

## **March 14, 2018 Regional Tourism Meeting Summary**

**The Regional Tourism Committee of the Regional Community Institute held its second meeting on March 14, 2018 at 3:00pm at City Hall in Green Cove Springs. As Chair Thad Crowe was out of town, Brian Teeple welcomed the attendees and reviewed the intent of the committee. The group then reviewed the draft work plan. It was accepted with one change, to move the discussion of “models” to the April 11 meeting. The ideas below were transcribed from the meeting notes. The meeting ended at 4:30 pm.**

### **REGIONAL TOURISM MEETING – MARCH 14, 2018**

#### **WORK PLAN**

- Models first (April 11)
- Add goal at top of agenda - to keep focus
- Original Florida
- Riverways So. (NW Florida)
- TPA, St. Pete
  - Hills Beer
- Martin, St. Lucie
- Citrus Paseo, Hernando
- Tri-County Agri-Tourism Corridor
- Pensacola – Franklin
- Shellfish Trail – Levey, Taylor
- ID lodging by county - (Duval @ 63%)
- Why the seven counties? Is there a nat. tourism nexus?
- Day trippers to neighboring county
- Rv'ers

#### **ASSETS**

- Scenic Highways
- Made Local
- Antiques
- CEO's of Tourism Board
  - St. Johns River – who
- Bike/Trails
- State Parks
- Historical – Mark Ard - Division Historical Resources

- Military (History)
- Medical

#### AUDIENCE

- CEO's / Marketing Tourism
- CMO Visit Florida
- SBDC
- Regional initiatives can be geographically/interest self defined
- Festival/Event Calendar
- ID/Tourist segments – Quantify

#### DATA

- Tourism websites – SEO
- Visit Florida – visitor profile data
- Social media
- May 9<sup>th</sup> NOT GOOD
  - Nat. Tourism Week / TPC