

# MIAMI GUIDE MULTILINGUAL MULTIMEDIA

Embracing new innovations in media technology and building the social network between the visitor and your business



- ENGLISH
- SPANISH
- FRENCH
- GERMAN
- ITALIAN
- PORTUGUESE
- CHINESE
- JAPANESE
- RUSSIAN

**All of our new media technologies are on all covers of our guides, which act like a virtual billboard.**

## ADVERTISEMENT SPACE

## SPECS (Fractional & Decimal)

## ANNUAL COST

Quarter Page	3 11/16" x 4 3/4"	\$ 6,250
Half Page (horizontal)	7 7/8" x 4 3/4"	\$ 10,000
Half Page (vertical)	3 11/16" x 10"	\$ 10,000
Full Page	7 7/8" x 10" (live area)	\$ 17,500
Inside Cover (Full Page)	7 7/8" x 10" (live area)	\$ 20,500
Back Cover	3 11/16" x 10"	\$ 18,500

## ALL OF OUR ADVERTISING RATES INCLUDE:

- Listings up to 60 words will be translated in **9 languages**
- Location shown on appropriate map
- Website **vgp.com** iPhone **vgp.com/mobile** iPad **vgp.com/eGuide** – All in **9 languages**
- Connecting advertiser Facebook page to overseas social media network

US Department of Commerce states each international visitor spends up to 4 times more than domestic one. This means the purchasing power of 6.5 million international visitors who came to Miami last year equals 26 million domestic tourists!



vgp.com

Embracing new innovations in media technology and building the social network between the visitor and your business

Today, with new media technologies our “market capture” has dramatically increased, first with our website (www.vgp.com) since 1995, then with our iPhone Web App (www.vgp.com/mobile) and now with our new iPad eGuide (www.vgp.com/eguide) – all in 9 languages. All of our new media distribution channels are on all covers of our guides, which act like a virtual billboard.

## DISTRIBUTION CONDUCTED BY THE MULTILINGUAL GUIDE STAFF IN MIAMI

RESIDENCE INN MARRIOTT  
THE FAIRMONT TURNBERRY ISLE RESORT & CLUB  
THE REGENT BAL HARBOUR  
MANDARIN OREINTAL  
MAYFAIR HOTEL  
SONATA BAYFRONT HOTEL  
THE DOUBLETREE HOTEL  
THE GROVE ISLE HOTEL & SPA  
THE MARRIOTT RESIDENCE INN  
THE RITZ CARLTON COCONUT GROVE  
HOTEL ST. MICHEAL  
HYATT REGENCY HOTEL  
THE BITLMORE HOTEL  
WESTIN COLLONNADE  
DORAL RESORT & SPA  
MIAMI MARRIOT BISCAYNE BAY  
THE FOUR AMBASSADORS  
BAYSIDE TOURS & INFORMATION CENTER  
DOUBLETREE GRAND BAY HOTEL  
EPIC HOTEL  
FOUR SEASONS HOTEL  
GMCVB  
GREATER MIAMI CHAMBER OF COMMERCE  
HILTON MIAMI  
HOLIDAY INN  
HYATT HOTEL  
INTERCONTINENTAL MIAMI  
MARRIOTT JW HOTEL  
THE CONRAD HOTEL  
THE SEMINOLE HARDROCK HOTEL & CASINO  
THE WESTIN DIPLOMAT RESORT & SPA  
RITZ CARLTON KEY BISCAYNE  
MIAMI INTERNATIONAL AIRPORT  
15TH AND COLLINS VISITOR CENTER  
ALBION HOTEL  
ART DECO INFORMATION CENTER  
AVALON HOTEL  
BEACH PLAZA  
BEACHCOMBER HOTEL  
BEACON HOTEL  
BEST TOURS  
BEST WESTERN ATLANTIC BEACH RESORT  
CASABLANCA ON THE OCEAN

CLARIDGE HOTEL  
COURTYARD MARRIOTT MIAMI BEACH  
OCEANFRONT  
CRESENT RESORT ON SOUTH BEACH  
DAYS INN  
DAYS INN OCEANSIDE  
DEAUVILLE BEACH RESORT  
DELANO  
DOUBLE TREE SURFCOMBER HOTEL  
DUCK TOURS  
EDEN ROC  
ESSEX HOUSE HOTEL & LOUNGE  
FOUNTAINBLU  
FOUR POINTS  
GANSEVOORT SOUTH  
HILTON BENTLEY SOUTH BEACH  
HOLIDAY INN HOTELS & RESORTS  
HOTEL DE SOLEIL SOUTH BEACH  
HOTEL IMPALA  
HOTEL LA FLORA  
HOTEL MARSEILLES  
HOTEL NASH  
HOTEL RIU FLORIDA BEACH  
HOTEL VICTOR  
INDIAN CREEK HOTEL  
INFINITY DESTINATION TOURS AND TRANSPORTA-  
TION  
KENT HOTEL  
KMC TRANSPORT, TOUR & INFORMATION CENTER  
LOEWS MIAMI BEACH HOTEL  
MAJESTIC HOTEL  
MARIOTT SOUTH BEACH  
MERCURY HOTEL & SPA  
MIAMI BEACH CHAMBER OF COMMERCE  
MIAMI BEACH INTERNATIONAL HOSTEL  
MIAMI BEACH RESORT & SPA  
MONDRIAN  
NASSAU SUITE HOTEL  
OCEAN FIVE  
PARISIAN HOTEL & TOUR INFORMATION CENTER  
PENGUIN HOTEL  
PRESIDENT HOTEL  
PRIME HOTELS USA

RICHMOND HOTEL  
ROYAL PALM  
SAGAMORE  
SHORE CLUB  
SIGNATURE RENT A CAR  
SOUTH BEACH TOURIST INFO CENTER  
SOUTH SEAS HOTEL  
SUMMIT HOTELS & RESORTS  
THE ALEXANDER OCEAN FRONT RESORT  
THE BETSY SOUTH BEACH  
THE CATALINA HOTEL & BEACH CLUB  
THE NATIONAL HOTEL  
THE PALMS  
THE PARK CENTRAL  
THE RALEIGH  
THE RITZ CARLTON SOUTH BEACH  
THE SAVOY HOTEL  
THE SETAI  
THE SHELBORNE BEACH RESORT  
THE STANDARD  
THE STRAND OCEAN DRIVE  
THE TIDES  
THE WAVE HOTEL  
ACQUALINA  
DOUBLETREE OCEAN POINT RESORT & SPA  
MARCO POLO BEACH RESORT RAMADA PLAZA  
NEWPORT BEACHSIDE HOTEL & RESORT  
TRUMP INTERNATIONAL BEACH RESORT  
VICE ROY  
THE W  
INTERCONTINENTAL DORAL  
THE MUTINY HOTEL  
RIVIERA HOTEL  
BLUE MOON HOTEL  
WINTER HAVEN HOTEL  
INTERNATIONAL VACATION CLUB  
CARDOZO HOTEL  
CHESTERFIELD HOTEL  
WHITELAW HOTEL  
CHELSEA HOTEL  
SHELLEY HOTEL  
GRAND BEACH HOTEL  
THE HOTEL

## HOTELS & VISITOR PROGRAMS DISPLAY DISTRIBUTION CONDUCTED BY CTM

Air World Travel, Miami Beach, FL  
Airways Inn & Suites, Miami, FL  
Alamo Hotel, Miami Beach, FL  
Armed Forces Service Center @ Miami International Airport, Miami, FL  
Atlantic Beach Hotel, Miami Beach, FL  
Baymont Inn & Suites, Miami, FL  
Bayside Motor Inn, Miami, FL  
Beach Paradise Hotel, Miami Beach, FL  
Beach Place Hotel, Miami Beach, FL  
Berkeley Shore Hotel, Miami Beach, FL  
Best Western, Miami, FL  
Best Western, Miami, FL  
Best Western Atlantic Beach Hotel, Miami Beach, FL  
Betsy Hotel, The, Miami Beach, FL  
Biscayne Inn, Miami, FL  
Candlewood Suites, Miami, FL  
Cavalier Hotel, Miami Beach, FL  
Chamber Of Commerce, Key Biscayne, FL  
Chamber Of Commerce, Miami Beach, FL  
Chamber Of Commerce Coconut Grove, Coconut Grove, FL  
Chamber Of Commerce Miami Beach Latin, Miami Beach, FL  
Chavin Tours, Miami, FL  
Clay International Hostel, Miami Beach, FL  
Comfort Inn & Suites, Miami Springs, FL  
Comfort Suites, Kendall, FL  
Commodore Inn In The Groves, Coconut Grove, FL  
Conrad Hotel, Miami, FL \*  
Continental Hotel, Miami, FL  
Country Inn And Suites, Miami, FL  
Courtyard By Marriott, Coconut Grove, FL \*\*\*  
Courtyard By Marriott, Coral Gables, FL  
Courtyard By Marriott (Airport West), Miami, FL  
Courtyard By Marriott (Washington Ave), Miami Beach, FL  
Courtyard By Marriott Hotel @ Dolphin Mall, Miami, FL  
Crescent Hotel, Miami Beach, FL  
Crown Plaza Hotel, Miami, FL  
Days Inn, Miami Springs, FL  
Days Inn Art Deco, Miami Beach, FL  
Days Inn Miami Int'l Airport, Miami, FL  
Days Inn Oceanside, Miami Beach, FL  
Don Shula's Hotel & Golf Club, Miami Lakes, FL \*\*\*  
Doral Golf Resort, Miami, FL  
Doubletree Grand Hotel, Miami, FL  
E.F. International School Language, Miami Beach, FL  
Eden Roc, Miami Beach, FL \*\*\*  
El Palacio Sports Hotel, Opa Locka, FL  
Embassy Suites Hotel, Miami, FL  
Epic Hotel, Miami, FL \*\*\*  
Extended Stay America, Coral Gables, FL  
Extended Stay America, Miami, FL  
Extended Stay America, Miami, FL  
Extended Stay America, Miami, FL  
Fairfield Inn Marriott, Miami, FL #  
Fantasy Inn Motel, Miami, FL  
FLamingo South Beach, Miami Beach, FL  
Fontainebleu Hilton Apts, Miami, FL  
Four Ambassadors Hotel, Miami, FL \*\*  
Grayline Miami Bus Tours C/O Bayfront Park Mgmt., Miami, FL  
Hacienda Motel, Miami, FL  
Haddon Hall Hotel, Miami Beach, FL  
Hampton Inn, Coconut Grove, FL  
Hampton Inn, Miami, FL  
Hampton Inn & Suites, Miami, FL  
Hampton Inn & Suites, Miami, FL  
Hilton Garden Inn, Miami, FL \*\*\*  
Hilton Miami Airport, Miami, FL  
Hilton Miami Downtown, Miami, FL  
Holiday Inn, Miami Beach, FL  
Holiday Inn Airport Hotel, Miami Springs, FL  
Holiday Inn Express, Kendall, FL  
Holiday Inn Express, Miami, FL  
Holiday Inn Express (Doral), Miami, FL  
Holiday Inn Express Hialeah Miami Lakes, Hialeah, FL  
Holiday Inn Miami Airport West, Miami, FL  
Holiday Inn University Of Miami, Coral Gables, FL \*\*\*  
Homestead Studio Suites, Miami, FL  
Homestead Studio Suites, Miami, FL  
Homestead Suites, Miami Springs, FL  
Homewood Suites By Hilton, Miami, FL  
Hotel Blue, Miami, FL  
Hotel Indigo, Kendall, FL  
Hotel Inter-Continental, Miami, FL  
Hotel Roma, Miami, FL  
Hotel Shelley, Miami Beach, FL \*\*\*  
Hotel Sofitel Miami, Miami, FL  
Hotel Venezia, Miami Beach, FL  
Hotel Victor, Miami Beach, FL  
Howard Johnson Plaza, Hialeah, FL  
Hyatt Regency, Coral Gables, FL  
Hyatt Summerfield Suites, Miami, FL  
Imaginations Tourist Info Center, Miami Beach, FL  
James Hotel, Miami Beach, FL  
Jazz On South Beach Hostel, Miami Beach, FL  
Koa Campground Miami South, Miami, FL  
La Quinta Inn & Suites, Cutler Ridge, FL  
La Quinta Inn & Suites, Miami, FL  
La Quinta Inn & Suites, Miami, FL  
La Quinta Inn & Suites, Miami, FL  
La Quinta Inn & Suites, Miami Lakes, FL  
Leeward Motel, Miami, FL  
Loews Miami Beach Hotel, Miami Beach, FL  
Lorraine Hotel, The, Miami Beach, FL  
Ltc Luis Martinez Army Reserve Ctr, Perrine, FL  
Mandarin Oriental Hotel, Miami, FL \*\*\*  
Mandarin Oriental Hotel, Miami, FL \*\*\*  
Marivel Travel, Sunny Isles, FL  
Marriott Biscayne Bay, Miami, FL \*\*\*  
Marriott Residence Inn, Coconut Grove, FL  
Marriott Villa's At Doral, Miami, FL  
Miami Beach Convention Center, Miami, FL #  
Miami Beach Resort & Spa, Miami Beach, FL  
Miami Best Attraction Cu-4b, Miami Beach, FL  
Miami Discount Tours, Miami Beach, FL  
Miami Discount Tours @ Bohemian Internet Café, Miami, FL  
Miami Grand Vacations, Miami, FL  
Miami Info Tours, Miami Beach, FL  
Miami Springs Motel, Miami Springs, FL  
Miami Sun Hotel, Miami, FL  
Midtown Inn, Miami, FL  
Motel 7, Miami, FL  
Motel Blu, Miami, FL  
Ocean Breeze Hotel, Miami Beach, FL  
Ocean Reef Hotel, Miami Beach, FL  
Parisian Hotel & Suites, Miami Beach, FL  
Parkway Motel, Miami Springs, FL  
Quality Inn South, Kendall, FL  
Quinones Travel, Miami, FL  
Ramada Inn, Hialeah, FL  
Red Roof Inn, Miami, FL  
Reliance Aviation, Miami, FL  
Riande Hotel, Miami Beach, FL  
Richmond Hotel, Miami Beach, FL  
Ritz Carlton, Coconut Grove, FL \*\*\*  
Riu FLorida Beach Hotel, Miami Beach, FL  
River Park Hotel And Suites, Miami, FL  
Roadway Inn, Miami, FL  
Royal Palms, Miami, FL  
Runway Inn, Miami Springs, FL  
Sadigo Court, Miami Beach, FL  
San Juan Hotel, Miami Beach, FL  
Santa Barbara, Miami Beach, FL  
Sheraton Four Points Hotel, Miami Beach, FL  
Sleep Inn @ Miami International Airport, Miami Springs, FL  
Sonesta Hotel, Coconut Grove, FL \*\*\*  
South Beach Hotel, Miami Beach, FL  
South Beach Tourist Info Center, Miami, FL  
South Beach Tourist Info Center @ The Viscay Hotel, Miami Beach, FL  
South Beach Welcome Center @ The Carlton, Miami Beach, FL  
South River Suites, Medley, FL  
South Seas Hotel, Miami Beach, FL  
Springhill Suites By Marriott, Miami, FL #  
Sun' N Surf Motel, Miami, FL  
The Falls, Miami, FL  
The W Hotel, Miami Beach, FL  
Tour Center, Miami, FL  
Tourist Agency, North Miami, FL  
Tourist Info Center @ Scooter Rentals, Miami Beach, FL  
Tourist Info Center At Egue Beauty Salon, Miami Beach, FL  
Tourist Information Center, Miami, FL  
Tourist Information Center@ Computers Electronics Exchange, Miami Beach, FL  
Tower 41 Parking, Miami, FL  
Townplace Suites Marriott, Miami, FL  
Traffic Jams Rent - A - Car, Miami Beach, FL  
Tropics Hotel, The, Miami Beach, FL  
Visitor Center @ Bayside Marketplace, Miami, FL  
Westgate Resort, Miami Beach, FL  
Westgate Visitors Center, Miami, FL  
Westgate Visitors Center, Miami, FL  
Westin Hotel & Resort, Coral Gables, FL  
Wyndham Miami Airport Hotel, Miami, FL



# UNITED STATES DEPARTMENT OF COMMERCE



U.S. Commerce Secretary Gary Locke Highlights Record Growth in International Travel to the United States in 2010. U.S. Commerce Secretary Gary Locke today announced that a record-breaking 60 million international visitors arrived in the United States in 2010 – shattering the previous record set in 2000 by 17 percent. These international travelers spent more than \$134 billion during their visits, a 12 percent increase from 2009. (*March 16, 2011 – US Dept. Of Commerce*).

The cities most visited by overseas travelers in 2009 were **New York City**, **Miami**, Los Angeles, Orlando, San Francisco, Las Vegas, **District of Columbia**, Honolulu, **Boston** and Chicago. (*Overseas Visitation to US States, Cities and Census Regions 2009 – International Trade Administration*).

Office of Travel & Tourism Industries: Profile of Overseas Travelers to the United States: 2009 Inbound; Leisure/Recreational Activities:

- Shopping 87.7%**
- Dining in Restaurants 83.6%**
- Sightseeing in Cities 44.4%**
- Visit Historical Places 38.6%
- Amusement/Theme Parks 27.5%
- Visit Small Towns/Villages 26.2%
- Art Gallery, Museum 23.5%
- Cultural/Heritage Sights 22.7%
- Water Sports/Sunbathing 21.3%
- Visit National Parks 19.0%

International visitors spend more per traveler than U.S. domestic travelers. Although they account for only four percent of total travelers, they represent 17 percent of total travel-related spending. International visitors purchase 21 percent of all traveler accommodations output, **19% of all gambling output**, 15 percent of all food and beverage output, 10 percent of all highway tolls, and seven percent of all gasoline output. (*Key Facts About International Travel & Tourism – July 2010 US Dept. Commerce revised*).

The US Department of Commerce today announced that international visitation to the United States is projected to increase nine percent in 2010, setting a new record of 60 million visitors a year. In addition, growth in the travel and tourism industry is projected to increase to nearly 83 million visitors by 2015. (*US Dept. of Commerce Announces Strong Outlook for International Visitors Through 2015 – submitted October 26, 2010*).