

# ALL OF THE TRAINING YOU NEED TO ATTRACT MORE VISITORS TO YOUR DESTINATION

DESTINATIONS FLORIDA  
Destination Marketing  
Industry Summit

**April 22-24, 2020**

Embassy Suites St. Augustine Beach Resort  
St. Augustine, Florida

**A program of education designed for tourism specialties to share information and help destination marketers attract more customers to their communities.**

- Detailed education that can be applied immediately to bring more visitors to your destination
- Four tracks of education to serve many different professionals within your DMO
- Opportunity to gain insights from your peers throughout Florida on how to build better community partnerships within the industry and with organizations outside of the traditional tourism industry
- Interactive discussion with VISIT FLORIDA on the direction of the destination marketing industry.





## From the Chairman of the Board

It is my pleasure to invite you to the 2020 Destinations Florida Destination Marketing Industry Summit, this year's largest gathering of Florida destination marketing organization executives and industry suppliers.

We are lucky to live and work in the most beautiful place in the world. Seemingly, Florida can sell itself. However, we know better. As destination marketers we must compete against a lot of well-funded adversaries for visitors. This while 1.5 million Florida residents employed within the tourism industry are depending on our success.

It's never been more important for the destination marketing industry to invest in additional training for ourselves and our staff. To provide you with the knowledge and resources you need to succeed and prosper in the coming year, we have created a one-of-a-kind program.

Critical issues affecting our industry will be addressed:

- How to defend and grow your destination marketing budget
- How to leverage data during times of crisis for faster and stronger economic recovery
- How to get publicity for your destination on a shoestring budget
- The latest generational and geographical traveler trends
- The latest hotel industry trends and forecast for the US and Florida
- A complete report on the activities of the destination marketing industry, the inside details about the 2020 legislative session as well as important industry updates
- VISIT FLORIDA's plans for helping destinations bring more customers to our communities

You'll have a great opportunity to network with outstanding speakers, other tourism marketers from throughout Florida and the industry's finest sponsors. This is an event at which you and your organization will want to be represented. Destinations Florida looks forward to welcoming you to this important meeting.

Sincerely,

*Jacqueline L. Johnson*

Jacqueline L. Johnson, Chairman of the Board  
Destinations Florida

[www.DestinationsFlorida.org](http://www.DestinationsFlorida.org)  
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# SCHEDULE AT A GLANCE

## Wednesday, April 22, 2020

10:00 AM – 1:00 PM	Board of Directors Meeting and Working Lunch
2:00 PM – 3:00 PM	Exploring Traveler Trends by Generation & Geography
3:15 PM – 4:15 PM	Keeping the Home Fires Burning: Focus on Your Local Residents, Politicians and Industry Leaders
4:15 PM – 5:30 PM	Destination Marketing State of the State Report
5:30 PM – 7:00 PM	Welcome Reception at Embassy Suites St. Augustine Beach Resort
7:00 PM	Dinner on own

## Thursday, April 23, 2019

9:00 AM – 10:00 AM	Data is Your Best Friend During Crisis: How to Leverage Data During Times of Crisis for Faster and Stronger Economic Recovery	Using Instagram Stories to Stand Out to Your Visitors
10:15 AM – 11:15 AM	Introducing the Destination Performance Meeting	How to Get Instagram Influencers to Work For You
11:30 AM – 12:30 PM	US & Florida Hotel Industry Performance Trends & Forecasts	How to Get Publicity for Your Destination on A Shoestring Budget
12:30 PM – 2:00 PM	Networking Luncheon and Legislative Update with Mat Forrest	
2:00 PM – 3:00 PM	Defending and Growing your Destination Marketing Budget	Holistic Content Marketing: How to Make Advertising and Digital Work Together
3:30 PM – 4:30 PM	Advocacy in the Digital Age: How Data Insights Can Power Advocacy Efforts in 2020 & Beyond	Great Marketing Comes with Great Responsibility
5:30 PM – 8:30 PM	Connect Evening Event. Sponsored by Connect Travel	<b>Connect</b>

## Friday, April 24, 2020

9:00 AM – 9:45 AM	Update on the Future of Tourism Marketing	
9:45 AM – 10:30 AM	Why Accreditation is Important for Your Destination	
10:45 AM – 11:45 PM	How DMOs and VISIT FLORIDA Can Work Together to Bring More Customers to Our Communities	<b>VISITFLORIDA®</b>

## This meeting is made possible by the support of our Partners:

### Diamond Partners



### Platinum Partners



### Gold Partners



# Destination Marketing Industry Summit

## PROGRAM DETAILS

### WEDNESDAY, APRIL 22, 2020

#### 2:00 PM – 3:00 PM

**Exploring Traveler Trends by Generation & Geography**  
*Derek Price, Expedia Group Media Solutions*  
*Rich Basen, Discover The Palm Beaches*  
*Tamara Pigott, The Beaches of Fort Myers & Sanibel*  
*Adam Thomas, Experience Florida's Sports Coast*

Traveler motivations, behaviors and priorities vary not only by geography, but across generations. Looking at the motives and intentions behind their considerations, Baby Boomers, Gen X, Millennials and Gen Z are all unique in how they search, discover, explore and book travel. And now, there's a new group impacting and shaping the future of travel: Generation Alpha (those born 2010 and after). New custom research from Expedia Group Media Solutions examines the latest traveler trends and what influences travel decisions across generations around the world, illustrating the opportunities for destination marketers to effectively inspire, engage with and convert travelers of all ages globally. Attendees will gain deeper insight into the mindsets and motivations of travelers and, through industry case studies, learn how to turn these learnings into action and apply them to their own destination marketing strategies.

#### 3:15 PM – 4:15 PM

**Keeping the Home Fires Burning: Focus on Your Local Residents, Politicians and Industry Leaders**  
*Phillip Downs, Downs & St. Germain Research*  
*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).

#### 4:15 PM – 5:30 PM

**Destination Marketing - State of the State Report**

A complete report on the activities of your peers in the destination marketing industry throughout Florida.

### THURSDAY, APRIL 23, 2020

#### 9:00 AM – 10:00 AM

**Data is Your Best Friend During Crisis: How to Leverage Data During Times of Crisis for Faster and Stronger Economic Recovery**  
*Rudy Webb, Paradise Advertising*  
*Jack Wert, Naples, Marco Island & The Everglades*  
*Matt Clement, Arrivalist*  
*Vivian Mur, Adara*

This fascinating case study will cover the preparation, the plan and the results of the 2018 Red Tide Recovery. Crisis can never be predicted, but can be anticipated. It's important to have a response approach planned ahead of time, identify and engage your partners and stakeholders and align and affirm target KPIs (pre, during, and post). You'll learn the game plan used in this case and that resulted in an effective recovery campaign with quicker recovery efforts.

**Using Instagram Stories to Stand Out to Your Visitors**  
*Amrita Gurney, Crowdriff*

The Stories format of mobile first, visually immersive content is the fastest growing digital content format in history. Learn how to create stories that get the attention of your visitors, engages them to explore more about your destination, and click through to your local attractions, hotels, tour operators and more. This hands on session will teach you how to source visuals for your Stories; how to storyboard Stories for different personas and themes; and how to turn your stories into bookable moments for your local partners.

#### 10:15 AM – 11:15 AM

**Introducing the Destination Performance Meeting**  
*Santiago Corrada and Adam DePiro, Visit Tampa Bay*

With a wealth of quality research and data available, DMO's 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.

**How to Get Instagram Influencers to Work For You**  
*Britney Guertin, Visit Sarasota County*  
*Kate Holcomb, Daytona Beach Area Convention & Visitors Bureau*  
*Ashley Svarney, Discover the Palm Beaches*

How do you distinguish a request from a great influencer opportunity from someone fishing for a free vacation? This panel includes some of the best destination marketers in the world, who are wrestling with this same challenge. This session will be a discussion where members of the panel share their approaches and you are expected to

bring your approaches and questions. With everyone sharing ideas, lessons learned and tools, you walk out with a plan that's a great fit for your community.

### **11:30 AM – 12:30 Noon**

#### **US & Florida Hotel Industry Performance Trends & Forecasts *Bennjin Lao, STR***

Overview of US and Florida area hotel performance trends and supply pipeline. Specific attention will be paid to the 13 Florida markets and 48 Florida sub markets tracked by STR.

#### **How to Get Publicity for Your Destination on A Shoestring Budget *Christina Lenkowski, Sparrow Media***

Tight PR budget? No problem! Learn how to get publicity for your destination on a shoestring budget. According to the Destination Development Association, 82% of visitors believe a third-party opinion on a destination, whereas only 15% believe advertising... what does that mean? PR matters to the bottom line of growing your destination! Many destinations don't do any media relations as they don't have a large budget to pay for an agency, or the know-how to do it themselves. Christina will teach you the steps to successfully pitch the media, and talk about the 4 biggest mistakes she sees tourism marketers make when it comes to a media relations program... and how to overcome them. When you return back to your DMO you will know how to proactively and reactively pitch the media using free tools.

### **2:00 PM – 3:00 PM**

#### **Defending and Growing your Destination Marketing Budget *Vivian Mur and Mary Flynn, Adara***

Learn about best practices to gain buy-in for your marketing budget. See how to leverage a systematic process to quickly learn about your destinations health, act upon that insight with the correct mix of marketing programs, then quickly measure results to modify your marketing plans. This process will help you obtain the budget required to grow visitation. We will discuss the different sources of data and using data curated and powered by artificial intelligence/machine learning for result driven strategies. See how predictive intelligence is the crystal ball for strategic planning so you can choose the right tactics, media and audience to target.

#### **Holistic Content Marketing: How to Make Advertising and Digital Work Together *Tiffany Azzara, Miles Partnership* *Nick Parks, Discover The Palm Beaches***

What's more efficient than aligning your digital and advertising efforts to work cohesively? Borrowing from Miles Partnership's experience working with organizations of various sizes and budgets throughout Florida, this session covers everything from the importance of keeping your website content fresh to optimizing creative in your digital media all while staying true to your overall strategy. It includes real-life examples demonstrating how to reach your target audiences on social media, expand your partnerships to include brands and influencers, and support your in-market partners and advertisers.

### **3:30 PM – 4:30 PM**

#### **Advocacy in the Digital Age: How Data Insights Can Power Advocacy Efforts in 2020 & Beyond *Matt Clement, Arrivalist* *Ty Marion, Experience Kissimmee***

Big Data has been a buzzword for over a decade in marketing circles. Now new sources of intelligence, including GPS location data, are becoming important tools for tourism advocacy. Join this review of case studies and examples of how destinations are utilizing location intelligence to boost advocacy efforts including sustainable tourism, destination development, air service development, local vs. non-local visitation and more.

#### **Great Marketing Comes with Great Responsibility *Dan Janes, Madden Media***

What does being responsible in your marketing efforts actually mean? There are layers to being trustworthy and conscientious marketers in the travel industry. From over-tourism to environmentally responsible publications, there are many ways your organization can take socially responsible leadership. This includes privacy-centered promotion, inclusive representation in creative and personalized content, and ensuring your agency is actively working to develop long-term growth from the resources they're trusted. During this presentation we'll talk about what KPIs you should be expecting, share great examples, and discuss how to increase your responsible marketing across all channels. Objectives: Define the different aspects of responsible marketing; Understand environmental impacts to your marketing; and Privacy considerations in the age of GDPR and CCPA.

## **FRIDAY, APRIL 24, 2020**

### **9:00 AM – 9:45 AM**

#### **Update on the Future of Tourism Marketing *Will Seccombe, Connect Travel & Connect Marketing***

Will will give you a brief history of destination marketing and how DMO's can remain relevant in the age of artificial intelligence, voice search, hyper-personalization, autonomous vehicles and biometrics.

### **9:45 AM – 10:30 AM**

#### **Why Accreditation Important for Your Destination *Jack Wert, Naples, Marco Island, Everglades CVB***

Jack will explain how the DI Accreditation Program can help your DMO continuously improve and give you the competitive edge over other destinations in other states and countries. You will review the checklist of readiness and discuss some of the more challenging standards such as strategic plans, bylaws, annual audits, crisis communications plans, and sustainable tourism initiatives.

### **10:45 AM – 11:45 AM**

#### **How DMOs and VISIT FLORIDA Can Work Together to Bring More Customers to Our Communities**

Get a revealing look into what's working to bring in visitors on a statewide basis. This session will give you ideas to promote your own DMO as well as insight into programs you may want to participate in with VISIT FLORIDA.

## 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, vs. 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.

The Embassy Suites St. Augustine Beach Resort is offering special rates for Destinations Florida meeting participants, at \$199.00 per night for the nights of April 21-23, 2020. Call the resort directly at (904) 461-9004 and mention the Destinations Florida to receive the reduced rate. Reservations must be made by Tuesday, March 31, 2020. Be sure to make your reservation as soon as possible because the room block will sell out!.

**Embassy Suites St. Augustine Beach Resort**  
**300 A1A Beach Blvd.**  
**St. Augustine, FL 32080**  
**(904) 461-9004**

## 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. Please note the attendance policy on page 5.



# Destination Marketing Summit REGISTRATION FORM

## Four Easy Ways to Register:

### Online:

www.DestinationsFlorida.org  
(with Visa/MC/Amex)

### Mail:

Destinations Florida  
1400 Village Sq. Blvd., Suite 3-250  
Tallahassee, FL 32312

### Phone:

(850) 222-6000  
(with Visa/MC/Amex)

### FAX:

(850) 222-6002  
(with Visa/MC/Amex)

## Advance Discounted Registration

(on or before April 15, 2020)

### DMO Member

First Registrant from Organization .....\$295

Each Additional Registrant

(From Same Organization) .....\$245

## Regular Registration

(after April 15, 2020)

### DMO Member

First Registrant From Organization .....\$495

Each Additional Registrant

(From Same Organization) .....\$445

## Use one form for up to six registrants from the same organization - Please print!

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ / \_\_\_\_\_ E-mail \_\_\_\_\_

Please **circle** the correct amount for each registrant and write his/her name on the line provided.

Members and regular registration includes all seminars, lunch, receptions, and dinner.

	DMO Member Registration	Total Amount
#1 _____	\$295	\$ _____
#2 _____	\$245	\$ _____
#3 _____	\$245	\$ _____
#4 _____	\$245	\$ _____
#5 _____	\$245	\$ _____
#6 _____	\$245	\$ _____
<b>Grand Total</b>		<b>\$ _____</b>

Method of Payment: ☐ Check (payable to **Destinations Florida**) ☐ Visa ☐ MasterCard ☐ Amex

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Sec.Code \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

**Cancellation Policy:** A refund of your registration fee will be made, minus a \$25 cancellation fee, if cancellation is received in writing by April 15, 2020.

Alternates are encouraged to attend for any pre-registrant who is unable to attend. For our compliance with the Americans with Disabilities Act, please contact our office if you need any special accommodations. A minimum of seven days notice is required.

### Destination Marketing Summit ATTENDANCE POLICY – AGENCY REPRESENTATIVES

The Destinations Florida Destination Marketing Summit is the annual learning exchange for tourism destination marketing professionals within Florida. It offers employees of Florida's destination marketing organizations a unique opportunity to learn, share information and network in a sales-free environment.

Recognizing the important role that account representatives at contracted agencies play as "extensions of staff," the Destinations Florida has instituted a policy to allow those individuals to attend the Summit as delegates to learn about critical issues and trends and engage in discussions that will help them better serve their client.

Those firms that serve multiple destination marketer clients, and for whom the Summit would primarily be a sales opportunity, are encouraged to participate as an exhibitor.

The designated account representative for contracted advertising, public relations, eMarketing, etc., agencies may attend the Destinations Florida Destination Marketing Summit as a delegate ONLY if invited and officially endorsed by a Destinations Florida member under the following conditions:

1. The account representative clearly understands the attendance policy and agrees not to solicit business from other members.

2. The account representative is invited in writing to attend by an Destinations Florida member. As such, a copy of the communication should be sent by the client to Destinations Florida.

3. No more than **two** such attendees may be invited by any member. The two attendees may be from the same firm or different firms at the discretion of the member as long as they meet the above criteria.

4. All contracted account representatives will have name badges that indicate they are a representative of the member that invited them to attend.

5. The member is responsible for assuring that their account representative abides by this policy.

6. The account representative is not eligible to attend the Summit if no one from the member DMO is attending.

Any exceptions to these rules will require the approval of the Destinations Florida Executive Committees.



1400 Village Sq. Blvd.,  
Suite 3-250  
Tallahassee, FL 32312

A sailboat with a multi-colored sail (yellow, red, green, black, yellow, red, green) is sailing on a body of water. In the background, there are sand dunes and some vegetation under a blue sky with light clouds. The image is framed by light blue wavy borders at the top and bottom.

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