



GREATER MIAMI
CONVENTION &
VISITORS BUREAU

ANNUAL PLANNING WORKSHOP





Rolando Aedo

Chief Operating Officer



GREATER MIAMI
CONVENTION &
VISITORS BUREAU





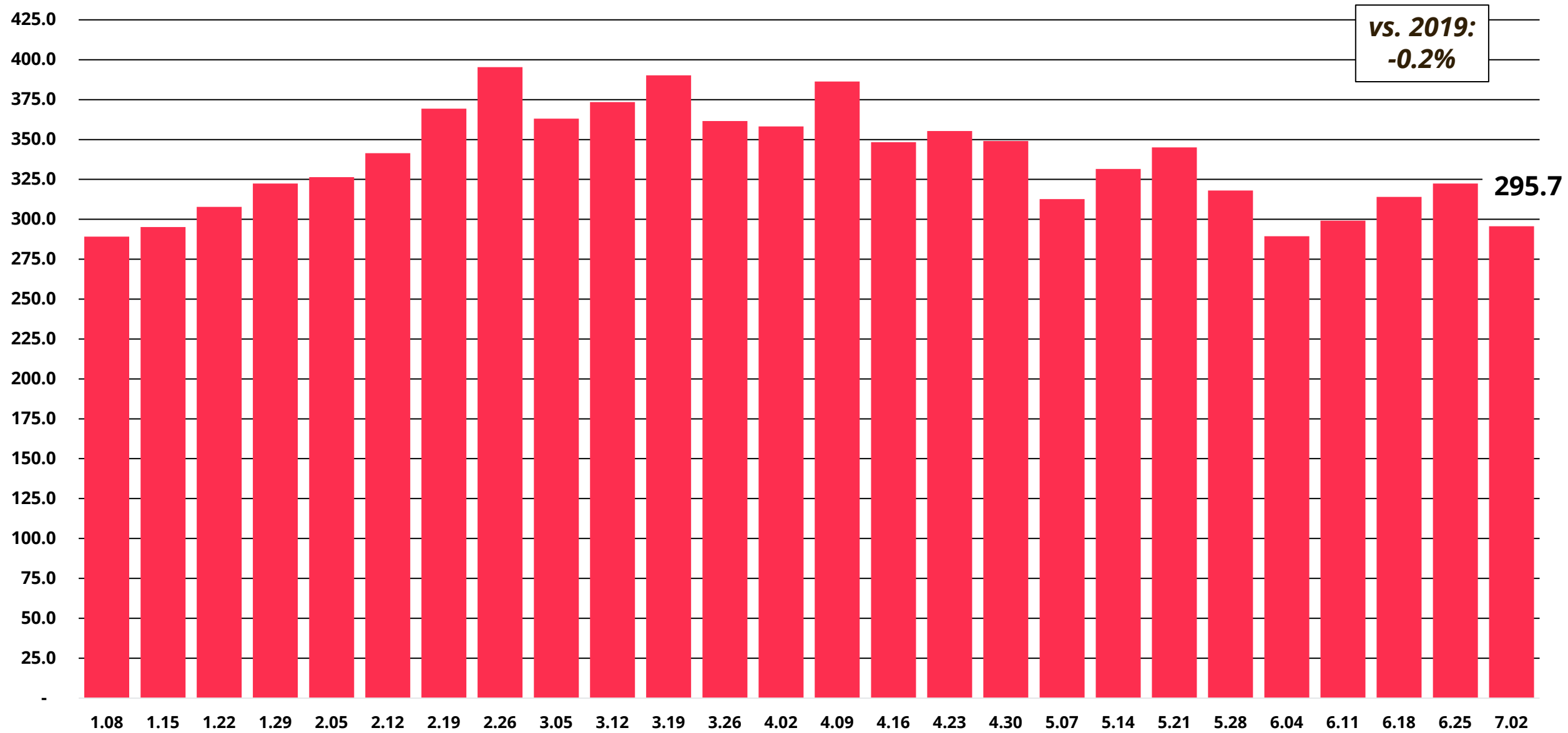
David Whitaker

President and CEO

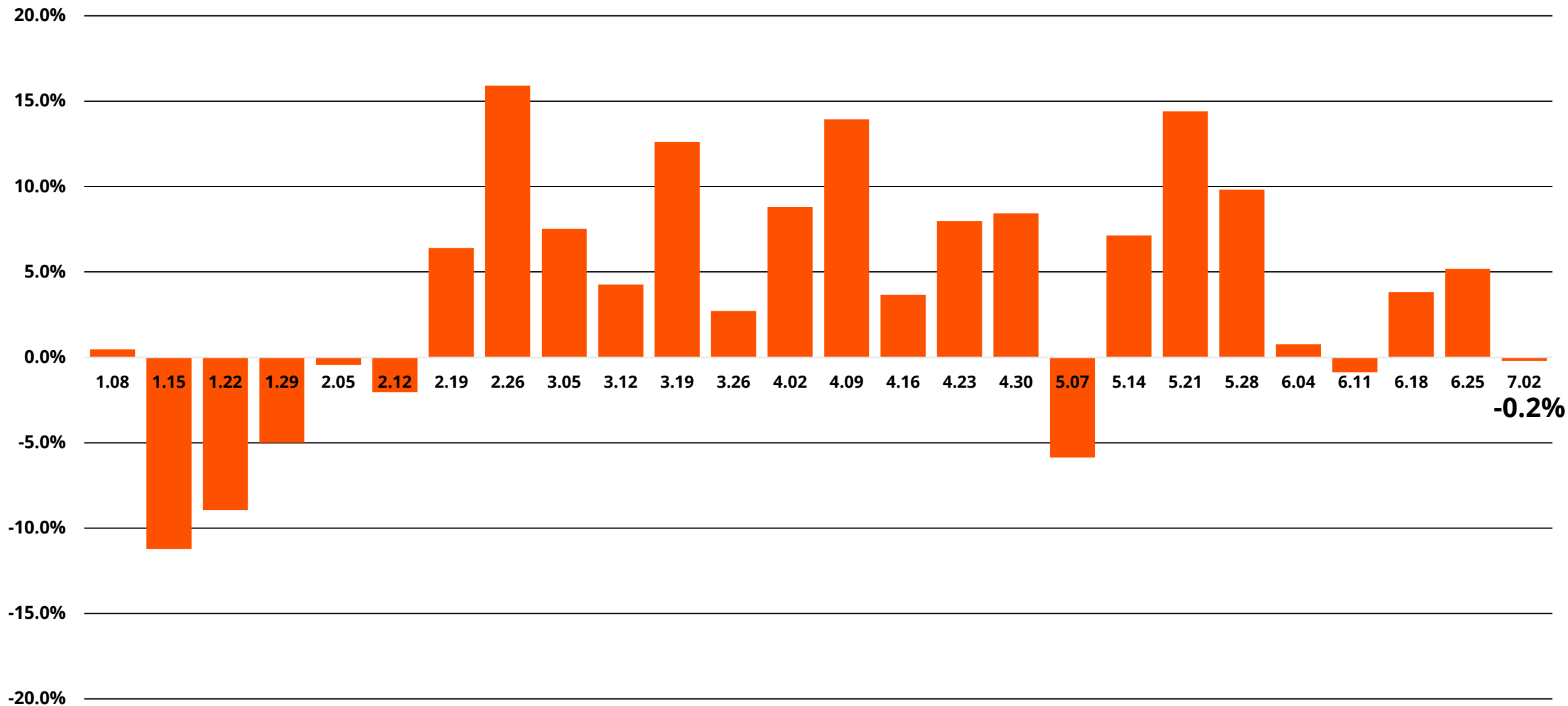


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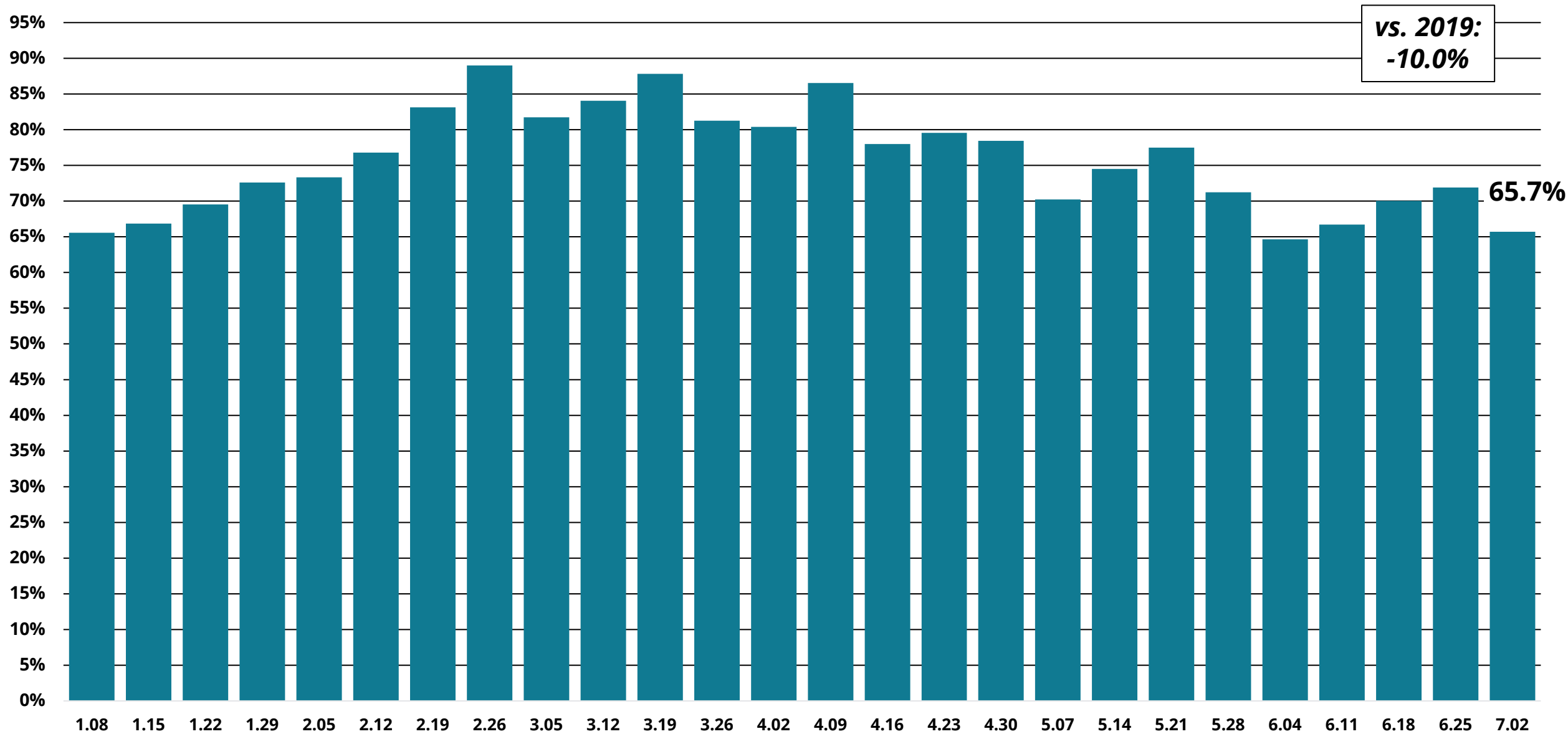
Hotel Demand / Rooms Sold (in 1000s - last 6 months)



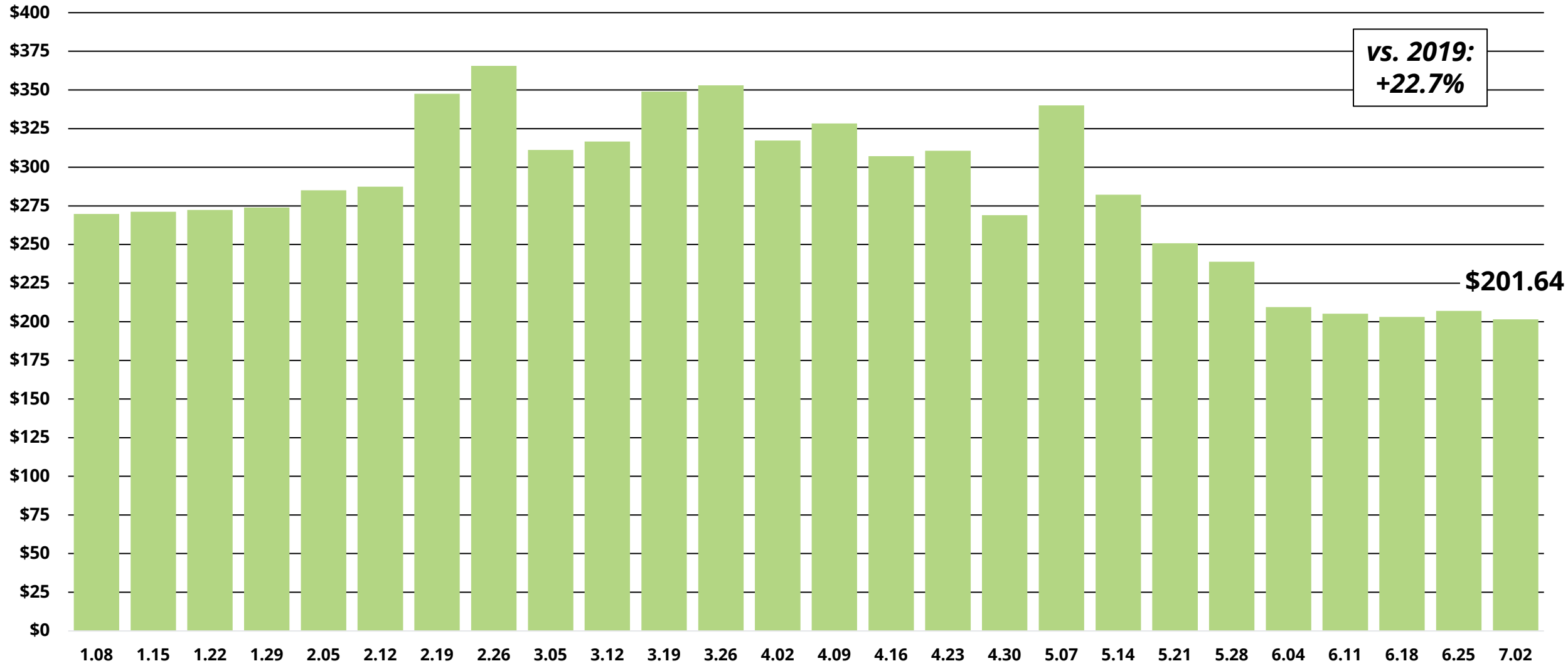
Miami-Dade County Weekly Demand % Change (vs 2019)



Weekly Occupancy (last 6 months)



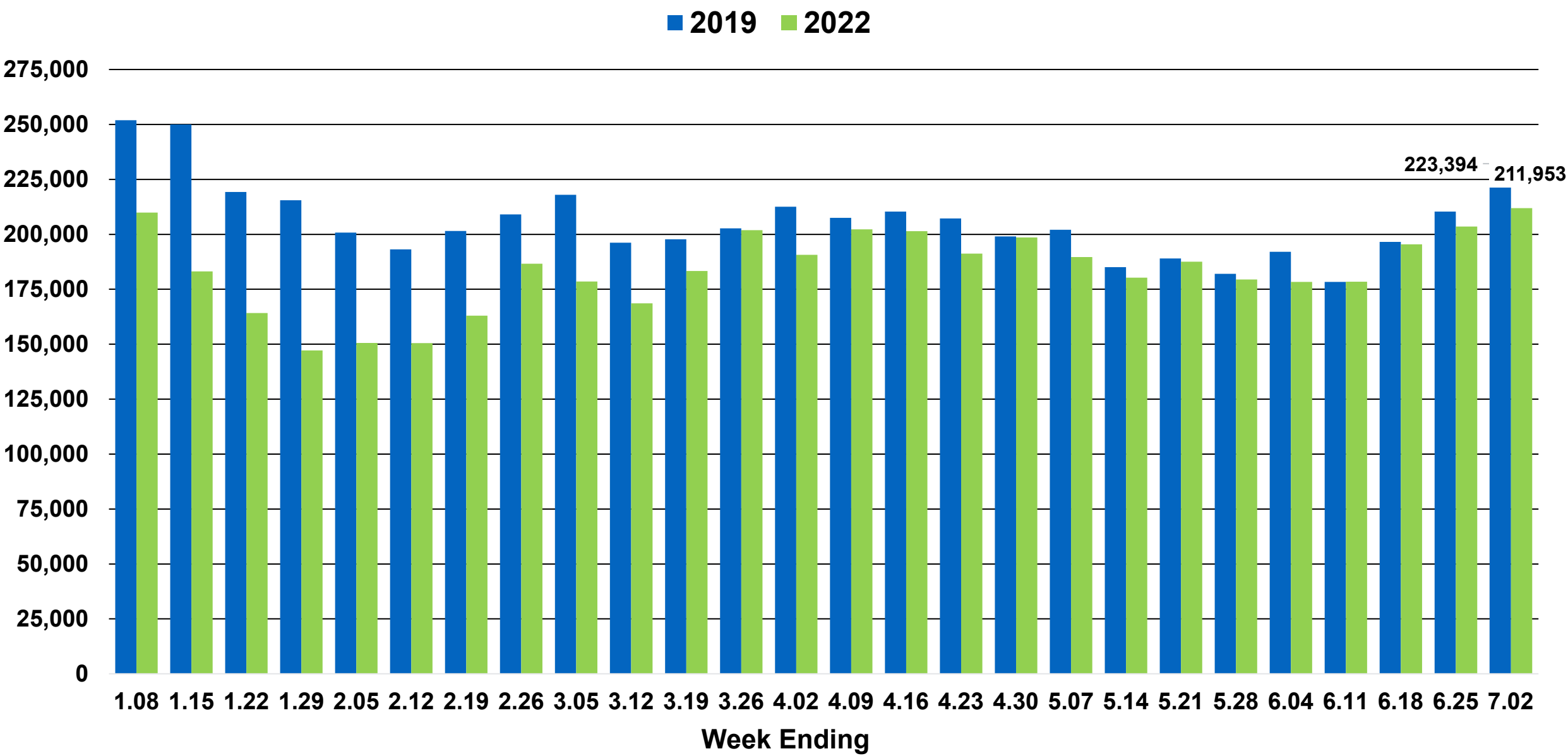
Weekly ADR (last 6 months)



Top 10 Hotel Markets Jan - May 2022

| Occupancy | | | ADR | | | RevPAR | | |
|-----------|-------------|-------|------|---------------|----------|--------|-------------|----------|
| Rank | Market | % | Rank | Market | \$ | Rank | Market | \$ |
| 1 | Miami-Dade | 77.0% | 1 | Miami-Dade | \$301.82 | 1 | Miami-Dade | \$232.37 |
| 2 | Tampa | 76.5% | 2 | Oahu Island | \$245.44 | 2 | Oahu Island | \$178.27 |
| 3 | Phoenix | 73.4% | 3 | New York | \$240.22 | 3 | New York | \$156.65 |
| 4 | Orlando | 73.0% | 4 | Los Angeles | \$196.97 | 4 | Tampa | \$140.72 |
| 5 | Oahu Island | 72.6% | 5 | San Francisco | \$191.61 | 5 | Phoenix | \$137.86 |
| 6 | San Diego | 70.0% | 6 | Anaheim | \$187.75 | 6 | Los Angeles | \$136.40 |
| 7 | Los Angeles | 69.2% | 7 | Phoenix | \$187.75 | 7 | San Diego | \$128.11 |
| 8 | Anaheim | 66.8% | 8 | New Orleans | \$187.71 | 8 | Anaheim | \$125.49 |
| 9 | Nashville | 65.6% | 9 | Boston | \$184.69 | 9 | New Orleans | \$121.01 |
| 10 | New York | 65.2% | 10 | Tampa | \$183.95 | 10 | Orlando | \$114.58 |

Miami International Airport - Weekly International Arrivals





MIAMI
FIFA WORLD CUP 2026™
 HOST CITY

Recent Wins



Miami named one of the 50 World's Greatest Places of 2022



Top Overall Experiences
 Third Best
 Little Havana Food & Walking Tour
 Miami Culinary Tours



Top Destination for Food Lovers
 Fourth Overall
 Miami Beach



Popular Destination
 Eighth Overall
 Miami Beach

Expanded Story Telling





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October 2022

Disability: Part of the Equity Equation

Recognizes the vital role people with disabilities play in making the nation's workforce diverse and inclusive.



Raquel Regalado
Commissioner, District 7

Ask the President – Q&A



David Whitaker
President and CEO





Rolando Aedo

Chief Operating Officer



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PARTNER PLANNING WORKSHOP

2022

2022 GMCVB Partner Planning Workshop Program

8:00 a.m. - 8:45 a.m.

Registration / Buffet Breakfast
Business Expo

8:45 a.m. - 9:15 a.m.

Welcome Session
+ Tourism Industry Update

9:20 a.m. - 10:10 a.m.

Breakout Session 1

10:10 a.m. - 10:20 a.m.

Coffee Break

10:25 a.m. - 11:15 a.m.

Breakout Session 2

11:20 a.m. - 12:10 p.m.

Breakout Session 3

12:10 p.m. - 12:45 p.m.

Business Expo
Craft Beer Experience

12:45 p.m. - 1:30 p.m.

Lunch General Session

1:30 p.m.

Door Prize Drawings



AUGUST - SEPTEMBER
MIAMI
SPICE
MONTHS

JULY - AUGUST
MIAMI
SPA
MONTHS



Breakout Sessions - 3x each

- 1 **The Great Travel Rebound** - Room: Sands / New Yorker
- 2 **Storytelling Through Story Selling** - Room: Americana 2
- 3 **Moving Forward... Media Relations, Public Relations & Social Media Redefined** - Room: Poinciana 4
- 4 **Convention Sales, Services + Sports: Working Together to Keep our Destination on Top** - Room: Americana 1
- 5 **Multicultural Tourism + Diversity Initiatives: Increasing Business Opportunities by Elevating and Expanding DEI in Travel + Tourism** - Room: Poinciana 3

Let's Bounce Around Some Ideas





PLANNING WORKSHOP

Welcome Back



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PARTNER PLANNING WORKSHOP

Name: _____

Company: _____

SURVEY

Please circle the appropriate rating for the following questions.

1. How would you rate today's retreat?

Excellent Very Good Good Fair Poor

2. Have you been to a GMCVB Partner Marketing & Planning Retreat in prior years?

3. Which sessions did you attend and how would you rate them? Please write in your answer and rate the session below.

Excellent Very Good Good Fair Poor

Excellent Very Good Good Fair Poor

Excellent Very Good Good Fair Poor

4. What suggestions do you have, if any, for future GMCVB Partner Marketing & Planning Retreats?

Placeholder for word cloud





SUSTAINABLE DEVELOPMENT GOALS



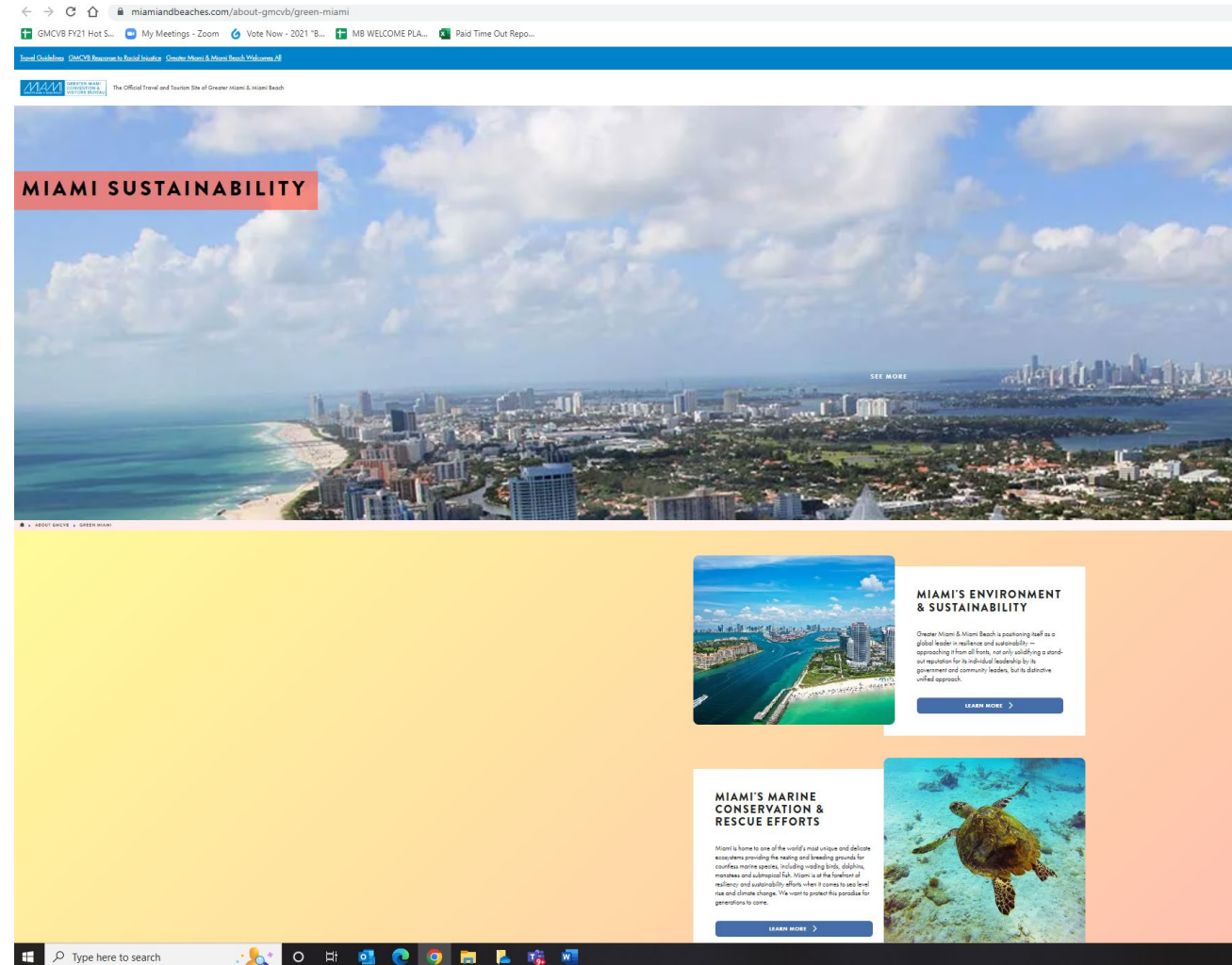
Sustainability

Content

Rich content showcasing all aspects of green Greater Miami & Miami Beach

Search Features

Enhancing website to allow users to search for lodging and dining partners with sustainable offerings



TRAVELABILITY



THE INTERSECTION OF TRAVEL AND DISABILITY



She got married.

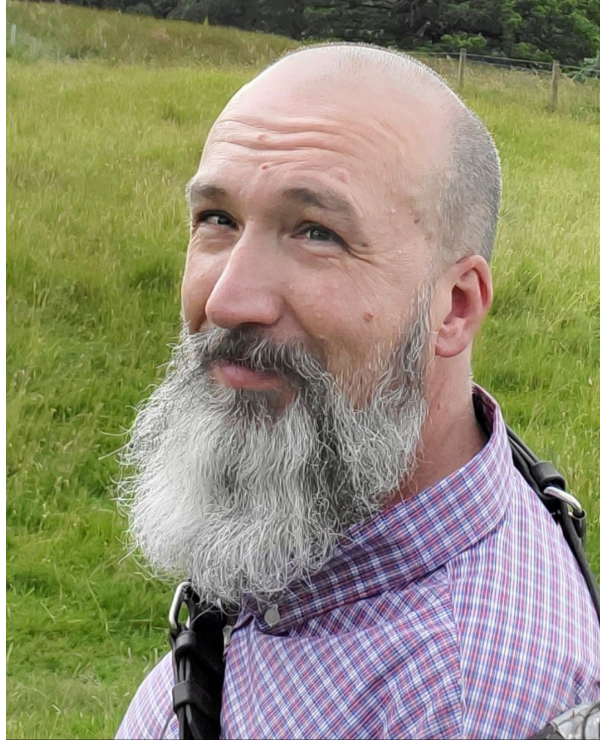


David Whitaker

President and CEO



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expedia group

Toby Willis

Senior Product Manager
Inclusive Travel

The background of the slide is a photograph of a paved road winding through a desert landscape. The road has a white center line and leads towards a range of mountains under a bright, hazy sky, suggesting a sunset or sunrise. The mountains are silhouetted against the light sky, and the foreground shows some desert vegetation and a wooden guardrail.

Be the Solution: What Disabled Travelers Need

Toby Willis
Senior Product Manager
Inclusive Travel
Expedia Group



Toby Willis
Senior Product Manager
Inclusive Travel



Dazzler
The Guide Dog

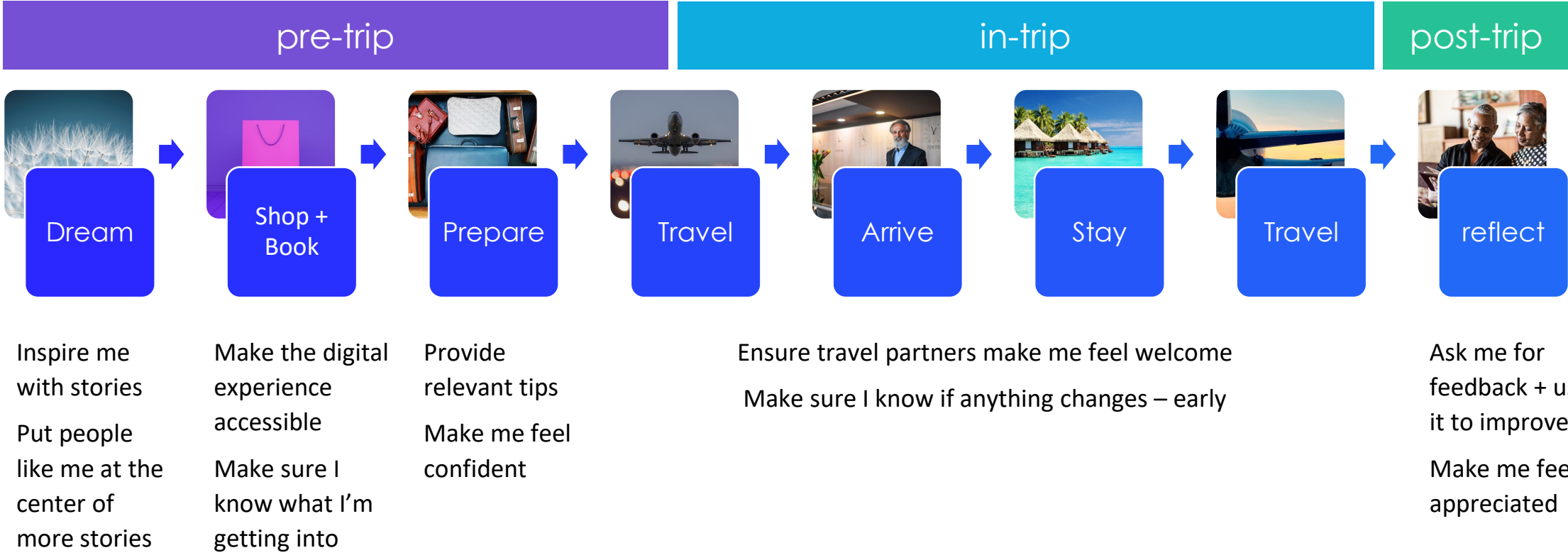


Just because a man
lacks the use of his
eyes doesn't mean
he lacks vision.

Stevie Wonder



Travel Lifecycle



Inclusive design is good design



Disability

- Any condition that substantially limits a daily life activity
 - Permanent
 - Temporary
 - Situational



Accessibility

- The measure of usability for people with disabilities



Solutions

- No cost
- Low cost
- Long-term

Archetypes

1.85 billion people are disabled globally

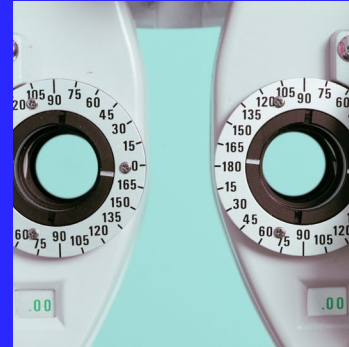
\$1.9 trillion in annual disposable income

26% of adults in the US have some type of disability



Mobility

13.7% of adults have serious difficulty walking or climbing stairs



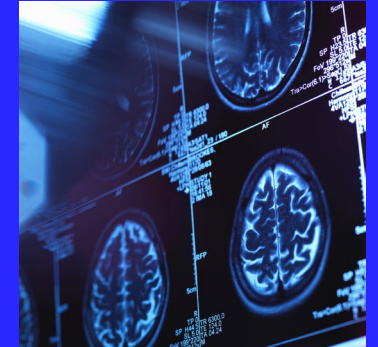
Sight

4.6% are blind or have serious difficulty seeing



Hearing

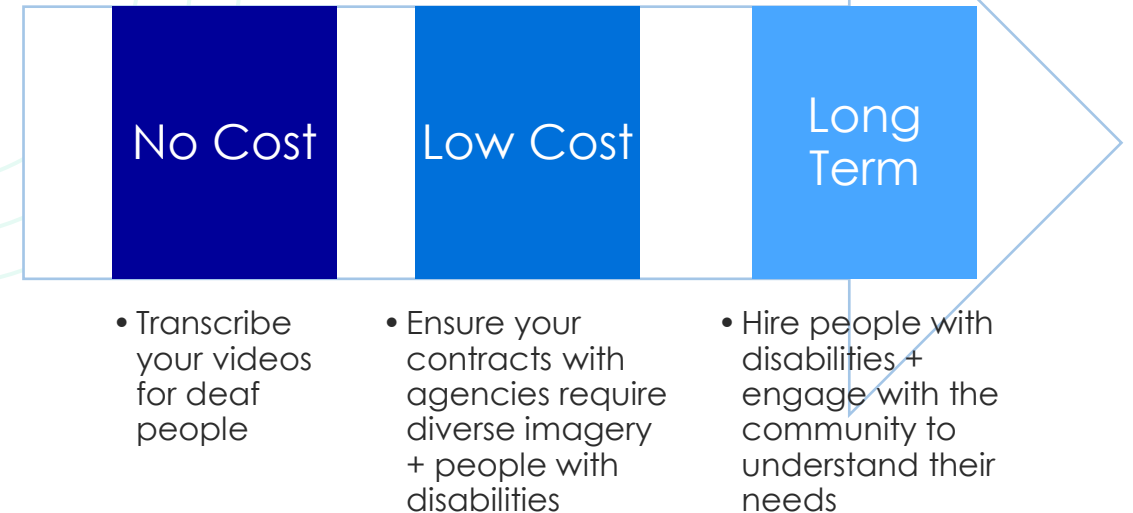
5.9% of adults experience deafness or serious difficulty hearing



Cognitive

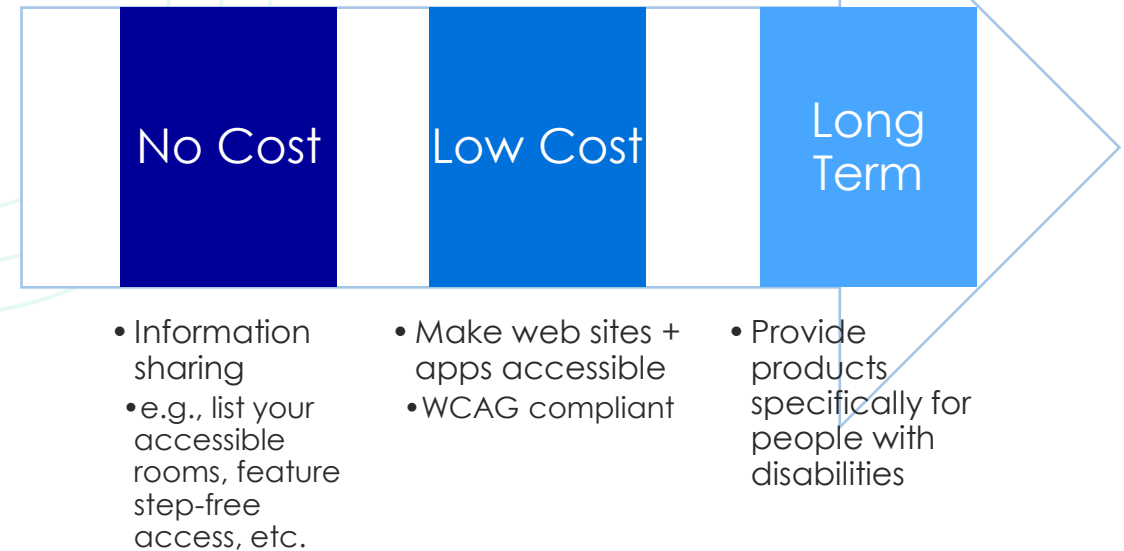
10.8% have serious difficulty concentrating, remembering, or making decisions

Satiate my desire to travel



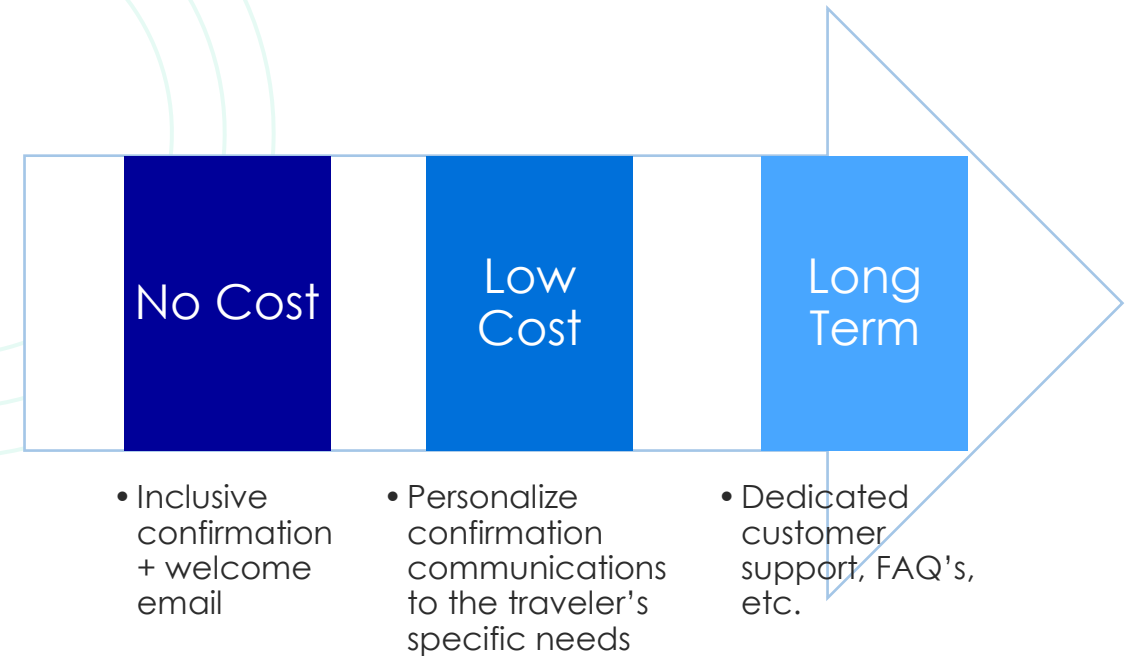


Make me feel safe, welcome, and understood



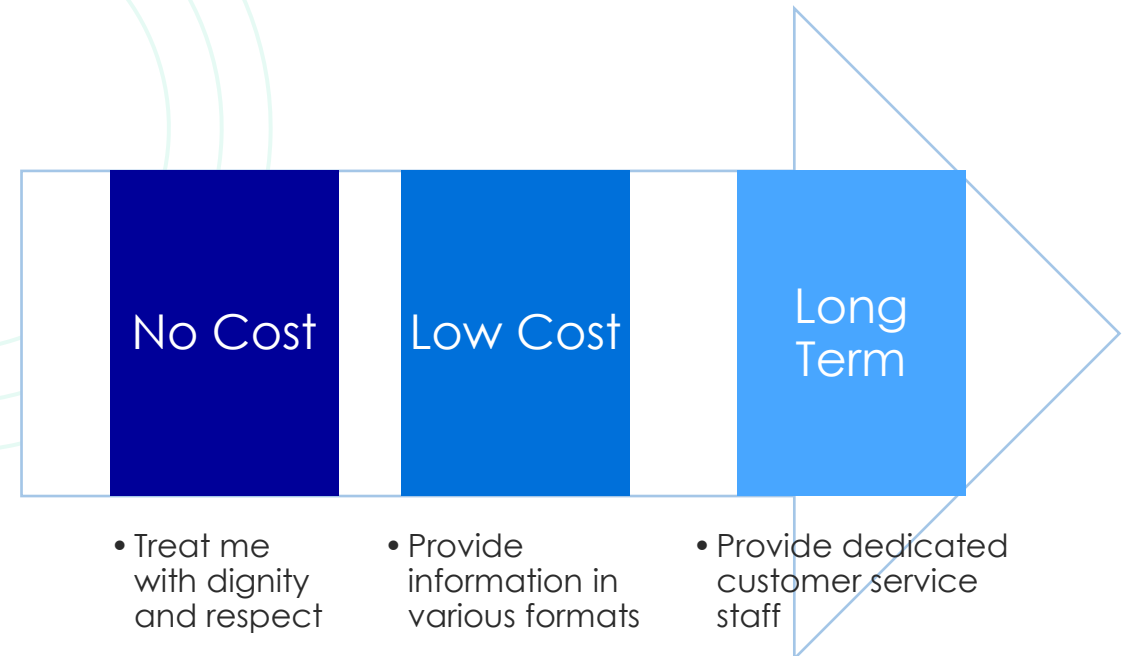


Build confidence and establish a foundation for trust



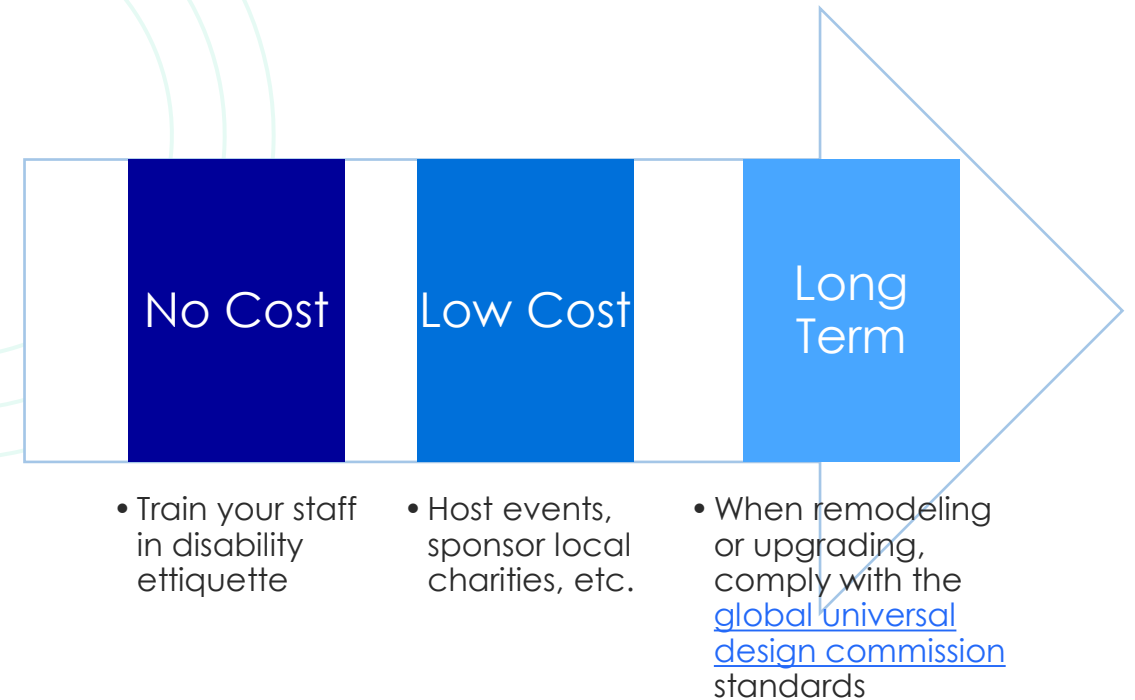


Get me to my destination without friction



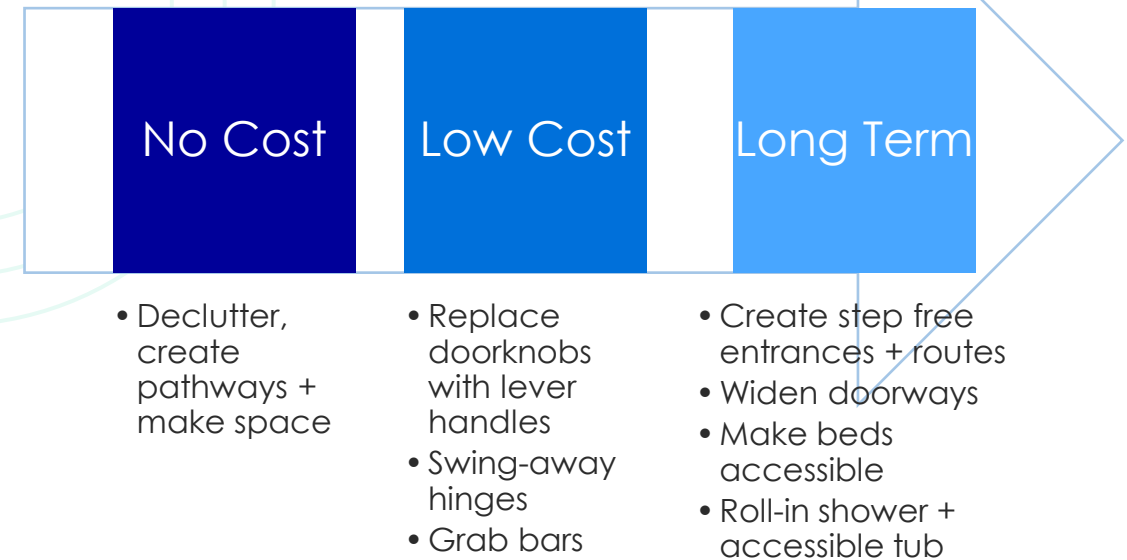


Deliver the experience that I expect



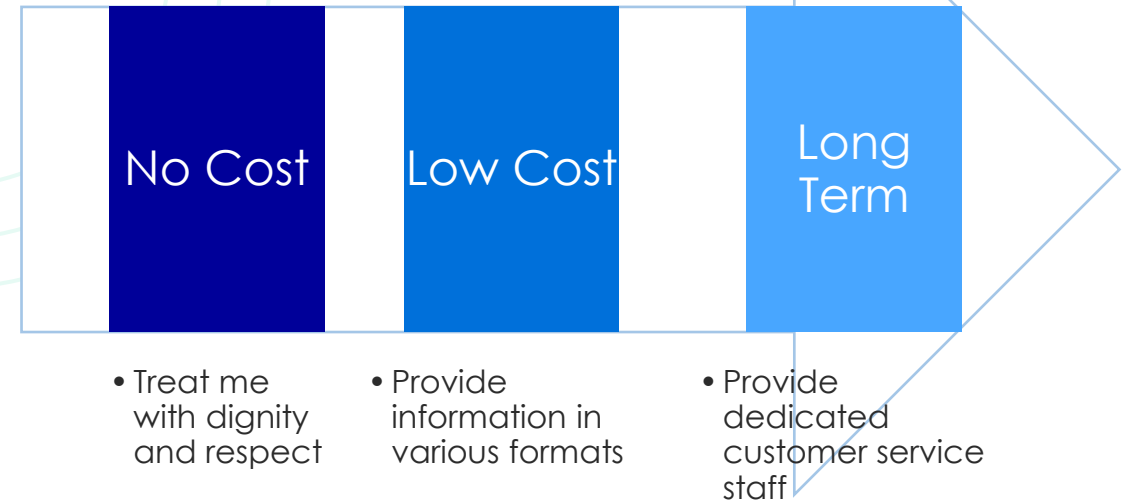


Be the solution... start your journey to disability inclusion



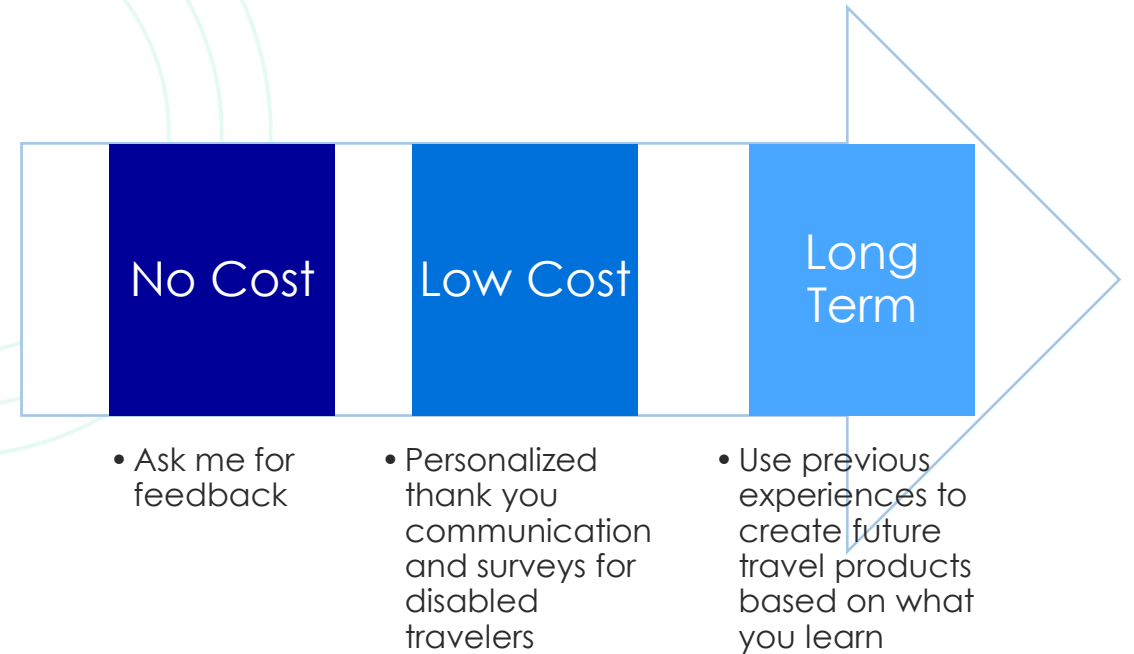


Get me home without friction

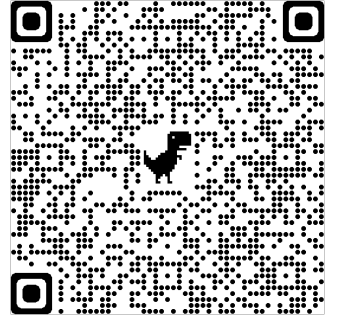




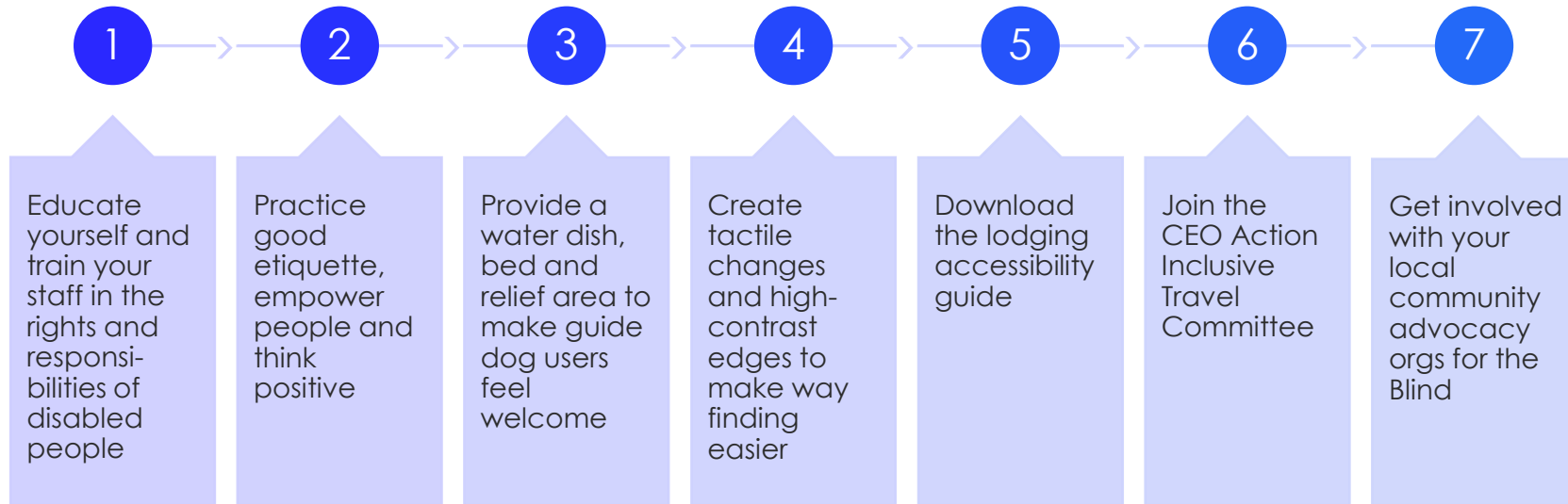
Make me feel like you appreciate my business



How You Can Help



Be the solution





Thank You



David Whitaker

President and CEO



GREATER MIAMI
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Door Prizes

JULY + AUGUST

MIAMI
SPA
MONTHS



AUGUST + SEPTEMBER

MIAMI
SPICE
MONTHS





THANK YOU!

