

VISIT FLORIDA: 2018 and Beyond

St. Lucie EDC – April 3, 2018

How is VISIT FLORIDA ?



How is VISIT FLORIDA ?

- ❖ Fully-funded
- ❖ Fully-staffed
- ❖ Completely transparent and open
- ❖ Almost all of our Partners are back



Why Marketing Florida Matters

- ❖ Visitors support 1.4 million Florida jobs
- ❖ \$112 billion direct economic impact
- ❖ Every 78 visitors = 1 job
- ❖ One in six Florida jobs is supported by visitor spend
- ❖ If you take away state & local taxes generated by tourism it would require an additional \$1,535 in taxes per household



VISIT FLORIDA: Record Success

- 116.5 million visitors in 2017 (up 3.6% YOY)
- Canadian visitation increased 4 percent
- Visitors generated \$88 billion in GDP
 - Roughly 10 percent of state's total GDP
- \$11.6 billion in state and local taxes (up 3.3% YOY)



2018 Outlook

- ❖ Internationally: Staying nimble and ahead of the curve
 - Monitoring change and fluctuation in key international markets
 - Market development (Colombia) vs. market protection (U.K.) vs. emerging market strategy (China)
- ❖ Domestically: Expecting continued strong growth
 - Strong economy, consumer confidence, marketing efforts
 - We will continue with our audience segmentation approach
 - We will likely add two new audience segments



Beyond 2018: Challenges and Opportunities

❖ Travel Hyper-Personalization

- Rigid, one-size-fits-all approach no longer works

❖ “Experiential” Travel

- Tapping into culture, locally-sourced experiences vs. checking off the destination box
- Increasingly travelers desiring more from their trips, such as adventure, fulfillment, excitement, learning new skills, etc.



Beyond 2018: Challenges and Opportunities

❖ Destination Diversity

- Family that came to Florida 10 years ago wants something new

❖ Technology

- Rapid innovation is requiring agile, nimble marketing plans
- Media fragmentation making it more difficult to reach travelers

❖ Changes in Air Transportation

- Advances in airplanes and competition will continue to lower prices and increase access
- Ride-sharing in the sky



Over Tourism



Upcoming Marketing Tactics

❖ “Bleisure” Campaign

- Bookending business trips with short leisure vacations
- Business travelers spend 4-5x more than leisure

❖ Voice Search and Chatbot Technology

- Rapidly growing platforms
- Siri, Alexa becoming household names

❖ Virtual and Augmented Reality

- Important emerging platforms that enhance and shape(literally) a traveler’s experience



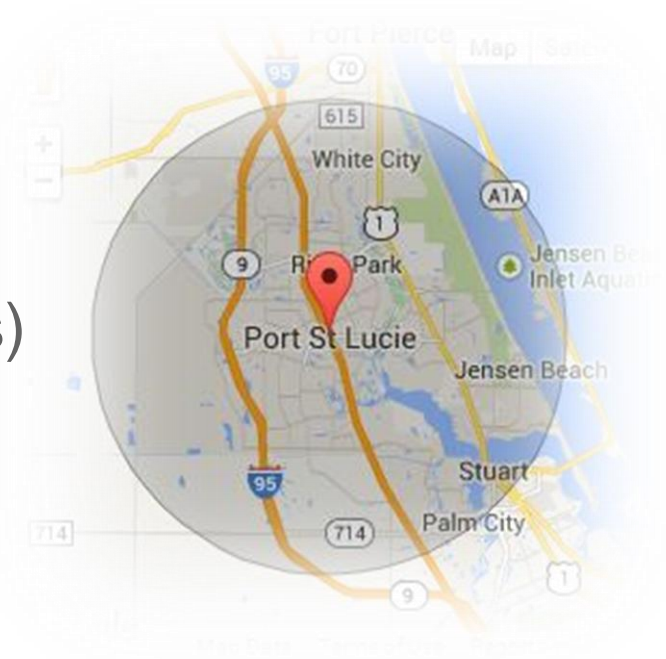
Coming Next Month

- ❖ New Marketing Plan and Budget
- ❖ Entirely new Cooperative Marketing Program
 - Most affordable programs ever
- ❖ Non-Traditional Cooperatives
 - Research, Digital Assets, Etc.
- ❖ Small-Business Media Bundles
- ❖ Air Team Florida Enhancements
- ❖ Regional Marketing Cooperatives



Regional Cooperatives

- ❖ Northwest Florida (8 counties)
- ❖ Treasure Coast
- ❖ Northeast Florida (First Coast plus)
- ❖ Central Florida
- ❖ Sarasota Area



It's About Participation



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