

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:
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