

OUTDOOR AND NATURE SEEKERS

OVERVIEW

While outdoor activities like visiting state/national parks, fishing and boating certainly make it onto the itinerary of these travelers, they also think of vacations as modern-day explorations that energize both their minds and their bodies, stretching their geographic and intellectual horizons.

When these travelers put on their “vacation self,” they become active, energetic, open-minded travelers who love being outdoors but who also enjoy adventuring to explore new places, meeting local people and eating local cuisine. Hardwired with an adventurous mindset, these travelers respond to messages that “mash up” outdoor experiences with travel opportunities that keep them on the go and rarely sitting still.

VISIT FLORIDA is looking to increase awareness of Florida's diverse natural experiences these travelers can pair with local cultural and culinary options. We want them to see Florida as the adventure next door, accessible with easy to find experiences that are varied and plentiful and reinforce the idea that they will discover something new each time they come to Florida.



CAMPAIGN TIMING: June - September



CAMPAIGN LANDING PAGE: <https://www.visitflorida.com/outdoors>



MESSAGE: Florida provides your kind of outdoor/ nature experiences.



TYPICAL VACATION DAY

Sunscreen is this traveler's best friend while in Florida. Their day starts out early on a fishing expedition. After that hard work, a nice meal is followed by some time at the beach. Tomorrow, our adventurer heads inland to try snorkeling in one of Florida's 1,000+ springs or biking one of its many trails. Shopping and stops at local spots will round out the trip.

CAMPAIGN OBJECTIVES

Improve perceptions of Florida on the following attributes:

- Access to outdoor adventure opportunities (hiking, biking, kayaking, etc.)
- Natural beauty/scenic
- Destination for someone like me

CAMPAIGN GOALS

1. Build and elevate awareness of Florida outdoors and nature-based product offerings
2. Focus on destination diversity

CAMPAIGN CHECKLIST

- ☐ Makes these travelers aware of the opportunities Florida provides to connect with nature
- ☐ Highlights the unique outdoor experiences and opportunities and shows that Florida is the home of natural beauty and accessible adventure
- ☐ Lets the segment know that whenever they need to connect, learn, or transform, they can do so in Florida's natural beauty while also enjoying cultural and culinary offerings

VISIT **FLORIDA**

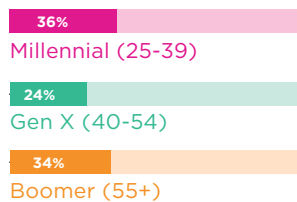
TOP ORIGIN DMAS

1. New York
2. Atlanta
3. Chicago
4. Washington DC
5. Philadelphia
6. Nashville
7. Boston-Manchester
8. Grand Rapids-Kalamazoo-Battle Creek
9. Saint Louis
10. Phoenix

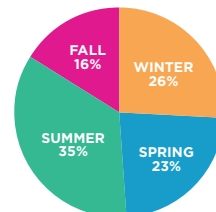
TOP DESTINATIONS

1. Orlando
2. Miami
3. Florida Keys
4. Fort Lauderdale
5. Daytona Beach
6. Destin/Ft. Walton Beach
7. Tampa/St. Petersburg
8. Jacksonville
9. Fort Myers
10. Cape Canaveral

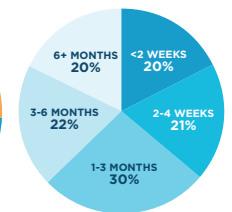
PRIMARY AUDIENCE



TRAVEL PERIODS



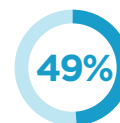
TRAVEL PLANNING



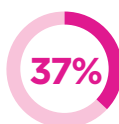
TRAVEL PROPENSITY



54% say they 'travel as often as possible'



49% said outdoor activities were a motivation for their visit



37% of Florida's adventure travelers took their children along for the ride on their trip



26% participated in fine dining