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Visitor Center Earns Certification

The Santa Rosa County Visitor Information Center has been designated an official Florida Certified Tourism Information Center by VISIT FLORIDA, the state's official tourism marketing corporation. The VISIT FLORIDA Certified Tourism Information Centers is a program by VISIT FLORIDA which recognizes visitor services facilities around the state that provide facilities and that promote travel in the county and throughout Florida. The Santa Rosa County Visitor Information Center is located in Navarre Park located at the foot of the Navarre Beach Bridge on heavily traveled U.S. Hwy. 98. The center not only promotes visitor opportunities in the county but is an important connector with our neighboring Northwest Florida counties.

As part of a new initiative for VISIT FLORIDA, the Certified Tourism Information Centers Program brings VISIT FLORIDA recognition to Visitor Services facilities around the state, providing these facilities and their staff with benefits that enable successful promotion of travel to and throughout Florida. To become an official Florida Certified Tourism Information Center, visitor centers must meet requirements specified by VISIT FLORIDA, including being a VISIT FLORIDA Partner, year-round operations, convenient and accessible location for the ease of travelers, and centers must have access to parking and restroom facilities to accommodate visitors including persons with disabilities.

"VISIT FLORIDA is not looking to franchise visitor centers," said David Dodd, VISIT FLORIDA Vice President of Visitor Services. "The VISIT FLORIDA Certified Tourism Information Center Program is focused on presenting a consistent Florida message and a quality Florida experience for all visitors to the Sunshine State."

All Florida Certified Tourism Information Centers receive additional benefits from the program, including: a free 4"x9" brochure display at all VISIT FLORIDA Welcome Centers, vacation guides and Florida state maps, certification signage, and access to a State of Florida Network with other tourism professionals. In the future, all "certified" centers may be publicized on VISIT FLORIDA'S Official Florida Transportation Map (one million printed annually). In addition, Statewide Information Specialist Certification is being offered to all employees at a Florida Certified Tourism Information Center.

Julie Morgan, Tourist Development Director for Santa Rosa County commended on becoming an official Florida Certified Tourism Information Center, "I am very pleased to have been awarded this certification for Santa Rosa County's Visitor Information Center. This allows us many opportunities and to further strengthen our partnership with VISIT FLORIDA. I am very proud of my tourism team at the visitor center that worked so hard towards getting this certification."

For more information about the VISIT FLORIDA Certified Tourism Information Center Program, contact David Dodd at ddodd@visitflorida.org.

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