

TOURISM MARKETING TODAY

The Official Newsletter of the Florida Association of Destination Marketing Organizations

October 2013

Tourism Industry Welcomes Governor's Environmental Initiatives

Gov. Rick Scott recently announced funding for several environmental initiatives that will help protect Florida's natural beauty, which draws thousands of tourists to the Sunshine State each year. These initiatives will have a positive impact in communities all over the state.

Nearly \$37 Million for Springs Projects

The recently announced initiatives include 10 water quality/quantity and springs improvement projects. Funding for the springs projects was leveraged from a \$10 million investment from the Florida Families First Budget, more than \$1 million from Department of Environmental Protection funding and investments from local partners, for a total of nearly \$37 million. Springs that

will receive funding for projects include Silver, Wekiwa, Rock, Ichetucknee, Rainbow, Chas-sahowitzka, Homosassa, Weeki Wachee, Jackson Blue, Williford and springs along the Santa Fe and Suwannee rivers and Kings Bay.



Gov. Rick Scott

Roland Loog, CDME, director of Visit Gainesville, welcomes these projects and says the state needs to do even more.

"This is a good beginning, yet only a drop in the bucket (excuse the pun) to what needs to be done," Loog says. "For someone like myself who has played and explored in these springs for over 50

continued on pg. 2

DMOs Capture 44 Awards in 2013 Flagler Awards

Destination marketing organizations took home 44 Flagler Awards this year, including 13 Henrys, the highest designation. VISIT FLORIDA announced the winners during the 46th Annual Florida Governor's Conference on Tourism. Named for Henry Flagler, the Flagler Awards were established in 2000 to recognize outstanding tourism marketing in Florida. The awards are open to all individuals, private businesses and not-for-profit organizations offering a product or a service that promotes tourism to or within the state of Florida. FADMO is especially proud to recognize the award-winning DMOs, highlighted in red text on page 3.

continued on pg. 3



DMOs captured 44 awards in this year's Flagler Awards, named for Henry Flagler, an American industrialist and a founder of Standard Oil. He was also a key figure in the development of the eastern coast of Florida and a founder of the Florida East Coast Railway.

EXECUTIVE DIRECTOR'S REPORT



Governor Tours Visit Orlando

by Robert Skrob, CPA

Gov. Rick Scott recently stopped in at the Visit Orlando offices and met with the DMO's 140+ employees to get a better understanding of what destination marketers like you do on a daily basis to attract customers to your communities. Never before has there been a governor who has so diligently sought to understand the role you serve in Florida's economy.

In June, the FADMO board of directors resolved to commend Governor Scott for his efforts to improve Florida's economy by investing in marketing that attracts visitors and grows tourism spending throughout the state. I reached out to the Florida Attractions Association, the Florida Restaurant and Lodging Association and the Florida RV Parks and Campgrounds Association, and they each readily supported FADMO's commendation. VISIT FLORIDA provided time on the Florida Governor's Conference agenda so the Florida tourism industry's trade associations could present this commendation in person, to huge applause from those in attendance.

continued on pg. 2

years, it is easy to see how much we have lost in the quantity and quality of these magnificent water systems. I applaud this first step and the fact that the governor has identified this as a major problem to our environment, our sense of place and the industries that are involved in the recreation surrounding these resources.”

Harvey Campbell, executive director of Columbia County TDC, stresses the importance of protecting the springs in North Florida.

“Ichetucknee Springs is the crown jewel of tourism in the Suwannee River Valley,” Campbell says. “We have more than 185,000 visitors to the park annually, it creates more than \$7 million in direct economic development and it supports the creation of approximately 140 jobs. Like many of our springs in North Florida, we have seen a gradual decrease in the volume of water coming out of the spring, and it isn’t as pristine as long-time residents remember it. This infusion of funding and the increased awareness being created isn’t the fix to the problems, but it is a valuable and needed start.”

Danny Trosset, executive director of Seminole County CVB, also welcomes the increased funding to protect Florida’s springs.

“The Wekiva River system is one of our most prized natural assets here in Central Florida,” Trosset says. “Seminole County residents and visitors enjoy paddling down the Wekiva, and it is important that we continue to be proactive and invest the necessary resources to keep our waterways clean for the enjoyment of future generations.”

\$40 Million to Speed Up Lake Okeechobee Water Treatment

The governor also announced a \$40 million commitment to speed up completion of the C-44 Storm Water Treatment Area project, which will cut the project time in half. The project will clean diverted water from Lake Okeechobee and storm water runoff year-round. The governor also called on the federal government to meet its obligations in maintaining the federally operated Lake

Okeechobee dike system and fulfilling its cost-share obligations to the State of Florida for environmental projects.

Rozeta Mahboubi, executive director of the Martin County CVB, says this governor “gets it.” She relates that when the tourism industry in her area sent a letter to Governor Scott about the negative impact the discharge of water from Lake Okeechobee was having on tourism, he came to see the problem for himself just days later.

“He responded promptly to our outreach, which is commendable and inspiring,” Mahboubi says. “Governor Scott is a tourism governor. He supports and understands the value of our industry, that it creates jobs.”

Mahboubi goes on to say that the governor’s investment in tourism marketing by increasing the budget for VISIT FLORIDA is the reason the state has a surplus to help fund the water treatment project.

“Tourism saved the day!” she says.

\$90 M for Tamiami Trail Project

A \$90 million commitment for the bridging of a 2.6 mile segment of Tamiami Trail in South Florida will deconstruct a section of the berm that Tamiami Trail is built on and replace it with a bridge so that water north of the road can flow into the Everglades, providing needed water to the Everglades National Park. The end effect will be to keep more high-nutrient water from entering the Caloosahatchee and St. Lucie estuaries, something welcomed by Tamara Pigott, executive director of the Beaches of Fort Myers & Sanibel.

“Anything that facilitates the flow of water to the south and slows the flow from east to west will benefit tourism in our community,” Pigott says.



Gov. Rick Scott visits downtown Stuart to meet with Senator Joe Negron and to discuss the condition of the St. Lucie River and Indian River Lagoon with local officials. Pictured here are Mary Kindel, recycling and conservation coordinator, Gov. Rick Scott, Marc Rogolino, capital projects coordinator, and Senator Joe Negron.

E.D.’s REPORT continued from page 1

The tourism industry is growing. At the same time, city and county government budgets are stretched thin throughout the state. Although real estate values appear to be improving in 2013, that won’t impact property taxes for another couple of years. Thus, counties are looking at everything they can do to prevent widespread budget deficits.

There has never been a tougher time to protect the current uses of Tourist Development Taxes throughout the state. We’ll have an important discussion of this topic at the FADMO annual meeting in Panama City Beach. It’s critical that we work together, share ideas and educate county leaders on the important, long-term eco-

nomie benefits of tourism marketing. How ironic is it that Governor Scott was touring the offices of a DMO and supporting tourism marketing efforts while county governments in several communities throughout the state debated diverting funding away from those efforts?

The numbers prove that increased marketing investments attract visitors and generate incremental tax revenues from the purchases those visitors make. None of us wants to see a new case example of the reverse, that is, how a county decreasing its investment in destination marketing has allowed it to fall behind the growth of the rest of the state.

I’ll see you in Panama City Beach.



Gov. Rick Scott poses with George Aguel, president and CEO of Visit Orlando, during the governor’s visit to the DMO’s headquarters to ask Orlando and Orange County to support his administration’s goal of attracting 100 million visitors to Florida in 2014.

Creativity in Public Relations

Bronze Award: Visit Orlando – Orlando Makes the World Smile on World Smile Day

Silver Award: Lee County VCB – Shellabration – 75th Annual Shell Fair & Show

The Henry: Greater Fort Lauderdale CVB – Goodbye Chilly, Hello Sunny

Direct Marketing

Bronze Award: Panama City Beach CVB – St. Louis to Panama City Beach Email Blast

Silver Award: Visit Orlando – 2012 Direct Marketing Brochure

The Henry: Sterling Resorts – Sterling Resorts Black Friday Sale

Internet Advertising

Bronze Award: Naples, Marco Island, Everglades CVB – Paradise Refined and Redefined

Silver Award: Greater Fort Lauderdale CVB – Hello Sunny Marketing App-like Ad

The Henry: Seminole County CVB – “Wild Side of Orlando”

Mixed Media Campaign

Bronze Award: Visit St. Pete/Clearwater – Pow Wow 2012

Silver Award: Greater Fort Lauderdale CVB – Hello Sunny

The Henry: Greater Miami CVB – It’s So Miami

Mobile Marketing

Bronze Award: The Florida Keys & Key West – Mobile Swipe – The Florida Keys

Silver Award: Pasco County Office of Tourism Development – VisitPasco.net Mobi Website

The Henry: Greater Fort Lauderdale CVB – Fork Lauderdale Dining App

Niche Marketing

Bronze Award: The Florida Keys & Key West – “Not a dinghy . . .,” “Size or ship,” “Harmonize,” “Get out and stay out”

Silver Award: Naples, Marco Island, Everglades CVB – Paradise Golfing Refined and Redefined

The Henry: Greater Fort Lauderdale CVB – Hello Sunny Campaign – LGBT

Out-of-Home

Bronze Award: Naples, Marco Island, Everglades CVB – Peace & Tranquility

Silver Award: Greater Fort Lauderdale CVB – London Taxi Wrap

The Henry: The Florida Keys & Key West – Penn Station Domination

Print Advertising

Bronze Award: Bradenton Area CVB – “Real. Authentic. Florida.” Print Brand Campaign

Silver Award: Greater Fort Lauderdale CVB – Hello Sunny/Meet Sunny

The Henry: Naples, Marco Island, Everglades CVB – Fresh Air Meets Fresh Thinking

Radio Advertising

Bronze Award: Visit Tallahassee – Winter Nights & Holiday Lights Radio Spot

Silver Award: Bradenton Area CVB – “Real. Authentic. Florida.” Radio Campaign

The Henry: The Florida Aquarium – Take Your Breath Away



DMOs won 13 Henrys in the 2013 Flagler Awards.

Resource/Promotional Material – Consumer

Bronze Award: Bradenton Area CVB – Bradenton Gulf Islands Domestic Visitor Magazine

Silver Award: Globelite Travel Marketing Inc. – The Travel Guide to Florida

The Henry: Greater Fort Lauderdale CVB – Hello Sunny Vacation Playbook

Resource/Promotional Material – Trade

Bronze Award: TradeWinds Island Resorts – Meetings Market Margarita Mix Mailer

Silver Award: Seminole County CVB – “Thank You”

The Henry: Greater Fort Lauderdale CVB – Greater Fort Lauderdale Office of Film & Entertainment Sizzle Reel

Rural County Marketing – New Category in 2013

Bronze Award: Franklin County TDC – Salty Florida Visitor Guide

Silver Award: Visit Natural North Florida – Fish Natural North Florida

The Henry: Amelia Island CVB – “Buy One Get One”

Social Media Marketing

Bronze Award: Visit Jacksonville – Visit Jacksonville Summer Facebook Contest

Silver Award: Greater Miami CVB – It’s So Miami

The Henry: Perdido Key Chamber of Commerce and Visitor Center – I Love Perdido Key Facebook Page

Special Event

Bronze Award: The Florida Aquarium – Brews By The Bay

Silver Award: Greater Miami CVB – It’s So Miami in Manhattan

The Henry: Palm Beach County CVB – Rock the Vote in The Palm Beaches and Boca Raton

Television Advertising

Bronze Award: Visit Orlando – Mass Exodus

Silver Award: Naples, Marco Island, Everglades CVB – Winter Gloves

The Henry: Greater Fort Lauderdale CVB – :30 Hello Sunny TV

Tourism Advocacy

Bronze Award: Palm Beach County CVB – Travel Rally Day

Silver Award: Pensacola Lighthouse and Museum – Tourism Cares for the Pensacola Lighthouse

The Henry: Greater Fort Lauderdale CVB – Hello Sunny Marketing Plan

Websites

Bronze Award: Visit Jacksonville – VisitJacksonville.com

Silver Award: St. Augustine, Ponte Vedra & The Beaches VCB – HistoricCoastFlavors.com

The Henry: Florida’s First Coast of Golf – Florida-Golf.org

Best of Show

Marketing Budgets Under \$100,000: Pensacola Lighthouse and Museum – Tourism Cares for the Pensacola Lighthouse

Marketing Budgets \$100,000 to \$1 Million: Seminole County CVB – “Wild Side of Orlando”

Marketing Budgets Over \$1 Million: Greater Fort Lauderdale CVB – Hello Sunny

Tourism Trade Associations Commend Governor Scott

Gov. Rick Scott received a commendation for addressing employment in Florida through support of the tourism industry from the trade associations representing the primary segments of Florida's tourism industry during the Florida Governor's Conference on Tourism.



The certificate of commendation was presented by (l-r) Bill Lupfer of the Florida Attractions Association, Robert Skrob of the Florida Association of Destination Marketing Organizations, Bobby Cornwell of the Florida Association of RV Parks and Campgrounds, Carol Dover of the Florida Restaurant and Lodging Association, (Governor Scott), Tammy Gustafson of Universal Studios and Will Secombe of VISIT FLORIDA.



Travel

October 1-2

Florida Society of Association Executives

Leading focus groups of association CEOs and staff on how FSAE can provide services and communicate better to attract more members

October 23

Pasco County Tourist Development Council
Port Richey, Fla.

October 16-18

Florida Association of Destination Marketing Organizations
Annual Meeting
Panama City, Fla.

Priorities



Make annual meeting a terrific experience for everyone involved



Modernize Affiliate Member program

Least Favorite Song

Anything by Luke Bryan

Favorite Song

The House That Built Me by Miranda Lambert

Florida Leaders Talk Tourism

by Robert Skrob, CPA

Florida business and political leaders gathered in Orlando for the Safie Review 2013 Florida Leaders Summit. Safie Review is the name of the political blog founded by Justin Safie.

Sayfie is an attorney and government relations consultant at Blosser & Sayfie, the president and CEO of Sayfie Media and principal for NetPower Strategy. Prior to founding Blosser & Sayfie in 2001, he served as a senior policy advisor, communications director and chief speechwriter to Gov. Jeb Bush.

While the Safie Review 2013 Leaders Summit included discussions on education, health care, energy, transportation and water, it also featured two panel discussions on the Florida tourism industry. On behalf of FADMO, I was invited to attend.

The first panel was about disruptors, which focused on the topic of the effects of expanded gaming on Florida's tourism industry. Mary Ellen Klas, Tallahassee bureau chief of the *Miami Herald*, moderated a panel consisting of Michael Soll of The Innovation Group, a gaming consulting company with clients including Native American casinos; Frank J. Fahrenkopf, Jr., former president and CEO of the American Gaming Association; and Andrew Hertz from the Miami Seaquarium,

representing VISIT FLORIDA. While Soll and Fahrenkopf extolled the virtues of gaming, Hertz communicated that members of the tourism industry are on both sides of the fence. While some welcome the new attraction, others are concerned that expanded gaming will damage Florida's family-friendly brand.

Will Seccombe of VISIT FLORIDA moderated a second panel on goals for Florida's tourism industry. The tourism goals outlined at the Sayfie conference include:

- To be the undisputed #1 tourist destination in the world with sustained growth reaching 150 million by 2020, increasing economic impact by \$100 billion and international tourism by 25 percent
- Strive for 200 million visitors in 2023 with investment in public infrastructure
- Develop a transportation system that allows tourists to see more numerous entertainment markets in one week

If you would like a more complete listing of the summit's "Top Big Hairy Audacious Goals for Florida," more information is available at <http://bit.ly/14qU7PD>.



Many of the largest companies in Florida sponsored the Sayfie Review 2013 Florida Leaders Summit.



Sayfie Review recognized the "Thought Leadership Partners" for the 2013 Florida Leaders Summit.



Andrew Hertz of the Miami Seaquarium joined the discussion on how expanding gaming would impact Florida's tourism industry with panelists Michael Soll of The Innovation Group and Frank J. Fahrenkopf, Jr., former president and CEO of the American Gaming Association. Mary Ellen Klas of the Miami Herald moderated.

People in the News

Visit Orlando Names Fred Shea Senior VP

Visit Orlando has announced the promotion of Fred Shea to senior vice president of convention sales and services. Shea has served as the organization's vice president of strategic partnerships, responsible for overseeing both portfolio accounts and the Visit Orlando Business Development team, since 2010. Prior to joining Visit Orlando, he was a senior vice president with Conference Direct, responsible for supporting sales associates with new business development and enhanced customer service. He spent most of his career—30 years—with Hyatt Hotels, including 11 years as vice president of sales operations.



Happy
Birthday to

October 3

Jorge Pesquera

Palm Beach County CVB



Seminole County CVB Promotes Danny Trosset to Executive Director



Seminole County CVB looked within when it needed a new leader. Interim director Danny Trosset is now executive director of the DMO. Trosset previously served as the CVB's sales manager.

Trosset graduated from Flagler College with a degree in sports management and worked for the Central Florida Sports Commission immediately after graduation. His background and expertise in sports management is

a good match for Seminole County, which has a strong youth sports tourism niche.

"We are actually in the planning process to build a brand new, state-of-the-art youth baseball sports complex," Trosset says. "We hope to have the facility open by 2016."

The CVB's new executive director is also working to increase Seminole County's share of the international travel market.

"There is a ton of opportunity for us," Trosset says. "Allegiant Airlines continues to add direct flights into Orlando-Sanford International Airport, and we have Iceland Air and charter flights coming in as well."

The CVB has been analyzing the travel markets for Seminole County and has found that most travelers come to the area for meetings, sports events and other group activities.

"We are reviewing our marketing direction," Trosset says. "We are talking to our partners so we can truly understand who our visitors are. That is not to say we are going completely away from leisure, but we are trying to identify what our true market segments are and what is going to be the best return on our investment."

To attract some of the leisure travelers who fly into the Sanford airport to visit the theme parks in Orlando, the CVB is working with its tourism partners to provide attractive room rates so travelers will spend a day or two in Seminole County to visit attractions like the Central Florida Zoo and Wekiwa Springs State Park.

"We are working to find that right positioning for the leisure market, and we will get there," Trosset says.

New Seminole County Director Greets With Congressman Mica



Congressman John Mica

When FADMO put out the call for members to contact their congressional representatives about Brand USA and to invite them to join the Congressional Travel and Tourism Caucus, Seminole County's Danny Trosset accepted the challenge. Trosset met with Congressman John Mica, who was "very receptive and has a lot of contacts throughout the tourism community." While the congressman is not going to join the tourism caucus (his policy is to join no caucuses), Mica expressed his support for finding ways to bring more visitors to Florida.



Calendar

**FADMO Annual Meeting
Direct Your Destination
to High Performance**

October 16-18, 2013

Panama City Beach, Fla.

www.FADMO.org

**Sustainable Authentic
Florida Conference**

**Tourism, Metro
Narratives and
Community**

October 23-25, 2013

Miami Beach, Fla.

www.SustainableAuthenticFlorida.com





Quick Trips!

Pensacola Bay Area Has ABA Top 100 Event

One of the Pensacola Bay Area's long-standing events is now on one of the group travel industry's most coveted lists, with the inclusion of the Great Gulfcoast Arts Festival on the 2014 American Bus Association's (ABA) Top 100 Events. Launched in 1982, the ABA Top 100 Events is an annual compilation of the best events for group travel in the United States and Canada. www.GGAF.org; www.VisitPensacola.com



Naples to Host Stone Crab Festival

Naples plans an action-packed weekend during the Stone Crab Festival, Oct. 25-27, at various locations on the historic Old Naples Waterfront. The festival will offer plenty of fresh, locally harvested stone crab claws, fish and shellfish, live music, events of all kinds, art, vendors and a ton of fun activities for the entire family. www.StoneCrabFestival.org; www.ParadiseCoast.com



Palm Coast & the Flagler Beaches Host 1.6 Million Visitors

A recent study conducted by Mid-Florida Marketing & Research for the Flagler County TDC shows that 1.6 million visitors came to the Palm Coast & the Flagler Beaches area in 2012. Half stayed in hotels and motels, and the other half stayed with friends and family or in their own part-time residences. According to the "Economic Impact of Tourism on Flagler County" study, the total annual expenditures for visitors was \$260 million. www.PalmCoastandtheFlaglerBeaches.com



Music of the Eagles in PCB

The Panama City Beach CVB presented Windborne's "Music of the Eagles" at the Aaron Bessant Park Amphitheater on Sept. 14. A crowd of about 4,500 concert-goers filled the new amphitheater for a night of music under the stars, as Windborne's star-studded ensemble was backed by the Panama City POPS Orchestra. Thanks to the CVB, general admission to the event was free. The \$500 per table VIP section sold out in advance of the event. www.VisitPanamaCityBeach.com



Hernando County Hosts Two 'Mud Races'

On Oct. 5, the town of Brooksville will host the Mud Endeavor 5K Mud Race, an adventure obstacle featuring water slides, mud and more mud! Then, on Oct. 26, it's back to Brooksville for the 2nd Annual Baddest Mudrun. The course will feature the challenging terrain of the Brooksville Ridge. www.MudEndeavor.com; www.BaddestMudRun.com; www.NaturallyHernando.org



Lovers Key: Hidden Paradise

USA TODAY and 10Best.com recently named Lovers Key, south of Fort Myers Beach, among the 10 least-known Florida beaches. The article says: "It's one-fourth of a state park, home to a resort and an enduring haven for couples in pursuit of blissful isolation." Also, about Gasparilla Island the article states: "Epic tarpon fishing is among Gasparilla's lures." www.FortMyersSanibel.com



The Palm Beaches Celebrates Oktoberfest

Germany comes to The Palm Beaches on Oct. 11-13 and Oct. 18-20, when the German Club of The Palm Beaches hosts Oktoberfest. The yearly celebration of beer and good times is held on 10 acres of ground, under a pavilion and massive tent, making this "Original Oktoberfest" one of the largest in the country. www.PalmBeachFL.com

For the second year in a row, Visit St. Pete/Clearwater has received funding to promote local Gulf tourism and seafood through BP's Gulf Seafood and Tourism Promotional Fund. A total of 450 organizations applied for funding in 2013, but only 60 organizations were awarded grants, with individual funding amounts ranging from \$25,000 to the maximum award of \$500,000. Visit St. Pete/Clearwater received the maximum grant. www.VisitSPC.com



Halloween Fun in Sarasota County

Halloween doesn't have to be scary to be fun, at least not in Sarasota County. Festivals, fun runs and trick-or-treating offer plenty of reasons to celebrate Halloween in Sarasota County. Costume or not, all are welcome to enjoy several family-friendly Halloween events this month in Sarasota County. <http://VisitSarasota.org/events>



Gadsden County Welcomes FADMO Director

On Sept. 16, the Gadsden County TDC welcomed FADMO Executive Director Robert Skrob to give a presentation on the Tourist Development Tax. Skrob provided background information about the TDT as well as insights on what other counties are doing to promote their communities. www.GadsdenCC.com



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

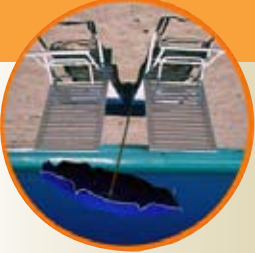


1390 Timberlane Road
Tallahassee, FL 32312

"Bringing more customers to Florida"

1390 Timberlane Road, Tallahassee, FL 32312, USA • Phone: 850/222-6000 • Fax: 850/222-6002 • Web: www.FADMO.org
Executive Director, Robert Skrob, CAE • Lobbyists, Brian Ballard and Mat Forrest, 850/577-0444

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