American Association of Port Authorities
2019 Cruise Seminar

Gisela Marti
Vice President, Marketing and Tourism
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…
Overnight Visitors – Greater Miami 2017

15.9 Million Overnight Visitors

Purpose of visit:

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

Domestic 49.2%  International 50.8%
Consistent growth over the last 10+ years

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</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>535,578</td>
<td>584,547</td>
<td>531,886</td>
<td>561,990</td>
<td>574,353</td>
<td>453,487</td>
<td>408,874</td>
<td>464,843</td>
<td>508,712</td>
<td>421,629</td>
<td>394,467</td>
<td>461,336</td>
<td>-8.4%</td>
<td>35.8%</td>
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<tr>
<td>FEBRUARY</td>
<td>492,908</td>
<td>486,579</td>
<td>434,888</td>
<td>513,513</td>
<td>376,421</td>
<td>415,925</td>
<td>361,781</td>
<td>393,968</td>
<td>408,865</td>
<td>397,848</td>
<td>385,113</td>
<td>350,679</td>
<td>1.3%</td>
<td>28.0%</td>
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<tr>
<td>MARCH</td>
<td>594,943</td>
<td>553,292</td>
<td>485,418</td>
<td>538,780</td>
<td>603,611</td>
<td>499,659</td>
<td>430,724</td>
<td>411,768</td>
<td>408,930</td>
<td>444,288</td>
<td>482,143</td>
<td>390,201</td>
<td>7.5%</td>
<td>23.4%</td>
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<tr>
<td>APRIL</td>
<td>507,397</td>
<td>560,175</td>
<td>462,479</td>
<td>419,562</td>
<td>555,579</td>
<td>379,067</td>
<td>341,031</td>
<td>382,578</td>
<td>374,732</td>
<td>406,255</td>
<td>373,712</td>
<td>397,172</td>
<td>-9.4%</td>
<td>35.8%</td>
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<tr>
<td>MAY</td>
<td>375,980</td>
<td>340,478</td>
<td>361,541</td>
<td>352,167</td>
<td>366,551</td>
<td>243,009</td>
<td>234,472</td>
<td>273,344</td>
<td>358,566</td>
<td>253,366</td>
<td>276,914</td>
<td>249,092</td>
<td>10.4%</td>
<td>35.8%</td>
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<tr>
<td>JUNE</td>
<td>418,495</td>
<td>361,367</td>
<td>351,261</td>
<td>297,956</td>
<td>360,584</td>
<td>240,374</td>
<td>244,426</td>
<td>219,311</td>
<td>250,139</td>
<td>283,911</td>
<td>298,474</td>
<td>256,641</td>
<td>15.8%</td>
<td>40.2%</td>
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<tr>
<td>JULY</td>
<td>426,776</td>
<td>417,090</td>
<td>403,836</td>
<td>311,760</td>
<td>312,182</td>
<td>252,956</td>
<td>244,583</td>
<td>256,767</td>
<td>311,150</td>
<td>282,529</td>
<td>280,726</td>
<td>275,538</td>
<td>2.8%</td>
<td>52.7%</td>
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<td>AUGUST</td>
<td>406,736</td>
<td>334,105</td>
<td>334,281</td>
<td>330,824</td>
<td>393,102</td>
<td>285,796</td>
<td>239,750</td>
<td>232,014</td>
<td>315,865</td>
<td>278,088</td>
<td>362,169</td>
<td>243,887</td>
<td>21.4%</td>
<td>12.0%</td>
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<tr>
<td>SEPTEMBER</td>
<td>408,343</td>
<td>286,584</td>
<td>329,221</td>
<td>265,815</td>
<td>313,032</td>
<td>260,746</td>
<td>229,897</td>
<td>225,681</td>
<td>249,874</td>
<td>239,737</td>
<td>252,662</td>
<td>249,266</td>
<td>42.5%</td>
<td>55.5%</td>
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<tr>
<td>OCTOBER</td>
<td>452,758</td>
<td>358,363</td>
<td>378,278</td>
<td>327,474</td>
<td>336,249</td>
<td>259,030</td>
<td>258,322</td>
<td>271,116</td>
<td>346,513</td>
<td>268,638</td>
<td>296,604</td>
<td>231,845</td>
<td>26.3%</td>
<td>52.6%</td>
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<tr>
<td>NOVEMBER</td>
<td>607,864</td>
<td>452,815</td>
<td>454,534</td>
<td>468,621</td>
<td>496,966</td>
<td>362,904</td>
<td>330,408</td>
<td>347,565</td>
<td>397,529</td>
<td>343,634</td>
<td>394,861</td>
<td>339,361</td>
<td>34.2%</td>
<td>53.9%</td>
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<tr>
<td>DECEMBER</td>
<td>784,878</td>
<td>612,415</td>
<td>573,530</td>
<td>489,428</td>
<td>519,384</td>
<td>459,173</td>
<td>475,168</td>
<td>420,236</td>
<td>403,129</td>
<td>345,558</td>
<td>410,982</td>
<td>449,675</td>
<td>28.2%</td>
<td>91.0%</td>
</tr>
</tbody>
</table>

Year to Date Total: 6,013,746

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

- Mobility
- Sustainability
- Resiliency
Early insights

- Shifting from DMO to DMMO
- Destination Marketing Organization

Destination Marketing Management Organization
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
Thank You

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