

# Schedule at a Glance

## Wednesday, December 4, 2024

**4:00 p.m. – 6:00 p.m.** Registration Desk Open  
*Café Quiquiriqui at Hotel Haya*

**5:00 p.m. – 6:00 p.m.** Welcome Reception *Sponsored by*  
*Café Quiquiriqui at Hotel Haya*



## Thursday, December 5, 2024

**8:00 a.m.** Registration Desk Open  
*Valencia Ballroom Foyer*

**8:00 a.m. – 9:00 a.m.** Networking Breakfast  
*Valencia Ballroom*

**9:00 a.m. – 10:30 a.m.** Florida Destination Marketing Industry State of the State Report  
*Valencia Ballroom*

**10:45 a.m. – 11:45 a.m.** Fresh Lessons on Successful Leadership at Florida DMOs

**11:45 a.m. – 1:00 p.m.** Networking Luncheon  
*Valencia Ballroom*

# Connect

**1:00 p.m. – 1:30 p.m.** Florida's First Sports Facility Funded by a Tourism Improvement District

**1:30 p.m. – 2:15 p.m.** We're Beyond Generative AI 101, It's Time to Develop a Policy for Your Destination

**2:30 p.m. – 4:00 p.m.** Destinations Florida Board of Directors & Member Forum:  
Tourist Development Taxes and Storm Recovery  
Destinations Florida Annual Business Meeting

**6:00 p.m. – 9:00 p.m.** Miles Partnership Evening Event  
*at The Original Columbia Restaurant in Ybor City*



## Friday, December 6, 2024

**8:00 a.m. – 9:00 a.m.** Networking Breakfast  
*Valencia Ballroom*

**9:00 a.m. – 10:00 a.m.** How Florida Hospitality Jobs Stack Up: A Surprising Comparison  
Tourism Marketing Best Practices from Around the World

**10:30 a.m. – 11:30 a.m.** VISIT FLORIDA Marketing Update



**12:00 noon** Adjourn