

RESEARCH & STRATEGIC PLANNING PROGRAM OF WORK 2016/2017

- Review our Research Program by utilizing additional methodologies.
- Review the Vision 20/20 document report covering issues that possibly will have long term and short term impact on Surveys the local visitor industry and updated as new issues impacting the visitor industry are identified.
- Working closer with our Visitor center throughout Miami-Dade County, by designing new survey instrument that tracks the same data on a monthly basis for all centers.
- To add more local surveys throughout Greater Miami through our continued work with our LGBT, Multi-Cultural and Sports partners at their events.

KEY RESEARCH PROJECTS

- Conduct a research study on non-visitors to Greater Miami, this study will include a subset of African-American, LGBT and the US Hispanics in order to better understand their unique perception of Greater Miami as none visitors.
- Review and identify other sources of overnight visitor data to aid in tracking new and developing markets to Greater Miami.

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. These events consist of a diverse group that occur year round and are located in throughout Miami-Dade County.

OCTOBER 2016

10/9	Carnival Miami
10/14	Celebrate Orgullo Hispanic LGBT Pride Festival

NOVEMBER 2016

11/11 – 12	Pan American Karate Tournament
11/19 – 20	Miami Book Fair International

DECEMBER 2016

12/1 – 4	Art of Black Miami
12/19	Miami Beach Bowl

JANUARY 2017

1/13 – 15	Art Deco Weekend
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1/15	Gay 8 Miami
1/29	Miami Marathon

FEBRUARY 2017

2/19 – 20	Coconut Grove Arts Festival
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MARCH 2017

3/5 – 6	Winter Party Festivals
3/18 – 19	Jazz in the Gardens
3/20 – 4/2	Miami Open

APRIL 2017

4/8 – 9	Miami Beach Gay Pride Festival Parade
4/21 – 30	LGBT Film Festival
TBA	Miami International Agriculture & Cattle Show

MAY 2017

5/18 – 21	Aqua Girl Festival
5/26 – 06/4	World Out Games
5/25 – 29	Sizzle

JUNE 2017

6/12 – 13	eMerge Americas
6/14-18	American Black Film Festival

JULY 2017

TBA	Overtown Music & Arts Festival
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HOLIDAY/EVENTS HOTEL OCCUPANCY SURVEYS

The Greater Miami Convention & Visitors Bureau (GMCVB)'s Research Division conducts on-line 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.

October 2016	Columbus Day Weekend Hotel Occupancy Survey
December 2016	New Year's Eve and Orange Bowl Hotel Occupancy Survey
February 2017	President's Weekend Hotel Occupancy Survey

March 2017	Winter Music Conference Weekend Hotel Occupancy Survey Ultra Music Festival Weekends Hotel Occupancy Survey
May 2017	Memorial Day Weekend Hotel Occupancy Survey
June 2017	Fourth of July Hotel Occupancy Survey
August 2017	Labor Day Weekend Hotel Occupancy Survey

QUARTERLY OUTLOOK HOTEL SURVEYS

The Greater Miami Convention & Visitors Bureau (GMCVB)'s Research Division conducts on-line 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 County wide Outlook report.

October 2016	Hotel Industry Outlook Survey - First Quarter 2017
November 2016	Release First Quarter Outlook Survey Results
January 2017	Hotel Industry Outlook Survey - Second Quarter 2017
February 2017	Release Second Quarter Outlook Survey Results
April 2017	Hotel Industry Outlook Survey - Third Quarter 2017
May 2017	Release Third Quarter Outlook Survey Results
July 2017	Hotel Industry Outlook Survey - Fourth Quarter 2017
August 2017	Release Fourth Quarter Outlook Survey Results

MONTHLY VISITOR INDUSTRY SURVEYS

The Greater Miami Convention & Visitors Bureau (GMCVB)'s Research Division conducts on-line 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 Greater Miami Convention & Visitors Bureau (GMCVB)'s Research Division Release quarterly updates on the number of overnight visitors to Greater Miami. These reports indicate if 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.

November 2016 2016 Top 10 Domestic and International Markets
Nine-Month Visitor Count

February 2017 2016 Top 10 Domestic and International Markets
Twelve-Month Visitor Count

May 2017 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. This report provides five years of information on major characteristics of the overnight visitor to Greater Miami.

May 2017 2016 Top 25 Domestic and International Markets
Twelve-Month Visitor Count

August 2017 2017 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

- Port Miami – Monthly Release
- Port Everglade – Monthly Release

HOTEL OCCUPANCY – ROOM RATE – REVENUE PER AVAILABLE ROOM

- Miami-Dade Hotel Markets
- Top 25 US Hotel Markets
- Top Florida Cities Hotel Markets

HOTEL TAXES and FOOD & BEVERAGE 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: 3% 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

October 2016	Release August 2016 visitors
November 2016	Release September 2016 visitors
December 2016	Release October 2016 visitors
January 2017	Release November 2016 visitors
February 2017	Release December 2016 visitors
March 2017	Release January 2017 visitors
April 2017	Release February 2017 visitors
May 2017	Release March 2017 visitors
June 2017	Release April 2017 visitors
July 2017	Release May 2017 visitors
August 2017	Release June 2017 visitors
September 2017	Release July 2017 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 opportunistic activities are considered throughout the year and others may be subject to change.

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