



CSL

PALM BEACH COUNTY MASTER PLAN

**DESTINATION BRANDING,
MARKETING, & MESSAGING
ASSESSMENT**

DECEMBER 2024



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SECTION ONE

**PURPOSE, USAGE,
AND DEFINITIONS**



PURPOSE

This document reviews the current marketing and brand efforts for Palm Beach County tourism marketing of the TDC and partner agencies. The document doesn't replace any existing plans or campaigns but gives strategic commentary and recommendations based on mid-term and long-term strategies. The findings in the document can help illuminate overlapping or incongruous brand and marketing efforts which may be causing inefficient spending, inconsistent messaging, brand confusion, or unoptimized promotional efforts. Conversely, it can bring to light areas of focus, success, and points of differentiation that agencies and committees could find useful in future campaigns.

HOW TO USE THE REPORT

This report will be used by the Palm Beach Tourism Master Plan teams as an input into creating and defining marketable products that are optimized around strategic goals, campaign effectiveness, brand clarity, and distinct audience value propositions. The report also provides actionable steps that can be taken in the short-term to increase marketing effectiveness while the Tourism Master Plan is in development and in the coming years as the results of the Plan are implemented.

RECOMMENDATIONS

Various recommendations in the areas of brand, marketing, engagement, and alignment are suggested along with primary concerns of each. The summary recommendation section lists short-to-long-term efforts that should be considered to enable marketing and brand optimization in the coming decades.

DEFINITIONS

This document uses multiple ways to discuss and analyze elements of branding and marketing. These definitions are offered for clarity and consistency.

Brand

The overall perception, reputation, and emotional connection that people have with a company, product, destination, or service.

Branding

The process of shaping and managing a brand's identity, including its values, messaging, and visitor experience.

Brand Positioning

How a brand differentiates itself in the market and is perceived relative to competitors.

Brand Promise

The commitment or value a brand guarantees to deliver to its customers.

Copy

Written text used in marketing or branding materials to convey a brand's message, persuade, or inform.

Logo

A symbol, icon, or design that visually represents a brand.

Logo Lock Up / Lock Up

The specific arrangement and spatial relationship of a brand's visual elements. Also used when multiple logos are used in relation to each other in advertising.

Logo-Mark

The graphic or symbol part of a logo, separate from any text.

Marketing

The activities and strategies used to promote a brand, product, destination, or service to attract and retain visitors.

Messaging

The core communication strategy that conveys a brand's value, benefits, and personality to its audience.

Visual Identity

The visual elements of a brand, including logos, colors, typography, and design that create a recognizable look.

Word-Mark

A logo that is composed only of stylized text or typography or the text portion of a logo-mark.



SECTION TWO

EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

Palm Beach County stands as a shining example of a destination with diverse offerings, cultural richness, and a legacy of hospitality. Building on these strengths, aligning marketing initiatives, and fostering integration across partner agencies will help secure the position as a premier travel destination for decades to come. The recommendations in this report are designed to help the county remain competitive in the evolving travel environment. By embracing these strategies, the county can amplify its reputation, maximize ROI, and ensure its relevance to modern travelers.

Complete recommendations and rationale are detailed in each section's analysis. Based on research, stakeholder insights, and industry best practices, the following are a sample of recommendations proposed for consideration in the Tourism Master Plan:

- Develop a cohesive, unified tourism brand and visual identity across all TDC partner agencies. This includes an evolved logo-mark aligned with modern trends and digital experiences.
- Evolve brand positioning to reflect a redefined, inclusive luxury and experiential travel ethos that respects legacy while welcoming a new generation of visitors and residents.
- Establish a unified tourism vision while crafting complementary missions for each TDC partner agency.
- Improve short-term website SEO and address technical issues to boost performance while pursuing longer-term user experience and platform improvements.
- Set annual TDC and partner agency goals with agreed-upon KPIs per agency, ensuring accountability aligns with impact.
- Add dedicated marketing roles focused on culinary, eco-tourism, family travel, and accessibility.
- Evaluate and evolve target audience segmentation to a psychographic plus demographic approach, create unified personas, and align targets across TDC partner agencies.

Implementing the recommendations in this plan into the Tourism Master Plan can help solidify Palm Beach County's position as a forward-thinking, inclusive, and aspirational destination. These strategic actions can build upon recent success in a rapidly evolving travel landscape for one of the world's best destinations.



SECTION THREE

**CURRENT MARKET,
EMERGING TRENDS,
CURRENT EVENTS,
AND RISKS**



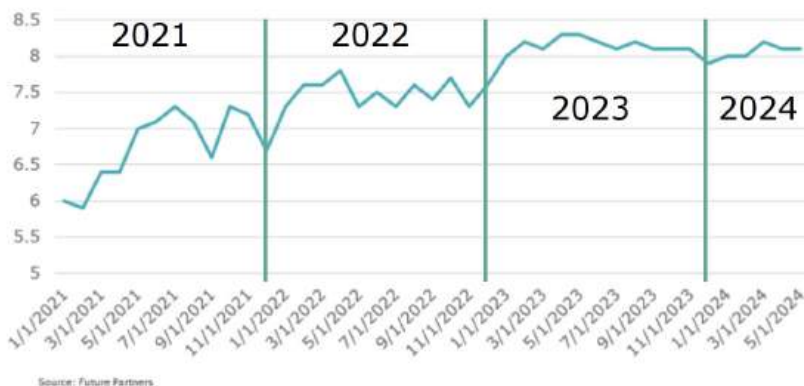
THE CURRENT STATE OF TRAVEL

The travel and tourism industry in Florida and across the United States has demonstrated remarkable resilience and adaptability in the aftermath of the COVID-19 pandemic. In 2023, Florida achieved a record-breaking milestone by welcoming approximately 140.6 million visitors, marking a 2.3% increase from the previous year and surpassing pre-pandemic levels ([Florida Governor's Office](#)). This upward trend continued into the first quarter of 2024, with the state recording 40.6 million visitors, indicating sustained growth.

Nationally, the U.S. travel industry has also shown strong recovery. In 2023, travelers in the United States directly spent \$1.3 trillion, resulting in an economic footprint of \$2.8 trillion and supporting over 15 million American jobs ([U.S. Travel](#)). However, certain segments, such as international inbound travel and domestic business travel, are projected to remain below pre-pandemic levels through 2027 ([U.S. Travel](#)).

REGIONAL INTEREST, LOCAL SUCCESS

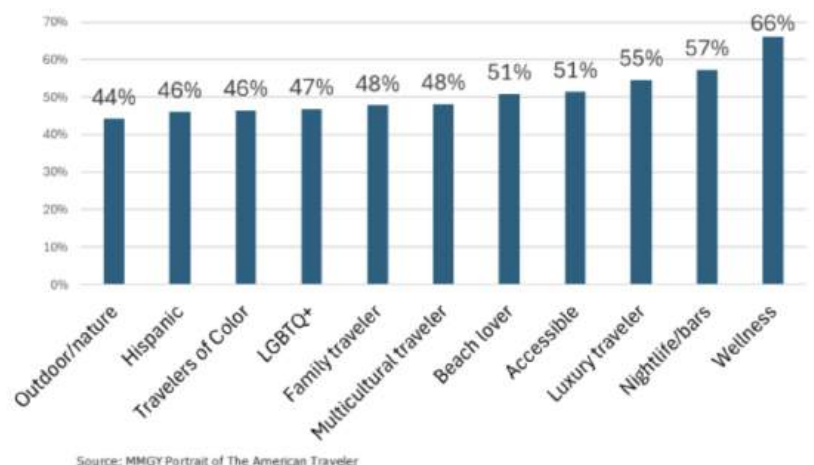
Interest in travel to the Palm Beaches remains strong with increasing interest YOY from travelers in many segments and a continued interest in leisure travel. The Palm Beach Hotel Demand Index (below) illustrates a leveling off of leisure travel interest after several years of post-pandemic growth.



Local hotel ADR has increased slightly (+0.2%) into 2024 while decreases have been seen throughout the state (Florida total -0.8%, Miami -2.4%, and Ft. Lauderdale -2.8%).

YOY interest in The Palm Beaches has increased gradually from 43% to 45% which strong market share coming from the Northeast, Canada, family segments, and beachgoers. The area continues to demand high interest from travelers looking for wellness, nightlife, luxury, and accessibility.

Based on work completed in 2023 and 2024, great strides have been made across key tourism initiatives across The Palm Beaches.



KEY 2024 ACHIEVEMENTS & INITIATIVES

Record-Breaking Tourism Numbers

Palm Beach County saw a 2.5% increase in visitors, reaching 9.5 million in 2023, with continued record-breaking visitation into early 2024. Visitor spending also rose by over 4%.

Strong Cultural Tourism Engagement

The Cultural Council for Palm Beach County continued to establish The Palm Beaches as Florida's Cultural Capital, with cultural tourism efforts attracting over 30% of visitors specifically for the arts and culture experiences.

Innovative Marketing Campaigns

The launch of the "Love The Palm Beaches" campaign and the continuation of the "Sea to Preserve" campaign highlighted sustainability and community engagement, achieving millions of impressions through various media channels.

Increased Accessibility Initiatives

Partnerships with organizations like Wheel the World and the development of accessible tourism content and tools helped ensure that travel to The Palm Beaches is inclusive and accessible to visitors with disabilities.

Expansion of The Palm Beaches TV Channel

The Palm Beach County Film & Television Commission added new programming hours, reaching over 5,000 hotel rooms and driving further brand engagement with over 220 curated webisodes.

Growth in Social Media Reach

Discover The Palm Beaches achieved record-breaking social media reach, increasing follower growth by 40% and achieving over 587 million impressions across platforms through campaigns like "Live Like a Local."

New Partnerships and Sponsorships

Strategic partnerships, such as the collaboration with Brightline for enhanced accessibility and the Presenting Partner role at the Cognizant Classic golf tournament, raised the profile of Palm Beach County through national media exposure.

Successful Group and Leisure Sales Initiatives

Campaigns targeting group and leisure travelers secured tens of thousands of room nights, generating significant revenue and elevating the destination's status as a premier meeting location.

Enhanced Digital Infrastructure and Data Analytics

The implementation of a new AI-powered website chat function, improved website accessibility, and the expansion of the MarTech team led to a substantial increase in digital engagement, with over 6 million users on ThePalmBeaches.com in 2024.

STANDING OUT IN THE NEAR TERM

As the long-range Tourism Master Plan is in development, enhancements and advancements on current marketing initiatives will be important. Looking across the regional marketing organizations, and their combined efforts, focus should be on actionable, differentiated, and forward-looking activities that will position The Palm Beaches in the most favorable light to prospective visitors. Some of the key initiatives include:

Implement the Tourism Master Plan

Complete the development of a 20-year master plan focused on sustainable tourism growth, enhancing residents' quality of life, and creating inclusive travel experiences for diverse audiences.

Develop the Convention Center District

Move forward with the development of a second headquarters hotel at the Palm Beach County Convention Center, projected for completion by 2027, to attract large-scale events and enhance group travel options.

Increase International Visitor Engagement

Prioritize key international markets, including Canada, the UK, Brazil, Germany, and Colombia, with multilingual campaigns and expanded partnerships to increase visitation and brand consistency abroad.

Enhance Accessibility and Inclusion

Expand accessible tourism initiatives by assessing more locations for accessibility, improving resources for deaf and sensory-impaired travelers, and promoting inclusivity across all tourism channels.

Strengthen Digital Infrastructure

Invest in digital marketing technology (MarTech), data management, and website personalization tools to provide tailored visitor experiences and increase engagement across digital platforms.

Promote Sustainability Initiatives

Advance the "Sea to Preserve" campaign, develop electric vehicle (EV) itineraries, and position Palm Beach County as a leader in sustainable tourism aligned with global sustainability goals.

Expand Cultural and Heritage Tourism

Support cultural tourism with campaigns like "So Much Culture, So Little Time," launch the Palm Beach County Black Cultural Heritage Trail, and promote events celebrating the area's arts, history, and heritage.

Increase Group and Leisure Sales

Create new marketing strategies for "Between-The-Sessions" experiences, refresh marketing assets for meeting planners, and host familiarization tours for event journalists.

Drive Resident Engagement with Tourism

Reinforce the "Love The Palm Beaches" campaign, encourage resident involvement as tourism ambassadors, and commission local art projects to foster community pride and local tourism support.

Boost Economic Impact and Employment

Target \$7.3 billion in visitor spending, support 100,000 leisure and hospitality jobs, and aim for a 5.1% share of hotel room night revenue within Florida.

Enhance Partnerships with Key Organizations

Deepen partnerships with Visit Florida, Brightline, and Brand USA, and leverage events like the Boca Raton Centennial Celebration to expand regional and national outreach.

Develop Comprehensive Data and Analytics

Improve first-party data collection, refine AI chat functionality on digital platforms, and ensure data privacy compliance to deliver personalized and secure travel experiences.

TRENDS: WHERE WE CAME FROM AND WHERE WE'RE GOING

Over the past two decades, the travel and tourism industry has undergone significant transformations driven by technology, changing consumer behaviors, global events, and socio-economic shifts. By looking back at what we've evolved through and have been changed by, we can make predictions of upcoming themes and trends.

2000-2010: THE RISE OF ONLINE TRAVEL AND GLOBAL EXPANSION

1. Growth of Online Travel Booking (2000s)

The early 2000s saw the rapid expansion of online travel agencies (OTAs) such as Expedia, Booking.com, and Priceline, transforming how people booked flights, hotels, and vacation packages. This shift empowered travelers to compare prices, read reviews, and make reservations without relying on travel agents.

2. Low-Cost Airlines Boom

Low-cost carriers such as Southwest Airlines, Ryanair, and EasyJet grew rapidly during this time, democratizing air travel and increasing accessibility. This trend led to a surge in short-haul and budget-friendly trips across the U.S. and Europe.

3. Globalization of Travel

The decade was marked by increased global tourism, driven by rising disposable incomes in emerging economies such as China, India, and Brazil. International travel became more common as visa requirements were relaxed in many countries, and middle-class populations expanded.

4. Rise of Social Media (Late 2000s)

The advent of social media platforms like Facebook (2004) and YouTube (2005) began to influence how travelers shared experiences and discovered new destinations. User-generated content and travel blogs emerged as powerful tools for inspiration and research.

5. Impact of 9/11 and Security Changes

The September 11, 2001 attacks led to heightened security measures globally, particularly in air travel, including stricter screening processes and the introduction of the TSA in the U.S. This caused temporary disruptions but also set new security standards for the industry.

2010-2020: THE AGE OF PERSONALIZATION, SHARING ECONOMY, AND DIGITAL REVOLUTION

1. Growth of the Sharing Economy

Platforms like Airbnb (founded in 2008) and Uber (2009) revolutionized accommodation and transportation. The sharing economy allowed travelers to access more affordable and personalized experiences, disrupting traditional hotel and taxi services.

2. Mobile Revolution and Apps

The 2010s saw the rise of mobile travel apps for everything from booking flights and accommodations to navigating new destinations. Apps like Google Maps, TripAdvisor, and mobile check-in tools transformed the convenience of travel.

3. Personalization and Data-Driven Travel

With the rise of big data, travel companies began using customer data to offer personalized recommendations, tailored experiences, and targeted marketing. Dynamic pricing, based on user behavior and demand forecasting, also became more common.

4. Sustainability and Eco-Tourism

By the mid-2010s, there was a growing focus on sustainable tourism and the need to reduce the environmental impact of travel. Eco-conscious travelers began seeking destinations that prioritized environmental preservation, responsible tourism, and green accommodations.

5. Influencer and Social Media Travel

Platforms like Instagram (launched in 2010) played a significant role in travel decision-making. Influencers, particularly in the fields of adventure, luxury, and family travel, began shaping destination trends, with travelers increasingly looking to social media for inspiration.

6. Experience Economy

Travelers in this period sought unique, authentic experiences over material goods. Adventure tourism, wellness retreats, and cultural immersion became key selling points for destinations and travel brands. This trend was particularly strong among Millennials and Gen Z.

7. Increased Focus on Wellness and Health Tourism

As health and wellness became more central to consumers' lifestyles, wellness tourism grew, with people seeking spa resorts, yoga retreats, and medical tourism for both preventive health and treatment purposes.

2020-PRESENT: POST-PANDEMIC RECOVERY AND NEW TRAVEL NORMS

1. Impact of COVID-19 (2020)

The COVID-19 pandemic brought global travel to a halt in 2020, causing massive disruptions across the tourism sector. Countries closed borders, airlines canceled flights, and hotels saw plummeting occupancy rates. Travel restrictions and health concerns created a temporary shift toward local travel, staycations, and road trips as people avoided international travel.

2. Health and Safety as a Priority

Since the pandemic, travelers now prioritize health and safety protocols, with destinations and airlines emphasizing cleanliness, vaccination requirements, and flexible cancellation policies. Contactless technology for check-ins, payments, and boarding became a key feature in post-pandemic travel.

3. Remote Work and Digital Nomadism

The pandemic led to a surge in remote work and the rise of digital nomads, as more professionals realized they could work from anywhere. Destinations began marketing themselves as ideal places for long-term stays with co-working spaces and reliable internet, leading to the popularity of “workcations” and “bleisure” travel.

4. Flexible Travel and Changing Booking Behaviors

Travelers began seeking more flexibility in bookings, including refundable fares, last-minute trip planning, and flexible hotel stays. The uncertainty brought by the pandemic meant consumers valued the ability to change plans easily without penalties.

5. Sustainability and Responsible Tourism

Post-pandemic travelers are showing even greater interest in sustainable and responsible tourism, with many opting for eco-friendly accommodations, low-impact activities, and travel providers that support environmental and community-focused initiatives.

6. Tech-Enhanced Travel

The increased reliance on digital tools during the pandemic has accelerated the adoption of contactless services, virtual experiences, and AI-driven customer service. Augmented reality (AR) and virtual reality (VR) are also being explored as tools to provide immersive travel experiences for those unable to travel.

PREDICTIONS FOR THE NEXT DECADE

1. Sustainability and Ecology Becomes the Norm

Sustainability will become a central theme in travel marketing and operations. Carbon offsets, eco-friendly hotels, and sustainable transportation options will become expected by consumers, especially as awareness of climate change grows. Environmental programs, sustainable tourism, and climate-neutral products and services will become increasingly more important to the modern traveler.

2. Personalization Through AI

AI will power highly personalized travel experiences, with machine learning algorithms analyzing travelers' preferences to offer real-time, tailor-made itineraries. AI-driven virtual assistants will handle everything from bookings to customer service inquiries.

3. Rise of Hybrid Travel Experiences

AR and VR technologies will allow travelers to "preview" destinations virtually before booking or to enjoy hybrid travel experiences that combine physical travel with digital elements, such as virtual tours of cultural sites or wildlife reserves. Digital assets and social media will augment travel pre-planning, in-destination experiences, and post-travel memory making. Combining digital and physical experiences across channels will be an expected norm.

4. Micro is the New Big Thing

Influencer marketing will continue to play a critical role, but with a shift toward more micro-influencers and niche content creators to connect with specific segments like adventure travelers, cultural tourists, or eco-tourists. As privacy concerns grow, first-party data collection will become more essential, with travel brands focusing on building direct relationships with consumers via loyalty programs and personalized communication.

5. Focus on Wellness and Remote Work

Destinations will cater more to wellness tourists and remote workers by offering packages for extended stays with wellness activities like yoga retreats, nature excursions, and healthy dining options. Digital nomad visas likely will become more common, enabling longer stays in foreign countries.

6. Smart Cities and Mobility Solutions

With advancements in smart city technology, destinations will offer seamless travel experiences powered by IoT (Internet of Things). This includes smart transportation, automated check-ins, and real-time data on traffic and pedestrian flows, reducing congestion and enhancing sustainability.

Marketing initiatives in the short- and medium-term should focus on the current travel expectations while setting the groundwork for upcoming trends. Recommendations and considerations for longer-term enhancements are included in the final section of this document as input to the Tourism Master Plan.

CURRENT EVENTS AND RISKS

Current events around social, governmental, and environmental issues can impact travel desirability to certain areas. While travel to Palm Beach County remains strong by recent reports, there are issues to watch that may impact some traveler perceptions about the county or state.

SEVERE WEATHER AND HURRICANE RISK

Florida's vulnerability to hurricanes and other extreme weather events is a concern for potential visitors. The frequency and intensity of hurricanes, especially during peak travel seasons, can make travelers cautious about planning vacations in Florida due to potential safety risks and travel disruptions.

Severe weather events significantly influence travelers' perceptions and decisions to visit certain destinations. The 2017 hurricane season, marked by Hurricanes Irma and Maria, led to substantial declines in tourism for affected regions. Puerto Rico, heavily impacted by Hurricane Maria, experienced a 36% drop in tourist arrivals in 2019 compared to 2016 levels. [World Economic Forum](#)

Similarly, in 2024, Australia anticipated an unusually hot and wet summer, prompting travelers to alter their plans. Industry experts noted a shift towards booking experiences closer to travel dates and an increased interest in water-based and eco-friendly activities. [News.com.au](#)

Marketing the resilience of the community, partnership with local businesses, and the availability of services and attractions will help reinforce the viability of the region as a potential destination. While many events are unpredictable, putting annual contingency plans for disaster recovery marketing, PR response planning, and post-event co-marketing is advised.

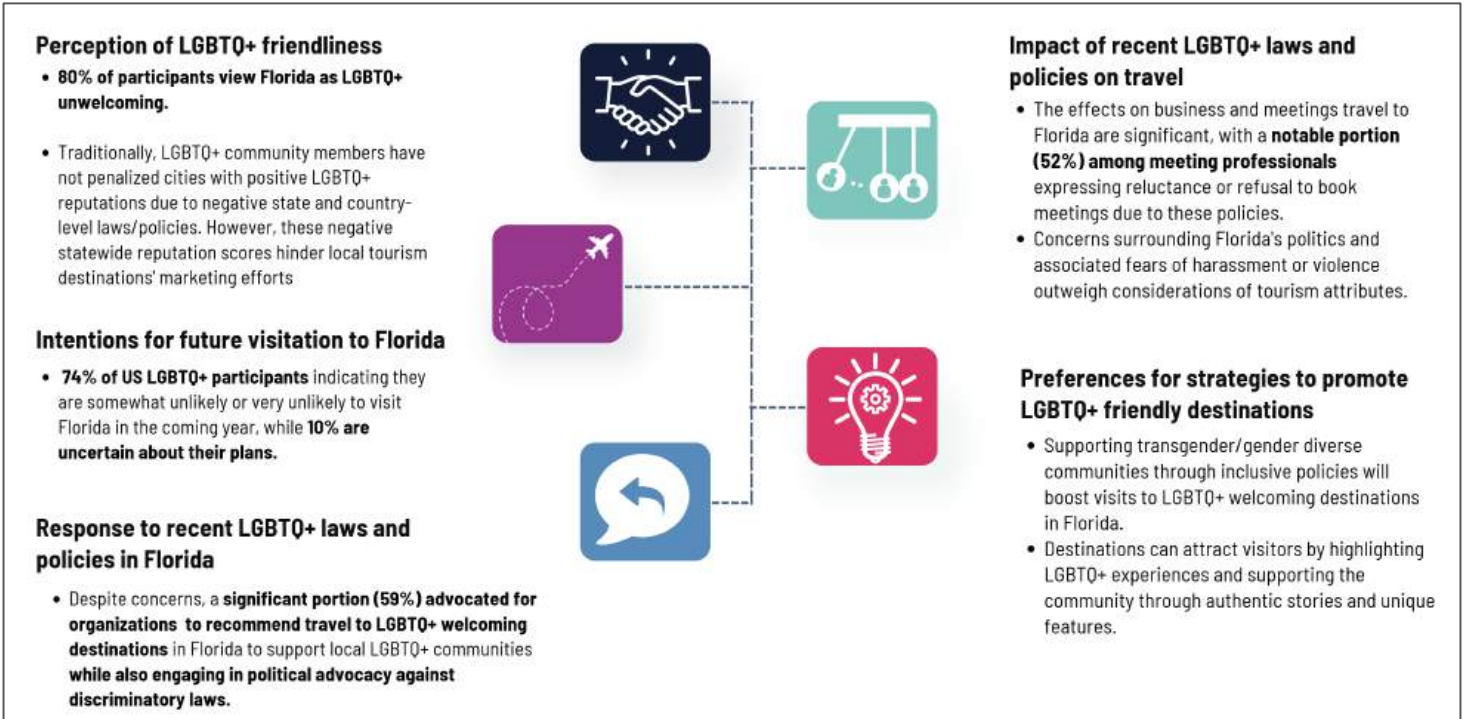
POLITICAL CLIMATE AND SOCIAL LEGISLATION

Recent legislative actions, such as restrictions on discussions about sexual orientation and gender identity, as well as laws impacting immigration and abortion rights, have led some individuals and advocacy groups to issue Florida travel advisories. Additionally, Florida's official tourism website, Visit Florida, removed its "LGBTQ Travel" section, a move interpreted by some as an attempt to marginalize LGBTQ+ travelers. These advisories from the Human Rights Campaign, NAACP, and Equality Florida warn that Florida may not feel welcoming or safe for LGBTQ+ travelers and other marginalized groups. [Talking Points Memo](#), [Yahoo](#).

Recent [legislative actions](#) in Florida's education system have sparked national debate and influenced public perception of the state. Laws such as the Parental Rights in Education Act, often referred to as the "Don't Say Gay" law, have faced criticism for limiting discussions on sexual orientation and gender identity in schools. Additionally, policies restricting certain books, educational materials, and topics have led to legal challenges and public protests. While these legislative measures have garnered support from some groups, they have also contributed to a perception among others that Florida is less inclusive, potentially affecting decisions to visit or relocate to the state.

High profile politicians and locations like former President Donald Trump, Mar-a-Lago, and Governor Ron DeSantis, known for polarizing policies, can influence perceptions. Individuals opposed to these figures, or their policies, may avoid visiting the area due to perceived political associations.

The IGLTA Foundation State Policy Impact on LGBTQ+ Tourism report saw 80% of participants found Florida “unwelcoming” and that state-wide legislation had negative impact on people’s desire to travel, relocate, or attend meetings in the state.



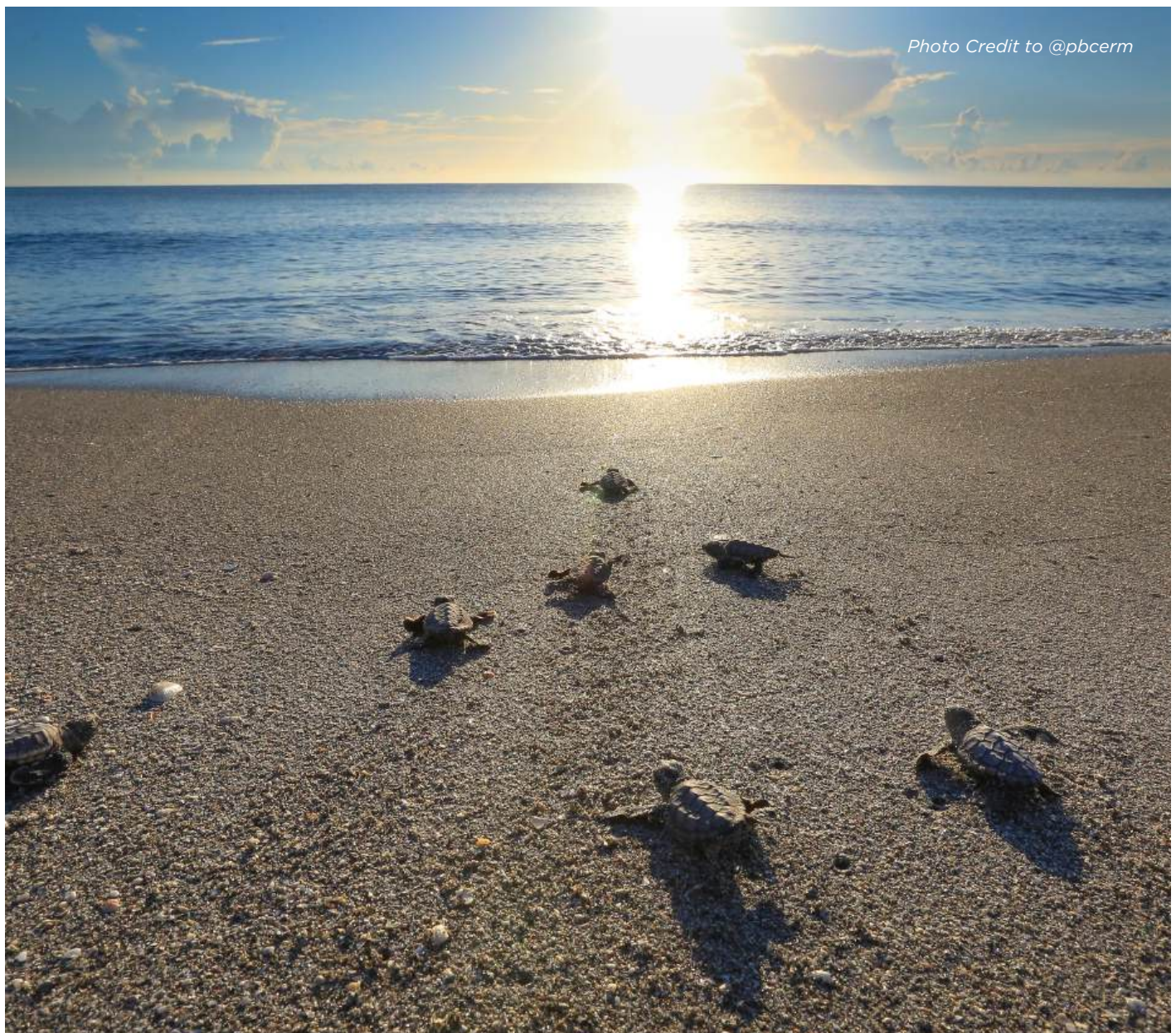
The IGLTA Foundation does demonstrate increased interest and acceptance by the LGBTQ+ traveler when support for businesses, venues, and experiences are demonstrated in authentic and inclusive ways. Marketing and partnering with LGBTQ+ businesses and experiences is a way for Palm Beach County to demonstrate an openness to travelers which may help counteract negative state-based perceptions.

While social legislation and governmental policy enactment is beyond the scope of a regional DMO, it’s critical to be aware of the impact current events may have on certain traveler segments and to adjust messaging, influencer marketing tactics, and forecast expectations accordingly.

ENVIRONMENTAL CONCERNS

Environmental issues, like algal blooms and red tide outbreaks, impact Florida's beaches and coastal waters, potentially deterring visitors who prioritize beach activities. It's estimated that the 2018 red tide outbreak caused over \$2.7B in tourism-related losses. Low-lying coastal areas are at increased risk of sea level rise, erosion, and storm surge. Concerns over climate resilience, water quality, ecosystem health, and long-term sustainability may affect travelers' views on the destination, particularly for those aware of environmental impacts.

Continually educating and informing potential visitors on the vast eco-friendly experiences and programs available in the county can impact negative perceptions from environmental issues. Partnering with and promoting the sustainability of the region is also a competitive advantage against competing markets in the state.





SECTION FOUR

**DESTINATION
BRAND ANALYSIS**



THE EVOLUTION OF THE PALM BEACHES TOURISM BRAND

As the official destination marketing organization charged with promoting Palm Beach County as a leisure travel and meetings destination, Discover The Palm Beaches (DTPB) plans and executes initiatives in a broad range of areas including sales, marketing, research, visitor services, and industry relations. The organization has been stewards of the tourism brand look and feel since its inception in 1983.



Note: for definitions of terms used in this section, please refer to the Definitions portion of Section One.

BRAND ELEMENTS TODAY

DTPB's main visual element is the Palmscape logo and color palette that represents the natural elements of the region as well as the communities and organizations that make the area unique. Brand guidelines also articulate the main elements of the brand look, feel, and voice.

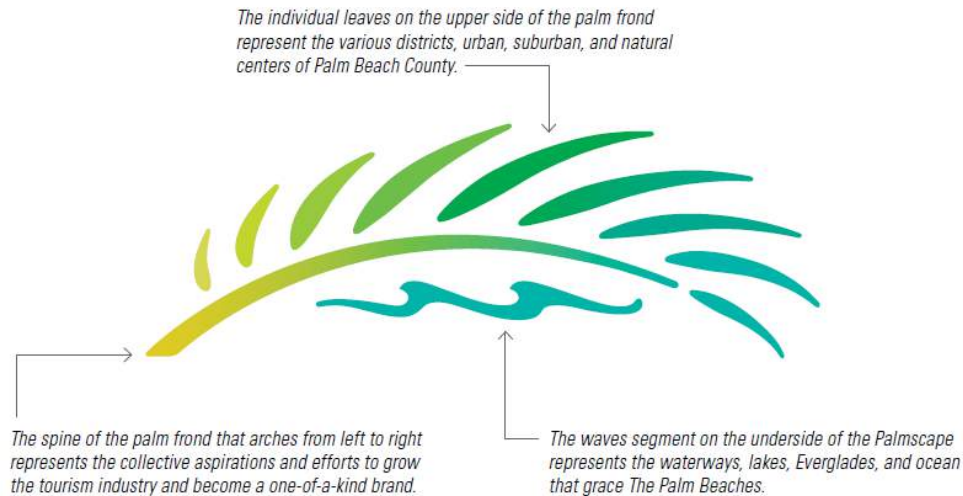


TOURISM LOGO MEANING

DTPB's main visual element is the Palmscape logo and color palette that represents the natural elements of the region as well as the communities and organizations that make the area unique. Brand guidelines also articulate the main elements of the brand look, feel, and voice.

The Palmscape is an abstract rendering combining an arched palm frond as the primary and most obvious symbol representing both a tree frond and a rising sun. The underside of the palm frond becomes the waves of beaches, waterways or lakes.

A spectrum of warm tropical colors was chosen to help portray The Palm Beaches as the tropical paradise that it is. From left to right, colors start with gold to represent sunshine and warm temperatures, morphing to green shades for the abundance of lush natural areas and preserves and into blue tones for clear skies and warm tropical waters. The individual leaves on the upper side of the palm frond represent the various districts, urban, suburban, and natural centers of Palm Beach County.



The wave on the underside of the Palmscape represents the waterways, lakes, and beaches that grace The Palm Beaches. The spine of the palm frond that arches from left to right represents the collective aspirations and efforts to grow the tourism industry and become a one-of-a-kind brand.

Brand Promise

- The Palm Beaches are America’s First Resort Destination.
- The community where genuine hospitality is a way of life, and the diversity of travel experiences is matched by the warmth of its coastal communities.
- It is Florida’s finest travel experience.

Brand Positioning

- America’s First Resort Destination®—The Palm Beaches are renowned as the warm-weather getaway by discerning guests for over 125 years. Genuine hospitality is a way of life. Our vibrant blend of people, cultures and coastal towns welcomes everyone. Enjoy fewer crowds, a healthier beach experience, exceptional cultural offerings and the warm Atlantic Gulf Stream water that creates the finest Florida travel experience.

Trademarked Phrases

- The Palm Beaches Collection
- Florida’s Most Stylish Vacation Destination
- America’s First Resort Destination®
- Florida’s Golf Capital®
- Florida’s Cultural Capital®

Current Campaign Taglines

- The Palm Beaches Collection
- Florida’s Most Stylish Vacation Destination

BRANDING TOUCHPOINTS TODAY

Visitors to Palm Beach County are likely to see multiple branded elements during their research, planning, travel, and in-market experiences. In addition to the tourism Palmscape identity, the TDC and partner agencies utilize six primary logos with five additional logos that are variants of the Palmscape.

Partnership lockups between agencies create additional oversight and complexities as different logos and word-marks are used for in-county and out-of-county marketing. Advertising that features multiple supporting agency or business sponsors require small scale executions that can be hard to read or increase the complexity of an ad. In addition, all 39 municipalities have a distinct town brand, logo, or seal. In some cases, cities have multiple branded elements and multiple logos used for various purposes.

The following examples illustrate the current brand and logo imagery used in Palm Beach County as well as some variations. Marketing and website examples are also included that illustrate how a potential visitor could see multiple styles of branding, messaging, and campaigns depending on who the sponsoring organization is and what the unique campaign is designed to accomplish.

It’s important to note that even if brand guidelines exist, historical, dated, or non-updated materials still exist on websites and in promotional materials. Also, agencies outside of the TDC may also be exposing brands to potential customers, residents, and visitors, which can add to the number and variety of Palm Beach brands that someone sees. Multiple brand variation touches are not always bad – at best, they can increase awareness and consideration of an area but, at worst, they can introduce confusion and an incongruous perception of the destination.

It is unlikely that a tourist or event organizer will choose a location solely on a logo or word-mark – the destination (or the perception of a destination) is what drives a decision. However, when a visitor or planner is met with varying degrees of logo variations, lockups, partnership branding, marketing messages, and advertising, it can create confusion and a reduced sense of the place. Brand equity is driven through simplicity, consistency, and repetition. A surplus of brand images used in a complex matrix of requirements will likely hurt brand awareness and visitor recall.

REGIONAL TOURISM LOGO MAP

COUNTY



TOURISM DEVELOPMENT COUNCIL



PALM BEACH COUNTY
*Discover the Palm Beaches...
 the Best of Everything*

PARTNER AGENCIES & SUBBRANDS



Environmental Resources Management

IDENTITY VARIATIONS, PROGRAMS, & PARTNERSHIP LOCKUPS



REGIONAL MUNICIPALITY LOGO MAP

MUNICIPALITY IDENTITIES & VARIATIONS



STATE ADJACENCIES & COMPETITION

VISIT **FLORIDA**

 **TAMPA BAY**
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 Official Visitors Guide

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Our beaches are breathtaking

When you're busy watching world-class performances, great live shows in The Palm Beaches, enjoying shopping great finds in the sand, you'll need to take some time.

THE PALM BEACHES
 SO MUCH TO SEE SO LITTLE TIME

Sunscreen's optional

When you're busy enjoying world-class art, music, and performance venues in The Palm Beaches, looking at the signature architecture, you'll need to take some time.

THE PALM BEACHES
 SO MUCH TO SEE SO LITTLE TIME

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CREATE YOUR PERFECT ESCAPE

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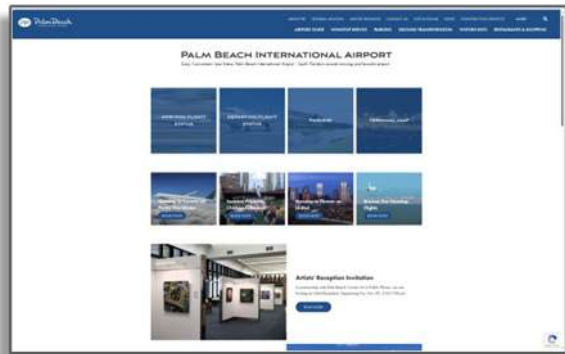
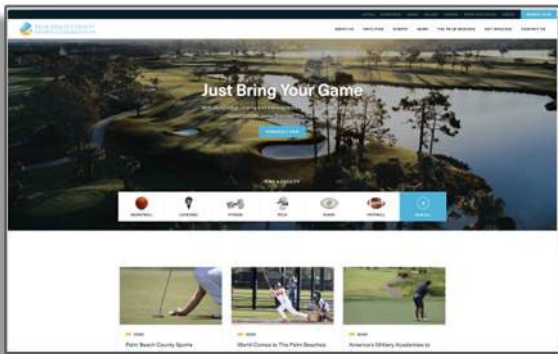
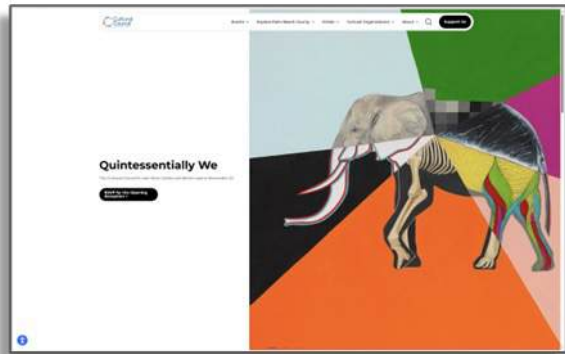
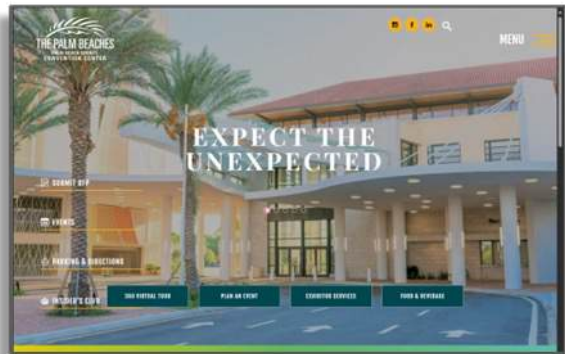
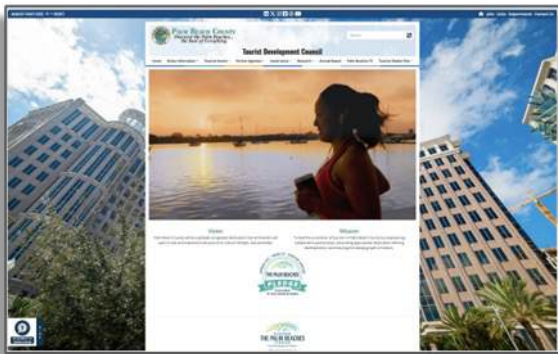
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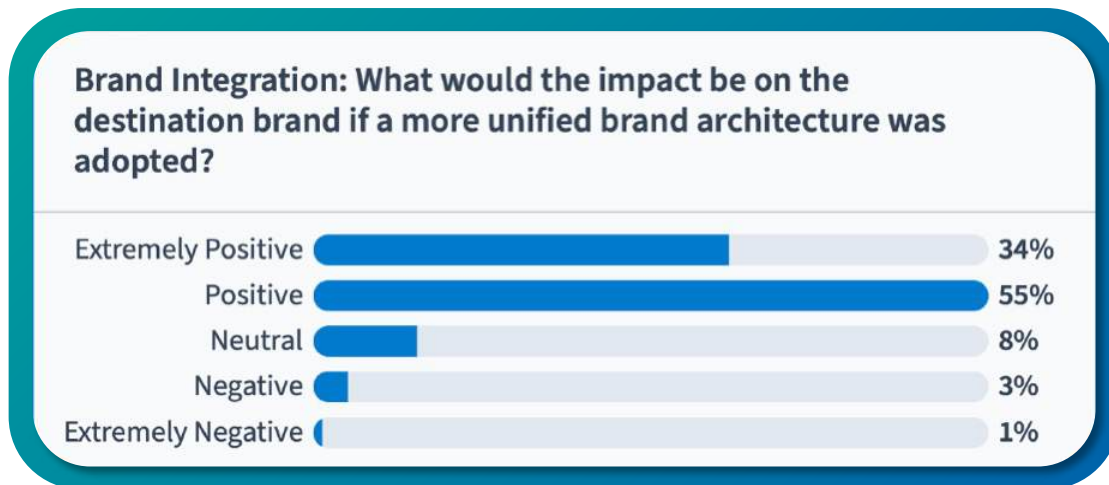
#THEPALMBEACHES

PARTNER AGENCY WEBSITES



UNIFIED BRAND ARCHITECTURE

During the November 7 meeting, stakeholder respondents were also polled on the potential impact of The Palm Beaches tourism brand if it was unified across the various touchpoints. Respondents weighed in with **89% favorability** of a unified brand architecture whereas only 4% felt it would be a negative.



TO UNIFY THE TOURISM BRAND OR NOT?

Branding offers a quick, visual representation and reminder of a place. Consistency and repetition are important, especially in advertising and influencing decision makers. Branding also offers variation and uniqueness to a location, product, or service.

In general, it is best to reduce the number of logo-marks and branded elements when products or services are similar or accruing to the same goal. When partner organizations or divisions of a company are looking to increase brand awareness to the same end goal, fewer variations of a brand are better. However, rebranding or updating inconsistent brands can also have a downside.

KEY FACTORS TO CONSIDER IF NOT USING COMPLEMENTARY BRANDING ELEMENTS

1. Targeting Diverse Audiences

Different branding can allow each sector (like tourism, sports, or cultural councils) to connect with unique audiences more effectively. For example, a vibrant, youth-oriented sports brand may appeal to a different demographic than a sophisticated, heritage-focused cultural brand.

2. Highlighting Unique Regional Identities

If a region has a mix of distinct subcultures or geographies (like urban and rural areas), using varied branding styles can showcase each area's individuality and avoid homogenizing the destination.

3. Addressing Different Marketing Channels

Different branding can be tailored to suit the unique requirements of various marketing channels. For instance, a sleek, modern brand for digital media might contrast with a traditional logo used for heritage sites, allowing each to resonate within its respective medium.

4. Flexibility in Partnerships and Events

Distinct brand identities allow greater flexibility when collaborating with outside partners or hosting specialized events. For example, a unique, bold logo for a sports commission may fit better with sports event sponsorships, while a separate tourism brand might align more closely with travel fairs or festivals.

5. Managing Brand Risk

If one sector encounters reputational risks (e.g., due to a specific event or controversy), having distinct branding can prevent negative associations from affecting the entire regional brand. This allows for easier crisis management without risking the overall brand image.

6. Enabling Long-Term Brand Evolution

Distinct brands allow flexibility in adjusting each brand over time. For example, one identity could modernize while another maintains a traditional look, allowing gradual shifts in branding to reflect changing trends without needing to overhaul everything at once.

7. Highlighting Broad Offerings

When a region offers a wide range of experiences—like outdoor adventure, urban nightlife, and arts and culture—distinct brands can emphasize each unique offering, ensuring that each aspect stands out and attracts its ideal audience.

KEY FACTORS TO USING COMPLEMENTARY BRANDING ELEMENTS

1. Consistent Regional Identity

Complementary branding reinforces a cohesive identity for the entire region, making it easier for visitors to recognize and connect with the destination. This consistency helps build a unified, memorable impression.

2. Enhanced Brand Recognition

When logos and visuals share similar elements, such as colors, fonts, or themes, they create stronger brand recognition. This allows potential visitors to quickly associate the entire range of experiences, from cultural events to sports, under one recognizable regional brand.

3. Cross-Promotion Opportunities

Complementary branding facilitates cross-promotional efforts, as each agency's marketing activities can seamlessly reinforce the overall brand. Visitors can more easily identify related services or events, increasing engagement across different tourism sectors.

4. Streamlined Marketing and Collaboration

Shared brand elements simplify joint campaigns, making collaborative efforts across commissions more efficient. This consistency allows for streamlined creative development, reducing time and costs associated with branding efforts.

5. Reinforced Trust and Professionalism

A cohesive visual identity across partner organizations conveys professionalism and reliability. This strengthens public trust, giving visitors confidence in the destination's quality and organization.

6. Appeal to Diverse Audiences

Complementary branding makes it easier to reach a broad range of audiences, as each organization's brand speaks to a unified vision while highlighting distinct experiences. Visitors can explore sports, arts, and nature as facets of a single, multifaceted destination.

7. Stronger Digital and Social Media Presence

Consistent branding across platforms improves visibility and engagement on digital channels, where seamless, recognizable branding boosts impact and click-through rates. This is especially beneficial in social media and online advertising.

8. Improved Public Relations and Crisis Management

In times of crisis, complementary branding allows for cohesive messaging, helping organizations communicate a unified response. This consistency can be crucial for maintaining a clear and reassuring brand voice.

9. Long-Term Brand Equity

Complementary branding builds long-term equity by developing a positive, consistent image for the region over time. This foundation supports future growth and adaptability, helping the brand evolve while maintaining core recognition.



Nashville’s “Music City” branding is a standout example of how cohesive branding can generate long-term impact. Since launching this brand in 2003, Nashville has experienced over 60 consecutive months of tourism growth, establishing itself as a premier destination for music lovers worldwide. This cohesive identity has unified the city’s tourism, economic development, and cultural organizations under a shared “Music City” narrative, resonating deeply with visitors and fostering significant brand loyalty.



Destination British Columbia uses the BC Localhood storytelling program, which invites local businesses to participate in creating cohesive content that reflects the province’s unique experiences. This initiative has generated over 1.4 million impressions, driving greater awareness and interest by presenting British Columbia as a unified destination with diverse offerings. Through cohesive branding across tourism, arts, and conservation groups, British Columbia’s storytelling approach has amplified each partner’s reach.

COST CONSIDERATIONS: BRAND ALIGNMENT BETWEEN DMOS & PARTNER AGENCIES

Having a consistent brand strategy across a DMO and its partner agencies can lead to significant cost savings, primarily by streamlining marketing efforts, reducing duplication of work, and enhancing the effectiveness of each dollar spent. Below are examples of potential cost savings based on industry averages and industry reports (these are not specific to Palm Beach County).

1. Reduced Creative and Design Costs

Savings: Up to 20-30% of creative costs.

Why: With a consistent brand strategy, DMOs and partner agencies can use the same logos, color palettes, fonts, and visual guidelines, reducing the need to design different materials for each agency. Shared assets like templates, ad creative, and visual elements are created once and then adapted, leading to lower design costs.

2. Streamlined Campaign Development

Savings: 15-25% of campaign development costs.

Why: A unified brand strategy allows agencies to launch cohesive campaigns with minimal adaptation. Each agency doesn’t need to develop separate campaigns, lowering costs in content creation, copywriting, photography, and videography. A consistent approach also simplifies approvals and reduces the time needed for campaign coordination.

3. Efficient Media Buying and Partnerships

Savings: 10-20% on media buying and partnerships.

Why: Coordinated campaigns with a consistent brand message across agencies make it easier to negotiate bulk or cross-promotional deals with media outlets. Consistent branding allows media partners to promote a unified message, often leading to better pricing or more favorable ad placements due to increased frequency and reach.

4. Simplified Content Production

Savings: 20-40% on content production costs.

Why: Sharing content (e.g., videos, social media posts, blog articles) across partner agencies under a consistent brand strategy avoids duplication of effort. A central content library where all partners can access and repurpose high-quality assets saves the cost of creating similar content multiple times.

5. Lower Training and Onboarding Costs

Savings: Up to 10% of operational costs related to onboarding and training.

Why: A unified brand strategy reduces the time and cost needed to train staff across agencies, as there's one set of guidelines to follow. It streamlines onboarding and ensures that all agencies are aligned on brand values, tone, and messaging, reducing the frequency of re-education or rebranding exercises.

6. Simplified Data and Analytics Coordination

Savings: 10-20% on data management and analytics costs.

Why: A consistent brand allows for standardized data collection and reporting, which reduces the costs associated with fragmented or disjointed analytics. Unified branding also makes it easier to track marketing performance across channels, improving efficiency in data-driven decision-making.

7. Cost Reductions in PR and Crisis Management

Savings: 10-15% in PR expenses.

Why: Consistent branding simplifies PR efforts and crisis communications. A cohesive brand message across all agencies allows for quicker, unified responses, reducing PR costs by minimizing the complexity and duration of crisis management initiatives.

Estimated Average Savings Range: 15-30% of total marketing and operational budgets

For an organization with an annual marketing budget of \$5 million, this could translate to savings of \$750,000 to \$1.5 million per year.

While direct quantitative data will vary depending on specific regional contexts and budgets, the above estimations are based on industry benchmarks and case studies. Results will vary by region and a thorough assessment of the benefits and drawbacks of consolidating brands should be conducted.

CASE STUDIES AND EXAMPLES

The following section demonstrates some regional examples of DMO and partner agency visual alignment.

DESTINATION TOURISM & COMMISSION BRANDING

ST. PETE CLEARWATER



STATE OF NEVADA



AUSTIN



NEW YORK CITY



STATE OF MICHIGAN



STATE OF VIRGINIA



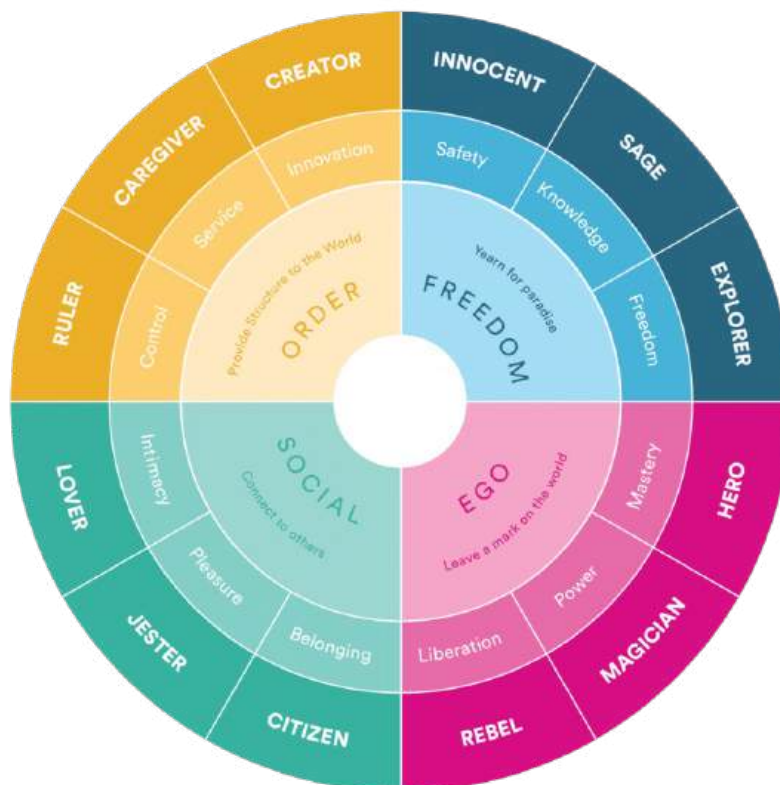
EVOLVING THE BRAND POSITIONING AND MESSAGING FOR THE FUTURE

The Palm Beaches brand positioning is based on a history of hospitality and welcoming everyone to enjoy the refined and diverse offerings of the area. Bathed in luxurious exclusivity but without exclusion.

America's First Resort Destination®—The Palm Beaches are renowned as the warm-weather getaway by discerning guests for over 125 years. Genuine hospitality is a way of life. Our vibrant blend of people, cultures and coastal towns welcomes everyone. Enjoy fewer crowds, a healthier beach experience, exceptional cultural offerings and the warm Atlantic Gulf Stream water that creates the finest Florida travel experience.

This positioning informs the customer-facing messaging and guides the value propositions that set the destination apart from the competition. The cornerstone of the brand is aspiration and luxury. For those with the means, anything is possible. And for those without, the aspiration for something greater is within view everywhere they look.

In recent brand positioning reviews and workshops, local stakeholders contributed to choosing a primary brand archetype of **Magician** and a secondary archetype of **Explorer**. The industry-standard 12 archetypes are based on Carl Jung's analysis of how personality and behaviors can be condensed into short-hand explanations of a brand's character.





The Magician is known as a visionary, catalyst, innovator, charismatic leader, mediator, or healer. Brands that fall under this personality foster magical moments that create memories and leave a lasting impression for making dreams come true.



The Explorer craves discovery, adventure, wanderlust, personal freedom, and a hint of rebelliousness. Brands that fall into this archetype are those that tap into personal accomplishment, attaining a goal, and prospering against the confines imposed by others.

Both archetypes are appropriate for The Palm Beaches brand but, as the evolution of the visitor demographics and travel trends morph, attention should be paid to nurturing the brand in a direction that will resonate with future travelers. Considering the upcoming themes of experiential consumption (versus accumulating goods) for younger travelers, family travel, affordability, inclusivity, and accessibility, the cornerstone of luxury and inherent exclusivity of The Palm Beaches brand may conflict with future trends.

Luxury as a brand pillar is tricky. Luxury, by nature, is fickle and very specific to certain audiences. What is luxurious to the Worth Avenue shopper may not be the same as the 25-year-old ecotourist. When luxury brands broaden to the masses, they must find a lower common denominator which is often called *masstige* – the mass-market effect on prestige. An exclusive brand, by nature, limits to whom it is relevant. Opening an exclusive brand to a mass audience with varying values could water down the caché and negatively impact the brand which will ring as inauthentic, irrelevant, or out of touch.

That said, the Explorer persona is an excellent evolution of brand positioning where the achievement, attainment, and prosperity the brand affords visitors and residents is in line with anyone and everyone's sense of self-accomplishment. Building on the brand equity of luxury and attainment, folding in the concept of prosperity and personal achievement can be an inclusive way to speak to new audiences who require and desire a more nuanced sense of personal luxury.

Below are sample brand positioning statements that build on the existing brand positioning and infuse elements of future-trends and audience segments. These are offered as thought starters for discussion and exploration.

For over 125 years, dreamers and achievers have found their perfect rhythm in our sun-kissed paradise. Whether you're celebrating success, seeking inspiration, or building your legacy, our diverse coastal communities welcome you with authentic hospitality. From intimate local cafés to world-class resorts, discover a destination where everyone's version of prosperity can bloom, enriched by multicultural experiences, pristine beaches, and the warm embrace of the Atlantic.

The Palm Beaches: Success Thrives Here —For more than a century, achievers of all backgrounds have found their inspiration along our shores. Our distinctive blend of luxurious comfort and multicultural energy creates the perfect setting for personal growth and celebration. From mindful retreats to entrepreneurial gatherings, discover a destination where prosperity means having the freedom to define success your way.

Welcome to Your Palm Beaches —A 125-year legacy of excellence reimaged for today's diverse achievers. Here, luxury means the freedom to be yourself among our welcoming coastal communities. Whether you're building wealth, seeking wellness, or celebrating heritage, our rich multicultural atmosphere and pristine Atlantic waters provide the perfect backdrop for your unique journey to prosperity. Experience a destination where every success story—big or small—finds its place in the sun.

Brand taglines or campaign messaging could also evolve to reflect the more holistic sense of achievement and prosperity. Examples to illustrate the point include:

- Where Every Dream Finds Its Wave
- Where Success Blooms
- Paradise Welcomes All
- Different Paths, Same Beautiful Destination
- Achievement Shines Bright
- Every Dream Has Its Place in Paradise
- Your Prosperity. Our Paradise.
- Success Has Never Been More Beautiful
- Prosperity and Peace of Mind
- Your Place in the Sun
- Your Time to Shine
- Achieve Paradise

LOGO TRENDS AND EVOLUTION

Throughout the 1990s and early 2000s, logo design embraced complexity and dimensionality, characterized by rich gradients, beveled edges, and intricate detailing. This era celebrated skeuomorphic design, where digital elements mimicked their real-world counterparts, resulting in logos with shadows, metallic effects, and elaborate color transitions. The approach aligned with the technological optimism of the period, as designers leveraged advancing digital tools to create increasingly sophisticated visual elements. Brands sought to showcase technical prowess and digital innovation through their logos, leading to designs that were often visually complex and detail-rich, even at the expense of scalability and versatility.



Instagram logo evolution through the trends of the times.

However, the mid-2010s marked a decisive shift towards minimalism and functional simplicity, driven largely by the demands of digital interfaces and mobile devices. This transformation saw brands systematically stripping away gradients, shadows, and decorative elements in favor of bold, flat designs with limited color palettes. The trend was particularly pronounced in luxury brands, which abandoned their traditional ornate symbols and serif typefaces for clean, sans-serif wordmarks and simplified monograms.

This evolution wasn't merely aesthetic; it reflected broader cultural shifts towards authenticity and functionality, as well as technical requirements for cross-platform compatibility and instant recognition on phones and small screens. Today's logos prioritize versatility and scalability while maintaining brand distinction through careful typography and precise geometric forms, representing a marriage of digital functionality with refined brand positioning.

A NEW WAY TO SHOWCASE LUXURY

The evolution of luxury tourism branding has undergone a significant transformation from traditional symbols of opulence to more experiential and inclusive visual narratives. In the 1990s and early 2000s, luxury travel brands relied heavily on ornate logos, gold accents, and classical imagery (like laurel wreaths and heraldic shields) to convey exclusivity and heritage. However, as luxury travel has shifted from pure ostentation to more meaningful, transformative experiences, branding has evolved to embrace cleaner, more contemporary aesthetics that speak to personal growth, cultural authenticity, and sustainable luxury.

Modern destination brands now favor minimalist design elements, sophisticated neutral palettes, and versatile visual systems that work across digital platforms while maintaining an air of exclusivity. This shift reflects the changing demographics of luxury travelers who value experiences over material excess, cultural immersion over isolation, and conscious luxury over conspicuous consumption. Today's luxury tourism brands often incorporate subtle references to wellness, sustainability, and cultural connection, using refined typography and thoughtful negative space to convey sophistication rather than relying on traditional symbols of wealth and status.



RECOMMENDATIONS FOR THE TOURISM MASTER PLAN

RECOMMENDATION ONE

To maximize the brand awareness of The Palm Beaches – and all its various attributes, affiliations, and partner organizations – it is recommended to consider a unified tourism brand and logo strategy at the county level. The tourism parent brand should be “The Palm Beaches” and any partner agency or affiliation would be represented as a sibling-brand. In addition, utilization of a consistent color and font palette with “ownable” color schemes for each partner agency could optimize consistency while celebrating the uniqueness of each partner.

RECOMMENDATION TWO

To best match the design trends and digital requirements of modern logos, it’s advised to refine or re-imagine the tourism logo-mark.

- If using the Palmscape logo due to longevity in market and brand awareness, it’s advised to optimize color palettes away from gradients to more solid/saturated elements that speak to forward looking design trends, expectations of luxury marks, and the needs of digital.
- If a new logo is created, it should embrace and push the tenets of modern destination branding, digital expectations, and a scalable system that can grow with programs and sibling brands over time.

RECOMMENDATION THREE

To align with upcoming trends and tourism focus, create a logo system that can introduce new sibling brands. The system should account for new focus areas and new agencies or programs including:

- Culinary / Food & Wine
- Eco-tourism
- Sustainability / Responsible Travel
- Family Travel

RECOMMENDATION FOUR

Continue to evolve the brand positioning from the Magician archetype to the Explorer archetype. This moves the position from relying too heavily on a dated concept of “luxury” that centers on ostentation and consumption to a forward-looking definition of meaningful, transformative experiences where personal growth, cultural authenticity, sustainability, and achievement are the cornerstones of the brand. The brand positioning should be adopted by all TDC partner agencies as a guiding principle of how to message, welcome, and embrace visitors of all kinds.

CONSIDERATIONS

In any branding effort, a cost benefit analysis should be done prior to embarking on a project. Elements to consider include:

- Cost to design and complete brand assets
- Time and effort to align teams, partner groups, and stakeholders
- Cost and time to change websites, marketing collateral, signage, advertisements, letterhead, partner websites, tourism sites, or permanent fixtures
- Removing and ‘cleaning’ online logo repositories (search engines, etc) where old logos will appear
- Ensure all materials are accessible for digital readers and meet all requirements for color contrast and saturation for legibility by accessible vision standards.
- Create a timeline of production, feedback loop, approvals, and implementation prior to embarking on the project



SECTION FIVE

MARKETING ANALYSIS

VISION AND MISSION ALIGNMENT

The TDC and each partner agency has an existing mission statement, and a few have additional vision statements. The vision typically guides long-term strategy (10+ years) and a mission guides strategies and tactics of an organization.

	VISION	MISSION
PALM BEACH COUNTY	Think strategically and anticipate the future. Ensure that the decisions we make today will have lasting value.	To drive a continuous improvement culture of excellence that achieves a measurably high level of public satisfaction.
TOURISM DEVELOPMENT COUNCIL	Palm Beach County will be a globally recognized destination that all travelers will want to visit and experience because of its culture, lifestyle, and amenities.	To lead the promotion of tourism in Palm Beach County by empowering collaborative partnerships, advocating appropriate destination defining developments, and ensuring the steady growth of visitors.
DISCOVER THE PALM BEACHES		Grow The Tourism Economy
CULTURAL COUNCIL	We envision Palm Beach County as a thriving, vibrant, financially stable, and inclusive arts and cultural community that contributes to an exceptional quality of life.	To nurture, promote, and support a healthy, diverse, and inclusive cultural sector. We serve as cultural architects, championing and growing cultural organizations and creative professionals so that arts and culture are a part of everyday life, for everyone.
FILM AND TELEVISION	To be an innovative organization that positively impacts the community beyond expectations.	To generate a positive impact on business tourism and the economy in Palm Beach County through the growth of the film, television, digital media and still photography industry by attracting on-location production, educating the local workforce and providing superior services to both the visiting and local production community.
SPORTS	Establish and develop Palm Beach County as the most diverse global sports destination in Florida.	Champion Palm Beach County as the ultimate destination for sports and tourism.
CONVENTION CENTER		Economic development for the downtown convention center district.
ENVIRONMENTAL		ERM administers environmental programs that protect, preserve, and enhance Palm Beach County's natural resources on land and in & under water.
AIRPORT		<i>(aligned to County)</i> To drive a continuous improvement culture of excellence that achieves a measurably high level of public satisfaction.

Having an aligned vision across DMOs and partner agencies is generally beneficial for unity, consistency, and collaboration. Distinct missions can be useful when addressing unique target audiences, niche markets, and specific stakeholder needs. Ultimately, the most effective approach is to have a consistent shared vision for a destination's growth and reputation and separate but complementary missions that address the unique skills and resources of an individual agency or team.

MARKETING SWOT ANALYSIS

A SWOT analysis is helpful for understanding a destination's strengths, weaknesses, opportunities, and threats, providing a clear picture of where a DMO and its partners stand in the competitive tourism landscape. A SWOT analysis helps tourism marketers make informed decisions about where to focus resources and how to overcome potential challenges.

Palm Beach County has many strengths and opportunities that can be leveraged and continually expanded upon to continue successful tourism marketing. The natural resources, strong sports draw, cultural experiences, and film and TV partnerships all lend an interesting and ownable essence to the region. Increasing campaigns that illustrate eco-tourism, accessible travel, health and wellness, remote work, and large event-driven tourism have an opportunity to increase interest and visitors. Additionally, the use of new marketing technologies, direct engagement with influencers, and the focus on a younger demographic could reach new people in new ways.

Weaknesses are normal for any destination. Often, a weakness may be a segmenting tool or an audience refining technique. Perceived exclusivity and high-cost accommodations will exclude some visitors' consideration but will strengthen consideration by other audiences. It's important to address the weaknesses that are hindering a long-term strategy (ex: aging infrastructure, traffic congestion). Shorter-term campaigns and initiatives can tackle more near-term weaknesses (ex: gaps in youth marketing) to begin to turn them into opportunities.

Threats can be out of anyone's control but are imperative to be aware of and have contingency plans should they arise (ex: environmental risks). Other threats are "opportunities in waiting" and strategies can be devised to address the threat and turn it into a positive. For example, dependence on an aging demographic is a real threat to Palm Beach County; however, increasing direct and influencer marketing about more on-trend activities like wellness, remote work, and eco-tourism could help attract a more youthful audience. Engaging the county residents in the Tourism Master Planning work as well as in programs and initiatives that improve the local quality of life (ex: infrastructure, understanding of tourism's positive impact) will help reduce the risk of pushback or local misalignment.

Below is a snapshot of the Palm Beach County tourism marketing SWOT and the subsequent pages of this document illustrate potential campaigns, audiences, focus areas, and recommendations that can help illuminate the strengths and opportunities while addressing near- and long-term weaknesses and threats to try and limit their impact.

MARKETING SWOT ANALYSIS

DIVERSE CULTURAL ATTRACTIONS

APPEAL OF NATURAL RESOURCES

STRONG SEASONAL VISITOR MARKETS

GROWING CONVENTION AND EVENT HOSTING FACILITIES

ESTABLISHED BRAND IDENTITY

HIGH-QUALITY ACCOMMODATIONS

STRONG TRANSPORTATION LINKS

ESTABLISHED GOLF AND SPA TOURISM

RICH CULINARY SCENE

GOVERNMENT AND AGENCY TOURISM SUPPORT

STRENGTHS

AGING INFRASTRUCTURE

LIMITED PUBLIC BEACH ACCESS

DEPENDENCE ON SEASONAL MARKETS

GAPS IN DIGITAL AND YOUTH MARKETING

UNDERUTILIZED LESSER-KNOWN AREAS

HIGH-COST / LUXURY

LIMITED OPTIONS FOR BUDGET TRAVELERS

TRAFFIC CONGESTION

PERCEIVED EXCLUSIVITY

POTENTIAL OVERCROWDING IN POPULAR AREAS

WEAKNESSES

OPPORTUNITIES

ECO-TOURISM AND SUSTAINABILITY

INCLUSIVE AND ACCESSIBLE TOURISM

FILM AND MEDIA PARTNERSHIPS

SPORTS TOURISM EXPANSION

INFLUENCERS AND DIRECT DIGITAL CAMPAIGNS

INCREASED HEALTH AND WELLNESS TOURISM

VIRTUAL TOURS AND AI-DRIVEN MARKETING

GROWTH OF DOMESTIC TRAVEL

ACCEPTANCE / UTILIZATION OF REMOTE WORK LOCATIONS

EVENT-DRIVEN TOURISM

THREATS

CLIMATE CHANGE / ENVIRONMENTAL RISKS

COMPETITION FROM NEARBY DESTINATIONS

ECONOMIC FLUCTUATIONS AND INFLATION

CHANGING TRAVELER PREFERENCES

RISK OF RESIDENT PUSHBACK

VISITOR FATIGUE AMONG LOCALS

ENVIRONMENTAL REGULATIONS

INFRASTRUCTURE STRAIN

NEGATIVE PERCEPTION OF TOURISM'S IMPACT

DEPENDENCE ON AGING DEMOGRAPHIC

MARKETING THEMES FOR THE NEXT DECADE

Based on the research accumulated, analysis of travel trends, and weighing the unique value proposition of Palm Beach County, the following marketing themes are recommended for consideration. The strength in the campaigns will be through the consistency of message, visuals, and collective reach of the unified marketing efforts. The more unified and collaborative the efforts, the more impact it will have on the targeted market.

Cultural Tourism as a Key Driver

Cultural tourism significantly boosts Palm Beach County's economy, attracting high-spending visitors to arts and heritage sites. Marketing should emphasize these unique cultural assets to increase visitor stays and spending.

Inclusivity and Accessibility

Growing segments like travelers with disabilities and LGBTQ+ visitors have additional potential. Expanding inclusive marketing, improving accessibility, and highlighting LGBTQ+ welcome areas can broaden The Palm Beach's appeal.

Shifts in Visitor Preferences Post-Pandemic

Unlike other Florida destinations, Palm Beach County visitors show a preference for cultural and luxury resort experiences rather than just outdoor activities and theme parks. Aligning campaigns to feature these collective experiences could effectively attract target demographics.

Strategic Partnerships and Event Hosting

Collaborations with local cultural, sports, and film commissions expand the county's reach. Hosting major events and unified marketing across agencies increase brand visibility and draw larger audiences, supporting tourism growth.

Targeted Seasonal Campaigns for Key Markets

Focusing on top feeder markets like New York and Miami during peak travel periods (Q1 and Q4) is crucial. Seasonal promotions can maintain consistent visitor flow and capitalize on travel surges from these areas.

Eco-Tourism Opportunities

Palm Beach County's unique ecosystems provide eco-tourism potential. Developing eco-friendly accommodations and partnering with environmental groups can position the area as a sustainable destination, attracting eco-conscious travelers.

Increasing Digital and Youth Marketing

Visits from the 18-24 age group have declined, which could be addressed through youth-targeted digital campaigns. Engaging social media influencers and organizing youth-centered events can boost engagement with younger audiences.

Promoting Diverse Accommodations

Demand for varied lodging options, including Airbnb, shows the need for diverse accommodations. Marketing family-friendly hotels, group-friendly properties, and unique rental options could enhance visitor satisfaction.

Expanding Sports Tourism

Palm Beach County has significant potential in sports tourism, particularly for spectator sports and events. Developing sports facilities, promoting events, and engaging sports enthusiasts could drive year-round tourism.

Leveraging Film and Media Production

As a growing location for film and television production, Palm Beach County has opportunities to promote film tourism. Featuring destinations in media, leveraging celebrity endorsements, and showcasing filming locations can increase tourism and enhance local pride.

LEVERAGING UNIQUENESS TO BRING SHARED SUCCESS

With such a varied set of audiences, resources, goals, and budgets across TDC partner agencies, there's an opportunity to align on a shared set of goals and then empower each agency to help attain those goals in the unique and specific way they can.

To start, aligning on a shared tourism vision and brand promise is vital. These are the north stars that will guide all tourism activity and programming. Next, agreed upon and shared goals for the entire TDC is critical. This is not to say that all agencies will be equally responsible for all goals (ex: the Film Commission isn't responsible for landing sporting tournaments and PBI isn't responsible for social media outreach of ERM). The practice here is to have a team-based and well-understood vision and goal-driven approach to marketing.

Next, each agency should develop their mission statements that complement the vision while highlighting their unique abilities and inputs. From there, each agency should craft realistic goals and KPIs that will accrue to the shared goals of the TDC. The critical part here is a shared understanding of how each agency can and will contribute.

For example, if a shared goal is to increase visitation of German tourists by 10%, individual goals could look something like:

- **DTPB:** Advertising in-market, social campaigns, on-ground ambassadors, localized materials
- **PBI:** Partnerships with connecting airline routes, localized signage
- **Sports:** Booking two tournaments, room night goal, local sports ambassadors
- **Film:** German programming to play in-market and in German advertising
- **ERM:** Outreach to German ecological tourism organizations for curated experiences
- **Culture:** Programming and promotion of relevant artists in-market and OOH
- **Convention:** Booking one German conference or increasing German attendee numbers

Each agency will look at social views, site visits, ROAS, direct room nights, event attendance, and many other goals but the cumulative effect should be on increasing the German visitation by 10%. Shared planning, coordination, messaging, and achievements is what success looks like here. Penalizing certain agencies for not achieving a goal that is irrelevant to their scope is failure. A team approach, utilizing unique skills to achieve a goal bigger than any one agency is the purpose.

SHARED GOAL FRAMEWORK ACROSS VARIED AGENCIES (EXAMPLE)						
TOURISM VISION <i>Shared amongst all agencies</i>		To inspire tourism that supports our community, honors our natural and cultural legacy, and builds a prosperous future for all who call it home.				
BRAND PROMISE <i>Shared amongst all agencies</i>		For over 125 years, dreamers and achievers have found their perfect rhythm in our sun-kissed paradise. Whether you're celebrating success, seeking inspiration, or building your legacy, our diverse coastal communities welcome you with authentic hospitality. From intimate local cafes to world-class resorts, discover a destination where everyone's version of prosperity can bloom, enriched by multicultural experiences, pristine beaches, and the warm embrace of the Atlantic.				
ANNUAL GOALS <i>Shared amongst all agencies</i>		Room nights, ADR, YOY travel intent, visitor counts, visitor spending, campaign ROI, DEIA, partnerships, social reach, influencer ROI, meetings, international markets, analytics and research, sustainability, TV viewership, economic impact, cultural impact, resident engagement, etc.				
						
AGENCY MISSION <i>Unique to agency and upholds the vision</i>	AGENCY MISSION <i>Unique to agency and upholds the vision</i>	AGENCY MISSION <i>Unique to agency and upholds the vision</i>	AGENCY MISSION <i>Unique to agency and upholds the vision</i>	AGENCY MISSION <i>Unique to agency and upholds the vision</i>	AGENCY MISSION <i>Unique to agency and upholds the vision</i>	AGENCY MISSION <i>Unique to agency and upholds the vision</i>
AGENCY KPIs <i>Unique goals and KPIs to shared annual goals</i>	AGENCY KPIs <i>Unique goals and KPIs to shared annual goals</i>	AGENCY KPIs <i>Unique goals and KPIs to shared annual goals</i>	AGENCY KPIs <i>Unique goals and KPIs to shared annual goals</i>	AGENCY KPIs <i>Unique goals and KPIs to shared annual goals</i>	AGENCY KPIs <i>Unique goals and KPIs to shared annual goals</i>	AGENCY KPIs <i>Unique goals and KPIs to shared annual goals</i>
CAMPAIGNS <i>Unique campaigns and messaging to meet goals</i>	CAMPAIGNS <i>Unique campaigns and messaging to meet goals</i>	CAMPAIGNS <i>Unique campaigns and messaging to meet goals</i>	CAMPAIGNS <i>Unique campaigns and messaging to meet goals</i>	CAMPAIGNS <i>Unique campaigns and messaging to meet goals</i>	CAMPAIGNS <i>Unique campaigns and messaging to meet goals</i>	CAMPAIGNS <i>Unique campaigns and messaging to meet goals</i>

CREATING ROLES AND RESPONSIBILITIES FOR FUTURE MARKETING FOCUS

By increasing focus on culinary, eco-tourism, family-oriented, and accessible travelers, it's imperative to have in-house resources who understand, embody, and create programs to authentically address the growth areas of regional tourism efforts. Adding full-time, dedicated staff to the following areas could help grow programs and coordinate with relevant agencies to give a real and compelling voice to passion area marketing. Examples include:



Photo Credit to @pbcerm

Culinary: An experienced food, wine, and regional cuisine marketer versed in food partnerships, food traveler expectations, influencers, and in-market activations.

Eco-tourism: A dedicated eco-marketer who understands and creates programs for adventure seekers on waterways, hiking, backpacking, animal watching, and extreme outdoor adventure.

Family-focused: A marketer with a strong background in family trip planning, safety, budget, and accessibility concerns who understands how to position against more traditional family-focused cities like Orlando.

Accessibility: An expert on understanding the needs and expectations of accessible travelers who can implement programs, policies, events, and partnerships to enhance the experience of all.

WEBSITE SEO AND TECHNICAL PERFORMANCE

As websites grow, edit, and change over time, it's important to monitor for optimal site performance and Search Engine Optimization (SEO). Websites are indexed by browsers like Google and Bing and have many criteria they look for to determine whether a site is “good.” The better the site, the more likely it will show up earlier in search results and be presented to searchers.

PERFORMANCE OF PALM BEACH COUNTY TOURISM WEBSITES

The following analyses have been conducted using two different tools, SEMRush and SEObility. The tools look for common issues that can hinder or hurt web indexing performance. In many cases, simple fixes can raise the optimization scores and increase site performance.

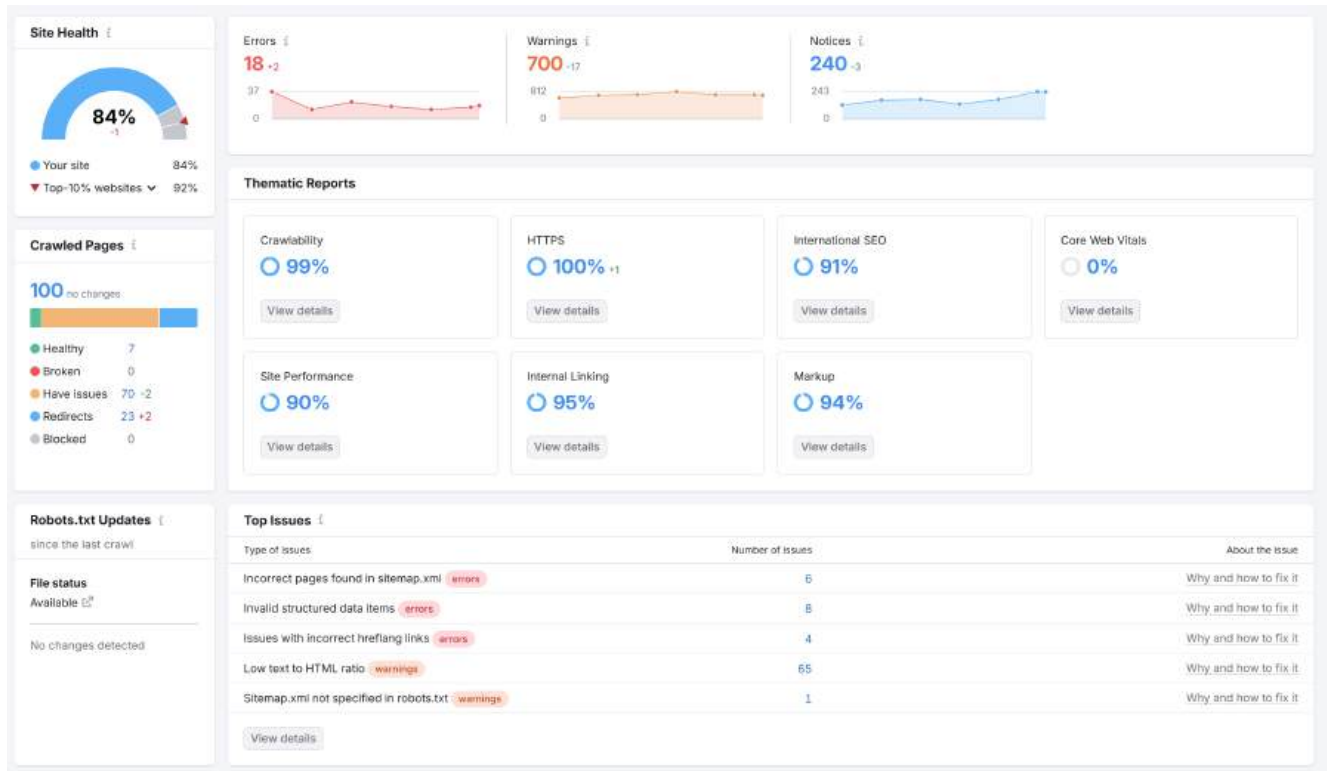
Detailed site reports will be provided in separate documents for webmasters.

TIPS TO IMPROVE SEARCH RANKINGS

- Freshness matters. Update content regularly and keep pages fresh.
- Keywords are key. Put relevant words in titles, headlines, and image metadata alt tags.
- Kill zombies. Pages that don't have traffic—zombies—can hurt rankings. Get rid of them or revamp them.
- Blogs can help. Relevant content can increase the likelihood of rising in results.
- Emails work. Clicking on your URL from an email will increase site traffic and eventually increase rankings.
- Check your SEO performance often and make adjustments.
- Add metadata to every single image, video, or graphic. Metadata should match page content.
- Backlinks (pages that refer back to your site) are very helpful and increase your page relevance. However, monitor for “toxic backlinks” that can be bots or phishing tools that hurt your rankings. Remove or quarantine toxic links.

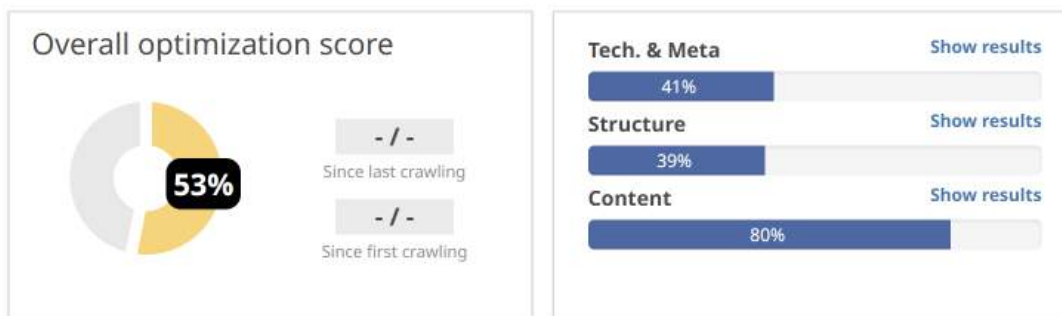
DISCOVER THE PALM BEACHES

Discover The Palm Beaches is a robust website with many technical enhancements and modern flourishes. The SEMRush report gives the site health an 84% which is about eight points lower than comparable websites; however, it is still strong. Crawlability, HTTPS structure, linking, and performance are all rated well. International SEO set up is also excellent, which can be a model for the other sites.



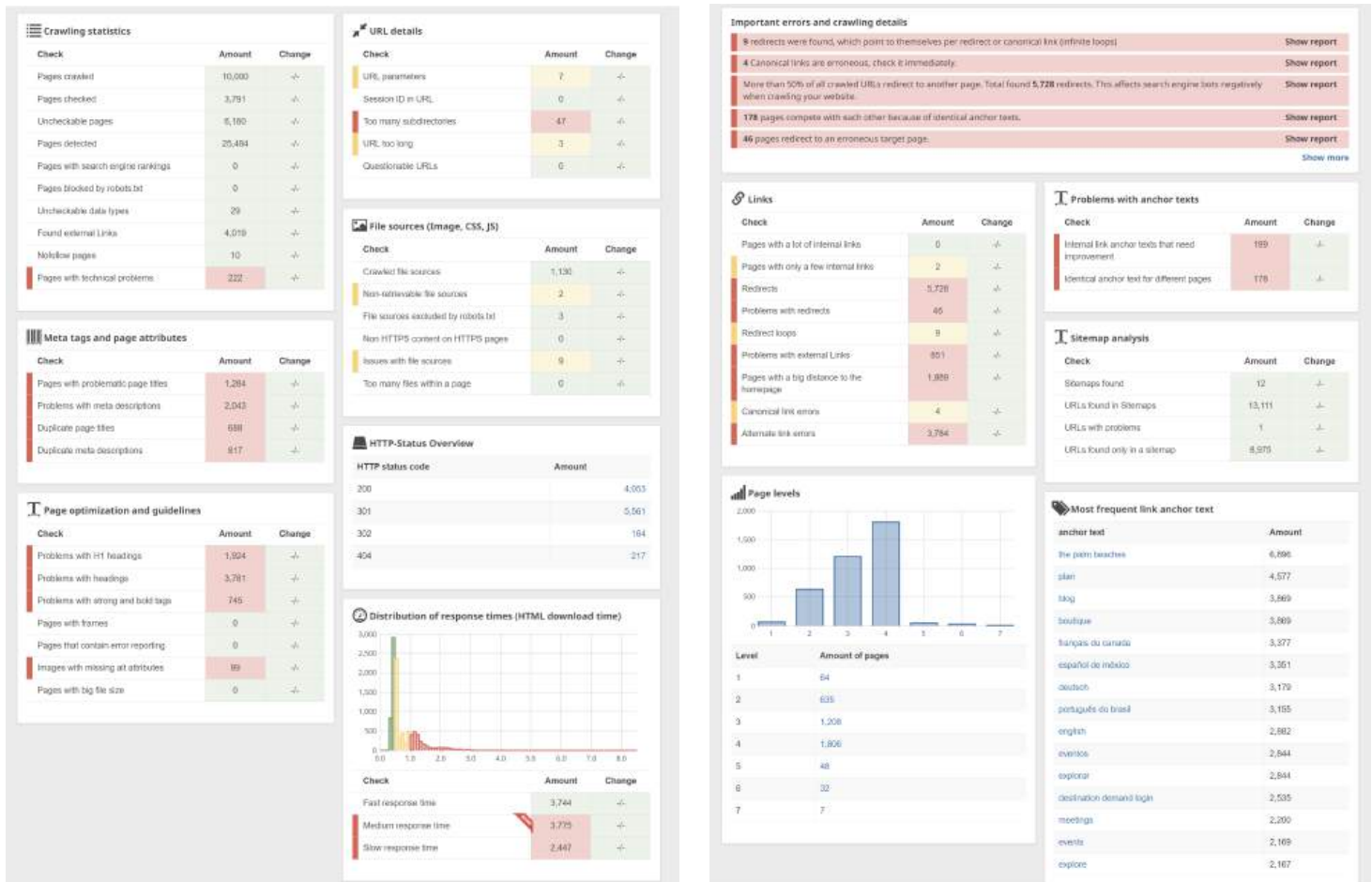
Reviewing the SEOability report, the overall optimization score is 53% with the majority of issues in the technical, metadata, and structure areas. A good goal for optimization score should be 90%+.

Optimization score



Most issues uncovered in the scan related to meta tags and attributes (the words, phrases, and descriptions associated with images on a site). There are 1,284 problematic page titles, 2,043 meta description issues, and roughly 1,400 duplicate page titles or meta descriptions. In addition, there are nearly 2,000 H1 header issues and 3,781 issues with headings.

Redirects, circular loops, external link errors, and numerous subdirectories are also causing the site's SEO performance to be flagged. While not all warnings can be fixed, addressing the top issues across the site can help with performance (speed), relevance, and positioning on web search results. Additionally, when cleaning metadata and page titles, it's an opportunity to update keywords based on long-tail strategies and competitor keyword analysis.

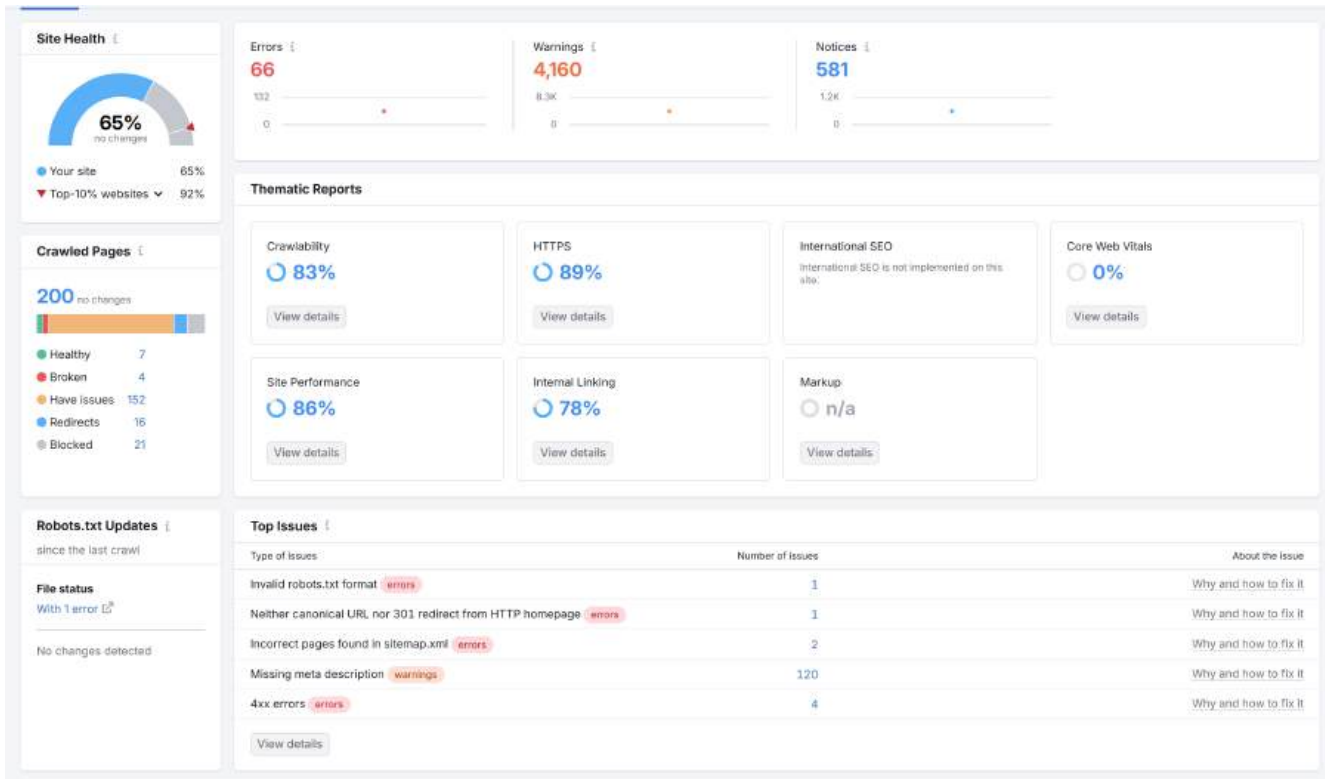


The full site reports detail all issues to consider improving, but the most influential updates are:

1. Fix missing metadata, page titles, H1 headings, and missing alt attributes. Use keywords and page content text to ensure consistency and boost SEO performance.
2. Review and fix site redirects, circular loops, and subdirectories.
3. Review and restructure data maps and site maps for proper indexing.
4. Increasing text content on pages with low word counts as possible.

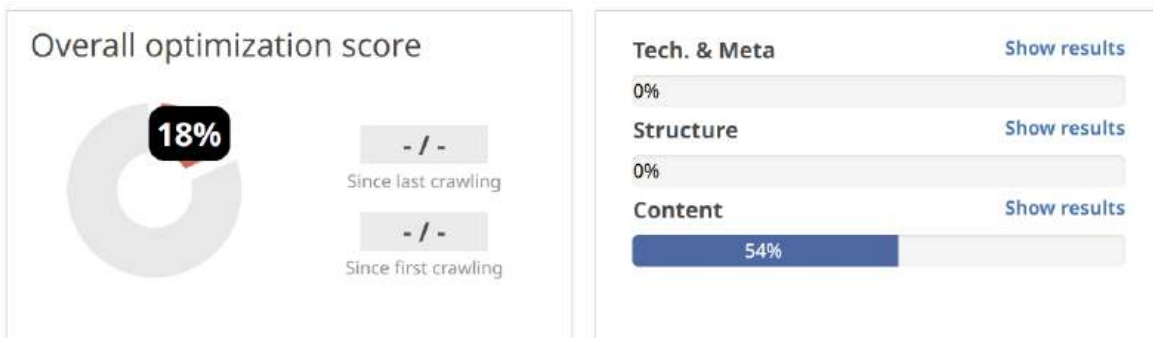
TOURISM DEVELOPMENT COUNCIL

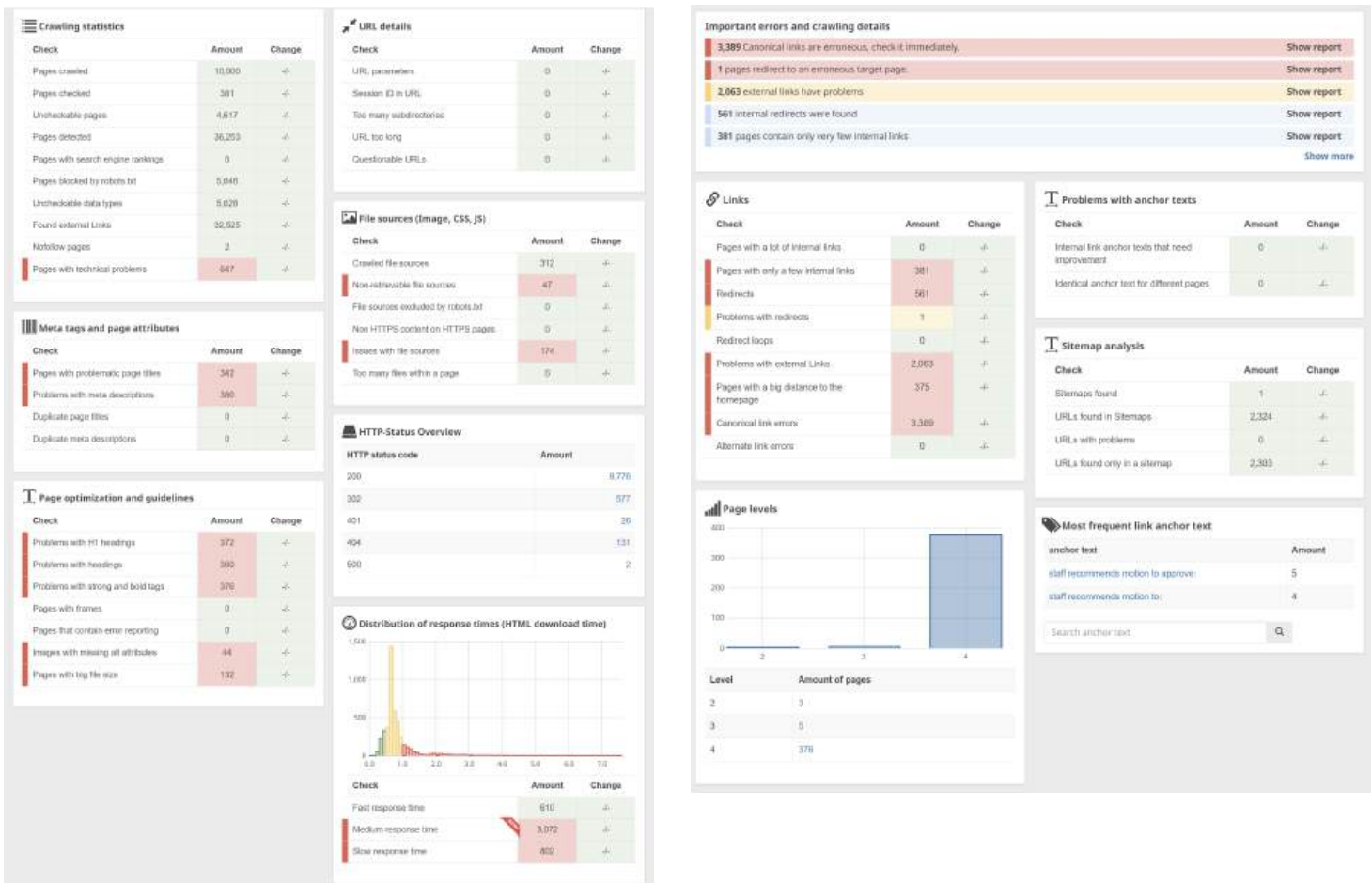
The Tourism Development Council website is a subsite off the Palm Beach County web domain and therefore ratings and evaluations may be influenced by the main website and its structure. The SEMRush analysis shows a site health score of 65% (compared to 92% for comparable sites). The crawlability, HTTP structure, linking, and site performance are all lower than expected from comparable sites. Some of the main errors found were due to missing metadata and structural redirects. International SEO is also not implemented, which may be a hinderance to non-US market search results.



The SEOility report shows a very low optimization score of 18% and did not rate the technical and metadata or structure section due to too many errors. Notifications were given around missing metadata, problematic titles and H1 header issues, link errors, and site performance.

Optimization score





The full site reports detail all issues to consider improving, but the most influential updates are:

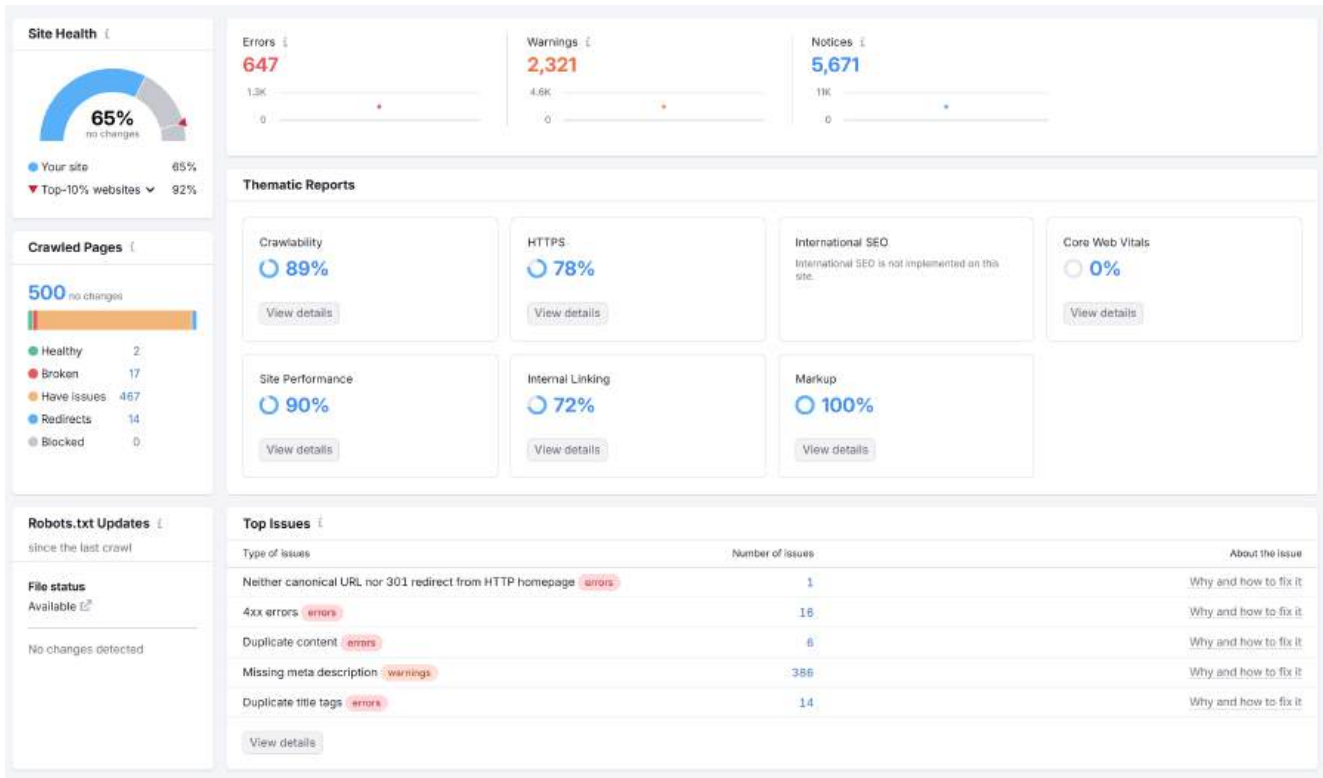
1. Review with webmasters and site owners of the root domain to evaluate performance and potential updates that could impact the subsites.
2. Remove old pages, empty pages, and update any pages that are broken links.
3. Fix missing metadata, page titles, H1 headings, and missing alt attributes. Use keywords and page content text to ensure consistency and boost SEO performance.
4. Review and fix site redirects, circular loops, and subdirectories.

SPORTS COMMISSION

The Sports Commission website scores 65% for site health on the SEMRush analysis tool compared to 92% for top performing comparable sites. Internal linking and HTTP structure are two areas that lowered the overall score. Missing metadata descriptions, title tags, and 4xx errors are key areas to fix to increase search engine ranking and performance. International SEO is also not implemented, which may be a hindrance to non-US market search results.

SPORTS COMMISSION

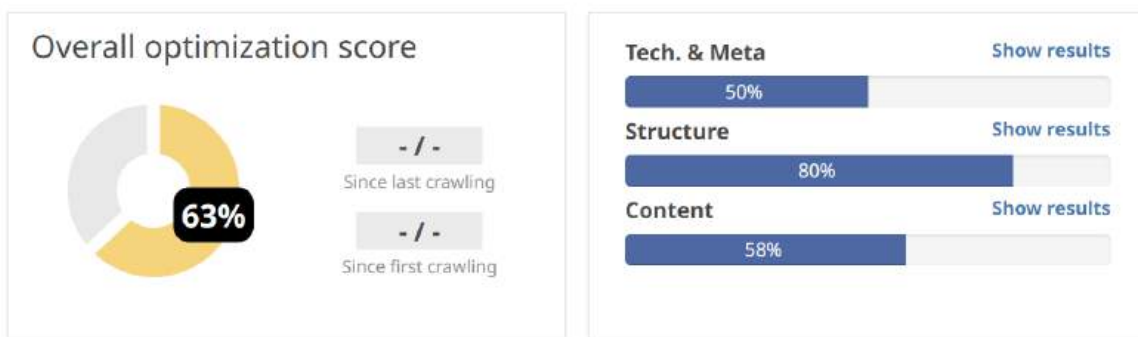
The Sports Commission website scores 65% for site health on the SEMRush analysis tool compared to 92% for top performing comparable sites. Internal linking and HTTP structure are two areas that lowered the overall score. Missing metadata descriptions, title tags, and 4xx errors are key areas to fix to increase search engine ranking and performance. International SEO is also not implemented, which may be a hinderance to non-US market search results.

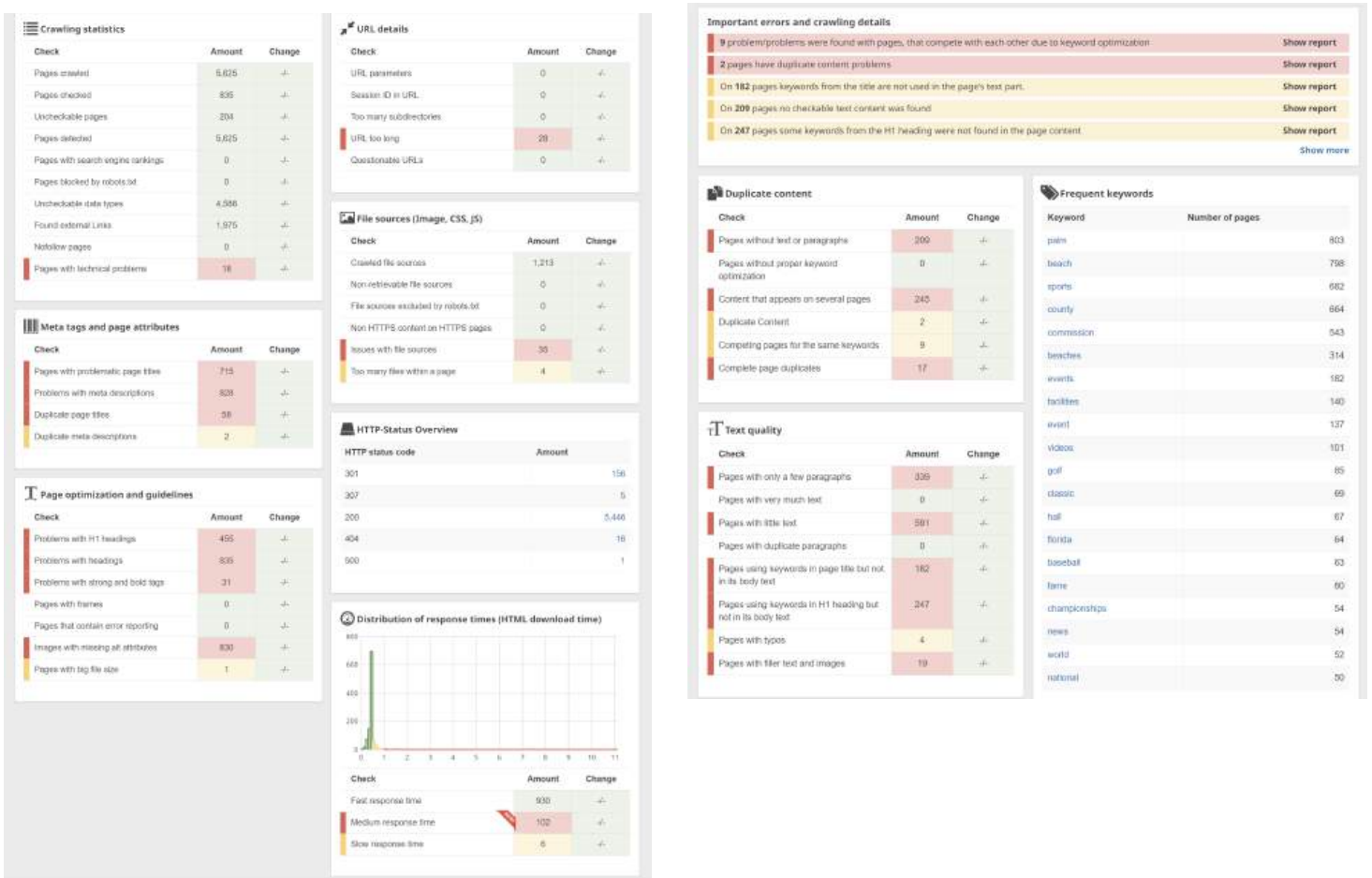


The SObility report indicates a site optimization score of 63% with technical, metadata, and content issues causing the most impact. The site structure is strong.

Problems with metadata descriptions, page titles, missing image alt attributes, and technical problems are lowering the technical optimization score. For content, many pages are either light on text or missing it altogether which can trigger an error. Pages that have too much duplicate content or compete with each other for keyword optimization can also lower SEO scores and hurt rankings.

Optimization score



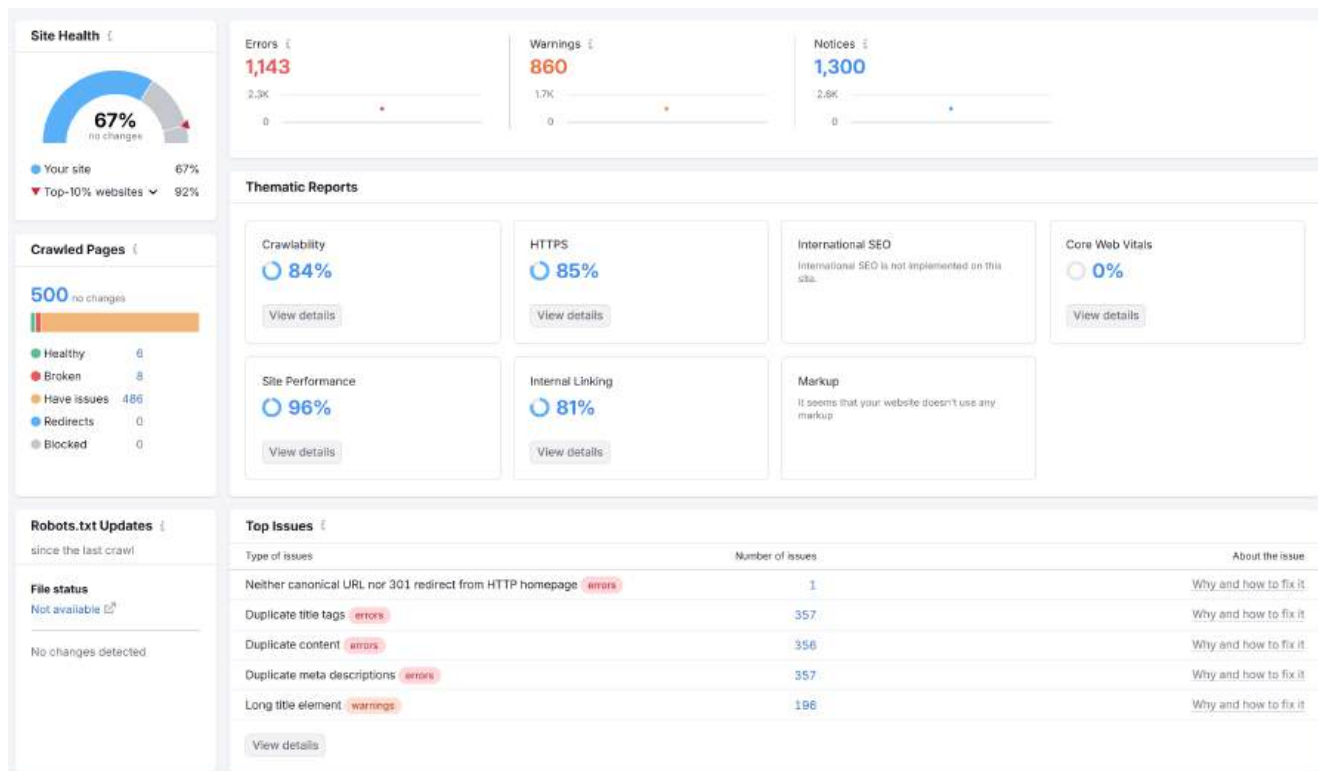


The full site reports detail all issues to consider improving, but the most influential updates are:

1. Fix missing metadata, page titles, H1 headings, and missing alt attributes. Use keywords and page content text to ensure consistency and boost SEO performance.
2. Consider removing empty pages or pages with no content. Remove dead / zombie pages.
3. Review and fix site redirects, circular loops, and subdirectories.
4. Review and restructure technical page issues.
5. Increasing text content on pages with low word counts as possible.

CONVENTION CENTER

The Convention Center website earns a 67% site health score on SEMRush compared to 92% for similar top websites. The site speed and performance are strong but crawlability, HTTP structure, and linking have room for optimization. The duplication of title tags, content, and meta descriptions should be addressed for better search ranking. International SEO is also not implemented, which may be a hinderance to non-US market search results.

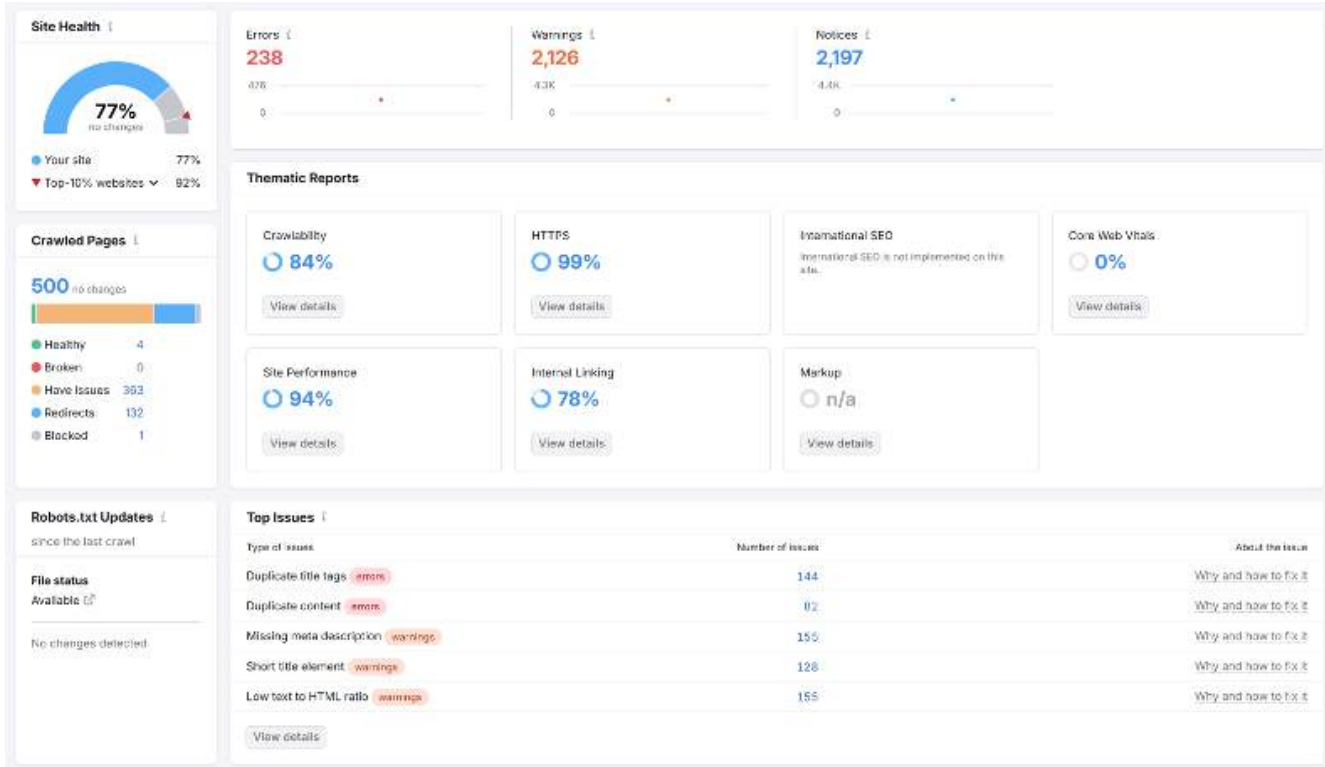


Note: due to web crawling blockers, the SEOability report was unable to run for the Convention Center website.

1. The full site report details all issues to consider improving, but the most influential updates are:
2. Address duplicate title tags, content, and meta descriptions.
3. Address long title elements.

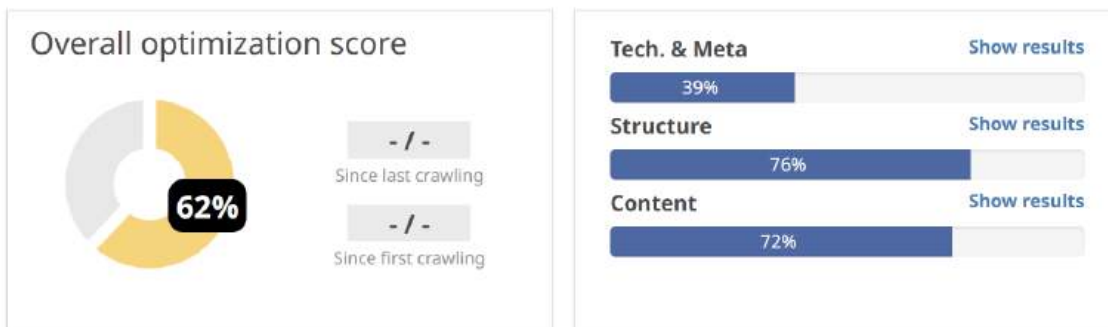
FILM AND TELEVISION

The Film and Television website scored a 77% on site health from SEMRush compared to 92% for comparable websites. The HTTP structure and site performance was excellent while crawlability and internal linking could be improved. The main issues uncovered by the tool were missing metadata descriptions, short titles, and low text to HTML ratios. International SEO is also not implemented, which may be a hinderance to non-US market search results.



In the SEOability analysis tools, the overall optimization score was 62% (goal should be in the 90%+). The biggest concern areas were in technology and metadata while structure and content were relatively strong.

Optimization score



According to this tool, the biggest areas for improvement are fixing meta descriptions, page titles, H1 headings, strong and bold tagging, missing image alt attributes, duplicate content, and pages without content. It's advised to conduct a full site audit at the sitemap level, remove nonfunctioning or duplicate pages, and republish.

Crawling statistics

Check	Amount	Change
Pages crawled	9,962	↔
Pages checked	1,778	↔
Uncheckable pages	250	↔
Pages detected	10,079	↔
Pages with search engine rankings	0	↔
Pages blocked by robots.txt	0	↔
Uncheckable data types	7,834	↔
Found external Links	1,538	↔
Nofollow pages	1	↔
Pages with technical problems	1	↔

Meta tags and page attributes

Check	Amount	Change
Pages with problematic page titles	1,240	↔
Problems with meta descriptions	1,713	↔
Duplicate page titles	540	↔
Duplicate meta descriptions	25	↔

Page optimization and guidelines

Check	Amount	Change
Problems with H1 headings	1,778	↔
Problems with headings	1,778	↔
Problems with bold and bold tags	1,778	↔
Pages with frames	0	↔
Pages that contain error reporting	0	↔
Images with missing alt attributes	574	↔
Pages with big file size	0	↔

URL details

Check	Amount	Change
URL parameters	2	↔
Session ID in URL	0	↔
Too many subdirectories	0	↔
URL too long	14	↔
Questionable URLs	0	↔

File sources (Image, CSS, JS)

Check	Amount	Change
Crawled file sources	1,151	↔
Non-referable file sources	1	↔
File sources excluded by robots.txt	0	↔
Non-HTTPS content on HTTPS pages	0	↔
Issues with file sources	123	↔
Too many files within a page	0	↔

HTTP-Status Overview

HTTP status code	Amount
301	154
302	53
200	9,714

Distribution of response times (HTML download time)

Important errors and crawling details

- 80 problem/problems were found with pages, that compete with each other due to keyword optimization [Show report](#)
- 179 pages have duplicate content problems [Show report](#)
- We found pages with robots meta tag "nofollow" [Show report](#)
- On 468 pages no checkable text content was found [Show report](#)
- 2,118 content/text blocks were found that are present on more than one page [Show more](#)

Duplicate content

Check	Amount	Change
Pages without text or paragraphs	468	↔
Pages without proper keyword optimization	0	↔
Content that appears on several pages	2,118	↔
Duplicate Content	179	↔
Competing pages for the same keywords	80	↔
Complete page duplicates	307	↔

Text quality

Check	Amount	Change
Pages with only a few paragraphs	601	↔
Pages with very much text	3	↔
Pages with little text	0	↔
Pages with duplicate paragraphs	12	↔
Pages using keywords in page title but not in its body text	5	↔
Pages using keywords in H1 heading but not in its body text	0	↔
Pages with typos	32	↔
Pages with filler text and images	0	↔

Frequent keywords

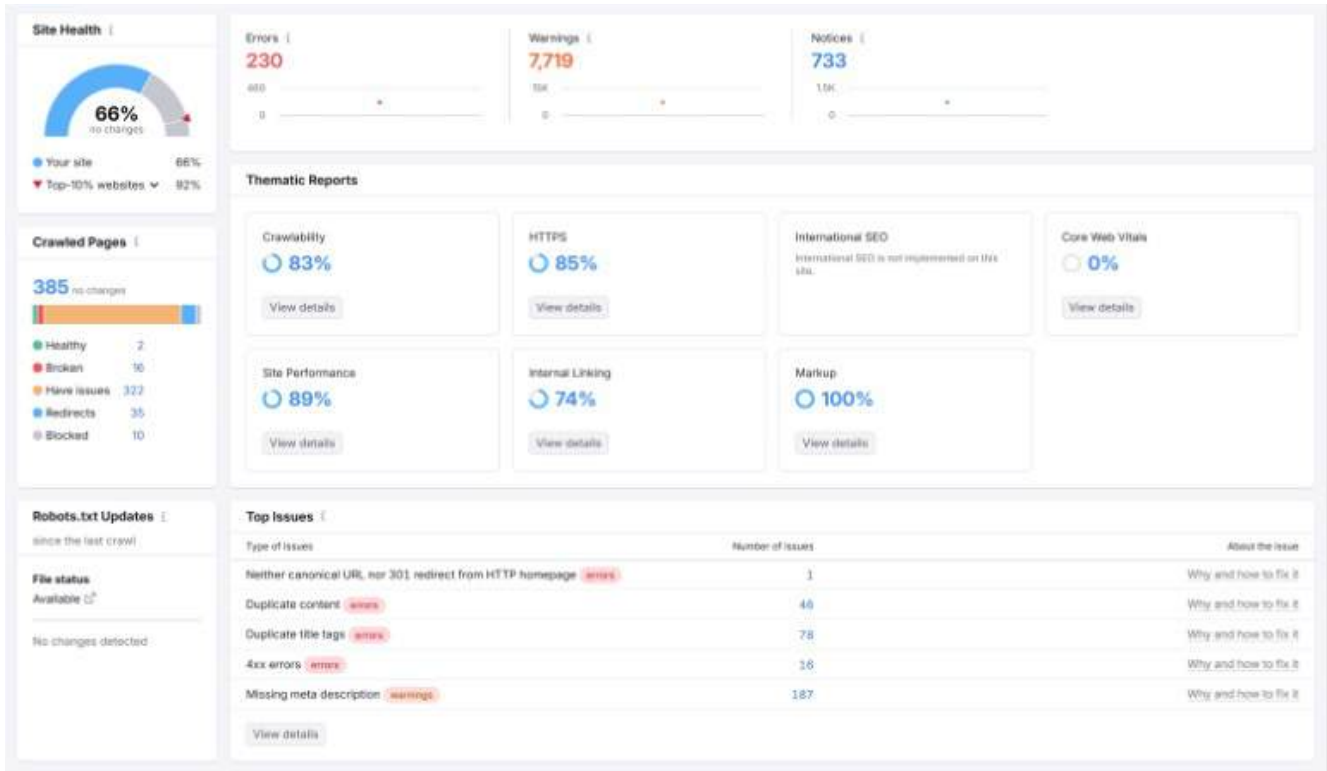
Keyword	Number of pages
film	1,778
pain	1,639
beach	1,577
west	1,208
newsletter	1,010
menu	923
locations	542
location	523
beaches	338
information	330
for sale	233
share	232
student	153
contact	147
county	144
weather	142
local	139
park	118
production	113
films	110

The full site reports detail all issues to consider improving, but the most influential updates are:

1. Fix missing metadata, page titles, H1 headings, and missing alt attributes. Use keywords and page content text to ensure consistency and boost SEO performance.
2. Consider removing empty pages or pages with no content. Remove dead / zombie pages.
3. Increasing text content on pages with low word counts as possible.

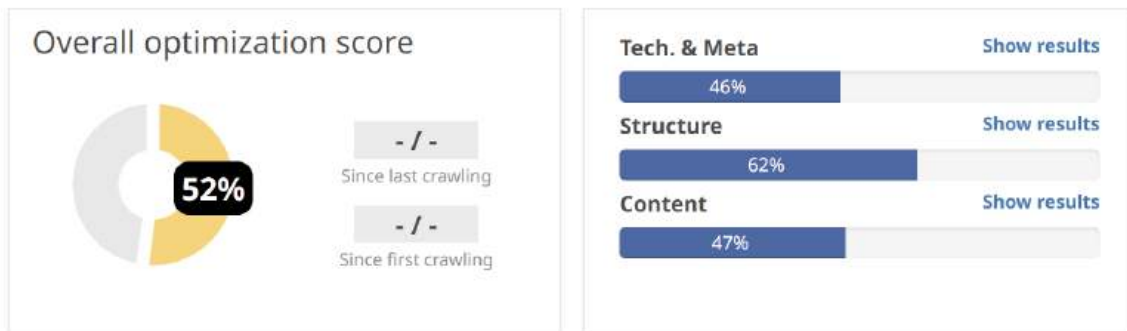
AIRPORT

The PBI website received a 66% site health score from SEMRush compared to 92% for comparable websites. Site performance and HTTP structure are good but linking could be improved. Duplicate page content, title tags, 4xx errors and missing meta descriptions were the biggest culprits in bringing down the index score. International SEO is also not implemented, which may be a hinderance to non-US market search results.



For the SEOability report, the PBI website earned a 52% optimization score (goal should be 90%+). While the site structure was moderate, the technical and metadata and content areas could be improved.

Optimization score



The largest areas of focus should be in correcting pages with tiles, meta descriptions, duplicate titles, H1 headings, missing image alt attributes, and duplicative content. Pages with low content or word count should also be updated.

Crawling statistics

Check	Amount	Change
Pages crawled	557	↓
Pages checked	467	↓
Uncheckable pages	88	↓
Pages detected	557	↓
Pages with search engine rankings	0	↓
Pages blocked by robots.txt	0	↓
Uncheckable data types	1	↓
Found external Links	1,227	↓
Notiflow pages	0	↓
Pages with technical problems	21	↓

Meta tags and page attributes

Check	Amount	Change
Pages with problematic page titles	308	↓
Problems with meta descriptions	407	↓
Duplicate page titles	117	↓
Duplicate meta descriptions	41	↓

Page optimization and guidelines

Check	Amount	Change
Problems with H1 headings	309	↓
Problems with headings	236	↓
Problems with strong and bold tags	55	↓
Pages with frames	0	↓
Pages that contain error reporting	0	↓
Images with missing alt attributes	347	↓
Pages with big file size	0	↓

URL details

Check	Amount	Change
URL parameters	20	↓
Session ID in URL	2	↓
Too many subdirectories	0	↓
URL too long	0	↓
Questionable URLs	0	↓

File sources (Image, CSS, JS)

Check	Amount	Change
Created file sources	876	↓
Non-embeddable file sources	7	↓
File sources excluded by robots.txt	0	↓
Non-HTTPS content on HTTPS pages	0	↓
Issues with file sources	162	↓
Too many files within a page	0	↓

HTTP-Status Overview

HTTP status code	Amount
301	10
302	26
200	500
404	21

Distribution of response times (HTML download time)

Important errors and crawling details

- 9 problem/problems were found with pages, that compete with each other due to keyword optimization [Show report](#)
- 25 pages have duplicate content problems [Show report](#)
- On 93 pages keywords from the title are not used in the page's text part. [Show report](#)
- On 196 pages some keywords from the H1 heading were not found in the page content [Show report](#)
- 410 content/text blocks were found that are present on more than one page [Show report](#)

Duplicate content

Check	Amount	Change
Pages without text or paragraphs	0	↓
Pages without proper keyword optimization	0	↓
Content that appears on several pages	410	↓
Duplicate Content	25	↓
Competing pages for the same keywords	5	↓
Complete page duplicates	19	↓

Text quality

Check	Amount	Change
Pages with only a few paragraphs	311	↓
Pages with very much text	0	↓
Pages with little text	397	↓
Pages with duplicate paragraphs	0	↓
Pages using keywords in page title but not in its body text	93	↓
Pages using keywords in H1 heading but not in its body text	196	↓
Pages with typos	1	↓
Pages with filler text and images	1	↓

Frequent keywords

Keyword	Number of pages
peki	325
airport	318
psdm	294
branch	267
international	203
browser	160
supported	151
view	128
gallery	126
experience	124
recommend	118
using	105
membership	87
menu	83
chrome	75
service	69
close	64
contact	51
airlines	46
posts	41

The full site reports detail all issues to consider improving, but the most influential updates are:

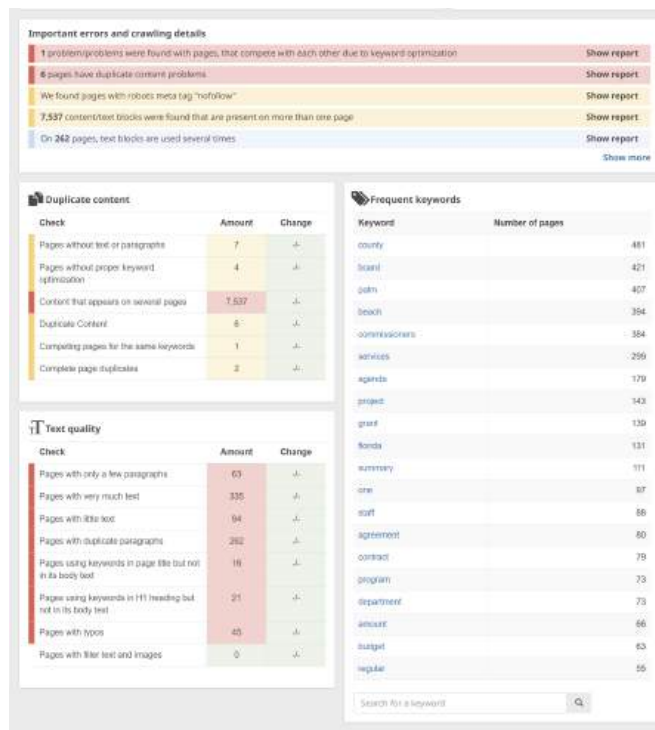
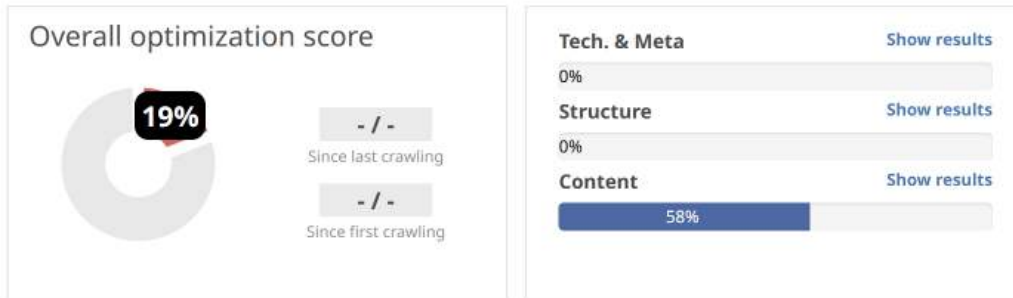
1. Fix missing metadata, page titles, H1 headings, and missing alt attributes. Use keywords and page content text to ensure consistency and boost SEO performance.
2. Consider removing empty pages or pages with no content. Remove dead / zombie pages.
3. Increasing text content on pages with low word counts as possible.

ENVIRONMENTAL RESOURCES

SEMRush reports are not available for the ERM pages as it calculates the performance of the entire domain from the TDC pages. Because the ERM pages are a subdomain of the TDC pages, the results are tallied as parts of the complete TDC report.

For the SEObility report, the site optimization score is 19% based mostly on the errors and crawling issues of the main TDC site. Technical and metadata and structure are not scored. Content receives a 58% optimization score.

Optimization score



The full site report details all issues to consider improving, but the most influential updates are:

1. Fix missing metadata, page titles, H1 headings, and missing alt attributes. Use keywords and page content text to ensure consistency and boost SEO performance.
2. Consider removing empty pages or pages with no content. Remove dead / zombie pages.
3. Increasing text content on pages with low word counts as possible.

CULTURAL COUNCIL

Website monitoring and SEO analysis was not possible due to technical blocks on the website that do not allow third-party crawling.

RESIDENT ENGAGEMENT

Campaigns like “Love the Palm Beaches” and “Sea to Preserve,” along with the development of local tourism brand ambassadors and events, partnerships, and cultural underwriting have been instrumental ways to engage the residents of Palm Beach County. Plans to refine and broaden those initiatives should be continued. Based on resident feedback and stakeholder interviews, below are potential campaigns or programs to address resident concerns and interest in tourism and the infrastructure that supports a desirable lifestyle.

- Resident panel on campaign development. Use resident focus groups, committees, or advisory boards to test creative, inform on campaign planning, or generate new program ideas. Publish the results of the collaboration and share them on social media.
- Increase distribution of Palm Beaches TV to additional cable and OTA providers to reach more viewers in homes and online.
- Highlight Palm Beach County’s ongoing improvements to water, sewer, and stormwater systems in tourist-heavy areas. Use storytelling to showcase how these upgrades ensure a reliable, high-quality experience for residents and visitors, with a focus on sustainability and modernity. Potential focus areas include scientific and engineering groups, environmental advocates, school children, ecologists, and government agencies.
- Partner with local media, residents, environmental advocates, and tourism stakeholders to communicate the county’s commitment to infrastructure improvements, showing how these upgrades directly enhance the visitor experience, from clean beaches to efficient services, positioning the county as future-ready.
- Promote new and existing multimodal transportation options (bike lanes, pedestrian paths, improved public transit, electric vehicles) through targeted ads that show how easy it is for people to get around, reducing stress and enhancing the overall experience. Provide e-maps, apps, smart watch trackers, and accomplishment rewards for completing commuting paths and experiences.
- Collaborate with local influencers and transportation companies to create a campaign showing scenic bike routes, pedestrian-friendly paths, and shuttle services linking key attractions, promoting a hassle-free, eco-friendly way to explore the county. Focus could be on multi-city and multi-day excursions that offer a “best of” tour of the varying areas of the country.

- Market Palm Beach County’s innovative approach to urban growth through development and redevelopment of underutilized areas. Showcase newly transformed areas offering fresh experiences while preserving the county’s charm. Engage locals and influencers who can chronicle and showcase area development and improvements to beloved locations.
- Collaborate with environmental organizations to market Palm Beach County’s climate resilience strategies, including erosion control and stormwater management, showcasing how the county is adapting to climate change while maintaining a beautiful destination. Position the area as the top choice in eco-tourism in the state by highlighting natural resources, diversity of excursions, redevelopment of areas, funding of at-risk habitat restoration, light pollution reduction, and educational resources reaching people inside and out of the county.

Additional ideas and considerations are included in the Campaign Thought Starter portion of the Resources section at the end of this document.

RECOMMENDATIONS FOR THE TOURISM MASTER PLAN

RECOMMENDATION ONE

To best align the vision and subsequent missions of each partner agency, it’s recommended to unite on a shared tourism-based vision statement and make any necessary refinements to each organization’s mission statement. The vision should encompass a long-range goal of tourism success, sustainable and mindful growth, resident support, and the benefits of the region’s unique resources, people, and partner agencies.

Here are five example statements provided as thought starters to the type of combined vision that could be possible:

"The premier destination where tourism thrives sustainably, enriching the lives of residents, and preserving our unique natural and cultural resources."

"To cultivate a vibrant, inclusive tourism industry that values mindful growth, community engagement, and the protection of our region’s distinctive landscapes and heritage."

"To achieve a balanced tourism ecosystem that celebrates our unique assets, fosters partnerships, and creates lasting benefits for both visitors and residents."

"To become a model destination for sustainable tourism, where growth respects community values, and visitors experience the region’s unmatched beauty and diversity."

"To inspire travel that supports our community, honors our natural and cultural legacy, and builds a prosperous future for all who call it home."

Mission statements should complement the shared vision and highlight the unique roles that each partner agency can plan to help make the long-term vision come true.

CONSIDERATIONS

Cross-functional and cross-organizational consensus on a shared vision can be a time-consuming process. It needs to be balanced between input, feedback, and discussion where all stakeholders feel included and welcome in the conversation. Some areas to consider include:

- Time and effort to align teams, partner groups, and stakeholders
- Time and effort to seek approvals, and manage changes through governing bodies
- Cost and time to change websites, collateral, signage, partner websites
- Create a project timeline including feedback loops, approvals, and implementation prior to embarking on the project

RECOMMENDATION TWO

To best build on the existing marketing strengths and in-region opportunities, while proactively addressing threats, it is recommended to align marketing campaigns with audiences and channels that provide the most strategic short- and long-term benefit.

Campaign thought starters and resources are included in this document's following sections and include the ways to strategically market to the areas of the SWOT analysis.

Strengths

- Cultural and heritage
- Luxury
- Culinary
- Sports
- Eco-friendly and sustainable
- Extending convention travel
- Wellness and health

Weaknesses

- Reaching younger audiences
- Aging infrastructure and traffic
- Beach access and open space
- Year-round tourism

Opportunities

- Regional natural resources
- Resident engagement
- Global travelers
- Sustainability and resilience

Threats

- Competition amongst Florida destinations
- Tourism detractors (climate, cost)
- Public safety and emergency preparedness
- Workforce development

RECOMMENDATION THREE

Focus marketing campaigns across the most influential themes that modern travelers want and that will pave the way for execution of the Tourism Master Plan recommendations. Starting the marketing now will build a stronger foundation in the areas for the future.

- Cultural Tourism as a Key Driver
- Inclusivity and Accessibility
- Shifts in Visitor Preferences Post-Pandemic
- Strategic Partnerships and Event Hosting
- Targeted Seasonal Campaigns for Key Markets
- Eco-Tourism Opportunities
- Increasing Digital and Youth Marketing
- Promoting Diverse Accommodations
- Expanding Sports Tourism
- Leveraging Film and Media Production

CONSIDERATIONS

Any marketing campaign will require planning and cost analysis before beginning. The campaign themes presented will be most effective if they leverage the collective input and resources of partner agencies and work towards a common goal and audience. Considerations also include:

- Time and effort to align teams, partner groups, and stakeholders
- Audience focus, ROI, goals, KPIs, channels used, and agreement on overall spend
- Campaign development, monitoring, and assessing success
- Atomization of content into various channels, uses, or across organizations for the most effective use of spend and creative

RECOMMENDATION FOUR

Updating website performance and SEO triggers is an important element of site hygiene and can improve search rankings – getting more visitors to sites. It's recommended to do a short-term clean up of easy or obvious fixes and to consider website platforms, structural changes, and domain/sub-domain relationships in accordance with website planning and budgeting. All the websites analyzed as part of this result have core elements that should be updated in the short-term.

Short-term Updates

- Fix missing metadata, page titles, H1 headings, and missing alt attributes.
- Use keywords and page content text to ensure consistency and boost SEO performance.
- Use keywords in content and metadata that align with competitor keyword strategies.
- Reduce or remove empty pages or pages with no content. Remove dead / zombie pages.
- Review and fix site redirects, circular loops, and subdirectories.
- Enable international SEO capabilities.

- Review (and increase) healthy backlinks and remove toxic backlinks that can lower SEO.
- Ensure all partner agencies are linking and backlinking to county sites and other agencies.
- Review and restructure data maps and site maps for proper indexing.

RECOMMENDATION FIVE

Longer-term updates to the web platform and systems can help save money, resources, and development time. Consider a longer-term unified web platform for all agencies where the root domain can be centrally maintained, and customization can be done at the agency level.

As necessary,

- Update page directories, sub-domains, and platform software to increase security, reliability, speed, and performance.
- Continually monitor SEO reports and make necessary adjustments on a regular basis.
- Consider a unified web platform across tourism partner agencies for a consistent UI and UX.
- Consider a unified web branding approach so that visitors to all sites have a consistent look and feel that matches the unified brand.

CONSIDERATIONS

Website updates can be costly and cumbersome. It's recommended to do the short-term updates with existing resources as part of a clean-up effort. Longer-term updates will require more planning and should be aligned with a unified branding update and roll out. Considerations also include:

- Time and effort to align teams, partner groups, and stakeholders
- Internal team resources to implement and maintain sites
- Additional costs of web platform updates, software, and hosting services
- Requirements of local, regional, or state governments and agencies in presenting and hosting information on sites

RECOMMENDATION SIX

Align all TDC partner agencies around a shared tourism vision, brand position, and annual goals. Align goals and KPIs for each agency towards what they can uniquely contribute to help achieve the set of top-level goals. A shared understanding of the diversity of expertise, skills, and contributions that each agency can contribute is critical to an 'all boats rise' atmosphere of success. Evaluation and measurement should be made on the goals that are possible to be achieved by each agency, not by elements that are out of the agency's purview or control.

RECOMMENDATION SEVEN

Create roles and responsibilities for new marketing professionals with expertise in the upcoming audience and theme-based areas of culinary, eco-tourism, family-focused, and accessibility. Empower these roles with budgets, deliverables, and segment growth requirements to increase the visitation and ROI of each group.

RECOMMENDATION EIGHT

Create and execute resident engagement campaigns that extend the work done to-date and that infuse upcoming themes of importance like infrastructure, traffic, transportation, environmental, culture diversity, insider knowledge, and off-the-beaten-tracks itineraries. Continue to showcase local residents as subject matter experts, influencers, and heroes in their respective skills and contributions.



SECTION SIX

**AUDIENCE & CHANNEL
BUDGETING ANALYSIS**



SEGMENTATION AND TARGET AUDIENCE

Aligning the primary, secondary, and tertiary audiences for Palm Beach County tourism efforts is an important element to align across TDC partner agencies to ensure consistent messaging, value propositions, and media buys. Currently, the TDC partner agencies take a varied approach to audience segmentation that mixes marketing, demographic, and interest area (psychographic) elements.

	AUDIENCE FOCUS	TARGETING SPECIFICS
DISCOVER THE PALM BEACHES	<p>PILLAR SEGMENTS:</p> <ol style="list-style-type: none"> 1. Explore with Friends and Family 2. Bed, Beach, and Beyond 3. Cultural Explorers 4. Rest & Resort-ation 5. African American 6. Hispanic 7. LGBTQ 	<p>Begin with pillar segments and layer on zip code targeting and then age range (typically 30+ for digital efforts, and 21+ for social media targeting).</p> <p>Then layer on interest segments (ex: travel intenders) and any campaign-specific targeting (ex: eco-tourism).</p>
CULTURAL COUNCIL	<p>DEMOGRAPHICS:</p> <ol style="list-style-type: none"> 1. Gen Z / Millennials 2. Boomers 3. Families (multi-gen) 	<p>Targeting includes HHI and interest areas like solo travelers, couples interested in travel, vacations, cultural activities, art, history, museums.</p>
AIRPORT	<p>MARKETING + PSYCHOGRAPHIC SEGMENTS:</p> <p>B2C: High Income</p> <ol style="list-style-type: none"> 1. American Royalty 2. Philanthropic Sophisticates 3. Golf Carts & Gourmets <p>B2C: Mid-Income:</p> <ol style="list-style-type: none"> 1. Couples with Clout 2. Across the Ages 3. Urban Edge <p>B2C: Lower Income</p> <ol style="list-style-type: none"> 1. Bourgeois Melting Pot 2. Family fun-tastic <p>B2B:</p> <ol style="list-style-type: none"> 1. Airlines / operations 	<p>Experian Mosaic USA segmentation is used primarily in digital, local, radio, and targeted-market advertising.</p>
FILM & TV	<p>MARKETING SEGMENTS:</p> <ol style="list-style-type: none"> 1. Film Commission 2. Student Showcase of Films 3. Palm Beach TV viewers 4. Hotels/ Broadcast venues 	<p>Includes marketing to filmmakers and entertainment production industry professionals, student filmmakers, as well as leisure and business travelers.</p>

	AUDIENCE FOCUS	TARGETING SPECIFICS
CONVENTION CENTER	B2B TARGETS: <ol style="list-style-type: none"> 1. Third party event planners and associations 	Geo-targeted to DC, Chicago, NY, and west coast
SPORTS	B2B TARGETS: <ol style="list-style-type: none"> 1. Sport event planners 2. Sport event organizations 3. Sports federations 4. Collegiate event planners 	Focused on mid-size and smaller tournaments that fit within the sports infrastructure around the county.
ERM	NO MARKETING TARGETS	ERM does not actively market. Outreach is focused on inspiring connections with the wild side of the Palm Beaches and message directly to the community (mostly social) and to provide content for the TDC partner agencies.

Segmentation and targeting are acts of filtering. If the starting point of filtering is too narrow, subsequent filters may exclude or confuse the intent of the targeting. Being a certain ethnicity or sexual orientation doesn't solely define your travel decision and people who enjoy beach, cultural, and resort experiences may overlap. Using consistent demographic parameters can, over time, mean you are speaking to the same audience and missing potential new travelers. Additionally, marketing towards a narrowly defined audience may miss psychographic nuances of why people travel or their interest areas.

For B2C marketing, using a mix of demographic and psychographic elements is very effective in getting a holistic picture of a marketing target. It provides both clarity on measurable factors and nuanced understandings of motivators and preferences. While there is some overlap in interest areas for most targets (ex: intent to travel, cultural interest), there may be a more efficient and consistent way to coordinate targets across TDC partner agencies.

Statistics and demographics are important to track to measure ROAS and ROI against certain goals and audiences. However, it's worth considering a more holistic and over-arching segmentation approach that looks at more depth in a person's life, their motivators, and the reasons that they may consider Palm Beach County.

Mosaic USA, developed by Experian, is a comprehensive segmenting tool of the American public (B2C focused) based on over 300 researched factors that make up the modern consumer.

Demographics	Socio-economics	Location	Financial measures	Property characteristics
Age	Education/qualifications	Urbanity/rurality	Income	Tenure
Marital status	Occupation	Means of transport	Credit behaviour	Property value
Household composition	Industry	Travel to work time	Owner of multiple homes	Number of rooms
Length of residency	Hours worked		Social security/assistance	Year built
Presence of children	Home business			Number of dwellings
Number of occupants	Vehicle ownership			Rent amount
Ethnicity				Group quarters
Language ability				

Types of researched factors that are used to create the Mosaic USA segmentation analysis.

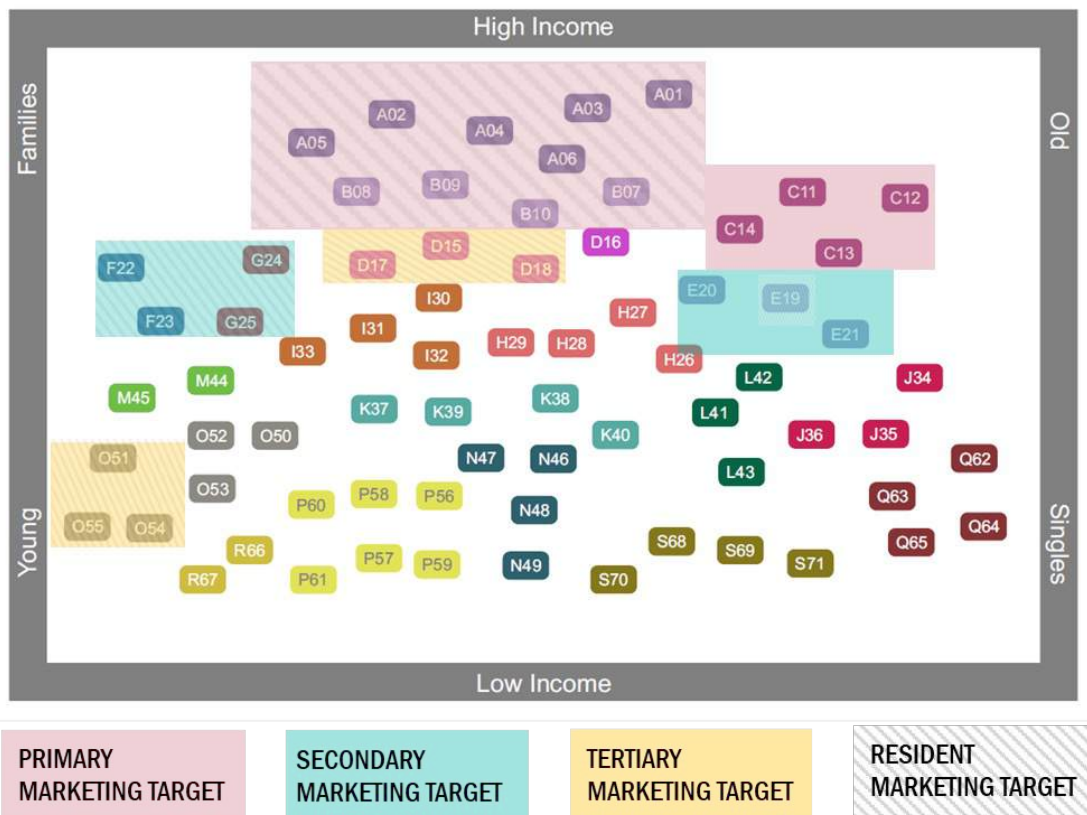
The Mosaic USA tool creates 19 topline segments and 71 sub-segments for fine-tuning details about American demographic, psychographic, spending, and other factors. The data is then matrixed and plotted across income, family size, and age which can illustrate general patterns and unique sub-segments.

A Power Elite	A01	American Royalty	F Promising Families	F22	Fast Track Couples
	A02	Platinum Prosperity		F23	Families Matter Most
	A03	Kids and Cabernet	G Young City Solos	G24	Ambitious Singles
	A04	Picture Perfect Families		G25	Urban Edge
	A05	Couples with Clout	H Bourgeois Melting Pot	H26	Progressive Assortment
	A06	Jet Set Urbanites		H27	Life of Leisure
B Flourishing Families	B07	Across the Ages		H28	Everyday Moderates
	B08	Babies and Bliss		H29	Destination Recreation
	B09	Family Fun-tastic	I Family Union	I30	Potlucks and the Great Outdoors
	B10	Cosmopolitan Achievers		I31	Hard Working Values
C Booming with Confidence	C11	Sophisticated City Dwellers		I32	Steadfast Conventionalists
	C12	Golf Carts and Gourmets	I33	Balance and Harmony	
	C13	Philanthropic Sophisticates	J Autumn Years	J34	Suburban Sophisticates
	C14	Boomers and Boomerangs		J35	Rural Escape
D Suburban Style	D15	Sport Utility Families		J36	Settled and Sensible
	D16	Settled in Suburbia	K Significant Singles	K37	Wired for Success
	D17	Cul de Sac Diversity		K38	Modern Blend
	D18	Suburban Nightlife		K39	Metro Fusion
E Thriving Boomers	E19	Consummate Consumers		K40	Bohemian Groove
	E20	No Place Like Home			
	E21	Unspoiled Splendor			

L Blue Sky Boomers	L41	Booming and Consuming
	L42	Rooted Flower Power
	L43	Homemade Happiness
M Families in Motion	M44	Creative Comfort
	M45	Growing and Expanding
N Pastoral Pride	N46	True Grit Americans
	N47	Countrified Pragmatics
	N48	Rural Southern Bliss
	N49	Touch of Tradition
O Singles and Starters	O50	Full Steam Ahead
	O51	Digital Savvy
	O52	Urban Ambition
	O53	Colleges and Cafes
	O54	Influenced by Influencers
	O55	Family Troopers

P Cultural Connections	P56	Mid-scale Medley
	P57	Modest Metro Means
	P58	Heritage Heights
	P59	Expanding Horizons
	P60	Striving Forward
	P61	Simple Beginnings
Q Golden Year Guardians	Q62	Enjoying Retirement
	Q63	Footloose and Family Free
	Q64	Established in Society
	Q65	Mature and Wise
R Aspirational Fusion	R66	Ambitious Dreamers
	R67	Passionate Parents
S Thrifty Habits	S68	Small Town Sophisticates
	S69	Urban Legacies
	S70	Thrifty Singles
	S71	Modest Retirees

In running multiple analyses to correlate the value propositions and focus areas of Palm Beach County (ex: luxury, outdoors, sports, ecology, shopping, young adult, and culture), we can begin to see the key audience targets for immediate marketing, aspirational or growth marketing, and where there is potential overlap for marketing to future residents.



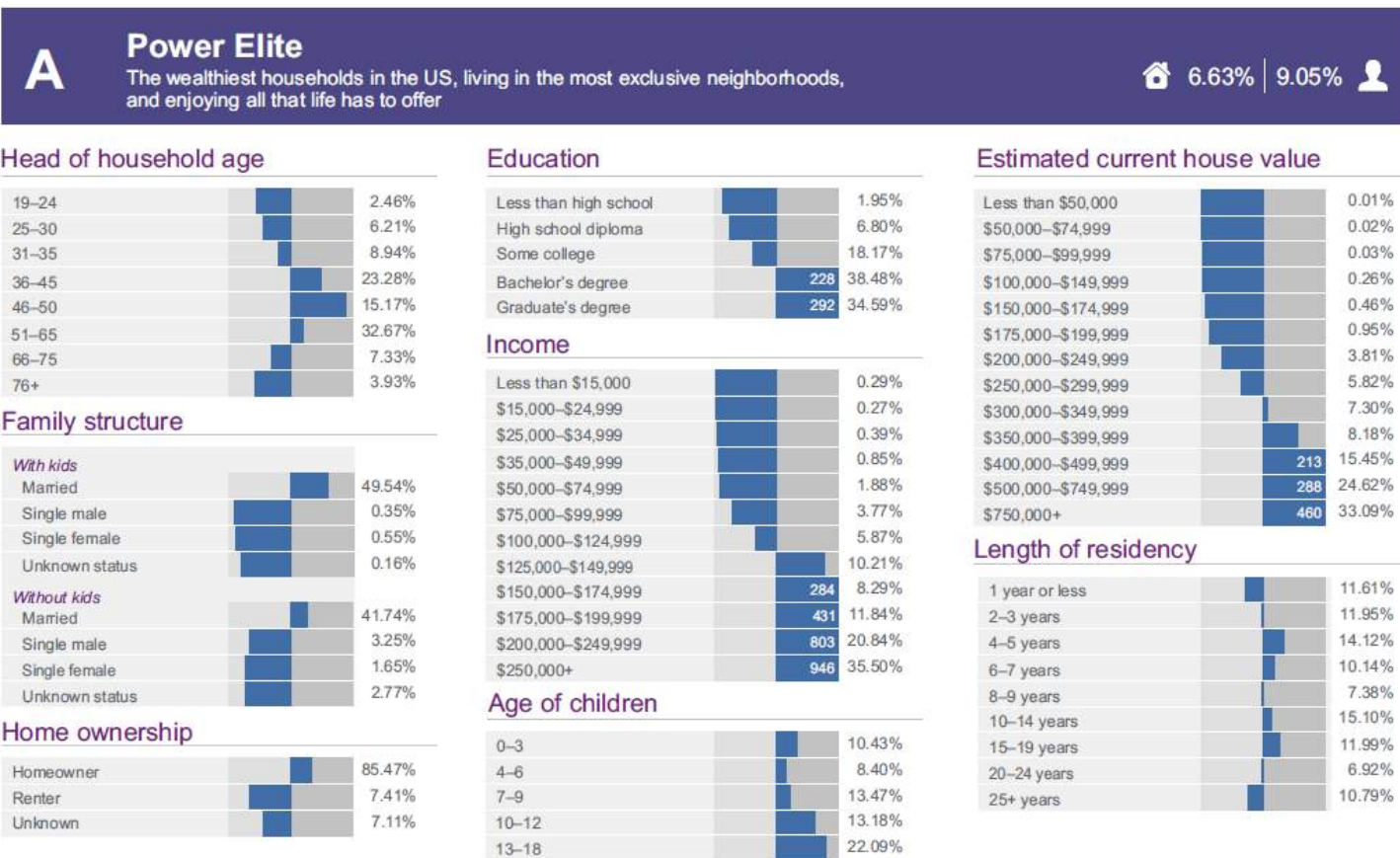
PRIMARY MARKETING SEGMENTS

The three main segments to focus on in the primary target are **Power Elite**, **Flourishing Families**, and **Booming with Confidence**. Together, these three segments represent approximately 18% of US households and 25% of the population.

1: THE POWER ELITE

Some of the wealthiest households in the United States with highly educated and well-invested individuals who are active and fit, engage in charitable giving, and are politically conservative. Generally, in a 2-person household with children 13-18 and a household income over \$250,000.

The sub-segments of the Power Elite include **Platinum Prosperity** (wealthy and established empty-nester couple residing in lavish suburban homes), **Kids and Cabernet** (prosperous, middle aged couples living child-focused lives in affluent suburbs), and **Couples with Clout** (highly-educated mobile couples living life to the fullest in affluent neighborhoods). These sub-segments have a high affinity for luxury, cultural events, sports and fitness, and have average to above average usage of technology and social media.



2: FLOURISHING FAMILIES

This segment represents affluent, middle-aged families and couples earning generous incomes and living comfortable, active lifestyles. The head of household is between 36 and 45, they are technically savvy, tend to donate to charities, and enjoy family-focused athletic activities.

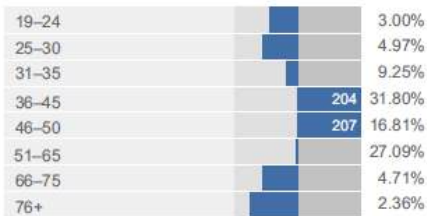
Two sub-segments of interest are **Family Fun-tastic** (upscale, middle-aged families with younger children pursuing busy, kid-centered lives in satellite cities) and **Cosmopolitan Achievers** (affluent middle-aged couples and families enjoying dynamic lifestyles in metro areas). These sub-segments lean towards luxury living, multiple properties, charity donations, progressive or liberal politics, sports and activities (soccer mainly), high social media usage, and bilingual.

B Flourishing Families

Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles

4.35% | 6.82%

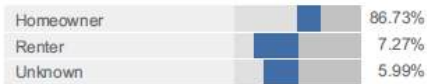
Head of household age



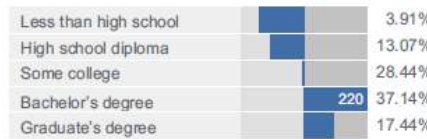
Family structure



Home ownership



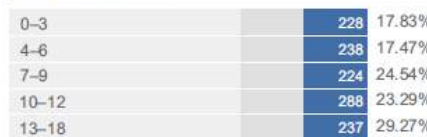
Education



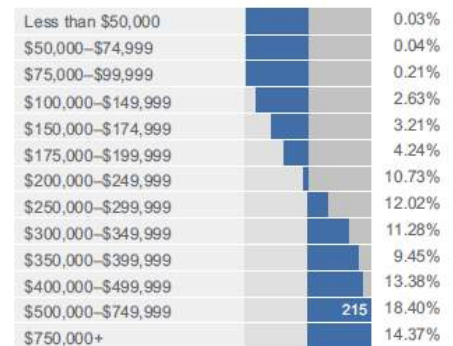
Income



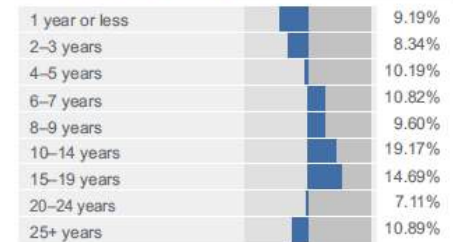
Age of children



Estimated current house value



Length of residency



3: BOOMING WITH CONFIDENCE

The third primary marketing target is **Booming with Confidence** which represents prosperous, well-established couples in their peak earning years living in suburban homes. They tend to be highly educated, affluent, and are savvy investors with upscale housing. They tend to skew slightly older than the Power Elite and Flourishing families and are slightly less technologically savvy.

One very interesting sub-segment of **Booming with Confidence** is the **Philanthropic Sophisticates**. This group is made up of mature, upscale couples in suburban homes who are experienced travelers, art connoisseurs, philanthropic, ecologically leaning, and may be close to or entering retirement. In addition to marketing Palm Beach County as a tourist destination, there may be overlap with second home ownership, fractional ownership, or eventual retirement in the area.

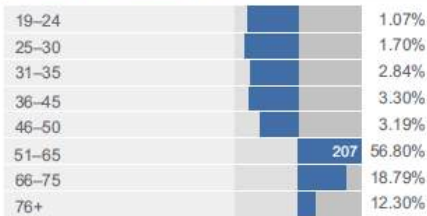
C

Booming with Confidence

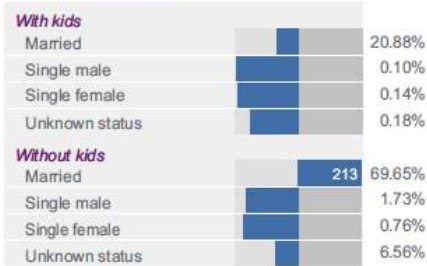
Prosperous, established couples in their peak earning years living in suburban homes

🏠 7.08% | 👤 9.11%

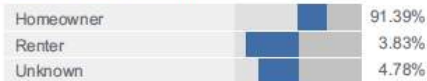
Head of household age



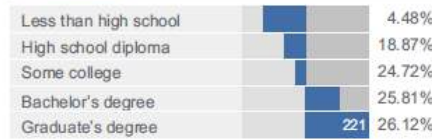
Family structure



Home ownership



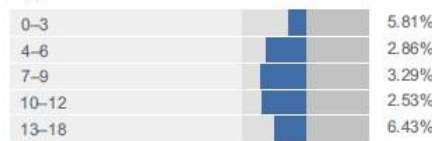
Education



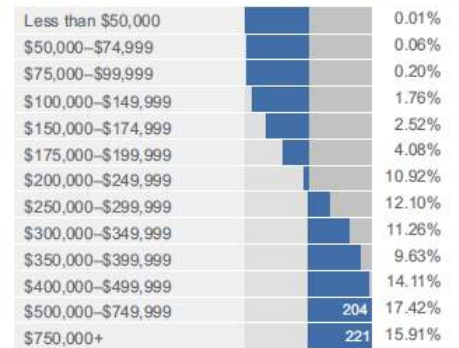
Income



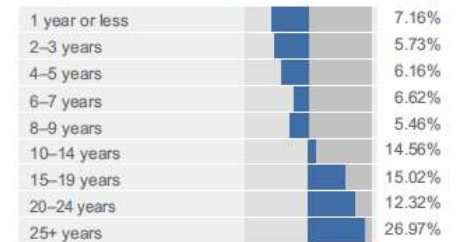
Age of children



Estimated current house value



Length of residency



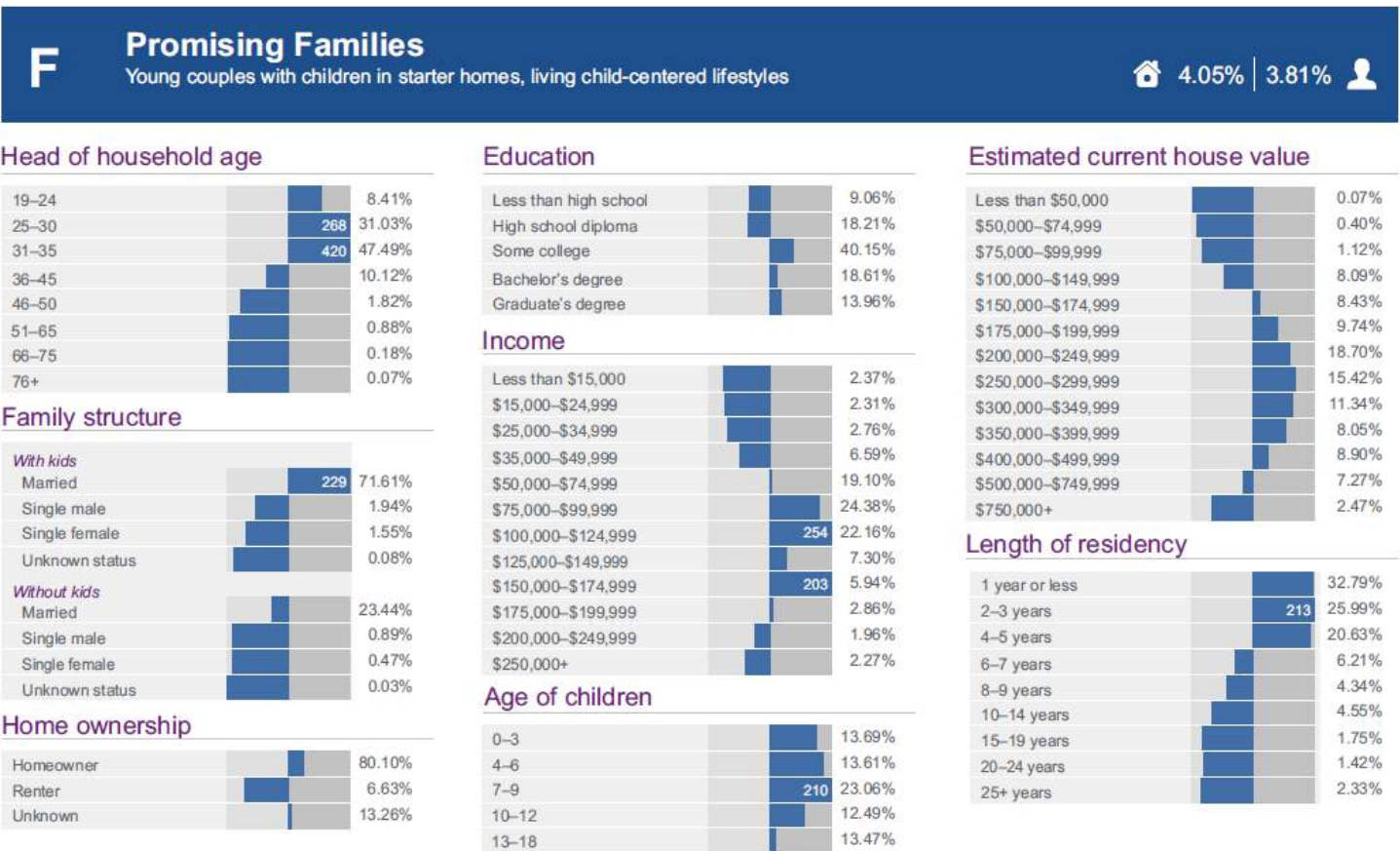
SECONDARY MARKETING SEGMENTS

The three segments that best align as a secondary marketing audience target are **Promising Families**, **Young City Solos**, and **Thriving Boomers**. Together, these segments represent approximately 13% of US households and 12% of the US population.

1: PROMISING FAMILIES

This segment is known for young couples with children in starter homes who are living comfortable, no-worry spending lifestyles. They tend to be new homeowners, credit-aware, enjoy gaming, and are strong technology adopters and social media users. Children are generally 7-9 years old, and the head of household is between 31 and 35.

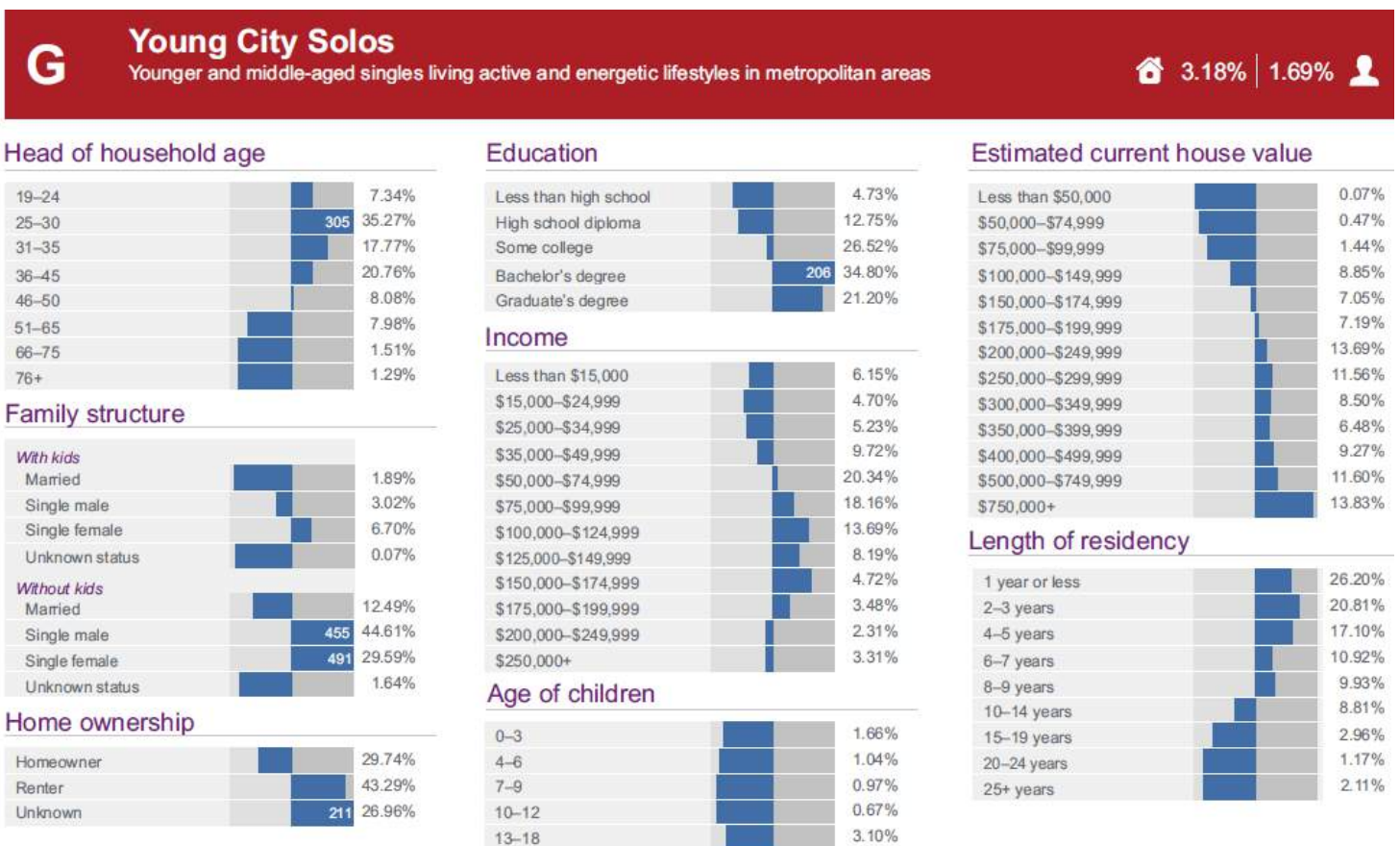
A particularly relevant sub-segment is **Fast Track Couples** (active, young, upper established suburban couples and families living upwardly mobile lifestyles). They are comfortable spenders, tech savvy, music lovers, football fans, and lead active lifestyles with family activities.



2: YOUNG CITY SOLOS

This segment is characterized by single apartment dwellers with active lifestyles, career-driven, and politically liberal. Their household income is generally under \$100,000 and they are aged 25-30. They are technically savvy and often commute to work in downtown areas.

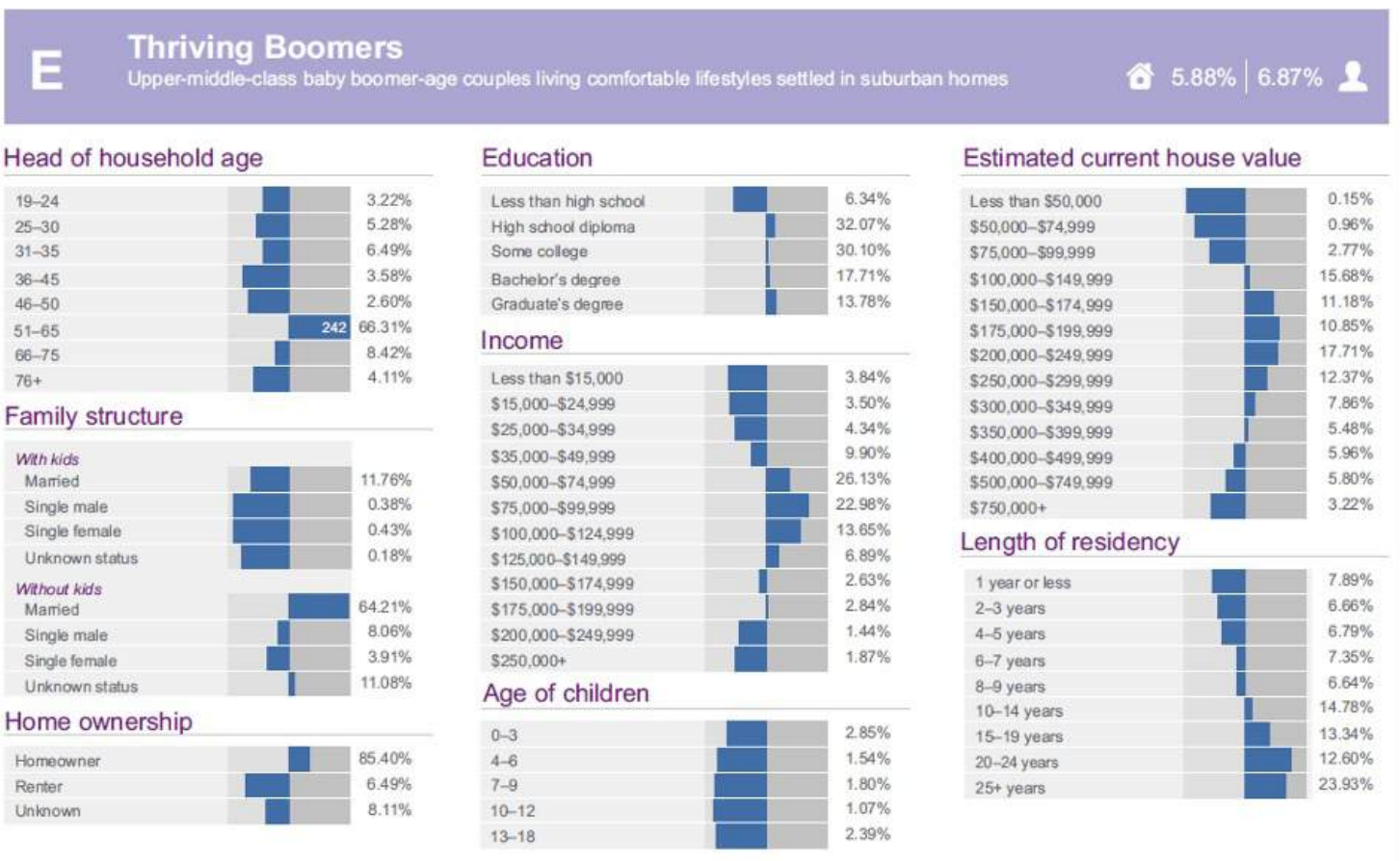
While this segment doesn't have the spending power that primary segments have, they represent an aspirational tourist and potential future resident audience. The sub-segment **Ambitious Singles** (youthful, cutting-edge singles living in mid-scale metro areas balancing work and leisure lifestyles) are well-educated, career-driven professionals who are physically fit foodies with a high use of technology and desire for attainable luxury. This group represents the most affluent of the **Young City Solos** and may find Palm Beach County desirable for food, culture, luxury, and downtown experiences.



3: THRIVING BOOMERS

Thriving Boomers are upper-middle-class baby boomer-age couples living comfortable lifestyles settled in suburban homes. They tend to be politically independent, nature enthusiast, music lovers, and are between 51 and 65 years old. They have a lower use of technology than younger segments and have a household income under \$100,000.

While this segment's spending power may be lower than primary targets, there is an interesting sub-segment called **Unspoiled Splendor** characterized as a comfortably established baby boomer couple who are outdoor enthusiasts and frequent domestic travelers. They tend to be more do-it-yourselfers and are looking for value for spend. This segment is unlikely to consider high-end resorts and fancy dining options but could be a prime target for eco-tourism, beach, and less populated areas of the county.



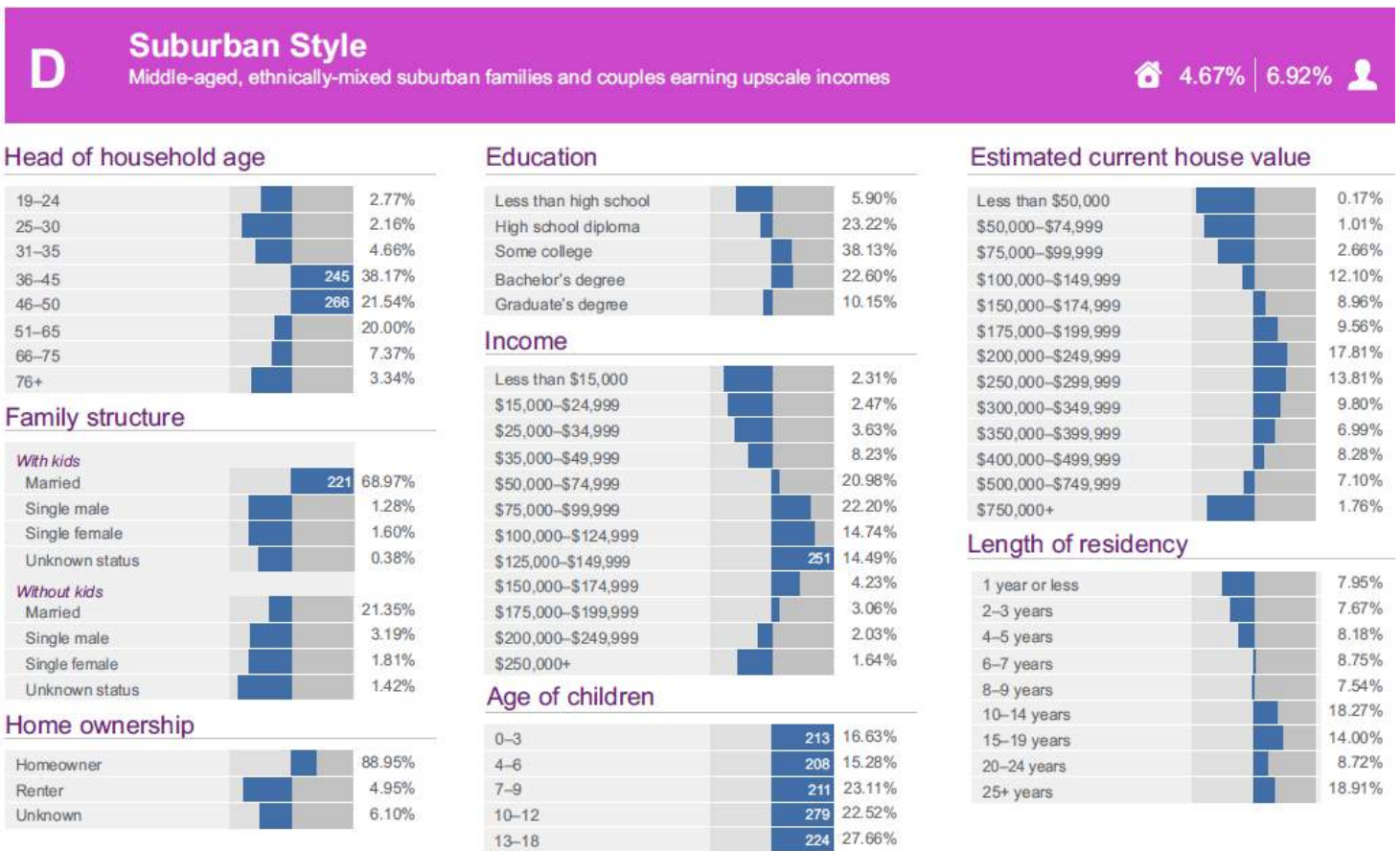
TERTIARY MARKETING SEGMENTS

Two other segments that are worth considering for more aspirational, youth, and growth marketing are **Suburban Style** and **Singles and Starters**. Together, they account for roughly 16% of US households and 14% of the population.

1: SUBURBAN STYLE

This segment is middle-aged, ethnically mixed suburban families and couples earning upscale incomes. They tend to live comfortable lifestyles, are politically diverse, focus on family activities, and are financial investors. Their income ranges from \$125,000 to \$150,000 and they are usually between 36 and 45 years old.

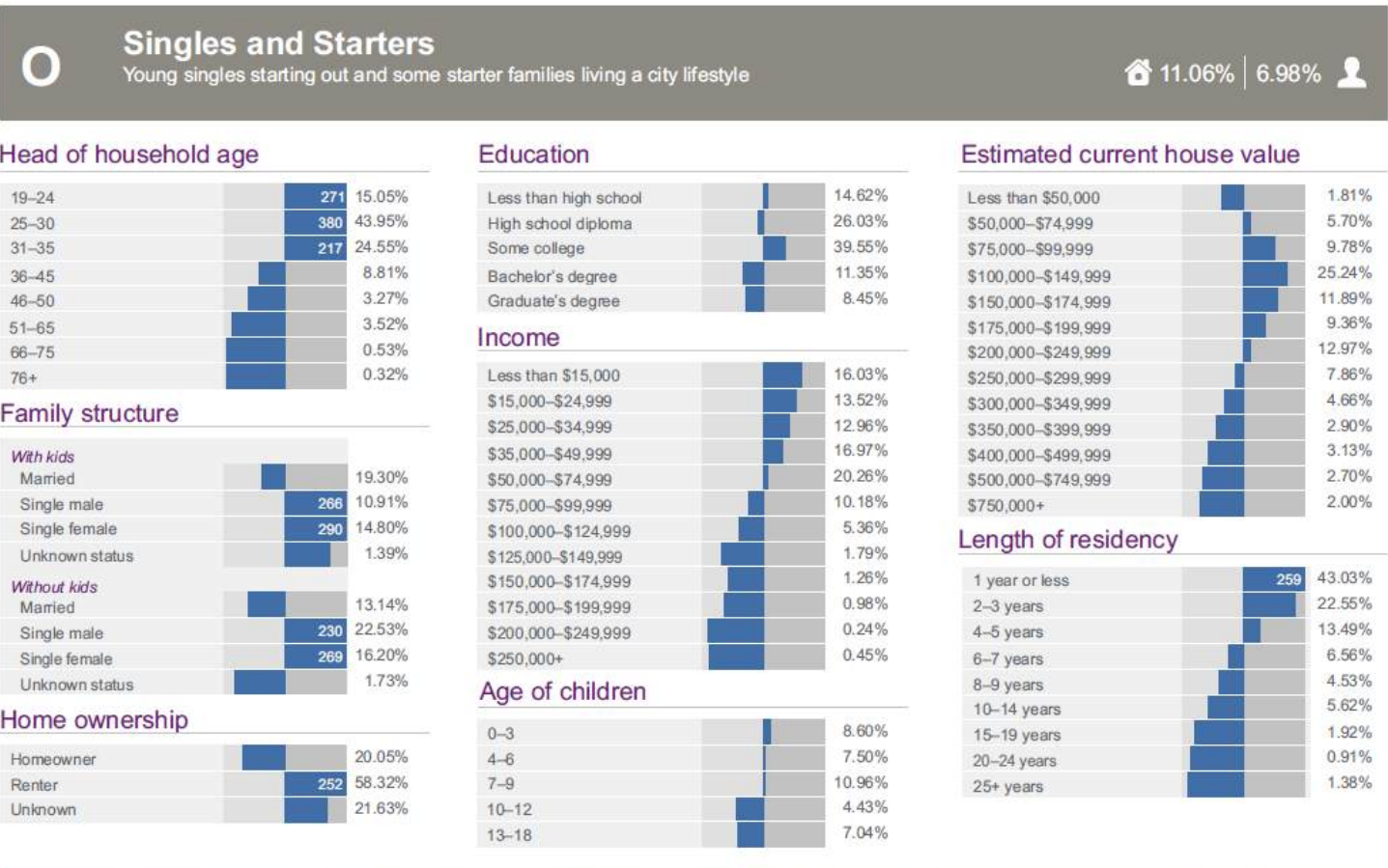
Parts of this segment tend to travel less and to seek out theme park vacations but there is one sub-segment, **Sport Utility Families**, that is worth noting. They are upscale, middle-aged couples with school-aged children living active family lifestyles in suburban areas who are athletically active and look for outdoor leisure. Given their affluence and relatively young age, they are potential tourists looking for aspirational experiences balanced with outdoor recreation and family activities.



2: SINGLES AND STARTERS

This segment is all about young singles starting out living a city lifestyle. They are characterized as very digitally savvy, politically disengaged, renters, foodies, and aged between 25-30. Their radio usage is higher than most other segments and they have relatively low household incomes.

This segment qualifies more as an aspirational target and a growth area. Younger, less financially independent, this audience will not opt for high-end vacations. However, one sub-segment called **Digitally Savvy** is worth watching. Generally young singles who live digital-driven smaller city lifestyles, enjoy music, video games, and are eager spenders. Very high technology adoption and likelihood to be digital nomads or bleisure travelers. This audience is likely to move into the primary target segments within the next 10 years.



CONSIDERATION FOR FUTURE RESIDENTS

Travel to an area is a common first step for someone to decide to move to that location. Whether for retirement, a second home, fractional ownership, or remote working, marketing to the right audiences could increase the desire to live and work in Palm Beach County. The highest overlap between tourism marketing audiences and those with the potential to relocate include:

- Power Elite
- Flourishing Families
- Promising Families
- Young City Solos
- Suburban Style
- Singles and Starters

Welcoming these audiences now to experience the activities that Palm Beach County has to offer could help to increase repeat visitation, longer stays, and potential future residence.

DEMOGRAPHIC VERSUS PSYCHOGRAPHIC SEGMENTATION

By using a psychographic-first segmentation, targeting is more nuanced and allows for a deeper connection with the desired customer. When starting with demographics, it's possible that by filtering first by observable traits like age or zip code and then overlaying attitudinal elements, optimal targets could be 'weeded out.' Starting with psychographic and demographic segments like MOSAIC, it's possible to tailor messages and creative based on interests, values, and behaviors which are likely to create a deeper connection with the desired audience.

	DEMOGRAPHIC DRIVEN	PSYCHOGRAPHIC + DEMOGRAPHIC DRIVERS
AUDIENCE DEFINITION	Based purely on observable traits: age, gender, ethnicity, income, ZIP code, etc.	Combines demographics with behaviors, interests, values, and lifestyles for a deeper profile.
TARGETING DEPTH	Broad targeting based on surface-level data.	Nuanced targeting that identifies motivations and preferences within demographic groups.
MESSAGE RELEVANCE	Limited to general assumptions based on the demographic group.	Tailored messaging based on interests, values, and behaviors for greater emotional resonance.
GEOGRAPHIC LIMITATIONS	Constrained to ZIP code or geographic boundaries.	Goes beyond geography to find similar profiles across broader or less obvious areas.
CULTURAL SENSITIVITY	Risk of stereotyping audiences based solely on demographic assumptions.	Reduces stereotyping by focusing on shared interests and behaviors rather than just demographics.
MEDIA BUYING EFFICIENCY	Broad reach can lead to waste if many in the audience don't fit the true target profile.	Optimizes spend by targeting only those with a high likelihood to engage based on multidimensional data.
CROSS-CHANNEL CONSISTENCY	Harder to align campaigns across different channels.	A unified profile for consistent messaging across digital, traditional, and OOH media.

SEGMENTATION RECOMMENDATIONS AT-A-GLANCE

PRIMARY SEGMENTS

18% of US Households

25% of US Population

POWER ELITE

- Platinum Prosperity
- Kids & Cabernet
- Couples with Clout

FLOURISHING FAMILIES

- Family Fun-tastic
- Cosmopolitan Achievers

BOOMING WITH CONFIDENCE

- Philanthropic Sophisticates

Some of the wealthiest households in the United States. Includes wealthy and established empty-nester couples residing in lavish suburban homes, prosperous, middle-aged couples living child-focused lives in affluent suburbs, and highly educated mobile couples living life to the fullest.

These segments have a high affinity for luxury, investing, art, cultural events, sports and fitness, outdoors, and have average to above average usage of technology and social media.

SECONDARY SEGMENTS

13% of US Households

12% of US Population

PROMISING FAMILIES

- Fast-track Couples

YOUNG CITY SOLOS

- Ambitious Singles

THRIVING BOOMERS

- Unspoiled Splendor

Active, young, established suburban couples and families living upwardly mobile lifestyles. They are comfortable spenders, tech savvy, music lovers, sports fans, and lead active lifestyles with family activities.

Also includes youthful, cutting-edge singles living in mid-scale metro areas balancing work and leisure lifestyles. Well-educated, career-driven professionals who are physically fit foodies with a high use of technology and desire for attainable luxury.

TERTIARY SEGMENTS

16% of US Households

14% of US Population

SUBURBAN STYLE

- Sport Utility Families

SINGLES AND STARTERS

- Digitally Savvy

Includes middle-aged, ethnically mixed suburban families and couples earning upscale incomes. Live active family lifestyles in suburban areas who are athletically active and look for outdoor leisure.

Also includes young singles who live digital-driven smaller city lifestyles, enjoy music, and are eager spenders. Very high technology adoption and likelihood of being digital nomads or bleisure travelers.

RESIDENT FOCUS

POWER ELITE
FLOURISHING FAMILIES
PROMISING FAMILIES
YOUNG CITY SOLOS
SUBURBAN STYLE
SINGLE AND STARTERS

These segments have a high overlap with between travel marketing and willingness / ability to consider relocation. Whether a second home or eventual full relocation, these segments have a high correlation between their means, ambitions, and what Palm Beach County has to offer.

CONDENSING SEGMENTATION INTO PERSONAS OR ICPS

It can be overwhelming to juggle multiple segments across many variables for marketing. One consideration is to create a smaller set (3-5) of traveler personas or ICPS (Ideal Customer Profile) that can act as shorthand representations of the ideal travelers. It's advisable to create a person for each distinct type of traveler and ensure that all elements of the Palm Beach County value proposition is represented.

	TRAVELER PERSONA	IDEAL CUSTOMER PROFILE (ICP)
OBJECTIVE	Create a detailed, human-like profile of a specific type of traveler for personalized marketing.	Define the ideal segment of customers who align with business goals and offer the most value.
PRIMARY FOCUS	Individual traits (demographics, psychographics, behaviors).	Organizational or segment-level attributes (e.g., income, preferences, geography).
KEY OUTCOME	Understand how to communicate effectively and craft tailored campaigns.	Strategically determine where to allocate resources and focus marketing efforts.

STEPS COMPARISON

	TRAVELER PERSONA	IDEAL CUSTOMER PROFILE (ICP)
1. IDENTIFY GOALS	Define why you need the persona (e.g., to refine messaging for a cultural tourist segment).	Clarify the purpose (e.g., to target high-value travelers or niche market opportunities).
2. GATHER DATA	Use surveys, focus groups, customer interviews, and behavioral analytics.	Analyze quantitative data, like revenue reports, demographic statistics, and market analysis.
3. DEFINE DEMOGRAPHICS	Include age, gender, income level, location, family status, and education.	Focus on income range, geographic region, travel frequency, and group size or type (e.g., families).
4. EXPLORE PSYCHOGRAPHICS	Dive into values, interests, hobbies, and lifestyle preferences.	Identify behavioral trends (e.g., types of trips booked, loyalty, spending habits).
5. MAP MOTIVATIONS	Understand why they travel (e.g., relaxation, adventure, cultural enrichment).	Identify overarching reasons your destination or offering appeals to them (e.g., luxury, eco-focus).
6. IDENTIFY PAIN POINTS	Highlight challenges they face (e.g., limited time, travel costs, crowded destinations).	Focus on what prevents them from engaging with your brand (e.g., price points, accessibility gaps).
7. CREATE NARRATIVE	Write a story about the persona, including their needs, desires, and behaviors.	Summarize key characteristics of your ideal customer group in a formalized profile.
8. VISUALIZE PERSONA / PROFILE	Add relatable elements like a stock photo, fictional name, and specific details to humanize the persona.	Use a grid or table summarizing attributes such as income, spending potential, and behavior trends.
9. ALIGN WITH OFFERINGS	Match persona traits with what the destination offers to develop targeted marketing messages.	Match the ICP's needs with the value your organization provides to determine strategic fit.
10. VALIDATE AND ITERATE	Test the persona against marketing performance metrics and refine it as audience behaviors shift.	Use performance data and market trends to ensure your ICP continues to align with your goals.

KEY DIFFERENCES

Both approaches complement each other, with ICPs defining the target audience broadly and personas providing actionable insights for tailored engagement.

- **Granularity:** Traveler personas focus on individual traits and storytelling, while ICPs emphasize segment-wide attributes.
- **Data Depth:** Traveler personas use qualitative insights to craft human-like profiles, whereas ICPs rely more on quantitative, high-level data for strategic alignment.
- **Application:** Personas guide creative content and campaigns; ICPs inform overarching strategies and investment decisions.

EXAMPLE: POWER ELITE PERSONA VERSUS ICP

	TRAVELER PERSONA: POWER ELITE	IDEAL CUSTOMER PROFILE (ICP): POWER ELITE
OBJECTIVE	To create a relatable, humanized representation of a Power Elite traveler for crafting tailored marketing campaigns.	To define the broader characteristics of the Power Elite segment as an ideal customer group for strategic targeting.
PROFILE NAME	<i>Alexander Harrington</i>	<i>Power Elite: Affluent, status-driven travelers seeking luxury and exclusivity.</i>
AGE	47	40–60
GENDER	Male	Predominantly male and female couples or families.
INCOME LEVEL	\$500,000+ annually	\$250,000+ annual household income.
LOCATION	Manhattan, NY	Urban centers and affluent suburbs (e.g., New York City, San Francisco, Chicago).
PROFESSION	Investment banker, CEO, or senior executive	High-net-worth individuals, business owners, and top-tier professionals.
TRAVEL MOTIVATION	Seeks relaxation combined with status-enhancing experiences. Values exclusivity, cultural sophistication, and premium service.	Motivated by exclusivity, luxury, and personalized travel experiences.
VALUES	Prestige, refinement, and unique, curated experiences that reflect his financial status.	Prioritize luxury, status, and cultural enrichment.
INTERESTS	Golfing, attending private art exhibits, fine dining, and yachting.	Luxury leisure activities such as high-end shopping, cultural tours, and exclusive sports like golf or sailing.

CONTINUED...	TRAVELER PERSONA: POWER ELITE	IDEAL CUSTOMER PROFILE (ICP): POWER ELITE
PREFERRED ACTIVITIES	<ul style="list-style-type: none"> – Luxury spa retreats. – Attending wine tastings and culinary events. – Golfing and private club activities. 	<ul style="list-style-type: none"> – High-end outdoor recreation (e.g., private golf resorts). – Exclusive cultural and arts-focused travel experiences.
TRAVEL BEHAVIOR	Stays at 5-star hotels or private villas. Books travel through luxury travel agents or exclusive loyalty programs.	Tend to travel first-class or on private flights. Stay at premium accommodations and spend significantly on luxury experiences.
PAIN POINTS	<ul style="list-style-type: none"> – Avoids destinations perceived as overcrowded or inauthentic. – Prefers seamless travel with minimal logistics to manage. 	<ul style="list-style-type: none"> – Over-commercialized destinations are unappealing. – Require tailored, seamless booking and personalized services.
MARKETING CHANNELS	<ul style="list-style-type: none"> – Instagram and LinkedIn for ads targeting luxury-focused travelers. – High-end travel magazines. – Direct email campaigns. 	<ul style="list-style-type: none"> – Premium publications and advertising channels targeting affluent individuals. – Sponsorships at elite events like golf tournaments.
KEY OFFERINGS	<ul style="list-style-type: none"> – Private tours of Palm Beach cultural landmarks. 	<ul style="list-style-type: none"> – Emphasize Palm Beach as a luxurious, exclusive destination.

CHANNEL BUDGET ALLOCATIONS

Determining how much of a marketing budget a DMO should allocate to each marketing channel depends on the organization’s goals, target audience, geographic focus, and the mission of the organization. However, there are some general guidelines and industry benchmarks that can help shape this allocation strategy. Here’s a typical breakdown based on common marketing channels:

	\$2M ANNUAL BUDGET	\$7M ANNUAL BUDGET	\$15M ANNUAL BUDGET
DIGITAL MARKETING <i>(paid, SEO, social, display, email, blogs, web, content)</i>	45%	40%	40%
TRADITIONAL MEDIA <i>(print, TV, radio)</i>	15%	20%	20%
PR & EARNED MEDIA	15%	15%	10%
EVENTS, SPONSORSHIPS, PARTNERSHIPS, INFLUENCERS	20%	10%	10%
RESEARCH, PERFORMANCE ANALYTICS, TOOLS, SERVICES	2%	5%	7%
VISITOR EXPERIENCE / IN-DESTINATION MARKETING	3%	5%	7%
CONTINGENCY: CRISIS OR INNOVATION EXPERIMENTS		5%	6%

For lower-budget DMOs or tourism organizations (\$2M and below), spending is usually focused on a digital-first approach, emphasis on high-ROI channels, grassroots and strategic partnerships, and community engagement. Goals for those organizations usually revolve around building brand awareness, maximizing digital reach, and amplifying reach through partners and community.

For mid-sized budgets (\$2M - \$10M), spend is typically allocated to integrated digital marketing and traditional media campaigns, targeted partnerships, and events. Research and analytics may also become more robust with campaign tracking and analytics reporting tools. Goals tend to broaden to increase brand awareness nationally, building unique experiential content, and continual refinement and optimization of marketing programs.

For larger budgets (\$10M +), comprehensive integrated multi-channel campaigns, global reach, destination development, and best-in-class analytics are the focus areas. Larger budgets allow for global audience attraction, attracting high-spending travelers, bespoke partnerships and integrations, and data-driven personalization that demonstrates a world-class brand and location.

DIGITAL MARKETING AND CONTENT

One of the fastest growing, best measured, and quick to apply marketing channels is digital. The main benefits are brand awareness, targeted reach, and measurable conversion to action. Depending on the size of the digital marketing budget and the goals of the organization, below are common areas and average budget allocations for digital marketing.

Paid Search (~30%)

Platforms like Google Ads and Bing Ads are effective for reaching travelers actively searching for destinations. DMOs can bid on destination-related keywords and retarget travelers who have previously shown interest. Keyword strategies and competitive bidding and search can be effective tactics when budgets are smaller and targeting needs to be precise.

Social Media (~30%)

Platforms like Facebook, Instagram, TikTok, and Pinterest allow DMOs to reach specific audiences with geo-targeted ads and influencer partnerships. Visual content such as images and videos work particularly well for travel inspiration.

Display Ads & Programmatic (~15%)

Programmatic advertising and display ads can help create broad awareness and are especially useful for retargeting visitors who have interacted with a DMO's website or content.

Email Marketing (~10%)

Email campaigns for newsletters, special offers, and personalized recommendations can help nurture leads and keep past visitors engaged. Buying lists, leveraging partner lists, and using event lists are effective ways to build databases. Ensure that GDPR and anti-spam compliance is met for the countries where you are emailing.

TIPS TO IMPROVE DIGITAL MARKETING

- Video content is 50x more likely to drive organic search results than plain text.
- Branded content on social media is 2x more likely to interest people aged 55-64 than those who are 28 and younger.
- SEO has a 14.6% conversion compared to 1.7% for traditional marketing like cold-calling or direct mail.
- You'll get a higher open rate if your email is sent on Tuesdays.
- People are 14% more likely to open an email if it's part of a specific campaign (ex: sweepstakes) versus generic email.
- Video emails see 96% higher click through rates than non-video emails.
- People are 3x more likely to share via social media if they originally received the information in an email.

Video Content (~10%)

Video content (for platforms like YouTube, TikTok, and social media) is a powerful medium for inspiring travelers, providing virtual tours, and promoting unique aspects of a destination. Videos should be re-cut and atomized across channels (ex: use footage for social posts and ads, use b-roll for event booth ambiance).

Blogging, Keywords, and SEO (~5%)

Investing in content optimized for search engines (SEO) ensures long-term visibility in organic search results. Travel guides, lists, recommendations, itineraries, and local tips are highly effective blog topics. A comprehensive keyword and competitive keyword strategy is recommended to optimize search results.

TIPS TO IMPROVE YOUR DIGITAL ADVERTISING KEYWORD STRATEGY

- Focus on long-tail keywords that are more specific and usually consist of three or more words. They often have lower search volumes but higher conversion rates because they target users with clear intent. For example, instead of using "hotels," opt for "luxury beachfront hotels in Palm Beach."
- Use negative keywords which prevent your ads from showing in irrelevant searches, saving your budget. For instance, if you're advertising high-end hotels, use negative keywords like "cheap" or "budget" to avoid attracting the wrong audience.
- Review what your competition is doing to get insights into high-performing keywords for your space. Tools like SEMRush and Google Keyword Manager can help research options.
- Use location-based keywords to target potential visitors in a certain geographic area (e.g., "Palm Beach luxury resorts" or "Florida family vacation spots") can help you attract users searching for services or experiences in a specific area, improving relevance and ad performance.
- Update all the time and review keyword performance and competitor performance. Adjust your ad bids, pause underperforming keywords, and add new terms based on campaigns and seasonal trends.

TRADITIONAL MEDIA

While digital is growing, traditional media like TV, print, and radio still play a critical role, especially for broad awareness campaigns targeting older demographics or certain geographic regions. New technologies in Connected TV (CTV) and Over the Top (OTT) platforms are making TV advertising less expensive and more targeted.

Print (~50%): Print media, particularly in travel and lifestyle publications, is useful for reaching a niche audience of high-spending travelers. Destination features in premium magazines also build brand prestige.

TV, CTV, OTT (~40%): TV ads can be an effective way to create broad awareness, especially for major campaigns targeting national or international audiences. OTT platforms like Hulu and Roku offer geo-targeted ad placements. CTV platforms like MNTN help pinpoint potential visitors based on demographic and psychographic details versus shows or dayparts like traditional TV.

Radio and Podcast Ads (~10%): Local or national radio ads can be used to promote specific campaigns, especially in markets where radio consumption remains strong. Radio can be very effective if targeting specific cities, drive-to markets, and in Latin American and Mexican markets. Podcast advertising allows for more targeted reach based on the podcast content and often can be overlapped with a promotion, partnership, or influencer program.

CAMPAIGN IDEA TV ADVERTISING WITHOUT THE TV ADVERTISING BUDGET

With the rise of Connected TV (CTV) platforms, advertisers are now able to reach more people, across more channels, at far less cost than traditional TV commercials.



MNTN (www.mntn.com) is a performance-driven Connected TV advertising platform designed to help brands reach their target audience through smart, automated, and measurable CTV campaigns. It allows advertisers to create, manage, and optimize TV ad campaigns using detailed targeting and real-time performance data.

KEY BENEFITS

- **Automated Ad Buying:** MNTN simplifies the process of purchasing CTV ad space by using automation and AI to optimize campaign delivery across top streaming platforms. You pick the channels, the frequency, and the timing.
- **Precision Targeting:** Advertisers can target specific audiences based on geographic location, demographics, interests, and behavioral data, ensuring that ads reach the right viewers.
- **Real-Time Analytics:** The platform offers real-time insights and reporting, allowing advertisers to track campaign performance and make data-driven decisions to improve ROI.
- **Performance-Driven Results:** MNTN focuses on outcomes like conversions, website visits, and sales, giving brands the ability to measure the direct impact of their CTV ads.
- **Truly Connected:** Following a TV commercial playing on a home TV, MNTN maps the IP addresses in use and serves digital ads and banner ads across laptops and phones accessing the same connection. One TV ad turns into repeated digital ads without any additional spend or targeting.

PUBLIC RELATIONS AND EARNED MEDIA

PR plays a key role in generating media coverage, building relationships with journalists, and managing the destination's reputation. The halo effect of PR can ripple out to bloggers, vloggers, influencers, and partners which increases the reach and impact of coverage.

Media Relations (~50%): Engaging with travel journalists and editors can result in features in national and international publications. Press releases and outreach for destination news, new attractions, or special events are critical for media exposure.

FAM Tours and events (~40%): Press and influencer trips can be effective ways to welcome a cadre of journalists or influencers to a location. Trips are usually best when accompanied by a theme, promotion, or specific itinerary. Tours can be expensive and should have clear goals and be coordinated with partner organizations and local business partners.

Crisis Communication (~10%): Allocating a portion of the budget for crisis management is essential in case of natural disasters, health scares, or political issues that could affect the destination's image.

TIPS TO GROW AUDIENCE ENGAGEMENT

- Use an authentic and consistent voice and message. People can smell fake sentiment and hate flip flopping of messages.
- Be responsive. If someone posts on your social, respond quickly. Generally within 8 hours; less if a business day.
- Engage your followers. Get their opinions, ask them questions, make them feel invested in your online relationship.
- 80% of your content should be helpful. No more than 20% should be promotional.
- Keep things short and relevant.
- Always have a call to action. Could just be a click to learn more or a simple action. Show that there is value in engaging.
- Use rich media (video, pictures) as much as possible. We are visual creatures.

EVENTS, SPONSORSHIPS, PARTNERSHIPS, AND INFLUENCERS

Hearing about a destination from someone else is a good way to add credibility and authenticity to a destination's image. Referrals and word-of-mouth are staples in marketing effectiveness. Influencers and partnerships (with bloggers, vloggers, and local businesses) can be critical for authentic endorsements, especially for niche audiences such as eco-tourists, LGBTQ+ travelers, and sports travelers.

Trade Shows and B2B Marketing (~45%): Attending industry events helps generate travel business through partnerships with tour operators, airlines, and travel agents.

Co-Branding & Partnerships (~25%): Partnering with airlines, hotels, tour operators, or other regional DMOs can amplify marketing efforts and extend reach. Strategic partnerships can also include collaborations with event organizers, sports commissions, or film commissions.

Event Sponsorships and Hosting (~20%): Sponsor and host key local and regional events, such as cultural festivals, food and wine events, and sports tournaments, that align with the destination's brand and attract a mix of visitors.

Influencer Marketing (~10%): Collaborating with influencers (micro and macro) allows DMOs to reach highly engaged audiences. Influencer content tends to generate trust and can significantly boost engagement. Note: this budget may also be in digital or PR allocations.

RESEARCH, PERFORMANCE ANALYTICS, TOOLS

Research and analytics usually center on conducting in-depth studies on visitor preferences, trends, and satisfaction to shape future strategies and marketing messages. Brand awareness, desirability, and competitive forces also can be studied. Analytics tools measure marketing performance across channels and help optimize go-forward campaign executions.

Note: many tools like Google Analytics and Google Keyword Manager are free services that can offer a lot of insights when budgets are tighter. As budgets and complexity grow, it's advised to centralize as much reporting and research as possible to avoid overlapping spend and/or disparate research methodologies.

VISITOR EXPERIENCE AND IN-DESTINATION MARKETING

Investing in on-ground resources like interactive kiosks, guided tours, digital guides, smart watch apps, and ambassador programs can enhance the visitor experience and increase engagement. Working with partner agencies and local businesses, consider improving signage in high-traffic areas and at popular attractions to assist visitors and ensure a cohesive brand experience. Recruiting local ambassadors and residents to share their real-life stories can help add credibility to campaigns as well as community engagement.

CONTINGENCY SPENDING: CRISIS OR INNOVATION

While some budget should ideally be allocated for crisis PR situations, it may be advantageous to set aside some funds for promotional or recovery assistance needs for unforeseen issues that impact tourism. Natural disasters, social unrest, health issues, or environmental disasters can all impact regular tourism marketing and may require additional funds.

Conversely, using a contingency fund to support innovation or experimental programs like AR/VR experiences, emerging social media platforms, or pilot programs to test new strategies can be effective test beds to new marketing. Funds can also be used to reach new audiences, countries, or demographics based on market dynamics, new trends, or current event opportunities.

BUDGETING AND CHANNEL CONSIDERATIONS

Marketing budgets vary across TDC partner agencies (ex: DTPB is \$20M, PBI is \$1M, Cultural is \$3M, Film and TV is \$1.2M, Sports is \$1.2M, Convention Center is \$30,000). Additionally, not all channels will be as relevant to each organization due to budget size, mission, and outreach goals. In general, TDC partner agencies that do B2C marketing should use the above-mentioned industry averages as a starting point for budget allocations.

DTPB

The performance benchmarks for marketing activities are well within range of industry averages. The effectiveness of digital marketing has increased between 2023 and 2024, and plans are in place to increase retargeting and optimization. Traditional media has a higher CPM (cost per 1000 impressions) than digital and varies across channels. Industry standard TV ad CPM is between \$10 and \$30, magazine CPM is \$20-\$50, and out of home is \$5 - \$20. The traditional media CPMs for DTPB activities are currently at just over \$6, and down from 2023. Digital media is a more efficient and quantifiable advertising method. Travel and tourism industry standard CPM on digital ads is \$7.12. DTPB digital campaigns are well below that average.

	2023	2024 <i>(through Sept.)</i>
TRADITIONAL MEDIA		
Spend	\$5,348,989	\$4,828,268
Percent of total budget	27%	24%
Impressions	706,294,060	785,697,186
Cost per Mille (CPM)	\$7.57	\$6.15
DIGITAL MEDIA		
Spend	\$4,111,952	\$3,959,361
Percent of total budget	21%	20%
Impressions	2,731,368,911	1,241,998,866
Cost per Mille (CPM)	\$1.51	\$3.19
Cost per Click (CPC)	\$0.38	\$0.36
Click through Rate (CTR)	0.40%	0.85%
Cost per Engaged User	\$1.54	\$1.48
Click through per Engaged User	0.09%	0.22%

The percentage spent on traditional media is higher than industry average and the spend on digital is lower than industry average. Spending on events, research, and in-market are in line with industry averages. While the marketing spend is overall efficient, it is recommended to review the balance between traditional and digital campaign ROI. Given the effectiveness of digital, it is likely that spend should be increased as a portion of overall budget. This is also true as audiences are expanded to younger demographics and more-focused interest areas.

CULTURAL COUNCIL

With the bulk of the annual marketing budget allocated to digital brand campaigns, the Cultural Council has seen improved effectiveness of advertising from 2023 to 2024. CPM in 2024 is slightly higher than industry average but greatly reduced from 2023 numbers. Cost per click has also decreased YOY. It's important to note that the Cultural Council has also seen increased email signups, tourism referrals, facility visits, and co-op packages and participation increases attributed to advertising.

	FY 2023 <i>(Oct - March)</i>	FY 2024 <i>(Oct. - May.)</i>
BRAND CAMPAIGN – DIGITAL		
Spend	\$630,769	\$625,974
Percent of total budget	23%	23%
Impressions	26,405,945	76,680,881
Cost per Mille (CPM)	\$23.89	\$8.16
Cost per Click (CPC)	\$1.16	\$0.77
Click through Rate (CTR)	2.07%	1.07%

With budget allocations for digital media and PR (the primary marketing activities of the Council) in line with industry standards, it's recommended to continue to refine the effectiveness of ad campaigns through audience refinement, increased CTR, lowered CPM, and overall engagement. Look for opportunities to align with DTPB media buys and review audience segmentation for additional opportunities for reaching increased potential visitors.

FILM & TV

The bulk of the Film and TV Commission marketing spend (roughly 97%) is geared towards encouraging film and TV production in the county with the vast majority of that spend focused on sponsorship and development. For every dollar spent, the Commission saw \$271 in 2023 and \$258 in 2024 returned to the county in production spending. Some focused advertising to promote The Palm Beaches TV Now also saw high returns with viewer acquisition costs under one penny in 2024.

To note, budgets in Marketing and Digital Media and PR were underspent in 2023 and 2024. Forty-five percent of the Digital budget was spent in 2023 and less than one percent has been spent this year. For PR, roughly one third of the budget has been spent in the last two years. For 2025, the Digital budget is \$80,000 and PR is \$20,000 – far greater than what has been typically spent. While some programs may be accounted for in other budget line items, it is advised to either spend the budget on additional activities or to reallocate those dollars to high ROI activities.

	2023	2024 <i>(through Nov.)</i>
FILM PRODUCTION		
In-county production spend	\$244,760,000	\$246,110,000
Marketing Spend	\$903,681	\$954,542
ROI (per dollar spent)	\$271	\$258
THE PALM BEACHES TV NOW		
Advertising Spend	\$5,482	\$5,222
Views	297,221	626,220
Viewer Acquisition Cost	\$0.02	\$ 0.008
BUDGETS		
Mktg and Digital Media	\$60,000	\$130,000
Mktg and Digital Media (Spent)	\$27,000	\$1,390
PR	\$10,000	\$20,000
PR (Spent)	\$3,779	\$4,727

PARTNERSHIPS, DISTRIBUTION, AND BOOKING CHANNELS IN THE FUTURE

As the travel industry evolves, traditional online travel agencies (OTAs) like Expedia and Kayak may become less crucial for booking visitors, particularly as destinations prioritize direct relationships with travelers. In this future scenario, destinations may turn to specialized partners that align with travelers' niche preferences, including sustainable, ecological, sports, or LGBTQ+ travel. These partnerships would focus more on experiential, value-driven, and community-based travel that meets the changing demands of modern travelers. Below are potential future partners for various travel segments:

1. FUTURE PARTNERS FOR DESTINATIONS

- **Social Media Platforms:** As social commerce grows, platforms like Instagram, Facebook, and TikTok could become direct booking platforms, where travelers are inspired by influencer content or ads and book seamlessly without leaving the platform.
- **Direct Booking Portals:** More destinations will likely invest in their own booking engines, allowing travelers to directly book packages, accommodations, and activities through destination websites or mobile apps. This eliminates the middleman and strengthens the destination's brand.
- **Tech Companies (e.g., Google, Apple):** Tech giants are expanding into the travel space, using AI-powered search tools, personalized travel recommendations, and seamless payment options through tools like Google Travel and Apple Pay to help users discover, plan, and book trips directly.
- **Lifestyle and Membership Platforms:** Travel membership services (such as The Points Guy or FoundersCard) may grow in importance as travelers seek curated, premium experiences. These platforms could offer partnerships to destinations that cater to a niche, affluent audience looking for exclusive packages.

2. PARTNERS FOR SUSTAINABLE AND ECOLOGICAL TRAVEL

- **Sustainable Travel Platforms:** Future partners could include specialized eco-conscious travel platforms like Responsible Travel, Eco-tourism.org, or Travel Sustainably, which focus on environmentally friendly tourism. These platforms allow travelers to book eco-lodges, green-certified hotels, and tours that emphasize sustainability and conservation.
- **Nonprofit and Conservation Organizations:** Partnerships with environmental organizations like WWF (World Wildlife Fund), Conservation International, or The Nature Conservancy could help promote eco-tourism initiatives. These organizations often partner with destinations to promote responsible travel, conservation, and sustainable tourism projects.

- **Green Travel Agencies:** Travel companies that specialize in green tourism—like G Adventures or Intrepid Travel—are becoming increasingly relevant for eco-conscious travelers. They emphasize sustainable travel practices, low-impact activities, and environmentally friendly destinations.
- **Carbon Offset Providers:** Destinations may partner with carbon offset providers like Carbonfund.org or South Pole to allow travelers to offset their travel-related emissions, making destinations more attractive to environmentally conscious visitors.

3. PARTNERS FOR SPORTS TRAVEL

- **Sports Travel Agencies and Organizations:** Partnerships with agencies specializing in sports tourism—like Sports Travel and Tours or Roadtrips—will become key. These companies cater to travelers attending sports events (e.g., Olympic Games, Super Bowl) or seeking sports experiences like golf, marathon running, or extreme sports.
- **Event Organizers and Associations:** Partnerships with sports organizations such as the NFL, FIFA, or Olympic Committees could help destinations attract visitors for major sports events. Destinations could work with these bodies to build travel packages and promote local sports infrastructure.
- **Fitness and Wellness Brands:** Partnerships with brands like Peloton, Nike, or Adidas could be leveraged for active travel experiences, including running tours, cycling adventures, or triathlon packages, linking fitness experiences with destinations.
- **Sports Influencers and Athletes:** Destinations may also partner with well-known athletes or sports influencers to promote sports-related travel experiences, like skiing resorts, golf resorts, or adventure sports destinations.

4. PARTNERS FOR LGBTQ+ TRAVEL

- **LGBTQ+ Travel Platforms:** Specialized travel platforms like Misterb&b (an LGBTQ+ alternative to Airbnb) or TravelGay would become essential partners, offering curated accommodations, events, and experiences tailored to the LGBTQ+ community.
- **LGBTQ+ Event Organizers:** Destinations could form partnerships with Pride organizers, such as WorldPride or national Pride events, and leverage them to promote LGBTQ+ tourism year-round. Partnerships could also extend to LGBTQ+ travel influencers who have strong, engaged followings in this community.
- **LGBTQ+ Media and Advocacy Organizations:** Destinations could collaborate with LGBTQ+ advocacy groups like OutRight Action International or media platforms like Out Traveler to reach gay and lesbian travelers. These platforms often provide trusted travel advice and recommendations for safe, inclusive destinations.

- **Inclusive Hospitality Networks:** Hospitality brands that actively cater to LGBTQ+ travelers—such as W Hotels or Marriott International, which emphasize inclusivity—will be key partners for destinations targeting LGBTQ+ markets.

5. BROADER TRAVEL SEGMENTS (WELLNESS, CULINARY, CULTURAL, ETC.)

- **Wellness and Spa Brands:** Partnering with wellness platforms like Wellness Travel Association or beauty and spa brands like Aesop or Malin+Goetz can create a modern and sustainable aspect to campaigns for modern travelers.
- **Culinary Travel Networks:** For food-focused tourism, partnerships with platforms like EatWith, Bon Appétit, or Michelin Guide could be key to promoting culinary tourism packages and farm-to-table experiences.
- **Cultural Travel Platforms:** Collaborating with art institutions and platforms like Atlas Obscura, which focuses on unique and cultural travel experiences, could help destinations promote lesser-known cultural and historical sites.

6. ECO-CONSCIOUS BRAND PARTNERS FOR YOUNGER DEMOGRAPHICS

- **Everlane:** A modern fashion brand offering high-quality essentials with transparency in production and eco-friendly practices, popular with younger, ethically minded audiences.
- **Veja:** An eco-friendly sneaker brand that uses organic materials and fair-trade practices, Veja has become a staple for stylish, sustainable footwear.
- **Paravel:** A luxury luggage brand offering eco-friendly travel accessories made from recycled materials, perfect for younger travelers who value sustainability and style.
- **Reformation:** A fashion-forward brand creating stylish clothing with sustainable materials and practices, popular among Millennials and Gen Z consumers.
- **Pela:** A sustainable accessories brand known for its compostable phone cases and eco-friendly lifestyle products, resonating with younger eco-conscious tech enthusiasts.

Additional partnerships and potential distribution channels are included in the Channel Activation section of the Resources portion of this document.

RECOMMENDATIONS FOR THE TOURISM MASTER PLAN

RECOMMENDATION ONE

Establish a unified audience segmentation targeting approach that leverages the highest correlation between travelers and potential residents who are most likely to appreciate the Palm Beach County attractions. Align program and marketing strategies, media types, and messaging as needed to primary, secondary, and tertiary audiences. Align across TDC partner agencies to choose a consistent audience for shared campaigns and evaluate the growth of 'feeder' segments like young adults and aspirational travelers. Consider creating a set of traveler personas that can be used across all TDC partner agencies that represent a broader sense of who the traveler is and what they are looking for.

RECOMMENDATION TWO

Consider creating a more formalized cross-agency campaign planning committee that works towards shared themes, audience focus, media buys, messaging and success measurement. Currently, monthly check-in meetings are helping to align agencies but there are often gaps in information sharing, lack of visibility to new campaigns, or missed opportunities between agencies. It's important that this group consists of representatives with decision making control from all agencies and happens on an annual planning, quarterly planning, and monthly check-in basis. Coordinating large spend (like OOH media buys, TV placements, or expensive advertising) can help ensure more consistent messages, less overlap, and a more robust campaign.

RECOMMENDATION THREE

A way to maximize advertising and agency spending is to consolidate around one agency of record. As Palm Beach tourism consolidates on a more consistent brand look and feel, shared goals, shared accountability, and deeper campaign coordination, it's possible that one external agency could manage the advertising and creative needs of all TDC groups. Ideally, this agency would create the brand assets for all partner agencies, and would ensure consistency in tone, message, visual look and feel, and asset management. It's important that each TDC partner agency has dedicated resources within the creative agency so that campaigns and unique needs can be managed directly. The goal here is to operate very similarly to a large company with multiple divisions and products - an AOR is appointed based on clear criteria and creates visuals, manages brand consistency, and optimizes media buys across all TDC partner agencies. This also puts the onus on the external agency to create a second line of coordination between campaigns, messages, and media buys.

RECOMMENDATION FOUR

Develop a plan to increase partnerships with less-traditional booking agents; especially those that align with growth areas of eco-tourism, sustainability, and younger travelers. This approach can reduce reliance on traditional OTAs while forging relationships with new partners that may be more tuned-in to certain lifestyle segments and passion areas. Brand partnerships with up-and-coming premium brands can also offer an authentic and bespoke experience that can catch the eye of targeted travelers.



SECTION SEVEN

**SUMMARY:
RECOMMENDATIONS
FOR THE TOURISM
MASTER PLAN**



OVERVIEW AND THEMES

From a tourism messaging, brand, and marketing perspective, Palm Beach County has a lot to be proud of and celebrate. Building on these strengths and aligning core marketing initiatives that are increasingly integrated across partner agencies will be the most impactful and deliver the highest ROI and position Palm Beach County as a premier destination for decades to come.

Based on reviews of the research, resident input, stakeholder feedback, interviews, industry best practices, and onsite explorations, below is a summary of recommendations to be considered for the Tourism Master Plan.

Detailed explanations, considerations, and recommendations are in the corresponding sections of this report.

BRAND

1. Evolve the tourism brand into one cohesive, unified platform and visual direction across all county tourism partner agencies.
2. Evolve the tourism logo and brand elements to align with current and upcoming trends in luxury destination marketing and digital-first executions.
3. Create a brand and logo architecture that can expand to future brands, commissions, or partner agencies including culinary, family, eco-tourism, and sustainability.
4. Update and align a refreshed brand positioning that embodies the new definition of luxury travel and experiential travel for a new generation.

MARKETING

1. Develop and align one tourism vision statement and approach across all TDC partner agencies while crafting unique and complementary missions for each partner agency.
2. Design and execute marketing campaigns directly aligned to regional SWOT analysis. Amplify what is already great; change perceptions on the things that aren't.
3. Begin or extend marketing campaigns around current travel trends and themes that will appear in the Tourism Master Plan.
4. Update websites in the short-term to improve SEO and solve technical issues that are impacting web search performance.
5. Update websites in the long-term to unify across a consistent platform, UI, and UX to improve visitor and resident experience and to reduce inefficiencies in site management.

6. Align annual TDC goals across all partner agencies and develop clearly agreed upon KPIs per agency respecting the unique contributions brought by each partner agency.
7. Add dedicated positions (new hire or from within) to market upcoming audience needs specifically around culinary, eco-tourism, family travel, and accessibility.
8. Extend current, and add additional, resident engagement marketing programs to address resident concerns on responsible tourism, resident needs, and future-looking tourism development.

CHANNELS AND BUDGETING

1. Evolve and refine the audience segmentation to include psychographic and demographic elements. Create personas or ICPs to clearly illustrate the targets and align targeting across all TDC partner agencies.
2. Create and maintain a cross-partner agency (not board level) marketing planning and execution alignment committee where stakeholders are responsible for proactive campaign planning, alignment of audience focus, message, and coordinated spend.
3. Consider implementing an Agency of Record for creative and advertising needs. The agency should be chosen through clear criteria and demonstrated work and should be required to have dedicated point people for each of the TDC partner agencies. The external agency will ensure brand consistency, campaign planning, and messaging while incorporating the unique needs, timing, and materials needed for each TDC partner agency.
4. Execute marketing partnerships that raise awareness, credibility, and brand caché with desired audiences. These should include lifestyle brands that are consistent with The Palm beaches brand as well as forward-looking distribution partners who can meet the needs of the evolving traveler and industry trends.



SECTION EIGHT

RESOURCE SECTION



NEAR TERM CAMPAIGN THOUGHT STARTERS

By combining the strategic goals, SWOT, brand strengths, and destination vision to increase tourism that is relevant, unique, and sustainable, this section combines various angles of consideration for marketing and brand building promotions. These plans could be used in the short- and medium-term to position the county in various directions that will be featured in the Tourism Master Plan.

These plans are offered based on themes and can be used across partner agencies to maximize campaign effectiveness and reach.

THEME ONE: MARKETING PALM BEACH COUNTY AS A FLORIDA MUST SEE

Given a recent study by Skift on the power of the Florida brand as it is related to tourism, there are several themes and directions that should be a focus to stand out to potential visitors.

The report outlines the normalization of the travel industry post-pandemic, with a return to more stable growth rates. Several challenges, such as regional conflicts, inflation, and climate change, continue to impact travel. The work also highlights the rise of family travel, outdoor tourism, and the importance of arts and culture in travel decisions. The emphasis is on providing meaningful travel experiences and adapting to consumer demand.

1. Target Family Travel More Aggressively

Why: Family travel is identified as a key demographic with 50% of travelers opting to travel with family, making it one of the most resilient segments post-COVID.

Action: Create tailored marketing campaigns focusing on family-friendly destinations (beaches, small towns, scenic retreats) and experiences in Florida. Highlight multi-generational travel packages and activities that cater to diverse family needs including accessible and inclusive experiences.

2. Promote Outdoor and Nature Experiences

Why: Outdoor and nature travel has surged in popularity, especially among adventure travelers and families looking for scenic retreats.

Action: Market the country's natural attractions, such as state parks, beaches, and wildlife reserves, as prime spots for adventure tourism. Package these with experiences like eco-tours, hiking, and water activities to appeal to nature-focused tourists.

3. Leverage Arts and Culture as a Draw

Why: Arts and culture are increasingly significant for travelers when selecting destinations, especially Millennials and Gen Z.

Action: Promote Florida's cultural heritage, live events, and art scenes. Feature local festivals, museum tours, and cultural events prominently in marketing materials to tap into this growing interest. Make sure to collaborate with local artists and cultural institutions.

4. Capitalize on Florida's Strong Tourism Brand

Why: The research highlights the power of Florida's brand in simplifying choices and protecting against market downturns.

Action: Focus on consistent messaging that emphasizes the unique qualities of Florida's tourism brand—its sunshine, beaches, theme parks, and diversity. Use this strong brand identity in local campaigns to differentiate from competitors. Assess aligning the Palm Beach County brands and messaging to be more cohesive in look, feel, and approach.

5. Offer Personalized Experiences and Packages

Why: Experiences are the top driver of destination selection, with a growing preference for authenticity and local culture.

Action: Develop personalized travel packages that combine local cuisine, cultural immersion, and off-the-beaten-path adventures. Highlight experiences like food tours, local traditions, and exclusive activities to offer more than just a generic vacation.

THEME TWO: KNOWING WHERE FLORIDA FARES AMONG COMPETITION

When visitors compare a trip to Florida (and ultimately Palm Beach County) versus an alternative, it's important to know how they see the state compared to other options. If competitive marketing is conducted, accentuate the positives, de-position the alternatives, and be aware of the negatives. This helps craft messages, visuals, and ROI goals that are realistic and open-eyed.

1. Florida vs. the Caribbean

Key Differentiator for Florida: Florida combines a strong family-friendly, adventure, and cultural offering with greater ease of access compared to the Caribbean.

Caribbean's Strength: The Caribbean is known for its all-inclusive resorts, tropical beaches, and laid-back vibe, making it a strong choice for romantic getaways or all-inclusive vacations.

Florida's Edge: Florida offers not only beaches but also a wide variety of attractions (theme parks, state parks, cultural events) and easy accessibility, especially for U.S. travelers. The state's infrastructure, such as road trips and proximity to major cities, gives it an edge in terms of convenience and variety of experiences beyond resorts.

2. Florida vs. California

Key Differentiator for Florida: Florida is more affordable, family-centric, and has a stronger focus on outdoor leisure (beaches, theme parks), whereas California's tourism focuses more on diverse landscapes and cultural hubs.

California's Strength: California offers iconic landmarks like Hollywood, Silicon Valley, wine regions, and national parks such as Yosemite and Redwood, which attract travelers seeking diverse, high-end experiences.

Florida's Edge: Florida stands out with its year-round warm climate, affordability, cultural activities, and natural beauty. Florida also has a broader focus on multi-generational family travel and is seen as less expensive overall.

3. Florida vs. New York

Key Differentiator for Florida: Florida focuses more on outdoor and family leisure travel, while New York is primarily an urban destination known for culture, shopping, and nightlife.

New York's Strength: New York attracts tourists with its urban experience—Broadway, museums, and shopping. It is seen as a hub for arts, culture, and luxury experiences.

Florida's Edge: Florida provides a balance between outdoor adventure and cultural activities, appealing more to families and budget-conscious travelers. Florida's beaches and resorts also provide a level of relaxation that urban New York does not cater to as strongly.

4. Florida vs. Mexico (Caribbean Coastal Areas)

Key Differentiator for Florida: Florida has more accessible, multi-generational family-focused travel, with a wider range of activities for both leisure and cultural exploration.

Mexico's Strength: Mexico's Caribbean destinations like Cancun and Playa del Carmen are renowned for luxury resorts, warm hospitality, and budget-friendly all-inclusive vacation packages, which appeal to a mix of luxury and budget travelers, especially honeymooners or romantic getaways.

Florida's Edge: While Mexico's resorts dominate the luxury space, Florida offers a richer diversity of activities for families (e.g., parks, nature reserves) with fewer concerns around travel safety or distance, especially for domestic U.S. travelers.

5. Florida vs. Hawaii

Key Differentiator for Florida: Florida is more accessible and affordable for families, while Hawaii's strength lies in its unique island culture and natural beauty.

Hawaii's Strength: Hawaii attracts adventure and nature seekers with its volcanic landscapes, unique Hawaiian culture, and secluded beaches. It's a top choice for honeymooners and those seeking exotic, far-away experiences.

Florida's Edge: Florida provides a more affordable, family-friendly alternative with easier access from the mainland U.S. The state's blend of culture, beaches, and parks make it ideal for shorter trips for most Americans, whereas Hawaii often requires a larger budget and more travel time.

GENERAL COMPETITIVE INSIGHTS

Pricing and Accessibility: Florida is generally more affordable and easier to reach for both domestic and international travelers compared to many Caribbean destinations and Hawaii, which require longer flights and may have higher accommodation costs.

Experience Variety: Competing destinations might focus more heavily on one type of experience (e.g., beaches in the Caribbean, urban culture in New York), whereas Florida offers a mix of family entertainment, nature, and cultural experiences.

Brand Strength: Florida's brand, with its established global reputation and strong association with family fun, gives it a competitive advantage over destinations like California or Mexico, where travelers might focus on different or more niche experiences.

REASONS PEOPLE MAY NOT CONSIDER FLORIDA AS A DESTINATION

1. Perception of Overcrowding and Over-Tourism

Insight from the Data: Many travelers feel Florida is "too touristy" and "too crowded," which are common reasons for avoiding the state. This can deter travelers who seek more peaceful or less crowded destinations.

2. Preference for New or Different Destinations

Insight from the Data: "Been to Florida before" is a reason for travelers choosing not to return. Frequent visitors or those who have already vacationed in Florida may seek new experiences elsewhere, especially if they've visited the state multiple times.

3. Weather Concerns (Hurricanes and Heat)

Insight from the Data: Hot and humid summers and severe weather like hurricanes deter some people from traveling to Florida. Tourists may delay, postpone, or consider alternatives following a major environmental issue.

4. High Costs in Tourist Areas

Insight from the Data: Some travelers mention "cost of accommodations" as a deterrent, particularly in highly tourist-centric areas where hotels and resorts raise prices during peak seasons.

5. Preference for Less Commercialized or More Exotic Locations

Insight from the Data: Travelers might prefer destinations like Hawaii, the Caribbean, or remote nature areas for a more exclusive or exotic vacation experience, whereas Florida can be perceived as more mainstream or commercialized.

6. Perceived Lack of Authentic Cultural Experiences

Insight from the Data: Despite Florida’s cultural diversity, some travelers might view it as lacking in authentic, deep cultural experiences, especially compared to destinations like New York, California, or international spots. Those looking for unique cultural immersion or heritage-focused travel might opt for destinations with more distinct local traditions or historical significance.

7. Environmental Concerns

Insight from the Data: Florida’s environmental challenges, such as frequent red tide events, hurricanes, beach erosion, and concerns about sustainability, may turn off eco-conscious travelers. Some travelers prioritize sustainable travel destinations and may avoid Florida due to environmental degradation or perceived overdevelopment in coastal areas.

8. Political or Ideology Concerns

Why: Legislative decisions or government actions like conservative education mandates and the removal of LGBTQ+ resources from state travel sites may upset some visitors. The proximity to Mar-a-Lago and a more conservative political environment could impact travel decisions by those with different political stances. Some travelers prioritize political, governmental, progressive, educational, and personal freedoms and rights in selecting locations to visit where they feel safe and accepted.

MARKETING IDEAS TO POSITION PALM BEACH COUNTY AGAINST OTHER FLORIDA DESTINATIONS

Below are campaign themes and ideas that can be used to combat negative sentiment or travel deterrents relative to competing destinations. Some of these tactics have been used in varying degrees already in Palm Beach County and can be effective to continue, update, or reimagine for new audiences.

1. "More Than Just Theme Parks" (vs. Orlando)

Concept: Many families think of Orlando for vacations because of its theme parks. This campaign would target families and couples by showing Palm Beach as the perfect balance between fun and relaxation, emphasizing outdoor experiences, culture, and family-friendly activities that are less commercialized but equally enriching.

- **Target Audience:** Families, couples, and leisure travelers who want a mix of adventure and relaxation.
- **Execution:**
 - **Content:** Videos and social media posts highlighting alternatives to theme parks—like sea turtle tours, nature preserves, and water sports. Promote The Palm Beaches as offering enriching experiences in nature without the crowds and commercialization of Orlando.
 - **Partnerships:** Collaborate with family influencers who can share their Palm Beach experiences as a refreshing change from typical Orlando vacations.

- **Comparative Ads:** Side-by-side comparisons showing the cost, relaxation, and unique nature experiences in Palm Beach versus the crowded and expensive theme park atmosphere in Orlando.
- **Tagline Potential:** “Beyond the Parks—Choose your own adventure in Palm Beach.”

2. “Unwind in Florida’s Original Paradise” (vs. Miami)

Concept: Miami is often seen as the go-to spot for nightlife, parties, and a fast-paced experience. Position Palm Beach County as the calmer, more refined alternative that offers luxury, relaxation, and sophistication without the noise and crowds of Miami.

- **Target Audience:** Upscale travelers, couples, and families looking for luxury and tranquility.
- **Execution:**
 - **Content:** Feature serene beach experiences, upscale dining, world-class shopping, art galleries, golf courses, and spas, contrasting these with the hectic Miami environment.
 - **Influencer Partnerships:** Partner with lifestyle and travel influencers who can showcase the sophistication of Palm Beach County’s resorts, cultural events, and fine dining experiences, offering a tranquil alternative to Miami’s hustle and bustle.
 - **Luxury Hotel Packages:** Create special offers targeting Miami travelers, promoting luxury resort stays, spa treatments, and private beach cabanas as the perfect getaway from the party scene.
 - **Comparison Campaign:** Highlight the peace and sophistication of Palm Beach County with visuals contrasting a noisy Miami beach with a serene, pristine Palm Beach coastline.
 - **Tagline Potential:** “Palm Beach. Refined, Relaxed, and Always in Style.”

3. “Cultural Escape Beyond the City” (vs. Tampa)

Concept: While Tampa offers a mix of urban attractions and historical sites, Palm Beach County can promote itself as a richer cultural and natural destination, with a balance of high-end shopping, fine arts, pristine beaches, and upscale culinary experiences.

- **Target Audience:** Cultural tourists, affluent travelers, and history buffs.
- **Execution:**
 - **Content:** Create a series of advertisements and short films featuring Palm Beach’s thriving arts and culture scene—highlighting museums, galleries, and local historical sites like the Henry Morrison Flagler Museum, juxtaposed with Tampa’s more urban vibe.
 - **Event Campaign:** Promote cultural events like art fairs, music festivals, and food & wine events, offering travelers more sophisticated and immersive experiences compared to Tampa’s urban attractions.

- **Curated Experiences:** Develop “Art & Culture Getaway” packages that include guided tours, tickets to events, or exclusive dining experiences. Include promotional materials that showcase how Palm Beach is the perfect getaway for those seeking beauty and culture without the city crowds.
- **Tagline Potential:** “Where Culture Meets the Coast.”

4. “Florida’s Ultimate Beach Escape” (vs. All Three)

Concept: While Orlando, Miami, and Tampa each have beaches, Palm Beach County offers a more exclusive, uncrowded, and serene beach experience. This campaign would emphasize Palm Beach’s quieter, upscale beach offerings with pristine sands, fewer crowds, and luxurious beachside resorts.

- **Target Audience:** Couples, families, and luxury travelers looking for a more private, relaxing beach experience.
- **Execution:**
 - **Content:** Create visual content contrasting Palm Beach’s serene, uncrowded beaches with the busy, crowded beaches in Miami and Tampa. Use aerial footage, influencer testimonials, and day-in-the-life videos showing families and couples enjoying peaceful beach moments.
 - **Influencer Campaign:** Collaborate with beach lifestyle influencers and travel bloggers to highlight Palm Beach as the “ultimate beach escape” where travelers can find privacy and luxury without the crowds.
 - **Social Media & Search Ads:** Run Instagram, Facebook, and Google ads targeted at people who recently searched for beaches in Miami, Orlando, or Tampa, promoting Palm Beach as an upscale, more relaxed alternative.
 - **Tagline Potential:** “Your private beach is closer than you think.”

5. “Year-Round Wellness Retreat” (vs. Miami and Tampa)

Concept: Highlight Palm Beach County’s appeal as a year-round wellness destination, offering everything from spa retreats to yoga on the beach, and golf courses that provide a perfect balance of relaxation and rejuvenation, compared to the busier urban vibe of Miami and Tampa.

- **Target Audience:** Health-conscious travelers, wellness enthusiasts, couples, and retirees.
- **Execution:**
 - **Content:** Promote Palm Beach’s luxury spas, wellness centers, yoga retreats, and outdoor activities like paddleboarding, nature hikes, and golf. Create social media and video content featuring wellness influencers engaging in healthy activities in peaceful surroundings.

- **Wellness Packages:** Partner with wellness resorts and spas to offer discounted packages that include accommodation, wellness treatments, and outdoor activities like nature walks, kayaking, and eco-tours.
- **Targeted Ads:** Run targeted ads on platforms like Instagram, YouTube, and Google Ads, specifically aimed at health-conscious travelers who prioritize wellness over city nightlife or theme park activities.
- **Tagline Potential:** “Palm Beach: Wellness Awaits.”

6. “Luxury Meets Nature” (vs. All Three)

Concept: Miami may have luxury, Orlando may have family fun, and Tampa has history, but Palm Beach can uniquely offer a blend of nature and luxury. This campaign would position Palm Beach County as the only destination where travelers can enjoy luxurious accommodation while being immersed in nature—beaches, wildlife, and beautiful parks.

- **Target Audience:** High-income travelers, nature lovers, eco-conscious travelers, and adventure seekers.
- **Execution:**
 - **Content:** Develop ads and videos showcasing the juxtaposition of luxury and nature, such as enjoying a stay at a five-star resort and then heading out for a sea turtle conservation tour or a paddleboarding adventure.
 - **Influencer Collaborations:** Work with influencers who focus on both luxury and eco-tourism to promote the unique combination of upscale and outdoor experiences in Palm Beach.
 - **Digital Campaigns:** Create digital ads and social media content that show luxury travelers enjoying both opulent accommodations and immersive natural experiences like snorkeling, hiking, and beach cleanups.
 - **Tagline Potential:** “The Luxury of Nature.”

7. “Palm Beach for Every Occasion” (vs. All Three)

Concept: Position Palm Beach County as the versatile destination for all types of travelers and events. Whether it’s a destination wedding, romantic getaway, family vacation, or business meeting, Palm Beach is the perfect alternative to Miami’s party vibe, Orlando’s theme park crowd, and Tampa’s more laid-back urban setting.

- **Target Audience:** Families, couples, business travelers, and event planners.
- **Execution:**
 - **Content:** Develop multi-segmented ads showcasing the various ways travelers can enjoy Palm Beach—romantic beach weddings, family reunions on the coast, corporate retreats at luxury resorts, or intimate couples’ getaways.

- **Targeted Ads:** Use highly targeted ads on platforms like Facebook and LinkedIn, aiming different messages at couples looking for wedding venues, families planning vacations, and businesses seeking conference spaces.
- **Wedding and Event Marketing:** Promote Palm Beach as an upscale destination for weddings and business conferences through dedicated web pages, event partnerships, and targeted campaigns on wedding and business platforms.
- **Tagline Potential:** “One location. Infinite possibilities.”

THEME THREE: MARKETING ALL OF THE PALM BEACHES

To market Palm Beach County—including smaller or lesser-known areas, not just the well-known cities like Boca Raton, West Palm Beach, and Delray Beach—it’s important to create campaigns that highlight the unique attributes of each city while positioning them as part of a larger, cohesive destination. By focusing on the diversity of experiences offered across the county, you can showcase how each city contributes to the overall appeal of Palm Beach County as a premier travel destination.

1. “The Palm Beaches: 39 Ways to Explore Paradise” Campaign

Concept: Showcase all 39 municipalities in Palm Beach County by creating an integrated campaign that highlights the unique offerings of each city, while still positioning them under the umbrella of “The Palm Beaches.” Focus on how the county offers an incredible range of experiences, from charming small-town vibes to nature-filled adventures, historic areas, and coastal escapes.

– **Execution:**

- **Interactive Map:** Create an interactive digital map where users can click on each city to discover its unique attractions (e.g., arts, nature, dining). This map can serve as a guide for potential travelers to explore beyond the big names.
- **Content:** Develop content showcasing the diversity of experiences, with each city represented by its own visual or video “postcard.” These could be shared on social media, highlighting key aspects of each city such as local festivals, nature reserves, waterfront activities, historical sites, and unique culinary spots.
- **Videos and Social Ads:** Create short-form video content highlighting one or two cities per video, and run them on platforms like Instagram, Facebook, and YouTube. Showcase lesser-known cities like Palm Beach Gardens, Jupiter, Lake Worth Beach, or Wellington, with each video focused on the city’s key differentiator.
- **Tagline Potential:** “Discover The 39 Gems of Palm Beach County.”

2. "Palm Beach County Road Trip" Campaign

Concept: Promote a road trip concept where visitors can explore different cities within Palm Beach County, with each city offering a distinct experience. Whether it's for families, couples, or solo travelers, the idea is to encourage exploration of multiple cities in one trip, highlighting the diversity of the region.

– **Execution:**

- **Suggested Itineraries:** Develop themed road trip itineraries that guide travelers through multiple cities. For example, a "Cultural Tour" might include stops in Jupiter for the Lighthouse, Lake Worth Beach for street art, and West Palm Beach for its museums. A "Family Fun" trip could feature water parks in Wellington, beaches in Boynton Beach, and nature preserves in Palm Beach Gardens.
- **Social Media Campaign:** Run a contest or campaign encouraging visitors to complete the road trip, visiting multiple cities, and share their journey using a dedicated hashtag (e.g., #PalmBeachRoadTrip). Partner with local influencers to take the road trip themselves and document it across social platforms. Consider featuring eco-friendly aspects like electric car transport, charging stations, and eco-tourism destinations for a modern take on the classic roadtrip.
- **Print & Digital Ads:** Promote these itineraries in digital ads, targeting travelers who are searching for Florida road trips, adventure travel, or family vacations. Include brochures and downloadable guides for those planning trips.
- **Tagline Potential:** "Palm Beach County: The Ultimate Road Trip."

3. "Live Like a Local" Campaign: City-Specific Editions

Concept: Create a "Live Like a Local" series that focuses on different cities within Palm Beach County, showing visitors how to experience the authentic, local culture of each place. This campaign would emphasize hidden gems, local eateries, cultural spots, and off-the-beaten-path activities in cities beyond the typical tourist spots.

– **Execution:**

- **City Spotlights:** Each city gets its own feature, whether in a blog post, social media story, or video, focusing on what makes that city unique. For example, Lake Worth Beach could focus on its vibrant arts scene, Greenacres might highlight its equestrian history, and Jupiter could emphasize its waterfront parks and outdoor activities.
- **Influencer Partnerships:** Collaborate with local influencers who have a connection to or reside in these cities. Have them create authentic content that highlights their favorite local spots and activities in cities like Palm Beach Gardens, Royal Palm Beach, or Lantana.
- **Localized Guides:** Develop guides for each city that offer visitors "insider tips" on where to eat, what to see, and what to experience, showing them how to explore the county like a local.
- **Tagline Potential:** "Live Like a Local in Every Corner of Palm Beach County."

4. "Off the Beaten Path: Hidden Gems of Palm Beach County" Campaign

Concept: Promote the hidden gems of smaller or lesser-known cities in Palm Beach County, showcasing unique spots and experiences that tourists might not typically find. Focus on nature, culture, history, and family-friendly activities that offer more authentic, laid-back experiences than the bigger cities.

– **Execution:**

- **City Highlights:** Create profiles for smaller cities like Belle Glade, Tequesta, and Lake Clarke Shores, highlighting special features such as local farmers markets, hidden beaches, historic sites, and nature parks. Promote activities like hiking in Loxahatchee or birdwatching in Royal Palm Beach.
- **Nature-Focused Campaign:** Emphasize the outdoor beauty of cities like Palm Beach Gardens (Botanical Gardens), Jupiter (rivers and outdoor trails), and Lake Worth Beach (public art and pier). Run geo-targeted ads promoting these activities to eco-conscious and outdoor-loving travelers.
- **Blog and Social Media Series:** A blog and social media series called "Palm Beach Hidden Gems" featuring a city each week. Include interviews with locals about their favorite spots, tips for visitors, and unique aspects of the city.
- **Tagline Potential:** "Discover the Hidden Gems of Palm Beach County."

5. "Adventure Awaits: City-by-City Exploration" Campaign

Concept: Showcase the variety of outdoor and adventure activities available across different cities in Palm Beach County. From kayaking in Jupiter to horseback riding in Wellington, and from diving in Boynton Beach to hiking in Loxahatchee, this campaign would appeal to adventure-seekers and outdoor enthusiasts.

– **Execution:**

- **Activity Maps:** Develop an adventure map of Palm Beach County that highlights specific activities by city. For example, feature diving in Boynton Beach, horseback riding in Wellington, paddleboarding in Jupiter, and hiking in the natural preserves around Royal Palm Beach.
- **Adventure Vloggers:** Partner with adventure travel vloggers to explore these activities in lesser-known cities, documenting their experiences and sharing them through YouTube or Instagram.
- **Promote Seasonal Activities:** Promote activities that vary by season, like summer water sports in Boynton Beach or winter equestrian events in Wellington. Tie the promotions into specific local festivals, marathons, and nature walks.
- **Tagline Potential:** "Adventure Awaits Across Palm Beach County."

6. "Explore the Unexpected: Local Events Across Palm Beach County" Campaign

Concept: Feature local festivals, markets, concerts, and events happening in all cities across Palm Beach County, not just in the major hubs like Boca Raton or West Palm Beach. The campaign would show that no matter where you go in Palm Beach County, there's always something happening.

– **Execution:**

- **City Event Spotlights:** Highlight annual or seasonal events in each city, such as the Lake Worth Street Painting Festival, Wellington's Equestrian Season, Jupiter's Food Truck Fest, and Greenacres' Cultural Festival. Create social media content and a dedicated calendar on the website for these events.
- **Community-Focused Ads:** Run digital ads that target visitors based on event interests, promoting each city's specific local activities. For example, promote Boynton Beach's Pirate Fest to families, and the Greenmarket in Royal Palm Beach to foodies.
- **Collaborative Local Campaigns:** Collaborate with local event organizers to promote these events, offering exclusive discounts or packages to encourage travelers to explore these lesser-known cities during their visit.
- **Tagline Potential:** "The Palm Beaches: More than you expected."

7. "Taste the Palm Beaches: A Culinary Tour of the County"

Concept: As Palm Beach County is known for its culinary diversity, create a food and drink-focused campaign that highlights the unique dining scenes in each city. From waterfront dining in Jupiter to farm-to-table cuisine in Wellington, every city offers something unique to food lovers.

– **Execution:**

- **Culinary Trails:** Develop a "Palm Beach County Culinary Trail," where travelers can explore restaurants, cafes, and markets in cities like Lake Worth Beach, Jupiter, Boynton Beach, and more. Offer themed trails such as seafood, farm-to-table, or local brews.
- **Foodie Influencers:** Partner with local chefs and national food influencers to tour the culinary scene across different cities in Palm Beach County, creating engaging content for social media platforms.
- **Food and Drink Festivals:** Promote food festivals and events across the county, such as Jupiter's Seafood Festival or the Delray Beach Wine & Seafood Festival, as well as smaller events like local farmers markets in Royal Palm Beach or Greenacres.
- **Tagline Potential:** "Taste the Palm Beaches."

THEME FOUR: EXTENDING THE DISCOVER THE PALM BEACHES CAMPAIGNS

The FY2025 Destination Business Plan outlines strategic goals and initiatives for Discover The Palm Beaches (DTPB) to drive tourism growth, enhance brand presence, and improve community engagement. The plan highlights accomplishments from FY2024, such as increased brand awareness, social media engagement, and the launch of various marketing campaigns. DTPB focuses on enhancing visitor experiences through sustainable tourism, social inclusion, accessibility, and brand evolution. The following campaigns draw inspiration from existing plans and offer elements to address current trends, upcoming initiatives, and concepts from the Tourism Master Plan.

1. "Curate Your Palm Beaches Getaway"

Concept: Leverage the existing "Palm Beaches Collection" concept, inviting visitors to build their own personalized vacation itinerary based on their interests: beaches, arts & culture, shopping, fashion, golf, wellness, or culinary experiences. The idea is to position Palm Beach County as a destination where every type of traveler can create their own perfect experience.

- **Target Audience:** High-income leisure travelers, families, couples, and cultural enthusiasts from major cities like New York, Miami, Orlando, Toronto, and international markets.
- **Execution:**
 - o Interactive or AI-driven website tool where users can select their interests and receive a custom itinerary including unknown or 'secret' spots to see.
 - o Social media campaign featuring influencers showing how they curated their own experiences in Palm Beach County.
 - o Digital ads targeting specific audience segments (e.g., art lovers, golfers, beachgoers) with customized itineraries.
 - o OOH and CTV ads in key feeder markets featuring iconic imagery from Palm Beach.

2. "Luxury in Every Detail"

Concept: Highlight Palm Beach's status as a premier luxury destination for discerning travelers. Showcase its world-class shopping, upscale resorts, dining experiences, and exclusive events like polo matches, golf tournaments, and yacht tours.

- **Target Audience:** Affluent travelers, luxury seekers, high-net-worth individuals, and celebrities.
- **Execution:**
 - o Create partnerships with high-end fashion brands, hosting pop-up events or limited-edition products that tie into Palm Beach's shopping experiences.
 - o Instagram and YouTube campaigns featuring high-end influencers and celebrities enjoying luxury experiences (e.g., private beach clubs, fine dining, designer shopping).

- Collaborate with fashion events (like New York Fashion Week) to promote Palm Beach as the “fashion-forward luxury destination.”
- Exclusive, invite-only events for VIP travelers, hosted in Palm Beach, with a focus on bespoke experiences like private yacht charters or behind-the-scenes polo matches.

3. “Sea to Preserve: Eco-Friendly Travel”

Concept: Build on Palm Beach’s existing sustainability efforts with the “Sea to Preserve” campaign, promoting eco-tourism, conservation, and sustainable travel experiences. Highlight the region’s natural beauty, including its turtle nesting beaches, wildlife sanctuaries, and commitment to preserving the environment.

- **Target Audience:** Eco-conscious travelers, Gen Z and Millennial audiences, families, nature lovers.
- **Execution:**
 - Eco-friendly travel itineraries featuring experiences like beach cleanups, nature hikes, sea turtle conservation tours, and eco-lodging options.
 - Collaborate with environmental influencers and sustainability advocates to showcase eco-friendly travel in Palm Beach.
 - Partner with local businesses to offer discounts or packages to travelers who choose green options (e.g., electric vehicle rentals, sustainable hotels).
 - Create a mini-documentary series for YouTube and Instagram focused on the conservation efforts in Palm Beach, featuring local wildlife and environmental experts.

4. “The Palm Beaches Wellness Retreat”

Concept: Market Palm Beach County as the ultimate wellness destination. Highlight the area’s world-class spas, yoga retreats, nature trails, and healthy dining options. Create experiences that blend relaxation, wellness, and nature.

- **Target Audience:** Wellness enthusiasts, health-conscious travelers, yogis, retreat-goers.
- **Execution:**
 - Offer travel packages centered around wellness retreats that include spa treatments, yoga by the beach, organic dining experiences, and guided nature walks.
 - Collaborate with wellness influencers to showcase their personal wellness journeys in Palm Beach.
 - Partner with local wellness brands to offer products and services that promote the Palm Beach lifestyle.
 - Host a wellness retreat event in partnership with wellness resorts and influencers, offering a week of relaxation and rejuvenation for select invitees, then promote the experience through video content.

5. "Live Like a Local"

Concept: Focus on authenticity and community engagement. This campaign would showcase how visitors can experience the real Palm Beach through local food, art, hidden gems, and cultural events. It gives travelers a sense of belonging and insider knowledge, appealing to those who want to go beyond tourist hotspots.

- **Target Audience:** Cultural explorers, families, young travelers, solo adventurers.
- **Execution:**
 - o Partner with local artisans, chefs, and tour guides to create experiences that feel local (e.g., a food tour featuring family-owned restaurants or a walking tour of historic neighborhoods).
 - o Instagram Stories and TikTok videos featuring locals sharing their favorite spots, from secret beaches to local art galleries.
 - o A user-generated content campaign encouraging residents to share their favorite places with the hashtag #LoveThePalmBeaches.
 - o Digital ads showcasing "off-the-beaten-path" activities that most tourists might not know about.

6. "Between the Sessions: Meeting and Leisure"

Concept: This campaign targets business travelers, highlighting Palm Beach as a prime destination for conferences and meetings, while promoting leisure activities to extend their stay. The goal is to show that there's more to Palm Beach than just meetings—it's also the perfect place for post-conference relaxation and fun.

- **Target Audience:** Meeting planners, corporate travelers, and organizations.
- **Execution:**
 - o Develop marketing materials promoting Palm Beach's accessibility, meeting spaces, and unique "Between the Sessions" experiences (golfing, spa, culinary experiences).
 - o Provide special discounts and packages for business travelers who extend their stay for leisure.
 - o Leverage LinkedIn and targeted digital ads to reach meeting planners, focusing on the ease of planning a conference in Palm Beach.
 - o Showcase local meeting spaces and "work-play" experiences on YouTube and Instagram.

THEME FIVE: MARKETING TO UK TRAVELERS

To attract tourists from the UK to Palm Beach County, the marketing strategy should focus on emphasizing what makes Palm Beach unique for British travelers. UK tourists often seek a mix of relaxation, luxury, culture, and unique experiences when visiting Florida, but they might typically think of Orlando (for theme parks) or Miami (for nightlife). Palm Beach County offers a more sophisticated, serene, and exclusive experience that can be appealing to UK travelers who want something beyond the obvious Florida destinations.

1. Highlight Luxury, Culture, and Wellness

- **Luxury and Relaxation:** UK travelers often look for high-end experiences on holiday, so focus on Palm Beach’s luxury resorts, boutique hotels, private beaches, spas, and world-class dining. Emphasize the destination’s sophisticated yet laid-back atmosphere, which contrasts with Miami’s party-centric vibe.
- **Culture and History:** UK travelers appreciate cultural depth, so highlight Palm Beach’s rich history, its art galleries, and museums such as the Norton Museum of Art, and historic attractions like the Henry Morrison Flagler Museum. Feature stories of cultural highlights, interviews with local artists, and coverage of art festivals like the Palm Beach International Art Fair. Appeal to their interest in culture by promoting Palm Beach as “Florida’s Cultural Capital.”
- **Wellness and Nature:** Position Palm Beach County as a wellness destination, offering beach yoga, outdoor spa treatments, and nature reserves for hiking and eco-tourism (e.g., John D. MacArthur Beach State Park and sea turtle tours). Highlight wellness retreats and eco-friendly experiences like paddleboarding through mangroves or joining beach clean-ups to attract eco-conscious UK travelers.

2. Targeted Digital and Social Media Campaigns

- **Instagram & TikTok Ads:** Run targeted ads focusing on visuals of Palm Beach’s pristine beaches, luxury hotels, cultural attractions, and relaxing beach scenes. Use influencers from the UK travel community who have previously visited Florida or Palm Beach County to generate authentic content. Hashtags like #PalmBeaches #HiddenFlorida #LuxuryEscape will help reach the right audience.
- **Facebook Ads:** Create highly targeted Facebook ads aimed at UK travelers based on their interests in travel, culture, art, wellness, and luxury.
- **YouTube Travel Vlogs:** Collaborate with British travel vloggers to create “48 Hours in Palm Beach” or “Ultimate Luxury Getaway” videos, showcasing experiences unique to Palm Beach. Feature cultural hotspots, beach activities, and the luxurious but serene vibe, differentiating it from Miami’s nightlife-heavy image.

3. Cultural Festivals and Event Marketing

- **Promote Events with British Appeal:** Events like the Palm Beach International Film Festival, Palm Beach Food & Wine Festival, or equestrian events like the Winter Equestrian Festival could resonate well with UK audiences, who tend to appreciate high-end and culturally rich events.
- **Golf and Equestrian Marketing:** UK tourists, especially older and affluent travelers, are drawn to golfing and equestrian sports. Palm Beach County's reputation as a golf paradise and a hub for equestrian sports should be central to campaigns. Highlight golf resorts and major golf tournaments (such as the Cognizant Classic) as well as Wellington's equestrian scene.

4. Collaborate with UK Travel Influencers and Media

- **Influencer Marketing:** Collaborate with UK travel influencers and bloggers who cater to luxury, wellness, and cultural travel segments. Have them visit Palm Beach County and create content showcasing their experiences, focusing on the relaxed and luxurious lifestyle, with in-depth cultural immersion.
- **PR Outreach to UK Media:** Pitch stories to UK travel publications (e.g., Condé Nast Traveller UK, The Times Travel Section, The Guardian Travel) focusing on Palm Beach as a must-visit destination for those looking to discover a different side of Florida—one with culture, elegance, and relaxation at its core.
- **Press Trips:** Organize press trips for journalists from leading UK travel magazines, showcasing the best of Palm Beach—its beaches, history, arts, and luxury offerings.

5. Localized Content for British Travelers

- **Use UK-Friendly Messaging:** Highlight aspects of Palm Beach County that will resonate with UK travelers. Emphasize the weather (escaping the UK's cold), the history and culture (which appeals to the British love for history), and the upscale yet laid-back atmosphere. Develop UK-specific landing pages on websites that cater to British preferences, showcasing sample itineraries for different types of travelers—luxury seekers, family travelers, couples, and culture enthusiasts.

6. Collaborate with BrandUSA

- **Joint Marketing with BrandUSA:** Work with BrandUSA to promote Palm Beach County in campaigns aimed at the UK. Collaborate on initiatives that highlight the area's unique qualities, including beach vacations, cultural heritage, and exclusive experiences. Participate in UK-focused campaigns like "Great Outdoors USA" or "USA Luxury," ensuring Palm Beach County is a key destination in the messaging.

THEME SIX: MARKETING CONSIDERATIONS LEADING TO MASTER PLAN THEMES

Through an in-depth analysis of existing plans and documents from 32 of Palm Beach County's 39 municipalities, several key themes emerged to guide the Tourism Master Plan. For each focus area, specific marketing campaigns and initiatives are proposed to position these opportunities positively. While it's important to avoid marketing areas currently in disrepair or undergoing extensive redevelopment, promoting lesser-known or emerging areas can sometimes be beneficial. Highlighting the Master Plan's primary themes will help establish these changes as central to the region's appeal and growth, creating momentum for their long-term success.

These themes touch both visitors and residents and dedicated campaigns can include both visitor and resident audiences as well as partnerships with local businesses, partner agencies, and economic development resources.

Aging Infrastructure

Many documents referenced the issue of aging infrastructure, particularly related to water, sewer, and stormwater systems. The comprehensive plans suggested that upgrades to these critical systems were necessary to maintain service quality and accommodate future growth, especially in tourism-heavy areas. Without these improvements, the county's ability to provide reliable services to both residents and visitors would be compromised, potentially hindering tourism growth. Existing materials emphasized that the aging infrastructure posed a risk to the overall visitor experience, and municipalities recommend prioritizing investments in these essential services.

Campaign 1: "Upgrading for the Future"

Highlight Palm Beach County's ongoing improvements to water, sewer, and stormwater systems in tourist-heavy areas. Use storytelling to showcase how these upgrades ensure a reliable, high-quality experience for residents and visitors, with a focus on sustainability and modernity. Potential focus areas include scientific and engineering groups, environmental advocates, school children, ecologists, and government agencies.

Campaign 2: "Investing in a Better Experience"

Partner with local media, residents, environmental advocates, and tourism stakeholders to communicate the county's commitment to infrastructure improvements, showing how these upgrades directly enhance the visitor experience, from clean beaches to efficient services, positioning the county as future-ready.

Traffic Congestion and Connectivity

A recurring issue highlighted in the documents was traffic congestion, especially along major roads like U.S. Highway 1, State Road A1A, and other key corridors. The limited pedestrian and bicycle infrastructure was also noted as a barrier to improving connectivity for both residents and tourists. Documents examined for this research recommended the development of multimodal transportation options, including bike lanes and pedestrian pathways, to alleviate congestion and enhance the visitor experience. Suggestions also included improving public transit to link key attractions, airports, and hotels more effectively.

Campaign 1: "Move with Ease"

Promote new and existing multimodal transportation options (bike lanes, pedestrian paths, improved public transit, electric vehicles) through targeted ads that show how easy it is for visitors to get around, reducing stress and enhancing the overall experience. Provide e-maps, apps, smart watch trackers, and accomplishment rewards for completing commuting paths and experiences.

Campaign 2: "Explore Without Limits"

Collaborate with local influencers and transportation companies to create a campaign showing scenic bike routes, pedestrian-friendly paths, and shuttle services linking key attractions, promoting a hassle-free, eco-friendly way to explore the county. Focus could be on multi-city and multi-day excursions that offer a "best of" tour of the varying areas of the country.

Environmental and Eco-Tourism

Several municipalities emphasized the importance of promoting environmental sustainability and eco-tourism. Palm Beach County's natural resources, including coastal habitats, parks, and conservation areas, were identified as valuable assets. The documents suggested that focusing on eco-friendly tourism initiatives, such as promoting beach and dune restoration, water conservation, and nature based activities, could attract environmentally conscious visitors. The protection of natural resources was seen as key to positioning the county as a sustainable tourism destination.

Campaign 1: "Green Getaways"

Promote eco-friendly tourism initiatives that showcase beach restoration projects, water conservation efforts, and nature-based activities like hiking and birdwatching. Create an eco-travel itinerary that highlights sustainable travel within Palm Beach County.

Campaign 2: "Explore, Protect, Preserve"

Collaborate with conservation organizations to market Palm Beach County as a leading destination for eco-tourism. Run digital campaigns highlighting visitor contributions to preserving local ecosystems through eco-conscious travel choices. Partner with local LEED-certified and eco-lodging options to create an environmentally-focused all inclusive vacation package demonstrating Palm Beach County's determination and excellence in protecting natural resources.

Limited Developable Land

Many municipalities within Palm Beach County are nearing full build-out, with limited vacant land available for new development. The comprehensive plans highlighted this as a key challenge for expanding tourism infrastructure, such as hotels, restaurants, and retail spaces. Existing materials recommended focusing on infill development and the redevelopment of underutilized areas as the primary means to manage growth and expand tourism-related amenities. Municipalities suggested that this approach would allow for tourism development without compromising the existing character of the towns.

Campaign 1: "Transforming Spaces"

Market Palm Beach County's innovative approach to urban growth through infill development and redevelopment of underutilized areas. Showcase newly transformed areas offering fresh experiences while preserving the county's charm. Engage locals and influencers who can chronicle and showcase area development and improvements to beloved locations.

Campaign 2: "New Experiences in Familiar Places"

Create a visual storytelling campaign that highlights revitalized areas, from renovated historic sites to upgraded commercial spaces. Promote these as "new gems" in already beloved tourist districts, showcasing the evolution of the county's tourism infrastructure.

Public Beach Access

Public access to beaches was frequently mentioned as a significant opportunity for tourism expansion. Many coastal municipalities in the county have limited public beach access, and examined documents emphasized that this was a major limitation in attracting visitors. Municipalities recommended exploring opportunities to expand public beach access through partnerships or strategic acquisitions, as these improvements could enhance the County's appeal as a tourist destination.

Campaign 1: "Open Beaches for All"

Partner with local communities and organizations to promote increased public beach access. Highlight newly accessible beaches with inclusive branding, showing how expanded access makes Palm Beach County more welcoming to all visitors. Demonstrate and celebrate new accessibility options while showing how Palm Beach County exceeds other destinations in accessibility options and services.

Campaign 2: "Sun, Sand, and Space"

Run a campaign focused on the benefits of expanded beach access, emphasizing how visitors can now enjoy less crowded, easily accessible coastal areas. Include real-time updates on newly opened beach locations and facilities in promotional materials. Consider a "beach passport" or "beach treasure hunt" to encourage visitors and families to try under-utilized beaches or non-traditional beaches.

Promoting Recreational and Open Spaces

Documents from various municipalities pointed to the importance of developing or enhancing recreational facilities and open spaces. The documents recommended expanding parks, trails, and beach access points to attract outdoor enthusiasts and families. Additionally, municipalities suggested that increasing the availability of public recreational facilities could improve the overall quality of life for residents while providing more tourism opportunities. Open space development was seen as a key area for promoting outdoor and nature-based tourism.

Campaign 1: "Play Outdoors, Explore More"

Launch a campaign highlighting Palm Beach County's parks, trails, and open spaces, positioning it as a premier destination for outdoor recreation. Feature activities such as kayaking, hiking, and family-friendly park experiences. Emphasize non-traditional or emerging activities like pickleball, birdwatching, or a diverse set of activities to show the holistic and varied options available to the visitor. Create kid day camps or family excursions that show low-cost activities across a selection of local natural resources.

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Campaign 2: "The Great Palm Beach Outdoors"

Collaborate with influencers to showcase the diversity of outdoor experiences in Palm Beach County, promoting it as an ideal destination for families and adventure seekers who love nature-based activities and scenic relaxation spots. Chronical art makers, ecological warriors, musicians, or celebrities who have a passion for celebrating and enhancing the outdoors.

Cultural and Heritage Tourism

Numerous comprehensive plans highlighted the potential for expanding cultural and heritage tourism. Municipalities noted that many of their historical and cultural assets remain underutilized in tourism strategies. Reports recommended increasing promotion of local cultural festivals, arts, and historical sites to attract a broader array of tourists. This strategy was viewed as a way to diversify tourism offerings and create unique, community-driven travel experiences, particularly in underrepresented inland areas.

Campaign 1: "Discover Our Story"

Promote Palm Beach County's rich cultural and historical heritage with a campaign that highlights local festivals, historical tours, museums, and arts experiences. Create itineraries that combine cultural and heritage tourism with unique local experiences. Partner with hotels, restaurants, tour operators, and heritage centers to make itineraries and excursions that provide an immersive trip through the sites, sounds, smells, and feeling of the cultural experience.

Campaign 2: "Celebrate Local Culture"

Collaborate with local cultural organizations to create immersive experiences that celebrate Palm Beach County's history and diversity. Use digital storytelling and social media to engage tourists with behind-the-scenes content from cultural festivals and historical sites. Couple the digital with physical and experiential in-neighborhood or in-home programs where families eat with locals, stay in their homes, and celebrate holidays together.

Public Safety and Emergency Preparedness

Several municipalities raised concerns about public safety, especially regarding natural disasters such as hurricanes. Examined documents emphasize ensuring resilient tourism infrastructure and educating visitors on emergency protocols would be critical to maintaining a positive perception of Palm Beach County as a safe destination. Recommendations included improving evacuation routes, enhancing emergency response systems and promoting disaster preparedness programs. These measures were seen as crucial to boosting visitor confidence and supporting long-term tourism success.

Campaign 1: "Safety First, Always Ready"

Build a campaign that highlights Palm Beach County's commitment to public safety and disaster preparedness, including how visitors are protected during hurricane season. Use visuals to show evacuation routes, emergency services, and visitor safety protocols. Highlight security officers, regional responders, and proactively message safety preparedness.

Campaign 2: "Your Safe Haven"

Partner with local hotels and travel services to reassure visitors about safety and emergency preparedness. Promote disaster-prepared infrastructure, showcasing how Palm Beach County ensures a worry-free stay for tourists, regardless of weather conditions. Focus can be on public safety audiences, governments, documentarians, and weather aficionados.

Limited Commercial Development

In many municipalities, the existing zoning regulations limit the development of tourism-related infrastructure, such as hotels, restaurants, and entertainment venues. Comprehensive plans suggested that these zoning constraints could hinder tourism growth, and some municipalities recommended revisiting zoning ordinances to allow for more flexible, tourism-friendly commercial development. This would enable municipalities to expand their hospitality and retail sectors, particularly in high demand areas

Campaign 1: "Space to Grow"

Focus on new zoning opportunities and redevelopments that allow for the expansion of hotels, restaurants, and entertainment venues in high-demand areas. Create a campaign promoting the vibrancy of Palm Beach County's evolving commercial landscape. Celebrate new business openings, novel business approaches, expansions, re-openings, and new concepts to increase perception of quantity of experiences as well as the spirit of growth. Engage locals as ambassadors to their communities and incentive sharing on social media and within personal networks.

Campaign 2: "Room for Experiences"

Promote underutilized or newly redeveloped commercial spaces as new hubs for dining, entertainment, and shopping. Feature new restaurants, boutique hotels, or entertainment venues to show how Palm Beach County is continuously growing to offer fresh experiences. Key focus should be on creating holistic neighborhood or hyper-local experiences (ex: the street with the best kim chi in Florida, the neighborhood with the most species of birds outside the Everglades) to drive curated, unique, and conscientious experiences that travelers desire.

Sustainability and Climate Resilience

A common theme across many documents was the need to integrate sustainability and climate resilience into tourism and development strategies. The municipalities recommended addressing challenges such as sea-level rise, erosion, and extreme weather events through resilient infrastructure planning. Existing materials also suggested promoting energy-efficient building practices, stormwater management, and conservation programs could help attract eco-conscious visitors and support long-term tourism growth.

Campaign 1: "Sustainable Palm Beach"

Launch a campaign promoting energy-efficient hotels, eco-friendly tours, and climate-resilient infrastructure. Highlight efforts like green building practices and conservation programs to attract eco-conscious travelers. Campaign direction could include architectural tours, ocean works infrastructure tours, university ecology program partnerships, or sustainability startup support and advocacy.

Campaign 2: "Palm Beach for the Future"

Collaborate with environmental organizations to market Palm Beach County's climate resilience strategies, including erosion control and stormwater management, showcasing how the county is adapting to climate change while maintaining a beautiful destination. Position the area as the top choice in eco-tourism in the state by highlighting natural resources, diversity of excursions, redevelopment of areas, funding of at-risk habitat restoration, light pollution reduction, and educational resources reaching people inside and out of the county.

Public-Private Partnerships for Infrastructure Development

Municipalities frequently mentioned the potential for public-private partnerships (PPPs) to accelerate infrastructure improvements. Documents suggested that these partnerships could be particularly beneficial in funding major projects related to transportation, public spaces, and tourism-related infrastructure. PPPs were viewed as a way to alleviate financial burdens on local governments while still addressing the infrastructure needs that would support a growing tourism sector.

Campaign 1: "Building Together"

Create a campaign showcasing successful public-private partnerships that have transformed Palm Beach County's infrastructure. Feature improvements to transportation, public spaces, and tourism-related infrastructure that enhance the visitor and resident experience. Consider startup incubators, co-working spaces, maker spaces, university labs, and school programs that come together to build solutions to common needs on a local and county-wide level.

Campaign 2: "Partnering for Progress"

Highlight new infrastructure projects funded through public-private partnerships, particularly those enhancing tourism. Promote these projects as part of the county's broader efforts to create a better experience for both residents and visitors. Focus on name-brand or household name brands who have a philanthropic or corporate social responsibility mission who can provide talent, resources, and publicity around infrastructure and public works development.

Transit-Oriented Development (TOD)

For municipalities near major transit stations, the development of transit-oriented projects was recommended to enhance accessibility and reduce traffic congestion. Examined documents suggested that mixed-use developments near transit hubs could attract more tourists by providing easy access to attractions, restaurants, and accommodations. This approach was also seen as a way to encourage sustainable travel and reduce the dependency on automobiles, particularly for visitors.

Campaign 1: "Travel with Ease"

Promote the convenience of staying in mixed-use, transit-oriented developments near major transit hubs. Highlight easy access to local attractions, dining, and accommodations, making it easier for tourists to explore Palm Beach County without a car. Analyze ride share options, co-commuting, shuttles, city bikes and scooters, and financial incentives for non-car use.

Campaign 2: "Stay Connected"

Market mixed-use developments around transit hubs as ideal for both tourists and locals. Emphasize the ease of moving between attractions, restaurants, and hotels via public transit, enhancing the visitor experience and reducing traffic congestion. Explore bicycle and e-bike giveaways, gamification of using alternate transport, corporate incentives to employees who don't drive, bus passes for locals, and after-hours safe transport options for employees with longer commutes.

Event Programming and Year-Round Tourism

Several municipalities recognized the need to develop more year-round tourism programming to reduce the seasonal nature of tourism. Examined documents suggested that local governments collaborate with cultural institutions, sports venues, and event organizers to create a diverse calendar of events throughout the year. This strategy would help boost visitor numbers during the off-peak seasons, creating a more stable tourism economy.

Campaign 1: "365 Days of Fun"

Promote a year-round calendar of events, including cultural festivals, sports events, and seasonal attractions. Create a campaign that positions Palm Beach County as a destination where there's always something happening, regardless of the season. The listing should be consistent and used across many agencies and operators versus creating disparate calendars that don't sync. A one-stop location for all events managed by a central team, the calendar can function as a modern, digital program like an activities desk at a local newspaper.

Campaign 2: "Your Year-Round Escape"

Collaborate with event organizers and local businesses to create themed campaigns for off-peak seasons. Highlight special events, promotions, and activities that drive year-round visitation, especially during traditionally quieter months. Target markets and audiences that are hungry to escape during winter months to do activities that they can't at home (ex: New York running clubs targeted for a January race, convention, and trail running in cities around the county). Additional focus could be on southern hemisphere marketing to 'beat the heat' (ex: Australian summer in November to explore Palm Beach County in mild, welcoming temperatures.)

Workforce Development and Affordable Housing

The shortage of affordable housing and the need for workforce development in the hospitality sector were frequently mentioned in municipal documents. These materials suggested that affordable housing near tourism hubs and improved training programs in customer service and hospitality could strengthen the tourism sector. Municipalities recommended workforce development programs and housing initiatives as ways to ensure a steady supply of qualified workers for the growing tourism industry.

Campaign 1: "Growing Together"

Partner with hospitality and tourism businesses to promote workforce development initiatives. Highlight training programs and career opportunities in tourism, positioning Palm Beach County as a supportive place for hospitality careers. Coordinate with employment agencies, consulting groups, universities, placement centers, job boards, and off-season locations to entice recruitment.

Campaign 2: "Building a Better Future"

Launch a campaign showcasing efforts to create affordable housing near tourism hubs. Highlight how this initiative supports local workers, while indirectly enhancing the tourist experience by ensuring top-quality hospitality services. Partner with government and social agencies, architects, urban planners, inclusion experts, landscape architects, and city managers to publicize the efforts. Create community or university contests for the design, development, and concepting of new housing venues (ex: 3D printed concrete homes, sustainable materials building, non-traditional re-use materials).

Mixed-Use Development Opportunities

Municipalities highlighted the potential for mixed-use developments in key commercial corridors and downtown areas. These materials suggested developing these areas with a combination of residential, commercial, and recreational spaces could create vibrant tourism hubs. Documents recommended prioritizing mixed-use developments in areas with high visitor traffic to maximize economic benefits and enhance the overall tourist experience.

Campaign 1: "Vibrant Spaces, Endless Possibilities"

Promote Palm Beach County's mixed-use developments as dynamic spaces where visitors can stay, shop, dine, and play, creating a seamless tourism experience. Highlight the convenience of combining residential, commercial, and recreational spaces. Focus on less mobile visitors (elderly, family) or those who wish to not rent cars or wide-ranging visits. Market communities as unique enclaves for like-minded visitors with everything they need in one spot (ex: surfer paradise, art community, birdwatching haven, local food farm to table, luxury clothing paradise, motorsports fans, adrenaline sports community).

Campaign 2: "Explore, Stay, Enjoy"

Create a campaign that showcases mixed-use areas as vibrant tourism hubs. Highlight developments that combine hotels, restaurants, and cultural venues, making these areas attractive destinations for visitors to spend their time and money. Develop 3-day, 5-day, 7-day itineraries around different themes to encourage visitors to try new activities, locations, and towns (ex: a 5-day bird watching and nature itinerary that spans from Jupiter to Delray with stopovers at parks, businesses, and communities all geared toward ecological and sustainable themes).

CHANNEL ACTIVATION RESOURCES

CHANNEL CONSIDERATIONS

Print media, brochures, social media, and digital marketing are *de rigueur* in a modern advertising mix and are a critical bedrock to reaching potential visitors. Finding new and novel ways to reach tourists at critical points of their learning and decision-making stages can help to increase brand awareness, message pull through, and ultimate decision to visit.

This section talks about some channel considerations that can complement existing media mixes to extend reach and frequency to the Palm Beach County tourist.

Resources and examples were compiled in October, 2024 and should be double-checked for relevance and applicability. Some shows, contacts, and sites may have changed since publication.

INFLUENCERS

Working with influencers offers brands targeted reach, authenticity, and creative content that can engage niche audiences more effectively than traditional advertising. Influencers often create relatable and visually appealing content that resonates with their followers, driving higher engagement and brand trust. However, the ROI can be inconsistent, and there's a risk of mismatched audiences or potential reputational harm if an influencer becomes involved in controversy. Additionally, brands may have less control over messaging, which can lead to misalignment with their goals if not managed carefully.

This section explores some tips and tricks and lists of resources when targeting these people. Because, when someone else is doing marketing on your behalf, people tend to listen.

How to Engage Influencers:

- 1. Invite for Press Trips:** Host influencers in Palm Beach County, providing them with tailored experiences that highlight cultural events, luxury accommodations, local dining, and unique attractions.
- 2. Exclusive Access and Experiences:** Offer influencers exclusive access to art galleries, cultural festivals, private tours, and high-end dining experiences to create unique content that showcases Palm Beach County's cultural richness.
- 3. Collaborate on Content Creation:** Work with influencers to co-create content such as blog posts, YouTube videos, Instagram takeovers, and social media campaigns that highlight different cities and their unique cultural and lifestyle offerings.
- 4. Provide Incentives:** Offer incentives like complimentary stays, dining experiences, and access to exclusive events in exchange for promoting Palm Beach County on their platforms.
- 5. Leverage Their Expertise:** Allow influencers to share their authentic experiences and creative visions of Palm Beach County, integrating their personal style with the destination's.

Examples of Potential Collaborations:

- **Art & Culture Tours:** Collaborate with influencers to tour and document local art galleries, museums, and cultural festivals, sharing their experiences through vlogs and social media posts.
- **Luxury Dining Experiences:** Partner with influencers to showcase Palm Beach’s fine dining scene, featuring high-end restaurants, unique culinary events, and local food artisans.
- **Wellness Retreats:** Highlight Palm Beach’s wellness offerings by having influencers experience and promote spa retreats, yoga sessions, and wellness workshops.
- **Fashion & Shopping Guides:** Create content around Palm Beach’s luxury shopping districts, fashion boutiques, and exclusive designer stores, showcasing the region’s stylish side.
- **Local Events Coverage:** Have influencers attend and cover local events such as music festivals, cultural parades, and community gatherings to increase visibility and engagement.

PODCAST INFLUENCERS

Using podcasts that feature travel, lifestyle, culture, and local tourism could be excellent platforms to discuss Palm Beach County and promote it as a desirable destination. These podcasts attract audiences interested in travel experiences, local culture, luxury living, and unique destinations, making them ideal for promoting the county’s diverse offerings.

How Palm Beach County Could Be Featured:

- **Cultural Hotspot:** Highlight Palm Beach County’s thriving art scene, galleries, and events like Art Palm Beach, making it a cultural hub for travelers.
- **Luxury Travel:** Promote its high-end resorts, fine dining, and wellness retreats as a premier destination for luxury travelers.
- **Eco-tourism & Conservation:** Feature Palm Beach County’s eco-friendly and nature-focused experiences, from its beaches to nature reserves.
- **Diverse Culinary Scene:** Discuss Palm Beach County’s unique food offerings, including its Caribbean and Latin influences, alongside world-class dining.
- **Local Events:** Promote upcoming festivals, cultural events, and activities that make Palm Beach County a vibrant place to visit year-round.

1. "Extra Pack of Peanuts"

- **Hosts:** Travis & Heather Sherry
- **Focus:** Budget travel, travel tips, and destination recommendations.
- **Why:** This podcast could cover Palm Beach County as a destination that offers both luxury and accessible travel options, featuring tips on where to stay, things to do, and hidden gems.
- **Audience:** Budget-conscious and adventure travelers looking for unique and affordable experiences.

2. "Zero To Travel"

- **Host:** Jason Moore
- **Focus:** Travel stories, tips for working while traveling, and unique destination features.
- **Why:** Jason could cover Palm Beach County from a perspective of both a short-term luxury vacation and long-term digital nomad lifestyle, highlighting co-working spaces, wellness retreats, and cultural experiences.
- **Audience:** Travelers interested in extended stays, culture, and unique local experiences.

3. "The Travel Diaries"

- **Host:** Holly Rubenstein
- **Focus:** Interviews with travel experts, celebrities, and explorers discussing their favorite travel experiences and destinations.
- **Why:** This podcast could feature Palm Beach County as a luxury

destination with exclusive cultural and wellness retreats, perfect for high-end travelers looking for refined experiences.

- **Audience:** Luxury travelers, cultural enthusiasts, and travel inspiration seekers.

4. "Women Who Travel"

- **Hosts:** Lale Arikoglu and Meredith Carey (Condé Nast Traveler)
- **Focus:** Female travel experiences, destination guides, and travel tips.
- **Why:** This podcast could highlight Palm Beach County's inclusive and diverse travel opportunities, as well as its accessibility for solo female travelers or groups looking for wellness, adventure, and arts.
- **Audience:** Women travelers seeking inspiration, empowerment, and cultural experiences.

5. "Amateur Traveler"

- **Host:** Chris Christensen
- **Focus:** Destination-focused travel stories and expert advice for travelers.
- **Why:** Palm Beach County could be featured in an episode focused on its diverse attractions—from upscale luxury experiences to off-the-beaten-path eco-tourism spots, making it attractive to a broad range of travelers.
- **Audience:** Travelers interested in destination guides and practical travel advice.

6. "The Thoughtful Travel Podcast"

- **Host:** Amanda Kendle
- **Focus:** Thoughtful, responsible, and culturally immersive travel.
- **Why:** Palm Beach County's focus on sustainability, nature conservation, and accessibility can be featured on this podcast, appealing to eco-conscious travelers and those interested in more meaningful, immersive travel.
- **Audience:** Culturally curious and responsible travelers.

7. "Travel With Rick Steves"

- **Host:** Rick Steves
- **Focus:** European and worldwide travel, culture, and travel tips.
- **Why:** Though Rick Steves primarily focuses on Europe, Palm Beach County's rich cultural offerings and history could be an excellent fit for his show's audience, especially for those interested in American culture and heritage travel.
- **Audience:** Culture enthusiasts and seasoned travelers seeking in-depth travel experiences.

LIFESTYLE & CULTURE PODCASTS

1. "The Skift Travel Podcast"

- **Host:** Skift editors
- **Focus:** Travel industry insights, destination trends, and travel experiences.
- **Why:** Skift's travel podcast could cover Palm Beach County's evolving tourism scene, highlighting luxury hotels, local arts and culture, and sustainability initiatives, offering industry insights into why it's becoming a must-visit.
- **Audience:** Travel industry professionals, travel enthusiasts, and tourism stakeholders.

2. "Luxury Travel Insider"

- **Host:** Sarah Groen
- **Focus:** High-end, unique travel experiences and luxury destinations.
- **Why:** Palm Beach County's luxury hotels, wellness retreats, exclusive experiences, and private tours would be an ideal feature for this podcast, appealing to listeners looking for upscale, tailored travel.
- **Audience:** Luxury travelers and high-net-worth individuals looking for unique travel experiences.

3. "The Trip That Changed Me"

- **Host:** Esme Benjamin
- **Focus:** Stories of transformative travel experiences that changed the lives of the guests.
- **Why:** Palm Beach County's diverse offerings—from wellness and nature to luxury and history—could be framed as life-changing travel destinations, ideal for people looking for transformative and meaningful journeys.
- **Audience:** Travelers interested in personal stories of transformation and immersive experiences.

4. "Taste the Nation"

- **Host:** Padma Lakshmi
- **Focus:** Exploring food cultures across different U.S. regions.
- **Why:** Palm Beach County's unique

blend of Latin, Caribbean, and American Southern cuisine can be featured, exploring its rich and diverse food scene, perfect for food enthusiasts.

- **Audience:** Food and culture lovers looking to discover new culinary destinations.

5. "The Luxury Travel Podcast"

- **Host:** The Luxury Travel Book
- **Focus:** Luxury travel tips, exclusive destinations, and high-end experiences.
- **Why:** Palm Beach County's high-end resorts, spas, and upscale shopping districts make it a perfect fit for this podcast, highlighting how it caters to luxury travelers.
- **Audience:** Affluent travelers and individuals looking for premium travel experiences.

FLORIDA & LOCAL TRAVEL-FOCUSED PODCASTS

1. "Florida Travel & Life Podcast"

- **Host:** Various contributors from Florida Travel & Life
- **Focus:** Discovering the best of Florida, from beaches to cultural landmarks and outdoor adventures.
- **Why:** Palm Beach County can be featured as a premier destination in Florida, offering a mix of luxury, culture, and outdoor activities, from its pristine beaches to its vibrant arts scene.
- **Audience:** Florida residents and visitors looking for inspiration on exploring the state.

2. "Florida Freakshow"

- **Hosts:** Cory and Kirsten O'Donnell
- **Focus:** Strange and quirky Florida history, stories, and travel experiences.
- **Why:** Highlight Palm Beach County's hidden gems, quirky historical sites, and lesser-known but fascinating attractions that appeal to listeners looking for something unique.
- **Audience:** Travelers seeking off-the-beaten-path Florida experiences.

3. "Florida Podcast Network"

- **Focus:** A collection of podcasts highlighting everything about Florida—from local news to events and travel tips.
- **Why:** Palm Beach County can be a focus episode, discussing local events, tourism attractions, and why it's a must-visit within Florida's diverse tourism landscape.
- **Audience:** Florida residents, local travelers, and those planning to visit the state.

ART & CULTURE PODCASTS

1. "The Lonely Palette"

- **Host:** Tamar Avishai
- **Focus:** Art history and discussions on famous artworks and museums.
- **Why:** Palm Beach County's rich cultural offerings—like the Norton Museum of Art and various galleries—can be featured to attract visitors interested in the arts.
- **Audience:** Art lovers and cultural travelers seeking in-depth knowledge of art destinations.

2. "The Art History Babes"

- **Hosts:** Four art history graduates
- **Focus:** Discussions on art history, museums, and cultural trends.
- **Why:** Palm Beach County's thriving art scene and festivals can be discussed to promote its reputation as a cultural hub in Florida.
- **Audience:** Art history enthusiasts and culturally curious travelers.

3. "The Culture Trip Podcast"

- **Host:** Culture Trip Editors
- **Focus:** Exploring cultural experiences and unique travel stories from around the world.
- **Why:** Palm Beach County's rich cultural history and artistic attractions can be highlighted, providing a fresh perspective on why it's a culturally vibrant destination.
- **Audience:** Culture lovers, travelers, and people seeking local cultural experiences.

CAMPAIGN IDEA CREATE PODCASTS IN MINUTES WITH AI



NotebookLM

Using Google Notebook LM, an AI-driven podcast creation tool, you can use websites, documents, and videos to generate automatic podcasts. The following was produced by entering the url for the Cultural Council website. Within a few minutes, this 12 minute podcast was generated.

<https://notebooklm.google.com/notebook/8eb3b91f-35a3-4e33-a7ae-d6d9809f7ca9/audio>

VLOGGER INFLUENCERS

These travel vloggers often feature Florida in their content, including visits to cities like Miami, Orlando, Tampa, and other lesser-known parts of the state:

1. The Endless Adventure

- **YouTube Channel:** [The Endless Adventure](#)
- **Focus:** Eric and Allison travel across the U.S. and beyond, but they've frequently featured Florida destinations, from exploring Miami's food scene to visiting less touristy spots in Florida.
- **Content Type:** Food, local culture, attractions, road trips.

2. Tim Tracker

- **YouTube Channel:** [The Tim Tracker](#)
- **Focus:** Tim and Jenn Tracker are known for their vlogs about Florida, especially theme parks like Disney World and Universal Studios, but

they also explore other parts of Florida.

- **Content Type:** Theme parks, family-friendly activities, Florida attractions.

3. The Florida Madmen

- **YouTube Channel:** [The Florida Madmen](#)
- **Focus:** Exploring Florida's hidden gems, with a focus on off-the-beaten-path locations, roadside attractions, and nature spots.
- **Content Type:** Hidden gems, nature, adventure travel, quirky Florida experiences.

4. Michael Kay

- **YouTube Channel:** [Michael Kay](#)
- **Focus:** Primarily focuses on Florida’s theme parks, especially Walt Disney World and other Orlando-based attractions, but also covers different parts of the state.
- **Content Type:** Theme parks, vlogs, Florida experiences.

5. Super Enthused

- **YouTube Channel:** [Super Enthused](#)
- **Focus:** Jackie, the vlogger behind Super Enthused, is all about Florida. She covers everything from theme parks to road trips, exploring both popular and lesser-known destinations in Florida.
- **Content Type:** Theme parks, nature, travel tips, local events.

6. Kyle Pallo

- **YouTube Channel:** [Kyle Pallo](#)
- **Focus:** Kyle’s channel covers Florida’s theme parks extensively but also includes beach days, dining experiences, and road trips around Florida.
- **Content Type:** Theme parks, Florida lifestyle, dining, and travel experiences.

7. Traveling Robert

- **YouTube Channel:** [Traveling Robert](#)
- **Focus:** Robert travels around the U.S. in an RV, but he’s based in Florida and has many vlogs dedicated to road trips throughout the state. His videos often feature state parks, coastal areas, and small towns.
- **Content Type:** RV travel, road trips, Florida’s natural beauty, camping.

8. PCDev (Prince Charming Dev)

- **YouTube Channel:** [PCDev](#)
- **Focus:** PCDev focuses on Florida’s major tourist spots, especially theme parks and attractions in Orlando, but also features other parts of Florida, like beaches and local dining experiences.
- **Content Type:** Theme parks, local attractions, Florida life.

9. JoJo’s World

- **YouTube Channel:** [JoJo’s World](#)
- **Focus:** Another Orlando-based vlogger who focuses primarily on theme parks like Disney and Universal, but also explores other parts of Florida, including local beaches and restaurants.
- **Content Type:** Theme parks, Orlando activities, Florida adventures.

10. ResortTV1

- **YouTube Channel:** [ResortTV1](#)
- **Focus:** Mostly covers live-streamed tours of Walt Disney World and other theme parks, but they also feature vlogs and streams from other Florida locations.
- **Content Type:** Theme parks, live streams, Florida attractions.

11. Nate in the Wild

- **YouTube Channel:** [Nate in the Wild](#)
- **Focus:** Nate focuses on outdoor adventures, including hiking, kayaking, and nature, and has featured various Florida state parks and wildlife reserves.
- **Content Type:** Nature, adventure travel, outdoor activities.

12. Florida with Five

- **YouTube Channel:** [Florida with Five](#)
- **Focus:** A family that moved from Wisconsin to Florida and now vlogs about their experiences living and traveling around Florida. Their channel features everything from local attractions to beaches, restaurants, and parks.
- **Content Type:** Family travel, Florida lifestyle, local attractions.

12. Florida with Five

- **YouTube Channel:** [Florida with Five](#)
- **Focus:** A family that moved from Wisconsin to Florida and now vlogs about their experiences living and traveling around Florida. Their channel features everything from local attractions to beaches, restaurants, and parks.
- **Content Type:** Family travel, Florida lifestyle, local attractions.

13. Myka Stauffer

- **YouTube Channel:** [Myka Stauffer](#)
- **Focus:** Myka often covers family travel, and her content includes Florida travel experiences, with a focus on family-friendly destinations and activities.
- **Content Type:** Family travel, Florida destinations, travel tips.

14. FL Adventure Channel

- **YouTube Channel:** [FL Adventure Channel](#)
- **Focus:** Featuring lesser-known Florida locations, local attractions, and hidden gems, with a focus on adventure and outdoors.
- **Content Type:** Adventure travel, Florida state parks, off-the-beaten-path spots.



CULTURE AND LIFESTYLE RESOURCES

These influencers specialize in areas such as arts, culture, fashion, luxury living, food, and local experiences, making them ideal partners for promoting Palm Beach County's unique offerings.

CULTURAL AND LIFESTYLE BLOGGERS

1. Aimee Song

- **Blog:** [Song of Style](#)
- **Instagram:** [@songofstyle](#)
- **Focus:** Fashion, interior design, luxury travel, and lifestyle.
- **Why:** Aimee's polished aesthetic and global travel experiences make her perfect for showcasing Palm Beach County's upscale lifestyle and cultural venues.

2. Chriselle Lim

- **Blog:** [The Chriselle Factor](#)
- **Instagram:** [@chrisellelim](#)
- **Focus:** High-end fashion, lifestyle, family, and luxury travel.
- **Why:** Chriselle's blend of fashion and family-oriented content can highlight Palm Beach's sophisticated and family-friendly attractions.

3. Camila Coelho

- **Blog:** [Camila Coelho](#)
- **Instagram:** [@camilacoelho](#)
- **Focus:** Fashion, beauty, luxury travel, and lifestyle.
- **Why:** Camila's influence in fashion and beauty can elevate Palm Beach County's image as a stylish and glamorous destination.

4. Jessica Wang

- **Blog:** [Not Jess Fashion](#)
- **Instagram:** [@notjessfashion](#)
- **Focus:** High fashion, travel, lifestyle, and photography.
- **Why:** Jessica's unique style and artistic photography can beautifully capture Palm Beach's cultural and architectural highlights.

5. The Blonde Abroad (Kiersten Rich)

- **Blog:** [The Blonde Abroad](#)
- **Instagram:** [@theblondeabroad](#)
- **Focus:** Solo female travel, lifestyle, fashion, and culture.
- **Why:** Kiersten’s focus on empowering women travelers and cultural exploration aligns well with Palm Beach County’s inclusive and diverse attractions.

6. Emily Schuman (Cupcakes and Cashmere)

- **Blog:** [Cupcakes and Cashmere](#)
- **Instagram:** [@cupcakesandcashmere](#)
- **Focus:** Fashion, beauty, home decor, and lifestyle.
- **Why:** Emily’s comprehensive lifestyle content can effectively highlight Palm Beach’s luxury living, art scene, and elegant dining options.

7. Jenny Mustard

- **Blog:** [Jenny Mustard](#)
- **Instagram:** [@jennymustard](#)
- **Focus:** Lifestyle, fashion, home decor, and travel.
- **Why:** Jenny’s stylish and relatable content can showcase Palm Beach’s blend of luxury and everyday elegance.

8. The Planet D (Dave & Deb)

- **Blog:** [The Planet D](#)
- **Instagram:** [@theplanetd](#)
- **Focus:** Adventure travel, cultural experiences, and sustainable tourism.
- **Why:** Their focus on adventure and cultural immersion can highlight Palm Beach County’s diverse activities and cultural heritage.

CULTURAL AND LIFESTYLE VLOGGERS

1. Tamara Kalinic

- **YouTube:** [Tamara Kalinic](#)
- **Instagram:** [@tamara](#)
- **Focus:** Luxury fashion, travel, beauty, and lifestyle.
- **Why:** Tamara’s luxury-focused content can effectively promote Palm Beach County’s high-end resorts, shopping districts, and exclusive events.

2. Jenn Im

- **YouTube:** [Jenn Im](#)
- **Instagram:** [@imjennim](#)
- **Focus:** Fashion, lifestyle, beauty, and travel.
- **Why:** Jenn’s engaging and diverse content can highlight Palm Beach County’s vibrant cultural scene, stylish accommodations, and local cuisine.

3. Allysa Lenore

- **YouTube:** [Allysa Lenore](#)
- **Instagram:** [@allysa_lenore](#)
- **Focus:** Luxury fashion, travel, lifestyle, and home decor.
- **Why:** Allysa’s luxury and lifestyle focus can promote Palm Beach’s upscale living, fashion boutiques, and elegant dining experiences.

4. Lydia Millen

- **YouTube:** [Lydia Millen](#)
- **Instagram:** [@lydiamillen](#)
- **Focus:** Luxury fashion, lifestyle, wellness, and travel.
- **Why:** Lydia’s sophisticated content can showcase Palm Beach County’s wellness retreats, luxury resorts, and cultural events.

5. Aspyn Ovard

- **YouTube:** [Aspyn Ovard](#)
- **Instagram:** [@aspynovard](#)
- **Focus:** Lifestyle, travel, fashion, and beauty.
- **Why:** Aspyn’s vibrant and stylish content can highlight Palm Beach County’s diverse cultural experiences, high-end shopping, and beautiful beaches.

6. Victoria Paris

- **YouTube:** [The Victoria Paris Collection](#)
- **Instagram:** [@victoriaparis](#)
- **Focus:** Lifestyle, fashion, travel, and culture.
- **Why:** Victoria’s blend of fashion and cultural content can effectively promote Palm Beach County’s artistic venues, luxury accommodations, and stylish events.

7. Sophie Buard (Diary of a Glam Girl)

- **YouTube:** [Diary of a Glam Girl](#)
- **Instagram:** [@diaryofaglamgirl](#)
- **Focus:** Fashion, beauty, lifestyle, and travel.
- **Why:** Sophie’s glamorous content can highlight Palm Beach County’s high-end resorts, fine dining, and cultural hotspots.

8. Casey Neistat

- **YouTube:** [Casey Neistat](#)
- **Instagram:** [@caseyneistat](#)
- **Focus:** Vlogging, lifestyle, adventure, and culture.
- **Why:** Casey’s large and diverse audience can introduce Palm Beach County’s unique cultural and lifestyle offerings to a broad viewer base.

9. Rachel Aust (The Blonde Abroad)

- **YouTube:** [The Blonde Abroad](#)
- **Instagram:** [@theblondeabroad](#)
- **Focus:** Solo female travel, lifestyle, culture, and fashion.
- **Why:** Rachel’s focus on empowering solo travelers and cultural exploration can highlight Palm Beach County’s inclusive and diverse cultural experiences.

10. Emily Schuman (Cupcakes and Cashmere)

- **Blog:** [Cupcakes and Cashmere](#)
- **Instagram:** [@cupcakesandcashmere](#)
- **Focus:** Fashion, beauty, home decor, lifestyle, and travel.
- **Why:** Emily’s diverse content can effectively showcase Palm Beach County’s luxurious living, artistic venues, and stylish dining options.



TRAVEL AND FASHION RESOURCES

TRAVEL & FASHION BLOGGERS

1. Aimee Song

- **Blog:** [Song of Style](#)
- **Instagram:** [@songofstyle](#)
- **Focus:** Aimee Song is a renowned fashion and interior design blogger who travels globally, sharing her stylish outfits in luxurious and scenic locations. Her blog and Instagram are a mix of high fashion, design, and travel inspiration.
- **Content:** Luxury travel, fashion trends, lifestyle.

2. Chriselle Lim

- **Blog:** [The Chriselle Factor](#)
- **Instagram:** [@chrisellelim](#)
- **Focus:** Chriselle is a top fashion influencer with a focus on high-end fashion and lifestyle, but she also shares beautiful travel experiences, combining luxury travel with stylish outfits.
- **Content:** Fashion, luxury travel, family, lifestyle.

3. Camila Coelho

- **Blog:** [Camila Coelho](#)
- **Instagram:** [@camilacoelho](#)
- **Focus:** Camila is a beauty and fashion influencer who also showcases travel experiences. She often shares chic outfits from global destinations and collaborates with luxury brands.
- **Content:** Fashion, beauty, luxury travel.

4. Jessica Wang

- **Blog:** [Not Jess Fashion](#)
- **Instagram:** [@notjessfashion](#)
- **Focus:** Jessica Wang is a digital influencer who blends high fashion with travel. Her content frequently features stunning visuals of her travels to exotic locations, coupled with her unique sense of style.
- **Content:** Fashion, travel, lifestyle, and photography.

5. Kier Mellour

- **Blog:** [Kier Couture](#)
- **Instagram:** [@kiermellour](#)
- **Focus:** Kier combines fashion, beauty, and travel. She features chic outfits, luxury destinations, and her jet-setting lifestyle, making her ideal for campaigns focused on high-end travel and fashion.
- **Content:** Fashion, travel, beauty.

6. Marianna Hewitt

- **Blog:** [Life With Me](#)
- **Instagram:** [@marianna_hewitt](#)
- **Focus:** Marianna is a lifestyle influencer known for her beauty and fashion content, but she also shares her luxurious travel experiences. Her aesthetic is very polished and high-end, making her a perfect candidate for stylish travel campaigns.
- **Content:** Fashion, beauty, travel, and wellness.

7. Jacey Duprie

- **Blog:** [Damsel in Dior](#)
- **Instagram:** [@damselindior](#)
- **Focus:** Jacey covers a mix of fashion, travel, and lifestyle on her blog and Instagram. She has a chic, timeless style and often shares her fashion looks while traveling to picturesque locations around the world.
- **Content:** Fashion, travel, lifestyle, beauty.

8. Tara Milk Tea

- **Blog:** [Tara Milk Tea](#)
- **Instagram:** [@taramilktea](#)
- **Focus:** Tara combines her love for fashion, travel, and food, showcasing beautiful locations through her distinct and colorful photography. Her travels always come with curated, stylish outfits.
- **Content:** Fashion, travel, photography, food.

9. Gala Gonzalez

- **Blog:** [Amlul](#)
- **Instagram:** [@galagonzalez](#)
- **Focus:** Gala is a Spanish fashion icon who travels the world showcasing her effortless style at major fashion weeks, luxury hotels, and cultural events.
- **Content:** Fashion, travel, culture, lifestyle.

10. Sophie Shohet

- **YouTube:** [Sophie Shohet](#)
- **Instagram:** [@sophieshohet](#)
- **Focus:** Sophie Shohet is a luxury lifestyle and fashion vlogger who frequently includes high-end travel experiences in her videos, making her content a blend of chic fashion and luxury travel tips.
- **Content:** Luxury fashion, travel, beauty, lifestyle.

1. Tamara Kalinic

- **YouTube:** [Tamara Kalinic](#)
- **Instagram:** [@tamara](#)
- **Focus:** Tamara is a fashion influencer and YouTuber who travels the world attending fashion shows and exploring luxury destinations, all while showcasing impeccable fashion. She's a regular at major fashion events globally, and her travels are often tied to her fashion partnerships.
- **Content:** Luxury fashion, travel, beauty.

2. Jenn Im

- **YouTube:** [Jenn Im](#)
- **Instagram:** [@imiennim](#)
- **Focus:** Jenn Im is a lifestyle and fashion vlogger who frequently features her travel adventures. She mixes travel, fashion, beauty, and personal vlogs, offering a complete look at her experiences in stylish ways.
- **Content:** Fashion, travel, lifestyle, beauty.

3. Allysa Lenore

- **YouTube:** [Allysa Lenore](#)
- **Instagram:** [@allysa_lenore](#)
- **Focus:** Allysa is known for luxury fashion, home decor, and travel content. She regularly travels to beautiful locations, always with stylish outfits and luxury brand features.
- **Content:** Luxury fashion, travel, lifestyle, home decor.

4. Lydia Millen

- **YouTube:** [Lydia Millen](#)
- **Instagram:** [@lydiamillen](#)
- **Focus:** Lydia is a fashion and lifestyle vlogger who blends high-end fashion with luxury travel. She is known for her glamorous aesthetic and regularly shares her experiences in beautiful, high-end locations.
- **Content:** Luxury fashion, travel, wellness.

5. Claire Chanelle

- **YouTube:** [I Am Choquette](#)
- **Instagram:** [@iamchoquette](#)
- **Focus:** Claire is a luxury fashion and travel vlogger who frequently showcases her travels to destinations like Dubai, Paris, and various exotic resorts, always wearing the latest designer fashion.
- **Content:** Luxury fashion, high-end travel, beauty.

6. Freddy My Love

- **YouTube:** [Freddy My Love](#)
- **Instagram:** [@freddy](#)
- **Focus:** Freddy's channel blends fashion, beauty, and travel, with a strong focus on her stylish travels to luxury destinations. She showcases romantic, feminine outfits during her travels to scenic locations.
- **Content:** Fashion, travel, lifestyle.



Photo Credit to @pbcerm

ENVIRONMENTAL RESOURCES

These influencers specialize in environmentalism, marine life, eco-tourism, and sustainable travel, making them ideal partners for campaigns around Palm Beach's natural attractions like its beaches, wildlife sanctuaries, and eco-tourism activities.

NATURE CONSERVANCY AND AQUATIC BLOGGERS

1. The Blonde Abroad (Kiersten Rich)

- **Blog:** [The Blonde Abroad](#)
- **Instagram:** [@theblondeabroad](#)
- **Focus:** Kiersten is a popular travel blogger who also emphasizes sustainable and eco-friendly travel. She frequently covers destinations with strong conservation efforts, making her a potential partner for promoting Palm Beach County's natural attractions.
- **Content:** Sustainable travel, adventure travel, nature conservation, and eco-tourism.

2. Green Global Travel (Bret Love & Mary Gabbett)

- **Blog:** [Green Global Travel](#)
- **Instagram:** [@greenglobaltravel](#)
- **Focus:** Green Global Travel is a blog focused on responsible travel, eco-tourism, and nature conservation. Bret and Mary promote travel that supports wildlife preservation and sustainability, which aligns with Palm Beach County's eco-friendly initiatives.
- **Content:** Wildlife conservation, sustainable travel, eco-tourism, nature experiences.

3. Mindful Wanderlust (Giselle & Cody)

- **Blog:** [Mindful Wanderlust](#)
- **Instagram:** [@mindfulwanderlust](#)
- **Focus:** Giselle and Cody focus on mindful travel, eco-friendly tourism, and ethical travel experiences. They highlight natural beauty and responsible travel to help protect wildlife and the environment.
- **Content:** Eco-tourism, sustainable travel, wildlife conservation.

4. Alex in Wanderland (Alex Baackes)

- **Blog:** [Alex in Wanderland](#)
- **Instagram:** [@alexinwanderland](#)
- **Focus:** Alex is a travel and dive blogger who focuses on underwater adventures, including diving and marine conservation efforts. Her content is a great fit for promoting the aquatic beauty and conservation efforts of Palm Beach County's beaches and marine parks.
- **Content:** Marine conservation, diving, eco-tourism, adventure travel.

5. Eco Warrior Princess (Jennifer Nini)

- **Blog:** [Eco Warrior Princess](#)
- **Instagram:** [@ecowarriorprincess](#)
- **Focus:** Jennifer's blog focuses on environmentalism, sustainability, and eco-friendly travel. She promotes destinations that prioritize conservation and sustainability.
- **Content:** Eco-tourism, sustainable living, nature conservation.

6. The Planet D (Dave & Deb)

- **Blog:** [The Planet D](#)
- **Instagram:** [@theplanetd](#)
- **Focus:** Dave and Deb are global travel bloggers who emphasize adventure and eco-conscious travel. They often explore natural wonders, wildlife, and conservation projects.
- **Content:** Nature conservation, sustainable travel, adventure travel.

7. Two Wandering Soles (Katie & Ben)

- **Blog:** [Two Wandering Soles](#)
- **Instagram:** [@twowanderingsoles](#)
- **Focus:** Katie and Ben focus on eco-friendly travel, sustainable tourism, and responsible adventure. They often highlight natural environments and wildlife conservation efforts.
- **Content:** Sustainable travel, eco-tourism, outdoor adventure.

8. Sustainable Jungle (Joyce & Lyall)

- **Blog:** [Sustainable Jungle](#)
- **Instagram:** [@sustainablejungle](#)
- **Focus:** This blog focuses on environmental sustainability and conservation. Joyce and Lyall share eco-friendly travel tips, wildlife conservation stories, and sustainable travel destinations.
- **Content:** Sustainability, conservation, eco-friendly travel.

9. Wildland Trekking Blog

- **Blog:** Wildland Trekking Blog
- **Focus:** Wildland Trekking offers a blog focused on outdoor adventure and eco-friendly travel, including hiking, nature exploration, and wilderness preservation.
- **Content:** Nature conservation, eco-friendly travel, outdoor adventures.

10. Breathedreamgo (Mariellen Ward)

- **Blog:** [Breathedreamgo](#)
- **Instagram:** [@breathedreamgo](#)
- **Focus:** Mariellen focuses on sustainable travel, with an emphasis on cultural immersion and nature conservation. Her travels often involve destinations that protect natural resources and wildlife.
- **Content:** Sustainable travel, eco-tourism, nature and wildlife conservation.

NATURE CONSERVANCY AND AQUATIC VLOGGERS

1. Ocean Conservation Namibia

- **YouTube:** [Ocean Conservation Namibia](#)
- **Focus:** This channel focuses on ocean conservation efforts, particularly rescuing marine wildlife. While their focus is on Namibia, they have a global audience that cares deeply about ocean health and marine conservation.
- **Content:** Marine conservation, ocean life, animal rescue.

2. Brinkley Davies

- **YouTube:** [Brinkley Davies](#)
- **Instagram:** [@brinkleydavies](#)
- **Focus:** Brinkley is a marine biologist and conservationist. Her content centers around marine life conservation, ocean exploration, and eco-tourism. She's a great fit for promoting marine conservation initiatives and aquatic adventures.
- **Content:** Marine biology, ocean conservation, eco-tourism.

3. Jacki Ueng (Bohemian Vagabond)

- **YouTube:** [Bohemian Vagabond](#)
- **Instagram:** [@jackiueng](#)
- **Focus:** Jacki is a travel vlogger who focuses on responsible travel and cultural immersion, often featuring eco-friendly destinations and nature conservation efforts.
- **Content:** Responsible travel, eco-tourism, nature and wildlife conservation.

4. Sailing La Vagabonde (Riley & Elayna)

- **YouTube:** [Sailing La Vagabonde](#)
- **Instagram:** [@sailing_lavagabonde](#)
- **Focus:** This couple sails around the world, sharing their aquatic adventures and promoting ocean conservation. They have a large following and often focus on the beauty of marine environments and the importance of protecting them.
- **Content:** Sailing, marine conservation, ocean adventures.

5. Coral Gardeners

- **YouTube:** [Coral Gardeners](#)
- **Instagram:** [@coralgardeners](#)
- **Focus:** Coral Gardeners is dedicated to restoring coral reefs worldwide. Their videos show their work with marine life, and their followers are passionate about ocean health and conservation.
- **Content:** Marine conservation, coral reef restoration, environmental activism.

6. Project Manaia

- **YouTube:** [Project Manaia](#)
- **Instagram:** [@projectmanaia](#)
- **Focus:** This channel focuses on marine research and conservation. Their mission is to document and protect marine ecosystems through research, education, and public engagement.
- **Content:** Marine research, ocean conservation, eco-tourism.

7. Gone with the Wynns (Nikki & Jason Wynn)

- **YouTube:** [Gone with the Wynns](#)
- **Instagram:** [@the_wynns](#)
- **Focus:** *Nikki and Jason are full-time travelers* who live on a sailboat and explore the world's oceans. They focus on sustainability, conservation, and marine life.
- **Content:** Sailing, ocean conservation, sustainable travel.

8. Eco Tourist Adventures

- **YouTube:** [Eco Tourist Adventures](#)
- **Focus:** Eco Tourist Adventures shares immersive experiences focused on wildlife, conservation, and eco-friendly travel.
- **Content:** Wildlife conservation, eco-tourism, nature experiences.

9. Scuba Diver Life

- **YouTube:** [Scuba Diver Life](#)
- **Focus:** This channel covers underwater exploration and marine conservation, making it ideal for showcasing Palm Beach's aquatic experiences, such as diving and snorkeling.
- **Content:** Diving, marine life, ocean conservation.

10. Mermaid Kat

- **YouTube:** [Mermaid Kat](#)
- **Instagram:** [@mermaidkat](#)
- **Focus:** Mermaid Kat is a professional mermaid and environmental advocate who promotes ocean conservation through her social media and underwater adventures.
- **Content:** Marine conservation, ocean adventures, eco-friendly travel.



Photo Credit to @pbcerm

BIRDWATCHING RESOURCES

BIRDWATCHING-FOCUSED TRAVEL BLOGS

1. Bird Watcher's Digest

- **Website:** [Bird Watcher's Digest](#)
- **Focus:** Birdwatching tips, destination guides, and conservation.
- **Why:** Bird Watcher's Digest is one of the most recognized publications for birdwatching enthusiasts. Promoting Palm Beach County's nature reserves, migratory bird routes, and birdwatching tours would resonate with its audience.
- **Audience:** Birdwatching enthusiasts looking for destination recommendations, tips, and information on rare species and bird habitats.

2. 10,000 Birds

- **Website:** [10,000 Birds](#)
- **Focus:** Birdwatching, wildlife conservation, and birding travel.
- **Why:** 10,000 Birds is a popular birdwatching blog that covers birdwatching destinations around the world. Palm Beach County's wetlands, nature reserves, and bird-

rich habitats would be an ideal feature for this blog.

- **Audience:** Birdwatchers and eco-tourists interested in birding destinations, rare species, and wildlife conservation.

3. Fat Birder

- **Website:** [Fat Birder](#)
- **Focus:** Birdwatching destinations, rare species, and birding hotspots.
- **Why:** Fat Birder provides comprehensive guides to birdwatching destinations around the world. Palm Beach County's prime birding spots, such as the Arthur R. Marshall Loxahatchee National Wildlife Refuge and Green Cay Nature Center, would appeal to birdwatchers looking for diverse habitats and bird species.
- **Audience:** Serious birdwatchers and travelers seeking detailed guides on birding locations.

4. Birding Ecotours

- **Website:** [Birding Ecotours](#)
- **Focus:** Birdwatching tours, eco-tourism, and wildlife experiences.
- **Why:** This blog focuses on birdwatching tours and eco-tourism. Promoting Palm Beach County's eco-friendly birdwatching tours, wildlife preserves, and nature trails would attract birdwatching tourists.
- **Audience:** Birdwatching enthusiasts looking for eco-tourism opportunities and guided birding tours.

5. Nature Travel Network

- **Website:** [Nature Travel Network](#)
- **Focus:** Birdwatching, wildlife travel, and eco-tourism destinations.
- **Why:** This blog covers eco-friendly destinations that focus on wildlife and birdwatching. Palm Beach County's extensive bird habitats, nature trails, and protected areas would be an attractive feature for eco-tourists and birdwatchers.
- **Audience:** Birdwatchers and eco-tourists seeking wildlife travel opportunities and birding hotspots.

6. Wildlife Travel

- **Website:** [Wildlife Travel](#)
- **Focus:** Birdwatching, nature tours, and wildlife experiences.
- **Why:** This blog focuses on wildlife travel and birdwatching, offering destination recommendations for nature lovers. Promoting Palm Beach County's birdwatching experiences, natural habitats, and protected reserves would resonate with this audience.
- **Audience:** Nature and wildlife enthusiasts interested in birdwatching and eco-friendly travel experiences.

7. Birds and Blooms

- **Website:** [Birds and Blooms](#)
- **Focus:** Birdwatching, gardening, and nature travel.
- **Why:** This blog covers birdwatching destinations and tips for attracting birds. Palm Beach County's gardens, nature parks, and birdwatching opportunities would be a perfect fit for their bird-loving audience.
- **Audience:** Casual birdwatchers and nature lovers looking for birding travel tips and nature experiences.

1. "Out There with the Birds"

- **Hosts:** Ben Lizdas and Bill Thompson III
- **Platform:** Available on Apple Podcasts, Spotify, and more.
- **Focus:** Birdwatching stories, birding tips, and birdwatching destinations.
- **Why:** This podcast discusses birdwatching destinations, experiences, and tips for birders. Featuring Palm Beach County's birding spots, migratory bird routes, and nature reserves would appeal to birdwatchers seeking new birding destinations.
- **Audience:** Birdwatching enthusiasts looking for travel inspiration and tips for birding.

2. "BirdNote"

- **Host:** Various contributors
- **Platform:** Available on Apple Podcasts, Spotify, and others.
- **Focus:** Bird conservation, bird species stories, and birdwatching.
- **Why:** BirdNote focuses on bird species, their habitats, and conservation efforts. Highlighting Palm Beach County's bird species diversity and conservation initiatives in local nature reserves would resonate with their audience.
- **Audience:** Birdwatchers and conservationists interested in bird species and habitats.

3. "Talking Birds"

- **Host:** Ray Brown
- **Platform:** Available on Apple Podcasts, Spotify, and more.
- **Focus:** Birdwatching tips, bird conservation, and destination guides for birders.
- **Why:** This podcast focuses on birdwatching tips and conservation efforts. Featuring Palm Beach County's birdwatching opportunities, rare species, and bird conservation initiatives would be a natural fit.
- **Audience:** Birdwatching enthusiasts and conservation-minded travelers seeking birding destinations.

4. "The Bird Banter Podcast"

- **Host:** Ed Pullen
- **Platform:** Available on Spotify and Apple Podcasts.
- **Focus:** Birdwatching stories, travel experiences, and birding tips.
- **Why:** This podcast focuses on the experiences of birdwatchers and their travel stories. Promoting Palm Beach County's birding spots, migratory bird pathways, and natural habitats would attract birdwatchers looking for their next destination.
- **Audience:** Birdwatchers looking for destination inspiration and birding tips.

5. "Hannah and Erik Go Birding"

- **Hosts:** Hannah and Erik
- **Platform:** Available on Apple Podcasts, Spotify, and others.
- **Focus:** Birdwatching travel stories, birding tips, and bird species features.
- **Why:** This podcast focuses on birdwatching travel experiences and bird species. Featuring Palm Beach County's birdwatching hotspots, nature reserves, and bird species diversity would appeal to their birding audience.
- **Audience:** Birdwatching enthusiasts and eco-tourists interested in birding travel.

6. "Birding Today"

- **Host:** Carlos Sanchez
- **Platform:** Available on Spotify and Apple Podcasts.
- **Focus:** Birdwatching, bird species, and travel experiences for birders.
- **Why:** This podcast discusses birdwatching destinations and experiences. Highlighting Palm Beach County's rich birding sites, such as the Loxahatchee National Wildlife Refuge and the Wakodahatchee Wetlands, would attract birders looking for new places to explore.
- **Audience:** Birdwatchers and eco-tourists interested in bird species and birding destinations.

7. "The Casual Birder Podcast"

- **Host:** Suzy Buttress
- **Platform:** Available on Apple Podcasts, Spotify, and more.
- **Focus:** Birdwatching for casual birders, bird species stories, and travel tips.
- **Why:** This podcast focuses on casual birdwatching experiences and travel. Promoting Palm Beach County's accessible birdwatching locations and its variety of bird species would appeal to casual birders and nature travelers.
- **Audience:** Casual birdwatchers and nature travelers looking for accessible birding destinations.



SPORTS & MOTORSPORT RESOURCES

Sports tourists often seek destinations where they can either participate in or watch sports, such as golf, tennis, water sports, fishing, cycling, running events, and spectator sports. Palm Beach County, with its world-class golf courses, tennis academies, watersports, and motorsports events, makes it an attractive destination for those interested in sports tourism.

SPORTS TOURISM-FOCUSED BLOGS

1. The Sports Tourist

- **Website:** [The Sports Tourist](#)
- **Focus:** Destination guides, sporting events, and travel tips for sports enthusiasts.
- **Why:** This blog covers various sports events and sports-focused travel destinations. Palm Beach County's world-renowned golf courses, tennis facilities, and proximity to major sporting events make it an ideal destination to feature.
- **Audience:** Sports travelers looking for destination inspiration related to attending or participating in sporting events.

2. Active Planet Travels

- **Website:** [Active Planet Travels](#)
- **Focus:** Adventure travel, outdoor sports, and fitness tourism.
- **Why:** This blog focuses on active travel and adventure sports, making it a great platform to promote Palm Beach County's offerings, such as watersports, golf courses, cycling, fishing, and running events.
- **Audience:** Adventure sports enthusiasts and active travelers looking for destinations with a variety of outdoor activities.

3. Sporting Ferret

- **Website:** [Sporting Ferret](#)
- **Focus:** Sporting events, sports culture, and destination features.
- **Why:** Sporting Ferret covers sports from a fan’s perspective and highlights sports events around the world. Palm Beach County’s tennis tournaments, PGA golf events, and sporting venues could be promoted to those interested in traveling for sports.
- **Audience:** Sports fans and enthusiasts looking for destinations with world-class sporting events and venues.

4. The Travel Runner

- **Website:** [The Travel Runner](#)
- **Focus:** Running events, marathon travel, and active adventures.
- **Why:** This blog focuses on running tourism, including marathons and active travel experiences. Palm Beach County’s annual running events, such as the Palm Beaches Marathon, and scenic running routes could be promoted to attract running enthusiasts.
- **Audience:** Runners and athletes interested in traveling for races, marathons, and active outdoor adventures.

5. Golf Getaways

- **Website:** [Golf Getaways](#)
- **Focus:** Golf destination guides, resort reviews, and tips for golf trips.
- **Why:** Palm Beach County is known for its world-class golf courses,

including PGA National Resort & Spa and several other top-tier golf clubs. This blog would be ideal for promoting Palm Beach County as a top golfing destination.

- **Audience:** Golf enthusiasts and travelers looking for premium golf experiences at top destinations.

6. Angler’s Atlas

- **Website:** [Angler’s Atlas](#)
- **Focus:** Fishing destinations, tips, and guides for anglers.
- **Why:** Palm Beach County’s deep-sea fishing, water sports, and fishing tournaments would appeal to sports tourists interested in fishing. Promoting the county’s fishing opportunities and charter experiences could attract anglers.
- **Audience:** Fishing enthusiasts looking for destinations with top-tier fishing experiences.

7. Tennis Resorts Online

- **Website:** [Tennis Resorts Online](#)
- **Focus:** Tennis resorts, destination guides, and tennis travel tips.
- **Why:** Palm Beach County is home to world-class tennis facilities, including the Delray Beach Tennis Center and the Chris Evert Tennis Academy. Featuring the county’s tennis offerings and annual tennis events would appeal to tennis players and spectators.
- **Audience:** Tennis enthusiasts looking for destinations with high-end tennis facilities and tournaments.

1. "The Sports Travel Podcast"

- **Host:** Jason Gewirtz (SportsTravel Magazine)
- **Platform:** Available on Apple Podcasts, Spotify, and others.
- **Focus:** Travel tips and insights for attending or participating in major sporting events around the world.
- **Why:** This podcast focuses on major sports events and travel, making it ideal for promoting Palm Beach County's PGA events, tennis tournaments, and other major sporting events to sports travelers.
- **Audience:** Sports fans and travelers interested in attending or participating in global sporting events.

2. "Golf Travel Guru Podcast"

- **Host:** Ed Schmidt
- **Platform:** Available on Apple Podcasts and Spotify.
- **Focus:** Golf travel tips, destination features, and golf resort reviews.
- **Why:** This podcast focuses on golf travel, making it ideal for promoting Palm Beach County's world-class golf courses, golf resorts, and annual golf events, such as The Honda Classic.
- **Audience:** Golf enthusiasts looking for travel inspiration and tips for golf-focused vacations.

3. "Adventure Sports Podcast"

- **Hosts:** Mason Gravley
- **Platform:** Available on Apple Podcasts, Spotify, and more.
- **Focus:** Adventure sports, outdoor activities, and travel tips for active travelers.
- **Why:** Palm Beach County's opportunities for water sports, fishing, cycling, and outdoor adventures would be a great fit for this podcast, attracting adventure sports tourists looking for active travel destinations.
- **Audience:** Adventure sports enthusiasts and active travelers seeking outdoor adventure and sports experiences.

4. "Fishing Florida Radio"

- **Hosts:** Steve Chapman and Captain Mike Ortego
- **Platform:** Available on Spotify, Apple Podcasts, and more.
- **Focus:** Fishing tips, destination features, and fishing tournaments.
- **Why:** This podcast focuses on fishing in Florida, making it perfect for promoting Palm Beach County's deep-sea fishing, fishing charters, and fishing tournaments to fishing enthusiasts.
- **Audience:** Fishing enthusiasts and travelers seeking top-tier fishing experiences and tournament information.

5. "Tennis Podcast"

- **Hosts:** David Law and Catherine Whitaker
- **Platform:** Available on Spotify and Apple Podcasts.
- **Focus:** Tennis news, tournament reviews, and travel tips for tennis fans.
- **Why:** Palm Beach County's tennis academies, facilities, and annual tennis tournaments could be featured on this podcast to attract tennis players and spectators alike.
- **Audience:** Tennis fans, players, and travelers interested in attending tennis tournaments and visiting tennis resorts.

6. "The Running Effect"

- **Host:** Dominic Schlueter
- **Platform:** Available on Apple Podcasts, Spotify, and others.
- **Focus:** Running events, marathon training, and travel tips for runners.
- **Why:** Palm Beach County's Palm Beaches Marathon and scenic running routes along the coast would appeal to running tourists, making this podcast a great platform for promoting the destination to runners.
- **Audience:** Running enthusiasts, marathoners, and athletes looking for running events and destinations.

7. "Golfing Around Podcast"

- **Host:** Ian Hardie
- **Platform:** Available on Apple Podcasts, Spotify, and others.
- **Focus:** Golf travel tips, course reviews, and golf-related content.
- **Why:** This podcast focuses on golfing destinations and reviews, making it a perfect fit for promoting Palm Beach County's world-class golf resorts, PGA events, and golf courses.
- **Audience:** Golf enthusiasts looking for new golfing destinations and high-end golf travel experiences.

1. MotorSport Magazine

- **Website:** [MotorSport Magazine](#)
- **Focus:** Motorsports news, race coverage, and automotive culture.
- **Why:** MotorSport Magazine is a leading authority on motorsports, covering major events, race teams, and automotive trends. Featuring Palm Beach County as a base for motorsports tourists attending nearby racing events or enjoying car-related activities would resonate with their audience.
- **Audience:** Car racing enthusiasts and motorsports fans looking for destination inspiration related to race events and automotive culture.

2. The Drive

- **Website:** [The Drive](#)
- **Focus:** Automotive news, car culture, and motorsports.
- **Why:** The Drive covers automotive culture, including car shows, racing events, and driving experiences. Palm Beach County could be featured for its driving experiences, motorsports-related events, and nearby race tracks.
- **Audience:** Car enthusiasts and motorsports fans looking for racing events, car shows, and automotive experiences.

3. Racer Magazine

- **Website:** [Racer Magazine](#)
- **Focus:** Motorsports news, race reports, and industry trends.
- **Why:** Racer Magazine focuses on all forms of motorsports, from Formula 1 to local racing events. Promoting Palm Beach County's proximity to motorsports venues and car culture would appeal to their audience.
- **Audience:** Motorsports fans and travelers who attend racing events and are interested in motorsports culture.

4. Autoweek

- **Website:** [Autoweek](#)
- **Focus:** Automotive news, motorsports, and car culture.
- **Why:** Autoweek covers everything from new car releases to motorsports events. Promoting Palm Beach County's car shows, driving experiences, and access to motorsports venues would attract readers looking for travel ideas related to car culture.
- **Audience:** Car enthusiasts and motorsports fans who travel for car-related events and experiences.

5. Motor Authority

- **Website:** [Motor Authority](#)
- **Focus:** Performance cars, automotive news, and motorsports.
- **Why:** This blog covers high-performance cars, racing news, and driving experiences. Palm Beach County's luxury car rentals, driving tours, and proximity to motorsports events would appeal to their audience of car lovers and motorsports tourists.
- **Audience:** Car enthusiasts and performance car fans who seek driving experiences and car-related events.

6. The Car Expert

- **Website:** [The Car Expert](#)
- **Focus:** Car reviews, driving experiences, and motorsports.
- **Why:** This blog covers everything from car reviews to motorsports. Featuring Palm Beach County's driving experiences, car shows, and racing events would attract their audience of car enthusiasts and motorsports tourists.
- **Audience:** Car enthusiasts, motorsports fans, and travelers looking for driving experiences and motorsports-related events.

7. Road & Track

- **Website:** [Road & Track](#)
- **Focus:** Performance cars, motorsports, and automotive travel.
- **Why:** Road & Track focuses on high-performance vehicles, motorsports, and car travel. Palm Beach County's car shows, motorsports events, and access to luxury driving experiences would resonate with their readership.
- **Audience:** Motorsports fans, performance car enthusiasts, and travelers interested in car culture and driving experiences

1. "The Marshall Pruett Podcast"

- **Host:** Marshall Pruett
- **Platform:** Available on Spotify, Apple Podcasts, and others.
- **Focus:** Motorsports news, interviews, and race reports.
- **Why:** This podcast covers motorsports news and in-depth interviews with racing professionals. Promoting Palm Beach County's proximity to motorsports events, car shows, and driving experiences would attract racing fans and motorsports travelers.
- **Audience:** Motorsports enthusiasts and racing fans interested in attending motorsports events and traveling for car-related activities.

2. "The Smoking Tire Podcast"

- **Hosts:** Matt Farah and Zack Klapman
- **Platform:** Available on Apple Podcasts, Spotify, and more.
- **Focus:** Car culture, driving experiences, and automotive industry news.
- **Why:** This podcast covers everything from car reviews to driving experiences. Featuring Palm Beach County's luxury car rentals, driving experiences, and car culture would appeal to car enthusiasts looking for travel ideas.
- **Audience:** Car enthusiasts and automotive travelers looking for driving experiences and car culture.

3. "F1 Nation"

- **Hosts:** Various
- **Platform:** Available on Apple Podcasts, Spotify, and more.
- **Focus:** Formula 1 news, race analysis, and motorsports events.
- **Why:** F1 Nation covers all things Formula 1. Promoting Palm Beach County's proximity to major motorsports events, as well as its automotive culture, would resonate with their motorsports audience.
- **Audience:** Formula 1 fans and motorsports enthusiasts interested in traveling to racing events.

4. "Past Gas by Donut Media"

- **Hosts:** James Pumphrey and Nolan Sykes
- **Platform:** Available on Apple Podcasts, Spotify, and others.
- **Focus:** Automotive history, motorsports culture, and car stories.
- **Why:** This podcast covers motorsports culture and car history in a fun, engaging way. Promoting Palm Beach County's car shows, racing events, and driving experiences would appeal to fans of automotive culture.
- **Audience:** Car enthusiasts and motorsports fans interested in car culture and motorsports history.

5. "Dinner with Racers"

- **Hosts:** Ryan Eversley and Sean Heckman
- **Platform:** Available on Apple Podcasts, Spotify, and others.
- **Focus:** Interviews with racers, motorsports news, and race events.
- **Why:** This podcast offers insight into the lives of racers and motorsports professionals. Palm Beach County's motorsports events, driving experiences, and car culture would attract listeners interested in racing destinations.
- **Audience:** Racing enthusiasts and motorsports fans who travel for events and racing experiences.

6. "The Slipstream Network"

- **Hosts:** Various
- **Platform:** Available on Spotify, Apple Podcasts, and more.
- **Focus:** Racing news, motorsports events, and automotive travel.
- **Why:** This podcast covers motorsports events and news from around the world. Featuring Palm Beach County's proximity to motorsports venues, racing events, and car culture would appeal to their motorsports-focused audience.
- **Audience:** Motorsports enthusiasts and travelers interested in attending racing events and experiencing car culture.

7. "Spike's Car Radio"

- **Host:** Spike Feresten
- **Platform:** Available on Apple Podcasts, Spotify, and more.
- **Focus:** Car culture, driving experiences, and automotive industry news.
- **Why:** This podcast covers car culture, driving, and the latest in the automotive world. Promoting Palm Beach County's car events, driving tours, and luxury car experiences would attract car enthusiasts and automotive travelers.
- **Audience:** Car enthusiasts and motorsports fans interested in automotive experiences and car culture.



FAMILY TRAVELER RESOURCES

Families often look for destinations that offer safe, inclusive, and engaging activities for all ages, including options for outdoor adventures, educational experiences, and accessible accommodations for children and adults alike.

FAMILY TRAVEL BLOGS

1. The Family Vacation Guide

- **Website:** [The Family Vacation Guide](#)
- **Focus:** Family travel tips, destination guides, and activities for kids.
- **Why:** This blog provides in-depth guides for family vacations, highlighting the best family-friendly accommodations, restaurants, and attractions. Palm Beach County's beaches, family resorts, and kid-friendly activities could be featured to appeal to families planning vacations.
- **Audience:** Families looking for practical tips, destination recommendations, and activities for kids of all ages.

2. Y Travel Blog (Caz and Craig Makepeace)

- **Website:** [Y Travel Blog](#)
- **Focus:** Family travel tips, road trips, and outdoor adventures for kids and parents.
- **Why:** This blog offers a mix of travel tips, family-friendly destinations, and adventure ideas. Featuring Palm Beach County's outdoor activities, beaches, and nature parks would resonate with their audience of active families.
- **Audience:** Families interested in outdoor adventures, road trips, and family-friendly vacation ideas.

3. Traveling Mom

- **Website:** [Traveling Mom](#)
- **Focus:** Family travel tips, reviews, and destination guides.
- **Why:** Traveling Mom is a leading platform for family travel, offering detailed guides and reviews for family-friendly destinations. Palm Beach County's family resorts, museums, and outdoor activities would appeal to their readership.
- **Audience:** Moms and families seeking practical travel advice, family-friendly accommodations, and kid-friendly activities.

4. Kids Are A Trip (Kirsten Maxwell)

- **Website:** [Kids Are A Trip](#)
- **Focus:** Family travel tips, destination guides, and travel resources for parents.
- **Why:** This blog provides destination guides and tips for traveling with kids. Palm Beach County's family-friendly attractions, beach resorts, and nature parks could be featured as part of an ideal family vacation.
- **Audience:** Families with young children and teens looking for practical travel tips and kid-friendly activities.

5. Walking On Travels

- **Website:** [Walking On Travels](#)
- **Focus:** Family travel tips, destination guides, and tips for adventurous families.
- **Why:** This blog focuses on adventurous family travel, offering ideas for outdoor activities, cultural exploration, and family-friendly

destinations. Palm Beach County's mix of outdoor adventure, beaches, and cultural attractions would resonate with their audience.

- **Audience:** Families looking for adventurous and cultural travel experiences with children.

6. Tots Too

- **Website:** [Tots Too](#)
- **Focus:** Luxury family travel, child-friendly resorts, and family holiday experiences.
- **Why:** Tots Too specializes in luxury family vacations, focusing on family-friendly resorts and tailored experiences. Palm Beach County's upscale resorts and family activities would be a great fit for their luxury travel audience.
- **Audience:** Families seeking luxury travel experiences and high-end family-friendly resorts.

7. Clara Wiggins - The Expat Partner's Survival Guide

- **Website:** [Expat Partner's Survival Guide](#)
- **Focus:** Family travel, expat family experiences, and practical travel tips for families living abroad.
- **Why:** Clara's blog offers advice for families traveling or living abroad. Highlighting Palm Beach County's family-friendly accommodations, parks, and educational activities would appeal to expat families looking for vacation ideas.
- **Audience:** Families living abroad and expats seeking family-friendly travel destinations.

1. "Family Adventure Podcast"

- **Host:** Eric Hemingway
- **Platform:** Available on Apple Podcasts, Spotify, and more.
- **Focus:** Family travel stories, tips, and destination ideas for adventurous families.
- **Why:** This podcast features families who travel the world and share their experiences. Palm Beach County's outdoor activities, nature reserves, and beach adventures could be featured as part of an episode on family-friendly adventure travel.
- **Audience:** Adventurous families looking for travel inspiration and outdoor activities.

2. "Vacation Mavens"

- **Hosts:** Kimberly Tate and Tamara Gruber
- **Platform:** Available on Apple Podcasts, Spotify, and other platforms.
- **Focus:** Family travel tips, destination guides, and travel planning advice.
- **Why:** This podcast offers practical advice on family travel planning, including destination highlights. Palm Beach County's family-friendly resorts, educational attractions, and outdoor adventures would be perfect for a feature on Florida family vacations.
- **Audience:** Families seeking vacation ideas, planning tips, and destination recommendations.

3. "The Jetsetting Family Podcast"

- **Hosts:** Rod and Jessica**
- **Platform:** Available on Spotify, Apple Podcasts, and more.
- **Focus:** Family travel stories, budget tips, and destination features.
- **Why:** This podcast focuses on family travel and destination inspiration. Palm Beach County's affordable luxury options, family-friendly accommodations, and outdoor activities could be highlighted as part of an ideal family vacation.
- **Audience:** Families looking for travel tips, budget advice, and destination inspiration.

4. "Go Adventure Mom"

- **Host:** Kathy Dalton
- **Platform:** Available on Apple Podcasts, Spotify, and more.
- **Focus:** Outdoor adventures, family travel, and tips for active families.
- **Why:** This podcast encourages families to embrace outdoor adventures and travel together. Palm Beach County's nature reserves, eco-tourism options, and outdoor activities would resonate with their audience of active families.
- **Audience:** Families interested in outdoor adventures, nature-based activities, and travel tips.

5. "Travel Time"

- **Host:** Lisa Meadows
- **Platform:** Available on Spotify, Apple Podcasts, and other platforms.
- **Focus:** Family travel stories, destination tips, and planning advice.
- **Why:** Travel Time offers practical tips and inspiration for family travel. Palm Beach County's beaches, family-friendly attractions, and cultural experiences would be perfect for an episode on Florida family vacations.
- **Audience:** Families looking for travel inspiration, planning tips, and family-friendly destinations.

6. "The Family Travel Podcast"

- **Hosts:** Various contributors
- **Platform:** Available on Apple Podcasts, Spotify, and more.
- **Focus:** Family-friendly destinations, travel tips, and budget advice.
- **Why:** This podcast focuses on making family travel accessible and enjoyable. Featuring Palm Beach County's affordable luxury accommodations, kid-friendly activities, and nature adventures would appeal to families planning vacations on a budget.
- **Audience:** Families looking for budget-friendly travel ideas and practical travel tips.

7. "Explore Family Travel"

- **Host:** Various contributors
- **Platform:** Available on Spotify, Apple Podcasts, and more.
- **Focus:** Family travel tips, destination features, and family-friendly activities.
- **Why:** This podcast offers destination guides and family travel tips. Palm Beach County's family-friendly resorts, beach activities, and nature parks could be featured as part of a series on Florida's best family vacation spots.
- **Audience:** Families seeking travel inspiration, kid-friendly activities, and destination tips.



PEOPLE OF COLOR RESOURCES

It's crucial to target blogs and podcasts that focus on travel, lifestyle, culture, and experiences that resonate with diverse audiences. These platforms often emphasize destinations that are inclusive, culturally rich, and accessible, with a particular focus on celebrating diversity, highlighting local cultures, and promoting experiences that are welcoming to people of color.

TRAVEL BLOGS FOCUSED ON PEOPLE OF COLOR

1. Travel Noire

- **Website:** [Travel Noire](#)
- **Focus:** Global travel inspiration, luxury travel, cultural exploration, and travel guides for Black travelers.
- **Why:** Travel Noire is a prominent platform dedicated to inspiring Black travelers, focusing on cultural experiences and luxury travel. Featuring Palm Beach County's art galleries, historical sites, luxury resorts, and cultural festivals would appeal to this audience.
- **Audience:** Black travelers looking for culturally immersive and luxury travel experiences.

2. Oneika the Traveller (Oneika Raymond)

- **Website:** [Oneika the Traveller](#)
- **Focus:** Cultural travel, adventure, and lifestyle for women of color.
- **Why:** Oneika focuses on cultural travel and empowering women of color to explore the world. Promoting Palm Beach County's cultural events, wellness retreats, and inclusive atmosphere would resonate with her audience of adventurous women travelers.
- **Audience:** Women of color interested in cultural immersion, adventure, and lifestyle travel.

3. Brown Girl Travels

- **Website:** [Brown Girl Travels](#)
- **Focus:** Travel tips, cultural experiences, and solo travel for women of color.
- **Why:** Brown Girl Travels promotes safe and inclusive travel for women of color. Palm Beach County’s welcoming atmosphere, inclusive resorts, and cultural experiences could be featured to attract solo travelers and women of color looking for both adventure and relaxation.
- **Audience:** Women of color, solo travelers, and culturally curious adventurers.

4. Hey Ciara

- **Website:** [Hey Ciara](#)
- **Focus:** Solo travel, budget travel, and adventure travel for Black women.
- **Why:** Ciara’s blog focuses on solo travel and cultural exploration. Palm Beach County’s diverse activities, nature parks, and budget-friendly luxury options would appeal to her readers seeking safe, solo travel experiences.
- **Audience:** Black women travelers interested in solo adventures, culture, and budget-friendly luxury.

5. The Blog Abroad (Gloria Atanmo)

- **Website:** [The Blog Abroad](#)
- **Focus:** Cultural travel, adventure, and lifestyle for travelers of color.
- **Why:** Gloria’s blog highlights the cultural richness of destinations and encourages people of color to travel

boldly. Palm Beach County’s blend of adventure, cultural experiences, and luxurious accommodations would resonate with her audience.

- **Audience:** Travelers of color looking for cultural and adventurous travel experiences.

6. Maps ‘N Bags

- **Website:** [Maps ‘N Bags](#)
- **Focus:** Travel tips, destination guides, and cultural exploration for people of color.
- **Why:** Maps ‘N Bags focuses on destination guides and cultural experiences. Highlighting Palm Beach County’s art scene, historical sites, and inclusive cultural events would attract travelers of color seeking immersive travel experiences.
- **Audience:** Travelers of color interested in cultural and historical travel experiences.

7. Black Girl Sunscreen Blog

- **Website:** Black Girl Sunscreen
- **Focus:** Outdoor adventures, beach travel, and lifestyle for women of color.
- **Why:** This blog focuses on promoting outdoor and beach travel experiences for women of color. Palm Beach County’s beaches, water sports, and wellness retreats would align perfectly with the blog’s content, promoting Palm Beach as a sun-soaked paradise for people of color.
- **Audience:** Women of color interested in outdoor activities, wellness, and beach travel.

1. "The Black Travel Box Podcast"

- **Host:** Orion Brown
- **Platform:** Available on Spotify, Apple Podcasts, and others.
- **Focus:** Black travel experiences, wellness, and destination tips.
- **Why:** This podcast covers Black travel experiences and wellness tips for Black travelers. Palm Beach County's wellness retreats, spas, and cultural attractions would be ideal to promote as a relaxing and inclusive destination.
- **Audience:** Black travelers looking for wellness, relaxation, and destination inspiration.

2. "Traveling While Black"

- **Host:** Various contributors
- **Platform:** Available on Apple Podcasts, Spotify, and more.
- **Focus:** Black travel experiences, safety tips, and cultural exploration.
- **Why:** This podcast highlights the unique experiences of Black travelers and offers tips on how to navigate destinations as a person of color. Palm Beach County could be featured as a safe, inclusive, and culturally rich destination for Black travelers.
- **Audience:** Black travelers looking for travel inspiration, safety tips, and cultural experiences.

3. "Black Women Travel Podcast"

- **Host:** Wanda Duncan
- **Platform:** Available on Apple Podcasts, Spotify, and more.
- **Focus:** Solo travel, business, and empowerment for Black women travelers.
- **Why:** This podcast celebrates solo travel for Black women and empowers them to explore new destinations. Palm Beach County could be promoted as a safe, luxurious, and inclusive destination for solo Black women travelers.
- **Audience:** Black women travelers looking for solo travel inspiration, safety, and adventure.

4. "So She Travels"

- **Host:** Francesca Murray
- **Platform:** Available on Spotify, Apple Podcasts, and others.
- **Focus:** Travel tips, destination features, and travel experiences for women of color.
- **Why:** This podcast focuses on providing travel tips and features travel experiences for women of color. Palm Beach County's blend of luxury resorts, beaches, and cultural experiences could be featured to inspire women of color to explore the destination.
- **Audience:** Women of color looking for travel inspiration, tips, and destination guides.

5. "The Minority Nomad Podcast"

- **Host:** Erick Prince
- **Platform:** Available on Apple Podcasts, Spotify, and more.
- **Focus:** Adventure travel, cultural immersion, and travel tips for travelers of color.
- **Why:** This podcast focuses on adventure travel and cultural exploration for people of color. Palm Beach County's outdoor activities, nature parks, and cultural offerings would align well with the podcast's focus on immersive experiences.
- **Audience:** Travelers of color looking for adventure, cultural immersion, and travel inspiration.

6. "The Thought Card"

- **Host:** Danielle Desir
- **Platform:** Available on Apple Podcasts, Spotify, and others.
- **Focus:** Travel, financial tips, and cultural experiences for people of color.
- **Why:** Danielle's podcast covers travel and money tips for people of color, focusing on affordable luxury and cultural experiences. Palm Beach County's blend of luxury, outdoor activities, and cultural events could be featured as a must-visit destination.
- **Audience:** Travelers of color interested in affordable luxury, cultural travel, and financial tips.

7. "Black Girl In Om"

- **Host:** Lauren Ash
- **Platform:** Available on Apple Podcasts, Spotify, and others.
- **Focus:** Wellness, self-care, and travel for Black women.
- **Why:** This wellness-focused podcast celebrates healing, self-care, and travel for Black women. Palm Beach County's wellness retreats, spas, and beaches would be ideal to feature as a serene, inclusive, and relaxing destination.
- **Audience:** Black women interested in wellness, self-care, and relaxation-focused travel.



LGBTQ+ RESOURCES

LGBTQ+ travelers often seek destinations that are inclusive, welcoming, safe, and offer unique experiences, including a mix of luxury, adventure, cultural events, and LGBTQ+ specific activities—which Palm Beach County can provide.

LGBTQ+ TRAVEL BLOGS

1. Out Traveler

- **Website:** [Out Traveler](#)
- **Focus:** LGBTQ+ travel, destination guides, luxury, and cultural experiences.
- **Why:** Out Traveler is a leading source for LGBTQ+ travel, providing comprehensive destination guides and luxury travel content. Featuring Palm Beach County’s luxury resorts, cultural attractions, and LGBTQ+ friendly events would align perfectly with their content.
- **Audience:** LGBTQ+ travelers looking for safe, inclusive, and luxury travel experiences.

2. Nomadic Boys (Stefan and Sebastian)

- **Website:** [Nomadic Boys](#)
- **Focus:** LGBTQ+ travel, adventure, and cultural experiences.
- **Why:** The Nomadic Boys are well-known in the LGBTQ+ travel community and provide detailed guides, destination reviews, and adventure travel content. Highlighting Palm Beach County’s outdoor activities, eco-tourism, and LGBTQ+ friendly spots would attract their adventurous audience.
- **Audience:** LGBTQ+ travelers interested in adventure, culture, and off-the-beaten-path destinations.

3. Two Bad Tourists (David and Auston)

- **Website:** [Two Bad Tourists](#)
- **Focus:** LGBTQ+ travel, festivals, events, and destination guides.
- **Why:** Two Bad Tourists focus on LGBTQ+ friendly events, festivals, and travel tips. Promoting Palm Beach County’s cultural events, art scene, and LGBTQ+ friendly accommodations would resonate with their audience.
- **Audience:** LGBTQ+ travelers who enjoy festivals, cultural events, and unique experiences.

4. Travels of Adam (Adam Groffman)

- **Website:** [Travels of Adam](#)
- **Focus:** LGBTQ+ travel, art, culture, and lifestyle.
- **Why:** Adam’s blog is a blend of LGBTQ+ travel and cultural exploration. Palm Beach County’s rich arts scene, luxury resorts, and cultural festivals would be ideal to promote to his audience, especially highlighting LGBTQ+ friendly spots and events.
- **Audience:** LGBTQ+ travelers interested in arts, culture, and city life.

5. Once Upon a Journey (Roxanne and Maartje)

- **Website:** [Once Upon a Journey](#)
- **Focus:** Lesbian travel, LGBTQ+ rights, and cultural experiences.
- **Why:** Once Upon a Journey is run by a lesbian couple who focus on LGBTQ+ travel and community. Palm Beach County’s inclusive

accommodations, cultural offerings, and welcoming environment could be featured to attract LGBTQ+ female travelers.

- **Audience:** LGBTQ+ female travelers and couples looking for safe, inclusive, and culturally rich destinations.

6. Dopes on the Road (Meg Cale)

- **Website:** [Dopes on the Road](#)
- **Focus:** LGBTQ+ travel, lifestyle, and wellness.
- **Why:** Meg Cale’s blog focuses on LGBTQ+ travel, safety, and wellness. Featuring Palm Beach County’s wellness retreats, spas, and LGBTQ+ friendly resorts would align with her audience’s preferences for relaxation and community-friendly travel.
- **Audience:** LGBTQ+ travelers interested in wellness, safety, and lifestyle.

7. Lez Wander the World

- **Website:** [Lez Wander the World](#)
- **Focus:** LGBTQ+ travel, destination guides, and personal experiences.
- **Why:** This blog is aimed at LGBTQ+ female travelers and provides detailed destination guides. Palm Beach County’s beaches, inclusive resorts, and cultural offerings could be promoted as a must-visit destination for LGBTQ+ women.
- **Audience:** LGBTQ+ women travelers seeking inclusive and safe destinations.

1. "The Gay Travel Podcast"

- **Host:** Various contributors from Out Adventures
- **Platform:** Available on Spotify, Apple Podcasts, and others.
- **Focus:** LGBTQ+ travel tips, destination features, and personal travel stories.
- **Why:** This podcast discusses LGBTQ+ friendly destinations and offers travel tips for the LGBTQ+ community. Palm Beach County could be featured as a welcoming, luxurious, and adventure-filled destination for LGBTQ+ travelers.
- **Audience:** LGBTQ+ travelers looking for travel tips and inclusive destinations.

2. "Queer Nomad Podcast"

- **Host:** Kyle
- **Platform:** Available on Spotify, Apple Podcasts, and others.
- **Focus:** LGBTQ+ travel, adventure, and lifestyle.
- **Why:** This podcast is aimed at LGBTQ+ nomads and adventurers. Palm Beach County's nature reserves, eco-tourism, and welcoming environment for LGBTQ+ travelers could be highlighted to attract adventure travelers and digital nomads.
- **Audience:** LGBTQ+ travelers looking for adventure, nature, and safe travel destinations.

3. "Gaycation Travel Show"

- **Host:** Ravi Roth
- **Platform:** Available on YouTube and podcast platforms like Spotify.
- **Focus:** LGBTQ+ friendly destinations, travel guides, and interviews.
- **Why:** Ravi Roth travels to various LGBTQ+ friendly destinations and shares his experiences. Palm Beach County's vibrant cultural scene, LGBTQ+ friendly resorts, and events would fit perfectly as a featured destination.
- **Audience:** LGBTQ+ travelers looking for safe, inclusive, and exciting travel experiences

4. "Big Gay Fiction Podcast"

- **Hosts:** Jeff Adams and Will Knauss
- **Platform:** Available on Spotify, Apple Podcasts, and others.
- **Focus:** LGBTQ+ culture, literature, and lifestyle.
- **Why:** Although focused on fiction, this podcast also covers LGBTQ+ culture and community events. Featuring Palm Beach County's cultural events, festivals, and LGBTQ+ friendly spots could attract their engaged audience interested in cultural travel.
- **Audience:** LGBTQ+ travelers and culture enthusiasts looking for events, literature, and destinations that support the community.

4. "Out with Suzi Ruffell"

- **Host:** Suzi Ruffell
- **Platform:** Available on Apple Podcasts, Spotify, and others.
- **Focus:** LGBTQ+ culture, personal stories, and interviews with LGBTQ+ figures.
- **Why:** Suzi's podcast focuses on personal LGBTQ+ stories and cultural experiences. Palm Beach County's inclusive atmosphere, events, and cultural scene could be featured as a welcoming, safe, and fun destination for LGBTQ+ travelers.
- **Audience:** LGBTQ+ individuals looking for personal stories, cultural experiences, and LGBTQ+ friendly travel destinations.

5. "Queer Travel Chat"

- **Host:** Various contributors
- **Platform:** Available on Apple Podcasts and Spotify.
- **Focus:** LGBTQ+ travel tips, safety, and destination guides.
- **Why:** This podcast focuses on safe and inclusive travel for the LGBTQ+ community. Palm Beach County could be featured as a safe, welcoming, and exciting destination with LGBTQ+ friendly accommodations and activities.
- **Audience:** LGBTQ+ travelers seeking travel safety tips and destination inspiration.



ACCESSIBILITY AND INCLUSIVITY RESOURCES

These platforms often emphasize destinations that provide accessibility, inclusivity, and tailored experiences, offering insights into how destinations can cater to the needs of people with physical limitations.

ACCESSIBLE TRAVEL BLOGS

1. Curb Free with Cory Lee

- **Website:** [Curb Free with Cory Lee](#)
- **Focus:** Wheelchair-accessible travel guides, destination tips, and adventure travel.
- **Why:** Cory Lee is one of the leading voices in accessible travel. His blog covers wheelchair-friendly destinations, hotels, and activities around the world. Promoting Palm Beach County’s accessible beaches, resorts, and attractions would resonate with his audience.
- **Audience:** Travelers with physical limitations, especially wheelchair users, seeking accessible travel options and tips.

2. Wheelchair Travel (John Morris)

- **Website:** [Wheelchair Travel](#)
- **Focus:** Wheelchair-accessible travel destinations, transportation, and accommodations.
- **Why:** John Morris provides detailed guides on wheelchair-accessible destinations, with a focus on transportation, hotels, and attractions. Palm Beach County’s accessible transportation services, hotels, and beach wheelchairs could be featured to attract travelers with mobility challenges.
- **Audience:** Wheelchair users and travelers with mobility limitations looking for comprehensive guides on accessible travel.

3. The Bimblers (Rob and Bridget)

- **Website:** [The Bimblers](#)
- **Focus:** Accessible travel, mobility-friendly destinations, and travel tips for disabled travelers.
- **Why:** The Bimblers provide accessible travel tips for disabled travelers, including guides on attractions and hotels that cater to mobility challenges. Palm Beach County’s accessible hotels, cultural attractions, and inclusive experiences would appeal to their readers.
- **Audience:** People with mobility limitations, including wheelchair users and travelers with disabilities, looking for accessible travel tips.

4. Accessible Travel Blog (Accessible Travel Online)

- **Website:** [Accessible Travel Blog](#)
- **Focus:** Global accessible travel tips, destination guides, and resources for travelers with disabilities.
- **Why:** This blog focuses on accessible travel experiences worldwide, offering advice on transportation, accommodations, and attractions for travelers with disabilities. Featuring Palm Beach County’s accessible tourism offerings, such as beach wheelchairs, ADA-compliant resorts, and accessible nature parks, would attract this audience.
- **Audience:** Travelers with disabilities, caregivers, and family members looking for accessible travel destinations and tips.

5. Simply Emma

- **Website:** [Simply Emma](#)
- **Focus:** Accessible travel, reviews of wheelchair-friendly hotels, and destination guides.
- **Why:** Emma writes about her personal experiences as a wheelchair user, reviewing accessible destinations and accommodations. Palm Beach County’s wheelchair-friendly attractions, accessible beach areas, and accommodations would be ideal for her blog.
- **Audience:** Wheelchair users and travelers with physical disabilities seeking accessible accommodations and travel experiences.

6. Invincible Woman on Wheels

- **Website:** [Invincible Woman on Wheels](#)
- **Focus:** Accessible travel, event accessibility, and reviews for wheelchair users.
- **Why:** This blog focuses on providing reviews and insights into the accessibility of destinations and events for wheelchair users. Featuring Palm Beach County’s accessible events, cultural festivals, and inclusive accommodations would appeal to her readers.
- **Audience:** Travelers with physical limitations, especially wheelchair users, looking for accessible event and destination reviews.

7. Have Wheelchair Will Travel

- **Website:** [Have Wheelchair Will Travel](#)
- **Focus:** Accessible family travel, tips for traveling with a wheelchair, and destination guides.
- **Why:** This blog provides accessible travel tips for families traveling with someone who uses a wheelchair. Palm Beach County’s accessible family-friendly resorts, beaches, and nature experiences would be a great fit for the blog’s audience.
- **Audience:** Families traveling with individuals who have mobility challenges or physical limitations.

ACCESSIBLE TRAVEL PODCASTS

1. "Accessible Travel Talk"

- **Host:** Jamie Rudd
- **Platform:** Available on Spotify, Apple Podcasts, and more.
- **Focus:** Accessible travel tips, destination features, and personal stories of accessible travel.
- **Why:** This podcast focuses on practical tips for accessible travel, including destination features and personal experiences. Palm Beach County’s accessible attractions, transportation options, and inclusive accommodations could be featured to attract listeners seeking travel inspiration.
- **Audience:** Travelers with disabilities looking for accessible travel tips and destination recommendations.

2. "The Wheelchair Wanderer Podcast"

- **Host:** Dave Goldstein
- **Platform:** Available on Apple Podcasts and Spotify.
- **Focus:** Travel stories, tips, and destination guides for wheelchair users.
- **Why:** Dave Goldstein shares his personal travel experiences as a wheelchair user. Palm Beach County’s accessible beaches, parks, and resorts would be perfect for an episode focused on wheelchair-friendly destinations.
- **Audience:** Wheelchair users and travelers with mobility limitations seeking destination inspiration and practical travel tips.

3. "Accessible Travel with Olga"

- **Host:** Olga Munari Assaly
- **Platform:** Available on Apple Podcasts, Spotify, and other platforms.
- **Focus:** Accessible travel stories, tips, and reviews of accessible accommodations.
- **Why:** This podcast focuses on promoting accessible travel experiences for people with disabilities. Palm Beach County could be featured as a destination that offers a wide variety of accessible accommodations, outdoor activities, and attractions.
- **Audience:** People with disabilities, caregivers, and families looking for accessible travel tips and destination reviews.

4. "The Accessible Travel Podcast"

- **Host:** Matt Naldrett
- **Platform:** Available on Spotify, Apple Podcasts, and more.
- **Focus:** Accessible travel tips, destination recommendations, and practical advice for travelers with disabilities.
- **Why:** This podcast offers tips and advice for accessible travel, making it an ideal platform to showcase Palm Beach County's accessible tourism offerings, including wheelchair-friendly accommodations, transportation, and activities.
- **Audience:** Travelers with disabilities looking for practical advice and destination inspiration.

5. "Adaptive Travel Podcast"

- **Host:** Josh Basile
- **Platform:** Available on Apple Podcasts, Spotify, and more.
- **Focus:** Adventure travel and adaptive experiences for people with disabilities.
- **Why:** This podcast focuses on outdoor and adventure travel for people with physical limitations. Palm Beach County's accessible outdoor activities, nature reserves, and adaptive sports could be featured as part of an episode on accessible adventure travel.
- **Audience:** Travelers with disabilities, especially those interested in outdoor and adventure travel.

6. "Disability Visibility Podcast"

- **Host:** Alice Wong
- **Platform:** Available on Apple Podcasts, Spotify, and more.
- **Focus:** Disability stories, advocacy, and personal experiences.
- **Why:** While this podcast focuses on broader disability issues, it includes discussions on accessibility in public spaces, including travel destinations. Palm Beach County's accessible spaces, public parks, and accommodations could be featured as part of an episode focused on accessible travel.
- **Audience:** People with disabilities and their allies, interested in disability advocacy, visibility, and accessible spaces.

7. "Ability Stories"

- **Host:** Jeff Moyer
- **Platform:** Available on Apple Podcasts and Spotify.
- **Focus:** Personal stories of people with disabilities, including accessible travel experiences.
- **Why:** This podcast focuses on the personal stories of people with disabilities, including their travel experiences. An episode featuring Palm Beach County's accessible accommodations and activities would appeal to listeners looking for personal recommendations.
- **Audience:** People with disabilities interested in accessible travel and lifestyle experiences.



CARIBBEAN RESOURCES

To effectively promote Palm Beach County tourism to people considering Caribbean travel, it's essential to target blogs and podcasts that cater to beach lovers, adventure seekers, and luxury travelers who are typically drawn to the Caribbean for its warm weather, beaches, water activities, and cultural experiences.

CARIBBEAN-FOCUSED TRAVEL BLOGS

1. Uncommon Caribbean

- **Website:** [Uncommon Caribbean](#)
- **Focus:** Unique Caribbean destinations, off-the-beaten-path experiences, and local culture.
- **Why:** Uncommon Caribbean focuses on highlighting unique travel experiences across the Caribbean, emphasizing culture, nature, and adventure. Promoting Palm Beach County as a similar but easily accessible destination offering beach activities, vibrant culture, and luxury accommodations would attract travelers considering the Caribbean.
- **Audience:** Caribbean travelers looking for unique, culturally immersive, and off-the-beaten-path experiences.

2. Caribbean Journal

- **Website:** [Caribbean Journal](#)
- **Focus:** Caribbean travel news, destination guides, and hotel reviews.
- **Why:** Caribbean Journal is a major source of news and travel information for Caribbean-bound tourists. Featuring Palm Beach County's resorts, beaches, and cultural festivals would appeal to travelers looking for similar experiences as those found in the Caribbean but with the convenience of domestic travel.
- **Audience:** Travelers considering Caribbean destinations, looking for luxury accommodations and travel news.

3. The Traveling Island Girl

- **Website:** [The Traveling Island Girl](#)
- **Focus:** Beach vacations, luxury travel, and outdoor adventure across island destinations.
- **Why:** The blog focuses on showcasing the best of island life, with an emphasis on beaches, adventure, and relaxation. Palm Beach County’s beaches, water sports, and luxury resorts would be an appealing alternative for those considering Caribbean travel.
- **Audience:** Travelers who love island destinations, beach vacations, and outdoor adventure.

4. Caribbean & Co.

- **Website:** [Caribbean & Co.](#)
- **Focus:** Luxury travel, destination guides, and cultural experiences in the Caribbean.
- **Why:** This blog covers luxury travel, cultural events, and must-visit Caribbean destinations. Highlighting Palm Beach County’s luxury resorts, fine dining, and cultural festivals as an alternative to the Caribbean would appeal to its affluent readership.
- **Audience:** Luxury travelers considering Caribbean destinations, interested in culture and high-end experiences.

5. Island Runaways

- **Website:** [Island Runaways](#)
- **Focus:** Island travel, romantic getaways, and adventure.
- **Why:** This blog focuses on exploring

island destinations, ideal for couples and romantic getaways. Palm Beach County’s beaches, romantic resorts, and serene atmosphere would appeal to couples considering a Caribbean vacation.

- **Audience:** Couples and travelers seeking romantic or adventurous island getaways.

6. My Beautiful Adventures

- **Website:** [My Beautiful Adventures](#)
- **Focus:** Luxury travel, wellness retreats, and beach destinations.
- **Why:** My Beautiful Adventures caters to travelers looking for luxurious experiences, especially beach destinations and wellness retreats. Palm Beach County’s high-end resorts, wellness offerings, and beautiful beaches would be a great fit for this audience.
- **Audience:** Affluent travelers seeking luxury and wellness-focused beach vacations.

7. The Adventures of Nicole

- **Website:** [Adventures of Nicole](#)
- **Focus:** Adventure travel, island hopping, and cultural exploration.
- **Why:** This blog focuses on adventure travel and island destinations. Palm Beach County’s opportunities for water sports, eco-tourism, and cultural festivals would appeal to those considering the Caribbean for similar experiences.
- **Audience:** Adventure travelers and cultural explorers seeking water-based activities and island-style vacations.

1. "Caribbean Travel and Life"

- **Host:** Various contributors
- **Platform:** Available on Spotify and Apple Podcasts.
- **Focus:** Destination highlights, travel tips, and lifestyle features about the Caribbean.
- **Why:** This podcast focuses on Caribbean destinations, but Palm Beach County's warm-weather beaches, outdoor activities, and luxury resorts could be promoted as an alternative to the Caribbean, especially for those seeking a tropical getaway without the need for international travel.
- **Audience:** Caribbean-bound travelers seeking beach vacations, luxury stays, and travel tips.

2. "Rum & Reggae Podcast"

- **Hosts:** Various contributors
- **Platform:** Available on Spotify and Apple Podcasts.
- **Focus:** Caribbean culture, music, and travel stories.
- **Why:** This podcast celebrates the cultural aspects of the Caribbean, including music and travel experiences. Palm Beach County's own music festivals, cultural events, and beaches could be featured as a unique but similar destination to the Caribbean.
- **Audience:** Travelers interested in Caribbean culture, music, and experiences.

3. "Island Vibes"

- **Host:** Various
- **Platform:** Available on Spotify and Apple Podcasts.
- **Focus:** Island travel, beach destinations, and tropical lifestyle tips.
- **Why:** This podcast focuses on beach and island destinations, offering travel tips and inspiration for tropical getaways. Palm Beach County's beaches, waterfront dining, and nature activities could be featured as a tropical escape similar to the Caribbean.
- **Audience:** Travelers interested in tropical beach vacations, water sports, and outdoor relaxation.

4. "Caribbean Castaways"

- **Hosts:** RumShopRyan
- **Platform:** Available on Apple Podcasts, Spotify, and more.
- **Focus:** Caribbean travel tips, destination guides, and beach recommendations.
- **Why:** This podcast offers destination recommendations and beach tips for travelers interested in Caribbean destinations. Palm Beach County's beaches, beachfront resorts, and cultural experiences could be promoted as an alternative tropical escape.
- **Audience:** Caribbean-bound travelers looking for beach vacation inspiration.

5. "The Tropical Nomad"

- **Host:** Various contributors
- **Platform:** Available on Spotify and Apple Podcasts.
- **Focus:** Digital nomad lifestyle, tropical destinations, and travel tips.
- **Why:** This podcast caters to digital nomads who work while traveling in tropical destinations. Palm Beach County's co-working spaces, beachfront accommodations, and outdoor activities would appeal to nomads looking for a tropical escape similar to the Caribbean.
- **Audience:** Digital nomads and long-term travelers seeking tropical destinations with work-friendly environments.

6. "Beach Bound and Beyond"

- **Host:** Various contributors
- **Platform:** Available on Spotify and Apple Podcasts.
- **Focus:** Beach travel tips, resort reviews, and tropical vacation planning.
- **Why:** This podcast focuses on beach destinations and travel tips, making it an ideal platform to promote Palm Beach County's beaches, luxury resorts, and water activities as an alternative to the Caribbean.
- **Audience:** Beach lovers and tropical vacationers looking for beach destinations and luxury resorts.

7. "The Island Travel Podcast"

- **Hosts:** Various contributors
- **Platform:** Available on Apple Podcasts and Spotify.
- **Focus:** Island destinations, beach vacations, and tropical getaways.
- **Why:** This podcast focuses on island and beach destinations, with travel tips and guides for tropical getaways. Palm Beach County's beaches, waterfront activities, and luxury resorts could be promoted as a warm-weather alternative to the Caribbean.
- **Audience:** Travelers interested in beach vacations and island-style experiences.



CANADIAN RESOURCES

Canadians often look for warm-weather destinations, family-friendly activities, seasonal escapes (especially during the winter months), and cultural or nature-based experiences. Palm Beach County’s combination of beautiful beaches, cultural attractions, nature reserves, and luxury accommodations makes it an appealing destination for Canadian tourists.

CANADIAN TRAVEL BLOGS

1. The Planet D (Dave and Deb)

- **Website:** [The Planet D](#)
- **Focus:** Adventure travel, luxury travel, and cultural experiences.
- **Why:** The Planet D is one of Canada’s leading travel blogs, covering adventure, luxury, and unique travel experiences worldwide. Promoting Palm Beach County’s outdoor activities, eco-tourism, luxury resorts, and cultural festivals would resonate with their adventurous yet sophisticated audience.
- **Audience:** Canadian travelers interested in a mix of adventure, luxury, and cultural experiences.

2. Traveling Canucks (Cam and Nicole Wears)

- **Website:** [Traveling Canucks](#)
- **Focus:** Family travel, cultural exploration, and outdoor adventures.
- **Why:** Traveling Canucks focuses on family travel and adventurous destinations, making it a great platform to promote Palm Beach County’s family-friendly resorts, beaches, and outdoor activities like water sports and hiking trails.
- **Audience:** Canadian families looking for family-friendly vacations, outdoor adventures, and cultural experiences.

3. Solo Traveler (Janice Waugh)

- **Website:** [Solo Traveler](#)
- **Focus:** Solo travel tips, safety advice, and destination guides for solo travelers.
- **Why:** This blog is one of the leading platforms for solo travel, providing tips for solo travelers on safety, accommodations, and must-visit destinations. Palm Beach County's safe, welcoming, and solo-friendly beaches, resorts, and cultural activities would be ideal for promotion.
- **Audience:** Canadian solo travelers seeking destination tips, safety, and solo-friendly activities.

4. Going Awesome Places (Will Tang)

- **Website:** [Going Awesome Places](#)
- **Focus:** Adventure travel, destination guides, and outdoor experiences.
- **Why:** Will Tang's blog focuses on adventure and destination guides. Palm Beach County's mix of nature reserves, eco-tourism, and outdoor activities like kayaking, hiking, and wildlife spotting would appeal to his audience of adventurous Canadian travelers.
- **Audience:** Canadian travelers interested in outdoor adventures, nature, and cultural experiences.

5. Calculated Traveller

- **Website:** [Calculated Traveller](#)
- **Focus:** Budget-friendly travel tips, destination guides, and family travel.
- **Why:** This blog provides budget-friendly travel tips and guides,

making it a great platform to promote Palm Beach County's affordable yet luxurious accommodations, beach activities, and cultural attractions for families.

- **Audience:** Canadian families and budget-conscious travelers looking for affordable luxury and practical travel tips.

6. Toque and Canoe

- **Website:** [Toque and Canoe](#)
- **Focus:** Canadian travel stories, cultural exploration, and outdoor adventures.
- **Why:** Toque and Canoe is a blog that focuses on Canadian perspectives on travel, particularly highlighting cultural exploration and nature-based experiences. Promoting Palm Beach County's natural beauty, local cultural events, and outdoor adventures would appeal to their Canadian audience.
- **Audience:** Canadian travelers interested in unique cultural experiences, eco-tourism, and nature-focused travel.

7. Mapping Megan

- **Website:** [Mapping Megan](#)
- **Focus:** Adventure travel, cultural experiences, and solo travel tips.
- **Why:** Megan's blog focuses on adventure travel and cultural exploration, making it an excellent platform to promote Palm Beach County's outdoor activities, nature reserves, and cultural attractions.
- **Audience:** Canadian travelers looking for adventure, culture, and unique travel experiences.

1. "Explore: A Canadian Geographic Podcast"

- **Host:** David McGuffin
- **Platform:** Available on Apple Podcasts, Spotify, and others.
- **Focus:** Adventure travel, cultural exploration, and Canadian travel stories.
- **Why:** This podcast focuses on adventure travel and cultural experiences. Palm Beach County's nature reserves, wildlife tours, and cultural festivals could be featured as a warm-weather escape for Canadian adventurers.
- **Audience:** Canadian travelers interested in nature, culture, and outdoor adventure.

2. "The Travel Podcast" (from Canadian Affair)

- **Hosts:** Various contributors
- **Platform:** Available on Apple Podcasts, Spotify, and others.
- **Focus:** Destination features, travel tips, and global travel inspiration for Canadians.
- **Why:** This podcast offers destination guides and practical travel tips for Canadians. Palm Beach County's beaches, luxury resorts, and outdoor activities could be featured as part of a guide on top warm-weather destinations for Canadian travelers.
- **Audience:** Canadian travelers looking for destination inspiration and travel tips.

3. "Vacation Mavens" (Canadian edition)

- **Hosts:** Kimberly Tate and Tamara Gruber
- **Platform:** Available on Apple Podcasts, Spotify, and more.
- **Focus:** Family travel tips, destination guides, and travel planning advice.
- **Why:** This family-focused podcast offers tips and destination features for families traveling with kids. Palm Beach County's family-friendly resorts, museums, and outdoor adventures would be perfect for an episode on family vacations to Florida.
- **Audience:** Canadian families looking for family-friendly travel ideas and vacation tips.

4. "Canada's Great Outdoors"

- **Hosts:** Various
- **Platform:** Available on Apple Podcasts, Spotify, and more.
- **Focus:** Nature, adventure travel, and outdoor experiences for Canadians.
- **Why:** This podcast focuses on outdoor and adventure travel in Canada and beyond. Palm Beach County's eco-tourism activities, nature parks, and water sports could be featured as an exciting warm-weather alternative for Canadian adventurers.
- **Audience:** Canadian outdoor enthusiasts and adventure travelers seeking nature-based experiences.

5. "The Global Canadian"

- **Host:** Various contributors
- **Platform:** Available on Spotify and Apple Podcasts.
- **Focus:** Global travel, culture, and destination guides for Canadians.
- **Why:** This podcast focuses on global travel inspiration for Canadians, making it an ideal platform to promote Palm Beach County as a top international destination, especially for those looking to escape the cold for warm beaches and cultural attractions.
- **Audience:** Canadian travelers looking for cultural experiences, warm-weather destinations, and luxury travel.

6. "The Offbeat Life"

- **Host:** Debbie Arcangeles
- **Platform:** Available on Apple Podcasts, Spotify, and other platforms.
- **Focus:** Remote work, travel, and adventure for digital nomads and remote workers.
- **Why:** This podcast focuses on digital nomad life and remote work travel. Palm Beach County's mix of co-working spaces, luxury accommodations, and eco-friendly experiences would appeal to Canadian remote workers and digital nomads seeking new destinations.
- **Audience:** Canadian digital nomads, remote workers, and travelers looking for adventure and unique places to work from.

7. "Canadian Love of Travel"

- **Host:** Various contributors
- **Platform:** Available on Apple Podcasts, Spotify, and more.
- **Focus:** Travel stories, destination guides, and travel tips for Canadians.
- **Why:** This podcast focuses on sharing Canadian travel stories and offering destination tips. Palm Beach County's mix of beach destinations, cultural festivals, and outdoor activities could be featured as a must-visit for Canadian travelers.
- **Audience:** Canadian travelers looking for inspiration and practical travel advice.



UNITED KINGDOM RESOURCES

British travelers often look for destinations that offer a mix of luxury, relaxation, outdoor activities, family-friendly experiences, and cultural richness—all of which Palm Beach County can provide.

UK-BASED TRAVEL BLOGS

1. Hand Luggage Only

- **Website:** [Hand Luggage Only](#)
- **Focus:** Global travel, destination guides, photography, and food.
- **Why:** Hand Luggage Only is one of the UK’s most popular travel blogs, covering luxury travel, nature, and cultural experiences. Palm Beach County’s blend of cultural attractions, beautiful beaches, and high-end accommodations would be a great fit for their audience.
- **Audience:** UK-based travelers seeking unique experiences, luxury, and cultural insights.

2. The Travel Hack

- **Website:** [The Travel Hack](#)
- **Focus:** Affordable luxury, family travel, and travel tips.
- **Why:** The Travel Hack focuses on affordable luxury and family-friendly destinations. Highlighting Palm

Beach County’s family resorts, outdoor activities, and mix of affordable and luxurious experiences would resonate with this audience.

- **Audience:** UK families and couples looking for affordable yet luxurious travel experiences.

3. A Luxury Travel Blog

- **Website:** [A Luxury Travel Blog](#)
- **Focus:** Luxury travel, high-end destinations, and exclusive experiences.
- **Why:** Palm Beach County’s upscale resorts, fine dining, and exclusive experiences would appeal to A Luxury Travel Blog’s audience, which consists of affluent travelers seeking premium travel experiences.
- **Audience:** UK-based affluent travelers interested in luxury travel and exclusive destinations.

4. Wanderlust Chloe

- **Website:** [Wanderlust Chloe](#)
- **Focus:** Adventure travel, luxury experiences, and food.
- **Why:** Chloe covers luxury and adventure travel with a focus on food and unique experiences. Palm Beach County’s mix of outdoor activities, fine dining, and cultural attractions would appeal to her audience.
- **Audience:** UK-based adventure and luxury travelers looking for unique travel experiences.

5. Global Grasshopper

- **Website:** [Global Grasshopper](#)
- **Focus:** Cultural travel, eco-tourism, and unique destinations.
- **Why:** Global Grasshopper’s focus on eco-tourism and cultural exploration aligns well with Palm Beach County’s nature reserves, wildlife experiences, and cultural offerings.
- **Audience:** UK-based eco-conscious travelers and culture enthusiasts.

6. The Discoveries Of

- **Website:** [The Discoveries Of](#)
- **Focus:** Adventure travel, cultural experiences, and luxury travel.
- **Why:** The blog focuses on experiential travel and cultural immersion. Palm Beach County’s cultural festivals, art galleries, and nature-based activities would appeal to readers seeking immersive travel experiences.
- **Audience:** UK-based travelers interested in immersive cultural experiences and luxury travel.

7. Pommie Travels

- **Website:** [Pommie Travels](#)
- **Focus:** Solo travel, budget travel, and destination guides.
- **Why:** Pommie Travels provides practical travel guides and destination tips, making it a great platform to promote Palm Beach County’s affordable luxury, outdoor activities, and solo travel-friendly attractions.
- **Audience:** UK-based solo travelers and budget-conscious adventurers.

1. "The Travel Diaries"

- **Host:** Holly Rubenstein
- **Platform:** Available on Apple Podcasts, Spotify, and others.
- **Focus:** Celebrity travel stories, destination inspiration, and luxury travel.
- **Why:** This popular UK-based travel podcast interviews celebrities and travel experts about their favorite destinations. Palm Beach County's mix of luxury hotels, cultural events, and natural beauty could be featured as a dream destination.
- **Audience:** UK-based luxury travelers and those seeking destination inspiration from well-known personalities.

2. "Travel Goals Podcast"

- **Host:** Pip Jones
- **Platform:** Available on Apple Podcasts, Spotify, and others.
- **Focus:** Travel planning, goal-setting, and destination features.
- **Why:** Palm Beach County could be featured as an ideal destination for both relaxation and adventure, with a focus on meeting travel goals such as wellness, outdoor activities, or cultural immersion.
- **Audience:** UK-based travelers looking for practical travel tips and goal-oriented travel experiences.

3. "The Big Travel Podcast"

- **Host:** Lisa Francesca Nand
- **Platform:** Available on Apple Podcasts, Spotify, and more.
- **Focus:** Inspirational travel stories and destination highlights.
- **Why:** This podcast explores personal travel stories from a range of guests. Palm Beach County could be featured through engaging narratives about its beaches, luxury resorts, cultural events, and natural beauty.
- **Audience:** UK-based travelers looking for destination inspiration and personal travel stories.

4. "The Rough Guide to Everywhere"

- **Host:** Various
- **Platform:** Available on Apple Podcasts, Spotify, and other platforms.
- **Focus:** Adventure travel, cultural experiences, and off-the-beaten-path destinations.
- **Why:** Palm Beach County's natural parks, wildlife experiences, and outdoor adventures could be featured to appeal to UK adventurers and culture-seekers.
- **Audience:** UK-based adventure travelers and those seeking unique cultural experiences.

4. "What The Pho Travel Podcast"

- **Hosts:** Nick and Amy
- **Platform:** Available on Apple Podcasts, Spotify, and others.
- **Focus:** Travel stories, cultural experiences, and destination guides.
- **Why:** Nick and Amy share travel stories and tips, often with a focus on unique cultural experiences. Palm Beach County's art galleries, festivals, and local food scene could be showcased to appeal to their audience.
- **Audience:** UK-based travelers looking for cultural immersion and destination inspiration.

5. "Wander Woman Podcast"

- **Host:** Phoebe Smith
- **Platform:** Available on Apple Podcasts, Spotify, and more.
- **Focus:** Adventure travel, nature, and destination highlights.
- **Why:** Palm Beach County's eco-tourism, wildlife experiences, and nature reserves could be promoted as part of an episode focused on outdoor adventures and nature travel.
- **Audience:** UK-based adventure travelers and nature enthusiasts.

6. "Amateur Traveler" (UK Edition)

- **Host:** Chris Christensen
- **Platform:** Available on Apple Podcasts, Spotify, and others.
- **Focus:** Destination guides, travel stories, and practical tips.
- **Why:** The UK edition of this podcast focuses on destination features and practical travel tips, making it a good fit for promoting Palm Beach County's wide variety of attractions, from beaches and nature to luxury hotels and cultural events.
- **Audience:** UK-based travelers looking for comprehensive travel guides and inspiration.



SPANISH LANGUAGE RESOURCES

Promoting Palm Beach County tourism to Spanish-speaking audiences, particularly those in Latin America, Mexico, and the U.S. Hispanic market, requires targeting relevant Spanish-language blogs and podcasts that focus on travel, culture, lifestyle, and tourism. These platforms cater to Spanish-speaking travelers and can highlight Palm Beach County's natural beauty, cultural richness, and luxury offerings.

SPANISH-LANGUAGE TRAVEL BLOGS

1. Viajeros Callejeros

- **Website:** [Viajeros Callejeros](#)
- **Focus:** International travel tips, guides, and itineraries.
- **Why:** Viajeros Callejeros focuses on detailed travel itineraries and destination tips, making it perfect for promoting Palm Beach County's unique mix of luxury, culture, and nature. Their readers are interested in comprehensive guides, which could position Palm Beach as a must-visit in Florida.
- **Audience:** Spanish-speaking travelers looking for practical advice and detailed travel plans.

2. Alan x el Mundo (Alan Estrada)

- **Website:** [Alan x el Mundo](#)
- **YouTube:** [Alan x el Mundo](#)
- **Focus:** Personal travel experiences and destination videos.
- **Why:** Alan Estrada is one of the most popular Spanish-speaking travel bloggers and vloggers. His content focuses on a wide range of destinations and travel experiences, making him an excellent partner to promote Palm Beach County's natural beauty, cultural attractions, and unique experiences.
- **Audience:** Mexican and Latin American travelers who are passionate about discovering new destinations and travel tips.

3. Guías Viajar

- **Website:** [Guías Viajar](#)
- **Focus:** Travel guides for destinations around the world.
- **Why:** This blog offers comprehensive travel guides with detailed itineraries and tips for destinations across the globe, including a focus on the U.S. Promoting Palm Beach County as a unique destination within their U.S. guides would be a great way to attract Spanish-speaking travelers.
- **Audience:** Travelers from Spain and Latin America seeking organized, well-researched travel guides.

4. Los Traveleros

- **Website:** [Los Traveleros](#)
- **Focus:** Budget travel, cultural experiences, and travel itineraries.
- **Why:** Los Traveleros focuses on offering budget-friendly travel tips with a focus on unique cultural experiences, making them a great platform to promote eco-tourism, local dining, and affordable but enriching activities in Palm Beach County.
- **Audience:** Budget-conscious travelers from Spain and Latin America who are interested in cultural exploration.

5. Mi Viaje por el Mundo

- **Website:** [Mi Viaje por el Mundo](#)
- **Focus:** Travel inspiration and adventure travel experiences.
- **Why:** This blog is known for providing adventurous and off-the-

beaten-path travel tips. Highlighting Palm Beach County’s natural parks, wildlife, and eco-tourism opportunities would resonate well with this audience.

- **Audience:** Spanish-speaking travelers seeking adventure, outdoor activities, and lesser-known travel destinations.

6. Mochileando por el Mundo

- **Website:** [Mochileando por el Mundo](#)
- **Focus:** Backpacking, budget travel, and immersive travel experiences.
- **Why:** Palm Beach County’s eco-friendly attractions, nature reserves, and off-the-beaten-path experiences could be featured as unique and affordable destinations for backpackers and adventurers.
- **Audience:** Young, budget-conscious travelers from Spain and Latin America.

7. La Mochila de Mamá

- **Website:** [La Mochila de Mamá](#)
- **Focus:** Family travel, adventure, and cultural exploration.
- **Why:** This blog focuses on family-friendly travel, which aligns with Palm Beach County’s wide array of family activities, including nature parks, beaches, museums, and local events. It’s an excellent platform for promoting family vacations.
- **Audience:** Spanish-speaking families looking for travel ideas and cultural experiences.

1. "Viajar es un Placer"

- **Host:** Various
- **Platform:** Available on Spotify and other podcast platforms.
- **Focus:** Personal travel stories, destination highlights, and travel tips.
- **Why:** This podcast offers a mix of personal experiences and practical travel advice. Palm Beach County could be featured as an exciting destination with diverse experiences, from luxury resorts to cultural attractions.
- **Audience:** Spanish-speaking travelers looking for inspiration and practical travel tips.

2. "El Viaje de tus Sueños"

- **Host:** Jorge Molina
- **Platform:** Available on iVoox, Spotify, and other platforms.
- **Focus:** Exotic and dream destinations with tips on planning the perfect trip.
- **Why:** Palm Beach County could be presented as a dream destination, offering a mix of high-end luxury, beautiful beaches, and cultural experiences.
- **Audience:** Spanish-speaking audiences interested in upscale, luxury travel and unique destinations.

3. "Viajando con Vos"

- **Host:** Various contributors
- **Platform:** Available on Apple Podcasts, Spotify, and others.
- **Focus:** Travel experiences, interviews with travel experts, and travel tips.
- **Why:** This blog focuses on family-friendly travel, which aligns with Palm Beach County's wide array of family activities, including nature parks, beaches, museums, and local events. It's an excellent platform for promoting family vacations.
- **Audience:** Spanish-speaking families looking for travel ideas and cultural experiences.

4. "La Aventura de Viajar"

- **Host:** Pablo Strubell & Itziar Marcotegui
- **Platform:** Available on Spotify, iVoox, and other platforms.
- **Focus:** Unique travel destinations and immersive travel experiences.
- **Why:** The hosts frequently explore immersive travel, which would pair well with Palm Beach County's cultural, historical, and nature-based tourism experiences.
- **Audience:** Spanish-speaking adventurers and culture seekers interested in meaningful travel experiences.

5. "Nos Vamos de Viaje"

- **Host:** Carlos Rubio
- **Platform:** Available on Spotify, Apple Podcasts, and Google Podcasts.
- **Focus:** Travel advice, trip planning, and destination features.
- **Why:** This podcast could cover Palm Beach County's diverse attractions, such as its natural parks, beach activities, and cultural landmarks. The host frequently features personal travel experiences and practical advice.
- **Audience:** Spanish-speaking travelers planning vacations and seeking destination guides.

6. "Viajando sin Planes"

- **Host:** Will Luna
- **Platform:** Available on Spotify, iVoox, and other podcast platforms.
- **Focus:** Long-term travel, budget travel, and cultural experiences.
- **Why:** This podcast could focus on Palm Beach County's cultural richness, eco-tourism, and unique local experiences that don't require heavy planning or spending, attracting younger, budget-conscious travelers.
- **Audience:** Spanish-speaking long-term travelers and backpackers.

7. "Mi Equipaje de Mano"

- **Host:** Adrián and Edith
- **Platform:** Available on Spotify and iVoox.
- **Focus:** Travel stories, destination highlights, and insider tips.
- **Why:** Palm Beach County could be highlighted as a destination with beautiful beaches, great cultural attractions, and eco-friendly activities. The podcast often features in-depth guides and personal travel stories.
- **Audience:** Travelers from Spain and Latin America interested in detailed travel guides and experiences.



FRENCH LANGUAGE RESOURCES

French-speaking travelers often seek destinations that offer a mix of cultural richness, natural beauty, and unique travel experiences, all of which align with what Palm Beach County offers.

FRENCH-LANGUAGE TRAVEL BLOGS

1. Voyages etc. (Adeline Gressin)

- **Website:** [Voyages etc.](#)
- **Focus:** Solo travel, adventure, and cultural experiences.
- **Why:** Adeline’s blog focuses on experiential travel, cultural discoveries, and off-the-beaten-path destinations. Palm Beach County’s mix of culture, nature, and outdoor activities would resonate with her readers.
- **Audience:** French travelers, particularly solo female travelers, interested in cultural exploration, nature, and unique experiences.

2. Le Blog de Sarah (Sarah Poniatowski)

- **Website:** [Le Blog de Sarah](#)
- **Focus:** Adventure travel, cultural immersion, and luxury travel.
- **Why:** Sarah’s blog blends adventure and cultural immersion with luxury

travel, making it an ideal platform to showcase Palm Beach County’s luxury resorts, cultural events, and natural beauty.

- **Audience:** French-speaking luxury travelers and adventurers seeking unique and high-end travel experiences.

3. Maud’s Travel

- **Website:** [Maud’s Travel](#)
- **Focus:** Family travel, road trips, and outdoor adventures.
- **Why:** Maud’s blog is perfect for promoting family-friendly activities in Palm Beach County, including nature parks, beaches, and family resorts. She also emphasizes eco-tourism, which aligns with Palm Beach’s sustainable travel offerings.
- **Audience:** French-speaking families looking for eco-friendly, adventure, and family travel experiences.

4. Instinct Voyageur (Fabrice Dubesset)

- **Website:** [Instinct Voyageur](#)
- **Focus:** Adventure, off-the-beaten-path destinations, and sustainable travel.
- **Why:** Fabrice’s focus on adventurous and immersive travel would make Palm Beach County’s eco-tourism offerings, natural reserves, and outdoor activities appealing to his audience.
- **Audience:** French adventurers and nature lovers seeking sustainable and off-the-beaten-path travel experiences.

5. Carnets de Traverse

- **Website:** [Carnets de Traverse](#)
- **Focus:** Photography, travel guides, and cultural exploration.
- **Why:** Known for stunning photography and immersive travel stories, Carnets de Traverse can highlight Palm Beach County’s natural beauty, cultural attractions, and scenic landscapes, appealing to a culturally curious and artistic audience.
- **Audience:** French-speaking travelers interested in culture, photography, and scenic destinations.

6. Un Sac sur le Dos

- **Website:** [Un Sac sur le Dos](#)
- **Focus:** Responsible travel, eco-tourism, and immersive cultural experiences.
- **Why:** This blog is an excellent platform for promoting Palm Beach County’s sustainable tourism efforts, nature parks, and local cultural experiences. The blog’s readers are environmentally conscious and seek destinations that prioritize eco-friendly practices.
- **Audience:** Eco-conscious French-speaking travelers interested in nature, sustainability, and immersive cultural experiences.

7. Les Pauline

- **Website:** [Les Pauline](#)
- **Focus:** Lifestyle, luxury travel, and personal experiences.
- **Why:** Les Pauline focuses on lifestyle and luxury travel, making it an ideal platform to promote Palm Beach County’s upscale hotels, fine dining, and luxury shopping. Their audience values high-end, stylish travel experiences.
- **Audience:** Affluent French-speaking travelers interested in luxury experiences and refined travel.

1. "Le Tour du Monde"

- **Host:** Various travelers and explorers.
- **Platform:** Available on Apple Podcasts, Spotify, and others.
- **Focus:** World travel stories, tips, and destination highlights.
- **Why:** This podcast could feature Palm Beach County as a diverse destination offering luxury, nature, and cultural experiences, positioning it as a must-visit location for French travelers.
- **Audience:** French-speaking travelers seeking destination inspiration and practical travel advice.

2. "Voyages et Vagabondages"

- **Host:** Lucie Avenel
- **Platform:** Available on Apple Podcasts, Spotify, and other platforms.
- **Focus:** Travel tips, immersive experiences, and destination guides.
- **Why:** Palm Beach County's beaches, natural parks, and cultural venues could be highlighted as immersive and must-see destinations in Florida, appealing to French travelers looking for both relaxation and exploration.
- **Audience:** French-speaking solo travelers, adventure seekers, and cultural explorers.

3. "La Bougeotte"

- **Host:** Jessica Labrie
- **Platform:** Available on Apple Podcasts and Spotify.
- **Focus:** Travel experiences, tips for solo travelers, and unique destinations.
- **Why:** This podcast could feature Palm Beach County's mix of solo-friendly activities, cultural events, and nature experiences, attracting independent French-speaking travelers.
- **Audience:** French-speaking solo travelers and adventurers looking for unique, culturally enriching travel experiences.

4. "Voyages Passionnés"

- **Host:** Stéphane and Sébastien
- **Platform:** Available on Spotify, Deezer, and iVoox.
- **Focus:** Passionate travel stories and immersive destination guides.
- **Why:** The hosts are passionate about exploring new places, making Palm Beach County's beaches, eco-tourism, and local culture a great feature for an episode about Florida's hidden gems.
- **Audience:** French travelers seeking destination stories that offer inspiration and detailed travel guides.

5. "Allo la Planète"

- **Host:** Eric Lange
- **Platform:** Available on Apple Podcasts, Deezer, and other platforms.
- **Focus:** Adventure travel, off-the-beaten-path destinations, and world explorers.
- **Why:** Palm Beach County's nature reserves, outdoor activities, and water sports can be highlighted to adventurous French-speaking travelers looking for unique experiences in Florida.
- **Audience:** Adventurous French-speaking travelers interested in outdoor activities, cultural exploration, and less touristy destinations.

6. "Voyages, Voyages"

- **Host:** Margot Laborde
- **Platform:** Available on Spotify, iTunes, and other platforms.
- **Focus:** Unique travel destinations, practical tips, and travel stories.
- **Why:** Palm Beach County's unique blend of culture, nature, and luxury could be featured as a top destination for French travelers seeking a balance of relaxation and exploration.
- **Audience:** French-speaking travelers looking for offbeat, immersive, and luxurious travel experiences.

7. "Évasion"

- **Host:** Philippe Boucher
- **Platform:** Available on Radio-Canada and various podcast platforms.
- **Focus:** Travel stories, interviews with travel experts, and destination highlights.
- **Why:** Palm Beach County could be featured as an ideal escape, highlighting its luxury resorts, nature trails, and cultural events, appealing to travelers from Quebec and other French-speaking regions.
- **Audience:** French-speaking travelers interested in unique travel destinations and stories from around the world.



BRAZILIAN-PORTUGUESE LANGUAGE RESOURCES

Brazilian travelers often look for destinations that provide beach vacations, luxury accommodations, shopping, and nature-based activities. Palm Beach County's mix of beautiful beaches, cultural attractions, shopping districts, and luxury resorts makes it an attractive destination for Brazilian tourists.

BRAZILIAN TRAVEL BLOGS

1. Viaje na Viagem (Ricardo Freire)

- **Website:** [Viaje na Viagem](#)
- **Focus:** Travel tips, destination guides, and family-friendly travel.
- **Why:** Viaje na Viagem is one of the most well-known travel blogs in Brazil. It offers detailed destination guides and travel tips, making it a great platform to promote Palm Beach County's beaches, luxury resorts, family-friendly accommodations, and cultural events.
- **Audience:** Brazilian travelers looking for comprehensive travel guides and tips, especially for family vacations and beach destinations.

2. Viajando com Pimpolhos (Claudia Rodrigues)

- **Website:** [Viajando com Pimpolhos](#)
- **Focus:** Family travel, destination reviews, and kid-friendly activities.
- **Why:** This blog focuses on family travel, offering tips and recommendations for family-friendly destinations. Promoting Palm Beach County's family resorts, kid-friendly attractions, and beach activities would resonate well with Brazilian families planning vacations.
- **Audience:** Brazilian families looking for kid-friendly destinations and family vacation tips.

3. Mala Pronta (Amanda Antunes)

- **Website:** [Mala Pronta](#)
- **Focus:** Travel tips, beach destinations, and cultural travel.
- **Why:** Mala Pronta covers a wide range of travel experiences, with a focus on beach destinations and cultural exploration. Featuring Palm Beach County's beautiful beaches, cultural festivals, and shopping experiences would appeal to her audience of Brazilian beach lovers and culture enthusiasts.
- **Audience:** Brazilian travelers interested in beach vacations, cultural exploration, and luxury travel.

4. Eduardo & Mônica

- **Website:** [Eduardo & Mônica](#)
- **Focus:** Travel tips, luxury travel, and beach destinations.
- **Why:** This blog focuses on travel for couples, with an emphasis on luxury and romantic destinations. Palm Beach County's luxury hotels, fine dining, and exclusive beach experiences would be a great fit for their Brazilian audience.
- **Audience:** Brazilian couples looking for romantic and luxurious travel experiences.

5. Aprendiz de Viajante (Claudia Beatriz)

- **Website:** [Aprendiz de Viajante](#)
- **Focus:** Travel tips, destination guides, and family travel.
- **Why:** Aprendiz de Viajante provides destination guides and practical

travel tips, making it ideal for promoting Palm Beach County's family-friendly accommodations, cultural activities, and beaches.

- **Audience:** Brazilian families and travelers looking for practical travel tips and destination guides.

6. Blog da Gelly

- **Website:** [Blog da Gelly](#)
- **Focus:** Luxury travel, beach destinations, and cultural experiences.
- **Why:** Gelly's blog covers luxury travel and beach destinations, making it a perfect platform to feature Palm Beach County's luxury resorts, fine dining, and cultural attractions, especially for affluent Brazilian travelers.
- **Audience:** Brazilian travelers looking for luxury travel, beach vacations, and cultural exploration.

7. Mari and the City

- **Website:** [Mari and the City](#)
- **Focus:** Urban travel, luxury experiences, and cultural destinations.
- **Why:** This blog focuses on urban destinations and luxury travel experiences, making it an excellent platform to promote Palm Beach County's cultural offerings, shopping districts, and luxury accommodations.
- **Audience:** Affluent Brazilian travelers interested in cultural experiences and luxury travel.

1. "Viajando na Maionese"

- **Hosts:** Various
- **Platform:** Available on Spotify, Apple Podcasts, and others.
- **Focus:** Travel stories, destination highlights, and travel tips.
- **Why:** This podcast covers personal travel experiences and destination highlights. Palm Beach County could be featured as a beach and luxury destination with family-friendly activities and outdoor adventures, appealing to Brazilian listeners looking for a warm-weather vacation.
- **Audience:** Brazilian travelers looking for travel inspiration and practical destination tips.

2. "Papo Viagem Podcast"

- **Hosts:** Jade and Maurilio
- **Platform:** Available on Spotify, Apple Podcasts, and others.
- **Focus:** Destination guides, travel tips, and cultural exploration.
- **Why:** This podcast provides in-depth guides to destinations around the world. Palm Beach County's beaches, cultural attractions, and luxury accommodations could be featured as a top travel destination for Brazilian tourists seeking relaxation and culture.
- **Audience:** Brazilian travelers seeking detailed destination guides and cultural experiences.

3. "Despachados"

- **Host:** Foca
- **Platform:** Available on Spotify, Apple Podcasts, and more.
- **Focus:** Travel planning, destination guides, and tips for Brazilian travelers.
- **Why:** This podcast focuses on helping Brazilian travelers plan their vacations with destination guides and travel tips. Palm Beach County's family-friendly resorts, outdoor activities, and luxury experiences could be promoted as a perfect vacation spot for Brazilians.
- **Audience:** Brazilian families and travelers looking for vacation planning tips and destination recommendations.

4. "Viajar Pra Quê?"

- **Hosts:** Carlos e Jade
- **Platform:** Available on Apple Podcasts, Spotify, and others.
- **Focus:** Travel stories, cultural exploration, and unique travel experiences.
- **Why:** This podcast focuses on the importance of cultural exploration and storytelling. Palm Beach County's rich cultural festivals, art galleries, and local attractions would be perfect for a feature, appealing to Brazilian travelers seeking both cultural immersion and relaxation.
- **Audience:** Brazilian travelers interested in culture, storytelling, and unique experiences.

5. "Na Nossa Vida"

- **Host:** Adriana Magalhães
- **Platform:** Available on Spotify, Apple Podcasts, and others.
- **Focus:** Family travel, destination guides, and personal travel stories.
- **Why:** This family-focused travel podcast is perfect for promoting Palm Beach County's family-friendly attractions, resorts, and outdoor activities. Highlighting family travel experiences in Palm Beach County would resonate with the podcast's audience.
- **Audience:** Brazilian families looking for family travel inspiration and tips.

6. "O Podcast de Viagem"

- **Hosts:** Bruno and Camilini
- **Platform:** Available on Apple Podcasts and Spotify.
- **Focus:** Travel tips, destination guides, and beach destinations.
- **Why:** This podcast focuses on travel tips and beach destinations, making it an excellent platform to promote Palm Beach County's beautiful beaches, resorts, and outdoor activities to Brazilian travelers.
- **Audience:** Brazilian travelers interested in beach vacations and travel tips.

7. "Quero Viajar Mais"

- **Host:** Various contributors
- **Platform:** Available on Spotify and Apple Podcasts.
- **Focus:** Destination highlights, travel deals, and budget travel tips.
- **Why:** This podcast covers a variety of travel topics, including budget travel, luxury experiences, and destination features. Palm Beach County's mix of affordable luxury, cultural attractions, and family-friendly activities could be featured to attract Brazilian travelers.
- **Audience:** Brazilian travelers looking for affordable yet luxurious vacation options and travel deals.



GERMAN LANGUAGE RESOURCES

These platforms cater to German-speaking travelers who appreciate authentic experiences, cultural immersion, nature exploration, and high-end travel—all of which Palm Beach County offers.

GERMAN-LANGUAGE TRAVEL BLOGS

1. Reisedepeschen (Johannes Klaus)

- **Website:** [Reisedepeschen](#)
- **Focus:** Unique travel stories, immersive travel experiences, and off-the-beaten-path destinations.
- **Why:** Reisedepeschen focuses on experiential travel and storytelling, making it ideal for highlighting Palm Beach County’s cultural and natural experiences, including eco-tourism, local arts, and wellness retreats.
- **Audience:** German-speaking travelers interested in authentic and immersive travel experiences, including culture and nature.

2. Planet Hibbel (Nadine Ormo)

- **Website:** [Planet Hibbel](#)
- **Focus:** Family travel, sustainable travel, and eco-tourism.
- **Why:** Nadine’s blog focuses on sustainable and family-friendly travel, which aligns with Palm Beach County’s family-friendly resorts,

beaches, and eco-tourism activities. Promoting the county’s natural parks and wildlife experiences would resonate well with her audience.

- **Audience:** German-speaking families looking for sustainable and family-friendly travel experiences.

3. Weltenbummler Mag (Nicole)

- **Website:** [Weltenbummler Mag](#)
- **Focus:** Luxury travel, adventure, and cultural exploration.
- **Why:** This blog focuses on luxury travel and cultural exploration, making it a great fit to promote Palm Beach County’s high-end resorts, fine dining, and luxury lifestyle. Highlighting the county’s cultural attractions would also appeal to her audience.
- **Audience:** Affluent German-speaking travelers looking for luxury experiences and cultural exploration.

4. Lilies Diary (Christine Neder)

- **Website:** [Lilies Diary](#)
- **Focus:** Travel, lifestyle, and personal experiences.
- **Why:** Christine’s blog blends personal stories with travel experiences, focusing on unique, culturally rich destinations. Palm Beach County’s combination of luxury, nature, and culture would appeal to her audience.
- **Audience:** German-speaking travelers interested in lifestyle, culture, and personal travel experiences.

5. Travel on Toast (Anja Beckmann)

- **Website:** [Travel on Toast](#)
- **Focus:** Food, travel tips, and nature experiences.
- **Why:** Anja’s blog offers practical travel tips and features food and nature experiences, making it an ideal platform to promote Palm Beach County’s culinary scene, nature reserves, and local food markets.
- **Audience:** German-speaking travelers who are food lovers, nature enthusiasts, and adventure seekers.

6. Reisebloggerin (Gudrun Krinzinger)

- **Website:** [Reisebloggerin](#)
- **Focus:** Cultural travel, adventure, and off-the-beaten-path experiences.
- **Why:** Gudrun focuses on immersive travel and cultural experiences, making her blog a great fit for promoting Palm Beach County’s

vibrant art scene, cultural events, and unique local attractions.

- **Audience:** German-speaking travelers who appreciate cultural immersion and off-the-beaten-path experiences.

7. German Backpacker (Patrick Muntzinger)

- **Website:** [German Backpacker](#)
- **Focus:** Adventure travel, backpacking, and travel tips.
- **Why:** Patrick’s blog focuses on adventurous, budget-friendly travel, which could highlight Palm Beach County’s outdoor activities, nature parks, and adventure travel options, appealing to a younger, more adventurous audience.
- **Audience:** Budget-conscious German-speaking travelers and adventure seekers.

8. Travelita (Anita Brechbühl)

- **Website:** [Travelita](#)
- **Focus:** Nature, culture, and sustainable travel.
- **Why:** Anita’s blog focuses on outdoor adventures, cultural experiences, and sustainable travel, making it an excellent platform to promote Palm Beach County’s eco-tourism initiatives, nature reserves, and cultural events.
- **Audience:** German-speaking travelers interested in nature, culture, and sustainability.

1. "Welttournee – Der Reisepodcast"

- **Hosts:** Adrian and Christoph
- **Platform:** Available on Spotify, Apple Podcasts, and others.
- **Focus:** Global travel experiences, destination highlights, and practical tips.
- **Why:** This popular German travel podcast could feature Palm Beach County's blend of luxury, culture, and outdoor activities as a top Florida destination, appealing to German-speaking travelers looking for diverse experiences.
- **Audience:** German-speaking travelers interested in discovering new destinations, travel tips, and experiences around the world.

2. "Reisen Reisen – Der Podcast"

- **Hosts:** Jochen Schliemann and Michael Dietz
- **Platform:** Available on Apple Podcasts, Spotify, and other platforms.
- **Focus:** Travel stories, destination recommendations, and cultural experiences.
- **Why:** Palm Beach County could be featured as a must-visit Florida destination, with a focus on its natural beauty, cultural attractions, and luxurious lifestyle. The podcast frequently explores both popular and hidden gem destinations.
- **Audience:** German-speaking travelers interested in cultural exploration and destination inspiration.

3. "Off The Path"

- **Host:** Sebastian Canaves
- **Platform:** Available on Apple Podcasts, Spotify, and other platforms.
- **Focus:** Adventure travel, off-the-beaten-path experiences, and outdoor activities.
- **Why:** Sebastian focuses on adventure and unique travel experiences, making Palm Beach County's nature reserves, hiking trails, and water sports an ideal fit for an episode.
- **Audience:** German-speaking adventure travelers looking for outdoor activities, eco-tourism, and unique experiences.

4. "Explore The World"

- **Host:** Marco Buch
- **Platform:** Available on Apple Podcasts, Spotify, and more.
- **Focus:** Travel tips, budget travel, and cultural exploration.
- **Why:** Marco's podcast could feature Palm Beach County as a budget-friendly destination for travelers seeking both cultural immersion and outdoor experiences.
- **Audience:** German-speaking budget-conscious travelers and adventure seekers.

5. "Gate 7 – Fernweh und Fotografie"

- **Host:** Kai Behrmann
- **Platform:** Available on Apple Podcasts, Spotify, and other platforms.
- **Focus:** Travel photography, cultural experiences, and storytelling.
- **Why:** Palm Beach County's scenic landscapes, cultural landmarks, and vibrant arts scene would make for a visually stunning episode. The podcast appeals to those who enjoy capturing their travel experiences through photography.
- **Audience:** German-speaking travel photographers and culturally curious travelers.

6. "Audiotravels"

- **Host:** Henry Barchet
- **Platform:** Available on Apple Podcasts, Spotify, and other platforms.
- **Focus:** Cultural travel, stories from around the world, and destination highlights.
- **Why:** Palm Beach County's mix of cultural festivals, art galleries, and historical landmarks would be perfect for an episode focused on U.S. travel and culture.
- **Audience:** German-speaking travelers interested in culture, history, and local stories from around the world.

7. "Urlaubsguru Podcast"

- **Host:** Various
- **Platform:** Available on Apple Podcasts, Spotify, and other platforms.
- **Focus:** Travel tips, budget travel, and destination recommendations.
- **Why:** Palm Beach County could be highlighted as a Florida destination with a mix of luxurious and affordable experiences, from eco-tourism and nature parks to high-end resorts and culinary experiences.
- **Audience:** German-speaking travelers looking for travel deals, budget tips, and destination inspiration.



JAPANESE LANGUAGE RESOURCES

Japanese travelers often seek destinations that offer a blend of luxury, cultural richness, scenic beauty, and unique experiences, which aligns perfectly with what Palm Beach County has to offer.

JAPANESE-LANGUAGE TRAVEL BLOGS

1. Tabi Labo (タビラボ)

- **Website:** [Tabi Labo](#)
- **Focus:** Travel, culture, lifestyle, and wellness.
- **Why:** Tabi Labo covers a wide range of travel and lifestyle topics, with a focus on immersive and meaningful travel experiences. Palm Beach County’s wellness retreats, luxury resorts, and cultural attractions would resonate well with their audience.
- **Audience:** Japanese travelers interested in cultural experiences, luxury travel, and wellness.

2. Tadaima Japan (ただいま日本)

- **Website:** [Tadaima Japan](#)
- **Focus:** Travel within and outside of Japan, including unique cultural experiences and local insights.
- **Why:** This blog focuses on authentic travel experiences, highlighting

destinations through a cultural lens. Palm Beach County’s art galleries, historical landmarks, and local cultural events could be promoted as unique U.S. experiences.

- **Audience:** Japanese travelers looking for culturally immersive and unique travel experiences.

3. Ryoko Yomiuri (旅行読売)

- **Website:** [Ryoko Yomiuri](#)
- **Focus:** Travel guides, itineraries, and destination highlights.
- **Why:** As one of Japan’s major travel publications, Ryoko Yomiuri provides in-depth guides and itineraries. Featuring Palm Beach County’s natural beauty, cultural sites, and luxury accommodations could appeal to Japanese tourists planning U.S. trips.
- **Audience:** Japanese travelers looking for detailed travel guides and itineraries.

4. Yokoso Japan (ようこそジャパン)

- **Website:** [Yokoso Japan](#)
- **Focus:** Travel tips, destination features, and cultural travel.
- **Why:** Yokoso Japan focuses on promoting cultural and travel experiences. Palm Beach County’s rich arts scene, cultural festivals, and scenic beauty could be highlighted to attract Japanese travelers seeking new and luxurious destinations.
- **Audience:** Japanese-speaking travelers interested in cultural immersion and travel tips.

5. Bee Travel (ビートラベル)

- **Website:** [Bee Travel](#)
- **Focus:** Luxury travel, cultural destinations, and fine dining.
- **Why:** Bee Travel focuses on luxury travel and high-end experiences. Palm Beach County’s luxury hotels, fine dining, and cultural attractions could be featured as a top destination for Japanese tourists seeking luxury and refinement.
- **Audience:** Affluent Japanese travelers interested in luxury experiences and cultural travel.

6. TRiPORT (トリポート)

- **Website:** [TRiPORT](#)
- **Focus:** Global travel, cultural insights, and travel guides.
- **Why:** TRiPORT offers detailed travel guides and insights into global destinations. Promoting Palm Beach County’s diverse attractions, including its nature reserves, beaches, and cultural experiences, would fit well with the platform’s focus.
- **Audience:** Japanese-speaking travelers interested in exploring global destinations with detailed travel tips.

7. Tabi Log (たびログ)

- **Website:** [Tabi Log](#)
- **Focus:** Travel, food, and cultural experiences.
- **Why:** Tabi Log focuses on in-depth travel and food experiences. Featuring Palm Beach County’s culinary scene, including seafood, farm-to-table dining, and local food festivals, could attract Japanese food enthusiasts and travelers.
- **Audience:** Japanese travelers who are food lovers and cultural enthusiasts.

1. "Tabi Kaigi" (旅会議)

- **Hosts:** Multiple contributors
- **Platform:** Available on Spotify and Apple Podcasts.
- **Focus:** Travel planning, destination features, and travel tips.
- **Why:** This podcast is centered around travel planning and destination highlights. Palm Beach County could be featured as a premier destination for luxury travel, wellness retreats, and cultural exploration.
- **Audience:** Japanese travelers looking for travel inspiration and practical travel advice.

2. "Nomad Kyoukai" (ノマド教会)

- **Hosts:** Various travelers and digital nomads.
- **Platform:** Available on Spotify and Apple Podcasts.
- **Focus:** Digital nomad lifestyle, travel tips, and unique destinations.
- **Why:** This podcast appeals to the growing Japanese digital nomad community. Palm Beach County's blend of serene coastal areas, luxury hotels, and co-working spaces could attract remote workers and long-term travelers.
- **Audience:** Japanese digital nomads and long-term travelers seeking unique, peaceful, and luxurious destinations.

3. "Asobiba Podcast" (アソビバポッドキャスト)

- **Hosts:** Various
- **Platform:** Available on Apple Podcasts and Spotify.
- **Focus:** Travel experiences, outdoor adventures, and destination features.
- **Why:** Palm Beach County's outdoor activities, water sports, and nature reserves could be featured as part of the podcast's focus on outdoor adventure and immersive travel.
- **Audience:** Japanese-speaking adventure seekers and outdoor enthusiasts.

4. "Sekai no Arukikata" (世界の歩き方)

- **Host:** Various
- **Platform:** Available on Apple Podcasts, Spotify, and other platforms.
- **Focus:** Cultural travel, destination highlights, and travel tips.
- **Why:** This popular travel podcast could feature Palm Beach County's cultural festivals, art galleries, and historical landmarks, making it an attractive destination for Japanese tourists interested in cultural exploration.
- **Audience:** Japanese-speaking travelers interested in cultural experiences and travel tips for unique destinations.

5. "Tabi no Oto" (旅の音)

- **Host:** Hiroshi Takahashi
- **Platform:** Available on Spotify, Apple Podcasts, and others.
- **Focus:** Immersive travel stories and destination highlights.
- **Why:** This podcast focuses on the sounds and experiences of travel, making Palm Beach County's natural beauty, beach vibes, and cultural events a great fit for a featured episode.
- **Audience:** Japanese travelers who appreciate immersive storytelling and cultural travel.

6. "Tadaima Podcast" (ただいまポッドキャスト)

- **Hosts:** Yuki and Tomomi
- **Platform:** Available on Apple Podcasts, Spotify, and Google Podcasts.
- **Focus:** Lifestyle, travel experiences, and cultural exploration.
- **Why:** This podcast focuses on lifestyle and travel, offering practical tips and destination highlights. Palm Beach County's balance of luxury, nature, and culture could be an appealing feature for the podcast's audience.
- **Audience:** Japanese travelers looking for lifestyle and travel tips, with an interest in cultural and luxury travel.

7. "Kankou Dai" (観光大)

- **Host:** Various tourism professionals
- **Platform:** Available on Apple Podcasts, Spotify, and more.
- **Focus:** Tourism trends, destination marketing, and travel tips.
- **Why:** This podcast, hosted by tourism experts, discusses destination marketing and travel tips. Featuring Palm Beach County as a luxurious, culturally rich, and eco-friendly destination could appeal to listeners interested in global tourism trends.
- **Audience:** Japanese-speaking tourism professionals, travelers, and destination marketers.



CHINESE LANGUAGE RESOURCES

To effectively promote Palm Beach County tourism to Chinese-speaking audiences, particularly in China, Taiwan, Hong Kong, and Chinese-speaking communities worldwide, it's essential to target Chinese-language blogs and podcasts that focus on luxury travel, nature, culture, and unique experiences.

CHINESE-LANGUAGE TRAVEL BLOGS

1. Qyer (穷游网)

- **Website:** [Qyer](#)
- **Focus:** Comprehensive travel guides, destination recommendations, and travel tips for Chinese-speaking travelers.
- **Why:** Qyer is one of the largest travel platforms in China, offering in-depth travel tips and itineraries. Featuring Palm Beach County's luxury resorts, nature experiences, and cultural attractions would appeal to their audience seeking both luxury and family-friendly travel experiences.
- **Audience:** Chinese-speaking travelers, including families and solo travelers, looking for in-depth travel guides and unique destinations.

2. Mafengwo (马蜂窝)

- **Website:** [Mafengwo](#)
- **Focus:** User-generated travel guides, destination reviews, and travel tips.
- **Why:** Mafengwo is a popular travel site where users share their personal travel experiences. Promoting Palm Beach County's luxurious hotels, pristine beaches, and outdoor activities through user stories and detailed guides would resonate with their audience.
- **Audience:** Independent Chinese travelers, particularly young professionals and families looking for personalized travel experiences.

3. Ctrip (携程)

- **Website:** [Ctrip](#)
- **Focus:** Travel services, destination guides, and booking platforms for Chinese travelers.
- **Why:** As China's leading travel booking site, Ctrip's travel blog section offers curated travel content. Featuring Palm Beach County as a top luxury and cultural destination in Florida would appeal to affluent Chinese travelers and families seeking premium experiences.
- **Audience:** Chinese-speaking travelers interested in luxury vacations, cultural experiences, and family travel.

4. Feekr (Feekr旅行)

- **Website:** [Feekr](#)
- **Focus:** Unique travel experiences, boutique hotels, and luxury destinations.
- **Why:** Feekr focuses on high-end, boutique travel experiences. Palm Beach County's luxury resorts, fine dining, and unique local experiences could be featured as a top luxury destination for Chinese tourists.
- **Audience:** Affluent Chinese travelers looking for high-end, boutique, and unique travel experiences.

5. Lux Travel (奢旅网)

- **Website:** [Lux Travel](#)
- **Focus:** Luxury travel, upscale destinations, and exclusive experiences.
- **Why:** Lux Travel caters to high-net-

worth individuals seeking exclusive luxury travel experiences. Palm Beach County's luxury hotels, private beaches, spas, and cultural offerings would appeal to their audience.

- **Audience:** High-end Chinese-speaking travelers seeking luxury travel experiences and exclusive destinations.

6. China Travel Blog (中国旅游博客)

- **Website:** [China Travel Blog](#)
- **Focus:** Travel tips, destination guides, and cultural insights.
- **Why:** This blog offers detailed travel guides and tips for Chinese tourists traveling abroad. Featuring Palm Beach County's cultural attractions, nature parks, and high-end resorts would appeal to travelers looking for a mix of nature and luxury.
- **Audience:** Chinese-speaking travelers interested in cultural, nature-based, and luxury travel experiences.

7. Qiongyou (穷游)

- **Website:** [Qiongyou](#)
- **Focus:** Budget travel, cultural exploration, and nature-based destinations.
- **Why:** Palm Beach County's eco-tourism, outdoor activities, and cultural landmarks would appeal to budget-conscious Chinese travelers seeking adventure and authentic local experiences.
- **Audience:** Younger, budget-conscious Chinese-speaking travelers looking for immersive travel experiences.

1. "Lvxing Taoke" (旅行Talk)

- **Platform:** Available on Ximalaya, Apple Podcasts, and Spotify.
- **Focus:** Destination highlights, travel tips, and cultural experiences.
- **Why:** This podcast focuses on travel tips and cultural experiences, making it a great platform to promote Palm Beach County's mix of luxury resorts, cultural festivals, and nature reserves.
- **Audience:** Chinese-speaking travelers looking for travel inspiration, tips, and cultural experiences.

2. "Lu Yu Youyue" (陆游游阅)

- **Platform:** Available on Ximalaya, Apple Podcasts, and others.
- **Focus:** Travel stories, destination features, and unique travel experiences.
- **Why:** Featuring Palm Beach County's natural beauty, upscale accommodations, and unique cultural offerings would appeal to listeners who are seeking diverse travel experiences.
- **Audience:** Chinese-speaking travel enthusiasts interested in unique and luxurious travel destinations.

3. "Xingcheng Baogao" (行程报告)

- **Platform:** Available on Ximalaya, Apple Podcasts, and more.
- **Focus:** Detailed travel itineraries, insider tips, and destination recommendations.
- **Why:** This podcast focuses on detailed travel itineraries and trip planning. An episode could explore a Palm Beach County itinerary that includes luxury stays, cultural visits, beach activities, and nature reserves.
- **Audience:** Chinese-speaking travelers planning vacations and seeking detailed destination guides.

4. "Daodi Lvxing" (到底旅行)

- **Platform:** Available on Ximalaya, Apple Podcasts, and Spotify.
- **Focus:** Adventure travel, off-the-beaten-path destinations, and cultural immersion.
- **Why:** Palm Beach County's nature reserves, wildlife tours, and cultural festivals could be highlighted as immersive travel experiences, ideal for adventurous Chinese travelers.
- **Audience:** Chinese-speaking adventurers and culture seekers.

5. "Lvxing Zhi Shang" (旅行之上)

- **Platform:** Available on Ximalaya, Apple Podcasts, and other platforms.
- **Focus:** Luxury travel, destination highlights, and high-end experiences.
- **Why:** This podcast focuses on luxury and high-end travel, making Palm Beach County's luxury hotels, fine dining, and upscale shopping a perfect feature.
- **Audience:** Affluent Chinese-speaking travelers looking for luxury travel destinations.

6. "Xiang Pengyou Yiyang Lvxing" (像朋友一样旅行)

- **Platform:** Available on Ximalaya, Spotify, and Apple Podcasts.
- **Focus:** Casual travel conversations, destination highlights, and practical travel tips.
- **Why:** The podcast's casual approach to travel conversations could highlight Palm Beach County's mix of luxury and local experiences, with a focus on making the county accessible and enjoyable for Chinese tourists.
- **Audience:** Chinese-speaking travelers looking for practical advice and destination inspiration.

7. "Lvxing Riji" (旅行日记)

- **Platform:** Available on Ximalaya, Apple Podcasts, and other platforms.
- **Focus:** Personal travel stories, destination insights, and cultural experiences.
- **Why:** Palm Beach County could be featured through personal stories of visitors who experienced its beaches, nature reserves, luxury resorts, and cultural attractions, appealing to a wide range of Chinese travelers.
- **Audience:** Chinese-speaking travelers interested in personal travel experiences and destination insights.

The details, contacts, programming, and recommendations in this analysis are based on work conducted in October and November 2024. As items can shift quickly in a digital world, please double check contacts, applicability, and resources before proceeding with any recommendation.



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