



GREATER MIAMI
CONVENTION &
VISITORS BUREAU

AN INVITATION TO LEARN MORE

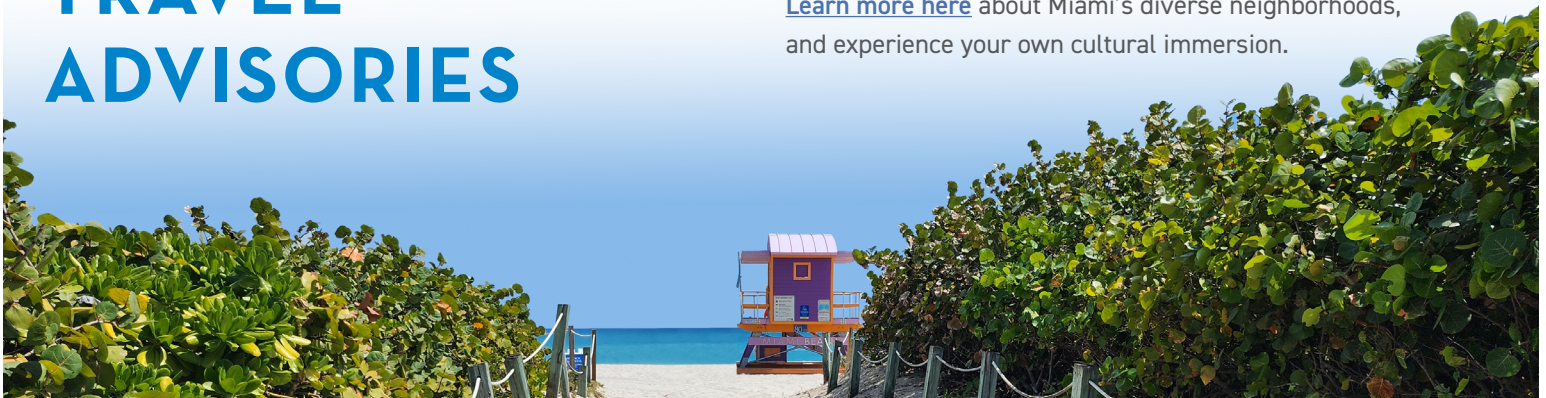
The Greater Miami Convention & Visitors Bureau (GMCVB) is aware of the recent travel advisories issued for the state of Florida. An advisory creates an opportunity and a responsibility to learn more. We at the GMCVB, and our partners, want to support and engage in this important discussion. Learn more about the work going on and our long-standing mission to create an inclusive and welcoming experience for all of our guests. We open the door to Greater Miami & Miami Beach and invite you

to step in and see for you self how our community, rich in diversity, is an integral part of the travel and hospitality industry. Let's seize this opportunity to educate travelers and clients about Miami's unique and diverse experiences and the hard-working people that make up our hospitality ecosystem. We pledge our full support to achieve our common goals. This has never been more important than it is now.

FIVE REASONS TO EMBRACE GREATER MIAMI & MIAMI BEACH AMID FLORIDA TRAVEL ADVISORIES

1. Travel bridges divides

Travel is a connector – it uncovers culture, community, places and diversity. When we halt travel, we sever the bridge to unity and understanding. As a meeting planner charged with selecting destinations on behalf of clients, you are empowered to be part of the solution in bridging divides. The Greater Miami & Miami Beach area, ripe with culture and diversity, offers an unmatched experience for meeting planners wishing to expose their delegates to cultural experiences. Take a journey through Miami's multicultural neighborhoods and see how your delegates will be inspired beyond the footprint of your meeting to expand their horizons through culture, food and languages. [Learn more here](#) about Miami's diverse neighborhoods, and experience your own cultural immersion.



2. Miami meetings create a legacy

The GMCVB's meetings and convention team collaborates with meeting planners to create unique and dedicated teambuilding experiences that give back to the community. There is no shortage of opportunities for meeting delegates looking to serve and build community. From working together to beautify neighborhoods to supporting local youth from underserved communities with training and scholarship fundraising, the possibilities are endless. The meeting services team will work with your group on a case-by-case basis to create legacy programs that your delegates can proudly participate in. Make the impact of your meeting in Miami amplify beyond its footprint. [Learn more here.](#)



3. Miami is the destination of the future

Miami-Dade County is the largest majority-minority county in the United States, with nearly 70% of the people here coming from groups that are typically underrepresented in the rest of the country. Overall, the multicultural nature of Miami-Dade County is evident in the local travel and hospitality industry, which is overwhelmingly represented by diverse populations and contributes to a vibrant and inclusive travel experience for guests and meeting delegates. Bringing a meeting or convention to Miami means uncovering the city of the future for your delegates and attendees.

4. Travel to Miami supports minority communities

When a meeting planner brings their event to Miami, they unlock the power to support Miami's burgeoning minority-owned businesses. As the number one industry in Miami-Dade County, travel and hospitality is the main economic engine for many Hispanic, Black, Brown, LGBTQ+ and minority-owned businesses. A meeting or convention in Miami supports the community with tangible economic benefits. When you're in Miami, we invite you to explore and visit our minority-owned businesses.

Learn more below:

[Miami Black Businesses | Greater Miami & Miami Beach](#)

[LGBTQ+ Businesses in Greater Miami & Miami Beach](#)

[South Florida Hispanic Chamber Local Business Directory](#)



MiamiandMiamiBeach.com



5. Breaking barriers – travel empowers

Miami's travel and tourism industry has created several programs dedicated to supporting, enhancing and advocating for local minority-owned businesses. The work in the community goes beyond supporting established businesses. It also provides educational funding and apprenticeships for underserved youths looking to enter the hospitality industry.

[Learn more here](#) about how Miami's travel industry helps minority communities, and see a few examples:

Tourism Business Enhancement (TBE) Program – provides training for minority businesses

- Entrepreneur Small Business Training
 - Professional Business Workshops
 - GMCVB Partnership Development and Engagement
 - New Business Referral and Vendor Opportunities
 - Educational Resource & Enrichment Program Referrals
 - Advocacy and Community Outreach
 - Technical Assistance and Resource Support
 - Strategic Marketing Support
- The Art of Black Miami marketing platform is also a component of the TBE program. To learn more specifically about that program, visit ArtofBlackMiami.com.

Black Hospitality Initiative

This not-for-profit organization works to create equitable economic opportunities and increased workforce participation by African Americans and Blacks of African descent in the Greater Miami & Miami Beach visitor industry through scholarship awards, talent development and job connection programs. [Learn more here.](#)

LGBTQ+ Hospitality Initiatives

Greater Miami & Miami Beach has a long history of welcoming the LGBTQ+ community. As such, the local travel industry invests in dedicated resources and sensitivity training across the destination throughout hotels, restaurants and all visitor touchpoints. Part of the mission of the GMCVB is to ensure that all visitors feel welcome. [Learn more about LGBTQ+ travel initiatives here.](#)



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