

# 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

VISIT **FLORIDA**

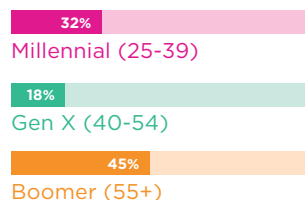
## TOP ORIGIN DMAS

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

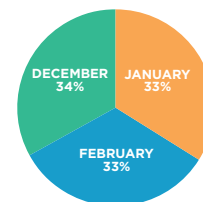
## TOP DESTINATIONS

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

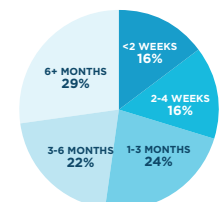
### PRIMARY AUDIENCE



### TRAVEL PERIODS



### TRAVEL PLANNING



## TRAVEL PROPENSITY

