

Schedule at a Glance

Wednesday, December 4, 2024

4:00 p.m. – 6:00 p.m.	Registration Desk Open <i>Café Quiquiriqui at Hotel Haya</i>
5:00 p.m. – 6:30 p.m.	Welcome Reception <i>Sponsored by</i> <i>Café Quiquiriqui at Hotel Haya</i>



Thursday, December 5, 2024

8:00 a.m.	Registration Desk Open <i>Valencia Ballroom Foyer</i>
8:00 a.m. – 9:00 a.m.	Networking Breakfast <i>Valencia Ballroom</i>
9:00 a.m. – 10:30 a.m.	Florida Destination Marketing Industry State of the State Report <i>Valencia Ballroom</i>
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 <i>Valencia Ballroom</i>
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 <i>at The Original Columbia Restaurant in Ybor City</i>

Connect



Friday, December 6, 2024

8:00 a.m. – 9:00 a.m.	Networking Breakfast <i>Valencia Ballroom</i>
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

