

Florida 2024



A VISION FOR THE FUTURE
OF FLORIDA TOURISM

VISITFLORIDA[®]



An aerial photograph of a coastal wetland area. The foreground shows a dark, narrow waterway with a prominent white wake from a boat moving away from the viewer. The middle ground is a vast expanse of green marshland interspersed with small, shallow blue ponds. In the background, the water opens up into a larger, lighter blue body of water under a bright blue sky with scattered white clouds. A large, light blue chevron arrow points from the word 'About' towards the right side of the page.

About

In 2020, representatives of the Florida tourism industry worked together to establish a set of shared ideas intended to inspire and align the entire industry, as a collective. This project consisted of extensive survey work, interviews with industry leaders, and workshops at Florida's premier tourism conference. This document is the result of that effort and will guide Florida's tourism industry through 2024.

Additionally, this document, when read together with VISIT FLORIDA's 4-year Corporate Strategy and most current Annual Marketing Plan, constitutes the plan required by s. 288.923(4)(c), Florida Statutes.

Florida is one of the top destinations **in the world.**

WE WANT TO MAKE SURE WE STAY ON TOP.



How?



BY WORKING TOGETHER
to promote Florida and elevate the Florida experience for visitors and residents.

BY CHALLENGING OURSELVES
to nurture a sustainable tourism product that aligns the needs of our visitors, residents, and natural resources and reflects the diversity of our state.

BY CELEBRATING
the value of the Florida tourism story, the connection between vacation experience and resident well-being that enriches the quality of life for our visitors and in our communities.

One of the most powerful sentences in any language is, “I’m on vacation.” Every day, millions of people experience that joy in Florida – the world’s greatest travel destination. Even more people dream about it. We appreciate the great responsibility and privilege of helping travelers follow their sunshine.



“I’m on vacation.
I’m in Florida.”



We have a **purpose.**
We have a **vision.**
We have a **mission.**

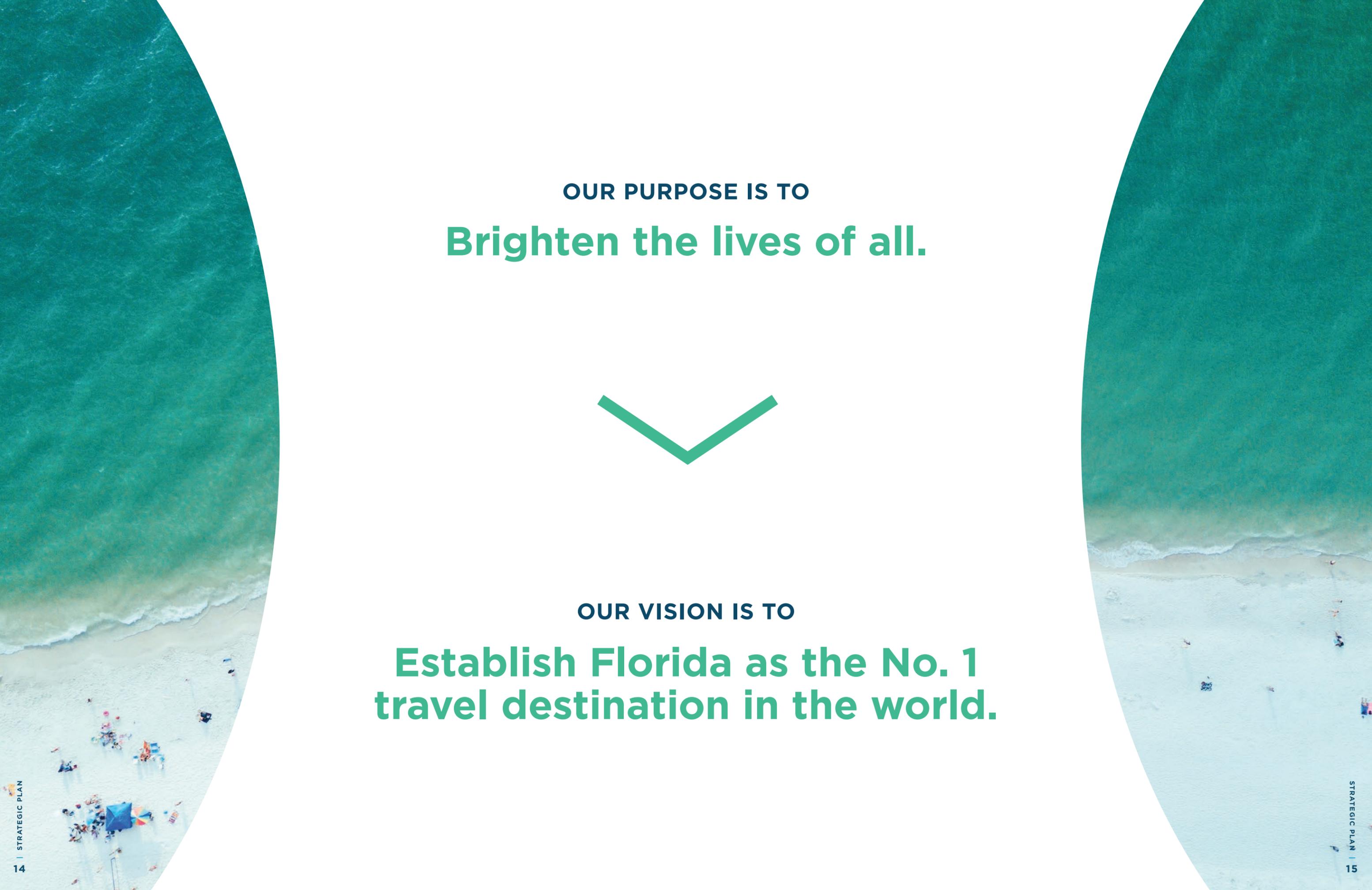


And our values guide our actions.





Together, it's our
time to shine.



OUR PURPOSE IS TO
Brighten the lives of all.



OUR VISION IS TO
**Establish Florida as the No. 1
travel destination in the world.**

We are on a mission to enrich the quality of life in our communities.

We understand that to sustain our industry we must measure our success by the benefit we provide to our communities. We are proud to form the foundational economic engine of our great state.



Tourism provides for Florida families.

Tourism funds Florida's government.

Tourism protects and nurtures Florida's sustainable travel product.

Tourism makes life in Florida better.



An aerial photograph of a river flowing through a lush, green forest. The water is clear, showing varying shades of green and blue. Several kayakers are visible on the river. A large, thick orange arrow points downwards from the main text towards the kayakers.

Our values provide the direction for our **future plans.**

They are the foundation for how we do business.
They guide our actions and inspire us to **be better every day.**



We will

MAKE AN IMPACT

Impact is not a derivative of luck but a product of informed decisions, deliberate actions and measurable outcomes. We are results-focused and believe that every single day is full of opportunities to achieve positive change. We ask ourselves: How can I add value to my team, the Industry and the world?

WORK PURPOSEFULLY AND LIVE PASSIONATELY

We will strive for excellence in our jobs – as ambassadors for Florida tourism and as friends caring for our industry colleagues and our fellow Floridians. To be our best selves requires dedicated time for work and play. We work in the No. 1 travel destination in the world. We promote it. We support it. We explore it.

PERSIST

We have proven our resiliency time and time again. When working together, our industry can overcome seemingly insurmountable obstacles. No matter the challenge, we will persist.

VISIT FLORIDA 2020-2024 Corporate Strategy

For almost 25 years, VISIT FLORIDA has led the industry to advance Florida tourism. This corporate strategy will ensure that we remain a leading destination marketing organization by focusing on the imperatives.

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| <p>WE MUST</p> | <p>Focus our marketing strategy.</p> | <p>Support and lead our industry.</p> | <p>Run a good business.</p> |
| <p>WE WILL</p> | <p>Constantly evaluate and refine our role within the industry.</p> <p>Take calculated risks in an effort to keep Florida ahead of the competition</p> <p>Link major initiatives to established strategies.</p> | <p>Listen to our partners.</p> <p>Create powerful cooperative advertising programs and collaborative partnerships.</p> <p>Unify Florida tourism businesses and industry stakeholders by engaging and expanding tourism advocacy.</p> | <p>Be conscientious stewards of our resources.</p> <p>Align operational decision-making with organizational strategy.</p> <p>Develop our talent.</p> |
| <p>THAT MEANS</p> | <p>Maximizing synergy between our programs and our partners' efforts and prioritizing the areas where we can make the greatest impact.</p> <p>Continuously investing a portion of our resources in cutting-edge programs that make Florida a global industry leader in thought and action.</p> <p>Our planning process must identify one or more of the following strategies for each major initiative: Drive meaningful demand. Optimize yield. Foster brand love, loyalty and connection.</p> | <p>Facilitating relevant conversation with our stakeholders to inform program development.</p> <p>Growing meaningful cooperative advertising investment, strategic partnerships, and industry engagement every year.</p> <p>Creating ways for Florida tourism stakeholders to share the message of Florida pride and the benefits of tourism.</p> | <p>Receiving clean audits, positive program reviews and operating with transparency and accountability.</p> <p>Pursuing simplicity in our processes and enhancing the flexibility and marketability of our organization.</p> <p>Providing continuing education and new professional experiences for our team members and rewarding innovative and collaborative thinking or action.</p> |



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