

Annual Planning Workshop

POWERED BY:





Rolando Aedo

Chief Operating Officer

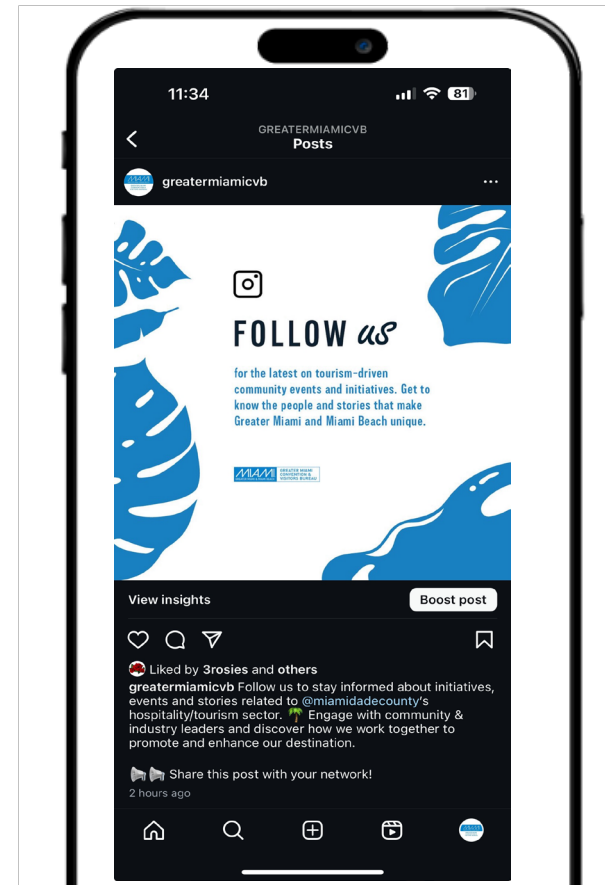


**BROUGHT
TO YOU BY
TOURISM**

#BroughtToYouByTourism




@GREATERMIAMICVB




- Step 1:** Take out your phone and scan the QR code!
- Step 2:** Follow us!
- Step 3:** Share the “Follow Us” post with your network on your own **Instagram Story!**

Follow All Our Channels !

 @GreaterMiamiCVB

 @GreaterMiamiCVB

 Greater Miami
Convention and
Visitors Bureau

Corporate

 @VisitMiami

 @VisitMiami

 Visit Miami

 Visit Miami

 Visit_Miami

Consumer

 @VisitMiamiLGBTQ

 @VisitMiamiLGBTQ

 Visit Miami LGBTQ

LGBTQ



David Whitaker

President and CEO



SAVE THE DATE

MIAMI
GREATER MIAMI & MIAMI BEACH

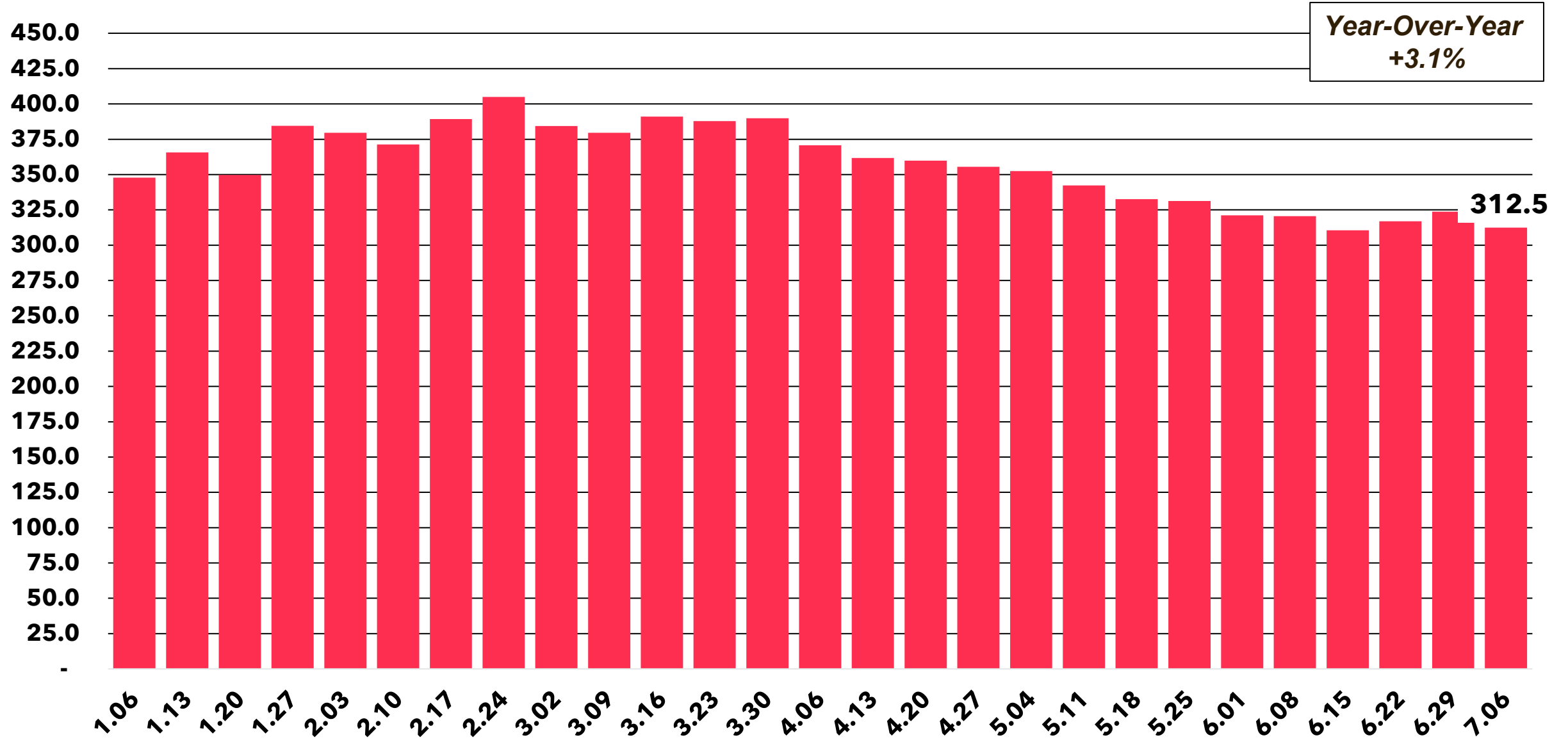
GREATER MIAMI
CONVENTION &
VISITORS BUREAU

Annual Meeting Hilton Miami Downtown October 29, 3 to 5 pm followed by reception

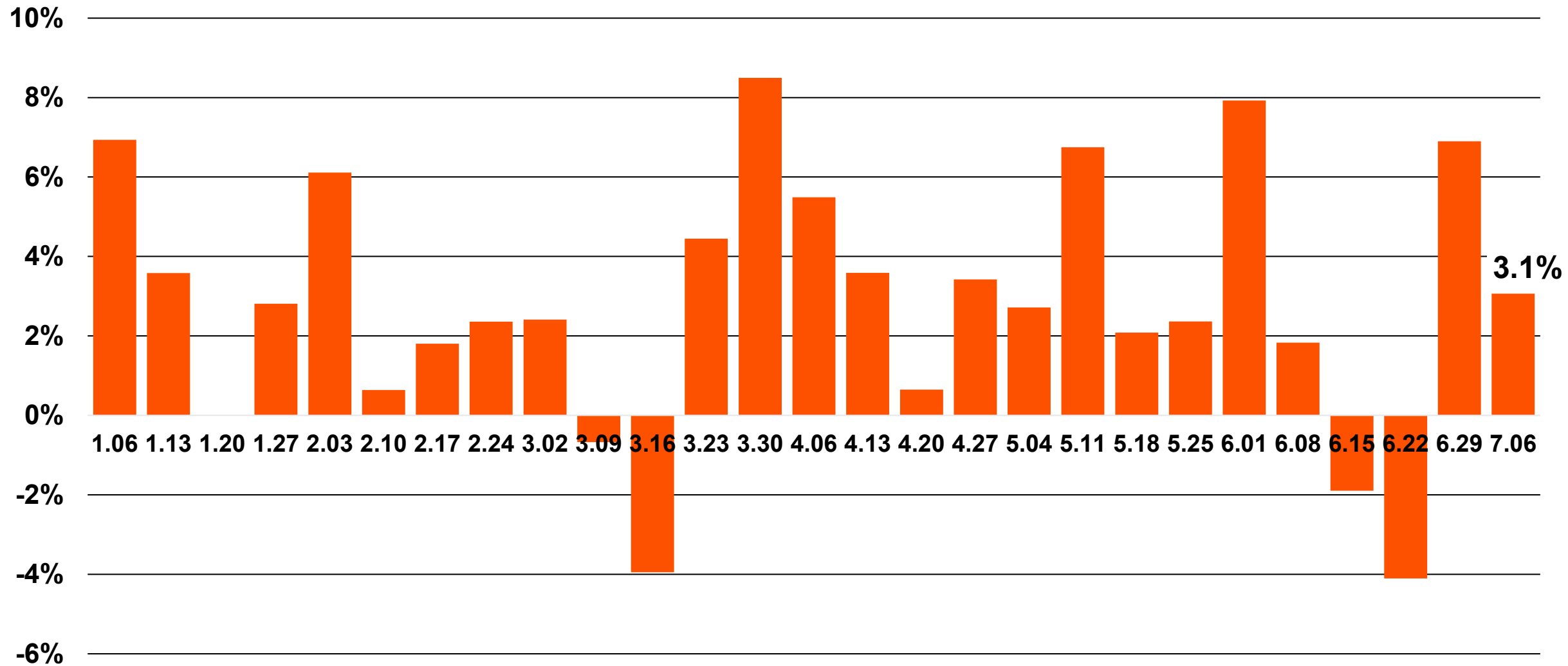


How are we doing?

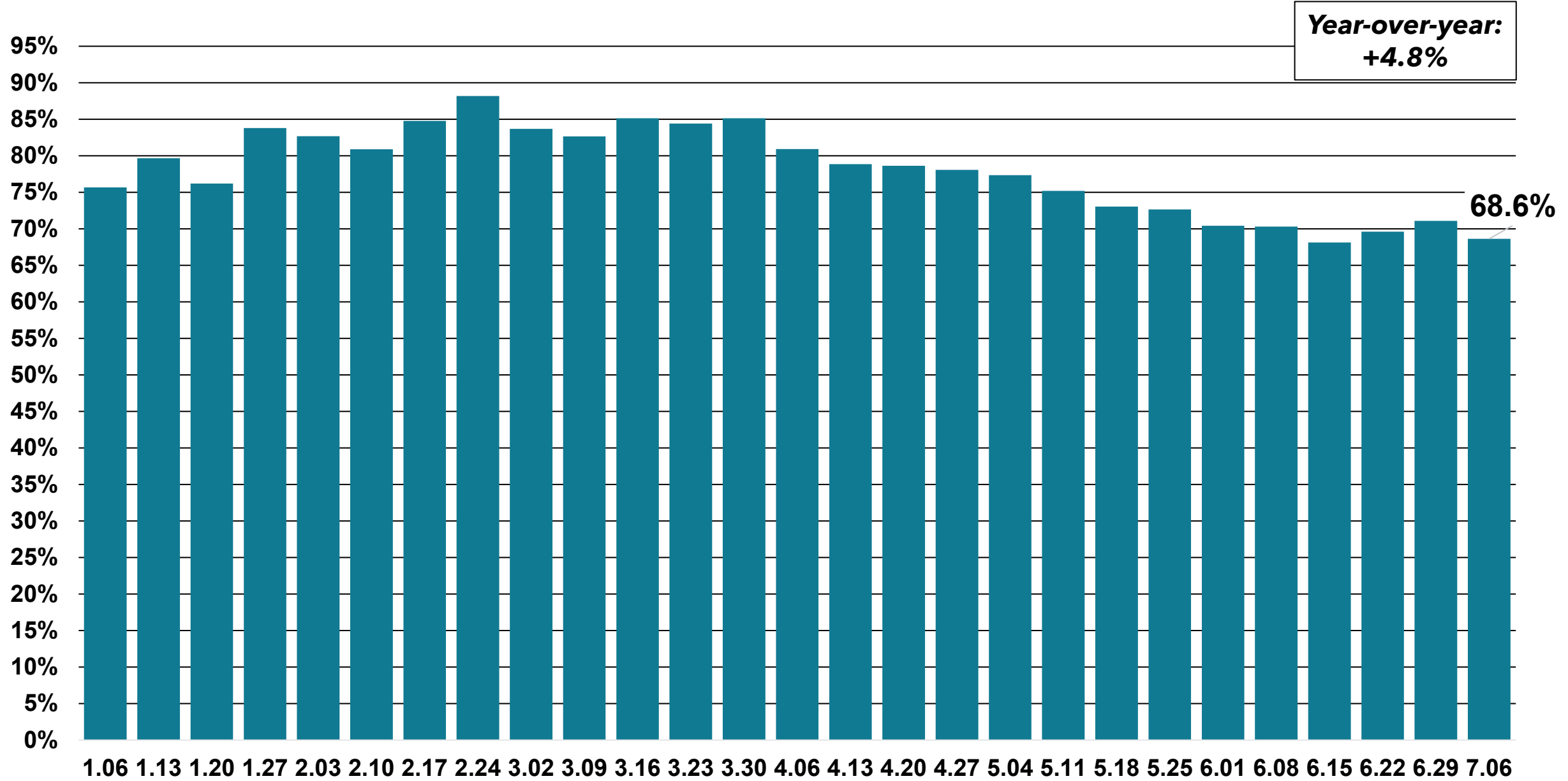
Hotel Demand / Rooms Sold (in 1000s - last 6 months)



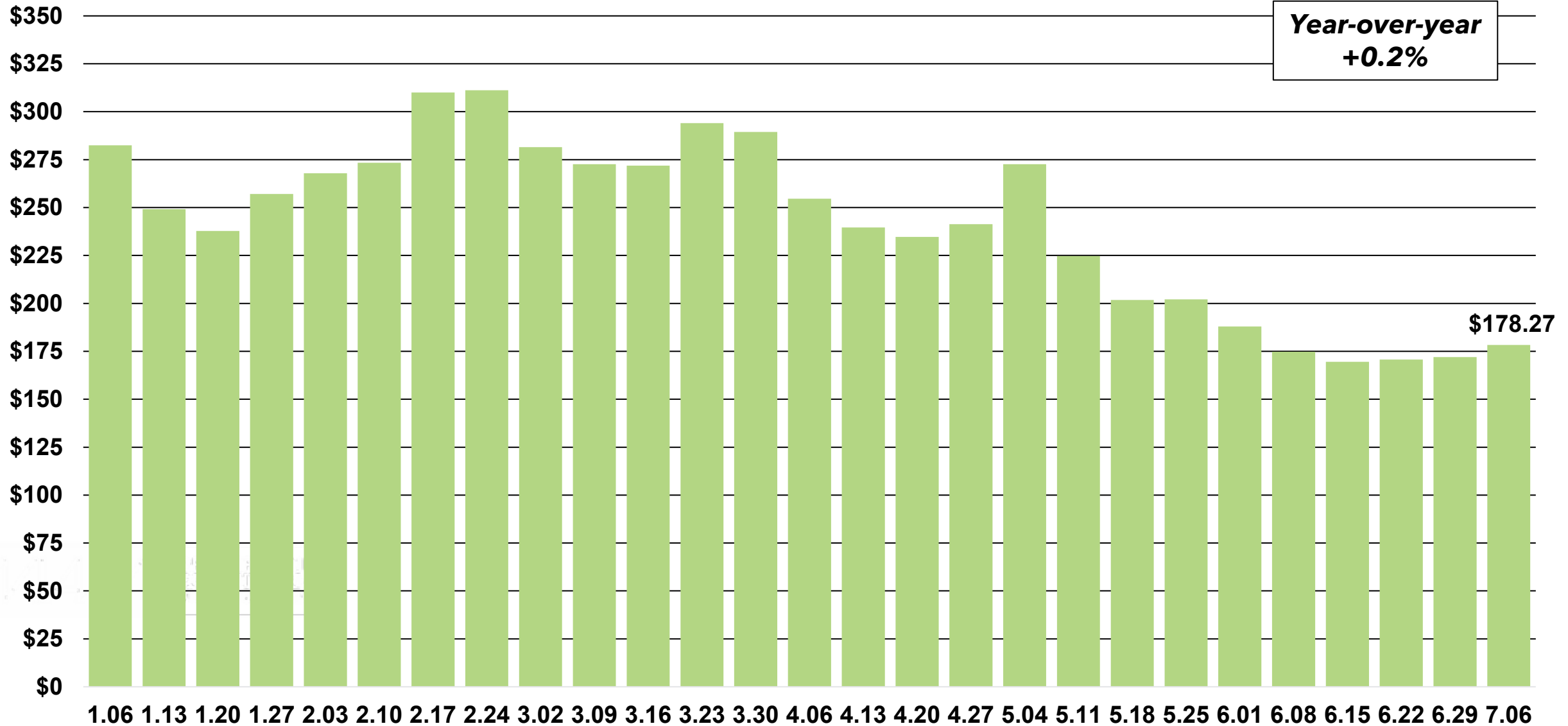
Miami-Dade County Weekly Demand % Change Year-Over-Year



Weekly Occupancy (last 6 months)



Weekly ADR (last 6 months)



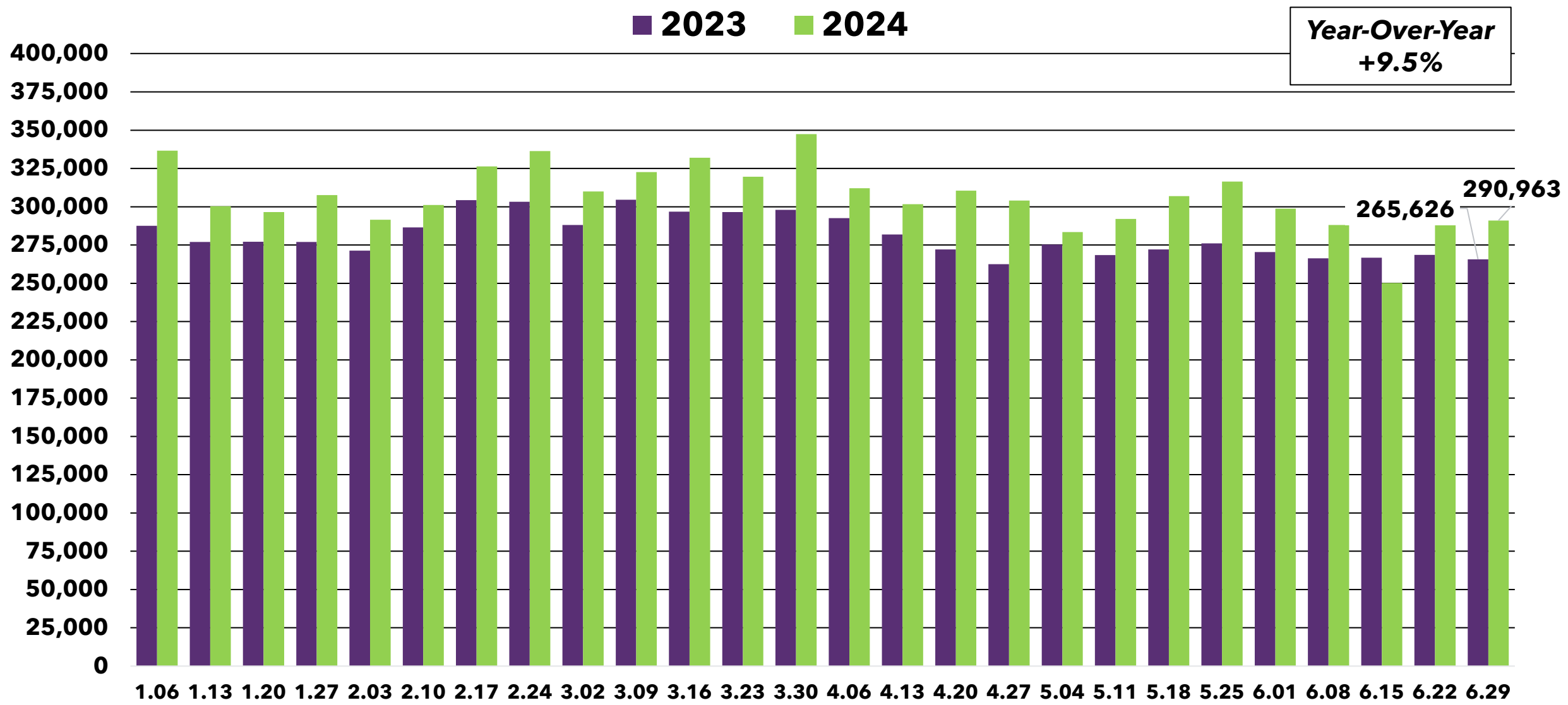
Top 10 Hotel Markets Jan - May 2024

Occupancy		
Rank	Market	%
1	Las Vegas	80.9%
2	Miami-Dade	79.6%
3	New York	79.6%
4	Oahu Island	79.3%
5	Phoenix	74.9%
6	Tampa	74.8%
7	Orlando	74.5%
8	San Diego	72.3%
9	Los Angeles	69.6%
10	Boston	68.7%

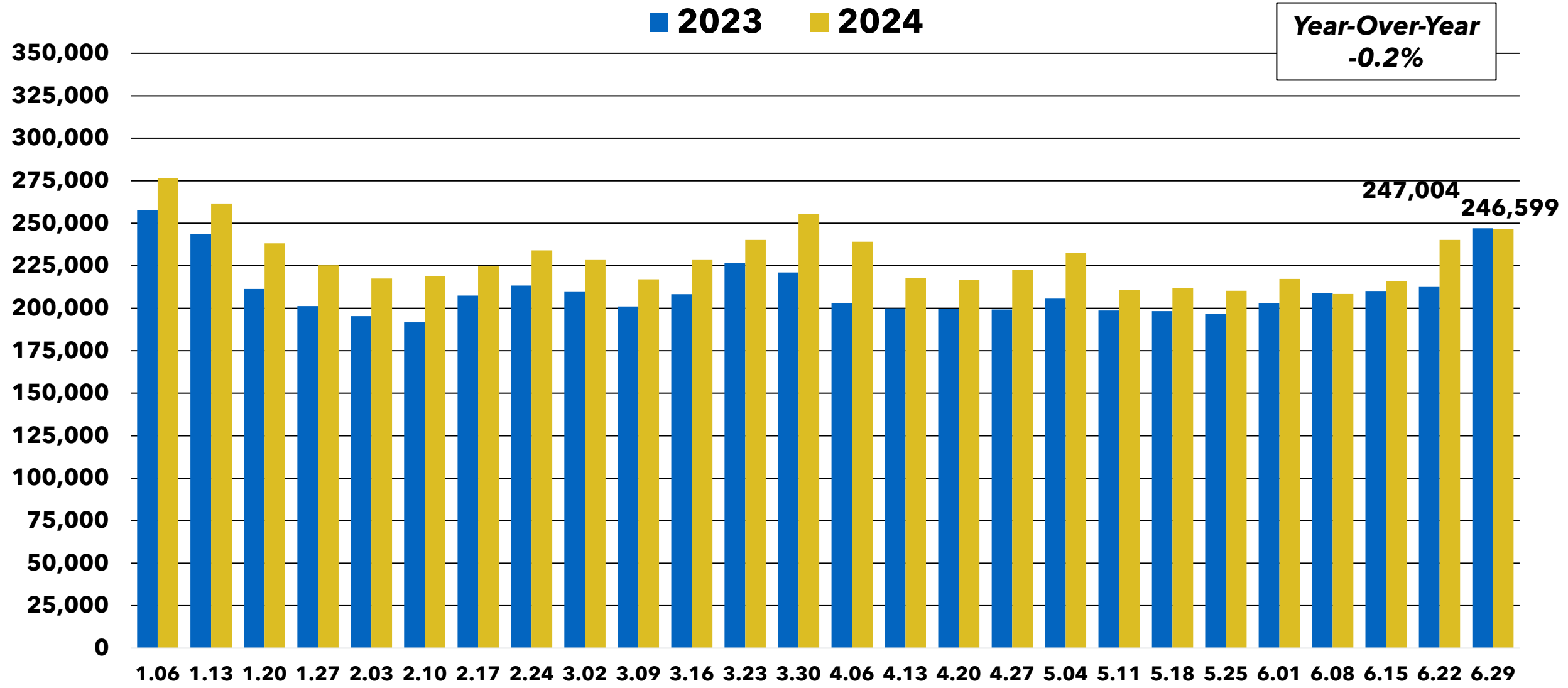
ADR		
Rank	Market	\$
1	Oahu Island	\$279.66
2	New York	\$269.52
3	Miami-Dade	\$257.74
4	San Francisco	\$225.83
5	Boston	\$209.76
6	Orlando	\$209.39
7	Las Vegas	\$208.05
8	Phoenix	\$204.75
9	Anaheim	\$202.45
10	San Diego	\$198.93

RevPAR		
Rank	Market	\$
1	Oahu Island	\$221.65
2	New York	\$214.46
3	Miami-Dade	\$205.06
4	Las Vegas	\$168.26
5	Orlando	\$155.95
6	Phoenix	\$153.45
7	Boston	\$144.15
8	San Diego	\$143.89
9	Tampa	\$143.83
10	San Francisco	\$141.08

Miami International Airport - Weekly Domestic Arrivals



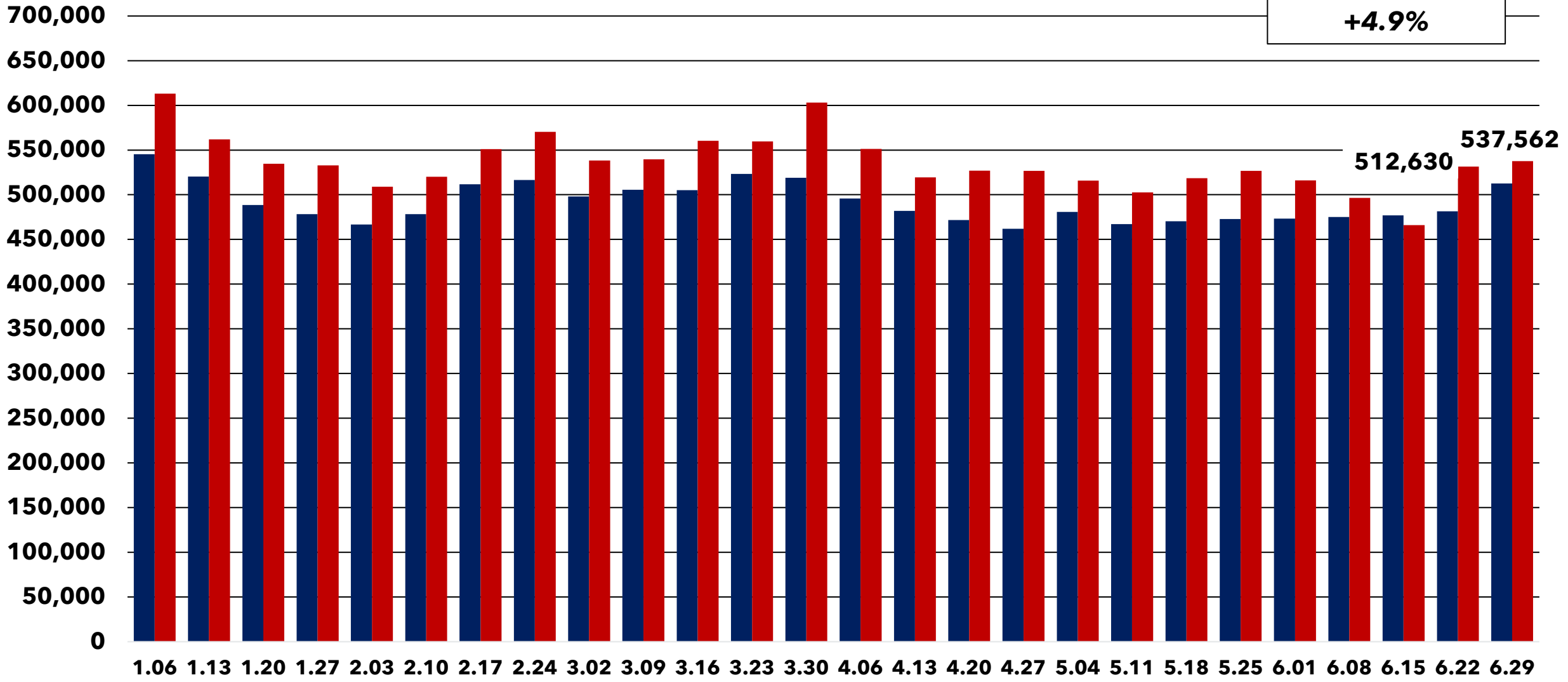
Miami International Airport - Weekly International Arrivals



Miami International Airport - Weekly Total Arrivals

■ 2023 ■ 2024

Year-Over-Year
+4.9%



Tell us what you're thinking?

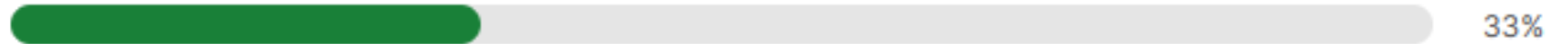


Participants can vote at [Slido.com](https://www.slido.com) with the code #4673530

Where do you see the greatest potential for business growth in the coming year?



Domestic - 59 votes



International - 120 votes



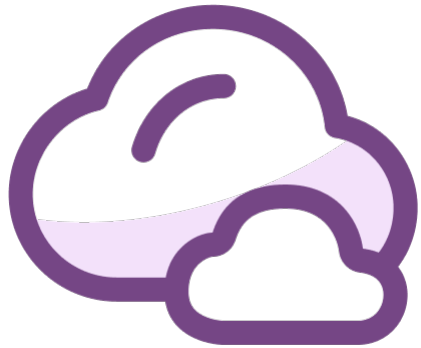
What are your top U.S markets?



Top three responses

- South Florida & Florida
- New York
- Northeast

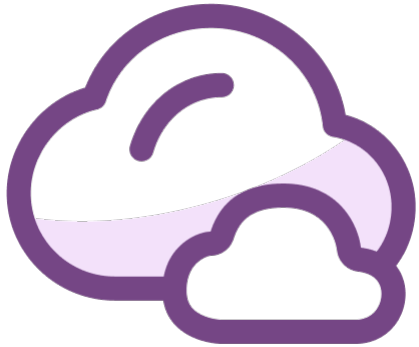
What are your top international markets?



Top three responses

- Brazil
- UK
- Colombia

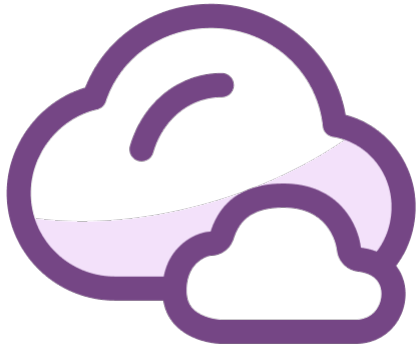
What concerns may potentially impact your business?



Top three responses

- Weather
- Inflation
- Economy

What are some travel trends the GMCVB should be aware of as it develops its marketing efforts ?

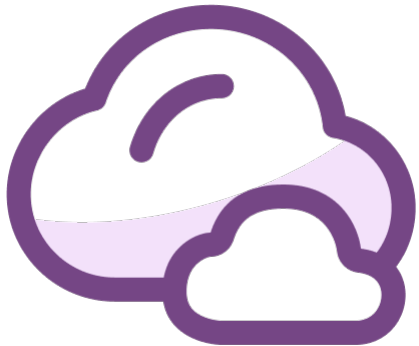


Top three responses

- AI
- Sustainability
- Wellness tourism

① Start presenting to display the poll results on this slide.

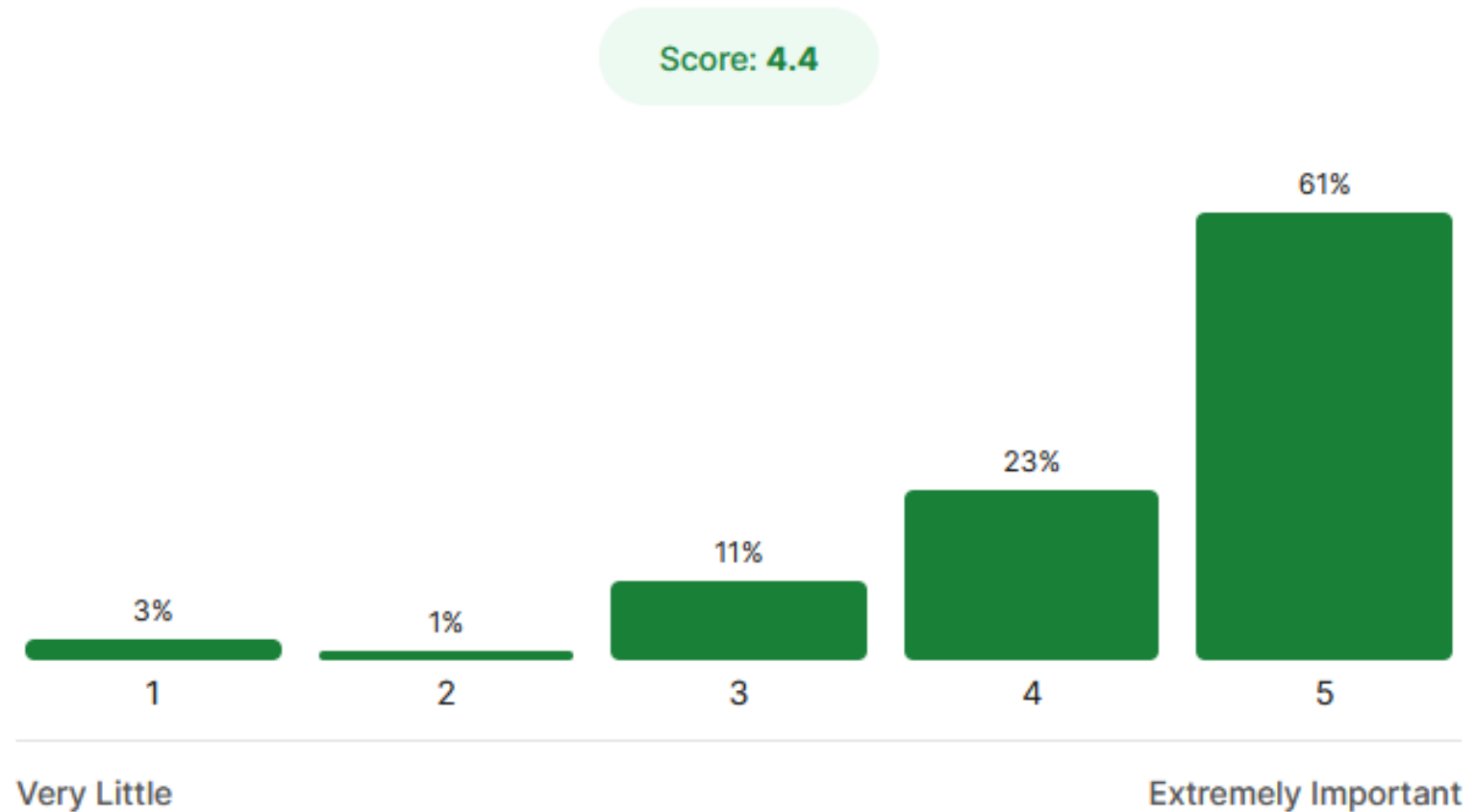
What are your most effective social media platforms?



Top three responses

- Instagram
- LinkedIn
- TikTok

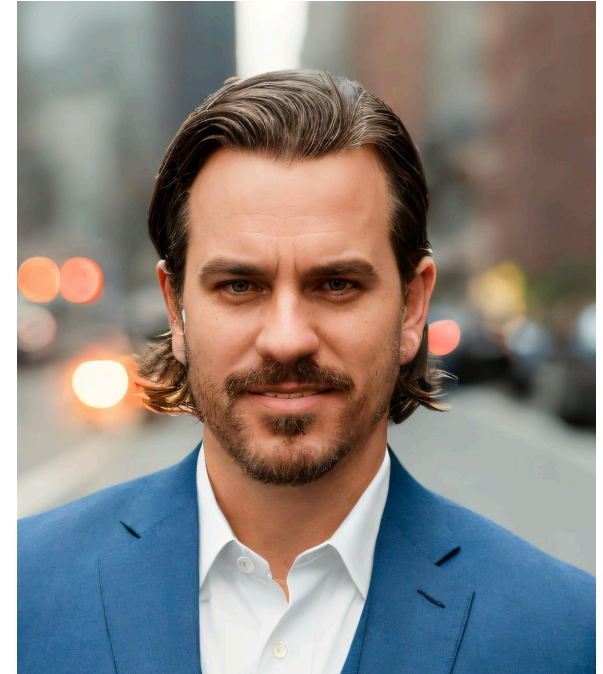
How important is sustainability to your business?





Silvia Camarota

Senior Director, North America



CJ Allen

Vice President Technology



Rolando Aedo

Chief Operating Officer

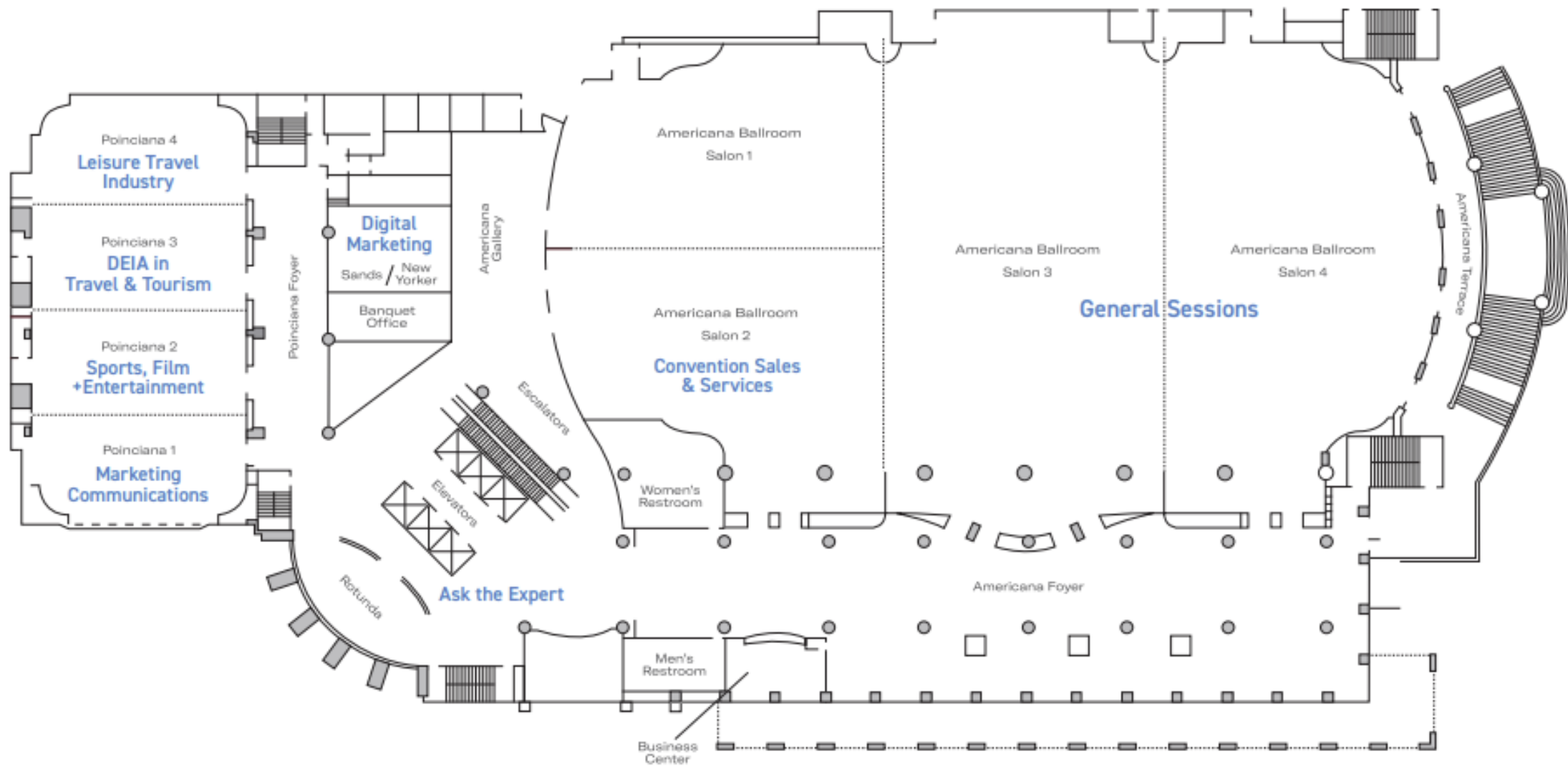


Housekeeping

2024 GMCVB ANNUAL PLANNING WORKSHOP PROGRAM

11 a.m. – 12 p.m.	Registration / Business Expo / Buffet Lunch
12 p.m. – 1 p.m.	GMCVB Welcome + Expedia Group Travel Trends Presentation in Americana Ballroom 3 & 4
1:05 p.m. – 1:55 p.m.	Breakout Session 1 <i>(select from six options)</i>
1:55 p.m. – 2:10 p.m.	Coffee + Dessert Break in the Rotunda
2:15 p.m. – 3:05 p.m.	Breakout Session 2 <i>(select from six options)</i>
3:10 p.m. – 4 p.m.	Breakout Session 3 <i>(select from six options)</i>
4:05 p.m. – 4:40 p.m.	“Big Ideas” and Artificial Intelligence Fireside Chat in Americana Ballroom 3 & 4
4:40 p.m. – 4:50 p.m.	Door Prizes
4:55 p.m. – 6 p.m.	Networking Reception – Business Expo

GMCVB PARTNER PLANNING WORKSHOP LOCATIONS



WORKSHOP BREAKOUT SESSIONS

Select Three to Attend

Leisure Travel Industry (session to be offered three times)

Poinciana 4

Funflation....Pay-Cation....Solo Travel....Cruising

Join the Leisure Travel Sales Team along with an Expedia Group expert for a Beachside Chat to learn more about these trends, the return of international travelers to Greater Miami & Miami Beach and the forecast for the fall and winter seasons.

Digital Marketing (session to be offered three times)

Sands/New Yorker

Differentiating Greater Miami and Miami Beach in a Competitive Market

Join us for an engaging and insightful workshop session hosted by the Greater Miami Convention & Visitors Bureau (GMCVB) and Expedia Group team members! Dive into the dynamic world of destination marketing as we explore strategies to differentiate Greater Miami and Miami Beach in a competitive marketplace. Learn from industry experts, share your ideas, and collaborate on approaches to highlight the unique allure of our destination. Don't miss this opportunity to contribute to the future of our planning session and network with fellow hospitality and tourism professionals. Reserve your spot today and be part of shaping our future marketing plans and messaging.

Marketing Communications (session to be offered three times)

Poinciana 1

Embracing Responsible Tourism: Accessibility, Sustainability, and the Power of Storytelling

Join us for an engaging and insightful workshop on Responsible Tourism, where we bring together leading experts to discuss the future of travel that prioritizes inclusivity, sustainability, accessibility and the transformative power of storytelling. Discover how these diverse aspects of responsible tourism intersect and how compelling content and storytelling across earned media, website and social media can drive meaningful change. Our panelists will share their expertise on creating impactful narratives that resonate with audiences and promote responsible travel practices.

Convention Sales + Services (session to be offered three times)

Americana Ballroom 2

Elevating Our Sales Game: Strategies & Innovations for a Successful Year

Join us for an interactive workshop where your insights and ideas take center stage! Designed for Meetings sales and service professionals, this session will empower you to co-create innovative strategies that will drive success to our community in the coming year. Collaborate with industry experts and peers to develop actionable plans tailored to our city's unique opportunities. Together, we'll dive into this year's performance, market data, and explore techniques, enhance client relationships, and ensure our city shines as a premier meetings destination.

Sports, Film + Entertainment (session to be offered three times)

Poinciana 2

Sports & Entertainment in Greater Miami: How Do I Fit In?

Miami is solidifying itself as the Sports & Entertainment Capital of the World! Home to world-class annual and special events as well as championship sports franchises and blockbuster movies, there is a renaissance happening in Greater Miami and we want you to be a part of it! In partnership with Expedia, explore the future of sporting events in Greater Miami while learning how your business can benefit from the destination hosting the world's most sought-after events and become a film friendly business.

Increasing Business Opportunities by Elevating and Expanding DEIA in Travel & Tourism

(Three different sessions - each session will be offered one time)

Poinciana 3

Session 1 • Inclusion by Intention

Gain a greater understanding of the GMCVB's Diversity, Equity, Inclusion and Accessibility efforts, and share ideas and best practices that can be beneficial in celebrating our uniquely diverse destination while increasing business opportunities for our partners. Learn more about how we promote our heritage neighborhoods, incorporate small business capacity-building, foster careers in hospitality connect with customers who are part of the LGBTQ+ community and better integrate accessible options for people with disabilities to help drive awareness and incremental revenue.

Session 2 • Connecting the Community With Tourism Opportunities and Education

We invite you to join us to exchange ideas designed to support and strengthen the economic sustainability of our multicultural communities and heritage-related businesses and further connect them to tourism opportunities within Greater Miami & Miami Beach. From capacity-building and supporting cultural programming to elevating the visual arts and talent development, scholarships, and education through the Black Hospitality Initiative, we want to share our current programs.

Session 3 • Engaging with LGBTQ+ Audiences

By understanding the unique needs of LGBTQ+ visitors, partners can build brand loyalty and tap into this lucrative market segment. Join the LGBTQ+ Marketing Division as we explore various initiatives designed to attract LGBTQ+ visitors, including influencer marketing, social media promotions, advertising campaigns, media opportunities and more.

Time to Breakout!

Welcome Back





David Whitaker

President and CEO





Leisure Travel

Funflation... Pay-Cation... Solo Travel ... Cruising

**Personalization is a key
component to guest satisfaction**



Digital Marketing

Differentiating Greater Miami & Miami Beach in
a Competitive Market

**Enhance our Expedia hotel co-op
programs to also integrate restaurants,
water & indoor activities**



Marketing Communications

Embracing Responsible Tourism: Accessibility, Sustainability, and the Power of Storytelling

Important to make sustainability & accessibility efforts known. Features should be 'searchable' so guests can find them & love our destination



Convention Sales & Services

Elevating Our Sales Game:
Strategies & Innovations for a Successful Year

More neighborhood centric sales & marketing strategies to drive new business & increase visibility & awareness



Sports, Film & Entertainment

Championship Sporting Events & Major Films:
How Do I Fit in?

**Focus on bringing events during the
month of August**



Inclusion by Intention

Develop a creative theme/opportunity to run in alignment with Miami Spice to be more inclusive during Temptation months.



Multicultural Development: Connecting the Community

Elevate music's connection resonating from neighborhoods to augment the visitor experience. Music is a universal language and natural tie to our destination



Engaging with LGBTQ+ Audiences

**Leverage the success of the Rainbow
Spring Campaign to increase
international reach**

Preparing Miami for the Future Technology (AI) and Raising the Bar



CJ Allen

Vice President Technology



"Day of Caring"

September 2024



Prizes

OneKey™

 Expedia®  Hotels.com®  Vrbo™

 **expedia**
group™

Prizes



JULY + AUGUST

MIAMI

SPA

MONTHS

AUGUST + SEPTEMBER

MIAMI

SPICE

MONTHS

Tell us how we did



SAVE THE DATE

MIAMI
GREATER MIAMI & MIAMI BEACH

GREATER MIAMI
CONVENTION &
VISITORS BUREAU

Annual Meeting Hilton Miami Downtown October 29, 3 to 5 pm followed by reception



Thank You

