

TOURISM MARKETING TODAY

The Official Newsletter of the Florida Association of Destination Marketing Organizations

March 2014

Gov. Rick Scott: Another Record Year for Florida Tourism

Nearly 95 million tourists came to Florida in 2013

Governor Rick Scott has announced that according to preliminary estimates released by VISIT FLORIDA, 94.7 million visitors came to Florida in 2013, an increase of 3.5 percent over 2012. This represents a record year for visitation to Florida, exceeding the previous high of 91.5 million in 2012. The number of direct travel-related jobs in 2013 was also a record high, with 1,088,200 Floridians employed in the tourism industry—up 2.9 percent from 2012.

Governor Rick Scott said, “Today’s news that Florida broke another record year for tourism is a victory for Florida families. Every 85 visitors to Florida equals one job in our state—and it is clear that more visitors to the Sunshine State means more jobs for Florida families. That is why my

‘It’s Your Money Tax Cut Budget’ commits \$100 million to VISIT FLORIDA so we can grow more job opportunities for Florida families.”

VISIT FLORIDA estimates that 11.5 million overseas visitors and 3.7 million Canadians came to Florida in 2013, both of which are record highs and represent 11.1 percent and 4.1 percent increases over 2012 respectively. Estimates reflect a 2.5 percent increase in domestic visitors to Florida in 2013 and show that Floridians took a record total of 20.1 million in-state pleasure trips.



Gov. Rick Scott

Lee County Names Johnson VCB Deputy Director

The Lee County VCB, representing The Beaches of Fort Myers & Sanibel, announces Pamela Johnson, CDME, as its new deputy director.

Johnson has spent 18 years working for the VCB in marketing, advertising and sales. She worked most recently as the director of sales and will now be responsible for all aspects of bureau operations and management.

As director of sales, she led a sales team of 12 highly motivated professionals to fulfill the VCB’s mission to drive domestic and international groups and leisure visitors to Lee County. Johnson is a Certified Destination Management Executive as awarded by

Destination Marketing Association International.

“I am thrilled about this opportunity,” Johnson said. “Tourism is extremely important to Lee County. I look forward to contributing to more record-breaking growth, which has been achieved by a great team, dedicated partners and a spectacular destination.”

A graduate of Howard University, Johnson holds a Bachelor’s of Art in journalism. She lives in Fort Myers.



Pamela Johnson

EXECUTIVE DIRECTOR’S REPORT



Never Again

by Robert Skrob, CPA

I’m proud to report that I’ve run my last marathon. It just so happens it was also my first marathon. As the iconic Clint Eastwood movie character Dirty Harry said, “A man’s got to know his limitations.”

I think I’ll focus my attention on less painful activities, like Florida Tourism Day. Tourism Day is your opportunity to educate Florida’s lawmakers about the value of your tourism marketing activities.

And as an industry, we’ve got to know our limitations. It’s easy to take tourism for granted. From the outside it’s easy to assume that visitors will come to Florida whether we market or not. You and I know how competitive that market is, and you and I know the stiff competition we have to attract visitors to Florida. Let’s make sure our lawmakers understand what our industry is up against when it comes to attracting visitors and their tax dollars to your communities.

Register for Tourism Day by visiting www.FloridasTourismCounts.org. VISIT FLORIDA is graciously handling registrations so everything is consolidated through one system.

People in the News

Lee County VCB Announces New International Sales Manager

The Lee County VCB welcomes a new international sales manager to its staff, Stefanie Monika Zinke. She comes to the VCB with a strong hospitality background working in positions in New Zealand and Spain. Most recently she served as operations manager for the New Zealand Wine Centre. Zinke holds a bachelor's degree in tourism specializing in hotel management from TSI Sant Ignasi Esade, Ramon Llull University in Barcelona, Spain, as well as a master's degree in innovative hospitality management. Her native language is German, and she is fluent in English and Spanish. www.FortMyers-Sanibel.com



Stefanie Zinke

Seminole County CVB Adds Top Sales Star

The Seminole County CVB is pleased to announce the addition of Stephanie Hunicke to its growing staff. Stephanie joined the team as the group sales manager in January and has already proven to be a valuable asset to the tourism staff. Hunicke holds a bachelor's degree in hospitality and tourism management from the University of Central Florida's Rosen College. She previously served as the business development manager of LMG Show Technology in Orlando, and she spent five years as an event manager at the Orlando/Orange County Convention Center. www.VisitSeminole.com



Stephanie Hunicke

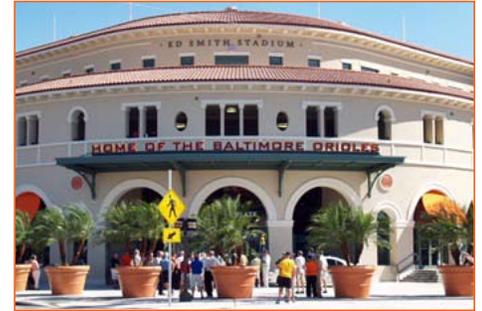


Quick Trips!

Sarasota County Sports Commission = Outstanding Service

The Sarasota County Sports Commission (SCSC) received a 2014 Reader's Choice Award for its outstanding professionalism and service in hosting sporting events. A complete list of winners can be found at www.SportsEventsMagazine.com/2014readerschoice.

In other news, the Baltimore Orioles will fly down to Sarasota County once again for the 2014 Major League Baseball spring training season. The Orioles' spring training office is offering the official Spring Training Travel Package that includes hotel accommodations, rental car, game tickets and optional airfare.



Baseball fans can expect a great environment in Ed Smith Stadium for the pastime sport.

Visit www.Orioles.com/springtravel for more. www.VisitSarasota.org



Job Board

Amelia Island CVB Seeks Director - Interactive and Social Media

This position manages all technical aspects of the bureau's website, including design, layout, functionality and content. May also oversee other electronic media. Responsible for developing and implementing a marketing plan that takes advantage of technology. This could include database marketing, direct emails, blogging and banner advertising. May manage personnel. For more information, contact Amelia Island CVB, 2398 Sadler Road, Amelia Island, FL 32034; 904/277-4369.

Amelia Island Unveils New Visitor Guide

The Amelia Island CVB has unveiled a new visitor guide for 2014. The 104-page, digest-size guide is the primary printed resource for visitors planning a trip to Amelia Island. A digital version is available instantly at www.AmeliaIsland.com/visitorguide, and print versions can be ordered online or by calling toll-free 800/226-3542.



Calendar

Florida Tourism Day at the Capitol
March 11-12, 2014 • Tallahassee, Florida

Contact: Becca VanLandingham
VISIT FLORIDA • 850/205-3854

Happy
Birthday to

Jackie Johnson
March 25





Paradise Coast's Hot New Advertising Campaign

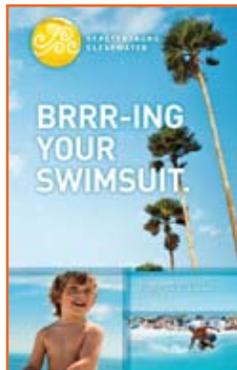
Florida's Paradise Coast—Naples, Marco Island and the western portion of the Everglades—is pushing out its 2014 winter season travel advertising campaign as frigid temperatures continue to ice over most of North America. The winter advertising push aims to demonstrate what a winter wonderland looks like, “Paradise style,” by capturing the warmth and sophistication of Naples, Marco Island and the Everglades with striking visuals and powerful copy. www.ParadiseCoast.com; www.ParadiseRefined.com



The Paradise Refined and Redefined campaign is highlighted in Chicago by the strategic placement of digital billboards that compare real-time temperatures in the Windy City with Naples, Florida.

Visit SPC's Winter Campaign Is Getting Noticed

Visit St. Pete/Clearwater's winter campaign is getting a tremendous amount of interest, as evidenced by the February 3 *New York Times* article “New Ads Urge Northerners to Follow the Sun” about the thinking/strategy behind the campaign. It's by *NY Times* columnist Stuart Elliott, who is widely regarded as one of the most prominent advertising critics in the world. Executive Director D.T. Minich said, “It's perfect that it made his column the day after the Super Bowl, when many people will be interested in his take on the ads that aired.” www.VisitSPC.com



The NYT article included images of the ads with hotlinks to the campaign's special website.

Florida's Space Coast Beaches Undergoing Re-Nourishment

Four areas of beach on Florida's Space Coast, from South Patrick Shores to Satellite Beach, are getting new sand re-nourishment because of damaged areas due to super storm Sandy in 2012. The work is being paid for primarily by federal grants, with some state money and TDC tax money added to the mix. Work is expected to be finished by turtle-nesting season in May. www.VisitSpaceCoast.com

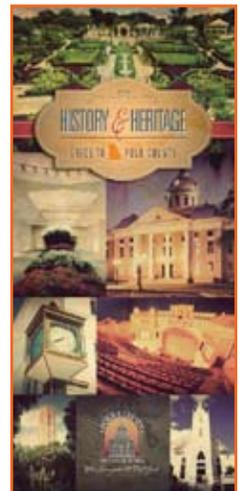
Daytona Beach Offers New Website for Visitors

On January 15, visitors worldwide to DaytonaBeach.com were greeted with a fresh design, enhanced user experience and new site features from trip-building functionality to dynamic search and site translation into nearly 60 languages. Visitors planning trips to Daytona Beach in December 2014 through 2016 may want to include some football in their itinerary. Daytona Beach will host the National Association of Intercollegiate Athletics Football National Championships Dec. 20, 2014, Dec. 19, 2015, and Dec. 17, 2016, at the 10,000-seat Municipal Stadium operated by the City of Daytona Beach. www.DaytonaBeach.com



Visit Central Florida Produces New History & Heritage Guide

A partnership between Visit Central Florida, the Polk County History Center and VISIT FLORIDA has come to fruition in the new History & Heritage Guide to Polk County. The 28-page guide assists visitors in navigating the Polk County Heritage Trail, which explores 150 years of Polk County history and culture, with suggested single day trips around Polk County. www.VisitCentralFlorida.org



The beaches of South Reach in the cities of Indialantic and Melbourne Beach in southern Brevard County receive new sand. (Photo by Mike McGarry)

Enclosed is your copy of Tourism Marketing Today.
A monthly publication of the



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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