

TOURISM MARKETING TODAY

The Official Newsletter of the Florida Association of Destination Marketing Organizations

February 2014

Bill Talbert Is Miami's Global Citizen of the Year

The City of Miami has named its 2013-2014 Global Citizen of the Year, and he is FADMO's own William D. Talbert III, CDME, president & CEO of the Greater Miami CVB.

The city selected Talbert for this honor saying he embodies the leadership and the history of commitment to the vision of marketing Miami as a dynamic, world-class destination for business, vacation, meetings, conventions and signature events. Of special note is the CVB's launch of a \$2 million global marketing campaign, "Miami Is Where Worlds Meet," that promotes Miami as the ultimate tropical, cosmopolitan tourism destination, which debuted in seven key markets: New York, Canada, Brazil, Argentina, Spain, France and Italy. Under Talbert's leadership, GMCVB is leading the 21st century global



Greater Miami President & CEO William D. Talbert III, CDME (center), receives Miami's 2013-2014 Global Citizen of the Year proclamation.

tourism trend for Miami, and all of South Florida, that embraces and integrates world heritage, sustainable tourism and local communities as a powerful driver for social and economic development.

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Governor Scott Recommends Historic \$100 Million for VISIT FLORIDA

Gov. Rick Scott has designated \$100 million in funding for VISIT FLORIDA in his 2014-2015 "It's Your Money Tax Cut Budget." With this funding, VISIT FLORIDA will be able to market the Sunshine State year round to domestic visitors, increase marketing to international visitors

How long ago was it when there was a bill to do away with VISIT FLORIDA? Now the governor is proposing \$100 million. This is an example of turning a battleship completely around.—Greater Miami CVB President & CEO Bill Talbert



Gov. Rick Scott answers questions about his \$100 million funding request for VISIT FLORIDA.

and assist communities in attracting direct international air service to Florida.

In making the announcement, Governor Scott said, "Last year, we secured more than

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EXECUTIVE DIRECTOR'S REPORT



Internet Retailers Get Their Day in Court

by Robert Skrob, CPA

The legal briefs are in, and the date has been set for Florida counties and internet retailers to make their arguments in the case that decides if Tourist Development Taxes are due on the retail rates charged online for hotel rooms.

The Florida Supreme Court has scheduled oral arguments for 9 a.m. on April 30. FADMO participated in the suit by filing an amicus brief that outlines the impact of the Supreme Court's decision on the state and the effect a tax exemption would have on the tax base as well as on beach renourishment projects and the construction projects that counties have begun based on the law as it currently stands. Endorsing the tax exemption that internet retailers have claimed will have a large negative impact on the ability of counties to meet these commitments as well as to fund their tourism marketing efforts.

You are welcome to come to watch

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Emerald Coast CVB Welcomes Ed Schroeder

GOVERNOR SCOTT
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Ed Schroeder is well known within the tourism industry and is certainly no stranger to FACVB. Once the director of the Pensacola Bay Area CVB (1999-2011), Ed now brings his knowledge and expertise to head up the Okaloosa County Tourism Development Department. Most recently he served as interim general manager at Marcus Pointe Golf Course in Pensacola, and he also led tourism development efforts in Jekyll Island, Macon and Columbus, Ga.

Now Ed is happily settling into his new role as executive director of the Emerald Coast CVB, where he started right before the holidays on December 10.

“The hospitality industry in Okaloosa County has welcomed me with open arms,” he says. “I thought I must be special until I realized they welcome everyone that way. This community is united in establishing the Emerald Coast as the premier destination of choice in Northwest Florida, and it starts with a sincere attitude of service.”

As he looks ahead to the next 12 months, Ed says he plans to create a marketing and management machine “using the incred-



ible talent we have on staff.” Ed and his team plan to leverage the Emerald Coast’s brand awareness to open new markets and strengthen existing ones with an eye toward providing a convention/event opportunity of choice for every planner in the Southeast, which Ed says will “increase ADR, AO and RevPAR dramatically, especially after Labor Day.”

Ed is married to Donna, and they have a daughter, Holly, and two sons, James and Kyle. Their dog, Benji, is never at a loss for animal companions. The Schroeders also have five chickens, Hershel, Sheba, Alice, Billie and Zeke. Ed says his hobbies and interests include home improvements, movies, church and “reading about Robert Skrob.”

\$63 million in our ‘Florida Families First Budget,’ for VISIT FLORIDA, and we made record gains in tourism. We are on track for another record year, and we hope to build on this incredible momentum and make the Sunshine State the number one travel destination in the world. To do that, we are going to recommend an historic \$100 million in our ‘It’s Your Money Tax Cut Budget’ this year. Because every 85 visitors to our state supports one Florida job, a growing tourism industry equates to more jobs for Florida families and a stronger economy.”

Tourism leaders across Florida are applauding the governor’s \$100 million commitment to tourism. Here is just a sampling:

Partnerships with VISIT FLORIDA have enabled us to leverage our marketing dollars to gain greater reach in key markets domestically and, most recently, in growing international markets that are an important focus for the Kissimmee destination.—**Experience Kissimmee Executive Director Tracy Ward**

Our ability to leverage VISIT FLORIDA’s cost-effective marketing programs, especially those in emerging international markets that we otherwise would not have access to, is a central component of our success. The increased funding Governor Scott is recommending for VISIT FLORIDA will allow us to have a consistent message in the marketplace all year round.—**Panama City Beach CVB President & CEO Dan Rowe**

The economic impact of the visitor and tourist industry is important to cities throughout Northeast Florida. Governor Scott’s additional funding for VISIT FLORIDA to attract more visitors to our cities translates into jobs and a more dynamic economy, which is great for the Jacksonville area and the entire state.—**Visit Jacksonville President & CEO Paul Astleford**

Governor Scott is right. More funds means more opportunity to spread our branding messages and continue to make Florida a top destination for travelers from around the world. We have been welcoming record-breaking numbers of visitors to the Sunshine State over the last few years, but without critical VISIT FLORIDA dollars for marketing, advertising and promotions, our successes would not have been as substantial.—**Greater Fort Lauderdale CVB President Nicki Grossman**

Matt Dunn Is Flagler County’s New Tourism VP



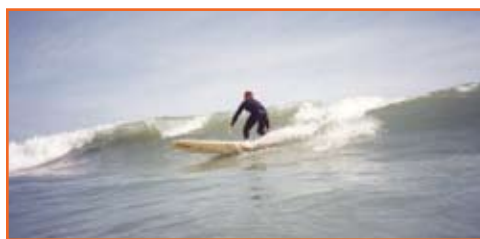
Matt Dunn

FADMO joins Flagler County in welcoming Matt Dunn as the county’s new vice president of tourism development. Matt will develop integrated marketing, advertising, media and public relations strategies and tactics to attract visitors of all kinds. Matt says he and his team are ready to lead the charge to justify capital projects.

“I’ve been pleasantly surprised to see such teamwork between all the municipalities within our destination when it comes to tourism and economic development,” Matt says. “The attractions, parks and amenities have all been planned with expansion in mind.”

Matt intends to build upon the strong foundation already in place in Flagler County.

“We’re planning to continue the goals set forth by my predecessor, Georgia Turner, and the TDC,” Matt says, “while making several additions to 1) our sales effort; 2) implementing economic impact reporting to showcase our activities, successes, chal-



Matt Dunn enjoys surfing in front of Marineland.

lenges and limitations; 3) developing more of a campaign feel to our media plan while researching and discovering media outlets that better showcase our amenities; and 4) staying at the forefront of advocacy issues with our industry partners.”

Matt’s professional experience includes positions as associate executive director of the Gainesville Sports Commission, executive director of the Ocala/Marion County VCB and the Ocala/Marion County Sports Commission and, most recently, as president/CEO of The Dunn Agency. He has also served as an adjunct lecturer at the University of Florida’s College of Health and Human Performance.

Matt has 7-year-old weimaraner named Charlie, and his two main hobbies are surfing and playing golf.

Carlos Tait Is Greater Miami CVB's New Director of Travel Industry Sales

The Greater Miami CVB has named Carlos M. Tait director of travel industry sales, Latin America and the Caribbean. During a 25-year tenure with American Airlines, Tait created impactful and successful revenue generating programs, developed high-performing teams, managed multiple locations in domestic and international markets, launched new services and grew market share in existing markets. www.MiamiAndBeaches.com



Carlos Tait

Christopher Hansen Joins Ballard's Tallahassee Office

FADMO's government affairs firm, Ballard Partners, has added a new partner, Christopher Hansen, to its Tallahassee team. Hansen brings decades of lobbying experience and a high level of professionalism and focus that will add to Ballard Partners' growing portfolio. He previously served as a governmental consultant for Gray Robinson PA, where he was a key member of the lobbying team. Hansen has represented a variety of clients ranging from professional associations to multinational corporations. www.Ballard-Partners.com



Chris Hansen

Claudia Jonsson Named Tourism Leisure Sales Manager for Florida's Paradise Coast

Claudia Jonsson has joined the Naples Marco Island Everglades CVB as tourism leisure sales manager. She brings more than 20 years of hospitality experience in global sales management and catering/conference planning to the CVB. She previously served as director of national accounts for LaPlaya Beach & Golf Resort. www.ParadiseCoast.com



Claudia Jonsson

Seminole County TDC Welcomes New Board

The Seminole County TDC is pleased to announce its new board, including three new voting board members and led by new Chairman John C. Maingot, who brings a distinguished profile in international aviation with BWIA International Airways and Scandinavian Airlines, focusing for many years on the development of tourism/business travel. All three new board members have two-year terms that expire in January 2018: Mark Plebanski, general manager of the Hampton Inn and Suites Lake Mary; Theo Hollerbach, owner of the Willow Tree Café in historic downtown Sanford; and Greg Pflug, owner of Adventures in Florida. www.VisitSeminole.org



John C. Maingot

oral arguments at the Supreme Court building at 500 S. Duval Street in Tallahassee. There are no "reservations." The courtroom gallery is first-come, first-entrant. There is usually plenty of room, though. Let me know if you are coming so we can get together for breakfast. If a trip to Tallahassee doesn't fit into your schedule, you'll be able to watch online at TheFloridaChannel.org.

The legal team for the counties is prepared to make a great case on behalf of collecting the taxes according to the law, based on the amount the consumer pays. We've reached out to offer any input and information we can as they prepare for oral arguments. FADMO's legal team of Major Harding and Steve Hogan of the Ausley McMullen Law Firm are planning to attend oral arguments as well.

We've been fighting this issue for 11 years now. It will be good to bring it to a resolution. See you there!

VISIT FLORIDA Launches Winter Campaign

While the rest of the country bundles up in jackets and seeks warmth near fireplaces, Floridians are enjoying sunshine and pleasant temperatures. Our seasonally warm weather allows us to partake in outdoor activities and frees us from experiencing the dreaded winter blues. It's no surprise why the winter months attract Florida's highest percentage of visitors.

VISIT FLORIDA is running TV, radio and digital ads in major travel markets. Residents of Boston, Chicago, New York, Philadelphia, Washington, D.C., and drive markets east of the Mississippi are being reminded why Florida is the ideal winter destination.

One of the highlights for this campaign is a unique and fun television ad showcasing travelers "migrating" to Florida, awestruck by the beautiful weather and the variety of experiences that can be enjoyed during Florida's winter months. <http://bit.ly/VFWinter14>; www.VISITFLORIDA.org/MustBeTheSunshine



Happy Birthday to

Santiago Corrada
February 6

Harvey Campbell
February 9

Danny Trosset
February 23



Visit Walton County Seeks Revisions to RISE

by Mat Forrest, FADMO Lobbyist



Mat Forrest

Jim Bagby, executive director of Visit Walton County, is spearheading conversations with legislators and interested parties regarding a change to F.S. 213.0535, the Registration Information Sharing and Exchange Program (RISE).

As you might know, this is the statute that provides the foundation for how the Department of Revenue shares certain tax administration information, including information on the Tourist Development Tax (TDT).

Visit Walton County would like to amend the statute to allow the sharing of TDT information with the local taxing authority's designated representative(s) consistent with all existing confidentiality requirements. Any changes would also comply with the current provision that "This section does not prevent the department from publishing statistics so classified as to prevent the identification of particular accounts, reports, declarations, or returns."

In summary, Visit Walton County would like to change the statute to:

- Not prevent a level-two participant from publishing statistics ... so classified as to prevent the identification of particular accounts, reports, declarations or returns;
- Prohibit statistics from being published if they contain data pertaining to fewer than three taxpayers; and
- Prohibit statistics prepared for geographic areas below the county level from being published if they contain data pertaining to fewer than 10 taxpayers.

Statistics published would relate only to:

- Tourist Development Tax imposed under s. 125.0104;
- Tourist Impact Tax imposed under s. 125.0108;
- Convention Development Tax imposed under s. 212.0305; and
- Municipal Resort Tax authorized under Chapter 67-930, Laws of Florida.



Legislators will meet in committee the first three weeks of February. Regular Session runs from March 4 to May 2, and Tourism Day at the Capitol will be held March 11&12.

Our members in Walton County have asked for FADMO's assistance, and we are working with them. They believe these changes will benefit all DMOs, providing more data on where the TDT is being generated in each county. This initiative is in the early stages, and sample language is still being drafted and vetted. We will keep you updated as things develop.



Where is Robert?

Robert Skrob, FADMO executive director, participated in the Destination Marketing & Management panel at the 2nd World Research Summit for Tourism and Hospitality by the University of Central Florida, College of Hospitality Management. Danielle Courtenay of Visit Orlando moderated the panel that also included Joss Croft, marketing director, Visit Britain; Alan Fyall, Orange County endowed professor of tourism marketing, UCF, Rosen College; and Paul Phipps, chief marketing officer, VISIT FLORIDA.



Brand USA Attributes Success to Travel Community



In a recent letter to tourism industry leaders, Brand USA President & CEO Roger Dow thanked the travel community for its support, noting that the organization raised more than \$130 million in partner contributions from the private sector in FY2013 (more than double the previous year) and saying, "The marketing is taking hold," with intent to travel to the United States in the core markets of Canada, Japan and the U.K. increased by double digits. "Over the course of the next year, the Brand USA consumer campaign will expand to 11 nations—representing nearly 80 percent of all inbound travel to the U.S. and providing more coverage in target markets than the country as a whole has ever had before," Dow says.

In addition to being a longtime member of FADMO, Talbert is a member of the board of the U.S. Travel Association (USTA) and chairman of the USTA Brazil Committee, an advisory board member of the newly formed Brand USA and a reappointed member of the executive committee of the VISIT FLORIDA board of directors, as well as Audit Committee chairman.

Additionally, he serves on the executive advisory board of Florida International University School of Hospitality Management, the

boards of the World Trade Center Miami and the Greater Miami & the Beaches Hotel Association, the executive committee of the South Florida Workforce and the Greater Miami Chamber of Commerce and is a commissioner on the Miami-Dade Sports Commission.

He is a member of Professional Convention Management Association, American Society of Association Executives and Meeting Professionals International.

Congratulations, Bill, on this well-deserved honor!

Florida Tourism Leaders Present Recommendations to Grow International Tourism

William D. Talbert III, CDME, president & CEO of the Greater Miami CVB, and Maryann Ferenc, partner/owner of Tampa restaurant Mise En Place, presented the United States Travel and Tourism Advisory Board's (TTAB) recommendations to the U.S. Department of Commerce to grow international tourism to 100 million visitors a year. Mr. Talbert and Ms. Ferenc each serve on the VISIT FLORIDA



William Talbert presents TTAB's recommendations to the U.S. Dept. of Commerce.

Viva Florida 500 Raises Awareness, Nets \$2.55 Billion in Cultural Heritage Tourism



The Viva Florida 500 celebration was a catalyst for raising awareness about the history of our state and motivating residents to travel to experience Florida's culture and heritage. Tourism professionals in all 67 counties contributed to making Viva Florida 500 a resounding success, netting \$2.55 billion in direct spending by Florida residents on cultural heritage tourism and raising awareness of Florida's history.

Viva Florida 500 – By the Numbers

- All 67 counties involved
- 2,068 partners engaged
- 326,637,298 media impressions
- 905 Viva Florida 500 themed events
- 81,393 visitors on El Galeón (Four cities: Miami, Fort Lauderdale, Cape Canaveral, St. Augustine)
- 443,000 visitors at Viva Florida 500 themed state fair
- 11.6 million Viva Florida 500 lottery tickets sold

Finally, an Easier Way to Promote the Value of Tourism Marketing to Your State Lawmakers

FADMO puts a whole toolbox full of resources at your fingertips. You can identify your local

lawmakers, check FADMO's legislative positions and download informative handouts to use with your local lawmakers to communicate the value of tourism marketing within your community.



board of directors as well as represent Florida on the TTAB. The TTAB's recommendations include:

- Provide the U.S. Customs and Border Protection with adequate resources to process all travelers in a timely manner;
- Make important infrastructure investments in our nation's airports; and
- Continue to expand and enhance the promotion efforts of Brand USA on behalf of the entire country.



For immediate access, visit www.FADMO.org/?page=Advocacy.



PCB Makes February Fun!

The Panama City Beach CVB and local partners are ensuring there is always something fun for winter residents (as local snowbirds refer to themselves) in February. Events range from partner-organized socials including Canada day and several state days (for Michigan, Wisconsin, etc.), to continuing education courses held on Fridays at the local college, to CVB-sponsored events like BooksAlive, which will feature *Prince of Tides* author Pat Conroy, to weekly dances including “Homecoming” and “Senior Prom.” www.VisitPanamaCityBeach.com



PCB winter residents will enjoy a “Senior Prom” on February 16.

George Clooney Films *Tomorrowland* on the Space Coast

Bound by a shared destiny, a teen bursting with scientific curiosity and a former boy-genius inventor embark on a mission to unearth the secrets of a place somewhere in time and space that exists in their collective memory. That is a summary of the plot for George Clooney’s new science-fiction/mystery film *Tomorrowland*. Scenes for the movie were shot at Kennedy Space Center, Space View Park in Titusville and a railroad track at the corner of Hopkins and Country Club Blvd. in Titusville. www.VisitSpaceCoast.com



The Kennedy Center provides the perfect backdrop for the movie “Tomorrowland,” due out in 2015.

Lee County Pursues Friendliest Destination Goal With Recent Certifications

The Lee County VCB is pleased to announce and congratulate area hospitality employees and a Fort Myers Beach property for completing certification in top-notch customer service. In a first-of-

its-kind partnership with the American Hotel & Lodging Educational Institute, 11 industry partners received the Certified Guest Service Professional (CGSP®) certification. The Windward Passage Resort became the second Lee County property to earn the Certified Guest Service Property designation. It joins The Holiday Inn Express Hotel & Suites in Fort Myers-The Forum by certifying all of its guest contact positions. www.LeeVCB.com



Sarasota-Bradenton to Host Four Pentathlon Events

Sarasota-Bradenton has been selected to host four major Pentathlon events. The events include three World Cup competitions including the World Cup Final in 2014 and 2016 and the World Cup #1 first round competition in 2015. In 2016, Sarasota-Bradenton will also host the United States Pentathlon Olympic Team trials. www.VisitSarasota.org

International Pentathlon competitions will return to the United States for the first time in 40 years when Sarasota-Bradenton hosts events in 2014 through 2016.

Discover Palm Beach County Receives DMAI Renewal

Discover Palm Beach County (DPBC) is pleased to announce its four-year accreditation renewal as approved by the Destination Marketing Accreditation Program (DMAP), a sector of the Destination Marketing Association International (DMAI). DMAP is an independent international body defining quality and performance measures in destination marketing and recognizing Destination Marketing Organizations (DMOs) that meet or exceed industry standards. www.PalmBeachFL.com

Polk County Is 2014 Site for DIY Network’s Blog Cabin

Visit Central Florida staff assisted the DIY Network and the Travel Channel in preparing to reveal the location of *DIY’s Blog Cabin Lakeside 2014*. The show released a video announcement (www.DIYNetwork.com/videos/blog-cabin-2014-location/123361.html) revealing that the



DIY Network’s “Blog Cabin” in Polk County

property to be featured during the series’ eighth season is in Polk County, Florida. www.VisitCentralFlorida.org



Seminole County Honors Tourism Industry Partners

The Seminole County CVB honored its annual Seminole County Tourism Ambassador, Orlando City Soccer, and presented several awards for excellence in the promotion of the area at its annual Tourism Awards Luncheon. In partnership with the Central Florida Hotel Lodging Association, the CVB organized a Collection Drive for Families in Transition in conjunction with the luncheon. Tourism hospitality partners were encouraged to collect hygiene products as well as canned and boxed foods. www.VisitSeminole.com



Kay Rawlins, community relations director/foundation chair for Orlando City Soccer, and Rosangela Santiago of Seminole County CVB celebrate Orlando City being named 2013 Tourism Ambassador of the Year.

Charlotte Harbor Hosts Canadian Journalists

As winter rolled in up north, the Charlotte Harbor VCB hosted eight members of the Canadian media during a two-day educational familiarization trip in December. Prior to visiting Charlotte County, participants attended the Society of American Travel Writers Canadian Chapter conference in Sarasota. During the FAM, journalists became acquainted with the area's tourism amenities, which could result in thousands of dollars in editorial coverage. www.CharlotteHarborTravel.com



SATW Canadian Chapter members photograph freshly caught blue crabs at Peace River Seafood in Punta Gorda.

Visit Tallahassee Launches Innovative Website

What was once a casual nickname outdoor enthusiasts used in describing biking, hiking, running, paddling and equestrian trails in the Tallahassee area is now a one-of-a-kind website—*Trailahassee.com*—launched by Visit Tallahassee to promote nearly 600 miles of trails. The site launched in September as part of the county's annual marketing rollout to the local tourism industry. www.VisitTallahassee.com



Trailahassee includes all kinds of trails, including creeks like this one.

The New York Times Lists St. Pete as Top Global Spot

Affirming the area's growing reputation as a top international destination, *The New York Times* listed St. Petersburg in its ranking of Top 52 Best Places to Visit in 2014. The global round-up showcased St. Petersburg as an example of urban reinvention. In addition, *USA Today* named two St. Pete/Clearwater beaches to its Best List: Fort De Soto Park took home Best Family Beach, and Anclote Key Preserve State Park claimed Best Hidden-Gem Beach. www.VisitStPeteClearwater.com



Downtown St. Petersburg from the water

Visit Sarasota County Welcomes Canadian Travel Writers

Visit Sarasota County (VSC) hosted the Canadian Chapter of the Society of American Travel Writers (SATW) for its Annual Professional Development Meeting at the Hyatt Regency Sarasota in early December. VSC also offered a post-trip opportunity for these writers to experience a few days in the area and will work with them to generate positive stories about traveling to Sarasota County. www.VisitSarasota.org



SATW Canadian Chapter members enjoy themselves at Marie Selby Botanical Gardens in Sarasota.



Job Board

Executive Director, Daytona Beach Area CVB

Position summary: Plan, organize and supervise all activities of the Halifax Area Advertising Authority dba the Daytona Beach Area CVB. Communicate regularly with members of the authority to keep them informed on all aspects of operations. Work with established committees and staff to develop and implement the annual marketing plan.

Send resumes to:

Mid-Florida Marketing & Research Inc.
2665 N. Atlantic Avenue, Ste. 410
Daytona Beach, FL 32118
386/253-0809

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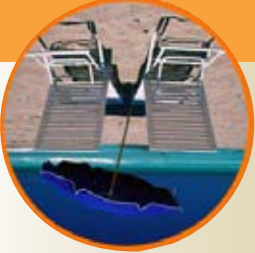


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"Bringing more customers to Florida"

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Florida Association of Destination Marketing Organizations



The FADMO 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, the FADMO strives to increase the overall effectiveness of Florida DMOs' destination marketing efforts through industry education, legislative outreach, enhancing professionalism and facilitating communication.

The Florida Association of Destination Marketing Organizations represents the 54 official county DMOs that promote their communities throughout the world. These tourism promotion activities help to attract 91.4 million visitors to Florida, generating \$71.8 billion in spending and 1,058,000 jobs. These activities are made possible by Tourist Development Taxes provided by Florida Statutes Section 125.0104.

Florida Association of Destination Marketing Organizations