



Airing in Exclusive Hotels
across Miami & the Beaches

MEDIA KIT

PREMIER VISITOR PROGRAMMING

The Welcome Channel highlights the very best of Miami and the Beaches has to offer in terms of dining, shopping, entertainment, arts, cultural attractions, Miami and the Beaches real estate addresses, and Miami's numerous events. To stay up to date with the very latest taking place in our world-class city, programming and commercial segments update monthly, with our clients having the same option.

ABOUT US

The Welcome Channel is the premiere entertainment visitor programming for Miami & the Beaches most affluent hotel and resort locations for over 30 years. The Welcome Channel has been providing dedicated cable television channels to the top hotels of Miami & the Beaches. The Welcome Channel airs 24 hours a day, 7 days a week, targeting our international and domestic travelers who are looking for the very best to do, see, and experience while enjoying their visit to Miami & the Beaches.

TRAVEL & TOURISM FACTS

Average night stayed by Leisure travelers, Business visitors, Convention & trade-show delegates

6 Nights

All visitors make decisions about dining, partying the night away, sightseeing touring and shopping after their arrivals.



How visitors spend their money during their stay depends on the awareness you create now.



Economic impact of visitors was \$25.5 billion for the past 12 months.

\$25.5 Billion

Room nights increased resulting in a record 15.7 million nights. domestic visitors - 8.1 million international visitors - 7.6 million

15.7 Million night stays

TOP Domenstic Markets

- New York
- Chicago
- Philadelphia
- Boston
- Atlanta

TOP International Markets

- Canada
- Colombia
- Brazil
- Argentina
- Germany

(Information above provided by The Greater Miami Convention & Visitors Bureau)



HOTEL DISTRIBUTION



DESTINATIONS

**SOUTH BEACH
MIAMI BEACH**

3,985 Rooms

HOTEL / ROOMS

Loews Miami Beach (790 rooms)
 Eden Roc Resort Miami Beach (418 rooms)
 Nobu Eden Roc Resort Miami Beach (206 rooms)
 Grand Beach Hotel Miami Beach (430 rooms)
 Miami Beach Resort & Spa (400 rooms)
 Hilton Cabana Miami Beach (231 rooms)
 Marriot Courtyard Miami Beach (128 rooms)
 The Palms Hotel & Spa (251 rooms)
 The Royal Palm (393 rooms)
 Hilton Bentley Miami/South Beach (95 rooms)
 Hilton Grand Vacations (52 rooms)
 W Hotel South Beach (408 rooms)
 Surfcomber Hotel South Beach (184 rooms)
 SLS South Beach (140 rooms)
 The Hall South Beach (259 rooms)



**DOWNTOWN
BRICKELL
COCONUT GROVE**

4,689 Rooms

Intercontinental Hotel Miami (641 rooms)
 Miami Marriott Biscayne Bay (600 rooms)
 DoubleTree Grand Biscayne Bay (212 rooms)
 Hilton Miami Downtown (527 rooms)
 JW Marriott (296 rooms)
 Hyatt Regency (615 rooms)
 Epic Hotel (411 rooms)
 Yve Hotel Miami (243 rooms)
 SLS Brickell (124 rooms)
 Aloft Brickell (160 rooms)
 Atton House Brickell (275 rooms)
 Courtyard Marriott Coconut Grove (196 rooms)
 Mayfair Hotel & Spa (179 rooms)
 Sonesta Bayfront Hotel Coconut Grove (210 rooms)



**CORAL GABLES
MIAMI AIRPORT
SOUTH MIAMI**

2,632 Rooms

Hyatt Regency Coral Gables (253 rooms)
 Marriot Courtyard Coral Gables (165 rooms)
 DoubleTree by Hilton MACC (334 rooms)
 Sheraton Miami Airport Hotel (334 rooms)
 Embassy Suites Miami Int'l Airport (300 rooms)
 Best Western Miami Int'l Airport & Suites (144 rooms)
 Red Roof Inn Airport (201 rooms)
 Pullman Miami Airport Hotel (282 rooms)
 Marriot Courtyard South Dadeland (128 rooms)
 Miami Marriot Dadeland (302 rooms)
 *Hyatt Centric Key West Resort & Spa (118 rooms)



**SUNNY ISLES
HOLLYWOOD
FT. LAUDERDALE
PLANTATION**

3,761 Rooms

Grand Beach Hotel Surfside (268 rooms)
 Residence Inn Surfside (175 rooms)
 Marenas Beach Resort Sunny Isles (190 rooms)
 Trump Int'l Beach Resort Sunny Isles (390 rooms)
 The Westin Ft. Lauderdale (293 rooms)
 Diplomat Resort & Spa Hollywood (998 rooms)
 Crowne Plaza Hotel Hollywood (311 rooms)
 W Ft. Lauderdale (518 rooms)
 Atlantik Resort & Spa Ft. Lauderdale (263 rooms)
 Seraton Suites Plantation (263rooms)



TOTAL HOTEL
DISTRIBUTION

»»15,067

Rooms



ADVERTISING RATES



FREE PRODUCTION with 12 month agreement

2-MINUTE SPOT

\$2,200 per month
*3 month minimum

- :10 second closing billboard
- Includes one shoot day, host, lower thirds, graphics, music and edit
- Licensed drone shots available (add'l fee)

:60 SECOND SPOT

\$800 per month
*3 month minimum

:30 SECOND SPOT

\$550 per month
*3 month minimum

ADVERTISER BENEFITS



In-room programming means visitors seeing you first hand, clearly experiencing what you have to offer.



85% renewal rate. Most of our advertisers have been with us 5-10+ years.



Monthly frequency reports provided.

NATIONWIDE DISTRIBUTION AVAILABLE



The Welcome Channel team can take care of production process from soup to nuts for whatever the needs are for our clients. From storyboarding, scripting and filming to graphics and editing, the Welcome Channel has you covered.

ROTATION & REACH

» FREQUENCY

EACH SPOT IS DELIVERED **20** TIMES P/DAY
*per hotel room

TOTAL: DELIVERED **+9 MILLION**
times per month

» REACH

*Monthly Frequency Reports Provided

15,067
Hotel Rooms



TESTIMONIALS



"The entire team did such an amazing job and provided a quality product that really represents Turnberry Ocean Club well."

– Sandra Arguello - Marketing Director, Turnberry Ocean Club

"The Welcome Channel is a wonderful marketing solution for reaching our ever-growing tourist market in an impactful way."

– Adrien Castanet Advertising Specialist, Miami-Dade County Communications Department

"We have been working with the Welcome Channel for over 4 years now and are very happy with the outcome of the video, the professionalism, and customer service."

– Antonio Urdaneta - Owner Gyu Kaku



HOW ARE YOU REACHING YOUR CLIENT IN A BILLION-DOLLAR INDUSTRY?

Welcome Channel helps you reach over 9,000 hotel rooms in Miami and the Beaches for the most effective in-room advertising in the area. Our clients love us!

Just take a look at our 85% renewal rate, and our testimonials!



"For the past four years, we have been collaborating with the Welcome Channel to promote the City of Coral Gables as an amazing place to live, work, learn and play. Their creative positioning of our community helps elevate us in a crowded local marketplace and creates top-of-mind messaging that is second to none for our various constituencies that are integral to the success of our The City Beautiful."

– Mark A. Trowbridge - President & CEO Coral Gables Chamber of Commerce

"Tapping into the tourism market is vital for the success of our local businesses and working with the Welcome Channel has definitely been a positive endeavor that we expect to perform again in 2016."

– Manny Gonzalez - Executive Director, Coconut Grove Business Improvement District



phone (305) 441-1231 2140 S. Dixie Highway
fax (305) 448-2283 Suite 301
info@welcomechannel.tv Miami, Florida 33133

/welcomechanneltv

/welcomechanneltv

/welcomechannel

welcomechannel.tv

To find out more, please email info@welcomechannel.tv