

SPECIAL EVENTS

18th Annual DMC SPOTLIGHT

Highlighting the top brands in the world of DMCs



Advantage Destination & Meeting Services, Inc.

North Miami Beach, FL

www.advantagedms.com

Top Officer Name & Title: Jim Post, President/Owner

Average Number of Programs/Events Per Year: 300

CAPABILITIES: Approaching their 25th anniversary in business, Advantage Destination & Meeting Services serves nearly the entire state of Florida from their Miami-based headquarters. The company's markets include Miami, Fort Lauderdale, Palm Beach, Boca Raton, Orlando, Tampa, Naples and Marco Island. They are a full-service DMC with a 15,000 square foot Design and Decor facility on site, with walk-in coolers and in-house design services for their clients.

NOTEWORTHY PROGRAMS/EVENTS IN 2022: One of the single largest programs in their 25-year history was executed at the Four Seasons Hotel Palm Beach with a hotel buyout for their high-end clients. The program included a buyout of the National Croquet Facility, a Grand Yacht Charter, and three on-site, full-scale decor events including an after party in a mystical garden with live fairies and nymphs, trees, and garden swing sets.

TRENDS TO WATCH: We are approaching the summit of the events bubble where pent-up demand is plateauing, and demand and turnaround times are becoming more realistic. With that, Advantage also sees purse strings tightening on upcoming budgets as the market pivots to cost savings and more prudent spending.