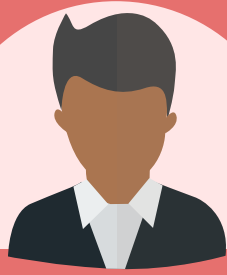


Valentine's DAY

by the numbers



MEN

average expected spending (2019)

\$ 229

on

Valentine's Day



WOMEN

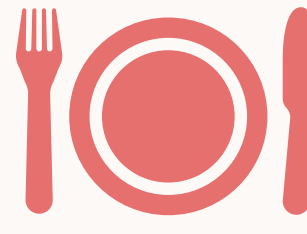
average expected spending (2019)

\$ 97

on

Valentine's Day

% Purchasing Popular Gifts



MEN

48%

55%

37%

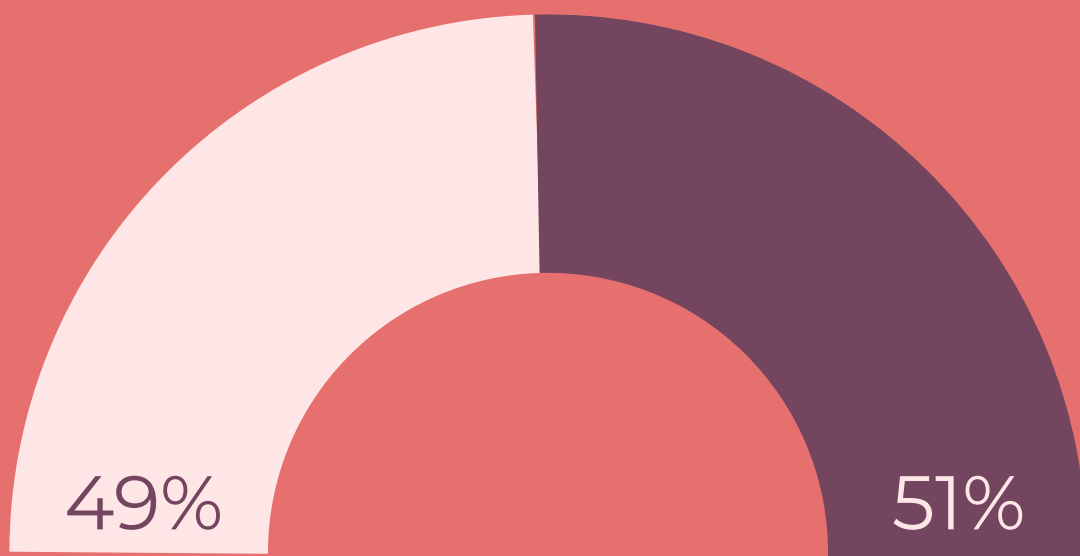
WOMEN

57%

17%

31%

Celebrating Valentine's Day?



■ Celebrating

■ Not Celebrating

Miami by the Numbers

Miami was #5 on the list of top Valentine's Day Destinations in 2018 per hotel bookings

Miami is ranked #3 for most expensive three-course meal for two in the United States

Miami is ranked #9 for most activities held on Valentine's Day compared to largest 100 cities in the United States

Sources: National Retail Federation, Wallet Hub, Hotels.com

FIU

Metropolitan Center

FLORIDA INTERNATIONAL UNIVERSITY