

Tourism in Action:

Collaborate, Promote, and Grow with VISIT FLORIDA

VISIT **FLORIDA**[®]

POMS25
July 15, 2025



Destination Marketing Organizations (DMOs)

> DMO

"DESTINATION MARKETING ORGANIZATIONS (DMOS) ARE ORGANIZATIONS CHARGED WITH REPRESENTING A SPECIFIC DESTINATION AND HELPING THE LONG-TERM DEVELOPMENT OF COMMUNITIES THROUGH A TRAVEL AND TOURISM STRATEGY.

> TDC

> COC

FOR VISITORS, DMOS ARE LIKE A KEY TO THE CITY. AS AN UNBIASED RESOURCE, THEY CAN SERVE AS A BROKER OR AN OFFICIAL POINT OF CONTACT FOR CONVENTION, BUSINESS AND LEISURE TRAVELERS. THEY ASSIST PLANNERS WITH MEETING PREPARATION AND ENCOURAGE BUSINESS TRAVELERS AND VISITORS ALIKE TO VISIT LOCAL HISTORIC, CULTURAL AND RECREATIONAL SITES.

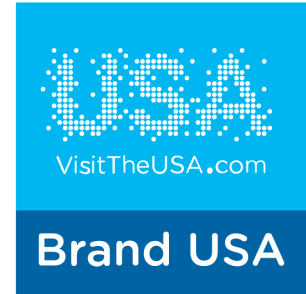
> CVB

> VCB

MOST DMOS ARE FUNDED THROUGH A COMBINATION OF OCCUPANCY TAXES, MEMBERSHIP DUES, IMPROVEMENT DISTRICTS AND GOVERNMENT RESOURCES."

> VB

- [DESTINATIONSMARKETING.ORG](https://www.destinationsmarketing.org)



VISIT **FLORIDA**[®]



Collaborate, Promote & Grow!

VISIT **FLORIDA**[®]



Partnership Levels

> Marketing Partnerships

> Core Tourism

- Premier (\$1,795/year)
- **Small Business (\$475/year)**

> Lodging (\$475 - \$3,500/year based on room count)

> Business-to-Business (\$600/year)

> Airports & Ports (\$600/year)

> Educational Institutions (\$300/year)

> DMOs (\$750 - \$18,500/year based on TDT collections)

> Free Web Listing Affiliates (Non-Partners)



Partner Benefits

VISITFLORIDA.org/benefits

- Print and Online Exposure
- PR and Social Media Opportunities
- Research
- Marketing Resources and Education
- Utilize our Image Library
- Discounts on Co-op Advertising and Governor's Conference on Tourism Registration
- Complimentary Brochure Distribution at the four Highway Official Florida Welcome Centers

THE OFFICIAL SOURCE FOR TRAVEL PLANNING
VISIT **FLORIDA**®

RESOURCES

STATEWIDE RESOURCES
Organizations to help you plan your trip to Florida.

Alligator Air alligatorair.com	Florida Department of Environmental Protection - Office of Greenways and Trails floridagreenwaysandtrails.com	Collegisus collegisus.com
America 24/7 america247.com	Florida Department of State Office of Cultural, Historical, and Information Programs dohs.governmental	Great Florida Fishing & Wildlife Trail floridafishingandwildlife.com
Amertrak amertrak.com	Florida Department of Transportation dot.state.fl.us	IndiGo Hoops indihoops.com
Aperture Hotels aperturehotels.com/portfolio	Florida Disability Trail presented by the Florida Cash Spillover Association floridadisabilitytrail.org	Kuonzo Fishing Adventures kuonzo.com
The Auto Club Group aaclub.com	Florida Fish and Wildlife Conservation Commission myfwc.com	USA Properties of Florida usaproperties.com/central-and-south
Best Western Hotels of Florida bestwestern.com/en_us/hotels/florida.html	Florida Forest Service floridagovernments.wildlife.org/floridas/state-forests	Live Withly Foundation, Inc. lwfoundation.com
Bike Florida bikeflorida.org	Florida Historic Gulf Trail floridastatetrail.org	Local Rentz local-rentz.com
Brightline brightline.com	Florida Inns floridainns.com	Museums in the Sun museumsinthesun.com
Camp Florida - Florida RV Park & Campground Association campflorida.com	Florida Lighthouse Association floridalighthouse.org	Paddle Florida paddleflorida.org
Concord Hospitality - Florida Hotels Collection concordhotels.com/florida-collection	Florida Rental & Lodging Association floridarental.com	Five Properties pentahotels.com
Destinations Florida destinationsforflorida.org	Florida Retail Federation floridaretail.com	Florida Properties floridaproperties.com
Dunhill Travel Deals dunhilltraveldeals.com	Florida RV Trade Association floridarvta.com	Florida Super Markets publix.com
Fla Florida flaflorida.org	Florida Scenic Highways Program floridascenichighways.com	Florida and Coastal Protection floridacoastpreserves.org
FloridaWhere floridawhere.com/concations/florida	Florida Sports Foundation floridasports.com	Florida floridastate.com
Florida Agritourism Association www.floridafarm.com	Florida State Parks floridastateparks.com	Florida floridastate.com
Florida Alliance for Vacation Rentals floridaalliance.com	Florida Vacation Rentals floridavacationrentals.com	Florida floridastate.com
Florida Antique Trail floridaantiquetrail.com	Florida Wildlife Foundation floridawildlife.com	Florida floridastate.com
Florida Association of Museums floridamuseums.org	Florida Wildlife Control floridawildlifecontrol.com	Florida floridastate.com
Florida Attractions Association floridaattractions.com	Get Up and Go (staying in Florida) getupandgo.com/florida	Florida floridastate.com



Florida Scenic Highways Program
floridascenichighways.com



- ❶ I-10 Official Florida Welcome Center
- ❷ 231 Official Florida Welcome Center
- ❸ Capitol Official Florida Welcome Center
- ❹ I-75 Official Florida Welcome Center
- ❺ I-95 Official Florida Welcome Center



Welcome Centers

Marketing Strategies

VISIT **FLORIDA**[®]



Audiences



International



General



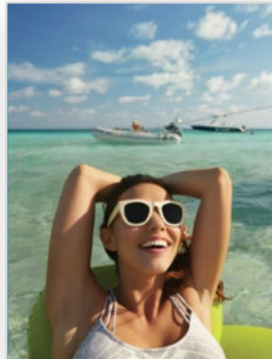
Family Memory Makers



Outdoor / Nature / Trails (Adventure)



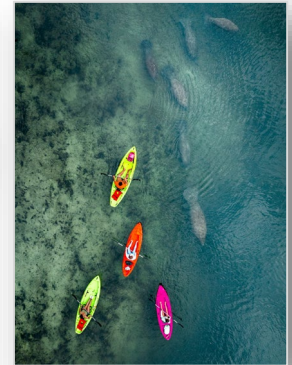
Impulse Getaways



Winter Sun Seekers

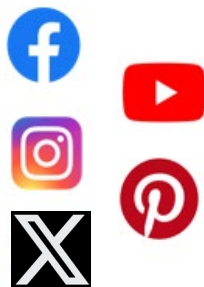


Arts & Culture / Culinary



In-state / LoveFL

Social Media



MISSION:

To get travelers to visit Florida

CONTENT PILLARS

- > Inspire/Dream
- > Guide/Connect
- > Inform/Educate
- > Entertain/Lifestyle



MISSION:

To cultivate Florida pride at scale

CONTENT THEMES

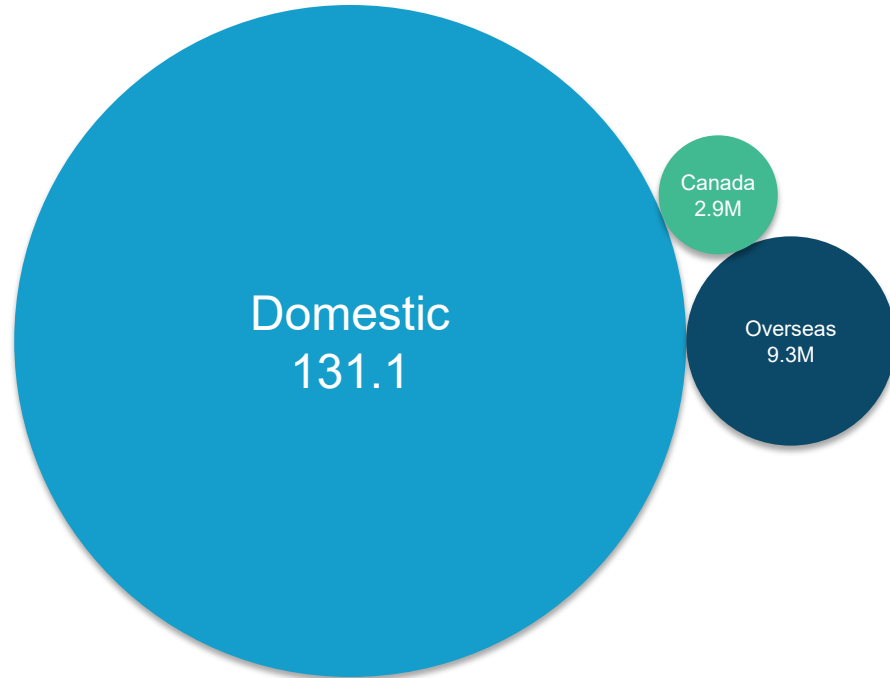
- > Food / Beverage / Agriculture
- > Nature / Wildlife / Marine
- > The Arts / Architecture
- > Unique Stays / In-State Getaways
- > Innovation

Visitation

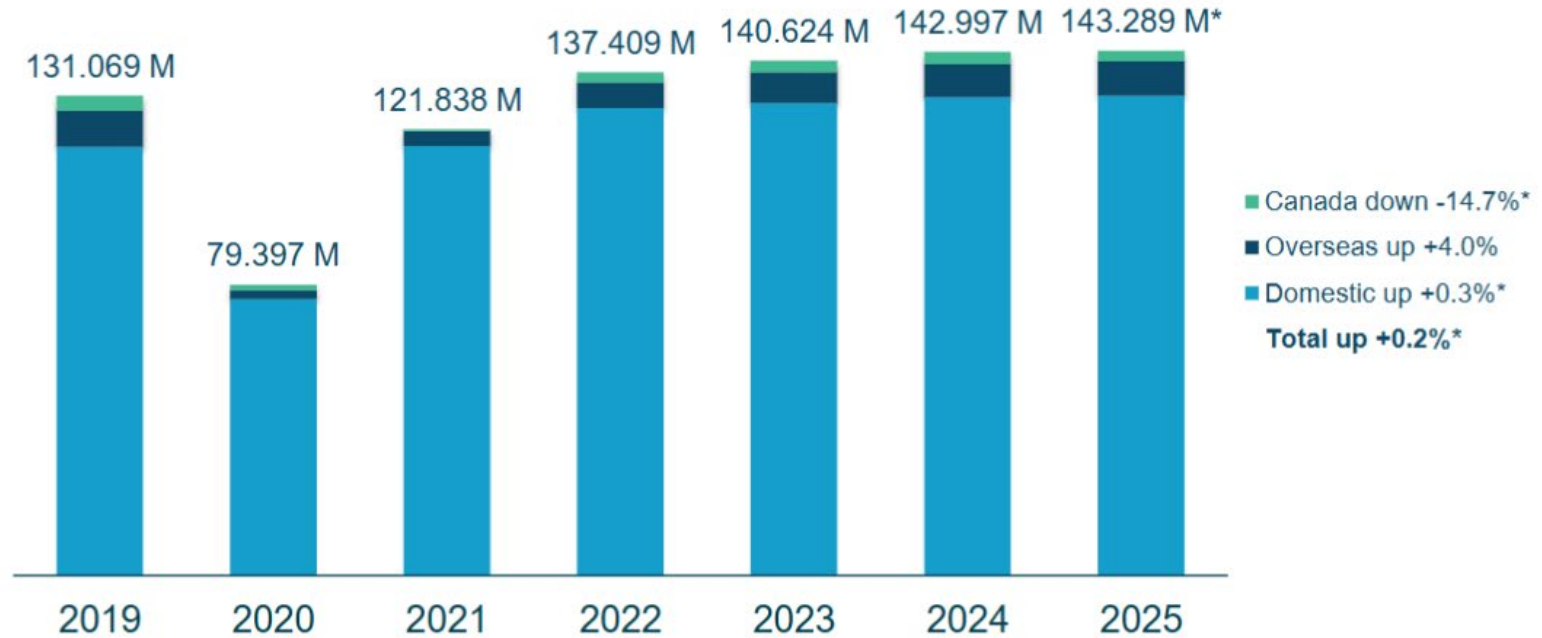


Tourism by the Numbers

- > **143.3 million visitors in 2025**
 - > Up +0.2% from 2024
- > Domestic visitors accounted for 91.5% of total overnight visitation.
- > Domestic visitation was up +0.3% from 2024. International visitation accounted for 8.5% of total overnight visitation, down from 8.6% in 2024.
- > Overseas visitation rose by +4.0% from 2024, and came closer to full recovery to 2019 levels.
- > Canadian visitation fell by -14.7% from 2024.

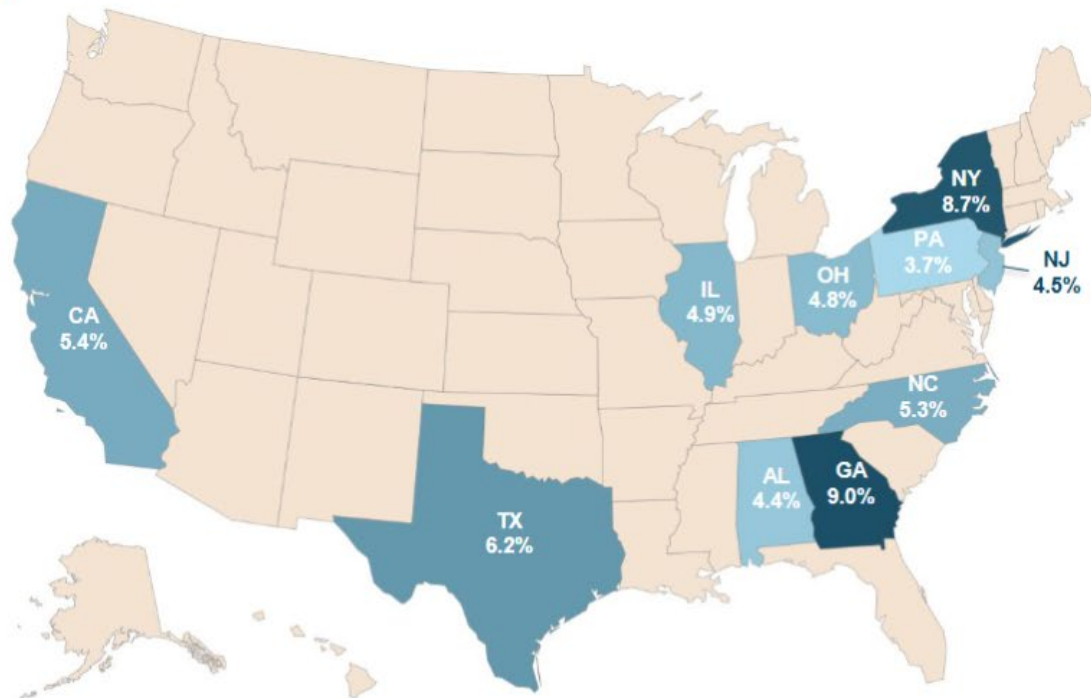


Annual Visitation

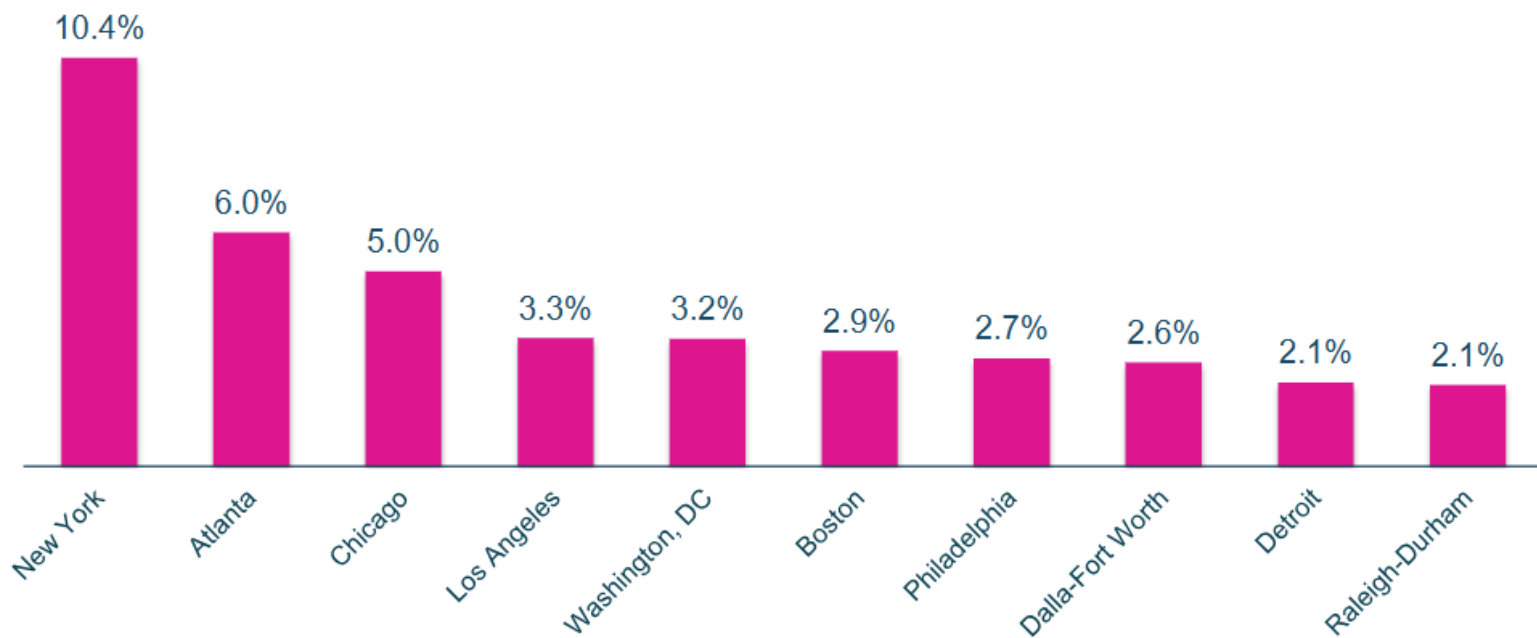


Top Origin States: Domestic Visitors

Calendar Year 2024



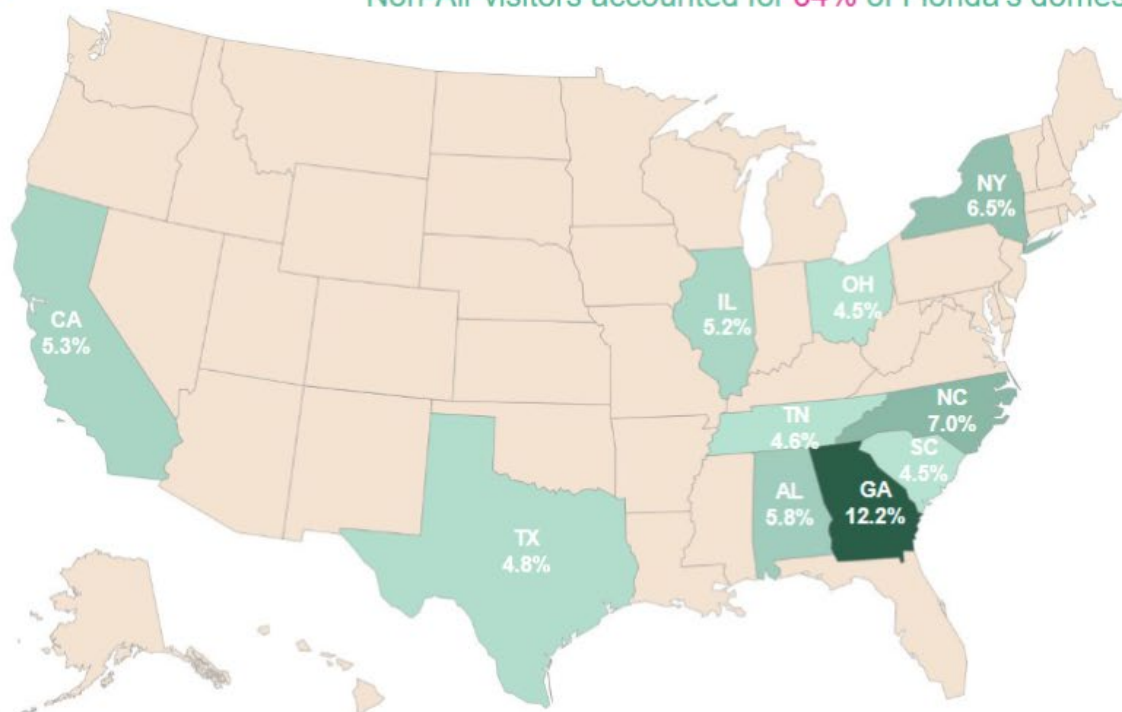
Top Origin DMAs: Domestic Visitors



Top Origin States: Domestic Drive Visitors

Calendar Year 2024

Non-Air visitors accounted for 64% of Florida's domestic visitors in 2024.



Top Origin DMAs: Domestic Drive Visitors

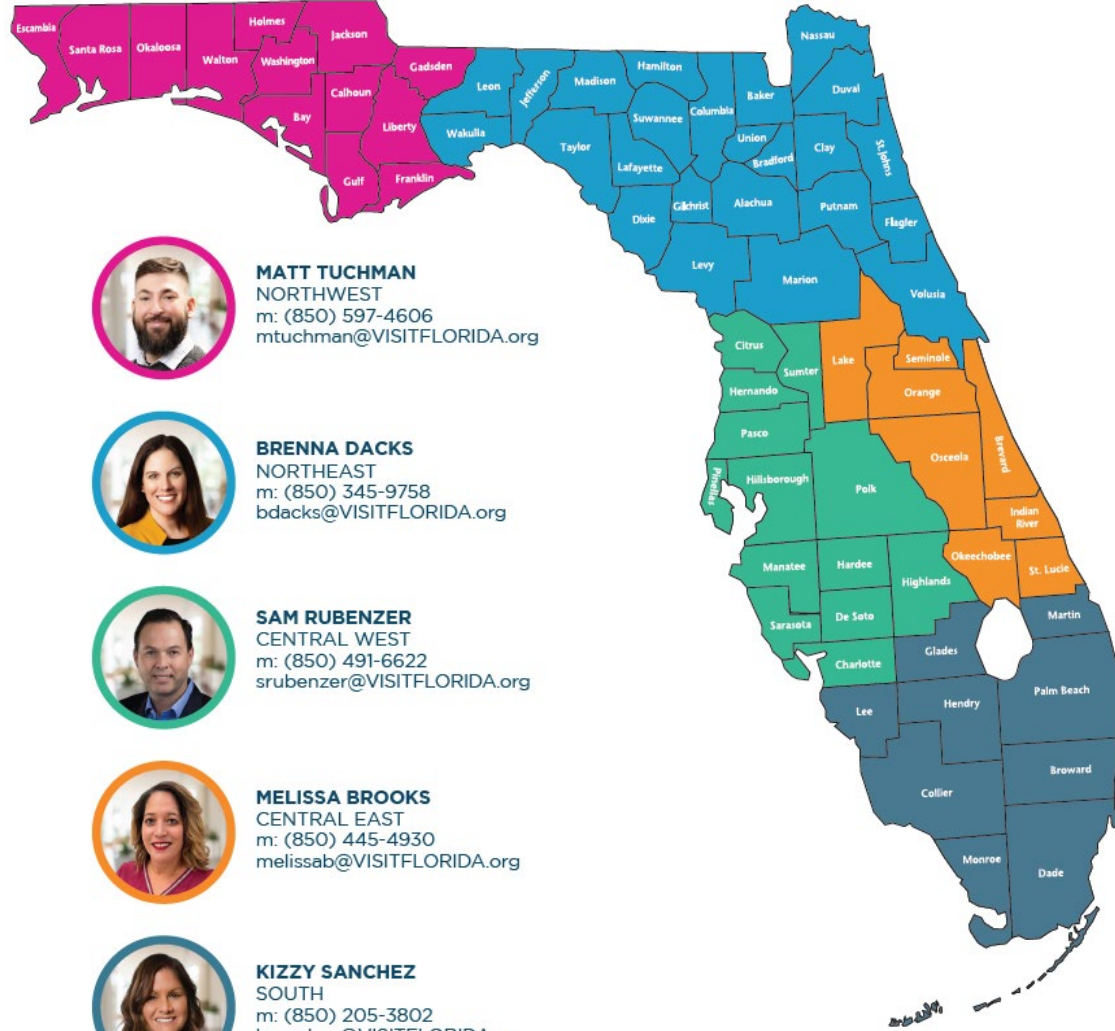


Let's Recap!

- > Claim Your Free Web Listing and explore becoming a Partner at VISITFLORIDA.org/join
- > Connect with your Regional Partnership Manager



Regional Partnership Managers



MATT TUCHMAN
NORTHWEST
m: (850) 597-4606
mtuchman@VISITFLORIDA.org



BRENNA DACKS
NORTHEAST
m: (850) 345-9758
bdacks@VISITFLORIDA.org



SAM RUBENZER
CENTRAL WEST
m: (850) 491-6622
srubenzer@VISITFLORIDA.org



MELISSA BROOKS
CENTRAL EAST
m: (850) 445-4930
melissab@VISITFLORIDA.org



KIZZY SANCHEZ
SOUTH
m: (850) 205-3802
ksanchez@VISITFLORIDA.org

Let's Recap!

- Claim Your Free Web Listing and explore becoming a Partner at VISITFLORIDA.org/join
- Connect with your Regional Partnership Manager
- Use #LoveFL in your social posts
- Participate in a Welcome Center Showcase
- Attend Florida Governor's Conference on Tourism





**FLORIDA
GOVERNOR'S
CONFERENCE
ON TOURISM**



SEPTEMBER 9-11, 2026
PALM BEACH CONVENTION CENTER
WEST PALM BEACH, FL

Early Bird Registration opens
May 13, 2026

VISIT **FLORIDA**[®]





Melissa Brooks

Regional Partnership Manager
Central East

www.VISITFLORIDA.org

www.VISITFLORIDA.com

VISIT FLORIDA®



Ginnie Springs

Video Links:

[One Fun Day in Melbourne Beach](#)

[You could be here by Friday](#)

[Florida Trail Towns: Palatka](#)

[Gadsden County in 60 Seconds](#)

[Fresh Florida events this spring](#)