



Overview

- 2009 Visitation & The Importance of Tourism
- 5 Ways to Harness the Power of VISIT FLORIDA
- Recap
- Questions?

2009 State Visitation & Impact

- Largest industry in Florida
- \$60.9 billion in visitor spending in Florida in 2009
 - Returns \$3.65 billion into the Florida state economy as general revenue through the basic retail sales tax
 - Florida is the #1 destination among domestic vacation travelers in the U.S. and is the #2 international travel destination market in the U.S., trailing only New York
- 80.9 million out-of-state visitors in 2009
 - Q1 and Q2 (Jan-Jun) of 2010 estimates a 2.5% increase from the same time in 2009
- Approximately 17 million residents took in-state trips in 2009
 - In-state pleasure travel among Floridians fell 1.8% in 2009
 - Q1 of 2010 estimates in pleasure travel among Floridians is up by 5% as compared to same time in 2009.
- 968,400 Floridians directly employed by tourism in Florida (the core job sectors)
 - Every 85 visitors to the Sunshine State support 1 Florida job

Something for everyone!

WEB

- Basic Web Listing Partner (\$95/year)
- Enhanced Web Listing Partner (\$365/year)

MARKETING

- Premier Partner (\$1,500/year)
- **Small Business Partner* (\$395/year)**

*to qualify, business must be a 501(c)3 non-profit attraction or gross revenues may not exceed \$1.25 million per year

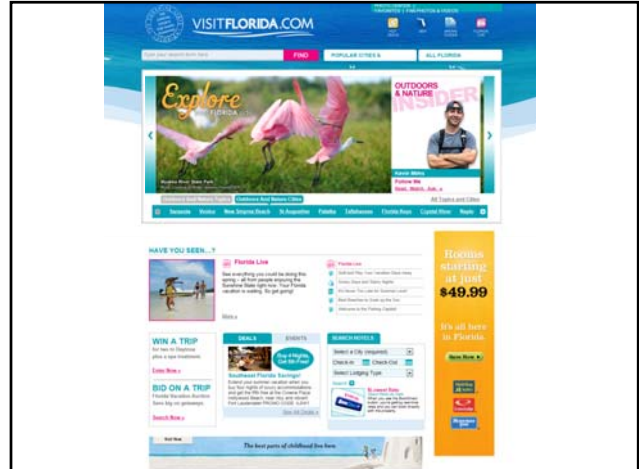
B2B

- Business to Business (\$500/year)



Free Web Listing

- Initiative launched July 7, 2010 in response to Deepwater Horizon
- Sorts below Basic Web and Enhanced Web Partner listings
- Includes a link, description and one photo and logo
- Only posted on VISITFLORIDA.com (not on meetings site)

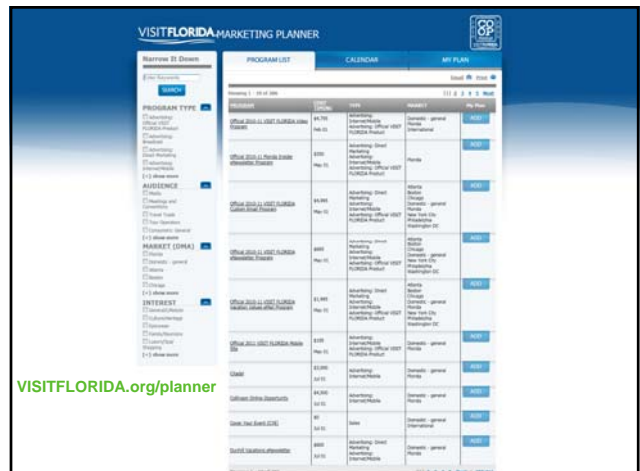
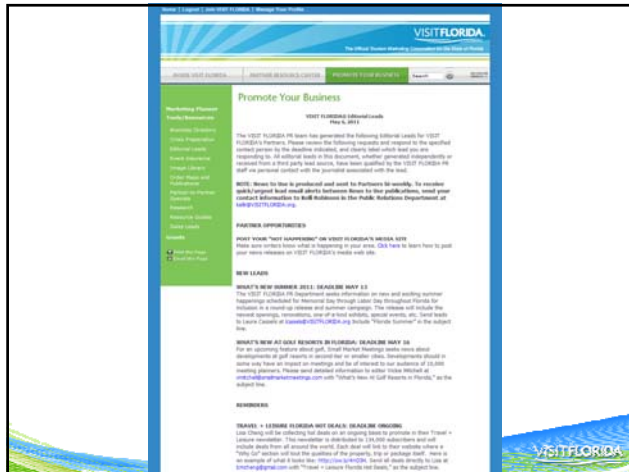


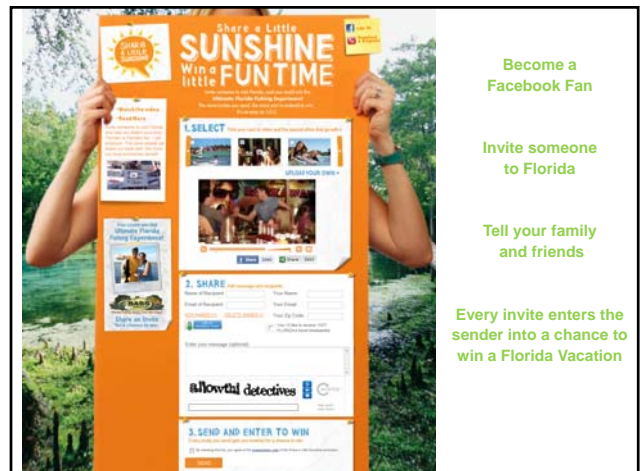


#1 Check & Update Your Free Web Listing



#2 Utilize the Welcome Centers to promote the scenic highways!





Become a
Facebook Fan

Invite someone
to Florida

Tell your family
and friends

Every invite enters the
sender into a chance to
win a Florida Vacation

