

BOCC Meeting



Florida's
ADVENTURE COAST
BROOKSVILLE ❖ WEEKI WACHEE

January 28, 2023

Marketing Priorities



- ❖ Reach the right customer at the right time, with the right content
- ❖ Capitalize on volumes of content on FAC.com
- ❖ Increase online customer service opportunities
- ❖ Promote & gamify The Mermaid Tale Trail
- ❖ Provide a booking engine for Adventure Travel Packages
- ❖ Increase our media outreach efforts
- ❖ Expand international marketing initiatives

FloridasAdventureCoast.com



Additional Content Development

- ❖ Partner Portal
 - ❖ Training / How to videos
 - ❖ Grant Funding Information
 - ❖ Co-op Advertising Programs Information
 - ❖ Industry Research
- ❖ Press Section for both coverage and additional pages with fillable forms (FAM / Press Tours)
- ❖ Landing Page for Digital Passport

Marketing Technology

AI Powered Digital Chatbot



WASHINGTON DC

A Capital Spring

Your ultimate guide to the cherry blossoms and springtime in Washington, DC [SEE MORE >](#)

EXPLORE

Visit Washington DC
Powered by Messenger

including peak bloom dates and how to get to the blossoms.

Your Guide to the National Cherry Blossom Festival
Everything you need to know, including peak bloom dates.

[Cherry Blossom Guide](#)

Ask a question...

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Marketing Technology

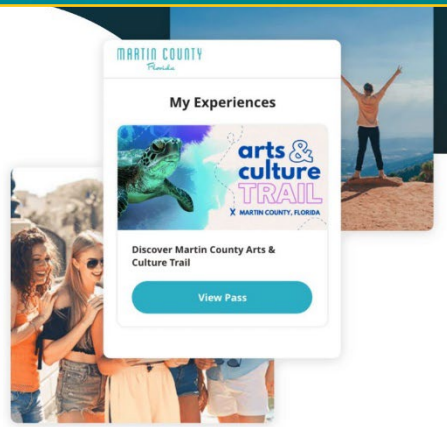
Digital Passport



Gamified Trails

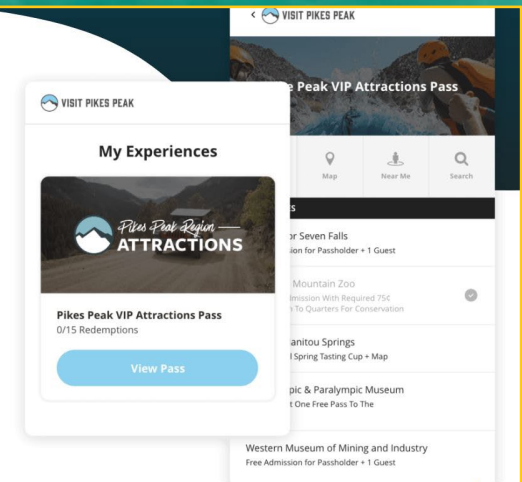
Check in. Win prizes. It's that simple with Bandwango's Gamified Trails passports! These free passes are built to entice and reward visitors and locals to move throughout your community's best offerings. Using Gamified Trails, destinations can drive engagement, which ultimately leads to loyalty. Forbes reports more than 80 percent of millennials and two-thirds of baby boomers have interested in getting rewards or prizes for their engagement with brands.

Let's Talk



Whether it's a theme park, ski resort, museum, or creative combinations of all of the above, when Bandwango's DXE is used for Attraction Passes, it gives our clients a powerful tool to drive crowds, not only to visit attractions, but to spend more money while there. These passes are mobile solutions designed to enhance the visitor experience, capture dynamic marketing data, and most importantly drive regional economic impact.

Schedule A Demo



Destination Enhancements



Monument Signs

Brooksville Main Street Lighting

