

Miami-Dade County Industry Updates

January 2025

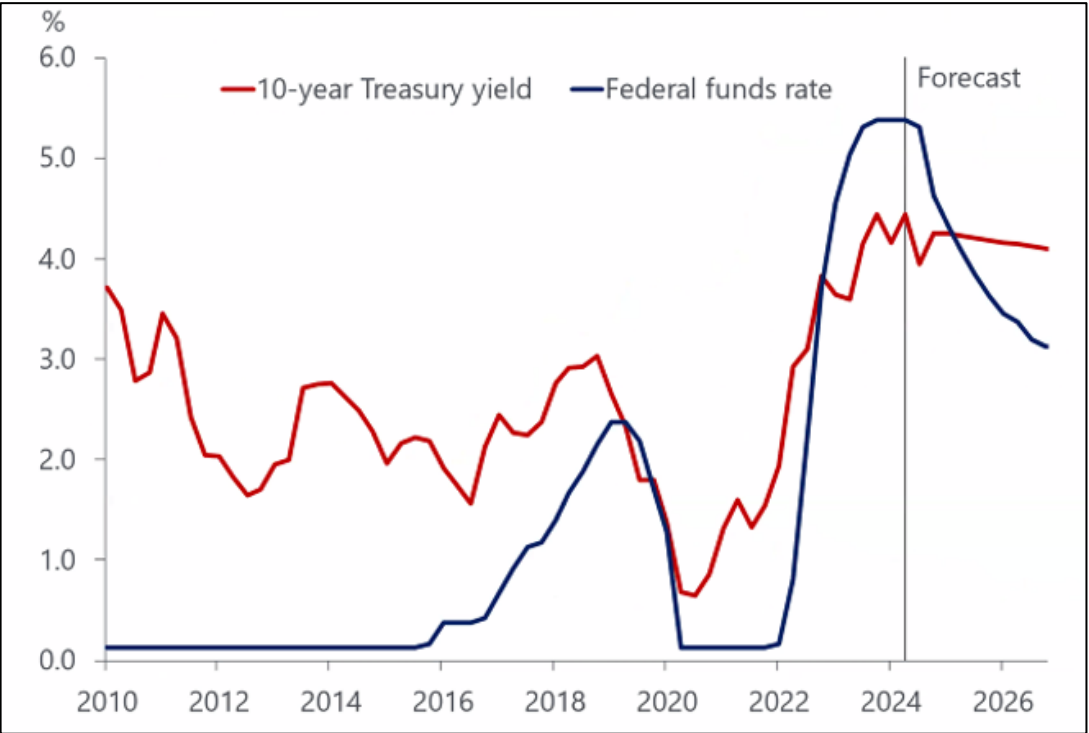


In Summary

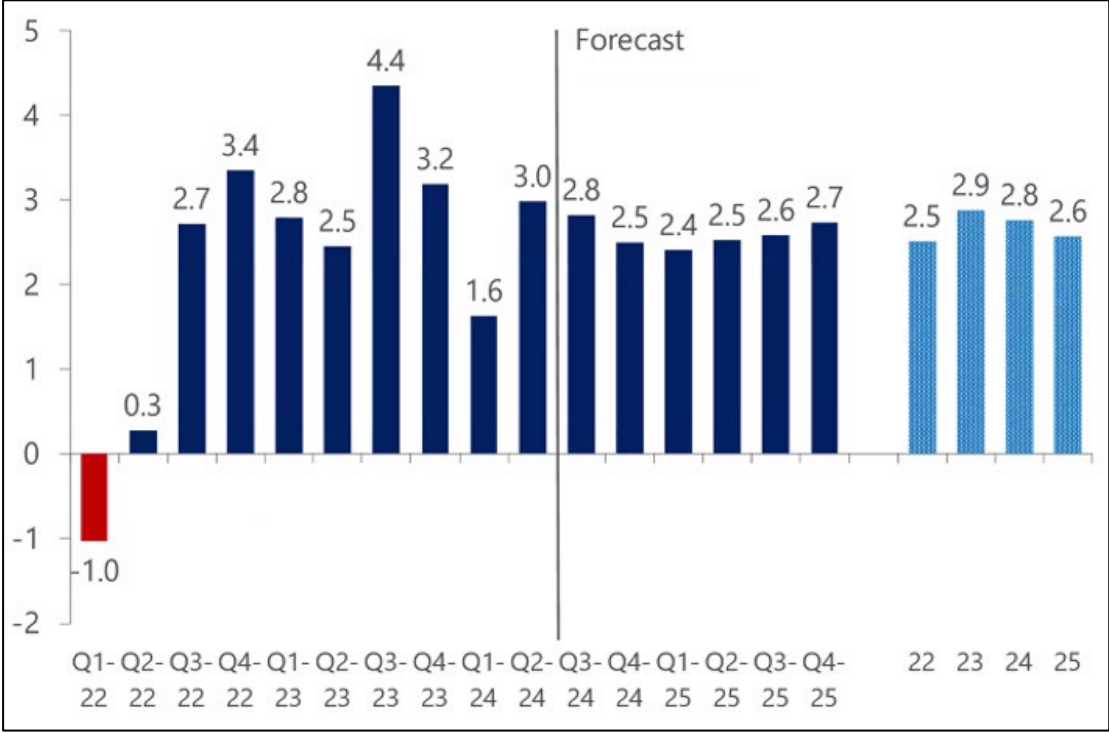
- 2024 ended on a positive note, despite considerable barriers such as the labor market, macroeconomics and policy uncertainty. Positive sentiment about finances and travel are elevated, particularly among upper-income travelers. That bodes well for us.
- The overall lodging picture is that demand will stay positive. Room demand is expected to grow, but the share of lodging continues to shift share from hotels to STRs and cruise ships. This is a national and local trend.
- Recent local transportation news is very encouraging as the need for better infrastructure has been recognized and progress appears to be taking shape.
- Historical Miami-Dade County hotel performance for 2024 held up from the prior year despite some ups and downs. The end of 2024 and beginning of 2025 was a little quieter than the previous year but things appear to be on an upward trajectory. The first 6 months of 2025 have shifted very favorably.
- Music tourism did not end with Taylor Swift; it has become even more popular. Similar to Taylor Swift's tour to Miami in 2024, there are multiple events in our region in 2025 that provide opportunities to capture incremental business.

US Economic Outlook

2 rate cuts in 2025 with a target rate of 3%



GDP to remain positive



Drivers And Headwinds

Domestic Leisure

- + Real income growth
- + Solid balance sheets
- + Modest inflation
- + Tax cut extensions
- Softening labor market
- Potential equity market correction

Domestic Business

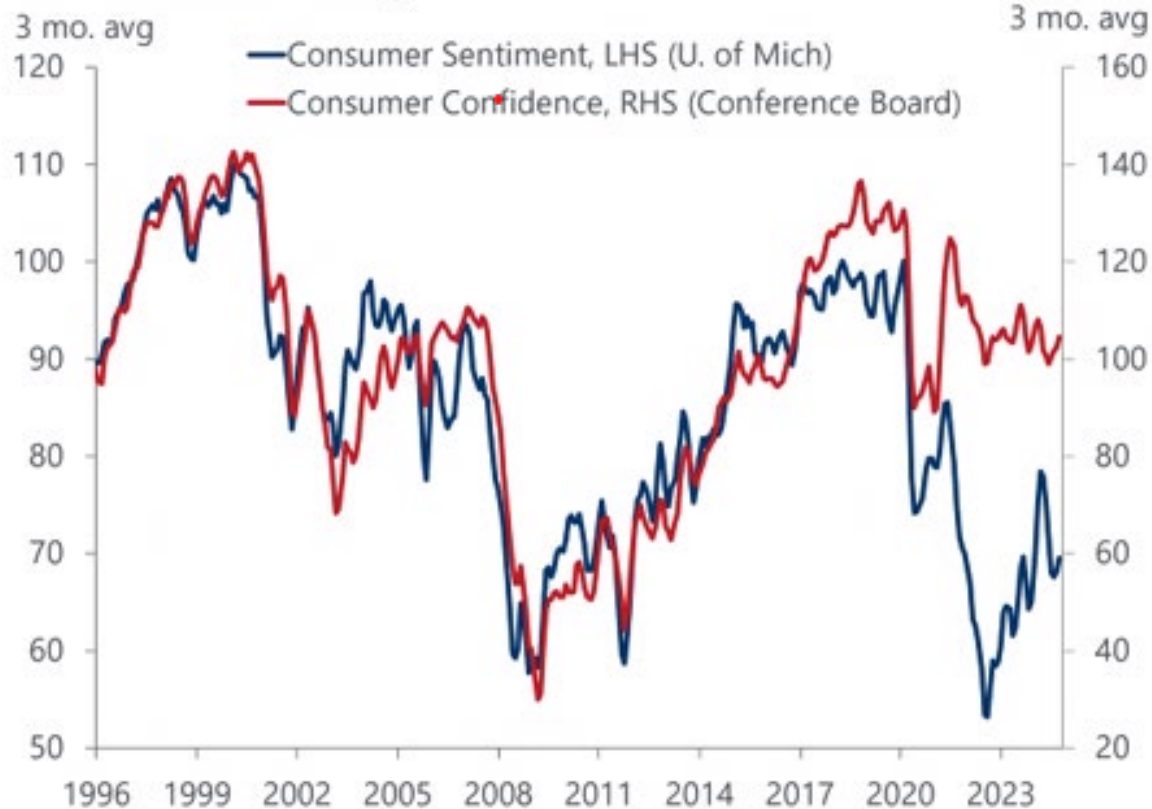
- + Lower interest rates
- + Expansionary fiscal policy
- + Tax cut extensions
- Potential inflation from tariffs
- Immigration restrictions

International

- + Pent up demand from Asia
- + European recovery
- + Air service increases
- + Outbound plateau
- Dollar strength
- Travel restrictions

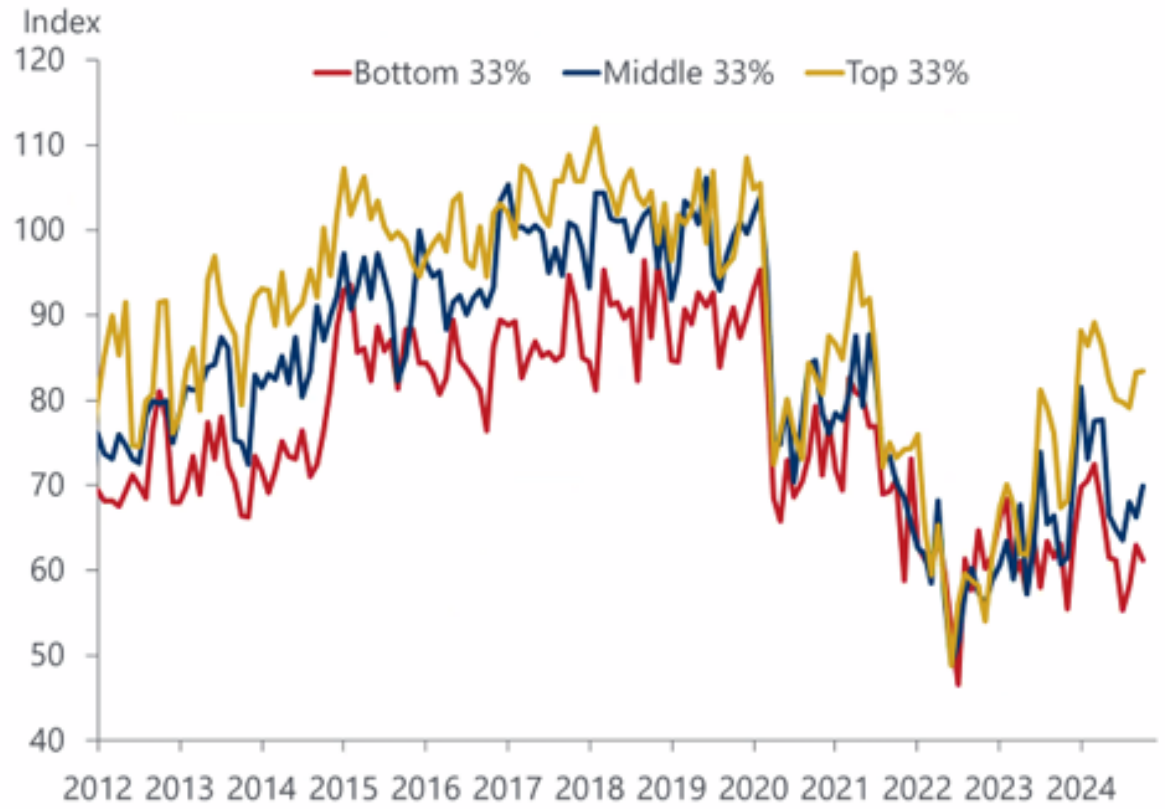
Latest Consumer Sentiment Data Is Encouraging, Especially For High Earners

US: Consumer surveys



Source: Oxford Economics/Haver Analytics

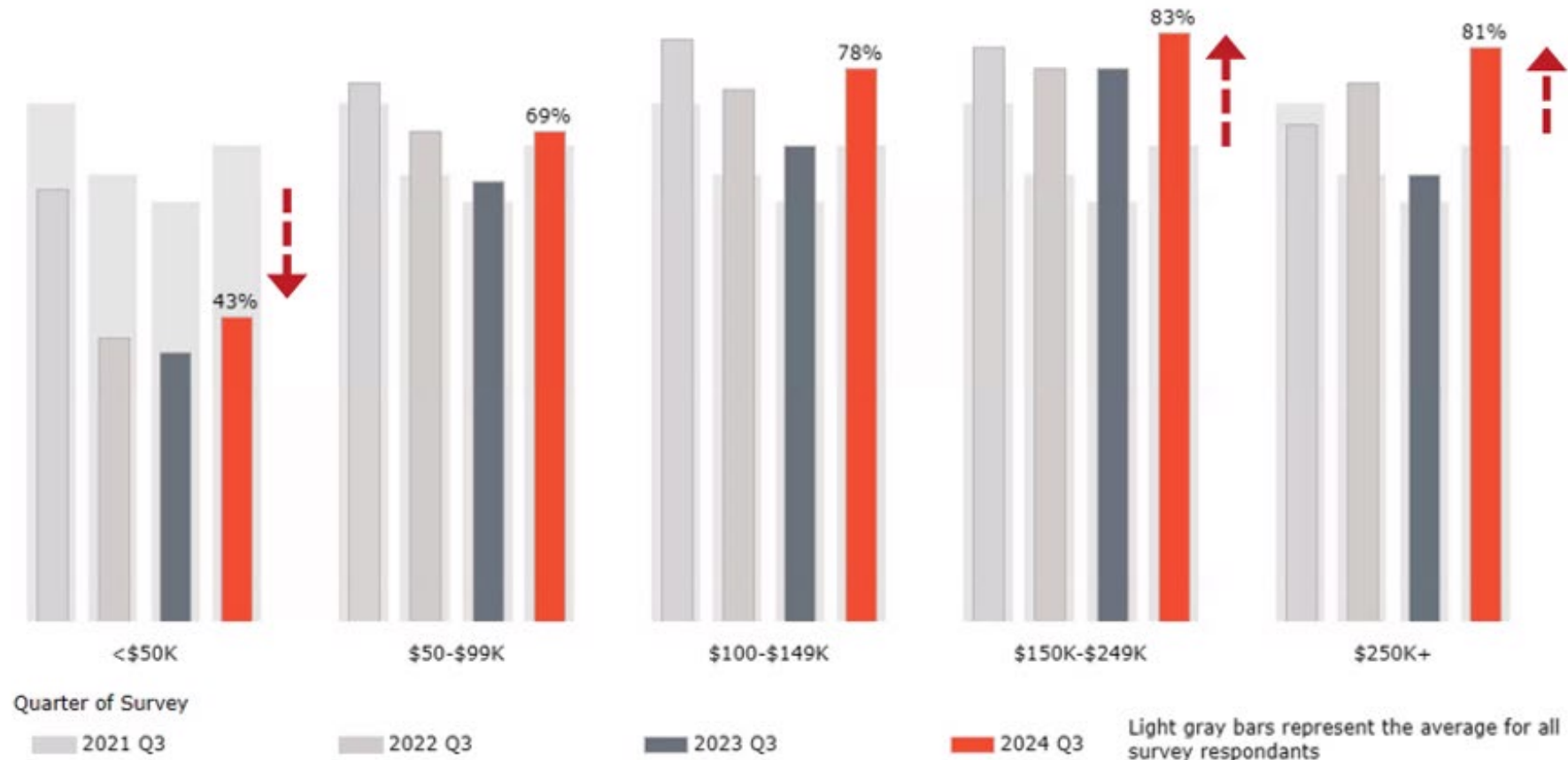
US: Consumer sentiment by income bracket



Source: Oxford Economics/Haver Analytics

Leisure Travel Intentions Remain Strong Among Higher-Income Households

Planning Leisure Travel Within the Next 6 Months
% of American Consumers

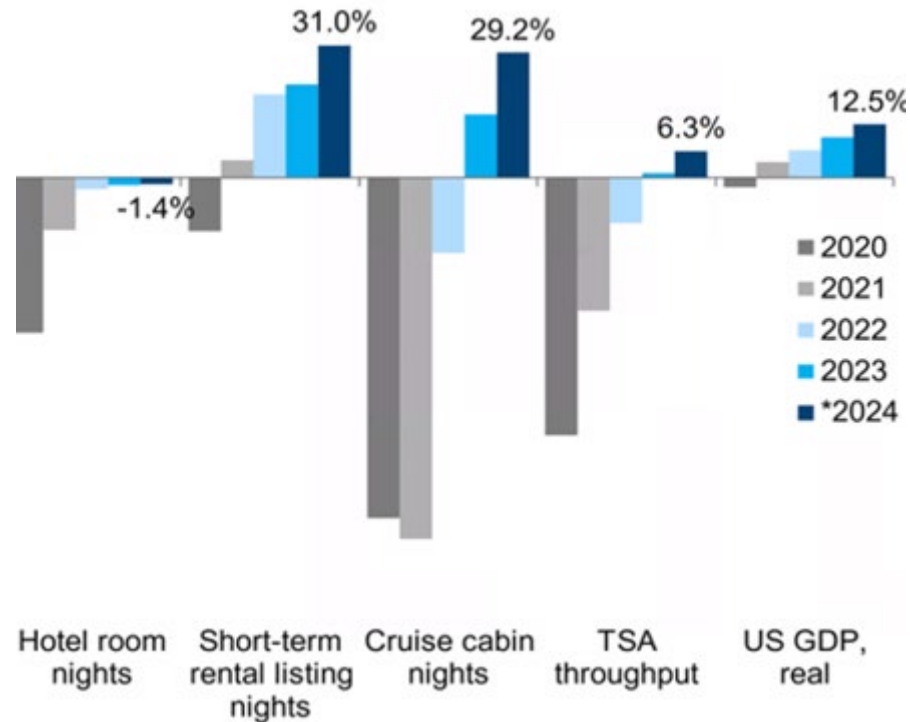


Short Term Rentals And Cruising Growth Outpace Hotels

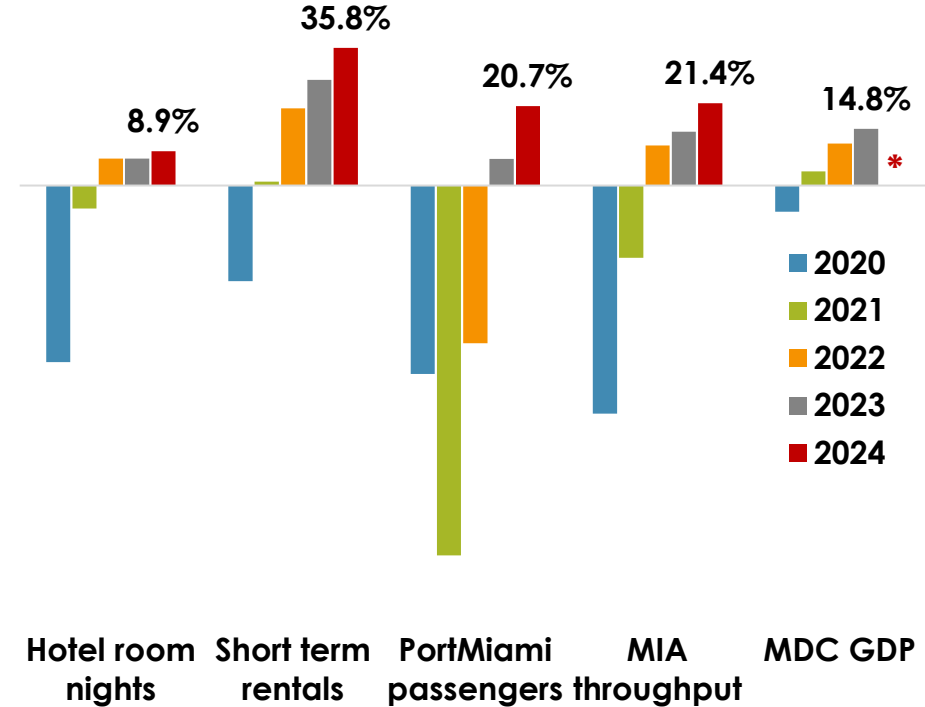
Lodging recovery, relative to 2019

United States

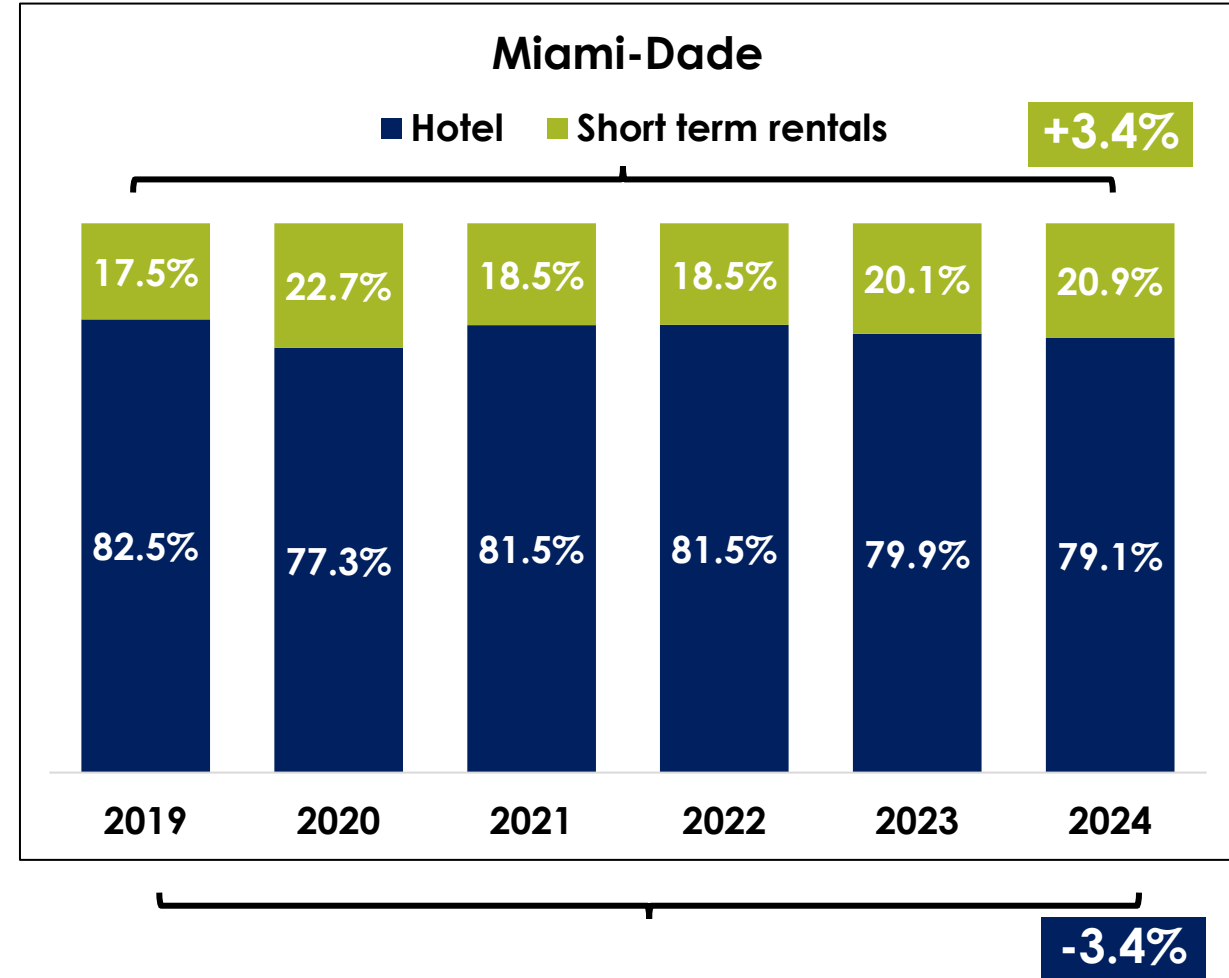
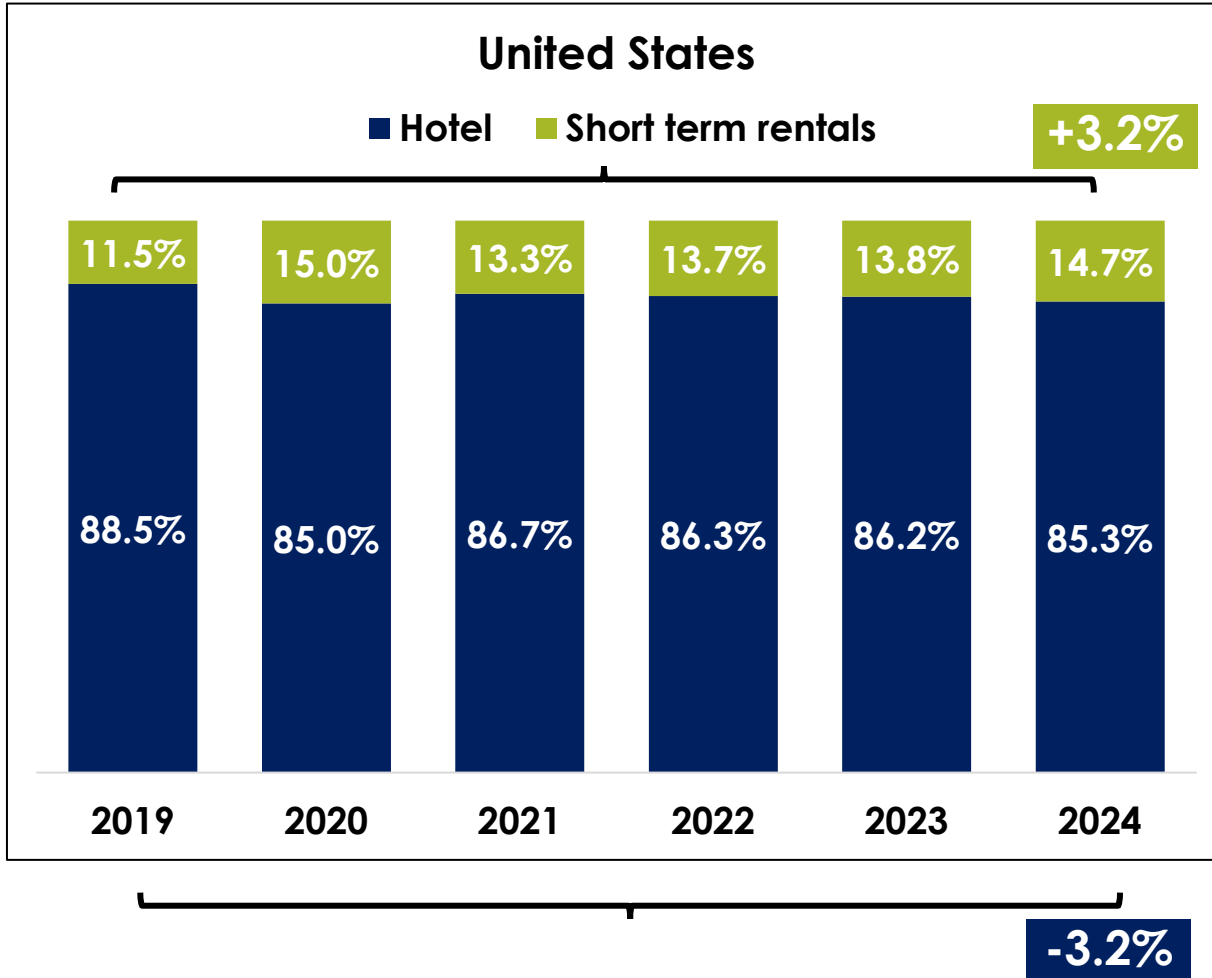
GDP increase partly driven by productivity gains
Air travel premium reflects shift towards further destinations



Miami-Dade



...Share Of Hotel/Short Term Rental Demand Has Shifted



Brightline Bringing Back South Florida Commuter Pass... Thanks To \$33.8M Federal Grant

Brightline, which jarred customers by reducing capacity for South Florida rail commuters last year, will soon partially restore what it took away with the help of a \$33.8 million grant from Washington, the company announced Thursday.

The higher speed regional rail line, which operates between Miami and Orlando, says the money from the Federal Railroad Administration will allow the company to **speed up the addition of new coaches to its trainsets, which will each grow in length to seven cars from five by mid-year.**

As part of a “Restoration and Enhancement grant” from the FRA, the rail line will also “reintroduce a new South Florida commuter pass designed for the frequent traveler.” The program is scheduled to launch in March and “is expected to save daily commuters money,” the company said in a statement released late Thursday. Details will be available on Brightline’s website and app.

Brightline launched its Central Florida service in September 2023. But as it sought to build traffic between Miami and Orlando, it shifted some of its seating capacity from South Florida to emphasize its long-haul service. In doing so, Brightline canceled [three popular pass programs](#) last June, angering a number of riders who said they would likely return to their cars for inter-county travel in South Florida because it was too expensive to ride Brightline without discounted fares.

Thus far, planners envision the line starting at Brightline’s downtown Miami Central station, and proceeding north to stations to be built at several points in Miami-Dade, across the county line into Broward where there would be stops at Hollywood, Fort Lauderdale-Hollywood International Airport, and a site to be determined near the Broward Health Medical Center in Fort Lauderdale.

County Seeks Someone To Control New Rail Line

Potential operating agencies for the Northeast Corridor Rapid Transit have been asked to show their interest in taking charge of the 13.5 mile segment of the Strategic Miami Area Rapid Transit (Smart) Plan.

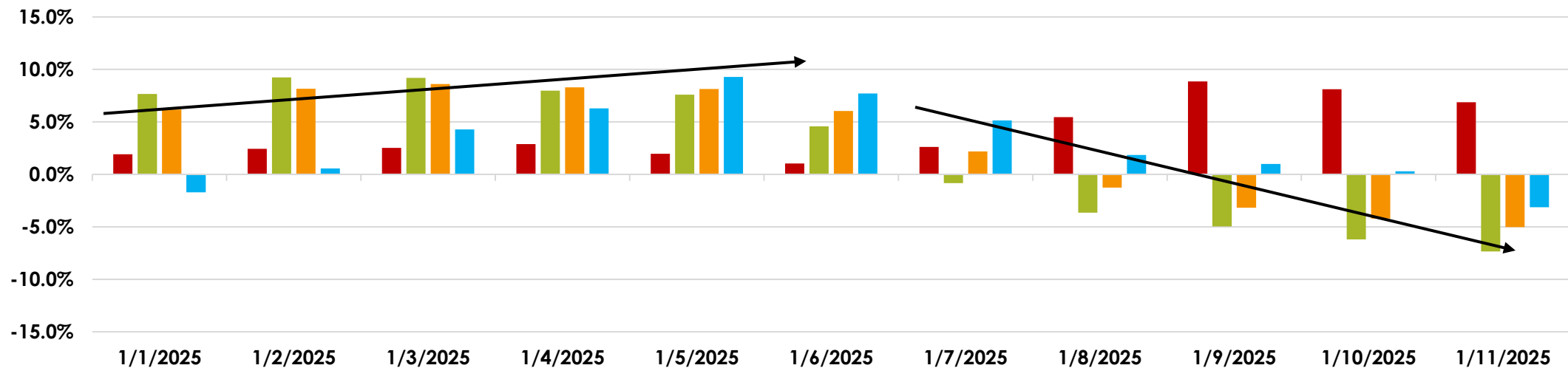
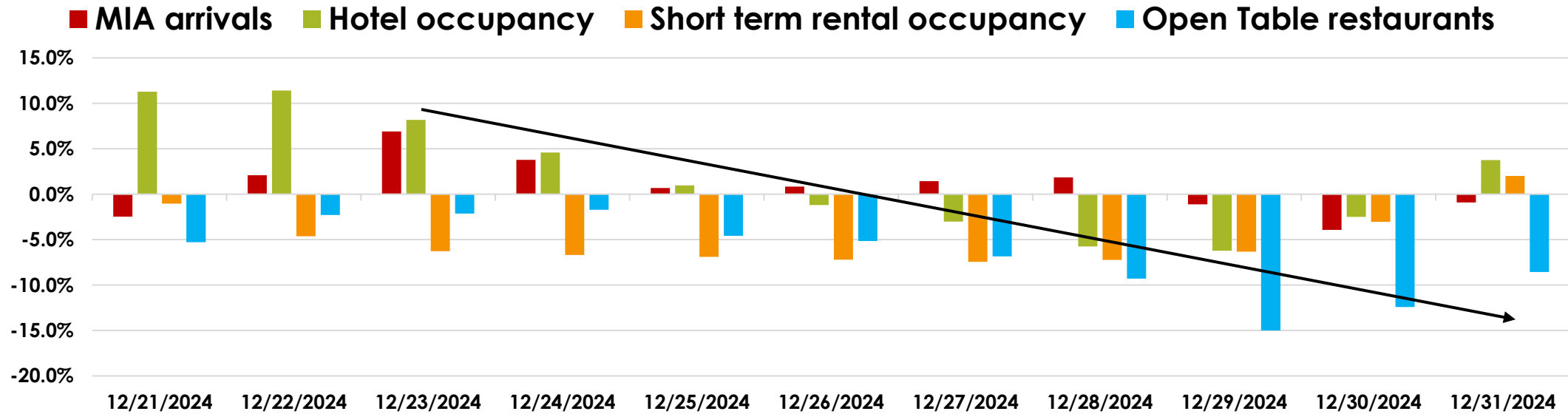
That responsibility, explained Josiel Ferrer-Diaz, acting county transportation director, ***“includes forming an agency including a board that would basically set the policy for the actual commuter (railway) including handling everything from security, maintenance, everything else that deals with the actual procuring of vehicles and selecting an operator and everything else.”*** Possible operators discussed informally for those trains under a chosen board have included public agency Tri-Rail, private railway Brightline and its owners, and the county’s transportation department.

Plans for the Northeast Corridor moved rapidly ahead with the Federal Transit Administration in June announcing that the rail line could receive up to \$389.5 million in federal grants. The **actual grants, however, will depend on Congress passing them.**

The rail line is targeted to **provide commuter rail 19 hours a day and seven days a week starting in December 2027** over 13.5 miles of the Florida East Coast Railway corridor **from downtown’s Miami Central Station to Aventura.**

In Miami-Dade, the project aims to **leverage the existing rail corridor shared with Brightline and Florida East Coast Railway freight services.** The aim is to integrate the Miami Central and West Aventura stations while **adding five new stations, providing direct connections to Wynwood, the Design District, Little Haiti, North Miami, and the FIU North Campus.**

Daily Year-Over-Year % Change Miami-Dade Demand Metrics (7-Day Moving Average)



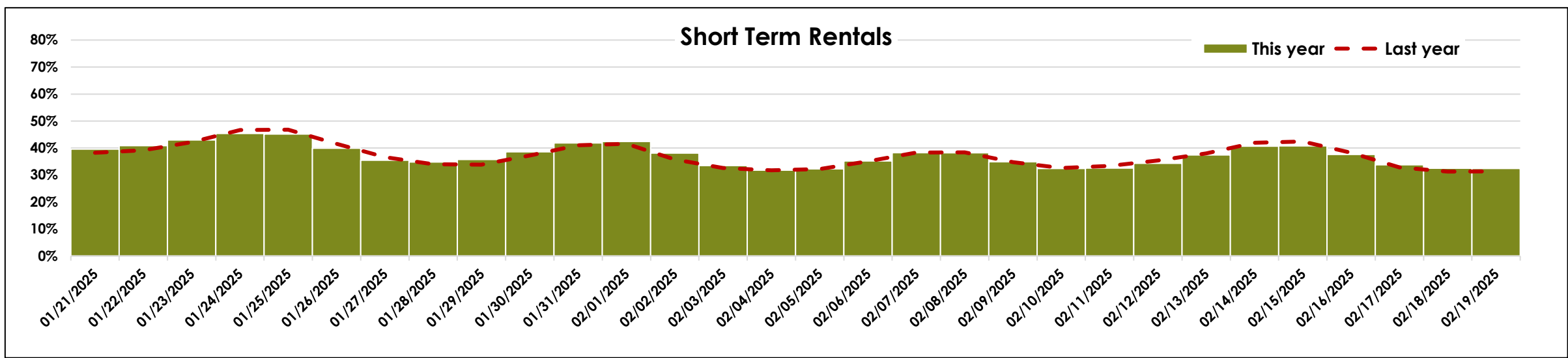
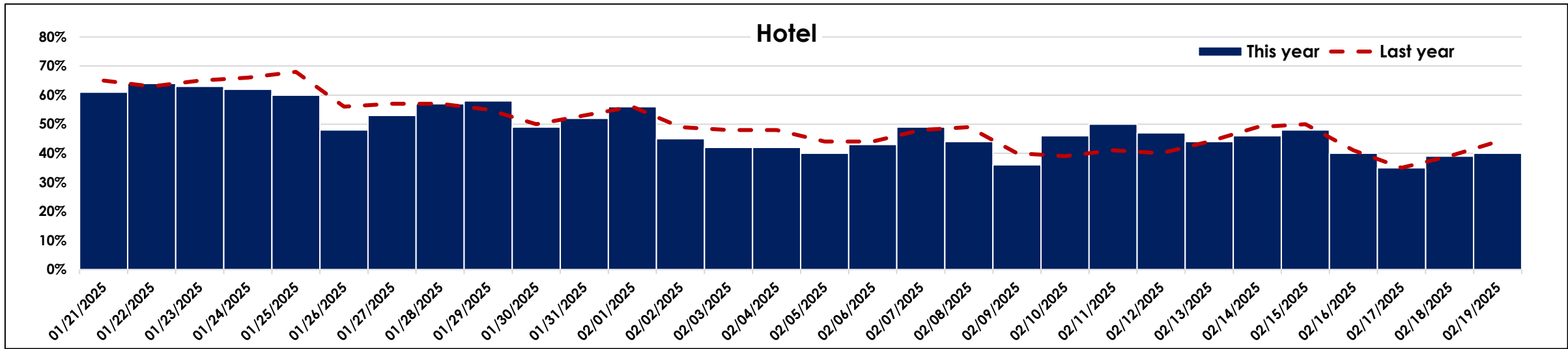
Miami-Dade Regional Hotel Performance: Jan – Dec 2024

Area	Occupancy	% YOY	ADR	% YOY	RevPAR	% YOY
Miami-Dade	73.8%	2.5%	\$222.04	0.3%	\$163.79	2.8%
Airport/Civic Center	81.6%	0.4%	\$138.69	1.6%	\$113.15	1.9%
Aventura/Sunny Isles	70.4%	4.6%	\$258.50	1.9%	\$181.89	6.6%
Central Dade	78.7%	3.5%	\$136.17	1.4%	\$107.16	4.9%
Coconut Grove/Key Biscayne	73.0%	3.1%	\$310.24	2.7%	\$217.16	7.4%
Coral Gables	72.7%	1.6%	\$209.15	6.3%	\$152.14	8.0%
Doral	78.9%	0.1%	\$154.81	0.8%	\$122.19	0.8%
Downtown Miami/Brickell	71.9%	6.9%	\$240.46	-0.5%	\$172.85	6.4%
Miami Beach	71.8%	2.5%	\$286.83	-0.9%	\$205.99	1.6%
North Dade	72.4%	1.0%	\$127.58	2.9%	\$92.38	3.9%
South Dade	71.3%	-0.4%	\$105.98	1.5%	\$75.55	1.0%
Surfside/Bal Harbour	60.9%	1.2%	\$667.86	0.9%	\$406.96	2.1%

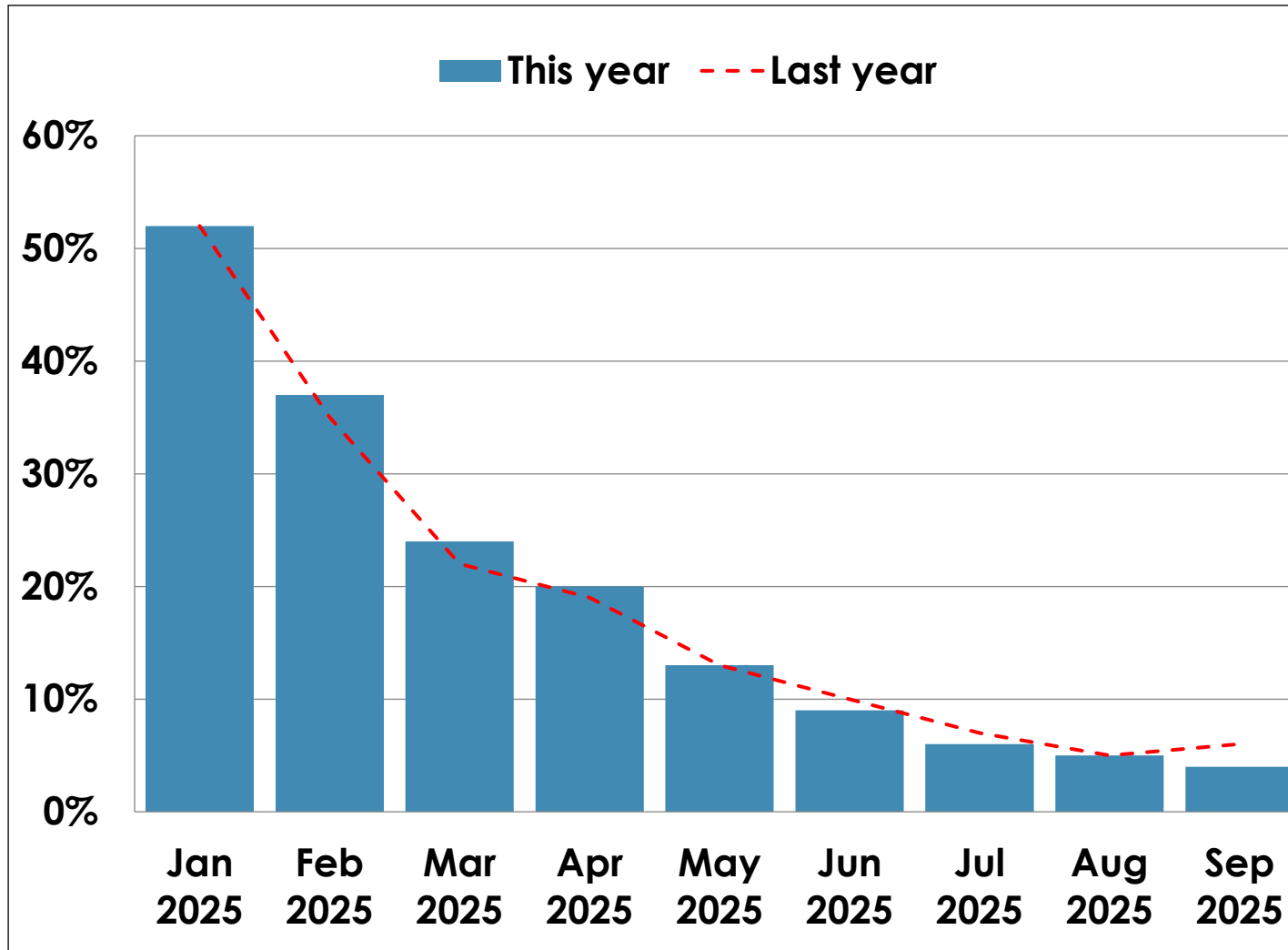
Miami-Dade Hotel Performance By Price January - December 2024

			Year to Date							
			Occupancy		ADR		RevPAR		Supply	Demand
Hotel Segment	% total hotels	% total rooms	%	% YOY	\$	% YOY	\$	% YOY	% YOY	%YOY
Miami-Dade	--	--	73.8%	2.5%	\$222.04	0.3%	\$163.79	2.8%	-0.9%	1.6%
Luxury	10%	20%	67.6%	3.8%	\$490.64	-1.1%	\$331.58	2.7%	-1.4%	2.4%
Upscale	10%	16%	71.8%	4.3%	\$245.20	0.1%	\$176.10	4.4%	-4.0%	0.1%
Midprice	22%	25%	77.7%	2.2%	\$176.68	1.1%	\$137.27	3.3%	1.3%	3.5%
Economy	15%	15%	76.2%	-0.5%	\$140.43	1.4%	\$107.04	0.9%	0.3%	-0.2%
Budget	42%	24%	74.6%	2.5%	\$106.57	1.2%	\$79.51	3.7%	-1.3%	1.1%

Miami-Dade County Paid Lodging Reserved Occupancy Next 30 Days



Miami-Dade County Hotel Reserved Occupancy - Next 9 Months



Month	This year	Last year	As of 11/6	As of 1/6
Jan-25	52%	52%	-2	0
Feb-25	37%	35%	-2	2
Mar-25	24%	22%	-1	2
Apr-25	20%	19%	0	1
May-25	13%	13%	-2	0
Jun-25	9%	10%	-2	-1
Jul-25	6%	7%	-1	-1
Aug-25	5%	5%	-1	0
Sep-25	4%	6%	-1	-2

Music Tourism Continues To Drive Demand in 2025

With the end of Taylor Swift's Eras Tour, the travel industry is hoping that the global live events trend, led by Coldplay, will continue to move local economies.

For the travel industry, 2024 was the year when live tourism exploded as an irrepressible economy mover, as millions of travelers planned trips around music concerts, sports events and natural phenomena like solar eclipses and meteor showers. The year saw **Americans double their international travels in the pursuit of live events**, according to a [new report from StubHub](#), as **demand for live events jumped by 33% globally compared to 2023.**

In 2024, Americans collectively bought more tickets for live events outside of the country than any other national cohort. With 116 events in 2024, **Taylor Swift** was the most in-demand artist, followed by **Zach Bryan** (85 events) and **Adele** (32 events). This year, more Americans bought tickets to Swift's Paris shows than any other event outside North America. **Swift was the most-searched artist on StubHub, drawing three times more interest than the next-most-searched artist, Coldplay.**

Now that the Eras Tour has wrapped, **StubHub is predicting that Coldplay will reign over live events in 2025.** It remains to be seen whether the Chris Martin-led band can lift the travel industry to the same extend as Swift's tour, which had tourism destinations falling over themselves to offer special packages and airlines adding flights to meet demand. **One promising sign is that buyers from 148 countries purchased tickets to see Coldplay's tour this year**, and more Americans flocked to see the band in Rome and Athens than to any other concerts outside Swift's Eras Tour. **Looking ahead to 2025, the final year of the three-year Music of the Spheres World Tour, Coldplay is outselling the next best-selling experience, Oasis, by nearly 4x on StubHub.**

Top Global Experiences In 2025 & Top Trending Local Shows

TOP GLOBAL EXPERIENCES IN 2025

StubHub

- | | |
|-------------------------------|--|
| #1 Coldplay | #6 WrestleMania 41 |
| #2 Oasis | #7 Sabrina Carpenter |
| #3 The Eagles | #8 Zach Bryan |
| #4 Metallica | #9 Super Bowl LIX |
| #5 My Chemical Romance | #10 Bruce Springsteen & The E Street Band |

Ranking based on cumulative, global ticket sales on StubHub North America and viagogo international marketplaces for 2025 events, as of December 4, 2024.

Top Trending Local Shows

THU Apr 24 7:30pm	Pearl Jam Hard Rock Live - Hollywood • Hollywood, FL
SAT Apr 26 7:30pm	Pearl Jam Hard Rock Live - Hollywood • Hollywood, FL
SAT May 3 7:30pm	Rufus Du Sol Bayfront Park • Miami, FL
FRI May 9 8:00pm	Teddy Swims Hard Rock Live - Hollywood • Hollywood, FL
FRI Jun 6 7:30pm	Shakira Hard Rock Stadium • Miami Gardens, FL
SAT Jul 26 6:45pm	Coldplay Hard Rock Stadium • Miami Gardens, FL
SUN Jul 27 6:45pm	Coldplay Hard Rock Stadium • Miami Gardens, FL
SAT Nov 1 8:00pm	Billy Joel (Rescheduled From 1/17) Hard Rock Live - Hollywood • Hollywood, FL

Tickets you can trust: 100 million sold, 100% Buyer Guarantee. Learn More.



Search by artist, team, or venue

Trending Sports Concerts Theater & Comedy USD



Coldplay
Hard Rock Stadium in Miami Gardens, FL
Sat, Jul 26 at 6:45pm

Sat, Jul 26 at 6:45pm 1 of 2 Shows

\$359 - \$4,304+ Any Quantity Perks

3,766 fans shopping for these tickets

1918 Listings Lowest Price

	Upper Level 316 Row 22 2 tickets Lowest Price In Section	9.7 Excellent \$359 ea
	UPPER LEVEL 342 Row 28 2 tickets Lowest Price In Section	9.3 Excellent \$371 ea
	UPPER LEVEL 342 Row 24 2 tickets	9.5 Excellent \$371 ea
	UPPER LEVEL 341 Row 23 1-3 tickets Last Ticket In Section	9.8 Excellent \$371 ea
	Upper Level 316 Row 13 2 tickets	9.9 Excellent \$373 ea
	Upper Level 323 Row 25 2-4 tickets Lowest Price In Section	8.0 Great \$378 ea
	Upper Level 342 Row 30 2-4 tickets Lowest Price In Section	9.1 Excellent \$382 ea

Filter by Zone

- Upper Level
- Lower Level
- Club Level
- General Admissio...
- The 72 Club
- Suites



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**SUMMER OF '99 AND
BEYOND LIVES ON**
AND WE WANT TO SEE YOU THERE



CREED

APRIL 9-13, 2025

MIAMI TO NASSAU, BAHAMAS

SUMMER OF '99 AND BEYOND CRUISE

SEVENDUST

HOOBASTANK • LIT • HINDER
ALIEN ANT FARM • FUEL • BIG WRECK
MARCY PLAYGROUND • DOROTHY • DEFAULT
TANTRIC • THE EXIES • THOMAS NICHOLAS BAND

HOSTED BY | EDDIE TRUNK | THE POWER HOUR
MATT PINFIELD, CAITY BABS, & JOSH BERNSTEIN



Summer Of 1999 Pricing & Availability



**THIS SHIP IS FULL
BUT WE MAY HAVE
ROOM FOR YOU**










PRICING & AVAILABILITY

First Available Program is currently **ACTIVE**.

No staterooms are currently available. Check back on Fridays!

Prices include per person taxes and fees

Change Currency: **\$ USD**  | **€ EU**  | **£ GBP**  | **C\$ CAD** 

ROOM TYPE	DECK		2	3	4	5	SINGLE
			GUESTS (PRICE PER PERSON)	GUESTS (PRICE PER PERSON)	GUESTS (PRICE PER PERSON)	GUESTS (PRICE PER PERSON)	GUEST*
Interior	4		\$1,510	\$1,362	\$1,288	N/A	\$2,506
Interior	5		\$1,550	\$1,388	\$1,308	N/A	\$2,586
Interior	8		\$1,600	\$1,422	\$1,333	N/A	\$2,686
Interior	9		\$1,630	\$1,442	\$1,348	N/A	\$2,746
Interior	10		\$1,650	\$1,455	\$1,358	N/A	\$2,786
Interior	11		\$1,670	\$1,468	\$1,368	N/A	\$2,826
Interior First Available	4-11		\$1,670	\$1,468	\$1,368	N/A	\$2,826
Port Hole	4 & 5		\$1,750	\$1,522	\$1,408	N/A	\$2,986
Obstructed Ocean View	8		\$1,800	\$1,555	\$1,433	N/A	\$3,086
Ocean View	5		\$1,865	\$1,598	\$1,465	N/A	\$3,216
Ocean View	8		\$1,910	\$1,628	\$1,488	N/A	\$3,306
Ocean View or Porthole First Available	4-8		\$1,910	\$1,628	\$2,038	N/A	\$3,306
Balcony	8		\$2,150	\$1,738	\$1,533	N/A	\$3,786
Balcony	9		\$2,210	\$1,778	\$1,563	N/A	\$3,906
Balcony	10		\$2,260	\$1,812	\$1,588	N/A	\$4,006
Mid-Ship Balcony	9 & 10		\$2,290	\$1,832	\$1,603	N/A	\$4,066
Aft-Facing Balcony	8, 9, & 10		\$2,370	\$1,885	\$1,643	N/A	\$4,226
Balcony First Available	8-10		\$2,370	\$1,885	\$1,643	N/A	\$4,226
Club Balcony Suite	11		\$2,470	\$1,952	\$1,693	N/A	\$4,426
Mid-Ship Club Balcony Suite	11		\$2,500	\$1,972	\$1,708	N/A	\$4,486
Aft-Facing Club Balcony Suite	11		\$2,590	\$2,032	\$1,753	N/A	\$4,666
Penthouse Romance Suite	8,9,10 aft		\$3,310	\$2,512	N/A	N/A	\$6,106

ZU



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The Gabriel South Beach

<https://www.miamiandbeaches.com/events/january-events>