

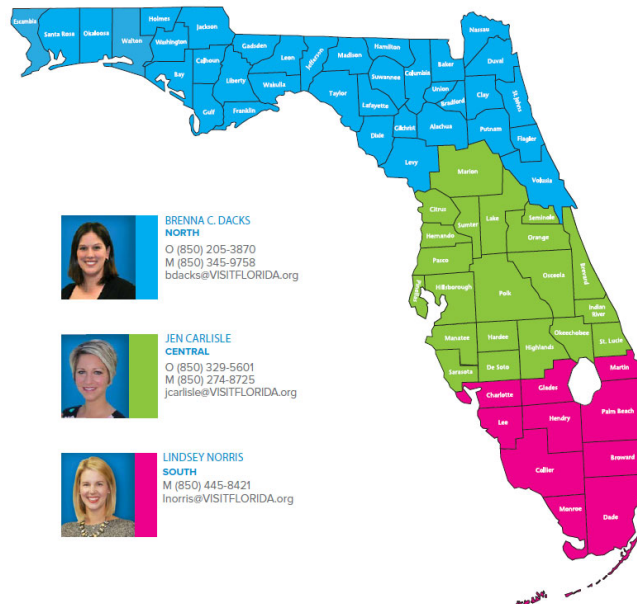
Marketing Update & Overview

VISITFLORIDA

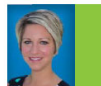


Florida Scenic Highways Program
2019 STATEWIDE MEETING
November 6, 2019

VISIT FLORIDA Regional Partnership Managers



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VISITFLORIDA

Strategic Plan

VISITFLORIDA[®]



STRATEGY 01 DRIVE DEMAND

2020 STRATEGY
KEEP FLORIDA
TOP OF MIND
AMONG TARGET
AUDIENCES





STRATEGY 02
INCREASE
YIELD

2020 STRATEGY

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

- 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



STRATEGY 03
BRAND
ENGAGEMENT

2020 STRATEGY

IDENTIFY AND ENGAGE ADVOCATES IN PROMOTING THE FLORIDA BRAND



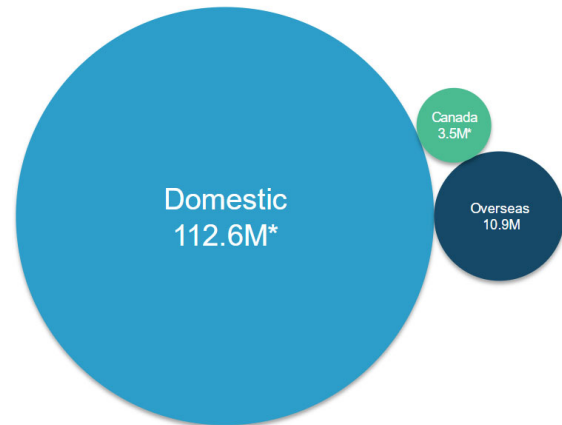
Visitation

VISITFLORIDA®



Florida Tourism by the Numbers

- > 127.0 million visitors in CY 2018 – up 7.2% from 2017
- > \$85.9 B in visitor spending contributed to Florida's GDP (CY 2017) - up 3.2%
- > \$11.5 B in state and local tax revenue generated from visitor spending (CY 2017)
- > Nearly 1.5M in tourism employment (CY 2017)

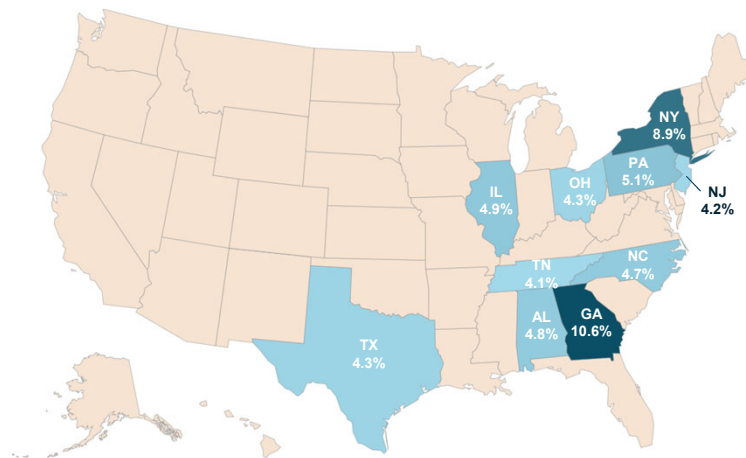


VISITFLORIDA®

*Preliminary, subject to change

Top Origin States: Domestic Visitors

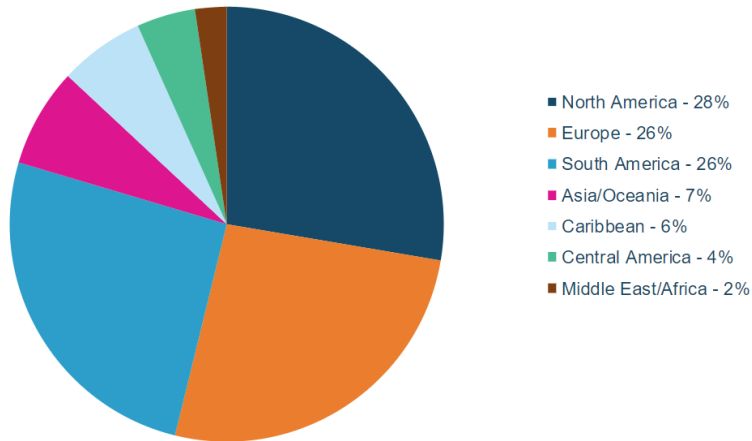
CALENDAR YEAR 2018



VISITFLORIDA®

Source: D.K. Shifflet & Associates

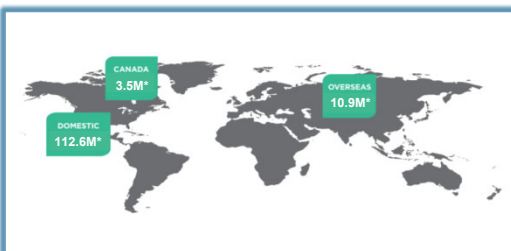
International Visitors by Region: 2018



VISITFLORIDA®

Source: VISIT FLORIDA

International Marketing Snapshot



VISITFLORIDA®

No.	Country	2018 Visitation	% Change
1	Canada	3,512,000	2%
2	United Kingdom	1,498,000	0%
3	Brazil	1,218,000	10%
4	Argentina	646,000	-16%
5	Colombia	598,000	7%
6	Mexico	468,000	7%
7	Germany	386,000	-14%
8	Venezuela	386,000	-4%
9	France	323,000	3%
10	China	288,000	-6%

Audiences + Campaigns

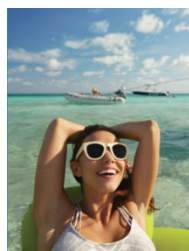
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Audience Segmentation



Experience Seekers
August - November



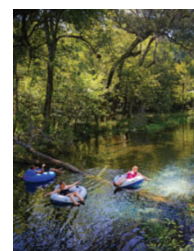
Winter Sun Seekers
Before the holiday season
& January



Family Memory Makers
January, Spring & Summer



Adventure Seekers
Spring & Early Summer



Impulse Getaways
Pulse leading up to major/long
weekend holidays

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COMMUNITY TOURISM MEETING -VOLUSIA COUNTY

Recent Accomplishments



2018 Family Memory Makers Campaign

- > 1.1 billion national impressions
- > Consumers who saw digital marketing were **2x as likely** to later come to Florida
- > Consumers who visited the families website were **3x as likely** to later visit Florida

VISITFLORIDA®



24.4%

Percent of growth in family trips to Florida in 2018 compared to previous year



VISITFLORIDA®

Recent Accomplishments

2018 Adventure Seekers Campaign

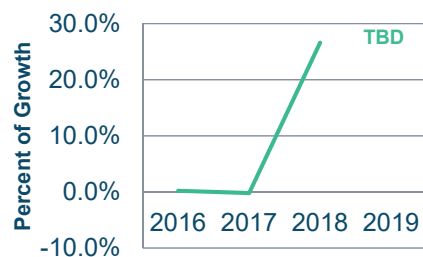
- > 204 million national impressions
- > Consumers who saw digital ads were more than **2x as likely** to later come to Florida
- > Consumers who visited the adventure website were more than **4x times as likely** to later visit Florida

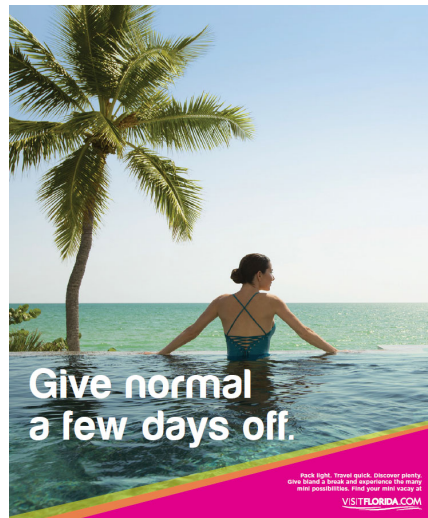
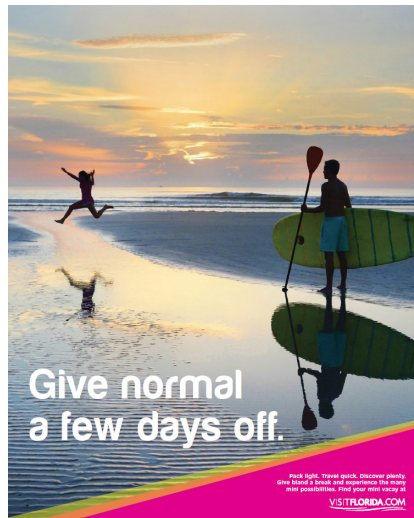
VISITFLORIDA®

26.6%

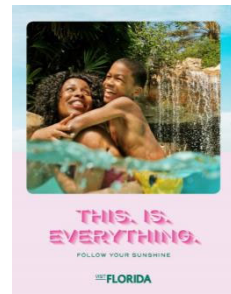
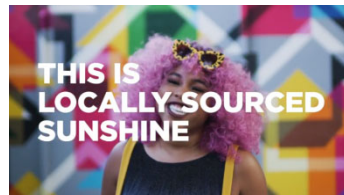
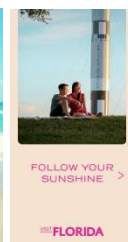
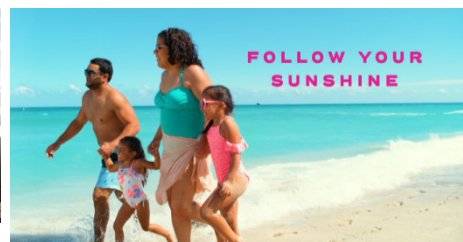
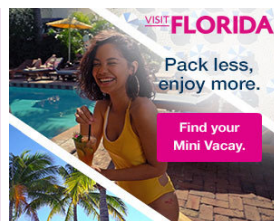
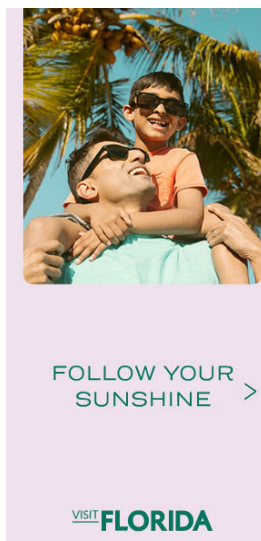
Percent of growth in adventure trips to Florida in 2018

Adventure Trips to Florida



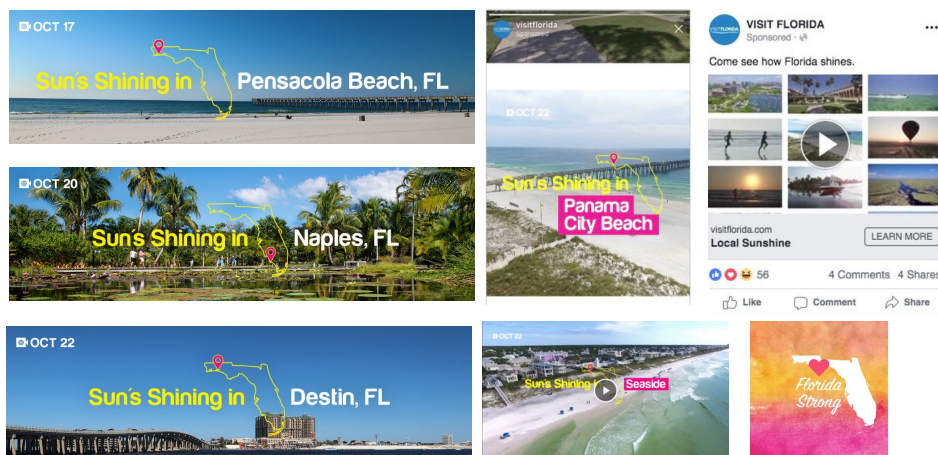


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Crisis Response



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Industry Assistance

TWO PROGRAMS TO AID LOCAL TOURISM BUSINESSES

- > **Recovery Marketing Program**
 - > Partnership
 - > Welcome Center Displays (brochure distribution and lobby booth)
 - > Media Website
- > **Grant Program**
 - > Hurricane Michael and Red Tide = about \$2 million to DMOs



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Low-cost, No-cost Marketing Programs

VISITFLORIDA®



Social Media

#LOVEFL

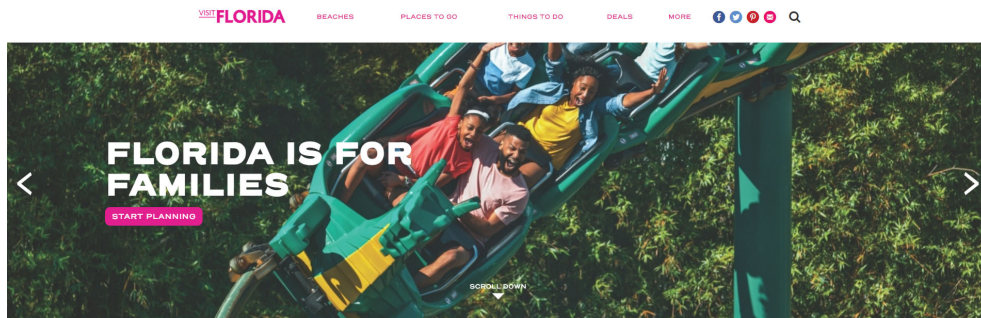
Share what you love about the Sunshine State



VISITFLORIDA®

There's a lot to love about Florida

VISITFLORIDA®



THINGS TO DO



ADVENTURE FOR ALL


From tiny trickies to mammoth gushers, Florida's natural springs rank among the world's greatest wonders.

YOUR GUIDE
TO FLORIDA
SPRINGS

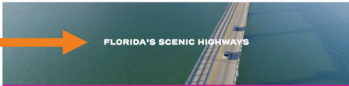
EVEN MORE
ADVENTURES

The screenshot displays the Visit Florida website. At the top, a navigation bar includes links for BEACHES, PLACES TO GO, THINGS TO DO, DEALS, MORE, and SHARE. Below this, a grid of categories is shown, with 'Road Trips' highlighted in a red circle. The main content area features a large banner for 'FAMILIES' with a 'START PLANNING' button and a 'SCROLL DOWN' arrow. Below the banner, the 'THINGS TO DO' section is visible, featuring a large image of two people kayaking and the text 'ADVENTURE FOR ALL'. Two buttons at the bottom of this section are labeled 'YOUR GUIDE TO FLORIDA SPRINGS' and 'EVEN MORE ADVENTURES'.


Florida Road Trips




FAVORITE ROAD TRIPS




FLORIDA'S SCENIC HIGHWAYS




8 BACK ROAD ROUTES




FLORIDA KEYS




FLORIDA'S BYWAYS



ST. AUGUSTINE TO DAYTONA BEACH



FLORIDA TURNPIKE FAQ



AIA IN NORTHEAST FLORIDA

Road Trips in Florida
By Gary McIntosh


There are about 4 million miles of roads in America but only a fraction of those can deliver a 100 percent authentic Florida road trip. And with a variety of high- and low-speed drives, Florida road trips might just be the best road trip of them all. From coast to coast and from Pensacola to Key West, you'll discover a wide of coastal roads, long stretches along the Gulf of Mexico, and forest roads that stretch like blacktop across the green pine.

To put out a map, choose a starting line, and get rolling.

Start Your Engines!

VISIT FLORIDA BEACHES PLACES TO GO THINGS TO DO DEALS MORE SHARE Q

Home \ Travel Ideas \ Your Guide to Florida's Scenic Highways



The AIA Scenic and Historic Coastal Byway crosses Matanzas Inlet in southern St. Johns County.
- Deon Dean for VISIT FLORIDA

Your Guide to Florida's Scenic Highways

By Dalia Colon

There are scenic highways, and then there are [Florida's Scenic Highways](#).

Florida has no shortage of beautiful drives, from the canopy roads of Tallahassee and Ocala's rambling horse country, to Miami's glittery cityscape and more than 825 miles of [beaches](#).

But only 25 of Florida's roadways can claim to be Scenic with a capital "S." These roads are more than just a pretty face.

"There are six types of resources that can determine eligibility for a scenic highway," said Wanda Maloney, coordinator of the Florida Scenic Highways program. An official scenic highway or byway (there's no difference, as crowned by the Florida Department of Transportation, must have at least one of these qualities:

- Scenic (obviously)
- Historic
- Cultural
- Archeological
- Recreational
- Natural

For instance, an untouched river is a natural resource. A river lined with boat docks is a recreational resource. Of course, any road labeled "scenic" had better be easy on the eyes. And Florida's Scenic Highways don't disappoint.

"People want to get [off the beaten path](#)," Maloney said. "They don't want to see the interstate, they want to see the real Florida where people live and work."

This real Florida includes stories of Native Americans and astronauts, palm trees and potato chips.

All with a stunning view.

So fill up your gas tank, roll down the windows and journey along the 1,524 miles of these Florida Scenic Highways.

- [AIA Scenic & Historic Coastal Byway](#)
- [Big Bend Scenic Highway](#)
- [Bradenton Beach Scenic Highway](#)
- [Broward County AIA Scenic Highway](#)
- [Courtney Campbell Scenic Highway](#)
- [Florida Black Bear National Scenic Highway](#)
- [Florida Keys Scenic Highway All-American Road](#)
- [Green Mountain Scenic Highway](#)
- [Heritage Crossroads: Miles of History](#)
- [Indian River Lagoon - Treasure Coast Scenic Highway](#)
- [Indian River Lagoon National Scenic Highway](#)
- [J.C. Penney Memorial Scenic Highway](#)
- [Lemon Bay/Myakka Trail Scenic Highway](#)
- [Martin Grade Scenic Highway](#)
- [Old Florida Heritage Highway](#)
- [Ormond Scenic Loop & Trail](#)
- [Palma Sola Scenic Highway](#)
- [Pensacola Bluffs Scenic Highway](#)
- [River of Lakes Heritage Corridor](#)
- [Scenic Highway 30A](#)
- [Scenic Summer Heritage Byway](#)
- [Suncoast Scenic Parkway](#)
- [Tamiami Trail - Windows to the Gulf Coast Waters](#)
- [The Ridge Scenic Highway](#)
- [William Bartram Scenic & Historic Highway](#)

And, to find out about events along Florida's scenic highways, check out the [calendar](#).

FLORIDA

BEACHES

PLACES TO GO

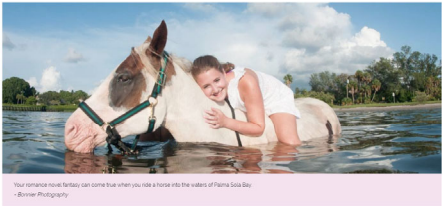
THINGS TO DO

DEALS

MORE

SHARE

Home > Travel > Florida Scenic Highway > Palma Sola in Manatee County



Your romance novel fantasy can come true when you ride a horse into the waters of Palma Sola Bay.
-Bosner Photography

Florida Scenic Highway: Palma Sola in Manatee County

By Della Colon

Where: State Route 64 west side, Manatee Avenue West in Manatee County, passing through Bradenton, Anna Maria Island and Holmes Beach.


Length: 4.5 miles.

How to get around: Drive, or use the bicycle- and pedestrian-friendly sidewalk that runs along the entire north side of the highway.


Best time to visit: November, to witness the sand sculpture competition known as America Recycles Day at SeaShellz that takes place on Manatee Public Beach.

Fun fact: Secluded Egmont Key is home to gopher tortoises and seabirds, but there are no stores on the island—making it for out-of-the-ordinary visitors. Just remember to bring your own drinking water.

For more info: Go to manateescenichighway.com.



From pristine preserves to quiet beachfront communities, Manatee County attracts nature lovers.
-Bil Serne for VISIT FLORIDA




As you ride along the Palma Sola Scenic Highway, seashells make their way along the fence line.
-Bil Serne for VISIT FLORIDA

Manatee County is no stranger to [SEA](#)—and with good reason.

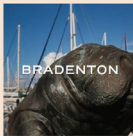
"Manatee County is blessed by having so many untouched wilderness," says Ingrid McCallan, co-chairman of the Palma Sola Scenic Highway Committee. From pristine preserves to quiet beachfront communities, McCallan says the area attracts nature lovers who "want to enjoy Old Florida the way the products attracted tourists to Florida in the early days."

Who wouldn't want to live here, or at least visit?

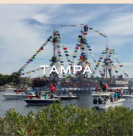
A few days, or even hours, among the blue herons, saltwater palms and colorful waterfowl is an ideal way to recharge your batteries.



PALMA SOLA SCENIC HIGHWAY




ROBINSON PRESERVE




TAMPA


PLACES TO REMEMBER



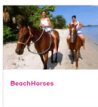
PALMA SOLA SCENIC HIGHWAY



ROBINSON PRESERVE



GREAT WORLD NATURE TOURS



BEACHHORSES

FLORIDA

BEACHES

PLACES TO GO


THINGS TO DO

DEALS

MORE

SHARE

Home > Bradenton > Sightseeing > Palma Sola Scenic Highway



Professional Exhibition Sand Sculpture


Palma Sola Scenic Highway

"Palma Sola" means "Solitary Palm" and the solitary palm referred to is an old palm standing near the beach at Holmes Beach on Anna Maria Island. Sally's has watched the horizon for that palm on Anna Maria Island for many years, using it to guide themselves into Anna Maria Sound and Palma Sola Bay. The scenic route leads to Anna Maria Island, crossing over Palma Sola Bay and the island waterway.

The Palma Sola Scenic Highway is a mile portion of SR 64, Manatee Avenue West that connects the mainland with the same island. It connects with the Bradenton Beach Scenic Highway to the south.

The Palma Sola Scenic Highway is a beautifully maintained drive with numerous recreational areas, landscaped with native vegetation. The corridor has a park-like feel with enhanced scenic areas, wetlands, and many amenities. It's easy for families to enjoy water sports such as fishing, sailing, water skiing, and jet skiing along the entire corridor. The beaches are well-maintained and provide the ideal environment for relaxing, enjoying the sun, or playing games on the beach.

The Palma Sola Scenic Highway is a great drive for the whole family. A sand-sculpting competition entitled America Recycles Day at SeaShellz is held annually the first Saturday in November at Manatee Public Beach. Florida Scenic Highways are often referred to as "Toypops." One of the main requirements of scenic highway designations is that it offer one or more of six key attributes: quality, historic, archeological, scenic, cultural, natural, and recreational. Learn more about the Florida Scenic Highway program at <http://floridascenichighways.com/>.



8700 Manatee Ave. W.
Bradenton, FL 34209
(941) 755-8572

WEBSITE

See More Bradenton

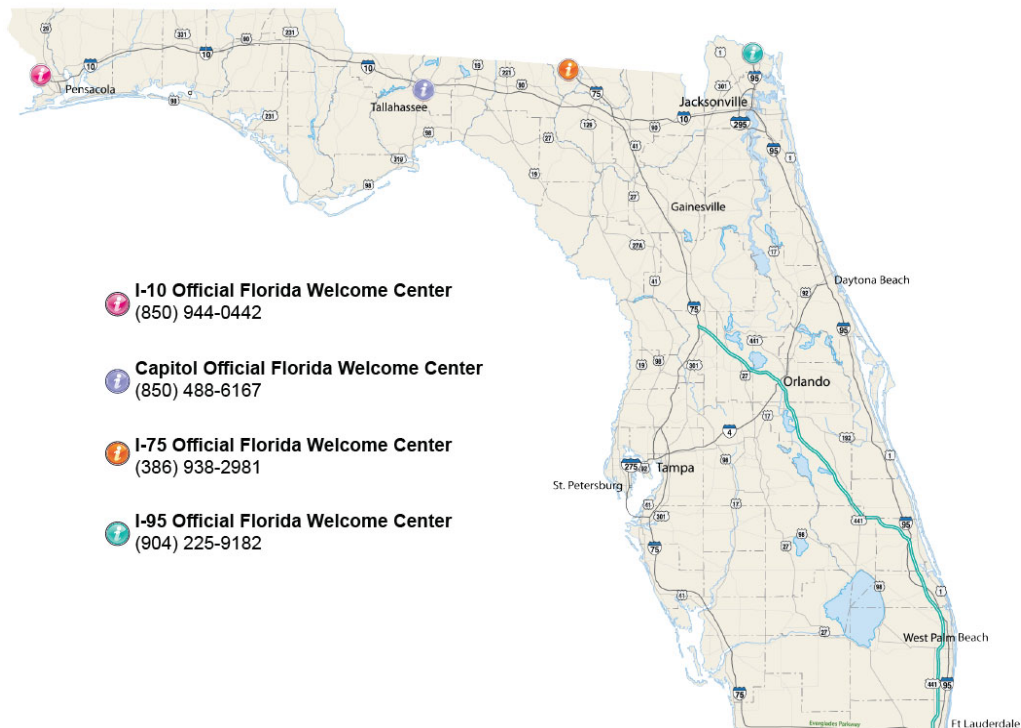
AMENITIES

AMENITIES Concessions	LOCATION Waterford
AVERAGE VISIT TIME Half day	PET INFORMATION Pet Types Allowed: dogs, cats, horses
GUEST INFORMATION Family Friendly	TOUR INFORMATION Self-guided tour
HOURS OF OPERATION Hours: Open to public	TOUR TYPE Scenic Highway/Roadway

Welcome Centers



VISITFLORIDA®



Visitor Services Promotional Programs Overview

Wrap a Florida Welcome Center

Make a memorable first Florida impression on 27 million visitors as they enter the Florida Welcome Center. Vivid perforated graphics are displayed on the entrance windows of the Florida Welcome Centers providing a great place to advertise current promotions and highlight company brands. The cost for this display includes all 4 highway locations. Display is available for 3 months/\$3,000, for 6 months/\$5,000 or 12 months/\$10,000. Program is open to VISIT FLORIDA Marketing Partners.



Florida Welcome Center Outdoor Displays

Large-scale outdoor displays depicting your brand or representing your destination are available at all four highway Florida Welcome Centers. The Outdoor Displays are great photo opportunities and have proven to be especially popular with our social media savvy visitors. The cost for this display is priced per facility and is available for 6 months/\$1750 or 12 months/\$2,500. Program open to VISIT FLORIDA Marketing Partners.



Brochure Rack Space Program

Brochures continue to have a strong role in a world dominated by internet marketing and tourists visiting our Welcome Centers pick up more than 14 million brochures annually. Rack spaces are available in 4"x9" and 8-1/2"x11" sizes. Program open to both VISIT FLORIDA Marketing Partners and Web/Non-Partners. Marketing partners receive a 25 percent discount. 25 percent discount and annual rates begin at \$127.05 for a 4"x9" brochure and \$301.61 for a 8.5x11 brochure.



Lobby Booth Program

Marketing Partners are able to participate in a designated Marketing Partners lobby booth in a designated Marketing Partners lobby. Partners can distribute literature, giveaways, and promote their business face-to-face with our visitors. There is no additional fee to participate in this program. Reservations are made directly with the specific Welcome Center location.

Own a Welcome Center

Make your business the center of attention at each of the four Highway Welcome Centers. Marketing Partners can display large build-outs, banners, videos, giveaways and other materials to promote their destination or brand as they "take over" the Welcome Center lobbies. This program is available for up to 3 months annually on a first-come first-served basis. The fee to participate is \$1,500 monthly.



Transparency Lease Program

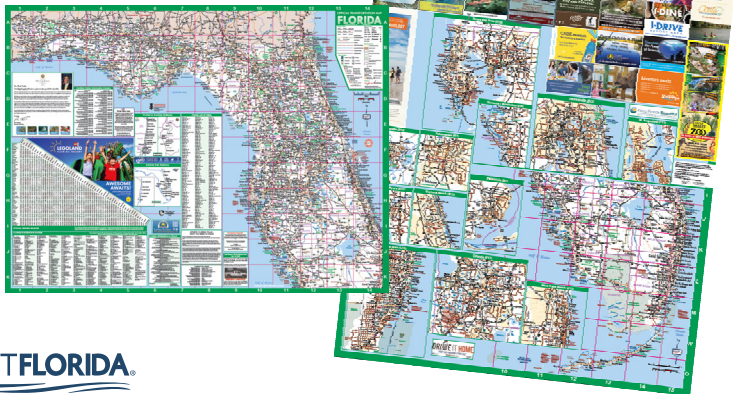
Put your business in "lights" at our Florida Welcome Centers. Rent a backlit transparency space at one or all of our four highway Welcome Centers. Industry members can prominently display a backlit photograph with their logo or special promotion event on our lobby walls. Program open to both VISIT FLORIDA Marketing Partners and Web/Non-Partners. Marketing Partners receive a 25 percent discount and rates begin at \$236.25 annually. Sizes vary by location.



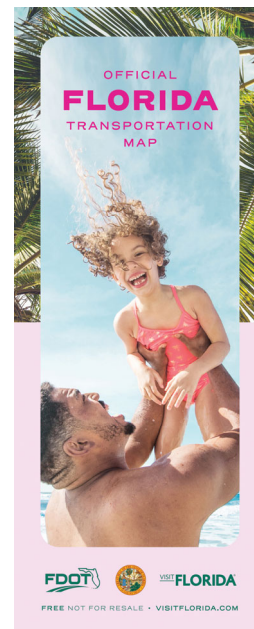
Kids' Corner

Each of the four highway Welcome Centers have a designated area for our visitors traveling with small children. This unique sponsorship opportunity allows our Marketing Partners to create a "play" area to educate and entertain children while their parents get the travel information they need from our Welcome Center staff. Kids' Corner features prominent signage and a special brochure distribution point. The fee to participate is \$1,500 annually and is a 2-year commitment.

Transportation Maps



VISITFLORIDA®





VISIT FLORIDA Educational Webinars

- > Skift: Digital Advertising Trends in Travel
- > 2019-20 Marketing Plan Overview
- > Expedia: How Younger Generations are Shaping the Future of Travel
- > Social Media Marketing Tips & Best Practices
- > SEO – Maximize Your Online Presence
- > Grant Program Overview
- > Pinterest – Paid Social Media Advertising
- > The Life Cycle of A Press Release
- > Advertising Planning 101
- > LGBT Research
- > TripAdvisor: Online Reputation Management
- > International Market Programs
- > Optimize Your VISITFLORIDA.com Listing

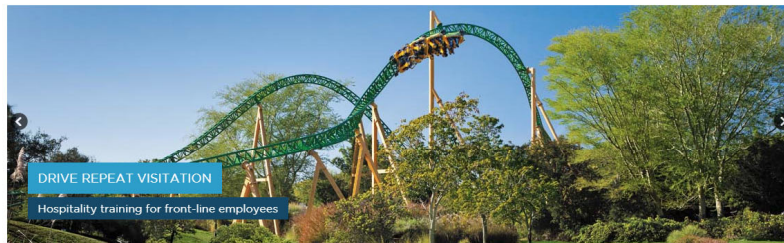


VISITFLORIDA.org



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• • •

The Power of Tourism

Tourism is Florida's top economic driver and impacts tax revenue, jobs, and more.

[Download PDF](#)

Marketing Planner

Your source for cooperative marketing programs – includes advertising, sales, PR, promotions, welcome centers, and other opportunities.

[View Planner](#)

Florida Encounter

Florida Encounter is the premier appointment-based trade show showcasing all the Sunshine State has to offer for meetings, conventions and incentive professionals.

[Learn More](#)

Online Marketing Planner

VISITFLORIDA[®]

Programs

Program	Start Date ▲	Min. Cost	Audience
Certified Travel Information Center Program	Ongoing		Trade - General
Florida Vacation-Auction Program	Ongoing		Consumers - General Market
Marketing Partner: Add Your Webcam to Florida News VISITFLORIDA.com	Ongoing		Consumers - General Market
Marketing Partner: Consumer-Facing Social Media Post	Ongoing	\$0.00	Consumers - General Market
Official Florida Welcome Center Locations	Ongoing		Consumers - General Market
VISITFLORIDA.com Gateways	Ongoing	\$1,800.00	Consumers - General Market
VISITFLORIDA.com Homepage	Ongoing	\$9,000.00	Consumers - General Market
Home Center Brochure Rack Display Program	Ongoing		Consumers - General Market
Home Center Promotional Lobby	Ongoing		Consumers - General Market
Home Center Transparency Lease	Ongoing		Consumers - General Market
ed with Our Social Influencers	Ongoing	\$0.00	Bloggers - Social Influencers
Host Domestic Sales Leads	Ongoing	\$0.00	Meeting Professionals
Host List of Certified Florida	Ongoing	\$0.00	Meeting Professionals
Home Center	Ongoing	\$1,500.00	Trade - General
ation Opportunities	Ongoing	\$0.00	Trade - Travel Agents
Home Center	Ongoing	\$1,500.00	Consumers - General Market
Media Posts on Consumer-Channels	Ongoing	\$0.00	Consumers - General Market
Spillie	Ongoing	\$6,000.00	Bloggers - Social Influencers
Digital Network	Ongoing	\$25,000.00	Consumers - General Market
Adding.com	Ongoing	\$3,000.00	Consumers - General Market
Virgin Holidays Family Center	Ongoing	\$200.00	Trade - Tour Operators
Google Display Network Package	Ongoing	\$10,000.00	Consumers - General Market

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[Event Sponsorship](#)

[Promotions](#)

[Public Relations](#)

[Sales](#)

[Welcome Center](#)

[Audiences](#)

[Consumers - General Market](#)

[Consumers - African American](#)

[Consumers - Hispanic](#)

[Consumers - LGBT](#)

[Bloggers - Social Influencers](#)

[Media](#)

[Meeting Professionals](#)

[Trade - General](#)

[Trade - Airlines](#)

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[Drive Market](#)

[East of the Mississippi](#)

[Mid-States](#)

[West of the Mississippi](#)

[International](#)

[Canada](#)

Welcome Center Brochure Rack Space Display Program

Audiences: Consumers - General Market
Markets: In-State
Media: Other
Program Type: Welcome Center
Status: Ongoing
Commission: 30%

Since 1945, millions of auto travelers entering Florida along major thoroughfares have found a warm greeting at the Official Florida Welcome Centers. In addition to the traditional cup of complimentary Florida citrus juice, these visitors have found friendly, informative staff and a vast assortment of information providing all that the state has to offer. Today, the tradition continues at these five Welcome Centers:

- I-10 west of Panama City
- I-95, 10th near Casselberry
- I-75 at Jennings
- I-65 north of Naples
- State Capitol Building (west entrance)

Tourists visiting our Welcome Centers pick up more than 14 million brochures annually! Make sure people see your information by participating in our Brochure Rack Space program at one or all of our five Official Florida Welcome Centers. All brochures must comply with the Welcome Center Distribution Policy. Please see available forms for content guidelines and participation.

All fees are for a twelve-month period. For special or seasonal events where continuous display is not desired, contact Visitor Services at (888) 200-3884 or advertising@VISITFLORIDA.org to make arrangements.

Program	Marketing Partner	Web/Non-Partner	Savings
4x8 Brochure Display	\$127.05	\$180.29	30%
8 12x11 Brochure Display	\$322.01	\$420.55	30%

Contact Info
[New: Website Content](#)
 Tel: 888.200.3884
[Email: advertising@visitflorida.org](mailto:advertising@visitflorida.org)

File Downloads
[Brochure Display Guidelines](#)
[Brochure Display Enrollment](#)

[Add to My Plan](#)
[View My Plans](#)

Partnership Levels

➤ Marketing Partner Levels

(includes Enhanced Web Listing)

- Premier (\$1,500/year)
- Small Business (\$395/year)
- Business-to-Business (\$500/year)
- Airports & Ports (\$500/year)
- Educational Institutions (\$250/year)

➤ Web Exposure Levels

- Enhanced Web Listing (\$365/year)
- Free Web Listing

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TMAP: Targeted Marketing Assistance Program



VISITFLORIDA.org/TMAP

The application period for VISIT FLORIDA's 2019-20 Targeted Marketing Assistance Program (TMAP) is closed. Check back in late winter/early spring for details on the next program cycle.

VISIT FLORIDA is offering exclusive benefits at no cost to independently owned and operated businesses with gross revenue not exceeding \$1.25 million or a nonprofit corporation that meets the requirements of 501(c)(3) of the Internal Revenue Code. The Targeted Marketing Assistance Program is designed to help small, minority, rural and agritourism businesses improve their marketing efforts through a variety of benefits that can be activated during the term of the program which begins July 1, 2019 and ends June 30, 2020. TMAP will be awarded to core tourism businesses who meet the statutory requirements for independently owned and operated businesses with gross revenue not exceeding \$1.25 million or a nonprofit 501(c)(3) on a first-come first-served basis.

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List of Benefits

- Consultation with VISIT FLORIDA Regional Partnership Manager to review current resources and benefits available, as well as current marketing plan
- Access to "how to" webinars, training and/or videos on various topics
- Editorial and/or creative review of a brochure
- One press release posted to the VISIT FLORIDA media blog
- Opportunity to be featured on VISIT FLORIDA's consumer facing social media channels
- Opportunity for lobby booth display at any Official Florida Welcome Center(s)
- Complimentary Enhanced Web Listing
- Access to the new Small Business Toolkit
- Special discount on select co-ops
- Discounted Small Business Partnership annual investment: \$149/year (Non-TMAP \$395/year)

Joining at reduced rate unlocks these additional Partnership benefits

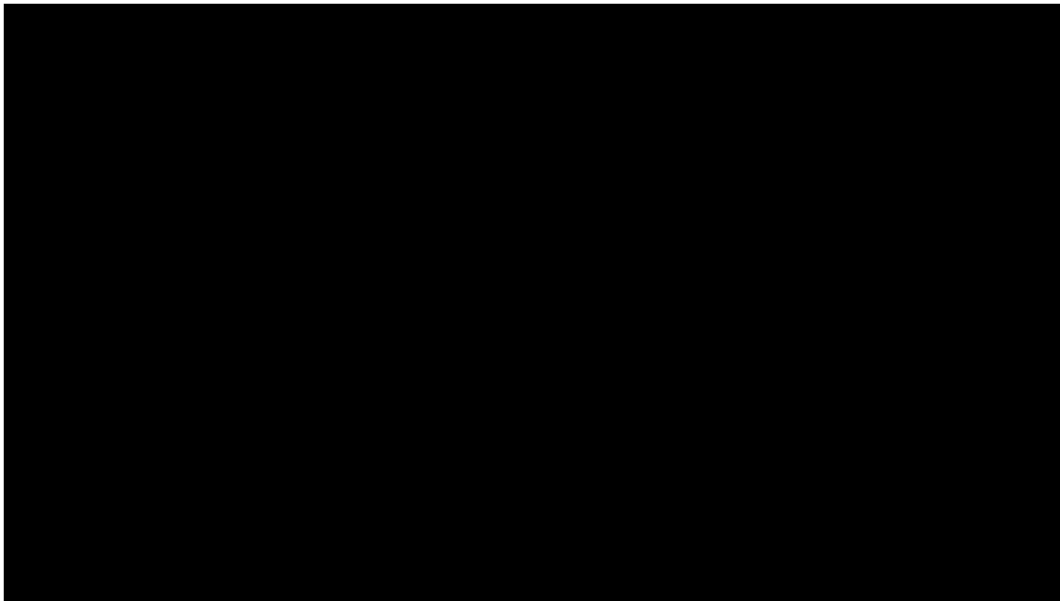
- Business listing in the Official Florida Vacation Guide
- Opportunity to apply for the new TMAP Marketing Matching Grant with awards up to \$5,000
- Access to Online Hospitality Training Program
- Discounts on brochure distribution at Official Florida Welcome Centers
- Access to Research data
- Partner-to-Partner specials and discounts

What's Next for VISIT FLORIDA

- > Florida Tourism Forum
 - > November 18-20, 2019
 - > Sheraton Panama City Beach Golf & Spa Resort
- > 2020 Florida Legislative Session
- > Tourism Day
 - > January 22, 2020
 - > TourismWorksForFlorida.org

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Stay Connected

Brenna Dacks
Regional Partnership Manager, Northeast
bdacks@VISITFLORIDA.org
(850) 205-3870

- > **Consumer Site:** VISITFLORIDA.com
- > **Industry Site:** VISITFLORIDA.org
- > **Advocacy:** TourismWorksForFlorida.org



Thank You

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