

Tampa Bay Regional Planning Council

Branding Roundtable



FLORIDA'S WEST COAST

Marketing/Branding Structure

- *Marketing handled through an efficient collaboration between CVB and best-in-class marketing vendors*
- *Targeting typical Florida West Coast markets of in and out-of-state drive, lift and international markets*
- *Recently re-examined destination brand and have set a course to amplify the destination's presence*

Current Branding Strategies

- *Recently completed 9-month process*
- *Based on research of past and most likely visitors*
- *Deeply reflective of what the destination is and why it is most likely to attract visitors vis-à-vis other options*
- *Is purposely distinct and different from area counterparts*
- *Designed for long-term utilization*

Areas of Regional Collaboration

- *Distant markets*
- *Mutual Emerging or Markets of Opportunity*
- *Periods of Emergency or Misperception*

Potential Common Goals or Messages

- *All have common goals of increasing awareness and visitation*
- *Messages must be based on and tailored to markets*
- *When markets are:*
 - *Distant*
 - *Mutual Emerging or Markets of Opportunity*
 - *Periods of Emergency or Misperception*

Can Collaboration Benefit?

- *We currently are collaborating*
 - *Sarasota/Manatee*
 - *Super Bowl*
 - *RNC*
 - *Ryder Cup*
 - *Air Carriers*
- *Opportunities of mutual benefit*
- *Reduction of mutual expenses*
- *Elimination of mutual barriers to visitation*

Are There Downsides to Collaboration?

- *Potential of individual destinations appearing less distinctive to potential visitors*
- *Possibility of diverting resources necessary on the local level*

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