

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
- · Education sessions that 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.





It is my pleasure to invite you to the 2021 Destinations Florida Destination Marketing 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 for visitors against a lot of well-funded adversaries. Florida residents employed within the tourism industry are depending on our success.

It has 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-ofa-kind program.

Critical issues affecting our industry will be addressed:

- Trends & Insights for Travel Industry Recovery
- Diversity & Inclusion Forward Thinking, Forward Moving
- Destination Optimization Creating Consumer Confidence to Drive Recovery
- Establishing the Value of a Shared Community Asset
- Using Data to Track the Value of Events, Enlighten Your Stakeholders & Transform
- Leveraging Machine Learning & Micro Conversions to Receive the Best Quality
- Understanding & Welcoming Underserved Traveler Groups
- 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. You and your organization will want to be represented at this event. Destinations Florida looks forward to welcoming you to this important meeting.

Sincerely,

Eldam Thomas

Chairman of the Board **Destinations Florida** 

www.DestinationsFlorida.org

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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

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

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

**Diamond Partners** 





# **Destination Marketing Summit PROGRAM DETAILS**

### **WEDNESDAY, MAY 19, 2021**

### 2:00 PM - 3:00 PM

### **Diversity & Inclusion - Forward Thinking, Forward Moving**Santiago Corrada and Patrick Harrison, Visit Tampa Bay

Suddenly everyone is unveiling multicultural programs that they should have been working with for years. Impactful diversity and inclusion programs require a balance of bold initiatives and sweating the details. But we tend to only hear about the big ones and not so much about the day-to-day efforts. So, instead of seeing diversity and inclusion as all or nothing, you should build momentum by tackling ongoing initiatives. Visit Tampa Bay is continually moving forward, promoting change, and constantly improving our D&I efforts. We have always embraced our different leadership backgrounds, cultures, experiences, and ways of thinking. Join us as we share our top down approach to inclusion and diversity marketing.

#### 3:00 PM - 4:00 PM

### **Destination Optimization - Creating Consumer Confidence** to Drive Recovery

#### **Nate Huff, Miles Partnership**

While everyone evaluates, debates and wrings their hands over when the right time is to "turn back on" advertising campaigns, many destinations are forgetting that creating demand is only half the battle on the road to recovery. In a COVID-19 travel environment, instilling consumer confidence that your destination is open, safe and ready to welcome visitors is more essential than ever in order to move cautious travelers from desire to action. That means going beyond paid, earned and owned media and truly bridging the gap between destination marketing and destination management. In this session we'll examine why destinations need to shift their mindset to Destination Optimization and look at how several destinations are meeting consumers where they are to create confidence and are empowering their local businesses to be part of – and benefit from – an accelerated recovery.

#### 4:15 PM - 5:15 PM

### **Trends & Insights for Travel Industry Recovery Derek Price, Expedia Group Media Solutions**

As the travel industry continues towards recovery, the best way to navigate the path forward is to stay ahead of shifting consumer behaviors and trends and identify opportunities to reach customers once they are ready to travel again. Custom research from Expedia Group Media Solutions and Expedia Group first party data explores the latest travel trends, key considerations shaping future travel decisions, and traveler motivations across generations, providing destination marketers with the necessary information to effectively inspire and engage travelers. Through data and actionable insights, attendees will gain deeper knowledge into the changing mindsets and expectations of travelers and, through industry case studies, learn how to apply these learnings to inform their destination marketing strategies and reconnect with travelers as they begin researching, planning and booking again.

### **THURSDAY, MAY 20, 2021**

### 9:00 AM - 10:00 AM

### **Consumer Sentiment Drives Marketing Strategy During** the Pandemic

Tamara Pigott, The Beaches of Fort Myers & Sanibel Peter Cranis, Space Coast Office of Tourism Phillip Downs and Joseph St. Germain, Downs & St. Germain Research

Lee County TDC and the Space Coast Office of Tourism began tracking consumer sentiment in April 2020, shortly after COVID-19 changed all of our lives. Unlike national consumer sentiment surveys, Lee and Brevard counties' surveys are based on consumers in key origin markets. Results of consumer sentiment surveys have driven marketing strategy for both DMOs. This session will highlight specific marketing decisions impacted by tailored consumer sentiment surveys. Attendees who have already developed marketing strategies based on consumer sentiment can compare their approaches to the one we present. Attendees who have not, will learn how to do so.

#### 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 and Transform Your Organization

**Rob Price, Visit Lake** Katie Cook, Zartico

DMOs are inundated with data. While data can provide insights and information on what has happened, it does not always provide a holistic view of what to do next. This session will tell the story of how Lake County will use several data streams to track the value of their local events, provide valuable visitor and resident insights to stakeholders and determine future staffing needs in the DMO. Attendees will learn how the County plans to improve the experience for the visitor, better the lives of fellow residents and create new jobs within the organization.

### 11:15 AM - 12:15 PM

### Leveraging Machine Learning & Micro Conversions to Receive the Best Quality Site Traffic

### Brett Gordon and Hannah Chute, Madden Media

This may not be the flashiest topic of the day, but it certainly is an important one. You may think you know all there is to know about your tried and true paid search efforts, but there is more for you to learn. In this presentation we look at how new technologies like machine learning and micro conversions can improve your site traffic and fuel your display efforts. We will show strategies for A/B testing using top converting keywords, how to use audience targeting observation tactics, and more. We all know search engine marketing is the foundation of any organization's digital marketing and it is time you give it the attention it deserves as you build out your marketing strategies.



### Duane Knapp, BrandStrategy Jorge Pesquera, Discover The Palm Beaches

BrandStrategy, Inc. has created a comprehensive Destination BrandScience workplan that was developed and implemented with Discover The Palm Beaches to evaluate, perfect and guide successful advertising and promotional campaigns before they are implemented. It includes a Destination Brand Psyche analysis and guide for destinations to evaluate proposed communications and marketing advertising campaigns to assess relevancy for travelers and residents. A person's psyche is comprised of conscious and unconscious feelings related to their soul or spirit. The destination Brand Psyche is a destination's brand spirit and soul. It reflects how a brand is perceived in the hearts and minds of its representatives, guests and influencers. A brand's psyche is the foundation for creating a perceptual map to create a destination brand's future strategy.

#### 2:30 PM - 3:30 PM

### Impactulator: Establishing the Value of a Shared Community Asset

### Jason Holic, Experience Kissimmee

It's widely accepted that fire departments keep us safe, schools keep our future secure, and parks keep us healthy. But what is widely accepted about your DMO? It should be known that DMOs keep communities working, but until now, that's been hard to prove. In this session, you'll see how a new tool from Experience Kissimmee solves the long-standing problem of not only calculating the ROI of your DMO, but also communicating the value in a way that residents, politicians, and associations can understand and appreciate. And that can help secure your funding so your DMO can continue attracting visitors to your destination well into the future.

### 3:45 PM - 4:45 PM

### Be Our Guest: Understanding & Welcoming Underserved Traveler Groups

### Carol Johnson, Tripadvisor

Among the travel industry challenges achieving attention in 2020 were the needs of underserved audiences starting with Black and BIPOC Travelers and extending to LatinX and LGBT. In this session, Tripadvisor will share groundbreaking research from its joint study with the Black Travel Alliance, National Coalition of Black Meeting Planners, National Association of Black Hotel Owners, Operators, and Developers, and MMCY Global along with its own, internal research. Participants will learn how Florida is faring in meeting Black traveler needs relative to other states and what destinations can do in the short- and long-term to address the needs of Black travelers.

### FRIDAY, MAY 21, 2021

### 9:00 AM - 9:45 AM

#### **Legislative Update with Mat Forrest**

Mat will provide you with a recap of the 2021 legislative session and what to expect going forward.

#### 9:45 AM - 10:15 AM

### Think Different! Destination Marketing, Trade Shows and Events in a Post-Coronavirus World

#### Will Seccombe, Connect

DMOs have done amazing work to benefit their communities for years and these challenging times provide a huge opportunity for you to think different, re-invent yourself and position your organization and community to thrive as well as move forward with safe trade shows and events amid the pandemic.

### 10:30 AM - 11:30 AM

### VISIT FLORIDA & DMO Cooperative Innovations and EDA CARES Program Preview

### Jen Carlisle and Brenna Dacks, VISIT FLORIDA

Hear from Discover the Palm Beaches, Visit Sarasota and Visit St. Pete/Clearwater about innovative and collaborative programs and partnerships between their DMOs and VISIT FLORIDA. From episodic video to "co-op"ing the co-op" you will learn about out-of-the-box ways these destinations entered the market. After sharing these unique programs, VISIT FLORIDA will provide a first look at the new EDA CARES Program exclusively available to DMOs.

### 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.

## **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.

- Learn new ideas and concepts, and the latest on what's working at other DMOs around the state
- 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.

### **Safety and Cleanliness Plan**

We want you to know unequivocally that your health and wellness is our No. 1 priority. Throughout the planning process and onsite, we are working with the St. Augustine Beach Oceanfront Resort to provide a healthy environment where you can focus on maximizing your attendance while we concentrate on keeping you safe.

### Here's a high-level overview of our safety and cleanliness plan:

- · Masks will be required
- · Hand sanitizer and disinfecting wipes will be distributed
- · Education will be spaced for social distancing
- · F&B will be pre-packaged or served by a gloved attendant
- · Outdoor dining will be implemented whenever possible



The Embassy Suites St. Augustine Beach Oceanfront Resort is offering special rates for Destinations Florida meeting participants, at \$199.00 per night. Call the resort directly at (904) 461-9004 and mention the Destinations Florida group code: DES to receive the reduced rate. Reservations must be made by Tuesday, April 27, 2021. Be sure to make your reservation as soon as possible because the room block will sell out!

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







# **Destination Marketing Summit REGISTRATION FORM**

### **Four Easy Ways to Register:**

Online:

www.Destinations Florida.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 May 12, 2021)	MO Member	Regular Ro (after May 12, 20	egistration 21)	DMO Member	
First Registrant from Organization	\$295	First Registrant From Organization\$495			
Each Additional Registrant		Each Additional Registrant			
(From Same Organization)	\$245	(From Same Organization)\$4			
Use one form for up to six registi	rants from th	ne same oi	ganization - Ple	ease print!	
Organization					
Address					
City					
Phone /	E-mail				
			DMO Member Registration	Total Amount	
			Registration		
#1			\$295	\$	
#2			\$245	\$	
#3			\$245	\$	
#4			\$245	\$	
#5			\$245	\$	
#6			\$245	\$	
			<b>Grand Total</b>	\$	
Method of Payment: ☐ Check (payable t	o <b>Destinations</b>	Florida) 🗆 🗸	′isa □ MasterCard	I □ Amex	
Card #		Exp. Date	Se	c.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

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 fourism 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:

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



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