

Florida Meetings Mean Business

Meetings mean business. It's a simple concept, but one that packs a powerful punch. According to the U.S. Travel Association, U.S. business travel is responsible for \$246 billion in spending and 2.3 million American jobs. More than \$100 billion of this spending — and nearly one million American jobs — are linked directly to meetings and events.

Not surprisingly, Florida meetings mean business, too. Of the 84.2 million visitors Florida welcomed in 2008, business travel represented nearly 17% — including more than 6.8 million travelers tied directly to meetings, conventions and training events.

“The meetings and convention market is a critical component of

Florida’s overall visitor business,” explains Gov. Charlie Crist. “More than one million Floridians, many of whom are your clients or customers, work in the state’s tourism industry. By selecting the Sunshine State for your next meeting or conference, you serve to stimulate the state’s economy while saving the costs of hosting the event outside the state.”

A recent study by Oxford Economics shows that for every dollar invested in business travel, businesses experience an average \$12.50 in increased revenue and \$3.80 in new profits. Cuts in business travel, however, have



Inverness Hall at Innisbrook Resort & Golf Club.

a negative impact on corporate profits. According to the study, the average U.S. business would forfeit 17% of its profits in the first year of eliminating business travel, and it would take over three years for profits to recover.

“Now, more than ever, taking the time to meet your customers face-to-face, sharing best practices and incentivizing employees can

strengthen your business and speed your recovery,” says VISIT FLORIDA President and CEO Chris Thompson. “Given Florida’s exceptional tourism hospitality, impressive array of convention centers and meeting accommodations, unparalleled activities and attractions, convenient air accessibility and unsurpassed budget-friendly value, choosing to hold your business meetings, conventions and tradeshows in Florida provides you with a wise return on investment.”

“We like to think Florida is such an attractive and sought-after meeting locale because ‘destination matters,’” continues Thompson. “Companies from all over the world choose to hold their business-related activities in Florida. We want to show in-state businesses that it’s a smart choice for them as well.”

To help business owners and key decision makers discover the full value and benefits of having their

organization’s meeting in state, VISIT FLORIDA has assembled a Meetings and Conventions team who can assist meeting professionals with all aspects of the planning process. Among their many expert services, the team provides complimentary assistance and produces industry networking events and trade shows designed specifically to educate meeting planners about the vast array of destination offerings, as well as incentives and promotions from thousands of VISIT FLORIDA Partner organizations. An associated web site — www.meetings.VISITFLORIDA.com — offers continuously updated resources that support the business of meetings, conventions and incentive travel in the Sunshine State.

Together, VISIT FLORIDA and



Face-to-face meetings are vital to increase business.

local business owners can continue to grow our state’s share in the meetings and conventions industry and help Florida’s economy recover and prosper.



Destination matters.

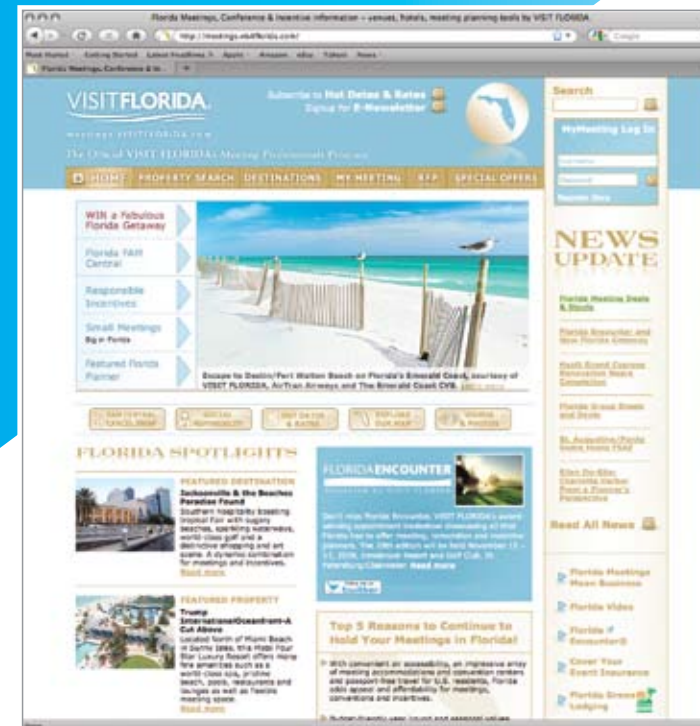
- Superb Customer Service
- Accessibility
- Exceptional Year Round Value
- Diversity of Recreational Activities

It's good business to do business in **Florida**

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