

Follow the Traveler



GREATER MIAMI
CONVENTION &
VISITORS BUREAU

GMCVB Partner Planning Workshop powered by Expedia Group



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Unpack '26 Summer



Five trends shaping summer 2026 travel

Expedia Group's data-driven look at what's inspiring travelers this summer, powered by insights from Expedia, Hotels.com, and Vrbo.



Destinations of the

The standout places topping this summer's travel picks.



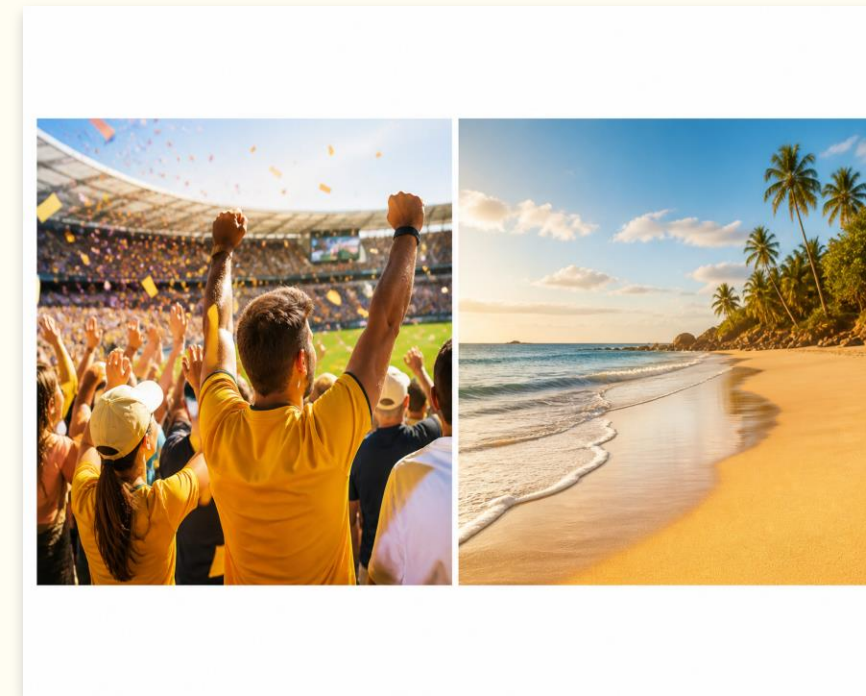
Hotel Hop Summer

Booking multiple hotels in one trip for more neighborhoods and moments.



Beach Readaways

Restorative escapes to slow down, down, unplug, and enjoy a great read read by the water.



Kick Off or Take Off

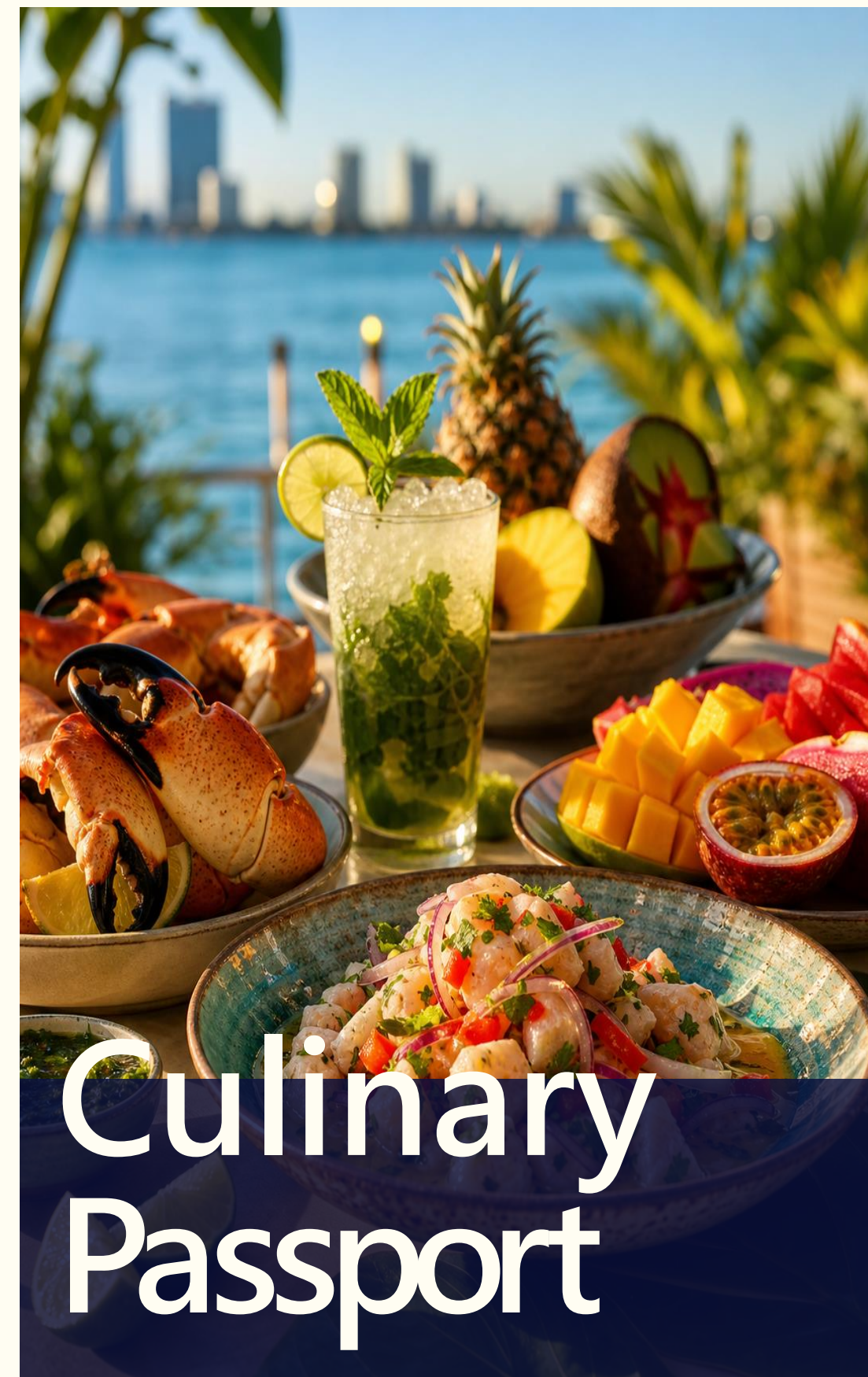
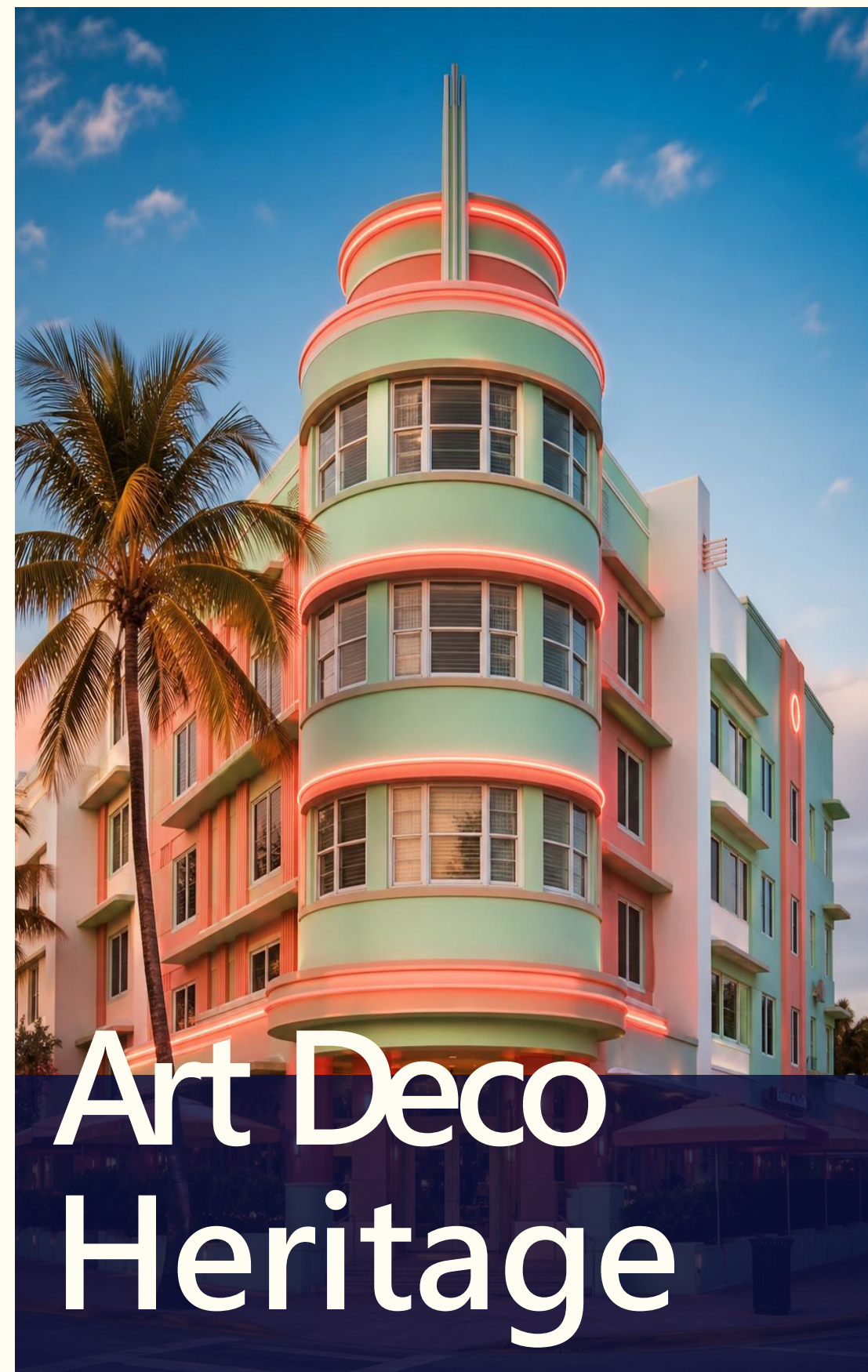
Chasing major sporting events — or — or seeking quieter escapes from the crowds.



Set-Jetting

Film, TV, and pop culture inspiring the inspiring the real-life places travelers explore.

Sell Culture, Not Just Location

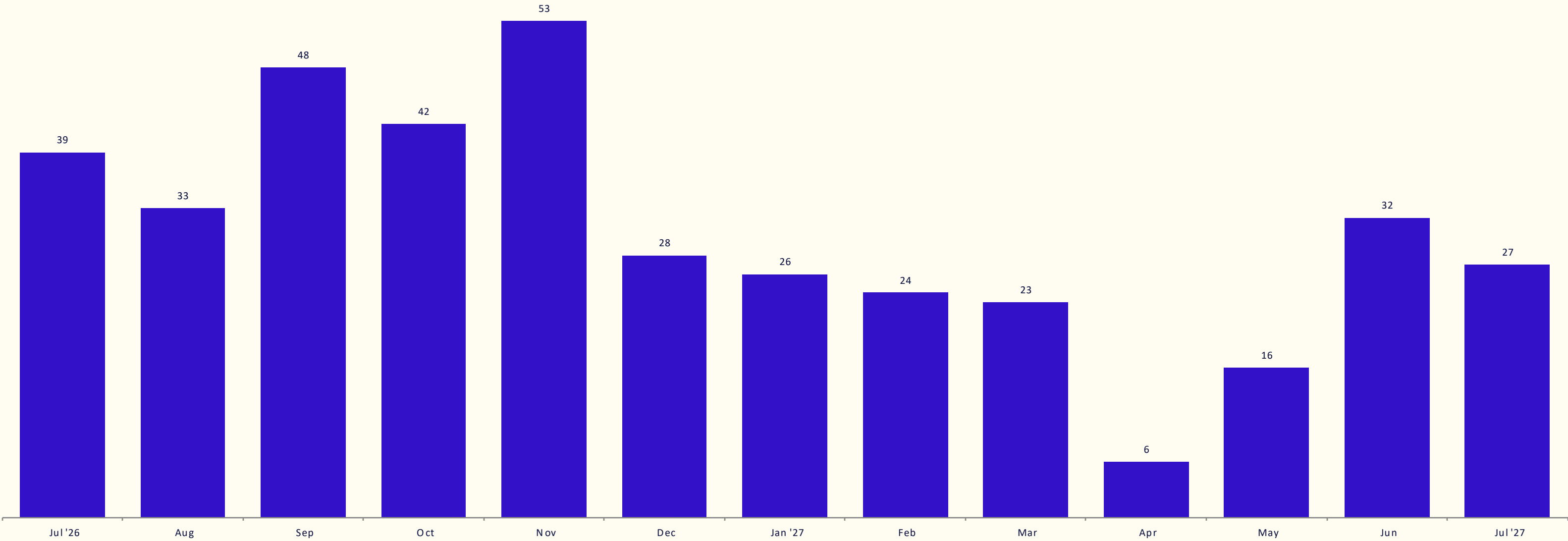


Miami Traveler Intent

YoY, L28d searches, next 12 months

↑ +35%

Visitors YoY Last 28 days

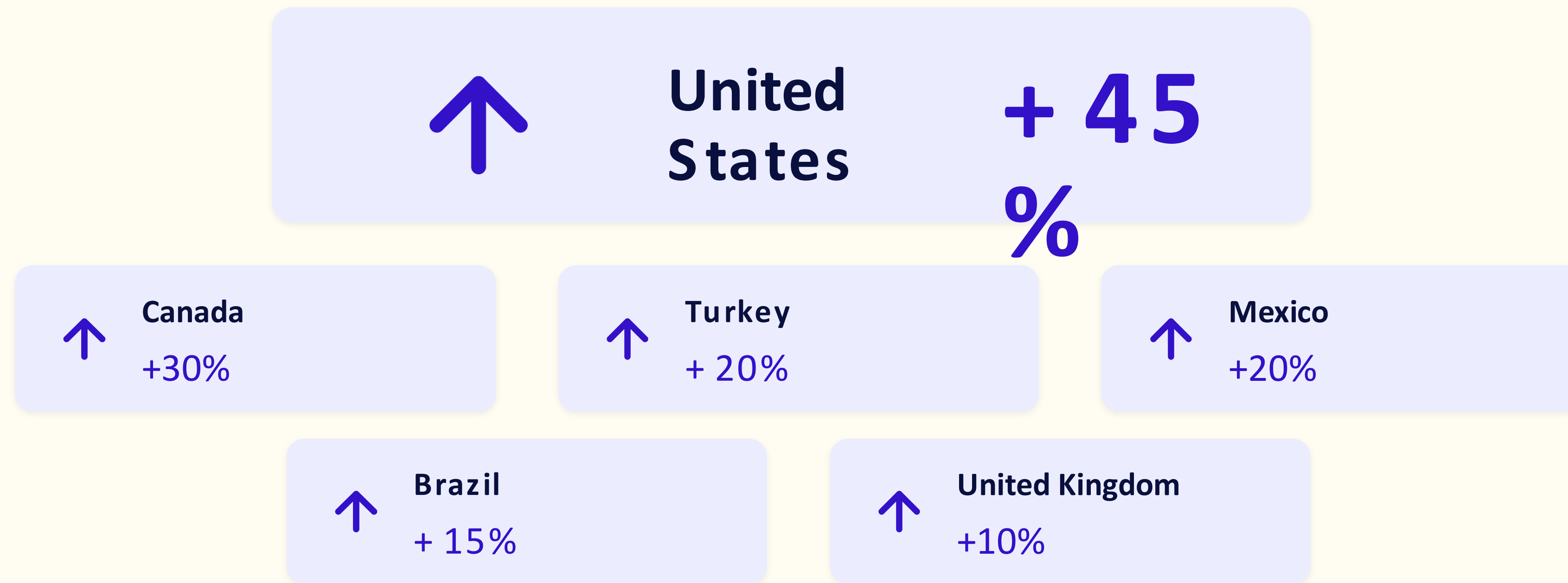


Momentum is real—and the window is now.

Miami Traveler Intent

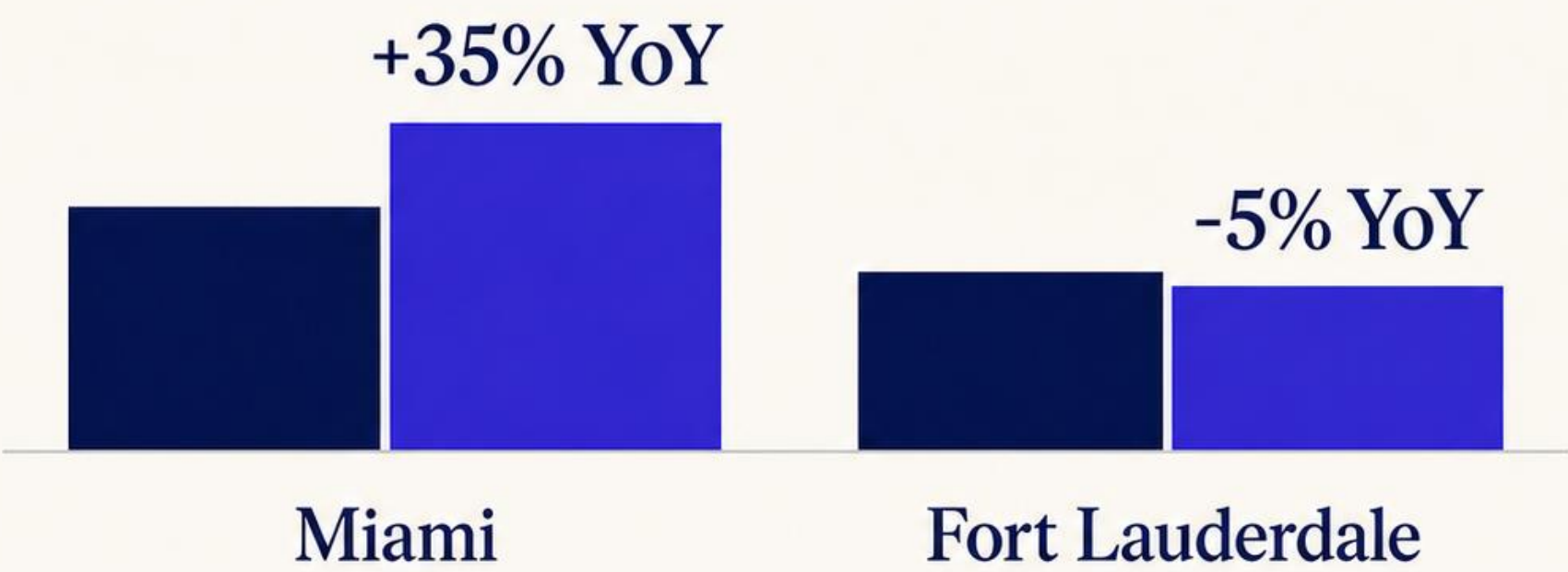
FASTEST-GROWING MARKETS

Visitors YoY, L28 searches, next 12M



US-led, but international growth markets are rising.

South Florida Leads Global Cruise Demand on Expedia Group



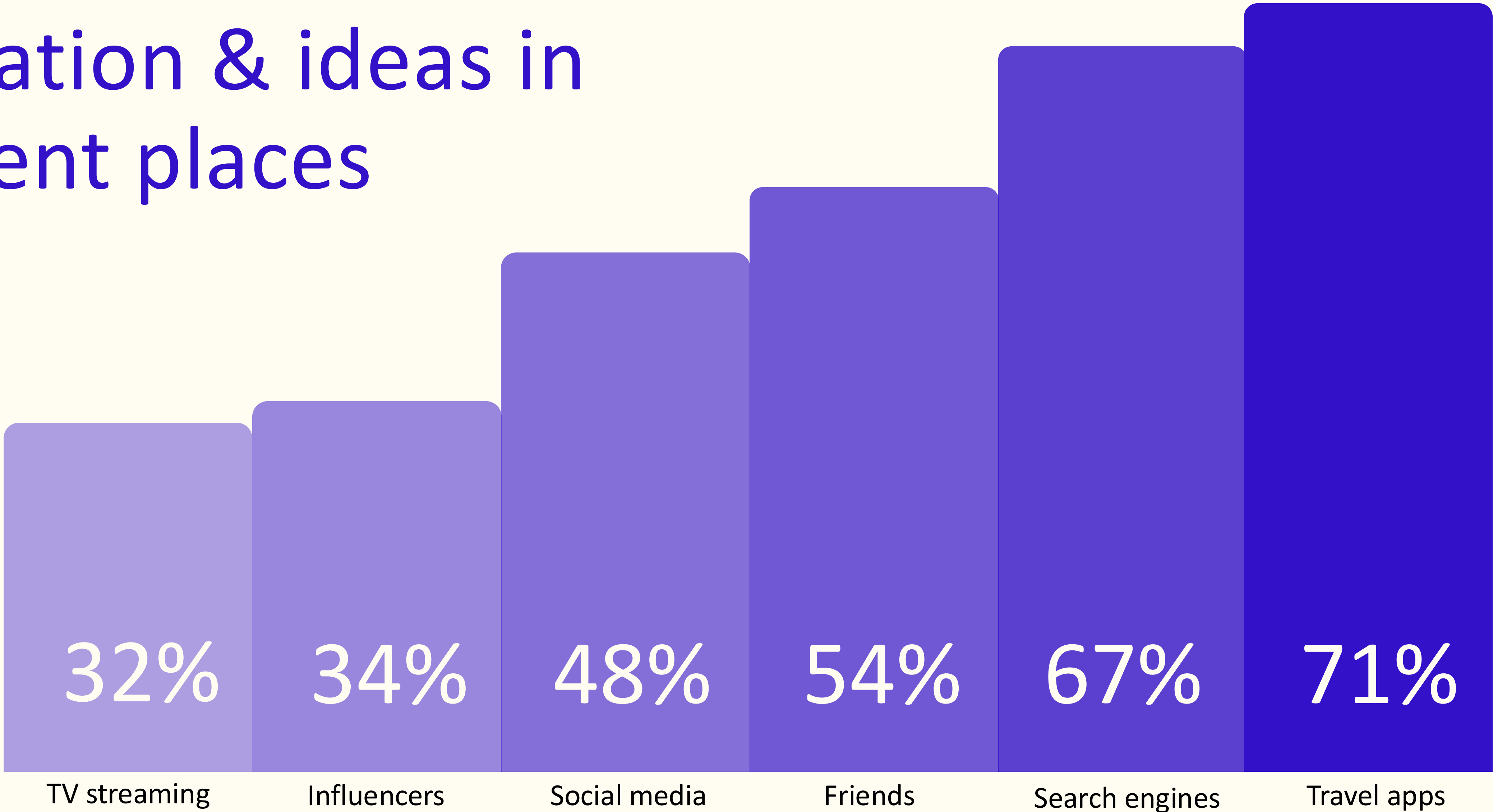
Rank	Top Booked Departure Ports, Global POS
1	Miami, Florida
2	Port Canaveral, Florida
3	Fort Lauderdale, Florida
4	Vancouver, British Columbia
5	San Juan, Puerto Rico
6	Los Angeles, California
7	Galveston, Texas
8	Barcelona, Spain
9	Civitavecchia (Rome), Italy

Source: Expedia Group Booking Data, Q1 2026



Capturing the right traveler for Miami businesses

Travelers find inspiration & ideas in different places



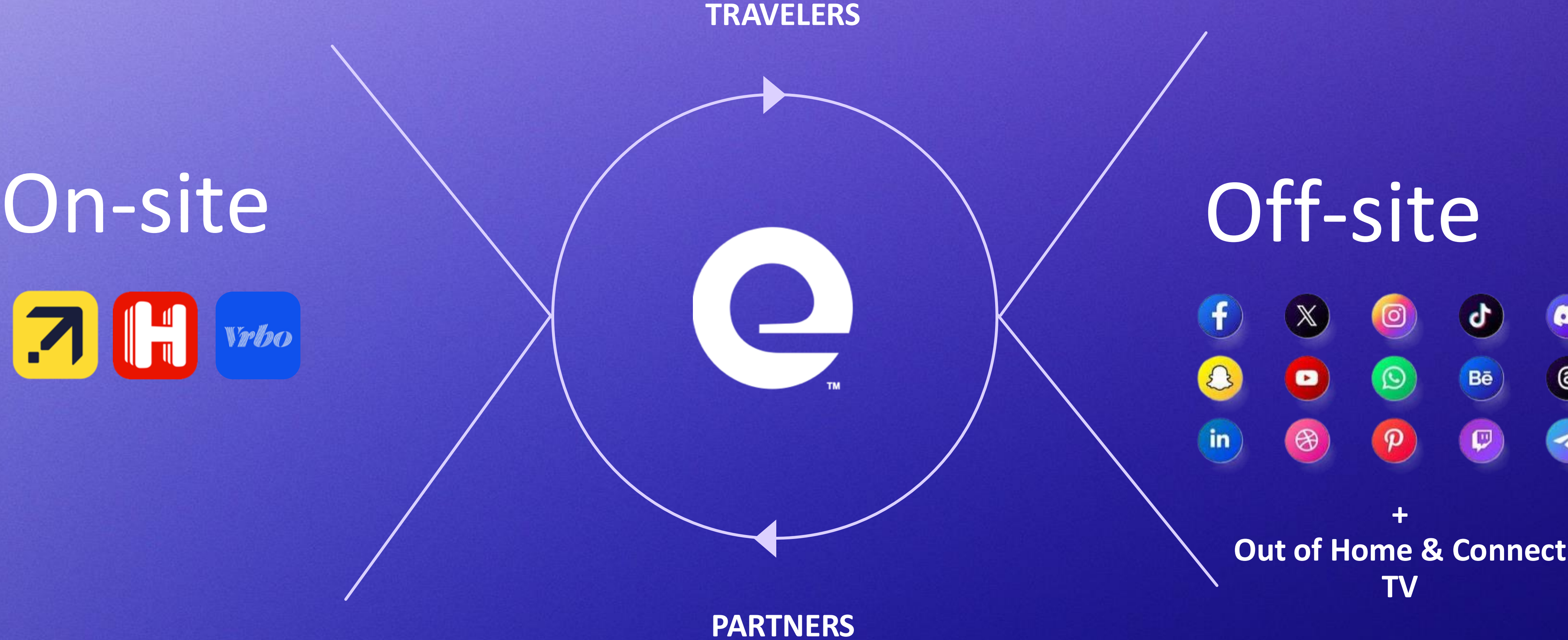
1 - Expansive reach

2 - High-value audiences

3 - Performance-led partnership

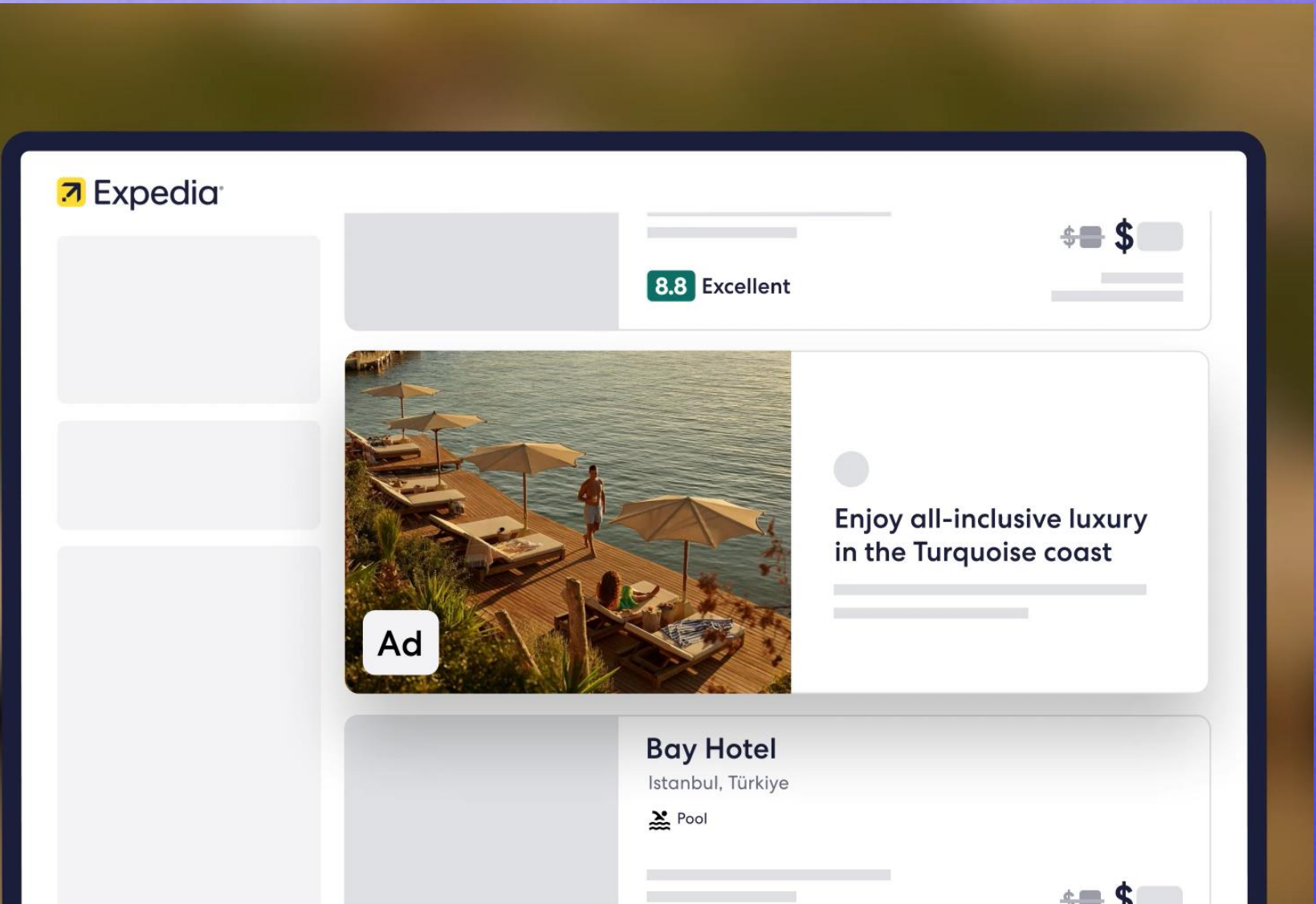


Expansive reach of our advertising





High-value Audiences Built on Travel Intent



Traveler Signals

Hotel browsing
Flight & Cruise shopping
Destination research
Package & Activities search

& MORE



Expedia Audiences

Local & Cruise
Luxury & Culinary
Cultural & Immersive
Wellness & Spa

& MORE



Miami Businesses

Hotels
Restaurants & Bars
Spas & Resorts
Arts & Entertainment

& MORE

Performance-led partnerships bring Miami to life

Miami Businesses that advertised via
Expedia Co-ops received on average

26.2 M Views

86:1 ROI



Key Takeaways



Traveler Benefits

Channel Expansion

Boosted Reach

Looking Back....GMCVB Travel Trade Activities FY 25/26

- Colombia Sales Mission: Oct 6 – 10, 2025
- ILTM North America: Oct 6 – 10, 2025
- Travel Counsellors Annual Conference: Nov 7 – 9, 2025
- SIGNATURE Travel Conference: Nov 10 – 13, 2025
- Mexico Sales Mission: Nov 10 – 14, 2025
- CruiseWorld: Nov 4 – 7, 2025
- Brand USA India Sales Mission: Jan 18 – 23, 2026
- GTM Luxury: Jan 24 – 27, 2026

Looking Back....GMCVB Travel Trade Activities FY 25/26

- Florida Huddle: Feb 2- 4, 2026
- Aer Lingus Taste of America Roadshow: Feb 23 – 26, 2026
- Unite Visit USA 2026: Mar 10, 2026
- Travel Gossip Roadshow: Mar 11, 2026
- Travel Counsellors USA Takeover Day: Mar 12, 2026
- Brand USA LATAM Travel Week: Mar 13 – 19, 2026
- Brazil Sales Mission: Mar 23 – 27, 2026
- Virtuoso On Tour (Toronto): Apr 6 – 8, 2026
- CLIA Cruise360: Apr 22, 2026

Looking Back....GMCVB Travel Trade Activities FY 25/26

- Argentina FIFA Soccer Event: Apr 23 – 26, 2026
- Travel Leaders EDGE: May 3 – 6, 2026
- Virtuoso Connect (Brazil): May 4, 2026
- Virtuoso Connect (Argentina): May 11, 2026
- Aspire Escapes: May 11 – 12, 2026
- ANTOR Tradeshow: May 15 – 21, 2026
- IPW 2026: May 17 – 21, 2026
- LE Miami: Jun 1 – 4, 2026
- GTC (Global Travel Collection) ARRIVE: Jun 9-11, 2026

Looking Back....GMCVB Travel Trade Activities FY 25/26

- UK & Ireland Multi-City Sales Calls: Jun 22 – 26, 2026
- Luso Travel Visit USA 2026: Jul 8, 2026
- GTM North America: July 9-11, 2026
- British Airways Florida Marketplace: Jul 15, 2026
- Travel Bulletin Around the World: July 29, 2026

Upcoming Sales Missions and Trade Shows

- Florida Huddle UK Edition: October 12 –15, 2026 (Joe)
- Cruise Planners CPWorld : October 19, 2026 (Debra)
- TTG Media Black Book Luxury Travel Show: October 20 – 22, 2026 (Joe)
- CruiseWorld: November 5, 2026 (Debra)
- Travel Counsellors Annual Conference 2026: November 13 – 15, 2026 (Joe)
- ILTM Cannes 2026: December 1 – 3, 2026 (Joe)
- Brand USA Mexico Sales Mission January 11 – 15, 2027 (Carolyn)
- Brand USA India Travel Week 2027: January 17 – 21, 2027 (Joe)
- Icelandair Mid-Atlantic Tradeshow 2027: January 28 – 31, 2027 (Joe)

Upcoming Sales Missions and Trade Shows

- Colombia Sales Mission: February 8 – 12, 2027 (Carolyn)
- Visit USA Organization Australia Expo Week (Brisbane, Melbourne, & Sydney): February 15 – 17, 2027 (Joe)
- Brand USA AU/NZ Expo & IMM (Sydney, AU / Wellington & Auckland, NZ): February 18 – 23, 2027 (Joe)
- AAA Marketplace (Boston, MA): February 27, 2027 (Debra)
- Florida Road Show (Orlando-Tampa-Naples): March 1 – 5, 2027 (Debra)
- Brand USA LATAM Travel Week March 14 – 18, 2027 (Carolyn)
- Las Vegas Travel Agent Forum: March 21 – 24, 2027 (Debra)
- CLIA Cruise360: April 15, 2027 (Debra)

Upcoming Sales Missions and Trade Shows

- Brazil Sales Mission: April 5 – 9, 2027 (Carolyn)
- ENSEMBLE Horizons (Conference-at-Sea): April 5-9, 2027 (Debra) *pre/post opportunities
- IPW May 3 – 9, 2027 (Joe, Debra & Carolyn)
- ILTM LATAM May 3 – 7, 2027 (Carolyn)

Upcoming FAM Opportunities

- All Seasons (Argentina) September 16 – 18, 2026 (Carolyn)
- Abreu (Brazil) September 30 – Oct 2, 2026 (Carolyn)
- Travelmation (varied USA) - October 12-15, 2026 (Debra)
- Vincent Vacations (Oklahoma City, OK) - November 1-4, 2026 (Debra)
- SIGNATURE Travel Network (varied USA) - November 11-14, 2026 (Debra)
- Visit Florida Canada – April 26-29, 2027 (Debra)

Trend Alert!

US & Canada

- Cruise travel booming
- Think global, but don't neglect local
- Cultural immersion is the new luxury
- Luxury is becoming more personalized
- Wellness travel continues to grow
- Sustainable travel matters

**Trend
Alert!**

LATAM

- Authentic experiences over sightseeing
- Convenience and air connectivity
- Value for money
- Food is becoming a destination by itself
- Wellness travel is important
- Beaches combined with arts, culture, nightlife & sports

**Trend
Alert!**

Europe & Emerging Markets

- Sustainability
- Accessibility Travel
- Sports Experiences
- Luxury/Experiential Travel
- Wellness Travel
- Cruises
- Culinary

Breakout Discussion Topics

- Cruise / Think global, but don't neglect local
- Luxury Travel & Wellness
- Cultural Immersion & Culinary
- Sustainability & Accessibility Travel