



GREATER MIAMI
CONVENTION &
VISITORS BUREAU

Annual Planning Workshop

POWERED BY:



July 2, 2025





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The Rhythm Is Miami - Unlocking the Power of Music to Drive Cultural Tourism



Music tourism is travel to a destination with the primary purpose of experiencing music-related activities, like attending concerts, festivals, or exploring music-related attractions.

This can include visiting music museums, historic music venues, or immersing oneself in the local music scene of a particular city to enhance the visit.

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Key aspects of music tourism:



Exploring music-themed attractions: Visitors might travel to cities known for their musical heritage, like Nashville for country music or Liverpool for The Beatles' legacy.



Economic impact: Music tourism boosts local economies by attracting visitors who spend money on lodging, food, transportation, and merchandise, and contributes to job creation.



Attending live events: This includes music festivals, concerts, and other music performances.



Cultural immersion: Music tourism offers a way to experience the cultural essence of a destination through its unique soundscapes, traditions, and artistic expressions.



Community building: Music events bring people together, fostering a sense of community and cultural exchange.



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Music tourism is a growing trend, with significant economic and social impact:



The global music tourism market was valued at \$5.5 billion in 2022 and is projected to reach over \$11 billion by 2032.



Major events like Taylor Swift's Eras Tour and Beyoncé's music tours have demonstrated the significant economic impact music tourism can have on local economies.



Governments and organizations recognize the importance of music tourism and are taking steps to support its growth.



Music tourism is not limited to large-scale events; it also includes niche experiences and cultural events that appeal to specific interests.



What song do you think
captures the spirit of our
destination?



What is Miami's Tourism Advantage?



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Melting Pot of Cultures: Miami's rich cultural heritage, influenced by Latin American, Caribbean, and North American traditions, creates a vibrant and diverse music scene. This fusion of influences generates a unique blend of sounds, from traditional salsa and merengue to innovative genres, offering visitors a wide range of musical experiences.

World-Class Music Festivals: Miami hosts renowned music festivals like Jazz in the Gardens, Best of the Best Festival, Ultra Music Festival, Calle Ocho Festival which brings music fans globally, drawing international visitors and artists.

Iconic Venues: The city offers a variety of iconic music venues, including venues like the Fillmore, Kaseya Center, New World Symphony Center all known for excellent acoustics and lively atmospheres.

Hub for Latin Music: Miami is a significant center for Latin music in the United States, and its proximity to Latin America has facilitated the exchange of musical styles like salsa, reggaeton, and bachata.

Thriving EDM Scene: Miami is considered a "hot spot" for electronic dance music (EDM), with events like the Winter Music Conference and the Ultra Music Festival attracting fans worldwide.

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Support for Emerging Artists: Beyond major acts, Miami has a vibrant scene supporting local and emerging artists who bring fresh sounds and perspectives to the music landscape.

Unforgettable Nightlife: Miami's legendary nightlife, with numerous clubs, bars, and lounges featuring local concerts and DJ sets, provides a perfect setting for experiencing its music scene.

Latin & Caribbean Influences: The city's music is heavily influenced by its Latin American, Caribbean, and African-American communities, giving rise to genres like salsa, reggaeton, hip-hop, and pop.

Growing Hip-Hop Scene: Miami is a major hub for Southern rap, with artists like Denzel Curry and Kodak Black gaining national attention and showcasing the city's hip-hop scene.

What Miami Music
memories helped shape the
foundation of the Miami
Music culture?



Current Efforts



Music in Miami - Elevate and Celebrate

Collective Efforts - Bureauwide

GMCVB Roadmap spreadsheet for the task force to keep track of progress related to Music in Miami efforts and to add content ideas (venue, festivals, musicians, bands, etc).

When pitching to meeting planners, one of Miami's experiential value-proposition is highlighted in our proposals, face to face meetings as we position the city as an exciting and entertainment-filled location.

Promoting and providing info regarding live music options, bands, singers, businesses, attractions to meeting planners that they can be utilized when planning a meeting in Miami.

Creating an area on our website that highlights where major music videos were filming in Miami so people can visit the areas and sites. This can be a municipal marketing addition as well.

Event sponsorship to include events like GroundUP Music Festival, Montreux Jazz Festival, JITG, Nomi Music Festival, Calle Ocho Music Festival etc. Using the events pre and post to leverage the marketing reach.

Collective Efforts – Bureauwide

- Planned social media promotions related to music.
- Commitment to development of more music-related articles to live on the Arts & Culture Tourism landing page.
- Position Miami as a top music destination through concerts, festivals, and unique music experiences throughout the neighborhoods.
- Developing targeted paid media campaign: Digital ads, geo-targeted social campaigns, and potential collaborations music media partners.
- Owned Content & Engagement: Enhance website content, create a Music Guide to Miami, and develop high-SEO articles.
- Solicitation to partners for music event submission
- Developing and refreshing social media content series showcasing the Greater Miami's music festivals, artists and venues across municipalities.

Music Elevation Highlight - Website

ExplorePlaces To StayEat & DrinkEventsDeals

< THINGS TO DO

See All Things to Do

Arts & Culture

Attractions

Beaches

Cruising from Miami

Health & Fitness

History

Music Concerts & Festivals

Multicultural

Nightlife

Outdoor Experiences


Shopping

Spa & Wellness


Sports

Tours & Excursions

Water Activities








Experience Miami's Music Concerts & Festivals




Love the outdoors? Try camping & glamping in Miami

Follow Us





Website music search options expanded

ExplorePlaces To StayEat & DrinkEventsDeals



CONCERTS & LIVE MUSIC EVENTS

CATCH YOUR FAVORITE ARTISTS



There's nothing quite like the energy of a live music event in Greater Miami and Miami Beach.

Whether you're swaying to the rhythm of a soulful band, dancing under the stars to the beats of a world-famous DJ, or singing along with your favorite artist at a packed arena, the city's music scene is electric.

From iconic venues like the Kaseya Center to trendy clubs on South Beach, Miami offers unforgettable experiences for music lovers of every genre. Get ready to immerse yourself in the sounds of the city and make memories that will last a lifetime.

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Miami Music Week Guide

MARCH 25-30, 2025

Don't miss a beat—bookmark this guide for the latest Miami Music Week and Ultra Music Festival concert information March 25-30, 2025.

LEARN MORE

Miami's Must-See Concerts Of 2025

Experience an incredible year of concerts in Miami. From major headliners to intimate live shows, check out who's taking the stage in 2025.

LEARN MORE



Music Elevation Highlight - Website

Events By Venue

From concerts and sports games to festivals and cultural performances, find everything you need to make the most of your Miami experience.

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Events at the Adrienne Arsht Center

Indulge in a world of captivating Broadway shows and mesmerizing performances. Browse our upcoming events and immerse yourself in unforgettable experiences.

Coming For A Concert?

FIND YOUR HOTEL


Soak up the sun, sand and sophistication of Greater Miami & Miami Beach, and indulge in a getaway as you prepare for an unforgettable vacation.

[SEARCH ALL HOTELS](#)



Shuffle Miami – Music Campaign

Positions the destination as an unexpected and unforgettable music hub




Shuffle Miami.

Where salsa spins
and the beat drops.

DISCOVER THE SOUND

FIND YOUR
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Shuffle Miami.

Where every street
has a soundtrack.

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Shuffle Miami.

Play trap,
queue el reggaetón.

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Flighting: 5/26-9/30 | **Markets:** Tri-County, Drive Markets | **Channels:** Search/Social Media/ Display

What are some creative ways that Music can be elevated to support tourism in Greater Miami?



Open Discussion



FEEDBACK & IDEAS

- Collaborate with Expedia to incorporate musical experiences into a strategic packaging or awareness program.
- Update the South Florida Concierge Association on our initiatives to elevate music experiences, live performances, and entertainment offerings to their hotel guests.
- Engage with the airport to identify collaborative opportunities for highlighting Miami's music culture as part of the traveler experience.
- Work with our internal creative team to create relevant content around the history, impact, diversity, and variety of our music scene with a focus on regional multicultural genres and neighborhood-based live music venues.



THANK YOU!

