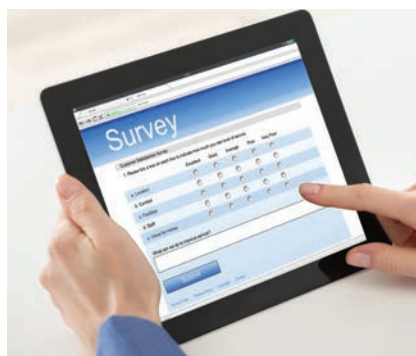
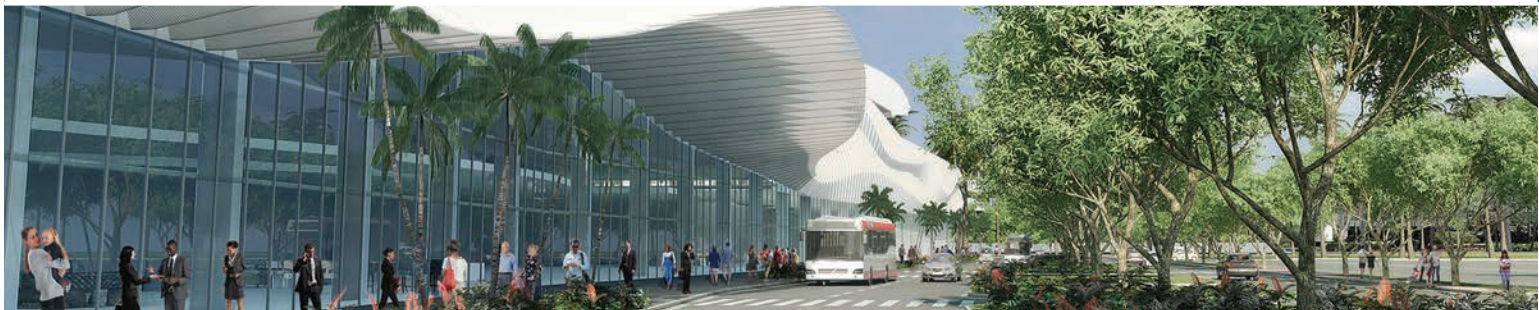


# RESEARCH & STRATEGIC PLANNING PROGRAM OF WORK

# 2017 2018



# MIAMI

GREATER MIAMI CONVENTION & VISITORS BUREAU

The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches. CS02458

# RESEARCH & STRATEGIC PLANNING

## Program of Work 2017/2018

### Local Events Survey

The Greater Miami Convention & Visitors Bureau (GMCVB) conducts intercept surveys at local events by sampling attendees to provide an insight into who attends, where they are from, the type of lodging used and their impressions of the event. This diverse group of events that occur year round and are located throughout Miami-Dade County.

### September 2017

9/30–10/8: Miami Broward Carnival

### October 2017

10/29–11/11: ITF Senior Tennis Circuit

### November 2017

11/12–19: Miami Book Fair International

### December 2017

12/6–10: Design Miami Beach

12/7–10: Art of Black Miami

### January 2018

1/12–14: Art Deco Weekend

### February 2018

2/17–19: Coconut Grove Arts Festival

2/21: South Beach Food & Wine Festival

2/28–3/6: Winter Party Festivals

### March 2018

3/3: Carnival on the Mile

3/11: Calle Ocho

3/17–18: Jazz in the Gardens

### April 2018

04/6–8: Miami Beach Gay Pride Festival Parade

TBD: Miami International Agriculture & Cattle Show

### May 2018

TBD: Aqua Girl Festival

### June 2018

TBD: American Black Film Festival

### July 2018

TBD: Overtown Music & Arts Festival



# RESEARCH & STRATEGIC PLANNING

## Program of Work 2017/2018

### **Holiday/Events Hotel Occupancy Surveys**

The GMCVB's Research Division conducts online occupancy surveys of our hotel partners prior to special events and holidays. This information allows us to better respond to questions from potential visitors, as well as the media who inquire from the GMCVB regarding hotel room availability.

- 10/17: Columbus Day Weekend Hotel Occupancy Survey
- 11/17: Art Basel Christmas/Bowl/New Years Hotel Occupancy Surveys
- 12/17: New Year's Eve and Orange Bowl Hotel Occupancy Survey
- 2/18: President's Weekend Hotel Occupancy Survey
- 3/18: Easter Hotel Occupancy Survey
- 3/18: Winter Music Conference Weekend Hotel Occupancy Survey
- 3/18: Ultra Music Festival Weekend Hotel Occupancy Survey
- 5/18: Memorial Day Weekend Hotel Occupancy Survey
- 6/18: Fourth of July Hotel Occupancy Survey
- 8/18: Labor Day Weekend Hotel Occupancy Survey

### **Quarterly Outlook Hotel Surveys**

The GMCVB's Research Division conducts online surveys of our hotel partners to determine future hotel demand based on their individual properties outlook and gather additional data from our consultants. Information such as occupancy, room rate, domestic/international visitors, and overall business is compiled into a countywide Outlook report.

- 10/17: Hotel Industry Outlook Survey - First Quarter 2017
- 11/17: Release First Quarter Outlook Survey Results
- 1/18: Hotel Industry Outlook Survey - Second Quarter 2017
- 2/18: Release Second Quarter Outlook Survey Results
- 4/18: Hotel Industry Outlook Survey - Third Quarter 2017
- 5/18: Release Third Quarter Outlook Survey Results
- 7/18: Hotel Industry Outlook Survey - Fourth Quarter 2017
- 8/18: Release Fourth Quarter Outlook Survey Results

### **Monthly Visitor Industry Surveys**

The GMCVB's Research Division conducts online surveys of our local attractions and Visitor Centers to help us monitor their foot traffic and market trends.

Surveys of Miami-Dade Attractions to collect number of attendees to their facilities

Survey of Miami-Dade Visitor Centers to collect number of visitors to their facilities

### **Overnight Visitor Release Report**

The GMCVB's Research Division release quarterly updates on the number of overnight visitors to Greater Miami. These reports indicate whether the market is increasing or decreasing versus the prior year. The reports from six months through the end of the year identify the Top 10 markets to Greater Miami among our domestic and international origin markets.

- 11/16: 2016 Top 10 Domestic and International Markets Nine-Month Visitor Count
- 2/17: 2016 Top 10 Domestic and International Markets Twelve-Month Visitor Count
- 5/17: 2016 Domestic and International Regional Markets Three-Month Visitor Count

The Research Division releases the Greater Miami and The Beaches Visitor Industry Overview Annual report providing five years of information on major characteristics of the overnight visitor to Greater Miami.

5/18: 2017 Top 25 Domestic and International Markets 12-Month Visitor Count

8/18: 2018 Top 10 Domestic and International Markets Six-Month Visitor Count

## **Ongoing**

### **Visitor Profile Survey**

Greater Miami Convention & Visitors Bureau Research Partner conducts 400 surveys monthly at Miami International Airport, Fort Lauderdale-Hollywood International Airport, local visitor centers, attraction and shopping centers throughout Miami-Dade County.

### **Monthly Statistics Release**

These reports listed below are statistics gathered monthly from other sources that provide an outline of the Greater Miami Visitor Industry. Each one is a key component in determining the health of the local Visitor Industry.

### **Airport Passengers – Domestic – International– Total**

- Miami International Airport Arrivals
- Fort Lauderdale-Hollywood International Airport

### **Total Sea Port Passengers**

- PortMiami – Monthly Release
- Port Everglade – Monthly Release

### **Hotel Occupancy – Room Rate – Revenue Per Available Room**

- Miami-Dade Hotel Markets
- Top 25 U.S. Hotel Markets
- Top Florida Cities Hotel Markets

### **Hotel Taxes and Food & Beverages Taxes**

- Miami-Dade County Hotel Room Taxes: 3% Convention Development Tax, 2% Tourist Development Tax, and 1% Professional Sports Tax
- Miami-Dade Food & Beverage Taxes: 2% Hotel Tax, 1% Homeless Tax
- Miami Beach Resort Tax: 4% Room Tax, 2% Food & Beverage Tax
- Bal Harbour Resort Tax: 4% Room Tax, 2% Food & Beverage Tax

### **Overnight Visitors - Domestic, International and Total Monthly Release**

10/17: Release August 2017 visitors

11/17: Release September 2017 visitors

12/17: Release October 2017 visitors

1/18: Release November 2017 visitors

2/18: Release December 2017 visitors

3/18: Release January 2018 visitors

4/18: Release February 2018 visitors

5/18: Release March 2018 visitors

6/18: Release April 2018 visitors

7/18: Release May 2018 visitors

8/18: Release June 2018 visitors

9/18: Release July 2018 visitors

### **Visitor Industry Employment**

Employment in Accommodations and Food Services for Miami-Dade County released third Friday of the month by the State of Florida.

*NOTE: Program of Work reflects major scheduled activities based on planning process. Additional activities are considered throughout the year and others are subject to change.*

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