

Transportation & Economic Development Budget Subcommittee

Wednesday, December 10, 2025
1:00PM
Mashburn Hall (314 HOB)

MEETING PACKET

Daniel Perez
Speaker

Jason Shoaf
Chair

Committee Meeting Notice

HOUSE OF REPRESENTATIVES

Transportation & Economic Development Budget Subcommittee

Start Date and Time: Wednesday, December 10, 2025 01:00 PM

End Date and Time: Wednesday, December 10, 2025 03:00 PM

Location: Mashburn Hall (314 HOB)

Duration: 2.00 hrs

Space Florida
- Strategic Plan for Florida and the Industry

Visit Florida
- Marketing Campaigns
- Florida’s Return on Investment
- Local Contributions

NOTICE FINALIZED on 12/02/2025 3:52PM by SKB

Space Florida Presentation

SPACEFLORIDA
BE WHERE NEW IDEAS TAKE OFF®

House Transportation and Economic Development Budget Subcommittee

Rob Long, Space Florida President and CEO

December 10, 2025

WHO WE ARE + WHAT WE DO

Space Florida, the state's **aerospace** finance, development, and spaceport authority, launches groundbreaking aerospace initiatives by combining expertise in operations, business development, and infrastructure. In 2006 a unique state statute was enacted that would open the door to more creative financing options and infrastructure access – simplifying treasury, tax, and intercompany issues and making aerospace ventures easier to launch.

Today, Space Florida offers leading aerospace companies **unrivaled experience, unmatched financial tools** from diverse capital programs, financial and tax efficiency structures, and conduit financing to infrastructure investment, and an **unbeatable location** for their new initiatives.

Space Florida: Be Where New Ideas Take Off ™



SPACEFLORIDA

HIGHLIGHTS

$5.6 BILLION
CAPITAL INVESTMENT

700+
AEROSPACE ESTABLISHMENTS

223 PROJECTS IN PIPELINE

$504M SPACEPORT INVESTMENT

#1 ECONOMY, NEW & HI-TECH BIZ FORMATION, & HIGHER EDUCATION IN U.S.

1/3 OF DEGREES ARE SCIENCE & ENGINEERING

25,000+ Manufacturing Establishments

#2 AEROSPACE MANUFACTURING

STRATEGIC ADVANTAGE





















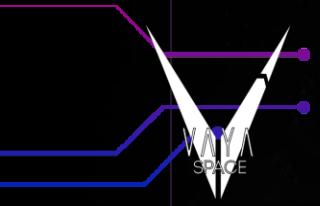
































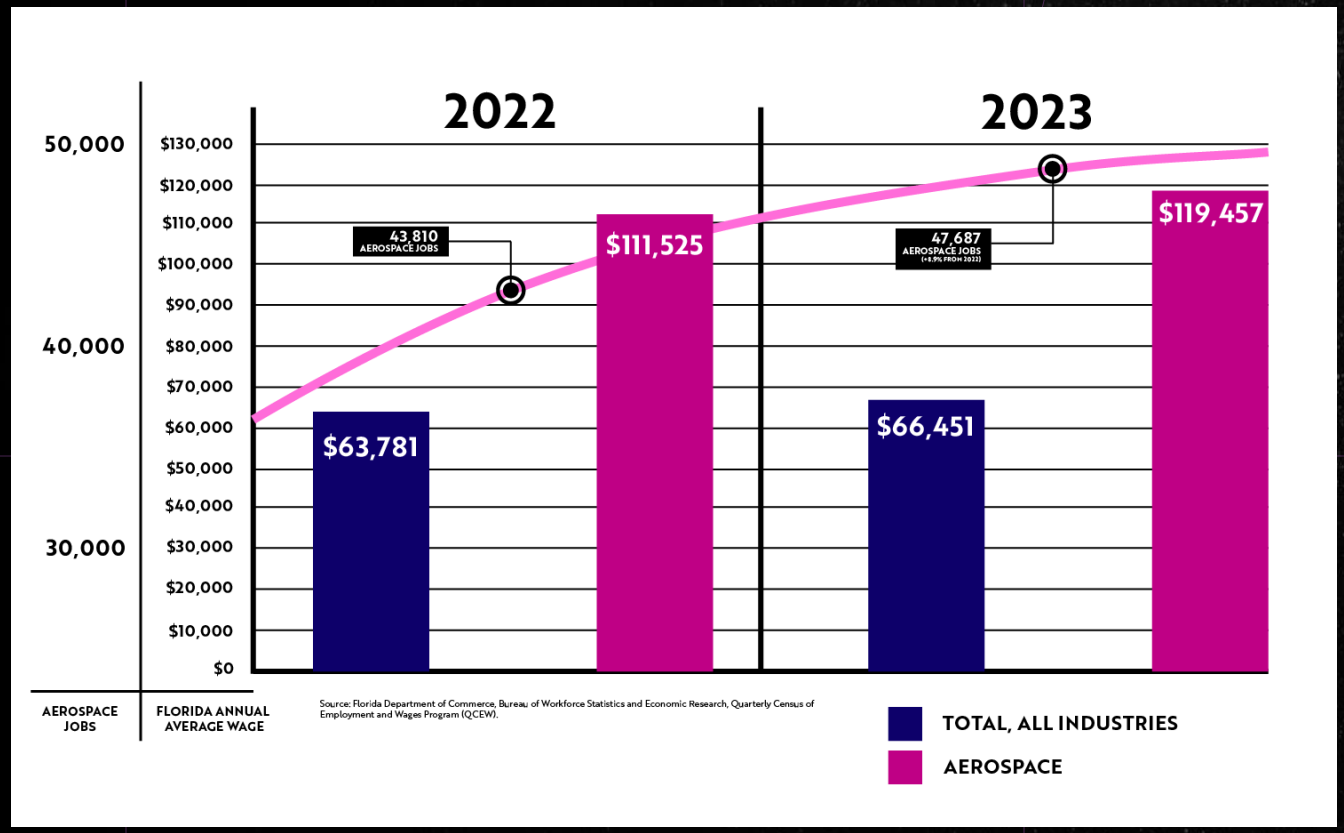
Plus Nation-Leading Universities and Largest Federal Defense and Space Partners

SPACEFLORIDA

AEROSPACE IS A KEY INDUSTRY DRIVING GROWTH

Aerospace jobs = high-skill, high-wage that allow Florida families to thrive.

Aerospace industry continues 2% to 20% growth depending on subsector





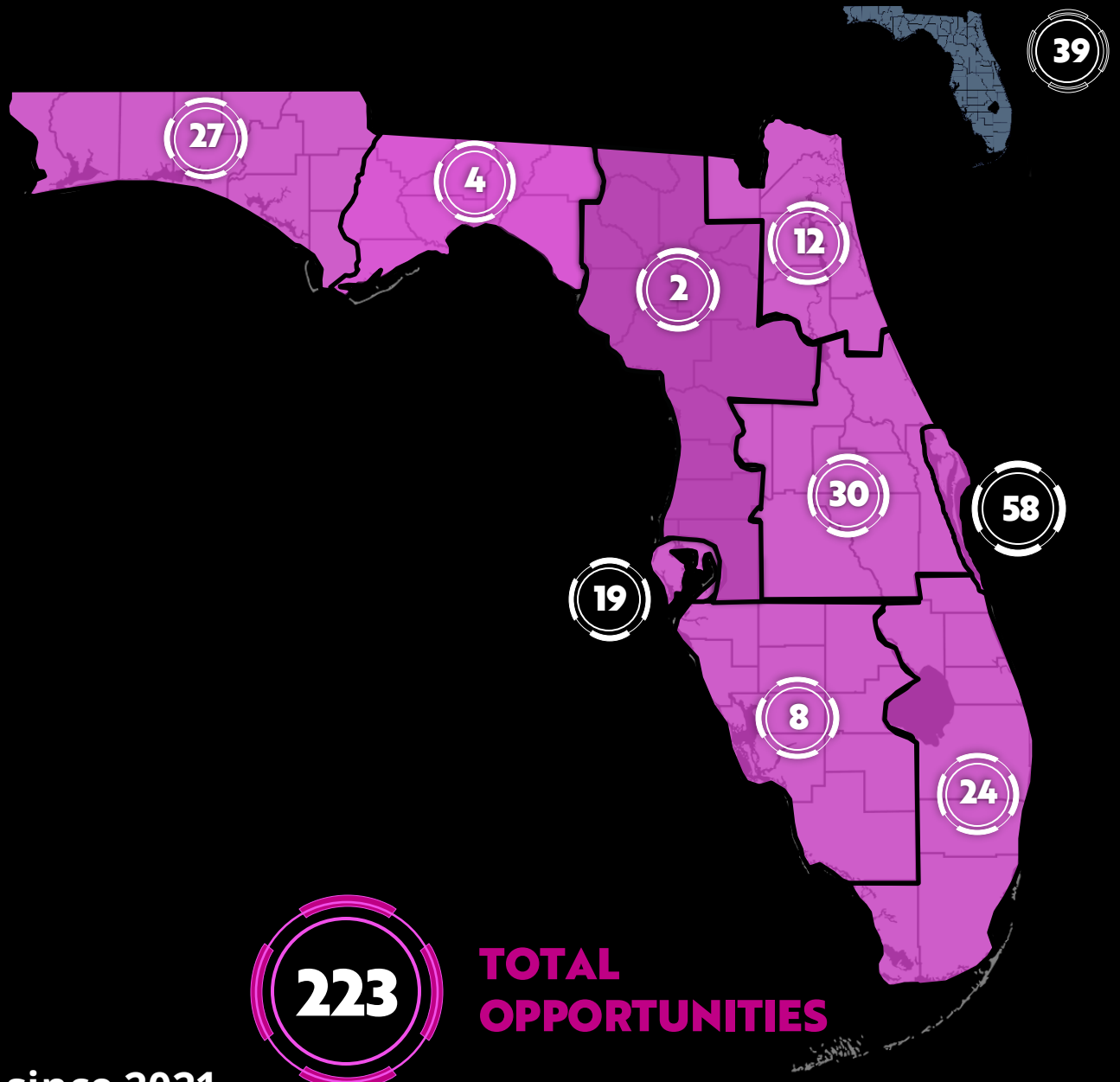
This is where Florida's next generation of prosperity lies.

STATEWIDE PROJECT PIPELINE

Southeast: 24 Projects
Southwest: 8 Projects
Central Florida: 30 Projects
Space Coast: 58 Projects
Tampa Bay: 19 Projects
Northeast: 12 Projects
West Central: 2 Project
Big Bend: 4 Projects
Northwest: 27 Projects
No Specific Region Selected: 39 Projects

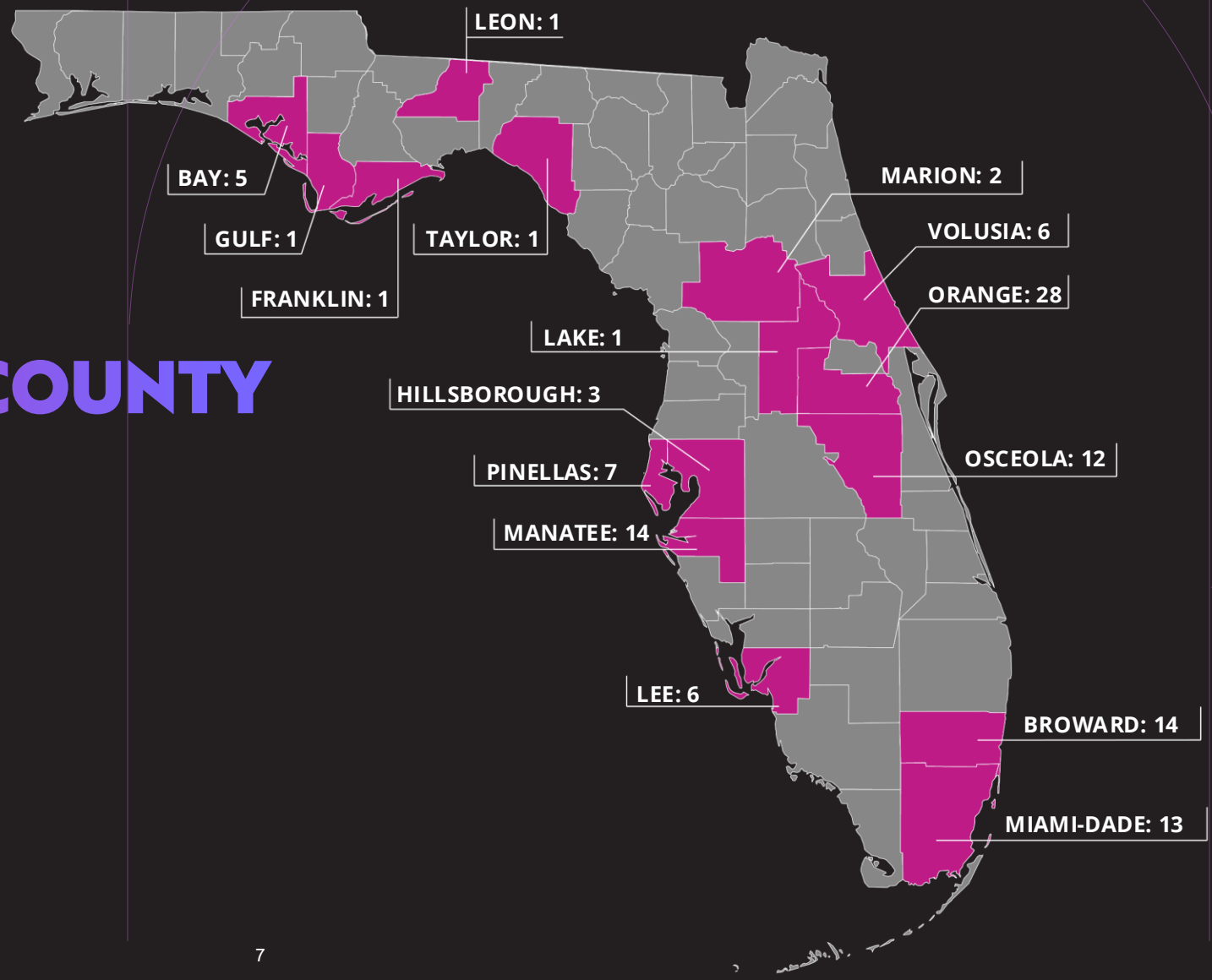
147 Leads, 71 Opportunities, 5 Closing

Project Pipeline valuation more than doubled since 2021



223 TOTAL OPPORTUNITIES

PROJECTS BY COUNTY



BUSINESS GROWTH PHASE



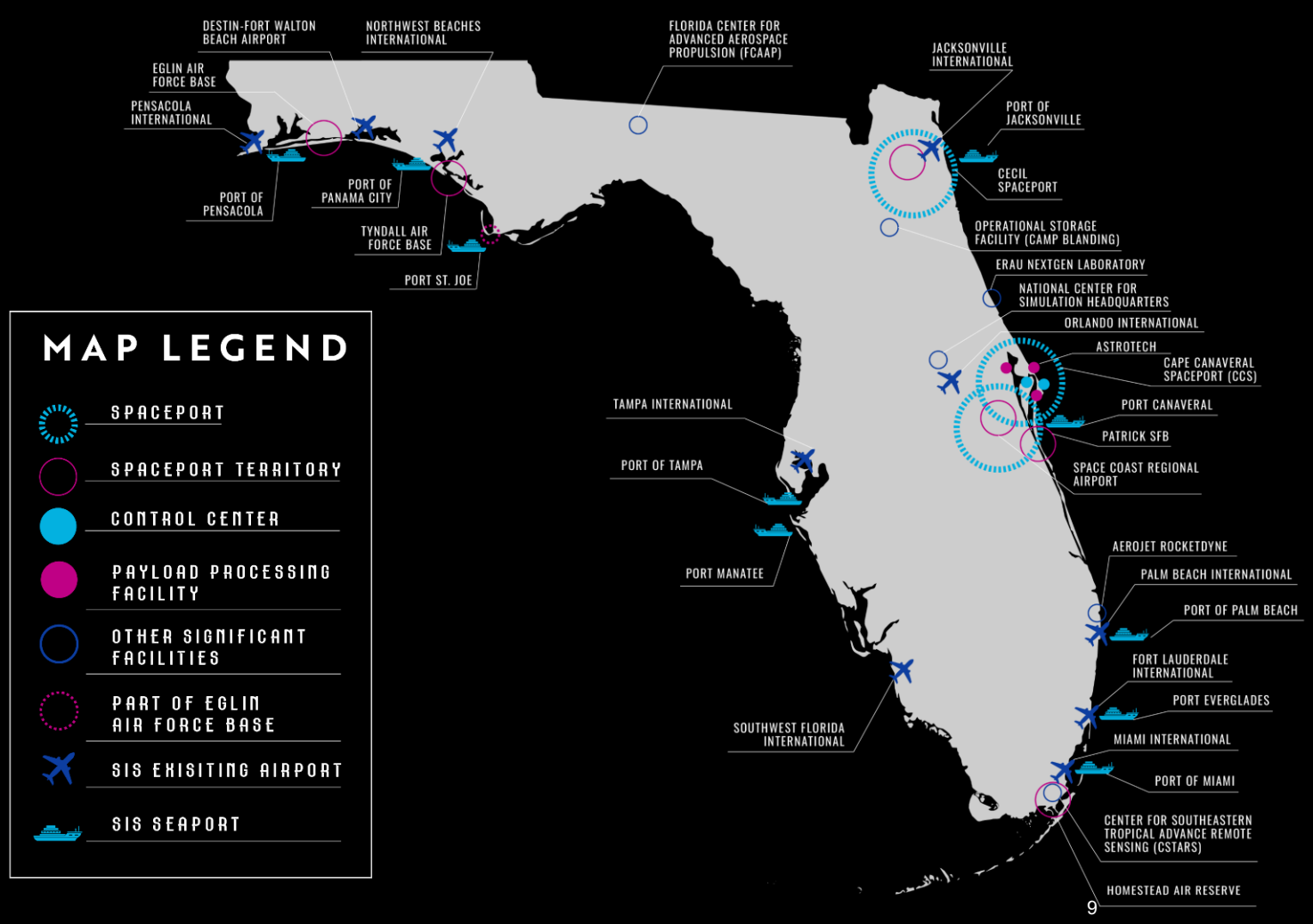
SPACE FLORIDA TOOLS / ENGAGEMENT

- INNOVATION PROGRAM(S) (ISRAEL, SPACE GRANT, ETC.)
- CAPITAL ACCELERATION
- BRIDGE FINANCING
- CONDUIT FINANCING / SYNTHETIC LEASING
- SPACEPORT IMPROVEMENT PROGRAM
- WORKFORCE INITIATIVES

SPACE FLORIDA ENABLING PARTNERS

- UNIVERSITIES
- INCUBATORS/ACCELERATORS
- ANGEL/VENTURE FUNDS
- FINANCIAL INSTITUTIONS/PRIVATE EQUITY

FLORIDA'S SPACEPORT SYSTEM

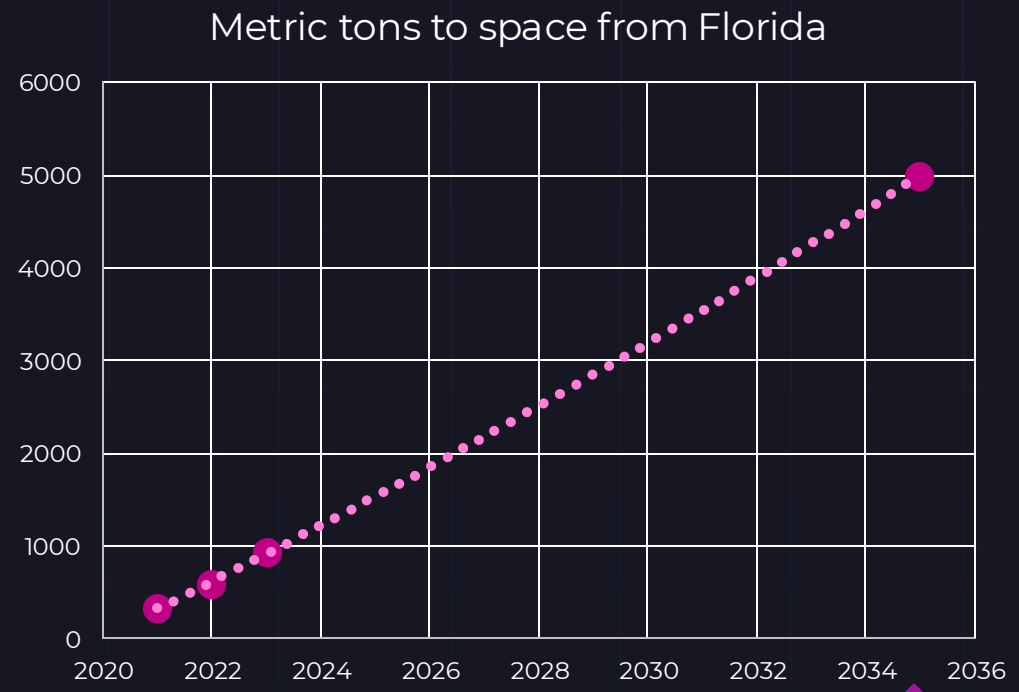


SPACEPORT IMPROVEMENT PROGRAM

6:1 State Investment Leverage

Direct Jobs Created **5,000+**

2035 Goal: Capacity to transport at least 5,000 metric tons to space annually from Florida



That's equivalent to 219 Falcon 9 launches, 40 Starship launches, 111 New Glenn launches, or 194 Vulcan Launches each year

SPACEFLORIDA

CAPE CANAVERAL SPACEPORT INFRASTRUCTURE



WASTEWATER



WETLANDS



MARITIME SUPPORT



ROADS & BRIDGES



POWER



LIQUID NATURAL GAS

The “Big Six” Infrastructure Focus Areas

Work continues to remove or lessen potential constraints to unlocking statewide spaceport growth

PROJECT UPDATES











PROJECT UPDATES







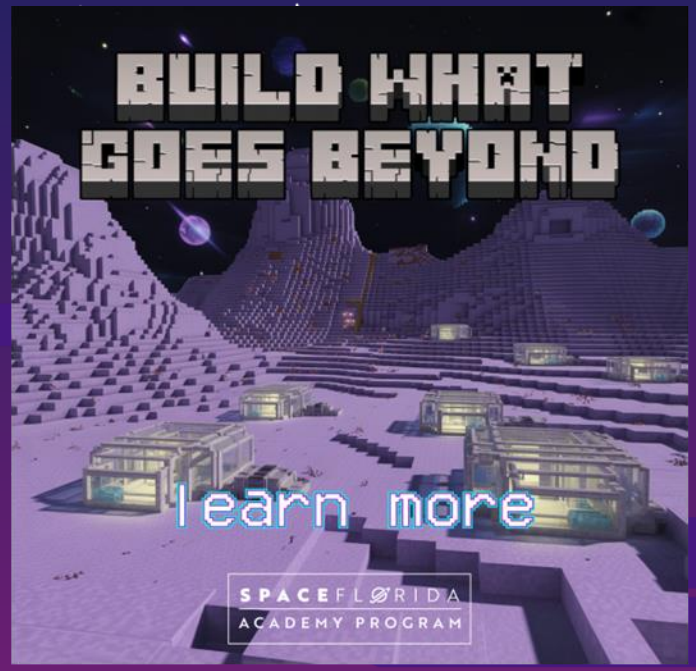




Building the workforce of tomorrow…

Space Florida Academy Program is a dynamic initiative that fosters the next generation of aerospace job seekers by offering students hands-on exposure to skills including those not often thought of as part of the “aerospace job market.”

26 Districts Statewide













Fueled by World-Leading Research

Florida University Space Research Consortium

UF UNIVERSITY of FLORIDA

UCF

EMBRY-RIDDLE AERONAUTICAL UNIVERSITY

FLORIDA TECH

FIU

USF

FSU FAMU

SUPPORTING INNOVATION

CAPITAL ACCELERATORS

Florida Venture FORUM

The Takeoff
2025 NORTHWEST FLORIDA PITCH DAY

23 events, $800M+ investments/exits

Notable Participants

KindDesigns

TOMAHAWK ROBOTICS™

CENSYS TECHNOLOGIES

Kalogon

APELLIX

INNOVATION PROGRAMS

רשות החדשנות
Israel Innovation Authority

13th cycle started
47 Awards since 2013

NASA
FLORIDA SPACE GRANT CONSORTIUM

Notable Participants

CENSYS TECHNOLOGIES

STEMRAD

ETA SPACE
FUELING FUTURE EXPLORATION

SIDUS SPACE

MySkyECO

Florida: The Center of the New Space Race



Our advantage: innovation, efficiency, and a free-market model that leverages private capital.

A proven multiplier: $1.1B impact generate annually; state support returns $5-7 of private capital investment.

Our toolkit supports the significant aerospace global competitors, ensuring they succeed from Florida

- Accelerate Deal Flow to support Industry growth and investment
- Fast-track warfighter support infrastructure
- Grow space-focused workforce, education and research programs
- Expand International Innovation Program

SPACEFLORIDA
BE WHERE NEW IDEAS TAKE OFF®

Thank you

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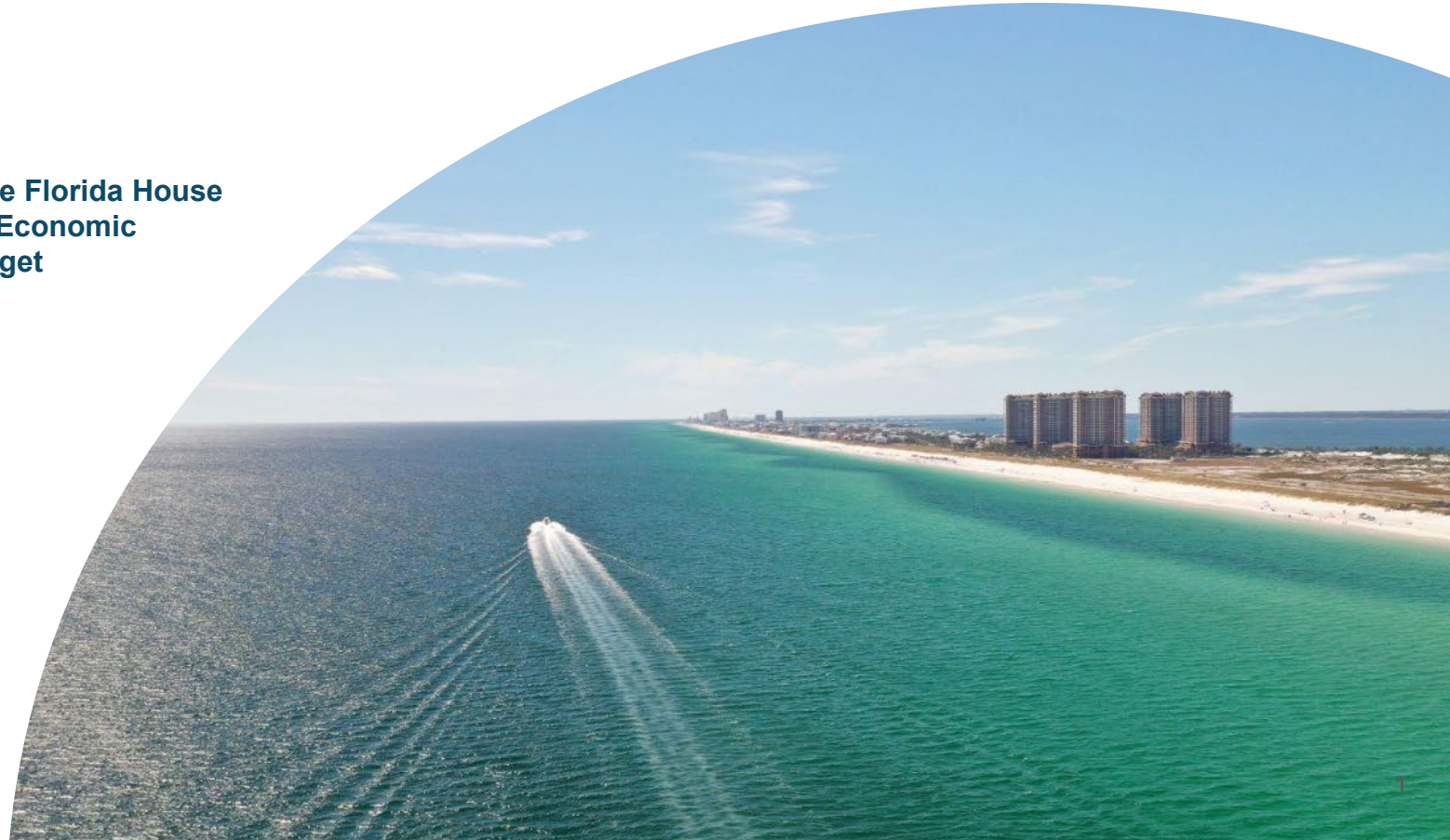
Visit Florida Presentation

VISIT FLORIDA®

Bryan Griffin,
President & CEO

Presentation to the Florida House Transportation & Economic Development Budget Subcommittee

12/10/2025





- Stewards Florida’s valuable vacation brand
- Markets Florida’s public assets
- Protects Florida’s investment in tourism
- Advances Florida’s market share of tourism
- Monitors Statewide Data & Trends
- Pushes for Dispersion
- Benefits Florida’s rural areas, small towns, and small businesses
- Drives post-disaster response
- Markets Florida as the Most Veteran-Friendly State

VISIT FLORIDA



"**[T]ravel and tourism is a partnership–a partnership of industry, labor, the Congress, and the administration**. And we'll do everything we can to keep it that way."
Remarks on Signing the National Tourism Week Proclamation, February 1, 1984

"The tourism industry is extremely important to the United States, contributing to our employment, economic prosperity, and international trade and understanding. Each of us benefits from the effects of tourism."

Proclamation 5149 – National Tourism Week, 1984
President Ronald Reagan

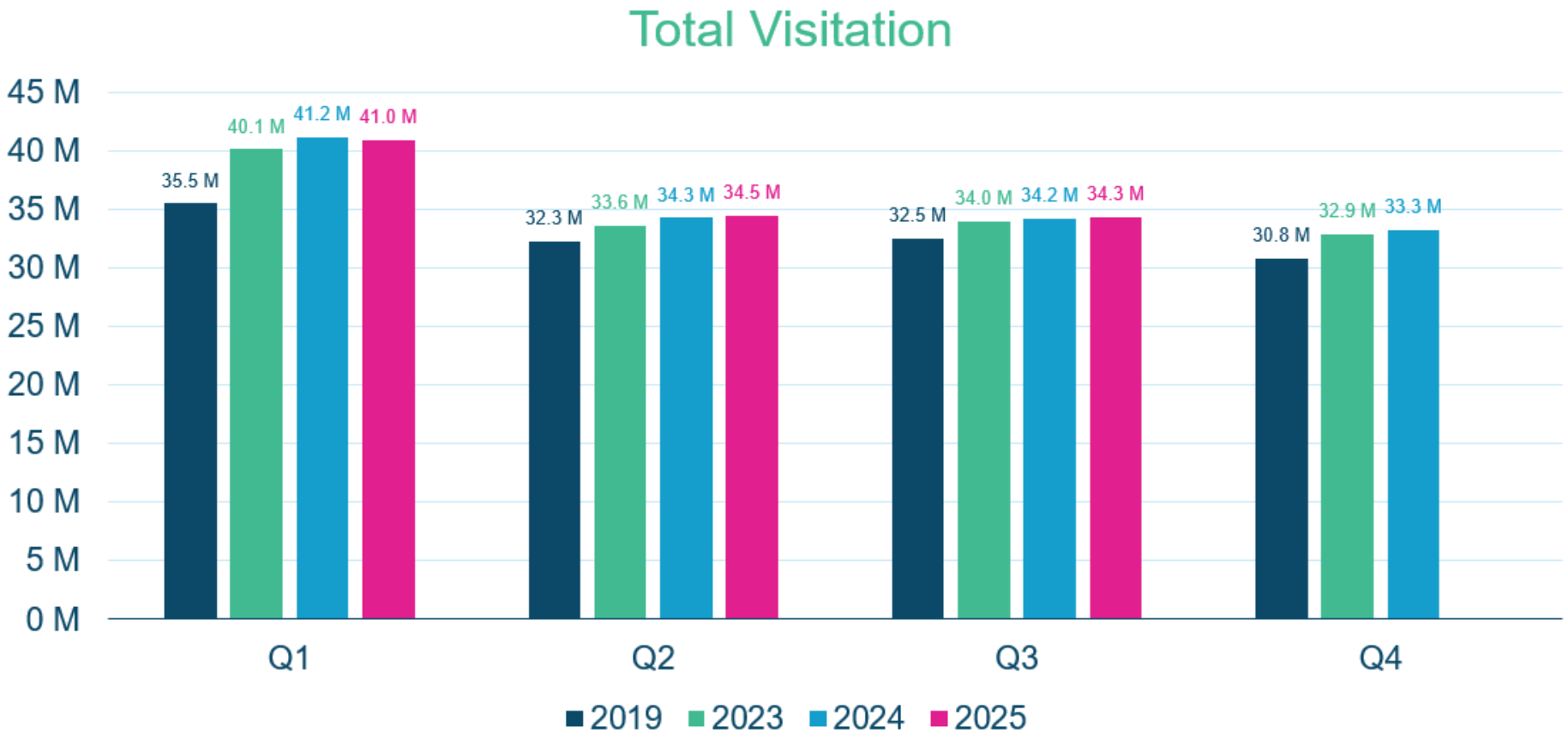
"**VISIT FLORIDA serves an important role in making sure that we get our communities back on [after disaster].** That people realize that Florida is open for business and that we're able to overcome any misperceptions that may be out there."

"[Florida's tourism industry] is really important for so many people whose livelihoods depend on everything that people do in this room… but it also is something—and I learned this personally during COVID when I would talk to people who would be visiting I would find people that were strangers that I didn't know from other states and they would just thank me profusely and I'm like 'what did I do?' And they'd say 'Florida was the place where I was able to go and regain my sanity; I was able to be here my family my kids they needed a break from the madness we came to Florida.' So we're proud of our residents here, we're proud of the folks that work in the [tourism] industry, and we're also proud that we've been able to be a source of happiness for so many families not just throughout the United States but throughout the world.."



Governor Ron DeSantis, 2025 Remarks to the Governor's Conference on Tourism

Total Visitation to Florida



DATA

VISIT FLORIDA operates on **evidence, not assumptions**. We collect and assess data to make responsible investments. We **consistently evaluate industry data, consumer insights, market trends, and conduct our own surveys** to **identify trends, optimize our approach, and drive measurable results**. These data and insights are derived from our own custom efforts or trusted industry sources.

Research

Syndicated Insights

- D.K. Shiftlet TraveLab
  - Domestic travel syndicated insights
- Omnitrak TravelTrak
  - Domestic travel & key segment syndicated insights
- GlobalWebIndex
  - Domestic + select international market & attitudinal syndicated insights + market trends

Ad Measurement

- Omnitrak Integrated Marketing Effectiveness Study
  - Campaign impact measurement (Survey of awareness, perceptions, behaviors, plans)
- Arrivalist
  - Campaign impact measurement (Arrivals and traveler spend attribution data)
- Tourism Economics an Oxford Economics company
  - Campaign impact measurement (Arrivals and broad economic impact data)

Travel Industry Data

- National Travel and Tourism Office
  - Overseas visitation data
- Xboarder
  - Canadian visitor profiles and travel intentions reports
- Airline Data, Inc.
  - Airline data (schedules, O&D, T100)
- STR
  - Hotel performance data
- KeyData Dashboard
  - Accommodations performance data (traditional vacation rentals, hotels, short-term accommodations)

Surveys

- Welcome Center Data
  - Visitor counts, visitor intercept surveys
- Resident survey
  - Floridian survey of Florida tourism industry perceptions
- International Surveys
  - Survey of selected source market travel perceptions, behaviors, and plans
- Direct VISIT FLORIDA influencer Study
  - Custom survey of domestic travelers, tracking influencers of travel decisions

The Office of Economic and Demographic Research (EDR) Return on Investment (ROI) for VISIT FLORIDA

- The Florida Legislature's EDR calculates an ROI for VISIT FLORIDA every three years.
- VISIT FLORIDA consistently surpasses the definition of success - which is 1:1 and ranks in EDR's "high" category.
  - Current working ROI of 3.3. *(2024 EDR ROI Report).*
  - Highest ROI ever for VISIT FLORIDA
  - More than tripling the state's investment

VISIT FLORIDA is a well-performing investment

VISIT FLORIDA

EDR Office of Economic & Demographic Research

EDR's Methodology

- **Excludes** all spending from visitors that it determines "**would have come anyway**," and includes only those visitors it determines were induced by marketing
- **Excludes** all spending from visitors it determines may have been attributable to **non-VISIT FLORIDA marketing** (e.g. private companies, local DMOs, etc.)
- **Excludes** all **beach related spending activity** categorically, attributing all beach spending to the state's beach restoration investments
- **Excludes private match dollars** generated by VISIT FLORIDA
- **Does not include** in calculations **economic benefits other than state sales tax directly attributable to VISIT FLORIDA activities**

VISIT FLORIDA

EDR Office of Economic & Demographic Research

VISIT FLORIDA'S Economic Impact Study

- Annual study that **assesses the full economic contribution that out-of-state visitors make to the Florida economy**, utilizing a commonly used economic impact model (IMPLAN).
- Produced annually for VISIT FLORIDA by Rockport Analytics.
- The study breaks out the economic contributions of visitors in a number of key areas, including:
  - Gross state product (total economic impact)
  - Tax collections – Federal, state, and local
  - Employment
  - Wages & salaries
- The study includes county and region-level impacts, which is valuable information to communicate to Florida residents

VISIT FLORIDA®

Florida Tourism's Economic Impact In 2024



VISIT FLORIDA

~$2,000 SAVED PER HOUSEHOLD EACH YEAR

By taxes generated from tourism in Florida

$33.6B
Tax Revenue generated

1.8 Million Florida Jobs Supported

$79.9B
Wages & Salaries Paid

99 cents of every dollar retained in state

$133.6 Billion
Total Economic Impact

Florida Tourism's Economic Impact in 2024

Tourism and Impact

$134.9 Billion
Tourism Spending

- **$38.9 Billion** Lodging
- **$34.2 Billion** Food & Beverage
- **$26.3 Billion** Transportation
- **$18.6 Billion** Shopping
- **$16.9 Billion** Entertainment & Recreation

$133.6 Billion
Total Economic Impact

- **$69.6 Billion** Direct
- **$29.0 Billion** Indirect
- **$35.1 Billion** Induced

Jobs & Wages

$1.8 Million
Total Traveler Spending Supported Jobs

- **1.1 Million** Direct Jobs
- **303,701** Indirect Jobs
- **360,645** Induced Jobs

$79.9 Billion
Total Wages

Tax Revenue Generated

$17.8 Billion
Total Federal Tax

- **$7.6 Billion** Social Security
- **$6.2 Billion** Personal Income
- **$3.9 Billion** Other Fed Taxes

$15.8 Billion
Total State and Local Tax

- **$7.8 Billion** Sales Tax
- **$1.2 Billion** Local Hotel Tax
- **$6.8 Billion** Other State & Local Tax

$33.6 Billion
Total Tax Revenue

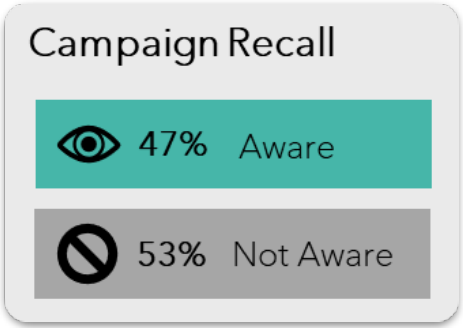
VISIT FLORIDA

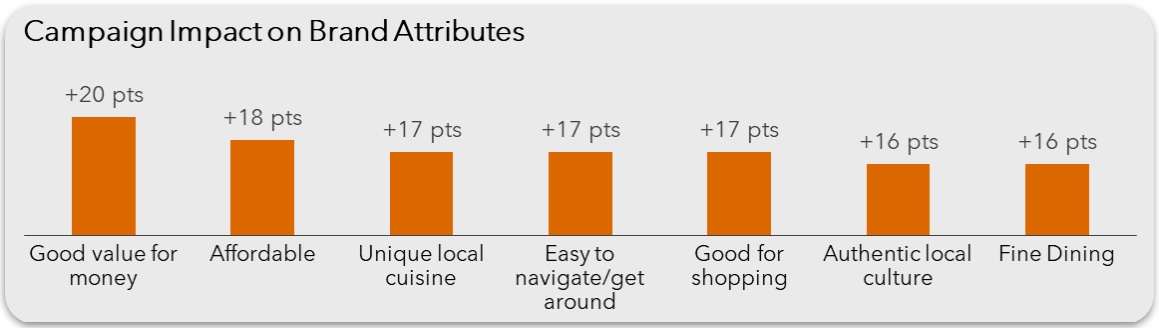
VISIT FLORIDA's Marketing Effectiveness Study

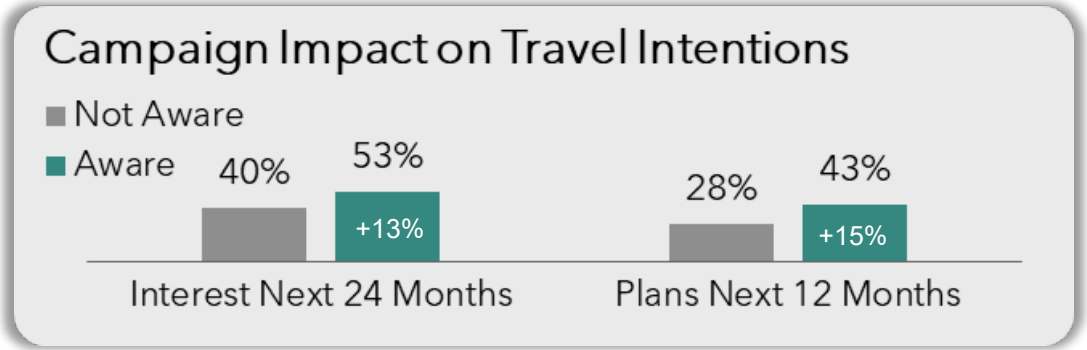
- VISIT FLORIDA works with Omnitrak to run a large monthly Integrated Marketing Effectiveness (IME) survey across its audience to understand how campaign efforts are driving the following, using a test / control method:
  - Awareness of Florida as a vacation destination
  - Travel intentions and actions taken
  - Perceptions on travel attributes important to consumers
  - Creative and media performance / resonance
- Survey reaches more than 13,000 people across 19 different key markets over the course of a year
- **Compares those aware of our marketing versus those not aware (test / control) ensure we are utilizing dollars effectively**.

VISIT FLORIDA®

VISIT FLORIDA's campaigns are memorable, drive favorable travel perception, and drive travel intentions



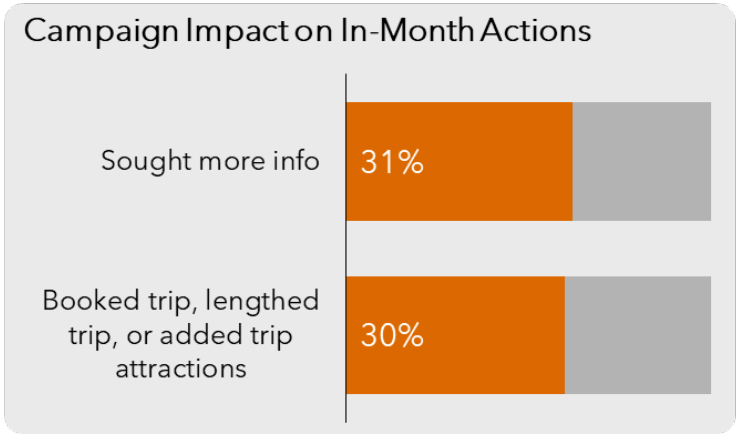




VISIT FLORIDA

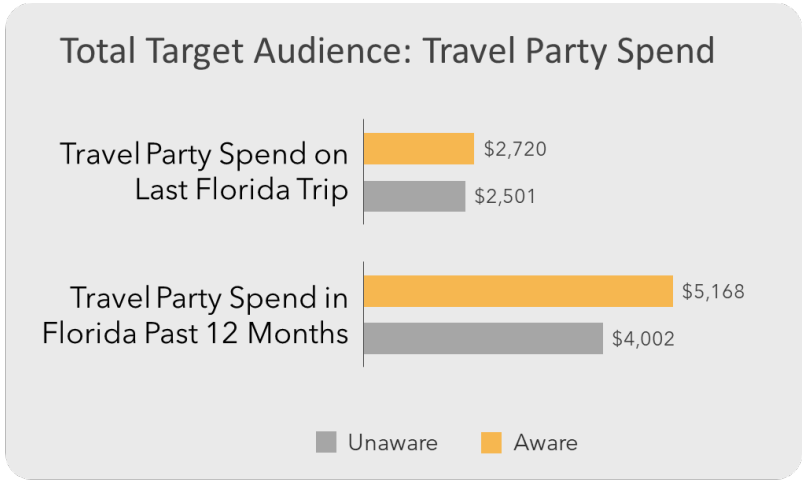
Source: VISIT FLORIDA Omnitrak Campaign Impact (AKA IMC IME) Study Fiscal Year 2024 / 2025

VISIT FLORIDA drives longer trips & higher spending



More than 60% of target audience members aware of VISIT FLORIDA campaigns followed exposure with an action beneficial to Florida tourism that they otherwise would not have taken (booked, increased stay, added attractions, etc.)

Target audience members aware of VISIT FLORIDA campaigns took Florida trips at a 19% higher rate than those not aware.



VISIT FLORIDA

Source: VISIT FLORIDA Omnitrak Campaign Impact (AKA IMC IME) Study Fiscal Year 2024 / 2025

VISIT FLORIDA Direct Influence Study

- The Direct Visit Florida Influence (DVFI) study is a monthly ongoing survey that is used to measure **the influence of VISIT FLORIDA's marketing efforts on Florida visitors' decision to come to the state**.
- The survey is administered online every month by Nielsen to a representative sample of 500 U.S. adults between the ages of 25 and 75, excluding residents of Florida, Alaska, and Hawaii.
- Respondents who report having traveled to Florida in the past year are **shown a list of OVER 20 information sources that may have been used in planning a Florida vacation** and are asked to rate the importance of each source on their decision to select Florida using a scale of 1-5.
- **Five of the information sources are attributable to VISIT FLORIDA** and are called *VISIT FLORIDA influencers*.
- Visitors are considered to be significantly influenced by a source if they rate the influencers with a 4 or 5.

VISIT FLORIDA Direct Influence Study

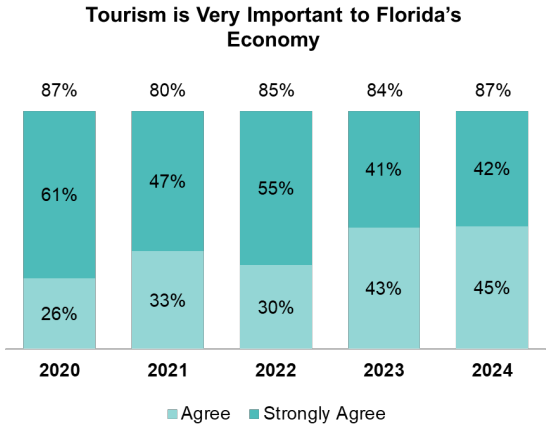
VISIT FLORIDA DIRECT INFLUENCERS
The VISIT FLORIDA website at WWW.VISITFLORIDA.COM
VISIT FLORIDA social media (i.e. Facebook, Twitter, YouTube, Pinterest)
A stop at an Official Florida Welcome Center on a previous Florida trip
VISIT FLORIDA radio, TV, online, magazine/newspaper ad, not destination specific
A sweepstakes/contest by VISIT FLORIDA heard or seen on radio, TV, or online

These 5 VISIT FLORIDA influencers are shown to respondents within a list of 20+ sources of information potentially used to plan a vacation.

Of the respondents surveyed during FY 24/25, **59%** reported their decision to vacation in Florida during the past year was directly influenced by at least one VISIT FLORIDA influencer.

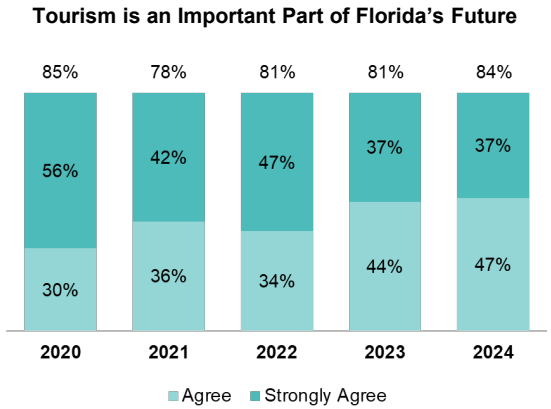
Florida Resident Sentiment Survey

The Florida Resident Survey is a statewide study VISIT FLORIDA conducts to better understand the needs, perceptions, and opinions of residents regarding the state and tourism.



87%

of Florida residents believe tourism is **very important** to the state's economy



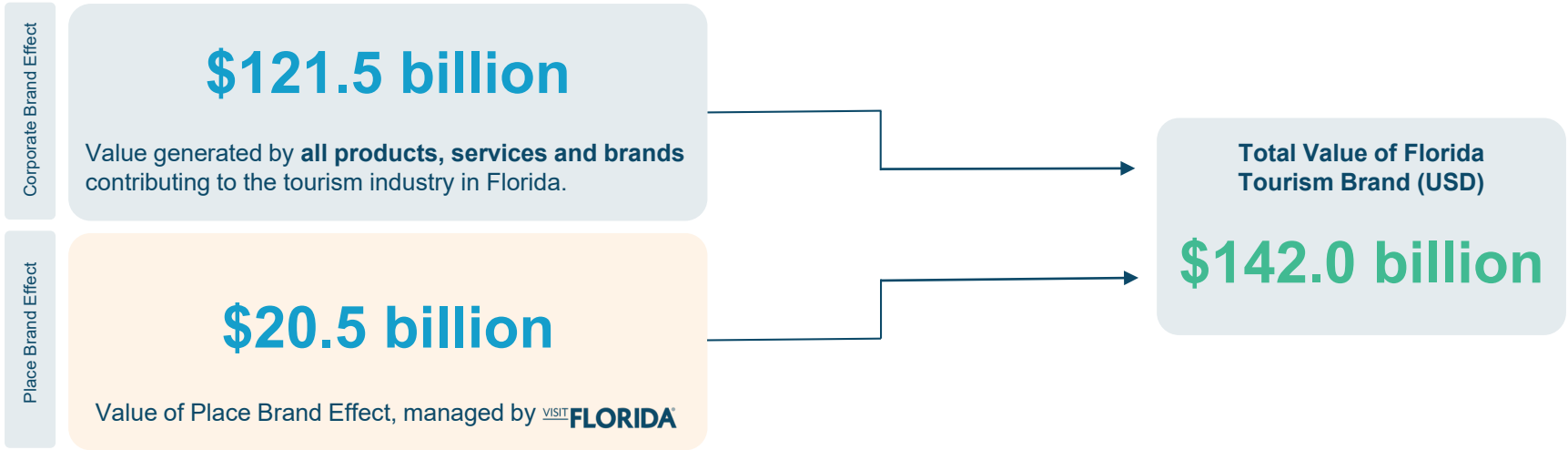
84%

see tourism as an **essential part** of Florida's future

VISIT FLORIDA

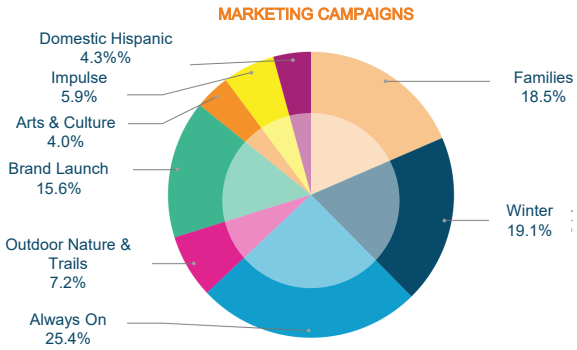
Florida's Valuable Brand

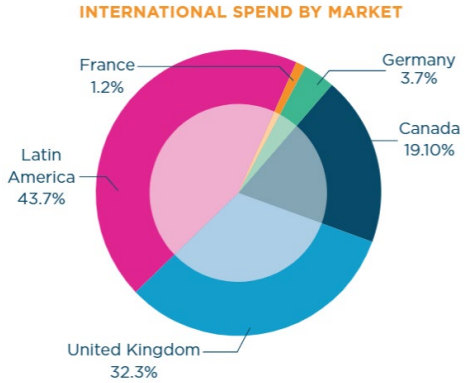
Location brands generate value through both the combined value of product brands that operate within the destination (Corporate Brand Effect) and the value generated through the destination's general appeal (Place Brand Effect). An estimated 85% of the total Florida Tourism brand value is generated through its Corporate Brand Effect, and an additional 15% is through Florida's Place Brand Effect.

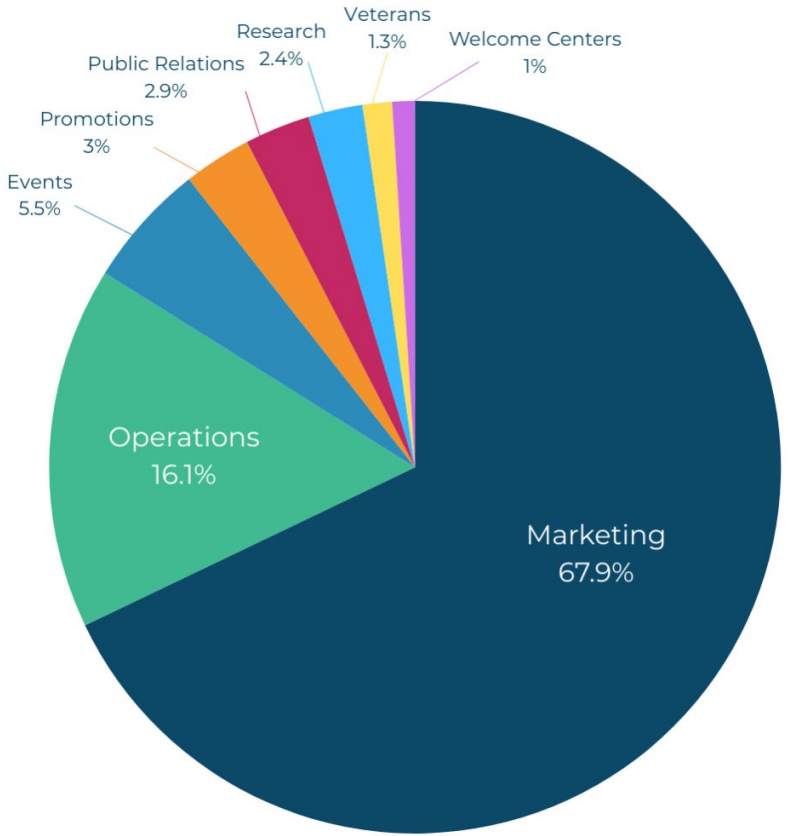


VISIT FLORIDA

VISIT FLORIDA Budget Breakdown

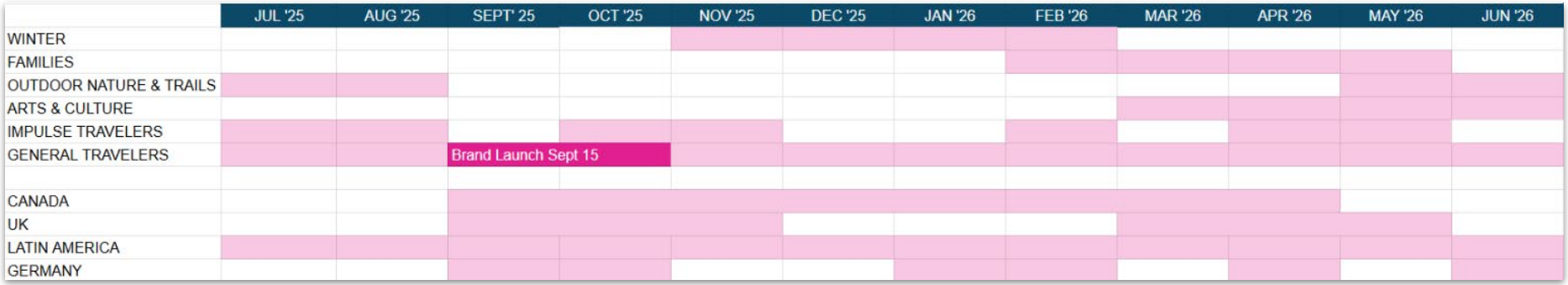






Marketing Approach and Outlook

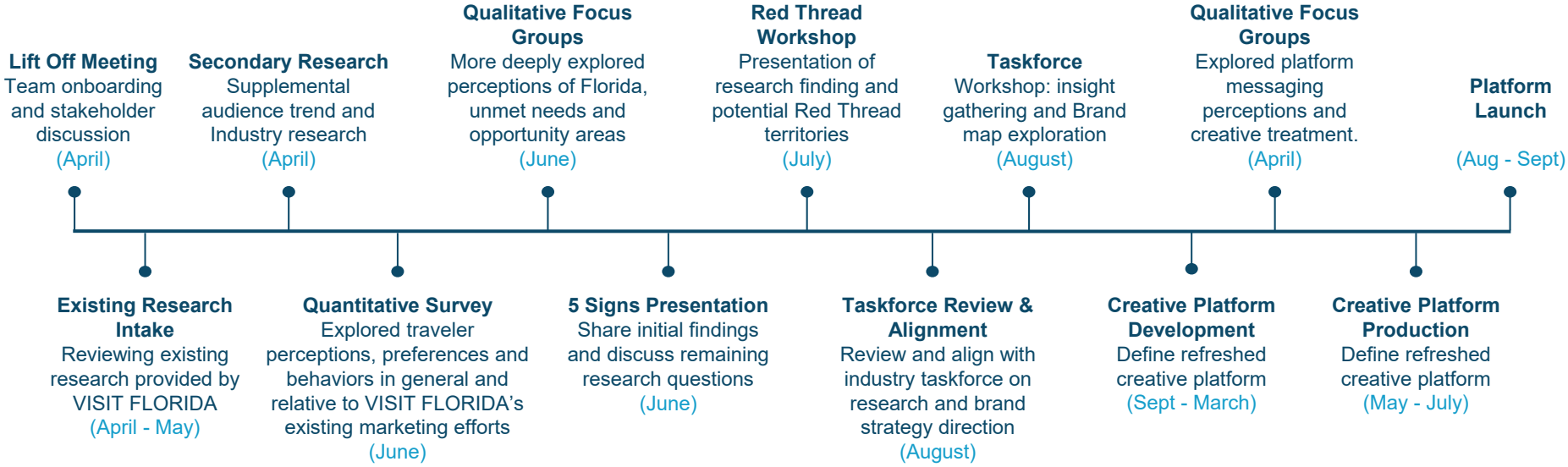
Compilation of our campaigns aligning across markets, audiences, and seasons. Designed for a consistent, presence that drives demand and grows visitation.



VISIT FLORIDA

Brand Refresh

We conducted extensive quantitative and qualitative research to gain insight into the key drivers of travel consideration. Then we established a task force with representation from destinations throughout the state, each bringing their unique insights. All the while we talked to thousands of people, held hours of focus groups and scoured industry reports. The **love of what's known** combined with the **desire to see something new** are two key traits that define the modern traveler.



Brand Refresh

People love Florida for our well loved icons - the beaches, theme parks and famous sunshine. But as they crave more variety, we must prove that Florida is uniquely positioned to deliver on that. Here travelers find the carefree mindset that opens them up to the possibility of new experiences and off the beaten path adventures. We invite travelers to '**find the new in the known**.'



VISIT FLORIDA®

Live More Floridays

Life is too short for ordinary days. We invite people to *Live More Floridays*. These are the days that people feel alive and can only be experienced in America's number one vacation spot.













Marketing Campaigns

A Cohesive, Data-Driven Strategy Keeping Florida Top-of-Mind and Driving Action Year-Round



Brand Launch

- **Goal:** Build broad awareness for the new Floridays brand; drive meaningful engagement across key audiences.
- **Strategy:** We maximize reach and engagement through high-impact placements, storytelling, and strategic testing, ensuring Floridays becomes top-of-mind for travelers across priority segments.



Winter Impulse

- **Goal:** Drive visitation and economic impact during winter.
- **Strategy:** A low-funnel, conversion-focused campaign leveraging proven tactics and data-driven innovations to efficiently drive bookings, maximize ROI, and deliver measurable economic outcomes.



Families

- **Goal:** Guide families from awareness to booking for spring/summer vacations; highlight Florida's iconic and hidden attractions.
- **Strategy:** We engage family travelers with a full-funnel approach, showcasing Florida's diverse attractions to inspire trips and drive bookings, turning inspiration into measurable economic impact.

Marketing Campaigns

A Cohesive, Data-Driven Strategy Keeping Florida Top-of-Mind and Driving Action Year-Round



Outdoors, Nature, Trails

- **Goal:** Position Florida as a leading destination for outdoor enthusiasts; elevate perceptions of natural beauty and adventure.
- **Strategy:** Through upper-funnel awareness tactics, we highlight Florida's premier landscapes, trails, and outdoor experiences to attract travelers seeking nature-based adventures.

Spring Impulse

- **Goal:** Drive economic impact in spring through increased bookings and revenue.
- **Strategy:** A comprehensive, funnel-driven strategy combining awareness, targeted digital and social campaigns, and precision retargeting to convert interest into bookings and measurable economic results.



VISIT FLORIDA

International Marketing

Canada Winter Campaign

> The Canada Winter Campaign positions Florida as the preferred winter getaway for Canadians, particularly Millennials and Gen Z travelers ages 18–39, guiding them from consideration to conversion through a multifaceted strategy of high-impact digital, video, paid social, partnerships, custom content, and collaborations with trade and airline partners, while addressing concerns about cost and convenience and driving all conversions to VF landing pages in English and French.

UK Spring and Families

> The UK Families campaign targets value-driven families ages 35–54 using the new Floridays brand creative to showcase Florida's iconic attractions and hidden gems, encouraging exploration beyond familiar destinations, promoting day trips and diverse experiences, and aligning with top sales promotions to drive travel bookings.



Latin America

> Latin America campaigns target upscale Gen X and Millennial travelers—both couples and families—in Mexico and Brazil, using paid social, publisher programs, and tour operator co-ops to inspire travel beyond gateway cities, drive traffic to tour operator landing pages, and support both core Florida destinations and off-the-beaten-path experiences through integrated, always-on marketing efforts.



THERE ARE DAYS...
AND THERE ARE FLORIDAYS

VISIT FLORIDA

Small Partner Assistance: Apalachicola

Tallahassee Democrat.

LOCAL

'Please help us': Residents in Apalachicola plead as water crisis leads to tourist exodus

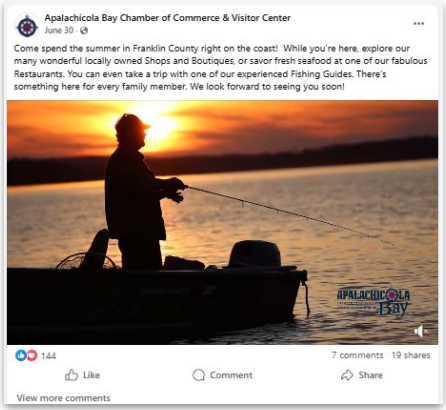


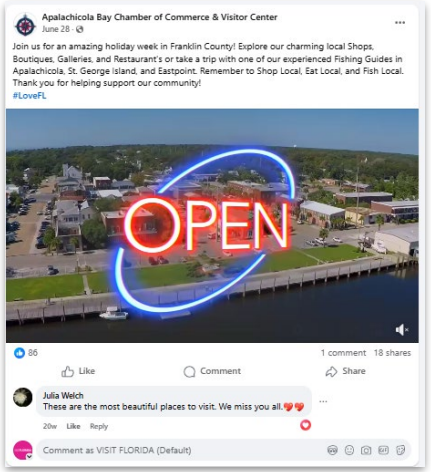
Jeff Burlew
Tallahassee Democrat

June 26, 2025 | Updated June 28, 2025, 3:12 p.m. ET

This past summer, Apalachicola was experiencing a surge of cancellations due to negative press as a result of a county-wide water issue that led to putrid water. VISIT FLORIDA responded immediately by deploying targeted emergency marketing to restore traveler confidence ahead of the July 4th weekend. Within days, bookings rebounded and the destination saw record visitation.









VISIT FLORIDA

Hurricane Response and Recovery

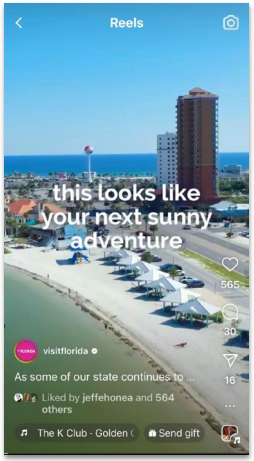
After a hurricane or disaster, VISIT FLORIDA jumps into action to counteract negative messaging, advertise that un-impacted areas are still open to tourists, and assist impacted areas as soon as they are reopened.

- Phase 0 (Leading up to and during storms): Updating industry, visitors and state officials with information
- Phase 1 (After storms): Support for areas near impact that have not been affected by storms
- Phase 2 (After storms): Support for those affected by the storm that are ready for visitors with a short term recovery
- Phase 3 (After storms): Support & specialized targeting for those impacted by the storm when they re-open after a long term recovery

VISIT FLORIDA®

Hurricane Response and Recovery
Ex. Helene & Milton (2024)

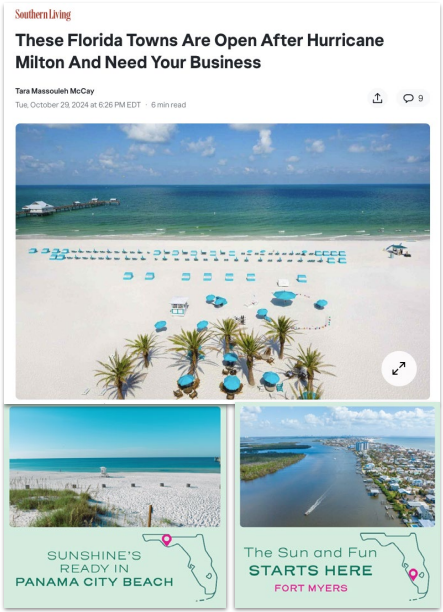




Phase 1 – "Sun Is Shining"

Objective: Correct misperceptions & support unaffected destinations

- 187.5M impressions | 19.8M completed views
- In-state creator push generated 525K+ PR impressions



Phase 2 – Rebound Messaging

Objective: Reintroduce recovering destinations & restore statewide demand

- 138.2M paid social impressions, 7.3M completed views
- In-state social delivered 87.2M impressions, 3.6% engagement rate, 75,941 clicks
- Domestic digital drove 71.3M impressions, 14.1M completed views
- PR amplification added 262,500 impressions and $205K media value

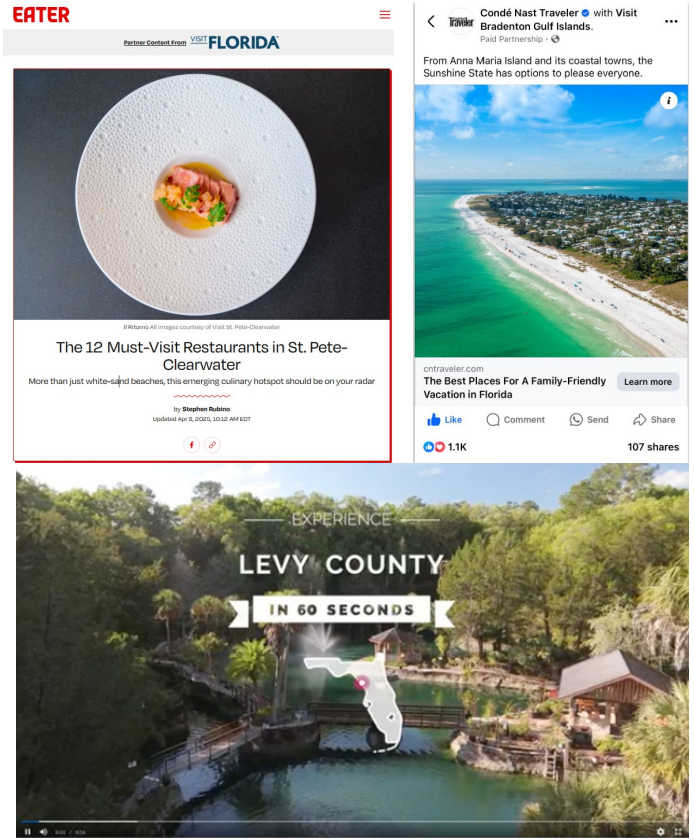
VISIT FLORIDA

Hurricane Response and Recovery
Ex. Helene & Milton (2024)

Phase 3 – Assisting Recovery for Severely Impacted Destinations

Objective: Provide targeted, high-value support to the counties most affected by Helene and Milton when they reach readiness.

> Provided Co-op media funding for Sarasota, Pinellas, Manatee, Taylor, Dixie, and Levy Counties to develop their own marketing and showcase their recovery in real time.



VISIT FLORIDA

America250FL

- Docu-Series: Florida's Journey: An America's 250 Celebration
- Founding Fathers Statues
- Marketing Co-Op Opportunities
- America250FL.com
- Advertising Florida Historical Sites

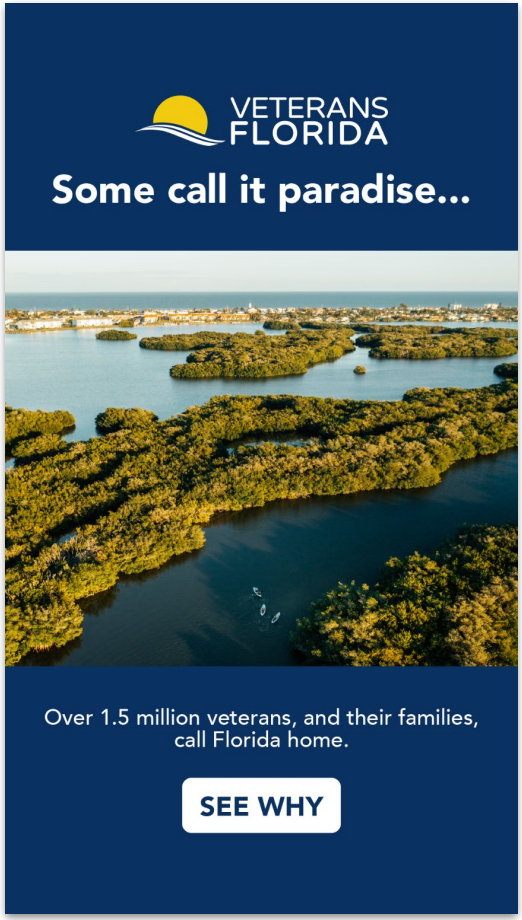




VISIT FLORIDA

Veterans Florida

- Strengthen statewide efforts to attract, welcome, and support veterans and their families.
- Provide funding to support Veterans Florida's marketing and promotional efforts.
- Develop veteran-focused promotions that showcase the best of Florida's destinations and experiences.
- Host special contests and events that invite veterans to explore and enjoy Florida communities.
- Serve as a strategic advisor to Veterans Florida on future marketing initiatives.



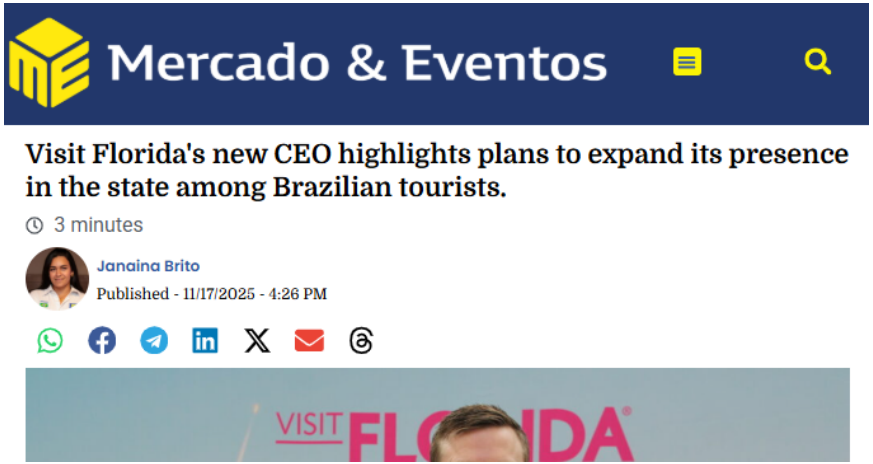
VISIT FLORIDA

Public Relations

The VISIT FLORIDA PR team partners with traditional media and content creators in target markets to garner positive earned media coverage for Florida through the following tactics:

- > In-market domestic and international media missions and receptions
- > Individual and group press trips
- > Content partnerships
- > Satellite Media Tours
- > Pitching and press releases
- > Media website
- > Content creator campaigns

$90 Million
Earned Media
Value in FY 24/25



VISIT FLORIDA

Travel/Trade

The Trade Team partners with tour operators, travel agents, receptives and wholesalers in 8 markets to educate the industry on Florida to better sell it and to make new travel products:

- > Familiarization Tours
- > Sales Missions
- > Trade Shows and Industry Events
- > Virtual and in-person Trainings
- > E-Learning



5,175
Travel Agents Trained
In FY 24/25

VISIT FLORIDA

Promotions

- The Promotions Team executes promotional activities that invite partner entities (TV programs, radio stations destinations) to contribute to Florida travel by offering trips and other giveaways
- VISIT FLORIDA Partners with broadcast media around the country to run contests with partner-supplied Florida vacation prizes
- The on-air exposure provided by promotions keeps Florida top-of-mind and generates media value contributions for Florida.

FY 2024-2025 (FINAL)

- Media Value: $115.9M
- Impressions: 1,044,890,271
- Promotions: 198
- ROI: 53:1

FY 2025-2026 (BOOKED)

- Media Value: $88.9M
- Impressions: 733,202,057
- Promotions: 99
- ROI: 76:1



VISIT FLORIDA

Industry Relations

Responsible for the recruitment, engagement and retention of tourism-based businesses into our Partnership Program.

- Partnership Sales, Service, and Retention
- Development and sales of Co-op Marketing Programs
- Industry Communications
  - Industry facing social media, News to Use, webinars
- Event sponsorship sales and support for Signature Events (Florida Governor's Conference on Tourism, Florida Huddle, and Florida Encounter)
- Partners are featured in the VISIT FLORIDA Vacation Guide

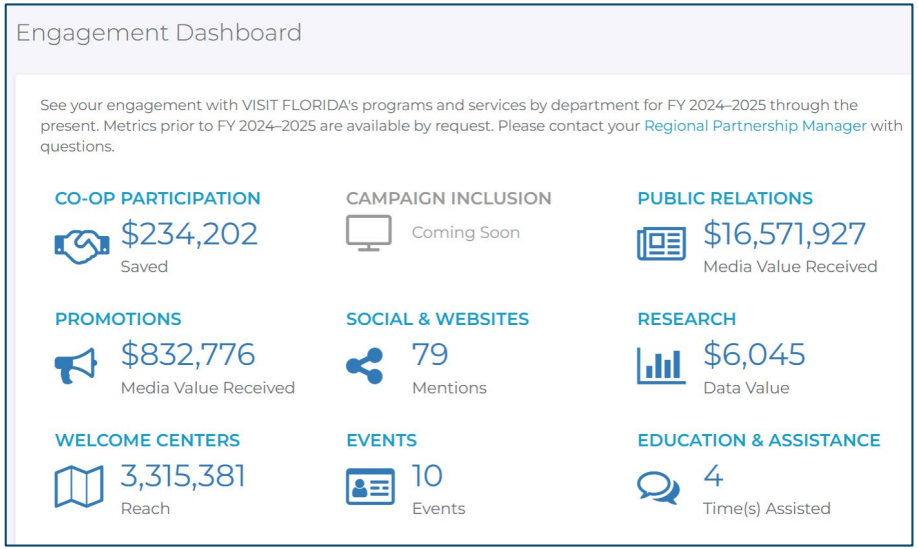


Industry Relations

1,525 Partners

Types of Partnerships

- Core Tourism
- Lodging
- Destination Marketing Organization
- Business-to-Business
- Airport and Port
- Educational Institution
- Strategic Alliance



Partnership Benefits

Online & Print Exposure
Meetings & Conventions / Travel Trade
Research
Welcome Center Programs
PR & Promotions
Education, Training & Resources

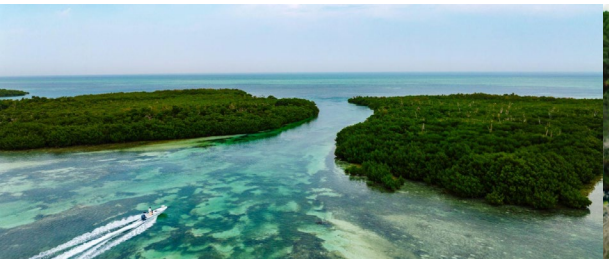
visitflorida.org/partner

VISIT FLORIDA

Content Creation

- Videos
- Photos
- Vacation Guide - our annual printed magazine
- VISITFLORIDA.com - consumer facing website
- Organic and Paid Search
- Hurricane recovery asset collection post-storm






Content Creation in a Year

- 124 unique videos
- 513 video versions
- 912 full-rights photos
- 322 locations filmed
- 260 businesses featured
- 44 counties covered
- 401 partners showcased
- Website Metrics
  - 4 million users
  - 27,902,124 sessions
  - 36,581,307 page views



VISIT FLORIDA

Official Florida Welcome Centers

The staff at the five Florida Welcome Centers greet, promote and provide Florida travel information to over 1.3 million visitors annually.

Welcome Center Programs:

- > Own a Welcome Center
- > 888 Live Consumer Hotline
- > Brochure Rack Program
- > Transparency Lease Program
- > Lobby Booth Program
- > Kids Corner
- > Florida Welcome Center Outdoor Displays
- > 57 Florida Certified Visitor Information Center Program
- > 76 year World Famous Florida Orange and Grapefruit Juice promotion with the Florida Department of Citrus



- I-10 west of Pensacola
- I-75 at Jennings
- I-95 north of Yulee
- US 231 Campbellton
- Florida Capitol

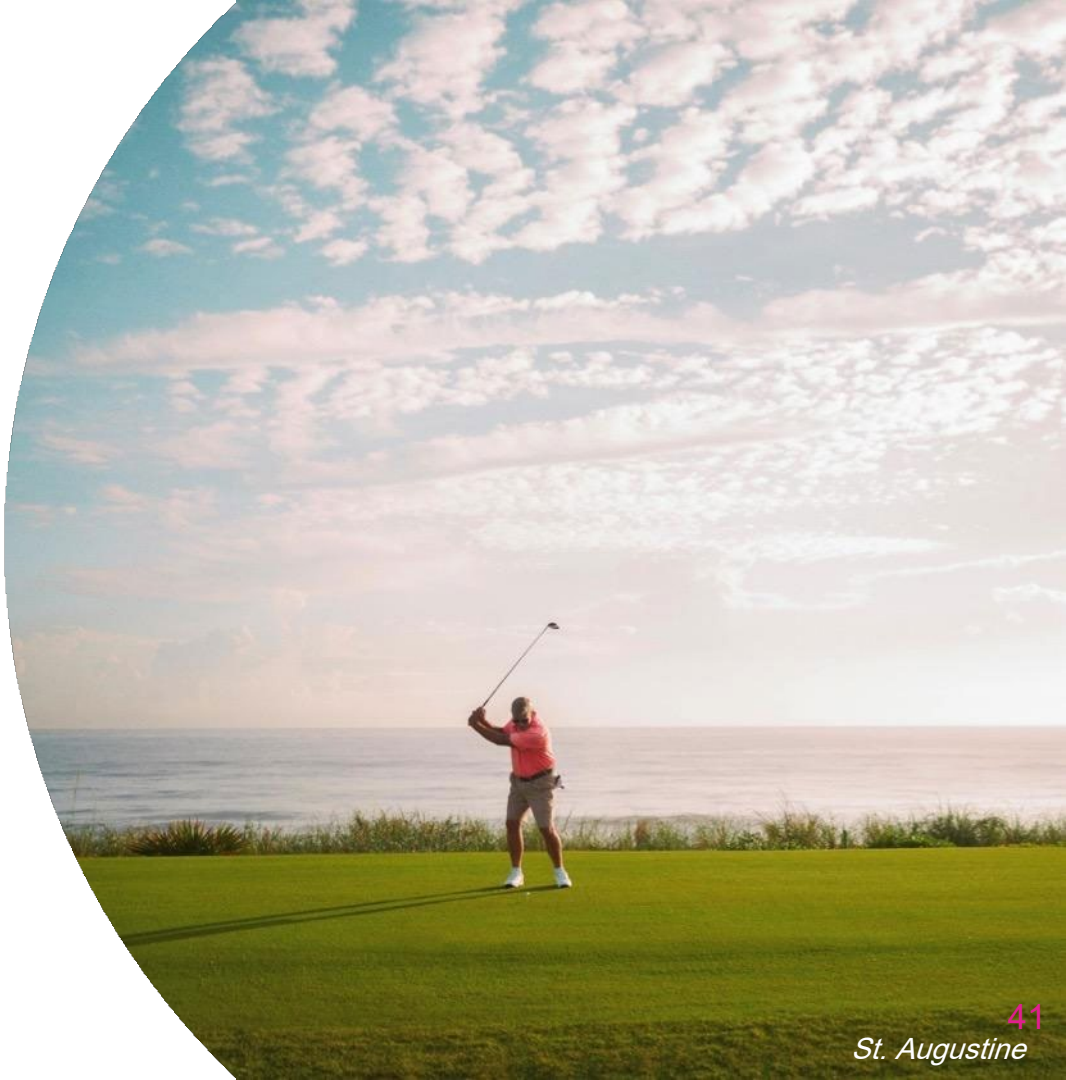
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Thank you!

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St. Augustine