

Tourism Advocacy

Entry: Tourism Week Campaign - "This Is My Paradise"

TARGET AUDIENCE

The Tourism Week celebration targeted all individuals who work in the tourism industry on Florida's Paradise Coast, as well as local government officials who approve funding for tourism marketing.

OBJECTIVE

The objective for the Tourism Week celebration was to congratulate everyone on a record-breaking year, educate and inspire attendees and communicate a number of things:

- How important tourism is to the county's economic success
- How important each person who works in tourism is to the tourism industry's success
- How important tourism marketing is to the tourism industry's success
- The various milestones and success stories of the county's tourism industry over the past year

The celebration would also instill a sense of camaraderie and team spirit, inspiring attendees to keep doing outstanding work in the field of tourism. It would reward tourism employees and organizations within the county for their contributions to the industry's success. Lastly, it would show government officials the impact of tourism marketing and persuade them to support future efforts.

IMPLEMENTATION

The CVB worked with an advertising/marketing agency to develop all materials for the event. A theme name and logo was created: "This Is My Paradise." This theme was reflected in a number of materials that were created for the event including an e-mail invitation, rally signs, table tents, stickers (that attendees could wear on their shirts like buttons), tourism fact cards, programs and award certificates.

RESULTS

The positive energy produced by the Tourism Week celebration and supporting collateral pieces helped the destination to keep the momentum of success going, contributing to the year-end results for 2013:

- 6.1% increase in visitation, totaling 1,668,200
- 6.2% increase in the Average Daily Rate (+\$10.10)
- 13.95% increase in Revenue Per Available Room
- The tourist development tax collections for the fiscal year 2012/2013 set an all-time record, with a total of \$16,183,571. An increase over last year by 8.6%.
- 12.3% increase in economic impact - an additional \$176 million flowing through the county's economy, totaling \$1,611,514,101
- The CVB was also awarded an additional \$1 million for marketing and advertising dollars for the 2013/2014 fiscal year.

BUDGET/COSTS

The total cost of this event was \$XXX.