



Magnificent Miami Beach launches fabulous app for visitors and locals

November 10, 2016 – Miami Beach, FL – A comprehensive 411 resource that provides granular details on every business as well as city amenities and happenings, the Miami Beach app is a must-have for residents and visitors who love the city. Drilling down to the most intrinsic information anyone could need about Miami Beach, extensive detail is available by category; so for instance, in addition to , finding an accountant nearest their location, tourists and locals can select a hotel based on its architect or a restaurant based on the noise level of its dining room.

"We are excited both residents and visitors will finally have at their fingertips a free mobile app that encompasses all of the countless things this urban-island has to offer, including city services, cultural attractions, entertainment, restaurants, events and so much more," says Miami Beach City Manager Jimmy L. Morales.

"This app is not only visually stunning but provides a depth of information that is extraordinary for a city app," notes Peggy Benua, Chair, Miami Beach Visitor and Convention Authority (MBVCA). "A lot of development, technology, testing and smarts went into the creation of this app and we're sure anyone who uses it will be blown away by its attention to detail and expanse of information."

The Miami Beach app Includes: Door-to-Door Directions: geo-coded data allows users to get anywhere from wherever they are; Things to Do: listings of shows, concerts, events and deals; Places to See: location-based suggestions for museums, shopping, eating and drinking; All Businesses: If they operate within the city limits of Miami Beach, they are listed – from accountants to yacht dealers.

According to youramazingplaces.com and statista.com, travel-related apps ranked as the 7th most downloaded category of mobile applications. In addition, 85% of leisure travelers make use of their Smartphone while traveling abroad, 30% of travelers make use of mobile apps to find hotel deals, 15% of consumers downloaded mobile apps specifically for forthcoming vacations and holidays and 29% of travelers have used mobile apps to find flight deals.

"So much thought, love and old-fashioned hard work went into creating this app," adds Grisette Roque, Executive Director, MBVCA. "We've created an instrument that can literally be the only tool one needs whether one lives on, or is visiting, Miami Beach because it has incorporated everything about this city. This app is transparent, intuitive and aesthetically striking. We're proud to have it represent Miami Beach."

The Miami Beach Visitor and Convention Authority partnered with web software development company Solodev to create the app, the first of its kind for a major U.S. city. Solodev CTO, Shawn Moore, says the

app, “puts Miami 100 steps ahead of other cities around the world in providing an objective, technological resource for businesses and public spaces.”

About Miami Beach

Recently awarded first place in the 2016 edition of the Travvy Awards, presented by travAlliancemedi in the category of “Best Wedding Destination, U.S. & Canada” and a winner in the 2014 and 2015 Magellan Awards by Travel Weekly in the categories of “Destinations | Mobile App” and “Overall Spa Destinations| U.S and Canada” respectively, Miami Beach is a favorite destination among travelers worldwide. Renowned for its unparalleled culinary offerings, extravagant nightlife, rich culture, luxe shopping and plush hotels, Miami Beach is home to unique museums, the New World Symphony, Miami City Ballet, Miami Beach Convention Center, international festivals and art exhibitions, boat and auto shows, over 187 boutique and resort hotels and 12 public parks; it is no wonder the beautifully diverse city is one of the world’s most popular vacation destinations. Boasting seven miles of breathtaking beaches, Miami Beach is easily accessible from the Port of Miami and Miami International Airport. The City of Miami Beach has been named one of the top cities worldwide for 'walkability' and is equally easy to navigate by bike or boat. Known for its year-round sunny skies, the vibrant destination not only produces its own branded sun care line, MB Miami Beach Suncare, but has been ranked by TripAdvisor as number one in 2011’s Top Winter Sun Vacation Rental Getaway Destinations and was also part of Top 25 Beaches in the World and Top 25 Destinations in the U.S. Miami Beach is like no other place in the world!

Visit MiamiBeachGuest.com for more information. You may also contact Grisette Roque at Groquemarcos@miamibeachvca.com.

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