

# MARKETING PLAN 2021/2022







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## VISION

A global leisure and business destination that delivers culturally rich, diverse and innovative experiences inspiring boundless passion in visitors and residents alike.



## MISSION

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



## MESSAGE FROM THE PRESIDENT

### INTRODUCTION

It is my extreme honor and privilege to present the recommended Fiscal Year 2021/2022 Annual Budget and Program of Work.

It is an honor and blessing as well to return and be part of this amazing organization, including our Chairman, Board of Directors, committee leadership, staff and amazing partners.

This proposed budget has been vetted by both our Finance Committee and our Executive Committee. I would like to take this opportunity to especially acknowledge and thank Bruce Orosz, Chairman of the Board, and Elizabeth Hicks, Chair of the Finance Committee, for their dedication of time, commitment and wise counsel throughout the process.

Over the last year, this proposed budget and program of work has been crafted during unprecedented times and challenges. This Fiscal Year 2021/2022 plan is created, however, with an optimistic eye toward a brighter future and a slow but steady recovery that in large measure is fueled by our focus and plans.

The overall proposed revenues and expenses align closely with levels approved in the Fiscal Year 2018/2019 budget, allowing us to return to similar levels of investment and resource deployment. This plan also allows us to retain a strong balance sheet, which provides flexibility in still somewhat uncertain times.

### VISITOR DEMAND

Greater Miami & Miami Beach's recovery is well underway. The pent-up demand for travel has culminated in recent strong hotel performance. For the first 11 months (October-August) of Fiscal Year 2020/2021, Greater Miami & Miami Beach's Average Daily Rate (ADR) increased by +2.2% and rooms sold increased by +13.5%. In Fiscal Year 2020/2021, the Convention Development Tax (CDT) was up +23.6% and the Tourist Development Tax (TDT) was up +18.1%, but the 2% Hotel Food & Beverage Tax was down -13.9% from October through August year-over-year. Visitation for the first nine months (October-June) increased +17.6% over the same period one year ago, for a total of 14.7 million total visitors.

Perhaps a better barometer is to compare these figures with similar data for the same period in 2019.

As of the end of September 2021, Miami-Dade County weekly demand (rooms sold) was pacing -14.2% behind comparable September 2019 figures. This suggests, of course, there is still a ways to go – especially our need to welcome back international visitors and delegates in a big way.

An encouraging sign is the strength of the ADR our hotel partners were able to command, sustained in part by the surge in domestic visitors. At the end of September, ADR was pacing up almost +19% over comparable 2019 levels.

**CRUISE INDUSTRY**

Despite the pause in cruising for most of 2020 and 2021, PortMiami remained busy with groundbreaking and construction activities. Virgin Voyages Terminal V (Terminal 5) and Carnival Cruise Lines Terminal F were expanded. Norwegian Cruise Line’s Pearl of Miami Terminal officially opened in mid-August 2021. MSC Cruises plans to break ground in late 2021 on its mega terminal, a cruise terminal that will be capable of hosting two mega cruise ships which together can accommodate up to 28,000 passengers. In October, we will welcome Virgin Voyages and the inaugural U.S. sailing of its Scarlet Lady. The maiden voyage of MSC’s Seashore is set to launch in November. There remains great optimism about the return and the obvious impact of our cruise industry. Many of our partners anticipate a strong return to previous levels of activity at or near the end of the year.

**EMPLOYMENT GROWTH**

The GMCVB represents all sectors of hospitality – airports and airlines, hotels, cruise lines, transportation, attractions, restaurants – and prior to the pandemic, total jobs generated were approximately 145,000 in the hospitality industry. During the pandemic, employment dropped to 117,000 as of August 2021.

The importance of travel and tourism to Greater Miami & Miami Beach cannot be overstated. We have historically been one of Miami-Dade County’s #1 job creators. Visitor spending generates nearly 40% of all sales taxes collected. These dollars help fund transportation, healthcare, schools, public safety and so much more. Without visitors, the average household would pay \$1,700 more in taxes each year. A sustained economic recovery can’t happen without a thriving tourism economy supporting our many employees who work to create and fulfill the visitor experience.

As we continue the work of restarting travel, our visitor economy is helping drive demand for employees in all sectors. At the height of the pandemic in July 2020, Miami-Dade’s unemployment rate was 14.9%; as of July 2021, it’s 6.9%, a 53.7% drop. Leisure & Hospitality Sector job growth has contributed significantly to this.

While keeping a cautious eye on the pandemic and another surge in new cases due to the Delta variant, our destination has been experiencing encouraging momentum and success. With the national rollout of the COVID-19 vaccine, the U.S. saw a surge in domestic travel, and Greater Miami & Miami Beach benefited from this pent-up demand. In-bound flights to Miami increased significantly, new routes opened at Miami International Airport (MIA) from multiple domestic and international markets, with more on the way, and our hotels experienced sharp increases in occupancy, room rates and demand, reaching pre-pandemic levels.

The Fiscal Year 2021/2022 Budget and Program of Work is designed to help fuel the rebound and recovery for our partners and the overall industry. A sustainable recovery will require all sectors thriving again, including a return of international travelers and a robust return of business travel, major events, and meetings and conventions.

**LOOKING AHEAD**

I welcome you to read the Program of Work for each GMCVB division in this publication. The team is very excited to get started and begin to map out our path forward with these resources. Highlights this fiscal year include the Meetings & Convention Sales Department’s recognition that now, more perhaps than ever before, there is greater value placed on the impact of hosting major conventions and trade shows, especially at the newly reimagined, renovated and expanded Miami Beach Convention Center (MBCC). A return to and significant growth in our sales team’s goals of generating future leads, tentative bids and confirming future wins is a top priority for Fiscal Year 2021/2022.

The recent announcement of the re-opening of borders and return of international visitors who demonstrate proof of vaccination has reignited tremendous interest from all of our related partners. The Fiscal Year 2021/2022 Budget and Program of Work includes a myriad of initiatives that are being “re-introduced” to help our Marketing & Tourism Department take advantage of this opportunity.

On the Content and Digital Marketing front, the Fiscal Year 2021/2022 Budget and Program of Work includes a website redesign, major expansion of our content, and refinement of our visitor personas designed to “tell the right story to the right audience at the right time” in the visitor discovery and journey.

Major events this fiscal year include the return of Art Basel Miami Beach December 2-4, 2021. The inaugural Miami Grand Prix will take place entirely on Hard Rock Stadium grounds May 6-8, 2022 at the newly constructed Miami International Autodrome. Promoters expect a local economic impact equal to the Super Bowl every year for the duration of the 10-year agreement to host this Formula 1 race.

The Finance & Administration Department will continue to lead our Diversity, Equity & Inclusion (DEI) initiatives to expand awareness and opportunities within the GMCVB and throughout the Greater Miami & Miami Beach community.

**CONCLUSION**

Fiscal Year 2020/2021 was a very challenging, yet productive year. Our main challenge has been continuing to produce favorable industry results while only drawing primarily domestic visitors. As we move into the new fiscal year, we will continue to monitor other drivers of our business including cruises, meetings and international travel. We will prepare for these favorable changes by bringing back staff to meet the demand as we slowly put the pandemic and the many COVID-19 related restrictions behind us.

The Fiscal Year 2021/2022 Budget and Program of Work is designed to give our team the resources to continue to help fuel the recovery and support our partners.

As we continue to grow our business to pre-pandemic levels and beyond, my chief objective will be to ensure that our recovery and future success is an equitable and inclusive one both for the partners and communities we serve.

Additionally, I will diligently support our Multicultural Tourism & Development Department to continue to bring business development to our destination’s heritage neighborhoods, including telling the stories of the diverse and unique entrepreneurs, businesses and venues that deliver experiences found only in Greater Miami & Miami Beach.

My sincere thanks go out to all staff for the hard work and dedication put into preparing this Annual Budget & Program of Work. I would like to thank Rolando Aedo and Connie Kinnard for the outstanding work they put into preparing their teams’ budget sections. I would like to especially thank Al West and the Finance & Administration team for shepherding this through.

Respectfully Submitted,



**David Whitaker,**  
President & CEO



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



# THE GMCVB’S MARKETING OVERVIEW

In order to maintain the positive momentum of Greater Miami & Miami Beach’s tourism comeback, the GMCVB will continue to launch multimedia marketing campaigns to reinvigorate travel to the destination. The GMCVB’s marketing efforts will focus on increasing consideration of Greater Miami & Miami Beach among those who intend to travel by highlighting and engaging with unique brand campaigns, as well as deals and special offers, with the goal of increasing visits, room rates and length of stay. The U.S. will be reopening to international visitors in November 2021, presenting a tremendous opportunity for our destination to recapture this critical market and welcome back the world. As a result, the GMCVB will be significantly expanding its efforts to capitalize on this long-awaited decision and use it as an opportunity to expand our already substantial market share.

### BRAND POSITIONING

There is nothing about the destination that is one-note. The destination is unique and brimming with endless tempting experiences. We are a range of emotions, sensations and experiences – from warm and friendly, to savory and sensual, to thrilling, dynamic and energized. Most of all, we are unexpected. Unexpected in our cultural, hospitality and entertainment offerings. Unexpected in the opportunities to be found. And unexpected in the diversity that beats at the heart of the destination. In everything we do, and everything we put out and offer the world, we seek to embody and communicate this wealth and range in a way that is appropriate, authentic and true to the brand.

A new priority to begin Fiscal Year 2021/2022 will be to work on refining and expanding audience personas that will in turn help drive our storytelling, content and targeting strategies.

### 2021/2022 PRIORITIES

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

- Welcome back the world by relaunching the GMCVB’s global resources. Fully reactivate and fund various consumer, travel trade and meetings initiatives, including:
  - Restart our Global Representation Network to foster business relationships with the travel trade and help generate international MICE leads.
  - Engage international PR and social media firms to secure positive media coverage and drive social media conversations and engagement.
  - Conduct in-person familiarization tours – Shift from virtual experiences to traditional FAM experiences in partnership with airline partners to raise awareness of the destination’s offerings and experiences, which helps facilitate sales.
  - Maximize key partnerships with tourism promotion organizations at the global, national and state levels.
- Visit USA Committees – Use these in-market industry groups to directly communicate to the travel trade and press to help extend our efforts throughout the globe.
- Brand USA – Relaunch advertising programs targeting international markets.
- Visit Florida – Invest in co-op programs and partnerships like the first-ever Michelin Guide, and leverage the Visit Florida pavilion at international tourism tradeshows.
- Leverage marquee events by working with organizers to leverage and expand marketing of events with a strong international draw including Art Basel Miami Beach, Miami International Boat Show, Formula 1 and others.
- Redevelop the GMCVB website to establish a state-of-the-art foundation that will drive partner business value, allow for destination storytelling and maximize productivity.

- Transition from the destination’s Miami Shines tourism recovery campaign to the Found in Miami (FIM) campaign, which serves as the brand platform. The FIM campaign will target art/culture travel enthusiasts highlighting Miami’s full spectrum of arts, culture and diverse experiences. Under the FIM brand platform, the GMCVB will continue to leverage MiamiLand, a campaign targeting outdoor and adventure seekers that was re-introduced last year.
- Expand content and website development – Develop rich storytelling content that appeals to the travel enthusiast and is delivered through appropriate channels, including our website under development in multiple languages.
- Shift paid media messaging from deals to brand messaging. This will allow for more storytelling to help drive greater booking conversion.
- The Meetings & Conventions and Miami Beach Convention Center (MBCC) marketing programs will keep the destination top of mind for meeting planners, especially the introduction of the totally reimagined Miami Beach Convention Center and Campus. Advertising programs will focus on digital display, targeted eblasts with trusted publishers, and digital advertorials highlighting group offers.
- Attract high-value meetings and conventions that match the needs of our center, host hotels and partners.
- An expanded Art, Culture & Heritage program will highlight art programming throughout the destination as well as spotlight Greater Miami & Miami Beach’s diverse multicultural communities and its cultural gems.
- Multicultural, Hispanic and LGBTQ+ audiences and media partners will be included throughout all programs.
- The PortMiami/Cruise Capital of the World is Back campaign will target cruisers to sail from Miami and extend their cruise vacation by exploring the destination with a pre/post hotel stay.
- Maintain co-op programs with trusted travel partners such as Expedia, Kayak and Travelzoo to continue to drive incremental hotel bookings.

### TARGET AUDIENCE

#### Primary Consumer Geographic Targets

##### DOMESTIC MARKETS

- Atlanta
- Austin
- Baltimore
- Boston
- Charlotte
- Chicago
- Cincinnati
- Cleveland
- Columbus
- Dallas
- Denver
- Detroit
- Hartford
- Houston
- Indianapolis
- Los Angeles
- Minneapolis

- Nashville
- New Jersey
- New York
- Philadelphia
- Pittsburgh
- Sacramento
- San Francisco
- Washington, DC
- Wilmington

##### FLORIDA DRIVE MARKETS

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

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

##### INTERNATIONAL MARKETS

Beginning in October 2021, resume advertising in key international visitor markets, including:

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

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

##### PRIMARY MEETING PLANNER TARGETS

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

##### PRIMARY MARKETING CHANNELS INCLUDE

- Advertising – digital, video, native, social and print
- Social media – paid advertising and influencer collaborations
- Search engine marketing
- Email marketing
- Co-op advertising programs





# ADVERTISING

The GMCVB's Advertising Division consistently focuses on showcasing Greater Miami & Miami Beach's uniqueness to those who are seeking an escape with seemingly endless vacation activities or fulfilling their desires for an experience of a lifetime. Through targeted media and digital channels, the division offers a vast range of experiences that drive interest, demand and engagement. Key program performance indicators include messaging impact, attributable hotel and flight bookings, attributable site traffic, click-through rates, engagement rates, partner site traffic volume, overall site traffic and Miami Beach Convention Center (MBCC) leads.

The GMCVB's advertising programs will provide maximum flexibility with media partners to allow for changing market landscapes and consumer sentiment fluctuations during the pandemic.

## GOAL

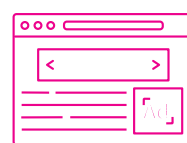
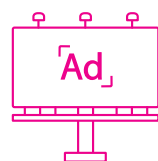
Increase overnight visitors and attendant visitor resort, sales, food & beverage taxes, and jobs through optimum occupancy and highest possible room rates. This goal is supported through the development and implementation of strategies and tactics that emphasize the evolution of the brand identity, while targeting high-value consumers and informing them about the diversity of options and interests possible during the visitor experience. The GMCVB will continue supporting the growth of year-round tourism, focusing on increasing demand.

## STRATEGY

Now entering its sixth year, the Found in Miami art/culture campaign will continue to highlight the destination's art/cultural/outdoor and culinary offerings. Because of the success of promoting a reconnection with nature last year, the division will continue to run the GMCVB Outdoor Adventure campaign (MiamiLand), which targets outdoor enthusiasts and showcases Greater Miami & Miami Beach as a top outdoor destination for travelers and their families.

## TACTICS

- Continue to manage the Found in Miami art/culture campaign, optimizing to top-performing creative and media.
- Grow the highly successful Winter Weather campaign in order to take advantage of seasonal stresses in snowy target markets.
- Outdoor Adventures will leverage a multi-channel mix of paid media, social, paid search and a media launch partner, with location-based targeting around large amusement parks, fitness and outdoor retail locations.
- Increase the use of video, OTT (over-the-top media or streaming) and AI (artificial intelligence) media partners to drive further engagement.
- Utilize dynamic programmatic media to optimize and retarget prospects based on insights into the best messaging combination.





STRATEGY

Under the Found in Miami brand platform, campaigns will be developed for targeted consumer segments, including African-American, LGBTQ+, Hispanic and Cruisers.

TACTICS

- Develop creative for the Found in Miami outdoor adventure campaign messaging that is tailored to resonate with African-American, Hispanic and LGBTQ+ audiences.
- Use specific promotional messaging and offers to encourage LGBTQ+ travelers who attend annual events throughout the year and extend their stay.
- Work directly with publishers and influencers with culture-seeking African-American and LGBTQ+ travelers to develop custom multi-channel programs and leverage synergistic brand equities.
- Re-launch and expand new messaging around the return of cruising from PortMiami, including the promotion of pre/post cruise stays.
- Continue to partner with social media influencers who offer multi-platform reach, in order to ensure visibility not only on social platforms but also on the influencers’ blogs.
- Retarget people with relevant content based on their MiamiandMiamiBeach.com website behaviors.

STRATEGY

Drive continued growth in Greater Miami & Miami Beach meetings & conventions through a focus on diversified marketing programs that drive qualified leads. Increase marketing efforts to specifically focus on convention and meeting planners, including identifying new and potentially new users of the MBCC and other partner venues.

TACTICS

- Meeting Planner marketing will continue to focus on the reimagined MBCC, with broad reach advertising, search and social media designed to increase awareness, and email and social media efforts designed to capture and convert leads for meetings and conventions.
- Develop detailed messaging strategies to focus on the MBCC’s differentiating features and highlight them through videos and advertising.
- Increase support of critical annual events – PCMA, ASAE, IMEX and IAEE – to drive leads toward both MBCC and hotel meetings.
- Target media-supported efforts toward meeting planners working with Financial, Corporate, Pharmaceutical, Technology and Legal organizations as part of the long-term drive to increase meetings representation across these industries.
- Leverage videos depicting how the destination is open for meetings yet prepared with safety. Highlight safety measures through videos and paid media.
- Ensure strong marketing programs targeting association and corporate meeting planners, with a mix of print and digital tactics that take advantage of the attitudes and media habits of each key target group.
- Redirect efforts to focus on Facebook advertising targeting specific regions in conjunction with using keywords that align with meeting planners searching to book their events and conventions.

STRATEGY

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

TACTICS

- Partner with Travelzoo, Expedia and Kayak to provide a templated and flexible approach to co-op marketing programs.
- Maintain evergreen media support promoting hotel booking offers on the website, targeting qualified prospects exhibiting travel planning behavior and retargeting qualified site visitors.
- Establish booking-focused campaign elements to coincide with branding campaigns for domestic campaigns.



ADVERTISING

PROGRAM OF WORK

OCTOBER 2021 – SEPTEMBER 2022

- Always On Advertising
- Ad Serving/Attribution Advertising
- Paid Search Advertising
- Meetings & Conventions Advertising
- Retargeting Advertising
- Social Media Advertising
- Miami Temptations Program Advertising
- Annual General Market – includes African-American, Hispanic, LGBTQ+ audiences
  - Found in Miami – Art/Culture Campaign
  - MiamiLand – Outdoor Adventure Campaign

FALL 2021

- Welcome Back to Cruising Campaign

APRIL 2022 – AUGUST 2022

- Summer Co-op Booking Campaigns (Expedia/Travelzoo/Kayak)

**NOTE:** Program of Work reflects major scheduled activities based on planning process. Additional activities are considered throughout the year and others are subject to change.

PARTNER BENEFITS & OPPORTUNITIES

**Cooperative Advertising —** The GMCVB offers partners the opportunity to participate in programs that help parties leverage their advertising dollars. Look for GMCVB Advertising Opportunities in the partner section of the Miami and Beaches website.

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

**Social Media —** The GMCVB promotes Greater Miami & Miami Beach through social channels including Instagram, Facebook, Twitter, LinkedIn and more. To see a detailed overview of our social channels, look for Social Media Opportunities in the partner section of MiamiandMiamiBeach.com.

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





# DIGITAL MARKETING

The focus of the GMCVB's Digital Marketing Division is to engage and convert leisure travelers and meeting planners through MiamiandMiamiBeach.com and other digital channels. Key program performance indicators include attributable hotel and flight bookings, attributable site traffic, engagement rates, partner site traffic volume, overall site traffic and Miami Beach Convention Center (MBCC) leads.

## GOAL

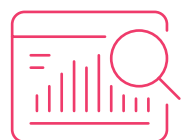
Enhance and expand the GMCVB's website and other digital marketing channels to drive consideration, engagement, bookings and meeting leads. Further enhance the measurement tools for marketing programs in order to ensure efficiency. Maintain flexibility and responsiveness to changing market conditions.

## STRATEGY

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

## TACTICS

- Capitalize on the GMCVB website and customer relationship marketing tools to drive higher consideration, engagement, clicks to partners, bookings and meetings leads year-round.
- Analyze key high-value pages including partner profile pages and content landing pages and optimizing, to remove friction points within the user's website and travel planning experiences.
- Enhance the website's search tool to make finding relevant content easier for site users.
- Analyze search terms and restructure the website content to increase search rankings and website authority.
- Showcase Greater Miami & Miami Beach site content in as many Google Featured Snippets as possible. This will increase reach, attract consumers at all life cycle stages and engage consumers while on the website.
- Increase visibility of email opt-in for both leisure visitors and meeting planners, to increase lead capture and conversion when site users are most engaged.
- In coordination with the GMCVB's Content & Creative Services team, update article formats to increase scan-ability. Develop more articles using short paragraphs with supporting imagery, creating snackable content with shorter, keyword-rich articles and clear calls to action.
- Maintain increased engagement with partners and programs, to continuously add value to the visitor and partner experience.
- Add more locations to the GMCVB's new webcam network, to continue to show the breadth of Greater Miami & Miami Beach's beauty and diversity.
- Enhance the Meeting Planner experience on the website, clearly providing the benefits of meeting in Greater Miami & Miami Beach and booking meetings at area hotels and at the Miami Beach Convention Center (MBCC). Prioritize lead capture and use of the site section as a sales tool for the GMCVB's Meetings & Convention Sales team.
- Introduce dynamic tagging logic to increase the relevancy of content being surfaced on the website through the various article content modules.
- Update the website's technical architecture, to streamline website development and content management processes and decrease page load times.



## STRATEGY

Utilize the eCRM program to engage with more travelers. Leverage database segmentation, lead acquisition and personalization, to inspire travel and increase intent to travel to Greater Miami & Miami Beach.

## TACTICS

- Improve the eCRM program by bringing in new travelers and starting their relationship with the destination by immediately providing them with relevant content at the time when they are most engaged in considering a Greater Miami & Miami Beach stay.
- Leverage visitor and meeting planner communications to create unique relationships with subscribers, rooted in the experiences and personalization categories on MiamiandMiamiBeach.com.
- Activate subscribers through progressive journeys based on known high-engagement areas, moving them from inspiration to intent.

## STRATEGY

The GMCVB will use clear measurement frameworks and track consumer and meeting planner behavior on the website, to continuously optimize marketing investments and programs and gain actionable insights.

## TACTICS

- Leverage research to inform the new website redesign, establishing new personas, customer journey maps, usability research and pre-and post-launch user experience testing.
- Enhance Marketing Performance Dashboards and site analysis tools with further engagement and booking-related Key Performance Indicators.
- Continue using the ADARA impact measurement platform, and shift efforts to empower partners with first-party data and tangible ROI.
- Leverage cross-platform partner research to learn about travelers' key planning tools, timing and influencers.
- Continue to leverage website usability research and heat-mapping tracking to understand and enhance the website's impact on visitors' travel experiences.
- Use behavioral analytics as a proxy to track places and activities of interest, and to be able to inform partners of potential upsell opportunities.

# DIGITAL MARKETING

## PROGRAM OF WORK

### ONGOING ACTIVITIES

- Plan, design and develop new website
- Current website management
- Content planning, implementation and optimization in collaboration with content team
- eCRM - Consumer email program management
- Event entry management
- Digital promotional calendar management
- Web usability research
- Personalization strategy development

[MiamiandMiamiBeach.com](https://miamiandmiamibeach.com)





# ARTS & CULTURE TOURISM

The GMCVB's Arts & Culture Tourism Division leads strategic development and implementation of programs that expand global awareness of Greater Miami & Miami Beach's arts and culture assets and help drive incremental attendance at local arts and culture institutions, events and attractions. Greater Miami & Miami Beach is home to more than 750 cultural organizations that historically attract more than 16M audience members to thousands of events each year. The division will continue to partner with local, regional and national organizations to make important connections between the local cultural arts industry and visitors seeking a cultural arts experience.

## GOAL

Drive incremental attendance at local arts and culture institutions, events and attractions. Ensure integration of cultural content into all GMCVB marketing programs and platforms, and serve as the principal liaison with the local arts and culture community through proactive engagement. This division will play a supportive role in identifying and securing arts and culture-centric meetings and conventions, and identify grants and other funding sources and partnerships that will allow for further expansion of Arts & Culture Tourism programs.

## STRATEGY

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

## TACTICS

- Through the Miami Arts, Culture & Heritage Months and the Miami Attraction & Museum Months programs, create national, regional and local awareness of activities, events and exhibitions taking place during these campaign activations.
- Build partnerships between the arts and the hotel industry to increase awareness, excitement and travel by attracting cultural tourists through Art in Hotels focused campaigns.
- Continue to expand the partnership with Art Basel Switzerland/Hong Kong to increase future international audience attendance for Miami Art Week and throughout the entire year.
- Partner with the GMCVB's Communications team to support the cultural arts-focused Cross-Market Press Tours.
- Identify arts-specific content that can further promote Found in Miami cultural assets through website, social media and press channels.
- Support the GMCVB's Boutique Hotels program to bring Miami artists into properties to directly interact with guests and impact their experience.

## STRATEGY

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

## TACTICS

- Recruit and encourage local arts, culture and attraction partners to optimize their utilization of GMCVB resources in their tourism-focused marketing efforts.
- Participate in and support local arts industry workshops and conferences through resources within the Art & Culture Tourism Education Program.
- Develop and expand the Attractions, Experiences and Museums Co-Operative Marketing Initiative designed to leverage GMCVB resources to enhance paid social media marketing campaigns by local partners.
- On a quarterly basis, convene the Arts & Culture Tourism Task Force, which consists of local influencers and visionaries who can provide feedback and advise the work of the division.
- Co-host the annual Arts & Business Council of Miami Breakfast with the Arts & Hospitality and the Miami Arts Marketing Project events.

DECEMBER & JANUARY  
**MIAMI**  
**ARTS, CULTURE**  
**& HERITAGE**



- Support and promote the Florida Attractions Association regional efforts to build synergies with the attraction partners and destination tourism efforts.
- Actively engage with local arts agencies, including the Miami-Dade County Department of Cultural Affairs, the City of Miami Beach Cultural Affairs Office and the Coral Gables Cultural Affairs Department.

## STRATEGY

Support sales-related initiatives to identify and secure arts and culture-centric meetings and conventions, tour groups and leisure travel.

## TACTICS

- Develop relationships with major national arts service organizations to expand and attract increased cultural arts meetings and conventions in Greater Miami & Miami Beach.
- Support and attend arts industry-related conferences.
- Participate in joint sales calls and FAM tours with the GMCVB's convention and leisure sales teams.
- Leverage resources within the Arts & Culture Tourism Sponsorship Support program.

## STRATEGY

Increase program revenue generation by identifying local and national programs that may be leveraged to secure funding support.

## TACTICS

- Identify program and event opportunities that can be leveraged by the GMCVB to increase support for Art & Culture Tourism initiatives.
- Research successful arts and culture programs to create models for future projects.
- Identify and generate funding support leads through community networking.
- Work with the Business Development & Partnership Division to develop proposals and solicit sponsors.



# ARTS & CULTURE TOURISM

## PROGRAM OF WORK

### OCTOBER 2021

- 10/1–11/30 Miami Entertainment Months
- 10/5 Pérez Art Museum Miami Corporate Luncheon / Miami, FL
- 10/26–28 Destinations International Advocacy Summit / Houston, TX
- 10/28 2021 GMCVB Annual Meeting / Aventura, FL

### NOVEMBER 2021

- 10/1–11/30 Miami Entertainment Months
- 11/1–3 WTM London / London, UK
- 11/2–5 Past Forward Preservation Virtual Conference
- 11/4–7 Miami Film Festival GEMS / Miami, FL
- 11/14–21 Miami Book Fair / Miami, FL
- 11/15 Give Miami Day / Miami, FL
- 11/17 South Florida Concierge Association Meeting / Miami, FL
- 11/28–12/5 Miami Art Week / Miami Beach, FL

### DECEMBER 2021

- 12/1–1/31 Miami Arts, Culture & Heritage Months
- 11/28–12/5 Miami Art Week / Miami Beach, FL
- 12/1–12 No Vacancy: Miami Beach / Miami Beach, FL
- 12/1–15 Art of Black Miami / Miami, FL
- 12/2–4 Art Basel Miami Beach / Miami Beach, FL
- 12/7–8 National Arts Marketing Project Virtual Conference

### JANUARY 2022

- 12/1–1/31 Miami Arts, Culture & Heritage Months
- 1/14–16 Art Deco Weekend / Miami Beach, FL
- 1/29–30 Travel & Adventure Show / New York, NY

### FEBRUARY 2022

- 2/1–3/31 Miami Health & Wellness Months
- 2/9–11 Music Cities Convention / Alberta, Canada
- 2/11–13 GroundUP Music Festival / Miami Beach, FL
- 2/17–21 Art Wynwood / Miami, FL
- 2/19–21 Coconut Grove Arts Festival / Coconut Grove, FL
- TBA Florida Arts & Culture Day / Tallahassee, FL

### MARCH 2022

- 2/1–3/31 Miami Health & Wellness Months
- 3/4–13 Miami Film Festival / Miami, FL
- 3/22–26 Art Basel Hong Kong / Hong Kong, China
- TBA National Arts Action Summit / Washington, DC

### APRIL 2022

- 4/1–5/31 Miami Attraction & Museum Months
- TBA Breakfast with the Arts & Hospitality Industry / Miami, FL

### MAY 2022

- 4/1–5/31 Miami Attraction & Museum Months
- TBA Frieze New York / New York, NY

### JUNE 2022

- 6/1–9/30 Miami Hotel Months
- 6/4–8 IPW / Orlando, FL
- 6/16–19 Art Basel / Basel, Switzerland
- TBA Americans for the Arts Annual Convention / Washington, DC
- TBA Greater Miami Festivals & Special Events Annual Conference / Miami, FL

### JULY 2022

- 6/1–9/30 Miami Hotel Months
- 7/1–8/31 Miami Spa Months
- TBA Destinations International
- TBA Miami Arts Marketing Project Annual Conference / Miami, FL

### AUGUST 2022

- 6/1–9/30 Miami Hotel Months
- 7/1–8/31 Miami Spa Months
- 8/1–9/30 Miami Spice Restaurant Months
- 8/23–25 Florida Festivals & Events Association / Orlando, FL
- TBA Florida Attractions Association Annual Conference / FL

### SEPTEMBER 2022

- 6/1–9/30 Miami Hotel Months
- 8/1–9/30 Miami Spice Restaurant Months
- TBA ArtsLaunch 2022 @ the Arsht Center / Miami, FL

**NOTE:** Program of Work reflects major scheduled activities based on planning process. Additional activities are considered throughout the year and others are subject to change.



## PARTNER BENEFITS & OPPORTUNITIES

- Sales Missions** – The GMCVB conducts national and international sales missions targeting existing and emerging markets to promote Greater Miami and the Beaches as the destination of choice for travel advisors and tour operators for sales promotion.
- Trade Shows** – Throughout the year, the Arts & Culture Tourism Division, along with Travel Industry Sales, creates special exhibits designed to target key decision makers at important industry trade shows.
- Opportunities exist for partners to attend trade shows with GMCVB sales staff or send brochures for distribution at the shows.
- Familiarization (FAM) Tours** – One of the most effective ways of selling the destination is to bring key decision makers and journalists here. The GMCVB arranges well-planned itineraries to allow participants to experience firsthand the many attributes of Greater Miami & Miami Beach. FAM clients include arts and culture journalists and tour operators. Partners play a vital role by contributing key elements to sponsor FAM tours, and opportunities are available throughout the year.





# LGBTQ+ MARKETING

The GMCVB's LGBTQ+ Marketing Division promotes Greater Miami & Miami Beach as a premier destination for LGBTQ+ visitors. It provides potential visitors and travel industry professionals with resources for planning, marketing and selling the destination. It also ensures that potential visitors and the travel trade are fully educated about the latest developments in the destination, including new hotels, attractions, airlines and cruise ships. The division aims to ensure that Greater Miami & Miami Beach welcomes all LGBTQ+ visitors and looks forward to their visit.

## GOAL

Increase LGBTQ+ visitation to Greater Miami & Miami Beach.

### STRATEGY

Expose LGBTQ+ audiences to the full range of Greater Miami & Miami Beach experiences, to encourage longer stays and help them experience a broader range of activities across all neighborhoods.

### TACTICS

- Highlight the destination's annual LGBTQ+ events: TransArt, Wigwood, Gay8 Festival, Winter Party Festival, Miami Beach Pride, Fling Women's Weekend, OUTshine Film Festival, Sizzle Miami, SweetHeat Miami, Out in the Tropics, Wynwood Pride, Aqua Girl, Celebrate ORGULLO, Hialeah Pride, Circuit Miami Festival and Art Gaysel.
- Promote South Beach as a hub for the destination's LGBTQ+ community by highlighting its many offerings including 11th Street Beach, the LGBT Visitor Center and plentiful art, culture, dining and hotel inventory, with a special focus on boutique hotels.
- Focus on promoting various neighborhoods throughout the destination, including heritage neighborhoods, by highlighting weekly and monthly events for the LGBTQ+ community.
- Highlight the destination's diverse attractions, with a focus on outdoor adventures, to appeal to potential LGBTQ+ families.
- Focus on promoting local artists and art organizations that offer programming for this segment.

### STRATEGY

Develop a comprehensive multimedia marketing plan and accompanying communication strategy to target and reach potential LGBTQ+ travelers.

### TACTICS

- Design and implement a targeted LGBTQ+ multimedia marketing program that will include participation in related trade shows, conferences and special events, in partnership with the Miami-Dade Gay & Lesbian Chamber of Commerce and other key LGBTQ+ stakeholders.
- Expand audiences of LGBTQ+ social media channels by highlighting the diverse local community, targeted events with paid and organic posts, and influencer marketing.
- Develop targeted marketing collateral that will showcase Greater Miami & Miami Beach as a premier destination for LGBTQ+ visitors.
- Ensure the GMCVB's global and local advertising agencies develop inclusive advertising campaigns targeting all segments of LGBTQ+ communities.
- Partner with the GMCVB's Communications Division in organizing and hosting LGBTQ+ domestic and international media and influencers to highlight the destination.
- Continue to work with the Miami-Dade Gay & Lesbian Chamber of Commerce and support its tourism/travel programs, including the LGBT Visitor Center in Miami Beach.



### STRATEGY

Attract LGBTQ+ centric groups, meetings and conventions.

### TACTICS

- Team up with the GMCVB's Convention Sales Department to attract LGBTQ+ centric meetings and conventions.
- Partner with the GMCVB's Sports & Entertainment Tourism Division to attract LGBTQ+ centric sports events.
- Create programs to target a variety of groups and high-value customers, to create consumer and travel industry awareness about Greater Miami & Miami Beach as a premier LGBTQ+ destination.



LGBTQ+ MARKETING  
PROGRAM OF WORK

OCTOBER 2021

- 10/1–11/30 Miami Entertainment Months
- 10/1–15 Celebrate ORGULLO / Miami, FL
- 10/23 National LGBTQ Task Force Gala / Miami Beach, FL
- 10/23–24 SF/Bay Area Travel & Adventure Show / Santa Clara, CA
- TBA GMCVB LGBTQ+ Tourism Advisory Committee Meeting / Virtual

NOVEMBER 2021

- 10/1–11/30 Miami Entertainment Months
- 11/1–3 WTM London / London, England
- 11/16–19 GNetwork360 Conference on Business and LGBT Tourism / Buenos Aires, Argentina

DECEMBER 2021

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

JANUARY 2022

- 12/1–1/31 Miami Arts, Culture & Heritage Months
- 1/16–23 Aspen Gay Ski Week / Aspen, CO
- 1/21–22 TransArt / Miami, FL
- TBA GMCVB LGBTQ Tourism Advisory Committee Meeting / Virtual

FEBRUARY 2022

- 2/1–3/31 Miami Health & Wellness Months
- 2/4–6 Wigwood Miami / Miami, FL
- 2/20 Gay8 Festival / Little Havana, FL

MARCH 2022

- 2/1–3/31 Miami Health & Wellness Months
- 3/2–8 Winter Party Festival / Miami Beach, FL
- 3/9–13 ITB Berlin / Berlin, Germany

APRIL 2022

- 4/1–5/31 Miami Attraction & Museum Months
- 4/21–5/1 OUTshine Film Festival / Miami, FL
- TBA Miami Beach Pride Festival & Expo / Miami Beach, FL
- TBA GMCVB LGBTQ+ Tourism Advisory Committee Meeting / Virtual

MAY 2022

- 4/1–5/31 Miami Attraction & Museum Months
- 4/21–5/1 OUTshine Film Festival / Miami, FL
- 5/11–16 SweetHeat Miami / Miami Beach, FL
- 5/26–30 Sizzle South Beach / Miami Beach, FL

JUNE 2022

- 6/1–9/30 Miami Hotel Months / Meet in Miami
- 6/27–29 PROUD Experiences / New York, NY
- TBA Arsht Center CommuniTea Dance / Miami, FL
- TBA St. Pete Pride / St. Petersburg, FL
- TBA Wynwood Pride / Miami, FL

JULY 2022

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

AUGUST 2022

- 6/1–9/30 Miami Hotel Months / Meet in Miami
- 7/1–8/31 Miami Spa Months
- 8/1–9/30 Miami Spice Restaurant Months
- TBA NGLCC International Business Leadership Conference / Fort Lauderdale, FL

SEPTEMBER 2022

- 6/1–9/30 Miami Hotel Months / Meet in Miami
- 8/1–9/30 Miami Spice Restaurant Months
- 9/1–5 Key West Womenfest / Key West, FL

**NOTE:** Program of Work reflects major scheduled activities based on planning process. Additional activities are considered throughout the year and others are subject to change.



PARTNER BENEFITS & OPPORTUNITIES

- Sales Missions —** The GMCVB conducts national and international sales missions targeting existing and emerging markets to promote Greater Miami & Miami Beach as the destination of choice for travel advisors and tour operators for sales promotion.
- Trade Shows —** Throughout the year, LGBTQ+ Marketing, along with Travel Industry Sales, creates special exhibits designed to target key decision makers at important industry trade shows. Opportunities exist for partners to attend trade shows with our sales staff or send brochures for distribution at the shows.
- Familiarization (FAM) Tours —** One of the most effective ways of selling the destination is to bring key decision makers and journalists to the destination. The GMCVB arranges well-planned itineraries to allow participants to experience firsthand the many attributes of Greater Miami & Miami Beach. FAM clients include LGBTQ+ journalists and tour operators. Members play a vital role by contributing key elements to sponsor FAM tours, and opportunities are available throughout the year.



The GMCVB's Communications, PR & Social Media Division works with journalists from around the world to generate positive news coverage for Greater Miami & Miami Beach, with the goal of increasing visitation for both leisure and business travel. The team works with global PR agencies situated throughout Europe, Latin America, the Caribbean and North America to ensure the destination's PR objectives are being communicated in a culturally sensitive manner and using native language in some of Greater Miami & Miami Beach's key international feeder markets.

The team informs journalists and influencers from all over the world to produce captivating stories about Greater Miami & Miami Beach, thereby providing the public with compelling reasons to travel to the destination and support the tourism industry – the number one economic engine for Miami-Dade County.

In addition to destination branding efforts, the Communications team is tasked with Community Relations efforts and educating residents and stakeholders about the value of the travel and tourism industry.

## GOAL

Influence perceptions about Greater Miami & Miami Beach as an art-centric, outdoor adventure, heritage rich, road trip-worthy, tropical and cosmopolitan destination of choice to the high-value customer through placement of editorial stories in a variety of consumer and travel media outlets, as well as social media channels, and through consumer experiences and campaigns.

## STRATEGY

Drive leisure visitation by augmenting Greater Miami & Miami Beach's unique offerings via press activities including individual and group press trips (virtual and in person), tailored editorial pitches, engagement/leveraging media relationships, in-market media missions and social media engagement.

## TACTICS

- Identify key media and influencers who can act as third-party allies for Greater Miami & Miami Beach.
- Host travel editors/writers on a one-on-one basis throughout the year, at their comfort level.
- Host media tours from key feeder markets, with each tour themed according to niche pitches and featuring multiple media.
- Leverage select niche events such as the American Black Film Festival, Latin Grammy Awards, Art Week, South Beach Wine & Food Festival, Miami Film Festival, OUTshine Film Festival, Miami Fashion Week, LE Miami, eMerge Americas, Jazz in the Gardens and other key events, to bring in media to cover the destination.
- Visit key markets (in person or virtually) to present the message and products to consumer and trade media via media missions, trade shows and participation in media marketplace activities (i.e. IPW, SATW, IMM/TravMedia, TMAC).
- Service media inquiries seeking editorial, logistical and collateral support.

## STRATEGY

Leverage the MiamiLand marketing campaign to educate customers about Greater Miami & Miami Beach's natural paradise, national, state and county parks, soft adventures, glistening beaches and other outdoor adventures that appeal to visitors seeking open spaces and new adventures.

## TACTICS

- Identify and target key media and influencers who appeal to adventure seekers, health & wellness enthusiasts and visitors preferring to engage in outdoor activities.





- Host travel editors/writers on a one-on-one basis, focusing on itinerary enhancements that highlight these assets.
- Host group press tours from key feeder markets themed according to niche pitches and featuring multiple media.
- Pursue media opportunities presented in conjunction with the GMCVB’s Travel Industry Sales Division’s participation in the Travel & Adventure Shows around the country.

**STRATEGY**

As the cruise industry continues to open again safely, leverage existing partnerships with cruise lines sailing from PortMiami to further push the “Cruise Capital of the World” sentiment and promote pre/post cruise trips to the destination using drivers such as soft adventures and arts and culture.

**TACTICS**

- Leverage cruise line inaugural sailings to bring in leisure and trade media to promote Miami Beach and Downtown Miami proximity, as well as offerings throughout the destination.
- Work with influencers and PortMiami to highlight the plethora of tourism offerings in Greater Miami & Miami Beach.

**STRATEGY**

Strategically monitor and follow media trends to align Greater Miami & Miami Beach’s offerings with top-tier publications’ needs for editorial content. This will increase media coverage and make the Miami brand more relevant to the press.

**TACTICS**

- Provide the most up-to-date, positive information to all audiences through newsletters.
- Utilize press pitches to highlight travel trends, events, new developments, financial news, festival information, GMCVB initiatives, Miami Temptations Programs and other news in a timely, accurate and targeted fashion.
- Create more relevant editorial calendars as dictated by market needs and nuances.
- Reach out to key consumer travel editors, contributing editors and freelance writers who represent major publications that reinforce the brand within target markets.

**STRATEGY**

Host fully vetted production crews for strategic broadcast opportunities.

**TACTICS**

- Conduct outreach with producers and travel correspondents at national, regional and cable news programs as well as key drive market affiliates, to develop destination feature stories.
- Pitch Miami coverage to locally based U.S. Hispanic media giants such as Univision, Telemundo and others to ensure optimum cost effectiveness.
- Research and pitch syndicated and regional radio shows/TV programs to broadcast live from Greater Miami & Miami Beach throughout the year, with special emphasis on summer visits where possible to help boost summer business.
- Promote and connect the GMCVB’s Practice Safe Sets Miami initiative through trade pitches to visiting production crews.

**GOAL**

Position the Miami Beach Convention Center (MBCC) as an innovative meetings venue that is evolving to meet the demands of virtual, hybrid and new types of events that are adapting to the current culture. The goal is to reinforce and solidify Greater Miami & Miami Beach as an optimal meetings and conventions choice.

**STRATEGY**

Highlight the importance of the “Meetings Mean Business” angle among local media and stakeholders to encourage the local business community to embrace the mission to bring convention business to the destination.



**TACTICS**

- Gather economic impact data from secured citywide convention business and relay through editorial pitches and local media interviews.
- Launch a paid and viral social media initiative to increase awareness of the economic impact meetings have in Greater Miami & Miami Beach.

**STRATEGY**

Create community awareness of the GMCVB’s role in booking convention groups, and amplify success stories post-events.

**TACTICS**

- Host a group press tour with leading MICE media publications to showcase the MBCC and other top meetings venues and showcase hotels, restaurants, attractions and activities that would be of interest to convention delegates and meeting planners.
- Utilize stakeholder newsletters, social media posts and pitches to convention trade magazines.
- Identify and distribute updates regularly to appropriate trade media outlets (i.e., What’s New release).
- Develop an editorial calendar for social media posts through LinkedIn and Twitter corporate social platforms.
- Create a behind-the-scenes look at the MBCC and its new initiatives to create hybrid meetings that emphasize safety measures (GBAC certification, Art Deco Suite).
- Develop a parallel media desk-siders program during major meetings, conventions and trade shows such as PCMA, IMEX and ASAE.

**STRATEGY**

Direct a press program to generate a consistent stream of digital and print coverage within the meetings and conventions media segment.

**TACTICS**

- Design an editorial calendar that supports key strategic messages for the reimagined MBCC and in conjunction with the scheduled ground-breaking of the new headquarter hotel.
- Continue to drive traffic to MiamiMeetings.com and support lead generation.



- Develop key messaging around convention bookings, and promote success stories through pitches to convention trade magazines.
- Develop advertorials upon request for key meetings trade magazines, to be used to leverage additional publicity from advertising.

STRATEGY

Leverage the MBCC’s recent GBAC certification, Art Deco Suite hybrid meeting initiative and scheduled marquee events such as eMerge and others, to ignite interest in creative and citywide convention use of the MBCC.

TACTICS

- Utilize photo captions and press release distribution.
- Invite key editors and writers from meetings publications to visit and experience the MBCC.
- Work with the GMCVB’s web team to create and promote a dedicated landing page on the website that is a Miami Beach Meetings toolkit/resource offering a comprehensive overview of MBCC and the corresponding neighborhoods, as well as resources meeting planners need to understand what Miami offers. The landing page is to be built with connectivity to Cvent, with Cvent and the MBCC page sharing the same marketing efforts as the GMCVB landing page.

GOAL

Increase awareness and support for the travel and hospitality industry among stakeholders including elected officials, residents of Miami-Dade County and the local business community.

STRATEGY

Utilize stats and figures to highlight the importance of the travel and tourism industry in Miami-Dade County, and further drive the “tourism is everyone’s business” sentiment.

TACTICS

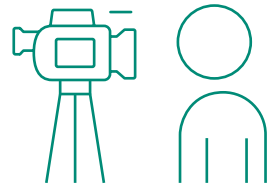
- Gather economic impact from both leisure and convention business, and translate it as ROI for residents.
- Launch a paid and viral social media initiative about new corporate social media handles to directly engage with community leaders and elected officials.
- Develop messaging on several topics including: jobs in the tourism industry, economic impact, and how tourism taxes benefit local and social programs.
- Develop the GMCVB speaker’s bureau to leverage subject matter experts on the GMCVB Board and further drive key messages for the travel industry.
- Create a news bureau of GMCVB initiatives consisting of photos and news releases resulting from corporate events, to be shared with local stakeholders and GMCVB staff.

STRATEGY

Promote GMCVB executives as thought leaders to leading trade publications.

TACTICS

- Develop key messaging around convention bookings, and promote success stories through pitches to convention trade magazines.
- Secure partnerships to leverage out-of-home advertising throughout Miami-Dade County.
- Create partnerships with local media partners to institutionalize travel industry segments or columns.



COMMUNICATIONS, PR & SOCIAL MEDIA

PROGRAM OF WORK

MONTHLY

Communications Newsletter (breaking news & events)

OCTOBER 2021

- 10/1 What’s New in Greater Miami & Miami Beach Fall Newsletter
- 10/1-11/30 Miami Entertainment Months
- 10/2-10 Miami Carnival Press Visits / Miami, FL
- 10/3-7 Society of American Travel Writers (SATW) / Milwaukee, WI
- 10/5-8 International French Travel Market (IFTM) Top RESA/MAP / Paris, France
- 10/16-24 Miami Auto Show Media Visits / Miami Beach, FL
- 10/26-29 Meetings & Incentives Press Tour / Miami, FL
- 10/28 GMCVB Annual Meeting – Tourism Numbers and Strategic Plan Announcement/ Aventura, FL

NOVEMBER 2021

- 10/1-11/30 Miami Entertainment Months
- 11/1-3 World Travel Market & Media Desk Siders (WTM) / London, England
- 11/3-7 SEED Food & Wine Festival Media Visits / Miami, FL
- 11/14-21 Miami Book Fair Promotion / Miami, FL
- 11/16-19 LATAM “What’s New in the Hoods” Market Press Tour / Miami, FL
- 11/30-12/4 Art Basel Miami Beach Media Visits / Miami Beach, FL
- TBA Cruise Capital of the World Domestic Cruise Group Press Tour / Miami, FL

DECEMBER 2021

- 12/1-1/31 Miami Arts, Culture & Heritage Months
- 11/30-12/4 Art Basel Miami Beach Media Visits / Miami Beach, FL
- 12/13-16 Cross-Market “What’s New in the Hoods” Press Tour / Miami, FL

JANUARY 2022

- 12/1-1/31 Miami Arts, Culture & Heritage Months
- 1/1 What’s New in Greater Miami & Miami Beach Winter Newsletter
- 1/9-12 PCMA Convening Leaders / Las Vegas, NV
- 1/19-23 FITUR Spain / Madrid, Spain
- 1/26-27 TravMedia International Media Marketplace / New York, NY
- 1/28 Annual “Plan for a Vacation Day” Announcement
- TBA Quarterly Numbers Press Release and Announcement

FEBRUARY 2022

- 2/1-3/31 Miami Health & Wellness Months
- 2/13 Gay8 Individual Media Visits / Little Havana, FL
- 2/16-20 Progressive Insurance Miami International Boat Show/ Miami Yacht Show Media Visits / Miami, FL
- 2/21-22 Colombia Media Desksiders / Bogotá, Colombia
- 2/22-27 SOBE Wine & Food Festival Media Visits / Miami Beach, FL
- 2/23-25 Vitrina Turístico Anato / Bogotá, Colombia

MARCH 2022

- 2/1-3/31 Miami Health & Wellness Months
- 3/1 What’s New in Greater Miami & Miami Beach Spring Newsletter
- 3/4-13 Miami Film Festival Media Visits – Latin American and Domestic / Miami, FL
- 3/12-13 Jazz in the Gardens Media Visits / Miami Gardens, FL

APRIL 2022

- 4/1-5/31 Miami Attraction & Museum Months
- 4/4 Global Meetings Industry Day Media Outreach
- 4/4-7 World Travel Market (WTM) / Sao Paulo, Brazil
- 4/7-8 Brazil Media Appointments
- 4/17-19 eMerge Americas / Miami Beach, FL
- 4/26-29 MiamiLand Cross-Market Press Tour / Miami, FL
- TBA LGBTQ+ Miami Beach Pride Media Visits / Miami Beach, FL

MAY 2022

- 4/1-5/31 Miami Attraction & Museum Months
- TBA Miami Fashion Week (MIAFW) Media Visits / Miami Beach, FL
- TBA National Tourism Month and GMCVB State of the Industry Announcement

JUNE 2022

- 6/1-9/30 Miami Hotel Months
- 6/1 What’s New in Greater Miami & Miami Beach Summer Newsletter
- 6/4-8 IPW 2022 / Orlando, FL
- 6/13-16 LE Miami / Miami Beach, FL
- 6/15-19 American Black Film Festival / Miami, FL
- 6/17-19 LGBTQ+ Wynwood Pride Media Visits / Wynwood, FL
- 6/20-24 MiamiLand Pan-European Press Tour / Throughout Europe
- 6/22-26 Travel Media Association of Canada (TMAC) AGM & Conference / Yarmouth, Nova Scotia
- TBA Summer Stunt/PR Campaign / New York, NY

JULY 2022

- 6/1-9/30 Miami Hotel Months
- 7/1-8/31 Miami Spa Months
- 7/6-11 Miami Swim Week Media Visits / Miami Beach, FL

AUGUST 2022

- 6/1-9/30 Miami Hotel Months
- 7/1-8/31 Miami Spa Months
- 8/1-9/30 Miami Spice Restaurant Months
- 8/20-23 ASAE Media Appointments / Nashville, TN

SEPTEMBER 2022

- 6/1-9/30 Miami Hotel Months
- 8/1-9/30 Miami Spice Restaurant Months
- TBA New York Media Reception & Mission (Member Pay-to-Play Opportunity) / New York, NY
- TBA Canadian Media Reception & Mission (Member Pay-to-Play Opportunity) / Toronto, Canada

**NOTE:** Program of Work reflects major scheduled activities based on planning process. Additional activities are considered throughout the year and others are subject to change.





# TRAVEL INDUSTRY SALES

The GMCVB's Travel Industry Sales Division provides travel industry professionals with easy access to the resources they need for planning, marketing and selling the destination. The division oversees all targeted sales efforts to domestic and international travel industry professionals, including tour operators, travel advisors, cruise specialists, online travel agencies (OTAs) and international inbound operators, to reach the traveling consumer. The team is responsible for developing sales missions, attending consumer and travel trade shows, and organizing familiarization tours to connect key clients with GMCVB stakeholders in order to foster business relationships.

In the coming year, the division will restart the GMCVB's global representation network in a phased approach, as market conditions allow. This will continue to support the destination's recovery by rebuilding demand and further supporting the global travel trade community. Success will be based on driving growth in the value and volume of leisure tourism, maintaining Greater Miami & Miami Beach as top of mind with travel professionals, and inspiring travel to the destination through intermediaries, travel advisors, tour operators and others. Success will be based on efforts supporting trade education, trade engagement, and the establishment of a GMCVB Partner Alliance made up of key industry stakeholders and GMCVB sales staff, to ensure there is alignment on future sales activations.

The team will continue to expand travel advisor education through the GMCVB's online Travel Specialist Program. It will host sales activities featuring GMCVB stakeholders and hold virtual destination workshops in partnership with airlines, cruise lines, online travel agencies, host agencies and receptive tour operators. It will increase engagement with the travel trade through various initiatives, including virtual FAMs and sales missions with the participation of GMCVB stakeholders. These strategic sales activations will be developed and rolled out to further contribute to the overall success of GMCVB partners and the destination. Finally, the division will build deeper relationships with airlines and cruise brands operating at Miami International Airport (MIA) and PortMiami, to support airline routes and cruise deployments.

## GOAL

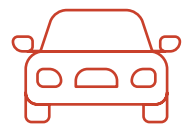
Drive growth in the value and volume of international leisure tourism.

### STRATEGY

Restart the GMCVB's Global Representation Network in a phased approach, as international markets allow. This will allow the team to rebuild and foster relationships with international travel buyers, with the goal of rebuilding international sales in designated markets.

### TACTICS

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



## GOAL

Maintain the destination as top of mind with travel professionals.

### STRATEGY

Maintain and promote the GMCVB's online Travel Specialist Program to further build relationships with travel advisors and home-based agents throughout the U.S. and Canada.

### TACTICS

- Provide an online travel agent educational platform with 24/7 access, which will empower travel advisors to confidently sell Greater Miami & Miami Beach.
- Develop and roll out a loyalty program alongside the GMCVB's online Travel Specialist Program, which will ultimately lead to an increase in travel agent bookings and visitor arrivals.
- With the ongoing support of GMCVB partners, utilize incentives to drive agent enrollment and specialist certification.
- Develop online networking opportunities to cultivate business relationships whereby the GMCVB will host meet-ups bringing together destination stakeholders and graduates of the GMCVB's online Travel Specialist Program.

### STRATEGY

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

### TACTICS

- Resume the GMCVB's Air Service Development Partnership with MIA. This partnership unlocks GMCVB sales and marketing support for service that is introduced by new airline partners.
- Support and amplify key initiatives introduced by American Airlines, the destination's hometown airline, to drive incremental traffic to Greater Miami & Miami Beach.
- Provide in-kind support to new airline partners by amplifying new routes and service through GMCVB-owned channels.



STRATEGY

Support cruise brands as they resume sailing from PortMiami after a 16-month pause (March 2020-June 2021).

TACTICS

- Re-launch the GMCVB’s Welcome Back to Cruising consumer/travel trade cruise campaign, to invite cruisers to sail from PortMiami. Capitalize on Greater Miami & Miami Beach’s position as the “Cruise Capital of the World” by extending the length of stay of cruise passengers and drive incremental room nights.
- Attend leading cruise trade shows in partnership with PortMiami, including: Cruise360, Cruise World and Travel Agent Forum.
- Create deeper partnerships with cruise line partners for opportunities to network directly with their top-producing cruise advisors.
- Develop a deeper relationship with Cruise Line International Association (CLIA) by participating in its sponsored events, webinars and other educational events.
- Maintain travel trade advertising in the U.S. and Canada in Travel Weekly, with the aim of raising awareness of the GMCVB’s online Travel Specialist Program; and raise awareness of the destination’s pre/post cruise offerings among cruise specialists.
- Deepen business relationships with the leading cruise operators including Cruise Planners, Cruise One and Travel Planners.

STRATEGY

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

TACTICS

- Establish strategic marketing partnerships with leading networks, including AAA, Internova (formerly Travel Leaders), Signature Travel Network and Flight Centre, with the goal of training their travel advisors.
- Attend and support key association and consortia in-person and virtual events, including AAA, CCRA, ASTA and Travel Leaders’ EDGE.
- Strengthen partnerships with leading tour operators, including: Classic Vacations, Pleasant Holidays, American Airlines Vacations and others through partner appreciation events, FAM tours and sales support.
- Develop and organize a Florida Sales Mission to target key travel advisors in major Florida cities and encourage visitation.
- Strengthen U.S. tour operator partnerships through FAM tours/sales support; encourage tour operators to increase their hotel product to account for Greater Miami & Miami Beach’s growing inventory.

TRAVEL INDUSTRY SALES PROGRAM OF WORK

ONGOING ANNUAL SALES ACTIVITIES

- Familiarization (FAM) Tours / Miami, FL
- Cruise Line Partner Destination Workshops
- Destination Workshops and Training
- Territory Sales Call Coverage
- Airline Partners and Tour Operators
- Destination Training
- Joint Partnership Community Programs
- Destination Events and Road Shows with Visit Florida
- Brand USA, Visit USA and Industry Organizations

OCTOBER 2021

- 10/1-11/30 Miami Entertainment Months
- 10/10-12 Tour Connection / Nashville, TN
- 10/16-17 Travel & Adventure Show / Atlanta, GA
- 10/18-21 Travel Leaders EDGE / Orlando, FL
- 10/23-24 Travel & Adventure Shows / San Francisco/Bay Area, CA
- 10/25-28 Brand USA Travel Week Europe / London, England

NOVEMBER 2021

- 10/1-11/30 Miami Entertainment Months
- 11/1-3 World Travel Market (WTM) / London, England
- 11/8-9 OASIS Travel Network Conference / Las Vegas, NV
- 11/10-12 CruiseWorld / Miami Beach, FL
- 11/12-13 WeTrade 2020 Colombia / Virtual
- 11/14-16 ASTA Showcase / Savannah, GA
- 11/16 Boutique Hotels Quarterly Meeting / Miami Beach, FL
- 11/17-19 GBTA / Orlando, FL
- 11/23-27 Brazilian LGBT Tourism Forum / Virtual
- 11/28-12/1 Private Luxury Forum Americas / Riviera Maya, Mexico

DECEMBER 2021

- 12/1-1/31 Miami Arts, Culture & Heritage Months

JANUARY 2022

- 12/1-1/31 Miami Arts, Culture & Heritage Months
- 1/8 Vincent Vacations Awards / Oklahoma City, OK
- 1/17-19 Art Deco Weekend / Miami Beach, FL

- 1/21-23 Pittsburgh Travel Showcase / Pittsburgh, PA
- 1/22 Unique Travel of Palm Beach Expo / Palm Beach, FL
- 1/24-26 Florida Huddle / Tampa, FL
- 1/29-30 Travel & Adventure Show / New York, NY
- TBA RTO Summit East / New York, NY

FEBRUARY 2022

- 2/1-3/31 Miami Health & Wellness Months
- 2/1-2 Brand USA UK & Europe 1:1 Meetings / TBA
- 2/5-6 Travel & Adventure Show / Chicago, IL
- 2/6-12 Visit Florida Brazil Sales Mission / Sao Paulo, Rio de Janeiro, Belo Horizonte
- 2/22 Peninsula Show / Greenville, SC
- 2/23 Peninsula Show / Charlotte, NC
- 2/23-25 ANATO / Bogotá, Colombia
- 2/24 Peninsula Show / Greensboro, NC
- 2/26-27 Travel & Adventure Show / Washington, DC
- TBA Boutique Hotels Quarterly Meeting / Miami Beach, FL

MARCH 2022

- 2/1-3/31 Miami Health & Wellness Months
- 3/5-6 Travel & Adventure Show / Boston, MA
- 3/12-13 Travel & Adventure Show / Los Angeles, CA
- 3/16-17 Brand USA Americas 1:1 Meetings / TBA
- 3/29-4/3 CLIA Cruise 360 / Fort Lauderdale, FL
- TBA RTO Summit West / Los Angeles, CA
- TBA Argentina Sales Mission / Buenos Aires & Cordoba, Argentina and Montevideo, Uruguay

APRIL 2022

- 4/1-5/31 Miami Attraction & Museum Months
- 4/2-3 Travel & Adventure Show / Dallas, TX
- 4/5-7 WTM Latin America / Sao Paulo, Brazil
- 4/7-8 RTO Summit East / New York, NY
- 4/23-24 Travel & Adventure Show / Atlanta, GA
- 4/30-5/1 Travel & Adventure Show / Denver, CO

MAY 2022

- 4/1-5/31 Miami Attraction & Museum Months
- 5/2-4 GTM West / Tucson, AZ
- 5/9-12 Romance Travel Forum / Punta Cana, Dominican Republic
- 5/13-15 TPOC Conference / Savannah, GA
- 5/21-22 Travel & Adventure Show / San Francisco, CA
- TBA Colombia Sales Mission / Bogotá, Medellin & Cali
- TBA Boutique & Lifestyle Hotels Quarterly Meeting / Miami Beach, FL

JUNE 2022

- 6/1-9/30 Miami Hotel Months
- 6/4-6/8 IPW / Orlando, FL
- 6/13-16 LE Miami / Miami Beach, FL
- 6/20-23 Travel Agent Forum / Las Vegas, NV
- TBA Bahamas and Jamaica Sales Mission

JULY 2022

- 6/1-9/30 Miami Hotel Months
- 7/1-8/31 Miami Spa Months
- 7/15-16 ASTA Fiesta in the Desert / Scottsdale, AZ
- 7/28-30 GTM / Hollywood, FL
- TBA Dominican Republic Sales Mission

AUGUST 2022

- 6/1-9/30 Miami Hotel Months
- 7/1-8/31 Miami Spa Months
- 8/1-9/30 Miami Spice Restaurant Months
- 8/8-8/10 Connect Travel Marketplace / Detroit, MI
- 8/14-17 GBTA / TBA
- 8/22-27 INTELETRAVEL QUEST / Cruise TBD
- 8/24-26 ASTA Global Convention / San Francisco, CA
- TBA Mexico Sales Mission / Mexico City, Monterrey & Merida
- TBA Boutique & Lifestyle Hotels Quarterly Meeting / Miami Beach, FL

SEPTEMBER 2022

- 6/1-9/30 Miami Hotel Months
- 8/1-9/30 Miami Spice Restaurant Months
- TBA RTO Summit South / St. Petersburg, FL

**NOTE:** Program of Work reflects major scheduled activities based on planning process. Additional activities are considered throughout the year and others are subject to change.





PARTNER BENEFITS & OPPORTUNITIES

**Sales Missions —** The GMCVB conducts national and international sales missions targeting existing and emerging markets to promote Greater Miami & Miami Beach as the destination of choice for travel advisors and tour operators for travel industry promotion.

**Trade Shows —** Throughout the year, Travel Industry Sales creates special exhibits designed to target key decision makers at important industry trade shows. Opportunities exist for partners to attend trade shows with our sales staff to send brochures for distribution at the shows.

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







# BUSINESS DEVELOPMENT & PARTNERSHIP

The GMCVB's Business Development & Partnership Division will focus on further supporting its more than 1,000 partner companies while highlighting new GMCVB marketing opportunities during the 2021/22 fiscal year. These efforts will further expand private revenue opportunities, using GMCVB collateral materials and digital platforms along with a variety of sponsorship programs. The team will continue to create customized partner and sponsor packages while raising awareness of the GMCVB brand. GMCVB partners will also further benefit from the Bandwango platform, which will drive incremental business into various sectors of the community.

## GOAL

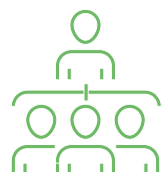
Establish and continue to increase a core base of GMCVB members/partners to provide local partners, visitors and convention attendees with a diverse array of services and positive experiences. The division generates vital private sector revenue in support of GMCVB operations through partner dues revenue, event sponsorship and digital platform advertising sales. The division provides its partners with key benefits/services and a variety of marketing opportunities year-round. It also leverages marketing initiatives, including Miami Temptations program opportunities, for the GMCVB and the destination as a whole. The GMCVB shares, with its member institutions and the community, the benefit and/or negative impact of the delivery of customer service and service employee attitude. To that end, the GMCVB will continue to engage with other partners as well as GMCVB staff to positively promote and support the continued commitment to excellence in customer service through continued Miami Begins with Me training promotion, as well as expanding business training programs throughout the community.

## STRATEGY

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

## TACTICS

- Account Managers and support staff will maintain constant communications, including asking partners to review their partnership benefits, alerting them about upcoming events, providing an overview of the extranet resources, and ensuring they receive GMCVB communications and attend orientations.
- Sales staff will also invite new partners to upcoming events or follow up to check if they have any questions, and ensure training and that the account page is up to date with photos and special offers within 30 days.
- New Partner Orientation – offering new partners the opportunity to interact with each department directly and learn how to maximize their opportunities – will continue to be offered on a quarterly basis as a virtual event or in person. Individual meet and greets with GMCVB staff will be scheduled as appropriate to further connect GMCVB teams with partners.
- Host one annual table-top expo event for partners to showcase their products/services.
- Host one Wedding Showcase consumer event featuring relevant event partners. It will expand to include quinceañera planners.
- Using third-party partner, Bandwango, create custom visitor experiences including Arts Mural Trails, Heritage Trails, Craft Brewery Passes and other niche programs to drive visitors into the destination's neighborhoods and small businesses.



- Generate monthly Partner e-Newsletter content to include recaps from partner events, partner products and company launches, as well as regularly updated opportunities for sales missions, trade shows, familiarization tours, press trips and social media marketing.
- Place community ads to promote Tourism Industry Careers through the GMCVB Hospitality Job Board.
- Drive engagement with GMCVB partners to join the Partner Social Media pages, including LinkedIn and Facebook, for interactive contests and weekly/monthly promotions, as well as further exposure for them. Personal invitations will be sent to existing partners to join the Partner Page.
- Work closely with the Customer Relationship Management (CRM) and web teams to ensure the GMCVB is able to provide reporting tools that partners can reference to measure Return on Investment (ROI), such as leads generated, web clicks and article mentions.
- Enhance the new partner welcome package to include How-To Guides, Co-op Advertising, Digital Marketing Opportunities, GMCVB Key Staff Contact Roster and other useful tools to foster business relationships.
- All renewing partners will continue to get a personalized Partnership Certificate each year to display.

## STRATEGY

Pursue and maintain all current Corporate Partners, as well as expand general membership by targeting previously untapped companies with customized program options, including new sponsorship program opportunities.



TACTICS

- Host one Corporate Partner Appreciation event or give a special gift annually.
- Provide added value to Corporate Partners through specialized partnership opportunities such as featured exposure and gifting opportunities at the GMCVB’s Annual Meeting and other key virtual and in-person events.
- Participate in community festivals, conferences and events as may be available, to further promote the GMCVB brand and its many resources for the community and businesses.
- Continue to offer valuable and measurable marketing benefits.
- The Partnership Sales team will continue to work with partners to develop digital ad packages for GMCVB platforms, including the Miami Insider and website.

STRATEGY

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

TACTICS

- Work with Miami-Dade County to expand training to county employees, including Miami-Dade Transportation and key strategic interlocal partners.
- Continue to expand the reach of Miami Begins with Me training by promoting the free online training program, as well as resuming in-person training programs with local community partners and at the GMCVB office.
- Refresh and continue to improve the LGBTQ+ Sensitivity Training program, both online and in person.
- Offer onsite training classes for partners that are willing to host, including hotel partners, Business Improvement Districts, Chambers of Commerce, the Miami-Dade Library System and industry organizations.
- Continue to partner with local attractions and sightseeing companies to provide discount coupon vouchers for Miami Begins with Me graduates.
- Continue to partner with Miami International Airport (MIA) on regular required training sessions for all airport employees.

STRATEGY

Continue to develop relationships with visitor centers, and expand the number of visitor centers.

TACTICS

- Continue to host the Visitor Center Committee Group, with meetings held three times per year.
- Continue to provide additional brochure racks and hardware to hold additional guides and maps for visitors.
- Expand new visitor center locations at strategic partner locations.
- Coordinate material distribution to visitor centers, as needed.



BUSINESS DEVELOPMENT & PARTNERSHIP

PROGRAM OF WORK

OCTOBER 2021

- 10/7 Partnership Networking Breakfast / La Giulietta at Ironside (in person)
- 10/14 GMCVB Coffee & Conversation featuring Miami Book Fair (virtual)
- 10/20 New Partner Orientation (virtual)
- 10/28 GMCVB Annual Meeting / JW Marriott Miami Turnberry Resort & Spa (in person)

NOVEMBER 2021

- 11/10 Partnership Networking Breakfast / Museum of Illusions (in person)
- 11/16 Partnership Networking Breakfast / MOAD at Freedom Tower (in person)

DECEMBER 2021

- 12/1 GMCVB Coffee & Conversation featuring Arts Season Preview (virtual)
- 12/7 Holiday Networking Breakfast / Location TBA (in person)
- 12/15 Holiday Networking Reception / The Biltmore Hotel (in person)

JANUARY 2022

- 1/12 GMCVB Coffee & Conversation featuring AC & Element Brickell Hotel (virtual)
- 1/19 New Partner Orientation (virtual)
- 1/23 Wedding + Quinceañera Showcase / Miami Beach Convention Center Grand Ballroom (in person)

FEBRUARY 2022

- 2/2 GMCVB Coffee & Conversation Networker (virtual)
- 2/9 GMCVB Black History Month Breakfast Networker (in person)
- 2/23 GMCVB Coffee & Conversation Networker (virtual)

MARCH 2022

- 3/2 GMCVB Coffee & Conversation Networker (virtual)
- 3/9 GMCVB Networking Breakfast / Location TBA (in person)
- 3/16 Miami Begins with Me Training / Location TBA (in person)
- 3/30 GMCVB Coffee & Conversation Networker (virtual)

APRIL 2022

- 4/6 New Partner Orientation (virtual or in person)
- 4/13 GMCVB Coffee & Conversation Networker (virtual)
- 4/20 GMCVB Networker / Location TBA (in person)
- 4/27 GMCVB Coffee & Conversation Networker (virtual)

MAY 2022

- 5/4 GMCVB Annual State of the Industry Breakfast / Location TBA (in person)
- 5/18 GMCVB Coffee & Conversation Networker (virtual)
- 5/25 Miami Begins with Me Training / GMCVB office (in person)

JUNE 2022

- 6/8 GMCVB Coffee & Conversation Networker (virtual)
- 6/22 GMCVB Networker / Location TBA (in person)
- 6/29 GMCVB Coffee & Conversation Networker (virtual)

JULY 2022

- 7/13 New Partner Orientation (virtual or in person)
- 7/20 GMCVB Coffee & Conversation Networker (virtual)
- 7/27 Miami Begins with Me Training / GMCVB office (in person)
- TBA Annual Marketing Workshop / Location TBA (in person)

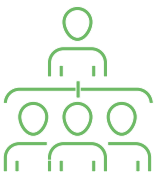
AUGUST 2022

- 8/10 GMCVB Coffee & Conversation Networker (virtual)
- 8/25 Annual Partner Expo / Location TBA (in person)

SEPTEMBER 2022

- TBA White Glove Concierge Awards Luncheon / Location TBA (in person)
- 9/14 GMCVB Coffee & Conversation Networker (virtual)
- 9/28 GMCVB Networker (in person)

**NOTE:** Program of Work reflects major scheduled activities based on planning process. Additional activities are considered throughout the year and others are subject to change.





PARTNER BENEFITS & OPPORTUNITIES

- Enhanced GMCVB website listing with a dedicated webpage that features each partner’s photo gallery (up to eight images along with videos), description, address, website and contact information. Offers exposure to millions of site visitors each year in multiple languages.
- Ability to update online partner listing information and feature leisure visitor and meeting planner special offers.
- Promotional opportunities via GMCVB social media channels.
- Visitor Center Exposure: 4” x 9” brochure distribution at numerous area visitor centers, including the Historic Lyric Theater, Little Haiti Visitor Center, South Dade Visitor Center, GMCVB Visitor Center and more, at no additional cost. Brochures must be provided by partner.
- Access to GMCVB online Convention Calendar.
- Access to GMCVB digital image library and market research data.
- Receive Monthly Partnership e-Newsletter with opportunity for monthly inclusion.
- Inclusion in relevant media relations and industry newsletters.
- Opportunity to join the GMCVB on sales missions and at trade shows, as well as participate in familiarization tours, press visits and GMCVB hosted partner events and expos.
- Invitations to GMCVB networking events, GMCVB Annual Expo opportunities and workshops.
- Free Miami Begins with Me Customer Service Training Program available for staff.
- Opportunity to take advantage of co-op online and print advertising programs throughout the year to stretch marketing dollars.
- Access to complete GMCVB partner database, including email addresses.



GMCVBPartner.com







## CONTENT & CREATIVE SERVICES

The GMCVB's Content & Creative Services Division serves as the organization's in-house creative agency, developing custom, targeted videos, collateral and sales materials for each internal department including Travel Industry Sales, Communications, LGBTQ+ Marketing, Arts & Culture Tourism, Multicultural Tourism, and Meetings & Convention Sales & Services. These departments, in turn, use these materials in their outreach to potential visitors, clients, stakeholders and the community. It is also the driving force behind the GMCVB's year-long Miami Temptations programs, the Miami Eats program, print publications and website/digital editorial articles. This includes promoting the destination at visitor centers, Miami International Airport (MIA) and PortMiami.

### GOAL

Provide high-quality and cost-effective creative services, custom collateral, photography, video, digital assets and sales materials for all GMCVB departments as well as for strategic community partners.

### STRATEGY

The Creative Services subdivision provides a Creative Services Request Form easily accessible from the GMCVB's Intranet home page. GMCVB team employees can quickly make requests, based on their needs, for an array of content such as graphic design, website articles, photography and video. Once completed, the form is automatically emailed to the Creative Services Manager to be delegated to the appropriate team member for execution.

### TACTICS

- The Creative Services Manager interfaces with team members regarding their creative services requests to obtain the assets, creative direction and deadlines needed for each project, to ensure efficient workflow.
- All creative collateral produced is reviewed for quality by the Creative Services Manager and then proofread by the Sr. Editorial Manager for accuracy.
- Collateral and assets are reviewed by the point person who makes the initial creative services request, then edits and approvals are completed by the agreed upon deadline.

### STRATEGY

To ensure cost-effective production, printing and delivery of collateral in a timely manner, the Creative Services Manager conducts RFQs from GMCVB printing partners.

### TACTICS

- Creative Services keeps an updated list of GMCVB partners specializing in printing and producing requested collateral.
- Using this list of partners, the Creative Services Manager sends a detailed RFQ to the partners best suited to producing each collateral item at the time of production. Creative Services utilizes more than 100 partners.

### STRATEGY

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

### TACTICS

- Work with the GMCVB's Digital Marketing team to add engaging content on MiamiandMiamiBeach.com.

Incorporate short pieces of interesting content in print publications and collateral materials.

### STRATEGY

Continue to provide high-quality video content to publish across the GMCVB's many digital channels, including MiamiandMiamiBeach.com, social media accounts and the What's Happening e-newsletter. GMCVB partners can use this content on their channels as well.



### TACTICS

- Once a request for video is made through the Creative Services Request Form, creative services arranges for the film crew to capture the necessary B-roll footage, images and interviews, ensuring that all safety precautions and protocols are followed.
- Assets are then downloaded and organized. The video is reviewed, edited and sent for approval.
- Assets attained during these film shoots are vetted, ensuring proper signatures and permissions are given, whether it's for the property being filmed or any persons within, in perpetuity to the GMCVB to publish through all its channels.
- B-roll footage is then classified, codified and uploaded to the GMCVB's Digital Asset Management (DAM) library.

### STRATEGY

Continue to provide high-quality and up-to-date assets through the Digital Asset Management (DAM) library (GMCVBDigitalLibrary.com) to be used as a tool and accessed by GMCVB agencies of record, media partners, meeting planners, travel trade industry professionals, and GMCVB partners to promote Greater Miami & Miami Beach as a destination.

### TACTICS

- The DAM is maintained on a regular basis.
- Outdated assets are continually removed, making room for new ones to be uploaded.
- Creative Services ensures proper usage of the assets by sending instructions to those making requests.
- New accounts are approved for a period of one year.
- Frequently used accounts are given priority to extend past the one-year expiration date.

### GOAL

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

### STRATEGY

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

### TACTICS

- Schedule monthly meetings with each division.



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

**STRATEGY**

Analyze all digital editorial content currently on MiamiandMiamiBeach.com, and determine how articles can be enhanced visually by adding images or videos.

**TACTICS**

- Refer to the editorial calendar to make sure the content that will be worked on that month is updated and is SEO'd.
- Use the DAM to obtain new videos and images that can be added to article pages.

**GOAL**

Determine consumers' and partners' needs for print publications, and ensure that the new version of the Visitors Guide and all other books highlight Greater Miami & Miami Beach's diverse neighborhoods.

**STRATEGY**

Assess industry best practices and other destinations' print materials.

**TACTICS**

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

**GOAL**

Ensure that the Miami Temptations programs continue to drive business to all program participants.

**STRATEGY**

Promote the Miami Temptations programs locally and to drive markets.

**TACTICS**

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

**STRATEGY**

Encourage GMCVB partners to participate in more than one Miami Temptations program per year.

**TACTICS**

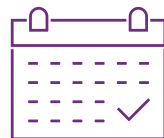
- Provide the GMCVB's Business Development & Partnership team a one-sheeter that provides details about all of the Miami Temptations programs and what types of partners can participate in each program.

**STRATEGY**

Use the Miami Eats program to support the neighborhood strategy year-round.

**TACTICS**

- Highlight a different neighborhood each month by showcasing all the restaurants that are within that neighborhood.



# CONTENT & CREATIVE SERVICES

## PROGRAM OF WORK

**ONGOING**

- Miami Eats – program management, website content development and social media posts

**OCTOBER 2021**

- Miami Entertainment Months (Miami Temptations program) – program management/solicitation, website development, advertising, art direction and social media posts
- GMCVB Annual Meeting 2021 – design collateral
- Year-end publications – 2020/2021 Year in Review and 2021/2022 GMCVB/MBCC Marketing Plan
- Video production (video shoot, interviews, production) – Miami Temptations program reel video content, new CEO exit & entrance, MBCC conventions, Annual Meeting recap video, partnership/networking events, website listicles

**NOVEMBER 2021**

- Miami Entertainment Months – program management/solicitation, website development, advertising, art direction and social media posts
- Video production (video shoot, interviews, production) – Miami Eats LGBTQ+, Miami Temptations program reel video content, MBCC conventions, partnership/networking events, website listicles
- Art of Black Miami creative for Art Circuits

**DECEMBER 2021**

- Miami Arts, Culture & Heritage Months (Miami Temptations program) – program management/solicitation, website development, advertising, art direction and social media posts
- Video production (video shoot, interviews, production) – Miami Temptations program reel video content, Art Basel Miami Beach, MBCC conventions, partnership/networking events, website listicles

**JANUARY 2022**

- Miami Arts, Culture & Heritage Months (Miami Temptations program) – program management/solicitation, website development, advertising, art direction and social media posts
- Video production (video shoot, interviews, production) – Miami Eats LGBTQ+, Miami Temptations program reel video content, MIAMIFilm, MBCC conventions, partnership/networking events, website listicles
- Release new version of Visitors Guide

**FEBRUARY 2022**

- Miami Health & Wellness Months (Miami Temptations program) – program management/solicitation, website development, advertising, art direction and social media posts
- Video production (video shoot, interviews, production) – Miami Temptations program reel video content, MBCC conventions, South Beach Wine & Food Festival, partnership/networking events, website listicles

**MARCH 2022**

- Miami Health & Wellness Months (Miami Temptations program) – program management/solicitation, website development, advertising, art direction and social media posts
- Video production (video shoot, interviews, production) – Miami Eats LGBTQ+, Miami Temptations program reel video content, MBCC conventions, partnership/networking events, website listicles

**APRIL 2022**

- Miami Attraction & Museum Months (Miami Temptations program) – program management/solicitation, website development, advertising, art direction and social media posts
- State of the Industry 2022 – collateral design



CONTENT & CREATIVE SERVICES

PROGRAM OF WORK (cont.)

- Video production (video shoot, interviews, production) – Miami Temptations program reel video content, MBCC conventions, State of the Industry, partnership/networking events, website listicles

MAY 2022

- Miami Attraction & Museum Months (Miami Temptations program) – program management/solicitation, website development, advertising, art direction and social media posts
- Video production (video shoot, interviews, production) – Miami Eats LGBTQ+, Miami Temptations program reel video content, MBCC conventions, Miami Grand Prix F1, partnership/networking events, website listicles

JUNE 2022

- Miami Hotel Months (Miami Temptations program) – management/solicitation, website development, advertising, art direction and social media posts
- GMCVB Partner Workshop 2022 – design collateral
- Video production (video shoot, interviews, production) – Miami Temptations program reel video content, MBCC conventions, partnership/networking events, website listicles

JULY 2022

- Miami Hotel Months (Miami Temptations program) – program management/solicitation, website development, advertising, art direction and social media posts
- Miami Spa Months (Miami Temptations program) – program management/solicitation, website development, advertising, art direction and social media posts
- GMCVB Annual Budget & Program of Work – design collateral
- GMCVB Divisions Program of Work Calendar covers – design collateral
- Video production (video shoot, interviews, production) – Miami Eats LGBTQ+, Miami Temptations program reel video content, MBCC conventions, Miami Grand Prix F1, partnership/networking events, website listicles

AUGUST 2022

- Miami Hotel Months (Miami Temptations program) – program management/solicitation, website development, advertising, art direction and social media posts
- Miami Spa Months (Miami Temptations program) – program management/solicitation, website development, advertising, art direction and organic social media posts
- Miami Spice Restaurant Months (Miami Temptations program) – program management/solicitation, website development, advertising, art direction and social media posts
- Video production (video shoot, interviews, production) – Miami Temptations program reel video content, MBCC conventions, partnership/networking events, website listicles

SEPTEMBER 2022

- Miami Hotel Months (Miami Temptations program) – program management/solicitation, website development, advertising, art direction and organic social media posts
- Miami Spice Restaurant Months (Miami Temptations program) – program management/solicitation, website development, advertising, art direction and social media posts
- Year-end publications – 2021/2022 Year in Review and 2022/2023 GMCVB & MBCC Joint Marketing Plan
- Video production (video shoot, interviews, production) – Miami Eats LGBTQ+, Miami Temptations program reel video content, MBCC conventions, partnership/networking events, website listicles

**NOTE:** Program of Work reflects major scheduled activities based on planning process. Additional activities are considered throughout the year and others are subject to change.

December & January

MIAMI  
ARTS, CULTURE  
& HERITAGE

April & May

MIAMI  
ATTRACTIONS  
& MUSEUMS

July & August

MIAMI  
SPAS

October & November

MIAMI  
ENTERTAINMENT

February & March

MIAMI  
HEALTH &  
WELLNESS

June – September

MIAMI  
HOTELS

August & September

MIAMI  
SPICE







# SPORTS & ENTERTAINMENT TOURISM

The mission of the GMCVB's Sports & Entertainment Tourism Division is to attract, promote and retain sporting events, conferences, conventions and film and television productions for Miami-Dade County. As the premier destination for sporting events and leisure and entertainment, the team's goal is to foster growth and economic development for the local community through increased visitor stays and a more frequent visitor return rate. Additionally, promoting motion picture and television production in Miami-Dade County will further stimulate tourism by highlighting the community as a vibrant, seductive destination.

## GOALS & OBJECTIVES

- Highlight and/or sponsor annual events such as the Miami Open, Formula 1, Orange Bowl, Soccerex, Orange Blossom Classic and the Life Time Miami Marathon to further promote Greater Miami & Miami Beach as a year-round sports destination to the out-of-market audience.
- Collaborate with the GMCVB's Convention Sales team to attract film and sports-related conferences, trade shows and conventions.
- Use the Miami Beach Convention Center (MBCC) as a venue that can host sports conventions and conferences as well as indoor sporting events. Additionally, promote the MBCC as a location that can be converted to a sound stage for filming purposes.
- Leverage past success in hosting world-class events to secure top-tier events such as Formula 1 and the FIFA World Cup.
- Attend industry trade shows including, but not limited to, the Florida Sports Foundation Summit, TEAMS Conference, Sports ETA Symposium, SportAccord, ConnectSports Marketplace, NATPE and Focus London.
- Partner with the Miami-Dade Office of Film & Entertainment, the City of Miami Beach Department of Tourism and Cultural Development and the City of Miami Mayor's Office of Film, Arts & Entertainment to support the film/entertainment industry by encouraging production companies to apply for local financial film incentives.
- In collaboration with Film Florida and Florida Tax Watch, advocate for the re-establishment of statewide film incentives.
- In conjunction with the Miami-Dade Office of Film & Entertainment, attend top film festivals such as Sundance, the Toronto Film Festival and Tribeca, as well as work with local film festivals such as the Miami Film Festival, American Black Film Festival (ABFF) and the Urban Film Festival to promote using sites in Greater Miami & Miami Beach for filming.
- Using the Greater Miami & Miami Beach Sports & Entertainment Venue Guide, attract and promote non-traditional use of facilities by showing the flexibility of the buildings/locations and showcase Miami as a destination that can adjust to any event from any international market.
- Stress the PracticeSafeSetsMiami.com microsite to highlight how local hotels and other businesses adhere to ongoing health regulations and how production crews can film in the destination while keeping their workers safe and secure.
- Collaborate with the Orange Blossom Classic to enhance participation in the annual Historically Black Colleges and Universities (HBCU) game. Work with the local organizing committee to augment marketing efforts to increase attendance, specifically from each school's nationwide alumni base.
- Collaborate with Hard Rock Stadium and Formula 1 to promote the race and destination to F1's international fan base.
- Partner with the Orange Bowl Committee and the Super Bowl Host Committee on College Football National Championship and Super Bowl bids.
- Work with Hard Rock Stadium and local government to enhance the destination's capabilities to ensure Greater Miami & Miami Beach is selected as one of the U.S. host cities for the 2026 FIFA World Cup.





# SPORTS & ENTERTAINMENT TOURISM

## PROGRAM OF WORK

### ONGOING

FIFA World Cup Hosting Initiatives  
Practice Safe Sets Filming Initiatives

### OCTOBER 2021

10/14 Miami Beach Production Industry Council Meeting / Miami Beach, FL  
10/15-17 14th Annual Lynn Lewis Flag Football Invitational / Hialeah, FL  
10/25-28 Sports ETA / Birmingham, AL  
10/28-30 Slamdance Film Festival / Miami Beach, FL

### NOVEMBER 2021

11/3-14 American Black Film Festival (ABFF) / Virtual  
11/8-10 Florida Sports Foundation Summit /Palm Coast, FL  
11/10 NATPE Streaming / Los Angeles, CA  
11/20 Miami Dragon Boat Festival / Key Biscayne, FL

### DECEMBER 2021

12/7-8 Focus London / London, England  
12/7-8 Host City / Glasgow, Scotland  
12/9 Miami Beach Production Industry Council Meeting  
12/31 Capital One Orange Bowl College Football National Championship Semi-Final / Miami Gardens, FL

### JANUARY 2022

1/13 Miami Beach Production Industry Council Meeting  
1/13-16 American Black Film Festival (ABFF) / FAM Tour  
1/17-20 National Association of Television Program Executives (NATPE) / Miami Beach, FL  
1/20-30 Sundance Film Festival / Park City, UT

### FEBRUARY 2022

2/1-3/31 Miami Health & Wellness Months  
2/4-6 Life Time Fitness Miami Marathon and Half Marathon / Miami, FL  
2/10 Miami Beach Production Industry Council Meeting / Miami Beach, FL  
2/21-23 Sunshine Sports Council Innovation Think Tank / Gainesville, FL

### MARCH 2022

2/1-3/31 Miami Health & Wellness Months  
3/1-4 Houston Livestock Show and Rodeo / Houston, TX  
3/10 Miami Beach Production Industry Council Meeting / Miami Beach, FL  
3/15-16 Soccerex / Miami Beach, FL  
3/21-4/3 Miami Open Tennis Tournament / Miami Gardens, FL  
TBA AFCI Week / Los Angeles, CA

### APRIL 2022

3/21-4/3 Miami Open Tennis Tournament / Miami Gardens, FL  
4/14 Miami Beach Production Industry Council Meeting / Miami Beach, FL  
4/15-17 Miami International Agriculture, Horse & Cattle Show / Miami, FL  
TBA IEG Sponsorship Conference / Chicago, IL  
TBA South Beach Triathlon / Miami Beach, FL

### MAY 2022

5/6-8 Inaugural Formula 1 Miami International Grand Prix / Miami Gardens, FL  
5/12 Miami Beach Production Industry Council Meeting / Miami Beach, FL  
5/22-24 Connect Sports Marketplace / Puerto Rico  
TBA Florida Sports Foundation Summit / TBA  
TBA Orange Bowl Paddle Championship / Key Biscayne, FL

### JUNE 2022

6/9 Miami Beach Production Industry Council Meeting / Miami Beach, FL  
6/19-22 International Association of Golf Tour Operators NAC / Reno, NV  
TBA Produced by Conference / Los Angeles, CA  
TBA PGA TOUR Latinoamérica Championship / Doral, FL

### JULY 2022

7/14 Miami Beach Production Industry Council Meeting  
7/14-29 Optimist International Junior Golf Championship / Doral, FL  
TBA NATPE Streaming / Los Angeles, CA

### AUGUST 2022

8/8-10 Connect Sports Marketplace / Detroit, MI  
8/11 Miami Beach Production Industry Council Meeting / Miami Beach, FL

### SEPTEMBER 2022

9/8 Miami Beach Production Industry Council Meeting  
TBA Toronto International Film Festival (TIFF) / Toronto, Canada  
TBA TEAMS Conference / Oklahoma City, OK  
TBA Orange Blossom Classic / Miami Gardens, FL

**NOTE:** Program of Work reflects major scheduled activities based on planning process.  
Additional activities are considered throughout the year and others are subject to change.







## RESEARCH & STRATEGIC PLANNING

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

### GOALS

- Continue to evolve the visitor profile program, implementing mobile device tracking technology to better understand the frequency and volume of the visitor drive market.
- Develop more robust forecasting models to better inform stakeholders about future visitation to Greater Miami & Miami Beach.
- Design more in-depth digital dashboard reporting to share with industry stakeholders.
- Identify areas where Research can provide additional information to the GMCVB's Multicultural Tourism & Development, Arts & Culture Tourism, LGBTQ+ Marketing, Advertising and Digital Marketing teams.

From October 2020-August 2021, Greater Miami & Miami Beach's Average Daily Rate (ADR) increased by +2.2% and rooms sold increased by +13.5% over the same period a year ago.

Looking ahead, hotel performance for Greater Miami & Miami Beach will continue to be impacted due to recovery from the pandemic, as well as new hotel rooms coming online.



## RESEARCH & STRATEGIC PLANNING

### PROGRAM OF WORK

#### LOCAL EVENTS SURVEYS

The Research & Strategic Planning Division conducts intercept surveys at local events by sampling attendees to provide insight into who attends, where they are from, the type of lodging used and their impressions of the event. This covers a diverse group of events that occur year-round and are located throughout Miami-Dade County. Utilizing mobile data in conjunction with surveying should provide an even greater depth of understanding.

#### QUARTERLY OUTLOOK HOTEL SURVEYS

The Research & Strategic Planning Division updates Quarterly Hotel Industry Reports from CBRE and STR to determine the outlook for local hotels on a countywide basis. These updates include Occupancy, ADR, RevPAR, Demand and Inventory.

**November 2021** Release First Quarter Outlook Survey Results

**February 2022** Release Second Quarter Outlook Survey Results

**May 2022** Release Third Quarter Outlook Survey Results

**August 2022** Release Fourth Quarter Outlook Survey Results

#### MONTHLY VISITOR INDUSTRY SURVEYS

The Research & Strategic Planning Division conducts online surveys of local attractions and visitor centers to help monitor their foot traffic and market trends.

#### OVERNIGHT VISITOR RELEASE REPORT

The Research & Strategic Planning Division releases quarterly updates on the number of overnight visitors to Greater Miami & Miami Beach. These reports indicate whether the market is increasing or decreasing versus the prior year. The reports from six months through the end of the year identify the Top 10 markets to Greater Miami & Miami Beach among domestic and international origin markets.

**December 2021** Top 10 Domestic and International Markets 9-Month Visitor Count

**June 2022** Top 25 Domestic and International Markets 12-Month Visitor Count

**September 2022** Top 10 Domestic and International Markets 6-Month Visitor Count

#### ONGOING VISITOR PROFILE SURVEY

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

The GMCVB's research partner conducts monthly surveys at Miami International Airport, Fort Lauderdale-Hollywood International Airport, local visitor centers, attractions and shopping centers throughout Miami-Dade County as well as online.

#### MONTHLY STATISTICS RELEASE

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

#### AIRPORT PASSENGERS – DOMESTIC – INTERNATIONAL – TOTAL

Miami International Airport Arrivals

Fort Lauderdale-Hollywood International Airport Arrivals



# RESEARCH & STRATEGIC PLANNING

## PROGRAM OF WORK (cont.)

### TOTAL SEAPORT PASSENGERS

PortMiami – Monthly Release  
Port Everglades – Monthly Release

### HOTEL OCCUPANCY – ROOM RATE – REVENUE PER AVAILABLE ROOM

Miami-Dade Hotel Markets  
Top 25 U.S. Hotel Markets  
Top Florida Cities Hotel Markets

### HOTEL TAXES AND FOOD & BEVERAGE TAXES

- Miami-Dade County Hotel Room Taxes: 3% Convention Development Tax, 2% Tourist Development Tax and 1% Professional Sports Tax
- Miami-Dade Food & Beverage Taxes: 2% Hotel Tax, 1% Homeless Tax
- Miami Beach Resort Tax: 4% Room Tax, 2% Food & Beverage Tax
- Bal Harbour Resort Tax: 4% Room Tax, 2% Food & Beverage Tax

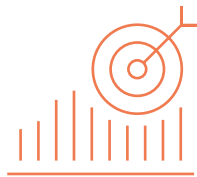
### OVERNIGHT VISITORS – DOMESTIC, INTERNATIONAL AND FLORIDA RESIDENTS

December 2021: Release Q3 visitors  
March 2022: Release Q4 visitors  
June 2022: Release Q1 visitors  
September 2022: Release Q2 visitors  
December 2022: Release Q3 visitors

### VISITOR INDUSTRY EMPLOYMENT

Employment in Accommodations and Food Services for Miami-Dade County is released on the third Friday of every month by the State of Florida.

**NOTE:** Program of Work reflects major scheduled activities based on planning process. Additional activities are considered throughout the year and others are subject to change.



## PARTNER BENEFITS & OPPORTUNITIES

**Market Research Reports** — The GMCVB produces online profiles of visitors, including demographics, expenditures and other valuable marketing information. The Research & Strategic Planning Division tracks hotel occupancy and room rates, airport arrivals, seaport passenger figures, employment, tourism taxes and overnight visitors on a monthly basis. GMCVB-sponsored research is conducted by an established independent research firm. Market research reports are available to partners of the GMCVB.







# MEETINGS & CONVENTION SALES & SERVICES

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

The departments will continue to brand Greater Miami & Miami Beach as a destination that offers value and great return on investment, with increased attendance, both domestic and international, strong satisfaction ratio, overall successful meetings and a versatile array of venue layouts and options.

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

## GOAL

Maintain both short-term and long-term bookings of conventions and trade shows at the Miami Beach Convention Center (MBCC), and increase hotel meetings in 2021/22 and beyond with a priority focus on the next few years. This focus will expand greatly once the groundbreaking of the new on-campus host hotel is confirmed with a projected opening date established.

## STRATEGY

Generate MBCC leads through solicitation in key areas such as Washington, DC, Boston and Chicago, with data mining and by targeting cities in select geographic areas (cities and states that have limitations holding meetings with stricter mandates) and businesses in key vertical markets. Trade show companies, associations, third parties, incentives and corporations are prime sources of new prospects. The medical, healthcare, financial & insurance, incentives and technology fields continue to be of interest to hotels.

## TACTICS

- Continue to target meetings, conventions and trade show business that will use at least 500 contracted rooms on peak nights.
- Continue to data mine the industry to generate new prospects for "Priority One" and "Priority Two" business in the vertical markets by making solicitation calls and reviewing other center calendars.
- With a new headquarter hotel on the way, there will be opportunities to work with groups that were too large for the MBCC to handle in the past. Efforts will target the May–October timeframe on which hotels wish to focus.
- Generate communications via telemarketing contacts and email. Spectra Management at the MBCC and GMCVB sales managers continue to meet every month and work closely together to identify potential business.
- The GMCVB, Spectra and the City of Miami Beach will collaborate closely to forge partnerships with potential trade show producers of international groups. **Market Segment:** Trade shows.
- Continue to promote the MBCC and City of Miami Beach hotels at all shows.
- Continue to solicit international business through new shows and regional offices.
- The GMCVB and Spectra Management will conduct approximately four joint sales blitzes to Washington, DC and the Chicago area. **Market Segments:** Medical, Technology, Healthcare, Financial & Insurance, and Incentives.
- Organize and host MBCC site visits for key decision-makers, prospective new clients, boards of directors, site committees, trade show management committees and executive boards. **Market Segments:** Tech, Medical, Healthcare, Financial & Insurance, and Incentives.
- Attend and participate in approximately 35 global industry trade shows, conventions and sales forums. (See the 2021/22 Meetings & Convention Sales & Services Program of Work for details.)

**Market Segments:** All target markets.



## STRATEGY

Continue to generate excitement about new developments, including the new Miami Beach Headquarter Hotel, by representing the destination at major trade shows and meetings such as IAEE, PCMA and ASAE, and by continuing the aggressive convention destination familiarization review program, sponsorships at industry functions, conducting small dinner destination events, and taking showcase events on the road to tell Miami Beach's story.

## TACTICS

- Host exciting destination reviews corresponding with special events and mini-familiarization tours for prospective buyers to showcase the MBCC, hotels and surrounding area. When appropriate and the current landscape allows, the team will participate in events at the New World Symphony, Hard Rock Stadium, Marlins Park or Miami HEAT at the FTX Arena that generate excitement for potential clients.  
**Market Segment:** Medical, Finance & Insurance, Sports, Tech and Incentives.
- Schedule a series of mini familiarization trips, which will be supplemented with more than 200 site inspections for users of both the MBCC and in-house hotel meetings. **Market Segment:** Medical, Finance & Insurance, Sports, Tech and Incentives.
- Produce showcase events in key target cities and on certain shows, partnering with hotels and MBCC Spectra Management.
- Target major cities to host events and conduct similar efforts in secondary markets. These will consist of sales calls, lunches and dinners with key customers.
  - » Minneapolis, MN // **Market Segment:** Corporate, Incentives, Pharma
  - » St. Louis, MO // **Market Segment:** Corporate, Incentives, Pharma
  - » New York, NY // **Market Segment:** Corporate, Incentive, Pharma
  - » Houston, TX // **Market Segment:** Tech, Corporate
  - » Dallas, TX // **Market Segment:** Tech, Medical Devices
  - » San Antonio, TX // **Market Segment:** Tech, Medical Devices
  - » Hartford, CT // **Market Segment:** Finance & Insurance, Corporate
  - » Boston, MA // **Market Segment:** Finance & Insurance, Corporate, Medical
- Organize and implement sales blitzes throughout the year. (See the 2021/22 Meetings & Convention Sales & Services Program of Work for details.)
- Sponsor events at key industry meetings held locally. These events offer the opportunity to interact with potential clients and promote Greater Miami & Miami Beach as a meetings destination.



STRATEGY

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

TACTICS

- Solicit multi-management and trade show companies to host executive management retreat meetings in Greater Miami & Miami Beach, and invite them to participate in familiarization trips.  
**Market Segments:** Medical, Trade Shows.
- Convention Sales will attend all multi-management company annual trade shows, which include Helms Briscoe, Conference Direct, HPN, American Express, SmithBucklin, International Association of Association Management Companies (IAAMC), MCI and Kellen Company. **Market Segments:** Medical, Tech, Healthcare, Finance & Insurance, and Incentives.
- Sponsor events at IAAMC, which targets all management companies.

STRATEGY

Maintain and strengthen relationships with annual trade show clients and marquee event organizers that have made the MBCC their home.

TACTICS

- Continue to work closely with MBCC managers and Spectra to promote and expand relationships with annual users from a Convention Services aspect, as well as assist them in expanding and adjusting their room blocks.
- Maintain relationships for endorsements, testimonials and promotional opportunities. Drive attendance through newsletters, email blasts, traditional advertising and digital efforts.
- Ensure strong customer satisfaction scores by nurturing relationships with repeat customers.

GOAL

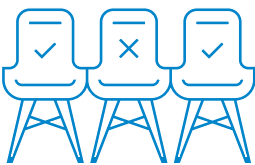
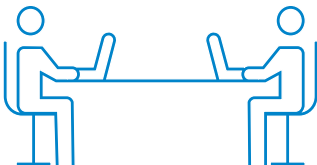
Generate incremental new business through the Washington, DC and Chicago markets, with dedicated staff.

STRATEGY

Generate new leads and secure definitive room nights for house accounts.

TACTICS

- Conduct in-person sales calls, presentations and intimate client events at least every other month.  
**Market Segments:** All target markets.
- Plan and organize city familiarization trips, including arranging participation for individual site inspections.
- Maintain day-to-day sales activities including sales calls, telemarketing, email correspondence and prospecting.
- Attend monthly meetings of local chapters of International Association of Exhibitions & Events, Professional Convention Management Association, American Society of Association Executives, Meeting Professionals International and Association of Management Professionals.
- Identify new events and shows to sell and attend in order to promote Greater Miami & Miami Beach. Be aware of new potential markets, especially corporate clients from the Chicago, Virginia, Maryland and Washington, DC areas.
- Participate in major industry organizations and the local chapters and national level committees, in order to heighten exposure of the Chicago and Washington, DC markets for Greater Miami & Miami Beach.
- Maintain a presence at industry trade shows in the Washington, DC market, and continue to monitor those results in the upcoming year.



- Participate in select national meetings and trade shows such as Professional Convention Management Association, American Society for Association Executives and others if the appropriate ROI is expected.
- Network with regional sales managers from local hotels in order to team up and sell the destination.

STRATEGY

Strengthen relationships with key association and trade show clients.

TACTICS

- Conduct virtual FAM tours and small client dinners for 8-10 associations, medical groups, corporations and trade show clients, in order to update them about the MBCC and headquarter hotel development.
- Invite hotel partners, MBCC sales staff and other community leaders from Greater Miami & Miami Beach to join the team in selling to key association and trade show clients. **Market Segments:** Medical, Financial & Insurance, Tech.

GOAL

Continue to engage local stakeholders, hotels and other key business partners to share ideas and discuss marketing opportunities. These meetings keep key business partners informed of the GMCVB’s responsibilities to the community while discussing current and future goals. Identify incentive programs to help book future business.

STRATEGY

The GMCVB will maintain year-round communication with local stakeholders, hotels and other key business partners.

TACTICS

- Conduct regularly scheduled hotel business partner meetings, including representatives of the MBCC sales staff, the GMCVB’s Multicultural Tourism & Development Department, the arts and cultural community, Greater Miami & the Beaches Hotel Association, Miami-Dade Chamber of Commerce, Miami-Dade Gay & Lesbian Chamber of Commerce, Downtown Development Authority and GMCVB staff members from other departments when appropriate.
- Hold quarterly general manager and directors of sales business partner meetings, and invite MBCC partners.
- Conduct quarterly directors of sales taskforce meetings by bringing together all geographical area hotels to communicate with the GMCVB about industry issues and focus areas in their respective regions. This has already begun with the Downtown Miami hotels, Miami Beach hotels and the Airport coalition. Each task force will agree on an incentive program to secure future business.
- Meet regularly with the GMCVB’s Sports & Entertainment Tourism Division, and include them in taskforce meetings with hoteliers.
- Participate in the monthly sales meetings currently being conducted by the City of Miami Beach, with the staff of the MBCC, to ensure communications about citywide groups that are being solicited as well as other potential opportunities. Develop creative ideas to lure new business.
- Expand the Miami Magnet Program, which encourages locals to utilize the GMCVB’s services when soliciting their groups to meet in Greater Miami & Miami Beach. Plans include hosting two magnet events for local residents who have been instrumental in bringing meetings here.

GOAL

Provide support to incoming meetings, conventions and trade shows.

STRATEGY

Continue to utilize all methods to promote awareness of key service programs to clients by being involved with the planning process as early as possible. This will ensure that clients have a successful event and a positive experience in the destination.

TACTICS

- Maintain a strong partnership with service managers at the MBCC, hotel partners, event venue partners and other partners at large.
- Assist clients with event planning, spouse/companion and local interest/entertainment programs through business referral services (i.e., special event venues, transportation and other local services) and site inspections.



- Leverage GMCVB marketing campaigns showcasing heritage neighborhoods; beaches, parks and outdoors; attractions and cultural institutions; special Miami Temptations program promotions; and LGBTQ+ programming and events.
- Provide signage and information about the new “Show Your Badge – Deals for Delegates” program offering special offers and discounts at participating businesses to convention delegate attendees via a free mobile platform. This new program will be promoted with custom signage at the MBCC, the GMCVB-sponsored City Information Desk at the MBCC, and in all participating businesses.
- Provide amenities, promotional materials (digital and print) and support to meetings, conventions and events taking place in Greater Miami & Miami Beach.
- Continue using GMCVB newsletters to update clients about Greater Miami & Miami Beach, new CDC/ governmental travel safety guidelines, new points of interest, things to do, renovations, arts and culture, heritage, etc.
- Communicate with clients on an ongoing basis to address their specific program needs and provide services accordingly.
- Participate in pre/post-convention meetings to understand the needs of clients and ensure high customer service standards.
- Enhance post-convention offerings by producing summary videos of events, which work as a good testimonial source for future meetings.
- Continue to use the Citywide Welcome Program to promote awareness through welcome signage and street pole banners for qualifying events.
- Work with Miami International Airport (MIA)/Miami-Dade County Aviation staff to design custom digital welcome signage for large citywide convention groups. Connect groups to additional paid advertising options at MIA. Continue to educate clients about new safety measures at MIA.
- Work closely with local taxi and ride-sharing companies and the Miami-Dade County Consumer Services Department to keep them informed, and emphasize the role they play in welcoming out-of-town visitors.
- Continue to provide a branded City Information Desk at large conferences and conventions, with staffing to educate visitors about the destination’s offerings (beaches, parks, dining, attractions, shopping, culture, etc.) and special promotions.

STRATEGY

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

TACTICS

- Support and keep clients informed of all construction timelines, especially with the new Headquarter Hotel construction beginning in 2022.
- Form partnerships with the citywide hotel sales team to further identify and service client needs.
- Solicit feedback from existing customers via the E-Autofeedback online post-convention survey tool.

GOAL

Develop and organize GMCVB showcase events and venue reviews to sell Greater Miami & Miami Beach as a meetings destination.

STRATEGY

Design events that showcase the latest Greater Miami & Miami Beach has to offer for meeting planners and conference organizers, including hybrid events when applicable.

TACTICS

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

PARTNER BENEFITS & OPPORTUNITIES

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

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

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

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





# MEETINGS & CONVENTION SALES & SERVICES

## PROGRAM OF WORK

### OCTOBER 2021

10/3-6 HPN Global Partner Conference / Los Cabos, Mexico  
10/7 Destination International Convention Sales and Services Conference / National Harbor, MD

### NOVEMBER 2021

11/9-11 IMEX / Las Vegas, NV  
11/10-13 National Coalition of Black Meeting Professionals (NCBMP) / Cincinnati, OH  
11/14-17 Financial & Insurance Conference Planners (FICP) Annual Conference / Phoenix, AZ

### DECEMBER 2021

12/7-9 International Association of Exhibits & Events (IAEE Expo) / Philadelphia, PA  
12/12-15 Association Forum Holiday Showcase / Chicago, IL

### JANUARY 2022

1/9-12 Professional Convention Management Association (PCMA) Convening Leaders / Las Vegas, NV

### FEBRUARY 2022

2/8-10 Carolinas Sales Mission / Charlotte, NC  
2/22-24 Washington, DC/Virginia Sales Blitz  
TBA Global Pharmaceutical & Medical Meetings Summit / TBA

### MARCH 2022

3/1-3 Life Insurance Marketing and Research Association (LIMRA) Distribution Conference / Miami, FL  
3/21-24 Society of Independent Show Organizers CEO Summit (SISO) / St. Petersburg, FL  
3/22-24 Annual Pharma Forum / New York, NY  
TBA Healthcare Convention & Exhibitors Assn (HCEAConnect 2022) / TBA

### APRIL 2022

4/26-28 Incentive Travel, Meetings, Events Expo (IMEX) / Frankfurt, Germany  
TBA Spring Venue Review

### MAY 2022

5/9-12 HelmsBriscoe Annual Business Conference / Las Vegas, NV  
5/18-21 Society of Government Meeting Professionals (SGMP) NEC & Expo / TBA  
5/22-24 Connect Diversity Summit / Puerto Rico  
5/31-6/4 Fraternity Executives Association (FEA) / Norfolk, VA

### JUNE 2022

5/31-6/4 Fraternity Executives Association (FEA) / Norfolk, VA  
6/5-8 PCMA Education N.A. / New Orleans, LA  
6/21-23 Incentive Research Foundation (IRF) Invitational / Cap Cana, Dominican Republic  
6/22-24 Financial & Insurance Conference (FICP) Education Forum / Pasadena CA  
6/21-23 Meeting Planners International (MPI) WEC / San Francisco, CA  
TBA Northeast Sales Blitz / NY, NJ, PA  
TBA Chicago Mini Sales Blitz / Chicago, IL  
TBA Assn. Management Companies Institute (AMCI) Annual Meeting / TBA  
TBA Florida Society of Association Executives (FSAE) Annual Conference / TBA

### JULY 2022

7/19-21 Boston Sales Blitz / Boston, MA  
7/19-21 Council of Engineering and Scientific Society Executives (CESSE) / Richmond, VA  
TBA Cvent CONNECT / TBA  
TBA Destination International (DI) Annual Conference / TBA

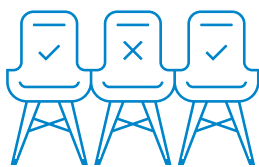
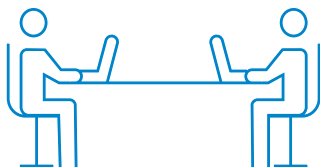
### AUGUST 2022

8/8-10 Connect Marketplace / Detroit, MI  
8/9-12 Society of Independent Show Organizers Summer Conference (SISO) / Oklahoma City, OK  
8/20-23 American Society of Association Executives (ASAE) Annual Meeting & Exposition / Nashville, TN  
TBA PCMA Foundation Visionary Awards / TBA  
TBA Association Forum Association Week & Honors Gala / TBA  
TBA The Kellen Managers Summit Conference / TBA

### SEPTEMBER 2022

TBA PCMA Foundation Summit / TBA  
TBA Conference Direct Annual Partners Conference / TBA

**NOTE:** Program of Work reflects major scheduled activities based on planning process. Additional activities are considered throughout the year and others are subject to change.







# MULTICULTURAL TOURISM & DEVELOPMENT

The GMCVB's Multicultural Tourism & Development Department (MTDD) will continue creating platforms to celebrate and showcase the diversity of Greater Miami & Miami Beach from a multicultural perspective and promote tourism-related awareness of under-exposed communities, businesses and attractions. The word "multicultural" is defined as the mix of diverse ethnicities and cultures within society. The department showcases the places, food, history and activities that represent the stories of the people in the present day and their diaspora. The purpose of these efforts is to increase the visibility of Miami-Dade County's multicultural neighborhoods and entice potential consumers to select Greater Miami & Miami Beach as a favored destination to visit and convene.

## GOAL

The MTDD will continue leading many initiatives that highlight and heighten the awareness of Multicultural Miami. It will develop more areas of tourism business capacity building. In tandem with art partners, it will produce the first Art of Black Miami (AOBM) mural in one of Miami's heritage neighborhoods. Looking ahead to the new fiscal year, there will be a greater push in all areas that will help heighten tourism opportunities. This includes more partnerships with the GMCVB's Convention Sales and Travel Industry Sales teams. In addition, the MTDD will work with all GMCVB departments, including Human Resources, to incorporate more areas of Diversity, Equity and Inclusion (DEI) goals holistically in programming, procurement and overall strategic goals.

## STRATEGY

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

## TACTICS

### Convention Sales:

- Participate in joint sales calls and FAM tours when needed.
- Work with the GMCVB's Convention Sales team to close sales by promoting multicultural options to groups, offering staff support and providing additional convention incentives where needed.
- Collaborate with the Convention Sales team to conduct local awareness programs for ethnic, civic and service organizations located in Greater Miami & Miami Beach.
- Continue the Lunch & Learn awareness/education series, which is geared toward getting community meeting influencers and stakeholders to become Miami Magnets.
- Maximize Reunion Market/Small Group resources, which are now showcased on the website.
- Partner more with the Convention Sales and Sports & Entertainment Tourism teams to help secure business.

### Travel Industry Sales:

- Work with the Director of Latin American & Caribbean Sales on cross-educating the international sales team about the most current multicultural attractions and events in Miami, to better inform tour operators and travel agents.
- Travel where necessary with the sales team to support domestic and international travel shows, including IPW.
- Connect local neighborhood organizations and businesses from multicultural communities with inbound FAM exposure and promotion opportunities.

## STRATEGY

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



## TACTICS

- Facilitate meetings and other communication channels that bring together key leaders in the neighborhoods to establish networks and relationships in the industry.
- Expand the Tourism Business Enhancement Program (TBE) to reach even more businesses in the heritage communities and/or multicultural companies directly or indirectly affected by tourism, as well as strengthen the education component of the training workshops.
- Continue to host and facilitate capacity support for small business training to include technical assistance workshops and webinars as part of the small business recovery efforts. Increase GMCVB led programs.
- Collaborate with resource agencies and organizations to strengthen businesses and encourage career opportunities in tourism.
- Continue partnering with the Miami Bayside Foundation on small business workshop sessions that teach core business and growth principles.

## STRATEGY

Art of Black Miami (AOBM): Broaden marketing, promotion and collaboration efforts for the GMCVB's AOBM program, with the goal of making it the premier and most well-recognized cultural art collaborative in the country.

## TACTICS

- Create an AOBM art activation project, working in conjunction with local artists and the community, building on the Miami Shines campaign as a catalyst with a message of resiliency, hope and rediscovery.
- Promote AOBM activations and exhibits year-round.
- Continue the AOBM podcast series to highlight and showcase Greater Miami & Miami Beach's diverse art lens.
- Increase presence and cross-promotion of AOBM on the GMCVB's website and social media channels.
- Engage art partners more effectively with a communication process to meet marketing and promotional needs during the December/January Art Season and throughout the year.



STRATEGY

Marketing/Media Collaborations: Establish ideas to increase awareness through media to include print, digital, social media, public relations, research and other innovative ways to promote Greater Miami & Miami Beach’s multicultural attractions and heritage neighborhoods.

TACTICS

- Create a viable relationship with celebrities and influencers with a Miami connection in the music and entertainment industry, to aid in the promotion of multicultural Miami.
- Collaborate with other departments on a photo shoot to secure more diverse and neighborhood-related marketing photos for use by the GMCVB and its partners.
- Continue production and expand the database of the GMCVB’s Multicultural E-Newsletter.
- Identify and commit to local media buys as well as additional niche and national marketing channels for promotion in the area.
- Continue research into the multicultural visitor’s profile regarding travel and cultural interests.
- Work with the GMCVB’s Communications and Content divisions to tell diverse stories and highlight attractions through the website and social media channels, as well as update the Multicultural Miami section of the website.
- Prepare content development and research for new Multicultural Guide to be produced in the 2021/22 fiscal year or the first half of the 2022/23 fiscal year.

STRATEGY

Events/Programs Sponsorship & Coordination: Identify events and programs locally or nationally with which the department should collaborate, to help support Greater Miami & Miami Beach’s brand and enhance the perception/reality of being a diverse, multicultural community. Local awareness programming is included.

TACTICS

- Identify event sponsorships and event development opportunities that will strengthen the brand and promote the culture of neighborhoods throughout Greater Miami & Miami Beach, which positively affects hotel bookings and media coverage.
- Organize a heritage celebration for Asian Pacific Islander Month in conjunction with the Asian American Advisory Board.
- Continue and expand local awareness programs to include concierge tours, community tours, hotel partner updates and local presentations to advisory boards, to better understand the multicultural offerings so they can promote them more effectively.

MULTICULTURAL TOURISM & DEVELOPMENT  
PROGRAM OF WORK

MONTHLY ACTIVITIES

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

OCTOBER 2021

- 10/1–11/30 Miami Entertainment Months
- 9/15–10/15 Hispanic Heritage Month
- 10/8 Best of the Best Music Festival
- 10/8–10 Miami Carnival
- 10/20 Tourism Business Development Program begins, in collaboration with the Miami Bayside Foundation Fall Program
- 10/20 Multicultural Tourism & Development Committee – Quarterly Meeting
- TBA Art of Black Miami – Community Mural project starts

NOVEMBER 2021

- 10/1–11/30 Miami Entertainment Months
- 11/10–13 National Coalition of Black Meeting Planners (NCBMP) / Cincinnati, OH

DECEMBER 2021

- 12/1–1/31 Miami Arts, Culture & Heritage Months
- 12/1–15 Art of Black Miami/Art Season

JANUARY 2022

- 12/1–1/31 Miami Arts & Heritage Months
- 1/12–16 American Black Film Festival (ABFF) Community Fest
- 1/17 Martin Luther King Jr. Scholarship Breakfast (virtual)
- TBA Multicultural Tourism & Development Committee – Quarterly Meeting

FEBRUARY 2022

- 2/17 Annual Chinese New Year Festival
- 2/24–27 SoBE Wine & Food Festival
- 2/25–27 Melton Mustafa Jazz Festival Weekend
- TBA Black History Month Heritage Community Tour and/or Experiences

MARCH 2022

- TBA Annual Asian Cultural Festival
- TBA Jazz in the Gardens
- TBA Tourism Business Development Program begins, in collaboration with the Miami Bayside Foundation Spring Program

APRIL 2022

- 4/1–5/31 Miami Attraction & Museum Months
- TBA Community Awareness Presentation
- TBA Art of Black Miami Monthly Podcast Series Launch
- TBA Multicultural Tourism & Development Committee – Quarterly Meeting

MAY 2022

- 4/1–5/31 Miami Attraction & Museum Months
- 5/1–31 Haitian Heritage Month
- 5/1–31 Asian American and Pacific Islander Heritage Month
- TBA Best of the Best Concert
- TBA Haitian Compas Festival (Haitian Flag Day Festival)
- TBA H.O.T. Challenge Golf Tournament Fundraiser
- TBA Sounds of Little Haiti/Haitian Heritage Month Celebration
- TBA Taste of Haiti
- TBA Art of Black Miami Podcast Series

JUNE 2022

- 6/4–8 IPW Conference / Orlando, FL
- 6/15–19 American Black Film Festival (ABFF)
- 6/19 Juneteenth Celebrations
- TBA Art of Black Miami Podcast Series
- TBA Art of Black Miami – Art Talk
- TBA Black Music Month Programming
- TBA Pillars Award Scholarship Luncheon, Miami-Dade Black Affairs Advisory Board Office of the Chair

JULY 2022

- TBA Destinations International Convention
- TBA International Multicultural Summit
- TBA Lunch & Learn Presentation
- TBA National Association of Black Hotel Owners, Operators & Developers (NABHOOD)
- TBA Overtown Music & Arts Festival
- TBA Tourism Business Enhancement – Professional Business Workshop
- TBA Tourism Business Development Program begins, in collaboration with the Miami Bayside Foundation Summer Program
- TBA Art of Black Miami Monthly Podcast Series
- TBA Multicultural Tourism & Development Committee – Quarterly Meeting

AUGUST 2022

- 8/1–9/30 Miami Spice Restaurant Months
- TBA Black Business Month Programming
- TBA Art of Black Miami Monthly Podcast Series

SEPTEMBER 2022

- 8/1–9/30 Miami Spice Restaurant Months
- 9/1–5 Orange Blossom Classic Weekend
- TBA Africando Trade and Investment Conference
- TBA NABHOOD and International Multicultural Summit
- TBA Arts Launch

**NOTE:** Program of Work reflects major scheduled activities based on planning process. Additional activities are considered throughout the year and others are subject to change.







# GMCVB 2021/2022 PROGRAM OF WORK AT A GLANCE

PAID MEDIA & PROGRAMS												
	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
PAID SEARCH	Year-Round											
TRAVEL RESPONSIBLY	Year-Round											
ALWAYS ON CONSUMER RETARGETING	Always On retargeting involves retargeting site visitors along with search keywords and prospecting to drive hotel bookings.											
WEATHER TRIGGERED RETARGETING												
FOUND IN MIAMI	Throughout the year, we enhance various programs with special offers in addition to marquee events & programs indicated below.											
MIAMILAND	Continued integration of MiamiLand into Found in Miami (year-round)											
LGBTQ+	LGBTQ+ events & programs (year-round)											
MULTICULTURAL		Art of Black Miami										
TEMPTATIONS	Entertainment		Art, Culture & Heritage		Health & Wellness		Attractions & Museums		Spa, Spice and Hotel			
TARGETED OFFERS	CURRENTLY IN DEVELOPMENT											
PRACTICE SAFE “SETS”		ABFF		NATPE Miami, Los Angeles		AFCI Los Angeles Timing TBA			TIFF New York			
AIRLINES MARKETING PARTNERSHIPS	TBA											
ONLINE TRAVEL AGENCY PROGRAM		Expedia, Travelzoo & Kayak annual programs										
MEETINGS/ CONVENTIONS & MBCC BUSINESS	50/50 mix MBCC/Meetings including event coverage (IAEE, PCMA, IMEX, ASAE) Key media partners (Black Meetings and Tourism, Connect Meetings, Convene (PCMA), Convention South, Corporate & Incentive Travel, Facilities and Destinations, Insurance & Financial Meetings, Meetings Today, Meetings Mentor, MPI, Meetings and Conventions, Prevue, Smart Meetings, SFBJ, Trade Show Executive and USAE)											
Destination Research	A comprehensive research study of consumers and meeting planners for the development of GMCVB Personas/Audience segments				Implementation of research findings throughout all channels							
Industry Partnerships	Maximize key partnerships with tourism promotion organizations at the global, national and state levels. Visit Florida, Brand USA, Visit USA Committees											



OCTOBER 2021 Miami Entertainment Months		NOVEMBER 2021 Miami Entertainment Months	DECEMBER 2021 Miami Arts, Culture & Heritage Months	JANUARY 2022 Miami Arts, Culture & Heritage Months	FEBRUARY 2022 Miami Health & Wellness Months	MARCH 2022 Miami Health & Wellness Months	APRIL 2022 Miami Attraction & Museum Months	MAY 2022 Miami Attraction & Museum Months	JUNE 2022 Miami Hotel Months	JULY 2022 Miami Hotel & Miami Spa Months	AUGUST 2022 Miami Hotel, Miami Spa & Miami Spice Months	SEPTEMBER 2022 Miami Hotel & Miami Spice Months
TRAVEL INDUSTRY SALES Phone: 305.539.3091 • Email: TravelTrade@GMCVB.com	10/1–11/30: Miami Entertainment Months 1–31: Familiarization (FAM) Tours / Miami, FL 10–12: Tour Connection / Nashville, TN 16–17: Travel & Adventure Show / Atlanta, GA 18–21: Travel Leaders EDGE / Orlando, FL 23–24: Travel & Adventure Shows / SF/Bay Area, CA 25–28: Brand USA Travel Week Europe / London, England	10/1–11/30: Miami Entertainment Months 1–30: Familiarization (FAM) Tours / Miami, FL 1–3: World Travel Market (WTM) / London, England 8–9: OASIS Travel Network Conference / Las Vegas, NV 9: TDC (Canada) Virtual Fall Expo 10–12: CruiseWorld / Miami Beach, FL 12–13: WeTrade 2020 Colombia / Virtual 14–16: ASTA Showcase / Savannah, GA 14–17: GBTA / San Diego, CA 16: Boutique Hotels Quarterly Meeting / Miami Beach, FL 23–27: Brazilian LGBT Tourism Forum / Virtual 28–12/1: Private Luxury Forum Americas / Riviera Maya, MX	12/1–1/31: Miami Arts, Culture & Heritage Months 1–31: Familiarization (FAM) Tours / Miami, FL	12/1–31: Miami Arts, Culture & Heritage Months 1–31: Familiarization (FAM) Tours / Miami, FL 8: Vincent Vacations Awards / Oklahoma City, OK 17–19: Art Deco Weekend / Miami Beach, FL 21–23: Pittsburgh Travel Showcase / Pittsburgh, PA 22: Unique Travel of Palm Beach Expo / Palm Beach, FL 24–26: Florida Huddle / Tampa, FL 29–30: Travel & Adventure Show / New York, NY TBA: RTO Summit East / New York, NY	2/1–3/31: Miami Health & Wellness Months 1–28: Familiarization (FAM) Tours / Miami, FL 1–2: Brand USA UK & Europe 1:1 Meetings / TBA 5–6: Travel & Adventure Show / Chicago, IL 6–12: Visit Florida Brazil Sales Mission / Sao Paulo, Rio de Janeiro, Belo Horizonte 22: Peninsula Show / Greenville, SC 23: Peninsula Show /Charlotte, NC 23–25: ANATO / Bogotá, Colombia 24: Peninsula Show /Greensboro, NC 26–27: Travel & Adventure Show / Washington, DC TBA: Boutique Hotels Quarterly Meeting / Miami Beach, FL	2/1–3/31: Miami Health & Wellness Months 1–31: Familiarization (FAM) Tours / Miami, FL 5–6: Travel & Adventure Show / Boston, MA 12–13: Travel & Adventure Show / Los Angeles, CA 16–17: Brand USA Americas 1:1 Meetings / TBA 29–4/3: CLIA Cruise 360 / Ft. Lauderdale, FL TBA: RTO Summit West / Los Angeles, CA TBA: Argentina Sales Mission / Buenos Aires, Cordoba, Argentina & Montevideo, Uruguay	4/1–5/31: Miami Attraction & Museum Months 1–30: Familiarization (FAM) Tours / Miami, FL 2–3: Travel & Adventure Show / Dallas, TX 5–7: WTM Latin America / Sao Paulo, Brazil 7–8: RTO Summit East / New York, NY 23–24: Travel & Adventure Show / Atlanta, GA 30–5/1: Travel & Adventure Show / Denver, CO	4/1–5/31: Miami Attraction & Museum Months 1–31: Familiarization (FAM) Tours / Miami, FL 2–4: GTM West / Tucson, AZ 9–12: Romance Travel Forum / Punta Cana, Dominican Republic 13–15: TPOC Conference / Savannah, GA 21–22: Travel & Adventure Show / San Francisco, CA TBA: Boutique & Lifestyle Hotels Quarterly Meeting / Miami Beach, FL TBA: Colombia Sales Mission / Bogota, Medellin & Cali	6/1–9/30: Miami Hotel Months 1–30: Familiarization (FAM) Tours / Miami, FL 4–8: IPW / Orlando, FL 13–16: LE Miami / Miami, FL 20–23: Travel Agent Forum / Las Vegas, NV TBA: Bahamas and Jamaica Sales Mission	6/1–9/30: Miami Hotel Months 7/1–8/31: Miami Spa Months 1–31: Familiarization (FAM) Tours / Miami, FL 15–16: ASTA Fiesta in the Desert / Scottsdale, AZ 28–30: GTM / Hollywood, FL TBA: Dominican Republic Sales Mission	6/1–9/30: Miami Hotel Months 7/1–8/31: Miami Spa Months 8/1–9/30: Miami Spice Restaurant Months 1–3: Familiarization (FAM) Tours / Miami, FL 8–10: Connect Travel Marketplace / Detroit, MI 14–17: GBTA / TBA 22–27: INTELETRAVEL QUEST / Cruise TBA 24–26: ASTA Global Convention / San Francisco, CA TBA: Mexico Sales Mission / Mexico City, Monterrey & Merida TBA: Boutique & Lifestyle Hotels Quarterly Meeting / Miami Beach, FL	6/1–9/30: Miami Hotel Months 8/1–9/30: Miami Spice Restaurant Months 1–30: Familiarization (FAM) Tours / Miami, FL TBA: RTO Summit South / St. Petersburg, FL

TRAVEL INDUSTRY SALES



OCTOBER 2021 Miami Entertainment Months		NOVEMBER 2021 Miami Entertainment Months	DECEMBER 2021 Miami Arts, Culture & Heritage Months	JANUARY 2022 Miami Arts, Culture & Heritage Months	FEBRUARY 2022 Miami Health & Wellness Months	MARCH 2022 Miami Health & Wellness Months	APRIL 2022 Miami Attraction & Museum Months	MAY 2022 Miami Attraction & Museum Months	JUNE 2022 Miami Hotel Months	JULY 2022 Miami Hotel & Miami Spa Months	AUGUST 2022 Miami Hotel, Miami Spa & Miami Spice Months	SEPTEMBER 2022 Miami Hotel & Miami Spice Months
COMMUNICATIONS PR & SOCIAL MEDIA  Phone: 305.539.3084 • Email: Media@GMCVB.com	10/1–11/30: Miami Entertainment Months 1: What’s New in Greater Miami & Miami Beach Fall Newsletter 2–10: Miami Carnival Press Visits / Miami, FL 3–7: Society of American Travel Writers (SATW) / Milwaukee, WI 5–8: International French Travel Market (IFTM) Top RESA/MAP / Paris, France 16–24: Miami Auto Show Media Visits / Miami Beach, FL 26–29: Meetings & Incentives Press Tour / Miami, FL 28: GMCVB Annual Meeting – Tourism Numbers and Strategic Plan Announcement / Aventura, FL	10/1–11/30: Miami Entertainment Months 1–3: World Travel Market & Media Desk Siders (WTM) / London, England 3–7: SEED Food & Wine Festival Media Visits / Miami, FL 14–21: Miami Book Fair Promotion / Miami, FL 16–19: LATAM “What’s New in the Hoods” Market Press Tour / Miami, FL 30–12/4: Art Basel Miami Beach Media Visits / Miami Beach, FL TBA: Cruise Capital of the World Domestic Cruise Group Press Tour / Miami, FL	12/1–1/31: Miami Arts, Culture & Heritage Months 11/30–12/4: Art Basel Miami Beach Media Visits / Miami Beach, FL 13–16: Cross-Market “What’s New in the Hoods” Press Tour / Miami, FL	12/1–1/31: Miami Arts, Culture & Heritage Months 1: What’s New in Greater Miami & Miami Beach Winter Newsletter 9–12: PCMA Convening Leaders / Las Vegas, NV 19–23: FITUR Spain / Madrid, Spain 26–27: TravMedia International Media Marketplace / New York, NY 28: Annual “Plan for a Vacation Day” Announcement TBA: Quarterly Numbers Press Release and Announcement	2/1–3/31: Miami Health & Wellness Months 13: Gay8 Individual Media Visits / Little Havana, FL 16–20: Progressive Insurance Miami International Boat Show/Miami Yacht Show Media Visits / Miami, FL 21–22: Colombia Media Desksiders / Bogotá, Colombia 22–27: SOBE Wine & Food Festival Media Visits / Miami Beach, FL 23–25: Vitrina Turístico Anato / Bogotá, Colombia	2/1–3/31: Miami Health & Wellness Months 3/1: What’s New in Greater Miami & Miami Beach Spring Newsletter 4–13: Miami Film Festival Media Visits – Latin American and Domestic / Miami, FL 12–13: Jazz in the Gardens Media Visits / Miami Gardens, FL	4/1–5/31: Miami Attraction & Museum Months 4: Global Meetings Industry Day Media Outreach 4–7: World Travel Market (WTM) / Sao Paulo, Brazil 7–8: Brazil Media Appointments 17–19: eMerge Americas / Miami Beach, FL 26–29: MiamiLand Cross-Market Press Tour / Miami, FL TBA: LGBTQ+ Miami Beach Pride Media Visits / Miami Beach, FL	4/1–5/31: Miami Attraction & Museum Months TBA: Miami Fashion Week (MIAFW) Media Visits / Miami Beach, FL TBA: National Tourism Month and GMCVB State of the Industry Announcement	6/1–9/30: Miami Hotel Months 1: What’s New in Greater Miami & Miami Beach Summer Newsletter 4–8: IPW 2022 / Orlando, FL 13–16: LE Miami / Miami Beach, FL 15–19: American Black Film Festival / Miami, FL 17–19: LGBTQ+ Wynwood Pride Media Visits / Wynwood, FL 20–24: MiamiLand Pan-European Press Tour / Throughout Europe 22–26: Travel Media Association of Canada (TMAC) AGM & Conference / Yarmouth, Nova Scotia TBA: Summer Stunt/PR Campaign / New York, NY	6/1–9/30: Miami Hotel Months 7/1–8/31: Miami Spa Months 6–11: Miami Swim Week Media Visits / Miami Beach, FL	6/1–9/30: Miami Hotel Months 7/1–8/31: Miami Spa Months 8/1–9/30: Miami Spice Restaurant Months 20–23: ASAE Media Appointments / Nashville, TN	6/1–9/30: Miami Hotel Months 8/1–9/30: Miami Spice Restaurant Months TBA: New York Media Reception & Mission (Member Pay-to-Play Opportunity) / New York, NY TBA: Canadian Media Reception & Mission (Member Pay-to-Play Opportunity) / Toronto, Canada TBA: U.S. Hispanic Press Tour / Miami, FL
	10/1–11/30: Miami Entertainment Months 5: Pérez Art Museum Miami Corporate Luncheon / Miami, FL 26–28: Destinations International Advocacy Summit / Houston, TX 28: 2021 GMCVB Annual Meeting / Aventura, FL	10/1–11/30: Miami Entertainment Months 1–3: WTM London / London, UK 2–5: Past Forward Preservation Virtual Conference 4–7: Miami Film Festival GEMS / Miami, FL 14–21: Miami Book Fair / Miami, FL 15: Give Miami Day / Miami, FL 17: South Florida Concierge Association Meeting / Miami, FL 28–12/5: Miami Art Week / Miami Beach, FL	12/1–1/31: Miami Arts, Culture & Heritage Months 11/28–12/5: Miami Art Week / Miami Beach, FL 1–12: No Vacancy: Miami Beach / Miami Beach, FL 7–8: National Arts Marketing Project Virtual Conference	12/1–1/31: Miami Arts, Culture & Heritage Months 14–16: Art Deco Weekend / Miami Beach, FL 29–30: Travel & Adventure Show / New York, NY	2/1–3/31: Miami Health & Wellness Months 9–11: Music Cities Convention / Alberta, Canada 11–13: GroundUP Music Festival / Miami Beach, FL 17–21: Art Wynwood / Miami, FL 19–21: Coconut Grove Arts Festival / Coconut Grove, FL TBA: Florida Arts & Culture Day / Tallahassee, FL	2/1–3/31: Miami Health & Wellness Months 4–13: Miami Film Festival / Miami, FL 22–26: Art Basel Hong Kong / Hong Kong, China TBA: National Arts Action Summit / Washington, DC	4/1–5/31: Miami Attraction & Museum Months TBA: Breakfast with the Arts & Hospitality Industry / Miami, FL	4/1–5/31: Miami Attraction & Museum Months TBA: Frieze New York / New York, NY	6/1–9/30: Miami Hotel Months 4–8: IPW / Orlando, FL 16–19: Art Basel / Basel, Switzerland TBA: Americans for the Arts Annual Convention / Washington, DC TBA: Greater Miami Festivals & Special Events Annual Conference / Miami, FL	6/1–9/30: Miami Hotel Months 7/1–8/31: Miami Spa Months TBA: Destinations International TBA: Miami Arts Marketing Project Annual Conference / Miami, FL	6/1–9/30: Miami Hotel Months 7/1–8/31: Miami Spa Months 8/1–9/30: Miami Spice Restaurant Months 23–25: Florida Festivals & Events Association / Orlando, FL TBA: Florida Attractions Association Annual Conference / FL	6/1–9/30: Miami Hotel Months 8/1–9/30: Miami Spice Restaurant Months TBA: ArtsLaunch 2022 @ the Arsht Center / Miami, FL
ARTS & CULTURE TOURISM  Phone: 305.539.3083 • Email: CulturalTourism@GMCVB.com		ARTS & CULTURE TOURISM										



<div>LGTBQ+ MARKETING</div> <div>Phone: 305.503.3245 • Email: LGTBQ@GMCVB.com</div>	OCTOBER 2021 Miami Entertainment Months	NOVEMBER 2021 Miami Entertainment Months	DECEMBER 2021 Miami Arts, Culture & Heritage Months	JANUARY 2022 Miami Arts, Culture & Heritage Months	FEBRUARY 2022 Miami Health & Wellness Months	MARCH 2022 Miami Health & Wellness Months	APRIL 2022 Miami Attraction & Museum Months	MAY 2022 Miami Attraction & Museum Months	JUNE 2022 Miami Hotel Months	JULY 2022 Miami Hotel & Miami Spa Months	AUGUST 2022 Miami Hotel, Miami Spa & Miami Spice Months	SEPTEMBER 2022 Miami Hotel & Miami Spice Months	<div>LGTBQ+ MARKETING</div>
	10/1–11/30: Miami Entertainment Months 1–15: Celebrate ORGULLO 23: National LGBTQ Task Force Gala / Miami Beach, FL 23–24: SF/Bay Areal Travel & Adventure Show / Santa Clara, CA 28: GMCVB LGBTQ Tourism Advisory Committee Meeting / Virtual	10/1–11/30: Miami Entertainment Months 1–3: WTM London / London, England 16–19: GNetwork360 Conference on Business and LGBT Tourism / Buenos Aires, Argentina	12/1–1/31: Miami Arts, Culture & Heritage Months TBA: Art GayseL / Miami Beach, FL	12/1–1/31: Miami Arts, Culture & Heritage Months 16–23: Aspen Gay Ski Week / Aspen, CO 21–22: TransArt / Miami, FL TBA: GMCVB LGBTQ Tourism Advisory Committee Meeting – Virtual / Miami, FL	2/1–3/31: Miami Health & Wellness Months 4–6: Wigwood Miami / Miami Beach, FL 20: Gay8 Festival / Little Havana, FL	2/1–3/31: Miami Health & Wellness Months 2–8: Winter Party Festival / Miami Beach, FL 9–13: ITB Berlin / Berlin, Germany	4/1–5/31: Miami Attraction & Museum Months 21–5/1: OUTshine Film Festival / Miami, FL TBA: GMCVB LGBTQ Tourism Advisory Committee Meeting – Virtual / Miami, FL TBA: Miami Beach Pride Festival & Expo / Miami Beach, FL	4/1–5/31: Miami Attraction & Museum Months 4/21–5/1: OUTshine Film Festival / Miami, FL 11–16: SweetHeat Miami / Miami Beach, FL 26–30: Sizzle South Beach / Miami Beach, FL	6/1–9/30: Miami Hotel Months 27–29: PROUD Experiences / New York, NY TBA: ArshT Center CommuniTea Dance / Miami, FL TBA: St. Pete Pride / Tampa Bay, FL TBA: Wynwood Pride / Miami, FL	6/1–9/30: Miami Hotel Months 7/1–8/31: Miami Spa Months TBA: GMCVB Partner Marketing Workshop / Miami, FL TBA: GMCVB LGBTQ Tourism Advisory Committee Meeting – Virtual / Miami, FL	6/1–9/30: Miami Hotel Months 7/1–8/31: Miami Spa Months 8/1–9/30: Miami Spice Restaurant Months TBA: NGLCC International Business Leadership Conference / Fort Lauderdale, FL	6/1–9/30: Miami Hotel Months 8/1–9/30: Miami Spice Restaurant Months 1–5: Key West Womenfest / Key West, FL	
<div>MULTICULTURAL TOURISM DEVELOPMENT</div> <div>Phone: 305.539.3123 • Email: MulticulturalTourism@GMCVB.com</div>	10/1–11/30: Miami Entertainment Months 9/15–10/15: Hispanic Heritage Month virtual activations and other experiences 8: Best of the Best Music Festival 8–10: Miami Carnival 20: Tourism Business Development Program begins in collaboration with the Miami Bayside Foundation Fall Program 20: Multicultural Tourism & Development Committee – Quarterly Meeting TBA: Art of Black Miami – Community Mural project starts	10/1–11/30: Miami Entertainment Months 10–13: National Coalition of Black Meeting Planners (NCBMP)	12/1–1/31: Miami Arts, Culture & Heritage Months 1–15: Art of Black Miami/Art Season	12/1–1/31: Miami Arts & Heritage Months 12–16: ABFF Community Fest 17: Martin Luther King Jr. Scholarship Breakfast / Virtual TBA: Multicultural Tourism & Development Committee – Quarterly Meeting	17: Annual Chinese New Year Festival Community Tour and/or Experiences 24–27: SoBE Wine & Food Festival 25–27: Melton Mustafa Jazz Festival Weekend TBA: Black History Month Heritage	TBA: Annual Asian Cultural Festival TBA: Jazz in the Gardens TBA: Tourism Business Development Program begins in collaboration with the Miami Bayside Foundation Spring Program	4/1–5/31: Miami Attraction & Museum Months TBA: Community Awareness Presentation TBA: Art of Black Miami Monthly Podcast Series Launch TBA: Multicultural Tourism & Development Committee – Quarterly Meeting	4/1–5/31: Miami Attraction & Museum Months 1–31: Haitian Heritage Month – Activations, Activities and Experiences 1–31: Asian American and Pacific Islander Heritage Month – Activities and Experiences TBA: Best of the Best Concert TBA: Haitian Compas Festival (Haitian Flag Day festival) TBA: H.O.T. Challenge Golf Tournament Fundraiser TBA: Sounds of Little Haiti/Haitian Heritage Month Celebration TBA: Taste of Haiti TBA: Art of Black Miami Monthly Podcast Series	4–8: IPW Conference / Orlando, FL 15–19: American Black Film Festival (ABFF) 19: Juneteenth Celebrations TBA: Art of Black Miami Monthly Podcast Series TBA: Art of Black Miami – Art Talk TBA: Black Music Month Programming TBA: Pillars Award Scholarship Luncheon, Miami-Dade Black Affairs Advisory Board Office of the Chair	TBA: Destinations International Convention TBA: International Multicultural Summit TBA: Lunch & Learn Presentation TBA: National Association of Black Hotel Owners, Operators & Developers (NABHOOD) TBA: Overtown Music & Arts Festival TBA: Tourism Business Enhancement – Professional Business Workshop TBA: Tourism Business Development Program begins, in collaboration with the Miami Bayside Foundation Summer Program TBA: Art of Black Miami Monthly Podcast Series TBA: Multicultural Tourism & Development Committee – Quarterly Meeting	8/1–9/30: Miami Spice Restaurant Months TBA: Black Business Month Programming TBA: Art of Black Miami Monthly Podcast Series	8/1–9/30: Miami Spice Restaurant Months 1–5: Orange Blossom Classic Weekend TBA: Africando Trade and Investment Conference TBA: NABHOOD and International Multicultural Summit TBA: Arts Launch	<div>MULTICULTURAL TOURISM DEVELOPMENT</div>



BUSINESS DEVELOPMENT & PARTNERSHIP													
Phone: 305.539.3076 • Email: Partnership@GMCVB.com													
	OCTOBER 2021 Miami Entertainment Months	NOVEMBER 2021 Miami Entertainment Months	DECEMBER 2021 Miami Arts, Culture & Heritage Months	JANUARY 2022 Miami Arts, Culture & Heritage Months	FEBRUARY 2022 Miami Health & Wellness Months	MARCH 2022 Miami Health & Wellness Months	APRIL 2022 Miami Attraction & Museum Months	MAY 2022 Miami Attraction & Museum Months	JUNE 2022 Miami Hotel Months	JULY 2022 Miami Hotel & Miami Spa Months	AUGUST 2022 Miami Hotel, Miami Spa & Miami Spice Months	SEPTEMBER 2022 Miami Hotel & Miami Spice Months	
	7: La Giulietta at Ironside Networking Breakfast (in person) 14: GMCVB Coffee & Conversation featuring Miami Book Fair (virtual) 20: New Partner Orientation (virtual) 28: Annual Meeting – JW Marriott Turnberry Resort + Spa (in person)	10: Museum of Illusions Networking Breakfast (in person) 16: MOAD at Freedom Tower Networking Breakfast (in person)	1: GMCVB Coffee & Conversation featuring Arts Season Preview (virtual) 7: Holiday Networking Breakfast Location TBA (in person) 15: Holiday Networking Reception Biltmore Hotel Miami (in person)	12: GMCVB Coffee & Conversation featuring AC & Element Brickell Hotel (virtual) 19: New Partner Orientation (virtual) 23: Wedding + Quinceanera Showcase / Miami Beach Convention Center Grand Ballroom	2: GMCVB Coffee & Conversation Networker Details TBA (virtual) 9: GMCVB Black History Month Breakfast Networker Details TBA (in person) 23: GMCVB Coffee & Conversation Networker Details TBA (virtual)	2: GMCVB Coffee & Conversation Networker Details TBA (virtual) 9: GMCVB Networking Breakfast 16: Miami Begins with Me Training (in person) TBA 30: GMCVB Coffee & Conversation Networker Details TBA (virtual)	6: New Partner Orientation / virtual or in person 13: GMCVB Coffee & Conversation Networker Details TBA (virtual) 20: GMCVB Networker Details TBA (in person) 27: GMCVB Coffee & Conversation Networker Details TBA (virtual)	4: GMCVB Annual State of the Industry Breakfast / Location TBA 18: GMCVB Coffee & Conversation Networker Details TBA (virtual) 25: Miami Begins with Me Training / GMCVB Office	8: GMCVB Coffee & Conversation Networker Details TBA (virtual) 22: GMCVB Networker Details TBA (in person) 29: GMCVB Coffee & Conversation Networker Details TBA (virtual)	13: New Partner Orientation / Virtual or in person 20: GMCVB Coffee & Conversation Networker Details TBA (virtual) 27: Miami Begins with Me Training / GMCVB Office TBA: Annual Marketing Workshop / Location TBA	10: GMCVB Coffee & Conversation Networker Details TBA (virtual) 25 Annual Partner Expo / Location TBA	14: GMCVB Coffee & Conversation Networker Details TBA (virtual) 28: GMCVB Networker Details TBA (in person) TBA: White Glove Concierge Awards Luncheon / Location TBA	
	Visitor Surveys: Ft. Lauderdale Airport Miami International Airport Aventura/Bal Harbour/Sunny Isles Cape Florida State Park CocoWalk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco PortMiami Robert Is Here Seaquarium Zoo Miami FL Resident (online)  10: Miami Carnival	Visitor Surveys: Ft. Lauderdale Airport Miami International Airport Aventura/Bal Harbour/Sunny Isles Cape Florida State Park CocoWalk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco Robert Is Here Seaquarium Zoo Miami FL Resident (online)  Hotel Research: Thanksgiving Hotel Occupancy Survey  19–21: Miami Book Fair	Visitor Surveys: Ft. Lauderdale Airport Miami International Airport Aventura/Bal Harbour/Sunny Isles Cape Florida State Park CocoWalk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco PortMiami Robert Is Here Seaquarium Zoo Miami FL Resident (online)  Hotel Research: Christmas/New Year’s Hotel Occupancy Survey New Year’s/Bowl Hotel Occupancy Survey  1–12: Art of Black Miami	Visitor Surveys: Ft. Lauderdale Airport Miami International Airport Aventura/Bal Harbour/Sunny Isles Cape Florida State Park CocoWalk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco Robert Is Here Seaquarium Zoo Miami FL Resident (online)  14–17: Art Deco Weekend	Visitor Surveys: Ft. Lauderdale Airport Miami International Airport Aventura/Bal Harbour/Sunny Isles Cape Florida State Park CocoWalk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco Robert Is Here Seaquarium Zoo Miami FL Resident (online)  Hotel Research: Presidents Day Weekend Hotel Occupancy Survey  13: Gay8 Festival  19–22: Coconut Grove Arts Festival	Visitor Surveys: Ft. Lauderdale Airport Miami Intl Airport Aventura/Bal Harbour/Sunny Isles Cape Florida State Park CocoWalk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco Robert Is Here Seaquarium Zoo Miami FL Resident (online)  2–8: Winter Party  12–13: Jazz in the Gardens  TBA: Carnival on the Mile  TBA: Calle Ocho	Visitor Surveys: Ft. Lauderdale Airport Miami Intl Airport Aventura/Bal Harbour/Sunny Isles Cape FL State Park CocoWalk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco Robert Is Here Seaquarium Zoo Miami FL Resident (online)  Hotel Research: Easter Hotel Occupancy Survey  TBA: Miami Beach Pride	Visitor Surveys: Ft. Lauderdale Airport Miami Intl Airport Aventura/Bal Harbour/Sunny Isles Cape FL State Park CocoWalk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco Robert Is Here Seaquarium Zoo Miami FL Resident (online)  Hotel Research: Memorial Day Weekend Hotel Occupancy Survey  15–19: American Black Film Festival	Visitor Surveys: Ft. Lauderdale Airport Miami Intl Airport Aventura/Bal Harbour/Sunny Isles Cape FL State Park CocoWalk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco Robert Is Here Seaquarium Zoo Miami FL Resident (online)  Hotel Research: Fourth of July Hotel Occupancy Survey	Visitor Surveys: Ft. Lauderdale Airport Miami Intl Airport Aventura/Bal Harbour/Sunny Isles Cape FL State Park CocoWalk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco Robert Is Here Seaquarium Zoo Miami FL Resident (online)  Hotel Research: Labor Day Hotel Occupancy Survey	Visitor Surveys: Ft. Lauderdale Airport Miami Intl Airport Aventura/Bal Harbour/Sunny Isles Cape Florida State Park CocoWalk/Mayfair Dolphin Mall Downtown/Bayside Little Havana Ocean Drive/Lincoln Road/Art Deco Robert Is Here Seaquarium Zoo Miami FL Resident (online)  4: Orange Blossom Classic		
RESEARCH & STRATEGIC PLANNING													
Phone: 305.539.2931 • Email: Research@GMCVB.com													



OCTOBER 2021 Miami Entertainment Months	NOVEMBER 2021 Miami Entertainment Months	DECEMBER 2021 Miami Arts, Culture & Heritage Months	JANUARY 2022 Miami Arts, Culture & Heritage Months	FEBRUARY 2022 Miami Health & Wellness Months	MARCH 2022 Miami Health & Wellness Months	APRIL 2022 Miami Attraction & Museum Months	MAY 2022 Miami Attraction & Museum Months	JUNE 2022 Miami Hotel Months	JULY 2022 Miami Hotel & Miami Spa Months	AUGUST 2022 Miami Hotel, Miami Spa & Miami Spice Months	SEPTEMBER 2022 Miami Hotel & Miami Spice Months
<p>Miami Eats – program management, website content development and organic social media posts</p> <p>Miami Entertainment Months (Miami Temptations Program) – program management/solicitation, website development, advertising, art direction and social media posts</p> <p>GMCVB Annual Meeting 2021 – design collateral</p> <p>Year-end publications – 2020/2021 Year in Review and 2021/2022 GMCVB/MBCC Marketing Plan</p> <p>Video Production (video shoots, interviews, production) – Bill Talbert Tribute Video, Temptations program Reels video content, New CEO Exit &amp; Entrance, MBCC Conventions, Annual Meeting Recap Video, Partnership/Networking Events, Website Listicles</p>	<p>Miami Eats – program management, website content development and organic social media posts</p> <p>Miami Entertainment Months – program management/solicitation, website development, advertising, art direction and social media posts</p> <p>Video Production (video shoots, interviews, production) – Miami Eats LGBTQ+, Temptations program Reels video content, MBCC Conventions, Partnership/Networking Events, Website Listicles, Freedom Tower/MOAD Filming</p> <p>Art of Black Miami – creative for Art Circuits</p>	<p>Miami Eats – program management, website content development and organic social media posts</p> <p>Miami Arts, Culture &amp; Heritage Months (Miami Temptations Program) – program management/solicitation, website development, advertising, art direction and social media posts</p> <p>Video Production (video shoots, interviews, production) – Temptations program Reels video content, Art Basel, MBCC Conventions, Partnership/Networking Events, Website Listicles</p>	<p>Miami Eats – program management, website content development and organic social media posts</p> <p>Miami Arts, Culture &amp; Heritage Months (Miami Temptations Program) – program management/solicitation, website development, advertising, art direction and social media posts</p> <p>Video Production (video shoots, interviews, production) – Miami Eats LGBTQ+, Temptations program Reels video content, MIAMIFilm, MBCC Conventions, Partnership/Networking Events, Website Listicles</p> <p>Editorial – 2022 Visitors Guide</p>	<p>Miami Eats – program management, website content development and organic social media posts</p> <p>Miami Health &amp; Wellness Months (Miami Temptations Program) – program management/solicitation, website development, advertising, art direction and social media posts</p> <p>Video Production (video shoots, interviews, production) – Temptations program Reels video content, MBCC Conventions, South Beach Wine &amp; Food Festival, Partnership/Networking Events, WebsiteListicles</p>	<p>Miami Eats – program management, website content development and organic social media posts</p> <p>Miami Health &amp; Wellness Months (Miami Temptations Program) – program management/solicitation, website development, advertising, art direction and social media posts</p> <p>Video Production (video shoots, interviews, production) – Miami Eats LGBTQ+, Temptations program Reels video content, MBCC Conventions, Partnership/Networking Events, Website Listicles</p>	<p>Miami Eats – program management, website content development and organic social media posts</p> <p>Miami Attraction &amp; Museum Months (Miami Temptations Program) – program management/solicitation, website development, advertising, art direction and social media posts</p> <p>State of the Industry 2022 – design collateral</p> <p>Video Production (video shoots, interviews, production) – Temptations program Reels video content, MBCC Conventions, State of the Industry, Partnership/Networking Events, Website Listicles</p>	<p>Miami Eats – program management, website content development and organic social media posts</p> <p>Miami Attraction &amp; Museum Months (Miami Temptations Program) – program management/solicitation, website development, advertising, art direction and social media posts</p> <p>Video Production (video shoots, interviews, production) – Miami Eats LGBTQ+, Temptations program Reels video content, MBCC Conventions, Miami Grand Prix F1, Partnership/Networking Events, Website Listicles</p>	<p>Miami Eats – program management, website content development and organic social media posts</p> <p>Miami Hotel Months (Miami Temptations Program) – management/solicitation, website development, advertising, art direction and social media posts</p> <p>GMCVB Partner Workshop 2022 – design collateral</p> <p>Video Production (video shoots, interviews, production) – Temptations program Reels video content, MBCC Conventions, Partnership/Networking Events, Website Listicles</p>	<p>Miami Eats – program management, website content development and organic social media posts</p> <p>Miami Hotel Months (Miami Temptations Program) – program management/solicitation, website development, advertising, art direction and social media posts</p> <p>Miami Spa Months (Miami Temptations Program) – program management/solicitation, website development, advertising, art direction and organic social media posts</p> <p>Miami Spa Months (Miami Temptations Program) – program management/solicitation, website development, advertising, art direction and organic social media posts</p> <p>Video Production (video shoots, interviews, production) – Temptations program Reels video content, MBCC Conventions, Partnership/Networking Events, Website Listicles</p>	<p>Miami Eats – program management, website content development and organic social media posts</p> <p>Miami Hotel Months (Miami Temptations Program) – program management/solicitation, website development, advertising, art direction and social media posts</p> <p>Miami Spa Months (Miami Temptations Program) – program management/solicitation, website development, advertising, art direction and organic social media posts</p> <p>Miami Spice Restaurant Months (Miami Temptations Program) – program management/solicitation, website development, advertising, art direction and social media posts</p> <p>Year-end publications – 2021/2022 Year in Review and 2022/2023 GMCVB/MBCC Marketing Plan</p> <p>Video Production (video shoots, interviews, production) – Miami Eats LGBTQ+, Temptations program Reels video content, MBCC Conventions, Partnership/Networking Events, Website Listicles</p>	<p>Miami Eats – program management, website content development and organic social media posts</p> <p>Miami Hotel Months (Miami Temptations Program) – program management/solicitation, website development, advertising, art direction and social media posts</p> <p>Miami Spice Restaurant Months (Miami Temptations Program) – program management/solicitation, website development, advertising, art direction and social media posts</p> <p>Year-end publications – 2021/2022 Year in Review and 2022/2023 GMCVB/MBCC Marketing Plan</p> <p>Video Production (video shoots, interviews, production) – Miami Eats LGBTQ+, Temptations program Reels video content, MBCC Conventions, Partnership/Networking Events, Website Listicles</p>



SPORT & ENTERTAINMENT TOURISM Phone: 305.539.2972 • Email: SportTourism@GMCVB.com	OCTOBER 2021 Miami Entertainment Months	NOVEMBER 2021 Miami Entertainment Months	DECEMBER 2021 Miami Arts, Culture & Heritage Months	JANUARY 2022 Miami Arts, Culture & Heritage Months	FEBRUARY 2022 Miami Health & Wellness Months	MARCH 2022 Miami Health & Wellness Months	APRIL 2022 Miami Attraction & Museum Months	MAY 2022 Miami Attraction & Museum Months	JUNE 2022 Miami Hotel Months	JULY 2022 Miami Hotel & Miami Spa Months	AUGUST 2022 Miami Hotel, Miami Spa & Miami Spice Months	SEPTEMBER 2022 Miami Hotel & Miami Spice Months	SPORT & ENTERTAINMENT TOURISM
	<p>14: Miami Beach Production Industry Council Meeting / Miami Beach, FL 15–17: 14th Annual Lynn Lewis Flag Football Invitational / Hialeah, FL 25–28: Sports ETA / Birmingham, AL 28–30: Slamdance Film Festival / Miami Beach, FL</p> <p>Ongoing: FIFA World Cup Hosting Initiative Practice Safe Sets Filming Initiative</p>	<p>3–14: American Black Film Festival (ABFF) / Virtual 8–10: Florida Sports Foundation Summit /Palm Coast, FL 10: NATPE Streaming / Los Angeles, CA 20: Miami Dragon Boat Festival / Key Biscayne, FL</p>	<p>7–8: Focus London / London, England 9: Miami Beach Production Industry Council Meeting / Miami Beach, FL 31: Capital One Orange Bowl College Football National Championship Semi-Final / Miami Gardens, FL</p>	<p>13: Miami Beach Production Industry Council Meeting / Miami Beach, FL 13–16: American Black Film Festival (ABFF) FAM Tour 17–20: National Association of Television Program Executives (NATPE) / Miami Beach, FL 20–30: Sundance Film Festival / Park City, UT</p>	<p>2/1–3/31: Miami Health &amp; Wellness Months 4–6: Life Time Fitness Miami Marathon and Half Marathon / Miami, FL 10: Miami Beach Production Industry Council Meeting / Miami Beach, FL 21–23: Sunshine Sports Council Innovation Think Tank / Gainesville, FL</p>	<p>2/1–3/31: Miami Health &amp; Wellness Months 1–4: Houston Livestock Show and Rodeo / Houston, TX 10: Miami Beach Production Industry Council Meeting / Miami Beach, FL 15–16: Soccerex / Miami Beach, FL 21–4/3: Miami Open Tennis Tournament / Miami Gardens, FL TBA: AFCI Week / Los Angeles, CA</p>	<p>3/21–4/3: Miami Open Tennis Tournament / Miami Gardens, FL 14: Miami Beach Production Industry Council Meeting / Miami Beach, FL 15–17: Miami International Agriculture, Horse &amp; Cattle Show / Miami, FL TBA: South Beach Triathlon / Miami Beach, FL TBA: IEG Sponsorship Conference / Chicago, IL</p>	<p>6–8: Inaugural Formula 1 Miami International Grand Prix / Miami Gardens, FL 12: Miami Beach Production Industry Council Meeting / Miami Beach, FL 22–24: Connect Sports Marketplace / Puerto Rico TBA: Florida Sports Foundation Summit / TBA TBA: Orange Bowl Paddle Championship / Key Biscayne, FL</p>	<p>9: Miami Beach Production Industry Council Meeting / Miami Beach, FL 19–22: International Association of Golf Tour Operators NAC / Reno, NV TBA: Produced by Conference / Los Angeles, CA TBA: PGA TOUR Latinoamérica Championship / Doral, FL</p>	<p>14: Miami Beach Production Industry Council Meeting / Miami Beach, FL 14–29: Optimist International Junior Golf Championship / Doral, FL TBA: NATPE Streaming / Los Angeles, CA</p>	<p>8–10: Connect Sports Marketplace / Detroit, MI 11: Miami Beach Production Industry Council Meeting / Miami Beach, FL</p>	<p>8: Miami Beach Production Industry Council Meeting TBA: Toronto International Film Festival (TIFF) / Toronto, Canada TBA: TEAMS Conference / Oklahoma City, OK TBA: Orange Blossom Classic / Miami Gardens, FL</p>	
MEETINGS & CONVENTION SALES & SERVICES Phone: 305.539.3071 • Email: MariaD@GMCVB.com	<p>3–6: HPN Global Partner Conference / Los Cabos, Baja California 7: Destination International Convention Sales and Services Conference / National Harbor, MD</p>	<p>9–11: IMEX / Las Vegas, NV 10–13: National Coalition of Black Meeting Professionals (NCBMP) / Cincinnati, OH 14–17: Financial &amp; Insurance Conference Planners (FICP) Annual Conference / Phoenix, AZ</p>	<p>7–9: International Association of Exhibits &amp; Events (IAEE Expo) / Philadelphia, PA 12–15: Association Forum Holiday Showcase / Chicago, IL</p>	<p>9–12: Professional Convention Management Association (PCMA) Convening Leaders / Las Vegas, NV</p>	<p>8–10: Carolinas Sales Mission / Charlotte, NC 22–24: Washington, DC/Virginia Sales Blitz TBA: Global Pharmaceutical &amp; Medical Meetings Summit / Location TBA</p>	<p>1–3: Life Insurance Marketing and Research Association (LIMRA) Distribution Conference / Miami, FL 21–24: Society of Independent Show Organizers CEO Summit (SISO) / St. Petersburg, FL 22–24: Annual Pharma Forum / New York, NY TBA: Healthcare Convention &amp; Exhibitors Assn (HCEAConnect 2022) / Location TBA</p>	<p>26–28: Incentive Travel, Meetings, Events Expo (IMEX) / Frankfurt, Germany TBA: Spring Venue Review</p>	<p>9–12: HelmsBriscoe Annual Business Conference / Las Vegas, NV 18–21: Society of Government Meeting Professionals (SGMP) NEC &amp; Expo / Location TBA 22–24: Connect Diversity Summit / Puerto Rico 31–6/4: Fraternity Executives Association (FEA) / Norfolk, VA</p>	<p>5/31–6/4: Fraternity Executives Association (FEA) / Norfolk, VA 5–8: PCMA Education N.A. / New Orleans, LA 21–23: Incentive Research Foundation (IRF) Invitational / Cap Cana, DR 21–23: Meeting Planners International (MPI) WEC / San Francisco, CA 22–24: Financial &amp; Insurance Conference (FICP) Education Forum / Pasadena, CA TBA: Florida Society of Association Executives (FSAE) Annual Conference / Location TBA TBA: Northeast Sales Blitz / NY, NJ, PA TBA: Chicago Mini Sales Blitz / Chicago, IL TBA: Assn. Management Companies Institute (AMCI) Annual Meeting / Location TBA</p>	<p>19–21: Boston Sales Blitz / Boston, MA 19–21: Council of Engineering and Scientific Society Executives (CESSE) / Richmond, VA TBA: Destination International (DI) Annual Conference / Location TBA TBA: Cvent CONNECT / Location TBA</p>	<p>8–10: Connect Marketplace / Detroit, MI 9-12: Society of Independent Show Organizers Summer Conference (SISO) / Oklahoma City, OK 20–23: American Society of Association Executives (ASAE) Annual Meeting &amp; Exposition / Nashville, TN TBA: PCMA Foundation Visionary Awards / Location TBA TBA: Association Forum Association Week &amp; Honors Gala / Location TBA TBA: The Kellen Managers Summit Conference / Location TBA</p>	<p>TBA: PCMA Foundation Summit / Location TBA TBA: Conference Direct Annual Partners Conference / Location TBA</p>	MEETINGS & CONVENTION SALES & SERVICES



GMCVB STAKEHOLDER MEETING & ENGAGEMENT			13: Executive Committee Meeting / Tony Goldman Boardroom	TBA Board of Directors Meeting / Fontainebleau Miami Beach										GMCVB STAKEHOLDER MEETING & ENGAGEMENT





# GMCVB MARKETING & PROMOTIONAL OPPORTUNITIES

## DIGITAL ADVERTISING ON MIAMIANDMIAMIBEACH.COM

### WEBSITE

### DESCRIPTION

### ADVERTISING COST

**MIAMIANDMIAMIBEACH.COM**  
Advertising

**LEADERBOARD DISPLAY AD**  
728px (W) x 90px (h)

**MEDIUM RECTANGLE DISPLAY AD**  
300px (W) x 250px (h)

Impressions	CPM	Net Rate
50,000	\$14	\$700
150,000	\$12	\$1,800
250,000	\$10	\$2,500
500,000	\$8	\$4,000

### WEBSITE

### DESCRIPTION

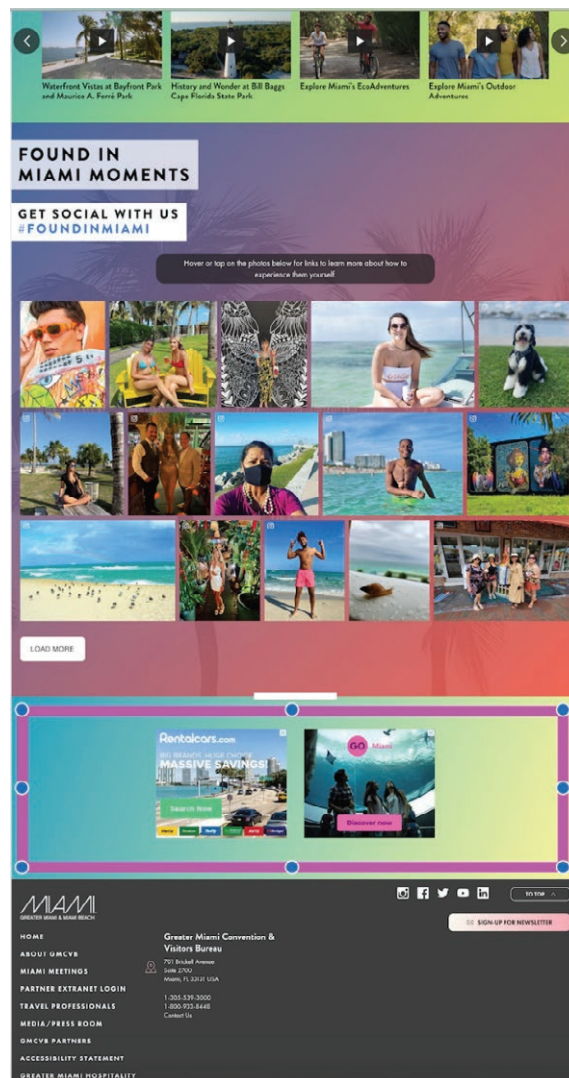
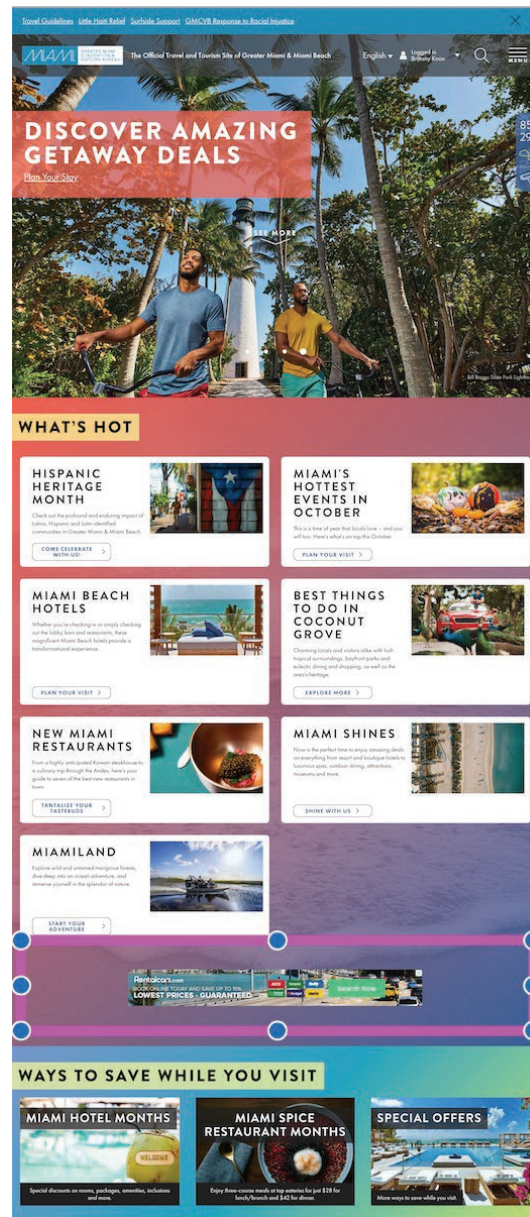
### ADVERTISING COST

**MIAMIANDMIAMIBEACH.COM**  
Advertising

**LANDING PAGE FEATURE**

Target your message by site content by promoting your business on category-specific landing pages: Hotels, Things to Do, What's Hot, Events sections and more.

\$750 for 90 days  
\$1,400 for 180 days



Sample partner advertising placement

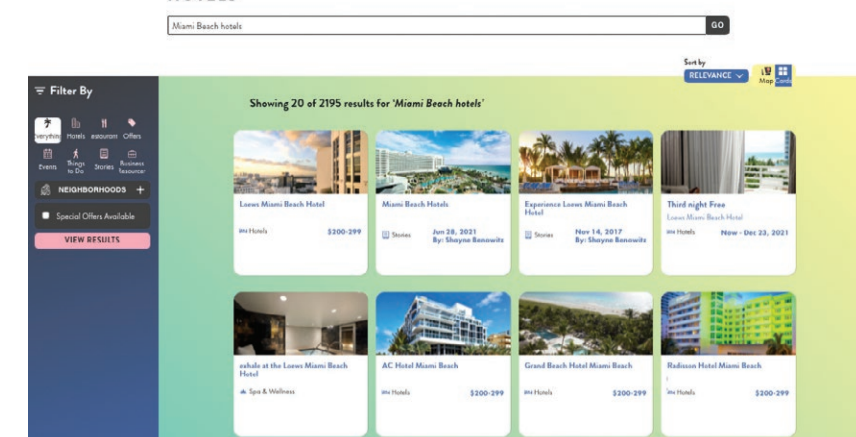


### FEATURED SEARCH RESULT

MiamiandMiamiBeach.com is a trusted source for comprehensive business listings that visitors depend on to plan their trip. The featured search result business listing program gives you premium exposure on relevant category pages.

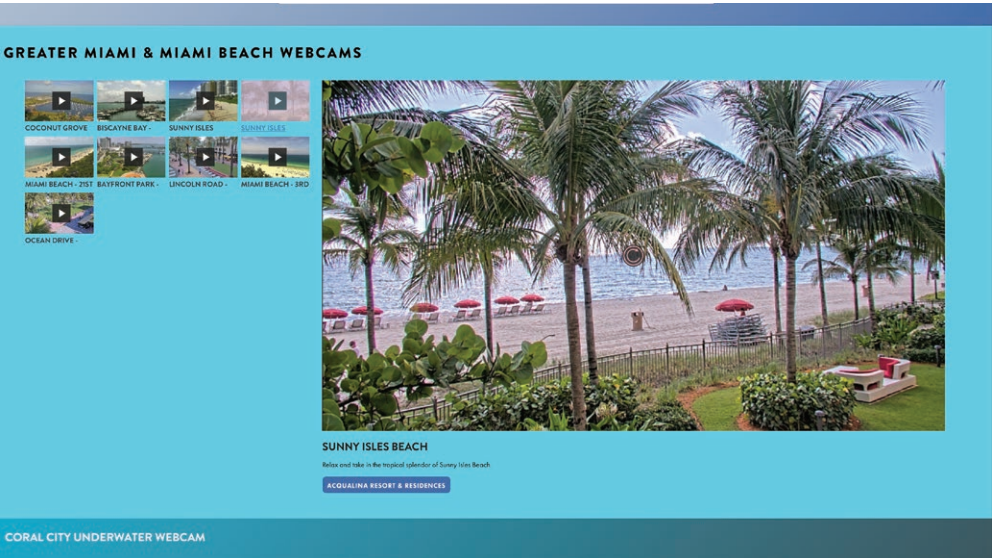
\$750 for 90 days  
\$1,400 for 180 days

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





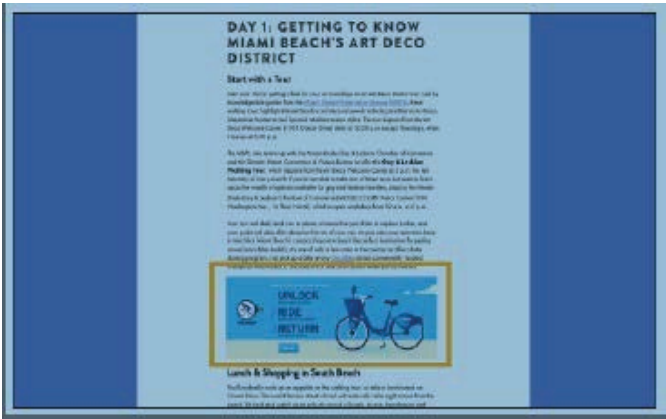
WEBSITE	DESCRIPTION	ADVERTISING COST
MIAMIANDMIAMIBEACH.COM Advertising	<b>WEBCAM VIDEO FEATURE</b> As one of the most highly trafficked spots on MiamiandMiamiBeach.com, the Miami Webcam section is an ideal position to promote your video.	\$1,500 for 30 days \$5,000 for 180 days



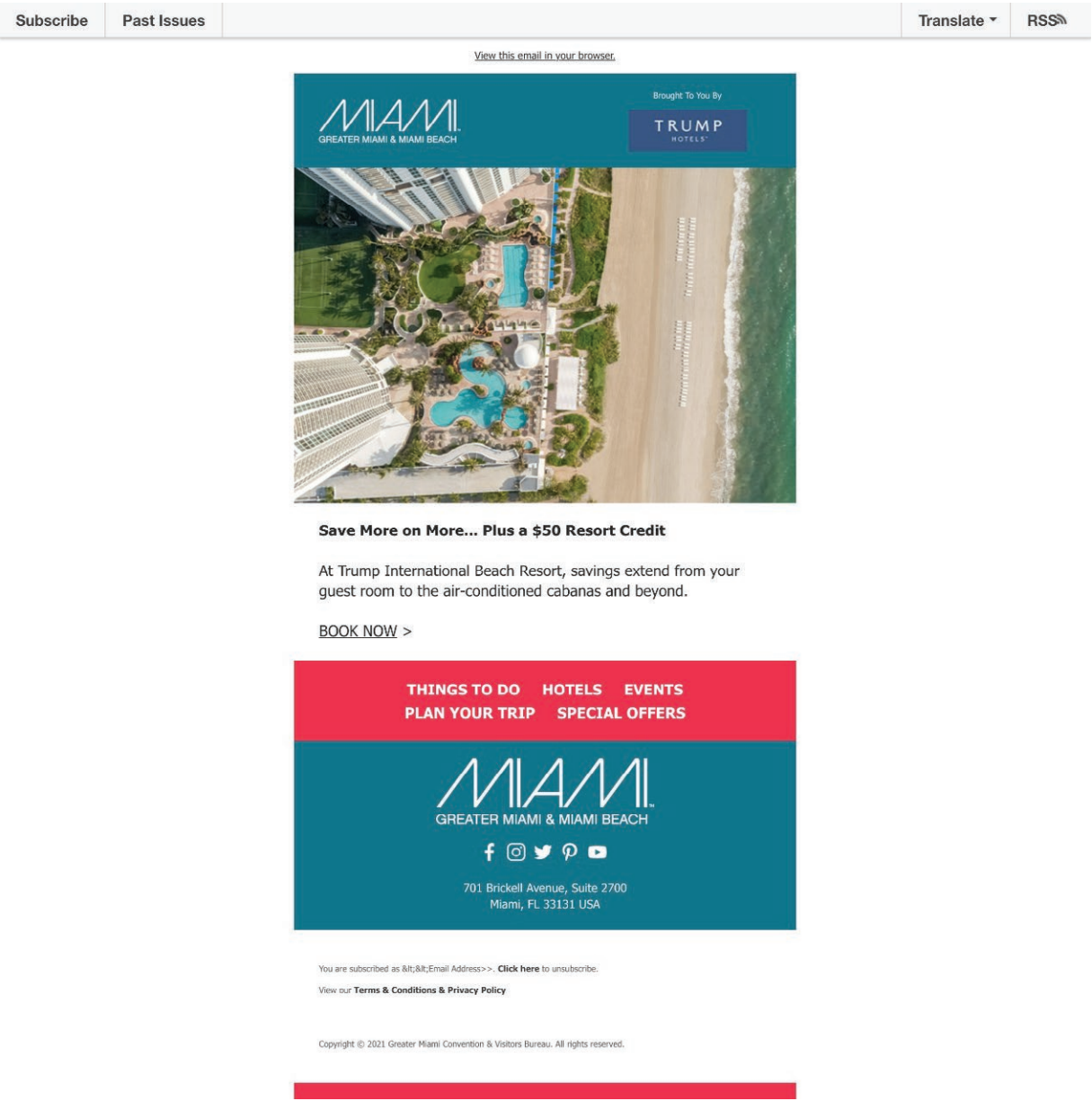
MID ARTICLE AD

MiamiandMiamiBeach.com is a trusted source for comprehensive business listings that visitors depend on to plan their trip. The featured search result business listing program gives you premium exposure on relevant category pages.

Custom rates available.



PUBLICATION	DESCRIPTION	ADVERTISING COST
<b>SPONSORED EMAIL</b>	Reach Greater Miami & Miami Beach's prospective audience of 142,000+ opt-in subscribers with a <b>100% Share of Voice</b> Sponsored Email. The email will focus solely on YOUR business, destination or event, driving all clicks to your website.  The sponsored email is sent to the GMCVB's subscriber database in a branded template featuring a single message, allowing you to tailor your approach.	Sponsor: \$5,500 (sold quarterly)





PUBLICATION

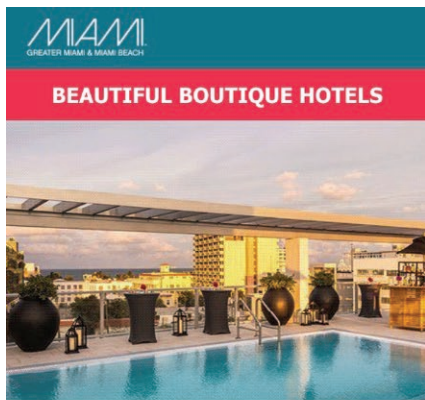
MIAMI INSIDER  
E-NEWSLETTER

DESCRIPTION

The Miami Insider consumer email is sent to 142,000+ prospective visitors monthly, highlighting what's hot in Greater Miami & Miami Beach, including featured hotels, events, attractions, nightlife, shopping, special deals and more.

ADVERTISING COST

- Primary Sponsor: \$1,500
- Article Card: \$1,250
- Featured Hotel: \$1,000
- Hotel Card: \$750
- Featured Event/Attraction: \$750
- Event Card: \$500
- Banner ad: \$475



There's nothing quite like a late-summer or fall escape to a stylish Miami boutique hotel. You'll find amazing service, gorgeous architecture and sparkling pools at these Greater Miami hideaways.

[CHECK OUT BOUTIQUE HOTELS >](#)



Coolest September Events

Get fired up for football, pumped for Pride and ready for ReggaeFest. It's all happening this month in Greater Miami.

[SEE WHAT'S HAPPENING >](#)



Truly Tempting Offers

With Miami Spice and Miami Hotel Months happening all month long, it's the perfect time to visit.

[FIND DEALS >](#)



Key Biscayne & Virginia Key

Whether your perfect beach day involves solitude, activity or local flavor, we've got great options for you.

[PLAN YOUR BEACH DAY >](#)

[FIND MORE FUN THINGS TO DO >](#)



Beyond Van Gogh Miami, an Immersive Experience

Beyond Van Gogh: Immerse yourself in Van Gogh's artwork like you've never seen it before. Currently open at the Ice Palace Studios for a limited time.

[Purchase Tickets >](#)



Up to 25% Off, 50% Off Parking + More

Book our Staycation package and surround yourself with bay views in this perfect downtown Miami location.

[See Details >](#)

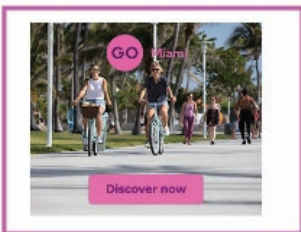


#OnlyAtTheNational can you enjoy incredible adults-only accommodations during #MiamiHotelMonths with 30% savings. Book your stay at the @nationalhotelmiami beach through the link in our bio!

[@anyvillabreggo](#)



Celebrate #NationalBlackBusinessMonth & sample the diverse culinary traditions of Historic Overtown at @roosterovertown! Enjoy Chef @marcuscooks' inaugural #MiamiSpice menu, including "Chicken-Fried" Green Tomatoes, "Yassa Ribeye Steak, & the Viking of the Keys.



[Discover now](#)



THINGS TO DO HOTELS EVENTS  
PLAN YOUR TRIP SPECIAL OFFERS

MIAMI  
GREATER MIAMI & MIAMI BEACH

f i t p

701 Brickell Avenue, Suite 2700  
Miami, FL 33131 USA

PUBLICATION

DEDICATED  
PARTNER  
E-BLAST

DESCRIPTION

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

The Partner of the Week listing will include a short paragraph and link or call to action.

Specs: No more than 40% images-to-text ratio – meaning the total content of the e-mail must contain less than 40% images. Images should be less than 700px in width and should be submitted as .jpg or .png files.

ADVERTISING COST

\$500 per week.  
Limit one insertion per month per partner.

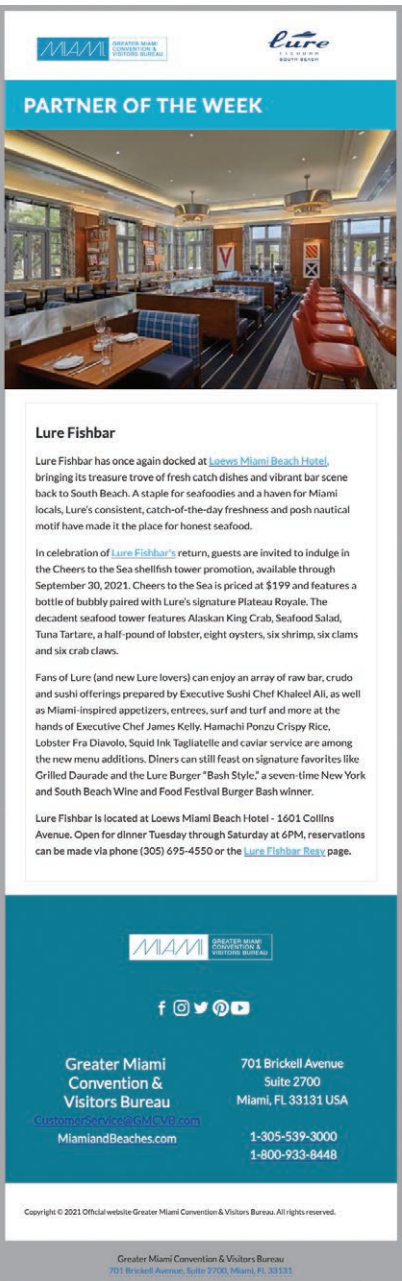


HOW TO REGISTER

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

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

GREATER MIAMI CONVENTION & VISITORS BUREAU  
701 BRICKELL AVE., SUITE 2700, MIAMI, FL 33131 USA | (305) 539-3000  
VIBES FOR 2022 | #MiamiBeaches



Lure Fishbar

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

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

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

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

MIAMI GREATER MIAMI CONVENTION & VISITORS BUREAU

f i t p

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





## GMCVB TRAVEL TRADE SALES EVENTS

### EVENT

**TRAVEL &  
ADVENTURE  
SHOW®**

### DATE & DESCRIPTION

October 16-17, 2021  
Dallas, TX

Travel & Adventure Shows are the largest consumer travel shows in the U.S.

Past attendance: 15K

**TRAVEL &  
ADVENTURE  
SHOW®**

October 23-24, 2021  
SF/Bay Area, CA

Travel & Adventure Shows are the largest consumer travel shows in the U.S. The GMCVB will coordinate a Sales Blitz prior to the show.

Past attendance: 22K




**BRAND USA  
TRAVEL WEEK**  
EUROPE 2021

October 25-28, 2021  
London, England

Brand USA Travel Week will bring together key players in the U.S. and European travel industry to discuss trends, challenges, innovations, and the opportunity to drive future visitation to the United States.



EVENT	DATE & DESCRIPTION
	<p>November 1-3, 2021 London, England</p> <p>An annual business-to-business exhibition for travel industry professionals. Suppliers of travel and tourism products showcase the latest developments in the travel industry.</p> <p>PARTICIPATION COST: \$1,500</p>
	<p>November 11-13, 2021 Miami Beach, FL</p> <p>Travel Weekly's CruiseWorld will bring the industry together for growth and evolution through educational workshops, networking events, and a trademark exhibitor showcase.</p> <p>PARTICIPATION COST: \$500</p>
	<p>January 21-23, 2022 Pittsburgh, PA</p> <p>The Pittsburgh Travel Showcase presented by AAA Travel presents one-stop shopping for all destinations near and far, around the world, across the country, and throughout the Tri-State area.</p>

EVENT	DATE & DESCRIPTION
	<p>January 29-30, 2022 New York, NY</p> <p>Travel &amp; Adventure Shows are the largest consumer travel shows in the U.S. Past attendance: New Show</p>
	<p>February 5-6, 2022 Chicago, IL</p> <p>Travel &amp; Adventure Shows are the largest consumer travel shows in the U.S. Past attendance: 27K</p>
	<p>February 26-27, 2022 Washington, DC</p> <p>Travel &amp; Adventure Shows are the largest consumer travel shows in the U.S. Past attendance: 20K</p>



GMCVB TRAVEL TRADE SALES EVENTS

EVENT	DATE & DESCRIPTION
	<p>March 5-6, 2022 Boston, MA</p> <p>Travel &amp; Adventure Shows are the largest consumer travel shows in the U.S. Past attendance: 13K</p>
	<p>March 29-April 3, 2022 Ft. Lauderdale, FL</p> <p>The largest and only official conference of the cruise industry, Cruise360 brings together travel professionals, cruise line representatives, ports and destinations.</p>
	<p>March 4-5, 2022 Sao Paulo, Brazil</p> <p>Where the travel industry meets in a business to-business setting to discuss leisure, MICE and business travel.</p>

GMCVB TRAVEL TRADE SALES EVENTS

EVENT	DATE & DESCRIPTION
	<p>June 4-8, 2022 Orlando, FL</p> <p>IPW is the travel industry's premier international marketplace and the largest generator of travel to the U.S. Participation includes shared appointments with the GMCVB Sales team.</p>
	<p>July 28-30, 2022 Hollywood/Ft. Lauderdale, FL</p> <p>GTM is an elite appointment-only event that connects the most influential travel advisors in North America with global travel suppliers in face-to-face meetings and boardroom settings.</p>
	<p>August 8-10, 2022 Detroit, MI</p> <p>Connect Travel Marketplace is an international travel show that combines the right timing for product development in a unique format that creates an efficient and effective environment to expedite the sales process and close business, along with a robust educational track to inspire and inform industry leaders in a rapidly evolving global market.</p>



# GMCVB TRAVEL TRADE SALES EVENTS

## EVENT

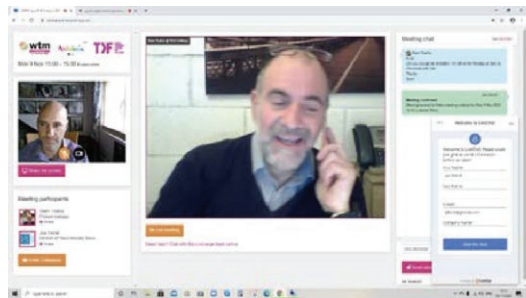


## DATE & DESCRIPTION

August 24-26, 2022  
San Francisco, CA

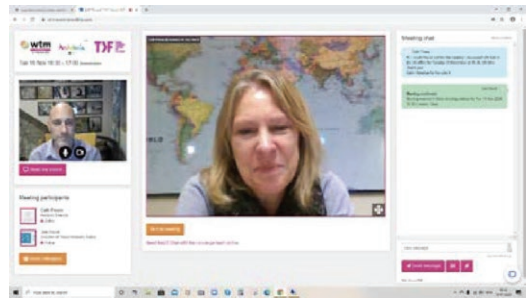
ASTA is the leading advocate for travel advisors, travel industry and the traveling public. At the Global Convention, travel advisors will have access to educational seminars, networking events and trade show for one-to-one meetings with travel industry suppliers.

## VIRTUAL SALES MISSIONS



The GMCVB is planning a series of virtual sales missions throughout the following markets to keep Miami top of mind with clients:

- United States
- Canada & Mexico
- Argentina, Brazil, Colombia
- France, Spain



These Sales Missions will include one-on-one meetings with key clients. These are in development and dates will be firmed up during December 2021.

PARTICIPATION COST: RANGING FROM \$250 TO \$1,000

## IN-PERSON SALES MISSIONS & SALES BLITZES



The GMCVB is planning a series of in-person sales missions and sales blitzes throughout the following markets:

- Northeast, Midwest and California
- Florida
- Canada and Mexico
- Argentina, Brazil, Colombia
- UK, Germany
- Caribbean

These Sales Missions will include one-on-one meetings with key clients. These are in development and dates will be firmed up during December 2021.

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

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

# MIAMI TEMPTATIONS PROGRAMS



These programs take a thematic focus on the best the destination has to offer, with monthly deals and special events appealing to locals and tourists alike. Partners can participate in one or more programs, some of which are free, and enjoy a host of benefits including increased visibility through advertising, digital marketing and public relations. For more information about the Miami Temptations Programs, visit [MiamiTemptations.com](http://MiamiTemptations.com).

If you are interested in participating, please send an email to [Temptations@GMCVB.com](mailto:Temptations@GMCVB.com). The GMCVB team is happy to assist with identifying the right program(s) for your business.

## MIAMI ENTERTAINMENT MONTHS OCT-NOV

Partners:

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

Ask: Special offers from entertainment venue partners

Target Market: Local Tri-County

## MIAMI ATTRACTION & MUSEUM MONTHS APR-MAY

Partners:

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

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

Target Market: Local Tri-County

## MIAMI HOTEL MONTHS JUN-SEP

Partners:

- Hotels

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

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

## MIAMI SPA MONTHS JUL-AUG

Partners:

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

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

Target Market: Local Tri-County

## MIAMI SPICE RESTAURANT MONTHS AUG-SEP

Partners:

- Qualified restaurants
- Hotels that have restaurant related hotel packages

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

Target Market: Local Tri-County

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

Partners:

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

Ask: Special offers from arts, culture and heritage partners

Target Market: Local Tri-County

## MIAMI HEALTH & WELLNESS MONTHS FEB-MAR

Partners:

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

Ask: Special offers from entertainment venue partners

Target Market: Local Tri-County









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