

August Marketing Highlights



VISITFLORIDA The Official Tourism Marketing Corporation for the State of Florida

Corporate

Will Secombe released record Q2 2016 Florida visitation numbers with Governor Scott. Florida welcomed the highest amount of visitors of any six months in the state's history with 57.4 million visitors.

Corporate Communications Earned Media

Most popular posts for the month:

- o Gov. Scott: Florida Hits All-Time Record High for Tourism
- o VISIT FLORIDA Announces Year 2 of Partnership with Fulham & Jaguars
- o VISIT FLORIDA Inspires Canadians with Storytelling Initiative on Vacay.ca
- o VISIT FLORIDA Shares Recipe for Snackable Content
- o AVIAREPS Selected as New Agency for Sales & Travel Trade in Latin America

Earned Media Breakdown:

August Total: **153,230,367**

YTD Total: **176,955,065** (2016-2017 Goal: 1B)

Sunshine Matters Highlights:

August Totals

Subscribers: 883

Views: 9,686

All Time Totals

Views: 645,748 (up 2%)

Clicks: 1,301 (up 1%)

Partner Involvement

The industry-facing social media pages have the following engagement: Facebook 5,941 fans (**up 50**), Twitter 47,800 followers (**up 1,083**), LinkedIn Company page 5,428 followers (**up 119**) and LinkedIn Florida Travel & Tourism group page has 4,938 participants (**0 change**).

During August, the Industry Relations team assisted with **three webinars**, which attracted **155 participants**. Topics included: Expedia's Traveler Attribution Study (68 attendees) and London's Love, Florida campaign (2 sessions with 87 attendees).

As of August 31, 2016 there are **12,238 businesses** involved with VISIT FLORIDA, totaling **14,162 business listings** on VISITFLORIDA.com.

Domestic & International Events

Student Youth Travel Association, SYTA, August 18- 22, 2017, Orlando, Florida

SYTA is the non-profit, professional trade association that promotes student & youth travel and seeks to foster integrity and professionalism among student and youth travel service providers. This year SYTA had one of its largest attendance at over 1,200 which includes Tour Operators, Travel Agents, Hotels, Restaurants, Airlines, Attractions and DMO's.

Participating partners included: Greater Miami CVB, Florida Aquarium, Experience Kissimmee, Visit Orlando, Macy's and Universal Studios.

Connect Marketplace, Corporate Track, August 25- 28, 2017, Grapevine, Texas

Connect Marketplace, an annual education conference and appointment-only trade show, is a highly respected event that brings together the most active planners, suppliers and experts in association, expo, corporate, sports and specialty meetings and events for three days of general sessions, boot camps, roundtables, workshops, pre-set appointments and networking.

VISIT FLORIDA sponsored the opening day of appointments lunch with St. Pete / Clearwater Beach CVB and speaker President George W. Bush. Prior to lunch, VISIT FLORIDA ran a social media giveaway of a beach cruiser to Meeting Professionals attending Connect. Over the course of two days, VISIT FLORIDA took over 30 appointments with Meeting Professionals from across the United States.

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ESTO, August 27 – 30, 2016, Boca Raton, Florida

US Travel produces the Educational Seminar for Tourism Organizations (ESTO) for destination marketing professionals. This year Florida was the host state. In addition to promoting Florida through content stories and video on ESTO's website, VISIT FLORIDA also hosted the closing night awards dinner. ESTO had more than 800 delegates, a record year of attendance.

Participating partners included: Discover the Palm Beaches (host city)

Brand USA Road Show, August 24-26, 2016, Shenzhen & Xiamen, China

VISIT FLORIDA's China Office attended the Brand USA Road Show in Shenzhen and Xiamen, top cities in South China. Staff met and networked with key U.S. product wholesalers and tour operators in the southern market, presented updates on new attractions, recommended selling points of Florida and helped local travel trade partners develop and optimize their Florida related products. VISIT FLORIDA conducted a detailed presentation, targeting more than **100 travel trade professionals** in Shenzhen and an additional **110 travel trade professionals** in Xiamen, which comprised of a video, sample itinerary, Chinese/Florida brochures, a variety of images, and list of Chinese receptive tour operator contacts.

Participating partners included: Visit Orlando

La Cita, August 30-September 1, 2016, Miami, FL

VISIT FLORIDA participated in La Cita, which is a three-day forum for travel industry professionals from Latin America. Over the course of the event, VISIT FLORIDA conducted an estimated 40 appointments with Latin American trade and media.

Promotions

Promotions launched this month with the following media partners:

- WOFX-FM Cincinnati
- Kidd Kraddick Morning Show (National US)
- WLKO-FM Charlotte
- WXLO-FM Boston
- WNTR-FM Indianapolis
- WKMX-FM Houston
- WLNK-FM Charlotte
- New York Daily News
- Gwinnett Daily Post (Atlanta)
- WCBS-FM New York
- WJOX-FM Birmingham
- WJMK-FM Chicago
- WGRR-FM Cincinnati
- WNNX-FM Atlanta
- CFJL-FM Winnipeg
- KTCZ-FM Minneapolis
- WBEN-FM Philadelphia

These promotions generated a media value for the month of **\$6,797,545** and **61.8M** consumer impressions.
Year to date media value on the books: \$21,980,167

Earned Media

Total impressions for August: **59,445,882** Total impressions YTD: **126,560,577**

Toronto Star	"Club Med Sandpiper Bay..."	7.1M Imp	Canada
Dragon TV	"Fall in Love with Tampa Bay"	5.0M Imp	China

Media FAMs

VISIT FLORIDA and **six tourism partners** hosted 12 travel journalists during the US Open to promote Florida's growing craft beer scene and pitch destination stories to keep Florida top of mind among consumers.

Partners in attendance: Discover The Palm Beaches, Greater Miami and the Beaches, Visit Jacksonville, Visit Tampa Bay, Visit St. Pete/Clearwater and Visit South Walton. Media guests included: Sydney Kramer with The Crepes of Wrath, Dan Myers with The Daily Meal, Jay Spaleta with Wine Enthusiast Magazine,

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Evelyn Kanter, contributor for Orbitz Travel, Shermans Travel, Bob and Sandy Nesoff with New York Lifestyles Magazine, Nancy Trejos with USA Today, Oliva Jeanette with Corporate Catwalk (blog), Clint Brownfield, contributor for New York Post, Food Arts, Mark Orwoll – freelance writer, Dwight Brown - contributor for Huffington Post Travel, and Judy Antell with Traveling Mom

Official Florida Welcome Centers

Visitation to the five Official Florida Welcome Centers reflected a decrease of -14.0% for the month of August. Visitation reflected a decrease of -31,989 visitors for the same period in 2015. The total number of visitors for the month was 196,486. YTD Welcome Center visitation is 1,922,978 for an increase of 0.2% over the previous year.

Participation in our Lobby Booth Program by VISIT FLORIDA Partners in the Florida tourism industry in the month of August were Emerald Coast CVB, Lulu's Destin, Nautilus Condo, and VISIT Sarasota.

Louisiana flooding impacted traffic. Earlier school start dates out west could have effected visitor volume.



THE POWER OF FLORIDA TOURISM

As one of Florida's top industries, tourism is the largest job creator and a leading driver of the state's economy. VISIT FLORIDA's vision is to make Florida the No.1 travel destination in the world.

THE FLORIDA TRAVEL MARKET

106.6 MILL. * Out of state and international visitors

A CLOSER LOOK DOMESTICALLY SHOWS...

85.7% * Are domestic travelers
14.3% * Market share of domestic leisure visitors

Domestic travel to Florida was up 5.6%



2.7 MILL.

Travelers visited VISIT FLORIDA's five welcome centers

WHILE INTERNATIONALLY...



1 IN 5

International visitors to the U.S. come to Florida

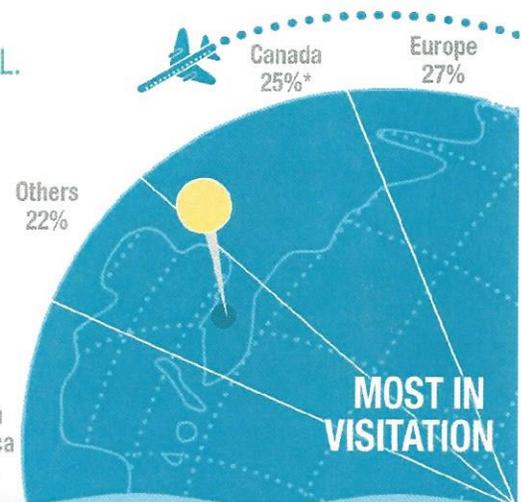
Florida welcomed international visitors from

190

countries in 2015

COUNTRIES WITH THE MOST ANNUAL VISITORS

- Canada **3.8** MILL. *
- United Kingdom **1.7** MILL.
- Brazil **1.5** MILL.
- Argentina **722** K
- Colombia **565** K
- Germany **499** K
- Mexico **453** K
- Venezuela **404** K
- Australia **322** K
- France **313** K



TOURISM IMPACT ON FLORIDA'S ECONOMY

In 2015, tourism resulted in

\$89.1 BILL. In spending

+

1.2 MILL.

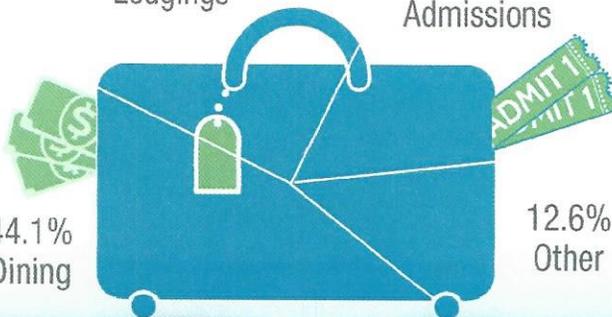
Jobs, 1 per every 85 visitors

26.4% Lodgings

16.9% Admissions

44.1% Dining

12.6% Other



Which generated

23%

of sales tax revenues

+

\$5.3 BILL.

In sales tax collections

REACHING THE TARGET AUDIENCE

1.5 BILL.

Impressions

+

\$90.8 MILL.

Media value generated from negotiated promotional programs

+

6.0 BILL.

Consumer impressions generated through co-op and dedicated advertising in domestic and international markets

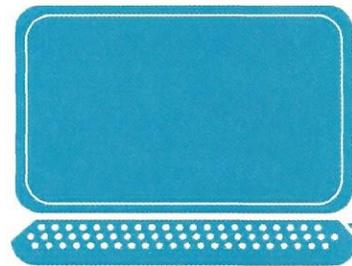
1.16 Mill.

Followers of VISIT FLORIDA consumer Facebook, Twitter, YouTube, Instagram and Google+ accounts



13.3 Mill.

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



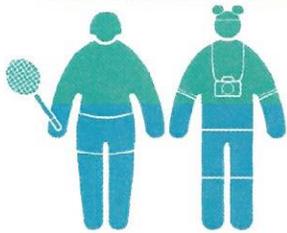
In FY 2014-2015,

9.3 MILL.

Visits to VISITFLORIDA.com



INVESTMENT THAT SHOWS RESULTS



35%

Of visitors were significantly influenced by VISIT FLORIDA marketing efforts

67% Of site visitors traveled to the state and spent an average

\$2,578/TRIP

resulting in

\$8.5 BILL. in total trip spending by visitors from the web



For every \$1 the state invests in VISIT FLORIDA,

\$3.20 in tax revenue is generated

(Office of Economic and Demographic Research)

SUCCESS FOR AND WITH OUR PARTNERS

Florida tourism industry invests

\$2

In marketing programs for every

\$1

The state of Florida invests



And private investment in VISIT FLORIDA's total budget shows growth

2010/11	\$57.1 MILL.
2011/12	\$94.3 MILL.
2012/13	\$108.6 MILL.
2013/14	\$120.1 MILL.
2014/15	\$138.5 MILL.

WE'RE ON OUR WAY TO BECOMING THE NO. 1 TRAVEL DESTINATION IN THE WORLD



VISITFLORIDA.

#1
 Florida welcomed a record **106.6** million visitors in 2015

#2 On any given day, Florida has **1.9** million visitors **= 13** different U.S. states and the District of Columbia **#3**

#4 Florida visitors spent a record **\$89.1** billion in 2015 **#5** An average of **\$244** million a day

#6 Visitors spent nearly **600** million vacation nights in the Sunshine State in 2015

The Official Corporate Blog for VISIT FLORIDA



2016 Florida Tourism Industry Awards Announced

By [Will Secombe](#) on September 8th, 2016 — 2:58pm



Last night, during the annual Florida Governor's Conference on Tourism at the Hilton Orlando, VISIT FLORIDA announced the 2016 Florida Tourism Hall of Fame inductees, as well as the winners of the Flagler Awards, Iris D. Larson Awards and Film Florida Legends Tourism Ambassador Award. Annually, leaders in Florida tourism are chosen by a selection committee to receive these prestigious honors and awards.

Florida Tourism Hall of Fame

Since 2001, individuals have been chosen annually to be inducted into the Florida Tourism Hall of Fame. This honor, presented by the VISIT FLORIDA Board of Directors, recognizes contemporary and historic figures whose vision, creativity and drive have had a positive and significant impact on the development of Florida as a desirable visitor destination. This year, two inductees are being recognized.

The 2016 Florida Tourism Hall of Fame inductees are Walter Carl Ray and W.M. "Shorty" Davdison. In 1924, these two gentlemen embarked on a development and advertising program that grew into one of the world's most beautiful natural wonders and one of America's best-known attractions – Silver Springs. One partner, in charge of business affairs, developed the first gasoline powered glass bottom boat fleet; then, encouraged by Thomas A. Edison, moved to a fleet of electric powered boats that became world famous. His commitment to beautification of the 80 acres around Silver Springs was an attraction itself. His partner's many advertising ideas saw attendance grow from 11,000 visitors to more than 800,000 annually by 1950, and more than 1.5 million annually by 1962.

Their plan was simple: "Advertise when no one else does, and use those methods not used by others." Signs saying "See Silver Springs" were nailed to trees throughout the Southeast. Small mileage machines designed to go in motels, restaurants and service stations told the correct mileage from that location to all major cities – and to Silver Springs. Trucks with dioramas of Silver Springs toured the country. In the mid 1950's, the attraction purchased seven million brochures in a single printing, unheard of at the time. More than 50 motion pictures have been shot at Silver Springs throughout the decades, starring famous actors including Gary Cooper, Burt Reynolds, Sean Connery, Jane Wyman, Jane Russell, Claudia Cardinale, Tom Cruise and Kim Basinger.

This year's honorees were true innovators: they believed their unique advertising efforts would bring visitors to Silver Springs who would then go elsewhere in Florida, growing their attraction and the state's tourism industry in the process – and these pioneers were absolutely right.

Flagler Awards

Named for Henry Flagler, the Flagler Awards were established in 2000 to recognize outstanding tourism marketing in Florida. Annually, the Flagler Awards honor many of the countless individuals and organizations that help maintain and improve Florida's position as one of the world's most popular travel destinations. The awards are open to all individuals, private businesses and not-for-profit organizations offering a product or service that promotes tourism to or within the state of Florida.

As in previous years, the 2016 Flagler Awards drew entries from Florida's tourism partners, large and small. Working independently, eight judges evaluated the creativity, innovation, production quality and effectiveness of each entry. Based on the judges' cumulative scores, awards were presented to the top three entries in each category: the Bronze Award for the third highest scoring entry, the Silver Award for the second highest scoring entry, and for the highest scoring entry in each category, the Henry Award. The 2016 Flagler Award winners in 17 categories, plus Best in Show at three budget levels, are listed below.

Creativity in Public Relations

Bronze Award: Tampa's Lowry Park Zoo for "Rare Clouded Leopard Cub Becomes Internet Sensation"

Silver Award: Visit Pensacola for "Gulf Islands National Seashore Rocks the Vote Florida's Best Beach"

The Henry: The Florida Keys & Key West for "It's Too Cold in Ithaca; Visit the Florida Keys Instead!"

Direct Marketing

Bronze Award: Pure Florida for the Cruise Cash Automated Email Campaign

Silver Award: The Shores Resort and Spa advocacy campaign with Flip.to for The Shores Resort Guest Advocacy Campaign

The Henry: The Florida Keys & Key West for the NYTimes.com Great Getaways E-Newsletter Campaign "Leave the World in Your Wake", "Be Careful or You Might Catch Something" and "Everything You've Heard Is True"

Internet Advertising

Bronze Award: Naples, Marco Island, Everglades CVB for the Naples, Marco Island, Everglades MNI Digital Ads

Silver Award: Visit Tampa Bay for the Visit Tampa Bay Integrated Digital Marketing Campaign

The Henry: The Beaches of Fort Myers & Sanibel for the "Island Findings" Digital Campaign

Mixed Media Campaign

Bronze Award: Emerald Coast CVB for the "Chicago Takeover" Campaign

Bronze Award: Experience Kissimmee for the “Kiss Cold Away” Campaign

Silver Award: The Florida Aquarium for the “20th Anniversary – Ocean Of Memories” Campaign

The Henry: Greater Fort Lauderdale Convention & Visitors Bureau for the “Hello Sunny” Millennial Campaign

Mobile Marketing

Bronze Award: The Florida Keys & Key West for the Amobee 3D Mobile Unit

Silver Award: Visit Tallahassee for the #IHeartTally Mobile Campaign

The Henry: Greater Fort Lauderdale Convention & Visitors Bureau for the Greater Fort Lauderdale Digital Vacation Playbook

Niche Marketing

Bronze Award: Cultural Council of Palm Beach County for the Cultural Tourist Winter 2015 Advertising Campaign

Silver Award: The Florida Aquarium for the Fish Football Ad

The Henry: Amelia Island Convention and Visitors Bureau for “Amelia Island for Germany”

Out-of-Home

Bronze Award: Visit St. Pete/Clearwater for the “Winter Blows” Campaign

Silver Award: Naples, Marco Island, Everglades Convention and Visitors Bureau for the Naples, Marco Island, Everglades Toronto & NYC Motion Boards

The Henry: Greater Fort Lauderdale Convention & Visitors Bureau for the “Hello Sunny” Live Bus Shelter Activation

Print Advertising

Bronze Award: Visit Central Florida for the “Choose Everything” Campaign

Silver Award: The Florida Keys & Key West for the Authentic Florida Print Campaign – “We’ll Never Change Our Tune”, “They’re Not Plastic. Neither Are We”, “Some Lines Are Worth the Wait”, “The Attraction Is Universal”, “Keeping It Real” and “Welcome to the Forever Glades”

The Henry: The Florida Aquarium for the American Flag Fish Ad

Radio Advertising

Bronze Award: The Beaches of Fort Myers & Sanibel for Summer Getaway Sixty Second Radio

Silver Award: The Florida Keys & Key West for Authentic Radio

The Henry: The Florida Aquarium for the “Deep Memories” Campaign – Shark, Crab, Turtle

Resource/Promotional Material – Consumer

Bronze Award: Visit Central Florida for the Visit Central Florida Vacation Guide

Silver Award: Naples, Marco Island, Everglades Convention & Visitors Bureau for the NME Brazil Visitors Guide Book

The Henry: Town of Surfside for the Town of Surfside Visitors Guide

Resource/Promotional Material – Trade

Bronze Award: Orlando North, Seminole County for the Team Seminole Digital Campaign

Silver Award: Amelia Island Convention & Visitors Bureau for the Amelia Island Medical Meetings Program

The Henry: Visit St. Pete/Clearwater for the Virtual Reality/360 Video

Rural County Marketing

The Henry: Forgotten Coast Cultural Coalition for the Forgotten Coast en Plein Air 10th Anniversary Celebration

Social Media Marketing

Bronze Award: Red Fish Blue Fish for #RFBF – Tag & Release

Silver Award: The Beaches of Fort Myers & Sanibel for the Song & Chance 2 Video Contest

The Henry: The Florida Aquarium for the Lightning’s Drive for The Stanley Cup

Special Event

Bronze Award: Visit Jacksonville for Kids Free November in Jacksonville

Silver Award: Greater Fort Lauderdale Convention & Visitors Bureau for Broward100 – Celebrating Broward County’s Centennial

The Henry: Amelia Island Convention & Visitors Bureau for Dickens on Centre/Amelia Island Christmas, A Southern Elegance Christmas

Television Advertising

Bronze Award: The Florida Keys & Key West for the “Baggage” and “Order Online” Campaign

Silver Award: Discover The Palm Beaches for “Unplug and Reconnect”

The Henry: The Florida Aquarium for the 20th Anniversary TV Campaign

Tourism Advocacy

Bronze Award: Martin County Office of Tourism and Marketing for the Martin County Tourism Advocacy Campaign

Silver Award: Cultural Council of Palm Beach County for Palm Beach County's Cultural Concierge Program

The Henry: Visit Tampa Bay for "Henry Brings His Business to Tampa Bay"

Websites

Bronze Award: Hawks Cay Resort for the Hawks Cay Resort New Website HawksCay.com

Silver Award: Naples, Marco Island, Everglades Convention and Visitors Bureau for DiscoverYourParadise.com

The Henry: Visit Central Florida for VisitCentralFlorida.org

Best of Show in three budget categories

Marketing Budgets Less Than \$500,000: Town of Surfside for the Town of Surfside Visitors Guide

Marketing Budgets \$500,000 to \$2 Million: Cultural Council of Palm Beach County for the Cultural Tourist Winter 2015 Advertising Campaign

Marketing Budgets Greater Than \$2 Million: Amelia Island Convention and Visitors Bureau for "Amelia Island for Germany"

Iris D. Larson Awards

Created by Bob and Iris Larson, past owners of a small motel in Kissimmee, the Iris D. Larson Awards recognize hospitality and tourism industry professionals and students who exemplify the qualities of selfless spirit of service and leadership in their work experience.

Hospitality Endowment's Industry Service Award Winner – *Jon Marco*

Mr. Marco has been a member of the Tijuana Flats team for eight years now, but has been in the restaurant business since he was a kid. All about customer experience, developing people's careers, and community engagement, Mr. Marco has logged hundreds of hours of charity work and community service and puts a smile on the face of everyone who walks into his restaurant.

Scholarship Award Winners

John Cory Shields, Chaplin School of Hospitality and Tourism Management, Florida International University

Mr. Shields has a passion for one particular thing in the hospitality business: the people. With experience in all sides of the restaurant business from working at the Blue Moon Fish Company, and from his volunteer activities with the YMCA, Mr. Shields has learned to manage people of various viewpoints, cultures, and backgrounds. A Senior majoring in Hospitality & Tourism Management at Florida International University, he currently utilizes his experience as a front desk host at Marriott's

Harbor Beach Resort and Spa in Fort Lauderdale and ensures that guests get the experience that they are looking for.

***Eliana Benevento**, Rosen School of Hospitality Management, University of Central Florida*

With a philosophy based in teamwork and leadership, Ms. Benevento aims to always uplift others through her work. A Event Management major at the University of Central Florida, she values teamwork and aims to always place her teammates and future employees before herself, saying that she intends to be “a servant leader to everyone.”

***Jamie Crowder**, Dedman School of Hospitality Management, Florida State University*

Ms. Crowder makes it a habit to approach each guest with patience and compassion. A Senior in Hospitality Management at Florida State University, Ms. Crowder has gone from serving customers at Smashburger to spending her summer at Wyndham Vacation Rentals in Destin, Florida. There she learned how to work towards a common goal with others and how to use her warm and friendly approach to make sure each guest got the most out of their vacation experience – lessons which she states “will follow me through my last year of college and beyond.”

Film Florida Legends Tourism Ambassador Award

Film Florida and VISIT FLORIDA are proud to honor the legendary Sharon Gless with the Film Florida Legends Tourism Ambassador Award. Gless has had a storied career as a television and stage actress, known worldwide for her turn on beloved series such as *Cagney and Lacey*, *Queer as Folk*, and the megahit show *Burn Notice* – the longest running Florida-based television series in history.

“Awarding Ms. Gless this year was a true honor. As a Miami resident and incredibly respected talent, we were thrilled to have her join a group of legendary Florida icons,” shared Film Florida President Kelly Paige.

Ms. Paige and Film Florida emphasize that the film and entertainment industry has a massive impact on tourism. Showcasing Florida’s diversity on the big, small and mobile screen brings the publicity and worldwide attention, and both Film Florida and VISIT FLORIDA are happy to honor Sharon Gless for helping promote our state as a premiere travel destination across the globe.

See more at filmflorida.org.

Will Secombe

Will Secombe
President & CEO

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