Hotel Industry Coronavirus Forum – March 9, 2020

MIAMIBEACH

MIAMI GREATER MIAMI CONVENTION & VISITORS BUREAU

GREATER MIAMI & THE BEACHES HOTEL ASSOCIATION

PARTNERS IN HOSPITALITY

MIAMIBEACH CONVENTION CENTER

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Mayor Dan Gelber

City of Miami Beach

MIAMIBEACH

MIAMI GREATER MIAMI CONVENTION & VISITORS BUREAU

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Department of Health

NOVEL CORONAVIRUS 2019 (COVID-19)

Presentation Overview

- COVID-19 outbreak
- Transmission and symptoms
- Prevention
- Treatment and testing
- Travel advisories
- Public health monitoring
- Influenza

COVID-19 OUTBREAK

New Coronavirus Outbreak was Detected in Late 2019

- First detected in Wuhan City, Hubei Province, China,
  - people having respiratory illness
- These cases were linked to a seafood and live animal market
  - Which suggests that it first spread for an animal to a person
- We know other similar viruses have spread from camels, cats, and bats.
- Now person-to-person spread is happening
- Continues to spread to other countries, including the United States

Number of Confirmed Cases as of 10:45AM on March 9, 2020

More public health laboratories can test for the virus that causes COVID-19, and they are reporting their results publicly. Because states are reporting publicly directly, sometimes in near real-time, CDC case counts may be different from what states, local authorities, or media are reporting

- **Worldwide**
  - 111,363 confirmed cases
  - 3,892 deaths

  Last updated at 10:45AM on 3/9/2020; John Hopkins CSSE GIS map
- **U.S**
  - 495 positive cases in 34 states and D.C and 70 positive repatriated cases (46 cases from Diamond Princess; 21 cases from Grand Princess; and 3 cases from Wuhan, China)
  - XX deaths

  Last updated on 3/9/2020; CNN
- **Florida**
  - 18 positive cases (12 Florida residents; 5 repatriated; 1 non-Florida resident)
  - 2 deaths

  Last updated 8:13AM on 3/9/2020; FL DOH

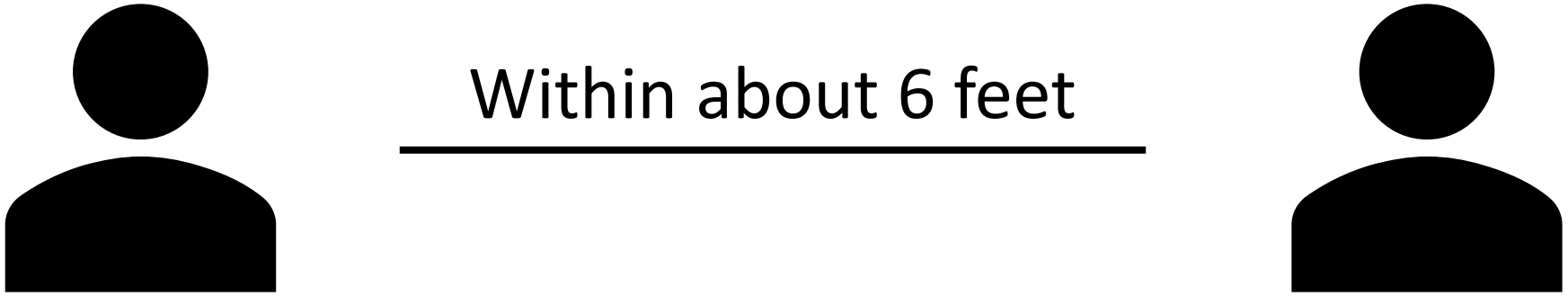
COVID-19 Updates

- In late February 2020,
  - the Centers for Disease Control and Prevention (CDC) reported community-based transmission of the virus in California and Washington.
- March 1, 2020,
  - the Florida Department of Health (DOH) reported Florida's first two cases of COVID-19 in Hillsborough and Manatee County residents.
  - As a result, the Governor issued Executive Order 20-51, directing a Public Health Emergency and establishing Florida's Response Protocol for COVID-19.
  - The State Surgeon General issued a Declaration of Public Health Emergency for the State of Florida.

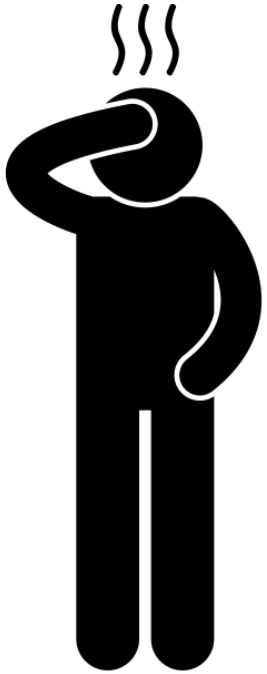
TRANSMISSION AND SYMPTOMS

COVID-19 Most Often Spreads from Person to Person

- Spread through respiratory droplets from an infected person who coughs or sneezes
- Spread among close contacts



Symptoms Can Appear 2–14 Days After exposure



Fever

Cough

Difficulty Breathing

PREVENTION

Prevent Infection by Following Routine Respiratory Disease Prevention Measures

Wash hands with soap and water

Use hand sanitizer with at least 60% alcohol

Avoid touching eyes, nose, and mouth, and avoid close contact with sick people

Stay home when sick

People at risk and have symptoms of fever, cough or difficulty breathing, please take these steps:

- You can only get COVID-19 from someone with the disease.
- Call ahead to your health care provider and tell them about your travel or exposure and your symptoms.
- Avoid contact with others.
- Do not travel while sick.
- Cover your mouth and nose when coughing or sneezing.
- Wash hands often with soap and water for at least 20 seconds, especially after coughing, sneezing or blowing your nose.

Florida HEALTH

TREATMENT AND TESTING

There is No Specific Treatment for COVID-19 at This Time

The CDC recommends people who think they may have been exposed to COVID-19 should call their county health department immediately and self-isolate.

Testing is Only Available through Public Health Currently

- The CDC developed a test for COVID-19.
- The DOH Bureau of Public Health Laboratories are testing with CDC's test kits.
- Some commercial labs can test for COVID-19

Suspected or Confirmed COVID-19 Cases are Asked to Take Precautions

- Immediately isolate at home or health care facility.
- Do not participate public activities such as work or school.
- Only travel by ambulance or private car and avoid public transportation.
- Always wear a mask when around other people or pets at home.
- Always cover your coughs and sneezes and clean your hands often.

www.cdc.gov/coronavirus/index.html

Florida HEALTH

TRAVEL ADVISORIES

COVID-19 Travel Updates

- It is prudent for travelers who are sick to delay or avoid travel to affected areas.
- General recommendations for personal hygiene, cough etiquette and keeping a distance of at least one meter from persons showing symptoms remain particularly important for all travelers. These include:
  - Perform hand hygiene frequently
    - Hand hygiene includes either cleaning hands with soap and water or with an alcohol-based hand rub.
  - Cover your nose and mouth with a flexed elbow or paper tissue when coughing or sneezing and disposing immediately of the tissue and performing hand hygiene
  - Refrain from touching mouth and nose
  - A medical mask is not required if exhibiting no symptoms
    - If masks are to be worn, it is critical to follow best practices on how to wear, remove and dispose of them and on hand hygiene after removal.

Florida HEALTH

CDC Travel Advisories

To countries with sustained community or wide spread transmission.

As of March 2, 2020:

- China
- Iran
- South Korea
- Italy
- Japan

https://www.cdc.gov/coronavirus/2019-ncov/travelers/index.html

22

International Travel or Contact with a COVID-19 Case May Cause Risk

- People who have traveled internationally in the last 14 days, especially to identified areas: https://www.cdc.gov/coronavirus/2019-ncov/locations-confirmed-cases.html#map.
- People who have had close contact with someone known to have COVID-19.
- Risks may change over time.
- For more information: www.cdc.gov/coronavirus/2019-nCoV.

Florida HEALTH

CDC Provides a Health Alert for Travelers

PUBLIC HEALTH MONITORING

DOH is Monitoring those Possibly Exposed

- Personnel at the agency's 67 county health departments (CHDs) and central office in Tallahassee are working together to protect Floridians from emerging diseases.
- DOH receives information from CDC on U.S. citizens/residents/family returning from impacted areas.
- CHDs work with travelers to restrict their movement, monitor for illness, isolate persons with symptoms, and ensure health care providers use proper infection control techniques.

DOH Monitoring Process

For people who may have been exposed, but do not have symptoms:

- Monitor for symptoms for 14 days.
- Self isolate for 14 days.
  - Stay home as much as possible.
  - Avoid travel on publicly used vehicles, gathering with groups of people, and going out in public.
  - Excluded from work, school, and other public places.
- Follow provided education on prevention of spread.

Immediate Risk to Americans Remains Low

- More cases in the U.S. are likely to be identified in the coming days.
- There is currently limited person-to-person spread in the community, but this may change.
- Everyone can do their part to prevent the spread of COVID-19 and other respiratory viruses.

Visit these Websites to Learn More

DOH Resources:

FloridaHealth.gov/diseases-and-conditions/2019-nCoV/index.html

Counties

It's a New Day in Public Health.

The Florida Department of Health works to protect, promote & improve the health of all people in Florida through integrated state, county & community efforts.

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Programs & Services | Licensing & Regulation | Statistics & Data | Certificates | Diseases & Conditions | Environmental Health

2019 Novel Coronavirus (2019-nCoV)

- What You Need to Know
- What Travelers Need to Know
- Guidance for Businesses
- Guidance for Health Care Providers
- Guidance for County Health Departments

Florida Health
Disease Control
DiseaseControl@flhealth.gov
850-245-4444
Florida Health
4052 Bald Cypress Way
Tallahassee, FL 32399

Home » Diseases and Conditions » 2019 Novel Coronavirus (2019-nCoV)

COVID-19

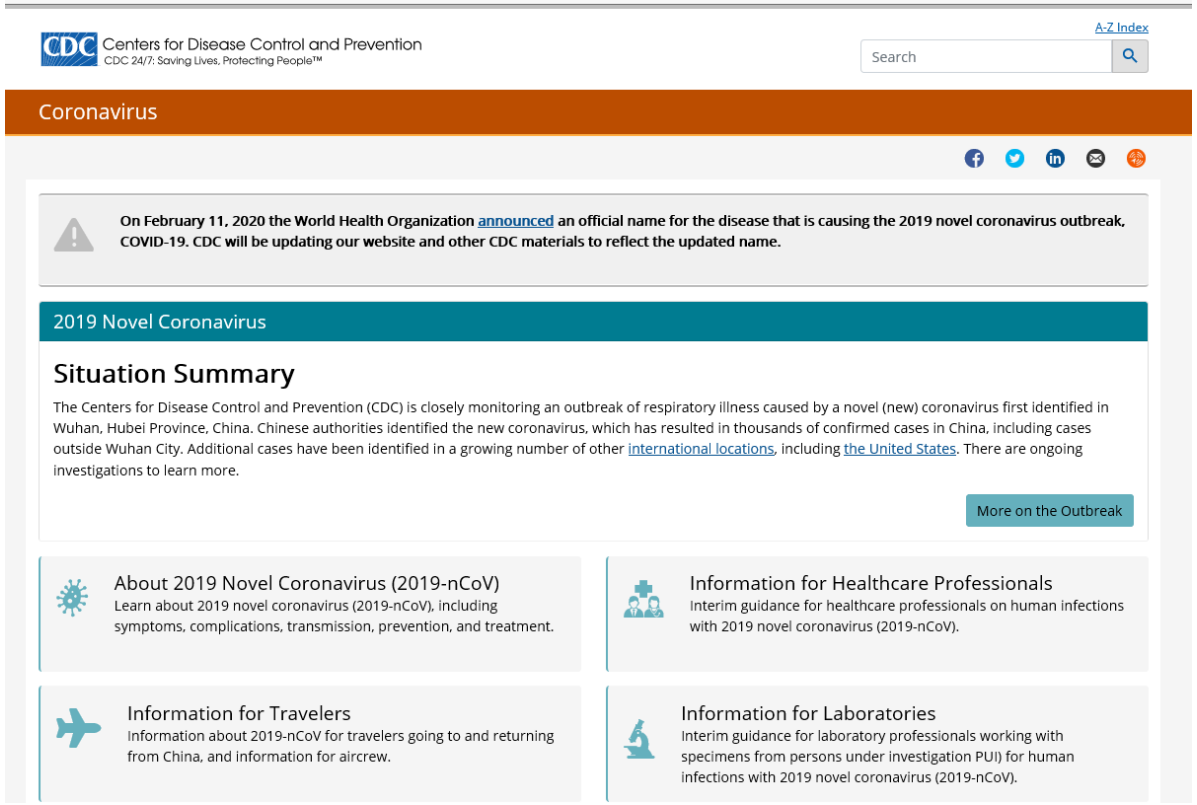
The World Health Organization made an announcement Feb. 11 that the official name for the illness caused by the new coronavirus (previously known as 2019 Novel Coronavirus or 2019-nCoV) is now COVID-19.

The Florida Department of Health (Department) is working closely with the Centers for Disease Control and Prevention (CDC) to closely monitor the current outbreak of 2019 novel coronavirus and is actively working to ensure that the most up-to-date CDC guidance is quickly and accurately disseminated to local partners. Though no cases have been reported in Florida to date, the Department is coordinating closely with our local partners to investigate, confirm, contain and report any suspected cases, should they occur.

For the best available information regarding 2019 novel coronavirus, please visit: *https://www.cdc.gov/coronavirus/index.html*.

- CDC–2019 Novel Coronavirus (2019-nCoV) https://www.cdc.gov/coronavirus/index.html.
- CDC–Symptoms and Diagnosis https://www.cdc.gov/coronavirus/about/symptoms.html.
- CDC–Situation Summary https://www.cdc.gov/coronavirus/2019-ncov/summary.html.
- WHO–Novel Coronavirus (2019-nCoV) https://www.who.int/emergencies/diseases/novel-coronavirus-2019

Visit these Websites to Learn More



CDC Centers for Disease Control and Prevention
CDC 24/7: Saving Lives, Protecting People™

A-Z Index

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Coronavirus

On February 11, 2020 the World Health Organization announced an official name for the disease that is causing the 2019 novel coronavirus outbreak, COVID-19. CDC will be updating our website and other CDC materials to reflect the updated name.

2019 Novel Coronavirus

Situation Summary

The Centers for Disease Control and Prevention (CDC) is closely monitoring an outbreak of respiratory illness caused by a novel (new) coronavirus first identified in Wuhan, Hubei Province, China. Chinese authorities identified the new coronavirus, which has resulted in thousands of confirmed cases in China, including cases outside Wuhan City. Additional cases have been identified in a growing number of other international locations, including the United States. There are ongoing investigations to learn more.

More on the Outbreak

About 2019 Novel Coronavirus (2019-nCoV)
Learn about 2019 novel coronavirus (2019-nCoV), including symptoms, complications, transmission, prevention, and treatment.

Information for Healthcare Professionals
Interim guidance for healthcare professionals on human infections with 2019 novel coronavirus (2019-nCoV).

Information for Travelers
Information about 2019-nCoV for travelers going to and returning from China, and information for aircrew.

Information for Laboratories
Interim guidance for laboratory professionals working with specimens from persons under investigation PUI) for human infections with 2019 novel coronavirus (2019-nCoV).

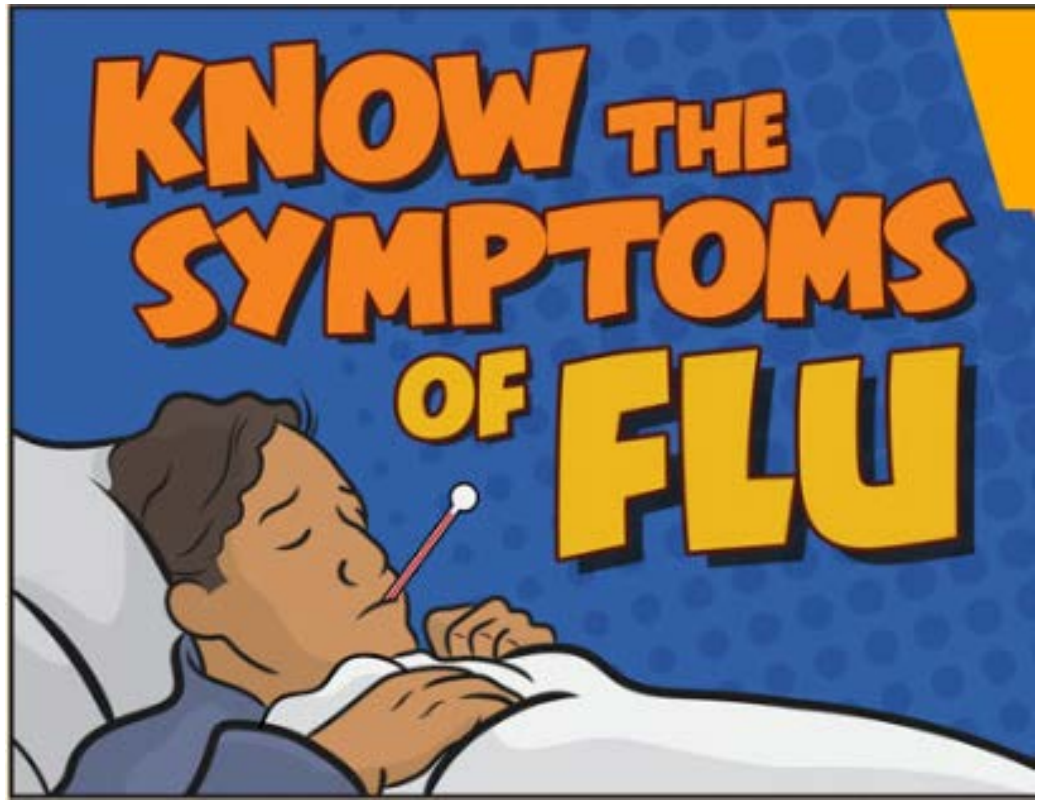
CDC Resources:

www.cdc.gov/coronavirus/2019-ncov/

Florida HEALTH

♫ Don’t You… Forget About… ♫ Influenza

Sick with the flu? Know what to do!



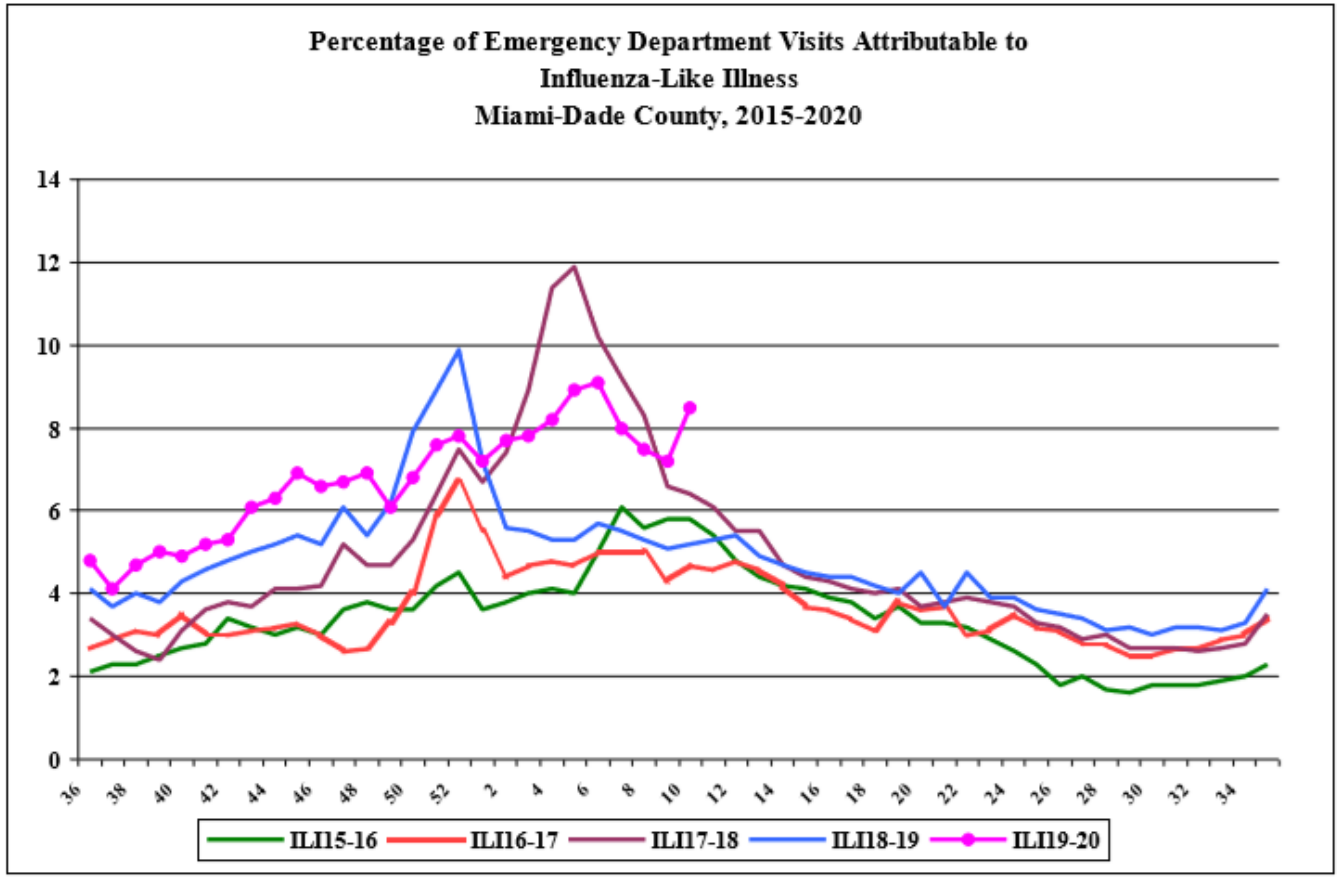
- Influenza (flu) is a contagious respiratory illness caused by flu viruses that can cause mild to severe illness, and at times can lead to death.
- Symptoms include:
  - fever
  - cough
  - sore throat
  - muscle or body aches
  - headache
  - fatigue

Flu Prevention and Treatment

- The best way to prevent the flu is to get a flu vaccine each Fall.
  - reduces risk of flu illness, hospitalization, and death
  - especially important for children, adults ≥65 years, pregnant women, and people with underlying medical conditions
- If you do become ill with the flu, always cover your cough/sneezes and stay home from work, school, and other large gatherings.
- There are antiviral medications that health care providers can prescribe to help fight a flu infection.

Flu Activity in Miami-Dade: Week 10

Influenza-Like-Illness, All Age



Influenza-Like Illness, All Ages

- There were 37,256 ED visits; among them 3,173 (8.5%) were due to ILI.
- During the same week last year, 5.2% of ED visits were ILI.

*This season's **2019-2020** data is compared to the previous 4 influenza seasons:*

- ***2015-2016, 2016-2017, 2017-2018, 2018-2019***

If you have any questions, please contact the

Florida Department of Health in Miami-Dade County

at

305-470-5660

You can also visit the CDC's website for
updates regarding COVID-19
https://www.cdc.gov/coronavirus/COVID-19/index.html

Any Questions?

City Manager Jimmy Morales

City of Miami Beach

MIAMIBEACH

MIAMI GREATER MIAMI CONVENTION & VISITORS BUREAU

Freddie Peterson

General Manager

Miami Beach Convention Center

MIAMI BEACH
CONVENTION CENTER

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Venue Preventative Measures at the MBCC: Coronavirus (COVID-19)

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CONVENTION CENTER

Monitoring the Situation & Engaging Key Stakeholders

- City of Miami Beach
- Greater Miami Convention & Visitors Bureau
- Miami-Dade County
- GMBHA
- Centers for Disease Control & Prevention (CDC)
- Florida Department of Public Health
- World Health Organization (WHO)
- Industry Associations: PCMA, IAVM, ASAE, UFI, IAEE, MPI, ESCA
- Clients, customers, contractors, partners
- Crisis Communications & Management Plans

Precautions at the MBCC

- Extra hand sanitizer dispensers placed in high trafficked areas
- Additional hygiene advisory signage throughout the venue, including all restrooms.
- Increasing the frequency of cleaning and disinfecting commonly touched objects.
- Restrooms are touch-free using automatically flushing toilets, hands-free faucets, paper towel dispensers and hand dryers.
- MBCC staff is trained on the proper techniques to prevent transmission of sickness.
- Centerplate's, MBCC's food and beverage provider, existing rules for food safety, personal hygiene and infection control are rigorously followed in order to minimize the risk of this, or any other virus, spreading.

MBCC Signage Examples: Front & Back of House

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SPECTRA

GREATER MIAMI & THE BEACHES HOTEL ASSOCIATION

PARTNERS IN HOSPITALITY

Centerplate

SmartCity.

Mark Hatfield

Assistant Director for Safety & Security

Miami International Airport

MIAMI INTERNATIONAL AIRPORT™

MIAMI GREATER MIAMI CONVENTION & VISITORS BUREAU

Rolando Aedo

Chief Operating Officer

Greater Miami Convention & Visitors Bureau

Risk Assessment Level for COVID-19

- Widespread sustained (ongoing) transmission and restrictions on entry to the United States
- Widespread sustained (ongoing) transmission
- Sustained (ongoing) community transmission
- Risk of limited community transmission

Widespread sustained (ongoing) transmission and restrictions on entry to the United States

CDC recommends that travelers avoid all nonessential travel to the following destinations. Entry of foreign nationals from these destinations has been suspended.

- China (Level 3 Travel Health Notice)
- Iran (Level 3 Travel Health Notice)

Widespread sustained (ongoing) transmission

CDC recommends that travelers avoid all nonessential travel to the following destinations:

- South Korea (Level 3 Travel Health Notice)
- Italy (Level 3 Travel Health Notice)

Sustained (ongoing) community transmission

CDC recommends that older adults or those who have chronic medical conditions consider postponing travel to the following destinations:

- Japan (Level 2 Travel Health Notice)

Risk of limited community transmission

Travelers should practice usual precautions at the following destination:

- Hong Kong (Level 1 Travel Health Notice)

Global Representation Network

50 Cities Covering 53 Countries

TRAVEL TRADE REPRESENTATION 53 COUNTRIES

- Antigua
- Argentina
- Aruba
- Austria
- Bahamas
- Barbados
- Belgium
- Belize
- Bolivia
- Brazil
- Canada
- Chile
- China
- Colombia
- Costa Rica
- Curaçao
- Denmark
- Dominica
- Dominican Republic
- Ecuador
- El Salvador
- Finland
- France
- Germany
- Grenada
- Guatemala
- Honduras
- India
- Israel
- Italy
- Jamaica
- Luxembourg
- Mexico
- The Netherlands
- Nicaragua
- Norway
- Paraguay
- Panama
- Peru
- Portugal
- Puerto Rico
- Qatar
- Saint Lucia
- Saudi Arabia
- Spain
- Sweden
- Switzerland
- Turkey
- United Arab Emirates
- United Kingdom & Ireland
- Uruguay
- USA
  - New York
  - San Francisco
  - Washington, D.C.
- Venezuela

PUBLIC RELATIONS REPRESENTATION 22 COUNTRIES

- Argentina
- Austria
- Bahamas
- Barbados
- Brazil
- Canada
- Colombia
- Denmark
- England
- France
- Germany
- Ireland
- Italy
- Jamaica
- New York
- Norway
- Scotland
- Spain
- Sweden
- Switzerland
- Trinidad & Tobago
- Wales

MBCC Conventions Impacted

Zendesk
March 2-4
Postponed: 2021

Tissue World
March 7-14
Postponed: TBD

eMerge 2020
March 30-31
Postponed: Nov 4-5, 2020

Ingram Micro
May 11-15
Postponed: 2021

- **In-House Hotel Business:** 16 cancellations, 3 of which postponed to later date

MBCC 2020 Booking Highlights

ASCP American Society of Clinical Psychopharmacology
May 28-June 2
1,000
Delegates

Seatrade Cruise Global
April 15-25
7,000
Delegates

JIS
April 26-May 1
8,500
Delegates

Florida Supercon
May 5-11
36,000
Delegates

WIA Wireless Infrastructure Association
May 19-20
1,500
Delegates

LE MIAMI
June 5-12
1500
Delegates

AHIP
June 17-18
3,500
Delegates

WPC
June 2-3
1,200
Delegates

Realcomm
June 3-4
2,100
Delegates

WOBI World of Business Ideas
June 9-11
1,500
Delegates

International floriculture EXPO
June 10-11
3,000
Delegates

ELITE EXHIBITIONS
June 16-18
2,000
Delegates

FIME By Informa Markets
June 23-25
10,000
Delegates

asae The Center for Association Leadership
June 25-27
80
Delegates

IIA
July 17-25
2,500
Delegates

CNS
Sept 13-16
4,500
Delegates

Cardiovascular Research Foundation
Sept 23-27
15,000
Delegates

ASTRO Targeting Cancer Care
October 25-28
12,000
Delegates

International Bar Association
November 2-6
5,000
Delegates

Art Basel Miami Beach
December 3-6
40,000
Delegates

Consumer Event Cancellations

Ultra Music Festival
Postponed: March 5, 2020
Original Date: March 20-22, 2020

New date: March 26-28, 2021

Calle Ocho
Postponed: March 6, 2020
Original Date: March 15, 2020

New date: TBD

Miami International Map Fair
Postponed: March 6, 2020
Original Date: March 15, 2020

New date: TBD

Upcoming Consumer Events – 30 days

Winter Party Festival
March 4 – 10

Miami Sailing Week
March 4 – 15

Miami Film Festival
March 6 – 15

Miami-Dade County Fair
March 12 – April 5

International Orchid Festival
March 13 – 15

Jazz in the Gardens
March 14 – 15

Winter Music Conference
March 16 – 19

Doral Food & Wine Festival
March 21 – 22

NASCAR's Ford Championship Weekend
March 22

Deering Seafood Festival
March 29

Miami Open
March 23-April 5

Miami Beach Pride
March 30 – April 5

Miami Int'l Agriculture, Horse & Cattle Show
April 11-14

Miami Dragon Boat Festival
April 18

Coronavirus Hotel Survey Results

- 9 in 10 hoteliers claimed an impact both on cancellations as well as future business
- Most of the cancellations were for March, (some also mentioned April and May)
- 74% report having lost group business – from 10 to 3,000 room nights
- 86% report having lost transient business

"Groups are coming from Italy. Many cancellations being done from transient guests from different domestic and international markets for tradeshows. Some shows were cancelled and others are attempts to cancel due to cautionary measures."- Miami Beach hotel

"Transient pickup completely slowed down or stopped since the week of 2/24" - Airport hotel

"Don't cancel but want to postpone" - Miami Beach hotel

"Prospective/tentative clients are hesitant to sign for future events for fear virus will affect travel & meeting plans and incur monetary loss." - Downtown hotel

SOURCE: GMCVB Coronavirus Hotel Survey conducted March 2, 2020

Hotel Industry Outlook – as of Feb. 14

STR	Q1 2020	% Change	Q2 2020	% Change	Q3 2020	% Change	Q4 2020	% Change	Full Year 2020	% Change
Occupancy	84.3%	*+1.8%*	76.7%	*-0.1%*	69.7%	*+0.5%*	74.8%	*-0.3%*	76.3%	*+0.5%*
Room Rate	$275.26	*+10.5%*	$187.65	*+1.7%*	$150.56	*+2.5%*	$201.19	*+1.4%*	$206.13	*+4.9%*
RevPAR	$231.99	*+12.5%*	$143.91	*+1.6%*	$104.87	*+3.0%*	$150.40	*+1.1%*	$157.23	*+5.4%*

CBRE	Q1 2020	% Change	Q2 2020	% Change	Q3 2020	% Change	Q4 2020	% Change	Full Year 2020	% Change
Occupancy	83.1%	*+0.3%*	74.9%	*-2.4%*	69.3%	*0.0%*	72.3%	*-3.5%*	74.9%	*-1.5%*
Room Rate	$269.46	*+8.2%*	$185.17	*+0.4%*	$150.03	*+2.2%*	$196.75	*-0.8%*	$202.78	*+3.0%*
RevPAR	$223.86	*+8.5%*	$138.77	*-2.0%*	$103.94	*+2.1%*	$142.31	*-4.3%*	$151.78	*+1.5%*

Forecasts, revised February 2020
SOURCE: STR, CBRE

Miami-Dade County Occupancy Forecast – Mar. 1

Miami-Dade	Committed Occupancy		% Change Pace From Last Year		
Month	To Date	Same Time Last Year	Total	Group	Transient
March 2020	64%	67%	*-4%*	*-2%*	*-5%*
April 2020	41%	43%	*-5%*	*-11%*	*+3%*
May 2020	28%	30%	*-8%*	*-10%*	*-6%*

As of March 1, 2020
SOURCE: TRAVELCLICK

Miami Beach Occupancy Forecast – Mar. 1

Miami Beach	Committed Occupancy		% Change Pace From Last Year		
Month	**To Date**	**Same Time Last Year**	**Total**	**Group**	**Transient**
March 2020	67%	70%	*-5%*	*-7%*	*-4%*
April 2020	48%	49%	*-2%*	*-15%*	*+7%*
May 2020	34%	31%	*+11%*	*+33%*	*-3%*

As of March 1, 2020
SOURCE: TRAVELCLICK

Downtown Occupancy Forecast – Mar. 1

Downtown	Committed Occupancy		% Change Pace From Last Year		
Month	To Date	Same Time Last Year	Total	Group	Transient
March 2020	66%	68%	*-3%*	*+9%*	*-11%*
April 2020	43%	44%	*-2%*	*+1%*	*-5%*
May 2020	31%	33%	*-7%*	*-3%*	*-15%*

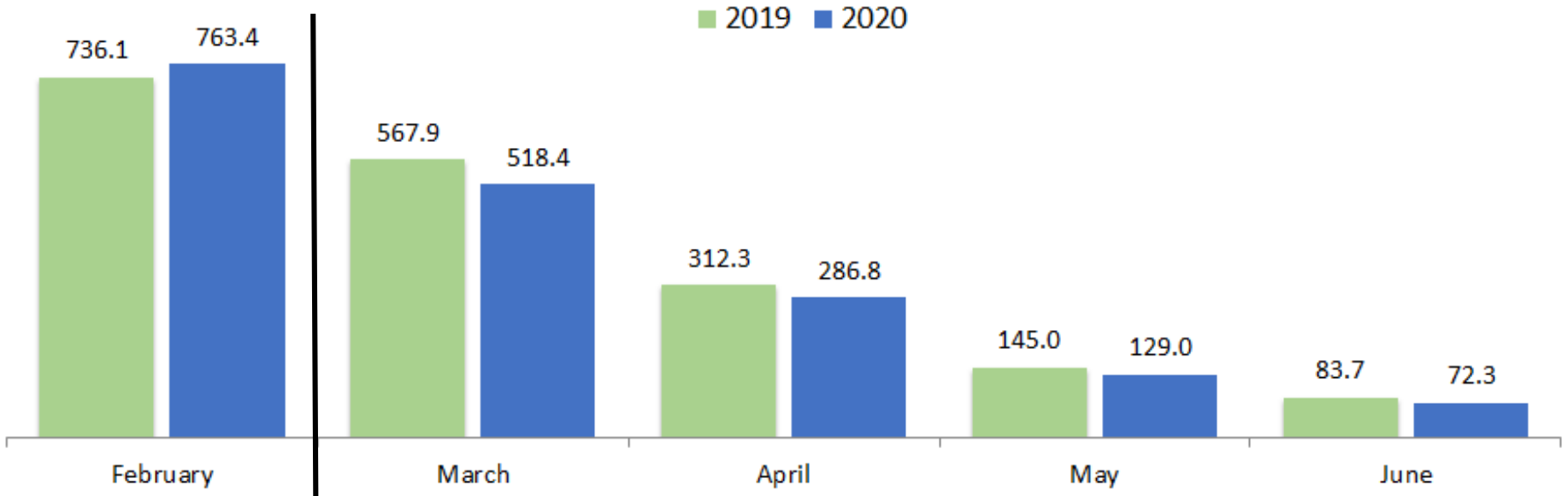
As of March 1, 2020
SOURCE: TRAVELCLICK

Airport Hotel Occupancy Forecast – Mar. 1

Airport	Committed Occupancy		% Change Pace From Last Year		
Month	**To Date**	**Same Time Last Year**	**Total**	**Group**	**Transient**
March 2020	63%	62%	*+1%*	*-2%*	*+3%*
April 2020	36%	36%	*-1%*	*-7%*	*+6%*
May 2020	25%	31%	*-19%*	*-29%*	*-1%*

As of March 1, 2020
SOURCE: TRAVELCLICK

Future Inbound Air Travel Ticket Sales Pace



	February	March	April	May	June
2020 vs 2019	*+4%*	*-9%*	*-8%*	*-11%*	*-14%*
% Domestic	*+7%*	*-8%*	*-1%*	*-7%*	*-11%*
% International	*0%*	*-10%*	*-13%*	*-14%*	*-16%*

Volumes are in 1,000s
Tickets sales throughout travel agencies for travel to MIA/FLL – app. 50% of all sales
Rolling 12 Months March 2019 – February 2020

SOURCE: Airline Reporting Corporation

Social Media Conversation

National:

Mentions of Miami and at least one of the following: "coronavirus" OR "#coronavirus" OR "COVID-19" OR "covid19" Nationally; 3/2 - 3/9

Total Volume	Total Engagements	Engagements Per Message
9,859	38.3k	3.89

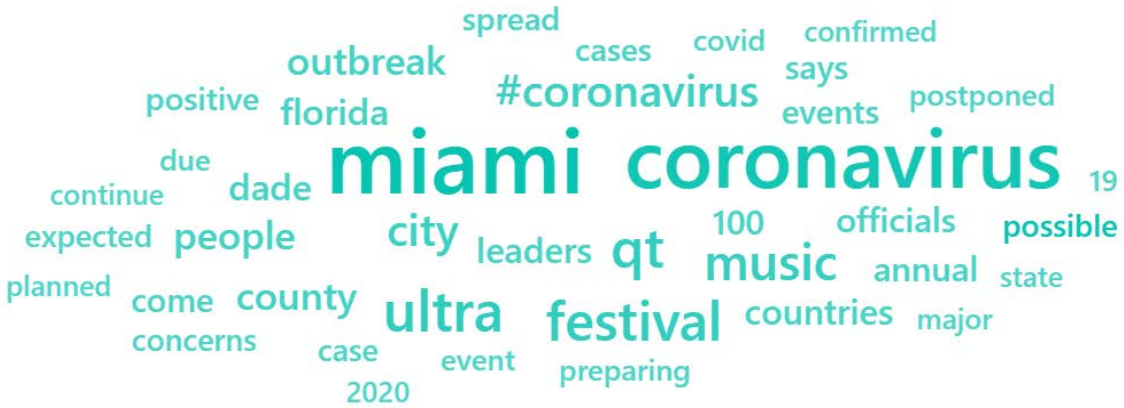
Potential Impressions	Unique Authors	Positive Sentiment
229m	8,109	55%

Local:

Mentions of Miami and at least one of the following: "coronavirus" OR "#coronavirus" OR "COVID-19" OR "covid19" Within Miami, FL; 3/2 - 3/9

Total Volume	Total Engagements	Engagements Per Message
1,642	11.7k	7.14

Potential Impressions	Unique Authors	Positive Sentiment
25.7m	1,117	56%

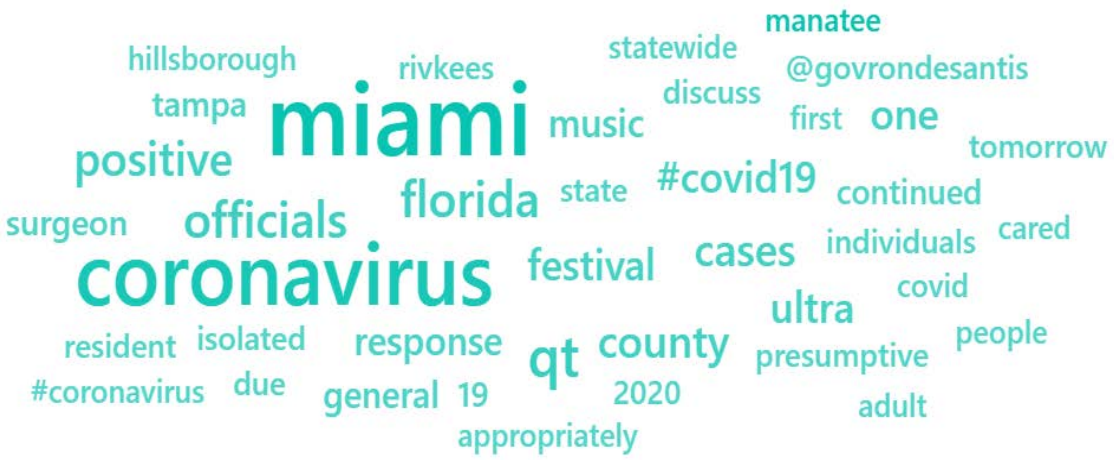


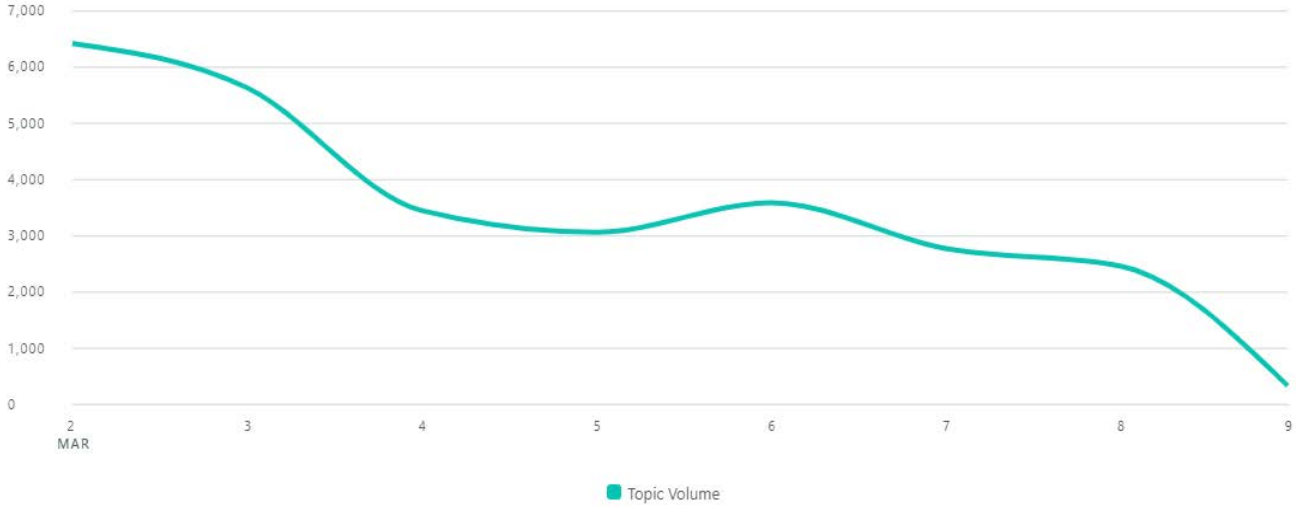
Global Conversation

Global:

Mentions of Miami and one of the following queries:
"coronavirus" OR "#coronavirus" OR "COVID-19" OR "covid19" Globally; 3/2 - 3/9

Total Volume	Total Engagements	Engagements Per Message
27.6k	88.1k	3.19
Potential Impressions	**Unique Authors**	**Positive Sentiment**
436.5m	21.4k	52%





GMCVB Action Plan Highlights - Meetings

- Personal Engagement with planners
- Educate on precautionary measures
- Assist to maximize domestic attendance to offset international drop off
- Work with planner to help identify any speaker challenges
- Provide letters of support and gratitude to share with delegates
- Remind planners of meeting impact to community, industry, employees
- Provide extra special offers and value added to all attendees
- Target short-term meetings with younger demographics
- Expand efforts to attract in state business
- Solicit short-term group rates and dates from hotels; leverage testimonials
- Provide targeted sponsorships for meetings

Convention Sales & Services – Looking Ahead

- **Experient Evision:** March 11-13, 2020, Los Angeles, CA
- **Association Management Companies Institute**: March 12-14, Long Beach, CA
- **Society of Independent Show Organizers (SISO)**: March 30-April 2, Irving, TX
- **Washington DC/Virginia Sales Mission**: April 21-22, Washington, DC
- **PCMA Foundation Visionary Awards Dinner**: April 23, Washington, DC
- **Northeast Sales Blitz**: April 26-29, New York, New Jersey, Pennsylvania
- **Chicago Sales Blitz**: May 2-7, Chicago, IL
- **Conference Direct Annual Partner Summit**: May 3-7, Las Vegas, NV

GMCVB Action Plan Highlights – Consumer

- Priority is to drive hotel demand
- Strategic Adjustments to Advertising / PR / Social Media
- Target less risk averse feeder markets:
  - Regional / In Sate / Drive markets
  - Vacation in Your Own Backyard
  - Latin America
- Maximize opportunity with deal seekers
- Leverage Webcams / Social Media live Streaming to demonstrate “Open for Business”
- Leverage Miami Temptations Portfolio – Miami Spice/Spa etc.
- Activate Miami Hotel Months booking program

Leveraging Miami Temptations Programs

February & March

MIAMI HEALTH & WELLNESS

December & January

MIAMI ARTS & HERITAGE

April & May

MIAMI ATTRACTIONS & MUSEUMS

June – September

July & August

MIAMI SPAS

MIAMI HOTELS

August & September

MIAMI SPICE

October & November

MIAMI ENTERTAINMENT

Travel Industry Sales – Looking Ahead

- **Travel & Adventure Shows:**
  - Atlanta (Feb 29-March 1), Washington DC (March 7-8), Philadelphia 15), San Francisco (March 21-22), Dallas (March 28-29)
- ~~**ITB Berlin:** (March 4-8, 2020) rescheduled to March 10-14, 2021~~
- **Argentina & Uruguay Sales Mission:** March 16-20, 2020
- **Tour Connection (**Huntington Beach, CA): March 20-22, 2020
- ~~**Germany Sales Mission:** March 29-April 3, 2020 (Postponed until Sept. 2020)~~
- **Travel Bulletin North America Showcase** (London, England): March 18-19, 2020
- **WTM Latin America** (Sao Paulo, Brazil): March 31-April 2, 2020
- **RTO Summit East** (New York, New York): April 15-16, 2020
- **Travel Agent Forum** (Las Vegas, NV): April 4-7, 2020
- **Northeast Sales Mission** April 20-25, 2020 (New York, Stamford & Philadelphia)
- **Travel Week – Aspire Luxury Forum** (London, England): April 21, 2020

Communications – Looking Ahead

- **Travel & Adventure Shows:**
  - Atlanta, GA (February 28-March 1), Washington D.C. (March 7-8) & Philadelphia (March 14-15)
- ~~**New York & Toronto Media Reception & Mission:** (March 10-12)~~
- **World Travel Market (WTM):** Brazil (March 31-April 2)
- **LGBTQ Cross Market Group Press Tour: (**April 2-6)
- **Global Meetings Industry Day Media Outreach:** (April 4)
- **"Unconventional Meetings" MICE Group Press Tour:** (April 23-26)
- **Argentina Media Roadshow:** (April 27-May 5)
- ~~**eMerge Americas Media Visits: (April 29-30)**~~

TRAVEL & ADVENTURE SHOW®

Media & PR

Action Plan:

- Tailored messaging for industry and meeting planner
- Engaged global PR network – global issue affecting all countries
- Relay official guidance from government/health officials to the hotel industry
- Heavier consumer engagement should Miami-Dade begin to report cases

Consideration:

- Balance responsible messaging that is factual for both industry and customers including meeting planners
- Recommend a hotel pledge to show action and solutions offered by industry
- Strategic recovery campaigns and strategic partnerships ex: Meetings Means Business Coalition
- Continue to engage global PR network to assess Miami brand positioning in each market and develop action plans for each as needed

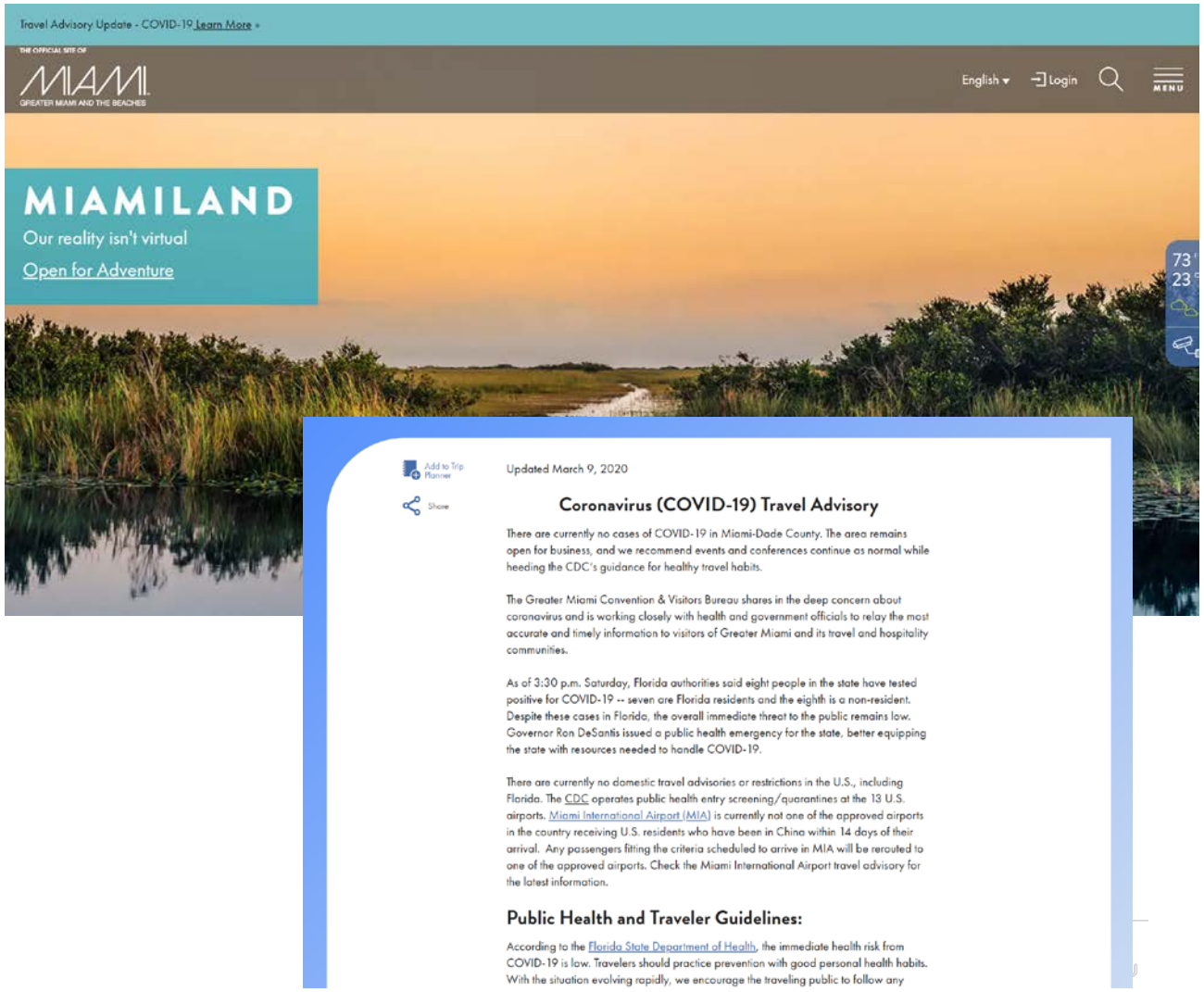
Advertising & Digital Marketing

Website:

The Miami and Beaches website is being continually updated to address leisure visitor and meeting planner concerns.

Advertising Programs:

- Domestic advertising campaigns – Meetings & Conventions, Found in Miami, MIAMILAND, Multicultural, LGBTQ, Always On and Staycation/Drive Market continue as planned
- Latin American advertising in Colombia, Argentina and Brazil remain active
- China, UK and Germany media programs were paused on March 4th due to concerns about International travel
- Pre- and post-cruise campaign paused on March 2nd due to concerns about cruise ships
- Cooperative marketing programs driving leisure bookings and meetings leads will continue, with the exception of the cruise co-op, which has been moved from April until May



Social Media

Currently Activated:

- New Instagram filter highlighting experiences around Greater Miami
- Organic social efforts continue as normal
- Paid social “boosting” efforts to focus on evergreen and not event-specific content
- Daily social listening reports
- Current MIAMILAND Influencer program to continue. Additional programs paused for the time being
- International: all paid social paused
- International: organic social efforts to continue as planned

1st Case:

- All paid social efforts will be paused
- Organic social will focus on relationship management to let residents and visitors know GMCVB is a trusted source. We will lead to CDC for more information.
- International: all paid social efforts will continue to be paused
- International: organic social efforts will follow domestic plan
- Influencer programs will be paused

Recovery:

- Turn on paid social media campaigns based on affected and non-affected areas (national and international)
- Leverage influencers (as appropriate) to help change any perceptions of Miami and tap into their audiences
- Leverage live social media feeds, specifically video, to highlight different places around Miami
- Leverage user-generated content to show business as usual in Miami

Travel Industry Cancellation Policies

American has extended its offer to waive change fees for customers who purchase travel through March 31. Customers will have flexibility since any ticket purchased by March 31 will not incur change fees prior to travel.

Delta is waiving change fees for all flights booked between March 1-31. Change fees are also being waived for customers booked to travel internationally in March that want to change their plans.

For tickets issued March 3 through March 31, 2020, customers will be permitted to change free of charge to a flight of equal or lesser value up to 12 months from the original ticket issue date.

Carnival Cruise Line (CCL) is offering passengers up to $200 worth of extra credit if they keep their bookings through May 31. CCL is also allowing passengers who decide to cancel their trip to move their booking to a new date and receive future credit.

Effective March 6, 2020, the new Cruise with Confidence policy allows guests to cancel any cruise departing on-or-before July 31st, 2020, up to 48 hours before departure, and receive a Future Cruise Credit that can be applied to any future cruise departing in 2020 or 2021.

For all new and existing bookings that embark from March 10, 2020 through and including September 30, 2020:
Cancellation may occur until 48 hours prior to vacation date for a 100% future cruise credit which may be redeemed on ANY Norwegian sailing embarking on or before December 31, 2022.

Wendy Kallergis

President & CEO

Greater Miami & the Beaches Hotel Association

GREATER MIAMI & THE BEACHES
HOTEL ASSOCIATION

PARTNERS IN HOSPITALITY

MIAMI GREATER MIAMI CONVENTION & VISITORS BUREAU

Hotel Resources / Tool Kit

CORONAVIRUS PREVENTION TIPS FOR HOTEL GUESTS

Please rest assured that we are taking all necessary precautions to maintain a healthy environment. Hotel guests are encouraged to take the following actions:

- Wash your hands often with soap and water for at least 20 seconds.
- If soap and water are not available, use hand sanitizer with at least 60% alcohol.
- Cover your cough or sneeze with a tissue, then throw the tissue in the trash.
- If you don't have a tissue, cough or sneeze into your upper sleeve, not your hands.
- Avoid touching your face. Infection can enter through your eyes, nose or mouth.
- Avoid shaking hands.
- Avoid close contact with people who are sick.
- Strengthen your immune system with a balanced diet, plenty of sleep, regular exercise and by not smoking.

Hotel staff members are taking additional measures to ensure that guest service areas are regularly disinfected. If you have any questions or concerns, please feel free to reach out to hotel management.

The Florida Department of Health operates a dedicated coronavirus (COVID-19) call center: **866-779-6121**, Monday-Friday from 8 a.m.-midnight (hours are subject to change). After hours and on weekends, you can email **COVID-19@flhealth.gov**.

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CORONAVIRUS PREVENTION TIPS FOR HOTEL STAFF

Please rest assured that we are taking all necessary precautions to maintain a healthy environment. Hotel staff are asked to take the following actions:

- Wash your hands often with soap and water for at least 20 seconds.
- If soap and water are not available, use hand sanitizer with at least 60% alcohol.
- Cover your cough or sneeze with a tissue, then throw the tissue in the trash.
- If you don't have a tissue, cough or sneeze into your upper sleeve, not your hands.
- Avoid touching your face. Infection can enter through your eyes, nose or mouth.
- Avoid shaking hands.
- Avoid close contact with people who are sick.
- Strengthen your immune system with a balanced diet, plenty of sleep, regular exercise and by not smoking.

Please work with your fellow team members and managers to ensure the following:

- Frequently touched objects and surfaces should be regularly cleaned and disinfected: elevator call buttons, light switches, door handles, toilets and the front desk.
- Housekeeping and Food & Beverage staff should wear disposable vinyl gloves.
- Used linen should be handled as little as possible and should be kept separate from clean linen.
- If you have any questions or concerns, please consult your manager.

The Florida Department of Health operates a dedicated coronavirus (COVID-19) call center: **866-779-6121**, Monday-Friday from 8 a.m.-midnight (hours are subject to change). After hours and on weekends, you can email **COVID-19@flhealth.gov**.

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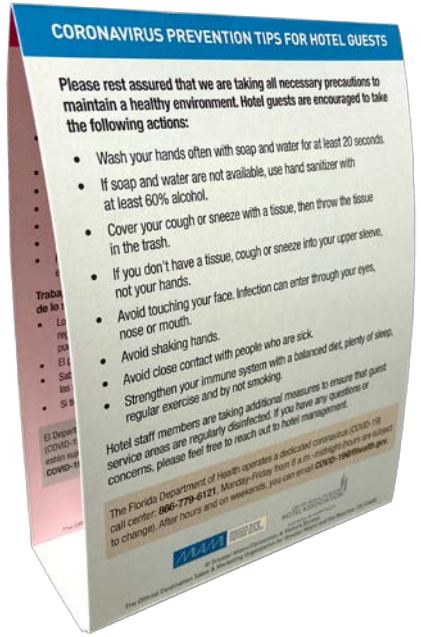

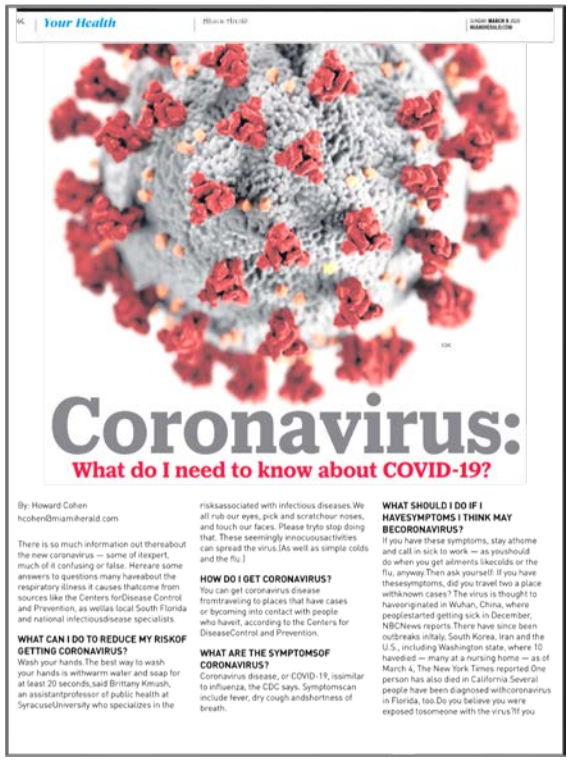

Questions?

Legislative Update

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Thank You

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MIAMIBEACH CONVENTION CENTER

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