



GREATER MIAMI CONVENTION & VISITORS BUREAU

701 Brickell Avenue, Suite 2700, Miami, Florida 33131

305/539-3084, Fax 305/539-2911

<http://www.miamiandbeaches.com>

E-Mail: [media@miamiandbeaches.com](mailto:media@miamiandbeaches.com)

## **TWENTY-ONE REASONS WHY THE VISITOR INDUSTRY IS THE NUMBER ONE INDUSTRY IN GREATER MIAMI AND THE BEACHES IN 2006**

- 1. In 2006, 11,585,000 people visited Greater Miami and the Beaches and stayed at least one night (this number includes visitors that came in through Ft. Lauderdale Airport).**
- 2. Of the 11.5 million overnight visitors, 6.2million (54%) were domestic U.S. and 5.3 million (46%) were international.**
- 3. Of the 6.12million domestic visitors, 47.1% came from the Northeast, 25.0% from the Southeast, 20.2% from the Midwest and 7.7% from the West.**
- 4. Of the 5.2 million international visitors, 42.8% came from South America, 9.4% from Central America, 12.5% from the Caribbean, 23.0% from Europe, 9.9% from Canada and 2.4% from other points of origin.**
- 5. Over sixty-nine percent (69%) of Greater Miami and the Beaches' overnight visitors stay in hotels, motels and spas.**
- 6. In 2006, overnight visitors reported their main reason for visiting Greater Miami and the Beaches as: 61.0% for vacation, 11.7% for convention or business, 17.2% to visit friends or relatives, 6.2 % for cruises, 3.9% for special events and personal or medical reasons**
- 7. Leisure travelers stay an average of 5.74 nights; convention and trade show delegate's average 4.0 nights; and business visitor's average 4.0 nights.**
- 8. In 2006, 95% of visitors arrived by air versus 5% by car, boat or train.**
- 9. The Art Deco District/South Beach, the Beaches, Lincoln Road, Aventura Mall and Bayside were listed as the top five areas visited, and weather was the most liked feature by visitors to Greater Miami and the Beaches during 2006.**
- 10. During their stay, these overnight visitors spent \$16.3billion in direct economic impact (i.e. hotel rooms, restaurants, bars, shopping, transportation, attractions).**
- 11. The indirect economic impact generated by visitor expenditures in 2006 (i.e. visitor industry suppliers and related industries such as real estate, medical, retail) was \$8.9 billion, for a total direct and indirect economic impact of \$25.12billion.**
- 12. The total direct and indirect impact for 2006 visitor expenditures equals \$10,080 for every man, woman and child in Greater Miami and the Beaches.**

13. Visitors to Greater Miami and the Beaches in 2006 generated over 106 million in tourist-related taxes and \$691million in state sales tax. The \$691 million represents 32% of the \$2.1 billion in state taxes generated in Greater Miami and the Beaches.
14. In 2006, taxable restaurant sales generated \$3.7 billion to Miami Dade's economy
15. In 2006, the leisure and hospitality industry employed 102,500.
16. The GMCVB has 1,021 business members who participate year-round in GMCVB activities and programs. These members generate \$1,085,909 in revenue to the GMCVB.
17. During 2006 the GMCVB website, MiamiandBeaches.com, boasted an average of 242,000 unique visitors, 494,000 impressions, and 490 registered users a month.
18. During fiscal year 2005/06, the GMCVB tourism promotion program promoted the destination in 177 tradeshows, sales blitzes or targeted sales throughout the United States and international countries. The program included more than 20 familiarization tours hosting hundreds of visiting travel buyers and representatives
19. The Convention Sales division confirmed 438 future bookings, generating nearly 400,097 room nights, which generated approximately \$240 million. This includes 48 future meetings at the Miami Beach Convention Center with an estimated economic impact of over \$175 million.
20. During fiscal year 2005/06, the GMCVB media relations program brought in media tours and promoted Miami around the world. The program included more than 42 special media projects, such as radio promotions and television shows, and more than 124 media visits to the destination. The Media Relations division also conducted 14 media missions in key U.S and International markets and 27 FAM tours. The media relations department fulfilled 2,500 media inquiries.
21. The GMCVB Publishing Division produces four main publications plus collateral materials for other departments including brochures, annual reports, invitations, postcards, posters and banners. The publications include:
  - The Vacation Planner
  - The Visitor Guide
  - The Travel Planner
  - The Meeting Planner
  - The Membership Directory
  - The Delegates Guide
  - The Family Guide
  - The Film Location Guide
  - The Heritage Guide
  - The Boutique Hotels Guide
  - The Gay and Lesbian Guide