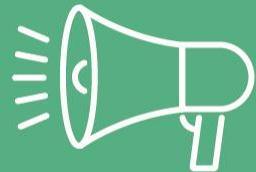


# News to Use



## Florida Tourism Hall of Fame Nominations Now Open



Do you know an industry leader who has had a huge impact on tourism in Florida? Nominate them for the 2024 Florida Tourism Hall of Fame! Qualified nominees are contemporary or historic figures whose work and achievements within Florida tourism have made a positive and significant impact on the state's economy and residents. Nominees must have served the Florida tourism industry for at least 10 years. Click the link below for more information and to send in a nomination.

## Nominate an Industry Leader

## Call for Speakers

### **Share Your Expertise at GC24**

We're looking for new topics and speakers for this year's Florida Governor's Conference on Tourism, which is taking place August 28-30 in Tampa. Every year hundreds of tourism professionals, advertising agencies, and state leaders come together to explore the latest trends and best practices specifically tailored for the Florida tourism industry. Think you'd be a good fit? Apply below.

[Apply Now](#)

## Research

### **Out Now! February STR Reports**

VISIT FLORIDA provides monthly STR reports on hotel data as an exclusive benefit for Partners. The reports are broken down by market for each region of the state, and include hotel-related metrics such as occupancy, average daily rate, and revenue per room.

[Request the Report](#)

### **Skifts Global Travel Outlook Recording**

Did you miss our webinar with Skift last week or want to rewatch it? You're in luck! All our webinars are recorded and uploaded to VISITFLORIDA.org so our Marketing Partners can access them anytime. Browse our entire collection of educational webinars in the link below.

[Watch Now](#)

## Programs

### **UK & Ireland Media Mission**

Showcase your destination to travel

### **Summer Kick Off Satellite Media Tour**

journalists and content creators in London & Dublin. You'll pitch story ideas to 50 top tier media professionals at Florida-themed events and deskside appointments. Attending representatives include the Independent, The Sun, Family Traveller Magazine, BBC, Wanderlust Magazine, Selling Travel and more.

[Program Details](#)

Deliver your destination's key messages to audiences more than 12 million people via television and radio channels across the country, while the financial investment is shared with other Florida destinations. We're using this SMT to celebrate the kick off of summer travel, sharing summer travel tips and ideas. The SMT will take place on May 20, 2024.

[Find Out More](#)

#### **Request Vacation Guides & Maps**

Every year VISIT FLORIDA publishes a new vacation guide that visitors around the world use to plan their vacations. The Official 2024 Florida Vacation Guide is now published! Order your bulk shipments of guides and maps now. These can be used in your visitor centers, offices, hotel lobbies, and more.

[Request Shipments](#)

#### **Adventure Travel Satellite Media Tour**

Reach more than 12 million people across the country by participating in this adventure themed satellite media tour on June 20, 2024. Deliver your destination's key messages via television and radio channels, while the financial investment is shared with other Florida destinations. Only two spots are available so register now!

[More Information](#)

## **Partners Making Waves**

### **Visit Pensacola Announces Over 2 Billion in Economic Impact in 2023**

Visit Pensacola has released its annual report for fiscal year 2023. Highlights include:

- 505,200 total visitors to Escambia County
- \$2.02 billion economic impact
- \$21,582,339 in tourism tax development collections
- \$1,317,318,200 in direct visitor spending.
- Visit Pensacola saved residents an average of \$508 in local taxes
- Tourism employs 20,600 people, representing 14% of all jobs in Escambia County

[Read More](#)

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