


# ARTS AND CULTURE SEEKERS

## OVERVIEW

When Arts and Culture Seekers are vacationing, they are their best selves: open-minded, curious and taking in all that their surroundings have to offer. They want to live an authentic, local life in the destination. These travelers are drawn to and invest in understanding other cultures through fine dining/unique local cuisine, festivals, historic sites, museums/art galleries and craft breweries. Travel is not about returning home with bragging rights about where they went; it's about learning new things that in turn make them a better person upon returning home.

Our role is to educate this traveler on all the cultural experiences and opportunities for unique moments of worldview expansion Florida has to offer, including the lesser known areas within Florida. Getting them to consider Florida as a cultural destination - with more than just theme parks - is a top line goal.

 **CAMPAIGN TIMING:** March - June + pulses around relevant events and experiences.

 **CAMPAIGN LANDING PAGE:** <https://www.visitflorida.com/things-to-do/arts-and-culture/>

 **MESSAGE:** Florida provides authentic local culture, art and culinary experiences.



## TYPICAL VACATION DAY

Starts the day by trying out a breakfast place a friend recommended. During a walk around downtown, they visit local shops before stumbling upon a festival. The day is capped off with drinks and dinner at a restaurant from a 'best of' article. The next day begins with a visit to the beach and ends with a museum tour.

## CAMPAIGN OBJECTIVES

Improve perceptions of Florida on the following attributes:

- Unique local cuisine
- A destination truly different from other places
- Destination for someone like me
- Authentic local culture

## CAMPAIGN GOALS

1. Build awareness and increase desirability for uniquely Florida experiences
2. Increase travel to emerging Florida destinations

## CAMPAIGN CHECKLIST

- Highlight the lesser-known story of the many cultural and experience-driven opportunities the state offers.
- Highlight culinary, historical, cultural and musical offerings and unique events available in Florida.
- Create and distribute content through hyper-targeted platforms, showcasing Florida experiences that encourage this audience to consider and book a Florida vacation.

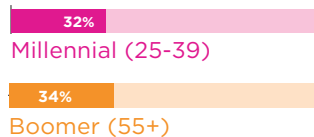
## TOP ORIGIN DMAS

1. New York
2. Atlanta
3. Chicago
4. Philadelphia
5. Los Angeles
6. Washington DC
7. Detroit
8. Charlotte
9. Boston-Manchester
10. Buffalo

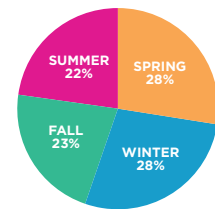
## TOP DESTINATIONS

1. Orlando
2. Miami
3. Daytona Beach
4. Fort Lauderdale
5. Jacksonville
6. Tampa/St. Petersburg
7. Florida Keys
8. St. Augustine
9. Destin/Ft. Walton Beach
10. Ft. Myers

### PRIMARY AUDIENCE



### TRAVEL PERIODS



### TRAVEL PLANNING



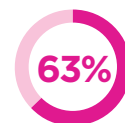
## TRAVEL PROPENSITY



52% claim to "travel as often as possible"



43% participated in fine dining



63% say rest and relaxation is a highly important travel motivator



28% visited historic sites (more than went to a theme park)

# FAMILY TRAVELERS


## OVERVIEW

This segment travels to reconnect with their children, their top priority. On vacation, they want to trade their daily stressors for experiences that make lifelong memories and nurture their family ties.

For these travelers, the family is core to their sense of well-being and travel is key to a family's lifetime journey and story. It's about living in the moment with the family and introducing children to new experiences that someday will help make the world a better place.

Finding time is a challenge and the travel window for this group is limited. To make the most of their precious time, they seek out destinations the whole family can enjoy. Driven by these motivations and supported by above-average household incomes, this audience is willing to spend more and travel further to make these dreams come true.

Families are an important market for Florida. They make up 44% of total visitors and are likely to repeat a visit. We need to build on Florida's status as the top family vacation destination, with new experiences that set the stage for reconnecting and memory-making without sacrificing novelty.

 **CAMPAIGN TIMING:** Winter push: late December -mid January / Primary Campaign: March - June

 **CAMPAIGN LANDING PAGE:** <https://www.visitflorida.com/family>

 **MESSAGE:** Florida is THE perfect place for families.



## TYPICAL VACATION DAY

Daily stressors are out, lifelong memories are in. It's all about seeing their child's face light up walking into a theme park, hearing their children's laughter as they splash around at the beach and watching the 'wheels' turn in their child's head at a museum. Of course, getting a little shopping done or enjoying a great meal is never out of the question.

## CAMPAIGN OBJECTIVES

1. Increase domestic YoY travel conversion
2. Maintain current share of Out-of-State Overnight leisure trips (a. Focus on capturing young families; b. Building habit of repeat visitation)
3. Focus on shifting share from other destinations to Florida

## CAMPAIGN GOALS

1. Increase first-time visitation
2. Build a habit of repeat visitation among family travelers
3. Increase travel to emerging destinations

## CAMPAIGN CHECKLIST

- Show how a Florida vacation provides the best opportunities for connection and allows them to imagine themselves in a shared moment w/their child
- Highlight Florida's unexpected experiences, including nature & outdoor experiences, with a family-friendly POV
- Show parents that we understand: the stress & demands of everyday life restrict their ability to enjoy the little moments w/their kids

## TOP ORIGIN DMAS

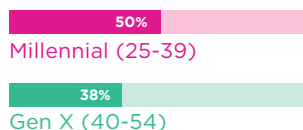
1. New York
2. Atlanta
3. Philadelphia
4. Chicago
5. Boston-Manchester
6. Washington DC
7. Birmingham (Anniston and Tuscaloosa)
8. Nashville
9. Los Angeles
10. Pittsburgh

## TOP DESTINATIONS

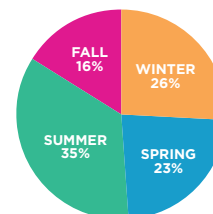
1. Orlando
2. Miami
3. Panama City
4. Daytona Beach
5. Tampa/St. Petersburg
6. Destin/Ft. Walton Beach
7. Florida Keys
8. Ft. Lauderdale
9. Cape Canaveral
10. Jacksonville

### PRIMARY AUDIENCE

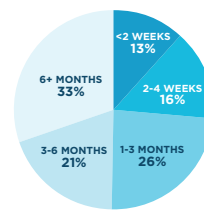
Mothers w/ children 12 years or younger, 4+ people in HH



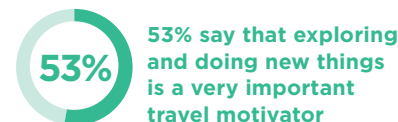
### TRAVEL PERIODS



### TRAVEL PLANNING



## TRAVEL PROPENSITY



# OUTDOOR AND NATURE SEEKERS

## OVERVIEW

While outdoor activities like visiting state/national parks, fishing and boating certainly make it onto the itinerary of these travelers, they also think of vacations as modern-day explorations that energize both their minds and their bodies, stretching their geographic and intellectual horizons.

When these travelers put on their “vacation self,” they become active, energetic, open-minded travelers who love being outdoors but who also enjoy adventuring to explore new places, meeting local people and eating local cuisine. Hardwired with an adventurous mindset, these travelers respond to messages that “mash up” outdoor experiences with travel opportunities that keep them on the go and rarely sitting still.

VISIT FLORIDA is looking to increase awareness of Florida’s diverse natural experiences these travelers can pair with local cultural and culinary options. We want them to see Florida as the adventure next door, accessible with easy to find experiences that are varied and plentiful and reinforce the idea that they will discover something new each time they come to Florida.

 **CAMPAIGN TIMING:** June - September

 **CAMPAIGN LANDING PAGE:** <https://www.visitflorida.com/outdoors>

 **MESSAGE:** Florida provides your kind of outdoor/ nature experiences.



## TYPICAL VACATION DAY

Sunscreen is this traveler’s best friend while in Florida. Their day starts out early on a fishing expedition. After that hard work, a nice meal is followed by some time at the beach. Tomorrow, our adventurer heads inland to try snorkeling in one of Florida’s 1,000+ springs or biking one of its many trails. Shopping and stops at local spots will round out the trip.

## CAMPAIGN OBJECTIVES

Improve perceptions of Florida on the following attributes:

- Access to outdoor adventure opportunities (hiking, biking, kayaking, etc.)
- Natural beauty/scenic
- Destination for someone like me

## CAMPAIGN GOALS

1. Build and elevate awareness of Florida outdoors and nature-based product offerings
2. Focus on destination diversity

## CAMPAIGN CHECKLIST

- Makes these travelers aware of the opportunities Florida provides to connect with nature
- Highlights the unique outdoor experiences and opportunities and shows that Florida is the home of natural beauty and accessible adventure
- Lets the segment know that whenever they need to connect, learn, or transform, they can do so in Florida’s natural beauty while also enjoying cultural and culinary offerings

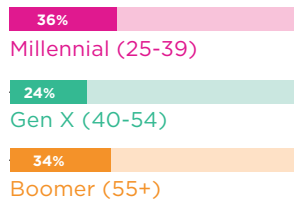
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4. Washington DC
5. Philadelphia
6. Nashville
7. Boston-Manchester
8. Grand Rapids-Kalamazoo-Battle Creek
9. Saint Louis
10. Phoenix

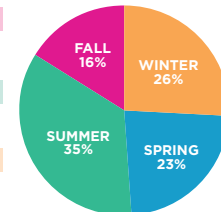
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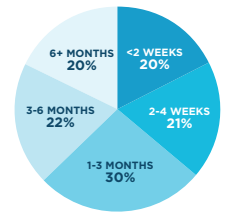
### PRIMARY AUDIENCE



### TRAVEL PERIODS



### TRAVEL PLANNING



## TRAVEL PROPENSITY



# WINTER SUN SEEKERS

## OVERVIEW

This segment travels to escape the blustery cold of the northern winter, and their trips to warmer destinations often serve as an opportunity to visit family and reconnect with loved ones. These travelers also seek freedom from their busy day-to-day lives, to become relaxed, carefree and curious when they travel. They also (i.e., to a lesser extent) like messaging that sparks a sense of exploration and discovery in new places, new people, new foods.

Their normal routines are often so packed with activity they feel too tired to do the things they want to and overwhelmed by the prospect of planning a trip. This segment is not looking for an action-packed adventure; they want to focus on relationships and relaxing - with some new experiences sprinkled in. While Florida is a perennial favorite for this segment, our opportunity is to protect our market share and grow it.

### THE IMPORTANCE OF THIS SEGMENT

Protecting and growing this segment is crucially important. Winter is the most critical travel period for Florida as it also generates a strong halo effect that influences travel in other seasons (esp. spring and summer).

 **CAMPAIGN TIMING:** October - February

 **CAMPAIGN LANDING PAGE:** <https://www.visitflorida.com/sunshine>

 **MESSAGE:** A Florida vacation has the power to take you exactly where you need to be.



## TYPICAL VACATION DAY

This traveler starts their day with coffee on their hotel balcony. After that, they walk down to the beach to soak up some sun. They're in no hurry. After lounging, they pack up and grab some lunch outdoors at a cafe with a local long-time friend. Tomorrow's docket includes an outdoor pursuit like paddleboarding followed by some shopping.

## CAMPAIGN OBJECTIVES

Maintain positive perceptions of Florida on the following attributes:

- Restful/relaxing
- Warm weather
- Easy to plan trip/visit

## CAMPAIGN GOALS

1. Increase the desirability of a Florida vacation and drives winter travel conversion
2. Maintain market share dominance of Winter Sun Seekers

## CAMPAIGN CHECKLIST

- Puts Florida top-of-mind as the place where escapes are not only possible, but worth the trip
- Messaging and imagery reinforces Florida's warm weather while addressing the demand for new and valuable experiences by showcasing destination diversity
- Visually reminds people about Florida's sunshine evokes a sense of openness/escape

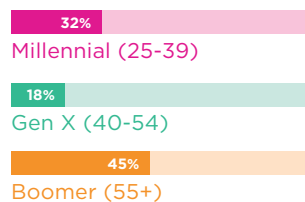
## TOP ORIGIN DMAS

1. New York
2. Chicago
3. Boston-Manchester
4. Philadelphia
5. Detroit
6. Washington DC
7. Cincinnati
8. Cleveland
9. Raleigh-Durham-Fayetteville
10. Minneapolis-Saint Paul

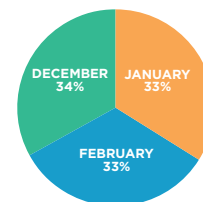
## TOP DESTINATIONS

1. Orlando
2. Ft. Lauderdale
3. Tampa/St. Petersburg
4. Miami
5. Sarasota
6. West Palm Beach
7. Daytona Beach
8. Ft. Myers
9. Naples
10. Florida Keys

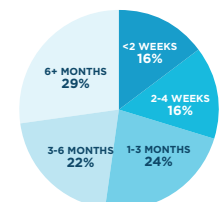
### PRIMARY AUDIENCE



### TRAVEL PERIODS



### TRAVEL PLANNING



## TRAVEL PROPENSITY

