



FIND YOUR FLORIDA STRATEGIC PLAN

PUR6603 Public Relations Strategy & Messaging

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December 2022

CAMPAIGN OVERVIEW

VISIT FLORIDA will launch an integrated marketing campaign to promote tourism in Florida by capitalizing on the 'Florida Man' stereotype and introducing an online trip planner to strengthen public perceptions of Florida as a desirable place to visit, thus resulting in increased tourism numbers.

Background

About VISIT FLORIDA

VISIT FLORIDA is a public-private partnership between the State of Florida and Florida's tourism industry. Tourism is an important part of Florida's economy, and in 2021, the state welcomes 122 million visitors, achieved a 35% year-over-year increase in visitor volume, and according to the Florida Department of Economic and Demographic Research, every \$1 invested in VISIT FLORIDA results in \$3.27 in tax revenues (VISIT FLORIDA, 2021).

The Florida Legislature appropriates public funding to the agency, which must be matched dollar-for-dollar by private organizations including cooperative advertising campaigns and marketing ventures. This means that VISIT FLORIDA relies heavily on partnerships.

Florida markets for both domestic and international visitors. According to research published by VISIT FLORIDA (2022), in Q1 of 2022, Florida received 33.6 million domestic visitors, a 33.6% growth from the previous year. In the same time, they received 1.3 million overseas visitors, a 168% increase from the previous year, including 610,000 Canadian visitors, a 1021% increase. 2021 international travel in the United States was limited due to extensive border closures due to Covid-19, however, Florida still achieved 44% of all overseas visitors to the U.S (2022-2023 Marketing Plan, 2021).

According to VISIT FLORIDA's 2022-2023 Marketing Plan, their principals include a digital-first strategy, traveler-centric approach, and that "every decision must be data-driven" (2021). The Marketing Plan details several tourism trends that Florida could capitalize on. This includes wellness tourism, appealing to high-stress visitors seeking relaxation and an escape from their day-to-day responsibilities, nature novices, including travelers who 'discovered' the outdoors during covid and are curious about exploring, and 'foodie's', where travelers visit for culinary culture (2022-2023 Marketing Plan, 2021).

One of VISIT FLORIDA's goals is to "Develop and sustain marketing partnerships that support brand differentiation and are distinctive and memorable" and "Explore innovative opportunities to elevate Florida from a noisy media environment and differentiate it from the competition" (2022-2023 Marketing Plan, 2021).

Previous VISIT FLORIDA campaigns

In January 2022, VISIT FLORIDA launched a TV ad campaign targeting northern US residents to bring them to Florida (Fox, 2022). Four TV ads were aimed towards families and couples and highlighted the outdoor activities Florida has to offer.

In August 2022, VISIT FLORIDA launched a 'foodie' campaign, titled Florida's Table, which showcases restaurants across the state and the diversity of food available (PR Newswire, 2022). It is a social-first video series with 22 episodes, each featuring a different restaurateur and their culture. The idea was to broaden people's perceptions of Florida as a Disney and Golf hotspot (O'Neil, 2022). They used an organic and paid social strategy on web, Instagram, Facebook and TikTok (PR Newswire, 2022).

In 2022, VISIT FLORIDA partnered with Expedia Media Group Solutions on a campaign targeted towards impulse travelers, which are defined as travelers with high-disposable income, usually child-free, and the ability to make last-minute travel decisions (Expedia Media Group Solutions, 2022). VISIT FLORIDA worked with Expedia on an 'always-on' strategy that included home page takeovers, media placements, targeted display ads, Expedia email pushes, targeted social media, and a custom hub with Florida-specific content. Targeted advertising was featured on Expedia, Travelocity, and Orbits, with a heavy push prior to holiday weekends, and Hotel.com used TV ads to feature Florida to non-digital audiences. The campaign garnered 530 million impressions, and 87% of custom hub traffic came from social media (Expedia Media Group Solutions, 2022).

In 2021, VISIT FLORIDA launched a Domestic Rebound Campaign with the objective 'To inspire travel to Florida by making people believe that vacations are worth taking' (VISIT FLORIDA, 2021). They used digital video and TV in a 700-mile radius of Florida, digital display advertising, paid social across Facebook, Instagram, Youtube, Snapchat, Amazon, Pinterest, PR in key domestic markets and a social media influencer effort, and content partnerships with major national publications (VISIT FLORIDA, 2021)

Find Your Florida Campaign

VISIT FLORIDA will launch a global marketing campaign across North America and Latin America for the release of its online trip planner software that encourages the audience to 'Find Your Florida'. It will be targeted towards United States and Canadian audiences, where advertising messaging will also include references to the 'Florida Man' stereotype. Latin American audiences will be targeted in the campaign, with the

bilingual messaging focusing on the trip planner and the state's diversity and accessibility.

The well-known 'Florida Man' stereotype stems from headlines of unusual acts or crimes - think 'Florida Man fights alligator over a beer, and wins'. It was further popularized several years ago with the Florida Man google challenge. Instead of fighting the Florida Man stereotype, VISIT FLORIDA will embrace it. The agency will use Florida Man to differentiate itself through light-hearted and funny stories, images and partnerships to show that Florida's quirks make it an awesome place to visit. Storytelling and strong visual imagery will highlight Florida's diversity. The Florida Man references will be included only in English messaging, to avoid any meaning being lost in translation when altered for Spanish-speaking audiences.

The purpose of the online trip planner is to introduce potential visitors to the vast array of activities, adventures, and opportunities available in Florida. It is intended to ease the planning and booking process and showcase new elements of the state and visitors may be unaware of.

VISIT FLORIDA will use a social-first strategy to advertise the trip planner and appeal to an audience familiar with the Florida Man trope. Paid and owned social media posts, including Facebook, TikTok, Instagram, Twitter, Snapchat, and Youtube. TV ad placements will also be included, as will print and out-of-home marketing and a PR campaign. In recognition of the growth of the audio streaming industry, VISIT FLORIDA will use podcast sponsorships for the first time.

Several different video ads will feature different 'Florida Man' activities that reflect a more authentic view of the state, rather than negative stereotypes which typically come to mind at the mention of Florida Man. The campaign will include partnerships with travel companies and engage influencers, for example Tom Brady or other notable figures proudly proclaiming themselves as 'Florida Man' while doing fun or relaxing things.

While the campaign will span across several seasons, sunshine and fair weather will be a continual theme, embodying the 'Sunshine State' reputation. The audience will feature several segments. For example, in markets with colder climates and during winter months, the sunshine and outdoor lifestyle will be emphasized to juxtapose their dark winter months. In Hispanic markets

GOALS

The goal is to increase the number visitors to the state achieve global media coverage, get people talking about Florida, and strengthen public's perception of Florida as a great destination to visit. VISIT FLORIDA will use unique, authentic, and engaging imagery of Florida that promotes aspects of the state previously unknown to many audiences, who may judge the state as the land of Disney, alligators, and criminals.

By capitalizing on the existing 'Florida Man' stereotype, VISIT FLORIDA will showcase self-awareness and thus create a message of authenticity by embracing what it is known for. By embracing an existing stereotype, VISIT FLORIDA can then control the message to use it to their advantage. The goal is to make the audience want to experience the 'Florida Man' lifestyle, which is a positive experience, rather than mocking Florida. The idea is to transform the concept of 'crazy' from a negative to positive connotation. For example, negative crazy would be a Florida Man committing a crime. A positive example of crazy would be a Florida family eating Thanksgiving dinner on a large boat in crystal clear waters surrounded by dolphins and beautiful sunshine. The campaign embraces Florida's craziness – in a good way.

OBJECTIVES

Informational and media objectives

- Alter the media dialogue and public perception of Florida to change the meaning of Florida Man to be a positive, desired state of being, rather than a negative one to avoid.
 - Monitor the measure of positive vs Negative media hits involving the phrase 'Florida Man'
 - Monitor the sentiment and track online comments as positive, negative, or neutral
- Achieve positive, global media coverage across major news outlets covering the innovative Florida Man campaign messaging and online trip planner.
 - Secure at least 800 million domestic media impressions.
- Increase followers across social media platforms by an average of 10% and maintain a post engagement rate of at least 3%.

Motivational objectives

- Increase 2023 Year over Year visitor numbers by at least 20% in target markets
- Increase bookings of Florida trips during the winter months
- Increase online searches across Florida travel websites by 30%, such as specific landing pages on partner websites including Expedia, and VISIT FLORIDA's own resource page.

- Increase Hispanic visitor numbers by 30%
- Partner with at least 5 domestic corporate organizations on collaborative promotions.

CHALLENGES AND OPPORTUNITIES

Challenge - Following tourism slowdown during the Covid-19 pandemic, tourist agencies across the world are seeking to regain their visitor numbers, resulting in crowded airways within the destination marketing space.

Opportunity – Florida can differentiate itself to break through the noise by showcasing an authentic brand personality that attracts new and returning visitors. The new online trip planner eases the booking process, resulting in a higher conversion rate for messages that do get through to audiences.

Challenge - The existence of the agency, which is authorized and funded by the State, has been in jeopardy over the last few years following concerns over public spending in 2016 when rapper Pitbull was paid \$1 million to promote the state (Rohrer, 2016). This means that despite VISIT FLORIDA's robust budget this year, they must be mindful of how they are spending state funding and the agency's public perception among Floridians.

Opportunity - While VISIT FLORIDA has faced several challenges regarding operations and funding from the Florida Legislature, this year they received \$80 million, including \$50 million in recurring funding and \$30 million in federal stimulus payments. (O'Neil, 2022). Florida has higher funding this fiscal year than in the last few years, giving it more scope to fund campaigns. Rather than pay a large lump sum to one specific influencer, VISIT FLORIDA could pivot to varying size influencers, including micro-influencers and smaller travel blogs, which are more affordable options.

Challenge - With an economic recession and high-inflation, there is a concern of a potential tourism slowdown. The U.S dollar is currently strong against various currencies, making international travel to Florida is more expensive.

Opportunity –VISIT FLORIDA can showcase its worth by promoting its cultural diversity, tropical landscape, history, and opportunities that are not available elsewhere in the U.S. They can also partner with travel organizations to show how easy and affordable it is to get to Florida.

TARGET AUDIENCE ANALYSIS

Demographics and Media Use

Visitors to Florida tend to be older, wealthier, and do not have kids at home.

According to Visit Florida's 2021 demographic data (2022-2023 Marketing Plan), the largest proportion of visitors (20%) were classified as Moderate Mature, which are aged 55 and older, earn less than \$100,000 and do not have kids at home. 17% of visitors are Affluent Mature, aged 55 and older, earn more than \$100,000, and do not have kids at home.

However, with Florida being a diverse state, there is still a reasonable spread of demographics who visit. 15% are Affluent Family, aged 35-54, earn >\$75,000 and have kids in the household. 15% are Young Family, aged 18-34 with kids in the household. 14% are Young and Free, aged 18-34, without kids. 13% are Maturing and Free, aged 34-54 without kids.

The one outlier to this demographic mix is the Moderate Family, which are aged 35-54, earn <\$100,000, and have kids at home, who make up only 5% of Florida's visitors.

Compared with national tourism averages, Florida attracts a higher proportion of Young and Free, Affluent Mature, and Moderate Mature travelers than the US as a whole. Florida receives the same proportion or less of visitors across the family categories: Young Family, Moderate Family, and Affluent Family. Of the households that bring children, 50% of children are aged between 6-12 years old.

The average age of Florida's visitor in 2021 was 48 years old. This fell from 49.3 in 2020 due to a rise in younger travelers and young families. Millennials and Gen Z had a higher share of visitor numbers in 2021 than ever before. From nationwide data, Florida was the top destination at the top of travelers bucket lists, and Gen Z were the most likely to name Florida as their top domestic destination than anywhere else (Destination Analysis, 2022).

Psychographics

Visitors tend to choose Florida due to the beaches and outdoor activities. Among the most popular attractions for domestic visitors in 2021, waterfront activities came first at 35%, shopping at 22%, and culinary experiences at 21% (Visit Florida, 2022).

Following the pandemic, visitors are now more interested in outdoor activities rather than indoor. In 2021, there was an increase in domestic overnight travelers interested in beaches and fishing and a reduced demand for museums, historic sites, and nightlife (2022-2023 Marketing Plan).

The pandemic also changed visitors' lodging preferences, with an increase in demand for vacation rentals over hotels, an increase in the length of stays. (2022-2023 Marketing Plan).

Florida is often defined by its two most popular visitor categories: snowbirds and spring break travelers. Snowbirds comprise of older visitors from colder climates who may come for extended stays to enjoy Florida's milder weather during the winter months. During the spring, younger adults frequent Florida's beaches for their spring break, looking for various outdoor, cultural, and nightlife activities.

Behavioral

During the winter season, there is a higher proportion of older visitors, with 39% of visitors being Baby Boomers (2022-2023 Marketing Plan).

Many visitors book their trips to Florida in fairly short notice. 28% booked trips within 3 weeks or less, and 25% booked 2-3 months out. (Expedia Media Group, 2022)

While domestic vacation rates are strong, business and international travel has been slower to bounce back from the pandemic – which is notable because these visitors typically spend more money and stay longer. (2022-2023 Marketing Plan)

Most domestic visitors drive or use other non-air transportation. In 2021, 40% visitors arrived by airplane. (2022-2023 Marketing Plan).

Geographic

Across the country, travelers in the Northeast (21%) and in the Midwest (19.5%) were most likely to have Florida as one of their top places to visit, whereas only 7% of travelers in the West did so (Destination Analysis, 2022).

In 2021, 96% of Florida visitors were domestic travelers (2022-2023 Marketing Plan). Many of them come from the southeast, northeast, and Midwest regions. The top origin states in 2021 were Georgia (9.5%), New York (9.3%) and Alabama (6.4%). Of the specific markets, New York, Atlanta, and Birmingham made up the top three origin cities. Following those three leaders are Chicago, Philadelphia, and Dallas Fort-worth. Other important markets include Boston, Washington DC, Los Angeles, Columbus, Pittsburgh, Detroit, Cleveland, Cincinnati, and Houston.

For arrivals specifically by air, the biggest origins are New York, Washington DC, and Nashville, with emerging markets in Austin, Seattle, and Salt Lake City. (2022-2023 Marketing Plan).

Florida is the market leader on international travel, achieving 44% of the national share in 2021, which is double what New York, the second most popular state, receives. (2022-2023 Marketing Plan).

Historically, Canada, the United Kingdom and Brazil made up the top three origins destinations for visitors to Florida. However, travel restrictions during the pandemic meant that visitor numbers fell dramatically from these countries over the last two years. While the borders were closed to most international tourists in 2021, visitors from Latin America were still permitted, and their tourist numbers grew substantially.

In 2021, 15.3% of visitors were from Colombia, with over a 300% year on year growth in visitor numbers (2022-2023 Marketing Plan). Next up was Canada (12.6%), Mexico (8.4%), Peru (5.6%), Ecuador (5.1%), Argentina (4.9%), Venezuela (3.9%), United Kingdom (3%), Costa Rica (3%) Brazil (2.9%) (2022-2023 Marketing Plan).

The trend towards Canadian and European visitors appears to be bouncing back after international borders reopened in November 2021, and in the first quarter of 2022, almost half of Florida's overseas visitors have been from Canada. (2022-2023 Marketing Plan).

Audience Personas

Steve



Age: 58
Gender: Male
Marital Status: Married
Income: Retired, formerly earned \$100,000+ pa
Location: Buffalo, New York
Family Size: Lives with wife, no children in household

About Steve:

Steve and his wife Stacy are recently retired and enjoy staying active and being social. They have grown-up children and grandchildren who do not live in the house. They are homeowners and live comfortable on their retirement income following a successful career. They enjoy taking vacations during the summer, but now that they are retired, they are looking for somewhere for a longer stay with a warmer climate. They have visited Florida before and would consider visiting again.

Juan



Age: 30
Gender: Male
Marital Status: Unmarried
Income: \$80,000
Location: Caracas, Venezuela
Family Size: Lives with wife, no children

About Juan:

Juan and his wife travel every couple of years to America for the shopping and attraction opportunities. They speak English, but prefer locations in America where there is more accessibility for Spanish speakers. They enjoy nightlife, beaches, shopping, and good food.

Alex



Age: 26
Gender: Female
Marital Status: Unmarried
Income: \$70,000+
Location: Arlington, Virginia
Family Size: Lives with boyfriend, no children

About Alex:

Alex and her boyfriend, Adam, live in the area surrounding Washington DC. They are busy, young professionals who work hard during the week and enjoy spending the weekend with friends, trying new restaurants and visiting new places. They enjoy travel and often book last minute weekend breaks, especially on holiday weekends when they have an extra day off work. Alex enjoys creating an agenda for the short trips so that she has a plan and can see as many things as possible within the time. They like trying new places and activities and have never visited Florida.

STRATEGY

Although global tourism fell during the pandemic, Florida's tourism industry fared reasonably well, bolstered by a huge increase in domestic tourists. The pandemic brought in many changes to global travel, and as borders reopen, we are seeing new trends and shifts in people's movement.

While Florida did well, it is important that they implement strong marketing campaigns to ensure that travelers continue to come to Florida. The tourism market is crowded and many other destinations that have been closed off are now advertising to potential visitors. To maintain strong numbers, VISIT FLORIDA needs a campaign that both recaptures existing audience, but caters to growing trends that are expected to play a larger role in tourism numbers and revenues.

Without being reminded of the merits of Florida, affluent visitors and those without children may elect to try new destinations, either further across the country or international. There is also a large growth among Latin American tourists and young tourists, which Florida should capitalize on to gain a customer loyalty. VISIT FLORIDA's campaign will target these segments.

To accompany the Florida Man advertising push, VISIT FLORIDA will create a new interactive landing page with a highly visual map of Florida. This is where traffic from advertising will be directed to and is intended to make it easier for visitors to plan out their trips and discover new places to visit. This clickable map contains many attractions, things to do, places to eat, and specific events. Visitors will be able to use the software to plan out their trip to Florida. They will be asked a couple of questions, and the AI of the website will suggest places to visit or a road trip route. For example, options they can select include 'I'm here for the food', 'Surprise me' or 'Take me to the beach'. If they add their travel dates, it will also include any specific events taking place during that time.

The online trip planner will be available in both English and Spanish. It will be integrated with a third party, such as Trip Advisor, so that visitors can easily click through on locations or restaurants to its Trip Advisor page. On the website will be a blog section with articles about the best Air Bnbs to visit, the best Cuban sandwiches, for example, to inspire visitors to learn about the different types of places they can visit. Users will be able to download, print, and share sample itineraries to send to other people or post a snapshot online of places they would like to visit as a mood-board style. This promotes Florida among their audience channels, even if that first audience member does not ultimately visit Florida.

The Florida Man campaign includes both TV ads, social media, and out-of-home placements including billboards and buses, and podcasts. The interactive map will be promoted with the hashtag #FindYourFlorida. There will be an influencer campaign where both local Florida influencers will be asked to publish Florida-related content, and out of state influencers are invited. The influencer campaign includes videos of them

planning their Florida visits using the website software, showcasing different fun places that they would like to visit. These campaigns will be targeted seasonally to different audiences on different platforms. Influencer campaigns will be used for the younger audience segments, and there will be a big influencer push during the spring prior to Spring break.

Tactics and Evaluation

Audience	Tactic	Evaluation
<p>Snowbirds – older, from colder climates within the United States and Canada</p> <p>E.g Steve</p>	<p>Strong visual advertising campaign depicting Florida’s warm weather and relaxing atmosphere. Messaging plays into the fun ‘Florida Man’ conversation, with an emphasis on fun and relaxing activities for older people.</p> <p>Social media campaign for this audience prioritizes targeted ad spending on Facebook. Includes Out of Home billboards, print newspaper ads, particularly within the northern U.S and Canadian markets. Sponsored videos and owned content will educate the audience on both the purpose of the online trip planner as well as how to use it.</p>	<p>Media</p> <ul style="list-style-type: none"> Track media coverage and impressions, including the number of news articles directly referring to the Visit Florida campaign. Includes both English and Spanish, and domestic and international media. Track media mentions of Florida Man. Assess the content of articles as positive, neutral, or negative, and whether they are related to tourism, or a non-related Florida issue. Compare with baseline trends to track changing discourse of the term <p>Social Media</p>
<p>Younger, millennial and Gen Z visitors</p> <p>E.g Alex</p>	<p>Strong social media push for Florida Man messaging that highlights how fun, authentic, and culturally diverse the state is. Shows the ‘fun’ side of Florida and the wide range of activities and adventures available. Uses Facebook, and Twitter, but most prominently focuses on video content for TikTok and Instagram. Messaging is fun, authentic, and plays into social media trends.</p> <p>Video content will be predominantly short-form, much of which includes clips from long-form video. For example, a 5 minute Youtube video of the 5 best places to go snorkeling in Florida, will be repurposed into minute-long TikTok, Instagram Reels</p>	<ul style="list-style-type: none"> Impressions, engagement, including followers, likes, bookmarks, comments Analysis of online conversation on Social Media. Track mentions of Florida, Florida Man, #FindYourFlorida. Analyze contents to attribute either a positive, negative, or neutral tone. Track views and engagement of influencer posts specific to Visit Florida, compare with the cost of the influencer post. <p>Web Analytics</p> <ul style="list-style-type: none"> Track the origin IP addresses of visitors. Analyze these within the timeline of various regional ad pushes to measure an immediate

	<p>and Youtube Shorts to more effectively reach a young, social media-savvy audience.</p> <p>Inspire user-generated content among social media platforms. Encourage users to post their trip planner moodboards online. Heavy influencer push to post social media content, and encourage others to also explore the online trip planner.</p> <p>There will be a strong paid advertising push in Q1 – prior to and during the first wave of spring break visitors. As many trips are booked last minute, a trend of Florida Man vacations in late February should inspire a larger wave throughout March and April.</p>	<p>rise in searches. Record which countries site visitors are in.</p> <ul style="list-style-type: none"> • Track which unique links bring visitors to the landing page to monitor which social media page, podcast link, or webpage visitors came from to compare the effectiveness of each push. • Monitor how long they stay on the landing page, and how long they interact with the trip planner for. • Record the number of site visitors who click through to external links, such as attraction pages, hotel and air bnb links. • Use Google analytics to track relevant search terms, including Florida vacation, Florida Man, Find your Florida, Places to visit Florida • Identify and analyze mentions of Visit Florida and Florida man across third-party organizations and blogs.
<p>International visitors from Latin America, primarily millennials and younger generation.</p>	<p>Social media and digital advertising push with messaging centered around how culturally diverse Florida is, especially the Hispanic influence that Florida has and the music and cuisine it offers. Portray Florida as a welcoming and accessible place to visit. Content is available in both Spanish and English, using authentic Spanish-speaking characters and influencers. Audience will be invited to explore the Trip Planner to find all of the different cultural experiences and diversity of Florida, and learn about travel tips for flying into Florida.</p>	<p>Visitor Data</p> <ul style="list-style-type: none"> • Record the number of visitors to Florida, their origin destinations.

KEY MESSAGES

Target audience: Young professionals who are frequent travelers and enjoy exploring new places. They often book last-minute weekend getaways and regularly post travel photos on their social media.

Key Messages:

- VISIT FLORIDA, the state's tourism agency, offers an online trip planner that allows you to find thousands of new places to explore and seamlessly book directly through the website.
- With 1,350 miles of coastline across two time zones, Florida is a diverse state with plenty of things to do and new places to discover.
- The virtual trip planner makes it easy to build custom trip itineraries by adding hotels, restaurants, attractions, parks, and transportation. Sort by trending destinations or go off-the-beaten-path using the advanced search and map exploration features.
- View your trip itinerary as an interactive map, detailed agenda, or add it to your Google Calendar. Post your visual maps on social media with the hashtag #FindYourFlorida for a chance to be featured on Visit Florida's Top Trip Guides.

Target Audience: Travelers who are taking a trip with a group, such as college students on spring break, bachelor and bachelorette trips and large family vacations with older children or extended family.

Key Messages:

- VISIT FLORIDA, the state's tourism agency, offers an online trip planner that takes the pain out of planning group trips by using a shareable link for guests to pin recommendations on places to stay and see, and then vote on as a group.
- The virtual trip planner allows you to find thousands of new places to explore with its interactive search features. Sort by trending destinations or build your custom itinerary using its advanced search and map exploration features.
- Book hotels, activities, and travel directly through the VISIT FLORIDA website and easily split the payment among guests.
- View your trip itinerary as an interactive map, detailed agenda, or add it to your Google Calendar. Post your maps on social media with the hashtag #FindYourFlorida for a chance to be featured on Visit Florida's Top Trip Guides.

Target Audience: People from Spanish-speaking Central and Latin America who are interested in visiting America but have little experience travelling here. They speak some English but would prefer locations that are more familiar with their culture.

Key Messages:

- VISIT FLORIDA, the state's tourism agency, offers an online trip planner available in both English and Spanish that allows you to discover places to stay, things to do, and book your entire trip through one website.
- Florida has a diverse cultural heritage and a deep Hispanic influence, with over 25% of Floridians being Hispanic. Florida is one of America's top travel destinations for Latin American visitors.
- Select from one of their suggested trip guides or build your own custom itinerary. The trip planner includes information on thousands of attractions, hotels, restaurants, and cultural landmarks, including visitor guides, prices, and reviews.
- Discover and book transportation to get to and from Florida's 24 international airports and your destination.

CAMPAIGN EVALUATION

The ultimate KPI will be whether there was an increase in visitors to Florida. However, visitor data often takes a while to be reported and is influenced by many factors, so individual campaign tactics will also be evaluated for efficacy. The purpose of the campaign is to get people talking about Florida and the diversity of activities, the food, and culture. Therefore, both quantitative and qualitative data will be used to assess audience behavior, attitudes, and awareness.

Qualitative measures including tracking the impressions and engagement on media placements, and social media posts, including the number of likes, shares, and bookmarks. For influencer campaigns, they will be provided with individual links to add to their posts, which means VISIT FLORIDA can analyze which influencers had the best reach and were most successful. This can be analyzed along with the cost of each influencer's post to determine which was the most cost-effective approach.

The trip planner landing page will collect data on how many foreign visitors come to the pages, as well as the distribution across the United States using IP addresses. This includes tracing the number of page visitors to various Florida travel sites, landing pages and landmarks. IP addresses will assist with collecting data on how many foreign visitors come to the pages, as well as the distribution across the United States. The expectation that an increase in page visitors following an immediate ad push, such as the early Spring Break push, means that the campaign is effective. If there is an increase that correlates with an increase in media impressions, it may indicate that the target audience has received the message. The number of uses on the English and Spanish versions of the map will help indicate which markets visitors are coming from.

Overall mentions of VISIT FLORIDA, #FindYourFlorida, and Florida Man across traditional and social media platforms will be tracked. There will be a qualitative analysis on whether the mentions are within a positive or negative context. The beginning assumption is that 'Florida Man' typically accompanies a negative, criminal, or surprising news headline, and so positive mentions should indicate a shift in how the Floridians are viewed.

CAMPAIGN MATERIALS**BLOG POST**[← Back](#)

4 Common Mistakes Tampa Bay Visitors Make - and How to Make the Most of Your Trip

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Avoid the rain, traffic, and beach burn-out with these tips for first-time travelers to make the most of your trip

By Krista Landers, Chief Communications Officer at Visit Florida, Tampa Bay resident and beach enthusiast.



Have you ever planned out an epic vacation, and then had your trip ruined by bad weather, heavy traffic, or stress?

Tampa Bay is a vibrant, lively place with so much (seriously, *so much*) stuff to do. But for first-timers, sometimes the endless choices can get a little overwhelming and lead to some classic newbie errors. Consider this a cheat sheet for the insider knowledge that us locals know about.

Here are four common mistakes that visitors make when visiting Tampa Bay:

1. Spending Too Much Time Driving Across the Bay

While our sports teams might have you thinking that Tampa Bay is a city (thanks, Buccaneers, Lightning and Rays), it's actually a large region made up of several cities surrounding a body of water – *Tampa Bay*.

Unless you're a driving fanatic, make sure you know which area of the Bay you'll be staying in so you can plan activities accordingly and account for any travel time.

On one side of the bay you have the City of Tampa and its diverse neighborhoods: South Tampa, Ybor City, Seminole Heights, SOHO, Channelside. On the West side of Tampa bay, over by the beaches, you have Downtown St Petersburg, St Pete Beach, and Clearwater Beach, just to name a few. The drive from downtown Tampa to downtown St Petersburg is about 30-45 minutes. The drive from downtown St Petersburg (on the bay side, directly opposite Tampa) over to St Pete Beach is another 30 minutes.

For example, if you're headed to Tampa for a day at [Busch Gardens](#), then head over to the infamous [Columbia Restaurant](#) in Ybor City for dinner while you're in the area and wander along 7th Ave to get a feel for the culture in the Cuban City. Visiting the [Dali Museum](#) in St Petersburg? Wander a few blocks over to [Parks & Rec bar](#) afterwards for a fun sports-bar feel with hundreds of games, and even a life-sized beer pong court.

There are many wonderful things to do and see across both sides of the bay. But, remember to map out your plans so that you're not constantly zipping backwards and forwards across the bridge and eating up precious vacation time!



Source: *Tampa Bay Welcome Guide*

2. Believing the Sunshine State is always Sunny

Imagine this, you're packed for your trip, armed with all the SPF, sun hats, sunglasses, bug spray, and shorts and tees and bathing suits you could squeeze into the suitcase. You think you're ready to take on the Florida heat. And then you get here, and realize you left one of the most important things at home.

An umbrella.

Yes... it rains in Florida. Perhaps calling us the Sunshine State is misleading. Consider it the *mostly* Sunshine State.

While we have beautiful blue skies and warm weather *most* of the year round, the summer season is not all you would expect. Summer in Florida is the rainy season. Hurricane season lasts from June 1 – November 30.

During the summer months, expect a short rain shower and maybe a gnarly thunderstorm in the late afternoon. Tampa Bay is known as the lightning capital of the U.S (that explains our hockey team's name), and intense thunderstorms are pretty standard here. It usually clears up within 30 minutes, and then soon after the blue skies are back. They come and go daily like clockwork, so check your weather app.

What does this mean for your trip? If you're having a day at the beach or on a boat, head inside for an hour or two for some early evening cocktails, check out the shopping, visit one of the many museums or aquariums, or get a bite to eat at a beach-front restaurant (indoor seating!!)

There are plenty of indoor activities to keep you busy. So, bring an umbrella with you. And if the sky suddenly turns dark and it looks like it's going to rain – it's time to head inside.

[10 Indoor Activities in Tampa Bay You Should Check Out](#)

3. Not Having a Transportation Plan

Tampa Bay has two main airports: Tampa International, and St Petersburg-Clearwater. Both have a huge list of domestic and international flights, and are located fairly central in the region, making it easy to access your hotel or accommodation.

Public transportation options across the region are limited. So, if you arrived by plane, renting a car will be your best bet. Both airports have rental car facilities at their arrivals terminals, but these can get busy at peak times. Make rental car reservations online prior to arriving.

However – there are a few super fun transportation options that you have to try out!

The [Tampa Pirate Water Taxi](#) is a bright yellow boat that stops at various museums and attractions throughout Downtown Tampa. It runs parallel to the Riverwalk pathway, which we highly recommend you also check out. Buy tickets online or at one of the docks.



Source: Tampa Bay Times

The [Tampa Historic Streetcar](#) is a FREE streetcar that runs from along a 3-mile track from downtown Tampa, through Channelside and into Ybor City. It runs every 15 minutes and guests can hop on and off at any of the 11 stops on the way.



Source: TECO StreetCar

4. Not Doing Your Research on All the Things to Do

Yes, we have some of the best beaches in the country – but there is so much more to do in our vibrant region than just spend your days in the sand. There truly is [something to do for everyone](#), so plan ahead to get the most out of your Tampa Bay trip.

For example, did you know that Tampa Bay is the state’s craft beer capital, with more than 30 local breweries and counting? Some of the most notable are [Cigar City Brewing](#) in West Tampa, [Tampa Bay Brewing Company](#) in Ybor City, the former cigar capital of the world, [3 Daughter’s Brewing](#) in St Petersburg. If wine is more your thing, check out local winery [Keel and Curley](#) in Plant City for some delicious blueberry wines.



Source: TripSavvy

Looking for fun for the whole family? The [Tampa Bay CityPass](#) gives you admission to 5 of the region's top attractions: Busch Gardens, the Florida Aquarium, [ZooTampa](#), Clearwater Marine Aquarium, and Tropics Boat Tour and Sunset Cruise, or the Museum of Science and Industry.

Want something fun and unique to do with your friends and family? Check out the [Totally Tiki Tour](#), a floating tiki boat where you can enjoy beautiful views and dolphin sightings while you sip and sail. Decorate cakes and chocolate at the boutique [Cake Drip](#), or create your own custom candle at [The Candle Pour](#).



Source: Totally Tiki Tour

Check out [Visit Tampa Bay](#) for more trip ideas.

[17 Can't Miss Restaurants in Tampa Bay](#)

Tampa Bay is an awesome place for every type of traveler, whether it's a bachelorette trip, romantic getaway, family vacation or quick weekend getaway, there is something for everyone to do.

Visit Florida makes planning your vacation seamless with our online Trip Planner. Explore thousands of hotels, activities, and restaurants and then book directly through the online app, including transportation. Plan your trip for free at www.visitflorida/tripplanner

Social Media Posts - Twitter



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👏 Ahoy, Matey

Jose Gaspar and his Krewe are headed for #TampaBay 🚢

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📍 CityofTampa #Gasparilla



Content calendar

Content Type	Title	Content Type	Channel	Type	Specific Persona?	Analytics
Week of January 31, 2023						
Monday	Visit Florida Launches 'Find Your Florida' Marketing Campaign	Press Release - in English and Spanish	Email to Media and Online Newsroom	Owned		Number of news stories
Tuesday	Visit Florida Launches 'Find Your Florida' Marketing Campaign	Blog	Webpage	Owned		Webpage visitors,
Wednesday	Visit Florida Launches 'Find Your Florida' Marketing Campaign	Social Media Posts	Twitter, Instagram, Facebook	Owned		Engagement rate, followers
Wednesday	How to Plan Your Dream Florida Vacation	Blog - English and Spanish versions	Webpage	Owned	Spanish version includes transport options from major South America cities	Page visitors
Wednesday	How to Plan Your Dream Florida Vacation	Longform video	Youtube	Owned		Views, likes, comments
Wednesday	Tips on Planning Your Dream Florida Vacation	Summary of blog post on Social Media	Facebook, Twitter	Owned		Engagement, followers
Thursday	#ThrowbackThursday to last Saturday's Gasparilla Parade	Social Media Content, photos	Twitter, Instagram, Facebook	Owned		Engagement, followers
Thursday	How I Planned my Dream Florida Vacation	Shortform video	TikTok and Instagram Reels	Owned and boosted (Paid)	Social Media users under 30	Engagement, followers
Week of February 6						
Monday	Podcast Sponsorships begin	Podcast Ad	Audio	Paid		Listener reach
Monday	Spent your weekend planning your dream vacation? Post your VISIT FLORIDA Trip Planner Moodboards with the hashtag #FindYourFlorida for a chance to be featured!	Social Media Posts	Instagram, Facebook, Twitter	Owned		Engagement, number of hashtags used
Tuesday	#TriviaTuesday (Question about Florida)	Social media post	Instagram, Facebook, Twitter	Owned		Engagement, response number
Thursday	21 perfect date ideas for Valentines Weekend in Florida	Blog	Webpage	Owned	Couples	Page visitors, clicks
Friday	7 of the most romantic spots to celebrate #ValentinesDay	Twitter thread, content from blog post	Twitter	Owned	Couples	Engagement
Friday	7 of the most romantic places to check out for Valentines weekend	Shortform Video	Instagram reels, TIKTok	Owned	Couples	Engagement
Saturday	Weekly Roundup: Our Favorite #FindYourFlorida Trip Ideas	Blog - repost UGC of people's trip plans posted online and tagged #FindYourFlorida	Webpage	Owned		Page visitors, clicks
Week of February 13						
Monday	Booked your Spring Break trip yet?	Social media, photos of Florida	Twitter, Instagram, Facebook	Paid		Engagement, click throughs, ROI
Tuesday	Happy #ValentinesDay, Florida. We love you!	Social media posts, photos of the beach at sunset	Twitter, Instagram, Facebook	Owned		Engagement, followers
Wednesday	What's your number 1 travel hack that you swear by? Let us know below	Social media post, photo of Tampa International Airport at sunset	Twitter, Instagram, facebook	Owned	Frequent travelers	Responses
Friday	How to celebrate #Mardi Gras in Florida	Blog	Webpage	Owned		Page visitors, clicks
Friday	Check out these #MardiGras celebrations this weekend in Florida	Snippet of blog post on Social Media w/ links	Instagram, Facebook, Twitter	Owned		Engagement, interaction, followers
Saturday	Weekly Roundup: Our Favorite #FindYourFlorida Trip Ideas	Blog - repost UGC of people's trip plans posted online and tagged #FindYourFlorida	Webpage	Owned		Page visitors, clicks
Week of Feb 20						
Monday	Top 10 Travel Hacks, according to Twitter Users	Blog post, reshare UGC from last week's social media question, embed tweets	Webpage	Owned		Page visitors, clicks
Tuesday	#TacoTuesday, our favorite day of the week. Where's your favorite Taco spot? #FindYourFlorida	Social media post	Twitter, Facebook,			Engagement and Interaction, hashtag tracking
Thursday	The Ultimate Guide to Planning Group Trips	Blog	Webpage	Owned	Social media users under 30	Page visitors, clicks
Thursday	The Ultimate Guide to Planning Group Trips	Snippet of blog post on Social Media w/ links	Instagram, Facebook, Twitter	Owned	Social media users under 30	Engagement and interaction, click-through rate
Friday	5 Tips to Make Planning Girls Weekend Easier	Shortform Video	Instagram reels, TikTok	Owned	Women, Social media users under 30,	Engagement and interaction
Saturday	Weekly Roundup: Our Favorite #FindYourFlorida Trip Ideas	Blog - repost UGC of people's trip plans posted online and tagged #FindYourFlorida	Webpage	Owned		Page visitors, clicks

PRESS RELEASE**FOR IMMEDIATE RELEASE**

Krista Landers

Krista@VisitFlorida.com**VISIT FLORIDA LAUNCHES ‘FIND YOUR FLORIDA’ MARKETING CAMPAIGN AND ONLINE TRIP PLANNER**

Campaign messaging embraces ‘Florida Man’ stereotypes to show off the state’s diversity

Tallahassee, Fla. Monday, January 31, 2023 – Today, VISIT FLORIDA announced the launch of the Find Your Florida marketing campaign to showcase Florida’s unbeatable travel experiences and diversity. The messaging plays on the “Florida Man” stereotype to dispel misconceptions that Florida is culturally homogenous and inspires travelers to discover their own unique Florida experience. The campaign features an online Trip Planner to introduce travelers to new opportunities and assist with planning and booking their ideal vacation.

The Find Your Florida campaign features integrated marketing across a variety of digital and print platforms, with a strong emphasis on social media content posted on Facebook, Instagram, TikTok and Youtube. In recognition of the growth of the audio streaming industry, VISIT FLORIDA will use podcast sponsorships for the first time.

The campaign will run in major outlets in northeast United States and South America. Florida has seen a dramatic uptick in Latin American visitors in the last two years, fueled by changing travel patterns during Covid-19. In 2021, [15% of Florida’s visitors](#) originated from Columbia, amounting to an over 300% year on year growth. Advertising and online content will be published in both English and Spanish to help make Florida vacations more accessible to overseas markets.

To accompany the advertising push, VISIT FLORIDA’s interactive landing page, available in several languages, allows visitors to create their dream vacations using the trip planner feature. Travelers can build custom trip itineraries by adding attractions, activities, lodging, dining, and transportation. Users can sort by trending destinations or go off-the-beaten-path using the advanced search and map exploration features. AI software will recommend road-trip routes or activities based upon a short questionnaire where users select their preferences from different activity options. Visitors can add their travel dates and find specific events taking place during that time.

The online portal takes the pain out of planning group trips by using a shareable link for guests to pin recommendations on places to stay and see, and then vote on as a group. Groups can split payment booked through the VISIT FLORIDA website among guests.

Trip itineraries can be viewed as an interactive map, detailed agenda, or mood board. Users will be able to download, print, and share sample itineraries or post a snapshot on social media of places they would like to visit. Users will be encouraged to post their custom trip mood boards on social media with the hashtag #FindYourFlorida for a chance to be featured on Visit Florida's Top Trip Guides.

"Florida is a vibrant, diverse, and beautiful state, and there really is something to do for everyone. VISIT FLORIDA is thrilled to launch the Find Your Florida campaign to connect travelers from around the world with Florida's world-class experiences." said VISIT FLORIDA President and CEO, Dana Young

"Our goal is to help people discover their own unique version of Florida. The online Trip Planner allows travelers to explore thousands of places to visit, stay, and eat, build trip itineraries, and book directly through the VISIT FLORIDA website. It's a tool to make planning your dream vacation a lot easier."

Tourism is the top economic driver in the state and marketing campaigns continually produce a strong return on investment. For every \$1 invested in VISIT FLORIDA in 2021, the state gained \$3.27 in tax dollars. Data from a recent VISIT FLORIDA [study](#) found that general revenue from tourist spending saves every Florida family over \$1,600 in taxes each year.

About Visit Florida:

VISIT FLORIDA, the state's official tourism marketing corporation, serves as Florida's official source for travel planning to visitors across the globe. VISIT FLORIDA is not a government agency, but rather a not-for-profit corporation created as a public/private partnership by the Florida Legislature in 1996. To learn more, visit <https://www.visitflorida.com/>

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