



GAME ON

DIGITAL MARKETING FOR TEAM MIAMI

STRATEGIES, STORYTELLING & COLLABORATION IN MOTION

POWERED BY:  **expedia
group™**





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AGENDA

- 01 Sports Tourism on the Rise
- 02 The power of Sports Tourism in Miami
- 03 GMCVB and Expedia Group Advertising
- 04 Lodging Partnerships
- 05 Interactive Q&A Session

GMCVB Marketing 2025 at a Glance

LOCAL PROGRAMS

Summer Destination



ESPANOLA WAY

Feel further,
pero closer.

STEP INTO SUMMER

FIND YOUR
MIAMI
GREATER MIAMI AND MIAMI BEACH

MIAMI
SPA
MONTHS

MIAMI **Spice**
RESTAURANT MONTHS



TASTE OUTSIDE
THE LINES



SAVOR THE ART
MIAMI Spice
RESTAURANT MONTHS



Farmer's Month



Arts, Culture and Heritage
Months



Attractions and Museums

MULTICULTURAL

TICKETS

ON SALE NOW

ORANGE BLOSSOM

CLASSIC

HOWARD UNIVERSITY BISON

VS

FLORIDA A&M UNIVERSITY RATTTLERS

LABOR DAY WEEKEND

SATURDAY 08.30.25 | 4PM

SATURDAY, AUGUST 30, 2025 | HARD ROCK STADIUM | MIAMI GARDENS, FL

ORANGETBLOSSOMCLASSIC.COM

POWERED BY GREATER MIAMI CONVENTION AND VISITORS BUREAU

CITY OF MIAMI GARDENS

NEW EDITION • TONI BRAXTON

DJ CASSIDY'S PASS THE MIC LIVE!

STARTING

JARULE • FAT JOE • REMY MA

SLICK RICK & DOUG E. FRESH

THE RETURN OF BEENIE MAN • XScape

COCO JONES • KEM • TYE TRIBBETT • DRU HILL

DJ NASTY'S MIAMI HOUSE PARTY SET

FEATURING UNCLE DAVE, DOUG E. FRESH, YUNG JOC

99 BOYS, SAILORBOYZ, MAKE SMIFF, PRETTY PORCELAIN AND MORE

JEFF BRADSHAW & FRIENDS

FEATURING KING BOBBIERSON

and MORE TO BE ANNOUNCED!

A SPECIAL DABOP & CAJUNAI SET CURATED BY

LAURYN HILL

WYCLEF JEAN & YG MARLEY

FEATURING COMANCHES FROM

BUSTA RHYMES

SAMARA CYN • FOSDERAW • MANNY WELLZ • DON MARLEY

AND SPECIAL GUEST

DOECHII

JITG

MUSIC

FEST 25

MARCH 8 • 9 | MIAMI GARDENS, FL

JAZZINTHEGARDENS.COM

VIBRANT
PAGEANTRY AND
CARIBBEAN
SOUNDS

MIAMI

GREATER MIAMI & MIAMI BEACH

GREATER MIAMI
CONVENTION &
VISITORS BUREAU

Celebrating

40

YEARS

NICECROWD
PRESENTS

AMERICAN
BLACK
FILM
FESTIVAL

EST. 1997

MIAMI
BEACH

JUNE 11-15, 2025 • ABFF.COM

EVERYONE HAS
A STORY, YOURS
BELONGS HERE.

MIAMI

GREATER MIAMI
CONVENTION &
VISITORS BUREAU

10
YEARS

ART OF BLACK
MIAMI

ORGANIZED BY
THE GREATER MIAMI
CONVENTION & VISITORS BUREAU

LEARN MORE

ANNUAL PROGRAMS



“deluxious”

Delicious dishes that look like a masterpiece and taste even better.

LEARN MORE

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



“fitnesscape”

Swinging into an array of fitness fun before a rejuvenating escape to the spa.

LEARN MORE

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



“art venturous”

Cruising through vibrant, eye-catching street art before exploring lush tropical landscapes.

LEARN MORE

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




“celovebration”

Coming together to celebrate love in a place that welcomes everyone.

LEARN MORE

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



Start planning a trip as legendary as the games.

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

Find Your Miami – Annual and Paid Search



Come for the FIFA Club World Cup, and enjoy Miami beyond the game.

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

Beyond The Game
Sports Campaign



This is the 12th Street Lifeguard Stand.

This is Pride 365.
This is Miami.

MIAMI
GREATER MIAMI AND MIAMI BEACH

LGBTQ



“workend”

Working by the hotel pool before diving into a weekend of fun.

EXPLORE NOW

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

Meetings and Conventions



Shuffle Miami

Come for the culture, leave with a playlist.

TURN IT UP

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

Shuffle Miami
Music Campaign

World Cup – 1 year



YAY SPORTS

CLIMBING THE RANKS

Sports tourism is
on the rise



10% of global tourism spending*

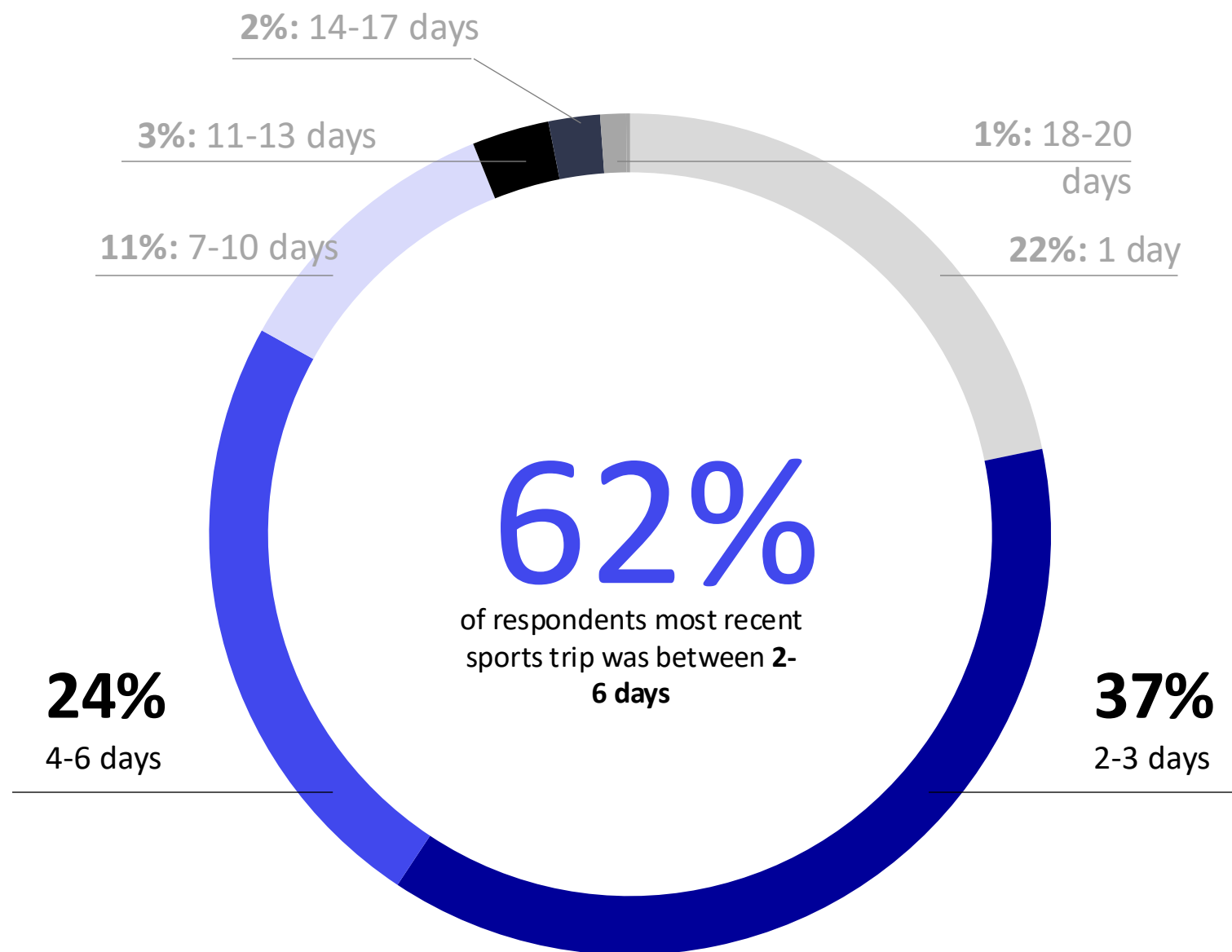
\$560B 2023 worth**

\$1.3T projected worth by 2032**

TRIP LENGTH

Into extra innings

Most sports travelers prefer medium-length trips, typically lasting from a few days to a week, with many attending multi-day events.



GOING THE DISTANCE

Travelers are willing to go the extra mile

56%

traveled domestically for their last sports trip

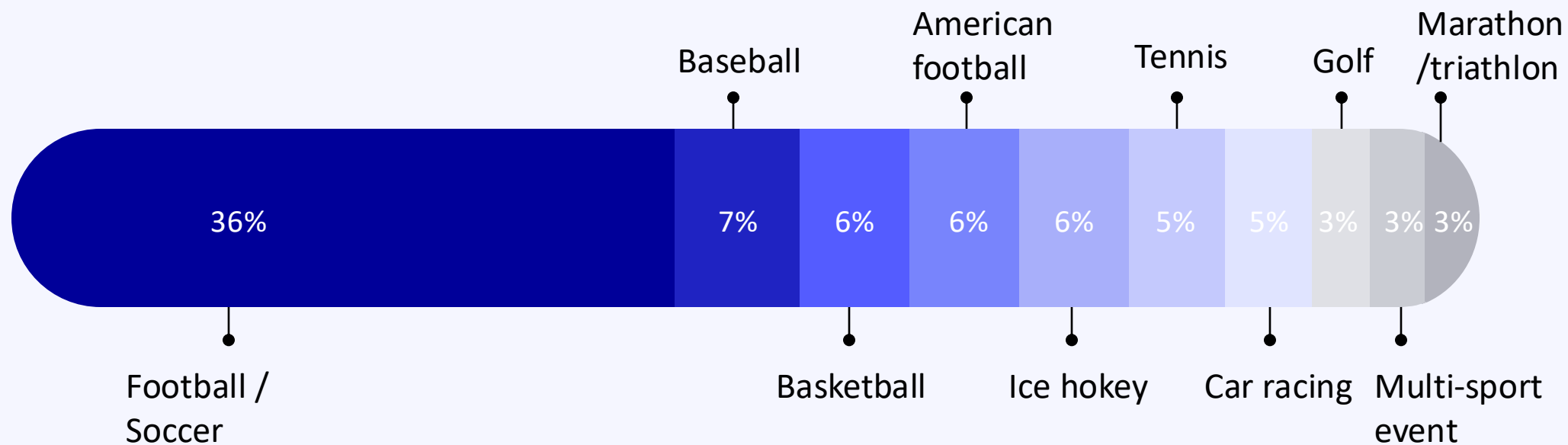
44%

traveled internationally for their last sports trip



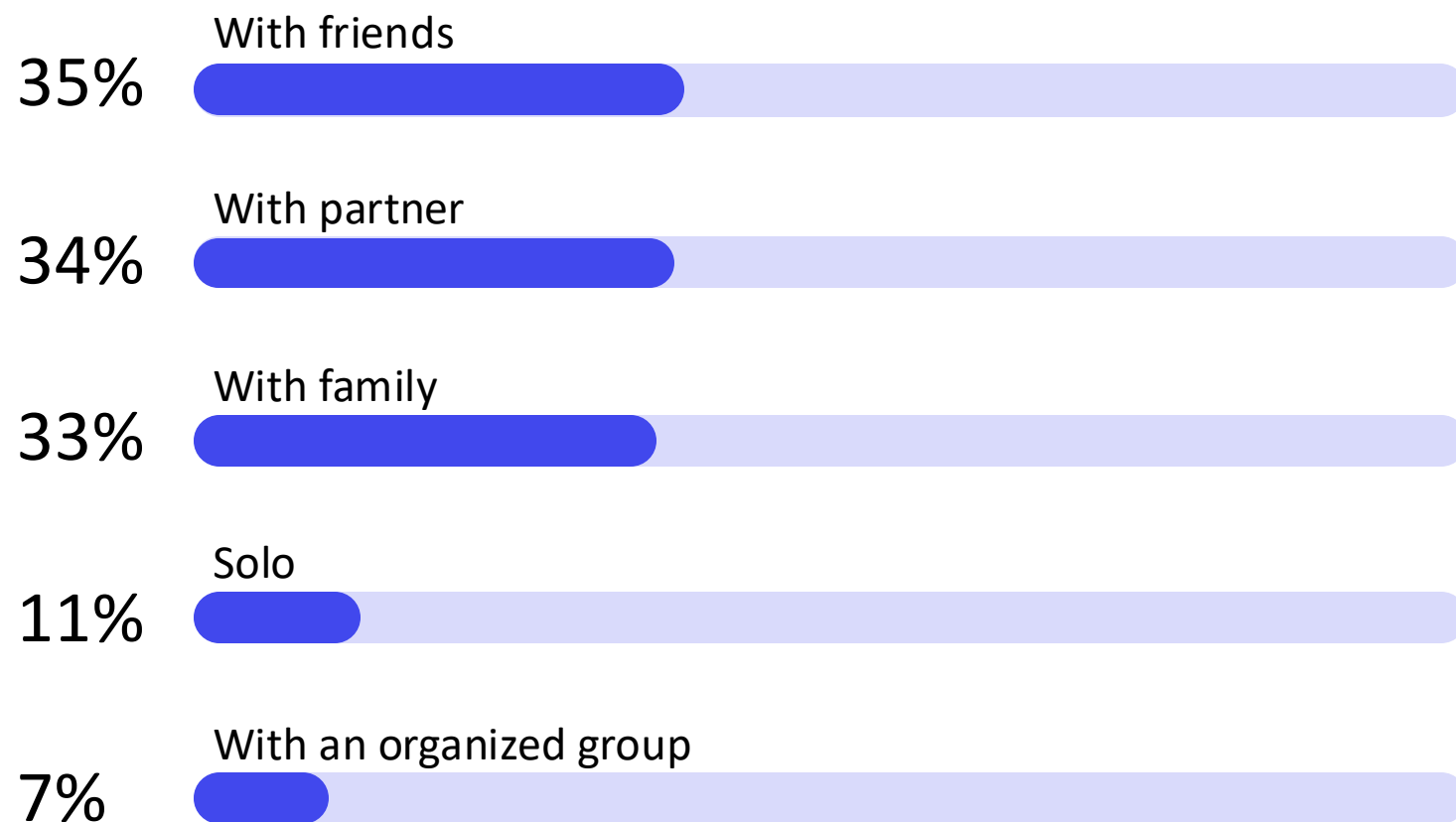
Top 10 sports traveled for

Soccer stands out, but sport preferences differ by market.



Sporting events build community

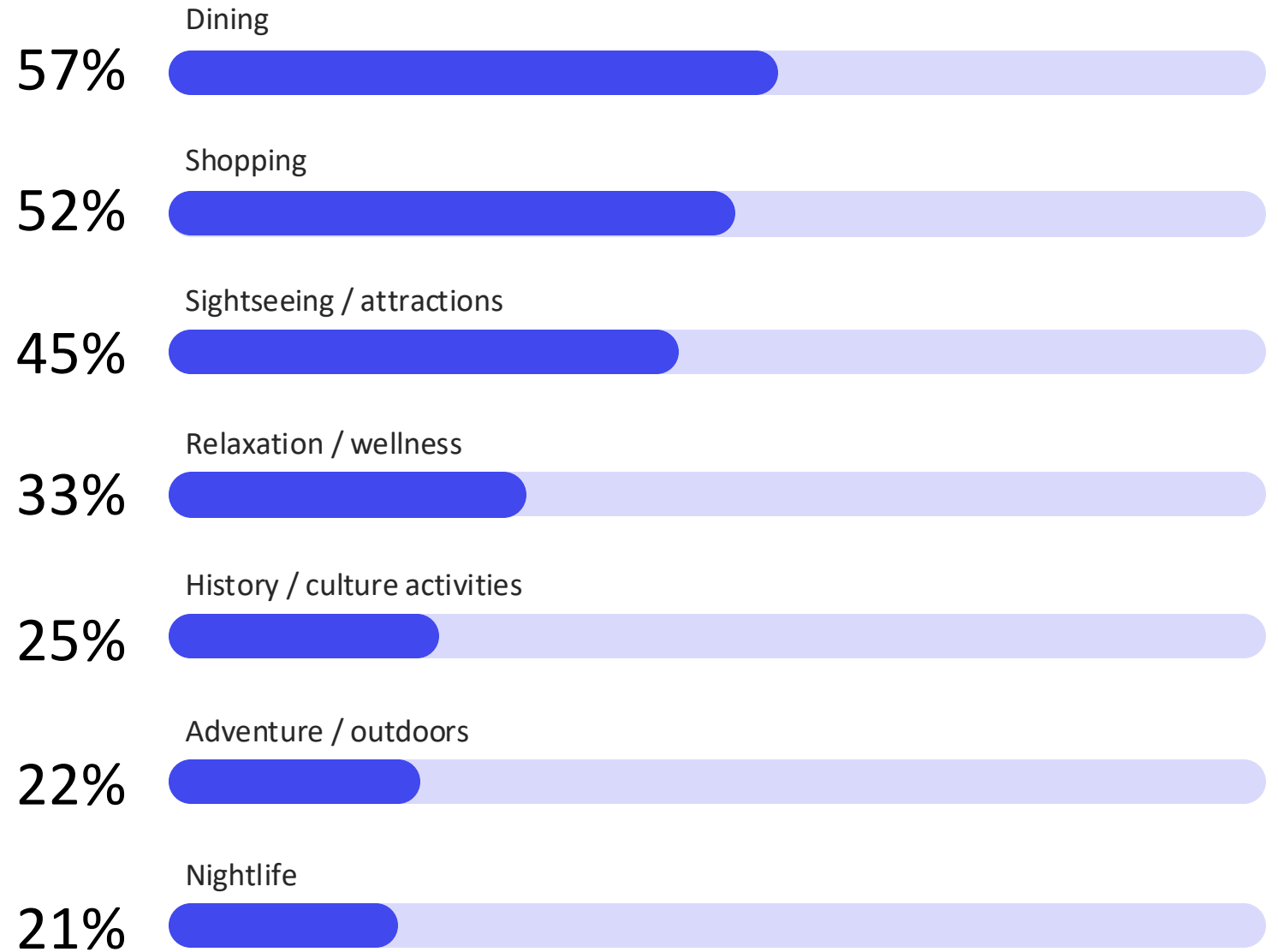
The majority of respondents traveled with friends, partners, and/or family for their last sports trip.



OFF-COURT INTERESTS

Activities outside of the sporting event

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



Respondents that booked lodging spent an average of
\$1,580 USD across all trip elements



TICKETS

\$310



AIRFARE

\$420



LODGING

\$480



ACTIVITIES

\$370

Looking ahead

84%

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

58%

are planning for 2+ sports trips



The Power of Sports Tourism in Miami

A Year in Miami Sports



ONGOING

2026 FIFA World Cup™ Hosting Initiatives

Promotion of Film and Filming Initiatives in Miami-Dade

Miami Marlins Season (3/27 – 9/28)

Miami HEAT Season (10/23/24 – 4/13/25)

Inter Miami Season (2/22 – 10/18)

Miami Dolphins Season (9/7 – 1/5)

KEY EVENTS

JANUARY 2026

1/1 College Football Playoff Quarterfinal

1/2 NHL Winter Classic

1/16 – 18 College Football Fan Central

1/19 College Football Playoff National Championship

MARCH 2026

3/6 – 17 World Baseball Classic

TBA Miami Open Tennis Tournament

TBA CLASH Miami / Homestead, FL

MAY 2026

TBA Formula 1 Grand Prix / Miami Gardens, FL

JUNE 2026

6/15 FIFA World Cup 2026 Match 13 – Group Stage

6/21 FIFA World Cup 2026 Match 37 – Group Stage

6/24 FIFA World Cup 2026 Match 49 – Group Stage

6/27 FIFA World Cup 2026 Match 71 – Group Stage

7/3 FIFA World Cup 2026 Match 86 – Round of 32

7/11 FIFA World Cup 2026 Match 99 – Quarter-Final

7/18 FIFA World Cup 2026 Match 103 – Bronze Final

AUGUST 2026

TBA Orange Blossom Classic / Miami, FL

Sports are more than a game...

They're an Economic Engine

- Greater Miami hosted over **1.5 million sports-driven visitors** last year, and that number will continue to grow
- Major events like **Formula 1, the Miami Open, and Super Bowl LIV** injected **hundreds of millions** into the local economy
- Miami ranks among the **top U.S. cities for sports-related travel**, especially from Latin America and the Northeast U.S.
- Visitors attending sporting events spend **2x more** on average than the leisure traveler

A photograph of a lifeguard stand on a sandy beach. The stand is white with red and orange horizontal stripes. It has a glass-enclosed observation tower on top. A yellow flag is attached to the side. The background shows the ocean and a clear blue sky. The title 'Top Reasons People Travel to Miami' is overlaid in large white text on the left side of the image.

Top Reasons People Travel to Miami

BEACH AND LEISURE

Stunning turquoise beaches and a warm, tropical climate that invites sunshine year-round.

ARTS CULTURE & ENTERTAINMENT

From Art Basel and Wynwood Walls to Little Havana and Pérez Art Museum, visitors come for rich, diverse cultural experiences

EVENTS AND FESTIVALS

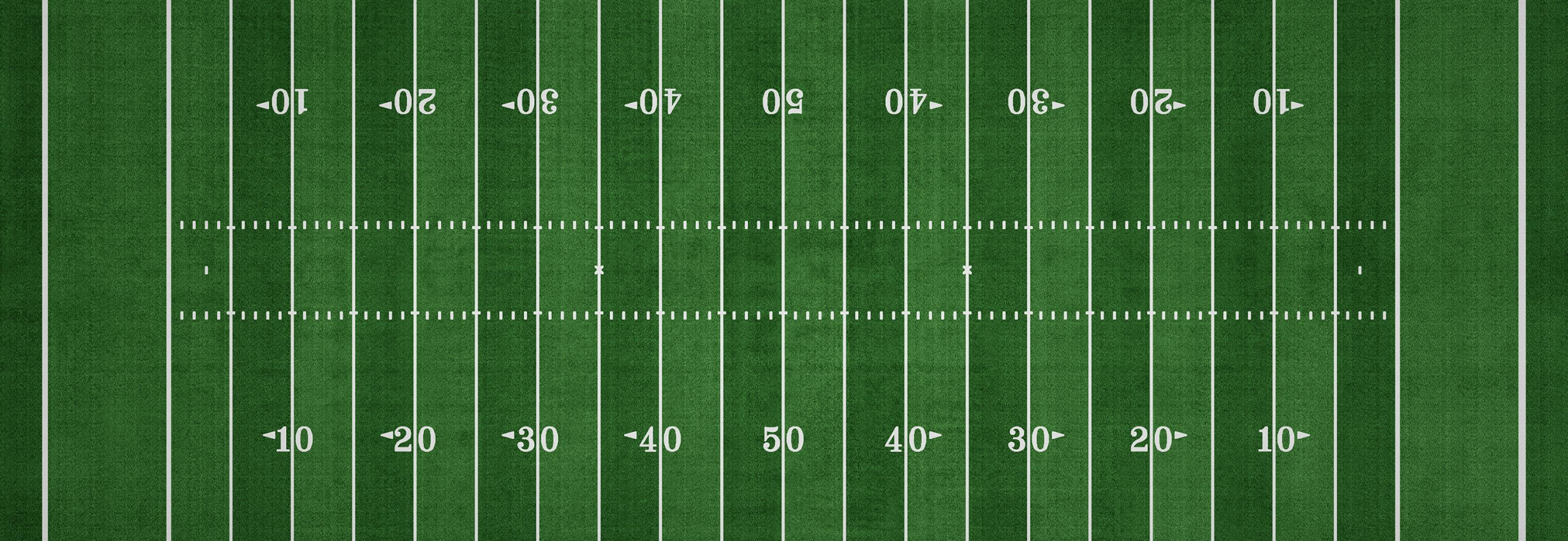
Miami's not just hosting events...it's hosting *THE* events. Think F1, Basel, Ultra, World Cup.

RISING CULINARY SCENE

A rising star on the global food scene, Miami is home to Michelin-rated restaurants and bold flavors that draw culinary travelers from around the world.

SHOPPING AND FASHION

From luxury malls like Bal Harbour Shops to local boutiques in the Design District, Miami is a shopping hotspot for both U.S. and international travelers.



GMCVB & Expedia Group Advertising

Integrated solutions that fit your objectives

Our unique position as a media
publisher and e-commerce company
can connect you with travelers
throughout their shopping journey



Expedia Group Advertising connects advertisers with millions of travelers globally across Expedia Group brands



Access to millions
of travelers

searching and booking
travel



Data, insights
and targeting

to help plan an effective
campaign strategy




Innovative advertising
solutions

that fit your marketing
objectives



In-market
experts

offering campaign support and
optimization from start to finish



OPPORTUNITIES & AD SOLUTIONS

How to win BIG

01 Increase visibility and conversion among active potential travelers

Launch targeted onsite campaigns to reach travelers searching for trips to similar or competitive destinations, placing your destination in their decision-making process.

02 Build awareness beyond travel platforms

Use offsite targeting to engage audiences showing strong affinities—such as music lovers and sports fans—even before they begin planning a trip.

03 Inspire through social media

Position your destination as the perfect place to enjoy live events by sharing dynamic content that connects emotionally with fan communities.

04 Lodging Partnerships

Ensure local accommodations are ready to convert interest into bookings.

With display advertising,
brands can engage travel
shoppers no matter where they
are on their shopping journey



Display Advertising on Expedia Group sites

The screenshot shows the Expedia website interface. At the top, there's a navigation bar with the Expedia logo, a 'Shop travel' dropdown, and links for 'Get the app', 'English', 'List your property', 'Support', 'Trips', and 'Sign in'. Below this is a search bar with fields for 'Where to?' (Key West, Florida, United States ...), 'Dates' (May 11 - May 17), and 'Travelers' (2 travelers, 1 room). A 'View in a map' button is next to the location field. Below the search bar, there's a 'Compare properties' toggle and a 'Search by property name' field with the example 'e.g. Marriott'. On the left, there's a 'Filter by' section with 'Popular filters' (Key West Historic District (317), Ocean view (114), Breakfast included (56), Pool (534), Hotel (54)), 'Price' (Min \$0, Max \$1,000+), 'Stay options' (Any, Hotels (106), Homes (571)), 'Neighborhood' (Key West (540), Key West Historic District (317), Old Town Key West (222)), and 'Popular locations' (Duval Street (540), Florida Keys Beaches (677)). The main content area shows a list of hotel listings for Key West. Each listing includes a thumbnail image, the hotel name, location, amenities, a rating, and a price. A yellow box highlights a vertical banner ad on the right side of the page. The banner ad has a header 'Book a package and save a bundle' and a main image of a person on a red scooter. Below the image, it says 'Save with Packages'. At the bottom of the banner, there's a section titled 'FIND YOUR MIAMI' with a sub-header 'Discover Miami and Miami Beach' and a main image of a lifeguard stand. Below the image, it says 'Find your Miami getaway' and 'Book now'.

How does it work?

PRECISE TARGETING

Reach the right traveler with the right message using Expedia Group's first-party data to deliver campaigns to high-intent audiences.

DRIVE AWARENESS & ENGAGEMENT

Position Miami as a destination that has it all—sun, culture, events, and more—to inspire travelers early in their planning journey.

DRIVE CONVERSION

Engage and convert travelers actively searching for similar or competitor destinations, redirecting their interest toward Miami.



Amplify your influence using EG Reach+ to connect with your target travel audience beyond Expedia Group sites

How does it work?

TAILORED TRAVELER DATA

Tap into Expedia Group's exclusive and comprehensive traveler data, resulting in highly qualified and engaged traveler audiences.

DRIVE AWARENESS

Your ads appear to your target audience across top distribution sites.

GLOBALLY AVAILABLE

Expedia Group operates points-of-sale in over 50 countries, enabling global reach and ad distribution.

EG REACH+ FORMATS

Amplify your influence in 4 ways



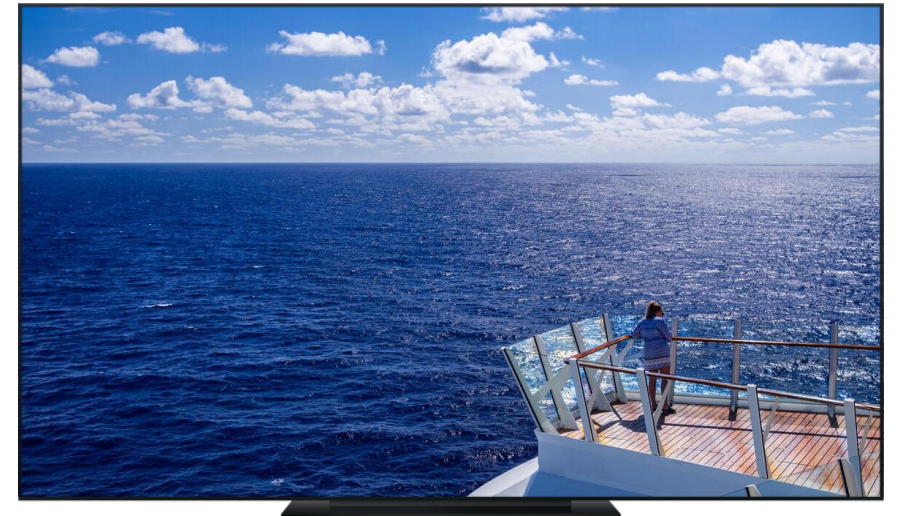
Display

Standard static
IAB ads



YouTube

15 or 30 seconds
in-stream ads



Advanced TV

Clickable ads on
Connected TV



Social Advertising Solutions

64% of the world's population uses social media. Average daily usage amounts to over 2 hours.

SOLUTIONS

Social

Tap into Expedia Group's audience across social platforms to meet your next customer



Connect and re-engage with high-intent travel audiences



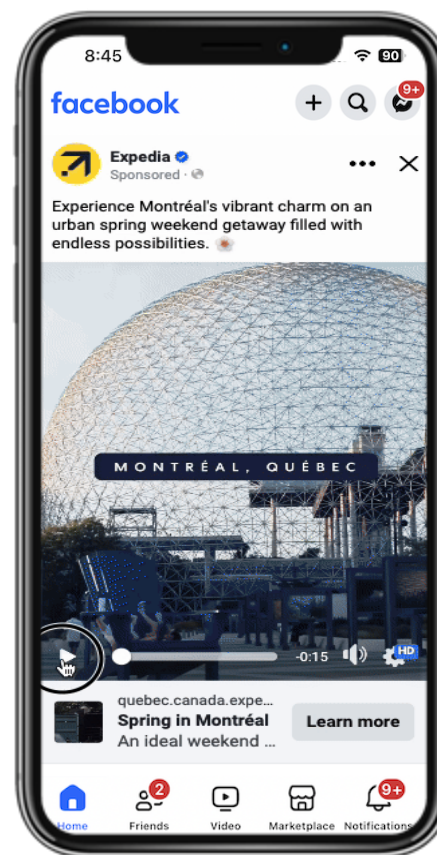
Inspire travelers early in their journey



Cut through the noise with compelling, high-quality content



Social integration package³



Co-branded video³



Instagram stories



Lodging Partnerships

MARKETING OBJECTIVES

Opportunities for hotel marketers



Building brand awareness



Targeting the right traveler



Driving occupancy and
revenue



TRAVELADS

Drive room nights with TravelAds




Promote hotel features or promotions



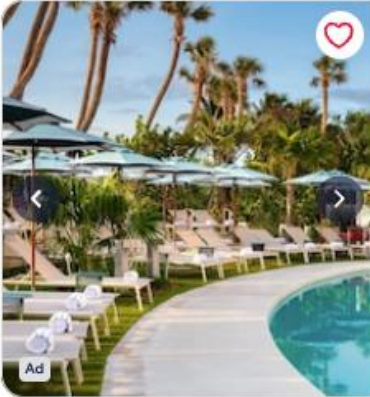
Attract Weekday or Weekend travelers




Target your specific traveler with bid enhancers



Fontainebleau Miami Beach
Mid Beach
Pool Hot tub
Glamour Meets Modern Luxury
Endless possibilities at Miami's iconic address, steps from the beach. 11 pools, Signature restaurants, Lapis Spa & LIV Nightclub.
8.0 Very Good
6,408 reviews



ANDAZ MIAMI BEACH, BY HYATT
Mid Beach
Pool
Your Luxury Beach Escape Awaits
Enjoy our private beach, spa, poolside cabanas, and onsite dining—just minutes from the vibrant energy of Miami Beach.
Fully refundable
Reserve now, pay later
9.8 Exceptional
6 reviews



Cadillac Hotel & Beach Club, Autograph Collection
Mid Beach
Pool Hot tub
Chic Marriott Hotel w/ Oceanfront Rooms
European-inspired accommodations, 2 pools, beachside bar and restaurant. Located Mid Miami Beach. Minutes to South Beach.
8.0 Very Good
1,001 reviews

Example shown for illustrative purposes only and may not reflect current information.

Optimize your Ads for Summer



Refresh your TravelAds

- Update ad copy
 - *Summer Stays Await*
 - *Newly Renovated Property*
 - *Summer in Miami*
- Change your ad photo to the pool or resort

TravelAds Strategy

- Use 3-5 LOS bid enhancers for families on summer vacation
- Use 0-48 hr check in bid enhancer for stay-cation travelers
- Open Package Bids
- Align promotional strategy with advertising strategy

Create Scheduled Ad for holidays

- July 4th Weekend
- End of Summer/Late Summer ad copy
- Labor Day Weekend

CO-OP ADVERTISING

GMCVB Summer 2025 Co-op Performance

50.7:1

Avg ROAS

6.1 M Impressions

Views

26 Hotels

Participation

4,881

Room nights

2026 GMCVB Summer co-op

Designed to drive travelers to our destination when we need it the most.

Sponsored by your local CVB, this co-op amplifies your reach through shared marketing.

Let's fill your rooms and maximize visibility during our Summer Season.

ENROLL NEXT WEEK

2026 Miami co-ops

Half 1 (H1)

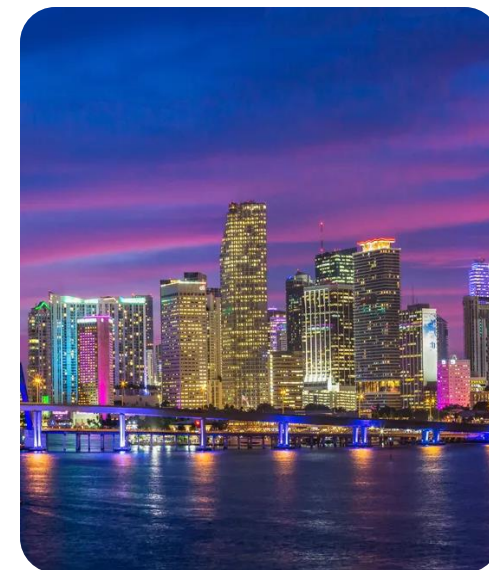
- January 1-June 30

Half 2 (H2)

- July 1-December 31

GMCVB Summer Co-op

- May 1-September 30



Placements are determined by sign-up date!

