



40% 60%
AGE 18 - 55

EVENT SUMMARY:

Bayfront Holiday Village will transform Bayfront Park into a shopping and entertainment destination for locals and tourists alike. All accomplished while keeping high family values and a welcoming atmosphere.

The Village will become one of Miami's most iconic offerings during the holiday season. People will come for the weather, they'll stay for great shopping and entertainment.



400,000
SWARM'S FOLLOWERS
+ EMAIL DATABASE



30 Days
HOLIDAY
SHOPPING



300,000 / 10,000
(event total) - (daily)
ATTENDANCE

www.bayfrontholidayvillage.com



1 SKATE
RINK



30+ ART, CRAFT &
LIFESTYLE VENDORS
10 FOOD CONCEPTS



DOWNTOWN MIAMI - BAYFRONT PARK

DATE :

November 29th - December 25th, 2019

TARGET DEMO :

Families, Tourists, Holiday Shoppers,
Downtown Professionals & Residents

FEATURES :

The Shops, Miami's Own Roller-Skating Rink, Bayfront Bites, Waterfront View, Holiday Photo Ops, Giant Christmas Tree, Nightly Christmas Tree Laser Show, Toy Drive, Elf's Workshop, Festive Cocktail & Bar Area