



Source: Adrian Tabraue

2016 Greater Downtown Miami Tourism Report

Research & GIS

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Executive Summary

Downtown Miami is a vibrant place for tourists, residents, workers, and students alike. It's an international region that is full of diversity and thrilling attractions. Downtown Miami has entry points for tourists via water, land, air, and rail. Numerous attractions are available downtown for all ages and preferences. There is always something to do in Downtown Miami. This report provides a brief summary of the main drivers of tourism within Greater Downtown Miami; including analysis on: ports of entry, hotel occupancy rates, types of attractions, and tourism characteristic comparisons between Greater Downtown Miami, City of Miami, and Miami-Dade County.

- Air Transportation, as of December 2016:
 - 10,934,998 international passengers arrived at MIA
 - 11,685,756 domestic passengers arrived at MIA
- Port Transportation, as of December 2016
 - 5.1 million cruise passengers
- Rail Transportation:
 - All Aboard Florida's Brightline express train to start non – stop services between Miami and West Palm Beach by end of 2017
 - Services to/from Orlando by 2019
 - The regional train, TRI-RAIL, will provide a direct link to Downtown Miami via Miami Central Station
- Accommodations, as of Q4 2016
 - Downtown has over 8,000 hotel rooms
- Retail, as of Q1 2016
 - Downtown Miami contains over 6.5 million square feet of retail space
- Attractions:
 - Existing
 - Adrienne Arsht Center
 - American Airlines Arena
 - Bayside Marketplace
 - Bayfront Park
 - Brickell City Centre
 - HistoryMiami
 - Knight Concert Hall
 - Mary Brickell Village
 - Miami Children's Museum
 - Miami Riverwalk
 - Olympia Theatre
 - Future
 - Frost Science Museum (opening Spring 2017)
 - Miami WorldCenter
 - Flagler Street
 - Skyrise Miami
 - Biscayne Green
 - Baywalk

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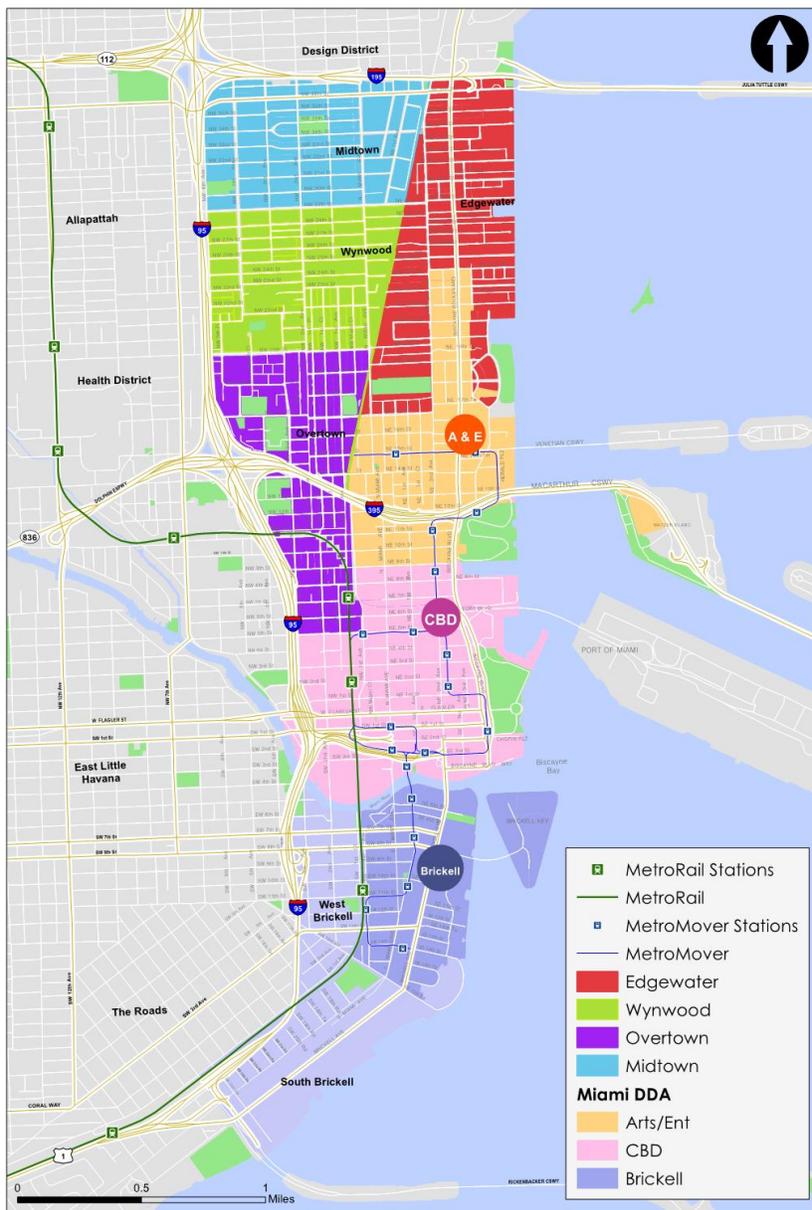
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About the Miami Downtown Development Authority

The Miami Downtown Development Authority (MiamiDDA) is an independent public agency, of the City of Miami that is funded by a special tax levy on properties in its district boundaries. It is the leading information and research clearinghouse with unique and exclusive analytics on a plethora of topics that are pertinent to Downtown Miami. The MiamiDDA represents the urban core of Greater Downtown Miami, as it encompasses the Brickell Financial District, the Central Business District (CBD), and the Arts & Entertainment District. Greater Downtown Miami is a 3.8 square mile area of prime waterfront real estate in tropical Miami. It is situated between Interstate 95 on the west and Biscayne Bay on the east, the Julia Tuttle Causeway on the north, and the Rickenbacker Causeway on the south. Miami Downtown Development Authority (DDA) represents the urban core of Greater Downtown which constitutes three neighborhoods – the Brickell Financial District, the Central Business District (CBD), and the Arts & Entertainment District. Greater Downtown also includes Wynwood, Edgewater, Midtown, and historic Overtown.



Transportation

By Air

Miami International Airport is approximately 8 miles from Downtown Miami. Air transportation is the most popular form of transportation for domestic and international tourists to arrive into Miami, FL. According to the Miami International Airport, as of December 2016, the number of deplaned domestic passengers exceeded the number of deplaned international passengers. Per Figure 1, 11,685,756 domestic passengers visited Miami by air, compared to the 10,944,927 international passengers. That is a combined total of about 22.6 million passengers that deplaned in Miami as of Q4 2016.

Figure 1. Air Traffic Report

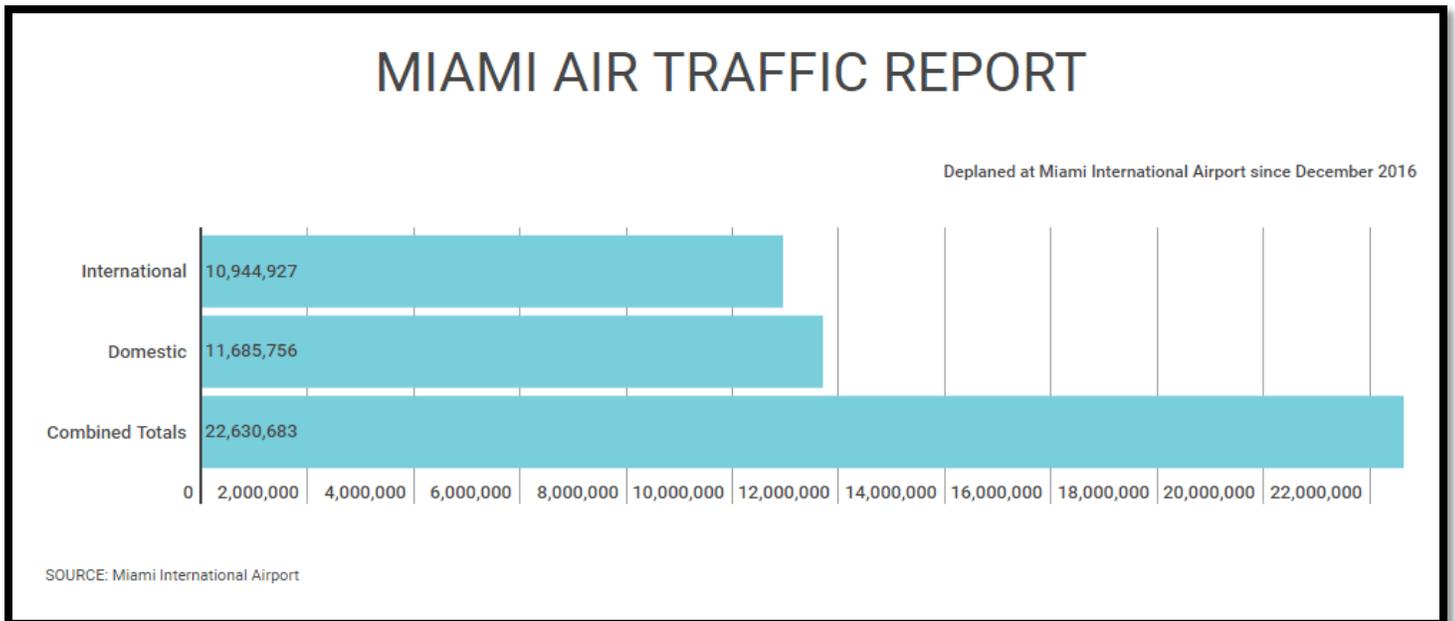


Table 1. New Nonstop Airline Services

Airline	Nonstop Services from Miami to...
AerLingus	Dublin, Ireland (Sept 2017)
American Airlines	Westchester County, NY; Havana, Cuba; Camaguey, Cuba; Holguin, Cuba; Santa Clara, Cuba; & Varadero, Cuba
Avianca Brazil	Sao Paulo - Guarulhos, Brazil (June 2017)
Dominican Wings	Santo Domingo, Dominican Republic & Punta Cana, Dominican Republic
Eurowings	Cologne, Germany
Finnair	Oslo, Norway & Copenhagen, Denmark
KLM Royal Dutch Airlines	Amsterdam, The Netherlands
Meridiana Airlines	Milan, Italy
PAWA Dominica	Santo Domingo, Dominican Republic
SAS Scandinavian Airlines	Oslo, Norway & Copenhagen, Denmark
Silver Airways	Bimini, The Bahamas
WOW Air	Reykjavik, Iceland (April 2017)

These airlines operated out of MIA as of December 2016

SOURCE: Miami International Airport

There are currently 80 passenger airlines servicing MIA. These airlines provide connections to over 150 worldwide destinations. As of December 2016, the Miami International Airport announced the arrival of 16 new nonstop airline services flying to and from MIA as of December 1, 2016. Please see Table 1 for a complete list of the airlines that are offering new nonstop servicing between Miami and the corresponding new nonstop city. Figure 2 displays a visual of all of the new nonstop routes from Miami International Airport. Travel restrictions between the US and

Cuba have loosened, allowing travel between the two countries. This now allows travel between Cuba and the United States with minimal travel restrictions outside of possessing a valid passport (with at least six months until document expiration), and obtaining an entry visa for reason; this is required for visitors of both nations. Miami, FL is a major hub for airlines seeking to make that connection for tourism between the United States and several Cuban cities as of Q4 2016.

Figure 3 displays those routes between Miami, FL and the respective Cuban cities via American Airlines as of December 1, 2016. Table 2 is an itemized list of the airport codes shown in Figure 2 and 3 and the associated city per the flight route that the maps display.

Figure 2. New Nonstop Routes

Table 2. International Airport Codes



	Airport Code
Amsterdam, The Netherlands	AMS
Bimini, The Bahamas	BIM
Camaguey, Cuba	CMW
Cologne, Germany	CGN
Copenhagen, Denmark	CPH
Dublin, Ireland	DUB
Havana, Cuba	HAV
Milan, Italy	MLX
Oslo, Norway	OSL
Punta Cana, Dominican Republic	PUJ
Reykjavik, Iceland	KEF
Santa Clara, Cuba	SNU
Santo Domingo, Dominican Republic	SDQ
Sao Paulo, Brazil	GRU
Varadero, Cuba	HOG
Westchester County, NY	HPN

SOURCE: Miami International Airport



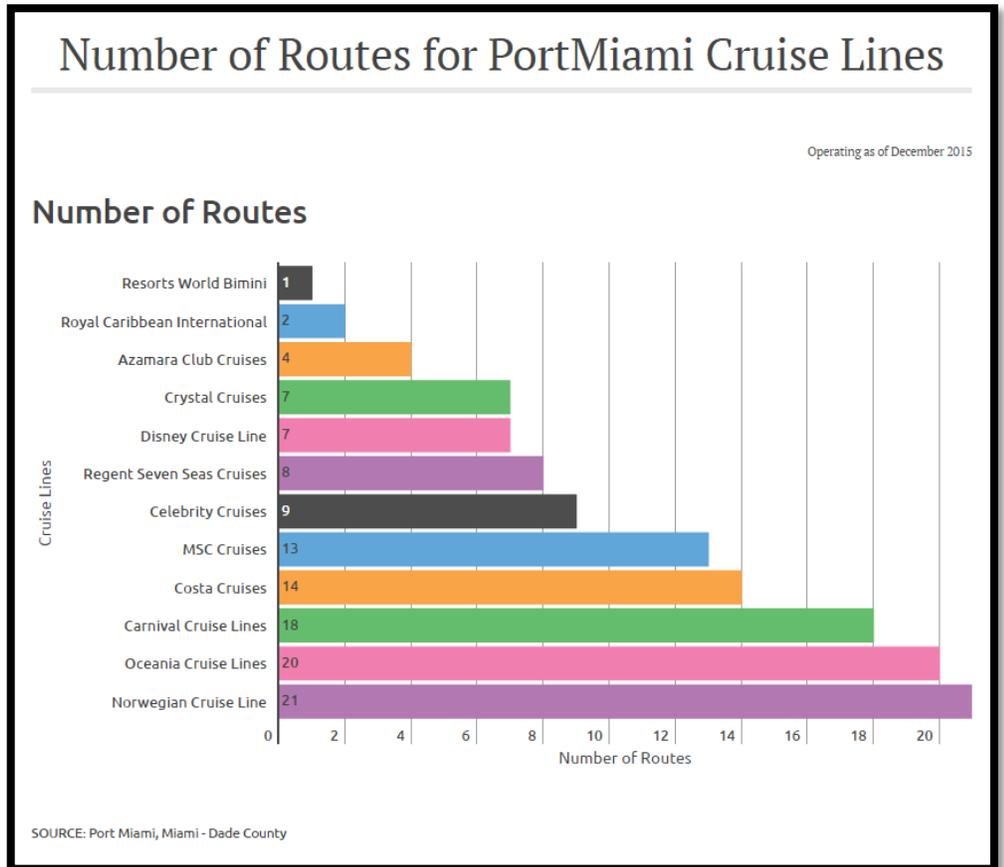
Figure 3. Nonstop Cuba Routes

By Water

The PortMiami cruise terminal is the largest in the world. In fact, more than 5 million cruise passengers sailed through PortMiami in 2016. That is more than any other cruise port in the world. Thus granting Miami its nickname -The Cruise Capital of the World; and its located just 1 mile from Downtown Miami.

PortMiami currently has 12 passenger cruise lines servicing the port. They are: Azamara Club Cruises, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Crystal Cruises, Disney Cruise Lines, MSC Cruises, Norwegian Cruise Line, Oceania Cruises, Regent Seven Seas Cruises, Resorts World Bimini, and Royal Caribbean International. Figure 4, shows the number of available routes (cruise vacation options) for each of the cruise lines that are currently at PortMiami.

Figure 4. Number of Routes for PortMiami Cruise Lines



Royal Caribbean announced in March 2017 that the world's largest ship will sail from PortMiami in November 2018. The Miami Herald reported that Royal Caribbean's Symphony of the Seas will hold almost 5,500 passengers and it is expected to bring \$500 million in annual economic impact and create almost 4,000 new jobs.

PortMiami neighbors the Central Business District (CBD) of Downtown Miami; because of its proximity to downtown, inbound and outbound cruise passengers will visit downtown at some point. There are a number of hotels located downtown that cater (offering free transportation to the port) to overnight cruise passengers, as well.

Bayside Marketplace is a huge tourist family friendly attraction for all visitors, including cruise passengers visiting Downtown Miami via PortMiami, as it is extremely close to the port. Here visitors can grab a bite to eat, shop, and experience a number of different attractions (i.e.; Millionaire's Row Boat Tour, Thriller Speed Boat, Pirate Boat Tour, dinner cruises, etc.). Water taxis are located at Bayside Marketplace that tourists can utilize that will provide transportation to and from Miami Beach. This is easily accessible transportation for those who may also want to visit Downtown Miami from Miami Beach.

According to PortMiami, there are plans to expand the port; which will allow for more cruise terminals, parking facilities and cruise berths. When this occurs, more cruise lines are likely to bring their company to PortMiami, resulting in even more tourists visiting Downtown Miami via water transportation.

By Rail

There are three different options for rail transportation into and around Downtown Miami. They are the Metrorail, Metromover, and the regional TRI-RAIL.

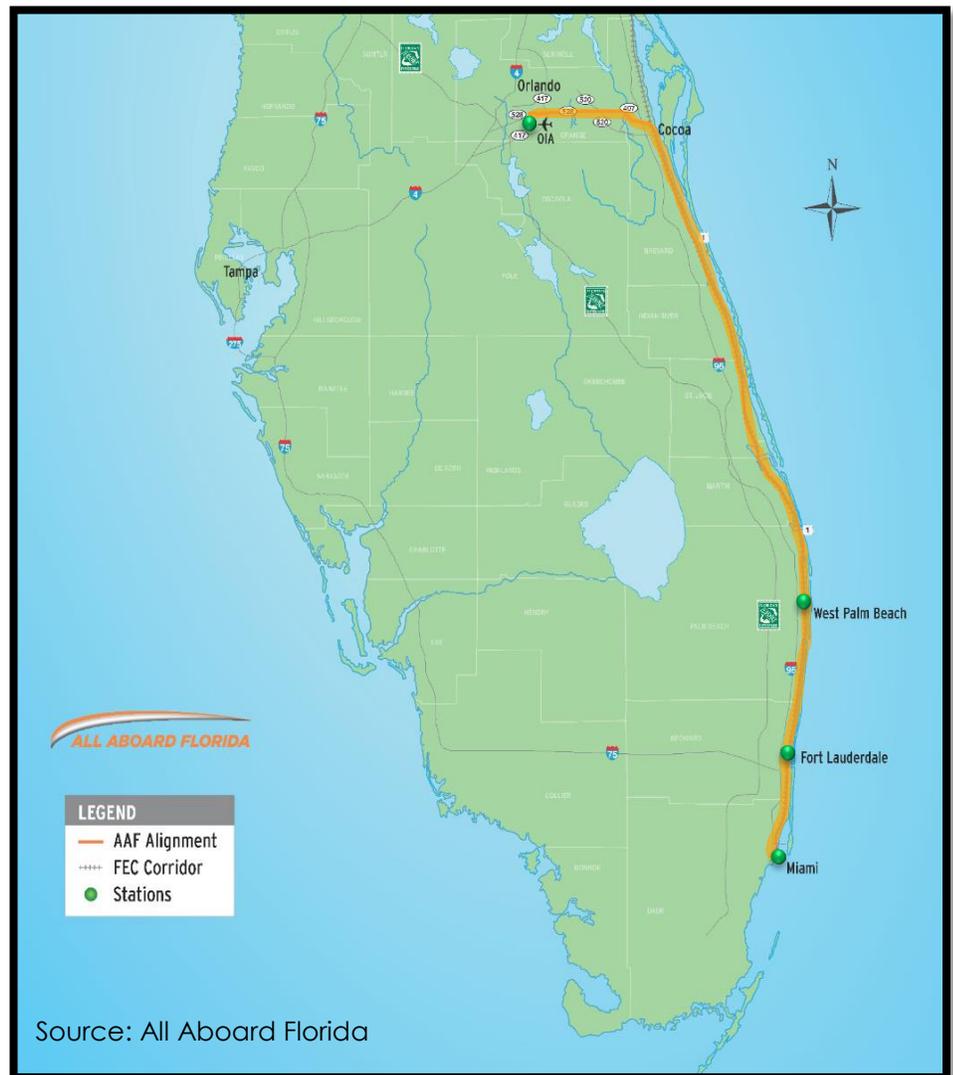
The TRI-RAIL is a rail service that caters to riders from the tri-county area (Palm Beach County, Broward County, and Miami-Dade County), with stops along the coast from the West Palm Beach to the Miami International Airport. The TRI-RAIL is mostly used for commuters, but it is also open for tourist use. The rail service will also have a number of direct link connections in Downtown Miami, when the new 'All Aboard Florida' Brightline express train commences in 2017.

The most exciting addition to Downtown Miami's transportation system is All Aboard Florida's Brightline express train that will provide nonstop train services between Miami and West Palm Beach, with services between Miami and Orlando in the coming years. Over the next eight years,

Brightline will have a direct and positive impact on Florida's economy and tourism outlook. Passengers would then be able to travel easily between Orlando and Miami in just under three hours - a route that would normally take about four hours driving nonstop. This train service will provide a more relaxed, refreshed and comfortable ride, all while arriving into Miami quicker than ever. After the construction is complete, the express train will end its route in the heart of Downtown Miami, at MiamiCentral, which will then give passengers direct access to downtown and the ability to connect to other rail systems such as the: TRI-RAIL, Metrorail, and Metromover, as well as the Miami-Dade County bus and City of Miami trolley system.

Since the Miami Station is within Greater Downtown Miami, it is expected that tourism in Downtown Miami will increase heavily, as a result of this new transportation amenity.

Figure 5. All Aboard Florida Proposed Route



Accommodations

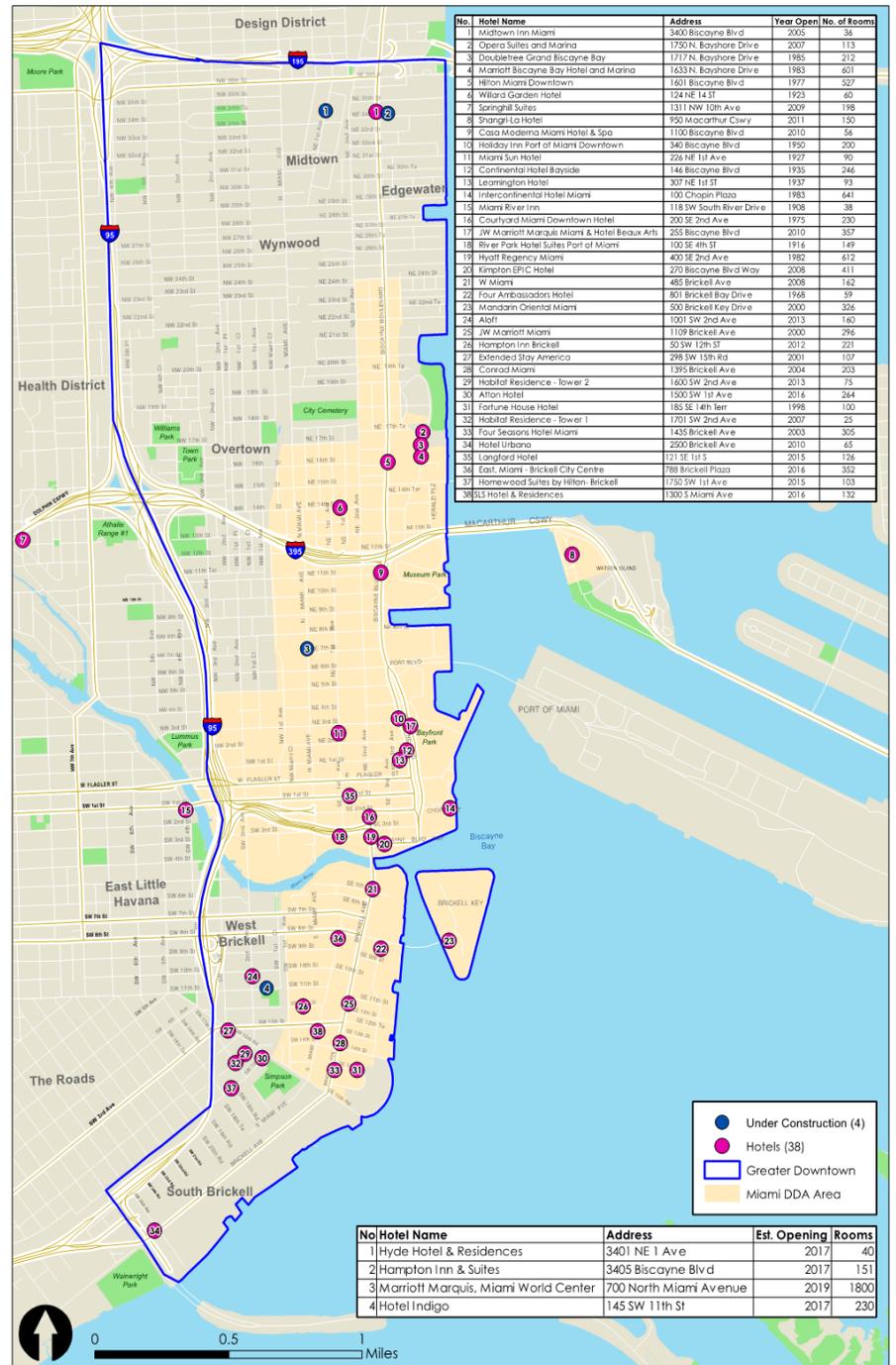
Hotels

The hotel industry in Downtown Miami is thriving. Hotels in Downtown Miami are like no other. They are upscale, unique, and provide some of the most beautiful and breathtaking waterfront views. Integra Realty Resources (IRR) reported in the 2016 Miami DDA Retail Market Conditions Study, over 3 million visitors stayed overnight in a hotel within Downtown Miami. As shown in Figure 6, there are currently 8,100 hotel rooms in Greater Downtown Miami that is spread between 38 hotels. Four hotels are currently under construction: Marriot Marquis at the Miami World Center, Hyde Hotel & Residences, Hampton Inn & Suites Midtown, and Hotel Indigo; all hotels have an estimated completion between 2017 and 2019. When each hotel is completed, there will be an additional 2,221 downtown hotel rooms available.

Four hotels were recently completed in 2016: Brickell City Centre's East Miami, SLS Hotel & Residences, The Langford, and Atton Hotel. According to HVS, as of November 2015, hospitality real estate continues to climb and hotel values are the stronger than ever before.

The GMCVB reported in 2017, the employment rates for the leisure and hospitality job market for Greater Miami had risen .6%, since 2016. However, the current employment number for the hotel market in Downtown Miami has approximately five thousand employees in the hotel sector as of Q4 2016. Since 2011, the hotel employment sector within Downtown Miami has increased at a rate of about 8% annually. Furthermore, considering all of the hotels within the development pipeline that are currently in the proposed and planned phases, the employment for the hotel and motel industry within Downtown Miami, is expected to have a growth of an additional 1,500 employees over the next ten years.

Figure 6. Greater Downtown Miami



Hotels in Greater Downtown Miami

According to Smith Travel Research (STR) and the Greater Miami Convention and Visitors Bureau (GMCVB), as of December 2016, Miami ranked within the top 10 for hotel occupancy rates nationally. Table 3, shows how the hotel market occupancy in Miami (Including hotels located downtown) rank amongst other major US cities. As of 2016, approximately 15% of all tourists visiting Greater Miami stayed in a hotel downtown.

The GMCVB also selected a number of major global cities and related their hotel occupancy rates with those in Miami. Hotels in Miami rank just third worldwide in occupancy rates, just under Greater Sydney, Australia and Greater London, United Kingdom. Miami had a 78.1% occupancy rate, outpacing major worldwide cities, such as: Beijing, China; Paris, France; Toronto, Ontario, Canada; and Rome, Italy to name a few.

Miami's luxurious hotels are like no other. Hotel rates in Greater Downtown Miami rank within the top 5 in the nation. In 2016, Miami's average hotel rate per night was \$189. However, Miami average hotel rates still are lower than those in Boston, New York City, Oahu, and San Francisco. In addition, Miami average hotel rates did decrease since 2015, at 2.9%.

Figure 7. Recently Completed, East Hotel - Brickell City Centre



Table 3. GMCVB Top 25 Hotel Market Occupancy Rates

GREATER MIAMI CONVENTION AND VISITORS BUREAU TOP 25 HOTEL MARKETS OCCUPANCY				
2016				% CHANGE
RANK	CITY	JAN. - DEC. 2016	JAN. - DEC. 2015	2016 vs 2015
1	NEW YORK	85.9%	85.3%	0.7%
2	SAN FRANCISCO	84.3%	84.4%	-0.1%
3	OAHU ISLAND	84.2%	85.1%	-1.1%
4	LOS ANGELES	81.3%	79.5%	2.3%
5	ANAHEIM	78.3%	78.6%	-0.4%
6	SAN DIEGO	77.1%	76.3%	1.0%
7	MIAMI	75.9%	78.0%	-2.7%
8	SEATTLE	75.8%	76.2%	-0.5%
9	ORLANDO	75.5%	76.7%	-1.6%
10	NASHVILLE	74.8%	73.4%	1.9%
11	BOSTON	74.2%	76.4%	-2.9%
12	DENVER	73.7%	75.6%	-2.5%
13	WASHINGTON, D.C.	72.1%	70.6%	2.1%
14	TAMPA	71.6%	71.3%	0.4%
15	DALLAS	71.4%	70.5%	1.3%
16	ATLANTA	69.9%	69.8%	0.1%
17	PHILADELPHIA	69.3%	68.2%	1.6%
18	CHICAGO	69.1%	70.0%	-1.3%
19	NEW ORLEANS	68.8%	69.6%	-1.1%
20	MINNEAPOLIS	68.1%	68.4%	-0.4%
21	PHOENIX	67.2%	65.7%	2.3%
22	ST LOUIS	66.0%	65.4%	0.9%
23	DETROIT	65.7%	65.5%	0.3%
	UNITED STATES	65.5%	65.4%	0.2%
24	HOUSTON	62.3%	68.5%	-9.1%
25	NORFOLK	59.9%	57.0%	5.1%

Vacation Rentals

Airbnb's slogan, "don't go there, live there" seemed to echo worldwide for tourists of all types. Tourists are resonating with the idea of renting someone's luxury condominium, house, and apartment. The concept of "living like a local" is intriguing, especially if tourists are seeking to "fit in" when they visit a specific city. It is also a convenience to be able to wash your clothes for free and cook homemade meals on vacation. Occasionally, the Airbnb listings tend to offer lower rates per night than hotels, which is another perk to utilizing a vacation rental. In Florida, The Real Deal stated that Airbnb within Miami – Dade County has earned the most out of any county in the nation, at \$113 million. Also, it is interesting to note that the main demographic of Airbnb vacation home rental hosts in Miami – Dade County are single, senior, women of Caucasian decent. Moreover, areas that lack hotels within Greater Downtown Miami (Midtown & Wynwood) has experienced the most growth of Airbnb listings and bookings in Miami since 2014. Moreover, the Real Deal reported that there was an increase of 114% in Miami Airbnb bookings since the company came to in Miami in 2013. According to the Miami Herald, vacation rental companies do not compete with hotels within Miami – Dade County, as hotels have higher quantity, availability and occupancy rates than that of vacation rental companies. They also reported in March 2017, that Airbnb reached a tax agreement with Miami – Dade County. Under the agreement, the county will collect 6% of resort tax from Airbnb hosts. This would amount to at least \$8 million dollars for the county, if the trend of vacation rentals continues to increase.

Figure 9. Airbnb Listing



Source: Airbnb Miami

Retail

Dining & Shopping

Downtown Miami is the place to be when seeking an ultimate dining and shopping experience. Visitor spending for 2016 in downtown was about \$1.6 billion, with spending at approximately \$331 per capita. According to Integra Realty Resources (IRR), Downtown Miami contains over 6.5 million square feet of retail space (inclusive of all downtown neighborhoods). Bayside Marketplace and the newly opened Brickell City Centre are retail staples for tourists visiting Downtown Miami. However, there are many stand-alone restaurants and stores located throughout downtown. Downtown has restaurants that offer foods from all over the world; which is a nice element for those visitors looking to expand their palettes. According to the GMCVB, tourists enjoy purchasing jewelry. The Seybold Building (located on Flagler Street), is a jewelry powerhouse and holds more than 280 jewelers.

As of Q4 2015, IRR reported that the average price per square foot in Greater Downtown Miami, for retail space was \$37 - \$39. When new retail stores decide to make their home in Downtown Miami, it will not only bring new establishments to downtown but also add to the existing retail experience and bring more retail employment into downtown. As of Q3 2016, the number of downtown workers in clothing stores and restaurants combined was at about 10,000 employees. Employment in the retail sector is expected to have an annual growth at about 1% over the next ten years. This is on par with all of the new developments that are coming to downtown with retail space opportunities.

Figure 10. Shopping on Flagler Street



Attractions

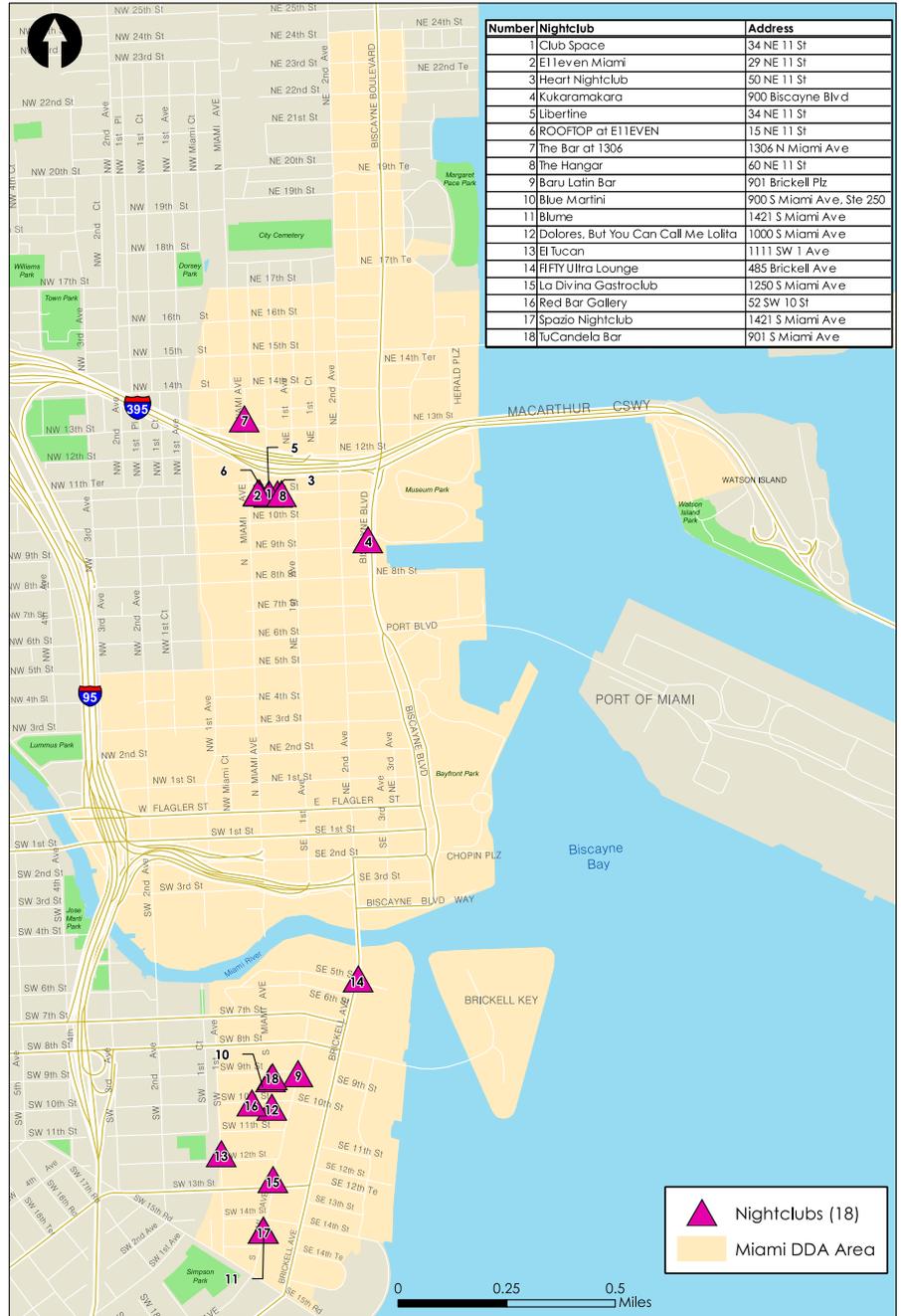
Present

The epicenter of Miami has a bit of something for all tourists. IRR estimated that almost 5 million people visited Downtown Miami in 2016. According to GMCVB, visits to Downtown Miami's popular attractions increased 2.6% since 2015. This is an indication that Downtown Miami is a tourist designation, as well as an international business epicenter.

There are a number of museums that are located throughout Downtown that caters to all forms of tourists, from children, to art fanatics, and history buffs. As mentioned previously, located within the Downtown Miami's Central Business District (CBD) is *Bayside Marketplace*, which is a family – friendly outdoor experience, where tourists can go: to shop, to eat, and to play. The Arts and Entertainment District, hosts the *Adrienne Arsht Center* and the *Knight Concert Hall*. These facilities host many different concerts, and touring Broadway shows. The *American Airlines Arena (AAA)* located in the CBD had over 1.7 million visitors in 2016, ranking it 14th in arena visitor attendance in the nation. Also, the AAA is home to the NBA's Miami Heat. Additionally, the arena hosts a number of events throughout the year including; family friendly events, concerts, and festivals. The *James L. Knight Center* is also located in the CBD. Tourists can catch a concert or comedy show here.

There are nightclubs located downtown for those looking to venture into downtown's entertainment districts for dancing and nightlife. As of Q3 2016, there were approximately 1,100 employees that work in the nightlife employment field within Downtown Miami. Nightlife employment has had a growth of 14% since 2011 in

Figure 11. Nightclubs Located in Miami DDA



Nightclubs Located in Miami DDA

downtown. It is projected to have an annual growth of 1% for the next ten years. Figure 11 shows a list of all of the nightclubs located in Downtown Miami.

On Flagler Street, tourists can see a show or a film at the historic *Olympia Theatre*. In the Arts & Entertainment district, is *Museum Park*, at this park, tourists can visit the *Perez Art Museum Miami (PAMM)*, walk along Bay Walk to view the picturesque views of Biscayne Bay, and enjoy 53 acres of a waterfront parkland.

Bayfront Park is located in the CBD. Tourists can go there and relax, attend a festival, see a concert, have a picnic, enjoy a movie at night, or even – fly on a trapeze! The *Miami Riverwalk* is a walkway along the Miami River. Every November, there is a Miami Riverwalk Festival, that attracts thousands (including tourists) to enjoy free cultural entertainment activities.

Brickell has *Mary Brickell Village*, where there are many dining options for tourists to grab a bite to eat and even exercise at the village's LA Fitness gym. Also, in the Brickell Financial District is the newly opened *Brickell City Centre*, a 4.9 million sqft, mixed use development. The Centre has a 500,000 sqft mega mall that has luxury stores such as: Saks Fifth Avenue and premium and contemporary retailers like, Sephora and the Apple Store, located on the second and third floors. Tourists can even view a movie while in this facility, as it also has a luxury movie theatre. Nevertheless, whatever activity tourists seek to do during their stay in Downtown Miami, it is available.

Future

There are many projects in the development pipeline that will reshape Downtown Miami's skyline that will attract even more tourism into downtown. The *Frost Science Museum* is set to open in spring 2017. This science museum will have a number of exhibitions that will range from learning the science behind vibrant ecosystems, the human body and mind, to flight explorations, and technology advances. This facility will also have a three level aquarium, featuring all of South Florida's aquatic animals and ecosystems, and a 250 – seat planetarium, so visitors can experience stunning treks to outer space. The museum will also feature daily lab activities, and laser shows. The Frost Museum is great for all ages, as it has something for everyone to learn and experience. According to the Miami Herald, once the museum opens, it is expected to see thousands of visitors daily.

Figure 12. Frost Science Museum



Source: Miami Herald

Miami WorldCenter (pictured in Figure 13) is a development currently under construction. That will bring thousands of tourists into Downtown Miami. Upon completion, this center will be nearly 30 acres. It will include: various entertainment venues, numerous restaurants, a 600,000 sqft conference center, and a massive hotel with 1,800 rooms, which will attract various conferences. There will also be 4.5 acres of open space, which will allow for parks and recreation; and over 450,000 sqft for retail. The concept of the center pulls inspiration and overall appearance from: the 3rd Street Promenade, located in Santa Monica, California, the Place de l'Horloge in Avignon, France, and Miami Beach's Lincoln Road Mall. The *Miami WorldCenter* will have a global reach and well positioned to access Miami International Airport, PortMiami, Brightline's express train, Miami – Dade County Metro-rail, and I- 95.

Figure 13. Miami WorldCenter



Flagler Street reconstruction is currently underway, which will create wider sidewalks, input new, modern utilities (storm water drains and better lighting), and provide more shaded areas. Flagler Street's wider sidewalks will allow restaurants to have sidewalk cafes – taking advantage of Miami's beautiful weather. After completion, Flagler Street will be a rejuvenated retail destination. Upon completion, it is expected to mirror Miami Beach's Lincoln Rd., and be transformed to what it once was: the central shopping, dining and cultural corridor.

Figure 14. Skyrise Miami



Pictured in Figure 14, is *Skyrise Miami*. This structure is currently in the planned phase of the development process. When completed, it is said that this structure will be the “Eiffel Tower” of Miami, a staple to be able to quickly recognize Miami from all other major cities. *Skyrise Miami* will be a 1,000 foot high vertical entertainment center, located in the heart of Downtown Miami – in the Central Business District. It will have a number of entertainment options for tourists including: roller coasters, a convention center, shopping, and dining. According to *Miami Today*, the construction of this building will create over 6,000 jobs and it is forecasted to attract 3.2 million visitors per year after expected completion in late 2020.

Lastly, *Biscayne Green* is a DDA planned project that seeks to renovate the Downtown Miami section of Biscayne Boulevard. The goal of this project is to create a more pedestrian – friendly promenade, much like the Embarcadero in San Francisco, California. The road currently has eight lanes total, combined of both traffic directions. After completion, the Downtown Miami portion of Biscayne Boulevard will be just two lanes in each direction. There will be more options for parallel parking, wider sidewalks for pedestrians, and bicycle lanes. The median portion of Biscayne Green will be dedicated to public uses, such as; a marketplace, fountains, shops, sculptures, and a small 'green' recreational area for children. Biscayne Green is the first step in a wider vision of a more sustainable downtown. This structure will truly bring tourists into downtown as it is innovative and a staple that will create a more sustainable downtown; given that it attracted thousands of visitors, workers, and residents alike during the live demonstration of Biscayne Green in January 2017. For the entire month of January 2017, three parking pods on Biscayne Boulevard were transformed into a green space for exercising, entertainment activities, children's play areas, and even a dog park! In addition to the parking pod conversion, one lane for each direction on the boulevard was dedicated to either street parking or biking. It provoked the idea of living, working, and playing in a sustainable downtown.

Figure 15. Biscayne Green Live Demonstration, January 2017



Tourism Comparisons with Downtown Miami

Miami – Dade County

According to HVS¹, the hotel market in Miami-Dade County, best known for its cosmopolitan and extravagant properties, is witnessing healthy values for its luxury tier assets. The Miami – Dade County mainland hotel values are at \$400,000 per key and up; with oceanfront values ranging from \$700,000 per key to well over \$1,000,000 per key. These properties are trendy boutique-style hotels that are primarily located in the National Historic District, that were built during Miami's rich Art Deco era. Additionally, in 2016, there was over 14 million hotel rooms sold in Miami – Dade County.

The Greater Miami Convention & Visitors Bureau (GMCVB), reported that there was an estimated 15.7 million visitors to Miami – Dade County, in 2016. Over half of those visitors stayed overnight in Miami Beach. South Beach is located at the most southern end of Miami Beach, and home to a plethora of nightclubs and bars. Additionally, Miami Beach attracts tourists to shop at the finest stores along Collins Rd. and the Lincoln Rd Mall, experience the luxurious spas, and of course, visit the beach.

The GMCVB found that tourists also enjoy visiting the North Dade/Sunny Isles Beach/Aventura area, as 11.7% of tourists stayed overnight in that region of Miami – Dade County in 2016. This area has malls, beaches, and luxury high rise hotels. In 2008, Sunny Isles Beach gained a lot of media coverage; as the city was the year's featured MTV's Spring Break site. GMCVB also stated that four out five tourists that visited Miami – Dade County in 2016, was for leisure purposes only.

Those who seek ecotourism during their visit to Miami – Dade County would enjoy the Everglades National Park. It is a wetland that spans across 1.5 million acres, almost 50% of the southern part of Florida. According to the National Park Service (NPS), the Everglades has over a million visitors per year. Tourists can camp in the Everglades and even ride airboats through the wetlands to experience an ecological wonderland.

Little Haiti and Little Havana are areas in Miami – Dade County with tons of Caribbean culture. Both of these locations mimic their origin countries and host a number of festivals. Throughout each neighborhood, tourists can see displays of unique art and listen to cultural music. Little Haiti has many family owned businesses and a cultural center. In Little Havana, there are a number of Cuban restaurants, cigar shops, and even a park where tourists can play dominos.

However, no matter what neighborhood visitors initially visit in Miami – Dade County, they will inevitably pass through Downtown Miami during their trip, because of all it has to offer.

Figure 16. Zoo Miami



¹ HVS: South Florida's Hospitality Real Estate Continues to Climb: Hotel Values Are Stronger than Ever, 16 November 2015, Lancel, J.

City of Miami

When travelers visit South Florida, they will most likely venture throughout the City of Miami. Whether they are coming to view an event at the Marlin's Park, experience divine Latin cuisine, or to observe unique street art in the Wynwood district; there is always something to do for a traveler in Miami. This is why they continue to come back to Miami, season after season, and year after year. Also, there are a number of annual festivals such as: Miami Carnival, Ultra Music Festival, ArtBasel, and various cultural heritage festivals and events that lure thousands of visitors into the City of Miami. Lastly, there are many family friendly options that attract families to Miami, such as; a number of museums, ZOO Miami, and Seaquarium Miami. By Q4 2016, the top three areas in the domestic travel market hailed from New York City, Chicago, and Philadelphia. While, the top three international visitors were from Canada, Colombia, and Brazil. According to GMCVB, there are far more domestic visitors (5.2%) than there are foreign visitors (4.8%) to the city of Miami.

Nonetheless, the majority of events and tourism based establishments within the City of Miami is actually located within Downtown Miami, which speaks to the dynamics of all that this area has to offer. Downtown Miami has nearly doubled in developments and population over the last 10 years and it's nowhere near stopping. Anything and everything a tourist wants to do, they will find it in Downtown Miami.

Figure 17. Downtown Miami Skyline



Source: Diana Valencia



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