

**FOR IMMEDIATE RELEASE**



**EXPERTISE AND ELEGANCE MEET AT TRUMP INTERNATIONAL BEACH RESORT MIAMI**

*New Meetings Team, Special Incentives, and Loyalty Program Elevate Upscale Resort's Appeal*



**Sunny Isles, Fla. – (March 14, 2024)** – Planners and executives seeking the perfect blend of beachfront elegance and professional expertise need look no further than the renowned [Trump International Beach Resort Miami](#), nestled along the iconic Sunny Isles Beach. Boasting a newly assembled team of meetings and events professionals, alongside seasoned staff members with over a decade of service, the resort offers unparalleled support for a spectrum of occasions, including corporate summits, board meetings, product launches, training seminars, and more. Harnessing the creativity of this seasoned team, guests can take advantage of the resort's expansive 22,000 square feet of indoor/outdoor event space, ensuring each event is executed flawlessly.

At the helm of the meetings and events team is Melissa Burce, the newly appointed Director of Sales. Melissa brings a wealth of experience back to Trump International Beach Resort, having previously served as Group and Senior Sales Manager for seven years. With a career spanning 24 years in the hospitality industry, Melissa's expertise, coupled with her Miami roots, positions her as a key asset in delivering exceptional service tailored to each client's needs.

### ***Special Incentives***

With the resort's new incentive offering, planners who book a group that actualizes in 2024 with specific room night counts will be rewarded with AMEX gift cards that can be used the same as cash, as follows:

- 50-99 total room nights will receive a \$500 gift card
- 100-200 total room nights will receive a \$1,000 gift card
- 200+ total room nights will receive a \$2,000 gift card

***Hot dates!*** Planners can take advantage of great pricing on events booked between April 7 and December 19, 2024, excluding holidays and other blackout dates. In addition to exceptional amenities and superb service, planners can also qualify for the AMEX incentive on these dates, maximizing the benefits of their event bookings.

This offer is valid for new contracts only, and must be actualized in 2024. Restrictions apply, contact the Sales Team for additional details.

### ***Loyalty Program***

Additionally, meeting and event planners can take advantage of the *I Prefer* Loyalty Program. *I Prefer* planners are eligible to earn points on actualized room revenue when booking through any Preferred Travel Group's National Sales Office or Group Desk. Planners can earn points with a signed contract for any event, meeting or room block that actualizes to at least 10 rooms for one night. *I Prefer* Planners are eligible to earn a maximum of 500,000 *I Prefer* points per program. For more details, visit <https://iprefer.com/faq>.

For more resort information or to book a reservation, please visit [www.trumpmiami.com](http://www.trumpmiami.com) or call 305-692-5600.

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### **Trump International Beach Resort Miami**

An upscale, family-friendly resort on Miami's Sunny Isles Beach, Trump International Beach Resort Miami is independently owned and operated, and is a member of the Preferred Hotel Group - Lifestyle collection. A refined yet relaxed oceanfront retreat, the resort offers guests 360 spacious, stylishly furnished rooms and suites, a full-service spa, a grotto-style swimming pool and poolside cabanas, an

adult-supervised children's program, and 22,000-square-feet of indoor/outdoor event space. Dining options include Azzurro Italian Restaurant & Bar, the Japanese-fusion Saka Mori and the casual, oceanfront oasis Gili's Beach Club and Pool Bar. For more information, visit [www.trumpmiami.com](http://www.trumpmiami.com).