

TourismMarketing Today

The Official Newsletter of Destinations Florida | www.DestinationsFlorida.org | August 2022



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Destinations Florida Helps Members Share Key Messages on Tourism

by Jennifer Fennell, CoreMessage

Your communications team has been hard at work to build tools and resources that will help the association and its members share important key messages about the value tourism provides the state of Florida and the numerous benefits it provides residents from tax savings to quality of life.

In the fall, in preparation for the early legislative session, we created the Tourism Promotion Legislative Action Plan and Toolkit, which suggests a variety of tactics for connecting with and communicating with local and state elected officials. Additionally, it provides contact information for lawmakers and tips on how to request a meeting with a lawmaker, how to

conduct a meeting efficiently, and the best ways to follow up after a meeting. Also included were a number of template communications pieces that members can take and customize for their local community. This toolkit has a long shelf life and can be used year after year.

With the return of in-person legislative events, we kicked off the 2022 Legislative Session with a bang. Florida Tourism Day gave us the face-to-face opportunity to communicate the value of tourism and tourism promotion. To aid in these efforts, we developed a



Jennifer Fennell

Who are you with?

by Robert Skrob



Kory and I enjoyed a great trip for the Ironman 70.3 Coeur D'Alene in Northern Idaho. The

high temperature was 84 degrees on the day of the race. It was a beautiful place, especially when the high temperature was 102 back home.

While Kory was chatting with her triathlon friends, I wandered into a coffee shop to order myself an oat milk latte and have a seat for a while.

There were two well-dressed people standing around, and I thought maybe they had ordered a coffee as well. But

KEY MESSAGES ... continues on pg. 4

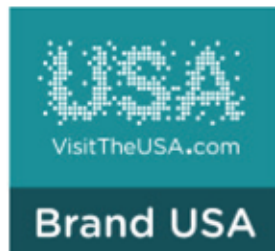
E.D.'s MESSAGE... continues on pg. 3

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Kerri Post
August 26

Debbie Meihls
August 29



DESTINATIONS
FLORIDA
TourismMarketing
Today

The Official Newsletter of
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On the Cover

From early morning to sundown, outdoor adventure lovers can enjoy the cool and relaxing waterways of Wekiva Island in Orlando North, Seminole County. Visitors can partake in multiple outdoor activities including kayaking, paddleboarding, and volleyball. Also for the eco-friendly visitors, Wekiva Island has pledged to be carbon neutral before 2030. DoOrlandoNorth.com



Kory and Robert Skrob at the Ironman 70.3 Coeur D'Alene

then the owner of the coffee shop came out to meet them.

They introduced themselves, and the coffee shop owner asked, "Who are you with? I already joined the Chamber."

They said they were with Visit Coeur D'Alene, the convention and visitors bureau, and I suppose you can guess the rest of the explanation.

How many times have you had to explain what you do?

We will never be done, for sure. Everyone knows when they need a plumber. They don't know what a destination marketer does.

Although our industry has been around for a few decades, we

are a brand new category. In addition to our jobs, part of our role in a new industry is to educate people about what we do and the value we bring to our community.

I introduced myself to the owner of the coffee shop and explained that my wife and I are from Florida and were in town for the Ironman race Visit Coeur D'Alene had brought to town. He mentioned it had been the busiest week since he'd opened.

That's what destination marketing is all about. Bringing customers to town to create jobs within your community.

And educating everyone about what we do.

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one-page infographic that highlighted the benefits tourism provides the state and its residents that could be left behind with lawmakers. We built a series of social media graphics off the elements in the infographic that we shared with industry partnerships. Our partnership with other industry groups led to a special Florida Tourism Day social media engagement contest. We also sent out a news release highlighting the day's activities.

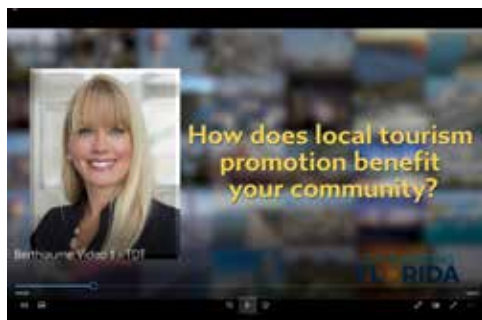
The opening of session also coincided with the launch of our "Thank You, Senate" communications campaign. The campaign was designed to thank the Senate for their past support of the Florida tourism industry and to reinforce their support as we began the new legislative session. We used this campaign to underscore the importance of protecting the current permissible uses of Tourist Development Taxes and of extending the sunset date on and providing funding for VISIT FLORIDA.

A cornerstone of this campaign was a thank-you postcard styled after vintage Florida tourism/vacation postcards that we mailed to every senator. Extra copies were also made available at Florida Tourism Day for those who wanted to hand deliver one to their senator. Other components of the campaign included two versions of a letter to senators that promoted the value that tourism and tourism promotion provided in their districts, as well as thank-you tweets that targeted key members of the Senate.

During Florida Tourism Day and in the weeks that followed, we conducted

man-on-the-street/testimonial-style interviews with industry representatives to capture their thoughts on the value of local tourism promotion and Tourist Development Taxes, as well as the value of statewide tourism promotion and VISIT FLORIDA. Those interviews have since been packaged into a series of 17 professionally edited videos that are available for you to use in your advocacy efforts. Throughout the legislative session, we launched call-to-action social media campaigns.

To support National Travel & Tourism Week, we held a call with members where we learned about all the wonderful events and activities you planned to commemorate the week. We compiled information about all those events and activities into a document that was shared with members. To amplify all the destinations' plans, we also drafted a news release that outlined all the activities and developed a graphic that



This interview with Jennifer Berthiaume, VP of Lion Country Safari in West Palm Beach, is one of a series of 17 professionally edited videos that are available for you to use in your advocacy efforts.



Key messages about the value of tourism are available for industry partners to share on social media. In addition to this one-page fact sheet, each statistic can be posted individually.

was shared with media across the state and on social media.

We look forward to what is ahead and helping you create awareness of the critical role Florida's tourism industry plays in generating revenue, creating jobs, and improving the lives of Floridians, and of the important work each of you does to attract the visitors necessary to sustain these benefits. Thank you for trusting us with your communications needs and providing us with the opportunity to help achieve the communications goals of the association.



Destinations Florida mailed this thank-you postcard to every senator in Florida.

Visit Sarasota County Uses 'Leave-Behind' Advocacy Piece, Vanity URL to Educate Elected Officials and Community Members on the Value of Tourism

by Erin Duggan, CDME
Vice President, Visit Sarasota County

In this Best Practices feature, Erin Duggan shares how Visit Sarasota County is reaching out to elected officials and community members to help them understand the importance of tourism in their local community.

In Sarasota County we struggle with getting our elected officials to understand the complete value of how we do what we do and why it is important that we continue to do it.

For many years we have dedicated the time to doing one on ones with elected officials throughout the year, but often right as they get fully on board with the importance of promotion marketing, they are then replaced with a new elected official.

We knew we needed a written piece that could efficiently explain what the Tourist Development Tax is, how it is used in our community, and how the portion that comes to us is well used to create a positive economic impact. We have moved away from using the term "heads in beds" to emphasizing how our efforts

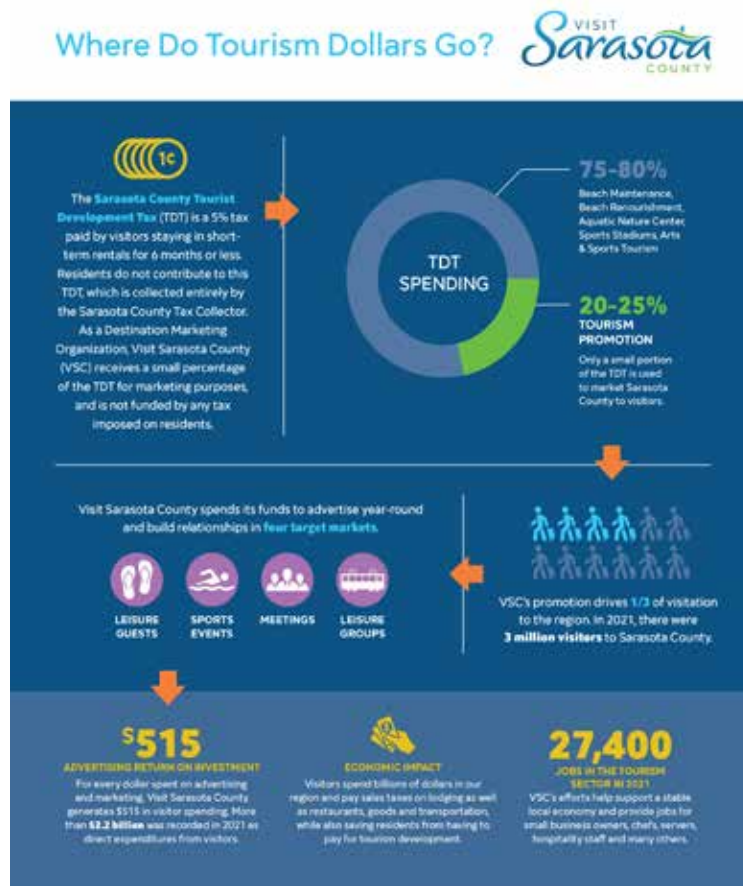
help many sectors of businesses and not just those typically associated with tourism.

This graphic walks you through what the TDT is, where it goes, and how VSC spends the percentage we receive. We also think it is important to note that we know our marketing efforts are not responsible for every visitor entering our destination; however, research shows that our efforts were responsible for one-third of the three million visitors to Sarasota County last year. We then feature a few of the metrics we find our stakeholders are most interested in.



Erin Duggan, CDME

This piece is printed so we can hand it out at various local meetings, but we also have a vanity URL, SarasotaCountyLovesTourists.com, which we often update with the latest and greatest tourism and economic impact numbers. This vanity URL has worked well for us as it is so easy to share when we are out in the community.



Find more of our recent tourism stats here: SarasotaCountyLovesTourists.com



The economic impact of tourism on Sarasota County is based on data collected from 2,716 visitors to Sarasota County through interviews conducted throughout the county and online, as well as various government agencies, tourism databases, IMPLAN Economic Impact Modeling software, data sources and ADR statistics provided by properties in Sarasota County.

Printing paid for by Sarasota County Tourist Development Tax Revenue.

Visit Sarasota County's two-sided fact sheet explains how the TDT benefits residents, local businesses, and the local economy in Sarasota County. Download the fact sheet at SarasotaCountyLovesTourists.com.

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Sports Venue Parking Lots?

by Steven M. Hogan

We all know that TDT funds can be used for constructing publicly owned sports venues. A question that sometimes arises is what counts as part of the "venue"? For example, would the parking lot count?

The analysis starts with the language of the TDT statute. Section 125.0104(5), Florida Statutes, provides that TDT funds can be used to "acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more ... [p]ublicly owned and operated convention centers, sports stadiums, sports



So long as the sports facility itself would qualify for funding under the TDT, then developing the parking lot should logically be a permissible use.

arenas, coliseums, or auditoriums within the boundaries of the county or subcounty special taxing district in which the tax is levied." § 125.0104(5)(a)1.a., Fla. Stat.

County-owned sports complexes can qualify for expenditure of TDT funds if they are "designed and promoted primarily for the advancement, improvement, and promotion of tourism." Fla. Op. Att'y Gen. Fla. 83-18 (1983) (approving TDT funds for softball tournament center, tennis and aquatic center, and multipurpose field).

Common sense would tell us that the parking lot for such a facility should be integral to the operation of the sports complex. So long as the facility itself would qualify for funding under the TDT, then developing the parking lot should logically be a permissible use.

This article is a high-level overview of the issues. Because particular facts can change the analysis, legal counsel should be sought on specific questions impacting your county.

Steven M. Hogan is a shareholder with the Ausley McMullen law firm in Tallahassee. Destinations Florida has retained Mr. Hogan to consult with our members on the Tourist Development Tax and related legal issues. You can contact Mr. Hogan at shogan@ausley.com. Nothing in this article constitutes legal advice. Please seek counsel of your own choosing before making decisions that impact yourself or your organization.



Steven M. Hogan

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Orlando North, Seminole County Partners With the Orlando Predators

Orlando North, Seminole County recently established a partnership with the Orlando Predators of the National Arena League (NAL). The Orlando Predators are in their third season of the NAL, and this partnership will diversify Orlando North's Sports marketing efforts and reach a larger sports audience. The Predators are scheduled to be guests on the fifth season of the ONSC Podcast and will be featured in social media collaborations on @PlayOrlandoNorth, and Predators players and cheerleaders will make cameo appearances at the Seminole County Sports Complexes. DoOrlandoNorth.com



An Orlando Predators receiver makes the catch during a home game.

Mexico Beach's Iconic Driftwood Inn Reopens

The Driftwood Inn has been a staple in Mexico Beach for over 50 years. Sadly, the iconic inn was destroyed by Hurricane Michael. Now, nearly four years later, they have reopened their doors. "It's a monumental day for Mexico Beach," says Mexico Beach CDC President Kimberly Shoaf. "While new, they managed to pay homage to its past with special features and characteristics. We're excited to have the Driftwood Inn back." MexicoBeach.com



The Driftwood Inn in Mexico Beach is now open.

Columbia County Unveils New Tourism Branding

Columbia County, located in central north Florida, recently unveiled its new tourism branding: Lake City, Florida's Springlands. This rebrand exemplifies the outdoor adventure found in Columbia County, a unique destination where crystal-clear springs flow in abundance, the most noteworthy being Ichetucknee Springs State Park. Over the next year, the Columbia County TDC and Paradise Advertising will incorporate the new brand into all touch points of the visitor experience, starting with a revitalized website in July. SpringsRUs.com



Visit Panama City Beach Invites Dads to Celebrate in PCB

In June, Visit Panama City Beach implemented the Dads Who PCB campaign. The purpose of the initiative was to drive visitation for Father's Day celebrations and to increase brand association with family vacations in Panama City Beach. Organic components included static social posts, emails, and a blog post. Dads who visited were instructed to stop by the Visitor Center to pick up some free Dads Who PCB promo items including koozies, hats, and decals. VisitPanamaCityBeach.com



Dads Who PCB campaign drives visitation for Father's Day.



Experience Kissimmee Donates More Than \$21K to Local Charity

Experience Kissimmee hosted its annual Golf Classic in May to raise money for Hope Partnership, a charity that is committed to assisting all those in need in Central Florida. Experience Kissimmee announced at its Destination Update in June that it raised \$21,245.88 through a combination of sponsorship opportunities, day-of raffle ticket purchases, and large donations from partners, such as Hector Lizasuain of Magic Village, who made the first \$1,000 donation and then donated \$500 for other corporate donations. ExperienceKissimmee.com



Experience Kissimmee CEO DT Minich announces at the Destination Update in June that the annual Golf Classic raised more than \$21K for Hope Partnership.

Lee County VCB Celebrates National Seashell Day on TV

June 21 means the first day of summer and National Seashell Day. What better way to celebrate the exceptional shelling on Sanibel Island than with two live TV interviews on Fox Weather? Arranged by the Lee County VCB, the segments included interviews with Dr. José Leal of the Bailey-Matthews National Shell Museum and beach visitors doing the Sanibel Stoop and Captiva Crouch. The segments at the Island Inn and Lighthouse Beach gave the destination significant exposure (UVM: 1.3 million). VisitFortMyers.com



Dr. José Leal of the Bailey-Matthews National Shell Museum talks about the prized find on Sanibel Island—a junonia seashell.

Lobster Education in Florida Keys & Key West

The Florida Keys promoted awareness of sport lobster "mini-season" and regular lobster season regulations, safety, and environmental responsibility with a dedicated "Catch the Facts" webpage and "Let it go. Let it grow." outdoor messaging, inspired by Eric Clapton. Other elements included distribution of 20,000 Florida Keys Lobster Regulations brochures to lodging properties, dive operators, and supermarkets, as well as an educational video package and segments. Florida's two-day lobster mini-season is annually on the last Wednesday of July through midnight Thursday. Fla-Keys.com



The Florida Keys & Key West promotes awareness of regulations, safety, sustainability, and environmental responsibility during the Florida Keys' two-day sport lobster mini-season in late July. Daily limits in the Keys differ from those elsewhere in Florida. Learn more at <http://KeysLobsterSeason.com/>.

Clay County Hosts the MotoSurf Continental Cup

Clay County hosted the MotoSurf Continental Cup in Keystone Heights on April 22-24. The international motorized surfboard competition featured teams from Mexico, Canada, Great Britain, France, Italy, and the United States. With 400 spectators in attendance, the public had an opportunity to try motosurfing during select hours of the competition. The event was also broadcast nationally on CBS Sports in July. Clay County partnered with Airstream Ventures to produce this multiday event. ExploreClay.com



Competitors from around the world came to Clay County to compete in the MotoSurf Continental Cup, a motorized surfboard competition.



Daytona Beach Celebrates Esports Week

It was Esports Week in Daytona Beach in late June. Kicking off the week, Northstar Meetings Group, along with the Daytona Beach CVB, hosted the EsportsTravel Summit at the Hilton Daytona Beach Oceanfront Resort. The summit was the world's largest gathering of esports tournament and video-game event organizers. Capping off the week was the CEO 2022 Fighting Game Championships at the Ocean Center, one of the world's largest fighting game tournaments and conventions. DaytonaBeach.com



The CEO 2022 Fighting Game Championships at the Ocean Center featured fight game tournaments, a 24-hour free play arcade, Artist Alley, vendors, tabletop gaming, and the best professional fighting game players from around the world.

Dave Rauschkolb Wins Annual Van Ness Butler Jr. Hospitality Award

The Walton County Tourist Department has named Dave Rauschkolb the winner of its annual Van Ness Butler Jr. Hospitality Award. This award was established in 2003 to recognize excellence in hospitality service, travel/tourism marketing, and contributions to the local community. "I couldn't be more grateful to the community and excited to be one of those people that has helped to carry the torch and will continue to do so," Rauschkolb says. VisitSouthWalton.com



Dave Rauschkolb poses with the Van Ness Butler Jr. Award on the recently completed third floor of Bud & Alley's.

Visit St. Pete/Clearwater Launches 10th Edition of Destination Magazine

The 10th edition of *Gulf to Bay*, Visit St. Pete/Clearwater's award-winning destination magazine published by the *Tampa Bay Times*, is now available. The 116-page glossy magazine includes expanded outdoors and dining coverage, an interactive tear-out bucket list to must-stop visits in the destination, and the ever-popular Best of St. Pete/Clearwater winners across dozens of categories. In total, 500,000 copies will be distributed in key in-state and out-of-state markets. VisitStPeteClearwater.com



Gulf to Bay, now in its 10th edition, invites visitors to visit St. Pete/Clearwater.

Sebring's Lake Istokpoga Is One of 10 Locations Where Prized Bass Are Swimming

The Florida Fish & Wildlife Conservation Commission (FWC) revealed 10 freshwater locations across Florida where pink-tagged bass worth big money are swimming, and Sebring's Lake Istokpoga was chosen as one of those locations. FWC biologists tagged 10 trophy-sized largemouth bass with bright pink tags, and their secret fishing locations have been divulged. Each angler that catches and documents a pink-tagged bass will score a \$5,000 gift card to Bass Pro Shops and \$1,000 to shop at AFTCO, plus a chance to win an additional \$10,000. VisitSebring.com



Anglers who catch a pink-tagged bass will win shopping sprees at Bass Pro Shops and AFTCO, plus a chance to win an additional \$10,000.



Visit Pensacola, Garden & Gun Host Inaugural Seafood Rodeo

Visit Pensacola joined forces with *Garden & Gun* to host the inaugural Seafood Rodeo. This eclectic gulf-to-table event invited travelers to experience The Way to Beach™—a deep-sea fishing excursion and a cook-what-you-catch dining experience with four of Pensacola's chefs. Both the charter and the dinner were sell-out events garnering over \$5.8 million in program exposure. A special thank you to participating partners, Chefs James Briscione, Gregg McCarthy, Edward Lordman, and Jordan Hewes, and mixologist Katie Garrett. VisitPensacola.com



A Seafood Rodeo to remember. Visit Pensacola and *Garden & Gun* magazine partnered to showcase The Way to Beach™ in Pensacola. The two events showed off outdoor adventures, culinary experiences, and more.

Air Race Classic Soars From Lakeland

Visit Central Florida recruited the 45th annual Air Race Classic to kick off in Polk County. The four-day race, harking back to aviation pioneer Amelia Earhart, featured 120 female aviators competing in the all-women cross country airplane race. This year's route spanned more than 2,500 miles to end in Indiana. The aviators enjoyed four days of aviation/STEM-focused activities and educational sessions at the SUN 'n FUN Expo Campus in Lakeland prior to the race. VisitCentralFlorida.org



A Lakeland aviation team, The Lady Aces, poses with their aircraft.
Photo: The Lady Aces, Air Race Classic

It's Scallop Season in Crystal River Florida

Scalloping season is in full swing on the Nature Coast. With the healthiest seagrass beds in North America, Crystal River and Homosassa are top spots for travelers to "dive for dinner." After catching their limit, Discover Crystal River Florida encourages visitors to bring their catch to a variety of local restaurants for a fresh catch-and-cook meal. It is a summer vacation people never forget! Scalloping season runs till September 24. DiscoverCrystalRiverFL.com



Visitors of all ages come to dive for fresh bay scallops in Crystal River Florida.

Visit Orlando's Awards and News

Visit Orlando recently received awards across the industry including recognition by the Commonwealth Institute as one of the Top 100 Women-Led Businesses in Florida, an award based on workplace diversity, innovative programming, and customer benefits, as well as the 2022 Convention & Visitors Bureau of the Year from Conference Direct, for the eighth time in the past nine years. Additionally, Visit Orlando President and CEO Casandra Matej was recently appointed a member of the VISIT FLORIDA Board of Directors. VisitOrlando.com





Destin-Fort Walton Beach Expands Little Adventures Outposts

In Destin-Fort Walton Beach, Little Adventures Outposts expanded from one location in Destin to a second on Okaloosa Island. Both play host to free, small-scale classes designed to give passionate locals an opportunity to share the water culture and to learn skills like paddleboarding and pinfishing. The program's goal is to give families opportunities to try new things on the water and to point them to less crowded areas to discover. DestinFWB.com



Little Adventures Scouts are local guides who introduce and connect families to Little Adventures online via a chat feature at AdventuredFWB.com or in-person at the Adventures Outposts.

Space Coast TDT Breaks Records

May TDT has come in at \$1.919 million, a record for the month of May. It was the 14th consecutive month for record TDT in that given month. March/April was the strongest Spring Break season in Space Coast TDT history with over \$5 million, nearly 40% higher than the next best Spring Break. Year-to-date revenue is \$15.6 million, compared to \$10.18 million last year, which was the former record and the strongest nine months in any year. VisitSpaceCoast.com



Port Canaveral, the world's second busiest cruise port, welcomes the brand new Disney Wish as one of its newest homeported ships.
Photo: Canaveral Port Authority

Salute to Freedom Event Brings Thousands to Downtown Panama City

Destination Panama City hosted the annual Salute to Freedom event to celebrate the 4th of July, bringing together locals and travelers alike. Attendees enjoyed the day with original music from three live bands, local craft and food vendors, patriotism, and fun to celebrate the birth of our great nation. The night closed with a stunning fireworks display over the St. Andrews Bay. DestinationPanamaCity.com



Destination Panama City celebrates the 4th of July with the annual Salute to Freedom event in Downtown Panama City.

Miami Temptations – Spa, Hotel, & Spice

Miami Temptations Months offer great value, none more eagerly anticipated than the GMCVB's summer Temptations. Visitors and locals alike can relax and enjoy Miami Spa Months in July and August at world-class hotel spas and wellness facilities across Greater Miami and Miami Beach. Spa-goers can elevate a spa day and book the ultimate staycation with Miami Hotel Months' exclusive deals June through September. And everyone will want to save room for the GMCVB's most popular Temptation, Miami Spice Restaurant Months, August 1-September 30. MiamiAndBeaches.com



Miami Spa Months are July and August.



Summer Is a Hot Time for Visitors on Florida's Historic Coast

In June, visits to the destination's website, FloridasHistoricCoast.com, were up 12% as vacationers planned their summer getaway and attendance at the explosion of fun during the fireworks over the Matanzas. In anticipation of a large turnout, there were even special car parks and shuttles that successfully accommodated thousands of spectators attending the magical 4th of July celebration in Historic St. Augustine. FloridasHistoricCoast.com



Celebrating the 4th of July in Historic St. Augustine

U.S. Travel Association Spotlight Features Visit Lauderdale's Richard Gray

U.S. Travel Association featured Richard Gray, senior vice president of inclusion and accessibility at Visit Lauderdale, in its Pride Month Spotlight for June. Gray spoke about Visit Lauderdale's reputation as a thought leader in LGBT+ marketing. "Our campaigns have been visionary, gutsy, and courageous. We have ignited social change, and many other destinations are now emulating our inclusive and open strategies." VisitLauderdale.com



In addition to LGBT+ marketing, Richard Gray oversees Visit Lauderdale's new focus on accessibility, including the new VisitLauderdale.com/accessibility microsite.

Tampa Bay Celebrates Disability Pride Month

Visit Tampa Bay recently partnered with local accessibility ambassadors to raise awareness for Disability Pride Month to help amplify disabled voices and destigmatize disabilities. Emily Rowley who was born with no arms and Chelsea Bear who was born with cerebral palsy didn't let their disabilities stop them from experiencing some of the destination's top attractions and activities like indoor skydiving, boating on the Hillsborough River, and hand (or foot) rolling a cigar in Ybor City. VisitTampaBay.com



Chelsea Bear and Emily Rowley team up with Visit Tampa Bay to celebrate Disability Pride Month.

Post-IPW Journalists Visit Lake County

Visit Lake hosted a Post-IPW FAM Tour in conjunction with Madden Media and VISIT FLORIDA. Ten international writers discovered Florida's lakeside escape with historical context as they explored several stops along the Citrus Label Tour. They saw seaplanes in Tavares, got a taste of the rich citrus history with an excursion at Showcase of Citrus, took a step back in time at Florida's oldest hotel at Lakeside Inn, and set sail for the perfect lake view on a guided sunset CatBoat Tour. VisitLakeFL.com



Post-IPW FAM Tour travel writers enjoy an educational excursion on a monster truck through citrus groves at Showcase of Citrus in Clermont.



U-18 Baseball World Cup to be Held Between Sarasota & Manatee Counties

From September 9-18, 2022, USA Baseball will host the World Baseball Softball Confederation (WBSC) U-18 Baseball World Cup 2021 between both Sarasota and Bradenton. This is the first time since 1995 that the event will be held in the United States. The top 12 under-18 teams globally, with representation from Africa, the Americas, Asia, Europe, and Oceania, will be competing in a total of 50 games between Sarasota's Ed Smith Stadium and Bradenton's LECOM Park. VisitSarasota.com



Ed Smith Stadium, nestled right in Sarasota County, will be one of the premier venues for the U-18 Baseball World Cup 2021.

Visit Tallahassee Awarded 2026 World Athletics Cross Country Championships

As the most prestigious competition in international cross country running, the World Athletics Cross Country Championships marks the first world championship sporting event to be held in Tallahassee. "Over 10 years ago we set out to build a premier cross country facility," says Kerri L. Post, executive director of Visit Tallahassee. "The World Athletics Cross Country Championships in Tallahassee will rival the largest athletic competitions around the world and leave a lasting footprint on the sport." VisitTallahassee.com



Held since 1973 in cities across the globe, including Paris, Rome, and others, the World Athletics Cross Country Championships has only been held in the United States twice, East Rutherford, New Jersey, in 1984 and Boston, Massachusetts, in 1992.

Pride Month in The Palm Beaches

ABC's *Good Morning America* and hundreds of supporters showed up to kick off Pride Month in The Palm Beaches. Sam Champion surprised Wayne Lefkowitz, a long-time volunteer at Compass Community Center, an LGBTQ center in Lake Worth Beach. The mayor proclaimed the first Wednesday in June "Waynesday," and Wayne was recognized for his impact on the community. It is a well-deserved honor for this community hero and another reason to show off why we LOVE THE PALM BEACHES. ThePalmBeaches.com



Discover The Palm Beaches celebrates Pride Month with *Good Morning America* in the city of Lake Worth Beach.



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INSIDE: Read how one DMO is educating elected officials and community members.

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Destinations Florida serves as the single unifying voice for all of Florida's DMOs, providing continuing insight and direction as we face an increasingly competitive tourism marketplace. Organized in 1996, Destinations Florida strives to increase the overall effectiveness of Florida DMOs' destination marketing efforts through industry education, legislative outreach, enhancing professionalism and facilitating communication.

Destinations Florida represents the 55 official county DMOs that promote their communities throughout the world. Tourism promotion activities help to attract 131.4 million visitors to Florida, adding \$96.5 billion to Florida's economy and supporting more than 1.6 million jobs. These activities are made possible by Tourist Development Taxes provided by Florida Statutes Section 125.0104. Statistics: VISIT FLORIDA Research

DESTINATIONS FLORIDA