

An aerial photograph of a coastal resort at sunset. The scene features a large, multi-story white building with a red-tiled roof, situated on a peninsula. The building is surrounded by lush greenery and a marina with several boats docked. In the background, the ocean stretches to the horizon under a sky with soft, orange and yellow hues from the setting sun. The text "ALL OF THE TRAINING YOU NEED TO ATTRACT MORE VISITORS TO YOUR DESTINATION" is overlaid in large, white, bold letters on the left side of the image.

# ALL OF THE TRAINING YOU NEED TO ATTRACT MORE VISITORS TO YOUR DESTINATION

DESTINATIONS FLORIDA

**Destination Marketing Summit  
May 14-16, 2025**

The Westin Cape Coral Resort at Marina Village  
Cape Coral, Florida

**A program of education designed for tourism specialties to share information and to help destination marketers attract more customers to their communities.**

- Detailed education that can be applied immediately to bring more visitors to your destination
- Education sessions that serve many different professionals within your DMO
- Opportunity to gain insights from your peers throughout Florida on how to build better community partnerships within the industry and with organizations outside of the traditional tourism industry
- VISIT FLORIDA's plans for helping destinations bring more customers to our communities.





## From the Chairman of the Board

It is my pleasure to invite you to the 2025 Destinations Florida Destination Marketing Summit, the year's largest gathering of Florida destination marketing organization executives and industry suppliers.

We are lucky to live and work in the most beautiful place in the world. Seemingly, Florida can sell itself. However, we know better. As destination marketers, we must compete for visitors against a lot of well-funded adversaries. Florida residents employed within the tourism industry are depending on our success.

It has never been more important for the destination marketing industry to invest in additional training for ourselves and our staff members. To provide you with the knowledge and resources you need to succeed and prosper in the coming year, we have created a one-of-a-kind program.

Critical issues affecting our industry will be addressed including:

- AI for Destination Marketers: Maximize Impact, Compete Globally & Attract More Visitors
- The 10 Mistakes to Avoid When Starting a Destination Trail
- Energizing Your DMO Surveys With Effective Design Strategies
- Media Metrics Mapping: Aligning the Right Metrics to Drive Media Strategy
- Amplifying Authentic Voices: Building a Diverse Content Creator Network
- Thoughtful Tourism for Recovery & Beyond: Lessons Learned Along Florida's West Coast

You'll have a great opportunity to network with outstanding speakers, other tourism marketers from throughout Florida, and the industry's finest sponsors. You and your organization will want to be represented at the Destination Marketing Summit. Destinations Florida looks forward to welcoming you to this important meeting.

Sincerely,

*Jennifer Adams*

Jennifer Adams, Chairman of the Board  
Destinations Florida

[www.DestinationsFlorida.org](http://www.DestinationsFlorida.org)

1400 Village Sq. Blvd., Suite 3-250 · Tallahassee, FL 32312 · 850/222-6000

# SCHEDULE AT A GLANCE

## Wednesday, May 14, 2025

<b>10:00 AM – 1:00 PM</b>	Board of Directors Meeting and Working Lunch
<b>2:00 PM – 3:30 PM</b>	AI for Destination Marketers: Maximize Impact, Compete Globally & Attract More Visitors
<b>3:45 PM – 5:30 PM</b>	Destination Marketing State of the State Report
<b>5:30 PM – 6:30 PM</b>	Welcome Reception at The Westin Cape Coral Resort at Marina Village
<b>6:30 PM</b>	Dinner on own

## Thursday, May 15, 2025

<b>8:00 AM – 9:00 AM</b>	Networking Breakfast	
<b>9:00 AM – 9:45 AM</b>	Thoughtful Tourism for Recovery & Beyond: Lessons Learned Along Florida's West Coast	Media Metrics Mapping: Aligning the Right Metrics to Drive Media Strategy
<b>10:00 AM – 10:45 AM</b>	Ready to Play: Tampa Bay's Resilient Comeback Through Strategic Marketing	The Navigator – Trends Reshaping Travel
<b>11:00 AM – 11:45 AM</b>	Transformational Events & The Palm Beaches Eudemonia – A Case Study on the Impact Transformational Events Can Have on a Destination	Code-Switching: The Secret to Modern Marketing
<b>11:45 AM – 1:00 PM</b>	Networking Luncheon	
<b>1:00 PM – 1:45 PM</b>	Amplifying Authentic Voices: Building a Diverse Content Creator Network	Riding the Big Wave: How GoPro and Catch Surf Amplified Jacksonville's New "Soul of Surf" Campaign
<b>2:00 PM – 2:45 PM</b>	The 10 Mistakes to Avoid When Starting a Destination Trail	Winning Big by Promoting Small: The Results
<b>3:00 PM – 3:45 PM</b>	Energizing Your DMO Surveys With Effective Design Strategies	Shaping Tomorrow's Destinations: Leveraging the UN 17 SDGs to Redefine Tourism Success
<b>5:00 PM – 8:00 PM</b>	Connect Evening Event at The Westin Cape Coral Resort at Marina Village	<b>Connect</b>

## Friday, May 16, 2025

<b>8:00 AM – 9:00 AM</b>	Networking Breakfast	
<b>9:30 AM – 10:15 AM</b>	Building International Visitation Through Digital Connectivity	
<b>10:30 AM – 11:30 AM</b>	VISIT FLORIDA Marketing Update & "The Big Co-op Reveal"	<b>VISIT FLORIDA</b>
<b>12:00 Noon</b>	Adjourn	

### Support from the following partners makes our meetings possible:

#### Founding Partner



#### Diamond Partners



#### Platinum Partners



#### Gold Partners



# Destination Marketing Summit

## PROGRAM DETAILS

WEDNESDAY, MAY 14, 2025

2:00 PM – 3:30 PM

### AI for Destination Marketers: Maximize Impact, Compete Globally & Attract More Visitors

Dan Janes, Madden Media  
TBD, Miles Partnership  
Robert Skrob, Destinations Florida

This session will equip you with the practical AI strategies you need to thrive—whether you're new to AI, skeptical about its role, or already exploring its potential.

Our focus will be on four key areas:

1. Efficiencies – Doing More With Less: Maximize impact while minimizing effort. Work smarter, not harder, and free up resources for high-impact strategies that attract more visitors.
2. Products – Attracting More Visitors With AI: AI transforms storytelling and visitor engagement. Learn how to use AI-driven content, chatbots, and hyper-personalized marketing to showcase your destination, answer traveler questions, and convert interest into bookings.
3. Disruption – The Changing Traveler Journey: AI is transforming how travelers plan, book, and explore. Learn how AI-driven assistants and itinerary planners influence bookings, how to ensure your destination stays top-of-mind, and how AI is shaping visitor expectations for seamless, personalized experiences.
4. Policies – Leading AI in Your Community: Take control of AI adoption by setting clear policies for your team, vendors, and stakeholders. Protect trade secrets while using AI to deliver 10X better marketing, visitor experiences, and insights—at a fraction of the cost.



3:45 PM – 5:30 PM

### Destination Marketing State of the State Report

A complete report on the activities of your peers in the destination marketing industry throughout Florida.

THURSDAY, MAY 15, 2025

9:00 AM – 9:45 AM

### Thoughtful Tourism for Recovery & Beyond: Lessons Learned Along Florida's West Coast

Hunter Carpenter and Kelly Harb, Visit Sarasota County

Instilling confidence in a destination's vitality relies upon the depth of community partnerships and, critically, trust from the people who call it home—especially in the wake of historic storms. In this session, discover how Visit Sarasota County navigated the aftermath of Hurricanes Debby, Helene, and Milton through two key campaigns—#SupportThe941 and Florida's West Coast. Focusing on the principles of "thoughtful tourism," this session will highlight how the DMO balanced business recovery with resident sentiment through crisis communications and community collaborations. Attendees will also hear how Visit Sarasota County and its neighbor to the north, the Bradenton Area Convention & Visitors Bureau, collaborated to show the world that Florida's West Coast was ready to welcome visitors again. Through these efforts, this session will demonstrate how DMOs can effectively tap into emergency preparedness and regional



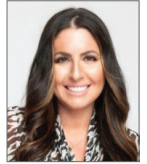
cooperation to advocate for and rebuild tourism after environmental challenges while maintaining a focus on responsible and impactful visitation.

9:00 AM – 9:45 AM

### Media Metrics Mapping: Aligning the Right Metrics to Drive Media Strategy

Summer Gonzalez-Mendez, VISIT FLORIDA  
Andria Godfrey, Miles Partnership

The evolving digital landscape presents new challenges for marketers in developing both short-term and long-term measurement strategies. In this session, VISIT FLORIDA will share their approach to navigating the complexities of digital media measurement in partnership with Miles. You will gain practical insights and walk away with a framework for defining and aligning Key Performance Indicators (KPIs) that effectively support your paid media strategies.



10:00 AM – 10:45 AM

### Ready to Play: Tampa Bay's Resilient Comeback Through Strategic Marketing

Patrick Harrison, Visit Tampa Bay

In the aftermath of back-to-back storms, Tampa Bay quickly demonstrated its resilience and readiness to welcome visitors once again. While some misconceptions suggested heavy local impacts, we maintained sensitivity to the challenges faced by our neighbors across the state. This session will delve into Visit Tampa Bay's strategic \$6 million marketing investment, including a \$1.6 million campaign designed to drive tourism during the critical months of November and December. Through compelling storytelling, we will showcase how a crisis can be transformed into an opportunity to attract travelers seeking adventure, relaxation, and culinary delights. Attendees will gain insights into how data-driven, targeted campaigns highlighted Tampa Bay's strengths and delivered a powerful message: Tampa Bay is back—ready to welcome thrill-seekers, foodies, convention-goers, and vacationers alike. Note: This session does not cover public relations strategies related to local crisis management or advocacy recovery efforts.

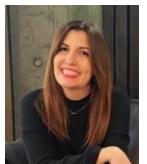


10:00 AM – 10:45 AM

### The Navigator – Trends Reshaping Travel

Ileana Frascone and Elena Prostova, Miles Partnership

Join us for an exclusive glimpse into the future of tourism with The Navigator, our annual review of the trends and innovations shaping the tourism industry. The 2025 edition dives into experiential travel, the rise of sports tourism, advancements in AI, and the evolution of media. Packed with cutting-edge research from leading industry partners, a global review of best practices, and actionable examples from destinations worldwide, The Navigator is your guide to what's next in the travel industry. Attendees will discover how to leverage these innovative ideas to create compelling campaigns and strategies that engage more visitors and drive visitation.



11:00 AM – 11:45 PM

**Transformational Events & The Palm Beaches Eudemonia – A Case Study on the Impact Transformational Events Can Have on a Destination**

**Milton Segarra and Kelly Cavers, Discover The Palm Beaches**

From strategic ideas to execution, learn how the development of a transformational event increases not only economic impact, but elevates your brand, increases future sales, and brings a community of businesses together.



11:00 AM – 11:45 PM

**Code-Switching: The Secret to Modern Marketing**

**Matt Stiker and Kwaku Amuti, Madden Media**

In today's crowded, fragmented, and fast-moving marketing landscape, connecting with audiences requires more than generic messaging—it demands adaptability, cultural awareness, and authenticity. Join Kwaku Amuti and Matt Stiker for a powerful session on Code-Switching, a transformative strategy that allows brands to tailor their voice, tone, and style to resonate authentically across diverse audiences while staying true to their core identity. This session will explore how to align context, culture, and consistency to create campaigns that don't just speak—but connect.



1:00 PM – 1:45 PM

**Amplifying Authentic Voices: Building a Diverse Content Creator Network**

**Adeta Gayah, Visit Orlando**

Dive into the evolving landscape of content creation and discover the power of diverse voices in amplifying authentic narratives. Learn how Visit Orlando successfully established its own content creator network, nurturing relationships that ensure diverse storytelling and meaningful engagement. Gain actionable strategies to create impactful, authentic content that resonates with a wide range of audiences.



1:00 PM – 1:45 PM

**Riding the Big Wave: How GoPro and Catch Surf Amplified Jacksonville's New "Soul of Surf" Campaign**

**Katie Mitura, Visit Jacksonville  
Karlee Prazak, GoPro  
Clint Shobert, MediaOne**

Jacksonville and its beach communities long possessed an unheralded surf culture known mostly to the local insiders. Learn how Visit Jacksonville engaged its own stakeholders and partnered with professional athletes, artists and content creators from GoPro and Catch Surf to launch a multi-phase "Soul of Surf" campaign to reach new audiences. The panel will discuss the inspiration for the campaign, the benefit of aligning with authentic brands like GoPro and Catch Surf and the sustainable elements incorporated throughout the initial launch.



2:00 PM – 2:45 PM

**The 10 Mistakes to Avoid When Starting a Destination Trail**

**Katie Mitura, Visit Jacksonville**

So, you think your destination needs an ale trail? An art trail? A food trail? Everyone is looking for the next big thing to set them apart from the rest, but is it the right thing to do for you and your team? Destination product development can be tricky; learn how to avoid making big mistakes at the start and successful ways to ensure your partner businesses



will be happy. Pick up top planning tips from a destination who has tried a little bit of everything and seen a lot of success, and of course, a few fails.

2:00 PM – 2:45 PM

**Winning Big by Promoting Small: The Results**

**John Solomon, Franklin County Tourism Development Council**

This presentation will explore how smaller destination marketing organizations (DMOs) can effectively market their areas by leveraging their unique attributes that may not be found elsewhere. We will discuss the latest trends and techniques in the ever-evolving landscape of DMO marketing, along with the most recent statistics on travelers to the state of Florida. Finally, we will review the results of implementing this strategic approach.



3:00 PM – 3:45 PM

**Shaping Tomorrow's Destinations: Leveraging the UN 17 SDGs to Redefine Tourism Success**

**Barbara Karasek, Paradise Advertising & Marketing**

Tourism has the potential to be a powerful catalyst for sustainable development, driving economic growth, fostering community well-being, and protecting natural and cultural heritage. The United Nations' 17 Sustainable Development Goals (SDGs) offer a framework to guide this transformation, encouraging destinations to align their strategies with global priorities for a better future. This presentation provides a comprehensive roadmap for integrating the SDGs into tourism, highlighting key strategies, partnerships, and tools to redefine success for destinations.



3:00 PM – 3:45 PM

**Energizing Your DMO Surveys With Effective Design Strategies**

**Frida Bahja, PhD, Experience Kissimmee**

Power up your in-house survey research with survey design strategies to collect more accurate and reliable data. Through a blend of research-backed principles and practical examples, discover how survey design choices can dramatically improve response rates and data reliability. Learn about common flaws that may compromise your survey quality, including questions that confuse respondents to scales that just don't work. Great surveys don't happen by accident. This session is your opportunity to discover what transforms basic questionnaires into powerful research tools.



**FRIDAY, MAY 16, 2025**

9:30 AM – 10:15 AM

**Building International Visitation Through Digital Connectivity**

**Nate Huff and Andrea Wood, Tourism Exchange USA**

As the travel industry evolves, destinations and businesses must adopt new approaches to product development and distribution, making it easier for consumers and the travel trade to discover and book products quickly. Tourism Exchange is a B2B digital marketplace that connects locally owned tourism businesses—such as accommodations, tours, and attractions—with a global network of distributors, including OTAs, tour operators, and travel agents. You will learn about shifting traveler demographics, the risks of not embracing a digital-first strategy, and how DMOs in 18 states and 50+ local destinations are creating value, attracting consumers, and bridging the gap between inspiration and booking.



10:30 AM – 11:30 AM

**VISIT FLORIDA Marketing Update & "The Big Co-op Reveal"**

VISIT FLORIDA will roll out its 2025–2026 DMO Cooperative Marketing Program.



## Who Should Attend the Destinations Florida Destination Marketing Summit?

**Destination Marketing Directors** – Stay informed on the latest advancements in the competitive world of tourism marketing, share ideas with peers, and see the newest marketing opportunities from our industry vendors.

**Deputy Directors** – Broaden your skills by participating in education tracks that are outside your current expertise. Gain a broader understanding of destination marketing.

**Convention Sales** – See your destination outside of the meeting room. Learn more about selling your destination's tourism benefits in addition to its meeting assets. Participate in discussions with convention sales professionals from around the state to learn from your peers.

**Tourism Marketing** – Learn the latest on packaging techniques and super-effective industry and community education strategies.

**Agency Employees** – Visit with your clients in a casual atmosphere and learn more about the destination marketing industry so you can serve your clients better. Please note the attendance policy on page 5.

## 5 Ways to Justify Your Destination Marketing Summit Registration

We know how it is. Tourism marketing conferences operate in a busy events scene. There is a lot of competition out there, not only in terms of events, but for your time.

Every decision of whether to come to a conference like the Destination Marketing Summit eventually boils down to “What do I expect to have gained/learned from spending my time attending this event versus taking care of my busy day-to-day routine?” In other words, what you need to know right now is this: What's the payoff from coming to the Destination Marketing Summit?

Here are five reasons we think attending the Destination Marketing Summit is not only worthy of your time in terms of benefits gained, but also why we think it's a different kind of event.

1. Learn new ideas and concepts, and the latest on what's working at other DMOs around the state
2. Meet staff of all different levels from both large and small DMOs, people who can help you
3. Hear candid talks about the things that went wrong at other organizations
4. Give yourself time to listen and think—work on, not in, your business
5. Join a global community of people who care about tourism marketing

You'll learn things that will change how you market your destination from the day you return to the office.

## The Westin Cape Coral Resort at Marina Village

The Westin Cape Coral Resort at Marina Village is offering a special rate for Destinations Florida meeting participants of \$239 per night. Please call (239) 541-5000 and reference the Destinations Florida Marketing Summit. Reservations must be made by **Tuesday, April 22, 2025**. Be sure to make your reservation as soon as possible because the room block will sell out.

The Westin Cape Coral Resort at Marina Village  
5951 Silver King Blvd.  
Cape Coral, Florida 33914  
(239) 541-5000



# Destination Marketing Summit REGISTRATION FORM

## Four Easy Ways to Register:

<b>Online:</b> Destinations Florida.org (with Visa/MC/Amex)	<b>Mail:</b> Destinations Florida 1400 Village Sq. Blvd., Suite 3-250 Tallahassee, FL 32312	<b>Phone:</b> (850) 222-6000 (with Visa/MC/Amex)	<b>Email</b> Suzanne@ DestinationsFlorida.org
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### Advance Discounted Registration (on or before May 7, 2025)

### Regular Registration (after May 7, 2025)

<b>DMO Member</b>	<b>DMO Member</b>
First Registrant From Organization .....\$295	First Registrant From Organization .....\$495
Each Additional Registrant (From Same Organization).....\$245	Each Additional Registrant (From Same Organization).....\$445

## Use one form for up to six registrants from the same organization - Please print!

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ / \_\_\_\_\_ Email \_\_\_\_\_

**Please circle the correct amount for each registrant and write his/her name on the line provided.**  
**Registration includes all seminars, lunch, receptions, and dinner.**

	DMO Member Advance Registration	DMO Member Registration (After May 7th)	Total Amount
#1 _____	\$295	\$495	\$ _____
#2 _____	\$245	\$445	\$ _____
#3 _____	\$245	\$445	\$ _____
#4 _____	\$245	\$445	\$ _____
#5 _____	\$245	\$445	\$ _____
#6 _____	\$245	\$445	\$ _____
<b>Grand Total</b>			\$ _____

**Method of Payment:**  Check (payable to Destinations Florida)  Visa  MasterCard  Amex

**Card #** \_\_\_\_\_ **Exp. Date** \_\_\_\_\_ **Sec.Code** \_\_\_\_\_

**Name on Card** \_\_\_\_\_ **Signature** \_\_\_\_\_

**Cancellation Policy:** A refund of your registration fee will be made, minus a \$25 cancellation fee, if cancellation is received in writing by May 7, 2025. Alternates are encouraged to attend for any pre-registrant who is unable to attend. For our compliance with the Americans with Disabilities Act, please contact our office if you need any special accommodations. A minimum of seven days' notice is required.

**Destination Marketing Summit ATTENDANCE POLICY – AGENCY REPRESENTATIVES**

The Destinations Florida Destination Marketing Summit is the annual learning exchange for tourism destination marketing professionals within Florida. It offers employees of Florida's destination marketing organizations a unique opportunity to learn, share information, and network in a sales-free environment.

Recognizing the important role that account representatives at contracted agencies play as "extensions of staff," Destinations Florida has instituted a policy to allow those individuals to attend the Summit

as delegates to learn about critical issues and trends and to engage in discussions that will help them better serve their clients.

Those firms that serve multiple destination marketer clients, and for whom the Summit would primarily be a sales opportunity, are encouraged to participate as an affiliate partner through the Destinations Florida Partnership Program.

The designated account representative for contracted advertising, public relations, eMarketing, etc., agencies may attend the Destinations Florida Destination Marketing Summit as a delegate ONLY if invited and officially endorsed by a Destinations Florida member under the following conditions:

1. The account representative clearly understands the attendance policy and agrees not to solicit business from other members.
2. The account representative is invited in writing to attend by a Destinations Florida member. As such, a copy of the communication should be sent by the client to Destinations Florida.

3. No more than two such attendees may be invited by any member. The two attendees may be from the same firm or different firms at the discretion of the member as long as they meet the above criteria.

4. All contracted account representatives will have name badges that indicate they are a representative of the member that invited them to attend.

5. The member is responsible for assuring that their account representative abides by this policy.

6. The account representative is not eligible to attend the Summit if no one from the member DMO is attending.

Any exceptions to these rules will require the approval of the Destinations Florida Executive Committee.



1400 Village Sq. Blvd.  
Suite 3-250  
Tallahassee, FL 32312



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