

CASE STUDY: MIAMI

TAXI: YOUR CONVENTION CONNECTION

Because of its proximity to Latin America, Miami serves as the headquarters of Latin American operations for over 1400 multinational corporations, including American Airlines, Cisco, Disney, Exxon, FedEx, Microsoft, Oracle, SBC Communications, Sony, and Visa International.

In 2006, overnight visitors reported their main reason for visiting Greater Miami and the Beaches as: 61.0% for vacation, 11.7% for conventions or trade shows. Convention and trade show delegate's average 4.0 nights; and business visitor's average 4.0 nights.

In 2006, 95% of visitors arrived by air versus 5% by car, boat or train.

