



Storytelling to Story Selling

MIAMI
GREATER MIAMI & MIAMI BEACH

GREATER MIAMI
CONVENTION &
VISITORS BUREAU

Today's Agenda

Who We Are

How the GMCVB's divisions support destination storytelling

- Advertising
- Arts & Culture
- Content
- Digital

What's Next

- Our Personas
- Customer Journey Mapping: Attract > Engage > Convert

Let's Get to Work

Persona Experience Planning Breakouts

- Each table to brainstorm Customer Journeys for one persona
- Share ideas with group

WHO WE ARE



Engagement Through Storytelling



Advertising



Arts & Culture



Content



Digital

Advertising

FY22 INITIATIVES



—OCT— —NOV— —DEC— —JAN— —FEB— —MARCH— —APRIL— —MAY— —JUNE— —JULY—

MEETINGS & CONVENTIONS ANNUAL PLAN:
Relunched campaign with CVENT, SEM, and social

MIAMI BEACH LIVE:
Concert Series Launch

MIAMI BEACH WELCOME:
Take Care of our City Campaign

GRAND PRIX FI:
BrandUSA

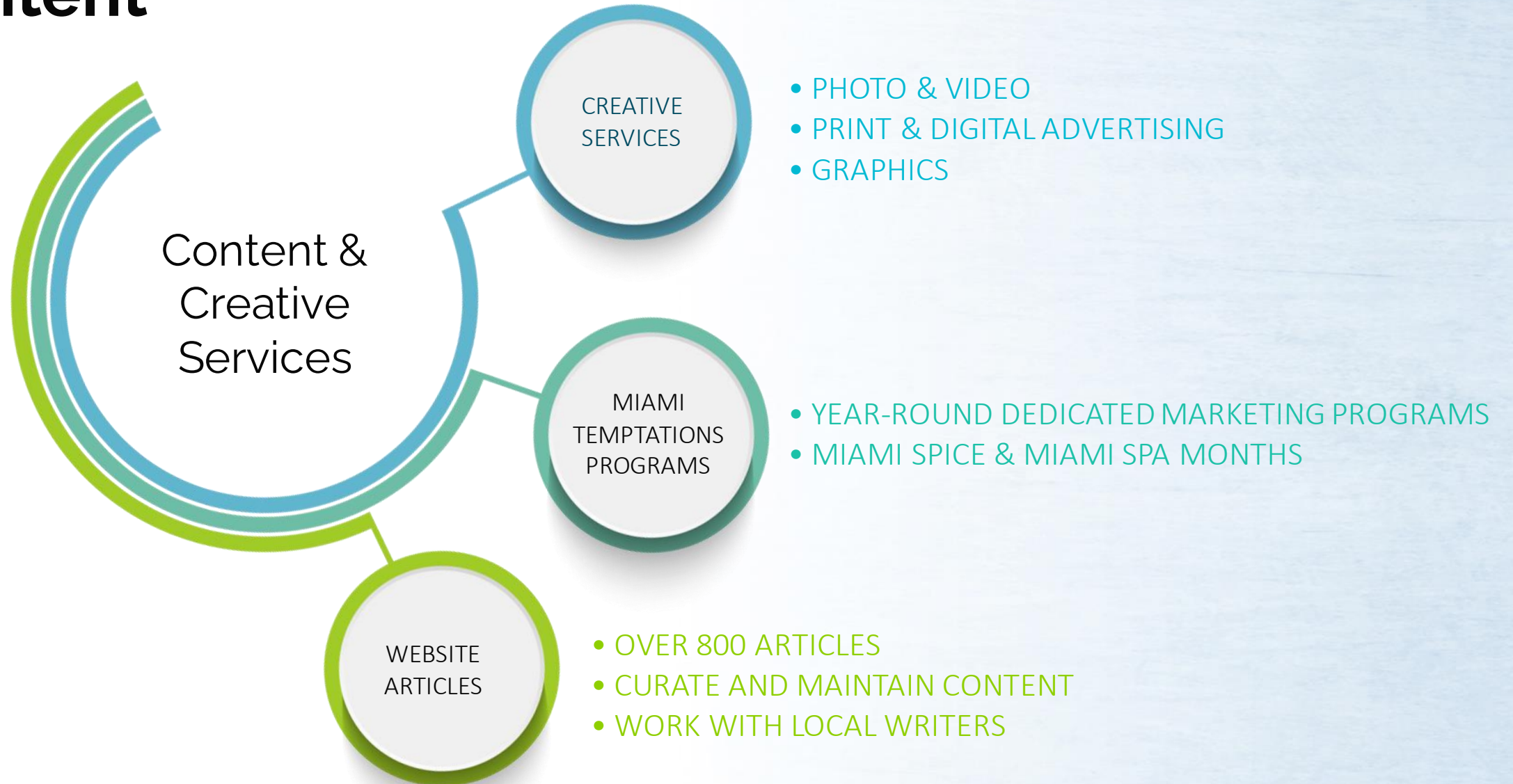
GMCVB x EXPEDIA
Downtown & Destination COOP Program



Arts & Culture



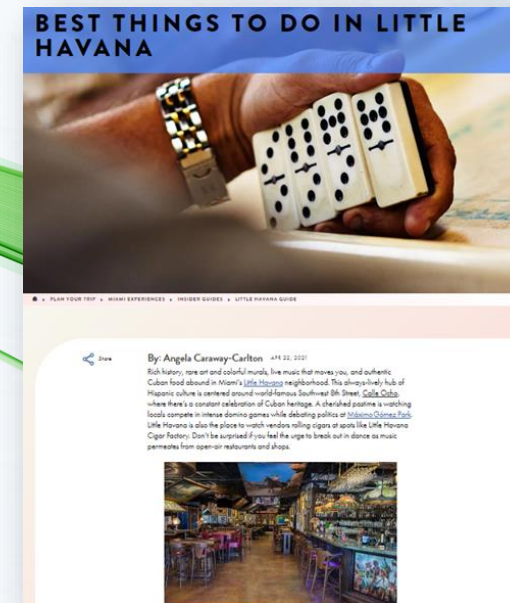
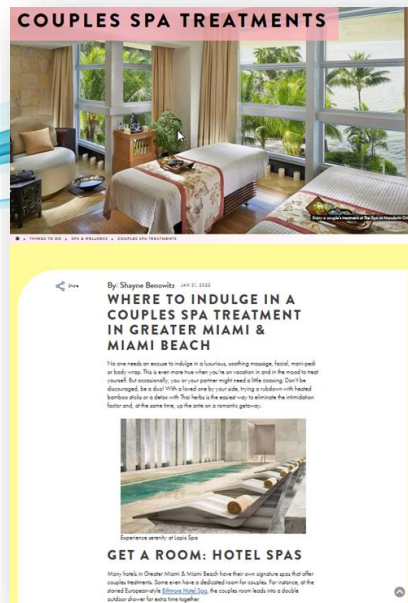
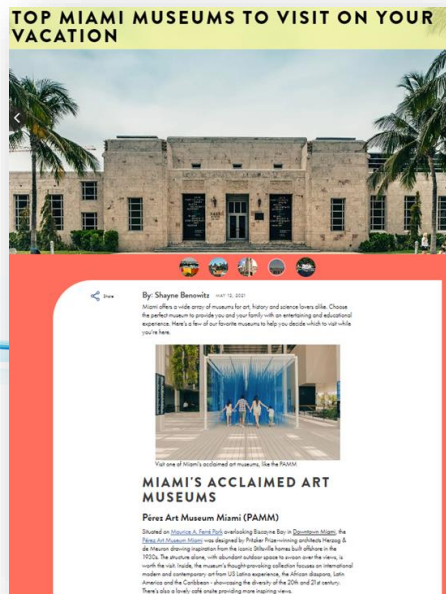
Content



Website Content

Top 150 Articles (organic traffic only) generated:

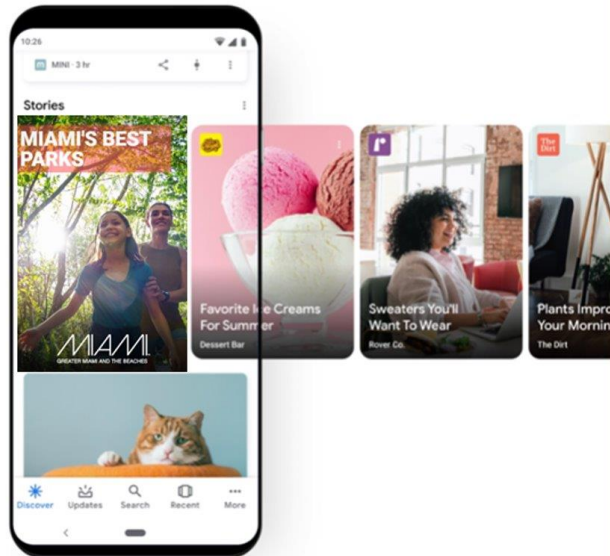
- Over 2 million pageviews in last 12 months
- Over 1.45 million entrances to the website from search
- Over 7.5 million minutes of site visitors reading about our destination



Digital Marketing

Website

- 8.8 million visitors, up 54% in last 12 months
- 16.5 million minutes viewing content, up from 7.2 million minutes

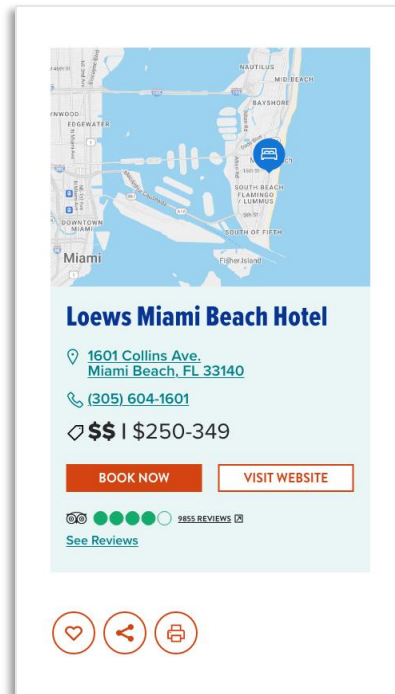
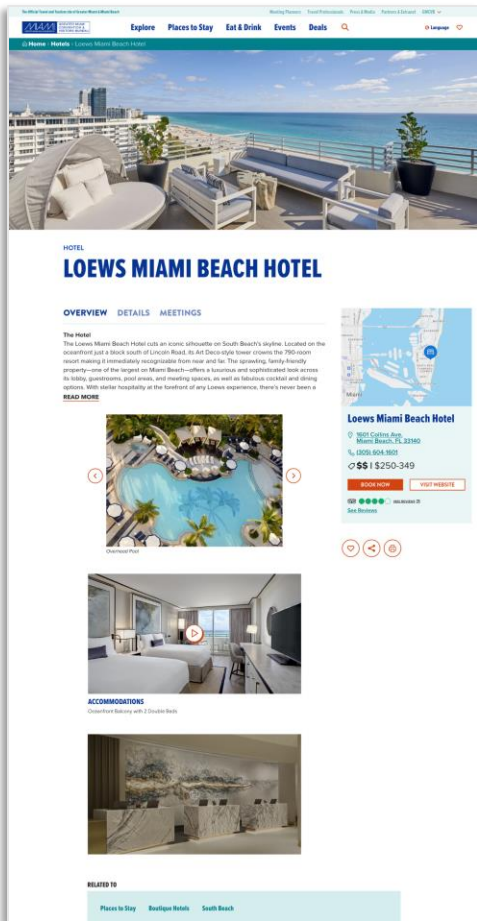


Google Stories

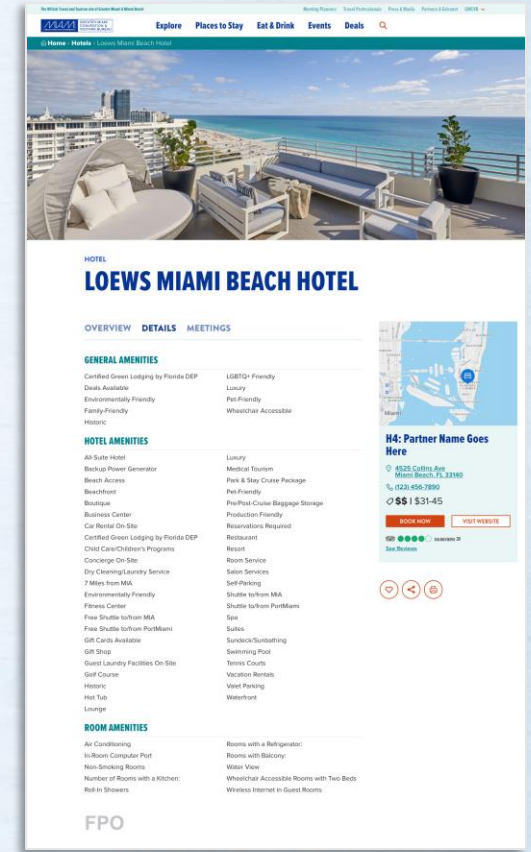
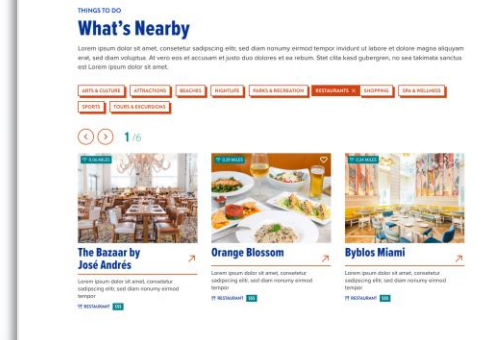
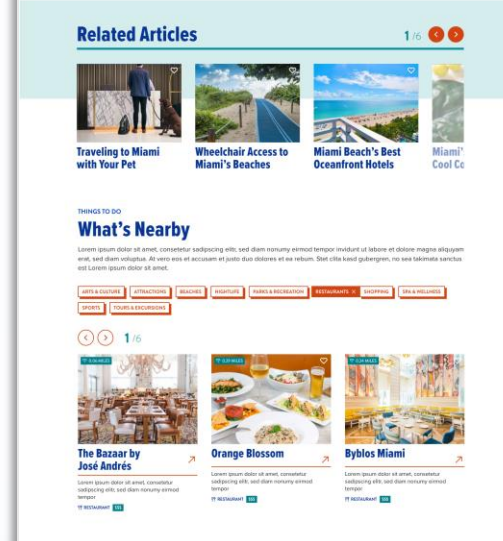
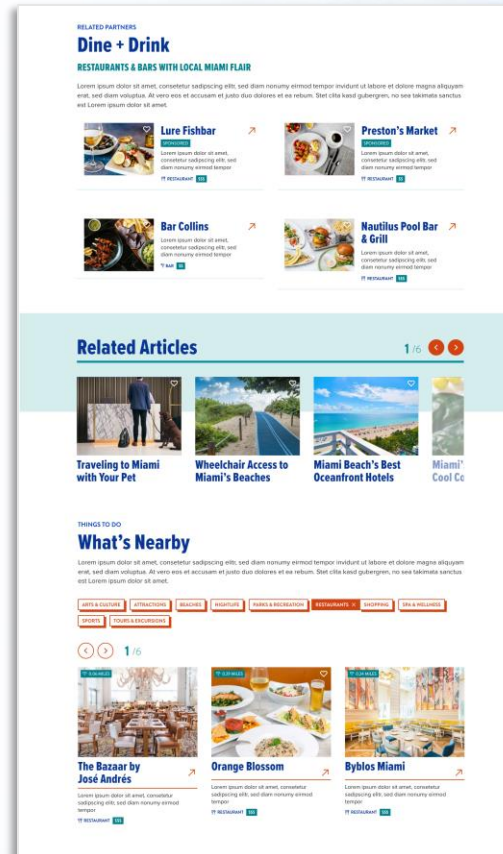
- Launching soon with the potential to reach millions through Google Discover
- Stories integrated into new website launching in December

New Website Features

Expanded Amenities Including Accessibility



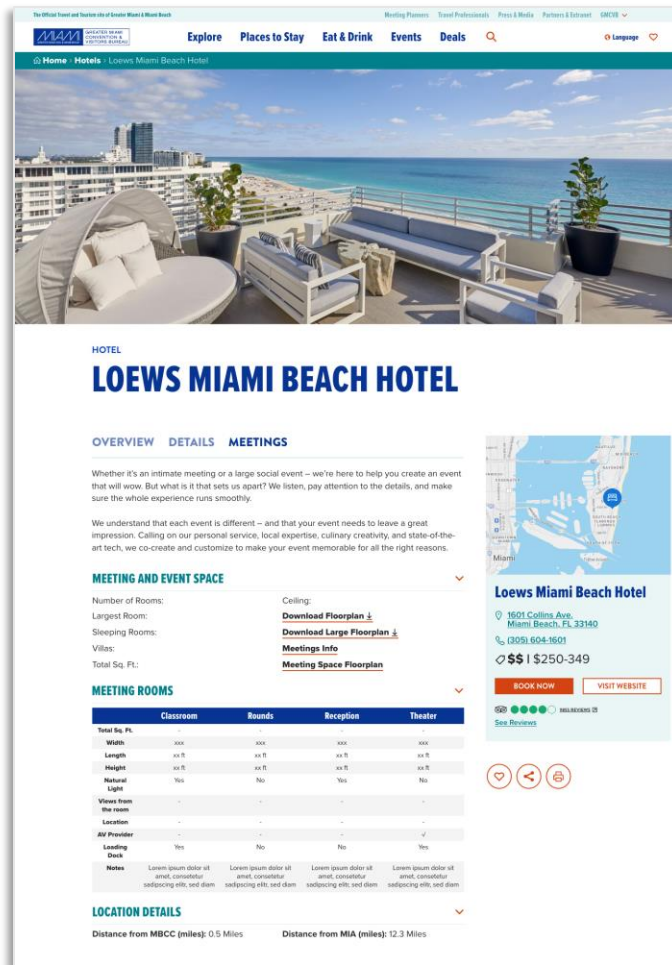
Related Partners, Articles & What's Nearby



New Website Meeting Planner Features

Partner Meeting Space Details

Customized Meeting Planner Sales Kit Web Pages



LOEWS MIAMI BEACH HOTEL

OVERVIEW DETAILS MEETINGS

Whether it's an intimate meeting or a large social event – we're here to help you create an event that will wow. But what is it that sets us apart? We listen, pay attention to the details, and make sure the whole experience runs smoothly.

We understand that each event is different – and that your event needs to leave a great impression. Calling on our personal service, local expertise, culinary creativity and state-of-the-art tech, we co-create and customize to make your event memorable for all the right reasons.

MEETING AND EVENT SPACE

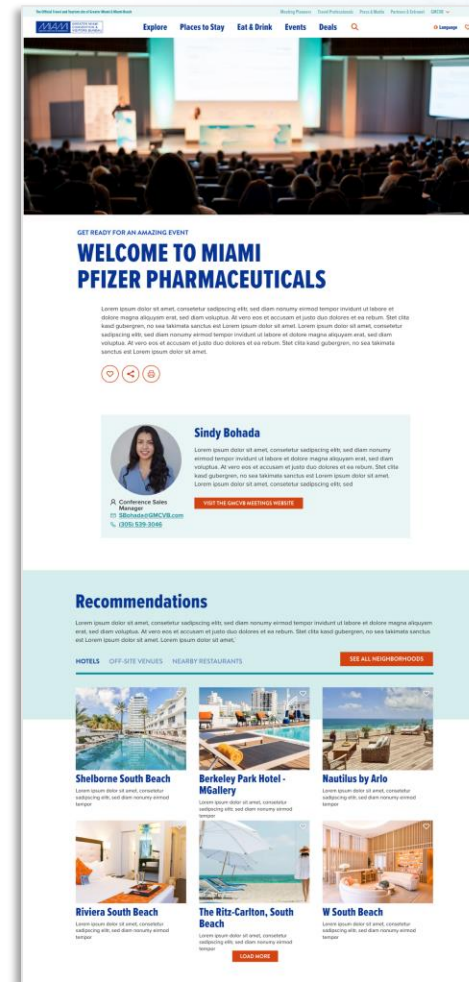
Number of Rooms: Ceiling:
 Largest Room: [Download Floorplan](#)
 Sleeping Rooms: [Download Large Floorplan](#)
 Villas: [Meetings Info](#)
 Total Sq. Ft.: [Meeting Space Floorplan](#)

MEETING ROOMS

	Classroom	Rounds	Reception	Theater
Width	xxx ft.	xxx ft.	xxx ft.	xxx ft.
Length	xx ft.	xx ft.	xx ft.	xx ft.
Height	xx ft.	xx ft.	xx ft.	xx ft.
Natural Light	Yes	No	Yes	No
Views from the room	-	-	-	-
Location	-	-	-	-
A/V Provider	-	-	-	Yes
Leading Desk	Yes	No	No	Yes
Notes	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy...	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy...	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy...	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy...

LOCATION DETAILS

Distance from MBCC (miles): 0.5 Miles Distance from MIA (miles): 12.3 Miles



WELCOME TO MIAMI
PFIZER PHARMACEUTICALS

GET READY FOR AN AMAZING EVENT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy...

Sindy Bohada
 Conference Sales Manager
 @SindyBohada
 305.529.3086

Recommendations

Shelborne South Beach
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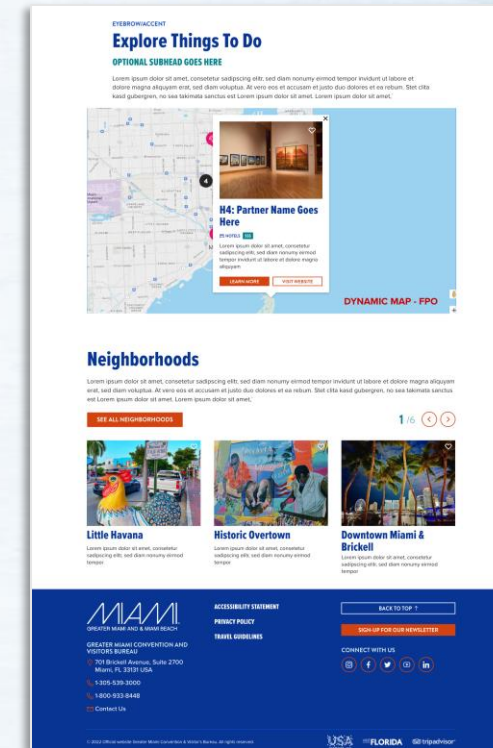
Berkeley Park Hotel - McGallery
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Nautilus by Aro
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Riviera South Beach
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The Ritz-Carlton, South Beach
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W South Beach
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Explore Things To Do
 OPTIONAL SUBHEAD GOES HERE

Explore a map of Miami neighborhoods with a pop-up for "H4, Partner Name Goes Here".

Neighborhoods

Little Havana
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Historic Overtown
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Downtown Miami & Brickell
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Footer: MIAMI GREATER MIAMI AND MIAMI BEACH, GREATER MIAMI CONVENTION AND VISITORS BUREAU, 700 Brickell Avenue, Suite 2700, Miami, FL 33130 USA, +1 305 576 3000, 1 800 933 8448, CONTACT US, ACCESSIBILITY STATEMENT, PRIVACY POLICY, TRAVEL GUIDELINES, CONNECT WITH US, SIGN UP FOR OUR NEWSLETTER, BACK TO TOP, USA, FLORIDA, @miami

WHAT'S NEXT



Personas

These Personas are representative descriptions of the people who travel for leisure, based on drivers and motivations for travel. We conducted IDIs to better understand the personas identified by GMCVB - especially for use in understanding motivations and drivers for using GMCVB's website, to plan and book travel to Greater Miami and Miami Beach for leisure or business meetings.

We defined personas by looking at key drivers and differentiators

- Motivations and Values
- Research and Planning
- Challenges
- Influences
- Activities
- Resources

We discovered that the 8 target segments could be represented within 5 personas that differentiated travelers



Personas



The Explorer

Explorers want to discover and experience what the Greater Miami & Miami Beach areas have to offer. Explorers seek to visit new places. They appreciate information on local dining, non-touristy attractions, and authentic neighborhoods, where they can take a glimpse into local people's lives.



The Recharger

Rechargers want to take a break from their everyday lives and routines. They travel to relax. Relaxing activities can span from enjoying spa amenities and being waited on, to taking hiking excursions and enjoying nature.



The Family Traveler

Family travelers are looking to bond with family and create memories. They like meeting where family appropriate activities and accommodations with amenities packages are available.

Personas



The Indulgent Traveler

Indulgent travelers value the experience above all else. For many, traveling is their guilty pleasure. They enjoy unique experiences and activities, such as traveling to eat at a world-known restaurant, or stay at their dream hotel. Sometimes, the experience matters more than the destination.



The Meeting Planner

Meeting Planners want to find a location that meets their needs that also provides their attendees with an enjoyable environment. They organize annual regional meetings or smaller team events like Awards and Recognition.

A man and a woman are walking through a strawberry field. The man is wearing a yellow shirt and blue jeans, and the woman is wearing a striped shirt and denim shorts. They are both holding baskets of strawberries. The woman is smiling and eating a strawberry. The field is filled with rows of strawberry plants, and the background shows a line of palm trees under a blue sky with clouds.

PERSONA EXPERIENCE PLANNING