

VISIT FLORIDA: Delivering Value for Floridians

Florida Chamber Days

VISITFLORIDA[®]



What is VISIT FLORIDA?

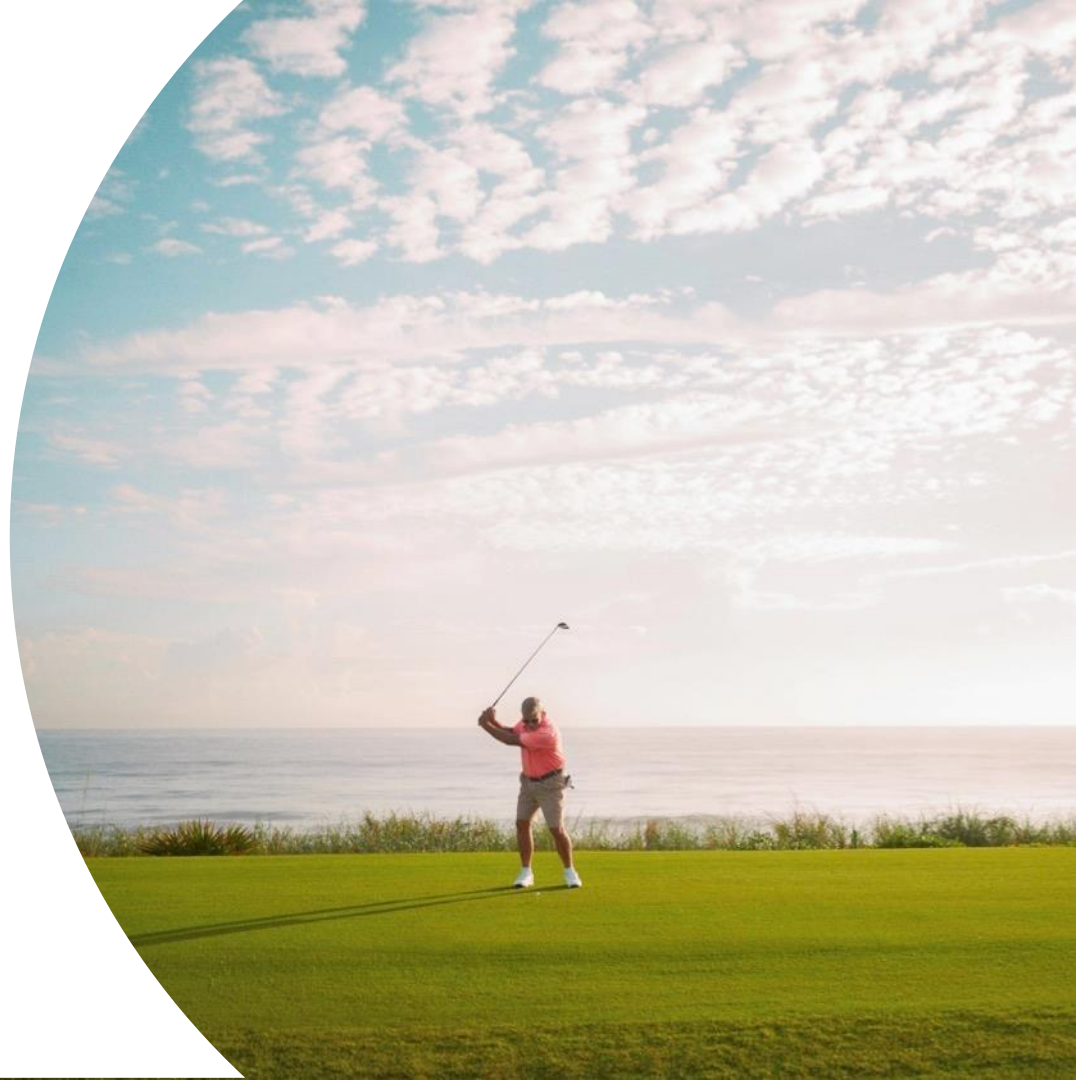
> Record-breaking success


- > More visitors
- > More contributions to Florida's economy
- > More bookings to Florida
- > More media impressions
- > More jobs



VISIT FLORIDA serves...

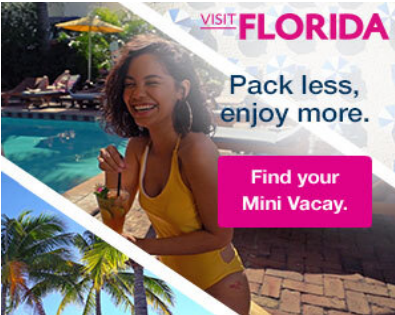
- 13,000+ industry business partners
throughout Florida's 67 counties
- Major strategic alliance partners
- Florida's taxpayers
 - \$2.15 returned for every \$1 invested
 - Tourism saves each Florida family
more than \$1,500 in taxes per year





FOLLOW YOUR
SUNSHINE >

VISIT **FLORIDA**



VISIT **FLORIDA**

Pack less,
enjoy more.

Find your
Mini Vacay.



ESTO. ES. TODO.

SIGUE TU SOL >

VISIT **FLORIDA**



*Enjoy a moment
of sunshine.*

FIND YOURS >

 **LOVE, FLORIDA**




FOLLOW YOUR
SUNSHINE



FOLLOW YOUR
SUNSHINE >

VISIT **FLORIDA**



**THIS. IS.
EVERYTHING.**

FOLLOW YOUR SUNSHINE

VISIT **FLORIDA**

TOURISM IS FLORIDA'S TOP ECONOMIC DRIVER

In 2017, out-of-state visitors added
\$85.9 BILLION
to Florida's economy. That's more
than the entire GDP of 12 states.

Source: Rockport Analytics, Bureau of Economic Analysis

**127.0 MILLION
VISITORS**

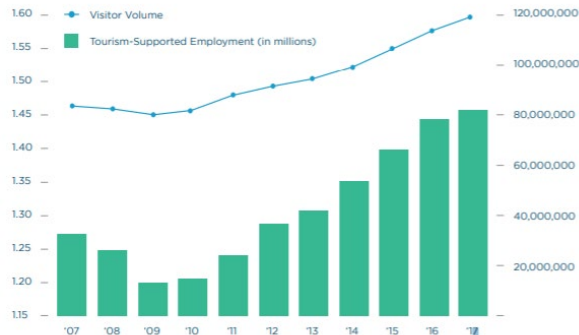
came to Florida in 2018, an 8th
consecutive year of record visitation.

VISIT FLORIDA marketing drives
out-of-state visitors to all of Florida's
67 COUNTIES.

FLORIDA TOURISM IS GROWING FASTER THAN...

**THE U.S. ECONOMY, CONSUMER SPENDING, HEALTH CARE SPENDING,
& SPENDING ON RECREATION.**

Source: Rockport Analytics, Bureau of Economic Analysis



Source: Tourism Economics, Rockport Analytics

VISIT FLORIDA IS A SMART INVESTMENT

According to the Florida Legislature's Chief Economist,
every \$1 invested in VISIT FLORIDA yields a
\$2.15 RETURN
on investment to Florida's taxpayers.

People exposed to VISIT FLORIDA's digital advertising in
2018 were almost

TWICE AS LIKELY

to visit Florida and had a more favorable view of the state.

Source: Arrivalist, OmniTrak



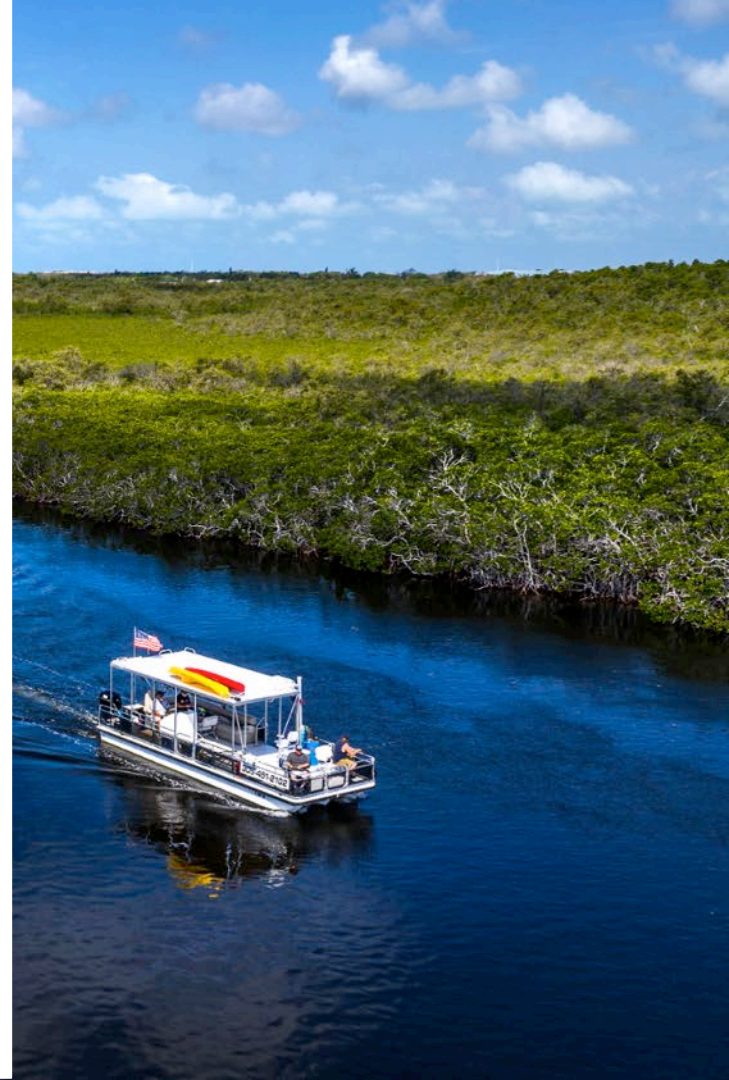
“ **Tourism-related revenue losses pose the greatest potential risk to Florida’s economic outlook.** ”

In Fiscal Year 2017-18...

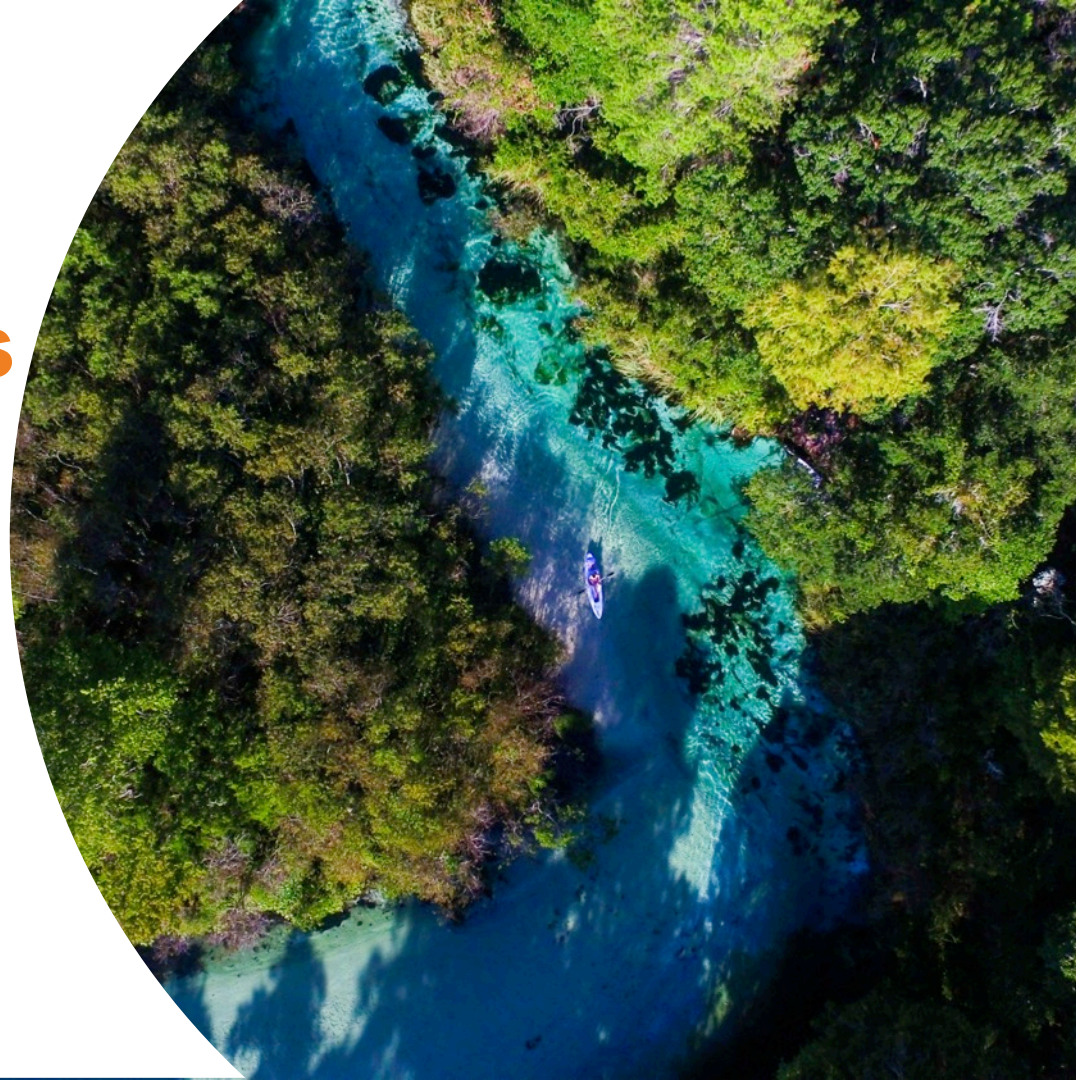
- Tourism accounted for **13.4%** or more than **\$3.22 BILLION** of total state sales tax collections.

A 2% reduction in tourism related tax revenue would result in...

- A more than a \$64 million decrease in state sales tax collections



Recent Accomplishments



Recent Accomplishments

**Suncoast Regional Emmy Award for video
produced w/ Atlas Obscura**

➤ In first Adventure Seekers Campaign,
launched in 2018



Recent Accomplishments

2018 Adventure Seekers Campaign

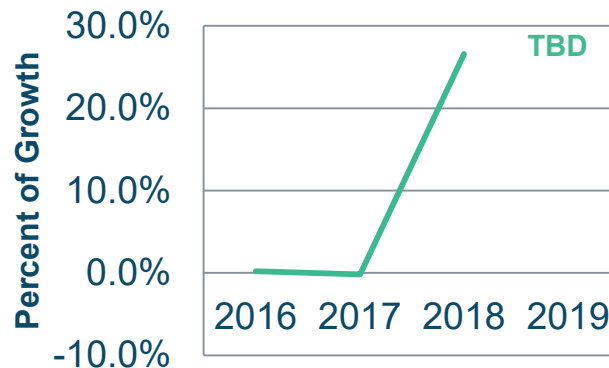
- 204 million national impressions
- Consumers who saw digital ads were more than **2x as likely** to later come to Florida
- Consumers who visited the adventure website were more than **4x times as likely** to later visit Florida



26.6%

Percent of growth
in adventure trips
to Florida in 2018

Adventure Trips to Florida



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
- > **95:1** return on ad spend



24.4%

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

Recent Accomplishments



Domestic and International Visitors

- Since 2012, Florida's international market share has increased from 22.1 to 24.4 percent
- Other states, such as New York, Nevada and Hawaii, have seen their international market shares decrease
- Domestically, Florida is the top vacation destination for U.S. visitors, families, beach travelers, Baby Boomers, Gen Xers, Millennials and African Americans



2019-2020 VISIT FLORIDA Marketing Plan



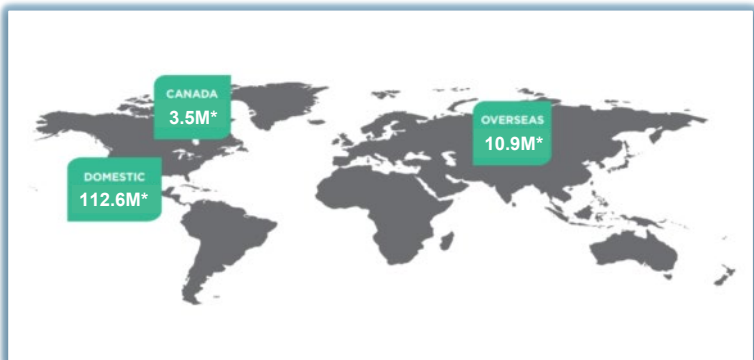
Marketing Strategies

- **Drive Demand** - Keep Florida top of mind among target audiences
- **Increase Yield** - Stimulate balanced incremental growth that delivers the greatest economic impact to Florida through programs
- **Brand engagement** - Identify and engage advocates in promoting the Florida brand
- **Industry Alignment** - Promote industry alignment and collective impact through Partner investment and thought leadership



2019-2020 VISIT FLORIDA Marketing Plan

International Marketing Snapshot



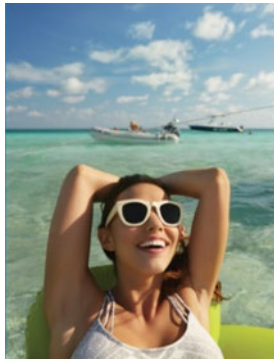
No.	Country	2018 Visitation	% Change
1	Canada	3,512,000	2%
2	United Kingdom	1,498,000	0%
3	Brazil	1,218,000	10%
4	Argentina	646,000	-16%
5	Colombia	598,000	7%
6	Mexico	468,000	7%
7	Germany	386,000	-14%
8	Venezuela	386,000	-4%
9	France	323,000	3%
10	China	288,000	-6%

2019-2020 VISIT FLORIDA Marketing Plan

Domestic Marketing Snapshot



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 Fashion Leading up to
Major/Long Weekend Holidays

What's Next for VISIT FLORIDA

- 2020 Florida Legislative Session
- SB 362 & HB 213
- Tourism Day – January 22, 2020



Thank you!

VISITFLORIDA®

