

TRAVEL INDUSTRY SALES

PROGRAM OF WORK 21/22

MIAMI
GREATER MIAMI & MIAMI BEACH



The Official Destination Sales & Marketing Organization for Greater Miami & Miami Beach. CS-03859



TRAVEL INDUSTRY SALES

PROGRAM OF WORK

ONGOING ANNUAL SALES ACTIVITIES

- Familiarization (FAM) Tours / Miami, FL
- Cruise Line Partner Destination Workshops
- Destination Workshops and Training
- Territory Sales Call Coverage
- Airline Partners and Tour Operators
- Destination Training
- Joint Partnership Community Programs
- Destination Events and Road Shows with Visit Florida
- Brand USA, Visit USA and Industry Organizations

OCTOBER 2021

- 10/1-11/30 Miami Entertainment Months
- 10/10-12 Tour Connection / Nashville, TN
- 10/16-17 Travel & Adventure Show / Atlanta, GA
- 10/18-21 Travel Leaders EDGE / Orlando, FL
- 10/23-24 Travel & Adventure Shows / San Francisco/Bay Area, CA
- 10/25-28 Brand USA Travel Week Europe / London, England

NOVEMBER 2021

- 10/1-11/30 Miami Entertainment Months
- 11/1-3 World Travel Market (WTM) / London, England
- 11/8-9 OASIS Travel Network Conference / Las Vegas, NV
- 11/10-12 CruiseWorld / Miami Beach, FL
- 11/12-13 WeTrade 2020 Colombia / Virtual
- 11/16 Boutique Hotels Quarterly Meeting / Miami Beach, FL
- 11/23-27 Brazilian LGBT Tourism Forum / Virtual
- 11/28-12/1 Private Luxury Forum Americas / Riviera Maya, Mexico

DECEMBER 2021

- 12/1-1/31 Miami Arts, Culture & Heritage Months
- 12/6-8 Brand USA Asia-Pacific 1:1 Meetings / Virtual
- 12/9 Expedia TAAP Webinar / Virtual

JANUARY 2022

- 12/1-1/31 Miami Arts, Culture & Heritage Months
- 1/8 Vincent Vacations Awards / Oklahoma City, OK
- 1/17-19 Art Deco Weekend / Miami Beach, FL
- 1/21-23 Pittsburgh Travel Showcase / Pittsburgh, PA
- 1/22 Unique Travel of Palm Beach Expo / Palm Beach, FL
- 1/24-26 Florida Huddle / Tampa, FL
- 1/29-30 Travel & Adventure Show / New York, NY
- 1/31-2/1 RTO Summit East / New York, NY
- TBA RTO Summit East / New York, NY

FEBRUARY 2022

- 2/1-3/31 Miami Health & Wellness Months
- 2/1-2 Brand USA UK & Europe 1:1 Meetings / TBA
- 2/5-6 Travel & Adventure Show / Chicago, IL
- 2/6-12 Visit Florida Brazil Sales Mission / Sao Paulo, Rio de Janeiro, Belo Horizonte
- 2/19 Mann Travels Cruise & Travel Show / Charlotte, NC
- 2/21 Peninsula Show / Atlanta, GA
- 2/22 Peninsula Show / Greenville, SC
- 2/23 Peninsula Show / Charlotte, NC
- 2/23-25 ANATO / Bogotá, Colombia
- 2/24 Peninsula Show / Greensboro, NC
- 2/26-27 Travel & Adventure Show / Washington, DC
- TBA Boutique Hotels Quarterly Meeting / Miami Beach, FL

MARCH 2022

- 2/1-3/31 Miami Health & Wellness Months
- 3/5-6 Travel & Adventure Show / Boston, MA
- 3/9-13 ITB Berlin / Berlin, Germany
- 3/12-13 Travel & Adventure Show / Los Angeles, CA
- 3/16-17 Brand USA Americas 1:1 Meetings / TBA
- 3/21-23 RTO Summit West / Los Angeles, CA
- 3/29-4/3 CLIA Cruise 360 / Fort Lauderdale, FL
- TBA RTO Summit West / Los Angeles, CA
- TBA Argentina Sales Mission / Buenos Aires & Cordoba, Argentina and Montevideo, Uruguay

APRIL 2022

- 4/1-5/31 Miami Attraction & Museum Months
- 4/2-3 Travel & Adventure Show / Dallas, TX
- 4/5-7 WTM Latin America / Sao Paulo, Brazil
- 4/23-24 Travel & Adventure Show / Atlanta, GA
- 4/30-5/1 Travel & Adventure Show / Denver, CO

MAY 2022

- 4/1-5/31 Miami Attraction & Museum Months
- 5/2-4 GTM West / Tucson, AZ
- 5/9-12 Romance Travel Forum / Punta Cana, Dominican Republic
- 5/13-15 TPOC Conference / Savannah, GA
- 5/21-22 Travel & Adventure Show / San Francisco, CA
- 5/23-24 ASTA South Florida Spring Fling
- TBA Colombia Sales Mission / Bogotá, Medellín & Cali
- TBA Boutique & Lifestyle Hotels Quarterly Meeting / Miami Beach, FL

JUNE 2022

- 6/1-9/30 Miami Hotel Months
- 6/4-6/8 IPW / Orlando, FL
- 6/13-16 LE Miami / Miami Beach, FL
- 6/20-23 Travel Agent Forum / Las Vegas, NV
- TBA Bahamas and Jamaica Sales Mission

JULY 2022

- 6/1-9/30 Miami Hotel Months
- 7/1-8/31 Miami Spa Months
- 7/15-16 ASTA Fiesta in the Desert / Scottsdale, AZ
- 7/28-30 GTM / Hollywood, FL
- TBA Dominican Republic Sales Mission

AUGUST 2022

- 6/1-9/30 Miami Hotel Months
- 7/1-8/31 Miami Spa Months
- 8/1-9/30 Miami Spice Restaurant Months
- 8/5-7 Tour Connection / Detroit, MI
- 8/8-8/10 Connect Travel Marketplace / Detroit, MI
- 8/14-17 GBTA / San Diego, CA
- 8/22-27 INTELETRAVEL QUEST / Cruise TBD
- 8/24-26 ASTA Global Convention / San Francisco, CA
- TBA Mexico Sales Mission / Mexico City, Monterrey & Merida
- TBA Boutique & Lifestyle Hotels Quarterly Meeting / Miami Beach, FL

SEPTEMBER 2022

- 6/1-9/30 Miami Hotel Months
- 8/1-9/30 Miami Spice Restaurant Months

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