



# ALL OF THE TRAINING YOU NEED TO ATTRACT MORE VISITORS TO YOUR DESTINATION

DESTINATIONS FLORIDA  
Destination  
Marketing Summit  
April 3-5, 2024

Sheraton Sand Key Resort  
Clearwater Beach, Florida

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

- Detailed education that can be applied immediately to bring more visitors to your destination
- Education sessions that serve many different professionals within your DMO
- 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
- VISIT FLORIDA's plans for helping destinations bring more customers to our communities.

DESTINATIONS  
**FLORIDA**







## From the Chairman of the Board

It is my pleasure to invite you to the 2024 Destinations Florida Destination Marketing Summit, the year's largest gathering of Florida destination marketing organization executives and industry suppliers.

We are lucky to live and work in the most beautiful place in the world. Seemingly, Florida can sell itself. However, we know better. As destination marketers, we must compete for visitors against a lot of well-funded adversaries. Florida residents employed within the tourism industry are depending on our success.

It has never been more important for the destination marketing industry to invest in additional training for ourselves and our staff members. To provide you with the knowledge and resources you need to succeed and prosper in the coming year, we have created a one-of-a-kind program.

Critical issues affecting our industry will be addressed:

- Innovative Product Development: What's Good for the Local Is Good for the Visitor Vacation
- How to Build an Award-Winning Ecotourism Program From Scratch
- How to Showcase the Value of Tourism to Your Local Community
- How to Develop a Customized Tourism Plan
- Strategies to Combat Online Privacy to Target Visitors
- U.S. & Florida Hospitality Update: Trends & Forecasts

You'll have a great opportunity to network with outstanding speakers, other tourism marketers from throughout Florida, and the industry's finest sponsors. You and your organization will want to be represented at the Destination Marketing Summit. Destinations Florida looks forward to welcoming you to this important meeting.

Sincerely,

*Santiago Corrada*

Santiago Corrada, Chairman of the Board  
Destinations Florida

[www.DestinationsFlorida.org](http://www.DestinationsFlorida.org)

1400 Village Sq. Blvd., Suite 3-250 • Tallahassee, FL 32312 • 850/222-6000




# SCHEDULE AT A GLANCE


## Wednesday, April 3, 2024

10:00 AM – 1:00 PM	Board of Directors Meeting and Working Lunch
2:00 PM – 2:45 PM	Innovative Product Development: What's Good for the Local Is Good for the Visitor
2:45 PM – 3:30 PM	How to Build an Award-Winning EcoTourism Program From Scratch
3:45 PM – 5:30 PM	Destination Marketing State of the State Report
5:30 PM – 6:30 PM	Welcome Reception at Sheraton Sand Key Resort
6:30 PM	Dinner on own

## Thursday, April 4, 2024

8:00 AM – 9:00 AM	Networking Breakfast	
9:00 AM – 9:45 AM	How to Showcase the Value of Tourism to Your Local Community	The 12 Laws of AI: A Practical Guide to AI for DMOs
10:00 AM – 10:45 AM	Big, Bold Heart Meets Cold, Hard Cash	Florida Reimagined: International Travelers' Shifting Perceptions in the Post-Pandemic Era
11:00 AM – 11:45 AM	An Inside Peek Into the Social Media Strategies That Won Top Social Media Marketer in U.S. Award by PR Daily	Unpacking the Travel Trends That Drive Demand
11:45 AM – 1:00 PM	Networking Luncheon	
1:00 PM – 1:45 PM	How to Develop a Customized Tourism Plan	Florida's Competition – How Other Destinations Turn Insights to Outcomes to Steal Your Visitors
2:00 PM – 2:45 PM	How to Increase the Impact of Marketing With Data	Revolutionizing Audience Engagement: Fresh Approaches to Data Collection in the Era of Privacy
3:00 PM – 3:45 PM	Straight Truth, No BS Tactics to Keep Your Brand Healthy and Relevant to Drive Your Sales, Marketing, and Tourism Economy Forward	Turn AI Into ROI
5:00 PM – 8:30 PM	Connect Evening Event	Sponsored by 

## Friday, April 5, 2024

8:00 AM – 9:00 AM	Networking Breakfast	
9:00 AM – 9:45 AM	Legislative Update With Mat Forrest	
9:45 AM – 10:30 AM	U.S. & Florida Hospitality Update: Trends & Forecasts	
10:30 AM – 11:30 AM	VISIT FLORIDA Marketing Update & "The Big Co-op Reveal"	
12:00 Noon	Adjourn	

This meeting is made possible by the support of our Partners:

### Founding Partner



### Diamond Partners



### Platinum Partners



### Gold Partners



# Destination Marketing Summit

## PROGRAM DETAILS

### WEDNESDAY, APRIL 3, 2024

2:00 PM – 2:45 PM

#### **Innovative Product Development: What's Good for the Local Is Good for the Visitor**

**Jennifer Adams, Destin-Fort Walton Beach**

Traditionally, the use of TDC funds is strictly limited to initiatives and tactics that solely impact visitation. However, Destin-Fort Walton Beach sought to create an environment in which tourism partners flourished and innovated, and small businesses and individuals contributed in a collaborative tourism ecosystem, centered on a simple mission: make time spent here—whether visiting, living, or working—more valuable to all. During this session Tourism Director Jennifer Adams will share her unique insight on how she and her team created new products that support the destination's mission of getting kids outside on the water to give their adventurous side room to grow. While the program is quite robust, it is also customized enough to help smaller, new businesses find their way and discover the value a tourism department delivers far outside a listing within a visitor's guide. Examples of new products continuously rolled out to-date include "Little Adventures," new, bite-sized challenges for kids and their families that make it easy for first-timers to get outside and take a step out of their comfort zones; "Little Adventures Packs," unique pairings of adventures with local food; "Little Adventures Classes," bringing local businesses to guests who may not otherwise discover them and providing a space to develop and test new offerings; and an incredibly extensive artificial reef program that now numbers more than 407 (more than half created since 2019). Attendees will return to work with a new perspective on the role a tourism department can play in their community inclusive of specific next steps on how to begin engaging stakeholders and tourism partners and establishing research goals that will help support their efforts.



2:45 PM – 3:30 PM

#### **How to Build an Award-Winning Ecotourism Program From Scratch**

**Nerissa Okiye and Emily Dark, Martin County Office of Tourism & Marketing**

Public interest in ecotourism and outdoor recreation exploded during the pandemic, and the trend is only growing stronger as we look ahead. The global ecotourism market size is projected to grow from \$189.88 billion in 2022 to \$200.8 billion in 2023, and searches for "sustainable travel" increased by 142.6% from 2019 to 2022. On Earth Day 2023, the Martin County Office of Tourism & Marketing launched Explore Natural Martin, their brand-new, in-house ecotourism program developed in partnership with Leave No Trace. The program is focused on educating visitors (and residents) on responsible tourism while leading free, guided ecotours through the region's beautiful outdoor areas. This session will showcase how they built the program from the ground up while navigating the red tape of local county government and other challenges along the way. Nerissa Okiye and Emily Dark will essentially provide a blueprint for other destinations looking to develop a similar initiative, including finding partners, achieving stakeholder buy-in, creatively promoting the program, highlighting real-life examples, and other tips and tricks along the way.



3:45 PM – 5:30 PM

#### **Destination Marketing State of the State Report**

A complete report on the activities of your peers in the destination marketing industry throughout Florida.

### THURSDAY, APRIL 4, 2024

9:00 AM – 9:45 AM

#### **How to Showcase the Value of Tourism to Your Local Community**

**Brian Lowack and Kylie Diaz, Visit St. Pete/Clearwater**

The importance of tourism to local communities cannot be overstated. It affects not only the hospitality industry but also other sectors such as transportation, retail, beach wildlife, and more. In this session, Visit St. Pete/Clearwater will share how and why the organization developed its campaign "From Visitors, With Love" and their success in unveiling the campaign to the local community. What will attendees take away from the session? The importance for DMOs to not only have a strategic message for visitors but also a strategic message for the residents on the value tourism brings to their community.



#### **The 12 Laws of AI: A Practical Guide to AI for DMOs**

**Matt Clement, Madden Media**

The 12 Laws will introduce attendees to the primary issues and challenges to be aware of in the AI space before turning to an exploration of the opportunities these new platforms can offer both small and large DMOs alike. We will look at in-depth examples of how to get the most out of generative AI platforms for brainstorming, content creation, strategy building, information analysis, the creative process, and more! The Laws are arranged to both introduce and act as a companion study guide that any attendee can use after the session.



10:00 AM – 10:45 AM

#### **Big, Bold Heart Meets Cold, Hard Cash**

**Jason Holic, Experience Kissimmee**

Faced with slowed growth in—and potentially receding—occupancy rates, what's a DMO to do to keep the industry strong? Find new markets, of course! But what if you could simultaneously grow your visitor economy while using tourism as a force for good? Experience Kissimmee shares its approach to expanding sustainability, accessibility, and social impact as a partner business opportunity.



#### **Florida Reimagined: International Travelers' Shifting Perceptions in the Post-Pandemic Era**

**Joseph St. Germain, Ph.D., and Erin Dinkel, M.S., Downs & St. Germain Research**

In 2024, international travel to the United States is projected to increase significantly from the levels seen from 2020–2023. However, the perceptions of travel in the United States have changed for many international visitors since their last trip prior to the pandemic. In this presentation, we will present results of a new study of international visitors from Canada, South America, Asia, and Europe. The results will show international visitors' current perceptions on visiting the state of Florida and discuss how these perceptions have changed since the pandemic. Attendees of this session will better understand the opportunities and barriers to visiting Florida destinations and the differences in these perceptions between Canadian, South American, Asian, and European visitors.



## 11:00 AM – 11:45 AM

### An Inside Peek Into the Social Media Strategies That Won Top Social Media Marketer in U.S. Award by PR Daily

**Beril Gutierrez, Discover The Palm Beaches**

Beril Gutierrez's presentation will outline how her DMO is successfully driving tourism to The Palm Beaches through effective social media strategies. She will cover social media growth through trending content, unique influencer partnerships, and how they launched a resident campaign to encourage the locals to spread the word about the destination. The attendees will leave with actionable items, and they will be able to get inspiration and develop strategies of their own.



### Unpacking the Travel Trends That Drive Demand

**Derek Price, Expedia Group Media Solutions**

Leverage data-driven advertising strategies to attract more travelers and uncover the latest traveler trends to help inform your marketing program. Derek Price from Expedia Group Media Solutions will help you unlock industry best practices for driving demand and conversion through campaign case studies and custom research. This session will help you to tap into the power of marketing insights, tools, and solutions to attract travel shoppers.



## 1:00 PM – 1:45 PM

### How to Develop a Customized Tourism Plan

**Santiago C. Corrada, Visit Tampa Bay**

As we continue to evolve from DMOs to DLOs, Visit Tampa Bay has embarked on a process to analyze all the demand drivers in the destination. To assist in the process, they have contracted with JLL to perform a Tourism Product Analysis & Destination Development Plan. During the first phase they interviewed key government and private-sector stakeholders associated with development. Through the next phase they will continue to engage with several research companies to analyze demand, events, visitor trend, demographic, and psychographic information to determine which types of existing visitor markets have the greatest growth potential. In the final stage of the plan, they will identify tourism products missing from the destination and provide direction and recommendations for new product development to enhance the destination, which will induce demand from the target markets to achieve desired growth goals.



### Florida's Competition – How Other Destinations Turn Insights to Outcomes to Steal Your Visitors

**Amy Boek, Zartico**

Destinations have the opportunity to utilize real-time insights from events, movement, and spend to inform their strategic planning and improve their marketing actions. Are competitive destinations doing a better job of turning insights to outcomes and stealing your potential visitors? This session will highlight how non-Florida destinations use data to tell stories, gain advocacy, and create outcomes for their residents, visitors, and stakeholders.



## 2:00 PM – 2:45 PM

### How to Increase the Impact of Marketing With Data

**Timothy Megginson, Visit Orlando**

Timothy Megginson will explain how to increase the impact of marketing by collecting, cleansing, and enriching data. He will provide an overview of various data Visit Orlando utilizes: ~800 data sources, CRM data, website/GA4 data, etc.; how they connected all the data; and lessons learned. He will share their data journey for the last two to three years and explain how data and privacy are impacting marketing across media platforms.



### Revolutionizing Audience Engagement: Fresh Approaches to Data Collection in the Era of Privacy

**Gray Lawry, Miles Partnership  
Eddie Kirsh, Visit St. Pete/Clearwater  
Maria Sidoti, Greater Miami Convention & Visitors Bureau**

Privacy is not going away, and as more and more restrictions to sharing and acquisition of first-party data build, marketers have found a variety of new data and technology solutions to help identify, collect, and retarget audiences. This panel of top Florida DMOs will share their strategies and successes using big data solutions like Adara Consortia, personalization platforms like Blueshift, and a whole lot of creativity to get in front of audiences that in spite of privacy and data access challenges can be targeted through marketing and advertising. This session will also kick off with an update on where things stand, what the future likely holds, and emerging technologies to address this universal marketing challenge (led by Miles Partnership) with ample time for audience Q&A.



## 3:00 PM – 3:45 PM

### Straight Truth, No BS Tactics to Keep Your Brand Healthy and Relevant to Drive Your Sales, Marketing, and Tourism Economy Forward

**Tom Merrick and Rudy Webb, Paradise Advertising**

Congratulations! You built a solid brand for your destination, but now what? Is your brand galvanizing audiences and moving your tourism economy needle? This session will outline a formulaic brand approach to review your brand every year and cost-efficient tactics to evolve brand assets and messages that will benefit sales and marketing efforts to better reach, engage, and serve your audiences and bottom line.

### Turn AI into ROI

**Jason Manges, Adara**

Rich data can be informative. But by leveraging a subset of global audience data most likely to achieve your specific goals, AI becomes transformative. In this session, Leroy Bridges will discuss the use cases for AI audience applications and optimizing marketing campaigns to the KPIs your stakeholders value most—ROI.



## FRIDAY, APRIL 5, 2024

## 9:00 AM – 9:45 AM

### Legislative Update With Mat Forrest

Mat Forrest will give you a complete report on the activities of the destination marketing industry, the inside details about the 2024 Legislative Session, as well as important industry updates that will affect your DMO.



## 9:45 AM – 10:30 AM

### U.S. & Florida Hospitality Update: Trends & Forecasts

**Jennifer Foster, STR**

After a few years of volatility in the hotel industry, we're starting to see signs of something new: normalization. Jennifer Foster will look at hospitality trends over the last year for the total U.S. as well as a breakdown of performance in Florida and its 14 markets. And no STR update is complete without a lookahead, so she will also review pipeline and forecast data on both national and local levels.



## 10:30 AM – 11:30 AM

### VISIT FLORIDA Marketing Update & "The Big Co-op Reveal"

**Lindsey Norris and Chris Smith, VISIT FLORIDA**

VISIT FLORIDA will roll out its 2024–2025 DMO Cooperative Marketing Program.



**VISIT FLORIDA®**



## Who Should Attend the Destinations Florida Destination Marketing Summit?

**Destination Marketing Directors** – Stay informed on the latest advancements in the competitive world of tourism marketing, share ideas with peers, and see the newest marketing opportunities from our industry vendors.

**Deputy Directors** – Broaden your skills by participating in education tracks that are outside your current expertise. Gain a broader understanding of destination marketing.

**Convention Sales** – See your destination outside of the meeting room. Learn more about selling your destination's tourism benefits in addition to its meeting assets. Participate in discussions with convention sales professionals from around the state to learn from your peers.

**Tourism Marketing** – Learn the latest on packaging techniques and super-effective industry and community education strategies.

**Agency Employees** – Visit with your clients in a casual atmosphere and learn more about the destination marketing industry so you can serve your clients better. Please note the attendance policy on page 5.

## 5 Ways to Justify Your Destination Marketing Summit Registration

We know how it is. Tourism marketing conferences operate in a busy events scene. There is a lot of competition out there, not only in terms of events, but for your time.

Every decision of whether to come to a conference like the Destination Marketing Summit eventually boils down to “What do I expect to have gained/learned from spending my time attending this event versus taking care of my busy day-to-day routine?” In other words, what you need to know right now is this: What's the payoff from coming to the Destination Marketing Summit?

Here are five reasons we think attending the Destination Marketing Summit is not only worthy of your time in terms of benefits gained, but also why we think it's a different kind of event.

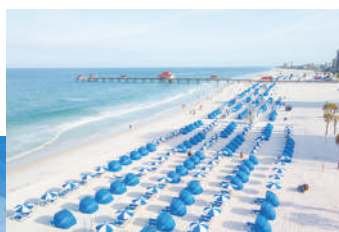
1. Learn new ideas and concepts, and the latest on what's working at other DMOs around the state
2. Meet staff of all different levels from both large and small DMOs, people who can help you
3. Hear candid talks about the things that went wrong at other organizations
4. Give yourself time to listen and think—work on, not in, your business
5. Join a global community of people who care about tourism marketing

You'll learn things that will change how you market your destination from the day you return to the office.

## Sheraton Sand Key Resort

The Sheraton Sand Key Resort is offering a special rate for Destinations Florida meeting participants of \$299 per night. Please call (727) 595-1611 and reference the Destinations Florida group rate. Reservations must be made by **Monday, March 4, 2024**. Be sure to make your reservation as soon as possible because the room block will sell out.

Sheraton Sand Key Resort  
1160 Gulf Blvd  
Clearwater Beach, FL 33767  
(727) 595-1611



# Destination Marketing Summit REGISTRATION FORM

## Four Easy Ways to Register:

<b>Online:</b> Destinations Florida.org (with Visa/MC/Amex)	<b>Mail:</b> Destinations Florida 1400 Village Sq. Blvd., Suite 3-250 Tallahassee, FL 32312	<b>Phone:</b> (850) 222-6000 (with Visa/MC/Amex)	<b>Email</b> Suzanne@ DestinationsFlorida.org
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### Advance Discounted Registration

(on or before March 27, 2024)

#### DMO Member

First Registrant From Organization .....\$295  
 Each Additional Registrant  
 (From Same Organization).....\$245

### Regular Registration

(after March 27, 2024)

#### DMO Member

First Registrant From Organization .....\$495  
 Each Additional Registrant  
 (From Same Organization)..... \$445

## Use one form for up to six registrants from the same organization - Please print!

Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Phone \_\_\_\_\_ / \_\_\_\_\_ Email \_\_\_\_\_

**Please circle the correct amount for each registrant and write his/her name on the line provided.**  
**Registration includes all seminars, lunch, receptions, and dinner.**

	DMO Member Advance Registration	DMO Member Registration (After March 27th)	Total Amount
#1 _____	\$295	\$495	\$ _____
#2 _____	\$245	\$445	\$ _____
#3 _____	\$245	\$445	\$ _____
#4 _____	\$245	\$445	\$ _____
#5 _____	\$245	\$445	\$ _____
#6 _____	\$245	\$445	\$ _____
<b>Grand Total</b>			<b>\$ _____</b>

**Method of Payment:**  Check (payable to Destinations Florida)  Visa  MasterCard  Amex

**Card #** \_\_\_\_\_ **Exp. Date** \_\_\_\_\_ **Sec.Code** \_\_\_\_\_

**Name on Card** \_\_\_\_\_ **Signature** \_\_\_\_\_

**Cancellation Policy:** A refund of your registration fee will be made, minus a \$25 cancellation fee, if cancellation is received in writing by March 27, 2024. Alternates are encouraged to attend for any pre-registrant who is unable to attend. For our compliance with the Americans with Disabilities Act, please contact our office if you need any special accommodations. A minimum of seven days' notice is required.

**Destination Marketing Summit ATTENDANCE POLICY – AGENCY REPRESENTATIVES**

The Destinations Florida Destination Marketing Summit is the annual learning exchange for tourism destination marketing professionals within Florida. It offers employees of Florida's destination marketing organizations a unique opportunity to learn, share information, and network in a sales-free environment.

Recognizing the important role that account representatives at contracted agencies play as "extensions of staff," Destinations Florida has instituted a policy to allow those individuals to attend the Summit

as delegates to learn about critical issues and trends and to engage in discussions that will help them better serve their clients.

Those firms that serve multiple destination marketer clients, and for whom the Summit would primarily be a sales opportunity, are encouraged to participate as an exhibitor.

The designated account representative for contracted advertising, public relations, eMarketing, etc., agencies may attend the Destinations Florida Destination Marketing Summit as a delegate ONLY if invited and officially endorsed by a Destinations Florida member under the following conditions:

1. The account representative clearly understands the attendance policy and agrees not to solicit business from other members.
2. The account representative is invited in writing to attend by a Destinations Florida member. As such, a copy of the communication should be sent by the client to Destinations Florida.

3. No more than **two** such attendees may be invited by any member. The two attendees may be from the same firm or different firms at the discretion of the member as long as they meet the above criteria.

4. All contracted account representatives will have name badges that indicate they are a representative of the member that invited them to attend.

5. The member is responsible for assuring that their account representative abides by this policy.

6. The account representative is not eligible to attend the Summit if no one from the member DMO is attending.

Any exceptions to these rules will require the approval of the Destinations Florida Executive Committee.





1400 Village Sq. Blvd.  
Suite 3-250  
Tallahassee, FL 32312



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