To successfully market a destination as diverse and expansive as the Sunshine State requires the dedication and commitment of a host of resources. In order to fulfill our mission of establishing Florida as the No. 1 travel destination in the world, VISIT FLORIDA endeavors to serve as a catalyst for maximizing the impact of the Florida tourism industry’s efforts to promote the state to potential visitors in the U.S. and around the globe.

As you review this online annual report, you will find a wealth of information about the programs and partnerships VISIT FLORIDA created or enhanced this past fiscal year. We hope you enjoy sharing in the accomplishments that VISIT FLORIDA achieved in 2014-2015 because none of them would be possible without the involvement of Florida’s residents and fans, the employees in the Florida tourism industry, and all our other partners and supporters.
VISIT FLORIDA’s Strategic Priorities

Established by the Florida Legislature in 1996 as the state’s official tourism marketing corporation, VISIT FLORIDA serves as the sole statewide destination marketing organization representing the entire Florida tourism industry. As we plan and carry out this role, the VISIT FLORIDA team follows a purpose, vision, mission, goal, objective and three values that serve as constant reminders of our core responsibilities.

VISIT FLORIDA’s Purpose
Brighten the lives of all

VISIT FLORIDA’s Vision
Establish Florida as the No. 1 travel destination in the world

VISIT FLORIDA’s Mission
Strengthen Florida’s share of the global travel market

VISIT FLORIDA’s Goal
Maximize the economic impact of travel and tourism to Florida

VISIT FLORIDA’s Objective
Reach $100 billion in tourism-related spend by 2020

VISIT FLORIDA’s Values
Make an Impact
Work Purposefully – Live Passionately
Innovate

VISIT FLORIDA’s Marketing Principles

VISIT FLORIDA’s vision – to establish Florida as the No. 1 travel destination in the world – is ambitious, but achievable. To succeed, VISIT FLORIDA must build a strategic marketing platform that aligns the collective interests of the Florida tourism industry and provides integrated marketing opportunities for the industry to leverage.

In order to ensure that VISIT FLORIDA is maximizing the impact of its marketing resources (money, time and relationships), the organization has adopted a set of Marketing Principles that drives all strategic thinking for this fiscal year and beyond. While each principle has value on its own merit, the greatest value for VISIT FLORIDA is in executing these principles consistently and in concert with one another.

1. Create Value & Add Value – Every VISIT FLORIDA program or initiative must create value and add value for travelers and industry Partners. If the industry can produce a program at the same cost and with the same impact, there is no reason for VISIT FLORIDA to invest resources in the program. VISIT FLORIDA programs must provide the Florida tourism industry a strategic advantage and must inspire consumers with valuable information or a valuable service.

2. Co-op Is Critical – At its core, VISIT FLORIDA is a cooperative marketing company. Since 1996, Industry Partners have invested more than $1 billion in VISIT FLORIDA co-op marketing programs. Florida tourism industry Partners will have the opportunity to leverage VISIT FLORIDA’s investment in marketing programs to maximize the impact of their individual resources, even as this joint effort increases the impact of the shared Florida brand.
VISIT FLORIDA’s Marketing Principles continued

3. Clarity Comes First – VISIT FLORIDA must prioritize its time, energy and budget to maximize the impact of our efforts by focusing only on programs that create and add value for travelers and industry Partners. That means executing against a strategic plan with a tactical focus on co-op marketing and strategic marketing partnerships.

4. Something for Everyone – There is a tendency in membership organizations to stick to the “Fairness Doctrine,” build programs to the lowest common denominator and provide the same benefits to all members in all cases. The result is often a marketing structure that tends toward mediocrity. VISIT FLORIDA represents an industry that is remarkable in its breadth and diversity and a “one size fits all” approach simply will not work. VISIT FLORIDA has made a strategic decision to strive to provide valuable programs for all Partners, while recognizing and communicating that not all programs will be a good fit for every Partner.

5. Quality vs. Quantity – Size matters, but impact matters more. The impact of a promotion on consumer behavior is more important than the number of people that promotion reaches. For instance, how many incremental visitors to Florida were influenced in their decision making by the marketing efforts of VISIT FLORIDA and its Partners?

6. If It’s Worth Doing, It’s Worth Doing Right – While wise financial stewardship is critical in all that we do, VISIT FLORIDA will not sacrifice quality to save money; nor will we initiate a new program or continue with an existing program without dedicating the resources necessary to make the program a success. VISIT FLORIDA will protect our brand promise and will commit to do it right or not do it at all.

7. Content Is Core – Regardless of whether stories are told in advertising, on VISITFLORIDA.com, social media, or any other traditional or digital media, stories that inspire travel to Florida are core to VISIT FLORIDA’s marketing efforts. VISIT FLORIDA is committed to creating, curating and distributing compelling stories, photographs and videos that tell the Florida travel experience.

8. Innovation – VISIT FLORIDA is committed to building a culture that encourages staff and Partners to create more effective products, services and technologies to give Florida a competitive advantage in the global travel and tourism industry.

9. Best-in-Class Partnerships – Just as the Florida tourism industry expects VISIT FLORIDA to create and add value to their independent marketing efforts, VISIT FLORIDA expects our Partners to create and add value to our internal efforts. As a result, VISIT FLORIDA has assembled a first-class team of marketing partners to help us do our job better. These advertising, public relations, digital development and publishing partners bring substantial resources and expertise to execute strategic marketing plans. Working with partners, VISIT FLORIDA is able to implement strategic co-op marketing that significantly leverages our budget and provides Partners with access to programs on a scale not otherwise possible.

The information in the four links at the top of the page provide key examples of the ways in which VISIT FLORIDA implemented our Marketing Principles to achieve the overall priorities set forth for the 2014-2015 fiscal year.
Providing Leadership

As the official tourism marketing corporation for the state, VISIT FLORIDA is committed to providing leadership to ensure that Florida's tourism industry remains competitive and sustainable. To accomplish this goal, it is important for VISIT FLORIDA to position itself as a thought leader and valuable resource to key Florida tourism stakeholders.

Expanding and increasing industry engagement is a key component for providing leadership. Buy-in and participation from Florida tourism businesses and industry leaders are essential for the success of VISIT FLORIDA's marketing objectives. In order to better educate and engage Florida's tourism industry, VISIT FLORIDA hosted two key signature events in 2014-2015.

Held in September, the annual Florida Governor's Conference on Tourism offered the opportunity for more than 900 members of the travel industry from across the state to learn the latest in marketing strategies, obtain critical research data, share best practices and receive powerful hands-on marketing solutions to help grow their businesses. Against the backdrop of Florida tourism’s success in recent years and our challenge to determine how best to continue to build on that momentum, nearly 200 industry leaders met at the annual VISIT FLORIDA Marketing Retreat in December. The two-day event included participation from members of VISIT FLORIDA's Board of Directors and Marketing Committees, as well as key staff, expert presenters and agency partners.

Another way VISIT FLORIDA serves as a thought leader and valuable resource to the industry is through the production of its Partner Roadshows and "Log-In & Learn" educational webinar program. These efforts are designed to provide Florida tourism businesses with access to industry trends and marketing expertise, as well as resources to assist in maximizing their partnership with VISIT FLORIDA. During the 2014-2015 fiscal year, the Industry Relations team conducted 10 Roadshows and 14 webinars attracting more than 2,500 participants. Topics for the webinars are selected based on suggestions from VISIT FLORIDA staff, as well as input from tourism business Partners and information requests that come through our Industry Hotline. The webinars, which are free of charge, are recorded and archived in our Learning Library.
Providing Leadership continued

Through a leadership role in the Partnership for Florida’s Tourism, VISIT FLORIDA joins with the Florida Association of Destination Marketing Organizations, the Florida Association of RV Parks & Campgrounds, the Florida Attractions Association and the Florida Restaurant & Lodging Association to engage with Florida legislators on issues pertaining to Florida travel and tourism. In March, VISIT FLORIDA helped organize the 2015 Florida Tourism Day at the Capitol, where a record 550 industry representatives from 44 counties traveled to Tallahassee to meet with more than 135 legislators, staffers and government leaders. The delegation shared information about the importance of Florida’s tourism industry and the rationale for increased public funding for VISIT FLORIDA’s marketing efforts.

To showcase Florida’s robust meetings, conventions and incentive travel offerings to meeting planners, VISIT FLORIDA hosts Florida Encounter – our premier appointment-based tradeshow and conference. For the 2014 event, now in its 33rd year, VISIT FLORIDA proudly welcomed more than 85 meeting professionals from across the U.S. and Canada who met with 91 suppliers from Florida destinations, hotels and resorts, and other providers of meeting services. In addition, nine major meetings media attended, with several posting, tweeting, blogging and publishing stories as the conference took place.

In January 2015, we held our second Florida Huddle as a VISIT FLORIDA owned-and-operated event. Florida Huddle, which has been operating for nearly four decades, is the longest running travel trade show in the Sunshine State where suppliers meet directly with domestic and international buyers of travel and travel media. The re-engineered show was an even bigger success than last year, with more than 660 attendees representing 395 companies from 17 countries who conducted over 15,000 one-on-one appointments.

In order to assist world-wide travel agents with becoming Florida destination experts, VISIT FLORIDA partnered with Worth International Media Group and Recommend magazine to launch a new two-year Official Florida Travel Industry Education Program. Through personalized content created for four courses highlighting Beaches, Weddings & Honeymoons, Family and Active Experiences, travel agents get an in-depth look at the diversity of the state’s vacation product and strengthen their knowledge as Florida brand ambassadors.

VISIT FLORIDA will continue to refine our marketing opportunities and programs, expand and increase industry engagement and provide valuable leadership to ensure that the best possible marketing strategies are in place to make Florida the No. 1 travel destination in the world.
Being the Trusted Source

VISIT FLORIDA’s commitment to being the trusted source of travel information that informs and inspires travel to and within Florida was significantly enhanced in 2014-2015. Key ways in which VISIT FLORIDA provided strategic thinking and leadership in our marketing efforts this past year included the introduction of numerous programs in the areas of digital content and visitor services. VISIT FLORIDA’s traditional advertising and promotions efforts – combined with the special projects outlined below – allowed Florida to achieve record visitation and visitor spending in 2014 and two back-to-back record quarters through the first half of 2015.

VISIT FLORIDA Content Network – The Content Network was created by VISIT FLORIDA’s Senior Editor as a way to increase the visibility of Florida tourism stories on highly-influential publication websites. The network of veteran journalists now working with VISIT FLORIDA to create original Florida travel content has grown to over 75 freelance writers and videographers. Through this initiative, more than 2,600 articles, videos, blog posts and slide shows have now appeared on VISITFLORIDA.com, as well as through distribution partners such as Huffington Post, AOL and Cox Media.

Official Florida Welcome Centers – Visitation to VISIT FLORIDA’s five Official Florida Welcome Centers – located at I-10, I-75, I-95, U.S. 231 and in the State Capitol – reached 2.6 million in 2014-2105, reflecting a 4.9% increase over the previous fiscal year. In addition to offering travel planning tips and free cups of Florida orange juice, VISIT FLORIDA’s Welcome Centers implement a variety of creative elements to ensure they are always fresh, entertaining and capture the spirit of the Sunshine State. These programs include “Own a Welcome Center” takeovers, seasonal festivals, themed months and special topic brochures such as Spring Training. In addition to a renovation of the Capitol Welcome Center that transformed it into a digitally-enhanced Welcome Center of the Future, VISIT FLORIDA’s Welcome Center staff can now boast having 32 certified Florida Welcome Center Information Specialists.

As the state’s official tourism marketing agency, it is essential for VISIT FLORIDA to provide strategic leadership and information to Florida’s tourism industry and government officials. Partners look to VISIT FLORIDA for assistance in better promoting their individual businesses and destinations in an increasingly competitive global marketplace. In addition, VISIT FLORIDA cultivates an increased level of visibility within state government and continues to be recognized as a vital part of the state’s economic growth efforts. Below are several initiatives VISIT FLORIDA undertook related to serving our industry and legislative stakeholders in 2014-2015.
Strategic Priorities

Being the Trusted Source continued

Florida Department of State Partnership – In 2014, VISIT FLORIDA and the Florida Department of State partnered to promote the launch of the Florida Historic Golf Trail. As part of the launch event, we premiered our co-produced commercial featuring golf legend Arnold Palmer that aired on NBC Sports and The Golf Channel. This partnership provided a tremendous platform to showcase the state’s rich golfing tradition to a national audience.

Natural North Florida Partnership – In 2014-2015, VISIT FLORIDA partnered with the Original Florida Task Force, a regional destination marketing organization doing business as Natural North Florida. The 14-county area has been designated a Rural Area of Opportunity by the Florida Department of Economic Opportunity due to its need for economic assistance. Through the partnership, Natural North Florida representatives were able to help create awareness for the area’s unique boating, camping and adventure vacation spots through participation in seven domestic and international consumer trade shows. By expanding the reach of Natural North Florida’s marketing efforts, together we are able to help grow economic activity by encouraging visitation to this grouping of geographically diverse destinations.

Brand USA Partnership – After becoming one of only four founding partners of Brand USA when it launched in 2011, VISIT FLORIDA has continued our commitment of dollars and in-kind support of Brand USA’s efforts to grow international travel to the U.S. In 2014-2015, VISIT FLORIDA’s strong ties to Brand USA provided a tremendous opportunity to create co-op marketing programs that allow Florida’s tourism businesses to advertise and engage with international media and trade representatives on the world stage at a scale not otherwise possible.

Air Team Florida Airline Grant Program – VISIT FLORIDA’s Air Team Florida initiative was designed to bring together Florida tourism destination representatives, airport and airline executives, and key business and industry leaders in order to have a greater impact on the global travel industry. In 2014-2015, VISIT FLORIDA’s Air Team Florida Airline Grant program directly resulted in new service to Florida from Lufthansa and American Airlines, which is expected to draw an economic impact of $226.8 million.
Discover Florida Health Medical Tourism Grant Program – During the 2014 legislative session, VISIT FLORIDA was asked to establish a new grant program as part of Discover Florida Health - the state's official medical tourism program - to assist Florida businesses in promoting themselves as a medical tourism destination of choice. With input from the Medical Tourism Task Force, grant guidelines and criteria were developed. In January, following an intensive judging process, 25 grants in two categories - 9 for medical tourism destination promotion and 16 for medical meetings and training promotion - were awarded totaling $3.1 million.

Through their interest in partnering with us on these efforts, consumers, the media, the tourism industry, and state and federal officials have proven that they can look to VISIT FLORIDA as a credible and trusted source on Florida travel and tourism issues. Governor Scott and the Florida Legislature have shown extraordinary support for the Florida tourism industry with the allocation of $74 million in funding to VISIT FLORIDA for the 2015-2016 fiscal year.
Maximizing Marketshare

VISIT FLORIDA has a responsibility to protect and grow Florida’s share of destination travel and does so through integrated sales and marketing programs that drive visitation to and within Florida. VISIT FLORIDA also recognizes that it is not necessarily the number of people reached that is most important, but rather the overall impact that our marketing initiatives have on consumer behavior.

Strategic, integrated and targeted marketing campaigns are the cornerstone of VISIT FLORIDA’s marketing efforts for maximizing market share. In 2014, VISIT FLORIDA launched year two of our award-winning fall, winter, spring and summer seasonal advertising campaigns. Our fall “Stay an Extra Day” campaign focused on targeting young and mature child-free travelers. The media plan for the campaign included national digital and print elements, as well as a partnership with JetBlue Airlines to create a unique regional co-op program featuring Florida’s West Coast beaches. This program also included a supporting promotion that generated $210,000 in media value and 4.4 million impressions. The fall campaign was a resounding success, ushering in a record 22.4 million visitors traveling to the Sunshine State in the final three months of 2014 – representing the largest fourth quarter visitation number Florida has ever seen.

The addition of a fall campaign on top of VISIT FLORIDA’s traditionally heavy Spring, Summer and Winter efforts, allows the state to have a presence in market with consumers year-round. To continue this “always on” marketing strategy, VISIT FLORIDA followed up our highly successful fall campaign with a winter campaign that invited visitors to head to the “Warmer Side of Winter.” With snow and freezing temperatures across much of the U.S., VISIT FLORIDA designed an advertising campaign that utilized creative out-of-home distribution, such as train wraps and mannequin taxi toppers, to captivate cold consumers in key advertising markets.

In support of our “Warmer Side of Winter” advertising campaign, VISIT FLORIDA recognized an opportunity to tap into the pride Floridians naturally feel this time of year and created a digital marketing campaign designed to rename winter in Florida as “Bragging Season.” The “Bragging Season” campaign was built on an insight that 92% of people trust their peers rather than brands when making decisions about travel (Nielsen), and there is not a more powerful time for a Floridian to carry influence than in the winter. Through Facebook, Instagram, Twitter, YouTube, a microsite, seeded and organic social content, and paid advertising, VISIT FLORIDA expanded audience reach and increased engagement with Florida brand advocates.
The three-month campaign garnered 33.9 million impressions, more than 1 million engagements and resulted in a record 28.4 million visitors to the state in the first quarter of 2015 – an increase of 6.2% over the same period in 2014 – making it the biggest quarter for visitation in the history of Florida tourism.

Shifting into spring, VISIT FLORIDA launched our 2015 “Say Yes to Florida” advertising campaign, which built on the previous year’s award-winning success with encouraging families to ‘say yes’ to a Sunshine State vacation. The ads featured vibrant imagery that combined both Florida scenery and activities with calls to action encouraging families to say yes to things like making a splash, mermaid watching and mischief. Major components of the Spring campaign included a :30 television ad, print ads in magazines such as Food Network and Oprah, as well as newspapers in major markets including The New York Times and Chicago Tribune. In addition, the campaign also utilized TV and traffic radio sponsorship executions, and digital and static out of home billboards. New this year to the spring campaign were cinema spots in key drive markets.

For summer, in correlation with our traditional seasonal campaign, VISIT FLORIDA expanded our efforts to include visitors’ beloved dogs. #DogsLoveFL was a fully integrated campaign designed to create a fresh way to highlight summer travel in Florida, including the creation of social conversations that allowed our Partners to showcase their product. As part of the integrated campaign, VISIT FLORIDA partnered with “LIVE with Kelly and Michael” to host a national contest, placed a targeted Google/YouTube buy focused on summer drive visitors who love their pets, developed a tail-wagging new landing page, created a series of “Dogs Do Florida” videos, and encouraged Florida advocates and dog owners to share why #DogsLoveFL on social media.

The incorporation of Share a Little Sunshine and #LoveFL initiatives into VISIT FLORIDA’s traditional seasonal advertising campaigns enabled our brand advocates to do the storytelling for us in a very compelling way. For 2014-2015, Share a Little Sunshine had more than 60 million impressions on Facebook and Twitter, and 1.6 million engagements on more than 17,000 branded posts. By the end of June 2015, #LoveFL had more than 722,000 pieces on content on Instagram and Twitter, with an average of more than 40,000 pieces of content and more than 62 million impressions per month.
VISIT FLORIDA’s award-winning partnership with Google which began last year resulted in us becoming the first state DMO in the nation to capture and incorporate images of our 825 miles of beaches into Google Maps and Google Earth. We then collaborated with TripTuner to design the Florida Beach Finder, an online tool that allows visitors to “tune” their beach personality preferences and virtually walk along their chosen beach using the immersive imagery on Google’s platforms. The Florida Beach Finder provides potential visitors around the globe with an incredibly visual and interactive way to help plan their next Sunshine State vacation while increasing awareness among visitors of the diversity of Florida’s beaches. Since launching in 2014, more than 150 million potential visitors have virtually walked Florida’s beaches through Google and the Florida Beach Finder.

Given this success, future plans include the creation of a Florida Attractions Finder, Festivals & Events Finder and Fine Dining Finder.

Other initiatives and partnerships that supported VISIT FLORIDA’s marketing efforts in 2014-2015 included collaborating with NBC Sports and the Golf Channel on Big Break The Palm Beaches to showcase Florida as a preferred destination for golf and leisure travel, beginning a three-year partnership with National Geographic to create a Florida hub that tells the world about the state’s great outdoors, and partnering with BET on a national campaign for Black History Month that featured Overtown, Eatonville and Pensacola. VISIT FLORIDA also continued our highly-successful partnerships with Telemundo and La Voz Kids to reach targeted U.S. Hispanic audiences, with Emeril Lagasse and his Emeril’s Florida show that explores dining, entertainment and travel opportunities on location throughout Florida, and with Peter Miller and his Bass2Billfish show that spotlights Florida’s diverse fishing environment and travel opportunities.

New in 2014-2015, VISIT FLORIDA launched our Shop Florida initiative during Sao Paulo Fashion Week to promote the state’s high-quality shopping and luxury destinations to Brazilian travelers and began a partnership with Ricky Carmichael that included Florida branding in his mega-popular video game and the filming of a series of Conquering Florida videos featuring the state’s great outdoor activities that had more than 1.2 million impressions through June 2015.

According to independent report findings from the Florida Office of Economic and Demographic Research, for every $1 the state invests in VISIT FLORIDA’s marketing programs $3.20 in tax revenue is generated. Results of our annual Return on Investment Influencer Study show that 35% of Florida visitors were significantly influenced in their decision to visit the Sunshine State by one or more of VISIT FLORIDA’s marketing efforts. The need to engage consumers is an ongoing challenge highly influenced by outside factors, including technological advances and increased destination competition. VISIT FLORIDA’s marketing efforts will continue to evolve with new and innovative methods responsive to the shifts in global travel trends in order to maximize Florida’s market share as a premier vacation destination.
To remain a competitive state destination marketing organization, VISIT FLORIDA continues to improve and refine our business practices. These efforts ensure that resources are put to their highest and most productive uses while maximizing operating efficiencies. VISIT FLORIDA also strives to leverage resources through cooperative marketing programs that create and add value for partners within and outside the Florida tourism industry. While wise financial stewardship is critical, VISIT FLORIDA focuses on not sacrificing quality in order to initiate a new program or continue an existing program without dedicating the resources necessary to make the program a success.

VISIT FLORIDA is committed to creating marketing partnerships with firms that match Florida’s brand strength and consumer focus. By assembling a team of best-in-class partners, VISIT FLORIDA is able to implement strategic co-op marketing programs that successfully leverage combined budgets and provide tourism businesses with access to promotions on a scale not otherwise possible. Major strategic alliances with Busch Gardens Tampa, Disney Destinations, The Hertz Corporation, LEGOLAND Florida Resort, SeaWorld Parks & Resorts Orlando, Simon Shopping Destinations and Universal Orlando Resort allow VISIT FLORIDA to leverage the resources of these key tourism-related organizations and unite marketing efforts in driving visitation to Florida. In addition, VISIT FLORIDA created or expanded innovative corporate partnerships with individuals and major brands such as National Geographic, BET, Ricky Carmichael, Emeril Lagasse, Mazda, Golf Channel, NBC Sports, The Big Break, Telemundo and La Voz Kids to further extend Florida’s brand identity and attract new visitor segments.

In order to maximize the reach of the shared Florida brand, VISIT FLORIDA is committed to exploring co-op arrangements in all of our marketing efforts. The focus on expanding Florida’s presence in front of consumers is facilitated by VISIT FLORIDA negotiating cost-effective advertising buys that are then offered to partners through our Co-op Marketing Planner, which includes more than 200 advertising, sales, promotions and public relations options from which to choose. In 2014-2015, VISIT FLORIDA offered new and expanded co-op opportunities, including a regional program with JetBlue, a train-wrap program in Chicago, a national broadcast BET program, a cinema program in the Northeast and a digital billboard program, as well as international marketing...
efforts through VISIT FLORIDA created co-ops and Brand USA programs. Collectively, these efforts generated more than $33 million in industry investment in our co-op marketing programs.

Human resources play a key role in VISIT FLORIDA's overall success. The leadership team regularly evaluates the organization's internal structure and implements changes to improve and foster integration between departments while maximizing operational efficiencies. In 2014-2015, new positions such as Vice President of Global Meetings, Travel Trade & Market Development, Director of Global Public Relations, Associate Director of Brand Strategy, Associate Director of Digital Strategy, Public Affairs Manager, Regional Partnership Manager, Communication Manager, Media Manager, Media Buyer, Meetings & Travel Trade Representative, Content Management Specialist, Contracts Coordinator and Partnership Services Coordinator were added to ensure the organization remained in step with global marketing and technology trends.

VISIT FLORIDA's success as a state destination marketing organization is ultimately dependent on our ability to remain flexible and open to change. By re-evaluating past models and exploring innovative new opportunities, VISIT FLORIDA is strategically positioned to effectively leverage available resources to respond to the ongoing changes in the global marketplace. This forward-thinking approach is what enables VISIT FLORIDA to remain one of the most aggressive and pioneering state destination marketing organizations in the world.
2014-2015 Annual Highlights

On behalf of the tourism industry in the Sunshine State, VISIT FLORIDA was focused on maximizing the impact of our marketing resources to attract visitors to the state during the 2014-2015 fiscal year. From high-profile partnerships that allow us to reach potential visitors around the globe to the highly personalized answering of individual visitor questions at the Official Florida Welcome Centers, VISIT FLORIDA’s efforts over the past year contributed significantly toward making Florida the No. 1 travel destination in the world. The following “Annual Highlights” showcase just a few of the ways VISIT FLORIDA’s responsiveness and leadership helped grow the Florida brand during the past year.

View Annual Highlights Timeline
Redesigned VISITFLORIDA.com to feature user-requested resources such as interactive maps, category sections and topic tiles that have resulted in visitors spending more time on the site.

Launched two new publications, the Florida Meetings magazine and Florida Meetings eNewsletter, that provide ideas, inspiration and resources for hosting vibrant Florida meetings and events.

Renovated the Capitol Welcome Center into a digitally enhanced Welcome Center of the Future that invites visitors to enjoy a true Florida experience.

Hosted the annual Florida Governor’s Conference on Tourism, where VISIT FLORIDA announced several new marketing initiatives including partnerships with National Geographic, La Voz Kids and Ricky Carmichael.

Received the inaugural Judges Choice award in the 2014 NCSTD Mercury competition for VISIT FLORIDA's Public Relations campaign in support of the Google Street View Trekker project.
October - November

Named the 2014 State Tourism Office of the Year at the Southeast Tourism Society Shining Example Awards

Hosted memorable events at the 2014 World Travel Market in London, including VISIT FLORIDA's 30th Annual UK Night at the iconic Abbey Road Studios for more than 240 industry representatives from Florida, the UK and Ireland

Met with airline and airport delegates representing destinations from Brazil to China at the 2014 World Routes Forum to increase airlift into the Sunshine State

Partnered with JetBlue Airlines to create a unique regional co-op program featuring Florida’s West Coast beaches and ran a supporting promotion that generated $210,000 in media value and 4.4 million impressions
Presented Florida Encounter, VISIT FLORIDA's signature trade show for meeting professionals, with **more than 10,000 one-on-one appointments** showcasing the state as the perfect place for conventions, retreats, sporting events and incentive travel.

**Florida Huddle**

Hosted **year two of VISIT FLORIDA owned-and-operated Florida Huddle** with more buyers, appointments and Florida travel business transactions – plus pre- and post-Huddle FAM tours for travel trade and media from around the globe.

Began a **three-year partnership with National Geographic** to tell the world about the state's great outdoors through an online editorial hub featuring 50 Florida experiences by land and sea that generated more than 20 million impressions in just the first few months.

Debuted the newly-named **VISITFLORIDA.com Racing Team at the 2015 Rolex 24 at Daytona** – the program has become the **largest motorsports partnership of its kind** aimed at aggressively driving tourism to Florida.

Shared independent report findings from the Florida Office of Economic and Demographic Research that showed the state received **$3.20 in tax revenues from each dollar invested in VISIT FLORIDA**.

**EDR**

**December - January**
February

Collaborated with NBC Sports and the Golf Channel on Big Break The Palm Beaches to showcase Florida as a preferred destination for leisure travel.

Partnered with BET on a nationwide campaign for Black History Month featuring Overtown, Eatonville, Pensacola and prominent African Americans in the Florida travel and tourism community.

Launched year two of the "Warmer Side of Winter" campaign, including train-wraps, mannequin taxi-toppers, movie theater spots and a revamped PSA featuring all user-generated content from VISIT FLORIDA's "Bragging Season" initiative.

Celebrated the state's fourth-consecutive record year for tourism, welcoming 98.8 million visitors in 2014 who spent $82 billion and employing more than 11 million Floridians.

Visitaton to VISIT FLORIDA's five Official Florida Welcome Centers — located at I-10, I-75, I-95, U.S. 231 and in the State Capitol — saw 2.6 million visitors in 2014, a 2.2% increase over 2013.

Received a record seven trophies at the 58th Annual HSMAI Adrian Awards, including the top honor, the Platinum Adrian, for VISIT FLORIDA's Google Street View Trekker project.

Announced that VISIT FLORIDA's #LoveFL initiative encouraging residents and fans to share what they love about Florida surpassed one billion earned impressions in just 18 months.

Welcomed a record 15.6 million international visitors from 188 countries who spent more than $17.5 billion in the Sunshine State in 2014.

International visitors to the U.S. come to Florida.

Messages From Leadership | Corporate Information | About VISIT FLORIDA

HOME
March - April

Unveiled new Florida Tourism Hall of Fame display at the State Capitol before a group of past inductees, VISIT FLORIDA board members and other supporters including Sen. Nancy Detert

Launched year two of a partnership with the Telemundo Station Group and La Voz Kids – one of the most popular programs in Spanish-language television – to reach targeted U.S. Hispanic audiences

Traveled to Washington, D.C. with industry Partners to participate in the U.S. Travel Association’s annual Destination Capital Hill fly-in for meetings with members of Congress to tout the importance of travel as an economic driver

Completed sixth year of partnership with Peter Miller and his show “Bass2Billfish,” a popular hybrid reality show on NBC Sports Outdoors and the World Fishing Network that spotlights Florida’s diverse fishing environment and travel opportunities

Hosted the industry’s annual Florida Tourism Day at the Capitol in conjunction with the Partnership for Florida’s Tourism where more than 500 industry representatives from 44 counties showcased the state’s No. 1 industry to the legislature

Launched Shop Florida initiative during Sao Paulo Fashion Week to promote the Sunshine State’s high-quality shopping and luxury destinations to Brazilian travelers

Launched year two of VISIT FLORIDA’s award-winning “Say Yes to Florida” Spring marketing campaign, including television, print and cinema ads, radio sponsorship executions, and digital and static billboards
May - June

Concluded year one of a partnership with Ricky Carmichael that included branding on his mega-popular video game, plus posts to his social channels and Conquering Florida videos that have more than 1.2 million impressions to date.

Marked the 60th straight month of tourism-related job growth, with more than 1.1 million Floridians employed in the tourism industry.

Wrapped third year of partnership with Emeril Lagasse and his show “Emeril’s Florida,” a top-rated show on the Cooking Channel and Food Network that explores dining, entertainment and travel opportunities on location throughout Florida.

Enjoyed huge presence at U.S. Travel Association’s 47th Annual IPW held in Orlando and hosted highly-successful post-event familiarization tours for 88 international travel buyers and media from all over the world.

Marked the 60th straight month of tourism-related job growth, with more than 1.1 million Floridians employed in the tourism industry.
2014-2015 Measures of Success

While VISIT FLORIDA's successes cannot always be measured in numbers, the following highlights illustrate the impact of VISIT FLORIDA efforts to position Florida as the No. 1 travel destination in the world during the past year. Unless otherwise indicated, the numbers in this section represent totals for VISIT FLORIDA's fiscal year, which runs July 1 to June 30.
2014-2015 Measures of Success

98.8 million .... Total number of out-of-state and international visitors to Florida*

11.3 million .... Total number of overseas visitors to Florida*

4.3 million .... Total number of Canadian visitors to Florida*

20.2 million .... Total number of in-state travelers*

$82.0 billion .... Total spending infused into Florida’s economy by visitors*

1,145,800 .... Number of Floridians directly employed by tourism*

11,846 .... Number of Florida tourism businesses involved with VISIT FLORIDA

2,516 .... Number of attendees who participated in VISIT FLORIDA’s 10 Partner Roadshows and 14 tourism industry or Partner webinars

$804,857 .... Amount paid to 112 grant recipients through the VISIT FLORIDA Advertising Matching Grant, the Airline Grant, the City-Wide Meetings & Conventions Grant, the Minority Convention Grant, the Small Business Partner Grant and the Cultural, Heritage, Rural and Nature Tourism Grant programs

507 .... Number of industry representatives from 44 counties who met with more than 135 lawmakers and staff on Florida Tourism Day at the Capitol to advocate for tourism marketing public funding

$33.1 million .... Industry investment in VISIT FLORIDA co-op programs

6.0 billion .... Consumer impressions generated through co-op and dedicated VISIT FLORIDA advertising in domestic and international markets

$90.8 million .... Media value generated from the execution of 333 promotional programs

1.5 billion .... Consumer impressions generated from 333 promotional programs

1.5 billion .... Earned media impressions generated through public relations and corporate communications efforts

9.3 million .... Visits to the consumer website, VISITFLORIDA.com, via desktop and mobile for the year

1,164,810 .... Followers of VISIT FLORIDA consumer Facebook, Twitter, YouTube, Instagram and Google+ accounts

13.3 million .... Views on YouTube, with 9.5 million minutes watched for the year

2,699 .... Number of articles, videos, blog posts and slide shows created by VISIT FLORIDA’s team of 12 Insiders and network of 75 freelance professional journalists

430,406 .... Number of travel trade, meeting professionals, media and consumer attendees reached collectively by 2,143 Florida tourism Partners who participated in VISIT FLORIDA’s 83 domestic and international sales programs
Number of attendees at VISIT FLORIDA owned-and-operated signature events, including Florida Huddle, Florida Encounter, Florida Governor’s Conference on Tourism, Marketing Retreat and Board of Director’s meetings

2.6 million  Travelers who visited VISIT FLORIDA’s five Official Florida Welcome Centers*

3,884  Visitors who were assisted with Florida travel planning through our live operator*

$229,889  Tourism spending generated by 2,634 room nights booked through Official Florida Welcome Centers for reservations at hotels, state parks, campgrounds and attractions*

1.4 million  Number of VISIT FLORIDA magazines, travel guides and maps distributed to consumers and industry for vacation planning

*Reflects calendar year 2014
2014-2015 Financial Overview

Over our 19-year history, VISIT FLORIDA has been a $1.9 billion destination marketing cooperative, matching $610 million in public funding with $1.3 billion of private investment by more than 11,000 Florida tourism businesses and strategic alliance partners.

As a public/private corporation, VISIT FLORIDA adheres to stringent guidelines for the proper stewardship of both the public and private funding we receive. Each year, a third-party audit is conducted on VISIT FLORIDA's financial statements and compliance with our state contract. VISIT FLORIDA has received an unqualified opinion every year since our founding in 1996.

Actual Revenue: 2008-2015
(in millions of dollars)

Serving Our Stakeholders

VISIT FLORIDA, the official tourism marketing corporation for the State of Florida, is responsible for serving a wide variety of stakeholders. The audiences that VISIT FLORIDA serves can be divided among three categories: customers, the Florida tourism industry and the State of Florida.

As the state’s official source for travel planning, VISIT FLORIDA implements integrated sales and marketing programs to protect and grow Florida’s share of domestic and international travel. These programs provide opportunities for the Florida tourism industry to reach prospective customers, which include consumers, travel trade professionals and meeting planners. The resources are offered directly to them through various outlets including specialized websites, major conventions and tradeshows, as well as advertising, public relations and promotions.

Through relationships with best-in-class strategic alliance, marketing and media partners, VISIT FLORIDA is able to leverage our budget and develop cooperative marketing programs that create and add value for the Florida tourism industry. VISIT FLORIDA Partners, and the industry as a whole, benefit not only from the promotional marketing opportunities we are able to provide at a significant cost savings, but also through the representation and advocacy we offer at the state and national levels.

VISIT FLORIDA’s ability to successfully market the Florida tourism product and bring in more visitors helps the state of Florida and all our residents by building and growing businesses, creating jobs and providing family-sustaining wages. These efforts to attract more visitors also generate increased tourism spending that provides tax revenue to help build roads, support schools and pay for vital programs.
providing ideas and inspiration for hosting vibrant Florida meetings and events which are distributed throughout the year to a growing database of professionals who specialize in this area.

Travel media provide consumers with an unbiased review of Florida's tourism products. VISIT FLORIDA serves these media outlets by delivering timely and newsworthy information on destinations throughout Florida, invites domestic and international travel writers from top publications to experience the state for themselves, and partners with them to offer consumer promotions that attract potential visitors and generate awareness of all there is to see and do in the Sunshine State.

The travel trade industry plays a vital role in bringing visitors to Florida, and VISIT FLORIDA works to actively engage this sector by attending showcases and tradeshows across the globe that cater to those who sell travel. By hosting booths, receptions and special events during domestic and international travel trade and consumer shows, VISIT FLORIDA actively works to promote the Florida brand in an increasingly competitive marketplace.

While independently each of these programs is valuable, the collective impact of VISIT FLORIDA's marketing efforts are highly effective. In 2014-2015, thirty-five percent of all Florida visitors said they were significantly influenced in their decision to visit the Sunshine State by one or more of VISIT FLORIDA's marketing programs.

Serving Our Stakeholders

Customers

VISIT FLORIDA serves our customers by providing resources, information and assistance to a variety of visitor segments.

As the state’s official source for travel planning, VISIT FLORIDA implements a number of marketing and travel planning initiatives targeted at leisure travel consumers. Our award-winning redesigned VISITFLORIDA.com serves as a consumer portal inclusive of all aspects of travel planning. Consumer publications, including the VISIT FLORIDA Magazine and Florida Official Transportation Map, as well as a variety of special interest eNewsletters, provide visitors with relevant information on an ongoing basis. VISIT FLORIDA also operates the state’s five Official Florida Welcome Centers at I-10 near Pensacola, U.S. 231 in Campbellton, I-75 in Jennings, I-95 in Yulee and at the Florida Capitol in Tallahassee. The 39 staff members at our Welcome Centers proudly assisted 2.6 million visitors in 2014-2015.

VISIT FLORIDA markets the destination as a top locale for meetings, conventions and incentive travel, and provides assistance to professional planners at all stages of the process. Personalized resources are available through a dedicated meetings website, meetings blog, as well as on Facebook, Twitter and #MeetFL. VISIT FLORIDA's meetings team also presents Florida's original one-on-one appointment tradeshows Florida Encounter and oversees the Official Florida Travel Industry Education Program. This year, VISIT FLORIDA launched two new publications, the Florida Meetings magazine and Florida Meetings eNewsletter, providing ideas and inspiration for hosting vibrant Florida meetings and events which are distributed throughout the year to a growing database of professionals who specialize in this area.

Travel media provide consumers with an unbiased review of Florida's tourism products. VISIT FLORIDA serves these media outlets by delivering timely and newsworthy information on destinations throughout Florida, invites domestic and international travel writers from top publications to experience the state for themselves, and partners with them to offer consumer promotions that attract potential visitors and generate awareness of all there is to see and do in the Sunshine State.

The travel trade industry plays a vital role in bringing visitors to Florida, and VISIT FLORIDA works to actively engage this sector by attending showcases and tradeshows across the globe that cater to those who sell travel. By hosting booths, receptions and special events during domestic and international travel trade and consumer shows, VISIT FLORIDA actively works to promote the Florida brand in an increasingly competitive marketplace.

While independently each of these programs is valuable, the collective impact of VISIT FLORIDA's marketing efforts are highly effective. In 2014-2015, thirty-five percent of all Florida visitors said they were significantly influenced in their decision to visit the Sunshine State by one or more of VISIT FLORIDA's marketing programs.
VISIT FLORIDA serves the Florida tourism industry by providing leadership and resources that contribute to the growth and development of tourism business in the Sunshine State.

When issues arise that affect Florida’s tourism industry, VISIT FLORIDA serves as the main source for distributing information and key messages both to and on behalf of the industry. VISIT FLORIDA works diligently with Partners and state officials to provide the most accurate and up-to-date information in a timely manner to ensure that our destination is positioned correctly to other key stakeholders.

VISIT FLORIDA is also responsible for aiding in the development of tourism products, particularly with under-funded and emerging segments. Annual grants for small business, minority convention, nature-based, rural and cultural tourism initiatives are awarded each year for projects that will enhance the Florida tourism product within these vital segments.

As an industry-driven organization, VISIT FLORIDA relies on private investments from tourism businesses across the state to aid in the funding of our marketing objectives. By partnering with VISIT FLORIDA, tourism businesses and professionals are connected to a vast network of resources that provide a substantial return on investment. Through strategic alliances forged with major brands such as Google, National Geographic, BET, Telemundo and Mazda, VISIT FLORIDA Partners receive access to a variety of benefits, opportunities and programs that allow them to market themselves more effectively and affordably.
VISIT FLORIDA serves the State of Florida as the contracted direct support organization for the state’s destination and tourism marketing efforts through Enterprise Florida, Inc. Statutorily created by the Florida Legislature in 1996 as “The Official Tourism Marketing Corporation for the State of Florida,” VISIT FLORIDA operates as a public/private partnership.

Each year, the Florida Legislature appropriates public funding to be allocated for tourism marketing. VISIT FLORIDA is required to match those public funds dollar-for-dollar by securing tourism industry investment in our marketing efforts. According to the Office of Economic and Demographic Research, for every $1 the state invests in VISIT FLORIDA, $3.20 in tax revenue is generated. Since 1996, VISIT FLORIDA has been a $1.9 billion destination marketing cooperative, matching $610 million in public funding with $1.3 billion of private investment by more than 11,000 Florida tourism businesses and strategic alliance partners.

VISIT FLORIDA is overseen by a 31-member volunteer Board of Directors appointed by Enterprise Florida, Inc. in conjunction with the Florida Department of Economic Opportunity. The Board is comprised of representatives from key sectors of the tourism industry, and is balanced geographically throughout the state.

VISIT FLORIDA is ultimately responsible for serving the citizens of Florida through the growth and development of the tourism industry. The public funds provided by Florida taxpayers are reinvested in the state through tourism assets including visitor spending, taxable tourism-related revenue and jobs for Florida residents.

In 2014, Florida’s tourism industry welcomed 98.8 million visitors who spent $82 billion and employed more than 1.1 million Floridians, setting records for the fourth consecutive year and making tourism the No. 1 industry in the Sunshine State.
Messages From Leadership

Letter from Governor Rick Scott

Letter from Chair Andrew Hertz

Letter from VISIT FLORIDA President & CEO Will Seccombe
Dear Friends,

I am proud to share that last year marked the fourth consecutive record year for Florida tourism, having welcomed 98.8 million visitors who spent $82 billion. This incredible momentum is a testament to the strength of VISIT FLORIDA and the Florida tourism industry’s innovative efforts to market the Sunshine State. On behalf of the State of Florida, I would like to thank the more than 1.1 million Floridians employed in the tourism industry who dedicate themselves to increasing visitation to our state and for the hospitality they provide to our visitors.

Tourism has long been the state’s leading industry and continues to serve an essential role in the growth and sustainability of our economy. VISIT FLORIDA, acting as the state’s official tourism marketing corporation, is the catalyst that brings the public and private sectors together to create programs that promote the Sunshine State to travelers around the globe. Over its 19-year history, VISIT FLORIDA has been a $1.9 billion destination marketing cooperative, matching $610 million in public funding with $1.3 billion of private investment by more than 11,000 Florida tourism businesses and strategic alliance partners.

This year, I signed the “KEEP FLORIDA WORKING BUDGET” which provides $74 million to continue attracting record numbers of tourists to Florida. Every 85 visitors to our state support one job, and a growing tourism industry means more opportunities for families and a stronger economy. I look forward to our investments in VISIT FLORIDA continuing to grow jobs and promote Florida as the ultimate travel destination across the world.

Sincerely,

Rick Scott
Governor
Dear Partners and Friends,

It was my privilege to serve as the Chair of the VISIT FLORIDA Board of Directors this past year. On their behalf, I am proud to present this 2014-2015 VISIT FLORIDA Annual Report. During the last fiscal year, we were able to expand the reach and relevance of the Florida brand through the launch of an array of strategic and innovative projects. These projects included high-profile partnerships with National Geographic, BET, Ricky Carmichael, Emeril Lagasse, The Big Break and La Voz Kids just to name a few.

For the tourism industry, VISIT FLORIDA created a unique regional co-op program with JetBlue featuring Florida’s West Coast beaches. VISIT FLORIDA also coordinated meetings with airline and airport delegates representing destinations from Brazil to China at the 2014 World Routes Forum. For consumers, VISIT FLORIDA renovated the Capitol Welcome Center into a digitally enhanced Welcome Center of the Future, redesigned our VISITFLORIDA.com homepage to feature user-requested resources, debuted the newly-named VISITFLORIDA.com Racing Team which currently sits in first place in the IMSA Tudor United SportsCar Championship and enhanced the creative for our Fall, Winter and Spring campaigns that resulted in record visitation and visitor spending.

The support of the statewide tourism industry is vital to the success of VISIT FLORIDA’s mission and I would like to thank those who have dedicated their time and expertise to further the organization’s goals. From serving on the Board of Directors and committees to participating in VISIT FLORIDA programs, your contributions have had a significant impact on the accomplishments of Florida’s tourism industry.

I also extend my appreciation to the hardworking professionals at VISIT FLORIDA for their dedication and leadership. I have witnessed their commitment to excellence first-hand and can attest to the service-focused nature of each and every team member.

Together, we worked hard to make this a year of incredible accomplishments. For the fiscal year July 2014 to June 2015, we saw four straight quarters of year-over-year growth in overnight visitors, which added up to the State surpassing 100 million visitors for the first 12-month period ever. It was a year that saw record industry participation on our committees, at Florida Tourism Day and at the annual Marketing Retreat, reflecting the passion and commitment we all have to enhancing the Florida economy. It was a year that saw the Tourism Industry achieve greater recognition and visibility for our historic past as the new Florida Tourism Hall of Fame display was unveiled at the Florida Capitol. It was also a year that saw the Board establish a 2020 Strategic Planning Task Force to help create a vision for the future of our industry and a roadmap that will guide us there.

As I pass the torch to John Tomlin, this year’s Chair of the Board of Directors, I ask that you continue to support VISIT FLORIDA as they strive to make Florida the No. 1 travel destination in the world.

Sincerely,

Andrew Hertz
2014-2015 Chair
VISIT FLORIDA Board of Directors
Dear Partners and Friends,

The Florida tourism industry has much to celebrate. We have achieved four consecutive years of record visitation and visitor spending, more than 1.1 million Floridians employed in the industry and are the top vacation destination for domestic visitors, families, beach-goers, Baby Boomers, Gen Xers, Millennials and African American leisure travelers.

Much of this success is attributable to the industry’s ability to constantly evolve the way we market ourselves to the world. To this end, VISIT FLORIDA launched a three-year partnership with National Geographic that generated 20 million impressions in just the first few months, partnered with BET on a nationwide campaign featuring Overtown, Eatonville, Pensacola and prominent African Americans in the Florida travel and tourism community, and introduced our #LoveFL initiative that has already surpassed one billion earned impressions. Innovative efforts like these have not gone unnoticed by the national tourism industry, with VISIT FLORIDA having been named the 2014 State Tourism Office of the Year by the Southeast Tourism Society and receiving a record seven Adrian Awards from the Hospitality Sales & Marketing Association International, including their top honor – the Platinum Adrian – for our Google Street View Trekker project.

The entire Florida tourism industry is grateful to Governor Rick Scott and the Florida Legislature for providing VISIT FLORIDA with a significant increase in public funding over the past four years. This is a clear indication that state leaders recognize the importance of tourism and our industry’s role in strengthening the Florida economy and creating jobs for Floridians. It is also a strong endorsement of the industry-driven nature of our public/private partnership and our collective success in generating a substantial return on the state’s investment in VISIT FLORIDA’s cooperative marketing programs.

Thank you for your continued support and for all you do to help make Florida the No. 1 travel destination in the world.

Regards,

J. William Seccombe
President and CEO, VISIT FLORIDA
Corporate Information

- Senior Management Team
- Department Listings
- Board of Directors
- Past Board of Directors Chairs
- Florida Council of Tourism Leaders
- Committees
VISIT FLORIDA, the state’s official source for travel planning, is the premier sales and marketing organization that promotes tourism to Florida through sales, advertising, promotions, public relations and visitor services programs both domestically and internationally.

In 2014-2015, VISIT FLORIDA had 130.5 full- and part-time positions in Florida and an international team of contracted staff covering Canada, China, Germany, India, Latin America and the United Kingdom. All of these individuals work hard year-round to promote Florida tourism.

To learn more about VISIT FLORIDA, please go to VISIT FLORIDA.org or follow us on our industry social media channels:

SunshineMatters.org
Facebook.com/FloridaTourism
Twitter @FloridaTourism

Corporate Information
Senior Management Team

Will Seccombe
President and Chief Executive Officer

Paul Phipps
Chief Marketing Officer

Vangie Fields, CPA
Chief Financial Officer and Chief Operations Officer

Susannah Costello
Vice President of Global Brand

David Dodd
Vice President of Visitor Services

Kimberly Faulk
Vice President of Domestic Sales

Alfredo Gonzalez
Vice President of Global Meetings, Travel Trade & Market Development
Corporate Information

Department Listings

Corporate Meetings & Events
Plans and implements corporate events, meetings and conferences hosted and coordinated by VISIT FLORIDA.

Domestic Sales
Oversees sales growth and promotion of VISIT FLORIDA's owned and operated assets. This department is responsible for increasing involvement and investments from VISIT FLORIDA's current Partners, key industry stakeholders and non-endemic business entities, while building product awareness in the marketplace to help clients reach visitors through our digital, print and other program offerings.

Executive Operations
Supports the President and CEO's office through public affairs and stakeholder liaison activities.

Finance/Administration
Includes the activities of human resources, information technology, network and database management, finance, accounting, contracts supervision, warehouse oversight and office administration.

Global Advertising
Responsible for execution and oversight of media planning and buying for dedicated and co-op advertising.

Global Public Relations
Assists our Partners with extending their individual PR plans by offering programs and resources that include in-market domestic media missions and receptions, editorial leads, a dedicated website where Partners share destination information with the media and a coordinated PR presence in key international markets.

Industry Relations
Responsible for the recruitment and retention of VISIT FLORIDA Partners. This team works to keep our Partners informed of marketing opportunities and program benefits.

Marketing/Brand
Oversees the areas of providing consumer-focused marketing communications including advertising, co-op, internet, social marketing, public relations, content creation and creative services.

Marketing & Events
Connects with key travel professionals in both domestic and international markets. Tasked with developing key business relationships with meeting planners, airlines, travel agents and tour operators by attending key industry conferences and coordinating VIP Events and FAM tours to keep visitors coming to Florida.

Marketing Operations
Supports the CMO by developing and managing major campaigns, partnerships, sponsorships and project deliverables that cross multiple departments through increased communication regarding the scope of work, how it aligns with strategy, timelines, project risk, resource capacity, budget impacts, internal expectations, and external (client) perceptions.

Promotions
Extends VISIT FLORIDA's brand messaging by coordinating Florida vacation packages, which are provided on an in-kind basis, in exchange for promotional media exposure.

Research
Studies global consumer trends and travel patterns to learn more about Florida's visitors and their preferences, as well as compiles the state's official air and auto visitor numbers and conducts surveys to assess the effectiveness of VISIT FLORIDA's advertising and marketing efforts.

Visitor Services
Responsible for operating the five Official Florida Welcome Centers, our Visitor Services team greets millions of visitors each year, offering them travel tips, vacation planning information and even a glass of fresh Florida orange juice.
VISIT FLORIDA’s Board of Directors is the organization’s private sector governing body made up of Florida tourism industry experts who, along with the members of its 11 committees, provide guidance, input and insight into the evolution of VISIT FLORIDA programs, processes and messaging. The Board, which meets three times a year, acts as a steering council for multiple committees and works directly with the VISIT FLORIDA executive staff to guide strategy.

The 31-member Board, appointed by Enterprise Florida, Inc. in conjunction with the Florida Department of Economic Opportunity, is comprised of representatives from key sectors of the tourism industry and is balanced geographically throughout the state.

**Executive Committee**

**Andrew Hertz**  
Chair  
Miami Seaquarium

**John Tomlin**  
Vice Chair  
The Auto Club Group

**Tammy Gustafson**  
Immediate Past Chair  
Universal Orlando Resort

**Danny Gaekwad**  
Secretary  
MGM Hotels, LLC

**William Talbert**  
Treasurer  
Greater Miami CVB

**Maryann Ferenc**  
Chair of Audit Committee  
Mise En Place

**Lino Maldonado**  
Chair of Industry Relations Committee  
Wyndham Vacation Rentals

**Bill Lupfer**  
Chair of Public Affairs  
Florida Attractions Association

**Terry Prather**  
Chair of Marketing Council  
Steering Committee  
SeaWorld Parks & Entertainment
## Board of Directors

### Members

<table>
<thead>
<tr>
<th>Becky Bragg</th>
<th>Glenn Hastings</th>
<th>Gene Prescott</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canoe Outpost, Inc.</td>
<td>St. Johns County Tourist Development Council</td>
<td>The Biltmore Hotel</td>
</tr>
<tr>
<td>Jeff Castner</td>
<td>Malinda Horton</td>
<td>Therrin Protze</td>
</tr>
<tr>
<td>Jupiter Beach Resort &amp; Spa</td>
<td>Florida Association of Museums Foundation, Inc.</td>
<td>Kennedy Space Center Visitor Complex</td>
</tr>
<tr>
<td>Bobby Cornwell</td>
<td>Luanne Lenberg</td>
<td>David Reese</td>
</tr>
<tr>
<td>Florida Association of RV Parks &amp; Campgrounds</td>
<td>Sawgrass Mills, a Simon Center</td>
<td>Florida’s First Coast of Golf</td>
</tr>
<tr>
<td>Chan Cox</td>
<td>Rick McAllister</td>
<td>Sharon Siskie</td>
</tr>
<tr>
<td>Wine World</td>
<td>Florida Retail Federation</td>
<td>Disney Destinations</td>
</tr>
<tr>
<td>Tony Davis</td>
<td>Joe Murgalo</td>
<td>Robert Skrob</td>
</tr>
<tr>
<td>The Hertz Corporation</td>
<td>Hyatt Regency Coconut Point Resort &amp; Spa</td>
<td>Florida Association of Destination Marketing Organizations</td>
</tr>
<tr>
<td>(March 2015)</td>
<td>(July 2014)</td>
<td>Thom Stork</td>
</tr>
<tr>
<td>Carol Dover</td>
<td>Patrick Murphy</td>
<td>The Florida Aquarium</td>
</tr>
<tr>
<td>Florida Restaurant and Lodging Association</td>
<td>The St. Joe Company</td>
<td>Bill Waichulis</td>
</tr>
<tr>
<td>Christine Duffy</td>
<td>Jetse Pottinga</td>
<td>Boykin Management Company</td>
</tr>
<tr>
<td>Cruise Lines International Association</td>
<td>Meliá Orlando Suite Hotel At Celebration</td>
<td>Dana Williams</td>
</tr>
<tr>
<td>Virginia Haley</td>
<td></td>
<td>Southwest Airlines</td>
</tr>
</tbody>
</table>

*Served through June 30, 2015 unless otherwise indicated*
Past Board of Directors Chairs

At VISIT FLORIDA, experience and leadership are the foundation for everything we do. VISIT FLORIDA’s past chairs of the Board of Directors provided the guidance and tourism acumen that broke new ground in Florida tourism. These tourism experts are an integral part of VISIT FLORIDA’s past, present and future.
Florida Council of Tourism Leaders

The Florida Council of Tourism Leaders is comprised of past board chairs of the VISIT FLORIDA Board of Directors. The Council creates a strong network of industry experts that may be called on by the Board, the Chair or the President for their expertise and experience.

Tammy Gustafson  
*Chair*  
Universal Orlando Resort

Members

Walter Banks  
Lago Mar Resort & Club

Ed Fouché  
*Retired*

Richard Goldman  
St. Augustine, Ponte Vedra & the Beaches VCB

Nicki Grossman  
Greater Fort Lauderdale CVB

Peter Guptill  
*Retired*

Glenn Hastings  
St. Johns County Tourist Development Council

Jack Healan  
*Retired*

Arthur Hertz  
Miami Seaquarium

Tony Lapi  
Tween Waters Inn Island Resort

Donna Ross  
*Retired*

Bill Sims  
*Retired*

Thom Stork  
The Florida Aquarium

Thomas Waits  
*Retired*
Since VISIT FLORIDA was created in 1996, its greatest strength has been that it is industry driven. The best and brightest minds of the Florida tourism industry have helped guide the operation of VISIT FLORIDA to make it the pre-eminent model of how the public and private sectors can successfully work together in support of destination marketing.

To enhance industry involvement, VISIT FLORIDA's Board of Directors established the Marketing Council Steering Committee, which is comprised of eight discipline-based committees (Advertising & Internet, Communications, Industry Relations, International, Meetings & Travel Trade, Promotions, Visitor Services and Cultural, Heritage, Rural and Nature). Other committees include Audit and Finance.

Committee members are volunteers dedicated to putting the industry above their own interests as they interact with VISIT FLORIDA's staff. The annual appointments run from July 1 through June 30.
Advertising and Internet Committee

The Advertising & Internet Committee provides the primary source of industry input, feedback and counsel on strategic matters related to VISIT FLORIDA’s dedicated and cooperative efforts in advertising and direct marketing, including the internet and digital marketing.

Steve Hayes
Chair
Visit Pensacola

Sharon Siskie
Vice Chair
Disney Destinations

Members

Joseph Abrams
TradeWinds Island Resorts

Leslie Andree
Boggy Creek Airboat Rides

James Bagby
Visit South Walton

Kim Butler
Greater Fort Lauderdale CVB

Toni Caracciolo
SeaWorld Parks & Entertainment

Debi Clark
Spirit of the Swamp Airboat Rides

Chan Cox
Wine World

Peter Cranis
Visit Orlando

Erin Duggan
Visit Sarasota County

Chris Durso
IHG InterContinental Hotels Group

Eric Eimstad
Miami Seaquarium

Aly Fernandez
Busch Gardens Tampa

Angela Ivey
World Golf Hall of Fame At World Golf Village

Mark Jackson
Visit Central Florida

Gil Langley
Amelia Island CVB

Josie Llado
Greater Miami CVB

Doug McClain
Visit Tampa Bay

Tamara Pigott
Beaches of Fort Myers & Sanibel

Scott Rose
The Florida Aquarium

Nicole Scott
Wyndham Vacation Rentals

Loretta Shaffer
Ocala / Marion County VCB

Lindsey Von Hoven
St. Johns Town Center, Simon Property Group

Tracy Ward
Experience Kissimmee
Audit Committee

The purpose of the Audit Committee is to assist the Board of Directors in review of the annual audited financial statements, oversight of systems of internal controls and review of the annual tax return.

Maryann Ferenc
Chair
Mise En Place

Members

Ed Fouche
Retired

Richard Goldman
St. Augustine, Ponte Vedra & the Beaches VCB

Glenn Hastings
St. Johns County Tourist Development Council

Tony Lapi
Tween Waters Inn Island Resort

Thomas Waits
Retired
Communications Committee

The Communications Committee serves as the primary source of industry feedback and counsel on strategic matters related to VISIT FLORIDA’s public relations and communications activities, including media relations and crisis communications.

Jennifer Diaz  
Chair  
Greater Miami CVB

Nick Gollattscheck  
Vice Chair  
SeaWorld Parks & Entertainment

Members

Rene Adams  
Museum of Arts and Sciences

Stacy Alexander  
The Aquarium At Mote Marine Laboratory

Marilyn Bauer  
Cultural Council of Palm Beach County

Sandy Bridges  
Florida Air Museum Sun ‘n Fun Fly-In

Colin Burrows  
Gulf Coast Clays at Port of the Islands

Kathy Catron  
St. Augustine, Ponte Vedra & the Beaches VCB

Travis Claytor  
Busch Gardens Tampa

Julie Edwards  
All Aboard Florida

Pam Fendt  
Florida State University/The John & Mable Ringling

Shonna Green  
Central Florida Zoo & Botanical Gardens

Kris Keprios  
Visit Central Florida

Kelly Klotz  
Bradenton Area CVB

Anna Mikell  
Visit Gainesville

JoNell Modys  
Naples, Marco Island, Everglades CVB

Rachel Nelson  
Tampa’s Lowry Park Zoo

Andy Newman  
Florida Keys & Key West Tourist Development Council

Polina Panopoulos  
Eden Roc Miami Beach

Elizabeth Ray  
Florida Restaurant and Lodging Association

Sandra Rios  
The Resort at Longboat Key Club

Lee Rose  
Beaches of Fort Myers & Sanibel

Denise Spiegel  
Visit Orlando

Nicole Steinman  
Holiday Inn Resort - Panama City Beach

Bob Wattendorf  
Florida Fish and Wildlife Conservation Commission
Cultural, Heritage, Rural and Nature Committee

The Cultural, Heritage, Rural and Nature Committee works with VISIT FLORIDA to develop and promote the growing segments of nature based tourism, cultural heritage tourism and rural tourism, to increase Florida visitors and promote extended stays for greater economic benefit and quality of life for all areas of the state.

Russell Daws
Chair
Tallahassee Museum

Becky Bragg
Vice Chair
Canoe Outpost, Inc.

Members

Betsy Bender
BIG ARTS

Ed Caum
Visit Pasco

Donna Creamer
Pure Water Wilderness

Wendi Davis
West Florida Historic Preservation, Inc.

Marjorie Ferrer
Delray Beach Downtown Development Authority

Justin Flippen, J.D.
Greater Fort Lauderdale CVB

Pam Fuqua
Jackson County Tourist Development Council

Steve Hayes
Stumpknocker Tour, Inc.

Marilyn Hett
Hillsborough County Tourist Development Council

Dorrie Hipschman
The Bailey-Matthews Shell Museum

Jennifer Huber
Charlotte Harbor VCB

Katie Kole
Florida Department of State Office of Cultural, Historical, and Information Programs

Heather Lopez
Washington County Tourist Development Council

Nancy Olson
Collier County Parks and Recreation

Sergio Piedra
Discover Palm Beach County

Lisa Roberts
Florida Wildflower Foundation, Inc

Susan Rupe
Florida Blueberry Festival

Christine Rupp
Coral Gables Museum

Gary Stogner
Visit Tallahassee

Adam Thomas
Visit Citrus

Sara Valega
Miami International Mall, Simon Property Group

Ron Woxberg
St. Johns River Cruises
Finance Committee

The purpose of the Finance Committee is to assist the Board of Directors in the review of the annual budget in detail, oversight of the company’s accounting and financial reporting processes and the adequacy of the systems of internal control established by management, oversight of the company’s financial statements and the independent audit and oversight of processes and procedures established by management to provide compliance with legal and regulatory requirements.

William Talbert
Chair
Greater Miami CVB

Jetse Pottinga
Vice Chair
Meliá Orlando Suite Hotel At Celebration

Members

Christine Duffy
Cruise Lines International Association

Maryann Ferenc
Mise En Place

Glenn Hastings
St. Johns County Tourist Development Council

Rick McAllister
Florida Retail Federation

Joe Murgalo
Hyatt Regency Coconut Point Resort & Spa

Gene Prescott
The Biltmore Hotel

Thom Stork
The Florida Aquarium

Thomas Waits
Retired
Industry Relations Committee

The Industry Relations Committee serves as the primary source of industry feedback and counsel on strategic matters related to industry communication and engagement, Partner development and participation, and customer relationship management. Florida's tourism industry is critical to the success of VISIT FLORIDA and to establishing Florida as the No. 1 travel destination in the world.

Lino Maldonado  
Chair  
Wyndham Vacation Rentals

Malinda Horton  
Vice Chair  
Florida Association of Museums Foundation Inc.

Members

Kurt Allen  
Marineland Dolphin Adventure

Roger Amidon  
Palm Beach Marriott Singer Island Beach Resort & Spa

Jeff Ash  
Stonewood Grill & Tavern

Fran Belasco  
Beaches of Fort Myers & Sanibel

Adrian Besil  
Ocean Point Suites at Key Largo

Jeff Castner  
Jupiter Beach Resort & Spa

Keith Charlton  
Florida HIA

Jay Dempsey  
Holiday Inn Express & Suites-Port Charlotte

Elizabeth Gifford  
New Smyrna Beach Visitors Bureau

Adrianna Juran  
Florida Restaurant and Lodging Association

Charles Konopinski  
The Reach, A Waldorf Astoria Resort

Allison McNeal  
Indian River County Chamber of Commerce

John Moors  
Greater Dade City Chamber of Commerce

Kimberly Morgan  
Visit Jacksonville

Ben Murray  
Microtel Inn & Suites - Jacksonville Airport

Katie Ozdemir  
Universal Orlando Resort

Nila Postupack  
JC Resort Vacation Rentals

Paul Ramey  
Florida Museum of Natural History

Peter Ricci  
Florida Atlantic University, Hospitality Management Program

Don Robinson  
All Aboard Florida

Steven Rodriguez  
Florida Lifestyle Vacation Rentals

Lyndsay Rossman  
Simon Property Group

Christina Schwartzman  
Sawgrass Recreation Park

Mat Willey  
Florida Restaurant and Lodging Association

Michelle Wilson  
Banyan Tree Properties
International Committee

The International Committee provides feedback and expert counsel on strategic matters related to market development within targeted Canadian and Overseas markets. Programming focuses on cooperative efforts with key travel intermediaries including travel trade and airline professionals.

Dennis Quinn  
Chair 
Universal Orlando Resort

Dan Rowe  
Vice Chair 
Panama City Beach CVB

Members

Shari Bailey  
Visit Tampa Bay

Andrea Bjornlie  
The Florida Mall, Simon Property Group

Jeff Claus  
St. Pete-Clearwater International Airport

Kelly Defebo  
Visit Sarasota County

David Downing  
Visit St. Petersburg/Clearwater

Lisha Duarte  
SeaWorld Orlando

Danny Gaekwad  
MGM Hotels, LLC

Sophie Gaeta  
Discover Palm Beach County

Barbara Halverstadt  
Jacksonville International Airport

Fernando Harb  
Greater Fort Lauderdale CVB

Pamela Johnson  
Beaches of Fort Myers & Sanibel

Flavia Light  
Disney Destinations

Debbie Meihls  
Bradenton Area CVB

DT Minich  
Visit St. Petersburg / Clearwater

Stacey Mitchell  
Florida Keys & Key West Tourist Development Council

Joe Murgalo  
Hyatt Regency Coconut Point Resort & Spa

Carol L. Obermeier  
Southwest Florida International Airport (RSW)

Martin Owen  
Wyndham Vacation Rentals

Dailen Rodriguez  
Dadeland Mall, Simon Property Group

Jay Santos  
Visit Orlando

Kalina Subido-Person  
Florida’s Space Coast Office of Tourism

Grace Villamayor  
LatinCarz, LLC

Sandy Wade  
staySKY Hotels & Resorts

Jack Wert  
Naples, Marco Island, Everglades CVB
Marketing Council Steering Committee

The purpose of the Council structure is to maximize strategic input from the Florida tourism industry toward fulfilling VISIT FLORIDA's commitment to being "industry-led." The Marketing Council Steering Committee consists of the chair and vice chair of eight discipline-based committees, including Advertising & Internet, Communications, Industry Relations, International, Meetings & Travel Trade, Promotions, Visitor Services and Cultural, Heritage, Rural & Nature.

Terry Prather  
Chair  
SeaWorld Orlando

Members

Becky Bragg  
Canoe Outpost, Inc.

Russell Daws  
Tallahassee Museum

Jennifer Diaz  
Greater Miami CVB

Freddy Flynn  
Universal Orlando Resort

Nick Gollattscheck  
SeaWorld Parks & Entertainment

Steve Hayes  
Visit Pensacola

Malinda Horton  
Florida Association of Museums Foundation, Inc.

Aimee JeanSonne-Becka  
SeaWorld Parks & Entertainment

Susan Keaveney  
The Shores Resort & Spa

Lino Maldonado  
Wyndham Vacation Rentals

Carol McQueen  
Levy County Visitors Bureau

Sean Plemons  
Gainesville Department of Parks, Recreation and Cultural Affairs

Dennis Quinn  
Universal Orlando Resort

David Reese  
Florida’s First Coast of Golf

Christine Roberts-Tascione  
Greater Fort Lauderdale CVB

Dan Rowe  
Panama City Beach CVB

Sharon Siskie  
Disney Destinations
Meetings & Travel Trade Committee

The Meetings & Travel Trade Committee provides counsel on strategic matters related to VISIT FLORIDA’s sales activities, such as those addressing trade and consumer shows, as well as tour operator, travel agent and meeting planner relationships.

**Chair**
Christine Roberts-Tascione
Greater Fort Lauderdale CVB

**Vice Chair**
Freddy Flynn
Universal Orlando Resort

**Members**

- **Jeffrey Baldasarre**
  Encantada A CLC Worldwide Resort

- **Tara Beauchesne**
  Coconut Point Mall, Simon Property Group

- **Jason Carroll**
  The Florida Aquarium

- **Angela Daniels**
  Volusia County Ocean Center

- **Debi DeBenedetto**
  Naples, Marco Island, Everglades CVB

- **Kelly Eddins**
  Hampton Inn Pensacola Beach

- **Judy Erickson**
  The Westin Diplomat Resort & Spa

- **David Fine**
  PGA National Resort & Spa

- **Lorena Garcia**
  Orlando Premium Outlets on International Drive, Simon Property Group

- **Lidia Gorzelany**
  City of Pompano Beach

- **Elizabeth Hall**
  World Golf Hall of Fame at World Golf Village

- **Mary Hutchcraft**
  B Resort

- **Douglas McLain**
  Discover Palm Beach County

- **Linda McMahon**
  Daytona Beach Area CVB

- **Bob Meyer**
  Visit Jacksonville

- **Niccole Neebling**
  Hilton Naples

- **Ross Patel**
  Comfort Inn - Yulee

- **Rosemarie Payne**
  Visit St. Petersburg / Clearwater

- **Carole Pilkington**
  Experience Kissimmee

- **Laurence Richardson**
  Meliá Orlando Suite Hotel at Celebration

- **Jennifer Seaborn**
  SunStream Hotels & Resorts

- **Peter Sheppard**
  Eden Roc Miami Beach

- **Linda Stilmann**
  Greater Miami CVB
Promotions Committee

The Promotions Committee provides input on strategic matters related to VISIT FLORIDA's consumer promotions programs, from sweepstakes on VISITFLORIDA.com to promotions with media partners on a market-specific, regional, and national basis.

Susan Keaveney  
Chair  
The Shores Resort & Spa

Carol McQueen  
Vice Chair  
Levy County Visitors Bureau

Members

Shawn Abbatessa  
Daytona Beach Area CVB

Jeffrey Abbaticchio  
The Loews Don CeSar Hotel

Sonya Alvarez  
Westgate Lakes Resort & Spa

Lakiya Arrington  
La Nouba™ by Cirque du Soleil®

Jennifer Berthiaume  
Lion Country Safari

Laura Chmielewski  
Beaches of Fort Myers & Sanibel

Jim Cundiff  
Sleuths Mystery Dinner Shows

Isaac Diaz  
Starmark Vacation Homes

Katie Edmiston  
The Florida Aquarium

Elisabeth Hall  
Crowne Plaza Orlando Universal

Kasey Harris  
The Westin Key West Resort & Marina

Michelle Harris  
Gatorland 'The Alligator Capital of the World'

Stephanie Immelman  
Delray Beach Downtown Marketing Cooperative

Marlene Janetos  
Museum of Discovery & Science

Katie Johnson  
Silver Sands Premium Outlets, Property Group

Brenda Lounsberry  
Mall At Millenia

Robyn Melvin  
Seminole Hard Rock Hotel & Casino - Hollywood

Whitney Pettis  
Town Center at Boca Raton, Simon Property Group

Lauren Shoaf Pace  
Visit Tallahassee

Trinka Tansley  
Tampa's Lowry Park Zoo

Sky Wheeler  
Ocala / Marion CVB
Visitor Services Committee

The Visitor Services Committee is an advisory group comprised of Florida tourism industry representatives dedicated to guiding the marketing efforts of VISIT FLORIDA’s five Official Welcome Centers and frontline operations.

David Reese
Chair
Florida’s First Coast of Golf

Sean Plemons
Vice Chair
Gainesville Department of Parks, Recreation and Cultural Affairs

Members

Barrie Ainslie
Panama City Beach CVB

Anne Bello
Enjoy Western Alachua County

Marla Chancey
Visit Pasco

Myriah Chandler
New Smyrna Beach Visitors Bureau

Bobby Cornwell
Florida Association of RV Parks & Campgrounds

Judi Durant
Beaches of Fort Myers & Sanibel

Natalie Edwards
The Lodge at Gainesville

Tammy Heon
Hernando County Tourism Bureau

Jon Hill
Pensacola Lighthouse Association Inc.

Doc Kokol
Florida Fish and Wildlife Conservation Commission

Nalini Kunvarji
Ramada Inn - Florida City

Justin Laferriere
Visit Central Florida

Luanne Lenberg
Sawgrass Mills, a Simon Center

Marisel Lopez
The Florida Mall, Simon Property Group

Bill Lupfer
Florida Attractions Association

Amber O’Connell
Tallahassee Museum

Scott Overton, Sr.
Jaybird’s Inn

Dale Peterson
Dale E Peterson Vacations

Kat Plourde
CityPASS

Pam Portwood
RiverWay South Apalachicola Choctawhatchee

Sherry Rushing
Emerald Coast CVB

John Scherlacher
Highlands County VCB

Mark Waltrip
Westgate Lakes Resort & Spa

Donna Williams
Florida State Parks
About VISIT FLORIDA

As the Sunshine State’s No. 1 industry, tourism was responsible for welcoming 98.8 million visitors who spent $82 billion in 2014 and employing more than 1.1 million Floridians. According to the Office of Economic and Demographic Research, for every $1 the state invests in VISIT FLORIDA – the official tourism marketing corporation for the state of Florida – $3.20 in tax revenue is generated. VISIT FLORIDA promotes tourism to Florida through sales, advertising, promotions, public relations and visitor services programs. As a public/private partnership, VISIT FLORIDA serves more than 11,000 tourism industry businesses, including major strategic alliance partnerships with Busch Gardens Tampa, Disney Destinations, The Hertz Corporation, LEGOLAND Florida Resort, SeaWorld Parks & Resorts Orlando, Simon Shopping Destinations and Universal Orlando Resort.

To learn more about VISIT FLORIDA, please go to VISITFLORIDA.org or follow us on our industry social media channels: SunshineMatters.org, Facebook and Twitter @FloridaTourism

VISIT FLORIDA Strategic Alliance Partners
Company Information

How to Contact VISIT FLORIDA:

By mail:
VISIT FLORIDA
2540 W. Executive Center Circle
Suite 200
Tallahassee, FL 32301

By phone:
(850) 488-5607

Number of Full- and Part-Time Positions:
As of June 30, 2015
Corporate Headquarters: 91.5
Welcome Centers: 39

Consumer Website:
VISITFLORIDA.com

VISIT FLORIDA Facebook:
Facebook.com/VISITFLORIDA

VISIT FLORIDA Twitter:
@VISITFLORIDA

VISIT FLORIDA YouTube:
YouTube.com/VISITFLORIDA

VISIT FLORIDA Instagram:
Instagram.com/VISITFLORIDA

VISIT FLORIDA Pinterest:
Pinterest.com/VISITFLORIDA

VISIT FLORIDA Flickr:
Flickr.com/photos/VISITFLORIDA

VISIT FLORIDA Google+:
plus.google.com/+VISITFLORIDA

VISIT FLORIDA Tumblr:
visit-florida.tumblr.com

Fishing Website:
FishingCapital.com

Golf Website:
golf.VISITFLORIDA.com

Trail Website:
trails.VISITFLORIDA.com

Culture Website:
VISITFLORIDA.com/Viva

Weddings Website:
weddings.VISITFLORIDA.com

Florida Now Website:
VISITFLORIDAnow.com

VISIT FLORIDA UK and
Ireland Facebook:
facebook.com/VISITFLORIDAUKandIreland

VISIT FLORIDA en Español Facebook:
facebook.com/VISITFLORIDAEspanol

VISIT FLORIDA DE Facebook:
facebook.com/VISITFLORIDA.DE

Official Florida Welcome Centers Facebook:
facebook.com/pages/Florida-Welcome-Center-Capitol/310587102395036
facebook.com/OfficialFloridaWelcomeCenter95
facebook.com/OfficialFloridaWelcomeCenter10
facebook.com/OfficialFloridaWelcomeCenter75
facebook.com/OfficialFloridaWelcomeCenterUS231

Share a Little Sunshine Website:
ShareALittleSunshine.org

Share a Little Sunshine Facebook:
Facebook.com/ShareALittleSunshine

Mi Sol es tu Sol Facebook:
facebook.com/MiSolEsTuSol

Share a Little Sunshine Twitter:
twitter.com/ShareALittleSun

Share a Little Sunshine Instagram:
instagram.com/sharealittlesunshine

Industry Website:
VISITFLORIDA.org

Corporate Blog:
SunshineMatters.org

Media Blog:
VISITFLORIDAmediablog.com

Florida Tourism Facebook:
facebook.com/FloridaTourism

Florida Tourism Twitter:
twitter.com/FloridaTourism

Florida Meetings Website:
FloridaMeetings.com

Florida Meetings Facebook:
facebook.com/FloridaMeetings

Florida Meetings Twitter:
twitter.com/FLMeetings

Florida Huddle Twitter:
twitter.com/FloridaHuddle
2014-2015 VISIT FLORIDA Awards

2014 Pixel Awards Hospitality Honoree – Website Homepage Redesign
2014 Pixel Awards Travel Honoree – Website Homepage Redesign
2014 United Way of the Big Bend “Most Outstanding Campaign” Less Than 99 Employees – VISIT FLORIDA
2014 United Way of the Big Bend President’s Award $10,000 - $24,999 – VISIT FLORIDA
2014 Southeast Tourism Society Shining Example Award – State Tourism Office of the Year
2014 National Council of State Tourism Directors Mercury Award for Public Relations – Google Street View Trekker Project
2014 National Council of State Tourism Directors Judge’s Choice Mercury Award – Google Street View Trekker Project
2014 Hospitality Sales & Marketing Association International Platinum Adrian Award for Digital Marketing – VISIT FLORIDA and Google Partnership: Using Streetview to Capture Florida’s Beaches
2014 Hospitality Sales & Marketing Association International Gold Adrian Award for Public Relations - Partnership with Major Brand – VISIT FLORIDA and Google Partnership: Using Streetview to Capture Florida’s Beaches
2014 Hospitality Sales & Marketing Association International Gold Adrian Award for Digital Marketing - Mapping and Location Marketing – VISIT FLORIDA and Google Partnership: Using Streetview to Capture Florida’s Beaches
2014 Hospitality Sales & Marketing Association International Silver Adrian Award for Advertising - Complete Campaign – VISIT FLORIDA Fall “Stay an Extra Day” Campaign
2014 Hospitality Sales & Marketing Association International Silver Adrian Award for Destination Marketing - Website – Redesigned VISITFLORIDA.com
2014 Hospitality Sales & Marketing Association International Bronze Adrian Award for Destination Marketing - Social Media Campaign – #LoveFL for Floridians
2014 Hospitality Sales & Marketing Association International Bronze Adrian Award for Destination Marketing - Integrated Marketing Campaign for Consumers – VISIT FLORIDA and Google Partnership: Using Streetview to Capture Florida’s Beaches
2014 Hospitality Sales & Marketing Association International Silver Adrian Award for Public Relations - Crisis Communications – Florida Law Requires International Drivers Permit with LMA Communications Inc.
2015 PromaxBDA Local Silver Award - On-Air Commercial Advertisement – “Mi Sol es tu Sol” with NBCUniversal Skycastle
2015 “Top Food Donor” award from America’s Second Harvest of the Big Bend and AMWAT Moving and Storage - Summer Fill-a-Truck Food and Funds Drive.
VISIT FLORIDA’s Marketing Principles continued

6. **If It’s Worth Doing, It’s Worth Doing Right** – While wise financial stewardship is critical in all that we do, VISIT FLORIDA will not sacrifice quality to save money; nor will we initiate a new program or continue with an existing program without dedicating the resources necessary to make the program a success. VISIT FLORIDA will protect our brand promise and will commit to do it right or not do it at all.

7. **Content Is Core** – Regardless of whether stories are told in advertising, on VISITFLORIDA.com, social media or any other traditional or digital media, stories that inspire travel to Florida are core to VISIT FLORIDA’s marketing efforts. VISIT FLORIDA is committed to creating, curating and distributing compelling articles, photographs and videos that tell the Florida travel story.

8. **Innovation** – VISIT FLORIDA is committed to building a culture that encourages staff and Partners to create more effective products, services and technologies to give Florida a competitive advantage in the global travel and tourism industry.

9. **Best in Class Partnerships** – Just as the Florida tourism industry expects VISIT FLORIDA to create and add value to their independent marketing efforts, VISIT FLORIDA expects our Partners to create and add value to our internal efforts. As a result, VISIT FLORIDA has assembled a first-class team of marketing partners to help us do our job better. These advertising, public relations, internet development and publishing partners bring substantial resources and expertise to execute strategic marketing plans. Working with partners, VISIT FLORIDA is able to implement strategic co-op marketing that significantly leverages our budget and provide Partners with access to programs on a scale not otherwise possible.