

TourismMarketing Today

The Official Newsletter of Destinations Florida | www.DestinationsFlorida.org | May 2022



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HSMAI Adrian Awards Recognize Excellence *Florida DMOs Claim 30 Adrians, Including Inaugural President's Award*

The Hospitality Sales & Marketing Association International (HSMAI) presented the 2021 Adrian Awards on March 30, 2022, at The Boca Raton. In addition to the traditional awards categories, Adrians were awarded in four focus categories related to recovery. New this year, the President's Award was given to the top entry in each of the focus categories—and our own Naples, Marco Island, Everglades CVB won one of the inaugural President's Awards for its Only Paradise Will Do recovery campaign. Congratulations to all of our Florida DMO award winners!



An aerial view of a Marco Island beach showcases an element of the Naples, Marco Island, Everglades CVB's Only Paradise Will Do recovery campaign, the top entry in the Recovery Campaign Evolution category, winning the President's Award in the HSMAI Adrian Awards.

Advertising – Consumer/Group Sales/Travel Trade

BRONZE: Naples, Marco Island, Everglades CVB

ENTRY: Only Paradise Will Do Campaign

BRONZE: Visit Tampa Bay

ENTRY: Unlock Your Inner Pirate

Advertising – Television, Consumer

BRONZE: Naples, Marco Island, Everglades CVB

ENTRY: Only Paradise Will Do TV Commercial

HSMAI ADRIAN AWARDS... continues on pg. 5

Increase Your Positive Impact

by Robert Skrob, CAE



Final preparations have been made around the state to celebrate National Travel and

Tourism Week, May 1-7.

Consider how you can use your events to further communicate the value of tourism marketing to your state and local elected officials.

Have your industry leaders invited your state House and Senate members to participate?

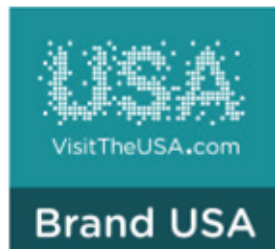
POSITIVE IMPACT... continues on pg. 3

Support from our partners makes Destinations Florida's industry & legislative representation possible.

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PLATINUM PARTNERS



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NET CONVERSION



SILVER PARTNERS



HAPPY Birthday

Tamara Pigott
May 12

Adam Thomas
May 22

Elliott Falcione
May 25

DESTINATIONS FLORIDA TourismMarketing Today

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Member Database

On the Cover

Canoers enjoy a peaceful afternoon outdoors surrounded by the natural beauty of Jackson County, Florida. Jackson County provides unlimited opportunities for outside adventures, from camping and hiking to paddleboarding and canoeing—the question isn't which one to choose, it's which one to do first!

Are you encouraging your tourism industry members to get involved with their elected officials during the event?

Do you have resources to educate your industry members and elected officials on the value of tourism marketing within your community?

Destinations Florida has several resources to help you communicate the value of tourism marketing within your community, including:

- Videos of tourism leaders explaining the value of local and state tourism promotion (can be played before or during your events)
- REPORT: Destination Promotions: Empowering Florida's Growth (print and put a couple of these at each table, a complete course on the value of tourism marketing)

- Value of Tourism webpage (consider promoting as an event sponsor)
- Destinations Florida Legislative Toolkit (a huge resource of materials to use year round)

Please reach out to Jennifer Fennell (jennifer@coremessage.com) at Core Message for these resources.

Thank you for all the hard work you do for your community every day. I can't wait to see you at the Destination Marketing Summit later this month.



NOW ACCEPTING DONATIONS FOR THE 2022 Dave Warren Silent Auction



Several years ago Destinations Florida created the Dave Warren Scholarship Program in our continuing efforts to improve awareness about destination marketing. Named for Dave Warren, a destination marketing pioneer, this program awards scholarships to hospitality students and tourism professionals who want to advance their knowledge of the tourism industry.

To raise funds for the Dave Warren Scholarship, we are requesting donations from Destinations Florida members to the Silent Auction that will be held during the Destination Marketing Industry Summit. Contributions of all kinds will be gladly accepted, such as weekend packages in your destination or gift baskets with items that showcase your unique location. Media agencies often contribute ad space in their publications for our DMOs to bid on. Our past auctions have raised over \$52,000 for this fund.

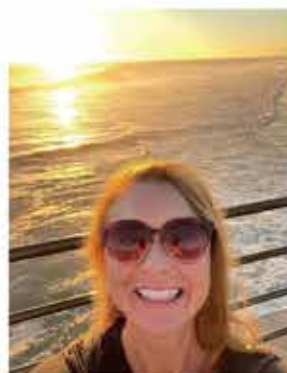
All Marketing Summit attendees are invited to bid to win exciting destination getaways, valuable ad space, and other great prizes.

Donations Deadline: Friday, May 20, 2022

DestinationsFlorida.org/22SilentAuction

WE ARE A PRETTY AWESOME
TEAM OF PEOPLE

OBSESSIVE?
MAYBE.



WORTH IT?
DEFINITELY.



Hi, I'm DANAH!
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So they choose you, out of *thousands* of choices.

You know how amazing you are, it's time everyone else does too!



THIS IS
SECRET
AGENT
LEVEL INFO
HERE

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Corporate Social Responsibility

GOLD: [Amelia Island CVB](#)

ENTRY: Island Perks on Amelia Island

Digital Marketing – Integrated Market Campaign for Consumers (B2C)

GOLD: [Florida's Space Coast](#)

ENTRY: Florida's Space Coast Spring/Summer 2021 Campaign

BRONZE: [The Beaches of Fort Myers and Sanibel](#)

ENTRY: NYT Custom Content: The Sounds of Nature Multigenerational Campaign

BRONZE: [Visit St. Pete/Clearwater](#)

ENTRY: Atlas Obscura Brand Alliance

Digital Marketing – Multimedia (Video, Animation) Series

SILVER: [Bradenton Area CVB](#)

ENTRY: Love It Like a Local

BRONZE: [Visit Tampa Bay](#)

ENTRY: On the Horizon Video Series

Digital Marketing – Social Media Campaign

GOLD: [Amelia Island CVB](#)

ENTRY: Amelia Island "Moments" Social

Digital Marketing – Social Media/Social Networking

BRONZE: [Visit Tampa Bay](#)

ENTRY: Champa Bay Social Media Banter

Digital Marketing – Video

SILVER: [Visit Tampa Bay](#)

ENTRY: Accessible Travel Video

BRONZE: [Visit Tampa Bay](#)

ENTRY: Unlock Your Inner Pirate Video

Digital Marketing – Website

BRONZE: [The Beaches of Fort Myers and Sanibel](#)

ENTRY: Cooperative Advertising Program Website Portal

Diversity Marketing – Integrated Campaign

SILVER: [Visit Tampa Bay](#)

ENTRY: The Many Layers of Tampa

Integrated Marketing Campaign

BRONZE: [Visit St. Pete/Clearwater](#)

ENTRY: Life's Rewards Season 2

BRONZE: [Visit Tampa Bay](#)

ENTRY: Bay Crafted

Public Relations – Feature Placement Online, Trade Media

BRONZE: [Discover The Palm Beaches](#)

ENTRY: Discover The Palm Beaches Hybrid Event With PCMA Convening Leaders

Public Relations – Feature Placement Print, Consumer Magazine or Newspaper

GOLD: [Discover The Palm Beaches](#)

ENTRY: Coastal Living – Mizner & Me

GOLD: [The Beaches of Fort Myers and Sanibel](#)

ENTRY: Sanibel Island Shines on Southern Living's "The South's Best" Issue With Cover Feature and Placement

BRONZE: [Visit Tampa Bay](#)

ENTRY: Hemisphere's Magazine Feature

Public Relations – Influencer Marketing

BRONZE: [Amelia Island CVB](#)

ENTRY: Amelia Island, Cabana Life Brand & Influencer Ambassador Collaboration

Public Relations – Marketing Program, Consumer

BRONZE: [Bradenton Area CVB](#)

ENTRY: Love It Like a Local

Public Relations – Special Event

SILVER: [Visit St. Pete/Clearwater](#)

ENTRY: Visit St. Pete/Clearwater Makes a Splash at Super Bowl LV

SILVER: [Visit Lauderdale](#)

ENTRY: Brand Reveal Event

BRONZE: [Amelia Island CVB](#)

ENTRY: Dickens on Centre, a Victorian Christmas Festival Reimagined

BRONZE: [Visit Tampa Bay](#)

ENTRY: The PR Playbook for Hosting a Super Bowl During a Pandemic

Recovery Marketing

BRONZE: [Visit Orlando](#)

ENTRY: The Wonder Remains Recovery Campaign

Recovery Campaign Evolution

GOLD & PRESIDENT'S AWARD: [Naples, Marco Island, Everglades CVB](#)

ENTRY: Only Paradise Will Do Recovery Campaign

BRONZE: [The Beaches of Fort Myers and Sanibel](#)

ENTRY: Fort Myers and Sanibel Recovery Evolution

WE INSPIRE TRAVEL

Miles Partnership markets destinations and hospitality businesses by creating innovative digital and print content marketing solutions.



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TDT: Third and Fourth “Pennies”

by Steven M. Hogan

Destinations Florida has published a white paper describing various aspects of the Tourist Development Tax. One portion of the white paper describes the “pennies” that make up the TDT rate imposed by each county. Here is a link to the white paper: [EmpoweringFloridasGrowth.com](https://empoweringfloridasgrowth.com)

Each penny represents 1% of the TDT that can be imposed under section 125.0104, Florida Statutes (the TDT statute). We have gotten various questions about these pennies, so in this and the next few Legal Tips articles we will take a closer look at these tiers.

In our article last month, we discussed the first and second pennies that can be imposed under the TDT statute. Now we will look at the third and fourth pennies.

The third penny can be imposed under section 125.0104(3)(d). It can either be imposed by referendum (like the first two pennies) or by the “extraordinary vote of the governing board.” The third penny can be imposed only if the first and second pennies have been in effect for three years. The third penny can be used for

the purposes set forth in section 125.0104(5), with some limitations on its use for debt service or refinancing.

We have written before about what an “extraordinary vote” might mean under the TDT statute (see our February 2022 article here: bitly.com/tmt-feb22). This term, which is somewhat vague, is best understood as something *more* than a simple majority.

The vagueness of the term *extraordinary vote* is highlighted by how the TDT statute describes the fourth penny, which can be imposed under section 125.0104(3)(l). This fourth penny can be imposed through a “majority vote of the governing board of the county,” which is clear enough. Because different words in a statute cannot normally be read to mean the same thing, an extraordinary vote must mean something more than a majority vote—or at least that is how we read it.

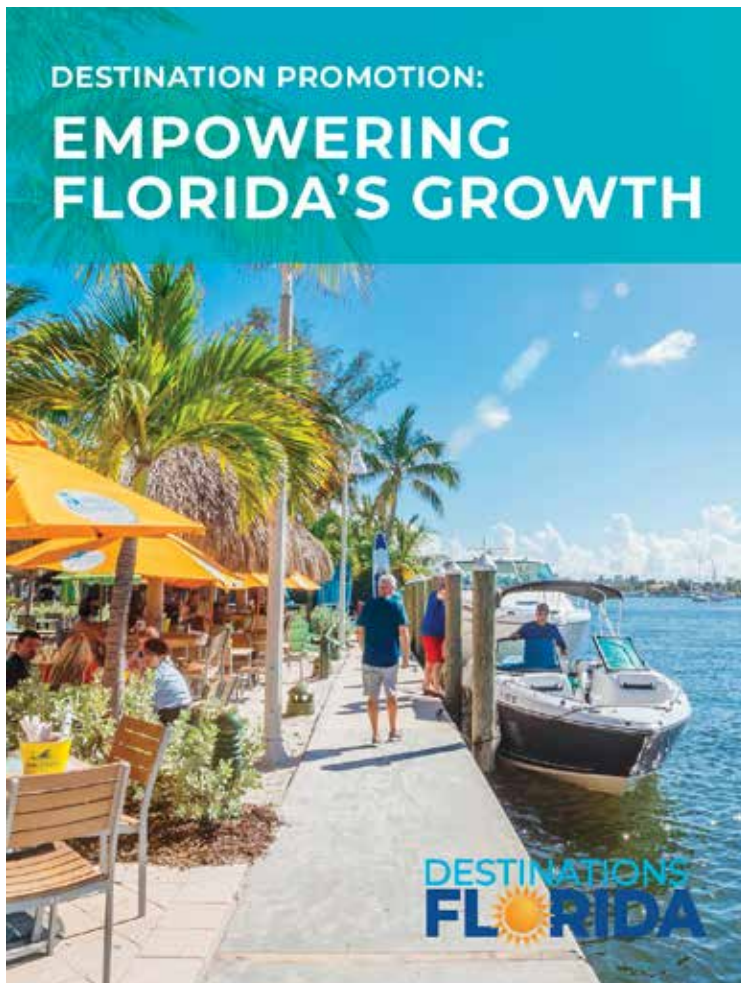
The fourth penny can be used for the unique purposes set forth in section 125.0104(3)(l). These include promoting and advertising tourism; paying debt service on bonds to finance or refinance professional sports facilities or spring training facilities; paying debt service on bonds to finance construction or renovation of a convention center (including planning or design costs); and paying for the maintenance costs for a convention center for 10 years.

This article is a high-level overview of the issues. As always, legal counsel should be sought on specific questions impacting your county.

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.



Steven M. Hogan



The Atlanta
Journal-Constitution

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The Wonder Remains Campaign Wins Bronze Adrian Award

Visit Orlando's yearlong marketing campaign, The Wonder Remains, received a Bronze Adrian Award from HSMIA in the Recovery Campaign category. These awards, which recognize travel marketing excellence, showcased the great work done by hotels, destinations, and their agency partners to get the country moving again in 2021. Visit Orlando's campaign generated nearly 5 billion global impressions and over \$200 million in visitor spending to support Orlando's ongoing recovery—an 8:1 return on ad spend. [VisitOrlando.com](https://www.visitorlando.com)



Visit Orlando's award-winning The Wonder Remains marketing campaign

Space Coast Office of Tourism Brings Home Gold in the Adrian Awards

The Space Coast Office of Tourism is proud to announce its Spring/Summer 2021 campaign has won another award. The campaign recently won a Gold Adrian Award from HSMIA for Outstanding Travel Marketing. The imagery for the campaign highlighted local icons and activities and compared them to similar looking space industry imagery, like a fishing pole and the Canada Arm, or the trail behind a surfboard and the trail behind a rocket. [VisitSpaceCoast.com](https://www.visitSpaceCoast.com)



An example of one of the Facebook Ad carousel graphics from the Space Coast Office of Tourism's award-winning Spring/Summer 2021 campaign

Amelia Island CVB Wins Four Adrians, Three ADDYs

The Amelia Island CVB won four awards, including two Gold, for outstanding travel marketing in the 65th annual Adrian Awards, conducted by the Hospitality Sales & Marketing Association International. The AICVB also recently won three ADDY Awards, including two Gold and one "Best of" in the annual American Advertising Awards. Those entries will now compete in district competition of the American Advertising Federation, which includes all of Florida and the Caribbean. [AmeliaIsland.com](https://www.AmeliaIsland.com)



The AICVB received two Gold Adrian Awards for the Island Perks on Amelia Island campaign in Corporate Social Responsibility, and the Moments Campaign in Digital Marketing – Social Media.

Punta Gorda/Englewood Beach Welcomes Back the Tampa Bay Rays Players and Fans

Punta Gorda/Englewood Beach is proud to welcome the Tampa Bay Rays back for its 2022 Spring Training, which marks its 14th year at the Charlotte Sports Park in Port Charlotte. Once again, the Punta Gorda/Englewood Beach VCB sponsored the opening press conference, which was attended by more than 30 media from the Southwest Florida region. While the spring training schedule was abbreviated this year due to the MLB labor negotiations, visitation for the games is still expected to generate a significant economic impact for Charlotte County businesses. [PureFlorida.com](https://www.PureFlorida.com)



Celebrating the kick-off of the 2022 Tampa Bay Rays Spring Training at the Charlotte Sports Park



Only in the Keys TV Show Focuses on the Florida Keys' Unique Adventures

The Florida Keys & Key West, working with Crawford Entertainment, produced 60- and 30-minute TV shows *Only in the Florida Keys* hosted by Keys resident Christina Wilson, who travels the Overseas Highway to experience adventurous and unique "Only in the Keys" activities. The show debuted March 19 on Discovery Channel. Its 60-minute version is scheduled on the on-demand streaming platform Waypoint TV, Visit USA's GoUSAtv, Discover Florida, and Bally Sports Florida cable. Fla-Keys.com



Only in the Florida Keys TV show host Christina Wilson and Patrick Garvey, owner-operator of Grimal Grove on Big Pine Key, show off an exotic Florida Keys homegrown bounty.

Photo: Florida Keys News Bureau

2022 FFCG Hall of Fame Award Presented at THE PLAYERS

Florida's First Coast of Golf (FFCG) hosted its 17th Annual Day at THE PLAYERS event sponsored by Golfweek on March 8. Eighty golf, accommodation, DMO leaders, and tourism industry VIPs gathered to celebrate success and present the FFCG Hall of Fame Award to Jack Peter, former CEO of World Golf Hall of Fame, in recognition for significant contributions to the advancement of Northeast Florida Golf Tourism. Florida-Golf.org



Russ Libby, chairman of the FFCG board and owner/manager of Hidden Hills Golf Club, is joined by current Hall of Famers Cathy Harbin '11, Gil Langley '20, and Richard Goldman '12 in presenting the 2022 HOF Award to Jack Peter (center), former CEO of World Golf Hall of Fame.

Discover The Palm Beaches Receives Two Adrian Awards

Discover The Palm Beaches received a 2021 Gold Adrian Award for Feature Placement Print (Consumer Magazine or Newspaper) and a 2021 Bronze Adrian Award for Feature Placement Online (Trade Media) by the Hospitality Sales & Marketing Association International. The prestigious awards ceremony spotlighting excellence in hospitality marketing is typically held annually in New York City, and The Palm Beaches was honored to host the venue change at the newly transformed The Boca Raton. ThePalmBeaches.com



Ryvis Sierra (public relations manager), Veronica Arrieta (manager, international public relations), Lindsey Wiegmann (director, public relations), Erika Constantine (marketing manager, groups and meetings), and Nick Parks (vice president, marketing) celebrate Discover The Palm Beaches' Adrian Awards.

Daytona Beach Ocean Center Hosts College Basketball Invitational

For the second straight year, Daytona Beach and the Ocean Center got a taste of March Madness with the College Basketball Invitational (CBI) March 19-23. From 2008 until 2019, the postseason event was held on college campuses before moving to the Ocean Center in 2021. This year's tournament, which was won by the University of North Carolina Wilmington, spanned five days and included 16 teams with the final two days televised live on ESPN2. DaytonaBeach.com



For the second straight year, the Ocean Center in Daytona Beach hosts a postseason tournament—the College Basketball Invitational.



Nature Center Opens in Clay County

In partnership with the Florida Communities Trust, Clay County recently celebrated the opening of the Pawpaw Nature Center at Camp Chowenwaw County Park in Green Cove Springs. This new, full-time facility is open daily with interactive, educational exhibits featuring animals and habitats found in Clay County. Formerly a scout bunk house built by the Meninak Club of Jacksonville in 1986, renovations to the center include new floors, heating and air, lighting, fresh paint, and more. ExploreClay.com



Visitors explore during the opening of Clay County's Pawpaw Nature Center at Camp Chowenwaw County Park.

Stuart Voted One of The South's Best Small Towns by *Southern Living*

The City of Stuart, located in Martin County, was recently named one of The South's Best Small Towns in The South's Best 2022 Awards. Readers of *Southern Living* magazine voted for their favorites, helping Stuart earn the #6 spot on the annual list. "We are proud to be listed amongst such unique destinations as Williamsburg, Virginia; Beaufort, North Carolina; and the other vibrant small towns selected," says City Manager David Dyess. DiscoverMartin.com



Stuart, also known as the Sailfish Capital of the World, is the only Florida destination recognized as one of The South's Best Small Towns.

Florida's Paradise Coast Honored With Three Adrians, President's Award

The Naples, Marco Island, Everglades CVB was recognized with a Gold and two Bronze awards in the annual HSMIA Adrian Awards, *plus* the highest honor—a President's Award for the destination's Only Paradise Will Do recovery marketing campaign. The CVB was honored to be acknowledged within the industry as among the top destinations in the world and for a campaign that generated unprecedented results in the destination's recovery from arguably the single largest impact on the global travel industry. ParadiseCoast.com



Barbara and Tony Karasek, owners, Paradise Advertising; Paul Beirnes, executive director, Naples, Marco Island, Everglades CVB; Jack Wert, former executive director, Naples, Marco Island, Everglades CVB; and Andy Solis, Collier County Board of Commissioners, TDC chair, celebrate the CVB's honors.

Visit St. Lucie Hosts Press Trip to Celebrate Black History

Visit St. Lucie hosted four travel media journalists in February for a tour focused on African American cultural heritage assets in Fort Pierce, specifically the Zora Neale Hurston Dust Tracks Heritage Trail and the Florida Highwaymen Trail. Attendees represented the *TheGrio*, *Bleu Magazine*, and *African American Golfer's Digest*. Highlights included a private tour of The Highwaymen: Art/History exhibition, tours of the Highwaymen and Hurston trails, and meetings with living members of the original Highwaymen and local residents who knew or who study Zora Neale Hurston. VisitStLucie.com



Members of the press trip listen to the story of the Florida Highwaymen given by Marshall Adams, executive director of the A.E. Backus Museum & Gallery in Fort Pierce.



Celebrating Common Ground in Orlando North, Seminole County

Topgolf in Lake Mary, Florida, recently partnered with the onePulse Foundation to celebrate their common values through a special event, Celebrating Common Ground. The proceeds from this event benefited the National Pulse Memorial and Museum, education initiatives, 49 Legacy Scholarship program, and operations. They also planted 49 trees lit with rainbow lights along the perimeter of Topgolf to honor the 49 angels lost in the Pulse Nightclub tragedy in 2016. The trees will serve as a reminder of the love that unified the community after the tragedy. DoOrlandoNorth.com



Concert at onePULSE event

Experience Kissimmee's Lenny and Bruce Jump Off the Page

Kissimmee's most animated residents, Lenny the alligator and Bruce the sloth, have a new look and shape. These characters were created by Experience Kissimmee's lead designer, Sarah Siddiqui, for an organization Christmas card in 2019. Bruce started appearing alongside Lenny in the DMO's partner newsletter in 2020. Alongside the newsletter, the team also developed coloring pages to engage the community and partners during the pandemic. Fast forward to today's iteration: Lenny and Bruce plushies. ExperienceKissimmee.com



Experience Kissimmee now has plushies of its characters Lenny (right) and Bruce.

Three Rivers State Park Hosts First-Ever Pirate and Heritage Festival

Three Rivers State Park located in Sneads, Florida, hosted its first-ever Pirate and Heritage Festival April 1-2. The festival took place overlooking beautiful Lake Seminole and included live music, living history workshops, and historical battle reenactments. Despite some unfavorable weather conditions, large crowds still flocked to attend with a turnout of more than 1,100 people over the two days. VisitJacksonCountyFla.com



History reenactors participating in the festivities pause for a group photo.

Lee County Claims Gold With Southern Living Cover

There is one magazine that is the holy grail for all things in the South: *Southern Living*. Lee County VCB scored huge not only with the April 2021 cover of the magazine but also with an extensive six-page feature "Island Treasure," and Sanibel was included on The South's Best Beach Town list. In total the print feature put the spotlight on 19 key partners. The ROI comes in at 95% with media impressions topping 6.7 million. VisitFortMyers.com



The April 2021 issue of *Southern Living* features Sanibel on the cover. Lee County VCB won Gold in the HSMAI Adrian Awards, Public Relations, Feature Placement Print, Consumer Magazine or Newspaper category.



Tallahassee Breweries Take Over Florida Brewers Guild Craft Beer Festival in Tampa

Visit Tallahassee showcased four of the city's craft breweries as part of ongoing marketing efforts directed to attract Florida beer lovers to the Capital City. As sponsor of the Florida Brewers Guild Craft Beer Festival in Tampa, Visit Tallahassee and the local breweries created a Tally-Alley giving brewery partners premium placement at the entrance of the festival. This is the fourth year Visit Tallahassee has sponsored the event to attract beer-loving visitors to Tallahassee from the Tampa Bay area. VisitTallahassee.com



Visit Tallahassee team brings a taste of Tallahassee to the Florida Brewers Guild Craft Beer Festival.

Sun Belt Conference Basketball Championship Sees Record Return in Pensacola

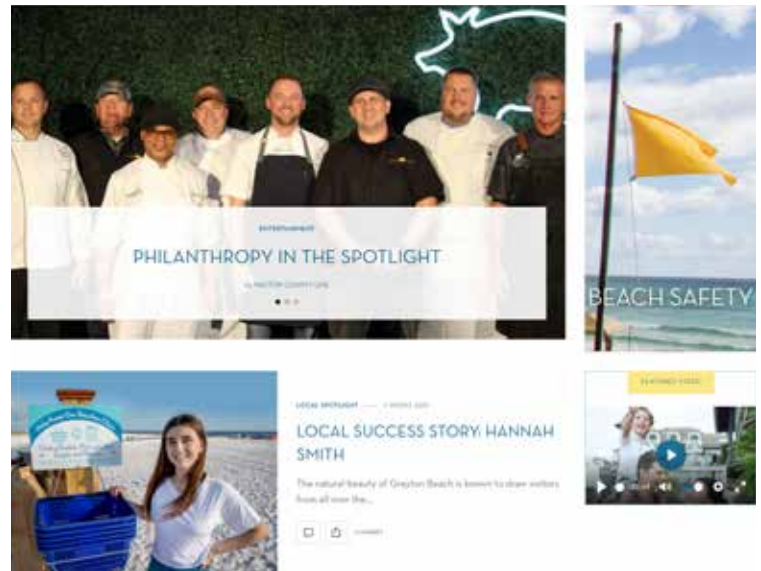
The Sun Belt Conference Basketball Championship celebrated its second year in Pensacola on March 2-7, and is contracted through 2026 with an option to extend. Visit Pensacola and its partner organizations were excited to welcome back the 12 schools' men and women teams, fans, support personnel, bands, and cheer squads. The event garnered over \$2.4 million in economic impact and \$1.6 in direct visitor spending, a 48% increase over the previous year. The weeklong event totaled 5,000+ nights in paid accommodations and 14,768 ticket sales. VisitPensacola.com



Visit Pensacola hosts 500 children for the inaugural Dribble Drive during Fan Fest at the Sun Belt Basketball Championship.

New Walton County Publication Puts the Spotlight on Tourism

Visit South Walton recently introduced the *Walton County Line*. This free publication spotlights local businesses and individuals throughout the county who contribute to Walton County's personality, community, and tourism economy. This quarterly publication also highlights tourism's local impact and keeps residents informed about their community. The latest edition is available at public county government offices throughout Walton County, or readers can visit waltoncountylines.com. VisitSouthWalton.com



Walton County Line highlights tourism's impact in Walton County.

Bradenton Area Honored by HSMIA With Two Bronze Adrian Awards

The Bradenton Area CVB won a pair of Bronze Adrian Awards for its Love It Like a Local campaign, designed to encourage upcoming guests to visit responsibly and sustainably. Recognizing travel marketing excellence, HSMIA's 65th annual celebration awarded the destination under the Digital Marketing – Multimedia (Video, Animation) Series as well as Public Relations – Marketing Program, Consumer categories. BradentonGulfIslands.com



Bradenton Area CVB wins Bronze Adrian Awards under the Digital Marketing and Public Relations categories.



Funding Finalized for Omni Hotel at Greater Fort Lauderdale/Broward County Convention Center

Visit Lauderdale and Broward County officials held a bond-signing ceremony in April to finalize funding to complete construction of the highly anticipated Omni headquarters hotel at the Greater Fort Lauderdale/Broward County Convention Center. "Adding an 800-room upscale headquarters hotel to our expanding convention center is a game changer in terms of the type of group business our Visit Lauderdale team can book," says Stacy Ritter, Visit Lauderdale president and CEO. VisitLauderdale.com



The Omni Fort Lauderdale will serve as the headquarters hotel for the Greater Fort Lauderdale/Broward County Convention Center. The hotel and the center's ongoing expansion is set for completion in late 2025.

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Restaurant Week Is Back and It's Time to Start Prepping for the 17th Annual Savor Sarasota

The popular Savor Sarasota Restaurant Week has returned to the beautiful Gulf Coast for its 17th year. Savor Sarasota Restaurant Week is a two-week dining program where area restaurants offer diners specially priced prix-fixe menus for both lunch and dinner. Dinners are three-course menus for \$35 per person, and lunches are two-course menus for \$20 per person. Restaurants throughout the community are encouraged to participate in this delicious prix-fixe extravaganza taking place June 1-14. VisitSarasota.com



The award-winning Michael's on East is one of the many area restaurants participating in the 17th Annual Savor Sarasota Restaurant Week.

Visit Sebring Shares Destination Stories in New York City

Visit Sebring participated in VISIT FLORIDA's Domestic Media Reception in New York City and was represented by the DMO's PR consultant, Tanya Churchmuch of MuchPR. The event was an excellent opportunity to share Sebring area stories with 50+ top media and influencers based in NYC. For most media attendees, this was their first time learning about Sebring. They were especially interested in the Soda Festival, Spartan/Tough Mudder events, and the new tourism offerings opening later this year. VisitSebring.com



Tanya Churchmuch represents Visit Sebring in New York City.

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Little Adventure Packs Inspire Family Outings in Destin-Fort Walton Beach

Destin-Fort Walton Beach introduced new Little Adventures Packs, offering a limited number of unique water adventures paired with great local food. Available exclusively via a team of local moms who serve as online scouts, guests can select adventures that perfectly suit their family's interests. Each pack is typically shorter in duration, inspiring families to step outside their comfort zones, whether charter fishing, paddleboarding, or even meeting an African penguin. DestinFWB.com/adventure-packs



The Little Adventure Packs program supports the destination's mission of getting kids outside on the water to give their adventurous side room to grow.



Visit Central Florida Assists With Historic Debut of Baseball's First Female Manager

A glass ceiling was shattered when Tampa Tarpons manager Rachel Balkovec stepped onto the field in Lakeland for the first game of the season against the Lakeland Flying Tigers. Balkovec is first female to manage an affiliated professional baseball team. Visit Central Florida helped coordinate local and national media for the historic game while also driving attendance through a fully executed ad campaign. The end result was nearly 3,000 people in the stands—as well as substantial national media coverage, including a spot on *CBS Saturday Morning*. VisitCentralFlorida.org



New Tampa Tarpons manager Rachel Balkovec joins Lakeland Flying Tigers manager Andrew Graham and game umpires for a pre-game photograph to mark the historic occasion.

German-Based Tour Operators Discover Crystal River Florida

Discover Crystal River Florida hosted 15 travel consultants with CANUSA, one of the largest German-based tour operators. Together, the group toured local hotel properties such as Plantation on Crystal River, dined at local "fish-to-fork" and al fresco eateries, and learned firsthand why Crystal River is known as The Manatee Capital of the World, with an amazing manatee swim tour with Explorida. The tour operators left informed, refreshed, and eager to share this unique hidden gem in Florida with their German audiences. DiscoverCrystalRiverFL.com



Tour operators from Germany enjoy a delicious seafood meal in Crystal River.

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We provide the blueprint for the marketing plan that your organization deserves.

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Visit Gainesville, Alachua County Hosts Delegation From Iraq

This April, Visit Gainesville, Alachua County joined the City of Gainesville in welcoming delegates from Gainesville's Sister City in Duhok, Iraq, including Duhok Governor Ali Tatar, a member of parliament, and the province's director of tourism and agriculture. The visit focused on business, tourism, agriculture, and educational exchanges between the cities to establish business partnerships and to explore best practices across industry specializations. VisitGainesville.com



Alachua County Board of County Commissioners Chair Marihelen Wheeler (front row, fifth from right) and Tourism Development Manager Jessica Hurov (second row, second from right) along with members of the Hippodrome Theatre staff welcome the Iraqi delegation.

#MiamiBeachProud

The City of Miami Beach celebrated the Miami Beach Pride Parade & Festival on April 10. Welcoming LGBTQ+ visitors and residents to this diverse community and its many offerings is GMCVB's year-round charge. The GMCVB celebrated at the Miami Beach Pride Parade & Festival with an Oz-inspired float themed "There's No Place Like Home." To learn more about the GMCVB's many LGBTQ initiatives, visit MiamiAndBeaches.com.



GMCVB team leaders Carol Motley, Dan Rios, and David Whitaker



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Legal Resource for Your DMO

As a member benefit for you, Destinations Florida has retained Steven M. Hogan with the Ausley McMullen law firm to provide insight into the operation of the TDT and related issues to Destinations Florida.

There are several situations where it would be helpful for you to have a legal opinion for your community. As a member benefit, you can speak with Mr. Hogan about the facts and laws at a general level.

To take advantage of this program, feel free to reach out to Steve Hogan at the information below:



Steven M. Hogan
Ausley McMullen
850/224-9115
shogan@ausley.com

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

DESTINATIONS FLORIDA

Destination Marketing Summit
May 25-27, 2022

Streamsong Resort
Bowling Green, Florida



The Streamsong Resort is offering a special rate for Destinations Florida meeting participants of \$199 per night. Please call (844) 207-8079 and reference the Destinations Florida 2022 Marketing Summit group rate. Reservations must be made by Friday, April 29, 2022. Be sure to make your reservation as soon as possible because the room block will sell out.

Streamsong Resort
1000 Streamsong Drive
Bowling Green, FL 33834
(844) 207-8079

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, what 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 who 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 who care about tourism marketing

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

SCHEDULE AT A GLANCE

Wednesday, May 25, 2022

10:00 AM – 1:00 PM	Board of Directors Meeting and Working Lunch
2:00 PM – 2:45 PM	DMO Norms, Trends, and Practices in Florida
2:45 PM – 3:30 PM	Navigating the Future: New Opportunities From the Revolution in Travel
3:45 PM – 5:30 PM	Destination Marketing State of the State Report
5:30 PM – 6:30 PM	Welcome Reception at Streamsong Resort
6:30 PM	Dinner on own

Thursday, May 26, 2022

8:00 AM – 9:00 AM	Networking Breakfast	
9:00 AM – 9:45 AM	The Evolution of DMOs: From Marketing to Management	Turning Data Into Actual Visitor Outcomes
10:00 AM – 10:45 AM	Creating Champions of Tourism for Your Local Community	Rethinking ROI for the Modern DMO
11:00 AM – 11:45 AM	In-Source Your Digital Media to Improve Results	Traveler Insights to Capture Demand for Destinations
11:45 AM – 1:00 PM	Networking Luncheon Legislative Update With Mat Forrest	
1:00 PM – 1:45 PM	Alexa, Launch Visit Orlando – Connecting With the Connected Home	Maximizing Vacation Rental Manager Collaboration and Partnership
2:00 PM – 2:45 PM	Destination Stewardship: Actions Speak Louder Than Words	The Unseen Visitor – Shedding Light on Overnight Stays of All Types
3:00 PM – 3:45 PM	Non-Tourism Partnerships to Drive Brand Awareness and Increase Business	Strategy: A Research Program Design for Destination Organizations
5:00 PM – 8:30 PM	Connect Evening Event	Sponsored by Connect

Friday, May 27, 2022

8:00 AM – 9:00 AM	Networking Breakfast	
9:00 AM – 9:30 AM	Locals' Perceptions of Tourism in Florida: Perceptions Relevant for DMOs	
9:30 AM – 10:00 AM	Economic Impact Assessments for Your Attractions, Destinations, and Counties: From Budget Allocations to Investment Predictions	
10:00 AM – 10:30 AM	Destination Marketing 2025	
10:30 AM – 11:30 AM	Innovative Destination Collaborations and NEW Winter Co-op	VISITFLORIDA
12:00 Noon	Adjourn	

DESTINATIONS
FLORIDA

Register Now at DestinationsFlorida.org



Visit Tampa Bay Welcomes VP Finance, Director of Partner Development

Visit Tampa Bay has welcomed Eric Davis and Aislinn Stone to its executive leadership team. **Eric Davis** has joined Visit Tampa Bay in the role of vice president of finance. A certified public accountant, Davis comes to Visit Tampa Bay from the City of Tampa Housing Authority. Prior to that, he was part of the Florida Auditor General's office, where he worked as an auditor and supervisor. **Aislinn Stone** is the new director of partner development. Stone will lead the team in attracting new partners and educating current partners on the economic impact the DMO's collective efforts bring to the community. In addition, she will be responsible for implementing Visit Tampa Bay's newly revamped partnership development initiatives to create a more inclusive partnership base. Stone most recently served as cultural affairs officer with the Hillsborough County Board of County Commissioners. VisitTampaBay.com



Eric Davis



Aislinn Stone

The Greater Miami CVB Announces New Vice President of Convention Sales

The Greater Miami CVB has appointed **Alex Batista** as vice president of convention sales. He is responsible for positioning Miami and Miami Beach as a premier destination by managing the daily sales activities of the organization. With nearly 26 years of hospitality experience in leadership roles for globally recognized hotel brands in Miami, Caribbean, and Latin American markets, Batista most recently served as the complex director of sales and marketing for the Eden Roc and Nobu Resorts in Miami Beach. MiamiAndBeaches.com



Alex Batista

Out exploring.
Be back soon.

Enclosed is your copy of Tourism Marketing Today
a publication of



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

INSIDE: Congratulations to the HSMAI Adrian Award winners in Florida!

Destinations Florida
Executive Director Robert Skrob | Lobbyists Brian Ballard and Mat Forrest, 850/577-0444
1400 Village Sq. Blvd., Suite 3-250, Tallahassee, FL 32312, USA | Phone: 850/222-6000 | Fax: 850/222-6002 • www.DestinationsFlorida.org



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