

*Greater Miami and
Miami Beach
Welcomes You*



GREATER MIAMI
CONVENTION &
VISITORS BUREAU















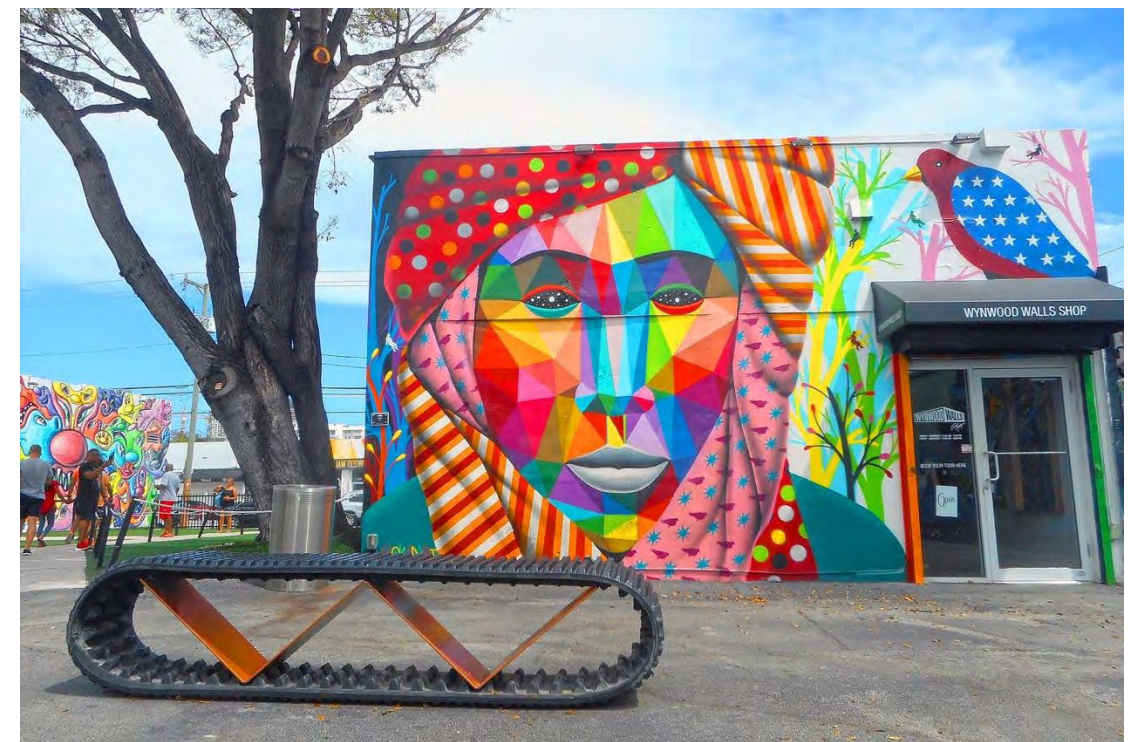














bon appétit



MIAMI
ON &
BUREAU
&
EAU











MIAMI INTERNATIONAL BOAT SHOW®

MIAMI
INTERNATIONAL
BOAT SHOW
BUREAU
OF
BOAT
SHOWS





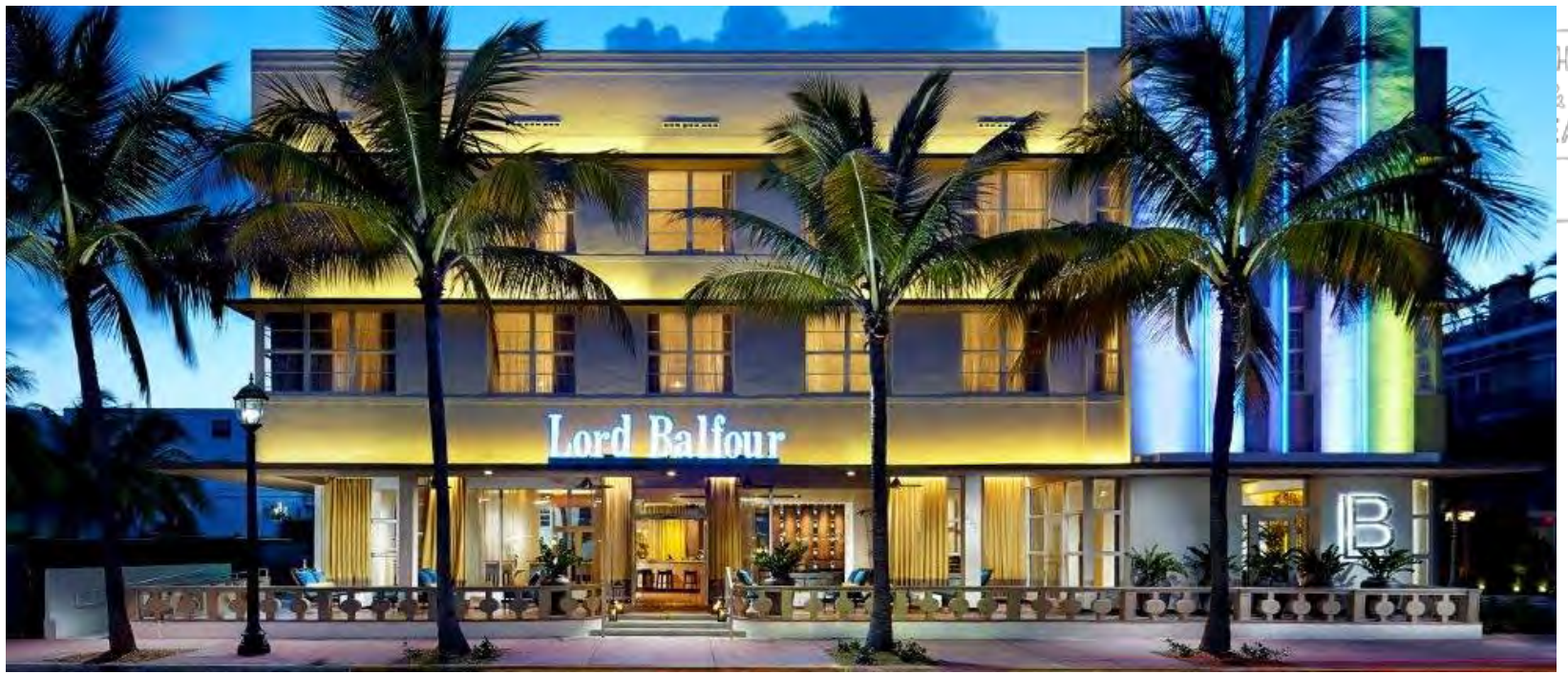
























WORLD BASEBALL CLASSIC

2026











GREATER MIAMI
CONVENTION &
VISITORS BUREAU
CONVENTION &
VISITORS BUREAU







GULFSTREAM PARK

GULFSTREAM 1/28/2017 RACE 6



GH MUMM

Felix & Co. Inc.

xpressbet.

RACE 6

sbe

GULFSTREAM PARK

FINISH



BROADWAY IN MIAMI™

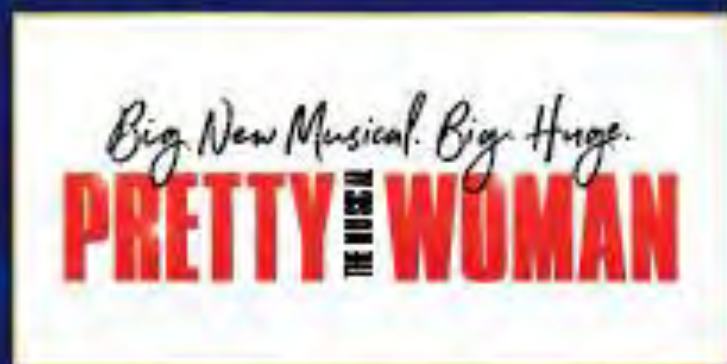
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Presenting Sponsor:

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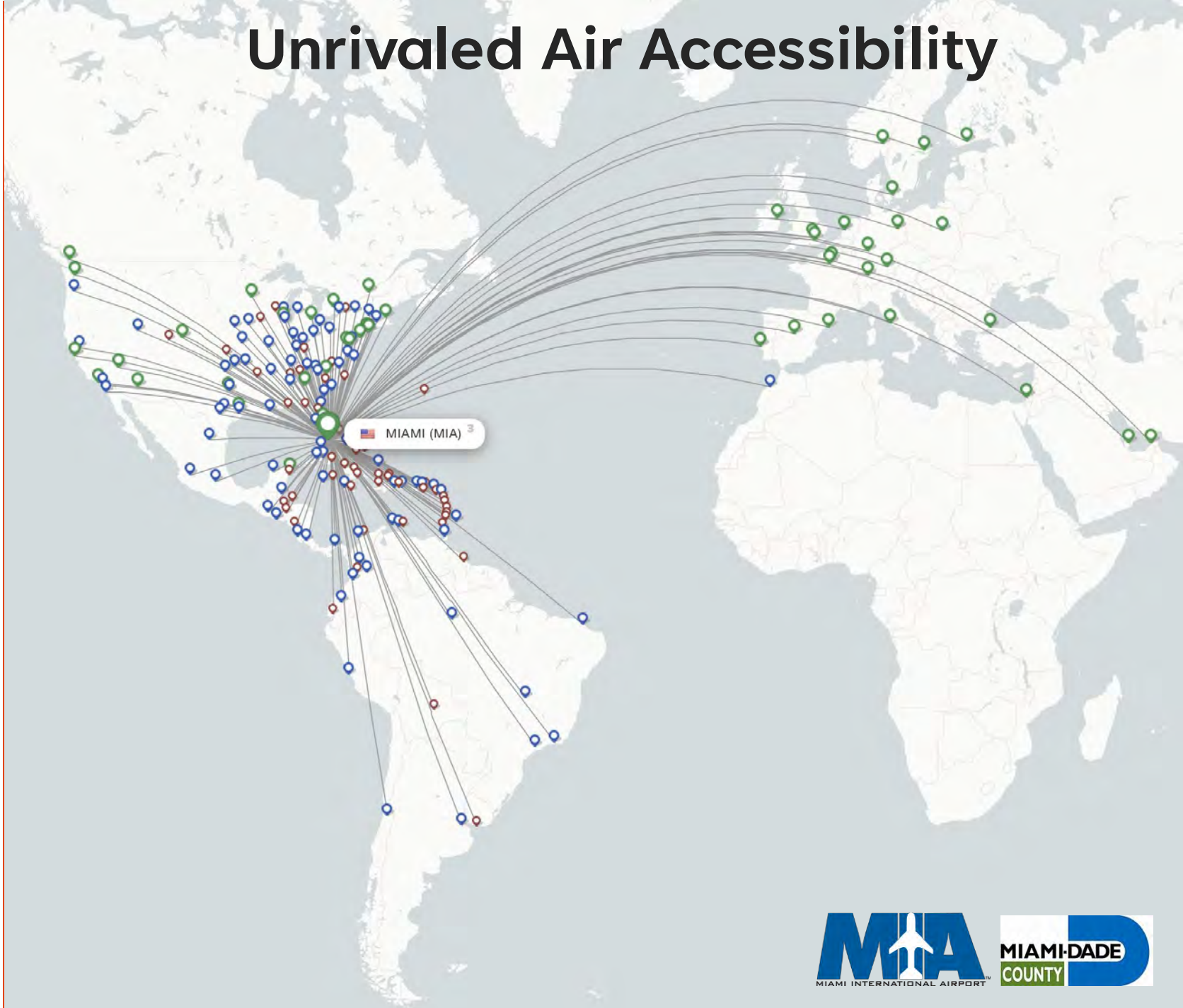


OUR 2023-24 SEASON

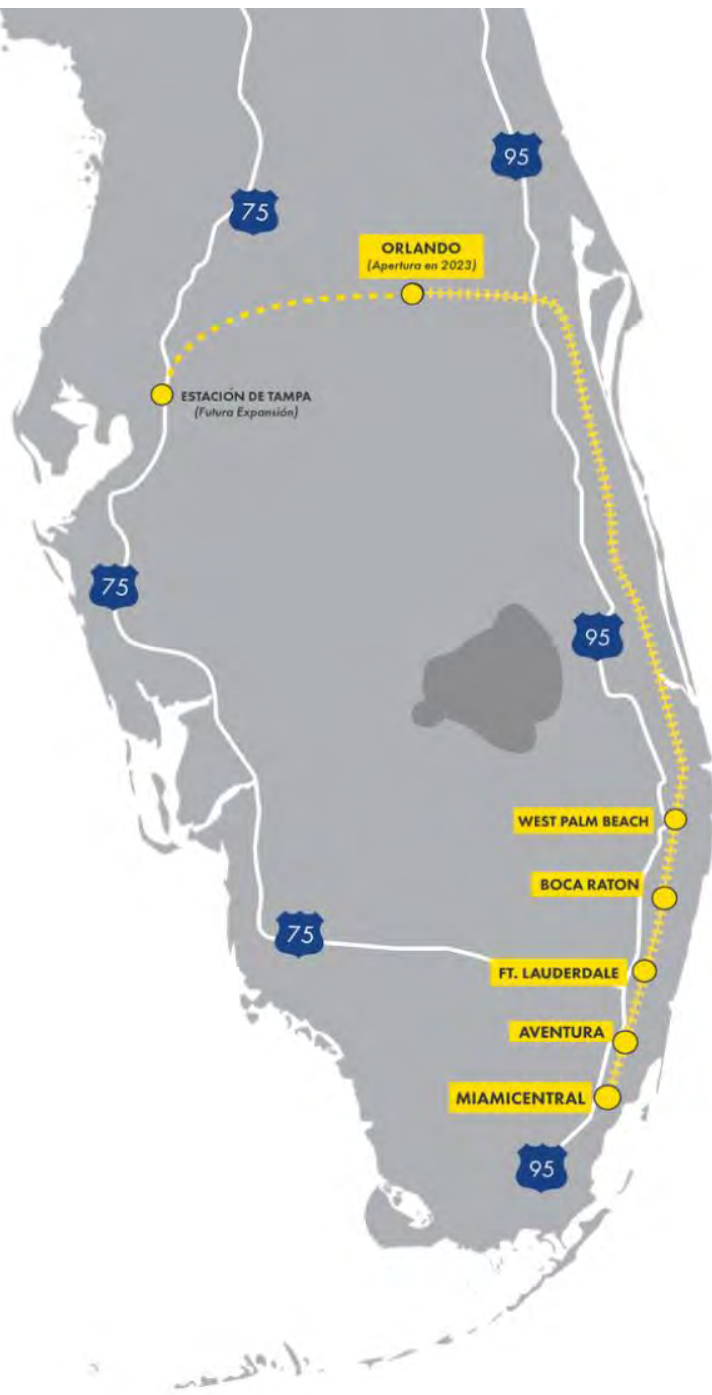


- Aerolineas – Argentina
- Aeromexico – Mexico
- Air Canada – Canada
- Aer Lingus – Ireland
- Air Century – Dominican Republic
- Air Europa – Spain
- Air France – France
- Air Transit – Canada
- Alaska Airlines – USA
- American Airlines – USA
- Avianca – Colombia
- Bahamasair – Bahamas
- Boliviana de Aviacion – Bolivia
- British Airways – UK
- Caribbean Airlines – Trinidad & Tobago
- Cayman Airways – Cayman Islands
- COPA Airways – Panama
- Delta Air Lines – USA
- Eastern Airlines – USA
- EL AL – Israel
- Emirates – UAE
- Finnair – Finland
- Frontier Airlines – USA
- GlobalX – USA
- GOL – Brazil
- Iberia – Spain
- ITA Airways – Italy
- Jet Blue – USA
- KLM – Netherlands
- LATAM – South America
- LOT – Poland
- Lufthansa – Germany
- Norse Atlantic – Norway
- Qatar – Qatar
- Red Air – Dominican Republic
- Royal Air Maroc – Morocco
- SAS – Sweden
- Sky – Chile
- Sky High – Dominican Republic
- Southwest – USA
- Spirit – USA
- Sun Country – USA
- Sunwig – Canada
- Surinam Airways – Surinam
- Swiss Air – Switzerland
- TAP Air – Portugal
- Turkish – Turkey
- United Airlines – USA
- Virgin Atlantic – USA
- Viva – Colombia
- Volaris – Mexico
- WestJet – Canada

Unrivalled Air Accessibility







TOP 25 HOTEL MARKETS

OCCUPANCY

2024					% Change	
<u>Rank</u>	<u>Region</u>	<u>FY 2024</u>	<u>FY 2023</u>		<u>24 vs 23</u>	
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%	

Source: STR

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%	



2023/2024
ANNUAL REPORT



2024/2025
BUSINESS PLAN





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

Storytelling



TOTAL VISITORS

(July 2023-June 2024)



27.8M
Total Visitors



12.9M
Domestic
Visitors



6.5M
International
Visitors



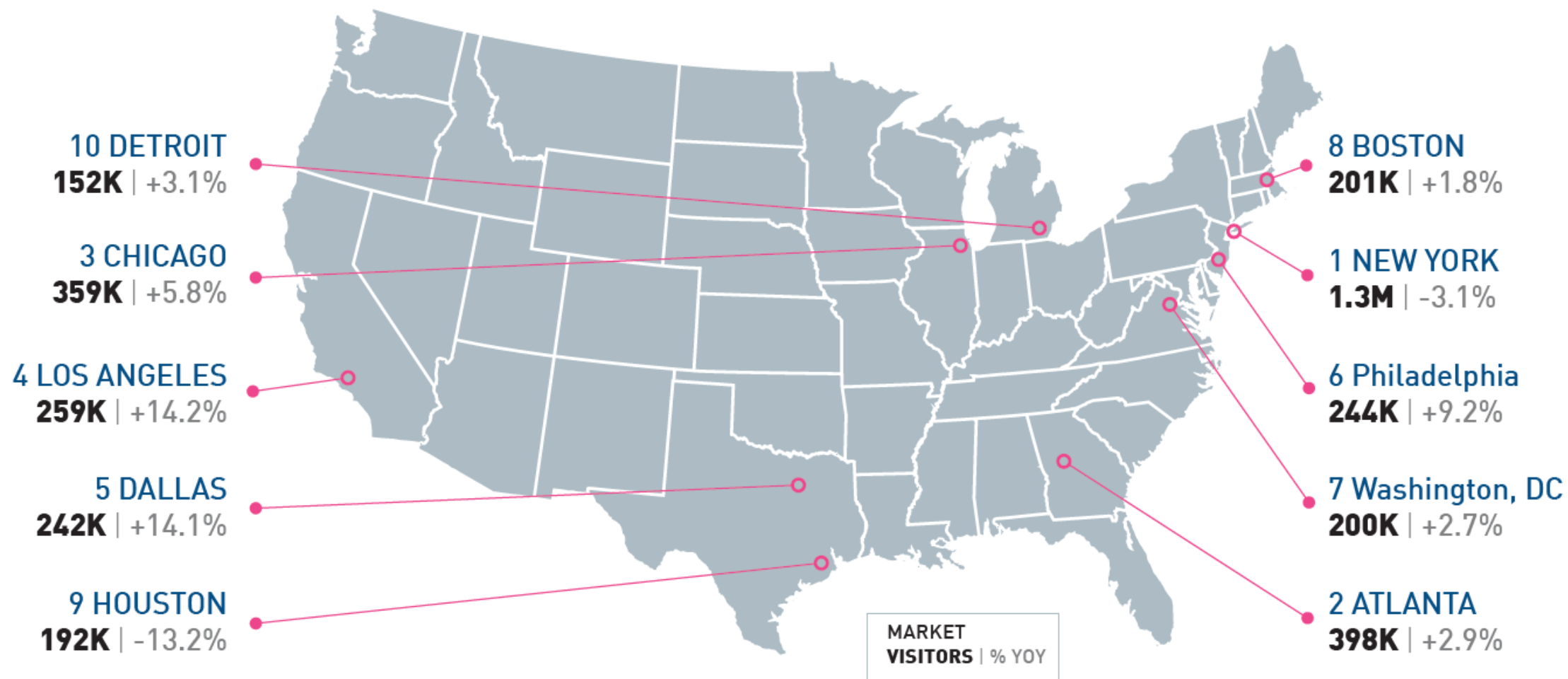
8.4M
Florida
Resident
Visitors



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

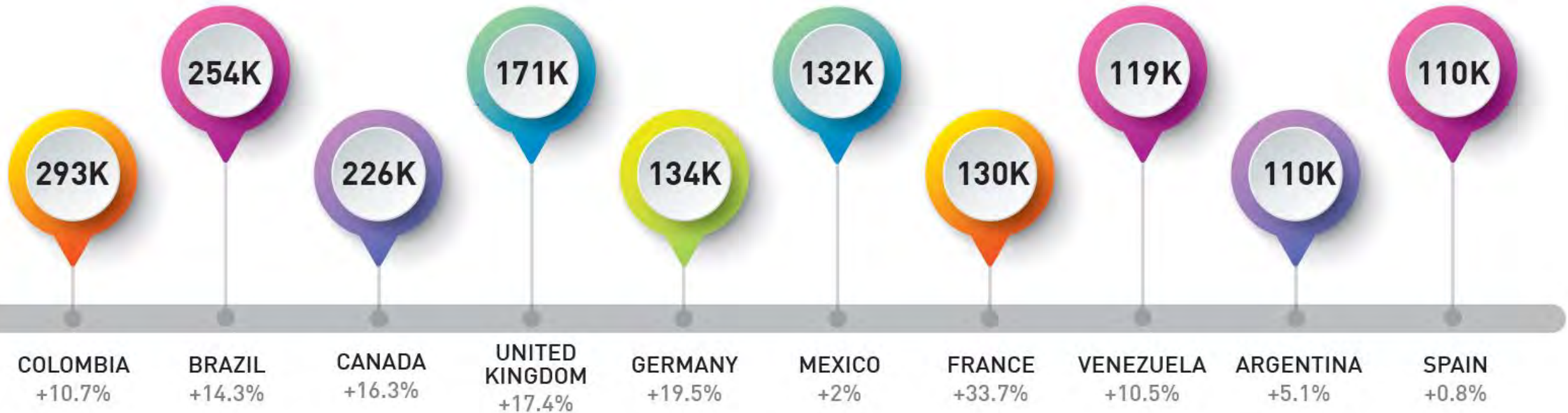
TOP 10 DOMESTIC MARKETS

(January-June 2024)



TOP 10 INTERNATIONAL MARKETS

(January-June 2024)



GMCVB SALES & MARKETING PRIORITIES



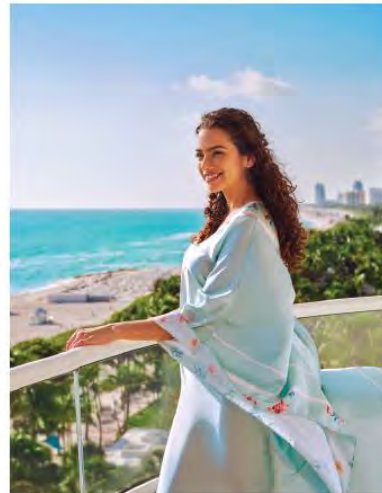
THE EXPLORER



THE RECHARGER



THE FAMILY
TRAVELER



THE INDULGENT
TRAVELER



THE MEETING
PLANNER



GREATER MIAMI & MIAMI BEACH WELCOMES YOU

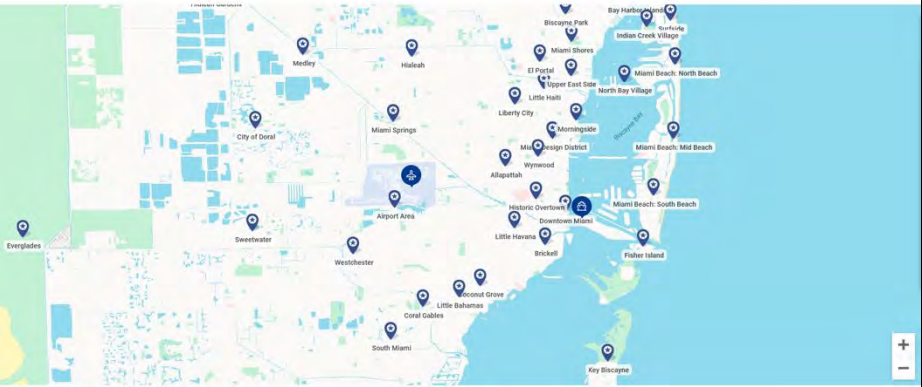
In Miami, diversity is not just celebrated—it's embraced. From its vibrant cultural tapestry to its warm hospitality, Miami offers a welcoming embrace to visitors from every corner of the globe.

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 Kaseya Center, the Frost Museum of Science and Perez Art Museum.

INTERCONTINENTAL MIAMI HOTEL



Intercontinental
Hotel,
Downtown
Miami



Doubletree
Grand,
Downtown
Miami



Miami Beach, 1st
Street



Little Havana,
Calle Ocho



Mandarin
Oriental, Brickell
Key



Coconut Grove



Eden Roc Hotel,
Mid Beach



Lincoln Road

Looking Ahead



Thank You

