

# All of the Training You Need to Attract More Visitors to Your Destination

Florida Association of Destination Marketing Organizations

## **Destination Marketing Industry Summit**

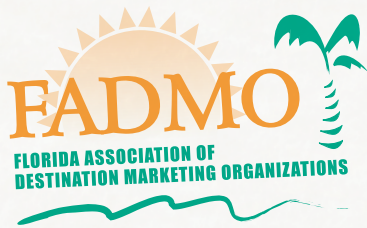
May 22-24, 2019 – Hutchinson Shores Resort, Jensen Beach, Florida



**A program of education designed for tourism specialties to share information and help destination marketers attract more customers to their communities.**

- Detailed education that can be applied immediately to bring more visitors to your destination
- Four tracks of education to serve many different professionals within your DMO
- Opportunity to gain insights from your peers throughout Florida on how to build better community partnerships within the industry and with organizations outside of the traditional tourism industry
- Interactive discussion with VISIT FLORIDA on the direction of the destination marketing industry





## From the Chairman of the Board

It is my pleasure to invite you to the 2019 FADMO Destination Marketing Summit, this year's largest gathering of Florida destination marketing organization executives and industry suppliers.

We are lucky to live and work in the most beautiful place in the world. Seemingly, Florida can sell itself. However, we know better. As destination marketers we must compete against a lot of well funded adversaries for visitors. This while 1.1 million Florida residents employed within the tourism industry are depending on our success.

It's never been more important for the destination marketing industry to invest in additional training for ourselves and our staff. To provide you with the knowledge and resources you need to succeed and prosper in the coming year, we have created a one-of-a-kind program.

Critical issues affecting our industry will be addressed:

- The trends and technologies that will disrupt destination marketing in the next five years
- A complete report on the activities of the destination marketing industry, the inside details about the 2019 legislative session as well as important industry updates
- VISIT FLORIDA's plans for helping destinations bring more customers to our communities
- Lessons Learned in Crisis Response from Hurricane Michael
- The latest hotel industry trends and forecast for the US and Florida

You'll have a great opportunity to network with outstanding speakers, other tourism marketers from throughout Florida and the industry's finest sponsors. This is an event at which you and your organization will want to be represented. The Florida Association of Destination Marketing Organizations looks forward to welcoming you to this important meeting.

Sincerely,

*Tammy Heon*

Tammy Heon, Chairman of the Board  
Florida Association of Destination Marketing Organizations

[www.FADMO.org](http://www.FADMO.org)

1400 Village Sq. Blvd., Suite 3-250 • Tallahassee, FL 32312 • 850/222-6000 • FAX 850/222-6002

# Schedule at a Glance

## Wednesday, May 22, 2019

10:00 AM – 1:00 PM	Board of Directors Meeting and Working Lunch
2:00 PM – 3:00 PM	80 Hours in October: Lessons Learned in Crisis Response from Hurricane Michael
3:15 PM – 4:15 PM	Innovation in Storytelling: An Exploration of Interactive Content and Immersive Experiences
4:30 PM – 5:30 PM	Destination Marketing State of the State Report
5:30 PM – 7:00 PM	Welcome Reception at Hutchinson Shores Resort
7:00 PM	Dinner on own

## Thursday, May 23, 2019

9:00 AM – 10:00 AM	Advocacy: Lessons Learned in Times of Crisis	Maximizing Your Marketing ROI
10:15 AM – 11:15 AM	Tourism as The Gateway to Growth: Make It Tampa Bay	Changing the Landscape of Digital Marketing Co-ops for DMOs
11:30 AM – 12:30 PM	Opening Your Eyes: ADA Compliance in a Digital World	Earn Your Audience: Using Effective Storytelling to Increase User Engagement and Visitation
12:30 PM – 2:00 PM	Networking Luncheon and Legislative Update with Mat Forrest	
2:00 PM – 3:00 PM	Essential Tourism Research	Burgeoning Bleisure Travelers: How to Make the Most of the Booming Trend
3:30 PM – 4:30 PM	Regional Tourism Brands in Florida - Best Practice and Research Findings	Small Fish in a Big Pond? - Learn How to Effectively Position Your Brand in an Omni-Channel Environment
5:30 PM – 8:30 PM	Evening Event at Hutchinson Shores Resort	

**Connect**

## Friday, May 24, 2019

9:00 AM – 9:45 AM	The Future of Tourism Marketing and How It Will Impact Your DMO
9:45 AM – 10:30 AM	Hotel Industry Trends and Forecasts for the U.S. and Florida
10:45 AM – 11:45 PM	How DMOs and VISIT FLORIDA Can Work Together to Bring More Customers to Our Communities

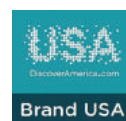


This meeting is made possible by the support of our Partners:

### Diamond Partners



### Platinum Partners



### Gold Partners



# Destination Marketing Industry Summit Program Details

**Wednesday, May 22, 2019**

**2:00 PM – 3:00 PM**

## **80 Hours in October: Lessons Learned in Crisis Response from Hurricane Michael**

***Dan Rowe, Visit Panama City Beach; Jayna Leach, Visit Panama City Beach; Jennifer Vigil, Destination Panama City; Kelli Godwin, Gulf County Tourist Development Council; Kimberly Shoaf, Mexico Beach Community Development Council***

Dan Rowe, President and CEO of Visit Panama City Beach and Jayna Leach, Vice President of Marketing of Visit Panama City Beach will share with you the lessons they learned in responding to the crisis and devastation left in the wake of Hurricane Michael. Jennifer Vigil, President & CEO of Destination Panama City (PCCDC), Kelli Godwin, Executive Director of the Gulf County Tourist Development Council and Kimberly Shoaf, President of the Mexico Beach Community Development Council will join in this frank discussion with an update on where things stand now and moving forward.

**3:15 PM – 4:15 PM**

## **Innovation in Storytelling: An Exploration of Interactive Content and Immersive Experiences**

***Andrea Wood, Miles Partnership***

Budgets, bosses and busy schedules significantly shape our ongoing marketing efforts so much so that we often find ourselves doing the same, safe, marketing plan year after year. But what if we had the freedom to capitalize on new opportunities, creative channels and cultural movements to do something totally different? This interactive session will look at new trends, technologies and platforms that could inspire your next big idea and help reshape your marketing mix.

**4:30 PM – 5:30 PM**

## **Destination Marketing - State of the State Report**

A complete report on the activities of your peers in the destination marketing industry throughout Florida.

**Thursday, May 23, 2019**

**9:00 AM – 10:00 AM**

## **Advocacy: Lessons Learned in Times of Crisis**

***Jack Wert, Naples, Marco Island, Everglades CVB***

Water quality issues in Southwest Florida caused numerous issues in the summer of 2018 with local elected officials, national, regional and local press, International travel trade, local tourism partners and repeat visitors to our area. Learn how our DMO worked with each of these customer groups to overcome misinformation, social media trolls and how we worked with our media partners and our regional DMO partners to attract back new and repeat visitors to our area.

## **Maximizing Your Marketing ROI**

***Phillip Downs and Joseph St. Germain, Downs & St. Germain Research***

Learn how to select target markets that will maximize your marketing ROI. In an era in which count commissioners gaze lasciviously at your marketing budget, you need an edge in marketing. Downs & St. Germain Research's "Visitor Penetration/Potential Model" enables DMOs to choose which markets to target, thereby increasing their marketing ROI. The model's success is rooted in precise origin data for visitors. Key Data's "REAL ORIGIN" (direct data feed via application programming interface with vacation rental properties) is the most precise method for validating visitors' origins. The "Visitor Penetration/Potential Model" can be combined with REAL ORIGIN to provide the framework for a sophisticated Visitor Tracking Study. Learn how **your DMO can** optimize its marketing dollars by working with Downs & St. Germain Research and Key Data.

**10:15 AM – 11:15 AM**

## **Tourism as The Gateway to Growth: Make It Tampa Bay**

***Janette Carter and Michelle Bauer, Visit Tampa Bay***

Tourism is an economic development driver and can be even more effective when expanded beyond traditional avenues. Working together to create a unified brand identity, Visit Tampa Bay, Hillsborough County, and the Tampa-Hillsborough Economic Development Corporation launched Make It Tampa Bay as a joint project to market the region to Millennial entrepreneurs and investors from the Northeast and Midwest regions that are Tampa Bay's biggest sources of leisure visitors as a way of growing the destinations reputation from a great place to visit to a great place to build a business and create a legacy.

## **Changing the Landscape of Digital Marketing Co-ops for DMO's**

***Stephanie Dunford, Richard Black and Jason Manges, Sojern***

Recognizing the challenges of existing co-ops today and in an effort to help meet the goals of DMOs, this presentation will share how to overcome the existing challenges for our partners that are running co-ops today and how it helped serving the needs of all stakeholders within a destination and meet the needs of each and every DMO, attraction, hotel, restaurant, beach, etc, from small mom and pop attractions to large conglomerates like Disney. We would also show valuable insights for both independent level and aggregated data tied together in order to prove overall economic impact.

11:30 AM – 12:30 PM

### **Opening Your Eyes: ADA Compliance in a Digital World**

**Jay Massey, Coco Interactive**

The goal of this eye-opening session is to both broaden your perspective as well as help you to learn how to embrace the culture of universal digital access without fear. Digital accessibility affects websites, digital documents, social media, kiosks, and more. We will address communication transparency, best practices, remediation options, conformance vs. compliance, reasonable accommodation, community building, mitigating risk, procurement processes, and future proofing. This session will provide time for discussion during and after the presentation.

### **Earn Your Audience: Using Effective Storytelling to Increase User Engagement and Visitation**

**Brett Gordon and Steve Knox, Madden Media**

The proliferation of content for the purpose of SEO has resulted in poor user experience and a lack of effective storytelling across many platforms. Many DMOs celebrate their partners through listicles, partner pages, and boring facts. Of course, facts are necessary, but facts do not keep your user curious, nor give them a payoff that increases their intent to travel. Effective storytelling draws the user into an immersive experience that captures their curiosity and delivers an exciting surprise at the end. This model of storytelling increases the user engagement in a way that directly increases brand advocacy and intent to travel. When paired with effective marketing strategies and tools, a story extends from inspiration to destination.

2:00 PM – 3:00 PM

### **Essential Tourism Research**

**Gustav Weibull, Discover the Palm Beaches**

Tourism Research is an essential component for Destination Organizations. It starts with building a research initiative that tracks destination performance and leads to a platform for advocacy. This session will highlight essential components of research that should be integrated into your annual destination marketing plan. Destinations, large and small, will learn creative and innovative ways to define success and achieve results that satisfy key stakeholders and reaffirm the relevance of the Destination Organization.

### **Burgeoning Bleisure Travelers: How to Make the Most of the Booming Trend**

**Abhijit Pal, Expedia Group Media Solutions**

Bleisure travel, the practice of combining business and leisure travel, has seen significant growth year after year, and will likely continue to boom as younger generations enter the workforce. A recent study commissioned by Expedia Group Media Solutions and conducted by Luth Research reveals what influences bleisure traveler decisions, including their preferences, priorities, resources and financial factors, as well as what makes a destination appealing for bleisure. One exciting discovery? Nearly 70% of bleisure trips result from business travel for conferences, illustrating a powerful opportunity for Florida's travel and tourism industry. Through in-depth research findings and industry case studies, you will gain a deeper understanding of how to reach, engage and convert bleisure travelers from around the world, and leave with actionable insights to apply in their own destination marketing strategies.

3:30 PM – 4:30 PM

### **Regional Tourism Brands in Florida - Best Practice and Research Findings**

**Brian London, London Tourism Publications**

Brian will provide you with an evaluation of Florida's regional brands and a discussion on using regional brands vs. local brands in increasing awareness and overnight visitation. Examples from First Coast, Space Coast, Treasure Coast, Gold Coast, Lee Island Coast, Cultural Coast, Sun Coast, Nature Coast, Forgotten Coast and Emerald Coast will be included. You will learn when to use regional branding, how to justify increasing or decreasing the budget allocation towards regional branding efforts and project future bed tax collections as a result of regional branding efforts.

### **Small Fish in a Big Pond? - Learn How to Effectively Position Your Brand in an Omni-Channel Environment**

**Adam Saylor and Adam Zappia, Atlanta Journal Constitution / Cox Media Group**

DMO's with limited budgets that may or may not have an in depth multi-platform digital strategy. In a fragmented marketplace the need for an Omni-Channel strategy is greater than ever before. You will learn to define and analyze current omni-channel trends and strategies, and leave this session with a road map on effectively increasing ad spend.

Friday, May 24, 2019

9:00 AM – 9:45 AM

### **The Future of Tourism Marketing and How It Will Impact Your DMO**

**Will Seccombe, Connect Travel & Connect Marketing**

Will will give you a brief history of destination marketing and how DMO's can remain relevant in the age of artificial intelligence, voice search, hyper-personalization, autonomous vehicles and biometrics.

9:45 AM – 10:30 AM

### **Hotel Industry Trends and Forecasts for the U.S. and Florida**

**Bennjin Lao, STR**

Overview of US and Florida area hotel performance trends and supply pipeline. Specific attention will be paid to the 13 Florida markets and 48 Florida sub markets tracked by STR.

10:45 AM – 11:45 AM

### **How DMOs and VISIT FLORIDA Can Work Together to Bring More Customers to Our Communities**

Get a revealing look into what's working to bring in visitors on a statewide basis. This session will give you ideas to promote your own DMO as well as insight into programs you may want to participate in with VISIT FLORIDA.

## 5 Ways to Justify Your Destination Marketing Summit Registration

We know how it is. Tourism marketing conferences operate in a busy events scene. There is a lot of competition out there, not only in terms of events, but for your time.

Every decision of whether to come to a conference like the Destination Marketing Summit eventually boils down to 'what do I expect to have gained/learned from spending my time attending this event, vs. taking care of my busy day to day routine?'. In other words, what's the payoff from coming to the Destination Marketing Summit?

Here are five reasons we think attending the Destination Marketing Summit is not only worthy of your time in terms of benefits gained, but also why we think it's a different kind of event.

1. Learn new ideas and concepts, and the latest on what's working at other DMOs around the state.
2. Meet all different staff levels at both large and small DMOs, people that can help you.
3. Hear very candid talks about the things that went wrong at other organizations.
4. Give yourself time to listen and think, work on, not in, your business.
5. Join a global community of people that care about tourism marketing.

You'll learn things that will change how you market your destination from the day you return to the office.

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## Hutchinson Shores Resort

The Hutchinson Shores Resort is offering special rates for FADMO meeting participants, at \$199.00 per night. Call the resort reservations line at 1-877-502-4653 and mention the Florida Association of Destination Marketing Organizations to receive the reduced rate. Please make your reservation before the cut-off date of Tuesday, April 30, 2019.

**Hutchinson Shores Resort**  
3793 NE Ocean Blvd  
Jensen Beach, FL 34957  
(772) 334-1950

## Who Should Attend The FADMO Destination Marketing Summit?

### **Destination Marketing Directors –**

Stay informed on the latest advancements in the competitive world of tourism marketing, share ideas with peers and see the newest marketing opportunities from our industry vendors.

### **Deputy Directors –**

Broaden your skills by participating in education tracks that are outside your current expertise. Gain a broader understanding of destination marketing.

### **Convention Sales –**

See your destination outside of the meeting room. Learn more about selling your destination's tourism benefits in addition to its meeting assets. Participate in discussions with convention sales professionals from around the state to learn from your peers.

**Tourism –** Learn the latest on packaging techniques and super-effective industry and community education strategies.

### **Agency Employees –**

Visit with your clients in a casual atmosphere and learn more about the destination marketing industry so you can serve your clients better. Please note the attendance policy on page 5.



# Destination Marketing Industry Summit Registration Form

## Four Easy Ways to Register:

### Mail: FADMO

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

### Phone

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

### Fax

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

### Online

www.FADMO.org  
(with Visa/MC/Amex)

**Questions? Please contact [Suzanne@FADMO.org](mailto:Suzanne@FADMO.org) with any questions, or to email your registration.**

## Advance Discounted Registration (on/before 5/15/2019) Regular Registration (after 5/15/2019)

	DMO Member		DMO Member
First Registrant From Organization.....	<b>\$295</b>	First Registrant From Organization .....	<b>\$495</b>
Each Additional Registrant..... (From Same Organization)	<b>\$245</b>	Each Additional Registrant .....	<b>\$445</b>
		(From Same Organization)	

## Use one form for up to six registrants from the same organization - Please print!

Organization		Email	
Address			
City	State	ZIP	Phone

**Please CIRCLE the correct amount for each registrant and write his/her name on the line provided. Members and regular registration includes all seminars, lunch, receptions, and dinner.**

Name	DMO Member Registration	Amount
#1	\$295.....	\$ _____
#2	\$245.....	\$ _____
#3	\$245.....	\$ _____
#4	\$245.....	\$ _____
#5	\$245.....	\$ _____
#6	\$245.....	\$ _____
<b>Grand Total</b>		<b>\$ _____</b>

## Method of Payment:

- Check (payable to **FADMO**)
- 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 cancellation fee, if cancellation is received in writing by May 15, 2019. 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.

**Destination Marketing Summit ATTENDANCE POLICY – AGENCY REPRESENTATIVES**  
The Florida Association of Destination Marketing Organizations Destination Marketing Summit is the annual learning exchange for tourism destination marketing professionals within Florida. It offers employees of Florida's destination marketing organizations a unique opportunity to learn, share information, and network in a sales-free environment.

Recognizing the important role that account representatives at contracted agencies play as "extensions of staff," the Florida Association of

Destination Marketing Organizations has instituted a policy to allow those individuals to attend the Summit as delegates to learn about critical issues and trends and to engage in discussions that will help them better serve their client.

Those firms that serve multiple destination marketer clients, and for whom the Summit would primarily be a sales opportunity, are encouraged to participate as an exhibitor.

The designated account representative for contracted advertising, public relations, eMarketing, etc., agencies may attend the FADMO Destination Marketing Summit as a delegate ONLY if invited and officially endorsed by a FADMO member under the following conditions:

- The account representative clearly understands the attendance policy and agrees not to solicit business from other members.
- The account representative is invited in writing to attend by a FADMO member. As such, a copy of the communication should be sent by the client to FADMO.

- No more than **two** such attendees may be invited by any member. The two attendees may be from the same firm or different firms at the discretion of the member as long as they meet the above criteria.
  - All contracted account representatives will have name badges that indicate they are a representative of the member that invited them to attend.
  - The member is responsible for assuring that his/her account representative abides by this policy.
  - The account representative is not eligible to attend the Summit if no one from the member DMO is attending.*
- Any exceptions to these rules will require the approval of the FADMO Executive Committee.



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