

LGBTQ+ MARKETING

PROGRAM OF WORK 21/22

MIAMI
GREATER MIAMI & MIAMI BEACH



The Official Destination Sales & Marketing Organization for Greater Miami & Miami Beach. CS-03859



LGBTQ+ MARKETING

PROGRAM OF WORK

OCTOBER 2021

- 10/1-11/30 Miami Entertainment Months
- 10/1-15 Celebrate ORGULLO / Miami, FL
- 10/23 National LGBTQ Task Force Gala / Miami Beach, FL
- 10/23-24 SF/Bay Area Travel & Adventure Show / Santa Clara, CA
- 10/28-29 WeTrade 2021 / Bogota, Colombia

NOVEMBER 2021

- 10/1-11/30 Miami Entertainment Months
- 11/16-19 GNetwork360 Conference on Business and LGBT Tourism / Buenos Aires, Argentina
- 11/26-29 URGE Miami Festival / Miami Beach, FL

DECEMBER 2021

- 12/1-1/31 Miami Arts, Culture & Heritage Months
- 12/2-4 Art Gaysel / Miami Beach, FL

JANUARY 2022

- 12/1-1/31 Miami Arts, Culture & Heritage Months
- 1/16-23 Aspen Gay Ski Week / Aspen, CO
- 1/28-30 NYC Travel & Adventure Show / New York, NY
- TBA GMCVB LGBTQ Tourism Advisory Committee Meeting / Virtual

FEBRUARY 2022

- 2/1-3/31 Miami Health & Wellness Months
- 2/4-6 Wigwood Miami / Miami, FL
- 2/16 Travel Bulletin LGBT+ Expo / Manchester England
- 2/20 Gay8 Festival / Little Havana, FL

MARCH 2022

- 2/1-3/31 Miami Health & Wellness Months
- 3/2-8 Winter Party Festival / Miami Beach, FL
- 3/9-13 ITB Berlin / Berlin, Germany

APRIL 2022

- 4/1-5/31 Miami Attraction & Museum Months
- 4/21-5/1 OUTshine Film Festival / Miami, FL
- TBA Miami Beach Pride Festival & Expo / Miami Beach, FL
- TBA GMCVB LGBTQ+ Tourism Advisory Committee Meeting / Virtual

MAY 2022

- 4/1-5/31 Miami Attraction & Museum Months
- 4/21-5/1 OUTshine Film Festival / Miami, FL
- 5/11-16 SweetHeat Miami / Miami Beach, FL
- 5/26-30 Sizzle South Beach / Miami Beach, FL

JUNE 2022

- 6/1-9/30 Miami Hotel Months / Meet in Miami
- 6/27-29 PROUD Experiences / New York, NY
- TBA Arsht Center CommuniTea Dance / Miami, FL
- TBA St. Pete Pride / St. Petersburg, FL
- TBA Wynwood Pride / Miami, FL

JULY 2022

- 6/1-9/30 Miami Hotel Months / Meet in Miami
- 7/1-8/31 Miami Spa Months
- TBA GMCVB Partner Marketing Workshop / Miami, FL
- TBA GMCVB LGBTQ Tourism Advisory Committee Meeting / Virtual

AUGUST 2022

- 6/1-9/30 Miami Hotel Months / Meet in Miami
- 7/1-8/31 Miami Spa Months
- 8/1-9/30 Miami Spice Restaurant Months
- TBA NGLCC International Business Leadership Conference / Fort Lauderdale, FL

SEPTEMBER 2022

- 6/1-9/30 Miami Hotel Months / Meet in Miami
- 8/1-9/30 Miami Spice Restaurant Months
- 9/1-5 Key West Womenfest / Key West, FL

NOTE: Program of Work reflects major scheduled activities based on planning process. Additional activities are considered throughout the year and others are subject to change.