



ANNUAL MEETING NOVEMBER 5-7, 2025

**Destin-Fort Walton Beach Convention Center
1250 Miracle Strip Pkwy SE, Fort Walton Beach, FL 32548**

Annual Meeting

Wednesday, November 5, 2025

2:00 p.m. – 5:00 p.m. Board of Directors Meeting

5:00 p.m. – 6:30 p.m. Registration Desk Open

5:30 p.m. – 6:30 p.m. Welcome Reception

Thursday, November 6, 2025

8:00 a.m. Registration Desk Open

8:00 a.m. – 9:00 a.m. Networking Breakfast

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

10:30 a.m. – 11:00 a.m. Networking Break with Little Adventures Destin-Fort Walton Beach

11:00 a.m. – 12:00 noon Inside the Capitol: Lessons from 2025 and What It Means for 2026

12:00 noon – 1:30 p.m. Networking Luncheon sponsored by Destin-Fort Walton Beach

1:30 p.m. – 2:30 p.m. Smarter, Faster, Better: AI Strategies for High-Impact Destination Marketing

2:30 p.m. – 3:00 p.m. Networking Break with Little Adventures Destin-Fort Walton Beach

3:00 p.m. – 4:00 p.m. Bring Your A-Game: How You Can Increase Your Effectiveness in Leadership in Any Situation

5:30 p.m. – 8:30 p.m. Miles Evening Event

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BEACH
FLORIDA

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Friday, November 7, 2025

8:00 a.m. – 9:00 a.m. Networking Breakfast

9:00 a.m. – 9:30 a.m. Destinations Florida Annual Business Meeting

9:30 a.m. – 10:30 a.m. The Future of Destination Marketing in Florida

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

VISIT **FLORIDA**

12:00 noon Adjourn

The support from the following partners makes our meetings possible:

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Educational Programming

THURSDAY, NOVEMBER 6, 2025

Florida Destination Marketing Industry State-of-the-State Report

Hear from your peers throughout the Florida DMO industry about what's happening within their community, what's working, and what they have planned next.

Inside the Capitol: Lessons from 2025 and What It Means for 2026

Mat Forrest, Ballard Partners



Mat will give you a complete report on the activities of the destination marketing industry. Get an insider's look into the key races throughout Florida that will impact the Florida Legislature and the upcoming 2026 Legislative Session, as well as important industry updates and what they could mean for the tourism industry and your community.

Smarter, Faster, Better: AI Strategies for High-Impact Destination Marketing

From crafting compelling content to streamlining board presentations, artificial intelligence is reshaping the way destination marketing organizations operate. In this insightful panel, fellow DMO leaders will share real-world examples and proven strategies for integrating AI into daily operations. Learn how to leverage AI tools for content development, drafting briefings and presentations, and building efficient workflows that free up time for strategy and creativity. Leave with practical ideas you can put to work immediately to enhance your team's productivity and impact.

Bring Your A-Game: How You Can Increase Your Effectiveness in Leadership in Any Situation

Mike Robertson, MediaOne North America



Have you ever heard that everything rises or falls on leadership? This session will show four critical leadership lessons that will improve your individual performance, and if you are leading a team, help them bring their A-Game.

FRIDAY, NOVEMBER 7, 2025

The Future of Destination Marketing in Florida

Florida tourism is entering a new era, one filled with both opportunity and challenge. This open forum invites leaders to engage in a candid conversation about what's next for destination marketing across the state. Together, we'll examine evolving funding models, governance approaches, and the role of local and state-level collaboration. The discussion will highlight opportunities to strengthen tourism's impact on Florida's economy while ensuring that the millions of residents who rely on visitors for their livelihoods continue to thrive. Come prepared to share insights, explore innovative solutions, and shape a future where Florida remains a global leader in tourism.

VISIT FLORIDA Marketing Update

Get a revealing look into what's working to bring in visitors on a statewide basis. This session will give you ideas to promote your own DMO as well as insight into programs you may want to participate in with VISIT FLORIDA.

VISIT FLORIDA®



MEETING LOCATION:

Destin-Fort Walton Beach Convention Center

1250 Miracle Strip Pkwy SE
Fort Walton Beach, FL 32548
(850) 609-3800

HOTEL ACCOMMODATIONS:

Destinations Florida has secured special rates for meeting participants at two hotels within walking distance of the convention center. **Please make your reservation as soon as possible to guarantee availability.**

Hilton Garden Inn Fort Walton Beach

offers Inland View rooms at \$119 per night and Beachfront rooms at \$139 per night. The hotel is located at 1297 Miracle Strip Parkway SE, Fort Walton Beach, FL 32548. Reserve online at https://bit.ly/DFAnnual_HiltonGarden or by calling (855) 373-6897 using Group Code DES or Destinations Florida Annual Meeting. **Deadline: October 10, 2025.**



Holiday Inn Resort Fort Walton Beach

offers Inland View rooms at \$138 per night and Beachfront rooms at \$159 per night, with resort fees included and parking waived at check-in. The hotel is located at 1299 Miracle Strip Parkway SE, Fort Walton Beach, FL 32548. Reserve online at https://bit.ly/DFAnnual_HolidayInn

or call (850) 301-9000 and reference Destinations Florida Annual Meeting. **Deadline: October 10, 2025.**

2025 Destinations Florida Annual Meeting Registration Form – November 5-7, 2025

Use one form for up to four registrants from the same organization – Please print!

Registration Contact Name: _____

Organization: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Email: _____

Please **circle** the correct amount for each registrant and write their name and email address on the line provided. Registration includes all seminars, breakfast, lunch, reception, and dinner.

	DMO MEMBER Registration	After Oct 29th add	Total Amount
#1 Name: _____ Email: _____	\$245	\$100	_____
#2 Name: _____ Email: _____	\$195	\$100	_____
#3 Name: _____ Email: _____	\$195	\$100	_____
#4 Name: _____ Email: _____	\$195	\$100	_____
			Grand Total: _____

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 processing fee, if cancellation is received in writing seven days prior to the date of the event. 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.*

Four Easy Ways to Register

Online:
DestinationsFlorida.org

Mail:
Destinations Florida
1400 Village Sq. Blvd.,
Suite 3-250
Tallahassee, FL 32312

Email:
Suzanne@
DestinationsFlorida.org

Phone:
850/222-6000