



# Agenda Report

2725 Judge Fran Jamieson  
Way  
Viera, FL 32940

## New Business - Community Services Group

I.1.

10/10/2023

### Subject:

Approval, re: Tourist Development Office (TDO) Proposed FY 2023-24 Marketing & Media Plan, approval for the TDO Director to make Vendor Selections, Negotiate and Execute Agreements with Media and Advertising Vendors

### Fiscal Impact:

FY 2023-24 Marketing & Media Plan \$15,343,555.00 (Fund 1441)/Disaster Funds \$1,313,687.00 (Fund 1444). An additional \$934,654 will be transferred from the Cultural Fund (Fund 1446) to Advertising and Promotions (Fund 1441) for the purpose of promoting beaches with lifeguards and funding lifeguards.

### Dept/Office:

Tourism Development Office

### Requested Action:

It is requested that the Board of County Commissioners:

1. Approve the attached proposed FY 2023-24 Marketing & Media Plan for the Tourism Development Office (TDO) in the total amount of \$15,343,555.00, including the selection of the media vendors listed in the 2024 Marketing Plan presentation.
2. It is requested that the Board approve the TDO Director to negotiate and execute contracts, contract amendments, and any necessary contracts for selected marketing, media and advertising firms within the Board approved FY 2023-24 Marketing & Media Plan, upon review and approval by the County Attorney's Office, Risk Management, and Purchasing Services in accordance with Administrative Order AO-29, "Contract and Grant Administration," up to and exceeding \$100,000, the total amount not to exceed \$15,343,555.00.
3. It is also requested the Board approve the ability for the TDO to receive and accept revenue from cooperative advertising partners and grants from organizations (such as the Florida Sports Foundation).
4. It is further authorized that the TDO Director be able to access Disaster Funds (Fund 1444) in the event of a state or local emergency declaration, natural or man-made disaster for the purposes of advertising/marketing/promotional costs of up to and exceeding \$100,000, the total amount not to exceed \$1,313,687.00.
5. The focus of the advertising and promotions for FY 2023/24 will be the following priorities in listed order:

- |                   |                               |
|-------------------|-------------------------------|
| 1. Beaches        | 4. Nature/Outdoors            |
| 2. Space/Launches | 5. Attractions/Culture/Events |
| 3. Cruise         | 6. Shopping/Dining/Downtowns  |

### **Summary Explanation and Background:**

The Tourism Development Office (TDO) has prepared the attached proposed Marketing & Media Plan for FY 2023-24 in the total amount of \$15,343,555.00. The TDO Marketing & Media plan will remain flexible, and strategically built through seasonal campaigns and marketing partnerships, as market demands may cause changes to the plan throughout the fiscal year. The focus in FY 2023-24 will be on destination marketing of beaches, centering on Cocoa Beach commensurate with the tourism visitation levels that area generates. The core focus of the beaches campaign will highlight the municipality name in a prominent way and the proximity of the beaches to Orlando. Further iterations will concentrate on key aspects of the beaches such as surfing and turtle nesting. The advertising and social media creative will also feature the inclusion of messaging about lifeguarded beaches. The TDC Marketing Committee met on July 6, 2023, and the Tourism Development Council (TDC) met on July 26, 2023, unanimously approved the plan, then the TDC met again on August 23 and approved the plan 6-2.

The TDO, when possible, uses unique cooperative advertising partners throughout the county, which translates to larger ad buys and representation; reduced trade shows and sales mission expenses are also realized. This allows a cooperative advertising program to share expenses between the business or entity and the TDO. Sometimes the TDO buys ads or media up front to include the Visit Florida guide and the Tourism Vacation Planner, as well as other programs and then seek reimbursement from partners. It also produces a visitor's guide and seeks partners to help offset the costs of that guide. Some of our partners are the Kennedy Space Center Visitors Complex, Port Canaveral, Melbourne International Airport, City of Cocoa Beach, City of Titusville, City of Palm Bay, City of Melbourne, Cocoa Beach Hotel Motel Association, and Brevard Zoo, among others.

Some of the various types of advertising, marketing, and promotional initiatives in the FY 2023-24 marketing & media plan are: vinyl and digital billboard campaigns throughout Florida and other targeted states; various signage and video at Orlando International Airport; television and streaming video broadcasts; visitor website enhancements; radio and streaming radio advertising; geo-targeted and traffic-focused digital advertising; search engine marketing; public relations; sports grant program; international marketing through Brand USA, Visit Florida, and other vendors; and strategic marketing partnerships.

The goal of these Space Coast marketing initiatives is to draw state, national and international tourists and visitors so they can personally experience Brevard County. This also includes funding for research projects as defined in the attached PowerPoint of the marketing plan. Also, sports grants, as mentioned above, promote athletic events and draw tourists. They are awarded through an application process and tiered scoring by the TDC Sports Committee and then sent to be approved by the TDC and the Board. Partial sports grant reimbursement from the Florida Sports Foundation (FSF) or other entities is received by the TDO.

This agenda also requests that during a declared state of emergency (County and/or State) the TDO Director, or County Manager, be able to access Disaster Funds (Fund 1444) in the event of a natural or man-made disaster or emergency for the purposes of advertising/marketing/ promotional costs of up to and exceeding

\$100,000. These funds have been designated for this purpose and should be used to help with recovery in the event of a state of emergency or natural or manmade disaster. The fund balance in the disaster fund is \$1,313,687.00 for FY 2023-24.

**Clerk to the Board Instructions:**

Please send the Board memo to Director, Tourism Development Office and the County Attorney's Office.



Kimberly Powell, Clerk to the Board, 400 South Street • P.O. Box 999, Titusville, Florida 32781-0999

Telephone: (321) 637-2001  
Fax: (321) 264-6972  
Kimberly.Powell@brevardclerk.us

October 11, 2023

MEMORANDUM

TO: Peter Cranis, Tourism Development Director

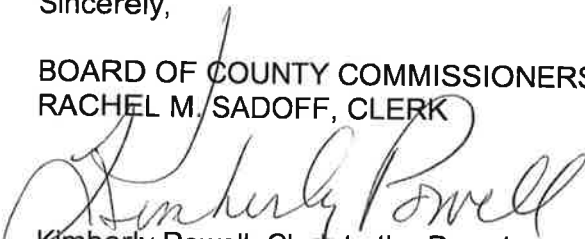
RE: Item I.1., Approval of Tourism Development Office (TDO) Proposed Fiscal Year (FY) 2023-2024 Marketing and Media Plan, Approval for TDO Director to make Vendor Selections, Negotiate and Execute Agreements with Media and Advertising Vendors

The Board of County Commissioners, in regular session on October 10, 2023, approved the proposed FY 2023-2024 Marketing and Media Plan for the TDO in the total amount of \$15,343,555.00, including the selection of the media vendors listed in the 2024 Marketing Plan presentation; approved you to negotiate and execute contracts, contract amendments, and any necessary contracts for selected marketing, media and advertising firms with the Board approved FY 2023-2024 Marketing and Media Plan, upon review and approval by the County Attorney's Office, Risk Management, and Purchasing Services in accordance with Administrative Order AO-29, "Contract and Grant Administration," up to and exceeding \$100,000, the total amount not to exceed \$15,343,555.00; approved the ability for the TDO to receive and accept revenue from cooperative advertising partners and grants from organizations (such as the Florida Sports Foundation); authorized you be able to access Disaster Funds (Fund 1444) in the event of a State or local emergency declaration, natural or man-made disaster for the purposes of advertising/marketing/promotional costs of up to and exceeding \$100,000, the total amount not to exceed \$1,313,687.00; and approved the focus of advertising and promotions for FY 2023-2024 will be the following priorities in listed order: 1. Beaches, 2. Space/Launches, 3. Cruise, 4. Nature/Outdoors, 5. Attractions/Culture/Events, and 6. Shopping/Dining/Downtowns.

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS  
RACHEL M. SADOFF, CLERK



Kimberly Powell, Clerk to the Board

/ds

cc: Each Commissioner  
County Attorney  
Finance  
Budget



# Space Coast

FLORIDA

Brevard County Board of County Commissioners  
Tourism Development Office  
FY 2023-24 Marketing Plan

October 10, 2023

# FY 2023-24 DESTINATION HEADLINES

Space Coast Office of Tourism hits 25th consecutive record month; March highest TDT collection in history \$3.173 Million.

Florida's Space Coast continues position as America's Launch Pad in 2022 (57 launches from the Space Coast).

Port Canaveral named Best Cruise Homeport in the US by Cruise Hive third consecutive year and is now the world's busiest cruise port.

Port Canaveral becomes the first homeport in the U.S. to Marella Cruises.

Brevard Zoo: USA Today 10Best Reader's Choice 2023, Best Zoo (Ranking: 3rd) and U.S. News and World Report's "26 Best Zoos in the U.S."

New domestic airlines: Allegiant, Avelo and Sun Country provide nonstop flights to Melbourne Orlando International Airport (MLB) and unveils \$72 million terminal expansion.

"All Systems Are Go!" new Snoopy stage show debuts at Kennedy Space Center Visitor Complex.

"12 Best U.S. Seaside Cities for a Summer Escape (Cocoa Beach)" – Fodor's Travel

"Family Travel Experiences Catering to Your Kid's Lates Obsession, From Dinosaur Digs to Rocket Launches" – Conde Nast Traveler

"Sea Turtles on Florida's Space Coast on track to set new record for nests" – Southern Living, Yahoo!

16 of the best places you should travel to this summer, See the natural phenomena of bioluminescence in Florida – Insider

"Surfing Santas Take Over Florida Beach on Christmas" – The Kelly Clarkson Show

Featured on NBC Nightly News with Lester Holt

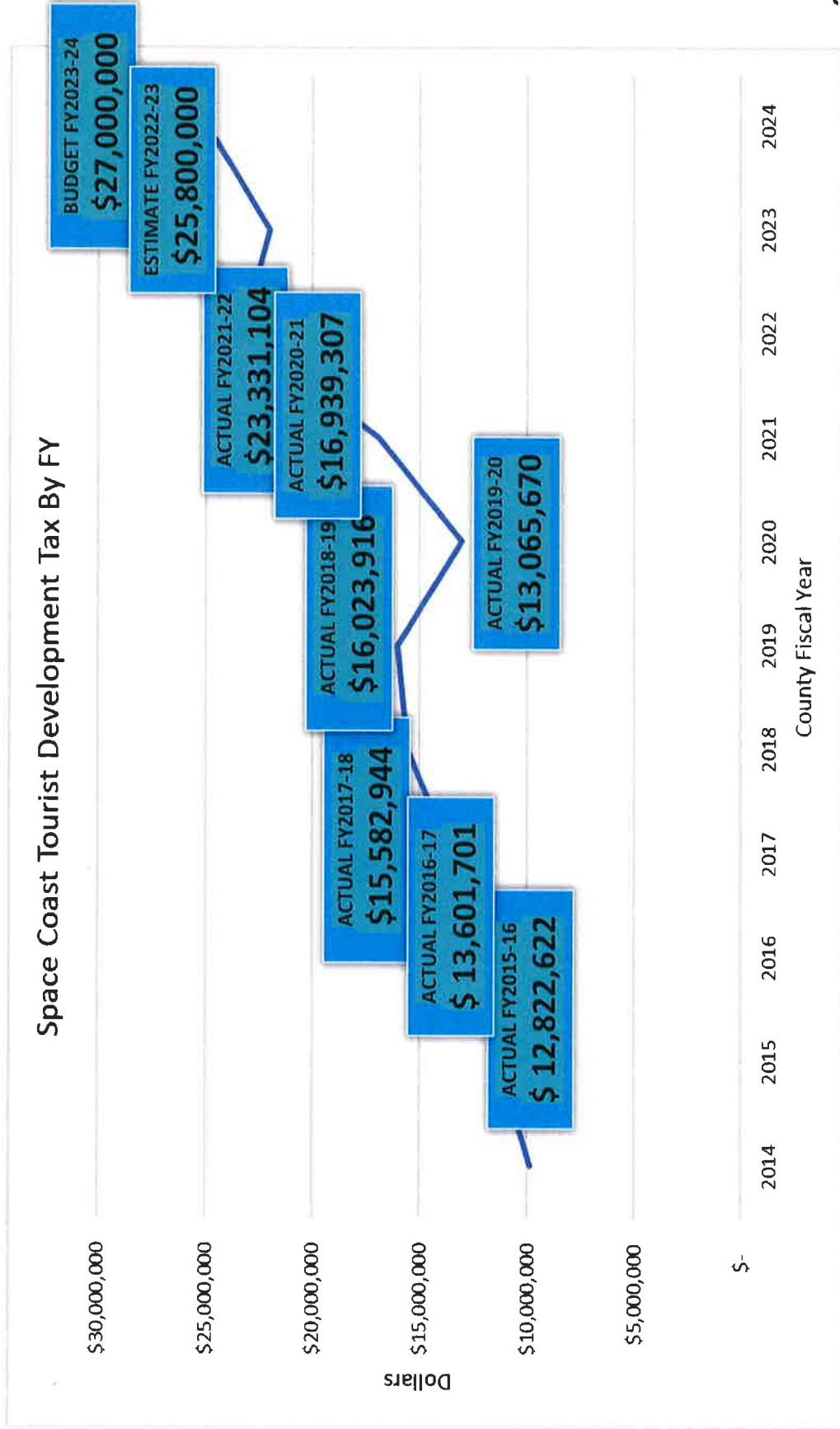


# BUDGET



# FY 2023-24 TDT BUDGET

Highest TDT in history for the last 3 years.





# FY 2023-24 NET REVENUE BY FUND - \$27M BUDGET



# ADVERTISING/PROMOTIONS FUND - 1441

| <b>REVENUES:</b>  | <b><u>FY2022/23</u></b> | <b><u>FY2023/24</u></b> |
|---|-------------------------|-------------------------|
| <b>TDT Allocation</b> (25% of first 2 cents and 100% of 5 <sup>th</sup> cent) | <b>\$5,700,000</b>      | <b>\$8,100,000</b>      |
| <b>Intra-Transfer from Fund 1448</b> (rest of 4 <sup>th</sup> cent)           | <b>\$3,150,152</b>      | <b>\$4,216,105</b>      |
| <b>Fund 1441 Balance Forward</b>  | <b>\$1,728,780</b>      | <b>\$4,000,000</b>      |
| <b>Earned Interest</b>  | <b>\$5,000</b>          | <b>\$23,750</b>         |
| <b>Less 5% Statutory Reduction</b>  | <b>\$(285,250)</b>      | <b>\$(405,000)</b>      |
| <b>Less Transfer Fund 1440 - Admin</b>  | <b>\$(518,700)</b>      | <b>\$(591,300)</b>      |
| <b>TOTAL REVENUES</b>   | <b>\$9,779,982</b>      | <b>\$15,343,555</b>     |
| <b>With Carry Forward</b>   | <b>[\$12,129,982]</b>   |                         |

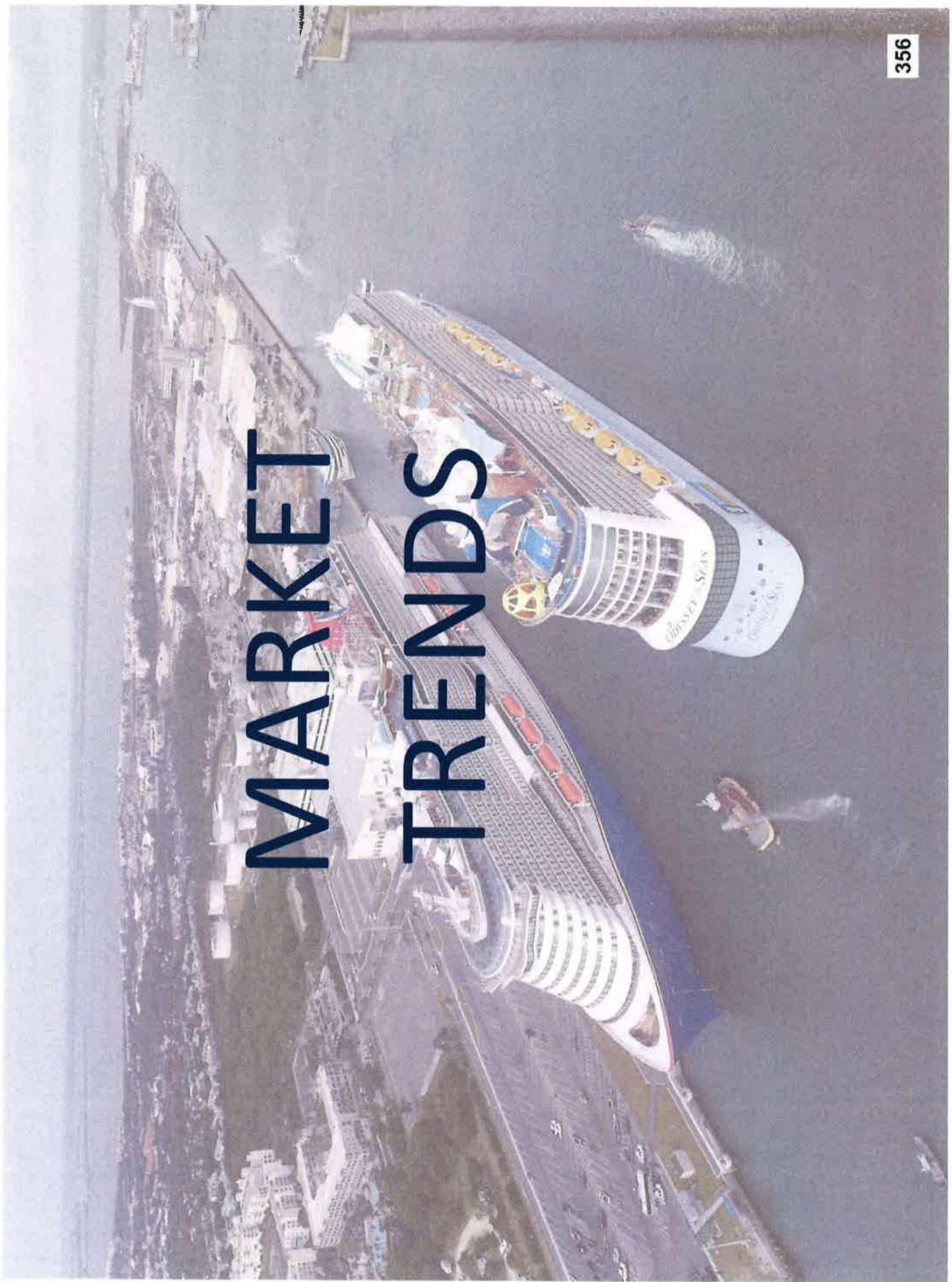
# ADVERTISING/PROMOTIONS FUND - 1441

| <b>EXPENSES:</b>       | <b><u>FY2022/23</u></b>                     | <b><u>FY2023/24</u></b> |
|------------------------|---|-------------------------|
| Promotional Activities | \$8,916,328                                 | \$14,353,555            |
| Media Relations        | \$250,000                                   | \$275,000               |
| Software               | \$70,000                                    | \$70,000                |
| Sports Marketing       | \$320,000                                   | \$340,000               |
| Travel Expenses        | \$24,900                                    | \$32,000                |
| Membership Dues        | \$27,754                                    | \$30,000                |
| Tax Collector          | <u>\$171,000</u>                            | <u>\$243,000</u>        |
| <b>TOTAL EXPENSES</b>  | <b>\$9,779,982</b><br><b>[\$12,129,982]</b> | <b>\$15,343,555</b>     |

# MARKETING DISASTER FUND - 1444

|                           | FY2022/23           | FY2023/24          |
|---------------------------|---------------------|--------------------|
| <b>REVENUE:</b>           |                     |                    |
| Earned Interest           | \$5,000             | \$10,000           |
| Statutory Reduction 5%    | (\$250)             | (\$500)            |
| Fund 1444 Balance Forward | \$1,277,792         | \$1,304,187        |
|                           | <u>\$0</u>          | <u>\$0</u>         |
| <b>NET REVENUE:</b>       | <b>\$1,282,542</b>  | <b>\$1,313,687</b> |
| <b>EXPENSES:</b>          |                     |                    |
| Restricted Reserves       | <u>\$1,282,542</u>  | <u>\$1,313,687</u> |
| <b>TOTAL EXPENSES:</b>    | <b>\$ 1,282,542</b> | <b>\$1,313,687</b> |

# MARKET TRENDS



# TOURIST DEVELOPMENT TAX

Cocoa Beach/Cape Canaveral has led the growth in TDT.

| TDT                        | 2021 TDT*  | 2021 Hotel Revenue | 2022 TDT*  | 2022 Hotel Revenue | % Change |
|----------------------------|------------|--------------------|------------|--------------------|----------|
| Cocoa Beach/Cape Canaveral | 5,377,236  | 107,544,720        | 7,681,793  | 153,635,860        | 42.9%    |
| Melbourne                  | 4,908,182  | 98,163,640         | 6,771,442  | 135,428,840        | 38.0%    |
| Hotel/Motel                | 10,909,956 | 218,199,120        | 15,536,583 | 310,731,660        | 42.4%    |
| Vacation Rentals           | 5,742,337  | 114,846,740        | 7,465,787  | 149,315,740        | 30.0%    |
| Brevard                    | 16,939,307 | 338,786,140        | 23,331,104 | 466,622,080        | 37.7%    |

\*Oct - Sept

## LODGING DATA

Brevard had greatest growth in Occupancy among peer set.  
**Cocoa Beach/Cape Canaveral led the growth in Occupancy.**

| Occ/ADR/RevPAR      | 2021 Occupancy | 2022 Occupancy | % Change |
|---------------------|----------------|----------------|----------|
| Cocoa Beach         | 52.1%          | 64.4%          | 23.6%    |
| Cape Canaveral      | 60.5%          | 74.0%          | 22.3%    |
| Melbourne/Beaches   | 64.9%          | 70.0%          | 7.9%     |
| Brevard             | 60.7%          | 68.8%          | 13.3%    |
| Peer Set Avg.       |                |                | 2.3%     |
| Sarasota            | 68%            | 72%            | 5.9%     |
| W. Palm Beach       | 62.7%          | 67.1%          | 7.0%     |
| Jacksonville        | 66%            | 67.6%          | 2.4%     |
| St. Pete/Clearwater | 69.6%          | 70.2%          | 0.9%     |
| Ft. Lauderdale      | 65.4%          | 67.1%          | 2.6%     |
| Daytona Beach       | 63.9%          | 60.9%          | -4.7%    |

# LODGING DATA

Brevard had greatest growth in Average Daily Rate among peers.  
**Cape Canaveral led the growth in Average Daily Rate.**

|                     | 2021 ADR | 2022 ADR | % Change   |
|---------------------|----------|----------|------------|
| Cocoa Beach         | 144.94   | 168.13   | 16.0%      |
| Cape Canaveral      | 137.45   | 171.08   | 24.5%      |
| Melbourne/Beaches   | 108.05   | 126.10   | 16.7%      |
| Brevard             | 113.64   | 136.34   | 20.0%      |
| Peer Set Avg.       |          |          | 16%        |
| Sarasota            | 200.73   | 238.55   | 18.8%      |
| W. Palm Beach       | 151.84   | 194.84   | 28.3%      |
| Jacksonville        | 198.82   | 217.21   | 9.2%       |
| St. Pete/Clearwater | 176.73   | 203.27   | 15.0%      |
| Ft. Lauderdale      | 268.02   | 307.63   | 14.8%      |
| Daytona Beach       | 159.38   | 175.2    | 9.9%       |
|                     |          |          | <b>359</b> |



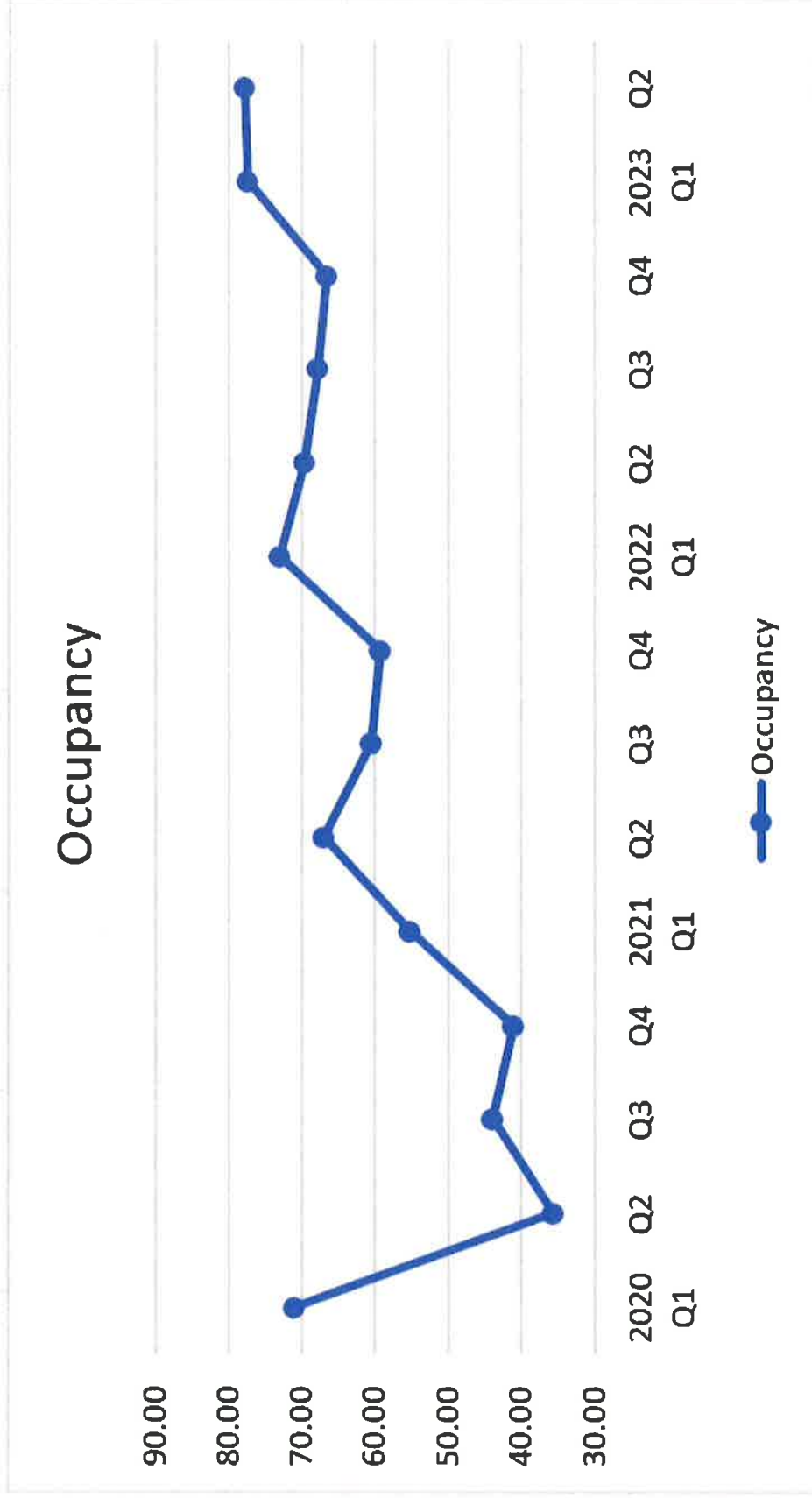
# LODGING DATA

Brevard had greatest growth in Revenue Per Available Room among peers. **Cocoa Beach/Cape Canaveral led the growth in RevPAR.**

| RevPAR              | 2021   |        | 2022   |        | % Change |
|---------------------|--------|--------|--------|--------|----------|
|                     | RevPAR | RevPAR | RevPAR | RevPAR |          |
| Cocoa Beach         | 75.51  | 108.28 |        |        | 43.4%    |
| Cape Canaveral      | 83.16  | 126.60 |        |        | 52.2%    |
| Melbourne/Beaches   | 70.12  | 88.27  |        |        | 25.9%    |
| Brevard             | 68.98  | 93.80  |        |        | 36.0%    |
| Peer Set Avg.       |        |        |        |        | 18.9%    |
| Sarasota            | 136.50 | 171.76 |        |        | 25.8%    |
| W. Palm Beach       | 95.20  | 130.74 |        |        | 37.3%    |
| Jacksonville        | 131.22 | 146.83 |        |        | 11.9%    |
| St. Pete/Clearwater | 123.00 | 142.70 |        |        | 16.0%    |
| Ft. Lauderdale      | 175.29 | 206.42 |        |        | 17.8%    |
| Daytona Beach       | 101.84 | 106.70 |        |        | 4.8%     |

360

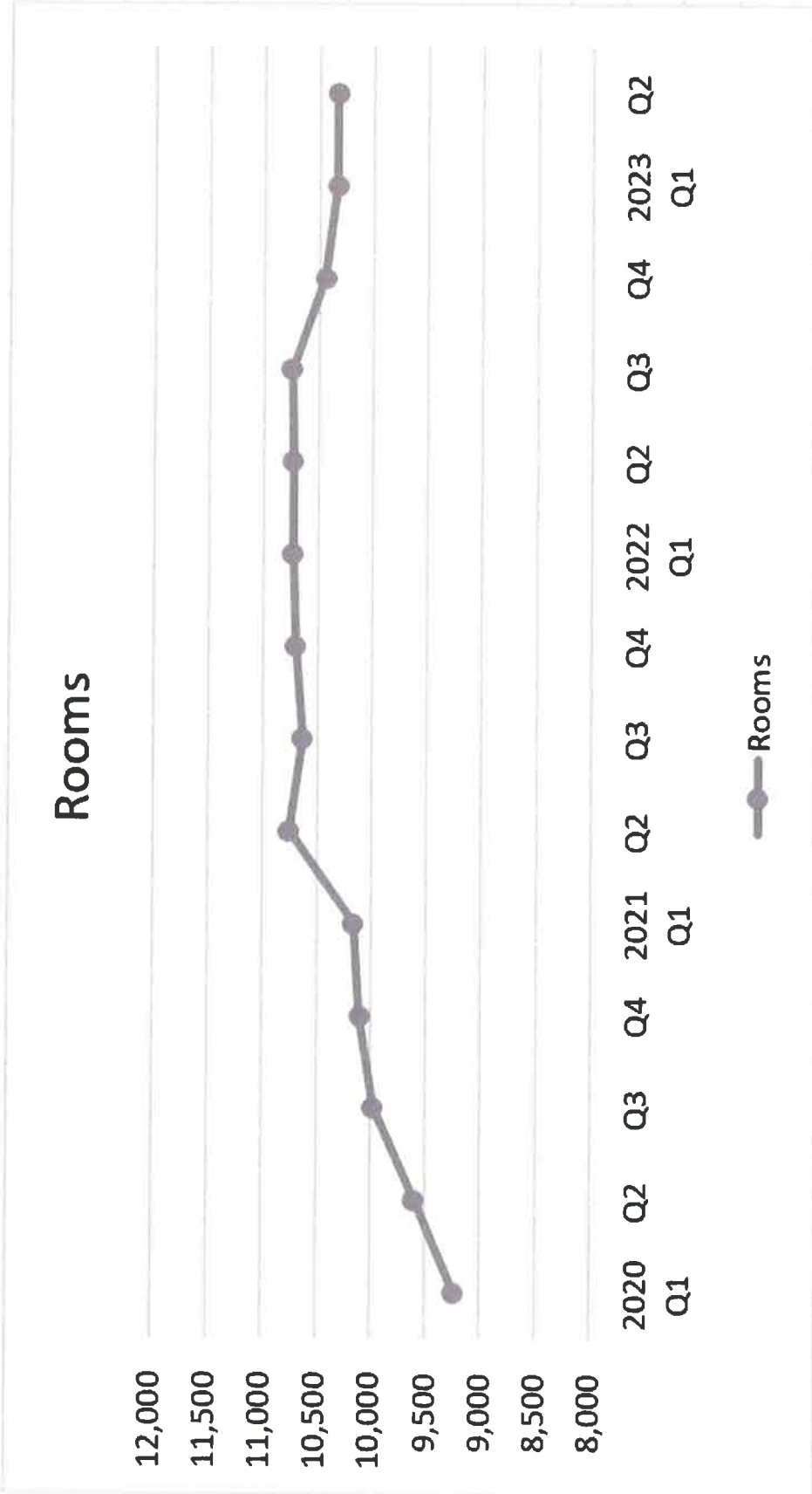
# BREVARD COUNTY HOTELS – STR (67% OF TDT)



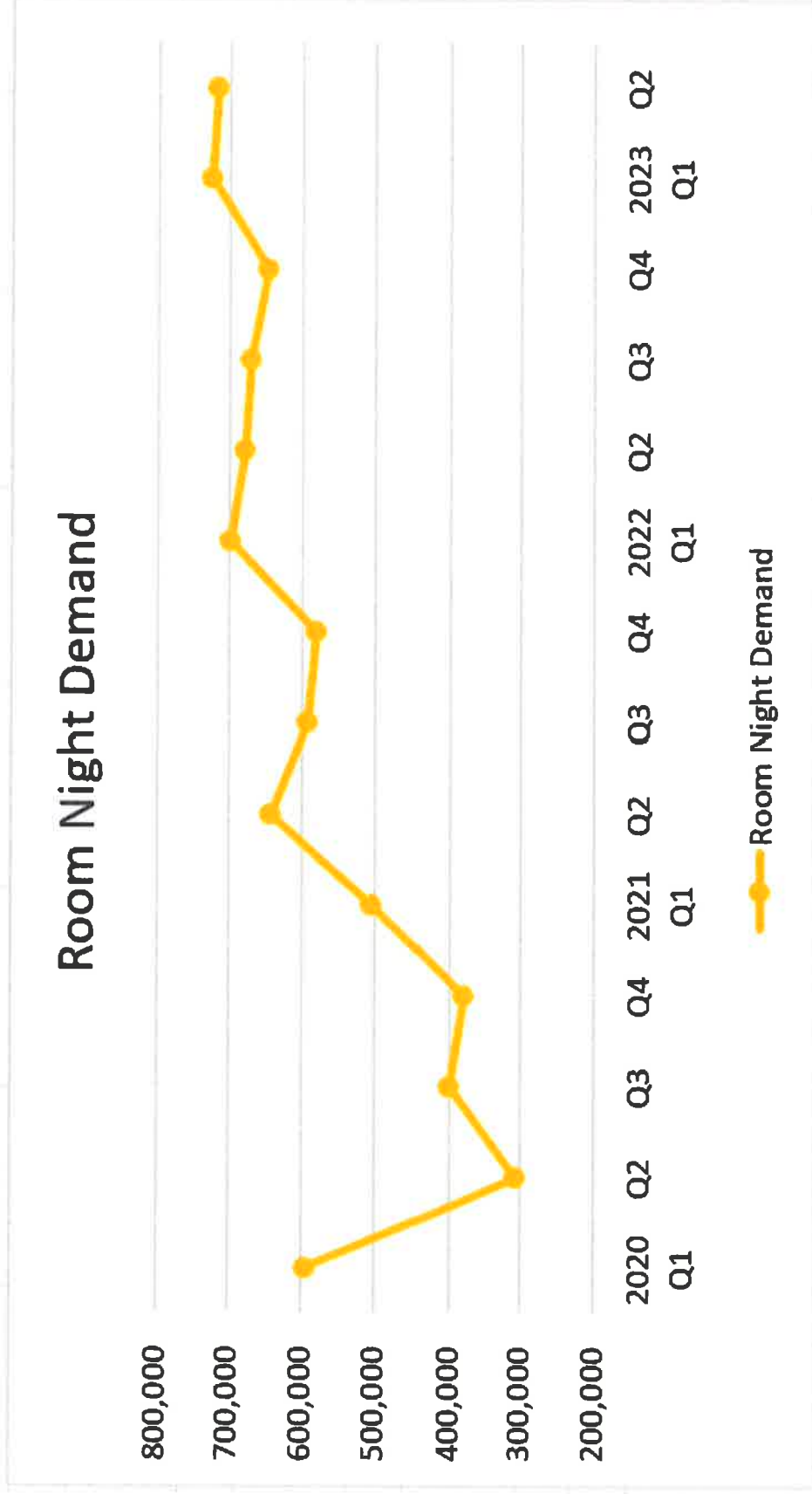
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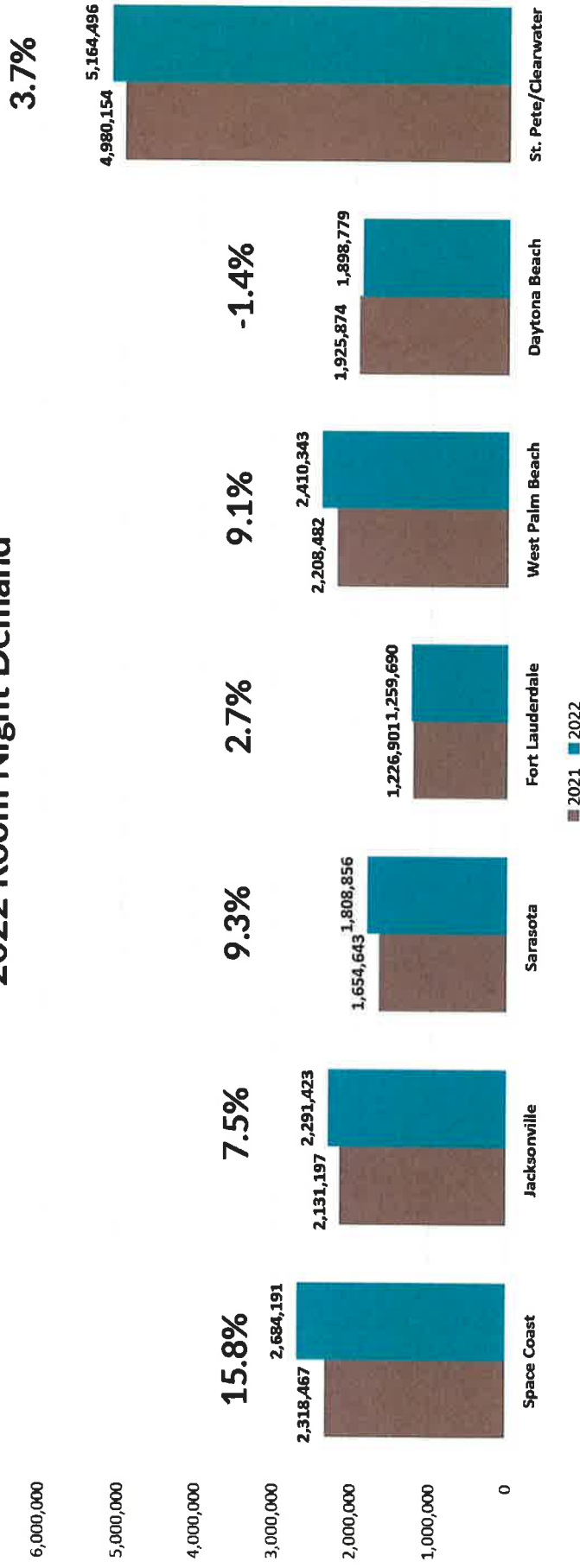
## INVENTORY/ROOM NIGHT DEMAND

- Hotel inventory grew very little from 2021 to 2022. There were only 3 new hotels added and the International Palms (480 rooms) was taken out of inventory in late 2022.
- Anticipated inventory growth in 2023 is 5% and in 2024 will be almost 10% (1200 rooms).
- From a Room Night Demand (RND) perspective, the County was at 2.3 million hotel rooms rented in 2019, went down to under 1.7 million in 2020, and was back up to 2.3 million in 2021.
- Then in 2022, RND grew to nearly 2.7 million, a 15.8% increase (first among our peer set).
- RND has grown 5% from October 2022 to April 2023.
- Despite significant growth in vacation rental inventory, the Space Coast has been able to rent even more hotel rooms, showing continued growth.

# INVENTORY/ROOM NIGHT DEMAND

Highest percentage of growth in rooms rented among peer set.

## 2022 Room Night Demand

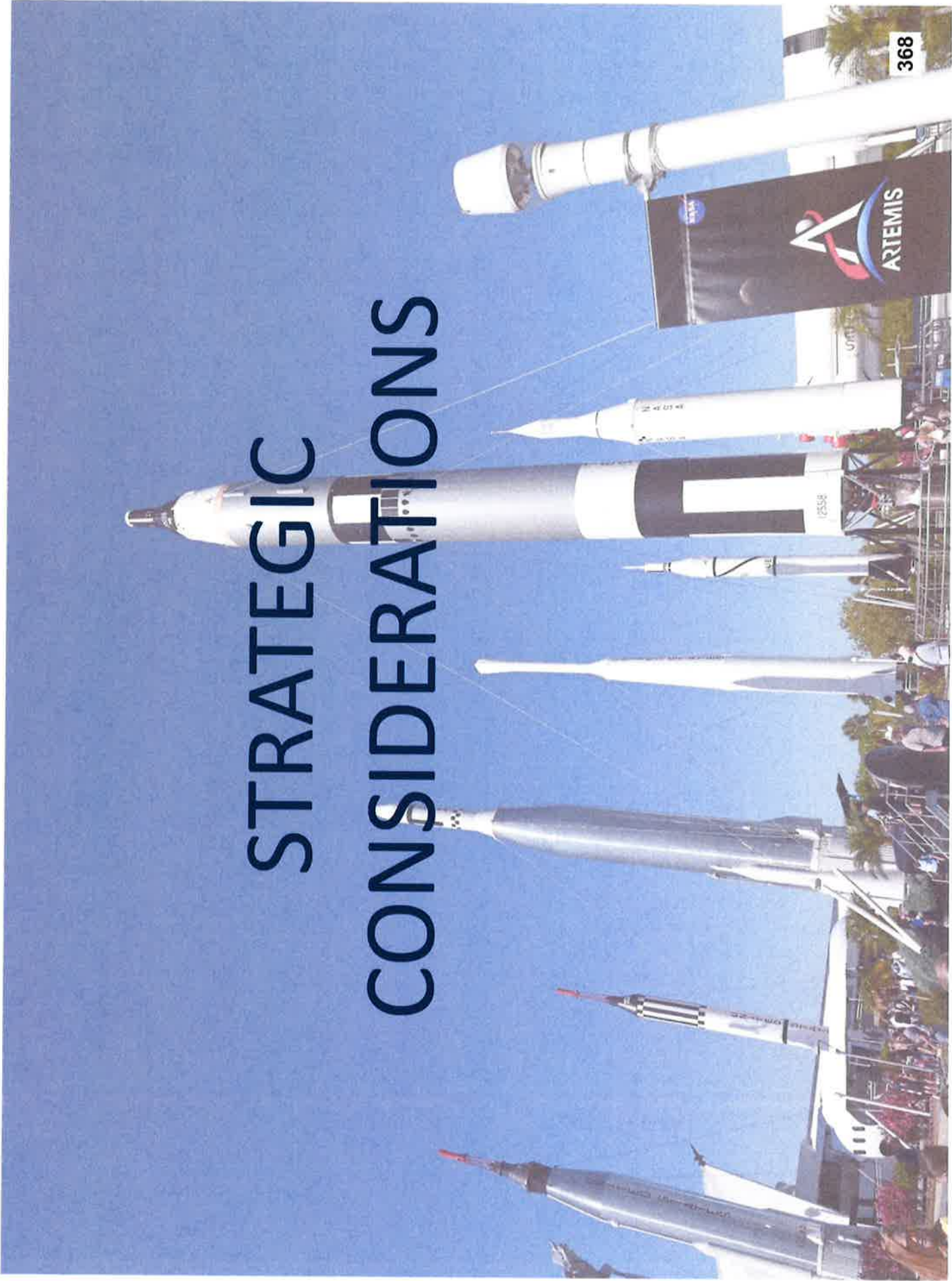


## VACATION RENTALS

- Short-term Vacation Rentals inventory has grown incredibly since 2020. In 2021, we tracked 3,800 vacation rental units. Then in 2022, that number grew to over 6,800.
- In the most recent report, there were over 13,400 vacation rental units in the county, a nearly 100% growth rate.
- Demand (Nights Booked) increased 11.2% in 2022 over 2021 (from over 408,000 to over 454,000 nights booked).
- Keeping pace with inventory growth and filling rooms will continue to be one of the biggest challenges for the future.



# STRATEGIC CONSIDERATIONS



# STRATEGIC CONSIDERATIONS

## 1. INCREASE DESTINATION DEMAND FROM KEY SOURCE MARKETS (Domestic & International)

- Identify key source markets using Motionworks™ population movement intelligence analysis.
- Conduct Return on Investment (ROI) analysis by market and adjust spending in markets to maximize results.
- Increase length of campaigns to influence shoulder season travel.
- Utilize proximity to theme parks, direct flight routes and cruise port to develop messaging that stands out from competitors.
- In partnership with existing agencies and vendors, continue to grow marketing, media outreach, and advisor education efforts in Canada, UK and select European Union Countries.

## 3. CREATE FLEXIBLE PLANS TO RESPOND TO MARKET CONDITIONS

- Monitor market conditions in key areas.
- Work with agency media team to create agile campaign briefs and media implementation plans.
- Adapt target markets, campaign budget allocation and messaging as needed.

## 2. OPTIMIZE EFFORTS WITH DATA FIRST DECISIONS

- Utilize trackable digital products in conjunction with analytics platforms, to make data driven decisions and optimize campaigns.
- Optimize vendor selection to the high performing platforms that measure direct impact of dollars spent.
- Analyze booking data and audience insights to identify and reach our primary audiences, improving ADR & RevPAR as a result.
- Conduct research studies including branding awareness, STR/short-term vacation rental reports and visitor spending analysis.

## 4. MAXIMIZE INDUSTRY RELATIONSHIPS TO AMPLIFY MESSAGES TO NEW AUDIENCES

- Educate consumers and travel agents on new cruise ships, new routes and growth at Port Canaveral to keep passengers staying in county.
- Work with Melbourne Orlando International Airport to support new domestic routes with advertising programs.
- Continue co-op marketing plan supporting TUI's flights to their Central Florida Hub at MLB.
- Coordinate joint sales missions to targeted markets with hotels and cruise lines.

369

# STRATEGIC CONSIDERATIONS

## 5. TELL COMPELLING DESTINATION STORIES AND BUILD BRAND AMBASSADORS

- Host media familiarization (FAM) tours showcasing the unique features of the Space Coast.
- Develop rich story pitches for international, national and regional media outlets.
- Invite qualified Content Creators in market to showcase the destination through their lens and online platforms.
- Distribute quality destination content through social media platforms with images, blogs and short form video.
- Create personalized opportunities for visitors to engage with such as itineraries on the website and custom email preferences.
- Collect and engage with user generated content through Crowdriff platform.

## 7. RAISE AWARENESS OF FLORIDA'S SPACE COAST WITH TRAVEL ADVISORS, TOUR OPERATORS, AND EVENT ORGANIZERS

- Utilize remote and online education platforms to make connections with advisors.
- Attend key in person conferences.
- Coordinate and host travel advisors in market.
- Distribute new business leads to industry partners.
- Participate in sales mission trips with industry partners.
- Attend key sports conference to develop new business leads.

## 6. CONTINUE LONG-TERM PLANNING THAT HAS A POSITIVE IMPACT ON THE DESTINATION

- Identify and focus on our high value visitors who will stay longer and contribute to positive impacts on beaches and waterways.
- Provide education and share programs that allow visitors to engage in waterway cleanups, wildlife awareness and learn more about the destination's natural resources.
- Seek out opportunities to tell the story of the Space Coast's sustainability and eco tourism efforts.

## 8. BE A TRUSTED RESOURCE TO OUR COMMUNITY AND INDUSTRY

- Provide access to research reports, campaign results and market information.
- Create regular electronic messaging to update stakeholders on upcoming destination news, available resources, and important market updates.
- Host quarterly Sales Action Team meetings to collaborate with local industry members on future initiatives.

370



# CREATIVE OVERVIEW, BUDGET ALLOCATION, AD ROTATION

**NEW**






## MARKETING SPLIT BY DISTRICT

| <u>Total</u>           | <u>D1</u>           | <u>D2</u>          | <u>D3</u>          | <u>D4</u>          | <u>D5</u>          |
|------------------------|---------------------|--------------------|--------------------|--------------------|--------------------|
| Shared Expenses        | \$599,000           | \$599,000          | \$599,000          | \$599,000          | \$599,000          |
| Media Expenses         | \$12,348,555        | \$1,318,208        | \$7,075,722        | \$1,318,208        | \$1,318,208        |
| <b>TOTAL EXPENSES:</b> | <b>\$15,343,555</b> | <b>\$1,917,208</b> | <b>\$7,674,722</b> | <b>\$1,917,208</b> | <b>\$1,917,208</b> |
|                        | 12.5%               | 50%                | 12.5%              | 12.5%              | 12.5%              |

Note: D2 includes Cocoa Beach and Port Canaveral; D3, D4 and D5 split Melbourne and the Beaches.

# THE FIVE VISITATION DRIVERS

Research shows these are the top reasons people visit our destination and the reasons they love visiting the Space Coast. We develop our core campaigns with these themes at the forefront and then sprinkle in new discoveries people may not know about yet and make us unique in their eyes.

|  |  |
|--|--|
| <p>Beaches &amp;<br/>Orlando's<br/>Closest Beach</p>                             |  |
| <p>Space &amp;<br/>Rocket Launches</p>   |  |
| <p>Pre &amp; Post Cruise</p>   |   |
| <p>Nature &amp; Outdoors</p>   |    |
| <p>Leisure<br/>(Arts, Culture, Attractions,<br/>Dining, Shopping, Downtowns)</p> |    |

**NEW**

## FOCUS FOR 2023-24

### **Rotation Priority of Ads by Topic:**

1. Beaches
2. Space/Launches
3. Cruise
4. Nature/Outdoors
5. Attractions/Culture/Events
6. Shopping/Dining/Downtowns

NEW

## BEACH

### Core beach messages:

- Orlando's closest beach
- Only beach that doubles as a launch pad
- Cocoa Beach, Melbourne and the Beaches, Sebastian Inlet, Canaveral National Seashore

### Assets created:

- Included in :30 commercial, as well as :15s, :10s and :6s
- Featured in suite of mobile and website static and animated banners
- Social media carousel ads
- Split screen and single image designs
- Out of home (airport, billboard) applications
- Print ads ex. Florida Vacation Planner

### Visuals represented:

- Water activities like surfing
- Families on the beach
- Rocket launches over the beach
- Accessibility on the Space Coast

### Results:

- Increase in awareness of advertising (From 32% to 40% have seen our ads)
- Increase in influence of advertising (From 15% to 28% were influenced)
- Increase in booking as a result of advertising (From 12% to 23% have booked)

# Cocoa Beach

Orlando's Closest Beach





**NEW**

## FOCUS FOR 2023-24

**Per the Board of County Commissioners, \$934,654 will be transferred from the Cultural Fund to the Marketing Fund to promote Beaches and Lifeguards. A Beach advertising campaign will be created and will include messaging that encourages visitors to swim where lifeguards are present.**

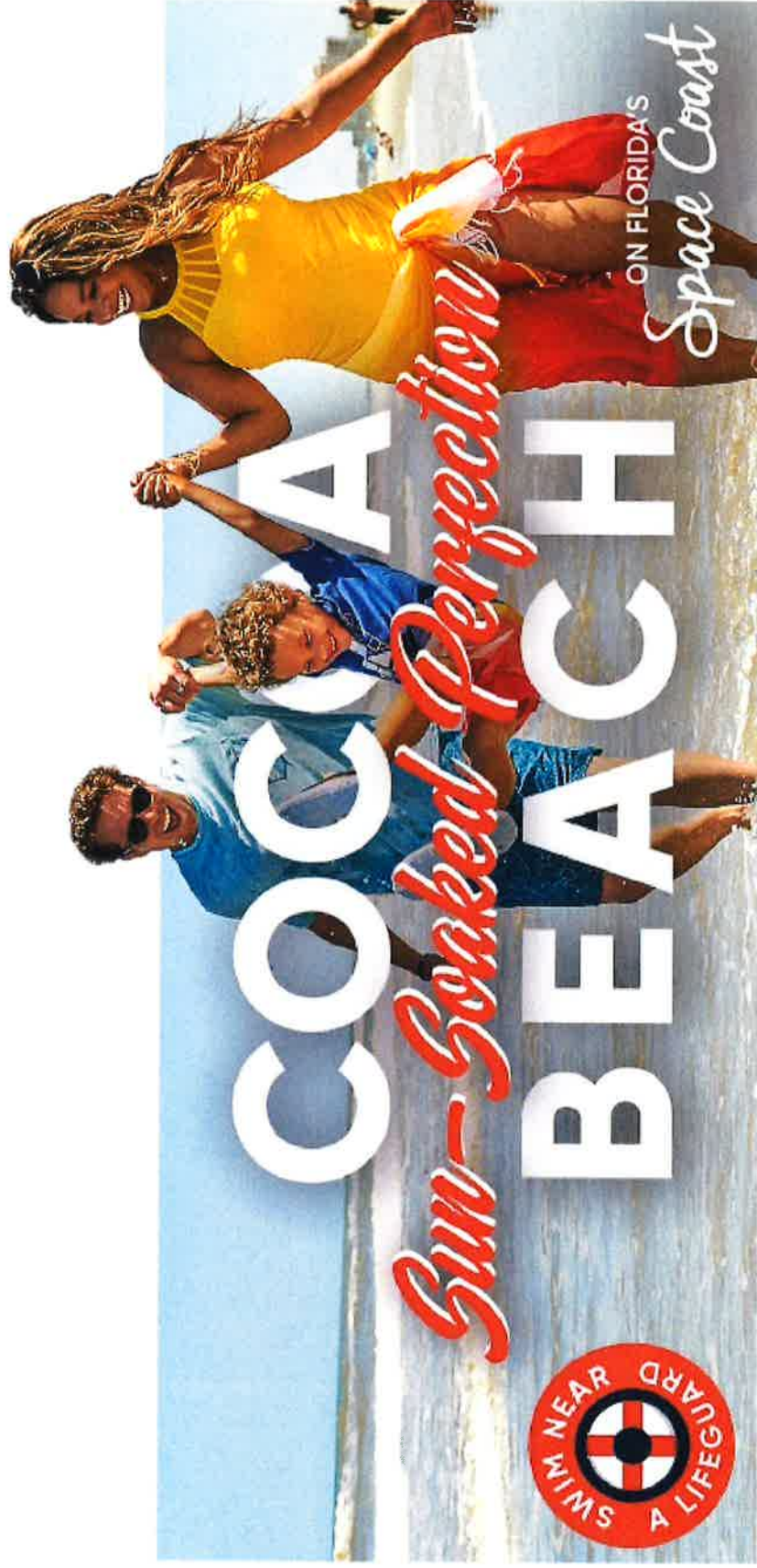
**NEW**

## FOCUS FOR 2023-24

### **Rotation of Ads by City:**

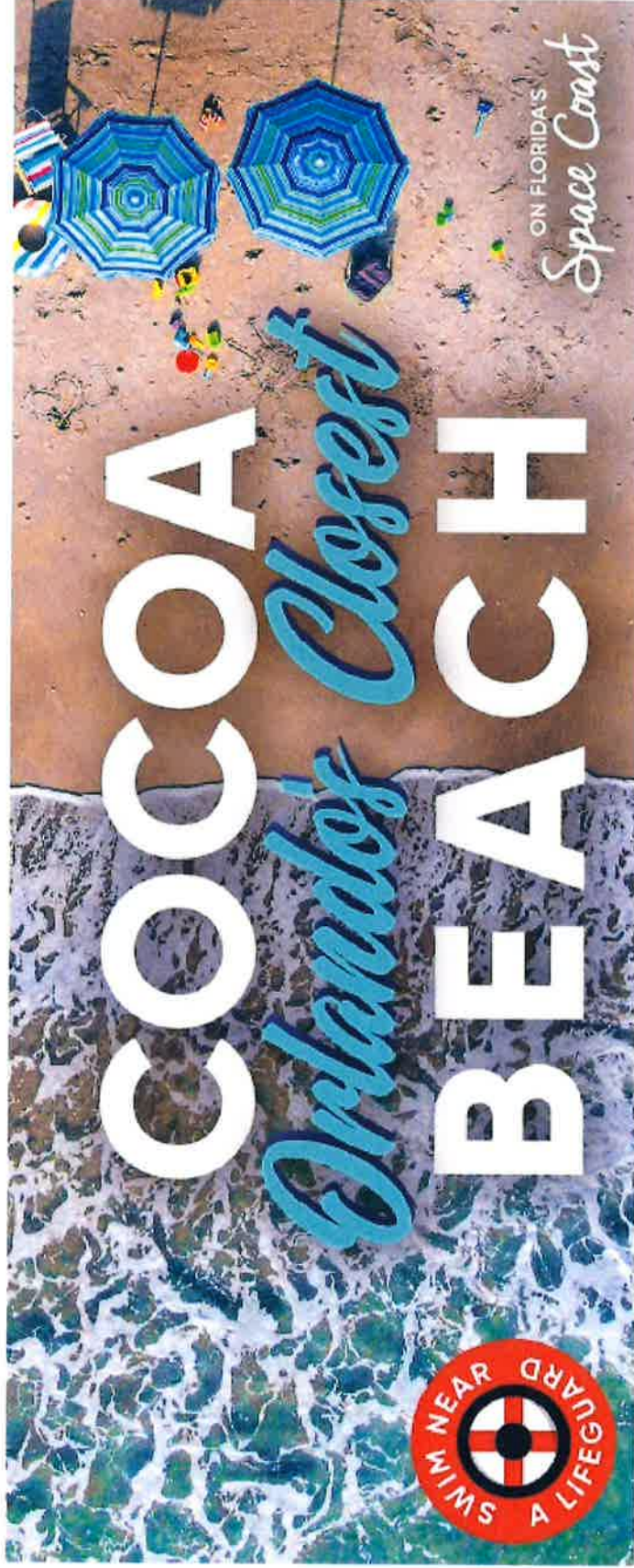
- Cocoa Beach – 50%
- Melbourne and the Beaches – 40%
- Canaveral National Seashore – 10%

**NEW** NEW BEACH CREATIVE EXAMPLES



Note: Ads are mock ups.  
Fonts and sizes can change.

**NEW** NEW BEACH CREATIVE EXAMPLES



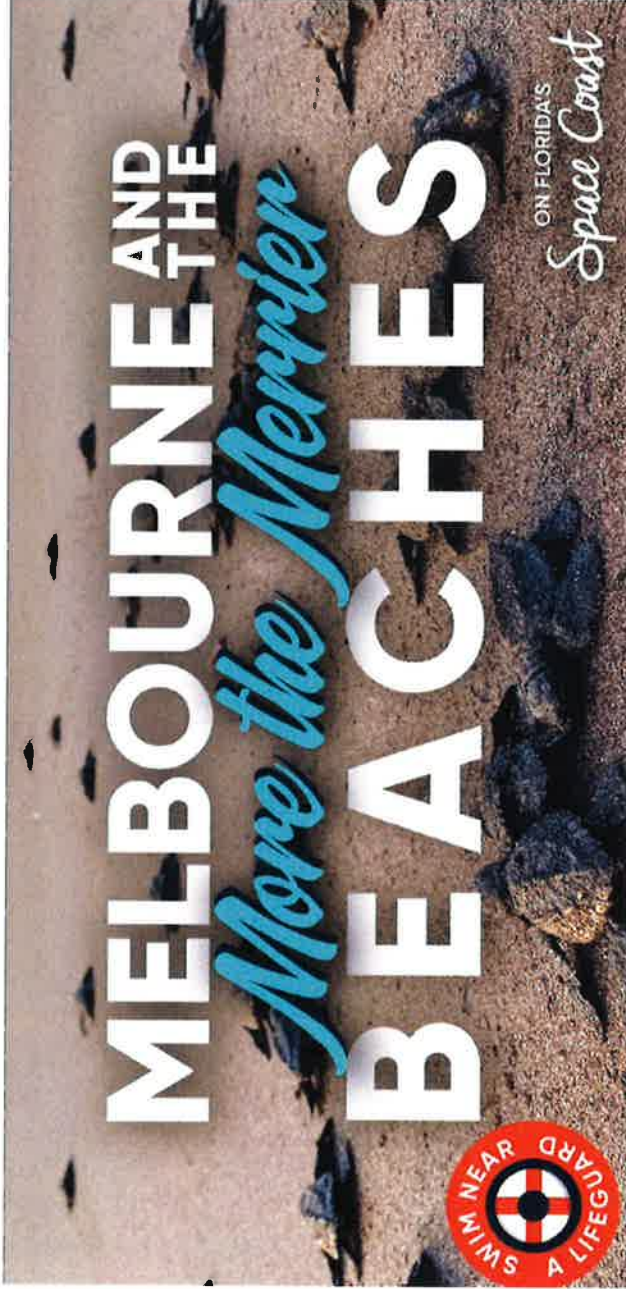
Note: Ads are mock ups.  
Fonts and sizes can change.

# NEW BEACH CREATIVE EXAMPLES



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# NEW NEW BEACH CREATIVE EXAMPLES



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# NEW BEACH CREATIVE EXAMPLES

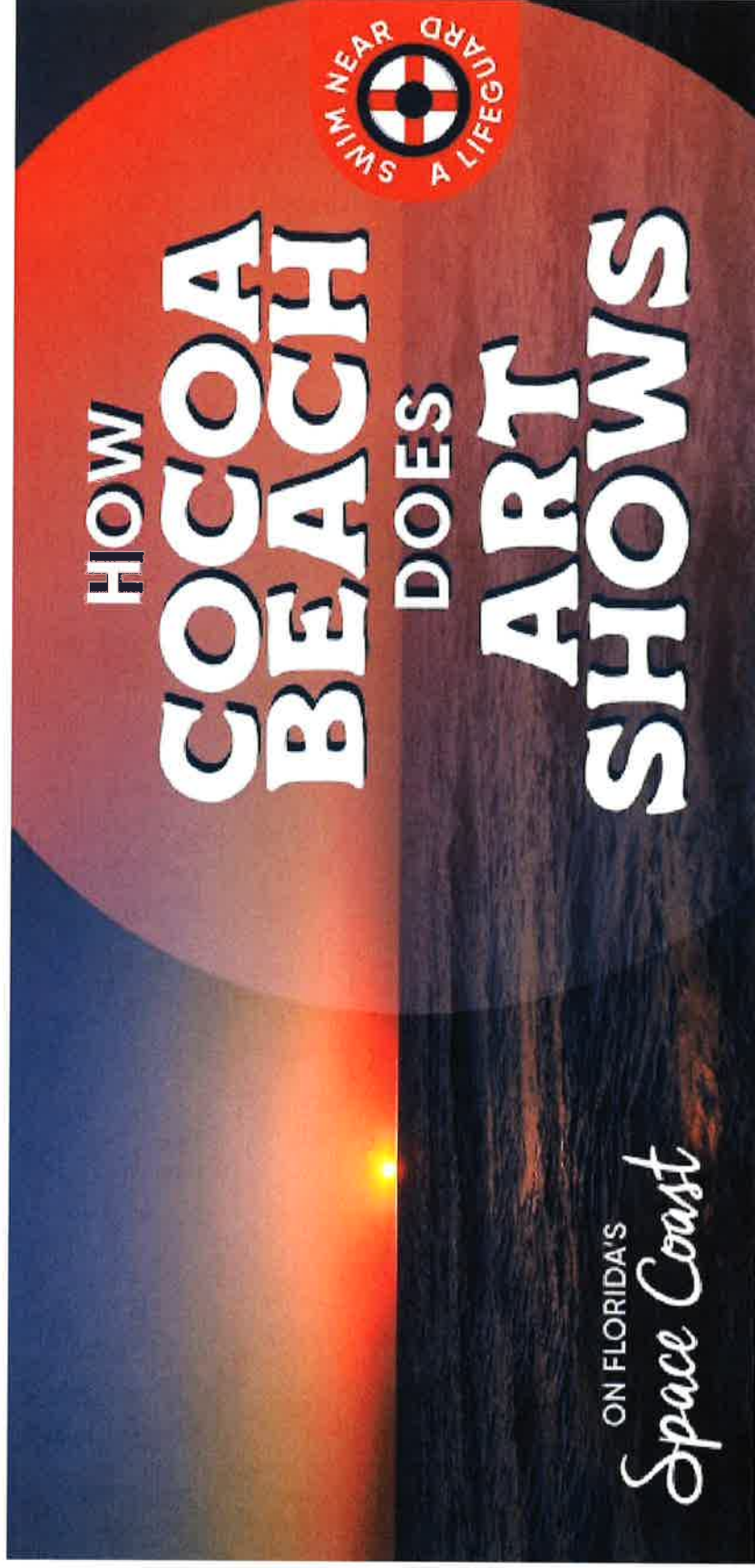
**NEW**



Note: Ads are mock ups.  
Fonts and sizes can change.

**NEW**

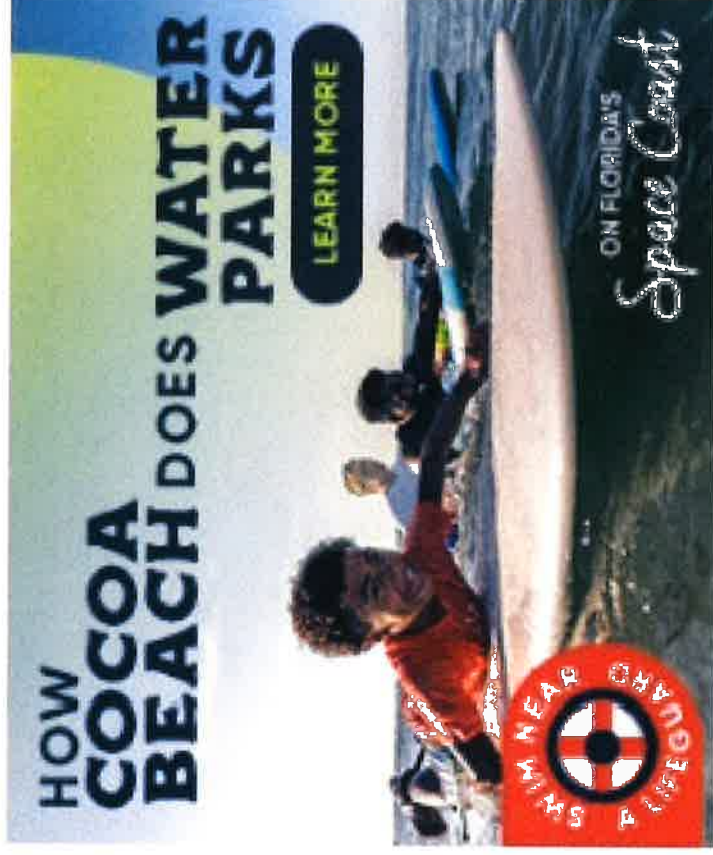
## NEW BEACH CREATIVE EXAMPLES



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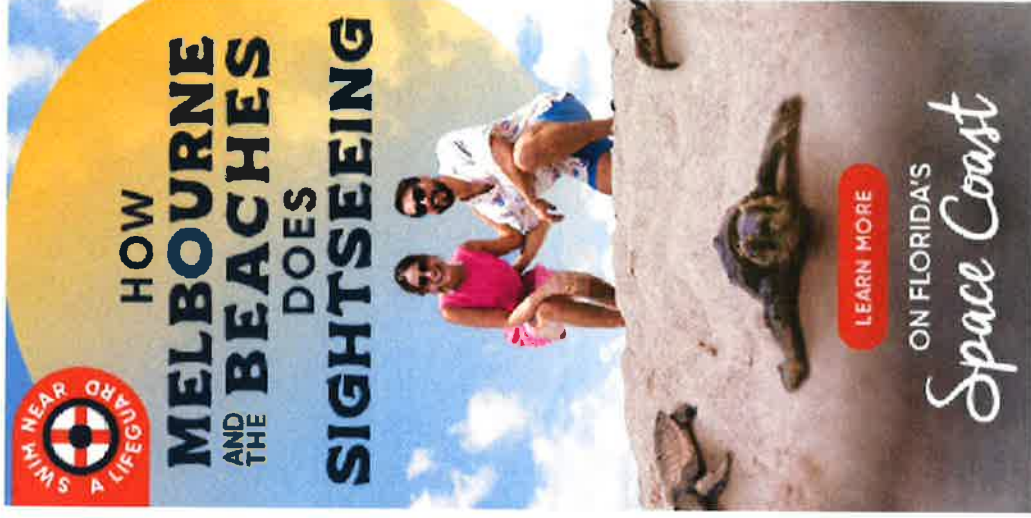


# **NEW** NEW BEACH CREATIVE EXAMPLES



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# NEW BEACH CREATIVE EXAMPLES



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Fonts and sizes can change.

**NEW**

# NEW BEACH CREATIVE EXAMPLES



Note: Ads are mock ups.  
Fonts and sizes can change.

**NEW**

## NEW BEACH CREATIVE EXAMPLES



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**NEW**

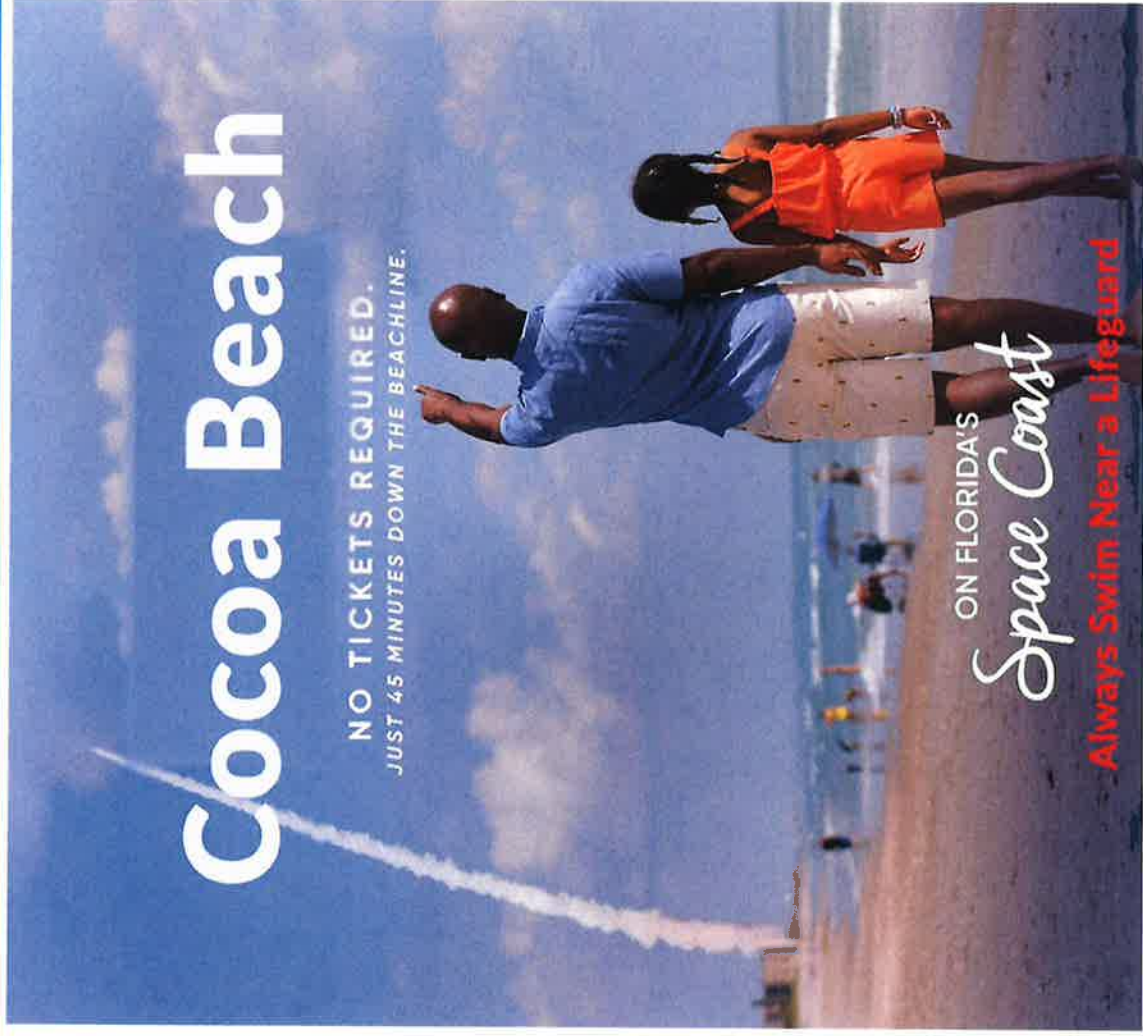
## BEACH CREATIVE EXAMPLES



Note: Ads are mock ups.  
Fonts and sizes can change

**NEW**

# BEACH CREATIVE EXAMPLES



389

**NEW**

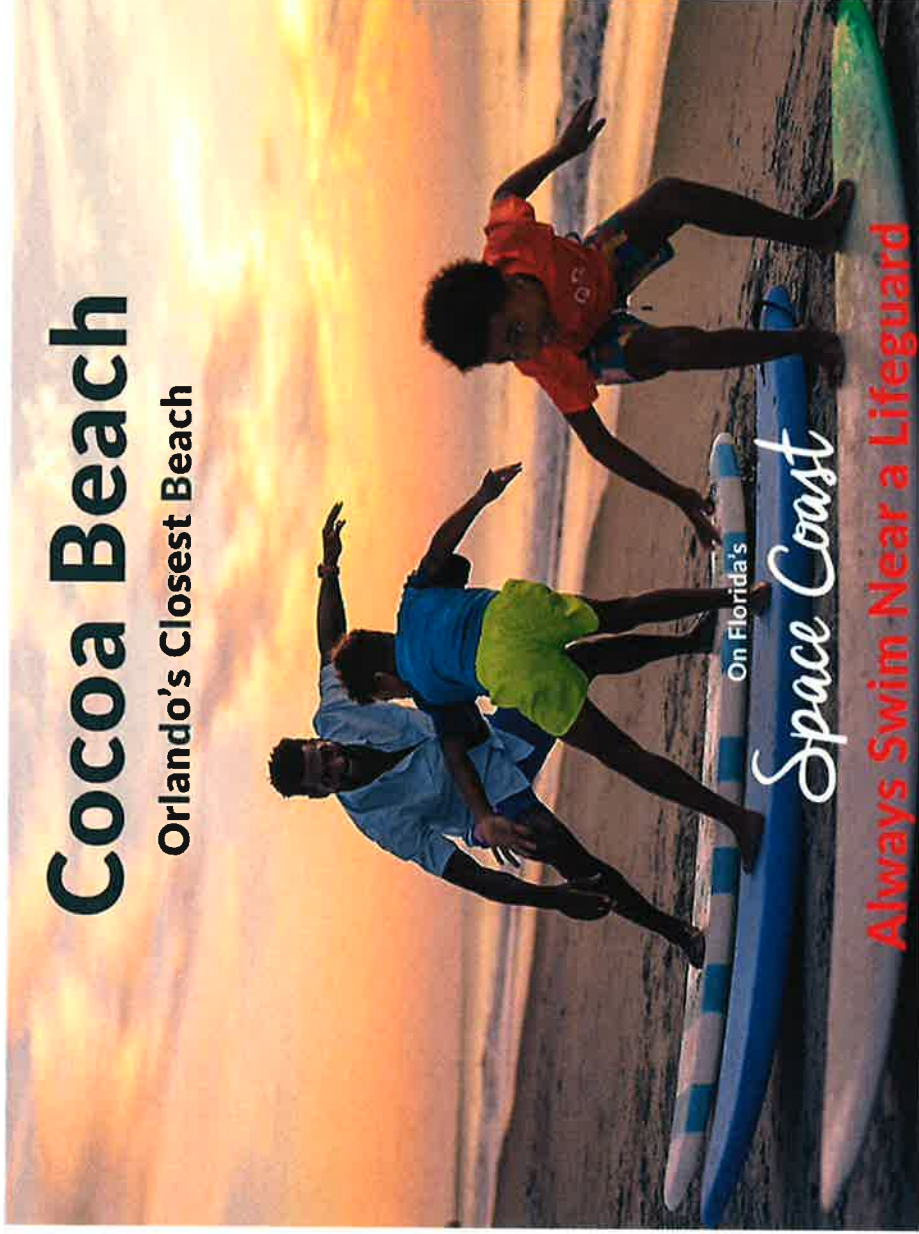
# BEACH CREATIVE EXAMPLES



390

**NEW**

# BEACH CREATIVE EXAMPLES

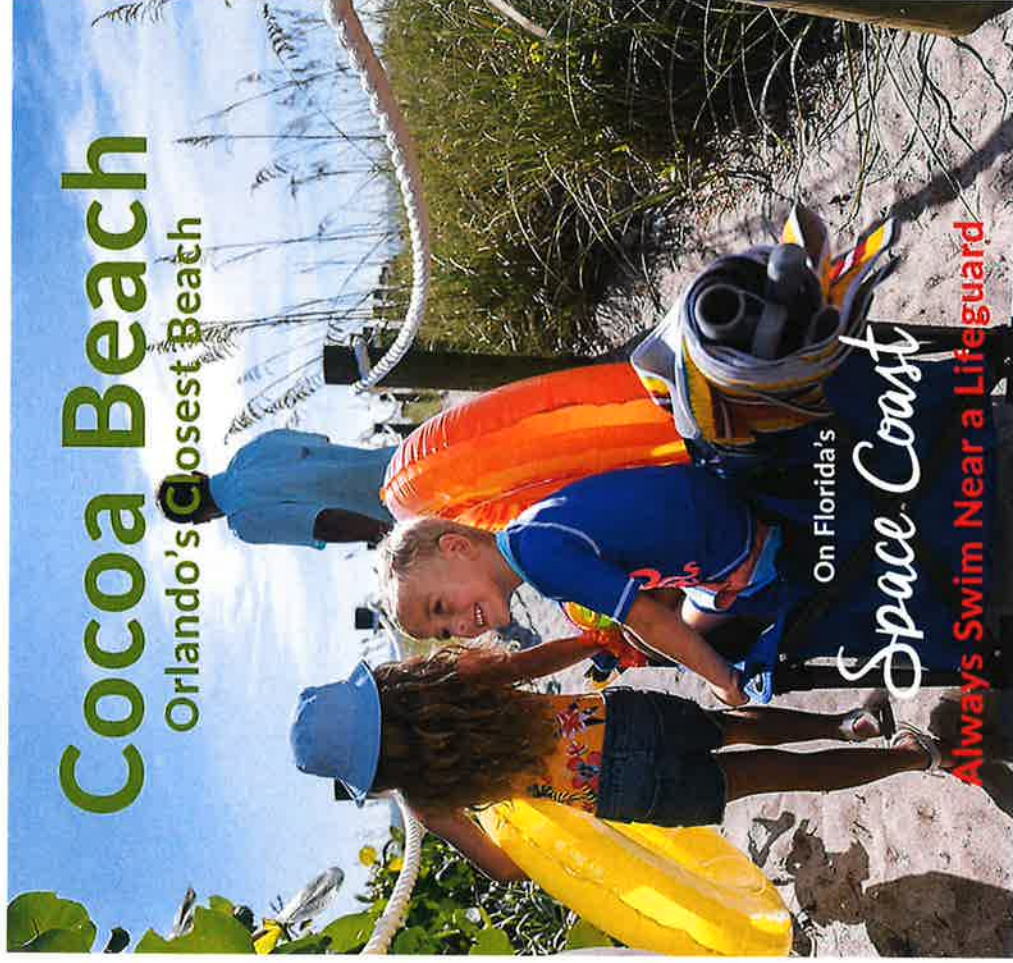


Note: Ads are mock ups.  
Fonts and sizes can change.



**NEW**

## BEACH CREATIVE EXAMPLES



Note: Ads are mock ups.  
Fonts and sizes can change.

**NEW**

## BEACH CREATIVE EXAMPLES



Note: Ads are mock ups.  
Fonts and sizes can change.

**NEW**

## BEACH CREATIVE EXAMPLES



Note: Ads are mock ups.  
Fonts and sizes can change.

NEW

# SOCIAL MEDIA EXAMPLES



October 15 at 1:05 PM

Pelicans aren't the only ones keeping a watchful eye over Cocoa Beach. Lifeguard stations near the Cocoa Beach Pier help to keep beachgoers safe at this popular spot!

: @electric.eye.photos



NEW

# SOCIAL MEDIA EXAMPLES

**Florida's Space Coast**  
November 20 at 1:00 PM

**Need to know where the lifeguard stations are in Cocoa Beach? Ocean Rescue has you covered. Check out this comprehensive map of all the lifeguarded beaches in your favorite place to vacation.**


<https://boom.ly/vrSe8FE>

- Lifeguarding
- Beach Access
- Lifeguard Service Area
- Rescue & Support Team
- Personnel Lifeguard Station
- Approved Public Beach Access Sites
- Control Access
- Full Access
- Full Access With Priority


Map labels: Cocoa Beach, Palm Bay, Ocean Reserve


**NEW**


# SOCIAL MEDIA EXAMPLES

 Florida's Space Coast  
September 11 at 12:58 PM

Beach days are best when you know someone's watching over you! Always swim at a lifeguarded beach.

 Cocoa Beach





 : @jesskopfoto



# SOCIAL MEDIA EXAMPLES



Do you know what these flags mean?

-  - Low hazard, calm conditions, exercise caution
-  - Medium hazard, moderate surf/currents
-  - High hazard, high surf/ strong currents
-  - Water closed to public

Understanding beach safety is extremely important when you're enjoying your seaside vacation. When you get to the Space Coast, find a lifeguard tower to check the water conditions before you plunge into the surf.

-  @braddie22
-  @visitspacecoast
-  @bumstand



NEW













# SOCIAL MEDIA EXAMPLES



Living for beach days!

Find a lifeguarded beach and relax in the sun.

Lifeguarded Beaches:

-  Jetty Park
  -  Cocoa Beach Pier
  -  Alan Shepard Park
  -  Minutemen Causeway Beach
  -  Paradise Beach
- Seasonal Lifeguarded Beaches
-  Cherie Down Park
  -  Tulip Ave Cocoa Beach
  -  Robert P. Murshke Beach Park
  -  Pelican Beach Park
  -  Ocean Ave Park Melbourne Beach
  -  Spessard Holland North Beach Park
  -  Spessard Holland South Beach Park





NEW

# SOCIAL MEDIA EXAMPLES



October 30 at 11:40 AM

These guys ❤️  
Just making your day a little safer.

Have you smiled at a lifeguard today?

📷 @thefabulousdrama



# BEACH SURVEY RESULTS

- Survey of 500 people from Miami/Ft Lauderdale, Atlanta, Chicago, Tampa/St. Pete, W. Palm Beach, Charlotte, NY, Boston, Philly, DC. What motivates them to select the beaches in Florida for vacation.
- Top beaches visited include Miami/South Beach, Daytona, Clearwater/Tampa, Ft. Lauderdale, Delray Beach, Cocoa Beach (made top 10). Orlando also showed up (assume they are referring to our beaches).
- Top reasons they select the beach for vacation: Natural Beauty; Recreational Activities; Relaxation and Serenity; Unique features and Attractions; Family and Personal Connections; Variety of Resorts/Amenities
- The most important factor in selecting a beach is: Beach Quality which includes being trash free; able to enjoy quiet reading/visiting with friends/family; white soft sugary sand; and turquoise blue/emerald green water with calm waters.
- The next set of qualities include: sparsely populated beaches; blue water with good waves; healthy looking dunes and vegetation; beachgoers who are families with children.

# BEACH SURVEY RESULTS

- In terms of Accommodations (2nd most important factor), people wanted: hotels with swimming pools, full-service hotels, restaurants on site, name brands. They also wanted Hotels that have suites, mid-priced accommodations, short-term vacation rentals, luxury/upscale accommodations, and kitchenettes.
- In terms of **Beach Amenities** (3rd most important factor), people wanted: restroom facilities/showers and changing facilities; easy access to beaches with crossovers; free parking, food service to the beach and self service. They also wanted umbrellas, chairs, etc. for rent either set up or self serve; **lifeguards**; outside showers.
- In terms of Non-Beach Qualities (4th most important factor), people wanted: casual dining/beach hangouts; proximity to beach from accommodations; family attractions/amusements such as zoo, ice cream, mini golf, etc.; casual breweries/coffee shops; mix of local shops/restaurants; lots of activities; and proximity to a major city

# BEACH SURVEY RESULTS

- The top 3 reasons people return to a beach for vacation are: they are easy to get to, they have the amenities they prefer, and their family wants to visit or are already there.
- **Nearly 44% of people might select a beach as a vacation destination if they knew they would get to see a rocket launch.**
- Demographics – Incomes \$75,000+ (\$75-\$100k – 32%, \$100-\$150k – 34%, \$150k+ - 34%). Age 18+ (18-34 – 24%, 35-44 – 35%, 45-64 -34%, 65+ - 11%). Even split male/female.

# BILLBOARDS

## **Rotation of Ads by City:**

- Cocoa Beach – 50%
- Melbourne – 30%
- Titusville – 10%
- Palm Bay – 10%

**NEW**

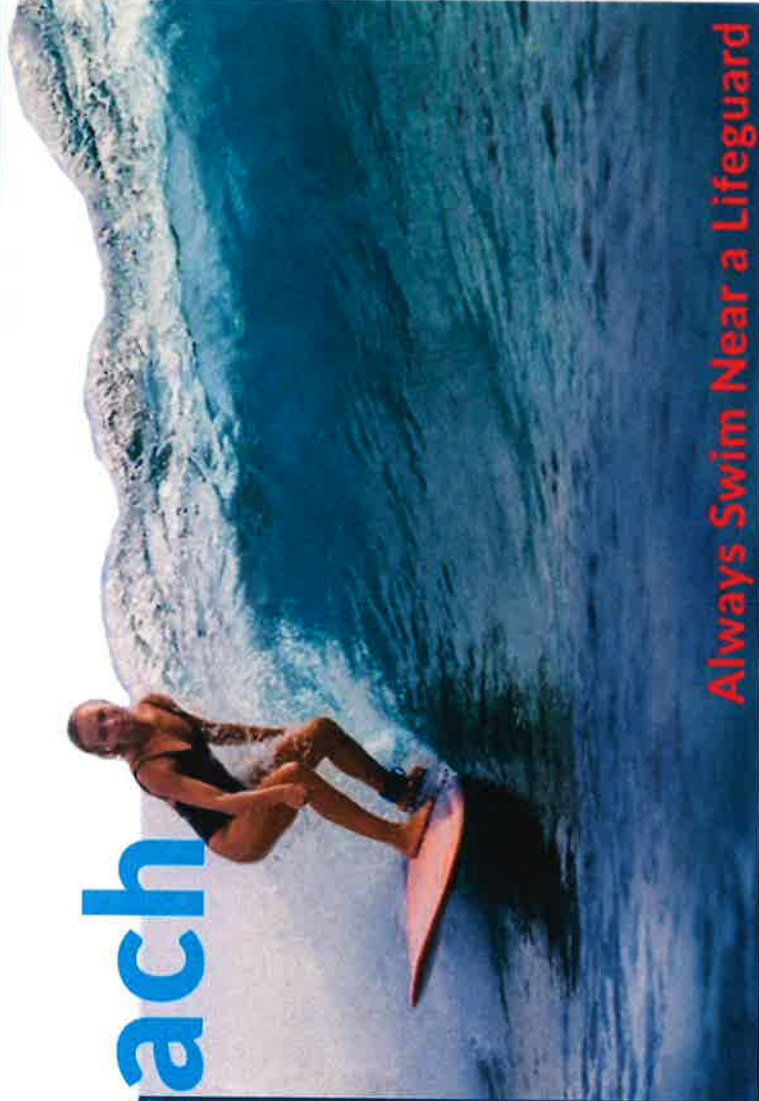
**BILLBOARDS**

# Cocoa Beach

Orlando's  
Closest Beach

On Florida's

*Space Coast*



**Always Swim Near a Lifeguard**

Note: Ads are mock ups.  
Fonts and sizes can change.

**NEW**

BILLBOARDS

**Melbourne  
& the Beaches**

**Always swim near a  
lifeguard**

On Florida's  
*Space Coast*



Note: Ads are mock ups.  
Fonts and sizes can change.

**NEW**

## BILLBOARDS



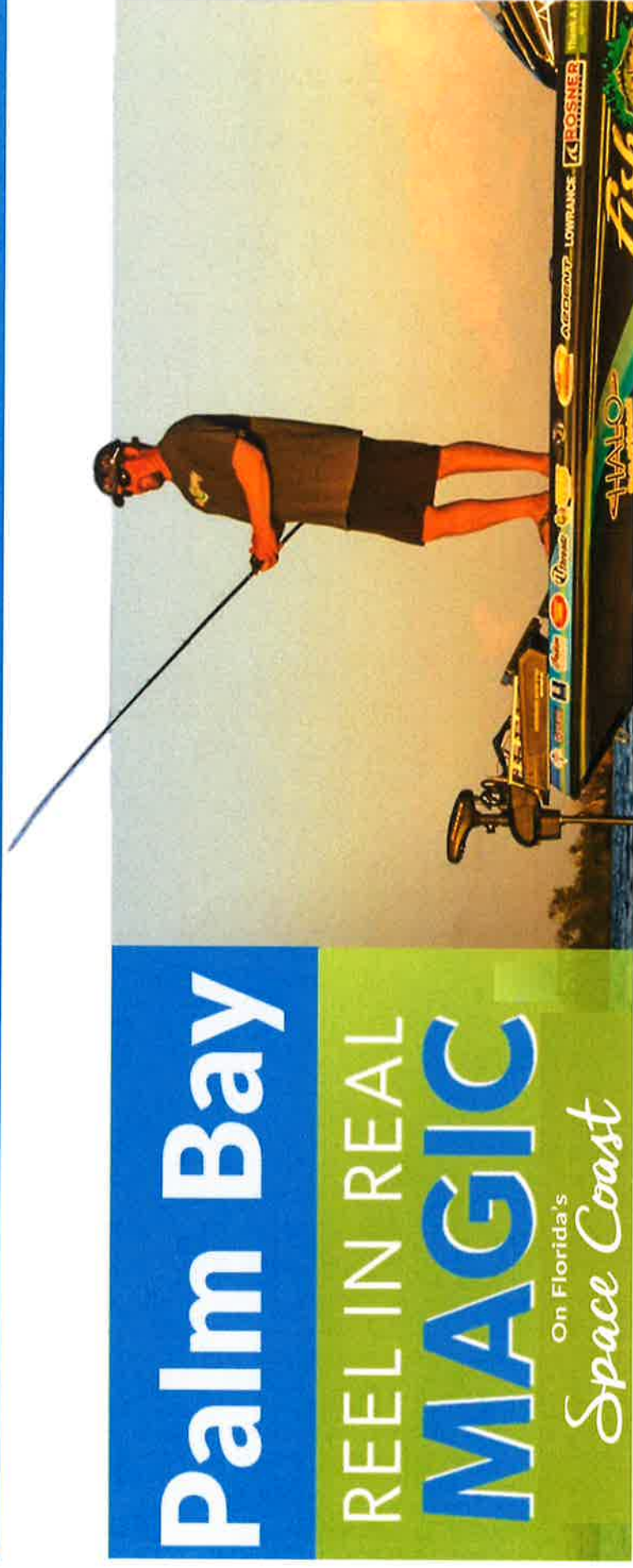
Note: Ads are mock ups.  
Fonts and sizes can change.

407



**NEW**

## BILLBOARDS



Note: Ads are mock ups.  
Fonts and sizes can change.

**NEW**

**BILLBOARDS**

**WELCOME**

72 miles of  
Paradise  
Straight Ahead

On Florida's  
*Space Coast*



**Cocoa Beach  
Melbourne  
& the Beaches**

**Always Swim Near a Lifeguard**

Note: Ads are mock ups.  
Fonts and sizes can change.

# NEW NEW COUNTDOWN - DIGITAL ADS

## **Rotation of Ads by City:**

- Cocoa Beach – 50%
- Melbourne – 25%
- Palm Bay – 12.5%
- Titusville – 12.5%

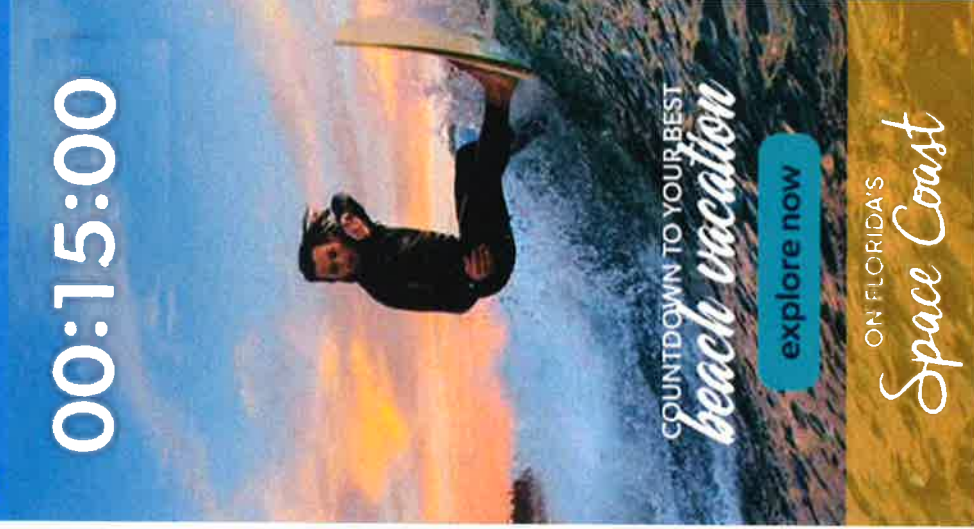


**NEW**

COUNTDOWN TO YOUR BEST VACATION - NEW

## Cocoa Beach

00:15:00



411

COUNTDOWN TO YOUR BEST VACATION - NEW

Melbourne  
& the Beaches

06:14:00



COUNTDOWN TO YOUR BEST  
*beach vacation*

explore now

ON FLORIDA'S  
*Space Coast*

# COUNTDOWN TO YOUR BEST VACATION - NEW



413

COUNTDOWN TO YOUR BEST VACATION - NEW

Palm Bay

02:39:02

COUNTDOWN TO YOUR BEST  
*beach vacation*

explore now

ON FLORIDA'S  
*Space Coast*

The advertisement features a background image of a boat on the water with people on board. The text is overlaid on a dark blue gradient at the bottom of the image.

# CRUISE CAMPAIGN

**Core messages:**

- Your vacation starts before you get on the ship
- Your vacation doesn't end when you get off the ship

**Assets created:**

- Full suite of mobile and website static banners
- Social media ads

**Visuals represented:**

- The beach is just steps away
- Experience the downtowns
- Brevard Zoo
- Kennedy Space Center Visitor Complex

**Results:**

- 15,269 tracked bookings/33,592 room nights
- \$227,000 media spend resulting in \$9.6 million visitor spending
- 42:1 Return on Investment
- 28 millions impressions
- 31,000 website clicks



**Rotation of Ads by Topic:**

- Cocoa Beach – 100%

**NEW**

# CRUISE CREATIVE EXAMPLES



Note: Ads are mock ups. Fonts and sizes can change.

Step off your cruise and onto the beach.

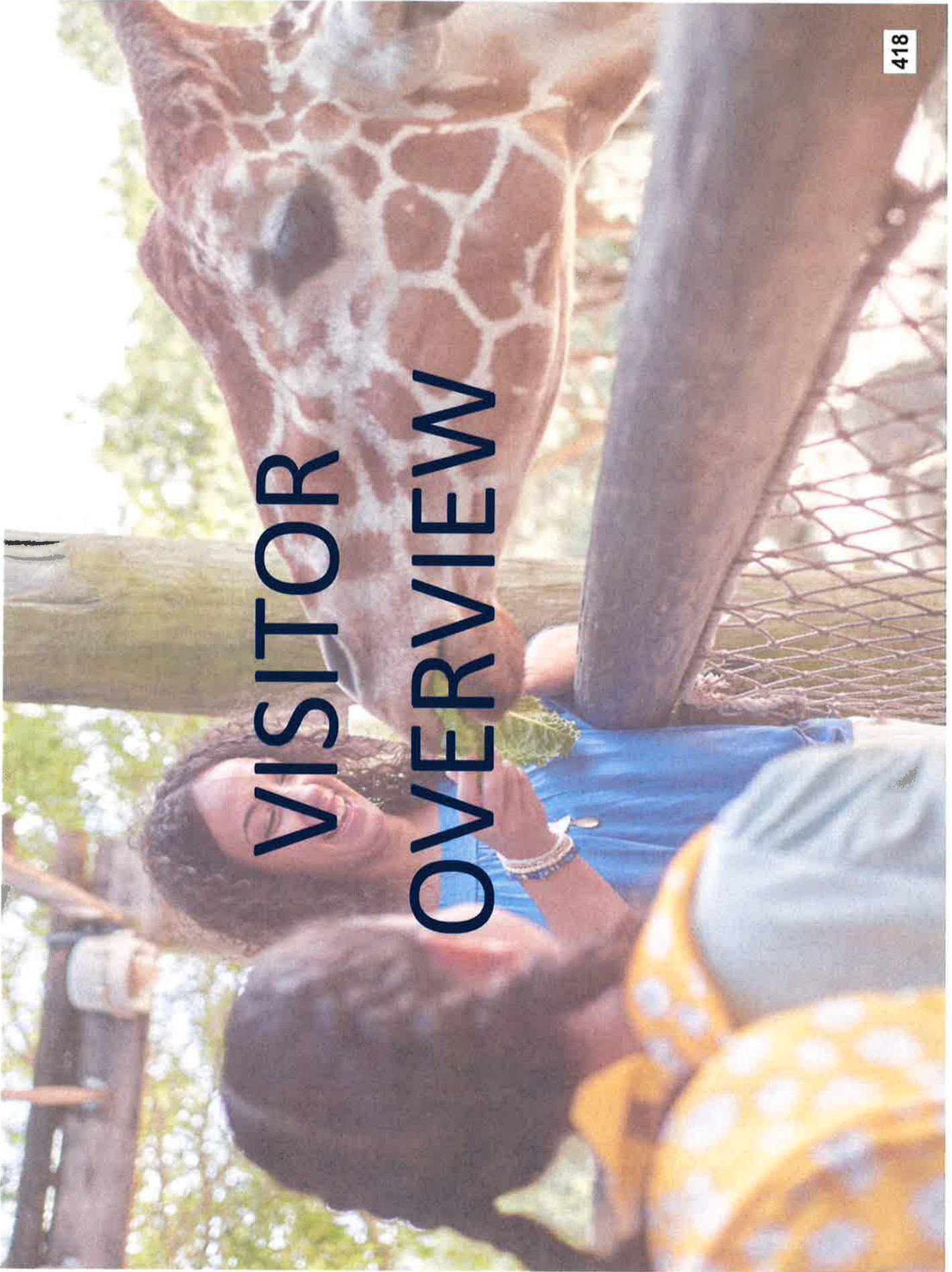
ON FLORIDA'S  
*Space Coast*



Step off your cruise and onto the beach.

ON FLORIDA'S  
*Space Coast*

# VISITOR OVERVIEW



# WHO IS THE SPACE COAST VISITOR?

The Space Coast visitor is family-oriented with a desire to travel. They are a couple traveling without children, a small family with kids or even a multigenerational group traveling with their grandparents, siblings, and extended family.

They take multiple getaways throughout the year and seek out destinations they can easily get to, where they can comfortably relax from their busy lives and just reconnect with each other.



Their perfect vacation may be discovering an uncrowded beach or getting the chance to witness a unique natural phenomena, it might be checking a bucket list item off by viewing a rocket launch or trying out the newest cruise ship!

They want to discover unique destinations that they perceive as good value, that are friendly and welcoming, and that they can come back to year after year.

# WHO IS THE SPACE COAST VISITOR?

## TARGET AUDIENCES

- Adults 35-54+
- HHI \$100k+
  - Sub segment of higher affluent households
  - Propensity to travel
  - Interests in beach, space, nature, Orlando, Florida
  - Cruise intenders
- Families with children in the household
- Households without children
  - Early career adults 25-34
  - Active retirees
- Multi generational groups
- Florida Markets: Miami/Fort Lauderdale, West Palm Beach, Orlando, Tampa/St. Pete and Fort Myers
- Out of State Markets: Atlanta, Charlotte, New York, Boston, Washington DC, Philadelphia, Chicago, Detroit
  - Airline Partnership Markets: Nashville, Pittsburgh, Allentown, Minneapolis, NEW MARKETS TBA
- International Markets: UK, Canada, European Union
- \*\* Ongoing monitoring of economic conditions will continue into next year, and we will be flexible in adjusting, removing or adding to our target markets and re-allocating budget as needed to respond appropriately and maximize spending.



# TOP SOURCE MARKETS

## Top Florida Markets - 2022

|                             |           |
|-----------------------------|-----------|
| 1. Orlando et al, FL        | 2,633,845 |
| 2. Tampa et al, FL          | 1,666,020 |
| 3. Miami-Ft. Lauderdale, FL | 1,286,631 |
| 4. W. Palm Beach et al, FL  | 1,252,222 |
| 5. Jacksonville, FL         | 718,321   |
| 6. Ft. Myers-Naples, FL     | 347,037   |
| 7. Tallahassee et al, FL-GA | 232,274   |
| 8. Gainesville, FL          | 207,143   |
|                             | 8,343,493 |

## Top Out of State Markets - 2022

|                                    |         |
|------------------------------------|---------|
| 1. New York, NY                    | 897,249 |
| 2. Atlanta, GA                     | 788,152 |
| 3. Washington, DC (Hagerstown, MD) | 563,704 |
| 4. Philadelphia, PA                | 413,000 |
| 5. Boston et al, MA-NH             | 410,480 |
| 6. Minneapolis-St. Paul, MN        | 381,546 |
| 7. Chicago, IL                     | 359,136 |
| 8. Detroit, MI                     | 327,980 |
| 9. Charlotte, NC                   | 299,887 |
| 10. Indianapolis, IN               | 298,001 |
| 11. Denver, CO                     | 297,705 |
| 12. Greenville et al, SC-NC        | 276,622 |
| 13. Nashville, TN                  | 272,566 |
| 14. Raleigh et al, NC              | 238,281 |
| 15. Cleveland et al, OH            | 237,023 |
| 16. Los Angeles, CA                | 222,680 |
| 17. Cincinnati, OH                 | 216,668 |
| 18. Dallas-Ft. Worth, TX           | 212,628 |
| 19. Columbus, OH                   | 193,348 |
| 20. Grand Rapids et al, MI         | 189,507 |
| 21. Pittsburgh, PA                 | 185,481 |
| 22. Baltimore, MD                  | 180,646 |
| 23. Savannah, GA                   | 180,645 |
| 24. St. Louis, MO                  | 177,006 |
| 25. Norfolk, VA                    | 168,580 |
| 26. Hartford & New Haven, CT       | 167,683 |

## International Markets

|                   |                |
|-------------------|----------------|
| 1. Canada         | 2019           |
| 2. United Kingdom | 1,200,000      |
| 3. European Union | 1,000,000      |
| 4. Mexico         | 500,000 (est.) |
| 5. Latin America  | 320,000*       |
|                   | 800,000*       |
|                   | *2021          |

Sources - Domestic markets: Motionworks Cellular Devices Observed in Brevard County.

International Markets: Visitor Orlando – NTT Data to MCO

**\*\* Highlighted markets note marketing spend**

**421**

# MEDIA BEHAVIORS

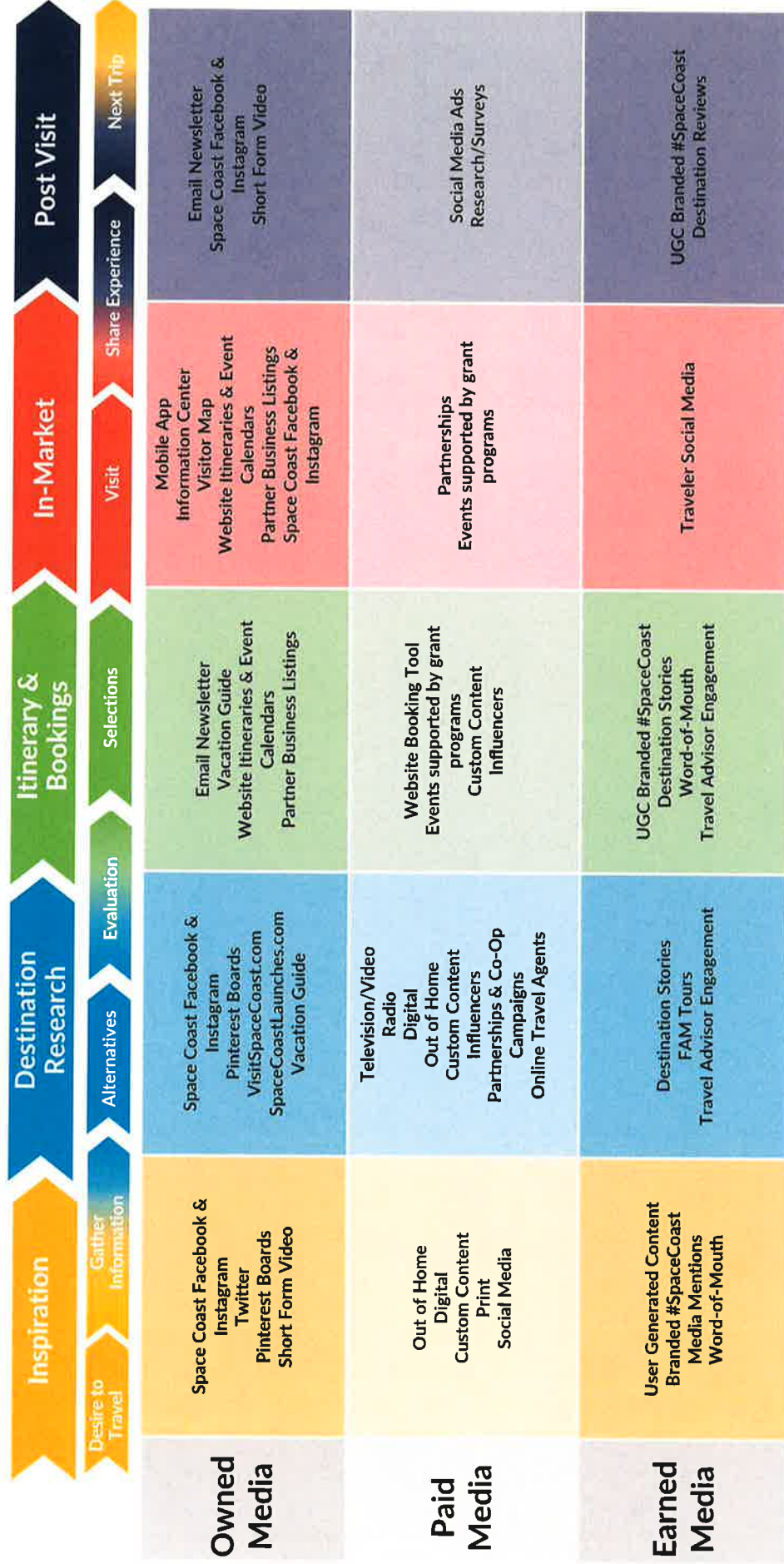
The Space Coast visitor does above average online research on social media and travel sites before making a vacation decision, they seek recommendations from trusted people in their circle of influence, they own multiple types of technology and still utilize some traditional media; however, they are increasingly switching to consuming media in new formats allowing them to access content on demand (ex. streaming).



By using a digital first approach to media placement, our plan identifies the target audience first and allows us to reach them with messages wherever they are and then follow them through their planning journey. Utilizing advanced solutions allows the Space Coast to be competitive, maximize our advertising dollars, and develop a deeper understanding of our visitor.

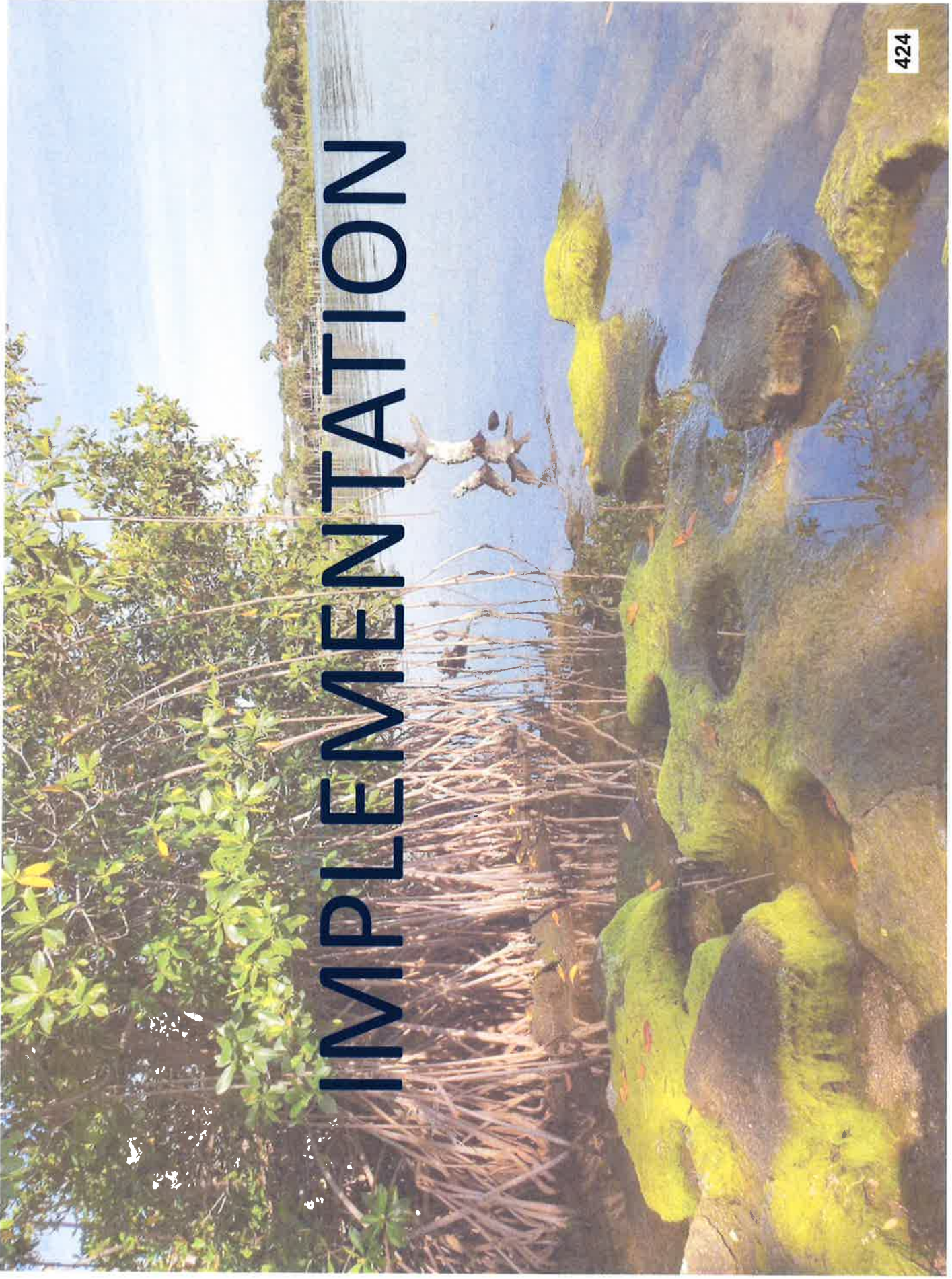
Source: SCOT Brand Research Study

# VACATION PLANNING JOURNEY



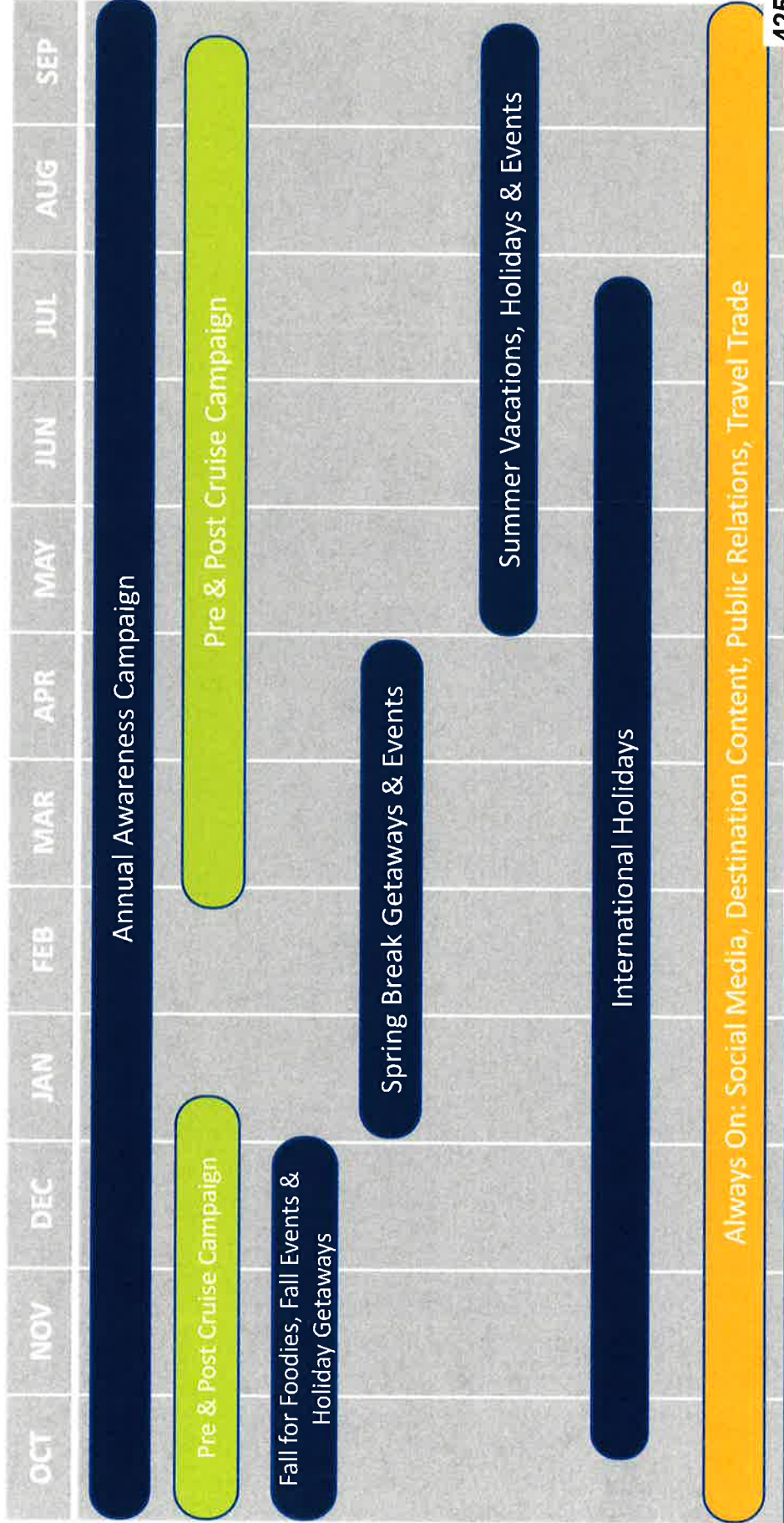


# IMPLEMENTATION



# MESSAGING CALENDAR

Featuring a targeted mix of always on branding awareness messages, conversion focused seasonal advertising and specialty niche campaigns



425

# ADVERTISING CAMPAIGN OVERVIEWS

## CREATE ADVERTISING CAMPAIGNS THAT INCREASE DESTINATION DEMAND AND INFLUENCE OVERNIGHT STAYS FROM KEY MARKETS

### **Annual Campaign - \$1,970,000**

Brand awareness placements such as out of home (billboards), airport signage, search keywords and paid social media.

### **Seasonal Campaigns - \$8,518,555**

Layered media placements to raise awareness, generate leads, and increase conversions. Includes tv & streaming, radio & audio, programmatic digital, custom content outlets, paid social media.

- *Estimated budget by season: Fall - \$1,610,000  
Spring - \$2,010,000  
Summer - \$2,863,805*
- *Additional estimated budget available for the summer campaign contingent upon revenue budget review in Q2: \$2,034,750*
- *Pre & Post Cruise Campaign is a sub segment of the seasonal campaigns*
- *Destination event promotion included in budget by season*
- *\*\* Ongoing monitoring of economic conditions will continue into next year, and we will be flexible in adjusting, removing or adding to our target markets and re-allocating budget as needed to respond appropriately and maximize spending.*

# INTEGRATED ADVERTISING PLATFORMS AND POSSIBLE VENDORS

- **Out-of-Home (billboards, airport signage, brochure distribution)**
  - Video (cable/connected tv/streaming/social)
    - Increase awareness and target prospective travelers with high impact creative.
      - Comcast, Spectrum, SpotX (Magnite), Hulu, Visit Florida Co-Ops
    - **Specialty Outlets & Custom Content Providers**
      - Generate relevant long form custom editorial, video & social content to engage the consumer and drive quality leads.
        - Lonely Planet, Smithsonian, Conde Nast, AAA, Visit Florida, Orlando Magazine, Parent Magazine, Atlanta Parent, Space Coast Fun Guide, Graft UK Guide, Let's Take It Outside, JT Kenney Fishing, Matador Network, RV There Yet, Florida Golf Guide, Fish Florida, Major League Fishing, LocalIQ, Orlando Sentinel, Student Group Travel, Atlas Obscura, National Geographic, Outcoast, Places to Love, Travel Weekly, Mommy Poppins, Blair Wiggins Outdoors, Bill Dance Outdoors, TravelZoo, TripAdvisor, Family Travel with Colleen Kelly, Tinybeans
  - Raise awareness and leverage targeting of travelers through high traffic routes, baggage claim, and rental car locations.
    - Clear Channel, Lamar, Outfront, JCDecaux (Orlando International Airport), Murphy Media Group, Consult McIntyre, LLC, MCO, FPIS, Kenney Communications, White Clouds, Atomic Pops, Kern Studios
- **Radio (digital, traditional, podcasts)**
  - Connect with highly engaged targeted audience where they are consuming audio.
    - iHeart Radio, Pandora, NPR
- **Digital Advertising (programmatic display, search, video)**
  - Meet the targeted potential visitor online with the right message to match where they are in the planning process. Continually optimizing to drive bookings.
    - Google, Adara, Conversant, Sojern, TravelSpike, Nativo, Dstillery, Expedia, Undertone, Acuity, Causal IQ, GumGum, Accuweather, Foursquare, Journera, Priceline, A.ki, Groundtruth
- **Paid Social Media**
  - Inspire the visitor, engage with them throughout their planning process and drive leads for more information.
    - Facebook, Instagram, TikTok, YouTube

# PERFORMANCE METRICS

## ASSESS CAMPAIGN PERFORMANCE

- Prioritize tactics that can be measured and utilize results to improve efforts to reach potential visitors.
- Utilize comprehensive suite of resources to measure performance indicators and results:
  - Market growth reports (Room Night Demand, RevPAR, Tourism Development Tax Growth)
  - Booking data reported through Adara & Expedia
  - Direct advertising influence as reported by survey respondents
  - Measurement goals set for marketing key performance indicators
  - Competitor & trend analysis via market research, leading industry organizations

|    | Performance Tactic                                    | Projected 2023-2024 |
|----|---|---------------------|
| 1  | Tourist Development Tax Growth                        | 3.80%               |
| 2  | Tourist Development Tax Collection                    | \$27,000,000        |
| 3  | Social Media Follower Growth                          | 30,000              |
| 4  | Social Media Engagement - Paid                        | 15,000,000          |
| 5  | Facebook - Brand Awareness Digital Impressions - Paid | 120,000,000         |
| 6  | Google - Brand Awareness - Paid                       | 63,000,000          |
| 7  | Digital Advertising Impressions                       | 320,000,000         |
| 8  | Digital App/Launch Console Downloads                  | 35,000              |
| 9  | Connected & Cable TV Impressions                      | 55,000,000          |
| 10 | Email Lead Generation                                 | 12,500              |
| 11 | Email Open Rate                                       | 37%                 |
| 12 | Email Click Through To Open Rate                      | 10%                 |
| 13 | Vacation Planner Views & Website Requests             | 27,250              |
| 14 | Website Total Users                                   | 3,000,000           |
| 15 | Website Average Session Duration                      | 1:30                |
| 16 | Billboard Impressions                                 | 270,000,000         |
| 17 | Earned Media Value                                    | 8,500,000           |
| 18 | Media ROI   | 52 to 1             |

**Possible Vendors:** Datorama/Salesforce, Adara, Google Analytics, Meta, Expedia, SEMRush, Downs & St. Germain

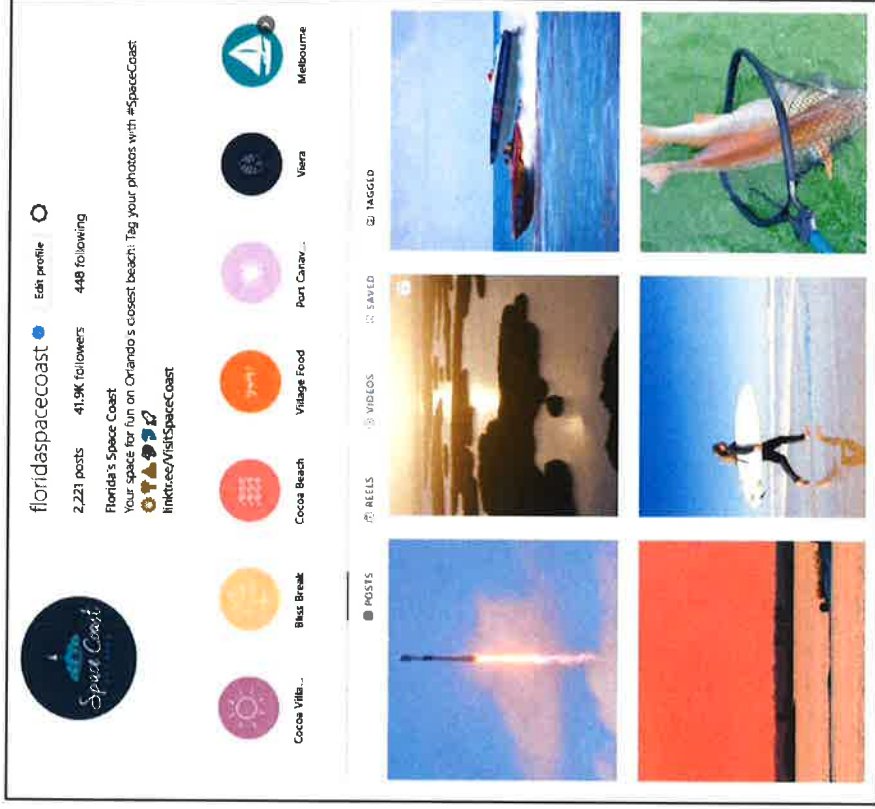
# EARNED & OWNED MEDIA

# CREATIVE, PRODUCTION, CONTENT AND WEBSITE

**INSPIRE AND ENGAGE WITH VISITORS FROM AROUND THE WORLD. PROVIDE USEFUL, ACCURATE, TIMELY DESTINATION INFORMATION TO VISITORS.**

**BUDGET \$1,470,000**

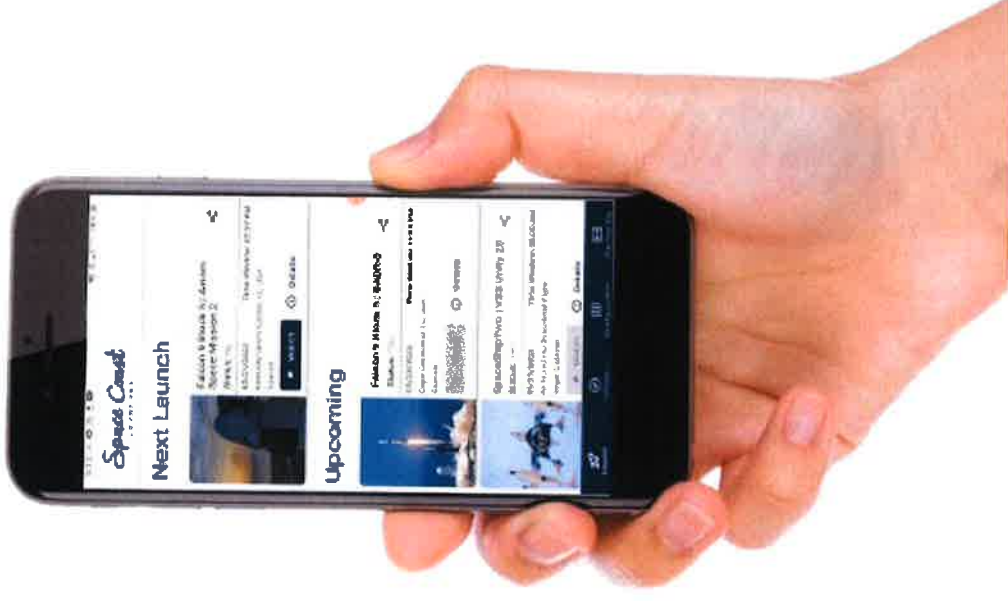
- Create inspiring and engaging assets with mixed media to be distributed among multiple channels.
- Collect and curate user generated content with Crowdriff.
- Foster destination champions by participating in online community conversations with #SpaceCoast.
- Work with content creators to enhance destination footprint online.
- Utilize trending topics & performance metrics to refine content strategy.
- Grow interest-based consumer email list and create high quality content delivered through automated funnels.
- Develop updated video b-roll package and partner use photo albums.



**Possible Vendors:** &Barr, Current, Concepta, Crowdriff, Loomly, Cassie Fischer, Amazon Web Services, Flywheel, Cloudflare, GoDaddy, Adobe, Campaign Monitor, Issuu, Proxi, ASG, Tinity, Keeper, Influencekit, Amplitude, Pendo

# CREATIVE, PRODUCTION, CONTENT AND WEBSITE (CONT.)

- Launch redesigned VisitSpaceCoast.com Website and Space Coast Launches mobile app.
- Website and application hosting and domain management services.
- Ongoing website search engine optimizations and Accessibility efforts.
- Creative design, advertising production, agency support.
- Connect to community stakeholders through regular industry newsletter.
- Connect offline content with online resources – ex. use of QR Codes and trackable links in the guide.
- Create .org business site to host business to business-based resources.





# PUBLIC RELATIONS AND FILM

## GENERATE POSITIVE EARNED MEDIA FOR THE DESTINATION

**BUDGET: \$275,000**

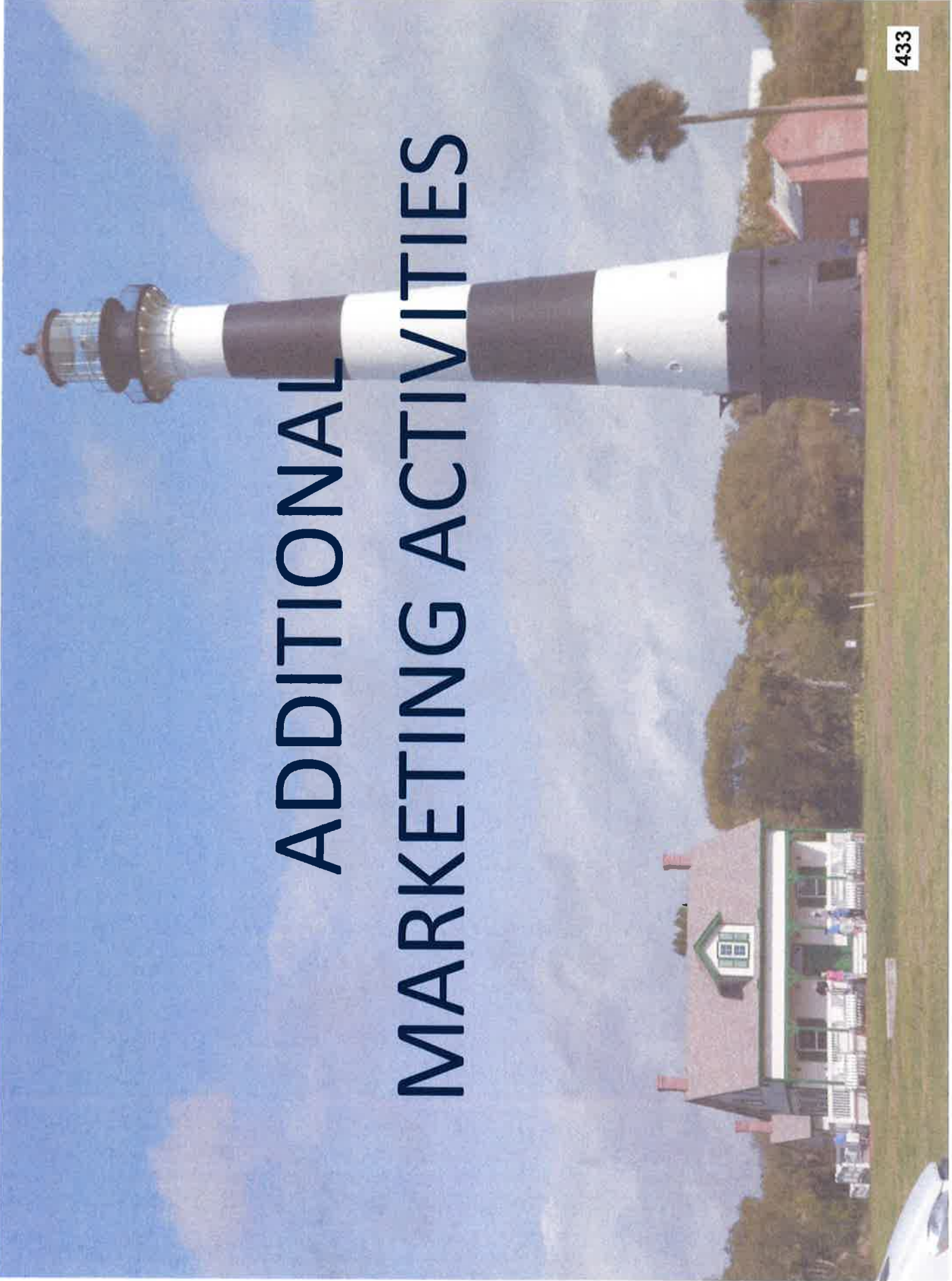
- Public Relations Initiatives
  - Drive year-round local, regional, national, international outreach and coverage.
  - Host content creator social media programs & media Familiarization Tours (FAMs) in market to showcase new experiences, seasonal events, and unique experiences.
  - Inspire prospective travelers with rich storytelling aligned with key marketing messages.
  - Collaborate with BUTIN UK publicist to generate positive coverage.
- Space Coast Film Commission
  - Review & file film permits for Brevard County. Assists local filmmakers in securing locations, connecting with County/Municipality services, and adhering to local ordinances.
  - Works to attract productions to the area to bring revenue, increase awareness of the Space Coast and can encourage fans of the film to visit to experience in person.



**Possible Vendors:** Butin PR, Visit Florida, Film Florida

**432**

# ADDITIONAL MARKETING ACTIVITIES



# STRATEGIC CO-OPS & PARTNERSHIPS

## MAXIMIZE RELATIONSHIPS AND AMPLIFY DESINTATION MESSAGE TO NEW AUDIENCES

**BUDGET: \$900,000**

- Melbourne Orlando International Airport (MLB): support increased air service growth with new markets and drive demand from direct service markets.
- Port Canaveral: support increased cruise demand and drive overnight stays pre & post cruise.
- Chambers of Commerce: support efforts to educate the visitor on what to do while in market, lengthen their stays. Promote the area as a great place to live, work, and play.
- Economic Development Council (EDC): Mission Space Coast initiative to create a unified brand will set our region apart for business and talent attraction and retention in addition to tourism.



**Possible Vendors:** MLB, Space Coast EDC, Chambers of Commerce (Titusville, Palm Bay, Melbourne, Cocoa Beach), Port Canaveral, Royal Caribbean, Carnival, Norwegian, MSC, Avelo, Allegiant Airways, Sun Country Airlines, Cocoa Beach Hotel & Lodging Association, Viera Company, Visit Orlando

# SPORTS

## INCREASE AWARENESS OF FLORIDA'S SPACE COAST AS A TOP DESTINATION FOR SPORTS TEAMS AND COMPETITION EVENTS

**BUDGET: \$340,000**

### Administer Grants Programs

- Support sporting events and competitions to reach national audience and increase overnight stays.
- Award qualified events with funding.

Identify and pursue sports marketing & competition opportunities that generate economic impact of Brevard County.

Exhibit & Conduct Meetings at Industry Shows.

- Sports ETA, Intercollegiate Women's Lacrosse, National Fastpitch Coaches, American Baseball Coaches

Create suite of sports marketing assets including photos and videos.

### Event Promotion

- Work with event planners to integrate event messaging into appropriate marketing outlets.
- Examples of events may include Beach N Boards, Moongolf, Collegiate Championships



**Possible Vendors:** USSSA, Inside Pitch (ABCA), Fastpitch Delivery (NFCA), AVCA Magazine, US Lacrosse, Big Time Softball, Due North Media, Sunshine Sports Council, Florida Sports Foundation, TEAMS, US Sports Congress, US Rowing, Jefferson Dad Vail Regatta, Brevard County Parks & Rec, National Recreation and Park Association, Florida Recreation and Park Association, Florida High School Athletic Association, Amateur Athletic Union, The Sports Journal, Intercollegiate Women's Lacrosse Coaches Association, National Junior College Athletic Association, Sunshine State Conference, National Association of Intercollegiate Athletics, Playeasy, Great Scott Productions **435**

# INTERNATIONAL

## GROW MARKET BASE IN TARGETED INTERNATIONAL LOCATIONS

**BUDGET \$1,300,000**

- Continue working with TUI to increase awareness of the Space Coast with the UK consumer.
- Drive demand from Canada through targeted advertising placements.
- Utilize partners for international co-op advertising programs, agent training opportunities, and marketing placements.
- Contracting with Tricia Henson Consulting for International Representation by Rukhsana Timmis in the UK and the European Union.
- Coordinate media pitches with existing PR agency, Butin's, new London based publicist.
- Conduct survey research to track results.



**Possible Vendors:** BrandUSA/Miles Partnership, Visit Florida, TUI, Jetlines, Sunwing/West Jet, Tricia Henson Consulting, Rogers Media, The Telegraph, KSCVC, Graft Multi Media

# TRAVEL INDUSTRY RELATIONS

## RAISE AWARENESS OF FLORIDA'S SPACE COAST WITH TRAVEL ADVISORS AND TOUR OPERATORS

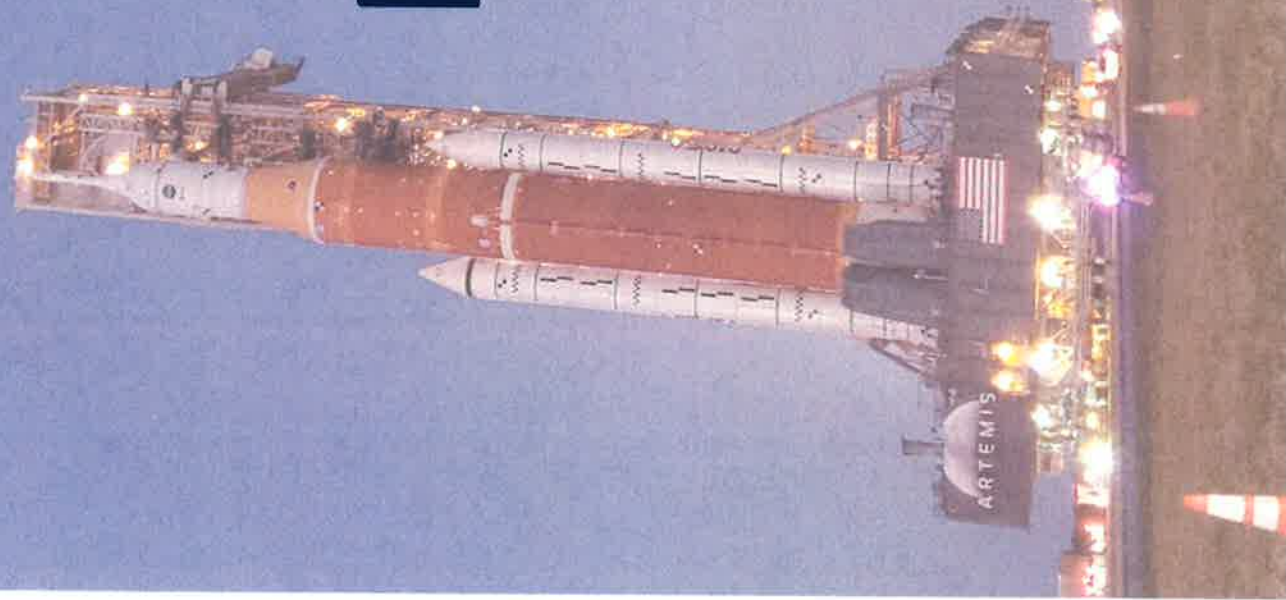
**BUDGET: \$45,000**

- Contracted with Tricia Henson Consulting agency to represent us in the UK and the European Union to increase awareness, generate sales and conduct travel advisor trainings.
- Provide online training through webinars with travel advisors, Online Travel Agency Call Centers and Tour Operators. Continue to build out Travel Professionals webpage.
- Host Travel Advisor Familiarization (FAM) Tours for cruise planners, group planners and specialty travel markets by exposing them to our destination to increase their clients' stays and spend.
- Exhibit & Conduct Meetings at Industry Shows.
  - Cruise360, Cruise World, Florida Huddle, American Society of Travel Agents (ASTA), Travel Advisors of the Mid-South (TAMS)
- Sales mission with cruise lines and area hotels.
- Travel Advisors destination monthly e-newsletter featuring what's new, changes at Port Canaveral, MLB, hotels and area attractions, and opportunities for increased commissions.



**Possible Vendors:** CLIA, Northstar, Visit Florida, AAA, ASTA, Royal Caribbean, Carnival, US Travel, TAMS, Travel Market Report, VAX, Peninsula Shows,

# RESEARCH



# RESEARCH

## USE RESEARCH TO MAXIMIZE DATA AND OPTIMIZE EFFORTS

**BUDGET: \$220,000**

- Motionworks™
- Measures population movement around the destination
  - Event attendance measurement
  - Points of Interest foot traffic
- Downs & St. Germain Research
- Conducts surveys such as Brand Awareness and Visitor Economic Impact
- Allows agile response to research questions
- STR & Key Data Dashboard
- Resource providing market insights on hotel and vacation rentals



**Possible Vendors:** STR, Downs & St. Germain, Motionworks™, Florida Tech, Key Data, Zartico, Adara, Arrivalist, Rockport Analytics, Tourism Economics





THANK YOU!

Q & A