



GREATER MIAMI
CONVENTION &
VISITORS BUREAU

Annual Meeting

October 26, 2023



National Anthem
Performed by

Lady of
Harp[®]
PRODUCTIONS





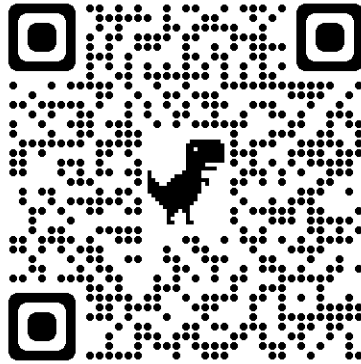
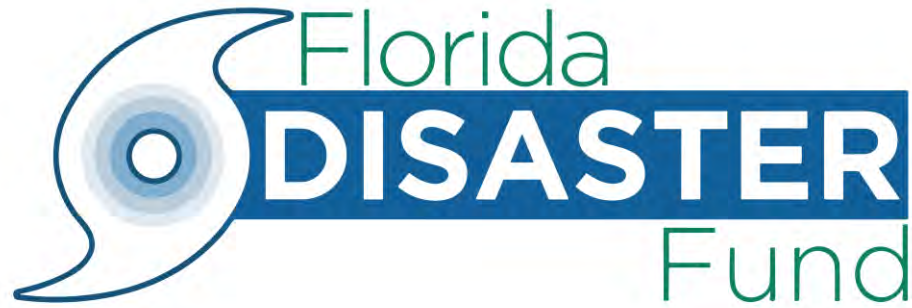


DAVID WHITAKER

President & CEO
Greater Miami
Convention & Visitors Bureau



2023 Annual Meeting



Proceeds from ticket sales to today's event benefit the Florida Disaster Relief Fund to help those affected by recent disasters.

GMCVB Annual Meeting Call to Order



JULISSA KEPNER

Chair

GMCVB Board of Directors

General Manager

Marriott Miami Biscayne Bay

Nominating Committee Report



CHRISTINE VALLS

Chair
Nominating Committee

GMCVB Nominating Committee

- **Steve Adkins**
Miami-Dade Gay and Lesbian
Chamber of Commerce
- **Rodney Barreto**
The Barreto Group
- **Rick Beasley**
CareerSource South Florida
- **Wendy Kallergis**
Greater Miami and the Beaches Hotel
Association
- **Julissa Kepner**
Miami Marriott Biscayne Bay
- **Bruce Orosz**
ACT Productions
- **Ibis Romero**
Sunny Isles Beach Tourism and
Marketing Council
- **Grisette Roque-Marcos**
Miami Beach Visitor and Convention
Authority
- **Christine Valls**
Committee Chair, GMCVB



2023 Annual Meeting

GMCVB Board - Class of 2026



Wayne Brackin
President & Chief Executive Officer
KIDZ Medical Services



Silvia Camarota
Senior Director, North America
Expedia Group



Eduardo Jose Garcia, Jr.
Partner
Treo Group, LLC

GMCVB Board - Class of 2026



Amy Johnson
General Manager
The Confidante - Hyatt Hotels Corp.



Paul Lowenthal
Chairman of the Board
Camillus House



Jonathan Plutzik
Owner
The Betsy - South Beach

GMCVB Board - Class of 2026



Eric Poms
Chief Executive Officer
Orange Bowl Committee



Olga Ramudo
SVP, Florida and Latin America
Express Travel



Lee Schrager
Chief Communications Officer
Southern Glazer's Wine & Spirits



2023 Annual Meeting

GMCVB Board of Directors



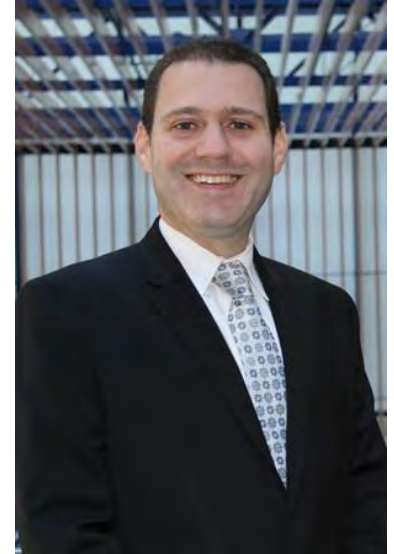
Rodney Barreto

Chairman and CEO
Barreto Group



Rick Beasley

Executive Director
CareerSource South Florida



Amir Blattner

General Manager
Hyatt Regency Miami

GMCVB Board of Directors



Anthony Brunson

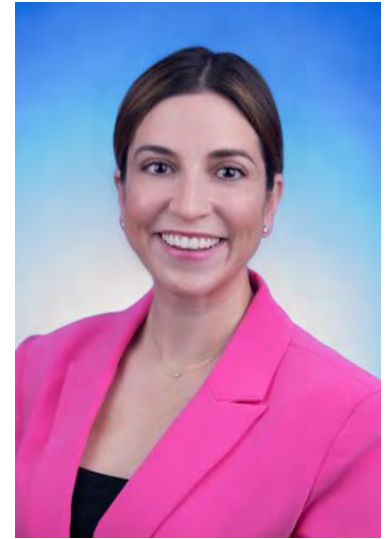
President and CEO
Anthony Brunson, P.A.

(Finance & Audit Committee Chair)



Michael Cheng, Ph.D., CHE

Dean, Chaplin School of Hospitality and
Tourism Management
Florida International University



Francesca de Quesada Covey

Chief Innovation & Economic
Development Officer
Miami-Dade County

GMCVB Board of Directors



Alex Fernandez

Commissioner
City of Miami Beach



Teresa Foxx

Chief Operating Officer
Banco de Credito e Inversiones



Suzette Espinosa Fuentes

VP, Communications
Adrienne Arsht Center for the Performing Arts
of Miami-Dade County

(Marketing & Tourism Committee Chair)

GMCVB Board of Directors



Julio Guzman

Vice Mayor
City of Homestead



Keon Hardemon

Commissioner
Miami-Dade County



Yvette Harris

President
Harris Public Relations

(Multicultural Tourism & Development Committee Chair)

GMCVB Board of Directors



Felecia Hatcher

CEO
Black Ambition
Opportunity Fund



Marlon Hill

Partner
Weiss Serota Helfman
Cole & Bierman



Michael Hooper

Director of Operations
GFO Investments

GMCVB Board of Directors



Alina Hudak
City Manager
City of Miami Beach



Julissa Kepner
General Manager
Marriott Miami Biscayne Bay

(Board Chair)



Christine King
Chairwoman and Commissioner
City of Miami

GMCVB Board of Directors



Mutluhan Kucuk

Complex Managing Director
Loews Miami Beach Hotel

(Convention Sales Committee Chair)



Raul Leal

Chief Executive Officer
SH Hotels & Resorts



Juan Carlos Liscano

Vice President,
Miami Hub Operations
American Airlines

GMCVB Board of Directors



Navin Mahtani

Managing Partner
Think Hospitality



**Grisette Roque-
Marcos**

Executive Director
Miami Beach Visitor and
Convention Authority



Caroline O'Connor

Chief Operating Officer
Miami Marlins

GMCVB Board of Directors



Bruce Orosz
President and CEO
ACT Productions, Inc.

(Immediate Past Chair)



Freddie Peterson
General Manager
Miami Beach Convention Center
OVG360 Venue Management



Myles Pistorius
SVP, General Counsel
Miami Dolphins

GMCVB Board of Directors



Chris Rollins
Chief Operating Officer
South Beach Group Hotels



Christine Valls
Greater Miami Convention &
Visitors Bureau

(Nominating Committee Chair)



2023 Annual Meeting

GMCVB Board - Ex-Officio



Steve Adkins
President and CEO
Miami-Dade Gay and Lesbian
Chamber of Commerce



Ralph Cutie
Director and CEO
Miami-Dade Aviation
Department



Jorge Gonzalez
Village Manager
Bal Harbour Village



Wendy Kallergis
President and CEO
Greater Miami and Beaches
Hotel Association

GMCVB Board - Ex-Officio



Eric Knowles

President and CEO
Miami-Dade
Chamber of Commerce



Liliam Lopez

President and CEO
South Florida Hispanic
Chamber of Commerce



Ibis Romero

Executive Director
Sunny Isles Beach Tourism and
Marketing Council

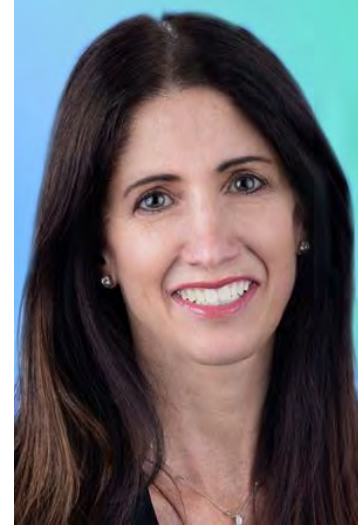
GMCVB Board - Ex-Officio



Alfred Sanchez
President and CEO
Greater Miami Chamber of
Commerce



Mark Trowbridge
President and CEO
Coral Gables Chamber of
Commerce



Hydi Webb
Port Director
PortMiami



2023 Annual Meeting

**Board
Member**



BEN MOLLERE
Corporate Vice President
Hospitality & Business Relations
Baptist Health South Florida

**Marketing & Tourism
Committee Chair**



ERIC JELLSON
Area Director, Marketing and Strategy
Kimpton Hotels Florida

**Finance & Audit
Committee Chair**



ELIZABETH HICKS
Consultant



2023 Annual Meeting

GMCVB Chair Emeritus



GENE PRESCOTT

President
The Biltmore Hotel



DAVID WHITAKER

President & CEO
Greater Miami
Convention & Visitors Bureau





DAVID WHITAKER

President & CEO
Greater Miami
Convention & Visitors Bureau



SENATOR ANA MARIA RODRIGUEZ

State of Florida - District 40

Chair - Miami-Dade County Legislative Delegation



2023 Annual Meeting



MAYOR DANIELLA LEVINE CAVA

Miami-Dade County

Brought to You By Tourism Day - October 26

Proclamation



The Miami-Dade County Office of the Mayor and Board of County Commissioners

Whereas: Miami-Dade County recognizes the importance of elevating and upholding the vital role that tourism plays in sustaining the vibrancy and economic stability within our community; and

Whereas: The Brought to You by Tourism campaign, spearheaded by the Greater Miami Convention and Visitors Bureau, has emerged as a conduit in delineating and amplifying the many benefits tourism imparts on Miami-Dade County and its residents; and

Whereas: The Brought to You by Tourism campaign not only informs residents about the substantial contributions of tourism, but also inspires them to become ambassadors in their local area, sharing the captivating beauty, culture, and warmth of Miami-Dade County with the world; and

Whereas: The Brought to You by Tourism campaign lays the foundation for a symbiotic relationship between tourism and local residents, fostering a harmonious coexistence that drives the ongoing improvement of their community and their quality of life; and

Whereas: As Miami-Dade County's official tourism organization, the Greater Miami Convention and Visitors Bureau is unwaveringly committed to nurturing and propelling the tourism industry in our state, hence it is fitting and proper that official acknowledgment be given to this association and the Brought to You by Tourism Campaign;

Now Therefore: **BE IT RESOLVED, THAT I, DANIELLA LEVINE CAVA, MAYOR OF MIAMI-DADE COUNTY, CHAIRMAN OLIVER C. GILBERT, III AND THE MEMBERS OF THE BOARD OF COUNTY COMMISSIONERS, ON BEHALF OF MIAMI-DADE COUNTY AND THIS COMMUNITY, do hereby proclaim, Thursday, October 26, 2023, as**

*Greater Miami Conventions & Visitors Bureau -
Brought to You by Tourism Campaign Day*

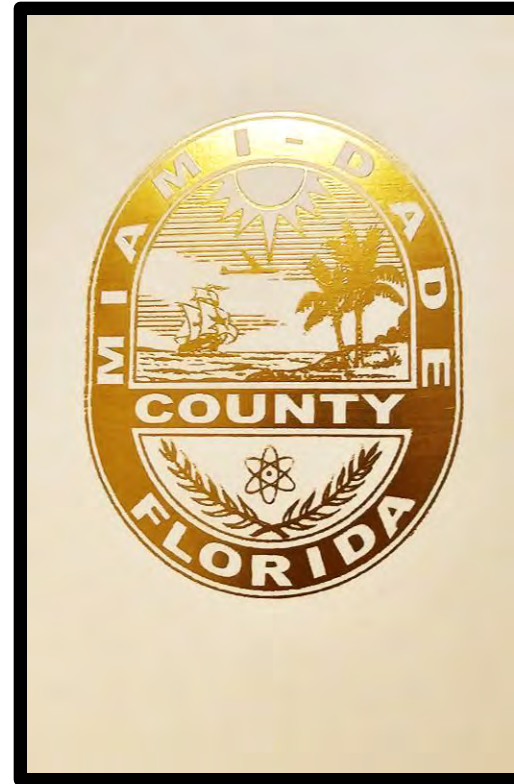
In Observance I call upon the good people of Miami-Dade County to join me in honoring the Greater Miami Convention and Visitors Bureau - Brought to You by Tourism Campaign.

Thereof:




Oliver C. Gilbert, III
Chairman


Daniella Levine Cava
Mayor





2023 Annual Meeting



MICHELE BURGER

Chief of Staff - City of Miami Beach



MAYOR DAN GELBER

City of Miami Beach



2023 Annual Meeting

Chair's Report



JULISSA KEPNER

Chair

GMCVB Board of Directors

General Manager

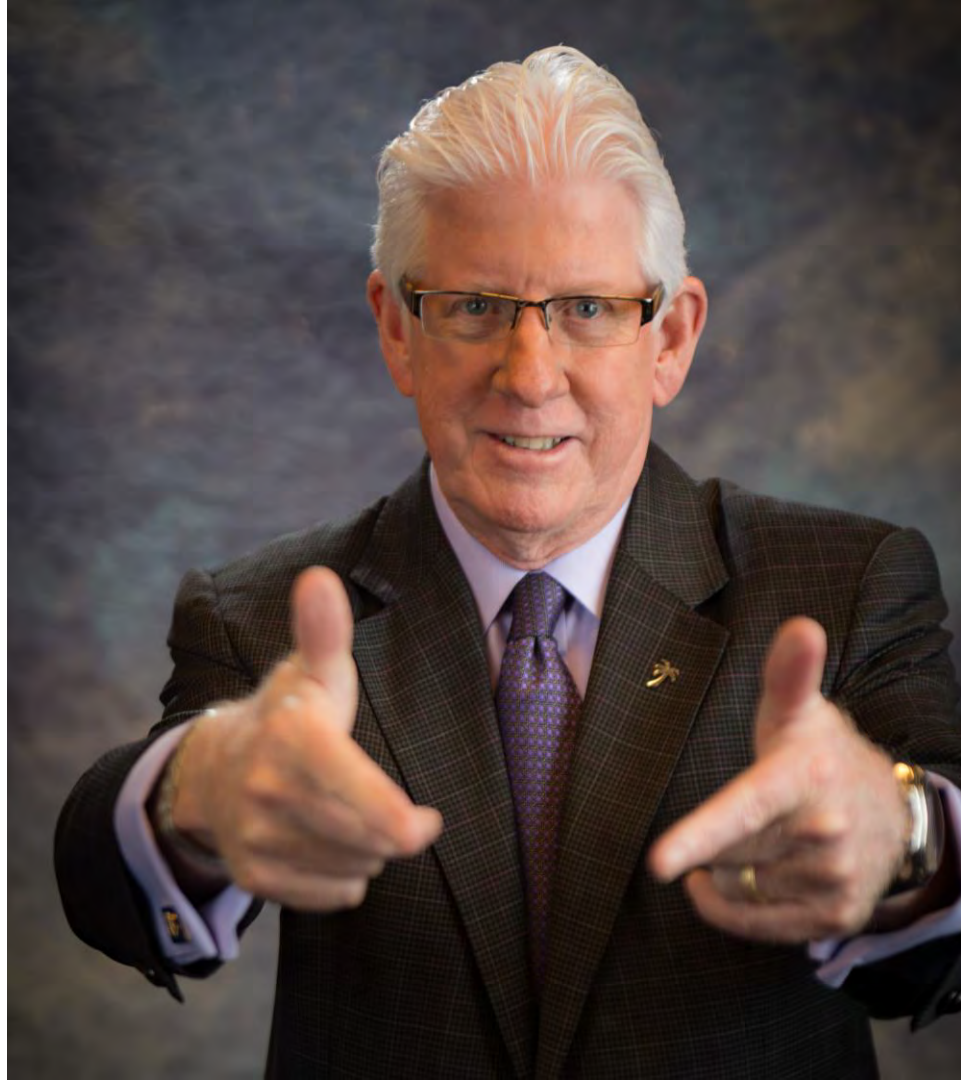
Marriott Miami Biscayne Bay



2023 Annual Meeting



BRUCE OROSZ
Immediate Past Chair
GMCVB Board of Directors





2023 Annual Meeting



President's Report



DAVID WHITAKER

President & CEO

Greater Miami

Convention & Visitors Bureau

Welcome & Thank You

Partnership Success

GMCVB Corporate Level Partners



GMCVB Corporate Level Partners



Partnership (Oct. 2022 - Sep. 2023)

New Partners to Date

Partner Dues Revenue to Date



Total Partners 1,078



ALI BIBEAU

Senior Director
Partnership Development & Events

What a year it has been

Destination Performance

Occupancy / ADR / RevPAR Ranking (Oct 2022 - Sep 2023)

Occupancy			ADR			RevPAR		
Rank	Market	%	Rank	Market	\$	Rank	Market	\$
1	New York	80.5%	1	New York	\$295.63	1	New York	\$238.02
2	Oahu Island	78.6%	2	Oahu Island	\$279.43	2	Oahu Island	\$219.77
3	Las Vegas	77.8%	3	Miami-Dade	\$223.62	3	Miami-Dade	\$161.11
4	San Diego	73.6%	4	San Francisco	\$221.62	4	Boston	\$156.79
5	Orlando	73.5%	5	Boston	\$220.69	5	San Diego	\$154.33
6	Miami-Dade	72.0%	6	San Diego	\$209.59	6	Anaheim	\$148.90
7	Anaheim	71.8%	7	Anaheim	\$207.24	7	Las Vegas	\$147.66
8	Los Angeles	71.7%	8	Los Angeles	\$198.92	8	San Francisco	\$145.58
9	Tampa	71.4%	9	Las Vegas	\$189.79	9	Los Angeles	\$142.59
10	Boston	71.0%	10	Orlando	\$183.99	10	Orlando	\$135.28

New Hotel Supply (Oct 2022 - Sep 2023)

**Average
Daily Room
Supply**

66,176

(+3.1%)



citizen World Center
Feb. 23
351 rooms



LOEWS
HOTELS
Nov. 22
242 rooms

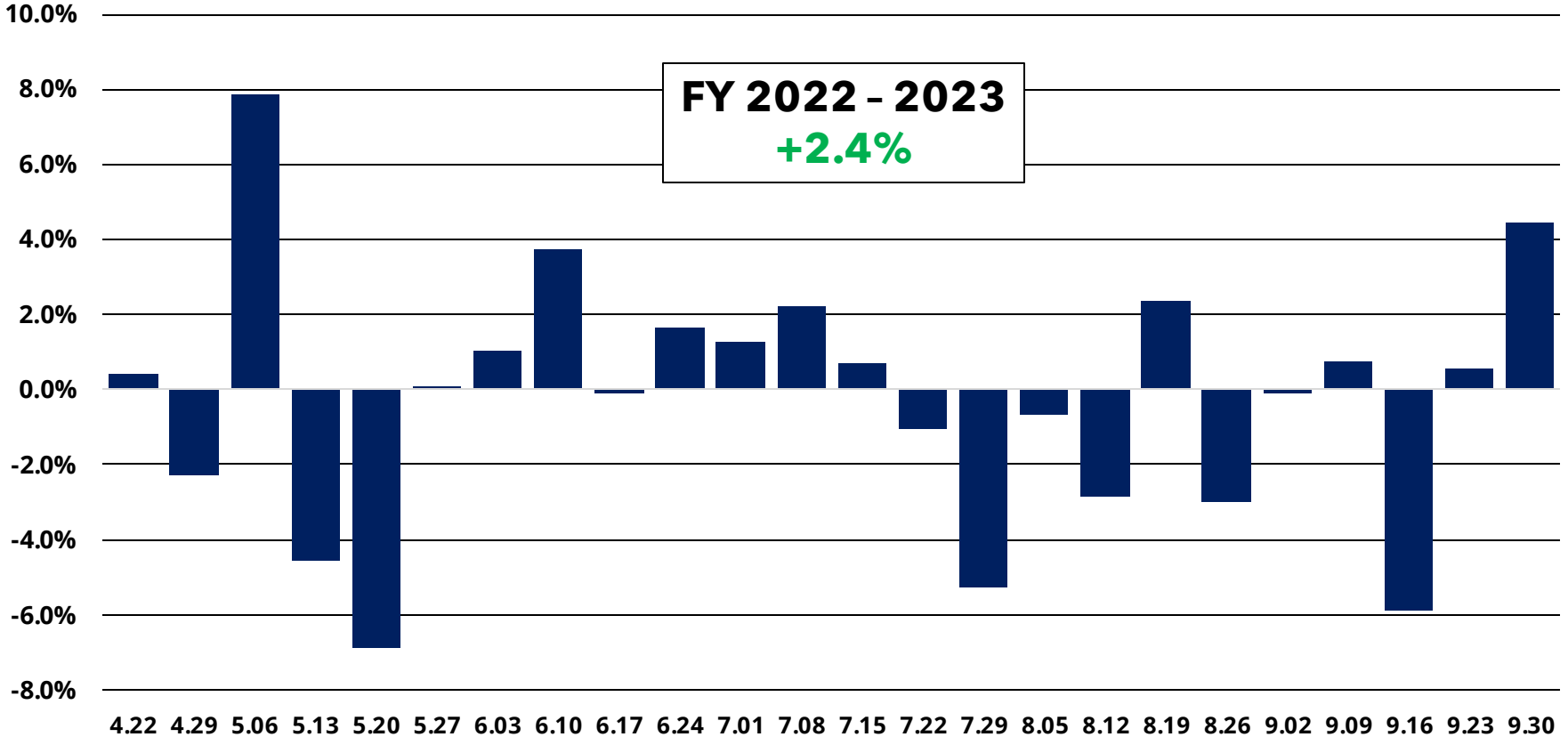


Arlo
Arlo Wynwood
Nov. 22
217 rooms



THE ELSER
HOTEL
Nov. 22
581 rooms

Miami-Dade County Weekly Demand % Change vs 2022



Storytelling





MIAMI
GREATER MIAMI & MIAMI BEACH

2022/2023
ANNUAL
REPORT
&
BUSINESS
PLAN
2023/2024

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

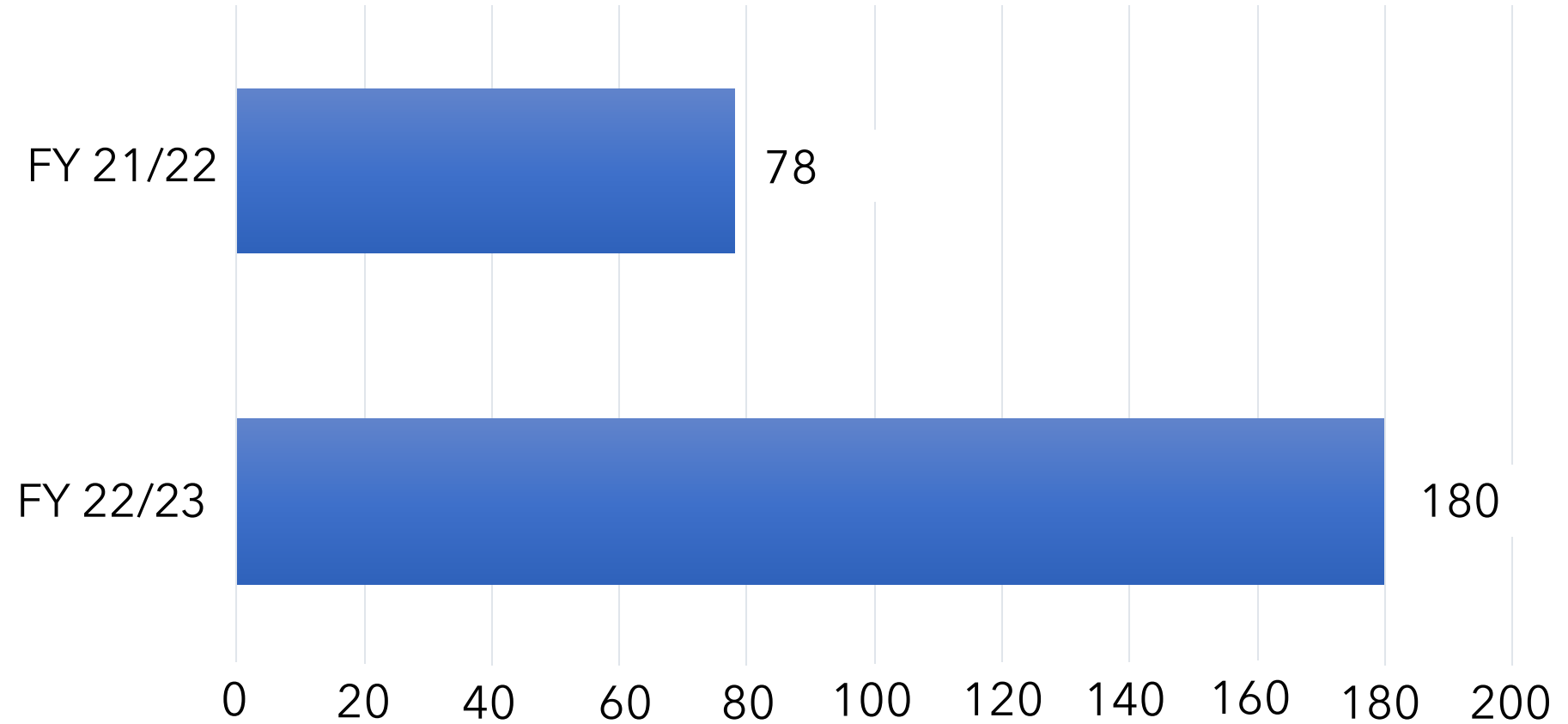




New Bookings (Oct. 2022 - Sep. 2023)

Lead Name	Start	End	Attendees
CosmoProf	1/18/2024	1/27/2024	4,000
2024 Volleyball Tournament	1/31/2024	2/4/2024	5,000
eXpCon 2024	10/24/2024	11/1/2024	6,000
2024 Air Cargo Forum	11/8/2024	11/16/2024	1,000
CosmoProf 2025	1/16/2025	1/25/2025	2,400
2025 Conference and Exchange	10/26/2025	11/11/2025	4,000
ULI Fall Meeting 2026	10/23/2026	10/31/2026	5,000
MBA Annual Convention & Expo 2028	10/18/2028	10/26/2028	5,000
Magic Fashion 2024	1/6/2024	1/13/2024	7,000
Phacilitate Advanced Therapies Week 2024	1/12/2024	1/21/2024	2,000
Florida Encounter / Florida Huddle 2024	2/2/2024	2/6/2024	650
RacquetX 2024	3/20/2024	3/27/2024	1,500
Axon Accelerate 2024	4/19/2024	4/27/2024	2,100
2024 National Homeland Security Conference	8/17/2024	8/22/2024	1,500

MBCC Tentative Leads (Oct. 2022 - Sep. 2023)



Convention Sales Production

(Oct. 2022 - Sep. 2023)

MBCC Goals	Goal	Booking*	Committed**
Bookings	11	14	2
P1 (7)	55,000	54,890	16,205
P2 (7)	30,000	19,662	0
Total Room Nights	85,000	74,552	16,205

* Booking = MBCC Licensing Agreement or HQ Hotel Contract Received

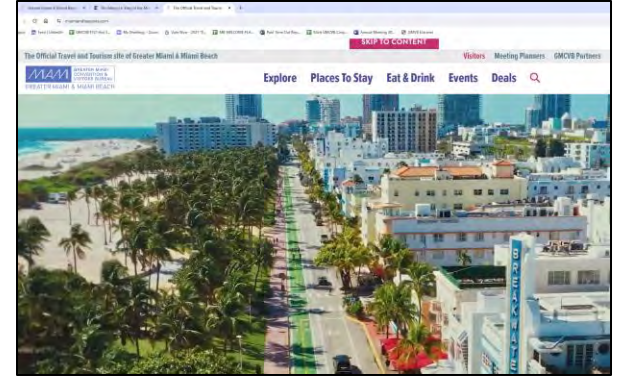
** Committed = Destination Booking Agreement (DBA) Received

In-Hotel Goals - Bookings	Goal	Achieved	% of Goal
Bookings	527	625	119%
Total Room Nights	265,000	371,640	140%

* As of October 1, 2023

Website & Earned Media Success

- **9.8 million** site visits
- **4.5 million** engagements with partner content
- **27.4 billion** impressions from articles, posts and blogs from 2,000+ media & social influencers
- **\$146 million** in earned media value

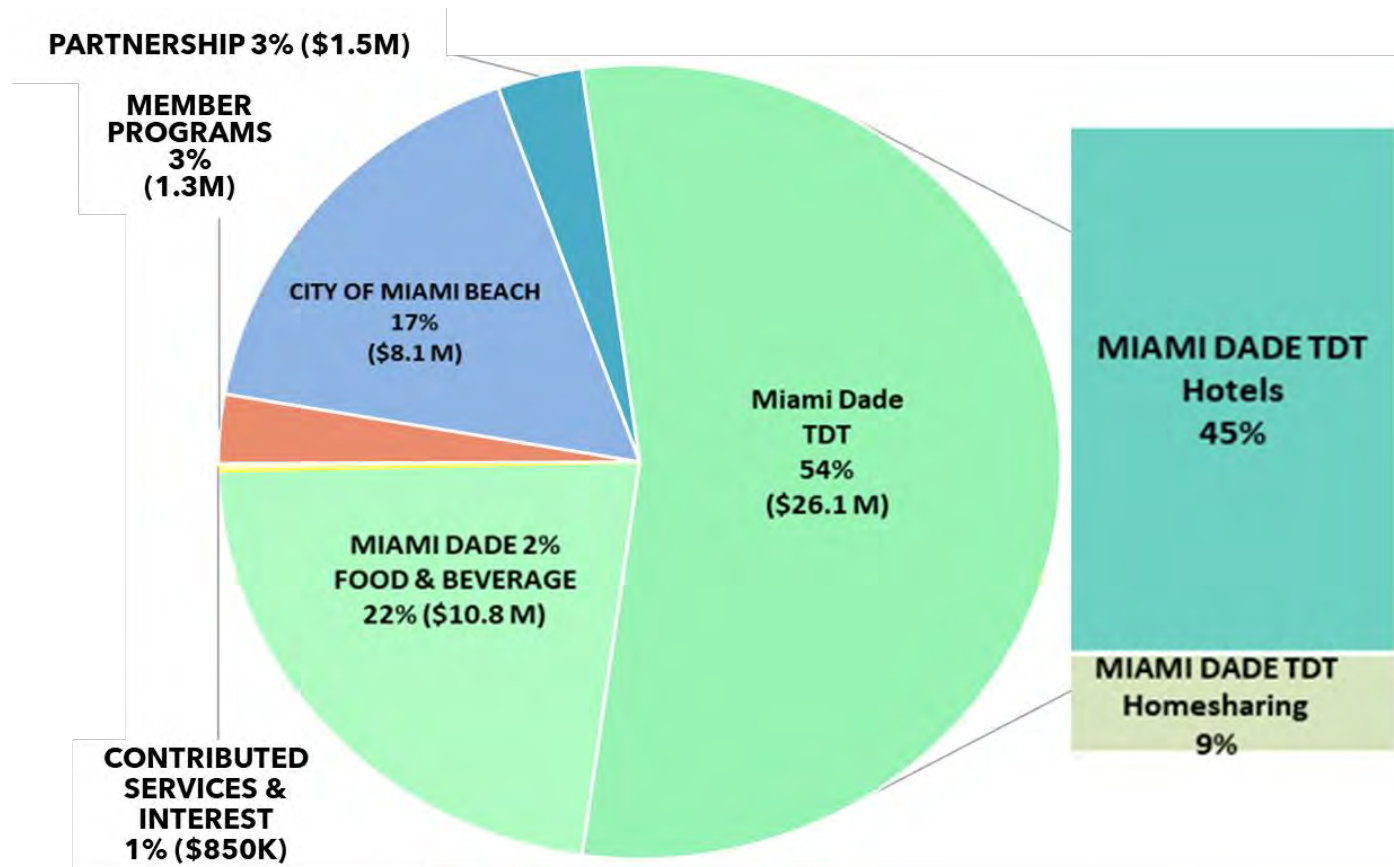


Global Support & Coordination

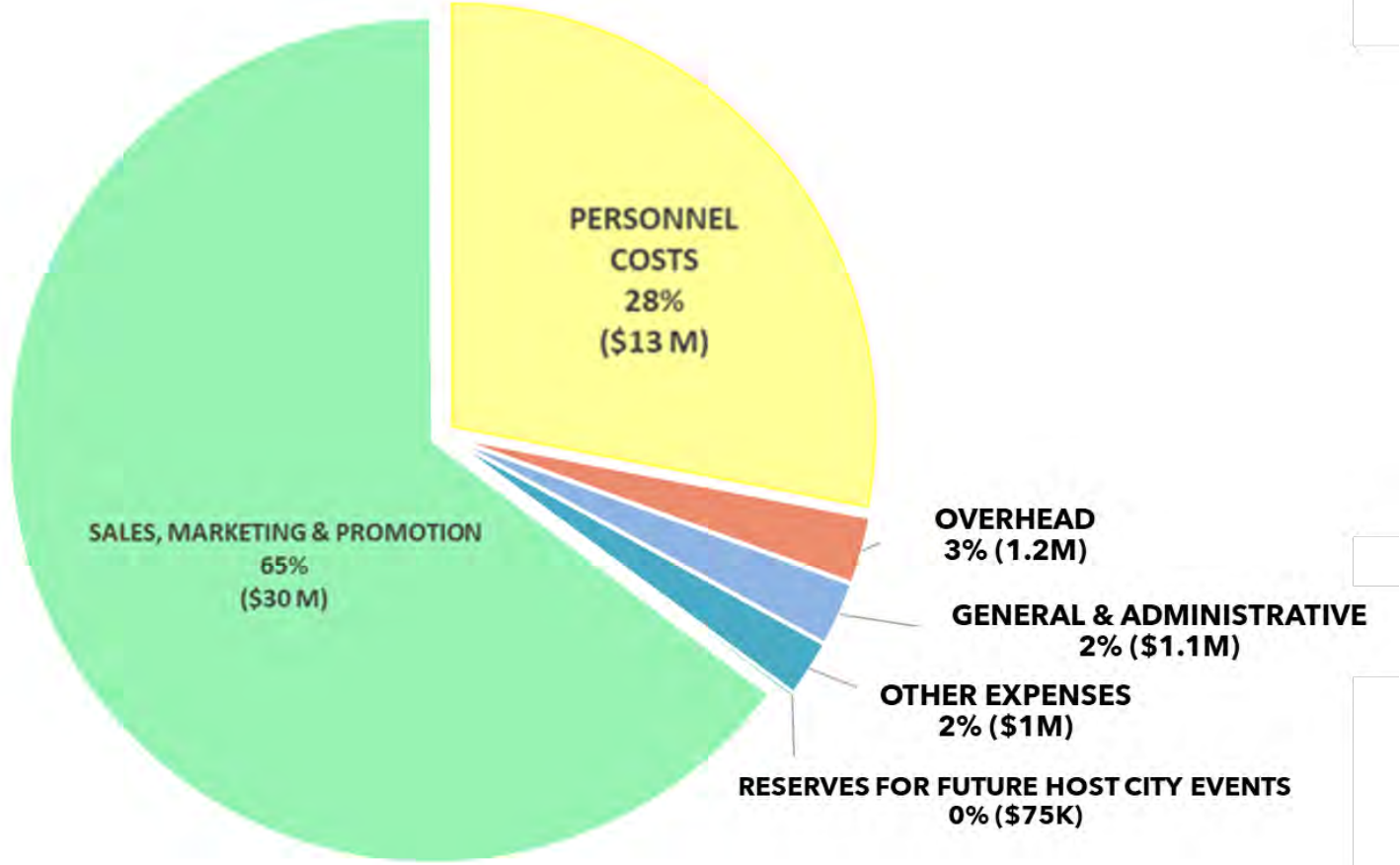


Looking Ahead

FY Net Revenues \$46.5 M (Oct. 2023 - Sep. 2024)



FY Total Expenses \$46.3M (Oct. 2023 - Sep. 2024)



Our Story





2023 Scholarship and Internship Partnership in collaboration with CareerSource South Florida



RICK BEASLEY
Executive Director



2023 Annual Meeting



In memorium
Shirley Gibson
Miami Gardens Mayor
from 2003 to 2012

Hear Our Story





ROLANDO AEDO

Chief Operating Officer
Greater Miami
Convention & Visitors Bureau

Find Your Voices Partnership



SONY MUSIC

MIAMI BEACH



GALE

"GALE IS ALREADY A FORCE OF NATURE" *Rolling Stone*

ABOUT

Puerto-Rican powerhouse singer, songwriter and musician **GALE** (pronounced GAH-leh) releases her debut album *Lo Que No Te Dijé* out now via Sony Music Latin, and it's a delicious combination of pop and eurodance with punk and grunge influences and an urban-flow—a sound she describes as *"Bad Bunny meets Dua Lipa meets Ari! Lavigne!"* *Rolling Stone* praises GALE as *"Latin Pop's New It Girl"* and dubbed the debut a *"glowing collection of songs that puts [her] knack for pop melodies and confessional lyricism on display."* With songwriting credits for Christina Aguilera (which earned her a first-time Latin Grammy's *"Album of the Year"* nomination), Juanes, Anitta, Shakira, Manuel Turizo, and Cardi B, GALE is ready to get personal. The 12 songs track the multi-color shades of GALE's journey: from back-you feminist punk anthems, vulnerable heartbreak ballads and even dream-pop odes to self-pleasure. *"It was all part of what happened to me; this is what I have to say,"* she says. GALE's impressive range and versatility is on display throughout *"Lo Que No Te Dijé."* She takes us to the dancefloor with electro-beats and eurodance energy on her latest *"Nuestra Canción,"* which ranks **#7** on *Billboard's Latin Airplay* chart. Conversely, the Y2K-grunge track *"Problemas,"* which rocketed to the **Top 15**, charts the toxicity of pure physical attraction, and *"Irresistible"* is a rock-'n'-roll inspired, liberating anthem. Needless to say, GALE opens up without restraint. *"D-Pi"* is a triumphant reminder that GALE isn't afraid to venture into uncharted lyrical territory. *The Rolling Stone "Act Set to Make It Big In 2023,"* and *Billboard*-co-signed *"Artist to Watch"* commands every stage she's on, performing the national anthem at the **FI Miami Grand Prix** over the weekend, following her appearance performing at *Miami Beach Pride* (with Paloma Mami and Goyó), *La Solar Festival* in Medellín, and *Empire Music Festival* in Guatemala. She attended the esteemed first annual *Billboard "Mujeres Latinas en la Música"* (this week's photo here), and showcased at *Billboard Latin Week* this year. GALE surprised a recent sold-out *Juanes* stadium show audience in Medellín performing a cover of *"Fotografía"* to 40,000 people and also performed at *83.3 Amor's "Amor En Vivo"* in NJ and *Live In The Vineyard* in Napa Valley, CA, with many more live dates to come!

FIRST ALBUM RELEASED
LO QUE NO TE DIJÉ
+6.9M STREAMS

LATIN GRAMMY 2023
NOMINADA
GALE

SOCIAL MEDIA

- Instagram: +60.9 K
- Facebook: +8.7 K
- Twitter: +36 K
- TikTok: +178.8 K
- YouTube: +55.7 K

BRAND PARTNERSHIPS




Expand Our Story



Travelers with Mobility Disabilities

- **96% have experienced an accommodation problem**
- **86% have experienced a flight problem**
- **79% have experienced a transportation problem within a destination**

75%

Of respondents with mobility disabilities have taken a leisure trip in the past 12 months
(Compared to 83% of active leisure travelers**)

3.4

Average # of leisure trips per year
(Compared to 3.0 trips among active leisure travelers*)

Travelers with mobility disabilities invest significantly in travel

They spent an average of

16%

more than active leisure travelers

Travelers with mobility disabilities spent an estimated

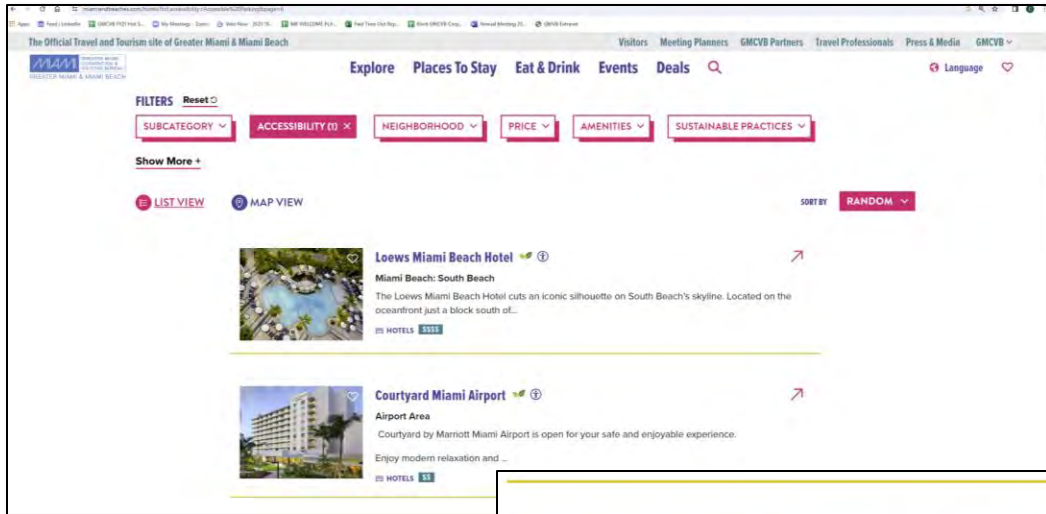
\$58.2B

on leisure travel in the past 12 months

wheel the world



Enhanced Partner Listings



Loews Miami Beach Hotel | G: X +

miamiandbeaches.com/hotels/loews-miami-beach-hotel/1565

Apps Feed | LinkedIn GMCVB FY21 Hort S... My Meetings - Zoom Vote Now - 2021 "E... MB WELCOME PLA... Paid Time Out Rep... Kibit GMCVB Corp... Annual Meeting 20... GMBV Extrant

The Official Travel and Tourism site of Greater Miami & Miami Beach

Visitors Meeting Planners GMCVB Partners Travel Professionals Press & Media GMCVB

Explore Places To Stay Eat & Drink Events Deals

Language

HOTELS

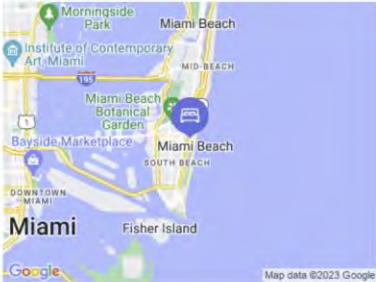
LOEWS MIAMI BEACH HOTEL

OVERVIEW DETAILS MEETINGS

ACCESSIBILITY

Partner has self-reported the following accessibility efforts. Please contact them directly for details.

<p>Accessible Hot Tub/Spa Features:</p> <ul style="list-style-type: none"> Permanent Mounted Pool Lift 	<p>Number of Portable Shower Benches for Roll-In Showers: 1</p>
<p>Accessible Swimming Pool Features:</p> <ul style="list-style-type: none"> Permanent Mounted Pool Lift Ramp Inside of Pool from Pool Deck to Pool Floor 	<p>Number of Portable Transfer Benches for Bathtubs (Placed with two legs in tub): 1</p>
<p>Fixed Grab Bars for Shower</p>	<p>Number of Rooms with Roll-In Showers and 1 Bed: 9</p>
<p>Fixed Grab Bars for Toilet</p>	<p>Wide Clearance Bed</p>
<p>Number of Accessible Rooms with Bathtub and 1 Bed: 29</p>	<p>Wide Clearance to Shower/Toilet</p>
<p>Number of Accessible Rooms with</p>	<p>Wide Hallways (at least 36")</p>



Loews Miami Beach Hotel

1601 Collins Ave.
Miami Beach, FL 33139

(305) 604-1601

\$\$\$ | \$350+

Travelers with Autism

- **87%** of parents surveyed do not currently take family vacations
- **93%** would be more likely to travel if autism certified options were available
- **97%** said they are not satisfied with the current travel options for families with autistic individuals
- **98%** responded yes when asked if they look to physicians and therapists for travel approval

*“Traveling to a destination where the staff are trained to recognize and address the needs of children on the autism spectrum simply makes our trip less stressful and more enjoyable... It gives us the freedom to enjoy a vacation in the same way that **‘regular’** families can.”*

Dr. Christopher O’Shea, parent of an autistic child



Autism Certification Partnership



IBCCES

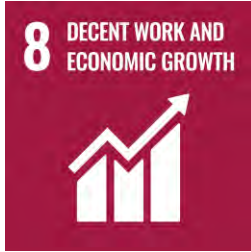
**International Board of Credentialing
and Continuing Education Standards**

Sustainability Road Map



SUSTAINABLE DEVELOPMENT GOALS





SDG 8: Foster entrepreneurship and create careers and jobs in tourism, particularly among youth and minorities.



SDG 10: Empower and promote the social and economic inclusion of all irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.



SDG 11: Collaborate with governments to increase environmentally friendly mobility options, making transportation safer and more affordable for all.

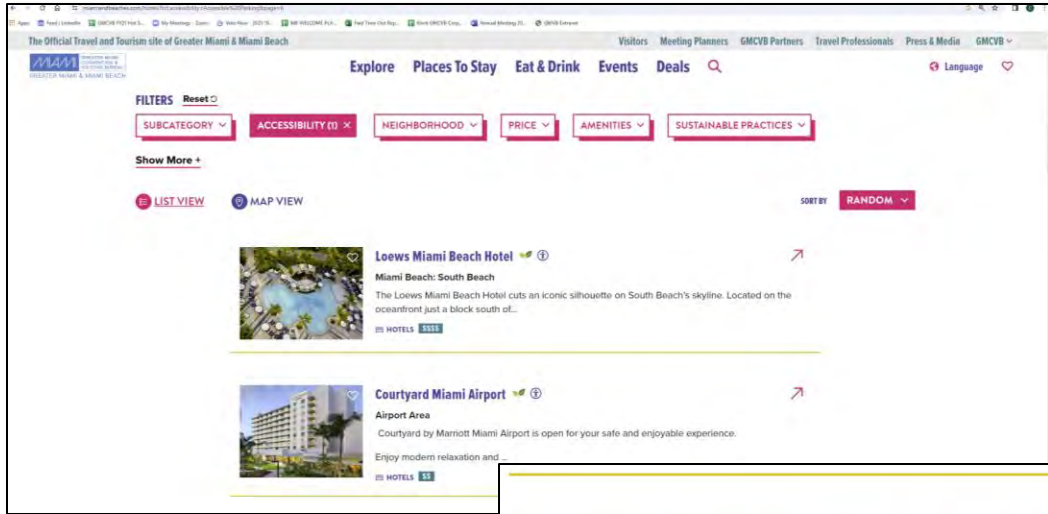


SDG 12: Cut food waste in half and substantially reduce all waste through prevention, reduction, recycling and reuse.



SDG 14: Sustainably manage and protect marine and coastal ecosystems and prevent waste or litter that could pollute the marine environment.

Enhanced Partner Listings



Loews Miami Beach Hotel | G...
miamianbeaches.com/hotels/loews-miami-beach-hotel/1565

The Official Travel and Tourism site of Greater Miami & Miami Beach

Visitors Meeting Planners GMCVB Partners Travel Professionals Press & Media GMCVB

Explore Places To Stay Eat & Drink Events Deals

Language

HOTELS

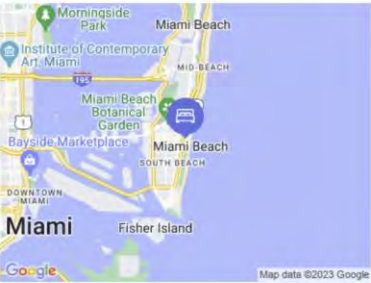
LOEWS MIAMI BEACH HOTEL

OVERVIEW DETAILS MEETINGS

SUSTAINABILITY

Partner has self-reported the following sustainability efforts. Please contact them directly for details.

Option to opt out of daily room cleaning	Water if recycled
Option to reuse towels	Water-efficient showers
All windows are double-glazed	Most lighting uses energy-efficient bulbs
Electric Car Charging Station: <ul style="list-style-type: none">Level 1Level 2 - Tesla	Provide guests with cultural info & etiquette
Green Spaces (Rooftop Gardens,	Recycling bins available to guests



Loews Miami Beach Hotel
1601 Collins Ave.

FIU

**Chaplin School of
Hospitality & Tourism
Management**

FLORIDA INTERNATIONAL UNIVERSITY

Online Bachelor of Arts

Global Sustainable Tourism

Chaplin School of Hospitality & Tourism Management





Chef Samantha plants herbs in the MBCC's Herb & Vegetable Garden



Sustainability Fact Sheet

The reimagined Miami Beach Convention Center (MBCC) is committed to supporting sustainability and climate change actions as part of its corporate social responsibility program. See all our green building features and sustainability programs.

[DOWNLOAD](#)



GMCVB Extranet



You can make changes to your company's profile at any time at:

GMCVBExtranet.com

**BROUGHT
TO YOU BY
TOURISM**

PRESENTED BY THE
GREATER MIAMI CONVENTION & VISITORS BUREAU

Help Us Get the Word Out

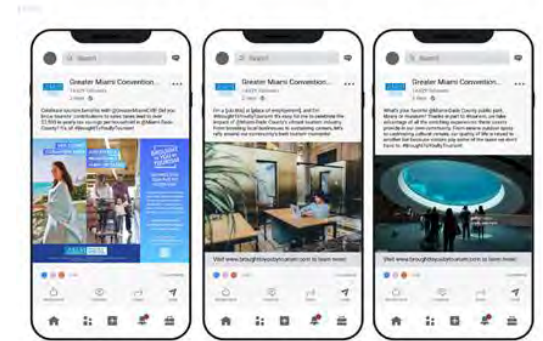


BROUGHT TO YOU BY TOURISM

PRESENTED BY THE
GREATER MIAMI CONVENTION & VISITORS BUREAU

VISION GUIDE

IDEAS FOR SHARING THE POSITIVE IMPACT OF TOURISM



THEIR BEACH UMBRELLA RENTAL HELPS METROMOVER OFFER FREE SERVICE

BROUGHT TO YOU BY TOURISM

Visitors pay tourist and sales taxes that reduce household property taxes and support healthcare, transportation, social services, public safety, education, and arts & culture.

All this makes our community a better place to live, work and play.

To learn more, go to BroughtToYouByTourism.com or scan this QR code.



MIAMI GREATER MIAMI CONVENTION & VISITORS BUREAU

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Tell Us Your Story

The Official Travel and Tourism site of Greater Miami & Miami Beach

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BROUGHT TO YOU BY TOURISM

Tell Us Your Story

To begin the process of sharing your story, think about asking yourself these questions:

- Can you share a personal story or insightful memory that really highlights the impact of tourism on your life, your family and your community?
- How long have you benefited or been connected to the tourism industry and how has it impacted you, your family, friends or business?
- Which part of Miami-Dade County do you live in?
- How is your business growing and how does tourism lead to an increase in customers for local neighborhood businesses like restaurants, shops, hotels, grocery stores and other places not normally associated with tourism?
- What else would you recommend to find those in our community who will share their stories?

Then, email us your Brought to You by Tourism story using 250 words or less or attach a short video of 60 seconds or so that you would be comfortable sharing via social media at

btybt@gmcb.com.



BTYBT Pati Vargas



#BroughtToYouByTourism



DAVID WHITAKER

President & CEO

Greater Miami

Convention & Visitors Bureau

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