

**BROUGHT
TO YOU BY
TOURISM**

**PRESENTED BY THE
GREATER MIAMI CONVENTION & VISITORS BUREAU**



Chef Jouvens Jean

Black Hospitality Initiative Graduate



National Anthem
Performed by

RINA



UNIVERSAL MUSIC LATINO





DAVID WHITAKER

President & CEO
Greater Miami
Convention & Visitors Bureau



JASNEY ECHEVERRY

Director of Sales & Marketing

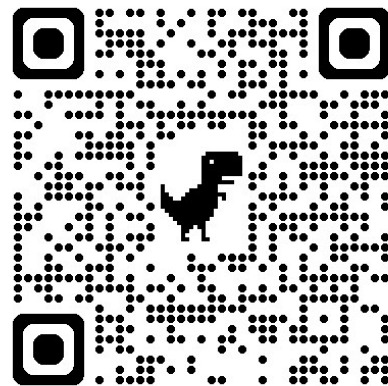


Hilton

MIAMI DOWNTOWN



FLORIDA RESTAURANT & LODGING ASSOCIATION



Proceeds from ticket sales to today's event benefit the FRLA Disaster Relief Fund to help those affected by recent storms. Access the QR code to support this organization or others of your choosing.



SENATOR ANA MARIA RODRIGUEZ

State of Florida - District 39
Chair - Miami-Dade Delegation

MIAMI
GREATER MIAMI & MIAMI BEACH™

GREATER MIAMI
CONVENTION &
VISITORS BUREAU

Annual Meeting October 29, 2024





MAYOR DANIELLA LEVINE CAVA

Miami-Dade County

MIAMI
GREATER MIAMI & MIAMI BEACH

GREATER MIAMI
CONVENTION &
VISITORS BUREAU

Annual Meeting

October 29, 2024





MAYOR STEVEN MEINER

City of Miami Beach

MIAMI
GREATER MIAMI & MIAMI BEACH™

GREATER MIAMI
CONVENTION &
VISITORS BUREAU

Annual Meeting October 29, 2024







OLIVER G. GILBERT, III

Chairman

Miami-Dade County Board of County Commissioners
Commissioner District 1

MIAMI
GREATER MIAMI & MIAMI BEACH™

GREATER MIAMI
CONVENTION &
VISITORS BUREAU

Annual Meeting October 29, 2024



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

Director of Sales,
Latin America and Caribbean
United Airlines

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**
Marriott Miami 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



Austin Bagwell
Executive Vice President,
Hospitality Sales
Fontainebleau Development



Rodney Barreto
President and CEO
Barreto Group



Rick Beasley
Executive Director
CareerSource South Florida



Michael Cheng, Ph.D., CHE
Dean, Chaplin School of Hospitality
and Tourism Management
Florida International University



Mutluhan Kucuk
Complex Managing Director
Loews Miami Beach Hotel



Juan Carlos Liscano
Vice President, Miami Hub Operations
American Airlines



Grisette Roque-Marcos
Executive Director
Miami Beach Visitor
and Convention Authority



Christine Valls
Director of Sales, Latin America
and Caribbean
United Airlines



Yamila Garayzar
Senior Vice President,
Marketing, Sponsorship & Retail
Turnberry



Patrick Goddard
President
Brightline



Clavel J. Louis
General Manager
Embassy Suites by Hilton
Miami International Airport



Madeline Pumariega
President
Miami-Dade College



Richard "Rick" Sasso
Chairman
MSC Cruises



John Sullivan
General Manager
The Miami Beach EDITION



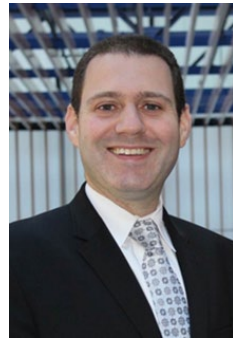
Keon Hardemon
Commissioner
Chair, Tourism Development Council
Miami-Dade County



Rodrick Miller
President & Chief Executive Officer
Miami-Dade Beacon Council



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



Amir Blattner
General Manager
Hyatt Regency Miami



Wayne Brackin
President and CEO
KIDZ Medical Services



Anthony Brunson
President and CEO
Anthony Brunson, P.A.



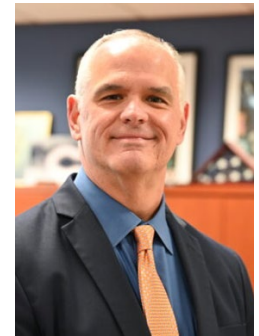
Silvia Camarota
Senior Director, Hotel Market
Partnerships, North America
Expedia Group



Eric Carpenter
City Manager
City of Miami Beach



Francesca de Quesada Covey
Chief Innovation & Economic
Development Officer
Miami-Dade County



Ralph Cutie
Director and CEO
Miami-Dade Aviation
Department



Laura Dominguez
Commissioner
City of Miami Beach



Sean Fletcher
Vice Mayor
City of Homestead



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



Eduardo Jose Garcia, Jr.
Partner
Treo Group, LLC



Jorge Gonzalez
Village Manager
Bal Harbour Village



Yvette Harris
President
Harris Public Relations



Marlon Hill
Partner
Weiss Serota Helfman
Cole & Bierman



Wendy Kallergis
President and CEO
Greater Miami and Beaches
Hotel Association



Julissa Kepner
General Manager
Marriott Miami Biscayne Bay



Christine King
Chairwoman and Commissioner
City of Miami



Eric Knowles
President and CEO
Miami-Dade
Chamber of Commerce



Raul Leal
Chief Executive Officer
SH Hotels & Resorts



Liliam Lopez
President and CEO
South Florida Hispanic
Chamber of Commerce



Paul Lowenthal
Pinnacle Live
Vice President, Business Development



Navin Mahtani
Managing Partner
Think Hospitality



Caroline O'Connor
President, Business Operations
Miami Marlins



Bruce Orosz
President and CEO
ACT Productions, Inc.



Freddie Peterson
General Manager
Miami Beach Convention Center
OVG360 Venue Management



Myles Pistorius
SVP, General Counsel
Miami Dolphins



Jonathan Plutzik
Owner
The Betsy - South Beach



Eric Poms
Chief Executive Officer
Orange Bowl Committee



Gene Prescott
President
The Biltmore Hotel



Olga Ramudo
SVP, Florida and Latin America
Express Travel



Chris Rollins
Chief Executive Officer
CR Development



Ibis Romero
Executive Director
Sunny Isles Beach Tourism
and Marketing Council



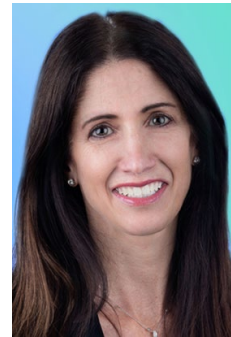
Alfred Sanchez
President and CEO
Greater Miami Chamber of Commerce



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



Mark Trowbridge
President and CEO
Coral Gables Chamber of Commerce



Hydi Webb
Port Director
PortMiami



DAVID WHITAKER

President & CEO
Greater Miami
Convention & Visitors Bureau

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GREATER MIAMI CONVENTION & VISITORS BUREAU**

**American
Airlines**





SCOTT LAURENCE

Sr. Vice President
Partnership Strategy



**American
Airlines**



Chair's Report



JULISSA KEPNER

Chair

GMCVB Board of Directors

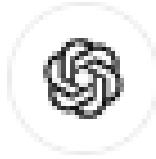
General Manager

Marriott Miami Biscayne Bay

The Future of Tourism in Miami-Dade County

Key Pillars


- **Sustainability**
- **Convention Center HQ hotel**
- **Collaboration at all Levels**





What can I help with?

What is the future of tourism in Miami-Dade County?



 Summarize text

 Help me write

 Brainstorm

 Get advice

 Code

More

By messaging ChatGPT, you agree to our [Terms](#) and have read our [Privacy Policy](#).



What is the future of tourism in Miami-Dade County?



The future of Greater Miami tourism is promising, driven by several key trends:

1. **Sustainability:** Focus on eco-friendly tourism and climate change adaptation.
2. **Luxury and Wellness:** Continued growth in high-end and wellness-focused travel.
3. **Cultural Expansion:** Miami's art, cultural, and culinary scenes will play a bigger role in attracting visitors.
4. **Technology:** Smart tourism using AI, AR, and VR for personalized and immersive experiences.
5. **Event and Business Tourism:** Increased hosting of global events, conferences, and business travel.
6. **Post-Pandemic Health Focus:** Enhanced safety and cleanliness standards.
7. **Cruise Industry:** Resurgence of cruising from PortMiami.
8. **Infrastructure:** Major investments in hotels, entertainment, and transportation to support tourism growth.

In summary, Greater Miami's tourism future looks strong, with innovation, luxury, and sustainability shaping its evolution.

President's Report



DAVID WHITAKER

President & CEO

Greater Miami

Convention & Visitors Bureau

Welcome & Thank You

Partnership Success

GMCVB Corporate Level Partners



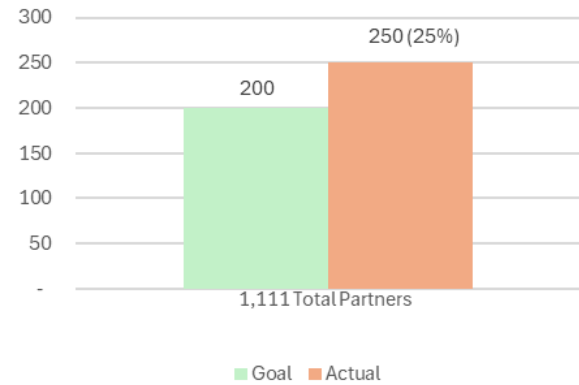
GMCVB Corporate Level Partners



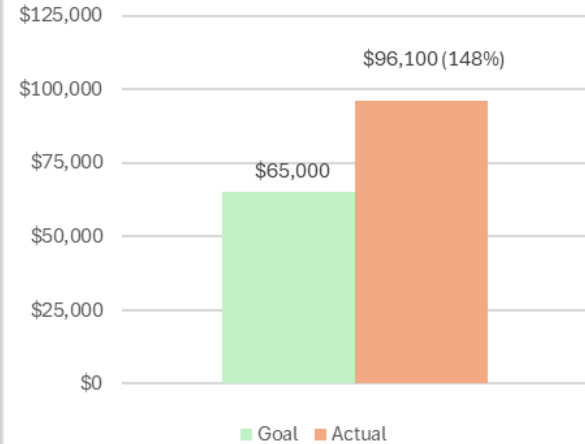
Partnership Revenue



New Partners



Sponsorship Revenue



New Partners 2023 - 2024

305 Peruvian

ABACUS 305, LLC

Abbalé Telavivian Kitchen Aventura

Advanced Staffing Allies

Ahumar

AI Gaia Med SPA

AJ Shorter Photography

Alegria By El Rancherito

Aloft Miami Brickell

Aloft Miami Dadeland

Amadeo Travel Solutions/Empire
Vacations

Amazonia Nikkei

Amelia's 1931

Arce Hospitality Allies

Ariete Restaurant

ARO All Restaurant Offers

Bakalo Miami Aegean Bistro

Bandago Van Rental

Bar Tulio's

Barcelona Wine Bar

BIG Language Services

Billionaires Miami

Black Owned Media Alliance (BOMA)

Black Tap Craft Burgers & Beer

Bombay Darbar Miami

Bouchon Bistro

Bridges Cinema

BRIX Wine Boutique & Charcuterie Bar

Burgermeister Brickell

Carbone Miami

Casa Matilda Steakhouse

Casa Neos

Casa Ocean

Casa Vigil Miami

Casadonna

Catalyst Companies

Catch Miami Beach

Centner Wellness - Brickell

Centner Wellness - Edgewater

Chabella Mexican Restaurant

Chateau ZZ's

Chimba Miami

Colony Hotel

Contessa Miami

CR Development LLC

Creative Focus Photography & Video

Creative Technology Group, Inc.

Crudos Fusion Art

Dapango Technologies

David Ensignia Tennis Academy

Delilah Miami

Design Tours Inc.

Destination Concepts

Destination Sitters, LLC

DiLido Beach Club

Dirty French Steakhouse

Dos Croquetas Calle Ocho

Dua Miami, Autograph Collection

Edan Bistro

El Patio - Bar Habana Restaurant

Elastika

EP Yachting

Erba Miami

Esplanade at Aventura

Eva

Family Fresh

Fatelaes Towels

Felice Brickell

New Partners 2023 - 2024

Fever
FilmGate Miami
Fleming's Prime Steakhouse & Wine Bar
Coral Gables
Flying Arrow Productions
Food Rescue US-South Florida
Francesco Restaurant
Friends of Cape Florida Inc
FURIOSA Productions
Gale Miami Hotel & Residences
George's Restaurant & Lounge
Golden Rule Seafood
Grand Central
Graziano's Bird Road
Ground Up Music Festival
Grove Bay Hospitality Group
Hampton Inn Miami Airport East
Hi-Gloss
Holiday Inn Miami International Airport
Hosteria Romana
Hurrem Hammam Wellness & Spa
Hyatt Place Miami Airport-East
Hydrology Wellness

IG Travel
Il Bolognese
Il Gabbiano
Intersections Public Relations & Global
Communications
Isaie "Zeek" Mathias
Jarana Aventura
Jimmy Buffett's Margaritaville
JP Consulting Group1 Staffing
Keik Bakeshop - Coral Gables
Keik Bakeshop - Doral
Kent Hotel
Key2MIA
Kissaki Sushi
Kreativ Myndz Events
Krüs Kitchen
Kyu
La Màrtola
La Mesa Kendall
La Mulata
La Wagyeria Miami
Lafayette Miami
L'Artisane Bakery & Bistro

LAVA Headspa
Les Ailes Du Desir
Life In Colors
Lit On The GO Med Spa
Los Félix
Love of Urban Design® (LOUD)
Lucky Cat by Gordon Ramsay
Lucky Strike + Bowlero
Luna Pasta e Dolci
Lux MedSpa - Brickell
Luxury Rentals Miami Beach
Maiz y Agave
Mango's Tropical Cafe
Mastro's
Mercato di Mare
Miami Friendors
Miami Sound Rental
Miami Vibes Magazine
Mordisco
Motek Brickell
Motek Coral Gables
Moxy Wynwood Hotel

New Partners 2023 - 2024

Mr. Omakase
Muchaaachos
Museum of Ice Cream
Museum of Sex
Narbona Coconut Grove
Narbona Key Biscayne
Nassau Suite Hotel
North Italia - Aventura
Oasis at Miami Gardens
Ocean Enoteca e Forno
Off-site by Vinya
One K
ORO
Osaka Nikkei Miami
Ossobuco
Osteria del Mar
Osteria Positano
Ostrow Brasserie
Osumi
Passin Miami
PASTA
Pastis

Patch of Heaven Sanctuary
Pinstripes Aventura
Pinstripes Coral Gables
PINTA Miami
Pisco y Nazca Coral Gables
Pixel Swarm Drones
Pixis Drones
Poseidon Greek Seafood Restaurant
PRA South Florida
Privai Spa + Fitness
Pura Vida Miami
Puttery
Rare Velvet Art
Redfarm Miami
Reel City Films
Rishtedar
Ristorante Il Duomo Dei Sapori Inc
Rose Cafe
Ruth's Chris Steakhouse - Aventura
Sadelle's Coconut Grove
Salty Flame
Sana Skin Studio - Coconut Grove

Sanctuary MIMO
Sereia Miami
SGM Meetings Solution
Shermez Logistics LLC
Silver Mirror Facial Bar Coral Gables
SIXT Rent a Car
Sky SEO Digital
Smoke & Dough
Sobefy eCommerce Agency
Soho Beach House
Sonder The Deco
Sonesta Miami Airport
Soufly Chicken
South Florida Regional Transportation
Authority/Tri-Rail
Soya Sushi Bar
Sumak Turkish Cuisine
Suviche Brickell
Suviche Doral
Suviche South Beach
Suviche Wynwood
Taikin Asian Cuisine

New Partners 2023 - 2024

The Amalfi LLama
The Brand Advocates, Inc.
The Break Room Miami
The Capital Burger
The Dirty Rabbit Group
The Escape Game Miami
The FRIENDS Experience: The One in Miami
The Hampton Social - Brickell Miami
The Henry
The Major Food Events Space
The Neighbor's Shop
The Rolling Ads
Thierry Isambert Culinary and Event Design
Thompson Miami Beach
Trip.com Travel Singapore PTE LTD
USA Caribbean Tours Corp

Velvet Taco
Viator
Vida & Estilo Hospitality Group
Video Mix TV
Vilebrequin La Plage
Vinya Wine & Market
VolunteerCleanUp.Org
Wairua Beauty
Wild Lime Adventures
Winter Haven Hotel Autograph Collection
WTE Miami - World Travel Expo
Wynwood Walls
Yann Couvreur Café
Zaytinya South Beach
ZOI Restaurant & Lounge
Zuri
ZZ's Members Club



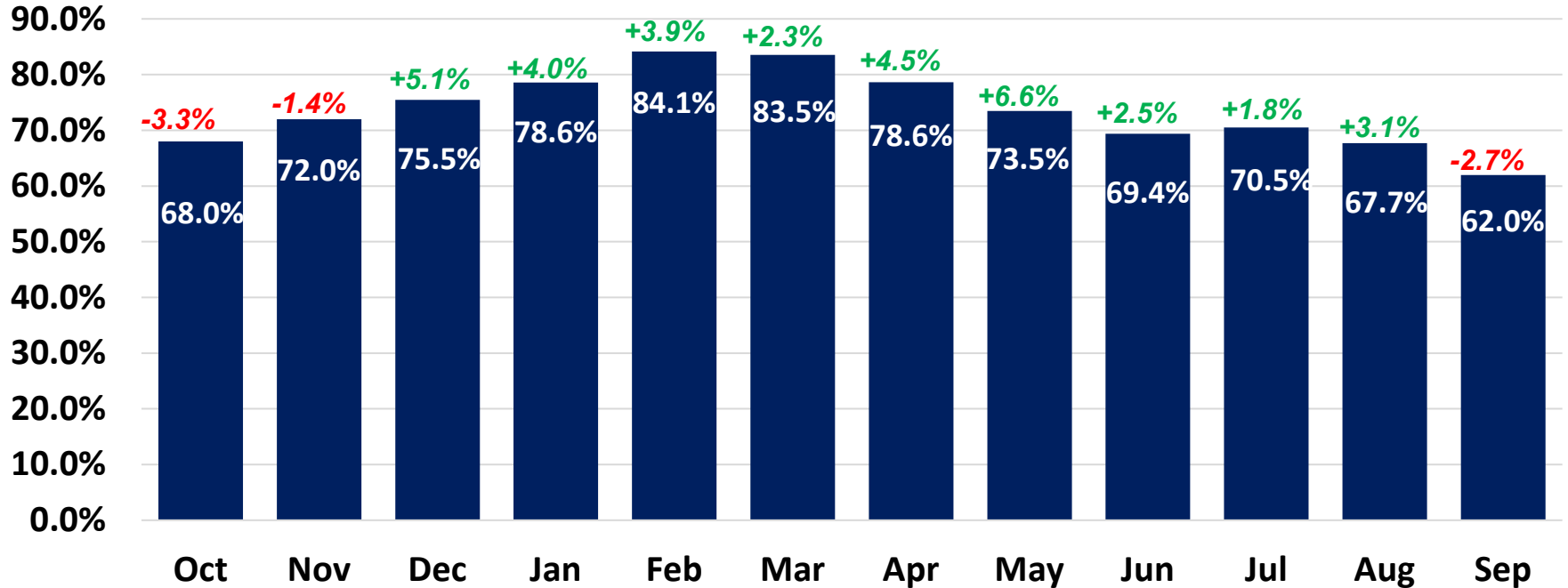
ALI BIBEAU

Senior Director
Partnership Development & Events

Destination Performance

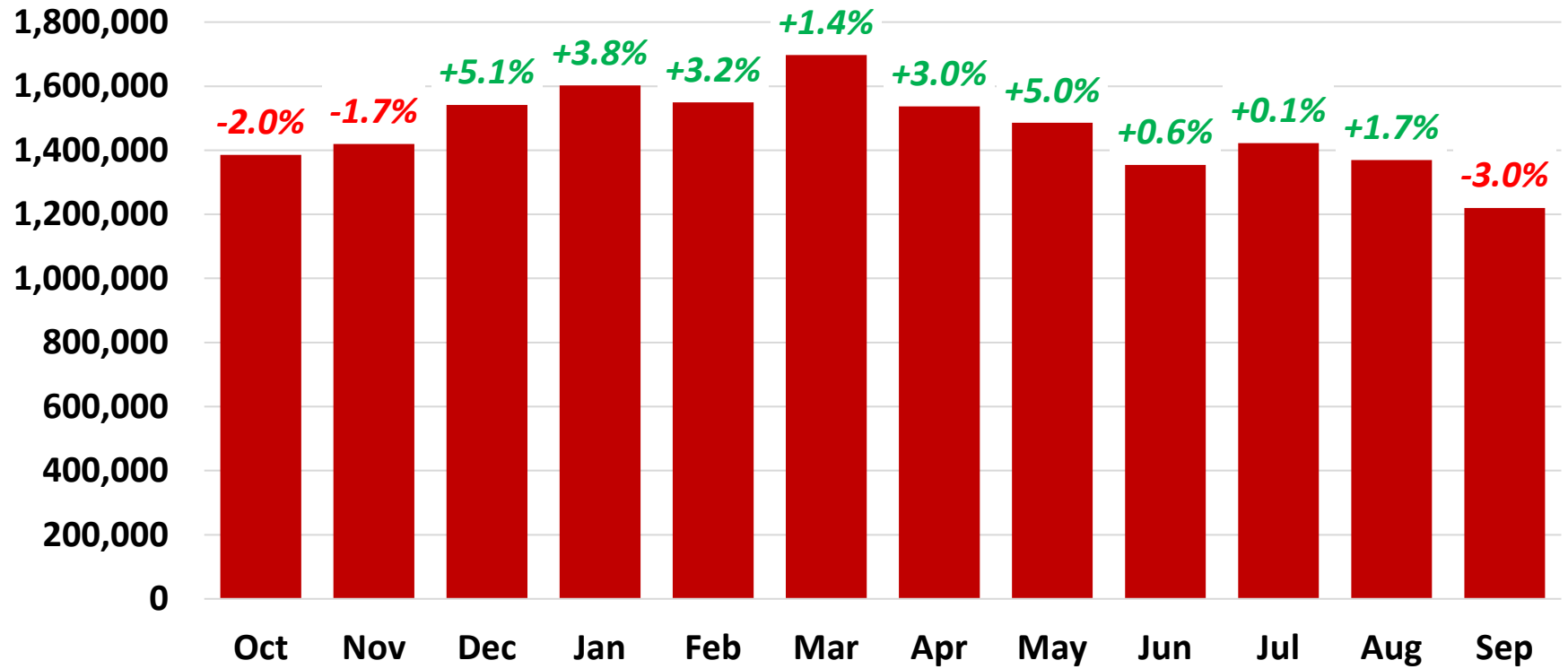
Hotel Occupancy

FY 2024
73.6% (+2.3%)



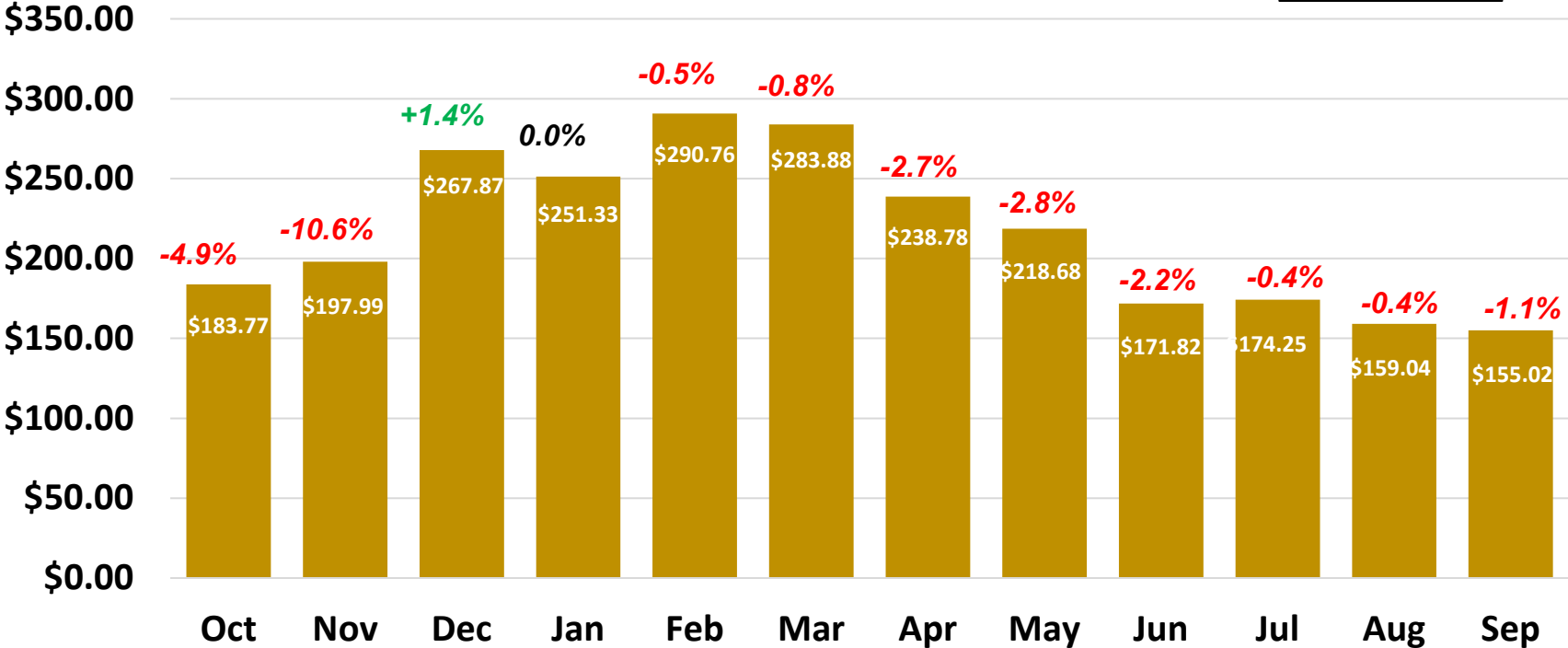
FY 2024
17,585,604 (+1.5%)

Rooms Sold



Average Daily Rate

FY 2024
\$219.69 (-1.6%)



TOP 25 HOTEL MARKETS

OCCUPANCY

2024					% Change
Rank	Region	FY 2024	FY 2023		24 vs 23
1	New York	83.6%	80.7%		3.6%
2	Oahu Island	80.0%	78.8%		1.6%
3	Las Vegas	78.1%	78.7%		-0.8%
4	Boston	74.0%	71.1%		4.0%
5	Saint Louis	73.8%	73.6%		0.2%
6	Miami-Dade	73.5%	71.9%		2.2%
7	Anaheim	71.7%	71.5%		0.2%
8	Los Angeles	71.6%	71.6%		0.0%
9	Orlando	71.2%	73.7%		-3.4%
10	San Francisco	69.9%	67.1%		4.2%
11	Tampa	68.9%	71.3%		-3.4%
12	Denver	68.6%	69.5%		-1.4%
13	Phoenix	68.1%	69.1%		-1.4%
14	Washington, DC	67.5%	66.4%		1.6%
15	Nashville	67.1%	69.5%		-3.4%
16	San Diego	65.6%	65.7%		-0.1%
17	Dallas	65.1%	66.5%		-2.2%
18	Chicago	64.3%	63.1%		1.9%
19	Atlanta	64.2%	65.6%		-2.1%
20	Houston	63.6%	60.0%		6.0%
21	Philadelphia	63.2%	61.3%		3.0%
22	New Orleans	61.8%	59.9%		3.1%
23	Detroit	58.9%	59.1%		-0.3%
24	Minneapolis	58.2%	57.3%		1.5%
25	Seattle	57.8%	58.1%		-0.5%

Source: STR

TOP 25 HOTEL MARKETS

ROOM RATE

2024				% Change	
Rank	Region	FY 2024	FY 2023	24 vs 23	
1	New York	\$310.30	\$292.34	6.1%	
2	Oahu Island	\$285.60	\$279.14	2.3%	
3	Boston	\$231.49	\$220.87	4.8%	
4	Miami-Dade	\$219.77	\$223.18	-1.5%	
5	San Diego	\$218.13	\$221.23	-1.4%	
6	Saint Louis	\$211.37	\$209.76	0.8%	
7	Anaheim	\$209.95	\$207.44	1.2%	
8	Las Vegas	\$203.70	\$191.59	6.3%	
9	Los Angeles	\$194.70	\$198.04	-1.7%	
10	Orlando	\$194.32	\$194.89	-0.3%	
11	Washington, DC	\$183.36	\$177.57	3.3%	
12	San Francisco	\$180.83	\$176.60	2.4%	
13	Nashville	\$176.77	\$178.44	-0.9%	
14	Phoenix	\$171.46	\$173.41	-1.1%	
15	Tampa	\$169.22	\$170.78	-0.9%	
16	New Orleans	\$166.25	\$172.74	-3.8%	
17	Chicago	\$166.11	\$160.52	3.5%	
18	Philadelphia	\$151.80	\$151.11	0.5%	
19	Denver	\$150.81	\$148.55	1.5%	
20	Minneapolis	\$134.52	\$129.22	4.1%	
21	Dallas	\$128.06	\$122.64	4.4%	
22	Atlanta	\$124.82	\$124.22	0.5%	
23	Seattle	\$124.70	\$122.84	1.5%	
24	Detroit	\$123.66	\$120.98	2.2%	
25	Houston	\$118.80	\$112.70	5.4%	

TOP 25 HOTEL MARKETS
REVPAR

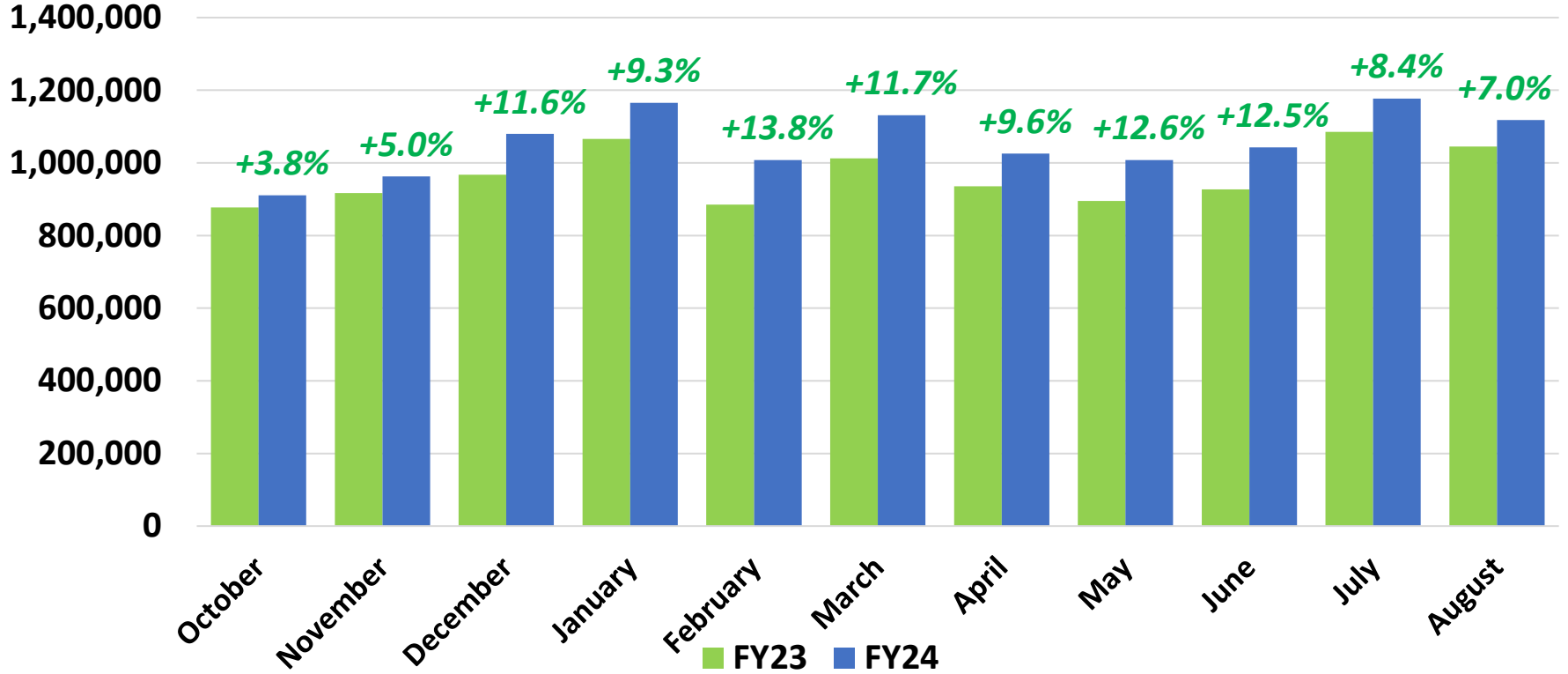
2024				% Change
Rank	Region	FY 2024	FY 2023	24 vs 23
1	New York	\$259.48	\$236.02	9.9%
2	Oahu Island	\$228.61	\$219.84	4.0%
3	Boston	\$171.23	\$157.02	9.0%
4	Miami-Dade	\$161.61	\$160.54	0.7%
5	Las Vegas	\$159.00	\$150.79	5.4%
6	Saint Louis	\$155.88	\$154.33	1.0%
7	Anaheim	\$150.46	\$148.42	1.4%
8	San Diego	\$143.18	\$145.33	-1.5%
9	Los Angeles	\$139.35	\$141.80	-1.7%
10	Orlando	\$138.32	\$143.54	-3.6%
11	San Francisco	\$126.34	\$118.42	6.7%
12	Washington, DC	\$123.70	\$117.93	4.9%
13	Nashville	\$118.64	\$123.96	-4.3%
14	Phoenix	\$116.79	\$119.77	-2.5%
15	Tampa	\$116.66	\$121.84	-4.2%
16	Chicago	\$106.78	\$101.24	5.5%
17	Denver	\$103.38	\$103.25	0.1%
18	New Orleans	\$102.68	\$103.47	-0.8%
19	Philadelphia	\$95.88	\$92.63	3.5%
20	Dallas	\$83.31	\$81.56	2.2%
21	Atlanta	\$80.13	\$81.45	-1.6%
22	Minneapolis	\$78.31	\$74.09	5.7%
23	Houston	\$75.51	\$67.58	11.7%
24	Detroit	\$72.80	\$71.46	1.9%
25	Seattle	\$72.13	\$71.43	1.0%

Source: STR



October 2023 – August 2024
10,613,659, +9.6%

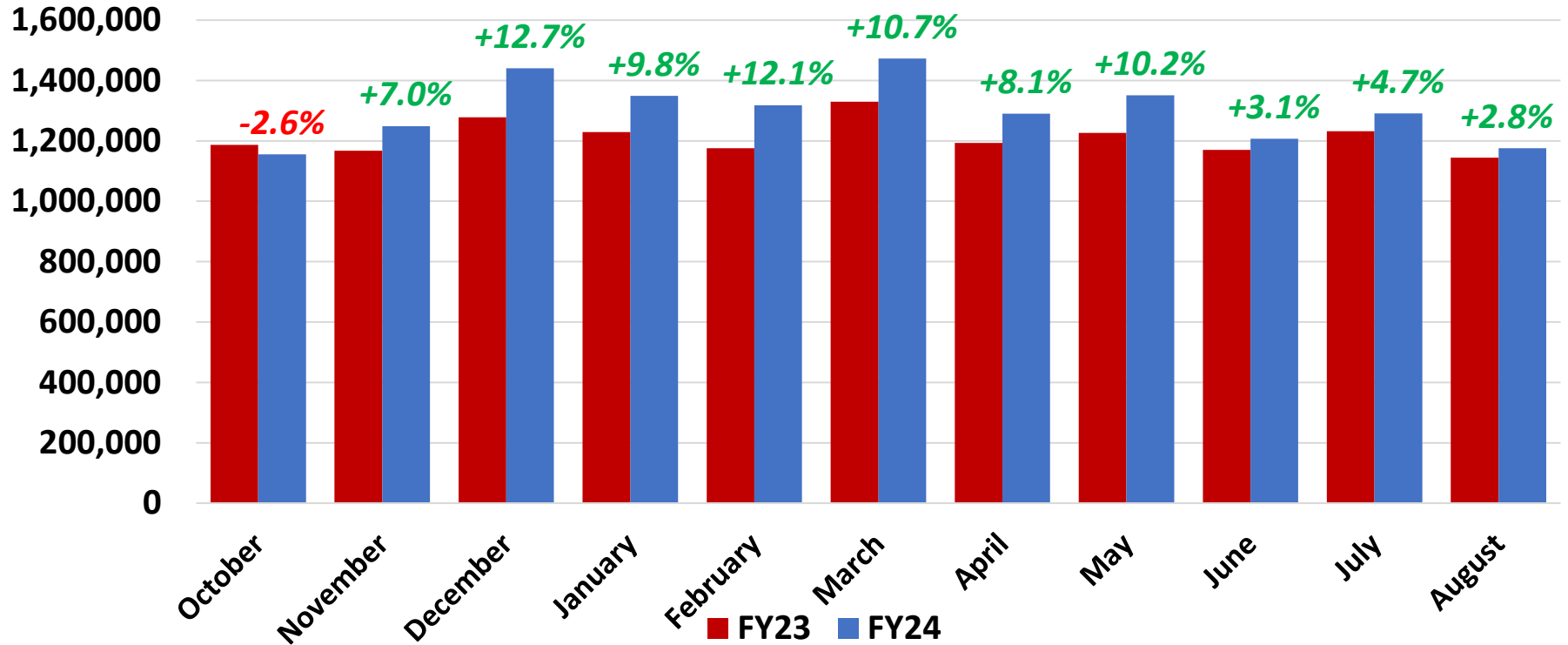
International Arrivals





October 2023 – August 2024
13,333,587, +7.3%

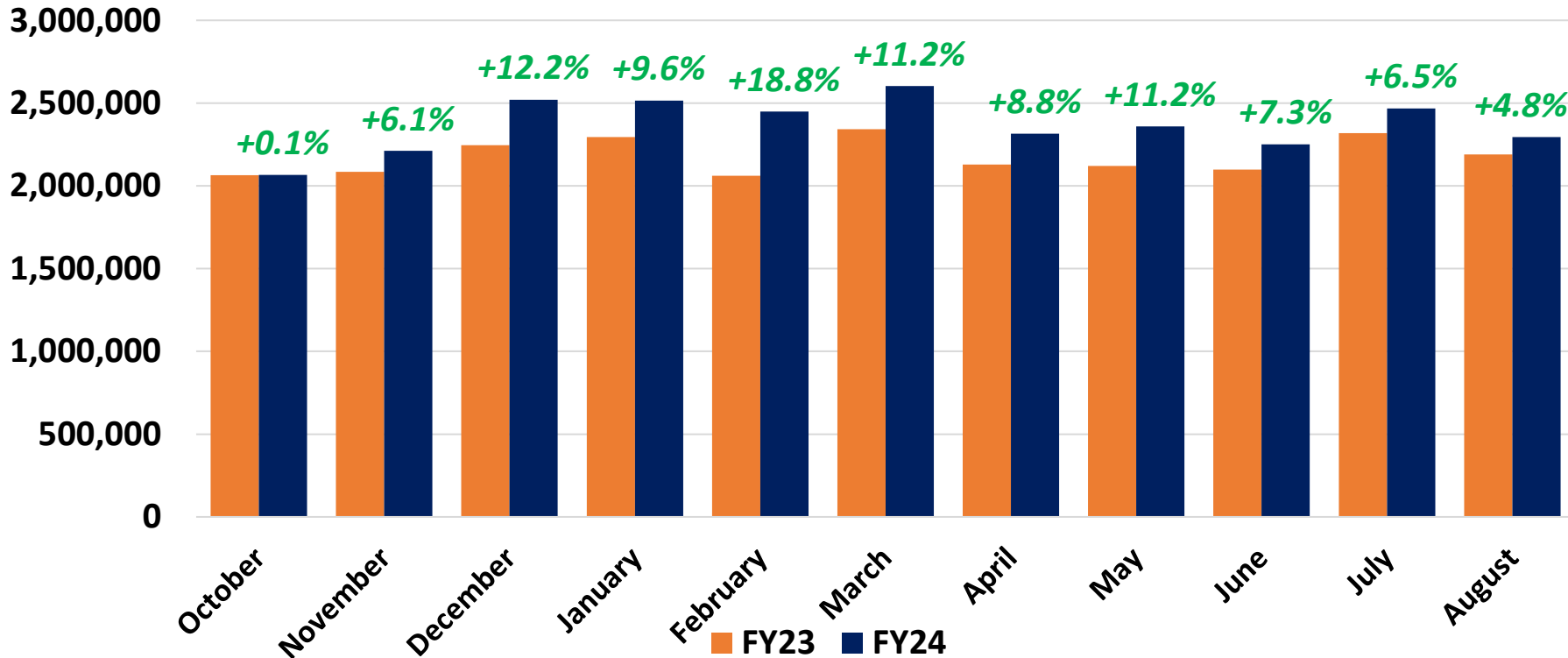
Domestic Arrivals





October 2023 – August 2024
23,947,246, +8.8%

Total Arrivals





PORT MIAMI

- Expected to exceed last year's record breaking 7.3 million passengers
- Shore Power - Five (5) cruise terminals with the ability to plug in three ships at a time
- New MSC Cruise Terminal upcoming in 2024 36,000 passengers daily.
- New Royal Caribbean Cruise Terminal construction to begin next year



2023/2024
ANNUAL REPORT



2024/2025
BUSINESS PLAN



Storytelling





Convention Sales Production

Fiscal Year 2023-2024 YTD

MBCC Goals	Goal	Booking*	% of Goal
Bookings	15	16	107%
P1	10	8	80%
P2	5	8	160%
Total Room Nights	85,000	107,604	127%

Convention Sales Production

Fiscal Year 2023-2024 YTD

In-Hotel Goals - Bookings	Goal	Achieved	% of Goal
Bookings	643	662	103%
Total Room Nights	365,000	406,562	111%

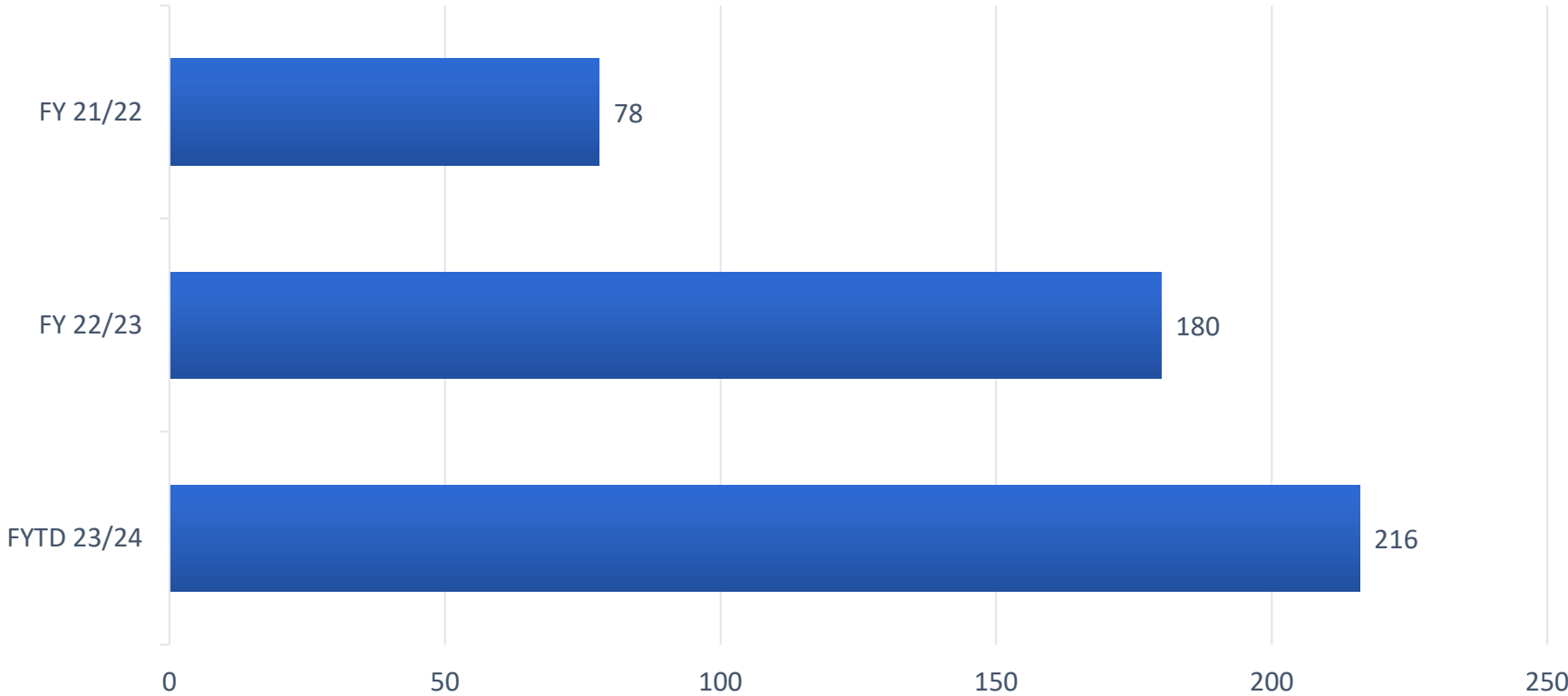
New Citywide Bookings (Oct. 2023 - Sep. 2024)

#	Account Name	Lead Name	Start Date	End Date	Peak	Rmnts	Attendees	EIC (Total)
1	The Basketball Alliance	The Alliance Florida State Championship	2/29/2024	3/3/2024	895	1,970	12,000	\$4,395,137.31
2	Commercetools, Inc.	Commerce Week	4/14/2024	4/18/2024	500	1,377	800	\$1,500,089.97
3	Informa Markets	Food Hospitality LATAM	9/15/2024	9/19/2024	872	3,616	3,000	\$4,374,354.07
4	Adobe	Adobe MAX – The Creativity Conference	10/8/2024	10/17/2024	4,278	19,030	10,000	\$22,018,837.08
5	Informa Markets	Biostimulants World Congress	11/12/2024	11/17/2024	500	1,900	860	\$1,981,111.62
6	Informa Markets	Magic Miami Fashion	1/7/2025	1/13/2025	500	1,680	5,000	\$4,261,353.07
7	iConnections Events LLC	iConnections Global Alts	1/23/2025	1/31/2025	1,973	7,556	3,500	\$9,661,542.96
8	The Show Miami Inc.	The Show Miami	3/15/2025	3/21/2015	500	1,000	2,000	\$3,159,145.56
9	American Express Global Business Travel	Pace Setters Program	5/1/2025	5/10/2025	790	3,439	800	\$3,732,983.62
10	Fraternal Order of Police	Biennial National Conference & Expo	8/1/2025	8/7/2025	2,600	9,600	5,000	\$9,445,645.32
11	Connect	Connect Marketplace	8/24/2025	8/28/2025	2,060	4,710	2,500	\$5,214,178.62
12	eXp Realty	eXpCon	10/17/2025	10/24/2025	3,000	13,305	6,000	\$13,844,900.06
13	Water Quality Association	Annual Convention & Exposition	4/26/2026	5/2/2026	900	2,900	2,000	\$2,708,137.86
14	NeighborWorks America	NeighborWorks Training Institute	8/4/2026	8/14/2026	2,200	11,465	2,200	\$9,963,275.10
15	Society for Worldwide Interbank Financial Telecommunications	SIBOS	9/19/2026	10/9/2026	3,671	19,565	8,000	\$18,096,667.34
16	Messe Dusseldorf North America, Inc.	Xponential (Unmanned Vehicles)	5/17/2027	5/19/2027	1,500	4,256	10,000	\$7,797,209.94

MBCC Annuals

Lead Name	Priority	Peak	Rmnts	Show Attendees
1. International Congress on Esthetics	P3	170	535	1,500
2. Art Basel Miami Beach	P1	1,800	8,000	80,000
3. Florida Supercon	P3	250	600	36,000
4. Emerald Miami Beach Antique Show	P1	200	1,325	2,000
5. Cruise Ship Interiors	P3	300	800	3,000
6. Jewelers International Spring Show	P1	1,500	4,750	6,000
7. Aesthetic & Anti-Aging Medicine World Congress	P3	205	615	1,000
8. Swimwear Show	P3	250	730	5,000
9. eMerge Americas	P3	242	604	12,000
10. LE Miami	P2	669	3,242	2,000
11. Miami International Boat show	P1	1,531	8,336	100,000
12. Jewelers International Fall Show	P1	1,500	6,000	10,000
13. Florida International Medical Expo FIME	P2	300	840	10,000
14. America's Food & Beverage Show	P3	95	460	3,000
15. Miami International Auto Show	P3	100	300	30,000
16. Tissue World	P2	700	2,500	5,000
17. Seatrade	P1	2,500	10,500	10,000
18. CosmoProf	P1	2,000	8,500	15,000
19. Aviation Festival	P3	200	475	400
20. Magic Show Fashion	P2	524	2098	2000
21. CosmoProf	P1	2000	8500	15,000
22. Cabana	P3	100	200	300
23. PB Expo	P3	100	200	300
24. Air Cargo	P2	600	3415	4000
25. Natural Disaster	P3	100	200	3,500

MBCC Citywide Tentative Leads Produced



*As of October 1, 2024



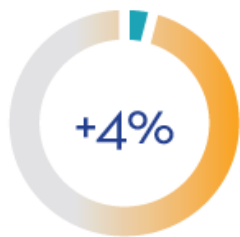
IMEX, Oct 8-10, 2024 - Las Vegas

Storytelling



TOTAL VISITORS

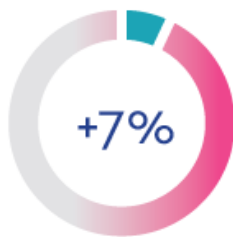
(July 2023-June 2024)



27.8M
Total Visitors



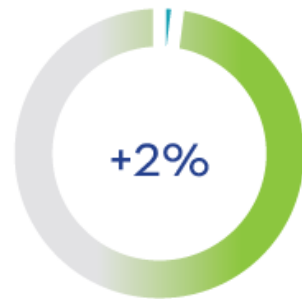
12.9M
Domestic
Visitors



6.5M
International
Visitors



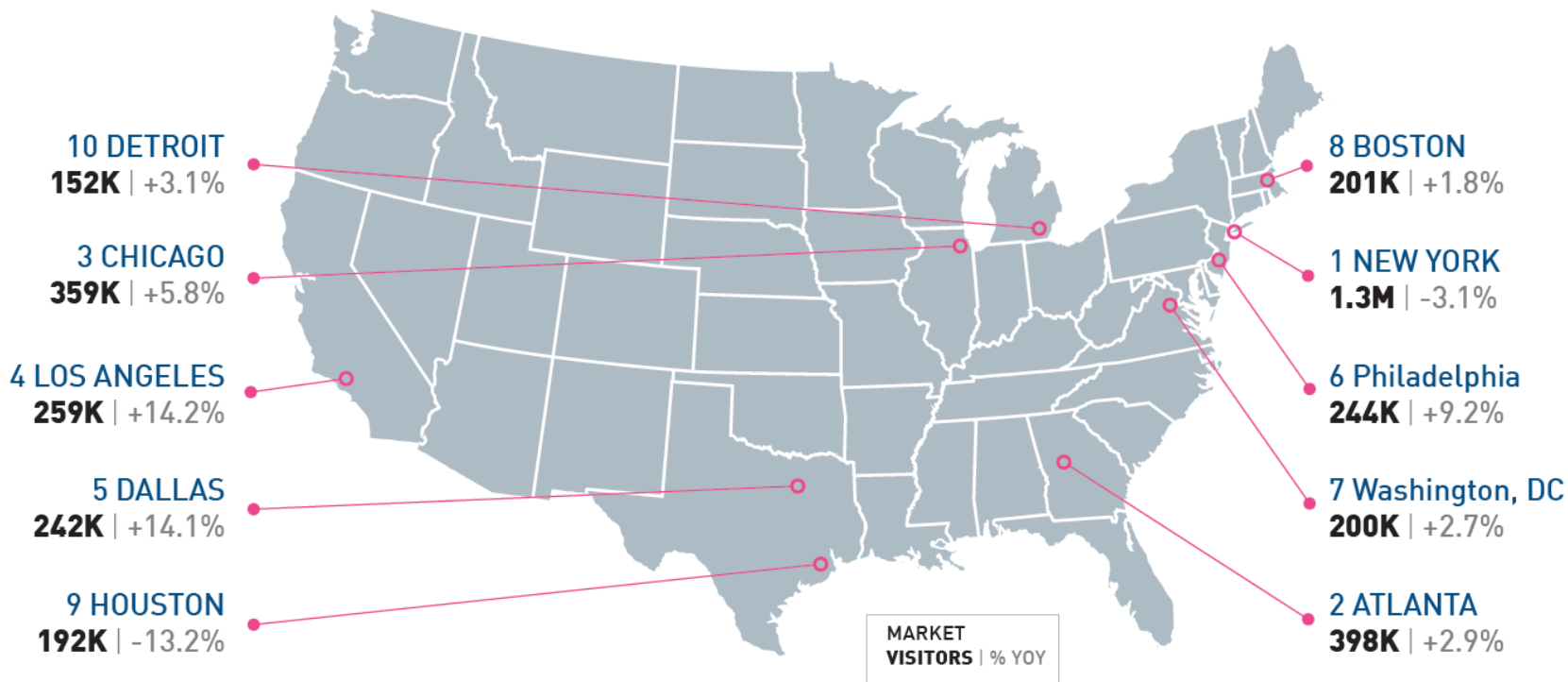
8.4M
Florida
Resident
Visitors



Visitors spent
\$20.6B in
Greater Miami & Miami Beach

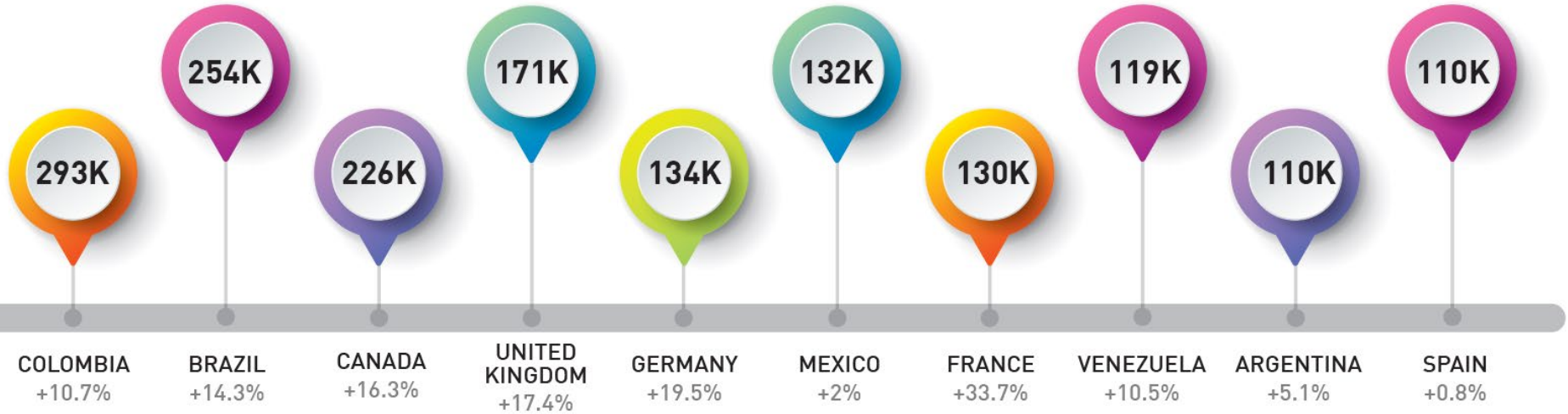
TOP 10 DOMESTIC MARKETS

(January-June 2024)



TOP 10 INTERNATIONAL MARKETS

(January-June 2024)



Global Support & Coordination

PUBLIC RELATIONS 24 COUNTRIES

- Argentina
- Austria
- Bahamas
- Barbados
- Brazil
- Canada
- Colombia
- Denmark
- England
- France
- Germany
- Ireland
- Italy
- Jamaica
- Mexico
- Northern Ireland
- Norway
- Scotland
- Spain
- Sweden
- Switzerland
- Trinidad & Tobago
- United States
- Wales

TRAVEL TRADE REPRESENTATION 43 COUNTRIES

- Argentina
- Austria
- Bahamas
- Belgium
- Brazil
- Canada
 - Toronto
 - Montreal / Quebec
- China
- Colombia
- Costa Rica
- Denmark
- England
- Finland
- France
- Germany
- Guatemala
- Honduras
- India
- Ireland
- Israel
- Italy
- Jamaica
- Japan
- Luxembourg
- Mexico
- The Netherlands
- Northern Ireland
- Norway
- Paraguay
- Panama
- Peru
- Portugal
- Qatar
- Saudi Arabia
- Scotland
- Spain
- Sweden
- Switzerland
- Trinidad & Tobago
- United Arab Emirates
- Uruguay
- United States
 - Southeast
 - Northeast
 - Midwest
 - West
- U.S. Virgin Islands
- Wales





IPW 2024, Los Angeles, CA May 3 - 7, 2024

GMCVB
SALES &
MARKETING
PRIORITIES



THE EXPLORER



THE RECHARGER



THE FAMILY
TRAVELER

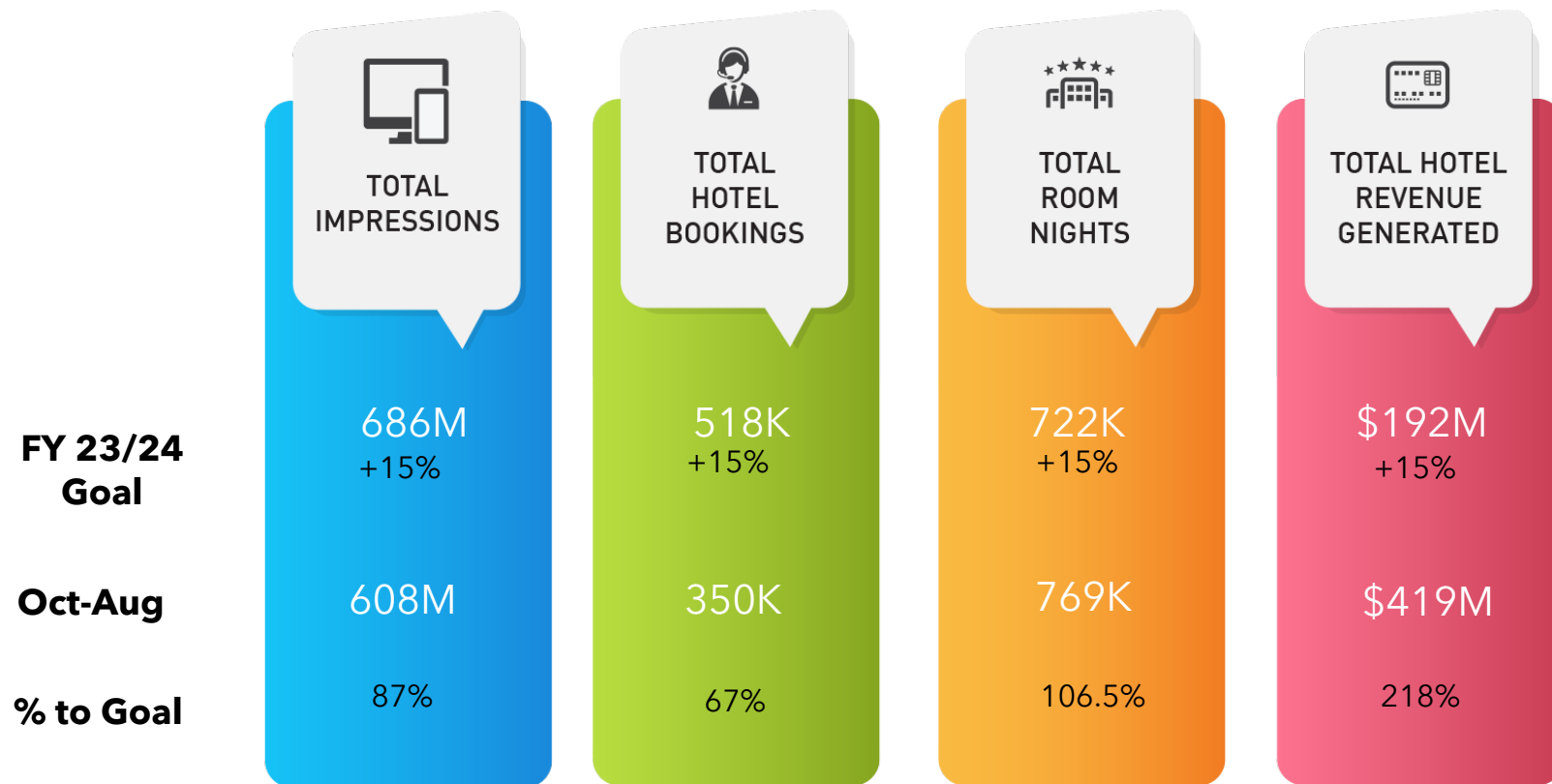


THE INDULGENT
TRAVELER



THE MEETING
PLANNER

Advertising Goals - October to August YTD



Source: Hotel bookings are based solely on ADARA measurement tool. Room nights, Impressions and Revenue are based on a combination of ADARA and Expedia data.



GREATER MIAMI & MIAMI BEACH WELCOMES YOU

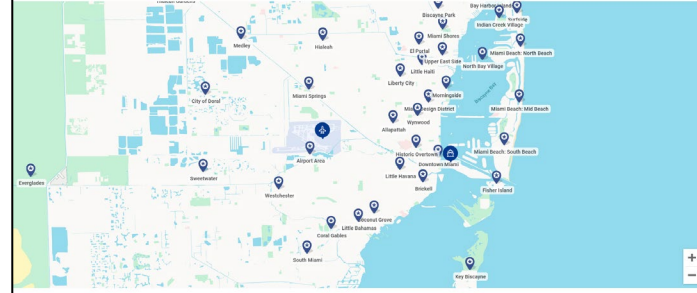
In Miami, diversity is not just celebrated—it's embraced. From its vibrant cultural tapestry to its warm hospitality, Miami offers a welcoming embrace to visitors from every corner of the globe.

Embark on a journey where every moment is an opportunity to discover, indulge, and create memories that linger long after the sun sets.

Explore Our Cities & Neighborhoods

DISCOVER THE VIBRANT DIVERSITY OF GREATER MIAMI & MIAMI BEACH

Each of our cities and neighborhoods offers its own distinct charm. Whether you're seeking lively energy, cultural richness, lush greenery or coastal serenity, there's a perfect place for everyone.



WISH YOU WERE HERE? WE DO TOO!

See Our Live Webcams



Intercontinental Hotel, Downtown Miami

Panoramic views of Bayfront Park, the Skyviews Miami Observation Wheel at Bayfront Park, the Kasuya Center, the Frost Museum of Science and Perez Art Museum.

INTERCONTINENTAL MIAMI HOTEL



2023/2024 HIGHLIGHTS

WEBSITE VISITOR SESSION GROWTH

12.3M, up from 9.8M | Increase of **25%**

EMAIL OPT-INS

50K site users opted in to receive emails from the GMCVB



PARTNER ENGAGEMENTS

Investment in storytelling, articles and website enhancements paid off for partners

6.3M Partner Engagements, including:

- Article links
- Partner detail pageviews
 - Visit website links
 - OpenTable links
 - Book now links
 - Address link clicks

AVERAGE SITE VISIT DURATION



1:21 minutes





Left: The flamboyant South Beach lifeguard towers were inspired by Miami Modernism



CITY LIFE

MIAMI

Discover the influences that have shaped the city over the decades: the cantineros of Little Havana, the architects of Miami Modernism and the Rat Pack performing in glitzy bars

WORDS: ELLEN HIMELFARB.
PHOTOGRAPHS: ALFONSO DURAN

It's a bright morning and I'm pedalling down South Miami Avenue on a vintage bicycle. Gradually, the glittering corridor of Downtown skyscrapers gives way to banyan trees, the emerald tangle slowly blotting out the sky. Swinging left, I turn onto a forested path. Ahead is the Vizcaya Museum, a limestone mansion with gardens that unfurl to meet the Biscayne Bay. The humid air feels thick, carrying the laughter of a couple posing for photos in a verdigris gazebo.

Travel back just over a century, and Vizcaya, with its antique-filled interior, would have been a new-build — an emblem of the nouveau riche at a time when America was emerging as the richest nation in the world. Back then, Miami was an up-and-coming town, starting to attract wealthy bachelors like Vizcaya's first owner, the manufacturer James Deering, in part due to its tropical climate. Its population soon swelled with real-estate speculators, sunseekers and later gamblers and gangsters. Al Capone moved onto an island near Miami Beach in 1928, where rum-runners would deposit burlap sacks of alcohol destined for citywide distribution; Miami, historians say, was the leakiest place during Prohibition.

While many these days are drawn to Miami's modern side, I'm keen to get an insight into what it was like in those early days, in the decades after it was founded. And it doesn't take much effort to find; more than most American cities, this centenarian wears its historic heart on its sleeve.

THE 1920S: COCONUT GROVE

Soon, I'm cycling into the close-knit, low-rise neighbourhood of Coconut Grove, where children file out of yellow school buses into Peacock Park and the main street is actually called Main Street. Beyond the blue-stucco playhouse, being refurbished into an arts centre, the gabled storefronts sit amid ancient oaks and coconut palms, which filter out the sun and make the 55C air feel cooler. It's 3.30pm, and some of the residents are clinking chilled glasses of white wine on their terraces.

The Grove was settled in the early 1900s — ahead of other Miami districts — and annexed into the city in 1925, and some houses still resemble planters' cottages and homesteads. There's hardly a high rise in sight. At dinnertime, I head for a spicy chilli dog and cold lemonade at Taurus, first built to serve tea during Prohibition. The bungalow has since switched focus to whiskey, bottles of which line shelves beneath the old wooden beams.

A floppy-haired man called Jay is sampling one as I pull up a stool at the bar. He turns to me and asks: "You here for work or just livin' your best life?" He's wearing espadrilles and expensive Vilebrequin shorts, and tells me he moved here from Pennsylvania to "dabble in real estate", admitting that work and play tend to blend in Coconut Grove. "It's a slower life," he says. "Not like up there." He gestures north to central Miami, as if it's New York. "It's the people that make life here," he says, before a pause. "People like me." He grins.

1.5 million impressions ; \$150K advertising value equivalence

MARKETING COMMUNICATIONS
(EARNED TRADITIONAL MEDIA) GOALS - QUANTITATIVE APPROACH

KPI	GOAL 23/24	ACTUAL 23/24	% OF GOAL	24/25 PROPOSED GOAL	% GROWTH OF GOAL
FREQUENCY	1.4K	1.8K	129%	1.5K	7%
IMPRESSIONS	15B	28.2B	188%	16.1B	7%
AD VALUE	\$160M	\$157.7M	99%	\$160M	0%
MEDIA / INFLUENCERS HOSTED	195	187	96%	195	0%
QUALITATIVE SCORE AVERAGE	69	74	MET	70	1%



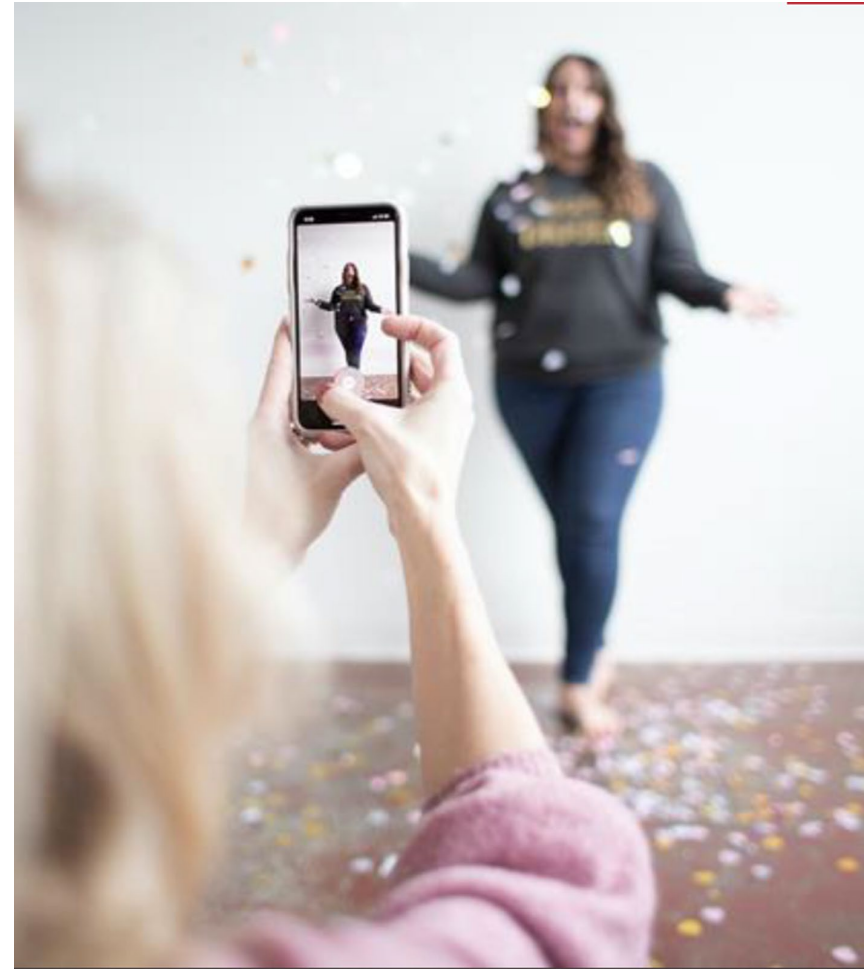
Recently hosted group of global news agencies such as the AP, Reuters, Getty Images, AFP and Xinhua (China); collectively, the group generates 80% of the global news

Social Media & Owned Channels

The Creator Collective launched in July 2024 to leverage Miami-based content creators who have a unique POV and are natural storytellers about the community they live in and love.

The GMCVB's Creator Collective currently consists of 20 writers and 4 video creators, 1 drone & underwater videographer & photographer.

The Collective represents members of the local Hispanic, Black & Brown and LGBTQ communities with interests spanning from food, lifestyle, art, culture, music, watersports, health and wellness and much more.



Instagram Media Channel Rate of Growth

@VisitMiami vs.
Other DMOs

Cities	Growth Percentage
@VisitMiami	11.8%
@Destination_Toronto	11.6%
@GoDomRep	8.4%
@DiscoverPuertoRico	8.4%
@ChooseChicago	7.8%
@PalmBeachesFL	4.4%
@VisitTampaBay	4.0%
@VisitLauderdale	3.4%
@VisitOrlando	2.3%
@VisitWashingtonDC	2.0%
@NYCTourism	1/3%
@VisitDenver	0.7%
@DiscoverLA	-.03%
@VisitUvi	n/a
@VisitTheBahamas	n/a

**CREATORS
COLLECTIVE**
MIAMI ORGANIZED BY
GREATER MIAMI
AND MIAMI BEACH



MULTICULTURAL TOURISM & DEVELOPMENT

The Multicultural Tourism & Development Department's role is to help promote the diversity of Miami's multicultural communities, attractions and events.

By working locally to build consistency and economic sustainability as well as broaden the scope of initiatives, the department maximizes marketing and engagement opportunities. Its focus is to promote the heritage of Greater Miami & Miami Beach, help attract convention business and improve experiences for cultural travelers, support cultural events, and assist in tourism capacity-building for small and minority-owned businesses.

In addition, the Black Hospitality Initiative (BHI) – the GMCVB's 501 (c)(3), which focuses on education, talent development and education – is part of the department's oversight, goals and objectives.

To learn more, contact
MulticulturalTourism@GMCVB.com

2023/2024 HIGHLIGHTS



1. Hispanic Heritage Month Walking Tour
2. Art of Black Miami Cover Competition
3. Asian American Community Tour
4. Guayabera Day, Calle Ocho News

5. Black History Month AOH Student Tour
6. MBF Small Business Training Graduation
7. NABHOOD Student Tour
8. Black Hospitality Initiative Scholarship Interviews

TOURISM BUSINESS ENHANCEMENT PROGRAM: SMALL BUSINESS OUTREACH AND CAPACITY BUILDING

Miami Bayside Partnership and GMCVB Lead Planning Workshops collectively reached **149** Businesses



Marketed and promoted **59** art events that showcased multiple affiliated artists during Art Basel season (November/December)

Hosted **15** GMCVB-sponsored events



Awarded **22** BHI scholarships for Fall 2024–Winter 2025

St. Thomas University: **1** Award / Florida International University: 1 Award + 4 Renewals = **5**

Florida Memorial University: 1 Award + 1 Renewal = **2** / Miami Dade College: 9 Awards + 5 Renewals = **14**

There were **9** BHI graduates from FIU and MDC combined in 2023

Raised a record **\$230K** for BHI scholarships at the H.O.T. Challenge golf tournament 2024



Black Hospitality Initiative MAM Date: MAY 17, 2024

Pay to the order of Black Hospitality Initiative \$230,000

Two Hundred Thirty Thousand DOLLARS

Rolando Apelo

169650:176110757:1166103870

H.O.T. Challenge Sponsors

PLATINUM - \$10,000



SILVER - \$5,000

AVOQ
Carnival Cruise Line
Loews Miami Beach Hotel

Miles Partnership
Show Technology
United Airlines

BRONZE - \$3,800

AKA Hotels
Andaz Miami Beach
Balsera
Beacon Council
The Betsy Hotel
Big Brothers Big Sisters
Black Owned Media Alliance
Brown & Brown Insurance
Southeast Overtown/Park West CRA
ETHOS Event Collective
EXPEDIA, Inc.
First Horizon

FIU Chaplin School of Hospitality
Fontainebleau Development
Goldman Properties
Greater Miami Chamber of Commerce
Greater Miami & the Beaches Hotel Association
Greenberg Traurig
Hilton Cabana Miami Beach
Homestead Miami Speedway
InterContinental Miami
Joe's Stone Crab
JRM Construction Management
JW Marriott Miami Turnberry Resort & Spa
Marriott Miami Biscayne Bay

Miami Beach Chamber of Commerce
Miami Dolphins
Miami Lakes Hotel
Miami Marlins
Ocean Bank
Orange Bowl Committee
Nobu Eden Roc
RBB
Royal Palm South Beach Miami
RSM
Sunny Isles Beach Tourism & Marketing Council
Vaughan Nelson

ARTS & CULTURE TOURISM

The Arts & Culture Tourism Division promotes Greater Miami & Miami Beach as a unique cultural destination boasting outstanding art museums, galleries, historic sites, attractions, festivals and performing arts events.

Marketing initiatives include hosting programs targeting media, attending local, national and international trade shows, and producing compelling promotional content.

Additionally, the division works to ensure that community arts and culture organizations, festivals and attractions have access to opportunities that attract visitor audiences and ensure long-term cultural vibrancy for the destination.

To learn more, contact CulturalTourism@GMCVB.com

2023/2024 HIGHLIGHTS



1. Art Basel Hong Kong
2. Art Basel Miami Beach
3. LEVEL Airlines Launch Event with Quake

- 4 & 6. International Children's Art Tour, The Bass, Miami Beach
5. Doral Contemporary Art Museum Business of Art Panel
7. Serving the Arts Awards, Miami-Dade County Auditorium

ATTRACTIONS, EXPERIENCES & MUSEUMS CO-OP PROGRAM

15 organizations participated

Impressions: **6.2M**

109K total click throughs

\$86K invested

MIAMI ARTS, CULTURE & HERITAGE MONTHS

2M advertising impressions

15 editorial placements

30M PR impressions

210.6K annual website views

CONFERENCES, CONVENTIONS & TRADE SHOWS

20+ events

Connected with hundreds of industry professionals from around the world who are interested in arts & culture tourism in Greater Miami & Miami Beach

MIAMI ARTS MARKETING PROJECT

900+ participants

50 expert thought leaders

16 virtual labs and coaching sessions

MIAMI ART WEEK

16 satellite fairs/festivals throughout
Greater Miami & Miami Beach

79K+ attended Art Basel Miami Beach
at the Miami Beach Convention Center

277 galleries across 5 sectors from **38** countries
and territories participated

Art patrons and private collectors from **92** countries and territories visited the fair,
including representatives from **200+** cultural institutions and foundations

No Vacancy Miami Beach: 4th edition featured **12** artists in **12** hotels over three weeks

MIAMI ATTRACTION & MUSEUM MONTHS

9.7M advertising impressions

1.5K offers redeemed

59 participating organizations

6.5M PR impressions

LGBTQ+ TOURISM MARKETING

The LGBTQ+ Tourism Marketing Division showcases Greater Miami & Miami Beach as a top destination for LGBTQ+ travelers. Through targeted initiatives, promotional activities and content creation, the division keeps potential visitors, travel professionals and media updated on the latest offerings, including hotels, events, attractions, airlines and cruise options.

The division seeks to empower individuals in the Greater Miami & Miami Beach tourism industry to effectively connect with LGBTQ+ customers through the rollout of the Miami Begins with Me LGBTQ+ Diversity & Inclusion Training program.

To learn more, contact
LGBTQ@GMCVB.com

2023/2024 HIGHLIGHTS



1



2



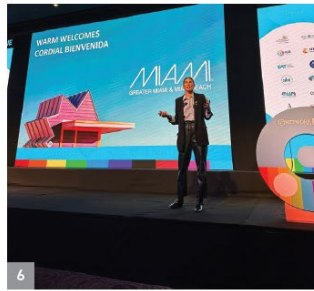
3



4



5



6



7



8

1. IGLTA Global Partner Summit
2. GNetwork360 Madrid
3. AVIAREps Roadshow
4. Brazil Sales Mission

5. Florida Out Coast Convention (FLOCC)
6. GNetwork360 BUE
7. IGLTA Global Convention
8. PROUD Experiences

MARKETING ACTIVITIES

(CONFERENCES, CONVENTIONS, TRADE SHOWS, CAMPAIGNS, EVENTS AND MISSIONS/VISITS)

16 International

20 Local

9 Domestic

45 Total Activations (+21.5% increase over 2022/2023)



RAINBOW SPRING

Expedia Booking Campaign

4.4M Impressions

27.8K Total Room Nights
(+3.3% over 2023)

\$17.2M Gross Bookings
(+18.6% over 2023)

ACTIVATION HIGHLIGHTS

- Inaugural Miami Beach Pride Concert
- Development of Find Your Miami LGBTQ+ Campaign
 - Hosted two LGBTQ+ meeting groups:
May: IGLTA Global Partner Summit
August: Florida Out Coast Convention
- Hosted LGBTQ+ Travel Industry Fam Trip from Brazil in collaboration with Orinter and PANROTAS
- Drove engagement and increased visits to LGBTQ+ pages on MiamiandMiamiBeach.com by 19.6%,
from 75K to **98.7K**

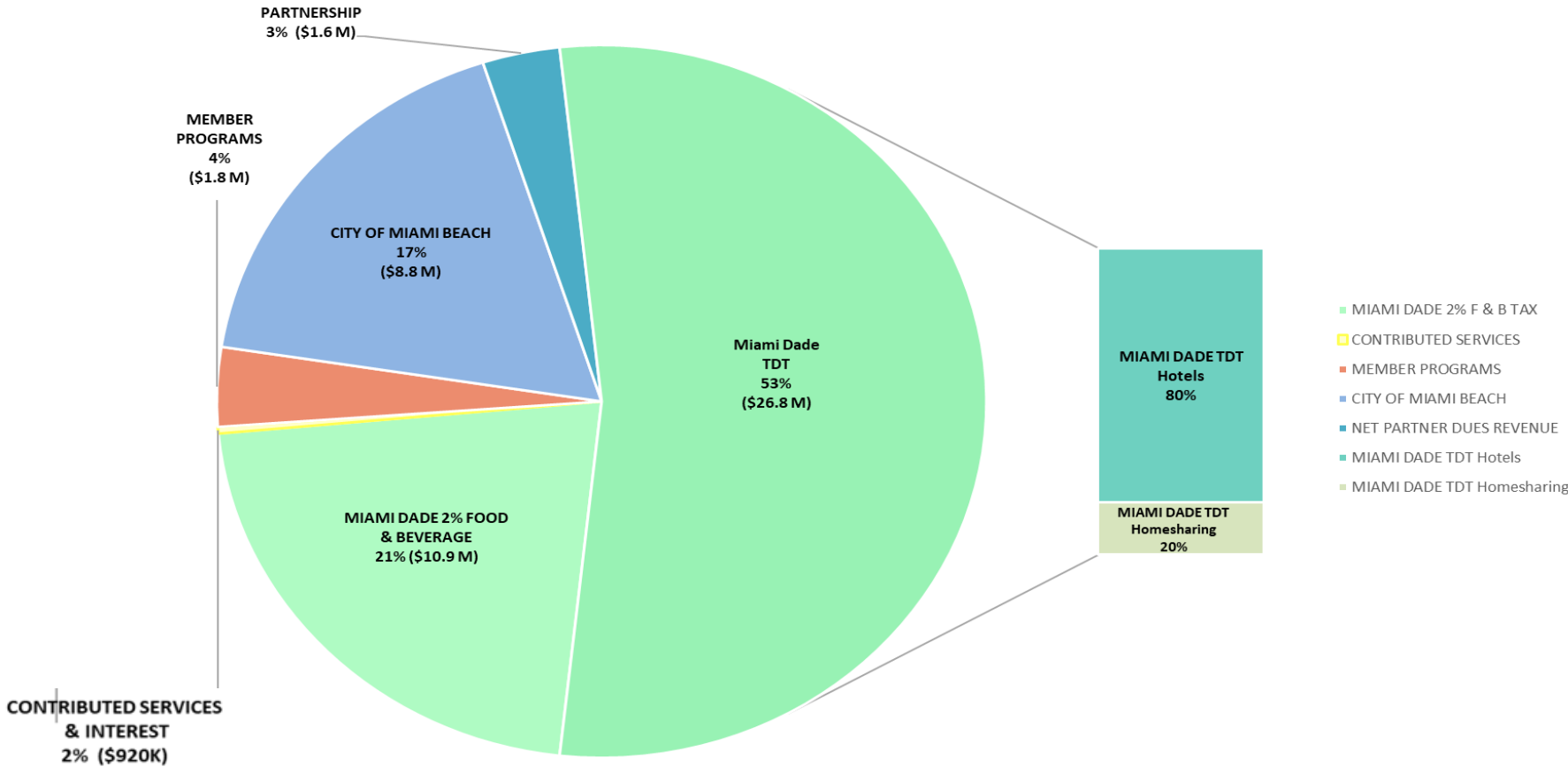


- Led diversity and inclusion training program for members of the hospitality industry

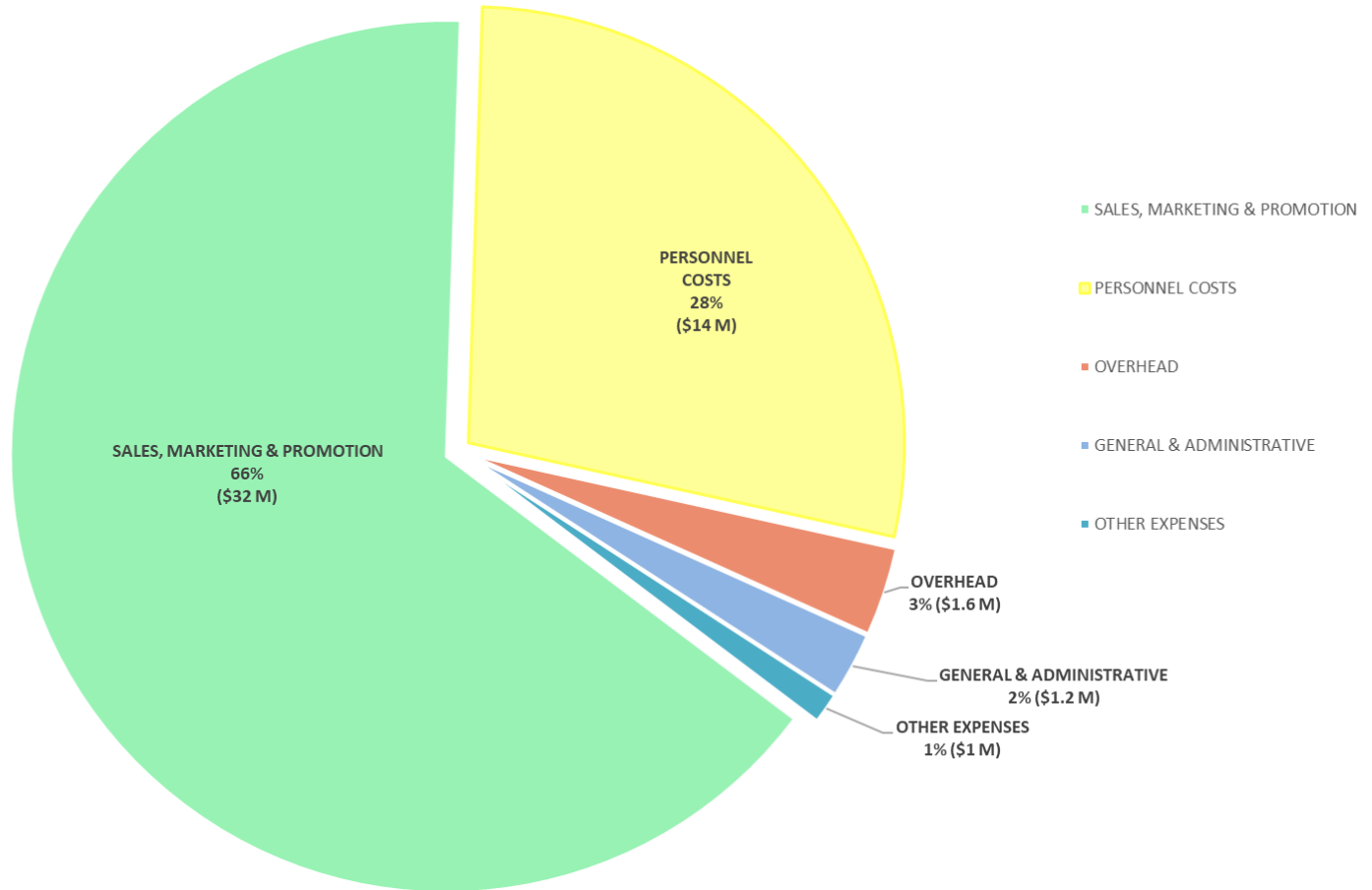
Looking Ahead



FY 2024 - 2025 Proposed Budget Revenue



FY 2024 - 2025 Proposed Budget Expenses



FY 24/25 Key Organizational Priorities





Story Telling
(Content Strategy)

Engagement

Consumer
Clients
Partners
Stakeholders
Board

Audience
Development

Target Segments*
**Visitor / Customer
Journey**

Expand
Value
Proposition
(Brand Promise/
North Star)

Commitment
to Equity,
Diversity
& Inclusion

GMCVB Staff
Deployment /
Development

Alignment,
Alignment,
Alignment

Plan for the
Future

Ongoing Priorities

- **Music**
- **Neighborhoods**
- **Art & Culture**
- **Luxury/Affluent/Lifestyle**
- **Convention/Events in need periods**

Expanded Priorities



Storytelling



In Memoriam



In loving memory

Ernesto Aragon

Guest Services Director
The Biltmore Hotel
1959 - 2024



In loving memory
Susan Brustman
Brustman Carrino PR
1943 - 2024



In loving memory

Dr. Enid Pinkney

**Miami Historian & Preservationist
1931 - 2024**



In loving memory

Merrett R. Stierheim

**Miami-Dade Icon and Former
GMCVB President & CEO**

1933 - 2024



**BROUGHT
TO YOU BY
TOURISM**

**PRESENTED BY THE
GREATER MIAMI CONVENTION & VISITORS BUREAU**

Our Sustainability Story





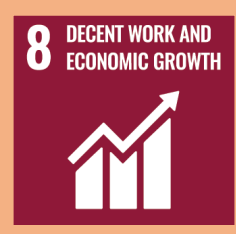
ROLANDO AEDO

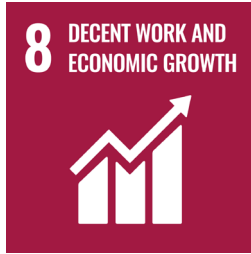
Chief Operating Officer
Greater Miami
Convention & Visitors Bureau

Our Sustainability Story



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.

Sustainable Development
+
Sustainable Destination
=
Better Place
to
Live, Work, Play and Visit



- **Alex Novy** - Coordinator, Sports & Entertainment Tourism
- **Ali Bibeau** - Senior Director, Partnership Development & Events
- **Belen Alvarado-Roman** - Sustainable Tourism Coordinator
- **Daina Leon** - Project Manager, Finance & Administration
- **Herlinda Lombardi** - Program Manager, Multicultural Tourism & Development
- **Joe Docal** - Director, Travel Industry Sales
- **John Copeland** - Director, Arts & Culture Tourism
- **Mariana Kellogg** - Manager, Marketing Communications
- **Marianne Schmidhofer** - Director, Convention Sales & Services
- **Richard Gibbs** - Director, Corporate Communications & External Affairs
- **Suzie Sponder** - Senior Director, U.S. and Canada, Marketing Communications

Industry Partners



- **Sustainable Tourism Hotel Advisory Council**
- 1 Hotel South Beach
- Acqualina Resort & Residences on the Beach
- Carillon Miami Wellness Resort
- Cadillac Hotel & Beach Club
- Dream South Beach
- Hyatt Regency Miami
- Hyatt Regency Coral Gables
- Loews Miami Beach
- Sheraton Miami Airport
- The Palms Hotel & Spa
- SH Hotels & Resorts
- Sole Miami

Interlocal Partners



MIAMIBEACH



Educational Partners

FIU

**Chaplin School of
Hospitality & Tourism
Management**

FLORIDA INTERNATIONAL UNIVERSITY

Online Bachelor of Arts

Global Sustainable Tourism

Chaplin School of Hospitality & Tourism Management



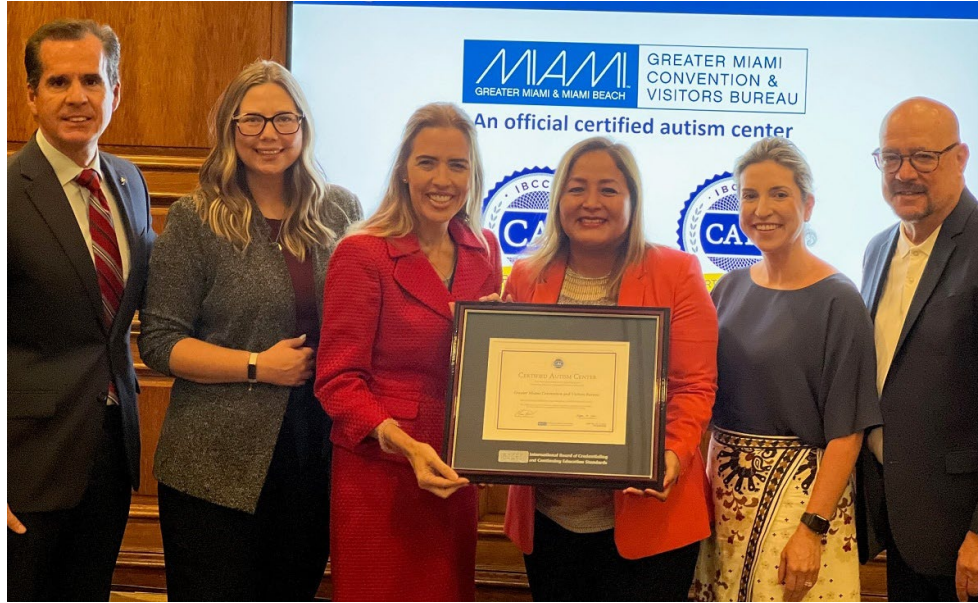
**Miami Dade
College**

Community Partners



**What have we
accomplished so far?**

Official Certified Autism Center



April 1, 2024 - 50+ Certified GMCVB Autism Travel Professionals



CERTIFIED AUTISM CENTERS (3)

- GMCVB
- Miami Beach Convention Center
- West Miami Police Department

IN PROGRESS (6)

- 2 Hotel Properties
- 2 Attractions
- 2 Entertainment Venues

wheel the world



Phase 1 Complete

FACILITIES

- 1. Miami Beach Convention Center**
1901 Convention Center Drive

HOTELS

- 2. 1 Hotel & Spa**
2341 Collins Avenue
- 3. AxelBeach Miami**
1500 Collins Avenue
- 4. Eden Roc Miami Beach**
4525 Collins Avenue
- 5. Fontainebleau Miami Beach**
4441 Collins Avenue
- 6. Hotel Greystone**
1920 Collins Avenue
- 7. Kimpton Surfcomber**
1717 Collins Avenue
- 8. Loews Miami Beach**
1601 Collins Avenue
- 9. National Hotel**
1677 Collins Avenue
- 10. Royal Palm South Beach**
1545 Collins Avenue
- 11. W South Beach**
2201 Collins Avenue

ARTS & CULTURE

- 12. Adrienne Arsht Center for the Performing Arts**
1300 Biscayne Boulevard
- 13. The Bass**
2100 Collins Avenue
- 14. Colony Theatre**
1040 Lincoln Road
- 15. The Fillmore Miami Beach**
1700 Washington Avenue
- 16. Frost Museum of Science**
1101 Biscayne Boulevard
- 17. Jewish Museum of Florida-FIU**
301 Washington Avenue
- 18. Miami Children's Museum**
980 MacArthur Causeway
- 19. New World Center**
500 17th Street
- 20. Pérez Art Museum Miami**
1103 Biscayne Boulevard
- 21. The Wolfsonian-FIU**
1001 Washington Avenue

ATTRACTIONS

- 22. Jungle Island**
1111 Parrot Jungle Trail
- 23. Miami Beach — Beaches**
Ocean Drive & Collins Avenue
- 24. Miami Beach Botanical Garden**
2000 Convention Center Drive
- 25. Museum of Illusions**
536 Lincoln Road
- 26. Rooftop Cinema Club South Beach**
1212 Lincoln Road, 6th Level

SHOPPING

- 27. Lincoln Road Shopping District**
Lincoln Road

VISITOR CENTERS

- 28. Art Deco Welcome Center**
1001 Ocean Drive
- 29. Miami Beach Visitor Center**
100 16th Street, Suite 6
- 30. LGBT Visitor Center**
1130 Washington Avenue

Launching - Phase 2

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Hotels and activities to enjoy your trip with accessibility information verified by our team. Photos and measurements included!

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MIAMI
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Our Sustainability Story



Official Launch - Green Key Global Certification





Certification Incentive

Exclusive 50% Discount for GMCVB Partners

As a GMCVB Partner, you are eligible for special pricing:

- Regular Membership fee of ~~\$950.00~~ | **GMCVB Partner cost \$807**
- Virtual audit required for certification (every 3 years): **\$500**
- Total Regular cost: \$1450 | **GMCVB Partner Total cost: \$1307**
- **GMCVB 50% subsidy first-time members for a total savings of \$796!**

Your cost after GMCVB contribution: \$654



Certification Journey

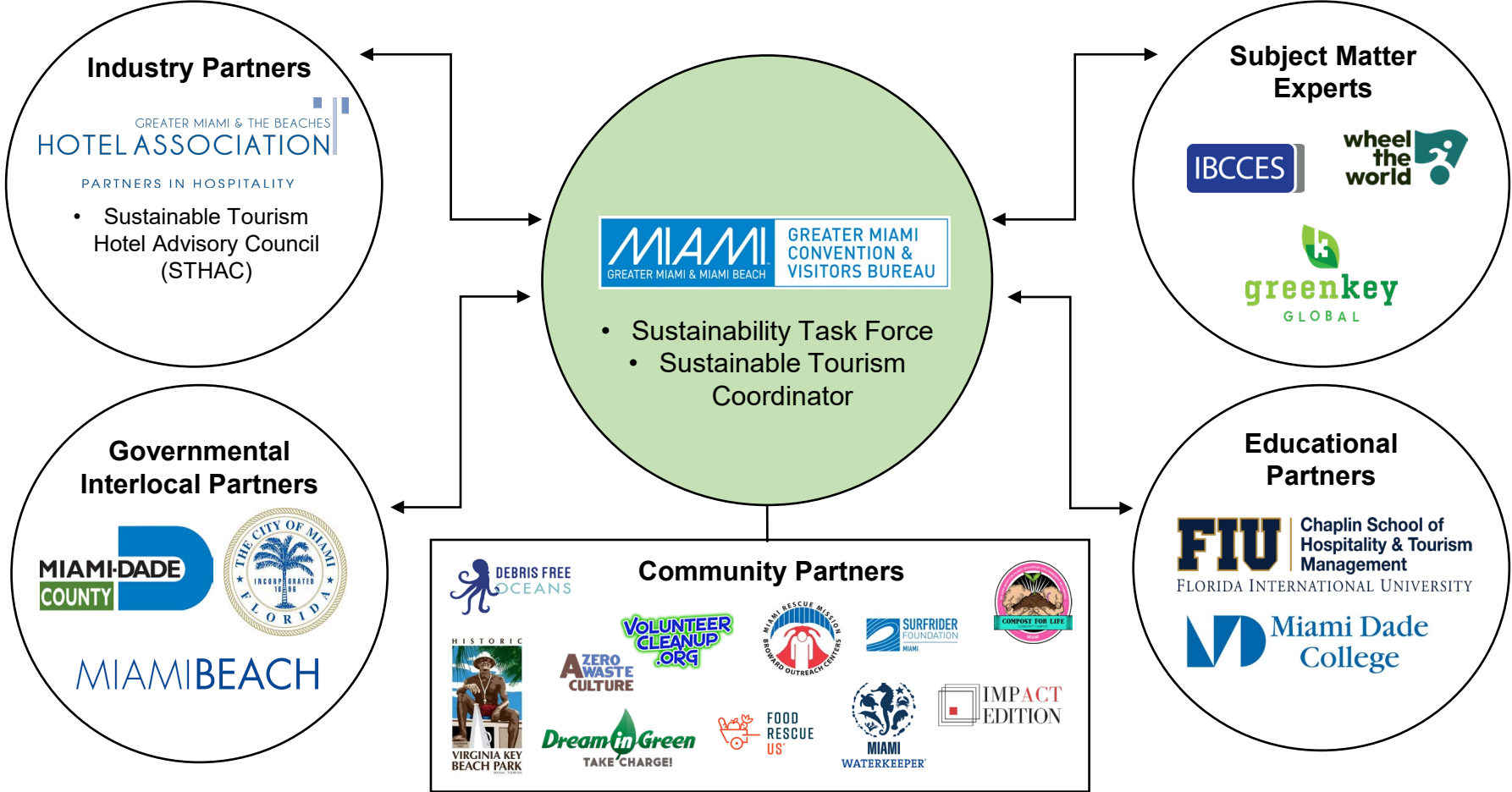
CERTIFIED (9)

- Acqualina Resort & Residences on the Beach
- Andaz Miami Beach
- Cadillac Hotel & Beach Club, Autograph Collection Hotels
- Circa39 Hotel
- Hyatt Regency Coral Gables
- Hyatt Regency Miami
- Mayfair House Hotel & Garden
- Solé Miami, A Noble House Resort
- The Altair Hotel Bay Harbor, Miami

IN PROGRESS (18)

- Mr. C Miami
- Ritz Carlton Coconut Grove
- SLS Lux
- The Elser Hotel and Residences Miami
- Atton Hotels Novotel Miami
- Blue Moon Hotel
- Winter Haven Hotel
- The Goodtime Hotel Miami Beach
- Flamingo Adventures at Everglades National Park
- Kimpton Surfcomber
- The Palms Hotel and Spa
- The Tower Residences at the Ritz-Carlton, Coconut
- W South Beach
- Residence Inn Miami Sunny Isles Beach
- Thompson Miami Beach
- Embassy Suites by Hilton Miami International Airport
- B&B Hotel Miami Airport
- Hotel Croydon

GMCVB Sustainable Tourism Ecosystem





GMCVB SUSTAINABILITY



The Greater Miami Convention & Visitors Bureau (GMCVB) is dedicated to ensuring that our destination remains the best place to live, work, and play for generations to come. Responsible tourism not only preserves our natural beauty but also enhances the quality of life for both residents and visitors. By aligning our efforts with the 17 **United Nations Sustainable Development Goals (SDGs)**, we're taking a comprehensive approach to creating a more sustainable and resilient destination.

We have strategically focused on five key SDGs: #8 promoting decent work and economic growth, #10 reducing inequalities within our community, #11 developing sustainable cities and communities, #12 ensuring responsible consumption and production patterns, and #14 protecting life below water. These goals guide our initiatives to promote sustainable tourism, foster economic development, protect our marine ecosystems, and create a more inclusive community.



Miami-Dade Farmers Month - November



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NOVEMBER 1-30, 2024

MIAMI-DADE FARMERS MONTH

CELEBRATE MIAMI'S FARMING COMMUNITY

MiamiDadeFarmersMonth.com

Closing Remarks

Raffle Prizes



JASNEY ECHEVERRY
Director of Sales & Marketing





GUILLERMO SANTACRUZ
President,
Homestead-Miami Speedway



March 23, 2025
Homestead



Eric Poms
CEO, Orange Bowl Committee



January 9, 2025
Miami Gardens



KELLY PENTON CHACON

Senior Director

Public & Executive Communications



**“Ella Brilla”
performed by**

RINA



UNIVERSAL MUSIC LATINO

MIAMI-DADE COUNTY PARKS, RECREATION & OPEN SPACES

NOV
01
6:30PM



Rhythms

OF MIAMI

A NIGHT OF LATIN MUSIC

FEATURING LATIN GRAMMY NOMINATED ARTIST

GALE

TROPICAL PARK

7900 SW 40th St. Miami, FL 33155



