

ALL OF THE TRAINING YOU NEED TO **ATTRACT MORE VISITORS TO YOUR DESTINATION**

DESTINATIONS FLORIDA

**Destination Marketing Summit
May 25-27, 2022**

Streamsong Resort
Bowling Green, 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
- Education sessions that 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
- VISIT FLORIDA's plans for helping destinations bring more customers to our communities





It is my pleasure to invite you to the 2022 Destinations Florida 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. 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:

- DMO Norms, Trends, and Practices in Florida
- The Evolution of DMOs: From Marketing to Management
- Traveler Insights to Capture Demand for Destinations
- Maximizing Vacation Rental Manager Collaboration and Partnerships
- A Research Program Design for Destination Organizations
- Economic Impact Assessments for Your Destinations: From Budget Allocations to Investment Predictions
- Locals' Perceptions of Tourism in Florida: Perceptions Relevant for DMOs

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. Destinations Florida looks forward to welcoming you to this important meeting.

Sincerely,

Kerri Post

Chairman of the Board
Destinations Florida

www.DestinationsFlorida.org

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SCHEDULE AT A GLANCE

Wednesday, May 25, 2022

10:00 AM – 1:00 PM	Board of Directors Meeting and Working Lunch	
2:00 PM – 2:45 PM	DMO Norms, Trends, and Practices in Florida	
2:45 PM – 3:30 PM	Navigating the Future: New Opportunities From the Revolution in Travel	
3:45 PM – 5:30 PM	Destination Marketing State of the State Report	
5:30 PM – 6:30 PM	Welcome Reception at Streamsong Resort	
6:30 PM	Dinner on own	

Thursday, May 26, 2022

8:00 AM – 9:00 AM	Networking Breakfast	
9:00 AM – 9:45 AM	The Evolution of DMOs: From Marketing to Management	Turning Data Into Actual Visitor Outcomes
10:00 AM – 10:45 AM	Creating Champions of Tourism for Your Local Community	Rethinking ROI for the Modern DMO
11:00 AM – 11:45 AM	In-Source Your Digital Media to Improve Results	Traveler Insights to Capture Demand for Destinations
11:45 AM – 1:00 PM	Networking Luncheon Legislative Update With Mat Forrest	
1:00 PM – 1:45 PM	Alexa, Launch Visit Orlando – Connecting With the Connected Home	Maximizing Vacation Rental Manager Collaboration and Partnership
2:00 PM – 2:45 PM	Destination Stewardship: Actions Speak Louder Than Words	The Unseen Visitor – Shedding Light on Overnight Stays of All Types
3:00 PM – 3:45 PM	Non-Tourism Partnerships to Drive Brand Awareness and Increase Business	Strategy: A Research Program Design for Destination Organizations
5:00 PM – 8:30 PM	Connect Evening Event	Sponsored by 

Friday, May 27, 2022

8:00 AM – 9:00 AM	Networking Breakfast	
9:00 AM – 9:30 AM	Locals' Perceptions of Tourism in Florida: Perceptions Relevant for DMOs	
9:30 AM – 10:00 AM	Economic Impact Assessments for Your Attractions, Destinations, and Counties: From Budget Allocations to Investment Predictions	
10:00 AM – 10:30 AM	Destination Marketing 2025	
10:30 AM – 11:30 AM	Innovative Destination Collaborations and NEW Winter Co-op	
12:00 Noon	Adjourn	

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

Diamond Partners



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Destination Marketing Summit

PROGRAM DETAILS

WEDNESDAY, MAY 25, 2022

2:00 PM – 2:45 PM

DMO Norms, Trends, and Practices in Florida

Paul Beirnes, Naples, Marco Island, Everglades CVB

Phillip Downs, Downs & St. Germain Research

Darien Schaefer, Visit Pensacola

Joseph St. Germain, Downs & St. Germain Research

A survey of executive directors of Florida DMOs will assess the current state of the industry and provide normative data, trends, and practices on critical topics such as: sustainability; dealing with commissioners and other constituencies; industry relationships; relationships with local residents; marketing practices; research practices; succession planning; critical success factors for the DMO and executive director in today's environment; critical success factors for the DMO and executive director in 5 years; organizational issues and how they are dealing with them.

2:45 PM – 3:30 PM

Navigating the Future – New Opportunities From the Recent Revolution in Travel

Elena Prostova, Miles Partnership

Florida's tourism industry in Florida faces an environment where the changes in where and how we work and live are creating a revolution in travel. In this session, Miles will share the latest research and trends on the impact and opportunities these changes are having on the industry, economic and community development, workforce recruitment, and destination management. Miles will also be joined by a panel of DMOs to share the innovative ways they are attracting, engaging, and connecting with remote workers and temporary locals in light of travelers' newfound sense of super mobility.

3:45 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 26, 2022

9:00 AM – 9:45 AM

The Evolution of DMOs: From Marketing to Management

Santiago C. Corrada, Visit Tampa Bay

The tourism ecosystem is in the midst of a cultural change, and as sustainability in travel becomes even more important, the M of DMO is transitioning from marketing to management. DMOs have been forced to become managers and advocates of their destinations and are now tasked with stewarding a more targeted market and developing plans to help conserve their destination's environment, product development, and culture. Learn how Visit Tampa Bay acts as the mediator between the public, private industries, and government entities. It is a tall task, no doubt, but when completed successfully these partnerships enhance community engagement and relations, and ultimately create a more sustainable travel destination.

Turning Data Into Actual Visitor Outcomes

Paul Beirnes, Naples, Marco Island and the Everglades CVB

Amy Boek, Amelia Island CVB

Nicole Brownell, Paradise Advertising

Ted Sullivan, Zartico

Paula Vann, Columbia County TDC

DMOs are embracing data and measuring something difficult and new. Learn what we've done with data and what the outcomes were. Did we

make the visitor experience better? Did we contribute to the community? And did we evolve our DMO? Florida DMOs will share how they used insights for events, credit card spend, and geolocation data to develop an audience communication strategy as well as create a cohesive visitor experience—all while making a positive impact in their communities. Together we will cut through the data clutter to simplify the narrative for you. Every director, researcher, marketer, and staff member will be able to easily tell your community story from the data when you know where to look.

10:00 AM – 10:45 AM

Creating Champions of Tourism for Your Local Community

Kelli Godwin and Adrienne Glass, Gulf County TDC

Kelli and Adrienne will share their strategies to create tourism champions for your local community. This session will focus on the goal of sustainability by creating shared values around tourism; the role of educating locals and visitors alike about their importance in tourism and how they affect each other; and the soul by igniting ownership and uniting enthusiastic champions of tourism.

Rethinking ROI for the Modern DMO

Matt Clement, Madden Media

As DMOs and businesses reflect on the way they promote their destinations and themselves, representation in advertising is once again trending. Madden believes that all people deserve to enrich their lives through travel and ensuring a positive experience for all travelers is more important than ever. You will leave this session with a new, modern perspective on ROI.

11:00 AM – 11:45 AM

In-Source Your Digital Media to Improve Results

Bryan Glynn, Discover The Palm Beaches

In a time when many DMOs are outsourcing media buying and digital media competencies, Discover The Palm Beaches has moved all digital media (social, paid, owned) in-house. In this session, Nick will discuss the benefits and risks of shifting more media in-house versus using external partners. He will share how they have saved money and improved results (visitation) by building an internal digital center of excellence. With the deprecation of the cookie and changing privacy laws, DMOs need to become subject matter experts in digital media to ensure their long-term relevance.

Traveler Insights to Capture Demand for Destinations

Derek Price, Expedia Group Media Solutions

Traveler behaviors and expectations continue to shift as the industry navigates the recovery road and rebuilds amid changing border restrictions and health regulations, making it even more challenging for destinations to remain competitive, stay top of mind, and capture demand. Through brand new custom research from Expedia Group Media Solutions and Expedia Group first-party data, we explore how the latest trends in traveler behavior and intent, including a deep look into what travelers want and do not want when it comes to sustainable travel, are impacting the industry and how travel marketers should navigate 2022. Industry best practices and case studies will give attendees tangible examples of how to turn these traveler insights into action.

1:00 PM – 1:45 PM

Alexa, Launch Visit Orlando – Connecting With the Connected Home

Danielle Hollander, Visit Orlando

Carol Johnson, Tripadvisor

Learn how Tripadvisor and Visit Orlando came together to create a fully immersive audio tourism experience using Amazon's Alexa voice

technology—a first in North America. As travel returned post-pandemic and reached new highs, the new Alexa skill combined Tripadvisor's community-powered content with destination points of interest to inspire and drive engagement and tourism demand for Orlando. The experience also highlighted undiscovered activities throughout the destination's neighborhoods, such as ecotourism attractions from hiking to airboat rides, celebrity-chef dining, and local arts and culture from museums to live performances to spark interest from new audiences.

Maximizing Vacation Rental Manager Collaboration and Partnerships

Ashley Horsley and Tyler Fischer, Key Data
Tamara Piggott, Lee County CVB

For any destination marketing organization, establishing and leveraging lodging partner relationships is a critical component of branding, guest experiences, gauging historical and future performance, and communicating with internal and external stakeholders. DMO lodging partner relationships first and foremost existed with hotels, and now with exponentially growing STR booking platforms like Airbnb and VRBO and publicly traded STR companies such as Vacasa, your vacation rental managers have grown into a critically inclusive component of lodging partner relationships. Tamara Piggott, Lee County CVB CEO, is a shining example of dynamic collaboration with vacation rental managers and leveraging these relationships. This panel presentation will dive into the powerful best practices to build and leverage DMO and vacation rental manager partnerships. This session will give you an understanding of this different type of travel for a different type of traveler and gain the important insights to market to them.

2:00 PM – 2:45 PM

Destination Stewardship: Actions Speak Louder Than Words

Jennifer Adams, Destin-Fort Walton Beach, Florida

Destination stewardship uses community engagement and new product development to create a more valuable place for everyone. DMOs can use Tourist Development Tax dollars to develop and implement destination stewardship initiatives that create a better visitor experience within the destination and stimulate the local economy.

The Unseen Visitor – Shedding Light on Overnight Stays of All Types

Ktimene Axetell, Arrivalist
Nerissa Okiye, Martin County Office of Tourism & Marketing

Just how well do you know where your visitors stay? How does that impact Tourist Development Tax tax collections and overall economic impact? A clear understanding of your overnight economy is critical to success—and actively managing tourism loads across your destination. Join Ktimene Axetell and Nerissa Okiye of Martin County to uncover surprising insights into paid and unpaid accommodations across hotels, vacation rentals, and the elusive VFR category. Learn how segmenting visitors by lodging type can help increase revenue and lead to stronger content marketing. In this presentation, Arrivalist will share its new Lodging Economics Dashboard, a single source view of the entire overnight market, and share stories about how DMOs are using it to increase revenue, forge innovative partnerships with hotel stakeholders, and assist with advocacy.

3:00 PM – 3:45 PM

Non-Tourism Partnerships to Drive Brand Awareness and Increase Business

Amanda Marr, Sevierville, Tennessee CVB
Jim Reagan, Media One
Phil Werz, Pinehurst/ Southern Pines/Aberdeen, North Carolina CVB

Partnering with non-tourism consumer goods products and/or retailers is a great opportunity for DMOs to (1) enhance marketing reach; (2) leverage available budget resources; (3) increase brand awareness; (4) drive incremental website traffic; and (5) build opt-in email databases (which is increasingly important given the forthcoming disappearance of cookies and tracking pixels). Virtually all DMOs execute some form of partnerships in the

tourism space. Very few do so with consumer goods or retailers. This session will educate, collaborate, and innovate on how to develop partnerships for brand awareness and to increase business.

Strategy: A Research Program Design for Destination Organizations

Brian London, Travel Industry Indicators

In 2021, Travel Industry Indicators read, reviewed, and analyzed over 200 destination marketing strategic plans and annual reports. In this presentation Brian will highlight the main themes and patterns from those documents and discuss how different research program types can give a destination a competitive advantage. You will be able to identify new opportunities to attract new customers that stay longer and spend more money in your destination.

FRIDAY, MAY 27, 2022

9:00 AM – 9:30 AM

Locals' Perceptions of Tourism in Florida: Perceptions Relevant for DMOs

Dr. Andrei Kirilenko and Dr. Svetlana Stepchenkova, University of Florida

As the state's population has grown considerably in the past three decades, tourism's growth has kept pace. Perceptions of the worthiness of tourism promotion, increasing tourism, sustainable tourism, and so forth are necessary local ingredients when a DMO wishes to have a solid plan with its citizens. Dr. Kirilenko will share research from a survey in 2020/2021 with locals across several Florida counties. This research is being expanded in 2022/2023 to include more counties and additional, refined questions. The DMO attendees will be asked to contribute valuable ideas for questions and content.

9:30 AM – 10:00 AM

Economic Impact Assessments for Your Attractions, Destinations, and Counties: From Budget Allocations to Investment Predictions

Dr. Rachel J.C. Fu, Dept. of Tourism, Hospitality and Event Management (THEM) & The Eric Friedheim Tourism Institute (EFTI), University of Florida

In this presentation, Dr. Fu will bridge practical knowledge and implementations through demonstrating step-by-step economic impact analyses and strategies. Decision makers, business leaders, advocates, and planners can use the outcomes of impact analyses to (1) promote the importance of their attractions, destinations, and counties; (2) obtain greater and needed budgets to support their marketing endeavors and operation needs; and (3) offer investment predictions, infrastructures plans, and strategy implementations.

10:00 AM – 10:30 AM

Destination Marketing 2025

Will Seccombe, Connect Travel

Discover the trends and technologies that will impact Florida tourism in the next 3 years.

10:30 AM – 11:30 AM

Innovative Destination Collaborations and NEW Winter Co-op

Kate Chunka, Brett Laiken and Staci Mellman, VISIT FLORIDA

From unique partnerships, to custom content, to new culinary programming, VISIT FLORIDA continues to innovate to support Florida destinations. Join the VISIT FLORIDA team to get the scoop on the latest program results, successes, and what's next. And lastly—don't miss the opportunity to learn about and sign up for the Destination Winter Co-op (which will be revealed for the first time)!

Who Should Attend the Destinations Florida 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.

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 an 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 versus taking care of my busy day to day routine?' In other words, what you need to know right now is, what's the pay-off 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 from all different staff levels, at both large and small DMOs, people who 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 who care about tourism marketing

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

Streamsong Resort

The Streamsong Resort is offering a special rate for Destinations Florida meeting participants of \$199 per night. Please call (844) 207-8079 and reference the Destinations Florida 2022 Marketing Summit group rate. Reservations must be made by Friday, April 29, 2022. Be sure to make your reservation as soon as possible because the room block will sell out.

Streamsong Resort
1000 Streamsong Drive
Bowling Green, FL 33834
(844) 207-8079



Destination Marketing Summit REGISTRATION FORM

Four Easy Ways to Register:

Online: www.DestinationsFlorida.org (with Visa/MC/Amex)	Mail: Destinations Florida 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)
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Advance Discounted Registration (on or before May 18, 2022)

DMO Member

First Registrant From Organization\$295
 Each Additional Registrant
 (From Same Organization).....\$245

Regular Registration (after May 18, 2022)

DMO Member

First Registrant From Organization\$495
 Each Additional Registrant
 (From Same Organization)..... \$445

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

Organization _____
 Address _____
 City _____ State _____ ZIP _____
 Phone _____ / _____ Email _____

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

	DMO Member Advance Registration	DMO Member Registration (After May 18th)	Total Amount
#1 _____	\$295	\$495	\$ _____
#2 _____	\$245	\$445	\$ _____
#3 _____	\$245	\$445	\$ _____
#4 _____	\$245	\$445	\$ _____
#5 _____	\$245	\$445	\$ _____
#6 _____	\$245	\$445	\$ _____
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 cancellation fee, if cancellation is received in writing by May 18, 2022.

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 Destinations Florida 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," Destinations Florida has instituted a policy to allow those individuals to attend the Summit as delegates to learn about critical issues and trends and 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 Destinations Florida Destination Marketing Summit as a delegate ONLY if invited and officially endorsed by a Destinations Florida member under the following conditions:

1. The account representative clearly understands the attendance policy and agrees not to solicit business from other members.

2. The account representative is invited in writing to attend by a Destinations Florida member. As such, a copy of the communication should be sent by the client to Destinations Florida.
3. No more than two such attendees may be invited by any one 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.
4. All contracted account representatives will have name badges that indicate they are a representative of the member that invited them to attend.
5. The member is responsible for assuring that their account representative abides by this policy.
6. 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 Destinations Florida Executive Committee.



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



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