



Tourism/Hospitality Industry

Update April 29, 2020

Dear Community Leader,

In preparation for the gradual reopening of our tourism industry, the Greater Miami Convention & Visitors Bureau (GMCVB) has been developing a recovery program to help drive business back into our hotels, restaurants, museums, attractions, and other partners at the appropriate time. In developing our strategy, we are drawing from our experience in developing recovery programs after prior crises including 9/11, the oil spill, Zika and multiple hurricanes.

We have a variety of pre-recovery programs in place that we are expanding daily as noted below. Once we transition to our recovery phase we will officially launch our campaign, which will include local, regional and national components. The timing of these efforts will be determined once official dates have been released allowing hotels to reopen.

Our campaign will fully leverage the power of our diverse community and ask our residents to help expand our message. It will be centered around what makes Miami-Dade County such a special place. Not only our weather and sunshine, but the shine of our many people, places, neighborhoods and experiences. It is this community's energy that radiates brilliantly and draws visitors, conventioners, businesses, entrepreneurs and others from around the globe. This hopeful optimism is captured under the platform we are creating – **Miami Shines (GMCVB.com/MiamiShines)**.

Please visit the site for a preview of what we are creating including a video in English, Spanish and Creole. We also ask that you help us expand this program by sharing it with your partners, members, constituents and others. Miami Shines joins other GMCVB programs including:

- **GMCVB.com/VirtualMiami** – Web portal dedicated to showcasing local virtual events, webcams, videos, and downloadable backgrounds for remote meetings.
- **GMCVB.com/MiamiSalutes** – Showcase of special offers from the hospitality industry and others to recognize the heroic efforts of our front line and first responders.
- **GMCVB.com/MiamiEats** – Program to help restaurants and their employees by showcasing those that are offering take-out and delivery, and also supporting front-line responders.
- **GMCVB.com/Covid19** – Ongoing updates and advisories for our visitors and partners.
- **GMCVB.com/Lodging** – Up-to-date list of hotels that are open for essential lodgers.
- **GMCVB.com/Help** – List of all the relief programs and recovery efforts, including our partnership with United Way Operation Helping Hands.

(All these programs are also easily accessible by clicking on the links on the advisory banner on **GMCVB.com**.)

There is no other community as resilient as ours and there is no other industry as resilient as hospitality. With the support of our community leaders, we will all come together and shine brighter than ever.

Thank you for your leadership in this community and support of #MiamiShines.

Sincerely,



"We need to support the hotel and tourism industries which are so important to our economic recovery and which contribute so much to our community in so many ways"

Joe Chi
President CAMACOL

#WeAreAllInThisTogether



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