Greater Miami & Miami Beach 2021 Visitor Industry Overview

Visitor Profile • Economic Impact • Hotel Performance • Jobs




Presented by:

MIAMI GREATER MIAMI & MIAMI BEACH
GREATER MIAMI CONVENTION & VISITORS BUREAU

with data collected by:

DEO FLORIDA DEPARTMENT of ECONOMIC OPPORTUNITY

INTEGRATED INSIGHT

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Overview and Executive Summary

Overview

The **Greater Miami Convention & Visitors Bureau (GMCVB)** is proud to serve as Greater Miami and Miami Beach's official destination sales and marketing organization, representing the destination globally with offices in major cities throughout the world.

As the top industry for Greater Miami and Miami Beach, the travel sector's performance is closely monitored by the GMCVB. Research insights are an essential element of the GMCVB's work and serve as the strategic driver for marketing programs to promote leisure tourism (including cruising) as well as meetings and conventions business. Following such an unforeseen year of travel disruption, understanding travel trends becomes critical to developing plans for the ongoing recovery.

The following pages represent the 2021 Visitor Profile for Greater Miami and Miami Beach. Building off of recent years' reports, we continue to profile three broad segments (International, Domestic and Florida Resident) with trending from the prior years. In segmenting Greater Miami and Miami Beach's visitor profile in three categories, the GMCVB is able to better understand the shifts in behavior and develop strategic sales and marketing programs to attract visitors back to the area.

Executive Summary

As the tourism industry faced substantial challenges throughout the pandemic, Greater Miami and Miami Beach tourism experienced a phenomenal recovery. In 2021, 15.9 million overnight visitors and an additional 8.3 million day visitors totaling 24.2 million came to the area, which essentially matched the total volume of tourists seen in 2019. Furthermore, visitor spending rebounded and tourists spent an estimated $19.2 billion, an increase of 8% over 2019.

- The beginning of the year saw continued growth from the latter part of 2020. Starting in March, tourism fueled mostly by domestic visitors began to build momentum and by June, Miami International Airport, hotels and restaurants were full again. The cruise industry also started welcoming passengers back in the summer and has since slowly gained traction; albeit, not where it was prior to the pandemic.

- The influx of tourists was driven by domestic visitation and, to some extent, international visitors from countries mainly in the Caribbean and Latin America. International travel restrictions continued to hamper European and Canadian visitors from visiting, and these restrictions were in place for most of the year. Brazil, normally one of the largest feeder markets into Greater Miami and Miami Beach, faced more stringent travel restrictions, which undoubtedly affected their return.

- Florida residents made a comeback and many more came in 2021 than the year prior, yet they have not quite returned back to pre-pandemic levels. Residents of the West Palm Beach area made the most trips, particularly with day excursions. With the cruise industry stalled for much of the year and other destinations opening up, substantial numbers of Florida residents likely chose other destinations.

Domestic visitation made up much of the overall deficit created by a lack of visitors from Europe and Canada, but Latin American markets filled in a sizable gap in international visitation. The primary purpose of visits for tourists continued to be leisure-driven. However, similar to trends in the latter half of 2020, more visitors were coming to the area to visit friends and relatives, as well as to shop and take part in outside leisure activities. This was particularly true for Florida residents, who were twice as likely to say they were visiting friends and family as they did just a few years prior.

Executive Summary

- The New York City area contributed tremendous gains in visitors, both in 2020 as well as 2019. Overnight visitors from the New York City area increased by 22% as compared to pre-pandemic levels. Those who were staying outside of Miami-Dade County but came into the area for a day trip increased even more, by 58% as compared to 2019.

- Comparing domestic markets versus pre-pandemic levels, almost all of the top 20 domestic markets increased their visitation over 2019. Dallas and Houston, two of the largest feeder markets from Texas, were among the highest percent increases, both in terms of overnight and day visitation. Conversely, visitors from the Los Angeles area did not visit quite as often in 2021 as they did in 2019, although they certainly improved dramatically from 2020.

- Floridians returned to the area after many visitors took a hiatus in 2020. However, overall visitation from Florida residents has not yet returned to pre-pandemic levels and trends 14-16% down from 2019. The largest Florida overnight visitor market was Orlando. Interestingly, visitors from Orlando may not have stayed overnight as much as they did in 2019 but there was a sizable increase in day trips from that market.

- While other Florida resident visitor markets did not stay overnight to the extent they have done in the past, one exception was visitors from the Naples/Fort Myers area, whose visits were up 25% from 2019. The strongest day trip market continued to be from the Palm Beach region, which has traditionally been the largest day trip market to Greater Miami and Miami Beach.

- Most major Latin American feeder markets faced relatively few pandemic travel restrictions and, because of this, most of the international visitors were from those areas. In particular, Colombians set an all-time record for visitation in 2021, going from 374,000 overnight visitors in 2019 to 505,000 overnight visitors in 2021, a net increase of 35%. Ecuador ranked second in visitation at 169,000 overnight visitors, but still fell below the 205,000 visitors that came in 2019. Peru (+67,000), Dominican Republic (+96,000), Honduras (+27,000) and others all increased from 2019.

- Brazil faced many challenges in 2021, with travel restrictions which hampered their ability to come to Greater Miami and Miami Beach. Traditionally a top feeder market, Brazil ranked #9 in international market visitation for 2021.

The hotel industry did an impressive turnaround in 2021, with room demand building in the second quarter. By April, recovery was well underway. Hotel room rates were particularly notable and achieved an all-time high, starting in April, and continued month after month through the end of the year. Occupancy was slightly below pre-pandemic levels as fewer visitors decided to use paid lodging. Given many visitors were visiting friends and family, many opted to stay with them instead and spend their money on other things such as shopping and entertainment. For the year, strong room demand along with premium hotel room rates resulted in a boon for Greater Miami and Miami Beach hoteliers, with hotel revenue per available room going above and beyond what many had initially forecasted.

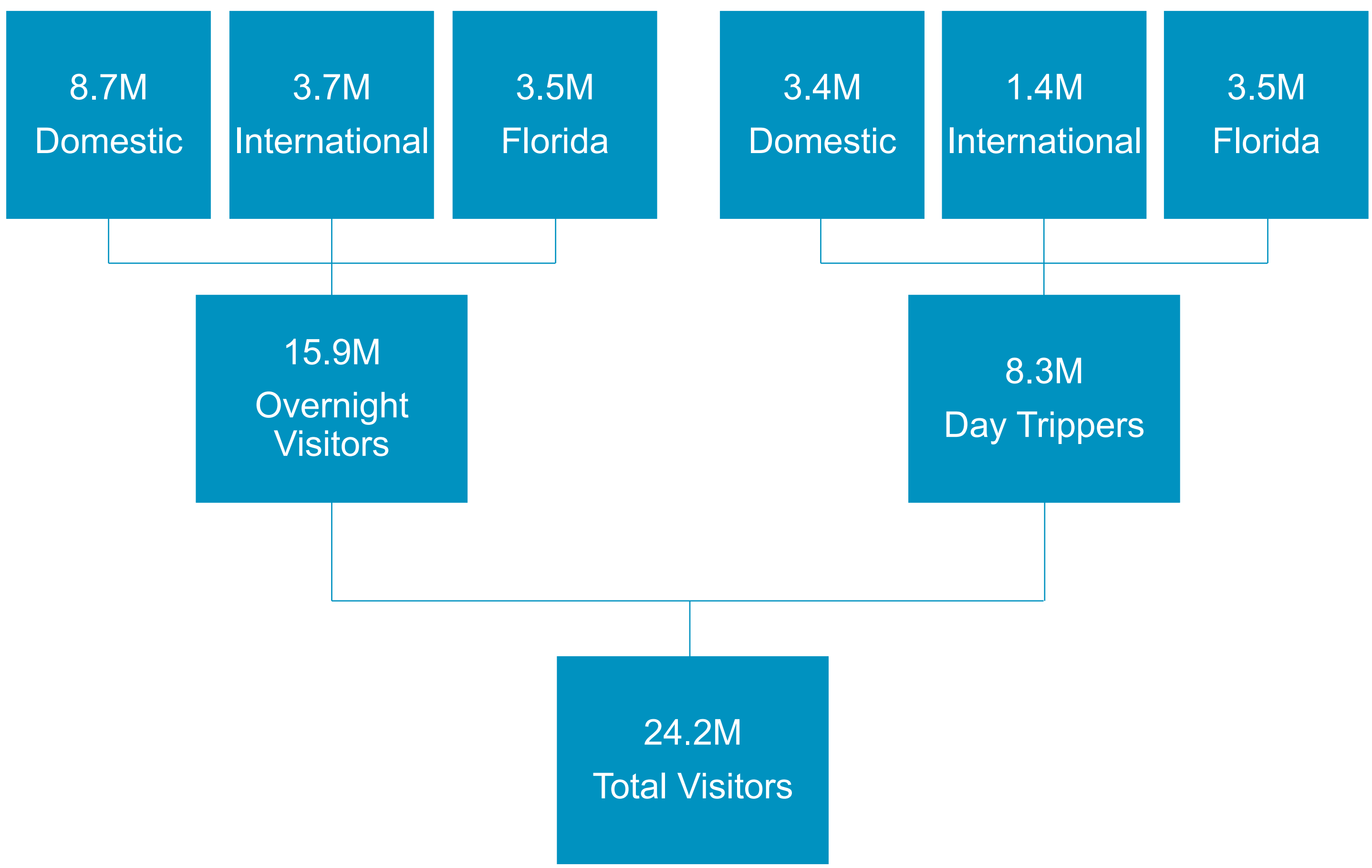
Greater Miami & Miami Beach Visitor Volume

24.2 Million Total Visitors in 2021

Visitation to Greater Miami and Miami Beach rivaled 2019, with overnight visitors estimated at 15.9 million and day trip visitors at 8.3 million. All told, 24.2 million visitors traveled to the area.

Greater Miami & Miami Beach Overnight Visitors

Greater Miami & Miami Beach Day Trippers



2021 Greater Miami & Miami Beach Visitation

Despite the absence of tourists from Europe and Canada for most of the year, the total volume of visitors to the area was on par with 2019, which was previously the best year ever. This was driven by a booming volume of domestic visitors who reside outside of Florida, particularly during the second half of the year.

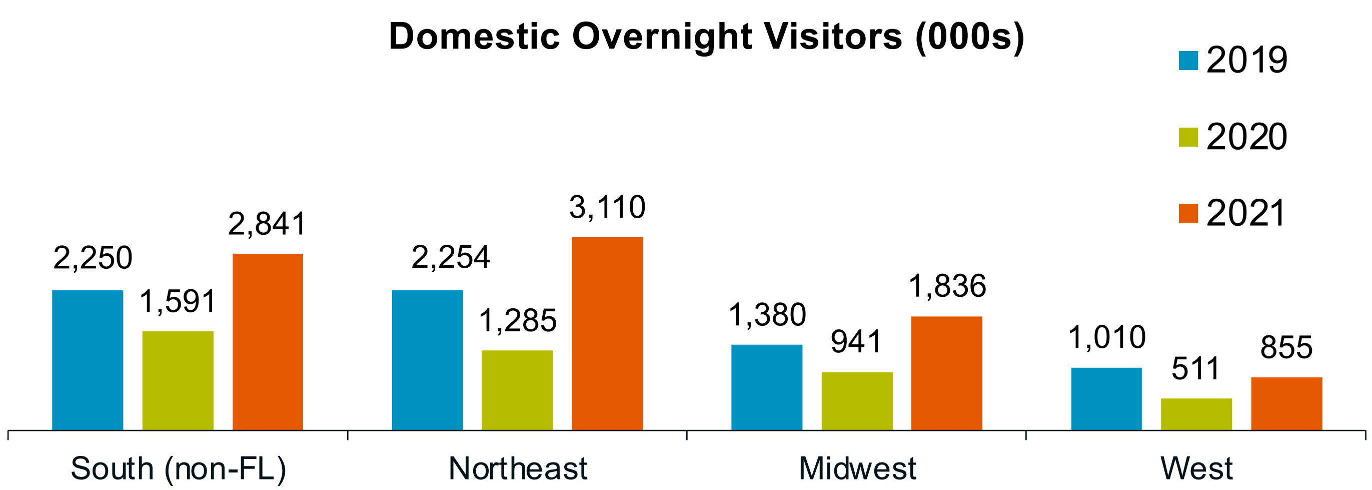
Greater Miami & Miami Beach Visitors (000s)					
	2019	2020	2021	2021 v 2020	2021 v 2019
Domestic Overnight Visitors	6,897	4,328	8,719	*101%*	*26%*
International Overnight	5,337	1,842	3,747	*103%*	*-30%*
Florida Resident Overnight Visitors	4,089	1,708	3,450	*102%*	*-16%*
Total Miami Overnight Visitors	16,323	7,877	15,915	*102%*	*-2%*
Domestic Day Visitors	2,213	1,421	3,355	*136%*	*52%*
International Day Visitors	1,568	614	1,442	*135%*	*-8%*
Florida Resident Day Visitors	4,064	1,682	3,508	*109%*	*-14%*
Total Day Visitors	7,845	3,717	8,304	*123%*	*6%*
Total	**24,168**	**11,594**	**24,220**	***109%***	***0%***

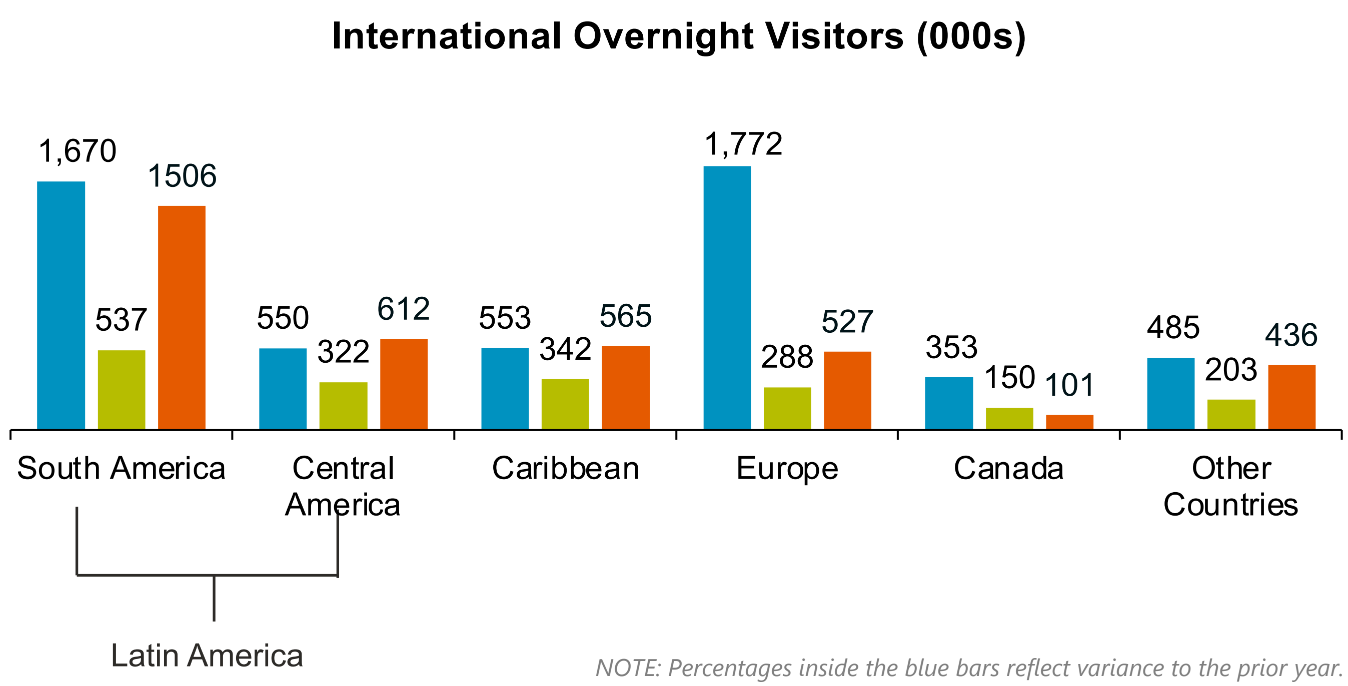
Overnight Visitor Market Visitation

Regional Visitation

In the Domestic markets, every region contributed greatly to the overall volume. Of all regions, the Northeast contributed the greatest number of overnight visitors, driven largely by the New York area. With the exception of the West, all other regions had higher representation in Greater Miami and Miami Beach than they did in 2019.

While travel bans continued to be in place in many regions across the globe, relatively few existed in the Caribbean, Central and South America. Collectively, these markets made up the bulk of international visitation





NOTE: Percentages inside the blue bars reflect variance to the prior year.
Q. What is your country of residence?
Q. What is your zip code?

Top 20 Domestic Markets – Overnight Visitors

The rankings of the top markets hardly change from year to year. However, several markets grew from pre-pandemic levels. In many cases, individual markets like New York, Atlanta, Chicago and others had volumes higher than in 2019.

Every state had its own COVID-related restrictions and their effects were unique to each state. Some markets are recovering a little slower, such as Los Angeles. Still, it is clear that visitation to Greater Miami and Miami Beach is well on its way to pre-pandemic levels.

Greater Miami & Miami Beach – Overnight Domestic Visitors					
Market	**2019 Volume (000s)**	**2020 Volume (000s)**	**2021 Volume (000s)**	**Variance to 2020 (%)**	**Variance to 2019 (%)**
New York City	1,364	752	1,663	*121%*	*22%*
Atlanta	380	237	485	*105%*	*28%*
Chicago	385	234	461	*97%*	*20%*
Dallas	223	149	330	*122%*	*48%*
Philadelphia	349	164	323	*97%*	*-7%*
Houston	191	125	306	*145%*	*60%*
Washington, DC	299	135	281	*108%*	*-6%*
Boston	208	142	271	*91%*	*30%*
Los Angeles	276	139	221	*59%*	*-20%*
Detroit	141	106	208	*96%*	*47%*
Charlotte	86	77	157	*104%*	*82%*
Denver	104	66	140	*113%*	*35%*
Baltimore	77	48	111	*130%*	*44%*
Minneapolis	110	69	109	*58%*	*-1%*
Raleigh	85	55	107	*95%*	*26%*
Cleveland	100	53	104	*97%*	*4%*
New Orleans	57	36	98	*172%*	*72%*
Nashville	105	43	92	*115%*	*-12%*
Hartford	86	38	91	*140%*	*6%*
Kansas City	56	43	88	*104%*	*56%*

Q. What is your zip code?

Top 20 Domestic Markets – Day Tripper Visitors

Visitors who come to Greater Miami and Miami Beach often stay outside of the area for any number of reasons. Domestic feeder markets were even stronger in 2021 than in previous years and in some cases, the shift was quite substantial.

New Yorkers have always loved Greater Miami and Miami Beach, and their enthusiasm was very apparent in 2021.

Greater Miami & Miami Beach – Day Domestic Visitors

Market	2019 Volume (000s)	2020 Volume (000s)	2021 Volume (000s)	Variance to 2020 (%)	Variance to 2019 (%)
New York City	441	247	640	*159%*	*45%*
Atlanta	118	78	187	*140%*	*58%*
Chicago	125	77	177	*131%*	*42%*
Dallas	74	49	127	*160%*	*72%*
Philadelphia	112	54	124	*130%*	*11%*
Houston	60	41	118	*187%*	*98%*
Washington, DC	96	44	108	*144%*	*12%*
Boston	65	47	104	*123%*	*60%*
Los Angeles	99	46	85	*87%*	*-14%*
Detroit	55	35	80	*130%*	*47%*
Charlotte	22	25	60	*139%*	*168%*
Denver	34	22	54	*149%*	*59%*
Baltimore	25	16	43	*170%*	*73%*
Minneapolis	35	23	42	*85%*	*21%*
Raleigh	29	18	41	*129%*	*45%*
Cleveland	30	17	40	*131%*	*32%*
New Orleans	18	12	38	*218%*	*107%*
Nashville	29	14	36	*152%*	*21%*
Hartford	29	12	35	*181%*	*23%*
Kansas City	18	14	34	*138%*	*85%*

Q. What is your zip code?

Top 15 International Markets – Overnight Visitors

International visitation continued to be disrupted in 2021 and with many restrictions on travel, most of Greater Miami and Miami Beach's top feeder markets were greatly impacted. However, Colombians came to the area in record numbers and therefore took the top position.

Most notably, travel to the area improved substantially towards the last quarter of 2021 and markets like Canada and other European countries began to make a comeback. Furthermore, some of the lesser volume markets such as Peru, Dominican Republic, Honduras and others all exhibited strength that surpassed 2019.

Greater Miami & Miami Beach – Overnight International Visitors					
Country	**2019 Volume (000s)**	**2020 Volume (000s)**	**2021 Volume (000s)**	**Variance to 2020 (%)**	**Variance to 2019 (%)**
Colombia	374	144	505	*251%*	*35%*
Ecuador	205	70	169	*141%*	*-18%*
Argentina	285	79	161	*104%*	*-43%*
Mexico	203	79	160	*102%*	*-21%*
Peru	90	39	157	*303%*	*74%*
Dominican Republic	92	60	136	*127%*	*48%*
Canada	351	150	101	*-33%*	*-71%*
Venezuela	169	37	95	*157%*	*-44%*
Brazil	440	118	94	*-20%*	*-79%*
Chile	102	52	93	*79%*	*-9%*
Honduras	62	23	89	*287%*	*44%*
Bahamas	163	51	86	*69%*	*-47%*
Costa Rica	67	35	85	*143%*	*27%*
Guatemala	45	19	85	*347%*	*89%*
Panama	66	32	77	*141%*	*17%*

Q. In what country do you reside? Note: Due to smaller sample sizes, only overnight visitor volumes can be reported (no day visitors)

Top Florida Resident Markets

Floridians have many options to travel to destinations nearby but Greater Miami and Miami Beach draws a lot of interest. While the visitation of Florida residents increased dramatically from 2020, it was still lagging as compared to years past. This could be attributable to factors such as increased competition from other destinations as well as the delayed restart of the cruise industry.

The biggest growth for overnight stays came from residents of the Naples/Fort Myers area. Interestingly, visitors from Orlando came in droves. With theme parks limiting the capacity of visitors much of the year, Greater Miami and Miami Beach remained open and very accessible.

Greater Miami & Miami Beach – Overnight Florida Resident Visitors					
Market	**2019 Volume (000s)**	**2020 Volume (000s)**	**2021 Volume (000s)**	**Variance to 2020 (%)**	**Variance to 2019 (%)**
Orlando	1,078	631	964	*53%*	*-11%*
Tampa/St. Petersburg	1,001	398	809	*103%*	*-19%*
Palm Beach	1,059	287	689	*140%*	*-35%*
Naples/Fort Myers	310	141	387	*175%*	*25%*
Jacksonville	401	188	328	*75%*	*-18%*
Other	240	62	271	*338%*	*13%*

Greater Miami & Miami Beach – Day Trip Florida Resident Visitors					
Market	**2019 Volume (000s)**	**2020 Volume (000s)**	**2021 Volume (000s)**	**Variance to 2020 (%)**	**Variance to 2019 (%)**
Palm Beach	1,946	643	1,354	*111%*	*-30%*
Orlando	542	425	780	*84%*	*44%*
Naples/Fort Myers	585	124	532	*329%*	*-9%*
Tampa/St. Petersburg	520	334	405	*21%*	*-22%*
Jacksonville	268	129	282	*119%*	*5%*
Other	203	27	154	*472%*	*-24%*

Q. What is your zip code?

Domestic Overnight Visitors

Purpose of Visit – Domestic Overnight Visitors

Vacationing for pleasure continues to be the most often cited reason for a trip to Greater Miami and Miami Beach. However, due to the pandemic, reasons for visiting have shifted to a higher mix of people who were in the area to visit friends. Business travel and meetings/conventions have not yet recovered. Understandably, with the cruise lines stalled for most of the year, very few visitors to the area said they intended to go on a cruise.

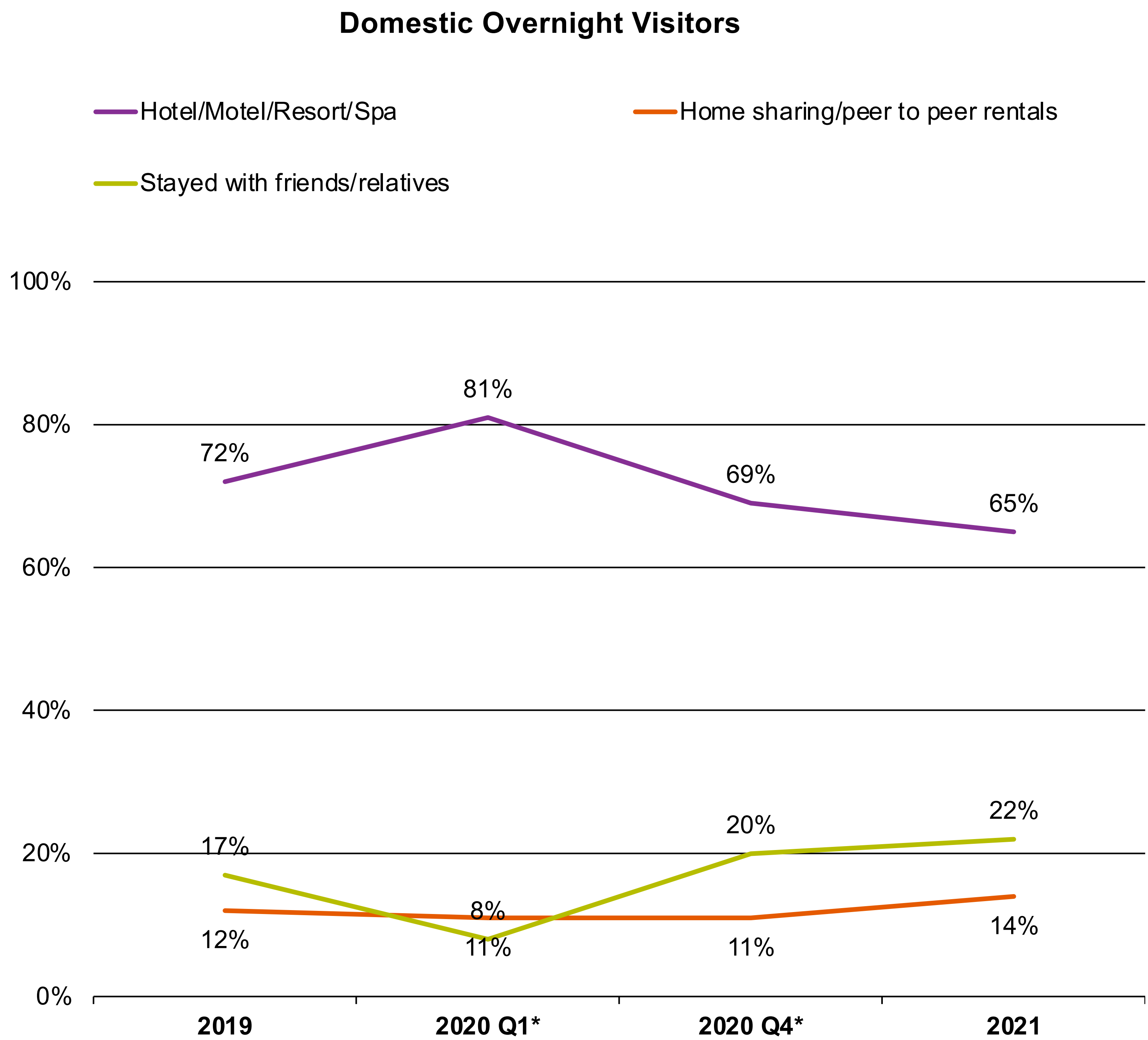
All Reasons for Visit – Domestic Overnight Visitors

	2019	2020 Q1*	2020 Q4*	2021
Vacation/Pleasure	65%	49%	59%	61%
Visit friends	15%	11%	13%	17%
Business	19%	32%	15%	13%
Visit relatives	13%	6%	13%	13%
Food/Gastro-tourism	4%	2%	7%	6%
Shopping	3%	2%	8%	5%
Cruise	15%	25%	0%	1%
Meeting/Convention	3%	5%	0%	1%

*Q. What was the **MAIN** purpose of your visit to the Greater Miami Area?*
*Q. Were there any **OTHER** purposes of your visit to the Greater Miami Area?*
**Surveying took place in Q1 and Q4 of 2020. Data collection was halted at the start of the pandemic and resumed in October 2020.*

Type of Lodging – Domestic Overnight Visitors

While hotels are the preferred lodging of domestic visitors, fewer visitors said they were using one while staying in Greater Miami and Miami Beach than in the past several years. A greater proportion than in years past said they stayed with friends and relatives instead.



NOTE: Only includes accommodation types with more than 3% in each segment
Q. What type of lodging have you used during this visit?
**Surveying took place in Q1 and Q4 of 2020. Data collection was halted at the start of the pandemic and resumed in October 2020.*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Accommodations Area – Domestic Overnight Visitors

Miami Beach remains the most popular area for domestic visitors to stay. Downtown Miami/Brickell is also popular and apparently became a little more desired in 2021.

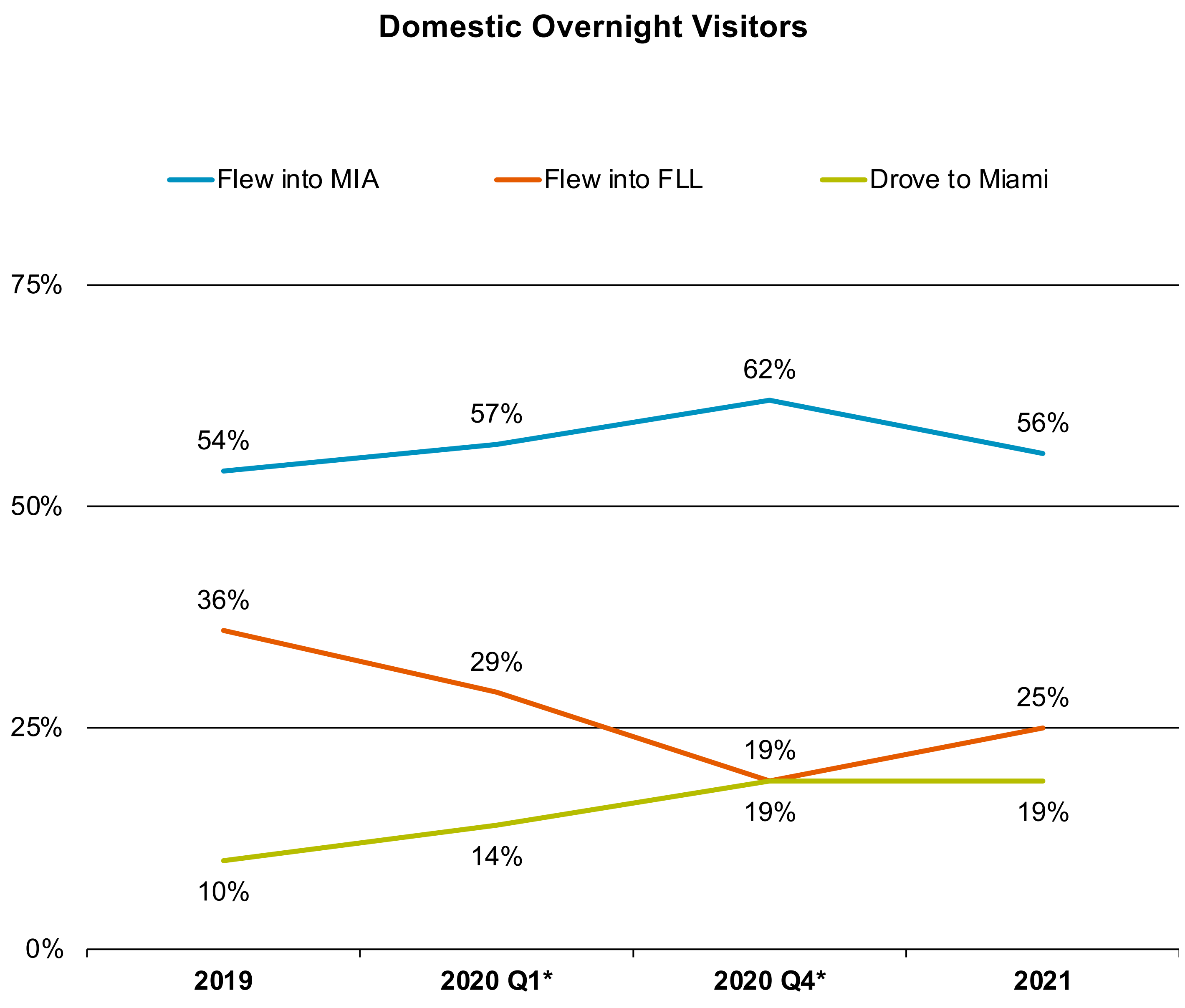
Visitors seemed to have less interest in the Airport Area than they have had in past years, while accommodations in North Dade appear to have been utilized more than in the recent past.

Domestic Overnight Visitors				
Area	**2019**	**2020 Q1***	**2020 Q4***	**2021**
Miami Beach	38%	38%	49%	53%
Downtown Miami/Brickell	15%	12%	13%	18%
Airport Area	17%	25%	12%	9%
South Miami	9%	7%	8%	7%
Coral Gables	4%	4%	6%	6%
North Dade	2%	1%	1%	5%
Aventura	4%	4%	3%	4%
Sunny Isles	2%	1%	1%	4%
Doral	4%	7%	5%	3%
Coconut Grove	3%	1%	3%	3%
Kendall	2%	1%	3%	3%
Key Biscayne	3%	2%	2%	2%
South Dade	3%	2%	3%	1%

Q. In what area(s) did you stay? Select all that apply.
**Surveying took place in Q1 and Q4 of 2020. Data collection was halted at the start of the pandemic and resumed in October 2020.*

Mode of Transportation – Domestic Overnight Visitors

Coinciding with the passenger volume recovery at Miami International Airport, domestic overnight visitors have returned to air travel. While MIA is the largest feeder airport for Greater Miami and Miami Beach, domestic visitors also utilize Fort Lauderdale-Hollywood International Airport. However, they have not returned to FLL like what was seen in the past.



Q. Which modes of transportation did you use to get to the Greater Miami Area?
Q. At what airport did you arrive?
**Surveying took place in Q1 and Q4 of 2020. Data collection was halted at the start of the pandemic and resumed in October 2020.*

Neighborhoods Visited – Domestic Overnight Visitors

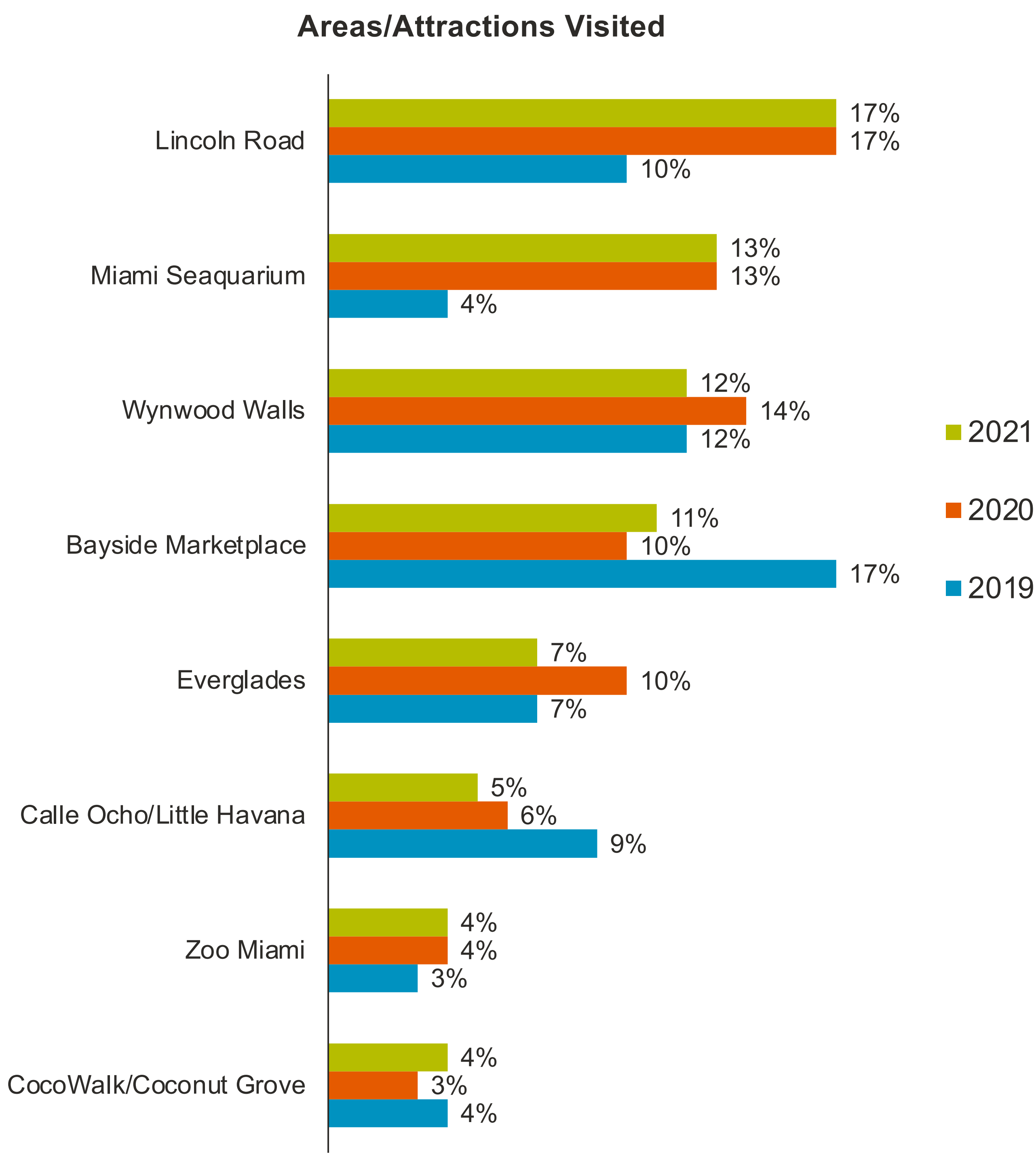
Miami Beach remains the most popular area for domestic visitors to visit. Downtown Miami/Brickell is also popular. Other areas of interest continue to attract these visitors, including South Dade, Wynwood, Little Havana, Aventura and others.

Domestic Overnight Visitors			
Neighborhood	**2019**	**2020**	**2021**
Miami Beach	44%	49%	50%
Downtown Miami/Brickell	27%	21%	19%
South Dade	13%	14%	14%
Wynwood	13%	15%	13%
Little Havana	14%	9%	12%
Aventura	7%	5%	12%
Key Biscayne	14%	11%	9%
Coconut Grove	8%	7%	9%
Coral Gables	8%	10%	8%
Design District	3%	4%	6%
Doral	7%	6%	5%
Little Haiti	5%	4%	5%
Historic Overtown	6%	8%	5%
Bal Harbour	3%	5%	5%
Homestead	5%	7%	4%
Miami Gardens	4%	3%	4%
South Miami	6%	5%	3%
Everglades	1%	1%	1%

*Q. Did you visit (or do you plan to visit) any of the following places during **THIS** visit to the Greater Miami Area?*
NOTE: Percentages indicate the % of respondents that visited a particular neighborhood and do not reflect if a respondent made multiple visits to that neighborhood on that trip.
Data supplemented with mobile devices that were present in specific areas of Miami-Dade County during the specified year.

Top Places of Interest – Domestic Overnight Visitors

Popular areas such as Lincoln Road, Miami Seaquarium and Wynwood Walls continue to attract attention from overnight visitors, along with Bayside Marketplace and others.



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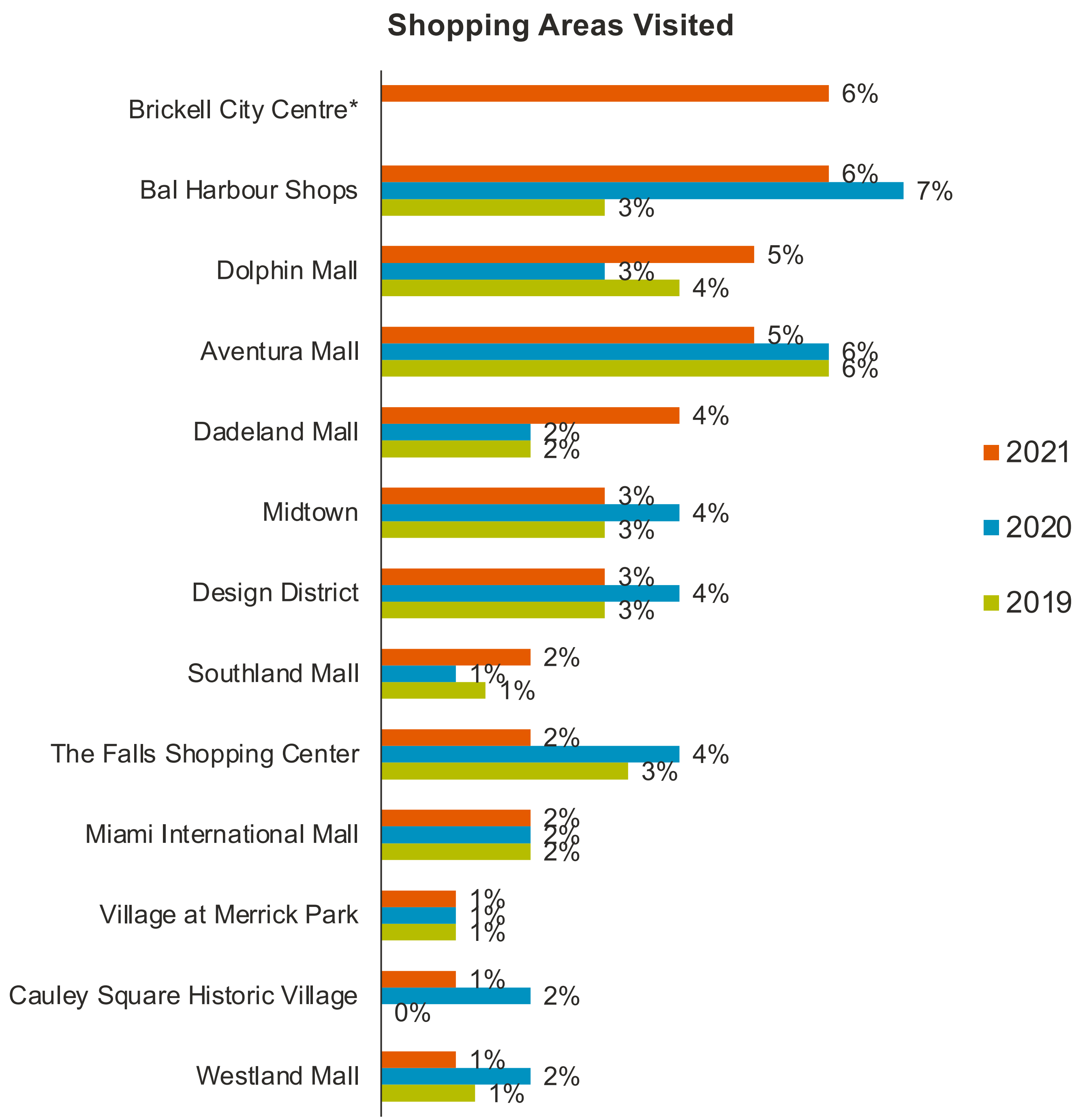
NOTE: Percentages indicate the % of respondents that visited a particular neighborhood and do not reflect if a respondent made multiple visits to that neighborhood on that trip.
Data supplemented with mobile devices that were present in specific areas of Miami-Dade County during the specified year.

Shopping Areas Visited – Domestic Overnight Visitors

Day trippers frequent many shopping destinations in Greater Miami and Miami Beach, among them Brickell City Centre, Bal Harbour Shops and other popular shopping malls. Luxury shopping is an activity enjoyed by many visitors to the area.



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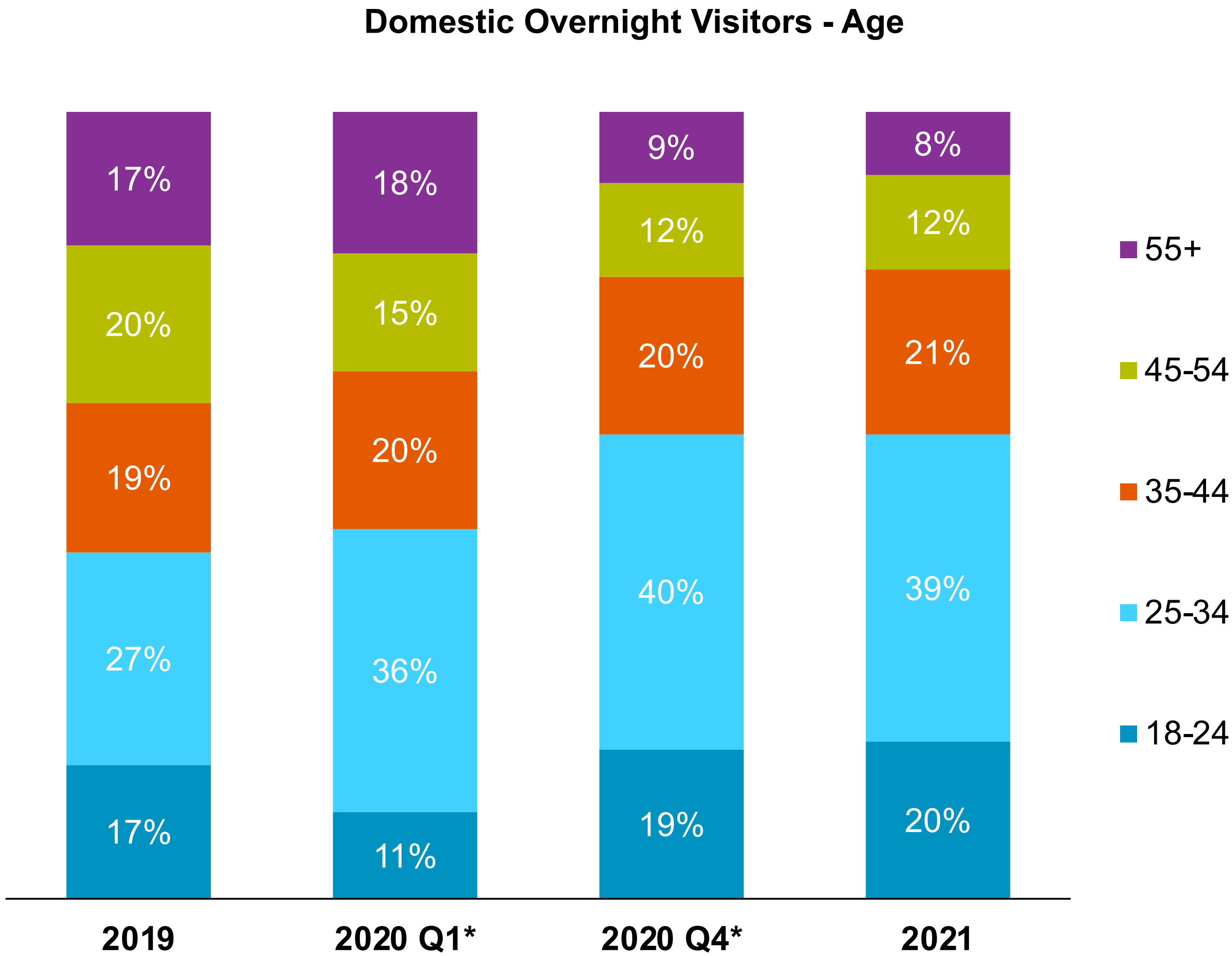
NOTE: Percentages indicate the % of respondents that visited a particular neighborhood and do not reflect if a respondent made multiple visits to that neighborhood on that trip.
Data supplemented with mobile devices that were present in specific areas of Miami-Dade County during the specified year.
**Not asked in 2019/2020*

Age and Party Size – Domestic Overnight Visitors

The age makeup of domestic visitors was almost the same in 2021 as it was in the last part of 2020, signaling a shift from older visitors before the pandemic to a crowd that skewed more towards the 25 to 34-year-old age bracket.

There was also a shift in the percent of travel parties with children as compared to 2020, which appears to be a return to what we saw pre-pandemic.



Percent with any children in the party:

2019	2020 Q1*	2020 Q4*	2021
19%	*9%*	*8%*	*16%*

Average Party Size:

2019	2020 Q1*	2020 Q4*	2021
2.6	*2.9*	*2.2*	*2.6*

Q. Which of the following age groups are you in?
Q. Including yourself, how many people from each of the following age categories were in your immediate travel party?
**Surveying took place in Q1 and Q4 of 2020. Data collection was halted at the start of the pandemic and resumed in October 2020.*

International Overnight Visitors

Purpose of Visit – International Overnight Visitors

While international visitors continue to visit for vacations and pleasure, shopping was a bit more popular in 2021 than before the pandemic. Reconnecting with friends and relatives was also important, given many travelers were unavailable to come due to COVID restrictions.

A fair amount of travelers were here to get a COVID vaccine in the beginning of the year but travel restrictions enacted during the year stopped this reason for visiting.

All Reasons for Visit – International Overnight Visitors

	2019	2020 Q1*	2020 Q4*	2021
Vacation/Pleasure	78%	75%	54%	50%
Shopping	19%	17%	30%	24%
Visit relatives	14%	16%	22%	21%
Visit friends	15%	15%	19%	19%
Business	11%	16%	11%	15%
Food/Gastro-tourism	4%	4%	4%	4%
Cruise	8%	13%	1%	2%
Meeting/Convention	3%	4%	1%	1%

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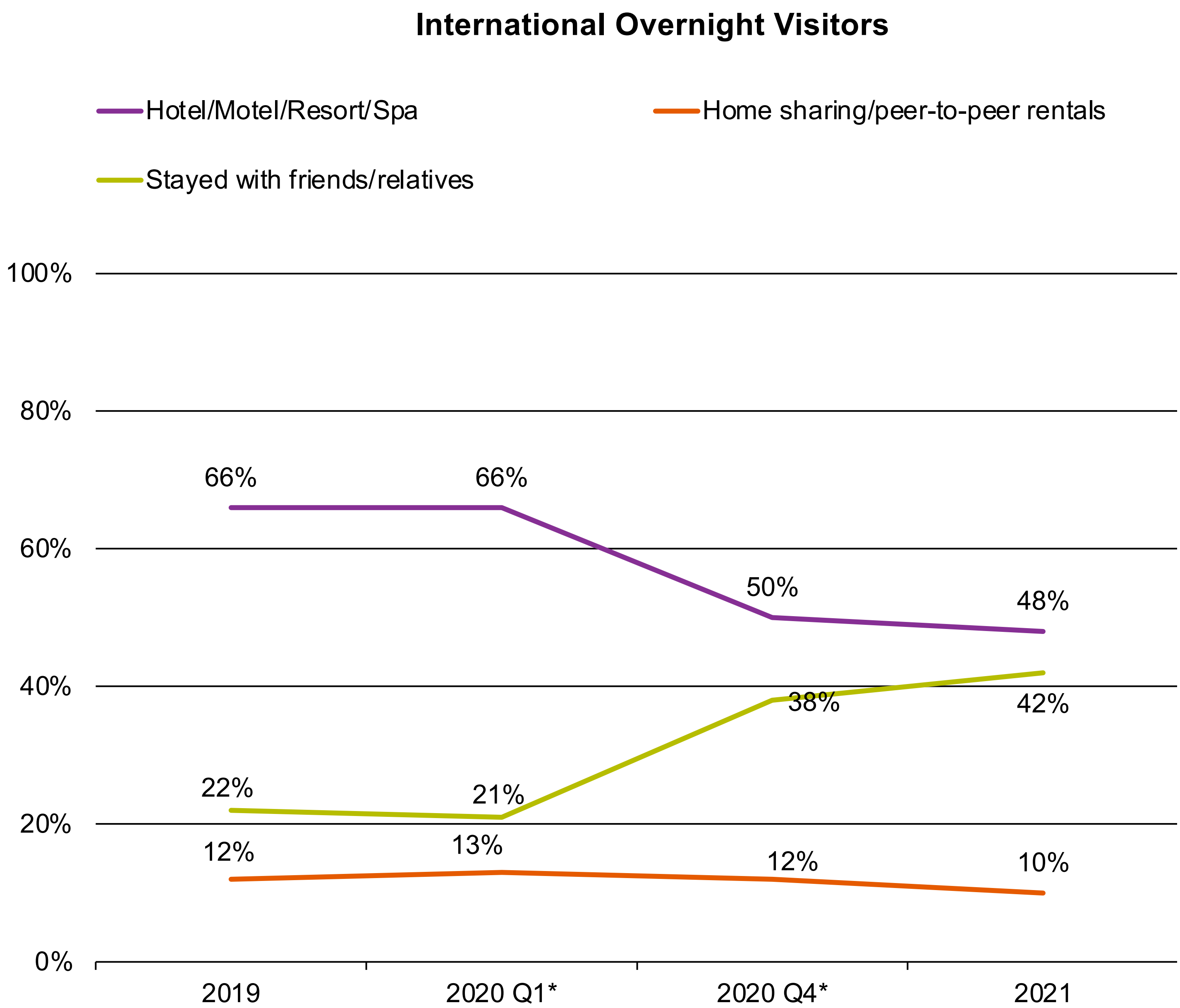
Type of Accommodations – International Overnight Visitors

There was shift away from hotel accommodations for international visitors, who tended to stay with friends and family more so than in the past. Home sharing appears to be consistent year to year.



NOTE: Only includes accommodation types with more than 3% in each segment
Q. What type of lodging have you used during this visit?
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Accommodations Area – International Overnight Visitors

Miami Beach continues to maintain the most popularity for lodging among international travelers, followed by the Airport Area and Downtown Miami/Brickell. North Dade become considerably more popular in 2021 than it was in the past.

Some other areas saw a bit more visitation by these visitors than in past years, particularly Aventura and Kendall.

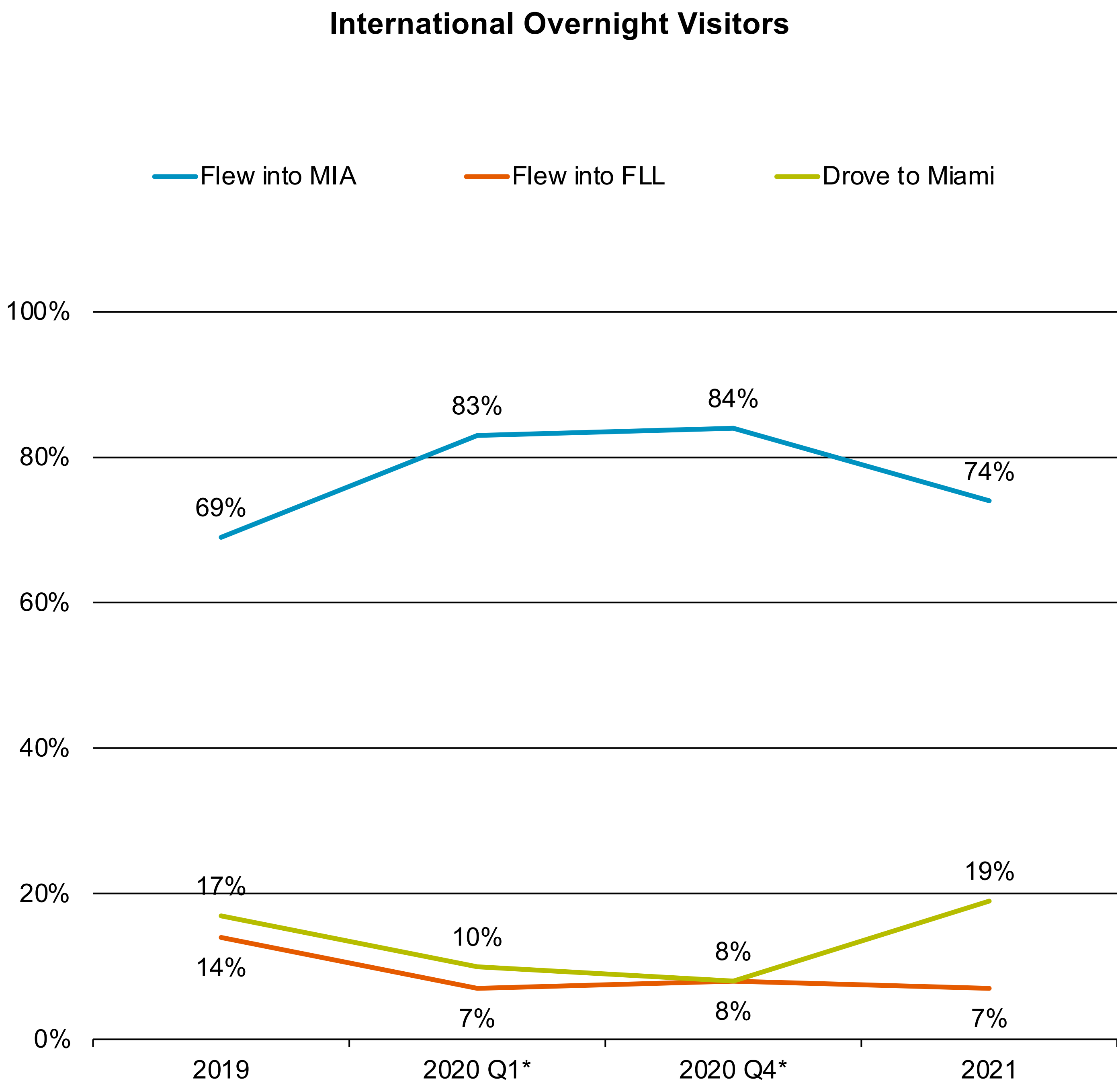
Accommodations Area – International Overnight Visitors

Area	2019	2020 Q1*	2020 Q4*	2021
Miami Beach	39%	38%	37%	32%
Airport Area	16%	16%	11%	13%
Downtown Miami/Brickell	14%	15%	12%	11%
Doral	10%	9%	10%	10%
North Dade	5%	2%	2%	10%
Aventura	7%	4%	9%	9%
Kendall	4%	6%	9%	8%
Coral Gables	5%	5%	4%	7%
Key Biscayne	3%	4%	3%	3%
South Miami	9%	4%	3%	3%
Sunny Isles	2%	2%	2%	3%
Coconut Grove	2%	3%	3%	2%
Homestead	2%	1%	2%	1%
South Dade	1%	1%	2%	1%

Q. In what area(s) did you stay? Select all that apply.
**Surveying took place in Q1 and Q4 of 2020. Data collection was halted at the start of the pandemic and resumed in October 2020.*

Mode of Transportation – International Overnight Visitors

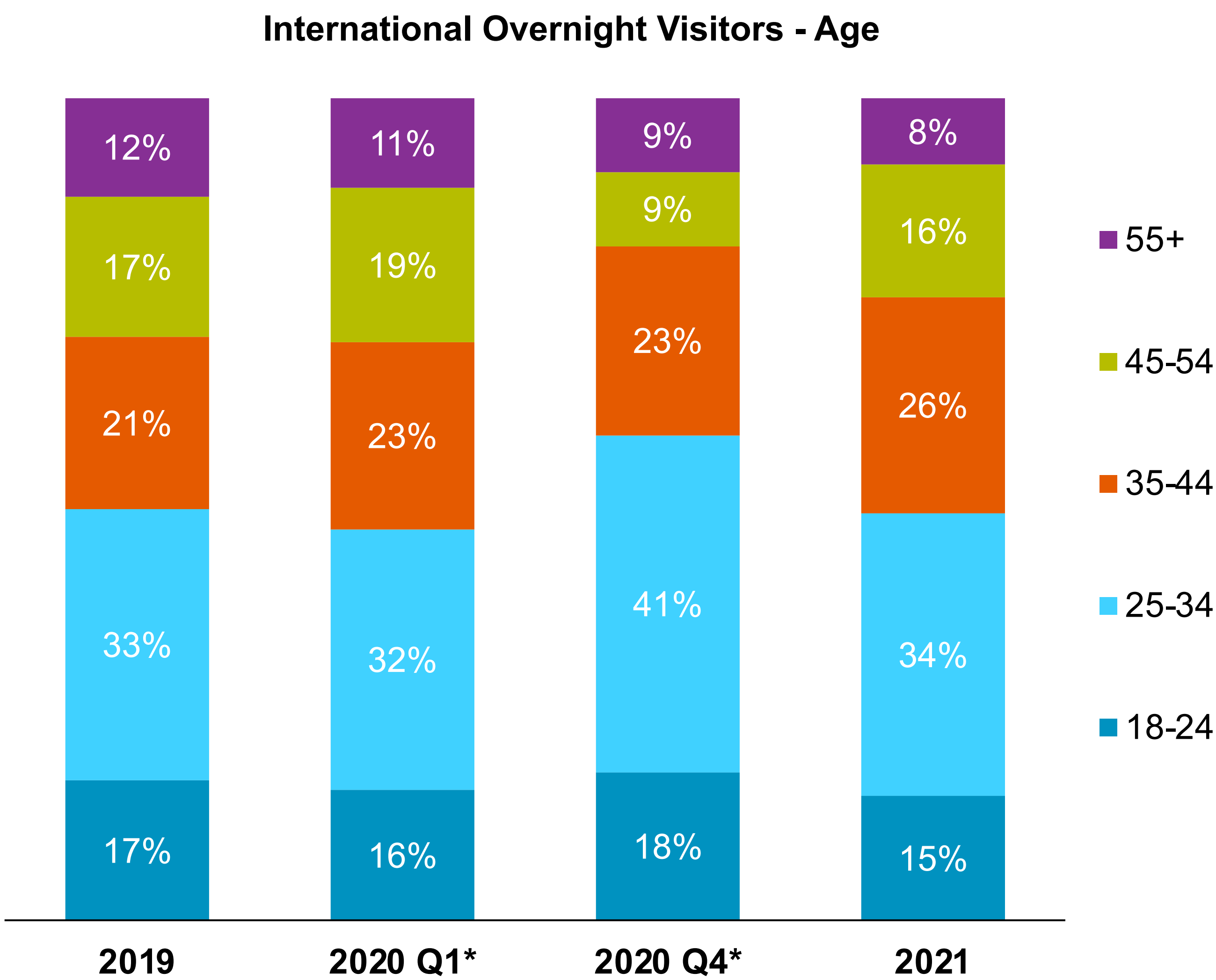
Miami International Airport always contributes the greatest amount of international travelers into Greater Miami and Miami Beach, and this rebounded from 2020. Fort Lauderdale-Hollywood International Airport is also an option, but considerably less visitors opted to use it.



Q. Which modes of transportation did you use to get to the Greater Miami Area?
Q. At what airport did you arrive?
**Surveying took place in Q1 and Q4 of 2020. Data collection was halted at the start of the pandemic and resumed in October 2020.*

Age and Party Size – International Overnight Visitors

The age of international travelers remained relatively consistent with previous years. However, a greater percentage of international travelers also brought their children.



Percent with any children in the party:

12%	*13%*	*10%*	*25%*

Average Party Size:

2.7	*2.3*	*1.9*	*2.1*

Q. Which of the following age groups are you in?
Q. Including yourself, how many people from each of the following age categories were in your immediate travel party?
**Surveying took place in Q1 and Q4 of 2020. Data collection was halted at the start of the pandemic and resumed in October 2020.*

Florida Resident Overnight Visitors

Purpose of Visit – Florida Resident Overnight Visitors

While Florida residents come to the area primarily for vacation and pleasure, visiting friends and family is very popular and this continues to increase year after year. Shopping is also a popular activity.

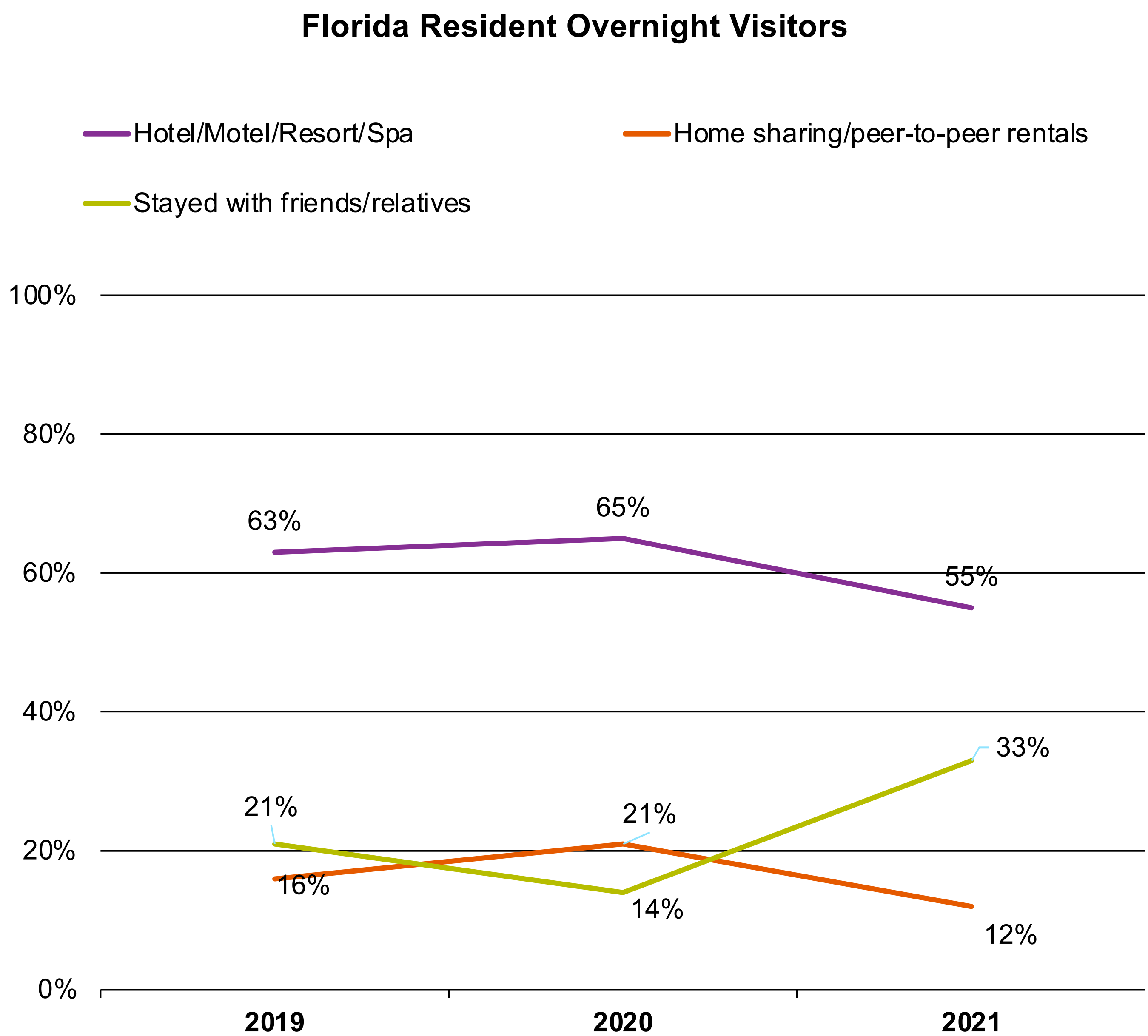
While the cruise industry was down most of the year, cruising resumed in the late summer and some residents were able to sail out of PortMiami for a getaway.

All Reasons for Visit – Florida Resident Overnight Visitors			
	2019	2020	2021
Vacation/Pleasure	62%	63%	58%
Visit friends	26%	38%	40%
Visit relatives	24%	26%	31%
Shopping	16%	23%	29%
Business	10%	19%	20%
Food/Gastro-tourism	13%	14%	13%
Special Events	15%	14%	13%
Sports	8%	8%	7%
Meeting/Convention	5%	5%	7%
Cruise	7%	6%	6%

*Q. What was the **MAIN** purpose of your visit to the Greater Miami Area?*
*Q. Were there any **OTHER** purposes of your visit to the Greater Miami Area?*

Type of Lodging – Florida Resident Overnight Visitors

Hotel stays among Florida residents did fall in 2021 as compared to prior years, while staying with friends and family increased substantially. Home sharing became a bit more popular in 2020, possibly due to social distancing, but returned to what was prior to the pandemic.



Q. What type of lodging have you used during this visit?

Accommodations Area – Florida Resident Overnight Visitors

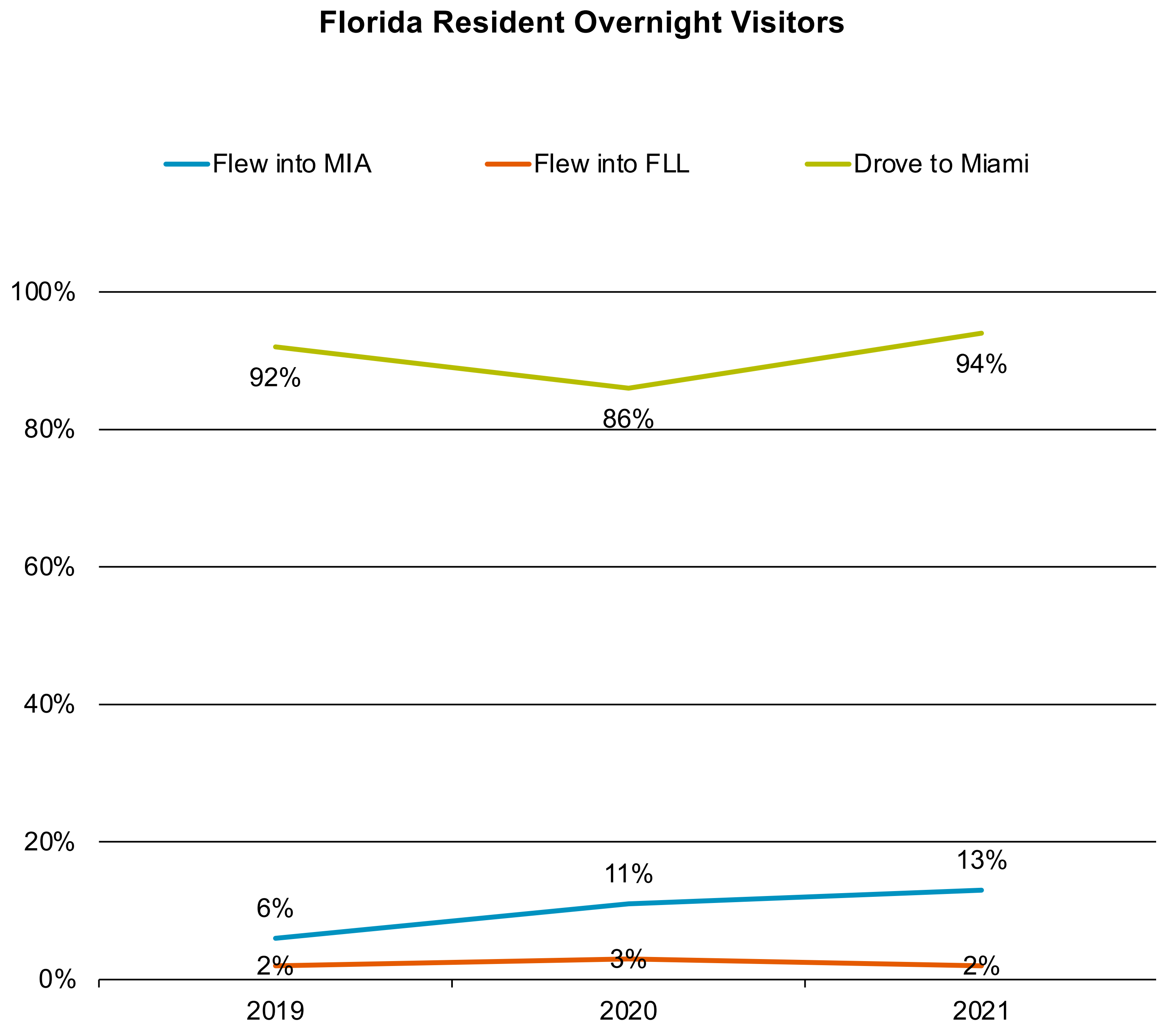
Miami Beach is normally one of the most popular places to stay for Florida residents and this past year was no exception, with more Floridians saying they stayed there than in previous years. South Miami and Downtown Miami/Brickell have both gained in popularity over the past few years as well.

Florida Resident Overnight Visitors			
Area	**2019**	**2020**	**2021**
Miami Beach	35%	37%	53%
South Miami	12%	14%	17%
Downtown Miami/Brickell	10%	13%	16%
Airport Area	11%	18%	14%
Coral Gables	9%	11%	12%
Coconut Grove	6%	10%	10%
Aventura	6%	7%	8%
South Dade	6%	7%	7%
Doral	6%	7%	6%
Kendall	4%	7%	6%
Key Biscayne	5%	6%	5%
North Dade	3%	5%	4%
Sunny Isles	4%	5%	3%

Q. In what area(s) did you stay? Select all that apply.

Mode of Transportation – Florida Resident Overnight Visitors

Florida residents almost exclusively drive to Greater Miami and Miami Beach for their trips. While relatively few fly, the proportion of Floridians who used Miami International Airport grew from a few years ago.



Q. Which modes of transportation did you use to get to the Greater Miami Area?
Q. At what airport did you arrive?

Areas Visited – Florida Resident Overnight Visitors

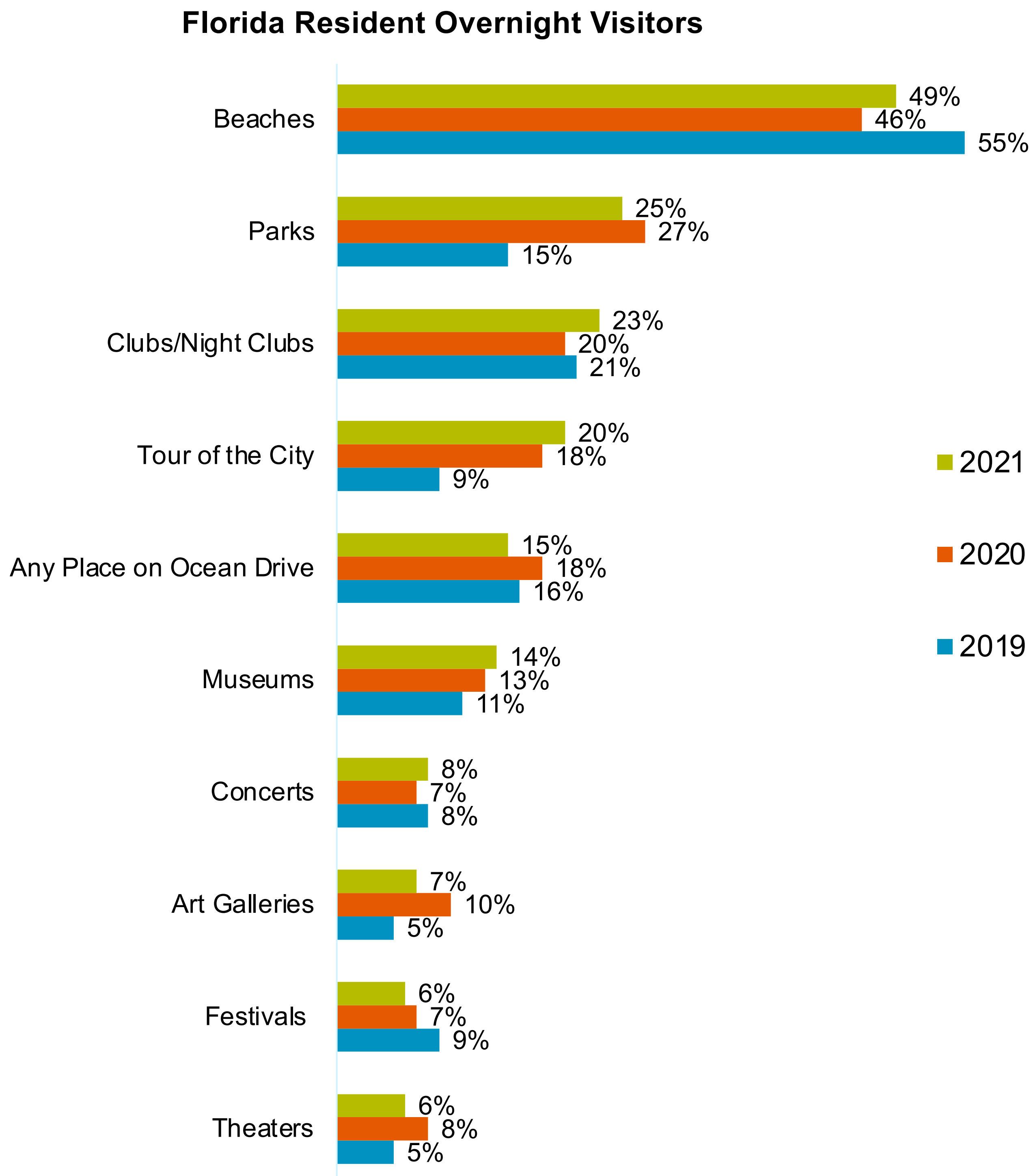
Visitation to the area was consistent with 2020, with the bulk of Florida Resident overnight visitors going to Miami Beach, followed by Downtown Miami/Brickell and South Miami. Coral Gables, Coconut Grove, Miami Gardens and Aventura also rank higher in popularity than in 2020.

Florida Resident Overnight Visitors			
Neighborhood	2019	2020	2021
Miami Beach	35%	44%	42%
Downtown Miami/Brickell	34%	35%	36%
South Miami	15%	23%	21%
Coral Gables	14%	19%	19%
Coconut Grove	15%	19%	17%
Miami Gardens	10%	16%	17%
Aventura	9%	20%	16%
Bal Harbour	6%	12%	11%
South Dade	6%	11%	11%
Little Havana	11%	13%	10%
Doral	9%	12%	10%
Key Biscayne	10%	10%	8%
Design District	4%	9%	8%
Hialeah	*	*	8%
Homestead	*	*	8%
Wynwood	7%	7%	7%
Everglades	*	*	7%
Little Haiti	6%	7%	6%
Historic Overtown	*	*	6%

*Q. Did you visit (or do you plan to visit) any of the following places during **THIS** visit to the Greater Miami Area?*
NOTE: Percentages indicate the % of respondents that visited a particular neighborhood and do not reflect if a respondent made multiple visits to that neighborhood on that trip.
**Not asked in 2019/2020*

Top Places of Interest – Florida Resident Overnight Visitors

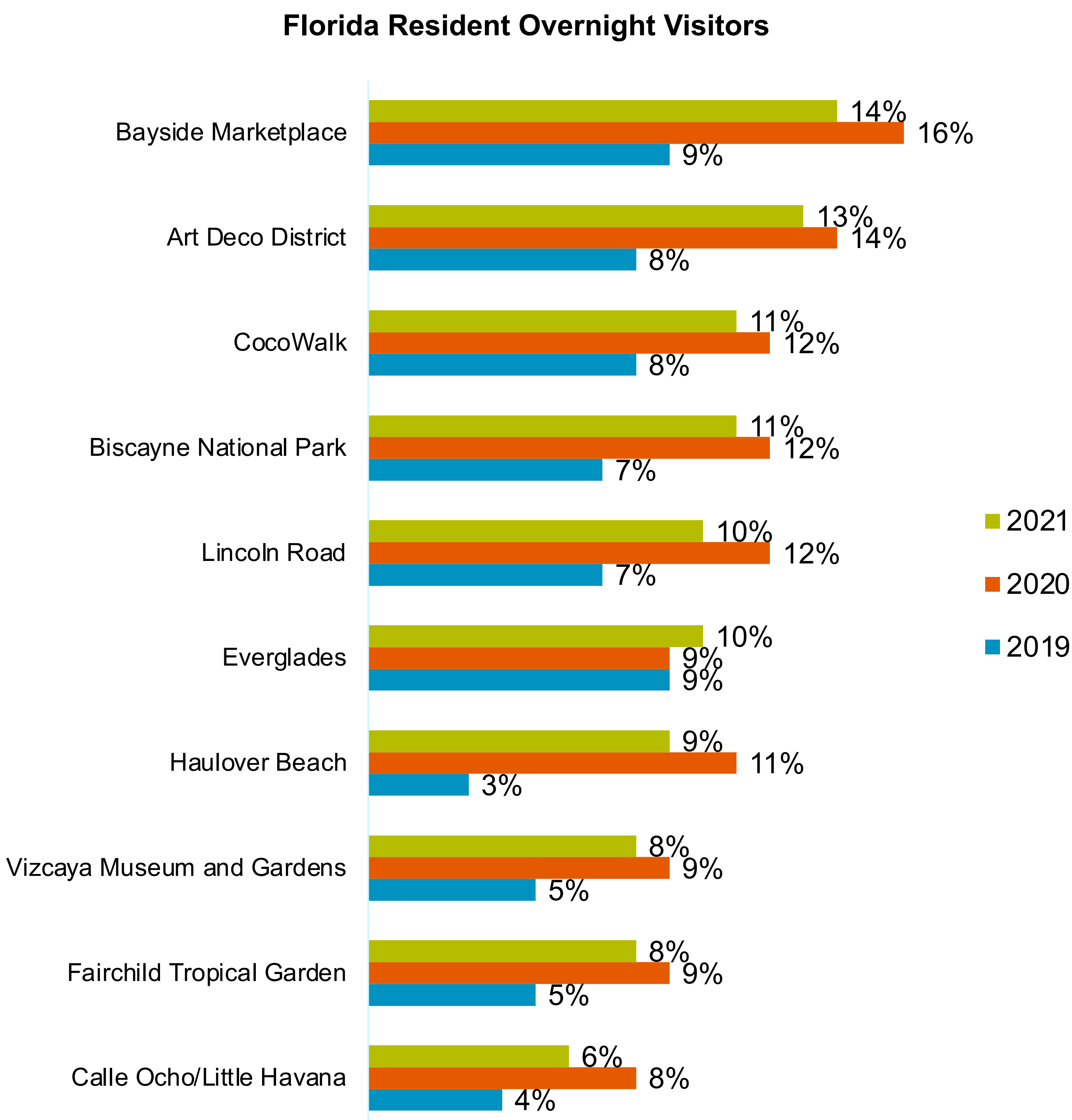
In 2021, beaches remained in the top places they visited. During the past two years, interest in parks and tours of the destination have gained popularity.



*Q. Did you visit (or do you plan to visit) any of the following places during **THIS** visit to the Greater Miami Area?*

Top Places of Interest – Florida Resident Overnight Visitors

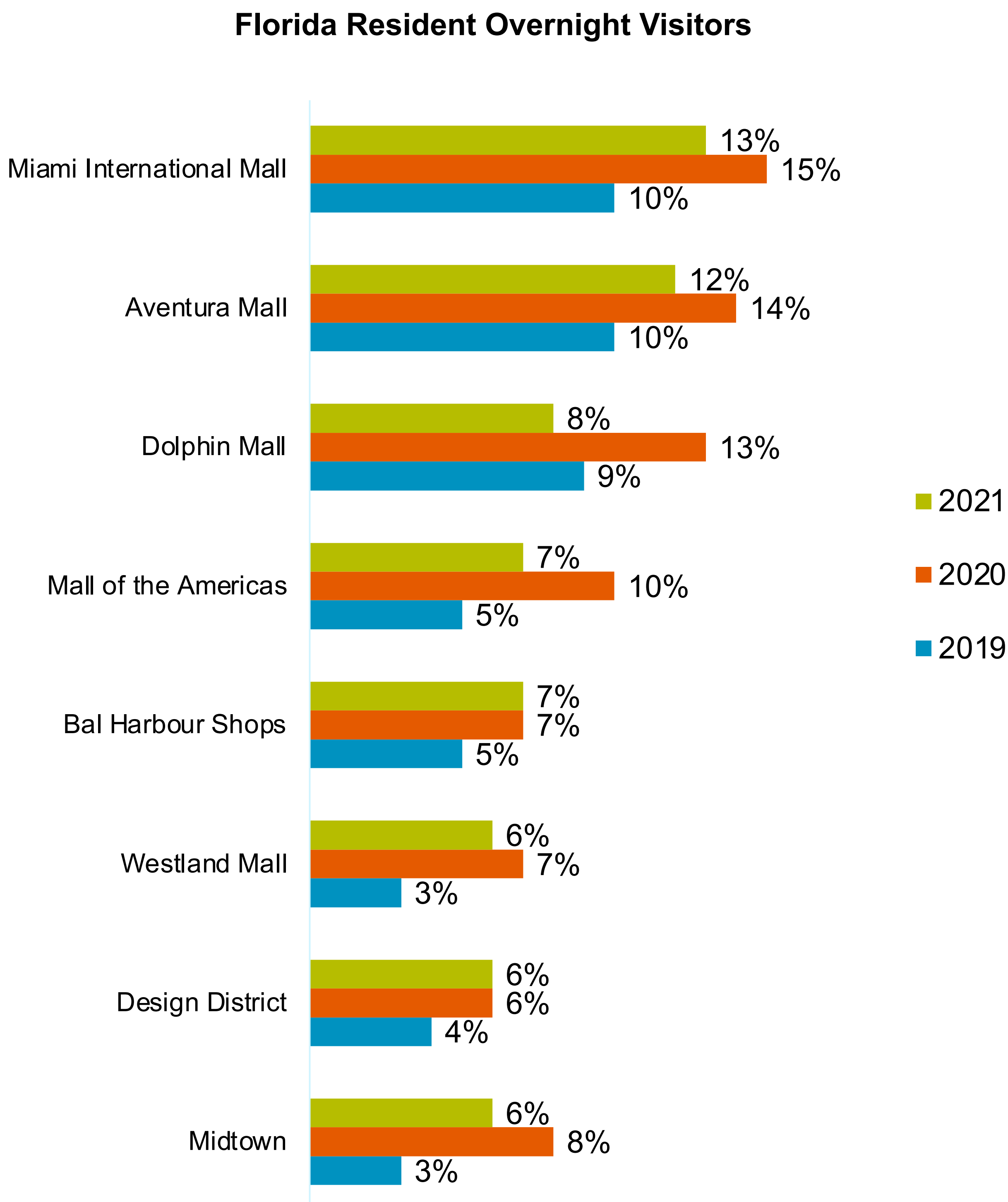
Attractions like Bayside Marketplace, Miami Beach's Art Deco District, CocoWalk, Biscayne National Park and Lincoln Road generally attract the most Floridians who are staying overnight.



*Q. Did you visit (or do you plan to visit) any of the following places during **THIS** visit to the Greater Miami Area? Entertainment, attractions, parks*

Shopping Areas Visited – Florida Resident Overnight Visitors

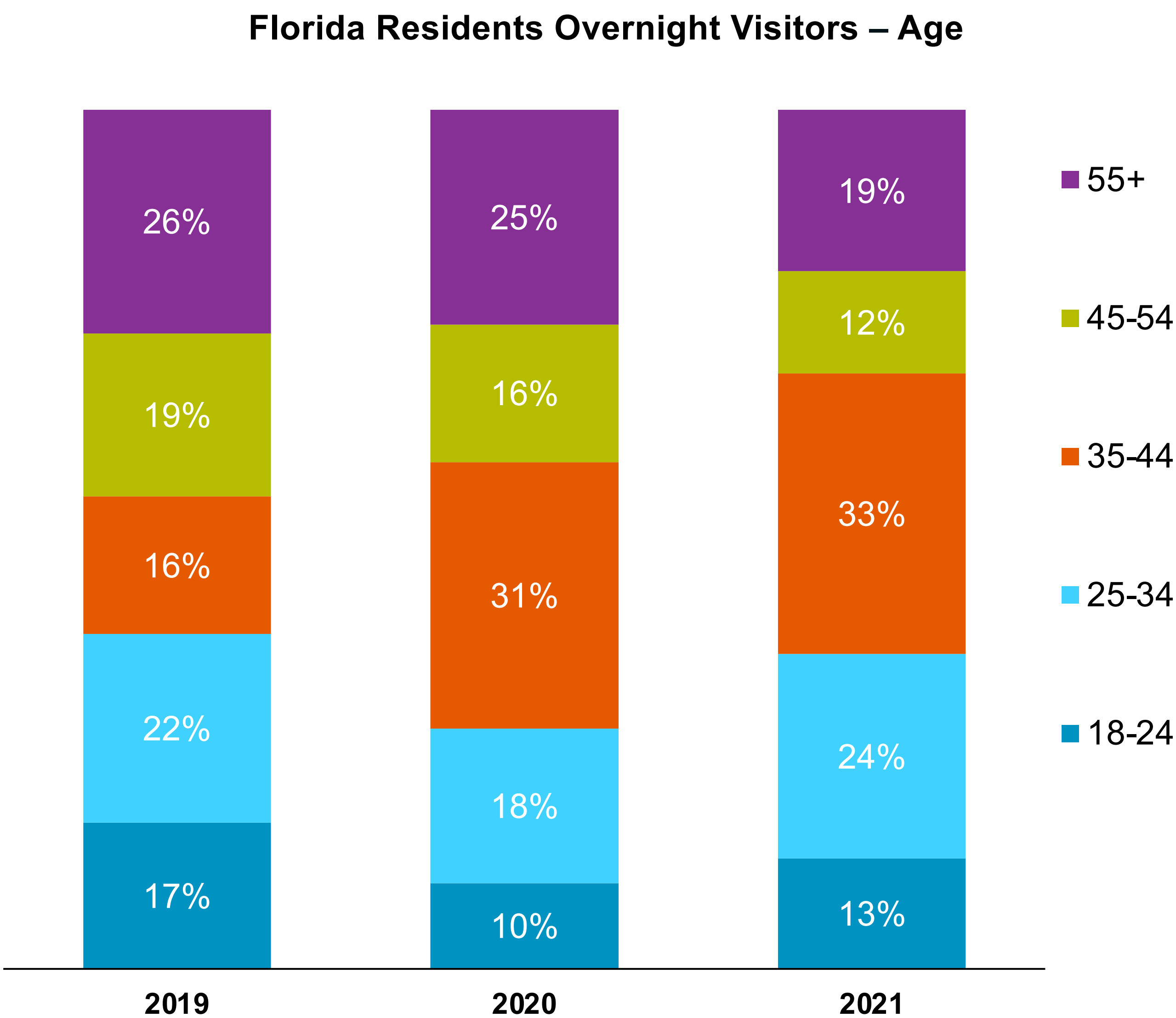
Shopping has become a more popular activity for Floridians who visit the area over the past few years. Miami International Mall and Aventura Mall were among the most frequented shopping areas for Floridians.



*Q. Did you visit (or do you plan to visit) any of the following places during **THIS** visit to the Greater Miami Area? Shopping areas*

Age and Party Size – Florida Resident Overnight Visitors

The age of the Florida resident visitor spending the night in the area has become younger, mostly under 45 years of age. Almost a third come to the area with their children.



Percent with any children in the party:

2019	2020	2021
23%	*32%*	*30%*

Average Party Size:

2019	2020	2021
2.8	*3.0*	*2.8*

Q. Which of the following age groups are you in?
Q. Including yourself, how many people from each of the following age categories were in your immediate travel party?

Domestic Day Trip Visitors

Purpose of Visit – Domestic Day Trip Visitors

The pandemic has prevented many from visiting their friends and families, and domestic day trip visitors often said they were here to reconnect with loved ones. They still enjoy traveling for vacation and pleasure.

PortMiami opened for cruising in July and has since resumed at a limited capacity. Cruising is often a reason to visit but, due to the shutdown of the industry for the first half of the year, very few visitors were here for this activity.

All Reasons for Visit – Domestic Day Trip Visitors

	2019	2020 Q1*	2020 Q4*	2021
Vacation/Pleasure	68%	78%	57%	41%
Visit relatives	4%	24%	15%	35%
Visit friends	19%	16%	24%	26%
Shopping	24%	3%	14%	21%
Business	14%	14%	12%	9%
Special Event	5%	0%	0%	9%
Food/Gastro-tourism	7%	8%	6%	5%
Sporting Event	4%	8%	3%	2%
Cruise	8%	8%	3%	1%
Meeting/Convention	2%	0%	1%	0%

*Q. What was the **MAIN** purpose of your visit to the Greater Miami Area?*
*Q. Were there any **OTHER** purposes of your visit to the Greater Miami Area?*
**Surveying took place in Q1 and Q4 of 2020. Data collection was halted at the start of the pandemic and resumed in October 2020.*

Neighborhoods Visited – Domestic Day Trip Visitors

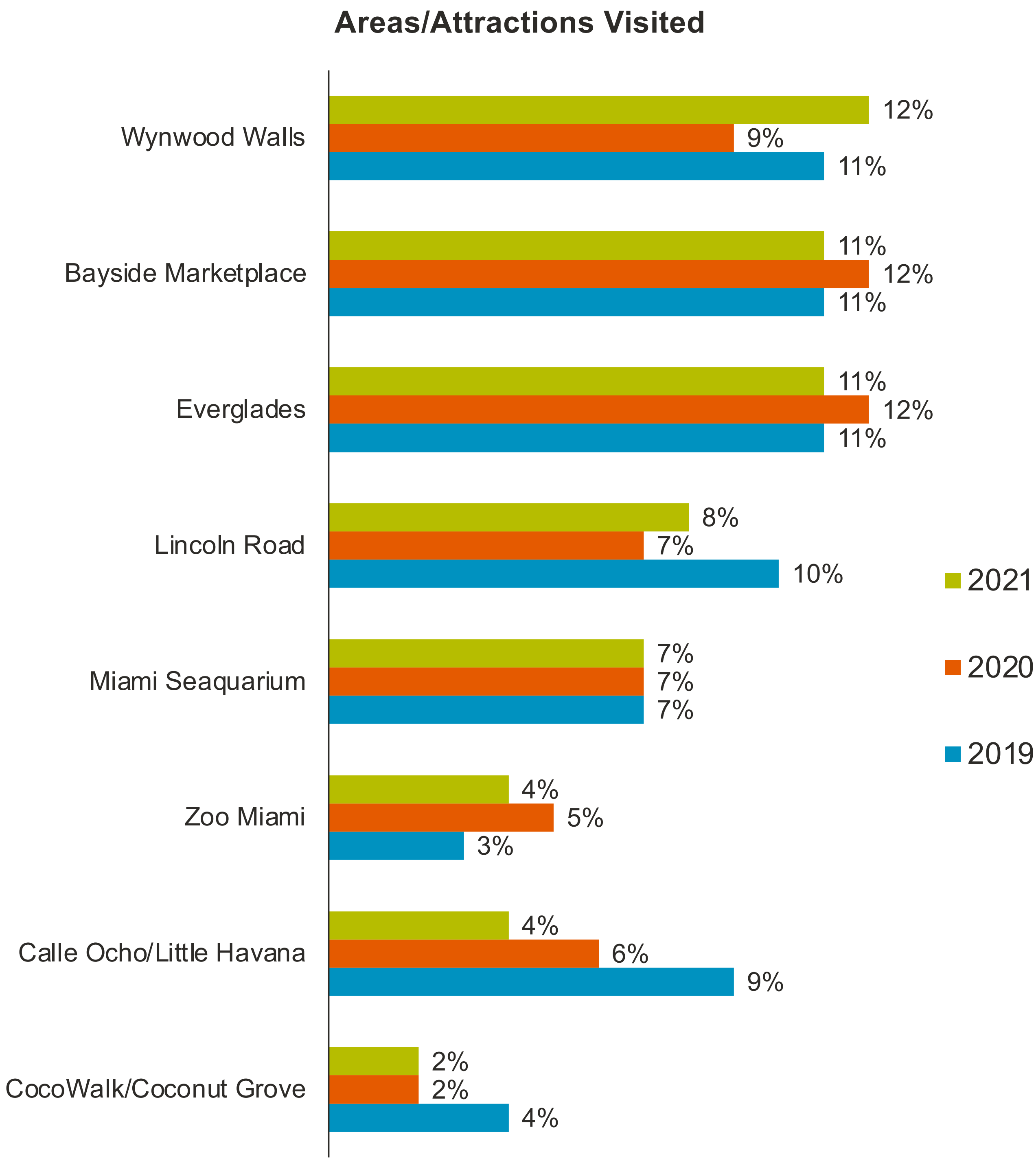
Day visitors from other parts of the U.S. often head over to the beach and, not surprisingly, Miami Beach is among the most often visited neighborhoods. Downtown Miami/Brickell, Wynwood and South Dade also continue to be popular.

Domestic Day Visitors			
Neighborhood	**2019**	**2020**	**2021**
Miami Beach	28%	26%	23%
Downtown Miami/Brickell	23%	25%	22%
South Dade	17%	17%	16%
Wynwood	12%	14%	12%
Aventura	11%	10%	11%
Key Biscayne	9%	7%	6%
Coral Gables	8%	9%	6%
Miami Design District	5%	7%	5%
South Miami	5%	5%	5%
Little Havana	9%	6%	4%
Miami Gardens	3%	2%	4%
Doral	7%	7%	3%
Bal Harbour	3%	4%	3%
Coconut Grove	7%	5%	2%
Little Haiti	3%	2%	1%

*Q. Did you visit (or do you plan to visit) any of the following areas during **THIS** visit to the Greater Miami Area?*
NOTE: Percentages indicate the % of respondents that visited a particular neighborhood and do not reflect if a respondent made multiple visits to that neighborhood on that trip.
Data supplemented with mobile devices that were present in specific areas of Miami-Dade County during the specified year.

Top Places of Interest – Domestic Day Trip Visitors

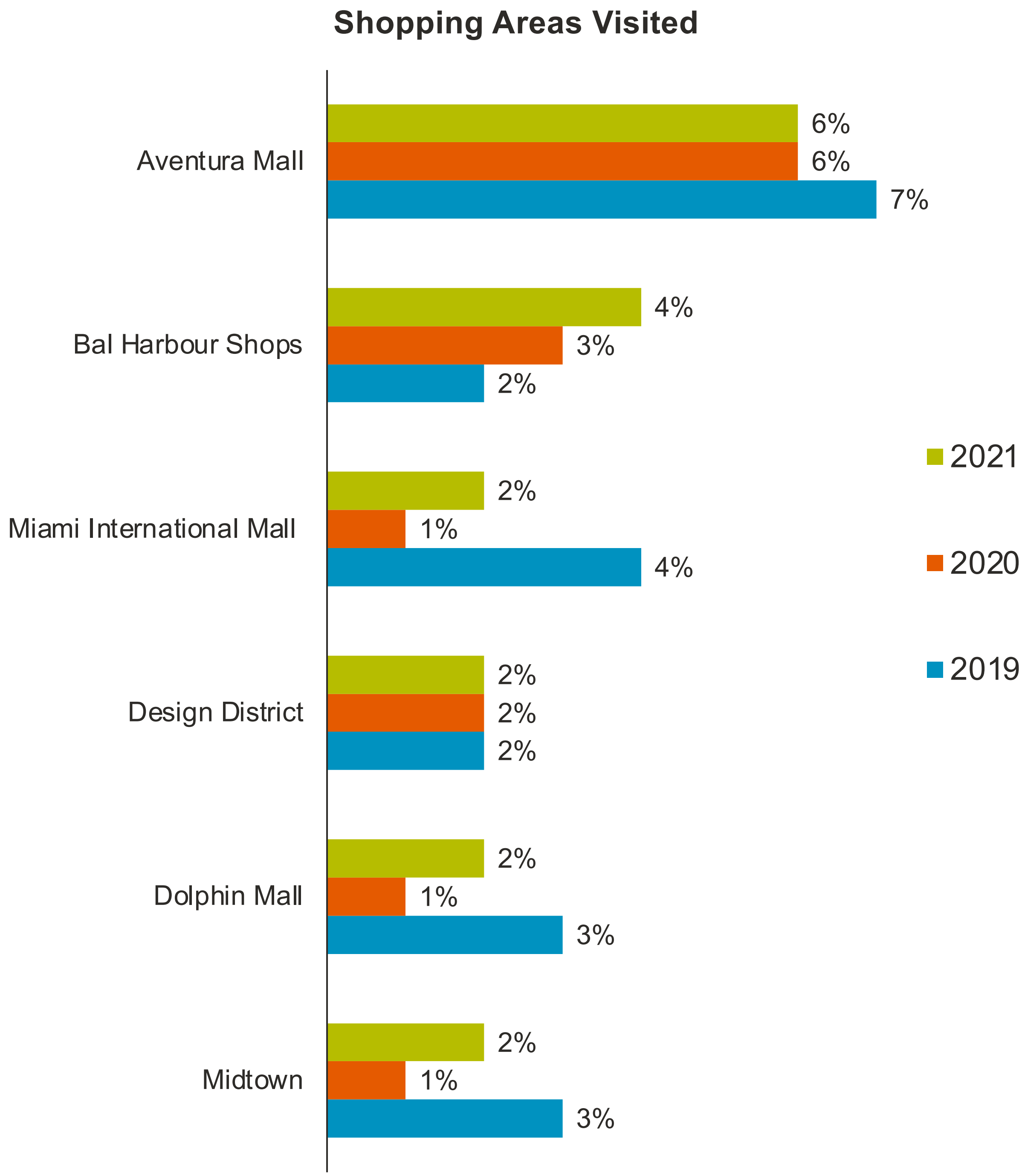
Areas like Bayside Marketplace, Wynwood Walls and Lincoln Road continued to be popular for day excursions, along with trips to the Everglades and Miami Seaquarium.



*Q. Did you visit (or do you plan to visit) any of the following places during **THIS** visit to the Greater Miami Area?*
NOTE: Percentages indicate the % of respondents that visited a particular neighborhood and do not reflect if a respondent made multiple visits to that neighborhood on that trip.
Data supplemented with mobile devices that were present in specific areas of Miami-Dade County during the specified year.

Shopping Areas Visited – Domestic Day Trip Visitors

Aventura Mall continued to see sizable proportions of domestic day trip visitors, who also went to other locations such as Bal Harbour Shops, Miami International Mall and others.

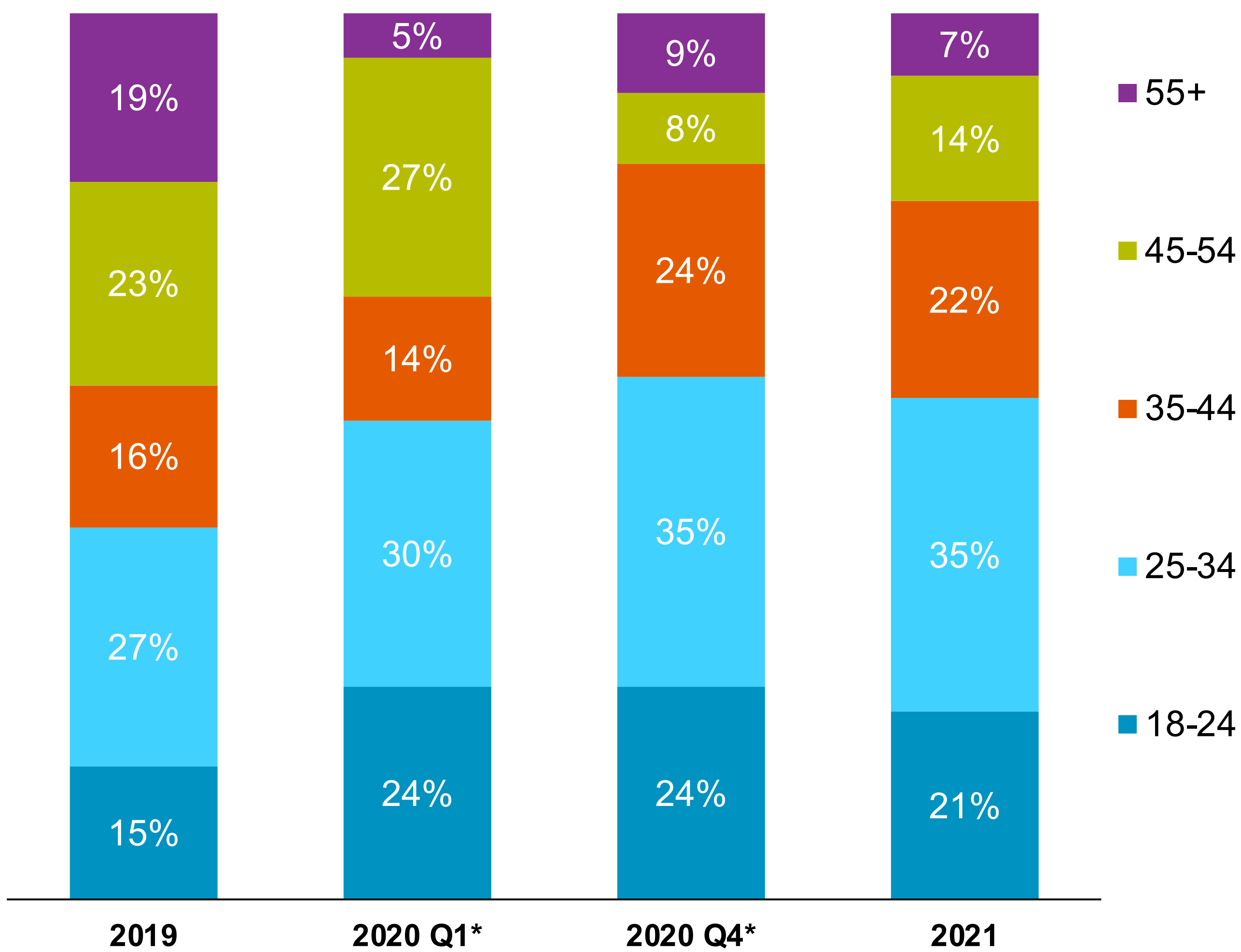


*Q. Did you visit (or do you plan to visit) any of the following places during **THIS** visit to the Greater Miami Area?*
NOTE: Percentages indicate the % of respondents that visited a particular neighborhood and do not reflect if a respondent made multiple visits to that neighborhood on that trip.
Data supplemented with mobile devices that were present in specific areas of Miami-Dade County during the specified year.

Age and Party Size – Domestic Day Trip Visitors

The age breakdown of Domestic day trippers has started to skew younger and younger, with those in the 25–34 year-old age bracket increasing year after year. Along with this, more visitors are bringing their children than in previous years.

Domestic Day Trip Visitors – Age



Percent with any children in the party:

	2019	2020 Q1*	2020 Q4*	2021
Percent with any children in the party:	*14%*	*18%*	*12%*	*21%*
Average Party Size:	*2.7*	*3.0*	*2.9*	*3.0*

Q. Which of the following age groups are you in?
Q. Including yourself, how many people from each of the following age categories were in your immediate travel party?
**Surveying took place in Q1 and Q4 of 2020. Data collection was halted at the start of the pandemic and resumed in October 2020.*

International Day Trip Visitors

Purpose of Visit – International Day Trip Visitors

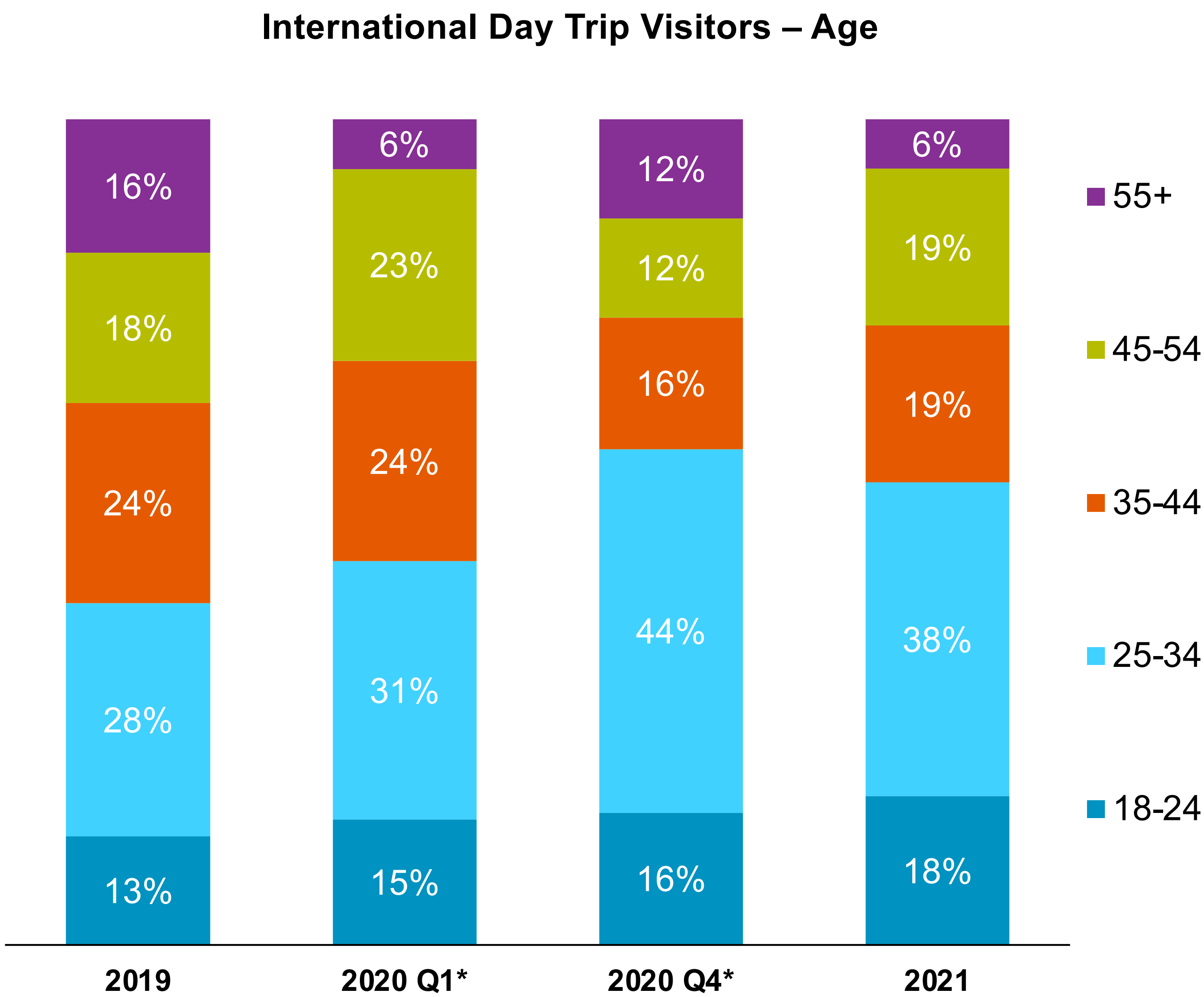
Much like domestic visitors, international visitors who come to the area for the day were more likely than in the past to reconnect with friends and family during their trip. One in five international day trippers said they were in the area to shop, which is consistent with years prior to the start of the pandemic.

All Reasons for Visit – International Day Trip Visitors				
	2019	2020 Q1*	2020 Q4*	2021
Vacation/Pleasure	66%	87%	57%	41%
Visit relatives	18%	10%	19%	35%
Visit friends	15%	18%	19%	26%
Shopping	16%	26%	50%	21%
Business	8%	9%	12%	9%
Special Event	3%	6%	0%	9%
Food/Gastro-tourism	4%	6%	12%	5%
Sporting Event	3%	8%	0%	2%
Cruise	5%	10%	0%	1%
Meeting/Convention	2%	3%	0%	0%

*Q. What was the **MAIN** purpose of your visit to the Greater Miami Area?*
*Q. Were there any **OTHER** purposes of your visit to the Greater Miami Area?*
**Surveying took place in Q1 and Q4 of 2020. Data collection was halted at the start of the pandemic and resumed in October 2020.*

Age and Party Size – International Day Trip Visitors

The age of international day visitors has started to skew younger than in the past, starting towards the end of 2020 and continuing throughout 2021. More than half were under the age of 45 and a solid third were traveling with children.



	2019	2020 Q1*	2020 Q4*	2021
Percent with any children in the party:	*13%*	*24%*	*4%*	*35%*
Average Party Size:	*2.4*	*3.1*	*2.5*	*2.1*

Q. Which of the following age groups are you in?
Q. Including yourself, how many people traveled in your IMMEDIATE party on this trip to the Greater Miami area?
Q. Including yourself, how many people from each of the following age categories were in your immediate travel party?
**Surveying took place in Q1 and Q4 of 2020. Data collection was halted at the start of the pandemic and resumed in October 2020.*

Florida Resident Day Trip Visitors

Purpose of Visit – Florida Resident Day Trip Visitors

Florida resident day trippers came to Greater Miami and Miami Beach primarily for vacation and pleasure reasons. However, like many domestic and international visitors, more Floridians than in prior years have been saying they were in the area to see their friends and family, undoubtedly due to the inability to see them during the middle of the pandemic.

All Reasons for Visit –
Florida Resident Day Trip Visitors

	2019	2020	2021
Vacation/Pleasure	41%	47%	49%
Visit friends	18%	28%	32%
Visit relatives	16%	26%	25%
Shopping	20%	23%	25%
Food/Gastro-tourism	13%	15%	16%
Business	12%	17%	15%
Special Event	10%	9%	11%
Medical reasons	*	5%	8%
Sporting Event	3%	7%	5%
Cruise	9%	8%	4%
Meeting/Convention	8%	5%	4%

*Q. What was the **MAIN** purpose of your visit to the Greater Miami Area?*
*Q. Were there any **OTHER** purposes of your visit to the Greater Miami Area?*
**Not asked in prior years*

Areas Visited – Florida Resident Day Trip Visitors

Florida Resident Day Trip visits are spread throughout the county, but Downtown Miami/Brickell and Miami Beach are clearly their top areas. Downtown Miami/Brickell continues to evolve into its own destination and an area that Floridians enjoy visiting.

Much like 2020, South Miami, Aventura, Miami Gardens, Coconut Grove and Coral Gables round out the rest of the most visited areas in 2021.

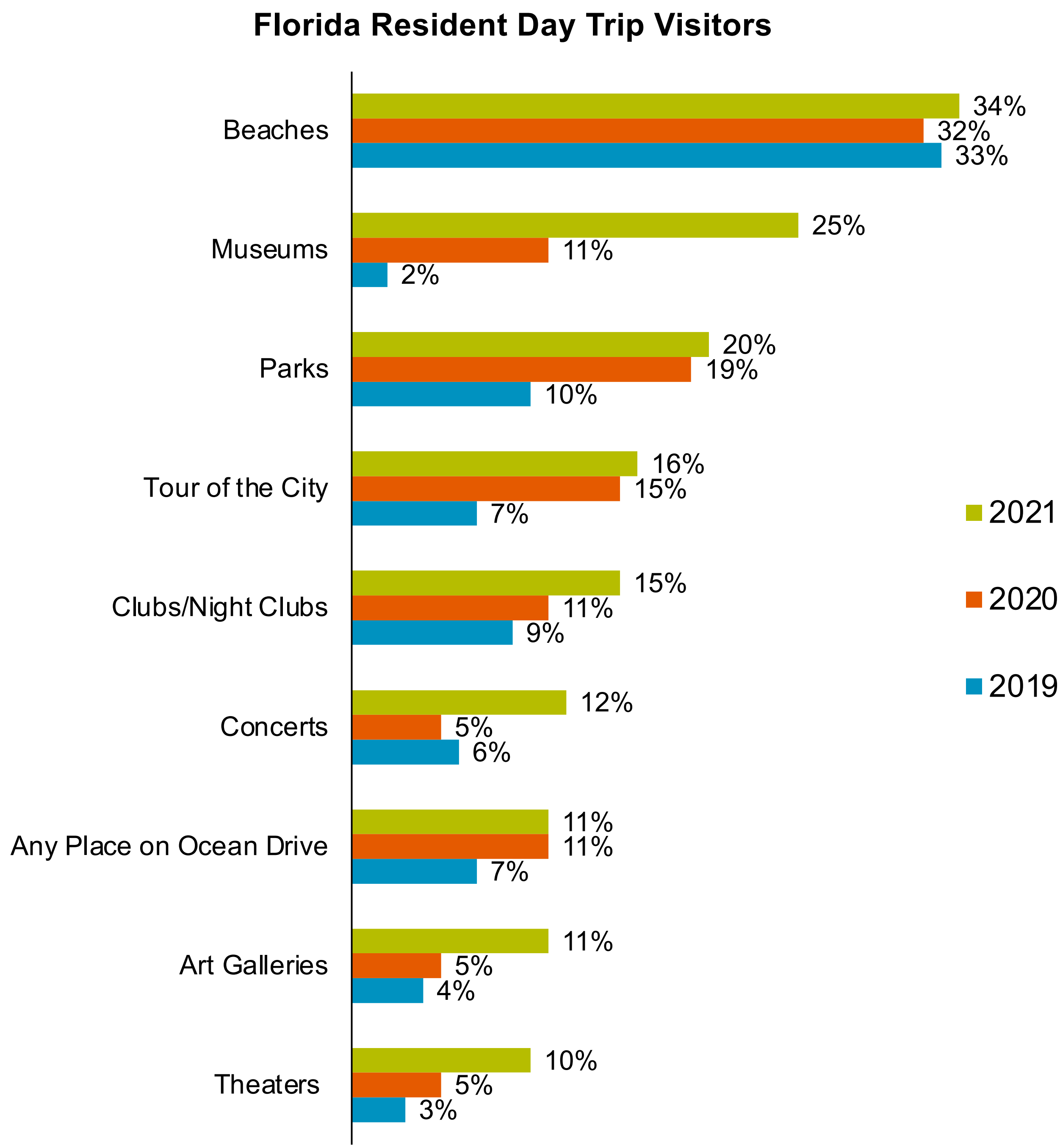
Florida Resident Day Trip Visitors			
Neighborhood	2019	2020	2021
Downtown Miami	29%	31%	34%
Miami Beach	22%	29%	30%
South Miami	12%	16%	18%
Aventura	13%	18%	16%
Miami Gardens	7%	13%	16%
Coconut Grove	9%	14%	13%
Coral Gables	11%	15%	13%
Bal Harbour	6%	8%	9%
Hialeah	*	9%	8%
Everglades	8%	8%	8%
Little Havana	8%	8%	8%
Doral	5%	9%	8%
Design District	4%	8%	7%
South Dade	3%	8%	7%
Homestead	*	7%	7%
Wynwood	6%	6%	6%
Historic Overtown	*	6%	6%
Key Biscayne	4%	6%	5%
Little Haiti	4%	4%	4%

*Q. Did you visit (or do you plan to visit) any of the following places during **THIS** visit to the Greater Miami Area?*
NOTE: Percentages indicate the % of respondents that visited a particular neighborhood and do not reflect if a respondent made multiple visits to that neighborhood on that trip.
**Not asked in 2019*

Top Places of Interest – Florida Resident Day Trip Visitors

While a substantial proportion of travelers have been hesitant to visit many places, there was certainly a rebound this past year. While visiting beaches remains a high priority, Floridian day trippers showed a much greater interest in museums as opposed to prior years.

They also said they went to concerts, art galleries, theaters and clubs more often, signaling less fear of indoor spaces and a return to more normal times.

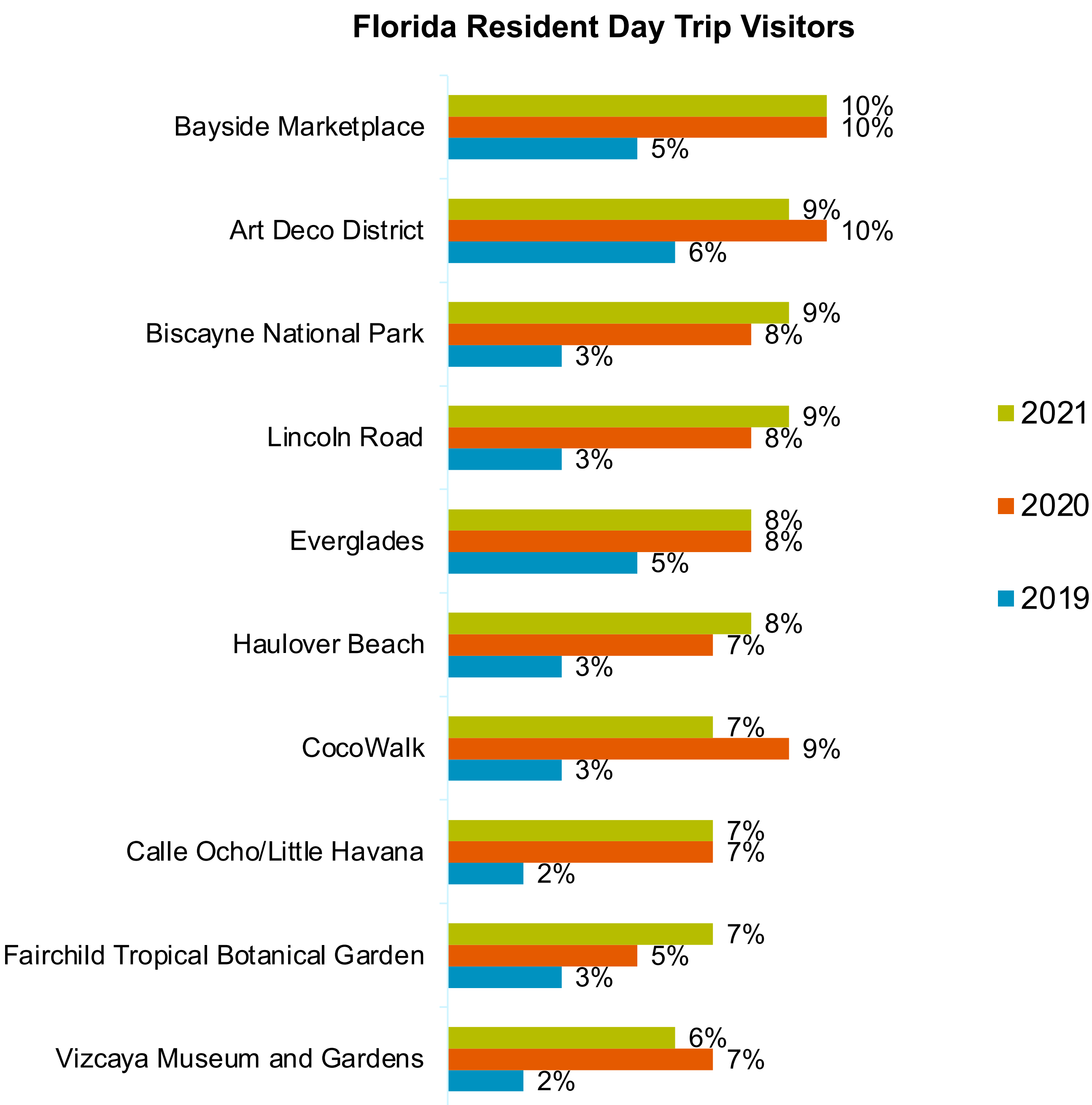


*Q. Did you visit (or do you plan to visit) any of the following places during **THIS** visit to the Greater Miami Area?*

Top Places of Interest – Florida Resident Day Trip Visitors

Top visited places by Florida resident day trippers were consistent with last year. Overall, there appears to be a greater interest in Greater Miami and Miami Beach's entertainment, attractions and parks as compared to just a few years ago.

Consistent with higher levels of shopping and dining, more Florida resident day trippers reported visiting the major retail and dining districts in the area.

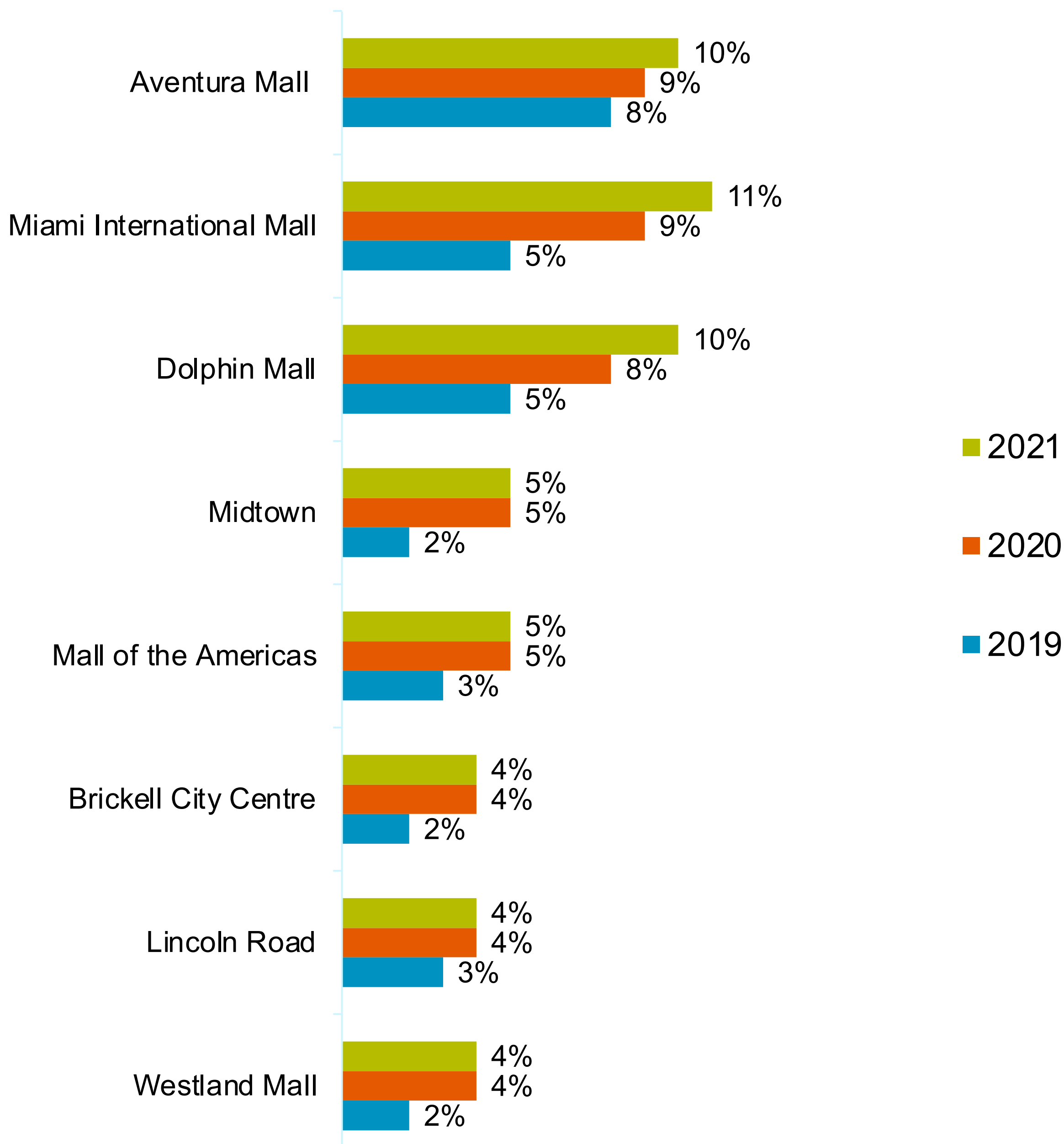


*Q. Did you visit (or do you plan to visit) any of the following places during **THIS** visit to the Greater Miami Area? Entertainment, attractions and parks*

Shopping Areas Visited – Florida Resident Day Trip Visitors

Floridians often came to the area to shop and their top spots included Aventura Mall, Miami International Mall, Dolphin Mall and a host of other excellent shopping areas.

Florida Resident Day Trip Visitors

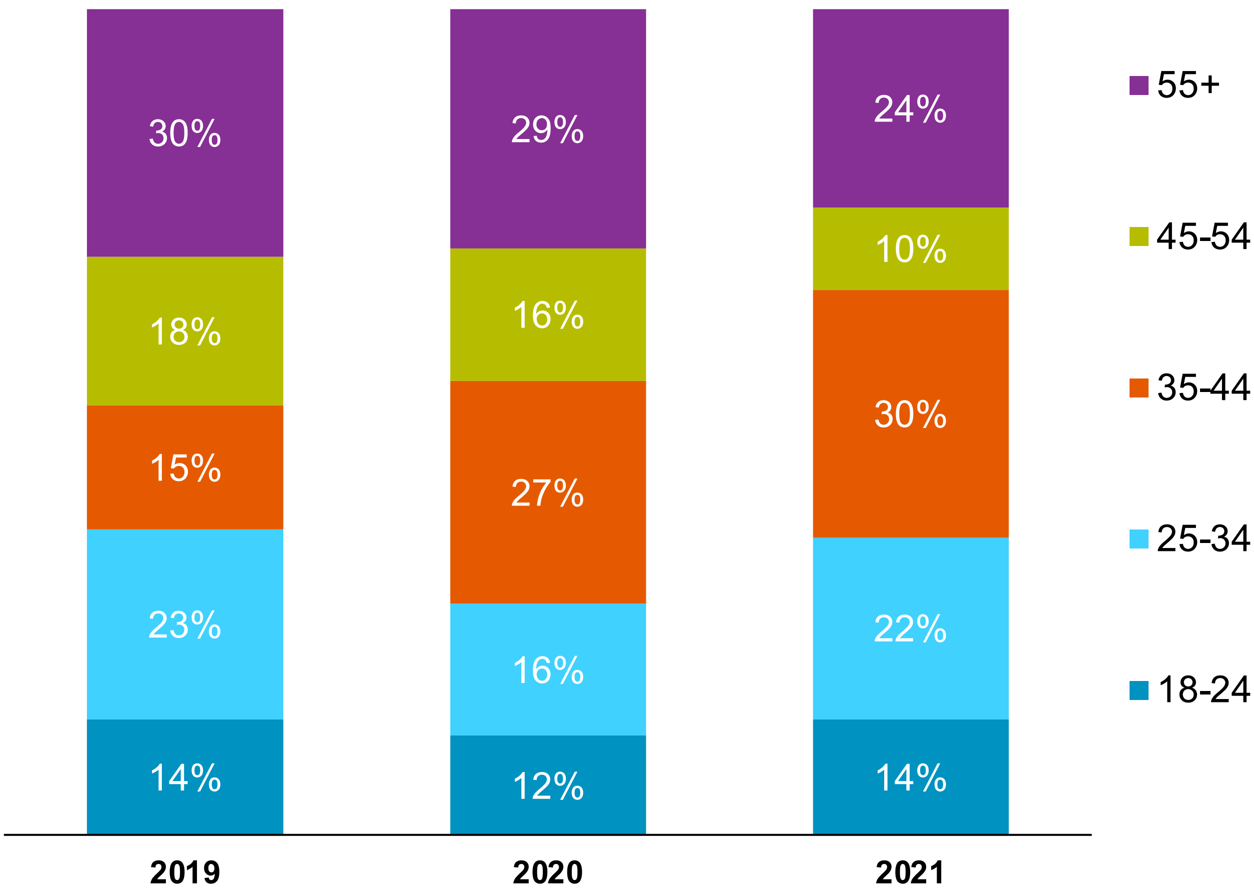


*Q. Did you visit (or do you plan to visit) any of the following places during **THIS** visit to the Greater Miami Area? Shopping areas*

Age and Party Size – Florida Resident Day Trip Visitors

Compared to 2019, there was a higher percentage of visitors in the 35-44 year-old age bracket. While those aged 45+ represented 48% of Florida resident day trippers in 2019, that group narrowed down to 34% in 2021. One in five were traveling with children.

Florida Resident Day Trip Visitors – Age



	2019	2020	2021
Percent with any children in the party:	*13%*	*18%*	*18%*
Average Party Size:	*2.5*	*2.5*	*2.4*

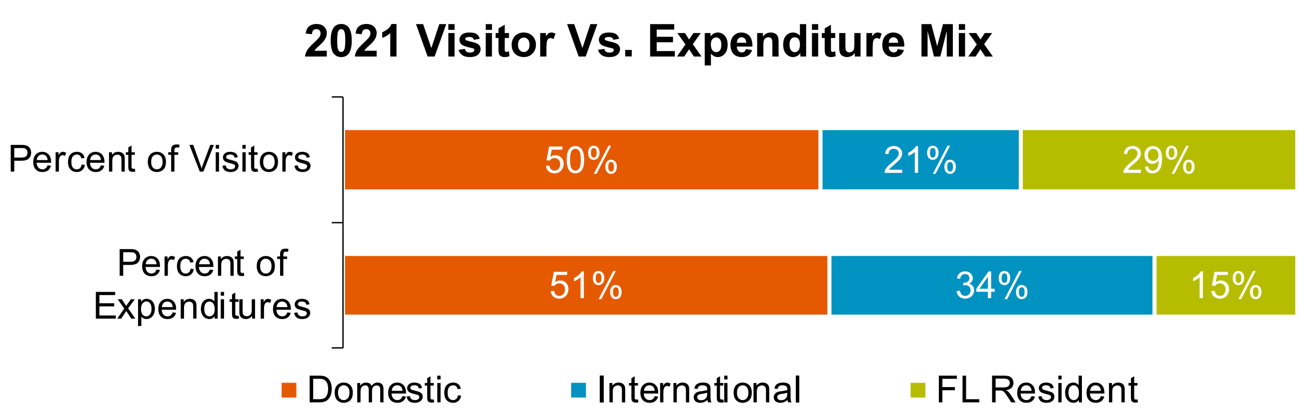
Q. Which of the following age groups are you in?
Q. Including yourself, how many people from each of the following age categories were in your immediate travel party?

Economic Impact

Total Visitor Spend

Overall spending eclipsed that of 2019, signaling a financial comeback of tourism in the region. Spending by domestic visitors filled the deficit left by a partial return of international visitors, exceeding what they spent as a group in 2019. All told, total expenditures increased by a healthy 8% as compared to 2019.

Total Visitor Spend					
Segment	**2019 ($M)**	**2020 ($M)**	**2021 ($M)**	**Variance to 2020 (%)**	**Variance to 2019 (%)**
Domestic	$6,867	$4,153	$9,772	*74%*	*42%*
International	$8,378	$2,501	$6,495	*63%*	*-22%*
FL Resident	$2,614	$1,262	$2,955	*75%*	*13%*
Total	**$17,860**	**$7,916**	**$19,222**	***70%***	***8%***



NOTE: Individual segments may not sum to total due to rounding.

Q. While visiting the Greater Miami Area, did anybody in your immediate group spend money on…

*Q. For each of these please indicate how much money you spent **IN TOTAL ON YOUR TRIP**, specifically in the **GREATER MIAMI AREA.** Please include in your estimate the money spent by **EVERYONE** in your **IMMEDIATE** party on **YOUR TRIP**.*

Visitor Spending – Total and Per Person

Spending in 2021 was buoyed by the record number of domestic visitors, who contributed almost $9.8 billion into the local economy.

On a per person, per visit perspective, international travelers still spend far more than other visitors and this is particularly evident with how much they spend on shopping.

Total Visitor Spending ($M)

Category	Domestic	% of Total	International	% of Total	Florida Residents	% of Total	Total	% of Total
Lodging	$4,236	43%	$2,330	36%	$1,278	43%	$7,844	41%
All Meals	$2,057	21%	$1,089	17%	$507	17%	$3,653	19%
Transportation	$1,838	19%	$1,494	23%	$248	8%	$3,580	19%
Entertainment	$805	8%	$366	6%	$354	12%	$1,524	8%
Shopping	$836	9%	$1,217	19%	$568	19%	$2,621	14%
Total	**$9,772**	**100%**	**$6,495**	**100%**	**$2,955**	**100%**	**$19,222**	**100%**

Per Person Per Visit Spending

Category	Domestic	International	Florida Residents	Total
Lodging	$351	$449	$184	$324
All Meals	$170	$210	$73	$151
Transportation	$152	$288	$36	$148
Entertainment	$67	$71	$51	$63
Shopping	$69	$235	$82	$108
Total	**$809**	**$1,252**	**$425**	**$794**

NOTE: Individual rows and columns may not sum to total due to rounding.

Q. While visiting the Greater Miami Area, did anybody in your immediate group spend money on…

Q. For each of these please indicate how much money you spent ***IN TOTAL ON YOUR TRIP****, specifically in the* ***MIAMI AREA.*** *Please include in your estimate the money spent by* ***EVERYONE*** *in your* ***IMMEDIATE*** *party on* ***YOUR TRIP****.*

Appendix

Methodology

The GMCVB partners with Integrated Insights Inc. to conduct surveys at Miami International Airport (MIA), Ft. Lauderdale-Hollywood International Airport (FLL) and throughout various attractions, retail outlets and visitor centers in Miami-Dade County. Florida Resident visitors are interviewed continuously throughout the year via online survey panels. Furthermore, a separate survey was fielded to domestic visitors through Longwoods International to collect additional profile data.

The 2021 study includes perspectives on the following:

- Total overnight visitors by market segment
- Purpose of visit, length of stay, party size, type and location of lodging used
- Demographic characteristics
- Expenditures by category

Visitor volume calculations are done using a statistical model, which uses the following additional data inputs:

- Miami International Airport arrivals
- Fort Lauderdale-Hollywood International Airport arrivals
- Airlines Reporting Corporation/IATA ticket sales to MIA and FLL
- Mobile device data
- STR
- I94 Visitor Arrivals

The GMCVB now utilizes mobile device data through Zartico, a platform designed to provide extensive information on the movement of visitors to Greater Miami and Miami Beach. This data supports the main visitor research program by providing more precise information on the origin of travelers as well as where they go while in the area.

This research, along with supplemental information about travel and tourism jobs, hotel occupancy data, airline arrivals and departures, as well as Miami-Dade County tax receipts, forms the foundation for determining the direct economic impact of visitors on the Miami-Dade County economy.

NOTE: Canada and Mexico I94 data based on those flying only.

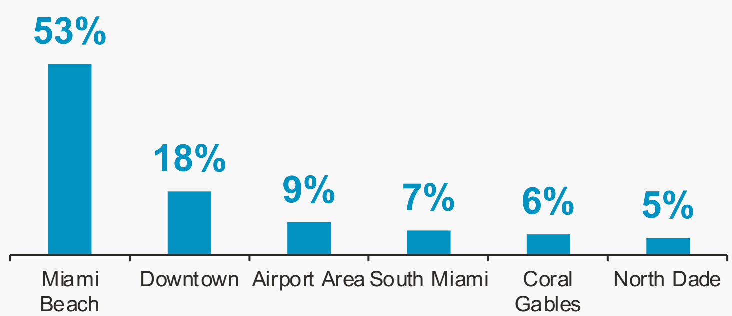
Miami Overnight Visitor Segment Profiles

Domestic: Overnight Visitor Overview

8.7M Visitors

65% Stay in hotels

Top Areas Stayed In



40% Have HHI of $100k+

4.5 Avg. Length of Stay

$1079 Total spend per person

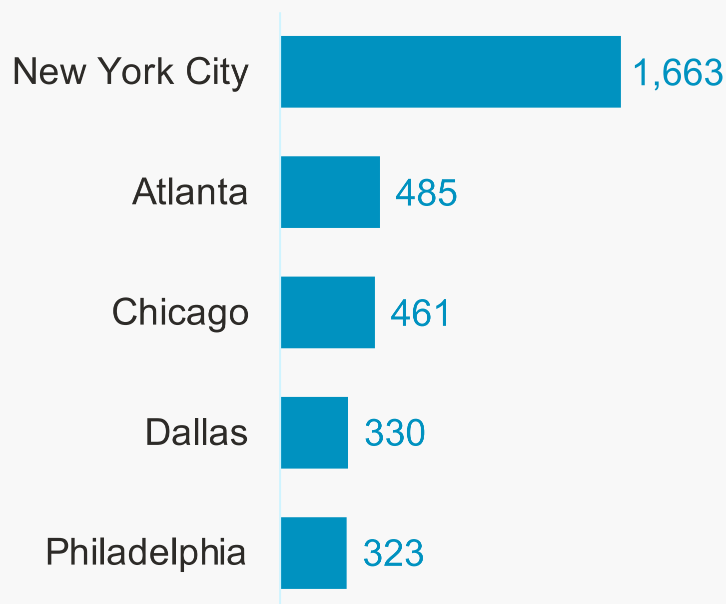
Total Spend Per Person	Hotel	F&B	Transportation	Ent.	Shopping
	$486	$220	$206	$82	$85

Domestic: Overnight Visitor Overview

16% Family
2.6 Avg. Party Size

81% Fly

Top Visitor Markets (1,000s)



Reasons for Visit:

61% Vacation/ Leisure

30% Visit Friends/ Family

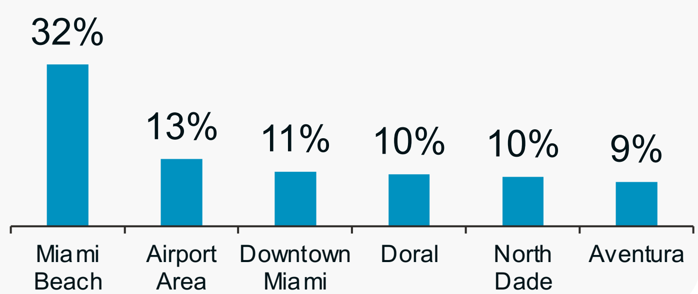
13% Business

International: Overnight Visitor Overview

3.7M
Visitors

48%
Stay in hotels

Top Areas Stayed In



18%
Have HHI of $100k+

7.4
Avg. Length of Stay

$1,636
Total spend per person

Total Spend Per Person	**$622**	**$265**	**$387**	**$86**	**$276**
	Hotel	F&B	Transportation	Ent.	Shopping

International: Overnight Visitor Overview

25% Family
2.1 Avg. Party Size

81% Fly

Top Visitor Markets (1,000s)

Reasons for Visit:

50% Vacation/ Leisure

40% Visit Friends/ Family

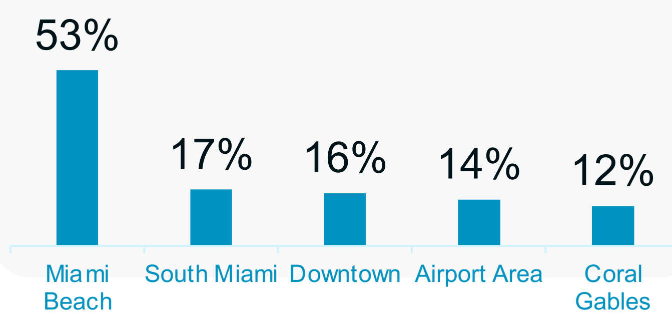
24% Shopping

FL Residents: Overnight Visitor Overview

3.5M
Visitors

66%
Stay in hotels

Top Areas Stayed In
(Among all overnight visitors)



33% **Have HHI of $100k+**

$736
Total spend per person

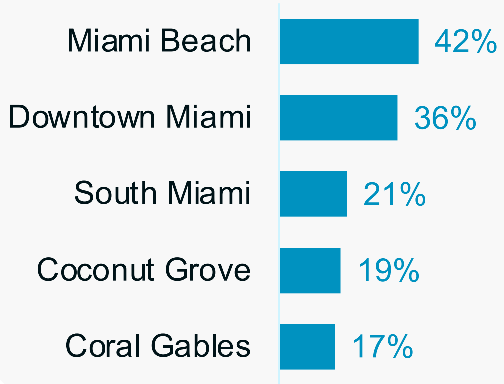
Total Spend Per Person	Hotel	F&B	Transportation	Ent.	Shopping
	$371	$134	$32	$83	$116

FL Residents: Overnight Visitor Overview

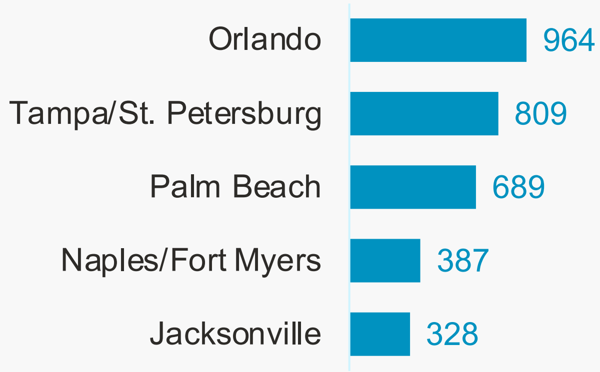
30% Family
2.8 Avg. Party Size

94% **Drive**

Top Neighborhoods Visited



Top Visitor Markets (1,000s)



Reasons for Visit:

58% Vacation/ Leisure

64% Visit Friends/ Family

29% Shopping

Hotel Industry Recap

2021 Hotel Industry Recap

Greater Miami and Miami Beach offer a diverse hotel product for leisure and business travelers alike. Whether it’s a luxury resort or a quaint boutique hotel, visitors to Greater Miami and Miami Beach will find the right hotel to meet their travel needs. As one of the most-telling travel industry metrics, hotel performance for Miami-Dade County is closely monitored by the GMCVB and reported on regularly.

According to STR, the industry leader for hotel performance monitoring, Miami-Dade County did exceedingly well as compared to the other Top 25 U.S. Hotel Markets in 2021 as the industry recovered from the initial emergence of the COVID virus. While the state of Florida led among the fastest states to recover, Miami-Dade County ended the year with an average hotel Occupancy rate of 66.8%, an increase of +44.2% compared to 2020, and ADR of $223.49, an increase of +20.4%. The changes in Occupancy and ADR resulted in RevPAR (revenue per available room) of $149.24, a net increase of +73.7%.

Continuing from 2020, Airbnb and other home sharing platforms’ inventory continued to grow and provide alternative lodging options to overnight visitors to Greater Miami and Miami Beach. Despite the sustained growth of Airbnb and other home sharing platforms, Greater Miami and Miami Beach’s hotels continue to be favored by visitors to the area.

In 2021, Miami-Dade County ranked among the top 10 in all three major categories (Occupancy, ADR and RevPAR) when compared against the Top 25 U.S. Hotel Markets by STR.

Miami-Dade County:

#1 Revenue Per Available Room (RevPAR)

#2 Average Daily Room Rate (ADR)

#2 Occupancy

TOP 25 HOTEL MARKETS

REVPAR

2021 Rank	City	Jan - Dec 2021	Jan - Dec 2020	% Change 21 vs 20
1	**Miami-Dade**	**$149.24**	**$85.93**	**73.7%**
2	New York	$125.42	$71.39	75.7%
3	Oahu Island	$125.19	$84.46	48.2%
4	Los Angeles	$103.56	$67.88	52.6%
5	San Diego	$101.79	$63.24	60.9%
6	Anaheim	$97.47	$60.06	62.3%
7	Tampa	$95.73	$59.51	60.9%
8	Phoenix	$80.72	$57.90	39.4%
9	Nashville	$80.57	$42.85	88.1%
10	Boston	$80.00	$42.42	88.6%
11	San Francisco	$72.97	$73.80	-1.1%
12	Norfolk	$72.31	$43.82	65.0%
	United States	**$71.87**	**$86.63**	**-17.0%**
13	Orlando	$70.19	$45.94	52.8%
14	Denver	$68.93	$40.83	68.8%
15	New Orleans	$68.27	$48.23	41.5%
16	Philadelphia	$66.69	$43.00	55.1%
17	Seattle	$64.42	$40.48	59.1%
18	Atlanta	$60.45	$41.30	46.4%
19	Chicago	$60.33	$32.52	85.5%
20	Washington, DC	$57.86	$41.49	39.5%
21	Dallas	$55.90	$37.20	50.3%
22	Detroit	$52.76	$37.35	41.2%
23	St. Louis	$52.41	$31.58	66.0%
24	Houston	$49.91	$34.33	45.4%
25	Minneapolis	$44.68	$28.93	54.4%

Source: STR

TOP 25 HOTEL MARKETS

ROOM RATE

2021 Rank	City	Jan - Dec 2021	Jan - Dec 2020	% Change 21 vs 20
1	Oahu Island	$225.31	$215.65	4.5%
2	**Miami-Dade**	**$223.49**	**$185.57**	**20.4%**
3	New York	$209.97	$151.92	38.2%
4	Anaheim	$167.68	$135.54	23.7%
5	San Diego	$164.54	$129.89	26.7%
6	Los Angeles	$162.59	$137.72	18.1%
7	Boston	$156.71	$122.18	28.3%
8	San Francisco	$153.06	$176.15	-13.1%
9	Tampa	$139.87	$116.81	19.7%
10	Nashville	$136.29	$104.46	30.5%
11	New Orleans	$130.77	$117.71	11.1%
12	Phoenix	$128.17	$115.45	11.0%
	United States	**$124.67**	**$103.25**	**20.7%**
13	Seattle	$123.13	$106.71	15.4%
14	Orlando	$121.40	$110.28	10.1%
15	Philadelphia	$120.83	$98.63	22.5%
16	Chicago	$120.69	$91.46	32.0%
17	Washington, DC	$120.29	$113.47	6.0%
18	Norfolk	$117.13	$89.17	31.4%
19	Denver	$116.75	$94.76	23.2%
20	St. Louis	$101.25	$84.01	20.5%
21	Atlanta	$100.86	$86.49	16.6%
22	Minneapolis	$100.51	$86.41	16.3%
23	Detroit	$96.13	$83.64	14.9%
24	Dallas	$95.77	$85.57	11.9%
25	Houston	$91.43	$81.32	12.4%

Source: STR


HISTORIC
HAMPTON
HOUSE
CULTURAL CENTER

TOP 25 HOTEL MARKETS

OCCUPANCY

2021 Rank	City	Jan - Dec 2021	Jan - Dec 2020	% Change 21 vs 20
1	Tampa	68.4%	50.9%	34.4%
2	**Miami-Dade**	**66.8%**	**46.3%**	**44.2%**
3	Los Angeles	63.7%	49.3%	29.2%
4	Phoenix	63.0%	50.2%	25.6%
5	San Diego	61.9%	48.7%	27.1%
6	Norfolk	61.7%	49.1%	25.6%
7	Atlanta	59.9%	47.8%	25.5%
8	New York	59.7%	47.0%	27.1%
9	Nashville	59.1%	41.0%	44.1%
10	Denver	59.0%	43.1%	37.0%
11	Dallas	58.4%	43.5%	34.3%
12	Anaheim	58.1%	44.3%	31.2%
13	Orlando	57.8%	41.7%	38.8%
	United States	**57.6%**	**46.4%**	**24.1%**
14	Oahu Island	55.6%	39.2%	41.9%
15	Philadelphia	55.2%	43.6%	26.6%
16	Detroit	54.9%	44.7%	22.9%
17	Houston	54.6%	42.2%	29.3%
18	Seattle	52.3%	37.9%	37.9%
19	New Orleans	52.2%	41.0%	27.4%
20	St. Louis	51.8%	37.6%	37.7%
21	Boston	51.1%	34.7%	47.0%
22	Chicago	50.0%	35.6%	40.6%
23	Washington, DC	48.1%	36.6%	31.5%
24	San Francisco	47.7%	41.9%	13.8%
25	Minneapolis	44.4%	33.5%	32.7%

Source: STR

FLORIDA CITIES HOTEL MARKETS REVENUE PER AVAILABLE ROOM				
2021 RANK	AREA	2021	2020	% Change 2021 vs 2020
1	Florida Keys	$307.32	$165.00	86.3%
2	**Miami-Dade, FL**	**$149.24**	**$85.93**	**73.7%**
3	Palm Beach, FL	$130.97	$84.20	55.6%
4	Fort Myers, FL	$115.33	$76.73	50.3%
5	Fort Lauderdale, FL	$102.34	$66.08	54.9%
	Florida	**$102.18**	**$63.37**	**61.2%**
6	Florida Panhandle	$99.94	$61.41	62.7%
7	Tampa, FL	$95.73	$59.51	60.9%
8	Daytona Beach, FL	$88.40	$56.71	55.9%
9	Jacksonville, FL	$85.06	$53.62	58.6%
	United States	**$71.87**	**$45.44**	**58.2%**
10	Orlando, FL	$70.19	$45.94	52.8%
11	Melbourne, FL	$68.80	$51.00	34.9%

FLORIDA CITIES HOTEL MARKETS ROOM RATE				
2021 RANK	AREA	2021	2020	% Change 2021 vs 2020
1	Florida Keys	$389.51	$281.64	38.3%
2	**Miami-Dade, FL**	**$223.49**	**$185.57**	**20.4%**
3	Palm Beach, FL	$204.26	$182.66	11.8%
4	Fort Myers, FL	$168.98	$156.09	8.3%
	Florida	**$158.36**	**$132.14**	**19.8%**
5	Florida Panhandle	$155.72	$118.94	30.9%
6	Fort Lauderdale, FL	$148.57	$130.09	14.2%
7	Daytona Beach, FL	$140.21	$114.76	22.2%
8	Tampa, FL	$139.87	$116.81	19.7%
	United States	**$124.67**	**$103.31**	**20.7%**
9	Jacksonville, FL	$122.96	$101.07	21.7%
10	Orlando, FL	$121.40	$110.28	10.1%
11	Melbourne, FL	$113.45	$107.24	5.8%

FLORIDA CITIES HOTEL MARKETS OCCUPANCY				
2021 RANK	AREA	2021	2020	% Change 2021 vs 2020
1	Florida Keys	78.9%	58.6%	34.7%
2	Jacksonville, FL	69.2%	53.1%	30.4%
3	Fort Lauderdale, FL	68.9%	50.8%	35.6%
4	Tampa, FL	68.4%	50.9%	34.4%
5	Fort Myers, FL	68.3%	49.2%	38.8%
6	**Miami-Dade, FL**	**66.8%**	**46.3%**	**44.2%**
	Florida	**64.5%**	**48.0%**	**34.4%**
7	Florida Panhandle	64.2%	51.6%	24.3%
8	Palm Beach, FL	64.1%	46.1%	39.1%
9	Daytona Beach, FL	63.1%	49.4%	27.6%
10	Melbourne, FL	60.6%	47.6%	27.5%
11	Orlando, FL	57.8%	41.7%	38.8%
	United States	**57.6%**	**44.0%**	**30.9%**

Source: STR

Tourist-Related Taxes Collected in Miami-Dade County

GREATER MIAMI CONVENTION & VISITORS BUREAU
Analysis of Miami-Dade Tourist Taxes Fiscal Year 2020/21

Tax Rate	Tax Name	Where Tax is Collected	Who Collects	Amount Collected	GMCVB Allocation	GMCVB %
3%	Convention Development Tax*	All of Miami-Dade except Bal Harbour and Surfside	Miami-Dade County	$81,732,070	$0	0%
2%	Tourist Development Tax*	All of Miami-Dade except Bal Harbour, Miami Beach and Surfside	Miami-Dade County	$28,306,669	$14,775,305	52%
1%	Professional Sports Tax*	All of Miami-Dade except Bal Harbour, Miami Beach and Surfside	Miami-Dade County	$14,153,335	$0	0%
2%	Hotel Food & Beverage Tax: This tax is collected on all food and beverages sold in hotels.	All of Miami-Dade except Bal Harbour, Miami Beach and Surfside	Miami-Dade County	$5,282,621	$4,968,881	94%
1%	Non-Hotel Food & Beverage Tax: This tax is collected on food and beverages sold in restaurants not in hotels, with full liquor license and gross sales of over $400,000 annually. (The Homeless Tax)	All of Miami-Dade except Bal Harbour, Miami Beach and Surfside	Miami-Dade County	$30,449,896	$0	0%
4%	Resort Tax	Miami Beach	City of Miami Beach	$54,197,676	$5,463,156	10%
2%	Food & Beverage Tax: This tax is collected on food and beverages sold in restaurants in and out of hotels. This includes fast food establishments.			$29,158,678		
4% Room Tax 2% F&B Tax	Bal Harbour reports its Room Tax and F&B Tax combined. Its Food & Beverage Tax is collected on food and beverages sold in restaurants in and out of hotels. This includes fast food establishments.	Bal Harbour	Village of Bal Harbour	$4,809,596	$0	0%
4% Room Tax 2% F&B Tax	Surfside reports its Room Tax and F&B Tax combined. Its Food & Beverage Tax is collected on food and beverages sold in restaurants in and out of hotels. This includes fast food establishments.	Surfside	Town of Surfside	$4,352,604	$0	0%
TOTAL TOURIST-RELATED TAXES COLLECTED				$252,443,145	$25,207,342	
Miami-Dade .5% Transit Tax**	.5% Sales tax on all goods and services sold in Miami-Dade County which the state sales tax is collected on.	All of Miami-Dade County	Miami-Dade County	$89,822,430		
Miami-Dade .5% JMH Tax**	.5% Sales tax on all goods and services sold in Miami-Dade County which the state sales tax is collected on.	All of Miami-Dade County	Miami-Dade County	$89,822,430		
6% FL State Sales Tax	6% Sales tax on all goods and services sold in Miami-Dade County which the state sales tax is collected on.	All of Miami-Dade County	Miami-Dade County	$1,077,869,159		
TOTAL SALES TAXES COLLECTED				$1,257,514,019		
TOTAL SALES AND TOURIST-RELATED TAXES COLLECTED				**$1,509,957,164**		
GMCVB % OF TOTAL TOURIST TAX COLLECTIONS					$25,207,342	10%

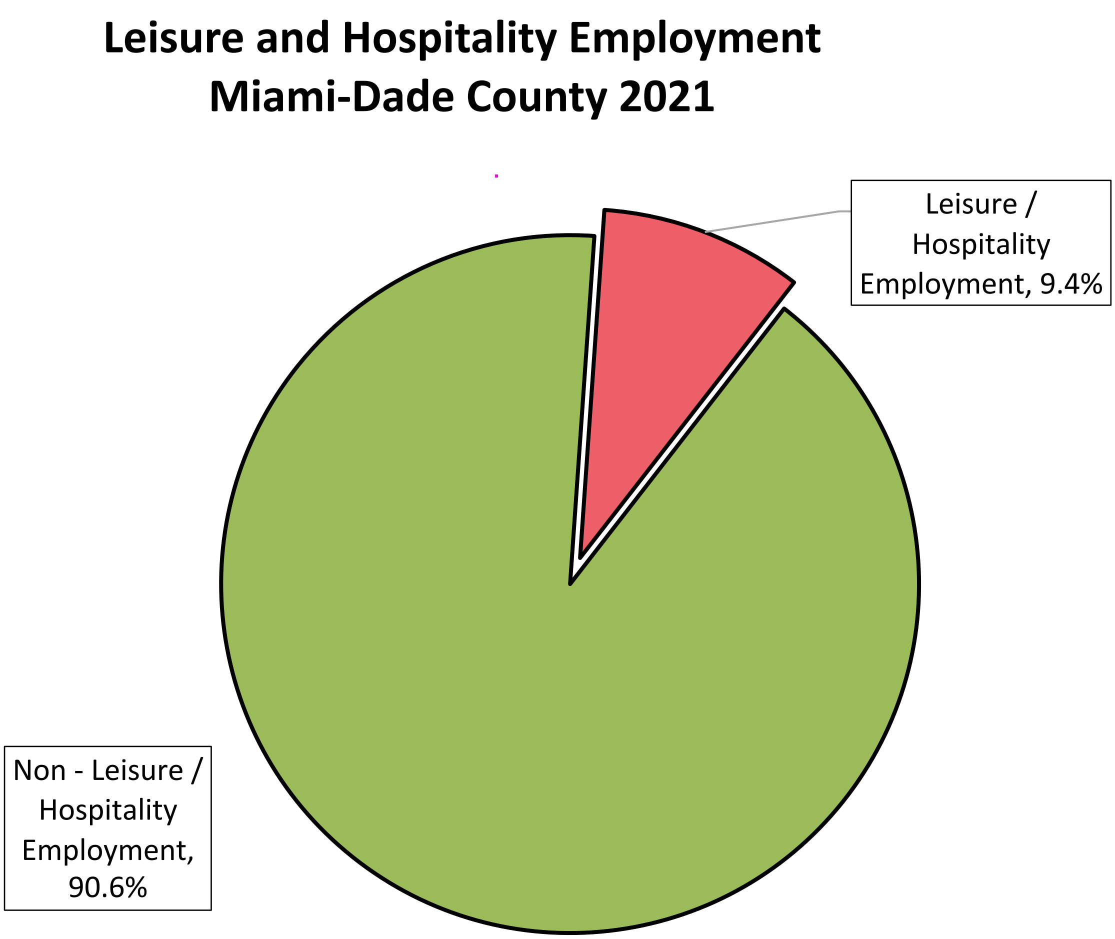
Leisure and Hospitality Employment

FLORIDA DEPARTMENT of ECONOMIC OPPORTUNITY

This section uses information sourced from the Florida Department of Economic Opportunity

MIAMI-DADE COUNTY JOBS

	2020*	2021	% CHANGE
Total Employment (Non-Agricultural)	1,137,000	1,231,900	8.3%
Leisure and Hospitality Employment	105,500	115,900	9.8%
Leisure and Hospitality Employment as % of Total Employment	9.3%	9.4%	1.1%

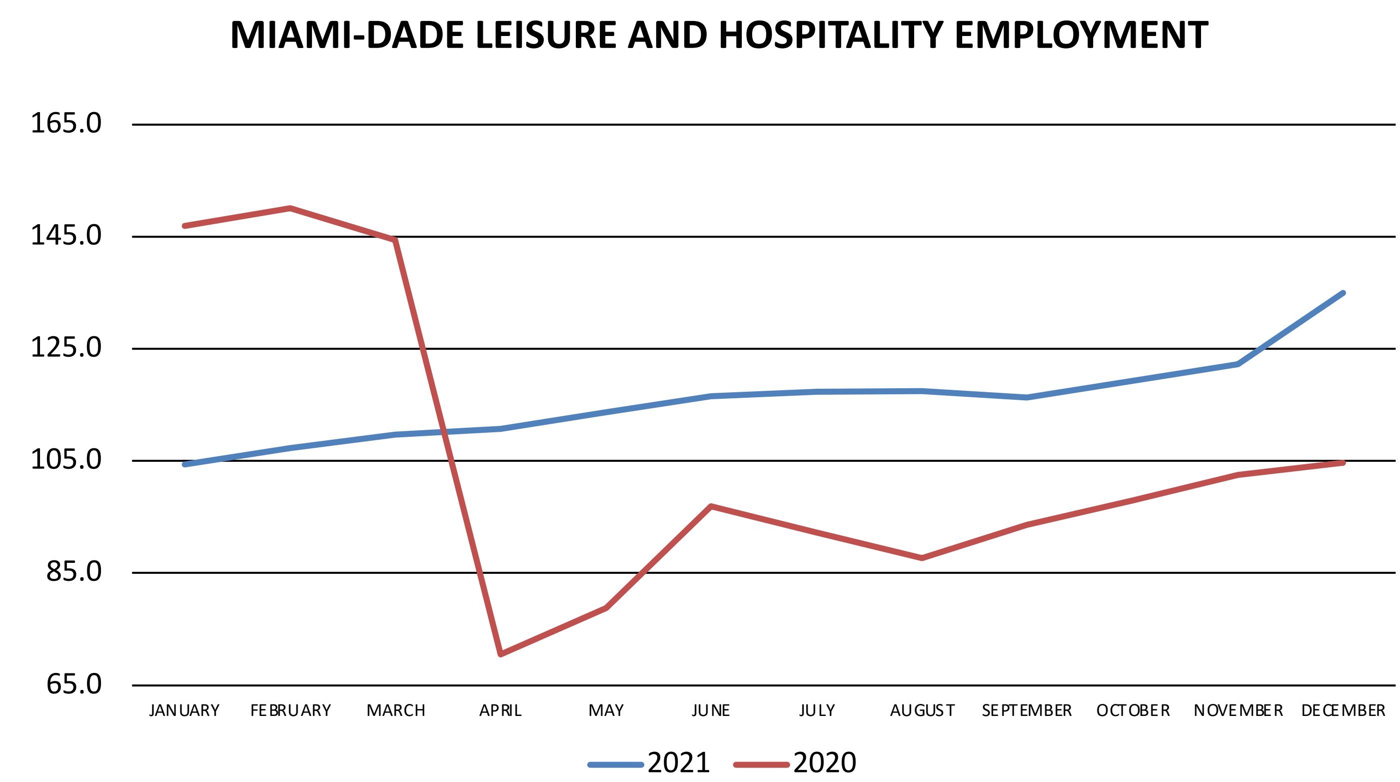


*reflects annual revision by Florida Department of Economic Opportunity

MIAMI-DADE COUNTY
LEISURE AND HOSPITALITY EMPLOYMENT TRENDS

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	% CHANGE 21 vs 20
JANUARY	116.6	123.0	126.9	132.1	138.9	139.5	140.6	143.7	146.9	104.4	-28.9%
FEBRUARY	116.9	124.9	128.5	133.5	141.4	141.5	144.1	145.8	150.1	107.3	-28.5%
MARCH	119.6	127	131	135.5	143.5	143.3	145.6	148.1	144.4	109.7	-24.0%
APRIL	120	127	130.4	135.3	143.0	143.6	144.2	147.2	70.5	110.7	57.0%
MAY	120.3	126.5	129.8	134.3	141.7	143.4	143.9	146.5	78.8	113.7	44.3%
JUNE	119.7	125.5	129.4	133.5	139.6	143.4	141.2	144.1	96.9	116.6	20.3%
JULY	118.7	123.5	127.3	132.6	138.5	140.7	141.5	143.6	92.2	117.4	27.3%
AUGUST	118.7	124.1	127.6	133.5	138.3	141.4	143.4	145.6	87.7	117.5	34.0%
SEPTEMBER	119.1	124	128.7	132.9	139.7	133.3	142.5	143.7	93.6	116.3	24.3%
OCTOBER	120.0	125.3	130.1	133.5	141.2	137.7	143.4	145.4	97.9	119.3	21.9%
NOVEMBER	120.4	127.3	132.5	135	144.1	140	145.2	147.3	102.5	122.3	19.3%
DECEMBER	121.7	128.7	133.6	135.2	144.5	140.8	145.9	148.3	104.7	135	28.9%
YTD Total	**119.3**	**125.6**	**129.7**	**133.9**	**141.2**	**140.7**	**143.5**	**145.8**	**115.9**	**105.5**	**9.8%**

Source: Florida Agency for Workforce Innovation

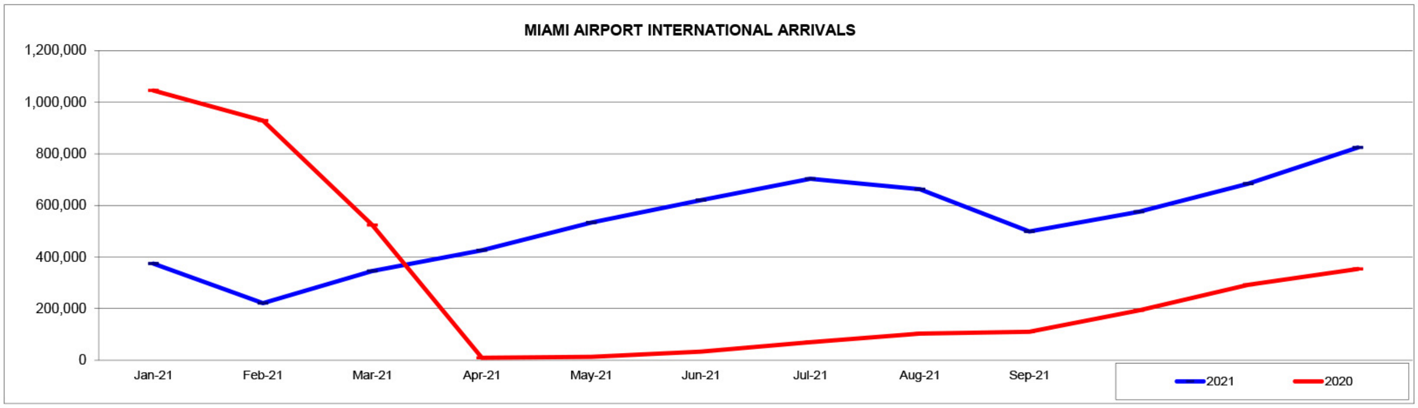


Note: Reported figures are in thousands

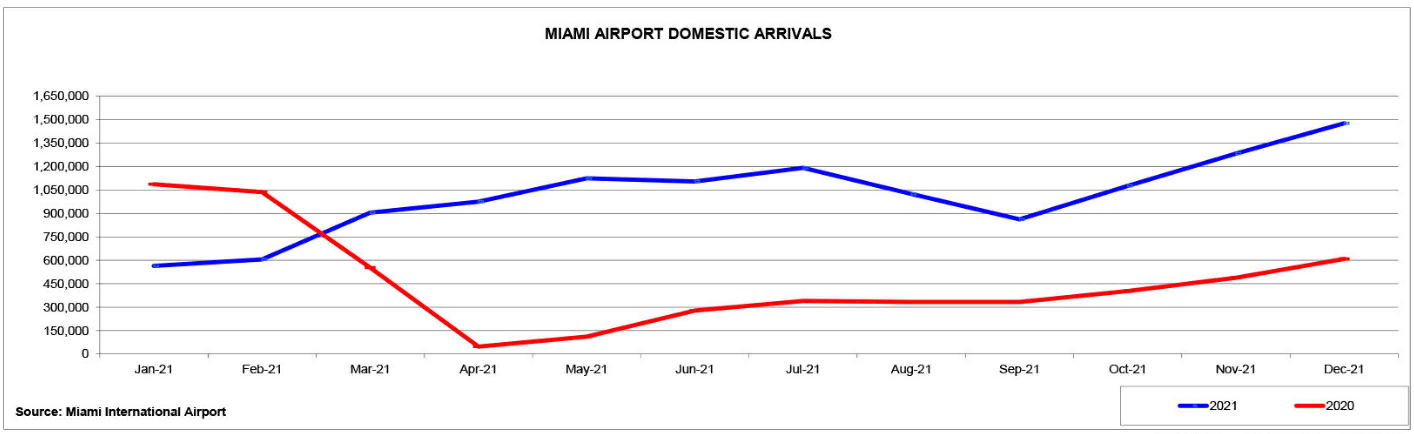
2021 Dashboard of Key Visitor Industry Indicators

Monthly Dashboard of Key Visitor Industry Indicators

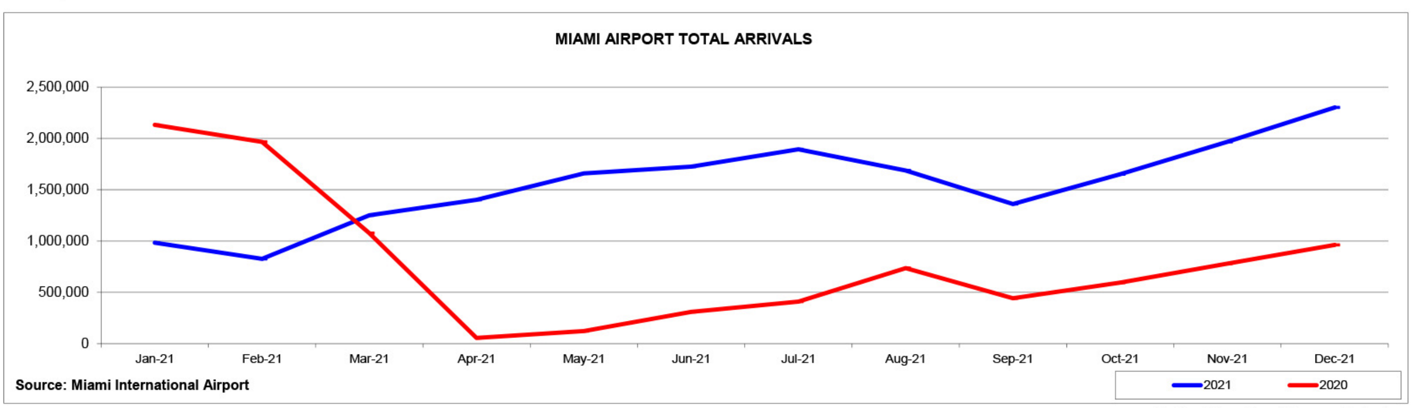
MONTHLY DASHBOARD OF KEY VISITOR INDUSTRY INDICATORS



	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021	374,345	221,202	345,724	426,082	533,891	620,441	702,959	662,726	499,069	575,435	684,439	824,290	6,470,603	2,084,164	6,470,603
2020	1,045,315	928,646	523,531	9,384	13,281	33,028	70,082	102,793	110,303	192,843	292,369	353,660	3,675,235	838,872	3,675,235
% change	-64.2%	-76.2%	-34.0%	4440.5%	3920.0%	1778.5%	903.1%	544.7%	352.5%	198.4%	134.1%	133.1%	76.1%	148.4%	76.1%

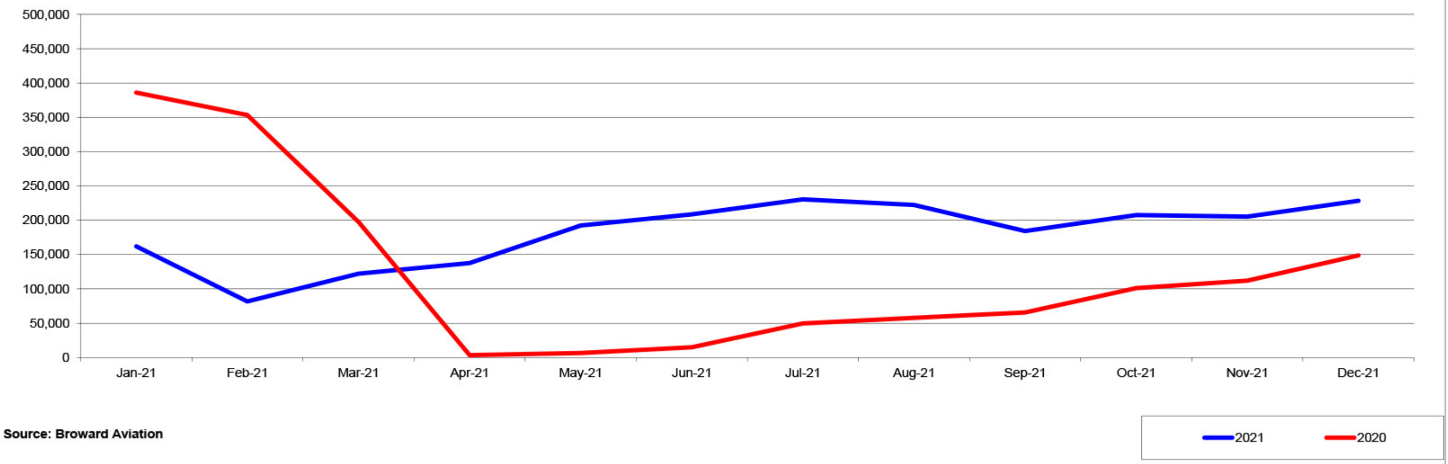


	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021	564,038	605,779	904,974	975,340	1,125,036	1,104,193	1,191,398	1,025,149	862,047	1,076,228	1,283,080	1,477,063	12,194,325	3,836,371	12,194,325
2020	1,086,694	1,036,701	553,356	47,306	110,901	277,576	339,891	332,956	332,982	402,972	487,957	608,686	5,617,978	1,499,615	5,617,978
% change	-48.1%	-41.6%	63.5%	1961.8%	914.5%	297.8%	250.5%	207.9%	158.9%	167.1%	162.9%	142.7%	117.1%	155.8%	117.1%



	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021	983,383	826,981	1,250,698	1,401,422	1,658,927	1,724,634	1,894,357	1,687,875	1,361,116	1,651,663	1,967,519	2,301,353	18,709,928	5,920,535	18,709,928
2020	2,132,009	1,965,347	1,076,887	56,690	124,182	310,604	409,973	735,749	443,285	595,815	780,326	962,346	9,593,213	2,338,487	9,593,213
% change	-53.9%	-57.9%	16.1%	2372.1%	1235.9%	455.3%	362.1%	129.4%	207.1%	177.2%	152.1%	139.1%	95.0%	153.2%	95.0%

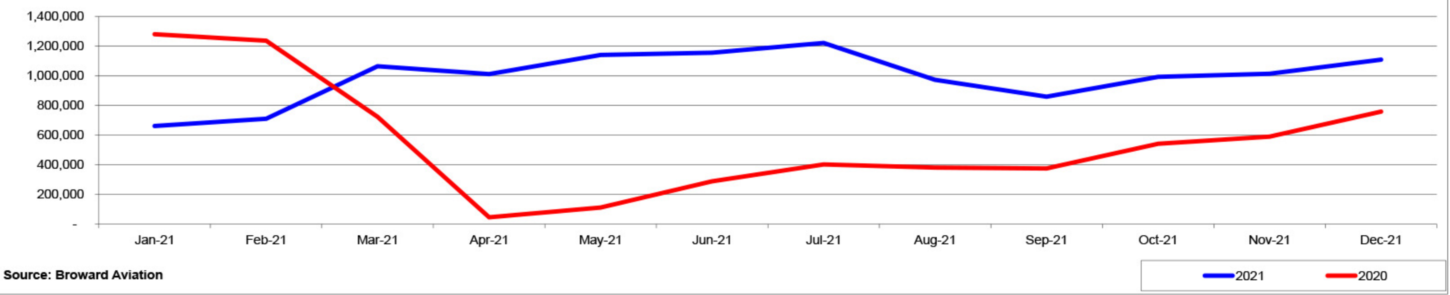
FORT LAUDERDALE AIRPORT INTERNATIONAL ARRIVALS



Source: Broward Aviation

	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021	161,911	81,728	122,171	137,569	192,269	208,636	230,465	222,410	184,270	207,676	205,205	228,499	2,182,809	641,380	2,182,809
2020	386,016	353,471	197,439	3,455	6,513	14,957	49,566	57,856	65,641	101,126	111,930	148,702	1,496,672	361,758	1,496,672
% change	-58.1%	-76.9%	-38.1%	3881.7%	2852.1%	1294.9%	365.0%	284.4%	180.7%	105.4%	83.3%	53.7%	45.8%	77.3%	45.8%

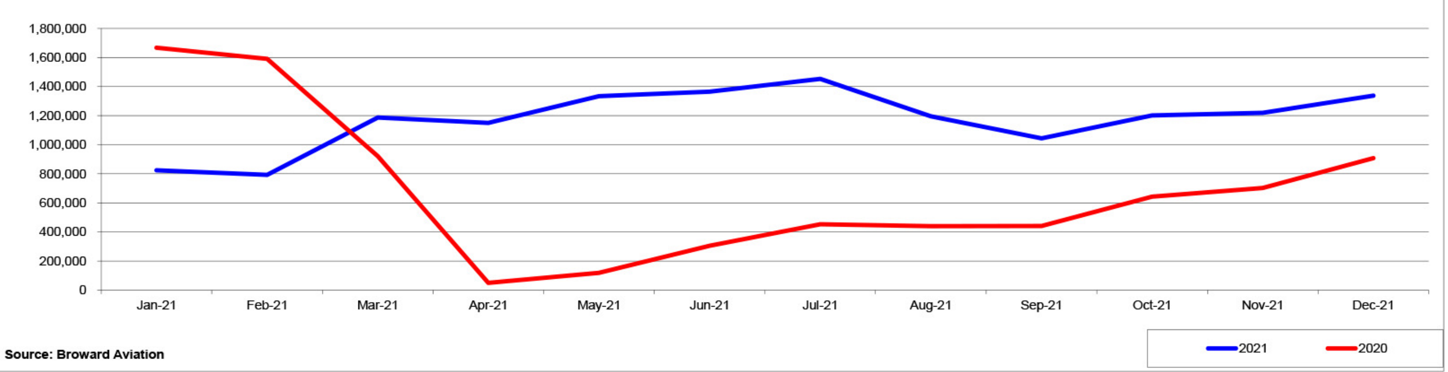
FORT LAUDERDALE AIRPORT DOMESTIC ARRIVALS



Source: Broward Aviation

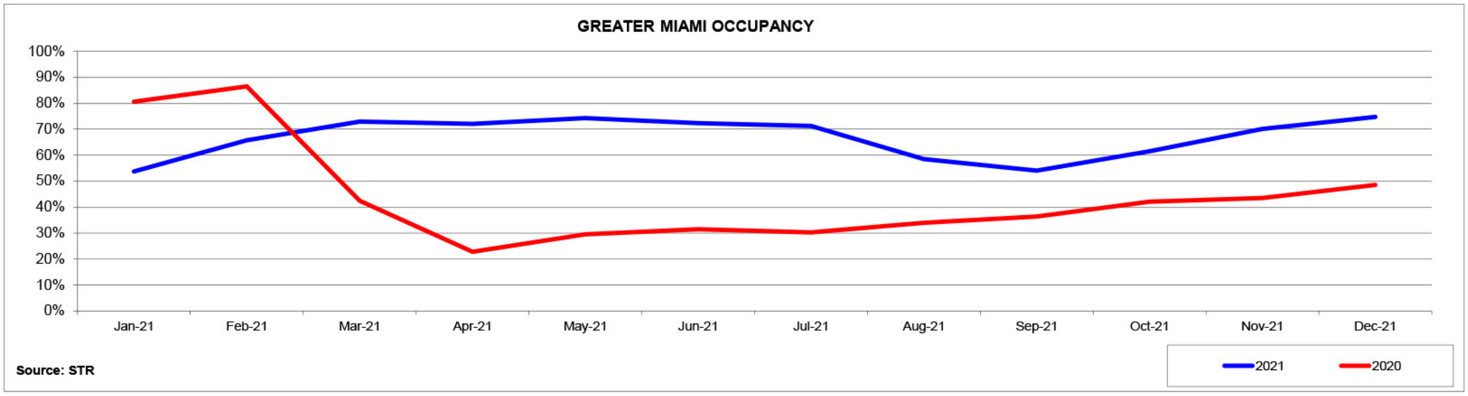
	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021	662,252	710,954	1,064,857	1,012,996	1,142,034	1,156,250	1,222,604	973,394	859,775	994,373	1,014,390	1,109,438	11,923,317	3,118,201	11,923,317
2020	1,281,484	1,237,772	723,897	46,364	112,593	289,489	403,170	382,137	375,873	542,233	591,062	759,337	6,745,411	1,892,632	6,745,411
% change	-48.3%	-42.6%	47.1%	2084.9%	914.3%	299.4%	203.2%	154.7%	128.7%	83.4%	71.6%	46.1%	76.8%	64.8%	76.8%

FORT LAUDERDALE AIRPORT TOTAL ARRIVALS

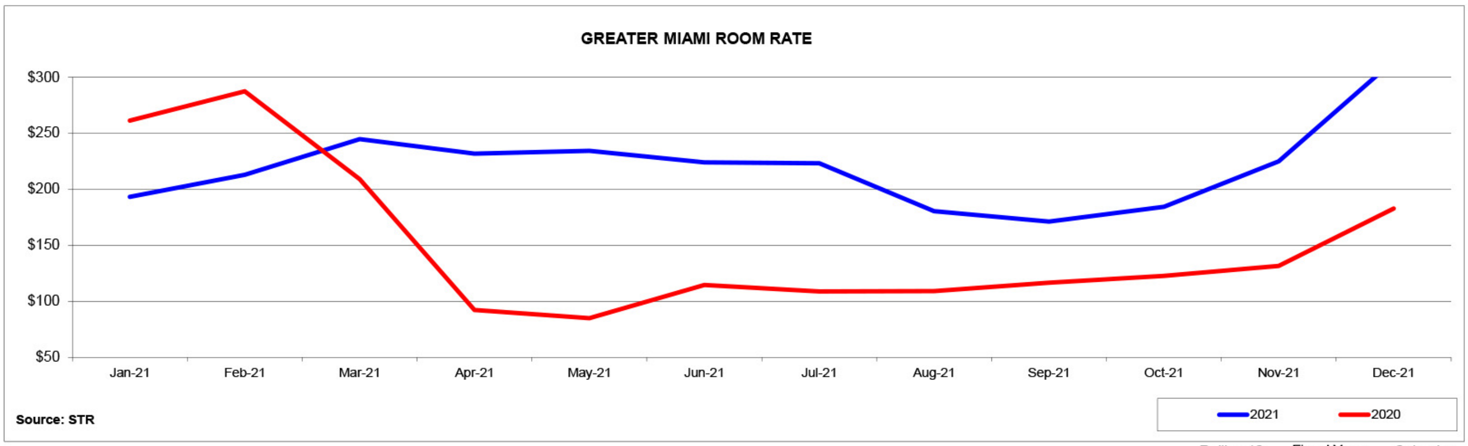


Source: Broward Aviation

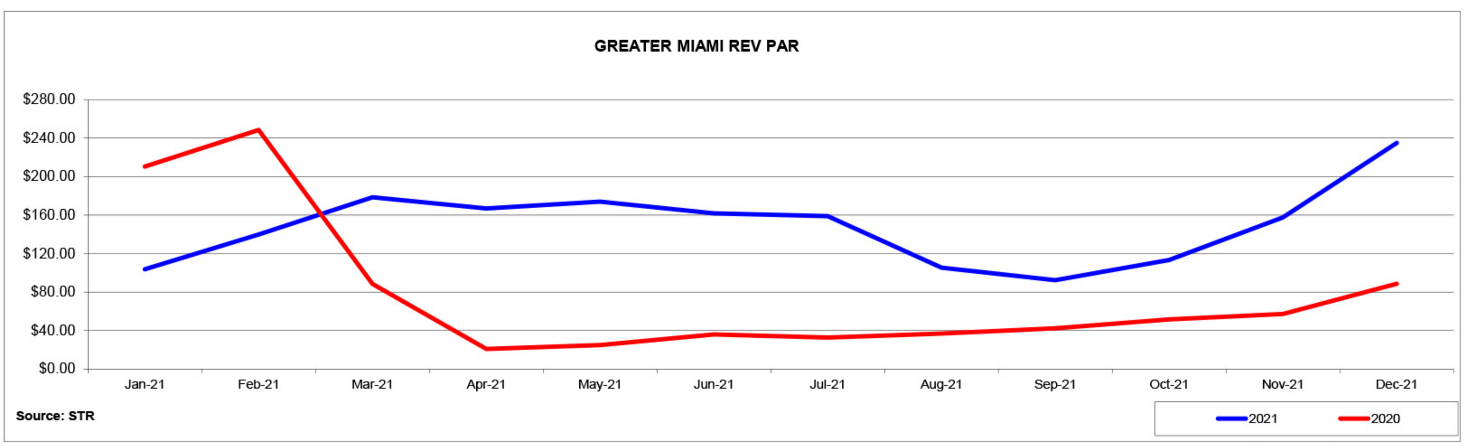
	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021	824,163	792,682	1,187,028	1,150,565	1,334,303	1,364,886	1,453,069	1,195,804	1,044,045	1,202,049	1,219,595	1,337,937	14,106,126	3,759,581	14,106,126
2020	1,667,500	1,591,243	921,336	49,819	119,106	304,446	452,736	439,993	441,514	643,359	702,992	908,039	8,242,083	2,254,390	8,242,083
% change	-50.6%	-50.2%	28.8%	2209.5%	1020.3%	348.3%	221.0%	171.8%	136.5%	86.8%	73.5%	47.3%	71.1%	66.8%	71.1%



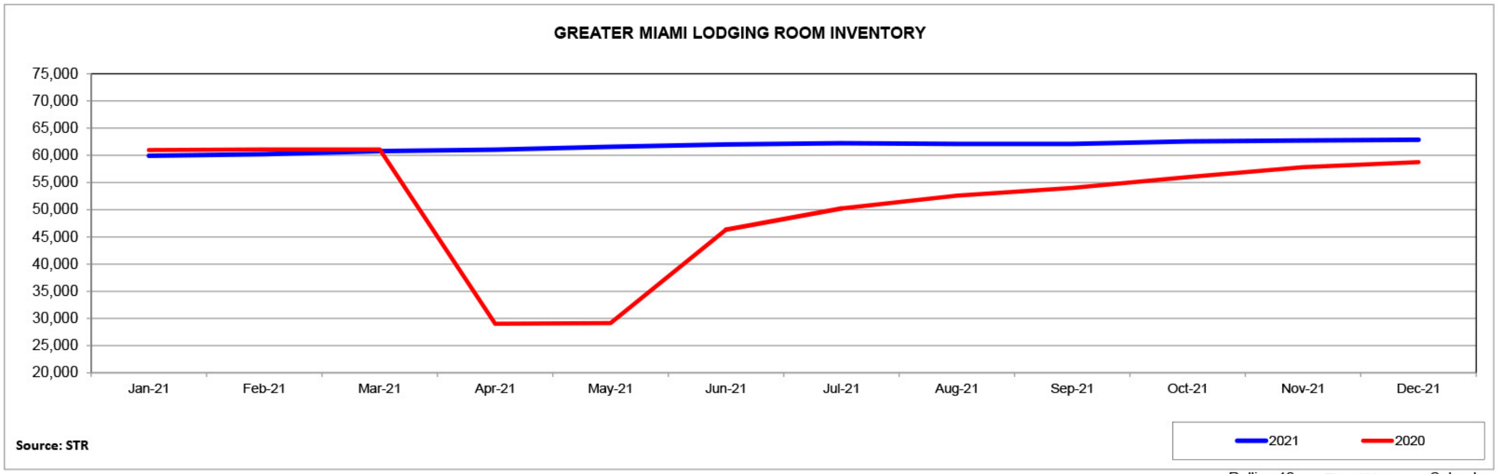
	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021	53.7%	65.7%	72.9%	72.1%	74.3%	72.3%	71.2%	58.4%	54.0%	61.5%	70.1%	74.7%	66.7%	68.8%	66.7%
2020	80.6%	86.5%	42.4%	22.8%	29.5%	31.5%	30.2%	33.9%	36.4%	42.1%	43.5%	48.5%	44.0%	44.7%	44.0%
% change	-33.3%	-24.0%	72.1%	216.2%	151.9%	129.9%	135.7%	72.1%	48.4%	46.0%	61.2%	54.0%	51.7%	53.8%	51.7%



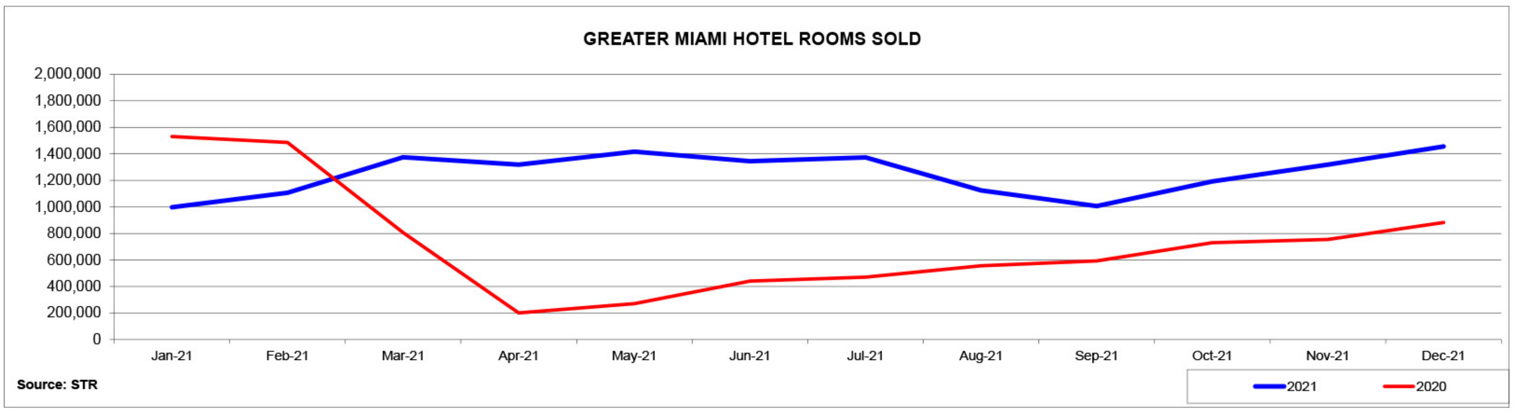
	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021	$193.24	$212.81	$244.73	$231.70	$234.28	$223.96	$223.14	$180.41	$171.13	$184.36	$224.84	$314.56	$219.93	$241.25	$219.93
2020	$261.30	$287.35	$208.93	$92.20	$84.96	$114.59	$108.74	$109.13	$116.63	$122.75	$131.61	$182.75	$151.74	$145.70	$151.74
% change	-26.0%	-25.9%	17.1%	151.3%	175.8%	95.4%	105.2%	65.3%	46.7%	50.2%	70.8%	72.1%	44.9%	65.6%	44.9%



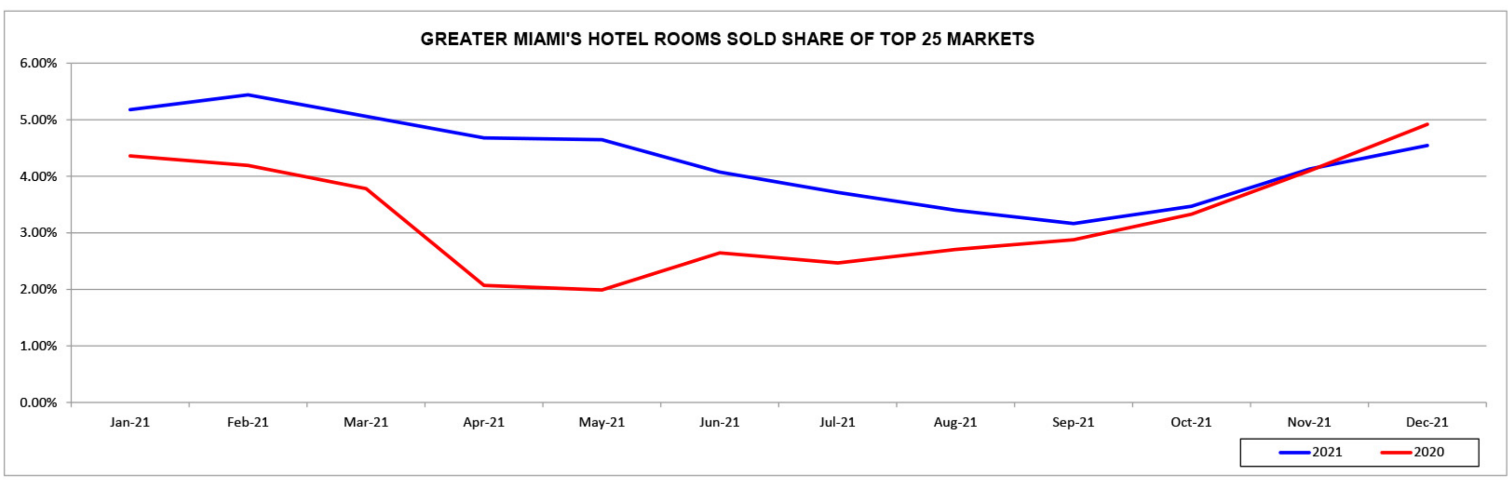
	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021	$103.80	$139.83	$178.50	$166.96	$173.99	$161.95	$158.91	$105.42	$92.44	$113.35	$157.64	$235.01	$148.98	$168.67	$148.98
2020	$210.58	$248.48	$88.54	$21.01	$25.05	$36.04	$32.86	$37.04	$42.44	$51.68	$57.25	$88.63	$78.30	$65.86	$78.30
% change	-50.7%	-43.7%	101.6%	694.6%	594.6%	349.3%	383.6%	184.6%	117.8%	119.3%	175.3%	165.1%	90.3%	156.1%	90.3%



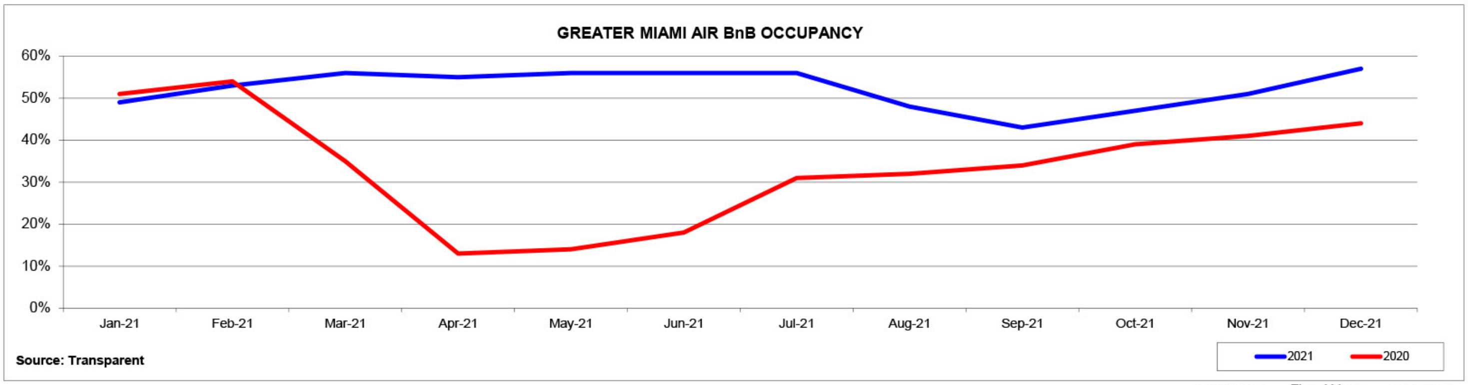
	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021	59,911	60,202	60,768	61,041	61,548	62,003	62,222	62,098	62,103	62,564	62,704	62,856	61,668	62,708	61,668
2020	60,957	61,071	61,071	29,030	29,148	46,325	50,227	52,568	53,998	55,978	57,812	58,735	51,410	57,508	51,410
% change	-1.7%	-1.4%	-0.5%	110.3%	111.2%	33.8%	23.9%	18.1%	15.0%	11.8%	8.5%	7.0%	20.0%	9.0%	20.0%



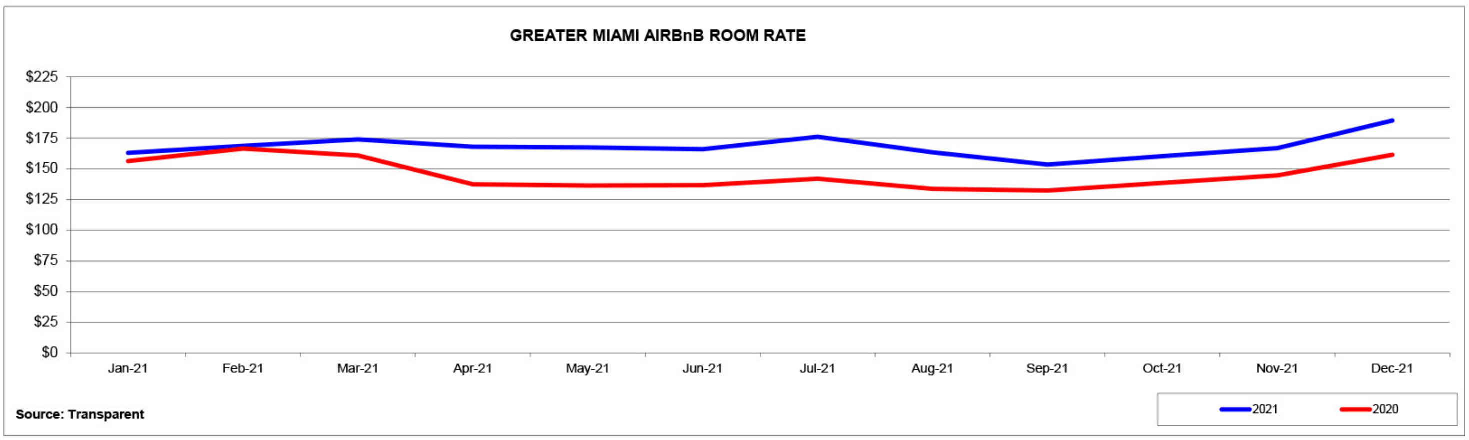
	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021	997,692	1,107,564	1,374,011	1,319,548	1,416,951	1,345,036	1,373,683	1,124,896	1,006,327	1,192,487	1,318,911	1,455,718	1,252,735	1,322,372	1,252,735
2020	1,530,634	1,486,151	806,404	201,115	270,796	440,729	471,041	556,411	592,836	730,616	754,465	883,053	727,021	789,378	727,021
% change	-34.8%	-25.5%	70.4%	556.1%	423.3%	205.2%	191.6%	102.2%	69.7%	63.2%	74.8%	64.9%	72.3%	67.5%	72.3%



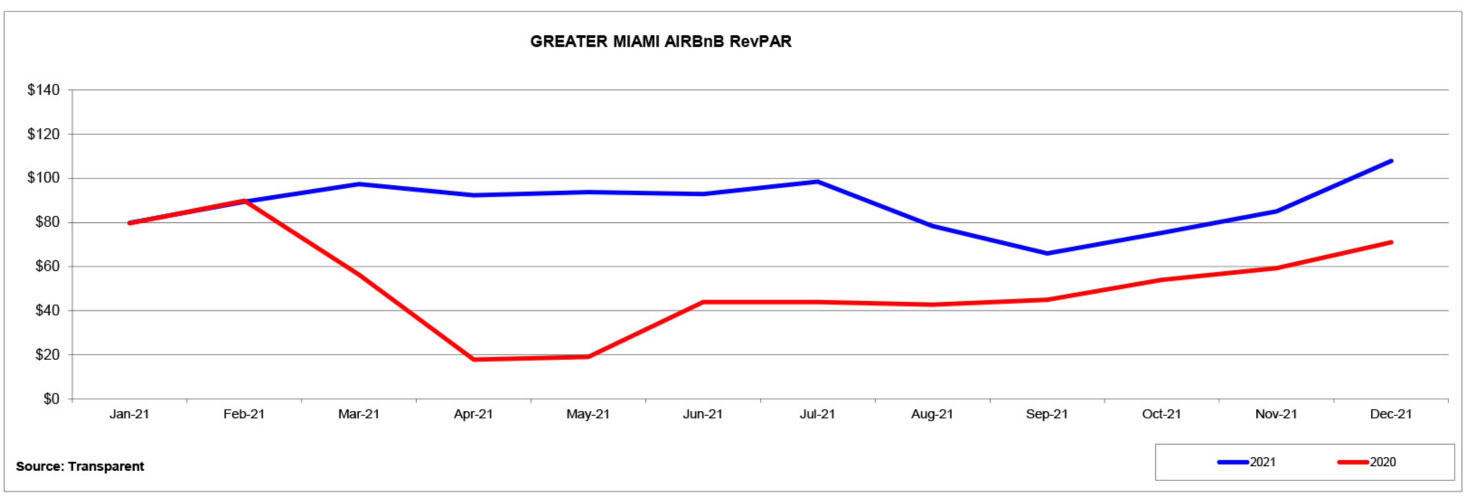
	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021	5.18%	5.44%	5.06%	4.68%	4.65%	4.07%	3.71%	3.40%	3.16%	3.47%	4.13%	4.54%	4.29%	4.05%	4.29%
2020	4.36%	4.19%	3.78%	2.07%	1.99%	2.65%	2.47%	2.71%	2.88%	3.33%	4.10%	4.92%	3.29%	4.11%	3.29%
% change	18.7%	29.8%	33.8%	125.8%	133.5%	54.0%	50.6%	25.6%	9.9%	4.2%	0.8%	-7.6%	30.6%	-1.6%	30.6%



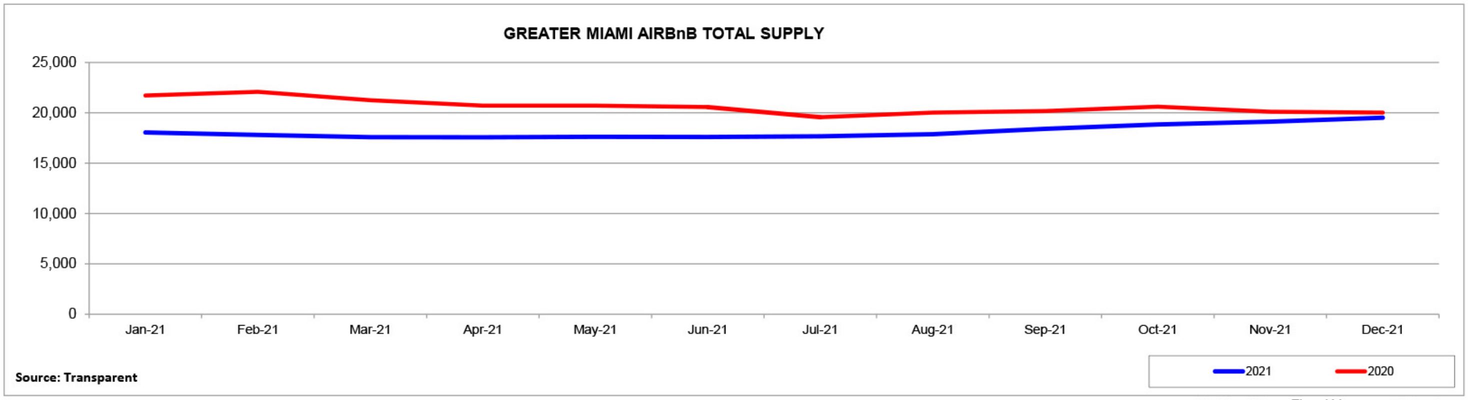
	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021	49.0%	53.0%	56.0%	55.0%	56.0%	56.0%	56.0%	48.0%	43.0%	47.0%	51.0%	57.0%	52.3%	51.7%	52.3%
2020	51.0%	54.0%	35.0%	13.0%	14.0%	18.0%	31.0%	32.0%	34.0%	39.0%	41.0%	44.0%	33.8%	41.3%	33.8%
% change	-3.9%	-1.9%	60.0%	323.1%	300.0%	211.1%	80.6%	50.0%	26.5%	20.5%	24.4%	29.5%	54.4%	25.0%	54.4%



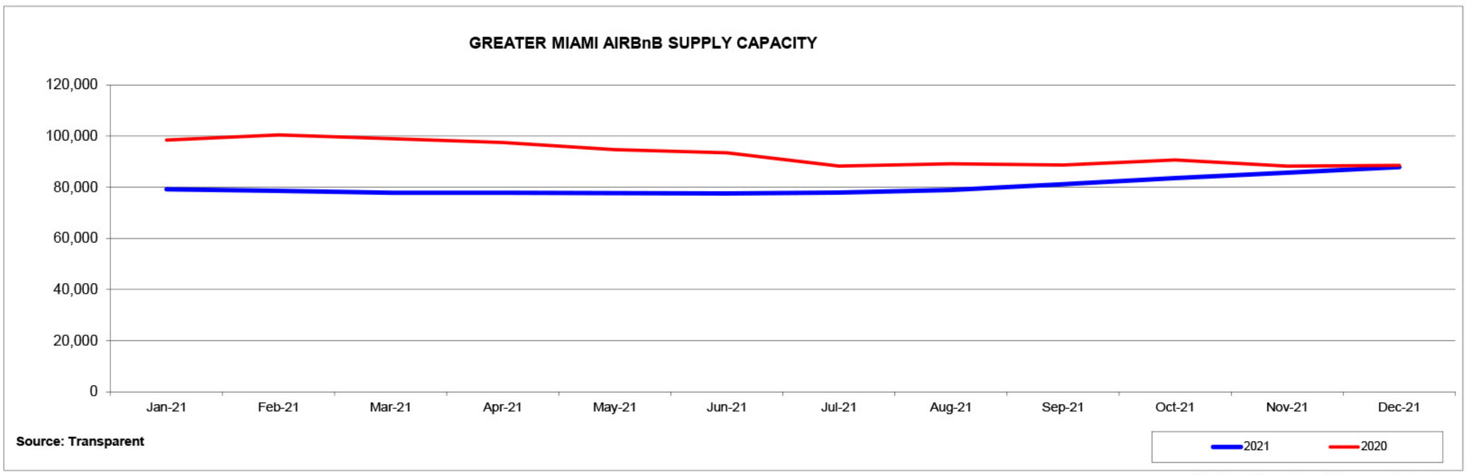
	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021	$162.97	$168.69	$173.91	$167.94	$167.39	$165.93	$176.01	$163.43	$153.44	$160.31	$166.83	$189.35	$168.02	$172.16	$168.02
2020	$156.22	$166.48	$160.84	$137.42	$136.37	$136.67	$141.84	$133.68	$132.31	$138.52	$144.67	$161.38	$145.53	$148.19	$145.53
% change	4.3%	1.3%	8.1%	22.2%	22.7%	21.4%	24.1%	22.3%	16.0%	15.7%	15.3%	17.3%	15.4%	16.2%	15.4%



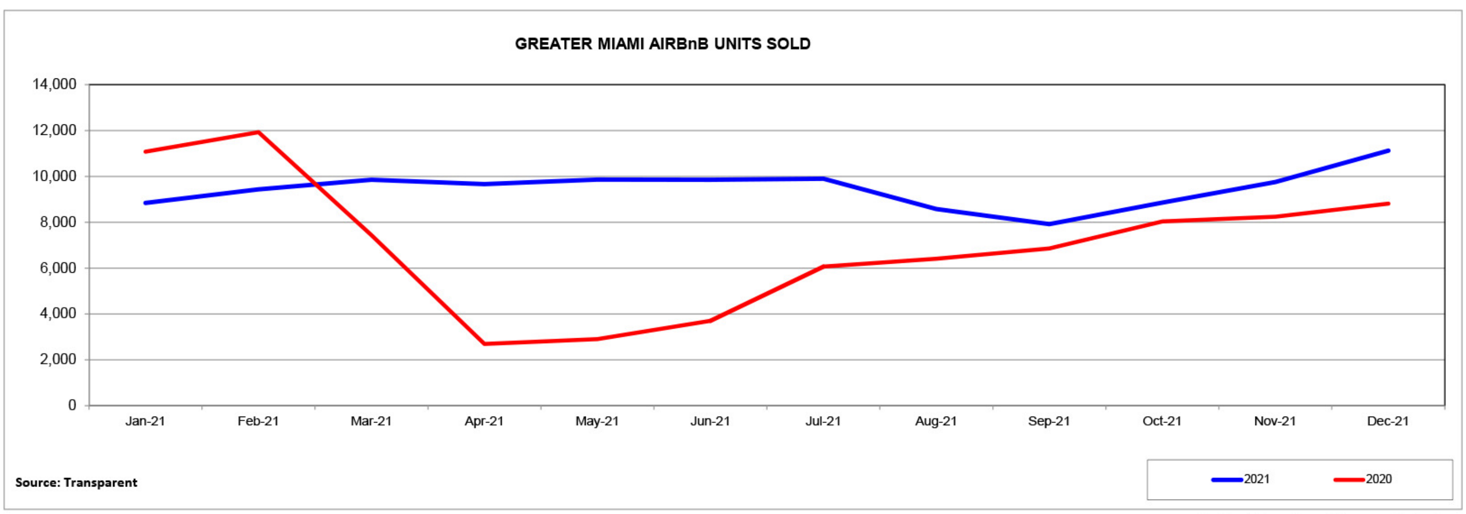
	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021	$79.86	$89.41	$97.39	$92.37	$93.74	$92.92	$98.57	$78.45	$65.98	$75.35	$85.08	$107.93	$88.09	$89.45	$88.09
2020	$79.67	$89.90	$56.29	$17.86	$19.09	$43.97	$43.97	$42.78	$44.99	$54.02	$59.31	$71.01	$51.91	$61.45	$51.91
% change	0.2%	-0.5%	73.0%	417.0%	391.0%	111.3%	124.2%	83.4%	46.7%	39.5%	43.4%	52.0%	69.7%	45.6%	69.7%



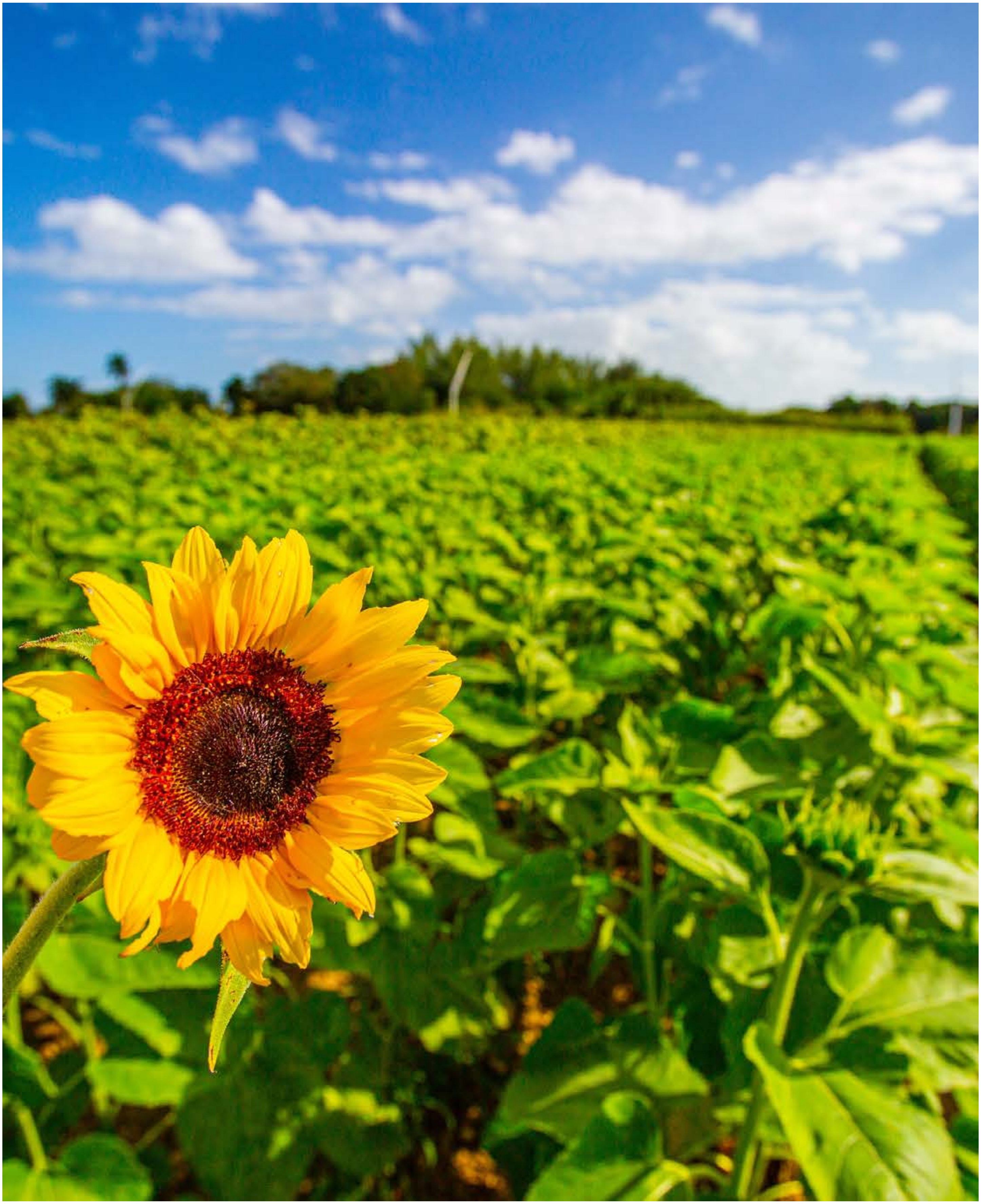
	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021	18,041	17,804	17,588	17,569	17,610	17,597	17,676	17,867	18,413	18,842	19,119	19,512	18,137	57,473	217,638
2020	21,724	22,085	21,246	20,720	20,720	20,567	19,563	20,030	20,171	20,610	20,102	20,027	20,630	60,739	247,565
% change	-17.0%	-19.4%	-17.2%	-15.2%	-15.0%	-14.4%	-9.6%	-10.8%	-8.7%	-8.6%	-4.9%	-2.6%	-12.1%	-5.4%	-12.1%

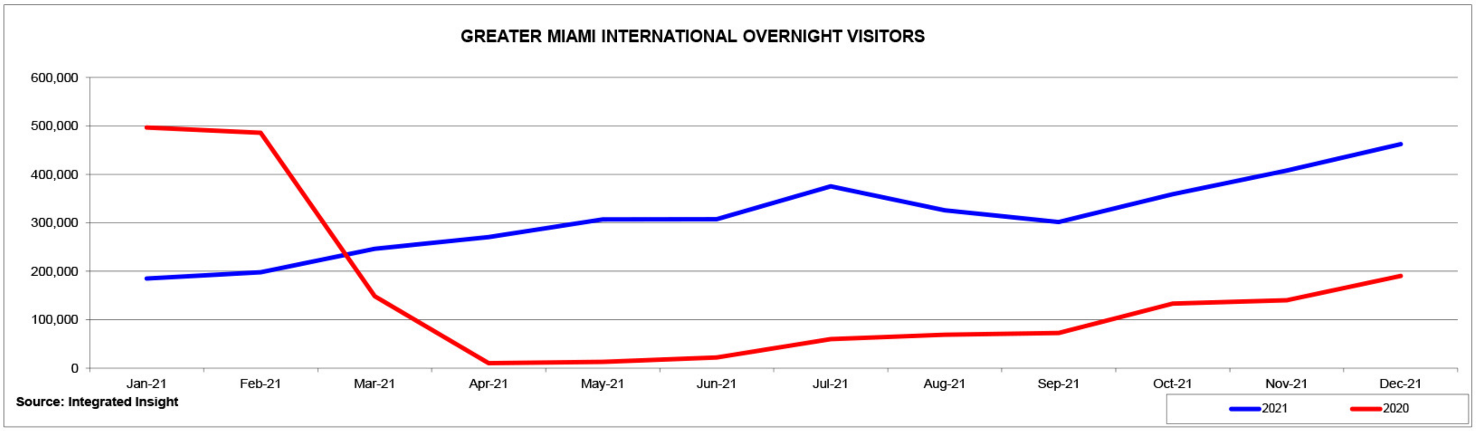


	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021	79,206	78,574	77,820	77,816	77,707	77,560	77,889	78,907	81,158	83,523	85,692	87,861	80,309	257,076	963,713
2020	98,421	100,442	98,954	97,493	94,690	93,484	88,252	89,161	88,660	90,681	88,244	88,520	93,084	267,445	1,117,002
% change	-19.5%	-21.8%	-21.4%	-20.2%	-17.9%	-17.0%	-11.7%	-11.5%	-8.5%	-7.9%	-2.9%	-0.7%	-13.7%	-3.9%	-13.7%



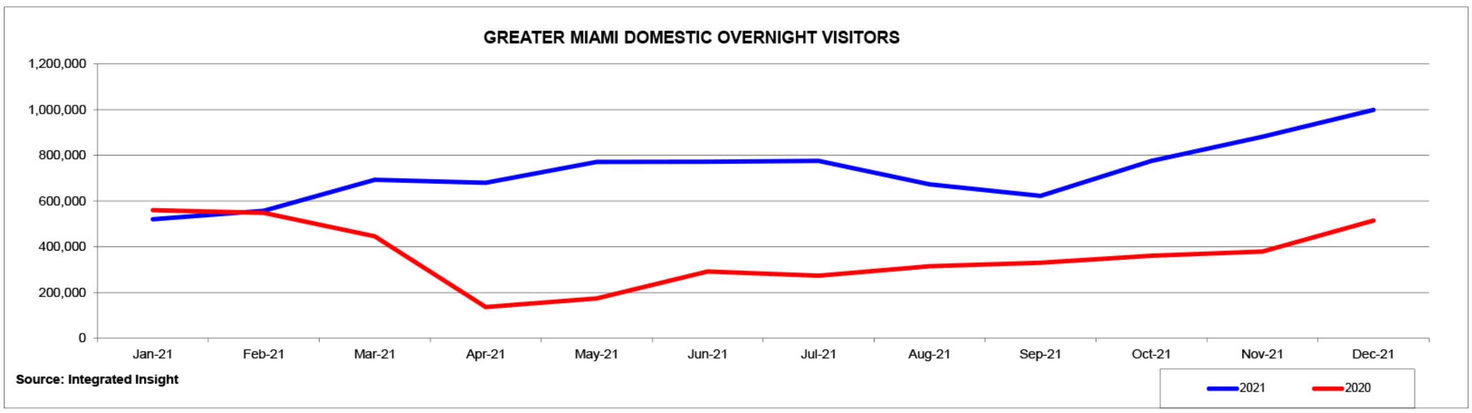
	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021	8,840	9,436	9,849	9,663	9,862	9,854	9,899	8,576	7,918	8,856	9,751	11,122	9,469	29,728	113,625
2020	11,079	11,926	7,436	2,694	2,901	3,702	6,065	6,410	6,858	8,038	8,242	8,812	7,013	25,092	84,162
% change	-20.2%	-20.9%	32.5%	258.7%	240.0%	166.2%	63.2%	33.8%	15.4%	10.2%	18.3%	26.2%	35.0%	18.5%	35.0%





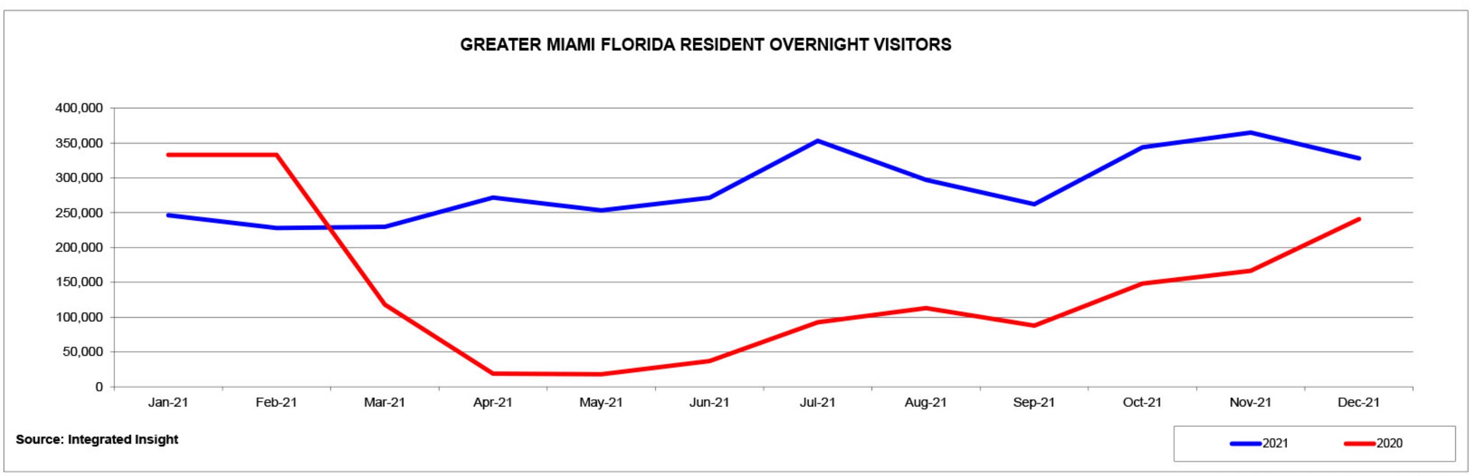
Source: Integrated Insight

	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021	185,000	198,100	246,300	270,700	307,100	307,500	375,400	325,800	301,500	359,000	408,000	462,400	3,746,800	1,229,400	3,746,800
2020	496,700	486,000	148,600	10,300	13,100	21,900	59,900	69,100	72,500	133,400	140,000	190,400	1,841,900	463,800	1,841,900
% change	-62.8%	-59.2%	65.7%	2528.2%	2244.3%	1304.1%	526.7%	371.5%	315.9%	169.1%	191.4%	142.9%	103.4%	165.1%	103.4%



Source: Integrated Insight

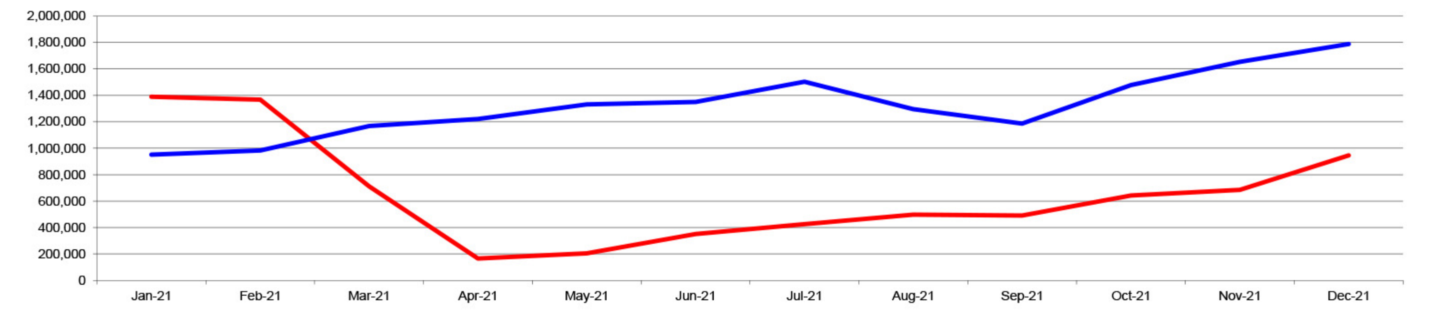
	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021	520,200	557,200	692,700	679,700	771,000	771,900	775,400	673,000	622,800	775,300	880,900	998,500	8,718,600	2,654,700	8,718,600
2020	560,100	548,100	445,700	136,400	173,700	291,500	273,100	314,900	330,300	360,600	378,800	514,700	4,327,900	1,254,100	4,327,900
% change	-7.1%	1.7%	55.4%	398.3%	343.9%	164.8%	183.9%	113.7%	88.6%	115.0%	132.6%	94.0%	101.5%	111.7%	101.5%



Source: Integrated Insight

	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021	246,400	228,000	229,600	271,600	253,200	271,400	353,200	297,200	262,000	343,900	365,000	327,900	3,449,400	1,036,800	3,449,400
2020	333,000	333,000	118,000	19,000	18,000	37,000	92,600	113,000	87,900	148,100	166,600	240,700	1,706,900	555,400	1,706,900
% change	-26.0%	-31.5%	94.6%	1329.5%	1306.7%	633.5%	281.4%	163.0%	198.1%	132.2%	119.1%	36.2%	102.1%	86.7%	102.1%

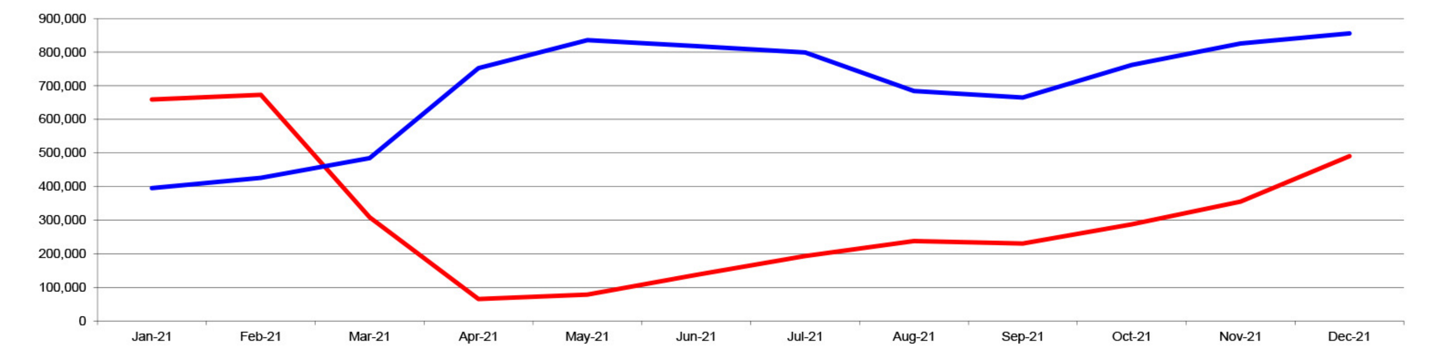
GREATER MIAMI TOTAL OVERNIGHT VISITORS



Source: Integrated Insight

	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021	951,600	983,300	1,168,600	1,222,000	1,331,300	1,350,800	1,504,000	1,296,000	1,186,300	1,478,200	1,653,900	1,788,800	15,914,800	4,920,900	15,914,800
2020	1,389,800	1,367,100	712,300	165,700	204,800	350,400	425,600	497,000	490,700	642,100	685,400	945,800	7,876,700	2,273,300	7,876,700
% change	-31.5%	-28.1%	64.1%	637.5%	550.0%	285.5%	253.4%	160.8%	141.8%	130.2%	141.3%	89.1%	102.0%	116.5%	102.0%

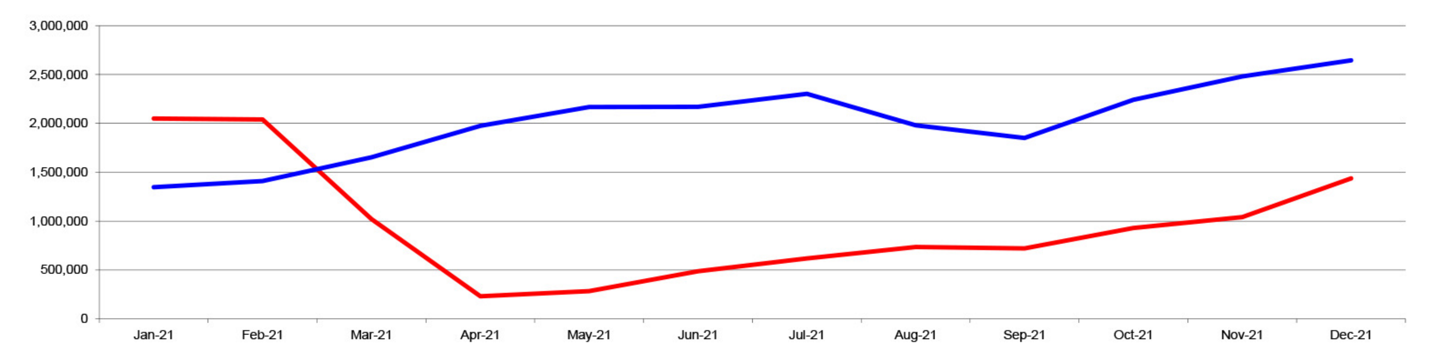
GREATER MIAMI TOTAL DAY VISITORS



Source: Integrated Insight

	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021	395,400	426,000	484,900	752,700	835,600	818,100	798,900	684,200	665,000	762,100	825,800	855,800	8,304,500	2,443,700	8,304,500
2020	659,400	673,000	308,500	65,300	78,700	137,300	193,100	238,000	230,600	287,800	355,300	490,300	3,717,300	1,133,400	3,717,300
% change	-40.0%	-36.7%	57.2%	1052.7%	961.8%	495.8%	313.7%	187.5%	188.4%	164.8%	132.4%	74.5%	123.4%	115.6%	123.4%

GREATER MIAMI TOTAL VISITORS (OVERNIGHT AND DAY)

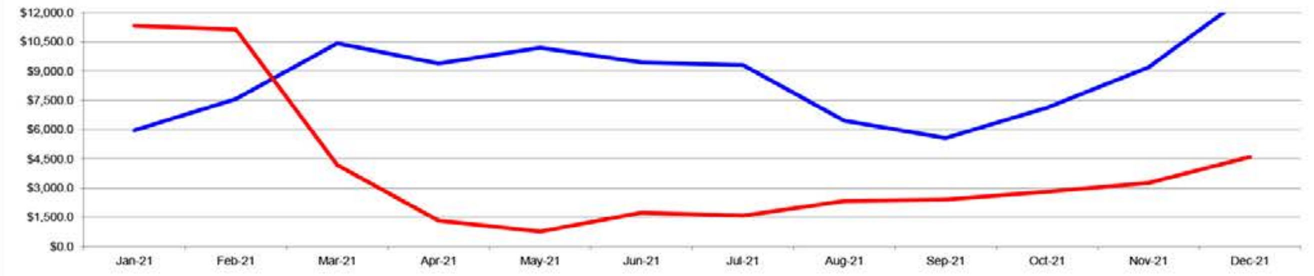


Source: Integrated Insight

	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021	1,347,000	1,409,300	1,653,500	1,974,700	2,166,900	2,168,900	2,302,900	1,980,200	1,851,300	2,240,300	2,479,700	2,644,600	24,219,300	7,364,600	24,219,300
2020	2,049,200	2,040,100	1,020,800	231,000	283,500	487,700	618,700	735,000	721,300	929,900	1,040,700	1,436,100	11,594,000	3,406,700	11,594,000
% change	-34.3%	-30.9%	62.0%	754.8%	664.3%	344.7%	272.2%	169.4%	156.7%	140.9%	138.3%	84.2%	108.9%	116.2%	108.9%

MIAMI-DADE COUNTY CONVENTION DEVELOPMENT TAX (000)
Activity Month

CDT Tax is a 3% tax on hotel room rate collected in all hotels exclusive of Bal Harbour and Surfside. This revenue is for building and maintain public facilities

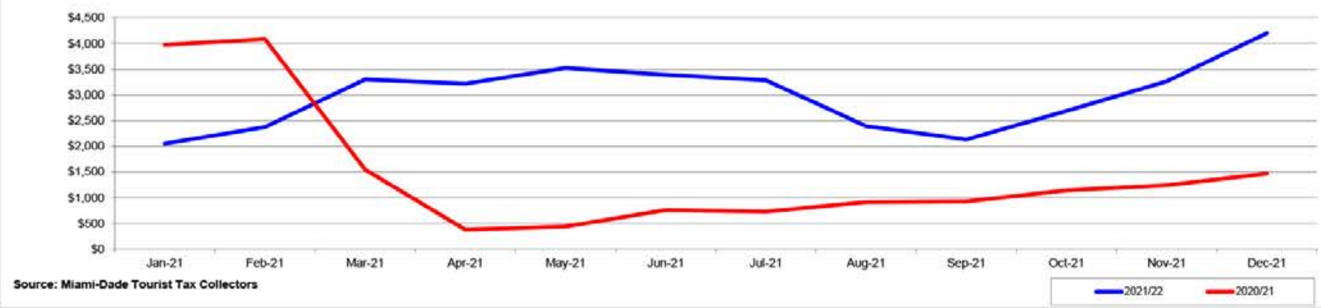


Source: Miami-Dade Tourist Tax Collectors

	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021/22	$5,961.0	$7,566.6	$10,419.2	$9,390.9	$10,188.4	$9,446.6	$9,308.5	$6,448.4	$5,564.7	$7,121.2	$9,188.2	$12,995.3	$103,599.0	$29,304.7	$103,599.0
2020/21	$11,322.9	$11,134.8	$4,183.1	$1,327.4	$769.2	$1,734.0	$1,579.9	$2,338.3	$2,407.4	$2,807.9	$3,262.5	$4,594.8	$47,462.2	$10,665.2	$47,462.2
% change	-47.4%	-32.0%	149.1%	607.5%	1224.5%	444.8%	489.2%	175.8%	131.1%	153.6%	181.6%	182.8%	118.3%	174.8%	118.3%

MIAMI-DADE TOURIST DEVELOPMENT TAX (000)
Activity Month

Miami-Dade Resort tax is a 2% tax on hotel room rate, excluding Bal Harbour, Miami Beach and Surfside properties. This money funds the GMCVB and TDC

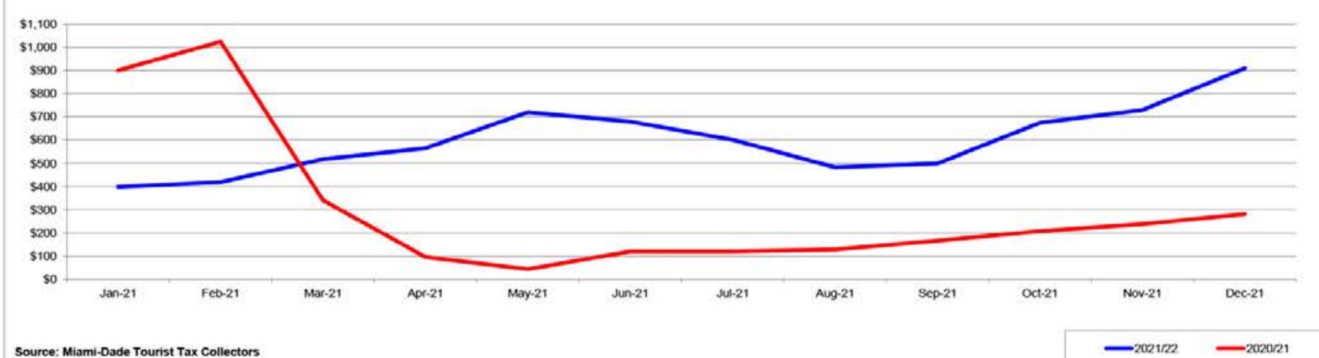


Source: Miami-Dade Tourist Tax Collectors

	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021/22	$2,050.9	$2,372.7	$3,300.1	$3,216.9	$3,525.0	$3,389.1	$3,285.9	$2,390.6	$2,130.9	$2,686.8	$3,262.2	$4,199.9	$35,811.0	$10,148.9	$35,811.0
2020/21	$3,972.7	$4,084.5	$1,543.3	$376.7	$438.3	$758.0	$727.0	$912.1	$925.9	$1,142.0	$1,241.5	$1,466.1	$17,588.1	$3,849.6	$17,588.1
% change	-48.4%	-41.9%	113.8%	754.0%	704.2%	347.1%	352.0%	162.1%	130.1%	135.3%	162.8%	186.5%	103.6%	163.6%	103.6%

MIAMI-DADE 2% HOTEL FOOD & BEVERAGE TAX (000)
Activity Month

Miami-Dade 2% F& B Tax is charged on food and beverages purchased in hotels excluding Bal Harbour, Miami Beach and Surfside.

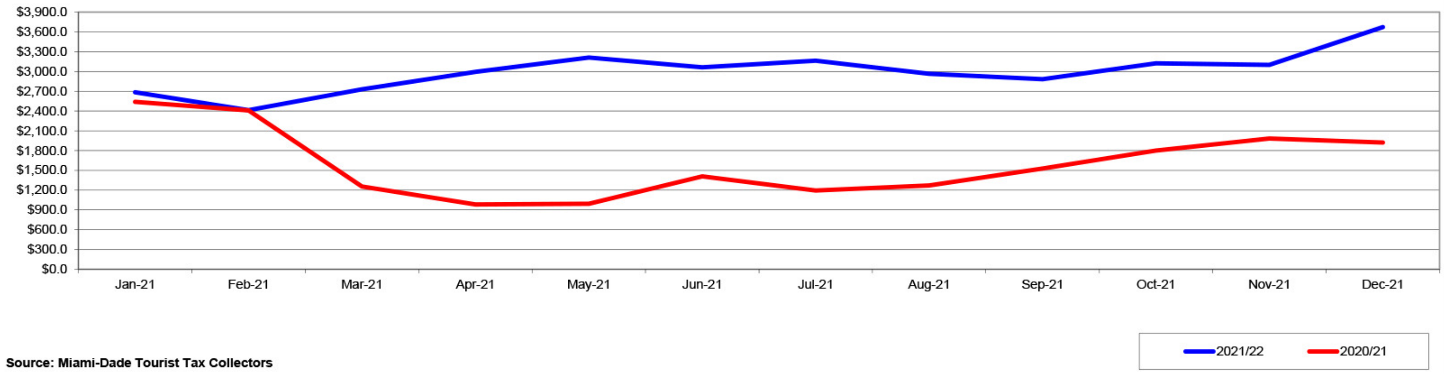


Source: Miami-Dade Tourist Tax Collectors

	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021/22	$398.7	$419.4	$518.2	$565.2	$720.7	$680.3	$601.4	$483.2	$500.0	$675.4	$730.1	$910.5	$7,203.1	$2,316.0	$7,203.1
2020/21	$901.3	$1,024.8	$341.9	$96.6	$44.1	$120.5	$120.7	$128.9	$167.0	$208.3	$238.5	$281.5	$3,674.1	$728.3	$3,674.1
% change	-55.8%	-59.1%	51.6%	485.1%	1534.2%	464.6%	398.3%	274.9%	199.4%	224.2%	206.1%	223.4%	96.1%	218.0%	96.1%

MIAMI-DADE 1% RESTAURANT FOOD AND BEVERAGE TAX (000)
Activity Month

Miami-Dade 1% F& B Tax is charged on food and beverages purchased in restaurants not in hotels excluding Bal Harbour, Miami Beach and Surfside.

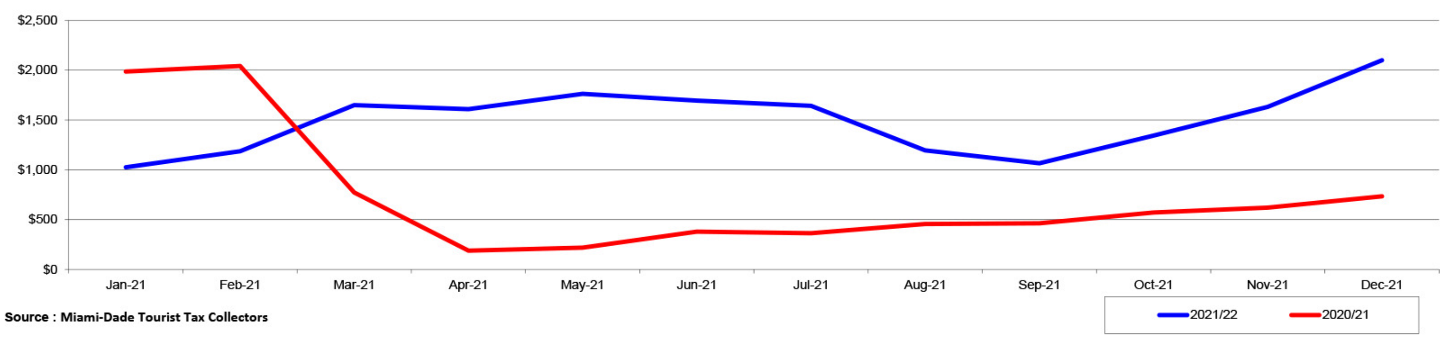


Source: Miami-Dade Tourist Tax Collectors

	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021/22	$2,682.9	$2,412.9	$2,728.0	$2,993.1	$3,211.9	$3,062.4	$3,162.2	$2,963.6	$2,882.4	$3,123.0	$3,100.0	$3,672.4	$35,994.8	$9,895.4	$35,994.8
2020/21	$2,539.1	$2,408.7	$1,254.4	$982.9	$992.8	$1,407.8	$1,194.2	$1,272.3	$1,529.0	$1,799.3	$1,983.4	$1,921.2	$19,285.1	$5,703.9	$19,285.1
% change	5.7%	0.2%	117.5%	204.5%	223.5%	117.5%	164.8%	132.9%	88.5%	73.6%	56.3%	91.2%	86.6%	73.5%	86.6%

MIAMI-DADE 1% PROFESSIONAL SPORTS TAX (000)
Activity Month

Miami-Dade Sports Tax is 1% tax on the hotel room rate exclusive of Miami Beach, Surfside and Bal Harbour. This money is used to build and maintain professional sports facilities

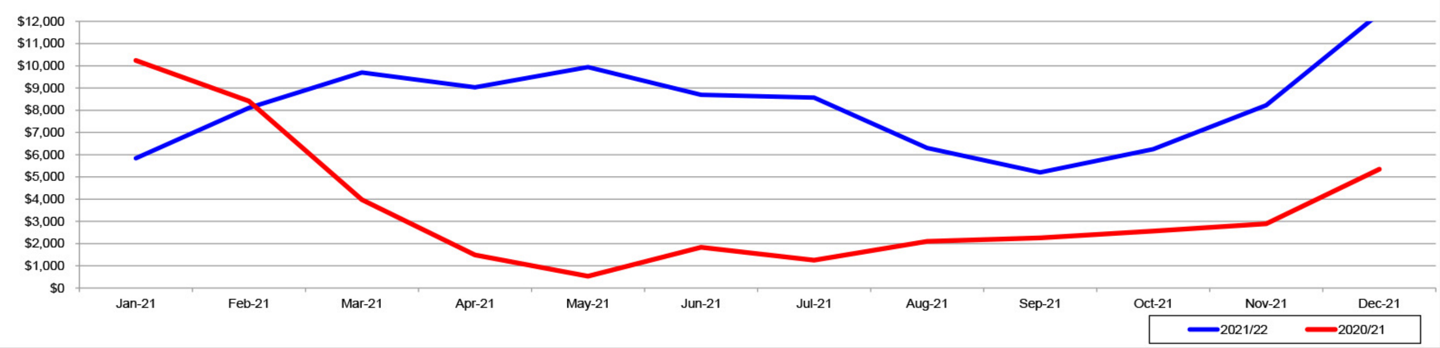


Source : Miami-Dade Tourist Tax Collectors

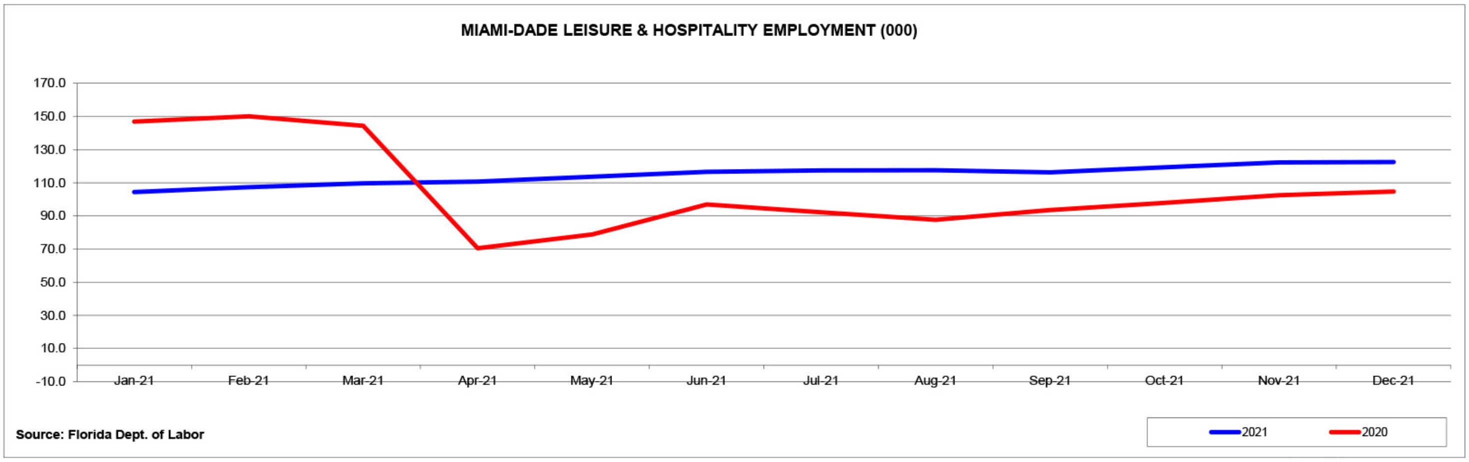
	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021/22	$1,025.5	$1,186.4	$1,650.1	$1,608.5	$1,762.5	$1,694.5	$1,643.0	$1,195.3	$1,065.4	$1,343.4	$1,631.1	$2,100.0	$17,905.7	$5,074.5	$17,905.7
2020/21	$1,986.4	$2,042.2	$771.6	$188.4	$219.1	$379.1	$363.5	$456.0	$462.9	$571.0	$620.7	$733.1	$8,794.0	$1,924.8	$8,794.0
% change	-48.4%	-41.9%	113.9%	753.8%	704.4%	347.0%	352.0%	162.1%	130.2%	135.3%	162.8%	186.5%	103.6%	163.6%	103.6%

MIAMI BEACH RESORT TAX (000)
Activity Month

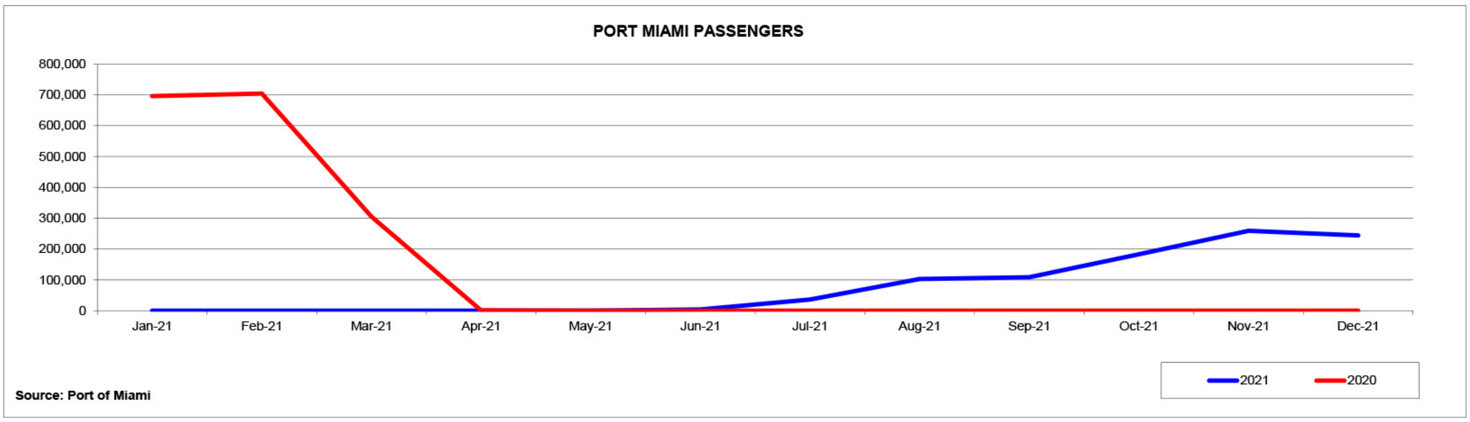
Miami Beach Resort Tax includes 4% tax on hotel rooms and 2% tax on food and beverage sold in restaurants and hotels



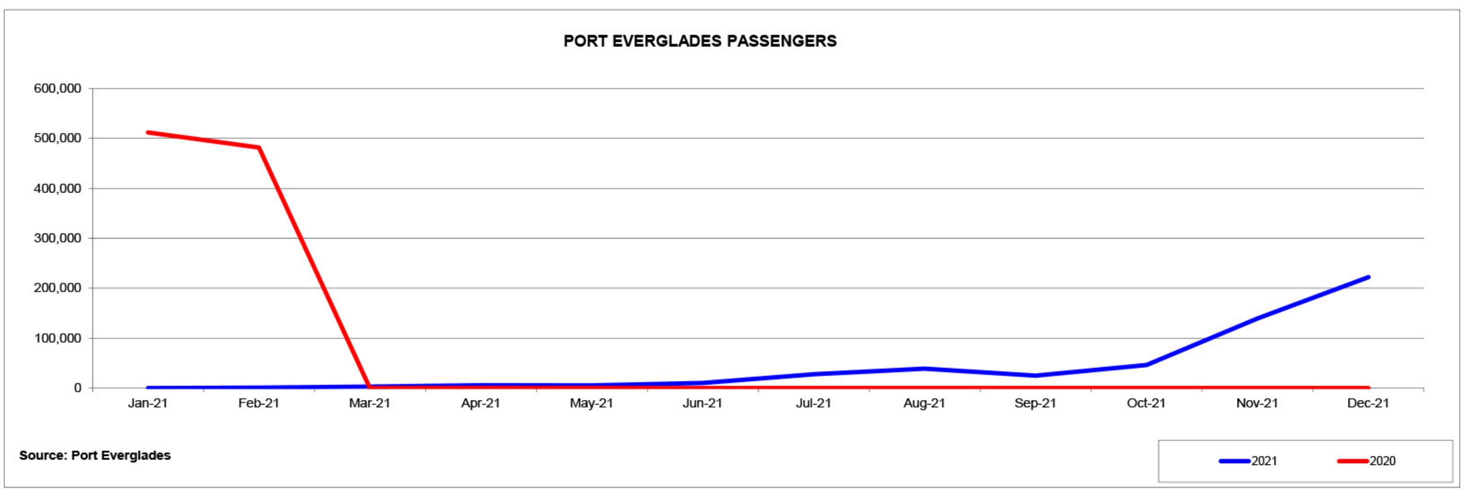
	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021/22	$5,840.6	$8,107.1	$9,702.4	$9,035.5	$9,941.2	$8,693.4	$8,572.8	$6,302.9	$5,203.2	$6,247.2	$8,225.0	$12,352.1	$98,223.4	$26,824.3	$98,223.4
2020/21	$10,241.3	$8,410.1	$3,977.1	$1,488.0	$532.6	$1,836.8	$1,251.3	$2,100.9	$2,261.0	$2,565.3	$2,892.6	$5,350.2	$42,907.2	$10,808.1	$42,907.2
% change	-43.0%	-3.6%	144.0%	507.2%	1766.5%	373.3%	585.1%	200.0%	130.1%	143.5%	184.3%	130.9%	128.9%	148.2%	128.9%



	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021	104.4	107.3	109.7	110.7	113.7	116.6	117.4	117.5	116.3	119.3	122.3	122.5	114.8	121.4	114.8
2020	146.9	150.1	144.4	70.5	78.8	96.9	92.2	87.7	93.6	97.9	102.5	104.7	105.5	101.7	105.5
% change	-28.9%	-28.5%	-24.0%	57.0%	44.3%	20.3%	27.3%	34.0%	24.3%	21.9%	19.3%	17.0%	8.8%	19.3%	8.8%

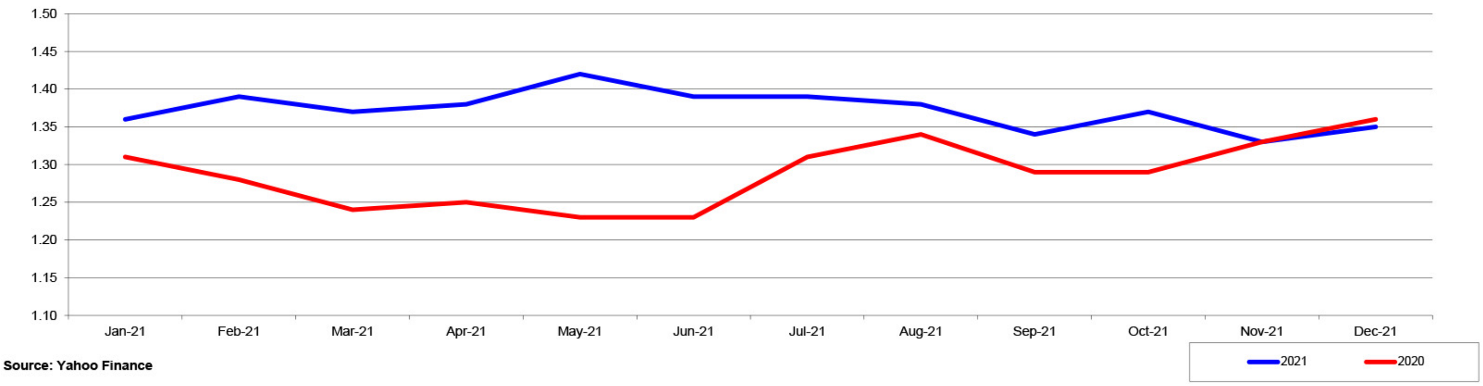


	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021	5	15	54	73	272	3,884	36,415	103,024	108,342	182,794	259,094	243,868	78,153	685,756	937,840
2020	695,869	704,274	305,162	1,019	1	0	0	11	4	1	1	9	142,196	11	1,706,351
% change													-45.0%		-45.0%



	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021	0	707	2,788	5,657	5,300	10,416	27,901	38,792	25,063	46,382	139,591	222,128	43,727	408,101	524,725
2020	511,834	481,552	0	0	0	0	0	0	0	0	0	0	82,782	0	993,386
% change													-47.2%		-47.2%

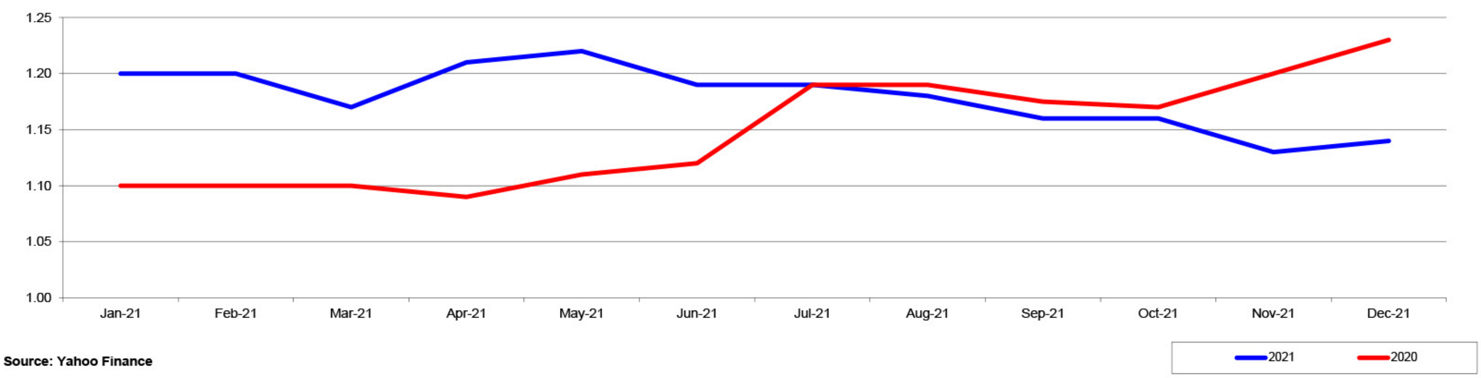
BRITISH POUND TO AMERICAN DOLLAR



Source: Yahoo Finance

	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021	1.36	1.39	1.37	1.38	1.42	1.39	1.39	1.38	1.34	1.37	1.33	1.35	1.37	1.35	1.37
2020	1.31	1.28	1.24	1.25	1.23	1.23	1.31	1.34	1.29	1.29	1.33	1.36	1.29	1.33	1.29
% change	3.8%	8.6%	10.5%	10.4%	15.4%	13.0%	6.1%	3.0%	3.9%	6.2%	0.0%	-0.7%	6.5%	1.8%	6.5%

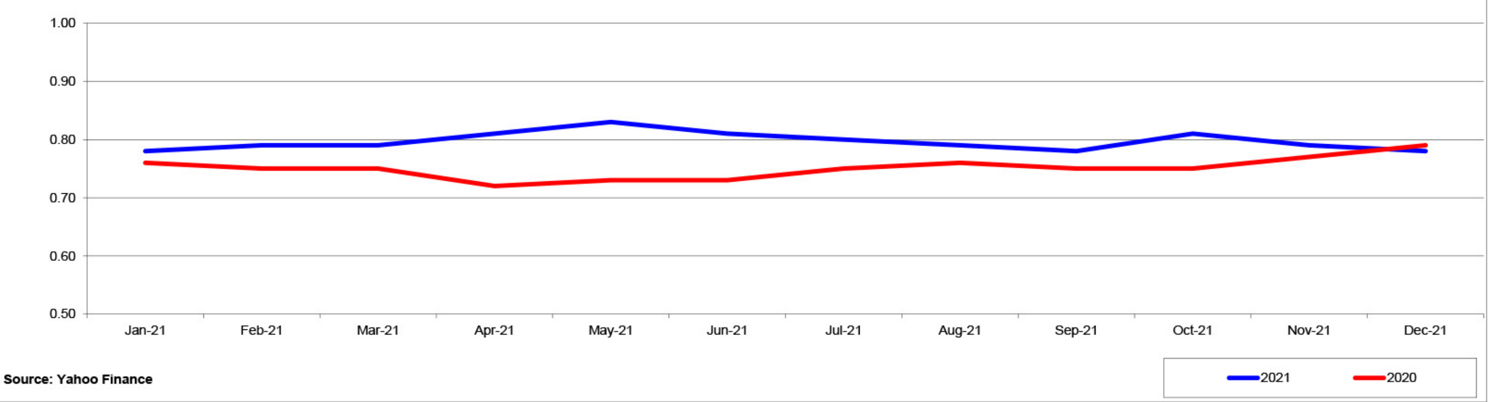
EURO TO AMERICAN DOLLAR



Source: Yahoo Finance

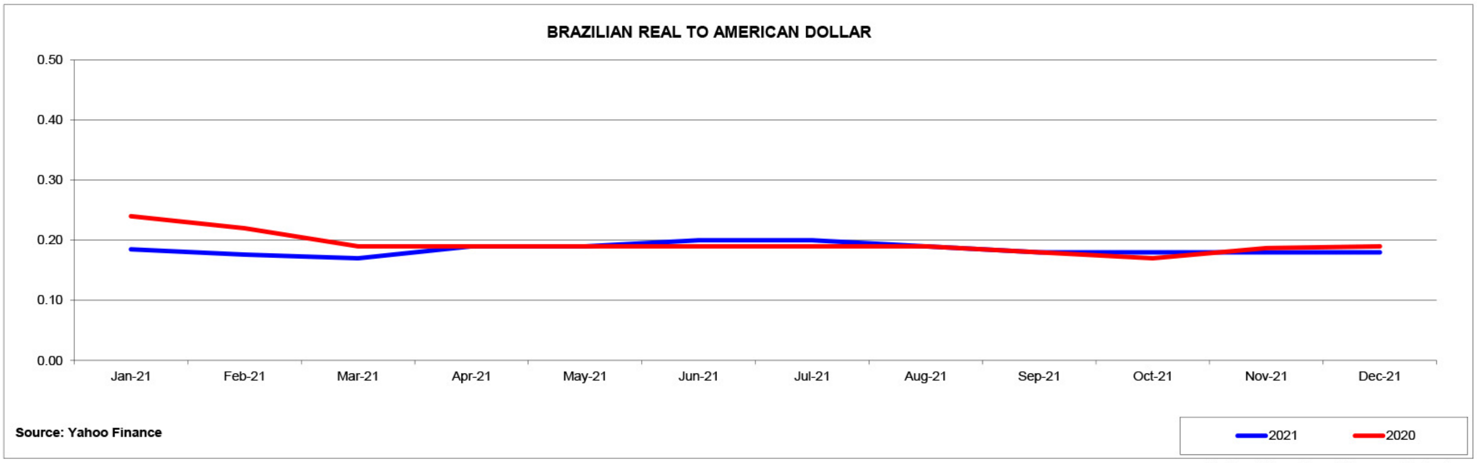
	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021	1.20	1.20	1.17	1.21	1.22	1.19	1.19	1.18	1.16	1.16	1.13	1.14	1.18	1.14	1.18
2020	1.10	1.10	1.10	1.09	1.11	1.12	1.19	1.19	1.18	1.17	1.20	1.23	1.15	1.20	1.15
% change	9.1%	9.1%	6.4%	11.0%	9.9%	6.2%	0.0%	-0.8%	-1.3%	-0.9%	-5.8%	-7.3%	2.7%	-4.7%	2.7%

CANADIAN DOLLAR TO AMERICAN DOLLAR



Source: Yahoo Finance

	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021	0.78	0.79	0.79	0.81	0.83	0.81	0.80	0.79	0.78	0.81	0.79	0.78	0.80	0.79	0.80
2020	0.76	0.75	0.75	0.72	0.73	0.73	0.75	0.76	0.75	0.75	0.77	0.79	0.75	0.77	0.75
% change	2.6%	5.3%	5.3%	12.5%	13.7%	11.0%	6.7%	3.9%	4.0%	8.0%	2.6%	-1.3%	6.1%	3.0%	6.1%



	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Rolling 12 Months	Fiscal Year 2021/2022	Calendar YTD
2021	0.19	0.18	0.17	0.19	0.19	0.20	0.20	0.19	0.18	0.18	0.18	0.18	0.19	0.18	0.19
2020	0.24	0.22	0.19	0.19	0.19	0.19	0.19	0.19	0.18	0.17	0.19	0.19	0.19	0.18	0.19
% change	-22.9%	-20.0%	-10.5%	0.0%	0.0%	5.3%	5.3%	0.0%	0.0%	5.9%	-3.7%	-5.3%	-4.6%	-1.3%	-4.6%

Prepared by: GMCVB - Research Dept.

GREATER MIAMI & MIAMI BEACH
GREATER MIAMI CONVENTION & VISITORS BUREAU

701 Brickell Ave., Suite 2700
Miami, FL 33131 USA

1901 Convention Center Drive
Miami Beach, FL 33139

305/539-3000, 800/933-8448
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