

The Palm Beaches

TOURISM BUSINESS PLAN FY2026



The Path for Advanced Destination Promotion and Sustainability



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Dear Esteemed Stakeholders,

As the tourism landscape continues to evolve, Discover The Palm Beaches remains focused on advancing our destination through thoughtful innovation and strong community collaboration. Our work is guided by the belief that both visitors and residents are equally essential to the success and sustainability of Palm Beach County's tourism economy.

Over the past year, we have strengthened our marketing reach, expanded data capabilities, and enhanced long-term strategies to support responsible growth. These efforts have been made possible through close collaboration with the Tourist Development Council (TDC) of Palm Beach County, our sister agencies – the Cultural Council for Palm Beach County, the Palm Beach County Sports Commission, and the Palm Beach County Film and Television Commission – and other key partners, including the Palm Beach Convention Center, Palm Beach International Airport, and Palm Beach County Environmental Resources Management.

This progress has also been informed by Project Futuris, an initiative that examined the future of our destination through Talent Development and Organizational Culture, Technology Development, and Organizational Sustainability and Growth. The insights from Project Futuris have shaped the development of the Advanced Destination Promotion and Sustainability (ADPS) Model.

The ADPS Model integrates data, technology, and inclusive civic engagement to strengthen tourism's overall value to Palm Beach County. It provides a platform for real-time forecasting, performance tracking, and resident engagement, and tools that support more informed decision-making and transparency in how we promote and sustain our destination.

In addition, we are strengthening accountability through a Marketing Mix Model, developed in partnership with Nielsen, to help measure campaign impact and more effectively guide future investments.



The ADPS framework is built around three strategic pillars:

- **Advanced Destination Promotion:** Using real-time data, analytics, and technology to reach key audiences and maximize marketing effectiveness.
- **Sustainable Financial Models:** Exploring complementary revenue alternatives through new and innovative partnerships, potential visitor contribution models, and grants that can be reinvested in destination and industry priorities.
- **Community and Stakeholder Integration:** Creating new opportunities for residents, local leaders, and businesses to participate in shaping tourism initiatives and ensuring that growth reflects community values.

Together, these pillars provide a path forward for further strengthening both our visitor economy and the well-being of our local community.

We appreciate the continued guidance and collaboration of our Board of Directors, County leadership, and partners across the TDC, our sister agencies, and other key stakeholders.

Your engagement and support remain vital to the continued success of Palm Beach County as a place that welcomes visitors and enriches the lives of those who live here.

With gratitude,

Handwritten signature of Milton Segarra.



Milton Segarra, CDME
President & CEO
Discover The Palm Beaches

Strategic Direction & Objectives

As we approach the end of the 2025 calendar year, we also reach a major milestone—the conclusion of Discover The Palm Beaches (DTPB’s) 2023-2025 strategic plan. This timing aligns with the completion of the Tourism Master Plan, a major initiative that has guided our destination’s long-term vision. An update on the Master Plan’s development and the next steps are included in the sections that follow.

In early 2026, we will launch a comprehensive planning session to develop DTPB’s next strategic plan. This new framework will be shaped by several critical inputs: key achievements and lessons from the current strategic plan, goals set forth in the FY 2025 Business Plan, emerging recommendations from the finalized Master Plan, and evolving trends in the tourism marketplace. Together, these elements form the foundation of the FY 2026 Business Plan.



Revenue Optimization – Strategies and tactics defined in the previous Business Plan have resulted in significant performance growth, outpacing the state of Florida. Over FY 2025, RevPAR consistently increased each month over last year by between 4% and 18%. The FY 2026 Business Plan will build upon this momentum, introducing refined and innovative strategies designed to maximize revenue, drive yield, and strengthen our competitive positioning across all visitor segments.

Organization and Destination Development – Much progress has been made on these core projects.

- **Tourism Master Plan:** All research phases are now complete, bolstered by robust community engagement. A major milestone was the Community Visioning Workshop, which brought together key stakeholders to align future priorities. Final recommendations are now in review by the Master Plan Steering Committee and will go before the Tourist Development Council (TDC) and Board of County Commissioners (BCC) for formal approval.
- **Convention Center District:** Planning is well underway for the expansion of the Palm Beach County Convention Center. Commissioned studies have provided a clear path forward, including design concepts and strategic recommendations. Once implemented, this expansion will enhance our ability to attract and host large-scale events that elevate the destination's profile and economic impact.
- **Marketing Technology (MarTech):** Initial build out has been completed. The next phases of the project are underway, these include enhanced analytics, reporting, data sharing and enrichment capabilities, and integration with AI. DTPB is fully positioned to evolve alongside emerging technologies and integrate seamlessly with future systems.
- **Events:** DTPB's continued investment in signature events has paid dividends. These programs have driven meaningful hotel performance improvements, particularly during need periods, strengthening our destination's year-round appeal.
- **Certified Tourism Ambassador (CTA) Program:** Over 200 local professionals have completed the CTA training, exceeding our initial goals and reinforcing a shared sense of hospitality and destination stewardship.
- **Talent:** Development of staff has been critical with many training opportunities offered and taken to develop, enhance and expand skills needed in an ever-changing work environment.



Collaboration

One of the most rewarding aspects of the past year has been the unprecedented level of collaboration across the tourism ecosystem. From the Master Plan process to strategic planning with TDC partners, community alignment has never been stronger. This spirit of partnership is essential as we continue to advance bold initiatives and a long-range vision.

Intergovernmental Relationships and Stewardship

The most recent legislative session underscored the importance of sustained advocacy for tourism. With statewide discussions around the use of Tourist Development Taxes (TDT) and shifting national budget priorities, it’s clear that the tourism industry must remain proactive and engaged to protect and advance its interests. Strengthening advocacy at the local, state, and federal levels will remain a core focus moving forward.

Community First

Insights gathered through the Tourism Master Plan identified several critical opportunities to deepen our impact—both within the community and on the environment. The following priorities have emerged:

- **Emergency Preparedness:**
Develop tourism-specific resilience and response plan to safeguard the industry in times of crisis.
- **Sustainability & Climate Readiness:**
Create a framework to support sustainable practices, climate resilience, and long-term environmental stewardship.
- **Tourism for Good Initiatives:**
Launch programs and partnerships that highlight tourism’s positive impact on underserved communities and align growth with community well-being.
- **Demand Management:**
Promote tourism in shoulder seasons and under-visited areas while helping to alleviate pressure in high-traffic zones.
- **Sustainable Certifications & Impact Reporting:** Establish tracking and recognition systems to measure and communicate the destination’s sustainability progress.

Core Strategic Pillars for 2025 & 2026



The overarching objectives set out in the Strategic Plan have performed above expectations. This is a testament to the leadership and staff set forth to execute on the plan. Objectives have been reset to reflect the higher performance achieved.

Revenue Objectives	CY 2023	CY 2024	CY 2025 Goal	CY 2026 Goal
Grow Visitation to The Palm Beaches	9.5M	9.9M	10.3M	10.5M
Increase RevPAR	\$171	\$173	\$175	\$176
Grow Non-Public Revenues	\$647K	\$888K	\$900K	1 M
Economic Impact of Events	\$164M	\$195M	\$200M	\$240M
Organizational/ Destination Development	CY 2023	CY 2024	CY 2025 Goal	CY 2026 Goal
Drive More Hotel Room Night Revenue	\$1.28B	\$1.22B	\$1.33B	\$1.38B
Maintain Market Share (Hotel Room Night Rev)	5.1%	5.1%	5.1%	5.1%
Attribute at least 40% of Hotel Room Nights Sold to DTPB	40%	45%	40%	40%
Collaboration, Advocacy, Sustainability	CY 2023	CY 2024	CY 2025 Goal	CY 2026 Goal
Increase Tourism Spending (EI)	\$7.1B	\$7.21B	\$7.4B	\$7.5B
Resident Sentiment	73%	74%	75%	75%
Increase Visitation from Key Target Segments	12%	15.6%	14%	15%

Public Policy & Economic Outlook

Over the course of the last few years many changes have and are occurring from new technologies and demographic shifts to broader economic policy and governance. These changes are happening globally, nationally and locally. This section details the key trends Discover The Palm Beaches (DTPB) is monitoring and addressing as part of the FY 2026 business plan.

State, federal and local policies, regulations, budget allocations affecting destination promotion:

There were many proposed policy and budget ideas in the last year, from Brand USA funding cuts to Florida legislature debates on TDT, some of which were passed and others that did not pass, threatening the ability of destinations to promote themselves. It will be important to understand how legislators view destination promotion and marketing as priorities. Understanding the government's vision and elected officials' priorities, coupled with industry willingness to engage in proactive discussions will ensure Palm Beach County remains effective in destination management, stewardship and promotion. DTPB welcomes a new county administrator that will take the helm of Palm Beach County. It will be important for DTPB to establish and maintain a positive relationship to ensure relevance to any new vision in county priorities and to keep tourism top of mind as a driver of economic and social prosperity. Discover The Palm Beaches will remain nimble in FY 2026 to embrace any new priorities related to tourism development.

Trade policy impact on business travel and international travel:

Trade policies between the US and other countries that are currently in negotiation have made it difficult to understand the impact on international travel demand from countries such as Canada. Once policies are in place, market impact can then be determined. Some markets such as Latin America are less affected by these dynamics with forecasted demand to be similar to last year, if not higher, due to key events like FIFA which are predicted to drive demand. The United Kingdom looks strong as a trade deal has been reached and surveys showing strong demand for travel to The Palm Beaches.

Domestic travel: Current market conditions suggest higher demand for domestic travel, as US residents will likely reduce travel out of the country for domestic trips. The Palm Beaches is positioned as a world-class domestic destination and should benefit from the unique product offerings. Adding new markets like Dallas and Houston, which DTPB did in FY 2025, will accelerate growth.

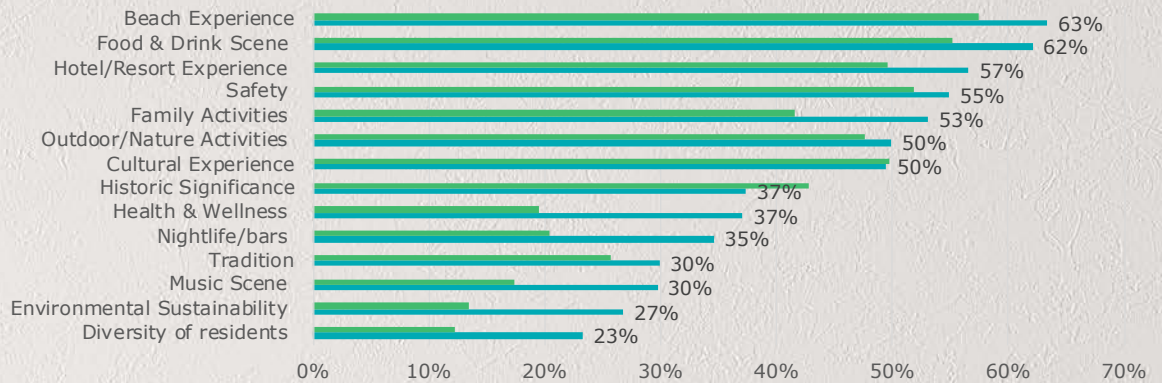
Luxury market: Economic conditions have not caused any slowdown in luxury travel. The market segment has seen tremendous growth within The Palm Beaches and globally. Product offerings such as culinary and wellness help drive demand for particularly younger luxury travelers. Resorts are the 3rd most important attribute to The Palm Beaches visitors when selecting a destination.



Culinary: The food and drink scene is an important motivator for travel and destination selection among visitors to The Palm Beaches—ranking second only to the beach. This insight presents a compelling opportunity: as culinary tourism continues to grow in prominence, The Palm Beaches is well-positioned to capture a larger share of this high-value travel segment. Key factors that enhance the region’s appeal to culinary travelers include proximity to agricultural resources, celebrity and influencer attention, Michelin star ratings, culinary experiences as content, year-round events and activations and luxury alignment.

Destination Attributes

Non-Visitors
Visitors

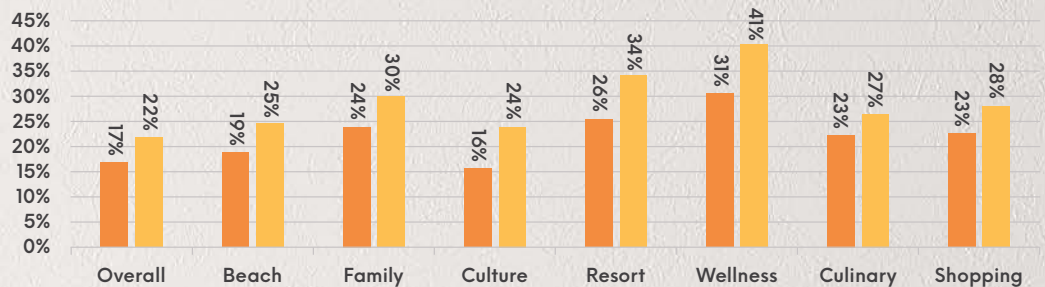


Source: DTPB Brand Tracker; n=1,757 Palm Beaches Visitor and n=3,240 Never Visited Palm Beaches
Which of the following destination attributes influence your selection of a vacation destination?

Wellness: is a fast-growing travel segment and a key differentiator for The Palm Beaches, with 41% of wellness-minded travelers intending to visit within the next 12 months, higher than any other target pillar. Globally, wellness tourism is projected to grow at twice the rate of overall leisure travel. The Palm Beaches is uniquely positioned to lead in this space, offering the ideal natural setting, strong tourism infrastructure, and brand-aligned experiences like the Eudemonia event that reinforce its status as a world-class wellness destination.

Palm Beaches Intent to Visit Next 12 Months by Pillar (Top Box)

Winter 2024
Winter 2025

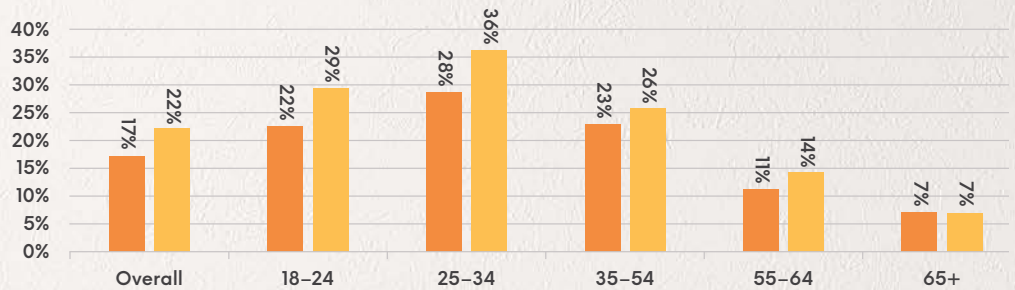


Q. How likely are you to visit the following areas in Florida within the next 12 months? (Palm Beaches n=2,541)

Gen Z and Millennial Travelers: The Palm Beaches has a strong affinity for younger travelers, as shown by the MMGY Portrait of the American Traveler ranking The Palm Beaches as the 9th most desirable destination in the US among Gen Z. This is largely due to the growing culinary, wellness and sustainability offerings that are important destination attributes among younger generations. The current social media presence is a core factor for tapping into these markets by telling the stories that resonate with these experiences sought after by these generations. DTPB is one of the most followed destinations in the world with over 1.6 million followers. Growing this base of business will charge short-term growth in visitation as well as future proof The Palm Beaches for decades to come.

Palm Beaches Intent to Visit Next 12 Months by Age (Top Box)

- Winter 2024
- Winter 2025



Q. How likely are you to visit the following areas in Florida within the next 12 months?

Top 10 Destinations of Interest by Generation

Gen Zers	Millennials	Gen Xers	Boomers
1 Honolulu, HI	1 Island of Hawaii	1 Maui, HI	1 Florida Keys/ Key West, FL
2 New York City, NY	2 Honolulu, HI	2 Honolulu, HI	2 Maui, HI
3 Island of Hawaii	3 Maui, HI	3 Island of Hawaii	3 Island of Hawaii
3 Las Vegas, NV	4 New York City, NY	3 Florida Keys/ Key West, FL	4 Honolulu, HI
3 Los Angeles, CA	5 Las Vegas, NV	5 Las Vegas, NV	5 Kauai, HI
6 Orlando, FL	5 Florida Keys/ Key West, FL	6 Kauai, HI	6 Las Vegas, NV
7 Niagara Falls, NY	7 Orlando, FL	7 New York City, NY	7 New York City, NY
7 San Francisco, CA	7 Kauai, HI	8 Lanai, HI	8 Lanai, HI
9 Palm Beach, FL	9 Miami, FL	9 Orlando, FL	9 Nashville, TN
10 Maui, HI	10 San Diego, CA	10 San Diego, CA	10 New Orleans, LA
10 Miami, FL			10 Tampa/St. Petersburg/ Clearwater, FL



Transformative Travel: Is an important and emerging trend identified by DTPB as a key trend and verified through the Tourism Master Plan process. It emphasizes meaningful, immersive, and intention-driven experiences that allow visitors to connect deeply with a destination—creating emotional resonance and fostering long-term affinity. Unlike traditional leisure travel, transformative travel prioritizes personal growth, mindfulness, and purpose, often resulting in a more memorable and lasting impact on the traveler. Research shows that transformative travelers tend to stay longer, spend more, and are more likely to return—often becoming passionate advocates for the destination. These deeper, more intentional experiences drive stronger emotional connections and increase brand loyalty over time.



City-Specific Targeting: Each city within The Palm Beaches has its own distinctive brand, history, and cultural identity, forming a vibrant and diverse collection that defines the destination. Recognizing this uniqueness is essential, not only in how we promote The Palm Beaches externally, but in how we support sustainable tourism growth at the local level. DTPB will launch the next iteration of The Palm Beaches collection campaign focusing on cities.

Segmentation data from Experian reinforces this reality, showing that each major community—whether it’s Delray Beach, Boca Raton, Jupiter, West Palm Beach, or others—attracts a different mix of visitor demographics, psychographics, and interests. These differences reflect not just the character of the cities themselves, but the unique experiences, businesses, and resident communities that shape them. Tailoring messaging and strategies to align with these localized dynamics will allow Discover The Palm Beaches (DTPB) to better manage tourism demand, increase relevance, and deliver more meaningful engagement with both visitors and residents.

In addition to optimizing marketing efficiency, city-specific targeting plays a strategic role in advancing several key trends identified in the Tourism Master Plan:

Fostering Local and Community Identity:

By highlighting the unique stories, people, and character of each city, this approach helps strengthen civic pride and reinforces a shared sense of ownership in the visitor experience among residents.

Preserving and Showcasing Heritage:

Many communities across The Palm Beaches have rich cultural, historical, and architectural assets that are underleveraged in the tourism narrative. Place-based marketing allows these stories to be told authentically, increasing appreciation for heritage while expanding tourism beyond traditional hotspots.

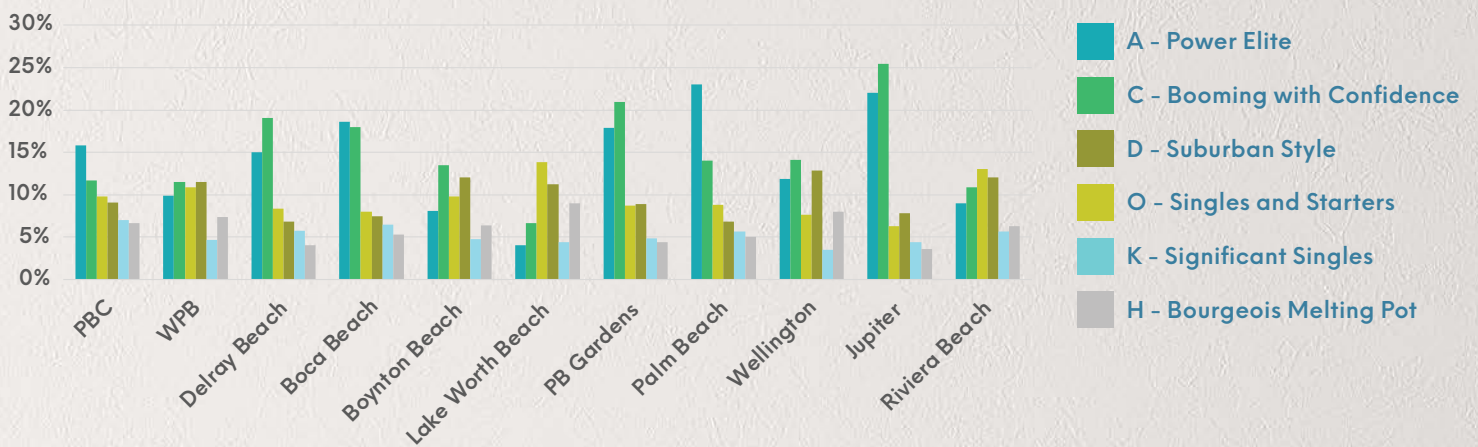
Promoting Undiscovered and Under-Visited Destinations:

Localized messaging creates opportunities to drive visitors to lesser-known neighborhoods and attractions, supporting equitable tourism distribution, reducing congestion in high-traffic areas, and creating economic opportunities in emerging tourism zones.





Experian Mosaic Cluster (by City)



Source: Placer.ai

Flight Capacity/Disruptions:

Over the next year, flight capacity nationally is projected to be constrained. This is driven by several interrelated factors, including a shortage of new aircraft and labor constraints within the airline industry. Additionally, airlines are adopting new pricing strategies that prioritize higher passenger yield over volume. The Palm Beaches is positioned well for higher yield passengers, projecting growth in seats from key markets. However, seats from Canada are projected to be down while demand remains uncertain. These trends underscore the importance of close coordination with airline partners along with proactive market strategies to protect and grow routes.

AI & MarTech Impact on Travel:

Artificial Intelligence (AI) and Marketing Technology (MarTech) are rapidly transforming how travelers engage with destinations across the entire journey—from inspiration to booking to post-visit sharing. Discover The Palm Beaches (DTPB), as referenced in the previous section, has completed the initial build out of a MarTech stack that can fully integrate into the latest machine learning, deep learning, generative AI and large language models. Integrating DTPB data sources into these models will allow DTPB be ahead of any DMO in the development of tools that can personalize potential visitor engagement and optimize strategic decision-making. These would include the development of tools for travel inspiration, trip planning, content development, personalized ad targeting and predictive analytics including demand forecasting, visitor management and sustainability tracking.

Marketing Mix Model (MMM):

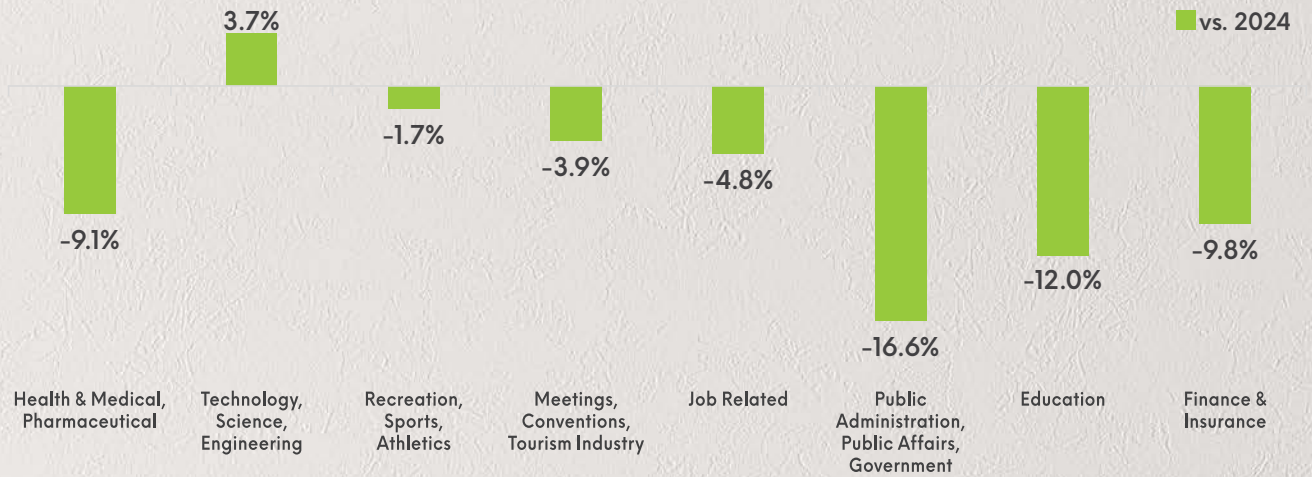
By the end of FY 2025, a comprehensive Marketing Mix Model (MMM) will be completed, providing a data-driven assessment of the effectiveness of promotional efforts by market, platform, and tactic. A dynamic campaign planning tool will be integrated into the model, allowing FY 2026 investments to be simulated and optimized. This forward-looking capability will support scenario planning, budget allocation, and media mix adjustments to identify the most efficient combination of marketing activities to maximize return on investment and visitor growth. The MMM will serve as a foundational planning resource, guiding annual and in-campaign optimizations to ensure marketing resources are deployed where they deliver the greatest impact.

Group & Business Travel:

A key driver of success in 2025 for The Palm Beaches was the strength of its group and business travel segment. Having a robust base of group business—especially during mid-week periods, helped stabilize occupancy, reinforced rate integrity, and provided confidence to hotel partners in sustaining pricing strategies. This foundational demand was critical for balancing seasonality by creating compression and driving overall profitability.

However, the outlook for 2026 includes several headwinds that must be proactively addressed. Lead volume has softened year-over-year, reflecting broader industry trends. In addition, increased national competition is anticipated as multiple major convention centers across the country complete renovations or expand capacity, re-entering the market with aggressive group sales strategies. This environment underscores the need for The Palm Beaches to remain competitive, flexible, and proactive in its group sales and incentive efforts.

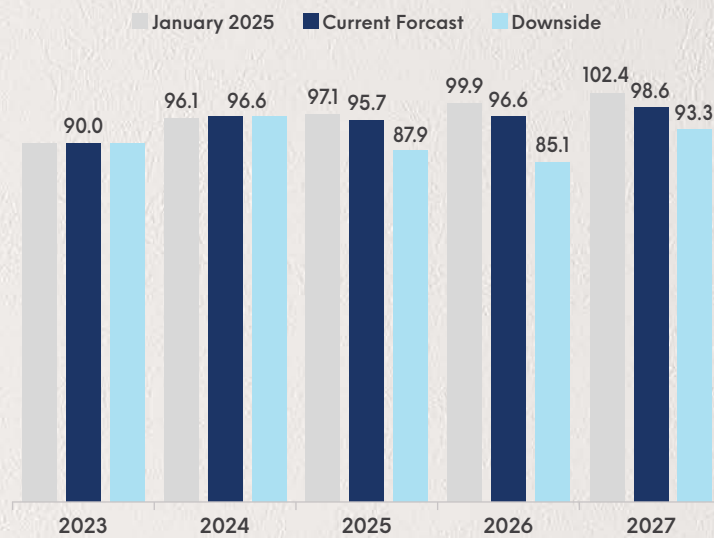
2025 Market Segments by Number of Leads (through May 2025)



On the positive side, the business travel outlook remains strong for the region. New office developments, ongoing corporate relocations, and business expansions within Palm Beach County, especially from financial services, tech, and healthcare sectors—are expected to generate incremental demand for small meetings, executive retreats, and transient business travel. Organizations such as the Business Development Board (BDB) and Chambers, which DTPB collaborates with, have played a crucial role in this success. These factors also enhance long-term potential for destination loyalty among professional travelers.

Key Results: Group Demand Benchmark

Group Demand Benchmark: US Aggregate Index (2019=100)



Source: 2Synergize FuturePace; Tourism Economics

Downside: Assumes a combination of factors, such as lower attendance levels, weaker economy and greater hesitancy to plan group events, results in a slower recovery in group demand.



At the same time, rising costs across food & beverage, entertainment, and labor continue to increase the expense of executing meetings and events. Planners are becoming more value-conscious, and destinations must deliver compelling offerings that balance experience quality with affordability. Providing creative, customizable packages and showcasing local venues, vendors, and cultural assets can be a strategic advantage for Discover The Palm Beaches (DTPB).

Project Futuris

Recent trends—such as the rise of AI, the shifting expectations of travelers, public sector funding volatility, and the need for customized, tech-forward approaches—DTPB has developed three strategic pillars essential to advancing our mission and delivering measurable impact to Palm Beach County.

1. Talent Development & Organizational Culture
2. Technology Development
3. Organizational Sustainability



These pillars have been confirmed by the latest Destination Next 2025 Futures Study conducted by MMGY and funded by the Destinations International Foundation. This study identifies 8 strategic themes that validate the importance of addressing these pillars in Project Futuris.





A man in a light grey blazer and dark blue trousers is walking towards the right. He is wearing a blue lanyard with a white badge around his neck.

A woman in a bright blue suit is walking towards the right. She is also wearing a blue lanyard with a white badge around her neck.

A white golf cart with black accents is parked on a paved area. The side of the cart features a large graphic of a lighthouse and the text "THE PALM BEACHES FLORIDA". The word "CIRCUIT" is printed on the side panel. A man in a light blue shirt is seated in the driver's seat, and a woman with red hair wearing a white shirt and a pink and white patterned skirt is seated in the passenger seat. The cart has a pink banner on top with the "CIRCUIT" logo and "THE PALM BEACHES FLORIDA" text.



1. Talent Development & Organizational Culture

Goal: Cultivate a high-performance team equipped to navigate and lead through change.

Strategic Rationale: As the industry evolves rapidly, internal clarity, leadership alignment, and employee empowerment are vital for success. The DMO of the future must not only attract top-tier talent but foster an internal culture that supports innovation, agility, and purpose-driven work.

AS AN ORGANIZATION, WE PROVIDE CLARITY, CONFIDENCE, GUIDANCE AND STRUCTURE TO OUR TEAM

PLUS

AS LEADERS, WE PREPARE THEM TO COMPETE, GROW, FLOURISH AND SUCCEED



Key Focus Areas

Workforce Up-Skilling:

Equip staff with knowledge in data analytics, digital marketing, sustainability, and cultural fluency to adapt to evolving visitor expectations.

Leadership Development:

Implement coaching and mentorship programs to empower emerging leaders with strategic decision-making and cross-functional collaboration skills.

Organizational Alignment:

Reinforce a clear mission and shared values to ensure consistency across departments, improving performance and engagement.

2. Tech Development, a competitive edge source

Goal: Create a distinct, future-ready technology capability that drives marketing performance and destination intelligence.

North Star: Data Vision Statement: Our data vision is to deeply understand our tourism community by seamlessly automating the organization, distillation and utilization of robust, relevant and actionable data that is centrally located, to continuously evolve through improved data-driven strategies and engagements, creating transformational visitor experiences and sustainable growth for the tourism economy.



Strategic Rationale

Early Adoption:

Emerging technologies position DTPB as a forward-thinking and nimble organization that can capitalize on innovation ahead of the competition. In a sector where digital disruption reshapes visitor behavior, marketing channels, and industry expectations at a rapid pace, waiting for proven case studies often results in lost opportunity.

Innovation Driver:

Technology must not just support operations but actively drive innovation across marketing, research, and visitor experience. DTPB should lead the creation of new digital capabilities that push the boundaries of what a DMO can offer—internally and to partners.

Travel & Hospitality Industry transformation:

The travel industry is rapidly evolving toward more digital, personalized, and sustainable models. DMOs must evolve in parallel—not only to market destinations effectively but to help manage them in real time. DTPB has a responsibility to bridge the gap between digital expectations and physical experiences.

3. Organizational Sustainability & Growth

Goal: Strengthen DTPB's long-term resilience through proactive policy engagement, diversified revenue, and expanded influence as a strategic partner.

Strategic Rationale: Tourism funding is increasingly subject to public scrutiny and political pressure. At the same time, responsibilities of DMOs are expanding spanning destination stewardship, stakeholder support, and economic impact measurement. DTPB must take steps to secure its financial and organizational independence while aligning with the policy and funding priorities of key stakeholders at the local and state level.

To ensure long-term sustainability and reduce dependency on traditional funding mechanisms, DTPB must develop new revenue streams that align with our core capabilities and mission.



The following options are being considered to address the forementioned trends:

- Creation of a **DTPB Foundation** to address future issues affecting destinations such as workforce development
- The expansion of **Destination Demand** to a tool that benefits the broader industry that drives both market and business level performance
- Explore alternative, non-tax-based **Visitor Contribution Models** to diversify revenue streams and sustain ongoing destination promotion efforts
- Expansion and re-imagining of traditional sources: Membership, Co-Op's, Sponsorships/Partnerships to maximize the value of current promotional efforts
- **Event Review** evaluating potential investment in new and expanding events that can generate a positive return on investment as well as drive demand for hotel room nights and greater economic impact



Tourism Master Plan

In July of 2024, Palm Beach County, through the Tourist Development Council (TDC), contracted with CSL to lead the creation of a Tourism Master Plan. One year later, after extensive research, a set of recommendations were presented to the master plan steering committee, TDC and community stakeholders.

Research included:

- Familiarization tour of 80 facilities in The Palm Beaches
- Review of all cities, county and community organizations strategic and master plans
- Engagement of over 200 stakeholders
- Assessment of branding, marketing and sustainability initiatives
- Survey of over 2,600 residents and past visitors
- Visioning workshop with community stakeholders

There are 9 Categories of Focus with 50 Recommendations:

1. Branding, Marketing & Visitor Engagement
2. Sustainability, Resilience & Climate Action
3. Community First
4. Infrastructure, Mobility & Wayfinding
5. Data, Technology & Innovation
6. Workforce, Education & Community Engagement
7. Planning, Zoning & Policy Tools
8. Strategy, Governance & Coordination
9. Tourism Product & Experience Development



Key recommendations for consideration in FY 2026 include:

Support Artificial Intelligence–Driven Visitor Services

Goal Statement: Continue to provide 24/7 digital visitor assistance via web and mobile platforms, using AI to deliver personalized recommendations, mapping, directions, and local insights.

Rationale: Modern travelers expect on-demand digital service. A chatbot improves responsiveness while reducing operational strain on staff.

Maintain the Tourism Resilience and Emergency Preparedness Plan

Goal Statement: Continue to support a county-wide tourism crisis management and recovery plan to prepare for hurricanes, pandemics, economic shocks, and other emergencies.

Rationale: Tourism is vulnerable to climate disasters and global disruptions. A proactive emergency plan ensures visitor safety, business continuity, and rapid post-crisis recovery, protecting the industry’s long-term stability.

Advance Inclusive and Multilingual Marketing Campaigns

Goal Statement: Continue to ensure that tourism promotions reflect the county’s diverse communities, feature minority-owned businesses, and provide content in multiple languages.

Rationale: Current marketing advances representation and cultural resonance. Inclusive storytelling expands market appeal and builds a more equitable and connected tourism ecosystem.

Promote Multilingual Visitor Services Programs

Goal Statement: Empower hospitality training and production of materials in Spanish, Creole, Portuguese, and other key languages to improve communication with international and diverse visitors.

Rationale: Language inclusivity enhances the visitor experience and opens the destination to broader global markets.

Champion an Accessibility and Community First Strategy

Goal Statement: Encourage and support standardized accessibility protocols, create an inclusive visitor experience guide, and launch cultural competency training for all tourism operators.

Rationale: Accessibility and inclusivity gaps prevent full participation by diverse travelers. Proactive Community First initiatives increase market reach, align with social responsibility, and enhance overall visitor satisfaction.

Expand and Strengthen Cultural, Heritage, and Arts Tourism

Goal Statement: Champion and support Palm Beach County Arts & Culture spaces, areas, districts and communities, expand support for museums, festivals, and local artists, and integrate immersive storytelling and heritage experiences into tourism marketing.

Rationale: The county’s cultural sector is under-leveraged. Strategic investments in arts and heritage tourism diversify offerings, extend visitor stays, and support creative economic growth.

Promote “Slow Tourism” Experiences and Itineraries

Goal Statement: Encourage longer, deeper travel by promoting local immersion, low-impact transport, extended stays, and cultural exchange experiences.

Rationale: Slow tourism aligns with sustainability, equity, and quality-of-life goals, and it spreads economic benefits more widely.

Enhance Data Collection, Monitoring, and Decision-Making

Goal Statement: Continue to develop and enrich the tourism performance dashboard to track visitor trends, sustainability metrics, and economic impact in real-time.

Rationale: Data-driven planning ensures effective policymaking, enables benchmarking against competitors, and supports adaptive management of tourism initiatives.

Promote Workforce Housing Development and Tourism Talent Pipelines

Goal Statement: Advocate and champion initiatives for affordable housing in tourism zones and career pathways for hospitality and cultural sector employment, including leadership development for underrepresented groups.

Rationale: Housing affordability and talent retention are major barriers to service quality. Workforce-focused policies strengthen tourism capacity and improve livability for residents.







Strategies & Tactics

Brand Evolution & Marketing

Transforming The Palm Beaches visitor experience, by integrating meaningful brand evolution and revolutionary marketing technology.

Lead: SVP Marketing; AVP Digital & MarTech; Director, Integrated Marketing; Director, Social Media & Content; Director, PR & Communications

Collaboration: Flagler Business Advisory Board, Domestic & International Agencies of Record



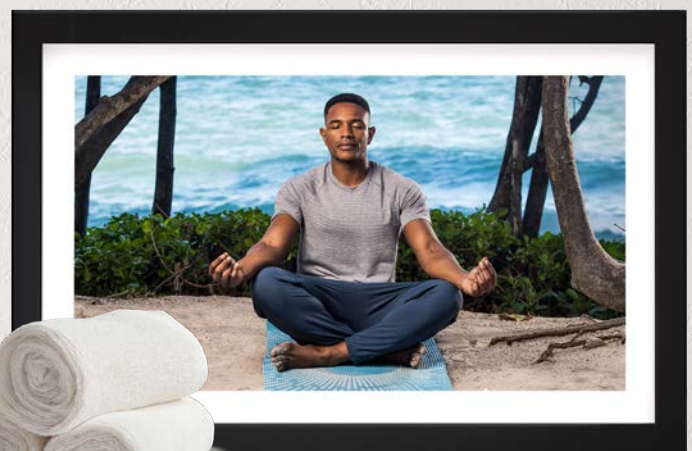
Brand & Integrated Marketing

Evolve “The Palm Beaches Collection” campaign to spotlight our cities and towns and align with travel trends that value local authenticity and personalization, capture the attention of new audiences and inspiring repeat visitation through immersive, community-rooted storytelling.

- Expand campaign visual assets with new photography and video to spotlight local experiences, with phase 1 including Jupiter & Juno Beach, Palm Beach Gardens, Riviera Beach & Singer Island, West Palm Beach, Palm Beach, Boynton Beach, Lake Worth Beach, Wellington, Delray Beach, Boca Raton and The Glades region.
- Launch phase two of The Collection quiz with an enhanced “Build Your Own Collection” theme to generate personalized itineraries and highlight recommended cities to explore.
- Develop a series of collectible postcards representing each city to support print campaigns, event promotions, and social sharing activations.

Deepen audience engagement with key brand pillars showcasing high-interest destination experiences and lifestyle themes, including Arts & Culture, Wellness, Culinary, Shopping, Beaches & Outdoors, Sports and Family travel.

- Activate year 2 of the MICHELIN Guide partnership through chef spotlights, giveaways, and event integration at key food & wine events in-destination and in target markets with a multi-use, branded mobile activation.
- Highlight wellness experiences aligned with Slow Travel and Quick Trip travel trends, including “Pick Your Pace” itineraries for travelers, influencers and media visits.
- Strategically position The Palm Beaches through brand partnerships and out-of-market media placements with targeted shopping, culture, outdoors and sporting interests to reach market segments in an engaging way.
- Grow niche markets for visitors interested in family travel, multi-generation travel, pet-friendly, friend-cations, weddings and other targeted segments.



Reinforce “The Palm Beaches Collection: *Between-The-Sessions*” campaign to strengthen The Palm Beaches position as a compelling choice for meetings and conventions, with a focus on driving demand to the Palm Beach County Convention Center and surrounding district.

- Highlight distinctive venues, curated attendee experiences, and the destination’s blend of business and leisure appeal through brand expansion, content innovation and targeted media outreach.
- Establish a cohesive brand identity for the West Palm Beach Convention & Entertainment District to create a competitive value proposition of the Palm Beach County Convention Center through unified messaging and creative assets.
- Execute a paid media strategy combining print, digital, partnerships, and segmented email through key industry partnerships and media in targeted business verticals to reach qualified planners and decision makers.
- Grow visibility on social media with a dynamic video series showcasing the full attendee journey—from accessibility and transit partners to venues, event themes, and off-site experiences, as well as consistent, story-driven content across LinkedIn designed to build thought leadership and planner engagement.
- Integrate marketing assets at tradeshow and events, including IPW 2026 - Fort Lauderdale, with branded activations and curated experiences for planners, travel agents, media and influencers to immerse them in destination offerings.
- Create an interactive, digital map showcasing meetings and events venues to allow meeting planners to immerse themselves in our destination for inspiration while planning.



Leverage data-driven insights to optimize market targeting and unlock new growth opportunities using Marketing Mix Model (MMM) software to guide campaign planning, budget allocation, and high-value audience targeting across platforms and geographies.

- Focus seasonal targeting on proven domestic markets:
 - Winter: New York, Boston, DC, Philadelphia, Chicago, Dallas, Houston
 - Summer: Miami/Ft. Lauderdale, Orlando, Tampa, Dallas, Houston, Atlanta
- Continue success of FY25 Dallas & Houston targeted marketing efforts, with strategy generating +22% growth YOY, to target both markets year-round as part of our always-on media and marketing tactics.
- Maintain international reach through strategic international efforts in Toronto, Montreal, London, Germany, Brazil and Colombia.
- Evaluate expanded media focus in Los Angeles and Detroit to capture emerging demand and support increased airlift into Palm Beach International Airport.
- Capitalize on trending “Intent To Visit” among Gen Z travelers to grow market share, while maintaining strong visitation from all generational segments, through platform-specific media strategies aligned with content preferences and destination interest trends.

Promote destination accessibility and drive inbound demand by amplifying airlift awareness and strategically aligning with Palm Beach International Airport (PBI) to highlight expanding air service and enhance market competitiveness.

- Deepen collaboration with air carriers to spotlight new routes and sustain key service corridors, including Los Angeles, Nashville, Detroit, Charlotte, Minneapolis, Charleston, Grand Rapids and more.
- Capitalize on increased airlift, including year-round flight schedules and greater seat capacity, from the Dallas and Houston markets to continue successful marketing tactics with continued marketing strategy and non-stop flight messaging.
- Personalize landing pages on ThePalmBeaches.com with custom content highlighting brand pillars or cities that align with the interests of each origin market.
- Generate early buzz around PBI's upcoming terminal enhancements and locally inspired food and beverage offerings, building anticipation ahead of their phased opening over the next three years.
- Integrate PBI's #FlyPBI campaign across inbound marketing efforts in target markets to reinforce seamless travel access and elevate brand-airport synergy.



Elevate and expand the Love The Palm Beaches campaign to foster year-round community engagement and destination stewardship.

- Build on the success of the summer campaign by extending it year-round to highlight tourism's vital economic impact during peak season and deepen resident understanding of how it enhances quality of life and community vibrancy through targeted messaging and storytelling.
- Kick off the summer campaign with a strategic partnership with high-profile cultural events and festivals with partners such as Live Nation, MOSAIC, 561 Fest, and Clematis by Night.
- Secure a campaign partner to co-create organically integrated content—such as “Road Trip Ready” itineraries with auto dealers or “Summer Savings” promotions with local banks or credit cards.
- Empower locals to take part in the campaign through interactive elements like a scavenger hunt, public voting on favorite local spots, user generated content contests, and resident features on social media channels.
- Integrate local recommendations across ThePalmBeaches.com and Visitors Guide, to provide personalized testimonials and recommendations for travelers seeking authentic experiences.





Strengthen strategic partnerships to broaden reach and elevate The Palm Beaches' brand visibility across key domestic and international markets.

- **Brightline:** Continued activation of partnership assets, including in-station screens, branded, in-station experiences and on-board events.
- **Visit Florida:** Collaborate on domestic and international co-op campaigns to amplify key themes of culinary, culture and outdoors, while aligning international media flights to enhance impact of state and destination brand awareness.
- **Brand USA:** Explore co-op campaigns in UK, along with partnership opportunities surrounding America 250 Fourth of July celebrations and marketing integrations with the America The Beautiful campaign launch.



Amplify position as Florida's Cultural Capital® in partnership with the Cultural Council of Palm Beach County to reinforce the destination's arts & culture identity through national media exposure, collaborative programming and high-impact activations.

- Collaborate on a flagship activation during Art Basel in Miami, engaging artists, institutions, influencers, media, and key sales clients to spotlight the destination's creative depth.
- Promote signature initiatives such as MOSAIC (Month of Shows, Art, Ideas & Culture) and Open Studios through targeted PR, influencer collaborations, and digital content.
- Partner on media integrations, including Brightline marketing assets and media placements in premium cultural outlets like *Smithsonian*, *The New Yorker*, etc. to reach art audiences.
- Combine efforts for community activations supporting both Love The Palm Beaches and MOSAIC with collaborative activations in partnership with Tucan agency.

Promote destination storytelling in partnership with the Palm Beach County Film & Television Commission through integrated content, co-branded media and production-driven opportunities

- Explore strategic broadcast partnerships, such as the *Amazing America* series to reach target markets with strategic content.
- Launch a Palm Beaches TV mini-campaign to drive engagement and viewership, positioning the destination as a premier backdrop for storytelling.
- Deepen content-sharing partnerships with video productions to generate additional b-roll from video assets for integration across The Palm Beaches' digital platforms, newsletters, and social media channels.



Strengthen position as a premier sports tourism destination through collaboration with the Palm Beach County Sports Commission to capitalize on global and regional sporting events that drive visitation and elevate the destination's sports profile.

- Launch an integrated event strategy around the 2026 FIFA World Cup, promoting The Palm Beaches as home team base camps, with themed itineraries, immersive content, and fan engagement activations.
- Elevate golf tourism through year-round storytelling anchored by the Cognizant Classic in The Palm Beaches, TGL, James Hardie Pro Football Hall of Fame Invitational and other premium golf experiences and events.
- Drive awareness and attendance for *Battle of the Bands* in Boca Raton with on-site activations and a robust mix of PR, social and traditional media support.
- Showcase The Palm Beaches as a dynamic sports hub through targeted promotions surrounding Ultimate Week of Sports, Spring Training, equestrian competitions, racket sports, and other specialty tournaments and events.

Advance environmental leadership through regenerative tourism, strategic partnerships, and destination-wide sustainability initiatives.

- Partner with Palm Beach County Environmental Resources Management and Parks & Recreation to feature signature trails, parks, natural areas and key events to foster regenerative tourism.
- Introduce Flora, the AI-powered Roseate Spoonbill ambassador, to bring the Sea to Preserve campaign to life through interactive, destination-wide environmental storytelling.
- Position The Palm Beaches as the Sea Turtle Capital® to highlight Wildlife & Waterway Wellness with a branded content campaign, including video series, low-impact travel blogs and vivid visuals of marine life partners, waterways and coral reefs.
- Share responsible travel guidance across blog and social channels—covering topics like boating safety, coral etiquette, and pack-in/pack-out principles.
- Promote highly-trafficked beach cams on ThePalmBeaches.com to provide a real-time look at our 47 miles of coastline while generating website engagement.
- Celebrate native plants and flowers by weaving botanical motifs into destination design, marketing collateral and art—drawing inspiration from natural areas and The Glades region.



Flora the Roseate Spoonbill

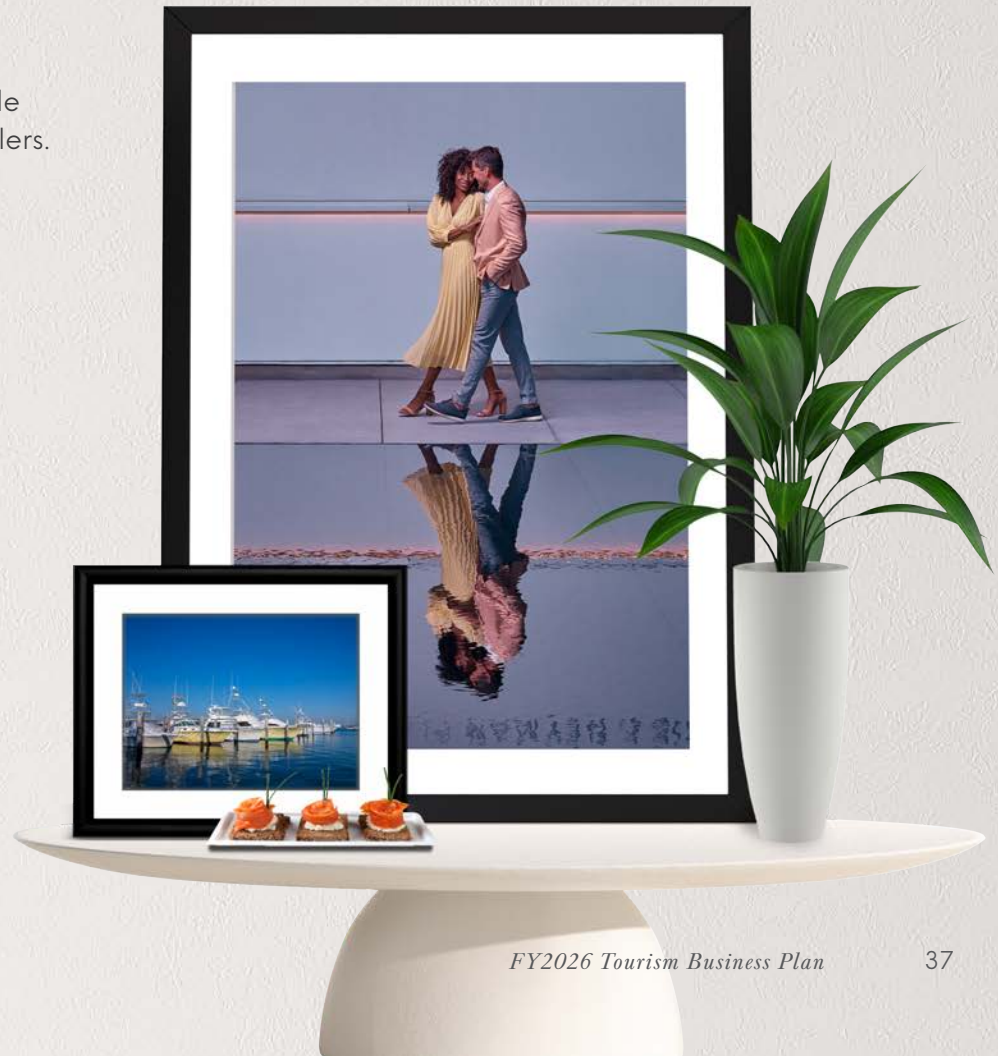


Position The Palm Beaches as a welcoming, accessible destination through a comprehensive accessibility initiative that delivers content, strategic partnerships, training, and tools—driving awareness, economic impact, and meaningful travel for all.

- Collaborate with influencers, brand ambassadors, and community organizations such as Els for Autism, Quantum House, Imanyco and many more to amplify accessibility messaging and support program goals.
- Develop targeted initiatives for the hearing-impaired community, including partnerships with advocacy groups, highlight interpretive services, and enhanced content.
- Build a centralized, up-to-date database and microsite of accessibility offerings to serve as a trusted resource for visitors and stakeholders.
- Create value- and benefits-based training, toolkits and landmark to assist local tourism partners create easy-to-implement accessible experiences to accommodate travelers.

Leverage high-impact events to elevate destination appeal and community connection in alignment with key brand pillars and organizational strategies.

- Support destination events partnerships with key marketing assets to amplify reach and grow visitation from out-of-county visitors.
- Prioritize underwriting for events that align with key brand pillars, as well as organization pillars of sustainability, accessibility, and workforce development to strengthen brand equity and community stewardship.
- Expand the reach of transformational events, including the *The Pink Retreat* and *Eudemonia* by deploying targeted collaborations with niche audiences.



Digital & Marketing Technology

Enhance campaign planning and in-flight decision-making by integrating predictive insights into the media workflow, using unified data layers and marketing mix modeling to improve speed, precision, and effectiveness.

- Incorporate predictive forecasting models into analytics dashboards to project media performance based on historical data, channel mix, seasonal patterns, and audience behavior trends.
- Integrate findings from the Marketing Mix Model (MMM) to understand channel contribution, optimize future budget allocations, and simulate media investment trade-offs.
- Develop campaign scenario-planning capabilities to explore “what-if” scenarios, including tactic reallocations, targeting changes, or budget shifts.
- Visualize media pacing, website user, and engaged-session likelihoods to support optimization decisions in real time, ensuring alignment between campaign goals and actual performance trajectories.
- Establish performance benchmarks and alert thresholds to flag underperformance early, enabling course correction on channel mix or tactic budget deployment.

Integrate generative AI into content creation, data analysis, and internal workflows to enhance output, reduce manual work, and unlock new strategic capabilities across the organization.

- Use generative AI tools to support content development, including drafting blog content, social media copy, SEO/AEO metadata, image generation, video creation, scripting, editing, and producing high-volume creative variations for digital, print, video, and audio ads; scaling pillar-based campaigns efficiently.
- Deploy AI Assistants for reporting and analysis, automating the creation of performance summaries, media wrap-ups, and stakeholder dashboards, reducing time-to-insight across the marketing team.
- Introduce a natural-language chat interface that enables staff to query dashboards and in plain English—returning instant narrative answers or visualizations without technical skills.
- Align all AI applications with internal governance, focusing on accuracy, privacy, and transparency, especially for any public- or partner-facing content.





Optimize our digital advertising campaigns and processes to drive measurable lift from brand awareness to engaged website users across verified media placements.

- Deliver high-quality, brand-safe digital media through strategic budget allocation precisely aligned to our KPIs and audience segments, ensuring each dollar ladders up to clear business outcomes.
- Prioritize transparent, data-driven decision-making, leveraging unified dashboards, efficient platform configurations, and strong publisher partnerships, to maximize the impact of every placement and streamline internal workflows.
- Leverage marketing technology: dynamic creative optimization, predictive bidding, and fraud-prevention tools, to personalize content, protect spend, and reach the right audiences with integrity across all channels.
- Feed performance and brand-safety insights back into our predictive media models and marketing mix analyses for continuous optimization and innovation.

Deliver more relevant and engaging experiences across ThePalmBeaches.com, email, and paid media by personalizing content and messaging using enriched audience profiles unified across data sources.

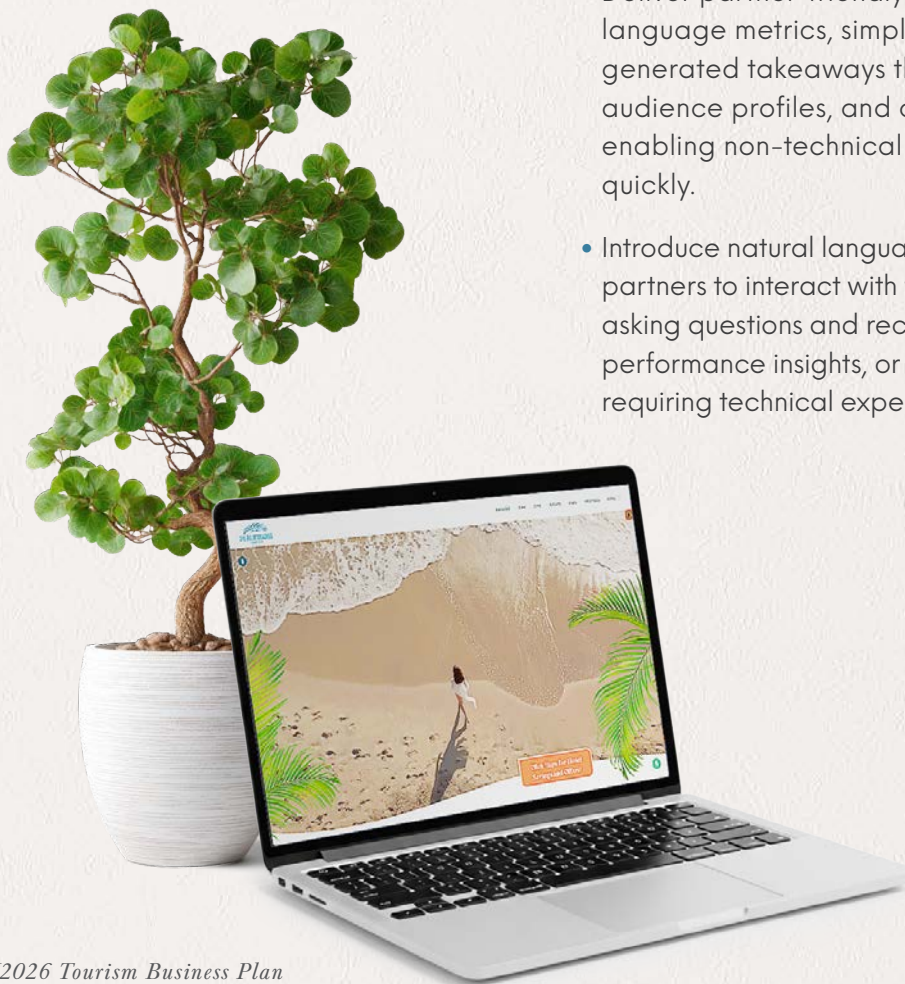
- Leverage unified user profiles enhanced with demographic, psychographic, and behavioral data to inform content strategy and guide the delivery of personalized experiences across owned and paid channels.
- Deploy dynamic content modules on ThePalmBeaches.com that adapt based on demographic attributes, psychographic interests, and behavioral signals such as travel intent or on-site engagement patterns.
- Ensure all personalization efforts align with privacy standards, incorporating clear preference management and opt-out mechanisms to support responsible data use across the personalization ecosystem.

Increase opt-ins, authenticated sessions, and enriched user profiles by enhancing the value of digital experiences across ThePalmBeaches.com.

- Enable secure, user-friendly website authentication to support account creation and progressive profiling, with consideration for gated or value-based digital experiences that encourage login through personalized, interactive, or time-sensitive content.
- Drive account creation through coordinated digital campaigns featuring exclusive promotions and seasonal moments promoted across email, social media, and on-site placements.
- Capture first-party data through lead generation and experiential activations such as live events, trade shows, contests, pop-ups, and partner showcases, using QR codes or near field communication (NFC) sign-ups that sync directly to the cloud data warehouse for immediate nurture.

Expand the use of data clean rooms to enable privacy-safe data sharing and co-marketing initiatives with the Tourism Community, including hotels, attractions, event organizers, and restaurants.

- Identify priority partners and define mutually beneficial data collaboration use cases focused on enriching partner customer data, building actionable segments, generating audience insights, and enabling paid media activation through lookalike modeling or shared targeting strategies.
- Establish standardized data sharing agreements and governance frameworks that address privacy, security, and permitted use for all parties.
- Configure, pilot, and scale Data Clean Room partnerships by onboarding partner data, executing co-marketing campaigns, and documenting learnings in a reusable playbook.
- Deliver partner-friendly dashboards with plain-language metrics, simple filters, and auto-generated takeaways that cover traffic, bookings, audience profiles, and other requested insights, enabling non-technical users to self-serve answers quickly.
- Introduce natural language interfaces that allow partners to interact with their data conversationally, asking questions and receiving instant summaries, performance insights, or visualizations without requiring technical expertise.





Leverage existing data systems to streamline reporting, reduce manual data pulls, and provide timely, actionable insights for the Marketing, Community Engagement, Sales, Business Intelligence, and Executive teams.

- Conduct a reporting needs audit across departments to inventory recurring reports, manual workflows, and unmet insight gaps prioritizing use cases with high time cost or strategic value.
- Establish a shared reporting roadmap and intake process to evaluate, prioritize, and iterate on cross-departmental reporting needs throughout the year.
- Build standardized, role-specific Power BI dashboards tailored to each stakeholder group's priority KPIs and reporting needs.
- Provide governed, department-specific analytics dashboards (Marketing, Sales, Destination Stewardship & Civic Engagement, Executive) with self-service access and cross-department visibility, so teams manage a focused set of reports while exploring others' data without routine manual sends.
- Introduce a natural language reporting interface that enables users to query dashboards conversationally, returning narrative answers, KPI summaries, or visualizations instantly, reducing reliance on technical skills or manual data pulls.

Social Media & Content

Strengthen our video storytelling strategy by launching new series and building on the success of current content, while exploring tactics to enhance production.

- Debut two new video series, including *Weekend Escapes*, spotlighting different cities and top activities, and *Shop Local*, showcasing distinctive shopping experiences, with a focus on small businesses, vintage boutiques, specialty shops and green markets.
- Develop *Sounds of The Palm Beaches* videos, featuring natural sounds like waves, rustling pages, and ambient nature audio, inspired by top trending social content, to promote wellness and slow travel.
- Debut *Set-Jetting Scenes* reels to highlight popular places inspired by TV and Movie content set in The Palm Beaches to align with the upcoming season 2 launch of Palm Royale and other on-screen trending content.
- Continue momentum around successful in-house series, including *What's New*, showcasing hotel openings, renovations, attractions, and dining highlights, and *Things To Do This Weekend*, featuring timely, engaging roundups of weekend events and activities.
- Utilize generative AI for animation and storytelling, including AI Influencers, to boost engagement with social content in a transparent and destination-focused fashion.
- Adopt AI-generated voice technology to efficiently produce narration, enabling scalable content production while maintaining a consistent tone and style.
- Incorporate AI-generated audio elements, such as ambient sounds and ASMR, to enhance video immersion.

Cultivate strategic influencer partnerships with creators to expand reach and deepen storytelling.

- Maximize influencer impact by expanding whitelisting and paid amplification—running ads directly from influencer accounts to boost authenticity, improve ad performance, extend reach, and drive higher engagement, conversions, and measurable ROI.
- Prioritize bespoke influencers in targeted niches, including thrift shopping, architecture, fishing, wedding planning, pet-friendly travel, birding, digital nomad/van life, sand sculpture art, marathon running, equestrian lifestyle and wellness content tied to *Eudemonia* featured content.
- Highlight The Palm Beaches as the “*Sea Turtle Capital*” by inviting sea turtle and manatee advocates to promote responsible travel and our #SeaToPreserve campaign.
- Host “Blue Retreat” highlighting boating & waterfront lifestyle, including kayaking, paddleboarding, yachting, sandbar hopping, boat shows and waterfront dining, to generate social buzz and elevate the destination’s coastal appeal.
- Create custom influencer trips to showcase specific itineraries, including *Arts & Dining* to promote culinary offerings, and *Gilded Age Glimpse*, featuring curated content combining the historic glamour of The Palm Beaches with bespoke modern experiences.
- Engage cross-generational influencers to connect with multigenerational, family travel audiences and broaden demographic appeal.
- Continue luxury travel agent partnerships as influencers to develop high-end, customized itineraries that showcase the destination’s premium offerings with the ability for measurable bookings through agent channels.

Expand storytelling through engaging blogs and newsletter content that highlight destination appeal through the arts & culture, culinary, beaches & outdoors, shopping, sports and wellness brand pillars.

- Collaborate with brand ambassador bloggers on a *Staycation Series*, each covering a different city for an insider's guide to local experiences.
- Introduce a *Wellness Travel Series* spotlighting wellness weekends, meditation and yoga retreats, digital detox escapes, spa getaways, clean eating and nature-based healing, tied to the concept of *Eudemonia*.
- Create a *Love Stories in The Palm Beaches* series to feature wedding venues, proposal spots, anniversary destinations and romantic getaways.
- Feature *Small Business Spotlights* celebrating the local entrepreneurs and unique shops that define the community.
- Develop a *Fun Facts* series to spotlight hidden gems and uncover destination artifacts to drive interest and engagement across social channels.
- Produce *World Cup Escape Content* promoting easy getaways from Miami crowds with Brightline access to golf, croquet, equestrian events and more.
- Continue launching new blogs in Spanish and Portuguese, including a *Shopping-Centric Portuguese Blog* for Brazilian visitors highlighting luxury shopping, outlets, and children's fashion.

Drive meaningful interaction through engagement campaigns, including nostalgia-driven content, and platform-optimized strategies.

- Continue optimizing channel-specific and trending content across our 9 channels, leveraging platform-native formats, challenges and timely topics to boost organic engagement and reach.
- Launch Spanish-language Instagram page @palmbeachesflep to target travelers from key international markets, as well as Hispanic travelers from key domestic markets.
- Leverage the indexability of social content by incorporating SEO best practices and keyword optimization to boost discoverability of social content across AI-enabled social channels, search engines and AI agents.
- Spark nostalgia and inspire heritage-based tourism to celebrate America250 by launching campaigns *Throwback Thursday*, pairing vintage Palm Beaches photos with modern-day sites, and *Architecture & History*, featuring iconic places and historic figures across the destination.
- Launch #WorldCupEscape sweepstakes offering Brightline tickets, hotel stay and curated experiences in The Palm Beaches.



Public Relations & Communications

Leverage strong destination storytelling to target editorial decision-makers to grow visitation through earned media awareness.

- Craft compelling narratives that highlight unique offerings across The Collection pillars with a goal of increasing placements in top-tier national and international media outlets, such as *Oprah Magazine – The Travel Issue*, *AFAR*, *Travel + Leisure*, and *Lonely Planet*.
- Focus on broadcast coverage with a goal of inclusion in a travel segment on the TODAY Show, a show takeover for the “Good Day Texas” morning show at KDFW FOX4 in Dallas, inclusion in a segment in “NBC6 in the Mix” in Miami, and hosting “Entertainment Tonight in The Palm Beaches” for a third year.
- Proactively conduct media outreach with newsworthy pitches that resonate with journalists covering specific beats.
- Feature local “faces of tourism” to create emotional connections for media to consider telling the stories behind the people who make the magic for visitors.
- Engage leading sports, wellness, lifestyle and equestrian media through targeted outreach, on-site hosting at tournaments and facilities, and curated market missions—amplifying The Palm Beaches’ reputation as a premier wellness and sports destination and racquet sports hub, while showcasing its world-class golf, growing pickleball and padel scene, and elite polo season experiences.

Inspire persuasive media coverage by hosting travel writers in destination for curated press trips (known as familiarization tours or FAM trips) to align with strategic priorities.

- Create bespoke itineraries with customized media experiences, designed to showcase the destination’s appeal for group and individual FAM trips throughout the year.
- Feature a blend of scheduled activities and flexible exploration time to allow authentic content creation from each journalist’s perspective, aligning with Slow Travel and Pick Your Pace trends.
- Support The Collection: Cities campaign through strategic media outreach and FAM itineraries, matching each journalists’ “Vacation Vibe” to curated city itineraries, capitalizing on the “emotions-driven” travel trend.
- Host top-tier journalists from groups and meetings publications for curated media trips that align with destination site visits led by our sales team, reinforcing The Palm Beaches’ position as a premier meetings destination through coordinated storytelling and firsthand experiences.



Execute networking events for media in key feeder markets to build and strengthen relationships with influential journalists and editors to bring increased awareness and positive coverage for the destination.

- Use the signature networking events as a platform to introduce new campaigns, highlight seasonal events, and foster long-term media relationships to drive ongoing coverage throughout the year.
- Focus on target markets with clusters of influential journalists: New York City, Miami, Houston, D.C., and the emerging market of Los Angeles as well as the international markets of UK and Brazil.
- Organize in-person one-to-one appointments with journalists in their territory, providing exclusive story ideas based on their real-time feedback and interests and making it enticing for them to meet with company representatives.
- Provide customized destination materials and presentations to deliver newsy updates and story angles, to position The Palm Beaches as a must-visit destination for upcoming travel features.
- Secure editorial opportunities and issue invitations for future FAM trips through establishing valuable in-person connections.



Capitalize on Florida-based journalists' existing familiarity with The Palm Beaches to generate authentic, informed coverage that resonates with regional audiences.

- Leverage the local expertise and established audiences of nearby media to secure timely stories and travel features, reinforcing The Palm Beaches as a top choice for quick getaways and staycations, particularly during summer.
- Support ongoing media relationships by inviting drive-market journalists for FAM trips, resulting in increased earned media and word-of-mouth recommendations within our highest-potential feeder markets.
- Partner with the Cultural Council for Palm Beach County to host a signature media activation in Miami during Art Basel, strategically engaging international and national journalists for this high impact event and spotlighting the destination's vibrant arts and culture scene to a global media audience.
- Host intimate, curated media dinners for Florida drive market journalists to foster meaningful relationships and destination affinity in a cost-effective format aligned with current economic considerations.





Strengthen local communications to increase awareness of the importance of tourism to the local economy.

- Support Discover’s destination stewardship and civic engagement efforts to protect the pipeline of destination promotion funding and ensure long-term organizational sustainability, with the overarching goal of fostering economic resilience in The Palm Beaches’ tourism industry.
- Strengthen relationships with Tourist Development Council agencies and Palm Beach County-based media, to collaborate on timely media opportunities emphasizing tourism-related story ideas and interview availabilities, executing targeted one-to-one pitches, to remind residents that tourism enhances quality of life and quality of place.
- Manage relationships with internal stakeholders to align internal messaging with external campaigns to ensure consistency, credibility, and clarity across all touchpoints.
- Enhance internal communications through message alignment during high-profile moments—such as crises, political developments, or major media events—so teams are informed, unified and positioned to reinforce the brand with clarity and confidence.

Support ongoing international visitation growth in key countries, leveraging the specialized expertise of in-market agencies in Canada, UK, Brazil, Colombia and Germany.

- Organize and host familiarization (FAM) press trips for influential international writers by providing immersive experiences designed to generate authentic media coverage.
- Collaborate with international agency partners to develop tailored storylines that will garner attention in each target country, highlighting unique experiences that will attract the attention of each country’s residents.
- Align international PR strategies with broader marketing campaigns and sales initiatives to maximize reach, ensure consistent messaging, and support year-round visitation from priority markets.



Group Sales, Destination Services, Leisure & Travel Trade Sales

Optimizing our resources and maximizing The Palm Beaches reputation in the market to increase sales Performance and Productivity. A collaborative, data-driven approach with key stakeholders across leisure, business transient, and group segments—enhancing speed to market, reducing acquisition costs, and elevating ADR, RevPar, occupancy increasing economic impact.

Lead: Chief Sales Officer, VP of Group Sales, VP of Leisure Sales, AVP of Destination Services, and Senior Manager of Industry Relations

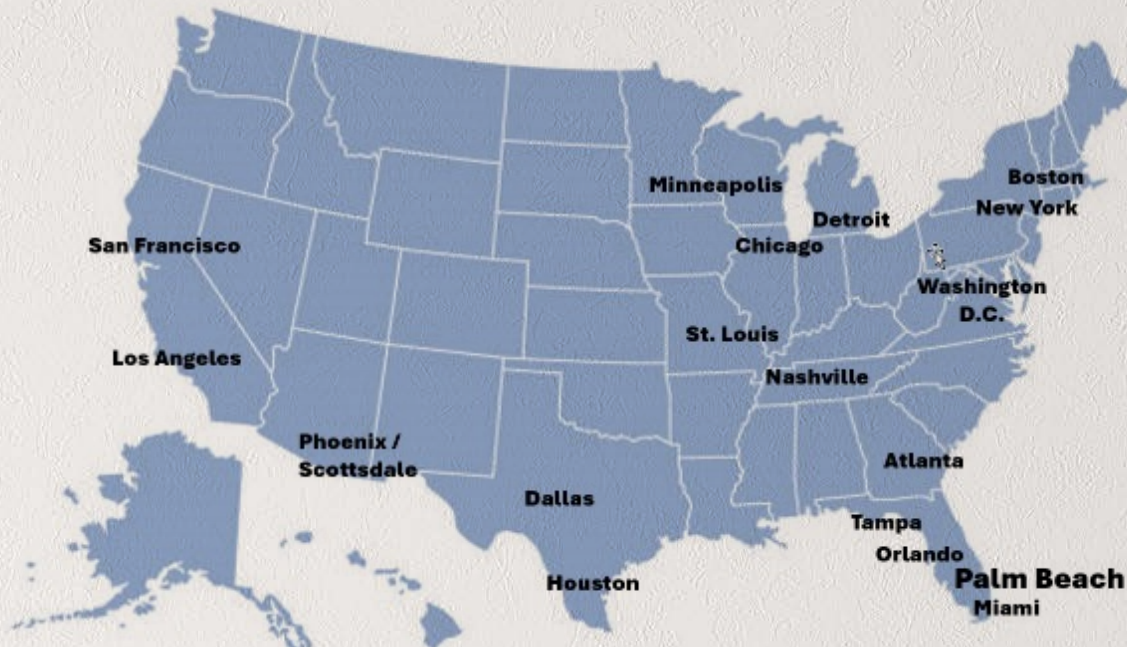
Collaboration: with global representation firms, in addition to Customer Advisory Board, Flagler Business Advisory Board, Senior DTPB Staff, county economic development organizations – Business Development Board, Chambers, Convention Center District taskforce, and Downtown & Community Development authorities/organizations.



Collectively leverage in person outreach initiatives and face to face relationship-building activities within targeted geographic regions.

- Incorporate destination thought leaders into sales missions that highlight innovative development and product of the county
- Elevate impact and increase attendance by involving industry and brand leaders.

Domestic



International





Elevate brand awareness and expand community engagement opportunities through industry trade activations.

KEY INDUSTRY SHOWS

PCMA CL & Fashion Show

SISO

Business Events Week

Association Forum / Holiday Showcase

Visit Florida's Huddle & Encounter

MPI

IPW

Canadian Meetings + Events Expo

ASAE

IAEE

FSAE

CEMA

Connect Marketplace

National Coalition of Black Meeting Planners

AMC Institute

Brand USA Travel Week

FICP

American Express Interaction

Advance Customer Advisory Board for destination growth and innovation while reducing costs and elevating brand awareness.

- Implement West Palm Beach initiatives and feedback received focusing on the future development and growth of the West Palm Beach Convention & Entertainment District.
- Continue to evaluate marketing and sales tools utilized to attract both leisure and group business focusing specifically on cities campaign in the North, Palm Beach Island and South County.
- Collaborate on how to increase engagement of visitors during stay and extend their future impact by evaluating servicing tools and experiential offerings.
- Expand visibility and influence of CAB contributions through stakeholder communications and engagements, testimonials, case studies and a brand ambassador program.
- Develop a strategic engagement calendar that integrates both virtual and in-person meetings, coordinates immersive destination experiences during Eudemonia, The Ultimate Week of Sports and additional organizational supported events based on client market segment.
- Regional sales team will actively seek feedback to enhance engagement and effectiveness with key sales tools and activities.

Expand and Create Transformational Events.

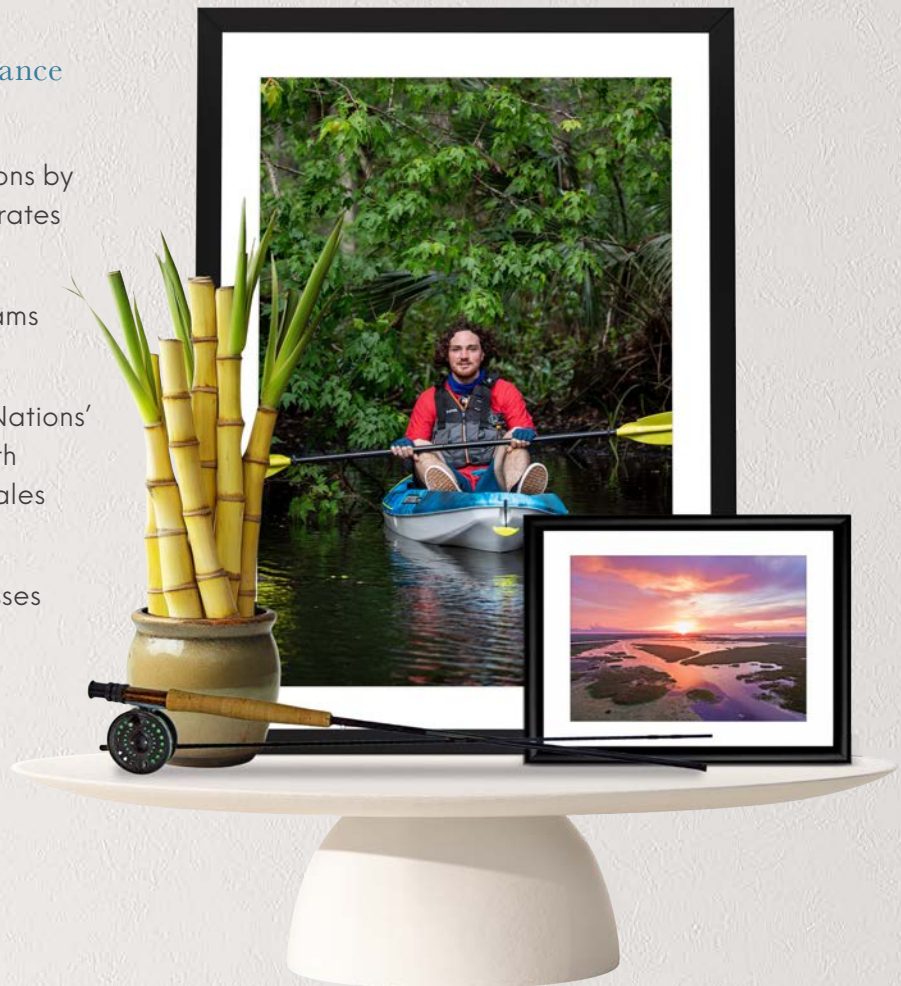
- Support the expansion of Eudemonia Wellness Summit by bringing in conjunction with opportunities from industry publications, national sales offices, and community stakeholders that expand the overarching impact for 2025 and 2026.
- Attract complementary events surrounding The Pink Retreat to grow visitor reach and the impact of highlighting the brand's collection of experiences and destination assets.
- Evolve the concept and development of a summer leisure event with community stakeholders, creating a sub-committee task force and securing the right partner for future years.
- Restructure current partnership program with established events to support the growth of attendance while maintaining return on investment and success of future years.

Utilize Destination Servicing Tools to Enhance Engagement and Impact.

- Launch bi-annual community education sessions by utilizing post-site feedback to improve close rates and secure definitive contracts.
- Expand CTA impact through volunteer programs for meetings and events.
- Deploy sustainable tool kit based on United Nations' 17 Sustainable Global Goals that resonate with planners and travel trade to strengthen the sales and servicing value.
- Broaden offerings and spotlight local businesses during destination site visits and reviews.
- Continue "Love The Palm Beaches" postcard campaign as an offering of services during meetings and events.

Strengthen both visitor and resident engagement via strategically located information centers.

- Partner with Palm Beach County Chambers to expand VIC presence.
- Offer curated local and branded merchandise to enhance visitor experience and support local products and businesses.
- Broaden reach of "Love The Palm Beaches" postcard campaign across all centers.





Group Sales

Harness destination development and insights from community thought leaders to grow meetings and events by establishing year-round opportunities and reducing seasonal fluctuation.

Prioritize high performing and emerging group market segments to maximize ROI.

- Medical / Life Science
- Financial & Insurance
- Agri-Business
- Aviation, Aerospace & Engineering
- Technology
 - Quantum Computing
 - Medtech
 - Fintech
 - Defense Technology
- Legal
- Consulting

Expand group market growth initiatives focused on targeted and emerging segments.

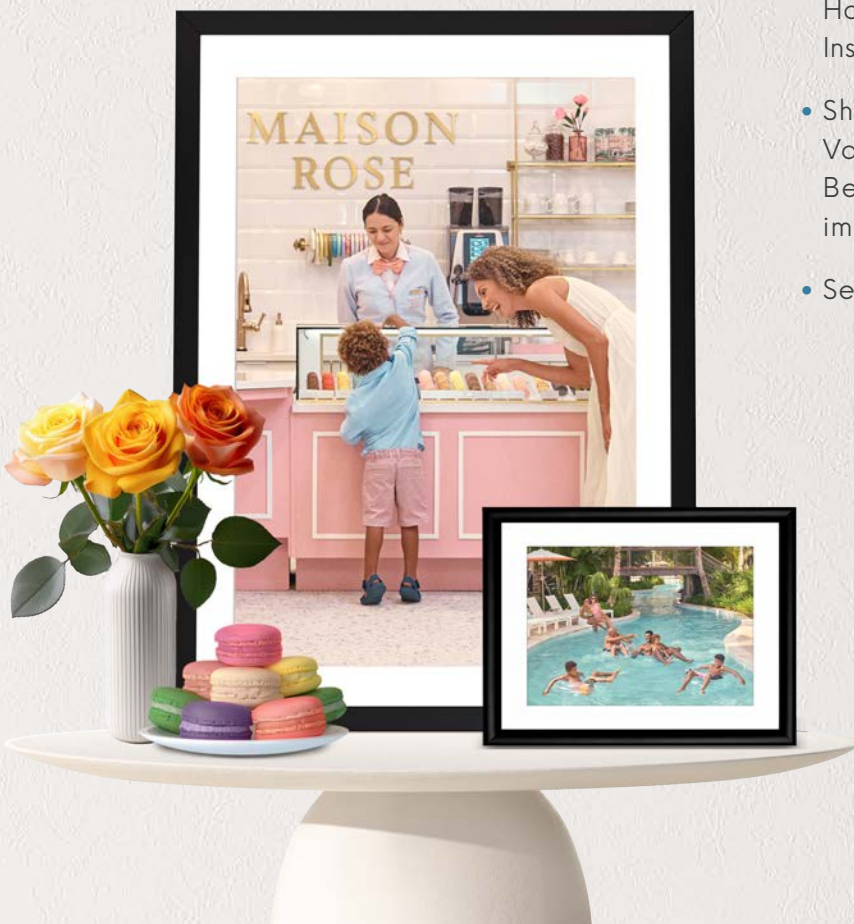
- Increase target base of customer accounts through regularly scheduled prospecting efforts capitalizing on technological enhancements through Mint+, Cvent Planner Navigator and LinkedIn Sales Navigator and newly developed DTPB MarTech suite.
- Develop new client MarTech partnership activations with CEMA, FICP, Association Forum, CESSE and SISO.
- Maintain strategic presence with The Palm Beaches PCMA Fashion Show in Washington D.C. while expanding to Chicago, engaging customers from target markets.
- Execute destination reviews that specifically focus on Legal, Finance, Insurance and a key stakeholder destination discover summit.
- Continue monthly webinars incorporating county business thought leaders to target base.

Accelerate lead generation and increase conversion success.

- Evaluate and continue Cvent Co-Op Partnership with community while leveraging expanded involvement at Cvent Connect tradeshow.
- Utilize contracted customer partnership programs to increase community involvement while expanding with emerging partners such as ELX.
- Research and implementation of AI tools focused on understanding specific opportunities based on Destination Demand and future pace needs.
- Implement a customer loyalty and referral program based on feedback received from the community and customer advisory board.
- Review and elevate presentation of value-based proposals.
- Conduct partnership needs period reviews on a quarterly basis with key accounts.

Elevate the West Palm Beach Convention & Entertainment District to create greater destination compression by leveraging new developments.

- Expand and redeploy the sales team based on future inventory and scheduled expansion.
- Realign department goals and accelerate pace of production based on historical performance, future trends and anticipated development plans.
- Leverage OVG partnership and incorporate complimentary sales and marketing initiatives to expand reach.
- Develop joint sales and services program with Greater Palm Springs that aligns cross-functional efforts to proactively uncover and respond to emerging client needs.
- Conduct two destination reviews with national sales offices from Marriott & Hilton.
- Create tradeshow partnership activations highlighting the future of West Palm Beach Convention & Entertainment District through IAEE Hosted Buyer, PCMA Convening Leaders, AMC Institute and ASAE.
- Showcase influential thought leaders from Vanderbilt, Related and other key West Palm Beach organizations to elevate visibility and impact at tradeshows and sales missions.
- Secure industry event starting as early as 2027.



Leisure Sales

Boost domestic and international leisure visitation in key markets focused on niche communities celebrating the collection of experience and city campaigns through trade and marketing initiatives, enhance travel advisor education, strategic partnership and data driven targeting.



Grow market share from targeted leisure travel trade segments.

- Sporting and event agencies.
- Inhouse corporate agencies targeting the leisure and digital nomad.
- Loyalty/Membership agencies focusing on American Express, Capital One, Chase, AAA, & Costco Travel.
- Airline partnerships and vacation packages with key partners such as American, Delta, United, Jet Blue, Southwest, Virgin, Air Canada & Porter.
- Refine engagement with experience-driven, politically agnostic travelers.
- Expand itineraries and offerings within niche communities and retreats centered on wellness, culinary arts and cultural enrichment.

Expanded distribution channels to support brand awareness and market growth.

- Leverage data to identify top agencies, guided targeted campaigns and grow high-yield bookings.
- Utilize analytics to track demand shifts while adjusting campaign promotions.
- Elevate Amadeus and Travelport partner engagement opportunities.
- Expand Traveller Made partnership program inclusive of both hotel and attractions through webinar and banner programs.
- Continue partnership with international focus through Bonotel.
- Reevaluate potential partnership programs based on community feedback with Hotelbeds, Travel Leaders, Internova and Virtuoso.





Execute on enhanced travel trade opportunities and sales missions through partnership programs.

- Maintain presence at Florida Huddle.
- Expand presence at IPW in Fort Lauderdale:
 - o Increase tradeshow opportunities with community partners through Visit Florida.
 - o Collaborate with Brightline for in-county activation.
 - o Elevate brand awareness through creative installations during events.
- Utilize representation firms to create client activities offering it to community partner during key industry events.

Continue to empower travel advisors through educational opportunities and training.

- Enhance The Palm Beaches travel trade certificate program to increase engagement and impact on future bookings.
- Incorporate schedule of training webinars through partnership programs utilizing representation firms.
- Develop global toolkits ensuring consistent messaging across B2B and B2C channels.

Finance & HR

To achieve the destination and organization’s vision, mission, strategies, and program goals over the long term, we must ensure that the human, financial and information technology resources are adequately sustained. Additionally, we must continue to enhance Board governance, stewardship efforts, team engagement, and community leadership alignment to ensure the organization’s long-term relevance.

Lead: CFO and Director, HR

Collaboration: President & CEO



Corporate Culture and Talent Development

Ensuring that our organization's values and staff are constantly evolving and growing to meet current and future needs will be critical to accomplishing our mission. We are committed to offering our team the training and support needed to foster inspiration, stay motivated, and equipped with the latest education on topics related to our industry.

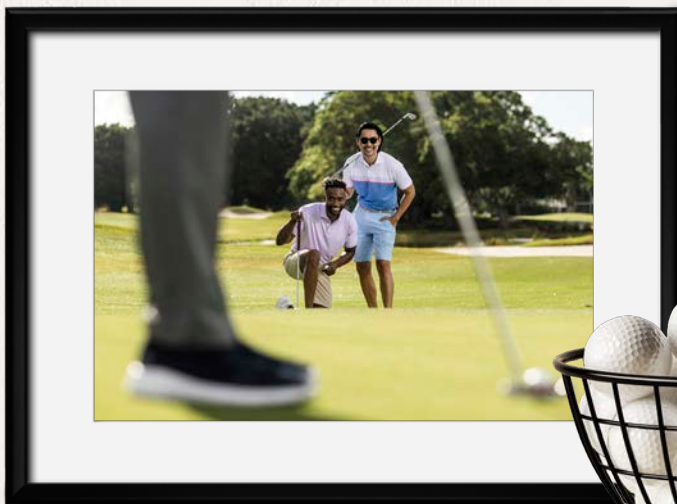
- Expand the application of HR best practices toward training, education, recognition, and on-boarding to ensure continued development and retention of staff and the enhancement of organizational culture.
- Repeatedly recognize and celebrate staff accomplishment to raise employee engagement.
- Conduct annual employee satisfaction surveys to gather feedback and identify areas for improvement.
- Continue enhancing and expanding communication channels between leadership and staff to ensure transparency and inclusiveness.
- Expand the offering of various professional development programs, including workshops, online courses, and certifications in the areas of Creative thinking, Analytical thinking, Technological literacy, AI, and Talent management.
- Further develop the current mentorship program to foster knowledge transfer, succession planning and career growth.
- Leverage our existing coaching consultant to implement a comprehensive leadership development program for our senior team to help foster a strong pipeline of future leaders.
- Continue to evolve the company's work policies to help employees maintain a healthy work-life balance.
- Expand staff wellness initiatives such as mental health resources and annual screenings.



Finance

As indicated in the 2025 Destinations International DestinationNext Futures study, funding remains the most persistent—and precarious—challenge facing destination organizations today. This underlines the urgency of maintaining financial sustainability by advocating for the protection of tourism promotion funding, implementing prudent reserve policies, contingency planning, and exploring innovative non-contract revenue sources.

- Enhance and expand partnership programs and identify new non-contract revenue opportunities to augment bed-tax funding to amplify product content and marketing reach.
- Continue the exploration of the establishment of a Foundation and determine proper structure to assist in addressing Tourism and Hospitality Workforce issues that are not currently funded through our annual budget.
- Implement an automated benefits administration module that will significantly reduce the manual processes related to these tasks.
- Review our public funding contract with local county administration to identify possible enhancements that would improve our funding mechanism and allow the organization to execute on the County's marketing strategy more effectively in the current market condition.
- Perform a comprehensive review of Credit Card Processing alternatives to better integrate our CRM and Accounting systems with a focus on cost reduction
- Revamp our existing Finance procedure manual to allow for documented succession planning.
- Develop a Formalized Investment Policy to properly plan for future contingencies while maximizing return on current assets.
- Explore supplemental Visitor contribution models to identify potential alternatives in the event of state policy funding changes.





Destination Stewardship & Civic Engagement

Destination Stewardship paired with Civic Engagement preserves our unique sense of place while actively involving residents, civic leaders, and stakeholders. This balanced approach ensures tourism strengthens vibrant communities, protects what makes The Palm Beaches special, and builds shared understanding of their value for future generations; while elevating the role of residents equal to visitors as essential contributors to the destination’s success.

- Demonstrating how Destination Stewardship is essential to sustainable tourism—protecting the natural environment, cultural identity, and local character that define The Palm Beaches—while promoting balance between resident quality of life and visitor experiences.
- Elevating the tourism industry’s role as a collaborative economic engine by aligning efforts across all TDC agencies and Partners to drive smart, balanced and community-conscious growth.
- Deepening relationships with residents, civic leaders, and emerging industries through meaningful outreach, listening, and partnerships—reflecting our long-term commitment to civic participation, community well-being, and tourism education.

Lead: Vice President, Destination Stewardship & Civic Engagement and Senior Director, Intergovernmental Affairs

Collaboration: Executive Staff and Community Stakeholders



Elevating the Certified Tourism Ambassador (CTA) Program: A long-term commitment to stakeholder engagement & visitor excellence.

- Broaden outreach to continue proactive engagement with Chambers, DDAs, CRAs, and municipalities to make CTA part of their standard training for local businesses and ambassadors.
- Targeted outreach to non-traditional tourism sectors — including education, healthcare, tech, and nonprofit organizations — to expand the influence and relevance of the CTA community.
- Create recognition campaigns for standout CTAs, reinforcing the value of their role and encouraging participation across sectors.
- Work with the Convention Center, hotel partners, and service providers to make CTA training a standard component of staff onboarding and ongoing professional development.
- Establish engagement touchpoints with current CTA's to ensure they maintain certification during renewal periods.

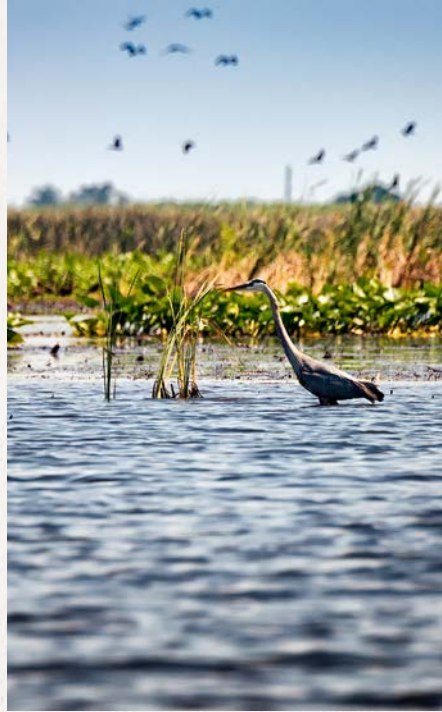
Build brand awareness of DTPB by forming new alliances and maintaining current partnerships through the Community First approach.

- Emphasize the hospitality and tourism sector by highlighting residents who work in this industry or the opportunities it offers, which may not be widely recognized.
- Develop new receptive audiences by escalating our "Road Show" and intergovernmental educational collaborations, while also fortifying successful partnerships.
- Uphold our destination is accessible to all with help and buy in from our community based and business affiliated organizations.

Support Stewardship of Tourist Development Tax (TDT) dollars while exploring future funding solutions.

- Reinforce and expand messaging that destination promotion supports not only tourism, but also business development, workforce growth, and community well-being—positioning continued TDT investment as essential. Align with the BDB, Chambers, and other partners to deliver a unified, region-wide message and explore complementary funding sources to sustain long-term impact.
- Create unified messaging—through video, digital and print—that reflects how all TDC agencies work together to grow the tourism economy and enhance quality of place.
- Engage intergovernmental audiences with messaging on how DTPB and TDC agencies help bring the Tourism Master Plan to life—deepening economic impact, driving community investment, and growing local talent—while reinforcing DTPB's relevance as a key leader and convener in this work.
- Emphasize how diversifying funding sources supports a resilient, future-ready tourism economy and strengthens our ability to promote The Palm Beaches effectively.





Expand the City Collection and marketing campaigns by collaborating with city partners to highlight how we share our home with visitors.

- Work with the city-related partners to become participants in promoting the City Collection, Love The Palm Beaches, Sea To Preserve campaigns, linking the campaigns to providing benefits to their businesses and residents.
- Develop messaging for community leaders and stakeholders which will produce an appeal to be a partner with DTPB and boost endeavors to explain the status of tourism.
- Utilize resident sentiment data and DTPB brand awareness to gauge the effectiveness of Destination Stewardship and the Community First approach. Establish a focus group to gather deeper qualitative insights and help evaluate perception and impact. Additionally, explore opportunities to enhance outreach strategies for improved effectiveness.

Identify and develop new avenues for collaboration to provide dynamic workshops and events focused on business and tourism education.

- Launch a quarterly workshop series focused on small business digital marketing, customer experience, social media, accessibility, and sustainability.
- Partner with local universities or business mentors to offer co-branded professional development sessions.
- Implement a certification program that incentivizes participation through recognition and promotion.

Enhance collaboration with community organizations and municipalities to ensure shared resources and benefits.

- Expand the number of community partners collaborating with the organization.
- Enhance targeted digital partnership offerings that provide authentic experiences which highlight the culture and history of the destination.
- Continue to collaborate with hotels, attractions, restaurants, and cities to feed content ideas for coverage across paid, owned, and earned digital footprints.
- Develop connections with local community groups, businesses, and organizations to collaborate and broaden the reach of local events.
- Create efficiencies in CRM, finance, and administration to ensure engagement with community stakeholders and improved partnerships.
- Explore and initiate a Regional Partnership Forum for South Florida DMOs to collaborate on shared tourism priorities, major events, and civic efforts, especially in the absence of Brand USA support—strengthening our collective voice and impact across the region.

Improve coordination with current workforce development programs and raise awareness of career opportunities in the hospitality and tourism industry through strategic partnerships and focused outreach efforts.

- Coordinate with local workforce boards, educational institutions, and community organizations to integrate Professions Across Tourism & Hospitality (PATH) into their career readiness and placement programs.
- Co-organize job fairs, career days, and “try-a-career” expos with existing programs to connect job seekers directly with industry employers and showcase diverse career paths.
- Collaborate with existing partners to develop and share multimedia content (videos, testimonials, virtual tours) highlighting real-world success stories and day-in-the-life features of hospitality professionals.



Business Intelligence, Research and Destination Development

Business Intelligence and research provides data, infrastructure, analytics, visualization, and reporting for DTPB, partners and stakeholders to leverage insights and trends derived from core research strategies and initiatives deployed by DTPB. The goal is to improve decision making, increase efficiency and maximize return on investment.

Destination development is the strategic art of shaping and enhancing places to deliver exceptional visitor experiences and drive community economic vitality. It prioritizes creative placemaking, meaningful community collaboration, and innovative tourism investments to build vibrant and resilient destinations.

Lead: SVP - Business Intelligence, Strategy & Destination Development

In collaboration: Executive Staff and Community Stakeholders



Continuously monitor broader economic and geopolitical developments that could impact travel demand, and proactively develop contingency strategies to mitigate potential disruptions.

- Continue to monitor and communicate macroeconomic and travel industry trends through research, reports and economic projections to develop performance reporting on past and projected performance with regards to lodging, visitation and bed tax revenues.
- Continue and enhance Brand Tracking studies to evaluate city campaign performance.
- Develop a lead scoring system for groups based on return on investment and greater economic impact parameters.
- Enhance Economic Impact analysis to breakdown by agency.
- Leverage marketing mix model (MMM) to enhance attribution models.
- Track performance in non-tourism sectors that DTPB influences via tourism (i.e. relocation, investment, community stewardship impacts, etc.).

Leverage capabilities within the MarTech stack to integrate enhanced features and performance within Destination Demand™ expanding the product ecosystem beyond destination-wide performance monitoring.

- Evolve Destination Demand capabilities by expanding current and seeking out new data sources
- Integrate performance tracking and marketing tactic recommendation engine into Destination Demand using marketing mix model and other data sources
- Work with MarTech team to improve segmentation data and consumer targeting capabilities
 - Develop Business Analytics tool for attraction and event partners
 - Create prospecting tool for sales leads (match historic leads with future prospect dates).

Enhance economic impact story and attribution metrics to assess effectiveness of targeted segments and performance by lodging category.

- Continue to measure the economic impact of the tourism industry including groups, meetings and events.
- Leverage research sources to enhance storytelling of vitality wheel with available data sources.
- Evolve the economic impact story.
- Incorporate Marketing Mix Model (MMM) into economic impact and ROI.
- Assist in development of research and data needs related to implementation and performance monitoring of Tourism Master Plan.

Lead the Strategic Planning process through the integration of Tourism Master Plan recommendations, analysis of the recently completed strategic plan, and the latest market trends.

- Synthesize insights from the Tourism Master Plan to prioritize high-impact opportunities.
- Conduct performance audits of the recently completed strategic plan to identify gaps and successes.
- Integrate findings from market intelligence tools (e.g., Destination Demand™, STR, Longwoods, etc.) to inform forward-looking goals.
- Facilitate cross-departmental planning workshops to align tactical actions with broader strategic objectives.
- Develop performance indicators and dashboards to track implementation progress over time.

Continue to advocate for future Convention Center District development by assisting with future research needs and market trends.

- Provide market demand analyses, including group booking trends and forecasted compression.
- Benchmark comparable district developments in peer destinations.
- Model potential economic impact scenarios based on future development phasing.
- Track sentiment and feedback from meeting planners, attendees, and local stakeholders.
- Collaborate with planners, developers, and public officials to ensure data informs public-private partnerships.

Continue to monitor Resident Sentiment to evaluate effectiveness of key initiatives targeted to increase sentiment in specific cities and demographics.

- Conduct biannual or quarterly resident sentiment surveys by city, age, and ethnic group.
- Cross-reference sentiment with awareness of tourism's economic contributions and recent public-facing initiatives.
- Track shifts in perception tied to specific campaigns (e.g., local spending, environmental programs, community efforts).
- Identify areas of concern to inform targeted engagement or communications strategies.
- Include qualitative insights to uncover underlying drivers of negative or positive sentiment.

Continue to communicate the importance of tourism and destination promotion through “Road Show” presentations among new audiences outside traditional stakeholder groups.

- Feature localized data (e.g., jobs supported, visitor spending, tax revenue generated) to enhance relevance.
- Showcase outcomes from major tourism investments (e.g., campaigns, events, infrastructure improvements).
- Incorporate testimonials from residents, business owners, and visitors to humanize the impact.
- Track engagement metrics (attendance, post-event feedback, follow-up inquiries) to refine future outreach.







Accomplishments FY2025

Awards

Marketing

2024 HSMIAI Adrian Awards

Gold

- Breaking Barriers: The Palm Beaches' Commitment to Inclusive Travel: Digital – DEI Marketing
**Best of Category Winner
- The Palm Beaches Collection: Advertising – Brand Campaign

Silver

- A Pilot Influencer's Sky-High Adventures: Digital – Creators, Multi-Media, Video & Short Form **Best of Category Winner
- Sea to Preserve: Integrated Campaign – Environmental, Social, Governance
- The Palm Beaches Welcomes Everyone: Integrated Campaign – DEI Marketing (Inclusion Guide & Spoken Word)
- The Pink Retreat: PR/Comms – DEI Marketing

Bronze

- Entertainment Tonight in The Palm Beaches: Integrated/Broadcast Integration
- Leisure Meets Luxury: PR/Comms – Feature Placement Online/Print – Consumer Mag/Newspaper
- Love The Palm Beaches: Digital – Contest/Sweepstakes
- Record Breaking Video Series: Live Like a Local: Digital – Video Multiple Channels
- Fashion Week NYC: Integrated Campaign – Experiential Marketing
- Conquering YouTube as the Nation's Most Followed Destination: Digital – Social Media/Social Networking

**Good Housekeeping
Family Travel Award Winner - 2025**

**USA TODAY - 10Best Readers' Choice Awards 2025
– Best Golf Destination**

**Tripadvisor - Travelers' Choice Awards 2025 –
#1 Best of the Best Trending Destination in the
United States: West Palm Beach**

2025 MICHELIN Guide Selections

MICHELIN Bib Gourmand:

- aioli – West Palm Beach
- Palm Beach Meats – West Palm Beach

MICHELIN Recommended:

- būccan – Palm Beach
- Coolinary and the Parched Pig –
Palm Beach Gardens
- Moody Tongue Sushi –
West Palm Beach
- Nicholson Muir Distinguished Meats –
Boynton Beach
- Stage Kitchen & Bar – Palm Beach Gardens
- The Butcher's Club – Palm Beach Gardens

Community Engagement

**Palm Beach Illustrated -
Palm Beach 100 - Sergio Piedra**

Sales

**2025 FSAE Supporting Associate
Organization of the Year**

- The Palm Beaches

**2025 Inductee to Smart Women in Meetings
Hall of Fame/All-time Hall of Fame**

- Kelly Cavers, The Palm Beaches

2025 Meetings Today Best of Awards

- Best Convention Centers: Palm Beach County
Convention Center
- Best CVBs/DMOs Southeast Region

**2025 FSAE Supporting Associate
Organization of the Year**

- Best Meetings Site

2025 Smart Women in Meetings - Rising Star Award

- Linsey Barrett-Grosfield



Brand Evolution & Marketing

- Achieved record-high results for The Palm Beaches Collection campaign, increasing Destination Desirability by 9 points and Intent to Visit by 8 points through integrated, multi-interest targeted media.
- Highlighted Florida’s Most Stylish Destination in top 10 origin markets, while targeted emerging markets Dallas and Houston, driving +22% Intent to Visit increases via nonstop flight messaging, OOH, paid media, digital, and high-impact vehicle activations.
- Positioned the destination as a culinary leader through partnerships with the James Beard Foundation and MICHELIN Guide, leveraging media and influencer outreach.
- Launched “The Palm Beaches Collection: Between-The-Sessions” Groups & Meetings campaign, generating 2.3M impressions via PR, social and paid media, resulting in a 52% ad recall in a survey by Prevue magazine.
- Created strategic co-op partnerships with Cvent, Expedia and more to create custom campaigns targeting short-term bookings in key periods, resulting in increased lead volume and travel bookings.
- Supported 30+ community partnerships and transformational events with strategic marketing support and activations tied to brand pillars, building engagement and first-party data.
- Showcased brand pillars through transformational events like Eudemonia and The Pink Retreat, enhancing awareness during off-peak times.
- Expanded the ‘Sea To Preserve’ sustainability campaign, in partnership with FPL’s Manatee Lagoon, producing 22M impressions through enhanced advertising, PR and content, including an Electric Vehicle Road Trip Itinerary.
- Advanced accessibility efforts with Wheel The World, mapping 80 locations, producing inclusive video content, and securing media placement through partnerships with TravelAbility.
- Activated responsive, data-driven campaigns using forecast monitoring, OTAs, and co-ops to drive Destination Demand™ in high-need periods.
- Reimagined the “Love The Palm Beaches” resident campaign with a “Local Music Weekend” event partnership in collaboration with the Cultural Council for Palm Beach County, City of West Palm Beach and 561 Music Festival.
- Strengthened destination storytelling with the Palm Beach County Sports Commission to boost key destination events, including Ultimate Week of Sports, Spring Training, Cognizant Classic, FIFA Club Cup (with ESPN), and TGL Golf, through content, media/influencer partnerships and activations.
- Collaborated with the Palm Beach County Film & Television Commission to amplify in-destination video through social media integration and collaborations on PBTv Now and South Florida Daily.
- Promoted Florida’s Cultural Capital in partnership with the Cultural Council for Palm Beach County via Cultural Council initiatives like MOSAIC, and Open Studios, and Brightline partnership featuring train wrap and in-station signage.
- Supported airlift growth with Palm Beach International Airport, running campaigns in 19 markets (e.g., LAX, ORD, YYZ) featuring airfare giveaways and targeted media to drive inbound visitation.
- Drove international tourism from Canada, UK, Colombia, Brazil, and Germany via multi-lingual campaigns, BrandUSA co-ops (69M impressions), and airline partnerships with Porter and Air Canada (15M impressions).

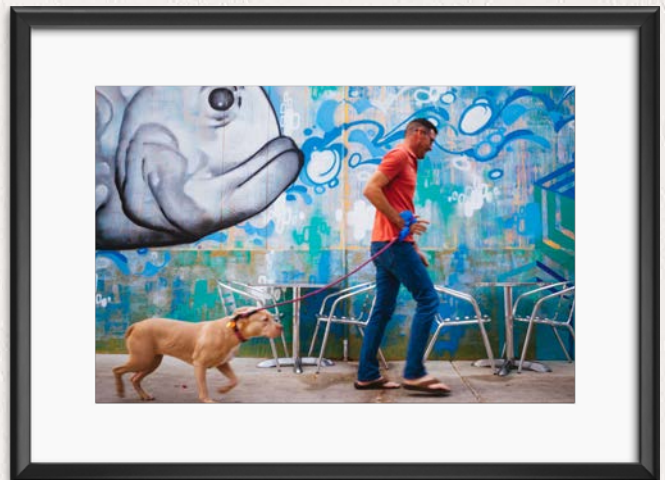
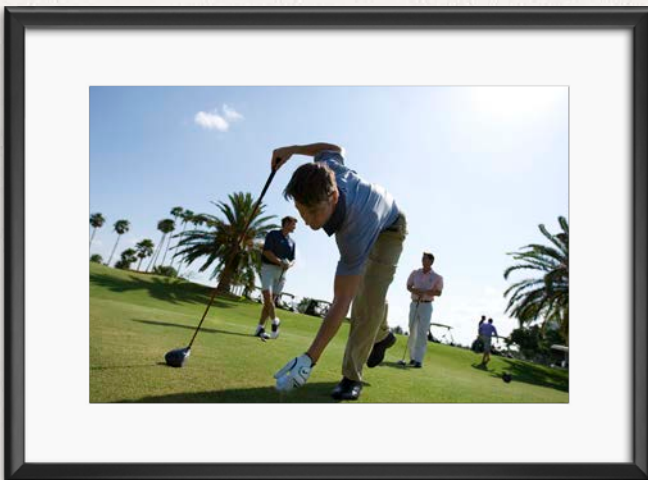


Digital & MarTech

- Successfully completed a comprehensive MarTech digital transformation, establishing a modern cloud-first ecosystem across data warehousing, identity resolution, customer data management, enrichment and personalization, and performance measurement—enabling a seamless strategy-to-execution workflow, in a privacy-first, data deprecated environment.
- Optimized digital media strategy through refined campaign structure and platform mix (programmatic, search, native, paid social), leveraging log-level data, geo-targeting, dynamic retargeting, fraud prevention and stronger SEO-content alignment.
- Enhanced first-party customer profiles with rich demographic and psychographic data, enabling real-time segmentation, personalized messaging, and cross-screen sequencing for connected TV, audio, and display.
- Improved website personalization and UX via behavioral segmentation, dynamic content delivery, homepage redesign, intelligent AI chat enhancements, and interactive geospatial map feature.
- Expanded the known audience database through targeted lead generation, sweepstakes, and field activations—feeding enriched, authenticated data into the CDP to support advanced segmentation and retention efforts.
- Ensured global compliance by integrating a consent management platform for real-time enforcement of privacy policies, including cookie suppression and opt-out mechanisms for ads and email communications.
- Built cloud-based planning and analytics workflows, enabling real-time targeting and in-flight campaign analysis, and improving collaboration across digital, SEO, and content teams.
- Established a robust documentation framework covering system architecture, data flows, governance, and platform operations across the MarTech stack, supporting onboarding, troubleshooting, and long-term sustainability.

Social Media & Content

- Expanded platform personalization strategy across 9 social platforms, optimizing content per platform to drive 728M impressions and grow followers to 1.64M, with an 29% YoY increase.
- Launched three original video series “What’s New,” “Things To Do This Weekend,” and “Free Things To Do” collectively driving +50M impressions and boosting consistent, year-round engagement.
- Leveraged Instagram’s Collaboration feature to co-create Reels with eight hotels, attractions and dining partners, increasing visibility for partners while generating 14.8M impressions and 28K engagements.
- Produced 30 viral videos using seasonal trends and native audio, amassing 215M impressions, including a top-performing video with 16M views, with other original video content generating an additional 41M video views.
- Hosted 130 influencers (including 3 celebrities and 8 international voices) with a total reach of 20M+, generating 10M impressions; 16 brand ambassadors added another 784K impressions.
- Created the “Green Retreat” brand trip, a golf-centric influencer activation that spotlighted Florida’s Golf Capital, generating 337K impressions from three niche golf influencers.
- Executed “Accessible Adventures” FAM featuring influencers and media in partnership with PR, generating 530K+ impressions and major earned media coverage including Forbes (109.2M UMVs).
- Engaged with local residents with #LOVEThePalmBeaches, featuring 10 partner giveaways and 4,000 entries, reinforcing community engagement and organic reach.
- Activated key dining and luxury content: Co-created Reels with 9 partners (38M impressions), showcased Michelin restaurants via 6 influencers (600K impressions), and hosted luxury travel agents to drive bookings (75K impressions).
- Enhanced content creation with AI-powered tools for faster production, accessibility improvements, and ideation efficiencies.
- Published 159 blogs with 2.54M+ readership (10% growth), shifting toward evergreen, SEO-optimized content and inclusive storytelling like the autism-friendly travel partnership with Autism Speaks.
- Implemented AI-powered tools, including audio enhancement, auto-captioning, and prompt-based content ideation to improve production speed and accessibility.





Public Relations & Communications

- Earned 351M editorial impressions from 9,000+ articles in top-tier publications including *AFAR*, *Condé Nast Traveler*, *Vogue*, *Forbes*, *Cosmopolitan UK*, *El Tiempo (Colombia)*, and *Catraca Livre (Brazil)*.
- Activated local media outreach to build relationships and highlight tourism’s value through timely, impactful storytelling.
- Supported national TV coverage, including CBS’ Entertainment Tonight week-long shoot and multiple satellite media tours aired across thousands of stations.
- Hosted 50+ top-tier journalists across 7+ themed FAMs, including “Set-Jetting,” “Warmth & Wellness,” “Sports & Style” (UK), and “Glitz & Glamour” (Canada).
- Led media missions in NYC, Toronto, London, São Paulo, and Dallas, collaborating with Sales and Social Media to engage top editorial voices and expand destination exposure.

Elevate Sales Performance

Meetings & Conventions

- Secured over 300,000 group room nights for future years, translating to more than \$107 Million in direct visitor spending.
- Established a diverse Customer Advisory Board to drive strategic input, resulting in actionable changes that enhanced sales and marketing effectiveness and increased ROI.
- Successfully supported the execution of the inaugural Eudemonia Wellness Event, attracting over 2,700 attendees and driving a 26% year-over-year revenue increase for the West Palm Beach area. The event also contributed to an 18% rise in year-over-year room nights and secured commitments for two additional years.
- Serviced over 30% more in-county groups and events year-over-year by leveraging community partnerships, amplifying economic impact and strengthening the destination's local engagement strategy.
- Targeted to generate over 1.5 Million lead room night opportunities—supporting compression strategies and optimizing hotel occupancy across key need periods.



Leisure Sales

- Effectively mitigated seasonality by implementing targeted leisure campaigns that boosted brand awareness and demand. This strategy led to over 90,000 room nights and \$26 Million in revenue, and achieved more than 6 million impressions across global distribution systems (GDS).
- Expanded market share across key domestic feeder markets—such as New York, Atlanta, Dallas, Houston, Chicago, and Florida—by enhancing client engagement and strategically optimizing the TL Portfolio to maximize high-value exposure and conversion.
- Contributed to the creation of value-added marketing promotions featuring bundled experiences tailored to key audience segments—wellness seekers, arts and culture enthusiasts, luxury travelers, and families—resulting in an increase in average length of stay from two to three days, higher visitor spend, and a measurable boost in overall economic impact across the destination.
- Enhanced travel trade agent education and engagement by launching an incentive-based promotion designed to increase participation in the destination's certification program—resulting in a stronger, more informed travel trade network and expanded market reach.
- Enhanced market visibility by collaborating on targeted international trade, marketing, and PR initiatives, cultivating relationships, and promoting the brand across multiple channels to effectively reach and engage our key global markets.
- Certified 460 travel advisors that completed the travel certification program in US, UK, Germany, Colombia and Brazil.

Destination Services

- Exceeded TDC site visit goal by 133%, executing over 140 site visits.
- Delivered 8 Destination Reviews with 135 attendees, generating over \$3.5 Million in economic impact from groups booked.
- Enhanced the Visitor Information Center (VIC) network by adding locations at CityPlace Greet House and Mounts Botanical Garden, increasing destination visibility and boosting visitor-driven economic impact.
- Advanced the “Love The Palm Beaches” campaign by launching a destination postcard program that encouraged visitors and meeting attendees to invite friends and family with sharing over 11,000 postcards.
- Increased attendance for key convention center groups by an average of 25% through proactive servicing and room block management, achieving 89% room block fulfillment and 100% of the TDC goal.
- Facilitated impactful CSR initiatives by connecting meeting groups with local nonprofits, including Friends of Foster Children and the Palm Beach County Food Bank, strengthening community engagement.

Finance & HR Talent Development

- Implemented an online Training Tool to enhance skills and knowledge in various areas of employee development personally and professionally.
- Provided entire staff with a comprehensive in-person AI Training to provide an in-depth understanding of AI technology such as ChatGPT.
- Completed organization wide Anonymous Survey to gain insights that help leadership understand areas of improvement and make decisions to enhance workplace performance and satisfaction.
- Provided complimentary Toastmasters workshops to team members to provide support and learning opportunities for oral communication, public speaking and leadership skills.
- Implemented a completely paperless accounts payable system to eliminate manual entry, reduce errors and improve financial forecasting
- Began exploration of the establishment of a Foundation to assist in addressing Tourism and Hospitality Workforce issues and partnered with a philanthropy expert to establish a Case for Support to determine the need and funding opportunities.



Community Engagement

- The 3rd Annual Palm Beaches Job Fair was expanded to two days, featuring 40 employers and achieving a 450% increase in job seeker attendance.
- Partnered with the Palm Beach County School District and local nonprofit organizations to deliver Professions Across Tourism & Hospitality programming, reaching more than 1,900 students across the county.
- Completed over 20 Palm Beaches Tourism Road Show appearances, engaging cities, government agencies, nonprofits, and community groups to reinforce the organization's Community First and destination promotion messaging.
- Enhanced support for tourism funding through targeted messaging and face-to-face meetings during Palm Beach County Day and Florida Tourism Day, helping to secure continued Tourist Development Tax (TDT) funding for the upcoming fiscal year.
- Produced and launched a first-of-its-kind educational video series explaining key tourism terms and the importance of bed tax dollars.
- Successfully launched The Palm Beaches Certified Tourism Ambassador Program, certifying more than 250 individuals in its inaugural year to enhance visitor experiences and local engagement.
- Organized 46 events for partners, community stakeholders, elected leaders, and industry professionals, with total participation exceeding 1,500 attendees.
- Achieved a 40% increase in engagement with Discover eNews communications, reflecting stronger audience interest and content relevance.

Business Intelligence, Research and Destination Development

- Successfully completed and submitted the Destination Marketing Accreditation Program (DMAP) reaccreditation, earning distinction in accreditation.
- Conducted weekly performance reviews to identify soft demand periods and issued targeted guidance to stakeholders, resulting in demand growth in 33 of 35 weeks between October 2024 and June 2025.
- The Palm Beaches ranking 1st in revenue and demand growth within South Florida.
- Destination Demand community meetings in:
 - Sep highlighting key dates in Nov, Dec and Month of Feb.
 - Jan highlighting success in Oct to Jan and strength in Feb. Concerns in May, June and July.
 - April highlighting success in strengthening May, June, and July. Showing some weeks for concern in July and Aug.
- In collaboration with Expedia and Amadeus presented latest trends for Summer and Fall Season to align partner strategies.
- Introduced a revenue-per-available-room forecasting tool to better assess the relationship between rate strategy and total revenue generation.
- Launched brand tracker to assess performance by pillar.
- Partnered with Nielsen to create the first-ever marketing mix model tailored to DTPB, providing insights into the ROI of media channels and campaigns.
- Played a key role in assisting the Tourist Development Council (TDC) across all phases of Tourism Master Plan research, analysis, and final reporting.
- Launched quarterly tourism performance newsletter to update community on recent market performance and outlook.
- Delivered in-market presentations to inform, align, and activate community partners around tourism performance and strategic initiatives.
- Deployed artificial intelligence tools to track political sentiment and policy developments impacting Tourist Development Tax (TDT) usage and tourism funding.
- Successfully integrated key data sources into the marketing technology stack, enhancing analytics, personalization, and decision-making capabilities.

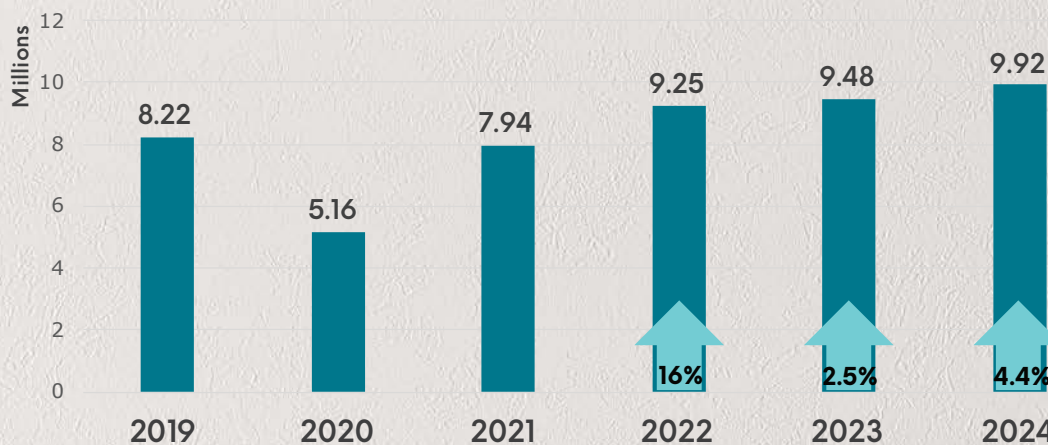


Tourism Statistics

The following section is a series of charts highlighting the growth of key tourism performance indicators.



Visitation

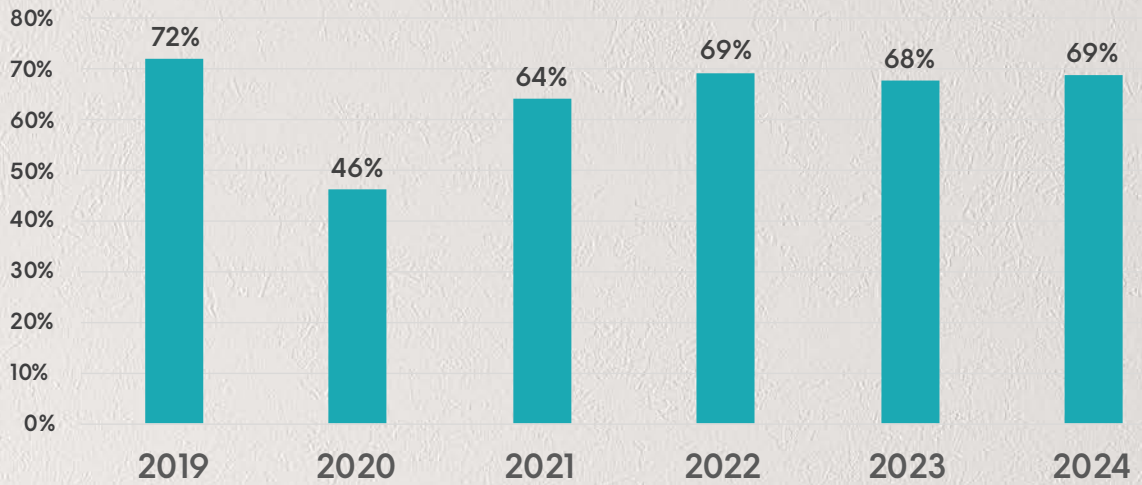


Source: DTPB estimates extrapolated from aggregate card usage data provided by VisaVue® Travel and data from independent research sources such as Florida Department of Revenue, STR, Airdna, Euromonitor, Tourism Economics and other primary research sources. Data sources, methodology and analysis are confidential and exempt from disclosure under the public records law, unless judicially determined otherwise. Such information includes business records which, if released, would reveal the identity of persons or entities who provide data or other information; trade secrets as defined by Sec. 812.081, Fla. Stat.; and/or trade secrets and commercial or financial information gathered from a person and privileged or confidential under federal law.

Market	2023	2024	Change	% Chg
Miami-Fort Lauderdale	958,430	978,830	20,400	2.1%
New York	1,114,500	1,155,040	40,540	3.6%
Orlando	613,520	611,050	(2,470)	-0.4%
Washington D.C./Baltimore	357,850	369,510	11,660	3.3%
Tampa	359,960	367,600	7,640	2.1%
Atlanta	254,050	249,590	(4,460)	-1.8%
Philadelphia	213,730	222,630	8,900	4.2%
Canada	358,200	369,500	11,300	3.2%
Boston	263,930	259,960	(3,970)	-1.5%
Chicago	176,490	186,060	9,570	5.4%
Dallas	94,920	115,770	20,850	22.0%
Houston	87,600	110,640	23,040	26.3%
Brazil	36,700	51,500	14,800	40.3%
United Kingdom	37,000	41,000	4,000	10.8%
Colombia	20,800	23,600	2,800	13.5%
Germany	21,200	25,200	4,000	18.9%
Mexico	15,200	18,300	3,100	20.4%
Total Targets	4,984,080	5,155,780	171,700	3.3%
Total Visitation	9,481,710	9,918,810	437,100	4.4%

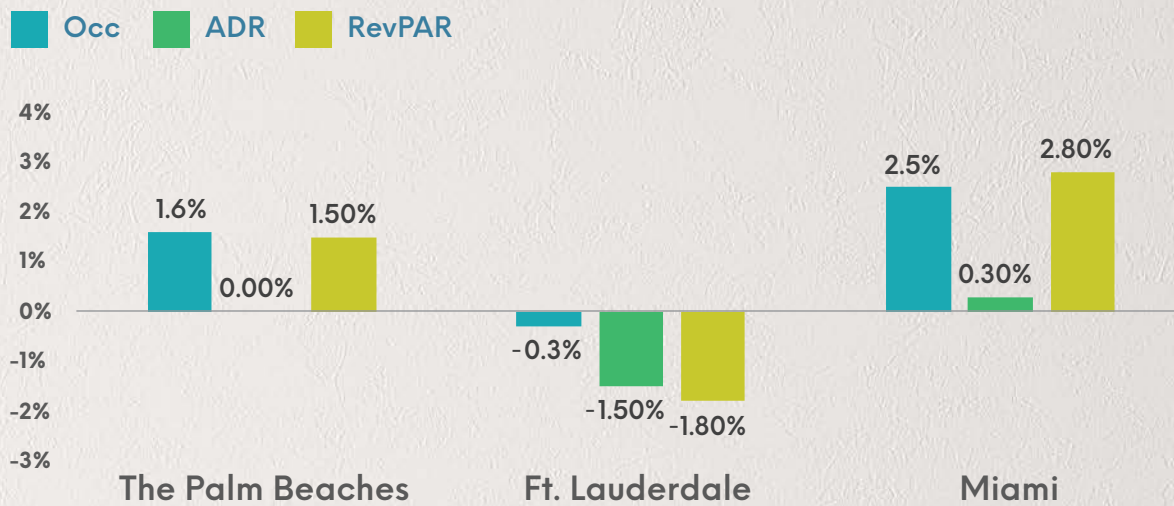
Market	2024-Q1	2025-Q1	% Chg
New York	381,160	411,210	7.9%
Miami-Fort Lauderdale	242,040	248,760	2.8%
Orlando	146,320	168,850	15.4%
Canada	160,600	156,100	-2.8%
Baltimore-Wash D.C,	108,050	108,930	0.8%
Tampa-St. Pete	88,150	100,450	14.0%
Boston	94,090	98,400	4.6%
Philadelphia	73,400	75,060	2.3%
Chicago	60,910	69,530	14.2%
Atlanta	61,160	64,040	4.7%
Houston	42,570	57,840	35.9%
Dallas	27,450	40,210	46.5%
Brazil	13,300	15,600	17.3%
United Kingdom	11,800	12,900	9.3%
Germany	7,000	6,600	-5.7%
Colombia	5,600	5,400	-3.6%
Mexico	4,200	4,600	9.5%
Total Targets	1,527,800	1,644,480	7.6%
Out-of-State	1,690,510	1,871,010	10.7%
Florida	809,470	872,180	7.7%
International	302,200	306,400	1.4%
Total Visitation	2,802, 180	3,049,590	8.8%

Hotel Occupancy



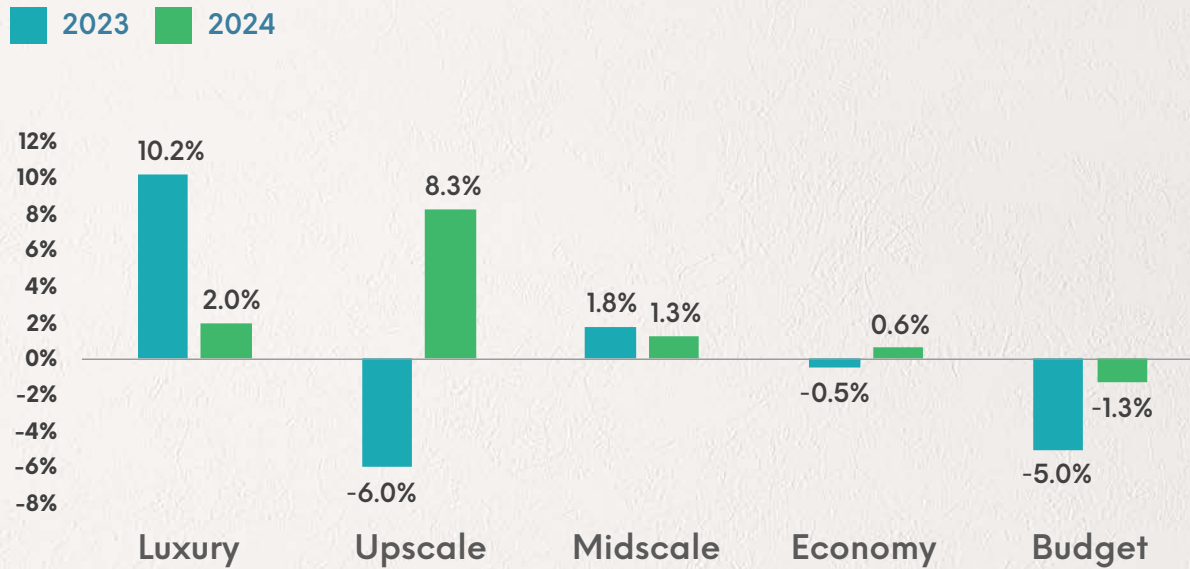
Source: STR, inc. Republication or other re-use of this data without the express written permission of str is strictly prohibited.

Change in Occ, ADR & RevPAR (2024)



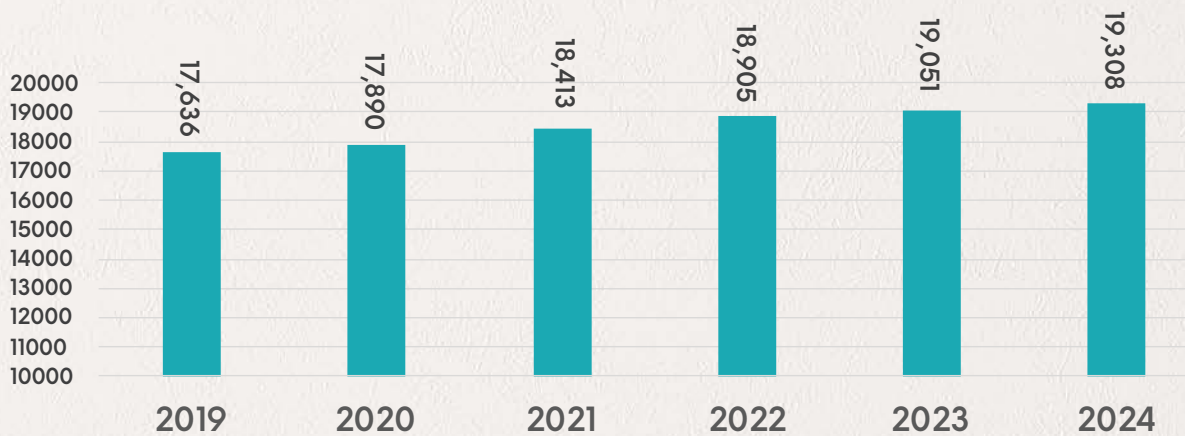
Source: STR, inc. Republication or other re-use of this data without the express written permission of str is strictly prohibited.

Change in Demand by Hotel Scale



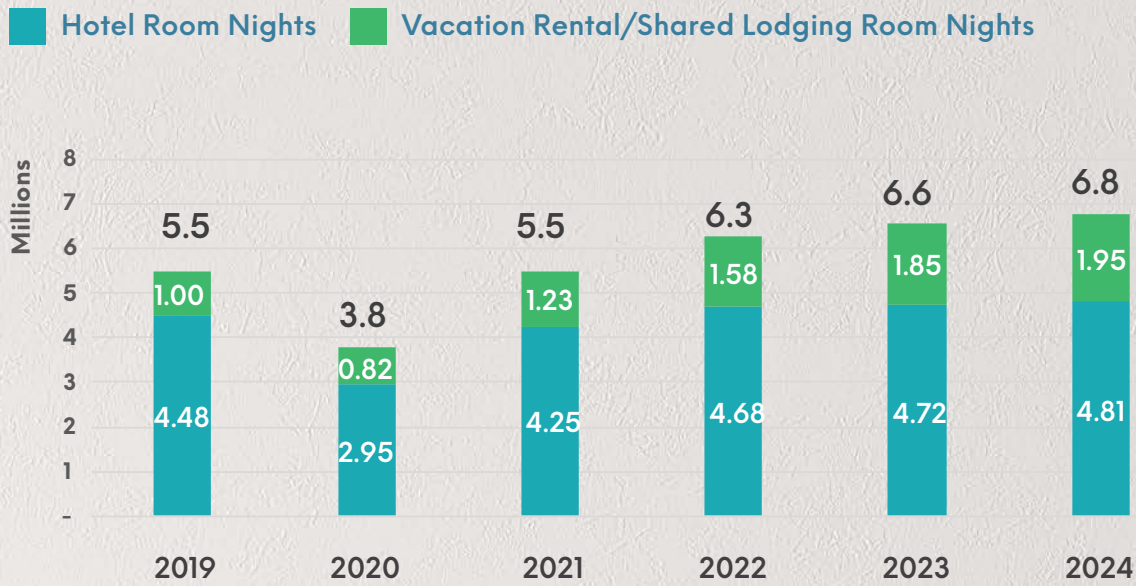
Source: STR, Inc. Reproduction or other re-use of this data without the express written permission of str is strictly prohibited.

Hotel Room Supply



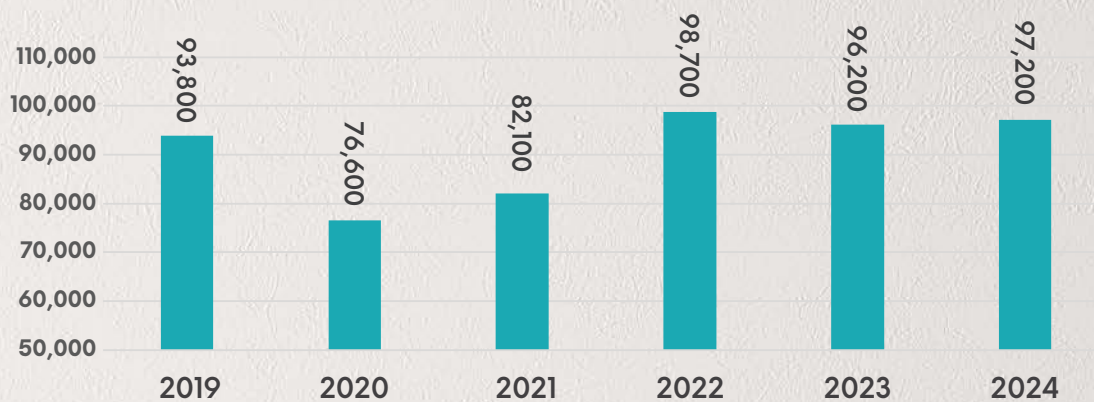
*Source: DTPB, STR and Florida Department of Professional Regulation

Total Paid Room Nights



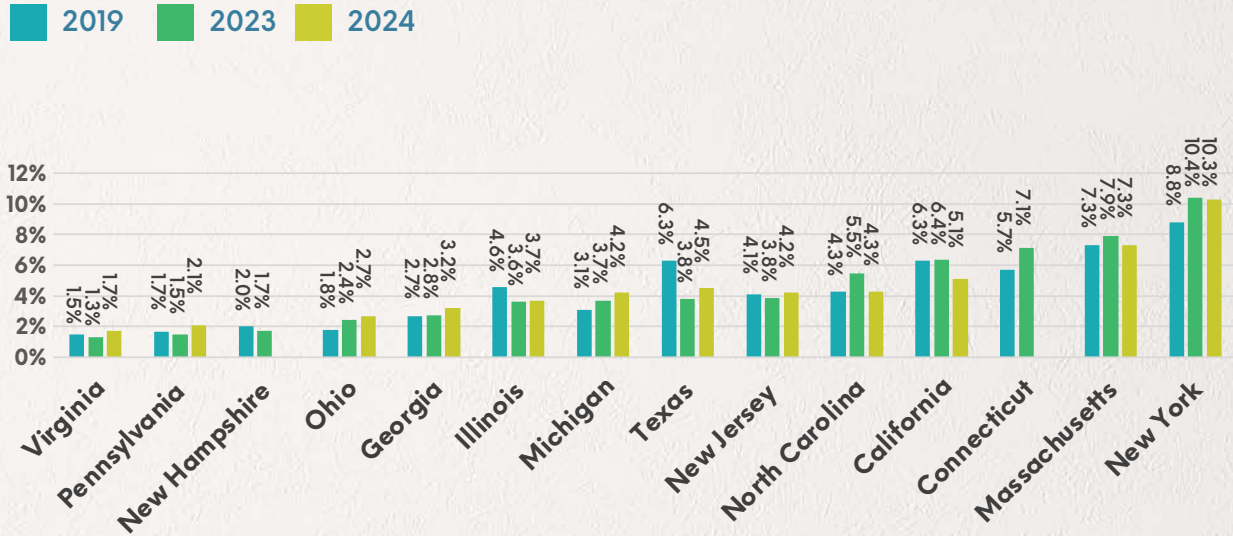
Source: Hotel Performance STR, INC. & Shared Lodging Airdna

L&H Employment



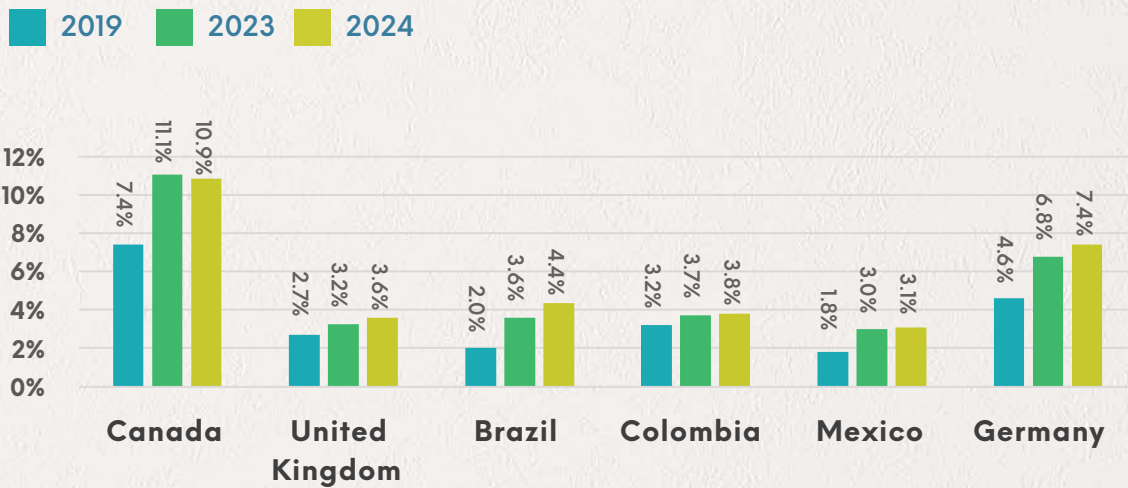
Source: Florida Department of Economic Opportunity

Palm Beaches Share of Florida Visitation



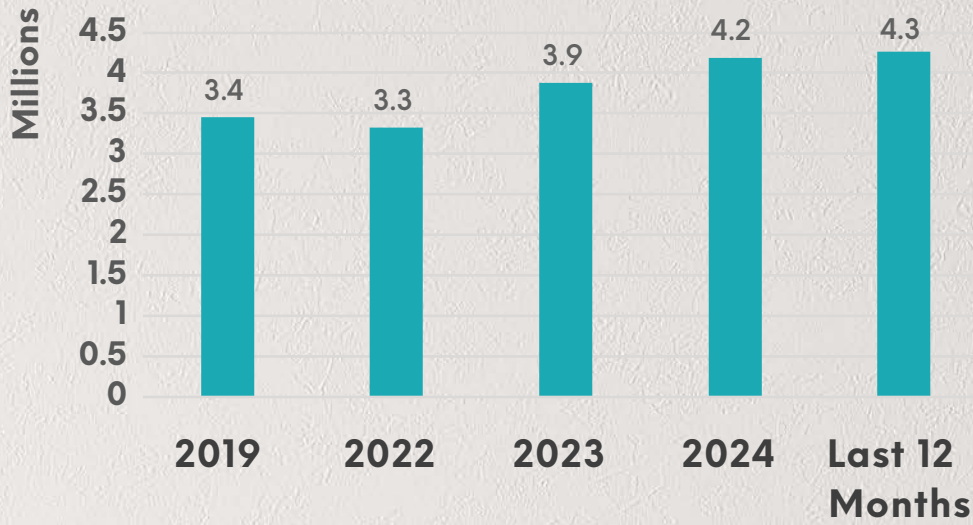
Source: DTPB and Visit Florida

Palm Beaches Share of Florida Visitation



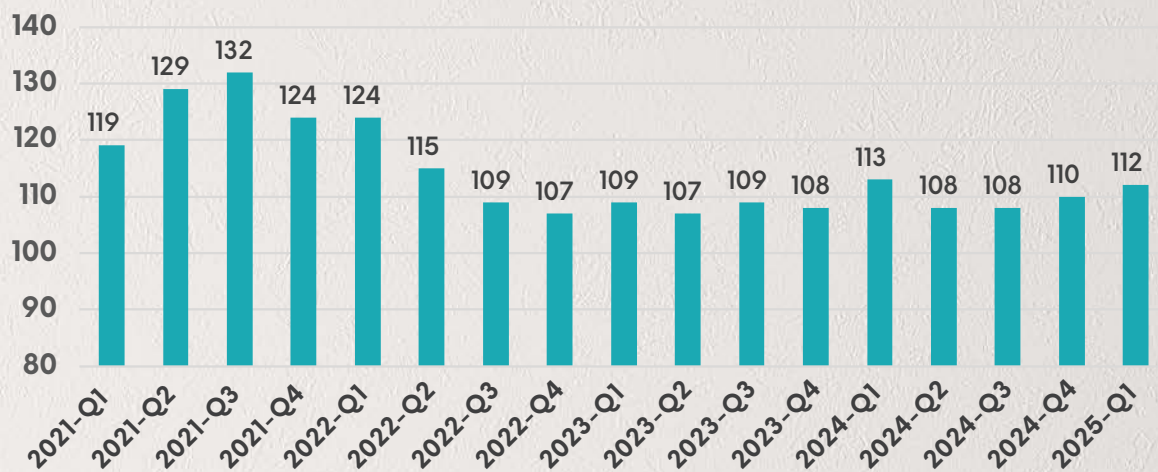
Source: DTPB and Visit Florida

PBI Arrivals



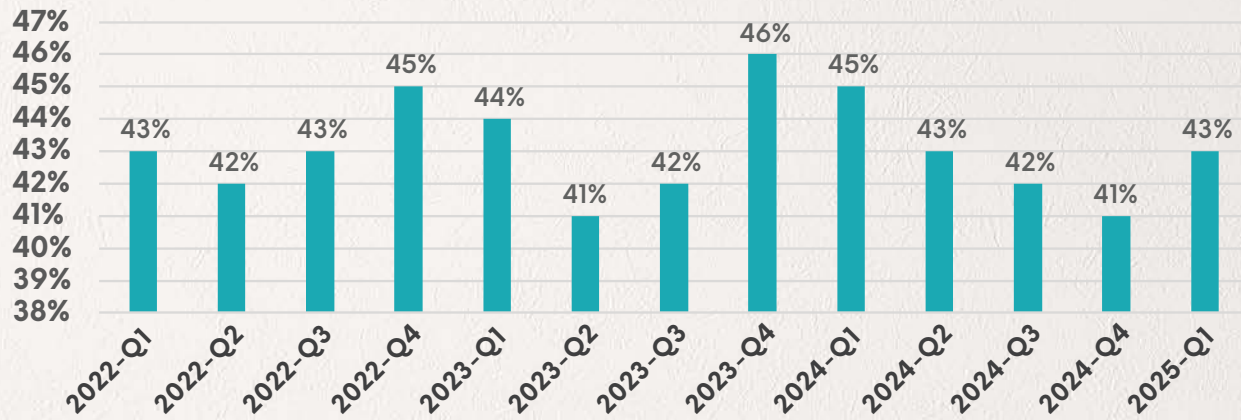
Source: PBI

Travel Sentiment Index



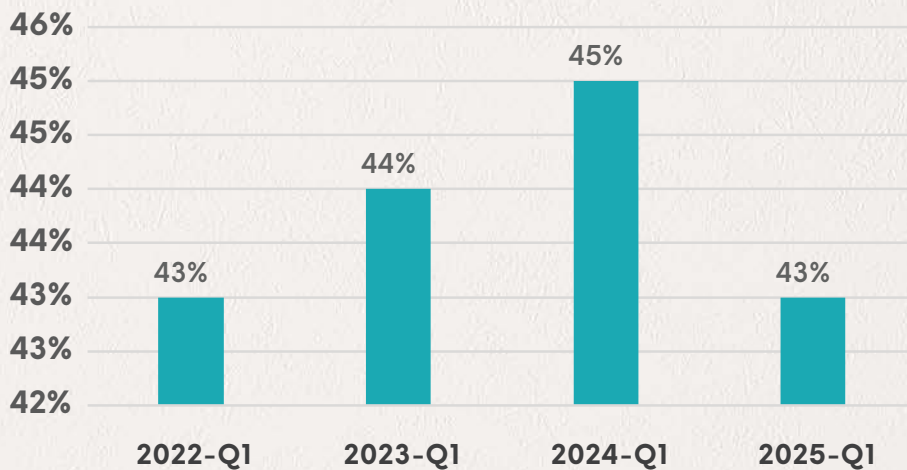
Source:MMGY

Interested in Visiting The Palm Beaches



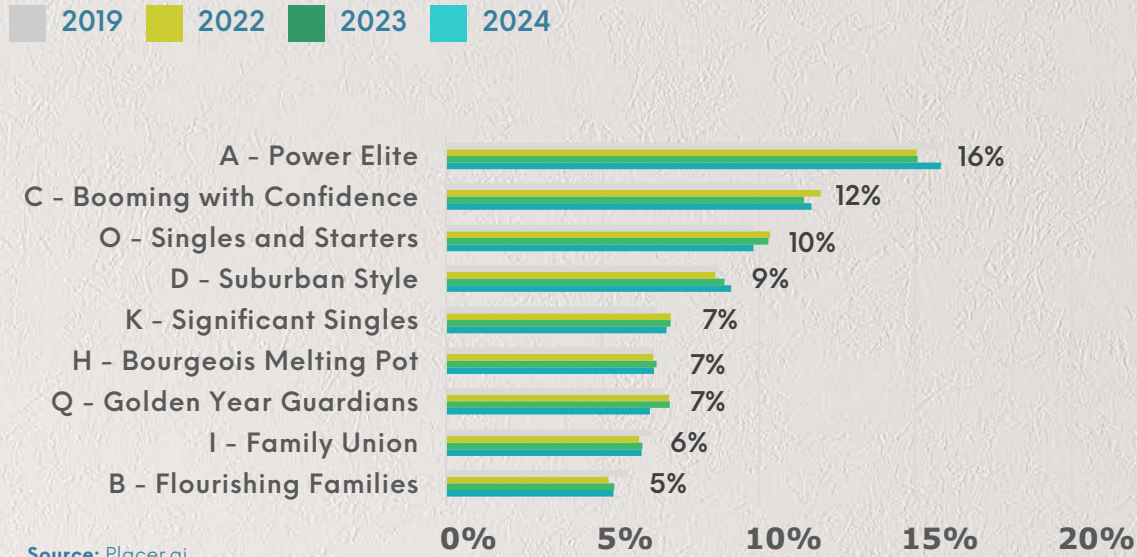
Source: MMGY Portrait of The American Traveler

Interested in Visiting The Palm Beaches



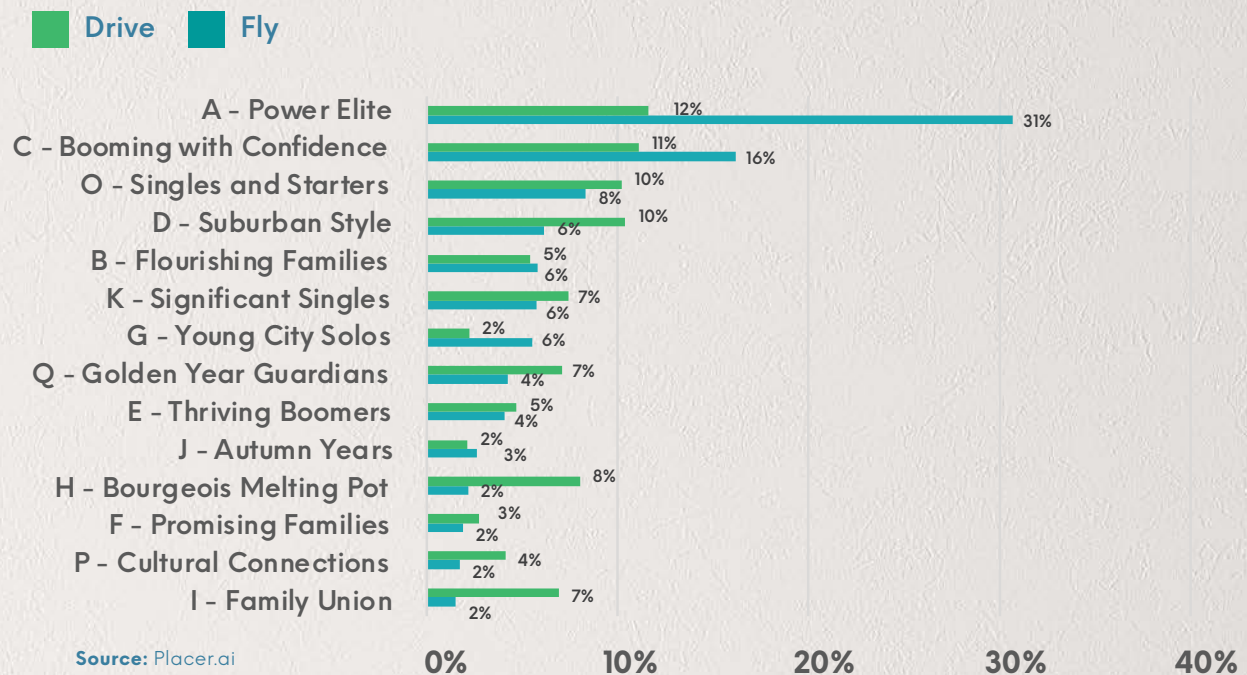
Source: MMGY Portrait of The American Traveler

Experian Mosaic Cluster (All Visitors)



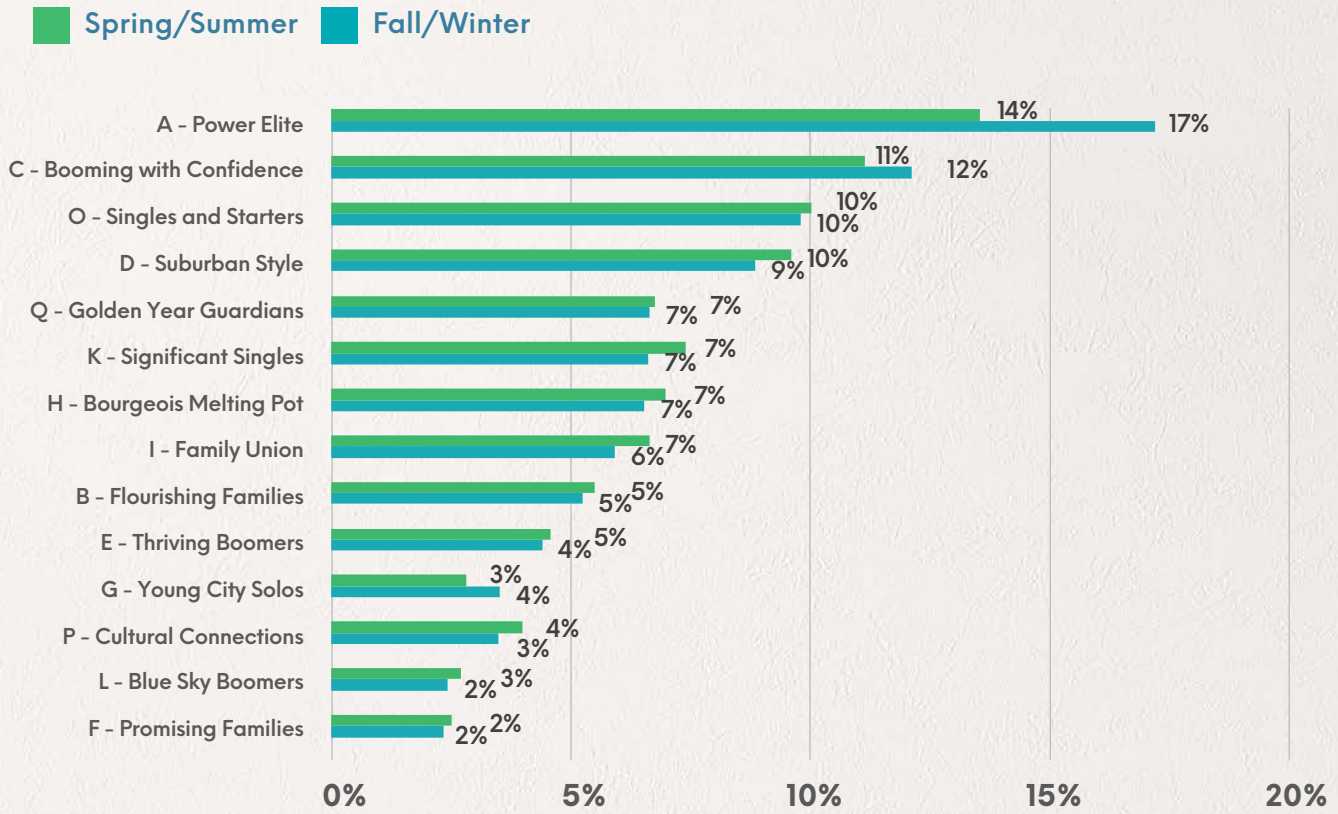
Source: Placer.ai

Experian Mosaic Cluster (Fly vs Drive)



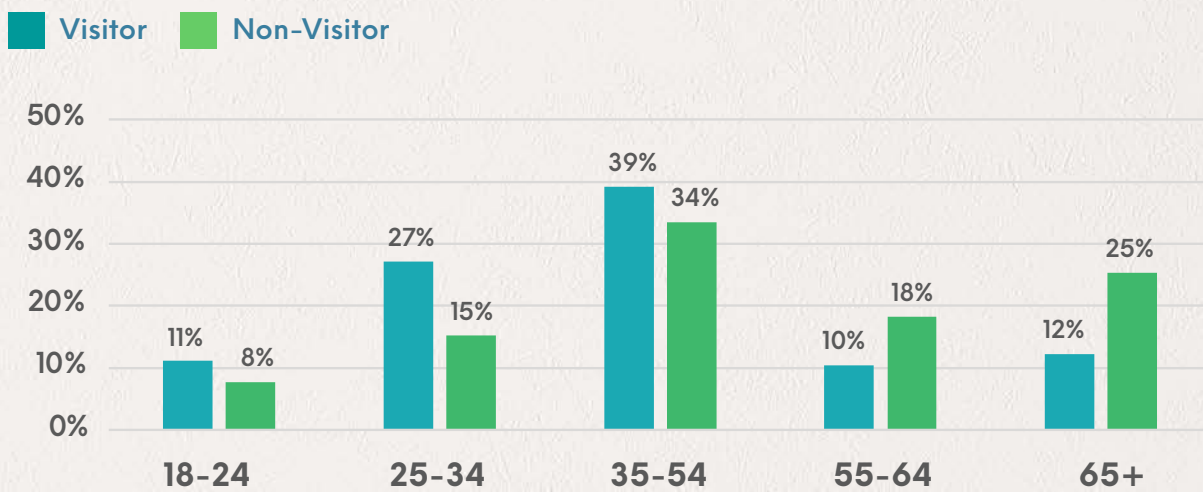
Source: Placer.ai

Experian Mosaic Cluster (Fall/Winter vs. Spring/Summer)



Source: Placer.ai

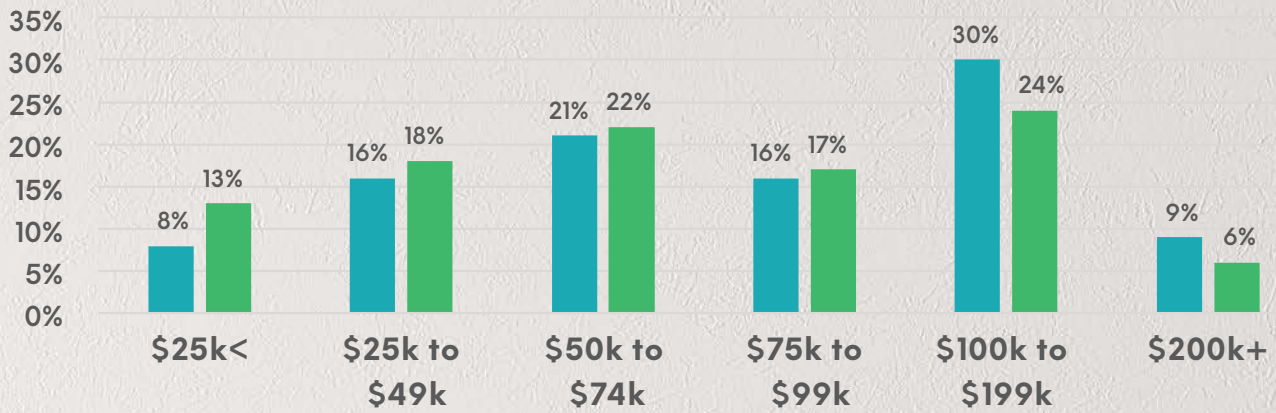
Age



Source: DTPB Brand Tracker; n=1,757 Palm Beaches Visitor and n=3,240 Never Visited Palm Beaches

Income

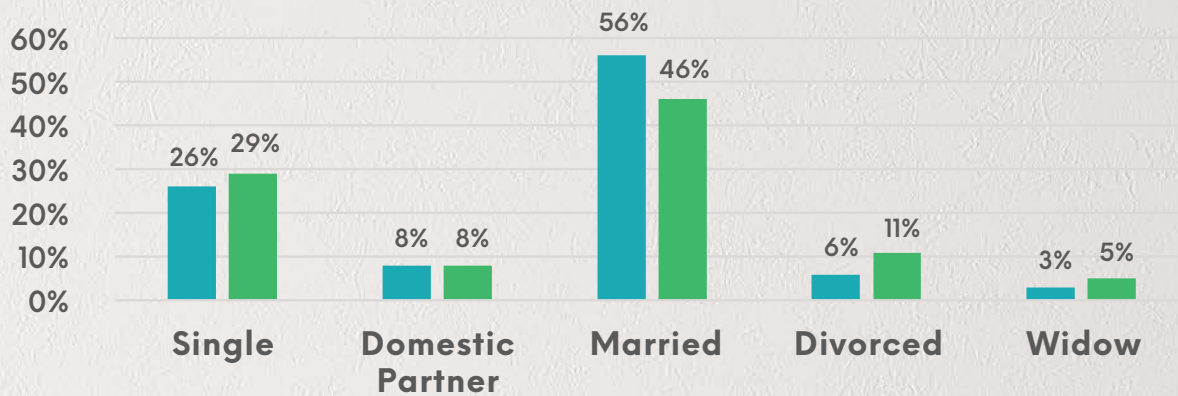
■ Visitor ■ Non-Visitor



Source: DTPB Brand Tracker; n=1,757 Palm Beaches Visitor and n=3,240 Never Visited Palm Beaches

Marital Status

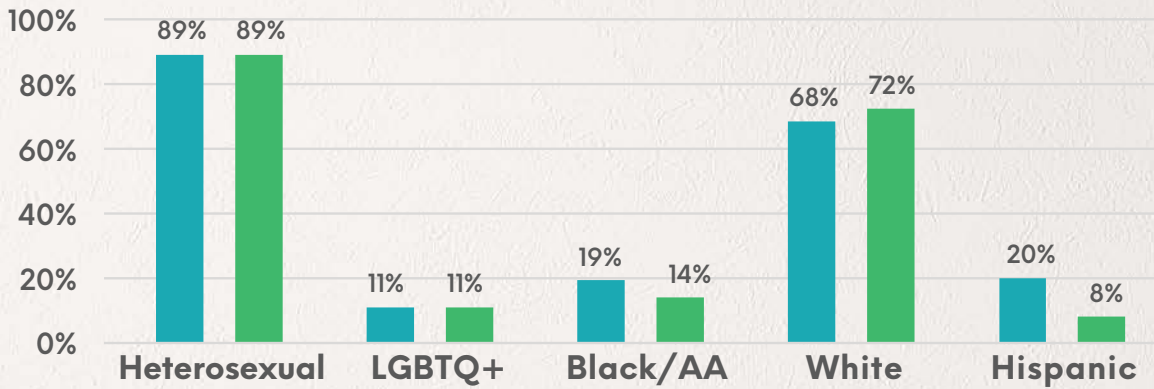
■ Visitor ■ Non-Visitor



Source: DTPB Brand Tracker; n=1,757 Palm Beaches Visitor and n=3,240 Never Visited Palm Beaches

Demographic Composition

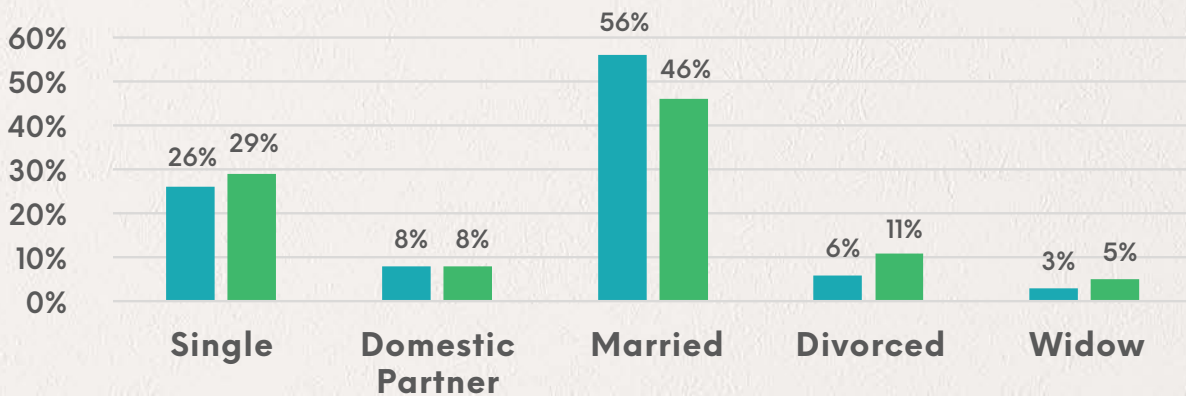
■ Visitor ■ Non-Visitor



Source: DTPB Brand Tracker; n=1,757 Palm Beaches Visitor and n=3,240 Never Visited Palm Beaches

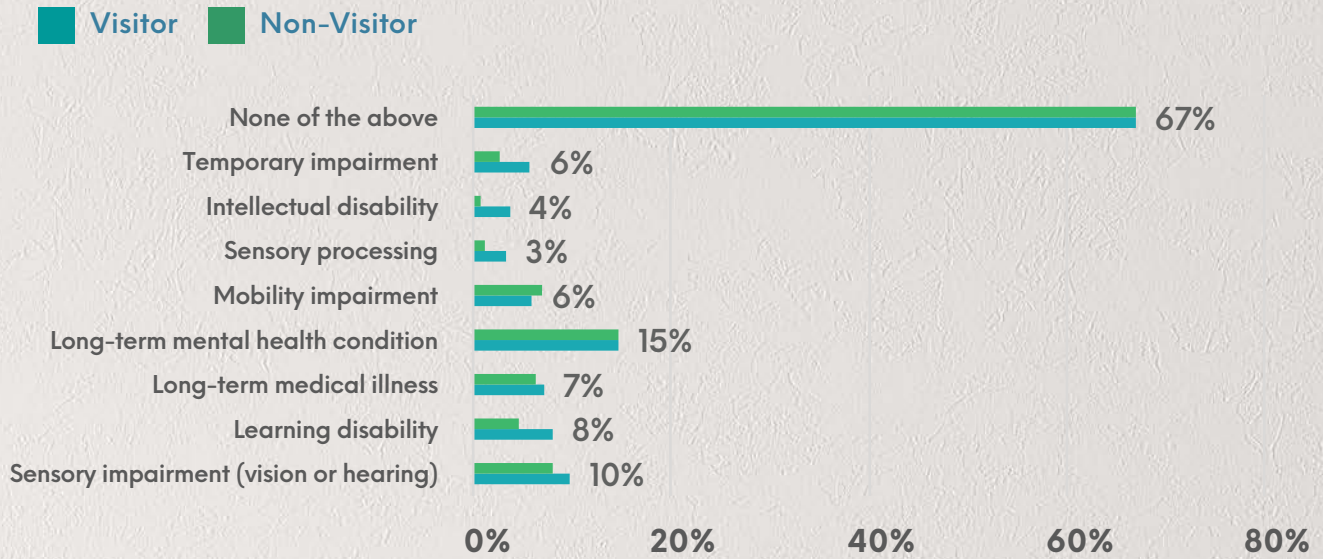
Demographics

■ Visitor ■ Non-Visitor



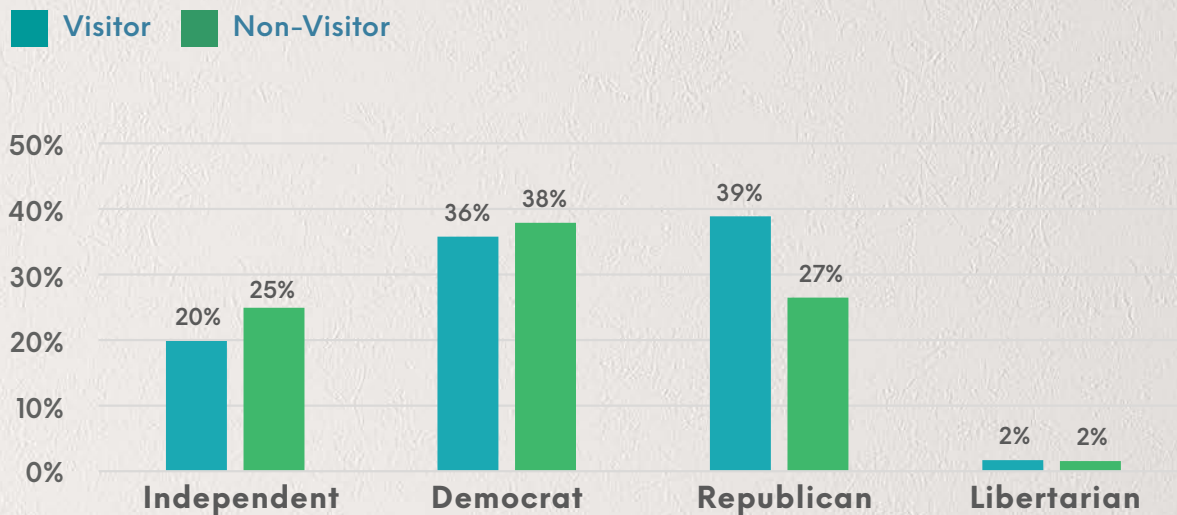
Source: DTPB Brand Tracker; n=1,757 Palm Beaches Visitor and n=3,240 Never Visited Palm Beaches

Ability



Source: DTPB Brand Tracker; n=1,757 Palm Beaches Visitor and n=3,240 Never Visited Palm Beaches

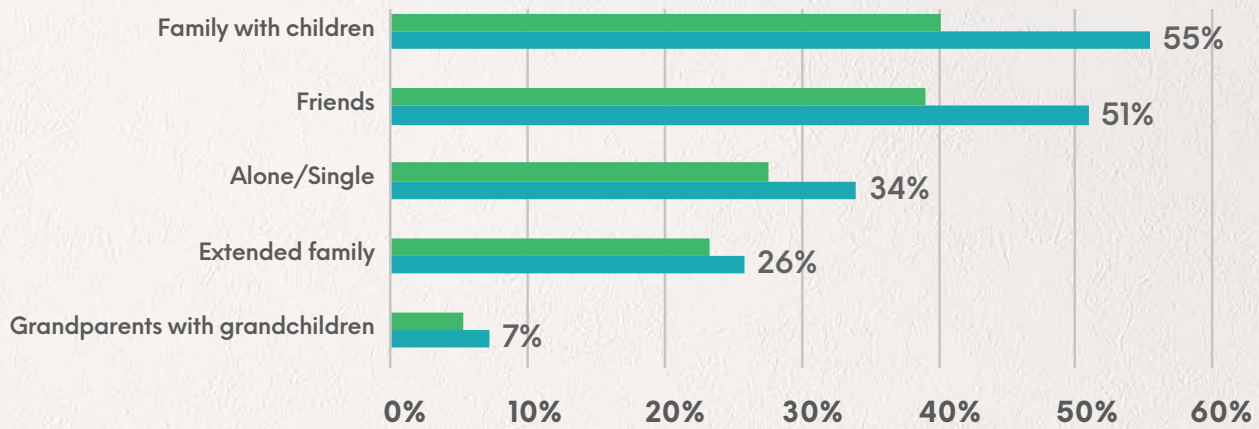
Political Affiliation



Source: DTPB Brand Tracker; n=1,757 Palm Beaches Visitor and n=3,240 Never Visited Palm Beaches

Travel Party

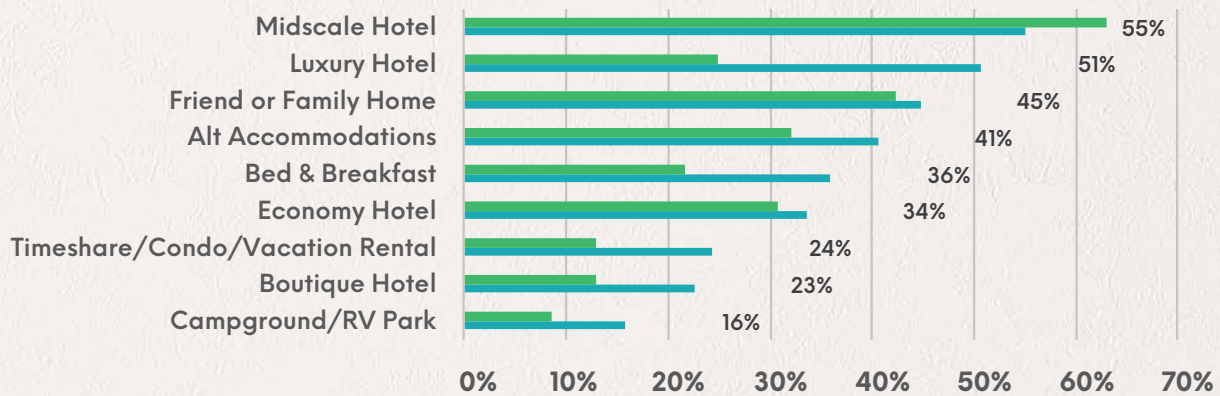
■ Visitor ■ Non-Visitor



Source: DTPB Brand Tracker; n=1,757 Palm Beaches Visitor and n=3,240 Never Visited Palm Beaches
When traveling I typically stay in the following type of accommodations? (Select all that apply)

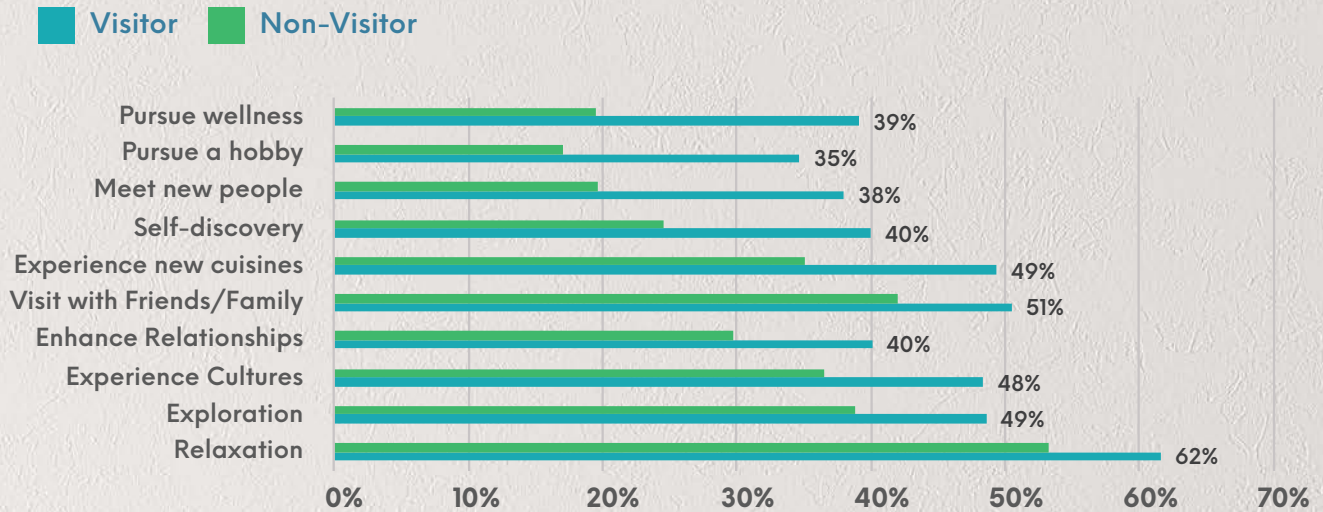
Types of Accommodations

■ Visitor ■ Non-Visitor



Source: DTPB Brand Tracker; n=1,757 Palm Beaches Visitor and n=3,240 Never Visited Palm Beaches
When traveling I typically stay in the following type of accommodations? (Select all that apply)

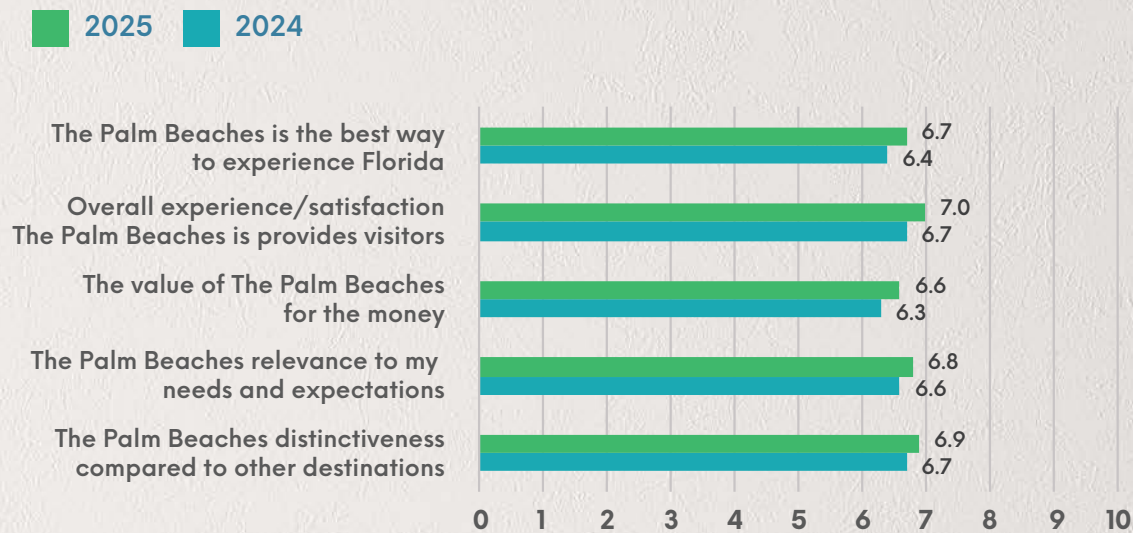
Destination Motivators (Top Box)



Source: DTPB Brand Tracker; 2025 n=4,072, 2024 n=3,533

Please rate how you perceive The Palm Beaches as a vacation experience using a scale from 1 to 10 where 10 means Exceptional and 1 means Poor on the following factors

Destination Perception (Avg. Score)

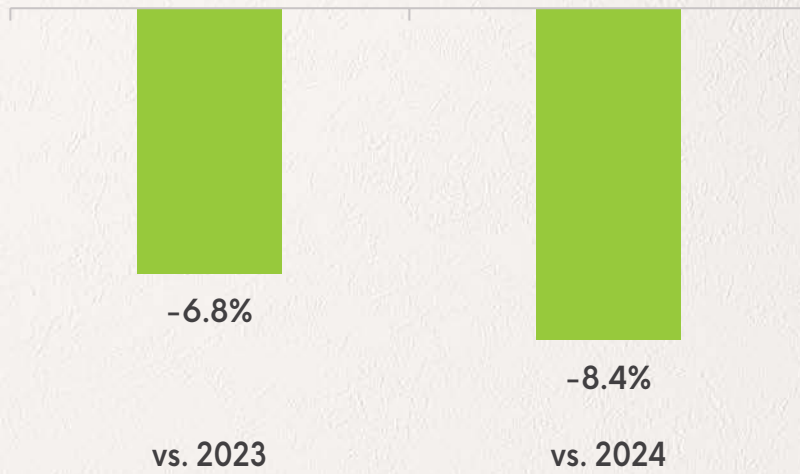


Source: DTPB Brand Tracker; 2025 n=4,072, 2024 n=3,533

Please rate how you perceive The Palm Beaches as a vacation experience using a scale from 1 to 10 where 10 means Exceptional and 1 means Poor on the following factors

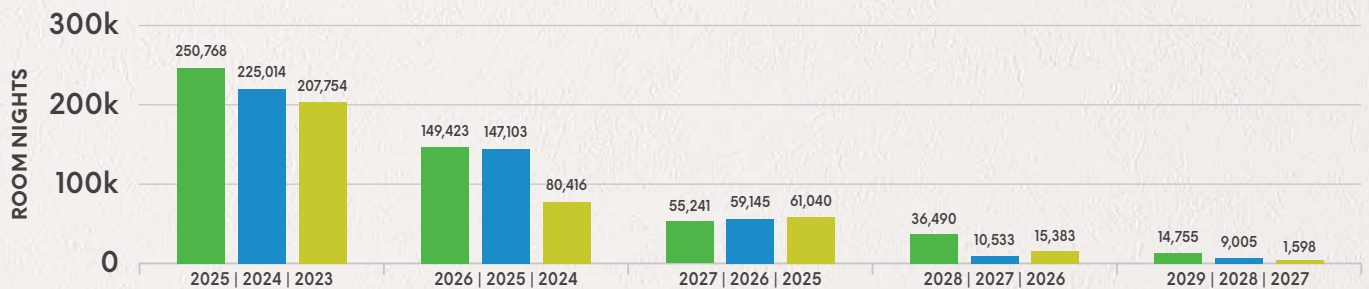
2025 Lead Generation Down 8.4% Year-Over-Year (through May 2025)

■ Number of leads



Room Nights: OTB Vs STLY

■ OTB ■ STLY ■ ST2Y





About Discover The Palm Beaches

DISCOVER THE PALM BEACHES (DTPB) serves as Palm Beach County's official source for travel planning to visitors around the US and internationally. It is a Destinations International accredited private non-profit corporation that delivers professional destination marketing services for Palm Beach County through the application of a wide range of marketing, sales, product development and community engagement strategies as established in a multi-year contract with the Board of County Commissioners. This contract is approved, endorsed, and monitored by the Tourism Development Council. Its activities and strategies are anchored on Destinations International platforms such as the Destination Marketing Accreditation Program (DMAP) and DestinationNEXT. It is funded through a portion of the tourism development taxes (TDT) collected by the hotels and other accommodations and hospitality partner support and cooperative programs.

Palm Beach County's Tourism industry delivers \$7.3 billion in direct visitor spending which generated over \$10.5 billion in total economic impact in 2024. Almost \$500 Million in state and local taxes are generated from tourism. Without this revenue, each household would need to pay an additional \$900 in taxes annually. In addition, almost 90,000 jobs, one in every ten households, are supported by tourism, generating \$2.4 billion in personal income for residents of Palm Beach County.

As the official tourism marketing organization charged with promoting Palm Beach County as a leisure travel and meetings destination, Discover The Palm Beaches plans and executes strategies in sales, marketing, research, visitor services, product development and industry relations. The goal is to deliver the right message, through the right medium, to the right audience, at the right time, to maximize brand awareness that inspires visitation to Palm Beach County on a year-round basis. Key strategies focus on visitor acquisition, protecting and developing the brand, community engagement and enhancing market share. DTPB pursues cooperative and collaborative strategies with other

TDC funded entities (Cultural Council, Film and TV Commission, Sports Commission, Environmental Resources Management, and the Palm Beach County Convention Center) as well as the Business Development Board, Chambers of Commerce, and other leading organizations to promote broad alignment and synergies in messaging, overall market reach and economic development.

This Tourism Business Plan is the roadmap that guides DTPB's efforts for the 2026 fiscal year. The plan has been developed by DTPB staff based on research about relevant industry and consumer trends, as well as input and insights from key industry stakeholders, Flagler Business Advisory Board, The Portrait of American Travel Report, Brand USA, US Travel Association, Destinations International, state tourism trends, other industry surveys and the Board of Directors, among others.

DTPB must prioritize its resources to focus only on programs that maximize impact and create value for travelers and industry partners/stakeholders while working collaboratively with cities and county leaders to grow the tourism product. Hence, its efforts center on three pillars:

- *Co-Op*

DISCOVER THE PALM BEACHES has evolved into a cooperative marketing company. DISCOVER THE PALM BEACHES creates co-op programs that allow stakeholders, cities, and partners to leverage the momentum of DISCOVER THE PALM BEACHES' investment for their own marketing efforts in ways that create significant impact for the County's tourism success.

- *Brand*

DISCOVER THE PALM BEACHES is committed to creating, curating, and distributing authentic Palm Beach County content that inspires travel to The Palm Beaches. DISCOVER THE PALM BEACHES will deliver the most relevant content to the right audience at the optimum time on the platform of their choice. The evolution of the destination's brand identity and the benefits of creating a common visual brand architecture with other TDC agencies and key county organizations continues to be a key responsibility and goal of DTPB.

- *Strategic Marketing Agencies/Alliances*

DISCOVER THE PALM BEACHES counts on the expertise of a first-class team of marketing agencies to help enhance and expand The Palm Beaches brand. These advertising, public relations, digital development, international and domestic representation firms, and publishing partners bring substantial resources and expertise to execute the Destination Marketing Plan. Strategic partnerships and alliances with entities such as Brand USA, Visit Florida, ASAE, PCMA, IAEE, IRF, Helms Briscoe, Conference Direct, BDB, Chambers of Commerce, Brightline, NFL, and other TDC agencies enable DISCOVER THE PALM BEACHES to implement marketing initiatives with a scale and impact not otherwise possible.





FY 2026 Organizational Objectives

- Grow Annual Visitation to **10.5 Million** in 2026
- Sell More Than **4.9 Million** Hotel Room Nights and **2 Million** Shared Lodging Room Nights
- Attribute At Least **40%** of DTPB Efforts to Hotel Room Nights
- Increase Hotel RevPar to **\$176**
- Generate More Than **\$7.5 Billion** in Visitor Spending, Generating More Than **\$10.9 Billion** In Economic Impact
- Support **100,000** Leisure & Hospitality Jobs
- Maintain Share of **5.1%** of Hotel Room Night Revenue in Florida
- Maintain Overall Resident Sentiment to **75%**, While Growing Sentiment in Target Cities
- Increase Visitation from Targeted Segments To **15%**
- Increase the Group Room Night Contribution of Total Occupancy from **20%**
- Grow Economic Impact of Events to **\$240 Million**

FY 2026 TDC Performance Measures

Marketing

- Consumer and Travel Industry Database Increase to **510,000** Records
- Generate **6.2 Million** Website Users
- Generate **8.5 Million** Social Engagements
- Generate **1.35 Billion** Advertising Impressions
- Generate **300 Million** Earned Media Impressions

Sales

- Book **230,000** DTPB only room nights (Hotel Meetings Leads)
- Generate **55,000** Group Level Booked Room Nights Convention Center Shared
- Generate **42,000** Group Level Actual FY Room Nights for Convention Center Shared
- Generate **100** participants in Destination Reviews
- Generate **100** Destination Site participants



Discover The Palm Beaches Board of Directors 2025-2026

EXECUTIVE COMMITTEE

CHAIRMAN

Peter C. Yesawich
Co-Founder, MMGY Global

VICE CHAIRMAN

Mohamed Elbanna,
Executive Vice President
Global Operations
Auberge Resorts Collection

SECRETARY/TREASURER

Jack Lighton
Executive Director
4Ocean Foundation

Troy McLellan
President & CEO
Greater Boca Raton Chamber of Commerce

Bernardo Neto
General Manager
The Ben West Palm Beach

IMMEDIATE PAST CHAIR

Jason Emmett
Owner, 2Ton
President, Shula's Restaurants

INDUSTRY MEMBERS

Jennifer Berthiaume,
Principal Chief Executive Officer
Berthiaume Consulting Group

Diane Quinn
CEO
The Raymond F. Kravis Center
for the Performing Arts

Dr. Peter Ricci
Director
Hospitality Management
Florida Atlantic University

Ron Wichowski
Senior Vice President of Operations and Food & Beverage
Southeast Region Dimension Development

COMMUNITY MEMBERS

Erica Kasel
Chief Marketing Officer
Radence

Andrew George
SVP Live Event Experience & Operations
TMRW Sports

Emily Snyder
Director of International Sales
The Boca Raton

Mary Lou Bedford
President and CEO
Central Palm Beach County Chamber

Noel Martinez
President and CEO
Palm Beach North Chamber of Commerce

Rick Rose
Proprietor
Palm Beach Vacation Rentals

EX-OFFICIO MEMBERS

Alyssa Freeman
Executive Director
Marine Industries Association of Palm Beach County

Alex O'Connor
Vice President Development
Related Ross

Bruce Seigel
General Manager
The Colony Palm Beach

Michael Stone
President
Wellington International

TDC LIASON

Jim Mostad
Senior Vice President – Sales
The Breakers



TOURIST DEVELOPMENT COUNCIL
BOARD OF DIRECTORS
2025

CHAIR

Mayor Maria G. Marino

Palm Beach County Commissioner District 1

VICE CHAIR

Jim Mostad, Senior Vice President – Sales

The Breakers

BOARD MEMBERS

Commissioner Christina Lambert

City of West Palm Beach

Daniel Hostettler,

President & Chief Executive Officer

The Boca Raton

Davicka Nicole Thompson,

Consultant - Communications and Strategy

Thompson Creative Collective

Donald P. Dufresne, Esq.

Becker & Poliakoff

Elena Peroulakis, Director of Sales & Marketing

The Ben West Palm Beach

Mabel Melton

Gryphon Partners, Inc.

Deputy Vice Mayor Rob Long

City of Delray Beach

STAFF

Emanuel Perry, Executive Director

Tourist Development Council



PALM BEACH COUNTY
BOARD OF COUNTY
COMMISSIONERS

MAYOR

Maria Marino – District 1

VICE MAYOR

Sara Baxter – District 6

COMMISSIONERS

Gregg K. Weiss – District 2

Joel G. Flores – District 3

Marci Woodward – District 4

Maria Sachs – District 5

Bobby Powell Jr. – District 7

COUNTY ADMINISTRATION

Joseph Abruzzo - County Administrator

Todd J. Bonlarron – Chief Deputy County Administrator

Tom Nadler – Deputy County Administrator

Tammy Fields – Deputy County Administrator

Patrick W. Rutter – Deputy County Administrator

Tracy Ellison - Deputy County Administrator



DISCOVER THE PALM BEACHES STAFF

EXECUTIVE

Milton Segarra – *President & CEO*

Kricket Marion – *Senior Executive Assistant to the President & CEO*

BUSINESS INTELLIGENCE

Gustav Weibull – *Senior Vice President, Intelligence, Strategy & Destination Development*

FINANCE & HUMAN RESOURCES

Evan Lomrantz - *Chief Financial Officer*

HUMAN RESOURCES

Yacell Taveras – *Director, Human Resources*

FINANCE

Christopher Trappy – *Staff Accountant*

Victoria Powell – *Senior Accounting Specialist*

Karol Calderon – *Senior Accounting Specialist*

DESTINATION STEWARDSHIP & CIVIC ENGAGEMENT

Heather Andrews - *Vice President, Destination Stewardship & Civic Engagement*

Sergio Piedra – *Senior Director, Intergovernmental Affairs*

Mary Brown – *Account Executive, Destination Stewardship & Civic Engagement*

Chifaa Ghouli – *Account Executive, Destination Stewardship & Civic Engagement*

Susan Chou - *Specialist, Partnership Development*

Amanda Ibarra – *Specialist, Destination Stewardship & Civic Engagement*

MARKETING

Erika Constantine – *Senior Vice President, Marketing*

INTEGRATED BRAND MARKETING

Christine DeMichael – *Director, Integrated Marketing*

Mike Reinhardt - *Creative Director*

Elaine Shuster – *Marketing Manager, Domestic Leisure Media & Co-Op*

Cristina Segal - *Marketing Manager, Sales & International*

Kaitlyn Headrick – *Senior Marketing Specialist*

Ailin Velazquez Zacarias – *Administrative Coordinator*

PUBLIC RELATIONS & COMMUNICATIONS

Angela Cruz Ledford - *Director, Public Relations & Communications*

Veronica Arrieta Parente – *Senior Manager, International Public Relations*

Megan Mileusnic – *Manager, Public Relations*

Michele Anapol – *Manager, Communications*

DIGITAL & MARKETING TECHNOLOGY

Bryan Glynn – *Associate Vice President, Digital & Marketing Technology*

Nicholas Manzino – *Manager, Digital Campaigns*

Jireh De La Cruz – *Senior Specialist, Destination Technology*

SOCIAL MEDIA & CONTENT

Beril Gutierrez - *Director, Social Media & Content*

Julie Bicknell – *Social Media Specialist*

Jenna Ceres – *Social Media Specialist*

Jessica Pierce – *Content Creator*

Nicholas Cappiello – *Social Videographer*



DISCOVER THE PALM BEACHES STAFF

SALES

Kelly Cavers – *Chief Sales Officer*

GROUP SALES

Robin Prakash – *Vice President, Group Sales*

Dori Jensen - *Senior Director,
Meeting & Convention Sales Mid-Atlantic*

Peggy Murray Hagaman - *Director,
Meetings & Convention Sales Midwest*

Shanon Villeneuve - *Director,
Meetings & Convention Sales Mid-West/West*

Brandon Hall – *Director,
Meetings & Convention Sales Florida*

Tamara Haynie - *Director,
Meeting & Convention Sales Northeast & Canada*

Linsey Barrett – *Senior Manager,
Meeting & Convention Sales*

Maxine Jemison – *Senior Manager,
Specialty Markets*

Sharon Persaud – *Senior Manager Industry
Relations, Group Sales*

Sebestina Jenkins – *Senior Account Executive,
Group Sales*

Melissa Siegler – *Account Executive,
Group Sales*

Natalie Dagher – *Sales Specialist*

DESTINATION SERVICES

Aly Fernandez - *Associate Vice President,
Destination Services*

Yvonne Williams - *Director,
Destination Services*

Tiffany Mazer – *Senior Manager,
Destination Services*

Jessica Lettsome – *Senior Manager,
Destination Services*

**LEISURE & TRAVEL TRADE SALES
DOMESTIC AND INTERNATIONAL**

Erick Garnica – *Vice President, Leisure Sales*

Beatriz Carcamo – *Leisure Sales Manager*

