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# Together

We are VISIT FLORIDA

To successfully market a destination as diverse and expansive as the Sunshine State requires the dedication and commitment of a host of resources. In order to fulfill our mission of establishing Florida as the No. 1 travel destination in the world, VISIT FLORIDA endeavors to serve as a catalyst for maximizing the impact of the Florida tourism industry's efforts to promote the state to potential visitors in the U.S. and around the globe.

As you review this online annual report, you will find a wealth of information about the programs and partnerships VISIT FLORIDA created or enhanced this past fiscal year. We hope you enjoy sharing in the accomplishments that VISIT FLORIDA achieved in 2012-2013 because none of them would be possible without the involvement of Florida's residents and fans, the employees in the Florida tourism industry and all our other partners and supporters.

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## VISIT FLORIDA's Mission, Vision, Values & Purpose

Established by the Florida Legislature in 1996 as the state's official tourism marketing corporation, VISIT FLORIDA serves as the sole statewide destination marketing organization representing the entire Florida tourism industry. As we plan and carry out this role, the VISIT FLORIDA team follows a mission, vision, values and purpose that serve as constant reminders of our core responsibilities.

### VISIT FLORIDA's Mission

is to promote travel and drive visitation to and within Florida

### VISIT FLORIDA's Vision

is to establish Florida as the No. 1 travel destination in the world

### VISIT FLORIDA's Values

are Integrity, Excellence, Innovation, Inclusiveness, Welcoming, Fun and Teamwork

### VISIT FLORIDA's Purpose

is to brighten the lives of all

## VISIT FLORIDA's Strategic Goals

For the 2012-2013 fiscal year, five Strategic Goals were identified which informed all of VISIT FLORIDA's marketing goals and efforts over the past year.

1. Provide leadership to ensure the Florida tourism industry is competitive and sustainable
2. Become the trusted source of travel information that informs and inspires travel to and within Florida
3. Protect and grow Florida's share of destination travel through integrated sales and marketing programs that drive visitation to and within Florida
4. Leverage VISIT FLORIDA resources through cooperative marketing programs that create and add value for Partners within and outside the Florida tourism industry
5. Put all VISIT FLORIDA resources to their highest and most productive uses to maximize operating efficiencies and the impact of all organizational efforts

The information in the four links above provide key examples of the ways in which VISIT FLORIDA implemented these Strategic Goals and the following Marketing Principles to achieve the overall priorities set forth for the 2012-2013 fiscal year.

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## VISIT FLORIDA's Marketing Principles

VISIT FLORIDA's vision – to establish Florida as the No. 1 travel destination in the world – is ambitious, but achievable. To succeed, VISIT FLORIDA must build a strategic marketing platform that aligns the collective interests of the Florida tourism industry and provides integrated marketing opportunities for the industry to leverage.

In order to ensure that VISIT FLORIDA is maximizing the impact of its marketing resources (money, time and relationships), the organization has adopted a set of Marketing Principles that drove all strategic thinking for this fiscal year and beyond. While each principle has value on its own merit, the greatest value for VISIT FLORIDA is in executing these principles consistently and in concert with one another.

1. **Create Value & Add Value** – First and foremost, every VISIT FLORIDA program or initiative must create value and add value for travelers and for Industry Partners. If the industry can produce a program at the same cost and with the same impact, then there is no reason for VISIT FLORIDA to invest resources in the program. VISIT FLORIDA programs must provide the Florida tourism industry a strategic advantage and must inspire consumers with valuable information or a valuable service.
2. **Everything Is Co-opable** – At its core, VISIT FLORIDA is a cooperative marketing company. Since 1996, Industry Partners have invested more than \$1.04 billion in VISIT FLORIDA co-op marketing programs. Florida tourism Industry Partners have the opportunity to leverage VISIT FLORIDA's investment in marketing programs to maximize the impact of their individual resources.
3. **With Scarcity Comes Clarity** – Given a choice, every marketer would prefer to have more resources to implement marketing programs. VISIT FLORIDA must prioritize its time, energy and budget to optimize the organization and maximize the impact of our efforts by focusing only on programs that create and add value for travelers and Industry Partners.
4. **Something for Everyone** – There is a tendency in membership organizations to stick to the “Fairness Doctrine,” build programs to the lowest common denominator and provide the same benefits to all members in all cases. The result is often a marketing structure that tends toward mediocrity. VISIT FLORIDA represents an industry that is remarkable in its breadth and diversity and a “one size fits all” approach simply will not work. VISIT FLORIDA has made a strategic decision to strive to provide valuable programs for all Partners, while recognizing and communicating that not all programs will be a good fit for every Partner.
5. **Quality vs. Quantity** – Size matters, but impact matters more. The impact of a promotion on consumer behavior is more important than the number of people that promotion reaches. It is important to consider how many incremental visitors to Florida were influenced in their decision making by any given press release, promotion, advertisement or sales effort.

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## VISIT FLORIDA's Marketing Principles continued

- If It's Worth Doing, It's Worth Doing Right** – While wise financial stewardship is critical in all that we do, VISIT FLORIDA will not sacrifice quality to save money; nor will we initiate a new program or continue with an existing program without dedicating the resources necessary to make the program a success. VISIT FLORIDA will protect our brand promise and will commit to do it right or not do it at all.
- Content Is Core** – Regardless of whether stories are told in advertising, on VISITFLORIDA.com, social media or any other traditional or digital media, stories that inspire travel to Florida are core to VISIT FLORIDA's marketing efforts. VISIT FLORIDA is committed to creating, curating and distributing compelling articles, photographs and videos that tell the Florida travel story.
- Innovation** – VISIT FLORIDA is committed to building a culture that encourages staff and Partners to create more effective products, services and technologies to give Florida a competitive advantage in the global travel and tourism industry.
- Best in Class Partnerships** – Just as the Florida tourism industry expects VISIT FLORIDA to create and add value to their independent marketing efforts, VISIT FLORIDA expects our Partners to create and add value to our internal efforts. As a result, VISIT FLORIDA has assembled a first-class team of marketing partners to help us do our job better. These advertising, public relations, internet development and publishing partners bring substantial resources and expertise to execute strategic marketing plans. Working with partners, VISIT FLORIDA is able to implement strategic co-op marketing that significantly leverages our budget and provides Partners with access to programs on a scale not otherwise possible.

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## Strategic Priorities

**Providing Leadership**

As the official tourism marketing corporation for the state, VISIT FLORIDA is committed to providing leadership to ensure that Florida's tourism industry remains competitive and sustainable. To accomplish this, it is important for VISIT FLORIDA to position itself as a thought leader and valuable resource to key Florida tourism stakeholders.

Expanding and increasing industry engagement is a key component for providing leadership. Buy-in and participation from Florida tourism businesses and industry leaders are essential for the success of VISIT FLORIDA's marketing objectives. In order to better educate and engage Florida's tourism industry, VISIT FLORIDA hosted two key events in 2012-2013.

Held in September, the 45th Annual Florida Governor's Conference on Tourism offered the opportunity for more than 800 members of the travel industry from across the state to learn the latest in marketing strategies, obtain critical research data, share best practices and receive powerful hands-on marketing solutions for destination marketing challenges. Against the backdrop of increasing international competition and technological advancements, 177 Florida tourism industry leaders met at the annual VISIT FLORIDA Marketing Retreat in December to

begin to set the course for **VISIT FLORIDA's 2013-2014 Marketing Plan**. During this two-day event, members of VISIT FLORIDA's Board of Directors and Marketing Committees, as well as key staff and agency partners, discussed the upcoming year's strategic and budgetary planning process and provided valuable input on "The Road Ahead."

Another way VISIT FLORIDA serves as a thought leader and valuable resource to the industry is through the production of its **"Log-In & Learn" educational webinar program**. This effort is designed to provide Florida tourism businesses with access to industry trends and marketing expertise, as well as resources to assist in maximizing their partnership with VISIT FLORIDA. During the 2012-2013 fiscal year, the Industry Relations team conducted 12 webinars attracting nearly 1,000 participants. Topics for the program are selected based on suggestions from VISIT FLORIDA staff, as well as input from tourism business Partners and information requests that come through our Industry Hotline. The webinars, which are free of charge, are recorded and archived in our **Learning Library**.

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**Providing Leadership continued**

Through a leadership role in the Partnership for Florida's Tourism, VISIT FLORIDA joins with the Florida Association of Destination Marketing Organizations, the Florida Association of RV Parks & Campgrounds, the Florida Attractions Association and the Florida Restaurant & Lodging Association to engage with Florida legislators on issues pertaining to Florida travel and tourism. In March, VISIT FLORIDA helped organize the **2013 Florida Tourism Day at the Capitol**, where a record 313 industry representatives from 39 counties traveled to Tallahassee to meet with more than 80 legislators and government leaders about the importance of Florida's tourism industry and the rationale for public funding.

To share the Florida tourism message with meeting and incentive travel professionals, VISIT FLORIDA hosts **Florida Encounter** – our premier appointment-based tradeshow showcasing Florida destinations. For the December 2013 event, now in its 32nd year, VISIT FLORIDA has planned a revamped and revitalized show that will feature the addition of sports planners to the list of attendees and will offer a new series of educational sessions.

In 2013, VISIT FLORIDA announced the **acquisition of Florida Huddle**. The event, which has been operating for 37 years, is the longest running travel trade show in Florida where suppliers from around the state meet

directly with domestic and international buyers of travel and travel media. Relationship building events that allow buyers and suppliers to have pre-arranged face-to-face appointments are a vital component of the Florida tourism industry's marketing efforts. The acquisition of Florida Huddle provides an opportunity for VISIT FLORIDA to add value for our Partners and offer first-hand information to travel trade professionals from around the globe.

In order to assist world-wide travel agents with boosting their knowledge of the Florida product, VISIT FLORIDA partners with Worth International Media Group and *Recommend* magazine to host the **Florida Specialist Program**. Through the study of course materials and the successful completion of a test in two topic areas – General Florida and Florida Weddings – travel agents are qualified to be placed on our website as an official "Florida Specialist." The two courses in the Florida Specialist Program are the only ones in North America being featured on the **Recommend Education** website – one of the travel trade's leading brands.

VISIT FLORIDA will continue to refine our marketing opportunities and programs, expand and increase industry engagement and provide valuable leadership to ensure that the best possible marketing strategies are in place to make Florida the No. 1 vacation destination in the world.

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## Strategic Priorities

**Being the Trusted Source**

VISIT FLORIDA's commitment to being the trusted source of travel information that informs and inspires travel to and within Florida was significantly enhanced in 2012-2013. Key ways in which VISIT FLORIDA provided strategic thinking and leadership in our marketing efforts this past year included the introduction of numerous programs in the areas of social media and web content. VISIT FLORIDA's traditional advertising and promotions efforts – combined with the special projects outlined below – allowed Florida to achieve a 4.7% increase in visitor numbers in 2012 and an estimated 4.2% increase through the first half of 2013.

**VISIT FLORIDA Travel Wire** – The Travel Wire was created by VISIT FLORIDA's Senior Editor as a way to increase the visibility of Florida tourism stories on highly-influential publication websites. Made up of a network of more than 60 veteran journalists, this revolutionary content initiative now includes over 700 stories, videos, photo essays and infographics that have appeared on trusted news sites such as TampaBay.com and Philly.com. Additionally, our content team established a dedicated **VISIT FLORIDA travel blog** being delivered twice weekly on The Huffington Post online and debuted VISIT FLORIDA, a half-hour show of **Spanish-language travel stories** reported and produced by VISITFLORIDA.com journalists on InfoMás, Bright House Network's 24-hour Spanish-language news and information channel.

**Florida Insiders** – In 2012-2013, two new **Florida Insiders** were added to our award-winning collection of Sunshine State experts. With such a robust foodie scene in Florida, the existing Dining, Entertainment and Luxury topic was broken up and two dedicated Insiders were established to cover them separately. Also, a second Fishing Insider was added in order to truly do justice to the “Fishing Capital of the World.” These new Insiders are included in a team of 15 experts who interact with our visitors via Facebook, Twitter and dedicated blogs offering their unique and personal connection with travelers around the world.

**Hook, Line & Shifter** – VISIT FLORIDA's latest social media awareness campaign, titled **Florida's Hook, Line & Shifter Sweepstakes**, was aimed at increasing fall travel to the Sunshine State. VISIT FLORIDA brought together two of our most popular marketing partners – the Dempsey Race Team and the Bass2Billfish television show – to put together a thrill seeker's chance of a lifetime. Supported by a digital media buy that included display and social media ads, video and audio placements with vendors such as Facebook, Google and the Weather Channel, and – through our partnership with Clear Channel's iHeartRADIO – an integrated launch across their mobile, digital and social platform of over 4 million fans, Hook, Line & Shifter resulted in more than 1.7 billion impressions.

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**Being the Trusted Source continued**

As the state's official tourism marketing agency, it is essential for VISIT FLORIDA to provide strategic leadership and information to Florida's tourism industry and government officials. Partners look to VISIT FLORIDA for assistance in better promoting their individual businesses and destinations in an increasingly competitive global marketplace. In addition, VISIT FLORIDA cultivates an increased level of visibility within state government and continues to be recognized as a vital part of the state's economic recovery efforts. Below are several initiatives VISIT FLORIDA undertook related to serving our industry and legislative stakeholders in 2012-2013.

**Air Team Florida** – VISIT FLORIDA's Air Team Florida initiative was designed to bring together Florida tourism destination representatives, airport and airline executives, and key business and industry leaders in order to have a greater impact on the global travel industry. Members of Air Team Florida coordinated a co-branded networking stand at the 18th World Route Development Forum in Abu Dhabi, whose collective branding effort impressed upon the nearly 3,000 attendees from more than 80 countries the state's economic support and backing for new route development. VISIT FLORIDA's initiative also included an Airline Grant Program to assist Florida airports and their communities with expanding international air service to the Sunshine State. **Air Team Florida** capped off the year by coordinating an event in France where Governor Scott

and Florida tourism representatives met with a contingent of international airline executives and tour operators to discuss efforts to increase airlift to Florida.

**Partnership with the Florida Chamber Foundation** – VISIT FLORIDA partnered with the Florida Chamber Foundation on the addition of metrics to **The Florida Scorecard** that now track the impact of Florida's tourism industry on the state's economy. The new "Tourism Indicators" tab provides detailed, interactive metrics that gauge the monthly activity of six key indicators within Florida's top industry and offer insight into the importance of tourism to the Sunshine State's business community.

**Share a Little Sunshine Partnership with Florida Park Service** – VISIT FLORIDA's Share a Little Sunshine advocacy platform continued our partnership with the **Florida Park Service** to encourage our shared fans to invite their friends and family to explore Florida's 160 state parks. As part of the initiative, VISIT FLORIDA produced and aired statewide PSAs that included Governor and Mrs. Scott, as well as video vignettes for the web highlighting 10 of Florida's diverse state parks as seen through the eyes of Florida visitors. Partnerships like this one leverage the collective strength of the Florida tourism industry and the Share a Little Sunshine fan base to grow travel to and within the state.

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***Being the Trusted Source continued***

**Viva Florida Partnership with Florida Department of State** – As part of the state’s commemoration of the 500th anniversary of the European discovery of Florida in 1513, VISIT FLORIDA continued our partnership with the Florida Department of State to increase awareness and drive visitation. To provide visitors with a broad spectrum of cultural and historical travel information, VISIT FLORIDA developed a website at [VISITFLORIDA.com/viva](http://VISITFLORIDA.com/viva) for visitors to explore the Sunshine State’s cultural heritage trails, learn about upcoming Viva Florida events and get travel tips from VISIT FLORIDA’s Viva Florida Insider. In support of **Viva Florida 500**, VISIT FLORIDA created a campaign offering a multitude of resources and opportunities for the Florida tourism industry to promote their destination’s activities and engage Sunshine State visitors. Those efforts included a “Share Your Florida Story” Facebook timeline, Florida’s 500 Years of Adventure Sweepstakes, PSAs featuring Juan Ponce de León, and helping arrange for **El Galeón** – a replica of Spanish ships from the 1500s – to visit ports throughout Florida.

**Brand USA Partnership** – After becoming one of only four founding partners of Brand USA when it launched in 2011, VISIT FLORIDA has continued our commitment of dollars and in-kind support of Brand USA’s efforts to grow international travel to the U.S. In September 2012, VISIT FLORIDA’s then-President and CEO Chris Thompson was tapped to head Brand USA as it began a new chapter in the evolution of the organization. VISIT FLORIDA’s strong ties to **Brand USA** provide a tremendous opportunity to create co-op marketing programs that allow Florida’s tourism businesses to advertise on a world stage at a scale not otherwise possible.

Through their interest in partnering with us on these efforts, consumers, the media, the tourism industry, and state and federal officials have proven that they can look to VISIT FLORIDA as a credible and trusted source on Florida travel and tourism issues.

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## Strategic Priorities

**Maximizing Marketshare**

VISIT FLORIDA has a responsibility to protect and grow Florida's share of destination travel and does so through integrated sales and marketing programs that drive visitation to and within Florida. VISIT FLORIDA also recognizes that it is not necessarily the number of people reached that is most important, but rather the overall impact that our marketing initiatives have on consumer behavior.

Strategic, integrated and targeted marketing campaigns are the cornerstone of VISIT FLORIDA's marketing efforts for maximizing market share. In early 2013, VISIT FLORIDA unveiled our first **new brand campaign** in three years which sought to capture all the feelings of a Florida vacation in just four words: Must Be the Sunshine. There is nothing more powerful than a personal story being shared directly with others, and so at its core "**Must Be the Sunshine**" is a storytelling campaign.

The first television commercial of the campaign, which debuted in Detroit during the Grammy Awards, lands the viewer in the afterglow of an epic Florida family vacation. Since February – via TV, cinema, radio and print, as well as jumbotrons, subway station takeovers, commuter train wraps and even an interactive online game – "Must Be the Sunshine" has been reminding people why Florida vacations make great stories.

And the message has inspired some major participants. Several of Florida's heavyweights – Disney, Universal, SeaWorld and Busch Gardens, along with the Viva Florida 500 initiative, Florida State Parks and many other key tourism businesses – have all partnered together for the first time in the same TV ad. In addition to Detroit, the ads are playing in Atlanta, New York, Chicago, Boston, Washington, D.C., Philadelphia and Dallas on such programs as the Today Show, Good Morning America, American Idol and The Big Bang Theory.

This latest campaign takes over from a highly successful final year of VISIT FLORIDA's "**Your Florida Side**" campaign, which generated a record \$258 in traveler spending and \$15 in new sales tax revenue for every \$1 of advertising spend. Results of our annual **Return on Investment Influencer Study** show that 39% of Florida visitors were significantly influenced in their decision to visit the Sunshine State by one or more of VISIT FLORIDA's marketing efforts, marking the fourth consecutive year of ROI increases.

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**Maximizing Marketshare continued**

With nearly 1.1 million Floridians employed in the tourism industry, VISIT FLORIDA recognizes the importance of engaging Florida residents in helping boost the state's economy. In 2012-2013, VISIT FLORIDA ramped up our in-state social media advocacy platform, "**Share a Little Sunshine**," that encourages Floridians to take an active role in protecting jobs and creating revenue in their communities by sending a personal invitation to friends and family to visit the Sunshine State. This platform was the basis for several of VISIT FLORIDA's successful marketing efforts, including the "**Share a Little Sunshine Showdown**," "Emeril's Florida Tailgate Challenge," and PSAs for Florida's State Parks and the Viva Florida 500 campaign.

VISIT FLORIDA is proud to have one of the most popular destination marketing organization websites in the country with more than 7.4 million visits in 2012. As the state's official source for travel planning, drawing visitors to our website is the call-to-action for all domestic and international consumer-facing marketing efforts. Along with providing valuable travel resources and tools to consumers, VISITFLORIDA.com serves as a means for engaging new and repeat visitors to Florida. It also provides an interactive forum for Florida vacationers to share their experience with others, engaging consumers both pre- and post-trip.

VISIT FLORIDA continually upgrades and improves the site to ensure that the most innovative travel planning tools are available to consumers.

The 2012-2013 fiscal year was no exception, with VISIT FLORIDA launching a **completely redesigned VISITFLORIDA.com** leveraging current technology trends to provide an easily navigable experience for users that celebrates Florida's rich travel planning opportunities. The new site features:

- A Pinterest-style grid-based layout;
- Consumer-centric navigation with an intuitive user-friendly flow;
- Inspirational travel themes that allow users to customize their search through BuzzFeed-like labeling; and
- A responsive design that lets the site adjust to whatever platform users may choose.

The need to engage consumers is an ongoing challenge highly influenced by outside factors, including technological advances and increased destination competition. VISIT FLORIDA's marketing efforts will continue to evolve with new and innovative methods responsive to the shifts in global travel trends in order to maximize Florida's market share as a premier vacation destination.

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**Leveraging Resources**

To remain a competitive destination marketing organization, VISIT FLORIDA continues to improve and refine our business practices. These efforts ensure that resources are put to their highest and most productive uses while maximizing operating efficiencies.

VISIT FLORIDA also strives to leverage resources through cooperative marketing programs that create and add value for partners within and outside the Florida tourism industry. While wise financial stewardship is critical, VISIT FLORIDA focuses on not sacrificing quality in order to initiate a new program or continue an existing program without dedicating the resources necessary to make the program a success.

VISIT FLORIDA is committed to creating marketing partnerships with firms that match Florida's brand strength and consumer focus. By assembling a team of best-in-class partners, VISIT FLORIDA is able to implement strategic co-op marketing programs that significantly leverage combined budgets and provide tourism businesses with access to promotions on a scale not otherwise possible. Major strategic alliances with Dollar Rent A Car, The Hertz Corporation, SeaWorld Parks & Entertainment, Universal Orlando and Walt Disney World

allow VISIT FLORIDA to leverage the resources of these key tourism-related organizations and unite marketing efforts in driving visitation to Florida. In addition, VISIT FLORIDA expanded innovative corporate partnerships with major brands such as Google, Mazda, Clear Channel and iHeartRadio to further extend Florida's brand identity and attract new visitor segments.

In order to maximize the reach of the shared Florida brand, VISIT FLORIDA is committed to exploring co-op arrangements in all of our marketing efforts. The focus on expanding Florida's presence in front of consumers is facilitated by VISIT FLORIDA negotiating cost-effective advertising buys that are then offered to partners through our [Co-op Marketing Planner](#), which includes more than 160 advertising, sales, promotions and public relations options from which to choose. In 2012-2013, VISIT FLORIDA offered new co-op opportunities, including a digital brand awareness program with Google and international marketing efforts through Brand USA.

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#### Strategic Priorities

### **Leveraging Resources continued**

Human resources play a key role in VISIT FLORIDA's overall success. The leadership team regularly evaluates the organization's internal structure and implements changes to improve and foster integration between departments while maximizing operational efficiencies. In 2012-2013, new positions, such as a Marketing Director, Deputy Editor, Digital Analyst and Social Marketing Representative, as well as the entire **Marketing Solutions & Sales department**, were added to ensure the organization remained in step with global marketing trends and was best positioned as the authoritative source for Florida travel content. Last year also marked the ascendancy of former Chief Marketing Officer **Will Seccombe** to the role of VISIT FLORIDA's President and CEO, as well as the selection of **Paul Phipps** as the organization's new CMO.

VISIT FLORIDA's success as a destination marketing organization is ultimately dependant on the ability to remain flexible and open to change. By re-evaluating past models and exploring innovative new opportunities, VISIT FLORIDA is strategically positioned to effectively leverage available resources to respond to the ongoing changes in the global marketplace. This forward-thinking approach is what enables VISIT FLORIDA to remain one of the most aggressive and pioneering destination marketing organizations in the world.

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## 2012-2013 Annual Highlights

On behalf of the tourism industry in the Sunshine State, VISIT FLORIDA was focused on maximizing the impact of our marketing resources to attract visitors to the state during the 2012-2013 fiscal year. From a national campaign that reached millions of potential visitors to the highly personalized answering of individual visitor questions at the Official Florida Welcome Centers, VISIT FLORIDA's efforts over the past year contributed significantly to making Florida the premier vacation destination for visitors from across the globe. The following "Annual Highlights" showcase just a few of the ways VISIT FLORIDA's responsiveness and leadership helped grow the Florida brand during the past year.

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Announced that the VISIT FLORIDA Travel Wire – a network of more than 60 veteran journalists writing, photographing and filming stories on Florida destinations – had begun appearing twice weekly on **The Huffington Post online**



Launched a year-long, once-a-month **celebrity chef project** in partnership with WCTV-TV – a CBS news affiliate in Tallahassee – to provide a platform for showcasing Florida’s culinary stars and their specialty dishes

Hosted an **inaugural Florida Delegation Reception** for more than 50 statewide tourism industry Partners at the 98th Annual Destination Marketing Association International Convention in Seattle



Conducted **radio and satellite media tours** featuring VISIT FLORIDA Family Insider Jill Martin that reached 3.6 million potential visitors encouraging them to plan a last Sunshine State summer vacation before school begins



Partnered with the Florida Department of Environmental Protection’s Florida Parks Service to launch the **State Parks component of the Share a Little Sunshine campaign**, including public service announcements and video vignettes for the web



Won the National Council of State Tourism Directors’ 2012 Mercury Award for our **Florida Fan Game** contest which called on residents and fans to share their passion for college football by inviting friends and family to visit for a game this season

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Provided attendees at the **45th Annual Florida Governor's Conference on Tourism** with a first look at VISIT FLORIDA's multi-marketing platform approach to Viva Florida 500, including a Partner toolkit and digital press room for travel journalists

Launched the **Hook, Line & Shifter Sweepstakes** which brought together two of VISIT FLORIDA's most popular marketing partners – the Dempsey Race Team and the Bass2Billfish television show – to create a thrill seeker's chance of a lifetime



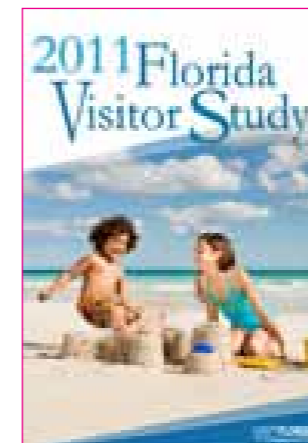
Partnered with the Florida Association of RV Parks and Campgrounds to celebrate **Florida Camping Month** through interactive displays in the Official Florida Welcome Centers, which assist more than 2.3 million visitors each year



Partnered with Emeril Lagasse to host "**Emeril's Florida,**" a new television show on the Cooking Channel featuring the high-energy host exploring dining, entertainment and travel opportunities at destinations throughout the Sunshine State



Released an **updated Marketing Partner Guide** – an easy-to-read, highly visual how-to guide of VISIT FLORIDA's many benefits and programs – that serves as a printed companion piece to the Online Marketing Planner and News to Use e-newsletter



Produced the online version of VISIT FLORIDA's **annual Florida Visitor Study**, a research report that provides an in-depth look at the travel patterns and trends in the Sunshine State

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Named the **2012 State Tourism Office of the Year** by the Southeast Tourism Society for a host of strategic and innovative VISIT FLORIDA projects that expanded the reach and relevance of the Florida brand to new audiences



Organized a huge presence for the Florida tourism industry at **World Travel Market** – the second largest tradeshow in the world – including a two-hour media event on the tradeshow floor and hosting the “Florida’s Got the ‘F’ Factor” competition

Showcased the diverse collection of meetings destinations in Florida through stage and video presentations at the **REJUVENATE Marketplace**, an annual conference of more than 2,000 faith-based meeting professionals



Teamed up with the Florida Restaurant & Lodging Association, the Florida Department of Agriculture & Consumer Service and the Florida Lottery to sponsor the “**Share A Little Sunshine Showdown**”



Announced selection of Will Secombe as **VISIT FLORIDA’s new President and CEO**, replacing Chris Thompson who was tapped to serve as President and CEO of Brand USA



Released results of annual survey showing return on investment for **VISIT FLORIDA’s 2011 advertising campaign** which generated \$258 in traveler spending and \$15 in new sales tax revenue for every \$1 of advertising spend

Brought together VISIT FLORIDA's in-country experts from China, Germany, India, Latin America and the U.K. for our **first-ever Brand Camp** to discuss how our campaign messaging best translates in targeted overseas markets



Kicked off VISIT FLORIDA's year-long **Viva Florida 500 campaign**, including a "Share Your Florida Story" Facebook timeline, Florida's 500 Years of Adventure Sweepstakes and PSAs featuring Ponce de Leon



Hosted the annual **VISIT FLORIDA Marketing Retreat** where 177 Florida tourism industry leaders met to help create "The Road Ahead" for VISIT FLORIDA's 2013-2014 Marketing Plan



Announced VISIT FLORIDA's acquisition of **Florida Huddle**, the longest running travel trade show in Florida where suppliers from around the state meet directly with domestic and international buyers of travel and travel media



Held first in a series of **new travel trade events** organized by VISIT FLORIDA's Meeting & Events team to bring together influential travel agents and our Industry Partners in core cities such as Atlanta, Boston, Chicago and Philadelphia



Partnered with **EagleRider**, the world's largest motorcycle rental and tour company, to host a media fam tour for writers with motorcycle enthusiast and adventure traveler publications from six international markets



Joined with the Florida Attractions Association in promoting the importance of attractions to the tourism economy at their **2013 Attraction Regional Forums**, where VISIT FLORIDA presented on current market trends, technology and best practices

Welcomed Paul Phipps as VISIT FLORIDA's **new Chief Marketing Officer**, formerly GM for Seminole IMG Sports Marketing/Assistant Athletic Director for Florida State University, CMO for International Speedway Corp and EVP for Major League Soccer



Partnered with the Florida Chamber Foundation on the addition of a **new Tourism Indicators tab on The Florida Scorecard** that utilizes metrics to track the impact of Florida's tourism industry on the state's economy



Unveiled the new **Must be the Sunshine campaign**, the first major product of VISIT FLORIDA's creative relationship with Miami's SapientNitro and marked the first time Disney, Busch Gardens, SeaWorld and Universal partnered together in the same ad



Announced that 2012 was the **second consecutive record year for Florida tourism** with 91.5 million visitors who spent \$71.8 billion, generating 23 percent of the state's sales tax revenue and employing more than one million Floridians

Unveiled the redesigned **VISITFLORIDA.com website** that leverages current technology trends to reflect VISIT FLORIDA's evolving commitment to provide consumers with fresh, high-quality content that inspires travel to Florida



Debuted VISIT FLORIDA, a half-hour show of **Spanish-language travel stories** reported and produced by VISITFLORIDA.com journalists on InfoMás, Bright House Network's 24-hour Spanish-language news and information channel



Hosted record number of Industry Partners and travel writers as part of VISIT FLORIDA's annual **Public Relations media missions and receptions** program in key markets, including Atlanta-Birmingham, Chicago, Dallas-Fort Worth and New York



Released results from the annual Return on Investment Influencer Study that show 39% of Florida visitors were significantly influenced by one or more of VISIT FLORIDA's marketing efforts, marking the **fourth consecutive year of ROI increases**

Hosted the industry's annual **Florida Tourism Day at the Capitol** in conjunction with the Partnership for Florida's Tourism and five other statewide organizations to showcase the state's No. 1 industry to the legislature



Hosted a media reception onboard the El Galeón, a replica of Spanish ships from the 1500s, that VISIT FLORIDA and our Industry Partners collaborated with the Nao Victoria Foundation to have sail from Spain to Florida as part of the **500th anniversary commemoration**





Thanked Governor Scott and the Florida Legislature for their extraordinary support of the Florida tourism industry with the announcement of a **\$9.5 million increase in funding for VISIT FLORIDA**, representing a record \$63.5 million for FY 2013-2014



Established the new **Marketing Solutions & Sales Department** tasked with managing and selling VISIT FLORIDA's owned and operated assets, including e-newsletters, printed maps, online Epic Vacation Maker and other web advertising opportunities



Joined the rest of the nation in celebrating the importance of tourism during the annual **National Travel & Tourism Week** by participating in rallies, awards luncheons and other events to help spotlight the power of travel

Conducted 196 tours of the Florida Capitol for more than 7,000 guests during the 2013 Legislative Session, during which time VISIT FLORIDA's staff at the **Official Capitol Welcome Center** handed out over 31,000 visitor guides, maps and brochures



Announced that 26 million visitors came to Florida in the first quarter of 2013 – an increase of 4.7 percent over the same period in 2012 – making it the **biggest quarter for visitation in the history of Florida tourism**

Awarded \$378,353 to 85 tourism organizations as part of **VISIT FLORIDA's grants program**, which received a record 126 applications for Advertising, Minority Convention, Small Business and Cultural, Heritage, Rural and Nature Tourism



Hosted the **iHeartRADIO Ultimate Pool Party presented by VISIT FLORIDA** – a two-day music festival held at the Fontainebleau Miami Beach that generated 60 million impressions across more than 100 Clear Channel radio, digital and social channels



Unveiled the **2013-2014 Destination Marketing Plan**, which serves as the road map that guides all VISIT FLORIDA sales and marketing efforts for the upcoming fiscal year based on guidance, input and insight from the Florida tourism industry



Coordinated an event in France where Governor Scott and Florida tourism representatives met with a contingent of international airline executives and tour operators to discuss **efforts to increase airlift to Florida**

Created a new **Share a Little Sunshine PSA** reminding in-state residents of the endless opportunities for summer fun in Florida and sharing creative ideas for inviting friends and family to visit



July

August

September

October

November

December

January

February

March

April

May

June



## 2012-2013 Measures of Success

While VISIT FLORIDA's successes cannot always be measured in numbers, the following highlights illustrate the impact of VISIT FLORIDA efforts to position Florida as the No. 1 travel destination in the world during the past year. Unless otherwise indicated, the numbers in this section represent totals for VISIT FLORIDA's fiscal year, which runs July 1 to June 30.

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## 2012-2013 Measures of Success

**91.5 million** ..... Total number of out-of-state and international visitors to Florida\*

**10.4 million** ..... Total number of overseas visitors to Florida\*

**3.6 million** ..... Total number of Canadian visitors to Florida\*

**20.3 million** ..... Total number of in-state travelers\*

**\$71.8 billion** ..... Total spending infused into Florida’s economy by visitors\*

**1,087,700**..... Number of Floridians directly employed by tourism\*

**11,880**..... Number of VISIT FLORIDA Partners and web affiliates

**914**..... Number of attendees who participated in VISIT FLORIDA’s 12 tourism industry or Partner webinars

**\$378,353**..... Amount awarded to 85 grant recipients through the Advertising Matching Grant, the Minority Convention Grant, the Small Business Grant and the Cultural, Heritage, Rural and Nature Tourism Grant programs

**313**..... Number of industry representatives from 39 counties who met with more than 80 lawmakers on Florida Tourism Day at the Capitol to advocate for tourism marketing public funding

**\$18.7 million** ..... Industry investment in VISIT FLORIDA co-op programs

**7.1 billion** ..... Consumer impressions generated through co-op and dedicated VISIT FLORIDA advertising in domestic and international markets

**\$76.2 million** ..... Media value generated from the execution of 169 promotional programs

**2.7 billion** ..... Consumer impressions generated from 169 promotional programs

**1.2 billion** ..... Earned media impressions generated through public relations and corporate communications efforts

**7.4 million** ..... Visits to the consumer website, VISITFLORIDA.com

**2.5 million** ..... Visits to the mobile version of VISITFLORIDA.com

**52,601**..... Followers on VISIT FLORIDA consumer Twitter account, @VISITFLORIDA

**573,483**..... Likes on VISIT FLORIDA consumer Facebook account, Facebook.com/VISITFLORIDA and Insiders Facebook accounts

**143,795**..... Likes on Share a Little Sunshine Facebook account, Facebook.com/FloridaSunshine

**75**..... Number of contributors to the content network

**361**..... Number of freelance-created pieces of content

**15**..... Number of domestic and international VISIT FLORIDA “Insiders” who blog, tweet, post videos, answer questions and offer Florida travel tips to potential visitors all around the world

**3,157**..... Number of questions asked of and answered by the VISIT FLORIDA “Insiders”

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## 2012-2013 Measures of Success continued

- 2,011.....Blogs posted by VISIT FLORIDA “Insiders”
- 2,096.....Number of “hot deals” and special offers posted by 633 Partners on VISITFLORIDA.com and meetings.VISITFLORIDA.com
- 739,561.....Number of travel trade, meetings professionals and consumer attendees reached collectively by 2,788 Florida tourism Partners who participated in VISIT FLORIDA’s 82 domestic and international sales programs
- 2.3 million .....Travelers who visited VISIT FLORIDA’s five Official Florida Welcome Centers
- 1.3 million .....Travelers who participated in 8 monthly themed celebrations hosted at the Official Florida Welcome Centers
- 3,659.....Visitors who were assisted with Florida travel planning through our live operator
- \$290,574.....Tourism spending generated by 3,520 room nights booked through Official Florida Welcome Centers for reservations at hotels, state parks, campgrounds and attractions
- 14.5 million .....E-mails distributed for the Dialogue Program and other e-mail marketing programs highlighting Florida destinations
- 600,000.....Total number of printed copies distributed of the VISIT FLORIDA Magazine and the Florida Insider Magazine
- 1 million .....Number of 2013 Official Transportation Maps produced in-house with support from 42 tourism clients

*\*Reflects calendar year 2012*

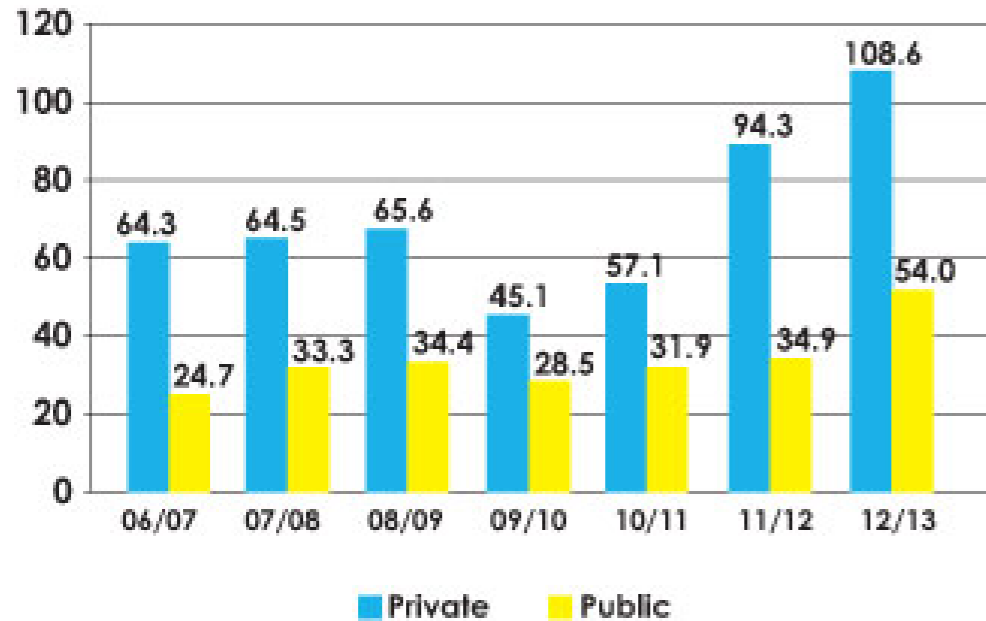
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## 2012-2013 Financial Overview

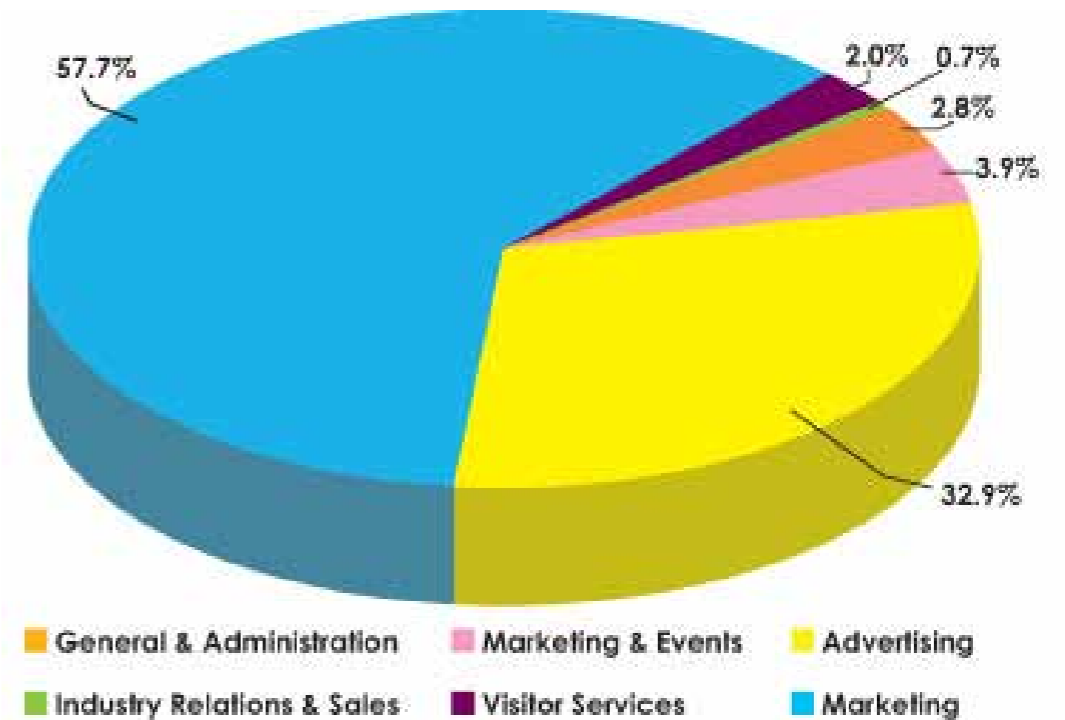
Over our 17-year history, VISIT FLORIDA has been a \$1.5 billion destination marketing cooperative, matching \$474 million in public funding with \$1.04 billion of private investment by nearly 12,000 Florida tourism businesses and strategic alliance partners. As a public/private corporation, VISIT FLORIDA adheres to stringent guidelines for the proper stewardship of the public and private funding we receive. Each year, a third-party audit is conducted on VISIT FLORIDA's financial statements and compliance with our state contract. VISIT FLORIDA has received an unqualified opinion every year since our founding in 1996.

### Actual Revenue: 2006-2013

(in millions of dollars)



### Actual Expenses: 2012-2013



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## Serving Our Stakeholders

VISIT FLORIDA, the official tourism marketing corporation for the State of Florida, is responsible for serving a wide variety of stakeholders. The audiences that VISIT FLORIDA serves can be divided among three categories: customers, the Florida tourism industry and the State of Florida.

As the state's official source for travel planning, VISIT FLORIDA implements integrated sales and marketing programs to protect and grow Florida's share of domestic and international travel. These programs provide opportunities for the Florida tourism industry to reach prospective customers, which include consumers, travel trade professionals and meeting planners. The resources are offered directly to them through various outlets including specialized websites, major conventions and tradeshows, as well as advertising, public relations and promotions.

Through relationships with best-in-class strategic alliance, marketing and media partners, VISIT FLORIDA is able to leverage our budget and develop cooperative marketing programs that create and add value for the Florida tourism industry. VISIT FLORIDA Partners, and the industry as a whole, benefit not only from the promotional marketing opportunities we are able to provide at a significant cost savings, but also through the representation and advocacy we offer at the state and national levels.

VISIT FLORIDA's ability to successfully market the Florida tourism product and bring in more visitors helps the state of Florida and all our residents by building and growing businesses, creating jobs and providing family-sustaining wages. These efforts to attract more visitors also generate increased tourist spending that provides funding to help build roads, support schools and pay for vital programs.

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## Serving Our Stakeholders

## Customers

VISIT FLORIDA serves our customers by providing resources, information and assistance to a variety of visitor segments.

As the state's official source for travel planning, VISIT FLORIDA implements a number of marketing and travel planning initiatives targeted at leisure travel consumers. Our newly redesigned [VISITFLORIDA.com](http://VISITFLORIDA.com), the most trafficked destination marketing organization website in the country, serves as a consumer portal inclusive of all aspects of travel planning. Consumer publications, including the VISIT FLORIDA Magazine and the Florida Insider Magazine, as well as a variety of special interest e-newsletters, provide visitors with relevant information on an ongoing basis. VISIT FLORIDA also operates the state's [five Official Florida Welcome Centers](#) at I-10 near Pensacola, U.S. 231 in Campbellton, I-75 in Jennings, I-95 in Yulee and at the Florida Capitol in Tallahassee.

VISIT FLORIDA markets the destination as a top locale for meetings, conventions and incentive travel, and provides assistance to professional planners at all stages of the process. A dedicated [meetings website](#), [Facebook page](#) and [Twitter feed](#), an annual destination trade show known as "[Florida Encounter](#)," and individual planning assistance are all complementary services provided by VISIT FLORIDA to meeting and event professionals. Meeting and convention-specific e-newsletters and updates are also distributed

during the year to a growing database of professionals who specialize in these areas.

Travel media provide consumers with an unbiased review of Florida's tourism products. VISIT FLORIDA serves these media outlets by delivering timely and newsworthy information on destinations throughout Florida, invites travel writers from top publications to experience the state for themselves, and partners with them to offer consumer promotions that attract potential visitors and generate awareness of all there is to see and do in the Sunshine State.

The travel trade industry plays a vital role in bringing visitors to Florida, and VISIT FLORIDA works to actively engage this sector by attending showcases and trade shows across the globe that cater to those who sell travel. By hosting booths, receptions and special events during domestic and international travel trade and consumer shows, VISIT FLORIDA actively works to promote the Florida brand in an increasingly competitive marketplace.

While independently each of these programs is valuable, the collective impact of VISIT FLORIDA's marketing efforts are highly effective. In 2012-2013, 39% of all Florida visitors said they were significantly influenced in their decision to visit the Sunshine State by one or more of VISIT FLORIDA's marketing programs.



Serving Our Stakeholders

Florida Tourism Industry

VISIT FLORIDA serves the Florida tourism industry by providing leadership and resources that contribute to the growth and development of tourism business in the Sunshine State.

When issues arise that affect Florida’s tourism industry, VISIT FLORIDA serves as the main source for distributing information and key messages both to and on behalf of the industry. VISIT FLORIDA works diligently with Partners and state officials to provide the most accurate and up-to-date information in a timely manner to ensure that our destination is positioned correctly to other key stakeholders.

VISIT FLORIDA is also responsible for aiding in the development of tourism products, particularly with under-funded and emerging segments. **Annual grants** for nature-based, rural and cultural tourism initiatives are awarded each year for projects that will enhance the Florida tourism product within these individual segments.

As an industry-driven organization, VISIT FLORIDA relies on private investments from tourism businesses across the state to aid in the funding of our marketing objectives. By partnering with VISIT FLORIDA, tourism businesses and professionals are connected to a vast network of resources that provide a substantial return on investment. Through strategic alliances forged with companies such as Google, Mazda, Clear Channel and iHeartRADIO, VISIT FLORIDA Partners receive access to a variety of benefits, opportunities and programs that allow them to market themselves more effectively and affordably.

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### Serving Our Stakeholders

## State of Florida

VISIT FLORIDA serves the State of Florida as the contracted direct support organization for the state's destination and tourism marketing efforts through Enterprise Florida, Inc. Statutorily created by the Florida Legislature in 1996 as "The Official Tourism Marketing Corporation for the State of Florida," VISIT FLORIDA operates as a public-private partnership.

Each year, the Florida Legislature appropriates public funding to be allocated for tourism marketing. VISIT FLORIDA is required to match those public funds dollar-for-dollar by securing tourism industry investment in our marketing efforts. Since 1996, VISIT FLORIDA has been a \$1.5 billion destination marketing cooperative, matching \$474 million in public funding with \$1.04 billion of private investment by nearly 12,000 Florida tourism businesses and strategic alliance partners.

VISIT FLORIDA is overseen by a 31-member volunteer Board of Directors appointed by Enterprise Florida, Inc. in conjunction with the Florida Department of Economic Opportunity. The Board is comprised of representatives from key sectors of the tourism industry and is balanced geographically throughout the state.

VISIT FLORIDA is ultimately responsible for serving the citizens of Florida through the growth and development of the tourism industry. The public funds provided by Florida taxpayers are reinvested in the state through tourism assets including visitor spending, taxable tourism-related revenue and jobs for Florida residents.

In 2012, Florida welcomed 91.5 million visitors who spent \$71.8 billion, generating 23 percent of the state's sales tax revenue and employing nearly 1.1 million Floridians, making tourism the No. 1 industry in the Sunshine State.

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## Messages From Leadership

[Letter from Governor Rick Scott](#)

[Letter from Chair Glenn Hastings](#)

[Letter from VISIT FLORIDA President & CEO Will Secombe](#)

[Strategic Priorities](#)[Annual Highlights](#)[Measures of Success](#)[Financial Overview](#)[Serving Our Stakeholders](#)Rick Scott  
GovernorSTATE OF FLORIDA  
**Office of the Governor**THE CAPITOL  
TALLAHASSEE, FLORIDA 32399-0001www.flgov.com  
850-488-7146  
850-487-0801 fax

September 2013



Dear Friends,

I am proud to share that last year marked the second consecutive record year for Florida tourism, having welcomed 91.5 million visitors who spent \$71.8 billion. This incredible momentum is a testament to the strength of VISIT FLORIDA and the Florida tourism industry's innovative efforts to market the Sunshine State. On behalf of the State of Florida, I would like to thank the more than one million Floridians employed in the tourism industry who dedicate themselves to increasing visitation to our state and for the hospitality you provide to our visitors.

As we commemorate the 500th anniversary of Florida's discovery by European explorers, I am reminded that tourism has long been the state's leading industry and continues to serve an essential role in the growth and sustainability of our economy. VISIT FLORIDA, acting as the state's official tourism marketing corporation, is the catalyst that brings the public and private sectors together to create marketing programs that promote the Sunshine State to travelers around the globe. Over its 17-year history, VISIT FLORIDA has been a \$1.5 billion destination marketing cooperative, matching \$474 million in public funding with \$1.04 billion of private investment by nearly 12,000 Florida tourism businesses and strategic alliance partners.

With the Sunshine State's reputation as a world-renowned meeting and vacation destination well established, VISIT FLORIDA and the Florida tourism industry might be content to rest on their past accomplishments. However, in today's highly competitive global marketplace, it is more important than ever that VISIT FLORIDA continue to take a leadership role in positioning our state as a top-of-mind destination using cutting-edge marketing strategies that resonate with our visitors.

Building on two consecutive record years, and with your continued support, Florida is well-positioned to achieve the goal of establishing itself as the No.1 travel destination in the world.

Sincerely,

Rick Scott  
Governor[| Next ▶](#)[Messages From Leadership](#)[Corporate Information](#)[About VISIT FLORIDA](#)[HOME](#)



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Dear Partners and Friends,

I was privileged to serve as the Chair of the VISIT FLORIDA Board of Directors this past year. On their behalf, I am proud to present this 2012-2013 VISIT FLORIDA Annual Report. During the last fiscal year we were able to expand the reach and relevance of the Florida brand through the launch of an array of strategic and innovative projects. These projects included partnering with Emeril Lagasse to host "Emeril's Florida" on the Cooking Channel, the unveiling of our new Must Be the Sunshine advertising campaign, and the establishment of a dedicated VISIT FLORIDA travel blog on Huffington Post online. The Board also oversaw the selection and transition of VISIT FLORIDA's new President and CEO, and enjoyed record industry participation on our committees and at the annual Marketing Retreat.

For the tourism industry, VISIT FLORIDA coordinated an event in France with Governor Scott and a contingent of airline executives and tour operators to increase international air lift to Florida, announced our acquisition of Florida Huddle, and created the VISIT FLORIDA Marketing Solutions & Sales department to manage and sell our owned and operated assets in-house. For consumers, VISIT FLORIDA partnered with the Department of State to roll out the Viva Florida 500 campaign celebrating the state's quincentennial anniversary, unveiled a completely redesigned VISITFLORIDA.com website, and released new elements of the in-state Share a Little Sunshine campaign, including PSAs and web videos that featured Disney and Florida's State Parks.

The support of the statewide tourism industry is vital to the success of VISIT FLORIDA's mission and I would like to thank those who have dedicated their time and expertise to further the organization's goals. From serving on the Board of Directors and committees to participating in VISIT FLORIDA programs, your contributions have had a major impact on the accomplishments of Florida's tourism industry.

I also extend my appreciation to the hardworking professionals at VISIT FLORIDA for their dedication and leadership. I have witnessed their commitment to excellence first-hand and can attest to the service-focused nature of each and every team member. As I pass the torch to Tammy Gustafson, this year's Chair of the Board of Directors, I ask that you continue to support VISIT FLORIDA as they strive to make Florida the No. 1 travel destination in the world.

Sincerely,

A handwritten signature in black ink that reads "Glenn Hastings". The signature is written in a cursive, flowing style.

Glenn Hastings  
2012-2013 Chair  
VISIT FLORIDA Board of Directors

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Dear Partners and Friends,

The past two years have been marked by big changes and even bigger accomplishments for the Florida tourism industry. We have had two consecutive years of record visitation, 37 consecutive months of job growth, a record 1,087,700 Floridians employed in the tourism industry and are the top vacation destination for domestic visitors, families, beach-goers, Baby Boomers, Millennials and African American leisure travelers.

Much of this success is attributable to the industry's ability to transform the way we market ourselves to the world. To this end, VISIT FLORIDA is in the midst of a massive re-engineering to maximize the impact of our integrated marketing efforts and to improve the efficiency of the organization. We have launched a new brand campaign, redesigned our website, hired a new agency of record, instituted a new customer relationship management system, added a new accounting system, brought all advertising sales and operations in-house, and created a revolutionary content initiative that has produced over 700 stories, videos, photo essays and infographics. These transformational efforts have not gone unnoticed by the national tourism industry, with VISIT FLORIDA having been named the State Tourism Office of the Year by the Southeast Tourism Society.

The entire Florida tourism industry is grateful to Governor Rick Scott and the Florida Legislature for providing VISIT FLORIDA with a significant increase in public funding over the past two years. This is a clear indication that state leaders recognize the importance of tourism and our industry's role in strengthening the Florida economy and creating jobs for Floridians. It is also a strong endorsement of the industry-driven nature of our public/private partnership and our collective success in generating a substantial return on the state's investment in VISIT FLORIDA's cooperative marketing programs.

It is important to note that while VISIT FLORIDA's budget has more than doubled, we are operating with fewer employees today than we had on staff four years ago. The result is an organization that is keenly focused on creating and adding value for our tourism industry partners, so that together we can make Florida the No. 1 travel destination in the world.

Thank you for your continued support and for all you do to build the momentum of the Florida tourism industry.

Regards,

A handwritten signature in black ink, appearing to read 'J. Seccombe', written in a cursive style.

J. William Seccombe  
President and CEO, VISIT FLORIDA



## Corporate Information

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[Florida Council of Tourism Leaders](#)

[Committees](#)

VISIT FLORIDA, the state's official source for travel planning, is the premier sales and marketing organization that promotes tourism to Florida through sales, advertising, promotions, public relations and visitor services programs both domestically and internationally.

VISIT FLORIDA has 115 employees in Florida and an international team of contracted staff covering Canada, China, Germany, India, Latin America and the United Kingdom. All of these individuals work hard year-round to promote Florida tourism.

To learn more about VISIT FLORIDA, follow our corporate blog at [SunshineMatters.org](http://SunshineMatters.org).

#### Corporate Information

### Senior Management Team

**Will Seccombe**

*President and Chief Executive Officer*

**Paul Phipps**

*Chief Marketing Officer*

**Vangie Fields, CPA**

*Chief Financial Officer and Chief Operations Officer*

**Eileen Forrow**

*Vice President of Marketing and Events*

**Susannah Costello**

*Vice President of Global Brand*

**David Dodd**

*Vice President of Visitor Services*

**Kimberly Faulk**

*Vice President of Marketing Solutions and Sales*

## Corporate Information

**Department Listings****Executive Operations**

The Executive Operations department supports the President and CEO's office through public affairs, corporate communications and stakeholder liaison activities.

**Finance/Administration**

The Finance and Administration department includes the activities of human resources, information technology, network and database management, finance, accounting, contracts supervision, warehouse oversight and office administration.

**Industry Relations**

Responsible for the recruitment and retention of VISIT FLORIDA Partners, the Industry Relations team works to keep our Partners informed of marketing opportunities and program benefits.

**Marketing/Brand**

The Marketing and Brand department oversees the providing of consumer-focused marketing communications in the areas of advertising, co-op, internet, social marketing, public relations, content creation and creative services.

**Marketing Solutions and Sales**

The Marketing Solutions and Sales department oversees the sales growth and promotion of VISIT FLORIDA's owned and operated assets, and is responsible for increasing involvement and investments from current Partners, key industry stakeholders and non-endemic business entities while building product awareness in the marketplace to help clients reach visitors through our digital, print and other program offerings.

**Promotions**

The Promotions team extends VISIT FLORIDA's brand messaging by coordinating Florida vacation packages, which are provided on an in-kind basis, in exchange for promotional media exposure.

**Public Relations**

The Public Relations department assists our Partners with extending their individual PR plans by offering programs and resources that include in-market domestic media missions and receptions, editorial leads, a dedicated website where Partners share destination information with the media, and a coordinated PR presence in key international markets.

**Research**

The Research department studies global consumer trends and travel patterns to learn more about Florida's visitors and their preferences, as well as compiles the state's official air and auto visitor numbers, and conducts surveys to assess the effectiveness of VISIT FLORIDA's advertising and marketing efforts.

**Marketing and Events**

The Marketing and Events team reaches out to key travel professionals in both domestic and international arenas utilizing trade and consumer shows, as well as tour operator, travel agent and meeting planner relationships to keep visitors coming to Florida.

**Visitor Services**

Responsible for operating the five Official Florida Welcome Centers, our Visitor Services team greets millions of visitors each year, offering them travel tips, vacation planning information and even a glass of fresh Florida orange juice.

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## Corporate Information

**Board of Directors**

VISIT FLORIDA's Board of Directors is the organization's private sector governing body made up of Florida tourism industry experts who, along with the members of its 11 committees, provide guidance, input and insight into the evolution of VISIT FLORIDA programs, processes and messaging. The Board, which meet three times a year, acts as a steering council for multiple committees and works directly with the VISIT FLORIDA executive staff to guide strategy.

The 31-member Board, appointed by Enterprise Florida, Inc. in conjunction with the Florida Department of Economic Opportunity, is comprised of representatives from key sectors of the tourism industry and is balanced geographically throughout the state.

**Executive Committee****Glenn Hastings***Chair*

St. Johns County Tourist Development Council

**Tammy Gustafson***Vice Chair*

Universal Orlando

**Tony Lapi***Immediate Past Chair*

'Tween Waters Inn Island Resort

**Danny Gaekwad***Secretary*

MGM Hotels, LLC

**John Tomlin***Treasurer*

The Auto Club Group

**Andrew Hertz***Chair of Industry Relations Committee*

Miami Seaquarium

**David W. Reese***Chair of Marketing Council Steering Committee*

Florida's First Coast of Golf

**Robert Skrob***Chair of Public Affairs*

Florida Association of Destination Marketing Organizations

**William D. Talbert, III, CDME***Chair of Audit Committee*

Greater Miami CVB

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Jupiter Beach Resort & Spa**Bobby Cornwell**  
Florida Association of RV Parks  
& Campgrounds**Carol Dover**  
Florida Restaurant and Lodging  
Association**Christine Duffy**  
Cruise Lines International Association**Maryann Ferenc**  
Mise En Place**Ed Fouché**  
Disney Destinations**Stephen Hilliard**  
The St. Joe Company  
(October 2012)**Malinda Horton**  
Florida Association of Museums**Luanne Lenberg**  
Sawgrass Mills**Bill Lupfer**  
Florida Attractions Association**Lino Maldonado**  
ResortQuest By Wyndham Vacation  
Rentals**Rick McAllister**  
Florida Retail Federation**Dawn Moliterno**  
Visit South Walton  
(April 2013)**William Moore**  
Kennedy Space Center Visitor Complex**John Perez**  
The Wyvern Hotel**Jetse Pottinga, CAM**  
Meliá Orlando Suite Hotel At Celebration**Terry Prather**  
SeaWorld Parks & Entertainment**Gene Prescott**  
The Biltmore Hotel**Andrew Reiss**  
Andrew's Downtown**Thom Stork**  
The Florida Aquarium**Grace Villamayor**  
The Hertz Corporation**Dana Williams**  
Southwest Airlines*\*Served through June 30, 2013 unless otherwise noted*[◀ Back](#) | [Next ▶](#)[Messages From Leadership](#)[Corporate Information](#)[About VISIT FLORIDA](#)[HOME](#)

Corporate Information

Past Board of Directors Chairs

At VISIT FLORIDA, experience and leadership are the foundation for everything we do. VISIT FLORIDA's past chairs of the Board of Directors provided the guidance and tourism acumen that broke new ground in Florida tourism. These tourism experts are an integral part of VISIT FLORIDA's past, present and future.



**Bill Sims**  
1996-1997  
*President*  
Ripley's Believe It or Not!-  
Key West



**Tom Staed**  
1997-1998  
*(deceased)*



**Arthur H. Hertz**  
1998-1999  
*Chairman of the Board  
and CEO*  
Miami Seaquarium/  
Wometco Enterprises



**Edward Litrenta**  
1999-2000  
*(deceased)*



**Jack B. Healan, Jr.**  
2000-2001  
*Retired*  
Lodging Industry



**Fred Lounsberry**  
2001-2002  
Fred Lounsberry  
& Associates



**Peter Guptill**  
2002-2003  
*Retired*  
Auto Industry



**Walter Banks**  
2003-2004  
*President*  
Lago Mar Resort & Club



**Thomas Waits**  
2004-2005  
*Retired*  
Lodging Industry



**Thom Stork**  
2005-2006  
*President/CEO*  
The Florida Aquarium



**Donna H. Ross, CAE**  
2006-2007  
*Retired*  
Attractions Industry



**Nicki E. Grossman**  
2007-2008  
*President and CEO*  
Greater Fort Lauderdale CVB



**Richard Goldman**  
2008-2009  
*Executive Director*  
St. Augustine,  
Ponte Vedra and  
The Beaches VCB



**Ed Fouché**  
2009-2011  
*Senior Vice President,*  
*Travel Industry Sales*  
Disney Destinations



**Tony Lapi**  
2011-2012  
*President and CEO*  
'Tween Waters Inn  
Island Resort

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## Florida Council of Tourism Leaders

The Florida Council of Tourism Leaders is comprised of past board chairs of the VISIT FLORIDA Board of Directors. The Council creates a strong network of industry experts that may be called on by the Board, the Chair or the President for their expertise and experience.

### **Tony Lapi**

*Chair*

'Tween Waters Inn Island Resort

## Members

### **Walter Banks**

Lago Mar Resort & Club

### **Ed Fouché**

Disney Destinations

### **Richard Goldman**

St. Augustine, Ponte Vedra &  
the Beaches VCB

### **Nicki E. Grossman**

Greater Fort Lauderdale CVB

### **Peter Guptill**

### **Jack Healan**

### **Arthur Hertz**

Miami Seaquarium/Wometco Enterprises

### **Donna Ross**

### **Bill Sims**

Ripley's Believe It or Not! - Key West

### **Tom Staed**

Deceased – February 2013

### **Thom Stork**

The Florida Aquarium

### **Thomas Waits**

[Corporate Information](#)**Committees**

Industry members play a major role in the evolution of VISIT FLORIDA programs and opportunities. VISIT FLORIDA Partners, including some of the industry's foremost experts, serve on our various committees, which meet on a regular basis to recommend strategic actions. To enhance industry involvement, VISIT FLORIDA established 11 standing committees. The purpose of these committees is to maximize industry input toward fulfilling VISIT FLORIDA's commitment to being "industry-led." Committee members are volunteers dedicated to putting the industry above their own interests as they interact with VISIT FLORIDA's staff.

[Advertising and Internet](#)[Audit](#)[Communications](#)[Cultural, Heritage, Rural and Nature](#)[Finance](#)[Industry Relations](#)[International](#)[Marketing Council Steering](#)[Meetings and Travel Trade](#)[Promotions](#)[Visitor Services](#)

## Advertising and Internet Committee

The Advertising and Internet Committee provides the primary source of industry input, feedback and counsel on strategic matters related to VISIT FLORIDA's dedicated and cooperative efforts in advertising and direct marketing, including the internet and digital marketing.

### **Peter Cranis**

*Chair*  
Visit Orlando

### **Mark Jackson**

*Vice Chair*  
Central Florida VCB

### Members

#### **Toni Caracciolo**

SeaWorld Parks & Entertainment

#### **Debi Clark**

Spirit of the Swamp Airboat Rides

#### **Eric Eimstad**

Miami Seaquarium

#### **Susan Estler**

Panama City Beach CVB

#### **Jan Gautam, CHA**

Interessant Hospitality/GI Hotels Group

#### **Marlene Janetos**

Museum of Discovery & Science

#### **Travis Johnson**

TradeWinds Island Resorts

### **Robert Keesler**

Pelican Grand Beach Resort

### **Josie Llado**

Greater Miami CVB

### **Debbie A. Meihls, CDME**

Bradenton Area CVB

### **Martin Owen**

ResortQuest By Wyndham Vacation Rentals

### **Tamara Pigott**

The Beaches of Fort Myers & Sanibel (Lee County VCB)

### **Kerri Post**

Florida Department of State, Office of Cultural, Historical and Information Programs

### **Scott Rose**

The Florida Aquarium

### **Alliah Sheta**

Florida Restaurant and Lodging Association

### **Jennifer Wainman**

Busch Gardens Tampa Bay

### **Harold D. Wheeler**

Florida Keys & Key West Tourist Council

## Audit Committee

The purpose of the Audit Committee is to assist the Board of Directors in reviewing the annual audited financial statements, the annual tax return, and oversight of systems of internal controls.

### **William D. Talbert, III, CDME**

*Chair*

Greater Miami CVB

## Members

### **Walter Banks**

Lago Mar Resort & Club

### **Richard Goldman**

Saint Augustine, Ponte Vedra and  
The Beaches VCB

### **Arthur H. Hertz**

Miami Seaquarium/Wometco Enterprises

### **Thom Stork**

The Florida Aquarium

### **Thomas Waits**

## Communications Committee

The Communications Committee serves as the primary source of industry feedback and counsel on strategic matters related to VISIT FLORIDA's public relations and corporate communications activities, including media relations and crisis communications.

### Lee Rose

*Chair*

The Beaches of Fort Myers & Sanibel  
(Lee County VCB)

## Members

### Katherine Chakour

The Florida Aquarium

### Travis Claytor

Busch Gardens Tampa Bay

### Jennifer Diaz

Greater Miami CVB

### Erin Duggan, CDME

Visit Sarasota County

### Eric Keaton

Pasco County Tourist Development  
Council

### Kris Keprios

Central Florida VCB

### Katie Kole

Florida Department of State

### Liana Lopez, APR

Visit Tampa Bay

### Andrew A. Newman

Newman PR

### Denise Spiegel

Visit Orlando

### Emily Stehle, APR

The Pier Aquarium

### Jessica Taylor

Greater Fort Lauderdale CVB

### Angie L. Vennerstrom

St. Augustine Premium Outlets

### Larry D. White

Experience Kissimmee

## Cultural, Heritage, Rural and Nature Committee

The Cultural, Heritage, Rural and Nature Committee works with VISIT FLORIDA to develop and promote the growing segments of nature-based tourism, cultural heritage tourism and rural tourism, to increase Florida visitors and promote extended stays for greater economic benefit and quality of life for all areas of the state.

### Donna Creamer

*Chair*

Pure Water Wilderness

### Barbara Golden

*Vice Chair*

St. Augustine, Ponte Vedra & The Beaches VCB

### Members

#### Becky Bragg

Canoe Outpost – Peace River

#### Marla Liane Chancey

Citrus County VCB

#### Victoria A. Chouris

South Florida Fair

#### Phyllis Davis

Amelia Island Museum of History

#### Marjorie Ferrer

Delray Beach Downtown Development Authority

#### Shonna K. Green

Central Florida Zoo & Botanical Gardens

### Herbert L. Hiller

#### Jennifer Huber, TMP

Charlotte Harbor VCB

#### Stephanie Immelman

Delray Beach Marketing Cooperative

#### J. Travis Johnson

Florida Scenic Highways Program

#### Leslee Keys

Flagler College

#### Heather Lopez

Washington County Tourist Development Council

#### Anna Mikell

Visit Gainesville

#### Precious Ndebele

Rosen Shingle Creek

#### Kathy Pagan

Lake County Economic Development and Tourism

### Sergio Piedra

Palm Beach County CVB

### Rachel Porter

Florida Department of State, Office of Cultural, Historical and Information Programs

### Noelle Stevenson

Greater Fort Lauderdale CVB

### Bob Wattendorf

Florida Fish and Wildlife Conservation Commission

### Jon Williamson

Honey Lake Plantation Resort & Spa

## Finance Committee

The purpose of the Finance Committee is to assist the Board of Directors in the review of the annual budget in detail, oversight of the company's accounting and financial reporting processes and the adequacy of the systems of internal control established by management, oversight of the company's financial statements and the independent audit and oversight of processes and procedures established by management to provide compliance with legal and regulatory requirements.

### John Tomlin

*Chair*

The Auto Club Group

## Members

### Ed Fouché

Disney Destinations

### Nicki E. Grossman

Greater Fort Lauderdale CVB

### Malinda Horton

Florida Association of Museums

### Jetse Pottinga, CAM

Meliá Orlando Suite Hotel At Celebration

### Terry Prather

SeaWorld Parks & Entertainment

### Thom Stork

The Florida Aquarium

### William D. Talbert, III, CDME

Greater Miami CVB

### Thomas Waits

## Industry Relations Committee

The Industry Relations Committee participates in the development and implementation of partnership recruitment, customer service and retention activities. Targeted and meaningful activities are designed to serve the tourism industry's needs while broadening industry participation in cooperative destination marketing programs with VISIT FLORIDA.

**Andrew Hertz***Chair*

Miami Seaquarium

**Malinda Horton***Vice Chair*

Florida Association of Museums

## Members

**Jeff Castner**

Jupiter Beach Resort &amp; Spa

**Keith Charlton**

Florida HIA

**Jay Dempsey**

IHG InterContinental Hotels Group

**Danny Gaekwad**

MGM Hotels, LLC

**Mary Gauden**

Bay Point Wyndham Resort

**Jamie Hall**

Emerald Grande At HarborWalk Village

**Karen Hutchings**

Experience Kissimmee

**John Moors**

Greater Dade City Chamber of Commerce

**Kimberly Morgan**

Visit Jacksonville

**Sne Patel**

Ramada Limited – St. Augustine – I-95



## International Committee

The International Committee provides feedback and counsel on strategic matters related to VISIT FLORIDA's international advertising, sales, public relations and promotions programs. These activities cover trade and consumer shows, along with meeting professionals, tour operators and airline relationships.

### D.T. Minich

*Chair*

Visit St. Petersburg/Clearwater

### Members

#### Rolando Aedo

Greater Miami CVB

#### Lynn Hobeck Bates

Visit Sarasota County

#### Steve Belleme

Fort Lauderdale – Hollywood International Airport

#### Jeff Clauss

St. Petersburg-Clearwater International Airport

#### Sophie Gaeta

Palm Beach International Airport

#### Erick Garnica

The Beaches of Fort Myers & Sanibel (Lee County VCB)

#### Jeff Hentz

Daytona Beach Area CVB

#### Katja Kunz

Pink Shell Beach Resort and Marina

#### Roland Loog, CDME

Visit Gainesville

#### Lino Maldonado

ResortQuest By Wyndham Vacation Rentals

#### Stacey Mitchell

Florida Keys & Key West Tourist Council

#### Sarah Ozgun, CMD

Ellenton Premium Outlets

#### Jorge Pesquera

Palm Beach County CVB

#### Lynda Phelps

Upriver Campground RV Resort

#### Jetse Pottinga, CAM

Meliá Orlando Suite Hotel At Celebration

#### Dennis Quinn

Universal Orlando

#### Grace Villamayor

The Hertz Corporation

#### Sandy Wade

SKY Hotels and Resorts

#### Jack Wert, FCDME

Naples, Marco Island, Everglades CVB

## Marketing Council Steering Committee

The purpose of the Council structure is to maximize strategic input from the Florida tourism industry toward fulfilling VISIT FLORIDA's commitment to being "industry-led." The Marketing Council Steering Committee consists of the chair and vice chair of eight discipline-based committees, including Advertising/Internet, Communications, Cultural/Heritage/Rural/Nature, Industry Relations, International, Meetings & Travel Trade, Promotions and Visitor Services.

### David W. Reese

*Chair*

Florida's First Coast of Golf

### Andrew Hertz

*Vice Chair*

Miami Seaquarium

## Members

### Mary Altman

World Golf Hall of Fame At World Golf Village

### Peter Cranis

Visit Orlando

### Donna Creamer

Pure Water Wilderness

### Barbara Golden

St. Augustine, Ponte Vedra & The Beaches VCB

### Malinda Horton

Florida Association of Museums

### Mark Jackson

Central Florida VCB

### Bill Lupfer

Florida Attractions Association

### Carol McQueen

Levy County Visitors Bureau

### D.T. Minich

Visit St. Petersburg/Clearwater

### Francis Purvey

### Christine Roberts-Tascione, CMP

Greater Fort Lauderdale CVB

### Lee Rose

The Beaches of Fort Myers & Sanibel (Lee County VCB)

### John Scherlacher

Highlands County VCB

## Meetings & Travel Trade Committee

The Meetings & Travel Trade Committee provides counsel on strategic matters related to VISIT FLORIDA's sales activities, including those addressing trade and consumer shows, as well as tour operator, travel agent and meeting planner relationships.

### Christine Roberts-Tascione, CMP

*Chair*

Greater Fort Lauderdale CVB

### Francis Purvey

*Vice Chair*

### Members

#### Sonya Alvarez

Westgate Resorts & Villas

#### Jason Carroll

The Florida Aquarium

#### Angela Daniels

Ocean Center

#### Debi DeBenedetto, CHA

Naples, Marco Island, Everglades CVB

#### Kelly Defebo

Visit Sarasota County

#### Mari C. Garcia

Bahia Mar Fort Lauderdale,  
a Doubletree By Hilton

### Stuart J. Gardner

Florida Meeting Services

### Mary B. Hutchcraft

International Palms Resort &  
Conference Center

### Pamela B. Johnson, CDME

The Beaches of Fort Myers & Sanibel  
(Lee County VCB)

### David Lindsey

Pegasus Transportation

### Gisela Marti

Greater Miami CVB

### Sarah Martin

Delray Beach Marketing Cooperative

### Linda McMahon

Daytona Beach Area CVB

### Bob Meyer, CHA

Visit Jacksonville

### Lisa Murphy

Greater Miami CVB

### Jennifer Seaborn

Sunstream Hotels & Resorts

### Zita Steglich-Ross, CMP

Visit Orlando

### Tracy Ward

Experience Kissimmee

## Promotions Committee

The Promotions Committee provides input on strategic matters related to VISIT FLORIDA's paid and bartered promotional programs which target consumers on a market specific, regional and national basis.

**Mary Altman***Chair*

World Golf Hall of Fame At World Golf Village

**Carol McQueen***Vice Chair*

Levy County Visitors Bureau

## Members

**Jennifer Berthiaume**

Lion Country Safari

**Holly Blount**

Vizcaya Museum &amp; Gardens

**Kristy Chase-Tozer**

Busch Gardens Tampa Bay

**Jennifer Dinan**

Hawks Cay Resort

**Katie Edmiston**

The Florida Aquarium

**Nancy Foster**Clearwater Regional Chamber of  
Commerce**Gica Gradinaru**

Meliá Orlando Suite Hotel At Celebration

**Richard M. Jackson**CoCo Key Hotel and Water Resort –  
Orlando**Susan Keaveney**

The Shores Resort &amp; Spa

**Whitney Lee Ladwig**

Hilton Sandestin Beach Golf Resort &amp; Spa

**Trish Lorino**

Cape Air

**Rozeta Mahboubi**

Martin County CVB

**Susan Mayer**Homewood Suites By Hilton Bonita  
Springs**Melissa Sherman**

Florida Seminole Tourism

## Visitor Services Committee

The Visitor Services Committee is an advisory group comprised of Florida tourism industry representatives dedicated to guiding the marketing efforts of VISIT FLORIDA's five Official Welcome Centers and frontline operations.

### **Bill Lupfer**

*Chair*

Florida Attractions Association

### **John Scherlacher**

*Vice Chair*

Highlands County VCB

## Members

### **Laurie Bayles**

Holiday Inn Club Vacations At Orange Lake Resort

### **Anne Bello**

Visit Newberry FL

### **Alan J. Bernstein**

Palm Beach County CVB

### **Bobby Cornwell**

Florida Association of RV Parks & Campgrounds

### **Miriam Deckert**

Visit Gainesville

### **Judi Durant, CDME**

The Beaches of Fort Myers & Sanibel (Lee County CVB)

### **Megan Eckdahl**

Comfort Inn University

### **Virginia Haley**

Visit Sarasota County

### **Doc Kokol**

Florida Fish and Wildlife Conservation Commission

### **Hank Longo**

Central Florida VCB

### **Mary C. Palczer**

Martin County CVB



## About VISIT FLORIDA

As the Sunshine State’s No. 1 industry, tourism was responsible for welcoming 91.5 million visitors in 2012 who spent \$71.8 billion, generating 23 percent of the state’s sales tax revenue and employing nearly 1.1 million Floridians. For every \$1 spent on tourism marketing, VISIT FLORIDA – the state’s official tourism marketing corporation – generates more than \$258 in tourism spending and \$15 in new sales tax collections, paid by visitors, not residents. Thirty-nine percent of all Florida visitors are significantly influenced in their decision to visit the Sunshine State by one or more

VISIT FLORIDA marketing initiatives. VISIT FLORIDA promotes tourism to Florida through advertising, promotions, public relations, sales and visitor services programs. As a public/private partnership, VISIT FLORIDA serves nearly 12,000 tourism industry businesses, including 2,700 invested Partners, 9,200 web affiliates and major strategic alliance partnerships with Disney Destinations, Dollar Rent A Car, The Hertz Corporation, SeaWorld Parks & Entertainment and Universal Orlando.

To learn more about VISIT FLORIDA, please go to [www.VISITFLORIDA.org](http://www.VISITFLORIDA.org) or follow our corporate blog at [www.SunshineMatters.org](http://www.SunshineMatters.org)

### VISIT FLORIDA Strategic Alliance Partners





## Company Information

### How to Contact VISIT FLORIDA:

#### By mail:

VISIT FLORIDA  
2540 W. Executive Center Circle  
Suite 200  
Tallahassee, FL 32301

#### By phone:

(850) 488-5607

#### Consumer Website:

[VISITFLORIDA.com](http://VISITFLORIDA.com)

#### VISIT FLORIDA Facebook:

[Facebook.com/VISITFLORIDA](http://Facebook.com/VISITFLORIDA)

#### VISIT FLORIDA Twitter:

[@VISITFLORIDA](https://twitter.com/VISITFLORIDA)

#### VISIT FLORIDA YouTube:

[YouTube.com/VISITFLORIDA](http://YouTube.com/VISITFLORIDA)

#### VISIT FLORIDA Pinterest:

[Pinterest.com/VISITFLORIDA](http://Pinterest.com/VISITFLORIDA)

#### VISIT FLORIDA Flickr:

[Flickr.com/photos/VISITFLORIDA](http://Flickr.com/photos/VISITFLORIDA)

#### VISIT FLORIDA Google:

[Google.com/+VISITFLORIDA](http://Google.com/+VISITFLORIDA)

#### Industry Website:

[VISITFLORIDA.org](http://VISITFLORIDA.org)

#### Corporate Blog:

[SunshineMatters.org](http://SunshineMatters.org)

#### Media Website:

[media.VISITFLORIDA.org](http://media.VISITFLORIDA.org)

#### Meetings Website:

[meetings.VISITFLORIDA.com](http://meetings.VISITFLORIDA.com)

#### Viva Florida! Website:

[VISITFLORIDA.com/Viva](http://VISITFLORIDA.com/Viva)

#### Fishing Website:

[FishingCapital.com](http://FishingCapital.com)

#### Trails Website:

[trails.VISITFLORIDA.com](http://trails.VISITFLORIDA.com)

#### Weddings Website:

[weddings.VISITFLORIDA.com](http://weddings.VISITFLORIDA.com)

#### Golf Website:

[golf.VISITFLORIDA.com](http://golf.VISITFLORIDA.com)

#### Florida Live Website:

[VISITFLORIDA.com/FloridaLive](http://VISITFLORIDA.com/FloridaLive)

#### VISIT FLORIDA Insiders:

[insiders.VISITFLORIDA.com](http://insiders.VISITFLORIDA.com)

#### Share a Little Sunshine Website:

[ShareALittleSunshine.org](http://ShareALittleSunshine.org)

#### Share a Little Sunshine Facebook:

[Facebook.com/ShareALittleSunshine](http://Facebook.com/ShareALittleSunshine)

#### Number of Full-Time Employees:

As of June 30, 2013

Corporate Headquarters: 74

Welcome Centers: 41

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## 2012-2013 VISIT FLORIDA Awards

2012 National Council of State Tourism Directors Mercury Award for Special Promotion – Florida Fan Game

2012 American Advertising Federation Mosaic Award for Multiethnic Media Usage – Your Florida Side Is Calling

2012 Recommend Magazine Reader's Choice Award for Best Selling Destination in USA/Canada – VISIT FLORIDA

2012 Recommend Magazine Reader's Choice Award for Best Travel Agent Support by a USA Destination – VISIT FLORIDA

2012 AMERICA Readers Award for Best Shopping Destination – VISIT FLORIDA

2012 Hospitality Sales & Marketing Association International Silver Adrian Award for Digital Marketing in the Contests & Sweepstakes category – Florida Fan Game

2012 Hospitality Sales & Marketing Association International Silver Adrian Award for Digital Marketing in the Mobile Marketing category – Your Florida Side Is Calling

2012 Hospitality Sales & Marketing Association International Bronze Adrian Award for Digital Marketing in the Integrated Market Campaign for Consumers category – Your Florida Side Is Calling

2012 Leisure Travel Leaders Readers Choice Award for Best U.S. State Tourism Bureau – VISIT FLORIDA

2012 Southeast Tourism Society Shining Example Award – State Tourism Office of the Year

2013 NTA Courier Distinguished Dozen Gold Award in the Favorite Destination for Sun & Sand category – VISIT FLORIDA

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