

VISIT FLORIDA: Insights

Florida Scenic Highways Program

Florida Fatigue ?



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Marketing Strategies

- ❖ Audience diversity
- ❖ Destination diversity
 - Off the beaten path
- ❖ Clearly identify your USP
- ❖ Market the local DNA



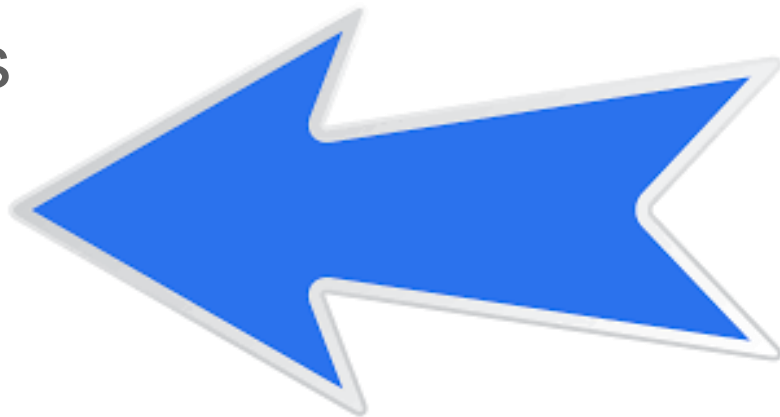
VISIT FLORIDA: Segmentation

- ❖ Winter Sun-seekers
- ❖ Families
- ❖ Impulse Get-a-ways
- ❖ Adventure
- ❖ Experience
- ❖ Bleisure



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“Bleisure”



Audience Data is Available

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Marketing Tactics

- ❖ Fully-integrated campaigns
- ❖ Thumb-stopping content
 - Stellar photography & snackable video
- ❖ Social
- ❖ Word-of-mouth

- ❖ **Content is king, but...**
- ❖ **If it's not sharable – it didn't happen.**



What's Ahead?

- ❖ Experience economy
- ❖ Hyper-personalization
- ❖ Transformative travel





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