

The logo for Miami Greater Miami + Miami Beach. It features the word "MIAMI" in a large, bold, gold-colored sans-serif font. Below it, the words "GREATER MIAMI + MIAMI BEACH" are written in a smaller, gold-colored sans-serif font.

In Conclusion

- The volume of visitors to our destination for the first 6 months of this year is above the same period last year. In particular, international visitors are up despite being down in many other parts of the country. Canada is making a strong comeback. World Cup probably gave us a little boost in June but overall, a very positive 6 months.
- Luxury hotel properties continue to grow the fastest of all hotel segments. Rates across all classes have been strong this year but Miami's luxury offerings continue to attract those seeking these experiences.
- We have made it through the World Cup and now we can finally put it behind us. By most measures, it was a successful event. Paid lodging occupancies were not as robust as expected, in part because we did not have our usual summer visitor. Post World Cup, hotel ADR is elevated but paid lodging occupancies are down.
- Hotel occupancy is expected to fall behind for the remainder of August, but after August things appear to be very strong and building momentum. We do not see any weakness in Q4 and are presently trending upwards through the beginning of 2027. There are a lot of events from now through the end of the year, plan accordingly.

Miami-Dade Partners With U.S. To Lure World's Fair In 2035

Miami has officially opened its wallet to lure the 2035 World's Fair to south Miami-Dade County, with the U.S. as a partner and an assurance that nowhere else in the nation will compete for the billions in economic impact that a fair brings.

Miami native Secretary of State Marco Rubio, tapped by President Trump to lure the fair, has assured county commission Chairman Anthony Rodriguez that the nation will use its expertise to win the bid for the global mega-event, Mr. Rodriguez told commissioners last week in securing the county's expenditure. ***"We were selected by the federal government to apply to see if we're selected by the world expo committee,"*** Mr. Rodriguez said. ***"The U.S. has not participated in decades. There is not enough FIFAs, there is not enough championship games, Super Bowls, that we can count in our lifetime that will equal the economic impact that, shall selected, the World Expo will bring to South Florida."*** He cited \$15 billion to \$40 billion.

As for playing host, the United States has done that for eight of the 35 fairs since the first, the Great Exposition in 1851 in London. Both New York and Chicago have hosted a fair twice.

"This is a six-month event that will have in excess of 40 million visitors," Mr. Rodriguez said, and could create ***50,000 to 100,000 construction jobs, with 20,000 to 50,000 temporary jobs.*** ***"If selected,"*** he said, ***"they come and they essentially build an entire city They put infrastructure. If they need to build hospitals, they will. If they need to build or expand an airport, they will."***

Overview:

From August 1 through October 31, Miami Beach is bringing back its popular **\$1-per-hour parking rate at municipal lots, garages and on-street parking citywide**. The seasonal promotion encourages visitors to arrive earlier, stay longer and enjoy local businesses as the city gears up for peak season.

Program Details:

The discounted rate is available only through the **ParkMobile app**. Users can receive **up to three discounted hours per parking session and up to 45 total discounted hours during the three-month promotion**. After entering a zone number in the app, a unique promo code for that zone will appear in a pop-up banner. The code only needs to be entered once for zones that share the same hourly rate.

Additional Notes:

- **Each individual session is capped at 3 hours.** However, **users can initiate additional 3-hour sessions back-to-back until they reach their 15-session limit.**
- The promotion is available in all municipal parking zones citywide.

Miami-Dade Sports & Entertainment Upcoming Events



August 24-27



September 4-6



PRESENTED BY



September 4-7



October 30-January 6



November 17



2027 – Date TBD

NASCAR Is Back!!!



Homestead-Miami Speedway November 6–8, 2026

- Returns to Miami-Dade County after 7 years
- Fan Favored and Racer Favored Track
- Estimated Economic Impact at \$350 Million, once again spotlighting Miami as a global sporting destination
- High Domestic and International Visitation
- Create a Championship Atmosphere in YOUR venue
- Capitalize on the excitement!

Miami-Dade Visitor Volumes – First 6 Months 2026*

Overnight Segment	YTD	% YOY
Domestic	5,423,000	-0.8%
International	2,591,000	2.4%
<u>Total Overnight</u>	<u>8,014,000</u>	<u>0.2%</u>

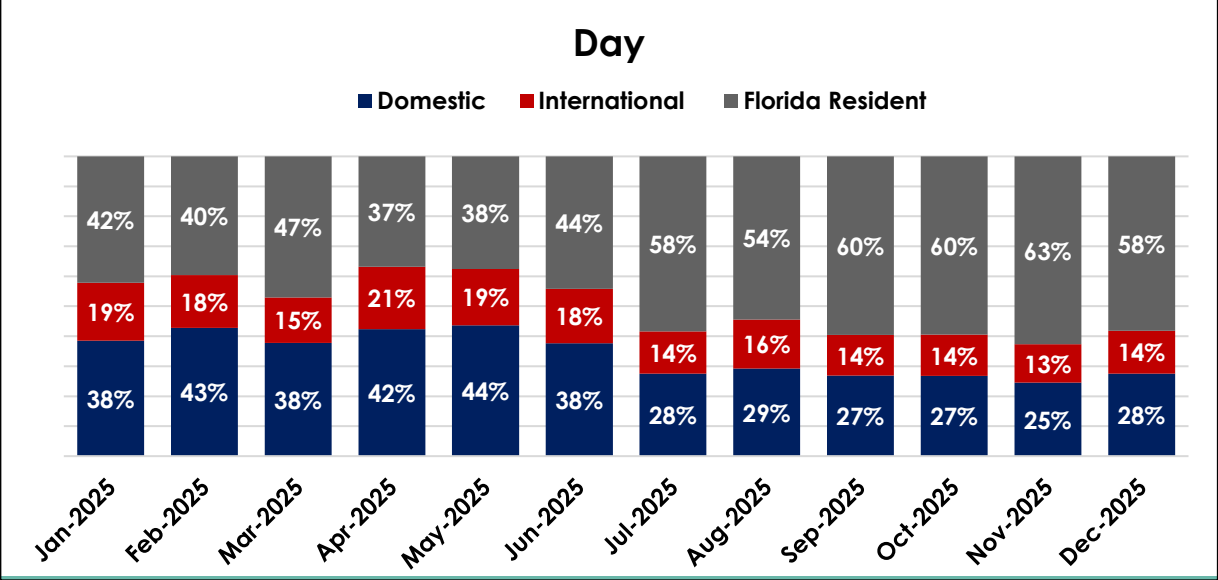
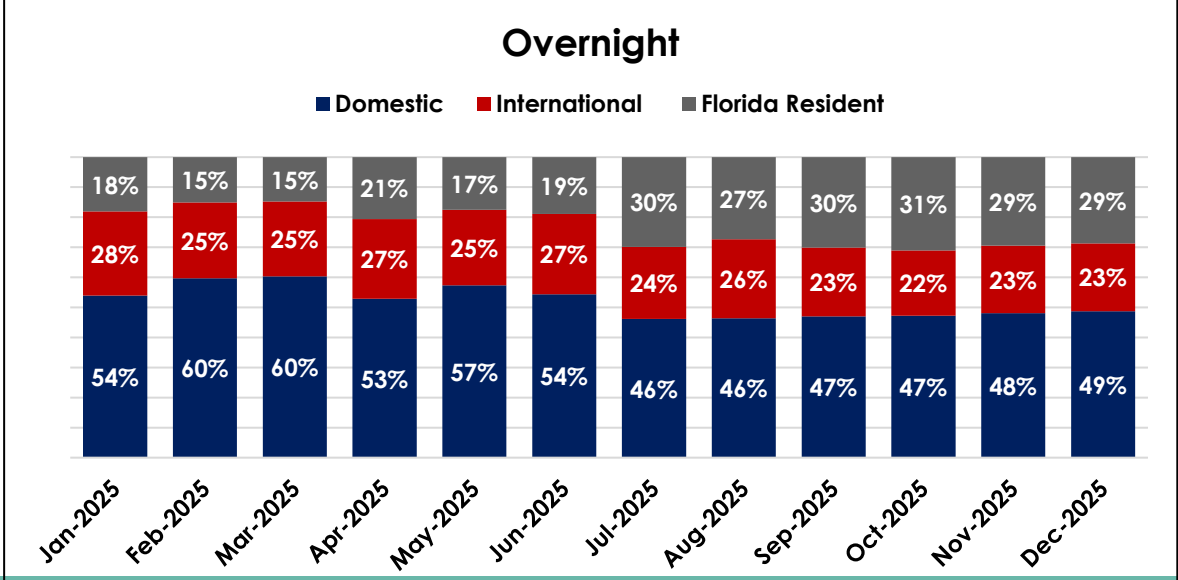
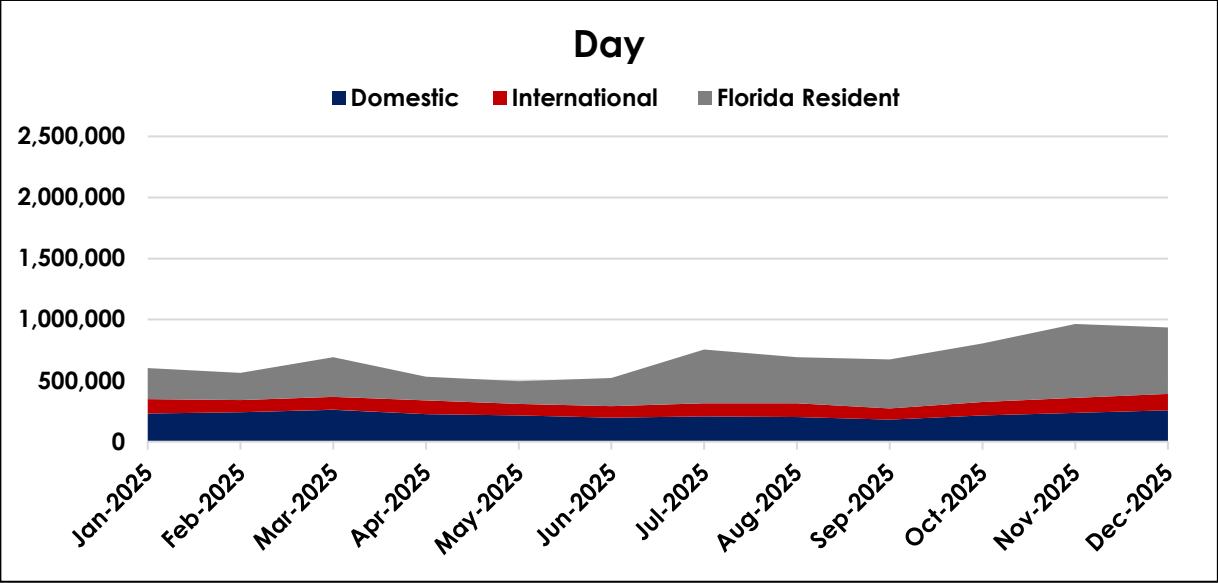
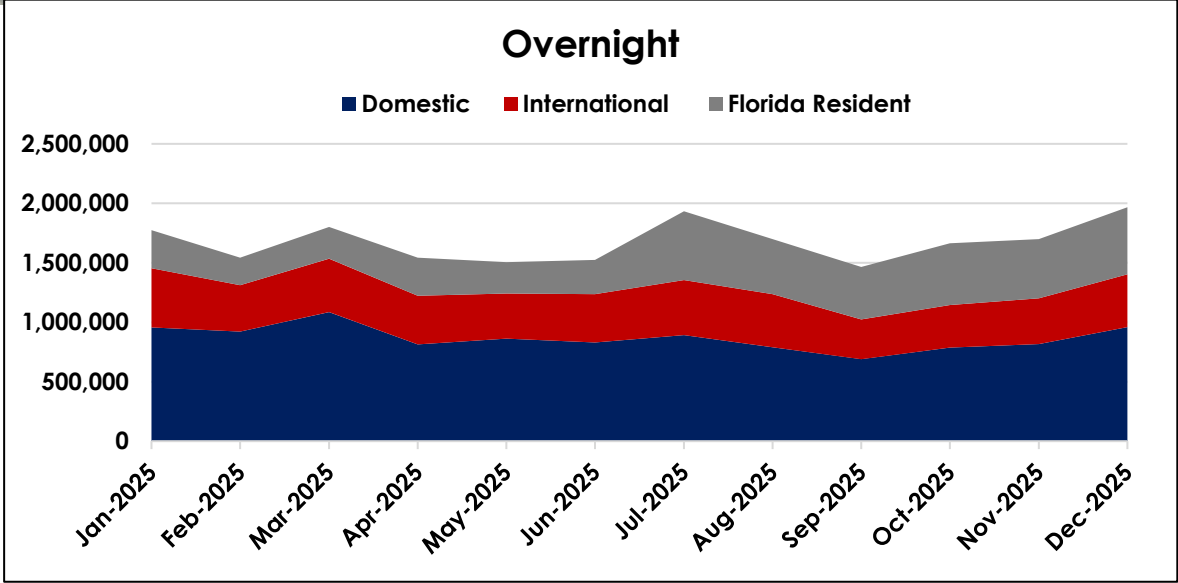
Day Segment	YTD	% YOY
Domestic	1,414,000	3.0%
International	644,000	4.0%
<u>Total Day Visitors</u>	<u>2,058,000</u>	<u>3.3%</u>

Total Visitors Segment	YTD	% YOY
Total Domestic	6,837,000	0.0%
Total International	3,235,000	2.7%
<u>Total Visitors</u>	<u>10,072,000</u>	<u>0.8%</u>

Domestic Overnight			
Rank	Region	#	% YOY
1	New York	1,116,000	1.0%
2	Wash. DC	232,000	-2.9%
3	Boston	227,000	-9.4%
4	Chicago	225,000	-6.5%
5	Atlanta	225,000	-4.6%
6	Philadelphia	198,000	2.5%
7	Los Angeles	171,000	-16.3%
8	Dallas-Ft. Worth	131,000	5.8%
9	Detroit	122,000	7.8%
10	Houston	119,000	5.6%

International Overnight			
Rank	Country	#	% YOY
1	Colombia	203,000	12.5%
2	Canada	179,000	15.0%
3	Brazil	169,000	-6.8%
4	United Kingdom	150,000	8.6%
5	Mexico	123,000	13.2%
6	Argentina	113,000	4.0%
7	Spain	90,000	1.7%
8	Italy	85,000	0.6%
9	France	81,000	-4.5%
10	Germany	78,000	-18.6%

2025 Miami-Dade Visitor Breakdown – Seasonality



Miami-Dade Hotel Performance By Class: January – June 2026

			Year to Date							
			Occupancy		ADR		RevPAR		Supply	Demand
Hotel Segment	% total hotels	% total rooms	%	% YOY	\$	% YOY	\$	% YOY	% YOY	%YOY
Miami-Dade	--	--	77.5%	-1.3%	\$283.32	12.7%	\$219.44	11.3%	-0.2%	-1.5%
Luxury	10%	20%	74.1%	1.1%	\$643.25	12.8%	\$476.41	14.0%	-1.0%	0.1%
Upscale	12%	18%	77.0%	-2.7%	\$300.16	11.1%	\$231.12	8.1%	2.7%	-0.1%
Midprice	24%	27%	81.1%	-1.6%	\$212.95	11.5%	\$172.69	9.7%	0.7%	-0.9%
Economy	15%	14%	79.5%	0.5%	\$165.53	10.3%	\$131.66	10.9%	-0.1%	0.4%
Budget	39%	21%	75.0%	-3.1%	\$121.09	11.4%	\$90.81	7.9%	-2.9%	-5.9%

Miami-Dade County Hotel Performance: World Cup Game Days



FIFA World Cup 2026™

Jun 11, 2026 – Jul 19, 2026



Percent change vs 2025:

Three-Day Match Window Performance

	Occupancy	ADR	RevPAR	Revenue
Aggregate Three-Day Match Window Performance	-3.9%	38.5%	34.2%	35.9%

Three-Day Match Window Performance By Match

	Occupancy	ADR	RevPAR	Revenue
Mon, June 15: Saudi Arabia vs Uruguay	-13.0%	20.3%	4.9%	5.9%
Sun, June 21: Uruguay vs Cape Verde	-13.9%	25.4%	8.0%	9.2%
Wed, June 24: Scotland vs Brazil	6.9%	60.9%	72.2%	74.0%
Sat, June 27: Colombia vs Portugal	1.0%	43.7%	45.5%	47.0%
Fri, July 3: Argentina vs Cape Verde	0.7%	38.5%	39.5%	41.6%
Sat, July 11: England vs Norway	0.6%	53.2%	54.1%	56.4%
Sat, July 18: England vs France	-9.6%	27.8%	15.5%	17.5%

Miami-Dade County STR Performance: World Cup Game Days



FIFA World Cup 2026™

Jun 11, 2026 – Jul 19, 2026



Percent change vs 2025:

Three-Day Match Window Performance

Occupancy

ADR

RevPAR

Revenue

Aggregate Three-Day Match Window Performance

7.2%

72.8%

86.1%

101.7%

Three-Day Match Window Performance By Match

Occupancy

ADR

RevPAR

Revenue

Mon, June 15: Saudi Arabia vs Uruguay

-25.6%

57.9%

17.5%

35.1%

Sun, June 21: Uruguay vs Cape Verde

17.1%

68.6%

98.6%

85.0%

Wed, June 24: Scotland vs Brazil

34.7%

82.6%

146.1%

175.0%

Sat, June 27: Colombia vs Portugal

8.9%

73.8%

89.1%

115.9%

Fri, July 3: Argentina vs Cape Verde

16.6%

64.6%

92.0%

98.5%

Sat, July 11: England vs Norway

4.9%

83.5%

92.2%

116.5%

Sat, July 18: England vs France

-6.2%

78.3%

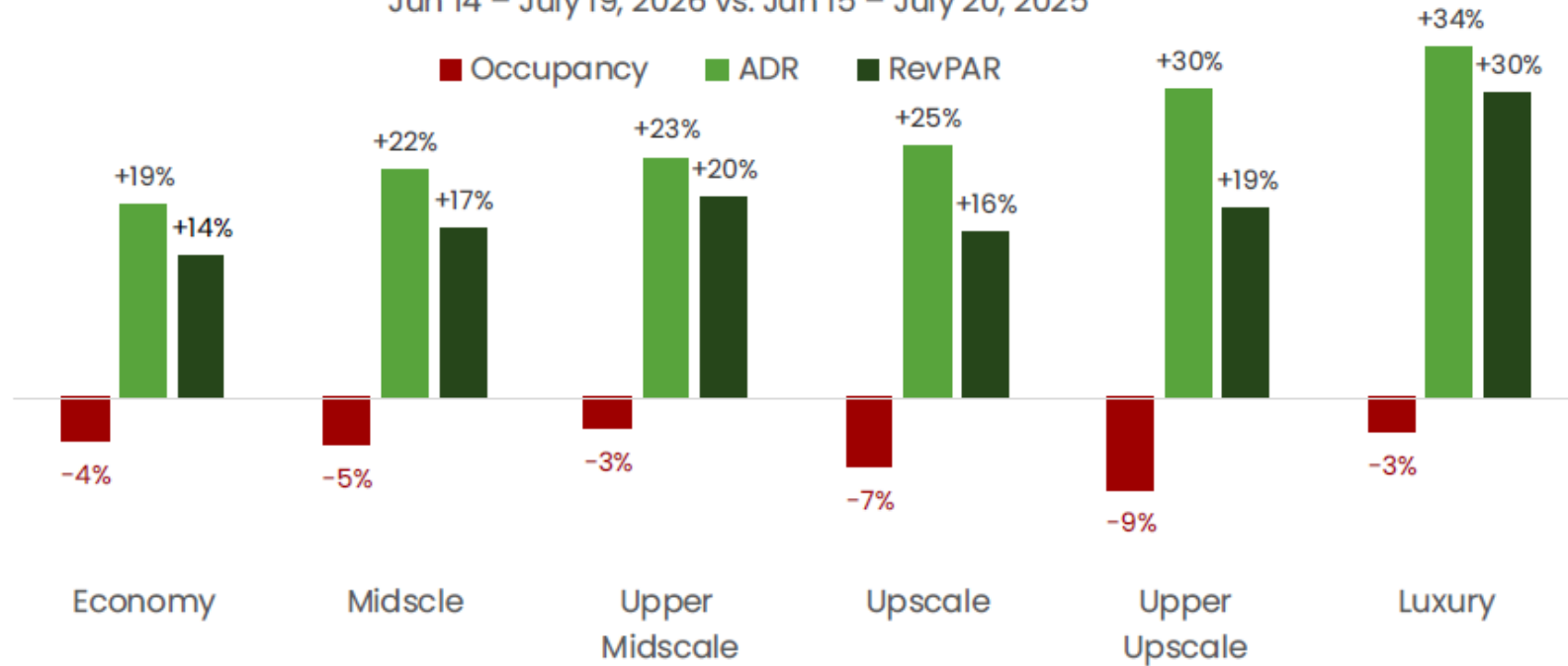
67.2%

85.5%

Miami-Dade County Hotel Performance: World Cup Game Days By Class

% Change YOY by Hotel Class

Jun 14 – July 19, 2026 vs. Jun 15 – July 20, 2025



- **Occupancy declined YOY in all classes (-9% to -3%),** most pronounced in Upscale and Upper Upscale.
- **ADR gains scaled with hotel class,** from +19% (Economy) to +34% (Luxury), driving RevPAR growth in all segments.
- **RevPAR rose across all classes (+14% to +30%),** with the strongest growth in Luxury.

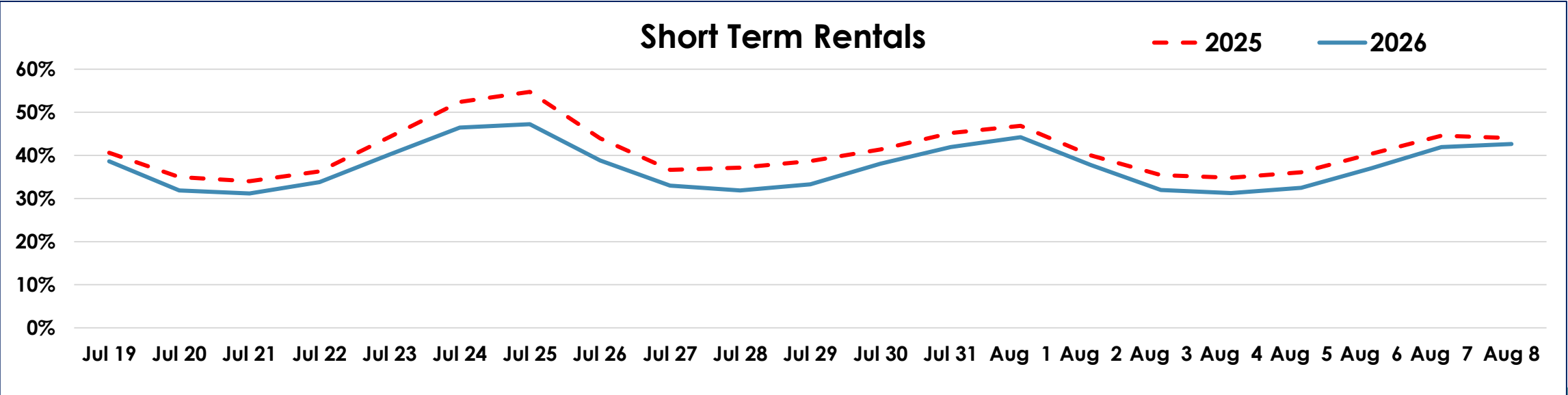
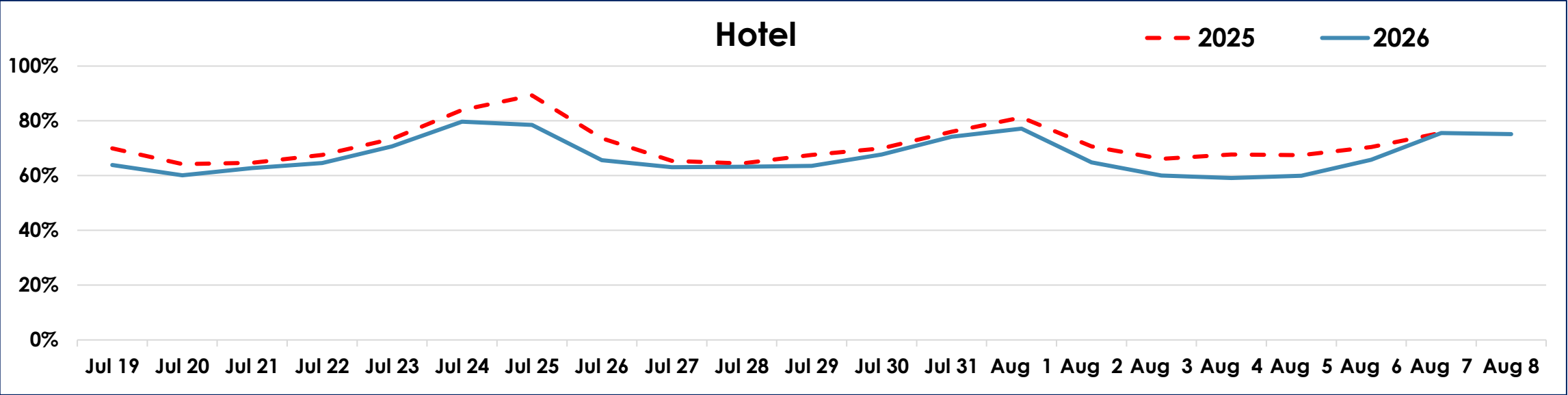
Market Share: (% rooms)	8.5%	8.1%	16.7%	28.5%	19.9%	24.5%
Occ:	62.9%	71.6%	74.3%	68.0%	63.7%	61.2%
ADR:	\$77	\$112	\$144	\$176	\$227	\$460
RevPAR:	\$48	\$80	\$107	\$120	\$145	\$282

Source: CoStar (Miami, FL Hospitality Market)

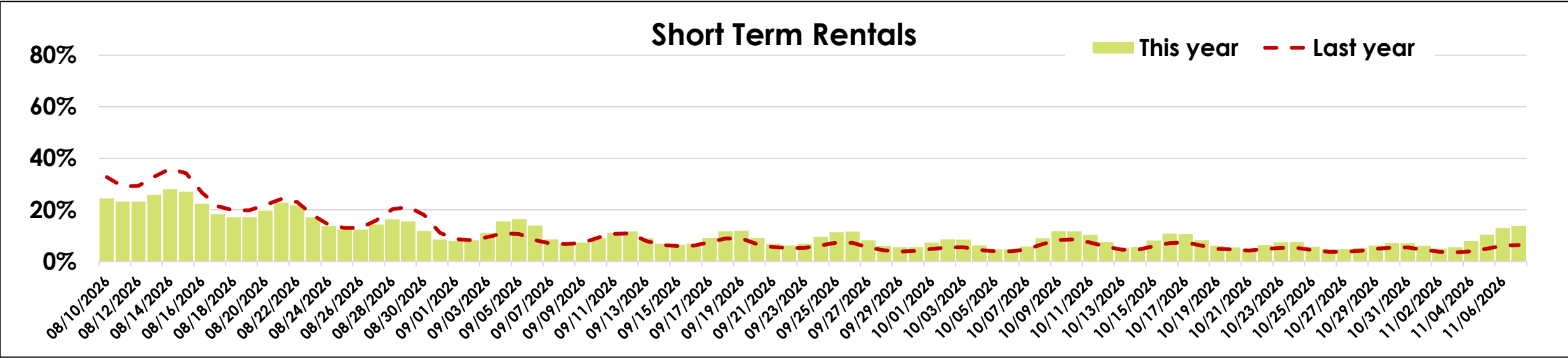
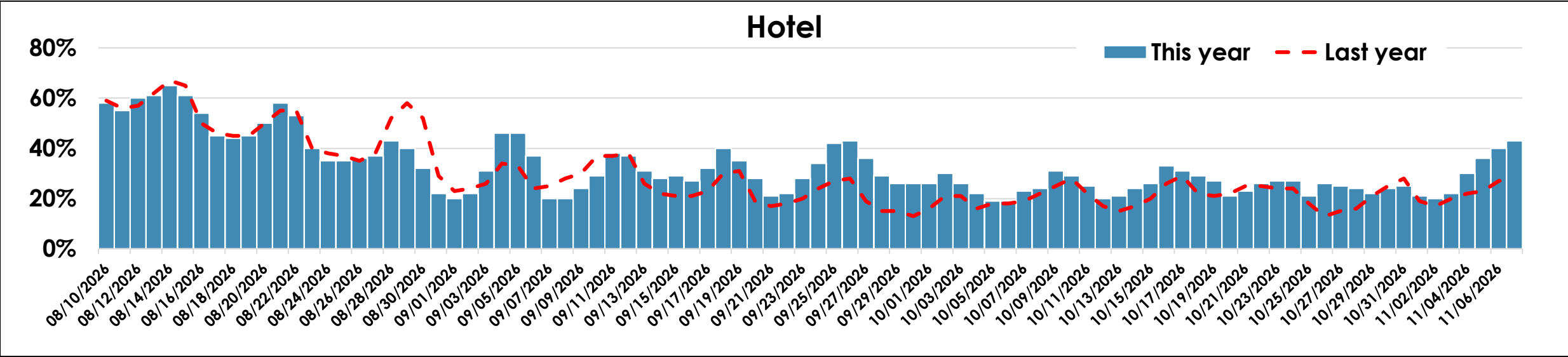
Miami-Dade Regional Hotel Performance: Past 28 Days Ending Aug 8

Area	Occupancy	% YOY	ADR	% YOY	RevPAR	% YOY
Miami-Dade	66.4%	-6.7%	\$182.60	8.1%	\$121.33	0.9%
Airport	76.2%	-3.7%	\$120.92	5.7%	\$92.10	1.8%
Aventura/Sunny Isles	66.6%	-4.8%	\$247.77	12.0%	\$165.09	6.6%
Central Dade	74.2%	-4.9%	\$122.50	8.7%	\$90.88	3.4%
Coconut Grove/Key Biscayne	55.7%	-11.9%	\$198.29	9.3%	\$110.52	-3.8%
Coral Gables	63.2%	5.3%	\$173.22	14.6%	\$109.50	20.7%
Doral	80.6%	4.4%	\$134.05	6.2%	\$108.08	10.8%
Downtown Miami/Brickell	64.4%	-9.4%	\$194.98	6.5%	\$125.62	-3.6%
Miami Beach	60.8%	-12.0%	\$229.24	7.6%	\$139.34	-5.2%
North Dade	66.5%	-5.6%	\$111.28	13.5%	\$73.97	7.1%
South Dade	63.4%	-4.0%	\$87.94	8.8%	\$55.73	4.4%
Surfside/Bal Harbour	57.1%	-3.1%	\$497.67	6.0%	\$283.96	2.8%
Broward	67.8%	1.4%	\$144.56	4.3%	\$98.06	5.8%
Palm Beach	64.5%	5.0%	\$191.98	7.7%	\$123.73	13.0%
Orlando	68.9%	-1.4%	\$179.66	5.4%	\$123.82	3.9%

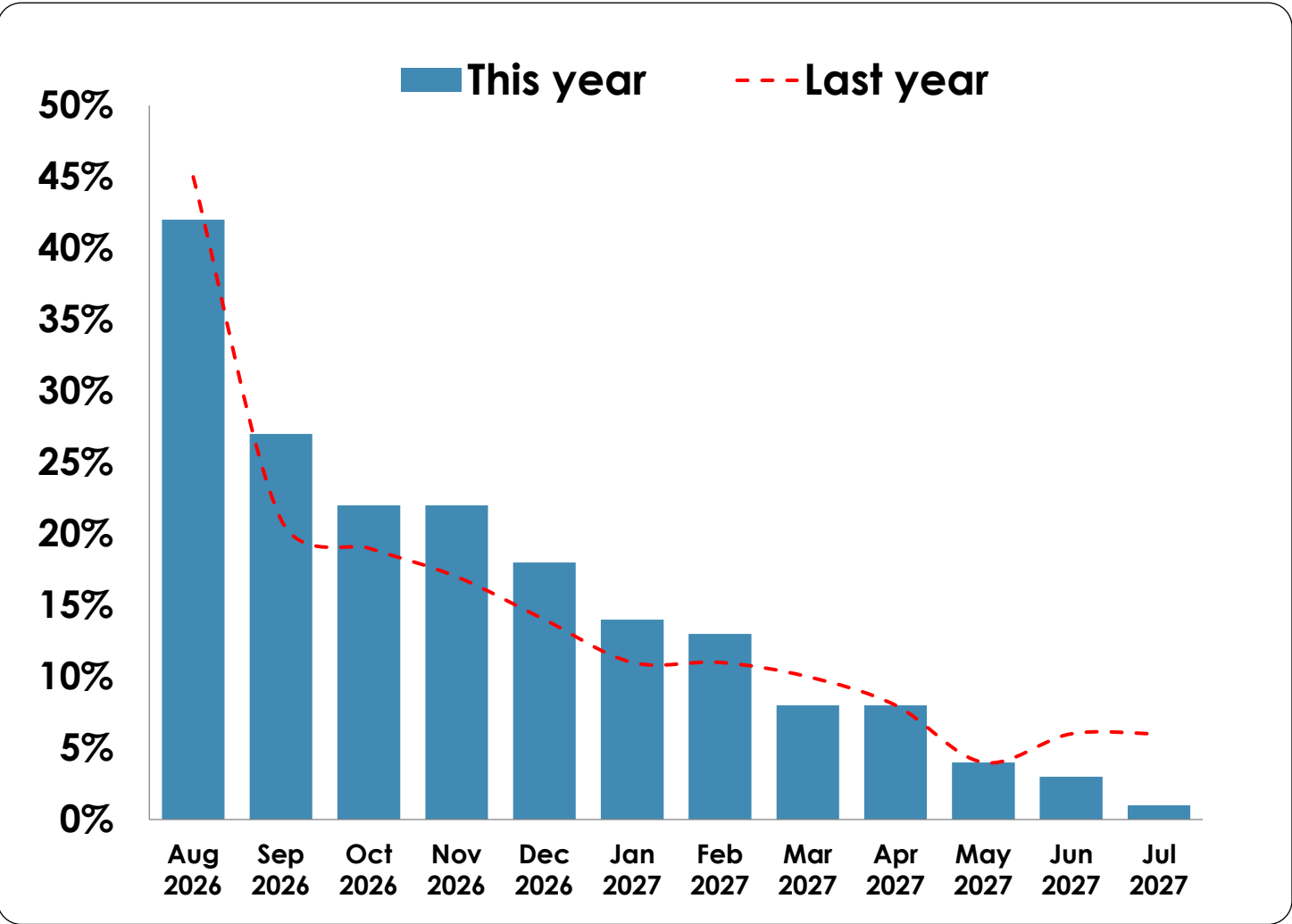
Miami-Dade Hotel & Short-Term Rental Daily Occupancy – Post WC



Miami-Dade County Paid Lodging Reserved Occupancy: Next 90 Days



Miami-Dade County Hotel Reserved Occupancy: Next 12 Months



Month	This year	Last year	As of Aug 3	As of Jul 6
Aug 2026	42%	45%	-3%	-2%
Sep 2026	27%	21%	6%	2%
Oct 2026	22%	19%	3%	2%
Nov 2026	22%	17%	5%	2%
Dec 2026	18%	14%	4%	3%
Jan 2027	14%	11%	3%	1%
Feb 2027	13%	11%	2%	-1%
Mar 2027	8%	10%	-2%	-3%
Apr 2027	8%	8%	0%	-2%
May 2027	4%	4%	0%	0%
Jun 2027	3%	6%	-3%	-4%
Jul 2027	1%	6%	-5%	--

Miami-Dade – Meeting/Convention Requests For Proposals

Calendar Year-To-Date

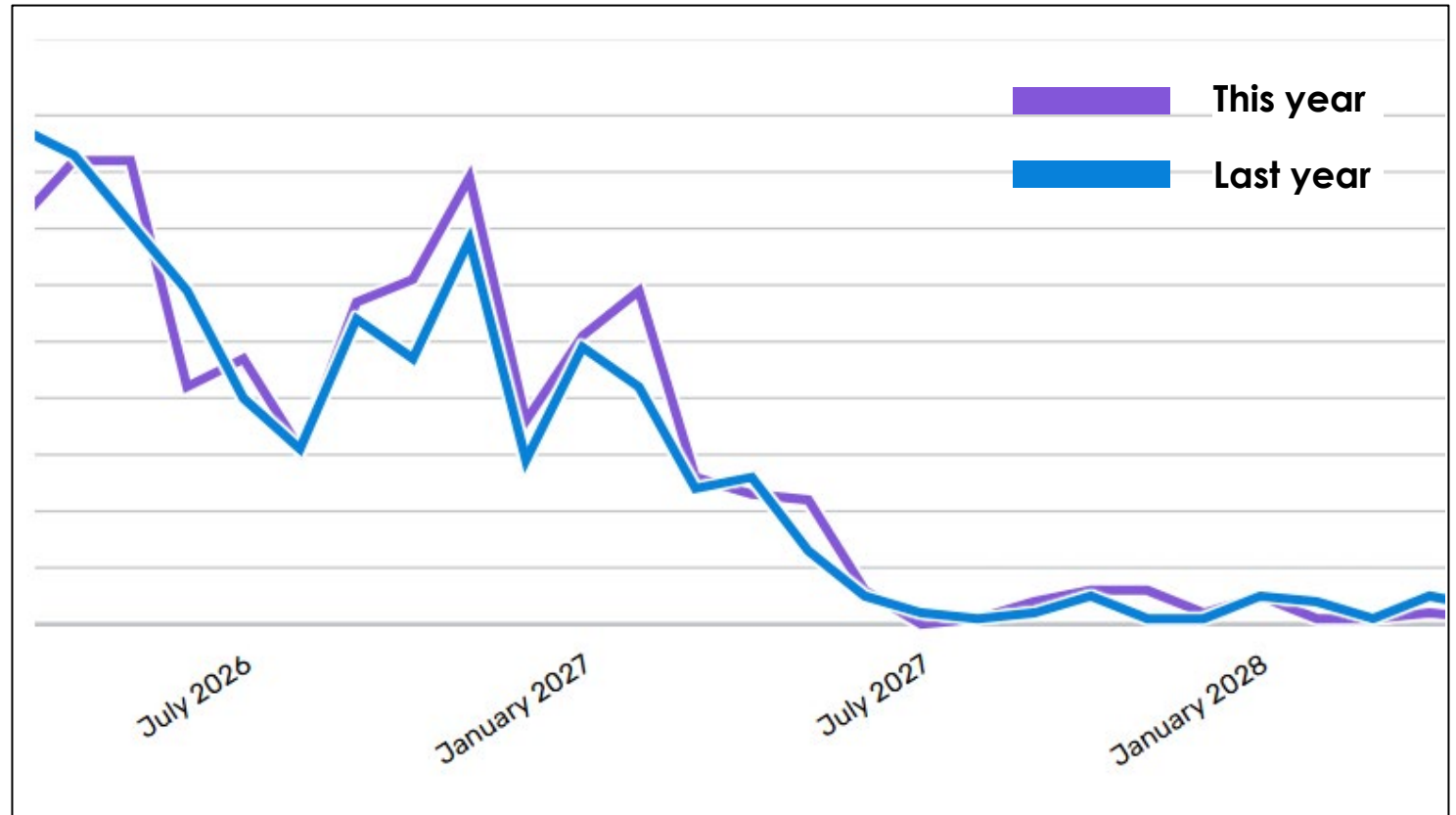
RFPs Received: 4,556 (+27%)

RFPs Awarded: 753 (-21%)

Bid rate: 50% (-5%)

Response Time: 10 Hours (-21%)

Awarded By Arrival Month



MBCC Annual Conferences

Name	Month	Peak	Room nights	Est. Attendees
Miami Beach Antique Show	January	1,500	3,000	5,000
CosmoProf	January	2,000	8,500	15,000
Iconnections	January	2,000	7,200	4,000
Tissue World	January	500	2,100	5,000
Cabana Show	January	50	100	300
Miami International Boat Show	February	1,528	8,162	100,000
Part Base Expo	February	50	100	5,000
Spring Show	March	1,500	7,000	5,000
Natural Disaster	March	50	100	3,500
Seatrade Cruise Global	April	2,500	10,500	10,000
eMerge	April	242	692	12,000
Swimwear Show	May	250	750	7,500
Aviation Festival	May	50	100	3,500
Cruise Ship Interiors	June	300	800	3,000
LE Miami	June	500	2,500	1,800
World Health Expo	June	250	1,200	10,000
American Black Film Festival	June	100	600	3,000
Florida Supercon	July	312	1,346	20,000
Miami International Auto Show	August	50	100	10,000
America's Food and Beverage Show	September	475	1500	3,000
Independent Hotel Show	September	50	100	1,000
Fall Show	October	1,500	7,000	5,000
International Congress on Esthetics	October	125	400	3,000
Art Basel	December	1,800	10,000	80,000

MBCC Definite Bookings – FY 25/26

Client	Lead	Start Date	End Date	Peak	Room Nights
Jupiter Festival Miami Ltd	Jupiter Industry Event	10/4/2026	10/10/2026	542	2,124
Adobe Inc.	The Creativity Conference	11/4/2026	11/13/2026	4,008	16,108
ROC Enterprises, LLC	MLK Volleyball Tournament	1/14/2027	1/18/2027	700	2,144
iConnections Events LLC	Global Alts	2/18/2027	3/1/2027	1,580	6,075
Unleash	Unleash America	4/11/2027	4/15/2027	980	2,470
NIKE	Tournament of Champions Southeast	4/21/2027	4/25/2027	2,200	6,885
International Gay & Lesbian Travel Association	Global Summit	9/26/2027	10/2/2027	550	2,208
Tradeshow Logic	Transport Logistics Americas & Air Cargo Americas	11/7/2027	11/12/2027	720	2,480
Axon Enterprise, Inc.	Axon Accelerate	4/6/2028	4/15/2028	1,700	6,875
American Public Transportation Association	Rail Conference	6/19/2028	6/29/2028	883	3,396
Delta Sigma Theta Sorority Inc	Southern Regional Conference	8/14/2028	8/21/2028	4,500	14,425
Nacha	Nacha Smarter Faster Payments Annual	4/15/2032	4/22/2032	1,500	5,355

MBCC HOT Tentatives

Client	Lead	Start Date	End Date	Peak	Room Nights
Walmart	Walmart MPSS	8/23/2027	9/2/2027	1,250	5,126
Tradeshow Logic	Transport Logistics Americas & Air Cargo Americas	11/6/2027	11/13/2027	500	1,960
Axon Enterprise, Inc.	Axon Week	4/6/2028	4/15/2028	1,700	6,875
Nutanix	Nutanix .NEXT	4/27/2028	5/5/2028	3,200	11,766
American Express Global Business Travel	Pacesetters	5/5/2028	5/12/2028	790	3,502
Tournament of Champions	Nike Basketball Tournament of Champions Southeast	5/17/2028	5/22/2028	2,200	6,885
Cvent, Inc.	CVENT Connect	7/6/2028	7/15/2028	3,278	13,588
Genesys	Genesys Xperience	9/21/2028	9/29/2028	3,550	12,450
FT Live	ABS East Sponsor	10/15/2028	10/18/2028	1,768	4,678
American Association of Gynecologic Laparoscopists	Global Congress on MIGS	10/31/2028	11/7/2028	1,500	5,490
Bitcoin	Bitcoin Miami 2030	4/28/2030	5/6/2030	1,626	6,510
Electric Power Research Institute	Joint Advisory	9/6/2030	9/12/2030	1,500	5,314
Society of Nuclear Medicine & Molecular Imaging	Annual Meeting	6/16/2031	6/26/2031	2,900	12,480
American College of Chest Physicians	CHEST	10/16/2035	10/24/2035	4,000	16,680



Andrew Wobensmith

Director – Research & Business Intelligence

201 S. Biscayne Blvd, Suite 2200

Miami, FL 33131 USA

Main: 305.539.2931

awobensmith@GMCVB.com

MiamiandMiamiBeach.com



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MIAMI SPICE

AUGUST - SEPTEMBER 2026

Dining Experiences with a dash of Spice

<https://www.miamiandbeaches.com/gmcvb-partners/research-statistics-reporting>