



TALKING POINTS

CREATED BY DISCOVER THE PALM BEACHES

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ABOUT US & DRIVING THE TOURISM ECONOMY

- Discover The Palm Beaches (DTPB) serves as Palm Beach County’s travel planning resource for domestic and international visitors. It’s the official destination marketing organization (DMO) charged with promoting every city and community in Palm Beach County as a leisure travel, business, and convention destination. Discover The Palm Beaches produces initiatives in a broad range of areas including sales, marketing, research, visitor services, and tourism industry relations.
- Discover The Palm Beaches is a private non-profit corporation funded by the collection of a “bed tax/TDT” paid by guests for short-term stays in Palm Beach County hotels and shared lodging.
- The goal is to deliver the right message through the right medium to the right audience at the right time to increase visitation and economic impact in Palm Beach County: transforming the visitors’ experience through integrating revolutionary marketing technology. Positioning The Palm Beaches as one of Florida’s premier tourism destinations and growing the local tourism economy.
- DTPB also advocates for smart tourism infrastructure development for future needs to attract more visitors and increase TDT and state sales tax revenue.

- By increasing the economic impact of visitors, DTPB plays an important role expanding job opportunities for local people, reducing the local tax burden as visitors pay sales taxes or fees.
- Tourism is Palm Beach County’s second-largest economic engine. It generates an annual impact of approximately \$10 billion in the local economy, produces \$84 million in TDT revenue and lodging sales of approximately \$1.3 billion, and supports more than 85,000 jobs. Altogether in 2023, Palm Beach County welcomed 9.5 million visitors – a record total.
- Destination promotion is a shared value in the Palm Beach County community. Tourism brings opportunities and helps create an excellent quality of life. A strong tourism brand, supported by stakeholders and residents, attracts people to visit, who then return to invest everywhere in the community.
- Together with local government and other partners, DTPB achieved greater relevance than simply bringing visitors to beaches. DTPB efforts support future economic investment and provide job opportunities for the most important people DTPB works for - local residents.

GOVERNANCE STRUCTURE, OVERSIGHT, CORE FUNCTIONS

- DTPB’s President/CEO and staff, report to a 25 Member Board/7 appointed by Palm Beach County Board of County Commissioners.
- Palm Beach County Tourist Development Council (TDC) is a department within Palm Beach County government. The TDC is made up of an executive director and an advisory council appointed by the Palm Beach County Board of County Commissioners. The TDC is bound by State and County laws, ordinances, and procedures governing the TDC members and their activities, as well as procedures for reviewing expenditures of TDT revenues.
- DTPB develops an Annual Marketing and Business Plan with a supportive budget (approximately 30% of annual TDT revenue). The plan must be presented first to the DTPB Board of Directors for approval, afterwards it must be presented and approved by the full TDC advisory board. Along way in this process, there are modifications and changes to make sure the plan conforms to budget outlays from Palm Beach County government. The plan may be amended from time to time with approval in through the same process.

- The Annual Marketing and Business Plan must contain information on supporting all tourism regions, cities, and communities throughout Palm Beach County, plus the Convention Center, hotels, attractions, and other tourism partners.
- **MARKETING** - Defined as a DMO, DTPB's foundation is its marketing efforts on behalf of The Palm Beaches. The greater Marketing team is composed of professionals in the areas of Brand Marketing, Public Relations, Digital, Social Media and Marketing Technology, all of which work together to deliver a unified and consistent message across various channels to key markets. In 2023, the combined efforts of the DTPB Marketing team accrued more than 3.8 billion impressions through marketing campaigns and strategic partnerships.
- **GROUPS & MEETINGS** - Accounting for approximately 20% of total annual room nights, group business is an essential market for The Palm Beaches. The Marketing team promotes the destination to audiences such as meeting planners and corporate leadership, while the Sales team works directly with organizations to secure their business and ensure their conferences, conventions, retreats, and other events are successful and unforgettable.
- **LEISURE SALES** – The Leisure Sales team educates travel agents and advisors across the globe on the value of The Palm Beaches as a leisure destination. Multiple times each year, travel agents from around the world are hosted in the destination for familiarization trips, which serve to position The Palm Beaches as a top travel recommendation among the packages offered by travel planners. Additionally, DTPB's Leisure Sales professionals travel to key domestic and international markets to ensure The Palm Beaches are represented at industry events and trade shows.
- **COMMUNITY ENGAGEMENT** - Tourism should benefit the local residents and their businesses, and this sentiment is the cornerstone of the Community Engagement function of DTPB. The Community Engagement teams offers marketing and advertising opportunities, networking events, education on the destination and partnership benefits to county attractions, venues, hotels, and more. Additionally, the Community Engagement team promotes the importance of tourism and hospitality through the community via educational events and job fairs, ensuring The Palm Beaches retain a service-focused and welcoming workforce in the tourism industry.
- **ANNUAL AND MONTHLY REVIEW** - TDC conducts an annual evaluation of DTPB performance of its duties set out by agreed to yearly metrics. DTPB updates the TDC on progress with a detailed monthly report.

AUDITING AND BUDGET REVIEW

- Each year, in accordance with Palm Beach County government’s schedule, DTPB prepares and presents a line-item budget; DTPB must follow and comply with the existing County budget process or such other procedures.
- Additionally, DTPB presents on a monthly and annual basis details on operating expenses, administrative, marketing, advertising, and promotion expenses.
- All DTPB expenses must be available for review and audit upon County’s request.
- All expenses must be audited by the TDC and the Palm Beach County Clerk & Comptroller. Expenses are reviewed for proper documentation, backup materials, and reasons why they happened.
- The TDC and Clerk & Comptroller maintain an audit and review process for all travel and entertainment expenses.
- DTPB maintains Audit/Role of Audit & Finance/Budget Standing Committees.
- The Audit Committee ensures DTPB has an independent audit of financial statements conducted annually by a qualified independent auditor/firm in accordance with generally accepted accounting principles. The auditor and the Chair of DTPB Board present the audit including the management letter to the TDC's Finance Committee. Upon review by the Finance Committee and the county’s Internal Auditor, the Audit shall be presented to the Tourist Development Council. In the event the Finance Committee determines that any matters relating to its review of the Audit require consideration by the TDC, DTPB auditor and Board Chair is required to attend the TDC meeting at which the Audit will be considered.

DESTINATIONS INTERNATIONAL ACCREDITATION

- DTPB is fully accredited by Destinations International (DI). It’s the world's largest and most reliable resource for destination organizations. DI educates, equips, and empowers our members to grow the success of their destinations and to excel professionally. Membership grants access to a wealth of important industry resources, access to educational opportunities and exclusive benefits.
- To become accredited, a destination organization must demonstrate compliance with more than 100 performance standards. Accreditation standards are set by an independent panel of industry veterans representing a diverse selection of destination organizations. Standards are regularly revisited and revised to reflect the

evolution of best practices in our industry. The accreditation standards include 20 optional Aspirational Standards. These are standards which are not necessarily established as best practices in the industry, but which are quickly becoming the norm. It is the expectation that Aspirational Standards will become required standards at some point in the future. The applicant does not need to meet these standards to become accredited.

- To become Accredited with Distinction, an organization must meet three criteria: Meet all 100+ accreditation standards with no standards marked “Compliant with Opportunity for Improvement.” Have at least one standard where the applicant is marked “Compliant Exemplary”, meaning the documentation submitted is truly outstanding and could be used to set the bar for the industry at large. Meet at least 10 of the 20 Aspirational Standards.