

## June 13, 2018 Regional Tourism Meeting Summary

The Regional Tourism Committee of the Regional Community Institute held its 5th meeting on June 13, 2018 at 3:00pm at City of Fernandina Beach Commission Chambers in Nassau County. The group discussed data, audience, marketing and funding strategies. They agreed that the first step to determining what is doable is asking all counties to identify the types of assets they have to see what that suggests as to our identity as a region. This should assist with next steps. Ideas below were transcribed from the meeting notes. The meeting ended at 4:30 pm. The next meeting is to be held in St. Johns County, venue to be determined, on Thursday, July 19, 2018.

### DATA

- A1 TDC – has A.I. data
  - Impact, locations, impact of tourism
  - Annual year in review
  - On website
  - Welcome Center
- Nassau does not have separate entity
- Hunting Preserves
- White Oak
- Issue – differences btw approaches – different entities
- Research is expensive
- Use Visa View – track CC data
- Visit FL – Northeast Florida district is different
- GAP – Regional Data
- 501C3 donations are deductible
- 501C6 – business donations can be written off
- Main Street
  - Use Riverway South model to engage businesses
  - Original Florida
  - Have brochures based on assets – businesses buy in
- Need asset inventory
- Antiques
  - Use asset matrix as check boxes for July / August
- Day trippers

## MARKETING

- Florida First Coast Golf and Visit Florida
  - Beaches
  - Downtowns
- Focus on “feeder” markets – stay longer, spend more
- Sustainable Tourism – year round
- Spend a couple of days at Amelia, Jacksonville, St. Augustine
- Off the beaten track
- Who are you going after
  - What is the mode to reach them
- Which “organization “owns” it?
- 
- Visit FL – Regional COOPS
  - Examples: regional brand
- Ask:
  - Top 3 selling points
  - 3 hidden assets
- Add sports to matrix
  - Fishing
  - Paddling
  - Birding and wildlife
  - Night life
  - Main streets