

CERTIFIED VISITOR INFORMATION CENTER



REQUIREMENTS FOR FLORIDA CERTIFIED VISITOR INFORMATION CENTER

- > Enrolled as a current VISIT FLORIDA Marketing Partner that displays their brochure in at least one of our Official Florida Welcome Centers
- > Open year-round a minimum of five days per week, preferably one of which is a Saturday or Sunday
- > Provide access to parking areas and ADA restroom facilities to accommodate visitors
- > Located in a convenient and accessible location for ease of travelers
- > Display the VISIT FLORIDA Vacation Guide and Florida State Map provided free of charge by VISIT FLORIDA
- > Must provide VISIT FLORIDA a brief summary of their business operations demonstrating the ability to sustain long-term operations of the proposed center
- > Will experience an initial site visit from VISIT FLORIDA staff as well as potential visits no later than 5 years of separation between visits

PROGRAM BENEFITS PROVIDED BY VISIT FLORIDA

- > FCVIC will receive one additional free 4"x9" brochure display slot at the Official Florida Welcome Center(s). The brochure must represent the FCVIC's community and/or region
- > FCVIC will receive representation on the Florida Transportation Map and in the Visit Florida Magazine
- > VISIT FLORIDA Certification signage will be displayed at the FCVIC to distinguish the facility as an Certified Visitor Information Center including a compliance telephone number to monitor potential visitor concerns
- > FCVIC will receive access to a month newsletter communicating Official Florida Welcome Center news and opportunities for FCVICs
- > An annual Visitor Information Center Summit will be held for all FCVICs to share and discuss areas of operations, marketing and public relations, policies and procedures, and future trends for Florida Information Centers
- > Statewide Information Specialist Certification will be offered to all employees at a FCVIC

For more information please contact VS@VISITFLORIDA.org