



Annual Planning Workshop

POWERED BY:



July 2, 2025





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Upcoming Major Sporting Events





January 1st , 2026



January 2nd , 2026



January 19th , 2026



March 5th – March 17th , 2026



MIAMI

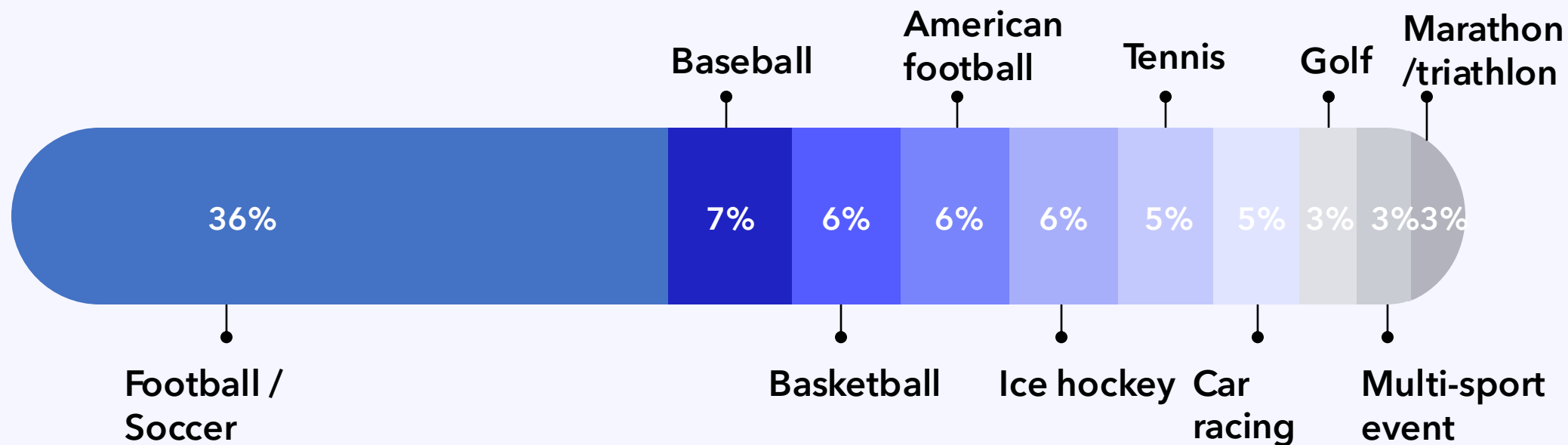
June 11th – July, 2026



November 6th – November 8th , 2026

Top 10 sports traveled for

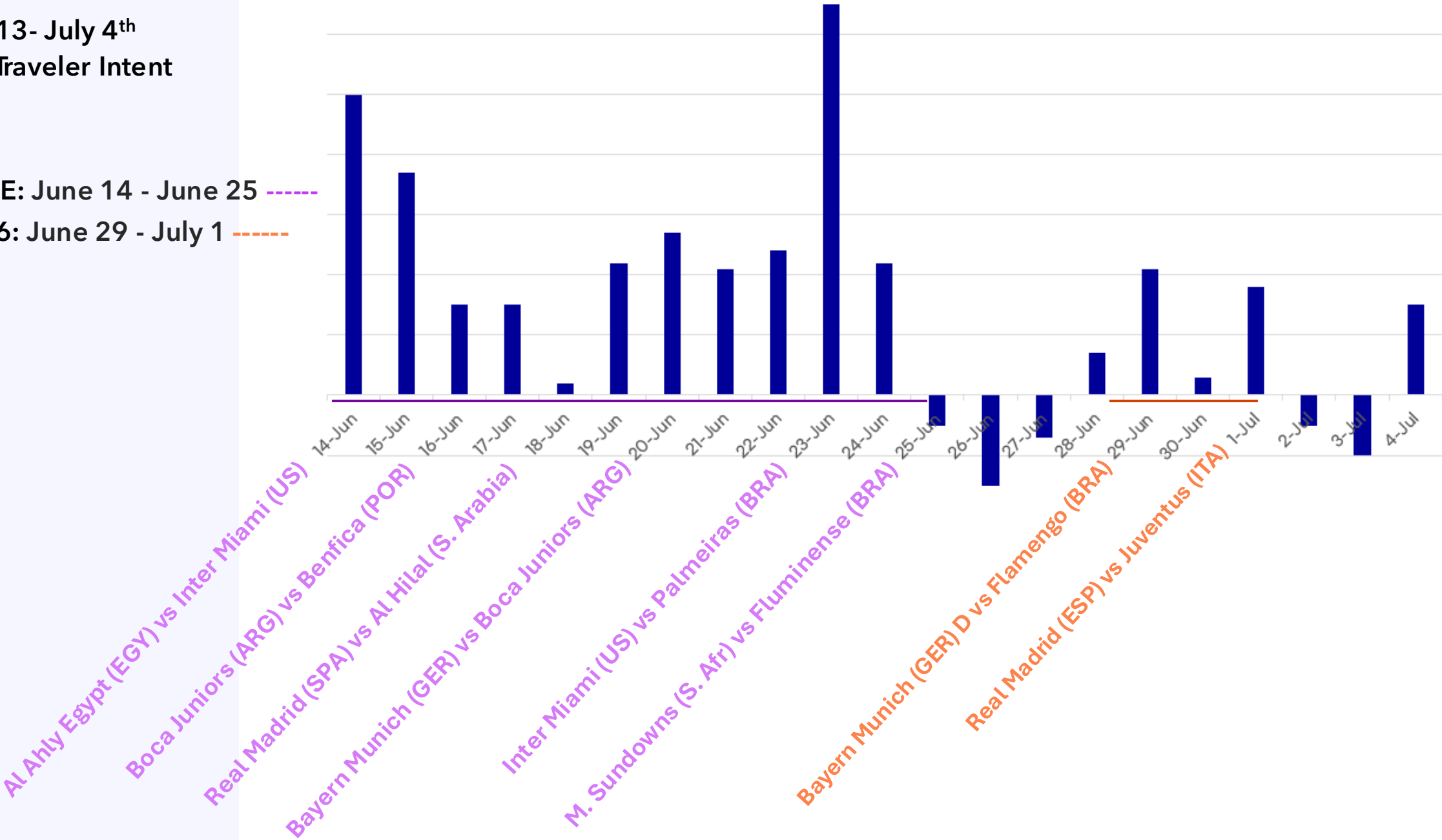
Soccer stands out, but sport preferences differ by market



Club World Cup 2025

Miami - June 13- July 4th
International Traveler Intent
Last 28 Day

GROUP STAGE: June 14 - June 25
ROUND OF 16: June 29 - July 1



CLUB WORLD CUP '25 International Trends

(Group stage games only)

Top Producers	Travel Inten Growth
BRAZIL	+ 92%
ARGENTINA	+ 77%
CANADA	- 33%
MEXICO	+ 45%
UNITED KINGDOM	+17%
SAUDI ARABIA	+ 723%
GERMANY	+ 105%
COLOMBIA	-39%
ITALY	-40%
PORTUGAL	+ 238%
EGYPT	+ 475%

L 2 8 D T r a v e l e r I n t e n t D a t a

B2B

INTERNATIONAL

FAST FACTS

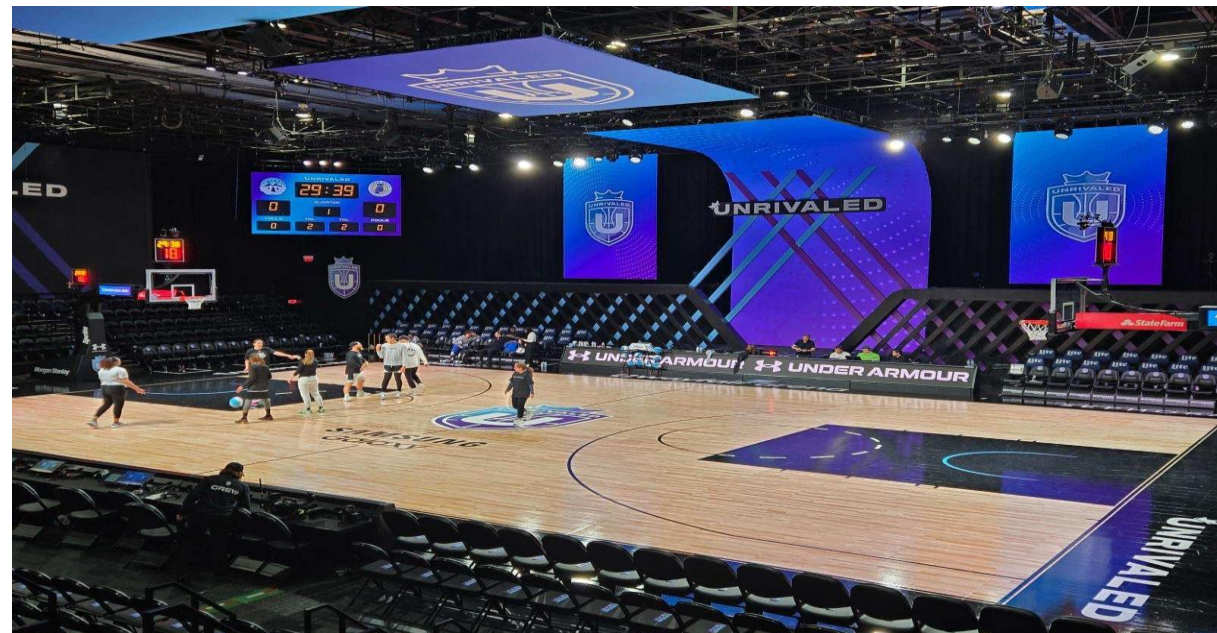
- Argentina 85%
- Brazil 40%
- Saudi Arabia 90%
- Portugal 78%
- Mexico 30%



Venues









Annual Sporting Events





August 30th, 2025



October 25, 2025



November 8, 2025



November 15/16, 2025



January 25, 2026



March 15 - 29, 2026



TBD



March 27-29, 2026



April 2026



TBD



May 1-3, 2026



May 2026



July 2026



December / January



TBD



POWERED BY:



F1 2025

May 2-4
Miami



Miami Formula One – Historical Hotel Performance



Miami-Dade County	Thurs - Sun	Thurs - Sun	Thurs - Sun	Thurs - Sun	Thurs - Sun	2022 F1	2023 F1	2024 F1	2025 F1
	2019	2022	2023	2024	2025	VS 2019	VS 2019	VS 2019	VS 2019
Occupancy	84.4%	75.2%	80.2%	83.9%	87.7%	-10.8%	-5.0%	-0.5%	3.9%
ADR	\$193.32	\$399.99	\$333.72	\$326.04	\$342.30	106.9%	72.6%	68.7%	77.1%
RevPAR	\$164.29	\$302.12	\$269.52	\$273.68	\$300.07	83.9%	64.1%	66.6%	82.6%
Demand	195,205	194,066	213,356	218,315	229,898	-0.6%	9.3%	11.8%	17.8%
Gross Revenue	\$38,004,458	\$77,911,776	\$71,685,737	\$71,178,991	\$78,693,824	105.0%	88.6%	87.3%	107.1%

Fort Lauderdale	Thurs - Sun	Thurs - Sun	Thurs - Sun	Thurs - Sun	Thurs - Sun	2022 F1	2023 F1	2024 F1	2025 F1
	2019	2022	2023	2024	2025	VS 2019	VS 2019	VS 2019	VS 2019
Occupancy	79.8%	77.8%	80.7%	81.3%	84.7%	-2.6%	1.2%	1.9%	6.2%
ADR	\$136.83	\$233.77	\$226.00	\$220.10	\$238.17	70.9%	65.2%	60.9%	74.1%
RevPAR	\$109.91	\$182.72	\$183.86	\$178.98	\$201.81	66.2%	67.3%	62.8%	83.6%
Demand	103,162	119,579	124,957	127,320	133,705	15.9%	21.1%	23.4%	29.6%
Gross Revenue	\$14,205,966	\$28,091,801	\$28,455,638	\$28,023,345	\$31,845,062	97.7%	100.3%	97.3%	124.2%

How did we arrive here?

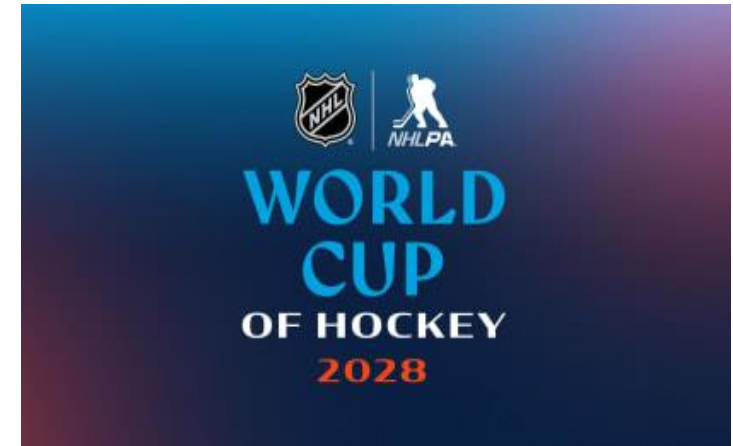
Bringing Sporting Events to Greater Miami



Outreach & Relationship Building



PARTNERSHIP CONFIRMED



continue the **MOMENTUM!**
January 26-28, 2026
COLUMBUS, OH





- Attend national and international trade shows
- Network with sports event rights holders
- Promote Miami as a premier destination for events
- Establish long-term relationships

Receiving & Reviewing the RFP

- Rights holders send us Requests for Proposals (RFPs)
- We review event needs:
 - ✓ Required sports facilities
 - ✓ Hotel room blocks
 - ✓ Additional venue space
- Evaluate Miami's capacity to host

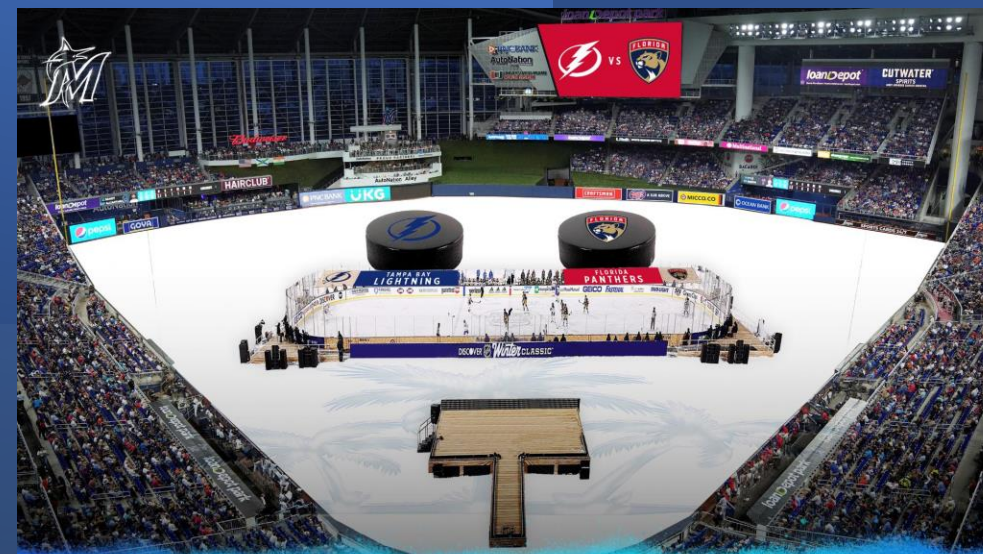
An abstract, colorful figure composed of various paint splashes and brushstrokes in shades of blue, orange, red, and purple. The figure is in a dynamic, athletic pose, possibly representing a soccer player or a dancer. The background is a light blue gradient with scattered geometric shapes like triangles and squares in various colors.

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MIAMI2020



MIAMI ICE

LOANDEPOT PARK IS A MULTI-CULTURAL DESTINATION AT THE CORE
OF ONE OF THE GREATEST TOURIST CENTERS IN THE WORLD

37,000+ CAPACITY

RETRACTABLE ROOF ALLOWING
FOR OUTDOOR HOCKEY

SYNTHETIC TURF & IN-HOUSE
EVENT DECKING SYSTEM

CONTROLLABLE RGB
LED HOUSE LIGHTS

CLIMATE-CONTROLLED VENUE

IN-SEAT VIEWS OF THE
DOWNTOWN MIAMI SKYLINE

loanDepot park

MIAMI
GREATER MIAMI & MIAMI BEACH
GREATER MIAMI
CONVENTION &
VISITORS BUREAU

A photograph of a brick wall with a piece of torn, white paper pasted onto it. The paper has the words 'WE NEED' in large, bold, black capital letters at the top. Below it, the words 'YOU YOU & YOU' are written in large, bold, red capital letters. The paper is torn and crumpled, giving it a distressed, vintage appearance. The brick wall is made of dark grey bricks with light-colored mortar.

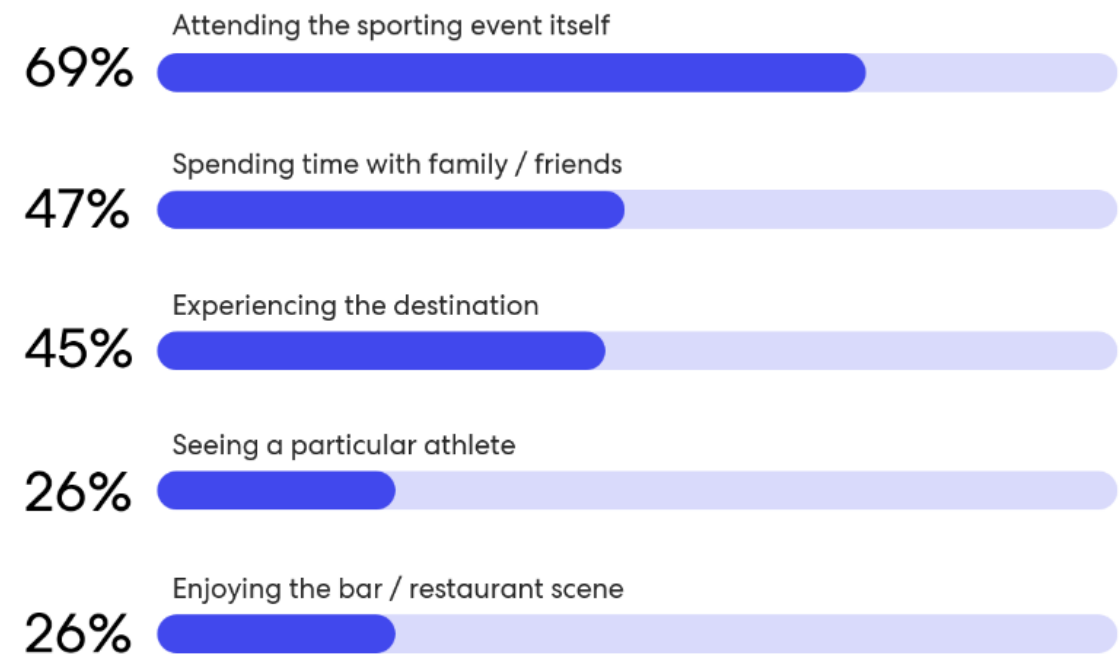
WE NEED
YOU YOU & YOU

Engaging Local Partners

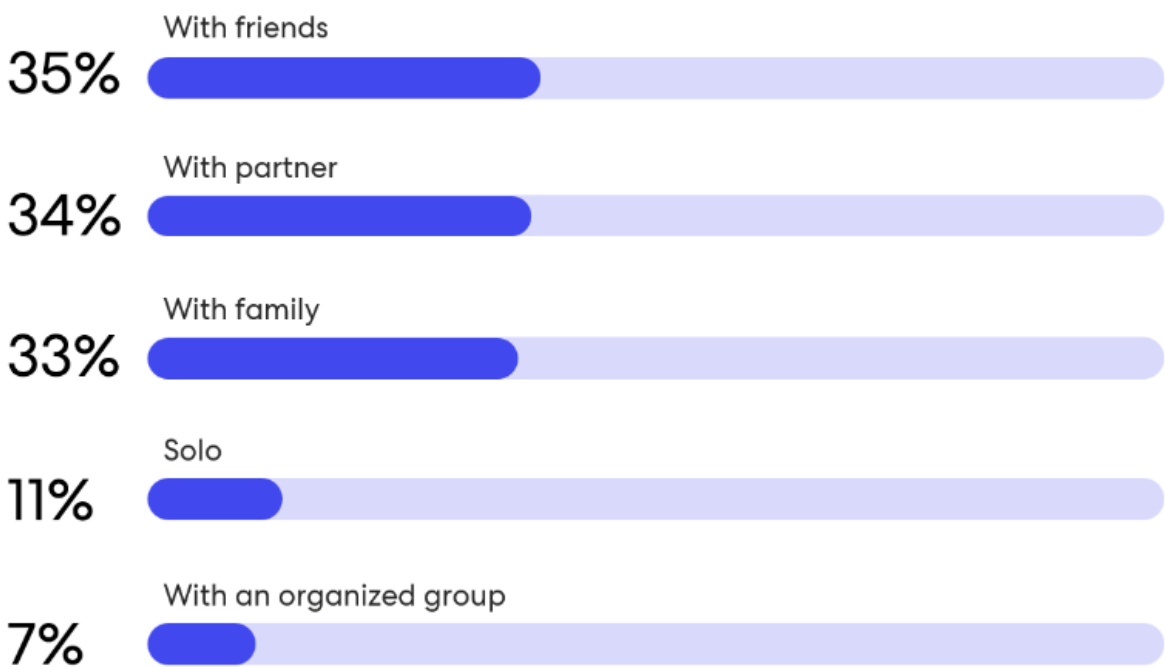
- Collaborate with:
 - ✓ Hotels
 - ✓ Venues
 - ✓ Municipal partners
 - ✓ Industry stakeholders
- Secure competitive rates & support
- Align with partners to strengthen the bid

TRIP PREFERENCES & MEANINGFUL BONDING

- Priorities extend beyond the sporting event



- Sporting events build community



OFF-COURT INTERESTS

Activities outside of the sporting event

Dining, shopping, and sightseeing
are the top activities for travelers
during sports events.



Younger fans travel abroad the most

56%

travelers aged 16-34 traveled
internationally for their last sports trip

SPORTS TOURISM 2025

Looking ahead

84%

plan to travel for a sporting
event in the next 12 months

58%

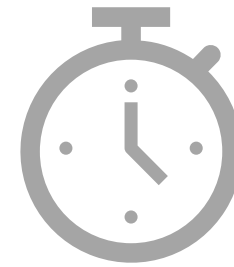
are planning for 2+ sports trips

Bid Development & Submission



Compile proposal:

- Venue availability and specs
- Room blocks and hotel rates
- Letters of support from partners
- Financial incentives (if applicable)



Submit bid to rights holder before the deadline

CHAPTER 03

Price is critical, but it's not everything

The Traveller Value Index shows a measure of what consumers value when booking travel. In our 2023 report, consumers made it clear that price was by far the most important factor, followed by the ability to get a full refund and enhanced cleaning.

Our Traveller Value Index shows how consumer rank decision-making factors including:

- Ability to get a full refund on cancelled bookings
- Atypical, low pricing
- Flexible policies to change bookings without fees or penalty
- Enhanced and frequent cleaning/disinfection methods
- Contactless experience throughout trip
- Premium, first-class benefits and upgrades
- Environmentally-friendly policies
- Reviews from other travellers **New for 2025**

This year, while cost remains important, the way travellers define "value" is shifting. Travellers aren't just looking for the lowest price, they're looking for quality, assurance and flexibility when booking their trips.



Winning the Bid & Executing the Event



Marketing & In-Kind-Servies



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1 / 2  

FIFA WORLD CUP 26™ BRONZE FINAL MATCH



Jul 18, 2026

Miami is set to host the FIFA World Cup in 2026, bringing the world's premier soccer event to the city's vibrant and diverse community. Matches will be held at the state-of-the-art Hard Rock Stadium, known for its modern amenities and excellent accessibility. Miami is also focusing on sustainability, with initiatives to reduce the event's environmental impact.

The final match played in Miami will be Bronze Final on Saturday. This will be the deciding game between third and fourth place of the world cup.

As more details become available closer to the event, specific match descriptions will likely highlight the participating teams and anticipated rivalries. Stay tuned for updates!

View the [FIFA World Cup 26™ Match Schedule](#) to plan your itinerary.

#WEAREMIAMI



Event Listing Details

- High-resolution images with 1440 x 900 pixels
- Detailed event description
- Include promotions, fun facts, or unique highlights



GET DISCOUNTED TICKETS TO THE NASCAR CUP SERIES

Dear Ella,

NASCAR is extending a **20% discount on tickets** to our valued GMCVB partners for **Sunday, March 23** when the **NASCAR Cup Series takes over Homestead-Miami Speedway**.

Don't miss the world's best NASCAR drivers racing in paradise this Spring on the iconic 1.5 oval known for its close racing and unpredictable finishes! This is the weekend you won't want to miss!

Enjoy this special offer by clicking below or visit Homestead-Miami Speedway's [website](#) to learn more.

Buy Now and Save!

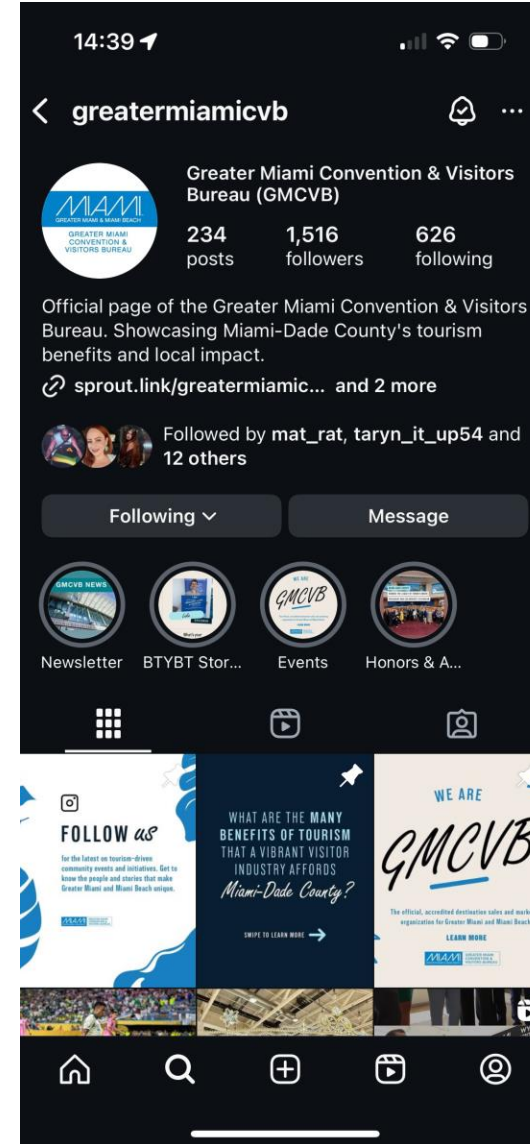
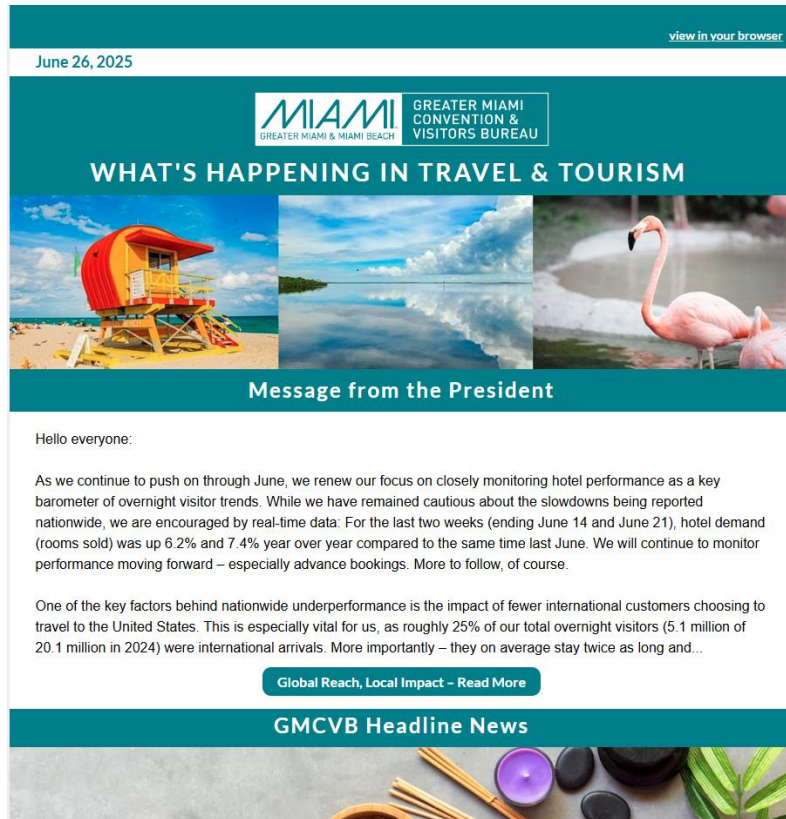
Exclusive Promotional Email Blasts

What we are looking for:

- Subject Line:
- Preview Text:
- Who is the email coming "from?"
- Who is the email going to?
- Do you have a special image you would like me to use for the header?
- Content:
- What date and time should this email be sent?

Marketing Channels

- Make sure to take plenty of photos that we can include in our corporate social media
- We also offer inclusion in our multidepartment newsletters across the organization



MAKE A DIFFERENCE

WHEN YOU PURCHASE A SPORTS LICENSE PLATE

Support local and statewide youth, amateur, and professional sports!



**COME PLAY
IN FLORIDA**

PLAYINFLORIDA.COM

MIAMI
GREATER MIAMI & MIAMI BEACH

GREATER MIAMI
CONVENTION &
VISITORS BUREAU

Contact your local tag office to purchase a tag and visit PlayInFlorida.com for more information about Florida sports tourism and development.

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Key takeaways



Access the full Sports Tourism Study

01

International search volumes show strong growth

Attract and retain high-value travelers for the long-term with discounts, special badging, and Member Only Deals.

02

Extend your reach to Sporting events and music festivals travelers with EG B2B network

Connect with your Market Manager to review your B2B rate plans and ensure your distribution strategy is fully optimized.

03

Availability and restrictions

Ensure your property remains available during major events and that your restrictions do not limit your ability to capture demand from travelers .

04

Sporting events and music festivals rev up searches

Help your property stand out by boosting the visibility of your organic listing to drive higher click-through rates and more bookings.

Thank You!



Top ideas from session

- I. The audience inquired about ways to gather data specifically on domestic travelers, as opposed to international visitors, for upcoming events.
- II. Partners expressed interest in gauging demand for Crewfare FIFA packages, particularly in relation to hotels, transportation, and event access.
- III. Partners emphasized the need to keep event listings up to date on our website and highlighted the importance of promoting the site as a go-to resource for tourism in Miami.

