

Greater Miami Convention and Visitor Bureau

# Annual Planning Workshop

Powered by Expedia Group

Key Takeaways

07.12.24



# Unlock Access to New Travelers

Be where travelers look and book through Expedia Group's brands and B2B partners.

Have the right distribution strategy by accessing Expedia Group Partner Central and/or contact your local Market Manager. Cater to the specific needs of One Key members, international travelers, and package shoppers.

Visit Expedia Group's Media site and subscribe for the latest news.





# Understand Traveler Trends

No matter your business, you can stand out with travelers evolving priorities and preferences.

Visit [Expedia Group Media Solutions'](#) site for more information on the world's leading travel media network.

Be informed of the latest [research and insights](#), and subscribe to the [blog](#) to stay up-to-date.

Go deep on the latest traveler trends by downloading [Expedia Group's Unpack '24](#) report. Find out what is motivating travelers and where they're going in 2024.

# Accelerating the Future of Travel

Expedia Group recently introduced a collection of innovations to make travel hassle-free and enhance partner experience.

Be amongst the first to try Romie by joining EG labs, where you can influence the future of travel technology.

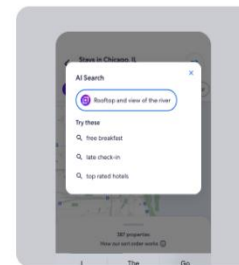
Discover Travel Shops and learn how Expedia Group partnered with some of the most popular Travel Creators. Get inspired and explore their recommendations today.

For more information [click here](#).



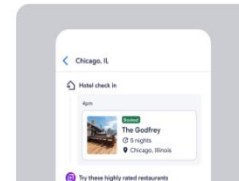
# Romie

Infinite travel. One assistant.



## Personalized search

Romie learns your preferences & plans to help you find the best hotels.



## Discover gems

Don't miss the best restaurants (recommended by Yelp)



A lifeguard stand on a beach at sunset. The stand is white with orange and white horizontal stripes. It has a sign that says "MIAMI BEACH" and a sign with beach warnings. The sun is setting over the ocean, creating a warm, golden glow. The sky is filled with soft, colorful clouds. The ocean waves are breaking on the shore. The beach is sandy and appears to be a popular spot for visitors.

**When the traveler wins, we all win.**