



situation

VISIT FLORIDA®, the official tourism marketing corporation for the state of Florida, was established in 1996. With a relatively stagnant marketing budget for tourism since its inception, visitation to the Sunshine State flattened in 2006 due to increasing marketing competition from top destinations and growing advertising costs. A one percent decrease in Florida visitation represents a loss of \$37.2 million in general revenue collections.

Research demonstrates that every dollar invested in VISIT FLORIDA, generates more than three dollars in

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tourism-related tax revenues. In order to protect the state's hard-earned

tourism market share, stay competitive in the global marketplace and ensure increased economic revenues, VISIT FLORIDA asked for an additional \$34.3 million in public funding during the 2007 Legislative Session. VISIT FLORIDA hired Moore Consulting Group (MCG) to conduct a comprehensive education campaign, which involved research, grassroots advocacy, public affairs, collateral development and interactive media.

challenges

Faced with increasing advertising costs, heightened competition from other destinations and potential cuts in legislative funding, Florida's number one industry was at stake. In light of the damage previous years' hurricanes had done to Florida's reputation as a top travel destination,

previous declines in visitation and an unusually tight legislative budget for 2007, VISIT FLORIDA's request for increased funding was necessary to ensure that tourism continues to be the engine that drives Florida's economy.



strategies

Created an influential alliance of more than 100 tourism leaders and representatives statewide to serve as a unified voice for legislative advocacy and media relations support.

Conducted a legislative advocacy day at the Capitol called "Florida Tourism Day" with more than 90 campaign partners in attendance.

Secured a proclamation from the Governor's Office declaring "Tourism Counts Day" at the Capitol.

Organized a statewide education campaign and speakers bureau.

Designed collateral materials such as palm cards, p r e s s conference signage, power point presentations, media kits, legislative tool kits and more



Coordinated a minimum of five editorial board meetings with major daily newspapers statewide.

Ensured continuous touches to key legislators by delivering relevant fact

sheets and media updates.

Coordinated additional outreach efforts, including a large-scale legislative letter writing campaign. Wrote and sent weekly e-newsletters with campaign updates to key partners.

Secured statewide media coverage about the "Florida's Tourism Counts" campaign.

Created a specialized campaign Web site providing background materials, research information and tools allowing users to participate in the campaign.

results

Over the course of a nearly year-long campaign, 147 tourism leaders and state representatives joined the Partnership for Florida's Tourism; more than 140 of which attended Florida Tourism Day and met with their

legislator(s) about the importance of tourism marketing funding. 69 newspaper and 20 television stories were generated, totaling more than 8.1 million impressions. 19 different collateral materials were hand

delivered to each legislator during 2007 Special Session and Regular Session, which aided in the approval of an additional \$8.95 million for VISIT FLORIDA in non-recurring public funding during a tight budget year.