American Association of Port Authorities
2019 Cruise Seminar

Gisela Marti
Vice President, Marketing and Tourism

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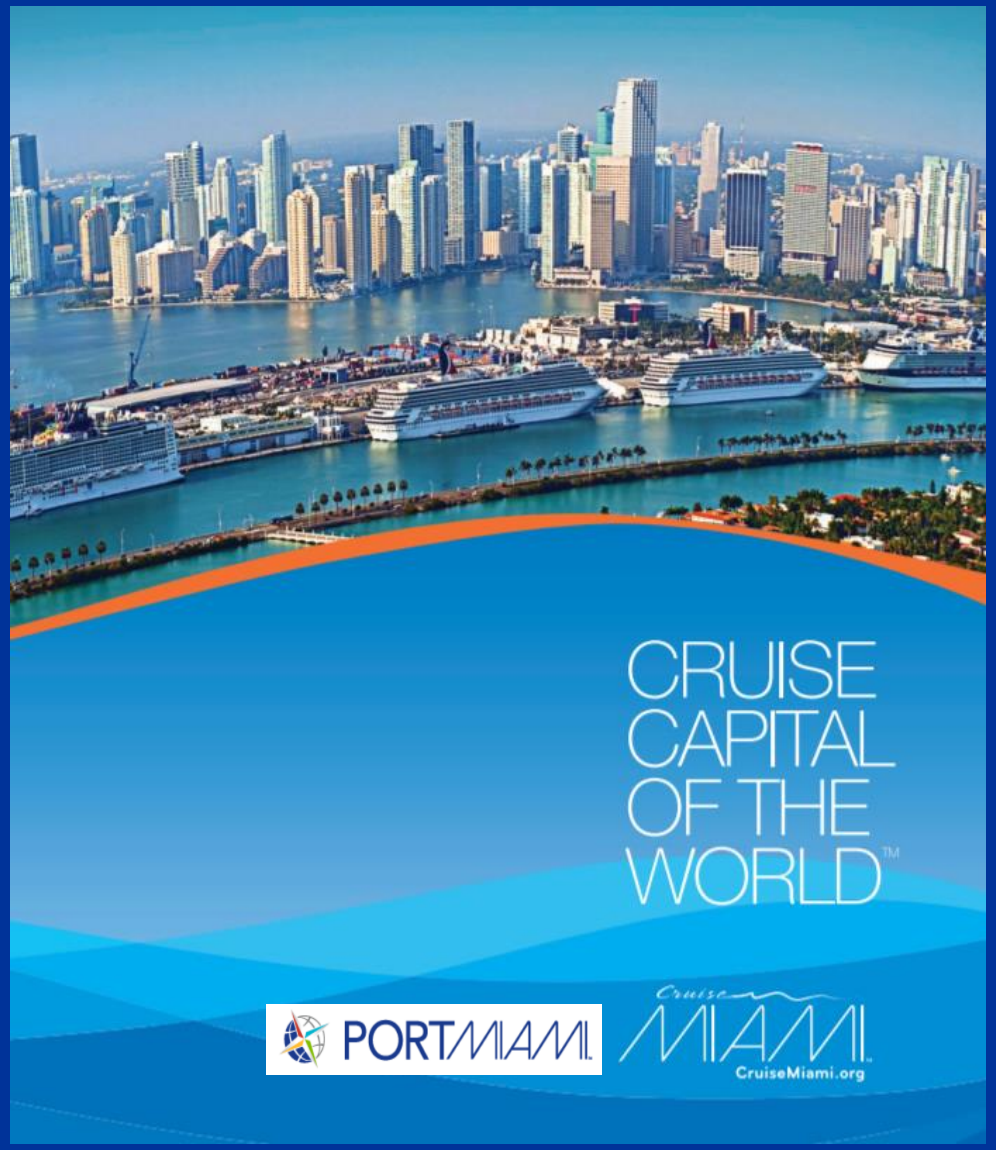
Partnership



GMCVB & PortMiami Cruise Miami Program

- Generate awareness of pre/post cruise stays
- Support cruise line partners through trade channels
- Cruise Tradeshows (Consumer & Trade)
- Cruise Agent Training/Educational Programming
- Advertising
- Inaugural Welcome Events for new builds
- And more…

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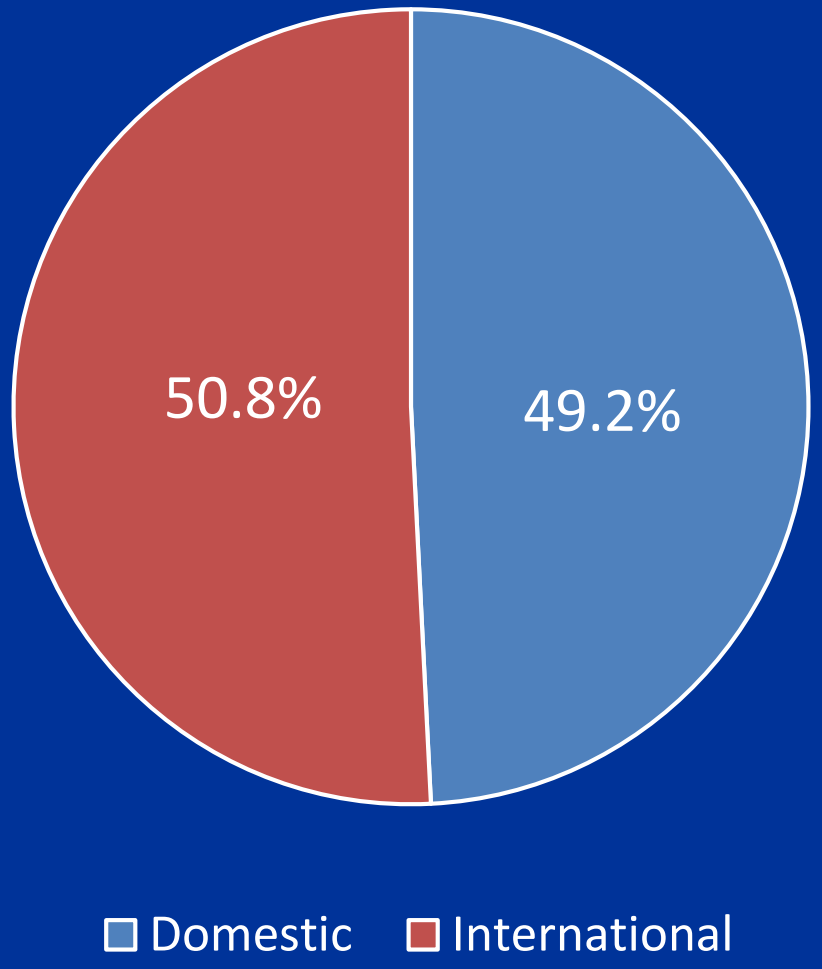
Overnight Visitors – Greater Miami 2017

15.9 Million Overnight Visitors



Purpose of visit:

- Vacation/Leisure: 86%
- Business/Conventions: 7%
- Cruise: 5%
- Other: 2%

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Consistent growth over the last 10+ years

PORT MIAMI
MONTHLY PASSENGER COUNT
2018 - 2007

	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	18 vs 17	17 vs 08
JANUARY	535,578	584,547	531,886	551,990	574,353	453,487	408,874	464,843	508,712	421,629	394,467	461,336	-8.4%	35.8%
FEBRUARY	492,998	486,579	434,868	513,513	376,421	415,925	361,781	393,968	408,865	397,848	385,113	350,679	1.3%	28.0%
MARCH	594,943	553,292	485,418	538,780	603,611	499,659	430,724	411,768	408,930	444,288	482,143	390,201	7.5%	23.4%
APRIL	507,397	560,175	462,479	419,562	555,579	379,067	341,031	382,578	374,732	406,255	373,712	397,172	-9.4%	35.8%
MAY	375,980	340,478	361,541	332,167	368,551	243,008	234,472	273,344	358,566	253,368	276,914	249,092	10.4%	35.8%
JUNE	418,495	361,367	351,261	297,956	360,584	240,374	244,426	219,311	250,139	283,911	298,474	256,461	15.8%	40.2%
JULY	428,776	417,090	403,836	311,760	312,182	252,956	244,583	258,767	311,150	282,529	280,726	275,538	2.8%	52.7%
AUGUST	405,736	334,105	334,281	330,824	393,102	285,796	239,750	232,014	315,865	278,088	362,189	243,887	21.4%	12.0%
SEPTEMBER	408,343	286,584	329,221	265,815	313,032	260,746	229,897	225,681	249,874	239,737	262,662	249,266	42.5%	55.5%
OCTOBER	452,758	358,363	378,278	327,474	336,249	259,030	258,322	271,116	346,513	268,838	296,604	231,845	26.3%	52.6%
NOVEMBER	607,864	452,815	454,534	468,621	496,966	362,904	330,408	347,565	397,529	343,834	394,861	339,361	34.2%	53.9%
DECEMBER	784,878	612,415	573,530	489,428	519,384	459,173	475,168	420,236	403,129	345,558	410,982	449,675	28.2%	91.0%
Year to Date Total	6,013,746	5,347,810	5,101,133	4,847,890	5,210,014	4,112,125	3,799,436	3,901,191	4,334,004	3,965,883	4,218,847	3,894,513	12.5%	42.5%

Note: Port Miami reports numbers by Fiscal Year

PortMiami set new record in a single day

Nine cruise ships were docked on December 9th:

- Carnival Horizon
- Carnival Magic
- Disney Magic
- FRS Caribbean San Gwann MSC Divina
- Norwegian Getaway
- Oceania Riviera
- Empress of the Seas
- Allure of the Seas

Largest embarkation day in cruise history with 52,000 cruisers.

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More than $5 Billion of Infrastructure Investment

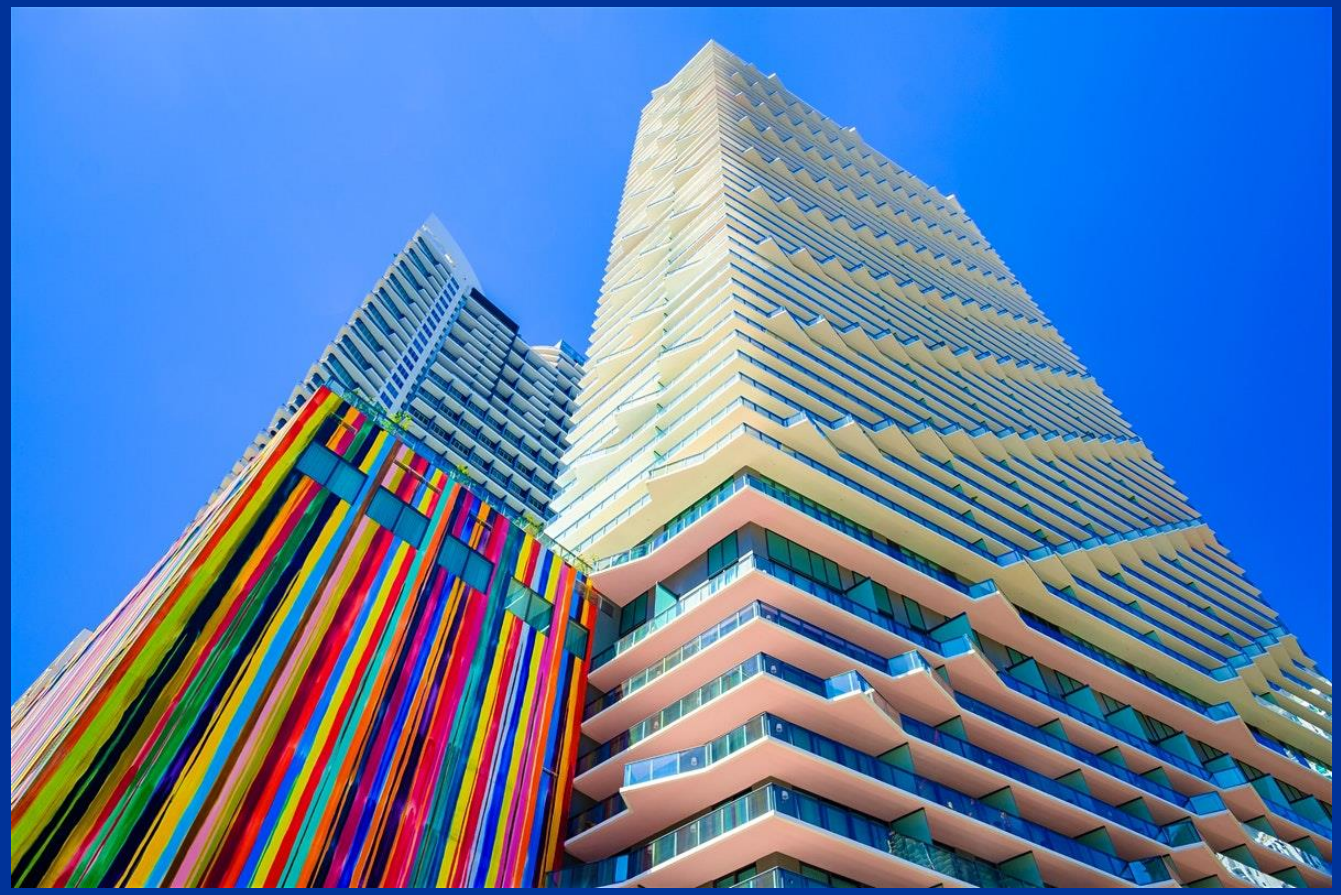
- 50 Hotels+ / 10,000+ New Rooms
- American Dream Miami
- Miami Beach Convention Center *(Now Open)*
- Miami International Airport (Central Terminal Optimization Program)
- Miami World Center
- Sky Rise Miami
- Virgin USA Trains

5-Year Visitor Industry Strategic Plan Process

- The GMCVB's goal is to develop an action-oriented, forward thinking strategic business plan that will be a roadmap for identifying and taking action on the critical issues that will drive the Travel and Tourism industry forward for the next 5 years.

- This plan will ensure the GMCVB has the tools to maintain its relevancy as a Destination Marketing Organization (DMO) in an ever-shifting competitive marketplace.

- Plan to be published during Summer 2019.



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5-Year Visitor Industry Strategic Plan

The plan will closely look at key issues affecting Travel & Tourism:

- Mobility
- Sustainability
- Resiliency

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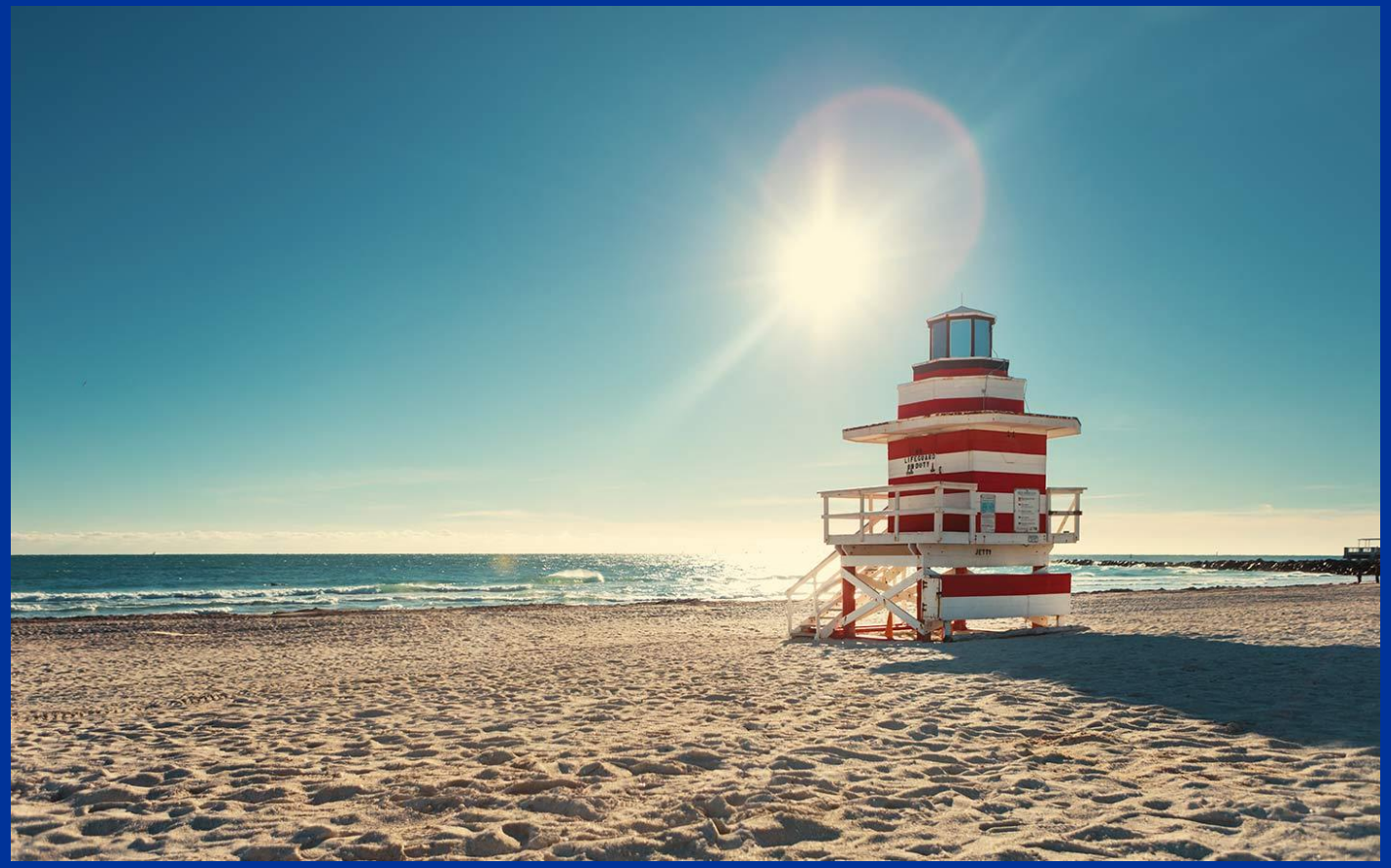
Early insights

- Shifting from DMO to DMMO
- Destination Marketing Organization → Destination Marketing Management Organization



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Considerations

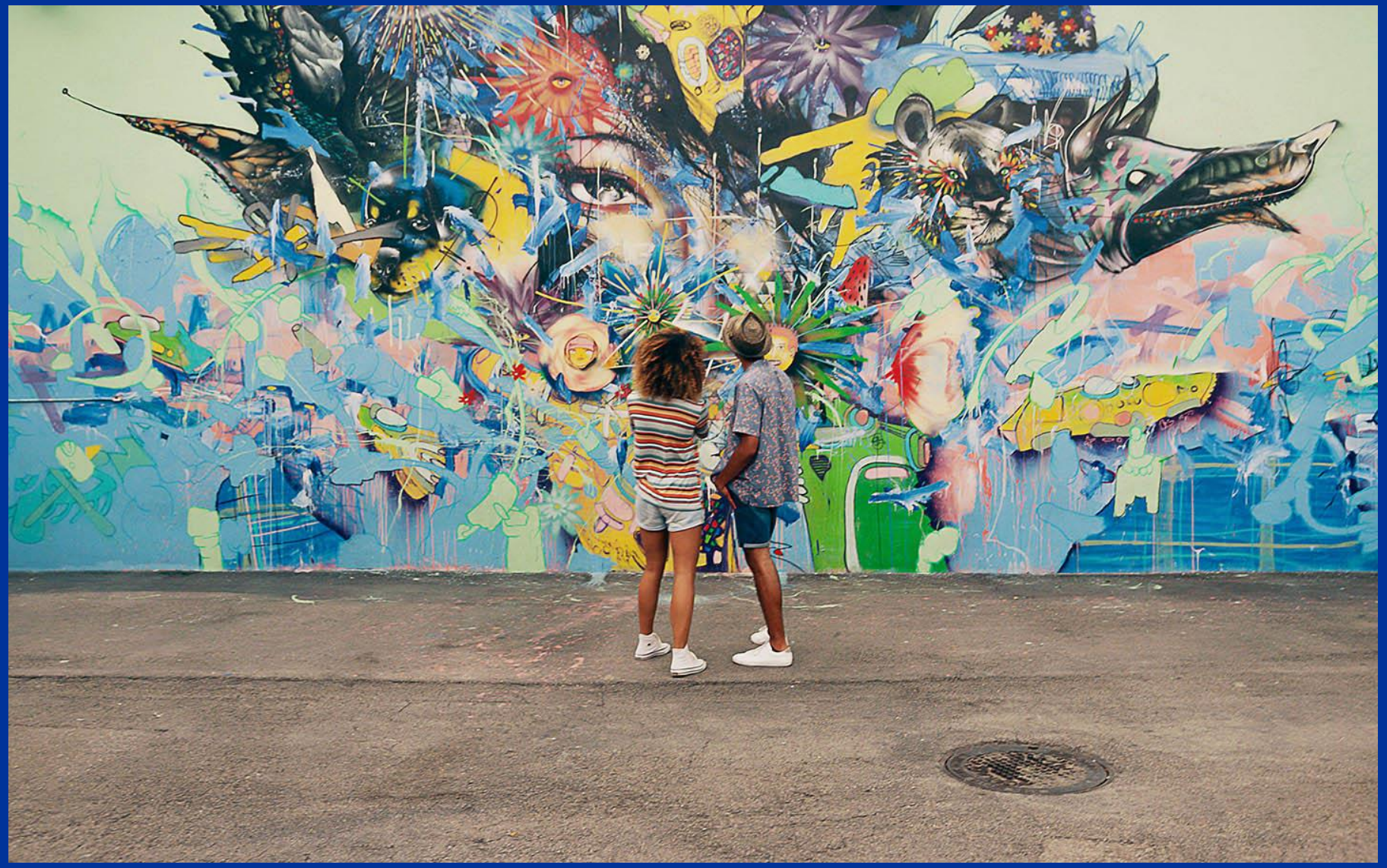
Finding solutions will require:

- Partnerships - Closer cooperation and communication among elected officials, stakeholders, private sector and local communities.

- Understanding residents' attitudes toward tourism is central. Engaging residents and further advocate for the value of tourism.

- Raising awareness of unique travel experiences within the destination that are beyond the most-frequented travel hotspots.

Tourism is Everybody's Business



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Gisela Marti
Vice President, Marketing and Tourism
Gisela@gmcvb.com
+1 305.539.3080

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Thank You

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