour group business.

### STRATEGY

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 Arts & 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 2022

10/1–11/30	Miami Entertainment Months
10/5–7	Music Tourism Convention / Cape Breton Island, Canada
10/10	Pérez Art Museum Miami Corporate Luncheon / Miami, FL
10/11	2023 GMCVB Annual Meeting @ Arsht Center / Miami, FL
10/19–23	Paris+ Art Fair / Paris, France
10/21–22	iii Points Music Festival / Wynwood, FL
10/26–28	Destinations International Advocacy Summit / Bloomington, MN

### NOVEMBER 2022

10/1–11/30	Miami Entertainment Months
11/1–30	Miami-Dade Farmers Month
11/1–4	Past Forward Preservation Virtual Conference
11/3–6	Miami Film Festival GEMS / Miami, FL
11/7–9	WTM London / London, UK
11/13–20	Miami Book Fair / Miami, FL
11/17	Give Miami Day / Miami, FL
11/18–12/8	No Vacancy: Miami Beach / Miami Beach, FL
11/29–12/3	Miami Art Week / Miami Beach, FL

### DECEMBER 2022

12/1–1/31	Miami Arts, Culture & Heritage Months
11/29–12/3	Miami Art Week / Miami Beach, FL
11/18–12/8	No Vacancy: Miami Beach / Miami Beach, FL

### JANUARY 2023

12/1–1/31	Miami Arts, Culture & Heritage Months
1/6–8	South Beach Jazz Festival / Miami Beach, FL
1/19–23	Art Deco Weekend / Miami Beach, FL

### FEBRUARY 2023

2/1–3/31	Miami Health & Wellness Months
2/3–5	GroundUP Music Festival / Miami Beach, FL
2/16–19	Art Wynwood / Miami, FL
2/16–19	Superfine Art Fair / Miami, FL
2/18–20	Coconut Grove Arts Festival / Coconut Grove, FL
TBA	Florida Arts & Culture Day / Tallahassee, FL

### MARCH 2023

2/1–3/31	Miami Health & Wellness Months
3/3–12	Miami Film Festival / Miami, FL
3/23–25	Art Basel Hong Kong / Hong Kong, China
TBA	National Arts Action Summit / Washington, DC

### APRIL 2023

4/1–5/31	Miami Attraction & Museum Months
4/20–28	Art Deco World Congress / Miami Beach, FL
TBA	Breakfast with the Arts & Hospitality Industry / Miami, FL

### MAY 2023

4/1–5/31	Miami Attraction & Museum Months
5/17–21	Frieze New York / New York, NY
5/20–24	IPW / San Antonio, TX
TBA	Americans for the Arts Annual Convention / Washington, DC

### JUNE 2023

6/1–9/30	Miami Hotel Months
6/15–18	Art Basel / Basel, Switzerland
TBA	Greater Miami Festivals & Events Annual Conference

### JULY 2023

6/1–9/30	Miami Hotel Months
7/1–8/31	Miami Spa Months
7/18–20	Destinations International / Dallas, TX

### AUGUST 2023

6/1–9/30	Miami Hotel Months
7/1–8/31	Miami Spa Months
8/1–9/30	Miami Spice Restaurant Months
8/22–24	Florida Festivals & Events Association / Bonita Springs, FL
TBA	Florida Attractions Association Annual Conference

### SEPTEMBER 2023

6/1–9/30	Miami Hotel Months
8/1–9/30	Miami Spice Restaurant Months

**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 & Miami Beach 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 & Miami Beach. 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 & Miami Beach 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 & Miami Beach welcomes all LGBTQ+ visitors to our community and looks forward to their visit.

## GOAL

Increase LGBTQ+ visitation to Greater Miami & Miami Beach.

### STRATEGY

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 – 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, URGE Miami Festival and Art Gaysel.
- Promote South Beach as a hub for Greater Miami's LGBTQ+ community by highlighting its many offerings, including 11th/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 an emphasis on outdoor adventures to appeal to potential LGBTQ+ families.

### STRATEGY

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 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 and events with targeted posts, stories and influencer marketing.
- Develop targeted marketing collateral that will showcase Greater Miami & Miami Beach as a premier destination for LGBTQ+ visitors.
- Work with the GMCVB's global and local advertising agencies to ensure that all advertising campaigns reflect LGBTQ+ content and target all segments of LGBTQ+ communities.
- Partner with the GMCVB's Marketing Communications Division in organizing and hosting LGBTQ+ domestic and international media and 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

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 & Miami Beach as a premier LGBTQ+ destination.

# LGBTQ+ MARKETING

## PROGRAM OF WORK

### OCTOBER 2022

- 10/1–11/30 Miami Entertainment Months
- 10/1–7 Celebrate ORGULLO / Miami, FL
- 10/22 National LGBTQ Task Force Gala / Miami Beach, FL
- 10/26–29 IGLTA Global Convention / Milan, Italy
- TBA GMCVB LGBTQ+ Tourism Advisory Committee Meeting  
– Virtual / Miami, FL

### NOVEMBER 2022

- 10/1–11/30 Miami Entertainment Months
- 11/1–30 Miami-Dade Farmers Month
- 11/7–9 WTM London / London, England
- 11/13–20 Miami Book Fair / Miami, FL
- 11/18 NGLCC National Dinner / Washington, DC
- 11/26–28 URGE Miami Festival / Miami Beach, FL

### DECEMBER 2022

- 12/1–1/31 Miami Arts, Culture & Heritage Months
- 12/1–3 Art Gaysel / Miami Beach, FL

### JANUARY 2023

- 12/1–1/31 Miami Arts, Culture & Heritage Months
- 1/5–9 LGBTQ+ Press Trip / Miami, FL
- 1/18–22 FITUR / Madrid, Spain
- 1/28–29 Travel & Adventure NYC / New York, NY
- TBA GMCVB LGBTQ Tourism Advisory Committee Meeting  
– Virtual / Miami, FL

### FEBRUARY 2023

- 2/1–3/31 Miami Health & Wellness Months
- 2/19 Gay8 Festival / Little Havana, FL
- 2/23–26 South Beach Wine & Food Festival / Miami Beach, FL
- TBA Travel Bulletin LGBT+ Showcase / Manchester, England
- TBA Wigwood Miami / Miami, FL

### MARCH 2023

- 2/1–3/31 Miami Health & Wellness Months
- 3/1–31 Miami Beach Live / Miami Beach, FL
- 3/1–7 Winter Party Festival / Miami Beach, FL

### APRIL 2023

- 4/1–5/31 Miami Attraction & Museum Months
- 4/15–16 Miami Beach Pride Festival & Expo / Miami Beach, FL
- TBA OUTshine Film Festival / Miami, FL
- TBA GMCVB LGBTQ+ Tourism Advisory Committee Meeting  
– Virtual / Miami, FL

### MAY 2023

- 4/1–5/31 Miami Attraction & Museum Months
- 5/16–22 SweetHeat Miami / Miami Beach, FL
- 5/20–21 Connect THRIVE Summit / San Antonio, TX
- 5/25–29 Sizzle Miami / Miami Beach, FL

### JUNE 2023

- 6/1–9/30 Miami Hotel Months / Meet in Miami
- 6/5–7 PROUD Experiences / Los Angeles, CA
- TBA Arsht Center CommuniTea Dance / Miami, FL
- TBA LGBTQI+ U.S.-Mexico Travel & Tourism Forum /  
Mexico City, Mexico
- TBA Pride at Marlins Park / Miami, FL
- TBA Wynwood Pride / Miami, FL

### JULY 2023

- 6/1–9/30 Miami Hotel Months / Meet in Miami
- 7/1–8/31 Miami Spa Months
- TBA LGBT+ Turismo Expo / São Paulo, Brazil
- TBA GMCVB Partner Marketing Workshop / Miami, FL
- TBA GMCVB LGBTQ+ Tourism Advisory Committee Meeting  
– Virtual / Miami, FL

### AUGUST 2023

- 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
- 8/14–18 NGLCC International Business & Leadership Conference /  
Denver, CO

### SEPTEMBER 2023

- 6/1–9/30 Miami Hotel Months / Meet in Miami
- 8/1–9/30 Miami Spice Restaurant Months

**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 & Miami Beach 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 & Miami Beach. 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.

The GMCVB's Marketing Communications, PR & Social Media Division works with journalists and influencers from around the world to generate positive news coverage for Greater Miami & Miami Beach, with the goal of increasing visitation for both leisure and business travel. The team works with 12 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, 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.

## GOAL

Position Greater Miami & Miami Beach as a tropical and cosmopolitan destination that offers luxury, art-centric, heritage-rich experiences, marquee events and an award-winning culinary scene – all set in a magical outdoor locale offering year-round glorious weather. Target the high-value customer through the placement of editorial stories in a variety of consumer and travel media outlets, social media channels and campaigns.

## STRATEGY

Drive leisure visitation by augmenting Greater Miami & Miami Beach's unique offerings through press activities, such as 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 & Miami Beach.
- Host travel editors/writers on a one-on-one basis throughout the year, promoting various themes pitched to editorial contributors and content creators.
- Host themed group press tours from key feeder markets, promoting various themes.
- Provide itinerary enhancement and support to partner-generated press tours to promote new airline routes, cruise lines and hotel product.
- Promote and leverage select marquee and niche events to elevate the experience of attendees and exposure of the destination through media visits and promotions (i.e., Art Week/Art Basel Miami Beach, South Beach Wine & Food Festival, Formula One/Miami Grand Prix, the American Black Film Festival, Miami International Film Festival, NASCAR Miami, Miami Book Fair, Miami Beach Pride, OUTshine Festival, Miami Fashion Week, LE Miami, Bitcoin, eMerge Americas, Jazz in the Gardens, etc.).
- Participate in media missions, trade shows and travel writer conferences (i.e., WTM, IPW, SATW, IMM/TravMedia, TMAC, etc.) in key markets to promote the destination and deliver key messaging and destination updates to consumer and trade media.
- Introduction of targeted, intimate in-market media missions in conjunction with desk-side media appointments to be held in key feeder and developing markets throughout the U.S., Canada, LATAM and Europe.
- Service media inquiries seeking editorial, logistical and collateral support.

## STRATEGY

Promote Greater Miami & Miami Beach's dynamic and award-winning, world-class culinary scene through the promotion of the recently released MICHELIN Guide Miami, Orlando and Tampa.



MIAMI  
GREATER MIAMI & MIAMI BEACH

## TACTICS

- Identify and target key media and foodie influencers whose audiences reach culinary enthusiasts, as research shows many travelers select destinations to visit based upon the availability of a MICHELIN guide.
- Host travel editors/writers from key feeder markets through culinary-themed group press tours and individual media visits. Itineraries will include restaurants recognized in the MICHELIN guide and focus on the diversity of Miami's culinary scene and offerings.
- Host in-market culinary/dining media events in key feeder markets.
- Design niche pitches, highlight culinary happenings in newsletters and press releases, and conduct direct media outreach to culinary writers and influencers.
- Pursue media opportunities presented in conjunction with MICHELIN guide partners: Visit Florida, Tampa Bay and Orlando.
- Identify the influence of South Dade's agricultural area and how it distinguishes the culinary scene in the destination, and incorporate this into messaging.

## STRATEGY

Leverage the GMCVB's new Miami-Dade Farmers Month (November 2022) marketing campaign and stimulate interest and coverage of "South Dade: Miami's Countryside" by incorporating it into our storytelling and PR verticals. Promote South Dade's agricultural area, which provides year-round tropical fruits and vegetables popular with local chefs and helps distinguish Miami's culinary scene.

## TACTICS

- Identify and target key media and influencers who are foodies interested in hidden gems and the untold stories of a destination, as well as adventure seekers, outdoors lovers, and health & wellness enthusiasts.
- Host travel editors/writers through group and individual tours from key feeder markets, providing customized itineraries crafted specifically to promote Miami's countryside through agro-tourism activities (i.e., U-pick and tropical fruit farms, local wineries/breweries, family attractions and venues that offer unique wedding settings).
- Design niche pitches, newsletters, and press releases to conduct direct media outreach to culinary writers and influencers.
- Incorporate messaging about this area and the campaign through media missions and events.

## STRATEGY

As the cruise industry strives to resume normal levels of activity, assist in the recovery of the industry and 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.

## TACTICS

- Leverage cruise line inaugural sailings to attract leisure and trade media to promote the proximity of Miami Beach and Downtown Miami, as well as Greater Miami & Miami Beach pre- and post-cruise offerings.
- Work with influencers and PortMiami to highlight the plethora of pre- and post-cruise tourism offerings in Greater Miami & Miami Beach, using drivers such as soft adventures and arts and culture.
- Partner with cruise lines to host media on sailings and offer targeted media pre- and post-cruise activities.

## STRATEGY

Strategically monitor and follow the media trends to align Greater Miami & Miami Beach'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, freelance writers and influencers who represent major publications that reinforce the brand within target markets.



### STRATEGY

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 major national syndicated and regional radio shows/TV programs to broadcast live from the destination.

### STRATEGY

Work with the new social media agency to develop a streamlined strategy to increase engagement and followers on GMCVB-owned social media channels, boost content creation for increased social content, invest in and explore new channels, including TikTok, and increase and amplify paid influencer media opportunities.

### TACTICS

- Develop an editorial calendar to match GMCVB initiatives and marketing campaigns.
- Identify key media and influencers who can act as third-party allies for the destination.
- Identify and work with key content creators to assist in the development of user-generated content (UGC).
- Reactivate our global social media agencies in key feeder markets in Europe and LATAM.
- Identify local influencers to partner with in order to promote Miami Temptations programs and other local initiatives and niche events.
- Work with PR and web teams to amplify social media posts resulting from media visits.
- Identify key messages and campaigns to support with boosting.

### 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

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 speakers 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

Promote GMCVB internal resources as thought leaders to be interviewed by 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.

# MARKETING COMMUNICATIONS, PR & SOCIAL MEDIA

## PROGRAM OF WORK

### MONTHLY

Marketing Communications Newsletter (breaking news & events)

### OCTOBER 2022

10/1–11/30 Miami Entertainment Months  
 10/1–5 Cross-Market Miami Farmers Month Press Tour  
 10/1–8 Celebrate Orgullo Media Visits / Miami, FL  
 10/3 What's New in Miami and Miami Beach Quarterly News Release  
 10/7–9 Miami Carnival Media Visits / Miami, FL  
 10/11 GMCVB Annual Meeting / Tourism Numbers and Strategic Plan Announcement  
 10/15–23 Miami Auto Show / Miami, FL  
 10/20–23 Art Basel Paris Mission / Paris, France  
 10/23 Miami NASCAR: Dixie Vodka 400 Weekend Influencer Visits / Miami, FL

12/14–17 LATAM Culinary and Luxury Group Press Tour / Miami, FL

### JANUARY 2023

12/1–1/31 Miami Arts, Culture & Heritage Months  
 1/3 What's New in Miami and Miami Beach Quarterly News Release  
 1/9 Quarterly Numbers Press Release and Announcement  
 1/5–9 Int'l LGBTQ+ Group Press Tour / Miami, FL  
 1/8–11 PCMA Convening Leaders / Columbus, OH  
 1/9–13 MiamiLand Canadian Group Press Tour / Miami, FL  
 1/18–22 FITUR / Madrid, Spain  
 1/25–26 TRAVMEDIA North American Media Marketplace & Summit (IMM) / New York, NY

### NOVEMBER 2022

10/1–11/30 Miami Entertainment Months  
 11/1–11/30 Miami-Dade Farmers Month  
 11/2–6 Seed Food and Wine Festival / Miami, FL  
 11/3–6 Gems Film Festival / Miami, FL  
 11/7–9 World Travel Market (WTM) & Media Desk Siders / London, UK  
 11/11–16 Aer Lingus UK/Ireland Group Press Tour / Miami, FL  
 11/13–16 Aer Lingus French Press Tour  
 11/13–20 Miami Book Fair Media Visits / Miami, FL  
 11/14–18 Int'l "Miami's Countryside/Farmers Month" Group Press Tour / Miami, FL  
 11/29–12/1 IBTM World / Barcelona, Spain  
 11/30–12/4 Art Basel Miami Beach Media Visits / Miami, FL

### FEBRUARY 2023

2/1–3/31 Miami Health & Wellness Months  
 2/15–19 Discover Boating Miami International Boat Show Media Visits / Miami, FL  
 2/18–20 Coconut Grove Arts Festival Weekend Media Visits / Miami, FL  
 2/19 Gay 8 Festival Media Visits / Miami, FL  
 2/22–24 Vitrina Turístico ANATO / Bogotá, Colombia  
 2/23–26 SOBE Wine & Food Festival Media Visits / Miami, FL  
 TBA Visit Florida Colombia Media Mission / Bogotá, Colombia

### MARCH 2023

2/1–3/31 Miami Health & Wellness Months  
 3/3–12 Miami Film Festival Media Visits / Miami, FL  
 3/7–9 IMM BERLIN 2023 / Berlin, Germany  
 3/10–11 & 15–16 European Media Mission (France, Italy, Spain)  
 3/12–13 Jazz in the Gardens Media Visits / Miami, FL  
 3/13–14 TRAVMEDIA International Media Marketplace (IMM) / London, UK  
 TBA Visit Florida Mexico Media Mission / Mexico City, Mexico

### DECEMBER 2022

11/29–12/1 IBTM World / Barcelona, Spain  
 11/30–12/4 Art of Black Miami/Multicultural Media Visits / Miami, FL  
 12/1–1/31 Miami Arts, Culture & Heritage Months  
 12/5–9 Domestic Regional Media Mission / Boston, Chicago, Los Angeles

## APRIL 2023

What's New in Miami and Miami Beach Quarterly News Release

- 4/1–5/31 Miami Attraction & Museum Months
- 4/1–2 Wings Over Homestead / Homestead, FL
- 4/4–6 World Travel Market (WTM) Brazil / São Paulo, Brazil
- 4/6–10 Miami Beach Pride Media Visits / Miami, FL
- 4/7 Global Meetings Industry Day Media Outreach
- 4/20–21 eMerge Americas Media Visits / Miami, FL
- TBA Visit Florida Brazil Media Mission / São Paulo & Rio de Janeiro, Brazil

## MAY 2023

- 4/1–5/31 Miami Attraction & Museum Months
- 5/1 National Tourism Month and GMCVB State of the Industry Announcement
- 5/6–8 F1 Miami Grand Prix Influencer Visits / Miami, FL
- 5/15–19 Pan-European Culinary & Luxury Group Press Tour
- 5/20–24 IPW 2023 / San Antonio, TX
- 5/28–6/2 Miami Fashion Week Media Visits / Miami, FL

## JUNE 2023

- 5/28–6/2 Miami Fashion Week Media Visits / Miami, FL
- 6/1–9/30 Miami Hotel Months
- 6/14–18 American Black Film Festival (ABFF) / Miami, FL
- 6/14–18 Travel Media Association of Canada (TMAC) AGM & Conference / Sudbury, Ontario, Canada
- 6/19 Juneteenth Media Visits / Miami, FL
- 6/20–25 LATAM Sustainability & Ecotourism Group Press Tour / Miami, FL
- TBA LE Miami Media Visits / Miami Beach, FL
- TBA In-Market Media Activation / TBA

## JULY 2023

What's New in Miami and Miami Beach Quarterly News Release

- 6/1–9/30 Miami Hotel Months
- 7/1–8/31 Miami Spa Months
- TBA Miami Swim Week Media Visits
- TBA Visit Florida U.K. Media Mission / London, England

## AUGUST 2023

- 6/1–9/30 Miami Hotel Months
- 7/1–8/31 Miami Spa Months
- 8/1–9/30 Miami Spice Restaurant Months
- 8/1–31 National Black Business Month Influencer/Media Visits / Miami, FL
- 8/5–8 ASAE Annual Meeting Media Appointments / Atlanta, GA
- 8/6–9 Bling on a Budget Domestic Culinary & Luxury Group Press Tour / Miami, FL

## SEPTEMBER 2023

- 6/1–9/30 Miami Hotel Months
- 8/1–9/30 Miami Spice Restaurant Months
- 9/5 New York Media Reception & Mission / New York, NY
- 9/6–7 Canadian Media Reception & Mission / Toronto & Montreal, Canada
- 9/20–23 International French Travel Market (IFTM) TOP RESA / Paris, France
- TBA Brand USA Travel Week U.K. & Europe/U.K. / TBA
- TBA Pan-European Sustainability & Ecotourism Group Press Tour
- TBA International MICE Group Press Tour

**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

**Familiarization (FAM) Tours** — The Marketing Communications, PR & Social Media team hosts journalists from around the world on familiarization tours to let them experience the best the destination has to offer. GMCVB partners are offered the opportunity to be part of these tours to highlight their offerings to the visiting journalists.

**Media Opportunities** — When journalists and influencers are visiting Greater Miami & Miami Beach to conduct research for stories and content about the destination, GMCVB partners are offered the opportunity to host them and highlight their offerings.

**Social Media** — The GMCVB promotes Greater Miami & Miami Beach 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 [MiamiandMiamiBeach.com](https://MiamiandMiamiBeach.com).



# 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 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.

The division will continue to support 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 & Miami Beach as top of mind with travel professionals, and inspiring travel to the destination through intermediaries, travel advisors, tour operators and others. Success will also 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 alignment on future sales activations.

The team will continue to expand travel advisor education through the GMCVB's online Travel Specialist Program. It will host sales activities featuring GMCVB stakeholders and hold in-person and 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 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

Drive growth in the value and volume of international leisure tourism.

## STRATEGY

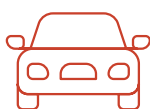
Expand the GMCVB's Global Representation Network as international markets allow. This will help the team rebuild and foster relationships with international travel buyers, with the goal of rebuilding international sales in key and emerging markets.

## TACTICS

- Leverage Brand USA, Visit Florida and Visit USA offices' global trade programs by joining them in sales activities or events in key markets, including Argentina, Brazil, Canada, Chile, Colombia, Mexico, UK, Germany, France, Scandinavia and Spain. These activities and events will allow the GMCVB to inspire travel advisors as they develop itineraries and future U.S. programs for their clients.
- Strengthen international tour operator partnerships through FAM tours and sales support; encourage tour operators to increase their hotel product to account for Greater Miami & Miami Beach's growing inventory.

## GOAL

Maintain the destination as top of mind with travel professionals.





## STRATEGY

Update 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 & Miami Beach.
- Develop and roll out a loyalty program alongside the GMCVB's online Travel Specialist Program, which will 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 meetups bringing together destination stakeholders and graduates of the GMCVB's online Travel Specialist Program.

## STRATEGY

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

## TACTICS

- Resume 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, the destination's hometown airline, to drive incremental traffic to Greater Miami & Miami Beach.
- Provide in-kind support to new airline partners by amplifying new routes and service through GMCVB-owned channels.

## STRATEGY

Support cruise brands as they sail from PortMiami, continuing their rebound after a 16-month pause (March 2020-June 2021).

## TACTICS

- Maintain the "Set Sail from the Cruise Capital of the World" consumer/travel trade cruise campaign, to invite cruisers to sail from PortMiami. Capitalize on Greater Miami & Miami Beach's position as the "Cruise Capital of the World" by extending the length of stay of cruise passengers and driving incremental room nights.
- Attend 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.
- Continue to develop a deeper relationship 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 booking entities, including Cruise Planners and Cruise One/Dream Vacations.

## STRATEGY

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

## TACTICS

- Establish strategic marketing partnerships with leading travel and host agencies, including AAA, Travel Leaders Network/Internova (Nexion, Avoya) 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 (American Society of Travel Advisors) and Travel Leaders' EDGE.
- Strengthen partnerships with leading tour operators, including: Apple Leisure Group, Classic Vacations, Pleasant Holidays, American Airlines Vacations, Delta Vacations and others through partner appreciation events, product launches, FAM tours and sales support.
- Develop and organize a Florida Sales Mission or Road Show to target key travel advisors in major Florida cities and encourage visitation.
- Strengthen U.S. tour operator partnerships through FAM tours/sales support and encourage tour operators to increase their hotel product to account for Greater Miami & Miami Beach's growing inventory.

# TRAVEL INDUSTRY SALES

## PROGRAM OF WORK

### ONGOING ANNUAL SALES ACTIVITIES

- 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 Visit Florida, Brand USA, Visit USA and industry organizations

- 10/10-15 OASIS Travel Network Conference at Sea / Norwegian Prima
- 10/17-19 Travel A.L.L.I.E.S. Symposium / Riviera Maya, Mexico
- 10/19-22 Apple Leisure Group ASCEND / Riviera Maya, Mexico
- 10/20-21 Brazil Travel Mart / Fortaleza, Brazil
- 10/23-25 AAA/CAA Travel Conference / Bonita Springs, FL
- 10/25-28 Affluent Traveller Luxury Symposium / Las Vegas, NV
- 10/26 New Jersey ASTA Fall Tradeshow / Totowa, NJ
- 10/28-30 International Tourism & Travel Show / Montreal, Canada
- 10/28-30 New York International Travel Show / New York, NY
- 10/31-11/2 Pre-CruiseWorld FAM / Miami, FL

### OCTOBER 2022

- 10/1-11/30 Miami Entertainment Months
- 10/1-4 FIT America Latina / Buenos Aires, Argentina
- 10/3-6 PTANA FAM / Miami, FL
- 10/7 ASTA Rocky Mountain Event / Denver, CO
- 10/9 AAA Great American Expo / Columbus, OH
- 10/10-14 Scandinavia Sales Mission / Denmark, Sweden, Norway

### NOVEMBER 2022

- 10/1-11/30 Miami Entertainment Months
- 11/1-30 Miami-Dade Farmers Month
- 10/31-11/2 Pre-CruiseWorld FAM / Miami, FL
- 11/2-4 CruiseWorld / Fort Lauderdale, FL
- 11/3-6 Festuris GRAMADO / Porto Alegre, Brazil

11/3 TRAVVys / Fort Lauderdale , FL  
 11/7-9 World Travel Market (WTM) / London, England  
 11/8-11 Cruise Planners Pre-Conference FAM / Miami, FL  
 11/11-14 Cruise Planners Annual Convention / Miami, FL  
 11/12-13 World Travel Holdings (Cruise One, Dream Vacations, Cruises Inc.) Annual Convention / Miami, FL  
 11/14-15 AAA Threads 2022 / Orlando, FL  
 11/30 Cruise Planners Georgia Lunch & Learn / Atlanta, GA  
 TBA Boutique Hotels Quarterly Meeting / Miami Beach, FL

## DECEMBER 2022

12/1-1/31 Miami Arts, Culture & Heritage Months  
 12/1 CCRA PowerSolutions / Atlanta, GA  
 12/2-4 ABTP Summit / Las Vegas, NV  
 12/6-9 ILTM Global / Cannes, France  
 12/7 CCRA Regional / Scottsdale, AZ  
 12/7-8 MSC Seascape Naming Ceremony / New York, NY  
 12/28 Cruise Planners Live / Miami, FL

## JANUARY 2023

12/1-1/31 Miami Arts, Culture & Heritage Months  
 1/14-1/15 Travel & Adventure Show / Chicago, IL  
 1/18-1/22 FITUR / Madrid, Spain  
 1/19 ASTA 3Rivers Event / Pittsburgh, PA  
 1/20-1/22 Pittsburgh Travel Showcase / Pittsburgh, PA  
 1/21-1/22 Travel & Adventure Show / Boston, MA  
 1/21 Unique Travel of Palm Beach Travel Expo / Palm Beach, FL  
 1/27-1/28 Morris Columbus Travel Expo / Salt Lake City, UT  
 1/28-1/29 Travel & Adventure Show / New York, NY  
 TBA Canada Sales Calls

## FEBRUARY 2023

2/1-3/31 Miami Health & Wellness Months  
 2/2-2/4 Florida Huddle / West Palm Beach, FL  
 2/2-2/5 Travel & Adventure Show / Washington, D.C.  
 2/3-2/5 Toronto Star Golf Show / Toronto, Canada  
 2/18-2/19 Travel & Adventure Show / Los Angeles, CA  
 2/21 ASTA Houston Trade Show / Houston, TX  
 2/22 ASTA Dallas Trade Show / Dallas, TX  
 2/22-2/24 Vitrina Turistica ANATO / Bogota, Colombia  
 2/25-2/26 Travel & Adventure Show / Denver, CO  
 2/27-3/3 Florida Road Show  
 2/27 Peninsula Show / Tampa, FL  
 2/28 Peninsula Show / Orlando, FL  
 TBD MidWest USA Sales Calls

## MARCH 2023

2/1-3/31 Miami Health & Wellness Months  
 3/2 Peninsula Show / Jacksonville, FL  
 3/4-3/5 Travel & Adventure Show / SF/Bay Area, CA  
 3/13 Peninsula Show / Atlanta, GA  
 3/14 Peninsula Show / Greenville, SC  
 3/15 Peninsula Show / Charlotte, NC  
 3/16 Peninsula Show / Greensboro, NC  
 3/20-3/24 Brand USA INDIA Sales Mission / India  
 3/24-3/26 Tour Connection LA / Los Angeles, CA  
 3/25-3/26 Travel & Adventure Show / Atlanta, GA  
 3/27 Peninsula Show / Dallas, TX  
 3/28 Peninsula Show / Austin, TX  
 3/29 Peninsula Show / San Antonio, TX

3/30 Peninsula Show / Houston, TX  
 3/31-4/2 Travel Agent Forum / Las Vegas, NV

## APRIL 2023

4/1-5/31 Miami Attraction & Museum Months  
 4/1-4/2 Travel & Adventure Show / Dallas, TX  
 4/4-4/7 WTM Latin America / Sao Paulo, Brazil  
 4/4-4/5 ASTA South Florida Spring Affair / Deerfield Beach, FL  
 4/10 Peninsula Show / Cherry Hill, NJ  
 4/12 Peninsula Show / Pittsburgh, PA  
 4/19-4/21 CLIA Cruise360 / Fort Lauderdale, FL  
 TBA Colombia Sales Mission

## MAY 2023

4/1-5/31 Miami Attraction & Museum Months  
 5/2-4 ASTA Global Conference / San Juan, PR  
 5/4-6 GTM (Global Travel Marketplace) / Fort Lauderdale, FL  
 5/7-10 TFEST Americas / Riviera Maya, Mexico  
 5/8-10 Travel Leaders EDGE / Nashville, TN  
 5/8-11 Romance Travel Forum / Cancun, Mexico  
 5/8-12 Germany & Switzerland Sales Mission  
 5/9-12 ILTM Latin America / Sao Paulo, Brazil  
 5/20-24 IPW / San Antonio, TX  
 TBA Boutique & Lifestyle Hotels Quarterly Meeting / Miami Beach, FL

## JUNE 2023

6/1-9/30 Miami Hotel Months  
 6/11-13 World Travel Expo / Miami, FL  
 6/12-15 LE Miami / Miami Beach, FL  
 6/19-23 UK & Ireland Sales Mission  
 6/20-22 ULTRA Luxury Travel Summit / Scottsdale, AZ  
 6/23-24 Travel Advisors of Mid-South Conference / Nashville, TN  
 6/25-28 Romance Travel Forum / Playa del Carmen, Mexico  
 TBA Bahamas and Jamaica Sales Mission

## JULY 2023

6/1-9/30 Miami Hotel Months  
 7/1-8/31 Miami Spa Months  
 7/11-13 GTM (Global Travel Marketplace) West / Las Vegas, NV  
 7/14-15 ASTA Fiesta in the Desert / Scottsdale, AZ  
 TBA Mexico Sales Mission  
 TBA Brazil Sales Mission  
 TBA Dominican Republic Sales Mission

## AUGUST 2023

6/1-9/30 Miami Hotel Months  
 7/1-8/31 Miami Spa Months  
 8/1-9/30 Miami Spice Restaurant Months  
 8/13-16 GBTA Convention / Dallas, TX  
 TBA Boutique & Lifestyle Hotels Quarterly Meeting / Miami Beach, FL

## SEPTEMBER 2023

6/1-9/30 Miami Hotel Months  
 8/1-9/30 Miami Spice Restaurant Months  
 9/18-22 Diversa Turismo FAM  
 9/29-30 Delta Vacations University / Minneapolis, MN  
 9/30 Vancouver International Travel Expo / Vancouver, Canada  
 TBA IFTM / Paris, France

**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 & Miami Beach 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 and 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 & Miami Beach. 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.







# BUSINESS DEVELOPMENT & PARTNERSHIP

The GMCVB's Business Development & Partnership Division will focus on increasing its number of active partner companies and restoring them to pre-pandemic numbers. At the same time, it will be highlighting new GMCVB marketing opportunities as well as fostering participation in partner staff training opportunities during the 2022/23 fiscal year. These efforts will further expand private revenue opportunities, encourage a sense of community pride, and showcase GMCVB collateral materials, digital platforms and sponsorship programs. The team will continue to drive participation throughout these GMCVB platforms, which will result in heightened awareness of the GMCVB brand regionally. GMCVB partners will also continue to benefit from the Bandwango platform, which will drive incremental business into various sectors of the community.

## GOAL

Establish and continue to increase a core base of GMCVB members/partners to provide local partners, visitors and convention attendees with a diverse array of services and positive experiences. The division generates vital private sector revenue in support of GMCVB operations through partner dues revenue, event sponsorship and digital platform advertising sales. The division provides its partners with key benefits/services and a variety of marketing opportunities year-round. It also leverages marketing initiatives, including Miami Temptations program 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 employees' attitudes. 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 through Miami Begins with Me training promotion, as well as additional ADA business training programs throughout the community.

## STRATEGY

Provide a strong value proposition for partners, particularly with the new destination website, extranet tools, job board and customer service training areas. Increase partner-to-partner interaction at in-person as well as virtual networking events with continued personalized outreach from the partnership team, further engaging with partners to help them learn more about opportunities to showcase their businesses and services as well as help make B2B connections.

## TACTICS

- Account Managers and support staff will maintain constant communications, including engaging with existing partners to review their partnership benefits, alerting them about upcoming events, providing updated training on extranet resources, and ensuring they receive GMCVB communications and attend orientations.
- Sales staff will also invite new partners to upcoming events and follow up to check if they have any questions, ensure training and also ensure the account page is up to date with photos and special offers within 30 days.
- 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 or in person. Individual meet and greets with GMCVB staff will be scheduled as appropriate to further connect GMCVB teams with partners.
- Host one annual table-top expo event for partners to showcase their products/services.
- Using third-party partner, Bandwango, create custom visitor experiences, including Arts Mural Trails, Heritage Trails, Craft Brewery Passes and other niche programs to drive visitors to the destination's neighborhoods and small businesses.





- Generate 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.
- Drive engagement with GMCVB partners to join the Partner Social Media pages, including LinkedIn and Facebook.
- Work closely with the Customer Relationship Management (CRM) and web teams 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.
- Provide a printed new partner welcome package to include How-To Guides, Co-op Advertising, Digital Marketing Opportunities, GMCVB Key Staff Contact Roster and other useful tools to foster business relationships.
- All renewing partners will continue to get a personalized Partnership Certificate each year to display.

### **STRATEGY**

Pursue and maintain all current Corporate Partners, 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 GMCVB's Annual Meeting and other key events.
- Participate in community festivals, conferences and events as may be available to further promote the GMCVB brand and its many resources for the community and businesses.
- Continue to offer valuable and measurable marketing benefits.
- The Partnership Sales team will continue to work with partners to enhance their visibility through paid channels, such as the Miami Insider and paid website advertising campaigns.

## STRATEGY

Work closely with key county and strategic partners to continue expansion of the Miami Begins with Me initiative, as well as general business training expansion.

## TACTICS

- Work with Miami-Dade County to continue to expand training to county employees and key strategic interlocal partners.
- Continue to expand the reach of Miami Begins with Me training by promoting the free online training program, as well as resume more in-person training programs with local community partners.
- Update the LGBTQ+ Sensitivity Training program, both online and in person.
- Enhance ADA sensitivity training content, 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.

## STRATEGY

Continue to strengthen relationships with visitor centers while rebranding key locations.

## TACTICS

- Work with the GMCVB's Creative Services team to conduct audits and update branding and signage in key locations.
- Continue to host the Visitor Center Committee Group, with meetings held three times per year.
- Continue to provide brochure racks and hardware to hold additional guides and maps for visitors.
- Expand new visitor center locations at strategic partner locations.
- Coordinate material distribution to visitor centers, as needed.



# BUSINESS DEVELOPMENT & PARTNERSHIP

## PROGRAM OF WORK

### OCTOBER 2022

- 10/6 GMCVB Virtual Coffee & Conversation featuring Loews Coral Gables Hotel + NASCAR
- 10/11 GMCVB Annual Meeting / Adrienne Arsht Center for the Performing Arts of Miami-Dade County
- 10/20 Miami Begins With Me Training / Location TBA
- 10/26 GMCVB Partner Networking Reception / Coconut Grove

### NOVEMBER 2022

- 11/9 Partner Networking Event / The Berry Farm
- 11/16 GMCVB Virtual Coffee & Conversation
- 11/17 New Partner Orientation
- 11/30 Miami Begins With Me Training / Location TBA

### DECEMBER 2022

- 12/7 GMCVB Networking Breakfast / Location TBA
- 12/14 GMCVB + GMBHA Holiday Networking Reception / Location TBA
- 12/19 Miami Begins With Me Training / Location TBA

### JANUARY 2023

- 1/18 GMCVB Networking Event / Location TBA
- 1/19 New Partner Orientation (virtual)
- 1/26 Miami Begins With Me Training / Location TBA

### FEBRUARY 2023

- 2/1 GMCVB Networking Event / Location TBA
- 2/15 GMCVB Black History Month Breakfast Networker / Location TBA
- 2/23 New Partner Orientation

### MARCH 2023

- 3/1 GMCVB Networking Event / Location TBA
- 3/15 GMCVB Networking Event / Location TBA
- 3/30 GMCVB Networking Event / Location TBA

### APRIL 2023

- 4/12 GMCVB Networking Event / Location TBA
- 4/20 Miami Begins with Me Training / Location TBA
- 4/26 GMCVB Networker / Location TBA

### MAY 2023

- 5/18 New Partner Orientation
- 5/24 GMCVB Networking Event / Location TBA
- TBA GMCVB Annual State of the Industry Breakfast / Location TBA

### JUNE 2023

- 6/14 GMCVB Networking Event / Location TBA
- 6/22 Miami Begins with Me Training / Location TBA
- 6/28 GMCVB Networking Event / Location TBA

### JULY 2023

- 7/19 GMCVB Networking Event / Location TBA
- 7/27 Miami Begins with Me Training / Location TBA
- TBA July Annual Marketing Workshop / Location TBA

### AUGUST 2023

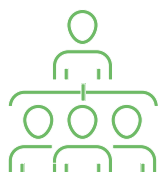
- 8/2 GMCVB Networking Event / Location TBA
- 8/10 New Partner Orientation
- 8/10 GMCVB Networking Event / Location TBA
- 8/17 Miami Begins with Me Training / Location TBA
- 8/25 Annual Partner Expo / Location TBA

### SEPTEMBER 2023

- 9/13 GMCVB Networking Event / Location TBA
- 9/20 GMCVB Networking Event / Location TBA
- 9/28 Miami Begins with Me Training / Location TBA
- 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.



## PARTNER BENEFITS & OPPORTUNITIES

- Enhanced GMCVB website listing with a dedicated webpage that features each partner's photo and video gallery, 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 and events.
- 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, Little Havana 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.



GREATER MIAMI  
CONVENTION &  
VISITORS BUREAU





# CONTENT & CREATIVE SERVICES

The GMCVB's Content & Creative Services Division serves as the organization's in-house creative agency, developing custom, targeted collateral and sales materials for each internal department, including Travel Industry Sales, Marketing Communications, LGBTQ+ Marketing, Arts & Culture Tourism, Multicultural Tourism, and Meetings & Convention Sales & Services. These departments, in turn, use these materials in their outreach to potential visitors, clients, stakeholders and the community. The division is also the driving force behind the GMCVB's year-long Miami Temptations programs, print publications 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, digital assets and sales materials for all GMCVB departments as well as for strategic community partners.

## STRATEGY

The Creative Services subdivision provides a Creative Services Request Form easily accessible from the GMCVB's Intranet home page. GMCVB team members can quickly make requests, based on their needs, for an array of content, such as graphic design, website articles and photography. 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.
- All creative collateral 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, and then edits and approvals are completed by the agreed-upon deadline.

## STRATEGY

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 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 more than 100 partners.

## STRATEGY

Create new pieces of "snackable" content to drive engagement.

## TACTICS

- Work with the GMCVB's Digital Marketing team to add engaging content on MiamiandMiamiBeach.com.
- Incorporate short pieces of interesting content in print publications and collateral materials.

## GOAL

Enhance digital editorial content, including updated and new articles that are SEO'd across MiamiandMiamiBeach.com.



### STRATEGY

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

### TACTICS

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

### GOAL

Determine needs for print publications, and ensure that all guides highlight Greater Miami & Miami Beach's diverse neighborhoods.

### STRATEGY

Continue to assess industry best practices and other destinations' print materials, and meet with leaders from all GMCVB divisions to determine their needs for print products.

### TACTICS

- Use engaging storytelling to highlight all that Greater Miami & Miami Beach has to offer.
- Work with the GMCVB's Business Development & Partnership team to offer sponsorship opportunities for partners.
- Work with the GMCVB's Digital Marketing Division to update the website with information from print guides as needed.

### GOAL

Ensure that the Miami Temptations programs continue to add value and drive consumers to all program participants.

### STRATEGY

Promote the Miami Temptations programs locally and to drive markets, and maintain an open line of communication with partners for their feedback.

### TACTICS

- Advertise in print, digital and outdoor media.

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

### STRATEGY

Encourage GMCVB partners to participate in more than one (when applicable) Miami Temptations program per year.

### TACTICS

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

## GOAL

Implement rebranding projects at Miami International Airport and PortMiami to incorporate new destination images and the updated GMCVB logo.

### STRATEGY

Update all creative items throughout Miami International Airport.

### TACTICS

- Work closely with MIA personnel to determine the location of existing creative pieces in the airport.
- Design brand new creative with recent destination images, updated GMCVB logo, etc.
- Present creative to stakeholders; upon approval, the team will print and install new creative throughout the airport.

# CONTENT & CREATIVE SERVICES

## PROGRAM OF WORK

### ONGOING

**Website Content** – manage article creation process and ongoing updates

### OCTOBER 2022

**Miami Entertainment Months (Miami Temptations program)** – project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)

**Editorial** – 2021/2022 Year in Review, 2022/2023 GMCVB Marketing Plan, 2022/2023 Miami Beach Marketing Plan, 2022/2023 GMCVB Budget Book, Chauffeur Handbook, Destination Guide & Map – Spanish, French, Portuguese

**Creative Services** – GMCVB Annual Meeting, AfriCANDO program, MBCC Sales Kit, Convention Sales Fact Sheet, Rediscover Downtown Miami sales collateral, Rediscover Miami Airport District sales collateral, Meetings Incentive fact sheet

### NOVEMBER 2022

**Miami Entertainment Months (Miami Temptations program)** – project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)

**Miami-Dade Farmers Month (inaugural program)** – project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)

**Editorial/Creative Services** – Greater Miami & Miami Beach Visitors Guide, Art Basel Miami Beach Gallery Map, Art of Black Miami creative

## DECEMBER 2022

**Miami Arts, Culture & Heritage Months (Miami Temptations program)** – project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)

**Editorial/Creative Services** – Destination Guide & Map – German & Italian

## JANUARY 2023

**Miami Arts, Culture & Heritage Months (Miami Temptations program)** – project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)

**Editorial/Creative Services** – Arts & Culture Insider, LGBTQ+ Pink Palm Guide

## FEBRUARY 2023

**Miami Health & Wellness Months (Miami Temptations program)** – project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)

## MARCH 2023

**Miami Health & Wellness Months (Miami Temptations program)** – project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)

**Editorial/Creative Services** – 2023/2024 Destination Guide & Map

## APRIL 2023

**Miami Attraction & Museum Months (Miami Temptations program)** – project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)

**Creative Services** – Visitor Industry Overview Book, H.O.T. Challenge 2023, State of the Industry 2023

## MAY 2023

**Miami Attraction & Museum Months (Miami Temptations program)** – project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)

## JUNE 2023

**Miami Hotel Months (Miami Temptations program)** – project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)

**Creative Services** – GMCVB Partner Workshop 2023

## JULY 2023

**Miami Hotel Months (Miami Temptations program)** – project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)

**Miami Spa Months (Miami Temptations program)** – project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)

## AUGUST 2023

**Miami Hotel Months (Miami Temptations program)** – project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)

# CONTENT & CREATIVE SERVICES

## PROGRAM OF WORK (cont.)

**Miami Spa Months (Miami Temptations program)** – project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)

**Miami Spice Restaurant Months (Miami Temptations program)** – project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)

### SEPTEMBER 2023

**Miami Hotel Months (Miami Temptations program)** – project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)

**Miami Spice Restaurant Months (Miami Temptations program)** – project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)

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## PARTNER BENEFITS & OPPORTUNITIES

**Miami Temptations Month Inclusion** — Where appropriate, GMCVB partners may participate in the GMCVB's Miami Temptations Months. For example, qualifying restaurants can join the Miami Spice program, where they will offer a specially priced three-course menu and be included in all related Miami Spice advertising and promotional opportunities.

**GMCVB Website Inclusion** — All GMCVB partners receive a listing on the GMCVB website. Where appropriate, GMCVB partners may also be listed editorially in website articles.

**GMCVB Print Publications Inclusion** — Where appropriate, GMCVB partners may receive listings and/or editorial mention in print publications.



December & January

## MIAMI ARTS, CULTURE & HERITAGE

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April & May

## MIAMI ATTRACTIONS & MUSEUMS

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July & August

## MIAMI SPAS

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October & November

## MIAMI ENTERTAINMENT

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February & March

## MIAMI HEALTH & WELLNESS

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June - September

## MIAMI HOTELS

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August & September

## MIAMI SPICE

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MIAMI temptations  
MiamiTemptations.com



# 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.

## GOAL

Highlight the destination's range of activities.

### STRATEGY

Promote Greater Miami & Miami Beach as a year-round sports destination.

### TACTICS

- Highlight annual sporting events, such as the F1 Crypto.com Miami Grand Prix, Dixie Vodka 400, Orange Blossom Classic, Life Time Miami Marathon, Miami Open and the Capital One Orange Bowl.
- Highlight sports-related conferences and conventions, such as Sportel Miami and Soccerex.
- Collaborate with sports venues to promote the use of their facilities to be used for non-sporting events during their respective off-seasons.

## GOAL

Continue to promote Greater Miami & Miami Beach as a premier destination for the world's biggest sporting events.

### STRATEGY

Work with organizers of major events.

### TACTICS

- Reestablish collaboration with NASCAR and the Homestead-Miami Speedway to promote the Dixie Vodka 400 race as one of the premier Cup Playoff races for visitors with deep NASCAR roots.
- Further establish our strategic role during the transition from the FIFA World Cup 2026 Bid Committee to the FIFA World Cup 2026 Host Committee.
- Collaborate with Hard Rock Stadium and Formula 1 to promote the race and destination to F1's international fan base.
- Expand promotional outreach to include Miami International Airport and the Miami Beach Convention Center on a consistent basis.

## GOAL

Collaborate with the GMCVB's Convention Sales team to attract film- and sports-related conferences, trade shows and conventions.

### STRATEGY

Attend trade shows and promote the destination and its capabilities.

### TACTICS

- Use the Miami Beach Convention Center (MBCC) as a venue that can host sports conventions and conferences as well as indoor sporting events.

- Promote the MBCC as a location that can be converted to a sound stage for filming purposes.
- Redirect focus onto reestablished film trade shows and festivals that were cancelled during the pandemic.
- Attend industry trade shows, including, but not limited to, the Florida Sports Foundation Summit, TEAMS Conference, Sports ETA Symposium, ConnectSports Marketplace, NATPE and Focus London.
- Establish a presence and promote Greater Miami & Miami Beach at international sports trade shows, such as Host City, International Sports Convention and Leaders.

## GOAL

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.

## STRATEGY

Collaborate with local city and county governmental entities to advocate for the re-establishment of statewide film incentives.

## TACTICS

- In conjunction with the Miami-Dade Office of Film & Entertainment, attend top film festivals, such as Sundance, the Toronto Film Festival and Tribeca.
- Work with local film festivals, such as the Miami Film Festival, American Black Film Festival (ABFF) and the Urban Film Festival, to promote using sites in Greater Miami & Miami Beach for filming.
- In conjunction with the Miami-Dade Office of Film and Entertainment and the Miami Beach Department of Tourism and Cultural Development, host FAM trips for filmmakers to show potential locations in the destination.
- Attend new trade shows to promote the destination as a potential film location.
- Concentrate on mid-size productions that will benefit from the local film incentives by attending Realscreen, Kidscreen and MIPCOM.



# SPORTS & ENTERTAINMENT TOURISM

## PROGRAM OF WORK

### ONGOING

2026 FIFA World Cup Hosting Initiatives

Practice Safe Sets Filming Initiatives

### OCTOBER 2022

- 10/3–6 Florida Sports Foundation Summit / Palm Beach, FL
- 10/10–14 Sports ETA 4S Summit / Sarasota, FL
- 10/13 Miami Beach Production Industry Council Meeting / Miami Beach, FL
- 10/13–15 American Black Film Festival (ABFF) FAM Trip / Miami and Miami Beach, FL
- 10/21–23 Dixie Vodka 400 / Homestead, FL
- 10/24–28 TEAMS Conference / Oklahoma City, OK
- 10/29 Miami Dragon Boat Festival / Miami, FL

### NOVEMBER 2022

- 11/10 Miami Beach Production Industry Council Meeting / Miami Beach, FL
- 11/15–16 Host City Conference / Glasgow, Scotland

### DECEMBER 2022

- 12/6–7 Focus London / London, England
- 12/8 Miami Beach Production Industry Council Meeting / Miami Beach, FL
- 12/17–18 CSCAA Open Water Championships / Miami, FL
- 12/25–1/4 USA Water Polo Winter Training (USA, Spain, Serbia, Italy) / Miami, FL
- 12/30 Capital One Orange Bowl / Miami Gardens, FL

### JANUARY 2023

- 12/25–1/4 USA Water Polo Winter Training (USA, Spain, Serbia, Italy) / Miami, FL
- 1/12 Miami Beach Production Industry Council Meeting / Miami Beach, FL
- 1/19–29 Sundance Film Festival / Park City, UT
- 1/27–29 Life Time Miami Marathon & Half Marathon / Miami, FL

### FEBRUARY 2023

- 2/3–5 Toronto Golf Show / Toronto, Canada
- 2/4 Gravel Miami / Homestead, FL
- 2/7–9 Sunshine Sports Council Innovation Think Tank / Panama City Beach, FL
- 2/9 Miami Beach Production Industry Council Meeting / Miami Beach, FL
- TBA Drone Racing League / Miami, FL

### MARCH 2023

- 3/1–4 Houston Livestock Show and Rodeo / Houston, TX
- 3/9 Miami Beach Production Industry Council Meeting / Miami Beach, FL
- 3/11–21 World Baseball Classic / Miami, FL
- 3/20–4/2 Miami Open Tennis Tournament / Miami Gardens, FL
- TBA AICI Week / Los Angeles, CA
- TBA National Cycling League / TBA
- TBA King of the Court / Miami Beach, FL
- TBA Miami Beach Open / Miami Beach, FL

### APRIL 2023

- 3/20–4/2 Miami Open Tennis Tournament / Miami Gardens, FL
- 4/11 Miami Beach Production Industry Council Meeting / Miami Beach, FL
- TBA Miami International Agriculture, Horse & Cattle Show / Miami, FL

### MAY 2023

- 5/7 Formula 1 Miami Grand Prix / Miami Gardens, FL
- 5/8–11 Sports ETA Symposium / Kansas City, MO
- 5/9–10 Sportel Rendez-Vous Miami / Miami, FL
- 5/12 Miami Beach Production Industry Council Meeting / Miami Beach, FL
- 5/22–24 IPW / San Antonio, TX

### JUNE 2023

- 6/8 Miami Beach Production Industry Council Meeting / Miami Beach, FL
- 6/19–23 International Association of Golf Tour Operators NAC / Tampa, FL
- TBA Produced by Conference / Los Angeles, CA

### JULY 2023

- 7/13 Miami Beach Production Industry Council Meeting / Miami Beach, FL
- 7/14–29 Optimist International Junior Golf Championship / Doral, FL

### AUGUST 2023

- 8/10 Miami Beach Production Industry Council Meeting / Miami Beach, FL
- 8/21–24 Connect Sports Marketplace / Minneapolis, MN

### SEPTEMBER 2023

- 9/14 Miami Beach Production Industry Council Meeting / Miami Beach, FL
- TBA Toronto International Film Festival (TIFF) / Toronto, Canada
- TBA Orange Blossom Classic / Miami Gardens, FL
- TBA NATPE Streaming / Los Angeles, CA

**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

**Promotion at Trade Shows** — The Sports & Entertainment Division promotes the services of relevant GMCVB partners at various trade shows.

**Listing in Sports & Venue Guide** — Where appropriate, GMCVB partners may receive listings and/or editorial mention in the Sports & Venue Guide.





# RESEARCH & STRATEGIC PLANNING

The GMCVB's Research & Strategic Planning Division supports the organization's various marketing programs by gathering and analyzing tourism and related data. The division assists with effective strategic planning by tracking key industry benchmarks and ongoing in-depth analysis of visitor trends, and reports results to both internal and external stakeholders. Research & Strategic Planning also conducts specialized research for industry events and responds to data inquiries from various groups, including partners, media and other stakeholders.

## GOALS

- Continue to evaluate and onboard best-in-class business tools as appropriate for GMCVB departments, including Research & Strategic Planning.
- Leverage and analyze visitor cellphone data for popular events in order to further understand attendee behaviors, including where else they go during their trip.
- Support the Convention Sales Department with its aggressive sales goals by providing ongoing research and stakeholder support, including initiatives for the Miami Beach Convention Center.
- Improve community outreach by engaging Greater Miami & Miami Beach residents, to include the development and execution of a Resident Sentiment program, with the Communications, PR & Media Relations division. This will be supported by quantitative and qualitative research.
- Organize GMCVB key performance indicators (KPIs) by department to centralize reporting for both management and stakeholders.

From August 2021-July 2022, Greater Miami & Miami Beach's Hotel Occupancy increased by **+8.3%**, Average Daily Rate (ADR) increased by **+22.8%** and Revenue Per Available Room increased by **+33%**. Furthermore, rooms sold increased by **+13.1%** over the same period a year ago.

Looking ahead, hotel performance for Greater Miami & Miami Beach is on a steady trajectory and continues to meet/exceed pre-COVID metrics.



# RESEARCH & STRATEGIC PLANNING

## PROGRAM OF WORK

### LOCAL EVENT 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 throughout Miami-Dade County. Utilizing mobile data in conjunction with surveying provides an even greater depth of understanding.

### 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.

**November 2022** • Release First Quarter Outlook Survey Results

**February 2023** • Release Second Quarter Outlook Survey Results

**May 2023** • Release Third Quarter Outlook Survey Results

**August 2023** • 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.

### OVERNIGHT VISITOR RELEASE REPORT

The Research & Strategic Planning Division releases quarterly updates on the number of overnight visitors to Greater Miami & Miami Beach. 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 & Miami Beach among domestic and international origin markets.

**December 2022** • Top 10 Domestic and International Markets 9-Month Visitor Count

**June 2023** • Top 25 Domestic and International Markets 12-Month Visitor Count

**September 2023** • Top 10 Domestic and International Markets 6-Month Visitor Count

### ONGOING VISITOR PROFILE SURVEY

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

### MONTHLY STATISTICS RELEASE

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

### TOTAL SEAPORT 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

# RESEARCH & STRATEGIC PLANNING

## PROGRAM OF WORK (cont.)

### 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

**December 2022** • Release Q3 visitors

**March 2023** • Release Q4 visitors

**June 2023** • Release Q1 visitors

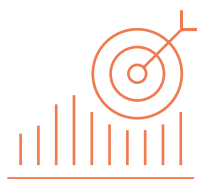
**September 2023** • Release Q2 visitors

**December 2023** • 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.



## 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.





# MEETINGS & CONVENTION SALES & SERVICES

The GMCVB's Meetings & Convention Sales & Services departments promote Greater Miami & Miami Beach as the ideal destination for meetings and conventions by creating fruitful relationships with meeting planners and association executives to generate new opportunities, bookings and room nights, which provides the community with a substantial economic impact.

The departments will continue working together to position Greater Miami & Miami Beach as the perfect destination that offers great value, unparalleled airlift, increased demand from domestic and international cities, overall successful meetings, and a versatile array of venues.

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

## GOAL

Capture new short-term and long-term bookings of conventions and trade shows at the Miami Beach Convention Center (MBCC), as well as increase hotel bookings with high priority in building a strategic base for future years over need dates.

## STRATEGY

Generate new MBCC leads through solicitation in key feeder markets, such as Washington, DC, Boston and Chicago, as well as keep a laser-focused development strategy uncovering opportunities with the right size and over key need dates. Trade show companies, associations, third parties, incentives and corporations are prime sources of opportunities from key industries, such as medical, healthcare, financial, insurance, incentives and technology, which continue to be of high interest and demand for the destination.

## TACTICS

- Continue to target meetings, conventions and trade show business that will use at least 500 contracted rooms on peak nights.
  - Continue to data mine potential accounts to generate new prospects for "Priority One" and "Priority Two" business in key vertical markets by making solicitation calls and reviewing other center calendars.
  - Generate marketing promotional communications with booking incentives.
  - MBCC and GMCVB sales managers will continue to meet every month and work closely together to identify potential business opportunities and co-op action plans.
  - The GMCVB, OVG360 and the City of Miami Beach will collaborate closely to forge partnerships with potential trade show producers.
  - Continue to promote the MBCC, City of Miami and Miami Beach hotels at all selected trade shows and events.
  - Continue to solicit international accounts through new trade shows and GMCVB regional offices.
  - Organize and host site visits for key decision-makers, prospective new clients, board of directors, site committees, trade show management committees and executive boards.
  - Participate in key global industry shows, conventions and sales forums.
- (See the 2022/23 Meetings & Convention Sales & Services Program of Work for details.)

## STRATEGY

Continue to generate demand and excitement with new destination developments, including the new Miami Beach Headquarter Hotel, by participating in major trade shows and events such as IAEE, PCMA, MPI and ASAE, and continuing aggressive convention prospecting, sponsorships and promotional marketing to tell our story.



## TACTICS

- Host exciting destination reviews corresponding with special events and mini-familiarization tours for prospective buyers to showcase the MBCC, hotels and surrounding area. Participate in events at the New World Symphony, Hard Rock Stadium, Marlins Park, or Miami HEAT at the FTX Arena that generate excitement for potential clients.
- Schedule a series of mini familiarization trips during low demand dates as well as site inspections for potential business for both the MBCC and in-house hotel meetings.
- Produce showcase events in key target cities and at certain shows, partnering with hotels and MBCC OVG360 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 Segment: Corporate, Incentives, Pharma
  - > St. Louis, MO // Market Segment: Corporate, Incentives, Pharma
  - > New York, NY // Market Segment: Corporate, Incentive, Pharma
  - > Houston, TX // Market Segment: Tech, Corporate
  - > Dallas, TX // Market Segment: Tech, Medical Devices
  - > San Antonio, TX // Market Segment: Tech, Medical Devices
  - > Hartford, CT // Market Segment: Finance & Insurance, Corporate
  - > Boston, MA // Market Segment: Finance & Insurance, Corporate, Medical
- Organize and implement sales blitzes throughout the year. (See the 2022/23 Meetings & Convention Sales & Services Program of Work for details.)
- Sponsor events at key industry meetings held locally. These events offer the opportunity to interact with potential clients and promote Greater Miami & Miami Beach as a meetings destination.

## STRATEGY

Continue to pursue major multi-management and trade show companies, such as Informa Markets, Reed Exhibitions and Emerald Expo, which represent a significant number of organizations that can generate new business for the MBCC and individual hotel properties.

## TACTICS

- Solicit multi-management and trade show companies to host executive management retreat meetings in Greater Miami & Miami Beach, and invite them to participate in familiarization trips.
- The Convention Sales team will attend key annual trade shows with third parties, which include HelmsBriscoe, Conference Direct, HPN, American Express, AMC Institute and Kellen Company.
- Continue to work closely with MBCC managers and OVG360 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 awareness through newsletters, email blasts, traditional advertising and digital efforts.
- Ensure strong customer satisfaction scores by nurturing relationships with repeat customers.

## GOAL

Intensify our sales and marketing activities in key markets by creating a strong presence with dedicated managers and strategic action plans.

## STRATEGY

Generate new demand and secure definitive room nights for in-house accounts from key markets such as Washington, DC, Chicago, New York, California and international cities (London, Mexico City, Toronto).

## TACTICS

- Conduct in-person sales calls, presentations and intimate client events at least every other month.
- Plan and organize city familiarization trips, including arranging participation for individual site inspections.
- Maintain day-to-day sales activities, including sales calls, email correspondence and prospecting.
- Attend monthly meetings of local chapters of the International Association of Exhibitions & Events, Professional Convention Management Association, American Society of Association Executives, and Meeting Professionals International.
- Participate in major industry organizations, their local chapters and national level committees, in order to heighten exposure in the Chicago and Washington, DC markets for Greater Miami & Miami Beach.
- Elevate GMCVB presence at industry trade shows in the Washington, DC market, and continue to monitor results in the upcoming year.
- Participate in select national meetings and trade shows, such as Professional Convention Management Association, American Society for Association Executives, Meeting Professionals International and others if the appropriate ROI is expected.
- Network with regional sales managers from local hotels in order to team up and support the destination.

## STRATEGY

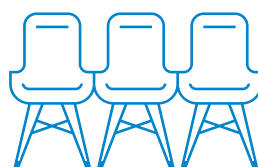
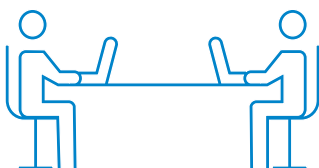
Strengthen relationships with key associations and trade show clients.

## TACTICS

- Conduct virtual familiarization tours and small client dinners for 8-10 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 & Miami Beach to join us in selling and promoting to key association and trade show clients.

## STRATEGY

Deploy marketing and promotional campaigns supporting and enhancing our sales activities.



### **TACTICS**

- Work closely with our marketing and communications teams to engage and deploy multi-channel campaigns.
- Use local and regional trade publications for marketing opportunities.
- Maximize public relations opportunities and partners to target specific industries and accounts.

### **GOAL**

Develop a strong presence and promotional activations at key trade events as well as optimize partnership opportunities with top industry partners, such as PCMA, ASAE, MPI, Maritz and Trades Show Executive, to increase visibility and brand awareness, and strengthen our relationship with key customers.

### **STRATEGY**

Design events that showcase all the benefits Greater Miami & Miami Beach has to offer for meeting planners and conference organizers.

### **TACTICS**

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

### **STRATEGY**

Maximize marketing opportunities with these new partnerships that will enhance our sales activities and campaigns targeting key accounts.

### **TACTICS**

- Work with our marketing and communications teams to deploy multi-channel campaigns.
- Use local and regional trade publications for marketing opportunities.
- Maximize public relations opportunities to target specific industries and accounts.

### **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**

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 & Development Department, the arts and cultural community, Greater Miami & 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 MBCC partners.
- Participate in the monthly sales meetings currently being conducted by the City of Miami Beach, with the staff of the MBCC, 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 & Miami Beach. Plans include hosting two magnet events for residents who have been instrumental in bringing meetings here.

### **STRATEGY**

The GMCVB will work with hotels and key business partners in developing strategies to acquire and win new business.

## TACTICS

- 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.
- Reach out to business leaders to engage and support key industry events and campaigns.

## GOAL

The Convention Services team will provide valuable support during the sales process ("WOW factor") as well as elevate the customer experience on-site with a strong connection to our valuable partners to ensure repeat business.

## STRATEGY

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 have a successful event and a positive experience in the destination.

## TACTICS

- Maintain a strong partnership with service managers at the MBCC, hotel partners, event venue 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 showcasing heritage neighborhoods, beaches, parks and outdoors, attractions and cultural institutions, special Miami Temptations program promotions, and LGBTQ+ programming and events.
- Provide signage and information about the new "Show Your Badge – Deals for Delegates" program offering special offers and discounts at participating businesses to convention delegate attendees via a free mobile platform. This program will be promoted with custom signage at the MBCC, the GMCVB-sponsored City Information Desk at the MBCC, and in all participating businesses.
- Provide amenities, promotional materials (digital and print) and support to meetings, conventions and events taking place in Greater Miami & Miami Beach.
- Continue using GMCVB newsletters to update clients about Greater Miami & Miami Beach, 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 welcome signage and street pole banners for qualifying events.
- Work with Miami International Airport (MIA)/Miami-Dade County Aviation staff to design custom digital welcome signage for large citywide convention groups. Connect groups to additional paid advertising options 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 with staffing to educate visitors about the destination's offerings (beaches, parks, dining, attractions, shopping, culture, etc.) and special promotions.

## STRATEGY

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

## TACTICS

- Support clients and keep them informed about all construction timelines regarding the new Headquarter Hotel.
- 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.

## PARTNER BENEFITS & OPPORTUNITIES

**Convention Calendar** — This online calendar presents the reported meetings, conventions and trade shows scheduled in the area through the year 2024. Listings include the organization and meeting dates with the convention facility or headquarter hotel. The best way to reach meeting planners about prospective business is to contact them 6-12 months before the booked meeting.

**Sales Missions** — Convention Sales hosts targeted in-market sales opportunities to promote the destination, conducts sales calls and special events, and participates in trade shows and events. Opportunities exist for hotel partners to join the GMCVB.

**Trade Shows** — Convention Sales creates special exhibits at selected meetings industry trade shows and events. Opportunities exist for hotels partners to attend trade shows with GMCVB sales staff for a competitive price.

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



# MEETINGS & CONVENTION SALES & SERVICES

## PROGRAM OF WORK

### OCTOBER 2022

- 10/6-7 DC/MD/VA Miami and Miami Beach Update Lunches
- 10/11-13 IMEX America / Las Vegas, NV

### NOVEMBER 2022

- 11/10-13 National Coalition of Black Meeting Planners / Cincinnati, OH
- 11/14-17 HPN Partner Conference / Denver, CO
- 11/29-12/1 IBTM World / Barcelona, Spain
- 11/30-12/1 Holiday Showcase/Association Forum / Chicago, IL
- TBA West Coast Sales Mission / California

### DECEMBER 2022

- 11/30-12/1 Holiday Showcase/Association Forum / Chicago, IL
- 12/13 DC CVB Reps Annual Holiday Reception / Washington, DC
- 12/13-15 International Association of Exhibits and Events (IAEE) Expo Expo / Louisville, KY

### JANUARY 2023

- 1/8-11 Professional Convention Management Association CL / Columbus, OH
- 1/25-27 AMC Institute Annual Meeting / Orlando, FL
- 1/29-2/1 Council of Engineering and Scientific Society Executives (CESSE) / Baltimore, MD

### FEBRUARY 2023

- 1/29-2/1 Council of Engineering and Scientific Society Executives (CESSE) / Baltimore, MD
- TBA DC/MD/VA Sales Mission / Washington, DC

### MARCH 2023

- 3/6-9 Business Events Industry Week / Washington, DC
- TBA Chicago Sales Mission / Chicago, IL

### APRIL 2023

- TBA West Coast Sales Mission / Seattle, WA
- TBA NE Sales Mission

### MAY 2023

- 5/3-6 Helms Briscoe Annual Partner Conference / Denver, CO
- 5/8-10 CONNECT Supplier Diversity Summit / New Orleans, LA
- 5/31-6/2 IMEX Frankfurt / Frankfurt, Germany

### JUNE 2023

- 5/31-6/2 IMEX Frankfurt / Frankfurt, Germany
- 6/6-7 AMC Institute Engaged Conference / Oklahoma City, OK
- 6/6-8 Society of Government Meeting Planners (SGMP) / Bloomington, MN
- 6/12-15 Meeting Professionals International (MPI) WEC / Maya Riviera Mexico
- 6/25-28 Professional Convention Management Association (PCMA) Educon / Montreal, Canada

### JULY 2023

- 7/12-14 Florida Society of Association Executives (FSAE) / Coconut Point, FL
- TBA Corporate Event Management Association (CEMA) Summit / Location TBA

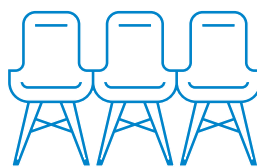
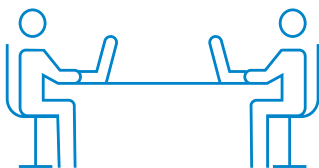
### AUGUST 2023

- 8/5-8 American Society of Association Executives (ASAE) Annual Meeting & Exposition / Atlanta, GA
- TBA CONNECT Marketplace / Location TBA
- TBA Cvent CONNECT / Location TBA
- TBA Maritz NEXT& / Location TBA

### SEPTEMBER 2023

- TBA PCMA Foundation Partnership Summit / Location TBA
- TBA Pharma Forum / 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.







# MULTICULTURAL TOURISM & DEVELOPMENT

The role of the GMCVB's Multicultural Tourism & Development Department (MTDD) is to help promote the diversity of Greater Miami & Miami Beach'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. The department's focus is to promote the heritage of Greater Miami & Miami Beach, attract and support convention business, help improve the experiences of cultural travelers, support cultural events, and assist in tourism capacity-building for small and minority-owned businesses. The newest programmatic addition to the platform is having the GMCVB's Black Hospitality Initiative placed under the umbrella of the MTDD. The focus of providing scholarships and cultivating talent in the hospitality industry will also be a part of the department's scope of work.

## GOAL

Increase the number of minority-owned businesses that are positively impacted by the tourism industry and conventions.

## STRATEGY

### Sales and Services Assistance:

Sales-related initiatives will be executed to help secure multicultural conventions of all sizes, including small groups and leisure travel businesses.

## TACTICS

### Convention Sales:

- Partner more with the Convention Sales and Sports & Entertainment Tourism teams to help secure business.
- Participate in joint sales calls and FAM tours when needed.
- 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.
- Collaborate with the Convention Sales team to conduct local awareness programs for ethnic, civic and service organizations located in Greater Miami & Miami Beach.
- Continue the Lunch & Learn awareness/education series, which is geared toward getting community meeting influencers and stakeholders to become Miami Magnets.
- Maximize Reunion Market/Small Group resources, which are showcased on the Multicultural Miami section of the GMCVB's website.

### Travel Industry Sales:

- Travel where necessary with the sales team to support domestic and international travel shows, including IPW.
- 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, to better inform tour operators and travel agents.
- Connect local neighborhood organizations and businesses from multicultural communities with inbound FAM exposure and promotion opportunities.

## STRATEGY

### Tourism Business Enhancement Program:

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



### TACTICS

- 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. Increase GMCVB-led programs.
- Facilitate meetings and other communication channels that bring together key leaders in the neighborhoods to establish networks and relationships in the industry.
- Increase the number of minority-owned businesses that are positively impacted by the tourism industry. This year, the department will also engage with the Mayor's Office of Diversity, Equity & Inclusion as well as other Greater Miami & Miami Beach organizations to see where there may be synergies in business engagement, vendor opportunities and procurement.
- 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.
- 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.

### GOAL

Build Awareness locally and nationally for the Art of Black Miami (AOBM) program.

### STRATEGY

#### **Art of Black Miami (AOBM):**

Broaden marketing, promotional and collaboration efforts for the GMCVB's AOBM program, with the goal of making it the premier and most well-recognized cultural art collaborative in the country.

## TACTICS

- Create an AOBM art activation project, working in conjunction with local artists and the community, as a catalyst with a message of resiliency, hope and rediscovery.
- This fiscal year, the AOBM global marketing efforts will be broadened through the GMCVB's global marketing agency, VMLY&R, as well as local and regional awareness by partnering with the Black Owned Media Alliance (BOMA).
- Promote AOBM activations and exhibits year-round.
- Continue the AOBM podcast series to highlight Greater Miami & Miami Beach's diverse art lens.
- Increase presence and cross-promotion of AOBM on the GMCVB's website and social media channels.
- Engage art partners more effectively with a communication process to meet marketing and promotional needs during the December/January Art Season and throughout the year.

## GOAL

Expand the multicultural connection of tourism to the diasporas and cultural gems that make up Greater Miami & Miami Beach.

## STRATEGY

### 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 Greater Miami & Miami Beach's multicultural attractions and heritage neighborhoods.

## TACTICS

- Work with the GMCVB's Communications and Content divisions to tell diverse stories and highlight attractions through the website and social media channels, as well as update the Multicultural Miami section of the website.
- Create a viable relationship with celebrities and influencers with a Miami connection in the music and entertainment industries to aid in the promotion of Multicultural Miami.
- Continue production and expand the database of the GMCVB's Multicultural E-Newsletter.
- Identify and commit to local media buys as well as additional niche and national marketing channels for promotion in the area.
- Continue research into the multicultural visitor's profile regarding travel and cultural interests.
- Prepare content development and research for a new Multicultural Guide to be produced in fiscal year 2022/23.

## STRATEGY

### Events/Programs Sponsorship & Coordination:

Identify events and programs locally or nationally with which the department should collaborate, to help support Greater Miami & Miami Beach's brand and enhance the perception/reality of being a diverse, multicultural community, as well as local awareness programming.

## TACTICS

- Identify event sponsorships and event development opportunities that will strengthen the brand and promote the culture of neighborhoods throughout Greater Miami & Miami Beach, which positively affects hotel bookings and media coverage.
- Continue and expand local awareness programs to include concierge tours, community tours, hotel partner updates and local presentations to advisory boards to better understand the multicultural offerings so they can promote them more effectively.

## GOAL

Elevate and re-energize the Black Hospitality Initiative (BHI) scholarship program. The BHI program has been in existence for almost 30 years and helps support workforce development by promoting and growing African American talent in the Hospitality industry.

### STRATEGY

Develop internal resources to further grow the Black Hospitality Initiative.

### TACTICS

- A new Director for the program has been hired to help grow the program by increasing student engagement, building internship/apprentice opportunities and attaining additional funding partners.

### GOAL

Grow Diversity, Equity and Inclusion culture and practices in the organization.

### STRATEGY

Use the GMCVB's Diversity, Equity and Inclusion (DEI) culture and practices as a foundation to support our external DEI initiatives.

### TACTICS

- As the GMCVB continues to grow in workforce and programming, Diversity, Equity and Inclusion must be at the forefront holistically in everything the organization does.
- The MTDD will help lead internal goals and objectives as the GMCVB implements best practices company-wide.



# MULTICULTURAL TOURISM & DEVELOPMENT

## PROGRAM OF WORK

### MONTHLY ACTIVITIES

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

#### OCTOBER 2022

- 10/1–11/30 Miami Entertainment Months
- 9/15–10/15 Hispanic Heritage Month
- 10/1–31 Italian American Heritage Month
- 10/1–31 Native American Heritage Month
- 10/7–10 Miami Carnival
- 10/20 Tourism Business Development Program begins, in collaboration with the Miami Bayside Foundation Fall Program
- 10/20 Multicultural Tourism & Development Committee – Quarterly Meeting
- TBA Art of Black Miami – Community Mural project starts

#### NOVEMBER 2022

- 10/1–11/30 Miami Entertainment Months
- 11/1–30 Miami-Dade Farmers Month
- 11/16–19 National Coalition of Black Meeting Planners (NCBMP) / Jacksonville, FL

#### DECEMBER 2022

- 12/1–1/31 Miami Arts, Culture & Heritage Months
- 12/1–15 Art of Black Miami/Art Season
- TBA Miccosukee Indian Arts & Crafts Festival

#### JANUARY 2023

- 12/1–1/31 Miami Arts & Heritage Months
- 1/12–26 Miami Jewish Film Festival
- 1/16 Martin Luther King Jr. Scholarship Breakfast (virtual)
- TBA Art of Black Miami/Kimpton MLK Art Activation
- TBA Multicultural Tourism & Development Committee – Quarterly Meeting

#### FEBRUARY 2023

- 2/4 Homestead Blues & Jazz Festival
- 2/23–26 SoBE Wine & Food Festival
- 2/24–26 Melton Mustafa Jazz Festival Weekend
- TBA Annual Chinese New Year Festival
- TBA Art of Black Miami/Hilton Art Activation
- TBA Black History Month Heritage Community Tour and/or Experiences

#### MARCH 2023

- 3/4–5 Annual Asian Cultural Festival
- TBA Carnaval on the Mile
- TBA Calle Ocho Festival
- 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

#### APRIL 2023

- 4/1–5/31 Miami Attraction & Museum Months
- 4/1–28 Diversity Awareness Month
- 4/28 H.O.T. Challenge Golf Tournament Fundraiser
- TBA Community Awareness Presentation
- TBA Art of Black Miami Monthly Podcast Series Launch
- TBA Multicultural Tourism & Development Committee – Quarterly Meeting

#### MAY 2023

- 4/1–5/31 Miami Attraction & Museum Months
- 5/1–31 Jewish American Heritage Month
- 5/1–31 Haitian Heritage Month
- 5/1–31 Asian American and Pacific Islander Heritage Month
- 5/20–24 IPW Conference / San Antonio, TX
- 5/28 Best of the Best Reggae Festival
- TBA Haitian Compas Festival (Haitian Flag Day Festival)
- TBA Sounds of Little Haiti/Haitian Heritage Month Celebration
- TBA Taste of Haiti
- TBA Art of Black Miami Podcast Series

#### JUNE 2023

- 6/14–18 American Black Film Festival (ABFF)
- 6/19 Juneteenth Celebrations
- TBA Goombay Festival
- TBA Art of Black Miami Podcast Series
- TBA Art of Black Miami – Art Talk
- TBA Black Music Month Programming
- TBA Pillars Award Scholarship Luncheon, Miami-Dade Black Affairs Advisory Board Office of the Chair

**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.

## JULY 2023

- 7/18-20 Destinations International Convention / Dallas, TX
- TBA International Hispanic Theater Festival
- TBA Lunch & Learn Presentation
- TBA National Association of Black Hotel Owners, Operators & Developers (NABHOOD) & International Multicultural Summit
- 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
- TBA Art of Black Miami Monthly Podcast Series
- TBA Multicultural Tourism & Development Committee – Quarterly Meeting

## AUGUST 2023

- 8/1-9/30 Miami Spice Restaurant Months
- TBA Black Pepper Food & Wine Festival
- TBA Black Business Month Programming
- TBA Art of Black Miami Monthly Podcast Series

## SEPTEMBER 2023

- 8/1-9/30 Miami Spice Restaurant Months
- 9/1-3 Orange Blossom Classic Weekend
- 9/14-10/15 Hispanic Heritage Month
- TBA Urban Film Festival
- TBA Brazilian Film Festival of Miami
- TBA Africando Trade and Investment Conference
- TBA Art of Black Miami Monthly Podcast Series

## PARTNER BENEFITS & OPPORTUNITIES

**Promotion at Trade Shows** — The Multicultural Tourism & Development Department promotes the services of relevant GMCVB partners at various trade shows.

**Listing in Multicultural Guide** — Where appropriate, GMCVB partners may receive listings and/or editorial mention in the Multicultural Guide.





# GMCVB 2022/2023 PROGRAM OF WORK AT A GLANCE

PAID MEDIA & PROGRAMS												
	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
PAID SEARCH	Year-Round											
TRAVEL RESPONSIBLY	Year-Round											
ALWAYS ON CONSUMER RETARGETING	Always On retargeting involves retargeting site visitors along with search keywords and prospecting to drive hotel bookings.											
WEATHER TRIGGERED RETARGETING												
CONSUMER BRAND PLATFORM	In order to maintain the destination’s positive momentum, our campaigns will inspire consumers and drive interest & demand by highlighting our diverse neighborhoods and soul-stirring experiences.											
MIAMI-DADE FARMERS MONTH												
LGBTQ+	LGBTQ+ events & programs (year-round)											
MULTICULTURAL		Art of Black Miami										
TEMPTATIONS	Entertainment		Art, Culture & Heritage		Health & Wellness		Attractions & Museums		Spa, Spice and Hotel			
TARGETED OFFERS	IN DEVELOPMENT											
PRACTICE SAFE “SETS”		ABFF		NATPE Miami, Los Angeles		AFCI Los Angeles Timing TBA			TIFF New York			
AIRLINES MARKETING PARTNERSHIPS	TBA											
ONLINE TRAVEL AGENCY PROGRAM		Expedia, Booking.com, Travelzoo & Kayak annual programs										
MEETINGS/ CONVENTIONS & MBCC BUSINESS	Drive awareness and educate new prospects about the destination’s unique offerings and flexibility designed to meet their meeting needs.											
Destination Research	Implementation of research findings throughout all channels and defined audiences, including meeting planner, explorer, family traveler, indulgent traveler, recharger and residents.											
Industry Partnerships	Maximize key partnerships with tourism promotion organizations at the global, national and state levels: Visit Florida, Brand USA, Visit USA Committees.											

OCTOBER 2022 Miami Entertainment Months		NOVEMBER 2022 Miami Entertainment Months	DECEMBER 2022 Miami Arts, Culture & Heritage Months	JANUARY 2023 Miami Arts, Culture & Heritage Months	FEBRUARY 2023 Miami Health & Wellness Months	MARCH 2023 Miami Health & Wellness Months	APRIL 2023 Miami Attraction & Museum Months	MAY 2023 Miami Attraction & Museum Months	JUNE 2023 Miami Hotel Months	JULY 2023 Miami Hotel & Miami Spa Months	AUGUST 2023 Miami Hotel, Miami Spa & Miami Spice Months	SEPTEMBER 2023 Miami Hotel & Miami Spice Months
TRAVEL INDUSTRY SALES  Phone: 305.539.3091 • Email: TravelTrade@GMCVB.com	10/1-11/30: Miami Entertainment Months <b>10/1-4: FIT America Latina Buenos Aires, Argentina</b> 10/3-6: PTANA FAM / Miami, FL <b>10/7: ASTA Rocky Mountain Event / Denver, CO</b> 10/9: AAA Great American Expo / Columbus, OH <b>10/10-14: Scandinavia Sales Mission / Denmark / Sweden / Norway</b> 10/10-15: OASIS Travel Network Conference at Sea / Norwegian Prima <b>10/17-19: Travel A.L.L.I.E.S. Symposium / Riviera Maya, Mexico</b> 10/19-22: Apple Leisure Group ASCEND / Riviera Maya, Mexico <b>10/20-21: Brazil Travel Mart / Fortaleza, Brazil</b> 10/23-25: AAA/CAA Travel Conference / Orlando, FL <b>10/25-28: Affluent Traveler Luxury Symposium / Las Vegas, NV</b> 10/26: New Jersey ASTA Fall Tradeshow / Totowa, NJ <b>10/28-30: New York International Travel Show / New York, NY</b> 10/28-30: International Tourism & Travel Show / Montreal, Canada <b>10/31-11/2: Pre-CruiseWorld FAM / Miami, FL</b>	10/1-11/30: Miami Entertainment Months <b>10/31-11/2: Pre-CruiseWorld FAM / Miami, FL</b> 11/2-4: CruiseWorld / Ft. Lauderdale, FL <b>11/2-4: Specialists in Entertainment Travel / New Orleans, LA</b> 11/3: TRAVVYs / Ft. Lauderdale, FL <b>11/3-6: Festuris GRAMADO / Porto Alegre, Brazil</b> 11/7-9: World Travel Market (WTM) / London, England <b>11/8-11: Cruise Planners Pre-Conference FAM / Miami, FL</b> 11/11-14: Cruise Planners Annual Convention / Miami, FL <b>11/11-14: Flight Centre Canada FAM/ Miami, FL</b> 11/12-13: World Travel Holdings (Cruise One, Dream Vacations, Cruises Inc) Annual Convention / Miami, FL <b>11/13-16: Aer Lingus FAM/Miami, FL</b> 11/14-15: AAA Threads 2022 / Orlando, FL <b>11/30: Cruise Planners Georgia Lunch &amp; Learn / Atlanta, GA</b> TBA: Boutique Hotels Quarterly Meeting / Miami Beach, FL	12/1 - 1/31: Miami Arts, Culture & Heritage Months <b>12/1: CCRA PowerSolutions / Atlanta, GA</b> 12/2-4: ABTP Summit / Las Vegas, NV <b>12/6-9: ILTM Global / Cannes, France</b> 12/7: CCRA Regional / Scottsdale, AZ <b>12/7-8: MSC Seascape Naming Ceremony / New York, NY</b> 12/28: Cruise Planners Live / Miami, FL	12/1-1/31: Miami Arts, Culture & Heritage Months <b>1/14-15: Travel &amp; Adventure Show / Chicago, IL</b> 1/18-22: FITUR / Madrid, Spain <b>1/19: ASTA 3Rivers Event / Pittsburgh, PA</b> 1/20-22: Pittsburgh Travel Showcase / Pittsburgh, PA <b>1/21: Unique Travel of Palm Beach Travel Expo / Palm Beach, FL</b> 1/21-22: Travel & Adventure Show / Boston, MA <b>1/27-28: Morris Columbus Travel Expo / Salt Lake City, UT</b> 1/28-29: Travel & Adventure Show / New York, NY <b>TBA: Canada Sales Calls</b>	2/1-3/31: Miami Health & Wellness Months <b>2/2-4: Florida Huddle / West Palm Beach, FL</b> 2/2-5: Travel & Adventure Show / Washington, D.C. <b>2/3-5: Toronto Star Golf Show / Toronto, Canada</b> 2/18-19: Travel & Adventure Show / Los Angeles, CA <b>2/21: ASTA Houston Trade Show / Houston, TX</b> 2/22: ASTA Dallas Trade Show / Dallas, TX <b>2/22-24: Vitrina Turistica ANATO / Bogota, Colombia</b> 2/25-26: Travel & Adventure Show / Denver, CO <b>2/27: Peninsula Show / Tampa, FL</b> 2/27-3/3: Florida Road Show <b>2/28: Peninsula Show / Orlando, FL</b> TBA: MidWest USA Sales Calls	2/1- 3/31: Miami Health & Wellness Months <b>2/27-3/3: Florida Road Show</b> <b>3/2: Peninsula Show / Jacksonville, FL</b> 3/4-5: Travel & Adventure Show / SF/Bay Area, CA <b>3/13: Peninsula Show / Atlanta, GA</b> 3/14: Peninsula Show / Greenville, SC <b>3/15: Peninsula Show / Charlotte, NC</b> 3/16: Peninsula Show / Greensboro, NC <b>3/20-24: Brand USA INDIA Sales Mission / India</b> 3/24-26 Tour Connection LA / Los Angeles, CA <b>3/25-26 Travel &amp; Adventure Show / Atlanta, GA</b> 3/27: Peninsula Show / Dallas, TX <b>3/28: Peninsula Show / Austin, TX</b> 3/29: Peninsula Show / San Antonio, TX <b>3/30: Peninsula Show / Houston, TX</b> 3/31-4/2: Travel Agent Forum / Las Vegas, NV	4/1-5/30: Miami Attraction & Museum Months <b>3/31-4/2: Travel Agent Forum / Las Vegas, NV</b> 4/1-2: Travel & Adventure Show / Dallas, TX <b>4/4-7: WTM Latin America / Sao Paulo, Brazil</b> 4/4-5: ASTA South Florida Spring Affair / Deerfield Beach, FL <b>4/10: Peninsula Show / Cherry Hill, NJ</b> 4/12: Peninsula Show / Pittsburgh, PA <b>4/19-21: CLIA Cruise360 / Ft. Lauderdale, FL</b> TBA: Colombia Sales Mission	4/1-5/31: Miami Attraction & Museum Months <b>5/2-4: ASTA Global Conference / San Juan, PR</b> 5/4-6: GTM (Global Travel Marketplace) / Ft. Lauderdale, FL <b>5/7-10: TFEST Americas / Riviera Maya, Mexico</b> 5/8-10: Travel Leaders EDGE / Nashville, TN Romance Travel Forum / Cancun, Mexico <b>5/8-12: Germany &amp; Switzerland Sales Mission</b> 5/9-12: ILTM Latin America / Sao Paulo, Brazil <b>5/20-24: IPW / San Antonio, TX</b> TBA: Boutique & Lifestyle Hotels Quarterly Meeting / Miami Beach, FL	6/1 - 9/30: Miami Hotel Months <b>6/11-13: World Travel Expo / Miami, FL</b> 6/19-23: UK & Ireland Sales Mission <b>6/20-22:ULTRA Luxury Travel Summit / Scottsdale, AZ</b> 6/23-24: Travel Advisors of Mid-South Conference / Nashville, TN <b>6/25-28: Romance Travel Forum / Playa del Carmen, Mexico</b> TBA: LE Miami / Miami Beach, FL <b>TBA: Bahamas and Jamaica Sales Mission</b>	6/1-9/30: Miami Hotel Months <b>7/1 - 8/31: Miami Spa Months</b> 7/11-13: GTM (Global Travel Marketplace) West / Las Vegas, NV <b>7/14-15: ASTA Fiesta in the Desert / Scottsdale, AZ</b> TBA: Mexico Sales Mission <b>TBA: Brazil Sales Mission</b> TBA: Dominican Republic Sales Mission	6/1-9/30: Miami Hotel Months <b>7/1-8/31: Miami Spa Months</b> 8/1-9/30: Miami Spice Restaurant Months <b>8/13-16: GBTA Convention / Dallas, TX</b> TBA: Boutique & Lifestyle Hotels Quarterly Meeting / Miami Beach, FL	6/1-9/30: Miami Hotel Months <b>8/1-9/30: Miami Spice Restaurant Months</b> 9/18-22: Diversa Turismo FAM <b>9/29-30: Delta Vacations University / Minneapolis , MN</b> 9/30: Vancouver International Travel Expo / Vancouver, Canada <b>TBA: IFTM / Paris, France</b>

OCTOBER 2022 Miami Entertainment Months		NOVEMBER 2022 Miami Entertainment Months		DECEMBER 2022 Miami Arts, Culture & Heritage Months		JANUARY 2023 Miami Arts, Culture & Heritage Months		FEBRUARY 2023 Miami Health & Wellness Months		MARCH 2023 Miami Health & Wellness Months		APRIL 2023 Miami Attraction & Museum Months		MAY 2023 Miami Attraction & Museum Months		JUNE 2023 Miami Hotel Months		JULY 2023 Miami Hotel & Miami Spa Months		AUGUST 2023 Miami Hotel, Miami Spa & Miami Spice Months		SEPTEMBER 2023 Miami Hotel & Miami Spice Months		
COMMUNICATIONS, PR & SOCIAL MEDIA  Phone: 305.539.3084 • Email: Media@GMCVB.com	10/1-11/30: Miami Entertainment Months <b>10/1: What's New in Greater Miami &amp; Miami Beach Fall Newsletter</b> 10/1-8: Celebrate ORGULLO Media Visits / Miami, FL <b>10/7-9: Miami Carnival Press Visits / Miami, FL</b> 10/9-12: Visit Florida International Culinary Group Press Tour <b>10/11: GMCVB Annual Meeting Tourism Numbers and Strategic Plan Announcement</b> 10/15-23: Miami Auto Show Media Visits / Miami Beach, FL <b>10/20-23: Art Basel Paris Mission / Paris, France</b> 10/23: NASCAR's Dixie Vodka 400 Playoffs Media Assistance / Homestead, FL <b>10/28-30 International Travel Show, New York</b>	10/1-11/30: Miami Entertainment Months <b>11/1-5: Cross-Market Miami Farmers Month Press Tour</b> 11/2-6: Seed Food and Wine Festival / Miami, FL <b>11/3-6: Gems Film Festival / Miami, FL</b> 11/7-9: World Travel Market (WTM) & Media Desk Siders / London, UK <b>11/11-16 AER Lingus UK/Ireland Press Tour</b> 11/13-16 AER Lingus French Press Tour <b>11/13-20 Miami Book Fair International Promotion</b> 11/14-18: Int'l "Miami's Countryside/ Farmers Month" Group Press Tour / Miami, FL <b>11/29-12/1: IBTM World Barcelona, Spain</b> 11/30-12/4: Art Basel Miami Beach	12/1-1/31: Miami Arts, Culture & Heritage Months <b>11/29-12/1: IBTM World Barcelona, Spain</b> 11/30-12/5: Art Basel Miami Beach Media Visits / Miami Beach, FL <b>12/1-4: Art of Black Miami/Multi-cultural Media Visits</b> 12/5-9: Domestic Regional Media Mission <b>12/14-17: LATAM Culinary Luxury Press Tour</b>	12/1-1/31: Miami Arts, Culture & Heritage Months <b>1/1: What's New in Greater Miami &amp; Miami Beach Winter Newsletter</b> 1/5-9: International LGBTQ+ Press Tour <b>1/8-11: PCMA Convening Leaders / Columbus, OH</b> 1/9-13: MiamiLand Canadian Press Tour <b>1/18-22: FITUR Spain</b> 1/25-26: TravMedia North America Media Marketplace & Summit <b>TBA: Quarterly Numbers Press release and announcement</b>	2/1-3/31: Miami Health & Wellness Months <b>2/15-19: Discover Boating Miami International Boat Show/Miami Yacht Show Media Visits / Miami, FL</b> 2/18-20: Coconut Grove Arts Festival Weekend Media Visits / Miami, FL <b>2/19: Gay8 Individual Media Visits / Little Havana, FL</b> 2/22-24: Vitrina Turístico Anato / Bogotá, Colombia <b>2/23-26: SOBE Wine &amp; Food Festival Media Visits / Miami Beach, FL</b> TBA: Visit Florida Colombia Media Mission / Bogotá, Colombia	2/1-3/31: Miami Health & Wellness Months <b>3/1: What's New in Greater Miami &amp; Miami Beach Spring Newsletter</b> 3/3-12: Miami Film Festival Media Visits - Latin American and Domestic / Miami, FL <b>3/7-9: VIMM Berlin 2023</b> 3/10-11 & 3/15-16: European Media Mission <b>3/13-14: TravMedia International Media Marketplace (IMM) London, England</b> 3/20-24: Visit Florida Mexico Media Mission <b>TBA: Jazz in the Gardens Media Visits / Miami Gardens, FL</b>	4/1-5/31: Miami Attraction & Museum Months Press Release 4/1-2: Wings Over Homestead / Homestead, FL <b>4/4-6: World Travel Market (WTM) / Brazil</b> 4/6-10: Miami Beach Pride / Media Visits <b>4/7: Global Meetings Industry Day / Media Outreach</b> 4/20-21: eMerge Americas / Miami Beach <b>TBA: Visit Florida Brazil Media Mission</b>	4/1-5/31: Miami Attraction & Museum Months <b>5/6-8: Formula 1 Miami Grand Prix</b> 5/15-19: Pan-European Culinary & Luxury Press Tour <b>5/20-24: IPW 2023 / San Antonio, Texas</b> 5/28-6/2: Miami Fashion Week / Media Visits <b>TBA: National Tourism Month and GMCVB State of the Industry Announcement</b>	6/1-9/30: Miami Hotel Months Press Release <b>5/28-6/2: Miami Fashion Week / Media Visits</b> <b>1: What's New in Greater Miami &amp; Miami Beach Summer Newsletter</b> <b>6/14-18: American Black Film Festival / Miami, FL</b> 6/14-18: Travel Media Association of Canada (TMAC) AGM & Conference (Sudbury) <b>6/19: Juneteenth Media Visits / Miami, FL</b> 6/20-25: LATAM Sustainability & Ecotourism Press Tour <b>TBA: LE Miami / Miami Beach, FL</b> TBA: In-Market Media Activation	6/1-9/30: Miami Hotel Months <b>7/1-8/31: Miami Spa Months Press Release</b> TBA: Miami Swim Week Media Visits / Miami Beach, FL <b>TBA: Visit Florida U.K. Media Mission 2023</b>	6/1-9/30: Miami Hotel Months <b>7/1-8/31: Miami Spa Months</b> 8/1-9/30: Miami Spice Restaurant Months Press Release <b>8/1-31: National Black Business Month Influencer/Media Visits / Miami, FL</b> 8/5-8: ASAE Media Appointments / Atlanta, GA <b>8/6-9: Bling on a Budget - U.S. Domestic Culinary and Luxury Press Tour</b>	6/1-9/30: Miami Hotel Months <b>8/1-9/30: Miami Spice Restaurant Months</b> 9/20-23: International French Travel Market (IFTM) TOP RESA / Paris, France <b>TBA: Brand USA Travel Week U.K. &amp; Europe/U.K. / TBA</b> TBA: Pan-European Sustainability and Ecotourism Press Tour <b>TBA: International MICE Group Press Tour</b> TBA: New York Media Reception & Mission <b>TBA: Canadian Media Reception &amp; Mission</b>												
	10/1-11/30: Miami Entertainment Months <b>10/5-7: Music Tourism Convention / Cape Breton Island, Canada</b> 10/10: Pérez Art Museum Miami Corporate Luncheon / Miami, FL <b>10/11: 2023 GMCVB Annual Meeting @ Arsht Center / Miami, FL</b> 10/19-23: Paris+ Art Fair / Paris, France <b>10/21-22: iii Points Music Festival / Wynwood, FL</b> 10/26-28: Destinations International Advocacy Summit / Bloomington, MN	10/1-11/30: Miami Entertainment Months <b>11/1-30: Miami-Dade Farmers Month</b> 11/1-4: Past Forward Preservation Virtual Conference 11/3-6: Miami Film Festival GEMS / Miami, FL <b>11/7-9: WTM London / London, UK</b> 11/13-20: Miami Book Fair / Miami, FL <b>11/17: Give Miami Day / Miami, FL</b> 11/18-12/8: No Vacancy: Miami Beach / Miami Beach, FL <b>11/29-12/3: Miami Art Week / Miami Beach, FL</b>	12/1-1/31: Miami Arts, Culture & Heritage Months <b>11/18-12/8: No Vacancy: Miami Beach / Miami Beach, FL</b> 11/29-12/3: Miami Art Week / Miami Beach, FL	12/1-1/31: Miami Arts, Culture & Heritage Months <b>1/6-8: South Beach Jazz Festival / Miami Beach, FL</b> 1/19-23: Art Deco Weekend / Miami Beach, FL	2/1-3/31: Miami Health & Wellness Months <b>2/3-5: GroundUP Music Festival / Miami Beach, FL</b> 2/16-19: Art Wynwood / Miami, FL <b>2/16-19: Superfine Art Fair / Miami, FL</b> 2/18-20: Coconut Grove Arts Festival / Coconut Grove, FL <b>TBA: Florida Arts &amp; Culture Day / Tallahassee, FL</b>	2/1-3/31: Miami Health & Wellness Months <b>3/3-12: Miami Film Festival / Miami, FL</b> 3/23-25: Art Basel Hong Kong / Hong Kong, China <b>TBA: National Arts Action Summit / Washington, DC</b>	4/1-5/31: Miami Attraction & Museum Months <b>4/20-28: Art Deco World Congress / Miami Beach, FL</b> TBA: Breakfast with the Arts & Hospitality Industry / Miami, FL	4/1-5/31: Miami Attraction & Museum Months <b>5/17-21: Frieze New York / New York, NY</b> 5/20-24: IPW / San Antonio, TX <b>TBA: Americans for the Arts Annual Convention / Washington, DC</b>	6/1-9/30: Miami Hotel Months <b>6/15-18: Art Basel / Basel, Switzerland</b> TBA: Greater Miami Festivals & Events Annual Conference	6/1-9/30: Miami Hotel Months <b>7/1-8/31: Miami Spa Months</b> 7/18-20: Destinations International / Dallas, TX	6/1-9/30: Miami Hotel Months <b>7/1-8/31: Miami Spa Months</b> 8/1-9/30: Miami Spice Restaurant Months <b>8/22-24: Florida Festivals &amp; Events Association / Bonita Springs, FL</b> TBA: Florida Attractions Association Annual Conference	6/1-9/30: Miami Hotel Months <b>8/1-9/30: Miami Spice Restaurant Months</b>												
	COMMUNICATIONS, PR & SOCIAL MEDIA		COMMUNICATIONS, PR & SOCIAL MEDIA		COMMUNICATIONS, PR & SOCIAL MEDIA		COMMUNICATIONS, PR & SOCIAL MEDIA		COMMUNICATIONS, PR & SOCIAL MEDIA		COMMUNICATIONS, PR & SOCIAL MEDIA		COMMUNICATIONS, PR & SOCIAL MEDIA		COMMUNICATIONS, PR & SOCIAL MEDIA		COMMUNICATIONS, PR & SOCIAL MEDIA		COMMUNICATIONS, PR & SOCIAL MEDIA		COMMUNICATIONS, PR & SOCIAL MEDIA		COMMUNICATIONS, PR & SOCIAL MEDIA	
	ARTS & CULTURE TOURISM		ARTS & CULTURE TOURISM		ARTS & CULTURE TOURISM		ARTS & CULTURE TOURISM		ARTS & CULTURE TOURISM		ARTS & CULTURE TOURISM		ARTS & CULTURE TOURISM		ARTS & CULTURE TOURISM		ARTS & CULTURE TOURISM		ARTS & CULTURE TOURISM		ARTS & CULTURE TOURISM		ARTS & CULTURE TOURISM	

OCTOBER 2022 Miami Entertainment Months		NOVEMBER 2022 Miami Entertainment Months	DECEMBER 2022 Miami Arts, Culture & Heritage Months	JANUARY 2023 Miami Arts, Culture & Heritage Months	FEBRUARY 2023 Miami Health & Wellness Months	MARCH 2023 Miami Health & Wellness Months	APRIL 2023 Miami Attraction & Museum Months	MAY 2023 Miami Attraction & Museum Months	JUNE 2023 Miami Hotel Months	JULY 2023 Miami Hotel & Miami Spa Months	AUGUST 2023 Miami Hotel, Miami Spa & Miami Spice Months	SEPTEMBER 2023 Miami Hotel & Miami Spice Months
LGTBQ+ MARKETING Phone: 305.503.3245 • Email: LGTBQ@GMCVB.com	10/1-11/30: Miami Entertainment Months <b>10/1-8: Celebrate ORGULLO / Miami, FL</b> 10/12: TTG Florida Fest / Virtual <b>10/22: National LGBTQ Task Force Gala / Miami Beach, FL</b> 10/26-29: IGLTA Global Convention / Milan, Italy <b>TBA: GMCVB LGBTQ+ Tourism Advisory Committee Meeting - Virtual / Miami, FL</b>	10/1-11/30: Miami Entertainment Months <b>11/7-9: WTM London / London, England</b> 11/13-20: Miami Book Fair <b>11/18: NGLCC National Dinner / Washington DC</b> 11/26-28: URGE Miami Festival / Miami Beach, FL	12/1-1/31: Miami Arts, Culture & Heritage Months <b>12/1-3: Art Gaysel / Miami Beach, FL</b> 12/1-3: Miami Art Week Influencer Activation / Miami Beach, FL	12/1-1/31: Miami Arts, Culture & Heritage Months <b>1/5-9: LGBTQ+ Press Trip / Miami, FL</b> 1/18-22: FITUR / Madrid, Spain <b>1/28-29: Travel &amp; Adventure NYC / New York, NY</b> TBA: GMCVB LGBTQ Tourism Advisory Committee Meeting - Virtual / Miami, FL	2/1-3/31: Miami Health & Wellness Months <b>2/19: Gay8 Festival / Little Havana, FL</b> 2/23-26: South Beach Wine & Food Festival / Miami Beach, FL <b>TBA: Travel Bulleting LGBT+ Showcase / Manchester, England</b> TBA: Wigwood Miami / Miami, FL	2/1-3/31: Miami Health & Wellness Months <b>3/1-31: Miami Beach Live / Miami Beach, FL</b> 3/1-7: Winter Party Festival / Miami Beach, FL	4/1-5/31: Miami Attraction & Museum Months <b>4/7-16: Miami Beach Pride Festival &amp; Expo / Miami Beach, FL</b> TBA: OUTshine Film Festival / Miami, FL <b>TBA: GMCVB LGBTQ+ Tourism Advisory Committee Meeting - Virtual / Miami, FL</b>	4/1-5/31: Miami Attraction & Museum Months <b>5/16-22: SweetHeat Miami / Miami Beach, FL</b> 5/20-21: Connect THRIVE Summit / San Antonio, TX <b>5/25-29: Sizzle Miami / Miami Beach, FL</b>	6/1-9/30: Miami Hotel Months / Meet in Miami <b>6/5-7: PROUD Experiences / Los Angeles, CA</b> TBA: Arsht Center CommuniTea Dance / Miami, FL <b>TBA: LGBTQI+ U.S.-Mexico Travel &amp; Tourism Forum / Mexico City, Mexico</b> TBA: Pride at Marlins Park / Miami, FL <b>TBA: Wynwood Pride / Miami, FL</b>	6/1-9/30: Miami Hotel Months / Meet in Miami <b>7/1-8/31: Miami Spa Months</b> TBA: LGBTQ+ Turismo Expo / São Paulo, Brazil <b>TBA: GMCVB Partner Marketing Workshop / Miami, FL</b> TBA: GMCVB LGBTQ+ Tourism Advisory Committee Meeting - Virtual / Miami, FL	6/1-9/30: Miami Hotel Months / Meet in Miami <b>7/1-8/31: Miami Spa Months</b> 8/1-9/30: Miami Spice Restaurant Months <b>8/14-18: NGLCC International Business &amp; Leadership Conference / Denver, CO</b>	6/1-9/30: Miami Hotel Months / Meet in Miami <b>8/1-9/30: Miami Spice Restaurant Months</b>
	MULTICULTURAL TOURISM & DEVELOPMENT Phone: 305.539.3123 • Email: MulticulturalTourism@GMCVB.com	10/1-11/30: Miami Entertainment Months <b>9/15-10/15: Hispanic Heritage Month virtual activations and other experiences</b> 10/1-31: Italian American Heritage Month 10/8: Best of the Best Music Festival <b>10/8-10: Miami Carnival</b> 10/20: Tourism Business Development Program begins in collaboration with the Miami Bayside Foundation Fall Program <b>TBA: Art of Black Miami - Community Mural project starts</b>	10/1-11/30: Miami Entertainment Months <b>11/1-30: Native American Heritage Month</b> 11/16-19: National Coalition of Black Meeting Planners (NCBMP) <b>11/20: Multicultural Tourism &amp; Development Committee - Quarterly Meeting</b>	12/1-1/31: Miami Arts, Culture & Heritage Months <b>12/1-15: Art of Black Miami/Art Season</b> TBA: Miccosukee Indian Arts & Crafts Festival	12/1-1/31: Miami Arts & Heritage Months <b>1/12-26: Miami Jewish Film Festival</b> 1/17: Martin Luther King Jr. Scholarship Breakfast / Virtual <b>TBA: Art of Black Miami/Kimpton MLK Art Activation</b>	2/1-3/31: Miami Health & Wellness Months <b>2/4: Homestead Blues &amp; Jazz Festival</b> 2/17: Annual Chinese New Year Festival Community Tour and/or Experiences <b>2/24-26: Melton Mustafa Jazz Festival Weekend</b> 2/24-27: SoBE Wine & Food Festival <b>TBA: Black History Month Heritage</b> TBA: Multicultural Tourism & Development Committee - Quarterly Meeting <b>TBA: Art of Black Miami/Hilton Art Activation</b>	2/1-3/31: Miami Health & Wellness Months <b>3/4-5: Annual Asian Cultural Festival</b> 3/12: Calle Ocho Festival <b>TBA: Jazz in the Gardens</b> TBA: Tourism Business Development Program begins in collaboration with the Miami Bayside Foundation Spring Program <b>TBA: Carnaval on the Mile</b>	4/1-5/31: Miami Attraction & Museum Months <b>4/1-28: Diversity Awareness Month</b> 4/28: H.O.T. Challenge Golf Tournament Fundraiser <b>TBA: Community Awareness Presentation</b> TBA: Art of Black Miami Monthly Podcast Series Launch <b>TBA: Multicultural Tourism &amp; Development Committee - Quarterly Meeting</b> TBA: Sankofa Jazz Festival	4/1-5/31: Miami Attraction & Museum Months <b>5/1-31: Haitian Heritage Month - Activations, Activities and Experiences</b> 5/1-31: Jewish American Heritage Month <b>5/1-31: Asian American and Pacific Islander Heritage Month - Activities and Experiences</b> TBA: Best of the Best Reggae Festival <b>TBA: Haitian Compas Festival (Haitian Flag Day festival)</b> TBA: Sounds of Little Haiti/Haitian Heritage Month Celebration <b>TBA: Taste of Haiti</b> TBA: Art of Black Miami Monthly Podcast Series	6/1-9/30: Miami Hotel Months <b>6/1-30: Caribbean American Heritage Month</b> 6/4-8: IPW Conference / Orlando, FL <b>6/14-18: American Black Film Festival (ABFF)</b> 6/19: Juneteenth Celebrations <b>TBA: Art of Black Miami Monthly Podcast Series</b> TBA: Art of Black Miami - Art Talk <b>TBA: Black Music Month Programming</b> TBA: Pillars Award Scholarship Luncheon, Miami-Dade Black Affairs Advisory Board Office of the Chair TBA: Goombay Festival	6/1-9/30: Miami Hotel Months TBA: Destinations International Convention <b>TBA: International Multicultural Summit</b> TBA: Lunch & Learn Presentation <b>TBA: National Association of Black Hotel Owners, Operators &amp; Developers (NABHOOD)</b> TBA: Overtown Music & Arts Festival <b>TBA: Tourism Business Enhancement - Professional Business Workshop</b> TBA: Tourism Business Development Program begins, in collaboration with the Miami Bayside Foundation Summer Program <b>TBA: Art of Black Miami Monthly Podcast Series</b> TBA: Multicultural Tourism & Development Committee - Quarterly Meeting <b>TBA: Int'l Hispanic Theater Festival</b>	6/1-9/30: Miami Hotel Months <b>7/1-8/31: Miami Spa Months</b> 8/1-9/30: Miami Spice Restaurant Months <b>TBA: Black Business Month Programming</b> TBA: Art of Black Miami Monthly Podcast Series <b>TBA: African Diaspora Dance &amp; Drum Festival</b> TBA: Black Pepper Food & Wine Festival

OCTOBER 2022 Miami Entertainment Months		NOVEMBER 2022 Miami Entertainment Months	DECEMBER 2022 Miami Arts, Culture & Heritage Months	JANUARY 2023 Miami Arts, Culture & Heritage Months	FEBRUARY 2023 Miami Health & Wellness Months	MARCH 2023 Miami Health & Wellness Months	APRIL 2023 Miami Attraction & Museum Months	MAY 2023 Miami Attraction & Museum Months	JUNE 2023 Miami Hotel Months	JULY 2023 Miami Hotel & Miami Spa Months	AUGUST 2023 Miami Hotel, Miami Spa & Miami Spice Months	SEPTEMBER 2023 Miami Hotel & Miami Spice Months
BUSINESS DEVELOPMENT & PARTNERSHIP  Phone: 305.539.3076 • Email: Partnership@GMCVB.com	10/6: GMCVB Virtual Coffee & Conversation featuring Loews Coral Gables Hotel + NASCAR <b>10/11: GMCVB Annual Meeting / Adrienne Arsht Center for the Performing Arts of Miami-Dade County</b> 10/20: Miami Begins With Me Training / Location TBA <b>10/26: GMCVB Partner Networking Reception / Coconut Grove</b>	11/9: Partner Networking Event / The Berry Farm <b>11/16: GMCVB Virtual Coffee &amp; Conversation</b> 11/17: New Partner Orientation <b>11/30: Miami Begins With Me Training / Location TBA</b>	12/7: GMCVB Networking Breakfast / Location TBA <b>12/14: GMCVB + GMBHA Holiday Networking Reception / Location TBA</b> 12/19: Miami Begins With Me Training / Location TBA	1/18: GMCVB Networking Event / Location TBA <b>1/19: New Partner Orientation (virtual)</b> 1/26: Miami Begins With Me Training / Location TBA	2/1: GMCVB Networking Event / Location TBA <b>2/15: GMCVB Black History Month Breakfast Networker / Location TBA</b> 2/23: New Partner Orientation	3/1: GMCVB Networking Event / Location TBA <b>3/15: GMCVB Networking Event / Location TBA</b> 3/30: GMCVB Networking Event / Location TBA	4/12: GMCVB Networking Event / Location TBA <b>4/20: Miami Begins with Me Training / Location TBA</b> 4/26: GMCVB Networker / Location TBA	5/18: New Partner Orientation <b>5/24: GMCVB Networking Event / Location TBA</b> TBA: May GMCVB Annual State of the Industry Breakfast / Location TBA	6/14: GMCVB Networking Event / Location TBA <b>6/22: Miami Begins with Me Training / Location TBA</b> 6/28: GMCVB Networking Event / Location TBA	7/19: GMCVB Networking Event / Location TBA <b>7/27: Miami Begins with Me Training / Location TBA</b> TBA: July Annual Marketing Workshop / Location TBA	8/2: GMCVB Networking Event / Location TBA <b>8/10: New Partner Orientation</b> 8/10: GMCVB Networking Event / Location TBA <b>8/17: Miami Begins with Me Training / Location TBA</b> 8/25: Annual Partner Expo / Location TBA	9/13: GMCVB Networking Event / Location TBA <b>9/20: GMCVB Networking Event / Location TBA</b> 9/28: Miami Begins with Me Training / Location TBA <b>TBA: White Glove Concierge Awards Luncheon / Location TBA</b>
	BUSINESS DEVELOPMENT & PARTNERSHIP											
RESEARCH & STRATEGIC PLANNING  Phone: 305.539.2931 • Email: Research@GMCVB.com	<b>Visitor Surveys:</b> Ft. Lauderdale Airport Miami International Airport Aventura/Bal Harbour/Sunny Isles Cape Florida State Park CocoWalk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco PortMiami Robert Is Here Seaquarium Zoo Miami FL Resident (online)  <b>TBC: Miami Carnival</b>	<b>Visitor Surveys:</b> Ft. Lauderdale Airport Miami International Airport Aventura/Bal Harbour/Sunny Isles Cape Florida State Park CocoWalk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco Robert Is Here Seaquarium Zoo Miami FL Resident (online)  <b>Hotel Research:</b> Thanksgiving Hotel Occupancy Survey  <b>11/19-21: Miami Book Fair</b>  <b>11/27-12/3: Art of Black Miami</b>	<b>Visitor Surveys:</b> Ft. Lauderdale Airport Miami International Airport Aventura/Bal Harbour/Sunny Isles Cape Florida State Park CocoWalk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco Robert Is Here Seaquarium Zoo Miami FL Resident (online)  <b>Hotel Research:</b> Christmas/New Year's Hotel Occupancy Survey New Year's/Bowl Hotel Occupancy Survey  <b>11/27-12/3: Art of Black Miami</b>	<b>Visitor Surveys:</b> Ft. Lauderdale Airport Miami International Airport Aventura/Bal Harbour/Sunny Isles Cape Florida State Park CocoWalk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco Robert Is Here Seaquarium Zoo Miami FL Resident (online)  <b>1/29: Miami Marathon</b>	<b>Visitor Surveys:</b> Ft. Lauderdale Airport Miami International Airport Aventura/Bal Harbour/Sunny Isles Cape Florida State Park CocoWalk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco Robert Is Here Seaquarium Zoo Miami FL Resident (online)  <b>Hotel Research:</b> Presidents Day Weekend Hotel Occupancy Survey  <b>2/18-20: Coconut Grove Arts Festival</b>  <b>2/19: Gay8 Festival</b>	<b>Visitor Surveys:</b> Ft. Lauderdale Airport Miami Intl Airport Aventura/Bal Harbour/Sunny Isles Cape FL State Park CocoWalk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco Robert Is Here Seaquarium Zoo Miami FL Resident (online)  <b>3/1-7: Winter Party</b>  <b>3/11-12: Jazz in the Gardens</b>  <b>TBA: Calle Ocho</b>	<b>Visitor Surveys:</b> Ft. Lauderdale Airport Miami Intl Airport Aventura/Bal Harbour/Sunny Isles Cape FL State Park CocoWalk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco Robert Is Here Seaquarium Zoo Miami FL Resident (online)  <b>Hotel Research:</b> Easter Hotel Occupancy Survey  <b>4/15-16: Miami Beach Pride</b>	<b>Visitor Surveys:</b> Ft. Lauderdale Airport Miami Intl Airport Aventura/Bal Harbour/Sunny Isles Cape FL State Park CocoWalk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco Robert Is Here Seaquarium Zoo Miami FL Resident (online)  <b>Hotel Research:</b> Memorial Day Weekend Hotel Occupancy Survey	<b>Visitor Surveys:</b> Ft. Lauderdale Airport Miami Intl Airport Aventura/Bal Harbour/Sunny Isles Cape FL State Park CocoWalk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco Robert Is Here Seaquarium Zoo Miami FL Resident (online)  <b>Hotel Research:</b> Fourth of July Hotel Occupancy Survey	<b>Visitor Surveys:</b> Ft. Lauderdale Airport Miami Intl Airport Aventura/Bal Harbour/Sunny Isles Cape FL State Park CocoWalk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco Robert Is Here Seaquarium Zoo Miami FL Resident (online)  <b>Hotel Research:</b> Labor Day Hotel Occupancy Survey	<b>Visitor Surveys:</b> Ft. Lauderdale Airport Miami Intl Airport Aventura/Bal Harbour/Sunny Isles Cape FL State Park CocoWalk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco Robert Is Here Seaquarium Zoo Miami FL Resident (online)  <b>9/3: Orange Blossom Classic</b>	
	RESEARCH & STRATEGIC PLANNING											

OCTOBER 2022 Miami Entertainment Months		NOVEMBER 2022 Miami Entertainment Months	DECEMBER 2022 Miami Arts, Culture & Heritage Months	JANUARY 2023 Miami Arts, Culture & Heritage Months	FEBRUARY 2023 Miami Health & Wellness Months	MARCH 2023 Miami Health & Wellness Months	APRIL 2023 Miami Attraction & Museum Months	MAY 2023 Miami Attraction & Museum Months	JUNE 2023 Miami Hotel Months	JULY 2023 Miami Hotel & Miami Spa Months	AUGUST 2023 Miami Hotel, Miami Spa & Miami Spice Months	SEPTEMBER 2023 Miami Hotel & Miami Spice Months
<div> <div>CONTENT &amp; CREATIVE SERVICES</div> <div>Phone: 305.503.3255 • Email: Content@GMCVB.com</div> </div>	<p><b>Miami Entertainment Months (Miami Temptations program)</b> - project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)</p> <p><b>Editorial</b> - 2021/2022 Year in Review, 2022/2023 GMCVB Marketing Plan, 2022/2023 Miami Beach Marketing Plan, 2022/2023 GMCVB Budget Book, Chauffeur Handbook, Destination Guide &amp; Map - Spanish, French, Portuguese</p> <p><b>Creative Services</b> - GMCVB Annual Meeting, Africando program, MBCC Sales Kit, Convention Sales Fact Sheet, Rediscover Downtown Miami sales collateral, Rediscover Miami Airport District sales collateral, Meetings Incentive fact sheet</p> <p><b>Website Content</b> - manage article creation process and ongoing updates</p>	<p><b>Miami Entertainment Months (Miami Temptations program)</b> - project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)</p> <p><b>Miami-Dade Farmers Month (inaugural program)</b> - project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)</p> <p><b>Editorial/Creative Services</b> - Greater Miami &amp; Miami Beach Visitors Guide, Art Basel Miami Beach Gallery Map, Art of Black Miami creative</p> <p><b>Website Content</b> - management article creation process and ongoing updates</p>	<p><b>Miami Arts, Culture &amp; Heritage Months (Miami Temptations program)</b> - project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)</p> <p><b>Editorial/Creative Services</b> - Destination Guide &amp; Map - German &amp; Italian</p> <p><b>Website Content</b> - manage article creation process and ongoing updates</p>	<p><b>Miami Arts, Culture &amp; Heritage Months (Miami Temptations program)</b> - project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)</p> <p><b>Editorial/Creative Services</b> - Arts &amp; Culture Insider, LGBTQ+ Pink Palm Guide</p> <p><b>Website Content</b> - project manage article creation process and ongoing updates</p>	<p><b>Miami Health &amp; Wellness Months (Miami Temptations program)</b> - project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)</p> <p><b>Website Content</b> - management article creation process and ongoing updates</p>	<p><b>Miami Health &amp; Wellness Months (Miami Temptations program)</b> - project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)</p> <p><b>Editorial/Creative Services</b> - 2023/2024 Destination Guide &amp; Map</p> <p><b>Website Content</b> - manage article creation process and ongoing updates</p>	<p><b>Miami Attraction &amp; Museum Months (Miami Temptations program)</b> - project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)</p> <p><b>Creative Services</b> - Visitor Industry Overview Book, H.O.T. Challenge 2023, State of the Industry 2023</p> <p><b>Website Content</b> - manageme article creation process and ongoing updates</p>	<p><b>Miami Attraction &amp; Museum Months (Miami Temptations program)</b> - project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)</p> <p><b>Website Content</b> - manage article creation process and ongoing updates</p>	<p><b>Miami Hotel Months (Miami Temptations program)</b> - project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)</p> <p><b>Creative Services</b> - GMCVB Partner Workshop 2023</p> <p><b>Website Content</b> - manage article creation process and ongoing updates</p>	<p><b>Miami Hotel Months (Miami Temptations program)</b> - project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)</p> <p><b>Miami Spa Months (Miami Temptations program)</b> - project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)</p> <p><b>Miami Spa Months (Miami Temptations program)</b> - project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)</p> <p><b>Website Content</b> - manage article creation process and ongoing updates</p>	<p><b>Miami Hotel Months (Miami Temptations program)</b> - project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)</p> <p><b>Miami Spa Months (Miami Temptations program)</b> - project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)</p> <p><b>Miami Spice Restaurant Months (Miami Temptations program)</b> - project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)</p> <p><b>Website Content</b> - manage article creation process and ongoing updates</p>	<p><b>Miami Hotel Months (Miami Temptations program)</b> - project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)</p> <p><b>Miami Spice Restaurant Months (Miami Temptations program)</b> - project management, including program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables), and closing (recap reporting/partner feedback)</p> <p><b>Website Content</b> - manage article creation process and ongoing updates</p>

OCTOBER 2022 Miami Entertainment Months		NOVEMBER 2022 Miami Entertainment Months	DECEMBER 2022 Miami Arts, Culture & Heritage Months	JANUARY 2023 Miami Arts, Culture & Heritage Months	FEBRUARY 2023 Miami Health & Wellness Months	MARCH 2023 Miami Health & Wellness Months	APRIL 2023 Miami Attraction & Museum Months	MAY 2023 Miami Attraction & Museum Months	JUNE 2023 Miami Hotel Months	JULY 2023 Miami Hotel & Miami Spa Months	AUGUST 2023 Miami Hotel, Miami Spa & Miami Spice Months	SEPTEMBER 2023 Miami Hotel & Miami Spice Months
SPORT & ENTERTAINMENT TOURISM  Phone: 305.539.2972 • Email: SportTourism@GMCVB.com	10/3-6: Florida Sports Foundation Summit / Palm Beach, FL <b>10/10-14: Sports ETA 45 Summit / Sarasota, FL</b> 10/13: Miami Beach Production Industry Council Meeting / Miami Beach, FL <b>10/13-15: American Black Film Festival (ABFF) FAM Trip / Miami and Miami Beach, FL</b> 10/21-23: Dixie Vodka 400 / Homestead, FL <b>10/24-28: TEAMS Conference / Oklahoma City, OK</b> 10/29: Miami Dragon Boat Festival / Miami, FL  <b>Ongoing: 2026 FIFA World Cup Hosting Initiative</b>  <b>Practice Safe Sets Filming Initiative</b>	11/10: Miami Beach Production Industry Council Meeting / Miami Beach, FL <b>11/15-16: Host City Conference / Glasgow, Scotland</b>  <b>Ongoing: 2026 FIFA World Cup Hosting Initiative</b>  <b>Practice Safe Sets Filming Initiative</b>	12/6-7: Focus London / London, England <b>12/8: Miami Beach Production Industry Council Meeting / Miami Beach, FL</b> 12/17-18: CSCAA Open Water Championships / Miami, FL <b>12/25-1/4: USA Water Polo Winter Training (USA, Spain, Serbia, Italy) / Miami, FL</b> 12/30: Capital One Orange Bowl / Miami Gardens, FL  <b>Ongoing: 2026 FIFA World Cup Hosting Initiative</b>  <b>Practice Safe Sets Filming Initiative</b>	12/25-1/4: USA Water Polo Winter Training (USA, Spain, Serbia, Italy) / Miami, FL <b>1/12: Miami Beach Production Industry Council Meeting / Miami Beach, FL</b> 1/19-29: Sundance Film Festival / Park City, UT <b>1/27-29: Life Time Miami Marathon &amp; Half Marathon / Miami, FL</b>  <b>Ongoing: 2026 FIFA World Cup Hosting Initiative</b>  <b>Practice Safe Sets Filming Initiative</b>	2/3-5: Toronto Golf Show / Toronto, Canada <b>2/4: Gravel Miami / Homestead, FL</b> 2/7-9: Sunshine Sports Council Innovation Think Tank / Panama City Beach, FL <b>2/9: Miami Beach Production Industry Council Meeting / Miami Beach, FL</b> TBA: Drone Racing League / Miami, FL  <b>Ongoing: 2026 FIFA World Cup Hosting Initiative</b>  <b>Practice Safe Sets Filming Initiative</b>	3/1-4: Houston Livestock Show and Rodeo / Houston, TX <b>3/9: Miami Beach Production Industry Council Meeting / Miami Beach, FL</b> 3/11-21: World Baseball Classic / Miami, FL <b>3/20-4/2: Miami Open Tennis Tournament / Miami Gardens, FL</b> TBA: AFCI Week / Los Angeles, CA <b>TBA: National Cycling League / TBA</b> TBA: King of the Court / Miami Beach, FL <b>TBA: Miami Beach Open / Miami Beach, FL</b>  <b>Ongoing: 2026 FIFA World Cup Hosting Initiative</b>  <b>Practice Safe Sets Filming Initiative</b>	3/20-4/2: Miami Open Tennis Tournament / Miami Gardens, FL <b>4/11: Miami Beach Production Industry Council Meeting / Miami Beach, FL</b> TBA: Miami International Agriculture, Horse & Cattle Show / Miami, FL  <b>Ongoing: 2026 FIFA World Cup Hosting Initiative</b>  <b>Practice Safe Sets Filming Initiative</b>	5/7: Formula 1 Miami Grand Prix / Miami Gardens, FL <b>5/8-11: Sports ETA Symposium / Kansas City, MO</b> 5/9-10: Sportel Rendez-Vous Miami / Miami, FL <b>5/12: Miami Beach Production Industry Council Meeting / Miami Beach, FL</b> 5/22-24: IPW / San Antonio, TX  <b>Ongoing: 2026 FIFA World Cup Hosting Initiative</b>  <b>Practice Safe Sets Filming Initiative</b>	6/8: Miami Beach Production Industry Council Meeting / Miami Beach, FL <b>6/19-23: International Association of Golf Tour Operators NAC / Tampa, FL</b> TBA: Produced by Conference / Los Angeles, CA  <b>Ongoing: 2026 FIFA World Cup Hosting Initiative</b>  <b>Practice Safe Sets Filming Initiative</b>	7/13: Miami Beach Production Industry Council Meeting / Miami Beach, FL <b>7/14-29: Optimist International Junior Golf Championship / Doral, FL</b>  <b>Ongoing: 2026 FIFA World Cup Hosting Initiative</b>  <b>Practice Safe Sets Filming Initiative</b>	8/10: Miami Beach Production Industry Council Meeting / Miami Beach, FL <b>8/21-24: Connect Sports Marketplace / Minneapolis, MN</b>  <b>Ongoing: 2026 FIFA World Cup Hosting Initiative</b>  <b>Practice Safe Sets Filming Initiative</b>	9/14: Miami Beach Production Industry Council Meeting / Miami Beach, FL <b>TBA: Toronto International Film Festival (TIFF) / Toronto, Canada</b> TBA: Orange Blossom Classic / Miami Gardens, FL <b>TBA: NATPE Streaming / Los Angeles, CA</b>  <b>Ongoing: 2026 FIFA World Cup Hosting Initiative</b>  <b>Practice Safe Sets Filming Initiative</b>
MEETINGS & CONVENTION SALES & SERVICES  Phone: 305.539.3071 • Email: MariaD@GMCVB.com	10/6-7: DC/MD/VA Miami and Miami Beach Update Lunches <b>10/11-13: IMEX America / Las Vegas, NV</b>	11/10-13: National Coalition of Black Meeting Planners / Cincinnati, OH <b>11/14-17: HPN Partner Conference / Denver, CO</b> 11/29-12/1: IBTM World / Barcelona, Spain <b>11/30-12/1: Holiday Showcase/ Association Forum / Chicago, IL</b> TBA: West Coast Sales Mission / CA	11/30-12/1: Holiday Showcase/ Association Forum / Chicago, IL <b>12/13: DC CVB Reps Annual Holiday Reception / Washington, DC</b> 12/13-15: International Association of Exhibits and Events (IAEE) Expo / Louisville, KY	1/8-11: Professional Convention Management Association CL / Columbus, OH <b>1/25-27: AMC Institute Annual Meeting / Orlando, FL</b> 1/29-2/1: Council of Engineering and Scientific Society Executives (CESSE) / Baltimore, MD	1/29-2/1: Council of Engineering and Scientific Society Executives (CESSE) / Baltimore, MD <b>TBA: DC/MD/VA Sales Mission / Washington, DC</b>	3/6-9: Business Events Industry Week / Washington, DC <b>TBA: Chicago Sales Mission / Chicago, IL</b>	TBA: West Coast Sales Mission / Seattle, WA <b>TBA: NE Sales Mission</b>	5/3-6: Helms Briscoe Annual Partner Conference / Denver, CO <b>5/8-10: CONNECT Supplier Diversity Summit / New Orleans, LA</b> 5/31-6/2: IMEX Frankfurt / Frankfurt, Germany	5/31-6/2: IMEX Frankfurt / Frankfurt, Germany <b>6/6-7: AMC Institute Engaged Conference / Oklahoma City, OK</b> 6/6-8: Society of Government Meeting Planners (SGMP) / Bloomington, MN <b>6/12-15: Meeting Professionals International (MPI) WEC / Maya Riviera Mexico</b> 6/25-28: Professional Convention Management Association (PCMA) Educon / Montreal, Canada	7/12-14: Florida Society of Association Executives (FSAE) / Coconut Point, FL <b>TBA: Corporate Event Management Association (CEMA) Summit / Location TBA</b>	8/5-8: American Society of Association Executives (ASAE) Annual Meeting & Exposition / Atlanta, GA <b>TBA: CONNECT Marketplace / Location TBA</b> TBA: Maritz NEXT& / Location TBA	TBA: PCMA Foundation Partnership Summit / Location TBA <b>TBA: Pharma Forum / Location TBA</b>

GMCVB STAKEHOLDER MEETINGS & ENGAGEMENT													GMCVB STAKEHOLDER MEETINGS & ENGAGEMENT
OCTOBER 2022 Miami Entertainment Months		NOVEMBER 2022 Miami Entertainment Months	DECEMBER 2022 Miami Arts, Culture & Heritage Months	JANUARY 2023 Miami Arts, Culture & Heritage Months	FEBRUARY 2023 Miami Health & Wellness Months	MARCH 2023 Miami Health & Wellness Months	APRIL 2023 Miami Attraction & Museum Months	MAY 2023 Miami Attraction & Museum Months	JUNE 2023 Miami Hotel Months	JULY 2023 Miami Hotel & Miami Spa Months	AUGUST 2023 Miami Hotel, Miami Spa & Miami Spice Months	SEPTEMBER 2023 Miami Hotel & Miami Spice Months	
10/11: Annual Meeting Location: Adrienne Arsht Center for the Performing Arts			12/12: Board of Directors Holiday Meeting 3:00 to 5:00 pm Location: Loews Coral Gables Hotel	1/23: Executive Committee Meeting 3:00 to 5:00 pm Location: 701 Brickell Avenue	2/27: Board of Directors Meeting 3:00 to 5:00 pm Location: TBD	3/27: Executive Committee Meeting 3:00 to 5:00 pm Location: 701 Brickell Avenue	4/24: Board of Directors Meeting 3:00 to 5:00 pm Location: TBD	5/31: Executive Committee Meeting 3:00 to 5:00 pm Location: 701 Brickell Avenue	6/26: Board of Directors Meeting Location; TBD	No Board/Executive Committee Meeting	No Board/Executive Committee Meeting	9/18: Executive Committee Program of Work Meeting 701 Brickell Avenue 3:00 to 5:00 pm  9/26: Board of Directors Program of Work Meeting 3:00 to 5:00 pm Location: TBD  TBA: Marketing Committee Meeting	



# GMCVB MARKETING & PROMOTIONAL OPPORTUNITIES

## DIGITAL ADVERTISING ON MIAMIANDMIAMIBEACH.COM

### WEBSITE

#### MIAMIANDMIAMIBEACH.COM

Advertising

### DESCRIPTION

#### LEADERBOARD DISPLAY AD

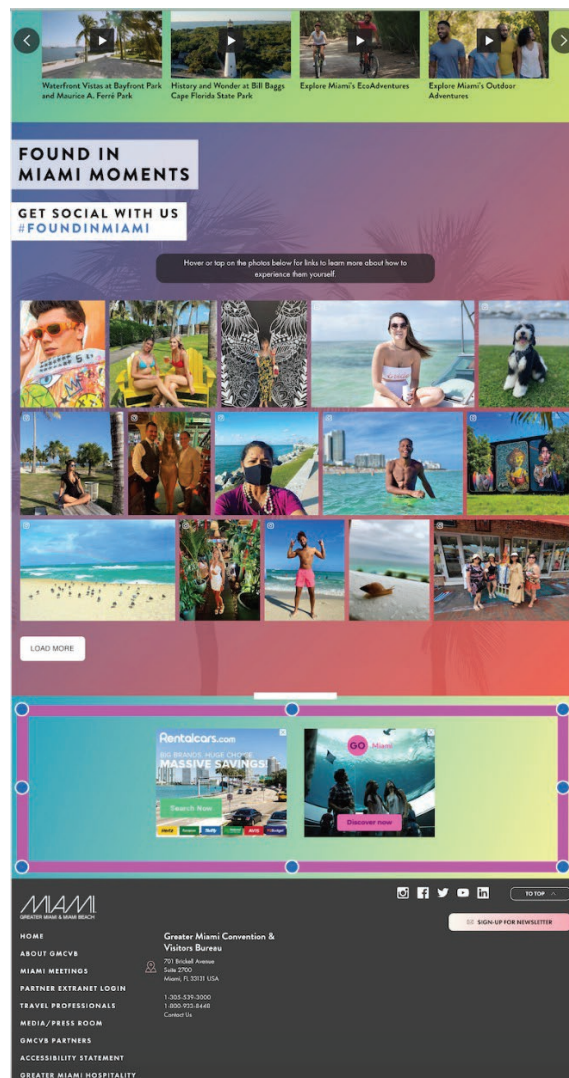
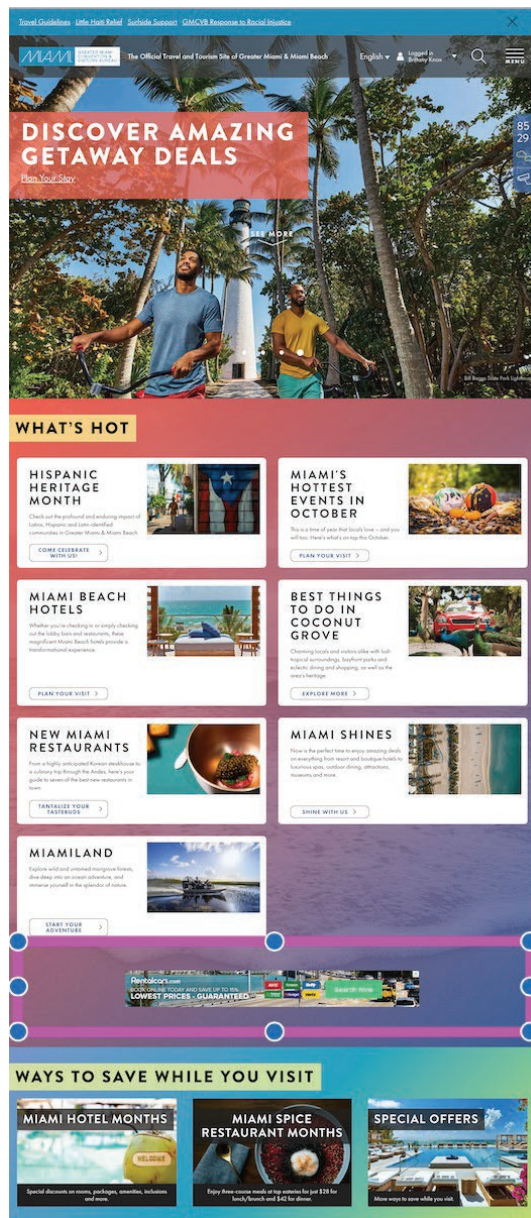
728px (W) x 90px (h)

#### 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

# DIGITAL ADVERTISING ON MIAMIANDMIAMIBEACH.COM

WEBSITE	DESCRIPTION	ADVERTISING COST
<b>MIAMIANDMIAMIBEACH.COM</b> Advertising	<b>LANDING PAGE FEATURE</b> 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.	\$750 for 90 days \$1,400 for 180 days

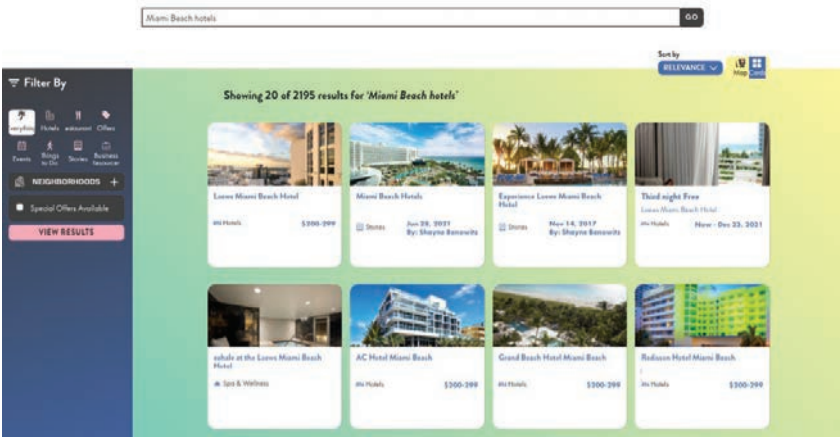


## FEATURED SEARCH RESULT

MiamiandMiamiBeach.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

## SEARCH RESULTS WITH SEARCH TERM "MIAMI BEACH HOTELS"



# DIGITAL ADVERTISING ON MIAMIANDMIAMIBEACH.COM

## WEBSITE

### MIAMIANDMIAMIBEACH.COM

Advertising

## DESCRIPTION

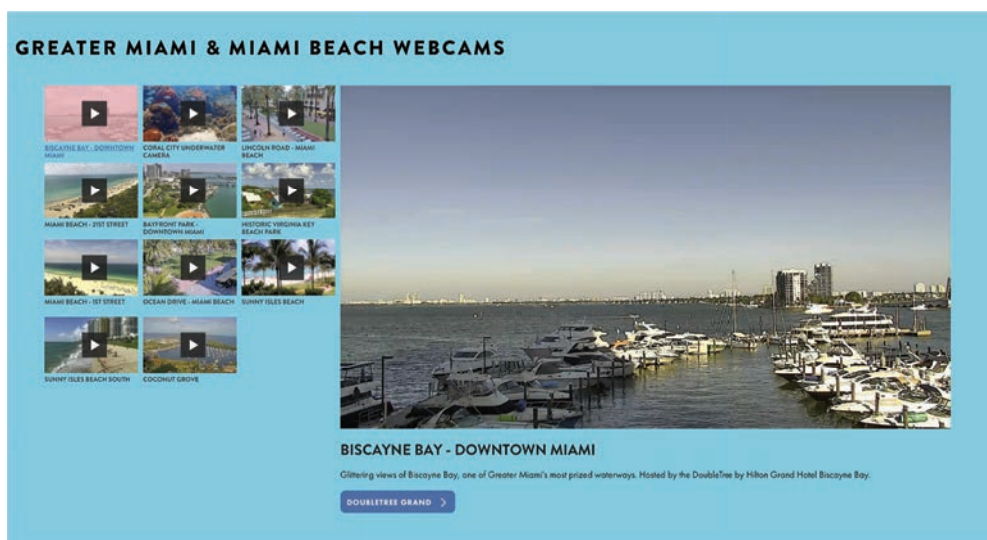
### WEBCAM VIDEO FEATURE

As one of the most highly trafficked spots on MiamiandMiamiBeach.com, the Miami Webcam section is an ideal position to promote your video.

## ADVERTISING COST

\$1,500 for 30 days

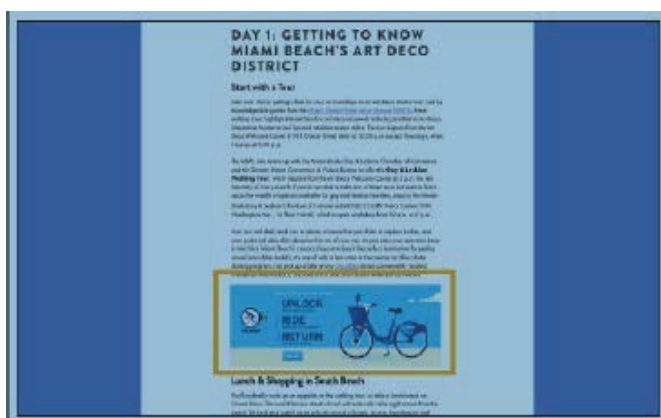
\$5,000 for 180 days



## MID ARTICLE AD

MiamiandMiamiBeach.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.

Custom rates available.



# DIGITAL ADVERTISING — MIAMI INSIDER E-NEWSLETTER

## PUBLICATION

### MIAMI INSIDER E-NEWSLETTER

## DESCRIPTION

The Miami Insider consumer email is sent to 142,000+ prospective visitors monthly, highlighting what's hot in Greater Miami & Miami Beach, 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



### These Amazing Pools are Cool Places to Hang Out

We're talking gorgeous designs, rooftop views, water features, lush greenery, craft cocktails and much more. You'll feel like a superstar when you hang out at these super-cool Miami Beach pools.

[SPLASH RIGHT IN](#)



### Did Someone Say "Bottomless Brunch?"

Start your weekend right at these restaurants that keep the decadent dishes coming and the cocktails flowing.

[BRUNCH TIME](#)

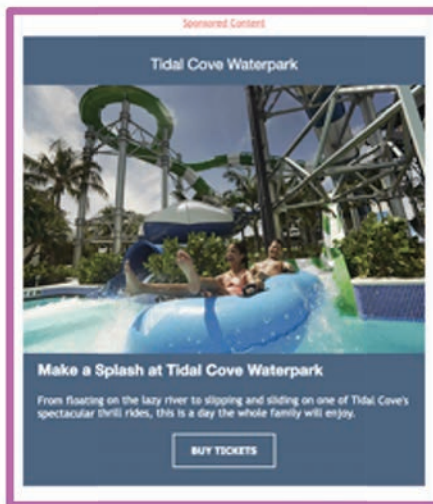


### Bal Harbour for the Perfect Beach Day

Seeking that peaceful, easy feeling? You'll find natural beauty and a relaxed atmosphere on the sands of Bal Harbour.

[VISIT BAL HARBOUR](#)

Sponsored Content



### Tidal Cove Waterpark

### Make a Splash at Tidal Cove Waterpark

From floating on the lazy river to slipping and sliding on one of Tidal Cove's spectacular thrill rides, this is a day the whole family will enjoy.

[BUY TICKETS](#)

### Anchors Away

From leisurely sightseeing cruises to speedboat adventures, Miami is the place to get out on the water.

[EXPLORE MORE](#)



### Looking for fun this September?

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



### Marisol and Warhol Take New York at PAMM

Through September 5, 2022  
Learn about the dawn of Pop art in New York by exploring the lives and work of these two iconic artists.

[LEARN MORE](#)



### Orange Blossom Classic

September 4, 2022  
See the Florida A&M Rattlers and Jackson State University Tigers matchup at this premier HBCU football event at Hard Rock Stadium.

[LEARN MORE](#)

### Miami Spice

Miami Spice Restaurant Montis are back, and better than ever. Reserve a table to savor some of Miami's best dining experiences at a great price.

Through September 31, 2022



[LEARN MORE](#)

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From Instagram: @rythmphotography and @miami\_cabaretday

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# DIGITAL ADVERTISING — SPONSORED EMAIL

## PUBLICATION

### SPONSORED EMAIL

## DESCRIPTION


Reach Greater Miami & Miami Beach's prospective audience of 175,000+ opt-in subscribers with a 100% Share of Voice Sponsored Email. The email will focus solely on YOUR business, destination or event, driving all clicks to your website. The sponsored email is sent to the GMCVB's subscriber database in a branded template featuring a single message, allowing you to tailor your approach.


## ADVERTISING COST

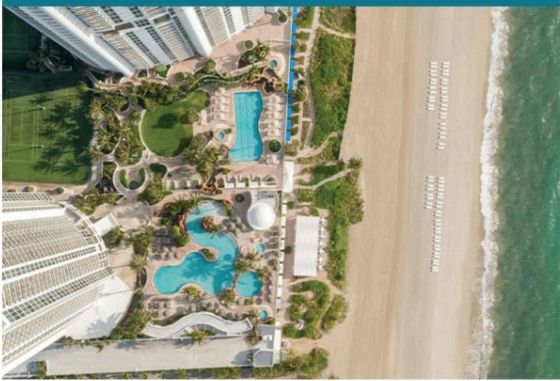
Sponsor: \$5,500 (sold quarterly)

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For Digital Advertising Opportunities:  
Andy Roberts, Miles Partnership  
941-342-2429, [digitalsales@gmcvb.com](mailto:digitalsales@gmcvb.com)

# DIGITAL ADVERTISING — MIAMI INSIDER E-NEWSLETTER

## PUBLICATION

## DESCRIPTION

### DEDICATED PARTNER E-BLAST

The GMCVB Partner of the Week package includes one dedicated e-blast that is sent to approximately 4,000 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.

Viewing this email on a mobile device? Click [here](#) for our web version.



**THE 27TH ANNUAL H.O.T. CHALLENGE GOLF TOURNAMENT**  
Friday, May 11, 2018 - Miami Beach Golf Club  
2301 Alton Road, Miami Beach, FL 33140

- Registration & Breakfast - 7 a.m.
- Shotgun Start - 8 a.m.
- Luncheon, Silent Auction, Awards - Noon

**HOW TO REGISTER**

**GMCVB PARTNERS**  
Register on the GMCVB Partner Extranet Marketplace! Please [click here to log in](#), then click on the link to the event on the Home page.

**GENERAL PUBLIC**  
Register using our sign up form! ([Click here](#) to download.)


**GREATER MIAMI CONVENTION & VISITORS BUREAU**  
701 Brickell Ave., Suite 2700, Miami, FL 33131, USA (305) 539-3000  
Visit our [Website](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#)

**Sponsoring & Supporting the Black Opportunity Initiative Scholarship Fund**  
Black Opportunity Initiative

**Hosted at:** Miami Beach Golf Club

**Significant Partnership Sponsor:** American Airlines

**Organized & Sponsored by:** MAM Greater Miami Convention & Visitors Bureau



**PARTNER OF THE WEEK**

**Lure Fishbar**

Lure Fishbar has once again docked at [Loews Miami Beach Hotel](#), bringing its treasure trove of fresh catch dishes and vibrant bar scene back to South Beach. A staple for seafoodies and a haven for Miami locals, Lure's consistent, catch-of-the-day freshness and posh nautical motif have made it the place for honest seafood.

In celebration of [Lure Fishbar's](#) return, guests are invited to Indulge in the Cheers to the Sea shellfish tower promotion, available through September 30, 2021. Cheers to the Sea is priced at \$199 and features a bottle of bubbly paired with Lure's signature Plateau Royale. The decadent seafood tower features Alaskan King Crab, Seafood Salad, Tuna Tartare, a half-pound of lobster, eight oysters, six shrimp, six clams and six crab claws.

Fans of Lure (and new Lure lovers) can enjoy an array of raw bar, crudo and sushi offerings prepared by Executive Sushi Chef Khaleel Ali, as well as Miami-inspired appetizers, entrees, surf and turf and more at the hands of Executive Chef James Kelly. Hanachi Ponzu Crispy Rice, Lobster Fra Diavolo, Squid Ink Tagliatelle and caviar service are among the new menu additions. Diners can still feast on signature favorites like Grilled Daurade and the Lure Burger "Bash Style," a seven-time New York and South Beach Wine and Food Festival Burger Bash winner.

Lure Fishbar is located at Loews Miami Beach Hotel - 1601 Collins Avenue. Open for dinner Tuesday through Saturday at 6PM, reservations can be made via phone (305) 695-4550 or the [Lure Fishbar](#) [Resy](#) page.

**Greater Miami Convention & Visitors Bureau**  
701 Brickell Avenue, Suite 2700, Miami, FL 33131  
MiamiandBeaches.com 1-305-539-3000 1-800-933-8448

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Greater Miami Convention & Visitors Bureau  
701 Brickell Avenue, Suite 2700, Miami, FL 33131

**NOTE:** For more information and additional advertising opportunities, email: [Advertising@GMCVB.com](mailto:Advertising@GMCVB.com)



# GMCVB TRAVEL TRADE SALES EVENTS

## EVENT

## DATE & DESCRIPTION



November 2-4, 2022  
Fort Lauderdale, FL

Travel Weekly's CruiseWorld is a live event bringing together travel professionals and supplier partners through educational workshops, networking events, and a trademark Exhibitor Showcase.

Past attendance: 2K  
PARTICIPATION COST: \$750



November 7-9, 2022  
London, UK

WTM London is a global travel and tourism event where the biggest names in the industry from every sector and every background can connect and network with each other and find new ways to grow and develop their business.

PARTICIPATION COST: \$2,500



January 14-15, 2023  
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: 15K  
PARTICIPATION COST: \$500

# GMCVB TRAVEL TRADE SALES EVENTS

## EVENT

**TRAVEL &  
ADVENTURE  
SHOW®**

## DATE & DESCRIPTION

January 21-22, 2023  
Boston, MA

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: 10K  
PARTICIPATION COST: \$500

**TRAVEL &  
ADVENTURE  
SHOW®**

January 28-29, 2023  
New York, NY

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: 20K  
PARTICIPATION COST: \$500

**TRAVEL &  
ADVENTURE  
SHOW®**

February 4-5, 2023  
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: 10K  
PARTICIPATION COST: \$500

# GMCVB TRAVEL TRADE SALES EVENTS

## EVENT

## DATE & DESCRIPTION



February 18-19, 2023  
Los Angeles, CA

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: 20K  
PARTICIPATION COST: \$500



February 25-26, 2023  
Denver, CO

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: 10K  
PARTICIPATION COST: \$500



March 4-5, 2023  
San Francisco, CA

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: 10K  
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



March 25-26, 2023  
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: 10K  
PARTICIPATION COST: \$500



March 31-April 2, 2023  
Las Vegas, NV

Las Vegas Travel Agent Forum is a B2B leisure travel agency focus program that connects North American travel sellers with a global base of travel suppliers.

Past attendance: 2K  
PARTICIPATION COST: \$750



April 1-2, 2023  
Dallas, TX

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: 10K  
PARTICIPATION COST: \$500

# GMCVB TRAVEL TRADE SALES EVENTS

## EVENT

## DATE & DESCRIPTION



April 4-7, 2023  
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



April 19-21, 2023  
Hollywood, FL

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

PARTICIPATION COST: \$750



May 20-24, 2023  
San Antonio, TX

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

For all Travel Trade Opportunities:  
TravelTrade@GMCVB.com  
305.539.3091

# GMCVB TRAVEL TRADE SALES EVENTS

## EVENT

## DATE & DESCRIPTION



January 18-22, 2023  
Madrid, Spain

Fitur is the global meeting point for tourism professionals and the leading trade fair for inbound and outbound markets in Latin America.

PARTICIPATION COST: \$2,500



February 23-25, 2023  
Bogota, Colombia

The Vitrina Turística ANATO offers the best opportunity for Colombian travel agencies to find an extensive selection of international and national products & services.

PARTICIPATION COST: \$2,500



TBA - 2023  
Paris, France

A platform to learn the latest travel market trends and networking opportunities. The travel show caters exclusively to the French outbound tourist market as well as the inbound market sector, leisure tourism, events, coach operators and business travel.

PARTICIPATION COST: \$2,500

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

# GMCVB TRAVEL TRADE SALES EVENTS

## EVENT

## DATE & DESCRIPTION

### 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
- UK, Germany
- 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 2022.

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

**NOTE:** For more information and additional sales events, email: [TravelTrade@GMCVB.com](mailto:TravelTrade@GMCVB.com)

# MIAMI TEMPTATIONS PROGRAMS

These programs take a thematic focus on the best the destination has to offer, with monthly deals and special events appealing to locals and tourists alike. Partners can participate in one or more programs, some of which are free, and enjoy a host of benefits including increased visibility through advertising, digital marketing and public relations.

For more information about the Miami Temptations Programs, visit **[MiamiTemptations.com](http://MiamiTemptations.com)**.

If you are interested in participating, please send an email to **[Temptations@GMCVB.com](mailto:Temptations@GMCVB.com)**.

The GMCVB team is happy to assist with identifying the right program(s) for your business.



## MIAMI ENTERTAINMENT MONTHS // OCT-NOV

Partners:

- Live performance venues for music, dance, theater
- Film houses
- Festivals
- Sports entertainment
- Hotels that have entertainment-related hotel packages

Ask: Special offers from entertainment venue partners

Target Market: Local Tri-County



## MIAMI ARTS, CULTURE & HERITAGE MONTHS // DEC-JAN

Partners:

- Art & culture galleries and museums
- Historic attractions
- Hotels that have art-related hotel packages

Ask: Special offers from arts, culture and heritage partners

Target Market: Local Tri-County



## MIAMI HEALTH & WELLNESS MONTHS // FEB-MAR

Partners:

- Medical/day/hotel spas
- Gyms and yoga studios, health clubs
- Dance classes
- Urgent cares/minute clinics/Baptist Health
- Outdoor recreational facilities (to promote Miami outdoors)
- Restaurants with healthy meal offers
- Hotels that have wellness-related hotel packages

Ask: Special offers from entertainment venue partners

Target Market: Local Tri-County



### MIAMI ATTRACTION & MUSEUM MONTHS // APR-MAY

Partners:

- Attractions
- Museums
- Outdoor recreational facilities
- Hotels that have attraction/museum-related hotel packages

Ask: Special offers from attraction/museum partners  
(BOGO, membership deals, discounts)

Target Market: Local Tri-County



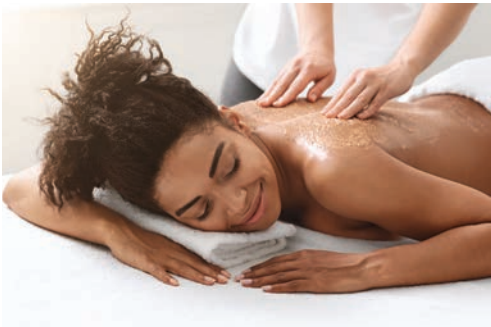
### MIAMI HOTEL MONTHS // JUN-SEP

Partners:

- Hotels

Ask: Special offers from hotel partners, such as summer getaways, staycation deals, long-term stays

Target Market: Local Tri-County, Drive Markets, National



### MIAMI SPA MONTHS // JUL-AUG

Partners:

- Qualified hotel spas
- Qualified medical spas
- Qualified day spas
- Hotels that have spa-related hotel packages

Ask: Special treatment menu offerings of \$139, \$199 w/ optional \$109

Target Market: Local Tri-County



### MIAMI SPICE RESTAURANT MONTHS // AUG-SEP

Partners:

- Qualified restaurants
- Hotels that have restaurant-related hotel packages

Ask: Special prix fixe menus at \$28 brunch/lunch and \$42 dinner

Target Market: Local Tri-County

MIAMI  
GREATER MIAMI & MIAMI BEACH





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