

Quarterly Conventions/shows – April to July 2016

May 18-20 – FADMO Destination Marketing Summit

Bill Geist from DMO Proz gave insight to partners regarding “Going beyond the Visit” how the traditional DMO design is limiting in today’s ever-evolving environment. He gave three case studies of DMO’s that are creating experiences as visitor magnets. We learned about powering up destination development and marketing.

We were in session to learn about the difficulties we all face with measuring the effectiveness of destination marketing. Tampa CEO spoke on best practices and research to support your reporting to include: traditional advertising effectiveness research; event impact analysis; campaign impacts; and key performance indicator reporting.

We learned and discussed the evolution of industry relations and partnership and how it is a necessary part of destination marketing all the way from local to regionally to state levels. We were tasked with thinking outside of the box on upcoming strategies how to remain focused on our target audience but understand it is changing and evolving on a regular basis as population grows and age demographics of travelers are changing.

May 25-27 – Florida Sports Foundation Sports Summit

It was great to meet the staff of the FSF the folks we have worked with the last couple years with getting our grants for Tough Mudder. We had speakers discuss what our niche markets are as a county and how to effectively communicate to the stakeholders what we have to offer that is different and makes us stand out as a destination to hold an event. We were encouraged to regularly make contact with these folks and give updates on what types of events we are wanting to engage in and what facilities we are equipped to have functions at.

June 10 – I-10 Visit Florida Welcome Center Summer Festival

Our office attended the I-10 Visit Florida Welcome Center Summer Festival. The festival was heavily attended by our regional area partners as well as many regional tourism attractions in total of 25 promotional booths, in addition to Visit Florida promotions and activities. Visitation traffic for the festival averaged 3,000, and attendance at our promo booth was very well received with questions and acknowledgement of our market area. We had numerous visitors comment on planning to stop by and check it out on their way to their final Florida destination, thus increasing marketing awareness of our area. In all, it is a very successful festival in partnership with Visit Florida that helps boost our summer and fall numbers.