

TourismMarketing Today

The Official Newsletter of Destinations Florida, Inc. | www.DestinationsFlorida.org | April 2021



Bringing Florida's Economy Back One Visitor at a Time

Florida Tourism Day was a little different this year. There was no big event at the Donald L. Tucker Civic Center in Tallahassee. There were no tourism advocates walking the halls of the Florida Capitol eager to share their thoughts about the value of tourism with state lawmakers. Instead, to ensure we didn't let Florida Tourism Day pass by without recognition, Destinations Florida launched a special social media campaign for the full week surrounding it. The goal of the campaign was to reinforce the main message that Florida's tourism industry is integral to Florida's economic recovery while also sharing the many benefits tourism provides communities across the state.

The Florida's Recovery Starts
With Tourism social media



campaign not only promised to bring Florida's economy back one visitor at a time, it also promoted the jobs, revenue, business sales, critical local services (public safety, education, infrastructure),

FLORIDA'S ECONOMY ... continues on pg. 3

Protect TDT

by Robert Skrob, CAE



While we've had a lot of battles the last few years, the 2021 Legislative Session is presenting

us with the most difficult challenges yet.

It's never been more important to protect the current uses of Tourist Development Taxes. Every spending idea comes with determined advocates who view their priority as more important than anything else.

We've got to continue communicating the value of tourism marketing in Florida.

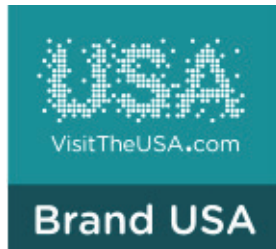
PROTECT TDT... continues on pg. 3

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DESTINATIONS
FLORIDA
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Today

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Suzanne Hurst, CAE,
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MaryLu Winchester,
Member Database

On the Cover

Welcome to Florida! Destinations Florida launched a special social media campaign for the full week surrounding Florida Tourism Day to reinforce the message that Florida's tourism industry is integral to Florida's economic recovery while also sharing the many benefits tourism provides communities across the state. Read more on page 1.

and economic growth that tourism supports. Additionally, several of the campaign's graphics helped to encourage support for tourism partners' priority legislation.

A series of 10 graphics were designed so they could be easily posted on a variety of social media platforms, including Facebook, Twitter, and Instagram. Destinations Florida and tourism partners flooded their social media feeds with these graphics throughout the second week in March to remind social media followers of the importance of tourism to Florida.

Many thanks to the members who participated in this campaign

and to VISIT FLORIDA, Florida Restaurant & Lodging Association, Florida Attractions Association, and Florida Association of Museums for their partnership on this project. While this campaign was created with Florida Tourism Day in mind, the messages are universal and will be just as relevant going forward. Please consider these graphics as a resource you can use throughout the year. You can download them at <https://bit.ly/fl-tourism>.

We appreciate your continued advocacy on behalf of the industry and everything you are doing to help Florida's economy rebound following the challenges of the past year.

Florida's Recovery Starts with Tourism



It all starts with a visitor who
puts Floridians to work - residents who
then spend their paychecks within
our local communities.

**Bringing Florida's economy
back one visitor at a time.**



Florida's Recovery Starts with Tourism



It all starts with a visitor who **supports local businesses** that are able to remain in business thanks to **COVID liability protections**.

**Bringing Florida's economy
back one visitor at a time.**



PROTECT TDT ... continued from pg. 1

Our team at CoreMessage has pulled together a thorough report, *Destination Marketing: Empowering Florida's Growth*, as well as a series of images to use on social media. You can download them at <https://bit.ly/fl-tourism>. Please use these images within your community to educate lawmakers, tourism leaders, and the general public.

We need your help. The threats are real.

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War Memorials and TDT Funds

Can Tourist Development Tax funds be used for "war memorials" and related projects? The key, as always, is whether the proposed project will promote tourism in Florida.

The TDT statute strictly limits what TDT funds can be used for. Generally, the statute allows TDT funds to be used to "promote and advertise tourism in the State of Florida and nationally and internationally." § 125.0104(5)(a)3., Fla. Stat. Funds that are used in this way must be directed toward uses that have a "main purpose" of attracting tourists. TDT funds can also be used for constructing and remodeling convention centers. § 125.0104(5)(a)1.a., Fla. Stat.

In 1998, the comptroller of Orange County asked the Florida attorney general for guidance on whether TDT funds could be used to build an All Wars Memorial at the Orange County Courthouse.



The U.S. Marine Corps War Memorial in Washington, D.C.
Photo: National Park Service

This memorial was meant to replace a Vietnam Veterans Memorial that was demolished at the Orange County Convention Center.



Steven M. Hogan

The Florida attorney general responded with Attorney General Opinion 98-74 (Dec. 1, 1998). In this Opinion, the attorney general reasoned that rebuilding the memorial at a location off of the convention center's premises was not a logical consequence of remodeling and expansion. Therefore, TDT funds could not be expended to build the new memorial under the "remodeling" section of the TDT statute.

The attorney general also stated that, if the memorial could be tied to the purpose of attracting tourists, based on the county's legislative findings to that effect, then TDT funds could potentially be used for such a project.

As always, legal counsel should be sought on specific questions, as the facts can change the analysis.

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.

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Palm Coast and the Flagler Beaches Wins eTSY Award

Palm Coast and the Flagler Beaches recently won an eTourism Summit Excellence (eTSY) Award, Best Website (small budget), for VisitFlagler.com. The eTSY Awards celebrate the best of 2019-2020 tourism promotion. "This year showcased the versatility and creativity required to execute remarkable online campaigns during an extremely challenging time," said Judge Brian Matson. "It's great to see that so many DMOs innovated in ways that serve to inspire and elevate the marketing efforts of the entire community." *VisitFlagler.com*



Visit Flagler's award-winning website showcases versatility and creativity.

Influencers Encourage Anglers to #FishSebring

After noticing a high online search-based interest in freshwater fishing in spring 2020, Visit Sebring welcomed two highly regarded fishing influencers, Debbie Hanson and Mikey Ballz, to discover why the Sebring area is such an incredible region for fishing, especially trophy bass fishing. Both anglers used the #FishSebring hashtag and spent time fishing Sebring area lakes. The fishing influencer campaign garnered 12,000+ YouTube views, 4,000+ Instagram impressions, and more than 1,375 Facebook likes with 155 comments. *VisitSebring.com*



Instagram posts like this one by fishing influencer Debbie Hanson promote great fishing in the Sebring area.

Lake County Hosts Big Ten Conference & NCAA Division I Softball

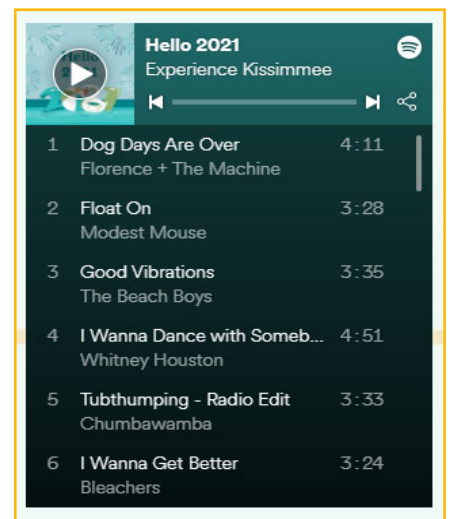
Several NCAA Division I teams as well as the entire Big Ten Conference began their regular seasons in Leesburg and Clermont as part of THE Spring Games collegiate softball event. The Big Ten sought a neutral location where conference games could be played in a bubble-type atmosphere. Visit Lake partnered with THE Spring Games and the City of Leesburg to secure the event at Sleepy Hollow Sports Complex. *VisitLakeFL.com*



Sleepy Hollow Sports Complex provides a safe venue for NCAA baseball.

Experience Kissimmee Reaches Consumers in New Ways

Over the last year, Experience Kissimmee has become even more creative in its way of marketing to consumers. The organization's social media team has curated Spotify playlists to inspire future travel to the destination while its content studio team has designed destination-themed GIFs available for download. To date, EK's most followed Spotify playlist, "Sounds of Walt Disney World Resort," has 320 followers, and its GIFs have received 96 million views. *ExperienceKissimmee.com*



Experience Kissimmee kicked off the New Year with its Hello 2021 Spotify playlist.



Old Florida Celebration of the Arts Returns to Cedar Key

The Annual Spring Arts Festival in Cedar Key (CedarKeyArtsFestival.com) is a juried fine arts and crafts show welcoming talented artists to the small island community of Cedar Key nestled in the center of Florida's Nature Coast. The relaxed and friendly atmosphere has made the event popular for visitors and artists alike since 1964. VisitNatureCoast.com



This year's Spring Arts Festival in Cedar Key is being held April 17 and 18.

Island Hopping: Florida Keys

Island Hopping: Florida Keys, commissioned by Monroe County's TDC, is airing on 70-plus U.S. markets on NBC, ABC, CBS, and Fox affiliates. Keys resident Christina Wilson, a mosquito control field inspector, takes viewers on open-air explorations of the Florida Keys National Marine Sanctuary and the Keys' outdoor lifestyle. Wilson catches her first tarpon, earns dive certification, and savors spiny lobster. The Crawford Entertainment-produced show is to air on Fox SunSports Network and stream on "Discover Florida" this fall. Fla-Keys.com



Christina Wilson takes viewers on an exploration of the unique natural environment and ecotourism opportunities, water-based activities, and aspects of the Florida Keys' lifestyle and signature cuisine.
Photo: Crawford Entertainment

Florida's Sports Coast Pilsner Promotes Visitation to Pasco County

From January 25 through February 25, Experience Florida's Sports Coast hosted the #EscapetoAdventure campaign to promote its partnership with Escape Brewing Company and the exclusive brew for the destination, Sports Coast Pilsner. The giveaway was supported with a PR campaign that involved sending 20 press kits across the state, the United States, and Canada. Overall the social media giveaway saw more than 700 entries and grew FSC's Instagram following by 300 new followers. FLSportsCoast.com



Florida's Sports Coast offers an exclusive brew that promotes the Central West Florida destination.

Local Photographer Is South Walton's Artist of the Year

Visit South Walton is pleased to announce this year's Artist of the Year award has been presented to landscape photographer Chandler Williams. Williams grew up in Walton County and owns Modus Photography gallery in Grayton Beach. As South Walton's Artist of the Year, his work will be promoted by Visit South Walton, and he will serve as an arts ambassador for outreach efforts. He will also be commissioned to create a special piece of artwork for Walton County that will hang in the Visitor Center. VisitSouthWalton.com





Space Coast Tourism Office Meets With Travel Industry Professionals Around the World

The Space Coast Office of Tourism attended four travel industry conferences between November and February. At *Travel Weekly's* Cruise World Virtual Trade Show, Connect Florida Marketplace, and VISIT FLORIDA's Florida Huddle, the tourism office had 116 appointments with travel industry professionals from the UK, Europe, and Latin America. The tourism office also participated in the Florida Hidden Gems presentation with the U.S. Department of Commerce International Trade Office to present to 58 travel industry professionals from Latin America. VisitSpaceCoast.com



Travel Trade Industry Coordinator Tom Bartosek attends a virtual conference on behalf of the Space Coast Office of Tourism.

New Film Showcases Eco Beauty of The Palm Beaches

Wide open spaces, a wild and scenic river, and the Everglades, just a short distance from many of the most famous resorts in Florida. *Hidden Wild*, a new film produced by The Palm Beaches and Palm Beach County Environmental Resources Management, follows three local students into the wilds of The Palm Beaches. It's streaming online, has been featured locally on PBS, and will be on various PBS stations in Florida during April, and so far, chosen as an official selection by four national film festivals. HiddenWildFilm.com; ThePalmBeaches.com



Three local students from The Palm Beaches are featured in *Hidden Wild*.

Port Charlotte's Centennial Park Pool Hosts Regional USA Swimming Meet

Centennial Park Pool, which opened in May 2020, hosted its first USA Swimming event on February 20 with nearly 100 athletes participating in this regional meet. The venue, which features 10 long-course and 17 short-course lanes, a diving well equipped with 1-meter and 3-meter boards, extensive deck space, and a state-of-the-art video/scoreboard, is poised to host state and national level meets as well as out-of-state collegiate and club teams for their winter training sessions. PureFlorida.com



Centennial Park Pool in Port Charlotte is the newest addition to the area's high-quality, well-maintained sports venues.

Alachua County Opens New Agriculture and Equestrian Center

Alachua County hosted a ribbon cutting to celebrate the opening of the Alachua County Agriculture and Equestrian Center, a full-service event site for equestrian and agricultural activities, festivals, trade shows, concerts, banquets, and more. The facility hosts some of the highest-rated horse shows in the Southeast. Recent improvements include a renovated clubhouse and showroom, a covered arena, five barns with 216 stalls, outdoor warm-up rings, 52 RV hookups, a new announcer booth, and large event fields. VisitGainesville.com



Local government and agriculture leaders cut the ribbon at the Alachua County and Agriculture and Equestrian Center in Newberry, Florida.



Visitors Rise to Shine in St. Pete/Clearwater

Visit St. Pete/Clearwater's proactive spring visitation efforts are garnering national media attention. VSPC launched a Rise to Shine pledge, in which travelers commit to visiting safely and responsibly. By taking the pledge, travelers are entered to win the Ultimate Beach Day Getaway with more than 25,000 people committing already. VSPC also launched Sunshine Steward Street Teams to roam popular locations late February through mid-April and reward visitors who were visiting safely and responsibly with \$25 gift cards. The efforts have been showcased in local and national media. VisitStPeteClearwater.com



A happy couple with their \$25 gift card for visiting safely and responsibly in St. Pete/Clearwater

Bradenton Sarasota Area Hosts World Golf Championships Event at The Concession Golf Club

The Bradenton Sarasota Area's own The Concession Golf Club—located in Lakewood Ranch—recently served as host for the World Golf Championships-Workday Championship. The PGA TOUR event, which featured 72 of the world's top-ranked professional golfers, was carried on The Golf Channel, PGA Tour Live, and NBC Sports and broadcast in 120 countries and 800 million households worldwide, showcasing the Bradenton Sarasota Area as a premier golf destination to fans (and potential visitors) across the globe. BradentonGulfIslands.com



The Concession Golf Club in the Bradenton Sarasota Area recently hosted 72 of the world's top-ranked professional golfers for an internationally broadcasted PGA event.

Visit Tampa Bay Launches Podcast—Unlocking Tampa Bay

Hosted by four-time Emmy Award-winning broadcast journalist Sarina Fazan, Visit Tampa Bay's brand-new podcast, *Unlocking Tampa Bay*, explores the people and places that make Tampa Bay Florida's most exciting destination. On the heels of hosting Super Bowl LV, *Unlocking Tampa Bay* kicks off with a recap of the most-watched sporting event in the USA, taking listeners behind the scenes and speaking to city leaders and celebrities. Future episodes of the monthly podcast will continue to dive deeper into the treasures found in Tampa Bay. VisitTampaBay.com



Unlocking Tampa Bay kicks off with a recap of hosting Super Bowl LV in Tampa Bay.

Discover Crystal River Florida Debuts Cycling Brochure

Discover Crystal River Florida has developed a new cycling brochure showcasing for the first time some of the area's most popular biking trails, including Withlacoochee State Forest, Crystal River Preserve State Park, Potts Preserve, Flying Eagle Preserve, and Whispering Pines Park. It also features the new Depot District in Inverness, along the nationally recognized Withlacoochee State Trail. The destination is now a top cycling center with amenities for cyclists, bike shops, restaurants, and a brewery. DiscoverCrystalRiverFL.com



Cyclists enjoy one of the many biking trails in the Crystal River Florida area.



Visit Orlando Hosts Virtual Travel Show

Visit Orlando hosted the destination's first-ever live virtual travel show in partnership with its world-famous theme parks. *The WONDER Awaits You! An Orlando Virtual Travel Experience*, held March 25, gave people the opportunity to learn, plan, and save on an Orlando vacation in a fun, interactive way. The free event featured experiential main stage presentations from Walt Disney World Resort, Universal Orlando Resort, SeaWorld Orlando, and LEGOLAND Florida, as well as a virtual trade show element where consumers interacted with more than 40 destination partners.

VisitOrlando.com



Visit Orlando's virtual travel show offered show deals to consumers via live interactions with destination partners.

GMCVB Rolls Out Destination Pledge Toolkit

Introduced at the start of the pandemic, the *Greater Miami Destination Pledge* has been implemented at several tourism touchpoints, providing travelers with assurances that the highest standards for mitigation of communicable diseases are being complied with.

To assist stakeholders in adapting this pledge to their messaging, the GMCVB introduced a new logo and toolkit providing best practices to promote businesses as part of this initiative, encouraging partners to support the pledge through consumer and B2B messaging.

MiamiAndBeaches.com



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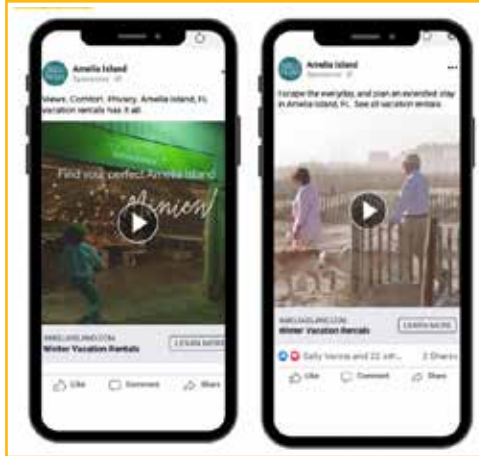
maddenmedia.com/florida/





Amelia Island CVB Receives Adrian Awards for Marketing Initiatives

The Hospitality Sales & Marketing Association International (HSMAI) recently celebrated the tourism industry at the 64th annual Adrian Awards, honoring the Amelia Island CVB with one Silver Award and two Bronze Awards. The three awards won by the AICVB were for marketing initiatives that reflect the challenging new tourism landscape, including an augmented reality portal, the Tourism Gives program, and the Moments campaign. AmeliaIsland.com



AICVB's Moments Campaign invites visitors to find their perfect Amelia Island moment.

Southern Living Picks Sanibel for April Cover

The editors of *Southern Living* magazine chose Sanibel Island as one of its 10 Best Beach Towns of 2021. And there's more—Sanibel's "natural wonders" made the cover of April's "The South's Best" double issue (UVM: 1.9 million). "It kept the heart of the South beating during some of the toughest times of 2020 and 2021," the editors wrote. The Lee County VCB's public relations team began working with the magazine in December to make this happen.

FortMyers-Sanibel.com



The April cover of *Southern Living* was taken at Sundial Beach Resort & Spa, Sanibel.

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Athletes Prepare for Olympics on the Suncoast

Sarasota County is quickly becoming an important stop on the road to Tokyo ahead of this year's Olympic Games, set to begin July 23. In addition to hosting various qualifying events, the destination will host numerous team and individual athletes for training sessions as they prepare to compete on the world stage: rowing and canoe/kayak at Nathan Benderson Park; baseball at the Miss Sarasota Softball complex; and cycling at Sarasota BMX, which includes the 8-meter start required by international racing rules. VisitSarasota.com



Olympian Kara Kohler seen rowing at Nathan Benderson Park
Photo: USRowing

Panama City Beach Hosts Select Traveler Conference

Panama City Beach was recently chosen to host the Select Traveler Conference, an exclusive event designed as a hosted buyer program with face-to-face, prescheduled appointments. More than 200 people from across the country attended the conference, with buyers comprising loyalty program directors for banks, financial institutions, alumni, and chambers of commerce nationwide who have an average of 3,000 travelers enrolled in their program. Attendees also included tour operators, CVBs, hotels, and attractions. VisitPanamaCityBeach.com



Visit Panama City Beach hosted the Select Traveler Conference at the Sheraton Panama City Beach Golf & Spa Resort, February 8 to March 3.

Martin County Arts & Culture Trails Draws Participants, Media Coverage

After announcing the launch of the Martin County Arts & Culture Trail ahead of ArtsFest 2021 in April, more than 400 people signed up for the program within the first 10 days. The campaign also generated an estimated media value of more than \$30,000 in press coverage. Following the successful launch, the Martin County Office of Tourism & Marketing extended the glass sea turtle scavenger hunt to highlight the Martin County Art in Public Places program. DiscoverMartin.com



In the weeks to come, the Martin County Arts & Culture Trail is being expanded again to include additional stops such as the Hobe Sound Mural Project and the Geoffrey C. Smith sculptures found throughout Historic Downtown Stuart.

Visit Central Florida Launches New Savings Pass

Visit Central Florida has launched a new tool to stimulate the local economy and assist visitors. The Polk Savings Pass, delivered to a mobile device for free either by email, text, or download, currently has more than 30 different offers for restaurants, shops, attractions, and accommodations. "Quite simply, the pass allows you to experience more for less," says Mark Jackson, director of Polk County Tourism and Sports Marketing. VisitCentralFlorida.org



Visitors can sign up for the Polk Savings Pass at VisitCentralFlorida.org/savings.



Orlando North's 360° Virtual Tours at Sporting Facilities

Visitors can take a tour of Orlando North's world-class sporting facilities from the comfort of their smart device! Providing a way for tournament organizers and visitors to step inside the sports facilities, without having to travel to them in person, has become even more valuable during these times of limited travel. Interactive virtual tours have not only amplified Play Orlando North's social media efforts and online presence but have offered extra confidence in the destination by delivering a visual communication experience, unmatched by static photography. DoOrlandoNorth.com



The walkthrough tour at Boombah Sports Complex

Southwest Adds New Service to Destin-Fort Walton Beach Airport

Southwest Airlines announced new service to Destin-Fort Walton Beach Airport introducing nonstop, daily flights from Dallas, Baltimore/Washington, and Chicago, and nonstop service three times daily from Nashville. This marks the entry of the airline into the market and increases the number of cities serviced by VPS to 52. Year-round flights are currently scheduled to commence May 6, with added nonstop service to Chicago beginning June 6, 2021. DestinFWB.com



Destin-Fort Walton Beach Airport welcomes Southwest as a regional carrier. Pictured left to right are Brad Hawkins, communication senior advisor, Southwest Airlines; Tracy Stage, airport director, Destin-Fort Walton Beach Airport; Steven Swan, director strategic planning and airline partnerships, Southwest Airlines; and Jennifer Adams, director, Destin-Fort Walton Beach.

Demand for Travel to Florida's Historic Coast Growing Strong

Florida's Historic Coast is springing back to life with renowned events and more this spring. In March, THE PLAYERS® Championship returned to Ponte Vedra Beach, with a 20% reduced capacity, demonstrating that today's safely distanced events can be a success. Right now demand for travel to Florida's Historic Coast is growing strong. Advance hotel bookings for the spring months have increased, driving local resorts and restaurants to hire full-time positions at an accelerated pace. FloridasHistoricCoast.com



Columbia Restaurant in St. Augustine's historic district

Visit Pensacola Ships the Pensacola Experience for PR Love

With the ongoing health crisis paired with the Pensacola Bay Bridge construction, Visit Pensacola and media have had difficulties traveling over the past year. Typically, the destination hosts more than 15 press trips per year to familiarize media with the area. With travel coming to a halt, Visit Pensacola creatively shared its "Sunshine" with 10 top media across the country, highlighting the area's uniqueness. Since shipping these moments of sunshine, the DMO has had several media follow-ups to arrange future press trips and stories. VisitPensacola.com



The Pensacola Sunshine cooler invites media to experience Pensacola in the comfort of their own homes and keeps the destination top of mind as they look forward to summer and a return to travel.



Visit Lauderdale's Stacy Ritter Recognized for Leadership

Stacy Ritter, president and CEO of Visit Lauderdale, was recently recognized by History Fort Lauderdale and featured in the museum's new photography exhibit at The Galleria as one of the Women Trailblazers: Champions of Change in Broward County. Ritter was also recognized with *South Florida Business Journal's* 2021 Influential Business Women Awards, honoring her strong leadership, performance, and innovation in the hospitality industry, and community involvement. *Sunny.org*



Stacy Ritter (center, in blue) and Visit Lauderdale at the 2020 Growth Plan Luncheon at the Greater Fort Lauderdale/Broward County Convention Center

Photo: World Red Eye

Paradise Coast Welcomes Lisa Chamberlain

Lisa Chamberlain, CMP, is the newly appointed group sales manager for Naples, Marco Island, Everglades CVB. Chamberlain joins the team at Florida's Paradise Coast with over 30 years of sales and marketing experience in the hospitality and tourism industries. In this role, Chamberlain will lead the Group Sales department at the CVB, which consistently garners recognition by top meetings industry publications and industry associations *ParadiseCoast.com*



Lisa Chamberlain



Download the report at <https://bit.ly/tourism-fl>



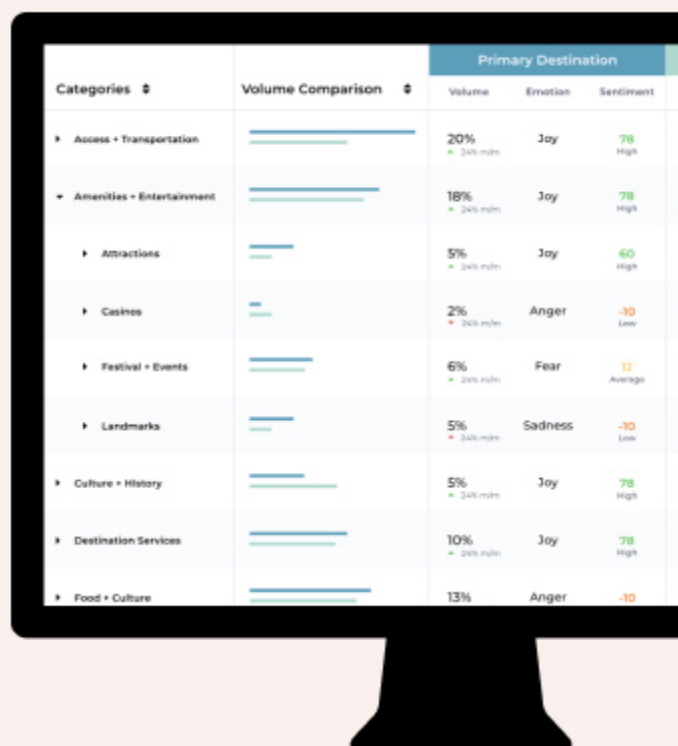
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SCHEDULE AT A GLANCE

Wednesday, May 19, 2021

10:00 AM - 1:00 PM	Board of Directors Meeting and Working Lunch
2:00 PM - 3:00 PM	Diversity & Inclusion - Forward Thinking, Forward Moving
3:00 PM - 4:00 PM	Destination Optimization - Creating Consumer Confidence to Drive Recovery
4:15 PM - 5:15 PM	Trends & Insights for Travel Industry Recovery
5:30 PM - 7:00 PM	Welcome Reception at Embassy Suites St. Augustine Beach Oceanfront Resort
7:00 PM	Dinner on own

Thursday, May 20, 2021

8:00 AM - 9:00 AM	Networking Breakfast
9:00 AM - 10:00 AM	Consumer Sentiment Drives Marketing Strategy During the Pandemic
10:00 AM - 11:00 AM	Finding a Data Unicorn to Make Your Case: Using Data to Track the Value of Events, Enlighten Your Stakeholders & Transform Your Organization
11:15 AM - 12:15 PM	Leveraging Machine Learning & Micro Conversions to Receive the Best Quality Site Traffic
12:15 PM - 1:30 PM	Networking Luncheon
1:30 PM - 2:30 PM	Brand Assessment & Developing a Brand Strategy
2:30 PM - 3:30 PM	Impactulator: Establishing the Value of a Shared Community Asset
3:45 PM - 4:45 PM	Be Our Guest: Understanding & Welcoming Underserved Traveler Groups
5:30 PM - 8:30 PM	Connect Evening Event

Sponsored by **Connect**

Friday, May 21, 2021

8:00 AM - 9:00 AM	Networking Breakfast
9:00 AM - 9:45 AM	Legislative Update with Mat Forrest
9:45 AM - 10:15 AM	Think Different! Destination Marketing, Trade Shows and Events in a Post-Coronavirus World
10:30 AM - 11:30 AM	VISIT FLORIDA & DMO Cooperative Innovations and EDA CARES Program Preview
12:00 Noon	Adjourn

VISITFLORIDA

Who Should Attend the Destinations Florida Destination Marketing Summit?

Destination Marketing Directors - Stay informed on the latest advancements in the competitive world of tourism marketing, share ideas with peers and see the newest marketing opportunities from our industry vendors.

Deputy Directors - Broaden your skills by participating in education tracks that are outside your current expertise. Gain a broader understanding of destination marketing.

Convention Sales - See your destination outside of the meeting room. Learn more about selling your destination's tourism benefits in addition to its meeting assets. Participate in discussions with convention sales professionals from around the state to learn from your peers.

Tourism - Learn the latest on packaging techniques and super-effective industry and community education strategies.

Agency Employees - Visit with your clients in a casual atmosphere and learn more about the destination marketing industry so you can serve your clients better.

5 Ways to Justify Your Destination Marketing Summit Registration

We know how it is. Tourism marketing conferences operate in a busy events scene. There is a lot of competition out there, not only in terms of events, but for your time.

Every decision of whether to come to an conference like the Destination Marketing Summit eventually boils down to "What do I expect to have gained/learned from spending my time attending this event versus taking care of my busy day-to-day routine?" In other words, you need to know right now is, what's the payoff from coming to the Destination Marketing Summit?

Here are five reasons we think attending the Destination Marketing Summit is not only worthy of your time in terms of benefits gained, but also why we think it's a different kind of event.

1. Learn new ideas and concepts, and the latest on what's working at other DMOs around the state
2. Meet from all different staff levels at both large and small DMOs, people that can help you
3. Hear very candid talks about the things that went wrong at other organizations
4. Give yourself time to listen and think, work on, not in, your business
5. Join a global community of people that care about tourism marketing

You'll learn things that will change how you market your destination from the day you return to the office.

**DESTINATIONS
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Register Now at DestinationsFlorida.org

Enclosed is your copy of Tourism Marketing Today
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INSIDE: Don't miss the Destination Marketing Summit, May 19-21, in St. Augustine!

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

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

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