



State of the Travel + Tourism Industry

May 29, 2025



MIAMI
GREATER MIAMI & MIAMI BEACH

CONVENTION &
VISITORS BUREAU

BROUGHT
TO YOU
TOUR

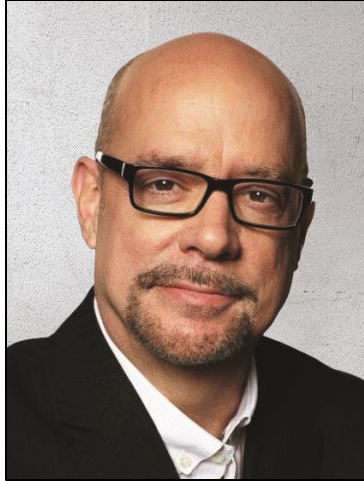
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PRESENTED BY THE
GREATER MIAMI CONVENTION & VISITORS BUREAU



David Whitaker

President & CEO

Greater Miami

Convention & Visitors Bureau





Steve Adkins

President & CEO
Miami-Dade Gay & Lesbian
Chamber of Commerce



Lisette Garcia

Incoming Executive Director
Miami-Dade Gay & Lesbian
Chamber of Commerce



Curtis Crider

President & CEO
Greater Miami and the
Beaches Hotel
Association

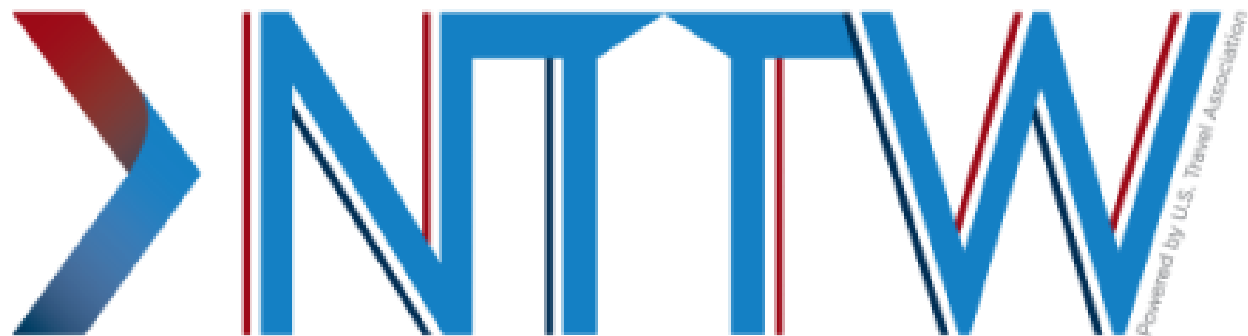


Julissa Kepner

GMCVB Board Chair

General Manager

Miami Marriott Biscayne Bay



NATIONAL **TRAVEL & TOURISM** WEEK

MAY 4-10, 2025

THE POWER OF TRAVEL

Driving Economic Growth, Supporting Jobs and
Enhancing our Global Competitiveness

U.S. TRAVEL
ASSOCIATION*

A \$2.9 TRILLION ECONOMIC FOOTPRINT

The travel industry is a cornerstone of the U.S. economy.

GENERATES

\$1.3 TRILLION
IN SPENDING

SUPPORTS

15 MILLION
AMERICAN JOBS

(8 million directly in travel-related businesses and
another 7 million through indirect impact).

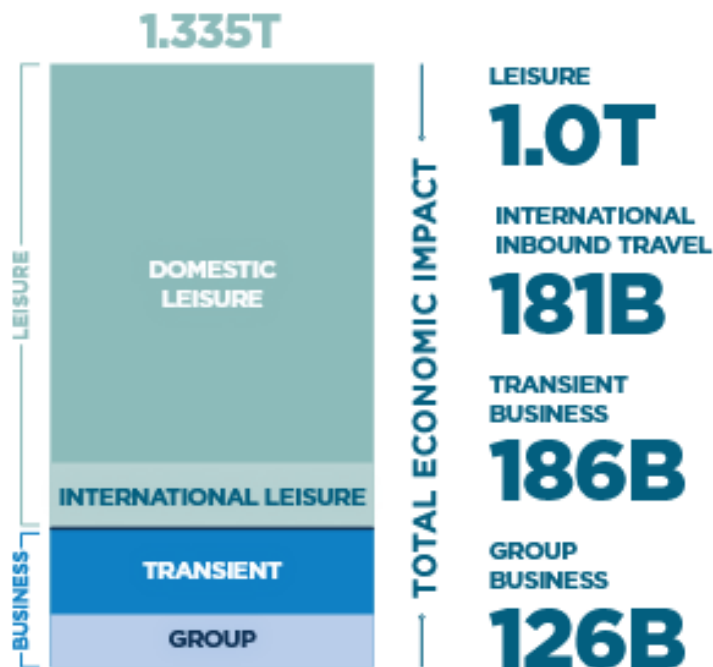


One out of every 11 U.S. jobs depends on travel, making it a vital economic driver.

*\$2.9 Trillion represents all revenue (both direct and indirect) associated with travel.
Source: Tourism Economics, U.S. Travel Association and U.S. Department of Commerce



DRIVING ECONOMIC IMPACT



FUELING COMMUNITIES THROUGH TAX REVENUE

Travel-generated tax revenue reached **\$190 billion** in 2024, each household would pay **\$1,490** more in taxes without the tax revenue generated by travel.



Why Tourism Matters in Miami-Dade County

DIRECT SPEND

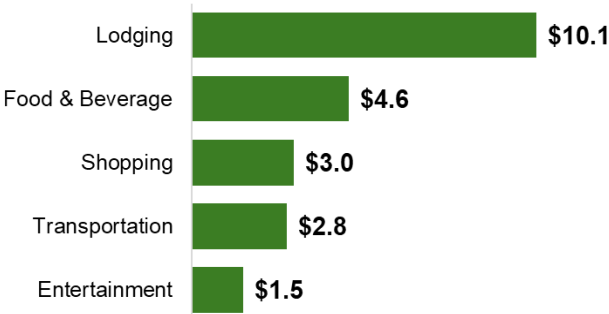
28.2M

Visitors to Miami-Dade County in 2024

\$22B

in Visitor Spending in
Miami-Dade County

Visitor spending by category (\$ Billions)



ECONOMIC IMPACT

\$31.1B

Including direct spend, indirect
spend and induced



9%

of Miami-Dade County's GDP
driven by tourism



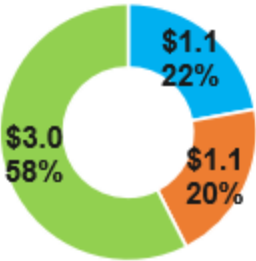
**Supports +209,000
Jobs**

10% of Jobs in Miami-Dade County;
136 Visitors = 1 job

TOTAL TAXES

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

Local State Federal



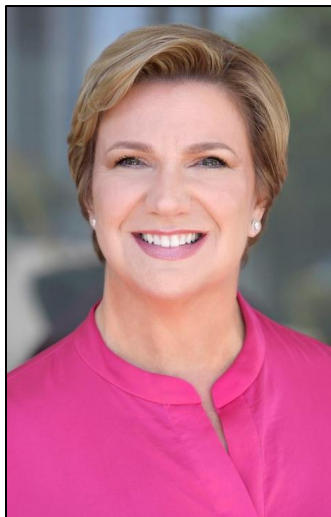
\$5.2B
in Total Taxes
generated



**Miami-Dade Resident
Savings**

\$787 per resident
\$2,238 per household
via State and Local Taxes

GMCVB Committee Chairs



Christine Valls
Nominating
Committee
Chair



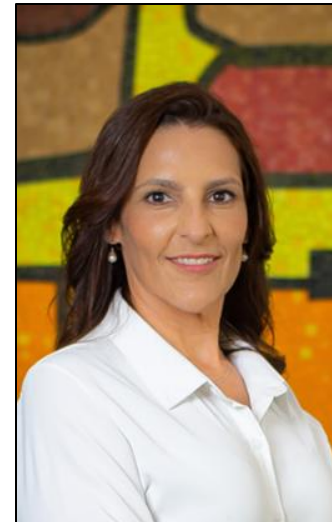
Anthony Brunson
Finance & Audit
Committee



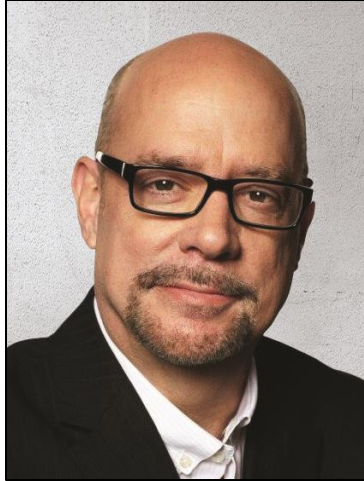
Yvette Harris
Multicultural
Tourism &
Development
Committee



Mutluhan Kucuk
Convention
Sales Committee



**Suzette Espinosa
Fuentes**
Marketing & Tourism
Committee



David Whitaker

President & CEO

Greater Miami

Convention & Visitors Bureau

Grand Hyatt Groundbreaking





GRAND | HYATT

Terra

TURNBERRY

MIAMI BEACH

Terra

TURNBERRY

MIAMI BEACH

GRAND | HYATT

MIAMI BEACH

GRAND | HYATT

Terra

TURNBERRY

MIAMI BEACH

Terra

TURNBERRY

GRAND | HYATT

TURNBERRY

MIAMI BEACH

GRAND | HYATT





David Martin

Chief Executive Officer
Terra

Switch to David Martin slides



David Whitaker

President & CEO

Greater Miami

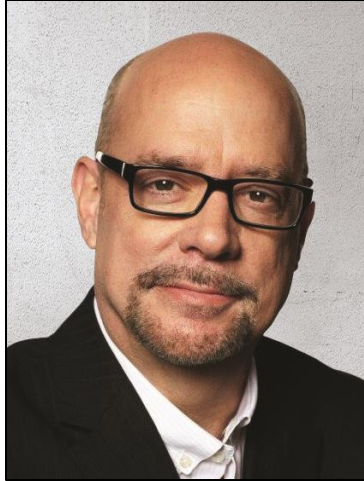
Convention & Visitors Bureau

LINK TO LIVE VIDEO FEED:

[Miami Beach Convention Center | Miami & Miami Beach](#)







David Whitaker

President & CEO

Greater Miami

Convention & Visitors Bureau



A MESSAGE FROM

MIAMI-DADE COUNTY
OFFICE OF THE MAYOR
DANIELLA LEVINE CAVA



Mayor Steven Meiner
City of Miami Beach



Senator Ana Maria Rodriguez

State of Florida – District 39

Chair - Miami-Dade Delegation



David Whitaker

President & CEO

Greater Miami

Convention & Visitors Bureau



MIAMI DADE COLLEGE

ALUMNI HALL OF FAME

2025

INDUCTEES

AVIATION

MAXINE RODRIGUEZ

First Officer
American Airlines

BUSINESS

ANDREW GONZALEZ

Founder & CEO
Night Owl Cookies

ECONOMIC DEVELOPMENT

G. ERIC KNOWLES

President & CEO
Miami Dade Chamber of Commerce

ENGINEERING

JASON QUIROGA

Systems Integration Quality Engineer III
Blue Origin

ENTERTAINMENT

LILI ESTEFAN

TV Host
Univision

ENTREPRENEURSHIP

FELIPE VALLS

Owner
Valls Group, Inc.

FINANCIAL SERVICES

MANUEL J. ESCOBIO

Managing Director
Merrill Private Wealth Management

NON-PROFIT

JUAN MARTINEZ

VP/CFO and Treasurer
John S. and James L. Knight Foundation

PUBLIC SERVICE

KEVIN MARINO CABRERA

Commissioner
Miami-Dade County, District 6





How are we doing?

TOP 25 HOTEL MARKETS

APRIL OCCUPANCY

2025 Rank	City	Apr. 2025	Apr. 2024	% Change 25 vs 24
1	New York	84.8%	84.4%	0.5%
2	Miami-Dade	80.4%	78.6%	2.3%
3	Las Vegas	79.2%	83.9%	-5.6%
4	Oahu Island	77.9%	76.4%	2.0%
5	Boston	76.2%	76.1%	0.1%
6	Tampa Bay	74.8%	74.8%	-0.1%
7	San Diego	74.2%	76.5%	-3.0%
8	Los Angeles	73.3%	70.1%	4.5%
9	Orlando	73.0%	71.5%	2.1%
10	Washington, DC	73.0%	76.8%	-5.0%
11	Phoenix	71.4%	76.7%	-7.0%
12	Anaheim	70.8%	70.0%	1.1%
13	San Francisco	69.6%	61.1%	14.0%
14	Nashville	69.4%	73.3%	-5.3%
15	Dallas	68.4%	71.6%	-4.5%
16	Philadelphia	67.0%	70.6%	-5.2%
17	Seattle	66.7%	67.0%	-0.6%
18	New Orleans	66.2%	69.9%	-5.3%
19	Denver	65.6%	67.8%	-3.3%
20	Chicago	65.6%	64.6%	1.6%
21	Atlanta	65.1%	67.5%	-3.5%
22	Saint Louis	63.8%	63.9%	-0.1%
23	Houston	62.5%	65.0%	-3.9%
24	Minneapolis	60.9%	59.3%	2.7%
25	Detroit	57.4%	58.8%	-2.5%

Source: STR

TOP 25 HOTEL MARKETS

APRIL ROOM RATE

2025 Rank	City	Apr. 2025	Apr. 2024	% Change 25 vs 24
1	New York	\$319.77	\$300.35	6.5%
2	Oahu Island	\$281.72	\$274.59	2.6%
3	Miami-Dade	\$253.02	\$239.04	5.8%
4	Boston	\$239.14	\$234.11	2.1%
5	San Francisco	\$227.44	\$188.72	20.5%
6	Orlando	\$223.44	\$209.42	6.7%
7	Las Vegas	\$217.07	\$196.81	10.3%
8	Tampa Bay	\$209.40	\$192.97	8.5%
9	Washington, DC	\$209.19	\$213.40	-2.0%
10	San Diego	\$208.09	\$206.48	0.8%
11	Anaheim	\$199.21	\$202.71	-1.7%
12	Los Angeles	\$197.46	\$192.35	2.7%
13	Phoenix	\$194.40	\$204.52	-4.9%
14	New Orleans	\$182.89	\$184.55	-0.9%
15	Nashville	\$181.06	\$189.14	-4.3%
16	Seattle	\$159.13	\$157.33	1.1%
17	Chicago	\$157.89	\$150.96	4.6%
18	Philadelphia	\$153.75	\$163.98	-6.2%
19	Denver	\$148.14	\$149.15	-0.7%
20	Dallas	\$134.69	\$141.10	-4.5%
21	Saint Louis	\$128.82	\$130.63	-1.4%
22	Atlanta	\$128.32	\$127.54	0.6%
23	Minneapolis	\$127.66	\$131.51	-2.9%
24	Houston	\$125.14	\$119.10	5.1%
25	Detroit	\$123.47	\$126.42	-2.3%

Source: STR

TOP 25 HOTEL MARKETS

JAN - APR OCCUPANCY

2025 Rank	City	Jan - Apr. 2025	Jan - Apr. 2024	% Change 25 vs 24
1	Miami-Dade	82.1%	81.2%	1.2%
2	Tampa Bay	80.8%	75.9%	6.4%
3	Oahu Island	78.8%	79.4%	-0.9%
4	New York	77.6%	77.2%	0.6%
5	Las Vegas	76.7%	80.7%	-5.0%
6	Orlando	75.9%	75.6%	0.5%
7	Phoenix	74.7%	76.8%	-2.7%
8	Los Angeles	71.6%	68.7%	4.3%
9	San Diego	70.7%	71.6%	-1.3%
10	Anaheim	69.8%	68.0%	2.6%
11	Dallas	65.6%	65.8%	-0.3%
12	Boston	65.3%	65.4%	-0.1%
13	New Orleans	64.8%	66.9%	-3.1%
14	Washington, DC	64.4%	65.2%	-1.2%
15	San Francisco	64.2%	60.2%	6.6%
16	Atlanta	63.9%	64.0%	-0.1%
17	Nashville	62.3%	64.8%	-3.9%
18	Seattle	62.1%	62.5%	-0.7%
19	Houston	61.4%	62.2%	-1.3%
20	Denver	60.1%	62.3%	-3.4%
21	Philadelphia	59.4%	58.0%	2.4%
22	Saint Louis	56.2%	54.6%	2.9%
23	Chicago	55.5%	54.6%	1.6%
24	Minneapolis	52.2%	50.3%	3.8%
25	Detroit	52.0%	53.4%	-2.5%

Source: STR

TOP 25 HOTEL MARKETS

JAN - APR ROOM RATE

2025 Rank	City	Jan - Apr. 2025	Jan - Apr. 2024	% Change 25 vs 24
1	Oahu Island	\$284.17	\$281.45	1.0%
2	Miami-Dade	\$274.90	\$266.97	3.0%
3	New York	\$262.11	\$249.31	5.1%
4	San Francisco	\$241.93	\$225.89	7.1%
5	Orlando	\$221.03	\$212.63	3.9%
6	Phoenix	\$216.70	\$217.57	-0.4%
7	New Orleans	\$214.29	\$182.48	17.4%
8	Tampa Bay	\$208.90	\$197.65	5.7%
9	Las Vegas	\$207.38	\$219.21	-5.4%
10	Anaheim	\$202.80	\$204.10	-0.6%
11	San Diego	\$201.15	\$197.78	1.7%
12	Washington, DC	\$197.52	\$185.33	6.6%
13	Boston	\$195.85	\$192.98	1.5%
14	Los Angeles	\$194.31	\$191.96	1.2%
15	Nashville	\$170.35	\$170.55	-0.1%
16	Seattle	\$152.76	\$150.75	1.3%
17	Philadelphia	\$142.47	\$141.29	0.8%
18	Chicago	\$141.02	\$134.67	4.7%
19	Denver	\$135.48	\$135.01	0.3%
20	Dallas	\$134.02	\$132.60	1.1%
21	Atlanta	\$129.89	\$125.15	3.8%
22	Houston	\$125.63	\$119.64	5.0%
23	Minneapolis	\$123.01	\$125.50	-2.0%
24	Saint Louis	\$122.30	\$121.32	0.8%
25	Detroit	\$118.60	\$117.40	1.0%

Source: STR

TOP 25 HOTEL MARKETS

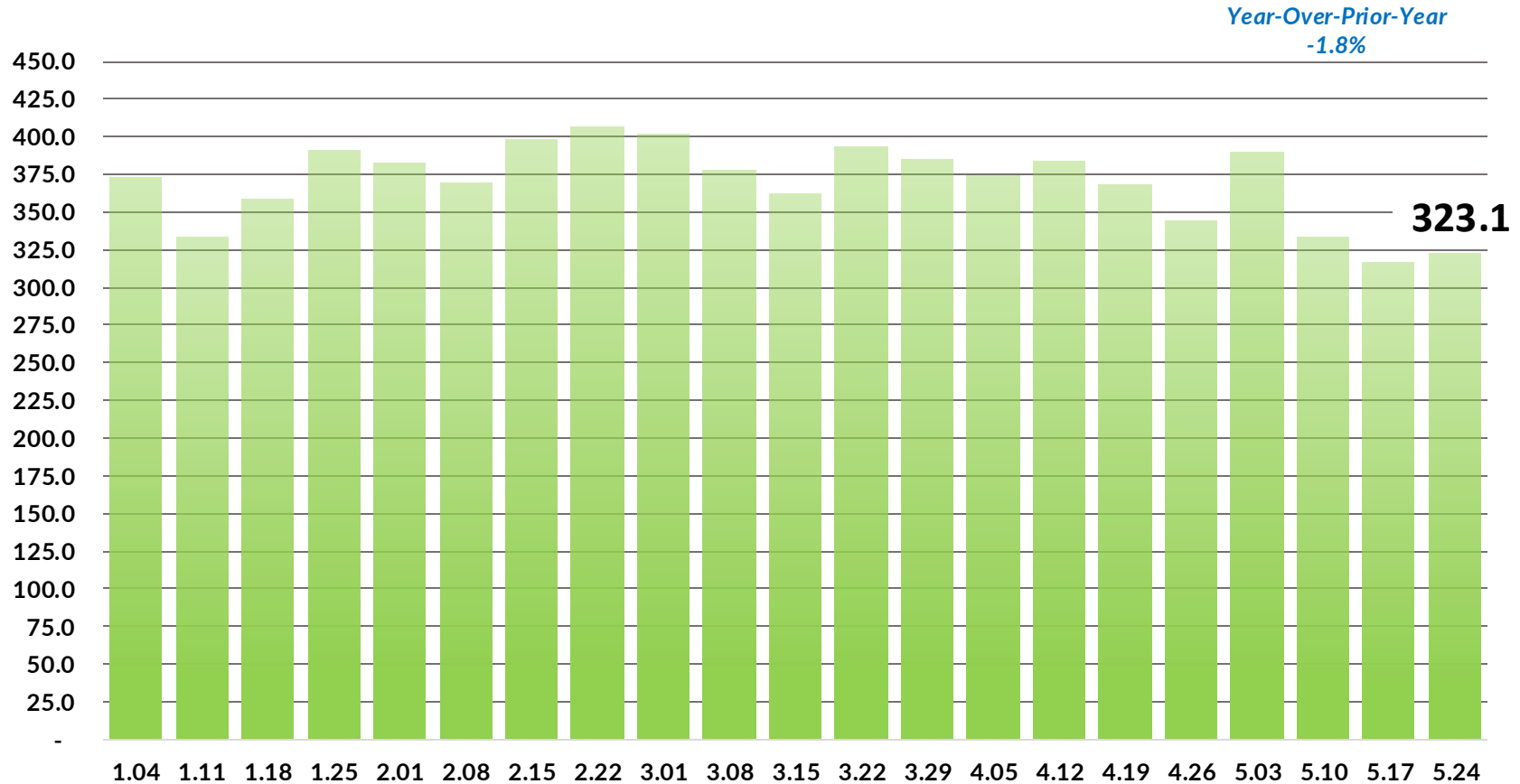
JAN - APR REVPAR

2025 Rank	City	Jan - Apr. 2025	Jan - Apr. 2024	% Change 25 vs 24
1	Miami-Dade	\$225.71	\$216.65	4.2%
2	Oahu Island	\$223.81	\$223.58	0.1%
3	New York	\$203.49	\$192.36	5.8%
4	Tampa Bay	\$168.73	\$150.01	12.5%
5	Orlando	\$167.78	\$160.68	4.4%
6	Phoenix	\$161.82	\$167.03	-3.1%
7	Las Vegas	\$158.98	\$176.86	-10.1%
8	San Francisco	\$155.23	\$136.01	14.1%
9	San Diego	\$142.14	\$141.57	0.4%
10	Anaheim	\$141.52	\$138.81	2.0%
11	Los Angeles	\$139.20	\$131.91	5.5%
12	New Orleans	\$138.95	\$122.05	13.8%
13	Boston	\$127.97	\$126.26	1.4%
14	Washington, DC	\$127.21	\$120.75	5.3%
15	Nashville	\$106.06	\$110.48	-4.0%
16	Seattle	\$94.81	\$94.23	0.6%
17	Dallas	\$87.91	\$87.26	0.7%
18	Philadelphia	\$84.61	\$81.95	3.2%
19	Atlanta	\$83.05	\$80.10	3.7%
20	Denver	\$81.49	\$84.10	-3.1%
21	Chicago	\$78.25	\$73.56	6.4%
22	Houston	\$77.14	\$74.39	3.7%
23	Saint Louis	\$68.72	\$66.24	3.7%
24	Minneapolis	\$64.17	\$63.08	1.7%
25	Detroit	\$61.71	\$62.68	-1.5%

Source: STR

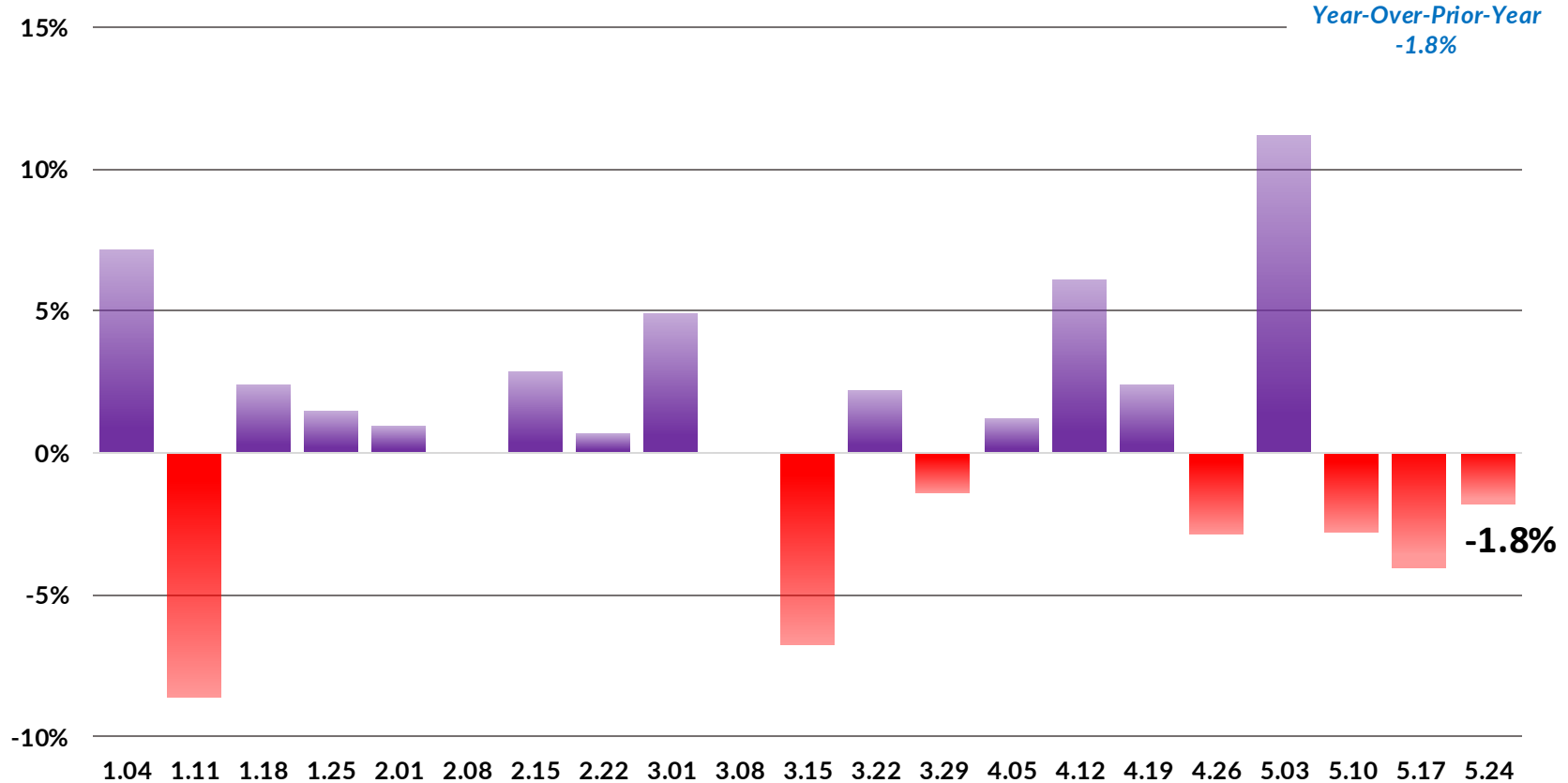
Miami-Dade County Weekly Hotel Demand

Rooms Sold (in 1,000s)

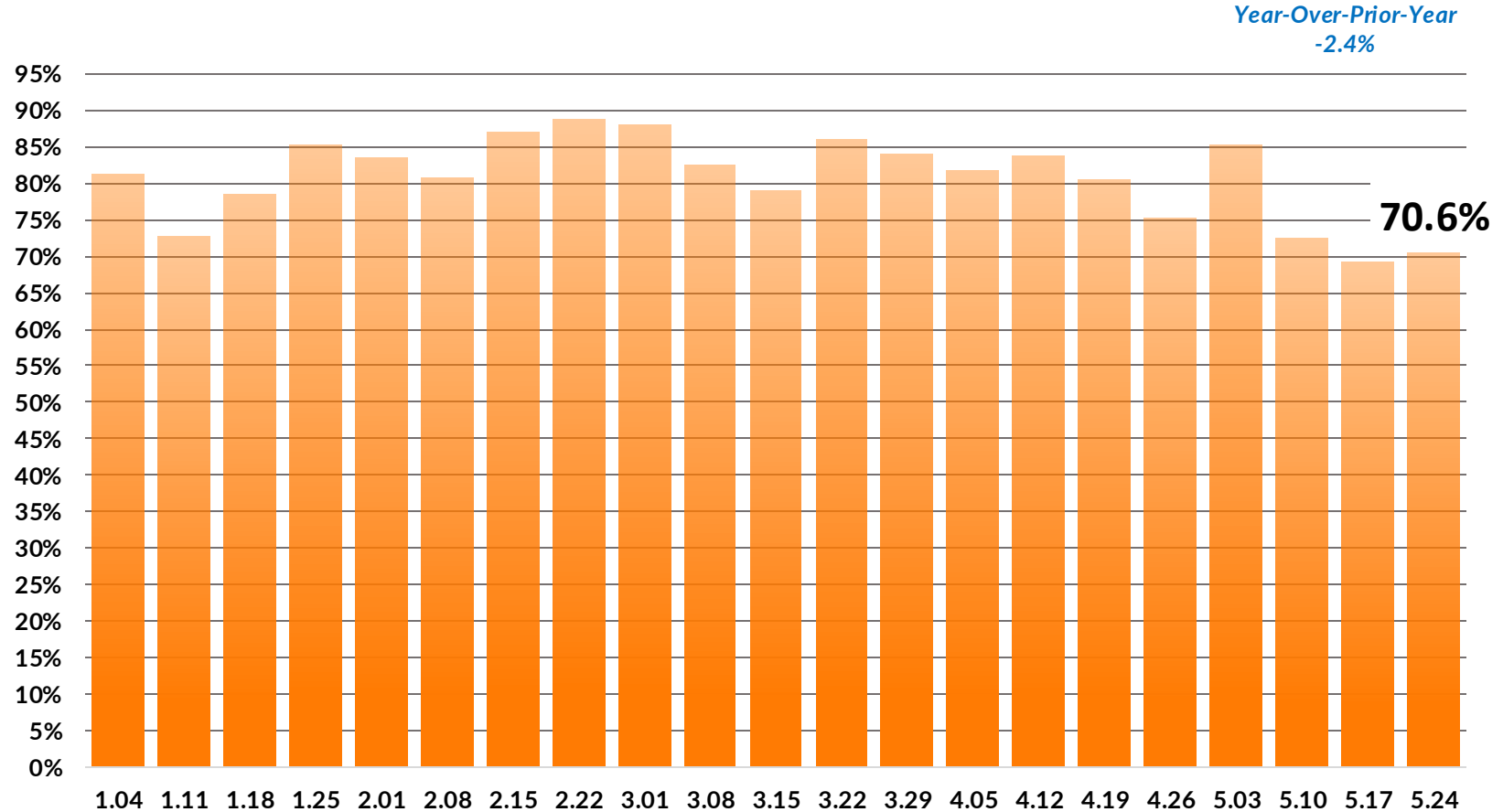


Miami-Dade County Weekly Hotel Demand

Rooms Sold % Change Year over Prior Year

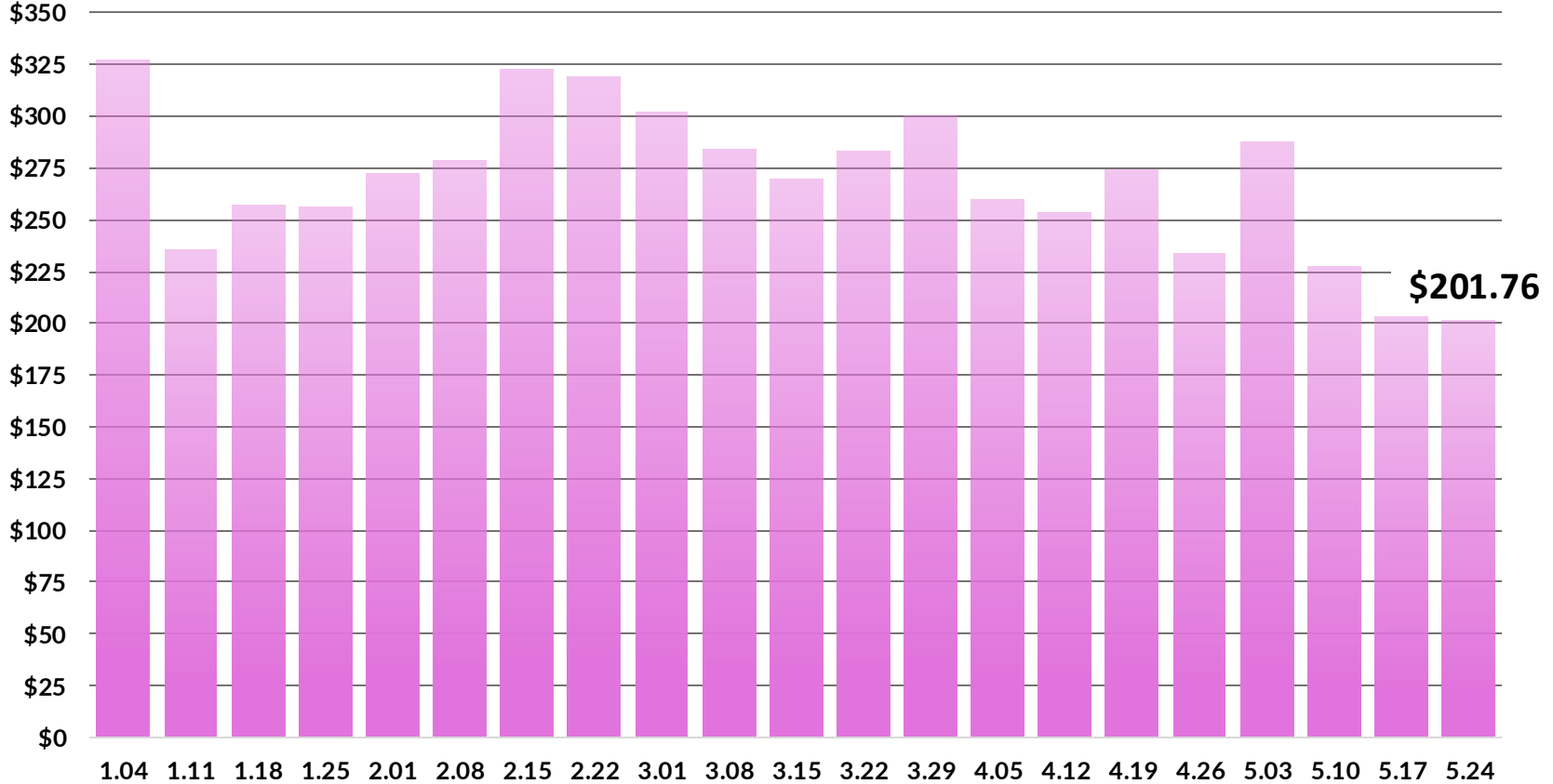


Miami-Dade County Weekly Hotel Occupancy (%)

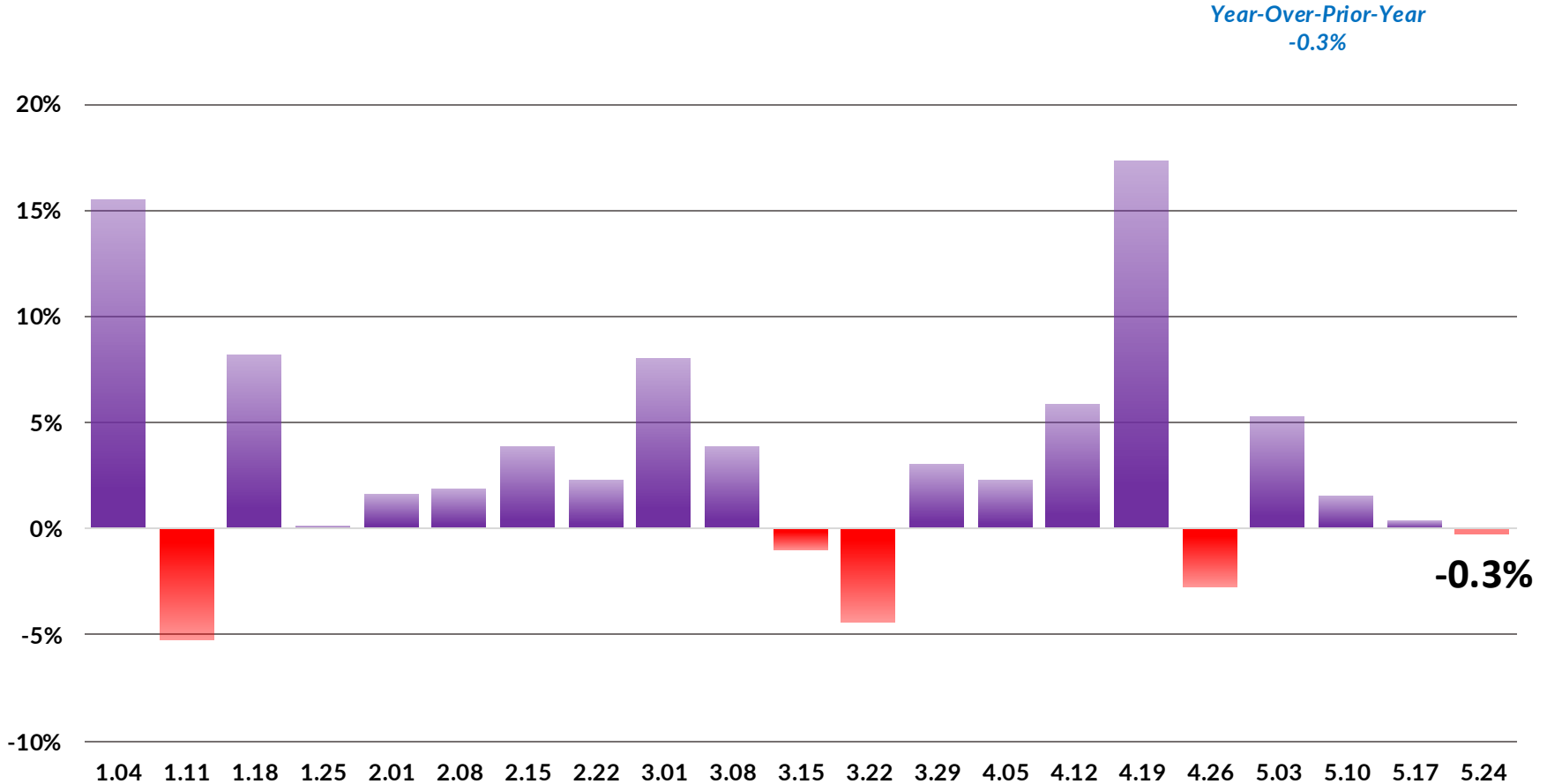


Miami-Dade County Weekly Hotel Average Daily Rate (ADR)

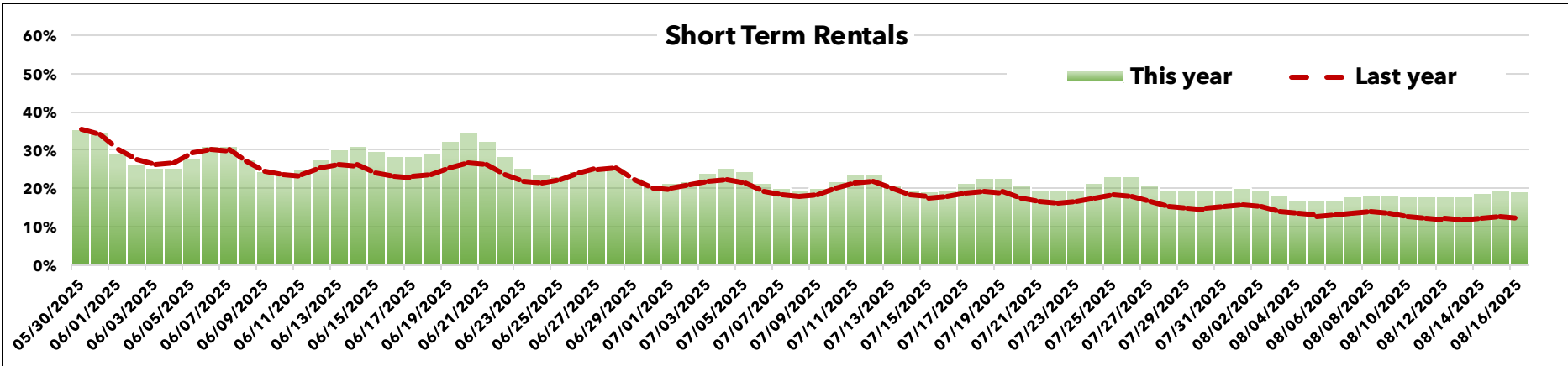
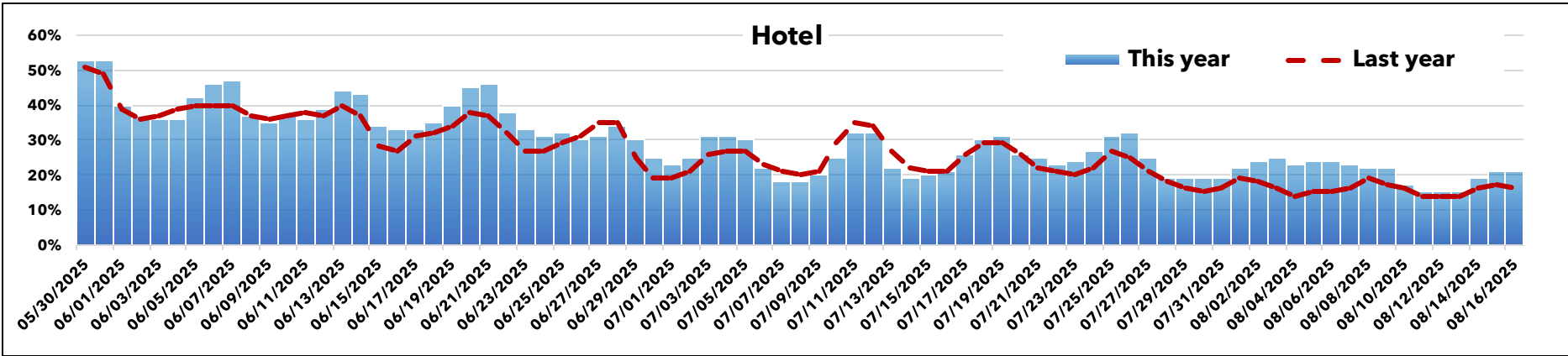
Year-Over-Prior-Year
-0.3%



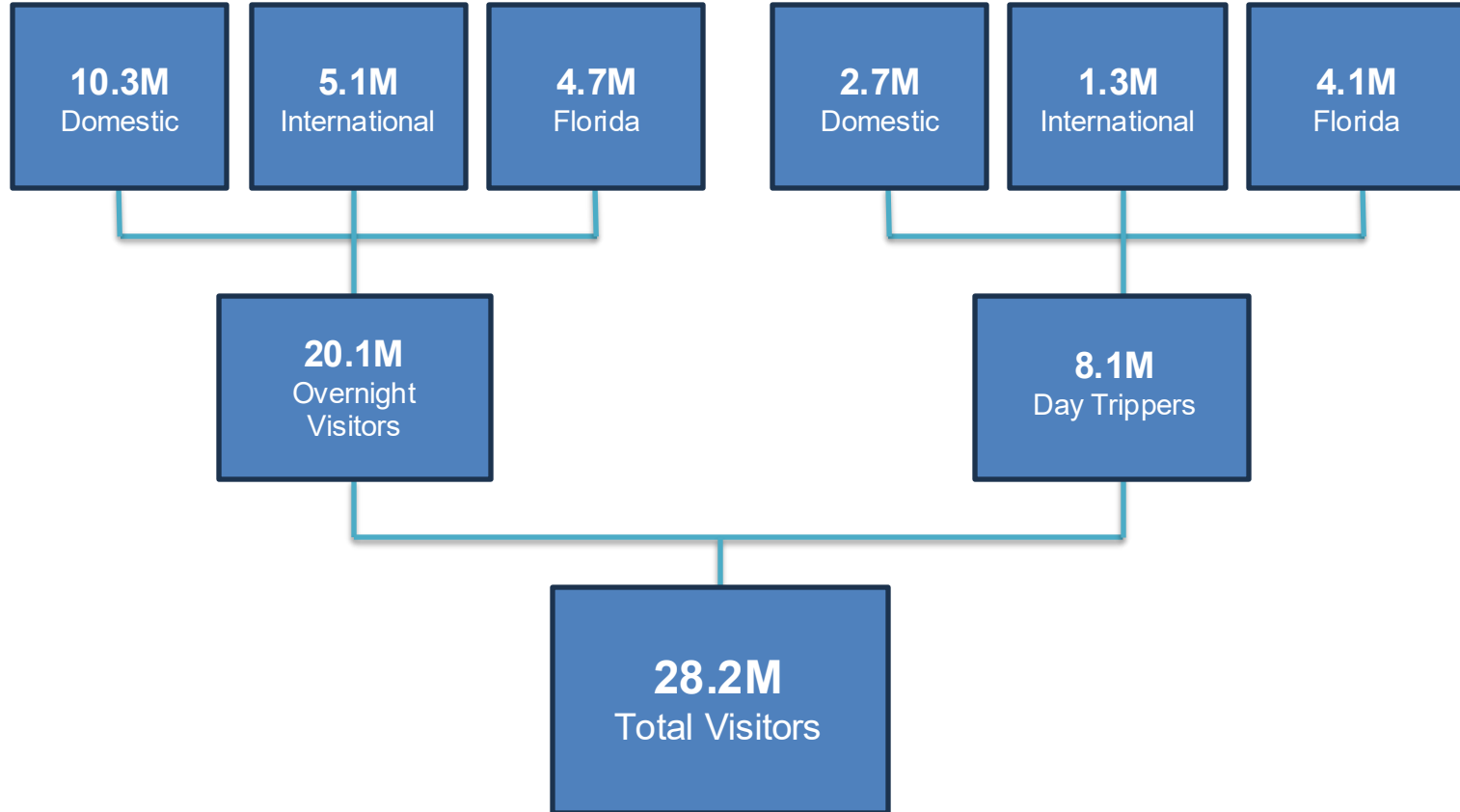
Miami-Dade County Weekly Hotel ADR % Change Year Over Year



Miami-Dade County Weekly Reserved Occupancy As of May 25, 2025



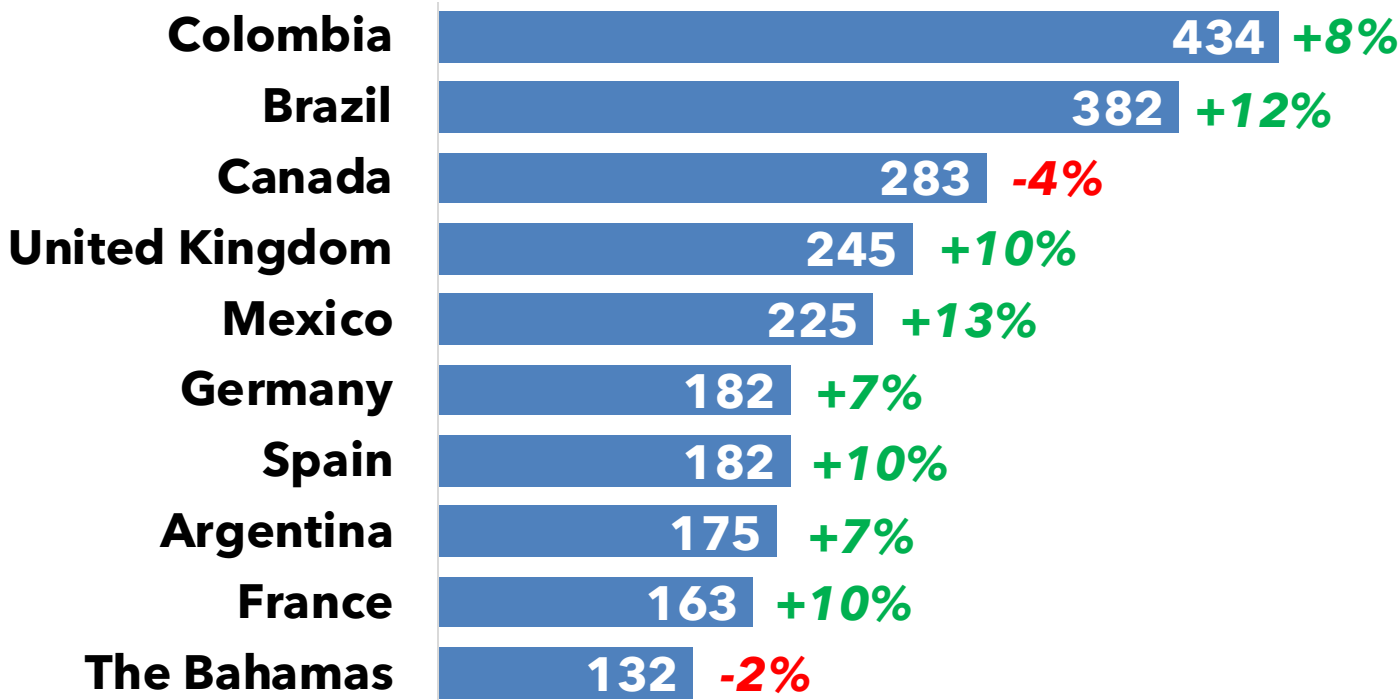
Greater Miami and Miami Beach Visitors - 2024



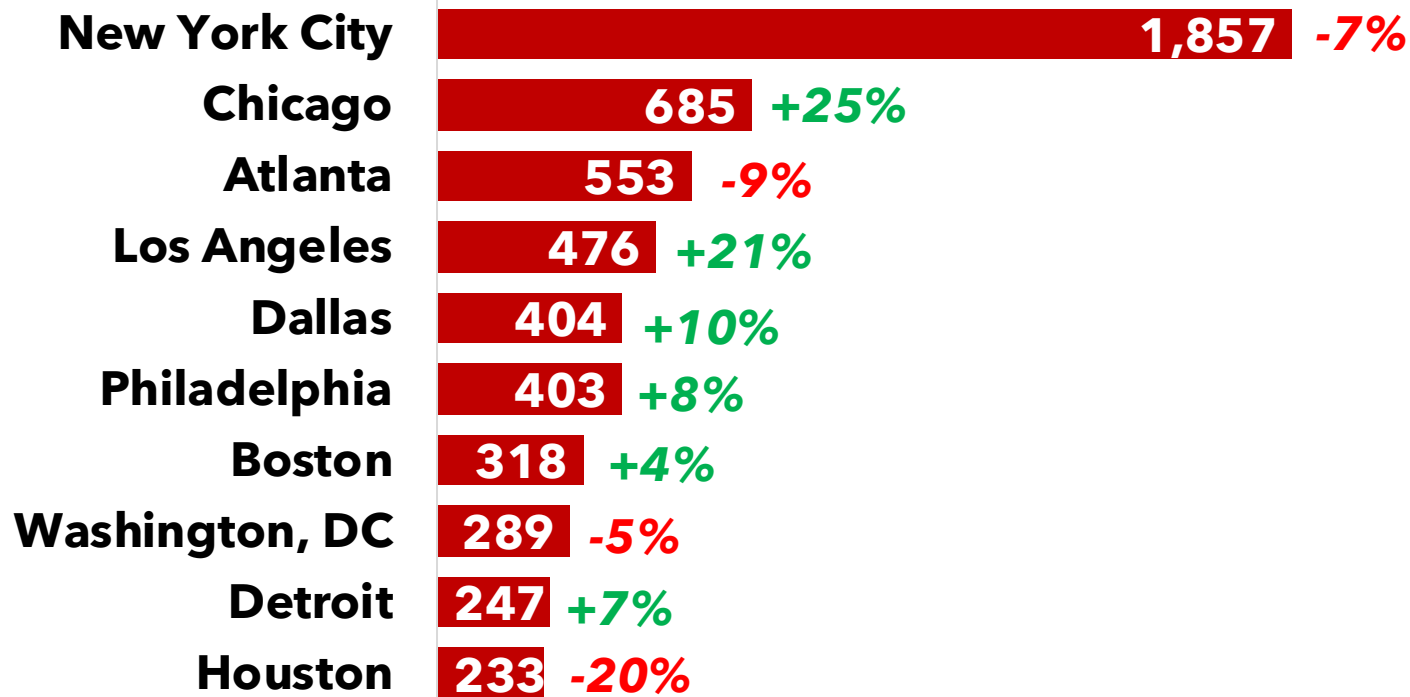
Greater Miami & Miami Beach
Overnight Visitors (1,000s)

	2021	2022	2023	2024	2024 v 2023
Domestic Overnight Visitors	8,719	10,369	10,031	10,281	2%
International Overnight Visitors	3,747	4,743	4,905	5,133	5%
Florida Resident Overnight Visitors	3,450	4,057	4,362	4,694	8%
Total Overnight Visitors	15,915	19,169	19,298	20,107	4%

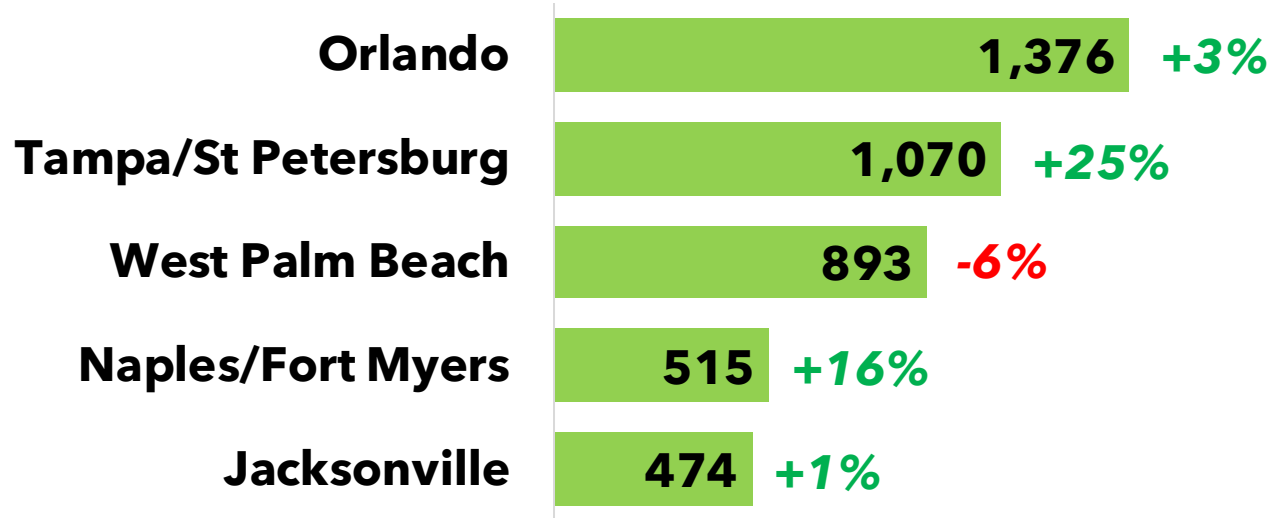
2024 Top 10 International Overnight Visitor Markets (in 1,000s)



2024 Top 10 Domestic Overnight Visitor Markets (in 1,000s)



2024 Top 10 Florida Resident Overnight Markets (in 1,000s)



Total Visitor Spend - 2024					
Segment	2021 (\$B)	2022 (\$B)	2023 (\$B)	2024 (\$B)	Variance to 2023 (%)
Domestic	\$9.8	\$11.4	\$10.7	\$11.0	+3%
International	\$6.5	\$6.1	\$6.6	\$7.0	+5%
FL Resident	\$3.0	\$3.4	\$3.8	\$4.0	+5%
Total	\$19.2	\$20.8	\$21.1	\$22.0	+4%



2024 - Another Record Year

55.9 million total passengers (+3.5%)

Highest-ever passenger count / 3rd consecutive record year

25.2 million international travelers (+6.8%)



PORTMIAMI™

2024 – Another Record Year

8.2 million total cruise passenger (+12.8%)

Highest-ever passenger count / 2nd consecutive record year

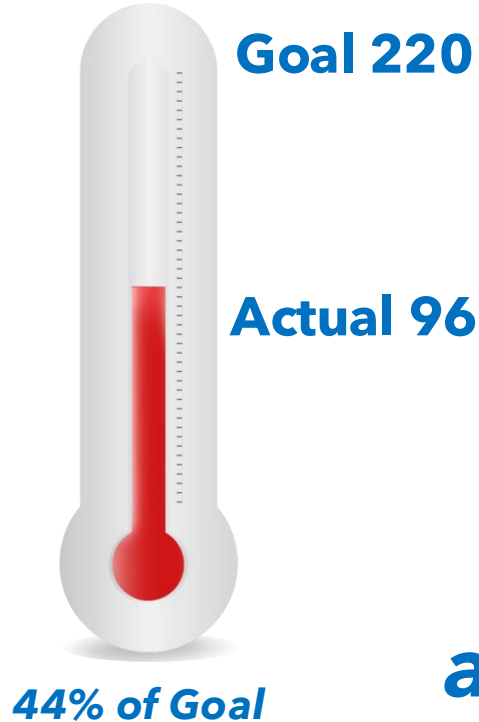


GMCVBResearch.com

Thank You Partners

Partnership Update - Oct 2024 to Apr 2025

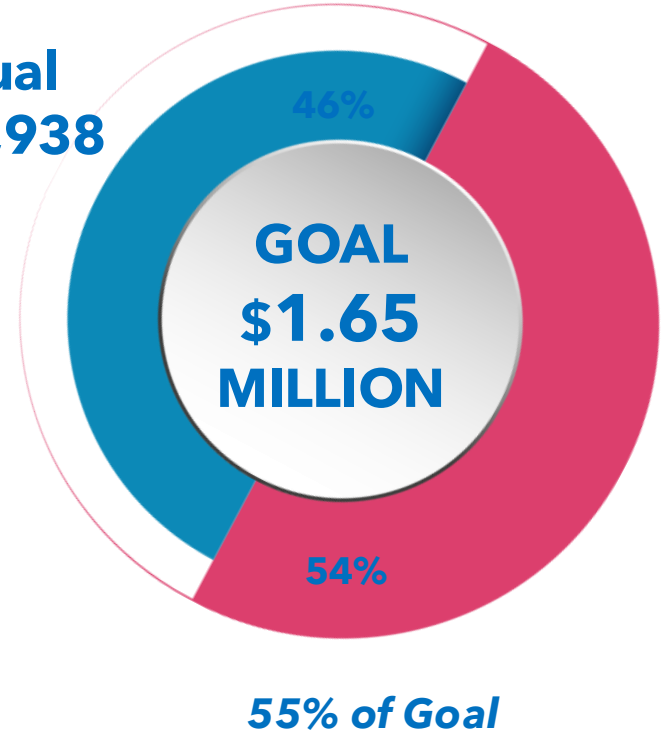
New Partners to Date



Partner Dues Revenue to Date

Actual
\$899,938

1,015
Partners
as of May 1



New Members since October 1, 2024 - Welcome!

- 107 Taste Asian Restaurant • A Joy Wallace Catering, Design and Special Events • a'Riva • Aloft Coral Gables
- Aloha Fridays Hotel • Andres Carne de Res Miami • ARCANO - Sabores de Esencia Hispana • Arya Hotel and Suites
 - Athena Global Advisors • B&B Hotel Miami Airport • Beach Plaza Hotel • Best Day Brewing
- Best Western Plus Miami Executive Airport Hotel & Suites • Blackhawk Network - Restaurant Finder • Bonsai Sushi Bar
 - Cadet Hotel • Candlewood Suites Miami Exec Airport – Kendall • Casa Madera • Cavalier South Beach Hotel
- Chef Christian Ilc • Claudie Restaurant • Comfort Inn and Suites Miami international Airport • Compost & Glass For Life
 - Conex Exhibition Services LLC • Dragonfly Expeditions • Earls Miami Worldcenter • EES Agency • Ensenada Miami
 - Event More • Event Services Group Florida • Feel One World • FHTglobal • Flamingo Bus Miami Tours
- Florida Meeting Services • FPL Solar Amphitheater at Bayfront Park • Fractal Studio Corp • Gato Gordo Gallery
 - Global Allure USA LLC • Global Empowerment Mission • Global Luxury Suites at The Variety • GravyWork Inc
 - Grove 27 by Roami • GuideAlong • Habitat Brickell by Roami • Hereford Grill • Hip Rock Star Advertising
 - Home2 Suites by Hilton • Hotel Henrosa • Il Pizzaiolo - Neapolitan Pizzeria
 - La Grande Boucherie Miami • Los Virtuality - Interactive Entertainment
- M2 Miami • Mad Club • Mad Live • Mangrove • Mela Water • Mews • Mimi Chinese
 - Mister W Full Service Concierge LLC • Motek 27 Miami Beach • Motek Aventura
 - Motek South Beach • North South Net, Inc • Novatore Cucina & Bar
- Nuitee • Nusr-Et Steakhouse Miami • Oceanside Hotel • Oneder, Inc. • Ossobuco Coconut Grove
- Petty International Tours • Price 4 Limo Miami • Regency Miami Airport by Sonesta • Residence Inn Doral Mall Area
- Seaside Apartment Hotel • Sentral Alea Miami • Sentral Wynwood • Shiso • Sir Winston • Sixty Vines • Sky Tours Miami
- SORA by Hotel Collection • STK Steakhouse Aventura • Surfrider Foundation Miami Chapter • Suviche Hospitality Group
 - The Daydrift • The Local House • The Miami Womans Club • The Mutiny Hotel • The Shelborne by Proper
- The Surf Club Restaurant • The Tourism Lab • Think Creative Production House LLC • Topgolf Miami Gardens • VIP Global
 - Vital Beverage • Waldorf Towers • Waterside Hotel • Wynwood Chamber of Commerce

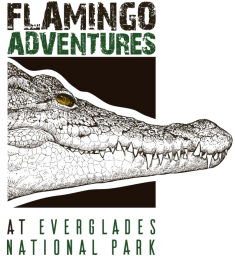
Corporate Partners



Corporate Partners



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H.O.T. CHALLENGE**

H.O.T. Challenge Sponsors

PLATINUM - \$10,000



GOLD - \$8,500

ANDAZ Miami Beach
Show Technology Inc.

SILVER - \$5,000

American Airlines
Carnival Cruise Line
Embassy Suites by Hilton Miami Airport
Encore Global

Fontainebleau Miami Beach
rbb Communications
Republica Havas
Sunny Isles Tourism & Marketing Council

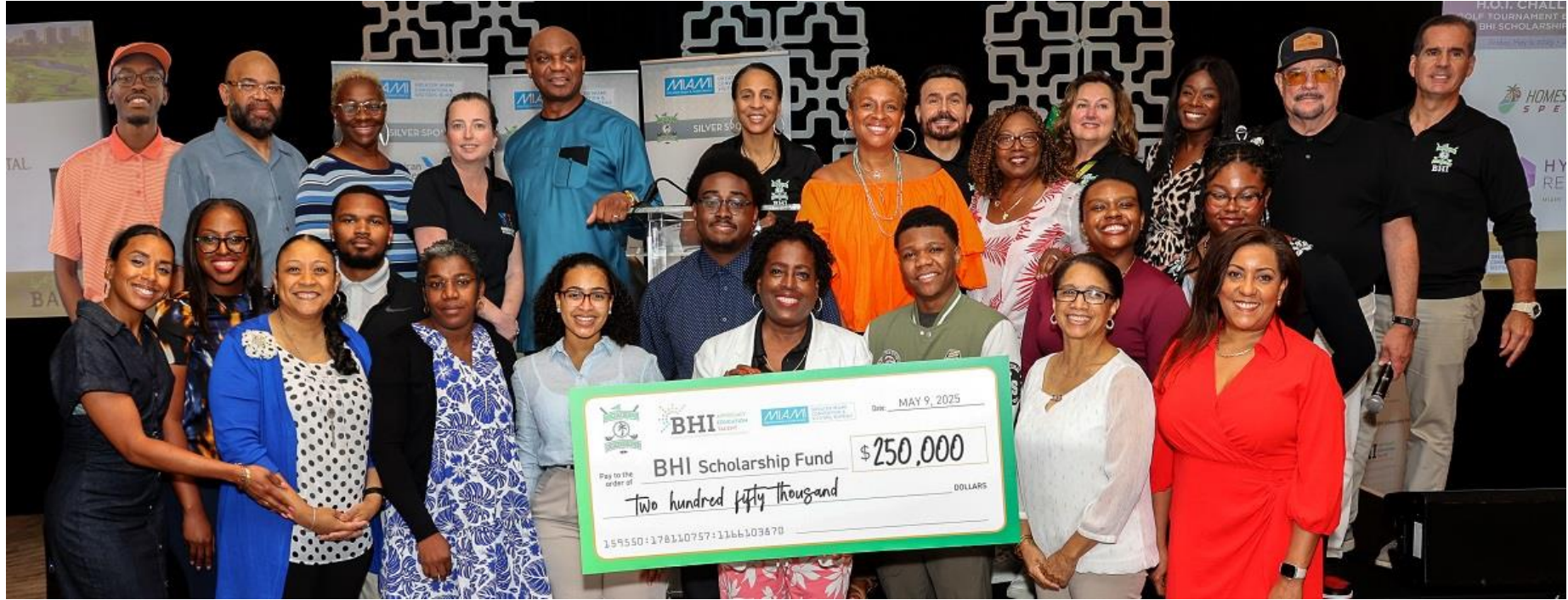
BRONZE - \$3,800

The Beacon Council Foundation
The Betsy Hotel
Black Owned Media Alliance
Brown & Brown Insurance
EAST Miami
Eden Roc + NOBU Miami Beach
Expedia Group
First Horizon
FIU Chaplin School of Hospitality
Goldman Properties
Greater Miami & the Beaches Hotel Assoc.
Greater Miami Chamber of Commerce

Greenberg Traurig
Homestead Miami Speedway
Hyatt Regency Miami
Intercontinental Hotel Miami
Joe's Stone Crab
JRM Construction Management
Kiwanis Club of Little Havana
Loews Miami Beach Hotel
Logan Capital Management
Miami Beach Convention Center
Miami Dolphins
Miami Lakes Hotel

Miami Marlins
Miami Marriott Biscayne Bay Hotel
Ocean Bank
Orange Bowl Committee
Overtown Children & Youth Coalition
Pinnacle Live!
Royal Palm South Beach Hotel
Think Hospitality
United Airlines
Vaughan Nelson

HOT Challenge Record Fundraising - \$250,000





ORGANIZED BY THE GREATER MIAMI CONVENTION & VISITORS BUREAU

Keys to Success



Total Miami Beach Convention Center Production

October 2024 by end of May 2025



Total Definite Bookings: 9



Total Room Nights: 46,978



**Total Economic Impact:
\$95,218,141.51**

New Miami Beach Convention Center City-Wide Bookings

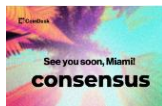
October 2024 through end of May 2025



17TH World Architecture Festival

Dates: 11/8-15/2025

Total Room Nights : 2,105



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



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



The Aesthetics MEET

Dates: 4/15-18/2027

Total Room Nights: 6,272



iConnections Global Alts

Dates: 2/19-28/2026

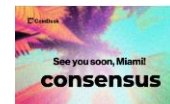
Total Room Nights: 6,597



PCMA Convening Leaders

Dates: 1/8-13/2027

Total Room Nights: 1,790



Coindesk Consensus

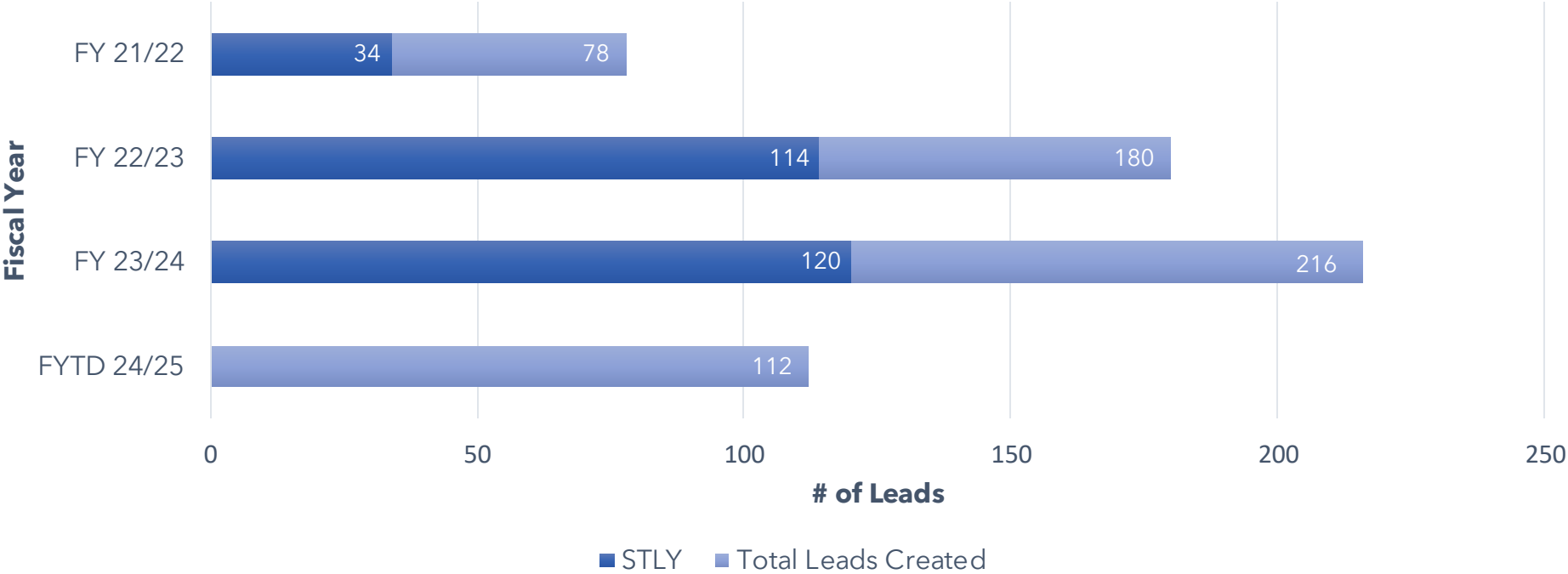
Dates: 5/3-6/2027

Total Room Nights: 4,500

Hot Tentatives

#	Account Name	Lead Name	Mtg Start	Mtg End	Peak	Rmnts	Show Attendees
1	AVEVA	AVEVA IGNITE	1/31/2026	2/5/2026	1,200	4,800	1,500
2	Salesforce, Inc.	Salesforce	5/13/2026	5/22/2026	3,000	9,580	3,000
3	Realcomm	Realcomm IBcon	6/5/2026	6/11/2026	500	1,750	1,200
4	Verkada	VerkadaOne	8/28/2026	9/4/2026	1,560	3,950	2,000
5	Burger King Corporation	Burger King Restaurant Owner Mtg	10/5/2026	10/11/2026	800	2,300	1,200
6	The International Air Cargo Association	TIACA Air Cargo Forum	10/22/2026	10/29/2026	600	2,400	1,000
7	Adobe Inc.	Adobe MAX	11/5/2026	11/13/2026	4,000	16,400	10,000
8	Informa Markets	CPHI	5/23/2027	5/29/2027	600	1,800	1,000
9	Salesforce, Inc.	Salesforce	6/10/2027	6/19/2027	3,000	9,580	3,000
10	International Gay & Lesbian Travel Association	IGLTA	10/2/2027	10/10/2027	500	2,122	2,400
11	Bitcoin	Bitcoin Miami	4/18/2028	4/24/2028	1,500	6,145	20,000
12	American Public Transportation Association (APTA)	Rail Conference	6/19/2028	6/29/2028	1,015	4,335	1,300
13	Delta Sigma Theta Sorority Inc	Southern Regional Conference	8/14/2028	8/21/2028	1,800	5,795	3,000
14	American Academy of Dermatology	Annual Meeting	3/19/2029	3/27/2029	7,000	30,660	19,000
15	American Planning Association (APA)	Annual Convention	4/25/2029	5/3/2029	1,650	6,330	5,000
16	Building Owners & Managers Association	International Conference & Expo	6/20/2029	6/28/2029	1,500	5,100	2,500
17	Cisco Systems, Inc.	Cisco Partner Summit	11/1/2029	11/9/2029	2,600	11,778	3,000
18	The Aesthetic Society	The Aesthetic MEET	4/21/2030	4/30/2030	1,600	6,272	3,000
19	American Association of Orthodontists	AAO Annual Session	4/25/2033	5/2/2033	4,000	14,480	19,000

Miami Beach Convention Center Tentative Leads



* As of May 20, 2025

Miami Beach Convention Center Annuals

#	Account Name	Booking Name	Month	Peak	Rmnts	Attendees
1	Emerald Expositions, LLC (OMBAS)	Miami Beach Antique Show	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	10	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

In-Hotel Sales Production

October 2024 through end of May 2025



Total Sales Leads: 1,839



Total Definite Bookings: 467



Total Room Nights: 245,197

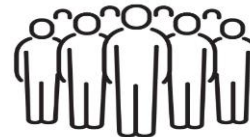


Marketing Efforts by the Numbers (Oct 1, 2024 - April 30, 2025)



50+

Campaign reach in
International markets



202M

Media Impressions



259K

**Attributable Hotel
Bookings
+28%**



1:12

Average Engagement
Time



5.9M

Visitor Sessions



25,073

Travel Agents Trained



12M

Page views

Marketing Communications by the Numbers (Oct 2024 - Apr 2025)



1,186

Articles Published



16.7 Billion

Earned Impressions



68

Media Hosted



\$72.1 Million

Total Earned Media Value



4.5%

Average Influencer
Engagement Rate



1.2 Million

Influencer Reach



18

Influencer Collabs

Art|Basel Miami Beach

Major Annual Events



MIAMI
INTERNATIONAL
BOAT SHOW®



Major Annual Events





ART OF BLACK

MIAMI

ORGANIZED BY
THE GREATER MIAMI
CONVENTION & VISITORS BUREAU

Transformative Sporting Events



June 14 - July 13, 2025



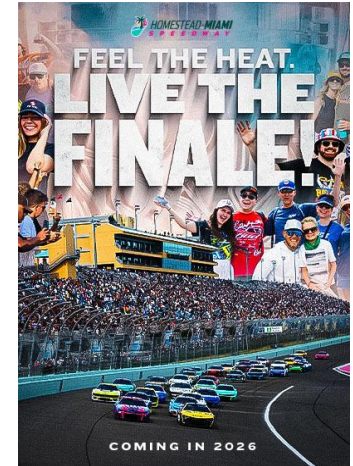
January 2, 2026



March 5 - 17, 2026



June 11 - July 19, 2026



November 6 - 8, 2026





Kathy Fernandez Rundle

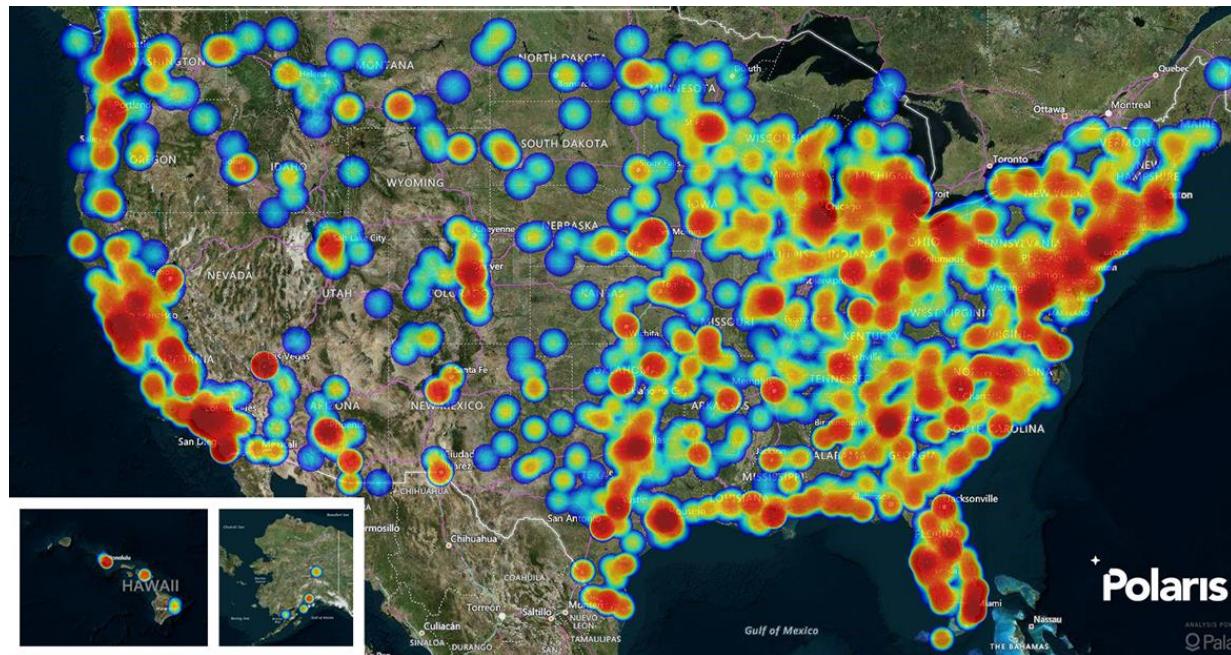
Miami-Dade State Attorney

Human Trafficking

Katherine Fernandez Rundle **State Attorney**



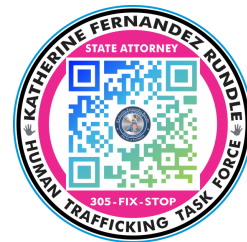
The Beginning



In 2012, as a result of national reports indicating Florida ranked #3 in the nation, and Miami-Dade ranked #1 in Florida for the number of reported Human Trafficking victims, we created a Human Trafficking Unit in our office. We, the police and service provider communities, quickly learned that we had a lot more learning to do and we needed to improve our response to HT incidents in our community.

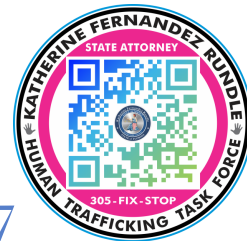
I went on a mission to learn who the victims and perpetrators were of this unspeakable modern-day slavery. With each case, we continued to learn and create better practices in the fight against Human Trafficking.

Human Trafficking Facts



- Florida Ranks #3 in the nation.
- Miami-Dade is #1 in Florida.
- Forced labor and human trafficking is a **\$150 billion** industry worldwide, and \$32 billion industry in the U.S.
- The average sex trafficking victim may be forced to have sex up to 20 or more times a day - 7 days a week.
- In the U.S., 1 in 3 runaway teens are recruited for commercial sex within **48 hours** of leaving home.
- Victims are subjected to prostitution as early as 11-13 years old.
- “Data shows that in the United States approximately 40 percent of sex trafficking victims are recruited online, making the Internet the most common place where victim recruitment takes place,” Alexandra Gelber, the Deputy Chief for Policy and Legislation at the Child Exploitation and Obscenity Section of the United States’ Department of Justice, shared.

Human Trafficking Facts in Miami-Dade County



Since the start of the unit in 2012, my office has worked with 1287 victims and has filed 906 human trafficking related cases. Our hotline has answered 2893 calls. The victim demographics from filed cases include the following:

AGE

- 36% Minors
- 64% Adults (*with the majority of the adult victims ranging between 18-24 years old.*)

LOCAL vs. NON-LOCALS

- 65% identified being a local.
- 35% identified not being a local.

SEX

- 91% Female
- 9% Male

RACE

- 37% African American
- 32% Anglo/White
- 26% Hispanic
- 5% Other

** These statistics
will vary slightly
with each new case
that is filed.*

Prior Major Events in Miami



Super Bowl LIV - 2020

- 47 Arrests
 - 20 Victims Rescued (11 out of state, 4 out of country)
-

2023 Formula 1 - Miami Grand Prix

- 65 Arrests
 - 6 Victims Rescued
-

2024 Formula 1 - Miami Grand Prix

- 50 Arrests
- 2 Victims Rescued

We Need Your Help



305 – FIX – STOP



David Whitaker

President & CEO

Greater Miami

Convention & Visitors Bureau

Today's Proceeds to Benefit:



KRISTI
HOUSE

KristiHouse.org

What Are You Thinking?

**Let's hear
from you!**

**Take out your
phone and
scan this QR
code now.**





**What word best defines
Greater Miami & Miami Beach
as a premier visitor
destination?**

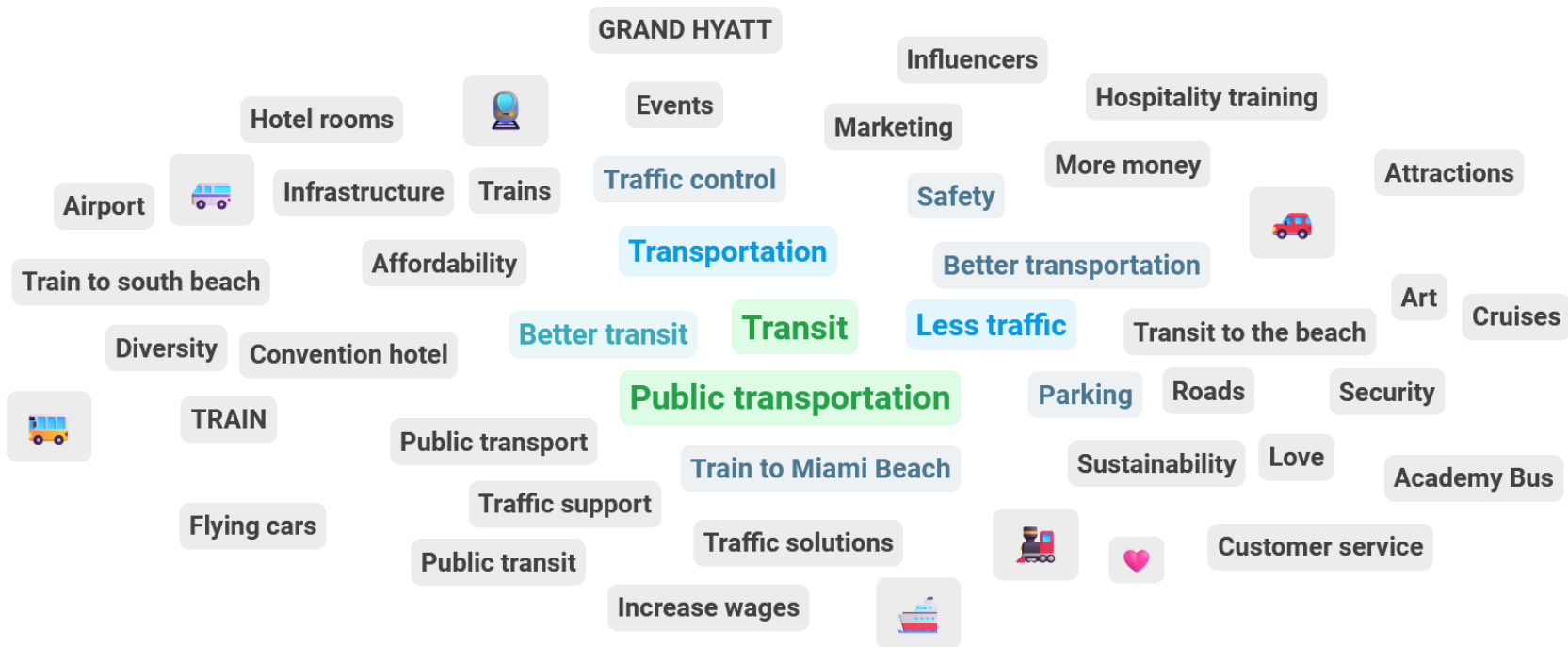




**What is Greater Miami &
Miami Beach's greatest asset
to attract visitors?**



What is needed for Greater Miami & Miami Beach to reach it's full potential as an elite visitor destination?

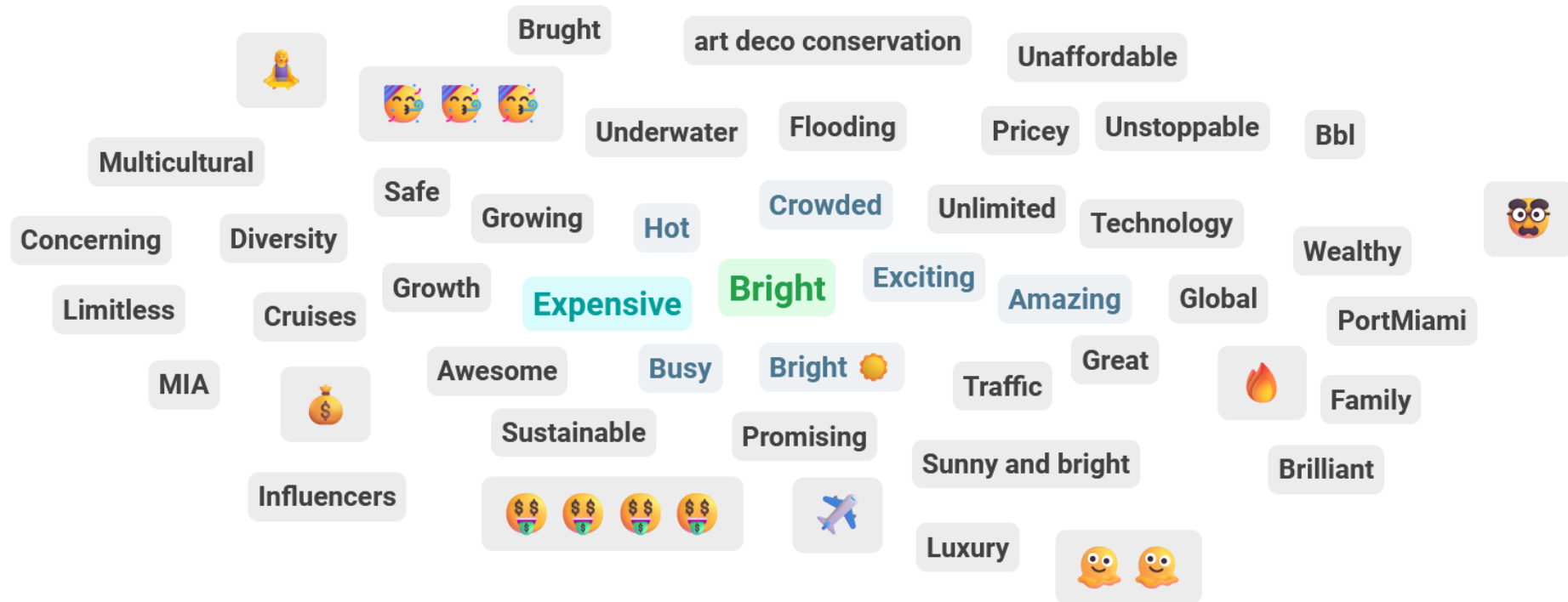




What event generates the most impactful brand awareness for Greater Miami & Miami Beach?

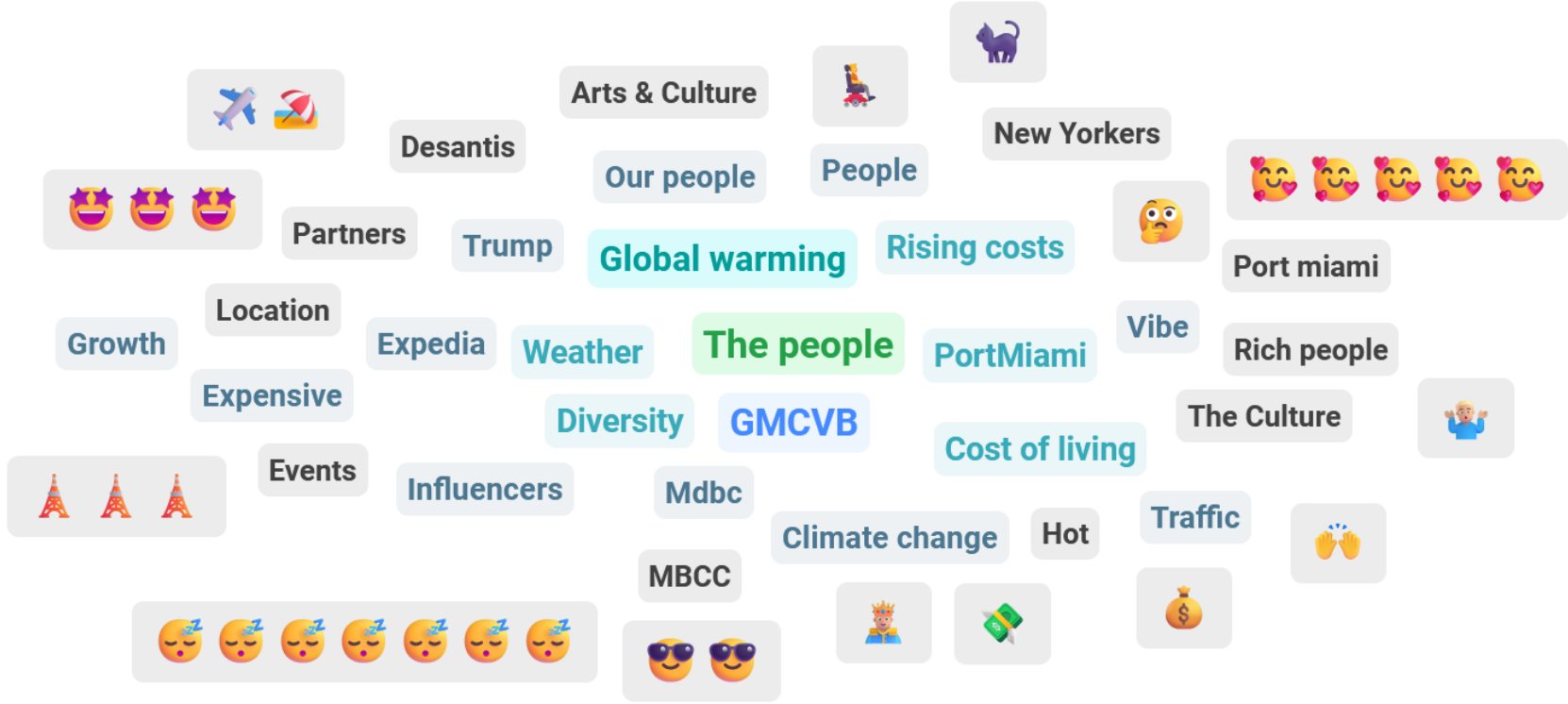


**Greater Miami & Miami
Beach's future is....?**



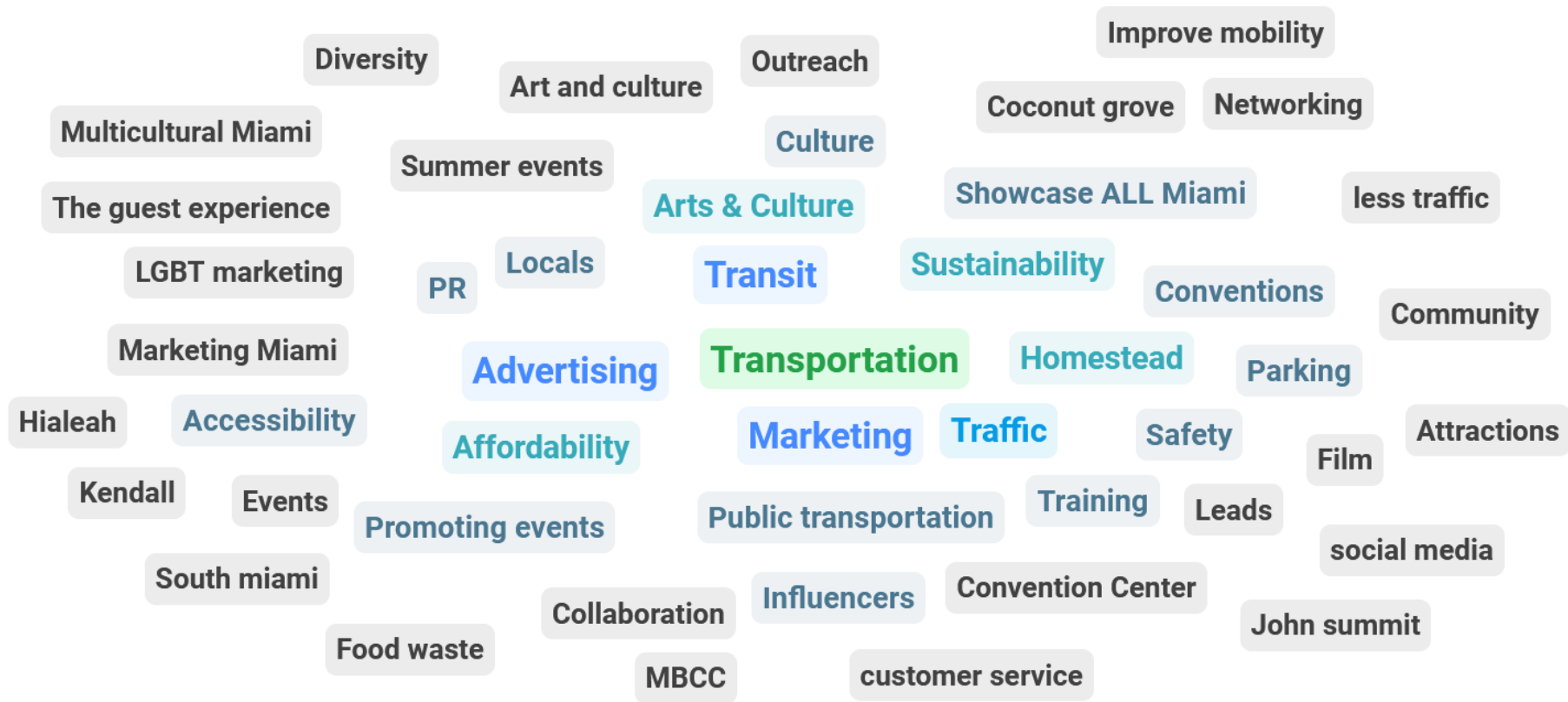


WHY?





What is the most important thing that the GMCVB should focus on?







Rolando Aedo

Chief Operating Officer
Greater Miami
Convention & Visitors Bureau

Sustainable Tourism Pillars



**Environmental &
Sustainable Operations**



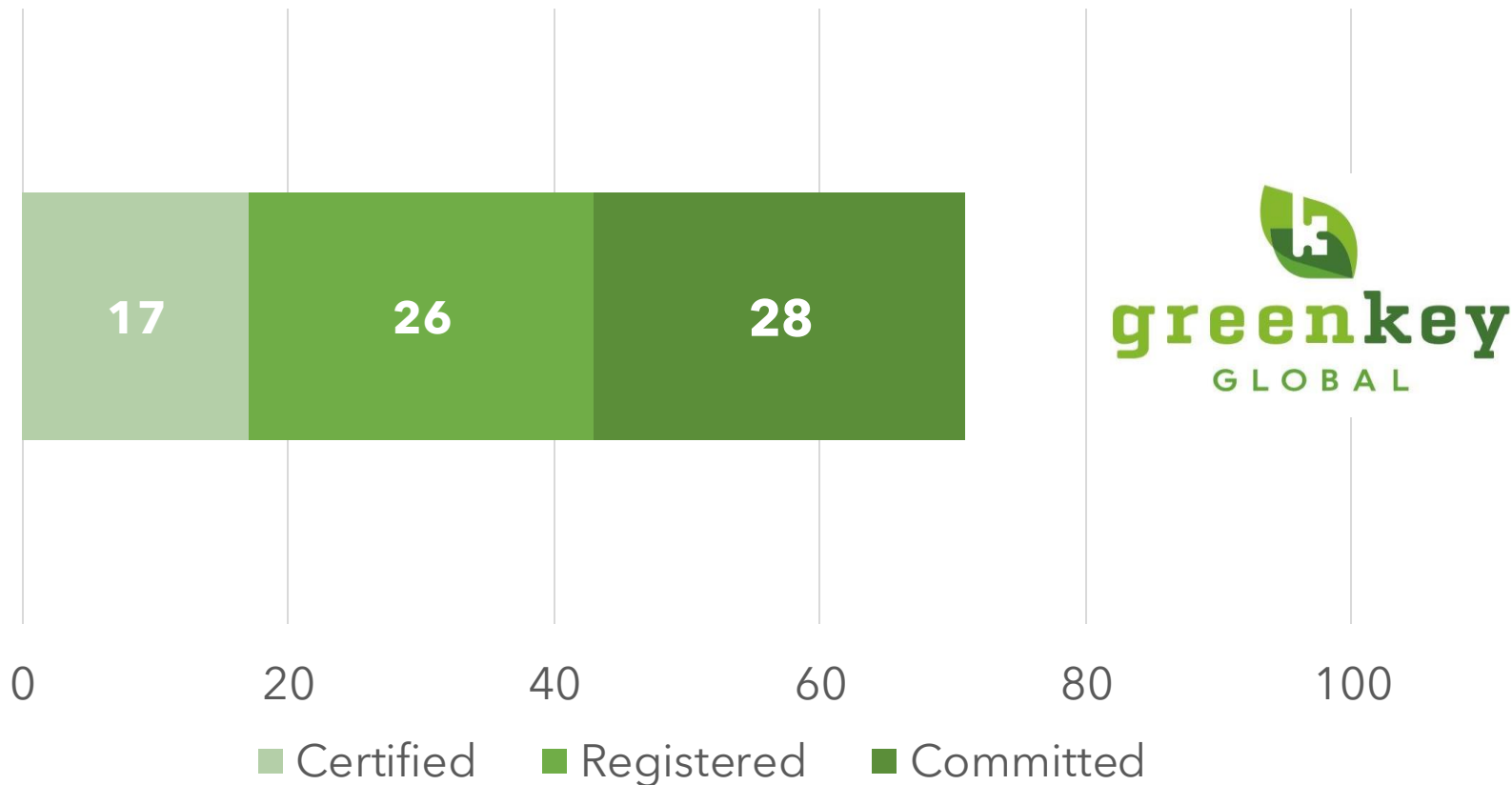
**Autism &
Neurodiversity**



**Accessible
Travel**



71 hotels in Green Key Global certification pipeline



Certified Hotels

Acqualina Resort & Residences on the Beach



Cadillac Hotel & Beach Club



Circa 39 Hotel



Hyatt Regency Coral Gables



Hyatt Regency Miami



Mr. C Miami | Coconut Grove



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



AC Hotel Miami Beach

Scheduled Audit

Aloft Miami Doral

Scheduled Audit

Element Miami Doral by Westin

Scheduled Audit

JW Marriott Marquis Miami

Scheduled Audit

The Goodtime Hotel Miami Beach

Scheduled Audit



Exclusive 50% Discount for GMCVB Partners

As a GMCVB Partner, you are eligible for special pricing:

- Regular Membership fee of ~~\$950.00~~ | **GMCVB Partner cost \$807**
- Virtual audit required for certification (every 3 years): **\$500**
- Total Regular cost: \$1450 | **GMCVB Partner Total cost: \$1307**
- **GMCVB 50% subsidy first-time members for a total savings of \$796!**

Your cost after GMCVB contribution: \$654

Payment Schedule for Discounted Price:

At time of registration: \$154

At time of audit: \$500

Currently certified hotels will receive credit on renewal



GMCVBGreenKey.com

In Progress

1 Hotel South Beach
Aloft Miami Dadeland
Aloft Miami Doral
Andaz Miami Beach
B&B Hotel Miami Airport
Best Western Plus Atlantic Beach Resort
Courtyard Marriott Miami Downtown
Courtyard Miami Beach South Beach
Dream South Beach
EAST, Miami Hotel
Eb Hotel Miami
Element Miami International Airport
Embassy Suites by Hilton Miami International Airport
Faena Hotel Miami Beach
Flamingo Adventures Everglades National Park
Grand Beach Hotel Miami Beach
Grand Beach Hotel Surfside
Hilton Bentley Miami/South Beach
Holiday Inn Miami Beach-Oceanfront
Holiday Inn Miami International Airport
Hotel AKA Brickell
Hotel Croydon
Hotel Trouvail Miami Beach
Hyatt Place Miami Airport - East
Indigo Miami Brickell

JW Marriott Miami Brickell
Kimpton Surfcomber
Kovens Conference Center
Lennox Hotels Miami Beach
Loews Coral Gables Hotel
Loews Miami Beach Hotel
Miami Airport Marriott Connection
Miami Beach Convention Center
Miami Marriott Biscayne Bay
Mondrian South Beach
The Sunny
Pelican Hotel
Radisson Resort Miami Beach
Residence Inn by Marriott Miami Aventura Mall
Residence Inn Miami Sunny Isles Beach
Sheraton Miami Airport Hotel & Executive Meeting Center
SLS Lux
St Regis Bal Harbour Resort
The Elser Hotel and Residences Miami
The Gates Hotel South Beach
The Local House
The Ritz-Carlton Key Biscayne, Miami
The Standard Spa Miami
The Tower Residences at The Ritz-Carlton
Thompson Miami Beach



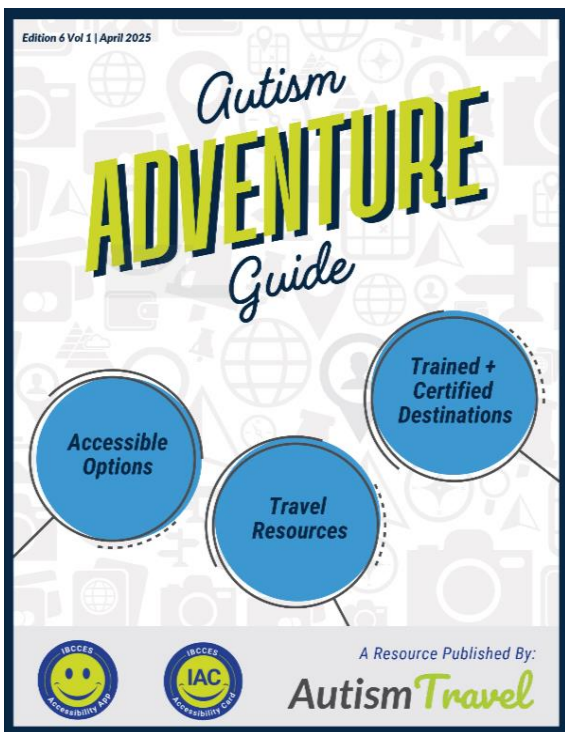


Sustainability Fact Sheet

The reimagined Miami Beach Convention Center (MBCC) is committed to supporting sustainability and climate change actions as part of its corporate social responsibility program. See all our green building features and sustainability programs.

[DOWNLOAD](#)





Greater Miami Convention & Visitors Bureau

“ This certification aligns with our efforts to be an increasingly accessible community and builds on other programs including sustainability, that will make Greater Miami and Miami Beach a better place to live, work, play and visit.”

- David Whitaker, CEO and GMCVB President

Contact Info

201 S. Biscayne Boulevard,
Suite 2200 Miami, FL 33131

1-800-933-9448

www.miamibeachvisitors.com/

The Greater Miami Convention & Visitors Bureau is the official, accredited destination sales and marketing organization for Greater Miami and Miami Beach. A global leisure and business destination that delivers culturally rich, diverse, and innovative experiences inspiring boundless passion in visitors and residents alike.

AutismTravel.com

Miami Beach Convention Center

“ Achieving the Certified Autism Center™ designation marks a pivotal next step in our commitment to inclusivity, and I am extremely proud of our staff's dedication and achievement. This autism certification enables the Miami Beach Convention Center, owned by the City of Miami Beach and proudly managed by Oak View Group, to better serve visitors with special needs, setting a new standard for accessibility in the events industry.”

- MBCC General Manager Freddie Peterson

Contact Info

1901 Convention Center Drive,
Miami Beach, Florida, 33139

+1 786-276-2600

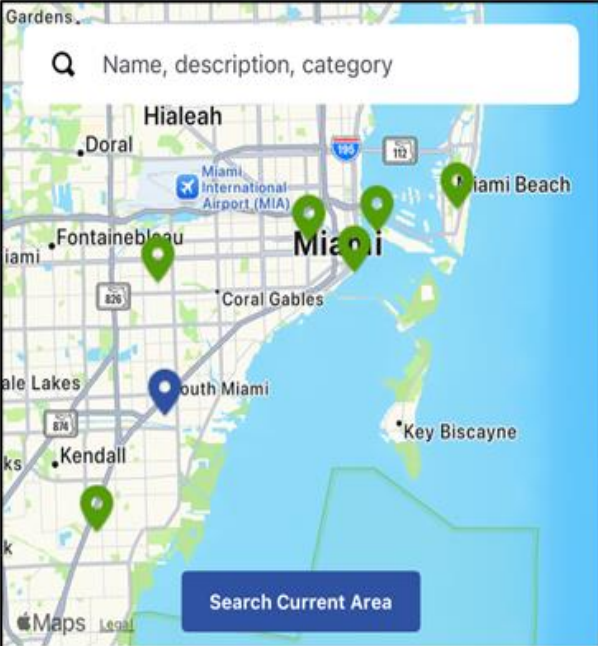
www.miamibeachconvention.com

Re-imagined following a \$640 million renovation, the expanded MBCC includes a new 60,000 -sq-ft. grand ballroom, four junior ballrooms, almost 500,000 sq. ft. of exhibition space, an expanded grand lobby, pre-function areas that are bathed in natural light, up to 84 breakout rooms, approximately 800 roof deck parking spaces, almost 2,100 miles of calling to support all IT communications, \$10.2 million worth of art curated by the City of Miami Beach Art in Public Places program, a six-acre (Pride Park) and three-acre (Collins Canal Park) public green spaces that can serve as incremental event space. The MBCC campus includes two new event spaces: Venus, a space for private events and upscale meetings, and Run Room, a 1500+ restaurant with an enticing tapas-style menu and local South Florida rum. The MBCC is proud to have earned Global Biorisk Advisory Council® (GBAC) STAR® Facility Accreditation, and LEED® Silver Certification as part of the venue's expansion project, which includes many environmentally friendly features.

AutismTravel.com

AutismTravel.com

Certified Autism Destination




Search bar: Name, description, category

Map labels: Gardens, Hialeah, Doral, Miami International Airport (MIA), Fontainebleau, Coral Gables, Miami, South Miami, Key Biscayne, Kendall, Key Lakes, Miami Beach.

Search Current Area


Filter Search Results




Greater Miami Convention and Visitors Bureau

We encourage visitors to explore the rich culture and history of our community's historic neighborhoods...

Open - Closes at 6:00 PM





Miami Children's Museum

Miami Children's Museum is a 501(c)(3) non-profit educational institution, which meets the needs of al...

Open - Closes at 6:00 PM

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May 16-17, 2025
Loews Miami Beach





easterseals

South Florida



COFFEE ON WHEELS

GROWING OUR IMPACT by
providing quality services.




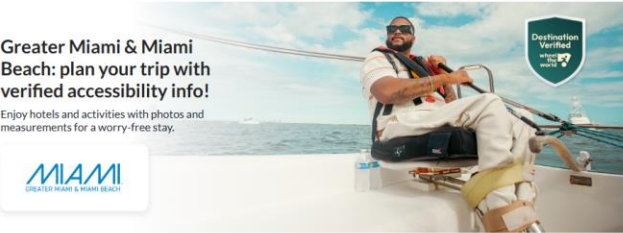
G A A D

GLOBAL ACCESSIBILITY AWARENESS DAY




Every 3rd Thursday of May
May 15th 2025






Greater Miami & Miami Beach: plan your trip with verified accessibility info!

Enjoy hotels and activities with photos and measurements for a worry-free stay.




[Hotels](#) | [About](#) | [Activities](#) | [Transportation](#) | [Travel tips](#) | [Blog](#)



Hotels

Find and book accessible hotels with peace of mind guaranteed


[Explore all Hotels](#)



Activities

Plan your next adventure with accessible activities for every traveler

[Explore all Activities](#)




Let's plan an experience you will cherish forever!


Wheel the World and Visit Greater Miami & Miami Beach's mutual effort encourages people with disabilities to travel and enjoy unforgettable experiences with their loved ones.

There is a world out there and our mission is to help everyone explore it without limits!


Start planning your journey and [learn more about accessible travel in Miami](#)


Top accessible hotels in Greater Miami




1 Hotel South Beach 


Miami Beach, United States




Loews Miami Beach Hotel - South Beach 


Miami Beach, United States



Fontainebleau Miami Beach 

Miami Beach, United States




Faena Hotel Miami Beach 

Miami Beach, United States

The Official Website of Greater Miami & Miami Beach

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Plan Your Wheel The World Miami Vacation

Hotels

WHEEL THE WORLD VERIFIED HOTELS IN MIAMI

Discover the vibrant energy of Miami with peace of mind. Our Wheel the World Verified Hotels ensure that your stay is as accessible, comfortable, and enjoyable as the destination itself.


[FIND YOUR HOTEL](#)

Attractions

WHEEL THE WORLD VERIFIED MIAMI ATTRACTIONS

Miami's vibrant culture, stunning beaches, and world-renowned attractions are ready for you — without barriers.

[PLAN YOUR EXPERIENCE](#)



WheelTheWorld.com

Verified Partners

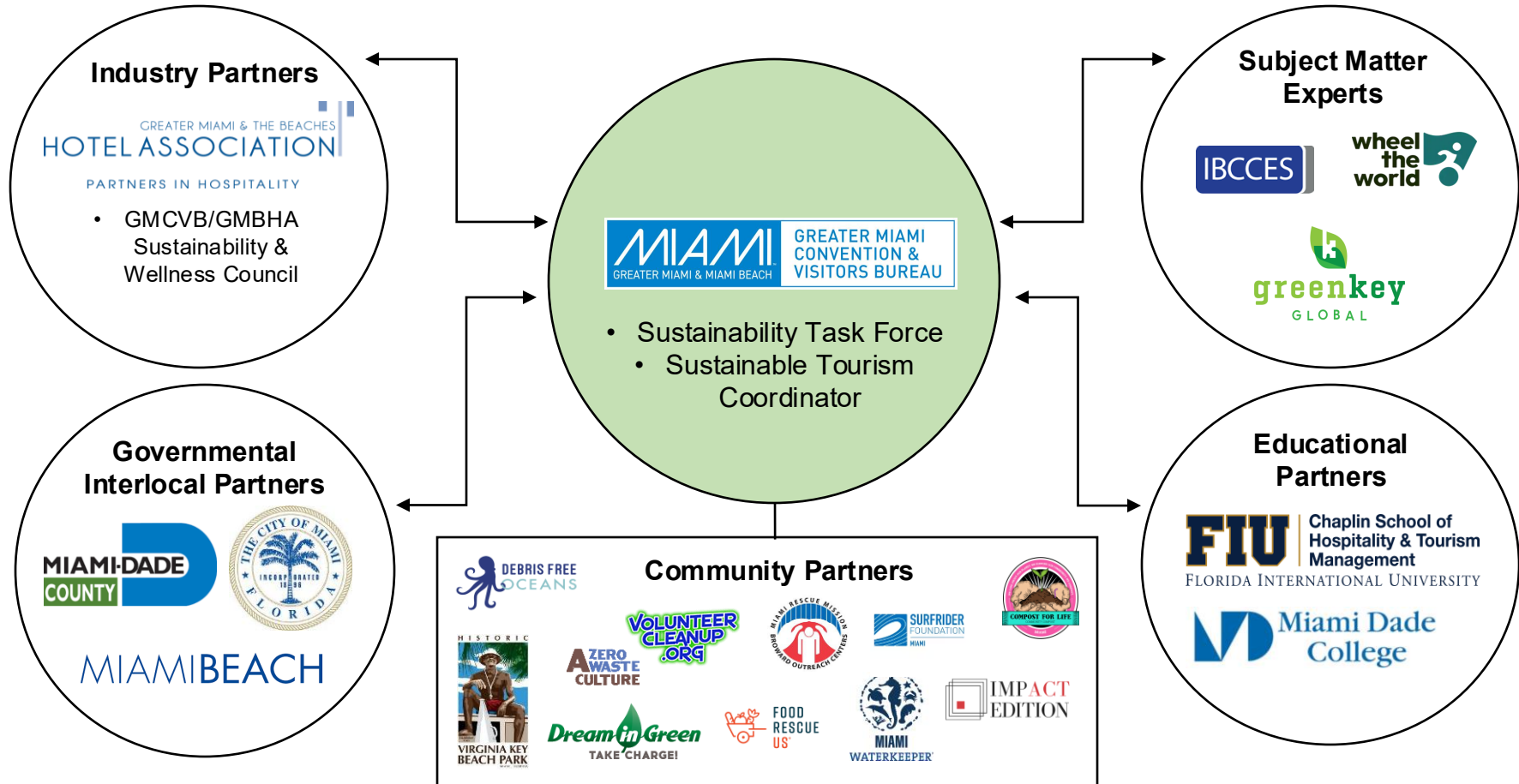
1 Hotel South Beach
Adrienne Arsht Center for the Performing Arts of
Miami-Dade County
Art Deco Welcome Center
Axel Beach Miami · South Beach
Big Bus Tours Miami
Colony Theater
Eden Roc Miami Beach
Faena Hotel Miami Beach
Fontainebleau Miami Beach
Hilton Bently Miami / South Beach
Hyatt Regency Coral Gables
Iberostar Waves Berkeley Shore
LGBT Visitor Center
Lincoln Road Shopping District

Loews Miami Beach Hotel – South Beach
Miami Beach Bandshell
Miami Beach Botanical Garden
Miami Beach Convention Center
Miami Beach Visitor Center
Miami Children's Museum
New World Center
Pérez Art Museum Miami
Phillip & Patricia Frost Museum of Science
Royal Palm South Beach Miami
Shake-A-Leg
St. Regis Bal Harbour Resort
The Bass
Wolfsonian-FIU
Wynwood Walls

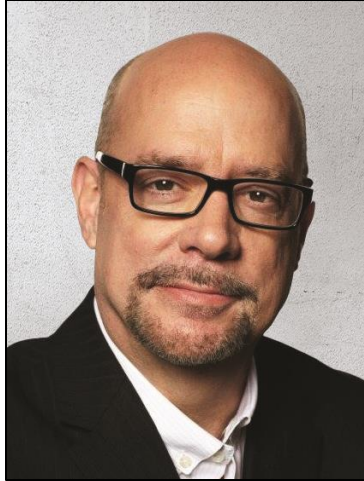




GMCVB Sustainable Tourism Ecosystem



**Join us on our
Sustainable
Tourism Journey**



David Whitaker

President & CEO

Greater Miami

Convention & Visitors Bureau

SAVE THE DATE

2025 GMCVB Annual Partner Planning Workshop

Powered by Expedia



Wednesday, July 2, 2025
11 a.m. - 4 p.m.
reception to follow

InterContinental Miami
100 Chopin Plaza
Miami, Florida 33131

SAVE THE DATE

2025 GMCVB Annual Meeting



Thursday, November 6, 2025
3 p.m. - 5 p.m.
reception to follow

Coastal Convention Center
Fontainebleau Miami Beach

4441 Collins Avenue
Miami Beach, Florida 33140

Door Prizes!

\$200 Gift Certificate



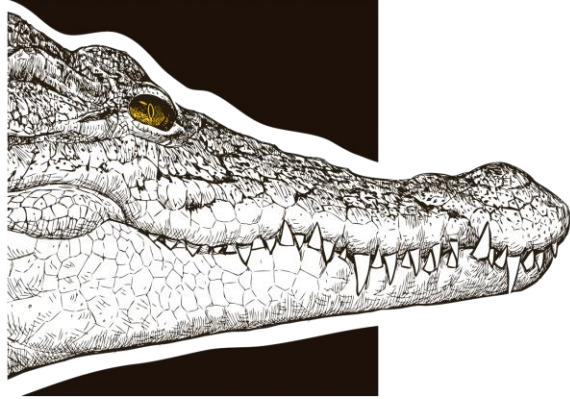
8080 SW 67 Avenue, Miami, FL 33014
305-662-6855

4.6 ★★★★★ 1,877 Google reviews



Everglades 2-Night Getaway

**FLAMINGO
ADVENTURES**



**AT EVERGLADES
NATIONAL PARK**

**Two-night stay for two in
a one-bedroom suite at
the Flamingo Lodge,
daily continental
breakfast for two, and a
90-minute guided boat
tour for two within the
backcountry Everglades
National Park**

2 Tickets to Opening Match



Saturday, June 14

Group A: Al Ahly FC v Inter Miami CF *Hard*
Rock Stadium, Miami, 8:00 PM

2 VIP Festival Passes



Jeff Friday

Founder & CEO
Jeff Friday Media
(JFM)

A film by Florida Film House & Romeo Land Studios

THE REJECT

Inspired by the Kionne L. McGhee Story



Kionne McGhee

Vice Chairman

Miami-Dade County

Board of County Commissioners

District 9



David Whitaker

President & CEO

Greater Miami

Convention & Visitors Bureau



GREATER MIAMI
CONVENTION &
VISITORS BUREAU

Thank You Partners

