

MIAMI

GREATER MIAMI
CONVENTION &
VISITORS BUREAU

RESEARCH & STRATEGIC PLANNING

Program of Work 20/21



MIAMI
shines

GREATER MIAMI AND THE BEACHES

THE OFFICIAL DESTINATION SALES & MARKETING ORGANIZATION FOR GREATER MIAMI AND THE BEACHES.

PROGRAM OF WORK

LOCAL EVENTS SURVEYS

The Research & Strategic Planning Division conducts intercept surveys at local events by sampling attendees to provide insight into who attends, where they are from, the type of lodging used and their impressions of the event. This covers a diverse group of events that occur year-round and are located throughout Miami-Dade County. While the department normally conducts interviews at 20-25 events per year, it is not yet known which events will be returning this year due to the pandemic.

QUARTERLY OUTLOOK HOTEL SURVEYS

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

11/20: Release First Quarter Outlook Survey Results

2/21: Release Second Quarter Outlook Survey Results

5/21: Release Third Quarter Outlook Survey Results

8/21: Release Fourth Quarter Outlook Survey Results

MONTHLY VISITOR INDUSTRY SURVEYS

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

Surveys of Miami-Dade attractions to collect the number of attendees at their facilities.

Survey of Miami-Dade visitor centers to collect the number of visitors to their facilities.

OVERNIGHT VISITOR RELEASE REPORT

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

11/20: 2020 Top 10 Domestic and International Markets 9-Month Visitor Count

5/21: 2020 Top 25 Domestic and International Markets 12-Month Visitor Count

8/21: 2021 Top 10 Domestic and International Markets 6-Month Visitor Count

ONGOING

VISITOR PROFILE SURVEY

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

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

MONTHLY STATISTICS RELEASE

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

AIRPORT PASSENGERS – DOMESTIC – INTERNATIONAL – TOTAL

Miami International Airport Arrivals

Fort Lauderdale-Hollywood International Airport Arrivals



TOTAL SEA PORT PASSENGERS

PortMiami – Monthly Release

Port Everglades – Monthly Release

HOTEL OCCUPANCY – ROOM RATE – REVENUE PER AVAILABLE ROOM

Miami-Dade Hotel Markets

Top 25 U.S. Hotel Markets

Top Florida Cities Hotel Markets

HOTEL TAXES AND FOOD & BEVERAGE TAXES

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

OVERNIGHT VISITORS – DOMESTIC, INTERNATIONAL AND FLORIDA RESIDENTS

11/20: Release Q3 visitors

4/21: Release Q4 visitors

5/21: Release Q1 visitors

8/21: Release Q2 visitors

11/21: Release Q3 visitors

VISITOR INDUSTRY EMPLOYMENT

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

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