

**COMMITTEE MEETING EXPANDED AGENDA****APPROPRIATIONS SUBCOMMITTEE ON  
TRANSPORTATION, TOURISM, AND ECONOMIC  
DEVELOPMENT****Senator Latvala, Chair**  
**Senator Clemens, Vice Chair****MEETING DATE:** Tuesday, February 10, 2015**TIME:** 1:00 —5:00 p.m.**PLACE:** 301 Senate Office Building**MEMBERS:** Senator Latvala, Chair; Senator Clemens, Vice Chair; Senators Brandes, Detert, Diaz de la Portilla, Gibson, Hukill, Sachs, and Thompson

TAB	BILL NO. and INTRODUCER	BILL DESCRIPTION and SENATE COMMITTEE ACTIONS	COMMITTEE ACTION
1	Agency Overviews and Updates on Tourism Promotion and Marketing Programs		
Other Related Meeting Documents			

# Florida Tourism by the Numbers

Will Seccombe  
President & CEO



**VISITFLORIDA®**

# VISIT FLORIDA

## Mission

**To promote travel and drive visitation to and within Florida**

## Vision

**VISIT FLORIDA establishes Florida as the No. 1 travel destination in the world**

## Purpose

**To brighten the lives of all**

All VISIT FLORIDA programs support the Governor's priorities of job creation and making sure Florida is a great place to live, work and visit.



# Florida Tourism Has Momentum

- ❖ Tourism-related employment has seen **57** consecutive months of job growth
- ❖ **Three** consecutive years of record visitation
  - **93.7** million visitors in 2013
  - **91.5** million visitors in 2012
  - **87.3** million visitors in 2011
- ❖ Record high visitation for Q1, Q2 & Q3 2014
  - **26.3** million visitors in Q1
  - **24.0** million visitors in Q2
  - **23.7** million visitors in Q3



# Florida Tourism by the Numbers

(Year-to-Date 2014 Indicators)

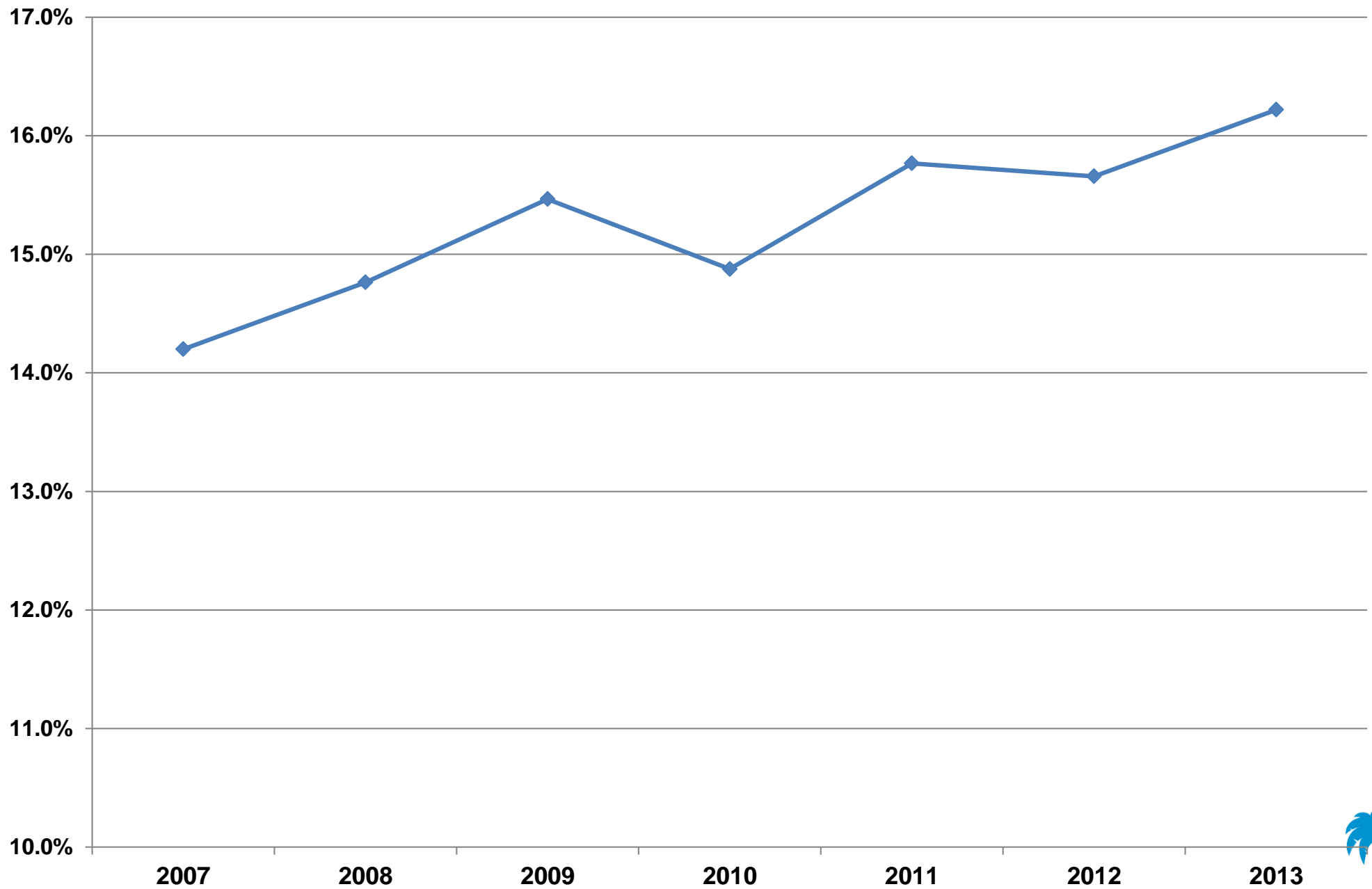
- ❖ \$68.0 B in travel spending YTD October\* - **up 7.7%**
- ❖ \$4.1 B in sales tax collections YTD October\* - **up 7.7%**
  - 23% of all sales tax generated from travel spending in YTD October\* 2014
- ❖ 1,135,700 Floridians employed in 2014\* - **up 3.6%**
  - Tourism related employment grew **57** straight months as of December 2014
- ❖ 2014 Hotel average daily rate - **up 5.7%**
- ❖ 2014 Hotel occupancy - **up 4.4%**

\*preliminary, subject to change



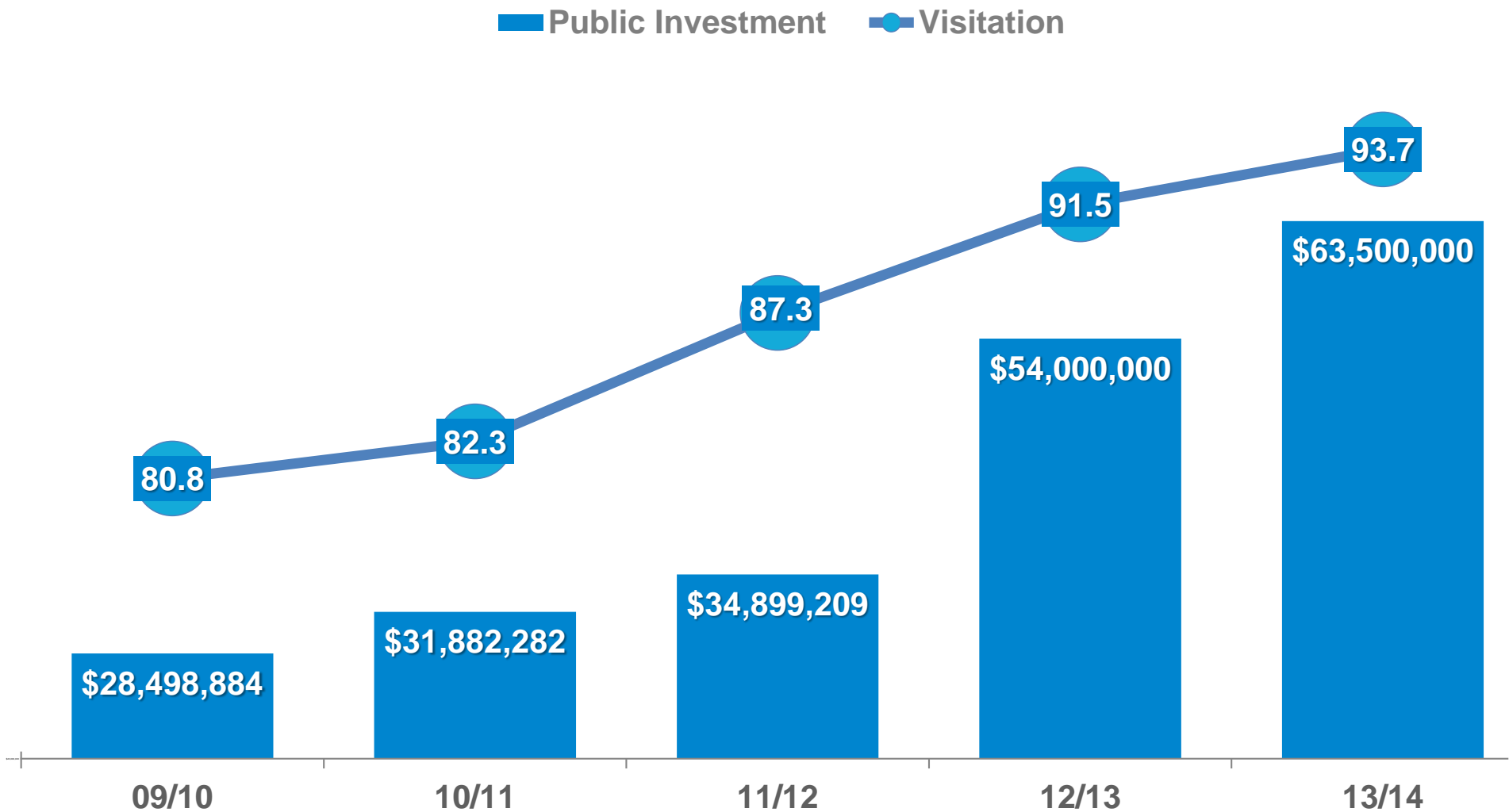
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# Market Share in Vacations



# VISIT FLORIDA Total Budget & Visitation:

(in millions)



# Return on investment

For every \$1 invested in tourism advertising, VISIT FLORIDA generates **\$300 in tourism spending** and more than **\$18 in new sales tax collections** – paid by visitors, not residents

**38%** of Florida visitors from domestic markets were significantly influenced by VISIT FLORIDA marketing efforts

Every **85 visitors** to the Sunshine State supports **one Florida job**

Florida tourism industry invests **\$2** in marketing programs for every \$1 the state of Florida invests





# Expanded Efforts in 2012/13

- ❖ **\$108.6M** private contribution
- ❖ **\$54M** public funding
  - **\$19.1M** public funding increase over 2011/12
    - Increased media buys of **\$13.5M**
    - New VISITFLORIDA.com consumer website
    - Increased international marketing
    - Added representation in India
    - Increased funding for AirTeam Florida
    - Integrated VIVA Florida marketing efforts
    - New CRM system - partnership/consumer direct marketing
    - Created Small Business Destination marketing grant program



# Expanded Efforts in 2013/14

- ❖ **\$111.9M** budgeted private contribution
- ❖ **\$63.5M** public funding
  - **\$9.5M** public funding increase over 2012/13
    - Additional **\$6.5M** in domestic marketing
      - Four major campaigns (Summer, Fall, Winter & Spring)
      - Geographic expansion
    - Additional **\$2M** in International marketing
    - Additional **\$750K** for Air Lift grants to increase lift to FL
    - 2020 Plan Research – **\$250K**



# Expanded Efforts in 2014/15

- ❖ **\$138.5M** budgeted private contribution
- ❖ **\$74M** public funding
  - **\$10.5M** public funding increase over 2013/14
    - **\$5M** for Medical Tourism marketing
    - **\$1.3M** for Florida is for Veterans marketing and research
    - Additional **\$2.2M** in domestic marketing
      - Four major campaigns (Summer, Fall, Winter & Spring)
      - Geographic expansion (21 markets)
    - Additional **\$2M** in International marketing
      - Foundation Five (Brazil, Canada, Germany, Mexico, United Kingdom)
      - AirTeam Florida Grant





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In Florida, we don't have winter.





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## Florida Beach Finder

Use the sliders below to find your beach

# 75M+ Virtual Beach Views



ADVENTUROUS

FAMILY FRIENDLY

ACTION-PACKED

MANICURED



LAID BACK

ROMANTIC

SECLUDED

AU NATUREL

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**DIGITAL EDITORIAL HUB**

**EDITORIAL PROMOTIONS**

**SOCIAL MEDIA**

**PRINT**

**PUBLIC RELATIONS**



**VISITFLORIDA®**



# Connect via Social Media



[Facebook.com/FloridaTourism](https://www.facebook.com/FloridaTourism)



[Twitter.com/FloridaTourism](https://twitter.com/FloridaTourism)



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



**VISITFLORIDA®**

# Contact Us

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A stylized olive branch wreath in a light yellow color, framing the text.

# FLORIDA SPORTS

F O U N D A T I O N

# \$44 Billion Industry

Florida Sports Foundation's 2013-2014 Economic Impact Survey of Sports shows Florida Sports and Recreation spending is responsible for \$44.4 billion in total economic impact, or roughly 3.5% of Florida's Gross State Product.

In 2013-2014, Sports Events and Recreation activities attracted more than 13.3 million out-of-state visitors to the state of Florida.

Sports and Recreation activities throughout the state of Florida support over 431,812 jobs.



# Grant Program

The Florida Sports Foundation's Grant Programs assist communities and host organizations in attracting sporting events, which bring out-of-state visitors and generate significant economic impact for the state of Florida.

Florida Sports Foundation worked closely with our 27 Regional Sports Commissions assisting them as they bid on events in the state of Florida.

Last year the Florida Sports Foundation awarded 116 grants totaling \$3,205,000, brought in 705,396 out-of-state visitors, which resulted in \$633,020,654 in out-of-state economic impact.







The NCAA announced hosts for 83 of its 89 championships for the 2014-18 seasons and the State of Florida leads the way as the state awarded the most championship site selections with a total of 43. The 43 NCAA Championship events will be held in 16 Florida communities.

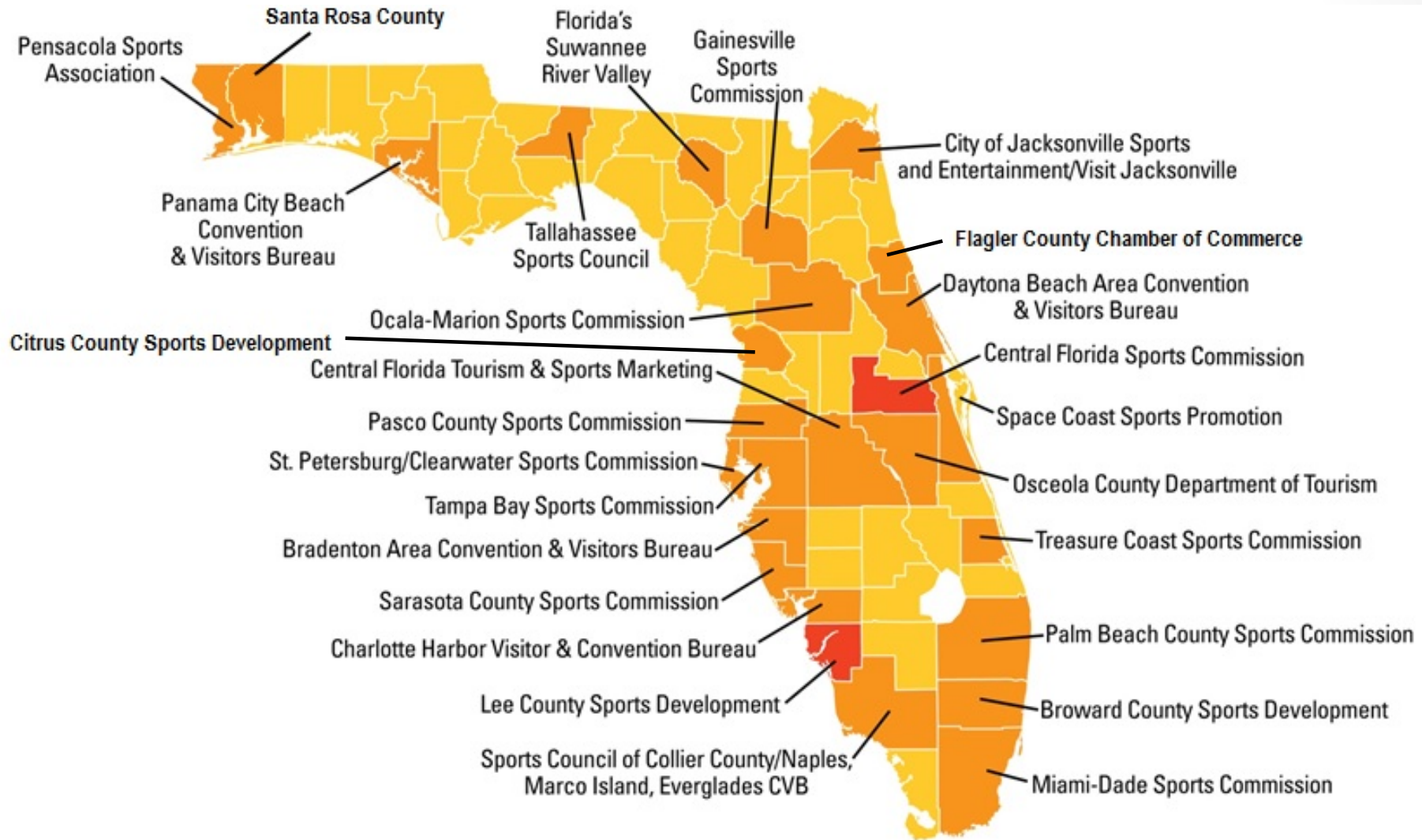
Some highlighted events include: College Football Championship Game, College Football Semi-Final Game, NCAA Women's Final Four-Basketball, NCAA Frozen Four, NCAA Soccer Final Four, and NCAA Men's Regional Basketball Playoffs.



**COLLEGE  
FOOTBALL  
PLAYOFF**



# Florida's Sports Commissions





# Specialty License Plates



The sale of Florida's nine professional sports team license plates provides funding for the Foundation to award grants to statewide sports commissions hosting the events.

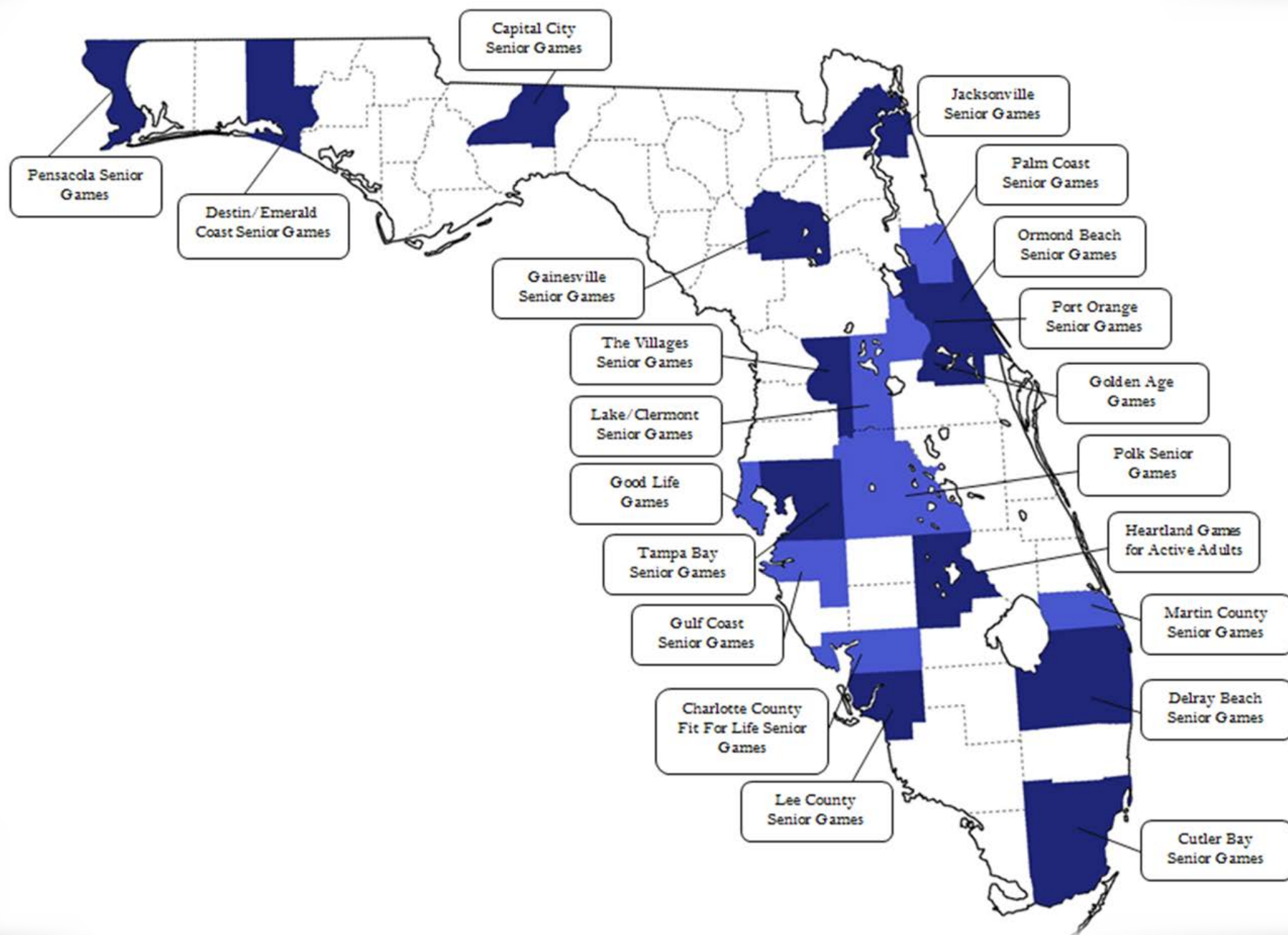
# Florida Senior Games

For 23 years, the Florida Senior Games has served as a world-class, Olympic-style international sporting event for athletes 50 years and older.

The Senior Games are dedicated to fitness and wellness, symbolizing Florida's emphasis on promoting healthy aging through sport.



# Senior Games Regional Qualifiers





# Sunshine State Games

Florida's Sunshine State Games is the longest standing multi-sport festival in the U.S. serving amateur athletes for 35 years. The Sunshine State Games offers diverse sports competition



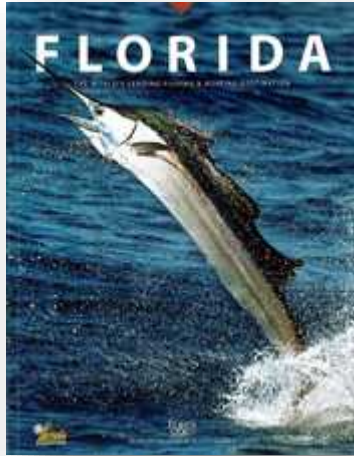
# Florida Grapefruit League



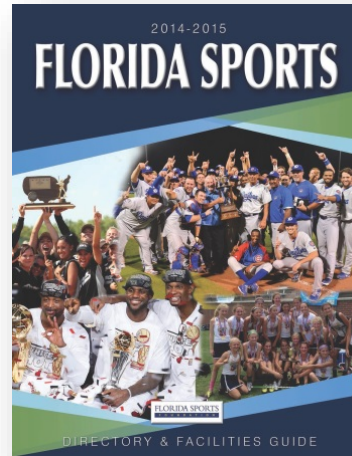
February through March, the State of Florida plays host to 15 Major League Baseball teams for their annual Spring Training. It is a tradition dating back more than 100 years, bringing over 1.5 million fans to the state annually.

# Sporting Guides

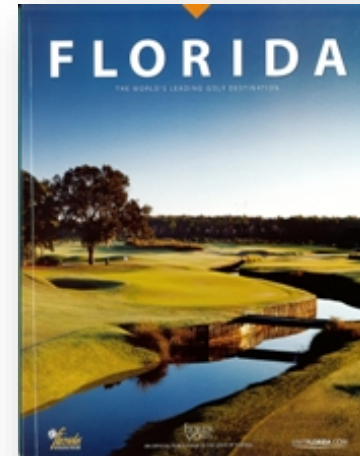
With over 500,000 copies produced in print and digital forms, these publications serve as Official State of Florida sporting guides.



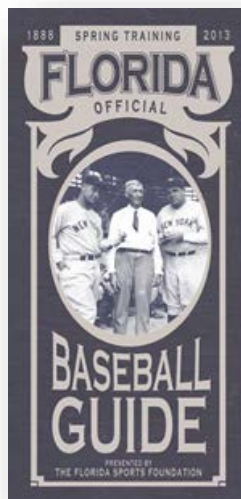
Fishing & Boating



Sports Directory  
& Facilities Guide



The World's Leading  
Golf Destination



Spring Training  
Guide and Mobile  
App







State of Florida Funding	FY2014/15
Professional Sports Teams Tag Revenue	\$ 2,600,000
Sunshine State Games Funds	\$ -
Grant Assistance Funding	\$ 1,000,000
Florida Senior Games Funding	\$ 500,000
USOC Tag Revenue	\$ 45,000
<b>Total</b>	<b>\$ 4,145,000</b>
Budgeted Expenses	FY2014/15
Sunshine State Games & Senior Games	\$ 1,020,000
Grant Awards	\$ 2,055,000
Professional Sports League Royalties	\$ 28,100
Professional Sports Team Charities	\$ 278,700
Programs*	\$ 166,300
Marketing*	\$ 171,594
Operating, General & Administration	\$ 425,306
<b>Total</b>	<b>\$ 4,145,000</b>



\*Programs & Marketing include: Economic Impact Studies, MLB Spring Training Program, Advertising & Marketing of Tag Program, Publication Distribution, Event Bid Assistance for Communities, Sports Commission/Venue Assessments-Studies, Sports Commission Summit-Bid Presentations, Golf Promotions for State, Fishing/Boating Promotions for State.



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FLORIDA DEPARTMENT *of* STATE

# Senate Transportation, Tourism and Economic Development Appropriations Subcommittee

February 10, 2015



# Department of State Cultural Heritage Programs

- DOS promotes cultural heritage tourism through:
  - Programs and Initiatives
  - Museums and Living History
  - Grant Programs
  - Historic Site Management



**\$2.5 Billion** in Direct Spending in **Cultural Heritage Tourism Activities**



# Department of State Cultural Heritage Programs

*Promoting 12,000 years of Florida's people, places and cultural achievements*

- Florida Main Street
- Mission San Luis
- Museums in the Sea
- Museum of Florida History
- Victory Florida
- Florida Heritage Trail Guides





# Department of State Cultural Heritage Programs

## *Partnerships and Support*



- VISIT FLORIDA
- BP Gulf Seafood and Tourism Fund Grant
- Florida Sports Foundation
- Florida Lottery
- Florida Department of Transportation
- Department of Environmental Protection/State Parks
- Department of Agriculture



# Department of State Cultural Heritage Programs

## *Partnerships and Support*





# FLORIDA DEPARTMENT *of* STATE

[dos.state.fl.us](http://dos.state.fl.us)