



Miami, Florida



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Discover Diversity and Delight of “Magic City”

Tropical paradise by day and urban playground by night, Miami is a city that knows how to have a good time. While many flock to Miami for its sparkling beaches and sizzling nightlife, it is the culture, couture and culinary delights that keep them coming back.

Whether rollerblading past the fabulous Art Deco hotels on Collins Avenue or biting into a fresh Cubano sandwich on Calle Ocho in Little Havana, you are sure to be swept away by the intoxicating delights of the “Magic City.”

Then and Now

Miami has been home to sun-loving people for more than 10,000 years. Before Pedro Menéndez de Avilés claimed the area for Spain in 1565, the Native American tribe of Tequestas inhabited the land. The city was officially incorporated in 1896, though its population at the time was only around 300.

The Roaring ‘20s saw growth in Miami, though a destructive 1926 hurricane followed by the Great Depression significantly slowed the city’s progress. Miami experienced population booms following World War II and after 1959,

when Fidel Castro’s rise to power led many Cubans to immigrate to the United States.

Other benchmarks in Miami’s history include:

1513 — Spanish explorer Juan Ponce de León becomes the first

The largest subtropical wilderness in the U.S., Everglades National Park is home to 23 threatened and endangered species. ©Shutterstock.com



European to set eyes on the area now known as Miami-Dade County when he lands in Biscayne Bay. He dubs the area *Chequescha*.

1821 — After controlling the Miami area for nearly 250 years, Spain sells Florida — Miami and all — to the United States for the equivalent of \$5 million.

1891 — Julia Tuttle purchases land along Biscayne Bay to become Fort Dallas in what is now downtown Miami. According to historian Paul S. George, Tuttle proclaimed in a moment of foresight that a great city would someday arise in the area and would become a center of trade with the Americas.

The People

Miami boasts the largest Latin American population outside of Latin America, with nearly 65 percent of its 400,000 residents claiming Latin American heritage. As you stroll through the streets of Miami's great neighborhoods, you can expect to hear Spanish, French, Portuguese and Haitian Creole, as well as English.

The Land

Bordered by the Atlantic Ocean on the east and the Florida Everglades on the west, Miami glitters from beach to boardroom, with even greater treasures to be discovered just outside the city limits. The Miami metropolitan area is long but narrow, running 180 kilometers from north to south but never more than 32 kilometers east to west.

The Climate

Due to its proximity to the equator, Miami enjoys a semitropical climate with average temperatures rarely dipping below 60 degrees Fahrenheit (16 Celsius) or exceeding 90 degrees (32). No matter where you live, chances are the weather is better in Miami.



Sparkling Ocean Drive in South Beach Miami is the center of the Miami Art Deco District, where you can choose from hundreds of dining and dancing destinations. ©Chensiyuan

1972 — Florida International University is founded in western Miami-Dade County, asserting Miami's place in the field of higher education in the United States.

1979 — Everglades National Park, an hour's drive from Miami, is named a World Heritage Site.

2003 — Miami hosts negotiations for the Free Trade Area of the Americas.

Fortunately, getting to Miami is as easy as a walk on the beach, with Miami International Airport — the largest U.S. gateway for Latin America and the Caribbean — offering flights from destinations all over the world. Once you've landed, you can get around town in a flash using DecoBike, one of the bike-sharing programs that are becoming popular in the United States.

The Arts to the Everglades

From sunning and surfing to dinner and dancing, Miami has something to keep you entertained.

While away the day on the beachfront watching the beautiful people

parade down Miami's pastel-colored Ocean Drive. When you're ready for some shade, check out latest trends in fashion and art in the chic streets of South Beach. For an evening of sophisticated entertainment, head downtown where you can catch the Miami City Ballet, the Florida Grand Opera and the New World Symphony, all in the Arsht Center for Performing Arts.

Need to stretch your legs? Miami's environs offer some of the most fabulous national parks and reserves in the country. You can go boating and scuba diving at Biscayne National Park, search for the elusive Florida panther in Big Cypress National Preserve, go island-hopping in Dry Tortugas National Park, or canoe through subtropical wilderness in Everglades National Park.

No matter what you are seeking, you are bound to find it in Miami: a diverse melting pot of people, cultures and character where the possibilities are as limitless as the imagination.