

Marketing Council 2023-2024



ABOUT

Since VISIT FLORIDA was created in 1996, being an industry-driven organization has been its greatest asset. The best and brightest minds in Florida tourism have helped guide the operations of VISIT FLORIDA to make it the pre-eminent model on how the private and public sectors can successfully work together in support of destination marketing. VISIT FLORIDA's Board of Directors established Councils to enhance and maximize industry input toward fulfilling VISIT FLORIDA's commitment to being "industry-led."

The Marketing Council makes strategy and policy recommendations to the VISIT FLORIDA Board of Directors regarding promotion and marketing services. Some initiatives this Council has addressed in the past include the Florida Brand evolution, audience campaign strategies, establishment of KPIs; approach to meetings and conventions, and the VISIT FLORIDA annual Marketing Plan.

COUNCIL CHARGE

In 2020, representatives of the Florida tourism industry worked together to establish a set of shared ideas intended to inspire and align the entire industry, as a collective. These shared ideas culminated in the 2024 Strategic Plan. Our mission states:

We are on a mission to enrich the quality of life in our communities.

We understand that to sustain our industry we must measure our success by the benefit we provide to our communities.

We are proud to form the foundational economic engine of our great state.
Tourism provides for Florida families. Tourism funds Florida's government.
Tourism protects and nurtures Florida's sustainable travel product.
Tourism makes life in Florida better.

Keeping in mind this mission, the Marketing Council will be tasked with answering the following charge:

- > As we continue to grow record visitation, more than ever there will be a need to collaborate on a regional level to ensure the unique needs are met throughout the state. The 'need' periods vastly differ by each region and thus VISIT FLORIDA will deploy marketing efforts that are unique to each of the five regions. With each region there will be a baseline strategy rooted in research uncovered by the VISIT FLORIDA research team to reveal appropriate messaging and time periods, which has already begun with an 18-month calendar that includes the Gift of Florida campaign. What does a marketing strategy look like for five separate regions: Northwest Florida, North Florida, Central Florida, South Florida and Rural Area of Opportunity (RAO)?

Discussions will cover the following topics / questions:

DISCUSSION OVERVIEW

- Defining Regional 'Need' Periods and Priorities: The benefits and challenges, and potential areas where alignment is possible within the five regions as defined by research and optimizing consumer travel conversion. How can VISIT FLORIDA help the regions go beyond the Sunshine and allow travelers to explore the less explored/known regions of Florida.
- Looking at the current regions, are there obstacles that need to be overcome to allow for a successful campaign? If so, how would we be best positioned to overcome these and see success?
- What would the ideal regional plan look like? Is this best rooted in the 'Always On' strategy throughout the year? Where do the in-state travelers fit in? Where do the overseas visitors fit in? Are we more concerned with 'need' periods and less with the origins markets?

- VISIT FLORIDA has developed a framework to identify how we best approach each region and market by creating an 18-month calendar. This allows Brand, PR, Content and Social to have a more integrated and well-timed strategy approach based on the consumer travel funnel (path to conversion). Are there other efforts not on the calendar that should be considered?

While this charge is the priority, the Council will discuss other items related to marketing and campaign efforts.

MEETINGS & EXPECTATIONS

- > Typically, the Council convenes 3-5 times throughout the year in advance of VISIT FLORIDA Board Meetings. As of now, most Council meetings are planned to be virtual via Zoom with one in person meeting occurring before Florida Huddle / Encounter. The proposed meeting schedule is as follows:
 - August (virtual)
 - November (virtual)
 - February (In person in Miami, FL)
 - May (virtual)

Meetings will be noticed sufficiently in advance.

- > When appropriate, Council members will be provided reading material or a video to review in advance of meetings to maximize discussion time.
- > Meetings will be active discussions to solicit Marketing Council member feedback to address the Council charge and other priorities.
- > Meetings will be facilitated by the Council Chair and Brett Laiken, Vice President of Marketing, VISIT FLORIDA.