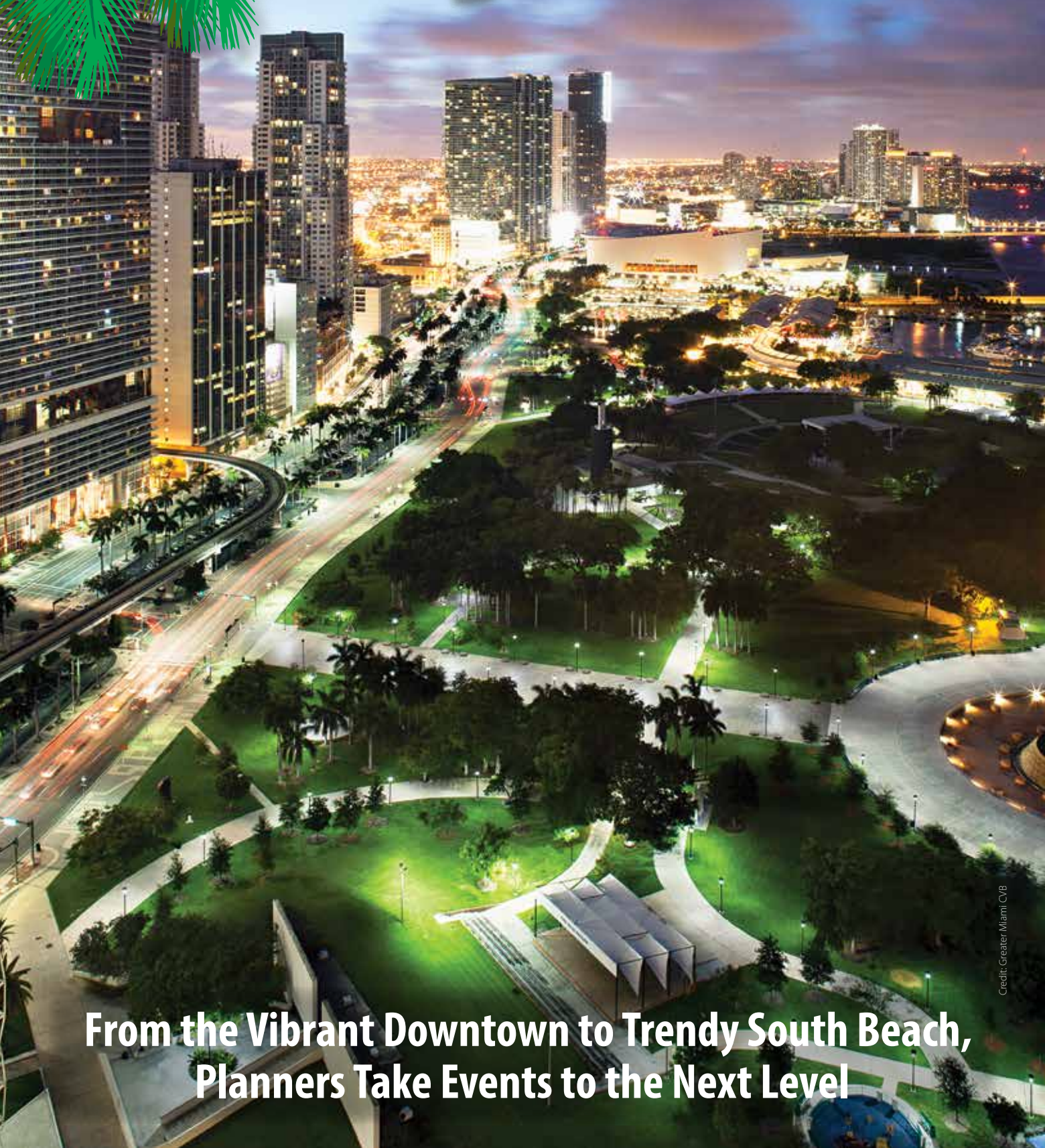


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Meeting in Miami



**From the Vibrant Downtown to Trendy South Beach,
Planners Take Events to the Next Level**

Destination Planner

The Magic City

By Maura Keller

Credit: Greater Miami Convention & Visitors Bureau

There's nothing more rewarding than planning a meeting that people really want to attend. With beautiful weather, luxurious beaches and state-of-the-art amenities, Miami sizzles with excitement and new opportunities to take meetings and events to the next level.

Miami On the Move for Meetings

As William D. Talbert III, CDME, president and CEO of the Greater Miami Convention & Visitors Bureau, explains, Miami is a constantly evolving global destination, providing meeting planners with exceptional options for meetings, conventions and events.

"The unparalleled culture, accessibility, hotel rooms and diverse offsite venues set against a backdrop of beautiful weather and beaches are just a few of the elements that make Miami the preeminent locale for meetings and events," Talbert says.

Miami International Airport (MIA) currently serves 109 airlines, which is the most of any U.S. airport. New airlines and nonstop routes are being added in 2017, which will further increase accessibility to the destination.

"Meetings and conventions held in Greater Miami have seen record international attendance due to the ease of air ac-

cess to the destination," Talbert says. "With three convention centers totaling more than 1 million sf, 75 additional meeting venues throughout the destination and more than 50,000 hotel rooms from intimate boutique hotels to luxury resorts and convention hotels, the GMCVB convention sales team is eager to be the meeting planner's onsite, one stop for assistance with every detail from start to finish," Talbert says. "Our experienced, knowledgeable team welcomes the opportunity to work with planners to identify hotels, venues, vendors and more to fulfill and exceed expectations for a highly successful meeting in Miami."

Notably, the Miami Beach Convention Center is undergoing a \$615 million renovation and expansion, which will result in a new facility perfectly designed to host large-scale business, trade, civic and cultural events. The renovation will include a mixed-use, 60,000-sf grand ballroom, 500,000 sf of exhibit space, 81 new breakout rooms spanning 190,000 sf, a 20,000-sf glass rooftop junior ballroom, advanced technology and new versatile indoor/outdoor public spaces.

"The renovation and expansion of the Miami Beach Convention Center adds to the attraction of the destination for meeting and convention planners by offering a totally transformed state-of-the-art, technologically advanced facility with enhanced amenities, service and an extraordinary sense of place that reflects the stunning local environment, culture and community," Talbert says. "In addition, hotels such as the Loews Miami Beach, The Sheraton Miami Airport Hotel & Executive Meeting Center and The Betsy South Beach are just some of the properties that continue to cater to the meetings industry, completing multimillion-dollar renovations to their event spaces."

The Miami Beach Convention Center began commissioning



Credit: Miami Beach Convention Center



Miami Continues to Exceed Expectations With New and Newly Reimagined Venues and Experiences

artists more than two years ago and received 524 applications from artists throughout the world — the largest response in the history of Miami-Dade County.

“The proposed works by these artists exemplify Miami Beach’s prestigious quality commitment to commission world-class works of public art,” Talbert says. “The Miami Beach Convention Center public art project is a collaboration between the City of Miami Beach and Miami-Dade County’s Art in Public Places programs. The public art contribution is estimated at \$7 million. This is the largest public art project commissioned in the United States.”

Another major development will rise up in downtown Miami on the site of the former Miami Arena. The Marriott Marquis Miami Worldcenter Hotel & Expo, set to break ground this spring, will offer planners an expansive 365,000 sf of meeting and exhibit space. The two-phase plan includes a 1,100-room tower and 600-room tower. The hotel is part of a 30-acre mixed-use development that will include retail, dining and entertainment, and luxury residences.

“The unparalleled culture, accessibility, hotel rooms and diverse offsite venues set against a backdrop of beautiful weather and beaches...make Miami the preeminent locale for meetings and events.”

**William D. Talbert III, CDME, President and CEO
Greater Miami Convention & Visitors Bureau**



The Ocean Ballroom at the Trump International Beach Resort.

Miami Hotels

The 360-room **Trump International Beach Resort Miami** delivered a stellar experience for Kuehne + Nagel Inc., a global transport and logistics company that recently convened its global LCL (Less than Container Load) meeting there. Lourdes Silva, executive assistant and project manager, Seafreight North America at Kuehne + Nagel in Orlando, says, “We chose the Trump International Beach Resort because we had held a meeting back in 2015 with the resort, and it was an amazing experience,” Silva says. “This group wanted to come somewhere where they could escape the cold and have a five-star customer experience. The level of service at Trump International is five star,” Silva says. “There wasn’t a request that we put in that they couldn’t accommodate. One of the nights we arrived back at the hotel around 10 p.m. and the bar was already closed, but they reopened just so our group could enjoy some drinks and networking after a long day of meetings.”

It’s emblematic of the overall level of service delivered by



miami

the conference center service staff who are experienced in assisting planners in all aspects of event execution, from linens and lighting to high-speed Wi-Fi and state-of-the-art AV equipment.

With 22,000 sf of flexible meeting and function space, the first-class facilities at Trump International Beach Resort are ideal for corporate events, team-building activities, meetings, training workshops, leadership seminars and executive retreats. Meeting spaces, which are bathed in natural light, include the 5,075-sf Ocean Ballroom overlooking the Atlantic, the 5,160-sf Bay Ballroom and 16 meeting rooms with floor-to-ceiling windows overlooking the ocean or bay. There are five outdoor event spaces to choose from, including on the beach, pool deck and terraces, lawn and a rooftop for small gatherings.



Trump National Doral Miami offers 100,000 sf of indoor meeting space including six ballrooms.

Credit: Trump National Doral Miami

Recently, the resort's Gili's Beach Club, which can accommodate up to 250 for receptions and banquets, introduced a new interactive dining experience featuring lava stone grills. Patrons of the casual outdoor eatery, located directly on the beach, choose from a menu of savory meats, vegetables and seafood, and then grill their own entrées at the table on a 700-degree volcanic lava stone.

Trump International Beach Resort, a member of Preferred Hotels Lifestyle Collection, is independently owned by the



“We chose the Trump International Beach Resort because we had held a meeting back in 2015 with the resort, and it was an amazing experience.”

Lourdes Silva, Executive Assistant/Project Manager
Seafreight North America, Kuehne + Nagel, Orlando, FL

Dezer family — real estate developers and major stakeholders in many South Florida and New York developments.

After the Trump organization acquired **Trump National Doral Miami** in 2012, the iconic 800-acre resort began an extensive top-to-bottom \$250 million renovation, which encompassed 643 guest rooms, lobby, meeting and event space, 48,000-sf spa, pool complex and restaurants. The property's four championship golf courses, including the famed Blue Monster course, were redesigned as well as the clubhouse, which features an 8,000-sf open-air veranda. The new BLT Prime opened with three private dining rooms featuring indoor and veranda seating with golf course views. The debut of 48 Trump Spa & Suites last spring marked the official completion of the resort's restoration.

Trump National Doral's 100,000 sf of indoor function space boasts six ballrooms, three of which are brand new: the Ivanka Trump Ballroom, the White & Gold Ballroom and the Crystal Ballroom, which overlooks the Blue Monster golf course. The largest is the Donald J. Trump Grand Ballroom with 24,079 sf. Additionally there are 15 breakout rooms, five executive boardrooms, 11 meeting venues with natural lighting and a dedicated event concierge. The meeting facilities offer individual or master controls for heat/AC, telephones, multiple electrical/microphone outlets, high-density internet, with the ability to dedicate bandwidth, and special lighting effects.

There's also 75,000 sf of outdoor event spaces to take advantage of the balmy Florida climate.

At a recent event held at Trump National, one corporate meeting planner remarked that the resort is “the perfect size for our group. It's not too large and not too small. The management and the conference staff do an excellent job for us. They are all superb at their jobs. The conference space is 'disconnected' from the hotel itself, as well as the sleeping rooms, so



Mondrian South Beach and its new Sunset Ballroom and Terrace (left) overlook Biscayne Bay.

Credits: Mondrian South Beach



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Miami

you feel like you get away from the hotel and are secluded during your meeting sessions. The tremendous amount of breakout rooms provides a lot of options for finding the perfect mix of space.”

Miami’s South Beach has become a mecca of sorts for meetings and events. **Mondrian South Beach** boasts a prime waterfront location overlooking

Biscayne Bay and the Miami skyline. The hotel’s 335 studios, one and two-bedroom apartments and penthouses feature views of the marina, bay, ocean and downtown. When Menin Hospitality took over management of the property in 2016, the Mondrian underwent upgrades including the conversion of the Sunset Lounge into the new Sunset Ballroom, which features oversized dome-shaped chandeliers and sweeping views of the bay. The hotel offers a total of 10,000 sf of event space including the 2,600-sf Sunset Ballroom and Terrace, the North and South Studios with lounge terraces, Kissing Gardens and Penthouse Lounge with city and bay views. The lushly landscaped mazes and “Kissing Gardens” are ideal for a small private dinner or a cocktail reception. Mondrian’s Red Lounge offers an intimate setting on Biscayne Bay for a smaller event or cocktail reception. The Mondrian Caffè is perfect for hosting prix-fixe corporate dinners overlooking the city skyline.

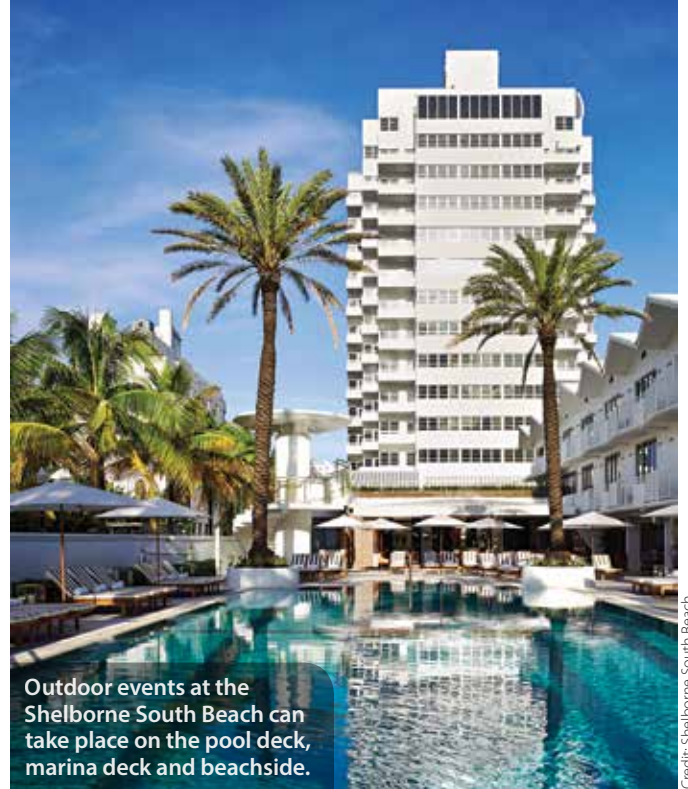
Nearby, the oceanfront **Shelborne South Beach**, also man-

“We’ve been partners of the InterContinental for over 17 years. Their friendly staff...become an extension of our team, and all that matters is making sure that our event is a success.”

**Belkis Lopez, V.P. Sales and Marketing
FIBA, Miami, FL**



aged by Menin Hospitality, is located in the heart of Miami’s art deco district and all that it offers in entertainment, shopping, vibrant nightlife, eclectic dining and world-renowned art galleries. The vintage hotel, originally constructed in 1940, recently underwent a dynamic renovation valued in excess of \$150 million. The property, overlooking a breathtaking beach, features 200 luxurious guest rooms, a full-service spa, oceanfront heated pool and the Oasis Beach Club where attendees can rent jet skis, paddleboards and more. This quintessential South Beach hotel’s meeting rooms can host a variety of events — both intimate and for larger groups. The ballroom can accommodate up to 370 guests, or for more intimate affairs, the stately boardroom is ideal. There is more than 17,000 sf of indoor meeting



Outdoor events at the Shelborne South Beach can take place on the pool deck, marina deck and beachside.

Credit: Shelborne South Beach

and event space, and 13,000 sf of outdoor space, including the pool deck, marina deck and beachside. Post meeting, guests can enjoy the sights and sounds along the Atlantic Ocean and throughout Miami’s art deco district. In addition, guests have access to some of the finest Miami Beach golf courses and tennis centers. The concierge can arrange for private yacht charters for a memorable sightseeing experience for meeting attendees.

With attendees arriving from more than 52 countries, meeting planner Belkis Lopez considers Miami as the ideal hub for her meetings and events. Lopez, vice president of sales and marketing at FIBA in Miami, recently planned the company’s annual FIBA AML Conference at the **InterContinental Miami** located downtown on Biscayne Bay. About 1,450 people attended the event, which featured a keynote address, breakout sessions, exhibition area with 45 booths, networking areas with massage chairs, espresso machines and live streaming of sessions.

“We’ve been partners of the InterContinental for over 17 years,” Lopez says of the waterfront hotel, which has 641 guest rooms and 34 suites. “Their friendly staff who, luckily for meeting planners such as myself, have been with the InterContinental for many years, from the valet parking to the F&B director — they call me by my name — they become an extension of our team, and all that matters is making sure that our event is a success. Their ample, efficient facility, largest in the (financial district), also makes the hotel a key venue to continue to host our event. The exhibit floor is in the same level as the general and breakout sessions, which makes the experience for participants a lot easier.”

More than 101,000 sf of event space among 35 meeting rooms can accommodate up to 3,000 guests at the InterContinental, which has always been a service-oriented venue. “The fact that employees stay and they promote within makes it

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easier for meeting planners and participants who are the hotel clients as well," Lopez says.

Customer service also is paramount for Sky Events Management when choosing a meeting or event venue in Miami. The company sources and manages meetings and events around the world but always enjoys bringing meetings and incentive

trips to the beautiful **W South Beach** with its signature Whatever/Whenever service and 10,000 sf of meeting and event space.

"The most recent group we brought to the W South Beach was for a financial services firm located in New York City that hosts an annual incentive trip for the entire firm," says Michael Burns, CEO/president and business development at Sky Events Management. "The firm flew down all 75 traders for three full days of sun and relaxation, and there is no better place in Miami that can cater to our needs like the W. This same firm enjoyed their experience so much that they are planning on going back to the W South Beach in April of 2017."

Sky Events Management's client was looking for warm weather with a great overall vibe, excellent service and a short flight from New York, so Miami clearly fit the bill.

"While there are some beautiful hotels in South Beach, nothing quite compares to the service we get from the W," Burns says. "The pool is very intimate but still large enough for our guests to enjoy the cabanas, bars and nightlife right on property. And the guest rooms are some of the largest standard and most comfortable rooms you will find in South Beach — and the suites are over-the-top gorgeous. Coupled with some of the most amazing ocean views and floor-to-ceiling windows, it goes without saying that our guests truly enjoyed their time at this property and can't wait to come back...for the 2017 incentive trip."

Located in the heart of South Beach's vibrant art deco dis-

trict, the oceanfront **Loews Miami Beach Hotel** recently completed a \$50 million transformation that included the redesign of the hotel's 790 guest rooms. Guests are now welcomed to a new open and airy lobby anchored by the indoor/outdoor Bar Collins with curated cocktails and a locally infused menu of bar bites. Nautilus, a new pool restaurant and bar, is center stage on a refreshed oceanfront poolscape with firepits and adult-only cabanas. Attendees also can indulge in spa therapies and fitness classes at Loews' exhale Spa. Just steps from the shopping and dining of famous Lincoln Road, as well as the nightlife and entertainment of Ocean Drive, Loews Miami Beach Hotel offers 65,000 sf of refreshed, flexible indoor and outdoor state-of-the-art function space that can accommodate from 10 to 2,700 people. The renovated meeting space includes the 28,000-sf



"While there are some beautiful hotels in South Beach, nothing quite compares to the service we get from the W."

Michael Burns, CEO/President & Business Development
Sky Events Management, Morganville, NJ

American Ballroom plus 17,500 sf of additional indoor space. Outside event spaces also received enhancements, including the expansive Americana Lawn. The hotel's tenured conference team provides everything planners need to create and implement a diverse agenda.

Located on historic Brickell Avenue in the heart of Miami's Brickell Entertainment and Financial District, the 296-room **JW Marriott Miami** boasts extensive renovations including three new concierge level floors, new meeting space plus a new spa and TechnoGym facility. The new design of the meeting space at the JW Marriott is evident throughout the entire fifth floor of the hotel comprising all eight of the breakout meeting rooms, the atrium spaces, gallery and the 10,000-sf Grand Ballroom.

Judy Kaufman, education coordinator at Baptist Health in Miami has hosted several brain injury symposiums at JW Marriott Hotel Miami. Each symposium had attendance of around 150 participants. "We chose the JW Marriott because of the beautiful facilities," Kaufman says. "They have a dedicated conference floor that has meeting and conference space and a lot of room for vendors, lunch, exhibits. We offer our participants continuing education units, a quality symposium, breakfast, snacks and a sit down lunch. ...They also have the opportunity to stay at this beautiful venue at a discounted rate. Although the venue was beautiful and the food was excellent, they pale in comparison to the quality of each staff member. We have always loved being at this facility. It is a block away from Mary Brickell Village, so attendees can also enjoy a fun nightlife with great restaurants, bars and entertainment."



The oceanfront Loews Miami Beach Hotel recently completed a \$50 million transformation.

Credit: Loews Miami Beach Hotel

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Other Miami meeting hotels of note: The oceanfront **Fontainebleau Miami Beach** resort recently completed a multiphase redesign of the historic Versailles Tower's suites, and the renovation of the resort's poolside cabanas. The landmark hotel features a total of more than 1,500 accommodations in four towers and 107,000 sf of meeting space.

Another great choice for large meetings is the 615-room **Hyatt Regency Miami**, overlooking the Miami River. The hotel offers 100,000 sf of meeting space and is connected to the Miami Convention Center downtown.

A tropical oasis in Aventura, **Turnberry Isle Miami** features a newly renovated spa and fitness center, two championship golf courses, two swimming pools and the culinary expertise of celebrity chef Michael Mina at Bourbon Steak restaurant.

Offering easy access for business travelers, the **Hilton Miami Downtown**, which boasts views of Biscayne Bay and the Miami skyline, is next to the Metro Mover light rail system, 15 minutes from Miami International Airport and near the Port of Miami — the cruise capital of the world.



Spanish pro tennis star Rafael Nadal (l) and superstar Enrique Iglesias just opened the Spanish restaurant Tatal Miami.

Credit: World Red Eye

The **DoubleTree by Hilton Miami Airport & Convention Center** also boasts a convenient location for fly-in meetings, as it's connected to the Miami International Merchandise Mart and the Miami Airport Convention Center.

The historic **Biltmore** in the heart of Miami has hosted presidents, dignitaries and celebrities since 1926. It's the only hotel in Florida designated as a National Historic Landmark. The Biltmore has undergone \$55 million in renovations since 2004.

Kimpton EPIC Hotel is a lifestyle waterfront boutique property downtown at the edge of the Miami River. **Yve Hotel Miami** is another downtown boutique hotel featuring bayfront views and the new Bayfront Meeting Space.



Credits: Miami Culinary Tours

Miami Culinary Tours can host customized, private tours for small and large groups.

Local Color & Culture

Miami Culinary Tours has introduced its first culinary and cultural tour of Little Haiti near the MiMo District. Like its other culinary tours of South Beach, Little Havana, Wynwood and Coral Gables, the Little Haiti tour features educational narration that explores the cuisine, culture and history of the distinctive and colorful neighborhood while attendees enjoy food and drink tastings, artwork, and sights and sounds of the area. Private corporate group tours are available.

Thriller Miami Speedboat Adventures, located within Bayside Marketplace in downtown Miami, recently launched a new tour — "Miami's Only Way to See Stiltsville." The 90-minute tour speeds guests through sparkling Biscayne Bay, where they will see "The Lighthouse" (Cape Florida State Park, the home of a historic lighthouse built in 1825 and is the oldest standing structure in Miami-Dade county). Then the tour slows down to give participants a narration about some of the stilt homes still occupied today in the shallow waters at the edge of Biscayne Bay. Private charters are available. — MK



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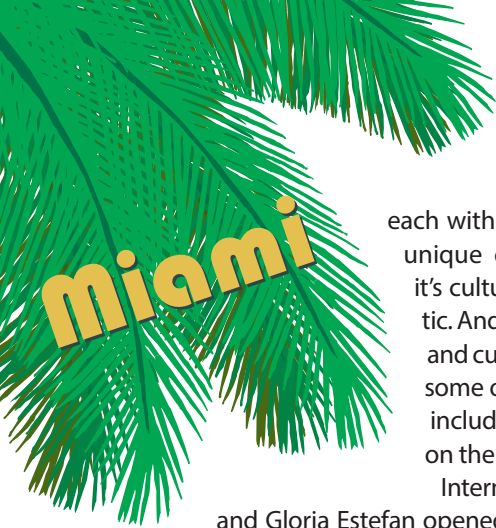
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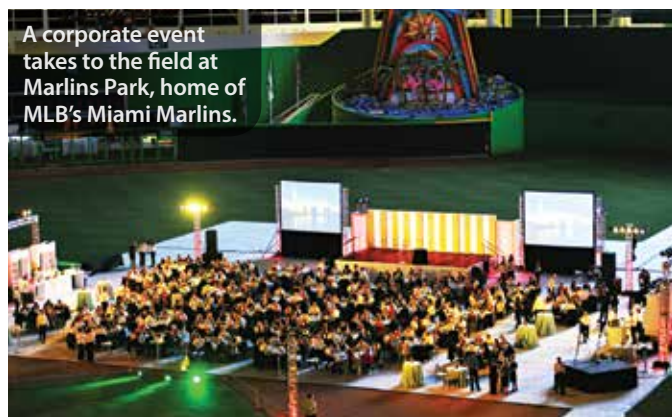


Miami Dining

Miami is a city of neighborhoods — each with its own personality and unique characteristics, whether it's cultural, architectural or artistic. And when it comes to dining and cuisine, Miami's eateries are some of the best in the country, including these newest entries on the epicurean scene:

International superstars Emilio and Gloria Estefan opened the **Estefan Kitchen** in March. The fine-dining Cuban restaurant, located in Palm Court, one of the Miami Design District's central hubs, presents a rotating roster of live music acts and performing servers and bartenders, a nod to the Estefans' storied background and passion for world-class entertainment. The interiors are inspired by the beauty and promise of 1950s Cuba, paying homage to the vibrant design, culture and warmth of the era.

Spanish global superstar Enrique Iglesias and two of the most famous athletes in Spain's history, professional tennis star Rafael Nadal and San Antonio Spurs and NBA all-star Pau Gasol Saez, along with partners Abel Matutes Prats and Manuel Campos Guallar of Mabel Capital, ushered in the international expansion of **Tatel Miami**, bringing the iconic Spanish restaurant to The Ritz-Carlton, South Beach in the heart of the art deco district. Tatel Miami, which debuted in March, is the second location for the Spanish brand. Tatel was created to build global awareness for traditional Spanish cuisine and culture.



Set to open this month, **Malibu Farm** at the Nobu Eden Roc Hotel Miami Beach is a rapidly expanding farm-to-table movement founded by Swedish native, chef Helene Henderson. Born from Helene's intimate dinner parties in her expansive garden, Malibu Farm found its first home on the pier in Malibu, California, and will now find a new home on the Southeast Coast. The farm-to-table concept offers healthful selections influenced by fresh vegetables and seafood.

Miami Event Venues

Hosting meetings and events at distinctive offsite locales makes meetings that much more memorable.



After completing an extensive \$500 million renovation, **Hard Rock Stadium**, home of the NFL's Miami Dolphins, recently announced all-new suite experiences that allow groups to enjoy the many events and functions available at the stadium. For example, The Nine offers access to nine open-air suites plus a private club designed by the world-renowned Rockwell Group. The stadium's signature sideline suites also provide great venue amenities for attendees including new seating, food and beverage packages, and access to various stadium events. The largest club space for corporate events is the Hyundai Club, which accommodates up to 2,000 for receptions. On non-game days, the stadium will arrange for receptions or events in the Dolphins Locker Room.

Marlins Park, the spectacular home of the Miami Marlins, is a retractable-roof venue that combines modern design, technology and year-round availability — making it a unique venue to host events of any size or style, from concerts and trade shows to private and corporate gatherings. The facility can provide corporate groups with personalized messages on the Marlins Vision Scoreboard, corporate batting practice sessions, "run the bases" experiences, ballpark photo sessions, fireworks, pool parties, and private tours.

As one of South Florida's premier waterfront venues, **Pérez Art Museum Miami** offers sweeping views of Biscayne Bay, sprawling outdoor plazas with lush vegetation cascading from the canopy's overhang, and a variety of modern indoor spaces for business meetings, cocktail receptions, weddings, elegant brunches, dinner parties and more.

Opening in May, the new **Patricia and Phillip Frost Museum of Science** boasts flexible science exhibit halls, a three-level aquarium, a 250-seat full-dome Frost Planetarium and a living rooftop. The museum is in the heart of downtown Miami's waterfront Museum Park.

The **Adrienne Arsht Center for the Performing Arts**, designed by world-renowned architect Cesar Pelli, offers several venues for meeting groups including the Ziff Ballet Opera House and Knight Concert Hall, which have large, fully equipped stages that can accommodate audiences of up to 2,400 and 2,200 people respectively.

Currently celebrating its centennial year, the National Historic Landmark **Vizcaya Museum & Gardens** on Biscayne Bay in Coconut Grove is a stunning Italian Renaissance-style mansion and European-style gardens that can host indoor events or outdoor functions in the gardens.

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