

MIAMI
GREATER MIAMI & MIAMI BEACH

GREATER MIAMI
CONVENTION &
VISITORS BUREAU

State of the Travel + Tourism Industry

June 3, 2026





DAVID WHITAKER

President & CEO
Greater Miami
Convention & Visitors Bureau





















DAVID WHITAKER

President & CEO

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Convention & Visitors Bureau





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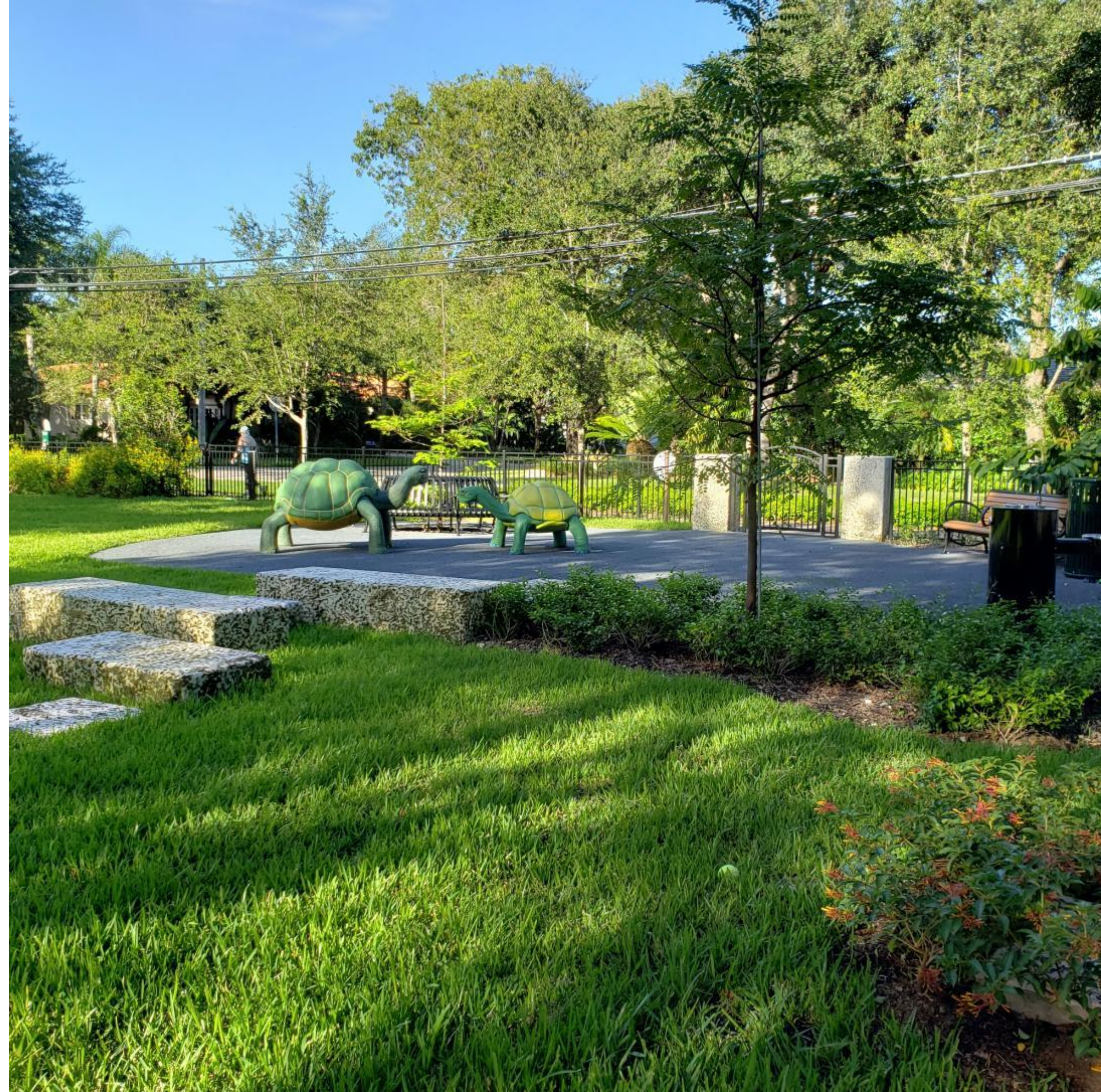
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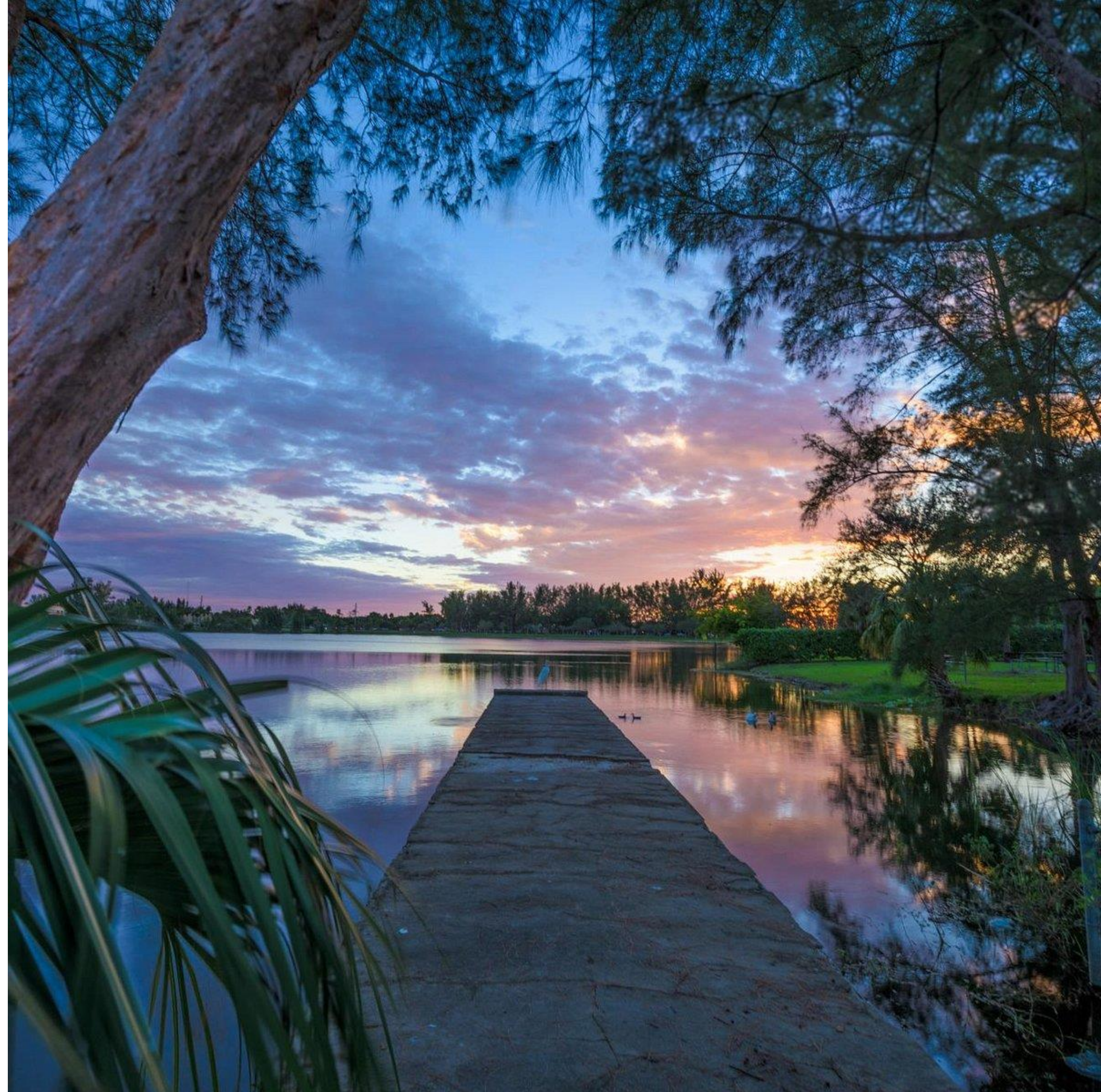
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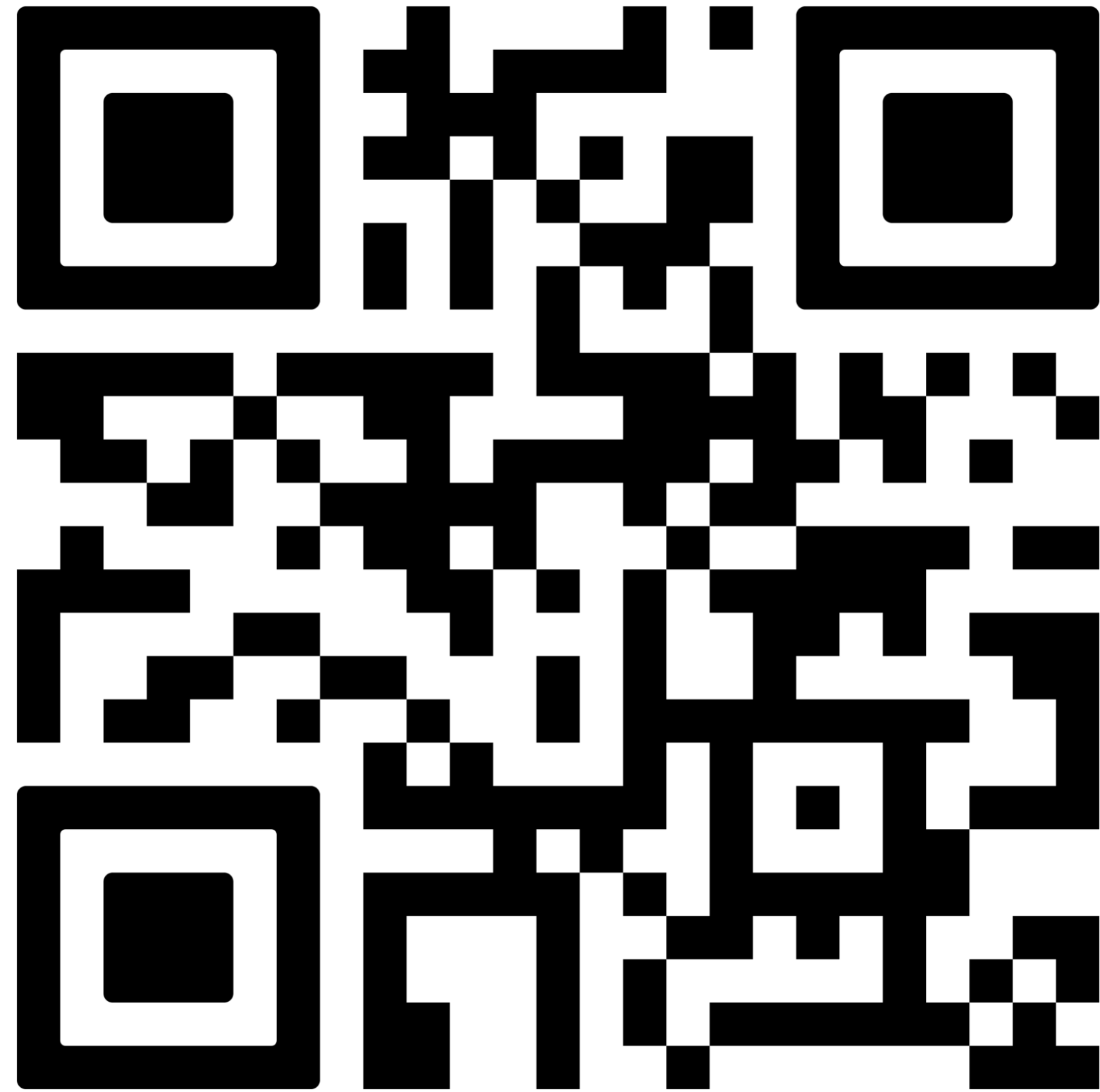
DAVID WHITAKER

President & CEO

Greater Miami

Convention & Visitors Bureau






← → ↻ 🏠 📄 miamiandbeaches.com/weather-update 🔍 ☆ 🗂️ 👤 ⋮

MIAMI GREATER MIAMI CONVENTION & VISITORS BUREAU
GREATER MIAMI & MIAMI BEACH

Home > Programs > Emergencies > Weather Update



TROPICAL WEATHER

♡ ↶


For a recap of the GMCVB 2025 Annual Hotel Hurricane Preparedness Virtual Meeting, see below:

MIAMI GREATER MIAMI CONVENTION & VISITORS BUREAU

DEVELOPER/PHOTOGRAPHERS
HOTEL ASSOCIATION
FOR SAFETY IN A HOT SPOT

Hotel Hurricane Preparedness Briefing

May 7 2026



Stay Up-To-Date With The Most Current Information

New Members since October 1, 2025 - Welcome!

1910 Restaurant & Bar Miami Lakes • 1st Class Parking • A Pasta Bar • Accountable Impact • Air
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Comercio • Gangnam Korean Restaurant • Grails Miami • Grand Hyatt Miami Beach • Grand Public • Heritage Exposition
Services • Hilton Miami Beach Hotel • Hooray's From Hollywood • Hyatt Place Miami Airport West/Doral • Ichimi Ramen &
Bar • iFLY Miami Indoor Skydiving • Il Pastaio di Eataly • Illumin Drone Shows Company, LLC • IOSCholarships Foundation
and Bravo Story LLC • Jacinta de Mexico • JAM Arena • La Boulangerie Boul'Mich Downtown Miami • La Boulangerie
Boul'Mich Kendall • La Boulangerie Boul'Mich Sunset • Le Specialita Café & Market • Leonardo • LimoConnect • Loud and
Live • Lovelo tour • Maison Ostrow • Manoli • Margaritaville at Sea • MC&A DMC • Miami on the Water • Miami Sprinter
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Caviar & Cuisine • Olga M. & Carlos A. Saladrigas Art Gallery • Otto and Pepe • P/S • Panache Events • Pari Pari • Pinnacle
Live • PLAY Sporting Lounge • Priceline Agoda, A Booking Holdings Company • PRIMA • Prince St. Pizza • Puff n' Stuff
Catering • Radical Storage • River Landing Miami • Rò Steakhouse • Roami at Adagio • Roami at Casa Canita • Roami at
Hotel Astor • Rose Gold Collective • Salvaje Miami • Sana Skin Studio - Aventura • Seia Miami • Seiya • Show Strategy
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Corporate Partners



BLACKLANE



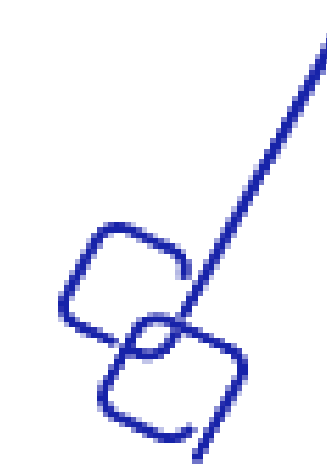
FAENA



BRICKELL
CITY CENTRE



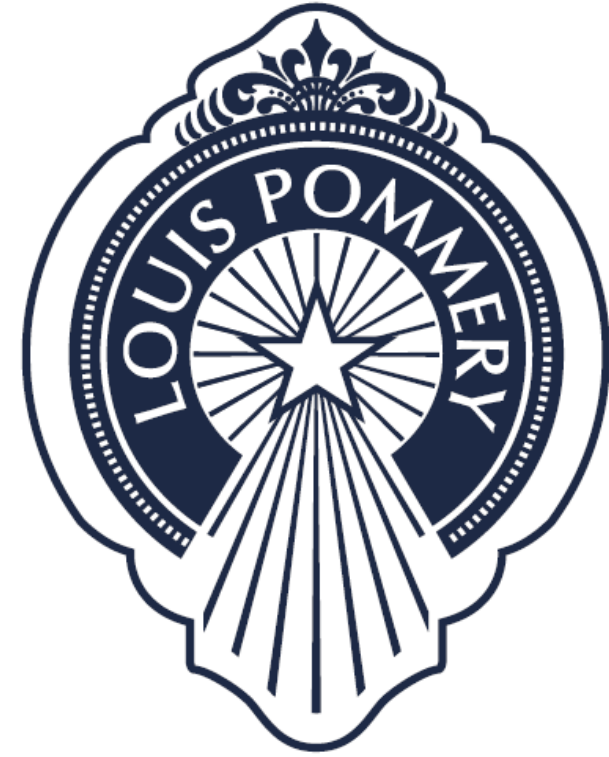
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THE 33RD ANNUAL H.O.T. CHALLENGE GOLF TOURNAMENT

Friday, May 8, 2026 | JW Marriott Miami Turnberry Resort & Spa



to benefit:



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HOT Challenge Fundraising - \$235,747





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GREATER MIAMI & MIAMI BEACH

2025 VISITOR INDUSTRY OVERVIEW

VISITOR PROFILE • ECONOMIC IMPACT • HOTEL PERFORMANCE • JOBS



PREPARED BY GMCVB WITH DATA COLLECTED BY:



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2025 Total Visitors

Overnight Visitors



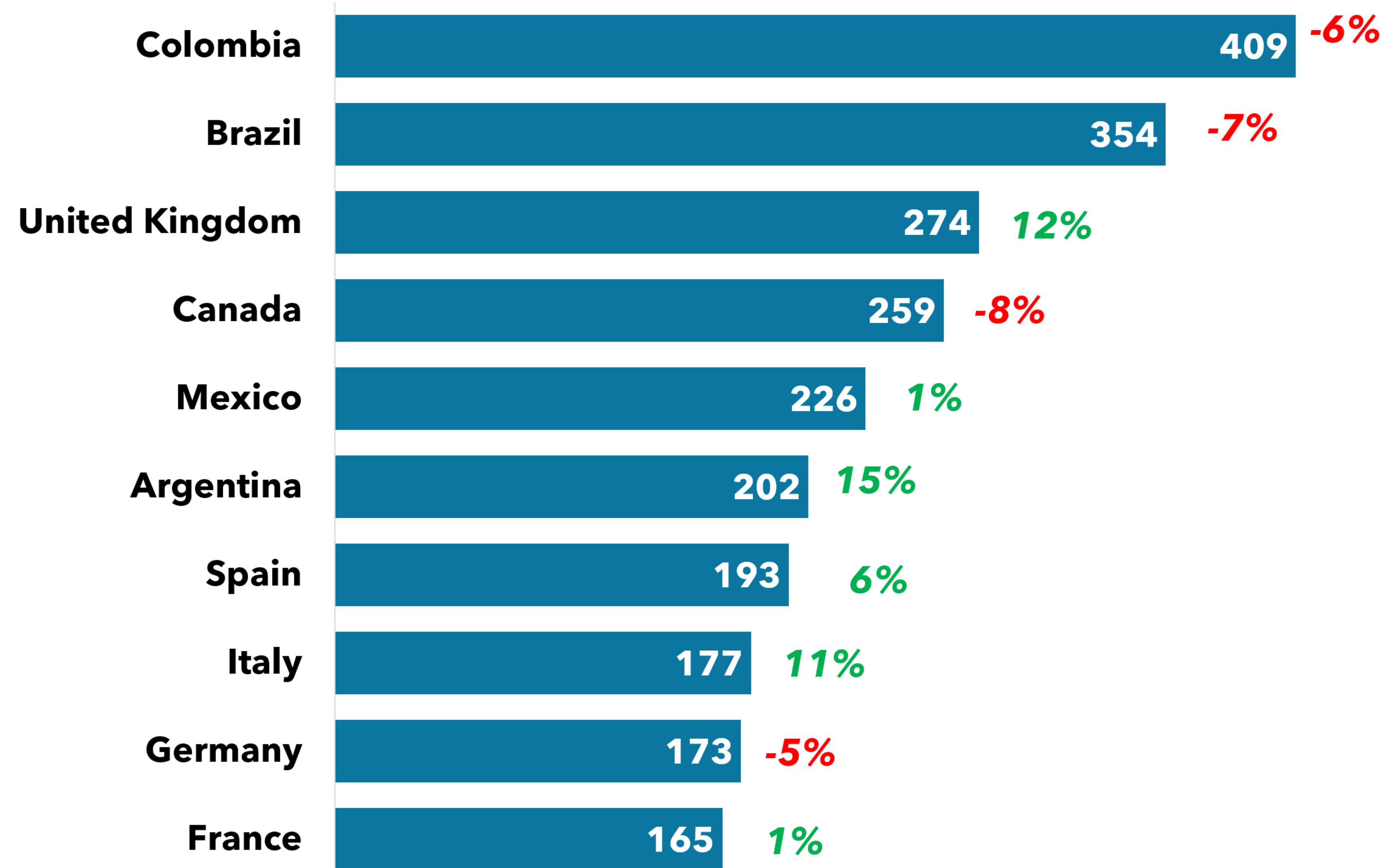
Day Trippers



Total Visitors (000s)								
Segment	2019	2020	2021	2022	2023	2024	2025	2025 v 2024
Domestic	9,110	5,749	12,074	12,768	12,656	12,971	13,076	0.8%
International	6,905	2,456	5,189	5,843	6,206	6,441	6,260	-2.8%
FL Resident	8,153	3,390	6,958	7,889	8,311	8,818	9,012	2.2%
Total	24,168	11,594	24,220	26,501	27,173	28,230	28,348	0.4%

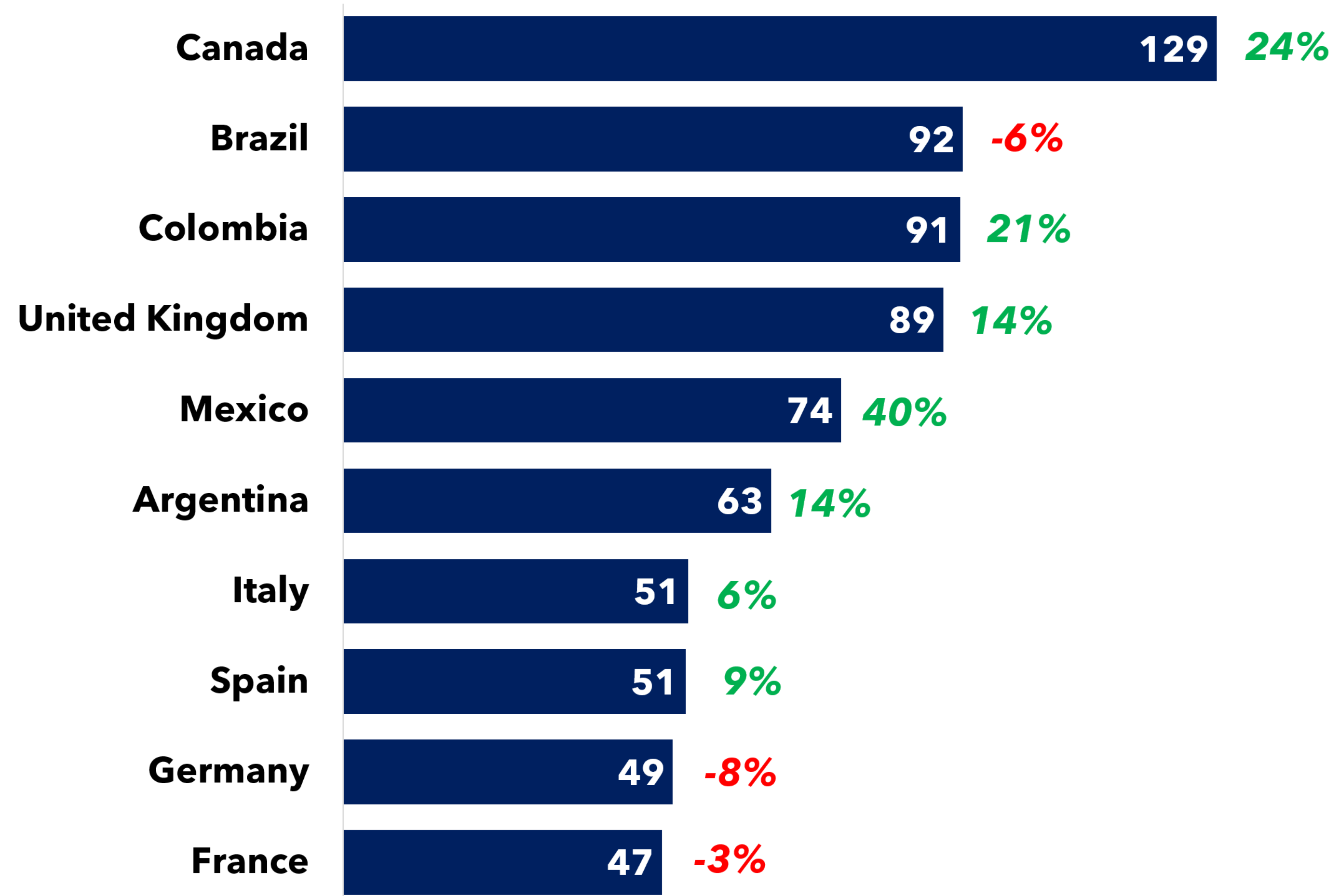
2025 Top 10 International Overnight Visitor Markets

(in 1,000s)



2026 Q1 - Top 10 International Overnight Visitor Markets

(in 1,000s)



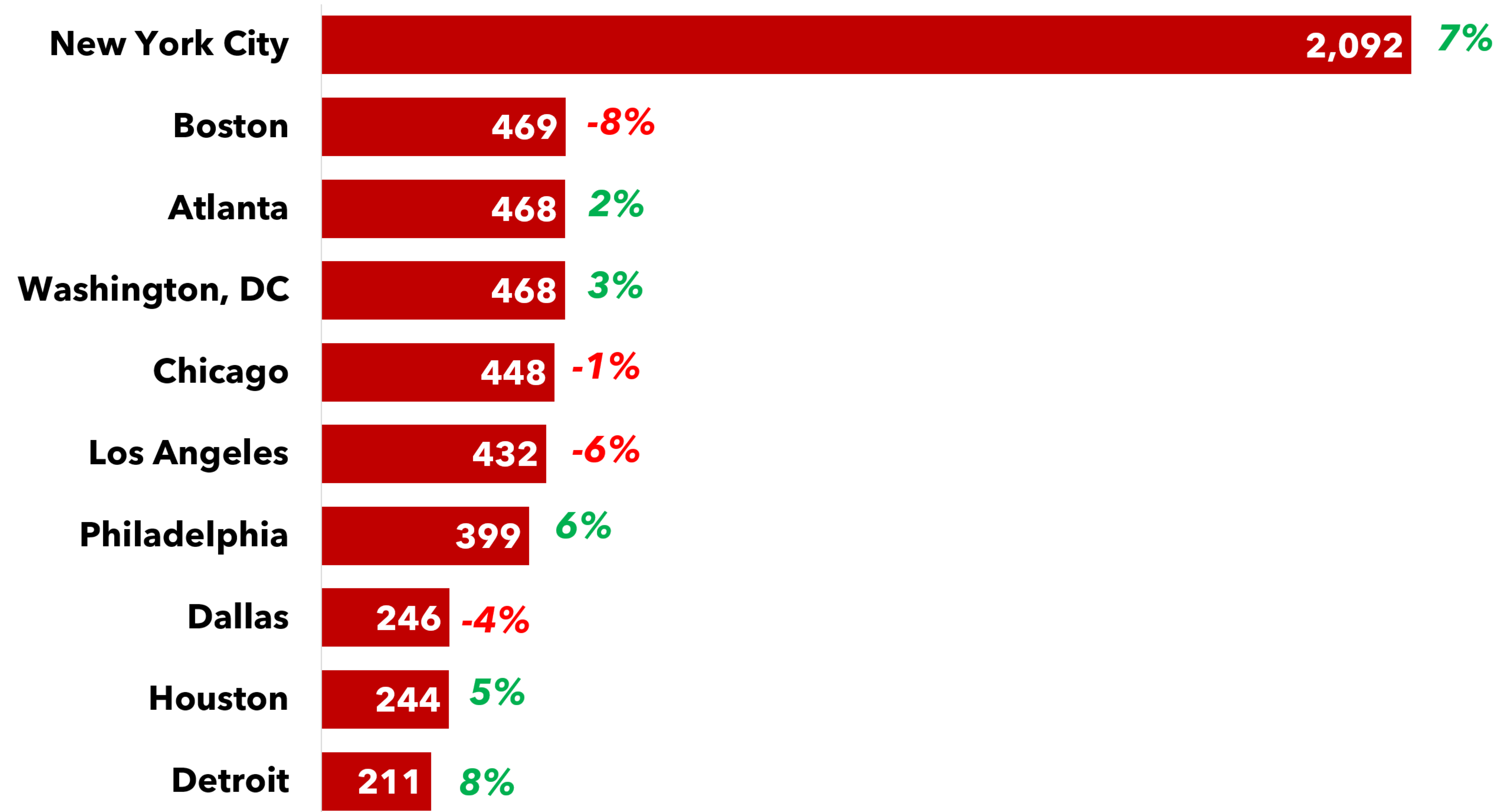
Q1 2026: International Passengers by Port Of Entry

(I-94 filings - not including Canada or Mexico)

Port of Entry	2025	2026	+/-	vs PY
New York (JFK + EWR)	1,233,106	1,150,696	-82,410	-7%
Miami-Dade (MIA)	1,068,482	1,132,900	64,418	6%
Los Angeles, CA (LAX)	623,960	632,149	8,189	1%
Orlando, FL (MCO)	347,896	413,978	66,082	19%
San Francisco, CA (SFO)	385,649	381,704	-3,945	-1%
Honolulu, HI (HNL)	259,576	269,383	9,807	4%
Atlanta, GA (ATL)	200,879	206,106	5,227	3%
Chicago, IL (ORD)	190,194	196,607	6,413	3%
Dallas, TX (DFW)	164,424	172,547	8,123	5%
Houston, TX (HOU)	162,680	166,398	3,718	2%
Boston, MA (BOS)	150,174	141,493	-8,681	-6%
Washington, DC (IAD)	144,012	133,996	-10,016	-7%
Seattle, WA (SEA)	109,298	112,427	3,129	3%
Las Vegas, NV (LAS)	117,044	108,882	-8,162	-7%
Detroit, MI (DTW)	77,427	69,672	-7,755	-10%
Tampa, FL (TPA)	39,970	47,430	7,460	19%
Philadelphia, PA (PHL)	33,623	30,875	-2,748	-8%
San Diego, CA (SAN)	19,397	25,850	6,453	33%
Phoenix, AZ (PHX)	19,662	25,023	5,361	27%
Minneapolis/St. Paul, MN (MSP)	19,911	19,151	-760	-4%
Baltimore, MD (BWI)	8,147	5,977	-2,170	-27%

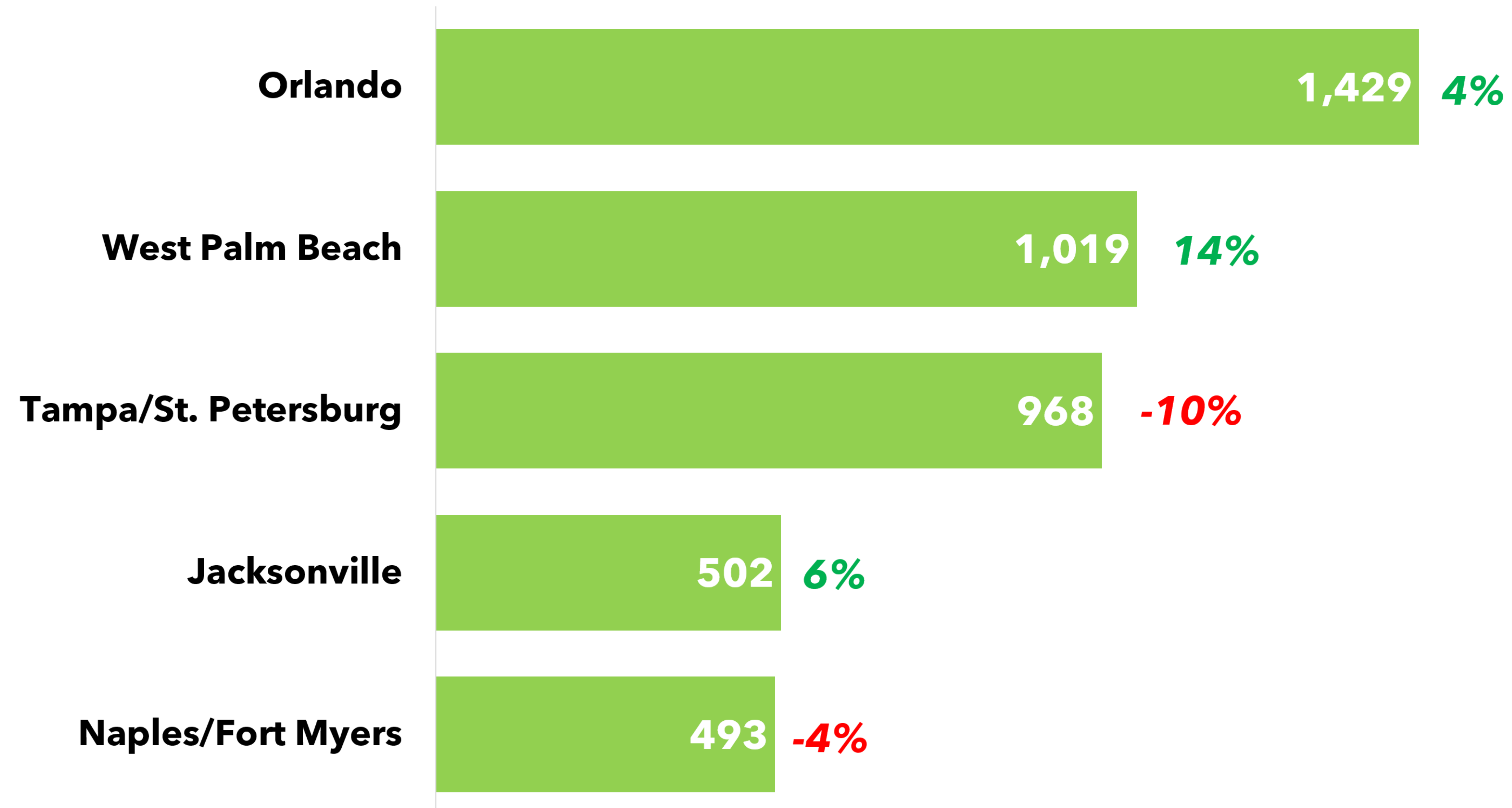
2025 Top 10 Domestic Overnight Visitor Markets

(in 1,000s)



2025 Top 5 Florida Resident Overnight Visitor Markets

(in 1,000s)



Total Visitor Spending						
Segment	2021 (\$B)	2022 (\$B)	2023 (\$B)	2024 (\$B)	2025 (\$B)	2025 vs 2024
Domestic	\$9.8	\$11.4	\$10.7	\$11.0	\$11.5	3.4%
International	\$6.5	\$6.1	\$6.6	\$7.0	\$7.2	4.8%
FL Resident	\$3.0	\$3.4	\$3.8	\$4.0	\$4.1	4.8%
Total	\$19.2	\$20.8	\$21.1	\$22.0	\$22.7	4.1%

SPENDING

28.3M
visitors to Miami-Dade
County



\$22.7B
in Visitor spending in
Miami-Dade County

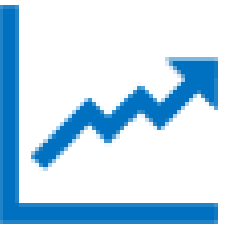


IMPACT

\$32.2B
in total Economic Impact



8%
of Miami-Dade
County's GDP is
driven by tourism

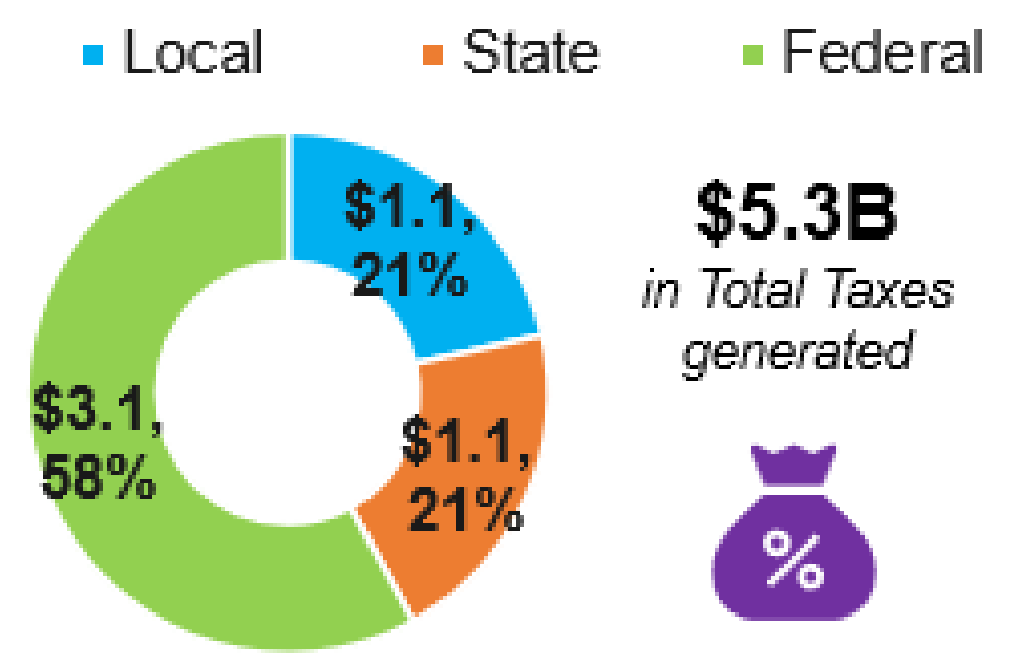


**Supports
216,000+ Jobs**
10% of Jobs in
Miami-Dade County



TAXES

**Miami-Dade County
Taxes generated by tourism**
(\$ Billions)



\$5.3B
in Total Taxes
generated



**Miami-Dade County
Resident Savings**
\$809 per resident
\$2,300 per household
via State and Local Taxes



OCCUPANCY JAN – DEC 2025

TOP 25 HOTEL MARKETS

2025 Rank	Area	Jan - Dec 2025	Jan - Dec 2024	% Change 25 vs 24
1	New York	84.1%	84.3%	-0.2%
2	Oahu Island	78.6%	79.8%	-1.5%
3	Las Vegas	74.6%	80.2%	-6.9%
4	Miami-Dade	73.9%	74.0%	-0.1%
5	Boston	72.5%	74.0%	-2.0%
6	Anaheim	72.3%	71.7%	0.8%
7	San Diego	72.2%	74.2%	-2.6%
8	Orlando	71.4%	71.6%	-0.3%
9	Los Angeles	71.3%	71.7%	-0.6%
10	Tampa Bay	69.5%	72.5%	-4.2%
11	Seattle	69.0%	70.4%	-1.9%
12	San Francisco	69.0%	65.4%	5.5%
13	Denver	66.6%	67.7%	-1.6%
14	Phoenix	66.5%	68.4%	-2.7%
15	Chicago	66.3%	65.1%	1.8%
16	Washington, DC	65.9%	68.0%	-3.2%
17	Nashville	65.5%	66.4%	-1.2%
18	Philadelphia	64.3%	63.8%	0.8%
19	Dallas	64.3%	64.9%	-0.9%
20	Atlanta	62.9%	64.1%	-1.9%
21	Saint Louis	61.7%	58.0%	6.5%
22	Minneapolis	59.6%	58.4%	2.1%
23	Houston	58.9%	64.4%	-8.6%
24	Detroit	58.4%	59.2%	-1.3%
25	New Orleans	58.2%	62.4%	-6.6%

ROOM RATE JAN – DEC 2025

TOP 25 HOTEL MARKETS

2025 Rank	Area	Jan - Dec 2025	Jan - Dec 2024	% Change 25 vs 24
1	New York	\$333.71	\$318.61	4.7%
2	Oahu Island	\$284.12	\$283.32	0.3%
3	Boston	\$232.51	\$232.52	0.0%
4	San Francisco	\$225.82	\$212.97	6.0%
5	Miami-Dade	\$224.24	\$221.64	1.2%
6	San Diego	\$212.55	\$212.87	-0.1%
7	Anaheim	\$209.82	\$207.87	0.9%
8	Orlando	\$202.71	\$194.47	4.2%
9	Las Vegas	\$199.79	\$208.73	-4.3%
10	Los Angeles	\$196.06	\$195.01	0.5%
11	Washington, DC	\$186.81	\$185.97	0.5%
12	Seattle	\$180.04	\$181.36	-0.7%
13	New Orleans	\$176.42	\$171.75	2.7%
14	Tampa Bay	\$175.95	\$172.20	2.2%
15	Nashville	\$174.36	\$176.95	-1.5%
16	Phoenix	\$173.29	\$173.03	0.2%
17	Chicago	\$171.30	\$168.78	1.5%
18	Philadelphia	\$152.14	\$151.74	0.3%
19	Denver	\$149.14	\$151.16	-1.3%
20	Minneapolis	\$133.14	\$135.24	-1.6%
21	Dallas	\$128.49	\$128.21	0.2%
22	Saint Louis	\$127.31	\$123.92	2.7%
23	Atlanta	\$126.10	\$124.93	0.9%
24	Detroit	\$125.47	\$124.06	1.1%
25	Houston	\$120.46	\$121.06	-0.5%

REVPAR JAN – DEC 2025

TOP 25 HOTEL MARKETS

2025 Rank	Area	Jan - Dec 2025	Jan - Dec 2024	% Change 25 vs 24
1	New York	\$280.71	\$268.54	4.5%
2	Oahu Island	\$223.33	\$226.18	-1.3%
3	Boston	\$168.60	\$172.11	-2.0%
4	Miami-Dade	\$165.73	\$163.91	1.1%
5	San Francisco	\$155.84	\$139.37	11.8%
6	San Diego	\$153.53	\$157.88	-2.8%
7	Anaheim	\$151.61	\$148.98	1.8%
8	Las Vegas	\$149.13	\$167.33	-10.9%
9	Orlando	\$144.75	\$139.27	3.9%
10	Los Angeles	\$139.86	\$139.92	0.0%
11	Seattle	\$124.30	\$127.61	-2.6%
12	Washington, DC	\$123.07	\$126.53	-2.7%
13	Tampa Bay	\$122.28	\$124.86	-2.1%
14	Phoenix	\$115.27	\$118.29	-2.6%
15	Nashville	\$114.26	\$117.41	-2.7%
16	Chicago	\$113.50	\$109.81	3.4%
17	New Orleans	\$102.76	\$107.12	-4.1%
18	Denver	\$99.35	\$102.28	-2.9%
19	Philadelphia	\$97.83	\$96.82	1.0%
20	Dallas	\$82.60	\$83.18	-0.7%
21	Minneapolis	\$79.37	\$78.98	0.5%
22	Atlanta	\$79.30	\$80.09	-1.0%
23	Saint Louis	\$78.59	\$71.83	9.4%
24	Detroit	\$73.28	\$73.38	-0.1%
25	Houston	\$70.90	\$77.97	-9.1%

OCCUPANCY JAN – APR 2026

TOP 25 HOTEL MARKETS

2026 Rank	Area	Jan - Apr 2026	Jan - Apr 2025	% Change 26 vs 25
1	Miami-Dade	82.4%	82.2%	0.3%
2	Orlando	78.1%	76.1%	2.6%
3	Oahu Island	77.8%	78.7%	-1.2%
4	New York	77.4%	77.7%	-0.5%
5	Las Vegas	77.3%	76.8%	0.7%
6	Tampa Bay	77.3%	80.8%	-4.3%
7	Phoenix	77.0%	74.9%	2.8%
8	San Diego	74.5%	70.5%	5.8%
9	Anaheim	73.4%	69.7%	5.3%
10	Los Angeles	71.3%	71.5%	-0.2%
11	San Francisco	70.3%	64.2%	9.5%
12	Nashville	66.3%	62.2%	6.6%
13	Washington, DC	65.5%	64.6%	1.5%
14	Dallas	65.5%	65.8%	-0.5%
15	New Orleans	64.0%	64.8%	-1.3%
16	Atlanta	63.4%	64.0%	-0.8%
17	Boston	62.9%	65.2%	-3.6%
18	Houston	62.4%	61.4%	1.7%
19	Seattle	61.9%	62.0%	-0.2%
20	Denver	61.2%	60.2%	1.7%
21	Philadelphia	60.7%	59.4%	2.2%
22	Saint Louis	59.7%	56.2%	6.3%
23	Chicago	58.1%	55.4%	4.9%
24	Detroit	54.9%	52.2%	5.2%
25	Minneapolis	53.5%	51.9%	3.1%

ROOM RATE JAN – APR 2026

TOP 25 HOTEL MARKETS

2026 Rank	Area	Jan - Apr 2026	Jan - Apr 2025	% Change 26 vs 25
1	Miami-Dade	\$304.81	\$274.14	11.2%
2	Oahu Island	\$276.97	\$282.26	-1.9%
3	San Francisco	\$273.28	\$243.09	12.4%
4	New York	\$268.50	\$262.42	2.3%
5	Orlando	\$231.87	\$221.59	4.6%
6	Phoenix	\$224.52	\$216.91	3.5%
7	Las Vegas	\$214.69	\$206.60	3.9%
8	Anaheim	\$214.20	\$201.93	6.1%
9	San Diego	\$211.53	\$202.11	4.7%
10	Tampa Bay	\$207.27	\$210.01	-1.3%
11	Los Angeles	\$202.64	\$194.94	3.9%
12	Boston	\$198.86	\$196.08	1.4%
13	Washington, DC	\$190.99	\$197.74	-3.4%
14	New Orleans	\$186.73	\$215.24	-13.2%
15	Nashville	\$170.41	\$170.71	-0.2%
16	Seattle	\$154.38	\$153.05	0.9%
17	Philadelphia	\$146.68	\$142.63	2.8%
18	Chicago	\$142.85	\$141.07	1.3%
19	Denver	\$137.46	\$135.69	1.3%
20	Dallas	\$133.05	\$134.27	-0.9%
21	Houston	\$131.13	\$125.67	4.3%
22	Minneapolis	\$131.10	\$123.03	6.6%
23	Atlanta	\$130.39	\$129.99	0.3%
24	Saint Louis	\$128.73	\$122.09	5.4%
25	Detroit	\$118.80	\$118.47	0.3%

REVPAR JAN – APR 2026

TOP 25 HOTEL MARKETS

2026 Rank	Area	Jan - Apr 2026	Jan - Apr 2025	% Change 26 vs 25
1	Miami-Dade	\$251.10	\$225.21	11.5%
2	Oahu Island	\$215.51	\$222.21	-3.0%
3	New York	\$207.76	\$204.02	1.8%
4	San Francisco	\$192.14	\$156.11	23.1%
5	Orlando	\$181.02	\$168.56	7.4%
6	Phoenix	\$172.97	\$162.56	6.4%
7	Las Vegas	\$166.02	\$158.68	4.6%
8	Tampa Bay	\$160.21	\$169.69	-5.6%
9	San Diego	\$157.64	\$142.41	10.7%
10	Anaheim	\$157.23	\$140.79	11.7%
11	Los Angeles	\$144.53	\$139.31	3.7%
12	Washington, DC	\$125.14	\$127.64	-2.0%
13	Boston	\$125.09	\$127.90	-2.2%
14	New Orleans	\$119.49	\$139.57	-14.4%
15	Nashville	\$112.95	\$106.17	6.4%
16	Seattle	\$95.51	\$94.88	0.7%
17	Philadelphia	\$89.01	\$84.71	5.1%
18	Dallas	\$87.08	\$88.35	-1.4%
19	Denver	\$84.09	\$81.63	3.0%
20	Chicago	\$83.02	\$78.17	6.2%
21	Atlanta	\$82.73	\$83.13	-0.5%
22	Houston	\$81.85	\$77.14	6.1%
23	Saint Louis	\$76.91	\$68.60	12.1%
24	Minneapolis	\$70.07	\$63.81	9.8%
25	Detroit	\$65.22	\$61.82	5.5%



55.3 million total passengers
 24.9 million international

2025	2024	AMONG U.S. AIRPORTS
1ST	#1	International Freight
2ND	#2	International Passengers
1ST	#1	Total Freight
2ND	#2	Total Cargo (Freight + Mail)
8TH	#8	Total Passengers
8TH	#8	Total Number of Operations
2025	2024	AMONG WORLDWIDE AIRPORTS
4TH	#4	International Freight
39TH	#39	International Passengers
3RD	#3	Total Freight
4TH	#34	Total Cargo (Freight + Mail)
29TH	#29	Total Passengers
11TH	#11	Total Number of Operations





PORTMIAMI™

8.56 million

Cruise Passengers in 2025

- During the 2025-2026 cruise season, PortMiami welcomed 10 new cruise ships to the seaport.
- PortMiami celebrated a new daily record by welcoming 81,364 passengers on April 4, 2026. This is a 7.5 percent increase over the previous daily record of 75,712 on January 4, 2026.
- In 2025, PortMiami handled more than 1 million TEUs (twenty-foot equivalents) for the 11th year in a row.





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GREATER MIAMI & MIAMI BEACH

2025 VISITOR INDUSTRY OVERVIEW

VISITOR PROFILE • ECONOMIC IMPACT • HOTEL PERFORMANCE • JOBS



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Looking Ahead

MBCC Definite Meetings to Date

Client	Meeting Name	Starts	Ends	Peak	Room Nights
1 American Distilling Institute	Craft Spirits Conference and Expo	8/14/2026	8/21/2026	530	1,618
2 Jupiter Festival Miami Ltd	Jupiter Industry Event	10/4/2026	10/10/2026	500	2,124
3 Adobe Inc.	The Creativity Conference	11/4/2026	11/13/2026	4,008	16,108
4 iConnections Events LLC	Global Alts Conference	2/18/2027	3/1/2027	1,580	6,075
5 Unleash	Unleash America	4/8/2027	4/16/2027	980	2,650
6 NIKE	Tournament of Champions	4/22/2027	4/24/2027	2,200	6,885
7 International Gay & Lesbian Travel Association	Global Summit	9/25/2027	10/3/2027	500	2,208
8 ROC Enterprises, LLC	MLK Volleyball Tournament	1/16/2027	1/18/2027	700	2,144
9 American Public Transportation Association	Rail Conference	6/19/2028	6/29/2028	883	3,396
10 Delta Sigma Theta Sorority Inc	Southern Regional Conference	8/14/2028	8/21/2028	4,500	14,425

MBCC Hosted Meetings FY26/27

#	Client	Meeting Name	Starts	Ends	Peak	Room Nights
1	Jupiter Festival Miami Ltd	Jupiter Industry Event	10/4/2026	10/10/2026	542	2,124
2	Burger King Corporation	Owner Meeting	10/5/2026	10/11/2026	800	2,290
3	JIS -Jewelers International Showcase	JIS Fall Show	10/15/2026	10/20/2026	1,500	7,000
4	Urban Land Institute	Fall Meeting	10/23/2026	10/31/2026	1,729	5,053
5	The International Air Cargo Association	TIACA Air Cargo Forum	10/23/2026	10/29/2026	580	3,108
6	Questex, LLC	The Hospitality Show	10/30/2026	11/5/2026	1,605	4,720
7	Adobe Inc.	Adobe MAX - The Creativity Conference	11/4/2026	11/13/2026	4,008	16,108
8	MCH Basel Exhibition Ltd. (Art Basel)	Art Basel	11/20/2026	12/9/2026	2,000	14,500
9	Professional Convention Management Association (PCMA)	Convening Leaders	1/6/2027	1/14/2027	2,720	13,875
10	ROC Enterprises, LLC	MLK Volleyball Tournament	1/14/2027	1/18/2027	700	2,144
11	Informa Markets (DC)	CosmoProf	1/24/2027	1/31/2027	2,500	13,000
12	Informa Markets (DC)	Discover Boating	2/7/2027	2/16/2027	1,800	10,700
13	iConnections Events LLC	Global Alts Conference	2/18/2027	3/1/2027	1,580	6,075
14	American Bar Association (IL-HQ)	White Collar Crime Institute	3/1/2027	3/5/2027	660	2,087
15	JIS -Jewelers International Showcase	JIS Spring	3/7/2027	3/10/2027	1,500	6,000
16	Informa Markets (DC)	Seatrade	4/5/2027	4/8/2027	1,500	6,000
17	Unleash	Unleash America	4/8/2027	4/16/2027	980	2,650
18	The Aesthetic Society	The Aesthetic MEET	4/11/2027	4/20/2027	1,600	6,272
19	CoinDesk LLC	Consensus	5/2/2027	5/7/2027	1,387	4,500
20	Messe Dusseldorf North America, Inc.	MDNA/AUVSI - Xponential	5/17/2027	5/19/2027	1,500	4,256
21	Informa Markets (DC)	CPHI	5/23/2027	5/27/2027	600	1,800
22	Beyond Luxury Media Ltd (LE Miami)	LE Miami	6/8/2027	6/11/2027	600	1,800
23	JIS -Jewelers International Showcase	JIS Fall Show	9/14/2027	9/24/2027	1,500	7,700
24	International Gay & Lesbian Travel Association IGLTA	Global Summit	9/26/2027	10/2/2027	550	2,208

MBCC Hosted Meetings FY26/27

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1	Jupiter Festival Miami Ltd	Jupiter Industry Event	10/4/2026	10/10/2026	542	2,124
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24	International Gay & Lesbian Travel Association IGLTA	Global Summit	9/26/2027	10/2/2027	550	2,208

MBCC Tentative Bookings - 2027

#	Client	Meeting Name	Starts	Ends	Peak	Room Nights
1	Confidential	Marketplace Seller Summit	8/23/2027	9/2/2027	2,000	8,800
2	WordPress	WordCamp U.S.	8/29/2027	9/2/2027	1,200	3,300
3	Amazon.com, Inc.	Ads unBoxed	9/23/2027	9/30/2027	1,500	4,290
4	Adobe Inc.	The Creativity Conference	10/27/2027	11/4/2027	4,000	16,400
5	Jupiter Festival Miami Ltd	Jupiter Miami Festival	11/1/2027	11/7/2027	500	1,700
6	Boston Consulting Group	Fall Annual	11/2/2027	11/12/2027	2,664	5,571
7	The International Air Cargo Association	Transport logistics Americas & Air Cargo Americas	11/6/2027	11/13/2027	659	2,322

Convention Sales Funnel 2028 and Beyond

	Client	Meeting Name	Starts	Ends	Peak	Room Nights
1	Axon Enterprise, Inc.	Axon Week	4/6/2028	4/15/2028	1,700	6,875
2	Cvent, Inc.	CVENT Connect	7/6/2028	7/15/2028	3,278	13,588
3	American Association of Gynecologic Laparoscopists	Global Congress on MIGS	11/2/2028	11/9/2028	1,200	4,930
4	The Aesthetic Society	The Aesthetic MEET	4/21/2030	4/30/2030	1,600	6,272
5	Electric Power Research Institute	Joint Advisory - August	9/6/2030	9/12/2030	1,500	5,314
6	NACHA	Smarter Faster Payments Annual	4/15/2032	4/22/2032	1,500	5,355
7	American College of Chest Physicians	Annual Convention	10/18/2035	10/25/2035	4,000	16,680

HQ Hotel Strategic Opening Plan

(2028 - 2030)

In anticipation of the Grand Hyatt HQ Hotel opening (Nov 2027) we have developed a deliberate three-year strategy to secure high-value citywide business aligned with our expanded capacity

Action Plan:

- Comprehensive review of an initial 150 eligible prospects and current new business funnel
- Identify 10 priority aligned prospects each year for the next three years
- Develop a selective promotional incentive to secure the initial 30 bookings by September 2028, 2029 and 2030
- Position GMCVB and partners to enter 2028 with a strengthened citywide calendar, reflective of our expanded capacity and unified headquarters hotel offering.



2028 - 2030 Target List

	Account Name	Event Name	Month	Peak	Room Nights	Attendees
1	National Precast Concrete Association	The Precast Show	February 2030	1,500	4,680	4,000
2	American Retirement Association	NAPA 401 (K) Summit	March	1,700	4,887	1,800
3	Club Management Assn	CMA World Conference	March 2031	1,500	7,700	4,000
4	American College of Foot & Ankle Surgeons	Annual Meeting	March	1,785	6,575	2,000
5	Specialty Coffee Association	Annual Meeting	April	2,500	10,175	15,000
6	American Medical Society for Sports Medicine	Annual Conference	April 2030	1,800	7,200	1,299
7	American Association for Thoracic Surgery	Annual Meeting	May 2031	1,500	5,670	5,000
8	IBM Corporation	IBM Think Conv Center RFP	May	2,480	8,860	4,500
9	Nutanix	NEXT Americas	May	2,400	8,980	4,000
10	Boston Consulting Group	WWOM Spring	June	2,338	12,756	TBD
11	Society of Nuclear Medicine & Molecular Imaging (SNMMI)	Annual	June 2030	2,900	12,480	7,800
12	American Association of Justice	Annual	July	1,500	TBD	TBD
13	Workday	Workday Altitude	July 2027	4,470	18,249	4,470
14	Atlassian	Revenue Kick-off	July 2029	1,500	3,955	1,750
15	American Psychological Association	Annual Meeting	August	TBD	TBD	TBD
16	Genesys	Genesys Xperience	August 2027	3,550	12,450	5,000
17	Congress of Neurological Surgeons	CNS Annual Meeting	September 2035	2,200	8,668	7,000
18	American Society of Plastic Surgeons	North American Convention	September 2037	2,300	8,953	5,000
19	Medical Group Management Association	Medical Practice Excellence Conf.	September	1,800	7,254	3,000
20	Electric Power Research Institute	EPRI Joint Advisory	September 2030	1,500	5,314	2,000
21	American Society for Reproductive Medicine	ASRM Scientific Congress & Expo	October	2,800	11,866	6,500
22	Boston Consulting Group	Worldwide Officers Meeting	November 2031	2,250	7,250	2,545
23	Emerson Automated Solutions	Emerson Immerse	Fall	1,500	6,470	1,800

Art | Basel
Miami Beach



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Market Communications Performance Metrics (October - April)

EARNED MEDIA	ANNUAL GOAL	ACTUAL	PERCENTAGE OF ANNUAL GOAL
Frequency	2,200	1,909	86%
Impressions	40 B	53.4 B	133%
Ad Value	\$250 M	\$345 M	138%
Media Influencers Hosted	180	79	43%
Qualitative Score Average	75	70.1	n/a

SOCIAL MEDIA	ANNUAL GOAL	ACTUAL	PERCENTAGE OF ANNUAL GOAL
Impressions	9.7M	7.3M	75%
Engagements	490k	327K	66%
Shares	74K	46K	62%
Follower Increase	9%	6.2%	68%

Social Media Rate of Growth @VisitMiami vs. other DMOs

Handle	Growth
@VisitMiami	9.8%
@VisitLauderdale	5.2%
@PalmBeachesFL	4.4%
@VisitOrlando	3.9%
@DiscoverPuertoRico	3.9%
@VisitUsVi	3.3%
@Destination_Toronto	3.1%
@VisitWashingtonDC	3.0%
@ChooseChicago	2.4%
@NYCTourism	1.4%
@VisitTampaBay	2.6%
@GoDomRep	1.6%
@VisitTheBahamas	1.7%
@VisitDenver	0.7%
@DiscoverLA	0.2%

Website Performance Metrics (October - April)

	ANNUAL GOAL	ACTUAL	PERCENTAGE OF ANNUAL GOAL
Visitor Sessions	13.8M	6M	43%
Site Page Views	29.5M	13M	44%
Partner Engagements	9.1M	3.3M	36%

Source: Google Analytics

Advertising Performance Metrics (October - April)

	ANNUAL GOAL	ACTUAL	PERCENTAGE OF ANNUAL GOAL
Total Impressions	625M	365M	58%
Total Hotel Bookings	519K	239K	46%
Total Room Nights	1.04M	1.3M	125%
Total Hotel Revenue Generated	477M	488M	102%

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Travel · Guides

What Are The 5 Best Foodie Destinations In The US For 2026?

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Miami Things to Do Hotels Restaurants Cruises Forums

United States > Florida (FL) > Miami



Miami, Florida

Miami at night is legendary—it's all art-deco neon, music spilling into the streets and rooftop cocktails. But by day, there's just as much to explore. Architecture buffs can visit the reconstructed 12th century Ancient Spanish Monastery and Renaissance-inspired Vizcaya Museum & Gardens, or cruise down the art deco-dotted Ocean Drive. For beach lovers, there's plenty beyond South Beach: Swim with sea turtles at Boynton Beach, go windsurfing at...

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WalletNews Studies Statistics

Miami - Number 1 Food City in the United States

Best Foodie Cities in America (2026)

TRAVEL+LEISURE TRIP IDEAS DESTINATIONS WORLD'S BEST AWARDS TIPS + PLANNING HOTELS + RESORTS

This Florida City Was Just Named the No. 1 Food Destination in the U.S.—Here's Where to Eat, According to a Local

From Cuban cafecitos to Michelin-starred fine dining, Miami tops WalletHub's foodie rankings.

Food & Wine 2026 Global Tastemakers

Our annual awards celebrate the best in culinary travel around the world.

By **Karla Alindahao, Ashley Day, Sean Flynn, Melanie Hansche, Stacey Leasca,** and **Prairie Rose** | Published on April 8, 2026

Overall Rank	City	Total Score	Affordability Rank
1	Miami, FL	73.58	156

MIAMI New Times

Key West gets its first Michelin-recognized restaurants

RESTAURANTS

Miami Ranked Among Top Foodie Cities on Earth

Miami is ranked among the top foodie cities in the world in 2026 due to its global cuisines, diverse restaurants, and culture.

By Olee Fowler | May 15, 2026

FOOD & WINE Newsletters Sweepstakes

FOOD DRINK RESTAURANTS NEWS EVENTS WHAT TO BUY TRAVEL ABOUT US

The Top 15 US Restaurants, According to the Experts

13 of 15 **Sunny's (Miami)**

From a deep dive on bluefin tuna in Portland, Maine, to the wild circus of a new steakhouse in Miami, here are the top dining destinations across America.

FOOD & WINE Newsletters Sweepstakes

FOOD DRINK RESTAURANTS NEWS EVENTS WHAT TO BUY TRAVEL ABOUT US

The Top 10 US Hotels for Food and Drink, According to the Experts

In the latest edition of our Global Tastemakers awards, the results show that travelers crave a hyperlocal experience — and they'll happily go out of their way to find it.

By **Corina Quinn** | Published on April 2, 2025

08 of 10 **The Setai Miami Beach (Florida)**

FOOD & WINE Newsletters Sweepstakes

FOOD DRINK RESTAURANTS NEWS EVENTS WHAT TO BUY TRAVEL ABOUT US

The Top 10 US Cities for Pastry, According to the Experts

06 of 10 **Miami**

These first-rate locales represent the best and brightest in the world of cakes, confections, croissants, and more.

FOOD & WINE Newsletters Sweepstakes

FOOD DRINK RESTAURANTS NEWS EVENTS WHAT TO BUY TRAVEL ABOUT US

The Top 10 US Airports for Food and Drink, According to the Experts

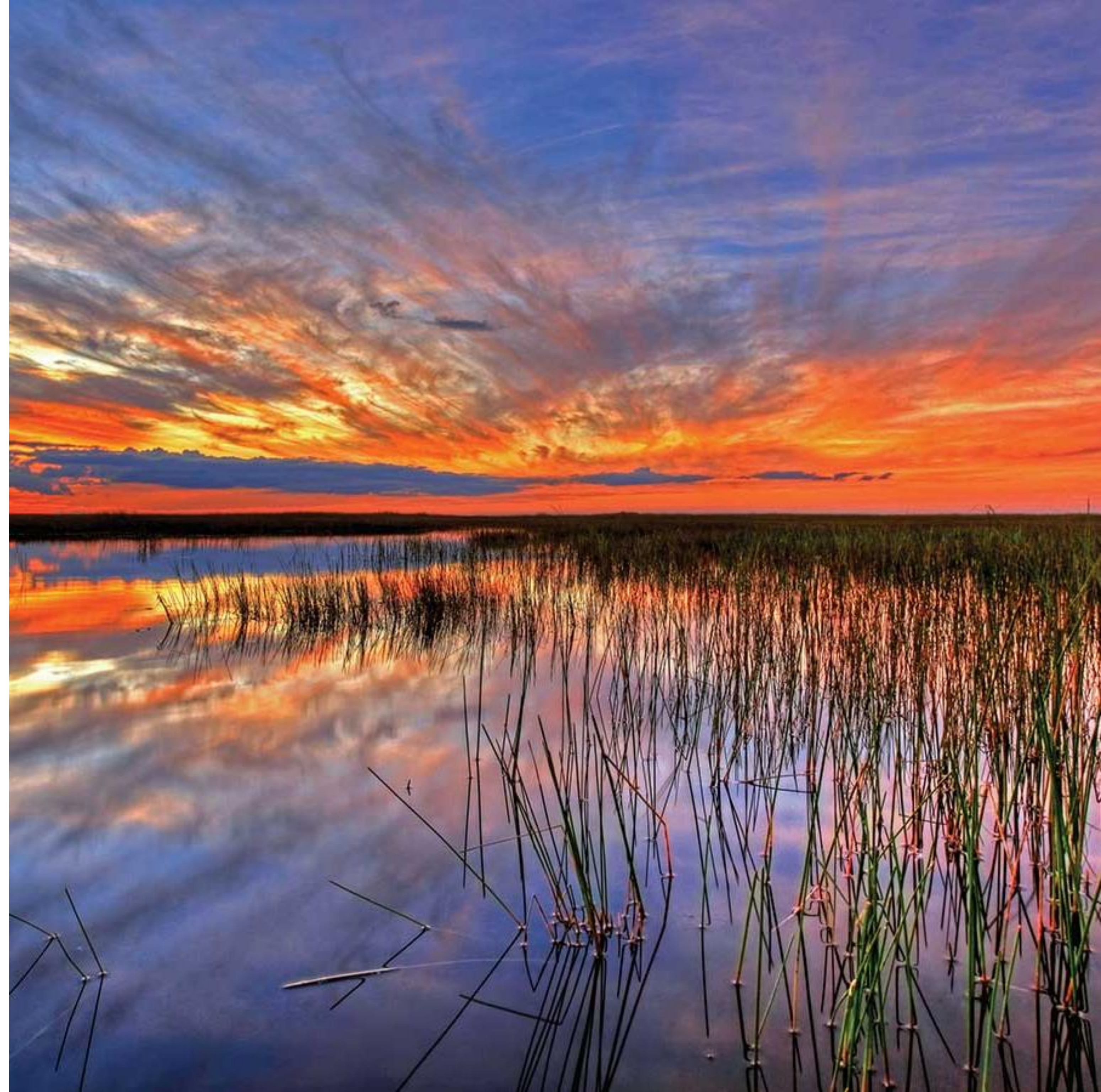
08 of 10 **Miami International Airport (Miami)**

These are the hubs setting the standard for excellent eating in transit.



Rolando Aedo

Chief Operating Officer
Greater Miami
Convention & Visitors Bureau



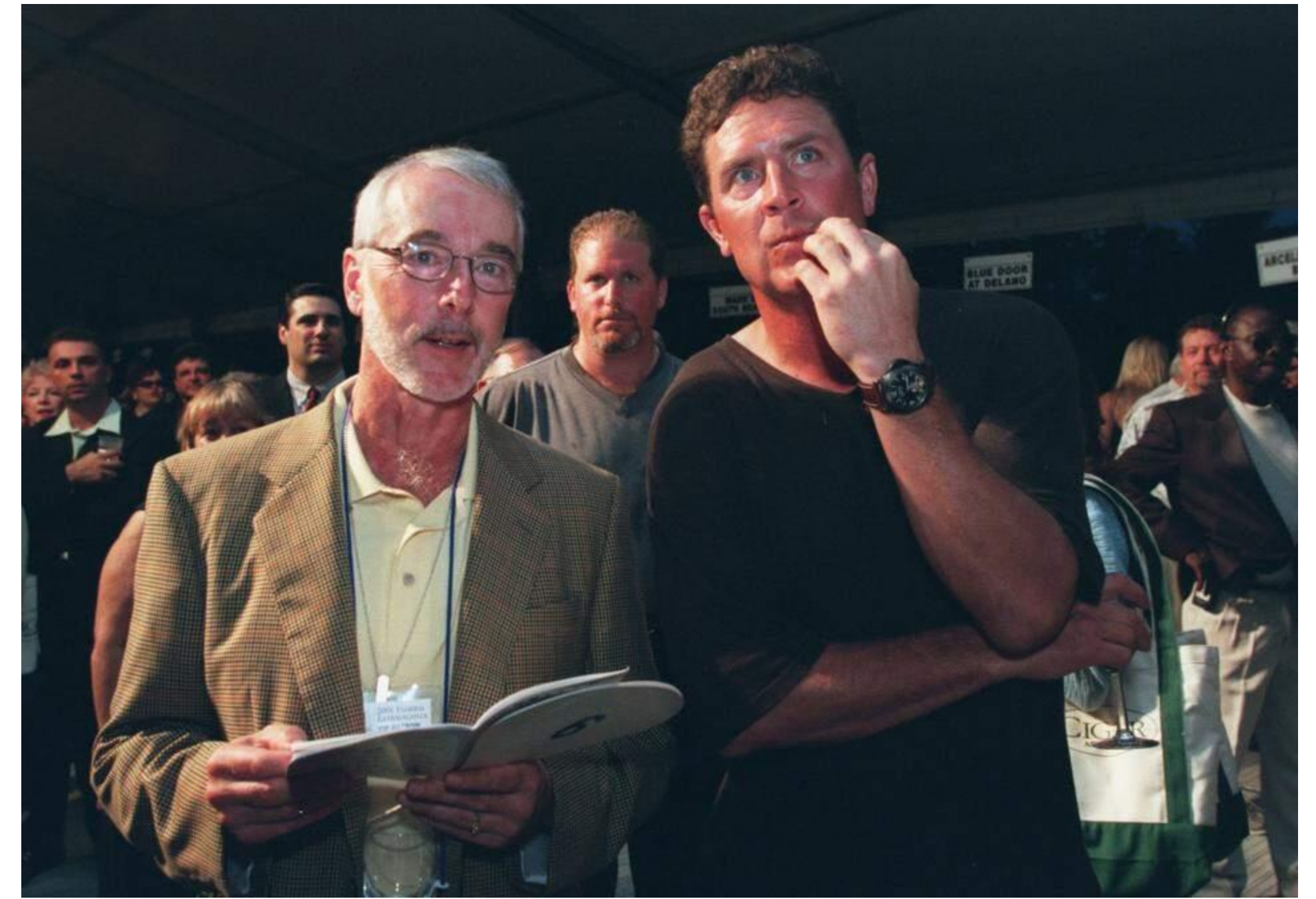


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A haven for Miami's alt community is closing. (Yes, it's the rent prices.)

RESTAURANTS

How Miami Spice Went From 9/11 Recovery Ploy to Iconic Restaurant Promotion

Over two decades, the 9/11 damage-control strategy has evolved into a Magic City institution.

By Nicole Danna | July 28, 2023

Miami Cuisine at its Best!



Participating Restaurants to Date

(Please visit our website for an updated list)

Miami Beach/South Beach

- 600 at The Angler's (D)
- 820 Grill (D)
- 1500* at Eden Roc (D)
- A Fish Called Avalon (C)
- Ago Restaurant (L,D)
- Aia De Cuba at Mandarin (L,D)
- Bairro Grill Resta (L,D)
- Bistro One LR (D)
- Blade at Fontainebleau Miami Beach (D)
- BIT Steak at The Betsy (L,D)
- Blue Door Fish at Delano (L,D)
- Blue Sea at Delano (C)
- Bond Street Lounge (D)
- Cabana (D)
- Canyon Ranch Grill (L,D)
- Catch 10 Seafood Bistro (L,D)
- Cecconi's (L)
- China Grill Miami Beach (L,D)
- De Rodriguez Cuba (D)
- Deco Grill (L,D)
- The Dining Room (D)
- Eden South Beach (D)
- Esencia Restaurant & Lounge (L,D)
- Fogo de Chão Churrascaria (D)
- The Forge Restaurant & Wine Bar (D)
- Gotham Steak at Fontainebleau Miami Beach (C)
- Hakkaan at Fontainebleau Miami Beach (L,D)
- Kane Steakhouse (D)
- Kung Fu Kitchen & Sushi (D)
- La Marea at The Tides South Beach (L,D)
- Meat Market (C)
- Morton The Steakhouse, Miami Beach (C)
- Mt. Chow (C)
- OLA Restaurant (D)
- Pelican Cafe (L,D)
- Quattro Gastronomia Italiana (L,D)
- Quinn's South Beach (D)
- RED, The Steakhouse (C)
- The Restaurant at The National (D)
- The Restaurant at The Setai (D)
- Pasa Mexicano (L,D)
- The Royal at The Raleigh Hotel (L,D)
- Sardinia Enoteca Ristorante (L,D)
- Scarpetta at Fontainebleau Miami Beach (D)
- Shul's Steak House at The Alexander Hotel (L,D)
- Smith & Wolkensky (D)
- STK (D)
- Sushi So Be (C)
- Sushimania d'HoMo (D)
- Syncha's (D)
- Tantra Restaurant and Lounge (D)
- Texas de Brazil — Miami Beach (D)
- Tudor House (L,D)
- Vita Restaurant & Lounge (D)
- West Avenue Cafe (L,D)
- Yucca Restaurant (L,D)

Northern Beaches (Bal Harbour, Sunny Isles Beach)

- I Malino New York (L,D)
- Makoto (L,D)
- Mister Collins (L,D)

Mainland — North (Airport Area, Aventura, Bay Harbor Islands, Design District, Doral, Downtown Miami-north of Flagler, Hialeah, Miami Lakes, Midtown, Morningside, North Miami, North Miami Beach)

- 84th Aero Squadron (D)
- S300 Chophouse (L,D)
- Artillery Grill Restaurant (L,D)
- Bourbon Steak (D)
- Cane Fire & Grill (D)
- Catch Grill & Bar (L,D)
- City Hall the Restaurant (L,D)
- Egg & Dent Rustic Greek Cuisine (D)
- El Gran Inka — Aventura (L,D)
- Graziano's Restaurant Hialeah (L,D)
- La Riviera (L,D)
- Mercadito Midtown (L,D)
- Mesazoni Steakhouse (D)
- Michael's Genuine Food & Drink (L,D)
- Michy's (D)
- Morton's The Steakhouse (D)
- Palm Restaurant (C)
- Pet's Rouge (D)
- Shul's Steak House — The Original (D)
- Sra. Martinez (D)
- Sugarcane Raw Bar Grill (L,D)
- Sustain Restaurant & Bar (L,D)
- Tony Chen's Water Club (L,D)
- Trio on the Bay (D)
- Tuna's Raw Bar & Grille (D)

Mainland — South (Brickell, Coconut Grove, Coral Gables, Downtown Miami-south of Flagler, Kendall, Key Biscayne, Pinecrest, South Miami, Westchester)

- Anacardi on Ponce (L,D)
- Angelique Euro Cafe (L,D)
- Area 21 (L,D)
- Avio Restaurant & Wine Bar (L,D)
- Azul at Mandarin Oriental, Miami (D)
- Biscaya (L,D)
- Cafe Samba (L,D)
- Cafe Abracci (L,D)
- Cafe Portofino (D)
- Cafe Valetto (L,D)
- The Capital Grille (D)
- Chart House Miami (D)
- Chophouse Miami Bistro & Lounge (L,D)
- Christy's Restaurant (D)
- db Bistro Moderne (L,D)
- El Gran Inka — Brickell (L,D)
- Eos (L,D)
- Fleming's Prime Steakhouse & Wine Bar (D)
- Fontana at The Biltmore Hotel (L,D)
- Gibraltar (L,D)
- Graziano's Restaurant Bird Road (L,D)
- Graziano's Restaurant Brickell (L,D)
- Graziano's Restaurant Coral Gables (L,D)
- Jaguar (L,D)
- La Colada Restaurant (L,D)
- La Palma Ristorante & Bar (L,D)
- Le Provençal Restaurant (L,D)
- Loulou "Le Petit Bistro" (C)
- Lulu (L,D)
- Morton's The Steakhouse, Coral Gables (L,D)
- Morton's The Steakhouse, Miami (L,D)
- Novecento — Brickell (L,D)
- Novecento — Key Biscayne (L,D)
- The Oceanaire Seafood Room (D)
- Old Lisbon Restaurant (L,D)
- Ortanique on the Mile (L,D)
- Palms d'Or at The Biltmore Hotel (D)
- Panorama Restaurant & Sky Lounge (L,D)
- Pascal's on Ponce (L,D)
- Por Fin Restaurant & Lounge (L,D)
- Ranzazzo's Little Italy (L,D)
- Red Fish Grill (D)
- Red Kit Lounge (L,D)
- Fincon Argentino Steakhouse (L,D)
- Fincon Argentino Steakhouse No. 2 (L,D)
- Pasa Mexicano (L,D)
- Puri's Chris Steak House (D)
- Sawa (L,D)
- Shul's 347 Grill (L,D)
- The Trapiche Room (L,D)
- Truluck's (L,D)
- Two Chefs Restaurant (L,D)
- Whitney's (L)
- Zuma (L)

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For the latest information, please visit
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RESTAURANT MONTHS YEARS

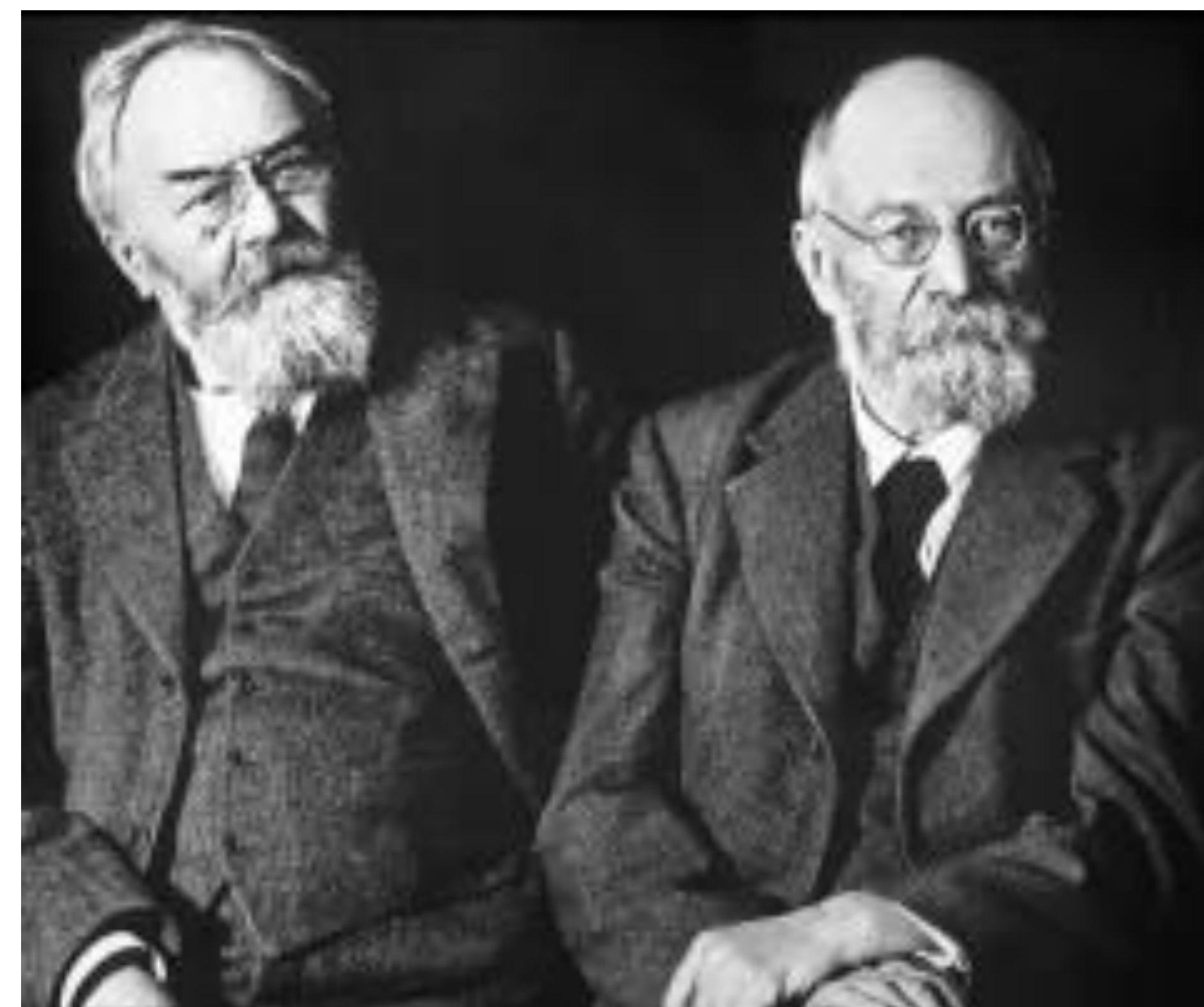
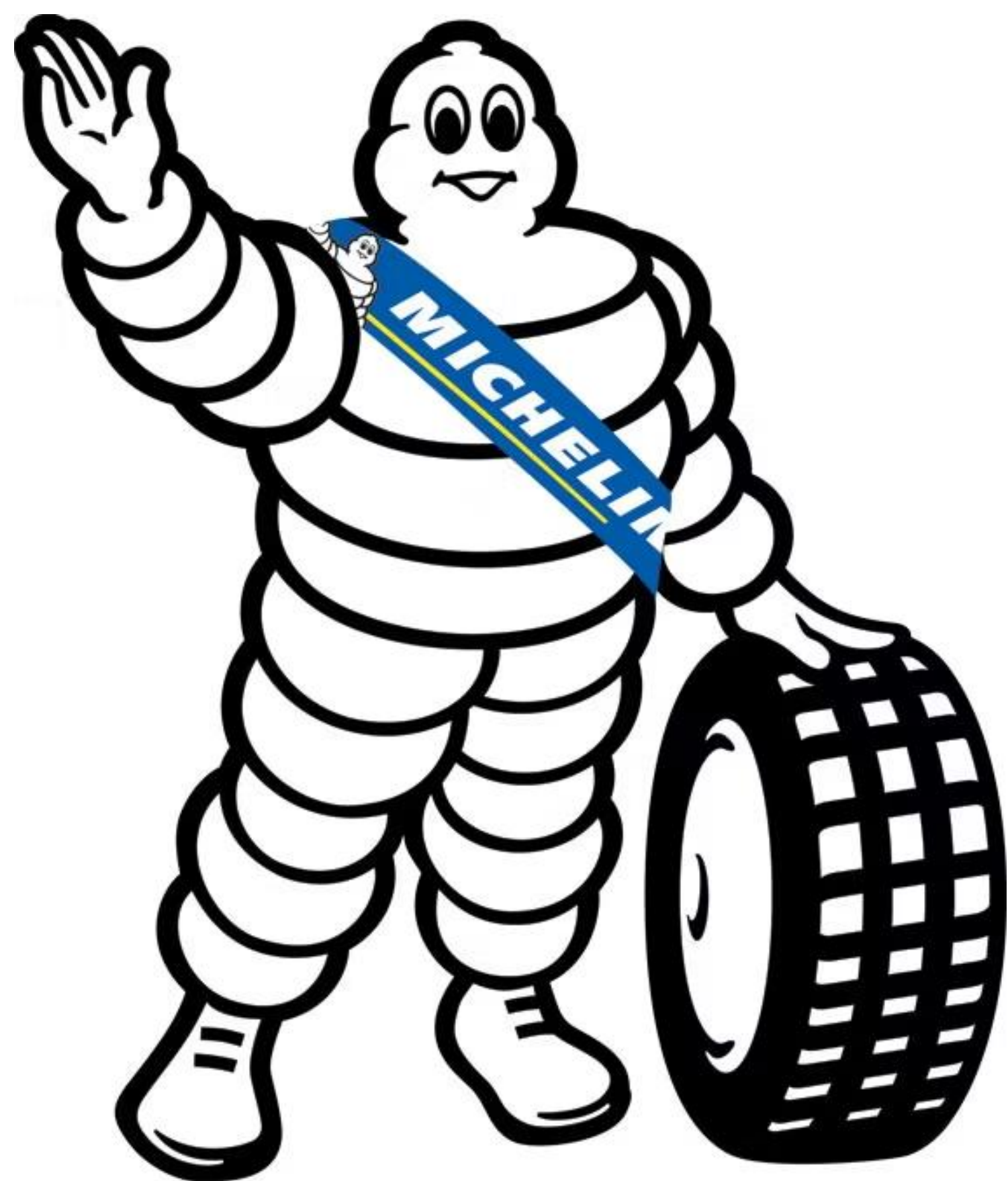


Steven Haas
Former GMCVB Chair
AGM - China Grill

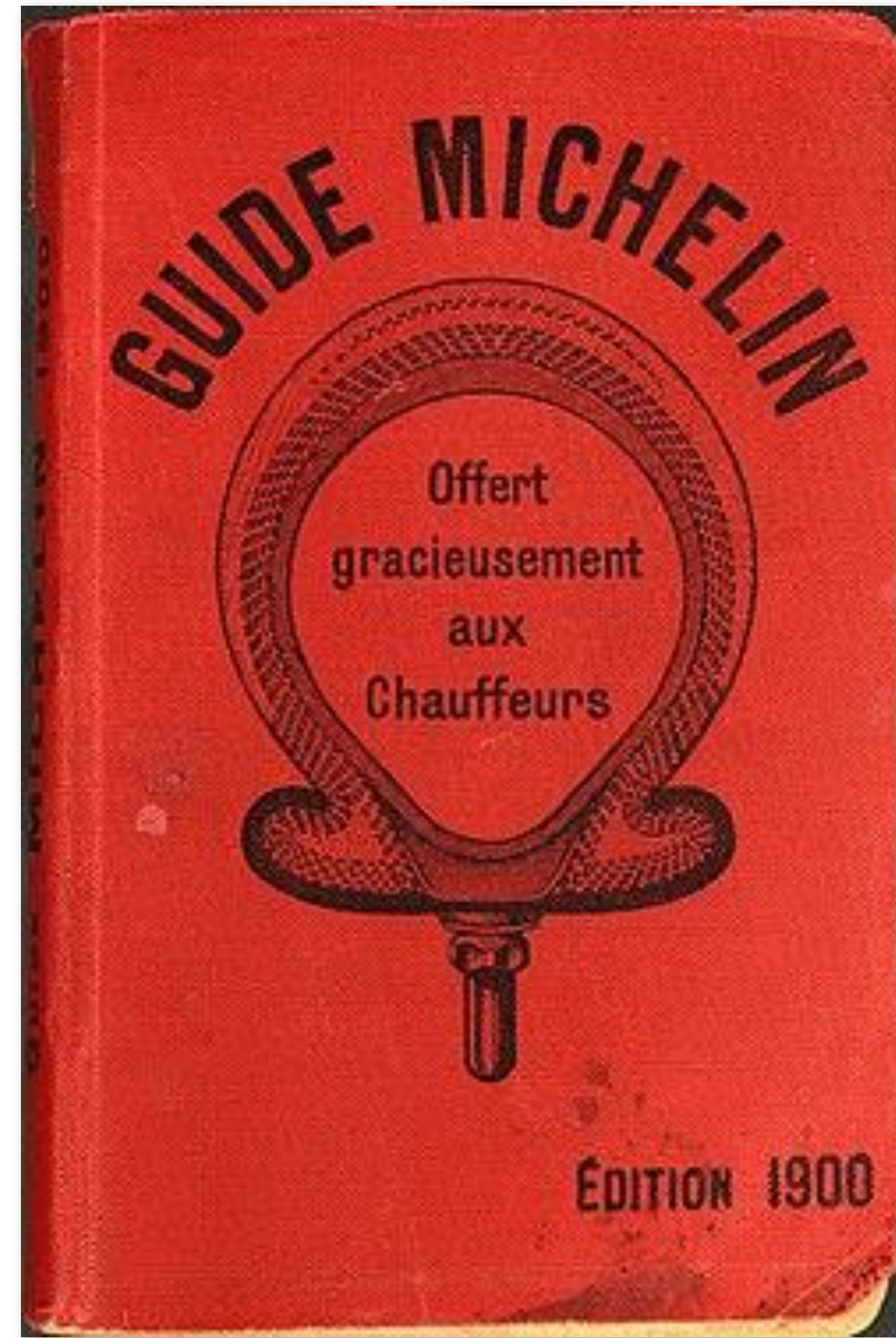


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MONTHS



MICHELIN GUIDE



The image is a screenshot of the Michelin Guide website's search results page for Miami, Florida, USA. The page features a clean, modern design with a white background and red accents. At the top, the "MICHELIN GUIDE" logo is on the left, and navigation links for "Restaurants", "Hotels", "Travel Guides", "Magazine", and "My Lists" are on the right. A search bar contains the text "Miami, Florida, USA". Below the search bar, a horizontal menu offers various filters: "New", "Distinction", "In MICHELIN Hotels", "Online booking", "Days open", "Special diets", "Cuisine", "Good for", "Services / Facilities", and "Price". The main content area displays a grid of restaurant listings under the heading "Miami and surroundings: 1-48 of 55 restaurants". Each listing includes a high-quality photograph of a dish or restaurant interior, a "Reserve a table" button, and the restaurant's name, location, and price range. The visible listings are: Kaori (Asian, \$\$\$), L'Atelier de Joël Robuchon Miami (French, \$\$\$\$), Elcielo Miami (Colombian, \$\$\$\$), and Cote Miami (Korean, \$\$\$). The bottom of the screenshot shows a Windows taskbar with the date and time set to 9:25 AM on 5/28/2026.

MICHELIN GUIDE

MICHELIN GUIDE



Bib Gourmand: good quality, good value cooking



Chug's
DINER

COTOA

Double Luck

EL TURCO
TURKISH FOOD

Ghee
INDIAN KITCHEN



LA NATURAL

Lucali

mandolin
aegean bistro



PHUCYEA
MODERN VIETNAMESE

SANGUICH™

TÂM TÂM
MIA VIETNAMESE CUISINE FLA

tintaycafe

to be determined

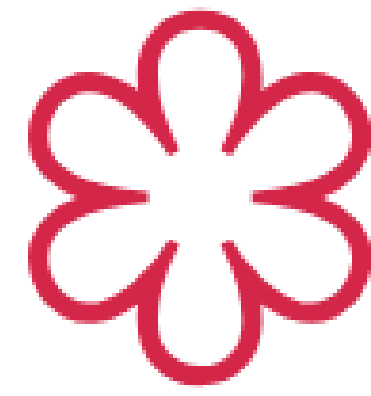




MICHELIN GUIDE

Bib Gourmand: good quality, good value cooking

MICHELIN GUIDE



One Star: High quality cooking

ARIETE

BOIA DE

COTE
• KOREAN STEAKHOUSE •

elciel●
Juan Manuel Barrientos

Afidem

LE JARDINIER

LOS FÉLIX

mutra

小川
O G A W A

晋吾

SHINGO

STUBBORN SEED
BY JEREMY FORD


TAMBOURINE
ROOM
BY TRISTAN BRANDT


THE SURF CLUB
RESTAURANT

MICHELIN GUIDE

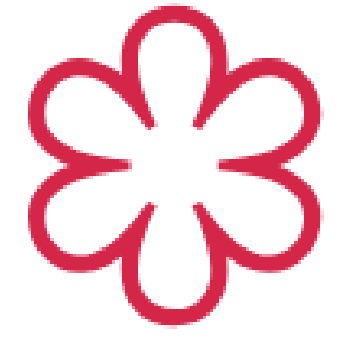


Two Stars: Excellent cooking

L'ATELIER

de Joël Robuchon

MICHELIN GUIDE



One Star: High quality cooking



Two Stars: Excellent cooking

MICHELIN GUIDE



DAVID WHITAKER

President & CEO
Greater Miami
Convention & Visitors Bureau



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PRESENTED BY  Capital One



MIAMI **Spice** **25**
RESTAURANT MONTHS YEARS

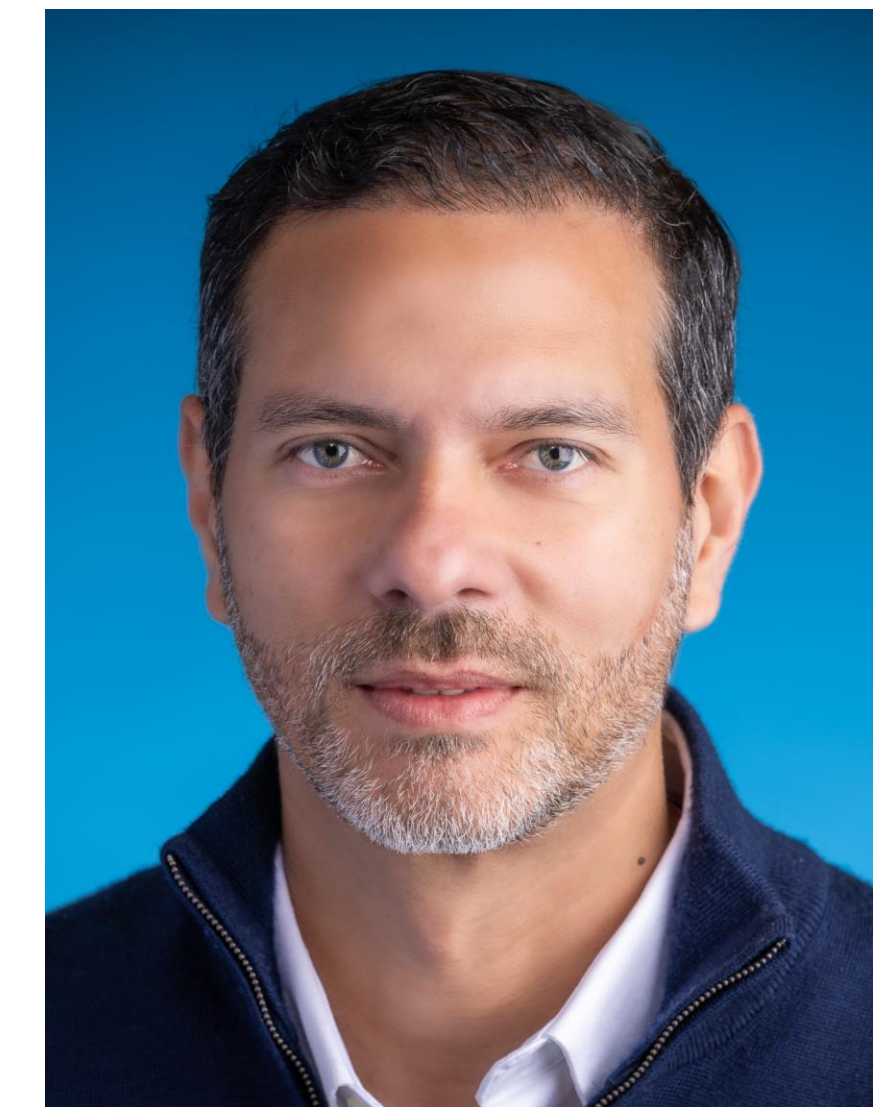
MIAMI SPA

MONTHS



Juan Carlos Liscano

Vice President, Miami Hub Operations
American Airlines



Alexandre Cavalcanti

Director, International Sales
American Airlines



SAVE THE DATE
2026 GMCVB Annual
Partner Planning
Workshop
Powered by Expedia

Wednesday, August 5, 2026
11 a.m. - 5 p.m.
reception to follow

Miami Beach Convention Center
Miami, Florida 33139



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Thank You Partners

