

The Florida Senate
COMMITTEE MEETING EXPANDED AGENDA

COMMERCE AND TOURISM
Senator Hooper, Chair
Senator Wright, Vice Chair

MEETING DATE: Monday, October 11, 2021
TIME: 12:00 noon—2:30 p.m.
PLACE: *Toni Jennings Committee Room, 110 Senate Building*

MEMBERS: Senator Hooper, Chair; Senator Wright, Vice Chair; Senators Diaz, Garcia, Gruters, Hutson, Pizzo, Powell, Taddeo, and Torres

TAB	BILL NO. and INTRODUCER	BILL DESCRIPTION and SENATE COMMITTEE ACTIONS	COMMITTEE ACTION
	Update by Dana Young, President and CEO of VISIT FLORIDA		Presented

Other Related Meeting Documents

Florida Tourism Update

October 11, 2021

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FLORIDA TOURISM UPDATE

About VISIT FLORIDA

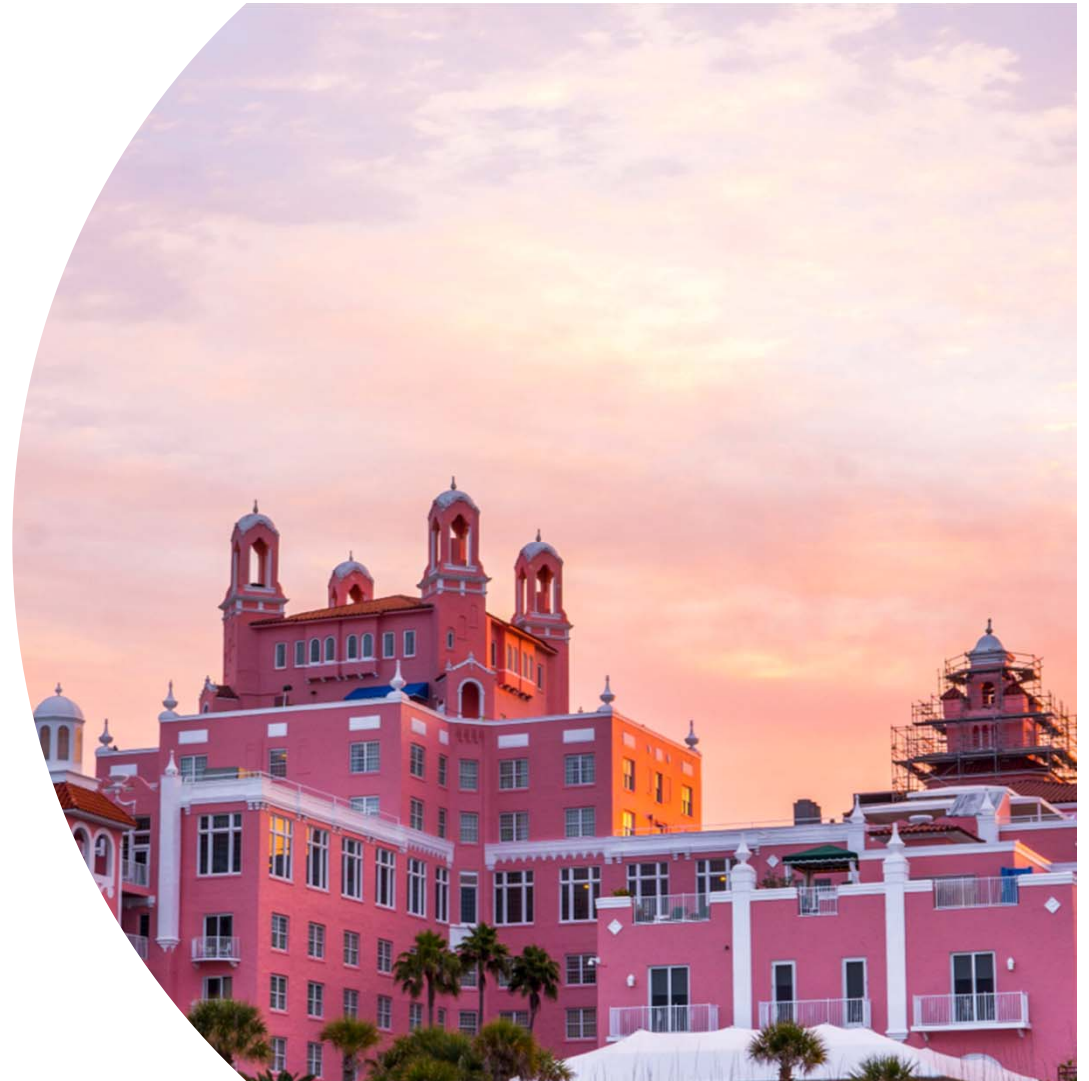
- > Promotes Florida around the world
- > Keeps tourism industry strong
- > Supports Florida jobs
- > Conduit for economic development

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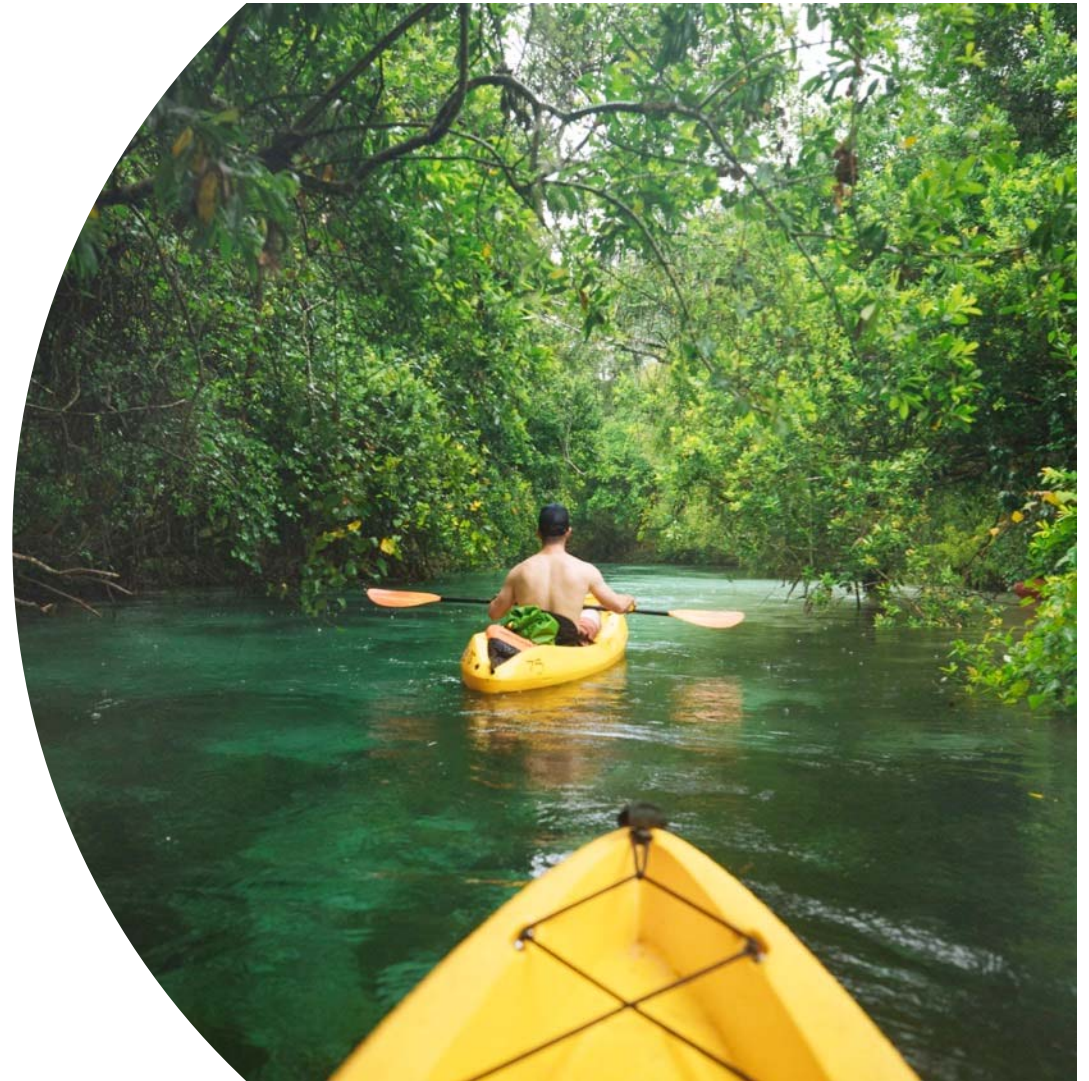
Return on Investment

- > **January 2021 EDR report:**
 - > \$1 = \$3.27 in tax revenue (**highest ever**)
 - > VISIT FLORIDA contributes:
 - Nearly \$16 billion to GDP
 - Over \$12 billion in DPI (disposable personal income)
 - \$745 million in state revenue
 - Additional 25K jobs every year



Performance Snapshot

- > **2010-2019:** decade of record visitation
- > **2020:** Impact of pandemic on Florida tourism:
 - > 79.8 million visitors
 - > 39.3 percent YoY decrease
 - > Four quarters of consecutive decline
 - > International visitation down over 90%



Tourism's Recovery



The New York Times

MIAMI JOURNAL

'I'd Much Rather Be in Florida'

Forbes

Florida Getting Nearly As Many Tourists As It Did Pre-Pandemic, Report Finds As Covid Surges

Skift

How Florida Tourism Is Winning the Race to Recovery

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Florida hotel room revenue in August was up 11% from 2019, while the rest of the U.S. declined 5%.

Florida vacation rental bookings through September trended over 80% higher than 2019.

Domestic air capacity to Florida is nearly 2% higher than 2019, while the rest of the U.S. is down over 18%.

“Florida is eating our lunch.” – Caroline Beteta, President and CEO of Visit California, 2021 ESTO Conference

Los Angeles Times

BUSINESS

Florida reopened to tourists early. Now, California is trying to catch up

Marketing Campaigns

- > In-state travel and key drive markets
- > Results:
 - > 632 million impressions
 - > Expedia:
 - 134:1 avg. Return on Ad Spend (ROAS)
 - \$62.5 million in gross bookings
 - 1.14 million room nights sold

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FLORIDA TOURISM UPDATE

In-state Advertising

INSTAGRAM STORY ADS



VISITFLORIDA®



In-state Advertising

TRAVEL BANNER - TARGETED AD RECOMMENDING TRAVEL TO SPECIFIC PLACES



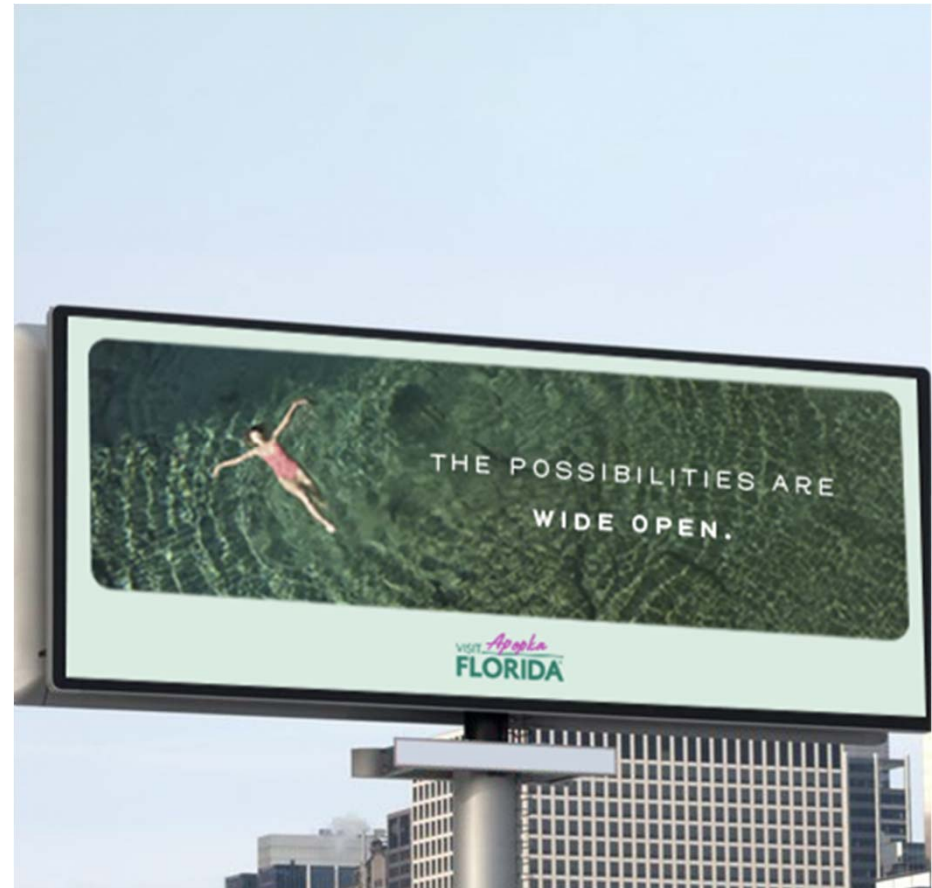
FLORIDA TOURISM UPDATE

Domestic Advertising

DIGITAL BILLBOARDS



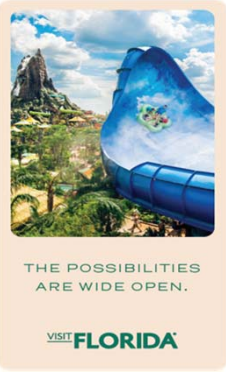
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FLORIDA TOURISM UPDATE

Domestic Advertising

DIGITAL BANNER



Marketing Campaigns

- > **Winter Sunseekers**
 - > Expanded domestic efforts
 - > Targeted West Coast travelers (WA, OR, CA)
- > **Families**
 - > Showcased wealth of vacation options
 - > Fortified top market position





Additional Highlights

> AAA Northeast Campaign

- > **\$150K** co-investment
- > **\$24.5M** in total bookings (\$16M in Orlando)
- > **43M** total impressions (double the impression goal)

> Airline Partnerships

- > **\$550K** co-investment with 1:1 match
- > **156M+** total impressions
- > **\$1.2M** in media value
- > **Allegiant** – Bookings to FL increased by an avg. of 8.6%
- > **American Airlines** – Bookings to FL increased by 80%
- > **AA Vacations** – FL vacation package bookings increased 14.8%, with a 19.3% increase in room nights, and 9.3% increase in revenue
- > **United** – \$2.9M in flight sales to FL, leading to an avg. ROAS (return on ad spend) of 20:1

Industry Partnership

- > Represents Florida communities throughout the state
- > All Florida DMOs (destination marketing organizations) are now VISIT FLORIDA partners
- > EDA grant-funded commercials
 - > VISIT FLORIDA's largest co-op effort ever

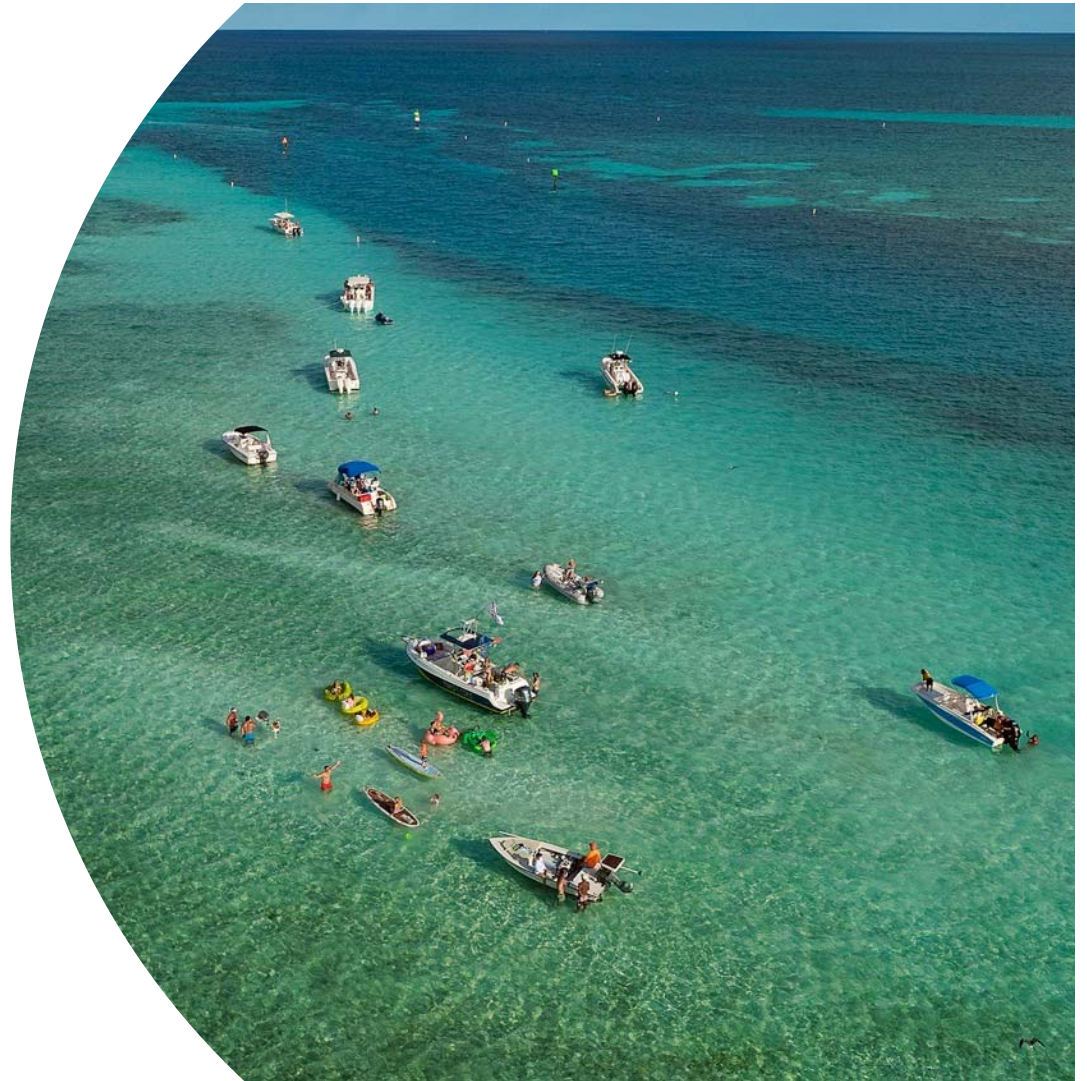
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Performance Snapshot

- > **Q2 2021**
 - > 31.7 million visitors
 - > 223.4 percent increase from 2020
 - > 6 percent increase from 2019 domestic visitation
 - > 1.1 million overseas visitors



FLORIDA TOURISM UPDATE

International Marketing

- > Proactive planning
- > Recapturing global market
- > Virtual event alternatives
- > Sharpening competitive advantage

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International Advertising

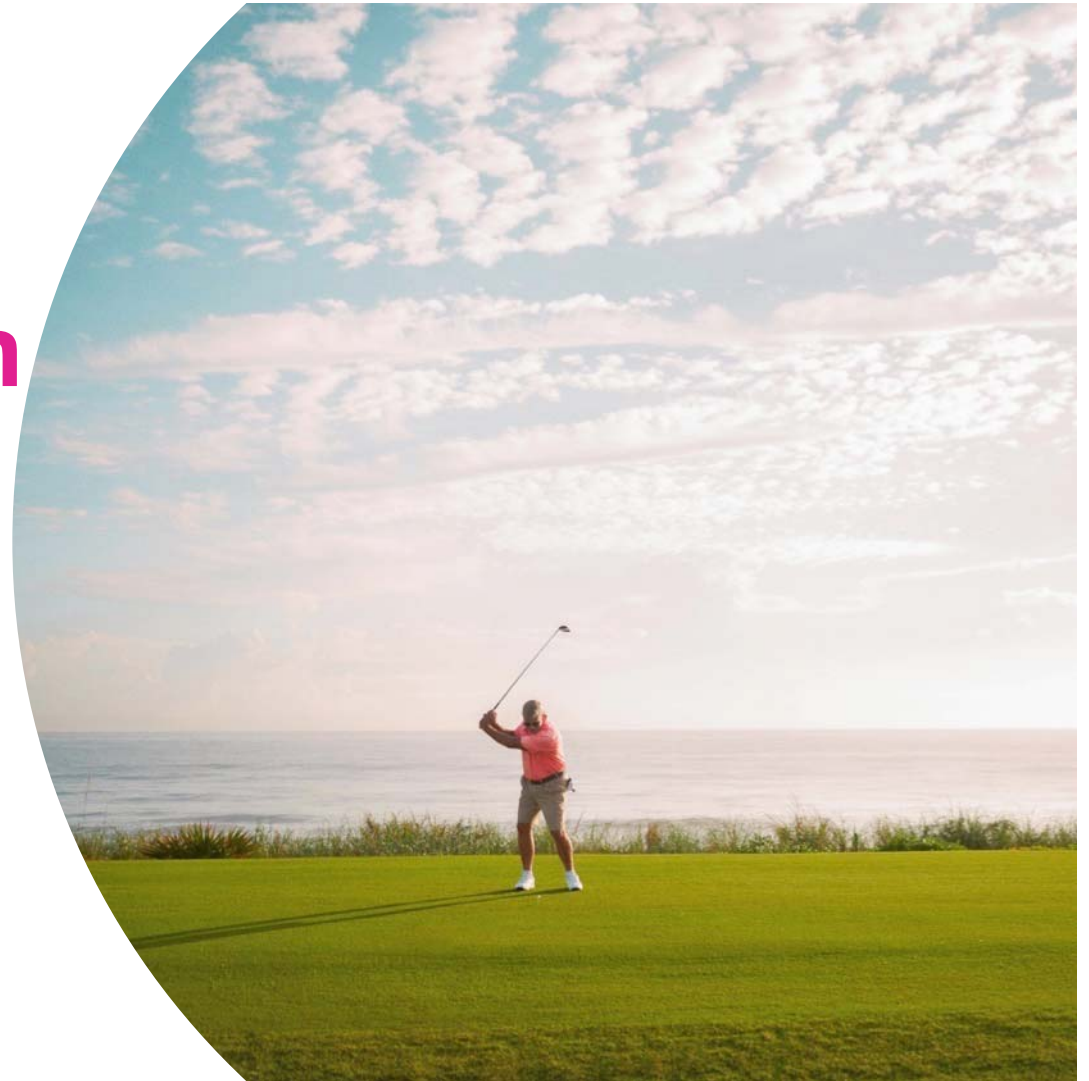
Mexico 3 campaigns	Brazil 2 campaigns	U.K. 4 campaigns*	Germany 2 campaigns
<ul style="list-style-type: none">• Total investment: \$124K• Total media value: \$260K• Total trip value: \$6M• ROI: \$47 to 1	<ul style="list-style-type: none">• Total investment: \$65K• Total media value: \$130K• Total trip value: \$1.8M• ROI: \$12 to 1	<ul style="list-style-type: none">• Total investment: \$252K• Total media value: \$537K• All increased FL searches and bookings	<ul style="list-style-type: none">• Total investment: \$110K• Total media value: \$268K• Total impressions: 19M



* Results for 2 campaigns TBD

Legislative Reauthorization

- > Scheduled to sunset in 2023
- > Requesting a meaningful extension to provide certainty and facilitate long-range planning



Thank You

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The Florida Senate

APPEARANCE RECORD

10-11-21

Meeting Date

Senate Commerce & Tourism

Committee

Deliver both copies of this form to
Senate professional staff conducting the meeting

Bill Number or Topic

Amendment Barcode (if applicable)

Name Dana Young

Phone 850-545-0174

Address 2540 W. Executive Center Circle

Email dyoung@visitflorida.org

Tallahassee FL 32301

City

State

Zip

Speaking:

For

Against

Information

OR

Waive Speaking:

In Support

Against

PLEASE CHECK ONE OF THE FOLLOWING:

I am appearing without compensation or sponsorship.

I am a registered lobbyist, representing:

I am not a lobbyist, but received something of value for my appearance (travel, meals, lodging, etc.), sponsored by:

While it is a tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this hearing. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard. If you have questions about registering to lobby please see Fla. Stat. §11.045 and Joint Rule 1. [2020-2022JointRules.pdf \(flsenate.gov\)](#)

This form is part of the public record for this meeting.

CourtSmart Tag Report

Room: SB 110
Caption:

Case No.:
Judge:

Type:

Started: 10/11/2021 12:00:00 PM

Ends: 10/11/2021 12:46:30 PM

Length: 00:46:31

11:59:59 AM Commerce and Tourism Committee Meeting is called to order
12:00:27 PM Roll is called
12:00:42 PM Chair Hooper recognizes Dana Young, President and CEO of VISIT Florida, to speak
12:01:42 PM Presenter Dana Young begins
12:22:15 PM Presentation is over
12:23:14 PM Sen. Pizzo in questions
12:28:17 PM Sen. Wright in questions
12:29:33 PM Sen. Powell in questions
12:32:31 PM Dana Young answers Sen. Pizzo's previous question
12:32:43 PM Dana Young answers Sen. Wright's previous question
12:33:10 PM Sen. Powell in questions
12:33:35 PM Sen. Torres in questions
12:36:27 PM Chair Hooper in questions
12:40:04 PM Sen. Pizzo in questions
12:42:47 PM Sen. Powell in questions
12:44:37 PM President Dana Young closes
12:45:11 PM Comments from Chair Hooper
12:46:30 PM Meeting has been adjourned



THE FLORIDA SENATE

Tallahassee, Florida 32399-1100

COMMITTEES:

Education, *Chair*
Governmental Oversight and Accountability, *Vice Chair*
Appropriations Subcommittee on Education
Banking and Insurance
Commerce and Tourism
Regulated Industries
Rules

JOINT COMMITTEE:

Joint Select Committee on Collective Bargaining

SENATOR JOE GRUTERS

23rd District

October 7, 2021

The Honorable Ed Hooper, Chair
Committee on Commerce and Tourism
310 Knott Building
404 South Monroe Street
Tallahassee, FL 32399-1100

Dear Chair Hooper:

I am writing to request an excused absence from the Commerce and Tourism Committee meeting on 10/11/2021.

Please do not hesitate to reach out to me if you have any questions.

Thank you,

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

Joe Gruters

cc: Todd McKay, Staff Director
Kathryn Vigrass, Committee Administrative Assistant

REPLY TO:

- 381 Interstate Boulevard, Sarasota, Florida 34240 (941) 378-6309
- 316 Senate Building, 404 South Monroe Street, Tallahassee, Florida 32399-1100 (850) 487-5023

Senate's Website: www.flsenate.gov

WILTON SIMPSON
President of the Senate

AARON BEAN
President Pro Tempore