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Thank you, GMCVB



For your partnership in bringing world-class events and travelers to Miami.

What We'll Cover Today

As Miami transitions out of a high compression period and traveler behavior keeps evolving, stronger partnerships, smarter distribution, and sharper visibility are how we turn shifting demand into sustainable growth.

TODAY'S DISCUSSION

01

Traveler evolution & market shifts

Where demand is heading next - with Leisure, Luxury, and Cruise opportunities for Miami

02

Learnings from major events

What recent sports & entertainment demand drivers taught us about capturing high-value travelers

03

Community impact & sustainability

Growing responsibly in our market
— part of how we win together

Attracting the Next Wave of Miami Travelers

1



PROPRIETARY



Expedia Group new partnerships and acquisitions



Allegiant Air

First-ever authorized OTA partner



12-month exclusive agreement covering 566 routes across 124 U.S. cities.



Expands Expedia Group to 100% coverage of U.S. commercial passenger carriers.



Tiqets

Agreement to acquire Tiqets



Acquisition expands Expedia Group's activities and experiences capabilities.



Enhances ability to deliver richer, full-trip experiences through our B2B platform and consumer brands.

Capturing Incremental Travelers Into Miami Through B2B Partners

★ Loyalty Programs

AMERICAN
EXPRESS



SoFi

AARP
Travel Center

AirMiles

Bilt

🛒 Retail

Walmart ✨

Global Travel

Flight Centre

WebBeds

Classic Vacations

despegar

👤 Corporate Travel

Amex GBT

TravelPerk

Gray Dawes

NAVAN

Hotel Engine

HotelPlanner

✈️ Travel Suppliers

DELTA

jetBlue

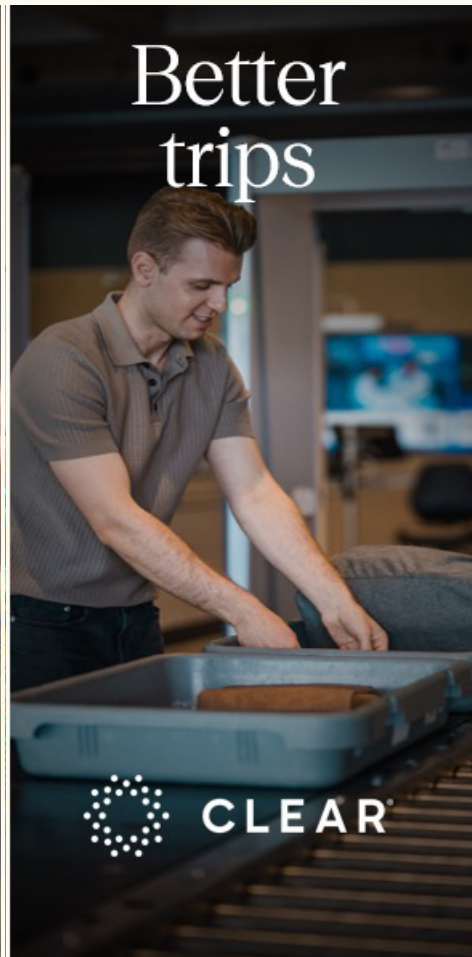
HAWAIIAN
AIRLINES

ACCOR

QANTAS

Marriott

Trusted Partners Across Every Stage Of The Traveler Journey



GMCVB × Expedia Group Co-Op
Campaigns have delivered 226K
Room Nights over in 2026

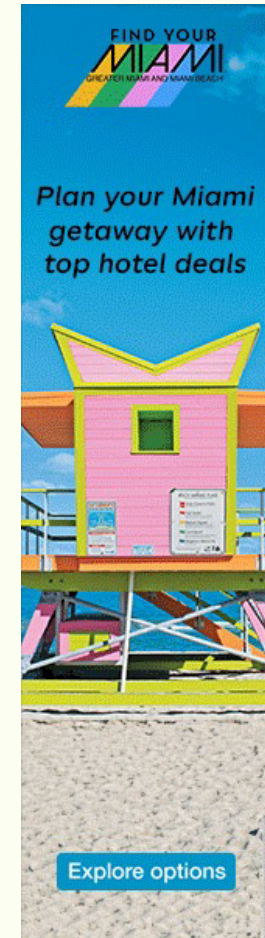
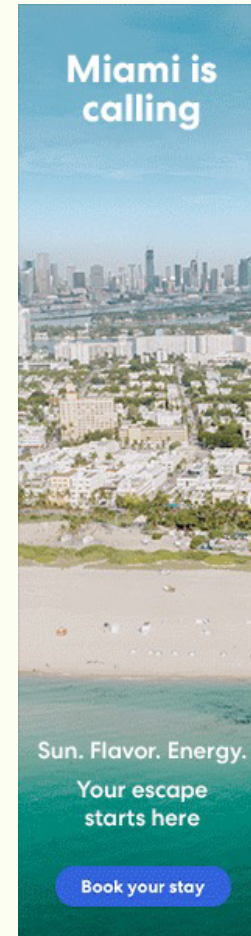
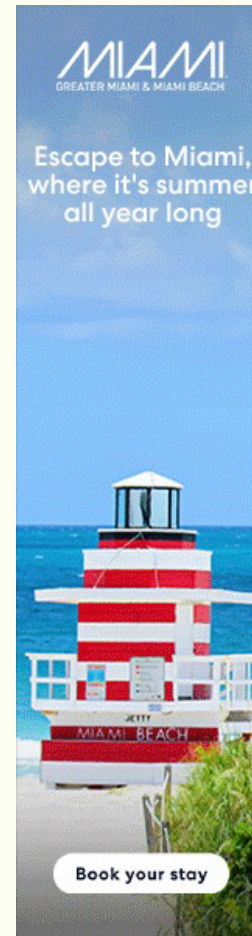
68 M

Impressions/Views Generated

226 K

Room Nights Generated

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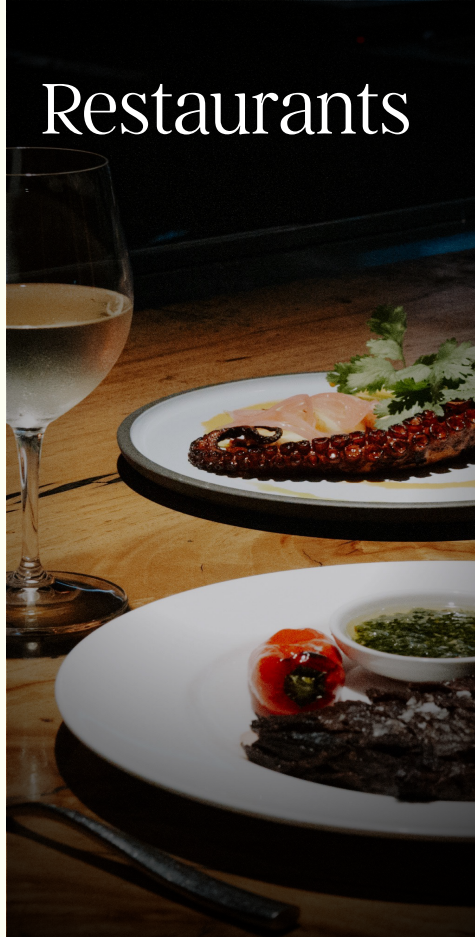


Advertising that supports the entire travel ecosystem

Hotels



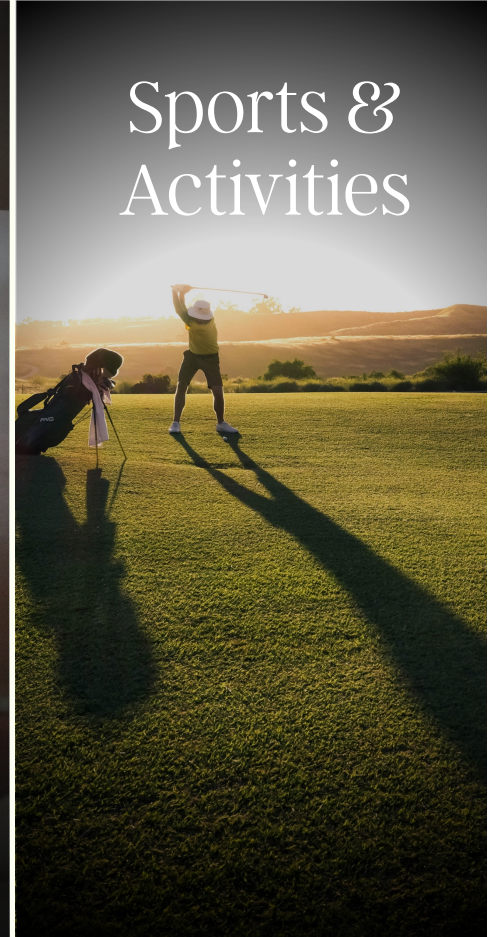
Restaurants



Spas



Sports &
Activities



Adapting to Shifting Traveler and Market Dynamics





Miami Climbed 2 Spots In NorAm Traveler Searches QoQ In Q2 Hotel Searches

For NORAM travelers

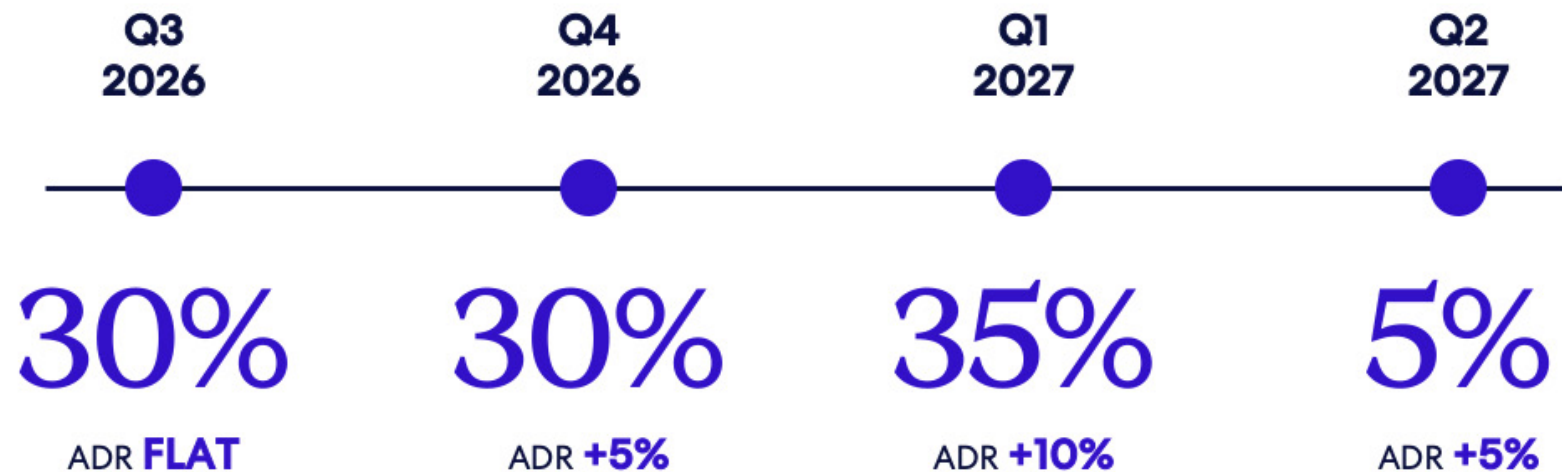
- Orlando, Florida
- Cancun, Mexico
- Las Vegas, Nevada
- Punta Cana, Dominican Republic
- Miami, Florida
- Los Angeles, California
- New York, New York
- Fort Lauderdale, Florida
- Chicago, Illinois
- Carolina, Puerto Rico*

+2 spots from Q1

Same spot as Q1

Miami's Demand Keeps Building — Let's Capture It Early

L28 Day Searches 2026 | Miami | YoY % Search Change

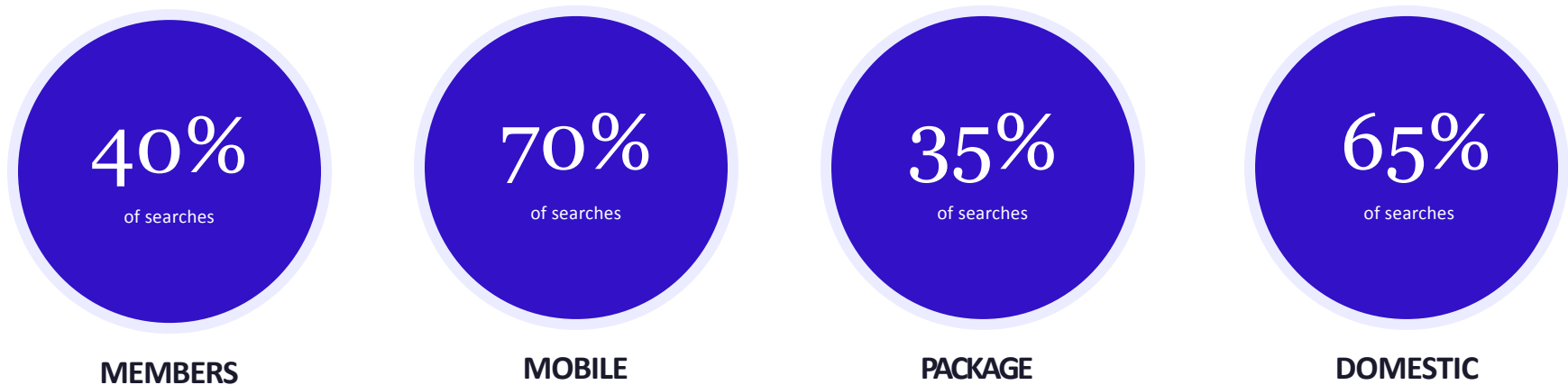


Source: Expedia Group Traveler Intent L28 days into Miami (and vicinity)



In Q1, Expedia Group Members Delivered ~20% Higher Gross Booking Value In Miami Vs. Non-Members

L28 days share of Miami search intent by traveler segment



Source: Expedia Group Future Stay Traveler Intent, L28D, Miami market.

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What This Summer Taught Us About Winning Every Major Event

Big Soccer Tournament 2026 LEARNINGS

6 months out vs 1 week prior



**Visitors +100%
→ +10%**

Capture demand early

Interest peaks months ahead — be bookable and open in the long window, not just at peak.



**Rates +80% →
+10%**

Price with discipline

Rates that open too high get forced down late; measured pricing holds value longer.



**Cancellations
~+50%**

Protect the long lead

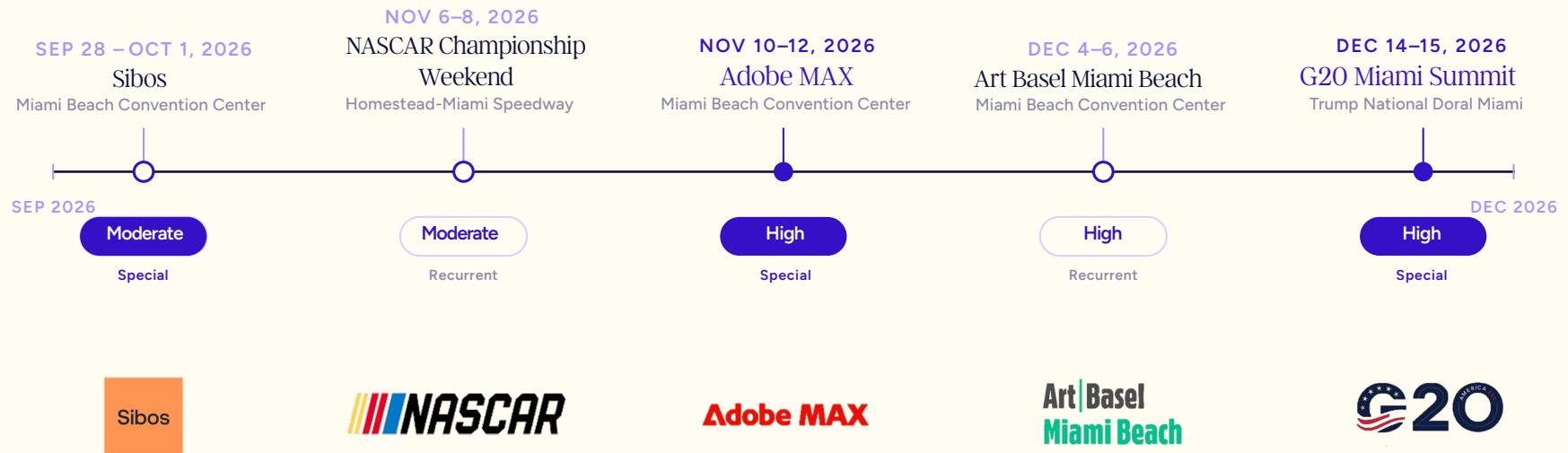
Aggressive long-lead pricing lifted cancellations — steadier pricing keeps bookings firm.

Source: Expedia Group Traveler Intent June 11, 2026, through July 19, 2026, into Miami

High-Impact Events Keep Miami Demand Elevated Through December 2026

EVENT TYPE

- Special
- Recurrent



High rare, citywide draw; heavy out-of-market demand
Moderate strong but regional or repeatable draw **Lower** mostly local; limited hotel pressure

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Pathways To Future Growth In Miami





You offer experiences others can't



Show it

GUEST EXPERIENCE SCORE

**Raising Guest Experience
10–20 points drove +8%
booking value over the
comp set**



Prove it

SERVICE, AMENITIES, WELLNESS,
DELIGHTFUL EXPERIENCES

**64% of travelers cite
consistent quality of service is a
top factor when choosing a
hotel.**



Promote it

YOUR UNIQUE VALUE PROPOSITION

**TravelAds properties see
~20% more bookings and
~10% higher ADR.**

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Domestic Demand Into Miami Is Growing +10pp Faster Compared To International In The L28 Days



75% Share

Mobile searches



3 nights

Stays holding steady



Fri–Sun

Weekend demand leads weekday

Source: Expedia Group Domestic Traveler Intent L28 days into Mece Gaia Miami (and vicinity)



Miami Is The #1 Booked Cruise Departure Port Globally

Rank	Top Booked Departure Ports, Global POS
1	Miami, Florida
2	Port Canaveral, Florida
3	Fort Lauderdale, Florida
4	Vancouver, British Columbia
5	San Juan, Puerto Rico
6	Los Angeles, California
7	Not Available
8	Galveston, Texas
9	Barcelona, Spain
10	Civitavecchia (Rome), Italy

+35%

Q1 - Miami cruise bookings YoY

Ways to capture the demand

- Pre-& post-cruise offers
- Flexible check-in / check-out
- Cruise parking packages
- Transport Options: Airport – Hotel – Cruise Port

New Supply And Marquee Events Are Reshaping Miami's Growing Luxury Segment



20+ new hotels

Luxury pipeline expanding



50%+

The rise of "Hotel Hopping" indicates 50% of travelers are staying 2 or more hotels during their trip

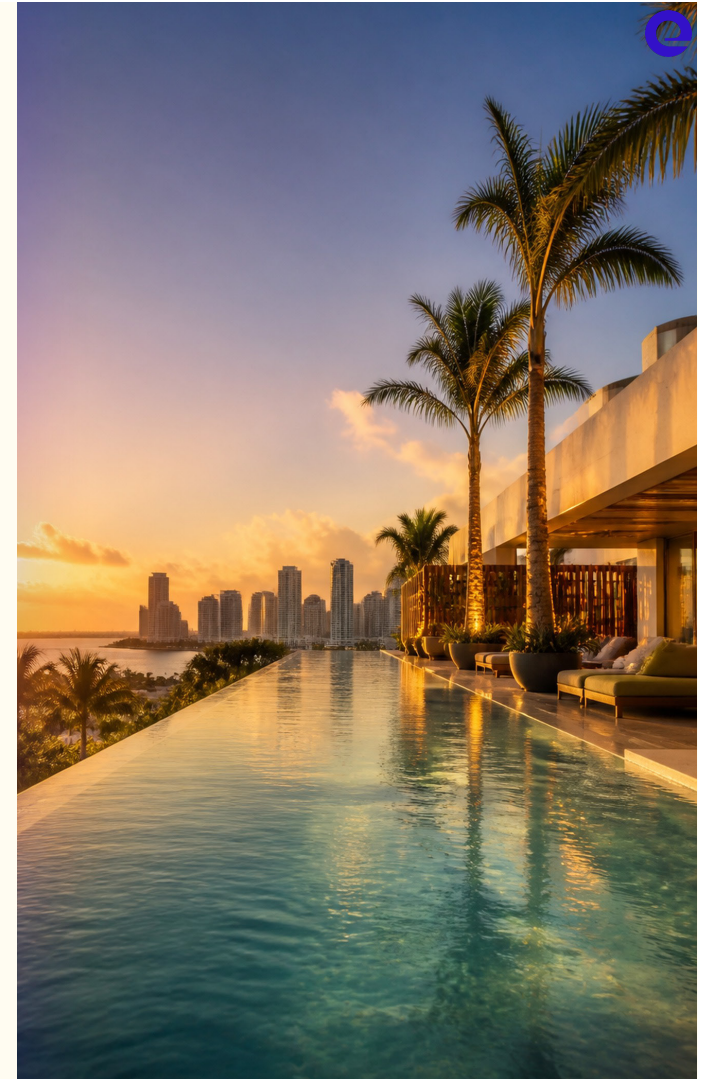


\$960 vs **\$510** ADR

Guests pay ~2x for premium 5-star hotels vs. 4-star

Source: Expedia Group Traveler Bookings Q1 2026 in Miami

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Sustainability + Travel

Sustainability in travel touches every part of destination value



Natural assets & marine
protection



Community benefit & local
business vitality



Accessibility & inclusion



Workforce opportunity & talent
development



Operational efficiency & cost
reduction

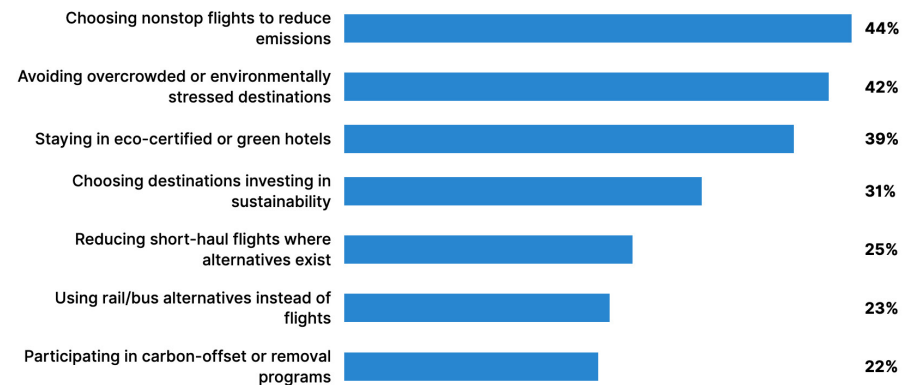


Resilience, quality of life &
longterm competitiveness

Travelers reward sustainability when it improves the trip

- 78% say sustainability will matter in their travel decisions — but only 24% actively seek it and will make trade-offs.
- Another 32% will choose sustainable options only when there is no added cost or time — so it works best when low-friction and value-accretive.
- Travelers most readily take actions that already improve the trip: nonstop flights, avoiding crowded destinations, eco-certified hotels.
- The implication: sustainability does not win as a premium add-on — it wins when it is built into a better trip.

Sustainability actions travelers are willing to adopt in 2026 (%)



Source: Skift Research, Skift Global Travel Insights: What's New for 2026? Results based on samples from China (n = 194), India (n = 209), the UK (n = 212), and the U.S. (n = 215). Data as of December 2025.

Source: Skift Research — Skift Global Travel Insights: What's New for 2026

Creating more value from tourism, not simply more visitors

The goal shifts from attracting more visitors to creating more value from every visit — while protecting what makes the destination worth visiting.

Protect the assets that drive demand

Coastlines, neighborhoods, culture, and natural spaces

Shape demand more intelligently

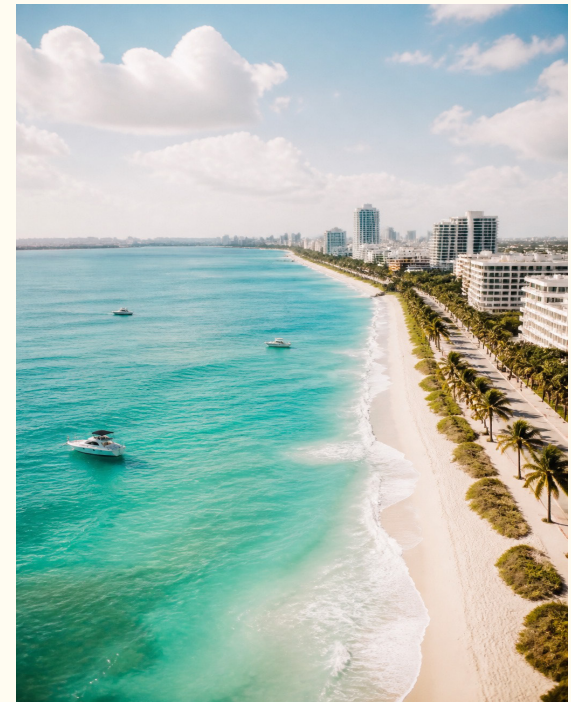
Spread visitors across seasons, neighborhoods, and experiences

Connect growth to community value

Local business benefit, resident quality of life, and resilience

Build the execution muscle

Better data, cross-sector coordination, funding, and business engagement



Hotels and local businesses make sustainability real for the traveler



Hotels

- Reduce food & water waste
- Cut unnecessary single-use plastics
- Highlight local experiences & businesses



Restaurants

- Source locally where possible
- Reduce food waste
- Tell Miami's story through local cuisine



Tour operators

- Educate on responsible recreation
- Protect wildlife & waterways
- Encourage exploring beyond tourist areas



Retailers

- Feature locally made products
- Reduce packaging
- Celebrate local artists & makers

The opportunity across every business type: make sustainability visible as a better guest experience — not a harder choice.

Programs that extend beyond our own operations — and across the travel ecosystem

Operational Reductions | Net Zero

A 2040 Net Zero target, a 75% cut in Scope 1 & 2 emissions by 2030, and 78% of vendors by emissions set to adopt science-based targets by 2028.

Industry Efforts

Destination Climate Champions: Climate-action training that builds DMO capability.

World Sustainable Hospitality Alliance: Builds hospitality operational readiness

In Shopping

Eco-certifications, flight emissions labels, and EV-ready filters help travelers choose.

Expedia Trails Fund

Stewardship of the places that inspire travel. First 11 projects and \$4.5M in grants improve safety and access at iconic U.S. destinations, benefiting 1M+ visits a year.

Miami already has the building blocks for a broader story

Framed as destination competitiveness, resilience, and quality of place — not just a green initiative.

Flagship hotel sustainability and environmental stewardship

Green Key Global, zero-waste alignment, restaurant sustainability efforts

Accessibility & inclusion

Wheel the World verification and IBCCES Autism Certification

Workforce opportunity & community value

Visitors Industry Council, Talent development and support, Month of Caring

The opportunity: connect these efforts into one clear story about long-term destination quality, visitor experience, and local benefit.



Collaboration turns individual efforts into destination resilience

No one business can do this alone — but many practical actions, taken together, strengthen the visitor experience and the long-term health of the destination.



*One hotel cannot protect Biscayne Bay.
One restaurant cannot solve overtourism.
One business cannot build destination resilience.*

Collective action turns good intentions into long-term destination value.

Impact Of Month Of Caring 2025

September 11–30, 2025

How the Miami team in partnership with the GMCVB gave back this last year.

11

Community activities

across the month

135

Volunteers registered

Miami & Fort Lauderdale team

400+

Volunteer hours

contributed by our people

5

Organizations served

local nonprofit partners

14,700

pounds of food sorted

≈ nearly 10,000 meals for families across our community.

Source — Expedia Group Month of Caring 2025 program recap (Miami & Fort Lauderdale).



Greater Miami Conventions & Visitors Bureau & Expedia Group

Month of Caring 2026

Today!!!



This September



Takeaways - Three ways to turn Miami's demand into lasting momentum



1

TRAVELER BENEFITS

**Strategize accordingly
for each segment**

2

VISIBILITY & MARKETING

**Highlight your unique
value**

3

SUSTAINABILITY

**Bundle sustainability
into the guest experience**

Capture demand. Show your value. Grow together.

Win a \$500 One Key Cash Grand Prize

Sponsored by



\$500

OneKey™

 Expedia  Hotels.com  Vrbo™

