

An aerial photograph of Miami, Florida, showing the city skyline across a body of water. In the foreground, a long, narrow strip of land with a beach and several high-rise buildings is visible. A long pier or breakwater extends from the land into the water. The sky is clear and blue.

MIAMI
GREATER MIAMI & MIAMI BEACH

GREATER MIAMI
CONVENTION &
VISITORS BUREAU

ANNUAL PLANNING WORKSHOP



Rolando Aedo

Chief Operating Officer



GREATER MIAMI
CONVENTION &
VISITORS BUREAU



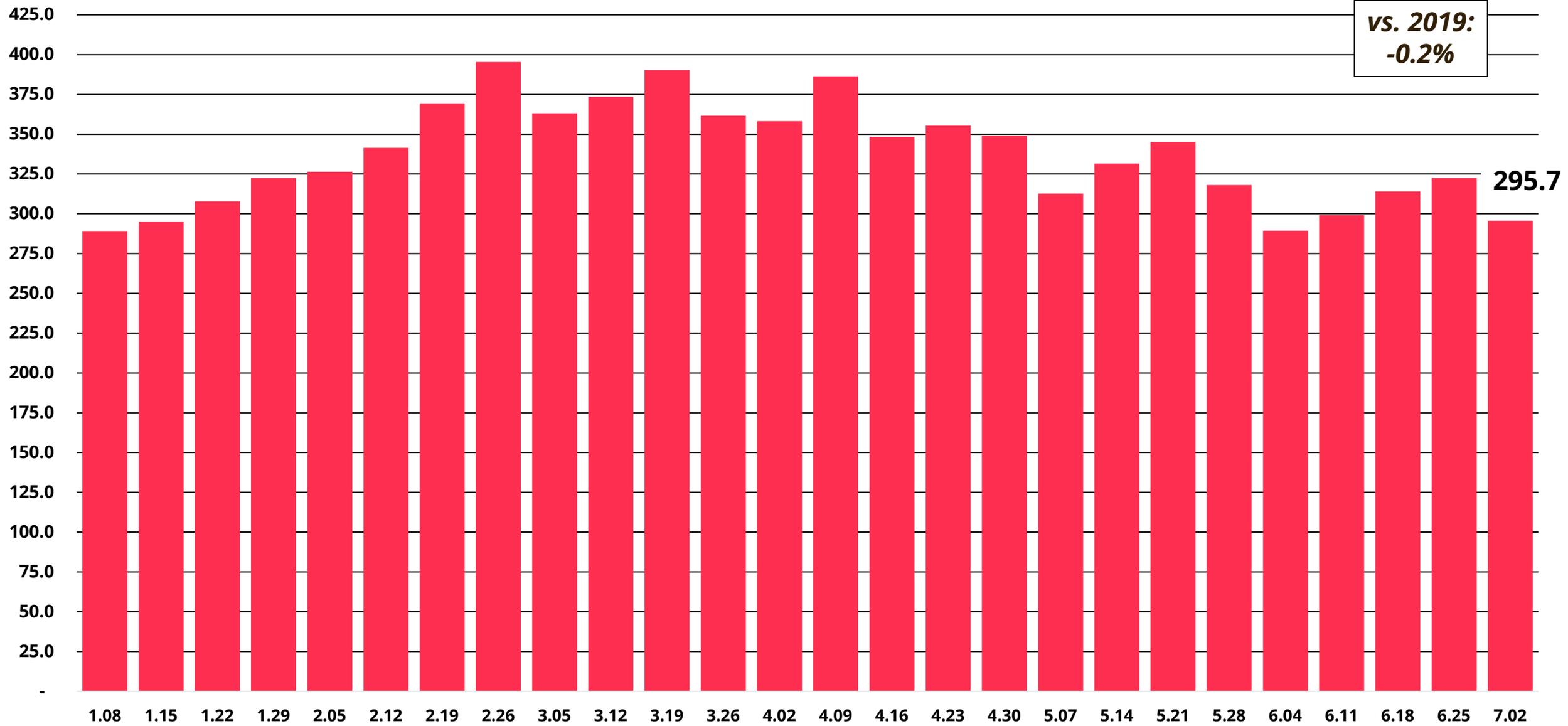


David Whitaker

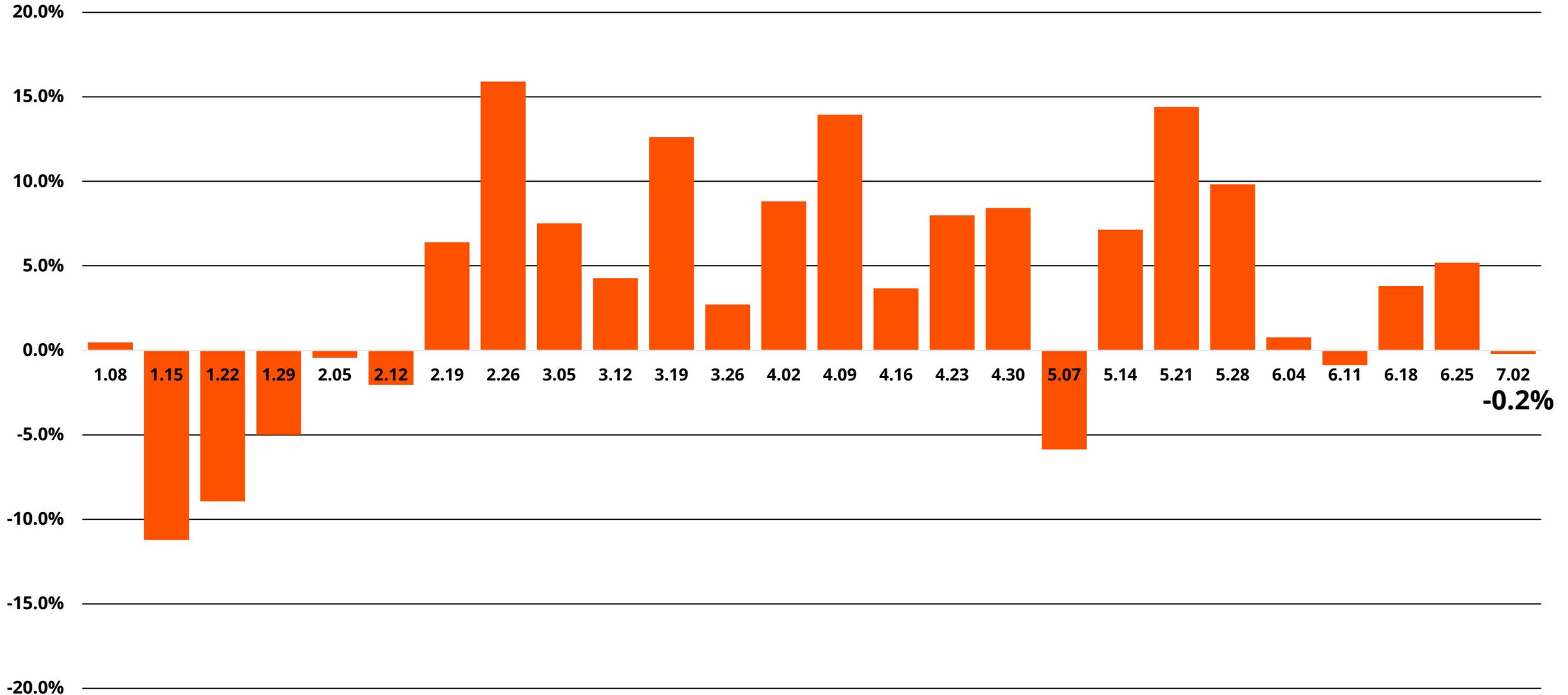
President and CEO



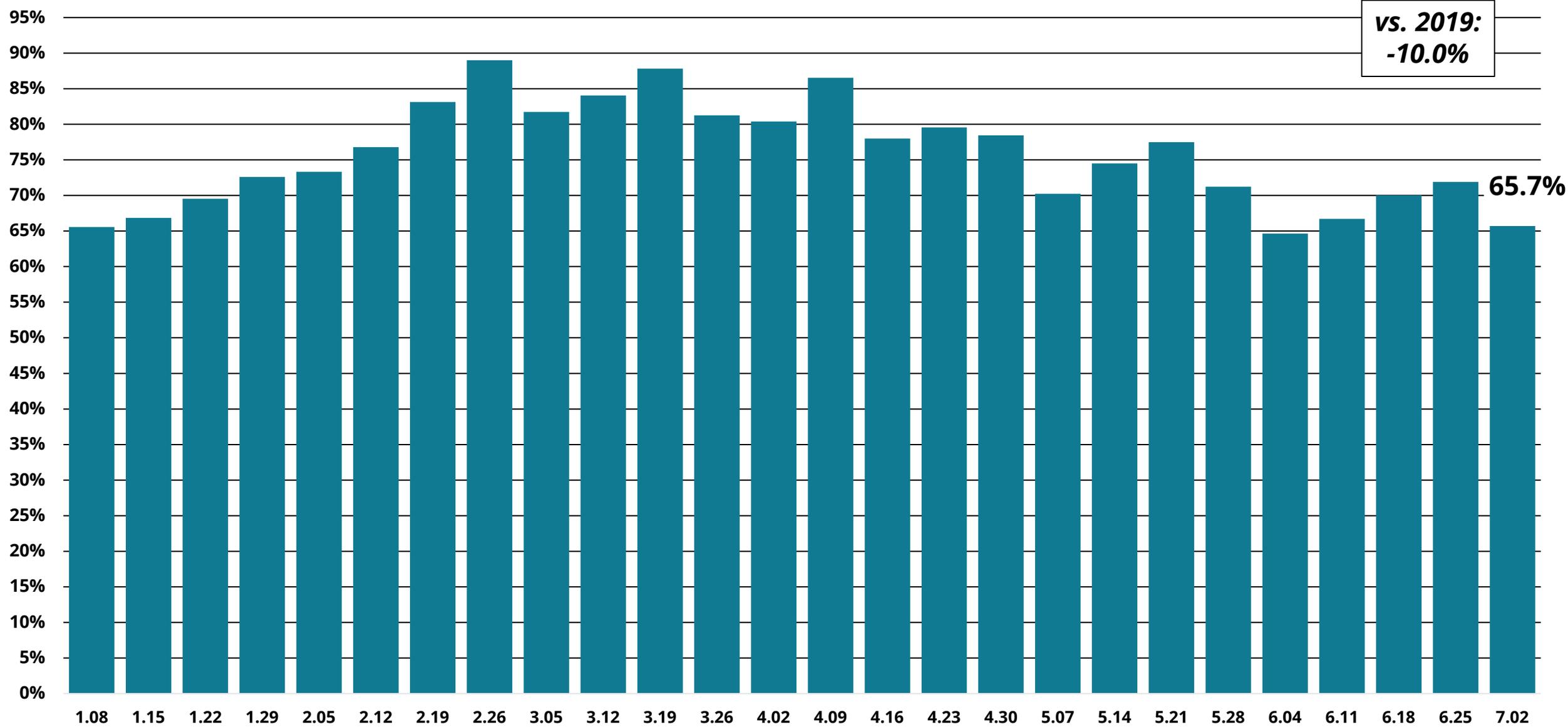
Hotel Demand / Rooms Sold (in 1000s - last 6 months)



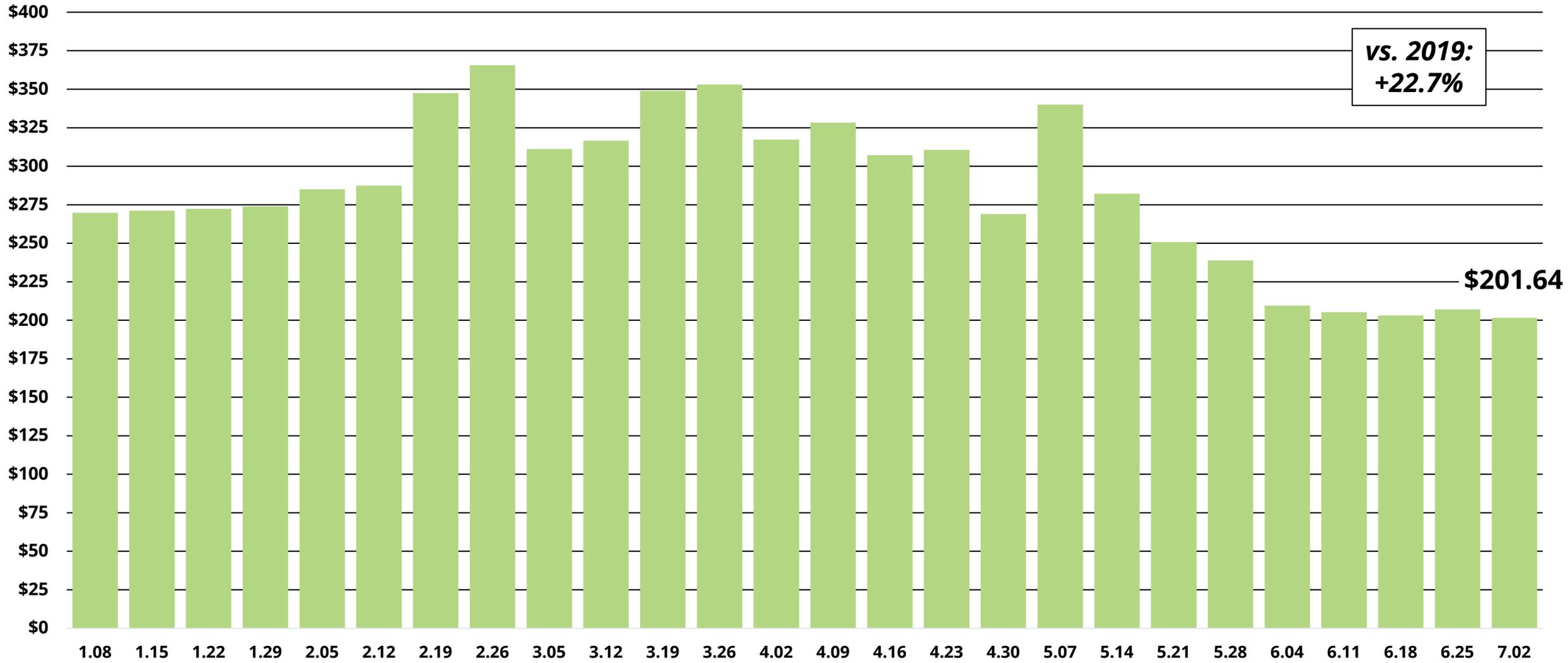
Miami-Dade County Weekly Demand % Change (vs 2019)



Weekly Occupancy (last 6 months)



Weekly ADR (last 6 months)

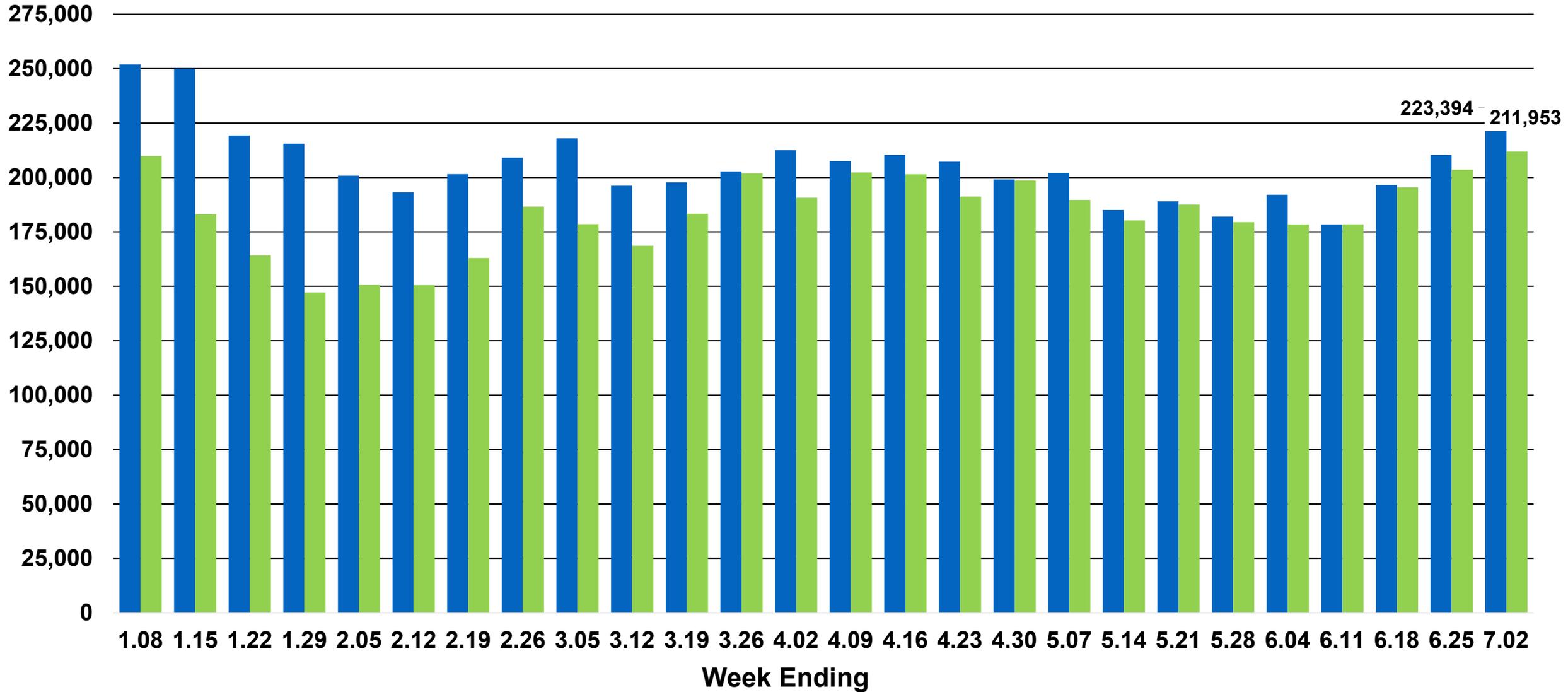


Top 10 Hotel Markets Jan - May 2022

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

■ 2019 ■ 2022





MIAMI
FIFA WORLD CUP 2026™
HOST CITY

Recent Wins



THE MICHELIN GUIDE IS PLEASED TO INVITE YOU TO THE MICHELIN REVEAL 2022 BIB GOURMANDS & STARS

GREATER MIAMI, ORLANDO, TAMPA BAY FLORIDA

THURSDAY, JUNE 9, 2022
6:30PM | THE RITZ-CARLTON ORLANDO, GRANDE LAKES
4012 CENTRAL FLORIDA PARKWAY, ORLANDO, FL 32837

VISITFLORIDA MIAMI VisitOrlando TAMPA BAY

PRESENTING PARTNER
Capital One

OFFICIAL PARTNERS
RÉMY MARTIN caviar WINE ACCESS BLANCPAIN

PREFERRED PARTNER
OTHERLAND SOCIETY GAGGENAU PETROSSIAN S.PELLEGRINO DELTA

#MICHELINSTAR22 MICHELIN #MICHELINGUIDEFL



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





Rolando Aedo

Chief Operating Officer



GREATER MIAMI
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um•nsu•card
University of Miami-Nova Southeastern University
Center for Autism & Related Disabilities

easterseals
South Florida

 **SABRINA
COHEN
FOUNDATION**
putting lives back into motion

BEST BUDDIES



Shake-A-Leg
Miami
SINCE 1990


**MIAMI
LIGHTHOUSE**
for the BLIND
AND VISUALLY IMPAIRED

MIAMI-DADE
COUNTY



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



GREATER MIAMI
CONVENTION &
VISITORS BUREAU

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

1 NO POVERTY

2 ZERO HUNGER

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS


SUSTAINABLE DEVELOPMENT GOALS

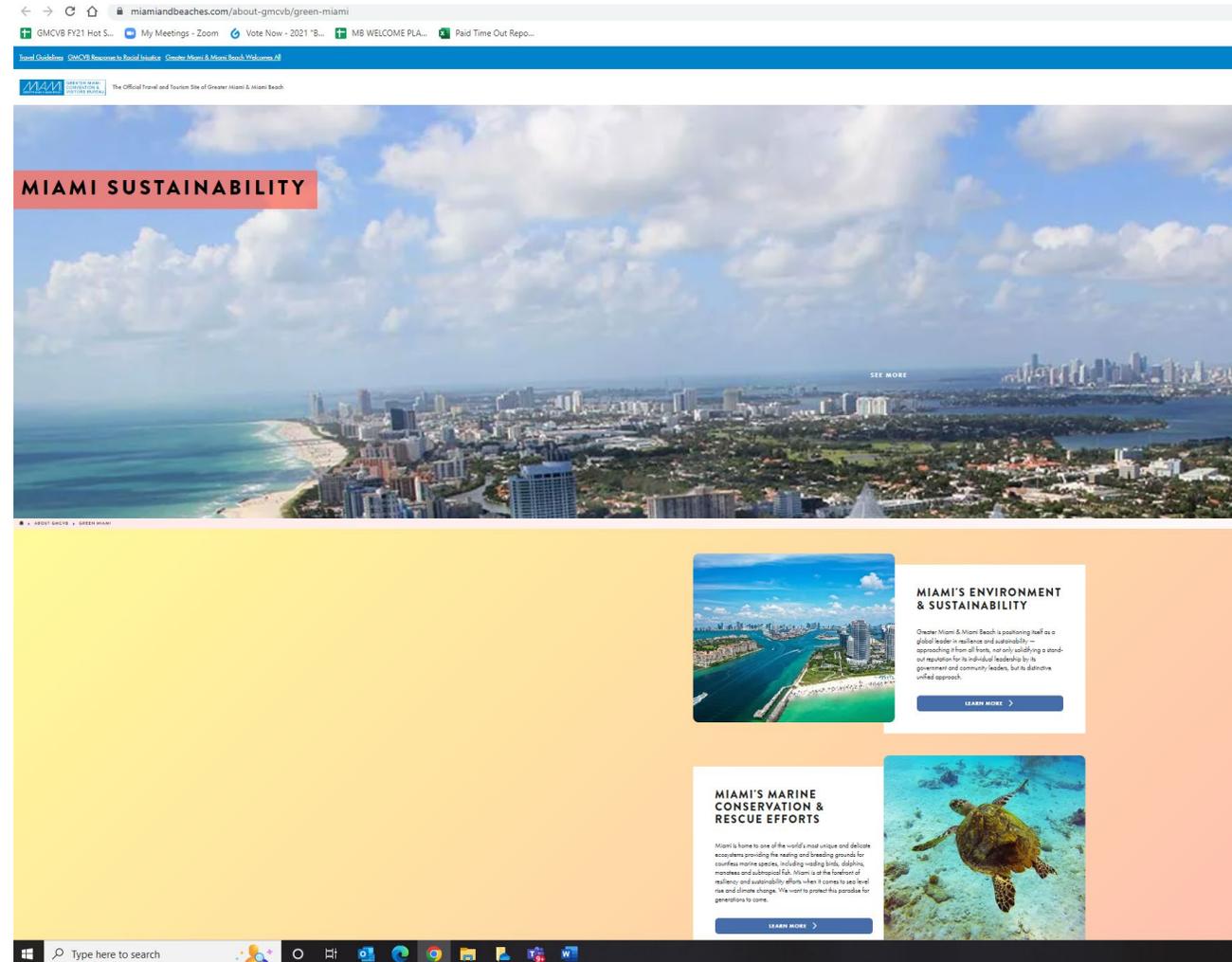
Sustainability

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



We get married.

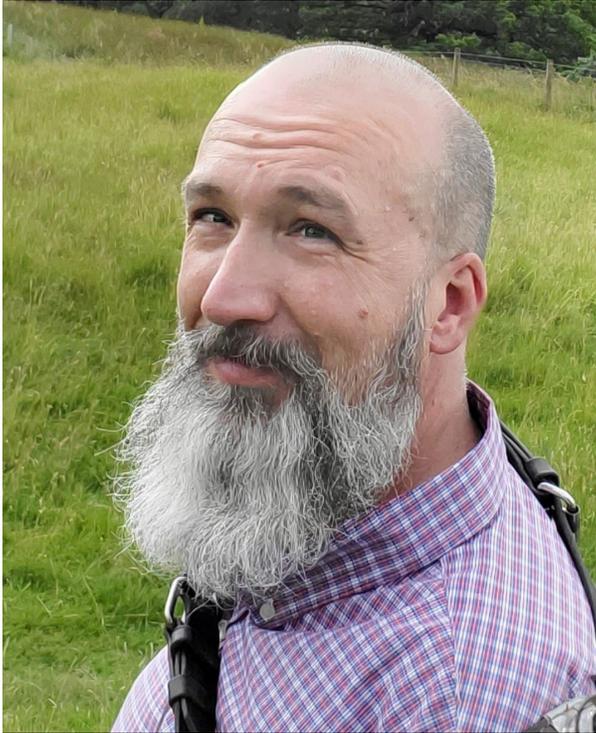


David Whitaker

President and CEO



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expedia group

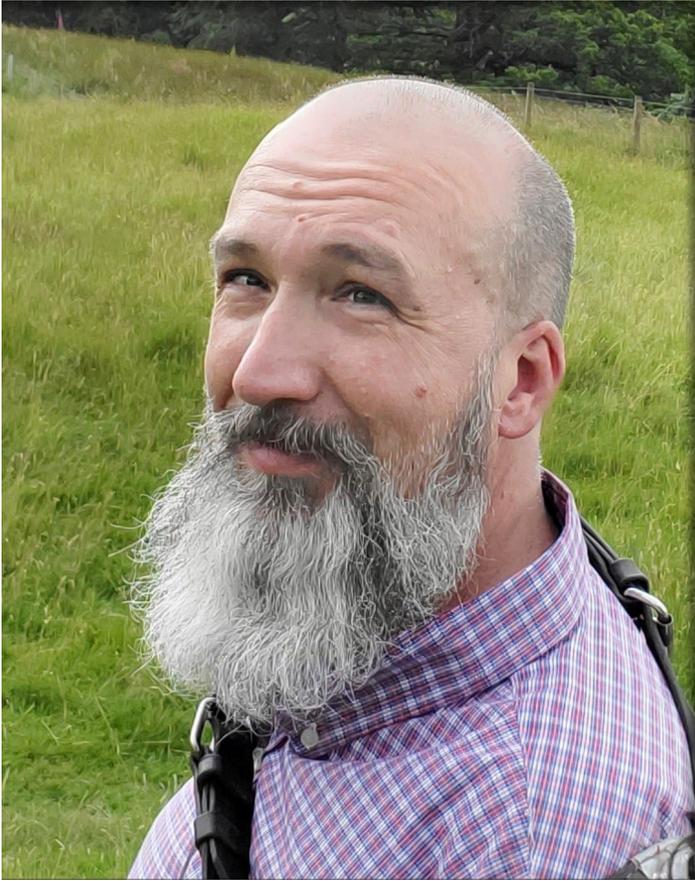
Toby Willis

**Senior Product Manager
Inclusive Travel**

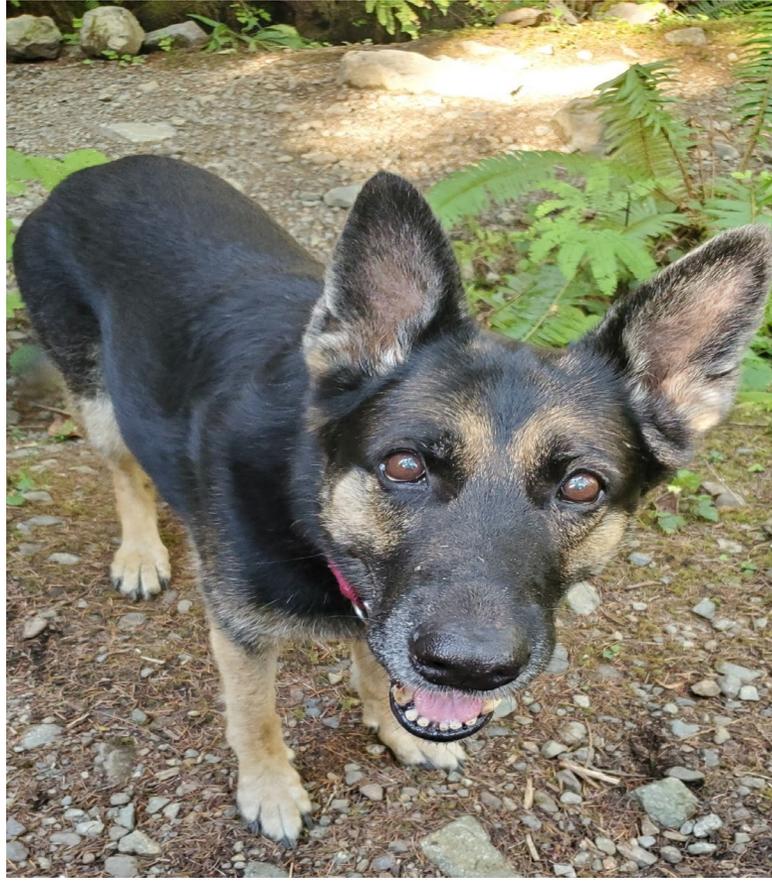


Be the Solution: What Disabled Travelers Need

Toby Willis
Senior Product Manager
Inclusive Travel
Expedia Group



Toby Willis
Senior Product Manager
Inclusive Travel



Dazzler
The Guide Dog

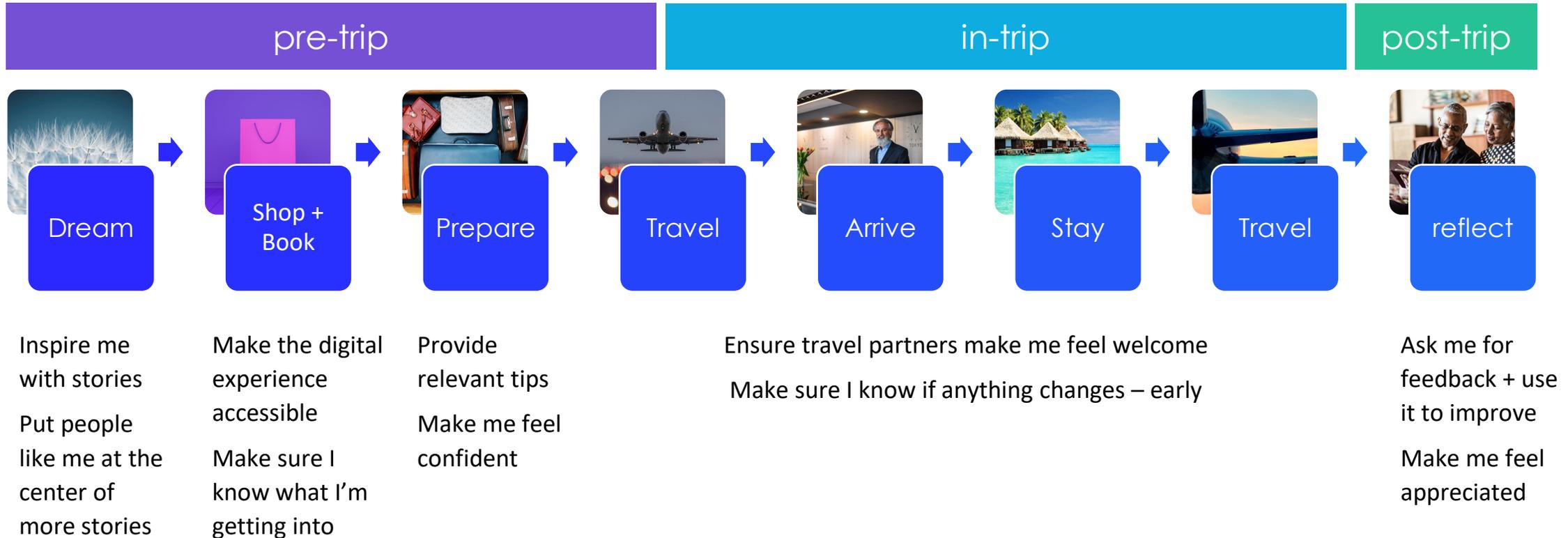


Just because a man
lacks the use of his
eyes doesn't mean
he lacks vision.

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

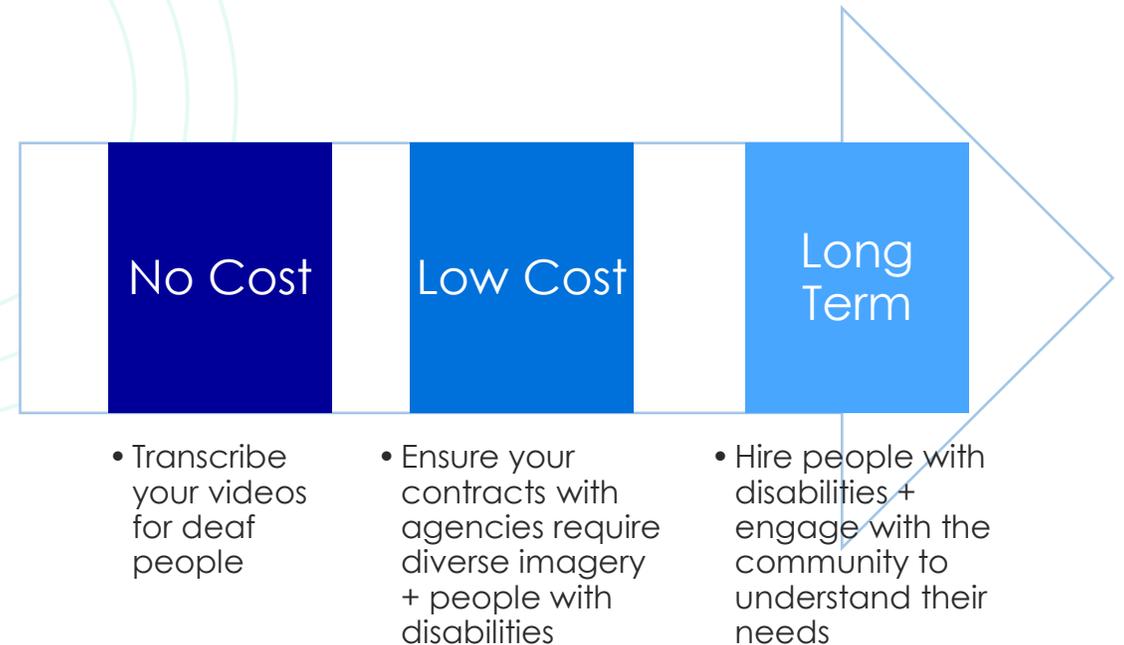


Cognitive

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



Satiate my desire to travel





Make me feel safe, welcome, and understood



- Information sharing
- e.g., list your accessible rooms, feature step-free access, etc.

- Make web sites + apps accessible
- WCAG compliant

- Provide products specifically for people with disabilities



Build confidence and establish a foundation for trust



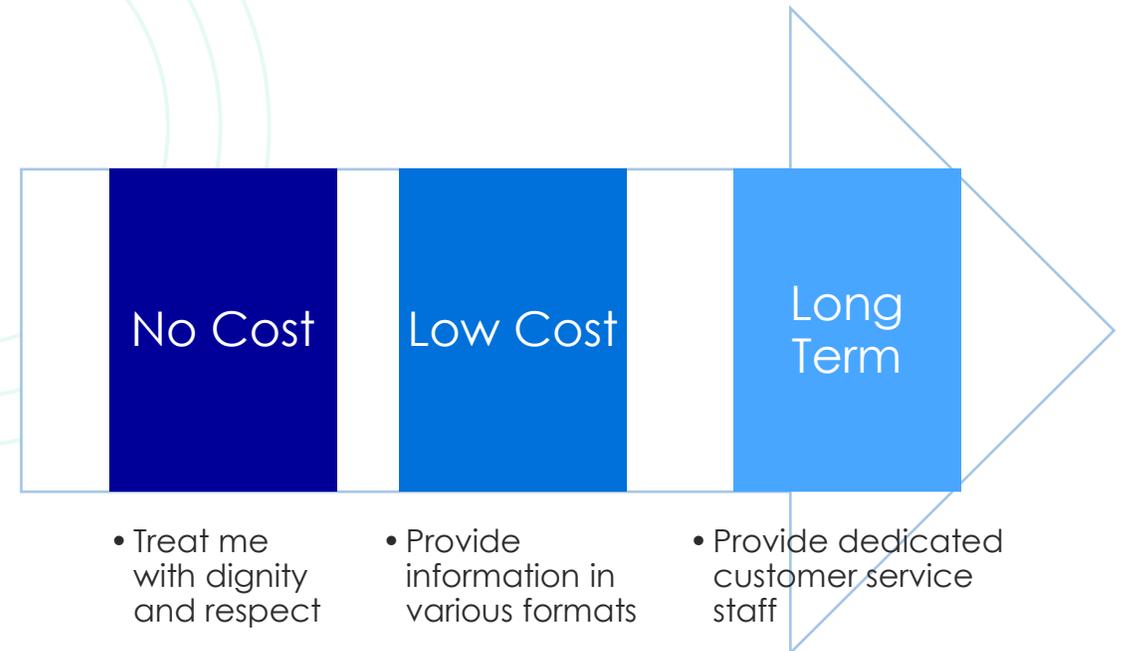
- Inclusive confirmation + welcome email

- Personalize confirmation communications to the traveler's specific needs

- Dedicated customer support, FAQ's, etc.



Get me to my destination without friction





Deliver the experience that I expect



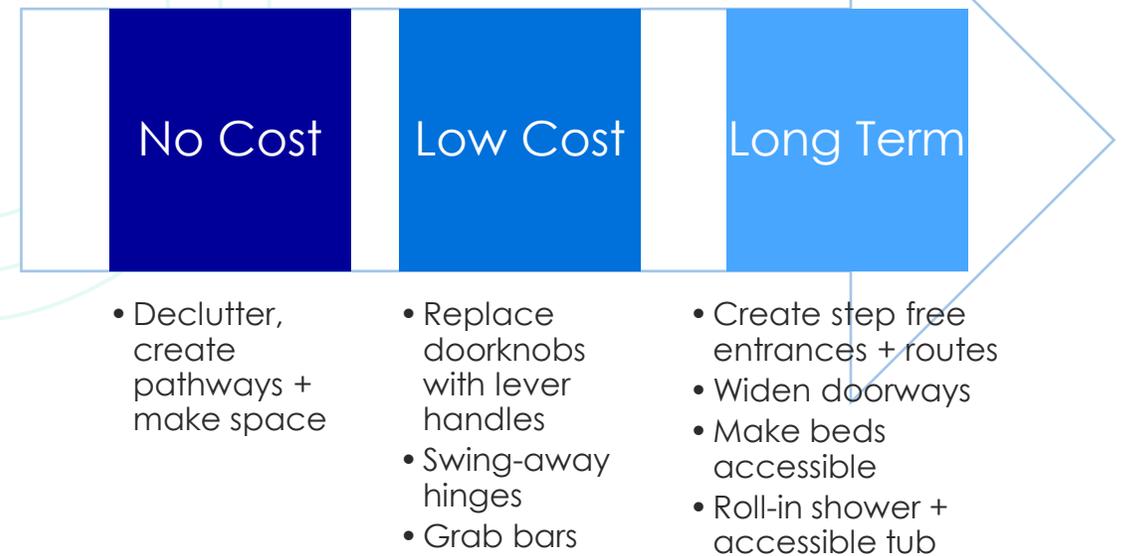
- Train your staff in disability etiquette

- Host events, sponsor local charities, etc.

- When remodeling or upgrading, comply with the [global universal design commission standards](#)

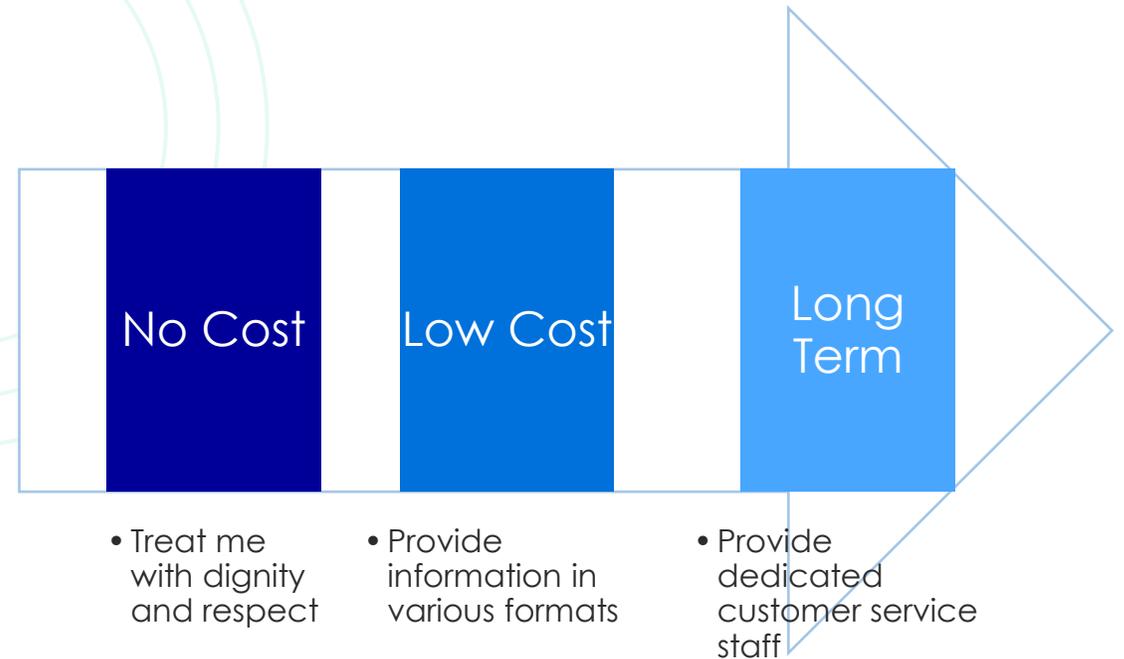


Be the solution... start your journey to disability inclusion



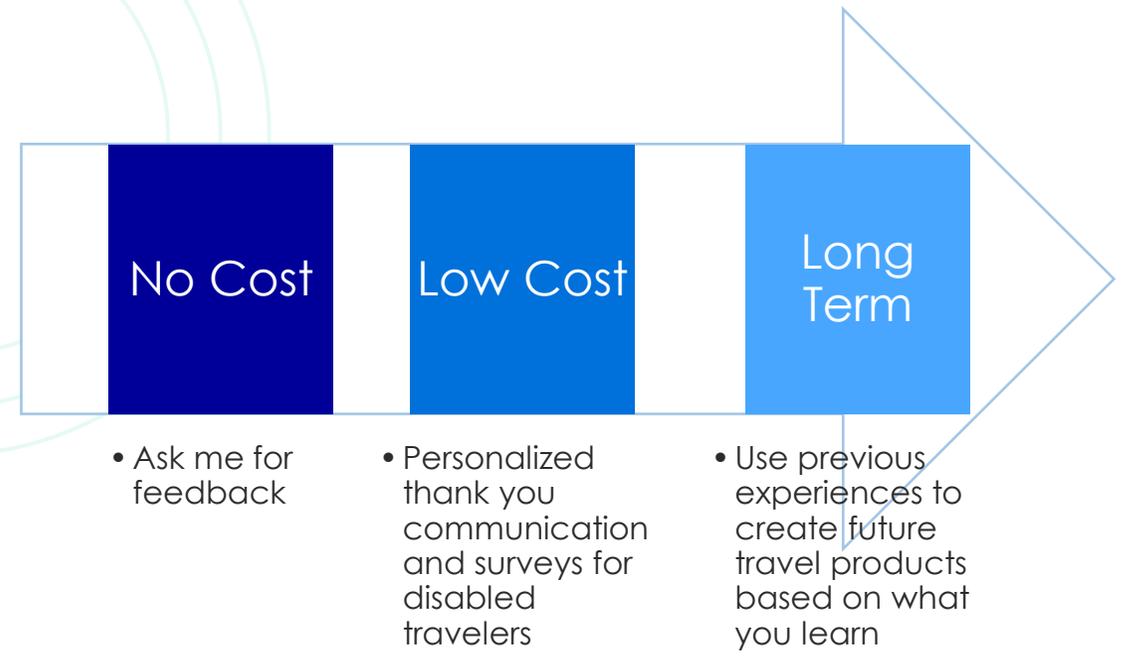


Get me home without friction

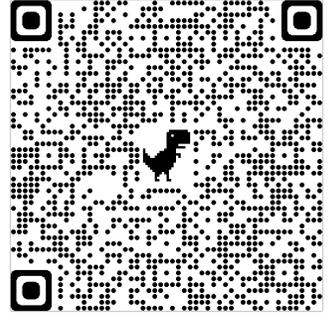




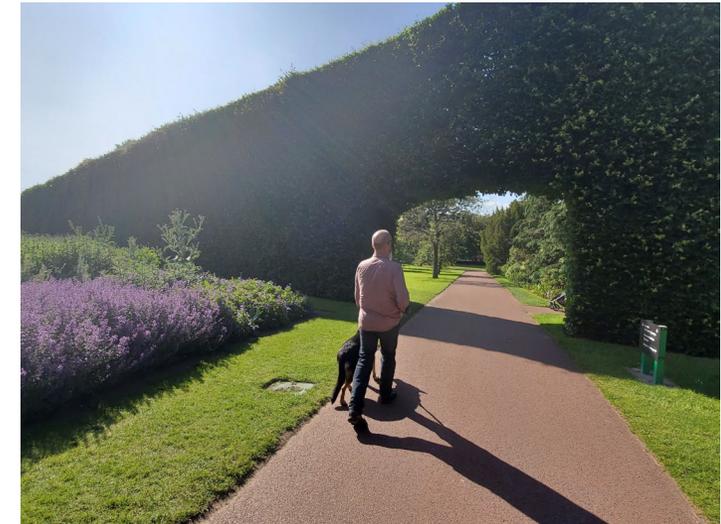
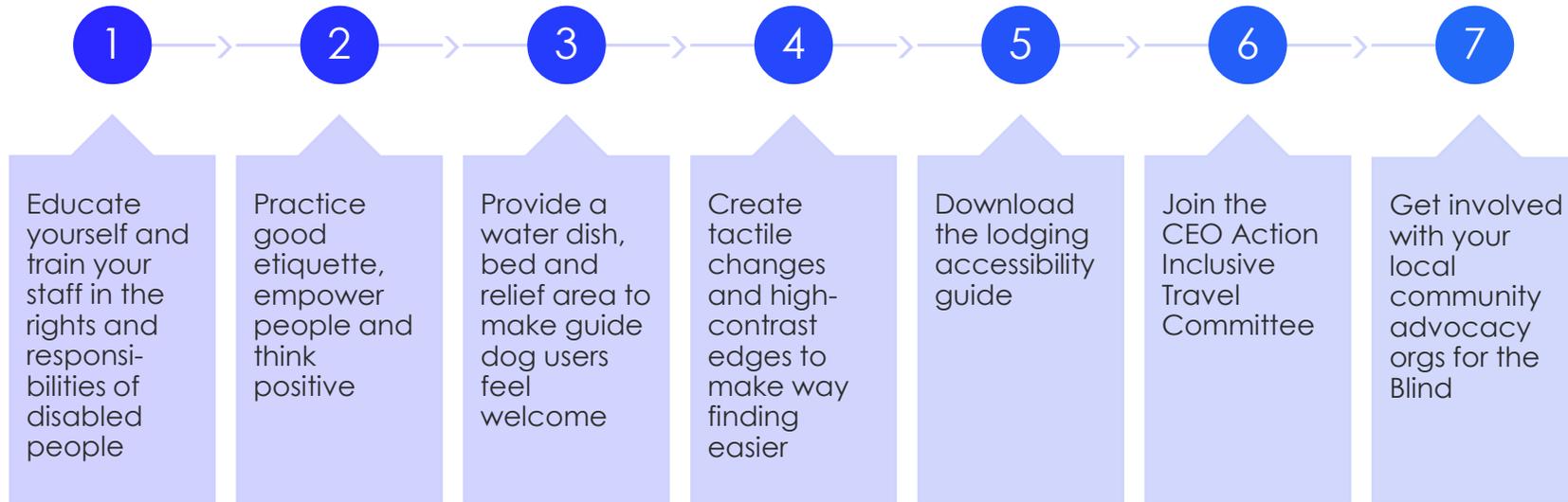
Make me feel like you appreciate my business



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!

