

# *Transformational Events: “Eudemonia” in The Palm Beaches*

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**A Case Study on the Impact  
Transformational Events Can  
Have on a Destination**



**THE PALM BEACHES**  
FLORIDA

# *Discover The Palm Beaches*



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**Senior Vice President,**  
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# *Discover The Palm Beaches*

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- Tourism Marketing Organization for Palm Beach County
- 39 Cities & Towns from Jupiter to Boca Raton
- Record-Breaking Tourism in 2024
  - 9.9 Million Visitors
  - \$10.5 Billion in Economic Impact
- Mission: To Grow the Tourism Economy
- Goals:
  - Develop Revolutionary Sales Strategies and Meaningful Brand Evolution
  - Make Strategic Investments in Key Need Periods
  - Enhance Demand Year-Round





# The Palm Beaches

We have evolved from a tourism destination to a renowned world-class travel brand, laying the foundation for The Palm Beaches' growth as a premier hub for business, culture, education, lifestyle, social and economic development.

Our collection of communities and experiences offer endless opportunities and a sense of balance, inspiring residents and visitors to pursue their aspirations while embracing the well-being and prosperity of The Palm Beaches.



# *The Challenge*

Create an event that went beyond traditional tourism metrics to deliver increased occupancy & economic impact in key need periods.

Goals:

- Drive Off-Peak Visitation
- Elevate Brand Awareness & Perception
- Deliver Authenticity with a Key Brand Differentiator
- Engage Local Businesses & Community Partners
- Create Repeatable Marketing & Sales Opportunities



# *What is a Transformational Event?*



Blend **authentic**  
local culture &  
**purpose-driven**  
travel



Inspire **emotional**  
**connection** to the  
destination,  
beyond the  
itinerary



Transforms the  
**local community**  
& creates  
**connection**



Designed to  
create **lasting**  
**personal impact**  
on attendees

# *The Opportunity*

## The Strategic Opportunity for DMOs:

- Rise in values-based travel
  - Visitors seeking meaning
  - Travelers want to feel **changed** or fulfilled by their journey
- Elevate brand affinity
- Differentiate from competing destinations
- Drive economic impact and community engagement simultaneously
- Create **legacy** content for marketing, PR, and future sales efforts





# *The Palm Beaches Brand*

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- Florida's Most Stylish Vacation Destination®
- Known for luxury, shopping and resorts
- Cleaner Sands, Warmer Waters, Fewer Crowds...  
a healthier beach experience
- From pristine beaches to world-class spas,  
wellness retreats and nature preserves
- Wellness as a destination differentiator

# *The Insight:* *Wellness as a Key Differentiator*

- Wellness, mental health, and cultural enrichment are top motivators post-pandemic
- Summer 2024 brand survey identified Spa & Wellness travelers outperformed other interests
- 61.7% aware of The Palm Beaches brand
- 40.7% plan to visit in the next 12 months
- Spa & Wellness ranks high in our key markets: Miami, New York City, Atlanta, Orlando, Tampa, Brazil, Colombia, UK
- Age segments 34-54 and 25-34 make up 72% of wellness travel enthusiasts



# *The Strategy*

Leverage **wellness** to build a **transformational event** that aligns with our travelers' values & aspirations.

Elevate The Palm Beaches as a place to find inspiration, balance and community.

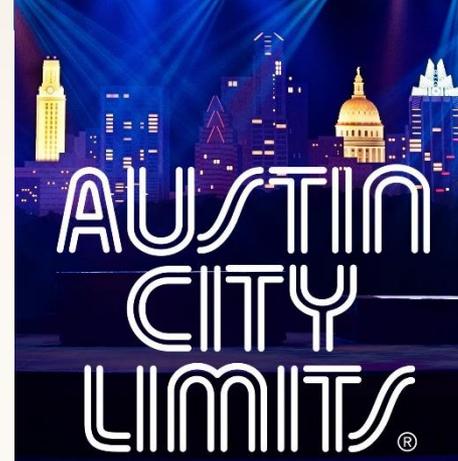
Keys to Success:

- Identify the Right Partner to Harness the Idea & Execute with Expertise
- Build Local Integration & Community Buy-In: Venues, Speakers, Retailers, Arts & Culture, Sports, Film
- Multi-Day, Multi-Venue Format to Encourage Overnight Stays and Create Sense of Place
- Programming Pillars: Mind, Body, Culture, Connection



# *Selecting The Right Partner*

- Engaged a Partner with a Proven Track Record of Success
- Lean into an Established Brand
- Collaborated with the Owners of Wanderlust, a world-wide legacy yoga festival
- Developed a Signature, Ownable Event, based on Science-Backed Wellness
- Build Stakeholder Buy-In Through Collaboration





**Andrew Huberman**

Neuroscientist & Podcaster (PhD)



**Mark Hyman**

Functional Medicine Pioneer (MD)



**Jillian Michaels**

Health & Wellness Coach and Podcaster



**Siddhartha Mukherjee**

Oncologist & AI Health Expert (MD)



**Gabrielle Lyon**

Muscle Health Expert (DO)



**Reggie Watts**

Comedian & Musician



# EUDĒMONIA

NOVEMBER 1 - 3, 2024 THE PALM BEACHES

Greek for "Life Well Lived"

- Powered by the Wanderlust database comprised of health-conscious wellness enthusiasts to build a new audience
- Ages: 25-54
- Markets: New York, Miami, Orlando, Tampa, Atlanta, Chicago, Boston, Nantucket, LA, San Francisco, Aspen, Denver, Austin, Dallas
- Leverage the power of top experts in the space and their platforms to **build momentum**

# Keys to Success

## Cross-Functional Collaboration!

Fully-Integrated Marketing & Media Campaign Impressions

Storytelling

- PR Outreach
- FAM Tours
- Influencer as Brand Ambassadors

Sales Enablement:

- Destination Reviews
- Custom Group Itineraries
- Booking Incentives

Community Engagement

- Cross-Agency Partnerships with Cultural Council, Sports Commission & Film Commission
- Local Community Launch Event to Engage Key Stakeholders



NOVEMBER 1-3, 2024



WEST PALM BEACH, FL

THE PALM BEACHES

# EUDĒMONIA

LIFE WELL LIVED

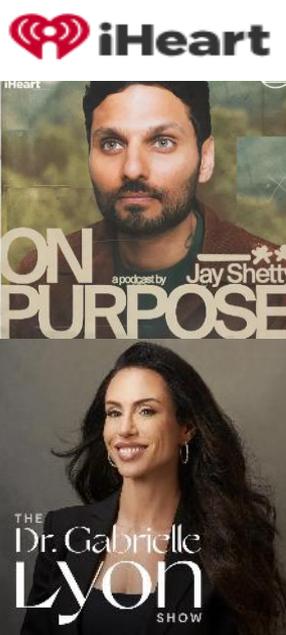




## Seeking Serenity at the Longevity World's Lollapalooza

Thousands of health seekers, many of them distrustful of the medical system, made a pilgrimage to Florida to commune with the influencers and the self-proclaimed healers they believe in most.

By [Lisa Miller](#)



# Results

- 2,739 attendees – 136% of goal
- 40 Markets Domestic & International
- 11 Million Advertising Impressions
- 543.9 Million Earned Media Impressions
- 90 Media & Influencers
- 27.7 Million Organic Social Impressions
- 38 Meeting Planners & Travel Trade
- 2,000+ Room Nights
- 18%+ Occupancy YOY
- 26%+ Revenue YOY



# Stakeholder Collaboration

## The Palm Beaches TV Production

## Convention Center District Guide

## Exposome Activation



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## *Community Engagement*

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- Integration between The Palm Beaches Destinations Services and Eudemonia to engage the community to participate and act as brand ambassadors for how the destination embodies wellness
- Scholarships offered to provide equitable access to attendees
- Discounts & Financial Aid provided to students, first responders, military and healthcare professionals
- Encouraged community volunteers to take part in the event's success and attend for free

# The Buzz



“Eudemonia exposed me to new ideas, concepts and contacts. Truly inspiration. As a business events strategist that has put on countless medical conferences, The Palm Beaches are the perfect location for these events.”

– **Kirsten Olean, Cystic Fibrosis Foundation**

“Attending the conference itself was a great experience. The Palm Beaches should be very proud of how the city showcased to this diverse group, and such an excellent way to experience the city in the life of an attendee!”

– **John Rubsamen, Out & Equal Workplace Advocates**

“On cloud nine! It surpassed every expectation and left me truly transformed.”

– **Gabrielle @floridayogamama**

“Eudemonia was a fantastic reflection of what The Palm Beaches does so well – a thoughtful and comprehensive approach to both individual and group experiences. We will continue to figure out future opportunities we can have in conjunction with Eudemonia in the future!”

– **Stephanie Harris, Incentive Research Foundation**

“It was such a special and cool experience to be a part of it!”

–**Amelia @ameliamei**



# *Outcomes*

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- Connection to Community
  - Attracted wellness enthusiasts seeking a transformational journey
  - Facilitated meaningful interactions through mindful discussions, health and shared goals
- Impact on The Palm Beaches
  - Positioned the destination as a hub for wellness innovation
  - Engaged a community that values authenticity and holistic living, fostering long-term affinity with the brand



# Takeaways

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- **Community vs. Audience**
  - Traditional marketing targets passive audiences; transformational events foster active, two-way relationships
  - Events like Eudemonia invite participation, creating a sense of belonging
- **Authenticity in Action**
  - Transformational events prioritize connection, aligning with travelers seeking meaningful engagement over synthetic messaging
  - Third-party validation to position the destination as a true wellness brand
  - The emphasis on shared values—like self-care & connection—builds trust and deepens relationships for return travel

# Roadmap for Success

- Anchor in your destination's brand identity and unique assets
  - Authentic to Your Destination
  - Foster Emotional Connection
  - Community-Centered
- Engage a core coalition of partners early
  - Cross-sector collaboration drives long-term results
- Design immersive experiences for visitor, resident & media interest, as well as economic impact
- Create a holistic marketing and sales plan
- Measure outcomes beyond heads in beds
- Plan for evolution: how it scales, repeats or informs future strategy



# *What's Next?*

- Eudemonia Returns November 2025 & 2026
- Multi-Year Investment is Critical to Growing the Success of a New Event
- Expected Attendance:
  - 2025: 5,000
  - 2026: 10,000
- Exploring Investment into Additional Transformational Events

# EUDĒMONIA

NOVEMBER 13 - 16, 2025 WEST PALM BEACH, FL



# *Final Thoughts*

- Transformational events are not just brand marketing—they're business strategy
- Emotional engagement = long-term loyalty
- You can't manufacture meaning, but you can design for it
- The future of tourism is not just where people go, but how it makes them feel





*Thank You!*



Scan for Tickets  
[Eudemonia.net](https://Eudemonia.net)



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