



# Annual Planning Workshop

POWERED BY:





**GAME!  
ON!**



# Rolando Aedo

## Chief Operating Officer





**TEAM**  
**GMCVB**





# **Let's Review the Game Plan**

# 2025 GMCVB ANNUAL PLANNING WORKSHOP PROGRAM

11 a.m. – 12 p.m.	Registration / Business Expo / Buffet Lunch
12 p.m. – 1 p.m.	<p>Welcome + Travel Trends</p> <p>GMCVB &amp; Expedia Group • Grand Ballroom</p> <ul style="list-style-type: none"><li>• David Whitaker, <i>CEO and President,</i> <i>Greater Miami Convention and Visitors Bureau</i></li><li>• Lindsey Iles, <i>Senior Director,</i> <i>Market Management, Expedia Group</i></li><li>• Francisco Scarpitto, <i>Senior Director,</i> <i>Community Partnerships, Expedia Group</i></li></ul>
1:05 p.m. – 1:55 p.m.	Breakout Session 1 <i>(select from seven options)</i>
1:55 p.m. – 2:10 p.m.	Coffee + Dessert Break
2:15 p.m. – 3:05 p.m.	Breakout Session 2 <i>(select from seven options)</i>
3:10 p.m. – 4 p.m.	Breakout Session 3 <i>(select from seven options)</i>

# 2025 GMCVB ANNUAL PLANNING WORKSHOP PROGRAM

4:05 p.m. – 4:40 p.m.

How to Score with Greater Miami's Global Sporting Events

- Grand Ballroom

Panelists:

- Julie Kyse, *VP of Hotel Enterprise for Expedia Group*
- Alina Hudak, *President & CEO,  
FIFA World Cup 2026 Miami Host Committee*
- Guillermo Santa Cruz, *President,  
Homestead-Miami Speedway*
- Caroline O'Connor, *President, Business Operations,  
Miami Marlins / loanDepot park*
- Henri Crockett, *President/Chair,  
Orange Bowl Committee*

4:40 p.m. – 4:50 p.m.

Door Prizes

4:55 p.m. – 6 p.m.

Networking Reception – Business Expo



2023/2024  
ANNUAL REPORT



2024/2025  
BUSINESS PLAN



# Follow Us! Tag us!



@GreaterMiamiCVB



@GreaterMiamiCVB



Greater Miami  
Convention and  
Visitors Bureau

**Corporate**



@VisitMiami



@VisitMiami



Visit Miami



Visit Miami



Visit\_Miami

**Consumer**



@VisitMiamiLGBT  
Q



@VisitMiamiLGBTQ



Visit Miami LGBTQ

**LGBTQ**

**#GMCVBPlanningWorkshop**



# David Whitaker

## President and CEO



**How are we doing?**

# TOP 25 HOTEL MARKETS: MAY OCCUPANCY

2025 Rank	Area	May 2025	May 2024	% Change 25 vs 24
1	New York	87.9%	88.8%	-1.0%
2	Boston	80.7%	80.9%	-0.3%
3	Oahu Island	76.6%	77.9%	-1.7%
4	Las Vegas	76.1%	83.2%	-8.5%
5	San Diego	74.7%	73.9%	1.1%
6	Los Angeles	74.1%	72.7%	1.9%
7	Washington, DC	73.7%	76.3%	-3.3%
8	San Francisco	73.7%	71.0%	3.7%
9	Nashville	72.8%	72.7%	0.1%
10	Chicago	72.5%	71.5%	1.4%
11	Seattle	72.4%	75.5%	-4.1%
12	Miami-Dade	71.6%	73.5%	-2.6%
13	Philadelphia	71.0%	67.8%	4.8%
14	Anaheim	70.6%	68.7%	2.8%
15	Denver	69.9%	72.4%	-3.5%
16	Orlando	69.2%	68.8%	0.6%
17	Saint Louis	68.9%	62.1%	10.9%
18	Tampa Bay	68.4%	70.0%	-2.3%
19	Dallas	67.2%	70.0%	-3.9%
20	Atlanta	65.1%	67.7%	-4.0%
21	Phoenix	64.9%	68.2%	-4.8%
22	Minneapolis	63.9%	61.6%	3.8%
23	Detroit	63.7%	61.0%	4.3%
24	Houston	61.4%	67.2%	-8.6%
25	New Orleans	60.1%	69.1%	-12.9%

# TOP 25 HOTEL MARKETS: MAY ROOM RATE

2025 Rank	Area	May 2025	May 2024	% Change 25 vs 24
1	New York	\$349.76	\$339.02	3.2%
2	Boston	\$269.16	\$264.94	1.6%
3	Oahu Island	\$268.05	\$272.54	-1.6%
4	Miami-Dade	\$219.86	\$218.78	0.5%
5	San Diego	\$215.68	\$204.97	5.2%
6	Las Vegas	\$210.63	\$218.15	-3.4%
7	San Francisco	\$209.59	\$224.08	-6.5%
8	Los Angeles	\$205.00	\$199.00	3.0%
9	Washington, DC	\$202.74	\$207.96	-2.5%
10	Orlando	\$198.20	\$189.30	4.7%
11	Anaheim	\$197.58	\$197.01	0.3%
12	Chicago	\$191.13	\$181.80	5.1%
13	Nashville	\$188.46	\$192.65	-2.2%
14	Seattle	\$180.17	\$185.87	-3.1%
15	Tampa Bay	\$177.29	\$170.05	4.3%
16	Philadelphia	\$169.27	\$165.13	2.5%
17	New Orleans	\$166.43	\$179.96	-7.5%
18	Phoenix	\$155.70	\$156.02	-0.2%
19	Denver	\$151.26	\$155.39	-2.7%
20	Minneapolis	\$134.09	\$135.81	-1.3%
21	Detroit	\$133.28	\$126.33	5.5%
22	Saint Louis	\$131.99	\$131.14	0.6%
23	Dallas	\$129.64	\$131.33	-1.3%
24	Atlanta	\$125.46	\$128.55	-2.4%
25	Houston	\$122.31	\$118.90	2.9%

# TOP 25 HOTEL MARKETS: MAY REVPAR

2025 Rank	Area	May 2025	May 2024	% Change 25 vs 24
1	New York	\$307.44	\$301.15	2.1%
2	Boston	\$217.16	\$214.33	1.3%
3	Oahu Island	\$205.38	\$212.44	-3.3%
4	San Diego	\$161.08	\$151.47	6.3%
5	Las Vegas	\$160.22	\$181.42	-11.7%
6	Miami-Dade	\$157.35	\$160.79	-2.1%
7	San Francisco	\$154.41	\$159.19	-3.0%
8	Los Angeles	\$151.98	\$144.76	5.0%
9	Washington, DC	\$149.48	\$158.63	-5.8%
10	Anaheim	\$139.54	\$135.28	3.1%
11	Chicago	\$138.58	\$130.05	6.6%
12	Orlando	\$137.23	\$130.31	5.3%
13	Nashville	\$137.18	\$140.09	-2.1%
14	Seattle	\$130.51	\$140.37	-7.0%
15	Tampa Bay	\$121.28	\$119.10	1.8%
16	Philadelphia	\$120.24	\$111.95	7.4%
17	Denver	\$105.71	\$112.50	-6.0%
18	Phoenix	\$101.08	\$106.43	-5.0%
19	New Orleans	\$100.09	\$124.27	-19.5%
20	Saint Louis	\$90.99	\$81.48	11.7%
21	Dallas	\$87.16	\$91.89	-5.1%
22	Minneapolis	\$85.67	\$83.61	2.5%
23	Detroit	\$84.86	\$77.10	10.1%
24	Atlanta	\$81.63	\$87.09	-6.3%
25	Houston	\$75.07	\$79.87	-6.0%

# TOP 25 HOTEL MARKETS: YEAR-TO-DATE OCCUPANCY

2025 Rank	Area	Jan - May 2025	Jan - May 2024	% Change 25 vs 24
1	Miami-Dade	79.9%	79.6%	0.4%
2	New York	79.8%	79.6%	0.3%
3	Oahu Island	78.3%	79.1%	-1.0%
4	Tampa Bay	78.2%	74.7%	4.7%
5	Las Vegas	76.5%	81.2%	-5.7%
6	Orlando	74.5%	74.2%	0.4%
7	Phoenix	72.7%	75.0%	-3.1%
8	Los Angeles	72.2%	69.5%	3.8%
9	San Diego	71.5%	72.1%	-0.7%
10	Anaheim	70.0%	68.1%	2.7%
11	Boston	68.5%	68.6%	-0.1%
12	Washington, DC	66.3%	67.4%	-1.7%
13	San Francisco	66.1%	62.4%	5.9%
14	Dallas	65.9%	66.7%	-1.1%
15	Nashville	64.4%	66.4%	-3.0%
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20	Philadelphia	61.8%	60.0%	2.9%
21	Houston	61.4%	63.2%	-2.9%
22	Chicago	59.0%	58.1%	1.5%
23	Saint Louis	58.8%	56.1%	4.7%
24	Minneapolis	54.6%	52.6%	3.8%
25	Detroit	54.4%	55.0%	-1.0%

Source: STR

# TOP 25 HOTEL MARKETS: YEAR-TO-DATE ROOM RATE

2025 Rank	Area	Jan - May 2025	Jan - May 2024	% Change 25 vs 24
1	New York	\$224.93	\$214.78	4.7%
2	Oahu Island	\$219.47	\$221.13	-0.8%
3	Miami-Dade	\$210.99	\$205.11	2.9%
4	Orlando	\$161.23	\$154.43	4.4%
5	Las Vegas	\$159.23	\$177.79	-10.4%
6	Tampa Bay	\$158.84	\$143.66	10.6%
7	San Francisco	\$155.04	\$140.75	10.2%
8	Phoenix	\$149.35	\$154.57	-3.4%
9	Boston	\$146.36	\$144.36	1.4%
10	San Diego	\$146.12	\$143.60	1.8%
11	Los Angeles	\$141.82	\$134.54	5.4%
12	Anaheim	\$141.11	\$138.09	2.2%
13	Washington, DC	\$131.79	\$128.54	2.5%
14	New Orleans	\$130.92	\$122.51	6.9%
15	Nashville	\$112.45	\$116.57	-3.5%
16	Seattle	\$102.16	\$103.69	-1.5%
17	Philadelphia	\$91.87	\$88.12	4.3%
18	Chicago	\$90.61	\$85.19	6.4%
19	Dallas	\$87.75	\$88.21	-0.5%
20	Denver	\$86.46	\$89.94	-3.9%
21	Atlanta	\$82.87	\$81.53	1.6%
22	Houston	\$76.72	\$75.52	1.6%
23	Saint Louis	\$73.23	\$69.32	5.6%
24	Minneapolis	\$68.58	\$67.30	1.9%
25	Detroit	\$66.47	\$65.65	1.2%

Source: STR

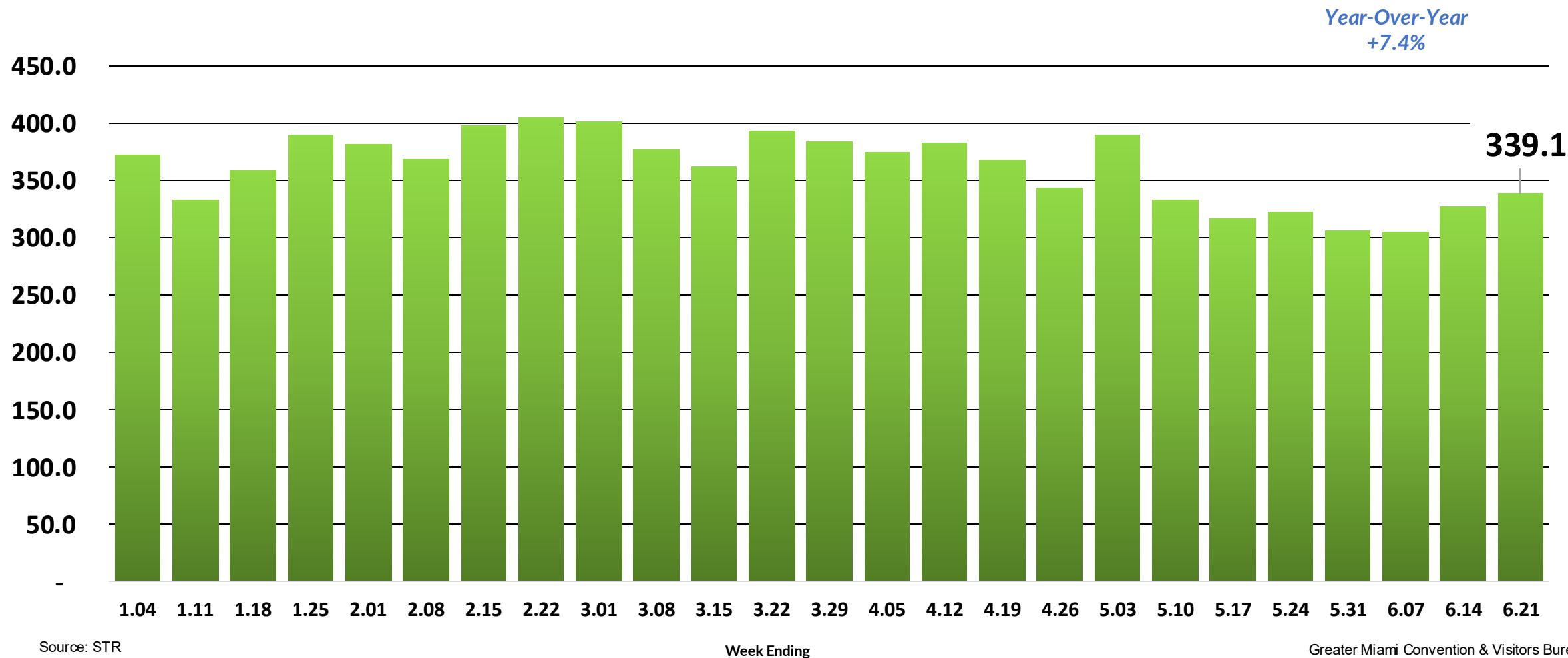
# TOP 25 HOTEL MARKETS: YEAR-TO-DATE REVPAR

2025 Rank	Area	Jan - May 2025	Jan - May 2024	% Change 25 vs 24
1	New York	\$224.93	\$214.78	4.7%
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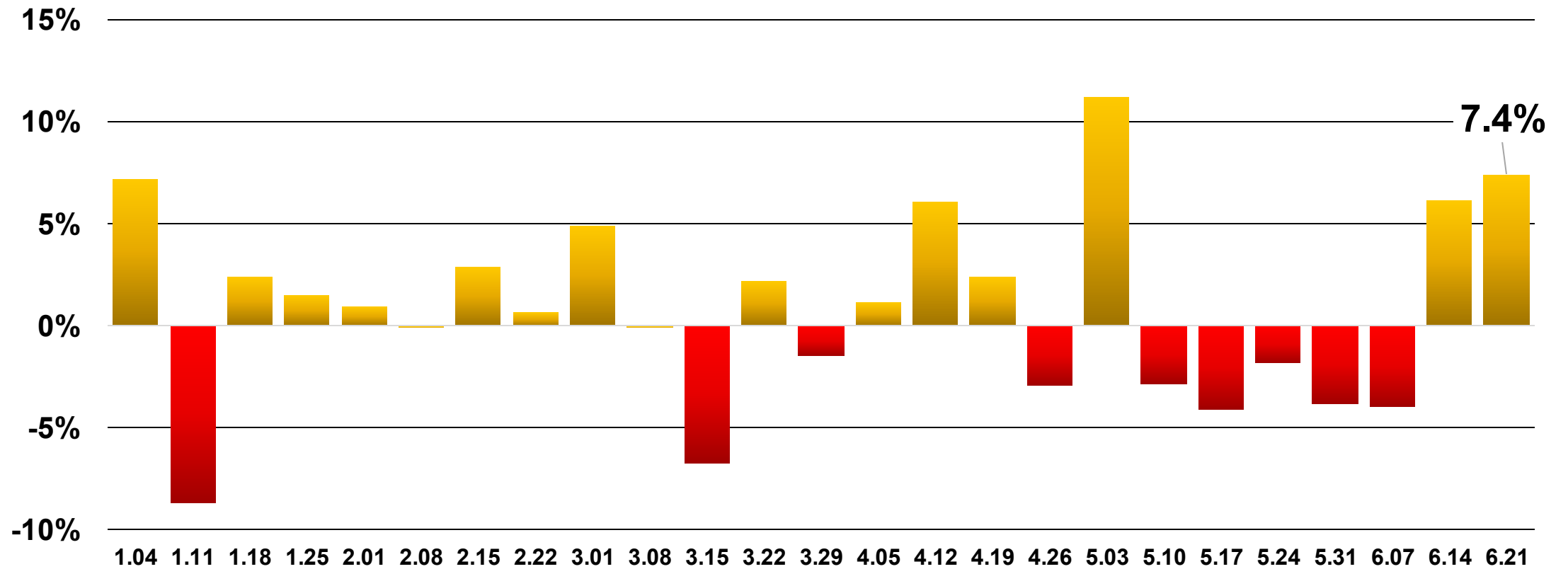
Source: STR

# Miami-Dade County Weekly Hotel Demand

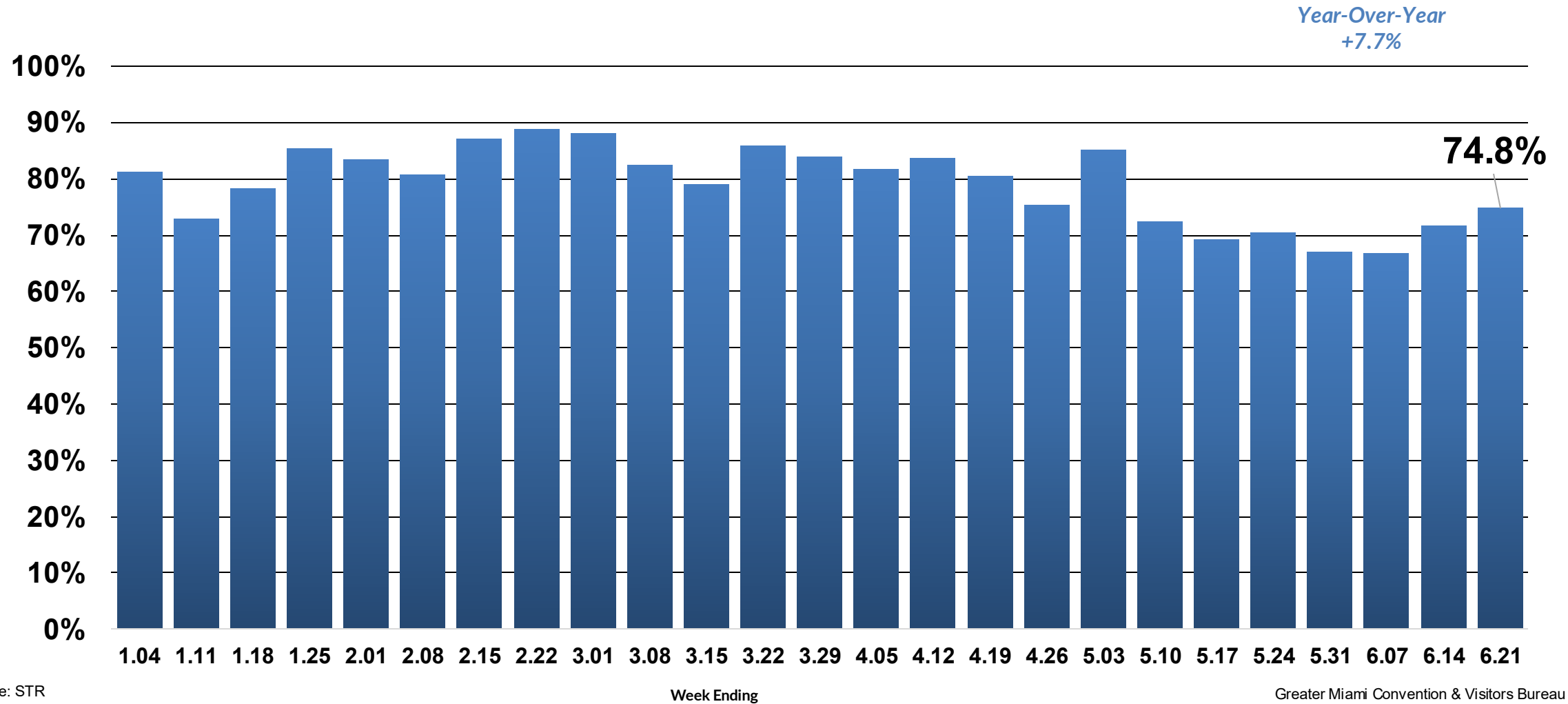
## Rooms Sold (in 1,000s)



## Miami-Dade County Weekly Hotel Demand Rooms Sold % Change Year Over Year



# Miami-Dade County Weekly Hotel Occupancy (%)

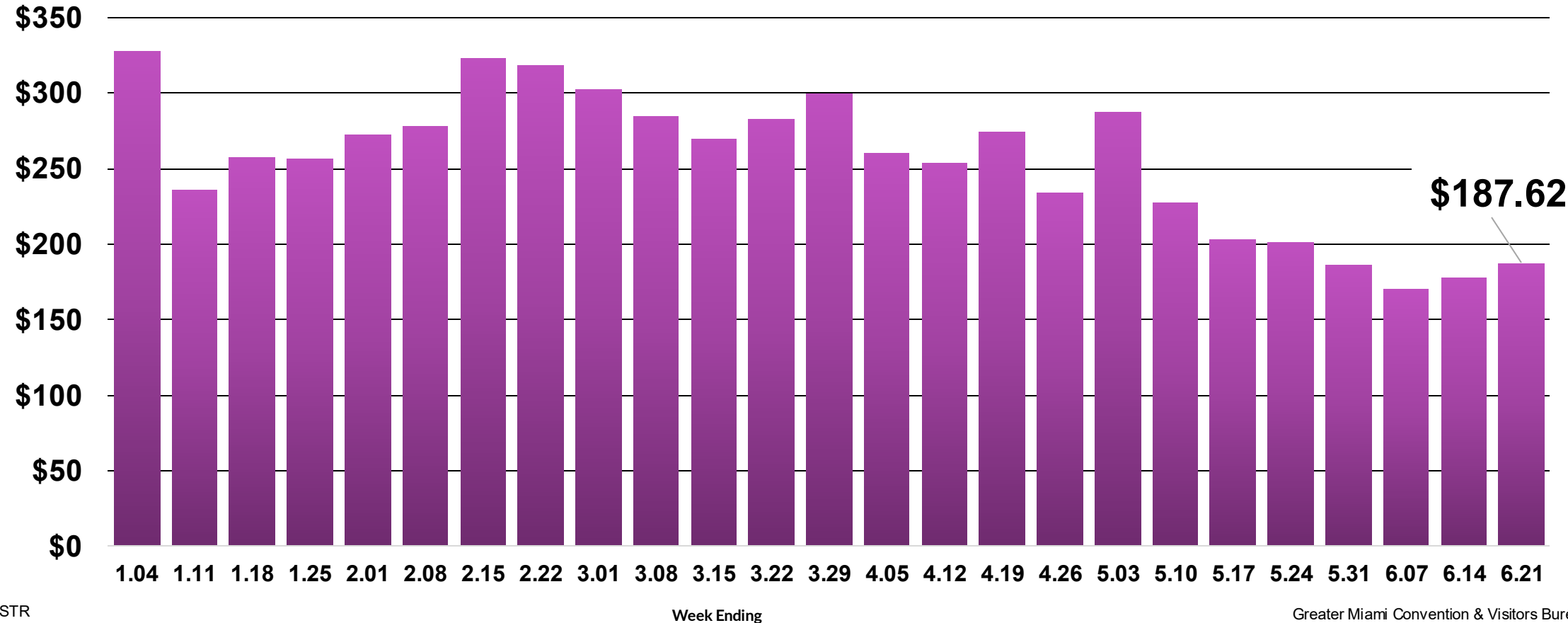


Source: STR

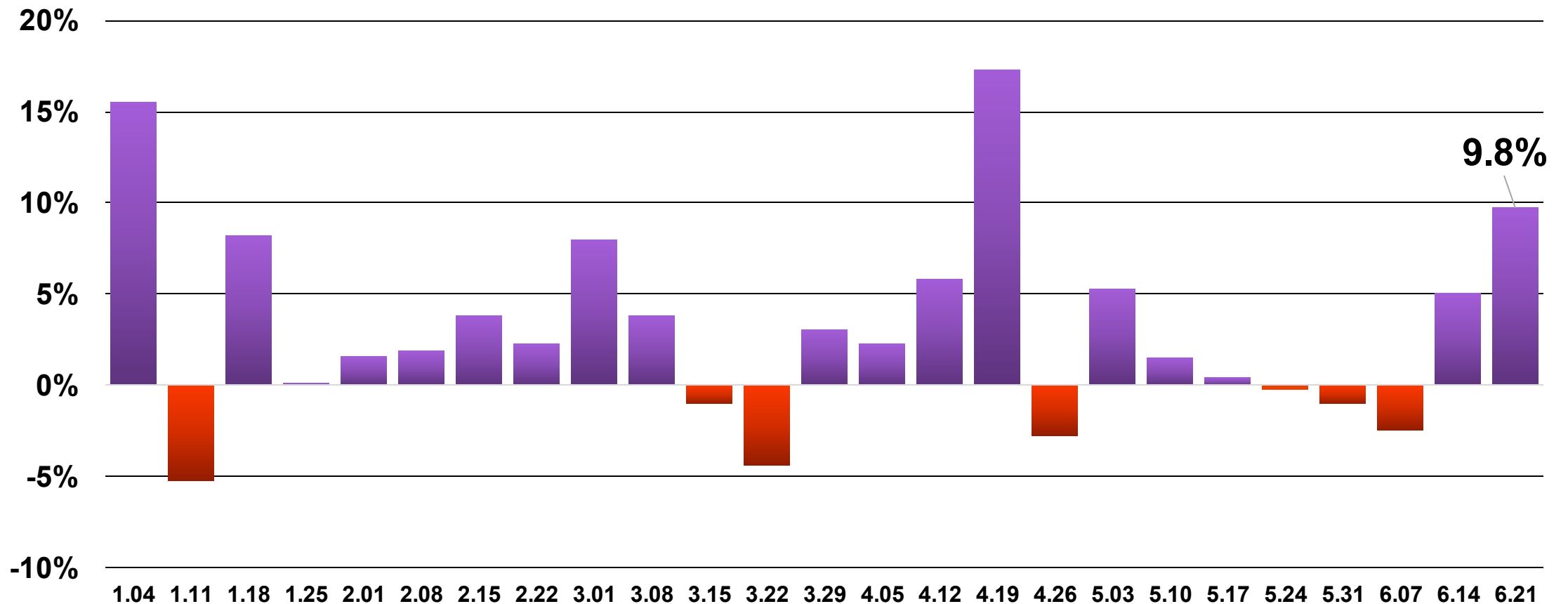
Greater Miami Convention & Visitors Bureau

# Miami-Dade County Weekly Hotel Average Daily Rate (ADR)

Year-Over-Prior-Year  
+9.8%



## Miami-Dade County Weekly Hotel ADR % Change Year Over Year



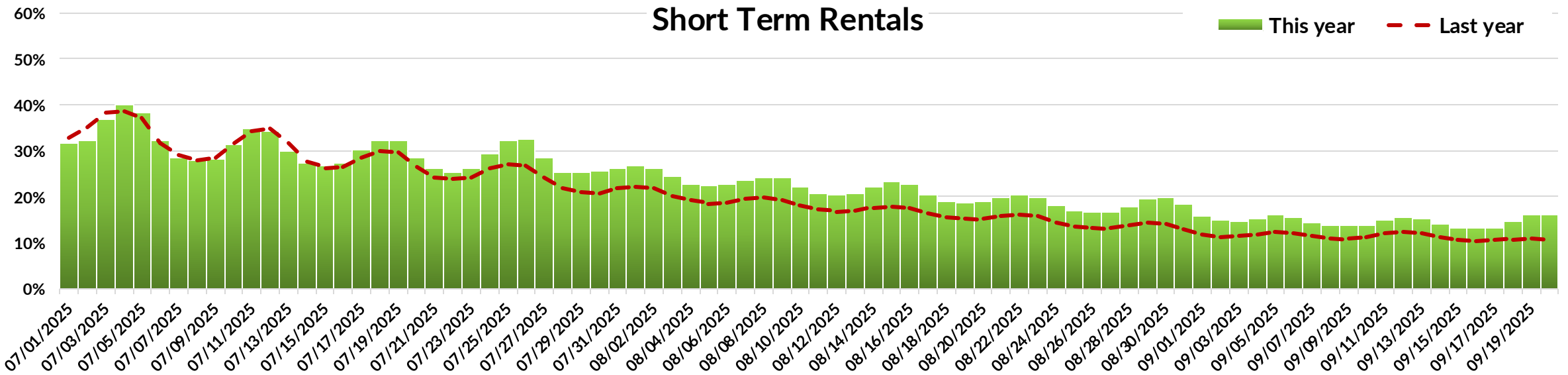
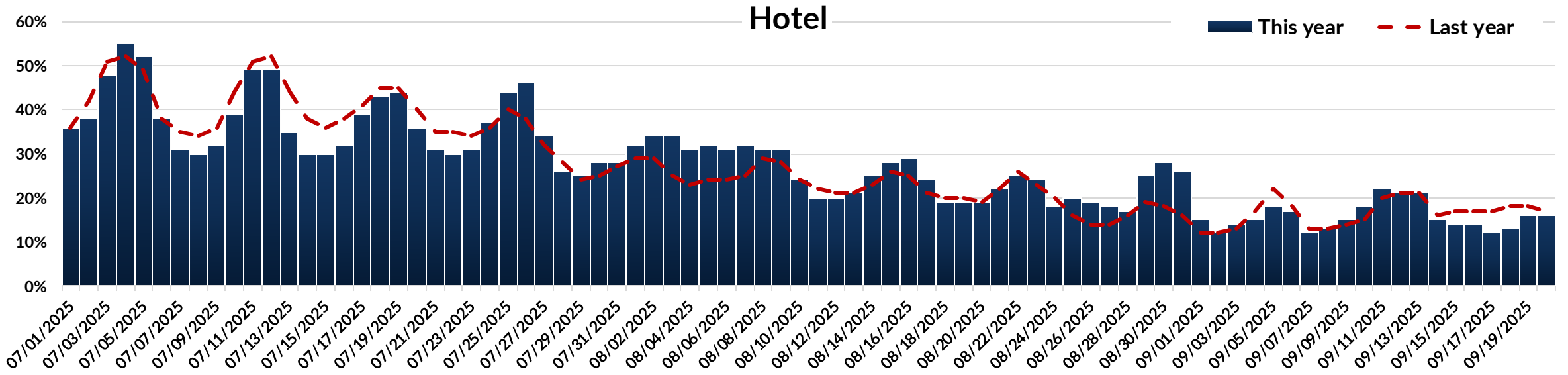
Source: STR

Week Ending

Greater Miami Convention & Visitors Bureau

# Miami-Dade County Weekly Reserved Occupancy

## As of July 1, 2025



# Five Expanded Priorities

1. Broader promotion of and engagement in our neighborhoods.
2. An expanding marketing and content strategy focusing on Luxury/Affluent lifestyles.
3. Music as a key platform.
4. Art & Culture
5. Convention/Event need periods

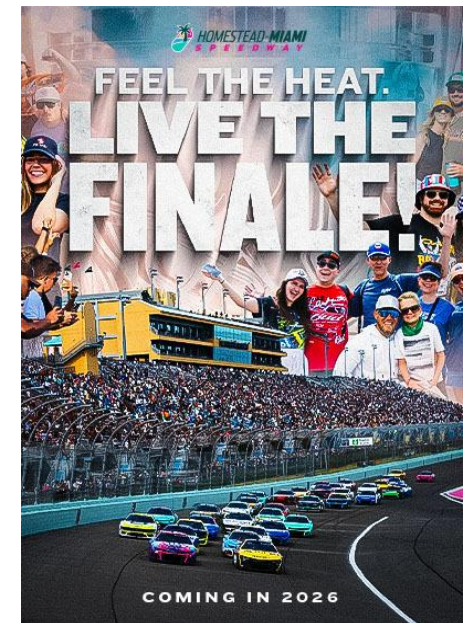
# Marquis Sports Events in the Coming Year



June 14 - July 13, 2025



January 2, 2026



November 6 - 8, 2026



March 5 - 17, 2026



June 11 - July 19, 2026

# Leveraging Annual Events

Art|Basel  
Miami Beach

food network **SOBEWFF**  
SOUTH BEACH WINE & FOOD FESTIVAL®  
PRESENTED BY **Capital One**

**COACHE Live**  
A HISPANIC HERITAGE CELEBRATION



MIAMI  
INTERNATIONAL  
BOAT SHOW®



MIAMI GARDENS • FLORIDA  
**JITG**  
JAZZ IN THE  
GARDENS  
Music Fest



# Music



**BEST MUSIC CITY**

Miami



Best Outdoor Music Festival

BY REBEKAH DANCER ON 5/10/25 AT 12:00 PM EDT



ULTRA MUSIC FESTIVAL WINS PRESTIGIOUS WORLD SUSTAINABILITY AWARD



LIFESTYLE > ARTS

## Chaka Khan And Festival Organizers On Bringing Montreux Jazz To Miami

By [Steve Baltin](#), Senior Contributor. I write about music and the business o...

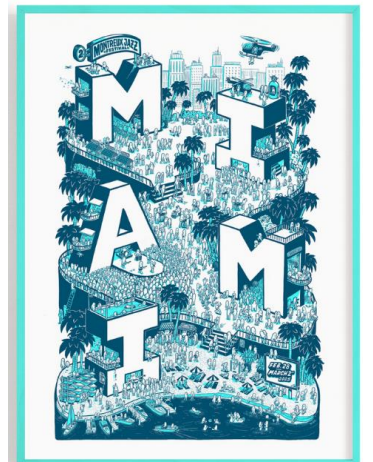
[Follow Author](#)

Published Feb 23, 2025, 10:40pm EST

Montreux  
Jazz Festival  
Miami



Photo courtesy of Jazz in the Gardens Music Fest



# Music



Shuffle Miami.

Where salsa spins  
and the beat drops.

DISCOVER THE SOUND

FIND YOUR  
**MIAMI**  
GREATER MIAMI AND MIAMI BEACH



Shuffle Miami.

Where every street  
has a soundtrack.

DISCOVER THE SOUND

FIND YOUR  
**MIAMI**  
GREATER MIAMI AND MIAMI BEACH



Shuffle Miami.

Play trap,  
queue el reggaetón.

DISCOVER THE SOUND

FIND YOUR  
**MIAMI**  
GREATER MIAMI AND MIAMI BEACH

# Food

MIAMI **Spice**

RESTAURANT MONTHS

  
THE  
**MICHELIN**  
GUIDE

2025  
JAMES BEARD  
AWARDS

 **SOBEWFF**

SOUTH BEACH WINE & FOOD FESTIVAL®

PRESENTED BY 

## FOOD&WINE

Best Food Cities in America 2025

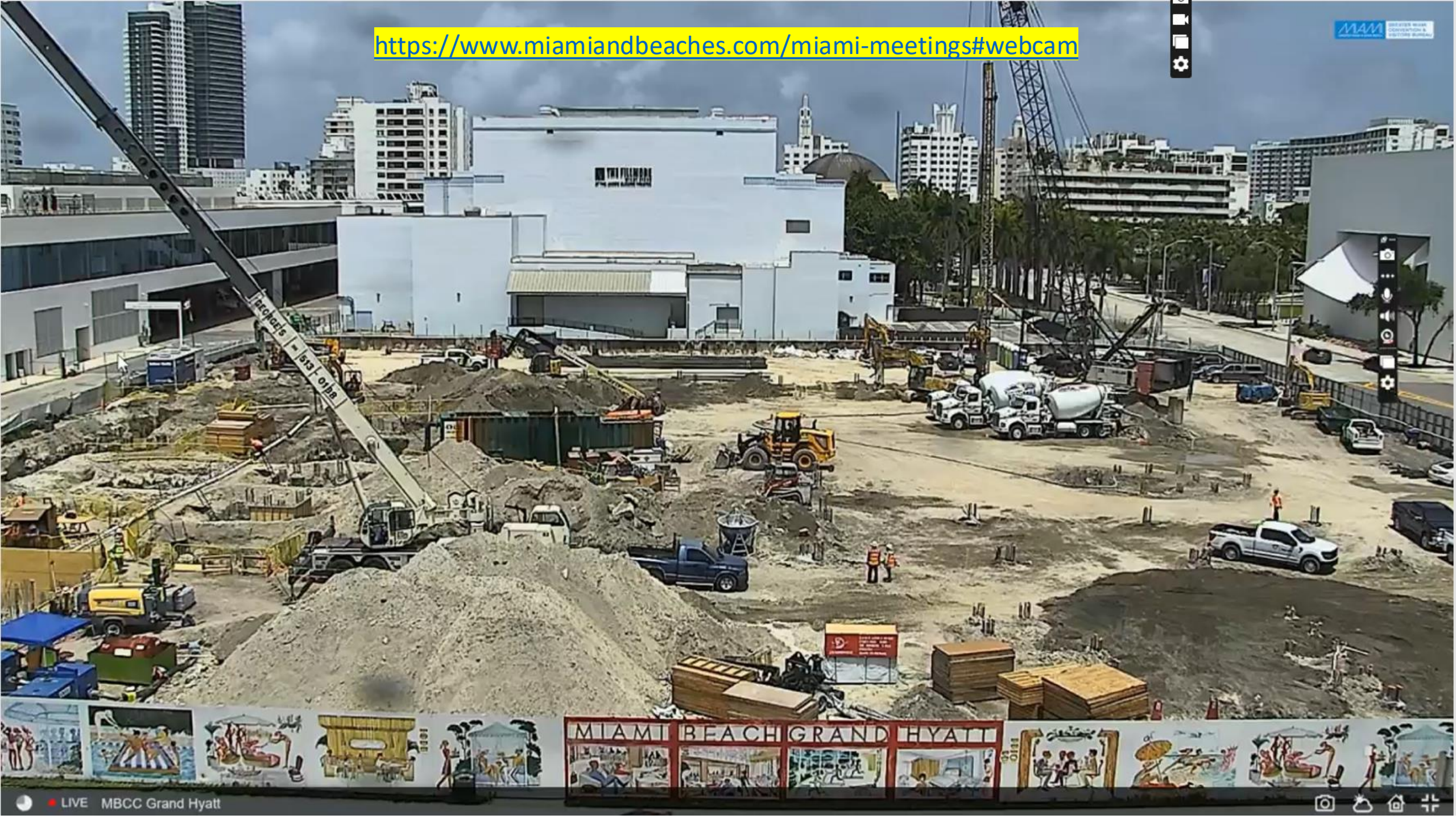
OVERALL RANK	CITY	SCORE	AFFORDABILITY RANK	DIVERSITY, ACCESSIBILITY, AND QUALITY RANK
1	Miami	74.37	145	1
2	San Francisco	71.66	173	2
3	Orlando, FL	71.43	54	3
4	Portland, OR	69.48	101	4
5	Tampa, FL	69.31	76	6
6	Sacramento, CA	66.79	68	8
7	Las Vegas	66.51	82	9
8	Seattle	64.69	176	5
9	Denver	64.08	121	13
10	San Diego, CA	63.74	147	10
11	Atlanta	63.24	167	7
12	St. Louis, MO	62.61	107	14
13	Los Angeles	61.70	170	12
14	Austin, TX	61.42	81	16
15	Pittsburgh, PA	61.16	12	22

# Meetings and Conventions

## Grand Hyatt Miami Beach Convention Center Hotel



<https://www.miamiandbeaches.com/miami-meetings#webcam>



**It's all about partnerships...**



**Silvia Camarota**  
Senior Director, North America

GMCVB 2025 Planning Workshop

# Navigating the Miami Market with Expedia Group

Powered by



Expedia



Hotels.com

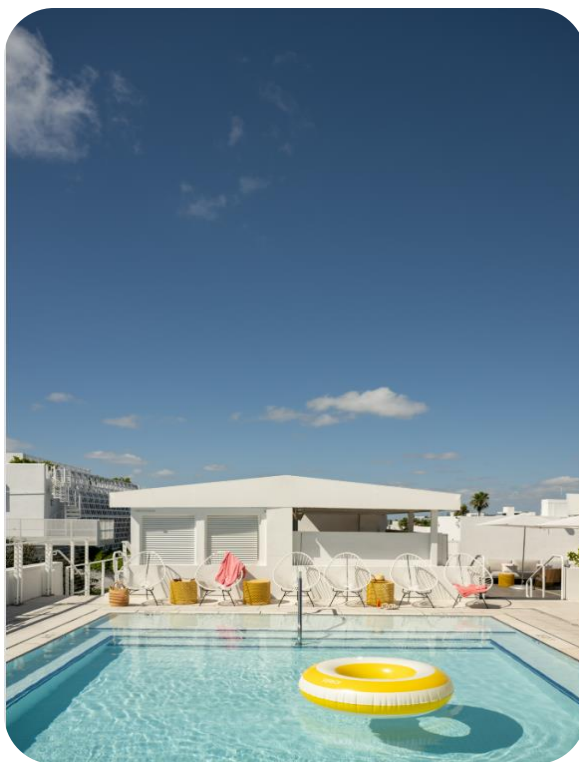


Vrbo





**expedia group™**  
private label solutions



**Thank  
you!**

**aMADEUS**

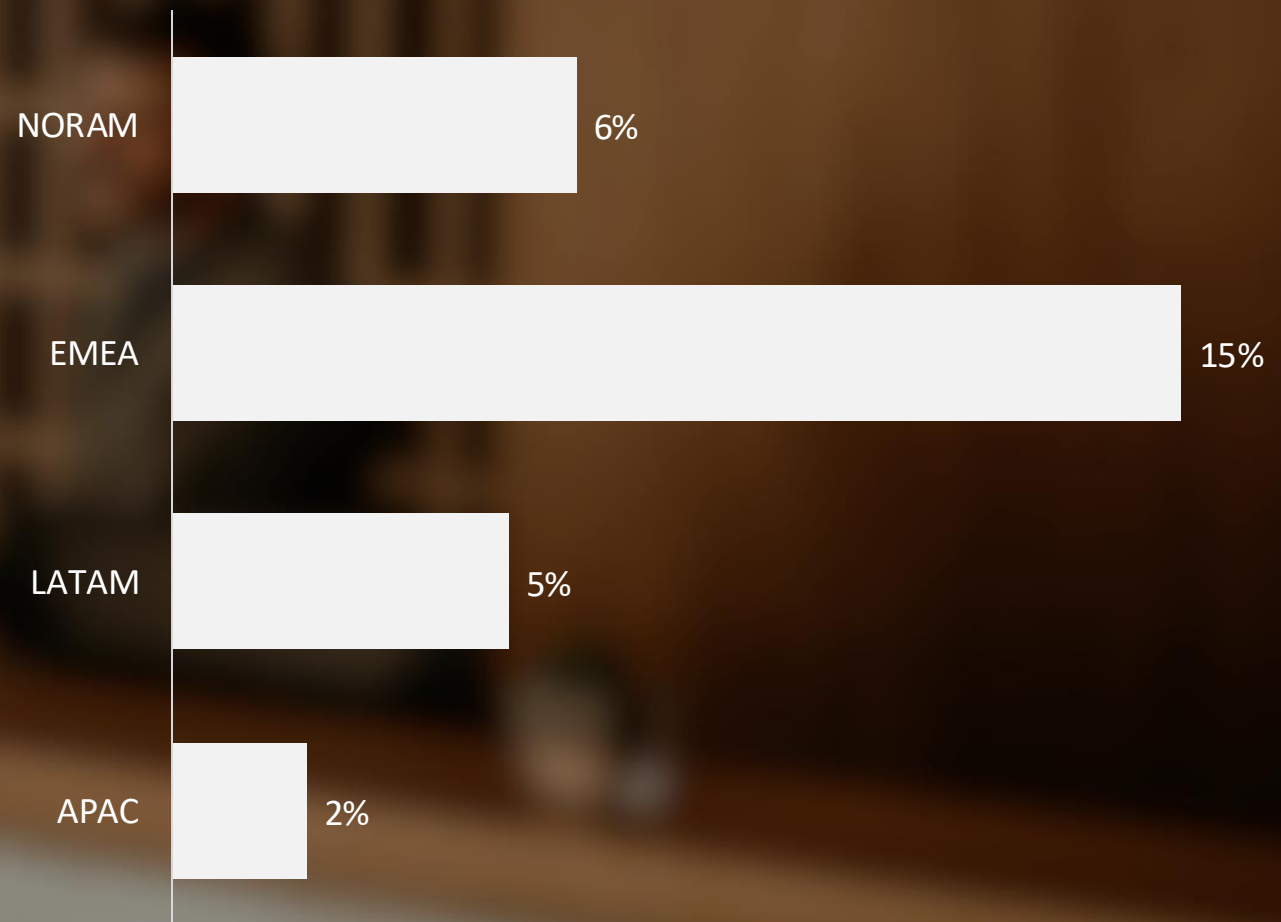
**expedia group™**  
advertising

50%

half of travelers say travel is more important  
now than it was 5 years ago

# Strong searches L28D

L28D 2025 | Destinations super-regions | YoY search % change



# Top searched destinations

## For APAC travelers

- ☐ Tokyo, Japan
- ☐ Sydney, Australia
- ☐ Melbourne, Australia
- ☐ Seoul, South Korea
- ☐ Osaka, Japan
- ☐ Singapore
- ☐ Gold Coast, Australia
- ☐ Fukuoka, Japan
- ☐ Incheon, South Korea
- ☐ Taipei, Taiwan

## For EMEA travelers

- ☐ London, England
- ☐ Paris, France
- ☐ Istanbul, Türkiye
- ☐ Dubai, UAE
- ☐ New York, New York
- ☐ Rome, Italy
- ☐ Amsterdam, Netherlands
- ☐ *Barcelona, Spain\**
- ☐ *Lisbon, Portugal\**
- ☐ *Palma de Mallorca, Spain\**

## For LATAM travelers

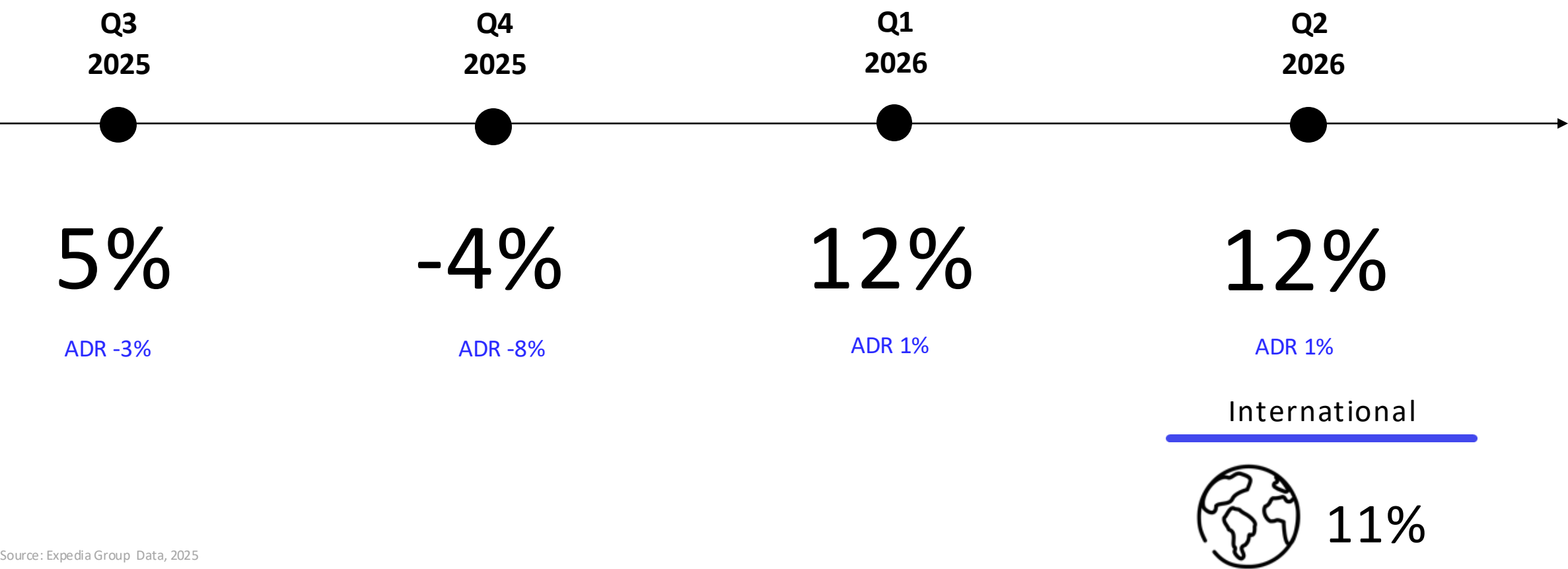
- ☐ Mexico City, Mexico
- ☐ Cancun, Mexico
- ☐ Sao Paulo, Brazil
- ☐ Rio de Janeiro, Brazil
- ☐ Puerto Vallarta, Mexico
- ☐ Playa del Carmen, Mexico
- ☐ Madrid, Spain
- ☐ *Paris, France\**
- ☐ New York, New York
- ☐ *Mazatlán, Mexico\**

## For NORAM travelers

- ☐ Cancun, Mexico
- ☐ Las Vegas, Nevada
- ☐ Orlando, Florida
- ☐ Punta Cana, Dominican Republic
- ☐ Miami, Florida
- ☐ Los Angeles, California
- ☐ Chicago, Illinois
- ☐ New York, New York
- ☐ Fort Lauderdale, Florida
- ☐ Boston, Massachusetts

# Future Traveler Intent Miami

L28D Searches 2025 | Miami | YoY search % change



# International Trends – Top 10 Points of Sale

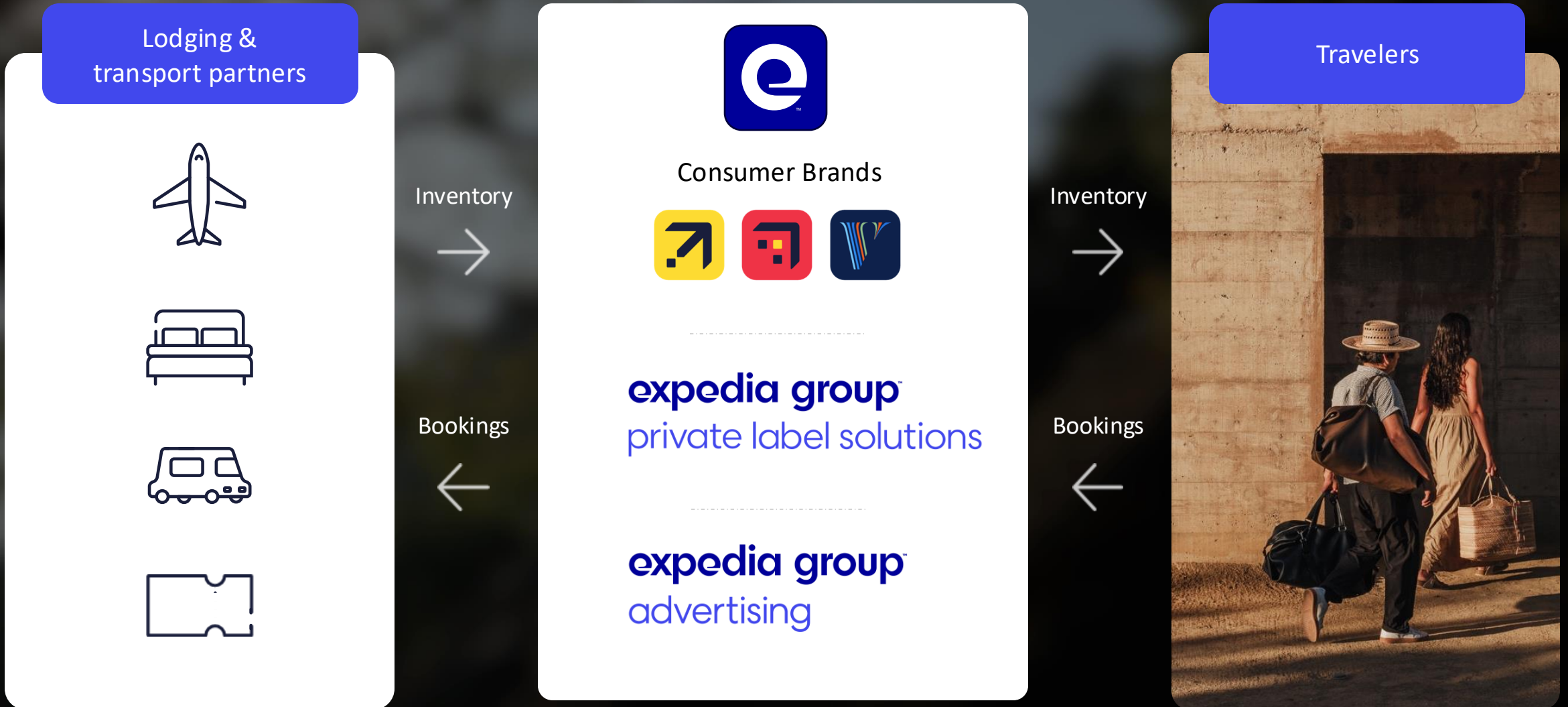
Last 28 Days searches | Miami

Country	Share
Canada	30%
United Kingdom	13%
Brazil	12%
France	8%
Germany	8%
Mexico	7%
Italy	4%
Sweden	2%
Switzerland	2%

## Miami Quick Facts:

- International Traveler Intent Share: 40%
- 50% of international searches are 90+ days out
- Growth Standouts: Japan, Saudi Arabia and UAE


# One marketplace, endless opportunities for partners.



# Travel Media Network




# Cruise Campaign




Ad

### Set sail to your Miami getaway


Cruise and stay where art and the outdoors blend to create a unique adventure.



Beaches



Culture



Adventure

# Temptation Always On



### Unbelievable experiences and prices

With unbeatable deals, experience the best Greater Miami has to offer.



Sponsored by GMCVB

# Rainbow



Anuncio



### Disfruta del Rainbow Spring de Miami

Participa en este gran y divertido festejo bajo el sol de Miami.


# Summer Co-Op



Plan your Miami getaway with top hotel deals




Explore options




Ad

### Summer break in Miami


Miami has it all: family-friendly fun, relaxing stays, and plenty to explore near your hotel.



Family fun



Things to do



Hotels

# Generic: Find your Miami Getaway



Ad



### Find your Miami Getaway

Discover iconic beaches and a world of outdoor adventure.



### Discover a Miami for everyone.

BOOK NOW





Unterwegs mit Expedia



Plane deine Auszeit in Miami

Jetzt buchen



Explora con Expedia



Planea tu escapada a Miami

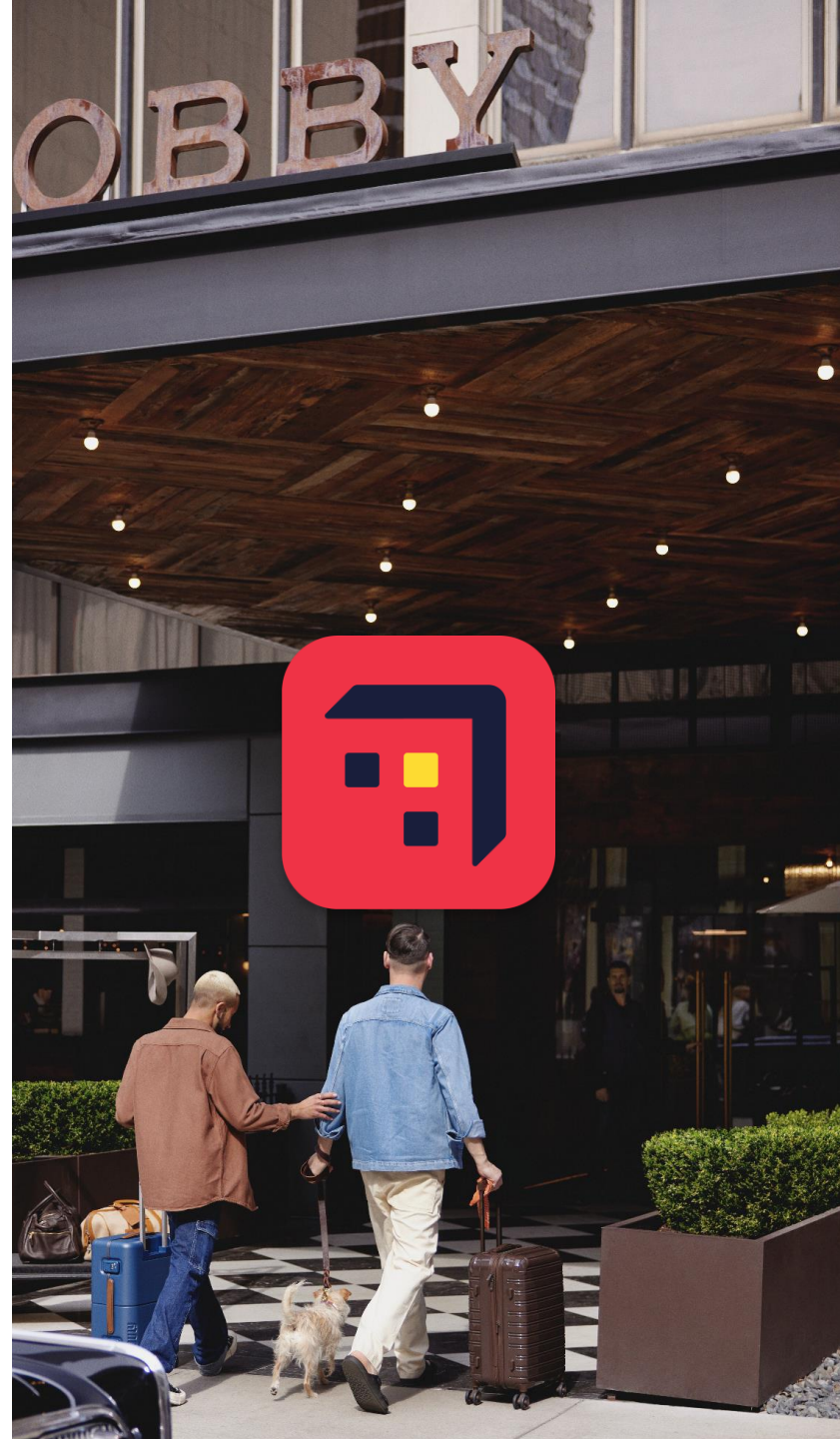
Reservar





Find your Miami getaway

Book now



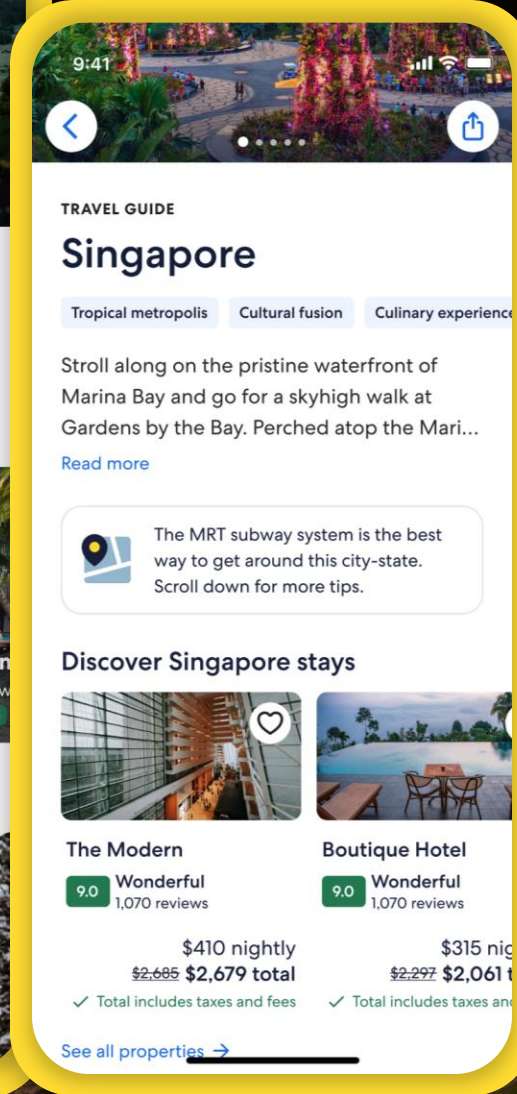
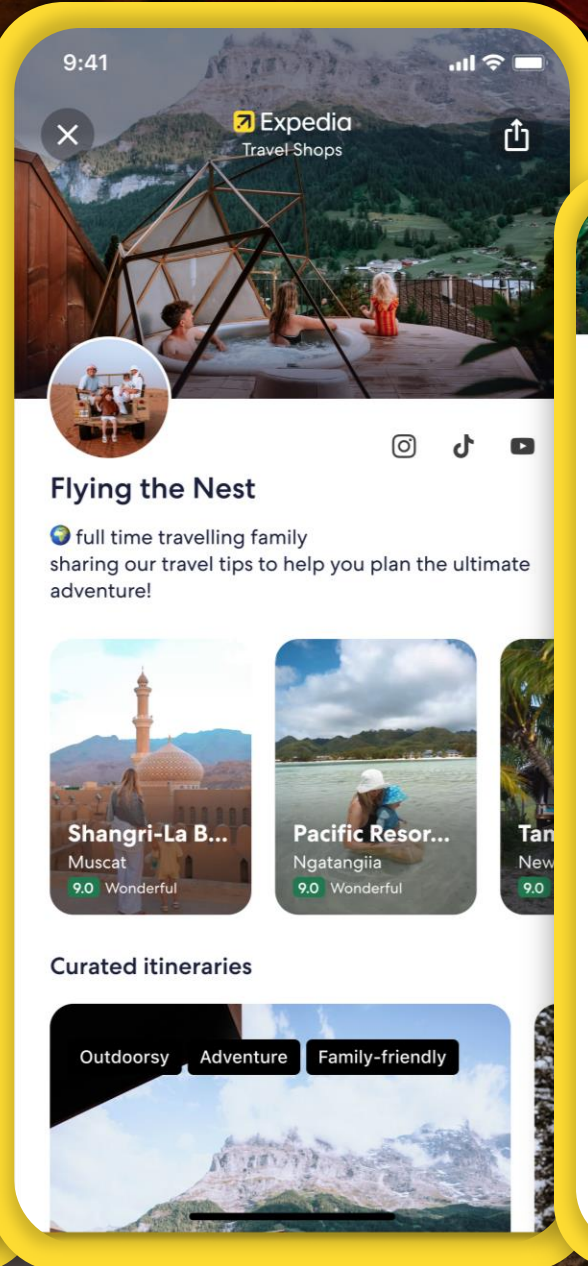


TRAVEL GUIDE

## The New Orleans Jazz Festival guide

Music History Culture

Eight days, 14 stages, 500,000 fans—New Orleans Jazz & Heritage Festival is the most exciting way to experience the best of one of America's favorite cities. Here's your essential guide to NOLA's greatest show.



Inspiration

Value

Family features

Bundle & save

## Flight deals

Track Phoenix deals



↘ 60% July



↘ 55% August



↘ 40% September



↘ 45% October



↘ 40% November



**You're getting \$35 back. Nice!** now  
Your flight's dropped to \$303. With Price Drop Protection, we'll keep tracking your flight to make sure you get the best price.



**Limited time! Earn \$20.00 in OneKeyCash when you book a flight**

OneKeyCash will be available 24 hours after flight booking. Use it on your next eligible booking within 30 days of delivery. One Key terms apply.



**Price Drop Protection**

\$12

[How it works](#)



Select

Inspiration

Value

Family features

Bundle & save



## The Family Getaway Sale: Save 25%+

Save 25% or more with Member Prices, when you book by May 26 and travel by Sep 30, 2025.

Unlock sale deals



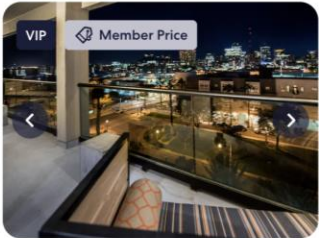
### Highlights

For your family trip

- Included with your stay: free water park, crib, parking, and more
- 8 outdoor pools, lifeguards on site, waterslide, lazy river
- On the beach

## The Family Getaway Sale: Book by May 26

Showing deals for: Jun 27 - Jun 29



9.2 Wonderful (1,742 reviews)

FOUNDRE Phoenix  
Phoenix



10 Exceptional (1 review)

La Casona by Avantstay Gorgeous Spanish Style Oasis w/ Historic...  
Phoenix



8.8 Excellent (1,231 reviews)

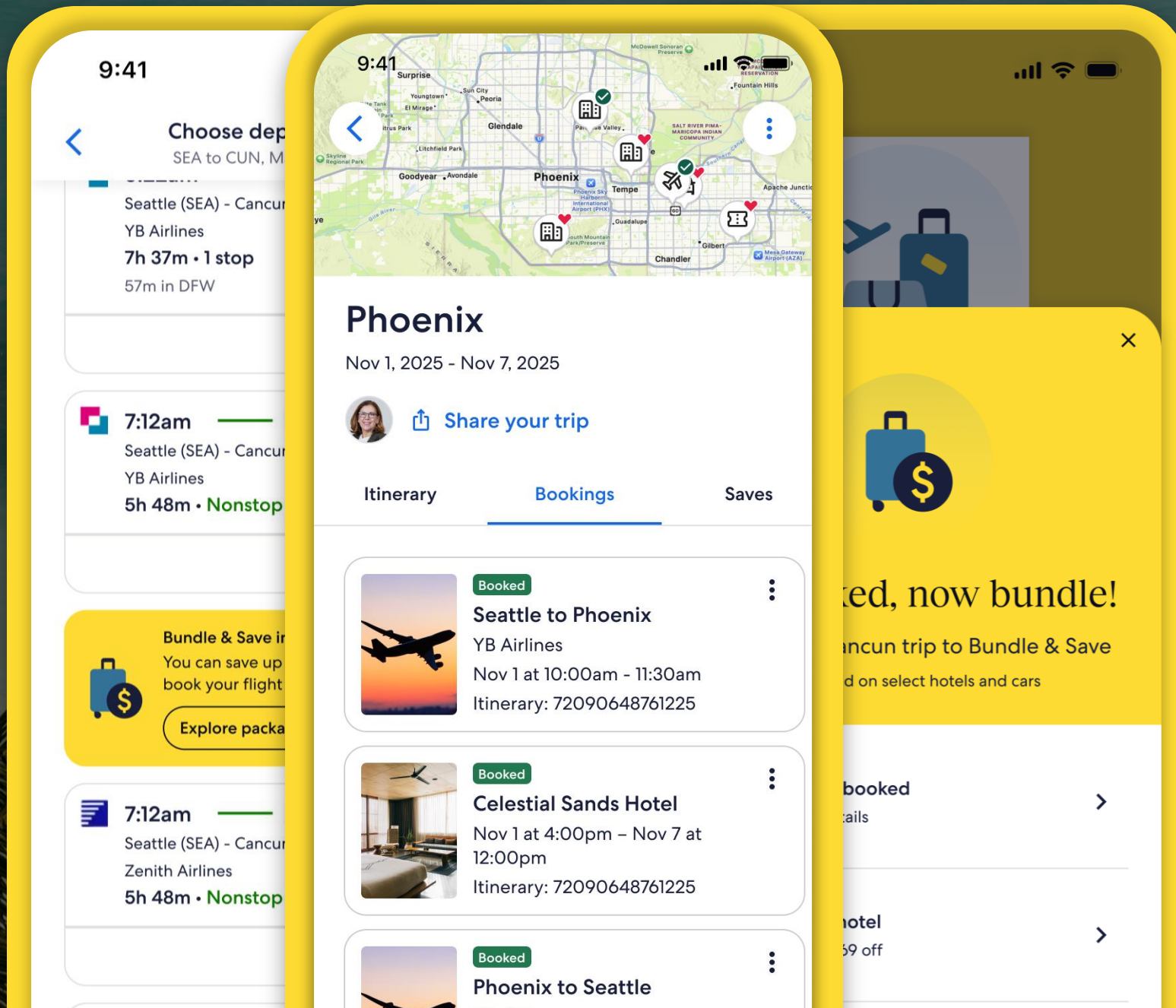
Aloft Phoenix Airport  
Phoenix

Inspiration

Value

Family features

Bundle & save



Inspiration

Value

Family features

Bundle & save



 Hotels.com™

Stay 10 nights,  
earn 1 reward night



Book now



12:30



 Hotels.com™



### City Hotel

Earn ~~\$10.80~~ **\$21.60** in OneKeyCash

**9.4** Exceptional

 Member Price **\$135 off**

\$180 nightly  
~~\$750~~ **\$615**

✓ Total includes taxes and fees

Rewards me

Hassle-free











Worry-free

9:41



Paris, France

Compare

				
★★★★★ Kimpton EPIC Hotel by IHG	★★★ Residence Inn Miami Airport West/Doral	★★★★★ JW Marriott Miami	★★ Flow Miami Hotel	★★★ Holiday Inn Express Doral Miami by IHG
Downtown Miami	Doral	Brickell	Downtown Miami	Doral
 Excellent 1,794 reviews	 Wonderful 1,001 reviews	 Very Good 554 reviews	 Wonderful 97 reviews	 Exceptional 1,404 reviews
<del>\$200</del> <b>\$239</b> \$216 total includes taxes & fees	<b>\$134</b> \$132 total includes taxes & fees	<b>\$339</b> \$383 total includes taxes & fees	<del>\$200</del> <b>\$144</b> \$165 total includes taxes & fees	<b>\$132</b> \$149 total includes taxes & fees
<b>VIP Access</b>	-	-	<b>VIP Access</b>	-
✓ Fully refundable included	✗ Fully refundable included	✗ Fully refundable included	✗ Fully refundable included	✓ Fully refundable included
✓ Reserve now, pay later	✗ Reserve now, pay later	✗ Reserve now, pay later	✗ Reserve now, pay later	✓ Reserve now, pay later
✓ Pool	✓ Pool	✓ Pool	✓ Pool	✗ Pool
✗ Breakfast included	✓ Breakfast included	✗ Breakfast included	✗ Breakfast included	✓ Breakfast included
✓ Spa	✗ Spa	✗ Spa	✗ Spa	✗ Spa
✗ Airport shuttle included	✓ Airport shuttle included	✗ Airport shuttle included	✗ Airport shuttle included	✗ Airport shuttle included
✓ Pet friendly	✓ Pet friendly	✗ Pet friendly	✓ Pet friendly	✗ Pet friendly
✓ Parking	✓ Parking	✓ Parking	✓ Parking	✓ Parking

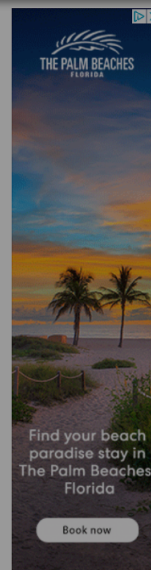
View

View

View

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View



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123

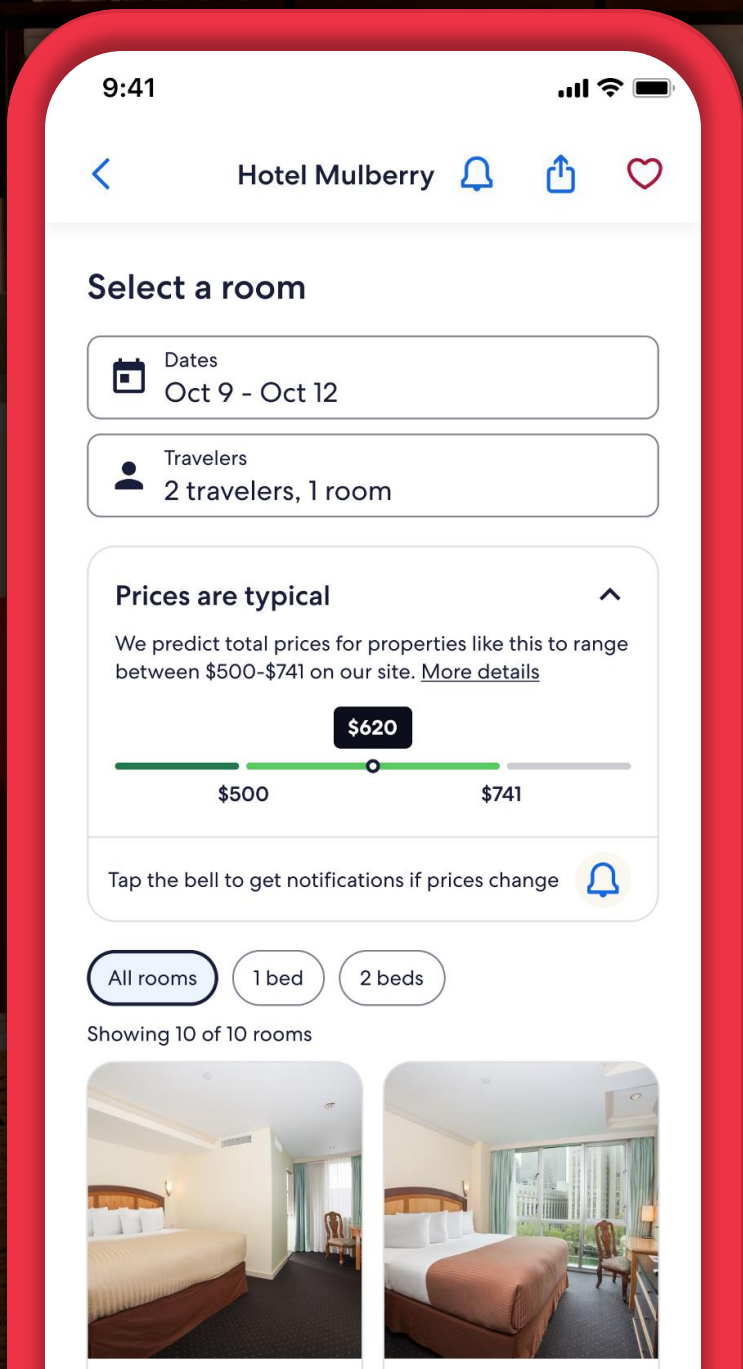
space

done

Rewards me

Hassle-free

Worry-free



Rewards me

Hassle-free

Worry-free

TRAVEL PLANS

## Evolving preferences

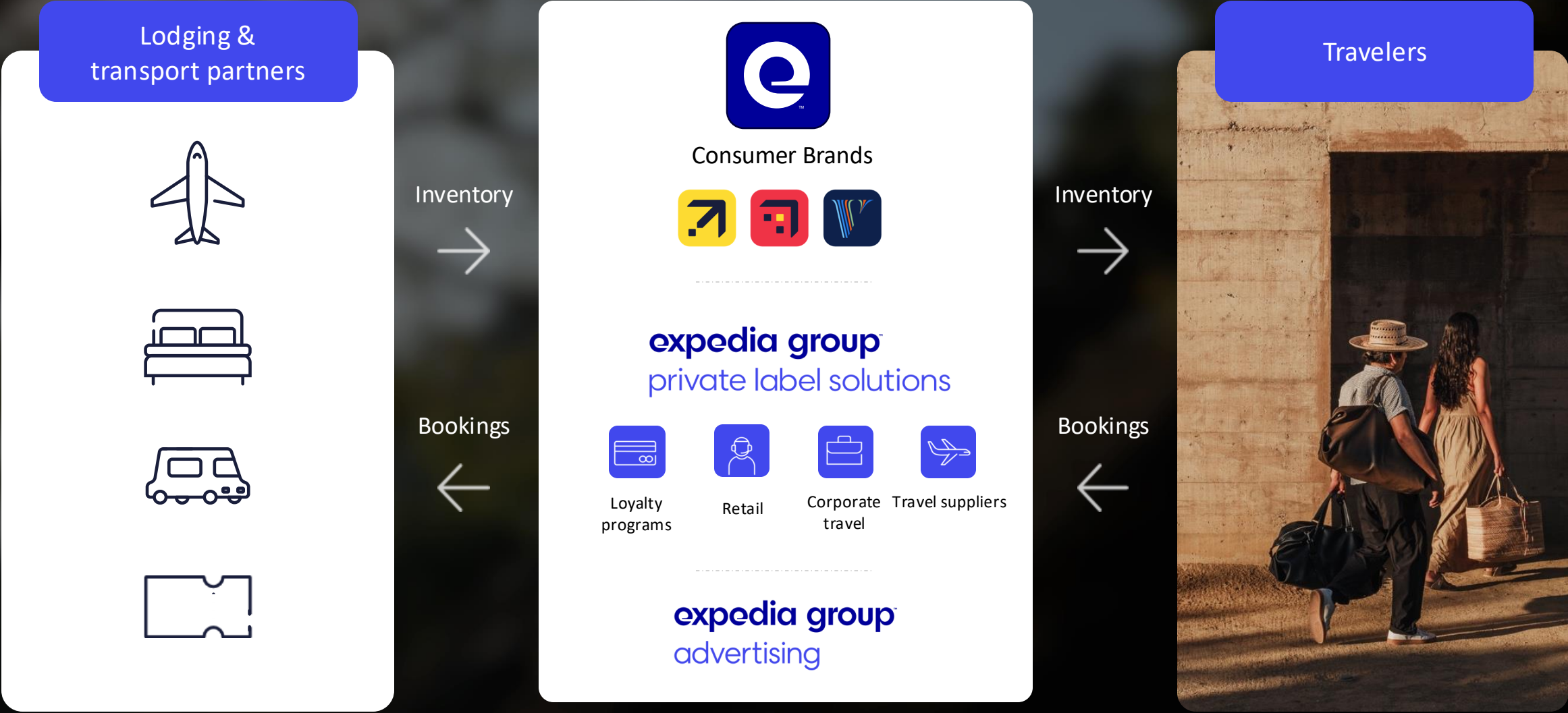
82%

are interested in booking travel through a non-travel loyalty program

Source: Expedia Group, 2025 Traveler Value Index



# One marketplace, endless opportunities for partners.



expedia group<sup>™</sup>  
private label solutions

# The power of B2B



# Why B2B is relevant?



## Diversity

Became a key factor to understand  
**new habits**  
e-customer habits)



## Distribution

Took the center of everything due  
to scalability, optimization and  
growth



## Demand

Despite all, it still  
**stronger and willing** to discover  
new destinations

# B2B is about scaling market reach

B2C main brands, cover 15% of global market...

***"Private Label Solutions** allows us to go after the other 85%, in turn bringing valuable demand to our supply partners"*

**Grow  
hotel  
business**

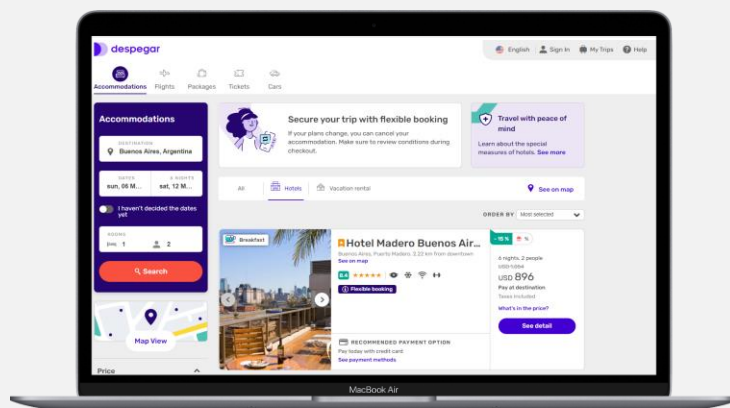
**Create new  
flywheels with  
new LoBs**

**Become AI  
player for travel  
partner**



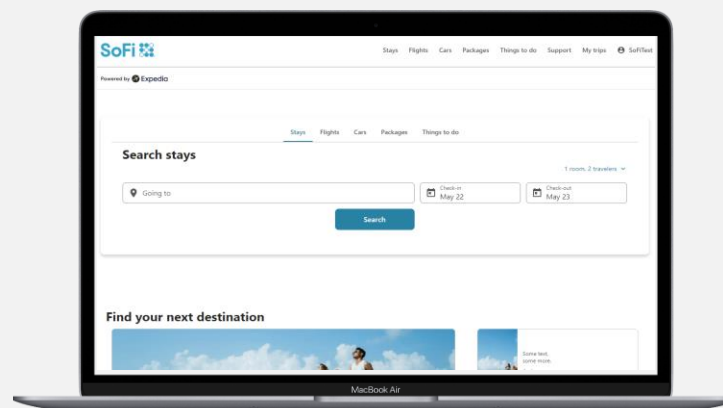
# Three major travel distribution products

## Rapid Hotel API



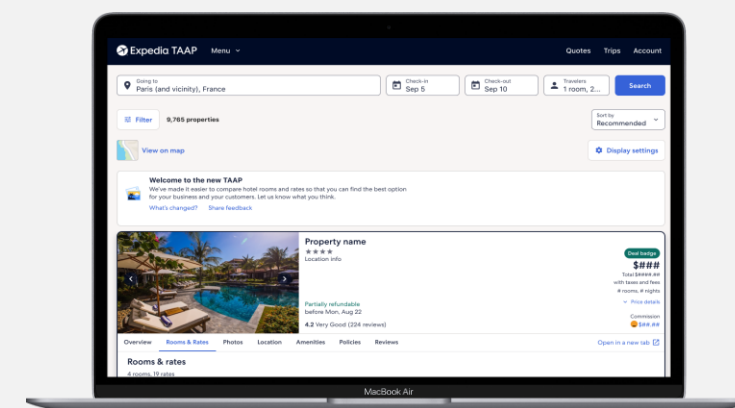
API technology for affiliate partners to integrate supply and content into their own travel experiences

## White Label Template



End-to-end technology solution including supply, **site experience**, **booking engine** and **servicing**. May include custom loyalty integration

## Travel Agent Affiliate Program



Easy-to-use **turnkey tool** purpose built for travel agents

The Power of B2B

# Miami for B2B

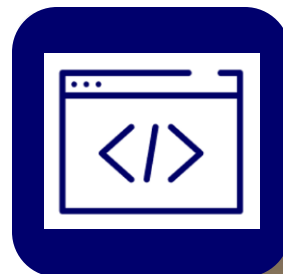
- ✓ Double Digit growth vs Last 6 months
- ✓ 5<sup>th</sup> Global Market Destination
- ✓ 2<sup>nd</sup> Top US Market

## Share B2B segments Miami

- ✓ Retail
- ✓ Loyalty
- ✓ Other OTA's
- ✓ Corporate (30% growth!)

## Top 5 B2B Point of Sales

- |              |       |
|--------------|-------|
| 1. USA       | ↑     |
| 2. China     | ↑↑↑↑↑ |
| 3. Brazil    | ↑↑    |
| 4. UK        | ↑↑↑↑↑ |
| 5. Argentina | ↑↑↑↑  |



The Power of B2B

Scalability

PLS is the largest & most  
connected  
B2B travel network  
in the world

160k

Travel advisors

+70k

Partners

135M+

Room nights

## Efficiency

PLS provides the Technology,  
Product and Merchandising  
tools to boost conversion at  
not extra cost,  
not extra effort.

18B

Daily API calls

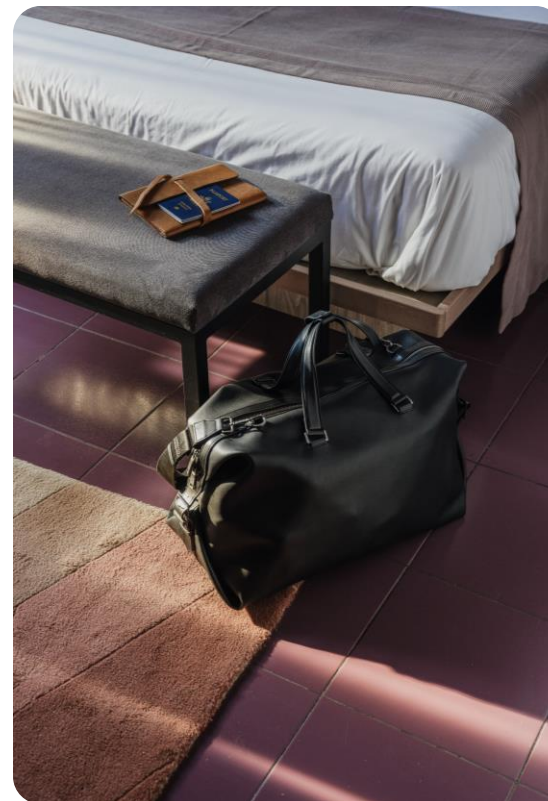
## PLS is already working the Future of Distribution



Car



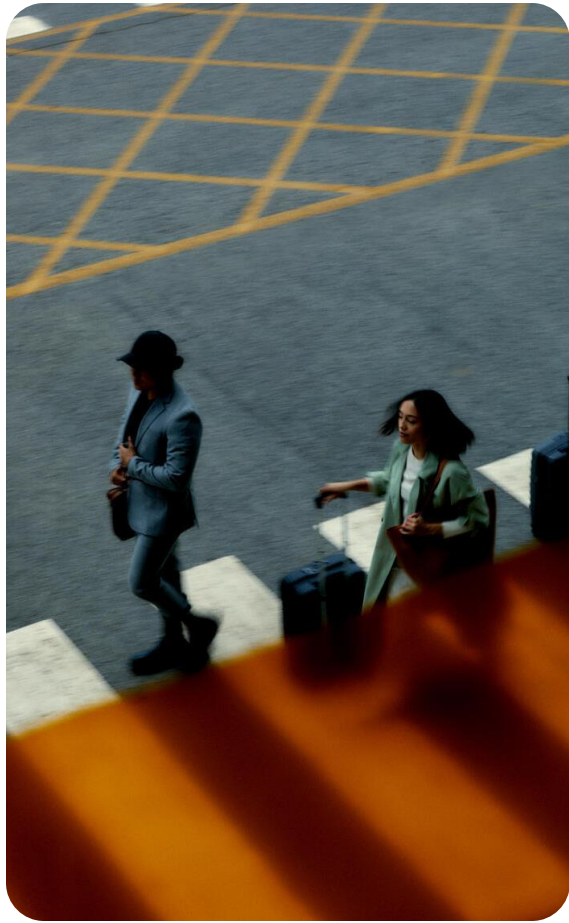
Activity



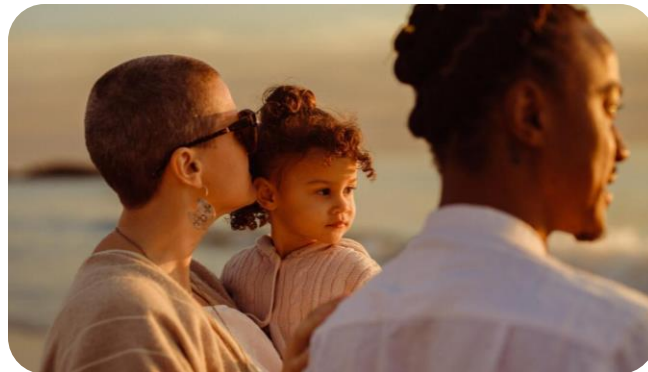
Insurance



Airline



Let's grow  
together



# Key takeaways



## 01

Travel demand remains strong — travelers are ready to book.

## 02

Beyond rate: drive growth through visibility, targeting, and distribution.

## 03

Partner with Expedia Group across our three pillars: Consumer Brands, B2B Distribution, and Travel Media.



# GMCVB & Expedia Group Month of Caring

Miami Hospitality Industry in service of the Miami Community



GMCVB & Expedia Group Month of  
Caring



FOOD RESCUE US®



MIAMI LEARNING  
EXPERIENCESCHOOL™

POWERED BY:





# Annual Planning Workshop

**POWERED BY:**





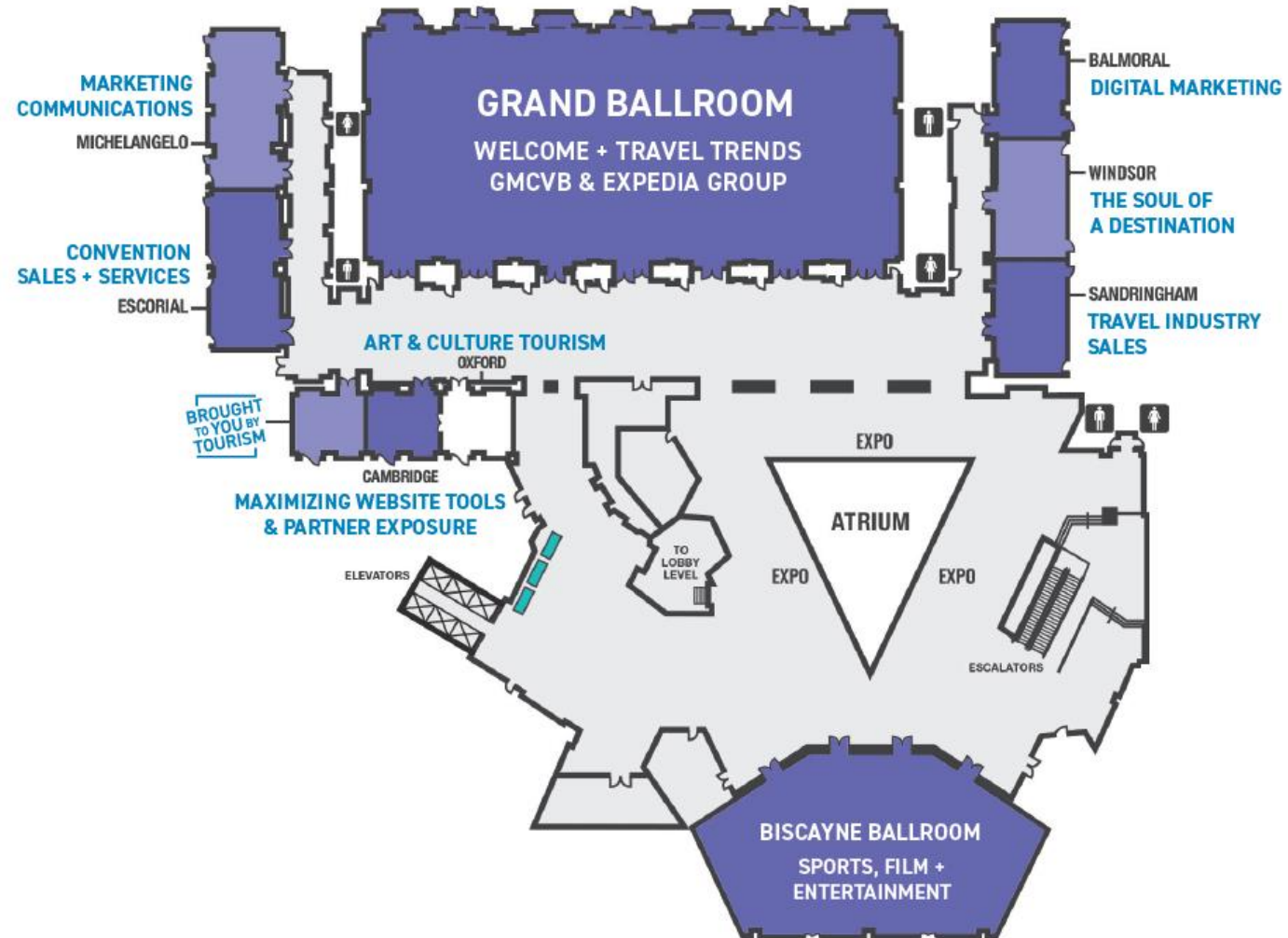
# Rolando Aedo

## Chief Operating Officer



# **Field Maintenance**

# GMCVB ANNUAL PLANNING WORKSHOP LOCATIONS



# 2025 GMCVB ANNUAL PLANNING WORKSHOP PROGRAM

11 a.m. – 12 p.m.	Registration / Business Expo / Buffet Lunch
12 p.m. - 1 p.m.	<p>Welcome + Travel Trends</p> <p>GMCVB &amp; Expedia Group • Grand Ballroom</p> <ul style="list-style-type: none"><li>• David Whitaker, <i>CEO and President, Greater Miami Convention and Visitors Bureau</i></li><li>• Lindsey Isles, <i>Senior Director, Market Management, Expedia Group</i></li><li>• Francisco Scarpitto, <i>Senior Director, Community Partnerships, Expedia Group</i></li></ul>
1:05 p.m. – 1:55 p.m.	Breakout Session 1 <i>(select from seven options)</i>
1:55 p.m. - 2:10 p.m.	Coffee + Dessert Break
2:15 p.m. – 3:05 p.m.	Breakout Session 2 <i>(select from seven options)</i>
3:10 p.m. – 4 p.m.	Breakout Session 3 <i>(select from seven options)</i>

# 2025 GMCVB ANNUAL PLANNING WORKSHOP PROGRAM

4:05 p.m. – 4:40 p.m.

How to Score with Greater Miami's Global Sporting Events

- Grand Ballroom

Panelists:

- Julie Kyse, *VP of Hotel Enterprise for Expedia Group*
- Alina Hudak, *President & CEO,  
FIFA World Cup 2026 Miami Host Committee*
- Guillermo Santa Cruz, *President,  
Homestead-Miami Speedway*
- Caroline O'Connor, *President, Business Operations,  
Miami Marlins / loanDepot park*
- Henri Crockett, *President/Chair,  
Orange Bowl Committee*

4:40 p.m. – 4:50 p.m.

Door Prizes

4:55 p.m. – 6 p.m.

Networking Reception – Business Expo

# 2025 WORKSHOP BREAKOUT SESSIONS

Select Three to Attend

## Arts & Culture Tourism (Session 1 and 2 - offered twice)

OXFORD

### Ignite the Season: Crafting a Campaign to Celebrate Arts & Culture

As the curtain rises on Greater Miami and Miami Beach's vibrant fall arts season, join fellow tourism and cultural professionals in this dynamic, interactive workshop designed to inspire a powerful marketing campaign that shines a spotlight on Greater Miami's diverse arts and culture scene. Together, we'll explore key messaging, seasonal highlights, and creative tactics to attract culture-seeking travelers. Participants will collaborate in guided brainstorming sessions, share insights from their sectors, and help shape the vision for a destination-wide campaign that launches this fall. Come ready to contribute, connect, and help build the blueprint that positions Miami as a premier arts and culture destination.

## Travel Industry Sales (session to be offered three times)

SANDRINGHAM

### Game On: Leveraging 2025 Travel Trends through a Leisure Lens

Join the training camp, facilitated by the Travel Industry Sales Team and Expedia Group, to scout the field (trends), discuss the game plan (strategize) and formulate a post-game analysis (takeaways).

## Digital Marketing (session to be offered three times)

BALMORAL

### Digital Marketing: Driving Results for Team Miami

Step into the huddle for a strategic session powered by the Greater Miami Convention & Visitors Bureau and Expedia Group. This 45-minute, hands-on workshop invites our partners to help strategize the next phase of digital marketing plays for Greater Miami & Miami Beach.

In keeping with this year's sports focus, we'll examine how teamwork and alignment can amplify our reach; from headline-making sports and music campaigns to new opportunities for collaboration through co-branded creative, co-ops, and sponsorships.

Through open dialogue and facilitated group discussion, we'll work together to craft messaging that connects, strategies that convert, and campaigns that reflect the vibrancy of our destination. Let's set the game plan—and win as one team.

## Marketing Communications (session to be offered three times)

MICHAELANGELO

### From Sidelines to Headlines: Scoring Big with PR & Social Media

The game is changing—and Greater Miami & Miami Beach is playing to win. From the FIFA World Cup to Formula 1, global sporting events are capturing the world's attention and driving record-setting tourism. But how can local hotels, attractions and neighborhood partners harness that momentum through public relations and social media? Join this interactive, sports-themed panel session where we'll break down the playbook for success in today's earned media and social arena. We'll look at how to turn local experiences into national headlines, how to use real-time content to amplify cultural moments and how to work with athletes and influencers to bring global fans to our neighborhoods.

## Convention Sales & Services (session to be offered three times)

ESCORIAL

### Elevating Our Sales Game: Strategies & Innovations for a Successful Year

Join us for an interactive workshop where your insights and ideas will take center stage! Designed for meetings sales and service professionals, this session will empower you to co-create innovative strategies that will drive success to our community in the coming year. Collaborate with industry experts and peers to develop actionable plans tailored to our city's unique opportunities. Together, we'll dive into this year's performance and market data and explore techniques to enhance client relationships and ensure our city shines as a premier meetings destination.

### **Session 1 (offered once) • From Screen to Stage: Unlocking the Power of Set-Jetting, Gig-Tripping, and Film Incentives in Greater Miami**

Greater Miami and Miami Beach is more than just a backdrop—it's a star in its own right. With the rise of set-jetting and gig-tripping, travelers are flocking to destinations made famous by film, television, and live music. This panel explores how Miami's vibrant entertainment scene, combined with competitive film incentives, can drive tourism, boost local economies, and elevate our destination's global profile. Learn how to engage fans and turn cinematic moments into unforgettable visitor experiences. Discover how tourism and entertainment partners can collaborate to transform Greater Miami into a premier destination for entertainment-driven travel.

### **Session 2 and 3 (offered twice) • Game On, Miami 2026: Leveraging Major Sporting Events for Tourism Growth**

Greater Miami and Miami Beach is set to take center stage on the global sports calendar with a thrilling lineup of events—from the College Football National Championship, Orange Bowl Quarterfinal, NHL Winter Classic, World Baseball Classic, FIFA World Cup and the return of the NASCAR Championship race in Homestead, 2026 is set to be a record year for sports in Greater Miami. This panel explores how tourism and hospitality partners can capitalize on the influx of fans, international visitors, and global attention. Learn how to align your brand with these high-impact events, create unforgettable visitor experiences, and drive economic impact across the region. Join us as we dive into strategies for maximizing visibility, partnerships, and ROI during Greater Miami's most exciting year in sports yet.

## **Maximizing Website Tools & Partner Exposure (session to be offered three times)**

Join us for a hands-on, interactive session focused on enhancing how your business shows up on MiamiandMiamiBeach.com, the official destination website visited by millions of travelers each year. This 45-minute workshop will explore how GMCVB partners can increase their visibility, drive more engagement and make the most of digital tools available through the GMCVB platform. Participants will collaborate in small groups to share feedback on listing features, event calendar tools and user experience improvements. Together, we'll discuss what resources, content and training partners need to better tell their story and convert online interest into real-world visits. Whether you're a frequent site contributor or new to the platform, this session is designed to help you maximize your digital presence.

## **The Soul of a Destination: Building and Celebrating an Inclusive and Cultural Hospitality Community** (each session to be offered one time)

WINDSOR

### **Session 1 • Queer Voices in Travel: Building Authentic Narratives Within Hospitality**

This panel explores how Queer media and influencers collaborate with destinations and their partners to tell stories that are both deeply personal and powerfully representative. From creating inclusive content to navigating brand goals, we'll unpack how these partnerships foster visibility, trust and connection — and how destinations benefit from that authentic third-party voice. We'll also look at how platforms like Expedia can help amplify and distribute these messages more broadly.

### **Session 2 • Multicultural Development – Connecting the Community with Tourism and Education Opportunities**

We invite you to join us to exchange ideas designed to support and strengthen the economic sustainability of multicultural communities and heritage-related businesses and further connect them to tourism opportunities within Greater Miami & Miami Beach. From capacity-building and supporting cultural programming to elevating the visual arts and workforce development and scholarships through the BHI education program, we look forward to hearing from culture advocates, attractions, hotels and marketing professionals.

### **Session 3 • The Rhythm Is Miami: Unlocking the Power of Music to Drive Cultural Tourism**

Miami is more than sunshine and sand—it's a city alive with rhythm, where Afro-Caribbean beats, Latin grooves, jazz and electronic music pulse through its neighborhoods. In this dynamic session, we will explore how positioning Greater Miami & Miami Beach as a premier global music destination can elevate the visitor experience, extend the length of stay and drive year-round travel. Hotels, attractions, tour operators and DMOs are welcome to plug into the city's growing music positioning.

**Time to break the huddle!**



# Annual Planning Workshop

**POWERED BY:**



**Welcome Back!**

**Share your  
feedback to be  
entered to win  
great prizes!**



# **How to Score with Greater Miami's Sporting Events**



**Alina Hudak**

FIFA World Cup 2026, Miami Host Committee



**Caroline O'Connor**

Miami Marlins/loanDepot park



**Guillermo Santa-Cruz**

Homestead Miami Speedway



**Henri Crockett**

Orange Bowl Committee / CFP



**Julie Kyse**

Expedia Group

**Thank you All-Stars!**

**Prize Time!**

# BLACKLANE

UPGRADE YOUR TRAVELS

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**Spice**  
RESTAURANT MONTHS

MIAMI<sup>TM</sup>  
SPA  
MONTHS



**MIAMI**  
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BEST OF MIAMI® 2025 | SPORTS & RECREATION  
Best Outdoor Attraction  
**Patch of Heaven Sanctuary**



<https://patchofheavensanctuary.org>

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 Expedia®  Hotels.com™  Vrbo™

 **expedia**  
**group™**

# **Tell us your story ...**



**BROUGHT  
TO YOU BY  
TOURISM**

## **Come by the Studio - Trinity Room**



# **SAVE THE DATE**

## **2025 GMCVB Annual Meeting**



Thursday, November 6, 2025  
3 p.m. - 5 p.m.  
reception to follow

**Coastal Convention Center**  
**Fontainebleau Miami Beach**

4441 Collins Avenue  
Miami Beach, Florida 33140

**Overtime!**  
**Join us for the reception...**

