

CASE STUDY

Campaign

IT'S SO MIAMI

TURKEL
brands



IT'S SO MIAMI People + Places Campaign

Over the last 20+ years we have moved Miami's image and brand from another sun destination to one of the top four most desired tourism brands in the country (along with New York, Las Vegas, and Orlando).

The success of this campaign demonstrates our ability to create a powerful and ownable destination brand positioning that targets a variety of market segments including, leisure, travel trade, meetings and conventions, and international. The campaign clearly illustrates the Miami brand evolution from a sun-and-fun winter escape to a year-round global destination that meets the interests and expectations of today's discerning traveler. It allows us to convey Miami's unique mix of heritage, multicultural, arts and dining experiences within the framework of the destination's diverse neighborhoods. People + Places easily adapts for Miami's multicultural audiences such as LGBT, Hispanic and African-American niche markets. Highlighting these offerings encourages visitors to discover new and unexpected sites and therefore extend their stay.

Unlike most agencies, we take the lead in development of the GMCVB marketing plan. As the brand steward, we ensure that all of the CVB's partner agencies understand the brand positioning and execute a consistent brand message across all points of communication.

Client Requirements

Miami is already a popular vacation destination, but the Greater Miami Convention & Visitors Bureau wanted to expand the brand beyond surf and sun to drive visitation past the core weather travelers. Competing against domestic destinations like New York City and Las Vegas, and international destinations like Rio de Janeiro and Barcelona, the GMCVB needed to prove Miami's art, culture, music, food and lifestyle are world class to the world's (dubious) travelers.

Since the creation of Brand USA, TURKEL Brands has been responsible for managing the marketing initiatives on behalf of the GMCVB. The CVB also asked us to manage the Bureau's international marketing relationship with Visit Florida. We work with these partners to execute marketing programs in Miami's top and emerging international markets, including the NFL in London, the World Cup in Brazil and comprehensive campaigns in Europe and Latin America. TURKEL Brands' functions as the GMCVB brand steward, coordinating program implementation with both Brand USA and Visit Florida, as well as managing the budgets for each campaign.

Objectives

Our primary objective is to build on the success of our original "It's So Miami" campaign by shifting the focus of our brand message from promoting destination-centric "Miami Moments" to positioning those moments in the context of the rich experiences visitors will discover by exploring our individual neighborhoods. This new neighborhood-centric approach allows visitors to associate our Miami Moments with an authentic location and engaging personal anecdote from a local resident's unique perspective.

Increasing the prominence of partners in the design, as well as providing a consistent and contextual approach to how partners are showcased, delivering greater clarity and value to GMCVB membership.

PRINT

Frutería "Los Pinareños"
on SW 8th Street



Leave it to
Miami's Little Havana
to add a shot of Cuban Coffee
to a banana milkshake.



I'm Jose and here in Little Havana we love our Cuban coffee so much you can find it everywhere. In local restaurants, hand-rolled cigar shops and Domino Park. Even at the local *frutería* juice stand in a banana milkshake. Come explore my Little Havana neighborhood and other great neighborhoods at ItSoMiami.com

LITTLE HAVANA – IT'S SO MIAMI®

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Strategy

Miami visitors want to be active, engage in culture, and explore the local neighborhoods. They are looking for authentic experiences, and they want to experience a destination from the local's point of view. We evolved our "It's So Miami" campaign to focus on Miami's varied neighborhoods, focusing on interesting things to see and do from the perspective of local residents.

Brand Positioning

In an effort to meet the demand for authentic vacation experiences, we created phase two of our brand campaign, "It's So Miami: People + Places." Local residents take consumers on a guided tour of their favorite Miami neighborhood spots, inspiring visitors to create their own unique vacation itineraries. Elevating the priority of the neighborhoods as an overarching approach allowed GMCVB to incorporate content promoting its members and business partners (hotels, dining, events, arts and culture, beaches, shopping). Our "It's So Miami: People + Places" campaign shifted the brand perception of Miami beyond the beach, and enabled consumers to discover and self-identify with the unique personalities of each of Miami's unique neighborhoods.

Target

- Demographically, prospect is defined as A35-64, HHI \$75K+, graduated college+, with a skew to HHI \$100K+ and additional consideration of baby boomers
- Psychographically, prospects likely share many of the same attributes/equities as the Miami brand:
 - Cosmopolitan
 - Sophisticated/Worldly
 - Savvy/In-the-know
 - Experiential/Socially engaged
 - Experimental/Adventurous
 - Trendy
 - Hip
 - Sexy

Implementation

Elevating the priority of the neighborhoods as an overarching approach allowed GMCVB to incorporate content promoting its members and business partners (hotels, dining, events, arts & culture, beaches, shopping). Our "It's So Miami: People + Places" campaign shifted the brand perception of Miami beyond the beach, and enabled consumers to discover and self-identify with the unique personalities of each of Miami's unique neighborhoods.

Media Implementation

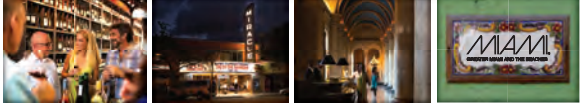
(seasonality/timing, placement, etc.):

- Print scheduled to provide continuity of messaging with skew to key winter travel months
- Given limited budget and heavy skew toward Miami's top 5 feeder markets, media buys focused on local/regional buys to provide strong support primarily in New York, Chicago, Philadelphia, Washington D.C. and Boston; secondarily in the eastern regional market overall. Media included The New York Times (New York metro and national magazine editions), The Wall Street Journal (New York metro edition), AFAR Magazine (National), Chicago Magazine, Endless Vacations (Eastern Region + Illinois), Modern Luxury magazine titles Manhattan, Beaches (Hamptons), CS (Chicago), and DC, and Undiscovered Florida Visit Florida Co-op, to support key states: New York, New Jersey, Alabama, Illinois, Washington D.C., Virginia, Georgia, Florida
- Niche markets included African-American (Black Enterprise, Ebony, Harlem Times, Pathfinders, Savoy and Uptown), Eco Tourism (Undiscovered Florida), and LGBT (Damron's Men's and Women's Travel Guides, The Advocate, Out Magazine, Spartacus).
- Internationally, print buy was limited to Latin America (pan-regional), and Spartacus (Germany/LGBT).

PRINT

The Venetian Pool, Coral Gables

*It's not so much a pool
as a museum you can swim in.*

Immerse yourself in the historic Venetian Pool. Explore the famed Biltmore Hotel and Golf Course. Romance your special someone wandering Miracle Mile. Lose yourself in our shops and gourmet menus. I'm Mitchell, and I can tell you that a neighborhood with history is irresistible. See for yourself – watch my Coral Gables video, and then explore Miami's other unique neighborhoods at ItSoMiami.com

CORAL GABLES – IT'S SO MIAMI®

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*Just another
typical traffic jam
in Miami's Coconut Grove.*




Coconut Grove is a small, laid-back village right on Biscayne Bay. In fact, we're so laid back the peacocks have the right of way. I'm Omimé, come along on a ride with me in Miami's oldest neighborhood and I'll introduce you to the beautiful parks, funky galleries and cool sidewalk cafes of my hometown. You can see my Coconut Grove video and other great neighborhoods at ItSoMiami.com

COCONUT GROVE – IT'S SO MIAMI®

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Little Haiti Cultural Center, Miami

*In Miami's Little Haiti
the long lines actually are the Party.*




A former lemon grove – and just as flavorful – Little Haiti is part Port-au-Prince, part bohemian, with a healthy serving of French and Creole, and a rhythm all our own. I'm Sandy, inviting you to explore Little Haiti. Start with my video, and then explore Miami's other unique neighborhoods at ItSoMiami.com

LITTLE HAITI – IT'S SO MIAMI®

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Wynwood Walls, Mural by Miss Van

*In Miami's Wynwood,
the walls have ears.*




In my neighborhood, art is everywhere and inspires everything. You can find it on the walls and doors. You can buy it in the galleries. You can taste it at our hip restaurants, coffee shops, and local breweries. I'm Maki, check out my Wynwood video guide and learn about other cool neighborhoods at ItSoMiami.com

WYNWOOD – IT'S SO MIAMI®

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Out-of-Home Implementation

- Formats/types selected on basis of:
 - Efficient reach of commuters/Manhattan professionals
 - Dynamic messaging (video), in “hip” areas of Manhattan
 - Ability to showcase multiple creative executions
- Scheduled spring/summer to support off-season/shoulder travel
- Buy included:
 - Subway two-sheets with citywide distribution – 395 units total
 - Digital video screens in Times Square and Macy’s Herald Square, with a total of 13,100 :30-second spots over three-month schedule (April – June)

Online/Digital Implementation

Our approach was to showcase Miami’s unique visual canvas as the backbone to deliver messaging across the travel purchase lifecycle. The multichannel media program featured video and rich media creative, and the media plan expanded outside of travel endemic content. Lifestyle content and behavioral segmenting and look-alike modeling found users that would closely relate to Miami’s rich arts, music and lifestyle to build destination consideration, and performance media and online travel agency support assured incremental bookings. A custom Spotify program sat on top of the whole campaign, driving over 16,000 new Facebook fans and 1,000 song entries with minimal investment, helping seed the branded messaging.

WEB BANNERS



VIDEO



Product Development

Part of our marketing initiative is to work with GMCVB to create programs that allow GMCVB's partners and strategic community partners to attract visitors and generate revenue for their businesses. In addition to supporting the Miami Temptations program, TURKEL Brands is responsible for Media Planning and Buying.

KEY PROGRAMS

**MIAMI
CRUISE
MONTH**
january

**MIAMI
ROMANCE
MONTH**
february

**SHOP
MIAMI
MONTH**
march

**MIAMI
SPORTS
MONTH**
april

**MIAMI
MUSEUM
MONTH**
may

**MIAMI
FILM
MONTH**
june

**MIAMI
SPA
MONTH**
july+august

**MIAMI
SPICE
MONTH**
august+september

**MIAMI
ATTRACTIONS
MONTH**
october

**MIAMI
LIVE
MONTH**
november

**MIAMI
HERITAGE
MONTH**
december

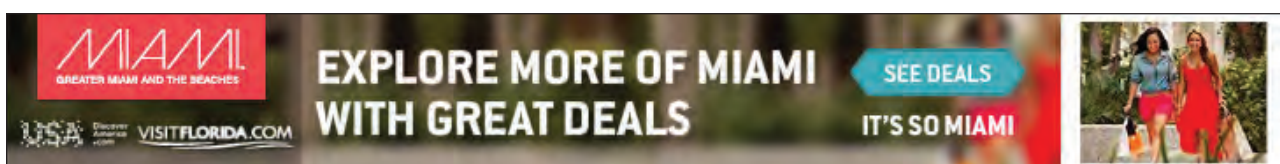
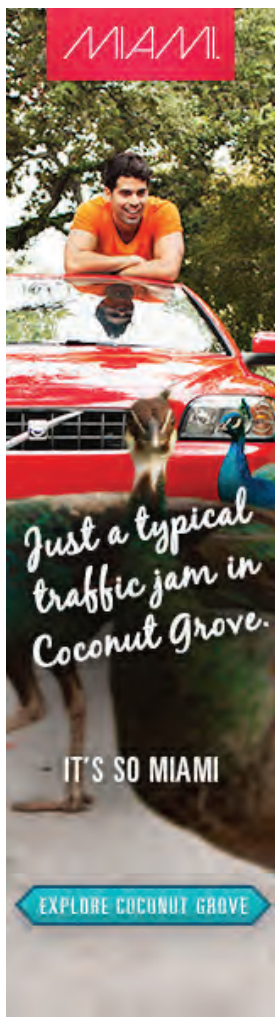
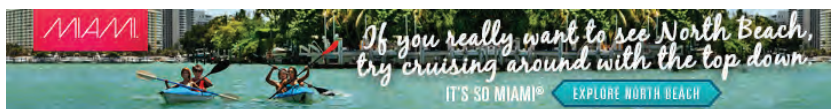
OFFICIAL SPONSOR:



Greater Miami Convention & Visitors Bureau

HOW WE MARKET TO THEM

Since the creation of Brand USA, TURKEL Brands has been responsible for managing the marketing initiatives on behalf of the GMCVB. The CVB also asked us to manage the Bureau's international marketing relationship with Visit Florida. We work with these partners to execute marketing programs in Miami's top and emerging international markets, including the NFL in London, the World Cup in Brazil and comprehensive campaigns in Europe and Latin America. TURKEL Brands' functions as the GMCVB brand steward, coordinating program implementation with both Brand USA and Visit Florida, as well as managing the budgets for each campaign.



DIGITAL



GREATER MIAMI AND THE BEACHES

[PLACES TO SEE](#)
[THINGS TO DO](#)
[DEALS](#)
[SEE MIAMI LIVE](#)

IT'S SO MIAMI

Much more than swaying palms and gentle surf, Miami is home to an unmatched array of neighborhoods – each one uniquely beguiling and inviting your discovery.

EXPLORE OUR NEIGHBORHOODS >



HISTORIC OVERTOWN

Vibrant, eclectic, and now thriving, Historic Overtown's cultural roots reveal many stories, from Jackson's Soul Food to the "Little Broadway" of Lyric Theater – once host to Count Basie, Aretha Franklin, and Patti LaBelle.



LITTLE HAITI

The cultural heart for the Haitian diaspora, Little Haiti boasts galleries, dance and theater performances at the Little Haiti Cultural Center, a Haitian book and music store.



LITTLE HAVANA

Don't guayaberos, grab a cafecito, visit Domino Park, and a frutera (fruit stand) – maybe even light up a hand-rolled cigar. The best of Little Havana awaits, including its famous black beans, rice, and sweet fried plantains.



COCONUT GROVE

Miami's oldest neighborhood is laid back, quirky, and home to banyan-shaded bistros, unique boutiques, and waterfront parks. Get to know its bohemian heritage, its galleries, as well as its resident peacocks and artists.



SOUTH BEACH

From its iconic Art Deco architecture to its top-notch bars and restaurants on every corner, to the Pérez Art Museum Miami and Adrienne Arsht Center for the Performing Arts, Downtown Miami immerses you in culture and the arts.



DOWNTOWN

From Biscayne Bay's stellar views to top-notch bars and restaurants on every corner, to the Pérez Art Museum Miami and Adrienne Arsht Center for the Performing Arts, Downtown Miami immerses you in culture and the arts.



WYNWOOD

Once home to warehouses, the Wynwood neighborhood has blossomed into a living, breathing museum of the streets, a muse for residents and guests alike. Experience its art on walls, in steins, and on your plate.



CORAL GABLES

Mediterranean architecture, tree-lined streets, the timeless Biltmore Hotel, the classic Venetian Pool, plus countless one-of-a-kind boutiques and restaurants on CoralWay and Miracle Mile – the historic beauty of Coral Gables awaits you. Use your surfboard, or your beach towel.

EXPLORE MIAMI

THERE'S NOTHING LIKE GOING OUT AT NIGHT ON SOUTH BEACH.



View from Sunset Harbor, Miami Beach.

MIAMI
GREATER MIAMI AND THE BEACHES

A sunset paddle on the bay. Pitchers and pool at a local dive bar. Cracking stone crabs with a mallet. Rooftop lounge sofas. Visit South Beach and our other great neighborhoods at [ItSoMiami.com](#)

SOUTH BEACH – IT'S SO MIAMI®

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MIAMI BEACH
CENTENNIAL
[MiamiBeach100.com](#)



GREATER MIAMI AND THE BEACHES



GAZE AT THE EVERGLADES

IT'S SO MIAMI



GREATER MIAMI AND THE BEACHES



STROLL IN SOLITUDE IN Surfside

IT'S SO MIAMI



GREATER MIAMI AND THE BEACHES



SAVOR AN AREPA IN DORAL

IT'S SO MIAMI



GREATER MIAMI AND THE BEACHES



CHECK OUT THE LOCAL TALENT IN HISTORIC OVERTOWN

IT'S SO MIAMI



GREATER MIAMI AND THE BEACHES



TOAST THE LUX LIFE IN BAL HARBOUR

IT'S SO MIAMI

The implementation of “It’s So Miami” People + Places was handled by three agencies: TURKEL Brands, Critical Mass and Current. In order to provide a comprehensive representation of the campaign results, we are including metrics provided by all three agencies.

Metrics Selected

The key performance indicators (KPI) selected for this program included:

- Overall impressions
- Total unique website visits
- Leads/referrals to the partners

Value Delivered Against Chosen Metrics

Greater Miami and the Beaches continued to rank among the top five destinations on the list of Top 25 Markets in the U.S. We set records for all key indicators, ranking #3 in Average Daily Room Rate (ADR) at \$202.57; #3 in Revenue Per Available Room (RevPar) at \$164.67; and #4 in Occupancy at 79.1%. Rooms Sold increased +1.2%, or 87,000 (a record). ROI for the “It’s So Miami: People + Places” integrated marketing program was measured via visitor traffic to the campaign URL, ItSoMiami.com (People + Places Insider Guides).

Specific Results

PRINT CAMPAIGN:

- 64,664 total views
- 49% of users entered via Display Media
- 37% of users entered via the ItSoMiami.com
- 71% of users cited positive recognition of Miami
- 34% of users had a more favorable opinion of Miami
- 30% of users took action to look for more information about Miami

DIGITAL – DOMESTIC:

- Drove more than 100,000 clicks to the ISM Insider Guides landing page
- Pre-Roll drove 79% completion rate, higher than 76% travel average
- Custom email drove more than 9% CTR!

DIGITAL – SUMMER DOMESTIC:

- Drove more than 120,000 clicks to the Special Offers page
- Additional traffic to partner clicks, Things to Do, Events, Places to See, Nightlife pages
- Budget Travel drove more than 60,000 click-throughs their high impact, interstitial unit

Digital – LGBT Domestic:

- Drove more than 18,000 clicks to the LGBT site page
- High impact skin unit drove more than 2% CTR

Additionally, the campaign changed brand perception: There was an 8% reduction in respondents saying that “Miami is all glitz and no substance” and a 4% lift in respondents saying that “Miami is rich with culture” and “Miami is unique.”

OUTDOOR ADVERTISING



**EXPLORE MORE OF MIAMI
WITH GREAT DEALS.**

ExploreMiami.com

IT'S SO MIAMI.

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Jackson Soul Food,
Historic Overtown
Downtown Miami

Discover
America
VISITFLORIDA.COM



**EXPLORE
MAIS DE MIAMI
COM GRANDES
PROMOÇÕES.**

ExploreMiami.com

IT'S SO MIAMI

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Murais em Wynwood, NW 2 Av.,
Midtown Miami

USA VISITFLORIDA.COM



**EXPLORE MAIS DE MIAMI
COM GRANDES PROMOÇÕES.**

ExploreMiami.com

IT'S SO MIAMI

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Duitanda "Los Pinares"
Rua 8 na Pequena Havana

USA VISITFLORIDA.COM



**EXPLORE
MÁS DE MIAMI
CON GRANDES
OFERTAS.**

ExploreMiami.com

IT'S SO MIAMI.

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Vista desde Sunset Harbor,
Miami Beach

Discover
America
VISITFLORIDA.COM

**EXPLORE MAIS DE MIAMI
COM GRANDES PROMOÇÕES.**

ExploreMiami.com

IT'S SO MIAMI

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**EXPLORE MORE OF
MIAMI WITH GREAT DEALS.**

ExploreMiami.com

IT'S SO MIAMI

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Lincoln Road, Miami Beach

USA VISITFLORIDA.COM

Multicultural Marketing: African-American Market

PRINT

Jackson Soul Food, Miami



YOU CAN FIND YOUR SOUL
IN MIAMI'S HISTORIC OVERTOWN.



Explore Historic Overtown and you'll savor far more than soul food. You'll discover street art by Purvis Young, Sunday gospel music, even live variety shows. I'm Tim. Watch my video on Historic Overtown, plus Miami's other unique neighborhoods at ItSoMiami.com

HISTORIC OVERTOWN – IT'S SO MIAMI®

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Little Haiti Cultural Center, Miami



In Miami's Little Haiti
the long lines actually are the party.

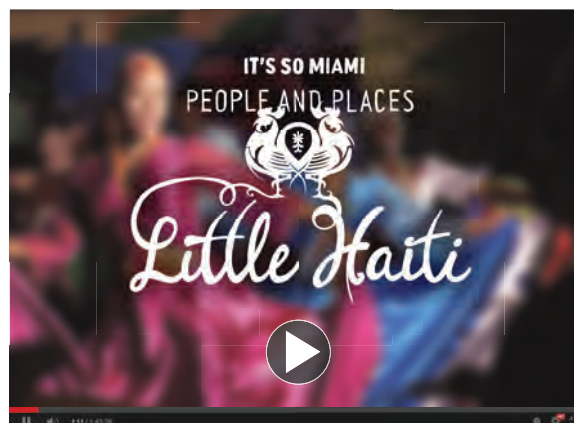


A former lemon grove – and just as flavorful – Little Haiti is part Port-au-Prince, part bohemian, with a healthy serving of French and Creole, and a rhythm all our own. I'm Sandy, inviting you to explore Little Haiti. Start with my video, and then explore Miami's other unique neighborhoods at ItSoMiami.com

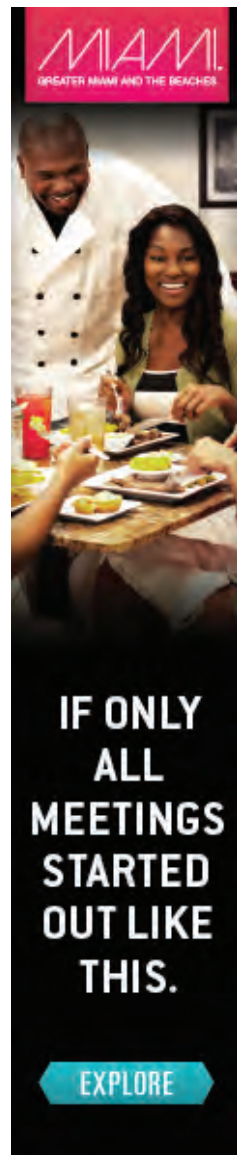
LITTLE HAITI – IT'S SO MIAMI®

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VIDEO



WEB BANNERS



Multicultural Marketing: African-American Market

PRINT



The 2014 Plunge Culture & Creativity Conference, a gathering of professional people with a common interest in artistry, innovation and ingenuity, kicked off with the elegant "It's So Miami" oceanfront reception at the Eden Roc, Miami Beach. Plunge founder Jeff Friday was warmly embraced by the Greater Miami Convention & Visitors Bureau president & CEO, William D. Talbert III, Rolando Aedo, Chief Marketing Officer, and Graylyn Swilley, Interim Vice President of the Multicultural Tourism Department on hand for the inaugural event that included a Miami Heat cheerleaders' welcome.

Plunge 2014

"It was our goal for attendees to leave Plunge inspired by Miami – what they saw, heard and experienced there. I want to ensure that multicultural influencers and executives around the world connect Miami Beach with being a key and viable destination for business and pleasure," stated Friday. Among the guest speakers were author and thought leader Frans Johansson, who traveled from Belgium and gave an inspiring talk on how diversity drives innovation; and eco-friendly lifestyle expert and bestselling author Danny Seo, who discussed creative ways to live more sustainably. HBO's SVP of Multicultural Marketing, Lucinda Martinez, spoke about the dynamic marketing strategy behind *Game of Thrones*, and Vic Hyder, COO of Silent Circle, shared his expertise on secure technology. Bomani Jones, host of ESPN's "Highly Questionable," conducted a fascinating interview with USA Track & Field CEO and NASCAR team owner Max Siegel. Creative director Mimi Valdes closed out the talk series with the unique story behind Pharrell's "Happy" phenomenon.

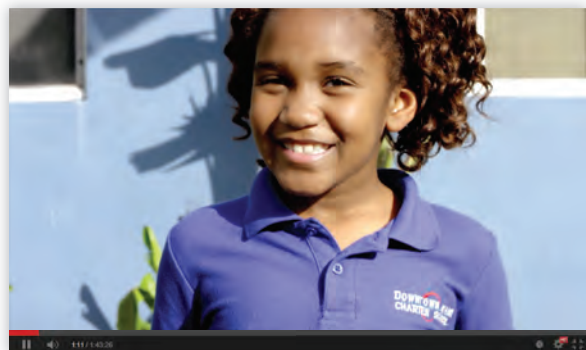
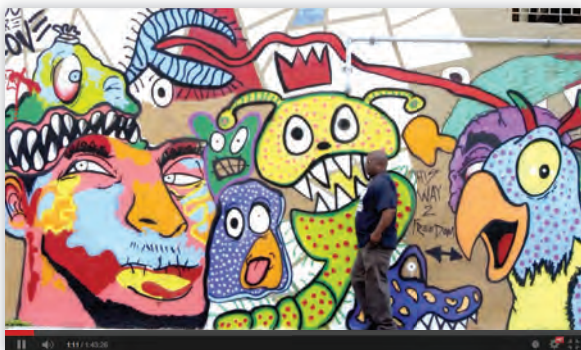
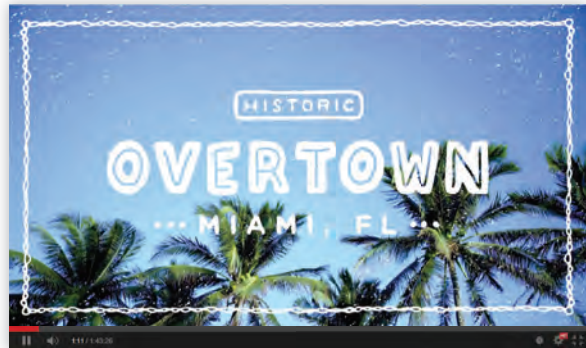
Black Enterprise (BE) hosted the Innovation Slam, a competition to spotlight new entrepreneurs, which resulted in a tie between bath safety product inventor Brenda Dillingham of Liberty, Texas, and tech inventor Keith White of Tampa, Florida. Each won an invitation to the BE Entrepreneurs Conference to be held in Atlanta in May 2015, and will be featured in BE's "All Access" online.

Plunge attendees raved about the Power Lounge, where serious networking transpired between sessions, as well as the Culture Class taught by Jam Master Jay's Scratch Academy and daily Budokon Yoga. The conference concluded with an advanced screening of Gina Prince-Bythewood's powerful new film *Beyond the Lights*, with filmmaker and producer Reggie Bythewood present for an intimate Q&A session post screening.

Plunge is produced by Film Life, Inc., with support from the Greater Miami Convention & Visitors Bureau. Media sponsors: *Black Enterprise* and *Uptown* magazines. 2015 dates to be announced. www.plungecon.com

MIAMI
MIAMIANDBEACHES.COM

VIDEO



Multicultural Marketing: **LGBT**

PRINT

Sunset on South Beach.

There's no better place to mix it up than Miami.



Here's to new drinks and new toasts, to feeling rejuvenated after a morning run along the beach, to nabbing tomorrow's fashions today, to sharing world-class cuisine with an ocean view, and wearing your colors with pride. MiamiLGBT.com

IT'S SO MIAMI®

MAR Winter Party	APR Miami Beach Gay Pride MiFo LGBT Film Festival	MAY Aqua Girl Sizzle Miami	JUL Miami Beach Bruthaz Out In The Tropics	SEP/OCT Orgullo	NOV White Party	MAY 2017 World Outgames	LGBT VISITOR CENTER 1130 WASHINGTON AVE. MIAMI BEACH
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PRINT

Kayaking in North Miami Beach.

In Miami, adventure awaits.

Here's to going with the flow, to exploring Miami's unique neighborhoods, and finding more hidden treasures than you knew existed. Here's to planning your vacation today. MiamiLGBT.com

IT'S SO MIAMI®

MAR	APR	MAY	JUL	SEP/OCT	NOV	MAY 2017	LGBT VISITOR CENTER
Winter Party	Miami Beach Gay Pride	Aqua Girl	Miami Beach	Orgullo	White Party	World Outgames	1130 WASHINGTON AVE. MIAMI BEACH
	MiFo LGBT Film Festival	Sizzle Miami	Bruthaz				
			Out In The Tropics				

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Cafecitos in Little Havana.

Miami: a melting pot that's filled with coffee.

No matter how you take your coffee – and your vacation – here's to trying every flavor, to not missing a thing, to enjoying the diversity of Miami's many unique neighborhoods. MiamiLGBT.com

IT'S SO MIAMI®

MAR	APR	MAY	JUL	SEP/OCT	NOV	MAY 2017	LGBT VISITOR CENTER
Winter Party	Miami Beach Gay Pride	Aqua Girl	Miami Beach	Orgullo	White Party	World Outgames	1130 WASHINGTON AVE. MIAMI BEACH
	MiFo LGBT Film Festival	Sizzle Miami	Bruthaz				
			Out In The Tropics				

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In Miami, dining alfresco is literally an art.

Here's to explosions of creativity – where warehouse walls double as canvases, and menus are works of art. Here's to galleries open late, open-air restaurants, open convertible tops, wide-open beaches, and people that are open to anything. MiamiLGBT.com

IT'S SO MIAMI®

MAR	APR	MAY	JUL	SEP/OCT	NOV	MAY 2017	LGBT VISITOR CENTER
Winter Party	Miami Beach Gay Pride	Aqua Girl	Miami Beach	Orgullo	White Party	World Outgames	1130 WASHINGTON AVE. MIAMI BEACH
	MiFo LGBT Film Festival	Sizzle Miami	Bruthaz				
			Out In The Tropics				

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WEB BANNERS

MIAMI
GREATER MIAMI AND THE BEACHES

SOUTH BEACH, SERVED WITH A COLORFUL TWIST

IT'S SO MIAMI
VISIT MIAMI LGBT

MIAMI
GREATER MIAMI AND THE BEACHES

GIVE THE WYNWOOD ART SCENE SOME EXTRA COLOR

IT'S SO MIAMI
VISIT MIAMI LGBT

MIAMI
GREATER MIAMI AND THE BEACHES

BRING YOUR OWN FLAVOR TO LITTLE HAVANA

IT'S SO MIAMI
VISIT MIAMI LGBT