



GREATER MIAMI CONVENTION & VISITORS BUREAU

GMCVB Communications Activities and Press Clippings

MAY 2020





The Official Accredited Destination Marketing Organization for Greater Miami and the Beaches

May 2020

Dear Reader,

It is our pleasure to present to you the GMCVB's Communications clipping report for the month of May 2020. Within these pages you will be given a firsthand look at the results garnered by the efforts of the Communications Team at The Greater Miami Convention & Visitors Bureau.

The Communications Activity report is constructed of four sections:

- **Key Performance Indicators:** Illustrates the circulation, media impressions, advertising equivalency, and social media mentions for Greater Miami and The Beaches. These results are presented both as year-to-date and monthly figures.
- **Activity Summary Report:** This section provides you an in-depth view at the activities for the month.
- **Clippings:** The results of the media team's efforts are captured in this section where you will find the all the press clippings resulting for the given month. Clippings are listed in order by the following markets: USA and Canada, Local/Corporate Communication. Due to the COVID-19 pandemic, the GMCVB paused relationships with most of its global PR agencies. Therefore, this month's report includes only clippings from the US/Canada and Local/Corporate Communication markets.

It is an absolute privilege promoting Greater Miami and The Beaches to the world through our domestic and international public relations efforts. If you have any questions about this report please feel free to reach the Communications Team directly at 305.539.3084.

Sincerely,

A handwritten signature in black ink that reads "W.D. Talbert III".

William D. Talbert, III, CDME
President & CEO

A handwritten signature in blue ink that reads "Jennifer Diaz".

Jennifer Diaz
Vice President of Communications

Note: The Key Performance Indicators (KPI) section provides you with a snapshot view of the results garnered by the efforts of the communications department during the month of **May 2020**.

Key Performance Indicators

	<u>May 2020</u>	<u>Year to Date</u>
Overall Total Circulation:	682,539,557	5,285,023,907
Overall Total Media Impressions:	1,706,348,893	13,212,559,767
Overall Total Ad Equivalency:	\$1,423,458	\$18,635,765
General Circulation:	682,431,237	5,192,229,048
General Media Impressions:	1,706,078,093	12,980,572,620
General Ad Equivalency:	\$1,418,094	\$18,400,230
MICE Circulation:	108,320	92,794,859
MICE Media Impressions:	270,800	231,997,147
MICE Ad Equivalency:	\$5,363	\$235,534
Corporate Comm Circulation:	9,434,038	61,497,774
Corporate Comm Media Impressions:	23,585,095	153,744,435
Corporate Comm Ad Equivalency:	\$25,399	\$146,233
Number of FAMS:	0	14
Number of Media Visits:	0	74
Number of Media Missions:	0	11
Number of Promotions:	0	4

NOTE: This section contains descriptions of all activities involving the media relations & promotions team throughout the month.

COMMUNICATIONS DIVISION
Activity Summary Report
May 2020

SPECIAL PROJECTS:

US/Canada

- **U.S. TRAVEL VIRTUAL ROADTRIP** (U.S./Local) May 5, 2020: GMCVB Communications Team participated in the US Travel Association's first-ever #VirtualRoadTrip celebrating National Travel and Tourism Week across the U.S. The road trip highlighted the destinations, businesses, experiences and attractions that embody America's Spirit of Travel to celebrate National Travel and Tourism Week May 3-9. The Communications Team encouraged partners to participate on their Twitter channels as the #VirtualRoadTrip "passed through" Florida and to include #MiamiShines in their posts as the Social Media Team engaged with them throughout the trip. The Communications Team also promoted the event on the GMCVB Corporate Twitter handle.
- **MIAMIANS WHO SHINE: LEE BRIAN SCHRAGER** June 30, 2020: As part of the GMCVB's tourism recovery campaign, Miami Shines, the GMCVB honors individuals who have helped Miami "Shine" during the Covid-19 Pandemic through their extraordinary efforts. Lee Brian Schrager, senior vice president of communications and corporate social responsibility for the Southern Glazer's Wine & Spirit of America, was recognized for raising thousands of dollars by hosting the "Putting on the LBS Bake Sale" from his home, while giving local food businesses a platform during these challenging times. Proceeds from the bake sales benefit the SOBEWFF® & FIU Chaplin School Hospitality Industry Relief Fund, providing immediate financial support to independently owned and operated restaurants and bars impacted by the COVID-19 pandemic in Miami-Dade, Broward, and Palm Beach counties. The GMCVB Communications Team organized the interview, worked on the interview preparations, and prepared statements to announce the honor, which were distributed via the What's Happening Newsletter, Stakeholder communications and social media posts.
- **ARTICLE FACT CHECKING** :GMCVB Communication Team assisted in fact checking various articles to keep content on the GMCVB website up-to-date and fresh.
- **THRESHOLD 360 VIRTUAL TOURS:** GMCVB Communications Team assisted in writing location descriptions for themed virtual tours being rolled out on the GMCVB website for the Miami Shines recovery campaign.
- **CITY OF MIAMI BEACH RESOURCE TEAM (May 1-22, 2020):** GMCVB Communications Team assisted the City of Miami Beach reaching out to restaurants & bars in order to survey their current business status and provide resources available to them. During the week of May 18th the team pivoted to inform restaurants and bars about phase 1 of reopening guidelines and resources.

CORPORATE COMMUNICATIONS:

- **PRESS RELEASE FOR MIAMI EATS / MIAMI BEACH CHAMBER OF COMMERCE PARTNERSHIP** (U.S./Local) May 1, 2020: GMCVB Communications Team assisted with a press release announcing the partnership with the Miami Beach Chamber of Commerce, launching local TV campaign to promote Miami Eats program and encourage customers to order direct from restaurants participating in the program.
- **“OUR COMMUNITY CARES” WEBINAR WITH COMMISSIONER DANIELLA LEVINE CAVA** (U.S./Local) May 13, 2020: GMCVB Communications Team facilitated the participation of GMCVB CEO/President William Talbert, III, CDME in a public service show hosted by Commissioner Daniella Levine Cava that went out live on her Facebook page. Mr. Talbert was a featured guest and responded to questions about how Covid-19 is affecting the hospitality and tourism industries. He spoke about the Miami Shines Campaign, the GMCVB Tourism Industry Forum and Recovery Plan Update, and how the GMCVB plans to help in the recovery efforts.
- **GMCVB TOURISM INDUSTRY FORUM AND RECOVERY PLAN UPDATE** (U.S./Local) May 14, 2020: GMCVB Communications Team assisted in the organization of and hosted the GMCVB Tourism Industry Forum and Recovery Plan Update, a live Virtual event that was timed as a substitute for the State of the Industry event that usually takes place at this time of year but was not feasible due to Covid-19. The Team organized the participation of key media from local, meetings and trade publications, provided speaking points, scripts and hosted the event.
- **TOURISM MARKETING TODAY/DESTINATIONS FLORIDA SPECIAL EDITION ‘NATIONAL TRAVEL AND TOURISM WEEK’** (U.S./Local) May 14, 2020: GMCVB Communications Team prepared a submission to *Tourism Marketing Today*, the newsletter of Destinations Florida for a special edition of publication centered around National Travel and Tourism Week May 3-9. The submission featured information about the GMCVB’s participation in the U.S. Travel Association’s first-ever Virtual Roadtrip. The GMCVB participated in #VirtualRoadTrip with the social media team taking to Twitter to post as the #VirtualRoadTrip passed through Florida on May 5 and encouraging partners to participate by including #MiamiShines in their posts so the GMCVB could engage with them throughout the trip. Miami Shines is the GMCVB’s new tourism recovery plan. During the road trip, @SamanthaBrown – obviously a big fan of Miami, sent out a special tweet recommending one of her favorite restaurants in Little Haiti. Miami is now featured in Season 3 of Samantha Brown’s Places to Love and currently available on her website. These submissions are selected news items from DMOs in *Tourism Marketing Today*, the newsletter of Destinations Florida. *Tourism Marketing Today*/Destinations Florida
- **TOURISM MARKETING TODAY/DESTINATIONS FLORIDA “QUICK TRIP”** (U.S./Local) May 14, 2020: GMCVB Communications Team provided a submission to *Tourism Marketing Today*, featuring GMCVB activities in support of the launch of the GMCVB’s tourism recovery campaign, Miami Shines. “Quick Trips” are brief news items from DMOs in *Tourism Marketing Today*, the newsletter of Destinations Florida.

- ***FIU CHAPLIN SCHOOL HOSPITALITY INDUSTRY RELIEF FUND QUOTE*** (U.S./Local) May 14, 2020: GMCVB Communications Team provided a written quote on behalf of GMCVB CEO/President William Talbert, III, CDME upon the announcement of the SOBEWFF® & FIU Chaplin School Hospitality Industry Relief Fund to provide immediate financial support to independently owned and operated restaurants and bars impacted by the COVID-19 pandemic in Miami-Dade, Broward, and Palm Beach counties.

MEDIA ASSISTANCE:

Local Media:

- ***CBS4/WFOR*** (U.S./Local) May 1, 2020: GMCVB Communications Team facilitated an interview with GMCVB COO Rolando Aedo as well as Area Director of Marketing & Strategy| Kimpton Hotels Florida + Caribbean, Eric Jellson and CBS4 Reporter, Frances Wang, regarding the hotel/hospitality industry and the Miami Shines campaign.
- ***LOCAL10/WPLG*** (U.S./Local) May 1, 2020: GMCVB Communications Team facilitated an interview with Tom Prescott from the Biltmore Hotel and Local 10/WPLG Producer/Reporter, Christina Vazquez who was working on a story about hotel experiences during a pandemic and what the guest experience will be like when hotels re-open. The Miami Shines campaign was featured in the interview.
- ***1210 THE MAN*** - (U.S./Local) May 1, 2020: GMCVB Communications Team organized a live radio interview with GMCVB COO Rolando Aedo and host Andrew Korge regarding the Miami Shines campaign as well as other GMCVB initiatives.
- ***WQBA 1140 AM*** (U.S./Local) May 4, 2020: GMCVB Communications Team organized an interview with GMCVB COO Rolando Aedo and reporter Jose Alfonso Almora regarding the Miami Shines campaign and other GMCVB Covid-19 related initiatives.
- ***SFLCW*** (U.S./Local) May 4, 2020: GMCVB Communications Team organized an interview with GMCVB CEO/President William Talbert, III, CDME and *South Florida CW* reporter, Miriam Tapia regarding the Miami Shines campaign.
- ***FOX7/WSVN*** (U.S./Local) May 5, 2020: GMCVB Communications Team organized an interview with GMCVB COO Rolando Aedo as well as Area Director of Marketing & Strategy, Kimpton Hotels Florida + Caribbean, Eric Jellson and FOX 7 Reporter, Jessica Holly regarding the hotel/hospitality industry and the Miami Shines campaign.
- ***INDULGE/MIAMI HERALD*** (U.S./Local) May 7, 2020: GMCVB Communications Team secured a special editorial feature story on GMCVB CEO/President William Talbert, III, CDME for the May issue of *Indulge Magazine*. The special-edition photo and editorial essay will feature Miami's movers - at home - and will highlight sincere messages from select figures. The project will take a more personal look at stories of inspiration showcasing some of the personalities that make Miami prosper and who will help the community move forward. The essay will feature the GMCVB Covid-19 related initiatives and the work of the GMCVB under Bill's leadership.
- ***MIAMI TODAY*** (U.S./Local) May 11, 2020: GMCVB Communications Team organized an interview with GMCVB CEO/President William Talbert, III, CDME and *Miami Today* reporter Abraham Galvan for a follow up story about Miami Eats and the partnership with the Miami Beach Chamber of Commerce. The Team also identified and arranged interviews

with a couple of restaurateurs currently participating in the program to speak about how the program has worked for them.

- **LOCAL 10/WPLG** (U.S./Local) May 18, 2020: GMCVB Communications organized an interview with Local 10/WPLG reporter Christine Vazquez and GMCVB CEO/President William Talbert, III, CDME for a tourism piece related to the re-opening of the county.
- **MIAMI HERALD** (U.S./Local) May 20, 2020: GMCVB Communications Team organized an interview with GMCVB COO Rolando Aedo and Miami Herald Reporter Carli Teproff for a tourism piece related to the re-opening of hospitality/tourism and the Miami Shines campaign. The Team provided speaking points and briefed the reporter on GMCVB initiatives in preparation for the interview.
- **CHANNEL 7/WSVN** - (U.S./Local) May 22, 2020: GMCVB Communications Team organized an interview with GMCVB CEO/President William Talbert, III, CDME and WSVN reporter Chris Poulos for a piece about the opening of hotels and beaches in Miami-Dade County which was announced for June 1, 2020. The Team briefed the reporter on the GMCVB Miami Shines campaign in preparation for the interview.
- **MIAMI NEW TIMES** (U.S./Local) May 26, 2020: GMCVB Communications Team organized an interview with GMCVB COO Rolando Aedo and Miami New Times Food & Spirits Editor, Laine Doss for a piece about the roll out of the Miami Spice restaurant program as part of the Miami Shines campaign.
- **UNIVISION/WLTV** (U.S./Local) May 28, 2020: GMCVB Communications Team organized an interview with GMCVB Content Manager Janel Blanco and WLTV/Univision reporter Jenny Padura regarding the reopening of hotels and beaches and what that means for our tourism economy. It was an opportunity to promote Miami Shines and Miami Spice initiatives. The Team provided speaking points.
- **SUN SENTINEL** (U.S./Local) May 28, 2020: GMCVB Communications Team assisted Patti Roth from the *South Florida Sun Sentinel*, working on an event listing for a vacation issue for the newspaper. The Team provided her with updated listings and recommendations on events and festivals.
- **MIAMI MAGAZINE/MODERN LUXURY** (U.S./Local) May 28, 2020: GMCVB Communications Team assisted Stephan Lazorischak, Associate Publisher of *Miami Magazine* and *Modern Luxury* who was working on a story about staycations in and around Florida for Florida residents. The Team provided him with information about hotel deals as part of the GMCVB's Miami Shines tourism recovery campaign.
- **MIAMI HERALD** - (U.S./Local) May 29, 2020: GMCVB Communications Team organized an interview with GMCVB CEO/President William Talbert, III, CDME and Miami Herald Food & Dining Editor Carlos Frias for a piece about the roll out of the Miami Spice restaurant program as part of the Miami Shines campaign.
- **MIAMI HERALD** - (U.S./Local) May 29, 2020: GMCVB Communications Team organized an interview with GMCVB COO Rolando Aedo and Miami Herald reporter, Doug Hanks for a story about hotels opening in Miami-Dade County.
- **SOUTH FLORIDA LUXURY GUIDE** (U.S./Local) May 29, 2020: GMCVB Communications Team assisted Michele Marin, Native Content & Advertorial Editor for *South Florida Luxury Guide*, providing her with information for a "Happenings in Miami" feature. The Team provided information about the Miami Shines pre-recovery campaign as well as Miami Spice.

- **MIAMI HERALD** - (U.S./Local) May 29, 2020: GMCVB Communications Team assisted Miami Herald Business reporter, Rob Wile for a story about hotels opening in Miami-Dade County. The Team connected him with key hoteliers for feedback on preparations they were taking to prepare to open June 1.
- **TIME OUT** - (U.S./Local) May 29, 2020: GMCVB Communications Team assisted Virginia Gil, Miami Editor for Time Out magazine who was working on a story about the GMCVB tourism recovery campaign Miami Shines. The Team provided her with detailed information about the program.

US/Canada:

- **USA TODAY** (U.S./Canada) May 1, 2020: GMCVB Communications Team assisted freelance journalist Susan Barnes, researching a story about baby animals born at Zoos/Attractions during the Covid-19 pandemic. The Team reached out to various attractions to source content for the story.
- **HISPANIC LIVING MAGAZINE** (U.S./Canada) May 1, 2020: GMCVB Communications Team secured a cover story feature on Gloria Estefan for *Hispanic Living Magazine*. Once confirmed, the Team worked with Editor Tracy Scott and the management team for Gloria Estefan to secure the interview. Gloria will be featured in their September issue tied to Hispanic Heritage Month in the U.S.
- **BOCA MAGAZINE** (U.S./Canada) May 1, 2020: GMCVB Communications Team assisted Oscar Saavedra, a journalist on assignment for *Boca Magazine*, doing a story about MiMo Architecture in Miami.
- **LONELY PLANET** (U.S./Canada) May 5, 2020: GMCVB Communications Team assisted a freelance journalist researching a story about art created during and about the Covid-19 pandemic. The Team assisted the writer in sourcing content and contacting the artists for the story.
- **BUDGET TRAVEL** (U.S./Canada) May 6, 2020: GMCVB Communications Team assisted freelance journalist Lola Mendez, doing a story for *Budget Travel* about how the Covid-19 pandemic is affecting endangered species. The Team reached out to various attraction partners to gather information on the subject for the writer.
- **GLOBAL TRAVELER/CNBC** (U.S./Canada) May 11, 2020: GMCVB Communications Team assisted Monica Pitrelli, Contributing Editor for CNBC's *Global Traveler* working on a couple of COVID-19 recovery stories. One will be about how the hotel industry is responding to the coronavirus pandemic and covering all expected guest experiences upon opening and another about how the passenger experience at airports is expected to change and what measures they have already put in place as well as predictions on what might be in the pipeline once travel bans are lifted.
- **LICENSE TO DRIFT** (U.S./Canada) May 12, 2020: GMCVB Communications Team assisted Alexandria Carroll who was researching a story about socially distanced vacation ideas. The Team provided her with information about the Virtual Miami program as well as ideas and recommendations our partners offering virtual exhibits, programming, self-guided walking tours available through app download, outdoor landmarks and activities that better allow for social distancing.
- **CNN TRAVEL** (U.S./Canada) May 12, 2020: GMCVB Communications Team assisted freelancer Lola Mendez working on a story for CNN Travel about exceptional species of

Flora and Fauna. The Team reached out to various partners to provide information for the article.

- ***FREELANCER RAMSEY QUEBEIN*** (U.S./Canada) May 20, 2020: GMCVB Communications Team assisted Ramsey Quebien, a journalist seeking information for a variety of stories he is writing about including “Buy now, get a bonus”, “Quirky Hotel Amenities” and “Travel Entrepreneurs Doing Extraordinary Things During Covid-19”. The Team put out a media lead to partners soliciting submissions and pitched various partners to the journalist directly.
- ***USA TODAY*** (U.S./Canada) May 20, 2020: GMCVB Communications Team assisted Matt Alderton doing research for feature stories he is working on for *USA Today*, including one that is about companies that care and another featuring 'everyday' COVID-19 heroes. The Team put out a media lead to partners soliciting submissions, worked with the Partnership team to secure additional submissions and pitched various partners to the journalist directly.
- ***FOR THE LOVE OF TRAVEL*** (U.S./Canada) May 20, 2020: GMCVB Communications Team facilitated a request from *For The Love of Travel*, a blog that is a part of Trips Travel Agency. The agency was planning to host a Facebook Live chat as part of a destination series for their clients and was interested in having a GMCVB representative participate. The Team connected them with GMCVB Director of Sales, Southeast, Debra Lee who will discuss what visitors can expect when coming to Miami these days post Covid-19 on the live chat.
- ***FORBES*** (U.S./Canada) May 29, 2020: GMCVB Communications Team assisted Wendy Altschuler, working on a story for a piece in Forbes about [Drive-In Theaters](#). The Communications Team reached out to partners to secure information and digital images.

Europe

- ***OUT THERE MAGAZINE*** (UK) May 7, 2020: GMCVB Communications Team reached out to Uwern Jong, Editor-in-Chief with information on the South Florida Pride Collective Virtual Pride Event which took place during the weekend of May 9 & 10 resulting in the following social media posts: [Facebook](#), [Twitter](#) & [LinkedIn](#). *Out There Magazine* is a gay luxury travel magazine that originated as a luxury coffee table publication. It has a print circulation of 66,000 and 260,000 monthly unique users. It was awarded ‘Online Publication of the Year’ at the 2018 Travel Media Awards.
- ***TRAVEL STYLE*** (France) May 13, 2020: GMCVB Communications Team assisted freelance journalist Dominique Marché, who participated in the GMCVB’s Pan-European press trip last fiscal year, in preparation of his Miami outdoors themed travel story. The piece will be published in the June 2020 issue of [Travel Style](#), a consumer online travel magazine with 30k uvpm.
- ***1,001 DISCOVERIES*** (France) May 14, 2020: GMCVB Communications Team assisted Travel Guide writer Saliha Hadj-Djilani who writes for the Petit Futé guidebook update the Miami content on her own website [1001 Decouvertes](#) (English translation: 1,001 Discoveries).
- ***CULTURE TRIP*** (UK) May 20, 2020: GMCVB Communications Team assisted *Culture Trip* Commissioning Editor Madhuri Chowdhury gather destination info to post on topics such as The Best Outdoor Activities, The Best Beaches, and Food, Art & Cultural Tours. Launched in 2016, [Culture Trip](#) (uvpm: 20 million) is an online/digital platform with 8 million cross-platform social followers that showcase stories that reveal what is unique and special

about a place, its people and its culture. Culture Trip has won many accolades for its inspirational content and the growing impact of its brand. It has been named by Forbes as one of the fastest-growing companies to watch. Culture Trip has been selected as App of the Day by Apple in the UK.

Meetings/Trade:

- **CONNECT MAGAZINE** (U.S) May 12, 2020: GMCVB Communications Team assisted Matt Swenson, Editorial Director at Connect Magazine who was working on a story that will focus on "The Road Back" from the COVID-19 epidemic. The team coordinated an interview between the writer and GMCVB CEO/President William Talbert, III, CDME to discuss pre-recovery and recovery efforts including the Miami Shines campaign and other GMCVB initiatives. (Circulation: 14,855)
- **CORPORATE AND INCENTIVE TRAVEL MAGAZINE** (U.S) May 13, 2020: GMCVB Communications Team assisted writer Christine Loomis, contributor for Corporate and Incentive Travel Magazine with a Florida article aimed at corporate planners and other stakeholders to give them firsthand insights from planners who have booked meetings in the state and at specific cities and resorts/hotels. (Circulation: 40,005)

*Note: The following section contains a clip report spreadsheet with the quantitative results of the coverage secured by the Communications team for the month of **May 2020**. Following the clip report spreadsheet, you will find the clippings associated with the clip report, if you have any questions please feel free to reach out to us.*

Note: The following section contains a clip report spreadsheet with the quantitative results of the coverage secured by the Communications team for the month of May 2020. Following the clip report spreadsheet you will find the clippings associated with the clip report, if you have any questions please feel free to reach out to us.

MEDIA RELATIONS CLIPPING REPORT FOR THE MONTH OF MAY 2020

PUBLICATION	DATE	AUTHOR'S NAME	KEY MESSAGES	CIRCULATION/ VISITS PER DAY	AD EQUIV	RESULT OF	PUBLICATION TYPE
Assisted Clips: US/CANADA							
Miami Herald	May 1, 2020	N/A	Community Resilience/Recovery	3,160,750	\$5,942	Other	DIGITAL
The Washington Post	May 1, 2020	Hannah Sampson	Culinary	28,250,932	\$53,112	Other	DIGITAL
Forbes	May 1, 2020	Keith Flamer	Destination Miami	33,287,537	\$62,581	Other	DIGITAL
Lonely Planet	May 1, 2020	Jim Brody	Community Resilience/Recovery	11,015,137	\$728	Proactive Pitching	DIGITAL
The Washington Post	May 4, 2020	Hannah Sampson	Community Resilience/Recovery	28,250,932	\$53,112	Other	DIGITAL
Artnet News	May 4, 2020	Sarah Cascone	Arts & Culture/Multicultural & Heritage Neighborhoods	641,766	\$1,207	Other	DIGITAL
Artnet News	May 4, 2020	Caroline Goldstein	Arts & Culture/Multicultural & Heritage Neighborhoods	641,766	\$1,207	Other	DIGITAL
Venue Report	May 4, 2020	Katie Bush	Destination Miami	52,466	\$99	Other	DIGITAL
Public now	May 5, 2020	David Drucker	Community Resilience/Recovery	4,251	\$8	Other	DIGITAL
Eater Miami	May 5, 2020	Stacy A. Moya	Culinary	18,452	\$35	Other	DIGITAL
South Florida Caribbean News	May 5, 2020	N/A	Community Resilience/Recovery	4,577	\$9	Other	DIGITAL
trip101	May 5, 2020	Elizabeth Laurel	Destination Miami	228,828	\$430	Other	BLOG
WSVN 7 News	May 5, 2020	Ruben Rosario	Community Resilience/Recovery	323,464	\$608	Other	DIGITAL
Time Out	May 5, 2020	Virginia Gil	Community Resilience/Recovery	4,582,871	\$8,616	Other	DIGITAL
Florida International University	May 5, 2020	David Drucker	Community Resilience/Recovery	22,191	\$42	Other	DIGITAL
Forbes	May 5, 2020	Adrienne Jordan	Destination Miami	33,287,537	\$62,581	Other	DIGITAL
Eater Miami	May 6, 2020	Amber Love Bond	Culinary	18,452	\$35	Other	DIGITAL
Time Out	May 6, 2020	Virginia Gil	Culinary	4,126,997	\$7,759	Other	DIGITAL
Robb Report	May 6, 2020	Lucy Alexander	Arts & Culture/Multicultural & Heritage Neighborhoods	431,115	\$810	Proactive Pitching	DIGITAL
The Infatuation	May 6, 2020	Ryan Pfeffer	Culinary	266,098	\$500	Other	DIGITAL
Time Out	May 7, 2020	Virginia Gil	Community Resilience/Recovery	4,582,871	\$8,616	Other	DIGITAL
Time Out	May 7, 2020	Virginia Gil	Culinary	4,126,997	\$7,759	Other	DIGITAL
TripSavvy	May 8, 2020	Laura Scholz	Destination Miami	1,588,384	\$2,986	Other	DIGITAL
Travel Awaits	May 9, 2020	Inka Piegsa Quischotte	Destination Miami	64,854	\$122	Other	DIGITAL
Travel Awaits	May 9, 2020	Inka Piegsa Quischotte	Destination Miami	64,854	\$122	Other	DIGITAL
Food & Wine	May 11, 2020	Khushbu Shah	Culinary	2,019,054	\$3,796	Other	DIGITAL
Forbes	May 11, 2020	Laia Lane	Destination Miami	36,122,993	\$67,911	Other	DIGITAL
Outposturs	May 11, 2020	N/A	Destination Miami	72,018	\$135	Proactive Pitching	DIGITAL
Eater Miami	May 12, 2020	Olea Fowler	Culinary	9,880	\$19	Other	DIGITAL
Food & Wine	May 12, 2020	Khushbu Shah	Culinary	2,803,053	\$5,270	Other	DIGITAL
Forbes	May 12, 2020	Laura B Bloom	Community Resilience/Recovery	36,122,993	\$67,911	Other	DIGITAL
Forbes	May 12, 2020	Jennifer Kester	Community Resilience/Recovery	36,122,993	\$67,911	Proactive Pitching	DIGITAL
Travel Weekly	May 12, 2020	Tom Steghorst	Community Resilience/Recovery	178,027	\$1,647	Proactive Pitching	DIGITAL
Eater Miami	May 13, 2020	N/A	Culinary	9,880	\$19	Other	DIGITAL
Miami Today	May 13, 2020	Jesse Scheckner	Community Resilience/Recovery	8,888	\$17	Other	DIGITAL
Time Out	May 13, 2020	Virginia Gil	Community Resilience/Recovery	4,126,997	\$7,759	Other	DIGITAL
Recommend	May 13, 2020	Steve Grasso	Destination Miami	85,002	\$786	Other	DIGITAL
Thrillist	May 14, 2020	Kristen Adaway	Culinary	4,010,185	\$7,538	Other	DIGITAL
TravelPulse	May 14, 2020	Patrick Clarke	Destination Miami	249,475	\$2,308	Other	DIGITAL
Miami Today	May 14, 2020	N/A	Community Resilience/Recovery	24,835	\$10,869	Other	PRINT
Recommend	May 14, 2020	Paloma Villaverde de Rico	Community Resilience/Recovery	85,002	\$786	Proactive Pitching	DIGITAL
Patch	May 16, 2020	Paul Scicchitano	Community Resilience/Recovery	5,769,877	\$10,847	Other	DIGITAL
NBC Miami	May 16, 2020	N/A	Community Resilience/Recovery	403,509	\$759	Other	DIGITAL
The New York Times	May 18, 2020	Frances Robles	Community Resilience/Recovery	49,744,349	\$93,519	Other	DIGITAL
Time Out	May 18, 2020	Virginia Gil	Community Resilience/Recovery	4,126,997	\$7,759	Other	DIGITAL
Travel Weekly	May 18, 2020	N/A	Destination Miami	115,300	\$217	Other	DIGITAL
Lonely Planet	May 18, 2020	Mava Stanton	Arts & Culture/Multicultural & Heritage Neighborhoods	4,229,121	\$7,824	Proactive Pitching	DIGITAL
Eater Miami	May 19, 2020	Olea Fowler	Culinary	9,880	\$19	Other	DIGITAL
Business Insider	May 19, 2020	Hannah Freedman	Destination Miami	33,298,944	\$62,602	Other	DIGITAL
Miami Today	May 19, 2020	Abraham Galvan	Community Resilience/Recovery	8,888	\$17	Other	DIGITAL
Morningstar	May 19, 2020	N/A	Community Resilience/Recovery	2,107,294	\$3,962	Other	DIGITAL
NBC Miami	May 19, 2020	N/A	Community Resilience/Recovery	403,509	\$759	Other	DIGITAL
PR Newswire	May 19, 2020	N/A	Community Resilience/Recovery	2,451,969	\$4,610	Other	DIGITAL
The Points Guy	May 20, 2020	Andrea M. Rotondo	Destination Miami	1,616,179	\$3,038	Other	DIGITAL
Thrillist	May 20, 2020	Curt Hollingsworth	Community Resilience/Recovery	4,010,185	\$7,539	Other	DIGITAL
AFAR	May 21, 2020	Michelle Baran	Community Resilience/Recovery	351,960	\$662	Other	DIGITAL
Miami Today	May 21, 2020	Abraham Galvan	Community Resilience/Recovery	24,835	\$2,666	Other	PRINT
The Points Guy	May 22, 2020	Samantha Rosen	Community Resilience/Recovery	1,616,179	\$3,038	Other	DIGITAL
The Business Journals	May 22, 2020	Matthew Aronov	Community Resilience/Recovery	3,914,980	\$7,360	Other	DIGITAL
The New York Times	May 22, 2020	Tanro Mzezewa	Community Resilience/Recovery	49,744,349	\$93,519	Other	DIGITAL
TravelPulse	May 22, 2020	Linda Trullo	Destination Miami	249,475	\$2,308	Other	DIGITAL
The Washington Times	May 22, 2020	Tamara Lush	Community Resilience/Recovery	3,063,573	\$5,760	Other	DIGITAL
Washington Post	May 24, 2020	Andrea Sachs	Community Resilience/Recovery	459,027	\$89,493	Other	PRINT
The Reading Eagle	May 25, 2020	Andres Oppenheimer	Community Resilience/Recovery	89,197	\$168	Other	DIGITAL
Robesonian	May 25, 2020	Andres Oppenheimer	Community Resilience/Recovery	125	\$0	Other	DIGITAL
TravelWireNews	May 25, 2020	Andres Oppenheimer	Community Resilience/Recovery	6,154	\$12	Other	DIGITAL
Haute Living	May 26, 2020	Paige Mastrandrea	Culinary	59,410	\$112	Other	DIGITAL
Time Out	May 26, 2020	Virginia Gil	Culinary	4,126,997	\$7,759	Other	DIGITAL
Lady Clark	May 26, 2020	Andres Oppenheimer	Community Resilience/Recovery	228	\$0	Other	DIGITAL
trip101	May 27, 2020	Shamika K.	Destination Miami	132,674	\$249	Other	BLOG
Miami New Times	May 27, 2020	Alexi C Cardona	Arts & Culture/Multicultural & Heritage Neighborhoods	247,275	\$465	Other	DIGITAL
Reuters	May 27, 2020	Zachary Fagenson	Community Resilience/Recovery	15,660,370	\$29,441	Other	DIGITAL
TravelPulse	May 27, 2020	Jessica Zickelfoose	Community Resilience/Recovery	249,475	\$2,308	Other	DIGITAL
Travel Weekly	May 27, 2020	Christina Jelski	Community Resilience/Recovery	115,300	\$217	Other	DIGITAL
Yahoo Finance	May 27, 2020	Zachary Fagenson	Community Resilience/Recovery	22,836,565	\$42,933	Other	DIGITAL
Yahoo News	May 27, 2020	Zachary Fagenson	Community Resilience/Recovery	21,543,243	\$40,501	Other	DIGITAL
The New York Times	May 27, 2020	Zachary Fagenson	Community Resilience/Recovery	49,744,349	\$93,519	Other	DIGITAL
U.S. News & World Report	May 27, 2020	Zachary Fagenson	Community Resilience/Recovery	13,055,456	\$24,544	Other	DIGITAL
Chic	May 27, 2020	Monica Buchanan Pittrelli	Community Resilience/Recovery	15,166,631	\$7,384	Proactive Pitching	DIGITAL
Eater Miami	May 28, 2020	Olea Fowler	Culinary	9,880	\$19	Other	DIGITAL
Miami New Times	May 28, 2020	Laine Doss	Community Resilience/Recovery	247,275	\$465	Other	DIGITAL
NBC Miami	May 28, 2020	N/A	Community Resilience/Recovery	403,509	\$759	Other	DIGITAL
Wall Street Journal	May 28, 2020	Julia-Ambrs Vertaine and Ceza	Community Resilience/Recovery	13,930,955	\$26,190	Other	DIGITAL

USA Today	May 28, 2020	Susan Barnes	Destination Miami	24,665,488	\$10,530	Proactive Pitching	DIGITAL
Benzinga	May 29, 2020	N/A	Destination Miami	1,602,012	\$3,012	Other	DIGITAL
The Infatuation	May 29, 2020	Ryan Pfeffer	Culinary	146,144	\$275	Other	DIGITAL
Time Out	May 29, 2020	Virginia Gil	Culinary	4,126,997	\$7,759	Other	DIGITAL
Miami New Times	May 29, 2020	Suzannah Friscia	Destination Miami	247,275	\$465	Other	DIGITAL
V Travel Bloq	May 29, 2020	Caz Makepeace	Destination Miami	20,919	\$39	Other	BLOG
V Travel Bloq	May 29, 2020	Caz Makepeace	Destination Miami	22,769	\$43	Other	BLOG
Forbes	May 31, 2020	Les Lane	Community Resilience/Recovery	36,122,993	\$67,911	Other	DIGITAL
Suburban Tourist	May 4, 2020	Margaret Bourne	Arts & Culture/Multicultural & Heritage/Destination Miami	5,000	\$46	Proactive Pitching	DIGITAL
DRIFT Magazine	May 4, 2020	Steve Drake	Arts & Culture/Multicultural & Heritage/Destination Miami	550,000	\$5,088	Proactive Pitching	DIGITAL
Family Fun Canada	May 6, 2020	Charity Quick	Arts & Culture/Multicultural & Heritage/Destination Miami	50,000	\$463	Proactive Pitching	DIGITAL
Family Fun Canada	May 8, 2020	Charity Quick	Destination Miami	50,000	\$463	Proactive Pitching	DIGITAL
Kamsack Times	May 8, 2020	Sandra Thomas	Arts & Culture/Multicultural & Heritage/Destination Miami	15,000	\$139	Proactive Pitching	DIGITAL
Alaska Highway News	May 8, 2020	Sandra Thomas	Arts & Culture/Multicultural & Heritage/Destination Miami	9,000	\$83	Proactive Pitching	DIGITAL
Vancouver	May 8, 2020	Sandra Thomas	Arts & Culture/Multicultural & Heritage/Destination Miami	151,000	\$1,397	Proactive Pitching	DIGITAL
Tx-City News	May 8, 2020	Sandra Thomas	Arts & Culture/Multicultural & Heritage/Destination Miami	26,000	\$241	Proactive Pitching	DIGITAL
North Shore News	May 8, 2020	Sandra Thomas	Arts & Culture/Multicultural & Heritage/Destination Miami	22,000	\$204	Proactive Pitching	DIGITAL
Squamish Chief	May 8, 2020	Sandra Thomas	Arts & Culture/Multicultural & Heritage/Destination Miami	9,000	\$83	Proactive Pitching	DIGITAL
Lilipet News	May 8, 2020	Sandra Thomas	Arts & Culture/Multicultural & Heritage/Destination Miami	7,000	\$65	Proactive Pitching	DIGITAL
Dawson Creek Mirror	May 8, 2020	Sandra Thomas	Arts & Culture/Multicultural & Heritage/Destination Miami	23,000	\$213	Proactive Pitching	DIGITAL
Times Colonist	May 8, 2020	Sandra Thomas	Arts & Culture/Multicultural & Heritage/Destination Miami	617,000	\$5,707	Proactive Pitching	DIGITAL
Vita Daily	May 8, 2020	Sandra Thomas	Arts & Culture/Multicultural & Heritage/Destination Miami	95,000	\$879	Proactive Pitching	DIGITAL
Vita Daily	May 21, 2020	Noa Nichol	Culinary	95,000	\$879	Proactive Pitching	DIGITAL
MSN Canada	May 22, 2020	Lauren Bowman	Destination Miami	3,074,000	\$28,435	Reactive Pitching	DIGITAL
Ottawa Life Magazine	May 25, 2020	Sofia Donato	Culinary	63,000	\$583	Proactive Pitching	DIGITAL
MSN Canada	May 25, 2020	Katherine LaGrave 2020-05-25	Destination Miami	3,074,000	\$28,435	Reactive Pitching	DIGITAL
CTV.ca	May 28, 2020	Natalie Preddie	Destination Miami/Recovery	50,000	\$463	Proactive Pitching	DIGITAL
CTV Your Morning	May 28, 2020	Natalie Preddie	Recovery	520,000	\$40,000	Proactive Pitching	BROADCAST
TheOpp.ca	May 28, 2020	Natalie Preddie	Destination Miami/Recovery	489,000	\$4,523	Proactive Pitching	DIGITAL
Lisahomsv.com	May 30, 2020	Lisa Homsv	Destination Miami	22,600	\$350	Reactive Pitching	BLOG
Kiwicollection.com	May 30, 2020	Editor	Recovery	19,200	\$300	Reactive Pitching	BLOG

Local/Corporate Communications

WQBA 1140 AM	5/4/2020	Jose Alfonso Almora	Interviewed Rolando regarding Miami Shines.	204,619	\$200	PROACTIVE OUTREACH	RADIO
WVSN	5/6/2020	Jessica Holly	Featured Miami Shines, highlighting video and campaign's goals.(Digital Story)	15,317	\$58	PROACTIVE OUTREACH	DIGITAL
WVSN	5/6/2020	Jessica Holly	Featured Miami Shines, highlighting video and campaign's goals.(Segment ran as part of the 4:30 PM news cast)	56,784	\$58	PROACTIVE OUTREACH	BROADCAST
WVSN	5/6/2020	Jessica Holly	Featured Miami Shines, highlighting video and campaign's goals.(Segment ran as part of the 6:00 PM news cast)	47,307	\$58	PROACTIVE OUTREACH	BROADCAST
Legacy Magazine (print)	5/7/2020	Josie Gulliksen	Full-page feature on GMCVB's COVID-19 initiatives like Miami Shines, Miami Eats, Essential Lodgers, etc. Connie quoted throughout	50,000	\$250	PROACTIVE OUTREACH	PRINT
South Florida CW (on-air and online)	5/11/2020	Miriam Tapia	The 2-minute segment includes the interview with Bill and provides in-depth descriptions of the organization's plans for welcoming tourists back to Miami. Shares Miami Shines video	3,918	\$250	PROACTIVE OUTREACH	BROADCAST
Community Newspapers (Biscayne Bay)	5/13/2020	Staff	Ran a dedicated article focused on Miami Shines campaign.	50,000	\$50	PROACTIVE OUTREACH	PRINT
Community Newspapers (Coral Gables)	5/13/2020	Staff	Ran a dedicated article focused on Miami Shines campaign.	50,000	\$50	PROACTIVE OUTREACH	PRINT
Miami Herald (online)	5/15/2020	Michelle Kaufman	Covered the organization's State of the Industry message, outlining its three phases of marketing the industry.	73,222	\$5,847	PROACTIVE OUTREACH	BROADCAST
Miami Herald (print)	5/15/2020	Michelle Kaufman	Covered the organization's State of the Industry message, outlining its three phases of marketing the industry.	133,328	\$5,847	PROACTIVE OUTREACH	PRINT
MSN.com	5/15/2020	Michelle Kaufman	Syndicated the Miami Herald's article that covered the organization's State of the Industry message, outlining its three phases of marketing the industry.	6,041,752	\$6,000	PROACTIVE OUTREACH	DIGITAL
Miami Herald	5/18/2020	Eric Barton	Includes Miami Salutes as part of Indulges feature on how community organizations are providing support to healthcare professionals.	79,684	\$5,981	PROACTIVE OUTREACH	DIGITAL
The Patch	5/18/2020	Paul Scicchitano	Mentions the GMCVB'S SOI, includes comments made by Rolando Aedo and Bill Talbert during the virtual event.	2,547,411	N/A	PROACTIVE OUTREACH	DIGITAL
Miami Times	5/21/2020	Carolyn Gunniss	Ran a dedicated article focused on Miami Shines campaign.	1,012	N/A	PROACTIVE OUTREACH	DIGITAL
Indulge Magazine	5/22/2020	Jenny Perez	Bill included in Executive Q&A tied to South Florida leaders	79,684	\$750		DIGITAL

MICE Coverage

HotelExecutive	May 4, 2020	Nancy Loman Scanlon	MICE	5,439	\$10	Other	DIGITAL
USAE eNS	May 4, 2020	Jon Trager	MICE	2,000	\$4,725	Proactive Pitching	DIGITAL
Northstar Meetings Group	May 12, 2020	Elise Schoening	MICE	59,476	\$550	Proactive Pitching	DIGITAL
Northstar Meetings Group	May 15, 2020	Alex Palmer	MICE	33,202	\$62	Proactive Pitching	DIGITAL
The Meetings Magazine	May 18, 2020	David Swanson	MICE	1,575	\$3	GMCVB	DIGITAL
HotelExecutive	May 20, 2020	N/A	MICE	6,628	\$12	Other	DIGITAL

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Messages of hope from tourism boards around the world in response to the COVID-19 pandemic.

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117. Miami, FL
⌚ 1min

Greater Miami will await you. Ready for you to explore, discover and enjoy. We stand by you, as you stand by. So come shine with us...all you adventurers, beachgoers, foodies, music fanatics, culture seekers, and art lovers.



118. Jordan
⌚ 2min

Due to the current situation of COVID-19 worldwide, Jordan is respecting social distancing and taking the necessary measures to stay safe. This is a message from our homes, sending love to the world and wishing all to stay safe and healthy.



119. South Carolina
⌚ 1min

We love being your home away from home, and we can't wait to welcome you back.



120. Pigeon Forge, TN
⌚ 1min

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How these American artists are finding inspiration during the coronavirus pandemic

3. Miami



"Fear Kills" was painted in mid-March, when pandemic panic was beginning to set in © Jules Muck

Graffiti artist Jules Muck – aka [Muck Rock](#) – may be based in [Venice](#), California, but with her mural “Fear Kills,” she’s produced a piece of public art that’s quintessentially Florida. Located in [Wynwood](#), not too far from the Seminole Hard Rock Hotel & Casino in [Hollywood](#), Florida, where Anna Nicole Smith died in 2007, the mural “Fear Kills” features a closeup of the former centerfold wearing a face mask emblazoned with the word “fear” – a statement on the atmosphere in Miami as panic over COVID-19 set in.

Painted on March 12, “it was the beginning of people starting to get alarmed about the pandemic, and hoarding was rampant,” Muck tells Lonely Planet.

“It wasn’t a great way to see human beings – there’s preparedness, then there’s selfishness,” she elaborated to the [Guardian](#). “The fear was causing people to be self-serving.”

Back in California, Muck painted “[Gilligan on Covid Island](#)” in Camarillo in early May “as the weirdness of isolation seemed to drag on;” in Ventura, she covered an [abandoned reclining sofa](#) with a pair of smoking skeletons, “a commentary on quarantine lifestyle ‘bored to death,’” and most recently, a portrait of [mask-clad Winnie the Pooh](#) holding a honey pot full of hand sanitizer went up in Glendale. julesmuck.com

'We Will Meet Again:' CVBs Share Videos to Inspire Hope During Trying Times

The Naples, Marco Island and Everglades Convention & Visitors Bureau is the latest CVB to release a video to saying they miss travelers and can't wait to welcome guests back once it is safe.



by Elise Schoening

May 12, 2020



Miami is one of the latest cities to share a hopeful video amid the coronavirus pandemic. Photo credit: Greater Miami Convention and Visitors Bureau

Coronavirus and Meetings

[Head here](#) to see Northstar Meetings Group's comprehensive and continuing coverage of how coronavirus is affecting meetings.

Updated May 12, 2020, 3:30 p.m. EDT

Across the globe, coronavirus concerns and restrictions on nonessential travel are keeping millions of would-be travelers at home. According to the [Transportation Security Administration](#), the number of airline passengers has fallen 90 percent compared to this time last year.

What would have normally been a busy travel season has now been marked by [empty flights](#), [closed attractions](#) and [shuttered hotels](#). But convention and visitor bureaus in every corner of the world are issuing messages of resilience. From Pittsburgh to Portugal, CVBs are urging people to stay home now and resume travel when it's safe. Below are a handful of campaigns that offer inspiring messages during this trying time.

Miami

Miami boasts 248 days of sunshine a year and in a [new video](#), the [Greater Miami Convention and Visitors Bureau](#) noted that the city will continue to shine on and guests will be welcomed back as soon as it is safe.

"Sometimes looking ahead is what moves us forward. It's in those moments where we discover who we truly are, where we appreciate more than ever the beauty of life, and turn that admiration into inspiration with life-affirming optimism and a thirst for endless discovery," says the video.

"There's a place with that same bright sun-drenched attitude. It radiates from everything, from every corner and from everyone ... We can't wait to welcome you with open arms. Until then, we stand by you as you stand by ready for our Miami sun to shine brighter than ever."



Which States Are Reopening and Where Can You Hold Events?

New York City entered the first phase of reopening and Nevada's gaming industry is getting back to business.



by Alex Palmer

June 9, 2020



Updated June 9, 2020, 10:00 a.m. EDT.



What Countries Are Open?

See what countries and international destinations are reopening or adjusting their COVID-19 restrictions by heading to our roundup of the [latest updates throughout the world](#).

Every state has begun to loosen its social-distancing restrictions, taking multiphase approaches on differing timelines even as new COVID-19 cases spike in some areas. In most cases, businesses are beginning to reopen and people are permitted to gather in small groups, while larger gatherings and other behavior that's riskier for the spread of the virus continue to be curtailed.

As protests sparked by the Minneapolis police killing of George Floyd have flared up in dozens of cities across the country, health officials have [raised concerns](#) that so many mass gatherings could fuel a spike in COVID-19 cases. But despite these worries, almost all states are

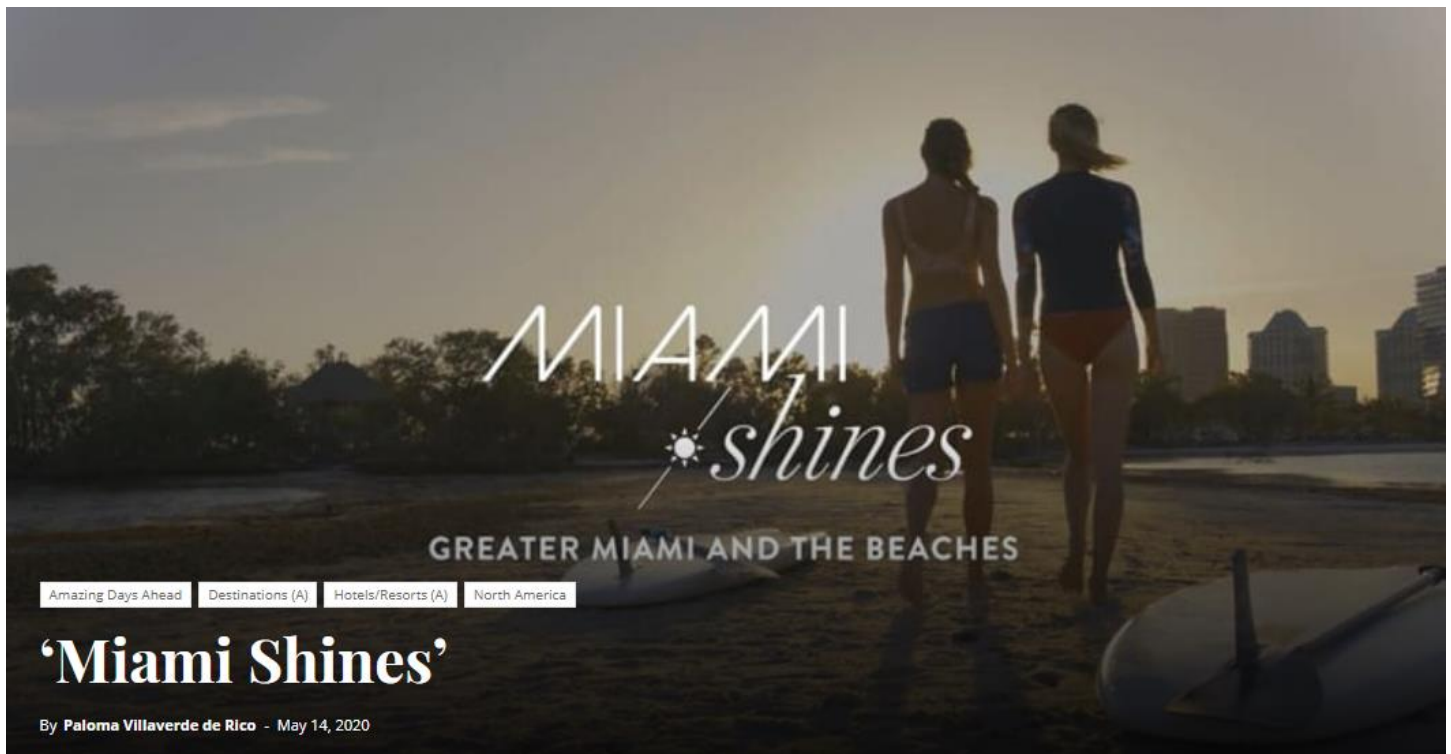
moving forward with their reopening plans. In the first week of June, Florida, Louisiana and Massachusetts were among those to enter the next phase of their reopening plans, while Oregon and Pennsylvania raised the limits on gatherings for many of their counties. On June 4, Nevada's casinos began to open their doors and on June 8, New York City entered the first phase of reopening.

State-by-state updates follow. See anything missing? Please [email us](#) with new information.

Florida

On June 5, most of the state entered Phase 2 of its "[Safe. Smart. Step-by-Step](#)" plan, which allows bars and pubs to operate at 50-percent capacity and gyms and stores to operate at full capacity. Gatherings at large venues and beaches are limited to fewer than 50 people. On June 1, **Miami-Dade County** beaches and hotels were allowed to begin reopening. The **Florida Keys** also reopened, discontinuing checkpoints from South Florida and passenger screenings at the airports, with lodging limited to 50-percent capacity.

Current meeting limits: Gatherings of more than 50 are prohibited.



The **Greater Miami Convention & Visitors Bureau (GMCVB)** is looking to the comeback of travel with a new recovery campaign, “Miami Shines.”

During the GMCVB’s annual *Tourism Industry Forum*, held virtually this year, the tourism bureau’s COO, Rolando Aedo, said, “This recovery campaign, to a large extent, will be triggered when hotels open.” The campaign, he went on to say, will be the vehicle to “drive as much hotel demand in as little a time as possible.”

The strategy for the campaign is to target—in this order—local, regional and U.S. markets. First month—once hotels reopen—will be to target local Miami visitors and drive markets, including Florida and Georgia, then expanding nationally as appropriate. The campaign will put an emphasis on beach/outdoor/nature, arts and culture, and neighborhoods. There will also be an emphasis on Miami’s cosmopolitan experience as a differentiator from other Florida cities.

Travelers will need to be confident, Aedo continued, that the destination will be able to “mitigate the possible spread of any contagion,” and that all touch points—Miami International Airport; hotels; attractions/museums; transportation; and restaurants/retail—have implemented safety protocols. He added that travelers are also going to be looking for deals, so part of the campaign is focusing on launching special offers simultaneously from hotels; restaurants (*Miami Spice*); spas (*Miami Spa Month*); attractions and museums.

Scott Berman with **PwC**, noted during the forum that “you can roll all of the recent crises into one—from Sept. 11 to the Great Recession—and it doesn’t add up to the impact that COVID-19 has had. It’s cataclysmic.” He went on to say that, “You can’t just switch the flip...it’s going to be a bit uneven. It’s going to be phased and a process following certain protocols.”

That said, Aedo did note that **Miami** “is one of the most resilient destinations in the world, and we are one of the most resilient industries.”

For more information, click gmcvb.com/miamishines. For more future booking opportunities, visit **#AmazingDaysAhead**.

LIFESTYLE / HEALTH & WELLNESS

How Japanese Creatives Are Fighting Covid-19: With Humor, Color and Really Great Posters

A nation accustomed to disasters responds to the pandemic with wit and ingenuity.

BY LUCY ALEXANDER ON MAY 6, 2020



forth.go.jp

Japan always does things a little differently, and its handling of the [coronavirus](#) crisis has been no exception. On the one hand, some responses have appeared a little dubious, such as the approach to testing, best described as “[don't ask don't tell](#)”, and the [exclusion](#) of the children of medical workers from daycare centers, many of which remain open, ironically to ensure essential service providers can go to work. A national state of emergency was declared last month and has been extended to the end of May, but compliance with its guidance is entirely [voluntary](#), and many restaurants and offices remain open.

On the other hand, many of the idiosyncrasies of Japan's Covid-19 response have been delightful. The country's enduring obsession with mascot characters (check out some of the weirdest [here](#), [here](#) and [here](#))—a fixation which is so culturally ingrained that mascots even get to [meet the Emperor](#)—has spawned several new creatures.

The official quarantine mascot, Quaran, seen above, may be a little [prosaic](#), but the same cannot be said for [Amabié](#), a three-legged, beaked sea monster who, as legend has it, appeared to a government official in 1846, prophesied an epidemic, and told the man to draw her picture and show it as many people as possible to ward off the disease. The myth has been enthusiastically adopted by Japanese Twitter users, who have [shared](#) their own interpretations of Amabié as a protective talisman against the virus.

Furloughed ninjas from a museum in central Japan also got creative last week, delivering supportive [messages](#) to local children in the form of "ancient" scrolls. The scrolls tell the children they can defeat coronavirus with renowned ninja powers such as handwashing. [Ninja badges](#) are also available for people with springtime allergies who want to reassure fellow citizens that their sneezes are not due to Covid-19.

Johnny Waldman is a Brooklyn-based artist and writer who collects the finest examples of creative Japanese whimsy on his blog, [Spoon & Tamago](#). If you ever want to see what it looks like to create a rock garden out of toast, a bicycle out of wood or a dress from elastic bands, this is the blog for you. Waldman has been compiling creative Japanese solutions to pandemic problems, such as a 1918 government [social distancing manual](#) dating from the Spanish flu pandemic; the masked subway-riders show how little has changed.



Studio Ghibli offers its film stills as Zoom backgrounds, including (clockwise from top left), 'Spirited Away', 'The Cat Returns', 'My Neighbor Totoro' and 'Princess Mononoke'.

Other examples include tiny fish-shaped soy sauce bottles [repurposed](#) as hand sanitizer containers, [Zoom backgrounds](#) by Studio Ghibli (the famous animation studio behind *My Neighbor Totoro* and *Spirited Away*) and an AI social distancing [app](#) that tells you exactly how far away to stand from other people. A series of beautifully designed tongue-in-cheek [etiquette posters](#) proclaiming "Let's stay one tuna apart," is typical of Japanese design, says Waldman.

"The posters rely on a familiarity with manga and mascots in order to be easily accepted," Waldman said. "It's a technique often employed by public service announcements, like the [Tokyo Manners posters](#)", referring to a [series](#) of comic [subway etiquette](#) notices.

In comparison, the artistic response in America has been darker and more gritty, perhaps due to the extreme impact of the virus in the US, where two-thirds of artists are now [unemployed](#). It has found its most authentic expression in street art, such as the mural work of Darion Fleming in [Charlotte, NC](#), Sean Yoyo in [Miami](#) and Hijack Art in [Los Angeles](#).



Posters from Japan's Metro Cultural Foundation remind riders to step aside for departing passengers and to wear masks.

Metro Cultural Foundation

Graffiti art is relatively rare in Japan, where modest yet ingenious graphic design and animation rule. "Japanese art and design have always been low-key, with an emphasis on charm and clarity," said Waldman. "I would say a lot of it stems from a culture that values subtlety, thoughtfulness and refinement over boldness and standing out."

There are other reasons why Japan's creative response has remained playfully imaginative as opposed to raw and nihilistic. Culturally and spiritually, Japanese society tends towards a fatalistic acceptance—even celebration—of the brevity of life, as can be seen in its worship of short-lived cherry blossoms. And the frequency of extreme disasters in Japan means that its people have developed a culture of endurance and community spirit that protects them.

Social distancing, an aberration in America, is also highly Japanese. Polite queuing, avoiding personal contact, mask-wearing and accepting individual restrictions for the greater good of society are everyday features of life, and celebrated in its art.

📖 CORONAVIRUS JAPAN TOKYO





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Corporate & Incentive Travel / Miami: A Unique Combination of International Flair and Island Vibe

Miami: A Unique Combination of International Flair and Island Vibe

MAY 18, 2020

By David Swanson

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Docks on Intracoastal Waterway, Miami Beach

Florida has a variety of destinations suited for convention and incentive programs, small and large. But there's only one Miami, the city perhaps best known for its magic carpet of sugar-white sand that lines the Atlantic coast as far as the eye can see.

However, William D. Talbert III, CDME, president and CEO of the Greater Miami Convention & Visitor's Bureau (GMCVB), wants everyone to know that Miami is more than a beach. "In sales, you want to be able to distinguish yourself from the competition," says Talbert, before ticking off a list of elements that help define his city beyond the sand. "For one, Miami has gone from being a cultural wasteland to one of the top art and culture destinations in the world. We thought we were pretty cool as is, but Art Basel came here 19 years ago and, today, the show brings in billions of dollars in contemporary art."

International Appeal

Talbert continues, "People also come here for our international flavor. We are America's most diverse community, and more than 50% of the people who live here were not born in the U.S. People from all over the world feel comfortable here. Not many places are like that, and the diversity of our community gives us a competitive advantage."

On Cvent's tally of the top meeting destinations in the U.S. last year, Miami leapfrogged such established convention cities as New Orleans, Phoenix and San Francisco to land in the list's No. 9 slot. Perhaps a key reason for that jump is last year's \$620 million renovation of the Miami Beach Convention Center (MBCC), a facility Talbert describes as having been an "old, tired box."

"It involved an expansion of about 263,000 sf, the bulk of which was a 60,000-sf ballroom, separate from the four exhibit halls," Talbert says. "We went from a box with no windows to waves, glass and a sense of place. We can now have two meetings going on at the same time. And, before, when you left the convention center, you went into an asphalt parking lot with no trees." Today, the parking lot is a 6-acre public park with wandering paths, a central lawn, a play and fitness area, and a Veterans Plaza.

Airport Advantage

But, Talbert says, Miami's key advantage over many rivals is its airport, which is conveniently located less than 15 minutes from downtown. "It's the only airport in the U.S. that serves more than 100 airlines," Talbert adds. "And that's not just service from Latin America, but from Europe and even from Africa. Miami International Airport is part of the county government, and when they pitch new air routes, the airport has a member of our team at the table. We're not there in the abstract. We're physically at the table and able to commit marketing dollars on the spot."

Shene Norwood, Americas event manager, for Global Travel Meetings & Events, for Ernst & Young, cites Miami's airport as a recurring asset. Earlier this year, she held sector meetings and training workshops for attendees on diversity and inclusion. "The airport is quite convenient," explains Norwood, who has planned a number of events in Miami. "We had people flying in from everywhere, international as well as domestic, so we were able to get reasonable fares."

Norwood says she usually uses the same few hotels, but due to the level of attendees for the February meeting, she wanted something more upscale, and wound up choosing Eden Roc Miami Beach and Nobu Hotel Miami Beach. She continues, "These people work long days and long hours, they work hard, and we wanted to reward them. We didn't want them to feel like they were working. I had never explored this particular area of Miami Beach, but there are a lot of cool spots there. If you don't want to do a typical meeting, some of the historical hotels offer meeting space with real flair. The hospitality was amazing from the moment I walked in the door at Eden Roc. It was classy and glamorous, and provided a wonderful backdrop for our meeting."

One other thing Norwood said she liked about Eden Roc was that, in keeping with the focus of her meeting, "They are very diverse and inclusive. There are some places in Miami that are stuffy. Eden Roc is not one of them."

Renovated in 2018, Eden Roc includes the hotel-within-a-hotel Nobu at Eden Roc, the brand started by famed Japanese chef Nobu Matsuhisa and Robert De Niro. The Nobu wing occupies Eden Roc's original tower, built in 1956 by famed architect Morris Lapidus. Norwood found the rooms at the two hotels to be fairly comparable, and her attendees were split randomly between the two sides. Nobu does have an adults-only pool that was added earlier this year, but otherwise the facilities are mostly shared.

For the event, meeting space was important, and Eden Roc gave Norwood plenty of options, ranging up to the 8,963-sf Pompeii Ballroom and Promenade. "There are a lot of breakout rooms," Norwood explains. "They could probably use a renovation in the basement part, especially as there are no windows, but we loved being upstairs in the ballroom and the breakout rooms there. We also used rooms in the penthouse."

Norwood says logistics for the overall meeting were challenging, but that the Eden Roc staff helped make it a team effort. "The hotel was on the hop for everything," Norwood adds. "The event manager was Melania Currie and, from sales to execution, she made it all work."

Eden Roc is noted for its food. Its Malibu Farm specializes in farm-to-table, California-style dining, while Nobu features Japanese cuisine. Norwood says the chef adapted the seafood-oriented Nobu menu for the group's vegans and vegetarians. She said there were also two evenings in which they enjoyed offsite dining.

"We had a group at Pao by Paul Qui and they set up a private section for us," Norwood says. "At Bâoli Miami, we bought out the restaurant. These were great events and, after each of the dinners, we had drinks at a small hotel, Faena, and on the upstairs patio at Townhouse Hotel." The group also had an evening event on the lawn at Eden Roc and a daytime event next to the beach.

Norwood had a couple of tips for planners setting their first event in Miami. "Don't go over holiday weekends because it's more expensive," Norwood says. "I did another event over President's Day weekend, right after the one at Eden Roc, but the price was much higher. And make sure you plan some fun time. There's a lot of great restaurants that can serve groups of 100 to 200 if you buy them out. Miami nightlife is great."



New Center Spurs Growth

Last year's renovation of the convention center may have helped propel a number of hotel projects. Twenty-three new hotels opened around the city, and 19 more are projected to open this year.

At the end of last year, The Biltmore Hotel Miami in Coral Gables completed a \$35 million property-wide restoration and redesign of all accommodations, as well as its 18-hole, par-71 golf course. The iconic resort, a national historic landmark dating to 1926, also completed refurbishment to its lobby, spa and fitness center, as well as to 75,000 sf of conference, meeting and banquet space. The main theme transpiring throughout the transformation is South Florida's natural landscapes, incorporating the sage green of local foliage and the Mediterranean architectural inlays that dominated the property's original design.

At the same time, the 1,504-room Fontainebleau Miami Beach revealed its refurbished, all-suite Sorrento Tower. Guestroom interiors in the 18-story oceanfront tower were designed by Marzipan Interior Design, inspired by the work of famed hotel designer Gio Ponti. The new look blurs the lines between Art Deco and Mid-Century Modern while incorporating a palette of sea colors. New furniture pays tribute to 1950s Italy, including lounge chair seating, retro lamps and a steamer trunk for each room. The hotel offers 107,000 sf of indoor meeting rooms and event venues, including the 31,358-sf Sparkle Ballroom.

The top three suites at Loews Miami Beach Hotel were redesigned at the beginning of the year, including a pair of two-story units. Ideal for a CEO or top executive, one presidential suite is oceanfront, with a wraparound balcony that can double as an intimate venue for a private cocktail party, dinner or gathering. A second presidential suite is city-facing and offers views of South Beach and Biscayne Bay, and features an in-room gym on the second floor. Each Presidential Suite comes with daily use of two-story private cabanas with full bathrooms, shower, private concierge, rooftop sundeck and more — a perk exclusive to the suites. The new suites follow the \$50 million renovation of Loews Miami Beach completed two years ago.

The Trump National Doral Miami recently added the 7,230-sf Crystal Ballroom on the top level of the clubhouse. This new, round function space, suitable for seating up to 400 banquet-style, opens onto an 8,039-sf outdoor terrace with spectacular views of the famed Blue Monster Golf Course and surrounding area. In all, the resort now boasts 100,000 sf of indoor function space.

Plans for an 800-room hotel for Miami Beach's Convention Center District were also announced recently, projected to open in 2023. The 17-story Grand Hyatt Miami Beach development was approved by Miami Beach voters in 2018 and will be at the intersection of 17th Street and Convention Center Drive, within walking distance of the beachfront, Lincoln Road Mall, New World Symphony, The Bass Museum and The Fillmore Miami Beach.

"The Grand Hyatt is going to be the least convention-headquarter-looking hotel in the world," Talbert says. "You won't know it when you're going from the lobby of the Grand Hyatt into the lobby of the convention center. It'll be so seamless."

Among the improvements that wrapped up last year at the Hyatt Regency Miami downtown were a new lobby with modern architecture, a renovation of guestroom flooring and development of The Market, offering such options as a salad bar, fresh bakery station and barista station. There were also enhancements to the hotel's meeting space, including paint, lighting and new banquet equipment. The Hyatt Regency's meeting facilities encompass more than 100,000 sf and the hotel is directly connected to the James L. Knight Center.



Plans for an 800-room hotel for Miami Beach's Convention Center District were also announced recently, projected to open in 2023. Photo Courtesy GMCVB

Many Selling Points

For a pharmaceutical meeting handled by Maureen Fletcher, meeting manager for American Express, easy access to Miami International Airport was again a key selling point for the city, and for the Hyatt Regency. The hotel's location is also close to a lot of restaurants and offers easy access to the Metromover.

"I've held multiple programs at this hotel for several different sales forces and I can speak to how awesome the team is," Fletcher says. The annual sales meeting was held in the spring.

"As a national meeting, the client wanted a location that would be appealing to everyone," Fletcher explains. "There was a lot of natural sunlight in the meeting space, and meals were held outside, which was great for our attendees, to be able to get them out for some natural Vitamin C."

Fletcher says the level of service at the Hyatt Regency is fantastic. "The food is delicious and their attention to detail leaves a lasting memory," she adds. "I haven't had a bad meal yet. You can tell the chef really cares about the whole experience. They'll also work with all sorts of dietary restrictions and special meals. All of the meals and breaks have themes and they decorate their tables to match. We had doughnuts on one break, and the napkins and runners had brightly-colored doughnuts to really call it out. They work extremely well with meal caps and compliance."

Fletcher says the hotel and convention center work well together, but she notes there are separate prices and room rental fees to be negotiated for the convention center. "All of the hotel meeting space is located within three floors, and there's easy access between the hotel and convention center," Fletcher says. "The ceilings in the main ballroom are low, and rigging points aren't readily available but, if you have a great production team, they can make it work. They are quick to respond and readily available if anything comes up."

Great Experience Overall

Valerie Bihet, director of the Miami-based VIBE Agency, says she has found Miami to be an ideal destination for both her American as well as European clients. For a pair of meetings last spring, Bihet used The Palms Hotel & Spa in Miami Beach. Each meeting drew both American and international guests. "The accessibility with flights was a big selling point," Bihet says. "We were able to get everyone to Miami from various international cities pretty easily. But the fact that Miami is a great destination, with sunny weather and all its local amenities is really a big benefit, too."

Bihet continues, "We travel a lot for events to identify the right city for each group, wherever that may be; but, it's nice when we can work in our home too. Miami isn't right for everyone, but when we get that group that wants to escape the cold or get the tropical, beachy feel without the price of international travel, Miami is great for that."

Bihet says she knows the staff well at the Palms. "I have worked with the Palms for many years and they are always very professional and attentive to the client's needs," Bihet says. "That makes the entire experience that much smoother for me and my clients. It has the right resort/Caribbean vibe, without having to travel to an island, which can be a logistical challenge or simply too pricey for some groups. The location on the water is near the buzz and attractions of South Beach without being in the thick of it. There's still a sense of quiet and solitude, which helps to keep guests focused on the event, and not completely distracted by what is happening outside on the beach."

The Palms Hotel offers boutique-style exclusivity, with more than 8,000 sf of newly renovated meeting and event space, including the 2,650 sf Royal Palm Room with a capacity for 120 attendees, classroom-style.

"A lot of the meeting spaces have natural light, which is great to bring that outdoor feeling inside as much as possible," Bihet says. "People are happier and more engaged when there is natural light, so I really like that aspect."

Bihet notes that the ballroom can be challenging. "It has columns, so that's an important consideration. It can still work with the right setup but you need to be creative." Bihet adds that the property has several great outdoor spaces for banquet functions and receptions when the weather cooperates.

She continues, "The staff — from the F&B team to the conference staff — are all very flexible and always looking for solutions. They really make it easy to work there and bring whatever vision you have for your clients to life. This makes for a great experience overall." **C&IT**



The Eden Roc Hotel is home to culinary hotspot Nobu. Courtesy Photo

TRAVEL WEEKLY

THE TRAVEL INDUSTRY'S TRUSTED VOICE

USA

Miami CVB rolls out 'Shines' campaign

By Tom Stieghorst   | May 12, 2020

The South Florida counties of Miami-Dade, Broward and Palm Beach remain under tight visitor restrictions, but the Greater Miami Convention & Visitors Bureau is already marketing in anticipation of the day it is given the green light by state and local authorities.

The campaign, called Miami Shines, includes a one-minute video featuring aerial footage of the area's beaches, skyline, outdoor attractions and more. A narrator concludes: "We can't wait to welcome you with open arms. Until then, we stand by you as you stand by."

That focus is keeping with what destination marketers told the USTOA they were doing in the short term: "inspirational social media messages to make virtual connections -- 'see (or) dream now, travel later' -- through images, virtual tours, cultural content and nature exploration."

Bill Talbert, president and CEO of the bureau, said the approach was first used in the travel slowdown post-9/11. "It took us about 40 days [after 9/11] to come up with a new message -- not a hard sell but a softer sell, which we're doing now," he said.



Baby animals around the US that will brighten your quarantine mood

65 PHOTOS

3:03 p.m. EDT May 28, 2020



Zoo Miami: This adorable baby koala was born in May 2019 at Zoo Miami but first emerged from the pouch at the end of January. The koala is named Hope in honor of all of the people of Australia who were fighting the catastrophic fires at the time.

RON MAGILL



Zoo Miami: These baby meerkats were born at Zoo Miami in January and first opened their eyes in February; they can be seen on the zoo's Meercam live webcam.

RON MAGILL



Zoo Miami: Clouded leopard cubs, born Feb. 11 at Zoo Miami.

RON MAGILL

NEWS

Greater Miami CVB Unveils "Miami Shines" Campaign

By Jonathan Trager

The Greater Miami CVB has unveiled Miami Shines, a tourism-recovery campaign created in preparation for the gradual reopening of Miami-Dade County's travel and hospitality industry.

Announced on April 30, Miami Shines will serve as the foundation for a full recovery campaign supported by advertising, social media, and public relations. That campaign will launch once hotels are open for leisure and business travelers, according to the CVB.

The bureau said Miami Shines centers around what makes Greater Miami and the Beaches such a special place: diverse community, people, places, neighborhoods, experiences, and its weather and sunshine.

"The GMCVB is focused on creating programming aimed at helping businesses and workers who depend on tourism for their livelihood. We see this as an integral part of what we do to support the local economy," said William Talbert, President & CEO of the CVB.

The campaign kicks off a pre-recovery phase, which includes an inspirational video produced in English, Spanish, and Creole targeting future leisure and business travelers, as well as meeting planners.

The program includes a Miami local-pride initiative and offers residents a Miami Shines Toolkit, which encourages locals to share their #MiamiShines moments on social media.

Miami Shines is part of a series of educational programs designed by the CVB: Miami Eats, which promotes restaurants offering delivery and/or takeout menus to encourage locals to enjoy Greater Miami and the Beaches' dining options; Miami Salutes, which shows support for the heroic work front-line and first responders are undertaking on the community's behalf; Virtual Miami, which offers virtual programming for Miami's cultural institutions and other attractions; Open Hotels for Essential Lodgers, which responds to an emergency order to limit hotel reservations to Essential Lodgers (which include health care professionals, first responders and patients' families), by creating a comprehensive list of hotels that remain open for these guests; Help for the Tourism Industry, a webpage listing all the resources and charitable opportunities available for the travel and hospitality industry; and the Miami Pandemic Response Fund, which was created to support struggling families with emergency needs.

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Five ways the pandemic may change airports for the better

PUBLISHED WED, MAY 27 2020•2:41 AM EDT | UPDATED WED, MAY 27 2020•6:44 PM EDT



Monica Buchanan Pitrelli

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Flying this summer is predicted to be more tedious than in the past, but experts say the pandemic is pushing positive change at airports at breakneck speed.

What's on the horizon? Imagine shorter lines, cruising through checkpoints and not touching anything — except for your mobile phone — from your car door to your airplane seat. In fact, the technology to do this already exists.

Here is what to expect from airports of the (near) future.

1. A mad dash for “touchless” technology

It’s widely anticipated that airports will transition to touchless technology at a much quicker rate as a result of the coronavirus pandemic.

“We are seeing five years’ innovation in five months, and much of the impact will be permanent,” said Ibrahim Ibrahim, the managing director of Portland Design, a London-based design consultancy with a focus on transit hubs and airports. “We will see a turbo-charged uptake on tech-driven zero-touch check in, security and boarding.”

To verify passenger identities, driver’s licenses and passports are being replaced with facial-recognition and iris-scanning biometrics.



Facial recognition biometrics compare travelers’ faces with government passport databases.

Courtesy of Sita

The first biometric terminal in the U.S. opened in Georgia’s Hartsfield-Jackson Atlanta International Airport in late 2018. Third-party research shows 72% of customers preferred biometric boarding over standard boarding, and less than 2% of customers opted out of the process, [per Delta’s website](#).

“Delta has expanded its facial recognition boarding practices to airports in Detroit, Minneapolis and Salt Lake City,” said design strategist Devin Liddell who works with aviation and travel clients. “United Airlines has pilot programs doing testing now in San Francisco, Washington Dulles and Houston.”

The same pace of testing and deployment of biometrics is underway internationally at airports in Canada, Japan, Italy, Spain and Iceland, said Liddell.

Mobile phones will play a critical role too, one that extends beyond mobile boarding passes (which were introduced over a decade ago).

“Your mobile phone will become your remote control to manage your travel,” said Andrew O’Connor, vice president of portfolio management at Sita, an air transport technology company. “Today, you can interact with a check-in or bag-drop kiosk through your phone, eliminating contact with surfaces. However, in the longer term we see your digital identity being stored on your mobile.”

Sita envisions airport experiences will be walking ones, where identities are verified in seconds and passengers are kept in constant motion. Its Smart Path technology is used at airports in Athens, Brisbane, Doha, Muscat, Orlando, Miami and Boston.

Dubai International Airport has a “smart tunnel” that uses biometrics to speed up immigration control. With it, passengers can clear an immigration check in [15 seconds](#).

“Last year, more than 12 million passengers used the smart gates and biometric tunnel for passport control there,” said Liddell. “Other airports have similar aspirations and will follow suit.”



A traveler passes through immigration control by walking through a “smart tunnel ” at Dubai International Airport.
GIUSEPPE CACACE/AFP

Airport checkpoints may come in many forms, from tunnels and gardens to automated walkways. And they will be more important than ever in the wake of Covid-19 as “security queues are the antithesis of physical distancing,” said Liddell.

What about the pre-boarding pileup of people who hover around the gate agents before their rows or categories are called? Airlines may use mobile phone notifications to quietly call customers to board.

“We bring people to the gate too soon,” said Liddell. “This happens because passengers can’t adequately predict how long it will take to maneuver security screening processes, and also because airlines communicate most reliably at the gate versus via digital means.”

He predicts that in the post-Covid-19 era ahead, crowding everyone together at the gate will feel “more and more untenable,” forcing airports to find ways to bring passengers together just prior to boarding.

2. Changing the security line

How to streamline a process that requires passengers to stand shoulder-to-shoulder, while placing their shoes and outerwear in reusable bins alongside germ-laden handbags and laptop computers?

Booking appointments to pass through security is one way to reduce crowds and long lines. At Montréal-Trudeau International Airport, passengers [book their own screenings](#). But Tim Hudson, an aviation leader at the global architectural firm Gensler, said airports could assign spots similar to “easy-access passes offered by amusement parks.”

“With the use of smart technology, the airport would assign passengers a dedicated time slot to enter the security checkpoint,” said Hudson. “This strategy will allow airports to anticipate and manage passenger loads, while helping passengers minimize contact with other passengers and contaminated surfaces.”



Airport security is a trifecta of post-pandemic problems: crowding, passenger touch points and (occasionally) security agents touching your belongings.

Robert Alexander

Programs such as Global Entry rely on biometrics to zip enrollees past long immigration and security lines. The TSA PreCheck program in the United States — which deals exclusively with security lines — [is testing](#) biometric technology (it currently manually compares passengers to their photo IDs). But, passengers have to sign up and pay for these programs.

“As travelers, we have to opt into the process and become more comfortable with sharing our private information,” said Hudson. “If travelers are willing to give up a little more data, the process from curb to gate will be much more streamlined.”

While bookings and biometrics speed processing, they don’t screen luggage or solve the touch point problem.

“Biometrics work to confirm your identity and the validity of your travel documents, not what you’re carrying with you,” said Liddell. “Other technologies, such as computed tomography, which applies algorithms and the creation of 3D images to detect explosives and other threats in baggage, as well as other computer vision systems, are emerging to innovate how airports and TSA address the prohibited items problem.”

3. Cleaning everything from luggage to people

Simpliflying, an airline marketing strategy firm, predicts luggage will be fogged and “sanitaged” on the check-in belt. Carry-on luggage (as well as the bins) will be disinfected by fogging, UV-light or another quick technique in the X-ray security machine.

Your bags may not be the only thing that is sanitized. Hong Kong International Airport is testing a full-body disinfection booth made by CleanTech that disinfects from head to toe during a 40-second sterilization process.

Airports will be cleaned more often with emphasis on touchless methods of disinfection. Singapore's Changi Airport is doubling terminal cleanings and coating high-touch points — such as handrails, lift buttons and cart handles — with a disinfectant that reduces viral and bacterial transmission [for up to six months](#). Hong Kong is using Intelligent Sterilisation Robots to kill up to 99.99% of bacteria and viruses in the air.



Three Intelligent Sterilization Robots are deployed around-the-clock in Hong Kong International Airport.
Courtesy of Hong Kong International Airport

Kentucky's Louisville Muhammad Ali International Airport has quadrupled the number of automated hand sanitizer stations throughout the terminal and replaced more than 100 manual bathroom soap dispensers with automated units. Only 5% of hand towel dispensers weren't automated, and they are being replaced too.

4. More relaxed and spacious terminals

Ibrahim predicts that smoother check-in and security screenings will leave passengers happier, less stressed and more likely to spend money in departure lounges.

“Digital payment systems will be introduced that will make tills, cashiers and conveyor belts increasingly redundant,” he said. “Queues will eventually be anathema in stores.”



The virtual information booth at Kentucky's Louisville Muhammad Ali International Airport.

Courtesy of Louisville Muhammad Ali International Airport

Autonomous vehicles, robots and artificial intelligence will play bigger roles, especially in ways that eliminate lines and crowds, said Liddell. In the meantime, you can still speak to real people, even if they aren't physically present. Louisville's airport has installed a virtual information booth where passengers can speak to a representative through a live video feed.

Dining and retail areas may eventually be separated, with virtual reality or holographic imagery to show buyers options and purchases delivered by a bot, predicts Faith Popcorn, CEO of marketing consulting firm BrainReserve.

“We'll eliminate many jobs in favor of germ-free technology,” she said.

5. A check on disease, rather than a conduit

As airports are adding cameras and sensors to combat Covid-19 infections, Liddell believes that air hubs could eventually become a place to detect and contain emerging health threats, rather than the unintentional vector of disease that they are today.

Etihad Airways is testing kiosks in Abu Dhabi International Airport that monitor body temperatures and heart and respiratory rates. Other airlines are relying on symptom questionnaires and thermal cameras. Perhaps CT lung scanning will be implemented, as Simpliflying predicts, with results produced before passengers can fly.

Staff at Doha's Hamad International Airport are donning smart screening helmets that assess body temperatures using thermal imaging, artificial intelligence and augmented reality, [the airport said](#).



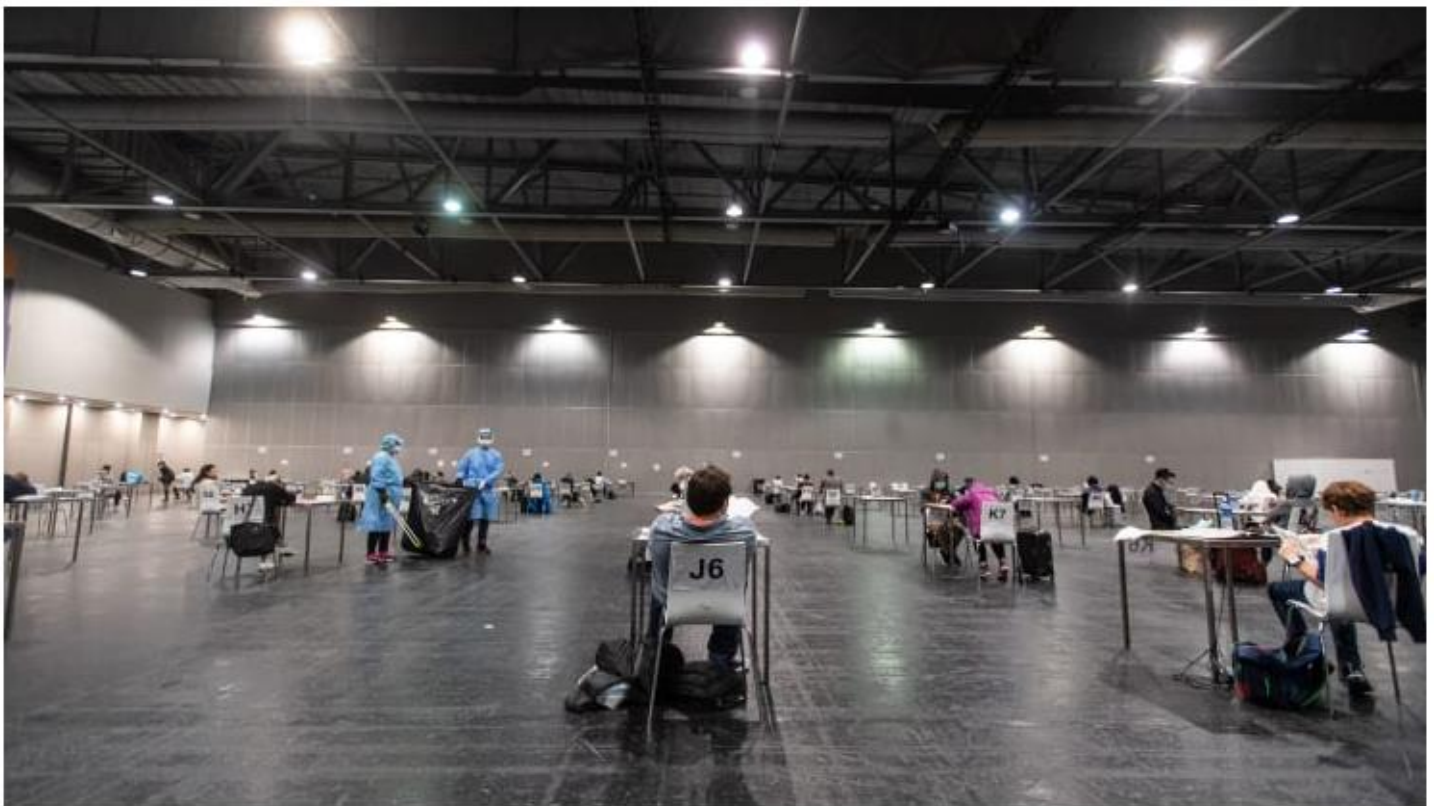
Staff at Hamad International Airport wear temperature-screening helmets.

Courtesy of Hamad International Airport

Those measures are not foolproof, however. As people infected with Covid-19 can be contagious while asymptomatic or before the onset of symptoms, airport screenings can feel more like a sieve, sifting out only the most obvious cases.

“Based on the figures, it seems that coronavirus infections are rarely found through airport screening,” said Taneli Puumalainen, chief physician at the Finnish Institute for Health and Welfare, in an interview with Finnish airport operator [Finavia](#).

Hong Kong International Airport was the first airport to announce mandatory testing for all arriving passengers. New arrivals take a shuttle bus to the Asia World-Expo to provide “[deep throat saliva samples](#)” and await results, a process which has been reported to take [up to eight hours](#).



Socially-distanced travelers wait for saliva sample results in a coronavirus testing facility at the AsiaWorld-Expo in Hong Kong on Thursday, May 14, 2020.

Laurel Chor/Bloomberg

Much ado was made when Emirates began trialing rapid finger-prick blood tests to a small subset of passengers last month. The tests were for antibodies though — not Covid-19 infections — and when accuracy rates were found to be around 30%, the Dubai Health Authority, who administered the tests, [banned them altogether](#).

Vienna International Airport announced on May 4 that incoming travelers without proof of a negative Covid-19 test within the previous four days could avoid a mandatory 14-day quarantine by taking a test at the airport for 190 euros (US\$208). However, the testing is only available to passengers [with a residence in Austria and a valid residence permit](#), hardly making it a viable option for business travelers and tourists.

Airport testing may become more common when rapid-result Covid-19 kits are developed, which may not be too far away. Ichortec, a German-based biotech company, says it has developed a nasal swab test that can detect Covid-19 [in under three minutes](#) with no less than 95% accuracy. Patents for the test are pending in the U.S., Germany and the European Union.

What to expect at the airport this summer

In the immediate future, air travel is expected to get worse before it gets better.

The post-pandemic flying process may start 24 hours before you take off, with passengers checking in online, uploading health information, pre-purchasing a mask and pair of gloves and paying to sit next to an empty seat (though the latter option [didn't work out well](#) for Frontier Airlines).

Those predictions are part of a [report](#) issued last month by Simplifying that predicts more than 70 areas in an air traveler's day will change as a result of the global pandemic.

The report states passengers can expect to arrive four hours prior to departure and pass through a [disinfection tunnel](#) and thermal body scanner before entering the airport. Those who are “fit to fly” will be allowed in; non-travelers and anyone deemed unfit will be strictly prohibited from entering.

Passengers who check in via agents will do so behind a protective barrier. Miami International Airport has already installed them, as well as at TSA checkpoint podiums and boarding counters.



An employee installs plexiglass shields on check-in counters at Sarajevo International Airport on May 19, 2020.

ELVIS BARUKCIC/AFP

On May 21, the TSA [announced](#) that customers will now scan their own boarding passes, rather than passing them to an agent. Food should be placed in a clear plastic bag and put into a bin, to reduce triggering alarms that require agent inspection. Up to 12 ounces of liquid sanitizer are now allowed in carry-on luggage too.

In the end, passengers may be their own worst enemies.

“The greatest security issues will be the potential for disruptive behavior as longer wait times increase and decline in service offerings like food and drinks become the new norm,” said Timothy Williams, a vice chairman of Pinkerton, a security firm.



A health worker screens the temperature of an airline passenger at Debrecen International Airport in Debrecen, Hungary, on Monday, Feb. 24, 2020.

Bloomberg

Janet Bednarek, history professor and author of “Airports, Cities, and the Jet Age: U.S. Airports Since 1945,” agrees.

“The biggest challenge will be getting U.S. passengers to accept new measures like social distancing, wearing masks and temperature checks,” she said.

“People were willing to put up with the new security measures after 9/11 because airplanes very visibly had become terrorist weapons, and no one wanted to be on an airplane where that could happen again. Escaping a virus is less tangible,” she said. “And the messaging from the government in this crisis has been far less consistent than after 9/11.”

The Most Stunning Hotel Pools



Courtesy Burgenstock Hotel and Alpine Spa

SHARE:



The 2020 Legend Awards.

By The Editors on May 12, 2020

The 2020 Legend Awards are meant to serve as inspiration for future travel—when it is safe to do so. Learn more about this year's awards on our [methodology page](#).

Luxury travel is about seeking out new places, gaining new perspective, and exposing yourself to new cultures. But it's just as much about leisure. And that's especially true for the luxury traveler who is [constantly flying for both business](#) and pleasure. If you're traveling on business from Monday to Thursday but [extend your trip for a long weekend](#), you need to prioritize relaxation as much as exploration.

Most stunning pools is a new category for the Legend Awards this year, because we put a premium on unwinding in a particularly beautiful setting. And a magnificent pool at a five-star hotel is really reflective of the property's artistry and architecture. These pools have [innovative design](#), creatively using geometric shapes and custom-made tiling. And they're set against gorgeous backdrops that further complement their design and amplify their beauty.

Here are our 2020 Legend Awards honorees for best hotel pools:

Fontainebleau Miami Beach



Courtesy Fontainebleau Miami Beach

The [Fontainebleau Miami Beach](#) has 11 pools, each offering a unique experience. Traveling with kids? The Family Pool has multiple pools of varying depths, a water slide, and “dive-in movies” in the summer. Aiming for a relaxing day soaking up the rays? The oceanfront [Bowtie and Oasis Pools](#) are reminiscent of “Morris Lapidus’ signature bowtie design.”

2,979 views | May 12, 2020, 08:39am EDT

12 Hotel Live Cams To Spur Wanderlust



Jennifer Kester Contributor

Forbes Travel Guide Contributor Group

Forbes Travel Guide



Grand Velas Los Cabos GRAND VELAS LOS CABOS

To prevent yourself from going stir-crazy during quarantine, try a change of scenery. Luxury hotels all over the world have live cams showcasing their dreamy destinations. These livestreams let you escape to everywhere from the rocky coast of Maine to the secluded sands of the Maldives all without leaving your living room.

Scroll below for some live cams that will send you on a virtual vacation.



Acqualina Resort & Residences ACQUALINA RESORT & RESIDENCES

Acqualina Resort & Residences, Miami

Imagine peering out of your window at the Five-Star hotel, past the swishing fronds on the palm trees to the inviting beach and rolling waves beyond. The [live cam](#) also reports the temperature in the lower right-hand corner, so that you can almost feel the sun shining on your face, too.



Climate Change: Resiliency Practices for Hotels and their Communities

By [Nancy Loman Scanlon, Ph.D.](#), Associate Professor, Chaplin School of Hospitality & Tourism Management, FIU | May 17, 2020



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Miami and Miami Beach, Florida are a case study in resiliency and the loss of significantly measurable assets to the impacts of increasing and sustained climate heat levels, warming ocean waters and loss of fresh water sources. Taken together these climate impacts directly threaten the 18 billion dollar annual tourism industry and the quality of life for Greater Miami's 2.5 million residents.

Greater Miami hotels sold 15.6 million hotel room nights in 2018 which represents 1.5 guests per room or 23.4 million guests flushing 15.6 million toilets and running 15.6 million ten

minute showers. Miami is adding 20,000 hotel and condominium rooms between 2017 and 2022. Where will the fresh water come from? The pipeline for freshwater and the acquirers beneath the City of Miami are already being drawn down due to over demand by the combined local population and [23.3 million visitors in 2018](#).

Resilience to Disease

Resilience has become an important part of the conversation in the hotel and tourism community for water, energy, carbon emissions related heat impacts and waste management. What was not often included in past conversations about resiliency was the impact of disease. This is not a new issue. It appeared as SARS imported from Asia to Toronto, Canada in 2003 by travelers, was identified in a hotel property and spread primarily by human contact.

Today we grapple with the pandemic impacts of COVID-19 and its spread due to human to human contact by particulates of the virus. Resiliency, going forward, now includes particular attention to indoor air quality, surface cleanliness and other materials that humans come into contact with. A major control of the virus in a building is the HVAC system. Within the HVAC system, the primary prevention technology for the spread of the virus is the air filtration system. We are most familiar with HEPA filters and their ability to capture and sequester unwanted air borne impurities.

In the next level of preventive maintenance we now need to consider the benefits of anti-bacterial properties in the form of biocides that can actively eliminate airborne bacteria and viruses. [Filters and multiple self-decontamination applications](#), with these properties, are becoming readily available on the market in a burgeoning area of innovation.

As hotels and tourism sites reopen to the public, it is critical to be able to communicate efforts such as this in order to restore guest confidence.

Resiliency in Miami Beach offers an interesting perspective on three significant climate impact issues on hotels: sea level rise and general flooding, the waste stream and plastics and increased climate heat. The shocks and stresses of climate impacts and adaptations in this barrier island city have resulted in some forward thinking on the part of city officials to preserve, in the words of former Miami Beach City Mayor Phil Levine, "the experience of Miami Beach for as long as possible".

Resilience For Flooding & Sea Level Rise

Miami Beach is a barrier island once protected, on its west side, by mangrove tree groves that supplied resiliency to sea water surge and flooding. These groves have been largely stripped away, allowing a buildup of residential and commercial buildings on the island side facing Miami. The highest point of land on the island is actually along the ocean front where a solid line of large hotels have been built. While storm surge from the ocean is still a major concern to street level hotels and other commercial buildings, the primary concern for flooding is on lower land areas where hotels and residential areas share space.

Street flooding had become a major issue in 2015 when then City of Miami Mayor Phil Levine championed a program of installing pumping stations in vulnerable areas to help channel water from the streets back into the Biscayne Bay and Atlantic Ocean. The City then began raising roads in the most vulnerable areas, both commercial and residential. This combination of technology and municipal planning has helped to mitigate a situation which threatens both the quality of tourism activity and residential life.

Hotels in vulnerable areas are now less at risk of streets flooding into the lower building areas which, for smaller hotels, is often the lobby. The [South Florida Climate Change Compact](#) 2015 projections for sea level rise for the Miami area are 6 to 10 inches by 2030 and 14 to 26 inches by 2065.

Over the past 10 years many hotels in Miami Beach have been either completely rebuilt and/or renovated. As part of this effort hotels have identified the ever increasing flooding problems and raised the lower levels of their hotels. New build projects have placed parking garages on the lower levels with the lobby area above, essentially on what is the second or third level.

Hotels, such as the Fontainebleau Miami Beach, whose historical atrium lobby bar area is directly in the path of oncoming ocean surge water, have raised the front desks and operational lobby areas up to a first floor level looking over the bar area and out to the ocean. Meeting rooms, restaurants and other areas appear to be adjacent to the lobby but are actually on a higher level. The beach side dune area has been raised and sea walls reinforced to reduce the flow of storm surge water into the hotel pool and gardens from the beach side of the property.

Resilience For Energy

The LEED Green Building certification program has been adopted by many hotels and development projects around the US and globally as part of resiliency strategies. Silver and gold certification levels can be achieved either in new or existing buildings. LEED certified buildings significantly reduce energy and water use which also creates a healthier environment for guests and employees. Air quality is improved and carbon emissions measurably reduced. The [LEED Gold certification](#) level is expected to achieve 28% less energy, 35% less water and result in improved air quality.

Investors appreciate LEED certification as it has proven to increase the value of buildings, reduce lease turnover in commercial space and lower insurance costs.

Sourcing energy from renewable technologies such as solar and wind can be a reasonable option depending on the property location and/or the utility providers' source of energy. Solar panels on the side of buildings, windows and shutters designed for solar collection, wind turbines on property or in the community, are all viable options. Generators that are battery powered by solar energy are good emergency alternatives. New building design and construction options continue to become available at reasonable investment costs. Arguments about ROI and solar installations having too long a return time on investment is shortsighted. Buildings with solar technology installations typically have higher resale values.

Resilience For Rising Temperatures

As global and regional heat temperatures continue to rise, increased periods of high heat becomes a resiliency issue. In 2019 Florida experienced 125 days with a [heat index over 90 degrees](#) Fahrenheit. Miami, which sits at the end of the peninsula, catching benefits from being surrounded on three sides by water, had 68 days above 90 degrees Fahrenheit in 2019. Forecasts by the [National Weather Service](#) and other climate services is for the high degree number to reach 105 degrees Fahrenheit by 2050.

The strain that these temperatures put on the HVAC systems in buildings can be significant. How they affect people can be even more so. A primary attraction for visitors to the Miami area is the weather, especially in the fall, winter and spring months. Visitors intend to spend time out of doors enjoying what they expect to be reasonable, if warm, temperatures. As the heat index rises, hotels need to provide more shade cover and options for outdoor activities that do not include direct sun.

Heavy plantings of large shade trees, landscaped areas and covered patio and poolside facilities are part of shade expansion programs. Sports activities such as golf, tennis and beach activities require open areas. Lighting tennis courts and swimming pools encourages guests to participate at earlier and later times in the day. LED lighting technology with lower energy consumption, supports these options.

As heat temperatures soar the impact of direct sun on buildings needs to be considered. Solar heat absorption by buildings increases the demand for air conditioning. Using landscaping, shade trees and roof top gardens helps to lower impact and insulate the roof and sides of buildings that are directly in the sun's path. Architectural and engineering designs for a building with high solar impact position the windows on the north and south sides and the walls with the least window exposure, on the east and west sides.

The value of the view however, often creates a different design need for hotel buildings. The view from a hotel room is a valuable amenity, creating higher demand and room rates. Windows absorb and radiate heat. Window and shutter technologies that help to insulate windows create resilience. Often this can be combined with solar energy collection.

Resilience for Plastic Waste Impacts

On a worldwide basis a major problem is plastic waste management, choking water-ways, sewers, endangering marine life and forming into floating masses of plastic trash. Plastics, when recycled in a plastics only system, can be collected, cleaned and resold for a wide variety of industrial uses. The alternative to plastic waste is to put single-use plastic alternatives into the supply chain.

In a campaign to get tourism businesses with a high rate of single use plastic in bottles, flatware, utensils, cups, bathroom amenities, packaging and other, the City of Miami Beach has created a benchmark program "[Plastic Free Miami](#)". The program encourages hotels and restaurants to find plastic alternatives for disposable packaging and tableware and eliminate the use of plastic bags in all areas. Plastic straws have been taken completely out of use by City regulations.

Resilience For Customer Trust and Health

The wellness concept trending throughout the hotel industry can benefit from biophilic green house designs. Resilience practices include indoor plantings, grey water systems management, the use of ventilation to augment air conditioning in areas with lower levels of humidity, in addition to radiant heating and cooling.

As the global hotel industry recovers from the impacts of COVID-19, the implementation of these technologies and design techniques will help to reinforce a level of trust with customers often focused on the health and well being of their families and employees as they make hotel reservation choices. Hotel properties that can evidence what is perceived as a 'safe' environment, should benefit from a positive customer response.

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Dr. Scanlon, Ph.D.

Dr. Nancy Loman Scanlon is an Associate Professor at the Chaplin School of Hospitality and Tourism Management, Florida International University. She has over thirty years of lodging industry experience with Hilton Hotels, Marriott Corporation and Interstate Hotels. Dr. Scanlon is the Vice-Chair of the Sustainability Committee of the AHLA and serves on the Advisory Panel of the International Tourism Partnership (ITP) London, England. For the United Nations she serves on the UN Disaster Risk Reduction Words In-to Action Committee: Tourism Sector. She is chairperson of the Sustainability Council of the Greater Miami and the Beaches Hotel Association. Dr. Scanlon speaks internationally on climate change impacts and sustainability issues affecting tourism. Dr. Scanlon, Ph.D. can be contacted at 305-919-4775 or nscanlon@fiu.edu

Extended Biography

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Hyatt, Terra Group and Turnberry Announce Plans for the First Grand Hyatt Hotel in Miami Beach



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USA, CHICAGO, ILLINOIS. May 20, 2020

Hyatt Hotels Corporation (NYSE:H), Terra Group and Turnberry announced plans for a new 800-room Grand Hyatt hotel in Miami Beach, Fla that will be managed by Hyatt. Slated to open in 2023, Grand Hyatt Miami Beach will offer elevated experiences for leisure and business travelers alike. Its prime location adjacent to the Miami Beach Convention Center, which completed a \$600 million renovation last year, offers visitors convenient access to the city's most anticipated tradeshow and events.

The 17-story hotel will be situated at the intersection of 17th Street and Convention Center Drive, within walking distance of the Atlantic Ocean beachfront, Lincoln Road Mall, New World Symphony, The Bass Museum and The Fillmore Miami Beach. The hotel development is being led by David Martin of Terra and Jackie Soffer of Turnberry and will be a joint venture between the two development companies.

"At Hyatt, we believe in growing with intent and expanding our footprint in markets that matter most to our guests and World of Hyatt members," said David Tarr, senior vice president, development, Americas, Hyatt. "Hyatt is proud to play an integral role in this project as hotel operator, under the luxury Grand Hyatt brand, which will help guests and locals alike celebrate the iconic, captivating city of Miami Beach."

The new hotel will become only the second Grand Hyatt property in Florida, joining Grand Hyatt Tampa Bay. Grand Hyatt hotels are designed to connect guests with iconic experiences, landmarks and cultural touchstones in captivating destinations around the world. Hallmarks of the brand include bold and vibrant design and architecture, elevated amenities and welcoming service that creates moments of more.

"For years, Miami Beach has served as a global destination for arts, culture, shopping, dining and entertainment, but the city has lacked a true headquarters hotel for top-tier conventions and meetings," said Martin and Soffer. "South Florida's first Grand Hyatt hotel will maximize Miami Beach's investment in its re-imagined Convention Center while bridging the physical gap that exists between the Convention Center District and surrounding neighborhoods."

Grand Hyatt Miami Beach will be designed by internationally acclaimed architect Bernardo Fort-Brescia and his firm, Miami-based Arquitectonica. The team also includes partner Craig Robins of Dacra, who is the visionary behind the Miami Design District and helped revive Miami Beach's Art Deco District in the 1990s; Stonehill Taylor, which is designing the hotel's interior lobby and lounges, ballroom and meeting rooms, hotel rooms and all common areas; EOA, which is designing the pool deck hospitality features of the hotel; and Arquitectonica GEO, which is creating lush pedestrian promenades and landscapes.

Hotel features are expected to include 12 floors of guest rooms offering expansive views of Miami Beach, two floors of meeting spaces and ballrooms that will complement the Convention Center, a resort-style pool deck with panoramic views, and limited retail space that will activate the district at street level. An elevated skybridge will enable event attendees to move freely between the hotel and Convention Center in a climate-controlled, art-filled corridor.

Plans also include landscaped pedestrian promenades on surrounding streets, bike sharing stations, connectivity with public transit routes, dedicated ridesharing pick-up and drop-off zones, and direct access between the Convention Center and Lincoln Road. The project's resiliency and sustainability measures include storm water management and reuse, flood risk mitigation, and the use of solar power - all of which are designed to ensure operational continuity during weather events.

"The Greater Miami Convention & Visitors Bureau (GMCVB) joins Terra, Turnberry and The City of Miami Beach in welcoming Grand Hyatt Miami Beach as the new 800-room headquarter hotel connected to the Miami Beach Convention Center," said William D. Talbert, III, CDME, President of the GMCVB. "Grand Hyatt Miami Beach will make it possible to better compete for citywide conventions which fuel jobs in our community and generates business for all of Greater Miami's hotels and merchants. We look forward to the hotel ground-breaking which once completed will finalize the Miami Beach Convention Center District."

Media Contact:

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Sandra Thomas / Vancouver Courier

MAY 8, 2020 01:36 PM

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So, make mom a tropical cocktail, throw on some tunes, grab the ukulele and serve up brunch with this recipe from [McCaffrey House Bed & Breakfast](#) in Tuolumne County, California.

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Whether you want to test your mixology skills at home with Barbados-approved cocktail recipes, enjoy it neat while playing a game of dominoes with the family (a popular pastime at **rum shops** across the island) or enjoy it during an online Soca festival, ease into the spirit of island living by celebrating life and purchasing a bottle of these world-class Bajan rums:

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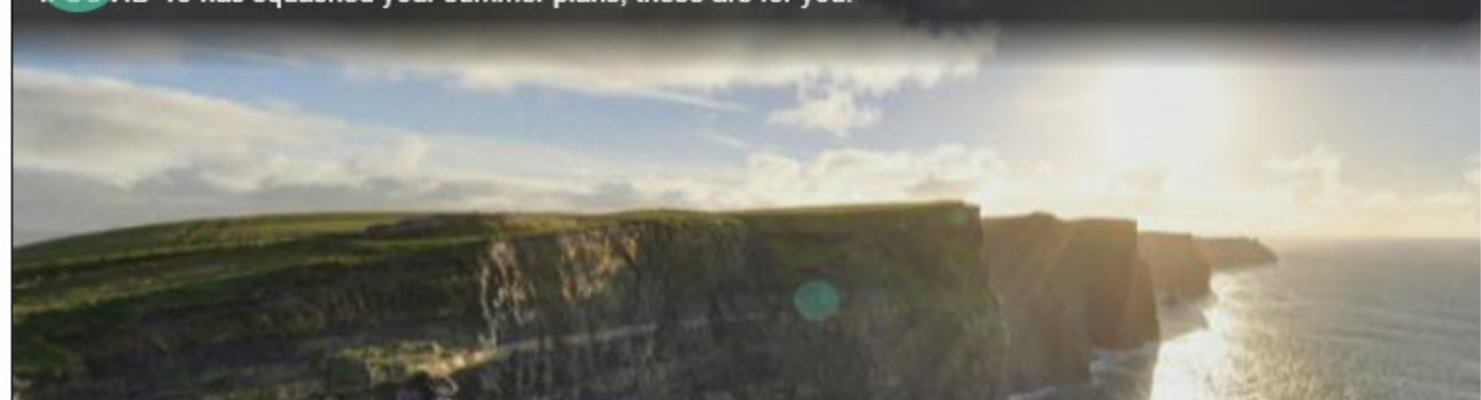
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LIFE

TRAVEL

Travel around the world without leaving your couch with these virtu...
If COVID-19 has squashed your summer plans, these are for you.



How to travel around the world without leaving your house

Find Natalie's suggestions below, and watch the video above for more!



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AUSTRALIA

If diving the Great Barrier Reef always made you nervous, you can now [discover sea creatures](#) virtually. [Participate](#) in crocodile encounters, morning workout overlooking Byron Bay or take in the Uluru sunset with music curated by Sounds Australia. Check out Australia Live on their [Facebook](#).



IRELAND

Take in the beauty and tranquility of picturesque Ireland through one of their many virtual experiences. From the [Cliff of Moher](#) to the [Irish National Heritage Park](#) to the famous [Long Room Library at Trinity College, Dublin](#), Ireland is at your fingertips.

Want to get creative? Your family can also recreate travel experiences at home. Check out Natalie's suggestions below – the kids will love it.

A PICNIC IN PARIS

Grab a baguette, some cheese, fresh fruit and wine. Play some traditional French music, order an Eiffel tower on Amazon, and enjoy a picnic outside!

AN AFRICAN SAFARI

Set up a tent outside, and create a scavenger hunt for different creatures. Dress up in your best safari gear and try activities like animal charades, movie outdoors, and stargazing.

CARIBBEAN GETAWAY

Set up a sand box and a kiddie pool, then find some cocktail recipes online. Finally, play your favourite music from anywhere in the Caribbean: Reggae, Soca, Dance Hall.

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Whether you want to test your mixology skills at home with Barbados-approved cocktail recipes, enjoy it neat while playing a game of dominoes with the family (a popular pastime at **rum shops** across the island) or enjoy it during an online Soca festival, ease into the spirit of island living by celebrating life and purchasing a bottle of these world-class Bajan rums:

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Belize

As a destination that exudes vibrance, cultural-infusion and exotic natural wonder, Belize has an array of ways to bring a little bit of paradise to your home while we all continue to do the right thing and stay put — for now. Here are just a few suggestions for bringing Belize to mom:

- Belize is offering a creative outlet for kids and kids-at-heart with their **downloadable colouring pages** to help bring some of the colour and creativity of Belize to your home — and will hopefully give mom several free hours of alone time.
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Tuolumne county, California

A county that straddles three distinct regions — Gold County, High Sierra and Yosemite — Tuolumne is truly a hidden gem (or hidden gold nugget) with treasures waiting to be discovered. The active or outdoorsy mom can get acquainted with outdoor offerings and culinary treats of Tuolumne County at home.

Start dreaming of your next visit, with these suggestions:

Situated in the High Sierra region of Tuolumne County, [McCaffrey House Bed & Breakfast](#) is an idyllic retreat and the inn's signature breakfast is both a literal and visual feast, with pristine forest and wildlife as the meal's backdrop.

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- Next, sprinkle with cheddar cheese — this gives it a bit of a bite.
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- *Petticoat Junction*
- *Lassie*
- *High Noon*
- *Dodge City*

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MAY 8, 2020

Bring the world to mom on this unusual Mother's Day

From Barbadian rum cocktail recipes to a playlist from Belize, give mom the gift of travel — from home



This Mother's Day is one for the books.

Not only have most moms been forced to stay home for the past two months, throw in some home schooling and, well, I think this teacher sums it up best with her short [video](#).

While travel is still off the table for most of us due to COVID-19, we can still dream about it, especially on occasions like Mother's Day.

So, make mom a tropical cocktail, throw on some tunes, grab the ukulele and serve up brunch with this recipe from [McCaffrey House Bed & Breakfast](#) in Tuolumne County, California.

Islands of Tahiti

The Islands of Tahiti is a destination of superior luxury with simplicity and purity at its core — this is especially true for Tahitian goods such as vanilla, pearls and monoi.

Treat mom and bask in the Tahitian vibes with these products from the islands:

- The magic of a few chords can immediately whisk you away to the Islands of Tahiti. The [Tahitian ukulele](#) has eight strings with four double courses and are typically handcrafted with local materials. The best part about the ukulele? It's always played with a smile. Bring some Tahitian tunes into your home [here](#). Fun fact: in 2015, more than 4,000 people gathered in Papeete to perform in the largest 'ukulele band in the world to secure a title in the Guinness World Records.
- Traditionally, monoi oil is prepared by māmā (grandmothers) from the islands, made from refined coconut oil and Tahitian tiare flowers and is used in a variety beauty and skin products. The Tahiti Monoi Road is the global source of monoi oil, where visitors can explore the production process and peruse the shops — but until you can experience this Tahitian staple on the islands, let your senses transport you to with monoi-based lotions and oils available [here](#).
- The scent and taste of vanilla closely resemble paradise, and when it comes to vanilla beans, powder, extract, etc., top chefs recognize [Tahitian vanilla](#) as the best in the world. The island of Taha'a is specifically renowned for its superior vanilla plantations and grows 80 per cent of all Tahitian vanilla beans. Add some vanilla flavour to your home, as a fragrance or special ingredient in sweet and savoury dishes, with [authentic Tahitian vanilla](#).
- Practice to become an expert Tahitian dancer for your next visit to the islands (or at least get moving) with The Islands of Tahiti's dance lessons. Join [Tuiana Brodien from Vahinerii ori Tahiti school dance](#) as she shows you some basic Tahitian dance steps.

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MAY 21, 2020

Recipe For Travel: Miami Café Con Leche

We may not be able to board a plane right now, but we can create drinks and dishes that transport us to some of our favourite destinations! Greater [Miami](#)'s Hispanic connection dates back nearly 100 years. In fact, Cuban Americans make up 60 per cent of the total Miami Hispanic population, and the Cuban flair is felt deeply within the city's culinary scene. A prime example of this is Cuban coffee, which has become synonymous with breakfast in Miami. Cuban coffee can be enjoyed in a variety of ways, Cafecito, Colada, Cortadito and Café Con Leche—the latter being a Miami staple! Below, Miami-native [Stephanie Pernas](#) shares her recipe to make this classic Miami morning staple in (your) house. —*Vita Daily*



Café Con Leche

Espresso

Evaporated milk

2 tbsp sugar

Brew your espresso (preferably in a stovetop espresso pot). Steam your milk. You can either heat up the evaporated milk on the stovetop or microwave it. Measure out your sugar and then add a splash of coffee to the sugar and stir until melted. This whole process is really important and helps get the sugar to the consistency it needs to be to melt into the coffee. Pour the sugar back into the coffee and stir. Pour the coffee into your milk (typically 50/50 mixture)—et voila! Enjoy an authentic Cuban Café Con Leche!

miamiandbeaches.com

LISA HOMSY

IF HAPPINESS IS THE GOAL – AND IT SHOULD BE, THEN ADVENTURES SHOULD BE A PRIORITY

MAY 30, 2020

12 BEST GIRLS TRIP DESTINATIONS IN THE WORLD

Sometimes all you need are your girlfriends. Am I right? But sometimes the hardest part about planning a girl's getaway is deciding on a destination.

We all have our own opinions of how we like to relax, so first of all you need to identify what you want to get out of the vacation. Do you want a beach or city? Warm weather or cold? Do you want to want to relax or have an adventure? Once you identify those things you're on your way to planning an epic girls vacay!

Here are my top recommendations for best places for a girls trip!





Jamaica



Mallorca

BEST GIRLS TRIP DESTINATIONS FOR RELAXING

If you are dreaming of a girls weekend getaway to a beach or a girls trip to a place where you can relax and get away from it all, this is the list for you.

TULUM

BEACH – WARM – RELAX

Tulum is hands down my number one recommendation for a girl's trip and a very popular destination for bachelorette parties. I celebrated my 31st birthday there with some of my girlfriends, and it was the best trip ever! Tulum is full of [Instagrammable places](#) so make sure not to forget your camera!

Curious to know what gear I travel with? Check out my [blog post](#) all about my favourite gear!

Tulum has no shortage of incredible hotels, but for a girl's trip, I'd recommend renting a villa. Nest and Zorba Beach Homes are always some of my favourites and have great villas for larger groups. We were able to comfortably stay 5 of us together.

Be sure to indulge in the best vegan tacos at Charlie's, get drinks at Posada Marguerita, and try the tasty smoothies at Raw Tulum!



BAHAMAS

BEACH – WARM – RELAX

Baha Mar is the perfect location for your girl's trip! It has everything you could want/need, and you can spend your time bouncing between the three Baha Mar's properties without worrying about transport.

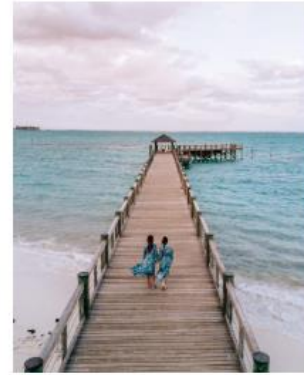
Depending on how big your budget is, the Rosewood is a bougie 5-star experience, the SLS is great for party-goers, and the Grand Hyatt is more low-key.

But even though the properties are all different, you'll have access to all the bars, casinos and restaurants. Your options are endless. We didn't even have time to try everything before we left.

I highly recommend the Lebanese and Japanese restaurants for dinner. Make sure to check out the cute food trucks for lunch.

Baha Mar is another property designed for Instagram. It's the perfect place to grab some Instagrammable group shots!





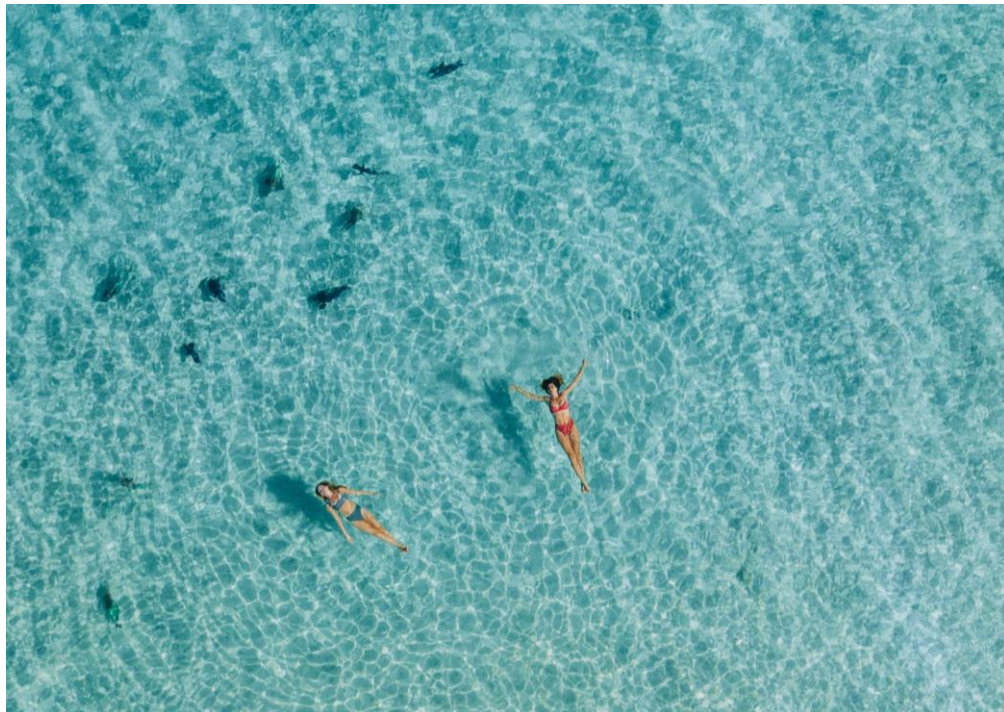
BERMUDA

BEACH – WARM – RELAX

Speaking from experience, Bermuda is the perfect spot for a girl's weekend getaway! Colorful buildings, pink sand beaches, infectious energy from the locals – Bermuda is amazing!

You can get around the island pretty quickly, but you'll want to make time to visit beaches like The Loren at Pink Beach, Warwick Long Bay, Coral Beach & Tennis Club. We stayed at the [Hamilton Princess](#) which had incredible sunset views!

You also need to eat at at Devi's Isle Cafe. It is a little cafe in the middle of town serving up delicious brunch!





BEST PLACES TO GO FOR A GIRLS TRIP FOR ADVENTURE

Have a group of girlfriends with a sense of adventure? If you want to explore and experience the trip of a lifetime with your girlfriends, here are my best suggestions for you.

BALI

BEACH/ JUNGLE – WARM – RELAX/ADVENTURE

Bali is always a good idea and is great for a girls trip, solo trip or couples trip alike. But my first trip to Bali was actually a girls trip back in 2015! Bali is a perfect blend of beach and jungle as well as relaxation and adventure. It's whatever you make of it.

There is so much to see and do in Bali, my recommendation would be to stay and visit for at least 2 weeks (especially if you're traveling from North America.) My favorite places on the island start with Canggu for the beach, parties, and endless food hotspots. Canggu is the food mecca of the island. Don't miss out on my favorite taro latte at Cafe Organic or the jackfruit tacos at Peleton Supershop.



Next head to Ubud for relaxation, lush jungle, and the Monkey Forest. Whether you are looking for a hotel with a flower bath in Bali or for a floating breakfast in Bali, Ubud has them both.

And definitely carve out some time to visit the Gili Islands and/or Nusa Penida for adventure!

If you're planning your trip you'll want to reference my [Best Hotels in Bali](#) as well as my [Best Cafes in Bali](#) blog posts. Don't forget to save them for reference later.



Flashing back to 2016

HAWAII

BEACH – WARM – ADVENTURE

Whichever island you choose will make a perfect destination for a girl's getaway!

HERE'S A QUICK RUNDOWN I GOT FROM A LOCAL ABOUT THE MAJOR ISLANDS:

Oahu has the most white sand beaches and is home to a few of the world's top beaches like Lanikai. Waimanalo beach is Hawaii's longest stretch of white sand. The North Shore of Oahu has the best surf in the world, hosting major surf competitions at Banzai Pipeline and Waimea Bay.

Maui offers a very relaxed atmosphere attracting many honeymooners. It's also known for having the best hikes and waterfalls as well as the famous Road to Hana. If you're looking for a different kind of beach, Maui has red and black sand beaches due to the volcanic ash. Maui also has some of the best snorkeling and sunsets.



Kauai is best known for its amazing hikes and beaches. Kauai is for the most part still pretty untouched compared to the other islands. Nothing is overcrowded, and there are no tall buildings. It's a great place for camping and stargazing.

Big Island is most famous for its active volcanos. It's the best place to swim with giant manta rays, has some good fishing spots, and has some amazing waterfall hikes. Big Island also has some very unique beaches including a black sand beach and a green sand beach!

I've only visited Oahu so far, but I would love to discover all the islands. For a girls trip, definitely book your stay at the Royal Hawaiian (also known as The Pink Palace of the Pacific). It's so iconic! Known for its pink touches, parasols, pancakes, bathrobes – everything is pink! Aesthetically, it's designed for Instagram!

For my full guide to discovering the island, check out my [Ultimate Guide to Oahu](#) blog post!





COSTA RICA

BEACH/ JUNGLE – WARM – ADVENTURE

Costa Rica is an adventurer's paradise, the country has so much to offer! Ziplining, surfing, volcano hiking, waterfall trekking, this country has it all.

You'll want to rent a car or hire a driver if you plan on exploring a large part of the country. My personal favourite spots are Arenal National Park for the hanging bridges, La Fortuna waterfall located in the North. Then head to the West Coast to Santa Teresa, located on the Nicoya Peninsula.



Santa Teresa is my favourite place, and it's where I first learnt how to surf! It's all about that laid back lifestyle, where people walk barefoot and dogs run loose on the beach waiting for their owners to come back from their morning surf.

Make sure to grab some tacos at Eat Street and head to the beach to watch sunset. Or check out Olam, Earth Cafe, Drift Bar and Cafe Social!

Read all about my [Ultimate Guide to Costa Rica](#) and a breakdown of our full on itinerary or watch my travel vlog!



MIAMI

CITY – WARM – PARTY

It's been a minute since I've visited Miami, but it's the kind of city that the vacation is really what you make of it. Whether you're looking to soak up the Miami sunshine, shop, and indulge in great dinners or you're there to let loose and experience its nightlife in South Beach, Miami will take care of you. The Betsy Hotel was in a perfect location. Plus it has such a cute atmosphere, and they even have the sweetest hotel dog.

For a daytime activity beyond the beach, check out the Wynwood Walls. It's an art district where muralists from around the world showcase their larger-than-life masterpieces on the walls. It's an endless opportunity for Instagram photos so make sure to pack your camera and an outfit or two!



NEW ORLEANS

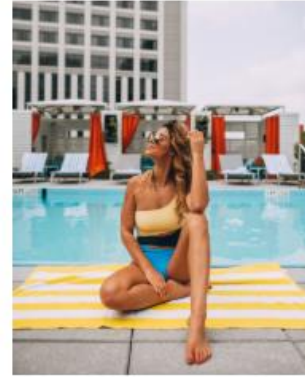
CITY – WARM/COLD – PARTY

If Vegas isn't your thing, you might want to try New Orleans. It's the perfect spot for a bachelor/bachelorette. You can soak up the southern culture by day and let loose with it's unique nightlife on Bourbon Street by night.

I actually visited with my best friend last year, and even though we didn't drink, we still had a blast! Pat O'Brien's dueling pianos is something NOT TO MISS! Walk around the French Quarter or if you're into some haunted history, take a ghost tour!

You'll also want to save room for the iconic beignets at Cafe du Monde! You'll be covered in powdered sugar by the time you leave, but it's worth it!





NASHVILLE

CITY – WARM/COLD – PARTY

Dust off your boots, and grab your cowgirl hat! As a country music lover, Nashville has been on my radar for years!

While I have yet to go, I can tell you the city is alive and share some friendly recommendations I've received.

If you're going to Nashville, it's safe to say you are a country music fan as well. A lot of the places in Nashville are small, so plan ahead or make a reservation.

One of the places you don't want to miss is The Blue Bird Cafe (where so many legends sang before they made it big). You never know who is going to drop in and perform there either. Big names in Nashville regularly drop in for surprise performances along with undiscovered or newly discovered talent.

Get there EARLY though. The line gets super long and the space is super small. You can continue waiting once it fills up if you don't make it in at first to take someone's spot if they leave. Sometimes the security guards even let you step inside for a minute to see and experience it if the line gets short enough.

Take a tour of the Grand Ole Opry and the Ryman Auditorium to experience these two iconic country music auditoriums. And make sure you check out a place called The Listening Room, where you get to hear the story behind the song!

If you walk along Broadway, you can't go wrong for bars and restaurants with live music. Just walk down the street until you hear a song you love. There is music during the day too, so you don't have to wait until nighttime to start your party.

I don't have photos from a girls trip in Nashville yet, so here are a few other favorites instead 😊



Germany



Fiji



Paris

NEW YORK

CITY – WARM/COLD – PARTY

The concrete jungle needs no introduction. It's obvious it's a perfect place for a weekend getaway with the girls. I mean we've all seen SATC!

New York is one of those places I've visited close to a dozen times and yet every time it seems like you unlock a new part of the city. Between the shopping, the food, the entertainment, and the people-watching, your options are endless.

If you've got the cash to spend, I'd recommend staying at the Gansevoort Meatpacking. If you're working with a tighter budget, book the Arlo Nomad.

While there is no shortage of food in NYC, some of my recommendations would be to get brunch at the Butcher's Daughter and Jack's Wife Freida (order the green shakshouka). ABCV is a must for dinner, and if you've saved room for dessert, head to Levin Bakery for their award-winning cookies!





MYKONOS

CITY – WARM – PARTY

No matter what you want to experience on the island, there are tons of things to do in Mykonos. If you're going with a group of girls, consider renting a villa so you can all stay together. It was so nice to have our own kitchen and pool for days we wanted to just chill. But if you're looking to have an incredible hotel experience you need to book a stay at Cavo Tagoo!

Greece is arguably one of the most Instagrammable places so make sure to take a day or two to wander the narrow alleyways of Mykonos town snapping photos.

At night get dressed up and grab a few drinks. Head to Scorpios for a fun beach club vibe.

And if you're looking for some adventure, rent a scooter or 4x4 and drive around the island!



MONTREAL

CITY – WARM/COLD – PARTY

Labeled “the most European city in North America” for its cute cafés, cobblestone streets, and french flare, I couldn’t complete this roundup without mentioning my hometown.

Montreal is often known as the Canadian Las Vegas (don’t worry it’s not that intense) but mainly because our city hosts a large number of bachelor/ bachelorette parties in the summer and our legal drinking age is 18. It’s no secret that our winters are long and harsh, but our summers totally make up for it. It’s actually one of my favorite places to be in the summer.

From the distinctive neighborhoods to gastronomical food and the incredible nightlife, Montreal is so full of culture, charm, and entertainment. As soon as summer rolls around, it seems like there is a new festival every week. Just for Laughs, Jazz Festival, Oysterfest, Osheaga, Ile Soniq, Formula 1...and that’s just the beginning!





If you're coming for a weekend or spending a week, my favorite place to stay is the William Gray hotel in the Old Port. This is where you'll find all that French charm I mentioned. It might even surprise you how much it will remind you of Paris!

The food scene in Montreal is arguably the best in Canada. Some of my fav brunch spots include LOV, Livia, Maman, and Tommy Cafe. For dinner head to my favourite restaurant in the city Bremner or check out Fiorellino, Ryu or Jellyfish.

And if you're in my city shoot me a message! I'd be happy to meet you if I'm around!



So where are you planning your next girls trip? And where should I plan mine? Anywhere I missed that I need to add to my bucket list?

xx Lisa

Bring the world to mom on this unusual Mother's Day

From Barbadian rum cocktail recipes to a playlist from Belize, give mom the gift of travel — from home

Sandra Thomas / Vancouver Courier

MAY 8, 2020 01:36 PM

Sandra Thomas Travel



*Treat mom to a tropical staycation with the gift of food, music games from around the world, including vanilla from Tahiti.
Photo Sandra Thomas*



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Treat mom and bask in the Tahitian vibes with these products from the islands:

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- *Dodge City*

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Bring the world to mom on this unusual Mother's Day

From Barbadian rum cocktail recipes to a playlist from Belize, give mom the gift of travel — from home

Sandra Thomas / Vancouver Courier

MAY 8, 2020 01:36 PM

Sandra Thomas Travel



*Treat mom to a tropical staycation with the gift of food, music games from around the world, including vanilla from Tahiti.
Photo Sandra Thomas*



This Mother's Day is one for the books.

Not only have most moms been forced to stay home for the past two months, throw in some home schooling and, well, I think this teacher sums it up best with her short [video](#).

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- *Dodge City*

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DRIFT



#WHEREONEXT

Celebrate Mother's Day with Feel-Good Items that Transport Her to Other Places

From learning how to play the Tahitian ukulele to sipping Barbados rum and playing dominoes, there are so many fun ways for mom's to spend time at home and mentally step into a self-curated slice of heaven!

BARBADOS: This Caribbean destination is the [birthplace of rum](#) and while the saying "the best things in life take time" holds true for rum, that doesn't mean you have to wait until your next visit to Barbados to experience it. Whether you want to test your mixology skills at home with Barbados-approved cocktail recipes or enjoy it neat while playing a game of dominoes with the family (a popular pastime at [rum shops](#) across the island), ease into the spirit of island living by celebrating life and purchasing a bottle of these world-class Bajan rums:

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- Experience the wide range of sights and activities of Belize with , sure to make mom's feel at peace, at least temporarily.

MIAMI: Miami is proudly culturally laden, from the elegance of the opera to the jaw-dropping street art scenes in Wynwood, there's quite literally a new experience at the turn of every corner in the Floridian city. Bring Miami cultural vibes into your home so mom can mentally getaway:

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Happy Mother's Day, Calgary! Three Ways to Make Mother's Day Special at Home

 [Calgary Events](#)  [COVID-19, Mother's Day, News & Reviews](#)



HAPPY MOTHER'S DAY!

Mother's Day on May 10, 2020, brings unique celebration challenges, even though we might be getting used to a new "normal." But some things never change, right?! Flowers, chocolate, and chubby little arms wrapped around your neck are always wonderful on Mother's Day (or any day). With special gifts, delicious foods, and fun activities, you can make Mother's Day special for the moms and grandmas in your life and enjoy a special family day – because we might as well!

Let's Eat!

Whether your tastes range from burgers and fries (*raises hand*) to fine dining, there is a multitude of take-out restaurant options in Calgary with delivery and curbside pickup. [Avenue Calgary](#) put together a wonderful list of restaurants offering a wide range of options or you can check out the list put out by [To Do Canada](#). Do you have a favourite local restaurant? Many are offering take-out and it's a great opportunity to give yourself a treat while supporting a business near you.

On Saturday, May 9, 2020, carya, a human services agency dedicated to creating healthier, more connected communities in Calgary, is hosting an online progressive dinner! [A Seat at the Table](#): eatt Online is a virtual dining experience for everyone, and perfect for a special Mother's Day event.

Personally, I'm a fan of heading back in time to Heritage Park. While it's closed, [they are offering curbside pickup](#) for food items from the Selkirk Grille and the Alberta Bakery. Order some cinnamon buns and sausage rolls and plan a picnic to mark the occasion.

Mother's Day brunch is a classic, right? When you can't go out, the [Calgary Farmers Market](#) is making it easy with Mother's Day Brunch in a Bag! They have two delicious brunch options to order and then you can create a beautiful brunch at home. Just email customerinformation@calgaryfarmersmarket.ca before **May 3, 2020**, and pick up on May 9, 2020, between 1 and 5 pm.

Still too much work? Cibo on 17th brings you Cibo at Home! [Order your Sunday brunch](#) by **May 7, 2020**, and pick up on May 9, 2020, between 3 and 5 pm. This delicious meal is all ready to warm and serve at home.

Have a penchant for pancakes? Check out the [Family Feast options at IHOP](#) for Mother's Day. They have curbside pick-up or delivery!

Special Gifts for Special People

Gift giving during COVID-19 can be a bit of a challenge. Of course, you can order online, if you're organized enough, but that just isn't personally realistic for all of us. Thankfully, many places in Calgary are also doing curbside pick-up, so you don't have to try to come up with a gift idea you can buy at the grocery store, although a bunch of flowers wouldn't hurt, either. Check your favourite store and see if you can order over the phone.

LAMOSE, and Oak+Tonic. Together with these local retailers, Southcentre has curated a special [Mother's Day gift guide](#) to make shopping for mom from home as simple as possible. Orders for contactless curbside pick-up can be placed up until **May 3, 2020**, and gifts can be picked up from the mall between May 6 – 8, 2020.

Chocolate is a classic gift option, too. Many of the speciality chocolate stores in Calgary have delivery or curbside pickup. Check out [Epiphanie Chocolate](#), [Purdy's](#), [Rocky Mountain Chocolatiers](#), [Lindt Chocolate Canada](#), [Cococo Chocolatiers](#), or [Master Chocolat Bernard Callebaut Chocolatiers](#).

[Darvonda/Glow Gardens](#) was one of the main suppliers to one of Canada's largest retailers of bedding plants, flowers, produce plants such as tomatoes plants, and other fruit plants. Due to what is happening with COVID-19, this large retailer decided to cancel certain contracts, including Darvonda/Glow Gardens. In an effort to move the inventory, Darvonda/Glow Gardens will be hosting pop-up locations from 9 am – 7 pm, while supplies last, in these parking lots for people to outfit their gardens at wholesale prices (social distancing obviously in effect). Buy something for Mom's garden – at a discount!

Opening date: **May 1, 2020** – 14815 Bannister Road SE (Former Rona)
Opening date: **May 2, 2020** – 7516 Macleod Trail SW (Former Part Source)
Opening date: **May 5, 2020** – McMahon Stadium (1817 Crowchild Trail NW)
Opening date: **May 7, 2020** – Grey Eagle Casino (3777 Grey Eagle Drive)

If you need some inspiration, [Avenida Food Hall](#) invites you to treat Mom with some local love this year with their ready-to-give gift packs. They include things like chocolate, bath salts, flowers, and supper.

Fun at Home Activities

Not going to lie, this is a hard one, as I feel we have actually done every possible activity already. Walks, puzzles, crafts, movies: check and check again.

Of course, you can Zoom or FaceTime (or go old-school and pick up the phone) with Grandma for some personal connection and maybe a virtual tea party. Conduct a special Mother's Day interview and your kids might learn something fascinating about Grandma and her life when she was young. Get inspired with questions [here](#).

Maybe your mom would like to start the day with breakfast in bed. Don't forget the coffee or tea!

Take a [virtual tour](#) of museums or other experiences. We've also had great fun with [digital escape rooms](#); there was much cheering and laughter, whether we got a clue right or wrong!

Catch a "live" show with [The National Theatre](#), [The Shows Must Go On](#), or [The Met Opera](#). Or, experience the gift of laughter and find a comedy routine the whole family can enjoy, like [Tim Hawkins](#) or [Billy Kelly](#).

Have you heard of Pinnovate, Calgary's DIY studio? [Pinnovate DIY Delivery](#) is coming to you! From doormats to gnomes to macrame, they've got something for everyone. This is a unique and fun way for the whole family to imagine and create. materials, instructions and YouTube tutorials to set you up for fun. I'm quite amused by these [doormats](#)!

If Mom is as much of a Disney fan as I am, then you'll want to check out the fun activities on our [Disney Magic at Home](#) page!

Is Mom itching to travel? (This Mom is!) All you have to do is head to [this post](#) for some fun ways to take Mom on a "trip" this weekend. Grab a drink, don your summery dresses, and head to Barbados, Belize, Miami, Newport Beach, The Islands of Tahiti, or Tuolumne County, CA!

When in doubt, head out on a walk, do a puzzle, and cuddle up with a movie (maybe a home movie?! Those are classics for a reason.

Whatever you do for Mom this year, make it special by making sure Mom doesn't have to do any work and make the most of your time together. Happy Mother's Day, Mom!

Looking for more tips on how to keep your kids occupied during the COVID-19 crisis? Find our best ideas, activities and inspiration [here](#)!

Take Mom on a “Trip” For Mother’s Day!

[Calgary Events](#) [COVID-19, Mother's Day, News & Reviews](#)



Visit Barbados

Mother’s Day is coming and we found some fun destinations where you can take Mom on a “trip” for the weekend! How do you feel about going to Barbados, Belize, Miami, Newport Beach, The Islands of Tahiti, or Tuolumne County?! Make some coffee (mimosas?), cozy up, and check out these lovely resources.

Barbados:

- Celebrate with [Soca On The Line](#) on May 10 starting at 6 pm MDT.
- Enjoy some cocktails and play dominoes, like they do in rum shops across the island. Browse Mount Gay Rum Distillery and their [cocktail recipes](#) ranging from seasonal to classics (and click [here](#) to find Mount Gay Rum at a liquor store near you) and St. Nicholas Abbey small-batch rums, which can be purchased online [here](#). And grab a set of dominoes [here](#).

Belize:

- Bring some colour to the home with Belize's [downloadable colouring pages](#).
- Try out some Belizean cuisine with these [Eat Like a Local](#) recipes, like [Salbutes](#) and [Belizean Hot Sauce](#).
- Experience the sounds of Belize with the destination's curated playlist of [Local Tunes](#) to showcase the beats of Paranda, Brukdown, Marimba and Punta!
- Experience the wide range of sights and activities of Belize with [live streams](#) and make your gals jealous – and inspired – with these stunning [Belizean Zoom Wallpapers](#)!

Miami:

- The destination has created a dedicated page to offer a wide range of fantastic [virtual tours](#) and experiences in Miami.
- The legendary street art of Wynwood can be explored through the [Wynwood Walls Virtual Gallery tour](#) and high culture can be experience through the [Florida Grand Opera's Virtual Opera Experience](#).
- Enjoy [Veza Sur Virtual Happy Hour](#) every Friday at 3 pm MDT.

Newport Beach:

- Newport Beach is a vibe and what better way to recreate this SoCal vibe at home than with the destination's specially curated playlists via [Newport Beach Quarantunes](#)!
- Kids (or even moms) can get lost in some of Newport Beach's most beautiful spots with the downloadable [Newport Beach Coloring Pages](#).
- For culinary flair, check out [Balboa Bay Resort's Kale & White Bean Soup](#) and try [Tavern House](#) and [A&O Kitchen+Bar](#) comfort food recipes and chef demos at [Newport Beach Virtual Vacation](#).
- You can also find free online fitness classes from revered studios, like [Newport Peach](#), and [live painting classes](#).

The Islands of Tahiti:

- The Tahitian ukulele is always played with a smile! Bring some Tahitian tunes into your home [here](#).
- Traditionally, monoi oil is prepared by māmā (grandmothers) from the islands, made from refined coconut oil and Tahitian tiare flowers and is used in a variety beauty and skin products. Treat yourself with monoi-based lotions and oils available [here](#) or [Tahitian vanilla](#), known as the best in the world.
- Join [Tuiana Brodien from Vahinerii ori Tahiti school dance](#) as she shows you some basic Tahitian dance steps!

Tuolumne County, California:

- [McCaffrey House Bed & Breakfast](#) is an idyllic retreat and the inn's signature breakfast is both a literal and visual feast, with pristine forest and wildlife as the meal's backdrop. Recreate your own quaint bed and breakfast experience for mom with McCaffrey House's egg casserole.
Crack 12 eggs and place in the blender along with 1 cube of melted butter and 1 ½ cups of cottage cheese. Blend until fluffy, then spray a 9×12 baking dish and cover with Monterey Jack Cheese – about 4 cups of cheese. Next, sprinkle with Cheddar Cheese – this give it a bit of a bite! Bake at 350 degrees for 45 minutes or until baked.

Safe "travels" this Mother's Day weekend and may your weekend be filled with laughter, treats, and kids that don't fight!



Looking for more tips on how to keep your kids occupied during the COVID-19 crisis? Find our best ideas, activities and inspiration [here!](#)

Bring the world to mom on this unusual Mother's Day

From Barbadian rum cocktail recipes to a playlist from Belize, give mom the gift of travel — from home

Sandra Thomas / Vancouver Courier

MAY 8, 2020 02:36 PM

Sandra Thomas Travel



*Treat mom to a tropical staycation with the gift of food, music games from around the world, including vanilla from Tahiti.
Photo Sandra Thomas*



This Mother's Day is one for the books.

Not only have most moms been forced to stay home for the past two months, throw in some home schooling and, well, I think this teacher sums it up best with her short [video](#).

While travel is still off the table for most of us due to COVID-19, we can still dream about it, especially on occasions like Mother's Day.

So, make mom a tropical cocktail, throw on some tunes, grab the ukulele and serve up brunch with this recipe from [McCaffrey House Bed & Breakfast](#) in Tuolumne County, California.

Islands of Tahiti

The Islands of Tahiti is a destination of superior luxury with simplicity and purity at its core — this is especially true for Tahitian goods such as vanilla, pearls and monoi.

Treat mom and bask in the Tahitian vibes with these products from the islands:

- The magic of a few chords can immediately whisk you away to the Islands of Tahiti. The [Tahitian ukulele](#) has eight strings with four double courses and are typically handcrafted with local materials. The best part about the ukulele? It's always played with a smile. Bring some Tahitian tunes into your home [here](#). Fun fact: in 2015, more than 4,000 people gathered in Papeete to perform in the largest 'ukulele band in the world to secure a title in the Guinness World Records.
- Traditionally, monoi oil is prepared by māmā (grandmothers) from the islands, made from refined coconut oil and Tahitian tiare flowers and is used in a variety beauty and skin products. The Tahiti Monoi Road is the global source of monoi oil, where visitors can explore the production process and peruse the shops — but until you can experience this Tahitian staple on the islands, let your senses transport you to with monoi-based lotions and oils available [here](#).
- The scent and taste of vanilla closely resemble paradise, and when it comes to vanilla beans, powder, extract, etc., top chefs recognize [Tahitian vanilla](#) as the best in the world. The island of Taha'a is specifically renowned for its superior vanilla plantations and grows 80 per cent of all Tahitian vanilla beans. Add some vanilla flavour to your home, as a fragrance or special ingredient in sweet and savoury dishes, with [authentic Tahitian vanilla](#).
- Practice to become an expert Tahitian dancer for your next visit to the islands (or at least get moving) with The Islands of Tahiti's dance lessons. Join [Tuiana Brodien from Vahinerii ori Tahiti school dance](#) as she shows you some basic Tahitian dance steps.

Barbados

This Caribbean destination is the **birthplace of rum** and while the saying “the best things in life take time” holds true for rum, that doesn’t mean you have to wait until your next visit to Barbados to experience it.

Whether you want to test your mixology skills at home with Barbados-approved cocktail recipes, enjoy it neat while playing a game of dominoes with the family (a popular pastime at **rum shops** across the island) or enjoy it during an online Soca festival, ease into the spirit of island living by celebrating life and purchasing a bottle of these world-class Bajan rums:

On May 10, starting at 8 p.m. ET, Barbados is bringing the biggest Soca Fete online for mom’s to celebrate, **Soca On The Line**. Not only will mom get to enjoy the quintessential sounds of Barbados, but donations can also be made to help Barbadian families affected by COVID-19.

Since 1703, **Mount Gay Rum Distillery** has been producing rum in Barbados making it the world’s oldest rum-making producer. Expertly crafted from the rich sugar cane and pristine, coral-filtered water native to the island, Mount Gay Rum is a spirit with a rich history and true character. Browse their **cocktail recipes** ranging from seasonal to classics.

St. Nicholas Abbey produces small-batch rums — including cane syrup rum, which isn’t produced anywhere else in Barbados — that mellow in oak casks for five to 18 years. St. Nicholas Abbey Rum is only available for in-person purchase at the distillery’s gift shop, but can be purchased online **here**.

For a more modernized take on Barbados’ fine spirit, the **Foursquare Rum Factory** and Heritage Park is tucked away in the southern countryside, on eight acres of a former sugar plantation. This working factory is well known for its collection of rums, producing a wide range including the highly favoured Doorly’s, Old Brigand and E.S.A. Field. Foursquare Rum’s can be found online **here**.

And a game of dominoes will be sure to put mom in a tropical mood and there are gorgeous sets available online. A few rounds and mom will imagine she’s on the beach, sipping a cocktail and playing a fun game of dominoes with a local.

Belize

As a destination that exudes vibrance, cultural-infusion and exotic natural wonder, Belize has an array of ways to bring a little bit of paradise to your home while we all continue to do the right thing and stay put — for now. Here are just a few suggestions for bringing Belize to mom:

- Belize is offering a creative outlet for kids and kids-at-heart with their **downloadable colouring pages** to help bring some of the colour and creativity of Belize to your home — and will hopefully give mom several free hours of alone time.
- The culture diversity of Belize is best experienced through their local cuisine. Belize is sharing videos and recipes to help Canadians **Eat Like a Local** and enjoy quintessential Belizean dishes in their own kitchens, such as **Salbutes** and **Belizean Hot Sauce**. Let mom sit back and watch you spice up your at-home cuisine.
- They say a way to a woman's heart is through music. Belize's distinct sound is another way to experience the destination at home. The destination is sharing a curated playlist of **local tunes** to showcase the beats of Paranda, Brukdown, Marimba and Punta.
- Mom online get-togethers are becoming a real thing. Belize wants to make mom's crew jealous — and inspired — with these stunning **Belizean Zoom wallpapers**.

Miami

Bring Miami cultural vibes into your home so mom can mentally getaway:

- The destination has created a dedicated page to offer a wide range of fantastic **virtual tours and experiences** in Miami.
- The legendary street art of Wynwood can be explored through the **Wynwood Walls Virtual Gallery tour**, giving mother's the chance to explore their artistic side.
- Enjoy high culture through another artistic experience — **Florida Grand Opera's Virtual Opera Experience**. FGO GO is the new online program that is opening the doors to unique opera experiences weekly.
- Mom's can have a break every Friday at 5 p.m. ET, and enjoy **Veza Sur Virtual Happy Hour** featuring a live local DJ set by DJ Ka5.

Newport Beach

Sunshine, crashing waves, cutting edge trends and lifestyle inspiration are all synonymous with the SoCal town of Newport Beach.

Let mom enjoy the infamous laid-back luxury-lifestyle of Newport Beach at home, with these virtual offerings:

- Kids (or even moms) can get lost in some of Newport Beach's most beautiful spots with the downloadable [Newport Beach colouring pages](#).
- Savour the delights of [Tavern House and A&O Kitchen+Bar comfort food recipes](#) to bring some SoCal flavour to your home.
- For more culinary flair, visit the [Newport Beach Virtual Vacation](#) page for chef demos and recipes -- check out [Balboa Bay Resort's Kale & White Bean Soup](#).recipe.
- Moms can exercise their minds and bodies through [Newport Beach Virtual Vacation](#), a one-stop-shop for all quintessential SoCal experiences, including free online fitness classes from revered studios, such as [Newport Peach](#), and [live painting classes](#).

Tuolumne county, California

A county that straddles three distinct regions — Gold County, High Sierra and Yosemite — Tuolumne is truly a hidden gem (or hidden gold nugget) with treasures waiting to be discovered. The active or outdoorsy mom can get acquainted with outdoor offerings and culinary treats of Tuolumne County at home.

Start dreaming of your next visit, with these suggestions:

Situated in the High Sierra region of Tuolumne County, [McCaffrey House Bed & Breakfast](#) is an idyllic retreat and the inn's signature breakfast is both a literal and visual feast, with pristine forest and wildlife as the meal's backdrop.

Start dreaming of your next visit, with these suggestions:

Situated in the High Sierra region of Tuolumne County, [McCaffrey House Bed & Breakfast](#) is an idyllic retreat and the inn's signature breakfast is both a literal and visual feast, with pristine forest and wildlife as the meal's backdrop.

Recreate your own quaint bed and breakfast experience for mom with McCaffrey House's egg casserole:

- Crack 12 eggs and place in the blender along with one cube of melted butter and 1 ½ cups of cottage cheese.
- Blend until fluffy, then spray a 9 x 12-inch baking dish and cover with Monterey Jack Cheese — about four cups of cheese.
- Next, sprinkle with cheddar cheese — this gives it a bit of a bite.
- Bake at 350 degrees for 45 minutes or until baked.

Transport yourself with these movies and shows and get inspired to visit Tuolumne County in the future. For a full list go to [Film Tuolumne County](#).

- *Back to the Future III*
- *Petticoat Junction*
- *Lassie*
- *High Noon*
- *Dodge City*

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LOCAL & CORPORATE COMMUNICATIONS

PRESS RECAP

Following, please find a brief summary of relevant articles that have run due to our outreach and coordination. These are a result of communications initiatives that Kivvit has managed for the GMCVB for May.

Miami Herald

5/15/2020

Unique Daily Visitors (UDV): 73,222

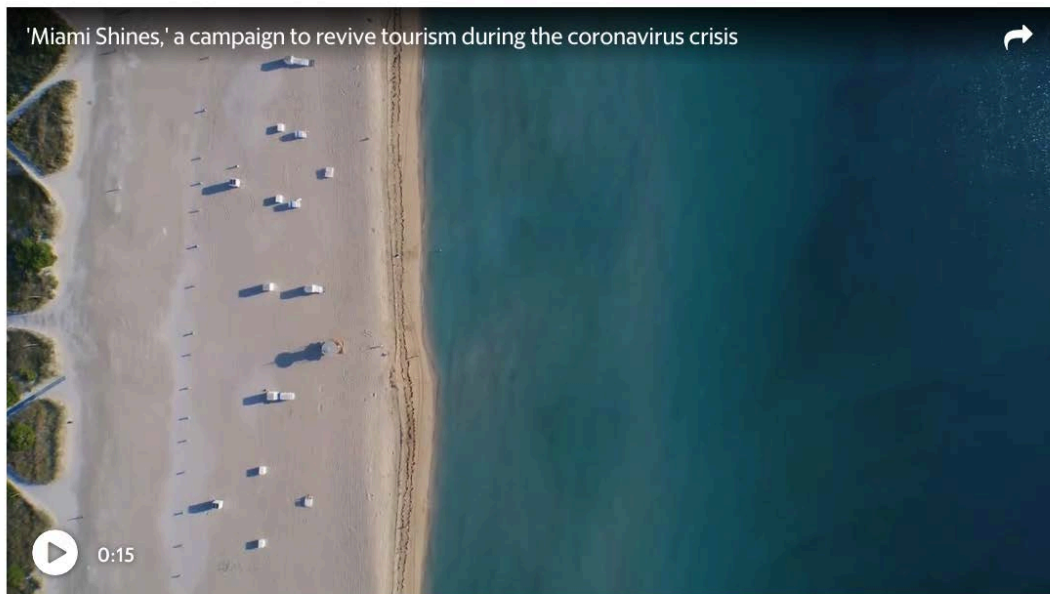
[Link to article](#)

TOURISM & CRUISES

'Slow, uneven' recovery for Miami tourism may not pick up until December, experts say

BY MICHELLE KAUFMAN

MAY 14, 2020 05:31 PM , UPDATED MAY 14, 2020 07:16 PM



The Greater Miami Convention and Visitors Bureau is launching the "Miami Shines" campaign in an effort to revive tourism lost during the coronavirus crisis. BY GREATER MIAMI CONVENTION AND VISITORS BUREAU

South Florida's tourism leaders expect the industry to trickle back slowly over the coming months as the area relaxes COVID-19 restrictions. But they don't expect anything resembling normalcy before Art Basel makes its annual appearance in early December.

That was the message Thursday at the State of the Tourism Industry Forum, a virtual meeting held by the Greater Miami Convention and Visitors Bureau.

Losses to the travel industry have been "cataclysmic," said Scott Berman, tourism and hospitality industry analyst with PricewaterhouseCoopers.

“These are unprecedented times,” Berman said during the webinar. “This community has taken every punch over the past three decades. Storms, 9/11, recession, Zika ... How does this stack up? You can roll all those crises into one and still not reach the historic metrics we are seeing across the globe when it comes to travel, tourism and hospitality.”

Hotel occupancy in Miami-Dade’s 60,000 rooms plummeted 90 percent from late March 2019 to late March 2020 and 76 percent from late January to late March, he noted. Cruises are docked, and Carnival Corp. on Thursday announced 1,300 Florida layoffs and furloughs, affecting nearly half of its local workforce.

As for what the recovery might look like, Berman said: “I know the politically correct thing to say is, ‘It’s all going to be OK’ — and it will be. It’s just going to take time. This recovery you are embarking on is going to be slow, uneven. There are lots of levers that need to be addressed.”

The most critical factors, he said: Miami International Airport, consumer and employee confidence, value proposition in wake of an expected recession, and the health of the cruise industry.

“We’re probably looking at 20% of normal capacity on airplanes right now, and we are dependent on the airlines to resume and we know that is going to take time,” he said. “Secondly, our industry needs to create a confidence in the employee and the consumer that Greater Miami is a clean and safe place to work, travel, play and stay.”

Value proposition going forward will be “very, very important,” as many consumers won’t have as much disposable income.

The final piece is the cruise industry.

“The Port of Miami is the largest cruise passenger port in the world,” Berman said. “The health of the cruise industry is going to be very important.”

Like the government reopening plan, the GMCVB’s [“Miami Shines” recovery strategy](#) calls for a series of phases. The first, early in the pandemic, was called “Educate.” During that phase, the bureau posted on its website useful tips and information for the public, and organized meetings with hoteliers and government officials to inform the local tourism community about the virus and how it would affect the industry.

The second phase, called “Mitigate,” included initiatives like Miami Eats, which promotes local restaurants’ takeout and delivery options. It started with 320 restaurants and has grown to 1,200.

The final phase, called “Stimulate” will fully kick off when hotels reopen in South Florida — something that isn’t expected to happen before June. Marketing campaigns will target locals looking for getaways — stay-cations — and regional markets within driving distance. Marketers are counting on people with cabin fever who will want a change of scenery, so long as it feels clean and safe.

Leisure driving vacations are expected to rebound first, followed by business travel, domestic air travel and then international travel.

When will nonessential travel resume in earnest?

“I am asked that question multiple times a day,” Berman said. “There is no one date. This is going to be a ramp-up. My advice is, as long as it’s safe and clean and we’re following the protocols, that we work toward Art Basel in terms of being ready and then the 120 days we love to call ‘The Season.’ ”

One of the nation’s largest medical conventions, the TCT 2020: Transcatheter Cardiovascular Therapeutics, is booked for Sept. 23-27 in Miami. More than 12,000 participants from more than 100 countries (65 percent of the attendees are international) originally were expected.

While attendance expectations may change, the convention is still on the books, said GMCVB President and CEO William Talbert III. The bureau has been in close contact with the group, but “things are changing moment by moment,” said GMCVB COO Rolando Aedo.

Connie Kinnard, the bureau’s vice president for Multicultural Tourism and Development, said the American Black Film Festival has been postponed from June to October, the Association of African American Museums convention moved from August 2020 to August 2021, and the Tennessee State University alumni event moved from June 2020 to 2022.

“The fear is we won’t have a vaccine or broader testing,” Berman said about the local tourism recovery. “We’ll have to grind it out. That leisure clientele will come back first. We know how important our international inbound traffic is. We need planes. We need the borders open. I am hopeful the Canadian border opens and we have that drive-to traffic coming back faster.

“This is Phase I. That international travel, whether from Europe or Latin America, is critical to the overall health of our tourism economy. That will take longer.”

In the meantime, members of the local tourism sectors will have to be patient.

“I think we were in denial; I was, for a couple of weeks, [thinking] that the switch would flip back on and we’d see a V-shaped recovery,” Berman said. “But we’re not going to see that. It’s going to be up and down. We’ve gone from denial to empathy to acceptance.”



5/01/2020

Unique Daily Visitors: 6,041,752

[Link to Article](#)

©CBS Miami

‘Shine Of Our People, Places & Neighborhoods’: Tourism Officials Start Campaign To Get People Excited About Vacation In Miami

Syndicated Local – CBS Miami 15 hrs ago

MIAMI (CBSMiami) – South Florida’s beaches remain off limits, with no time-table for re-opening them amid the [coronavirus](#) crisis. Of course they are a huge part of our tourism draw, which is why a lot of work continues to jump-start that huge part of our economy when the time is right.



© Provided by CBS Miami

With Miami being one of the most popular global destinations, tourism officials are already launching the #MiamiShines campaign to get people excited about [vacation](#) in the Magic City.



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Expand your child's learning by enrolling them in an academy filled

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“Not necessarily sunshine above us, which is amazing most of the year. The shine of our people. Shine of our places. Shine of our neighborhoods,” said Rolando Aedo, the chief operating officer of the Greater Miami Convention & Visitors Bureau, or GMCVB.

Aedo estimates hotels will not be open until June.

“As soon as we get the green light, we’ll work backwards to launch the campaign,” said Aedo.

“Advertising, marketing, social media about two weeks prior to re-opening.”

As hotels and restaurants open slowly with limited capacity, Aedo said they’ll first target locals and those who are within driving distance.

“Focus on local, regional, drive market, then key national markets,” explained Aedo.

“Easiest customer is our closest. People like you and me, folks in Kendall, downtown... nice to get away especially with what’s been going on the last couple of weeks.”

If you’re a fan of Miami Spice or spa deals, get ready.

“Ask hotels to put their best foot forward, best deals on the [table](#) for residents, locals, staycation, family, friends, people from those drive markets,” Aedo said, “enjoying some of the best values ever in one of the best destinations ever.”

Aedo said events like 9/11 helped them prepare for a crisis like this, although this ranks at the top.

"That's why we feel well prepared to come out of this in a very positive fashion," said Aedo, pointing out that Miami Spice started post 9/11.

With international travel restrictions being some of the stricter, Aedo said that may also play a part.

"Miami does have a lot of international tourism. US citizens looking to travel to international destinations but won't be doing that for the foreseeable future... come to Miami. Drive to Miami and visit the world," said Aedo. "Miami is blessed with such a multi-cultural experience."

A recent [Miami Herald article](#) showed the latest numbers from industry data firm STR. U.S. hotel gross operating profit per available room fell 101.7% during March 2020 and 81.5% in the Miami market. [Another report](#) on Thursday afternoon details the layoffs of 458 workers from the Eden Roc Hotel on Miami Beach, while the Kimpton Hotels said they have only furloughed their employees. Eric Jellson, the director of marketing strategy, is ready to put his team back to work.

"I think everything we've read, heard, seen from people are they wanna go out. They're eager to travel again, to go out and dine again," he said. "Owner and operators are also smart enough to know before they can jump in this, they need to make sure everyone is safe and secure. What would be worst to open and have to close."

Jellson, who has been in the industry for more than 30 years, said he got into the business for the human connection. He believes genuine care and genuine service will help revive his hotels.

"Go back to its roots, while distribution will be different, technology driven," said Jellson. "But the actual human connection will be just that. It'll be staying human, it'll be keeping people real. I think the beauty of our business has always been people wanting to help serve people."

Jellson believes social media will be a huge force in getting people out to hotels and on vacation.

"This is where social media is going to be so engaging. As people are going out on adventures, hopefully they're having great experiences and feeling safe. They're going to post about that and talk to their friends," said Jellson.

Incentives like free parking for those who are driving down from other states or pets staying free, which is usually offered in Kimpton hotels, are all part of Jellson's strategy as well.

"Make it easier for families to get away this summer," said Jellson.

While the tourism industry has definitely been hit hard by pandemic closures, Aedo feels hopeful to come back even stronger.

"This industry is the most resilient. [Our] community one of most resilient," he said. "Very confident that we will regain market or [expand] in the very near future."

Aedo points out that people coming out of the pandemic may have saved money or if they were negatively impacted financially, they may be looking for deals.

"People who want to invest the money into local hospitality," said Aedo. "On the flip side, a lot of folk have been furloughed [and may be] looking for better deals than ever."

In addition to the Miami Shines campaign, the GMCVB also have programs including Miami Eats, Miami Salutes, Virtual Miami, and a Miami Pandemic Response Fund. For more on these programs, visit [GMCVB.com/COVID19](https://www.gmcvb.com/COVID19).

Miami Herald

5/15/2020

Print Circulation: 133,328

PRINT

THE VIRUS CRISIS, 3A
Florida temporarily
closes some testing sites
due to bad weather

SPORTS, 15A
NASCAR to race
in Homestead without
fans June 13-14

VOLUME 117, No. 244
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FRIDAY MAY 15 2020
SATURDAY MAY 16 2020

\$2.50

Partly cloudy, breezy
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79°/74° See 27A

Miami Herald

THE VIRUS CRISIS

Carnival's layoffs and furloughs strike hard in South Florida

■ Carnival, which employs about 3,000 people in South Florida, will lay off or furlough more than 1,300 here.

BY ROB WILE AND JANE WOOLDRIDGE
rwile@miamiherald.com
jwooldridge@miamiherald.com

The world's largest cruise company — which is one of Miami-Dade's largest employers — on Thursday announced layoffs and furloughs that will affect more than 1,300 workers at its South Florida offices.

In a press release, Carnival Corp. announced 820 positions in South Florida would be eliminated out of a local workforce of roughly 3,000, with another 537 South Florida workers placed on temporary furloughs. That works out to more than 45% of its local workforce.

Actions were taken across the company's workforce, with most in Florida, California and Washington state. Numbers were reported to local authorities, according to the company, but not disclosed globally.

"While these moves will contribute hundreds of millions of dollars in cash conservation on an annualized basis, we are saddened by these decisions and are sorry that we must take these actions," the company said in a statement. "Our employees are the foundation of our company, and it is unfortunate that many talented people are being impacted, through no fault of their own."

The cuts follow those of the other two largest industry players: Royal Caribbean Cruises Ltd., the world's second-largest cruise company, and Norwegian Cruise Line Holdings Ltd. All three companies are based in Miami.

This week, Carnival announced the

SEE LAYOFFS, 2A



Florida Gov. Ron DeSantis, right, walks to a podium Thursday for a press conference about a partial reopening for Broward and Miami-Dade. Asked about possibly lifting a statewide ban on gyms operating, DeSantis said an announcement would come Friday.

DeSantis says Dade and Broward can reopen businesses Monday

BY DOUGLAS HANKS
AND AARON LEIBOWITZ
dhanks@miamiherald.com
aleibowitz@miamiherald.com

Florida Gov. Ron DeSantis signed off on plans for Miami-Dade and Broward counties to reopen restaurants and other businesses deemed non-essential, the governor announced Thursday at a press conference in Doral.

■ Florida Gov. Ron DeSantis approved a plan for Miami-Dade and Broward counties to reopen restaurants and other non-essential businesses that have been closed for months due to the novel coronavirus pandemic.

"Miami-Dade and Broward have both submitted plans that I've approved," DeSantis said. "Today, we take another important step for a very important part of the state of Florida."

DeSantis indicated that he

would authorize a 50% cap on capacity at Miami-Dade County restaurants, double the state's current 25% cap. Miami-Dade Mayor Carlos Gimenez asked the governor to allow the 50% threshold as Gimenez plans to lift

COVID-19 closure orders on most businesses Monday and allow restaurants to once again welcome customers into dining rooms that he ordered to empty on March 17.

"What they're proposing will be authorized starting Monday," DeSantis said.

After the event, Broward

SEE REOPENING, 2A

FRIDAY MAY 15 2020
SATURDAY MAY 16 2020

Miami Herald

FACEBOOK.COM/MIAMIHERALD
TWITTER.COM/MIAMIHERALD

7A

Business



MATIAS J. OCNER mocner@miamiherald.com

A cruise ship can be seen out in the water near Miami Beach on April 1. The health of the cruise industry is one of the critical components of the recovery of Miami's economy.

Experts expect slow and uneven recovery for tourism in Miami

BY MICHELLE KAUFMAN
mkaufman@miamiherald.com

South Florida's tourism leaders expect the industry to trickle back slowly over the coming months as the area relaxes COVID-19 restrictions. But they don't expect anything resembling normalcy before Art Basel makes its annual appearance in early December.

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the webinar. "This community has taken every punch over the past three decades. Storms, 9/11, recession, Zika ... How does this stack up? You can roll all those crises into one and still not reach the historic metrics we are seeing across the globe when it comes to travel, tourism and hospitality."

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As for what the recovery might look like, Berman said: "I know the politically correct thing to say is, 'It's

all going to be OK' — and it will be. It's just going to take time. This recovery you are embarking on is going to be slow, uneven. There are lots of levers that need to be addressed."

The most critical factors, he said: Miami International Airport, consumer and employee confidence, value proposition in wake of an expected recession, and the health of the cruise industry.

"We're probably looking at 20% of normal capacity on airplanes right now, and we are dependent on the airlines to resume and we know that is going to take time," he said. "Secondly, our industry needs to create a confidence in the employee and the consumer that Greater Miami is a clean and safe place to work, travel, play and stay."

Value proposition going

forward will be "very, very important," as many consumers won't have as much disposable income.

The final piece is the cruise industry.

"The Port of Miami is the largest cruise passenger port in the world," Berman said. "The health of the cruise industry is going to be very important."

Like the government reopening plan, the GMCVB's "Miami Shines" recovery strategy calls for a series of phases. The first, early in the pandemic, was called "Educate." During that phase, the bureau posted on its website useful tips and information for the public, and organized meetings with hoteliers and government officials to inform the local tourism community about the virus and how it would affect the industry.

The second phase, called "Mitigate," included initiatives like Miami Eats, which promotes local restaurants' takeout and delivery options. It started with 320 restaurants and has grown to 1,200.

The final phase, called "Stimulate" will fully kick off when hotels reopen in South Florida — something that isn't expected to happen before June. Marketing campaigns will target locals looking for getaways — staycations — and regional markets within driving distance. Marketers are counting on people with cabin fever who will want a change of scenery, so long as it feels clean and safe.

Leisure driving vacations are expected to rebound first, followed by business travel, domestic air travel and then international travel.

When will nonessential travel resume in earnest?

"I am asked that question multiple times a day," Berman said. "There is no one date. This is going to be a ramp-up. My advice is, as long as it's safe and clean and we're following the protocols, that we work toward Art Basel in terms of being ready and then the 120 days we love to call 'The Season.'"

One of the nation's larg-

est medical conventions, the TCT 2020: Transcather Cardiovascular Therapeutics, is booked for Sept. 23-27 in Miami. More than 12,000 participants from more than 100 countries (65 percent of the attendees are international) originally were expected.

While attendance expectations may change, the convention is still on the books, said GMCVB President and CEO William Talbert III. The bureau has been in close contact with the group, but "things are changing moment by moment," said GMCVB COO Rolando Aedo.

Connie Kinnard, the bureau's vice president for Multicultural Tourism and Development, said the American Black Film Festival has been postponed from June to October, the Association of African American Museums convention moved from August 2020 to August 2021, and the Tennessee State University alumni event moved from June 2020 to 2022.

"The fear is we won't have a vaccine or broader testing," Berman said about the local tourism recovery. "We'll have to grind it out. That leisure clientele will come back first. We know how important our international inbound traffic is. We need planes. We need the borders open. I am hopeful the Canadian border opens and we have that drive-to traffic coming back faster."

"This is Phase I. That international travel, whether from Europe or Latin America, is critical to the overall health of our tourism economy. That will take longer."

In the meantime, members of the local tourism sectors will have to be patient.

"I think we were in denial; I was, for a couple of weeks, [thinking] that the switch would flip back on and we'd see a V-shaped recovery," Berman said. "But we're not going to see that. It's going to be up and down. We've gone from denial to empathy to acceptance."

The Miami Times

5/21/2020

Unique Daily Visitors (UDV): 1,012

[Link to article](#)



The Greater Miami Convention & Visitors Bureau (GMCVB) unveils Miami Shines, a tourism recovery campaign created in preparation for the gradual reopening of Miami-Dade County’s travel and hospitality industry. The GMCVB adds Miami Shines to a growing list of pre-recovery efforts designed to help drive business back to hotels, restaurants, museums and attractions.

The campaign rolls out initially with a pre-recovery phase including an inspirational video produced in English, Spanish and Creole targeting future leisure and business travelers, as well as meeting planners. The program includes a Miami local-pride initiative and offers residents a Miami Shines Toolkit encouraging locals to share their #MiamiShines moments on social media. With its message of hope, Miami Shines will serve as the foundation for a full recovery campaign supported by advertising, social media and public relations once hotels are open for leisure and business travelers.

The program is designed to ensure that the destination is positioned to recover as quickly as possible, offering relief in due time to Greater Miami’s tourism and hospitality industry, which accounts for the economic backbone of the community. Miami Shines centers around what makes Greater Miami and the Beaches such a special place: its diverse community, people, places, neighborhoods, experiences and, naturally, its weather and sunshine. Creative assets will showcase the serenity of the destination’s outdoors, nature and beaches while reflecting the community’s energy, which draws visitors, conventioners, businesses, entrepreneurs and others from around the globe.

“The GMCVB is focused on creating programming aimed at helping businesses and workers who depend on tourism for their livelihood. We see this as an integral part of what we do to support the local economy,” says William D. Talbert III, CDME, President & CEO of the GMCVB. “As a destination marketing organization, the GMCVB has helped Greater Miami’s community navigate challenging crises

in the past, including the Gulf Oil Spill, 9/11, Zika and countless hurricanes. We are resilient, and with the support of our community partners we will soon shine brighter than ever.”

Miami Shines will include local, regional and national components to help drive leisure and meetings business back to hotels, restaurants, museums and attractions. Miami Shines is part of a series of programs designed by the GMCVB to educate guests and industry, mitigate effects from the coronavirus pandemic and at the appropriate time stimulate demand for the hospitality industry:

Miami Eats by the GMCVB: The Miami Eats program promotes restaurants offering delivery and/or takeout menus to encourage locals to enjoy Greater Miami and the Beaches’ vast dining options while at home. Completely free and open to all Miami-Dade County restaurants, the program features a website that serves as a hub for people to search more than 1,000 restaurants by location, cuisine type and price point. For the full list of participants, visit www.GMCVB.com/MiamiEats.

Salutes: The GMCVB launched this initiative to show support for the heroic work front-line and first responders are undertaking on the community’s behalf. The program calls on hotels, restaurants and retailers to extend special offers to hospital workers, medical professionals, firefighters, paramedics, National Guard and law enforcement officers who are putting others before themselves during this critical time. An updated list of special offers is available at www.GMCVB.com/MiamiSalutes.

Virtual Miami: Many of Miami’s cultural institutions and other attractions have quickly responded to closures due to the Coronavirus pandemic with amazing virtual programming. The GMCVB has gathered links to online/social media offerings and is promoting nationally as a way to keep the Miami brand top-of-mind with future customers and visitors. To learn more, visit www.GMCVB.com/VirtualMiami.

Open Hotels for Essential Lodgers: Following a Miami-Dade County emergency order to limit hotel reservations to Essential Lodgers (which include health care professionals, first responders and patients’ families, among many others), the GMCVB created a comprehensive list of hotels that remain open for these guests. That list is updated in real time to make it as easy as possible for those who meet the criteria to search for available hotels. It can be accessed at www.GMCVB.com/Lodging.

Help for the Tourism Industry: In response to increasing need, the GMCVB launched a webpage listing all the resources and charitable opportunities available for the travel and hospitality industry. It provides the industry and other GMCVB partners a look at how to secure assistance or even offer help should they be in the position to do so. Visit www.GMCVB.com/Help for more information.

Miami Pandemic Response Fund: Hospitality industry workers are among the hardest hit in terms of business impact and job losses as a result of low demand related to COVID-19. Thanks to a partnership among the GMCVB, United Way, Miami Herald/el Nuevo Herald, Health Foundation of South Florida and The Miami Foundation, a fund has been created to support struggling families with emergency needs including food, supplies, utilities, rent/mortgage assistance and micro-grants. Those wishing to apply or donate to the fund may do so online at <https://portal.unitedwaymiami.org/COVID19> or by calling 1-800-226-3320.

More information visit www.GMCVB.com.



May 2020

Print Circulation: 50,000

Print

GMCVB Serves as Lifeline for Hotels Amid COVID-19 Pandemic

BY JOSIE GULLIKSEN

With Miami's tourism industry reeling because of the Coronavirus pandemic, the Greater Miami Convention & Visitors Bureau sprang into action hosting a forum in early March to help hotels.

"With tourism being Miami's No. 1 industry, and as the marketing agency for the city, when it comes to tourism we have to help our industry in these times of need and formulate a plan on how we bounce back in times of recovery," said Connie Kinnard, GMCVB's vice president of Multicultural Tourism.

The Coronavirus Hotel Forum was the beginning of the GMCVB's three-pronged approach – educating, mitigating and recovery. It brought the community together and featured hotel leaders, health department officials and leaders of the Miami Beach Hotel Association.

"We made sure to inform and prepare the community to start thinking

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of this as something coming down the pike," Kinnard said.

Mitigation is "where we are now, trying to help those in our hospitality world get through this the best way we can," she said.

The GMCVB created the Miami Eats program, listing restaurants that were open for both delivery and take-out. "We asked 'what can you do' within the parameters of local government," Kinnard said. "We also have the Miami Pandemic Response Fund, a partnership we have with United Way and other organizations, for families who have emergency needs of food and shelter,



Newly-engaged couple Jamila Ross and Akino West are the co-owners of the Copper Door B&B located at 439 N.W. Fourth Ave., Miami.

mainly for hospitality workers."

Additionally, the GMCVB's Help for Tourism page features a list of additional partnerships and resources. "The hotels that are open are the ones that will take our essential lodgers – vulnerable, homeless, first responders and families. The list is on our website," she said.

One of those hotels is the Copper Door B&B in Historic Overtown where owner Jamila Ross said she is grateful for the efforts of the GMCVB.

"Our partnership with GMCVB has been so humbling," Ross said. "We're grateful to have them on our side. As a mom-and-pop operation, it's incredibly helpful to have their genuine support along with the rest of Miami. They've been able to plug us into all their areas of business and we're happy to be on their agenda as well."

Strategically located near Jackson

and potentially infect family members."

Because they're a B&B where they serve their guests breakfast, Copper Door has created Rosie's Pop-Up Café, serving popular items like chicken 'n waffles, chicken 'n biscuits and grits. "Rosie's Pop Up is open Monday

"First responders will want to stay with us because they may be too tired to drive home and also may not want to go home and potentially infect family members."

- Jamila Ross
co-owner of the Copper Door B&B

through Friday from 8 a.m. to noon or until we run out," Ross said. "We post up-to-minute updates on the pop-up on our social media handles."

According to Ross, verified first responders and medical professionals will receive a discounted rate at the Copper Door, including extended-stay reservations.

The GMCVB has created a recovery program called Miami Shines to help drive business back to the hotels, restaurants, museums, attractions, and other area businesses. According to the GMCVB, the campaign centers around what makes Miami-

Dade county such a special place—not just the weather and sunshine, but the shine of its people, places, neighborhoods, and experiences. The GMCVB hopes the program will jumpstart area businesses at the appropriate time, post COVID-19.



Guests at the Cooper Door B&B are served breakfast every morning, which includes chicken 'n waffles, grits, eggs, and biscuits on the menu.

Memorial Hospital, Ross said, "First responders will want to stay with us because they may be too tired to drive home and also may not want to go home

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GMCVB serves as lifeline for
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of COVID-19

INTRODUCING MIAMI'S MOST INFLUENTIAL & POWERFUL BLACK PROFESSIONALS OF 2020

BY JOSIE GULLIKSEN

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[Link to Article](#)

'Shine Of Our People, Places & Neighborhoods': Tourism Officials Start Campaign To Get People Excited About Vacation In Miami

By Frances Wang April 30, 2020 at 11:18 pm Filed Under: Coronavirus, Frances Wang, Local TV, Miami Beach, Miami News, Tourism



MIAMI (CBSMiami) – South Florida's beaches remain off limits, with no time-table for re-opening them amid the [coronavirus](#) crisis. Of course they are a huge part of our tourism draw, which is why a lot of work continues to jump-start that huge part of our economy when the time is right.

With Miami being one of the most popular global destinations, tourism officials are already launching the #MiamiShines campaign to get people excited about vacation in the Magic City.

“Not necessarily sunshine above us, which is amazing most of the year. The shine of our people. Shine of our places. Shine of our neighborhoods,” said Rolando Aedo, the chief operating officer of the Greater Miami Convention & Visitors Bureau, or GMCVB.

Aedo estimates hotels will not be open until June.

“As soon as we get the green light, we’ll work backwards to launch the campaign,” said Aedo. “Advertising, marketing, social media about two weeks prior to re-opening.”

As hotels and restaurants open slowly with limited capacity, Aedo said they’ll first target locals and those who are within driving distance.

“Focus on local, regional, drive market, then key national markets,” explained Aedo. “Easiest customer is our closest. People like you and me, folks in Kendall, downtown... nice to get away especially with what’s been going on the last couple of weeks.”

If you’re a fan of Miami Spice or spa deals, get ready.

“Ask hotels to put their best foot forward, best deals on the table for residents, locals, staycation, family, friends, people from those drive markets,” Aedo said, “enjoying some of the best values ever in one of the best destinations ever.”

Aedo said events like 9/11 helped them prepare for a crisis like this, although this ranks at the top.

“That’s why we feel well prepared to come out of this in a very positive fashion,” said Aedo, pointing out that Miami Spice started post 9/11.

With international travel restrictions being some of the stricter, Aedo said that may also play a part.

“Miami does have a lot of international tourism. US citizens looking to travel to international destinations but won’t be doing that for the foreseeable future... come to Miami. Drive to Miami and visit the world,” said Aedo. “Miami is blessed with such a multi-cultural experience.”

A recent [Miami Herald article](#) showed the latest numbers from industry data firm STR. U.S. hotel gross operating profit per available room fell 101.7% during March 2020 and 81.5% in the Miami market. [Another report](#) on Thursday afternoon details the layoffs of 458 workers from the Eden Roc Hotel on Miami Beach, while the Kimpton Hotels said they have only furloughed their employees. Eric Jellson, the director of marketing strategy, is ready to put his team back to work.

“I think everything we’ve read, heard, seen from people are they wanna go out. They’re eager to travel again, to go out and dine again,” he said. “Owner and operators are also smart enough to know before they can jump in this, they need to make sure everyone is safe and secure. What would be worst to open and have to close.”

Jellson, who has been in the industry for more than 30 years, said he got into the business for the human connection. He believes genuine care and genuine service will help revive his hotels.

“Go back to its roots, while distribution will be different, technology driven,” said Jellson. “But the actual human connection will be just that. It’ll be staying human, it’ll be keeping people real. I think the beauty of our business has always been people wanting to help serve people.”

Jellson believes social media will be a huge force in getting people out to hotels and on vacation.

“This is where social media is going to be so engaging. As people are going out on adventures, hopefully they’re having great experiences and feeling safe. They’re going to post about that and talk to their friends,” said Jellson.

Incentives like free parking for those who are driving down from other states or pets staying free, which is usually offered in Kimpton hotels, are all part of Jellson’s strategy as well.

“Make it easier for families to get away this summer,” said Jellson.

While the tourism industry has definitely been hit hard by pandemic closures, Aedo feels hopeful to come back even stronger.

“This industry is the most resilient. [Our] community one of most resilient,” he said. “Very confident that we will regain market or [expand] in the very near future.”

Aedo points out that people coming out of the pandemic may have saved money or if they were negatively impacted financially, they may be looking for deals.

“People who want to invest the money into local hospitality,” said Aedo. “On the flip side, a lot of folk have been furloughed [and may be] looking for better deals than ever.”

In addition to the Miami Shines campaign, the GMCVB also have programs including Miami Eats, Miami Salutes, Virtual Miami, and a Miami Pandemic Response Fund. For more on these programs, visit [GMCVB.com/COVID19](https://gmcvb.com/covid19).



5/04/2020

Unique Daily Listenership: 204,619

[Link to Segment](#)



WQBA 1140AM 



1140AM WQBA Miami

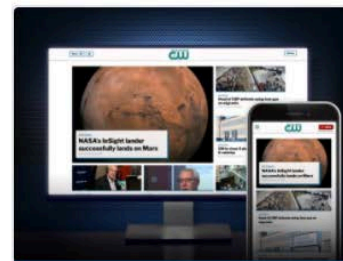


5/11/2020

Unique Daily Visitors (UMV): 3,918
Daily Viewership: 1,897

[Link to article](#)

Tourism Officials Begin Plans for Reopening Miami



**Why we redesigned
the website and
mobile app**



By: [Miriam Tapia](#)

Posted at 5:25 PM, May 08, 2020

and last updated 5:25 PM, May 08, 2020

In the past few weeks, The Greater Miami Convention & Visitors Bureau have launched a variety of programs helping the hospitality industry in our city during the Coronavirus pandemic.

Even though Miami will reopen on May 18th, The GMCVB have initiated a campaign called Miami shines.

The campaign is a pre-recovery effort that centers around the city's diverse population, places, and neighborhoods.

While hotels and restaurants in Miami aren't expected to be open until June, The GMCVB wants South Floridians to get excited about vacationing in Miami again.

"No question we're going to be back, but remember of safer-at-home. Things, as we speak, are starting to open and so we're excited about something opening," said William D. Talbert III, President & CEO of the GMCVB.

Miami Shines has a strategy that focuses on locals first and then international visitors.

"We'll start with our community here, we have some of the top hotels in the world. So why not, just as we did after 9/11, vacation in your own backyard. And then we'll go into the region, Dade, Broward, and Palm Beach. Then we'll go to the state of Florida, for our customers to come here. And we see now the driving market will go all the way up to Atlanta. So, that's how we'll evolve tourism going forward. And all of our hotels will have strict standards of cleanliness of the various touch points. I think it's safe to say when this is launched, hotels, restaurants, and cruise lines will be the safest places in the world. They'll be that clean," said Talbert.

With being clean, Talbert also mentions that there will be stricter guidelines once businesses reopen in Miami which include the use of face masks and, of course, social distancing.

If you want to know more about Miami Shines and all the other programs the GMCVB is offering like virtual Miami and Miami eats, you can head on over to gmcvb.com

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May 9th, 2020 at 12:04 PM
Daily Viewership: 1,897

May 9th, 2020 at 7:03 PM
Daily Viewership: 1,636

May 10th, 2020 at 3:03 PM
Daily Viewership: 1,436

INDULGE

5/22/2020

Unique Daily Visitors (UDV): 79,684

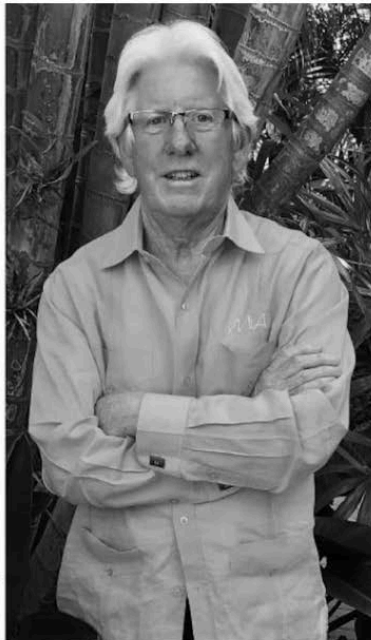
[Link to article](#)

INDULGE

INDULGE presents the second installment of MOSAIC, highlighting South Florida's top influencers at home

BY JENNY STARR PEREZ

MAY 22, 2020 07:00 AM , UPDATED 2 HOURS 18 MINUTES AGO



INDULGE BRINGS READERS THE SECOND INSTALLMENT OF MOSAIC, A DIGITAL-ONLY EDITORIAL SERIES HIGHLIGHTING THE AT-HOME LIVES OF SOUTH FLORIDA LEADERS, INCLUDING ANA VEIGAMILTON, WILLIAM TALBERT III, AND MAYOR CRYSTAL WAGER.

Community is at the heart of every city. Miami's own multicultural landscape reflects the many ethnicities, traditions and hopes for a better future that represent our residents. The city wide anticipation for what is to come has never been more prevalent than at this moment, as we take the first steps to opening up our many local businesses. Leading the way to enacting positive change is a group of influential figures that have made meaningful contributions to South Florida through good times, as well as challenging ones. In the second installment of the MOSAIC series, INDULGE continues to highlight industry leaders that helped the community in a purposeful manner during the Covid-19 pandemic, shining a light on how these Miami 'movers' adapted to the county's stay-at-home measures, while following through with their professional responsibilities and simultaneously lending a helping hand at a critical time.

Featured this week is Ana VeigaMilton, president of José Milton Foundation; Penny Shaffer, market president of Florida Blue (Blue Cross Blue Shield); Franklin Sirmans, director of Pérez Art Museum Miami; William Talbert, president & CEO of Greater Miami Convention & Visitors Bureau; Crystal Wagar, mayor of Miami Shores; and Matthew Whitman Lazenby, president & CEO of Whitman Family Development, LLC,

Do you think the way we do business will change due to our new normal of engaging via digital resources?

We are so fortunate to have the necessary level of digital interconnectivity that makes it possible for us to work from home and be productive. We can relieve traffic congestion and save resources by applying the best of this model to the new normal. Virtual meetings work!

Is there a mantra or quote that you find reflects your outlook?

"What separates privilege from entitlement is gratitude." - Brené Brown, professor, lecturer, author, and podcast host.

The Greater Miami Convention & Visitors Bureau is an invaluable resource to business owners that are suffering through the current crisis. Describe the GMCVB's main goal as the city begins to slowly open up again.

Our goal is to keep Greater Miami a top destination in the highly competitive international travel market and to continue to gain critical support for our tourism-related businesses and the hundreds of thousands of jobs they support. With most travel remaining at a standstill due to COVID-19, the [GMCVB](#) is working to help the industry get through this difficult time and also keeping Greater Miami top-of-mind for visitors across the globe. Now, more than ever before, we need to support the tourism industry as it manages through this unparalleled crisis.

Describe some of the programs and initiatives the GMCVB has launched as a way to help restaurants and hotels?

We are doing everything possible to support travel and hospitality businesses at this time.

Recently, the GMCVB launched [Miami Eats](#), a program promoting over 1,000 restaurants offering delivery and/or take out, with an option to donate meals for hospital workers through a partnership with Meals for Heroes. Another program, [Miami Salutes](#), provides a comprehensive list of restaurants and other businesses providing free or discounted items to frontline workers. In addition, we continue to keep a comprehensive and updated list of hotels on our website that remain open for [Essential Lodgers](#) like doctors, nurses, military personnel and more.



TOGETHER WITH HIS TEAM AT THE GMCVB, WILLIAM TALBERT IS LEADING INITIATIVES TO HELP BOOST MIAMI'S RESTAURANT AND HOSPITALITY INDUSTRIES.

What would you like to see happen once restrictions are lifted?

To help us prepare for a gradual reopening and position Greater Miami for a quick recovery, the GMCVB created the [Miami Shines](#) campaign, a series of pre- and post-recovery initiatives to help drive businesses back to hotels, restaurants and museums. We are currently in the pre-recovery phase and we just released an inspirational video for folks who live here in our community and around the world.

Following all necessary laws and guidelines, we will first target local and in-state travelers to help drive money from leisure and business trips back to hotels, restaurants, museums, and attractions. As restrictions ease, we will target national and then international travelers.

What makes these initiatives essential to Miami's economy?

"The tourism business is everyone's business." Tourism in Greater Miami and the Beaches has previously generated an average of \$18 billion in annual economic impact, making this industry the backbone of our economy. By fundamentally helping one another navigate through this darkness, we know Miami will shine through.



5/13/2020

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CORAL GABLES NEWS

MAY 11 - 24, 2020

Connecting Communities

GMCVB unveils 'Miami Shines' campaign and expands tourism recovery efforts

TO MIAMI'S COMMUNITY NEWSPAPERS

The Greater Miami Convention & Visitors Bureau (GMCVB) recently unveiled "Miami Shines," a tourism recovery campaign created in preparation for the gradual reopening of Miami-Dade County's travel and hospitality industry.

The GMCVB adds Miami Shines to a growing list of pre-recovery efforts designed to help drive business back to hotels, restaurants, museums and attractions. The campaign rolls out initially with a pre-recovery phase including an inspirational video produced in English, Spanish and Creole targeting future leisure and business travelers, as well as meeting planners.

The program includes a Miami local-pride initiative and offers residents a Miami Shines Toolkit encouraging locals to share their #MiamiShines moments on social media. With its message of hope, Miami Shines will serve as the foundation for a full recovery campaign supported by advertising, social media and public relations once hotels are open for leisure and business travelers.

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Creative assets will showcase the serenity of the destination's outdoors, nature and beaches while reflecting the community's energy, which draws visitors, conventioners, businesses, entrepreneurs and others from around the globe.

"The GMCVB is focused on creating programming aimed at helping businesses and workers who depend on tourism for their livelihood. We see this as an integral part of what we do to support the local economy," said William D. Talbert III, CDME, president and CEO of the GMCVB. "As a destination marketing organization, the GMCVB has helped Greater Miami's community navigate challenging crises in the past, including the



Gulf Oil Spill, 9/11, Zika and countless hurricanes. We are resilient, and with the support of our community partners we will soon shine brighter than ever."

Miami Shines will include local, regional and national components to help drive leisure and meetings business back to hotels, restaurants, museums and attractions. Miami Shines is part of a series

of programs designed by the GMCVB to educate guests and industry, mitigate effects from the coronavirus pandemic and at the appropriate time stimulate demand for the hospitality industry.

More information about the GMCVB's response efforts and updates related to COVID-19 are available for the public and partners at www.GMCVB.com/Covid19.

Patch

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Unique Daily Visitors (UDV): 2,547,411

[Link to Article](#)

Health & Fitness

Tourist-Driven Miami Will Focus On Road-Trip Strategy

Miami and Miami Beach will spring back to life by the end of the month but this tourist-driven economy may depend heavily on road trippers.

By Paul Scicchitano, Patch Staff

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Empty seats along iconic Ocean Drive may depend on road trippers (file photo). (Photo by Paul Scicchitano)

MIAMI BEACH, FL — Hundreds of shuttered businesses in Miami and Miami Beach will spring back to life by the end of the month but this tourist-driven economy may depend heavily on the willingness of Americans — and even Canadians — to get in their cars and drive.

The bright white sands that have hosted countless spring breakers and celebrity events over the years, will remain shut down and will likely stay that way at least until early June. But that's not the case for other businesses.

"We're not going to rush into our reopening," Miami Beach Mayor Dan Gelber cautioned Saturday in a statement. "Businesses need time to prepare their best practices so the public has confidence that their experience will be as enjoyable as it is safe. We all need to work as a community to get this right."

One key question that has yet to be answered is if the crowds feel comfortable enough to return to Miami Beach and the entire Miami area under the new normal, which involves social distancing guidelines, masks and reduced capacities at restaurants and retailers.

"We're a global town and the Miami brand is strong," Bill Talbert, president of the Greater Miami Convention & Visitors Bureau assured a number of business owners at a virtual tourism forum on Thursday. "We've been there before and we will be there again."

Indeed, Miami Beach has survived 9/11, multiple years of hurricanes, a massive oil spill, the Zika virus and the great recession of 2008.

"You could roll all those crises up into one and still not reach the historic metrics that we are seeing across the globe when it comes to travel, tourism and hospitality," observed Scott Berman, the U.S. Hospitality & Leisure Practice Leader with PricewaterhouseCoopers. "My word is cataclysmic."

Speaking at the tourism forum, Berman said there are about 60,000 hotel rooms in the Miami area, including 10,000 that have been added over the past decade. All hotels in Miami-Dade County have been closed since March 21. The occupancy rate fell to 18 percent by April 1.

"Over 30 days we lost 90 percent of our business," Berman said. "If you can even imagine this, Europe has been in worse shape than the U.S. The health crisis has become an economic crisis and that's what we're facing."

With fewer people traveling by air, historic unemployment levels and the absence of hotel rooms, Miami area tourism officials understand they will have to appeal to the nostalgia and charm of the great American road trip to help fill the void.

Starting Wednesday, retail stores, personal grooming businesses, offices and museums can reopen in Miami Beach as long as social distancing requirements are followed, according to an announcement made by city officials on Saturday. Bars and nightclubs will remain closed for now.

The city's restaurants and sidewalk cafes can reopen on May 27 for sit-down dining at no more than 50 percent of their maximum capacity. A number of restaurants have kept their kitchens open throughout the coronavirus shutdown by focusing on takeout, deliveries and curbside ordering. That will continue. [Click here](#) for more information on the Miami Beach reopening.

Iconic Ocean Drive in South Beach will reopen too but motor vehicles will be prohibited from the street to give restaurants more room for outdoor seating and to help police control crowds, particularly as the Memorial Day holiday weekend approaches.

Rolando Aedo of the Greater Miami Convention and Visitors Bureau said the annual Miami Spice program was developed by his organization in response to 9/11. Hundreds of Miami Beach and Miami restaurants offer fixed price meals at some of the area's most exclusive venues as part of the promotion.

"We're going to go out to our Florida drive markets, southeast U.S.," Aedo said. "Ultimately, we're going to get into some of those key domestic feeder markets in this phase one approach and then beyond that, at the right time, with international, which is so near and dear."

The bureau is organizing what officials describe as a community pledge to give confidence to visitors. That will be supported in an advertising and social media campaign based around the theme: "Miami Shines" in English, Spanish and Creole.

"We're going to bake that in and we're going to communicate that to all of our customers and meeting planners — which are very, very risk averse in particular — and are going to make sure that we are committed," he said. "Hopefully, we can convince even some folks further afield to come and do the ultimate road trip. The ultimate road trip is to Miami. Travel the world in your car in Miami."



5/18/2020

Unique Daily Visitors (UDV): 17,116

[Link to Article](#)

MIA, FLL Prepare for Passengers as South Florida Reopens



South Florida's airports are ghost towns for now. But as businesses start to open next week, that may soon begin to change.

At Miami International Airport on Thursday, there's enough space to have your own terminal. Passenger Diana Trias likes it that way.

"Luckily on my flight, everyone was social distancing," Trias said.

MIA is seeing passengers drop from a bustling 115,000 a day to about 7,500. But the airport says it's using this time wisely. The Greater Miami Convention and Visitors Bureau is running a promo campaign showing the sunshine and tourist spots.

As South Florida begins to reopen Monday, tourist leaders are hoping those hunkered down in their homes across the U.S. will choose to break out of the COVID-19 blues and visit.

"We're certain that the traffic will come back," said Lester Sola, the Miami-Dade County Aviation Director. "We have taken aggressive measures to get the airport ready and the flying public ready."

That involves doing all they can to keep people separated. American Airlines, the largest carrier at MIA, put up a plexiglass wall around one checkpoint. It's marked off every six feet for social distancing. Plexiglass panels are also set up to separate travelers from the airline's employees. At the kiosk, the floor is also marked away from the person at the front of the line.

"We believe that we have enough capacity throughout the airport to maintain that social distance at least for the immediate future," Sola said.

The airport is also getting a thorough, intense scrub down, and the cleaning goes on around the clock.

"There are stations for hand sanitizer, and signs going up everywhere telling you to keep your distance and wear a mask," Sola said.

Trias, who was on her way back to New Jersey, was happy to see what they are doing.

"I'm glad they are taking the precautions. I want them to take the precautions because there are some people who are not. I would rather be safe than sorry," she said.

Those flying Frontier and Air Canada beginning June 1 will get a temperature check at check-in. The airlines are requiring facial coverings. American Airlines also said they are doing their best to keep passengers separated on board.

At the airport in Fort Lauderdale, there are similar steps underway with glass panels going up and markings reminding everyone to be six feet apart.



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