



Annual Planning Workshop

POWERED BY:



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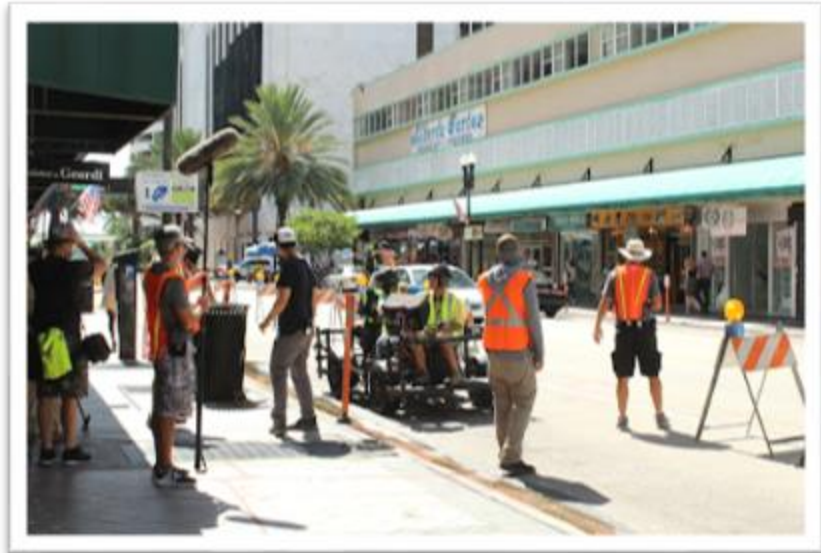


MIAMI
GREATER MIAMI & MIAMI BEACH

About Film Miami

The Miami-Dade Office of Film and Entertainment, branded as Film Miami, is a full-service film commission with a mission to support and strengthen Miami-Dade County's creative economy and make it accessible to all.

- Promotes the Region – Markets the area as a film-friendly destination by showcasing locations, tax incentives, and resources.
- Assists with Permits & Regulations – Helps productions navigate local laws, secure film permits, and coordinate with city officials.
- Supports Location Scouting – Provides photos, databases, and guided tours of potential filming locations.
- Connects Productions with Local Crew & Businesses – Recommends local talent, vendors, rental houses, and post-production services.
- Facilitates Incentives & Funding – Helps filmmakers access tax credits, grants, and rebates available in the area.
- Ensures a Smooth Filming Process – Acts as a liaison between productions and the community, resolving logistical challenges.
- Encourages Workforce Development – Offers training programs, workshops, and partnerships to strengthen the local film industry.



Why Productions Should Film in Miami?

Diverse Locations

- Urban Landscapes: Vibrant cityscapes with modern and historic architecture.
- Beaches and Waterfronts: Stunning backdrops with pristine beaches and turquoise waters.
- Cultural Neighborhoods: Unique settings like Little Havana and Wynwood.

Great Weather

- Year-Round Sunshine: Ideal for outdoor shoots.
- Mild Winters: Comfortable filming conditions throughout the year.

Vibrant Culture

- Cultural Tapestry: Rich and diverse population providing authentic backdrops.
- Art and Music Scene: Thriving creative resources and inspiration.

Additional Benefits

- Film Incentives: Attractive tax credits and grants.
- Local Talent and Crew: Robust pool of experienced professionals.
- Production Support: Assistance with permits, location scouting, and logistics.
- Hospitality and people: Miami's hospitality is a warm embrace of vibrant cultures, where people greet you with a smile and a welcoming spirit.



Production-Friendly Features



24/7 Availability

- Offer flexible check-in/check-out times to accommodate round-the-clock production schedules. This flexibility is crucial for early call times and late wrap-ups.

Spacious Rooms

- Provide large suites ideal for equipment storage and workspace. Ample space allows crews to set up temporary offices and prep areas.

Privacy and Security

- Install VIP entrances and enhanced security for high-profile clients. Discretion is key to attracting A-list talent and maintaining their privacy.

Crew Amenities

- Offer discounted food and beverage options for crew members. 24-hour room service caters to irregular production schedules. Parking for busses and trailers?

Attritions and Cancellations

- **Weather:** Miami's tropical climate can lead to unpredictable weather, especially during hurricane season. This can force last-minute cancellations.
- **High Demand for Crew and Locations:** With a booming film industry, securing talent, locations, and resources in Miami is competitive, leading to possible crew attrition if better offers arise.
- **Budget Constraints:** Productions in Miami can experience budget overruns, especially due to premium location fees, lodging, and insurance costs.
- **Seasonal Traffic and Events:** High tourist seasons and major events can impact availability and cost of accommodations, causing potential shifts in scheduling or cancellations.
- **Flexible Contracts with Hotels:** Look for hotels that cater to productions, as they often offer flexible cancellation policies or allow room block adjustments with notice.



Partners as Key Players in Film, TV and Music Video Production

Increased Revenue

- Film productions generate extended bookings and additional service requests, leading to increased occupancy rates and revenue. Hotels become a home away from home during long shoots.

Marketing Opportunities

- Hotels gain exposure, boosting visibility and attracting new guests. This can enhance brand recognition and attract future clientele.

Diversified Client Base

- Hotels can attract a new segment of entertainment industry customers, leading to repeat business and referrals.



Miami-Dade County High Impact Film Fund

- Funding: Up to \$50 million over 5 years, with up to 20% cash rebate.
- Eligibility: Feature films, TV/streaming movies or series with \$5M+ budget.
- Requirements:
 - 90% of Florida production in Miami-Dade County
 - 60% of crew must be Miami-Dade residents
 - 70% of vendors must be Miami-Dade registered businesses
- Benefits: Job creation, local business support, global visibility.
- Application: Annual portal, audit required, must register with Film Office.
- Additional: Screen credit required, use of local studios encouraged.



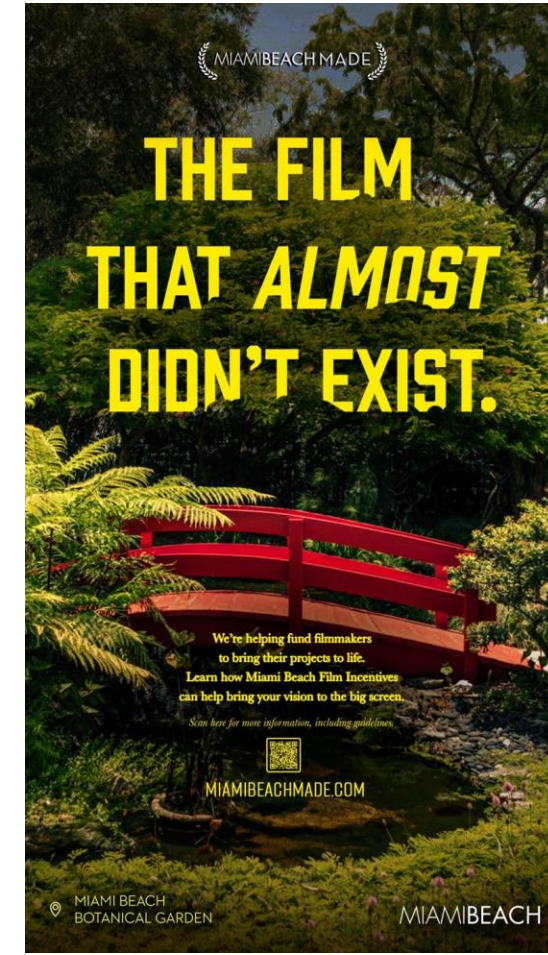
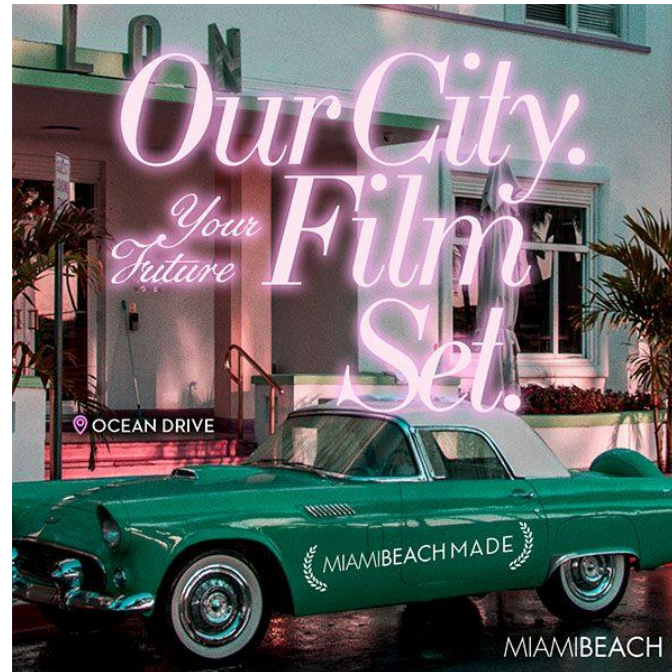
Miami Beach Film Incentive

Benefits and Terms

- \$10,000 grants awarded
- \$25,000 local spend required
- Minimum of three shoot days in Miami Beach
- Can be combined or stacked with out incentives
- Awarded on an annual basis

Qualifying Productions

- Films
- Scripted TV Shows
- Web Series
- Commercials
- Music Videos
- Documentaries





Set Jetting





Why Set-Jetting Matters for Tourism

Emotional Connection = Economic Conversion

- A *New York Times* article noted that set-jetters spend **up to 20% more** than traditional tourists
- According to the World Tourism Organization, film tourism can increase visitors to a location by **up to 300%** in the year following a film's release
- It encourages **off-season travel** as fans visit year-round.

Iconic Film Locations





SEPTEMBER 9 – 14, 2025

The cast and crew of the iconic 80's TV series MIAMI VICE is returning for autographs, filming location tours, bar crawls, cast and crew hosted dinner experiences and panels, live performances, karaoke, and more!

Global data from Expedia, Hotels.com
and Vrbo reveal the new and noteworthy
Set-Jetting destinations to visit in 2025:

2025

Set-Jetting



New York City, USA

Dubai *The Real Housewives of Dubai*

Montana & Wyoming *Yellowstone*

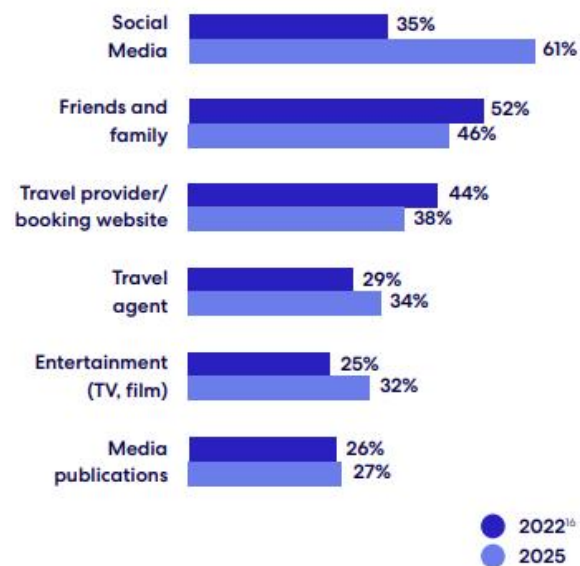
New York City *And Just Like That...*

Cape Town *One Piece*

Scotland *The Traitors*

SOURCES OF TRAVEL INSPIRATION

Social leads for travel inspiration



*Note that the question options differed slightly and the 2025 social media data is a net of several social media options.



DESTINATIONS INSPIRED BY ENTERTAINMENT INCLUDE:

- Dubai, inspired by 'The Real Housewives of Dubai'
- Montana and Wyoming, inspired by 'Yellowstone'
- New York City, inspired by 'And Just Like That...'
- Cape Town, inspired by 'One Piece'
- Scotland, inspired by 'The Traitors'

Entering the influencer era

As social media rises in importance, the impact of influencers on travel recommendations has grown.

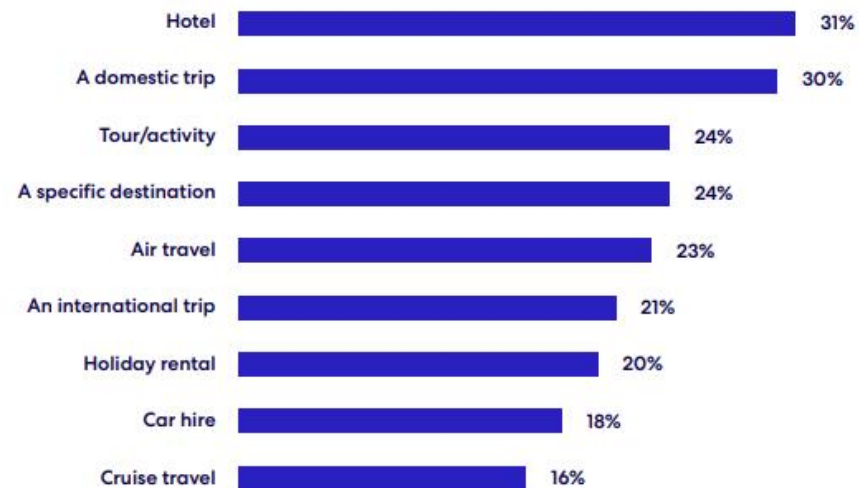
73% of consumers have had an influencer recommendation influence their decision to book a travel element or trip in the past.



84% of those under 40 have had influencer recommendations influence their decision to book travel in the past.

TRAVEL TYPES BOUGHT BASED ON INFLUENCER RECOMMENDATION

Hotels and domestic destination trips are the most popular travel types bought based on influencers.





Expedia Launches Industry-First Feature That Turns Reels on Instagram into Bookable Travel Itineraries

New trip matching tool uses AI to convert social media inspiration into real-world travel plans – all within Instagram.

- **A First-of-Its-Kind feature:** Expedia® Trip Matching lets travelers turn Instagram reels into bookable itineraries. By sharing any public travel reel, they receive AI-powered destination ideas, tips, and trip plans—seamlessly transforming inspiration into real travel.



Read the full press release [here](#).

Expedia Group Announces Industry- First Partnership with Beautiful Destinations to Revolutionize Advertising Partners' Content

29 APRIL 2025

The new collaboration gives Expedia Group's advertising partners the ability to create world-class, viral travel content at-speed and at-scale

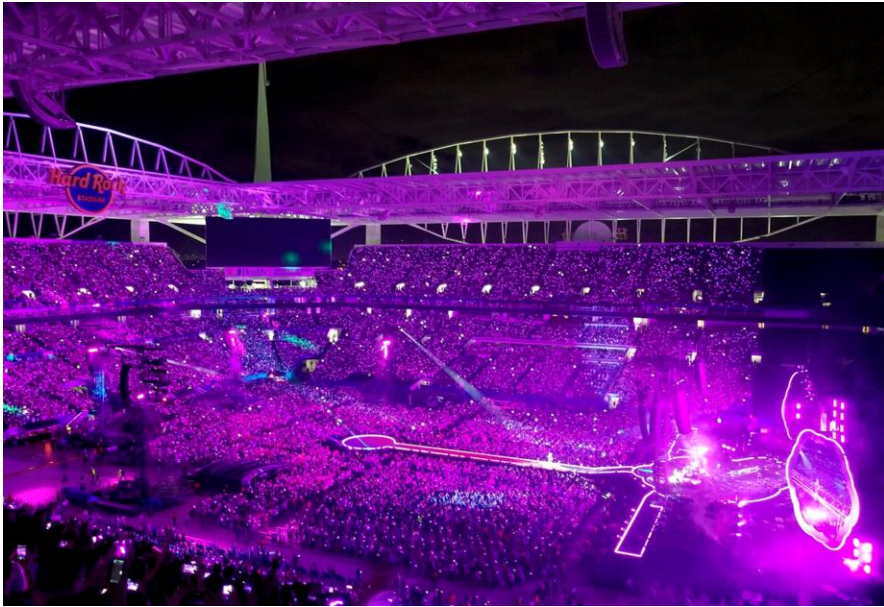
- **Industry-First Content Partnership:** Expedia Group joined forces with Beautiful Destinations to launch a first-of-its-kind offering that helps advertisers produce high-impact, social-first travel content optimized for performance across platforms.
- **Performance-Driven Storytelling at Scale:** Leveraging AI insights and a proven creative framework, the partnership enables brands to develop tailored campaigns that boost engagement and inspire travelers through powerful storytelling.

"By combining the power of Expedia Group's travel and creative expertise with the global reach of Beautiful Destinations' vast network of content creators and social media following of over 50 million, we are uniquely positioned to offer travel marketers cutting edge solutions no other partner can."

- Jeremy Jauncey, Founder and CEO of Beautiful Destinations

Gig Tripping





Notable Upcoming Concerts

Coldplay – *Music Of The Spheres World Tour*

Hard Rock Stadium, July 26–27

The Weeknd with Playboi Carti & Mike Dean

Hard Rock Stadium, Aug. 15–16

Lady Gaga

Kaseya Center, Aug. 31–Sept. 3

Dua Lipa

Kaseya Center, Sep. 26–27

John Legend

Hard Rock Live, Oct. 26



Boosting Tourism Through Events

- Spring and late summer concerts & festivals fill hotel rooms during off-peak seasons
- Aligning event calendars with tourism marketing drives occupancy

Viral Impact of Gig Trippers

- Concertgoers share content tagging Miami – creating organic, viral promotion
- A single social media post can spark a wave of travel interest

Taylor Swift's Eras Tour

October 14-20, 2024

YoY Trends

+202%

Hotel Room Nights

+43%

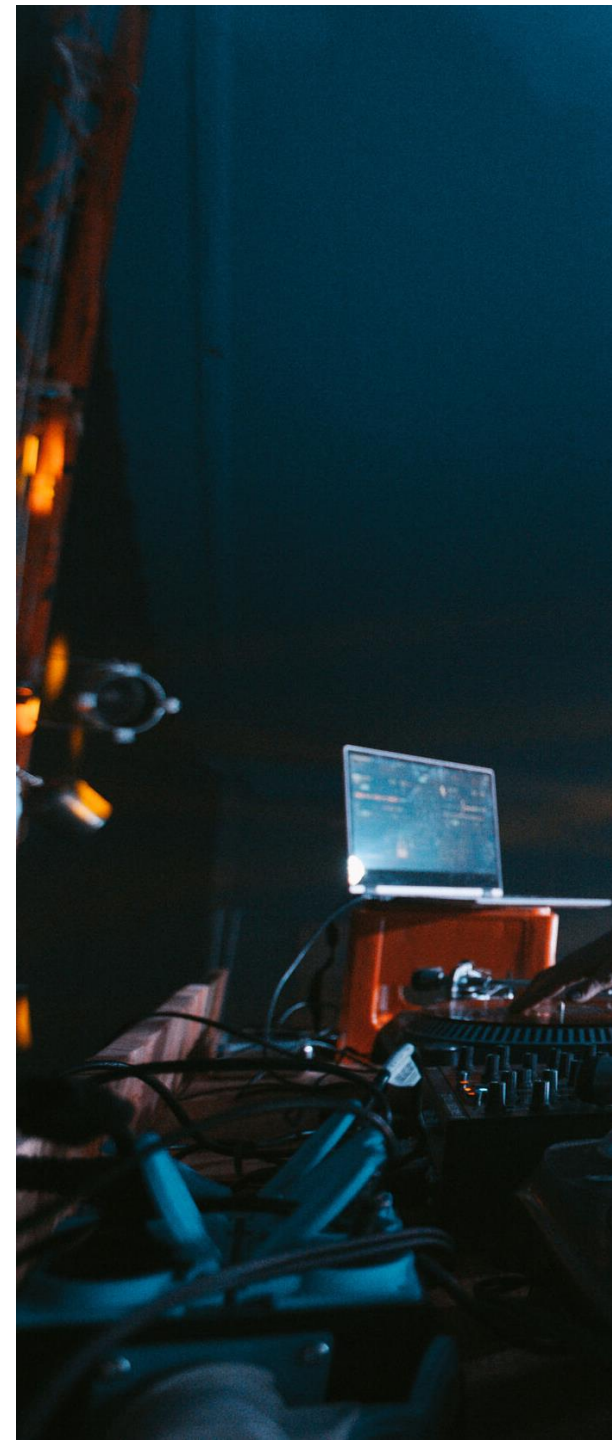
ADR

2.5 N

Length of Stay

82 Days

Average Booking Window



Lady Gaga

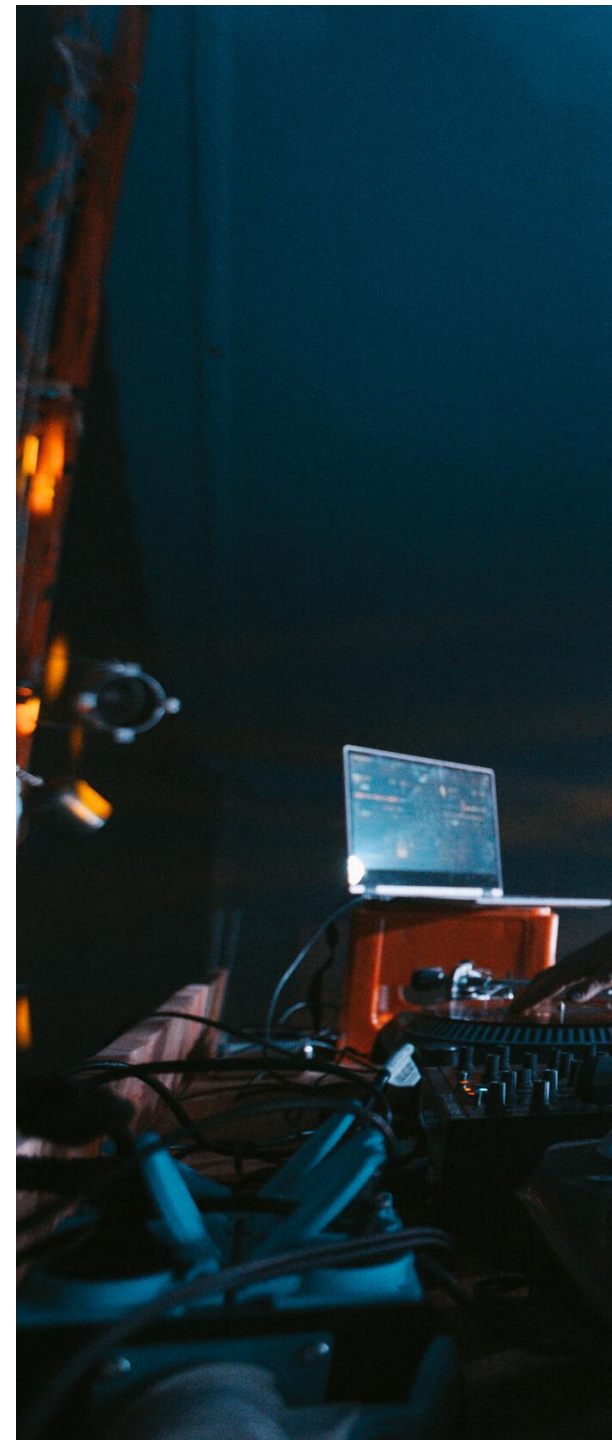
Sunday August 3rd, Monday September 1 st, Wednesday September 3rd

+13%

Traveler Intent

Other events

- Miami Fitness Day & VIVE Expo
- Florida A&M Rattlers vs Howard Bison
- Manuel Turizo, Concert
- Notre Dame Fighting Irish Vs Miami Hurricanes





Key takeaways

- 01 International search volumes show strong growth**
Attract and retain high-value travelers for the long-term with discounts, special badging, and Member Only Deals.
- 02 Extend your reach to Sporting events and music festivals travelers with EG B2B network**
Connect with your Market Manager to review your B2B rate plans and ensure your distribution strategy is fully optimized.
- 03 Availability and restrictions**
Ensure your property remains available during major events and that your restrictions do not limit your ability to capture demand from travelers .
- 04 Sporting events and music festivals rev up searches**
Help your property stand out by boosting the visibility of your organic listing to drive higher click-through rates and more bookings.

Thank You!



Top ideas from session

- I. The audience expressed strong interest in the concept of Set Jetting, citing *White Lotus* as an example of the growing trend. Many were eager to explore how they could leverage our local Set Jetting locations.
- II. There was enthusiasm for a potential “Filmed in Miami Tour” that could be offered to visitors. The upcoming *Miami Vice* 41st reunion, which includes tours of its iconic filming locations, was noted as a great example of what such an experience could look like.
- III. Overall, partners and attendees shared very positive feedback and were genuinely appreciative of the information and opportunities we presented.

