

SOUTH

Florida's East Coast Is Heating Up for Meetings

A strong outlook and plenty of development make this destination worth a visit

by Leo Jakobson | February 27, 2017



If there's anything that the last 12 months have proved, it is that the popularity of Florida's East Coast is both strong and resilient. Trials ranging from Zika to terrorism have not dimmed the region's strength as a tourism and meetings destination with huge growth ongoing and in the pipeline.

Miami

Miami is looking forward to a strong 2017 with a host of new and newly renovated hotels, hot restaurants from chefs both established and up-and-coming, growing cultural offerings, and of course the \$615 million expansion and updating work that by 2018 will turn the Miami Beach Convention Center into a 1.4 million-square-foot, LEED-certified, state-of-the-art convention facility with more than 500,000 square feet of exhibit space, a 60,000-square-foot mixed-use ballroom, and 81 new breakout rooms using 190,000 square feet of space.

The AAA Four-Diamond Betsy South Beach has more than doubled its size to 130 beachfront rooms, a 3,000-square-foot rooftop pool, celebrity chef Laurent Tourondel's new LT Steak and Seafood, and 10,000 square feet of event space.