

Historic Preservation as Economic Stimulus

UF – St. Augustine Historic Area Strategic Plan

Kerri Post
Vice President of Industry Relations
VISIT FLORIDA
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Presentation Overview

- Briefly What is VISIT FLORIDA
- A Few Key Stats & Trends
- Heritage Tourism Programs & Partnerships

VISIT FLORIDA

- Industry-driven, not-for-profit
- Private/public partnership
- Created in 1996
- Contractor to the State through the Florida Commission on Tourism
 - 34 members, All industries represented
 - Balanced geographically
- 3,500+ Florida Tourism Partners

VISIT FLORIDA

- Research
- Marketing
 - Advertising/Internet/PR/Promotions
- Sales
- New Product Development
- Visitor Services
- Industry Relations
- Administration

2007 Tourism Impacts

- Largest industry in Florida
- 82.4 million visitors
- 94% of visitors will return
- \$65 billion in taxable sales
- 1.25 million visitors in state every day
- 983,800 directly employed
- \$3.9 billion in sales tax collected

Nature-Based, History, Culture Activities in Florida

May 2008 Survey Results	Domestic Visitor Participation Rate
Nature-based activities	64.9% <i>(46.4% decided while in Florida)</i>
History-based activities	46.7% <i>(55.3% decided while in Florida)</i>
Culturally-based activities	55.3% <i>(49.7% decided while in Florida)</i>

Travel Trends

- Need for Authenticity
- Immerse in Regional Culture, Heritage
- Mingle with Locals
- Pedestrian Experience
- Trails – i.e., Heritage, Arts, Birding, etc.
- “Sense of Place” Interpretation Important

Heritage Tourism Programs & Partnerships

- Culturally Florida
- Downtowns & Small Towns
- Florida – Spain Heritage Project

VISITFLORIDA.

American Express Presents



Fl culturally *orida*



Culturally Florida

Largest Program of its kind

- Eight themes in eight regions (64)
- Two years in development
- Launched Oct. 2001
- American Express, Florida Dept. of State, CMG and 18 Cultural and Tourism Organizations

Culturally Florida

Program Components:

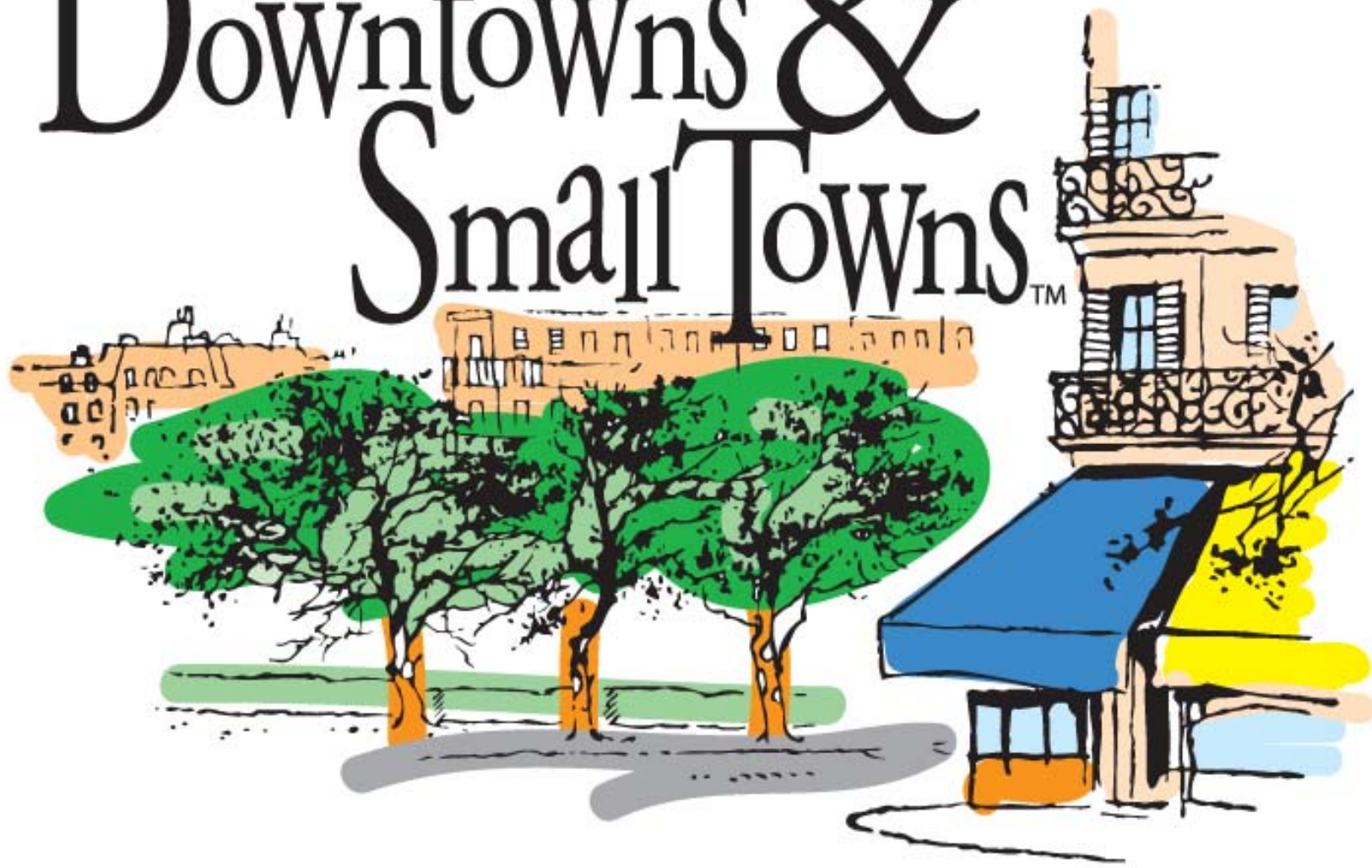
- Travel Planner
 - Travel & Leisure
 - Food & Wine
- Direct Mail
 - AMEX Cardholders
 - Travel Trade/Agents
- Florida Guide Book
- Website

Culturally Florida

- Direct Mail results:
 - 135,000 received Travel Planner
 - 79,806 traveled to FL (59%)
 - \$46,634,202 total spending in FL during 5 month period (Oct.-Mar.)
- New positioning of Florida very well received!

VISIT FLORIDA'S

Downtowns & Small Towns™



Downtowns & Small Towns

Marketing & Advertising Program

- **1.1 million 4-color Newspaper Inserts in Key Markets**
- **On-Line Sweepstakes, E-Brochures, Direct Mail**
- **2005 Results: 42% traveled to FL w/in 6-month period**
- **\$72.7 Million FL spend on AMEX, 9% “new” Visitors**

Downtowns & Small Towns Forum

- **Oct. 16 -19, 2007 in St. Augustine (And Palatka)**
- **Utilizing Florida downtown models/success stories**
- **Encouraging “Destination Delegations”**

Current Partnership Programs

- Next Generation of D&S:
 - History & Heritage – Arts & Culture - Culinary
- Been There, Haven't Done That
- Florida Black Heritage Trail Guide
- Cultural Heritage & Nature Tourism Grants
- Florida Reunions & Gatherings Guide
- Cultural Heritage Travel Shows & Advertising
- Florida-Spain Heritage Project

Florida-Spain Anniversaries

2009 – Celebrate Pensacola

450th Anniversary of Tristan De Luna Arrival 1559

2013 – Quincentennial Celebration – Statewide

500th Anniversary of arrival/exploration of Ponce de Leon 1513

2015 – St. Augustine Birthday Celebration

450th Anniversary of founding of St. Augustine in 1565

Florida-Spain Heritage Project

- VISIT FLORIDA Committee
- Spanish Colonial Heritage Trail Guide
- Public Relations campaign
- Dedicated Website
 - History & timeline, Festivals & events, Visitor info, etc.
- Cooperative advertising

Closing Thoughts

- One cannot do the same things as they have always done and expect a different result.
- If not us – who? If not now - when?

Avoiding “Generica”

- Definition: The homogenization of the landscape through commercialism.
- Antidote: Preserve and promote the unique characteristics of your community.
- Florida must be successful in maintaining its unique natural assets and rich cultural heritage – it is what makes Florida special and marketable.
- Communication, collaborations and partnerships among the tourism industry, not-for-profit organizations, educational institutions and governmental agencies is the key to success.

Want more information?

Industry website: www.VISITFLORIDA.org

Consumer website: www.VISITFLORIDA.com

Email: kpost@VISITFLORIDA.org