

Synovate
8600 NW 17th St
Suite 100
Miami, FL
33126

Tel 305 716 6800
Fax 305 716 6756
www.synovate.com



2005 Miami Beach Overnight Visitors Profile

Prepared for Greater Miami Convention & Visitors Bureau

Prepared by Synovate Miami

Date March 2006

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I. INTRODUCTION

This report contains a summary of the major results of the Visitor Profile and Economic Impact Study conducted for the Greater Miami Convention & Visitors Bureau during 2005.

The Study is based on the results of 5,300 interviews conducted at random, among overnight visitors to Greater Miami and the Beaches. Five hundred intercept interviews were conducted monthly during the first and third quarters and 400 were conducted monthly in the second and fourth quarters. Specifically, this report focuses on those visitors who stayed in Miami Beach while visiting the Greater Miami area. This group of visitors makes-up about 46% of the total visitors to the Greater Miami area.

The study is conducted annually to determine a number of characteristics of the overnight visitor to Greater Miami and the Beaches, including:

- Purpose of visit
- Place of origin
- Type of lodging used
- Area of lodging
- Likes and dislikes of area
- Likelihood of returning
- Demographic characteristics
- Expenditures

In addition to determining a Visitor Profile, the Study also develops an analysis of the direct and indirect economic impact of overnight visitors on the Miami-Dade County economy.

The following pages contain the major findings of the 2005 Tourism Survey of Greater Miami and the Beaches conducted by Synovate Diversity.

II. EXECUTIVE SUMMARY

2005 VISITOR INDUSTRY STATISTICAL HIGHLIGHTS FOR THOSE WHO STAYED IN MIAMI BEACH

Overnight Visitor Spending

Overnight visitors who stayed in Miami Beach spent \$7.1 billion in direct expenditures in Greater Miami and the Beaches.

Other highlights

Average daily expenditure was \$220.57; average expenditure per trip was \$1,354.3; and the average length of stay was 6.14 days. Overall spending seems to be moving back to pre-2001 levels.

Stable High Visitor Satisfaction

Satisfaction was high for visitors who stayed in Miami Beach, 95% said they were "extremely or very satisfied" with their stay in our destination -- that represents over 5.1 million of the 5.3 million overnight visitors to Miami Beach. The likelihood of returning to our destination by both domestic and international visitors was 94% or 5.0 million visitors.

Total Overnight Visitors

In 2005 over 5.3 million visitors stayed at least one night in Miami Beach with a market mix of 63% domestic and 37% international visitors.

Main Purpose of Visit

Vacation/Pleasure travel was the main reason people visited Miami Beach, representing 78% of the market mix in 2005. Business/Convention travel represented 10% of the market mix, while taking a cruise represented 8%. 2% of visitors mentioned visiting friends and relatives as the main purpose.

What They Liked

Overnight visitors rated the following as the top characteristics they liked about our destination:

Weather	60.8%
Beaches	36.1%
Night Life	28.9%
South Beach/Ocean Drive	23.0%
Shopping	22.9%

* Visitors may give more than one response

What They Don't Like

Most of our visitors could find nothing they disliked about our destination.

III. Total Overnight Visitors

A. The Tourist Universe

Over fifteen million passengers arrived at MIA in 2005, additionally a significant number of travelers staying in Miami-Dade County use Broward County Airport (FLL) as their gateway to South Florida. In 2005, the number of "Miami bound" visitors using the Broward County Airport was approximately 1.7 million. The data in this report combines the interviews of visitors using both MIA and FLL who stay overnight in Miami-Dade county

Of the 11.3 million people spending at least one night in Greater Miami, over 5.3 million stayed specifically in Miami Beach in 2005. Domestic visitors accounted for 63% of all overnight visitors to Miami Beach while 37% were of international origin.

Table 3A-1

Overnight Visitors To Miami Beach Domestic and International Origins						
	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>
	(000)	(000)	(000)	(000)	(000)	(000)
Domestic Visitors	2,743.5	2,770.1	2,442.2	2,932.8	2,770.7	3,339.0
International Visitors	<u>2,423.2</u>	<u>2,284.9</u>	<u>1,998.2</u>	<u>1,621.2</u>	<u>1,712.6</u>	<u>1,927.6</u>
Total Overnight Visitors	5,166.7	5,055.0	4,440.4	4,554.0	4,483.3	5,266.5
	%	%	%	%	%	%
Domestic Visitors	53.1	54.8	55.0	64.4	61.8	63.4
International Visitors	<u>46.9</u>	<u>45.2</u>	<u>45.0</u>	<u>35.6</u>	<u>38.2</u>	<u>36.6</u>
Total Overnight Visitors	100.0	100.0	100.0	100.0	100.0	100.0

Source: Synovate

B. Origin of Overnight Visitors - Domestic Visitors

The Northeast continues to be the leading source of overnight domestic visitors staying on Miami Beach.

Table 3B-1

Overnight Visitors To Greater Miami And The Beaches Domestic Origins						
	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>
	(000)	(000)	(000)	(000)	(000)	(000)
North East	1,251.0	1,249.3	1,147.9	1,410.6	1,332.7	1602.7
Southern	779.2	747.9	635.0	630.6	659.4	808.0
Midwest	562.4	529.1	493.3	677.5	645.6	724.6
Western	150.9	243.8	166.1	214.1	133.0	203.7
Total Domestic	2,743.5	2,770.1	2,442.2	2,932.8	2,770.7	3,339.0
	%	%	%	%	%	%
North East	45.6	45.1	47.0	48.1	48.1	48.0
Southern	28.4	27.0	26.0	21.5	23.8	24.2
Midwest	20.5	19.1	20.2	23.1	23.3	21.7
Western	<u>5.5</u>	<u>8.8</u>	<u>6.8</u>	<u>7.3</u>	<u>4.8</u>	<u>6.1</u>
Total Domestic	100.0	100.0	100.0	100.0	100.0	100.0
Source: Synovate						

C. Origin of Overnight Visitors - International Visitors

Sixty one percent of the international visitors came from Latin America. Europe was the second major international feeder market of international visitors staying on Miami Beach.

Table 3C-1

Overnight Visitors to Miami Beach International Origins, By Region						
	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>
	(000)	(000)	(000)	(000)	(000)	(000)
Area of Origin						
<u>Latin America</u>	<u>1,504.8</u>	<u>1,462.3</u>	<u>1,298.8</u>	<u>904.6</u>	<u>1,061.8</u>	<u>1,170.0</u>
<i>South America</i>	1,054.1	1,028.2	919.2	633.9	731.3	825.0
<i>Central America</i>	184.2	205.6	177.8	160.5	161.0	171.6
<i>Caribbean</i>	266.5	228.5	201.8	110.2	169.5	173.5
Europe	617.9	555.2	459.6	510.7	436.7	528.2
Canada	249.6	182.8	189.8	170.2	179.8	204.3
Others	<u>50.9</u>	<u>84.54</u>	<u>50.0</u>	<u>35.7</u>	<u>34.3</u>	<u>25.1</u>
<i>Total International</i>	2,423.2	2,284.8	1,998.2	1,621.2	1,712.6	1,927.6
<i>Total Domestic</i>	2,743.5	2,770.2	2,442.2	2,932.8	2,770.7	3,339.0
Total Overnight Visitors	5,166.7	5,055.0	4,440.4	4,554.0	4,483.3	5,266.5

Source: Synovate

Table 3C-2

**Overnight Visitors to Miami Beach
International Origins, Market Share By Region**

<u>Area of Origin</u>	<u>2000</u> %	<u>2001</u> %	<u>2002</u> %	<u>2003</u> %	<u>2004</u> %	<u>2005</u> %
<i>Latin America</i>	62.1	64.0	65.0	55.8	62.0	60.7
<i>South America</i>	43.5	45.0	46.0	39.1	42.7	42.8
<i>Central America</i>	7.6	9.0	8.9	9.9	9.4	8.9
<i>Caribbean</i>	11.0	10.0	10.1	6.8	9.9	9.0
Europe	25.5	24.3	23.0	31.5	25.5	27.4
Canada	10.3	8.0	9.5	10.5	10.5	10.6
Others	2.1	3.7	2.5	2.2	2.0	1.3
Total	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

Source: Synovate

IV. Characteristics of the Visitors' Stay

A. Purpose of Visit – All Overnight Visitors

Table 4A-1

Overnight Visitors to Greater Miami and the Beaches						
Main Purpose of Visit						
	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>
	%	%	%	%	%	%
Domestic Visitors						
Vacation/Pleasure	75.2	74.6	78.9	79.6	75.6	74.1
Business	13.3	13.2	10.7	9.6	11	11.7
Cruise	10.8	11.2	9.6	9.5	11.2	11.3
Visit Friends/Relatives	0.7	0.8	0.5	0.7	1.7	1.5
Personal/Other	<u>0.0</u>	<u>0.2</u>	<u>0.3</u>	<u>0.6</u>	<u>0.5</u>	<u>1.4</u>
	100.0	100.0	100.0	100.0	100.0	100.0
International Visitors						
Vacation/Pleasure	81.8	75.8	77.8	86.1	83.6	85.4
Business	5	8.9	5.2	7.4	6.7	7.7
Visit Friends/Relatives	11.5	13.8	15.1	2.6	3.9	2.3
Cruise	1.4	1.3	1.6	1.4	3.0	1.8
Personal/Other	<u>0.3</u>	<u>0.2</u>	<u>0.3</u>	<u>2.5</u>	<u>2.8</u>	<u>2.8</u>
	100.0	100.0	100	100.0	100.0	100.0
Total Sample						
Vacation/Pleasure	77.5	75	78.6	81.9	78.6	78.3
Business	10.4	11.7	9.1	8.8	9.4	10.2
Cruise	7.6	7.6	7.2	6.6	8.0	7.8
Visit Friends/Relatives	4.4	5.5	4.8	1.4	2.5	1.9
Personal/Other	<u>0.1</u>	<u>0.2</u>	<u>0.3</u>	<u>1.3</u>	<u>1.5</u>	<u>1.8</u>
	100.0	100.0	100.0	100.0	100.0	100.0

Source: Synovate

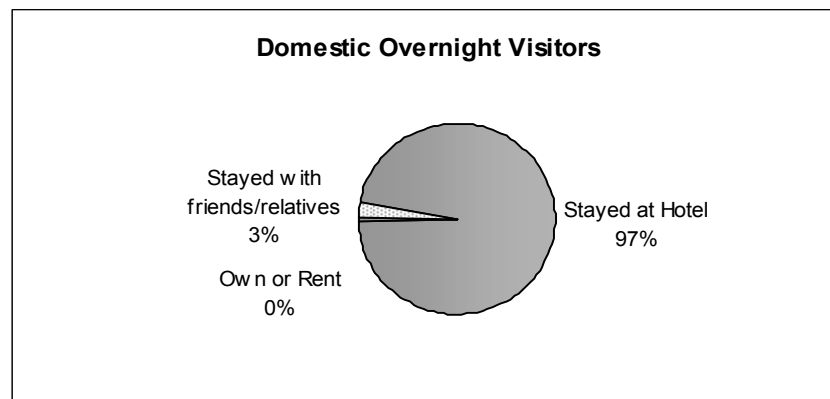
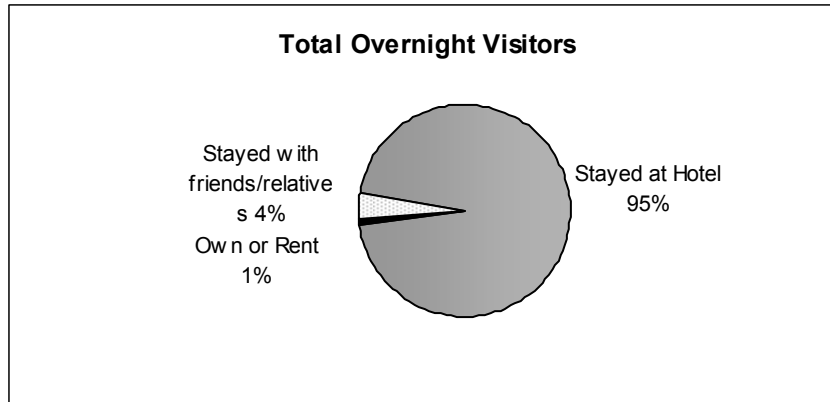
B. Choice of Lodging

Table 4B-1

Overnight Visitors To Greater Miami and The Beaches Type of Lodging						
	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>
	%	%	%	%	%	%
Hotel/Motel						
Total	96.6	95.6	94.5	93.3	91.7	95.4
Domestic	98.6	98.7	98.3	96.6	75.8	97.2
International	92.9	89.9	85.4	87.3	85.8	92.4
Friends/Relatives						
Total	2.5	3.1	4.3	5.6	6.9	4.3
Domestic	0.9	1.1	1.4	3.3	4.7	2.6
International	5.5	6.7	11.1	9.8	11.5	7.2
Owned/Rented						
Total	0.8	1.0	1.1	1.4	1.1	0.6
Domestic	0.3	0.1	0.4	0.1	0.2	0.4
International	1.4	2.6	2.8	3.5	2.8	1.0

Source: Synovate

C. Choice of Lodging 2005



V. Visitor Perceptions

A. Satisfaction Levels

Table 5A-1

Overnight Visitors to Greater Miami and The Beaches Satisfaction with Visit						
	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>
	%	%	%	%	%	%
Extremely Satisfied						
<u>Total</u>	<u>67.9</u>	<u>62.8</u>	<u>53.3</u>	<u>48.2</u>	<u>51.7</u>	<u>63.1</u>
<i>Domestic</i>	76.5	73.6	62.9	62.0	66.7	74.3
<i>International</i>	51.4	43.1	30.7	23.2	27.1	43.8
Very Satisfied						
<u>Total</u>	<u>31.1</u>	<u>33.9</u>	<u>42.8</u>	<u>45.2</u>	<u>42.4</u>	<u>32.7</u>
<i>Domestic</i>	22.9	24.9	35.4	34.2	29.6	23.7
<i>International</i>	46.8	50.2	60.1	65.1	63.3	48.3
Extremely/Very Satisfied						
<u>Total</u>	<u>99.0</u>	<u>96.6</u>	<u>96.1</u>	<u>93.4</u>	<u>94.1</u>	<u>95.4</u>
<i>Domestic</i>	99.4	98.5	98.3	96.2	96.3	98.0
<i>International</i>	98.2	93.3	90.8	88.3	90.4	92.1
Somewhat Satisfied						
<u>Total</u>	<u>0.8</u>	<u>2.8</u>	<u>3.4</u>	<u>5.8</u>	<u>5.3</u>	<u>3.6</u>
<i>Domestic</i>	0.5	1.2	1.5	3.4	3.3	1.5
<i>International</i>	1.4	5.8	8.1	10.2	8.5	7.1
Somewhat/Very Dissatisfied						
<u>Total</u>	<u>0.2</u>	<u>0.5</u>	<u>0.5</u>	<u>0.8</u>	<u>0.5</u>	<u>0.5</u>
<i>Domestic</i>	0.1	0.4	0.2	0.5	0.4	0.4
<i>International</i>	0.4	0.9	1.1	1.6	0.9	0.7
<u>Total</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.00</u>

Source: Synovate

B. Intention to Return to Greater Miami and the Beaches

Table 5B-1

Overnight Visitors to Greater Miami and Likelihood to Return						
	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>
	%	%	%	%	%	%
Definitely Likely						
<u>Total</u>	<u>67.0</u>	<u>60.0</u>	<u>55.3</u>	<u>56.5</u>	<u>56.8</u>	<u>65.9</u>
<i>Domestic</i>	74.9	65.6	63.7	67.3	67.7	74.4
<i>International</i>	52.0	49.8	35.3	37.0	38.9	51.3
Very Likely						
<u>Total</u>	<u>26.6</u>	<u>27.4</u>	<u>33.1</u>	<u>27.6</u>	<u>31.6</u>	<u>28.0</u>
<i>Domestic</i>	21.7	26.4	32.1	25.0	26.8	23.8
<i>International</i>	36.1	29.4	35.2	32.3	39.3	35.2
Definitely/Very Likely						
<u>Total</u>	<u>93.7</u>	<u>87.4</u>	<u>88.3</u>	<u>84.1</u>	<u>88.3</u>	<u>93.9</u>
<i>Domestic</i>	96.5	92.0	95.9	92.3	94.5	98.2
<i>International</i>	88.1	79.2	70.5	69.3	78.2	86.5
Somewhat Likely						
<u>Total</u>	<u>5.6</u>	<u>11.4</u>	<u>10.7</u>	<u>14.6</u>	<u>10.0</u>	<u>5.1</u>
<i>Domestic</i>	3.2	7.4	3.8	7.1	4.4	1.5
<i>International</i>	10.2	18.5	26.9	28.2	19.0	11.3
Not Very/Not at All Likely						
<u>Total</u>	<u>0.8</u>	<u>1.2</u>	<u>0.9</u>	<u>1.3</u>	<u>1.5</u>	<u>1.0</u>
<i>Domestic</i>	0.3	0.6	0.3	0.5	1.0	0.3
<i>International</i>	1.7	2.3	2.5	2.6	2.5	2.2
<u>Total</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

Source: Synovate

C. Most Liked Features

Weather, beaches, and night life are most attractive features for all visitors. The undisputed number one favorite of domestic visitors was weather (79.1%), the Miami Beach nightlife (40.3%) and the beaches (38%) rounded out the top three. The international visitors, on the other hand, mentioned shopping (50%), the beaches (33%) and the weather (29%) as the top three most liked features.

Table 5C-1

Total Visitors	2000	2001	2002	2003	2004	2005
Weather	59.4	59.8	63.7	65.3	65.8	60.8
Beaches	49.1	49.3	49.4	43.9	38.3	36.1
Night Life	30.8	29.6	26.8	23.0	23.4	28.9
South Beach/Ocean Drive	31.6	26.0	23.2	20.7	17.1	23.0
Shopping	18.3	15.2	14.2	21.3	23.8	22.9
Restaurants	13.9	10.4	11.9	19.1	20.2	12.7
Friendly people	5.2	3.2	5.5	6.6	15.7	10.1
International ambiance	3.5	0.0	6.0	13.6	18.7	8.2
Attractions	14.3	11.7	13.8	9.1	8.8	7.5
Accommodations	5.4	3.3	8.1	10.0	12.7	5.1
Cleanliness	4.7	2.1	3.4	4.5	15.3	4.7
Sun bathing	19.9	19.8	16.3	14.8	6.7	4.1
Prices	7.8	2.8	3.0	5.1	10.7	3.7
Service employees	1.2	0.5	2.9	9.4	14.0	2.2
Domestic Visitors	2000	2001	2002	2003	2004	2005
Weather	73.3	75.4	76.2	81.2	84.7	79.1
Night Life	30.8	34.6	32.1	31.2	33.4	40.3
Beaches	49.3	50.0	45.2	43.8	37.3	38.0
South Beach/Ocean Drive	35.6	28.3	25.9	21.1	15.0	20.1
Friendly People	0.8	0.8	2.6	3.6	10.0	7.2
Attractions	8.0	10.8	13.7	11.4	9.4	6.8
Restaurants	3.5	2.6	6.8	10.1	12.3	6.4
International Ambiance	1.9	1.3	2.9	6.1	10.5	4.5
Accommodations	1.0	1.0	3.0	6.2	9.5	4.0
Cleanliness	0.1	0.4	1.1	2.8	9.2	3.0
Service Employees	0.0	0.0	1.1	6.1	9.7	2.1
International Visitors	2000	2001	2002	2003	2004	2005
Shopping	48.9	38.5	34.7	43.9	50.4	49.6
Beaches	48.7	48	59.4	43.9	39.9	32.8
Weather	32.8	31.6	34.2	36.6	34.8	29.1
South Beach/Ocean Drive	24.0	21.9	16.8	20.0	20.5	28.1
Restaurants	33.7	24.6	23.9	35.5	33.2	23.6
Friendly People	14.8	8.0	13.9	12.1	24.9	15.0
International Ambiance	6.6	13.9	13.5	27.0	32.0	14.6
Night Life	30.9	20.7	14.4	8.3	7.1	9.1
Attractions	15.6	13.4	13.9	5.0	7.8	8.6
Cleanliness	14.3	5.6	9.8	7.7	25.2	7.7
Accommodations	13.8	7.5	20.3	16.7	18.0	7.0
Prices	23.3	7.4	9.4	8.1	15.5	4.6
Sun bathing	17.2	18.5	18.1	17.5	8.7	3.7
Service employees	3.6	0.4	7.1	15.6	21.1	2.5

Source: Synovate

*Note: Figures are ranked by 2005

D. Areas Visited In Greater Miami and the Beaches

Visitors are attracted to a wide variety of Greater Miami and the Beaches' diverse landmarks and exciting shopping areas and natural attractions. The majority of visitors staying in Miami Beach stayed close to its main attractions, the Art Deco District/South Beach area (94.3%) and Lincoln Road (58.4%).

Table 5D-1*

	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005**</u>
	%	%	%	%	%	%
Art Deco District/South Beach	91.9	91.3	94.3	90.9	92.5	94.3
The Beaches	78.9	78.6	80.7	77.0	77.6	80.0
Lincoln Road	31.2	36.1	50.3	48.4	48.5	58.4
Aventura Mall	45.8	39.6	28.0	28.5	27.8	35.7
CocoWalk/Mayfair/Coconut Grove	53.6	43.8	37.5	29.4	30.5	32.7
Bayside Marketplace	67.0	57.1	47.2	34.9	26.7	28.3
Night Clubs	37.8	24.5	25.8	21.3	21.8	26.5
Bal Harbour Shops	10.5	8.5	5.0	12.3	13.2	15.4
Theaters	11.7	12.7	16.4	14.2	11.6	10.4
Dadeland Mall	3.7	3.6	2.1	6.2	8.3	10.0
Golf	10.1	5.6	5.0	7.9	8.9	9.6
Calle Ocho/Little Havana	5.9	6.1	3.2	5.3	7.1	9.5
Downtown Miami	37.6	23.3	15.2	10.1	11.8	7.5
Coral Gables	11.2	9.0	5.1	3.4	4.6	6.8
Dolphin Mall	N/A	N/A	N/A	2.2	4.6	6.8
Key Biscayne	15.3	11.3	10.5	8.7	6.6	6.5
Museums	18.3	14.2	16.2	12.6	8.5	5.8
Miami Seaquarium	8.4	7.2	9.7	7.6	7.6	5.1
One day/Casino Cruise	6.0	4.1	4.7	4.8	4.0	5.0
International Mall	3.7	1.4	1.9	1.5	2.2	3.7
Water Sports/Activities	12.8	7.2	4.0	4.0	2.2	3.3
Parrot Jungle	0.2	0.0	0.1	0.9	3.3	2.7
Sawgrass Mills	5.1	5.2	3.4	5.6	2.2	1.6
Flagler Street	33.4	14.1	5.6	3.3	3.4	1.6
The Falls	2.4	1.9	0.9	2.0	2.2	1.6

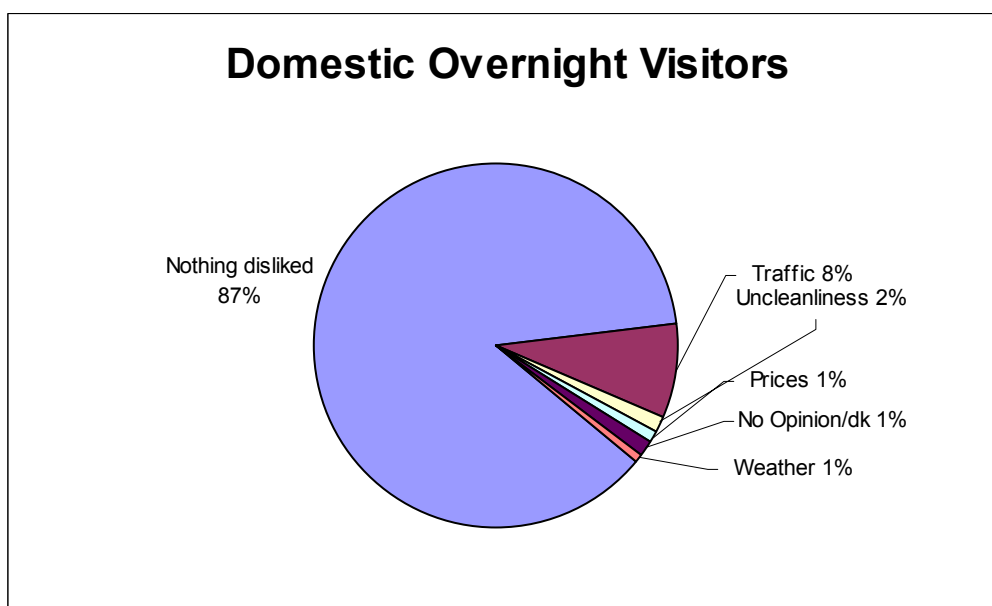
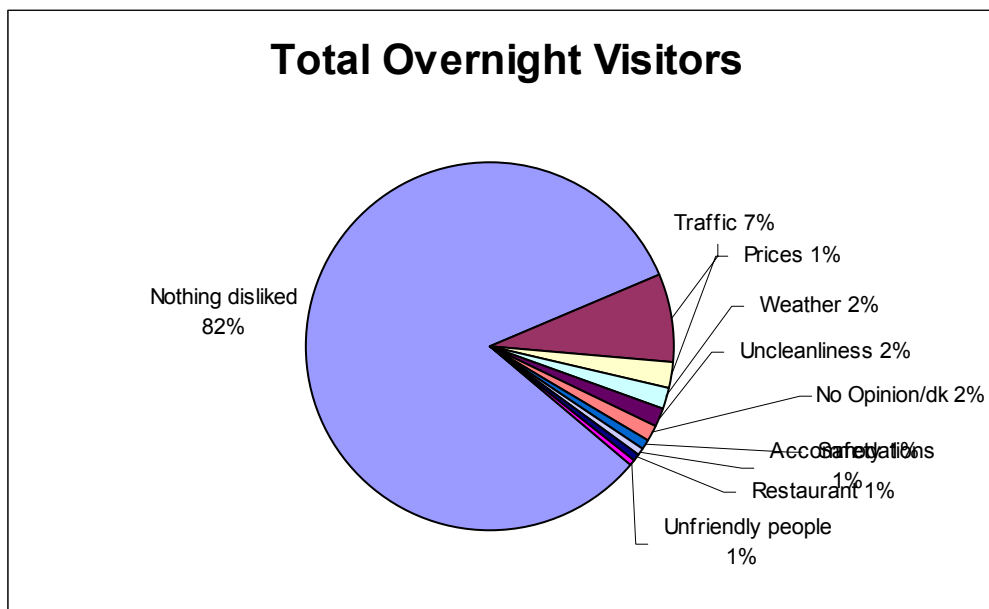
Source: Synovate

*Visitors may give more than one response

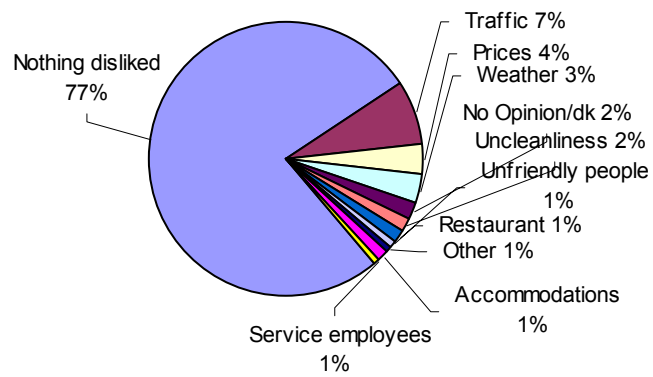
**Figures are ranked by 2005 responses

E. Least Liked Features

The majority (82%) of visitors found nothing disliked about Greater Miami, only 7% mentioned traffic as a problem feature.



International Overnight Visitors

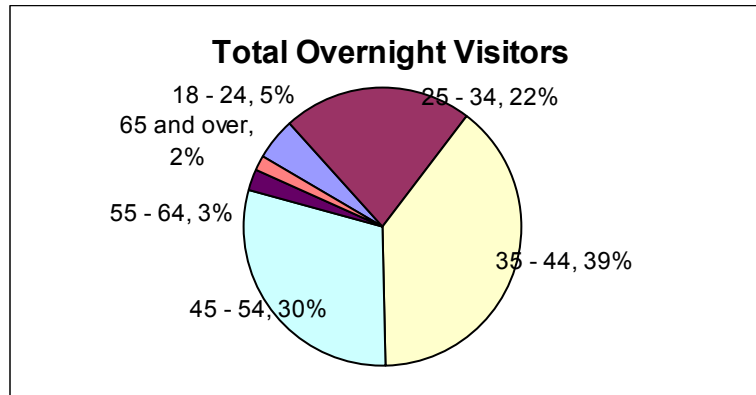


Source: Synovate

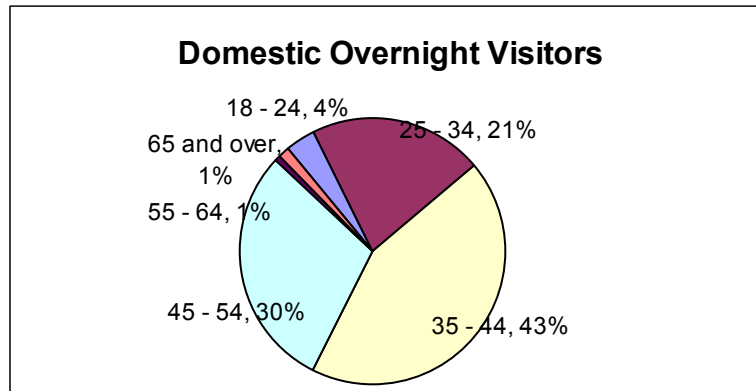
VI. Visitor Profile

A. Age Characteristics of Respondents

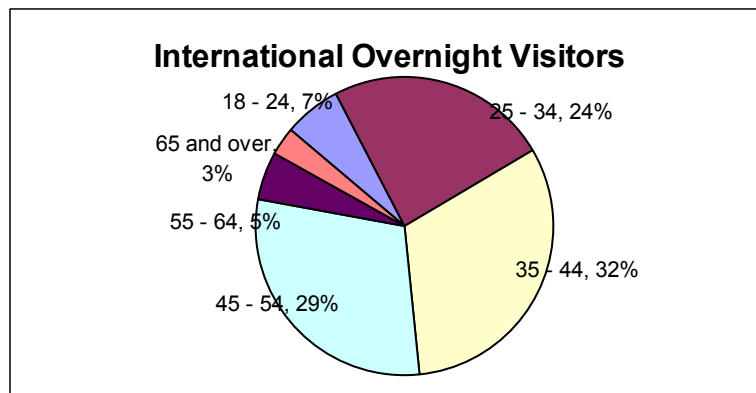
Overnight Visitors to Greater Miami and the Beaches, Age Characteristics, 2005



Total Overnight Visitor Average Age: 40.34 Years Old



Domestic Overnight Visitor Average Age: 40.08 Years Old



International Overnight Visitor Average Age: 40.79 Years Old

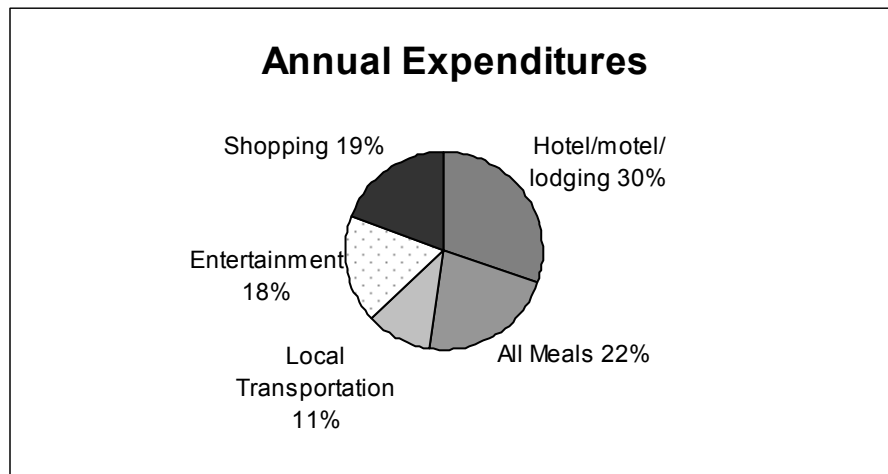
Source: Synovate

VII. Economic Impact of Overnight Visitors

A. Direct Impact: Expenditures

Direct expenditures of overnight visitors to Greater Miami and the Beaches are derived from the continuing monthly profile study. Visitors are asked for the average daily expenditures on lodging, food, transportation, entertainment and shopping for their visitor party. Per party daily expenditures are divided by the number of people per party to calculate per visitor daily expenditure. Per visitor daily expenditure is multiplied by the average number of nights stayed to calculate average total expenditures per visitor for the entire visit. Total average expenditures per visitor are projected against the total number of visitors to calculate the total direct expenditures of overnight visitors.

The tables on the following pages display the data in terms of the expenditures per party and per person in each of the categories, by domestic and international visitors to Miami Beach. This data is then projected to develop the total direct expenditures made by overnight visitors to Miami Beach in 2005.



B. Visitor Expenditures

Table 7B-1

Overnight Visitors to Greater Miami and the Beaches						
Average Daily Expenditures						
<u>Type of Expenditure</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>
Lodging	\$153.94	\$154.23	\$135.98	\$133.14	\$132.05	\$149.17
All Meals	\$116.12	\$116.82	\$108.96	\$102.17	\$97.30	\$108.74
Transportation	\$53.14	\$49.52	\$48.90	\$45.03	\$45.53	\$52.13
Entertainment	\$112.10	\$104.92	\$93.01	\$82.20	\$77.76	\$86.61
Shopping	\$83.35	\$79.33	\$70.68	\$86.46	\$87.93	\$95.23
Total: Avg. Daily \$ Per Party	\$519.65	\$504.82	\$457.53	\$449.0	\$440.57	\$491.88
Divided by: Avg. Party Size	2.21	2.19	2.14	2.26	2.02	2.23
Avg. Daily \$ Per Visitor	\$235.14	\$230.51	\$213.80	\$198.67	\$202.10	\$220.57
Multiplied by: Length of Stay Median No. of Nights	7.15	6.41	5.97	5.97	6.07	6.14
Total: \$/Person/Visit	\$1,681.32	\$1,477.58	\$1,276.4	\$1,186.1	\$1,226.7	\$1,354.3
Multiplied by Total Visitors (000)	5,166.7	5,055.0	4,440.4	4,554.0	4,483.3	5,266.6
Total Overnight Visitor Expenditures (In Billions)	\$8,686.9	\$7,469.2	\$5,667.7	\$5,401.5	\$5,499.7	\$7,132.6
Source: Synovate						

Table 7B-2

Overnight Visitors to Greater Miami and the Beaches Annual Expenditures, By Type						
	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>
Type of Expenditure	\$ (Millions)	\$ (Millions)	\$ (Millions)	\$ (Millions)	\$ (Millions)	\$ (Millions)
Lodging	\$2,571.3	\$2,285.6	\$1,683.3	\$1,601.7	\$1,648.4	\$2,163.1
All Meals	\$1,937.2	\$1,725.4	\$1,348.9	\$1,229.1	\$1,214.6	\$1,576.8
Local Transportation	\$886.1	\$732.0	\$606.4	\$541.7	\$568.4	\$755.9
Entertainment	\$1,893.7	\$1,553.6	\$1,150.5	\$988.9	\$970.7	\$1,255.9
Shopping	\$1,389.9	\$1,172.7	\$878.5	\$1,040.1	\$1,097.6	\$1,380.9
Total Expenditures	\$8,686.9	\$7,469.2	\$5,667.7	\$5,401.5	\$5,499.7	\$7,132.6
	%	%	%	%	%	%
Lodging	29.6	30.6	29.7	29.7	30.0	30.3
All Meals	22.3	23.1	23.8	22.8	22.1	22.1
Local Transportation	10.2	9.8	10.7	10.0	10.3	10.6
Entertainment	21.8	20.8	20.3	18.3	17.6	17.6
Shopping	16.0	15.7	15.5	19.3	20.0	19.4
Total Expenditures	100.0	100.0	100.0	100.0	100.0	100.0

Source: Synovate

Table 7B-3

Overnight Visitors to Greater Miami and the Beaches Average Daily Expenditures, By Domestic Visitors						
	<u>Domestic</u>					
	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>
Lodging	\$160.72	\$155.21	\$144.20	\$142.36	\$138.63	\$149.37
All Meals	\$115.78	\$114.52	\$114.04	\$104.91	\$98.86	\$103.73
Transportation	\$53.42	\$47.92	\$49.70	\$46.65	\$47.06	\$51.46
Entertainment	\$125.48	\$112.46	\$103.08	\$90.26	\$85.72	\$89.98
Shopping	\$66.19	\$61.89	\$59.33	\$63.70	\$60.18	\$68.16
Total: Avg. Daily \$ Per Party	\$521.59	\$492.00	\$470.35	\$447.88	\$430.45	\$462.70
Avg. Party Size	2.07	2.03	2.14	2.13	2.05	2.02
Avg. Daily \$ Per Visitor	\$251.98	\$242.36	\$219.79	\$210.27	\$209.98	\$229.06
Length of Stay Median No. of Nights	7.06	6.23	5.86	5.90	5.86	5.94
Total: \$/Person/Visit	\$1,778.95	\$1,509.93	\$1,287.97	\$1,240.61	\$1,230.5	\$1,360.61
Visitors (000)	2,743.5	2,770.1	2,442.2	2,932.8	2,770.7	3,339.0
Total Overnight Visitors Expenditures (In Millions)	\$4,880.5	\$4,182.7	\$3,145.5	\$3,638.5	\$3,409.2	\$4,543.1
Source: Synovate						

Table 7B-4

Overnight Visitors to Greater Miami and the Beaches Average Daily Expenditures, By International Visitors						
	International					
	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>
Lodging	\$140.92	\$152.44	\$116.34	\$116.01	\$120.75	\$148.83
All Meals	\$116.77	\$121.00	\$96.88	\$97.15	\$94.70	\$117.41
Transportation	\$52.58	\$52.45	\$46.99	\$42.09	\$43.24	\$53.3
Entertainment	\$89.42	\$91.31	\$69.10	\$67.28	\$64.38	\$80.69
Shopping	\$116.25	\$110.83	\$97.67	\$128.31	\$133.86	\$142.49
Total: Avg. Daily \$ Per Party	\$515.94	\$528.03	\$426.98	\$450.84	\$456.93	\$542.72
Avg. Party Size	2.48	2.50	2.15	2.50	2.39	2.6
Avg. Daily \$ Per Visitor	\$208.04	\$211.21	\$198.60	\$180.34	\$191.18	\$208.74
Length of Stay Median No. of Nights	7.42	6.98	6.40	6.17	6.66	6.82
Total: \$/Person/Visit	\$1,543.66	\$1,474.26	\$1,271.01	\$1,112.7	\$1,273.3	\$1,423.60
Visitors (000)	2,423.2	2,284.8	1,998.2	1,621.2	1,712.6	1,927.56
Total Overnight Visitors Expenditures (In Millions)	\$3,740.6	\$3,368.4	\$2,539.7	\$1,804	\$2,180.6	\$2,744.1
Source: Synovate						