

DESTINATIONS FLORIDA

2019 ANNUAL MEETING

Insider DMO Operations Secrets
from the World's Foremost Experts

Weeki Wachee
Springs State Park
Spring Hill, Florida

OCTOBER 2-4, 2019

DESTINATIONS
FLORIDA



ANNUAL MEETING

Wednesday, October 2, 2019

2:00 p.m. – 5:00 p.m. Board of Directors Meeting

4:00 p.m. – 6:00 p.m. Registration Desk Open

5:30 p.m. – 6:30 p.m. Welcome Reception

Thursday, October 3, 2019

8:00 a.m. Registration Desk Open

8:00 a.m. – 9:00 a.m. Networking Breakfast

9:00 a.m. – 10:00 a.m. Florida Destination Marketing Industry State of the State Report

10:30 a.m. – 11:30 a.m. Balancing the Needs of Residents, Visitors and Tourism Businesses
When Addressing the Environment

11:30 a.m. – 1:00 p.m. Networking Luncheon

1:00 p.m. – 3:00 p.m. Florida's Opportunity to Attract Visitors to Vacation Rentals

3:30 p.m. – 4:30 p.m. Storytelling by Sean of the South

6:00 p.m. – 9:00 p.m. Miles Evening Event at Njoy Spirits Distillery

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Friday, October 4, 2019

8:00 a.m. – 9:00 a.m. Networking Breakfast

9:00 a.m. – 12:00 noon Destinations Florida Annual Business Meeting
2020 Legislative Session Outlook
Destinations International Update from Don Welsh

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EDUCATIONAL PROGRAMMING

Thursday, October 3, 2019

Florida Destination Marketing Industry State of the State Report

Hear from your peers throughout the Florida DMO industry about what's happening within their community, what's working and what they have planned next.

Balancing the Needs of Residents, Visitors and Tourism Businesses When Addressing the Environment

Tamara Pigott, Beaches of Fort Myers & Sanibel

Virginia Haley, Visit Sarasota County

*Jack Wert, Naples, Marco Island, Everglades Convention
& Visitors Bureau*

Communities throughout the state dealt with the environmental impacts of red tide in 2018. While all DMO stakeholders needed information, they could trust there was a lot of differences in what information they needed and when. This panel will discuss the unique challenges of dealing with recovery efforts while your destination is still being impacted. How to gather, disseminate and tailor information to deliver what each audience needs.

Florida's Opportunity to Attract Visitors to Vacation Rentals

*Elizabeth Giaquinto, Florida Tourist Development Tax
Association*

*Denis Hanks, Florida Vacation Rental Managers
Association*

*Samantha Padgett, Florida Restaurant & Lodging
Association*

Paul Seago, Expedia Group

Kyle Shephard, City of Orlando

Many visitors are choosing vacation rentals over traditional lodging and it's never been easier to find and book a rental home. This provides options that attract more visitors to our communities. However, the growth of these vacation rental lodging businesses has accelerated faster than state and local laws have kept up.

The pressure these businesses put on tax collection, public safety and public services have caught the attention of local and state lawmakers. This session will dive into the vacation rental opportunities, impacts and next steps of this growing trend.

Storytelling by Sean of the South

Sean Dietrich, Sean of the South

Sean Dietrich is a writer, humorist, novelist, and biscuit connoisseur, known for his commentary and stories on life in the American South.

Miles Evening Event at Njoy Spirits Distillery



Friday, October 4, 2019

2020 Legislative Session Outlook with Mat Forrest

Get an insider's look into the key issues throughout Florida that will impact the Florida Legislature, what they mean for the tourism industry and what they could mean to your community.

Destinations International Update from Don Welsh

Destinations International CEO Don Welsh will brief you on DI's cutting edge programs, products and resources to help expand your team's industry knowledge and attract even more visitors to your destination.

Meeting Location:

Weeki Wachee Springs State Park - Mermaid Ballroom

6131 Commercial Way
Spring Hill, FL 34606
(352) 592-5656

Overnight rooms are available at:

Hampton Inn by Hilton Spring Hill

1344 Commercial Way
Spring Hill, FL 34606
(352) 684-5000



The Hampton Inn by Hilton Spring Hill is offering special rates for Destinations Florida meeting participants at \$94 per night.

You may call the hotel directly at (352) 684-5000 and reference the group name Destinations Florida. Reservations must be made by Tuesday, September 10, 2019. Be sure to make your reservation now to avoid the inconvenience of staying off-site at an alternate hotel.

2019 Destinations Florida Annual Meeting Registration Form

October 2-4, 2019

Use one form for up to four registrants from the same company. Use copies of this form to register more people.
Do Not Miss Out!

Registration Contact Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Please circle the correct amount for each registrant and write name on the line provided.

	DMO MEMBER Registration	After September 25 add	Total Amount
#1 _____	\$245	\$100	\$ _____
#2 _____	\$195	\$100	\$ _____
#3 _____	\$195	\$100	\$ _____
#4 _____	\$195	\$100	\$ _____
		Grand Total	\$ _____

Method of Payment: Check (payable to **Destinations Florida**) Visa MasterCard AmEx

Card # _____ Exp. Date _____ Sec. Code: _____

Name on Card _____ Signature _____

Cancellation Policy: A refund of your registration fee will be made minus a \$25 processing fee, if cancellation is received in writing seven days prior to the date of the event. Alternates are encouraged to attend for any pre-registrant who is unable to attend.

For our compliance with the Americans with Disabilities Act, please contact our office if you need any special accommodations. A minimum of seven days notice is required.

Five Easy Ways to Register

Mail:

Destinations Florida
 1400 Village Sq. Blvd., Suite 3-250
 Tallahassee, FL 32312

Online:

DestinationsFlorida.org

Email:

Suzanne@DestinationsFlorida.org

Phone:

850/222-6000 (Visa/MC/Amex)

Fax:

850/222-6002 (Visa/MC/Amex)