What Worked?
What Didn't?
What's Next, Miami?

GREATER MIAMI + MIAMI BEACH | GREATER MIAMI CONVENTION & VISITORS BUREAU

GMCVB Partner Planning Workshop powered by Expedia Group

Mathew Ratner
Senior Director, Sports & Entertainment
mratner@gmcvb.com

Amanda Ford
Manager, Sports & Entertainment
acford@gmcvb.com

Alex Novy
Coordinator, Sports & Entertainment
anovy@gmcvb.com

Andrew Wobensmith
Director of Research & Business Intelligence
awobensmith@gmcvb.com

Your Expedia Group presenters

Expedia Group × GMCVB · Sports and Entertainment Breakout

Alfredo Tejeda

Senior Area Manager

Expedia Group

Leslie Fiallos Midence

Market Manager

Expedia Group

Thevenin Costales

Business Development Manager

Expedia Group Advertising

A First Half for the Record Books

Nine world-class events. One unstoppable destination. Miami, January–July 2026.

Capital One Orange Bowl
January 1

NHL Winter Classic
January 2

CFP National Championship
January 19

Miami Marathon & Half
January 25

World Baseball Classic
March 6–17

Miami Open
March 17–29

Cadillac Championship
April 30–May 3

Formula 1 Miami Grand Prix
May 1–3

FIFA World Cup 26 in Miami

June 15 – July 18

Seven matches at Hard Rock Stadium, including the Bronze Final

Miami's sports-events story is bigger than any single game

GMCVB Annual Planning Workshop · Sports and Entertainment Breakout Session

Expedia Group × GMCVB · August 5, 2026

Fan Voyage

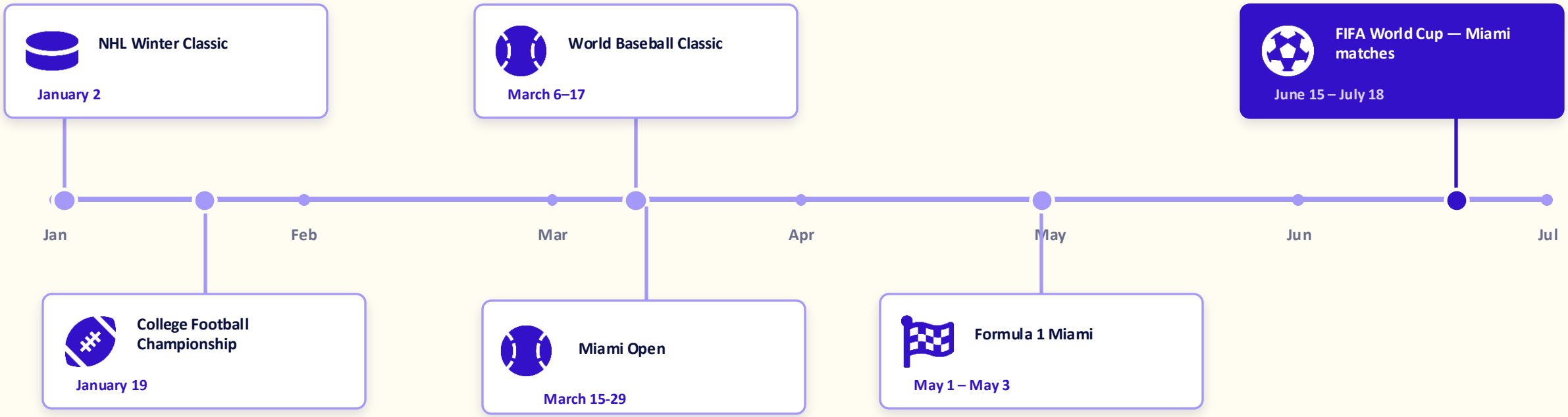
A new wave of fanaticism is here.

57% of travelers say they are likely to watch a local sporting event when traveling

68% of Gen Z and Millennial travelers are seeking front row seats to learn about timeless traditions

Miami's 2026 sports calendar created distinct demand moments

Different event types create different demand waves.



NHL Winter Classic

January 2, 2026

- Room nights +3% vs Last Year on that weekend
- ADR +18% vs LY
- GBV +20% YoY
- Heavily U.S.-led audience (70%)
- Short-trip booking behavior (2 nights)

College Football Championship

January 19, 2026

- Room nights -6% vs Last Year on that weekend
- ADR +28% vs Last Year
- GBV +19% YoY
- Heavily U.S.-led audience (73%)
- Short-trip booking behavior (2 nights)

March 6, 2026 – March 17, 2026

World Baseball Classic

Increased demand

Room nights up 14% with ADR up by 15% and GBV up by 31%

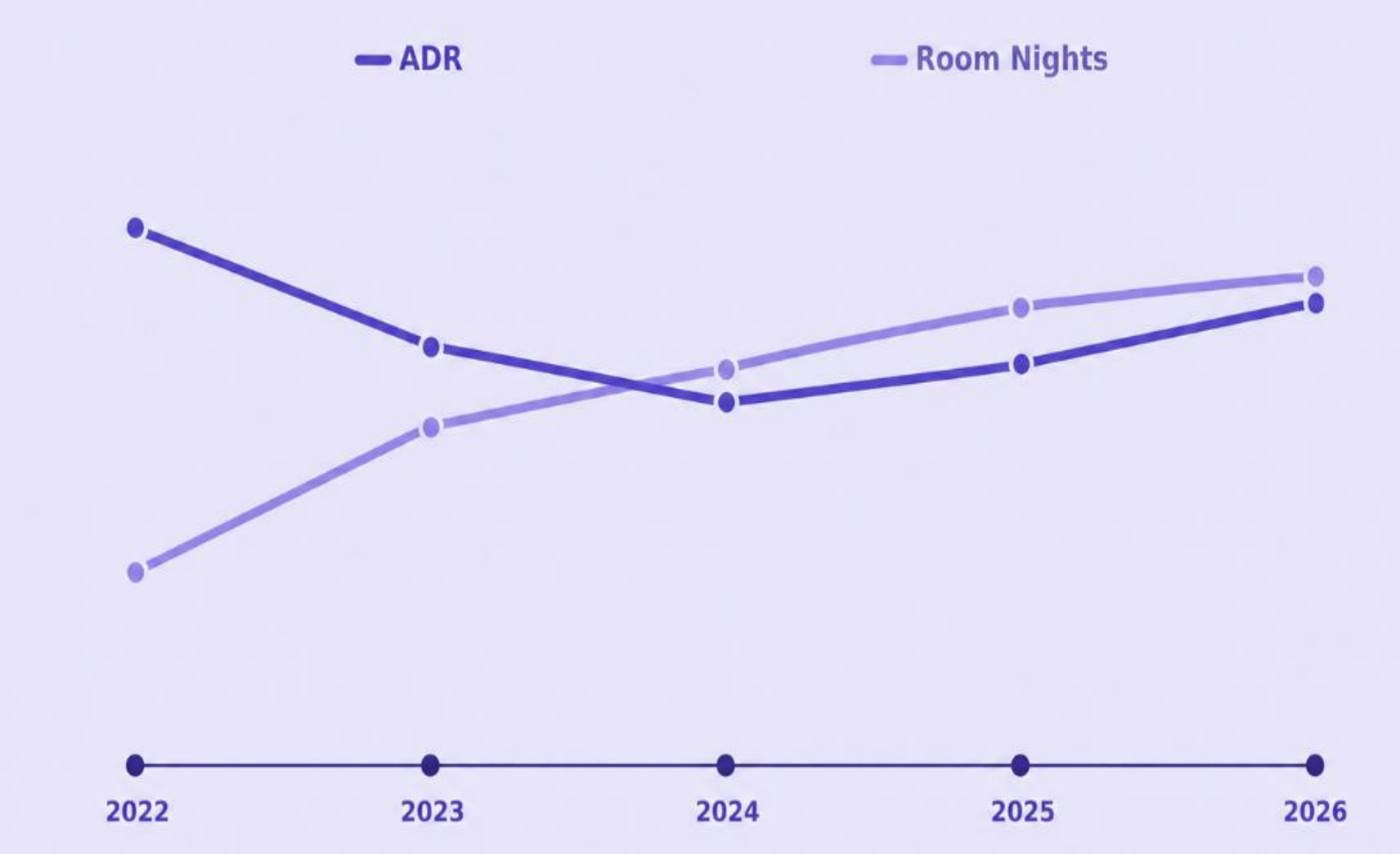
International appeal

A broad global source-market mix beyond the U.S. base.

Multi-day strength

3 nights stays generated the highest rate

Formula 1 Miami



Source: Expedia Group via Sure · figures shown YoY vs. last year (LY).

Demand Growth

Room Nights and ADR YoY growth

Premium Stay Pattern

3-night stays generated the highest ADR

Plan ahead value

Highest rates came from bookings made 31-60 days prior prior

FIFA World Cup

FIFA created the broadest and most international demand wave

Miami drew from everywhere.

Broad domestic base

United States core

Latin American pull

Brazil · Mexico · Argentina · Colombia

European depth

UK · Spain · France · Germany · Norway

Global long tail

Canada and beyond

Short stays dominated

FIFA had a two-speed booking story

Late-volume engine

Short booking windows:

- Carried the most room nights
- Had a significantly lower cancellation rate

vs

Early-premium engine

Longer booking windows:

- Commanded the top rates

Miami-Dade County Hotel Performance – World Cup Game Days

Aggregate Three-Day Match Performance
% Change Year-Over-Year

FIFA World Cup 2026™

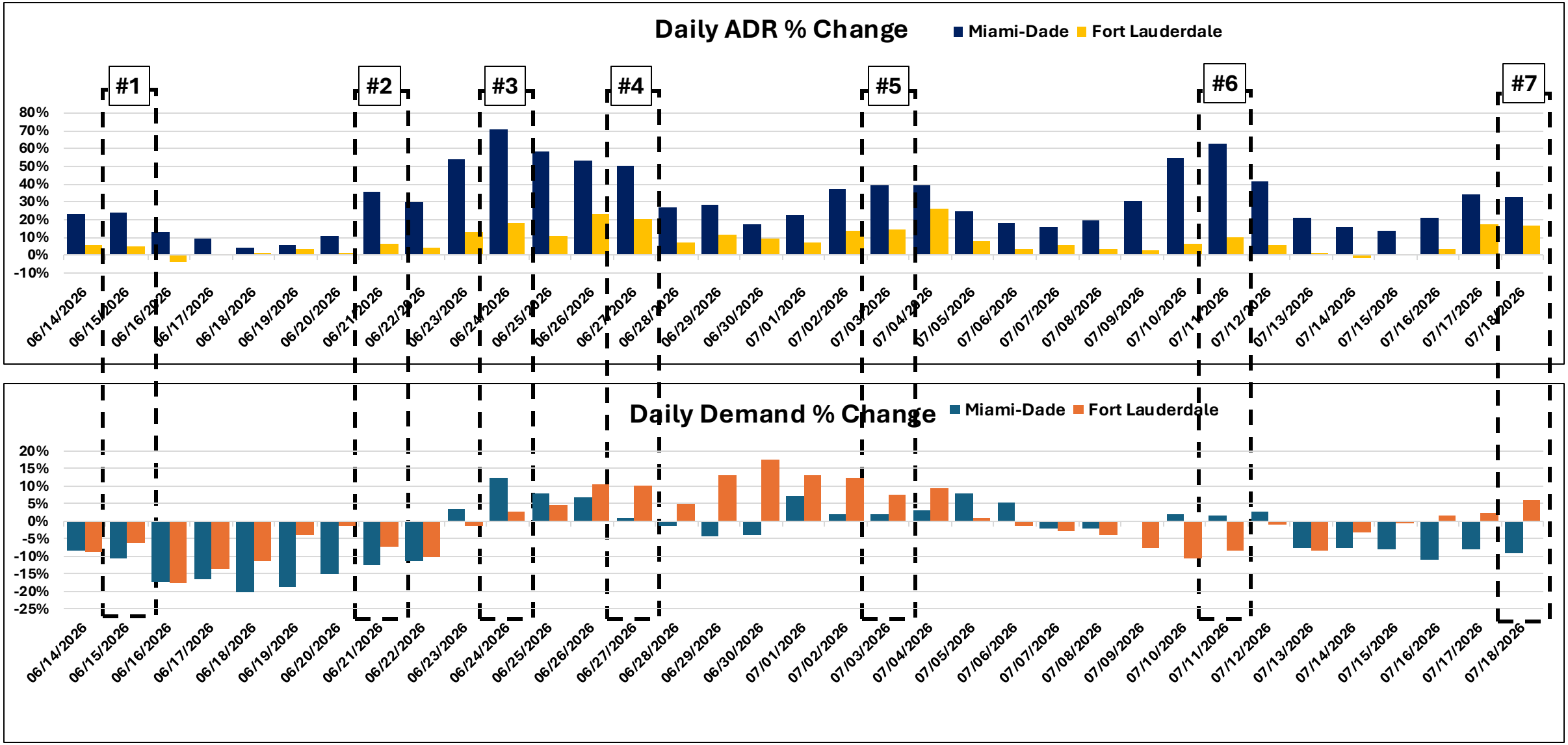
Jun 11, 2026 – Jul 19, 2026

	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%

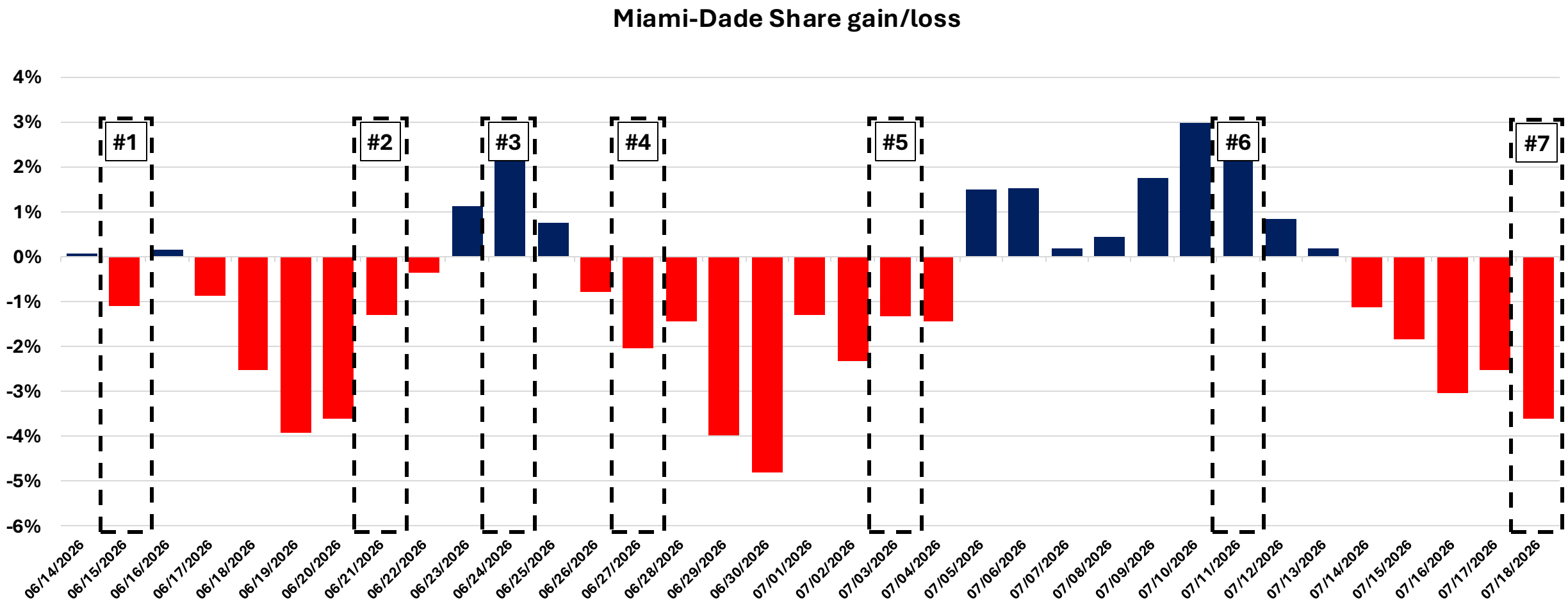
Source: STR

World Cup Daily Hotel Regional Hotel Performance – Miami-Dade & Fort Lauderdale



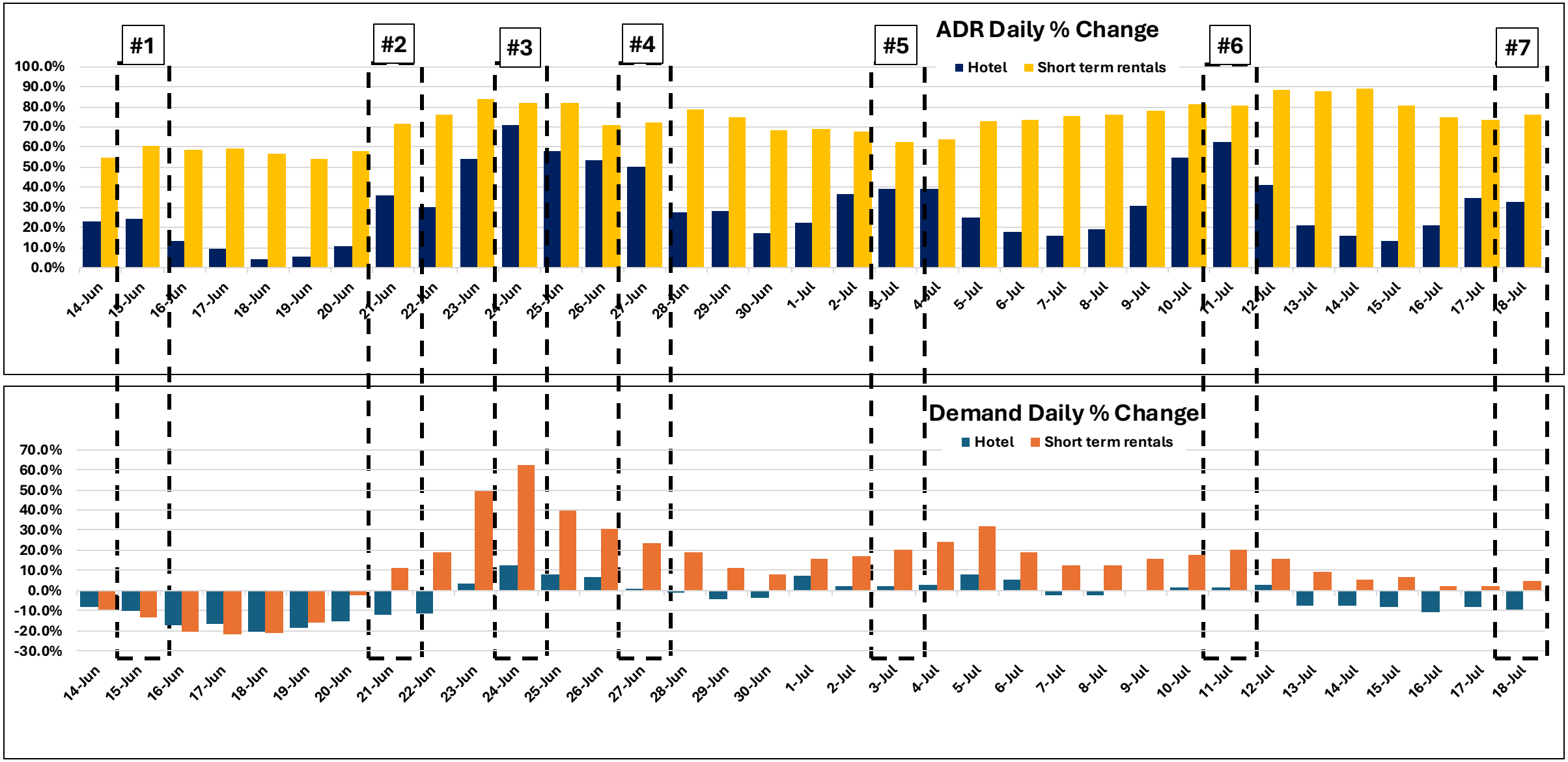
Source: STR

World Cup Daily Hotel Demand Share Gain/Loss – Miami-Dade & Fort Lauderdale



Source: STR

World Cup Miami-Dade Daily Hotel & Short-Term Rental Performance

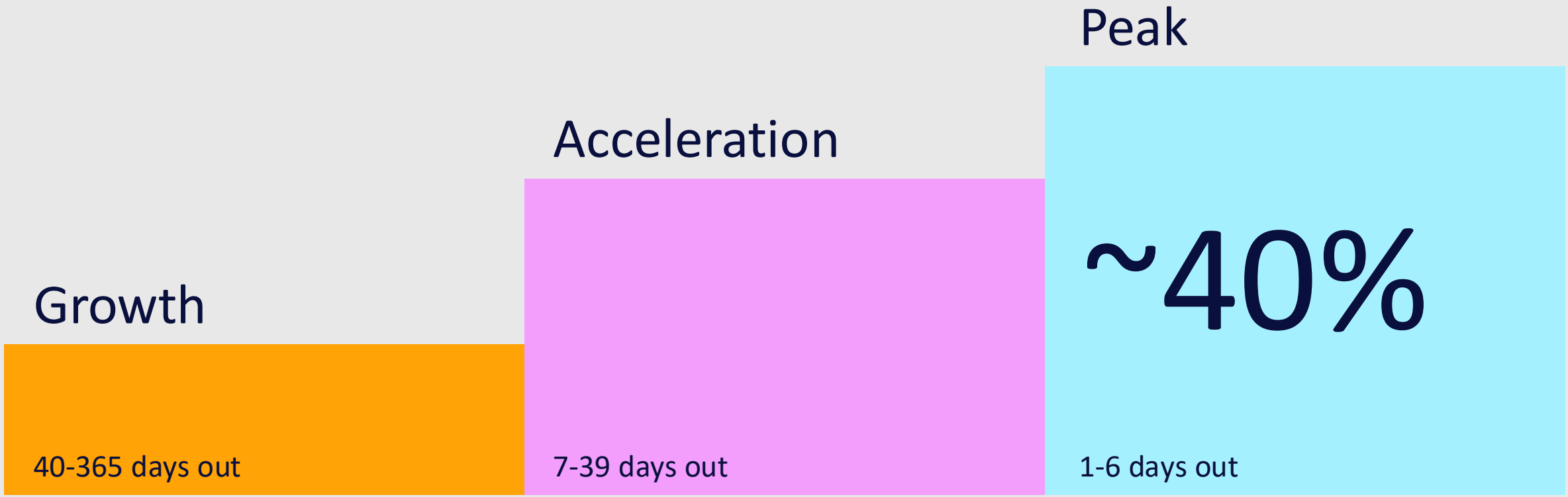


Source: STR, Lighthouse

HISTORICAL INSIGHTS

Three booking phases for major events

NRN contribution by booking window



Expedia group internal data • Euro 2024 Finals • Figures based on EURO 2024

The playbook: price smart and plan ahead

The opportunity is bigger than the events itself.

01

Are your rates open?

Shape rates to the demand curve — curve — capture late volume and and early-booking premium.

02

Market globally

Reach the domestic base and the international long tail that events unlock.

03

Plan for trip length

Build offers around short core trips trips and multi-day stays alike.

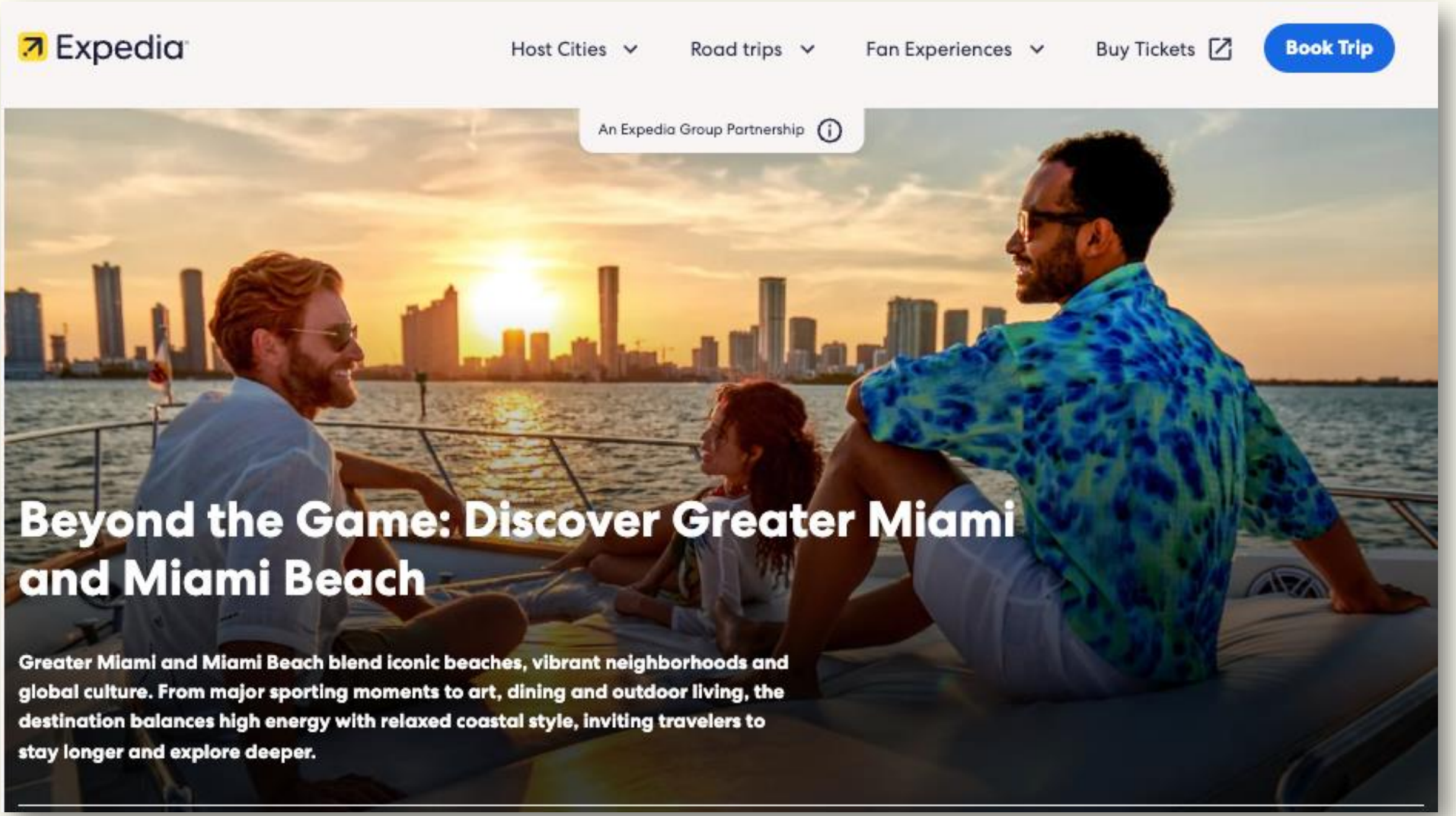
04

Connect with your Market Manager

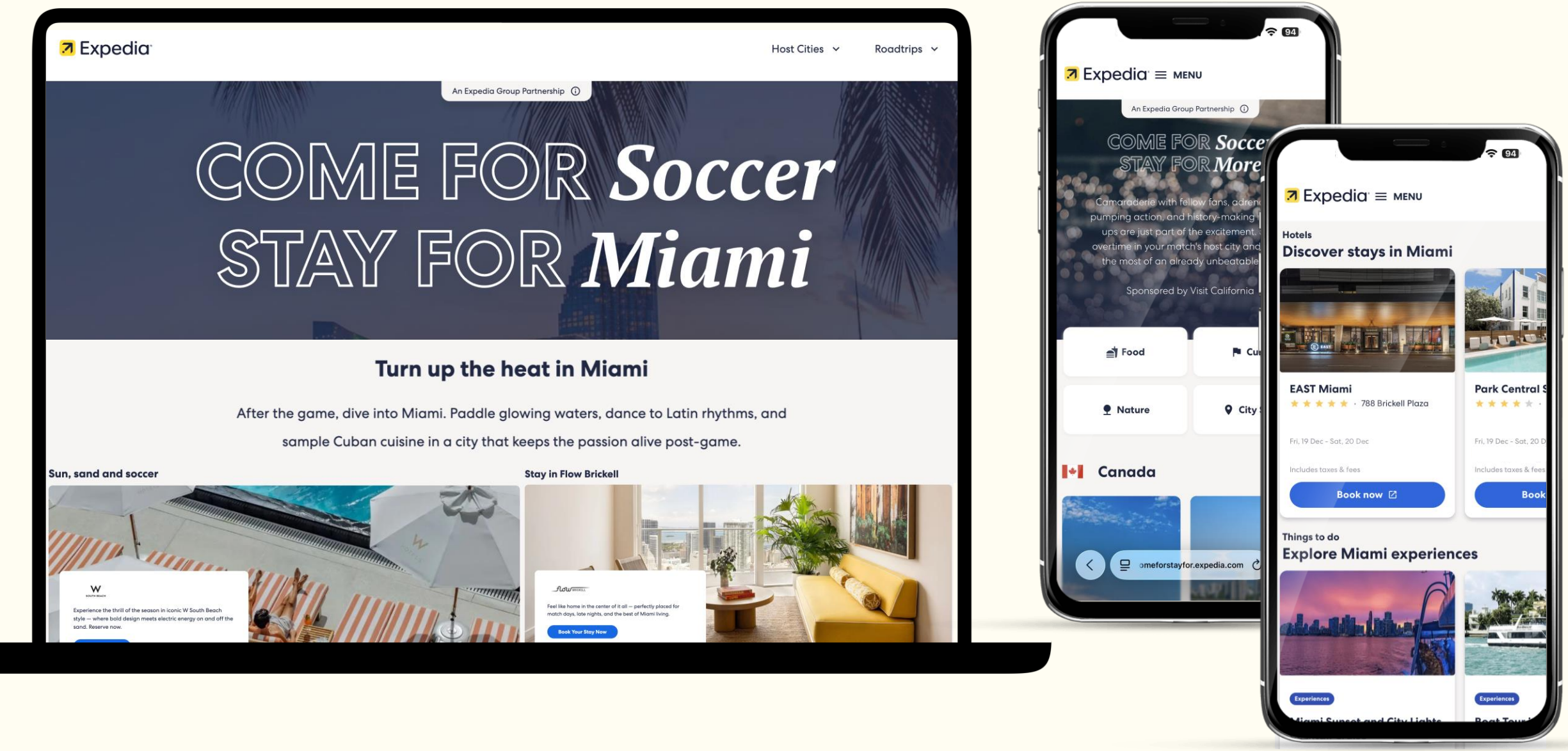
Act fast on event momentum and and set your strategies for the rest rest of 2026 and into 2027

expedia group
Expedia Group Advertising

80% of travelers visit an OTA at some point before making a travel purchase, even if they book elsewhere.


Expedia
Host Cities
Road trips
Fan Experiences
Buy Tickets
Book Trip
An Expedia Group Partnership
Beyond the Game: Discover Greater Miami and Miami Beach
Greater Miami and Miami Beach blend iconic beaches, vibrant neighborhoods and global culture. From major sporting moments to art, dining and outdoor living, the destination balances high energy with relaxed coastal style, inviting travelers to stay longer and explore deeper.

Summer of Soccer – Miami Co-op Campaign



Performance

7.9M
Impressions/Views

18
Hotels Participated

16,767
Room Nights

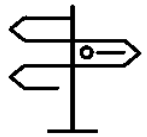
11,832
Travelers

PROPRIETARY & CONFIDENTIAL

Use targeting to reach the right traveler

USER ATTRIBUTES

- Geolocation (IP)
- OneKey™ status
- Traveler value
- *And more*



TRIP DETAILS

- Number of travelers
- Days until trip start
- Duration of trip
- In travel window
- Travel dates
- *And more*

TRAVEL GEOGRAPHY

- Origin
- Destination
- Route (country to country)
- Booked destination & countries
- *And more*

AIRLINE ATTRIBUTES

- Air class
- Air shoppers, bookers
- *And more*

HOTEL ATTRIBUTES

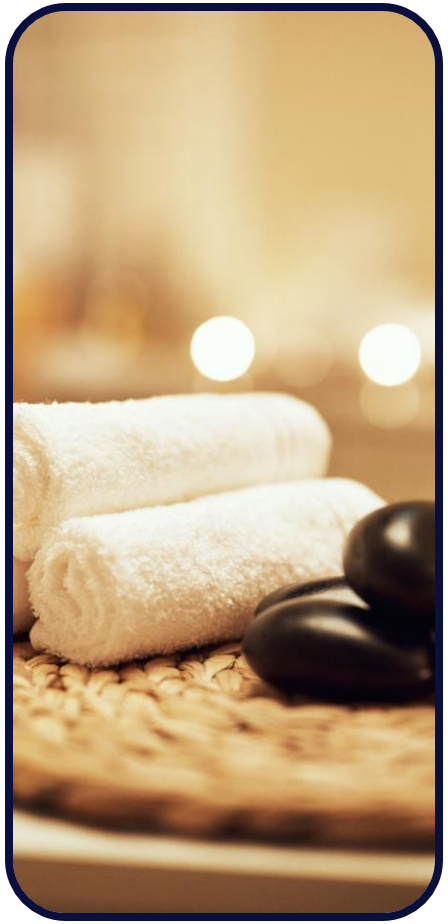
- Hotel shoppers, bookers
- Hotel brand shoppers, bookers
- Property types
- Star ratings
- *And more*

Who can advertise with us?

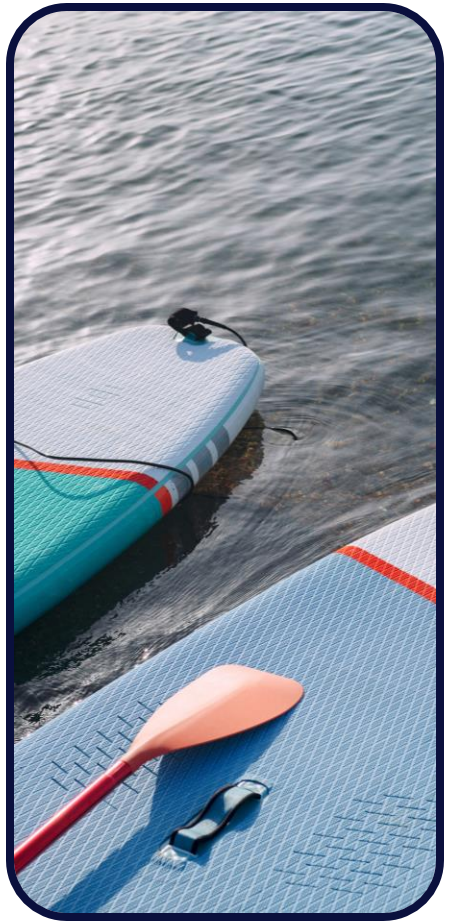
Beyond Hotel Partners: Small Medium Businesses

Restaurants

Transportation



Spa



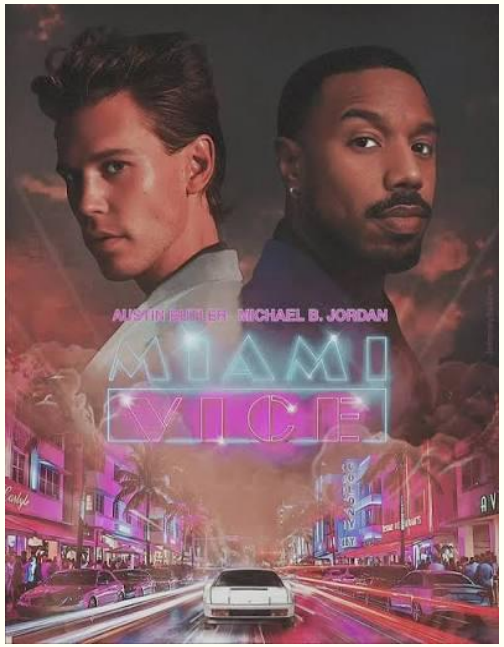
Activities

Events

Looking Ahead

What's next?

Upcoming Film Projects in Miami

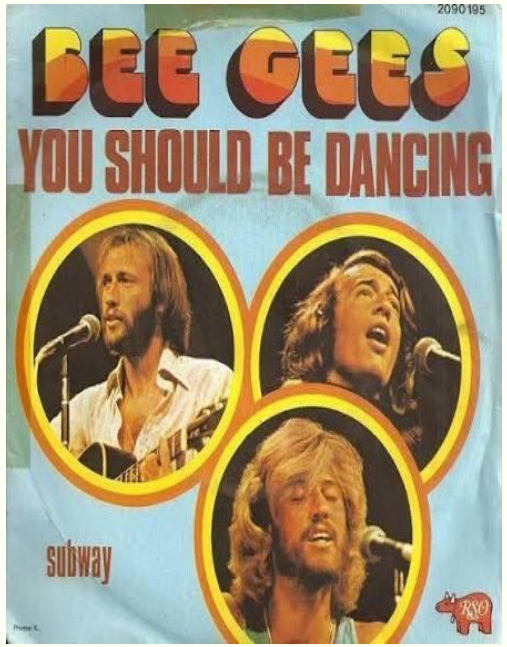


Miami Vice

Directed by Joseph Kosinski

Releases May 19, 2028

A period reboot set in 1985, capturing the glamour of Miami. Directed by Joseph Kosinski (Top Gun: Maverick, F1), starring Austin Butler and Michael B. Jordan. Shot for IMAX.

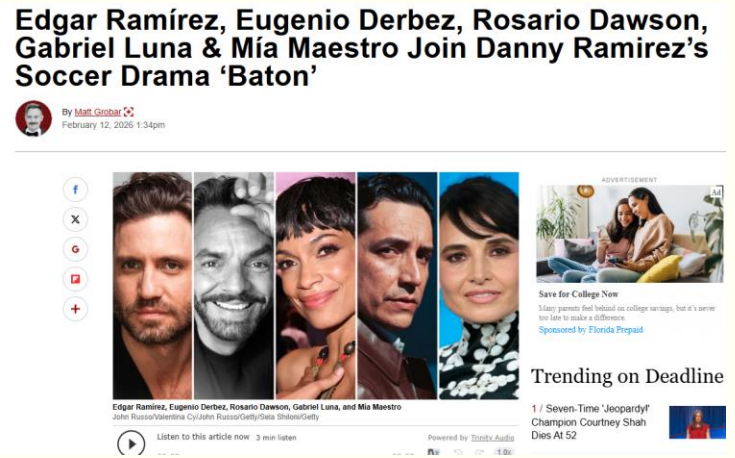


You Should Be Dancing

Directed by Ridley Scott

Release date TBD

Ridley Scott's Bee Gees biopic for Paramount and Amblin. Filmed across London and Miami, likely recreating the band's 1976 sessions at Miami's Criteria Studios, where the title song was recorded.



Baton

Directed by Danny Ramirez, produced by David Beckham

Releasing 2026

Danny Ramirez's directorial debut, a soccer drama starring Ramirez, Camila Mendes, and Rosario Dawson. Follows a player exiled home to Miami after being cut from his team. MLS recently joined as a marketing partner.

NASCAR Championship Weekend: Get Involved

Homestead-Miami Speedway · November 6–8, 2026

About the Race

- NASCAR's Cup, O'Reilly Auto Parts, and Craftsman Truck Series all crown their national champions in one weekend at Homestead-Miami Speedway.
- Homestead-Miami returns as the championship host after previously serving in that role for nearly two decades.
- Puts Greater Miami on a national and international stage.
- Thousands of out-of-market visitors expected, driving demand for hotels, dining, transportation, and retail throughout race week.

How Partners Can Participate

- Create NASCAR-themed promotions and special offers for race fans.
- Feature Championship Weekend across marketing calendars, newsletters, visitor guides, and social media.
- Encourage employees and guests to attend the event.
- Help make Championship Weekend feel bigger than the racetrack, every partner plays a role in welcoming fans to Greater Miami.

Let's Huddle!

It’s Gametime!

MIAMI
SPORTS
GREATER MIAMI
& MIAMI BEACH
SPORTS & ENTERTAINMENT
HOMESTEAD-MIAMI SPEEDWAY
NAPA
CAMARO
24
loanDepot
park
NFL
miami open

Thank You!