



UNITED STATES OF AMERICA

Miami, Florida

LUSSO

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SECTION 1

Miami in Short

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Miami in Short

Blending the appeal of a premier beach destination with the energy of a cultural capital and the sophistication of a global luxury hub, Miami offers an exceptional mix of best in-class dining, marquee events, luxury hospitality and diverse neighbourhoods.



SECTION 2

The Quick Fit Check

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The Quick Fit Check

Usually works
well for travellers
who want:

- ✓ A unique blend of vibrant city life and beautiful beaches in a single destination
- ✓ Michelin-starred dining and a diverse, best in-class culinary scene
- ✓ The ideal pre- or post-cruise stay, with plenty to see and do
- ✓ Major sporting events, including Formula 1, Inter Miami CF matches, and the Miami Open
- ✓ Rich arts, culture, and distinctive neighbourhood experiences
- ✓ Luxury hotels, designer shopping, and premium lifestyle experiences
- ✓ Easy access to nature and outdoor adventures without sacrificing the energy of the city
- ✓ A seamless addition to a wider Florida itinerary
- ✓ Multiple experiences in one trip, from beaches and nightlife to culture and nature
- ✓ Celebration travel, milestone birthdays, and memorable group getaways
- ✓ Iconic beach clubs, rooftop bars, and world-famous Miami nightlife

Less suited
if they want:

- ✗ A traditional all-inclusive beach holiday
- ✗ A destination centred around a single resort area
- ✗ Complete seclusion away from city life
- ✗ A purely beach-focused escape
- ✗ A destination where everything is within walking distance

SECTION 3

Matching Miami to the Traveller

SECTION 3

Matching Miami to the Traveller

THE FIRST-TIME MIAMI TRAVELLER

South Beach

For many travellers, this is where the Miami story begins.

Ocean Drive, Art Deco architecture, beach clubs, and vibrant nightlife have made South Beach one of the most recognisable stretches of coastline in the United States. Although it spans just three miles, the district remains Miami's most iconic neighbourhood.

RECOMMENDED HOTELS

The Setai, Faena, One Hotel South Beach, The Ritz-Carlton South Beach, The Betsy

WORTH KNOWING

Though only about three miles long, South Beach is home to more than 600 Art Deco buildings, making it one of the world's most extensive collections of this type of architecture.



SECTION 3

Matching Miami to the Traveller



THE LUXURY TRAVELLER

Bal Harbour & Surfside

The upscale enclave of Bal Harbour is known for its designer shopping, sophisticated beachfront lifestyle, and some of the area's most exclusive accommodations.

Luxury boutiques line its streets, yet the atmosphere remains far more relaxed and refined than the energy of nearby South Beach, making it a favorite destination for travelers seeking elegance without the crowds.

Neighbouring Surfside offers a similarly sophisticated atmosphere. The area is home to the Four Seasons Hotel at The Surf Club, a landmark property with a storied history dating back to the 1930s. Originally established as an exclusive social club, it became a favored gathering place for many of America's most prominent and influential figures.

RECOMMENDED HOTELS

St Regis Bal Harbour, Four Seasons Hotel at The Surf Club, The Surf Club Restaurant by Thomas Keller

WORTH KNOWING

The Surf Club Restaurant holds a Michelin star, while the Four Seasons Hotel at The Surf Club is recognised as a Michelin Key hotel, reflecting excellence in both dining and hospitality.

SECTION 3

Matching Miami to the Traveller

THE FAMILY TRAVELLER

Miami Beach & Sunny Isles

While many travellers see Miami Beach as one destination, each of its distinct sections from South to North are centered on their unique, characteristic lifestyle.

South Beach (SoBe): Vibrant, walkable party hub. Known for Art Deco architecture, intense nightlife, shopping, and high-energy crowds.

Mid-Beach: Upscale resort & condo corridor. A ‘middle ground’ balancing the energy of the south with a calmer vibe, featuring luxury hotels, ‘Millionaire’s Row,’ and enhanced, upscale dining.

North Beach: Laid-back, local residential enclave. A quieter, family-friendly area known for wider, less-crowded beaches, MiMo (Miami Modern) architecture, and a peaceful atmosphere.

Sunny Isles Beach: Sits about eight miles north of South Beach and is especially popular with families. Compared with the livelier atmosphere of South Beach, it offers a more relaxed setting, wider stretches of beach, and a quieter pace. Visitors also benefit from convenient access to both Port/Miami and Port Everglades, making it an attractive base for beach vacations and cruise departures.

RECOMMENDED HOTELS

Acqualina Resort & Residences, Fontainebleau Miami Beach, Nobu Hotel Miami Beach

WORTH KNOWING

Fontainebleau remains one of Miami Beach’s most iconic hotels and was featured in The Bodyguard.



SECTION 3

Matching Miami to the Traveller

THE FOOD & CULTURE TRAVELLER

Little Havana & Wynwood

Few neighbourhoods reveal more about modern Miami.

Little Havana lies at the heart of Miami’s Cuban community. Spanish is spoken throughout the neighbourhood, Cuban coffee is served from local ventanitas, and the atmosphere feels distinctly different from the image many travellers have before they arrive.

Wynwood tells a very different story.

Once an industrial district, it has transformed into one of Miami’s leading creative hubs. Vibrant murals cover entire buildings, while galleries sit alongside breweries and independent restaurants. The neighbourhood also plays a central role during Art Basel each December.

Many visitors compare Wynwood’s atmosphere to London’s Camden, thanks to its mix of street art, creative energy, and independent businesses.

WORTH KNOWING

Wynwood is also home to a thriving mix of restaurants, breweries, and independent boutiques, making it one of Miami’s most walkable and enjoyable neighborhoods to explore.



SECTION 3

Matching Miami to the Traveller



THE REPEAT VISITOR

Coconut Grove & Coral Gables

Travellers who have already experienced South Beach often find themselves drawn to these neighbouring districts.

Coconut Grove's waterfront setting, leafy streets, art galleries and independent restaurants create a relaxed atmosphere that feels worlds away from the energy of Miami Beach.

Coral Gables is known for its elegant Mediterranean-inspired architecture, championship golf courses, luxury spas, upscale shopping and acclaimed dining scene. The neighbourhood is also home to Miracle Mile, one of Miami's best-known shopping destinations, and The Biltmore, an iconic landmark hotel that has been a symbol of South Florida glamour for nearly a century.

RECOMMENDED HOTELS

The Ritz-Carlton Coconut Grove, The Biltmore

WORTH KNOWING

Coral Gables sits just 10-15 minutes from Miami International Airport and around 20 minutes from PortMiami. Coconut Grove is equally well connected, situated just 20 minutes from Miami International Airport and approximately 17 minutes from PortMiami, while offering its own unique blend of waterfront character, vibrant culture, and relaxed atmosphere.

SECTION 3

Matching Miami to the Traveller



THE CRUISE TRAVELLER

Brickell

If Miami has a contemporary heart, it is Brickell.

Defined by soaring glass skyscrapers, sophisticated rooftop lounges, acclaimed waterfront dining and some of the city's most prestigious hotels, the district has emerged as Miami's premier address for luxury living and hospitality.

Just minutes from PortMiami, Brickell provides an elegant setting for both pre- and post-cruise stays, offering a refined alternative to the energy of Miami's beachfront neighbourhoods. Here, sleek urban glamour meets bayfront views, creating a distinctly cosmopolitan atmosphere. The experience is further enhanced by the convenience of PortMiami, where several cruise lines now operate from dedicated terminals, ensuring a seamless transition from city stay to voyage from the moment travellers arrive.

RECOMMENDED HOTELS

Four Seasons Hotel Miami, EAST Miami,
JW Marriott Miami

WORTH KNOWING

The Underline is Miami's transformative linear park project, linking Brickell, Coconut Grove, and Coral Gables with walking and cycling paths, public art installations, and vibrant green spaces. Upon completion, it will extend 10 miles beneath the Metrorail corridor.

SECTION 3

Matching Miami to the Traveller

THE DESIGN, ART & SHOPPING TRAVELLER

Design District

If any neighbourhood captures Miami's remarkable evolution, it's the Design District.

Once an overlooked corner of the city, the area has transformed into a vibrant destination where some of the world's most prestigious fashion houses sit alongside striking contemporary architecture, public art installations, acclaimed restaurants and innovative gallery spaces. Luxury shopping may be what first draws visitors here, but many find themselves lingering far longer than planned, moving between exhibitions, cafés, design showcases and Michelin-recognised dining experiences.

Distinctly international in character, the Design District plays a central role in Miami's transformation from a sun-and-sand getaway into a global capital of luxury, culture and contemporary lifestyle.

RECOMMENDED HOTELS

The Miami Beach EDITION, Four Seasons Hotel at The Surf Club, EAST Miami, The Ritz-Carlton South Beach

WORTH KNOWING

The Design District is home to Buckminster Fuller's Fly's Eye Dome, among the architect's final and most iconic creations.



SECTION 3

Matching Miami to the Traveller

THE WELLNESS & LIFESTYLE TRAVELLER

Sunset Harbor

Not every side of Miami revolves around beach clubs and Ocean Drive.

Sunset Harbor offers a glimpse of the city many locals know and love. Set around a marina just across from South Beach, the neighbourhood has built a reputation for wellness, with boutique fitness studios, independent cafés, waterfront restaurants and a noticeably more relaxed atmosphere.

It's the sort of place where mornings start with a walk by the water and a coffee, rather than a queue for a sunlounger. For travellers looking to experience a more laid-back side of Miami without sacrificing style or sophistication, Sunset Harbor provides a refreshing alternative to the city's better-known districts.

RECOMMENDED HOTELS

1 Hotel South Beach, The Miami Beach EDITION

WORTH KNOWING

Sunset Harbor has quietly established itself as one of Miami Beach's most desirable neighbourhoods, attracting locals with its curated mix of wellness studios, independent cafés, and marina-front dining.



SECTION 3

Matching Miami to the Traveller



THE OUTDOOR LUXURY TRAVELLER

Key Biscayne

Miami's skyline may steal the headlines, but Key Biscayne tells a very different story.

Just a short drive from downtown, this island community feels calmer, greener and pleasantly removed from the energy of the city. Beaches, marinas, cycling trails and waterfront parks create an atmosphere that appeals to travellers who enjoy being outdoors, while still remaining within easy reach of Miami's restaurants, shopping and cultural attractions.

Particularly popular with families and extended-stay visitors, Key Biscayne offers a more residential atmosphere and the opportunity to discover a relaxed side of South Florida that many visitors never see.

RECOMMENDED HOTELS

The Ritz-Carlton Key Biscayne, Miami

WORTH KNOWING

Bill Baggs Cape Florida State Park is home to the historic Cape Florida Lighthouse, an iconic landmark dating to 1825 and among the oldest surviving structures in South Florida.

SECTION 4

A Day That Works Well Here

SECTION 4

A Day That Works Well Here

Morning

Start the day in Little Havana. While South Beach may be Miami's most iconic neighbourhood, Little Havana reveals a completely different side of the city. Spanish fills the air, Cuban coffee is poured from family-run cafés, and the vibrant streets feel worlds away from the beachfront scene many visitors expect.

Take time to wander along Calle Ocho, browse independent shops, and immerse yourself in the rich Cuban heritage that has helped shape Miami's identity for generations.

Mid-Morning

Head to Wynwood. Once an industrial warehouse district, Wynwood has transformed into one of Miami's most vibrant creative neighbourhoods. Striking large-scale murals, independent galleries, craft breweries and eclectic boutiques have turned the area into a destination in its own right.

While the neighbourhood is at its liveliest during Art Basel each December, its creative energy is evident throughout the year. Wynwood is also one of the city's best spots for lunch, offering everything from casual cafés and independent eateries to lively terraces where travellers can relax and watch the world go by.

Afternoon

Choose the Miami that suits you. For some, that means an afternoon on Miami Beach. For others, it's designer shopping in Bal Harbour, exploring the Miami Design District, or discovering Aventura Mall, home to more than 300 stores alongside an ever-growing collection of restaurants, public art and luxury brands.

Travellers seeking culture can spend time at the Pérez Art Museum Miami (PAMM), while families and science enthusiasts will enjoy the Phillip and Patricia Frost Museum of Science. For a completely different side of Miami, Biscayne National Park lies just southeast of the city, offering easy access to coral reefs, islands and diverse marine habitats. Whether you're drawn to world-class shopping, cultural attractions, natural wonders or iconic beaches, Miami offers experiences to suit every style of traveller.

SECTION 4

A Day That Works Well Here

Sunset

Make your way towards the waterfront. Whether you're sipping cocktails above Biscayne Bay in Brickell, wandering the leafy streets of Coconut Grove, or taking in the shifting colours along Miami Beach, this is when the city comes into its own, embracing the arrival of evening.

Evening

Home to 15 Michelin-starred restaurants and a dining scene shaped by influences from Latin America, the Caribbean, Europe and Asia, the city has firmly established itself as a culinary destination in its own right.

Travellers can indulge in Michelin-starred dining at acclaimed restaurants such as Ariete, Boia De, Elcielo, and Tambourine Room by Tristan Brandt, or discover the many neighbourhood favourites that give the city its distinctive character.

As night falls, the city comes alive: rooftop cocktails in Brickell, live music in Little Havana, or a late dinner in South Beach. The evening can unfold almost anywhere.

SECTION 5

What's New and Worth Knowing

SECTION 5

What's New and Worth Knowing



Miami is Having a Moment

Miami has always been a big draw in Florida, but the city is entering a particularly exciting period of growth.

More than 50 hotels are planned across Greater Miami and Miami Beach in the coming years, with prestigious luxury brands including Aman, Rosewood, Waldorf Astoria and Bulgari set to further elevate an already impressive hospitality landscape. At the same time, several of Miami's landmark hotels are undergoing major renovations and repositioning projects.

For agents, it means Miami isn't standing still. Even travellers who have visited before will find new neighbourhoods, hotels, restaurants and attractions waiting for them, creating fresh opportunities to sell one of the USA's most dynamic destinations.

The Cruise Capital of the World is Getting Bigger

Miami has long been known as the Cruise Capital of the World®, and its cruise offering continues to evolve.

More than 20 cruise brands operate from PortMiami, including many of the luxury lines offered by Lusso. Several cruise lines now feature dedicated terminals, creating a more seamless arrival experience for travellers embarking on their voyage. As demand for Caribbean cruising grows, the port is continuing to invest in expanded capacity and enhanced infrastructure.

For many travellers, Miami isn't the gateway to a cruise. It's become an important part of the holiday itself.



SECTION 5

What's New and Worth Knowing

Brightline Has Changed the Way Travellers Explore Florida

One of the biggest developments in recent years has been Brightline, the state's high-speed passenger rail service connecting Miami with Aventura, Fort Lauderdale, Boca Raton, West Palm Beach, and Orlando.

Offering a fast, comfortable, and stress-free alternative to driving, Brightline has significantly improved access to and from South Florida, enhancing connectivity for both visitors and residents alike.



Dining Continues to Raise the Bar

Miami's reputation as one of America's most exciting food cities continues to rise.

While the city is now home to 15 Michelin-starred restaurants, its greatest strength is the breadth of its culinary landscape. Cuban cafés in Little Havana, neighbourhood gems in Coconut Grove, waterfront dining in Brickell and best in-class restaurants across Miami Beach reflect the city's unique blend of Latin American, Caribbean, European and Asian influences.

As a result, many travellers now come to Miami for the dining scene as much as they do for the sunshine.

SECTION 5

What's New and Worth Knowing



Miami's Art Scene is Moving Beyond the Gallery

Art Basel may be the event most closely associated with Miami's creative scene, but the city continues to find innovative ways to weave art into everyday life.

One of the most ambitious examples is The ReefLine. Located just offshore from Miami Beach, this pioneering project combines public art, marine conservation and underwater installations designed to restore marine habitats while creating a unique cultural attraction. The first phase launched in late 2025, with additional sections planned in the coming years.

On land, The Underline is transforming the space beneath Miami's Metrorail into a 10-mile linear park that connects neighbourhoods including Brickell, Coconut Grove and Coral Gables. Featuring walking and cycling trails, public gathering spaces and curated art installations, the project is redefining urban connectivity while enriching the city's cultural landscape. The final phase is scheduled for completion in 2026.

SECTION 6

Voices From the Stay

SECTION 6

Voices From the Stay

Fam Trip Notes From Julie & Gina, May 2025

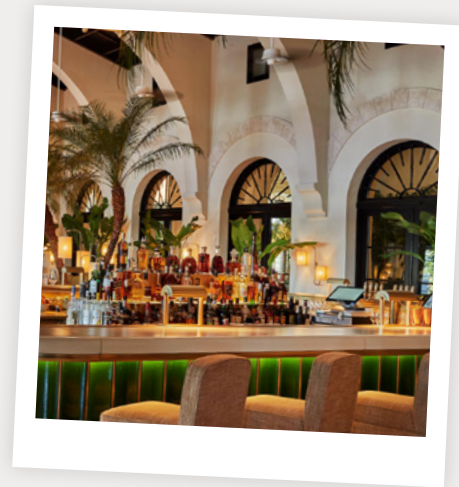


South Beach

"The Boardwalk is exactly as you've seen it on television – a vibrant oceanfront path stretching from South Beach to Bal Harbour, bustling with walkers, runners, cyclists and skaters from morning until sunset."

Surfside

"Surfside is a very upmarket area. More refined than South Beach, it's a popular choice for those who want top-end luxury in a quieter setting."



Mid-Beach

"Home to the Faena District, Mid Beach has a creative, artistic feel and is home to iconic hotels including Faena Miami Beach and Fontainebleau Miami Beach."

SECTION 7

Beyond the Booking

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Beyond the Booking

Discover Little Havana
with a Local Guide

To truly understand Miami's Cuban heritage, explore Little Havana with a local guide who brings the neighbourhood's history and culture to life. Private walking tours reveal family-owned cafés, artisan cigar makers, the rituals of Cuban coffee culture and the rich stories behind one of the city's most distinctive districts. It's an insider perspective that many visitors miss.

Explore Wynwood Beyond
The Murals

Wynwood's vibrant street art may be the district's headline attraction, but a local guide can uncover the stories, artists and cultural influences behind its most iconic murals. Private tours can be tailored to individual interests, from art and food to craft breweries and photography, offering travellers a deeper and often unexpected perspective on this one-of-a-kind creative neighbourhood.



SECTION 7

Beyond the Booking



Discover Miami's Culinary Scene

Home to 15 Michelin-starred restaurants, Miami has firmly established itself as one of the world's most dynamic dining destinations.

From sought-after reservations at Ariete, Boia De, Elcielo, EntreNos, Tambourine Room by Tristan Brandt, and The Surf Club Restaurant by Thomas Keller, to privately guided culinary tours and neighbourhood dining experiences, the city offers exceptional opportunities to explore its vibrant gastronomic scene. These experiences provide an authentic introduction to Miami's distinctive fusion of Latin American, Caribbean, European, and Asian influences.



See Miami From The Water

Whether it's a sunset cruise through Biscayne Bay, a day discovering Miami's coastline, or a celebration on the water, seeing the city from a different vantage point often becomes one of the most memorable parts of a visit. For travellers celebrating a special occasion, a private yacht charter offers a distinctive and unforgettable addition to a Miami itinerary.

SECTION 7

Beyond the Booking



Experience The Everglades

Less than an hour from downtown Miami, the Everglades presents a striking contrast to the city’s iconic skyline.

Private airboat tours, guided wildlife encounters, and immersive nature experiences offer unparalleled access to one of North America’s most distinctive ecosystems.

Build a Trip Around a Major Event

Few destinations rival Miami for its year-round calendar of world-class events. Whether attending Formula 1, Inter Miami CF, the Miami Open, Art Basel, the South Beach Wine & Food Festival, or the Miami International Boat Show, our Concierge team can secure access and craft personalised itineraries tailored to each occasion.

For many guests, the event is the destination. Miami simply elevates the experience, providing an unrivalled backdrop of culture, cuisine, and coastal glamour.



SECTION 7

Beyond the Booking



Celebrate in Miami

Whether you're celebrating a milestone birthday, planning a girls' getaway, organising a stag or hens party, or simply looking for an excuse to bring friends together, Miami knows how to celebrate in style.

From beach clubs and rooftop bars to VIP nightlife experiences, private dining and luxury yacht charters, our Concierge team can curate a bespoke itinerary tailored to your occasion.

South Beach remains the heart of Miami's vibrant nightlife scene, while iconic venues such as LIV at Fontainebleau continue to attract world-renowned DJs, celebrities and visitors from across the globe.

SECTION 9

FAQs

SECTION 9

FAQs

When is the best time to visit Miami?

Miami is a year-round destination, renowned for its warm climate and abundant sunshine. The winter and spring months are particularly appealing, offering comfortable temperatures, lower humidity and a lively programme of events. During this time, visitors can enjoy Miami's beaches while also experiencing internationally renowned events such as the Miami Open, Art Basel, South Beach Wine & Food Festival and the Formula 1 Miami Grand Prix.

Is Miami just about South Beach?

Not at all. Although South Beach remains Miami's best-known neighbourhood, travellers increasingly explore other parts of the city, including Little Havana, Wynwood, Coconut Grove, Coral Gables, Brickell, Bal Harbour and the Design District.

Which area of Miami is best for first-time visitors?

South Beach remains the classic choice for first-time visitors, thanks to its iconic Art Deco architecture, vibrant beach scene, diverse dining options and lively nightlife. Travellers seeking a different experience may prefer Mid Beach, Surfside or Sunny Isles Beach, while Brickell is particularly well suited to those looking for a more urban, cosmopolitan atmosphere.

Is Miami suitable for families?

Absolutely. Areas such as Sunny Isles Beach, Mid Beach, and Coconut Grove are particularly well suited to families. And there's much more to explore than just the coastline, from the Frost Museum of Science and boat tours to the area's nearby national parks.

How long should travellers spend in Miami?

A stay of three to four nights is ideal for experiencing both Miami's vibrant urban energy and its beautiful beaches, though many visitors choose to stay longer. The city also pairs seamlessly with a Caribbean cruise and other Florida destinations, making it an excellent addition to a broader itinerary.

Is Miami a good pre or post-cruise destination?

Very much so. As the Cruise Capital of the World®, Miami offers far more than just a convenient embarkation point. Spending a few nights before or after a cruise gives travellers the opportunity to experience the city's vibrant dining scene, distinctive neighbourhoods, world-class shopping and rich cultural attractions, turning a cruise holiday into a broader destination experience.

Is Miami good for groups or celebration trips?

Absolutely. Whether you're celebrating a milestone birthday, planning a girls' getaway, or hosting a hen or stag party, Miami delivers a sophisticated blend of luxury and excitement, with exclusive beach clubs, rooftop lounges, private yacht charters, premier sporting events, Michelin-starred restaurants, and iconic nightlife.

Do travellers need a car in Miami?

Not necessarily. Many visitors choose to stay within a specific neighbourhood and use taxis or rideshare services for local travel.

What usually surprises first-time visitors?

How varied the destination feels. While many visitors come for the beaches and nightlife, they are often surprised by the breadth of experiences available. From the distinctive character of Little Havana, Wynwood, Coconut Grove and Coral Gables to Michelin-starred restaurants, major sporting events, rich cultural attractions and nearby natural escapes.

SECTION 9

FAQs

What makes Miami different from other Florida destinations?

Miami seamlessly combines experiences that are seldom found in a single destination. Travellers can spend the morning immersed in the culture of Little Havana, the afternoon browsing luxury boutiques in Bal Harbour, the evening dining at a Michelin-starred restaurant, and the following day exploring the Everglades or setting sail on a luxury cruise. Few places offer this breadth of experiences so effortlessly and within such close proximity.

Which Miami hotels are consistently popular with Lusso travellers?

For luxury travellers, favourites include The Betsy, Loews Miami Beach, One Hotel South Beach, Four Seasons Hotel at The Surf Club, The Ritz-Carlton Coconut Grove and Intercontinental Miami Hotel. For pre and post-cruise stays, Brickell properties such as Four Seasons Hotel Miami and EAST Miami continue to prove popular.

Is Miami worth revisiting?

Definitely. With more than 50 new hotels planned, a constantly evolving dining scene, major annual events and neighbourhoods that continue to grow and change, Miami rewards repeat visits as much as first-time stays.

SECTION 10

Content Angles You Can Use

SECTION 10

Content Angles You Can Use

Below are positioning routes that work well for Miami. Each can be adapted to email, Instagram, LinkedIn or a traveller proposal.

Find Your Miami

Focus on the idea that no two visits to Miami need look the same.

While South Beach may be Miami's most iconic neighbourhood, the city's appeal extends far beyond its famous shoreline. Little Havana showcases Miami's Cuban heritage, Wynwood pulses with artistic energy, Bal Harbour exudes understated luxury, and Coconut Grove offers a relaxed waterfront atmosphere. Together, these distinct neighbourhoods create a destination capable of catering to virtually every type of traveller.

This works well for:

- First-time visitors
- Repeat visitors
- Multi-generational groups
- Travellers wanting more than a beach holiday

You might frame it around:

- Beyond Miami Beach
- Different neighbourhoods, different experiences
- A city of contrasts
- Finding your side of Miami
- More than one destination in one city

A City Shaped By The World

Focus on the cultural influences that make Miami feel unlike anywhere else in the United States.

Shaped by Latin American, Caribbean, European, and Asian influences, Miami's rich cultural diversity is reflected in its cuisine, architecture, neighbourhoods, and dynamic year-round cultural calendar.

This works well for:

- Food lovers
- Culture seekers
- Repeat Florida visitors
- Travellers looking for authentic experiences

You might frame it around:

- Little Havana
- Cuban culture
- Global flavours
- Miami's international character
- The city beyond the beach

SECTION 10

Content Angles You Can Use

The Cruise Capital Of The World[®]

Focus on Miami as both a destination and departure point.

Home to more than 20 cruise brands, including many of the world's leading luxury lines, Miami offers travellers the perfect opportunity to combine a city break with a Caribbean cruise. With world-class dining, shopping, culture and beaches on its doorstep, the city deserves far more than just an overnight stay.

This works well for:

- Cruise travellers
- Luxury cruise guests
- Caribbean itineraries
- Multi-centre holidays

You might frame it around:

- Pre and post-cruise stays
- Luxury cruising
- PortMiami
- Extending the holiday
- More than an embarkation point

Where Sport Meets Lifestyle

Focus on the events that keep Miami in the spotlight throughout the year.

From Formula 1 and Inter Miami CF to the Miami Open, Art Basel, Montreux Jazz Festival and the South Beach Wine & Food Festival, Miami's calendar offers countless reasons to venture beyond the beach.

This works well for:

- Sports fans
- Event-led travellers
- Groups
- Repeat visitors

You might frame it around:

- Formula 1 weekends
- Football in Miami
- Art Basel
- Building a trip around an event
- Miami's packed social calendar

USING THE ASSETS

We have included a bank of current imagery and short-form video supplied directly by the destination. These can be used alongside your content.

SECTION 11

Who to Call

SECTION 11

Who to Call

Our team is here to help with hotel selection, tailored stays and special requests. If you'd like guidance on positioning Miami for the right traveller profile, please contact one of the team below.



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