

# GREATER MIAMI & MIAMI BEACH CITY UPDATE



# GMCVB CONVENTION SALES TEAM



**CAROL MOTLEY**  
SR. VICE PRESIDENT, CONVENTION SALES



**ALEX BATISTA**  
VICE PRESIDENT,  
CONVENTION SALES  
Legacy Accounts All



**DONNA DEL GALLO**  
SENIOR REGIONAL DIRECTOR,  
CONVENTION SALES  
Mid-Atlantic 10 +



**MONICA SILVA MENDEZ**  
CONFERENCE SALES MANAGER  
Northeast 10+ (excluding NY, NJ, PA)



**MARTI TEJADA**  
ASSOC. VICE PRESIDENT,  
CONVENTION SALES  
Southeast Market 10 +



**TAYLOR FRY**  
DIRECTOR, NATIONAL ACCOUNTS  
West Coast 10+



**BRANDI SCOTT**  
DIRECTOR, CONVENTION SALES  
Midwest/Texas 600+



**JOE McCRAY**  
DIRECTOR, CONVENTION SALES  
Affinity/Sports 10 +



**ESTEFANI AGUIRRE**  
DIRECTOR, CONVENTION SALES  
Midwest/Texas 10-599



**VIANNY MANCEBO**  
DIRECTOR, INTERNATIONAL ACCOUNTS  
International/Florida 10+



**JEANNIE GIACALONE**  
CONFERENCE SALES MANAGER  
Northeast (NY, NJ, PA) 10+



**NANCY BEDOYA**  
MANAGER, INTERNATIONAL ACCOUNTS  
LATIN AMERICA  
10+ rooms peak

# CONVENTION SALES SUPPORT TEAM



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# GMCVB Convention Services Team



**MARIANNE SCHMIDHOFER**

DIRECTOR,  
MEETING AND CONVENTION SERVICES



**JILL POTASH**

CONVENTION SERVICES MANAGER



**DIEGO VERVLOET**

CONVENTION SERVICES MANAGER



**TERESA DUMAS**

MEETING & CONVENTION SERVICES COORDINATOR



**LOURDES PILA**

EVENTS MANAGER

# New Miami Beach Convention Center City-Wide Bookings

## *October 2024 through end of June 2025*



### **17<sup>TH</sup> World Architecture Festival**

Dates: 11/8-15/2025

Total Room Nights : 2,105



### **Air Cargo Forum**

Dates: 10/23-29/2026

Total Room Nights : 2,400



### **The Aesthetics MEET**

Dates: 4/15-18/2027

Total Room Nights: 6,272



### **Transport Logistics Americas & Air Cargo Americas**

Dates: 11/9-14/2025

Total Room Nights: 2,322



### **The Hospitality Show**

Dates: 10/30/2026-11/5/2026

Total Room Nights: 4,720



### **Coindesk Consensus**

Dates: 5/3-6/2027

Total Room Nights : 4,500



### **iConnections Global Alts**

Dates: 2/19-28/2026

Total Room Nights: 6,597



### **PCMA Convening Leaders**

Dates: 1/8-13/2027

Total Room Nights: 13,875



### **Coindesk Consensus**

Dates: 5/3-8/2026

Total Room Nights : 4,500



### **White Collar Crime Institute**

Dates: 3/2-4/2027

Total Room Nights : 1,790



# HOT TENTATIVES

#	Account Name	Lead Name	Mtg Start	Mtg End	Peak	Rmnts	Attendees
1	Salesforce, Inc.	Salesforce Industry Summit	5/13/2026	5/22/2026	3,000	8,722	7,500
2	Realcomm	Realcomm/Ibcon	6/8/2026	6/10/2026	500	1,750	1,200
3	International Baccalaureate	International Baccalaureate	7/16/2026	7/18/2026	1,300	4,000	2,000
4	USA Fencing	USA Fencing	10/8/2026	10/20/2026	685	2,655	1,000
5	Adobe Inc.	Adobe MAX	11/5/2026	11/13/2026	4,000	16,400	10,000
6	US Department of State	Leader's Global Summit	11/26/2026	12/13/2026	7,000	25,000	8,000
7	iConnections Events LLC	iConnections Global Alts	2/22/2027	2/27/2027	2,020	7,040	3,500
8	NUTANIX Cloud Platform	Annual Conference	5/20/2027	5/28/2027	3,600	13,182	6,000
9	Salesforce, Inc.	Salesforce (New Event)	6/10/2027	6/19/2027	3,000	9,580	3,000
10	National Wheelchaired Veterans	National Wheelchaired	7/1/2027	8/1/2027	2,020	7,040	3,500
11	Adobe Inc.	Adobe MAX – The Creativity Conference	10/27/2027	11/4/2027	4,000	16,400	10,000
12	iConnections Events LLC	iConnections Global Alts	2/17/2028	2/26/2028	2,020	7,040	3,500
13	Asian American Hotel Owners Assn.	Annual Convention	4/9/2028	4/17/2028	2,300	7,966	8,000
14	Bitcoin	Bitcoin Miami	4/18/2028	4/24/2028	1,500	6,145	20,000
15	American Planning Association	APA Annual Convention	4/19/2028	4/27/2028	1,650	6,330	5,000
16	Delta Sigma Theta Sorority	Delta Sigma Theta Sorority	8/18/2028	8/23/2028	1,800	6,000	2,000
17	American Academy of Dermatology	Annual Meeting	3/19/2029	3/27/2029	7,000	30,660	19,000
18	Bitcoin	Bitcoin Miami	5/13/2029	5/21/2029	1,500	6,175	20,000
19	Building Owners and Managers Association International (BOMA)	BOMA International Conference & Expo	6/20/2029	6/28/2029	1,500	5,100	2,500
20	The Aesthetic Society	The Aesthetic MEET	4/21/2030	4/30/2030	1,600	6,272	3,000
21	American Association of Orthodontists	AAO Annual Session	4/25/2033	5/2/2033	4,000	14,480	19,000
22	American College of Chest Physicians	CHEST	10/4/2034	10/12/2034	4,000	16,720	8,000

# MBCC BUSINESS THROUGH 2028

#	Account Name	Lead Name	Start Date	End Date	Peak	Rmnts	Show Attendees
1	Adobe Inc.	Adobe MAX – The Creativity Conference 2024	10/8/2024	10/17/2024	4278	19030	10000
2	eXp Realty	eXpCon 2024	10/24/2024	11/1/2024	3399	15063	6000
3	The International Air Cargo Association	2024 Air Cargo Forum	11/8/2024	11/16/2024	873	3436	1000
4	Informa Markets	Biostimulants World Congress	11/12/2024	11/17/2024	500	1900	860
5	Informa Markets	CosmoProf 2025	1/16/2025	1/25/2025	2000	9050	2400
6	iConnections Events	iConnections Global Alts	1/23/2025	1/31/2025	1973	7556	5000
7	The Show Miami Inc.	The Show Miami 2025	3/16/2025	3/17/2025	500	1000	2000
8	Inda Association of the Nonwoven Fabrics Industry	IDEA 2025	4/21/2025	5/4/2025	1975	9317	10000
9	American Express Global Business Travel	2025 PaceSetters Program (confidential)	5/1/2025	5/10/2025	790	3439	800
10	Million Dollar Round Table	MDRT Annual 2025	6/16/2025	6/27/2025	1500	7496	15000
11	Fraternal Order of Police	2025 Biennial National Conference & Expo	8/1/2025	8/7/2025	2405	9197	5000
12	Connect	Connect Marketplace 2025	8/24/2025	8/28/2025	774	2096	2500
13	eXp Realty	eXpCon 2025	10/17/2025	10/24/2025	1953	8323	6000
14	National Minority Supplier Development Council, Inc.	2025 Conference and Exchange	10/26/2025	11/11/2025	1800	7348	4000
15	emap Publishing	17th World Architecture Festival- 2025	11/8/2025	11/15/2025	510	2105	800
16	The International Air Cargo Association	Transport logistics Americas & Air cargo Americas	11/9/2025	11/14/2025	659	2322	3500
17	iConnections Events LLC	iConnections Global Alts 2026	2/19/2026	2/28/2026	1855	6597	4000
18	Water Quality Association	Annual Convention & Exposition	4/26/2026	5/2/2026	900	2900	2000
19	CoinDesk LLC	Consensus 2026	5/3/2026	5/11/2026	1400	4500	20000
20	NeighborWorks America	NeighborWorks Training Institute 2026	8/4/2026	8/14/2026	2313	11465	2200
21	Society for Worldwide Interbank Financial Telecommunications (SIBOS)	Annual Conference & Exhibition - 2026	9/16/2026	10/4/2026	3671	19800	8000
22	Urban Land Institute	ULI Fall Meeting 2026	10/23/2026	10/31/2026	1366	4001	5000
23	Questex, LLC	The Hospitality Show 2026	10/30/2026	11/5/2026	1605	4720	6000
24	Professional Convention Management Association (PCMA)	PCMA Convening Leaders 2027	1/7/2027	1/13/2027	4500	13875	4000
25	American Bar Association (IL-HQ)	ABA 2027 White Collar Crime Institute	3/1/2027	3/5/2027	660	2087	1200
26	The Aesthetic Society	The Aesthetic MEET 2027	4/11/2027	4/20/2027	1600	6272	3000
27	CoinDesk LLC	Consensus 2027	5/2/2027	5/7/2027	1387	4500	20000
28	Messe Dusseldorf North America, Inc.	MDNA/AUVSI - Xponential 2027	5/17/2027	5/19/2027	1500	4256	10000
29	Mortgage Bankers Association	MBA Annual Convention & Expo 2028	10/18/2028	10/26/2028	2300	7660	5000



#	Account Name	Booking Name	Month	Peak	Rmnts	Attendees
1	Emerald Expositions, LLC	Miami Beach Antique Show - OMBAS	January	1,000	2,000	5,000
2	Informa Markets	CosmoProf	January	2,000	8,500	15,000
3	Informa Markets	Tissue World	January	500	2,100	5,000
4	Cabana	Cabana Show	January	50	100	300
5	Informa Markets	Miami International Boat Show	February	1,528	8,162	100,000
6	Part Base Inc	Part Base Expo	February	50	100	5,000
7	JIS -Jewelers International Showcase	Spring Show	March	1,500	7,000	5,000
8	Natural Disaster	Natural Disaster	March	50	100	3,500
9	Informa Markets	Seatrade Cruise Global	April	2,500	10,500	10,000
10	eMerge Americas, LLC	eMerge	April	242	692	12,000
11	Swimwear Association Of Florida	Swimwear Show	May	250	750	7,500
12	Terrapin Inc.	Aviation Festival	May	50	100	3,500
13	Elite Exhibitions	Cruise Ship Interiors	June	300	800	3,000
14	Beyond Luxury Media Ltd	LE Miami	June	500	2,500	1,800
15	Informa Markets	World Health Expo	June	458	1,860	10,000
16	American Black Film Festival	American Black Film Festival	June	100	600	3,000
17	Reed Exhibitions	Florida Supercon	July	312	1,346	20,000
18	South Florida Auto-Truck Dealers Assn.	Miami International Auto Show	August	50	100	10,000
19	World Trade Center Miami	America's Food and Beverage Show	September	500	3,600	3,000
20	Informa Markets	Food Hospitality LATAM	September	300	1,000	3,000
21	Exposition Development Company	Independent Hotel Show	September	50	100	1,000
22	JIS -Jewelers International Showcase	Fall Show	October	1,500	7,000	5,000
23	Les Nouvelles Esthetiques & Spa	International Congress on Esthetics	October	125	400	3,000
24	International Air Cargo Association	Air Cargo Show	November	500	2,400	4,000
25	MCH Basel Exhibition Ltd. (Art Basel)	Art Basel	December	1,800	10,000	80,000



# MBCC CAMPUS/DISTRICT

1. MBCC
2. Rum Room/Venu
3. Collins Canal Park
4. HQ Hotel
5. Botanical Garden
6. Holocaust Memorial
7. The Fillmore
8. New World Center
9. Soundscape Park
10. Lincoln Road
11. Washington Ave
12. Bass Museum
13. Collins Park
14. MB Golf Course



- 11,272 hotel rooms within a 1-mile radius of MBCC
- Key hotels include the Loews, Royal Palm, Fontainebleau, W South Beach, Kimpton Hotel Palomar, Eden Roc



# HOTEL RENOVATIONS/OPENINGS





# GRAND HYATT MIAMI BEACH





# HOTEL PROJECT DESIGN ELEMENTS (NET SF)

1. GUESTROOMS	800 TOTAL
2. CLUB LOUNGE (L5)	22,083 SF
3. HOTEL CONFERENCE SPACES	
GRAND BALLROOM (L3)	22,615 SF
JUNIOR BALLROOM (L3)	15,271 SF
<u>MEETING ROOMS (L2 &amp; L4)</u>	<u>19,530 SF</u>
TOTAL	57,417 SF
4. POOL AND FITNESS CENTER	
POOL AREA (L5)	7957 SF
<u>FITNESS CENTER (L5)</u>	<u>2505 SF</u>
TOTAL	10,455 SF

5. FOOD AND BEVERAGE	
MAIN RESTAURANT (L5)	110 SEATS
RESTAURANT BAR (L5)	95 SEATS
POOL BAR (L5)	33 SEATS
<u>BAR LOUNGE (L1)</u>	<u>114 SEAT</u>
SUB-TOTAL	352 SEATS
6. PARKING SPACES	320 SPACES
7. SKYBRIDGE	PROVIDED

# NEW HOTELS IN 2025

		Property Name	Rooms	Area
10	New Properties	Tucker at Gables Grand Plaza	16	Coral Gables
		EVEN Hotels Sweetwater Doral	125	Doral
1,567	New Rooms	E11EVEN Hotel & Residences	449	Downtown Miami
		Flow Miami	20	Downtown Miami
		Legacy Hotel & Residences	219	Downtown Miami
67,057	Total Rooms (+2.4%)	Sonder Colonnade	95	Downtown Miami
		Holiday Inn Express MIA - 36 <sup>th</sup>	133	Miami Airport
		Collins Park Hotel	294	Miami Beach
		Thompson Miami Beach	147	Miami Beach
		URBIN Retreat Miami Beach	69	Miami Beach

# NEW HOTELS IN 2026/2027

**27**

**New Properties**

**5,273**

**New Rooms**

**72,330**

**Total Rooms (+7.9%)**



# NEW HOTELS IN 2026-2027

Property Name	Rooms	Area	Property Name	Rooms	Area
Dadeland Hyve Hotel	100	Central Dade	Unnamed Select Service Hotel	216	Downtown Miami
Hyatt House Doral	126	Doral	Hilton Miami Bayfront	372	Downtown Miami
Domus Brickell Park Hotel	171	Downtown Miami	Canopy by Hilton Miami Brickell	135	Downtown Miami
Residence Inn by Marriott Coconut Grove	113	Downtown Miami	Miami Wynwood Hotel	116	Downtown Miami
Holiday Inn Express Miami - Calle Ocho	84	Downtown Miami	Unnamed Luxury Full Service Hotel	289	Downtown Miami
Vida Edgewater Miami Midtown	121	Downtown Miami	Icon on 8	140	Downtown Miami
Virgin Hotels Miami	250	Downtown Miami	SoBe Park Hotel	100	Miami Beach
111 Wynwood Hotel	72	Downtown Miami	Prince Michael Hotel	107	Miami Beach
Embassy Suites by Hilton Miami West Brickell	250	Downtown Miami	Grand Hyatt MBCC	800	Miami Beach
HOO Miami Legacy	219	Downtown Miami	Flagstone Island Gardens Resort	455	Miami Beach
Treehouse Brickell	174	Downtown Miami	Riviera Plaza Hotel	76	Miami Beach
Highland Park Miami Hotel	200	Downtown Miami	TAL Aventura Hotel	224	North Beach
Krymwood Hotel	48	Downtown Miami	Residence Inn by Marriott Homestead	110	South Dade
Waldorf Astoria Miami	205	Downtown Miami			

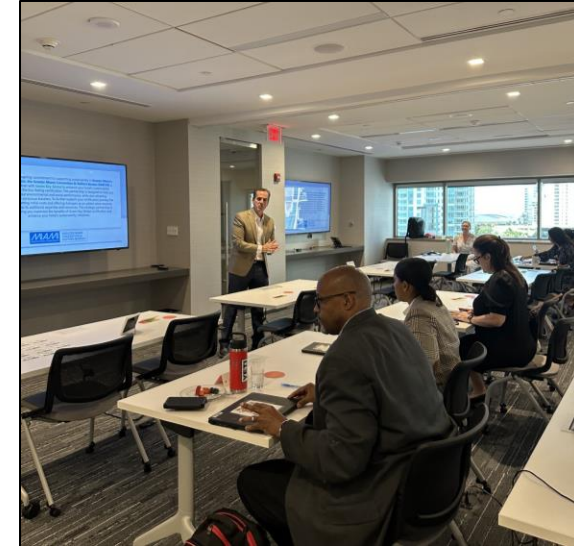
# CRUISE CAPITAL OF THE WORLD

**GREATER MIAMI AND MIAMI BEACH: THE CRUISE CAPITAL OF THE WORLD® CELEBRATES RECORDS, INAUGURAL SAILINGS, AND INDUSTRY LEADERSHIP**












*PortMiami Celebrates Record Cruise Traffic and Historic Terminal Launch Reinforcing Miami's Global Cruise Industry Leadership*



- 60/100 hotels in certification pipeline
- 60% progress toward year-end goal
- First ASTRAPTO Bootcamp: **April 10, 2025**
- Educational monthly webinars
- Marketing materials featuring certified property ambassadors and testimonials to drive sustainability engagement





- Acqualina Resort & Residences on the Beach    
- Cadillac Miami Beach    
- Circa 39 Hotel   
- Hyatt Regency Coral Gables     
- Hyatt Regency Miami    
- **Mr. C Miami**   
- **Novotel Miami Brickell**    
- **Ritz Carlton Coconut Grove**   
- Sole Miami, A Noble House Resort   
- The Altair Hotel Bay Harbor   
- **The Palms Hotel & Spa**    
- **W South Beach**    

# PARTICIPANTS IN THE CERTIFICATION PIPELINE

1 Hotel South Beach  
AC Hotel Miami Beach  
Acqualina Resort & Residences on the Beach  
Aloft Miami Dadeland  
Aloft Miami Doral  
Andaz Miami Beach  
Andaz Miami Beach  
B&B Hotel Miami Airport  
Best Western Plus Atlantic Beach Resort  
Cadillac Miami Beach  
Carillon Miami Wellness Resort  
Circa 39 Hotel  
Courtyard Marriott Miami Downtown  
Courtyard Miami Coconut Grove  
Dream South Beach  
EAST, Miami Hotel  
EB Hotel Miami  
Element Miami Doral by Westin  
Element Miami International Airport  
Embassy Suites by Hilton Miami International Airport  
Faena Hotel Miami Beach  
Flamingo Adventures at Everglades National Park

Grand Beach Hotel Miami Beach  
Hilton Bentley Miami/South Beach  
Holiday Inn Miami Beach-Oceanfront  
Holiday Inn Miami International Airport  
Hotel AKA Brickell  
Hotel Croydon  
Hyatt Place Miami Aiport - East  
Hyatt Regency Coral Gables  
Hyatt Regency Miami  
Hyatt Regency Miami  
Indigo Miami Brickell  
JW Marriott Marquis Miami  
JW Marriott Miami Brickell  
Kimpton Surfcomber  
Loews Coral Gables Hotel  
Loews Miami Beach Hotel  
Mayfair House Hotel & Garden  
Miami Airport Marriott Connection  
**Miami Beach Convention Center**  
Miami Marriott Biscayne Bay  
Mondrian South Beach  
Mr. C Miami  
Newport Beachside Hotel & Resort / The Sunny  
Novotel Miami Brickell

Pelican Hotel  
Radisson Resort Miami Beach  
Residence Inn  
by Marriott Miami Aventura Mall  
Residence Inn Miami Sunny Isles Beach  
Ritz Carlton Coconut Grove  
SLS Lux  
SLS South Beach  
Sole Miami, A Noble House Resort  
Sonesta Miami Airport  
St. Regis Bal Harbour Resort  
The Altair Hotel Bay Harbor  
The Elser Hotel and Residences Miami  
The Goodtime Hotel  
The Local House  
The Palms Hotel and Spa  
The Standard Spa Miami  
The Tower Residences at the Ritz-Carlton  
Thompson Miami Beach  
W South Beach  
Winter Haven



## **Metrorail**

A 25 mile, 22 station elevated commuter rail line that connects downtown to Miami International Airport's station.

Arrive in downtown in 15 minutes.

Fees start at \$2

## **Metromover**

A 4.4 mile elevated tram system that loops around Downtown Miami and Brickell.

Admission is free

## **Trolleys**

Miami Beach, the City of Miami and Coral Gables each have their own local trolley system that connect visitors to and within the destination's popular neighborhoods.

Admission is free

## **Brightline**

A high speed rail service that connects Miami to Ft. Lauderdale (26-28 minutes), Palm Beach (less than 1 hour), and Orlando (less than three hours). The MiamiCentral Station will be in the heart of Downtown, creating a metropolitan transportation hub adjacent to Metrorail and Metromover, with easy access to buses, trolleys, taxis and more.

Fees start at \$10 one-way

# 2025 GMCVB BOOKING INCENTIVE



**\$5** per every occupied and paid guest room

In order to qualify, the following terms must be met:

- Event dates between June 1 – Sept 30, 2025 OR 2026
- Minimum of 100 rooms on peak for 3 nights
- Hotel contract(s) must be signed by Sept. 30, 2025 OR 2026

The incentive will be paid after the program ends and audited official rooming list is received and approved by the Greater Miami Convention & Visitors Bureau





## Key Strategies

1. Based on the new HQ hotel anticipated groundbreaking this FY year and having a sales team in place, our strategy is to capture new P1 bookings for the Miami Beach Convention Center, layering the foundation for future success and sustainability.
2. Leveraging our existing and new strategic partnerships, increase destination visibility to attract new in-hotel bookings with high priority in building a strategic base for future years over need dates.
3. Leveraging our momentum, increase brand visibility in growing markets (Luxury, International, etc) through increased market activations and targeted marketing.
4. Continue elevating our story, alignment and unique customer experiences through partnerships with local stakeholders, hotels and key business partners.
5. The Convention Services team will provide valuable support during the sales process (“WOW factor”) as well as elevate the customers sustainable initiatives and destination experience on-site with a strong connection to our valuable partners to ensure repeat business. In addition, support forecasting process for the hotel community to maximize economic impact.





GREATER MIAMI  
CONVENTION &  
VISITORS BUREAU

THANK YOU! 



# Key Takeaways

- Obtained an understanding of our industry partners' efforts to improve their lead funnel development and new business generation.
  - More flexibility
  - Targeting medical, financial, tech, and sports segments
- Exchanged ideas about current trends and market conditions our partners believe should be the focus of the Convention Sales & Services teams.
  - Sports, Entertainment and Domestic Corporate business
  - International markets: LATAM, Asia, UAE
  - Cruise travelers
  - Engaging media content for groups and Influencer reach
- Learned what support or collaboration is being requested by the group sales and services team.
  - Communication of group business to partners (restaurants)
  - Site inspections
  - Social media visibility