



*Florida's*  
**ADVENTURE COAST**  
BROOKSVILLE ♦ WEEKI WACHEE

# 2023-2028 Strategic Plan

## Summary Presentation

# Field Research Perceptions



78%

Five-Star

Visit Satisfaction



50%

Go Home

After Visiting

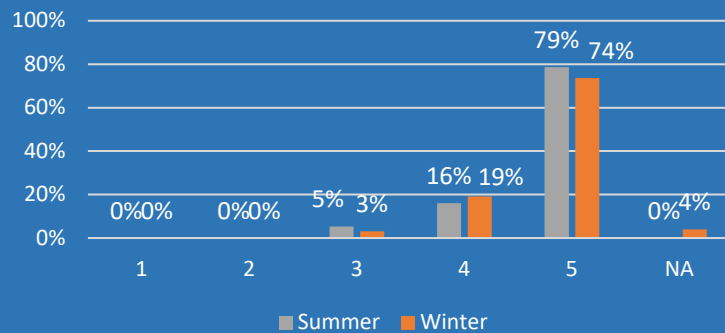


29%

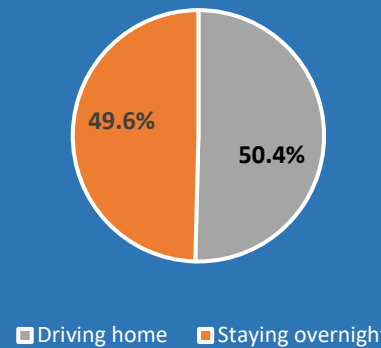
Outside FL

Visitors

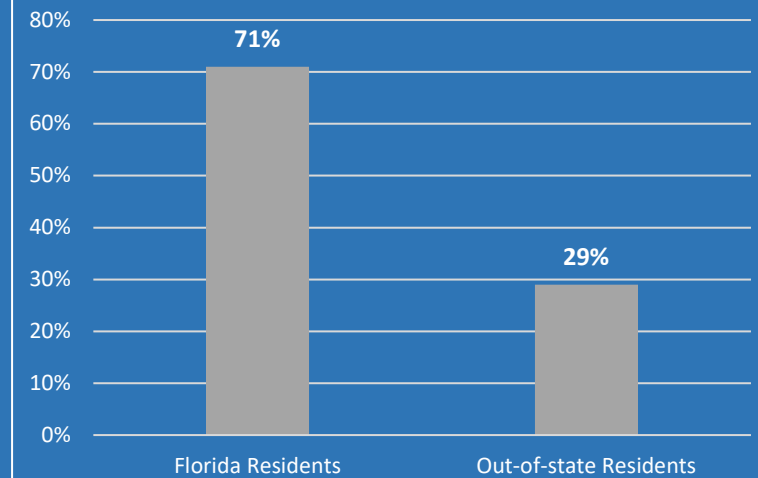
On a scale from 1 to 5, with 1 being very dissatisfied and 5 being very satisfied, how satisfied are you with your experience in Hernando County?



Winter Dispatches: Are you staying overnight in the County or do you plan on driving home after the event?



Where is home?



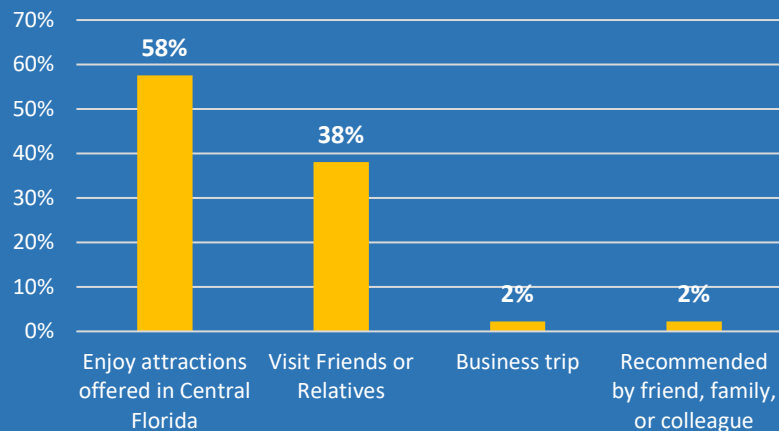
# Field Research Brand Associations



**58%**  
**Visited**

For a Florida Experience

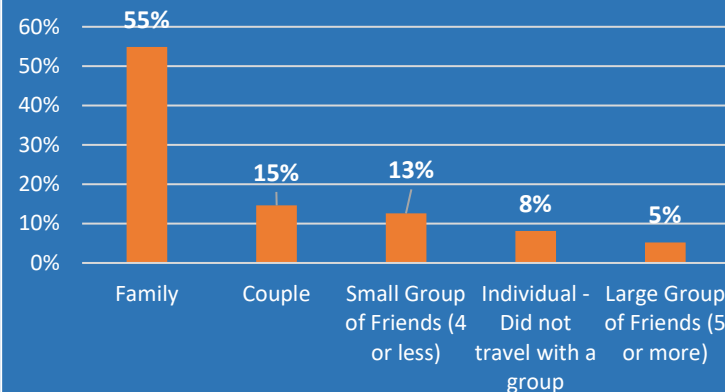
What was the primary reason that you visited Central Florida? (n= 907)



**55%**  
**Family-focused**

Travel Groups

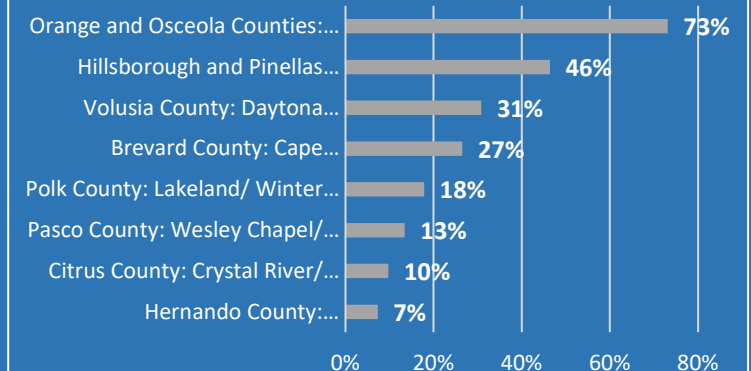
What type of group were you with when you visited Central Florida most recently? (n=907)



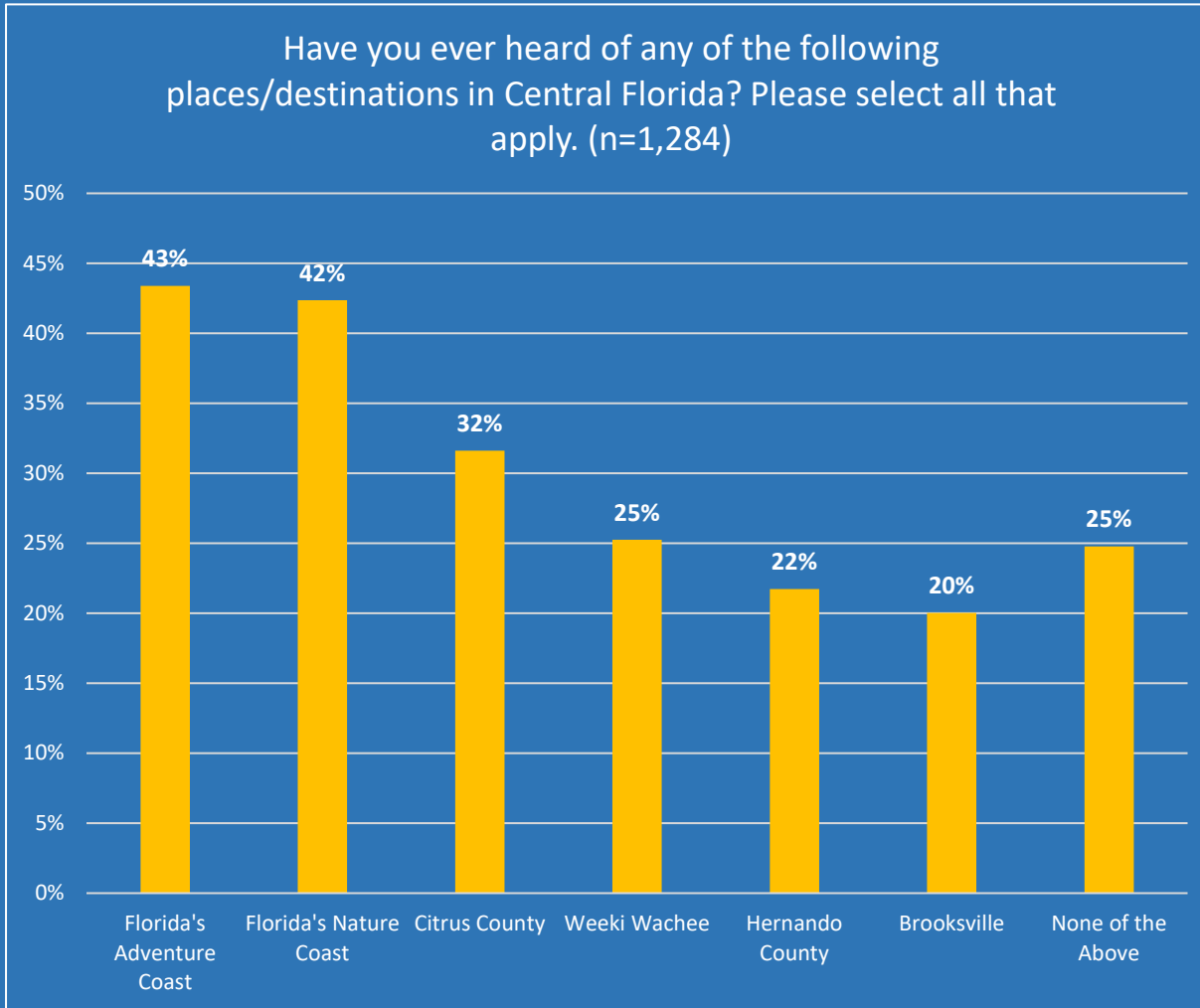
**7%**  
**Prior Visitation**

To Hernando County

Which areas have you actually visited in Central Florida in the past 5 years? Select all that apply. (n=912)



# Brand Recognition



“Florida’s Adventure Coast” and “Florida’s Nature Coast” were the most recognized name out of all the names provided



# Experiences in Hernando County

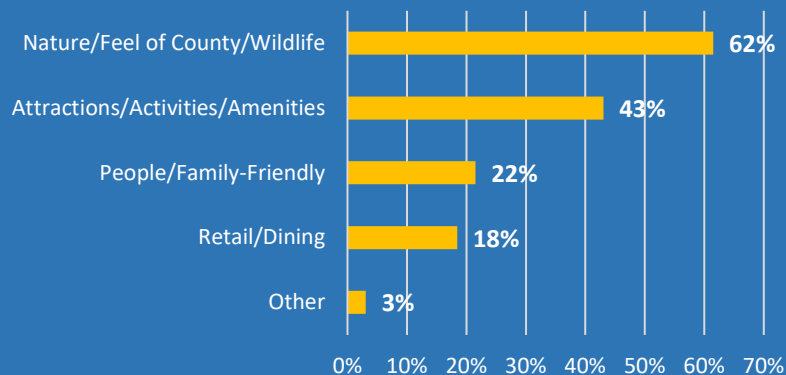


62%

**Natural Aspects**

Best Part of Hernando County

In a few brief words, what were the best parts about your experience in Hernando County? (n= 65)

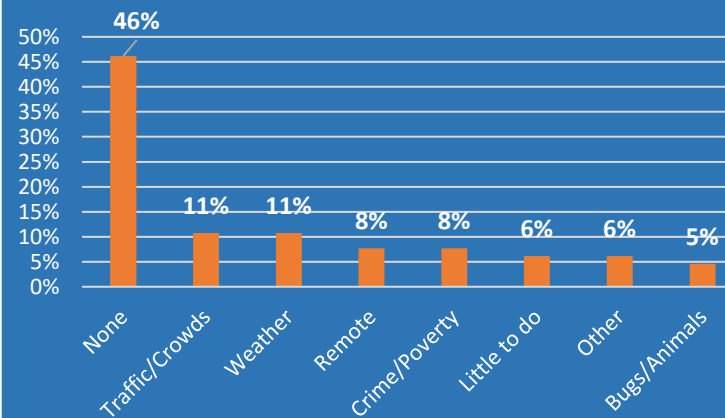


46%

**No Problems**

With their visit to the county

In a few brief words, what were the worst parts about your experience in Hernando County? (n= 65)

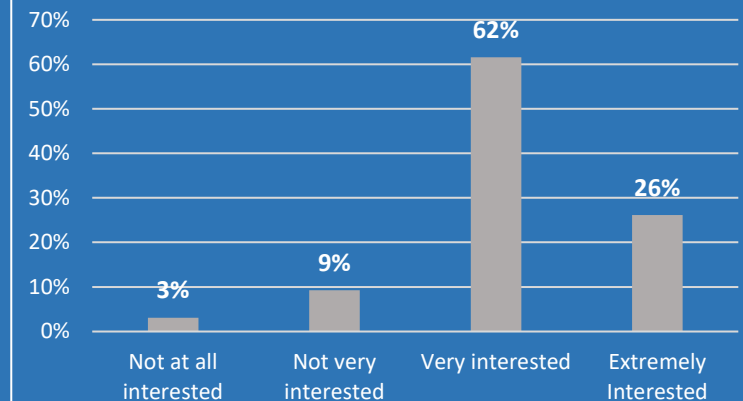


88%

**Interested**

In Returning to Hernando County

How interested are you in returning to Hernando County again in the future? (n=65)





# Stakeholder Insights



Stakeholders felt that “Adventure Coast” does not accurately describe today’s Hernando County, and feel that adoption of the term is weak



Stakeholders identified Weeki Wachee River and State Park as the primary tourism driver, but also noted that it is already overused



Stakeholders argued that large amounts of recent and upcoming development threatens Hernando’s “Old Florida” and natural appeals



Stakeholders Identified a weak hotel inventory as a negative factor affecting the market



# Destination Stewardship Objectives

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## Emphasize Quality over Quantity of Visitors in Promoting Hernando County

- Objective: Prioritize high-value visitors for sustainable tourism
- Description: These visitors appreciate Hernando County's unique offerings and are from niche markets like eco-tourism, cultural tourism, and gastronomy tourism
- KPI: Increase in average tourist spending, length of stay, and satisfaction scores

## In Progress

- Upgrade Destination Research Platform for targeting of high-value visitors
- Include more niche marketing opportunities in overall marketing program
- Modify storytelling and video to include multiple partners
- Include multi-day itineraries in eNewsletters

# Destination Stewardship Objectives

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## Further, Promote and Encourage Signature Events within Hernando County

- Objective: Foster festivals, sporting events, cultural experiences that reflect Hernando County's identity
- Description: Work with local organizations to publicize and make these events accessible to visitors
- KPI: Increase in the number of signature events and tourist visits, economic impact of these events

## In Progress

- Increased TDC Special Event Grant Funding by 100% in order to support more events.
- Promoting the increased funding via eNewsletters, social media and local media



# Destination Stewardship Objectives

## Invest in Beautification and Preservation of Hernando County's Urban Assets

- Objective: Enhance the county's urban appeal through beautification and preservation projects
- Description: Fund public art installations, development of green spaces, historic preservation efforts
- KPI: Number of beautification and preservation projects completed, increase in tourist satisfaction scores

## In Progress

- Continued development of the Mermaid Tale Trail; adding one Mermaid statue per year to County Properties
- Continued Support of Brooksville Main Street and HC Fine Arts Council's Mural and Arts Programs

## Staff Recommendation

- Establish TDC Destination Improvement Grants for small projects such as Brooksville Main Street Lighting, Way Finding Signage, Pole Banners or other low-cost improvements

# Destination Stewardship Objectives

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## Recruit New, Higher-End Hotels with Meeting and Events Emphasis

- Objective: Attract investments in luxury accommodation and business-oriented spaces
- Description: Collaborate with potential investors and hotel chains for meeting rooms, event facilities, luxury stays
- KPI: Increase in the number of high-end hotels and event spaces, increase in events booked

## Invest in Focused Development of Enhanced Access to Natural Attractions

- Objective: Expand access to natural attractions while maintaining ecological balance
- Description: Projects may include more hiking/biking trails, water access points, guided tours, etc.
- KPI: Number of new or improved access points, increase in visitation to natural attractions

# Community Alignment Objectives

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## Deepen Engagement with Local Business and Community Organizations

- Objective: Strengthen relationships with local businesses and community organizations
- Description: Collaborate with entities like local chamber of commerce for joint initiatives, tourism growth
- KPI: Number of joint initiatives, overall tourism growth, increased collaboration between the DMO and the chamber

## In Progress

- Exploring Business Concierge Portal to allow all businesses to appear in Places Feeds on [FloridasAdventureCoast.com](https://www.FloridasAdventureCoast.com)

## Planned

- More Partner Visits
- Development of Tourism Education Program

# Community Alignment Objectives

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## Implement Resident Education Programs on the Value of Tourism

- Objective: Address misconceptions about tourism, foster a welcoming environment for visitors
- Description: Highlight economic and cultural benefits of tourism through workshops, seminars, and community events
- KPI: Number of educational programs conducted, improvement in resident sentiment towards tourism

## Planned

- Quarterly media update on Tourism Initiatives, programs and benefits
- Increased speaking engagements

# Digital Conversion Objectives

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## Reimagine the Welcome Center

- Objective: Transform the Welcome Center into an unmanned, technology-driven community center
- Description: Host programs to enlighten residents about tourism, integrate digital screens for real-time updates
- KPI: Number of educational programs conducted, improvement in resident sentiment towards tourism

## Planned

- Install self-service touch-screen kiosk in Welcome Center
- Add AI Powered Chat-bot to [FloridasAdventureCoast.com](https://FloridasAdventureCoast.com)

# Digital Conversion Objectives

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## Enhance Digital Storytelling

- Objective: Bring Hernando County's unique attractions to life through digital storytelling
- Description: Use videos, podcasts, and interactive maps to engage and capture the imagination of potential visitors
- KPI: Increase in content engagement, user-generated content, and digital conversions

## In Progress

- Updated Destination Overview Video
- Creation of Reels and Shorts in addition to long-form video
- Video Fishing Report with rotating boat captains
- Creation of Digital Passport for promoting trails
- DestinationMermaids.com

## Planned

- Launch of Destination Podcast

# Digital Conversion Objectives

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## Support Partner Business Digital Marketing Efforts

- Objective: Work in tandem with the marketing efforts of local businesses and organizations
- Description: Promote co-op promotions, shared content, co-branded campaigns, social media takeovers, guest blog posts
- KPI: Increase in online visibility, web traffic, and social media engagement for both the DMO and partner organizations

## In Progress

- Development of co-op marketing programs FY2024
- Upgrade to Events Feed to incorporate “Places Near Here” listings
- Create “How to” content for Partners to share key words and hashtags, GMB Best Practices
- Form for hosting FAM Tour opportunities



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*Thank You!*