

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



DESTINATIONS FLORIDA
**Destination
Marketing Summit
May 31 – June 2, 2023**

Margaritaville Resort Orlando
Kissimmee, Florida

A program of education designed for tourism specialties to share information and to 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





From the Chairman of the Board

It is my pleasure to invite you to the 2023 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 for visitors against a lot of well-funded adversaries. Florida residents employed within the tourism industry are depending on our success.

It has never been more important for the destination marketing industry to invest in additional training for ourselves and our staff members. 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:

- Preparing Your Team for the DMO Emergency Response Role
- Vacation Decision- Making Among Young Millennials & Gen Zers
- Winning Big by Promoting Small
- Out-of-the-Box Marketing Strategies
- How the Travel Industry Spends Their Ad Dollars
- Attracting New Travelers on Any Budget
- Generative AI for Destination Marketing Organizations

You'll have a great opportunity to network with outstanding speakers, other tourism marketers from throughout Florida, and the industry's finest sponsors. You and your organization will want to be represented at the Destination Marketing Summit. Destinations Florida looks forward to welcoming you to this important meeting.

Sincerely,

Debbie Meihls

Debbie Meihls, Chairman of the Board
Destinations Florida

www.DestinationsFlorida.org

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SCHEDULE AT A GLANCE

Wednesday, May 31, 2023

10:00 AM – 1:00 PM	Board of Directors Meeting and Working Lunch
2:00 PM – 2:45 PM	Preparing Your Team for the DMO Emergency Response Role
2:45 PM – 3:30 PM	It's Time for DMOcracy – Community Engagement, A Tourism Imperative
3:45 PM – 5:30 PM	Destination Marketing State of the State Report
5:30 PM – 6:30 PM	Welcome Reception at Margaritaville Resort Orlando

Sponsored by



Thursday, June 1, 2023

8:00 AM – 9:00 AM	Networking Breakfast	
9:00 AM – 9:45 AM	Winning Big by Promoting Small	Vacation Decision- Making Among Young Millennials & Gen Zers
10:00 AM – 10:45 AM	Out-of-the-Box Marketing Is a Strategy, Not a Whim	Behind the Curtain: How the Travel Industry (and Others) Spend Their Digital Ad Dollars—and What to Do About It!
11:00 AM – 11:45 AM	Cultivating an Iconic Brand Through Partnership	Generative AI for Destination Marketing Organizations
11:45 AM – 1:00 PM	Networking Luncheon	
1:00 PM – 1:45 PM	A Picture Is Worth a Thousand Words, but These Are Worth a Million	Turning Insights Into Action: Understanding Evolving Traveler Expectations to Capture Demand
2:00 PM – 2:45 PM	The One Where You Learn How to Attract New Travelers on Any Budget	Destination ROI: How to Drive Measurable Performance With Audience-Driven Strategies
3:00 PM – 3:45 PM	Destination Advocacy and Tourism Branding	The Effects of Destination Competitiveness Stimuli on Visitors' Decision-Making
5:00 PM – 8:30 PM	Connect Evening Event	

Sponsored by



Friday, June 2, 2023

8:00 AM – 9:00 AM	Networking Breakfast
9:00 AM – 10:00 AM	State of the Hotel Industry for the U.S. and Florida Vacation Rental Data: Beyond the Numbers
10:00 AM – 10:30 AM	Legislative Update With Mat Forrest
10:30 AM – 11:30 AM	VISIT FLORIDA Marketing Update & "The Big Co-op Reveal"
12:00 Noon	Adjourn



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

Founding Partner



Diamond Partners



Platinum Partners



Gold Partners



Destination Marketing Summit

PROGRAM DETAILS

WEDNESDAY, MAY 31, 2023

2:00 PM – 2:45 PM

Preparing Your Team for the DMO Emergency Response Role

*Dan Rowe, Visit Panama City Beach
Tamara Pigott, Lee County Visitor & Convention Bureau*



Florida DMOs play an important role in the planning, preparation, response, and recovery phases of a storm event. These roles include having staff members embedded within local Emergency Operations Centers (EOC) as part of the emergency support functions (ESF) related to public information (ESF-14) and business, industry, and economic stabilization (ESF-18). In practice, beyond the traditional roles of these ESF functions, local elected officials as well as the incident command hierarchy often turn to local destination marketing organizations to secure accommodations for out-of-town emergency response personnel, displaced families of first responders, displaced families of other mission-critical personnel, and displaced local residents. The goal of this session is to help prepare your organization, whether or not it has an official ESF role, to support your local community in the preparation, response, and recovery from a storm event.

2:45 PM – 3:30 PM

It's Time for DMOcracy – Community Engagement, A Tourism Imperative

Jen Gray-O'Connor, Coraggio Group



Many tourism industry trends come and go, but community engagement is not one of them. The understanding that successful, sustainable tourism needs a welcoming and supportive local community has become a tourism imperative. A groundbreaking global research project, Time for DMOcracy, undertaken with a wide range of North American and European partners, has identified essential best practices on community engagement for DMOs. The six critical themes from the study include: community participation; resident sentiment research; workforce & staffing; diversity, equity & inclusion; media & communications; and short-term rentals & housing. Jen will present the study's key findings, best practices, and a range of fascinating practical examples from across North America and Europe. A panel of DMO leaders will also join to discuss these themes and how they are taking action to implement change in these areas.

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PARTNERSHIP

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, JUNE 1, 2023

9:00 AM – 9:45 AM

Winning Big by Promoting Small

John Solomon, Franklin County Tourist Development Council



Smaller DMOs can market what they have that the big places don't (being small) and win big in the tourism arena. Cause-based travelers are looking for smaller, lesser-known areas to visit while historic visitors are now looking for a slower-paced vacation. John will share with you how to use the advantages of VISIT FLORIDA and other co-ops to get into markets you would not normally be able to afford and how to leverage your assets (or lack of them) to appeal to the new traveler. You will also learn how to use companies that have products that fit smaller budgets to advance your area. The information John will present is more valuable the smaller you are.

Vacation Decision-Making Among Young Millennials & Gen Zers

Joseph St. Germain and Erin Dinkel, Downs & St. Germain Research



Vacation decision-making typically involves three main sources that consumers explore: Google or similar online searches; past experiences; and discussions with family and friends. Young millennials and Gen Zers, however, are bringing other platforms such as Tik Tok and Instagram into their decision-making for other elements of their lives. To what extent is vacation decision-making for millennials and Gen Zers different from vacation decision-making for other generations? Answers to this question will come from a nationwide survey conducted by Downs & St. Germain Research among young millennials and Gen Zers.

10:00 AM – 10:45 AM

Out-of-the-Box Marketing Is a Strategy, Not a Whim

Patrick Harrison, Visit Tampa Bay

The key to successful marketing and public relations is to stand out from the crowd. Visit Tampa Bay will share how their forward-thinking and creative marketing outreach creates brand awareness in fun and different ways. Patrick will share examples and powerful results of how Visit Tampa Bay executed out-of-the-box strategies, such as why they became a publishing company, bringing an entire town to Tampa, and organizing street protests and business pirates.



Behind the Curtain: How the Travel Industry (and Others) Spend Their Digital Ad Dollars—and What to Do About It!

Matt Clement, Madden Media

With more digital media paths available to us than ever before, have you ever wondered how the largest travel, consumer, and sports brands are spending their ad dollars? Are Facebook ads truly out of vogue? How has digital media spend changed since the start of the pandemic? Which media channels did Disney invest their ad dollars in? When and where do DMOs in your region spend their ad dollars? Ever wondered what the most viewed ad creatives in travel look like? Join Madden Media's Matt Clement for a deep-dive answer to these questions and other fascinating insights from the digital media landscape. You'll learn how digital media trends have changed in the DMO industry along with practical media planning strategies and tactics for taking advantage of those trends in 2023 and beyond.



11:00 AM – 11:45 AM

Cultivating an Iconic Brand Through Partnership

Danielle Hollander, Visit Orlando

With the evolution of the Orlando region, including shifts in travel and how people work, you will learn why this is the perfect time to bring together collective resources to tell a holistic story. Discover what it takes to make the creation of a unified community brand happen and how it has been adopted and has benefitted the story of tourism and business.



Generative AI for Destination Marketing Organizations

Brian London, Destination Marketing Today

This session spotlights use cases of generative AI tools in destination marketing, specifically centered on writing assistance. Generative AI tools can assist DMO leaders with a host of communication tasks, including research, marketing, and community relations. This session aims to be a practical guide for destination marketing teams, including examples of prompts to use to accelerate your work and results for your community.



1:00 PM – 1:45 PM

A Picture Is Worth a Thousand Words, but These Are Worth a Million

Patrick Harrison, Visit Tampa Bay
Steven Clenney, Zartico



In partnership with Zartico, Visit Tampa Bay will share how they use dynamic visualizations as a powerful storytelling tool for their community. Using this technology of geolocation mapping throughout Tampa, we show how visitors move throughout our destination during events, festivals, and conventions. These visuals allow us to tell better stories to our stakeholders, giving us the ability to steward the visitor and resident economy by understanding movement, cross-visitation, and place engagement throughout our community. Recent reports include United Bikerz Jamboree, Florida State Fair, and ELKS Convention.

Turning Insights Into Action: Understanding Evolving Traveler Expectations to Capture Demand
Derek Price, Expedia Group Media Solutions



As destination marketers look beyond recovery and develop strategies to capture sustained demand from eager travelers, Expedia Group Media Solutions will uncover the latest traveler trends to help inform your marketing program. You will learn how to tap into the power of marketing data, tools, and solutions to attract travelers. Our new research focuses on the choices travelers make when deciding to book travel and takes a deep dive into how our partners across the Southeast have turned insights into impactful advertising campaigns that engage travelers throughout their purchase journey.

2:00 PM – 2:45 PM

The One Where You Learn How to Attract New Travelers on Any Budget

Adam Saylor and Abbey Harper, The Atlanta Journal-Constitution and CoxNext



With so many potential strategies to attract new travelers, it's important to find the digital solutions that best fit your unique needs (and budget!) as a DMO. From TikTok to OTT, you'll leave this session with concrete steps to craft a customer journey that strengthens your brand while yielding a positive ROI.



Destination ROI: How to Drive Measurable Performance With Audience-Driven Strategies
Cynthia Serrano, GroundTruth

As experts in turning real-world behavior into marketing that delivers real business results, GroundTruth will provide a session with a heavy emphasis on the power of insights to shape an impactful and measurable marketing campaign for your DMO. Real-world behaviors can range from physical visitation to points of interest to behavioral patterns to purchases. In this session, we'll dive into the types of audience data and insights available and how to leverage them to build more efficient and effective marketing campaigns.



3:00 PM – 3:45 PM

Destination Advocacy and Tourism Branding
Loretta Shaffer, Ocala/Marion County Visitors and Convention Bureau

In this session, Loretta will share her experience of community infusion of brand evolution development with research-driven data, and how to advocate with county leadership and internal county departments to create brand loyalists. You will learn how to continue the momentum in market with brand development and new product development initiatives to coincide with long-term tourism visioning.



The Effects of Destination Competitiveness Stimuli on Visitors' Decision-Making

Dr. Rachel J.C. Fu, Eric Friedheim Tourism Institute | Dept of Tourism, Hospitality and Event Management, University of Florida



Dr. Rachel Fu will share strategic marketing and authentic branding approaches, gleaned from her examination of the effects of external stimuli from 12 dimensions of destination competitiveness on visitors' internal decision-making, resulting in their intention to book their trip. The 12 dimensions examined include: (1) infrastructure development; (2) culture and history; (3) tourism attractions; (4) technology advancement; (5) resources stewardship; (6) price competitiveness; (7) destination personality and images; (8) openness/hospitality; (9) traditional vs. digital marketing campaigns; (10) intervention frequency and crisis management; (11) crowdedness; and (12) frequency of hosting conventions/trade shows. Dr. Fu will share the findings and her analysis of the study in which 750 Floridians and 750 non-local visitors participated.

FRIDAY, JUNE 2, 2023

9:00 AM – 10:00 AM

State of the Hotel Industry for the U.S. and Florida
Jennifer Foster, STR



STR will provide an overview of the current landscape of the U.S. hotel industry. The presentation will cover 2022 metrics for the total U.S., the overall Florida hotel industry, and specific geographical breakouts within the state. New incoming supply will be highlighted with our STR Pipeline Report. A forecast of future hotel performance for the U.S. will also be provided. Learn what's driving revenues in the hotel industry and what you can expect in the year to come.

Vacation Rental Data: Beyond the Numbers
Chris Christmas, Key Data



Data is in high demand these days and a critical factor in making decisions, but oftentimes it can be overwhelming and leave the biggest question unanswered— "so what?" As more tools become available to DMOs, it is important to look at both fronts; not only taking a deep dive into the short-term rental data, but also exploring how to use it to achieve your specific goals. We will walk through the past year in vacation rental statistics and look at what 2023 has in store as well, and just as important, we'll talk about how to take those numbers and help your team make decisions. From using the data to target your biggest spenders to predicting other tourism trends, vacation rental data can be more than just numbers.

10:00 AM – 10:30 AM

Legislative Update With Mat Forrest



Mat Forrest will give you a complete report on the activities of the destination marketing industry, the inside details about the 2023 Legislative Session, as well as important industry updates that will affect your DMO.

10:30 AM – 11:30 AM

VISIT FLORIDA Marketing Update & "The Big Co-op Reveal"
Kate Chunka, Brett Laiken and Chris Smith, VISIT FLORIDA

Join the VISIT FLORIDA team for an update on DMO collaborations and sign up for a first come, first serve, limited co-op opportunity! Also learn about NEW always-on digital co-op programming for the upcoming fiscal year.

VISIT FLORIDA®

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 Marketing – 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 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 versus taking care of my busy day-to-day routine?” In other words, what you need to know right now is this: 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 staff of all different levels from both large and small DMOs, people who can help you
3. Hear 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.

Margaritaville Resort Orlando

The Margaritaville Resort Orlando is offering a special rate for Destinations Florida meeting participants of \$199 per night. Please call (855) 995-9099 and reference the Destinations Florida 2023 Marketing Summit group rate. Reservations must be made by **Monday, May 8, 2023**. Be sure to make your reservation as soon as possible because the room block will sell out.

Margaritaville Resort Orlando
8000 Fins Up Circle
Kissimmee, FL 34747
(855) 995-9099



Destination Marketing Summit

REGISTRATION FORM

Four Easy Ways to Register:

Online:

Destinations Florida.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)

Email

Suzanne@
DestinationsFlorida.org

Advance Discounted Registration

(on or before May 24, 2023)

DMO Member

First Registrant From Organization\$295

Each Additional Registrant

(From Same Organization).....\$245

Regular Registration

(after May 24, 2023)

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 24th)	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 24, 2023. 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 to engage in discussions that will help them better serve their clients.

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 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.



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Tallahassee, FL 32312

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