

TourismMarketing Today

The Official Newsletter of Destinations Florida, Inc. | www.DestinationsFlorida.org | June 2020

Florida Celebrates the Spirit of Travel National Travel & Tourism Week 2020

Tourism promoters across Florida rallied in support of National Travel & Tourism Week (NTTW) May 3-9 by participating in the U.S. Travel Association's #VirtualRoadTrip, sharing videos, compiling travel-themed playlists, and lighting up their cities and towns in red, the official color of NTTW, among other creative virtual and digital activities.

This year NTTW shone a spotlight on resilience and hope with its theme, the Spirit of Travel. Here is a sampling of how DMOs in Florida celebrated.

Visit St. Pete/Clearwater Celebrates the Hospitality Industry

During the 37th National Travel & Tourism Week, VSPC recognized our industry's strength, selflessness, and resiliency through a handful of initiatives. Starting the week off, VSPC launched the

Faces of St. Pete/Clearwater travel and tourism video to honor and celebrate the more than 100,000 people employed by tourism in Pinellas County.

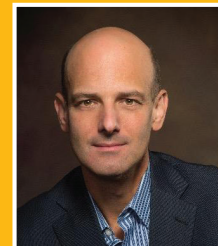


Landmarks in Tampa Bay light up in red to pay homage to tourism.

Signaling solidarity for the Tampa Bay tourism community, regional landmarks across Tampa Bay lit up in red on Tuesday, May 5. The collaborative effort led by Visit Tampa Bay and Visit St. Pete/Clearwater saw the Sunshine Skyway, Museum of Fine Arts, the James Museum of Western

Important Stakeholders

by Robert Skrob, CAE



There's nothing like a health crisis to illustrate who our real stakeholders are, the people of our

communities. While we interact most with the tourism industry, it's really the people who live in our counties who will hold us responsible.

We all face a number of issues as we generate demand again for events, meetings, and tourism. Your work is needed now more than ever. All the while we must do what we can to generate customers for tourism businesses while protecting our travelers and the residents within our communities.

NTTW 2020 continues on pg. 3

Support from our partners makes Destination Florida's industry & legislative representation possible.

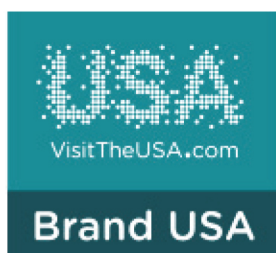
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On the Cover

Located in Southwest Florida, Sanibel Lighthouse is the most frequently photographed landmark on Sanibel Island. The lighthouse has been in operation since 1884 when the entire island was a nature preserve. It serves as an iconic backdrop as visitors have the chance to perfect their "Sanibel stoop" while combing the white sand beaches in search of spectacular shells. Photo: Brian Tietz for The Beaches of Fort Myers & Sanibel

& Wildlife Art, the Birchwood, Tampa International Airport, Busch Gardens, and more shining bright.

Closing out the week was a joint webinar with Florida's Sports Coast, Visit Tampa Bay, and Visit St. Pete/Clearwater featuring some of the industry's best leaders, including U.S. Travel President & CEO Roger Dow and VISIT FLORIDA President & CEO Dana Young.

Visit Tampa Bay Lights Up in Red for NTTW

On May 5, iconic landmarks in the Tampa Bay area rallied in support of tourism by lighting up in red, the official color of National Travel & Tourism Week. The movement was in partnership with Visit St. Pete/Clearwater, which joined Visit Tampa Bay in celebrating tourism for the Bay Area as a united region.



The Curtis Hixon Waterfront Park in downtown Tampa lights up in red to celebrate NTTW.

Tourism is responsible for more than 150,000 jobs across Hillsborough and Pinellas counties and billions of dollars in revenues, sales tax and more. While the industry has been one of the hardest hit over the last several months, the DMOs working with U.S. Travel Association are determined to show solidarity with those on the front lines of hospitality and to provide

encouragement that better days are ahead.

Palm Coast and the Flagler Beaches Increase Engagement With #VirtualRoadTrip, Playlist

With social distancing guidelines in mind, Palm Coast and the Flagler Beaches Tourism Development Team put a virtual twist on National Travel & Tourism Week this year. Throughout the week, they participated in U.S. Travel's #VirtualRoadTrip on Twitter, encouraged all to display American Flags to promote the Spirit of Travel, and asked that tourism partners "Light It Up Red," the official color of National Travel & Tourism Week.



Visit Palm Coast and the Flagler Beaches on Facebook to view a video of this virtual Spirit of Travel scrapbook.

Two key successes from the campaign were a Virtual Spirit of Travel scrapbook, where photos and memories collected from social media followers throughout the week were shared in a video with a scrapbook theme, and a travel-inspired playlist on a local radio station, streamed online as well, that included main talking points related to National Travel & Tourism Week. The campaign brought much-needed good vibes to social media followers and resulted in a significant increase in engagement.

NTTW 2020 continues on pg. 4

Give Back to Kissimmee ... From Home

Experience Kissimmee recently shared ways locals as well as past and future visitors of the destination can support the community from the comfort and safety of their own homes at ExperienceKissimmee.com/community. This list made media headlines just in time for readers to participate in National Travel & Tourism Week.



Experience Kissimmee encourages families at home together to support the destination through virtual volunteer opportunities.

While things look a little different this year, there are still plenty of ways for residents and visitors to interact with the destination. Ideas include writing a thank-you letter to frontline medical workers, sending love to seniors in nursing homes, creating fund-raising campaigns for local organizations that rely heavily on donations, sewing face masks, creating hygiene kits, and much more.

Florida's Paradise Coast Showcases Faces in Hospitality

Florida's Paradise Coast—Naples, Marco Island and the Everglades—celebrated this year's theme, the Spirit of Travel, with a video campaign entitled *Faces in Hospitality*. Each day

through May 9, short videos were shared on Florida Paradise Coast's Instagram and Facebook pages showing how local hotels, restaurants, and attractions are getting ready to welcome visitors back and what they are most looking forward to when visitors are able to return. Some of the videos also focused on how local businesses are giving back to frontline workers and laid-off employees affected by shelter-at-home directives.

"This year's NTTW has taken on a special importance as we anxiously look forward to the time when we can safely bring visitors back to our community," says Naples, Marco Island, Everglades CVB Executive Director Jack Wert.



Florida's Paradise Coast looks forward to sunny days ahead.

Photo: Naples, Marco Island, Everglades CVB

"Our *Faces in Hospitality* video campaign will serve to remind our residents of the many reasons that visitors benefit our community and will showcase the resiliency of our local businesses."

Miami Shines During U.S. Travel's #VirtualRoadTrip

The Greater Miami CVB participated in the U.S. Travel Association's first-ever #VirtualRoadTrip as it passed through Florida on May 5. Celebrating National Travel & Tourism Week across the United

States, the road trip highlighted the destinations, businesses, experiences, and attractions that embody America's Spirit of Travel.



Welcome to #Miami! We're excited you're taking this #VirtualRoadTrip with us 🚗 🌴. Now, we could tell you all about what makes Miami and the Beaches great, but wouldn't it be more fun to check it out for yourself on our #MiamiShines webcams?! #nttw20 bit.ly/2QthdAD



1:45 PM · May 5, 2020 from Miami, FL · Sprout Social

5 Retweets 36 Likes

GMCVB welcomes road trippers on U.S. Travel Association's #VirtualRoadTrip.

The GMCVB social media team took to Twitter to post as the #VirtualRoadTrip passed through Florida and encouraged partners to participate as well. By including #MiamiShines in their posts, the GMCVB engaged with partners throughout the trip.

Miami Shines is the GMCVB's new tourism recovery plan. During the road trip, @SamanthaBrown—obviously a big fan of Miami—sent out a special tweet recommending one of her favorite restaurants in Little Haiti. Miami is now featured in Season 3 of Samantha Brown's *Places to Love*, and currently available on her website, Samantha-Brown.com.

Visit Sarasota County Hosts Virtual Voice of Tourism Award Ceremony

Hosting a virtual award ceremony to honor the 2020 Voice of Tourism was a nice opportunity to focus on the positive and bring

together the local hospitality and tourism industry, including Visit Sarasota County leaders, the board of directors, and local commissioners. This distinction has been honored since 2004, and the 2020 winner, Vickie Oldham, deserved her moment!

Oldham's work documented the efforts of the African-American community to open segregated Lido Beach in the 1950s, landing Newtown on the U.S. Civil Rights Trail in 2018, a tremendous national honor. Thanks to Vickie's passion, the rich history of Newtown is now being shared with both visitors and the local community.



Vickie Oldham, Sarasota County's 2020 Voice of Tourism

To maximize the opportunity to capture #TheSpiritofTravel, VSC recorded the Zoom event and later shared it on YouTube, social media, and industry channels. A Spirit of Travel video featuring social commentary and locals answering "_____ is what keeps my spirit strong" rounded out the NTTW celebration in Sarasota County.

Visit Pensacola Focuses on Community Connection

Visit Pensacola focused on community connection during this year's National Travel & Tourism Week by leading virtual experiences, free webinars, live road trips, and a toast to the

industry that does so much for the Pensacola community. The Spirit of Travel fueled local media the entire week with radio and TV spots, billboards, and a host of social media displays.



Visit Pensacola thanks industry partners for promoting the Spirit of Travel during NTTW.

"Although we couldn't meet in person, we continue to stay connected, unified, and supportive of each other from afar," Visit Pensacola President Darien Schaefer says. "Our community and our partners benefit from the Spirit of Travel, which permeates through small businesses, unique landmarks, and all those who welcome residents and visitors alike with a smile and hospitality."

Alongside daily events, Visit Pensacola partnered with local media stations to give away local restaurant gift cards as well as two staycations for the winners to use when the time is right for them to enjoy.

Punta Gorda/Englewood Beach: Our Best Side is by Your Side

The Punta Gorda/Englewood Beach VCB joined other communities across the country by celebrating the Spirit of Travel. The Charlotte County Board of County Commissioners presented the VCB with a proclamation

recognizing the \$619.6 million economic impact tourism has on the community and declared May 3-9 as Charlotte County Travel & Tourism Week. The weekly industry update and social media posts acknowledged and praised those working in the hospitality industry.



Wendie Vestfall, tourism director of the Punta Gorda/Englewood Beach VCB, is interviewed on SNN6 (Sarasota) about the Our Best Side is by Your Side campaign and National Travel & Tourism Week.

The VCB participated in the U.S. Travel Association's #VirtualRoadTrip, and coordinated with social media influencers to share information about the Our Best Side is by Your Side campaign with the *BestSideYourSide.com* website. The site celebrates community heroes, lists opened businesses, and sells a T-shirt and kid's nature pack with proceeds benefitting Community Organizations Active in a Disaster Florida, a nonprofit providing financial assistance to Charlotte County hospitality workers in need. Local media amplified the campaign message and National Travel & Tourism Week.

The Palm Beaches Is Most 'Visited' Destination on #VirtualRoadTrip

Hotels, attractions, and other businesses throughout The Palm Beaches covered the map for NTTW's #VirtualRoadTrip across America map—ultimately leading the county to become

the most “visited” destination in the country.

Discover The Palm Beaches (DTPB) rallied its communities in the weeks leading up to the event, encouraging businesses—from small, family-owned boutiques to world-renowned hotels—to pin their locations to the map and light up in red to spread a message of hope, unity, and support for the wider tourism industry.



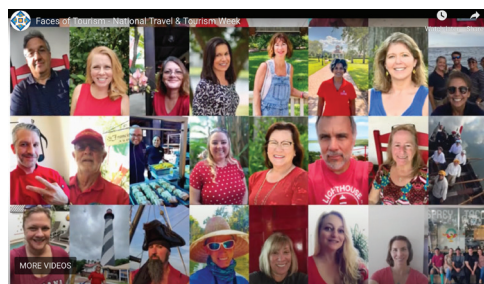
The Palm Beaches on the #VirtualRoadTrip across America
Photo: DTPB

Throughout the rest of the week, DTPB encouraged able followers to eat and shop local as well as volunteer or donate to local humanitarian groups. NTTW in The Palm Beaches wrapped up with DTPB's special edition Town Hall, during which local tourism leaders discussed the destination's current economic state, recovery stages, and details on new organizational campaigns and initiatives.

Florida's Historic Coast Celebrates NTTW With a Zoom Event

In celebration of National Travel & Tourism Week, the St. Johns County VCB hosted a Spirit of Travel Rally Day Zoom event on May 7. Residents, local officials, tourism businesses, and media were invited to participate in the webinar, which included the latest data on the current

tourism environment and trends, information about phased reopening, recovery plans, and rebound efforts.



A Faces of Tourism video celebrates those who work in the industry.

Participants were treated to a video message from Dana Young, president & CEO of VISIT FLORIDA, and a *Faces of Tourism* video capturing the many neighbors, friends, and locals who embody the tourism industry in the destination.

“It was important for everyone to understand the efforts underway to ensure a safe and smart recovery—especially for all those who work in the industry,” says Richard Goldman, president & CEO of the St. Augustine, Ponte Vedra & the Beaches VCB.

Visit Jacksonville Honors Local Hospitality Industry During NTTW

Jacksonville's hospitality industry came together to celebrate the value that travel brings to its community during National Travel & Tourism Week.

“As we slowly begin the reopening process, we want to take a moment, better yet a whole week, to say THANK YOU to each and every one of Jacksonville's 50,000-plus travel and tourism employees. We will return better than ever, and that is because of their hard

work and dedication to providing an exceptional experience to visitors from across the globe,” says Michael Corrigan, president & CEO of Visit Jacksonville.

Visit Jacksonville produced a series of online resources to celebrate the local industry during NTTW, including a Facebook frame to promote the Spirit of Travel, 360-degree virtual experiences, Zoom backgrounds on the #JaxfromHome section of the Visit Jacksonville website, a #VirtualRoadTrip Twitter chat with the U.S. Travel Association, a #JaxfromHome: Spirit of Travel Twitter chat, and an Instagram photo contest with a focus on local businesses.



Visit Jacksonville offers video chat backgrounds to promote the Spirit of Travel.

Visit Lauderdale Presents Future in Focus Destination Recovery Summit

Greater Fort Lauderdale CVB President & CEO Stacy Ritter and her executive team presented the Visit Lauderdale Future in Focus Destination Recovery Virtual Summit on May 7 during National Travel & Tourism Week to a large audience of tourism industry partners and local officials.

A survey was launched immediately after the presentation resulting in important feedback from hotels,



Visit Lauderdale's tourism executive team presented information on the bureau's industry support initiatives and outlined recovery marketing strategy during the Future in Focus summit, the first of several designed to keep the industry informed about recovery marketing initiatives.

attractions, restaurants, retailers, and other tourism-supported businesses that is helping to shape recovery marketing plans. The destination also participated in the #nttw2020 #VirtualRoadTrip on the @VisitLauderdale social media channels.

Visit PC Beach Launches Home at the Beach

Visit Panama City Beach announced the launch of its Home at the Beach campaign and social media contests to celebrate National Travel & Tourism Week.



Recreate your Real. Fun. Beach. memories at home!

Followers on Visit Panama City Beach's Facebook, Instagram, and Pinterest can recreate their favorite PCB memories at home, posting on their social media and tagging the destination for a chance to win a variety of gifts and PCB mementos.

As safer at home orders remain in place in Florida and around the country, this year's NTTW looked different from previous years; however, the sun will shine again for Panama City Beach tourism, and meanwhile the Home at the Beach campaign is bringing a smile to visitors and locals alike. Although they may be sheltering at home, this campaign is giving the PCB community a taste of the Real. Fun. Beach., and Visit Panama City Beach can't wait to welcome everyone back very soon.



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TDT and Beachfront Property

As summer approaches, our eyes turn to the beach. We aren't alone, as Florida's beaches bring in a substantial number of tourists to the state. Given the importance of Florida beaches to tourism, there are projects related to beaches that TDT funds may be used for. But is the purchase of beachfront property one

of them? The Florida attorney general has answered that question with a "yes," provided certain conditions are met.



Steven M. Hogan

TDT funds can be used to restore and maintain beaches as well as beach park facilities. If the beachfront property is purchased with the intention of building a public park or protecting the beach for tourism, the purchase may be financed using TDT revenue. Op. Att'y Gen. Fla. 2001-42 (2001) (approving purchase of beach property for its preservation as a public recreation area provided the county found it would promote tourism or restore the beach park).

As always, the details matter as the purchase must be within the statutory scheme. Let's all keep this in mind as we watch our beaches reopen.

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.



TDT can be used to purchase beachfront property if certain conditions are met.

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Amelia Island Tourism Gives Supports Hospitality Industry

The Amelia Island CVB has launched Amelia Island Tourism Gives to provide support for the destination's hospitality industry. The initial action included a \$100,000 donation, which was matched for a \$200,000 cash infusion, to the Barnabas Center of Nassau County—a nonprofit agency providing food, housing and utility assistance, and medical care to those in crisis. An online marketplace—AmeliaIslandMarketplace.com—is also part of the program where merchandise and gift cards may be purchased from local businesses that are temporarily closed. AmeliaIsland.com



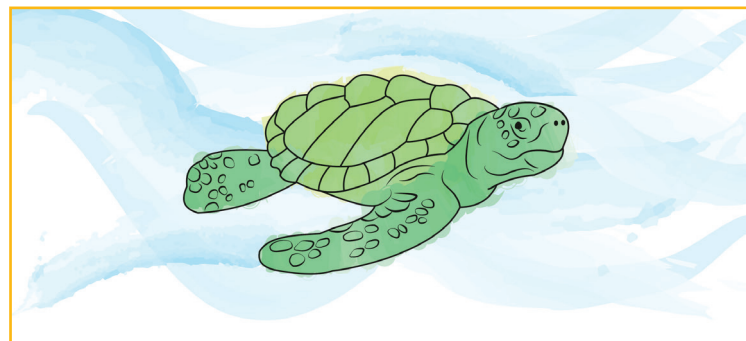
Coralpalooza Goes Digital

This year's Coralpalooza™, the world's biggest coral restoration celebration, goes digital on Saturday, June 6, with free virtual attendance and interaction with restoration groups around the world, participation in a treasure hunt, and viewing of never-before-seen videos. Participants can send in a video for potential inclusion in a Coralpalooza Digital 2020 montage. Event organizer Key Largo-based Coral Restoration Foundation is the world's largest coral reef restoration organization. Visit coralrestoration.org/coralpalooza-2020 for more info. Fla-Keys.com



Bradenton Area CVB Launches Turtle Trail, a Destination-Wide Scavenger Hunt

Providing a safe and enjoyable activity while socially distancing and a lesson about the animals it shares the shore with, the Bradenton Area CVB recently launched a Turtle Trail, encouraging residents and business owners to put stuffed animals, photos, or illustrations of turtles in visible places for others to search for while on walks. For those needing a turtle to display, the CVB provided a printable coloring page on its website. Trail-takers shared images using #BradentonAreaTurtleTrail. BradentonGulfIslands.com



Bradenton residents and businesses can display this printable coloring page on the BACVB's destination-wide Turtle Trail.

Sanford Offers Charm, Entertainment in Orlando North, Seminole County

Sanford lies on the south shore of Lake Monroe along the beautiful St. Johns River. Experience the charm and delightful ambience of Sanford's 19th-century buildings, pristine waterfront, unique shops, and delicious restaurants. Sanford's downtown Riverwalk features antique and collectible shops, all located within a two-block radius of Magnolia Square. For entertainment, visit Sanford's restored Wayne Densch Performing Arts Center or head over to the spectacular marina, which features fishing, boating, and paddle-boat dinner cruises. DoOrlandoNorth.com

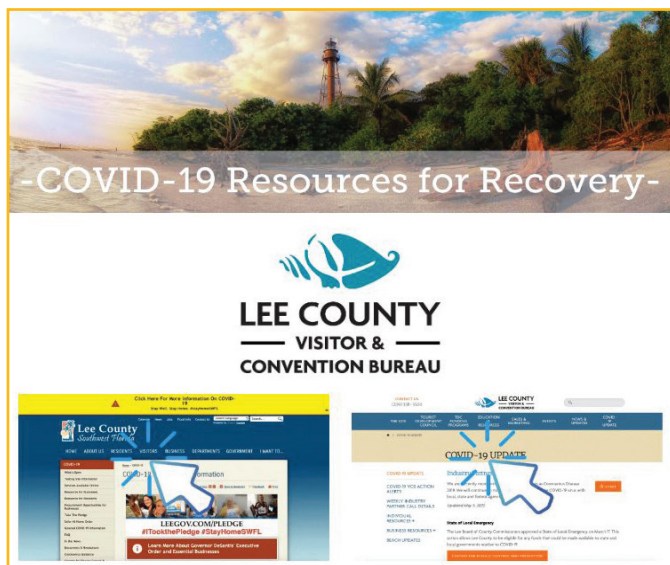


The Historic Downtown Sanford District in Orlando North, Seminole County is a global travel destination, delivering an endless array of entertainment and unique activities.



Lee County VCB Provides Recovery Resources With Weekly Newsletter

In an effort to keep industry partners informed in a more immediate manner, the Lee County VCB recently added a weekly e-newsletter. The Resources for Recovery e-newsletter is sent to more than 1,200 recipients and includes updates on drive-thru testing; local, state, and national policies; webinars; and best practices. It also includes a Community Kindness section featuring positive efforts and partnerships to help Lee County residents. The newsletter's open rate is 26.5%, compared to the industry average of 17.5%. *FortMyers-Sanibel.com*



Lee County VCB's new weekly e-newsletter provides resources for recovery.

Englewood Kid Paks Inspire Recreation and Support Hospitality Workers

Englewood Youth Explorers (EYE) On Nature Kid Paks at *BestSideYourSide.com* inspire outdoor family recreation while giving back. Developed by the Englewood Florida Chamber of Commerce with support from the Punta Gorda/Englewood Beach VCB and Visit Sarasota County, Kid Paks include cotton backpack, children's book about sea turtles, activity guides for exploring the Englewood area, journal, pen, medallion, sea turtle pin, and paintable turtle ornament.

A portion of sales go to Community Organizations Active in a Disaster Florida, a nonprofit providing financial assistance to Charlotte County hospitality workers in need. *PureFlorida.com*



Photo: Englewood Florida Chamber of Commerce

Experience Kissimmee: Stay Connected in Phase 1

Florida's governor recently opened the state to begin Phase 1—allowing restaurants and retail locations to open at 25% capacity. Experience Kissimmee is working diligently to support its partners as they reopen their doors for business. The team has put together a website page of all the latest updates in the destination, including businesses that have reopened and those that remain temporarily closed. *ExperienceKissimmee.com*



Experience Kissimmee is proud to support its partners as the destination begins to reopen.

Sarasota Is a Top Wedding/Honeymoon Destination

In 2019, Sarasota was named the #1 Affordable Honeymoon Spot by Livability, which was followed by other destination wedding and honeymoon accolades. As a result of the organic attention, VSC revamped its wedding guide and sales strategy. The group sales manager took over Pinterest and tripled the engagement; a Pro storefront on The Knot was purchased; and LGBTQ wedding content was added to supporting materials. The combination led to significant increases in leads, which VSC stands ready to pursue as venues reopen. *VisitSarasota.com*



The Ringling is a distinctive venue in Sarasota.

Photo: Cat Pennenga



Visit Pensacola Wins Awards for Integrated Marketing

Visit Pensacola received a Judges Award and Award of Distinction for integrated marketing from the Florida Public Relations Association, Pensacola chapter. Bushwackers in the Big Apple was an integrated campaign, including an on-site chef activation and media event in New York City, digital displays, and social media. This campaign garnered more than 60 media placements with an estimated earned media value of \$31,545.74, received 299,780 social media engagements, and generated more than 37 million ad impressions. VisitPensacola.com



Visit Pensacola takes over NYC with four Pensacola-based chefs, virtual reality, including the Blue Angels, and the world-famous frozen bushwackers.

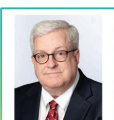
Re-Bound: Back to Business in The Palm Beaches

In partnership with the Florida Restaurant and Lodging Association, Discover The Palm Beaches hosted a virtual Re-Bound: Back to Business seminar designed to equip the local tourism community with health and sanitation guidelines directly from industry experts. Executives from the U.S. Travel Association, Florida Attractions Association, and Florida Retail Federation Services were among the panelists on the public forum, heavily attended by hospitality business owners who utilized the information to further enhance their measures. ThePalmBeaches.com

MEET THE PRESENTERS Re-Bound: Back to Business



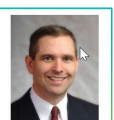
Laura Holmberg
U.S. Travel Association



Geoff Luebckemann
Florida Restaurant & Lodging Association



Bill Lupfer
Florida Attractions Association



Jon Stolp
Florida Retail Federation



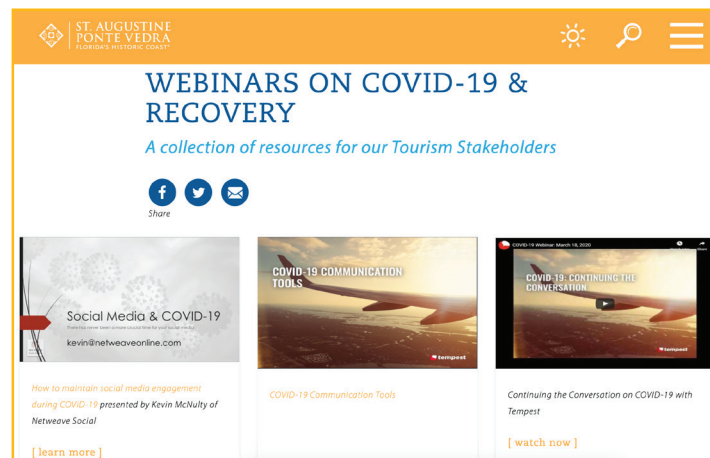
Dawn Maclellan
International Spa Association



Photo: DTPB

St. Johns County VCB Launches Partner Recovery Toolkit

To help local tourism businesses prepare for recovery and reopening after the closings in March, the VCB immediately jumped on developing a recovery toolkit. First, the toolkit provides a list of federal, state, and local financial resources for both small businesses and furloughed employees. Frequently updated, additional resources include the latest research and industry trends, and marketing materials including webinars on getting back to business. FloridasHistoricCoast.com



The Partner Recovery Toolkit from St. Augustine, Ponte Vedra & the Beaches VCB

Greater Miami CVB Unveils Miami Shines Campaign, Expands Tourism Recovery Efforts

The Greater Miami CVB has introduced Miami Shines, a tourism recovery campaign created in preparation for the gradual reopening of Miami-Dade County's travel and hospitality industry. Miami Shines adds to pre-recovery efforts designed to help drive business back to the area's hospitality industry. The campaign includes an inspirational video produced in multiple languages targeting future travelers and meeting planners. A Miami local-pride initiative offers a Miami Shines Toolkit encouraging locals to share their #MiamiShines moments on social media. MiamiAndBeaches.com





Gainesville Welcomes Hotel Eleo

This June, Alachua County welcomes its newest upscale lodging facility, Hotel Eleo at the University of Florida. The 173-room, state-of-the-art property features beautifully appointed modern rooms and suites, cutting-edge dining concepts, an upscale grab-and-go market with fresh local fare, and tech-forward meeting space. It's conveniently located next to the University of Florida, UF Health Shands Hospital, and in close proximity to Downtown Gainesville, and will place guests on the pulse of all things Gainesville. VisitGainesville.com



Hotel Eleo at the University of Florida in Gainesville

Greater Fort Lauderdale Celebrates Hometown Heroes

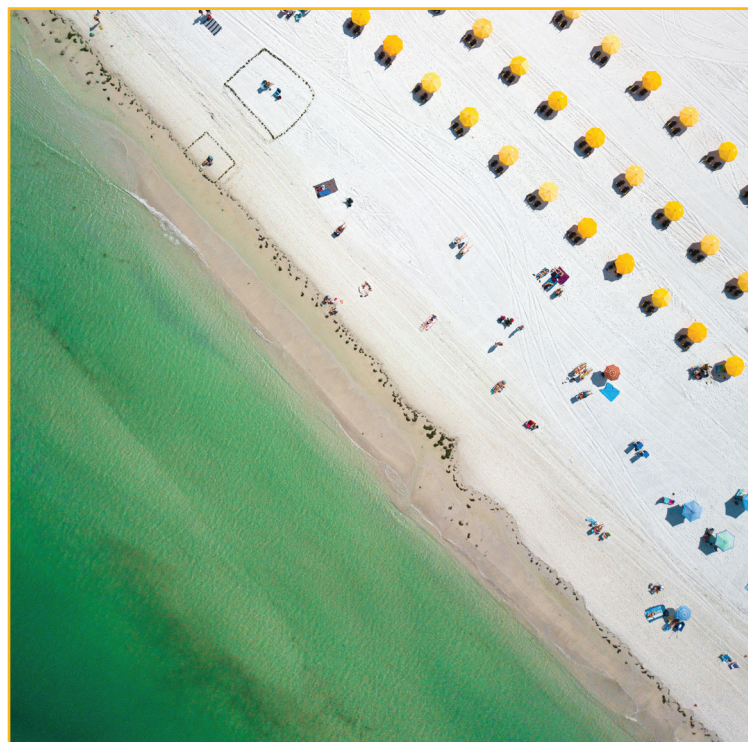
Greater Fort Lauderdale launched the Home is Where the Heroes Are campaign to recognize hometown heroes who have exemplified service to the community and kindness toward others as attractions, restaurants, hotels, and many other businesses closed or suffered severe impacts due to restrictions put in place to help keep the community safe. The CVB continues to collect these stories of giving, kindness, and courage to share on the destination website, the @VisitLauderdale social media channels, and with news outlets. Sunny.org



Owners and managers at Xtreme Action Park in Fort Lauderdale, the largest indoor entertainment venue in Florida, pack and deliver a large donation of fresh produce they coordinated to support Feeding South Florida. The team has also donated meals and treats from their restaurant freezers and from outside donations to furloughed employees as well as to homeless families and doctors and patients at the Joe DiMaggio Children's Hospital.

Visit St. Pete/Clearwater Encourages Visiting Responsibly

As Florida's phased plan progresses, Visit St. Pete/Clearwater continues to make sure the destination is positioned to rebound. VSPC is promoting what locals and potential visitors can expect when visiting, as well as emphasizing physical distancing and best practices to enjoy the destination. VSPC's destination updates hub now features a What's Open and What's Not page, along with Tips for Visiting Responsibly and Beach by Beach: What to Expect on Your Visit. Those pages will continue to evolve and be updated throughout the phases of the plan. VisitStPeteClearwater.com



The St. Pete/Clearwater award-winning beaches are open, so VSPC is promoting "smart beaching" tactics.



People in the News

Rexann Hosafros Appointed to Lee County TDC

The Lee Board of County Commissioners (LeeGov.com/bocc) appointed Vice Mayor Rexann Hosafros of the Town of Fort Myers Beach to the Lee County TDC (LeeVCB.com) at its April 21 meeting. She serves on the Fort Myers Beach Town Council. She has been a Fort Myers Beach resident since 1999. The nine-member TDC was established as an advisory board to the BoCC in 1983 to increase off-season tourism in Lee County. Fortmyers-Sanibel.com



Rexann Hosafros

FLORIDA TOURISM STRONG RECOVERY MARKETPLACE

Destinations Florida's Partners have put together the Florida Tourism Strong Recovery Marketplace booklet with resources that can help DMOs now and as we move forward into recovery. Our Partners will be updating their research, reports, and programs on an ongoing basis. Visit often for up-to-date support.



DestinationsFlorida.org/StrongRecoveryMarketplace

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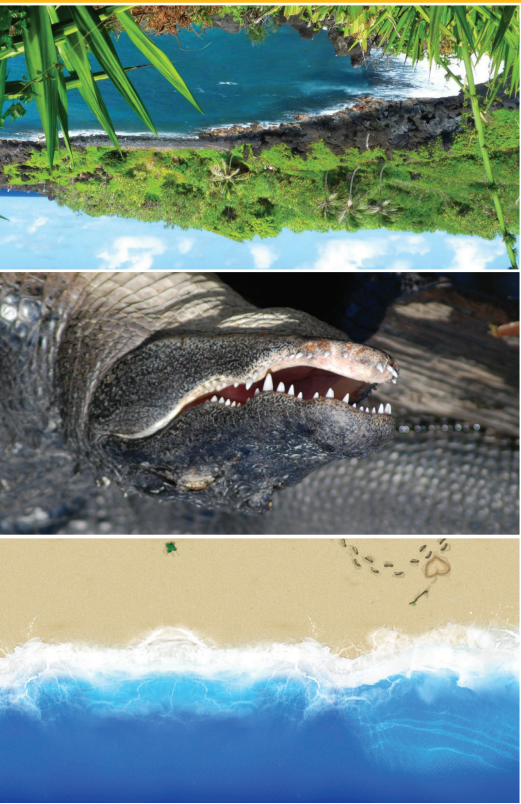
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Destinations Florida serves as the single unifying voice for all of Florida's DMOs, providing continuing insight and direction as we face an increasingly competitive tourism marketplace. Organized in 1996, Destinations Florida strives to increase the 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. These tourism promotion activities help to attract 118.8 million visitors to Florida, generating \$112 billion in spending and 1.4 million jobs. These activities are made possible by Tourist Development Taxes provided by Florida Statutes Section 125.0104. Statistics: VISIT FLORIDA Research

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