



Hernando County BOCC Meeting

June 23, 2026

Brand Refresh

PURPOSE

To strengthen Florida's Adventure Coast by aligning the brand identity and campaigns with the core emotional drivers that motivate targets to visit.



BRAND INSIGHTS



1

“Adventure Coast” suggests high-energy activity.

2

Visitors often describe the experience as scenic, relaxed, and easygoing.

3

Current messaging emphasizes what to do - not how it feels

4

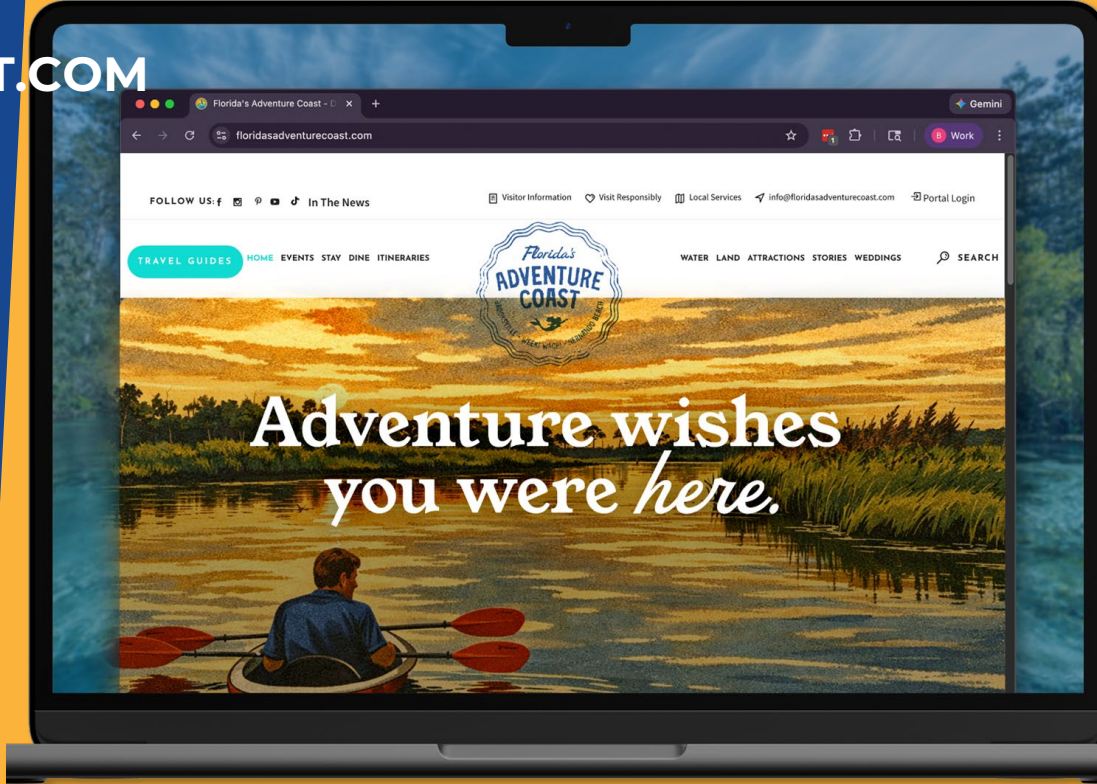
To move forward, we need to redefine “Adventure” as a feeling or entity—not just an action.



We need to capture something more emotional—perhaps even nostalgic—for our unique slice of Old Florida. Welcome to a place where “Adventure wishes you were here.”

ADVENTURE WISHES YOU WERE HERE

FLORIDASADVENTURECOAST.COM





**Return
to the era of
*Enchantment***



JOIN US




**Hunt for
scallops,
and a
lifetime of
*Memories***

DIVE IN



**Step out of the rush
and into *Wonder***



LET'S GO



Florida's
**ADVENTURE
COAST**
BROOKSVILLE • WEEKI WACHEE • HERNANDO BEACH

DIGITAL DISPLAY



HIGHLIGHTING OUR UNIQUE COMMUNITIES





RUSSELL ST PARK/GOOD NEIGHBOR TRAIL SIGN

OVERALL APPROACH

1. **Prioritize Travel Intenders overall-PROGRAMATIC MEDIA BUYING**
2. **Layer on geographic targeting**
3. **Layer on behavioral attributes**
 - a. Layer in additional audience segments (campaign specific)

OVERLAYS

- Families with Children
- Golf
- Disc Golf
- Wildlife Viewing
- Birding
- Spring Runs
- Paddling
- Events & Festivals
- Boating
- Fishing
- Mermaid Shows
- Mountain Biking
- Cycling
- ATVs/BMX
- Local Shops/Antiques

MARKETING APPROACH



Visitor Origin Market	% of Visitors	% of Spend
Tampa-St. Petersburg-Sarasota FL	9%	3%
Orlando-Daytona Beach-Melbourne FL	9%	4%
New York NY	7%	6%
Chicago IL	3%	2%
Miami-Ft. Lauderdale FL	3%	2%
Jacksonville FL	3%	2%
Atlanta GA	3%	2%
Detroit MI	2%	2%
Ft. Myers-Naples FL	2%	2%
Hartford-New Haven CT	2%	2%

TOP VISITOR MARKETS, SPENDING





Q&A





Thank You