Welcome
GMCVB Marketing Committee

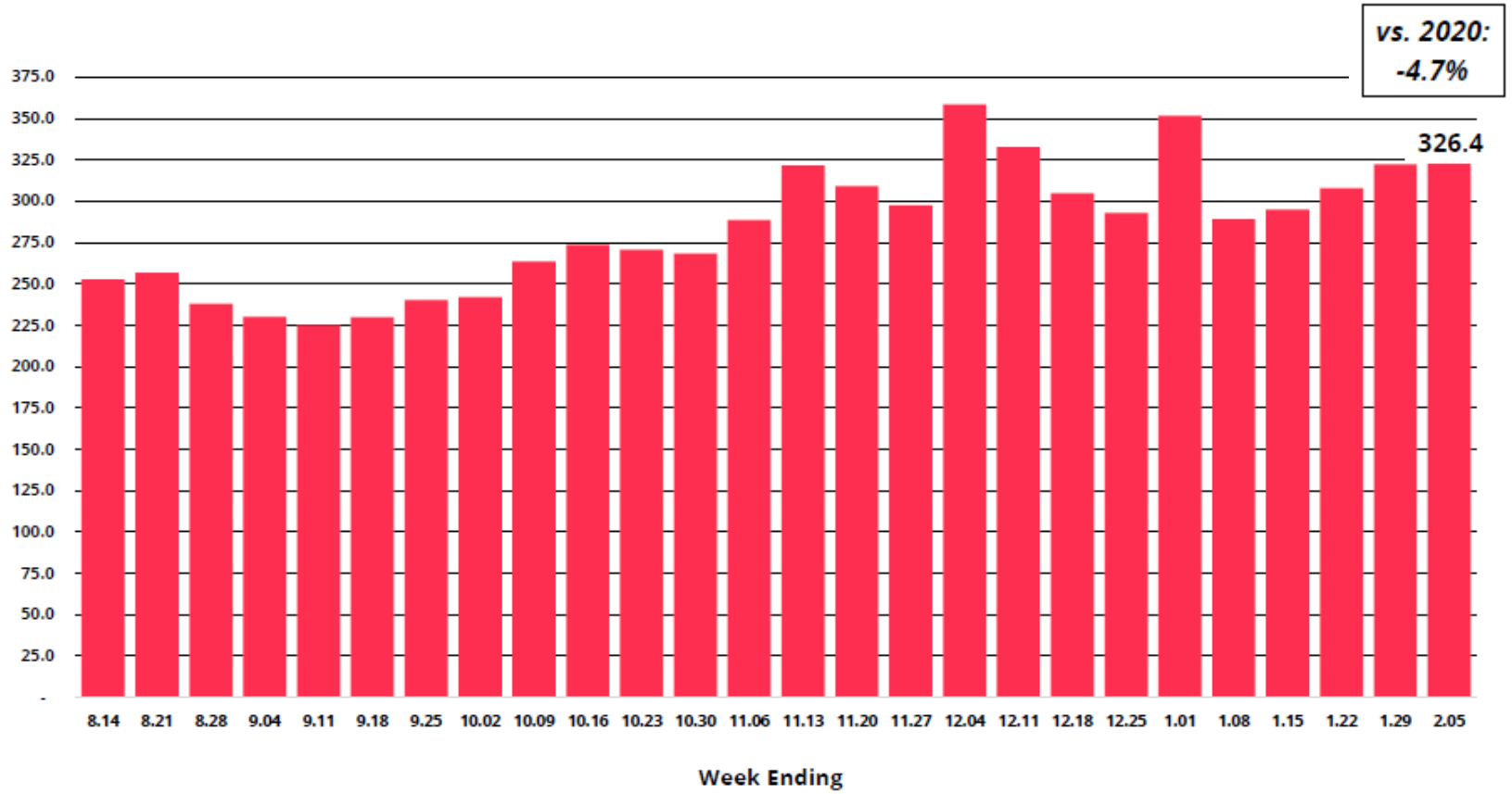
GREATER MIAMI CONVENTION & VISITORS BUREAU

February 15, 2022

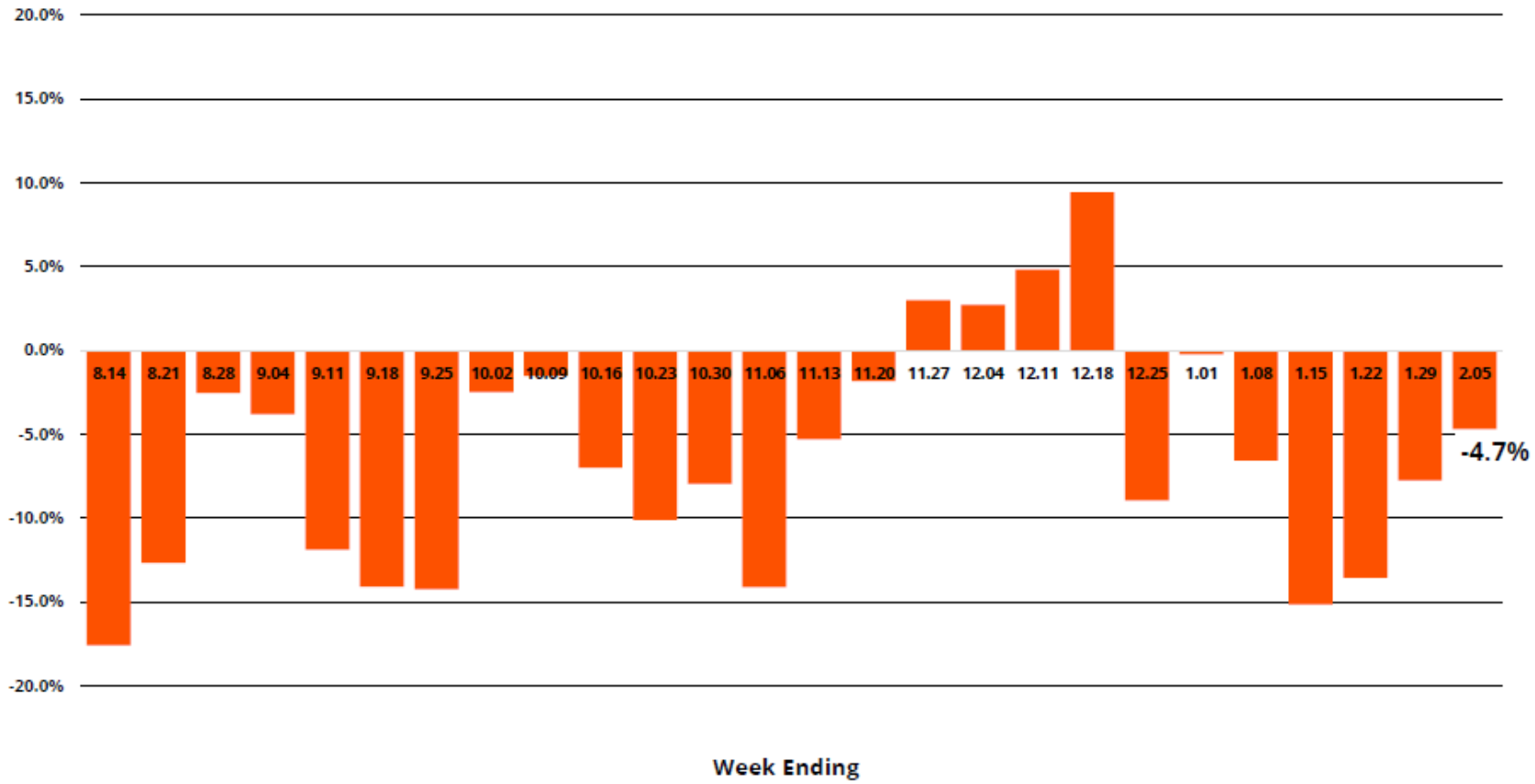
David Whitaker

President & CEO

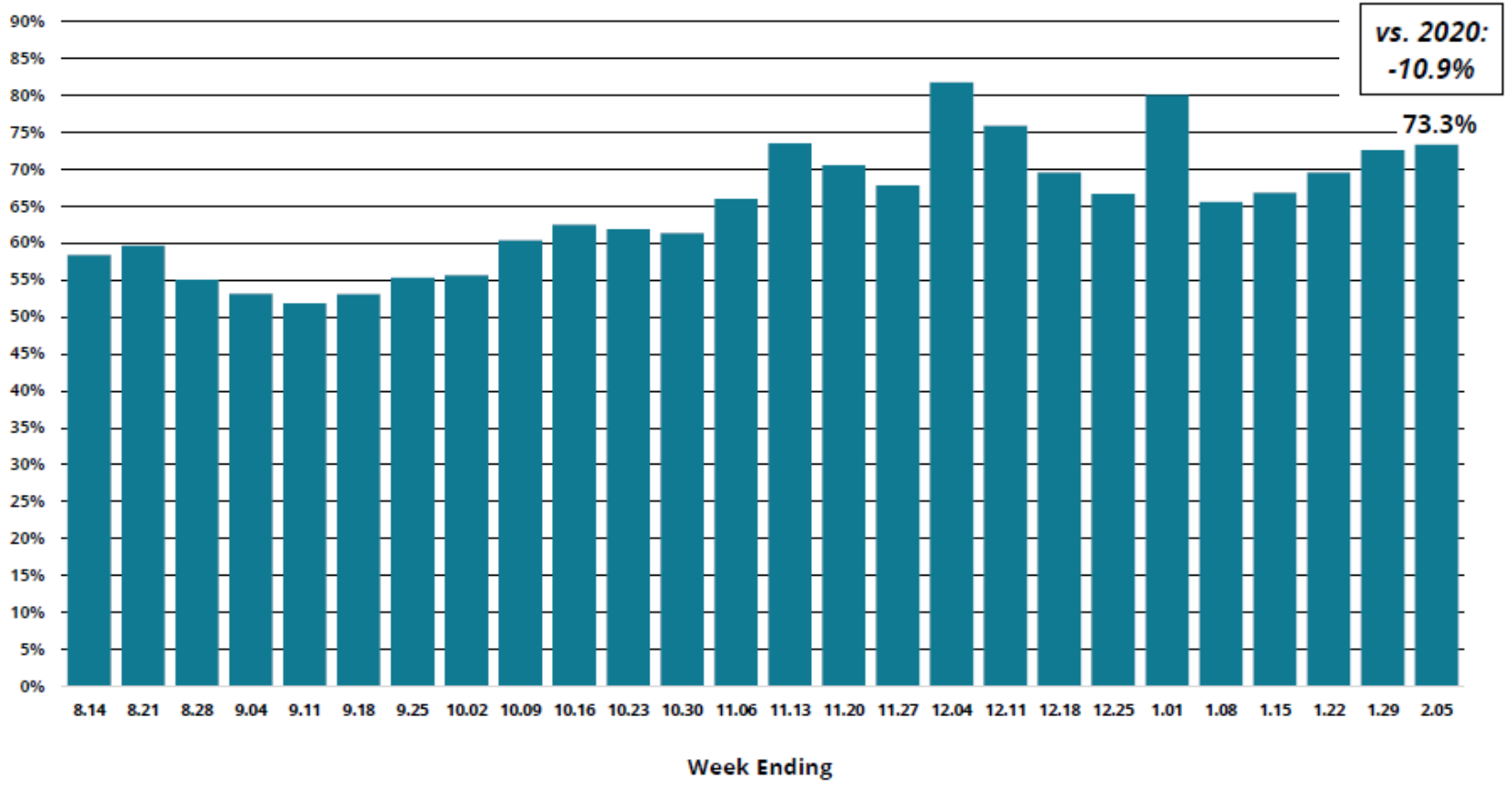
Miami-Dade County Weekly Demand (in 1,000s)



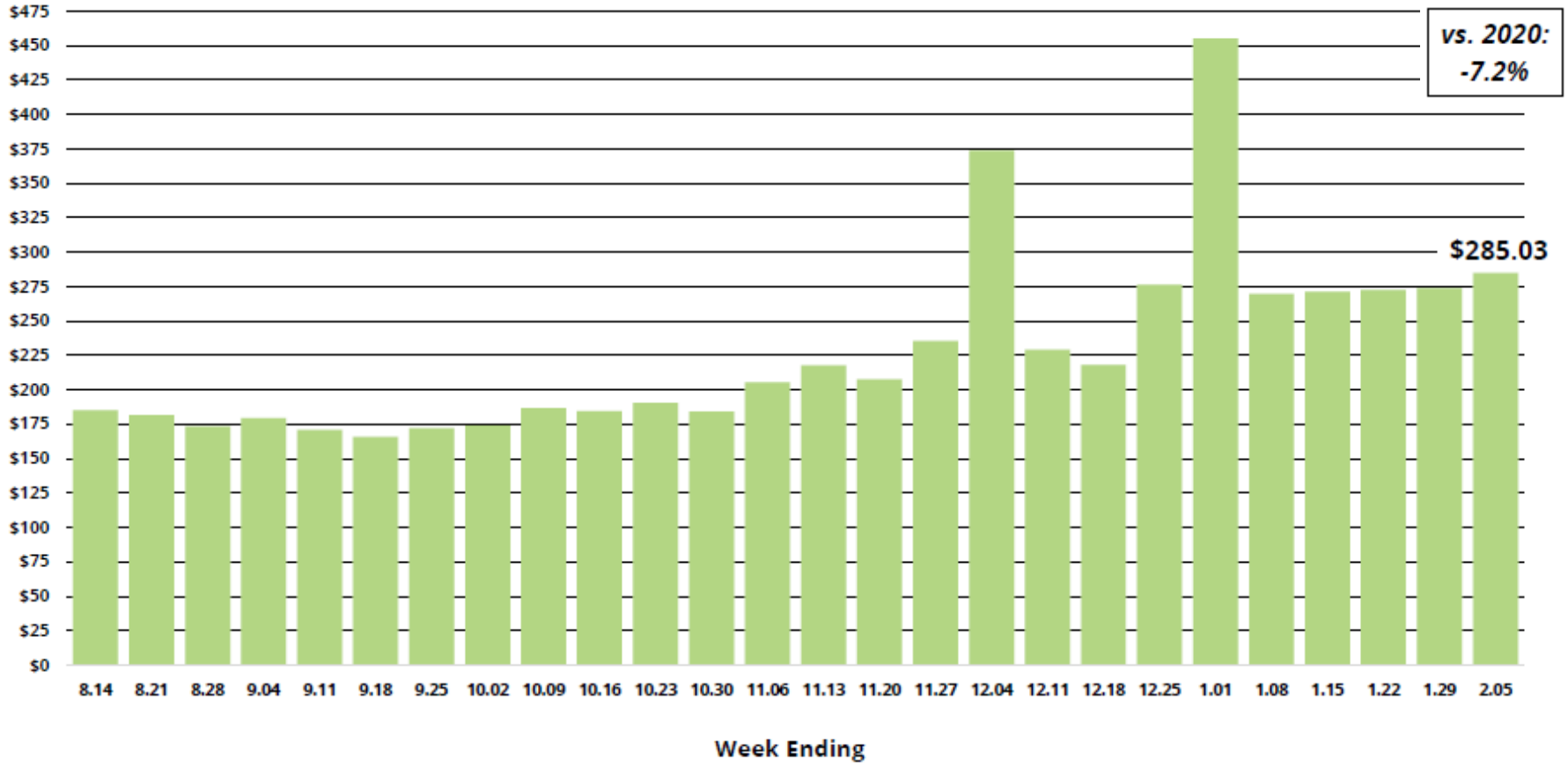
Miami-Dade County Weekly Demand % Change vs 2 Years Ago



Miami-Dade County Weekly Occupancy (%)



Miami-Dade County Weekly Average Daily Rate (ADR)



MIAMI BEACH
CONVENTION CENTER
MIAMI BEACH CONVENTION CENTER
HONORING EXCELLENCE IN THE MEETINGS INDUSTRY
THE Stella Awards
2021 Winner

Recent & Anticipated MBCC Bookings

HLTH ViVE
Segment: Medical
March 6-8, 2022
4,500 Room Nights

International Health Racquet & Sports Club Association
Segment: Association
June 18-26, 2022
4,600 Room Nights

IFS Global Software
Segment: Corporate/Tech
Oct 7-14, 2022
6, 670 Room Nights

International Air Cargo Association
Segment: Association
Nov 4-11, 2022
2,500 Room Nights

TOTAL: 18,270 Room Nights

Save the Date – H.O.T. Challenge

29th Annual HOT Challenge
Friday, May 6, 2022
Miami Beach Golf Course

Eric Jellson, Chair

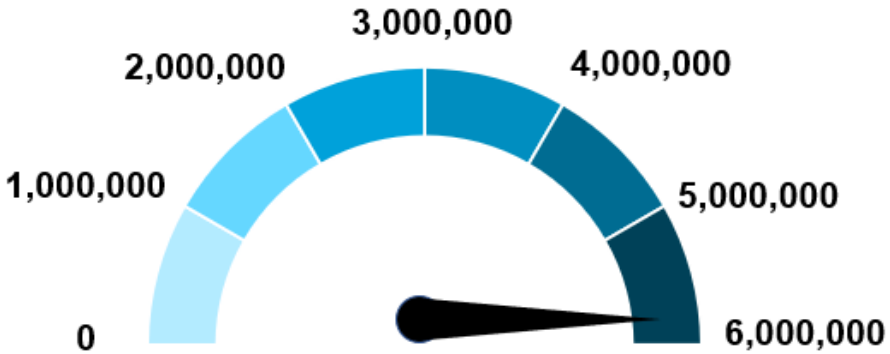
Area Director of Marketing & Strategy
Kimpton Hotels Florida + Caribbean

Rolando Aedo, CDME

Chief Operating Officer

MIA and PortMiami: Last 90 Days

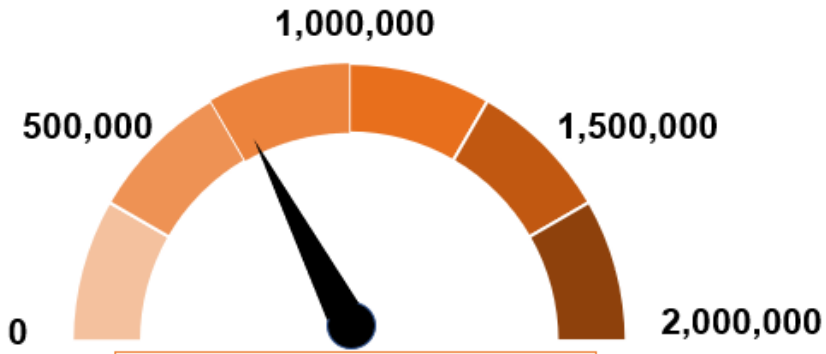
MIAMI INTERNATIONAL AIRPORT



% Change vs 2019: +2.5%
% Change vs 2020: +153.0%

Nov ’21 – Jan ‘22

PORTMIAMI
CRUISE CAPITAL OF THE WORLD



% Change vs 2019: -61.3%
% Change vs 2020: n/a

Oct ’21 – Dec ‘21

Expanding Partnership with American Airlines

Travel Sentiment

1. Significant decline in new Omicron variant cases are impacting sentiment - only 24% of American travelers indicate COVID-19 would greatly impact their decision to travel in the next six months. That's a decrease of 8 points in one month
2. 49% of American travelers indicate the pandemic is causing them to change travel plans - a decrease of 9 points in one month
3. Shift in mindset among travelers from pandemic to endemic. 31% of American travelers now say the pandemic has no influence on their travel plans. This is a 6 point increase in the past two weeks
4. About half (52%) of American travelers have plans to travel internationally for leisure over the next two years with Europe (36%) and the Caribbean (33%) leading the way as top destinations of choice
5. 30% of those Americans planning to travel abroad say they plan to spend more than they did on their international trips than they did pre-pandemic.
6. Pent up travel demand remains very high with 87% of American travelers indicating plans to travel somewhere in the next six months!

Longwoods INTERNATIONAL

Expanded Story Telling

Persona / Segmentation Exploration

Arts & Culture Seekers

Arts and Culture seekers are experiential travelers looking to visit museums, visual and performing art events, festivals and urban neighborhoods.

Outdoor & Adventure seekers

Outdoor and adventure seekers highly value connecting with the outdoors and interests include visiting national parks, beaches, biking, boating, hiking, kayaking and scuba/snorkeling.

Family Traveler

The family traveler places a high value on spending quality time with friends and relatives (these include single-family or multi-generational parties)

Heritage & Multicultural

Heritage travelers are looking to explore and learn about places, cultures, culinary and multi-cultural experiences while discovering their ethnic roots.

Sun Seeker

Sun Seekers value destinations that provide clear skies and warm temperatures combined with beautiful settings; these include beach destinations, cruising, and all-inclusive resorts.

LGBTQ+ Traveler

Travelers who identify as lesbian, gay, bi, trans, queer, intersex, and/or asexual; seek personalized and exclusive experiences, fine dining, and enjoy visiting LGBTQ+ friendly businesses, neighborhoods, LGBTQ+ events/festivals.

Meeting Planner

Meeting Planner interests are around the physical attributes of the destination (airport access, venue, hotel space, meeting capabilities) and activities the destination offers (dining, entertainment, off-site venues) to ensure a successful meeting/event.

Affluent & Active

Well-heeled travelers seeking exclusive, aspirational VIP experiences willing to spend a premium at ultra-lux hotels, restaurants, events, etc.

Eugenio Santiago

SVP of User Research

Expanding Our Customer Insight

Research Findings

KEY LIME INTERACTIVE

• 2022 •

Key Lime Interactive conducted research with travelers who planned to visit Greater Miami and Miami Beach in the next 12 months.

• 2022 •

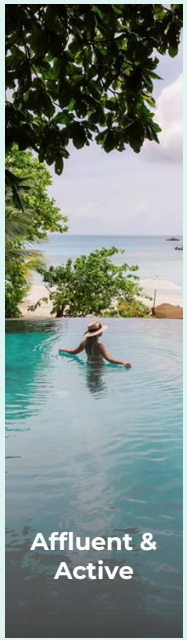
Research Goals

Validate, refresh and refine our understanding of GMCVB **Audiences**

Gain a deeper understanding of visitor motivations, needs and interests

Use this insight to create rich **Personas** to inform all our marketing efforts

Our audiences for Greater Miami and Miami Beach were the start of our research



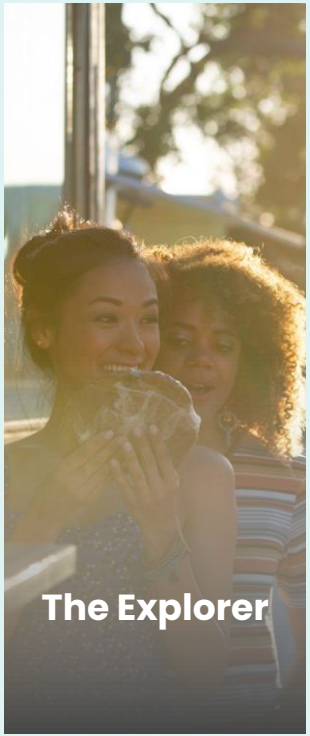
Personas

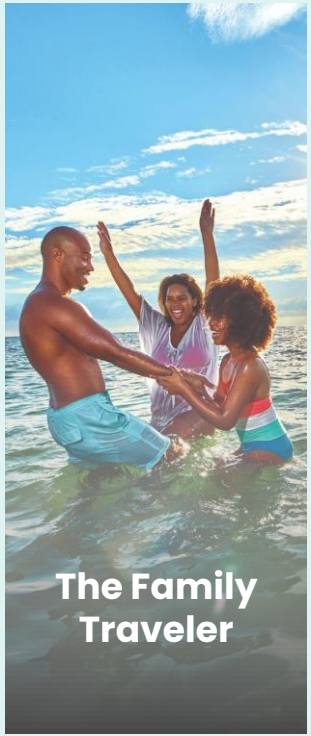
Rich, data-derived descriptions of Greater Miami and Miami Beach visitors

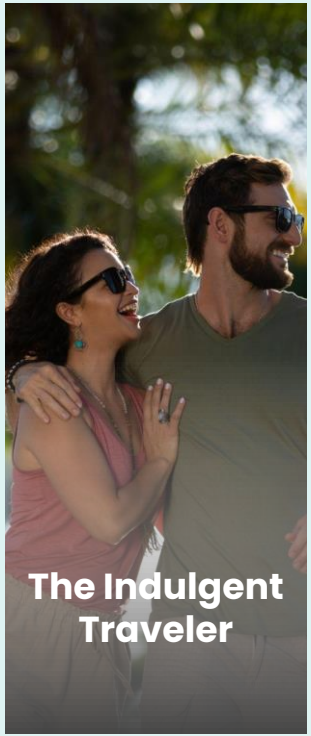
Builds further on our audiences by including key drivers, differentiators and behaviors:

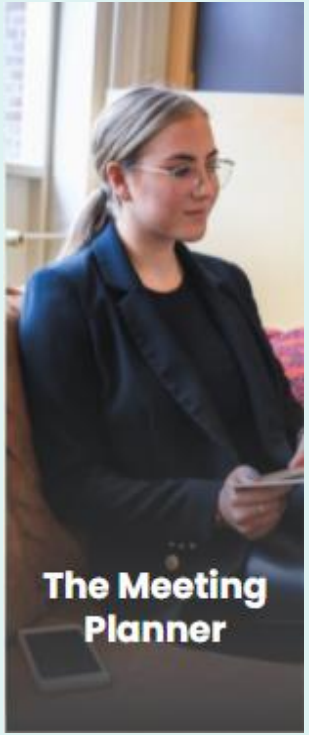
- Motivations and Values
- Research and Planning
- Challenges
- Influences
- Resources
- Activities

We identified 5 personas that differentiate travelers

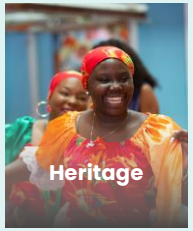


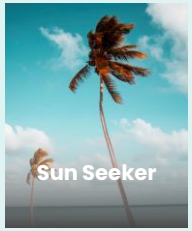


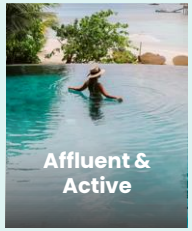




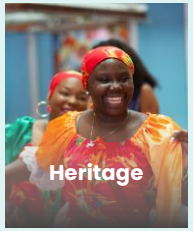
Where we started

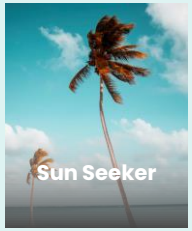


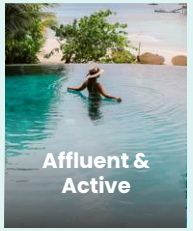


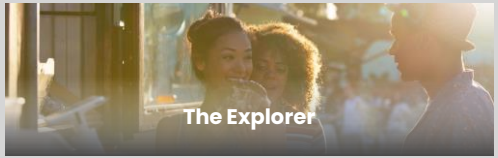


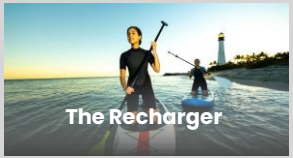
Some personas expand across different audiences



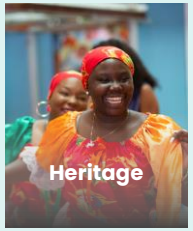


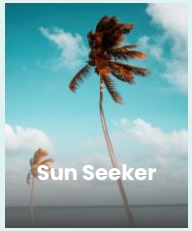


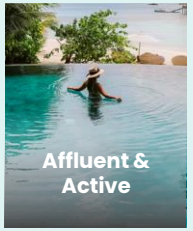


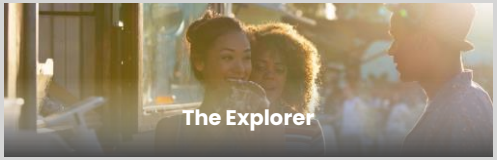


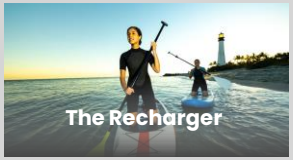
Important attributes are represented across Personas as well

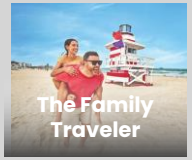


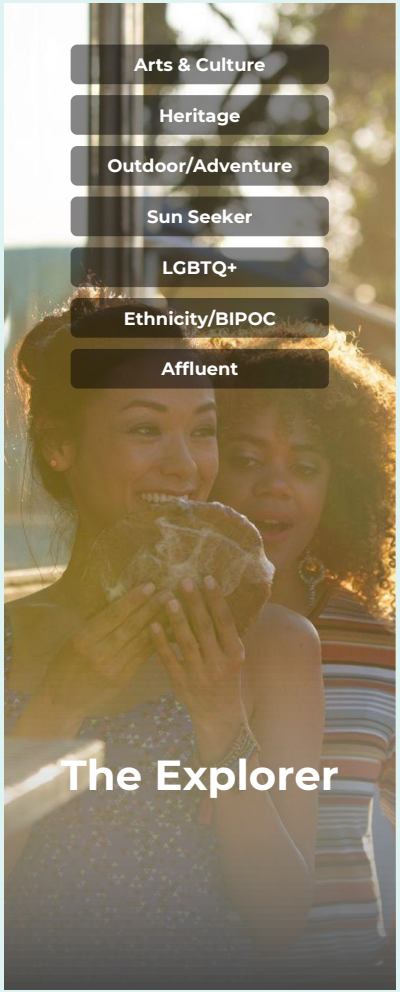












Description

Explorers want to discover and experience what the Greater Miami & Miami Beach areas have to offer.

Motivations & Values

Experience new places

Explore new cultures

Unique or novel experiences

Escape and relation

Research & Planning

The most research done of any persona

Continuously searching for new ideas and refining existing plans

Starts planning 6+ months

Booking ranges from 2 - 6 + months out

Challenges

Non-centralized info

Overwhelmed by information (i.e., “Research Rabbit Holes”)

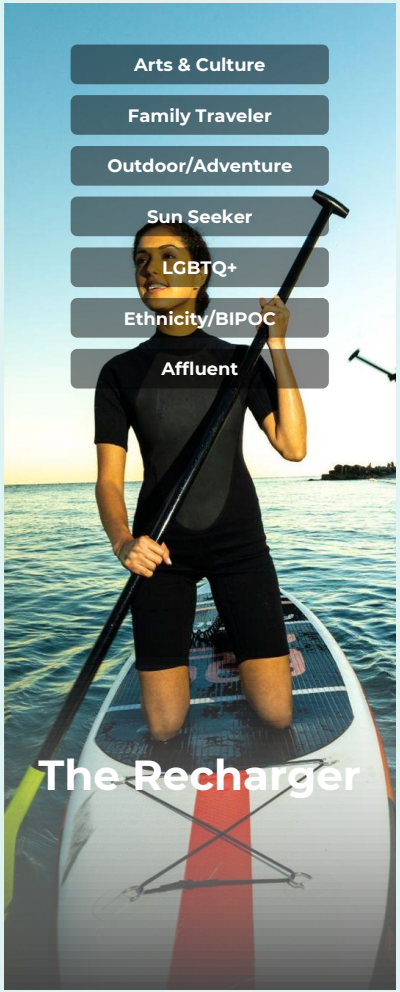
Airline cancellations & rescheduling

Unfamiliar locations may be unsafe

Wants to go to too many places to choose easily

Influences

Cuisine / Dining:	**High interest**	Novelty	**High Interest**
Arts & Culture:	**High interest**	Things to do	Moderate interest
Natural Attractions	**High interest**	Safety	Moderate interest



Description

Rechargers want to take a break from their everyday lives and routines. They travel to relax.

Motivations & Values

Relax/Escape/De-stress

Go someplace warmer

International travel - beach, scenery with history

Good amenities

Everything is included (reduced hassles/thinking at destination)

Non-crowded places

Research & Planning

Planning: 2 months > 1 year

Budget sensitivity: Moderate (Good deals)

Compare across seasons

Time / affordability tradeoffs

Likely to repeat destinations

Amenities (e.g. hot tub, breakfast included)

Shorter research effort than other personas

Book everything within short time frame

Challenges

International security

Covid and cancellations

Call locations or Chamber of Commerce to supplement research for suggestions

Changes in schedule

Influences

Natural Attractions	**High interest**	Safety	Moderate interest
Budget/Special offers:	Moderate interest	Cuisine / Dining:	Moderate interest
Things to do	Moderate interest		

Description

Family travelers are looking to bond with family and create memories.

Motivations & Values

Bond with family (nuclear / extended)

Trips with / to visit family

Creating memories

Fun family things to do

Educational opportunities

Search for deals in budget

Novelty

Research & Planning

Book 3+ months in advance
Must have amenities

Most book plane 1st

Mix it up - Beach one year, outdoors the next

Many book repeat destinations (which require less research)

Research is time consuming (less for repeat destinations)

Accommodations size

Challenges

Planning around everyone's schedule

Childcare, boarding the dog

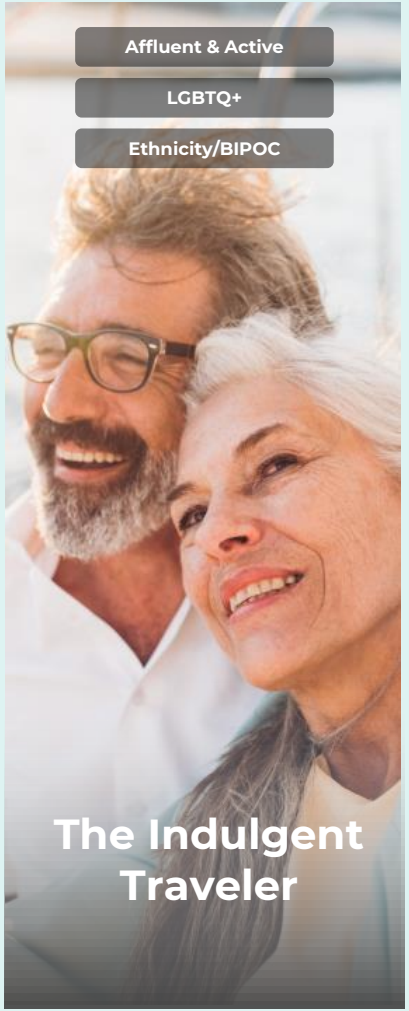
Booking non-refundable flights

Coordinating schedules and approvals

Budget vs experiences tradeoffs

Influences

Natural Attractions	**High interest**	Safety	Moderate interest
Budget/Special offers:	**High interest**	Cuisine / Dining:	Moderate interest
Things to do	**High interest**		



Description

Indulgent travelers value the experience above all else. For many, traveling is their guilty pleasure.

Motivations & Values

- Casual approach to travel
- Entertainment
- Control over itinerary
- Travel deals
- Local experiences
- Disposable income
- Weekend getaways
- New experiences
- Culture/historical
- Guilty pleasure

Research & Planning

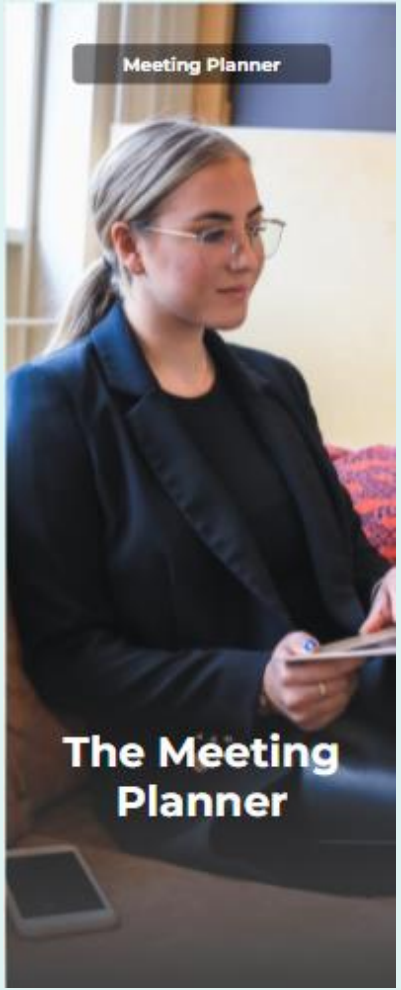
- Little research on routine trips, more on new locations
- Planning horizon: Days to weeks
- Low budget sensitivity
- Likely to repeat destinations
- Ease of getting around

Challenges

- Ease of getting around
- Make sure conditions are safe
- Ability to reschedule, cancel or exchange
- Covid restrictions/regulations

Influences

Cuisine / Dining	**High interest**	Things to do	Moderate interest
Natural Attractions	**High interest**	Events	Moderate interest
Novelty	**High interest**	Safety	Moderate interest
		Arts & Culture	Moderate interest



Description

Meeting Planners want to find a location that meets their needs that also provides their attendees with an enjoyable environment.

Motivations & Values

Group bonding

Successful meetings

Employee satisfaction with meetings

Its their job - but a fun task

Research & Planning

Decisions made 3-4 months in advance

Booking flights, hotels with specific capabilities and amenities

Budget saving

Catering services / restaurants in close proximity to the hotel

Location close to activities and amenities

Challenges

Ability to accomodate group

Adapting to schedule changes

Balance scheduling on top of normal duties

If a city is too much fun, employees won't focus on the meeting

Influences

Cuisine / Dining:	**High interest**	Things to do	**High interest**
Natural Attractions	**High interest**	Arts & Culture	Moderate interest
Budget/Special offers	Moderate interest		

Gisela Marti

Vice President of Marketing & Tourism

GREATER MIAMI CONVENTION & VISITORS BUREAU

MIAMI™
GREATER MIAMI & MIAMI BEACH

Found In Miami

Natalie Carey

Managing Partner

VMLY&R

What it means

Travel Has Changed

On a macro level, today's travelers are more compelled by the depth of experience they'll encounter in the destinations they visit.

	Explorer	Recharger	Family Traveler	Indulgent Traveler
	Arts & Culture I Heritage Outdoor & Adventure I GBTQ	Outdoor & Adventure Sun Seeker I LGBTQ	Family Charger I LGBTQ	Affluent & Active I LGBTQ
TRAVEL DESIRES	Trusted Exploration Unconventional Stays	Mental Wellbeing Re Energize in Nature	Sense of Belonging	Living Purposefully Personal Progress

VMLY&R, Consumer Trends in Travel & Tourism, 2021

Key Lime I Miles I VMLY&R I RBB

When we look at Greater Miami & Miami Beach, we have been benefiting through the need for escapism - *within the U.S.*

We need to Break Through

And through our refined personas, we can meet them where they’re at, no matter where in their journey.

Future Campaigns

- Evolve campaigns to support travel trends and mindsets
- Unify the personas through evergreen messaging
- Continue to dimensionalize campaigns for inclusivity and DEI efforts

Lauren Bernat

Vice President, Partner

rbb

YEAR-ROUND MONTHLY SPECIAL OFFERS

Miami Temptations Programs

DECEMBER + JANUARY
MIAMI
ARTS, CULTURE &
HERITAGE MONTHS

FEBRUARY + MARCH
MIAMI
HEALTH &
WELLNESS MONTHS

APRIL + MAY
MIAMI
ATTRACTION &
MUSEUM MONTHS

JULY + AUGUST
MIAMI
SPA
MONTHS

AUGUST + SEPTEMBER
MIAMI
SPICE
MONTHS

OCTOBER + NOVEMBER
MIAMI
ENTERTAINMENT
MONTHS

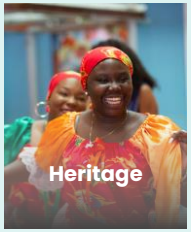
MIAMI temptations
MiamiTemptations.com

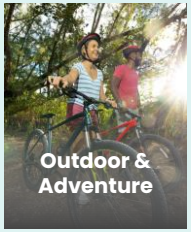
THE GOOD NEWS

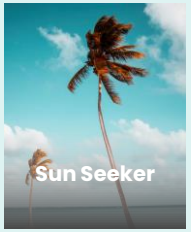
Temptations programs organically align with our audiences and personas

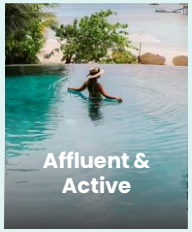
FEB-MARCH

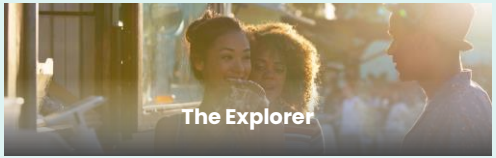
Miami Health & Wellness Months

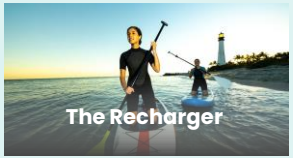






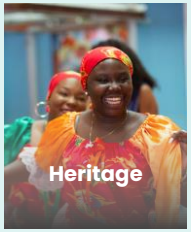


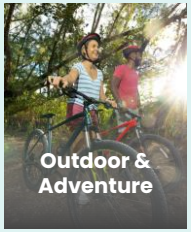


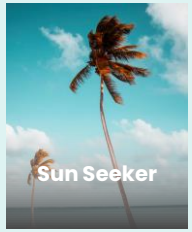


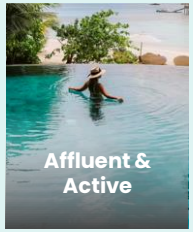
APRIL-MAY

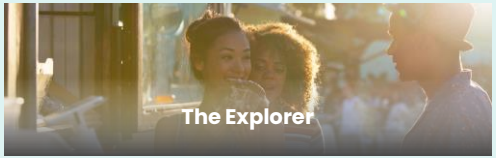
Miami Attraction & Museum Months

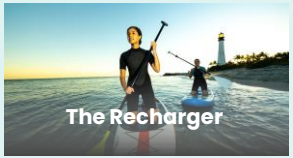












WHAT WE WORK TOWARD

Give locals and visitors what they want and reach them where they are

Partner Engagement Tools

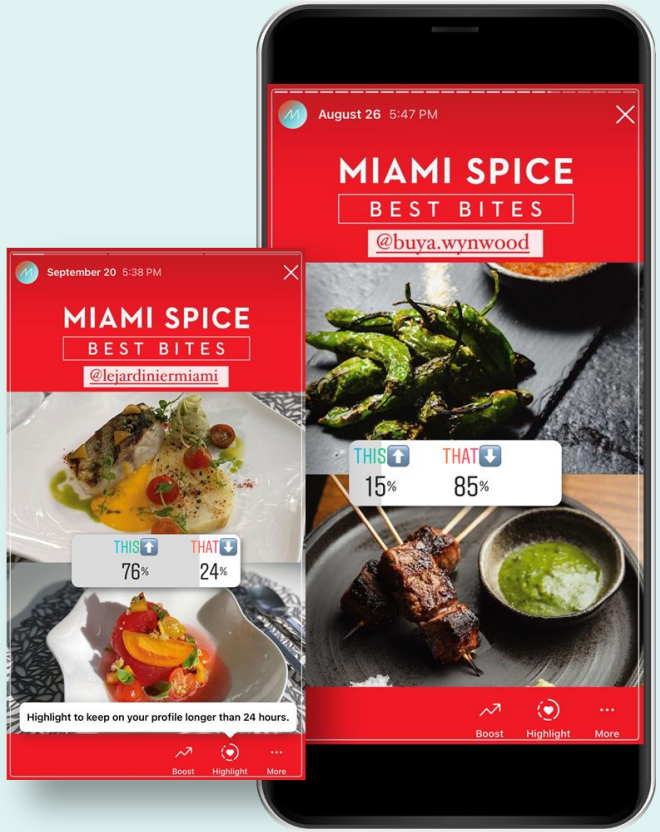
Miami Arts, Culture & Heritage Months Content Submission Form

This form has been developed to allow GMCVB partners to share high quality imagery and video content to be featured on the GMCVB social channels during Miami Arts, Culture & Heritage Months.

To be considered, we ask that you give us a short description of the content you are sharing, any key business messaging points (including deal details), the social accounts you'd like to have tagged, and any image credits that need to be included in social posts (if relevant).

The GMCVB social team will evaluate all content and reserves the right to share content that meets the channel strategy, aesthetics and audience targeting for each of its social channels.

We look forward to reviewing your content and helping promote your business during this Miami Temptations Program.

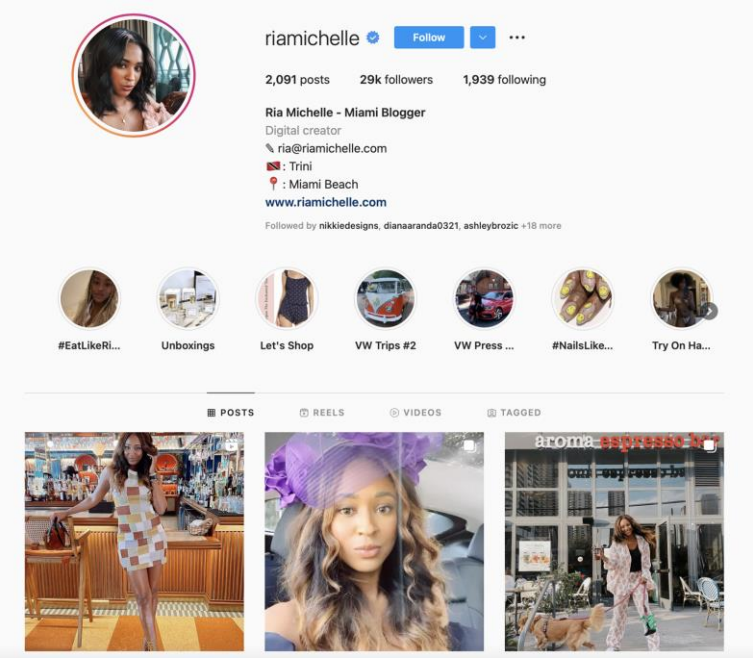


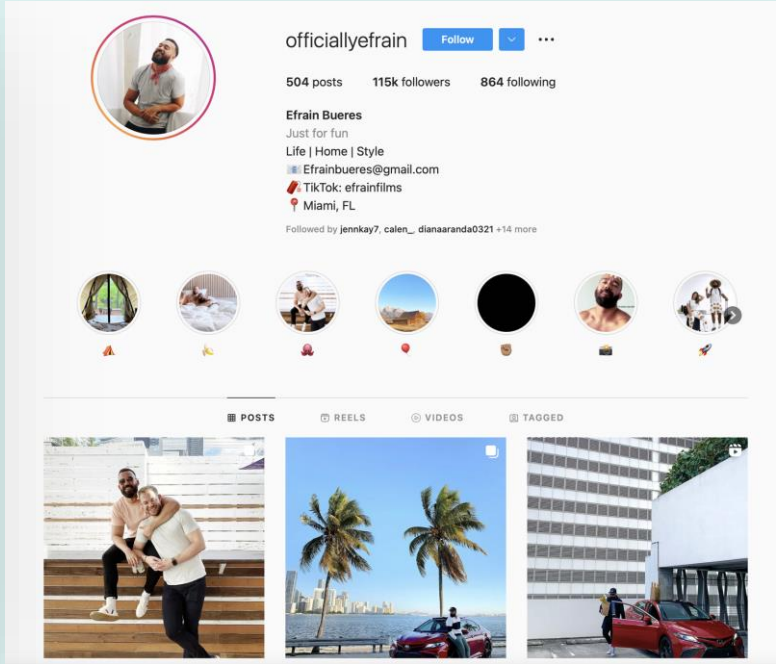
Broadcast, Print & Online Media Coverage

Diverse mix of publications to match diverse audiences.

Organic Social & Digital Storytelling

◆Live & Static, In-Feed Posts ◆ Giveaways ◆Guides ◆Sweepstakes◆





HOW WE CAN ENHANCE

Use learnings to evolve and strengthen our Temptations programs

Enhancement Opportunities

- Refine messaging to tap into key passion points and mindsets
- Appeal more to affluent travelers
- Expand network of like-minded partners and influencers
- Creative bundling of partners and/or offers for greater impact

Josie Llado

Assistant Vice President
Website & Digital Marketing

GREATER MIAMI CONVENTION & VISITORS BUREAU

miles
PARTNERSHIP

Digital
Transformation

New Website: Inspiring & Relevant Storytelling

Further develop relevant content to match our visitor travel desires to:

- **SEE MORE** of what interests them
- **SEE** what they are likely to be inspired by
- **SEE HOW** the destination can deliver on what excites them
- **PLAN A TRIP** and fulfill their desire

New Website: Personalization To Increase Conversion

Moving visitors from Discovery and Inspiration into Consideration and Action!

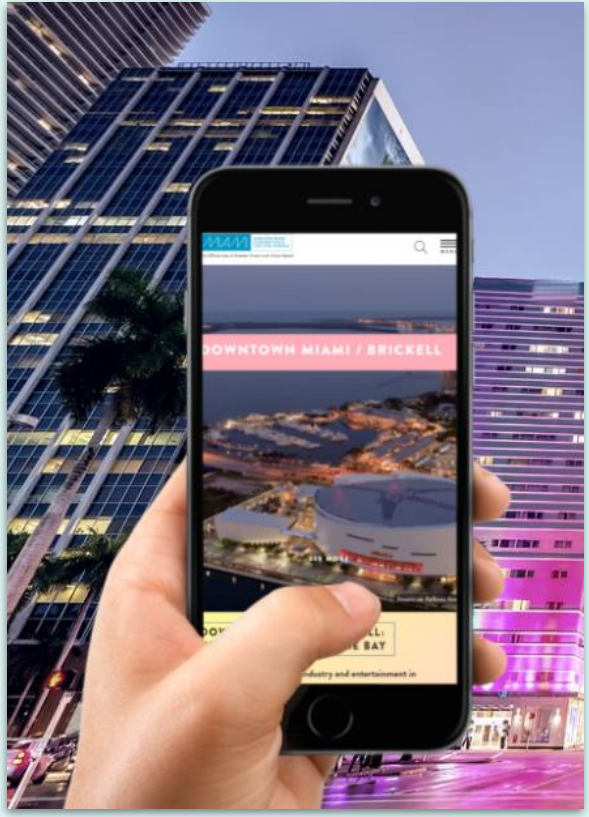
Recharger: Loves outdoor adventure, sunshine and warm temperatures and beautiful settings, and mental wellbeing.

Their Interactions with our Site: They watch some webcams, click to Beaches page, scroll through images in Sampler, click on *Dog Beaches* article

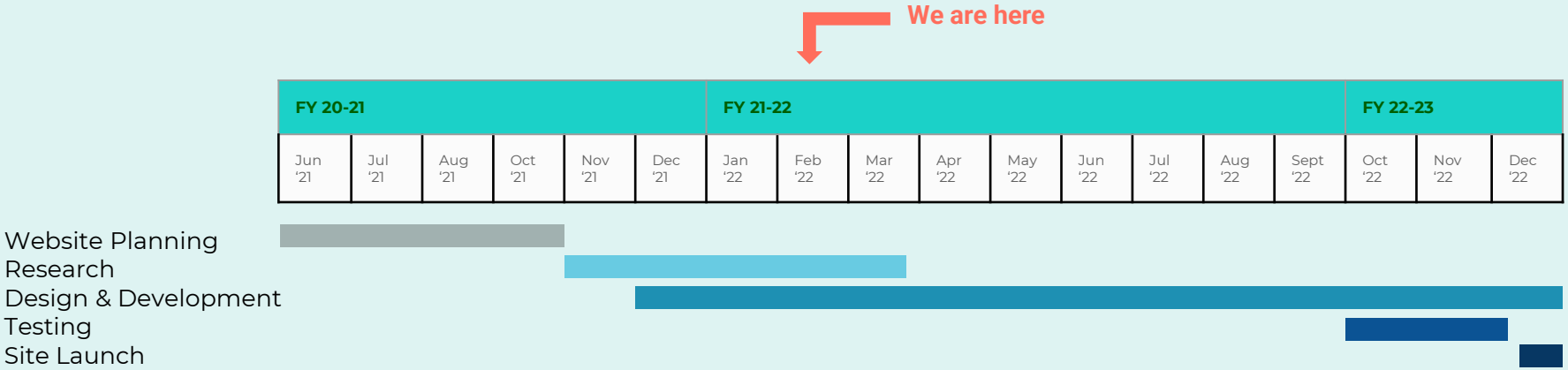
What we'll do: Add a call-out on the page they're on recommending something perfectly tailored for them, like Dog-Friendly Beachfront Hotel listings near the webcam location they viewed the longest

New Website Priorities

- Top of the line technology & latest tools
- Forward-thinking design that communicates Miami's uniqueness
- Balance of broad, high-level content & granular partner-level info with rich, engaging editorial content in a variety of formats
- Dynamic relationship between editorial, listings, events, & offers
- Artificial Intelligence-driven search platform for best-in-class experience
- Capture first-party data to facilitate relationship management building



New Website Progress



Completed

- Secured feedback & ideas at GMCVB Partner Planning workshop
- Conducted 25 stakeholder interviews
- Developed personas
- Finalized site requirements
- Selected search platform

In Progress

- Creating site designs and wireframes
- Conducting usability research
- Developing site navigation and user flows
- Developing content structure & migration plan
- Establishing technical infrastructure

Rolando Aedo, CDME

Chief Operating Officer

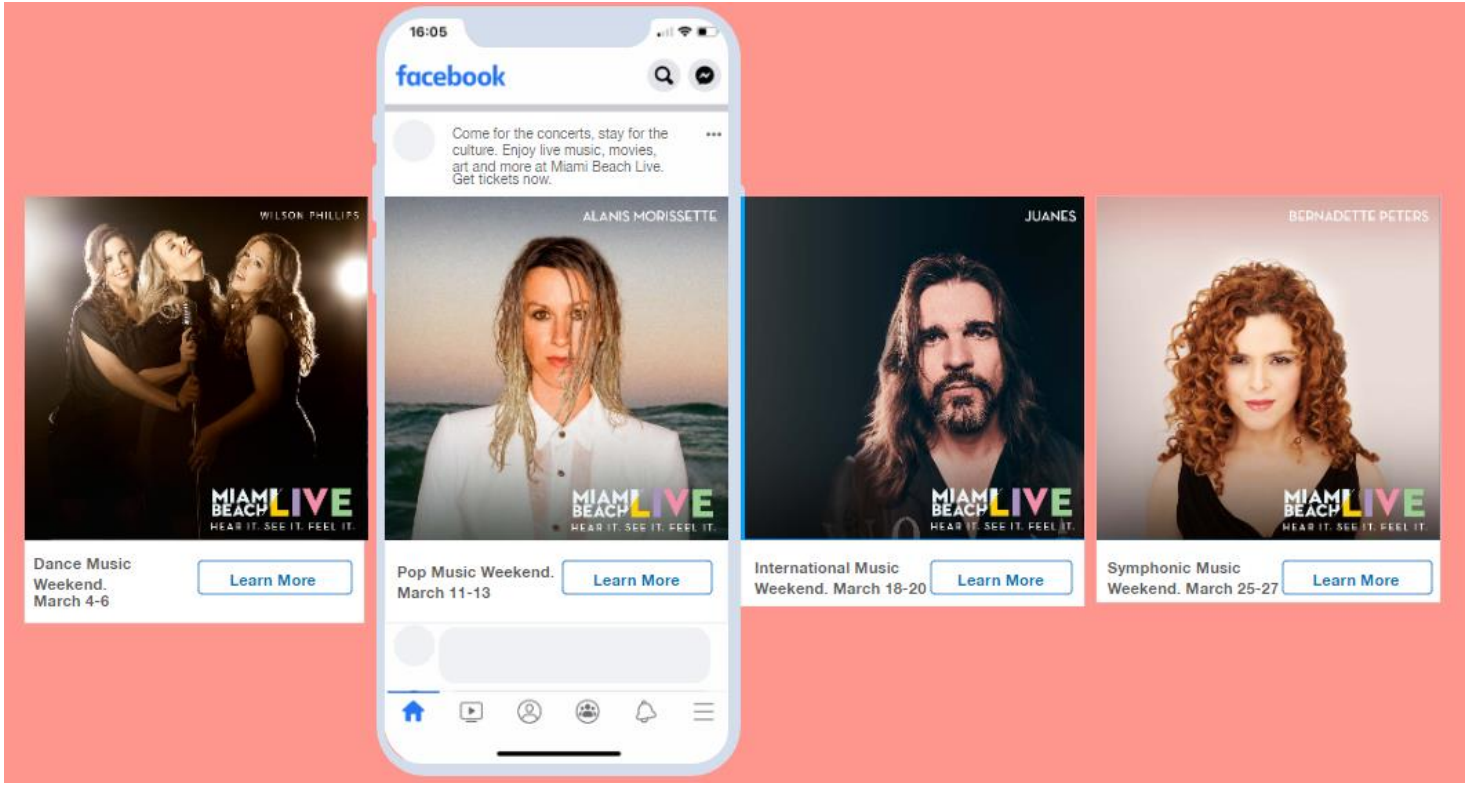
Regional / Targeted Initiatives

MIAMIBEACH

GREATER MIAMI CONVENTION & VISITORS BUREAU

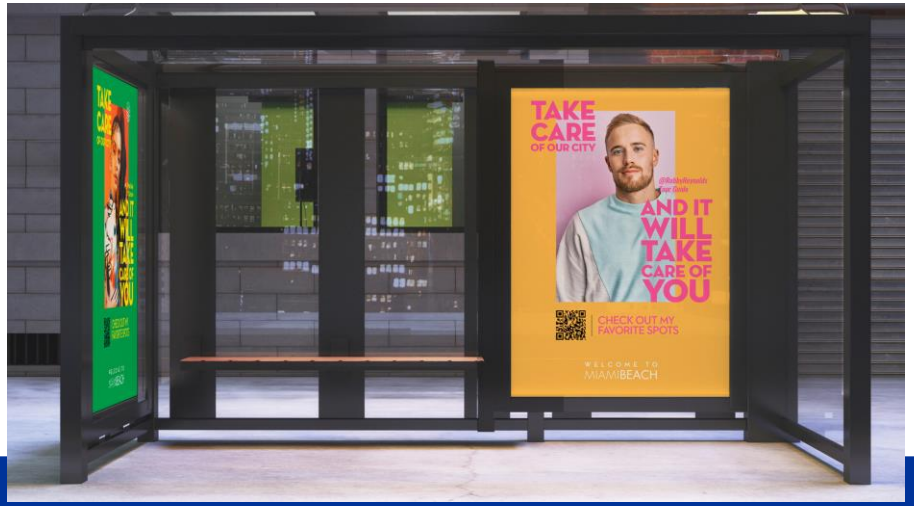
Miami Beach Reimagination Process

Miami Beach Live



Welcome Campaign

- Social media influencers
- Local stakeholders
- Safety message and house rules
- High impact periods
- OOH signage at MIA, geo-fencing, bus shelters, social, digital display banners



Regional / Targeted Initiatives

IGLTA
ADVANCING
LGBTQ+ TRAVEL

MIAMIDDA
DOWNTOWN DEVELOPMENT AUTHORITY

DWNTWN
MIAMI

Partner Questions / Updates

Thank you

Upcoming GMCVB Events:

- Wedding & Quinceañera Showcase – March 13, 2022
- H.O.T. Challenge – May 6, 2022
- State of the Industry – May 12, 2022

GMCVBPartner.com