

# TourismMarketing Today

The Official Newsletter of Destinations Florida | [www.DestinationsFlorida.org](http://www.DestinationsFlorida.org) | October 2025

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## DMOs Bring Home Top Honors in 2025 Flagler Awards

VISIT FLORIDA announced the winners of the 2025 Flagler Awards during the annual Chairman's Dinner at the Florida Governor's Conference on Tourism held Aug. 26 at the Omni Orlando Resort in ChampionsGate. Now in its 25<sup>th</sup> year, the Flagler Awards drew more than 300 entries, a record-breaking number. A diverse panel of 12 judges evaluated the creativity, innovation, production quality, and effectiveness of each entry in 18 categories, plus Best of Show at four budget levels.

DMOs claimed 46 Flagler Awards, 17 of them Henrys (the top award in each category), and three of the four Best of Show awards. Destinations Florida is proud to recognize the award-winning DMOs, highlighted in blue text:

### Creativity in Public Relations

**Bronze:** Discover Lake County Florida for "Tune Out to Tune In" Mailer Boxes

**Silver:** Sandestin Golf and Beach Resort for "A Surprise Wedding at Sandestin Golf and Beach Resort"

**Henry:** Johns Pass Village & Boardwalk for "Riding the Storm Out: Weathered, Not Broken"

### Print Advertising

**Bronze:** West Volusia Tourism Advertising Authority for "The Manatees Love to Meet Here"

**Silver:** Amelia Island CVB for the Amelia Island Leisure Print Ads

**Henry:** Naples, Marco Island, Everglades CVB for the "Only Paradise Will Do" Print Campaign Series

## Celebrating the Best of the Best

by Robert Skrob



This year's Flagler Awards reminded all of us why Florida leads the world in destination marketing.

From creative campaigns that moved the needle to powerful advocacy initiatives that inspired community pride, the work recognized at the Flaglers is proof that our state's DMOs set the global standard.

During the legislative session, we heard from a few who questioned whether local tourism promotion delivers

FLAGLER AWARDS continues on pg. 4

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

# Support from our partners makes Destinations Florida's industry & legislative representation possible

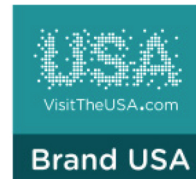
## FOUNDING PARTNER



## DIAMOND PARTNERS



## PLATINUM PARTNERS



## GOLD PARTNERS



## SILVER PARTNERS





# HAPPY Birthday

Kimberly Shoaf  
October 25

Sky Wheeler  
October 27

## Tourism Powers Central Florida's Economy With \$94.5B Impact in 2024

Tourism generated a record \$94.5B in total economic impact for the Central Florida region in 2024, a 2.2% increase over the previous year, according to a new study by Tourism Economics and commissioned by Visit Orlando, Experience

Kissimmee, Seminole County, and the Central Florida Hotel & Lodging Association. The report shows direct visitor spending reached \$59.9B—more than \$164M daily—supporting 37% of all regional jobs and offsetting Orange County's annual tax burden by \$10,200 per household.

"The Central Florida visitor economy has doubled in size over the past 15 years that Tourism



Central Florida tourism breaks records: \$94.5B impact in 2024 highlights region's global leadership.

Economics has been conducting this analysis," said Adam Sacks, president of Tourism Economics. With 75.3M visitors in 2024, the Central Florida region remains the most visited destination in the United States, thanks to decades of strategic investment.

**DESTINATIONS FLORIDA**  
**TourismMarketing Today**

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MaryLu Winchester,  
Member Database

### On the Cover

Photo: New Smyrna Beach Area Visitors Bureau

New Smyrna Beach, known for small-town charm with big-city flavors, is a one-of-a-kind beach town on Florida's Central Atlantic Coast, with 17 miles of sun-bathed beaches, pristine waterways, endless trails, bountiful coastal cuisine, and relaxing places to stay.

## E.D.'s MESSAGE... continued from pg. 1

a return on investment. The truth was on full display at the Flagler Awards: Not only is there a tremendous ROI, with the investment primarily generated by visitors rather than local residents, but Florida's tourism marketing professionals are among the best in the world. **Your talent, innovation, and results speak louder than any criticism.**

It was a worthy celebration of the "best of the best." Yet the Flaglers represent more than just trophies.

They are a reflection of the daily work you and your teams do to ensure Florida continues to thrive. Every campaign, every visitor attracted, every job supported contribute to the economic engine that keeps our state strong.

Every day, I'm proud to be part of this team. Thank you for your creativity, your persistence, and your leadership. Together, we are building a future where Florida remains the global tourism benchmark for excellence.

### Special Event

**Bronze:** Cultural Council for Palm Beach County for Palm Beach County Open Studios – Activating Local Artists as Tourism Ambassadors

**Silver:** Visit Tampa Bay for “London Art Fair: Art Meets Sunshine”

**Henry:** Brightline Trains for the Sing-Along Train to the Big Concert Campaign

### Internet Advertising

**Bronze:** Amelia Island CVB for “Snowbird Advisors”

**Silver:** Discover Mexico Beach, FL for “The Unforgettable Spirit of Mexico Beach”

**Henry:** Martin County Office of Tourism & Marketing for the “Explore Natural Martin” Video Series

### Direct Marketing

**Bronze:** Florida’s First Coast of Golf for the “Where USA Comes to Play” Northeast Florida Military Campaign Email Series

**Silver:** Martin County Office of Tourism & Marketing for the Explore Natural Martin Monthly Newsletter

**Henry:** Fort Myers – Islands, Beaches and Neighborhoods for “A Bird’s Eye View of Fort Myers” Direct Mailer

### Tourism Advocacy

**Bronze:** Cultural Council for Palm Beach County for “Your Voice Matters” – Arts & Tourism Advocacy in Palm Beach County

**Silver:** Visit Sarasota County for the Indicators & Insights Summit – Visit Sarasota County’s Rebranded Annual Meeting

**Henry:** Visit Tampa Bay for “Everyday Champions: Celebrating Hospitality Excellence”

### Social Media Marketing

**Bronze:** Space Coast Office of Tourism for Space Coast Organic Social

**Silver:** Visit Panama City Beach for “Chasin’ The SUN”

**Henry:** Destin-Fort Walton Beach Florida for Transforming Destin-Fort Walton Beach’s Social Strategy to Build Trust with Moms

### Out-of-Home

**Bronze:** Ocala/Marion County VCB for the Orlando Moving Billboard Campaign

**Silver:** West Volusia Tourism Advertising Authority for CoolCraft Summer World Tour Poster

**Henry:** Bradenton Area CVB & Visit Tampa Bay for the Digital-Out-of-Home Campaign Germany

### Radio Advertising

**Bronze:** Martin County Office of Tourism & Marketing for the Martin Memories Holiday Radio Ad

**Silver:** Discover Mexico Beach, FL for the Discover Mexico Beach, FL iHeart Media Campaign

**Henry:** Visit Panama City Beach for Pirates of the High Seas & Renaissance Fest

### Television Advertising

**Bronze:** Punta Gorda/Englewood Beach VCB for “Pure Florida” TV Advertising

**Silver:** Visit Indian River County for “THIS IS Indian River County!”

**Henry:** Amelia Island CVB for the Amelia Island TaxSlayer Gator Bowl Ad



The Martin County Office of Tourism & Marketing team celebrates their two Henrys, Silver, Bronze, and Best of Show awards at the 2025 Flagler Awards. Pictured are VISIT FLORIDA President & CEO Bryan Griffin, Tourism Director Nerissa Okiye of Martin County Office of Tourism & Marketing, Deputy Tourism Director Ian Centrone of Martin County Office of Tourism & Marketing, and VISIT FLORIDA Chair Eric Marshall.

### Mobile Marketing

**Bronze:** ZooTampa at Lowry Park for “Creatures of the Night”

**Silver:** Amelia Island CVB for the Epsilon Gamified Unit

**Henry:** Florida’s First Coast of Golf for the 2024 “Moments” Mobile Campaign

**Henry:** Franklin County TDC for the Forgotten Coast Mobile App Reimagined

### Websites

**Bronze:** Visit Orlando for the VisitOrlando.com Redesign

**Silver:** Visit Tampa Bay for “Live Bold. Work Smart. Make It Tampa Bay.”

**Henry:** Destin-Fort Walton Beach Florida for DestinFWB.com: Empowering Moms to Plan with Confidence



### Specialty Marketing

**Bronze:** Amelia Island CVB for Amelia Island Dining Month

**Silver:** Fort Myers – Islands, Beaches and Neighborhoods for “Savor the Shore”

**Silver:** Sanibel Sea School for “The Water’s Fine” Spring & Summer Campaign

**Henry:** Visit Indian River County for “Pawsome Trips to Indian River County”

### Resource/Promotional Material-Consumer

**Bronze:** St. Johns Cultural Council for the “Taste Through Time” Culinary Guide

**Silver:** Destin-Fort Walton Beach Florida for the Destin-Fort Walton Beach 2025 Visitor’s Guide

**Henry:** Visit Jacksonville for “A Love Letter from Jacksonville”

### Resource/Promotional Material-Trade

**Bronze:** Walton County Tourism for the South Walton Meetings Guide

**Silver:** Amelia Island CVB for the Amelia Island Meetings Videos

**Silver:** Ocala/Marion County VCB for Ocala/Marion County’s Tradeshow Booth: Illuminating Connections in the Trade and Planners Market

**Henry:** Visit Tampa Bay for “Meeting the Moment”



The Discover Mexico Beach team celebrates their two Silver and Best of Show awards at the 2025 Flagler Awards. Pictured are VISIT FLORIDA President & CEO Bryan Griffin, VP of Destination Strategy Jen Carlisle of Madden Media, President & CEO Kimberly Shoaf of Discover Mexico Beach, Media Strategist Nicole Klein of Madden Media, and VISIT FLORIDA Chair Eric Marshall.



The Greater Miami CVB team celebrates their Henry and Best of Show awards at the 2025 Flagler Awards. Pictured are VISIT FLORIDA President & CEO Bryan Griffin, GMCVB Multicultural Tourism & Development Program Manager Herlinda Lombardi, GMCVB Director, Creative Services Junia Parodi, GMCVB VP of Marketing Communications Jennifer Diaz-Alzuri, GMCVB Sr. Advertising & Marketing Manager Erika Dopazo, and VISIT FLORIDA Chair Eric Marshall.

### Sustainable Tourism Marketing

**Bronze:** City of Miami Beach Marketing and Communications for “Flip the Switch Sea Turtle Nesting Season Protection”

**Silver:** Isla Bella Beach Resort for the Isla Bella Beach Resort | CRMA Partnership

**Henry:** Martin County Office of Tourism & Marketing for “Promoting Responsible Fishing with Go Fish Cards”

### Rural County Marketing

**Bronze:** Gadsden County TDC for the Gadsden County Black History Committee Treasure Hunt

**Silver:** Taylor County TDC for “The Comeback Campaign”

**Henry:** DeSoto County Tourism Department for the “Florida Wild” Campaign

### Integrated Marketing Campaign

**Bronze:** Silver Spurs Club for “Tradition Rides On” – Silver Spurs Rodeo 80<sup>th</sup> Anniversary

**Silver:** Experience Kissimmee for Experience Kissimmee, Southwest Airlines, and Matador “Surprised by Kissimmee”

**Henry:** Greater Miami CVB for “Breaking Up with Spring Break”

### Best of Show

**Annual marketing budget less than \$150k:** Isla Bella Beach Resort for the Isla Bella Beach Resort | CRMA Partnership

**Annual marketing budget between \$150k and \$500k:** Discover Mexico Beach, FL for “The Unforgettable Spirit of Mexico Beach”

**Annual marketing budget between \$500k and \$2M:** Martin County Office of Tourism & Marketing for “Promoting Responsible Fishing with Go Fish Cards”

**Annual marketing budget greater than \$2M:** Greater Miami CVB for “Breaking Up with Spring Break”

### Want to See Your DMO’s News Here?

We regularly publish brief news items from DMOs in *Tourism Marketing Today*. News

about your staff will appear in our “In the News” section. We also publish “Quick Trips,” and they are your opportunity to share your good news! Your story should be about past events, awards, or campaigns to serve as “best practices” for your fellow tourism professionals. Our deadlines typically fall on a Thursday around the middle of each month. If you aren’t receiving an email reminder, reach out to Susan Trainor ([editor.trainor@gmail.com](mailto:editor.trainor@gmail.com)), and she will add you to the mailing list.





## Privately Run Aquariums and Museums

by Steven M. Hogan

If an aquarium or museum is publicly owned but is operated by a private company, can TDT funds be used to repair or improve it? The Florida attorney general weighed in on this issue in 2019 and advised that the answer is "no." Op. Att'y Gen. Fla. 2019-13 (2019).



TDT funds can be used to repair or improve aquariums or museums that are "publicly owned and operated" or that are "owned and operated by not-for-profit organizations and open to the public." § 25.0104(5)(a)1.c., Fla. Stat.

The Tourist Development Tax statute allows TDT funds to be used, among other things, to "acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or

more" types of facilities. § 125.0104(5)(a)1., Fla. Stat. Among these facilities are aquariums or museums that are "publicly owned and operated" or that are "owned and operated by not-for-profit organizations and open to the public." § 25.0104(5)(a)1.c., Fla. Stat.



Steven M. Hogan

In Opinion 2019-13, the Florida attorney general read these provisions together to find that if an aquarium or museum is publicly owned, but is not operated by the government or a not-for-profit organization, then TDT funds cannot be used to repair or improve it.

Though Opinion 2019-13 does not address it, the same logic would apply to using TDT funds for "promoting" zoological parks under section 125.0104(5)(a)2., which must also be publicly owned and operated or publicly owned and operated by a not-for-profit in order to qualify for TDT funds. If such parks are operated by a for-profit entity, then TDT funds cannot be used to promote them.

This dynamic should be kept in mind when considering who owns and is operating an aquarium, museum, or zoological park.

**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](mailto: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.



## In the News

### Amelia Island CVB Welcomes New Manager, Announces Promotion

The Amelia Island CVB is proud to welcome **David Reese** to the team as partner relations manager. Reese brings valuable experience in tourism from his time at Visit Jacksonville, where he served as assistant manager of destination experience, working with local partners on outreach, community engagement, and partnership development. A graduate of Florida State University with a degree in marketing, Reese now serves as the bridge between the CVB and local businesses to ensure Amelia Island's tourism community continues to thrive. The Amelia Island CVB is pleased to announce the promotion of **Madison Jozsa** to director of PR and social media. Since joining in 2023, Jozsa has led innovative social media strategies, storytelling, and partnerships that have elevated the destination's profile. A graduate of Florida State University with a double major in communication and Spanish, she brings creative vision and leadership that continue to strengthen Amelia Island's brand. [AmeliaIsland.com](http://AmeliaIsland.com)

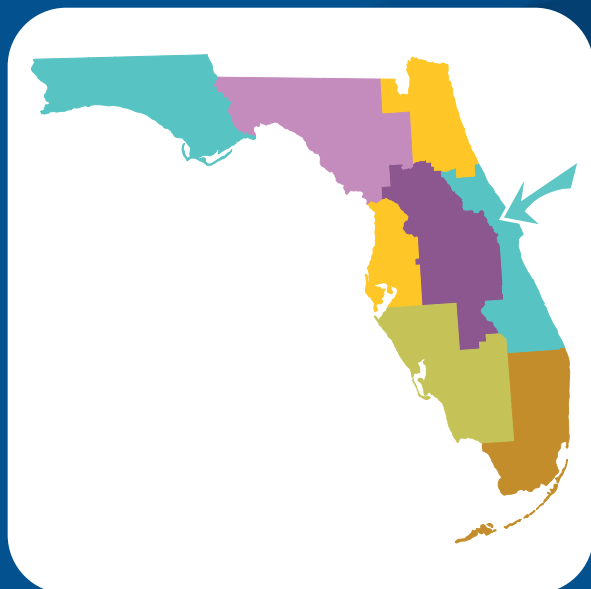


David Reese



Madison Jozsa





- Daytona Beach Area CVB
- Florida's Space Coast Office of Tourism
- Martin County Office of Tourism & Marketing
- New Smyrna Beach Area Visitors Bureau
- Okeechobee County TDC
- Visit Indian River
- Visit St. Lucie
- West Volusia Tourism Advertising Authority

## Air Service to the Daytona Beach Area Continues to Expand

Easy-to-use Daytona Beach International Airport has made getting to the Daytona Beach area even easier with the addition of new airlines and flights in the past year.

JetBlue recently announced its return to Daytona Beach with daily, nonstop service to New York and Boston starting Dec. 4.

Visitors can also continue to fly directly into Daytona Beach via Delta (Atlanta, ATL) and American Airlines (Charlotte, CTL) year-round.

Breeze Airways began service to Daytona Beach in November 2024 and offers twice weekly service to each of the following

destinations: Akron/Canton/Cleveland, Ohio; Westchester County-New York, N.Y.; Hartford, Conn.; Raleigh-Durham, N.C.; and Providence, R.I.

Avelo Airlines continues its growth in Daytona Beach with twice weekly, nonstop flights to New Haven, Conn., and Wilmington, Del./Philadelphia, Pa.

Daytona Beach International Airport, named the 2024 and 2021 Commercial Service Airport of the Year by the Florida Department of Transportation, is located right next to the world-renowned Daytona International Speedway and about 15 minutes to the beaches and oceanfront hotels.

"The continued growth of air service into the Daytona Beach area is a vital part of our destination's success," said Lori Campbell Baker, executive director for the Daytona Beach Area CVB. "Enhanced connectivity through new and expanded routes not only makes travel more convenient for our visitors but also supports the ongoing growth of tourism in our community. Every new flight brings increased opportunity to showcase all that the Daytona Beach area has to offer—from our beautiful beaches and iconic attractions to our vibrant events calendar."



Breeze Airways arrives for the first time at Daytona Beach International Airport. Breeze, Avelo, and JetBlue are the new carriers providing air service to Daytona Beach.



Visitors to the Daytona Beach Area are treated to miles of beautiful beaches.





# BEST of CENTRAL EAST FLORIDA!

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## Florida's Space Coast TDT Collections on Track for Best Summer in History

June and July Tourist Development Tax (TDT) collections have come in at \$2.25M and \$2.173M—a 1.9% increase compared to last year's July (\$2.132M). Vacation rental revenue for July was \$687k, up 8.9% from the prior year. If TDT stays on track to match August 2024, this will be the best summer in Space Coast TDT history.



Canaveral Port Authority CEO & Port Director Capt. John Murray (second from left); Canaveral Port Authority Board Chairman Wayne Justice (second from right) and Canaveral Port Authority Commissioner Kevin Markey (far right) join Star of the Seas Capt. Rob Hempstead for a traditional plaque exchange on board Star of the Seas.  
Photo: Canaveral Port Authority

Port Canaveral welcomed the world's largest cruise ship, Royal Caribbean's Star of the Seas in August 2025 with a maximum capacity of 7,600 passengers and 2,350 crew. Star of the Seas premiered a staging of the Olivier Award-winning Broadway and West End show *Back to the Future: The Musical*. The seven-night itinerary includes CocoCay, Bahamas; San Juan, Puerto Rico; and Philipsburg, St. Maarten.



A United Launch Alliance (ULA) Vulcan rocket lifts off from Space Launch Complex-41 on Aug. 12, 2025, at 8:56 p.m. EDT on its first U.S. national security mission, known as USSF-106, for the U.S. Space Force Space Systems Command (SSC).  
Photo: United Launch Alliance

Launches in 2025 have already surpassed every year prior, hitting a record 88 by mid-August. In 2024, there were 73 launches during that same period, and 88 launches occurred throughout 2023. There were 115 total in 2024, and it is possible this year could match or surpass that record.

## Martin County Celebrates an Award-Winning 2025

The small-but-mighty Martin County Office of Tourism & Marketing enjoyed another banner year of success. Throughout 2025, the team won more than 25 coveted industry awards, spanning regional, national, and international recognition.



Martin County's Tourism Director Nerissa Okiye and Deputy Tourism Director Ian Centrone pose with their five Flagler Awards during the 2025 Florida Governor's Conference on Tourism.

Highlights include five VISIT FLORIDA Flagler Awards—among them a Best of Show Henry—as well as the prestigious ESTO Destination Award for Digital Brilliance from the U.S. Travel Association. The office also received multiple accolades from the Association of Marketing & Communication Professionals, a Gold Stevie Award in Arts & Culture Marketing, and the Tourism Partner of the Year honor from Leave No Trace.

One of the most significant milestones of the year was achieving Destination Marketing Accreditation Program (DMAP) certification from Destinations International. This globally recognized credential

affirms Martin County's commitment to industry excellence, accountability, and organizational effectiveness. By meeting rigorous standards, the office joins an elite network of approximately 200 accredited destination organizations worldwide, underscoring its reputation as a trusted steward of Martin County's tourism brand and a leader in sustainable destination management.

"Collectively, these wins showcase the team's strength across diverse categories, from arts marketing, video production, and radio advertising to sustainable tourism campaigns, digital innovation, and public relations efforts," said Nerissa Okiye, tourism director.



Martin County Senior Environmental Resources & Eco Tourism Program Manager Emily Dark leads a group on a free Explore Natural Martin eco-tour.



# Florida Stories That Make Waves.

From the Gulf Coast to the Atlantic, Madden supports Florida communities to create tourism marketing that moves more than travelers—it moves economics, pride, and possibilities.

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## New Smyrna Beach Celebrates Coastal Catch Restaurant Month, Offers Staycations

The New Smyrna Beach Area invites foodies to indulge in Coastal Catch Restaurant Month in October, an exciting celebration of coastal cuisine and culinary creativity. Bold, fresh flavors inspired by the sea take center stage as participating restaurants unveil exclusive dishes and menus priced at \$39 and \$59. Award-winning chefs offer inventive, chef-curated menu items to highlight the region's rich flavors and local producers.

Details are available on the New Smyrna Beach Area Visitors Bureau's website.

Travelers from across the country can enjoy exclusive savings on a relaxing beach escape with New Smyrna Beach's 2025



Outriggers Bar & Grill in New Smyrna Beach is one of the restaurants participating in Coastal Catch Restaurant Month in New Smyrna Beach.

Photo: New Smyrna Beach Area Visitors Bureau

Staycation Promotion. The offer includes discounts on top-rated hotels, vacation rentals, attractions, and outdoor activities.

Whether flying or driving to New Smyrna Beach, this charming coastal community is the perfect destination to unwind, explore, and experience the best of Florida—without the high price tag.

Many of the offers extend through December 2025. For details, go to [VisitNSBFL.com/Staycation](https://VisitNSBFL.com/Staycation).



The oceanfront SpringHill Suites is one of the businesses in New Smyrna Beach offering Staycation savings for visitors.

Photo: New Smyrna Beach Area Visitors Bureau

## Celebrating the Best of Visit Indian River County Tourism

Visit Indian River County is proud to celebrate a record-setting year highlighted by historic achievements, industry recognition, and innovative marketing strategies that continue to raise the profile of the destination.



Indian River County celebrates its Centennial Anniversary this year.

This year held special significance as Indian River County celebrated its Centennial Anniversary, a milestone that allowed them to honor the county's history while showcasing the growth and vibrancy that define their community today.

Adding to the celebration, Visit Indian River County received two prestigious Flagler Awards, recognizing excellence in marketing campaigns that capture the unique spirit of the destination.

Tourism numbers outperformed the previous year, reflecting the natural appeal of the area's beaches, arts, culture, and outdoor offerings, paired with enhanced marketing tactics. Strategic investments in digital outreach, targeted advertising, and partnerships expanded their audience and strengthened

the brand across key markets.

Their pet-friendly marketing initiative became a standout success, positioning Indian River County as one of Florida's most welcoming destinations for travelers with pets, further diversifying the visitor base with proven results in increased visitor spending and stays.

Indian River County continues to shine as a premier destination for arts, culture, history, nature, and relaxation, with more to come!



Indian River County is a pet-friendly destination.





# BEST of CENTRAL EAST FLORIDA!

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## Visit St. Lucie Continues Tourism Growth and Breaks New Records

As Visit St. Lucie nears the end of fiscal year 2024-2025, the team has celebrated many successes that have brought the local tourism industry to the forefront of the community. Below are some highlights:



Mets fans pack the stadium seats at Clover Park in Port St. Lucie during the 2025 Spring Training season.

- In October 2024, Visit St. Lucie launched its new website ([VisitStLucie.com](http://VisitStLucie.com)) and a new multimedia campaign—the Treasures campaign.
- For the first time in history, the St. Lucie County Board of County Commissioners unanimously voted to add Tourism as one of its key priorities in its three-year strategic plan.
- For over 30 years, St. Lucie has hosted Florida Coast Spring Training, a high school and college baseball spring training series. This year, the eight-week long event attracted 133 teams, generated 9,300+ room nights, and resulted in an estimated \$12.2M in economic impact.

- Hosted every year in Port St. Lucie since 1988, the New York Mets Spring Training games set a new all-time attendance record attracting more than 106k fans and also set two new all-time attendance game days.
- As of June 2025, Tourist Development Tax collections are up 16.4% compared to the same time of the previous year.
- As of August 2025, hotel performance remains strong and steady with increases in occupancy and RevPAR.



The new [VisitStLucie.com](http://VisitStLucie.com) website launched in October 2024.

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# Annual Meeting

Wednesday, November 5, 2025

2:00 p.m. – 5:00 p.m.	Board of Directors Meeting
5:00 p.m. – 6:30 p.m.	Registration Desk Open
5:30 p.m. – 6:30 p.m.	Welcome Reception

Thursday, November 6, 2025

8:00 a.m.	Registration Desk Open
8:00 a.m. – 9:00 a.m.	Networking Breakfast
9:00 a.m. – 10:30 a.m.	Florida Destination Marketing Industry State of the State Report
10:30 a.m. – 11:00 a.m.	Networking Break with Little Adventures Destin-Fort Walton Beach
11:00 a.m. – 12:00 noon	Inside the Capitol: Lessons from 2025 and What It Means for 2026
12:00 noon – 1:30 p.m.	Networking Luncheon sponsored by Destin-Fort Walton Beach
1:30 p.m. – 2:30 p.m.	Smarter, Faster, Better: AI Strategies for High-Impact Destination Marketing
2:30 p.m. – 3:00 p.m.	Networking Break with Little Adventures Destin-Fort Walton Beach
3:00 p.m. – 4:00 p.m.	Bring Your A-Game: How You Can Increase Your Effectiveness in Leadership in Any Situation
6:00 p.m. – 9:00 p.m.	Miles Evening Event

Friday, November 7, 2025

8:00 a.m. – 9:00 a.m.	Networking Breakfast
9:00 a.m. – 9:30 a.m.	Destinations Florida Annual Business Meeting
9:30 a.m. – 10:30 a.m.	The Future of Destination Marketing in Florida
10:30 a.m. – 11:30 a.m.	VISIT FLORIDA Marketing Update
12:00 noon	Adjourn



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VISIT **FLORIDA**

The support from the following partners makes our meetings possible:

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## MEETING LOCATION:

**Destin-Fort Walton Beach Convention Center**  
1250 Miracle Strip Pkwy SE  
Fort Walton Beach, FL 32548  
(850) 609-3800

## HOTEL ACCOMMODATIONS:

Destinations Florida has secured special rates for meeting participants at two hotels within walking distance of the convention center. **Please make your reservation as soon as possible to guarantee availability.**

**Hilton Garden Inn Fort Walton Beach** offers Inland View rooms at \$119 per night and Beachfront rooms at \$139 per night. The hotel is located at 1297 Miracle Strip Parkway SE, Fort Walton Beach, FL 32548. Reserve online at <https://bit.ly/DFAnnualHiltonGarden> or by calling (855) 373-6897 using Group Code DES or Destinations Florida Annual Meeting. **Deadline: October 10, 2025.**

**Holiday Inn Resort Fort Walton Beach** offers Inland View rooms at \$138 per night and Beachfront rooms at \$159 per night, with resort fees included and parking waived at check-in. The hotel is located at 1299 Miracle Strip Parkway SE, Fort Walton Beach, FL 32548. Reserve online at <https://bit.ly/DFAnnualHolidayInn> or call (850) 301-9000 and reference Destinations Florida Annual Meeting. **Deadline: October 10, 2025.**

Register at [DestinationsFlorida.org](https://DestinationsFlorida.org)



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## Visit St. Lucie Hosts Local Industry FAM Tour

For the second year, Visit St. Lucie hosted a free, two-day FAM tour for local hospitality employees who serve as frontline staff for visitors to the area. The tour is designed to uncover the many places and activities in the destination. The itinerary included top attractions and hidden gems, and participants experienced unique offerings and dining at local establishments. The FAM tour has demonstrated its value by offering insider knowledge that helps new hospitality employees better assist visitors to the destination. [VisitStLucie.com](https://www.visitstlucie.com)



FAM tour participants pose for a photo in front of Port St. Lucie's newest landmark—a 73-foot-tall aluminum sculpture of a heart, now the world's largest.

## Orlando in the National Spotlight

Visit Orlando is leading destination marketing and PR efforts that drive national coverage and elevate Orlando's unique stories. Visit Orlando helped shape features in *National Geographic* and *Travel + Leisure* spotlighting Mills 50—a vibrant district rooted in Vietnamese heritage and home to the city's highest concentration of Michelin-recommended restaurants. Additionally, for National Grandparents Day, Visit Orlando partnered with Emily Kaufman (The Travel Mom) to highlight Orlando as the ultimate multigenerational travel destination. Segments with The Travel Mom aired in 10 key markets, including Atlanta, Washington DC, Chicago, Boston, and Dallas. [VisitOrlando.com](https://www.visitorlando.com)



From cultural neighborhoods to multigenerational family travel, Visit Orlando's strategic storytelling is inspiring audiences nationwide and driving media stories that promote the Central Florida region.

## Martin County Tourism Takes Top Prize in ESTO Awards

The Martin County Office of Tourism & Marketing was recently recognized at the U.S. Travel Association ESTO Conference held in Phoenix, Arizona. The team won top prize in the Digital Brilliance category for the *Explore Natural Martin* video series, tying into their overarching sustainable marketing efforts. Discover Martin was one of just nine DMOs honored in the coveted Destination Awards category. [DiscoverMartin.com](https://www.discovermartin.com)



The U.S. Travel ESTO Awards celebrate creative excellence across two distinct programs: Destination Awards and State Awards.

## Amelia Island Promotes 'All Things-Wedding' Destination

With wedding season on the horizon, Amelia Island CVB recently executed a media mailer campaign to promote the emerging "all things-wedding" destination. The upscale, island-inspired wedding mailer included an enchanting watercolor wedding guide, delicious custom cookies, Polaroids of key places to celebrate, and other treasures straight from Amelia Island's shores. By engaging four Instagram pages, including both industry vets and newly engaged couples, the campaign generated 263k impressions, 15k views, and nearly 200 engagements (on social, that is). [AmeliaIsland.com](https://www.ameliailand.com)



Newly engaged influencer @traveljewels enjoys her island-inspired wedding mailer.





## Discover Crystal River Florida Hosts 'Women Who Wander'

This summer, Discover Crystal River Florida (DCRF) hosted "A Detour Destination for Women Who Wander" media trip, showcasing some of the most memorable journeys not found on the main highway. With two national outlets, AAA and *Matador*, a key market outlet, Georgia's *The Champion Newspaper*, and a top travel creator @bucketlistjourneys in tow, the group scalloped in Crystal River, ate under-the-radar, and e-biked on the east side in Inverness. Thoroughly impressed and feeling recharged, visiting media have since generated coverage with 826k impressions, 323k views, and 17k engagements. [DiscoverCrystalRiverFL.com](http://DiscoverCrystalRiverFL.com)



FAM participants prepare for a clear-kayak tour on DCRF's Detour Destination media trip.

## Florida's Sports Coast Bring Partners Together for Annual Roundtable

Florida's Sports Coast hosted its semi annual DOS Roundtable, bringing together hotel, entertainment, and retail partners to help strengthen collaboration within the destination. They shared updates on tourism initiatives across Pasco County including the new Discover What Moves You campaign and explored deeper partnership opportunities to elevate local brands. In a fresh approach to the co-op efforts, Florida's Sports Coast invited open dialogue—encouraging partners to share how the DMO can better support their goals. These insights help FSC refine their strategy and continue driving meaningful impact in their community. [FLSportsCoast.com](http://FLSportsCoast.com)



The Florida's Sports Coast team gathers for their annual DOS Roundtable.

## Florida's First Coast of Golf's Winning Campaigns Reach Millions of Potential Visitors

FFCG's Moments mobile campaign with Inmar Technologies won the Henry in the Mobile Marketing category, and their Where USA Comes to Play Northeast Florida military campaign earned Bronze in the Direct Marketing category. The Moments campaign had a 1.23% overall CTR, outperforming many industry mobile benchmarks and 1.1M impressions. The military campaign had 17M impressions and more than 300 offers across Northeast Florida. [Florida-Golf.org](http://Florida-Golf.org)



VISIT FLORIDA President & CEO Bryan Griffin joins FFCG's Golf Tourism Marketing Manager Brett Daniel, Director of Sales & Marketing Jenna Craven, Board Chair Bob Hartman, and President David Reese as they celebrate their Flagler Awards.

## Cheer, Connection, and Community: Kissimmee Welcomes THE ROAR

This summer, as part of an ongoing partnership with the Jacksonville Jaguars, Experience Kissimmee hosted THE ROAR for their annual retreat, spotlighting Kissimmee as a vibrant destination where community, sports, and unforgettable experiences converge. The itinerary featured curated wellness, team-building, and adventure activities, with accommodations at Top Tier's Morlando Space Mansion. Highlights included a surprise appearance at Celebration High School, where THE ROAR engaged with local cheerleaders and attendees during the opening football game. [ExperienceKissimmee.com](http://ExperienceKissimmee.com)



THE ROAR of the Jacksonville Jaguars surprises the Celebration High School Cheer Squad and shares their support during the CHS Football home opener game.





## Florida Cocktails Showcases Pensacola's Flavorful Spirit

Visit Pensacola is raising a glass to national recognition in the new *Florida Cocktails* book by author Carrie Honaker. Four local favorites—Sister Hen, Flora-Bama, The Well, and the Sandshaker—are featured for their signature drinks, showcasing Pensacola's flavorful spirit. This placement reflects years of relationship-building with travel writers and underscores the value of sustained public-relations outreach to secure earned media that highlights local partners and inspires visitors statewide.

[VisitPensacola.com](http://VisitPensacola.com)



Carrie Honaker's *Florida Cocktails* book spotlights four Pensacola-area bars, showcasing each with multiple signature recipes.

## Punta Gorda/Englewood Beach Sponsors Pirate Poker Run 2025

Punta Gorda/Englewood Beach was a proud sponsor of the 2025 Poker Run as part of the 2025 Englewood Waterfest. Two hundred fifty poker players joined in the fun to collect their chips at seven neighboring restaurants. At the final stop the players turned in their chips for cards and to play their hand against other attendees. Lighthouse Grill hosted the after party, which included the poker play, a pirate costume contest, the Marker 5 Band, rum and tequila tastings, and more!

[PureFlorida.com](http://PureFlorida.com)



"Dead men tell no tales, but they sure can bluff." A "bartender" serves guests at Lighthouse Grill & Tiki Bar in Englewood, the last stop of the Pirate Poker Run.

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## Caladium Festival Draws 20k Visitors to Highlands County

The 34<sup>th</sup> annual Caladium Festival in Lake Placid was a blooming success, welcoming more than 20k visitors from 22 states over the three-day event in late July. Guests enjoyed vibrant caladium displays, live entertainment, family-friendly fun, and more celebrating the town's proud title as the Caladium Capital of the World. This year's turnout showcased the festival's continued growth and importance as a signature event drawing national attention to Highlands County's charm and community spirit. [VisitSebring.com](http://VisitSebring.com)



Lake Placid's Caladium Festival provides a chance to shop hundreds of varieties direct from the growers that supply nearly all the world's caladium plants.

## The Palm Beaches Enjoys Record-Breaking Visitation in 2025

The Palm Beaches welcomed a record-breaking 5.72M visitors in the first half of 2025, marking a notable increase over the previous year. Despite broader national trends, the region experienced growth in hotel room demand and revenue. Dallas emerged as a key market due to enhanced sales and marketing efforts, and international visitation surpassed 500k. With 47 miles of coastline and a local tourism impact of \$10.5B, The Palm Beaches continue to demonstrate steady appeal as a travel destination. [ThePalmBeaches.com](http://ThePalmBeaches.com)



DTPB President & CEO Milton Segarra addresses the crowd during the organization's Dallas mission.

## Welcome To Rockville Announces 10-year Agreement With Daytona International Speedway

Danny Wimmer Presents, one of the world's premier independent live event producers, and Daytona International Speedway announced a new 10-year agreement securing Welcome To Rockville at the renowned motorsports facility through 2035. The 2026 edition of Welcome To Rockville is set for May 7–10. Originally launched in Jacksonville, Welcome To Rockville found its permanent home at the racetrack in 2021. Since then, the festival has grown into North America's Largest Rock & Metal Festival, welcoming record-breaking crowds. [DaytonaBeach.com](http://DaytonaBeach.com)



Welcome To Rockville, North America's Largest Rock & Metal Festival, will continue to call Daytona International Speedway and Daytona Beach home through 2035. Photo provided by Danny Wimmer Presents

## Jacksonville Celebrates 904 Day, Premieres Documentary

As part of the 904 Day celebration on Sept. 4, which celebrates all things local in the 904 area code, Visit Jacksonville, Kennetic Productions, and the Jacksonville Film & Television Office premiered the 16-minute documentary *A Short History of Jacksonville*, followed by a panel of local experts exploring the city's abundant history. Other 904 Day highlights included Mayor Donna Deegan's proclamation, the Garden Club's Evening in the Garden, the Ritz Theatre's Uptown Market, and yoga at Friendship Fountain. [VisitJacksonville.com](http://VisitJacksonville.com)



Jacksonville historians and filmmakers discuss the city's storied history after the screening of *A Short History of Jacksonville*.





## Ocala/Marion County Wins Sports Tourism and Marketing Awards

The Ocala/Marion County VCB and Florida Aquatics Swimming and Training were jointly recognized with the Best Tourism Sports Venue award at the 2025 Florida Sports Summit's Larry Pendleton Awards Dinner. These honors solidify Ocala/Marion County's reputation as a top-tier destination for both premier events and outstanding sports. Adding to the accolades, the VCB recently snagged two prestigious VISIT FLORIDA Flagler Awards for its innovative marketing—bronze for the Orlando Moving Campaign and silver for its trade show booth *OcalaMarion.com*



Marion County's Assistant County Administrator Angel Roussel, Tourism Development Director Loretta Shaffer, Tourism Development Manager Sky Wheeler, Marketing and Communications Supervisor Jessica Heller, and County Commissioner Carl Zalak III proudly showcase their two Flagler Awards.

## Walton County Opens \$12.9M Grayton Central Transit Hub With Free Beach Shuttle Service

Walton County Beach Operations recently completed construction of Grayton Central, a \$12.9M municipal parking and transit hub in South Walton. This air-conditioned facility offers 204 parking spaces, including designated areas for ADA-accessible vehicles, electric cars, low-speed vehicles and bicycles, as well as rest rooms and connection to the county's multi-use path. The complimentary Beach Tram provides convenient transportation between Grayton Central and Grayton Beach, serving both visitors and locals exploring the area. *WCFLTourism.com*



The Grayton Central facility serves as a modern gateway to Grayton Beach, easing congestion and giving residents more reliable options to access one of South Walton's most iconic neighborhoods.

## Visit Sarasota County Holds Combined Workshop

Visit Sarasota County joined forces with the Arts and Cultural Alliance of Sarasota County and the Economic Development Corporation of Sarasota County for a shared workshop to illustrate how tourism, arts and culture, and economic development work hand-in-hand to strengthen their community. The teams presented to the Board of County Commissioners how they all collaborate on efforts and not duplicate what another team leads. They also brainstormed ideas for the future to continue promoting the region as a premier place to live, work, and play. *VisitSarasota.com*



Candid photo from the collaborative workshop with Visit Sarasota County, the Arts and Cultural Alliance of Sarasota County, and the Economic Development Corporation of Sarasota County presented to the county commissioners

## Discover Lake County Sponsors USATF Championships

Discover Lake County was a proud sponsor of the 2025 USA Track and Field National Championships, which took place in Eugene, Oregon on July 31–Aug. 3. Through the sponsorship, Discover Lake County was featured on signage and in commercials airing during the live national NBC broadcast, earning national exposure. This sponsorship also highlights Lake County's partnership with Star Athletics to strengthen the destination as a hub for Olympic-caliber athletic development and sports tourism. *DiscoverLakeCountyFL.com*



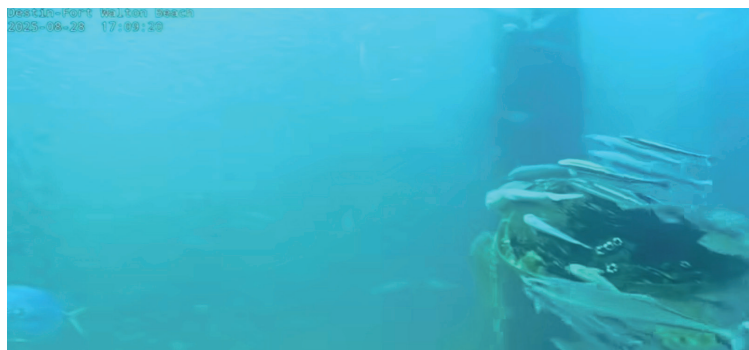
An athlete runs through the finish line featuring Discover Lake County's branding at the 2025 USATF Championships.





## Take a Deep Dive Into the Gulf Via Underwater Camera

Ever wondered what's happening beneath the surface of the Gulf right now? Thanks to a brand-new \$20k underwater live cam installed by the Destin-Fort Walton Beach Tourism Department, visitors can dive into the emerald-green waters (no snorkel required!). Located at the end of the Island Pier, this high-definition camera streams a mesmerizing window into the deep where schools of fish glide by in real-time. The best part? A built-in wiper keeps the lens sparkling clean, so the view is always clear. [DestinFWB.com](https://DestinFWB.com)



The underwater camera captures marine life that drops by. This time, it is a beautiful loggerhead sea turtle. The live feed from the Okaloosa Island Pier is available on YouTube.

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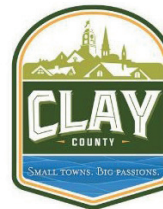
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## Clay County Tourism Partners With Airstream Ventures on Sporting Events

Clay County Tourism is continuing its partnership with Airstream Ventures, which has previously brought sporting events to the area. Several tournaments are already planned for 2026, many of them set to take place at the Clay County Regional Sports Complex, with additional events under discussion. The partnership aims to expand the variety of sporting events in Clay County while strengthening tourism's positive impact on the region. [ExploreClay.com](https://ExploreClay.com)



## Paradise Coast Recognized With Two SUNSational Awards, Henry Award

The Florida Festivals & Events Association (FFEA) recognized Naples, Marco Island, Everglades CVB's iARTE VIVA!, a Celebration of Hispanic Arts and Culture, at their 31<sup>st</sup> annual convention and trade show in Orlando. More than 200 events submitted their materials for consideration. iARTE VIVA! was recognized with two SUNSational Awards: First place for promotional media and third place for the website. Naples, Marco Island, Everglades CVB's Only Paradise Will Do print campaign won a Henry at the annual VISIT FLORIDA Flagler Awards. The impactful campaign helped drive record-setting tourism in 2024, generating \$48.6M in TDT collections. [ParadiseCoast.com](https://ParadiseCoast.com)



## Ponte Vedra Concert Hall Reopens After \$12.9M Renovation

The stage is set at the recently reopened Ponte Vedra Concert Hall. Following a 14-month, \$12.9M renovation, the music venue is set to host up to 180 annual shows. Upcoming performances include October 1 and 2, Lyle Lovett; October 3, Steep Canyon Rangers; October 13, Joss Stone; October 27, Matisyahu; and many more. [FloridasHistoricCoast.com](https://FloridasHistoricCoast.com)



The recently updated Ponte Vedra Concert Hall is ready to host shows.





## Greater Miami CVB and Expedia Join Forces for Month of Caring

Throughout September, the GMCVB partners with Expedia Group for the global leader's annual Month of Caring. Focused on sustainability, social responsibility, and supporting Miami-Dade's most vulnerable, volunteers from across the visitor industry roll up their sleeves each year to serve local nonprofits, from environmental projects to hunger relief and housing support. The impactful initiative underscores how purposeful collaboration makes tourism a powerful force, strengthening communities across Miami-Dade and around the globe. [MiamiandMiamiBeach.com](http://MiamiandMiamiBeach.com)



Greater Miami CVB and Expedia Group volunteers are making a difference throughout Miami-Dade County.

## Tampa Bay's Global Appeal Takes Off With Growing International Air Service

Tampa Bay continues to rise as a top destination for international travelers, with new and expanding routes at Tampa International Airport. Avianca will increase its nonstop flights to and from Bogotá from four times a week to daily starting in October. Copa is increasing Panama City service to 12 flights a week on Dec. 15, and JetBlue launches daily service between TPA and Punta Cana on Dec. 18. These additions reflect growing global demand and Tampa's expanding reach on the international stage. [VisitTampaBay.com](http://VisitTampaBay.com)



New nonstop flights between Bogotá and Tampa International Airport launched in spring 2025, marking TPA's first direct service to South America—and the airport's first route to a new continent in nearly 50 years—and bringing the number of international destinations served by TPA to 21, including London, Amsterdam, Frankfurt, Mexico City, and Zurich, among others.

## Bradenton Area Hosts Meetings & Conventions Magazine Reps

In August, the Bradenton Area Tourism Bureau hosted representatives from four meetings and conventions magazines. Aligned with the \$54M renovation and expansion of the Bradenton Area Convention Center's opening this year, the trip highlighted the destination as a premier meetings hub on Florida's West Coast. Attendees received an exclusive tour of top venues, including the convention center, the Palmetto Marriott Resort & Spa, the Powel Crosley Estate, and others, leading to increased awareness and upcoming coverage in top trade publications. [BradentonGulfIslands.com](http://BradentonGulfIslands.com)



Bradenton Area M+C FAM trip attendees enjoy the rooftop at Oyster River.

## Getting to Panama City Just Got National Recognition

Northwest Florida Beaches International Airport (ECP)—the primary skyway for visitors to Panama City—has been nominated by *USA Today* in two categories of the 10BEST Readers' Choice Awards: Best Small Airport and Best Resort Airport. Destination Panama City is proud to join all of Northwest Florida in celebrating ECP's well-earned recognition. With travelers arriving daily to experience authentic bayside charm, it's exciting to see the journey to Panama City honored on a national stage. [DestinationPanamaCity.com](http://DestinationPanamaCity.com)



Recognized among the nation's best, even getting to Panama City is a great experience.





## Visit St. Pete-Clearwater Celebrates a Special 727 Day!

This year's 727 Day Celebration was another hit with St. Pete-Clearwater residents as the DMO thanked locals for being gracious hosts to the 15M+ annual visitors with specials and discounts at more than 130 local businesses. It was a great way to highlight with residents the economic impact of tourism. VisitSPC collaborated with local artist Chad Mize on an exclusive T-shirt giveaway and designed a mobile passport for the day to track engagement. [VisitStPeteClearwater.com](http://VisitStPeteClearwater.com)



Visit St. Pete-Clearwater's 727 Day Celebration yields great results.

## Space Coast Introduces Two New Trails for Visitors and Residents to Explore

The Space Coast Office of Tourism has launched two new "trails" where visitors and residents can check in at themed locations to earn a special patch. The two new trails are the Museum Trail and the Ice Cream Trail. Trail goers can check in at seven of the participating locations and head to the Visitor Information Center to collect their patch. The goal is to help people branch off and supplement their itinerary in an engaging and easy way. [VisitSpaceCoast.com](http://VisitSpaceCoast.com)



Mammoths, rockets, airplanes, and so much more to discover on the Space Coast Museum Trail!

## Annual Kingfish Tournament Reels in the Big Ones!

The annual Mexico Beach Artificial Reef Association Kingfish Tournament drew in anglers from near and far to support the thriving artificial reefs in Mexico Beach. With 120+ boats competing and more than \$25k in cash payouts, this year's event was a resounding success. Discover Mexico Beach is proud of the continued partnership with MBARA and its missions. Excitement is already building for next year when MBARA will celebrate 30 years of tournament traditions in Mexico Beach. [MexicoBeach.com](http://MexicoBeach.com)



Pelagic Purse winners team Triple 13 pose with their catch at the 29<sup>th</sup> annual Mexico Beach, Florida MBARA Kingfish Tournament.

## Thousands of Parrot Heads Flock to Key West for the Just a Few Friends Festival

Jimmy Buffett fans gathered in Key West over Labor Day weekend to celebrate the singer's life in the city that inspired many of his best-loved songs, including "Margaritaville." The Just a Few Friends festival included concerts, tours, margarita strolls, and the Second Line Memorial Parade down Duval Street that recognized the second anniversary of Buffett's passing. Visit Florida Keys produced a VNR that garnered 5,148,852 views, including a prominent feature on Good Morning America. [VisitFloridaKeys.com](http://VisitFloridaKeys.com)



The Second Line Memorial Parade is a colorful march down Duval Street with thousands of fans honoring Buffett's joyful spirit.  
Photo: Florida Keys News Bureau



# Florida Breaks Its Own Record Again: 34.4M Visitors in Second Quarter of 2025

Governor Ron DeSantis announced Aug. 19 that Florida has achieved another historic milestone in tourism, welcoming a record-breaking 34.4 million travelers in the second quarter of 2025. This all-time high for second-quarter visitation further cements Florida's reputation as the nation's premier travel destination. These results are proof of Florida's enduring draw and the state's commitment to delivering outstanding experiences for visitors from across the country and around the world.

"Florida continues to lead the way as the nation's top travel destination," said Governor Ron DeSantis. "People from all over the world come to the Free State of Florida to take advantage of our top-tier attractions, great weather, and our commitment to public safety. Today's record numbers are a testament to the work we've done to make Florida the most appealing state to visit in the nation."

Domestic travelers accounted for 91.5% of total visitation, with 31.5M Americans visiting the state. Overseas visitation rose by 11.4% over the year to reach 2.3M, with an additional 640k Canadian visitors visiting Florida.

"Florida's tourism industry is strong thanks to strong state leadership under Governor DeSantis," said Bryan Griffin, president and CEO of VISIT FLORIDA. "We are committed to keeping Florida the destination of choice for visitors from across the country and around the world as we promote our world-class amenities, unique natural and historical sites, and family-oriented opportunities."

## Key highlights from VISIT FLORIDA's Quarter 2 visitation estimates include:

- An estimated 34.4M travelers visited Florida in Q2 2025.
- Domestic visitors made up 91.5% of the total, overseas visitors 6.7%, and Canadian visitors 1.9%.
- Overseas visitation increased by 11.4% compared to Q2 2024.
- The domestic air/non-air ratio was 37.7% / 62.3%.
- Florida's 19 commercial airports handled 28.6M total enplanements. Punta Gorda (+22.5%) and St. Petersburg-Clearwater (+14.0%) saw the fastest growth.
- Room demand at Florida hotels rose by 1.2%.

## NEW MEMBER RESOURCE:

# "Tourism Marketing in Florida: A Newcomer's Guide"

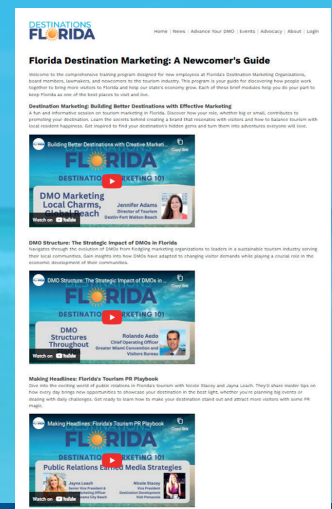
*The roadmap to mastering destination marketing in the Sunshine State!*

Designed for new team members, staff, board members, and industry leaders, this comprehensive collection of video trainings illuminates the path to success in the world of Florida tourism marketing..

With *Tourism Marketing in Florida: A Newcomer's Guide*, you'll:

- Train your team faster by giving them access actionable strategies to elevate your destination.
- Bring TDC and board members a broader understanding of their role through insider knowledge from Florida's tourism marketing veterans.
- Help members of your industry appreciate the full impact of your efforts by demonstrating how to leverage collaborations for maximum impact.

These first-draft videos were created by DMO expert volunteers to serve you. Please watch them and give us your feedback on how to improve them. We expect to incorporate feedback on another version in a few months.



*Distribute this link and QR code to members of your team, board, and industry as a free benefit of Destinations Florida.*

<https://bit.ly/NewFDM>





## Legal Resource for Your DMO

As a member benefit for you, Destinations Florida has retained Steven M. Hogan with the Ausley McMullen law firm to provide insight into the operation of the TDT and related issues to Destinations Florida.

There are several situations where it would be helpful for you to have a legal opinion for your community. As a member benefit, you can speak with Mr. Hogan about the facts and laws at a general level.

To take advantage of this program, feel free to reach out to Steve Hogan at the information below:



**Steven M. Hogan**  
Ausley McMullen  
850/224-9115  
[shogan@ausley.com](mailto:shogan@ausley.com)







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