ONE OF THE TOP DESTINATIONS IN THE WORLD.

WE WANT TO MAKE SURE WE STAY ON TOP.

- Protecting and growing visitor volume
- Increasing visitor spending
- Extending length of stay
- Increasing visit frequency and visitor retention
- Reducing the gap between seasonal highs and lows
- Increasing travel to emerging Florida destinations

FLORIDA IS

STIMULATE BALANCED INCREMENTAL GROWTH THAT DELIVERS THE GREATEST ECONOMIC IMPACT TO FLORIDA THROUGH PROGRAMS THAT FOCUS ON:

- KEEP FLORIDA TOP-OF-MIND AMONG TARGET AUDIENCES.
- IDENTIFY AND ENGAGE ADVOCATES IN PROMOTING THE FLORIDA BRAND.
- PROMOTE INDUSTRY ALIGNMENT AND COLLECTIVE IMPACT THROUGH PARTNER INVESTMENT AND THOUGHT LEADERSHIP.

MARKETING STRATEGIES
HOW?

By challenging ourselves to think bigger, to become masters of innovation, and to establish new industry standards.

By connecting Florida stories with travelers wherever they are, whenever they want it, on any device.

By leading by example with strategic action and aligning the industry to achieve the greatest good for Florida.
One of the most powerful sentences in any language is, “I’m on vacation.” Everyday, millions of people experience that joy in Florida—the world’s greatest travel destination. Even more people dream about it. At VISIT FLORIDA, and through our Partners in the tourism industry, we appreciate the great responsibility and privilege of helping travelers realize a dream:

“I’M ON VACATION. I’M IN FLORIDA.”
WE HAVE PURPOSE.
WE HAVE A VISION.
WE HAVE A CLEAR MISSION.
WE HAVE A SINGULAR GOAL.
WE HAVE A DEFINED OBJECTIVE.

AND OUR VALUES ENSURE THAT WE REMAIN FOCUSED ON WHAT IS MOST IMPORTANT.
Together, it’s our time to shine.
OUR PURPOSE IS TO BRIGHTEN THE LIVES OF ALL.
OUR VISION IS TO ESTABLISH FLORIDA AS THE NO. 1 TRAVEL DESTINATION IN THE WORLD.

WE ARE ON A MISSION TO STRENGTHEN FLORIDA’S SHARE OF THE GLOBAL TRAVEL MARKET.
WE ARE FOCUSED ON A SINGULAR GOAL TO MAXIMIZE THE ECONOMIC IMPACT OF TRAVEL AND TOURISM TO FLORIDA.

OUR OBJECTIVE IS CLEAR; GENERATE $100 BILLION IN TOURISM-RELATED SPEND BY 2020.
OUR VALUES PROVIDE THE DIRECTION FOR OUR FUTURE PLANS.

They serve as the foundation for our team and how we do business. They guide our actions and inspire us to be better every day.
MAKE AN IMPACT.

Impact is not a derivative of luck but a product of informed decisions, deliberate actions and measurable outcomes. We are results-focused and believe that every single day is full of opportunities to achieve positive change. We ask ourselves: How can I add value to my team, the Industry and the world?
WE WILL
WORK PURPOSEFULLY
AND LIVE PASSIONATELY.

We will be excellent in our jobs. And we will have fun in the process. We will take initiative and act with integrity. To be our best selves requires dedicated time for work and play. Our “office” is the No. 1 destination in the world. We promote it. And explore it.
WE WILL

INNOVATE.

Innovation is born through challenging the status quo. We are committed to nurturing ideas, embracing change, and building a culture that encourages our team to be daring. If we stumble, we will learn from the experience and improve.
VISION
Establish Florida as the No. 1 travel destination in the world.

MISSION
Strengthen Florida’s share of the global travel market.

GOAL
Maximize the economic impact of travel and tourism to Florida.

OBJECTIVE
$100 billion in tourism-related spend by 2020.

VALUES
MAKE AN IMPACT.
WORK PURPOSEFULLY AND LIVE PASSIONATELY.
INNOVATE.

PURPOSE
Brighten the lives of all.

MARKETING STRATEGIES
KEEP FLORIDA TOP-OF-MIND AMONG TARGET AUDIENCES.

STIMULATE BALANCED INCREMENTAL GROWTH THAT DELIVERS THE GREATEST ECONOMIC IMPACT TO FLORIDA THROUGH PROGRAMS THAT FOCUS ON:

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IDENTIFY AND ENGAGE ADVOCATES IN PROMOTING THE FLORIDA BRAND.

PROMOTE INDUSTRY ALIGNMENT AND COLLECTIVE IMPACT THROUGH PARTNER INVESTMENT AND THOUGHT LEADERSHIP.