

TourismMarketing Today

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

Collaboration Is Key in RV Press Trip *Florida's Historic Coast • Treasure Coast • Florida Keys & Key West*



With tourism budgets impacted throughout the state this year, the VCB team on Florida's Historic Coast reached out to VISIT FLORIDA® and fellow Florida coast DMOs to see how they could work together through these tough times.

Recognizing the opportunity to promote outdoor activities and road trip adventures where safe distancing would be possible, the VCB proposed working alongside the Treasure Coast and the Florida Keys & Key West DMOs and Outdoorsy RVs to collaborate on a VISIT FLORIDA Atlantic Coast RV Press Trip.

Taking place October 4-11, a select group of outdoor journalists will enjoy private RVs supplied by Outdoorsy and partake in outdoor activities unique to each of the three destinations. From shark tooth hunting to kayaking, paddle boarding, and snorkeling,

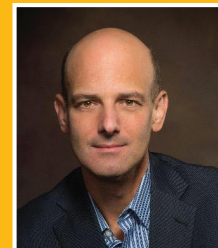


Outdoor journalists will begin their RV road trip from St. Augustine | Ponte Vedra, travel along the Treasure Coast, and end up in the Florida Keys & Key West.
Photo: FloridasHistoricCoast.com

journalists will be able to share their immersive RV and outdoor experiences with millions of readers eager to make plans for their own road trip adventures.

Now Normal

by Robert Skrob, CAE



Each of us longs for things to return to the way they were before.

Putting Floridians back to work, getting events and attractions, hotels and restaurants to near record highs, and having the teams we worked so hard to recruit, train, and retain at their desks producing world-class marketing.

But now *is* normal. It's the Now Normal.

We've got many tough battles approaching. Tight local budgets, a

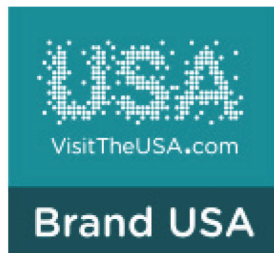
NOW NORMAL ...continues on pg. 3

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

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struggling industry, and worried communities.

That's Now Normal. Whatever happens, that's a new feature of the Now Normal.

We don't get to go back to the way things were. We must move forward. Whatever happens today is Now Normal.

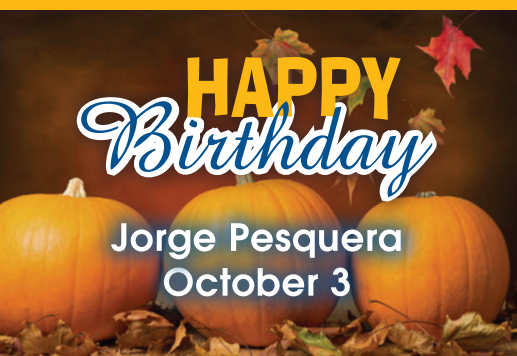
But we don't have to face the Now Normal alone. With Destinations Florida you are connected to a community of colleagues who are learning to survive and thrive in the Now Normal, too.

That's what the Destinations Florida Annual Meeting is all about. It's virtual this year to make it easy for you to participate. And it's packed with new information,

insights on thriving in the Now Normal, and a strong community of support.

You are an important part of our community. I look forward to seeing you there.

This way we can face whatever happens next, together. Because whatever happens, it'll be the Now Normal.



**DESTINATIONS
FLORIDA**
TourismMarketing
Today

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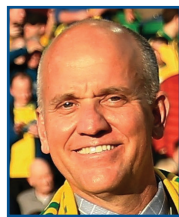
MaryLu Winchester,
Member Database

On the Cover

Florida's Historic Coast, with its 42 miles of Atlantic Beaches, has been a favorite destination for 455 years. Whether it is exploring the waterways or enjoying the unique history of St. Augustine, there are always new adventures waiting to be had. On page 1, read about a special RV trip beginning in St. Augustine | Ponte Vedra, traveling along the Treasure Coast, and ending up in the Florida Keys & Key West.

Photo: FloridasHistoricCoast.com

Rob Price Takes the Helm at Visit Lake County



Rob Price

Visit Lake County welcomes Rob Price to Lake County after five years as director of tourism development for Visit Tampa Bay. He has more than 20 years' experience in the tourism industry.

Before joining Visit Tampa Bay, he worked a decade in sales for Visit St. Pete/Clearwater as the senior sales manager in leisure travel. In 2020, he earned his Certified Destination Management Executive credentials from Destinations International.

Price says he is pleased to be joining the team as director at Visit Lake County.

"I am excited about joining a high-performing team and having the opportunity to question the status quo as we look to create new ways to amplify our destination's brand and elevate the awareness of what a great place Lake County is to visit, as in *Real Florida. Real Close*. That is especially relevant in the times we live in," Rob says, with a nod to the destination's tagline.

Price is busy engaging with local stakeholders, from traditional tourism partners to sports event planners and Lake County residents.

"I want to deepen and strengthen our regional and national partnerships with Destinations Florida, VISIT FLORIDA, Destinations International, and U.S. Travel, to name a few," he says. "We need to communicate the tourism value proposition beyond the TDT to all the ways tourism benefits our local residents."

Price loves the outdoors and is a competitive bicyclist, so moving with his wife, Lisa, and their two boys, Jacob (7) and Ryan (10), to Lake County has been an adventure-filled transition.



Rob Price enjoys competitive cycling during the Fondo Clermont.

"We enjoy exploring all of our great outdoor activities," Rob says. "From our 1,000-plus lakes to our state forests and natural springs, there are amazing wild places throughout our destination. Plus, Clermont is known as the Choice of Champions with many world-class cycling endurance events and some of the best cycling roads in the state, which I enjoy riding in my free time. We have been lifelong beach and boaters living in St. Pete, but are looking forward to this new chapter living in a less congested locale while exploring all the outdoor pursuits in Lake County."



More Filings in Airbnb Case

This month I have another update for you on the Airbnb case at the Florida Supreme Court. The case is an appeal from a decision of the Fourth District Court of Appeal (the Fourth DCA). The Fourth DCA held that Airbnb and similar companies were not obligated to collect or remit tax on the rentals they facilitated in Palm Beach County. The decision resulted from the 2014 lawsuit brought by the Palm Beach County Tax Collector against Airbnb and other online short-term rental companies. (For the purpose of this article, I will use the term *Airbnb* to refer to all of the defendants.)

Last month, I told you the Tax Collector had filed a brief on jurisdiction. This brief is required because the Florida Supreme Court is not required to grant a hearing to every case. The first step to get into court is to convince the justices the case should be heard.

This month, I can report that Airbnb has filed its brief *opposing* jurisdiction. As expected, the brief argues the Court should not

hear the case because Airbnb does not think jurisdiction exists.

Also filed this month was a Notice of Intent to File an Amicus Brief. This notice was filed by the Florida Restaurant and Lodging Association (FRLA). FRLA states in the notice that, if the Court grants jurisdiction over the case, then FRLA plans to ask the Court for permission to file an amicus brief supporting the Tax Collector's position.

The next step in this process will be to see whether or not the Court grants jurisdiction. If it does, then more litigation will follow. If it does not, then the Fourth DCA's decision will stand without further challenge.

As always, time will tell how this all plays out.

You can read FRLA's notice here: <https://bit.ly/frla-airbnb>

You can read Airbnb's brief here: <https://bit.ly/brief-airbnb>

You can read the Tax Collector's brief here: <https://bit.ly/brief-tc>

You can read the Fourth DCA's decision here: <https://bit.ly/4thdca-airbnb>

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



The Florida Supreme Court is considering various briefs on the question of whether or not it has jurisdiction to hear the Airbnb case.

GMCVB's Rolando Aedo Appointed to Destinations International Foundation Board of Trustees



Rolando Aedo

The Greater Miami CVB's chief operating officer, Rolando Aedo, will join the Board of Trustees of the Destinations International Foundation, a nonprofit organization dedicated to empowering destinations globally to excel through innovation and resource incubation. With the Foundation's focus on education and advocacy within the travel and tourism industry, Aedo will work with the other board members to help determine policies, support development activities, and guide allocation of resources. Aedo joined the GMCVB in 1994 and currently serves as both chief operating officer and acting chief marketing officer.

"I am so proud to join this inspiring group and to be part of Destinations International during these challenging times, and I honorably represent the consummate group of tourism professionals that make up Florida's tourism community," says Aedo. "I look forward to sharing some of the invaluable resources, forward thinking, and bold and collaborative ideas gained from this association to help aid in the recovery of the state's tourism industry, as well as the greater travel community."

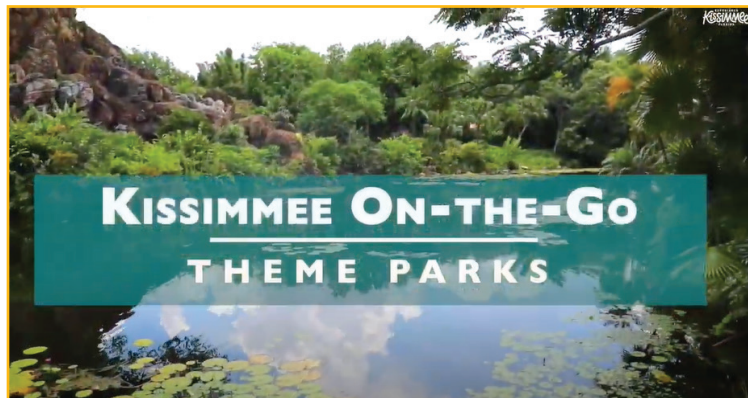


Rolando Aedo makes a new friend at Miami Seaquarium.



Experience Kissimmee Debuts Video Series to Give Inside Look at Reopened Industry Partners

Experience Kissimmee's all-new video series titled *Kissimmee On-The-Go* gives travel advisers and vacation dreamers a look at the destination's recently added health and safety precautions. Available on YouTube and EK's other social media platforms, these two- to four-minute videos are hosted by EK staff and showcase a variety of industry partners—including vacation homes, major hotels and convention centers, nearby theme parks such as Walt Disney World Resort, local attractions, and more. ExperienceKissimmee.com



Kissimmee On-The-Go visits Disney's Animal Kingdom. Potential visitors can view the series for more updates on theme park reopenings.

Historic Downtown Stuart in the Running for Great Places in Florida Award

Historic Downtown Stuart in Martin County was selected as a finalist for the 7th annual Great Places in Florida award. Organized by the Florida Chapter of the American Planning Association, the program focuses on unique, memorable places that work for the good of their community and attract visitors. Finalists were selected by a panel of multidisciplinary experts. The public voted for their favorite until September 25, and the winner will be announced on October 5. DiscoverMartin.com



Historic Downtown Stuart is a Great Places in Florida award finalist.

The Nature Coast Is the Perfect Outdoor Destination

The Levy County Board of County Commissioners and the Levy County Visitors Bureau remain committed to providing guests and citizens with a quality experience during any visit to the Nature Coast. Levy County encourages all visitors to social distance when out in public, and with many of the local destinations, that's no problem at all. Visitors can enjoy meals at local restaurants on the water while adhering to CDC guidelines, or venture into the many local and state parks. Levy County is the perfect destination for the outdoor enthusiast, especially now. VisitLevy.com



Nothing is better than relaxing at the beach along the Nature Coast. Photo: Bonish Photography

The Fishing Is Great at Destin-Fort Walton!

Destin-Fort Walton Beach deployed the first-ever fish aggregating device (FAD) buoys in the continental United States, creating destinations to target pelagic species of fish such as tuna, marlin, and mahi-mahi. Four of the eight planned buoys have been deployed, and an additional four will be in place this fall. The first blue marlin caught at the FAD weighed in at 310 lbs., followed by a second catch the following day estimated to be between 400 and 500 lbs. DestinFWB.com

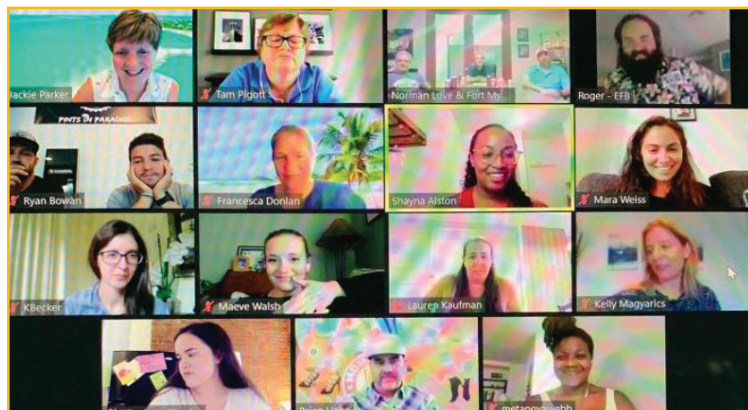


The FAD project is funded by Destin-Fort Walton Beach and will continue the growth of fishing and ecotourism opportunities.



Virtual Brewery Trail Connects Travel Media to Local Brewers—and Chocolate

The Lee County VCB is finding new and unique ways to talk about the destination. The VCB recently took journalists on a virtual brewery trail that had a special beer and chocolate pairing. The lineup included Palm City Brewing, Eight-Foot Brewing, Momentum Brewhouse, Fort Myers Brewing Company, and Norman Love Confections. Participating media represented *The New York Times*, *Robb Report*, *Thrillist*, *Travel + Leisure*, *BuzzFeed*, *Men's Journal*, and *Fodor's Travel*. FortMyers-Sanibel.com



Journalists are treated to a taste of Lee County and get to meet the brewers and Norman Love.

Wiregrass Ranch Sports Campus Celebrates Grand Opening

On August 27, Florida's Sports Coast held the official grand opening event for the Wiregrass Ranch Sports Campus of Pasco County, the destination's new 98,000 sq. ft. sporting event facility. The event featured an indoor ribbon cutting followed by tours of the facility livestreamed through Facebook. The \$29 million sports campus is a 20-year project for the county and was financed through the Tourist Development Tax. An on-site hotel is set to open in fall 2021. FLSportsCoast.com



Experience Florida's Sports Coast officially opens new sports campus in Wesley Chapel, Florida.

GAME ON! Orlando North Sports Facilities Reopen

Following months of intense preparations and implementing precautionary guidelines for tournament and event hosts, Orlando North, Seminole County opened the summer 2020 season for youth and amateur sports. Sports tourism is a leading contributor of overnight visitation and economic impact for Orlando North, Seminole County. With county tourism officials remaining hopeful for sports events to rebound in 2020 and 2021, the main focus is providing a safe environment for competitors and spectators alike. DoOrlandoNorth.com



Youthful competitors return to Orlando North, Seminole County.

Visit Tampa Bay Launches *On The Horizon* Video Series

In an effort to energize and tease visitors and locals about what Tampa Bay has in store, Visit Tampa Bay has launched a new series highlighting the destination's most anticipated openings, including new developments, hotels, attractions, and restaurants. The series kicked off with an update on the highly anticipated opening of Casa Santo Stefano and will continue over the next several weeks with behind-the-scenes looks into openings in Ybor City, Midtown, and throughout Tampa Bay. VisitTampaBay.com



On The Horizon highlights some of Tampa Bay's most anticipated openings.



Gulf County's New Website Draws Visitors

The Gulf County TDC launched a brand new website at the end of June. The new website allows for more straightforward navigation through the newly designed navigation bar. Local businesses are also able to update their listings to keep visitors informed on new procedures. Some other new features include live chatting, an immersive search bar, virtual tours, and more! Since the launch date, visits to the website have increased by 30%. VisitGulf.com



Family Adventures in Gulf County are just a click away.

#SiestaBeachSummer Leverages User-Generated Content

When Visit Sarasota County's robust marketing plan to promote Siesta Beach as the Top Beach came to a halt, an aspirational, inexpensive social campaign using user-generated content (UGC) took center stage. #SiestaBeachSummer was launched and quickly embraced. Lasting July only, it garnered 40k engagements from 135 total posts (of which only 27% were posted by the DMO). Now VSC is maximizing the UGC from #SiestaBeachSummer on its website, and local influencers are more engaged than ever before. VisitSarasota.com



#SiestaBeachSummer boasts the Top Beach TripAdvisor Award.

Boxing National Qualifier Returns to Punta Gorda

The Sugar Bert Boxing National Qualifier returned to the Charlotte Harbor Event & Conference Center August 28-30, after being postponed from June. It was the third time for the conference center to host the event, which also took place in Punta Gorda in 2016 and 2018. Robust safety protocols provided by USA Boxing and ASM Global (the venue management company) were implemented including limiting attendance, ample social distancing, temperature checks, and sanitization protocols for a safe event. Participation was limited to athletes from specific states, and 401 boxers competed. PureFlorida.com



Championship belts awarded during the Sugar Bert Boxing National Qualifier
Photo: Sugar Bert Boxing

Stewards of the Keys Protect the Keys' environment

The Florida Keys & Key West's ongoing Stewards of the Keys program highlights residents passionate about protecting the Keys' unique environment. Stewards have included Mike Goldberg, cofounder of the nonprofit I.CARE and owner of Key Dives in Islamorada. Videos have featured Bette Zirkelbach, manager of the Turtle Hospital in Marathon, attracting a Facebook reach of 112,000, and Captain Billy Litmer, founder of Key West's Honest Eco Tours, with a 31,570 Instagram reach and 5,800 Twitter impressions. Fla-Keys.com/sustain



Mike Goldberg, owner of Key Dives, is a Steward of the Keys.



Bradenton Area CVB Focuses on Roadschooling Opportunities This Fall

With many parents working (and teaching children) from home, the Bradenton Area CVB identified an opportunity to capitalize on visitors' newfound flexibility to do both from anywhere this fall. From its "office" views of pristine Gulf beaches to the many safe opportunities for hands-on learning, the destination began promoting its museums, historical parks, nature preserves, and more—proving that when it comes to roadschooling this fall, it is at the head of the class. BradentonGulfIslands.com



Roadschooling families enjoy opportunities for safe, hands-on learning at places such as The Bishop Museum of Science and Nature in Bradenton.

Pirates of the High Seas Fest Goes Virtual

Panama City Beach is virtually hosting its annual Pirates of the High Seas Festival October 5-11. The destination invites kids of all ages to find their sea legs and join one of the most popular celebrations of the year from the safety and comfort of their own homes. From a virtual scavenger hunt, social media costume contest, magic show, a pirate battle streamed live online, and the chance to win a free vacation to the Real. Fun. Beach., this year's virtual event offers swashbuckling adventures with just the click of a button. VisitPanamaCityBeach.com



Ahoy, mates! Panama City Beach hosts virtual Pirates of the High Seas Fest.

Visit St. Pete/Clearwater Drops Vol. 2 of *Sunshine Steward* Video Series

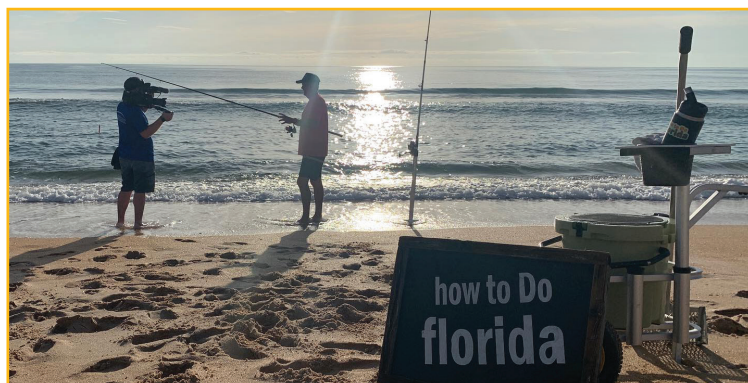
In an effort to ensure people know they can travel responsibly, Visit St. Pete/Clearwater debuted its second round of *Sunshine Steward* videos. Set in downtown St. Pete, this round focuses on proper mask wearing, physical distancing, dining outdoors, shopping with your eyes, and visiting local attractions. The first round focused on enjoying the beach the right way. VisitStPeteClearwater.com



Meet Sam, the Sunshine Steward—a friendly face who helps guests discover the ways to have fun and visit smart in St. Pete/Clearwater.

Palm Coast and the Flagler Beaches to Appear in *how to Do florida*

Palm Coast and the Flagler Beaches welcomed Crawford Entertainment Group to Flagler County in August to film an episode of the Emmy® award-winning television series *how to Do florida*. The episode is part of the DMO's marketing strategy to increase brand awareness and highlight ecotourism assets. The episode is scheduled to air Friday, October 16, on the Discover Florida Channel and will showcase oceanfront camping, kayak ecotours, dolphin encounter programs at Marineland Dolphin Adventure, and more. VisitFlagler.com



Filming *how to Do florida* in Palm Coast and the Flagler Beaches



GMCVB Expands Tourism Recovery Campaign With Work & Learn Remotely Program

The GMCVB is adding the Work and Learn Remotely program, offering bookings throughout the fall to its Miami Shines comprehensive travel and tourism recovery program. Developed to expand hotel deals for those properties catering to remote workers as well as to local residents looking for options to work and learn in our "new normal," hotels throughout Greater Miami are participating and offering specials that are geared toward working remotely and going to school remotely.

MiamiAndBeaches.com



GMCVB's Work and Learn Remotely program caters to remote workers.

Safe Return to Meetings Marks Economic Boost

In a major milestone for its Global Biorisk Advisory Council (GBAC) STAR program, Discover The Palm Beaches and the Palm Beach County Convention Center welcomed its first group under the new, globally acclaimed sanitation protocols. The TRENDZ event was critical for the livelihood of Florida's apparel and accessories industry. Stores and boutiques throughout the state safely placed orders with exhibitors to prepare for the upcoming high season, to rebound from losses suffered during shelter at home orders.

ThePalmBeaches.com



The TRENDZ event entrance offers a glimpse of this season's fashion.
Photo: Discover The Palm Beaches

FIND THE WAY TO RECOVERY

To get back on track in 2020, marketing efficiency will be critical. With Epsilon, you'll find and connect with the people most likely to visit your destination. And when they do, you'll measure exactly how your marketing efforts drive community impact and economic growth.

See how we achieved a \$195:1 ROI for a destination like yours. epsilon.com/visit

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Influencers Enjoyed the Space Coast This Summer

Florida's Space Coast wrapped up a wonderful influencer marketing campaign in August. Four family travel bloggers were selected for this pilot program from within the drive market. Many followers are already planning trips based on what they saw, and other influencers have been inquiring about the next campaign. The bloggers and their families visited the top attractions on the Space Coast and highlighted how these locations are focusing on safety. VisitSpaceCoast.com



More than 90,000 impressions were generated between the four influencers who visited Florida's Space Coast in August.

Photo: Those Crazy Nelsons

Visit Central Florida Creates New Health and Safety Campaign

Condensing months of research regarding traveler sentiment, Visit Central Florida (VCF) created the Be 5sweet health and safety campaign. Complementing VCF's current marketing campaign, which promotes Polk County as Florida's Sweetest Spot, Be 5sweet provides messaging on five key health and safety guidelines to locals, in addition to potential visitors, on ways they can create a safer community and, in turn, a safer destination for visitors, to revitalize Polk County's tourism industry and overall economic recovery. VisitCentralFlorida.org



Research shows that travelers feel safer visiting a destination that has clear health and safety guidelines in place.





Crystal River Reports High Occupancy Rate in July

Discover Crystal River Florida has shown it has what people are looking for in these unprecedented times. Despite widespread travel declines, the destination reported a July occupancy rate of 62.6%, an increase over last year's 61.3%, and the second consecutive month of year-over-year increases. The July boost was likely due in part to the start of scalloping season on July 1. A healthy scalloping season, combined with the outdoor, socially distanced nature of the activity, appealed to travelers itching for a vacation. [DiscoverCrystalRiverFL.com](https://www.discovercrystalriverfl.com)



A healthy scalloping season is drawing visitors to Crystal River.

Beach Ambassadors Welcome Visitors to South Walton

Turquoise water wasn't the only warm welcome waiting for visitors to South Walton this summer. After creating a position for a new, full-time lead beach ambassador, Visit South Walton's Volunteer Beach Ambassador program had its best summer to date, with 220 volunteers welcoming and educating visitors to South Walton, greeting them both on the sand and at public beach accesses with information related to beach safety, proper beach etiquette, sea turtle nest protection, and even favorite restaurant recommendations! [VisitSouthWalton.com](https://www.visitsouthwalton.com)



This July was the busiest on record for South Walton, marking an all-time high for single-month TDT collection.



Measuring the way media moves us

www.arrivalist.com



79% of domestic hotel searches in 1H July '20 were for July - August '20, suggesting that consumers are looking to travel now

Additionally, nearly 2 in 3 domestic hotel searches in 1H July '20 were made for the month of July '20.



Source: Tripadvisor Internal Data, 1H July '20 (June 29th - July 12th, 2020), Excludes Markets with less than 1,000 July - August '20 hotel searches

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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Visit Jacksonville Introduces Local Tourism Ambassadors

Visit Jacksonville is excited to introduce its new social media Tourism Ambassadors. Eight passionate Jacksonville residents are using their voices, and social media clout, to help share with the world why they love living in Jacksonville by featuring the unique experiences and attractions that make the city one of the best places to live, play, and visit in Florida. They are using the hashtag #onlyinjax and you can go to @Visit_Jax to see some of the fun local experiences the Ambassadors are enjoying.

VisitJacksonville.com



This photo of the Jacksonville Riverwalk at night has 654 Likes so far.

Orlando Reports Strong Labor Day Weekend

In another positive sign for the destination's slow, steady recovery, Orlando's tourism industry recorded a very strong Labor Day weekend. Parks at Universal and Disney reached their limited-capacity thresholds, and Metro Orlando's hotel occupancy hit 42.2% on Friday and 58.9% on Saturday, the best weekend since the onset of the current health crisis. Building on these positive indicators, Visit Orlando continues to promote the destination in key drive markets across Florida and the Southeast United States with numerous offers making this an especially attractive time to visit. VisitOrlando.com



The #LoveOrlando campaign taps into the passion people have for the destination, turning fans into ambassadors for attractions such as Icon Park on social media.



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DESTINATIONS FLORIDA 2020 VIRTUAL ANNUAL MEETING PROGRAM

WEDNESDAY, OCTOBER 7, 2020

2:00 PM - 4:00 PM

Keeping the Home Fires Burning: Focus on Your Local Residents, Politicians and Industry Leaders

Joseph St. Germain, Downs & St. Germain Research
Erin Duggan, Visit Sarasota County
Patrick Harrison, Visit Tampa Bay

DMOs rightfully focus their efforts on bringing visitors to their destinations. Yet, events over the past several years indicate that more focus on the home front (residents, local politicians, industry leaders) will pay dividends. This session will show how DMOs can build stronger bonds at home by: assessing the value of tourism to residents in their communities and promoting the results; gaining buy in for branding efforts from local partners; engaging local leaders in developing strategic plans; and organizing industry partners for battles near (protecting your marketing budget) and far (lobbying for Visit Florida).

Exploring Current Traveler Sentiment and Trends

Derek Price, Expedia Group Media Solutions

New custom research from Expedia Group Media Solutions examines the current traveler trends, recent customer sentiment survey results and trends for Florida specifically. Attendees will gain deeper insight into the mindsets and motivations of travelers and learn how to turn these learnings into action and apply them to their own destination marketing strategies.

Introducing the Destination Performance Meeting

Santiago Corrada and Adam DePiro, Visit Tampa Bay

With a wealth of quality research and data available, DMOs offer an unparalleled, holistic view of destination performance. Discover how you may aggregate this information and share valuable trends and insights with key stakeholder groups. Assess the impacts of meetings and convention business, special events and other demand generators. Measure your performance relative to comparable destinations.

Human Trafficking: How to Lead Your Community in Identification and Prevention

Tomas J. Lares, President/CVO, United Abolitionists, Inc. and Cofounder/Former Chairman, Greater Orlando Human Trafficking Task Force

This session will educate you on what human trafficking is, how to identify it and lead your community in preventing it.

Making Florida Beaches Cleaner and Safer

Stephen Leatherman (Dr. Beach)

Hear what Dr. Beach recommends to lower the number of drownings as well as mitigate blue-green algae and red tide for cleaner beaches.

THURSDAY, OCTOBER 8, 2020

10:00 AM - 12:00 Noon

Florida Destination Marketing Industry State of the State Report

Get a "behind-the-scenes" briefing from DMO CEOs on what they are seeing, what's happening in their destinations and what they are doing to position their DMO and community in a stronger position.

2:00 PM - 4:00 PM

Florida Tourism Strong Recovery

Destinations Florida's Partners will share with you their research, insights and programs to help your DMO rebound and grow stronger than ever as we move forward into recovery.

2021 Legislative Session Outlook with Mat Forrest

Get an insider's look into the key races throughout Florida that will impact the Florida Legislature, what they mean for the tourism industry and what they could mean to your community.

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**RSVP FOR THE ANNUAL MEETING BY EMAIL AT:
suzanne@destinationsflorida.org or by phone at 850-222-6127.**

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INSIDE: Follow the filings in the Airbnb case.

Destinations Florida, Inc.
Executive Director Robert Skrob, CAE | Lobbyists Brian Ballard and Mat Forrest, 850/577-0444
1400 Village Sq. Blvd., Suite 3-250, Tallahassee, FL 32312, USA | Phone: 850/222-6000 | Fax: 850/222-6002 • www.DestinationsFlorida.org



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