

## MARKETING & CREATIVE SERVICES/PRODUCT DEVELOPMENT 2016/2017 PUBLICATIONS & MIAMI TEMPTATIONS PROGRAMS



OFFICIAL SPONSOR:



No matter your desire, the Greater Miami Convention & Visitors Bureau organizes carefully crafted, money-saving programs to indulge your every whim. [MiamiTemptations.com](http://MiamiTemptations.com)

### OCTOBER 2016

#### 8<sup>th</sup> Annual Miami Attractions Month — Miami Temptations Program

Experience Greater Miami and the Beaches' many unique attractions during October and enjoy unique experiences and special discounts at Miami's top attractions. For more information, visit [MiamiAttractionsMonth.com](http://MiamiAttractionsMonth.com).

### OCTOBER 2016

#### Greater Miami & The Beaches Calendar of Events — Oct-Dec 2016

A guide to hundreds of arts and cultural shows and exhibits, food and music festivals and sporting events.

### NOVEMBER 2016

#### 7<sup>th</sup> Annual Miami Live Arts Month — Miami Temptations Program

Celebrate our live arts and entertainment scene including live music, live theater, performances and more. For more information, visit [MiamiLiveArtsMonth.com](http://MiamiLiveArtsMonth.com).

**DECEMBER 2016**

**3<sup>rd</sup> Annual Miami Heritage Month —  
Miami Temptations Program**

Celebrate Greater Miami & The Beaches Heritage featuring historic neighborhoods, heritage trails, points of interest, special offers, events and hotel packages. For more information, visit [MiamiHeritageMonth.com](http://MiamiHeritageMonth.com).

**DECEMBER 2016**

**Greater Miami & The Beaches Vacation Planner/  
Visitors Guide**

Serving as the primary fulfillment piece for consumer information, and an in-room edition found in 200 participating hotels. A Spanish-language e-zine is also available.

**DECEMBER 2016**

**Greater Miami & The Beaches Travel Planner**

A comprehensive resource guide for travel trade professionals worldwide.

**DECEMBER 2016**

**Greater Miami & The Beaches Calendar of Events —  
Jan-April 2017**

A guide to hundreds of arts and cultural shows and exhibits, food and music festivals and sporting events.

**JANUARY 2017**

**4<sup>th</sup> Annual Miami Cruise Month —  
Miami Temptations Program**

Features enticing offers to book cruises departing from *PortMiami* and special pre- and post-cruise hotel stays, attraction visits and more. For more information, visit [MiamiCruiseMonth.com](http://MiamiCruiseMonth.com).

**FEBRUARY 2017**

**7<sup>th</sup> Annual Miami Romance Month —  
Miami Temptations Program**

Greater Miami and the Beaches — the perfect place to spark a new romance, rekindle an old flame or tie the knot. Stay at a luxurious hotel, stroll along the beach, indulge at a candlelit restaurant, and marvel at the shimmering skyline. For special offers, visit [MiamiRomanceMonth.com](http://MiamiRomanceMonth.com).

**MARCH 2017**

**5<sup>th</sup> Annual Shop Miami Month —  
Miami Temptations Program**

Take advantage of special offers and shopping experiences throughout Greater Miami's retail landscape mix of classy boutiques, upscale promenades, shopping districts, open-air markets and air-conditioned. For more information, visit [ShopMiamiMonth.com](http://ShopMiamiMonth.com).

**MARCH 2017**

**Greater Miami & The Beaches Meeting Planner**

This publication provides one-stop shopping for meeting, convention and trade show planners, with information on area facilities and services.

**APRIL 2017**

**5<sup>th</sup> Annual Miami Sports & Wellness Month —  
Miami Temptations Program**

Features discounts to enjoy the great recreational activities in Greater Miami and the Beaches including golf, tennis, bicycling, running water sports, yoga, fitness clubs and more. For more information visit [MiamiSportsMonth.com](http://MiamiSportsMonth.com).

**APRIL 2017**

**Greater Miami & The Beaches Calendar of Events —  
May-August 2017**

A guide to hundreds of arts and cultural shows and exhibits, food and music festivals and sporting events.

**MAY 2017**

**9<sup>th</sup> Annual Miami Museum Month —  
Miami Temptations Program**

The cultural scene in Greater Miami and the Beaches is unique and diverse. During May, receive buy one, get one admission and other special offers at participating museums. This is an incredible opportunity to experience our inspiring museums. For more information visit [MiamiMuseumMonth.com](http://MiamiMuseumMonth.com).

**JUNE 2017**

**6<sup>th</sup> Annual Miami Film Month —  
Miami Temptations Program**

A celebration of the cultural diversity of Greater Miami and the Beaches through our renowned national, international and niche film festivals and art cinemas. For more information visit [MiamiFilmMonth.com](http://MiamiFilmMonth.com).

**JUNE 2017**

**Greater Miami & The Beaches Family Fun Guide**

This publication provides information about activities for children including special programs at local hotels, attractions and family-friendly events.

**JULY-AUGUST 2017**

**10<sup>th</sup> Annual Miami Spa Month —  
Miami Temptations Program**

Greater Miami and the Beaches is renowned for luxury spas that are ranked among the best spas in America, and are the favorites of spa connoisseurs throughout the world. Celebrate with us during July and August, when you can enjoy incredible savings on special treatments at Miami's premier spas. For more information, visit [MiamiSpaMonth.com](http://MiamiSpaMonth.com).

**AUGUST 2017**

**Greater Miami & The Beaches Calendar of Events — Sept-Dec 2017**

A guide to hundreds of arts and cultural shows and exhibits, food and music festivals and sporting events.

**AUGUST-SEPTEMBER 2017**

**16<sup>th</sup> Annual Miami Spice Month — Miami Temptations Program**

During August and September, don't miss a chance to savor some of our area's most spectacular cuisine. Greater Miami and the Beaches' top restaurants offer mouth-watering meals at incredible savings. For more information, visit [iLoveMiamiSpice.com](http://iLoveMiamiSpice.com).

**AUGUST 2017**

**Greater Miami & The Beaches Pocket Guide**

A compact version of the Vacation Planner; this guide is distributed at hotels, visitor centers and other key visitor locations.

**SEPTEMBER 2017**

**Greater Miami & The Beaches Multilingual City Guides**

Produced in English, Spanish, Portuguese, French, German, Italian, Russian and Chinese

**Note: Program of work reflects major scheduled activities based on planning process. Additional opportunistic activities are considered throughout the year and others may be subject to change.**

## SPECIALTY PUBLICATIONS



**Butik: Miami's Boutique Lifestyle Magazine** – A magazine showcasing Greater Miami and the Beaches' Boutique & Lifestyle Hotels, featuring articles, tech and fashion departments, stylish photography and more. Distribution will adhere to the programs' strategic pillars defined as film, fashion, music and entertainment.



**Greater Miami & The Beaches Black Visitor Guide**  
Features the diverse sounds, tastes and sights of the people of African descent from African-American to Bahamian, Haitian, Jamaican and surrounding Caribbean communities that contribute to Greater Miami and the Beaches' cultural mosaic.



**Greater Miami & The Beaches LGBT Guide**  
Provides helpful information for gay and lesbian travelers, including nightlife, dining, shopping, arts and culture, and LGBT events.



**Greater Miami & The Beaches Heritage Guide**  
Offers in depth information about Greater Miami's historic sites and places of interest, along with beautiful photographs and locator maps.



**Greater Miami & The Beaches Film Location Guide**  
Showcases the wealth of film locations in Miami-Dade County, along with local film office information.

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