

TOURISM MARKETING TODAY

The Official Newsletter of the Florida Association of Destination Marketing Organizations

May 2014

Orlando Sets All-Time U.S. Visitor Record

If you live in the Orlando area, you likely saw the headlines in the local newspapers, or if you live and work in another great destination in Florida, you may have read about it in one of the many trade publications that cover the tourism industry. Either way, it's great news for Florida.

During U.S. Travel Association's 46th annual IPW, the tourism industry's premier international marketplace, George Aguel, president & CEO of Visit Orlando, had the privilege of announcing to hundreds of media from around the world that Orlando set an all-time record for the United States in 2013 by welcoming 59 million visitors. The timing was perfect. There were nearly 1,400 travel buyers in attendance—the largest number in more than a decade—plus another 500 news media representatives.

With Aguel's announcement, which came on the final day of the conference held in Chicago, the eyes of travel industry professionals around the world shifted toward next year's IPW event, to be held in Orlando.



President & CEO George Aguel of Visit Orlando announces record-breaking 59 million visitors to Orlando in 2013.

"It's been five years since Orlando last hosted IPW," Aguel says. "The destination has evolved a great deal since then, and we are looking forward to showcasing it May 30-June 3, 2015. After all, there's no better way to market your destination to the world's top international tour operators that sell travel to the United States than by enabling them to experience firsthand the results of one of the most significant expansion periods in Orlando's history."

Three New Directors...One Year Later

Last year FADMO profiled three new DMO leaders as they were beginning their work to promote their destinations. We decided to check in with Paul Astleford (Jacksonville), Steve Hayes (Pensacola) and Loretta Shaffer (Ocala/Marion County) to see how things are going.

Paul Astleford, president & CEO of Visit Jacksonville, brought 42 years of experience to his new position. Last year he said that his main goal was to get to know the vision for Visit Jacksonville and that he was looking forward to being part of the collaborative process to move his community into the future. He has done that and more.

Astleford made connections with 38 different community organizations, with a mission to put Jacksonville on the

national and global maps for tourism.

"I spent the first six months talking to community leaders—political, civic, private sector—to learn how the leaders in Jacksonville view our community," Astleford says.

He also wanted to investigate why he and his wife knew so little about Jacksonville



Paul Astleford (right) speaks with media about the impact of the visitor industry on Jacksonville's economy. (photo by Pablo Rivera for ken mccray photography)

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EXECUTIVE DIRECTOR'S REPORT



Final Days of Legislative Session

by Robert Skrob, CPA

The Florida Legislature is approaching the final stages of the 2014 session. The bills that are going to pass will begin moving quickly, and lawmakers will begin filing amendments to get the language they had hoped to pass in other legislation included in a bill that is still moving through the process. Although there have been no major challenges for us so far this year, it's during the final weeks that we must be especially vigilant.

Once session is over, you'll be preparing for your community's Tourism Week activities. There is a lot to celebrate as the industry has expanded over the last year or two, taking the Florida economy with it. VISIT FLORIDA has several info-graphics that may be useful in communicating the impact of Florida's tourism industry. Feel free to reach out to Meredith DaSilva at Meredith@VisitFlorida.org if you'd like to print and distribute those info-graphics to promote Tourism Week.

before they moved there, when it is a place he says they immediately fell in love with.

“We will live here the rest of our lives,” Astleford says. “My mission has been to create a future for Jacksonville. Our community as it relates to the visitor industry has gone through a transformation. While previously the visitors industry was seen as having a self-serving “heads in beds” mentality, now our industry is recognized as one of the primary economic drivers in our community. This changed perspective has been very rewarding and helpful to our mission.”

Astleford and his team have used various initiatives to engage the community, including a certified ambassador program, a “Bring It Home” local tourism initiative and a customer advisory council.

“We are looking forward to the transformation of Jacksonville from what is a regionally recognized visitor destination to a more national and global visitor destination,” Astleford says.



Steve Hayes (right) and Dr. Brendan Kelly, interim vice president of advancement at University of West Florida and Visit Pensacola board member, walk through Jackson Square in Downtown Pensacola.

When Steve Hayes, president of Visit Pensacola, began his tenure in Northwest Florida, he said, “I want to do a deep dive into the community and the industry. I want to learn as much as possible and to keep the positive energy flowing and moving forward to even bigger and better things.”

The results of Hayes’ “deep dive”? First, a couple of surprises.

“I think I was most surprised by two things,” Hayes says. “First, the history of Pensacola and how it has played in the growth of the United States, and second, the culinary creativity of the restaurant community. In both cases I continue to explore and discover new things that amaze me.”

Also amazing is what Hayes considers his proudest achievement over the last year.

Visit Pensacola has transitioned from being a department of the chamber of commerce to becoming an independent organization.

“Even though the discussions to create the new entity had been going on well before I joined Visit Pensacola, I was excited to provide my 25 years of destination marketing experience to help local industry and community leaders create the organization and board from the ground up,” Hayes says.

Now Hayes and the DMO are working on four key focus areas: 1) driving more revenue for lodging partners; 2) utilizing research to drive marketing strategies; 3) creating more value for the industry and community partners; and 4) leading the community through a strategic planning process.

And this summer?

“I am looking forward to having my family up here in Pensacola this summer,” Hayes says, “so they can experience all that is wonderful and fun about this area.”

When we last spoke with Loretta Shaffer, CDME, executive director of Ocala/Marion County VCB, she told us about her vision for “developing research-driven short- and long-term strategic plans to help Marion County advance economic impact through a progressive and innovative tourism initiative.”

Well, the results are in—and then some.

“We went through a very successful process, working collaboratively to develop a five-year blueprint to advance our tourism initiative,” Shaffer says. “It will be unveiled during Tourism Week.”

Shaffer says the VCB has taken an integrated approach to marketing.

“At the core we had to rebuild the brand,” Shaffer says. “We have a new website serving as an online concierge to our destination, an integrated media campaign, all new collateral, a new visitor center and more.”

The VCB brainstormed with five districts to create ideas, develop opportuni-



Loretta Shaffer joins Barbara Hernandez, APR, Marion County public information officer, for a photo op after Shaffer’s speaking engagement with the Florida Public Relations Association.

ties and capture the personality of the destination through buy-in from visitors and businesses partners.

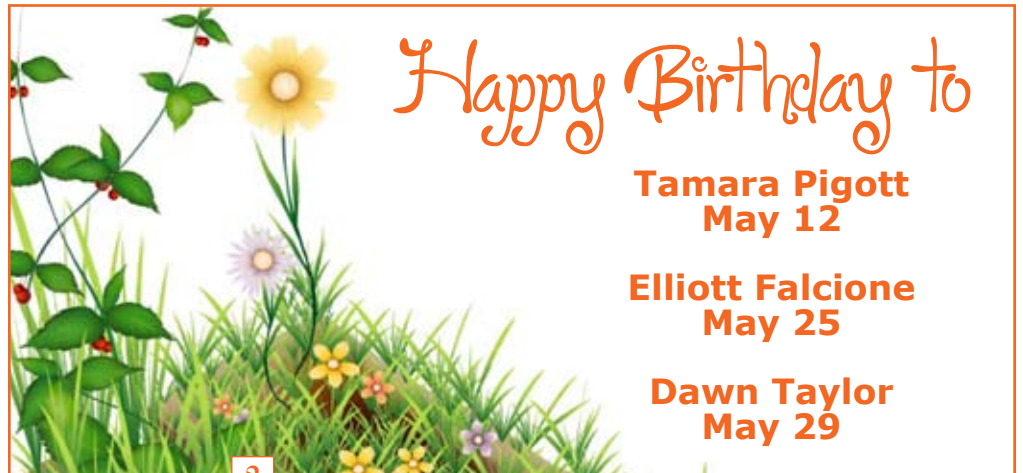
“It is so wonderful to have that community connection,” Shaffer says. “They have stellar ideas. They are creative and innovative.”

The Ocala/Marion County VCB is a small DMO, and Shaffer is proud of what they have accomplished with a relatively small budget.

“We have a small team with a lot of volunteers,” Shaffer says. “We owe our success to the hard work of our team and the great support of the city commissioners from each community. We brought the vision makers together. We are very proud of the group of folks who came together to build a master plan for our destination.”

Shaffer says her goal is to “find the destination’s gift and then unveil it.” And she’s doing so with great enthusiasm.

“It’s been fun, and we’re only getting started!”



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Destination Marketing Industry Summit

June 16-18, 2014 The Shores Resort & Spa
Daytona Beach Shores, Florida



Tourism Industry Racing into a Higher Gear

A program of education designed for tourism specialties to share information and help destination marketers attract more customers to their communities:

- 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
- Discussion with VISIT FLORIDA on the direction of the destination marketing industry
- Information that can be applied immediately to bring more visitors to your destination
- Four tracks of education to serve many different professionals within your bureau

For more information, or to register online, visit us at www.FADMO.org.

Schedule at a Glance

Monday, June 16, 2014

9:00 AM – 12:00 Noon	Board of Directors Meeting and Working Lunch
10:00 AM – 12:00 Noon	Vendor Setup
2:00 PM – 5:00 PM	VISIT FLORIDA Interactive Discussion
5:00 PM – 6:00 PM	Welcome Reception at The Shores Resort & Spa Sponsored by VISIT FLORIDA
6:00 PM	Dinner on own



Tuesday, June 17, 2014

8:30 AM – 9:30 AM	Make the Florida Tourism Statutes Work for You	How To Build Your Own Content Factory
9:45 AM – 10:45 AM	Mapping the Journey for Tomorrow's Tourist	The DMOs New Role of Content Curator
11:00 AM – 12:00 Noon	The Right Way to Develop a Strategy for Your Destination Brand	Content Development and Marketing: Staying Ahead of a Changing Landscape
12:00 Noon – 1:30 PM	Networking Luncheon	
1:30 PM – 2:30 PM	Research to Know, Research to Show: How Florida DMOs Created Research-Based Marketing Programs (and You Can Too!)	What Travelers Want From Destination Websites
2:45 PM – 3:45 PM	Generational Differences of the Florida Traveler and the Implications for the Future	Letting PR Drive the Bus
4:00 PM – 5:00 PM	Visualization & Technology - Successful Destination Management	You Got Them Here, Now What?
6:00 PM	Dinner on own	

Wednesday, June 18, 2014

9:00 AM – 10:30 AM	Destination Marketing - State of the State Report
10:30 AM – 12:00 Noon	Stand Out! Positioning Your DMO
12:00 Noon	Adjourn

The Shores Resort & Spa

The Shores Resort & Spa is a fashionable favorite in Daytona Beach, FL located on the edge of one of the most beautiful strands of Daytona Beach, Florida - the Shores barrier island. The Shores Resort & Spa offers a distinctively different approach to your luxury hotel experience as the area's only AAA Four Diamond hotel with nearby access to all the fun of Daytona Beach - water sports, family and cultural attractions, motorsports, festivals, sporting events and more.

The Shores Resort & Spa is offering special rates for FADMO meeting participants, beginning at \$134.00 per night. Call the hotel at (866) 934-7467 and mention the Florida Association of Destination Marketing Organizations to receive the reduced rate. Please make your reservation before May 28, 2014.

For more information, or to register online, visit us at www.FADMO.org.



Quick Trips!

PCB Kicks Off Season With New Marketing Push

This spring and summer, the Panama City Beach CVB is promoting the “Real. Fun. Beach. Bucketlist,” an interactive opportunity for users to highlight their favorite PCB experiences, and discover new ones. As visitors photograph themselves or highlighted events, they can share their pictures to earn prizes. www.VisitPanamaCityBeach.com



The PC Beach CVB will celebrate Tourism Appreciation Day on May 7 with a special day of free food and fun on the Bay County Pier.

Charlotte Sports Park Named Best Spring Training Facility

In one of the hottest contests offered by *USA Today's* 10Best, the Charlotte Sports Park in Port Charlotte, spring training home to the Tampa Bay Rays, was named the Best Spring Training City in 2014. After a month-long voting battle in the Reader's Choice contest, the tremendous fans and visitors helped the Charlotte Sports Park reign victorious. www.CharlotteHarborTravel.com



Baseball fans enjoy a beautiful day at Charlotte Sports Park.

Signs of Our Times

New billboards touting the Space Coast as a tourism destination are popping up along I-75 and I-95 throughout the Southeast. A new ad plan calls for spending \$400,000 on billboards along I-95 and I-75 while using an additional \$200,000 for online advertising. TDC Director Rob Varley says the billboards will be placed as far north as Virginia. www.VisitSpaceCoast.com

Visit Central Florida Hosts Journalists, Wins Mobile Website Award



Journalists enjoy visits to LEGOLAND Florida and Bok Tower Gardens.

Visit Central Florida recently hosted a press tour of Central Florida's Polk County for eight Latin American travel writers/photographers. The journalists experienced local attractions, restaurants, shopping, activities and accommodations to gather material for travel articles to entice more tourists to Polk County from Latin America, which is the largest emerging international market for tourism. In other news, the mobile website for Visit Central Florida has been named one of the South's



Best by *ConventionSouth Magazine*. Apps/mobile sites were judged on GPS and mapping features, content geared for travelers and attendees, user friendliness, discount special offers, unique features and visual appeal. www.VisitCentralFlorida.org



Beautiful billboards invite visitors to stay in the Space Coast.

Visit South Walton's 'Beach in a Box' Earns Two Awards

The Walton County TDC has increased awareness of its sugar-white beaches by bringing its popular destination to the people—with an award-winning, immersive exhibit built by Nomadic Display. This 360-degree “beach in a box” experience won two awards: Best 10-by-10 Exhibit and People's Choice Award at the EXHIBITOR2014 Portable/Modular Awards sponsored by EXHIBITOR magazine. www.VisitSouthWalton.com



“Beach in a Box” visitors experience Walton County's scenic white sand beaches with panoramic graphics inside and out, video and audio of crashing waves, warm lighting and piped-in coconut scent.

Miami Unveils Walk of Fame, Launches 'It's So Miami'

The first of the Romero Britto designed stars for the new Miami Walk of Fame was unveiled on Mar. 21. The star honors 20th Century Fox's animated Feature *Rio 2* and two of its superstars, Academy® and Grammy® award winner Jamie Foxx and Academy® award nominee Andy Garcia. In other news, the CVB has launched “It's So Miami: People and Places” campaign. The program shines a light on locals and their neighborhoods, encouraging visitors to explore the destination's diversity and extend their stays. Curated by locals and the GMCVB, the campaign provides visitors with an authentic, insider's perspective to Miami and The Beaches. www.MiamiandBeaches.com



GMCVB President & CEO William D. Talbert III, CDME, joins Mayor Tomas Regalado of the City of Miami and other dignitaries for the official unveiling of the Miami Walk of Fame. (photo by Manny Hernandez)



Quick Trips!

Dalí Welcomes Picasso Exhibit to St. Pete

The St. Pete/Clearwater area will be welcoming a landmark international exhibition when The Dalí Museum hosts “Picasso/Dalí, Dalí/Picasso” in St. Petersburg. The exhibition will open on Nov. 8, 2014, and run through Feb. 15, 2015, at which point it will travel to the Museu Picasso in Barcelona, Spain, for exhibition Mar. 19-June 28, 2015. www.VisitStPeteClearwater.com



Dalí Museum Director Hank Hine and Museu Picasso Barcelona Director Bernardo Laniado-Romero announce the Dalí exhibit at a New York City press conference.

April Fool's!

People around the world got wind of Visit St. Pete/Clearwater's first-ever April Fool's creation, the “manaphin,” as word quickly spread through major news outlets about the “rare marine mammal” spotted off the coast of St. Pete/Clearwater. The April Fool's release was hailed by Yahoo! and ABC News as one of the top pranks in the world. www.VisitStPeteClearwater.com



News of St. Pete/Clearwater's “manaphin” was shared by dozens of news outlets around the world. Media impressions are expected to be in the tens of millions.

Discover Sarasota County's Natural Side With New Hand-Held Guide

Visit Sarasota County has launched the second edition of the Discover Natural Sarasota guide. This hand-held paper guide provides fast facts and tips on the best way to discover Sarasota's natural paradise. The guide provides information on hiking, walking, running, paddle sports, cycling, wildlife viewing, birding and fishing as well as a list of parks, preserves and other natural places in Sarasota County. www.VisitSarasota.org



Visit Sarasota County's new visitor guide includes an “Ask a Local” section that provides insider's tips for visitors.

IN MEMORIAM

Shirley Talbert

Discover Palm Beach County regrets the passing of its longtime chief marketing officer, Shirley Talbert, CDME, after a courageous battle with cancer.

Ms. Talbert began at Discover Palm Beach County as a consultant guiding the selection of the company's new web and technology platforms. During her tenure she held the positions of vice president e-marketing and tourism sales, senior vice president marketing and ultimately, chief marketing officer.

“Shirley was a highly talented and creative destination marketer. She combined extraordinary organizational skills with the ability to grasp customer trends and the vision to apply marketing efforts effectively. She contributed in a major way to Palm Beach County's tourism success over the past six years, and she will be sorely missed,” says Jorge Pesquera, Discover Palm Beach County's president and CEO.



People in the News

Discover Palm Beach County Names New PR Director

Discover Palm Beach County (DPBC) has announced the appointment of Scott Schoenen as director, public relations & communications. In addition to overseeing PR activities for the leisure, meetings and convention and travel trade market segments, Schoenen also manages DPBC's contract with the PR agency-of-record for North America as well as PR-related opportunities generated through Discover's representation offices in Brazil, Germany and the UK. www.PalmBeachFL.com



Scott Schoenen

VSPC's Sports Commissioner to Lead National Board

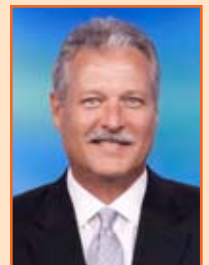
Visit St. Pete/Clearwater is proud to announce that St. Pete/Clearwater Area Sports Commissioner Kevin Smith has been named board chair of the National Association of Sports Commissions. Smith has been a member of the National Association of Sports Commissions since 2000, serving as secretary, treasurer and vice chair before his election to the board's top post. www.VisitStPeteClearwater.com



Kevin Smith

PC Beach CVB Hires VP

To capitalize on Panama City Beach's popularity and many events, the CVB has hired a VP for tourism development. Former television anchor and marketing executive J. Michael Brown will be seeking grants, sponsorships and other sources of external funding to help the CVB create new tourism opportunities. www.VisitPanamaCityBeach.com



J. Michael Brown

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

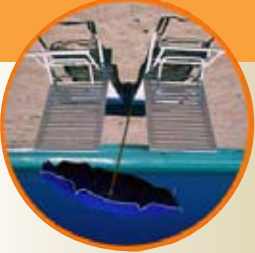


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Florida Association of Destination Marketing Organizations



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