

MIAMI
GREATER MIAMI & MIAMI BEACH

GREATER MIAMI
CONVENTION &
VISITORS BUREAU

Leisure Travel Industry

workshop breakout session

POWERED BY:





Bianca Mendoza Navarro
Senior Market Manager



Debra Lee
Director of Travel Industry Sales,
U.S. Canada & Cruise niche



Carolyn Corrigan
Director of Travel Industry
Sales,
Latin America & Caribbean



International market

April 2024, International Arrivals into the U.S.

- The largest number of international visitor arrivals was from Canada 1,781,119, Mexico 1,287,276, the U.K. 350,860, France 208,134, and India 175,211. Combined these Top 5 source markets accounted for 64.6% of total international arrivals.
- International visitors spent more than \$20.7 billion on travel to, and tourism related activities within the U.S., an increase of nearly 13% compared to April 2023 and surpassing pre-COVID levels of monthly spending realized in April 2019

Source: National Travel and Tourism Office (NTTO)



- Delta Airlines: Nassau, Bahamas (November 2023)
- Porter Airlines: Toronto, Canada (December 2023)
- American Airlines: Ocho Rios, Jamaica (February 2024) Governor’s Harbour, Bahamas (February 2024), Tulum, Mexico (March 2024)
- LEVEL: Barcelona, Spain (March 2024)
- Condor Airlines: Frankfurt, Germany (March 2024)
- Emirates: Bogota, Colombia (June 2024)
- Canada Jetlines: Toronto, Canada (June 2024)
- Viva Aerobus: Monterrey & Merida, Mexico (July 2024)
- Volaris: San Salvador, El Salvador (October 2024)



International Overnight Visitors						
COUNTRY	2019 Volume (000s)	2020 Volume (000s)	2021 Volume (000s)	2022 Volume (000s)	2023 Volume (000s)	Variance to 2022 (%)
Colombia	374	144	425	423	403	-5%
Brazil	440	118	46	286	342	20%
Canada	351	150	29	251	298	18%
United Kingdom	321	54	40	209	222	6%
Mexico	203	79	183	223	198	-11%
Venezuela	169	37	95	161	171	6%
Germany	296	31	38	164	170	4%
Spain	205	41	46	183	165	-9%
Argentina	285	79	117	172	164	-5%
France	216	54	37	132	148	12%
Ecuador	205	70	133	154	135	-12%
The Bahamas	163	51	62	107	134	26%
Dominican Republic	92	60	119	143	128	-11%
Peru	90	39	86	95	110	16%
Chile	102	52	49	83	77	-7%
Honduras	62	23	75	89	77	-14%
Panama	66	32	52	60	64	7%
Trinidad and Tobago	90	16	18	77	64	-17%
Nicaragua	28	18	26	31	61	97%
Costa Rica	67	35	66	71	59	-17%

2023 TOP 5 International Inbound Markets

Colombia
Brazil
Canada
UK
Mexico

Domestic Overnight Visitors						
MARKET	2019 Volume (000s)	2020 Volume (000s)	2021 Volume (000s)	2022 Volume (000s)	2023 Volume (000s)	Variance to 2022 (%)
New York City	1,364	752	1,663	1,923	1,967	3%
Atlanta	380	237	485	581	606	4%
Chicago	385	234	461	481	546	14%
Los Angeles	276	139	221	384	395	3%
Philadelphia	349	164	323	387	371	-4%
Dallas	223	149	330	338	368	9%
Boston	208	142	271	359	305	-15%
Washington, D.C.	299	135	281	347	305	-12%
Houston	191	125	306	305	292	-4%
Detroit	141	106	208	243	231	-5%
Charlotte	86	77	157	175	178	1%
Denver	104	66	140	156	155	-1%
Raleigh	85	55	107	134	120	-10%
Cleveland	100	53	104	121	115	-5%
Greenville	68	43	74	115	113	-2%
Baltimore	77	48	111	127	111	-13%
Nashville	105	43	92	109	104	-4%
New Orleans	57	36	98	115	102	-12%
Minneapolis	110	69	109	132	99	-25%
Kansas City	56	43	88	104	98	-6%

2023 TOP 5 Domestic Inbound Markets

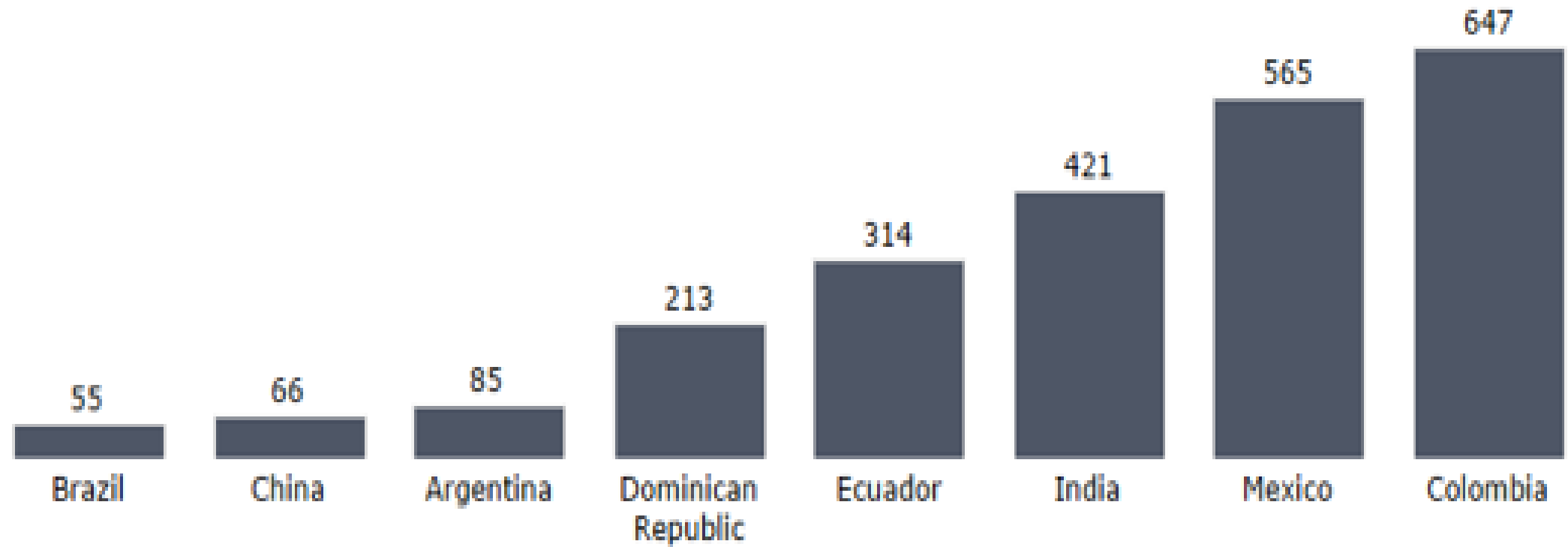
New York
Atlanta
Chicago
LA
Philadelphia

Visa Interview Wait Times, Average Days

As of June 25, 2024

As of Date

June 25, 2024



Opportunities





Icon of the Seas: World's largest cruise ship sets sail from Miami

January 2024

**MSC CRUISES TO HOST NAMING AND CELEBRATORY SAILING FOR MSC WORLD AMERICA IN MIAMI AT NEW--AND WORLD'S LARGEST--CRUISE TERMINAL
April 2025**



Cruising is so popular Carnival Cruise Line sales set a record

June 2024

Source: Carnival Cruise Line

Cruise Ships Can Now Connect to Shore Power at PortMIAMI

June 2024

Source: PortMIAMI



POWERED BY:



Expedia Hotels.com Vrbo

Sail solo on Virgin Voyages, one of the best cruise lines for single adults.

Source: Virgin Voyages

These Are the Top Summer Travel Trends for 2024

42% of Travelers Are Planning a Solo Trip in 2024

— And Are Ready to Spend Big

(Source: Forbes)

Solo travel: Why more people are doing it and tips for first-timers

Source: BBC





Where to? Miami Beach, Florida, United Stat...
Dates Jul 19 - Jul 20
Travelers 2 travelers, 1 room



300+ properties
How our sort order works
Sort by Recommended

Apply \$1.62 in OneKeyCash

Compare properties

Search by property name

e.g. Marriott

Filter by

Popular filters

- South Beach
- Ocean view
- Reserve now, pay later
- Breakfast included
- Pool

Price

Min \$50 Max \$1,600+



Neighborhood

- South Beach
- Downtown Miami
- Brickell

See more

Payment type

- Reserve now, pay later

Property cancellation options

- Fully refundable property

Eden Roc Miami Beach
Mid Beach
Pool
Nostalgic Glamour to Modern Beachfront
Enjoy sun-splashed beach days & breezy nights with access to 3 sparkling pools, oceanfront dining & spacious accommodations.
Earn \$4.84 in OneKeyCash
8.0 Very Good 2,128 reviews
We have 2 left at 10% off at ~~\$269~~ \$242
\$327 total includes taxes & fees

The Standard Spa Miami Beach
Miami Beach
Pool Hot tub
Stay Longer and Save this Summer
Resort Fee Includes Indoor & Outdoor Hydrotherapy Playground, All Yoga & Fitness Classes, Paddleboards & Kayaks and Daily E-Bike.
Earn \$7.58 in OneKeyCash
8.6 Excellent 1,001 reviews
We have 2 left at ~~\$400~~ \$379
\$489 total includes taxes & fees

Bentley Hotel South Beach
Miami Beach
Pool
Stay Longer & Save More: Up to 25% Off
Directly on Ocean Drive with award winning rooftop pool. Enjoy our large apartment style rooms with 2 drinks on us.
Earn \$5.35 in OneKeyCash
8.4 Very Good 1,082 reviews
We have 7 left at 27% off at ~~\$338~~ \$267
\$345 total includes taxes & fees

The Ritz-Carlton, South Beach
South Beach
Pool Hot tub
Fully refundable



Vibe Check-in

Location, amenities, and star ratings still matter but, increasingly, so does a hotel's mood and feel. In fact, reviews mentioning the word "vibe" are booming, with a 1,090% jump over last year in the Hotels.com app; overall, more than 90% of travelers identified it as an important factor. From "retro" and "chill" to "modern" and even "Margaritaville," guests are seeking stays that set the tone for their entire trip — and Hotels.com reviews reveal the year's 15 most popular vibes, sure to leave an impression long after checkout.

Based on hotel review data on Hotels.com between Jan. 1, 2018 – Dec. 31, 2022

"OUR CLIENTS ARE LOOKING FOR ACCESS
TO SOMETHING OUT-OF-THE-ORDINARY,
SOMETHING THEY AND THEIR FRIENDS
HAVEN'T DONE YET."

JIMMY CARROLL
CO-FOUNDER, PELORUS

Cultural Immersion: The Next Big Trend in Luxury Hospitality

Source: American Express Travel

***Michelin Guide unveils the first Michelin
Key hotels in the U.S.***

ALG Vacations levels up with new luxury collection

OutsideAgents.com launches Opulence luxury division

MAST Travel Network's John Werner on plans for a luxury division

**Questex's ULTRA Summit Affirms Positive
Outlook for the Luxury Travel Segment**

Understanding Today's Luxury Travel Trends

Cultural Immersion Requests

All in the Family

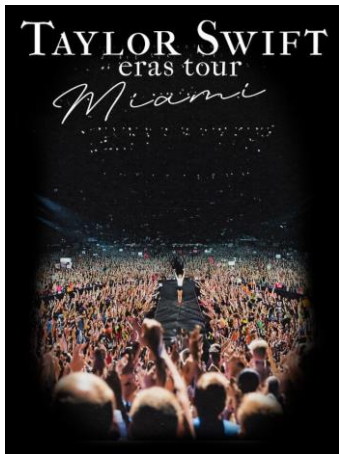
Get Active and Adventurous

The Importance of Personalization

Source: Virtuoso

Miami





The 'funflation' effect: Why Americans are spending so much on travel and entertainment this summer

Source: CNBC

Demand for Taylor Swift's Eras Tour Is So High, This Airline Is Adding More Flights

Source: CN Traveler



Disney's ESPN Rolls Out Its First Travel Experiences

Source: Adventures by Disney



See Why Young Generations Are Driving This Big Travel Trend

Source: Skift

KEY POINTS

- 53% of Gen Z plan to travel by plane to attend a "destination event" like live music or major sporting events.
- 20% of Gen Z have traveled, or plan to travel, to see Taylor Swift concerts.
- Destination events are becoming the center of young Americans' travel plans -- will credit cards keep up?



PUBLIC SERVICE ANNOUNCEMENT

Upcoming Trade Events

CP (Cruise Planners)World 2024 (Ft. Lauderdale) – October 7-10, 2024
CruiseWorld (Ft. Lauderdale) – November 6-8, 2024 (Debra)

WTM/World Travel Market (London) – November 5-7, 2024 (Joe)

Vitrina Turistica ANATO (Colombia) – February 26-28, 2025 (Carolyn)
WTM Latin America (Brazil) – April 14-16, 2025 (Carolyn)

IPW 2025 (Chicago) – June 14-18, 2025

PUBLIC SERVICE ANNOUNCEMENT

Upcoming Sales Missions

Toronto (Canada) Sales Blitz – September 11-13, 2024 (Debra)

Colombia Sales Mission – October 21 – 25, 2024 (Carolyn)

Germany & Switzerland Sales Mission – October 2024 (Joe)

France & Italy Sales Mission – March 2025 (Joe)

Western Canada Sales Mission – February 10-14, 2025 (Debra)

Spain Sales Mission – April 2025 (Joe)

Brazil Sales Mission – April 7-11, 2025 (Carolyn)

Mexico Sales Mission – June 23-27, 2025 (Carolyn)

UK Sales Mission – June 2025 (Joe)

Argentina Sales Mission - August 2025 (Carolyn)

PUBLIC SERVICE ANNOUNCEMENT

Upcoming FAM Groups

Envoyage (Canada) FAM – September 16-19, 2024

SIGNATURE Travel Network (U.S. Consortia) FAM – September 30 – October 3, 2024

TKT Travel FAM (Argentina) – September 25 - 27, 2024

AMEX/NAO FAM (Mexico) - October 7 - 10, 2024

Interep Luxury FAM (Brazil) - November 4 – 7, 2024

Brand USA UK/Ireland Mega FAM – September 28-30, 2024

Q & A



THANK YOU FOR JOINING US!

