



The Welcome Channel Expands Reach to More than 15,000 Hotel Rooms throughout South Florida, Reaching +15 Million Visitors

Growth Expands Reach to 15,000 Hotel rooms from the Florida Keys to Fort Lauderdale

MIAMI – June 28, 2017 – This summer, starting July 15, The Welcome Channel will nearly double its reach from 9,100 hotel rooms to more than 15,400, with steady growth expected to increase throughout this year and next. This growth will broaden the channel’s broadcast from primarily Miami and the Beaches to the popular and fast growing Brickell and Downtown Miami area, down to the Florida Keys and up to Fort Lauderdale, reaching an unprecedented +15 million visitors. In addition to its expanded reach, The Welcome Channel **will air within the top three channels** of each hotel room – making visitor engagement more attainable than ever. New hotel partners include industry notables such as ***The Epic Hotel, Hyatt Centric Key West Resort & Spa, Intercontinental Hotel, Nobu Eden Roc, SLS Brickell, SLS Miami Beach, The W Miami Beach and The W Fort Lauderdale.***

“The merger last year between ***Accord Productions*** and ***ACT Productions*** gave us the vision and resources to make this expansion a reality,” said Bruce Orosz, president and CEO of ACT Productions and chairman of the board of the Greater Miami Convention & Visitors Bureau. “Tourism in region is a billion dollar industry and The Welcome Channel continues to make strides in the market by highlighting the very best to do, see, and experience in South Florida.”

As South Florida’s sole channel dedicated to hotel and resort guest programming for the past 33 years, The Welcome Channel’s growth will continue to develop faster than ever, exploring a variety of new features and services, including further expansion to key tourism markets nationwide – like Boston, Philadelphia, Los Angeles, Chicago, Philadelphia, and Dallas/Fort Worth – and the launch of a new mobile app to engage visitors outside of the hotel room and into the digital sphere.

“As pioneers in tourist programming, this growth is exciting and indicative of South Florida’s flourishing hospitality industry,” said Max Wyler, managing partner and CEO of Accord Productions. “We look forward to helping our clients tap into the nearly 15 million travelers who work, shop, dine, and play in the region.”

Programming will keep its engaging format, featuring in-depth coverage with unique insights on some of Miami’s most renowned entertainment, dining, cultural and neighborhood destinations – along with hidden gems and hotspots throughout city. Features and advertising spots will continue to run on a

continuous loop 24 hours a day, seven days a week, with **each piece now being aired more than nine million times – a three million increase.**

“As a thank you to our advertisers for their patronage, they will continue to enjoy their current rate as our reach expands,” said Katherine McAninch, VP sales & marketing. “Even as The Welcome Channel grows, we will continue to deliver excellence in quality and service – guiding clients through the production process and helping them achieve their advertising goals from soup to nuts.”

For more information or to learn about advertising opportunities, please contact Katherine McAninch at katherinem@welcomechannel.tv or (305) 975-8716.

About The Welcome Channel

The Welcome Channel is the premiere entertainment visitor programming for Miami and the Beaches most affluent hotel and resort locations for more than 33 years. The Welcome Channel highlights the very best of what South Florida has to offer – targeting international and domestic travelers – with programming airing 24/7, being delivered more than nine million times per month.

www.welcomechannel.tv