



MARKETING PLAN
2008-2009

MIAMI INTERNATIONAL AIRPORT HOTEL

TOP OF THE PORT RESTAURANT

MARKETING PLAN

HOTEL: MIAMI INTERNATIONAL AIRPORT HOTEL

FOR THE YEAR: OCTOBER 1, 2008 THROUGH SEPTEMBER 30, 2009

SUBMITTED BY: MARTA GUERRA
DIRECTOR OF SALES & MARKETING

DATE: DECEMBER 5, 2007

DRAFT: 1

DISTRIBUTION: Douglas G. Rodibaugh, General Manager
Miami-Dade County Aviation Department

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RACK RATE BREAKDOWN

PRICE

1/1/09 Thru 4/15/09	4/16/09 Thru 12/31/09	OCCUPANCY	ROOM TYPES
\$110.00	\$ 99.00	Single	Studio
155.00	139.00	Single	Standard 1 Q bed
165.00	159.00	Single	Superior 1 Q bigger bed
185.00	169.00	Single	Standard King
185.00	169.00	Single	Standard Q/Q
205.00	189.00	Single	Superior King
205.00	189.00	Single	Superior Q/Q
225.00	199.00	Single	Deluxe King Q/Q
\$165.00	\$159.00	Double	Standard 1 Dbl bed
175.00	159.00	Double	Superior 1 Dbl bigger bed
205.00	169.00	Double	Standard King
205.00	169.00	Double	Standard Dbl/Dbl
225.00	189.00	Double	Superior King
225.00	189.00	Double	Superior Dbl/Dbl
245.00	199.00	Double	Deluxe King Dbl/Dbl
Third and fourth person \$10.00 each - Maximum 4 persons per room. Children 12 & under free with adults - Maximum 2 children per room.			
MEETING ROOMS			
ROOM #	DAY USE (9-6) (10-6)	OVERNIGHT RACK	DESCRIPTION
750	\$ 215.00 RACK 175.00 NET WHSL	\$ 350.00 550.00	w/o Bedroom w/ Bedroom
756	215.00 RACK 175.00 NET WHSL	350.00 550.00	w/o Bedroom w/ Bedroom
JUNIOR SUITES			
RACK RATE		ROOM NUMBERS	
\$ 350.00		346	
\$ 350.00		446	
\$ 350.00		753	
PRESIDENTIAL SUITE			
Parlor		\$400.00	
Parlor w/1 bed		\$825.00	
Parlor w/2 beds		\$825.00	
No Day Rates			

*These rates will be evaluated based on demand, and comparison with Airport area hotels.

Handicapped?

MEAL PLANS

2009

TYPE	PRICE	MENU
CONTINENTAL BREAKFAST	\$ 9.75 P.P. INCLUSIVE	JUICE, FRUIT, PASTRIES COFFEE OR TEA
AMERICAN BREAKFAST	\$11.95 P.P. INCLUSIVE	CHOICE OF JUICES COFFEE OR TEA COUNTRY SCRAMBLED EGGS SAUSAGE POTATO O'BRIAN TOAST
LUNCH	\$25.00 P.P. INCLUSIVE	SOUP DU JOUR CHOICE OF: SALAD SANDWICH OR PASTA COFFEE, TEA OR SODA
DINNER	\$42.00 P.P. INCLUSIVE	SOUP DU JOUR CHOICE OF: CHICKEN FISH OR MEAT VEGETABLE WILD RICE PASTA OR POTATO ICE CREAM TEA, COFFEE OR SODA
DELUXE DINNER	\$50.00 P.P. INCLUSIVE	SOUP DU JOUR CHOICE OF ANY ENTREE VEGETABLE WILD RICE PASTA OR POTATO TEA, COFFEE OR SODA

ROOM RATES FOR CONFERENCE CENTER

JANUARY 23, 2008

FULL DAY (8 HOURS)

BOARDROOM A	\$350.00
BOARDROOM B	\$350.00
ROOMS C/D	\$400.00
ROOM E	\$400.00
ROOM F	\$500.00 (LCD PROJECTOR INCLUDED)

ROOM RENTAL FEE WILL BE REDUCED WHEN FOOD AND BEVERAGE EXCEEDS \$500.00

MDAD STILL HAVE THE OLD PRICES \$125.00 FOR BOARDROOMS AND \$150.00 FOR THE REST OF ROOMS.

ROOM RATES

October 1st, 2008 - September 30th, 2009

1. **RACK RATES**

October 1, 2008-December 31, 2008

Single \$ 139.00 - \$ 179.00

Double \$ 149.00 - \$ 199.00

January 1, 2009- April 15, 2009

Single \$ 155.00 - \$ 225.00

Double \$ 185.00 - \$ 265.00

April 16, 2009-September 30, 2009

Single \$ 139.00 - \$ 199.00

Double \$ 159.00 - \$ 209.00

2. **DAY RATES**

October 1, 2008 thru September 30, 2009

* Travel Agent Commissionable \$ 95.00/Sgl

\$ 10.00 Each additional person

Net Rate (Wholesalers Rates) \$ 75.00 S/D

3. **CORPORATE RATES**

➤ Corporate (Over Counter)

October 1, 2008 - December 31, 2008

Single \$159.00 Double \$ 169.00

January 1, 2009 – April 15, 2009

Single \$165.00 Double \$185.00

April 16, 2009 – September 30, 2009

Single \$159.00 Double \$169.00

➤ Consortiums

October 1, 2008 -December 31, 2008 S/D \$145.00/155.00

January 1, 2009 – April 15, 2009 S/D \$160.00/180.00

April 16, 2009 - September 30, 2009 S/D \$150.00/166.00

➤ Corporate Accounts (Commissionable) - UTELL

October 1, 2008 -- December 31, 2008

Single \$159.00 Double \$169.00

January 1, 2009 -- April 15, 2009

Single \$165.00 Double \$185.00

April 16, 2009 -- September 30, 2009

Single \$159.00 Double \$169.00

4. **WHOLESALE RATES**

October 1, 2008 -- December 31, 2008

Single \$ 99.00
DD/King \$ 109.00
Triple \$ 119.00
Quad \$ 129.00

January 1, 2009 -- April 15, 2009

Single \$ 108.00
DD/King \$ 118.00
Triple \$ 128.00
Quad \$ 138.00

April 16, 2009 -- December 31, 2009

Single \$ 104.00
DD/King \$ 113.00
Triple \$ 121.00
Quad \$ 131.00

5. **GROUPS**

October 1, 2008 -- September 30, 2009

Single/Double \$125.00 - \$ 175.00

6. **SENIOR CITIZENS**

October 1, 2008 -- September 30, 2009

10% Off Rack Rate AARP
and AAA

7. **TRAVEL INDUSTRY DISCOUNT**
 From October 1, 2008 to September 30, 2009
 30% off rack rate for standard king and standard queen/queen categories and up.
 Does not include standard queen or superior queen.
8. **GOVERNMENT RATE**
 October 1, 2008 – September 30, 2009
- | | |
|--------|-----------|
| Single | \$ 129.00 |
| Double | \$ 149.00 |
9. **FOREIGN GOVERNMENT RATE**
 October 1, 2008 – September 30, 2009
- | | |
|--------|-----------|
| Single | \$ 139.00 |
| Double | \$ 159.00 |
10. **AIRLINE NON VOUCHER RATE**
 October 1, 2008 – September 30, 2009
- | | |
|--------|-----------|
| Single | \$ 107.00 |
| Double | \$ 127.00 |



U.S. General Services Administration

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[Per Diem](#) [Home > Policy > Travel Management > Per Diem > Per Diem Rates](#)

[Overview](#)

Florida - FY 09

[FAQ](#)

(October 1, 2008 through September 30, 2009)

[Per Diem Rates](#)

[Meals and
Incidental Expense
Breakdown](#)

Cities not appearing below may be located within a county for which rates are listed. To determine what county a city is located in, visit the [National Association of Counties \(NACCO\) website](#) (a non-federal website).

[Factors Influencing
Lodging Rates](#)

NOTE: If neither the city nor the county is listed, the location is a standard CONUS destination with a rate of \$70.00 for lodging and \$39.00 for meals and incidental expenses (M&IE).

[FY 09 Per Diem
Highlights](#)

[Fire Safe Hotels](#)

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[State Tax Rates & Exemption Forms](#)

[Per Diem Files
\(Current &
Archived\)](#)

[Properties at Per Diem \(FedRooms\)](#)

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Primary Destination (1)	County (2, 3)	Max Lodging (incl. taxes) *	M&IE Rate **	Max Per Diem Rate (4)	First & Last Day (75% of M&IE)
Altamonte Springs (October 1 - December 31)	Seminole	88	39	127	29.25
Altamonte Springs (January 1 - March 31)	Seminole	101	39	140	29.25
Altamonte Springs (April 1 - September 30)	Seminole	88	39	127	29.25
Boca Raton, Delray Beach, Jupiter, Palm Beach Gardens, Palm Beach, Palm Beach Shores, Singer Island and West Palm Beach (October 1 - November 30)	Palm Beach	99	64	163	48.0
Boca Raton, Delray Beach, Jupiter, Palm Beach Gardens, Palm Beach, Palm Beach Shores, Singer Island and West Palm Beach (December 1 - April 30)	Palm Beach	145	64	209	48.0
Boca Raton, Delray Beach, Jupiter, Palm Beach Gardens, Palm Beach, Palm Beach Shores, Singer Island and West Palm Beach	Palm Beach	99	64	163	48.0

*Max of 4
belgium
Max of 4
meals, 3 months*

Gulf Breeze (June 1 - July 31)	Santa Rosa	150	39	189	39.25
Gulf Breeze (August 1 - September 30)	Santa Rosa	105	39	144	29.25
Jacksonville / Jacksonville Beach / Mayport Naval Station / Fernandina Beach / Atlantic Beach	Duval, City of Jacksonville and Nassau	89	49	138	36.75
Key West (October 1 - November 30)	Monroe	167	64	231	48.0
Key West (December 1 - January 31)	Monroe	202	64	266	48.0
Key West (February 1 - March 31)	Monroe	243	64	307	48.0
Key West (April 1 - September 30)	Monroe	167	64	231	48.0
Kissimmee (October 1 - December 31)	Osceola	79	39	118	29.25
Kissimmee (January 1 - July 31)	Osceola	85	39	124	29.25
Kissimmee (August 1 - September 30)	Osceola	79	39	118	29.25
Lakeland	Polk	87	39	126	29.25
Leesburg	Lake	77	44	121	33.0
Miami (October 1 - February 28)	Miami-Dade	149	59	208	44.25
Miami (March 1 - September 30)	Miami-Dade	121	59	180	44.25
Naples (October 1 - January 31)	Collier	134	64	198	48.0
Naples (February 1 - March 31)	Collier	221	64	285	48.0
Naples (April 1 - September 30)	Collier	120	64	184	48.0
Ocala	Marion	91	44	135	33.0
Orlando (October 1 - December 31)	Orange	109	49	158	36.75
Orlando (January 1 - March 31)	Orange	133	49	182	36.75
Orlando (April 1 - September 30)	Orange	109	49	158	36.75
Panama City (October 1 - February 28)	Bay	85	49	134	36.75
Panama City (March 1 - May 31)	Bay	125	49	174	36.75
Panama City	Bay	146	49	195	36.75

ROOM RATES FOR CONFERENCE CENTER

JANUARY 23, 2008

FULL DAY (8 HOURS)

BOARDROOM A	\$350.00
BOARDROOM B	\$350.00
ROOMS C/D	\$400.00
ROOM E	\$400.00
ROOM F	\$500.00 (LCD PROJECTOR INCLUDED)

ROOM RENTAL FEE WILL BE REDUCED WHEN FOOD AND BEVERAGE EXCEEDS \$500.00

MDAD STILL HAVE THE OLD PRICES \$125.00 FOR BOARDROOMS AND \$150.00 FOR THE REST OF ROOMS.

COMPETITORS RATE

	MIAMI INT'L	HILTON MARINA	WYNDHAM	MARRIOTT	SHERATON MIAMI MARI	SOFITEL	EMBASSY SUITES
		262-1000	871-3800	649-5000	261-3800	264-4888	634-5000
NO. ROOMS	260	500	408	775	334	382	312
RACK RATES	\$179 D + TAX	\$259 S/D + TAX	\$289 S/D + TAX	\$319 S/D includes bkft. + TAX	\$189 S/D + TAX	\$205 S/D + TAX	\$209 S/D + TAX W/Breakfast & Afternoon cocktail
DAY RATES	\$85/95 + TAX	\$95 + TAX	N/A	N/A	\$89 + TAX	N/A	N/A
CORPORATE RATES	\$ 155 S \$ 175 D W/UPGRADE	Only for contracted companies	Only for contracted companies	\$324 S/D includes bkft + TAX	Only for contracted companies	Only for contracted companies	N/A
WEEKEND RATES	N/A	N/A	N/A	\$279 S/D + TAX	N/A	N/A	\$189.00 S/D W/BKFAST & AFTERNOON COCKTAIL.

*NOTE: COMPETITORS TOTAL NUMBER OF ROOMS: 2,611

*THESE RATES ARE BASED ON HIGH SEASON 2007 DONE ON NOVEMBER, 2006 FOR DATES OF MARCH 15, 2007.

COMPETITORS RATE -II

	MIAMI INT'L	HOLIDAY INN MTA INT'L AIRPORT N.	COURTYARD MIAMI AIRPORT S.	FAIRFIELD INN MIAMI SOUTH	VIYATT SUMMERFIELD SUITES MIA	HAMPTON INN SUITES MIA AIRPORT S. BLUE LAGOON	SPRINGHILL SUITES MIA AIRPORT S.
NO. ROOMS	260	220	126	281	156	147	151
RACK RATES	\$179 D + TAX	\$229.00 + TAX	\$259.00 + TAX	\$149.00 + TAX includes bkft	\$279.00 + TAX includes bkft	\$199.00 + TAX includes bkft	\$199.00 + TAX includes bkft
DAY RATES	\$85/95 + TAX	N/A	N/A	N/A	N/A	N/A	N/A
CORPORATE RATES	\$ 155 S \$ 175 D W/UPGRADE	Only for contracted companies	Only for contracted companies	Only for contracted companies	Only for contracted companies	Only for contracted companies	Only for contracted companies
WEEKEND RATES	N/A	\$206.95 + TAX Non- refundable	\$239.00 + TAX	\$149.00 + TAX includes bkft	N/A	N/A	\$199.00 + TAX includes bkft

*NOTE: COMPETITORS TOTAL NUMBER OF ROOMS: 1,081

*THESE RATES ARE BASED ON HIGH SEASON 2007 DONE ON NOVEMBER, 2006 FOR DATES OF MARCH 15, 2007.

ACTION OUTLINE TO ACHIEVE MARKET SEGMENT BUDGETS

MONTH: OCTOBER
YEAR: 2008

WALK-INS:

Monthly visits to counter ticket agents for referrals and distribute Halloween Cookie Baskets

TRAVEL AGENTS/WHOLESALERS:

Direct mail response to Travel Agents' requests.
Attend AAA Annual Conference in Ft. Lauderdale.
Follow up for conference.
Attend Local Association Meetings.

GROUPS, MEETINGS & BANQUETS:

Direct mail response to Greater Miami Conventions & Visitors Bureau leads.

Station Managers' Promotion
Personal sales calls to area companies.

CORPORATE:

Personal sales calls to local companies.

Business After Hours: Attend monthly Business After Hours meeting.
Direct mail to potential clients.

AIRLINES:

Monthly sales calls to Station Managers and Sales Executive to promote the hotel and facilities.

CRUISE LINES:

Sales calls to cruise line clients to ensure proper services for the season.

ACTION OUTLINE TO ACHIEVE MARKET SEGMENT BUDGETS

MONTH: NOVEMBER
YEAR: 2008

WALK-INS:

Monthly visits to counter ticket agents to distribute Holiday Cookie Baskets

TRAVEL AGENTS/WHOLESALERS:

Attend FIT in Argentina, this show is for wholesalers and travel agents from all the major cities in Argentina.
Attend World Travel Market in London, England.
Follow up includes sending contracts, brochures and other special request for both trade shows.
Attend Travel Trade/ CLIA in Ft. Lauderdale.
Direct mail response to Travel Agents requests.

GROUPS, MEETINGS & BANQUETS:

Direct mail response to Greater Miami Conventions & Visitors Bureau leads.

Station Managers' Promotion
Personal sales calls to area companies.

CORPORATE:

Personal sales calls to local companies.

Business After Hours: Attend monthly Business After Hours meeting.
Direct mail to potential clients.

AIRLINES:

Monthly sales calls to Station Managers and Sales Executive to promote the hotel and facilities.

CRUISE LINES:

Sales calls to cruise line clients to ensure proper services for the season.

ACTION OUTLINE TO ACHIEVE MARKET SEGMENT BUDGETS

MONTH: DECEMBER
YEAR: 2008

WALK-INS:

Monthly visits to counter ticket agents to distribute Holiday Cookie Baskets

TRAVEL AGENTS/WHOLESALERS:

Direct mail response to Travel Agents requests.

Christmas Cards mailing.

Personal calls to clients.

Distribution of Christmas presents to top producers.

GROUPS, MEETINGS & BANQUETS:

Direct mail response to Greater Miami Conventions & Visitors Bureau leads.

Personal sales calls to area companies.

Distribute Holiday Cookie Baskets with Christmas Party menus.

CORPORATE:

Personal sales calls to local companies.

Business After Hours: Attend monthly Business After Hours meeting.

Christmas Cards mailing.

AIRLINES:

Monthly sales calls to Station Managers and Sales Executive.

Distribute Christmas presents to top producers.

CRUISE LINES:

Sales calls to cruise line clients to distribute Christmas presents.

ACTION OUTLINE TO ACHIEVE MARKET SEGMENT BUDGETS

MONTH: JANUARY
YEAR: 2009

WALK-INS:

Monthly visits to counter ticket agents for referrals.

TRAVEL AGENTS/WHOLESALERS:

Direct mail response to Travel Agents requests.

Attend monthly local Association Meetings.

Attend Matka in Helsinki Finland.

Follow up includes sending contracts, brochures and other special requests.

GROUPS, MEETINGS & BANQUETS:

Direct mail response to Greater Miami Conventions & Visitors Bureau leads.

Station Managers Program:

Personal calls to area companies.

CORPORATE:

Personal sales calls to local companies.

Business After Hours: Attend monthly Business After Hours meeting.

Direct mail to potential clients.

AIRLINES:

Monthly sales calls to Station Managers and Sales Executive to promote the hotel and facilities.

CRUISE LINES:

Sales calls to cruise line clients to ensure proper services for the season.

ACTION OUTLINE TO ACHIEVE MARKET SEGMENT BUDGETS

MONTH: FEBRUARY
YEAR: 2009

WALK-INS:

Monthly visits to counter ticket agents for referrals.

TRAVEL AGENTS/WHOLESALERS:

Attend West Coast Sales Mission/ Los Angeles and San Francisco.
Follow up with contracts and collateral materials.
Direct mail response to Travel Agents requests.

Attend monthly local Association Meetings.

GROUPS, MEETINGS & BANQUETS:

Direct mail response to Greater Miami Conventions & Visitors Bureau leads.
Station Managers Program:
Personal calls to area companies.

CORPORATE:

Personal sales calls to local companies

Business After Hours: Attend monthly Business After Hours meeting.

Direct mail to potential clients.

AIRLINES:

Monthly sales calls to Station Managers and Sales Executive to promote the hotel and facilities.

CRUISE LINES:

Sales calls to cruise line clients to ensure proper services for the season.

ACTION OUTLINE TO ACHIEVE MARKET SEGMENT BUDGETS

MONTH: MARCH
YEAR: 2009

WALK-INS:

Monthly visits to counter ticket agents for referrals.

TRAVEL AGENTS/WHOLESALERS:

Direct mail response to Travel Agents requests.

Attend monthly local Association Meetings.
Attend Chicago Sales Mission with Greater Miami Conv. Visitors Bureau.
Attend Cruise 360/CLIA in Ft. Lauderdale.
Follow up will include mailing of contracts and collateral materials.

GROUPS, MEETINGS & BANQUETS:

Direct mail response to Greater Miami Conventions & Visitors Bureau leads.

Station Managers Program:

Personal calls to area companies.

CORPORATE:

Personal sales calls to local companies.

Business After Hours: Attend monthly Business After Hours meeting.

Direct mail to potential clients.

AIRLINES:

Monthly sales calls to Station Managers and Sales Executive to promote the hotel and facilities.

CRUISE LINES:

Cruise 360 / CLIA follow up.

ACTION OUTLINE TO ACHIEVE MARKET SEGMENT BUDGETS

MONTH: APRIL
YEAR: 2009

WALK-INS:

Monthly visits to counter ticket agents for referrals.

TRAVEL AGENTS/WHOLESALERS:

Direct mail response to Travel Agents requests.

Attend monthly local Association Meetings.

GROUPS, MEETINGS & BANQUETS:

Direct mail response to Greater Miami Conventions & Visitors Bureau leads.

Station Managers Program:

Personal calls to area companies.

CORPORATE:

Personal sales calls to local companies.

Business After Hours: Attend monthly Business After Hours meeting.

Direct mail to potential clients.

AIRLINES:

Monthly sales calls to Station Managers and Sales Executive to promote the hotel and facilities.

CRUISE LINES:

Sales calls to cruise line clients to ensure proper services for the season.

ACTION OUTLINE TO ACHIEVE MARKET SEGMENT BUDGETS

MONTH: MAY
YEAR: 2009

WALK-INS:

Monthly visits to counter ticket agents for referrals.

TRAVEL AGENTS/WHOLESALERS:

Attend Pow Wow in Miami, FL.
Follow up includes mailing of contracts and collateral materials.

Direct mail response to Travel Agents requests.

Attend monthly local Association Meetings.

GROUPS, MEETINGS & BANQUETS:

Direct mail response to Greater Miami Conventions & Visitors Bureau leads.
Station Managers Program:
Personal calls to area companies.

CORPORATE:

Personal sales calls to local companies.

Business After Hours: Attend monthly Business After Hours meeting.

Direct mail to potential clients.

AIRLINES:

Monthly sales calls to Station Managers and Sales Executive to promote the hotel and facilities.

CRUISE LINES:

Sales calls to cruise line clients to ensure proper services for the season.

ACTION OUTLINE TO ACHIEVE MARKET SEGMENT BUDGETS

MONTH: JUNE
YEAR: 2009

WALK-INS:

Monthly visits to counter ticket agents for referrals.

TRAVEL AGENTS/WHOLESALERS:

Attend GMCVB/ Caribbean Mission:

Follow up includes sending new Contracts, Brochures and any other special request.

Attend Italian Sales Mission.

Follow up includes sending contracts and collateral materials.

Direct mail response to Travel Agents requests.

Attend monthly local Association Meetings.

GROUPS, MEETINGS & BANQUETS:

Direct mail response to Greater Miami Conventions & Visitors Bureau leads.

Station Managers Program:

Personal calls to area companies.

CORPORATE:

Personal sales calls to local companies.

Business After Hours: Attend monthly Business After Hours meeting.

Direct mail to potential clients.

AIRLINES:

Monthly sales calls to Station Managers and Sales Executive to promote the hotel and facilities.

CRUISE LINES:

Sales calls to cruise line clients to ensure proper services for the season.

ACTION OUTLINE TO ACHIEVE MARKET SEGMENT BUDGETS

MONTH: JULY
YEAR: 2009

WALK-INS:

Monthly visits to counter ticket agents for referrals.

TRAVEL AGENTS/WHOLESALERS:

Direct mail response to Travel Agents requests.

Local sales calls to potential clients in the Travel Trade.

Attend monthly local Association Meetings.

GROUPS, MEETINGS & BANQUETS:

Direct mail response to Greater Miami Conventions & Visitors Bureau leads.

Station Managers Program:

Personal calls to area companies.

CORPORATE:

Personal sales calls to local companies.

Business After Hours: Attend monthly Business After Hours meeting.

Direct mail to potential clients.

AIRLINES:

Monthly sales calls to Station Managers and Sales Executive to promote the hotel and facilities.

CRUISE LINES:

Sales calls to cruise line clients to ensure proper services for the season.

ACTION OUTLINE TO ACHIEVE MARKET SEGMENT BUDGETS

MONTH: AUGUST
YEAR: 2009

WALK-INS:

Monthly visits to counter ticket agents for referrals.

TRAVEL AGENTS/WHOLESALERS:

Direct mail response to Travel Agents requests.

Attend monthly local Association Meetings.

GROUPS, MEETINGS & BANQUETS:

Direct mail response to Greater Miami Conventions & Visitors Bureau leads.

Station Managers Program:

Personal calls to area companies.

CORPORATE:

Personal sales calls to local companies.

Business After Hours: Attend monthly Business After Hours meeting.

Direct mail to potential clients.

AIRLINES:

Monthly sales calls to Station Managers and Sales Executive to promote the hotel and facilities.

CRUISE LINES:

Sales calls to cruise line clients to ensure proper services for the season.

ACTION OUTLINE TO ACHIEVE MARKET SEGMENT BUDGETS

MONTH: SEPTEMBER
YEAR: 2009

WALK-INS:

Monthly visits to counter ticket agents for referrals.

TRAVEL AGENTS/WHOLESALERS:

Attend La Cumbre in Puerto Rico, this is an appointment show attended by buyers from all of Latin America.
Attend Canada Sales Mission with Greater Miami Conv. & Visitors Bureau.
Attend North East Sales Mission with Greater Miami Conv. & Visitors Bureau.
Follow up includes sending contracts, collateral materials and any special requests.

Direct mail response to Travel Agents requests.

Local sales calls to potential clients in the Travel Trade.

GROUPS, MEETINGS & BANQUETS:

Direct mail response to Greater Miami Conventions & Visitors Bureau leads.
Station Managers Program:
Personal calls to area companies.

CORPORATE:

Personal sales calls to local companies.

Business After Hours: Attend monthly Business After Hours meeting.

Direct mail to potential clients.

AIRLINES:

Monthly sales calls to Station Managers and Sales Executive to promote the hotel and facilities.

CRUISE LINES:

Sales calls to cruise line clients to ensure proper services for the season.

PROMOTIONAL PROGRAMS

Holiday Cookie Promotion - This promotion is implemented during National Holidays. Theme Cookie Baskets with menus are distributed to all the airlines, including ticket agents and management personnel, to promote the Conference Center for specialty parties and the Top of the Port Restaurant.

Station Managers Promotion - The Director of Sales and Catering Sales Manager will periodically invite an Airline Station Manager to lunch to promote Food & Beverage business, Conference Center and Airline packages.

In-House Advertising - Promotional piece distributed at the front desk to promote all food and beverage facilities.

Complimentary Wine or Beer Coupon - This coupon is distributed by the front desk to large groups upon check in, to promote dinner sales at the Top of the Port Restaurant.

Daily Display Table - At the Lobby Bar with our Luncheon menu to capitalize on the peak hour of terminal traffic as well as daily special display outside the restaurant on the 7th floor.

MAP Plan - This is a pre-paid meal plan, sold to wholesalers and travel agents along with the hotel stay.

Client Appreciation - Distribution of Holiday Baskets for our top producing domestic and local clients. We will include a Top of the Port gift certificate to show our appreciation and at the same time promote our Top of the Port restaurant. During our contract signing season we will entertain our top producers either during Trade Shows or locally to compliment our working relationship.

Daily Lunch Special Calendar - During slow months of the year we run a monthly calendar with daily lunch specials. This helps to increase covers during slow months, along with giving the airport employees a taste of our good food at a good value. This also helps word of mouth advertising through the airport.

**PROPOSED MEDIA BUDGET
2008-2009**

A.	Travel Trade Directories Includes: Hotel Travel Index, Florida Directory, Greater Miami & Beaches Travel Guide Directory Latin America targeted promotions Yellow Pages Directory	\$ 62,000.00
B.	E Commerce Includes: Website fees and promotions	\$ 10,000.00
		<hr/>
	TOTAL MEDIA	\$72,000.00

**OTHER EXPENSES
BUDGET DESCRIPTIONS**

BROCHURES AND PACKAGES -	Proposed -- 16,000
Reason: Re-printing of collateral materials including Rack brochures, Fact Sheet and Rate Cards.	
DIRECT MAIL -	Proposed -- 4,000
Includes follow up of trade shows, requests from Travel agents and X-mas mailings.	
DUES & SUBSCRIPTIONS -	Proposed -- 8,000
See page 25 for breakdown.	
ENTERTAINMENT -	Proposed -- 20,394
To cover expenses of FAM trips (site inspections) of Travel Agents, expenses of ground operators that handle large groups in-house. Fruit baskets for VIP's, flowers for clients on special occasions, free drink cards, give-away dinners and lunches for promotional purposes for Top of the Port Restaurant and Lounge.	
SPECIAL PROMOTIONS -	Proposed -- 10,000
<u>Station Manager's Promotion -</u>	
<u>Cookie Promotions -</u>	
<u>Local Promotional Program -</u>	
IN-HOUSE ADVERTISING -	Proposed -- 4,000
Reprint of In-House promotional piece. Local promotional shows & events.	
NEWSPAPER AND MAGAZINE -	Proposed -- 72,000
A basic media plan is proposed. See page 21, for breakdown.	
OTHER ADVERTISING -	Proposed -- 5,000
Fees for participation in consortias and corporate directories.	

AIRPORT ADVERTISING - 8 Phone Centers throughout airport terminal. Advertising throughout the airport terminal.	Proposed -- 30,000
PHOTO ARTS/MECHANICAL - Artwork and ad preparation for advertising.	Proposed -- 6,000
POSTAGE - Departmental correspondence expenses.	Proposed -- 4,000
PRINTING/STATIONARY - Includes stationary and office supplies for the department. Printing of miscellaneous collateral material. Example: Meal vouchers and discount coupons.	Proposed -- 11,000
PROMOTION GIVEAWAY - Giveaways for trade shows and clients. Example: Letter openers, trade show bags, rulers.	Proposed -- 9,000
TELEPHONE EXPENSES - Departmental telephone expenses which includes long distance calls.	Proposed -- 3,120
TRADE SHOWS - Trade shows for 08/09. See page 35 for breakdown.	Proposed -- 41,050
PACKAGE CLUB BENEFITS - Expenses for VIP 1 & 2 turndown service.	Proposed -- 7,000
TRAVEL EXPENSES - See page 26, for breakdown.	Proposed -- 50,000
TOTAL	\$300,564

DUES AND SUBSCRIPTIONS

<u>Subscriptions</u>	<u>Cost</u>
SKAL	\$ 1,500.00
Travel Industry Association of America	\$ 1,700.00
Greater Miami Convention & Visitors Bureau	\$ 3,000.00
Visit Florida Annual Dues	\$ 2,500.00
Various Functions/ Business After Hours	\$ <u>300.00</u>

TOTAL EXPENSES	\$ 9,000.00

**TRADE SHOWS BOOTH EXPENSES
2008-2009**

October-2008

AAA Annual Cruise Conference/Ft. Lauderdale \$ 850.00

November -- 2008

FTT, Buenos Aires/GMCVB \$ 2,600.00
World Travel Market/London/GMCVB \$ 4,000.00
Travel Trade /CLIA/GMCVB/Ft. Lauderdale \$ 900.00

January -- 2009

Matka/Helsinki/Finland \$ 5,000.00

February-2009

ITB/Berlin \$ 4,000.00

March -- 2009

Chicago Sales Mission/GMCVB \$ 2,300.00
Cruise 3Sixty/CLIA/Ft. Lauderdale \$ 800.00

May - 2009

Pow Wow /Miami , Fl \$ 7,000.00

June -- 2009

Italian Sales Mission/GMCVB \$ 3,900.00
Caribbean Sales Mission/GMCVB \$ 1,500.00

September -- 2009

La Cumbre/ Puerto Rico \$ 2,600.00
Canada Sales Mission/GMCVB \$ 2,900.00
Montreal and Toronto
Northeast Sales Mission/GMCVB \$ 3,700.00
Boston, New Jersey, New York

Total \$ 41,050.00

*The Proposal Travel Schedule will be reviewed closer to the fiscal year and changes may occur based on our market trends.

**TRADE SHOWS TRAVEL EXPENSES
2008-2009**

October-2008

AAA Annual Conference/Ft. Lauderdale \$ 100.00

November – 2008

FIT, Buenos Aires/GMCVB \$ 3,000.00
World Travel Market/London/GMCVB \$ 7,000.00
Travel Trade/CLIA/GMCB/Ft. Lauderdale \$ 100.00

January – 2009

Matka/Helsinki/Finland \$ 6,000.00

February- 2009

ITB/ Berlin \$6,000.00

March – 2009

Chicago Sales Mission/GMCVB \$ 2,300.00
Cruise Sixty/CLIA/Ft. Lauderdale \$ 100.00

May - 2009

Pow Wow/ Miami,Fl \$ 3,500.00
West Coast Sales Mission/ Los Angeles
and San Fransisco \$ 4,000.00

June – 2009

Caribbean Sales Mission/GMCVB \$ 2,500.00
Italian Sales Mission/GMCVB \$ 5,900.00

September – 2009

La Cumbre/ Puerto Rico \$ 4,000.00
Canada Sales Mission/GMCVB \$ 2,500.00
Montreal and Toronto
Northeast Sales Mission/GMCVB \$ 3,000.00
Boston, Philadelphia, Stamford, New York

Total \$ 50,000.00

*The Proposal Travel Schedule will be reviewed closer to the fiscal year and changes may occur based on our market trends.

TRADE SHOW/SALES MISSIONS DESCRIPTIONS

POW WOW

THE WORLD'S PREMIER VISIT USA MARKETPLACE. THE APPOINTMENTS ARE PRE-SCHEDULED ENSURING QUALITY TIME SPENT WITH CLIENT TOUR OPERATORS AND MEET NEW INTERNATIONAL TOUR OPERATORS. CONTRACTING IS DONE DURING THIS SHOW, THEREFORE OUR PRESENCE IS IMPORTANT IN ORDER TO ENSURE OUR INCLUSION IN NEXT YEARS TOUR OPERATORS PROGRAMS. FOLLOW UP INCLUDES, SENDING NEW CONTRACTS, BROCHURES AND ANY OTHER SPECIAL REQUEST.

WORLD TRAVEL MART

WORLD TRAVEL MART IS THE SECOND LARGEST TRADE SHOW IN THE WORLD WITH 43,000 TRAVEL AND TOURISM PROFESSIONALS ATTENDING FROM OVER 170 COUNTRIES. THE U.K. HAS BEEN OUR NUMBER ONE INTERNATIONAL MARKET AND OUR TOP PRODUCERS ALWAYS REQUESTS A MEETING TO DISCUSS NEXT YEARS PROGRAMS. THIS IS AN EXCELLENT VENUE TO EXPOSE OUR HOTEL IN THE INTERNATIONAL MARKET. FOLLOW UP INCLUDES SENDING NEW CONTRACTS, BROCHURES AND ANY OTHER SPECIAL REQUEST.

FIT, BUENOS AIRES

FERIA INTERNACIONAL DE TURISMO, A 4 DAY TRADESHOW IN ARGENTINA. THIS SHOW HAS AN ATTENDANCE OF 10,000 PROFESSIONALS FROM ARGENTINA, URUGUAY AND CHILE. FOLLOW UP INCLUDES SENDING NEW CONTRACTS, BROCHURES AND ANY OTHER SPECIAL REQUEST.

CANADA SALES MISSION

PARTICIPATION IN THE CANADA SALES MISSION WITH THE GREATER MIAMI CONVENTION AND VISITORS BUREAU EXPOSES THE MIAMI INTERNATIONAL AIRPORT HOTEL TO CANADA'S TOP TOUR OPERATORS. AND CRUISE ONLY AGENCIES. FOLLOW UP INCLUDES SENDING NEW CONTRACTS, BROCHURES AND ANY OTHER SPECIAL REQUEST.

CARIBBEAN SALES MISSION

STRATEGIC SALES MISSION WITH THE GREATER MIAMI CONVENTION AND VISITORS BUREAU TO THIS MAJOR CARIBBEAN MARKET TARGETING TRAVEL AGENTS AND TOUR OPERATORS THAT WORK WITH LEISURE AND BUSINESS TRAVEL THROUGH WORKSHOPS AND SCHEDULED SALES CALLS. FOLLOW UP WILL INCLUDE SENDING CONTRACTS, BROCHURES AND ANY OTHER SPECIAL REQUEST.

CRUISE 3SIXTY/CLIA

JOINT MARKETING EFFORT WITH THE GREATER MIAMI COVENTION AND VISITORS BUREAU IN ORDER TO PROMOTE THE HOTEL TO PRE AND POST CRUISE BUSINESS. FOLLOW UP INCLUDES SENDING CONTRACTS, BROCHURES AND ANY OTHER SPECIAL REQUEST.

AAA ANNUAL CONFERENCE

JOINT MARKETING OPPORTUNITY WITH GREATER MIAMI CONVENTION AND VISITORS BUREAU. THIS ANNUAL CONFERENCE ATTRACTS OVER 2000 AGENTS FROM THROUGHOUT THE UNITED STATES.

WEST COAST SALES BLITZ

WE WILL SCHEDULE APPOINTMENTS WITH TOP TOUR OPERATORS IN LOS ANGELES AND SAN FRANCISCO. THE MAJORITY OF THE JAPANESE TOUR OPERATORS ARE LOCATED IN THESE CITIES, THEREFORE WE NEED TO PERSONALLY DISCUSS WITH THEM THE RENOVATION OF THE HOTEL IN ORDER TO RECAPTURE THIS BUSINESS. LETTER WILL BE SENT AS FOLLOW UP.

NORTHEAST SALES MISSION

WE WILL SCHEDULE APPOINTMENTS WITH TOP TOUR OPERATORS IN NEW YORK, BOSTON, PHILADELPHIA AND STAMFORD. WE NEED TO PERSONALLY INFORM THESE AGENTS OF THE HOTEL'S RENOVATION AND RECAPTURE THIS IMPORTANT MARKET SEGMENT FROM THESE MAJOR FEEDER CITIES. LETTERS WILL BE SENT AS FOLLOW UP.

CHICAGO SALES MISSION

JOINT MARKETING OPPORTUNITY WITH THE GREATER MIAMI CONVENTION AND VISITORS BUREAU. THIS MISSION WILL CONSIST OF PRE-SCHEDULED ONSITE SALES PRESENTATIONS TO TOP TOUR OPERATORS. PROMOTIONAL FOLLOW-UP WILL BE SENT.

LA CUMBRE/PUERTO RICO

THIS SHOW HAS AN ESTIMATED ATTENDANCE OF OVER 1000 TOP LATIN AMERICA AND CARIBBEAN TOUR OPERATORS. THIS IS A PRE-SCHEDULED APPOINTMENT SHOW. FOLLOW UP INCLUDES SENDING NEW CONTRACTS, BROCHURES AND ANY OTHER SPECIAL REQUESTS.

MATKA/HELSINKI/FINLAND

THIS SHOW IS UNIVERSALLY RECOGNIZED AS THE LEADING TRAVEL INDUSTRY EVENT. IT IS THE ONLY EVENT DEDICATED TO BOTH WORDWIDE BUYERS AND SUPPLIERS. OUR PRESENCE IS IMPORTANT IN ORDER TO ENSURE OUR INCLUSION IN NEXT YEARS PROGRAMS. FOLLOW-UP INCLUDES SENDING CONTRACTS, BROCHURES AND ANY OTHER SPECIAL REQUESTS.

ITALIAN SALES MISSION

IN CONJUNCTION WITH THE GREATER MIAMI CONVENTION AND VISITORS BUREAU WE WILL PARTICIPATE IN THIS MISSION TO EXPOSE THE MIAMI INTERNATIONAL AIRPORT HOTEL TO ITALY'S MARKET SEGMENT. THE MISSION WILL CONSIST OF TARGETED PRE-SCHEDULED ONSITE SALES PRESENTATIONS TO TOUR OPERATORS, AGENTS AND INCENTIVE HOUSES. FOLLOW-UP WITH CONTRACTS, BROCHURES AND ANY OTHER SPECIAL REQUEST.

ITB/BERLIN

THIS IS A PRE-SCHEDULED APPOINTMENT SHOW. ESTIMATED ATTENDANCE IS 4000 FROM EASTERN EUROPE AND 100,000 CONSUMERS. FOLLOW UP INCLUDES SENDING NEW CONTRACTS, BROCHURES AND ANY OTHER SPECIAL REQUESTS.

COMBINED YTD MARKE SEGMENT 2007 - 2008

	<u>ROOMS</u>	<u>ADR</u>	<u>REVENUE</u>
DAY	2815	78.28	204,680
	NIGHT ROOMS		
WIN	11500	142.55	1,639,325
TRAVEL AGENTS	7250	146.88	1,064,875
WHOLESALERS	3575	103.43	369,775
GROUPS	870	121.64	105,825
CORPORATE	380	139.21	52,900
AIRLINE	8395	70.00	587,650
GOVERNMENT	325	117.77	38,275
DISCOUNT	3985	117.40	467,630
DIRECT RESV	9615	140.78	1,353,625
CRUISE LINES	670	104.70	70,150
INTERNET ACCTS.	6738	115.62	779,060
COMPLIMENTARY	324	0.00	0
TOTAL	53827	\$121.75	6,529,280
COMBINED	58242	\$119.73	\$6,733,980
OCC%	59%		
ROOMS AVAIL	94784		
Out of Order Rooms	19,947		

OCTOBER 2007

	<u>ROOMS</u>	<u>ADR</u>	<u>REVENUE</u>
DAY	175	76.00	13,300
	NIGHT ROOMS		
WIN	900	137.00	123,300
TRAVEL AGENTS	400	140.00	56,000
WHOLESALEERS	292	101.00	29,492
GROUPS	110	125.00	13,750
CORPORATE	30	135.00	4,050
AIRLINE	700	70.00	49,000
GOVERNMENT	40	119.00	4,760
DISCOUNT	100	109.00	10,900
DIRECT RESV	960	135.00	116,100
CRUISE LINES	50	102.00	5,100
INTERNET ACCTS.	500	109.00	54,500
COMPLIMENTARY	25		
TOTAL	4007	\$116.53	\$466,952
COMBINED	4182	\$114.84	\$480,252
OCC%	52%		
ROOMS AVAIL	8029		
Out of Order Rooms	3379		

NOVEMBER 2007

	<u>ROOMS</u>	<u>ADR</u>	<u>REVENUE</u>
DAY	190	76.00	14,440
	NIGHT ROOMS		
WIN	900	140.00	126,000
TRAVEL AGENTS	450	145.00	65,250
WHOLESALERS	213	101.00	21,513
GROUPS	75	125.00	9,375
CORPORATE	20	135.00	2,700
AIRLINE	650	70.00	45,500
GOVERNMENT	25	119.00	2,975
DISCOUNT	150	111.00	16,650
DIRECT RESV	525	135.00	70,875
CRUISE LINES	50	102.00	5,100
INTERNET ACCTS.	560	108.00	60,480
COMPLIMENTARY	20		0
TOTAL	3638	\$117.21	\$426,418
COMBINED	3828	\$115.17	\$440,858
OCC%	49%		
ROOMS AVAIL	7770		
Out of Order Rooms	3,270		

DECEMBER 2007

	<u>ROOMS</u>	<u>ADR</u>	<u>REVENUE</u>
DAY	200	76.00	15,200
	NIGHT ROOMS		
WIN	825	139.00	127,850
TRAVEL AGENTS	425	140.00	59,500
WHOLESALERS	270	101.00	27,270
GROUPS	60	125.00	7,500
CORPORATE	25	135.00	3,375
AIRLINE	820	70.00	43,400
GOVERNMENT	20	119.00	2,380
DISCOUNT	100	111.00	11,100
DIRECT RESV	730	135.00	98,550
CRUISE LINES	50	102.00	5,100
INTERNET ACCTS.	500	108.00	54,000
COMPLIMENTARY	25		0
TOTAL	3750	\$117.29	\$439,825
COMBINED	3950	\$115.20	\$455,025
OCC%	49%		
ROOMS AVAIL	8029		
Out of Order Rooms	3,379		

JANUARY 2008

	<u>ROOMS</u>	<u>ADR</u>	<u>REVENUE</u>
DAY	150	92.00	13,800
	NIGHT ROOMS		
WIN	975	150.00	146,250
TRAVEL AGENTS	445	155.00	68,975
WHOLESALEERS	200	109.00	21,800
GROUPS	60	135.00	8,100
CORPORATE	30	155.00	4,650
AIRLINE	750	70.00	52,500
GOVERNMENT	20	119.00	2,380
DISCOUNT	400	140.00	56,000
DIRECT RESV	830	155.00	128,650
CRUISE LINES	90	109.00	9,810
INTERNET ACCTS.	630	133.00	83,790
COMPLIMENTARY	20		0
TOTAL	4450	\$130.99	\$582,905
COMBINED	4600	\$129.72	\$596,705
OCC%	57%		
ROOMS AVAIL.	8029		
Out of Order Rooms	3,379		

FEBRUARY 2008

	<u>ROOMS</u>	<u>ADR</u>	<u>REVENUE</u>
DAY	150	91.00	13,650
	NIGHT ROOMS		
WIN	975	150.00	146,250
TRAVEL AGENTS	500	145.00	72,500
WHOLESALERS	200	109.00	21,800
GROUPS	50	125.00	6,250
CORPORATE	20	155.00	3,100
AIRLINE	600	70.00	42,000
GOVERNMENT	10	119.00	1,190
DISCOUNT	375	140.00	52,500
DIRECT RESV	740	155.00	114,700
CRUISE LINES	50	109.00	5,450
INTERNET ACCTS.	638	130.00	82,940
COMPLIMENTARY	20		0
TOTAL	4178	\$131.33	\$548,580
COMBINED	4328	\$129.93	\$562,330
OCC%	58%		
ROOMS AVAIL.	7311		
Out of Order Rooms	3,161		

MARCH 2008

	<u>ROOMS</u>	<u>ADR</u>	<u>REVENUE</u>
DAY	150	91.00	13,650
	NIGHT ROOMS		
WIN	975	150.00	146,250
TRAVEL AGENTS	480	155.00	74,400
WHOLESALERS	300	110.00	22,000
GROUPS	60	130.00	7,800
CORPORATE	30	155.00	4,650
AIRLINE	700	70.00	49,000
GOVERNMENT	10	119.00	1,190
DISCOUNT	300	140.00	42,000
DIRECT RESV	790	155.00	122,450
CRUISE LINES	90	110.00	9,900
INTERNET ACCTS.	660	130.00	86,400
COMPLIMENTARY	30		0
TOTAL	4345	\$130.73	\$568,040
COMBINED	4495	\$129.41	\$581,690
OCC%	56%		
ROOMS AVAIL	8029		
Out of Order Rooms	3,379		

APRIL 2008

	<u>ROOMS</u>	<u>ADR</u>	<u>REVENUE</u>
DAY	200	80.00	16,000
	NIGHT ROOMS		
WIN	1000	135.00	135,000
TRAVEL AGENTS	900	145.00	130,500
WHOLESALERS	350	101.00	35,350
GROUPS	145	120.00	17,400
CORPORATE	100	135.00	13,500
AIRLINE	800	70.00	56,000
GOVERNMENT	40	109.00	4,360
DISCOUNT	500	130.00	65,000
DIRECT RESV	840	145.00	121,800
CRUISE LINES	90	101.00	9,090
INTERNET ACCTS.	480	115.00	55,200
COMPLIMENTARY	25		0
TOTAL	5270	\$122.05	\$643,200
COMBINED	5470	\$120.51	\$659,200
OCC%	70%		
ROOMS AVAIL	7770		

Out of Order Rooms

May-08

	<u>ROOMS</u>	<u>ADR</u>	<u>REVENUE</u>
DAY	250	75.00	18,750
	NIGHT ROOMS		
WIN	900	145.00	130,500
TRAVEL AGENTS	650	145.00	94,250
WHOLESALERS	350	103.00	36,050
GROUPS	100	115.00	11,500
CORPORATE	25	135.00	3,375
AIRLINE	775	70.00	54,250
GOVERNMENT	50	119.00	5,950
DISCOUNT	500	106.00	53,000
DIRECT RESV	800	135.00	108,000
CRUISE LINES	50	103.00	5,150
INTERNET ACCTS.	600	109.00	65,400
COMPLIMENTARY	40		0
TOTAL	4840	\$117.24	\$567,425
COMBINED	5090	\$115.16	\$586,175
OCC%	63%		
ROOMS AVAIL	8028		

Out of Order Rooms

Jun-08

	<u>ROOMS</u>	<u>ADR</u>	<u>REVENUE</u>
DAY	250	70.00	17,500
	NIGHT ROOMS		
WIN	975	135.00	131,625
TRAVEL AGENTS	650	145.00	94,250
WHOLESALEERS	375	103.00	38,625
GROUPS	50	115.00	5,750
CORPORATE	25	135.00	3,375
AIRLINE	850	70.00	45,500
GOVERNMENT	45	119.00	5,355
DISCOUNT	375	103.00	38,625
DIRECT RESV	900	135.00	121,500
CRUISE LINES	50	103.00	5,150
INTERNET ACCTS.	550	109.00	59,950
COMPLIMENTARY	29		0
TOTAL	4674	\$117.61	\$549,705
COMBINED	4924	\$115.19	\$567,205
OCC%	63%		
ROOMS AVAIL	7770		

Out of Order Rooms

Jul-08

	<u>ROOMS</u>	<u>ADR</u>	<u>REVENUE</u>
DAY	300	79.00	23,700
	NIGHT ROOMS		
WIN	1000	145.00	145,000
TRAVEL AGENTS	850	150.00	127,500
WHOLESALERS	375	103.00	38,625
GROUPS	55	115.00	6,325
CORPORATE	25	135.00	3,375
AIRLINE	750	70.00	52,500
GOVERNMENT	10	119.00	1,190
DISCOUNT	405	103.00	41,715
DIRECT RESV	850	135.00	114,750
CRUISE LINES	25	103.00	2,575
INTERNET ACCTS.	550	109.00	59,950
COMPLIMENTARY	30		0
TOTAL	4925	\$120.51	\$593,505
COMBINED	5225	\$118.13	\$617,205
OCC%	65%		
ROOMS AVAIL	8029		

Out of Order Rooms

Aug-08

	<u>ROOMS</u>	<u>ADR</u>	<u>REVENUE</u>
DAY	300	79.00	23,700
	NIGHT ROOMS		
WIN	1000	145.00	145,000
TRAVEL AGENTS	850	150.00	127,500
WHOLESALERS	375	103.00	38,625
GROUPS	55	115.00	6,325
CORPORATE	25	135.00	3,375
AIRLINE	750	70.00	52,500
GOVERNMENT	10	119.00	1,190
DISCOUNT	405	103.00	41,715
DIRECT RESV	850	135.00	114,750
CRUISE LINES	25	103.00	2,575
INTERNET ACCTS.	550	109.00	59,950
COMPLIMENTARY	30		0
TOTAL	4925	\$120.51	\$593,505
COMBINED	5225	\$118.13	\$617,205
OCC%	55%		
ROOMS AVAIL	8009		

Out of Order Rooms

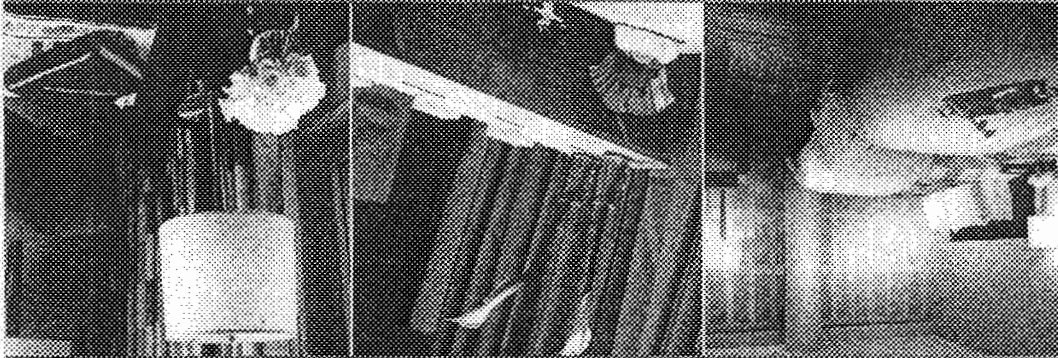
Sep-08

	<u>ROOMS</u>	<u>ADR</u>	<u>REVENUE</u>
DAY	300	70.00	21,000
	NIGHT ROOMS		
WIN	975	140.00	136,500
TRAVEL AGENTS	650	145.00	94,250
WHOLESALERS	375	103.00	38,625
GROUPS	50	115.00	5,750
CORPORATE	25	135.00	3,375
AIRLINE	650	70.00	45,500
GOVERNMENT	45	119.00	5,365
DISCOUNT	375	103.00	38,625
DIRECT RESV	900	135.00	121,500
CRUISE LINES	50	103.00	5,150
INTERNET ACCTS.	500	109.00	54,500
COMPLIMENTARY	30		0
TOTAL	4625	\$118.73	\$549,130
COMBINED	4925	\$115.76	\$570,130
OCC%	63%		
ROOMS AVAIL.	7770		

Out of Order Rooms



layovers, delays and overnights never looked so appealing. Client details make your stay at the Miami International Airport Hotel not only convenient, but incredibly relaxing. The hotel's sound proof rooms offer sublime peace and quiet so you can catch up on some much needed sleep on our luxurious pillow top bedding. Wash away your travel worries with the hotel suite's lavish rain showerheads. All these moments are just a step away from your next destination, conveniently located inside the terminal at Concourse E Departure Level. Come stay with us at the Miami International Airport Hotel.



COMFORT
JUST
ZZZ'S
FROM YOUR GATE

Miami International Airport Hotel is conveniently located inside the terminal at Concourse E. The hotel is just 15 minutes from the Port of Miami and 15 minutes from Miami Beach.

ACCOMMODATIONS

Elegantly appointed accommodations in 257 completely sound proof rooms and 7 suites provide comfort and convenience. Just steps away from the waterfront of over 25 acres. Each room has luxurious pillow top mattress, satellite TV with On-Demand movies, video games and intercoms. Telephone complete with voice mail and data port, clock radio provided as well. All rooms have marble bathrooms with rain showerheads, make up mirrors, hair dryer and telephones. All deluxe rooms have spas as well as coffee makers. Non-smoking rooms available.

FACILITIES & SERVICES

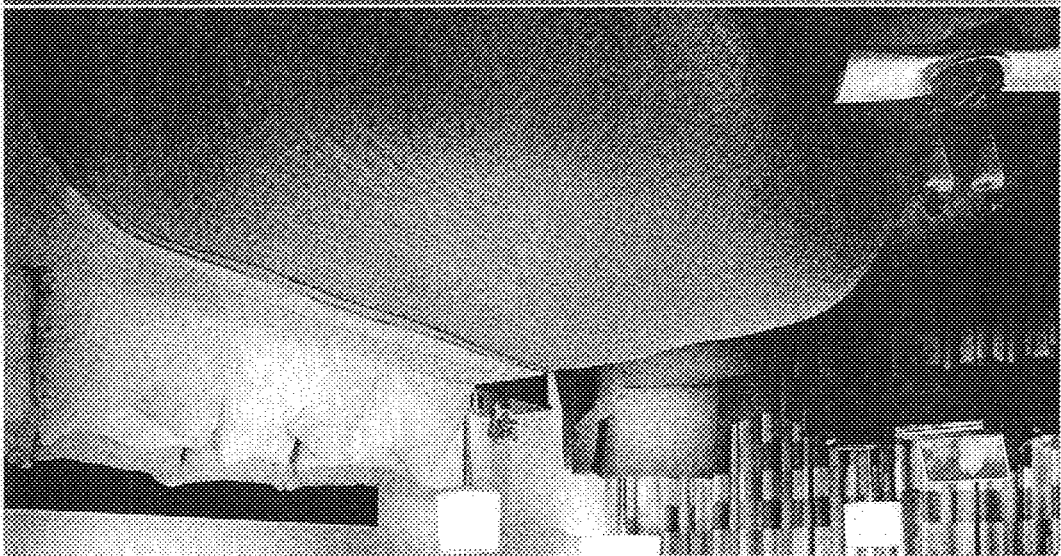
Multilingual staff, room service, handicapped facilities, dry cleaning, ironing, pressing and laundry shop, Business Center, equipped with fax, internet access to hotel guests. Wireless internet access in rooms and public areas. Airport shuttle and complimentary newspaper.

RESTAURANT & LOUNGES

In a setting complementing South Florida's tropical climate, the top of the Palm Restaurant offers fresh seafood and Continental cuisine with a panoramic view of the airport runways and the Miami skyline. The top of the Palm is open for breakfast, lunch and dinner. Valet waiting for you right. Relax at our Lobby Bar and South Bar with convenient take-out service.

MIAMI INTERNATIONAL AIRPORT HOTEL

10000 International Drive, Miami, FL 33122
 Phone: 305.771.1100 | Toll Free: 877.277.1276 | Fax: 305.871.0800
 Email: reservations@miami-airport.com



Mizrahi, Eli (Aviation)

From: Weatherspoon, Tommye (Aviation)
 Sent: Wednesday, January 28, 2009 3:43 PM
 To: Mizrahi, Eli (Aviation)
 Cc: Dowell, Byron (Aviation)
 Subject: CAPITAL EXPENITURE/BUDGETS REPLY

Eli, the information you requested is as following:

1. Project Name: MIA Hotel NOV Repairs

The work consisted of the following;

Installed new A/C units

Installed new Doors.

Installed new Light Fixtures

Installed new bathroom ceilings

Installed Dampers and fire rated shafts in bathroom exhaust ducts

Installed Fire Pillows in Plumbing shafts and fireproofed floor slabs for fire separations

Provided Fire separation between rooms

Re-surfaced walls and the installation of new wall paper

New metal staircase in North stairwell

Correct all electrical code violations

New stair pressurization

Re-furbished outside air system

Relocation fire alarm devices in guess rooms

233 rooms were returned to service on December 31st 2008.

2. Other Capital Improvements Planned.....Removal of the Hotel's 8th floor pool and pool deck. Work to begin 2009, with a cost of \$1.8 million.

3. Renovation Budget for all work done in Item 1 was \$10.2 million.

if you have any other questions, please do not hesitate to give me a call.

Tommye Weatherspoon, EIT
 Construction Manager
 Planning and Programming Facilities Management
 (305) 876-0470 (office)
 (305) 869-4107 (fax)
 email: tweatherspoon@miami-airport.com