

2021 COMMERCIAL CONFERENCE

OCTOBER 1 | 8:30AM - NOON
THE BILTMORE HOTEL | CORAL GABLES



**South Florida Explored:
Cryptocurrency, FinTech, Transportation & More**

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Next Level Miami

**David
WHITAKER**

President & CEO
Greater Miami Convention &
Visitors Bureau

MiamiCommercial.com | [#MiamiCommercial](https://twitter.com/MiamiCommercial)



WELCOME



GREATER MIAMI
CONVENTION &
VISITORS BUREAU

October 1, 2021



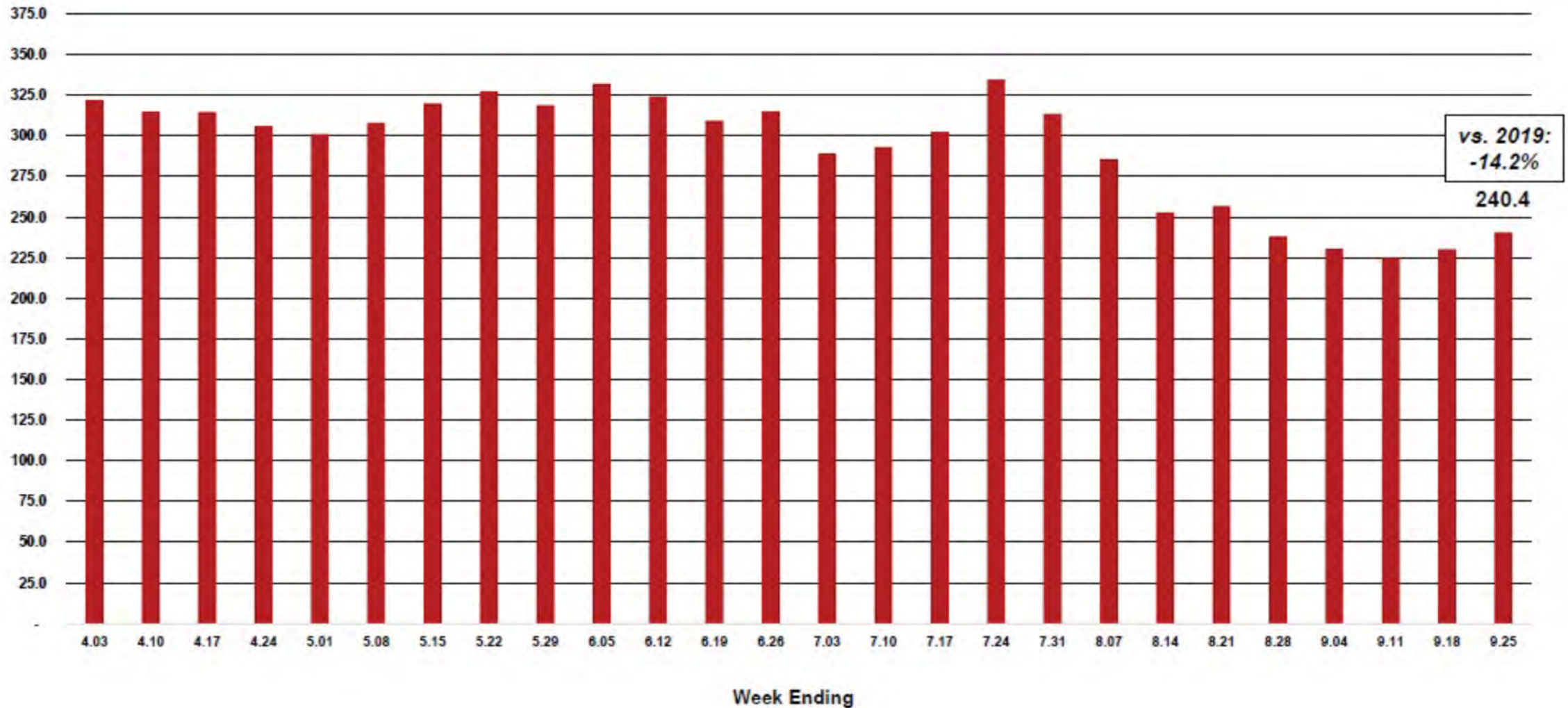
Visitor Industry At A Glance (2019)

<u>Total Visitors</u>	<u>24,168,000</u>
Domestic	9,110,000
International	6,905,000
Florida Resident	8,153,000
L & H Employment	147,000
Visitor Spending	\$17.8 Billion
Total Tourist / Related Taxes Generated	\$1.4 Billion

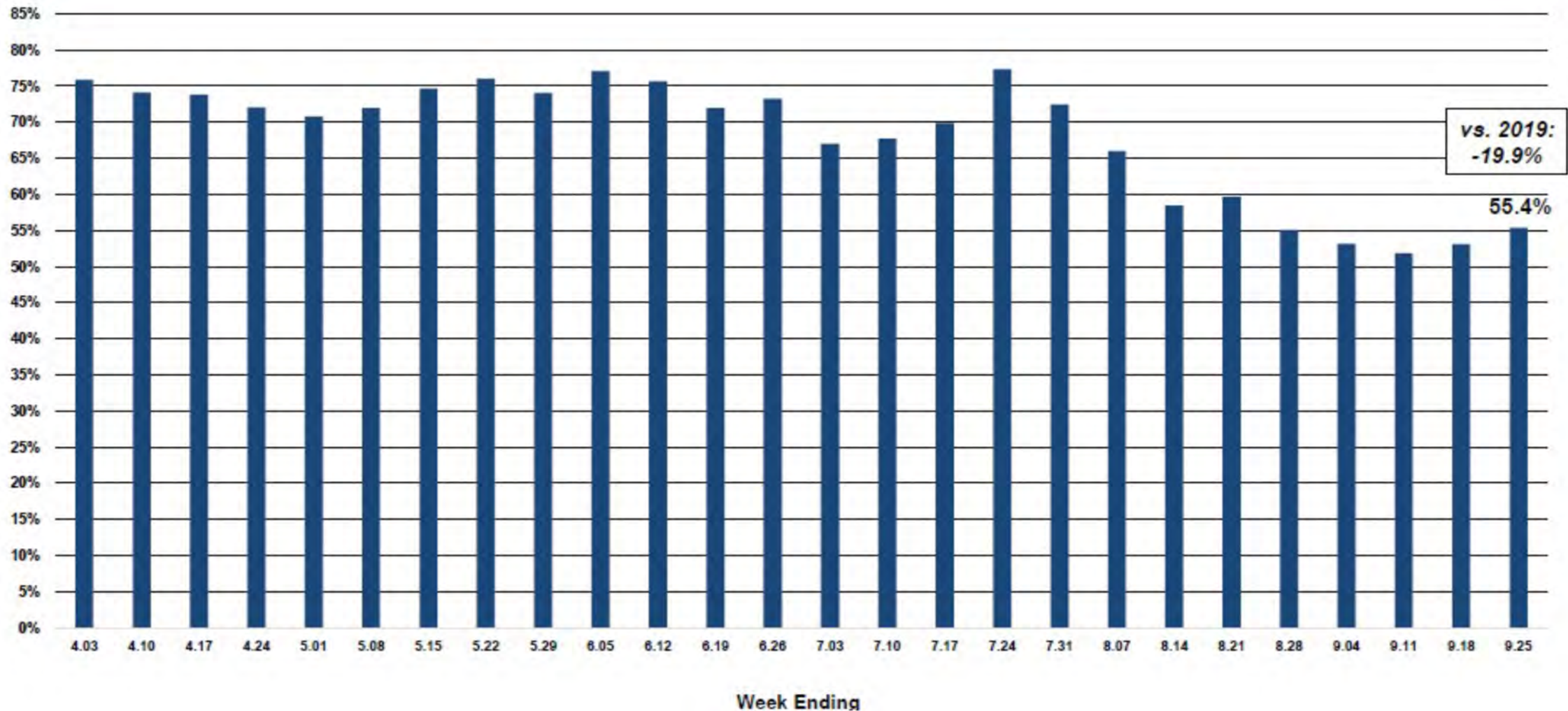
Key Barometers

- Demand
- Occupancy
- Average Daily Rate
- Access

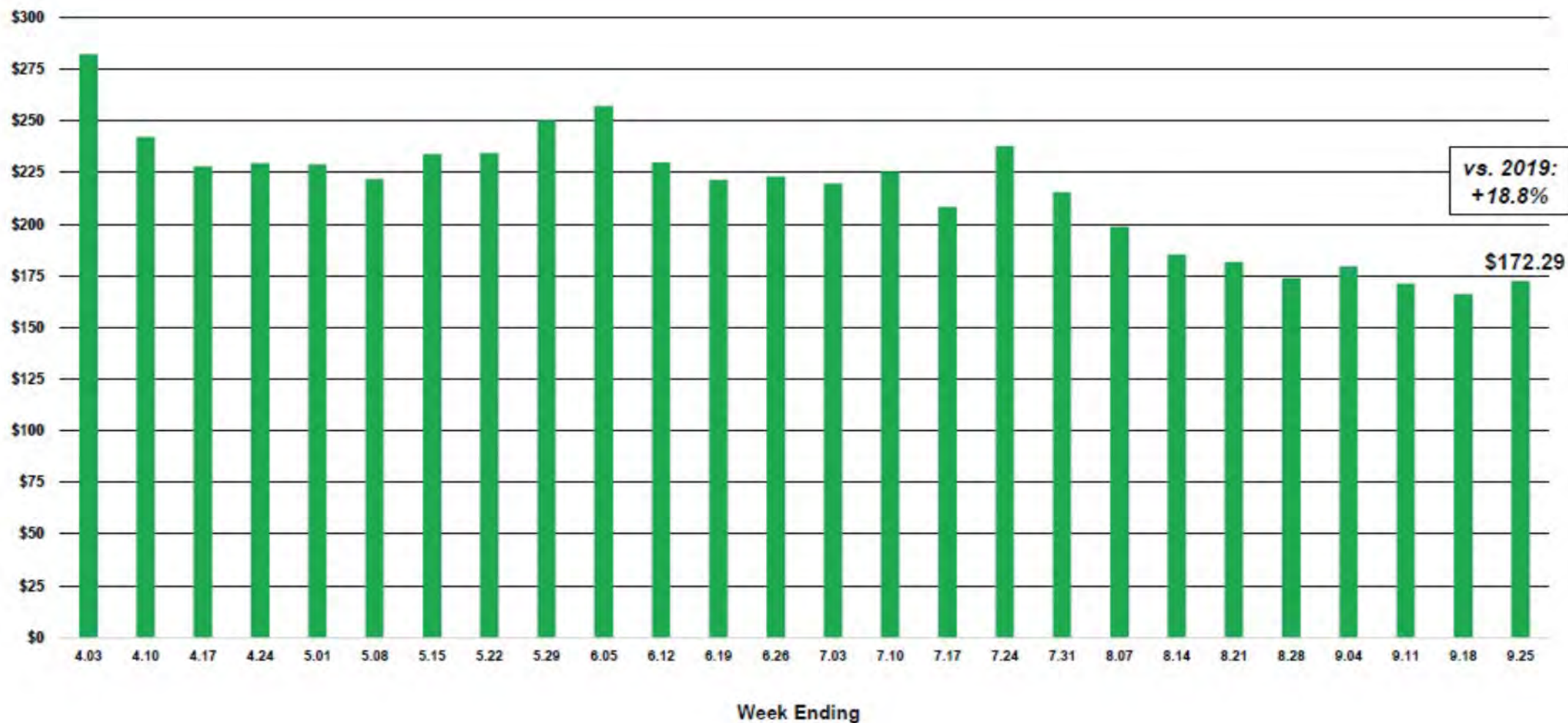
Hotel Demand / Rooms Sold (in 1000s – last 6 months)



Weekly Occupancy (last 6 months)



Weekly ADR (last 6 months)



Marketing Principles



GREATER MIAMI
CONVENTION &
VISITORS BUREAU



Marketing Principles

We are what we consume

Marketing Principles

They are not guests to our destination

We are visitors in their lives

Game Changers



Miami Beach Convention Center



Miami Beach Convention Center



Miami Beach Convention Center





April 6-9, 2022

23,000 delegates

Formula 1



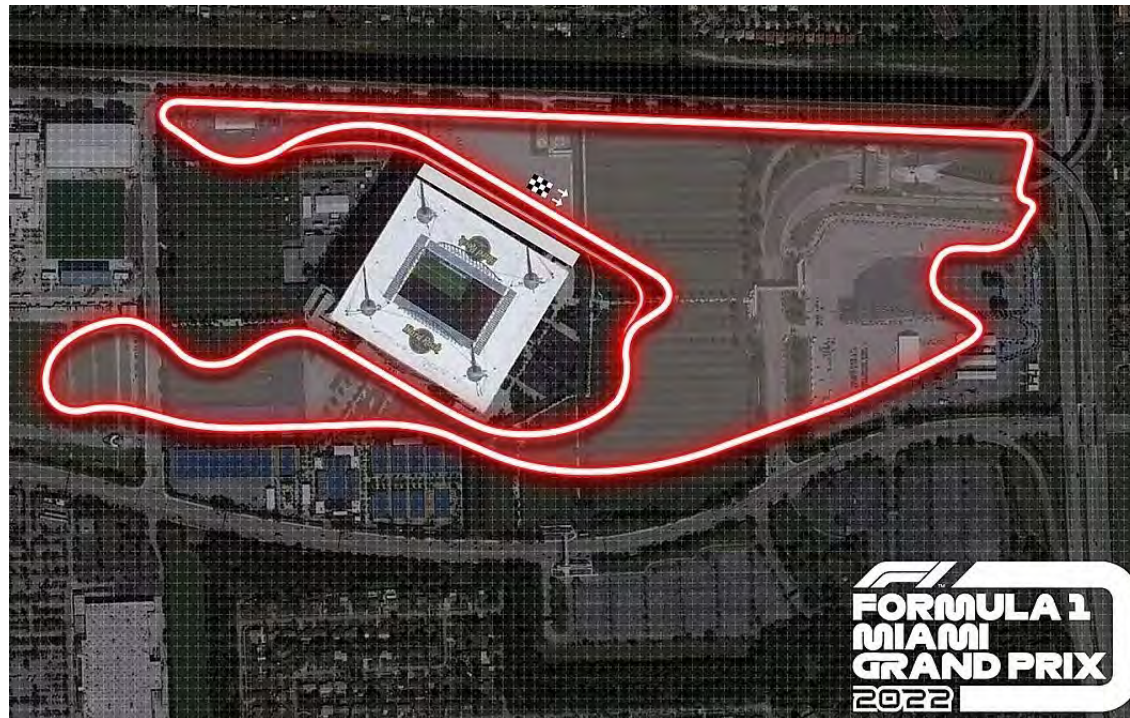
Formula 1

Miami Herald

May dates of the 2022 Formula 1 Miami Grand Prix weekend in Miami Gardens announced

[BY DAVID J. NEAL](#)

UPDATED SEPTEMBER 23, 2021 10:51 AM



Formula 1



Hotel Evolution

Biltmore Hotel



Hotel Evolution

Faena Hotel Miami Beach



Hotel Evolution

EAST, Miami



Hotel Evolution

Mr. C Miami Coconut Grove



Hotel Evolution

Moxy South Beach



Hotel Evolution

The GoodTime Hotel



Hotel Evolution

Shepherd Eco Wynwood



Hotel Evolution

Grand Hyatt – MBCC Headquarters Hotel



Brand Proposition / Value

- All About Them
- Heart Then Minds
- Prioritize The Customer
- Keep It Simple
- Repeat, Repeat, Repeat



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Thank you



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