



ANNUAL MEETING OCTOBER 14-16, 2026

Hutchinson Shores Resort

3793 NE Ocean Blvd., Jensen Beach, FL 34957

Annual Meeting

Wednesday, October 14, 2026

2:00 p.m. – 5:00 p.m. Board of Directors Meeting

4:00 p.m. – 6:30 p.m. Registration Desk Open

5:30 p.m. – 6:30 p.m. Welcome Reception



Thursday, October 15, 2026

8:00 a.m. Registration Desk Open

8:00 a.m. – 9:00 a.m. Networking Breakfast

9:00 a.m. – 10:30 a.m. Florida Destination Marketing Industry State of the State Report

10:30 a.m. – 11:00 a.m. Networking Break

11:00 a.m. – 12:00 noon Expand Your Spheres of Influence: Leveraging Chamber of Commerce Partnerships for Broader Buy-In

12:00 noon – 1:30 p.m. Networking Luncheon

1:30 p.m. – 2:30 p.m. Beyond Tourism: How DMOs Strengthen the Workforce Pipeline

2:30 p.m. – 3:00 p.m. Networking Break

3:00 p.m. – 4:00 p.m. Three Essentials That Every Transformative Leader Knows

5:30 p.m. – 8:30 p.m. Miles Evening Event



Friday, October 16, 2026

8:00 a.m. – 9:00 a.m. Networking Breakfast

9:00 a.m. – 10:00 a.m. Destinations Florida Annual Business Meeting
Legislative Update with Mat Forrest

10:30 a.m. – 11:30 a.m. VISIT FLORIDA Marketing Update

VISIT **FLORIDA**

12:00 noon Adjourn

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PARTNERSHIP

The support from the following partners makes our meetings possible:

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Educational Programming

THURSDAY, OCTOBER 15, 2026

Florida Destination Marketing Industry State-of-the-State Report

Hear from your peers throughout the Florida DMO industry about what's happening within their community, what's working, and what they have planned next.

Expand Your Spheres of Influence: Leveraging Chamber of Commerce Partnerships for Broader Buy-In

Hunter Carpenter, Visit Sarasota County



Discover how destination organizations can leverage robust, reciprocal partnerships with local Chambers of Commerce to expand influence, strengthen community alignment, and drive visitor demand. This session will unpack a collaborative model that unites economic development and destination marketing – connecting DMOs directly with residents, businesses, and regional leaders through visitor-information distribution, brick-and-mortar or kiosk-based visitor services, event sponsorships, shared advocacy, and integrated marketing initiatives. Using Visit Sarasota County's six-Chamber partnership framework as an example, attendees will learn how to build mutually beneficial agreements that amplify destination-wide storytelling, elevate local business engagement, and ensure community (and legislative) support for tourism priorities.

Beyond Tourism: How DMOs Strengthen the Workforce Pipeline

Santiago C. Corrada, Visit Tampa Bay



This session highlights how DMOs are becoming key partners in workforce development for the hospitality and association sectors. Visit Tampa Bay works with schools, universities and community programs to introduce students to careers in tourism and meetings. Early engagement, volunteer opportunities and real-world experiences help build future talent. The session also includes examples from other destinations showing how DMOs connect stakeholders and support long-term workforce needs.

Three Essentials That Every Transformative Leader Knows

Mike Robertson, MediaOne North America



Certain leaders change the way people think, live, and ultimately work. From Steve Jobs launching the iPhone to Henry Ford with the Model T, these Transformative leaders left a legacy that changed the world around them. Come learn the three essentials from their lives and others like them that can and will improve our leadership today.

FRIDAY, OCTOBER 16, 2026

Inside the Capitol: Lessons from 2026 and What It Means for 2027

Mat Forrest, Ballard Partners



Mat will give you a complete report on the activities of the destination marketing industry. Get an insider's look into the key races throughout Florida that will impact the Florida Legislature and the upcoming 2027 Legislative Session, as well as important industry updates and what they could mean for the tourism industry and your community.

VISIT FLORIDA Marketing Update



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.



MEETING LOCATION:

Hutchinson Shores Resort

3793 NE Ocean Blvd.
Jensen Beach, FL 34957
(772) 334-1950

HOTEL ACCOMMODATIONS:

The Hutchinson Shores Resort is offering a special rate for Destinations Florida Annual Meeting at \$209 per night for Sunset/Pool View rooms, and Ocean-front rooms beginning at \$259 per night. You may make your reservation online using this link: <https://bit.ly/DF26Annual> or call: (877) 502-4653 and mention the group name, Destinations Florida Annual Meeting. **Important: Reservations must be made by Tuesday, September 22, 2026.** Please make your reservation as soon as possible to guarantee availability.

2026 Destinations Florida Annual Meeting Registration Form – October 14-16, 2026

Use one form for up to four registrants from the same organization – Please print!

Registration Contact Name: _____

Organization: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Email: _____

Please **circle** the correct amount for each registrant and write their name and email address on the line provided. Registration includes all seminars, breakfast, lunch, reception, and dinner.

	DMO MEMBER Registration	After Oct 7th add	Total Amount
#1 Name: _____ Email: _____	\$245	\$100	_____
#2 Name: _____ Email: _____	\$195	\$100	_____
#3 Name: _____ Email: _____	\$195	\$100	_____
#4 Name: _____ Email: _____	\$195	\$100	_____
Grand Total: _____			

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 processing fee, if cancellation is received in writing seven days prior to the date of the event. 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.*

Four Easy Ways to Register

Online: DestinationsFlorida.org	Mail: Destinations Florida 1400 Village Sq. Blvd., Suite 3-250 Tallahassee, FL 32312	Email: Suzanne@ DestinationsFlorida.org	Phone: 850/222-6000 (with Visa/MC/Amex)
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